

## OVERVIEW

# EXTENDING THE CISCO BRAND TO OUR STRATEGIC BUSINESS PARTNERS

As Cisco's business continues to grow into new markets involving exciting emerging technologies, we need to ensure that external communications are well articulated and easy to understand. Cisco works closely with many different types of partners that help us grow into new areas, making it necessary to communicate partner affiliations in a clear and concise manner.

The Corporate Marketing organization has revised the Cisco co-branding strategy and redesigned some of the logos that qualifying partners can use to promote product- or technology-related affiliation with Cisco products. Cisco has three types of logos that qualifying partners can use to communicate affiliation with Cisco Systems.

## Relationship Logos

Qualifying partners that are members of specific programs are able to promote their long-term strategic business relationship with Cisco Systems by using appropriate Cisco relationship logos. When end customers see these logos being used by our partners, they are assured that the partner is implementing Cisco technology and compatibility to provide a product, service, or solution. The programs that qualify partners to use these logos are:

Cisco Channel Partner Program

Cisco Strategic Alliances Program

Cisco Learning Partner Program

Cisco Service Provider Solutions Ecosystem Program

Cisco AVVID Partner Program

## Technology Affiliation Logos

Eligible partners that are members of specific programs are able to promote that qualifying products or services have a technological association with Cisco products, technology or intellectual property by using appropriate Cisco technology affiliation logos. When customers see these logos being used in association with partner products and services, they should understand that there is a technology-specific relationship with Cisco.



- *The Cisco Powered* logo communicates that a third-party service offering is delivered over a Cisco network. Currently Cisco Powered Network and Cisco Powered Mobile Office program members qualify for this logo.



- *The Cisco Networking* logo communicates that a third-party offering contains Cisco products, technology or intellectual property. Currently, certain OEM partners qualify for this logo on a case-by-case basis. The Cisco Networking logo replaces the Cisco Networks logo.



- *The Cisco Compatible* logo communicates that a third-party offering is compatible within a Cisco network. Currently members of the Cisco Compatible Extensions program, the Cisco AVVID Partner program and the Cisco Service Provider Solutions Ecosystem program can qualify for this logo.

### **Reasons for Evolving Cisco's Co-Branding Strategy**

Our revised co-branding strategy will make it easier for end customers to understand Cisco partner relationships, while at the same time enabling the Cisco brand to be associated with all aspects of the network and networking.

Over the years, the Cisco co-branding strategy has developed in response to the needs of specific Cisco business programs. As we evolve our co-branding strategy, our goal is to take an end-customer centric approach to ensure that we develop the appropriate number of logos to communicate distinct relationships with our co-brand partners, and help differentiate their offerings.

In order to benefit from the strength of the Cisco corporate brand we have redesigned our technology affiliation logos and reduced the number of disparate logos that we use to communicate technology relationships. While the

previous technology affiliation logo design (red circle with arrow) visually communicated some sort of relationship, directionality and movement, the style was not clearly associated with Cisco Systems and the Cisco visual identity system.

The new technology affiliation logo design (teal blue square containing a portion of the Cisco “bridge” element) will more clearly tie the technology affiliation logos back to the Cisco corporate brand.

- The square graphic is consistent with Cisco design language
- The bridge tines contained within the square graphic are taken directly from the Cisco corporate logo
- The teal blue graphic combined with red logotype is consistent with the design of our corporate logo

We cannot work alone to change the way that people work, live, play and learn. A strong part of the Cisco culture involves working closely with partners who share our vision and will help us meet our business goals. To that end, understanding and following through on our co-branding strategy is an important part of making sure that customers understand the relevance of the network and the critical role that Cisco plays.



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