Cisco, Cisco Foundation, & Cisco CSR Logo Usage Guide

For approved Social Innovation Investments and Cisco Foundation grantees & investees

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Introduction

Cisco and the Cisco Foundation provide logos for eligible nonprofit grantees and for-profit impact investees. Grantees must request and receive approval before using one of these logos.

We offer three logo options:

1. **Cisco corporate logo** – for approved grantees who received funding from Cisco Inc. only, or a mix of corporate and Foundation funding. Please note that:
    - To be eligible, your organization must have received more than US$10K in Global Impact cash grants and/or at least US$35K in Technology Grants from Cisco Inc.
2. **Cisco Foundation logo** – for approved grantees who receive funding exclusively from Cisco Foundation. Please note that:
    - To be eligible to use the logo, your organization must have received at least US$10K in Global Impact or Regional Solution cash grants, or more than US$10K in climate-related impact investments, from the Cisco Foundation.
3. **Cisco Corporate Responsibility (CSR) logo** – for approved grantees who received funding from the India Cash Grant program. Please note that:
    - To be eligible, your organization must have received more than US$10K in India Cash Grants from Cisco Inc.
    - Both flagship initiatives and projects based in India should use the Cisco CSR logo. However, flagship initiatives vs. projects should be referred to differently in textual mentions:
        - Flagship initiatives: *"An initiative by Cisco Corporate Social Responsibility."*
        - Projects: *"Supported by Cisco Corporate Social Responsibility."*

Note that only one of these logos should ever be used at a time. After you submit a logo request, we will review your grant history and send you the most appropriate logo to use.

Usage timeframes

Approved grantees may use the appropriate logo(s) for the following timeframes:

- Global Impact and Regional Solution cash grants: *Up to one year after the end of the grant period.*
- India flagship initiatives and projects: *Up to two years after the end of the grant period.*
- Technology grants: *Up to five years after the date the grant was issued.*

General guidelines

- The "Cisco," "Cisco Foundation," and "Cisco CSR" logos may be used only by eligible and approved grantees and investees who have received written permission from Cisco via our standard process.
- A logo can be used only in instances that accurately represent Cisco and/or the Cisco Foundation, as well as Cisco's employees, products, solutions, services, and/or technologies.
- The logo may not be more prominent than your or another party's logo. It should be smaller than your logo, or at most, the same size as your logo.
- Use only the logo provided to you and only as stated in the written logo usage agreement you receive upon approval.

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- Use the logo only for the timeframe specified in the written logo usage agreement you receive upon approval.
- Do not use the logo as an implied endorsement for any reason other than to acknowledge the receipt of funds from Cisco or the Cisco Foundation or the receipt of donated equipment from Cisco. Marketing materials should reference the meaning behind the logo whenever possible.

Requesting logos

To request one of these logos, please complete our online form at:

https://www.cisco.com/c/en/us/about/csr/community/partner-logo-usage.html

We will review and respond to your request within one week.

Linking logos to Cisco.com

Whenever possible, we ask that you link online usages of the logo back to our web site. For the "Cisco" logo, please link to: https://www.cisco.com/c/en/us/about/purpose/social-impact/investments.html

For the "Cisco Foundation" logo, please link to: https://www.cisco.com/c/en/us/about/csr/impact/cisco-foundation.html

For the "Cisco Corporate Social Responsibility" logo (India only), please link to: https://www.cisco.com/c/en_in/about/csr.htmlåπ

Logo variations

For each logo, we provide a horizontal and a vertical variation, either of which you can use as best suits your layout.

For each logo, we also include versions with and without the trademark (TM) symbol.

For print and other high-resolution applications where the TM symbol would remain legible, please use the version including the TM symbol.

For web and other low-resolution applications where the TM symbol would not remain legible, please use the version that does not include the TM symbol.

Logo usage requirements and restrictions

Following are the usage restrictions and requirements for the "Cisco," "Cisco Foundation," and "Corporate Social Responsibility" logos. If you have questions, please email grantee-logo-usage@cisco.com.

Visual guidelines

- In all media, the logo must be separated from any other names, logos, or product names.
- Give the logo room to breathe, even when space is tight. Maintain a border of clear space equal to at least half the width of the logo.
- Please do **not** modify the design of the logo in any way.

Logo usage in print

- Files are provided in multiple formats. EPS format is recommended for all print applications.
- Colors are specified as PANTONE©, CMYK, process color, or RGB color. Use fill colors as provided in the logo files. Do **not** alter colors.
- Do **not** use the TM symbol if the logo is less than 3⁄4 inches wide.

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- Do **not** use the logo at a scale smaller than 1⁄2 inch wide in print.

Logo usage on screen

- Do **not** include the TM symbol in most web or other screen usages, unless the usage is large enough that the TM remains legible.
- Colors are equivalent to the print versions of the logo. Do not alter colors.

Incorrect usages

- Do **not** use any of the logos on promotional merchandise (including t-shirts), packaging, or trucks.
- Do **not** apply the logo to products, equipment, hardware, or devices manufactured by your organization.
- Do **not** use the logos on letterhead, business cards, or email signatures.
- Do **not** use the logos on training manuals.
- Do **not** scale, distort, or otherwise visually modify the logos.

