



Partner brand guidelines

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Introduction

The purpose of these guidelines is to help our wonderful partners understand Cisco Meraki and how to represent the brand out in the world. Meraki has a unique identity and business perspective, and our partners play a key role in helping spread these values.

The more accurate you are in following our brand principles, the more effective your messaging will be.

Let's do great things together!

Our name

Are we Meraki? Or are we Cisco? Well, we're actually both.

From an organizational perspective, we're a business unit within Cisco. But we haven't forgotten our heritage, built from the ground up as a fiesty disruptor of complexity in IT.

Usage

How does this manifest in our communications? Make sure to use "Cisco Meraki" in headlines and as the first name given in any text.

After that, you may simply refer to us as "Meraki." This ensures our full name is always represented.

We are Cisco Meraki.

Meraki is a Greek adjective that describes "something done with soul" – when you put a piece of yourself into what you're doing.

Our mission

Our purpose

Folks at Meraki are guided by a singular mission.

This is our commitment to customers, and a rallying goal that we share with all our partners.

Our manifesto

This is the heart of our brand, the *why* of our very existence. Our manifesto speaks to our audience about the reason we do what we do, and what that means for them.

Like the origin story of a superhero, our manifesto tells customers what we believe and gives them expectations for how we walk the walk.

**Connecting passionate
people to their mission
by simplifying the digital
workplace.**

To be human is to be connected, part of the greater network of our world. That's why we build connections for everyone, everywhere. Because we are better together.



Brand elements

Wordmark

This is the Cisco Meraki Partner wordmark.

We display it in one of two colorways as shown here, and make sure the integrity of the mark is maintained through consistent, careful application.

The Cisco Meraki Partner wordmark can be used in conjunction with the Cisco Partner Logo. Please follow the [Cisco Partner Brand guidelines](#) to ensure compliance when creating marketing campaigns and utilizing Cisco marketing funds.

Wordmark



Full color



Light

Usage



✗ Do not center



✗ Do not skew, stretch, or rotate



✗ Do not fill with unapproved colors



✗ Do not use Miles, he's earned his retirement.

Wordmark

In applying the Cisco Meraki Partner wordmark to any material, be it digital or physical, static or interactive, we make sure it's got room to breathe, and a solid background that keeps it perfectly legible.

Clearspace

In order to give the logotype breathing room, always maintain a space around it of *at least* one "M" height on all sides.

Minimum sizes

This is a more complicated specification in the era of proliferating screens, many of which have varying pixel density, so use your best judgement in maintaining legibility of the logotype, but here's a basic set of minimum widths (w):

Print: 1" (25mm)

~72 PPI (1x) screens: 72 px

~144 PPI (2x – Retina) screens: 144 px

~200-300 PPI (3x - iPhone 7 and later)

Sizing and spacing



Clearspace



Minimum size (1" or 25mm)

Color palette

The Meraki color palette evokes each element of our personality and supports all the elements of our visual language to help us communicate clearly and emotively in every application.

Each Meraki color has a recommended value for both digital and print color spaces.

Primary color palette

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Fog City

HEX #404241
RGB 64 66 65
CMYK 68 59 60 46

Slate

HEX #67B346
RGB 103 179 70
CMYK 65 6 100 0

Miles Green

Secondary color palette

HEX #5576D1
RGB 85 118 209
CMYK 71 55 0 0

Bloosh

HEX #FFCD00
RGB 255 205 0
CMYK 1 18 100 0

Eureka

Photography

Photography is often the primary expression of the humanity behind everything we do, so it's really important that it's done right.

Meraki photography is crisp, clear, and contemporary. We love candid poses in realistic settings with natural lighting.

Please use approved assets for [lifestyle photos](#) and [product images](#) to effectively convey the premium quality of our brand.

The use of anything other than these approved assets is prohibited and considered a breach of the Cisco Meraki partner agreement.

Examples



✓ Realistic settings



✓ Natural lighting



✓ Motion blur, but not too much



✓ Closeups with strong composition

Co-branding with Meraki



Co-branded marketing

We love that our partners are excited to promote Meraki, but we do not permit the free use of our logomark in collateral or the use of any “best” or “biggest” claims (avoiding perceived favoritism).

We encourage the proper use of the Meraki lockup and Cisco Partner logo in your communications and digital assets to ensure the brand identities of both your business and ours are accurately represented. We ask that any co-branded collateral correctly represents the relationship between our brand and your brand as a partner.

The main takeaway:

The consumer should not be led into thinking they are buying directly from Meraki.

Please make use of the [Meraki Partner Portal](#) and [Cisco Marketing Velocity Central](#) resources for any customer-facing materials, such as pre-written lead generation email templates, which allow you to easily add your name and referral code.

Logo placement and sizing are both important in maintaining the look and feel of co-branded Meraki collateral. For any co-branded assets, it must be clear they originated from your company. Please reference sections in the Meraki Brand Elements section for information on using the Cisco Meraki Partner wordmark.

Always check with your Meraki representative about the item you wish to use, as it may not be possible to co-brand every piece of content.

Talking about Meraki & our products

Providing descriptions about Meraki products and solutions in your content or on your web platform is wonderful. The appropriate voice can elevate the effectiveness of your copy.

Using a voice that is authentic to your brand is also crucial. As such, please do not copy and paste content found on the Meraki website or any other Meraki content (exceptions can be product specifications found on datasheets). Please make sure to maintain your own unique brand identity and voice.

When talking about Meraki and our products, the ultimate purpose is to connect people to technology in intuitive and accessible ways. Be sure to maintain a positive and helpful tone, keep messaging simple and to the point, and be true to your own brand while keeping in mind what Meraki stands for.

Meraki Partner Portal

You can access the Meraki Partner Portal [here](#) and Meraki Brandfolder [here](#).