Review & approval process

Cisco reserves the right to review and approve your use of these logos at any time. You agree to make modifications to your usage of the logo as required to stay in compliance with Cisco brand guidelines. Standard usages that adhere to all guidelines above do not require our approval; however, we are always happy to consult if you have any questions about a given usage. If you have questions about a potential usage, email grantee-logo-usage@cisco.com.

Colors

- Logos are provided in Cisco Sky Blue, which is the color we recommend given its correspondence to the home page of cisco.com. Other acceptable colors are outlined below. Do not use any other colors, as they are not approved by Cisco Brand.
- Foreground colors:

Cisco Sky Blue		Cisco Ocean Blue		Cisco Medium Gray 2		Black	
PMS	2995C	**PMS**	2140C	**PMS**	Cool Gray 7	**PMS**	Black 6C
CMYK	75 0 3 0	**CMYK**	90 60 05 40	**CMYK**	18 14 12 30	**CMYK**	100 79 44 93
RGB	0 188 235	**RGB**	30 68 113	**RGB**	158 158 162	**RGB**	0 0 0
HEX	#00bceb	**HEX**	#1e4471	**HEX**	#9e9ea2	**HEX**	#000000

- Background colors. Most applications are one of the above four colors on a white background. The two other acceptable background colors white text on blue or black. Specifically:

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White Logo on Cisco Midnight Blue		White Logo on Black	
PMS	2767C	**PMS**	Black 6C
CMYK	100 90 10 57	**CMYK**	100 79 44 93
RGB	13 39 77	**RGB**	0 0 0
HEX	#0d274d	**HEX**	#000000

Referencing Cisco support in text

The following guidelines pertain to textual mentions of your status as a Cisco or Cisco Foundation grantee.

Appropriate references for a Global/Community Impact cash or product grant funded in part or whole by Cisco:

- “Funding for [your organization’s program] provided by Cisco.”
- “Products for [your organization’s program] donated by Cisco.”
- “Technology solutions for [your organization’s program] provided by Cisco.”
- “[your organization’s program] made possible in part through support provided by Cisco.”
- “[your organization] is supported in part by Cisco.”

Appropriate references for a Global/Community Impact cash grant funded in whole by the Cisco Foundation:

- “Funding for [your organization’s program] provided by the Cisco Foundation.”
- “[your organization’s program] made possible in part through support provided by the Cisco Foundation.”
- “[your organization] is supported in part by the Cisco Foundation.”

Appropriate references to partnership status:

- **Do** say: “[your organization] is a grantee in Cisco’s Global Impact Cash Grants program.”
- **Do** say: “[your organization’s program] is a community partner in Cisco’s Global Impact Cash Grants program.”
- Do **not** say: “[your organization] is a Cisco Partner.”
- Do **not** say: “[your program] is a Cisco Foundation Partner.”

Appropriate references for India-Based CSR Initiatives:

- **Do** say: “An initiative by Cisco Corporate Social Responsibility.”
- Do **not** say: “Supported by Cisco Corporate Social Responsibility”
- Do **not** say: “[your organization] is a Cisco Partner.”

Appropriate references for India-Based CSR Projects:

- **Do** say: “Supported by Cisco Corporate Social Responsibility”
- Do **not** say: “An initiative by Cisco Corporate Social Responsibility.”
- Do **not** say: “[your organization] is a Cisco Partner.”

All uses of the term “partner” must be modified in some manner, ideally in the form of “Community Partner.”

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Legal requirements

You agree to all terms and conditions outlined in this document. Permission to use a logo may be withdrawn at any time at Cisco's discretion.

1. You agree to abide by both the trademark usage guidelines contained in this document and the Cisco Trademark Policy as amended from time to time. The Cisco Trademark Policy can be found at https://www.cisco.com/c/en/us/about/brand-center.html. The guidelines and policies above are incorporated herein by reference and are subject to change without notice.
2. You acknowledge Cisco's rights in the logo and agree not to adopt, use, register, or attempt to register anywhere in the world any logo or trademark confusingly similar to the logo. You agree not to challenge the validity of Cisco's rights in the logo. You will acquire no rights in the logo through your use and shall take no action inconsistent with Cisco's interest in the logo. If you do obtain rights in the logo, you will grant those rights back to Cisco.
3. You understand and agree to abide by Cisco's review process.
4. CISCO MAKES NO WARRANTIES, EXPRESS OR IMPLIED, TO ANY PERSON OR ENTITY WITH RESPECT TO THE LOGO OR ANY RELATED MATERIALS PROVIDED HEREUNDER, ALL OF WHICH ARE PROVIDED "AS IS," AND DISCLAIMS ALL IMPLIED WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT. CISCO DOES NOT GRANT ANY INDEMNITY AGAINST INFRINGEMENT OR OTHER CLAIMS ARISING FROM YOUR USE OF THE LOGO UNDER THESE TERMS AND CONDITIONS. YOUR USE OF ANY SUCH LOGO IS AT YOUR OWN RISK, AND YOU AGREE TO INDEMNIFY CISCO AGAINST ALL CLAIMS AND LIABILITY THAT MAY ARISE FROM YOUR USE OF THE LOGO.
5. You agree that Cisco has the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the logo or other Cisco trademarks.

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Cisco Systems, Inc.
San Jose, CA

Asia Pacific Headquarters
Cisco Systems (USA) Pte. Ltd.
Singapore

Europe Headquarters
Cisco Systems International BV Amsterdam,
The Netherlands

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at **https://www.cisco.com/go/offices**.

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