Imagery, graphics, or designs found in the Partner Portal or Meraki Brand Folder, unless specifically marked, should not be re-shared or duplicated.

Cisco Meraki product images approved for public use can be found [here](#).

Meraki Marketing generates marketing content for our partners to use that can be found on Meraki Partner Portal.

This content includes presentations, one-pagers, white papers, and more. These materials can help you better understand our solutions to have more effective conversations with your customers.

Paid search advertising

As we continue to grow together, we ask that you follow these guidelines:

- Please avoid using Cisco Meraki, or any other Meraki trademarks, as keywords in paid search auction campaigns on any search engine (e.g. Google Ads and Bing Ads)
- Please avoid outbidding such trademarks/keywords and subsequently ranking above Meraki in paid search auction campaigns on any search engine
- While you should not represent yourself or your company as “Cisco Meraki”, we encourage you to include “Official Cisco Meraki Reseller” (or “Official Meraki Reseller” if you’ve already introduced the brand as Cisco Meraki) in your ad text to avoid confusion

If you are unsure about how to proceed with the Meraki elements of your digital campaign, please contact partner-updates@meraki.com before using or bidding on keywords or trademarks mentioned above

Working closely together on paid search marketing campaigns ensures we don’t outbid each other on keywords and drive up costs for all parties involved.

Other digital marketing

Preserving the integrity of both your business as well as ours is of the utmost importance to us.

That's why we kindly ask you to reach out to the Meraki Partner Marketing team before investing any significant funds (\$10,000 and above) in marketing campaigns on social media (e.g. Facebook) and professional networking platforms (e.g. LinkedIn).

For large campaigns, our team will work with you to get the best bang for your buck, ensuring minimal overlap between target segments and advertising schedule of campaigns managed by Meraki or other partners.

Please reach out to partner-updates@meraki.com to get the conversation started.

Free promotional devices

Our webinar program offers a free Meraki device or licenses for all eligible attendees. This is a tried and true lead generation engine that you can also leverage.

When messaging our *free gear program to your customers, please keep the following guidelines in mind:

- The offer is from Cisco Meraki. Please make it clear that the is not from your organization.
- The offer is not exclusive to your customers. Please don't suggest that a free device can only be obtained through you.
- The offer is only valid through webinars on meraki.cisco.com. Webinars hosted on partner platforms or independently by partners are not eligible for free promotional devices.

*Disclaimer: You should always use their unique referral code to track the leads they generate.

The code can be found on merakipartners.com with detailed instructions on how to use it.

*Eligible customers can receive free gear for attending some webinars, in accordance with terms and conditions which can be found at meraki.com/freeap, meraki.com/freeswitch, meraki.com/freesm and meraki.com/freemx.

*U.S. K-12 schools, public libraries, and any foreign officials as defined under anti-corruption statutes are not eligible to receive a Promotional Device. Instead, these customers can request a product evaluation.

Using & referencing Meraki digital assets

We love seeing partners be creative and come up with ways to jointly advertise.

When doing so, we kindly ask you to be mindful of the following guidelines:

- Please use creative content from the named websites on the left when creating your own original digital assets for online and offline use.
- Please embed or link to Meraki videos and audio clips, and refrain from copying or re-cutting any such content. If there is an instance where you would like to repurpose a portion of our existing video or audio clips, please contact a Meraki representative or partner-updates@meraki.com to ensure that this is allowed.
- The visual style and copy must clearly be in the style and brand of the partner—the consumer should never be led to think they are on the Cisco Meraki site.

We regularly produce digital assets for you to use and link, including text and documents, illustrations and graphics, videos, and other digital formats.

These are made available to partners on platforms such as:

- meraki.cisco.com
- merakipartners.com
- meraki.com/partner-branding-resources
- ciscopartnermarketing.com
- [YouTube](https://www.youtube.com/c/Meraki)

Signage & event materials

If you are planning to host an event featuring Meraki products, we offer an "event-in-a-box" as a resource for our partners.

This kit includes a pop-up banner file for printing, an email banner, and email invitation templates. This will give you everything you need to get started hosting Meraki-focused event for your customers.

Download the assets [here](#).

Appendix

FAQs

Can we add special partner distinctions to our websites and communications? (e.g. “the largest Meraki reseller in the midwest”)?

Though we love seeing the incredible pride our partners share in their business with Meraki, in an effort to discourage any perceptions of exclusivity, the use of any of these types of claims in public-facing materials is unauthorized.

Can we use Meraki images, photos, or content on our websites?

Any imagery found on Partner Portal, MVC or BrandFolder may be used on websites to highlight the Meraki product portfolio. Plagiarizing and/or repurposing content from other externally-facing Meraki sources (such as ads, websites, and collateral) is prohibited.

If I have a question about purchases, license renewal, or product inquiry, who do I contact?

You can contact your Meraki rep. Contact details are located on Partner Portal (merakipartners.com), under “Find My Rep.”

I have a question about a Meraki technical training or questions around my CMNA certification, who do I contact?

Email certifications@meraki.com.

Where can I find information to help me sell Meraki?

You can sign up for partner-specific trainings and find sales enablement resources on Partner Portal once you are an approved Meraki partner.

What do I need to do to become a Meraki partner?

If you are a Cisco partner, you can apply to sell Meraki at meraki.cisco.com/partners.

Hold on, I’m not yet a Cisco partner, either!

If you are not a Cisco partner, follow these [instructions](#). Once approved as a Cisco partner, you can then apply to sell Meraki following the steps above.

Who do I contact regarding Meraki product issues?

Contact support@meraki.com.

How do I update my email address with Meraki?

If you’ve changed organizations, you can create a new user account at merakipartners.com under “Create New Account.”