



Partner Brand Guidelines

2017 VERSION 1.0

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PARTNER BRAND GUIDELINES

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

Simply put, the more accurate you are in following our brand principles, the more effective your messaging will be. This is good for you. This is good for us.

Let's do great things together. 😊

OUR NAME

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

We are Cisco Meraki.

From an organizational perspective, we’re a business unit within Cisco. But we haven’t forgotten our heritage, built from the ground-up as agents of uncompromising innovation. Even as we grow larger each year, we’re still driven to create the best products and services we can, all with style, intelligence, and humanity.

How does this manifest in our communications? Make sure to use “Cisco Meraki” in headlines and as the first company name given in any text. After that, you may simply refer to us as “Meraki.” This ensures our full name is always represented.

BRAND MISSION

The Brand Mission is our ultimate commitment to our consumers, inspiring us to relentlessly work to deliver game-changing products and services.

Technology that simply works.

Technology can connect us, empower us, and drive us. At Meraki, we believe that by simplifying powerful technology we can free passionate people to focus on their mission and reach groups previously left in the darkness.

THE LOGO

The preferred Cisco Meraki logo is the 2-color (grey and green) version. When background color or printing prohibits the use of this logo, you may use either the all-black or all-white versions.

Legibility is key—when applying the logo, ensure that it looks crisp, clear, and well-contrasted with the background.

The Meraki “M” thumbnail logo is reserved for square-shaped placements too small for our regular logo. The name “Cisco Meraki” must be clearly displayed nearby for context.

IMPORTANT! Do not try to recreate our logos. The approved logos are available to download on [Partner Portal](#).

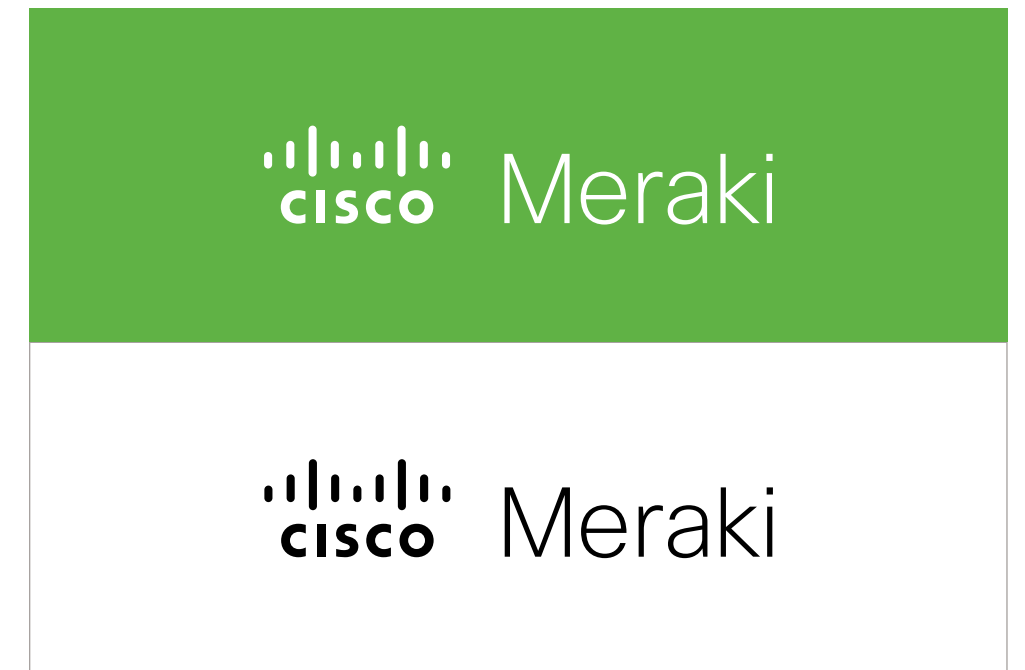
Color

Preferred version



Black and White

Use only if more legible than color version



Thumbnail Logo

Reserved for small, square placements



LOGO, SIZING AND SPACING

Minimum Size

Size minimums are specified to ensure maximum readability of the logo in various media.

Digital (72 dpi)

The logo should never be smaller than 70 pixels wide in any digital communications.

Print (300 dpi)

The logo should never be smaller than 20mm/0.8in wide in any printed collateral.

Clear Spacing

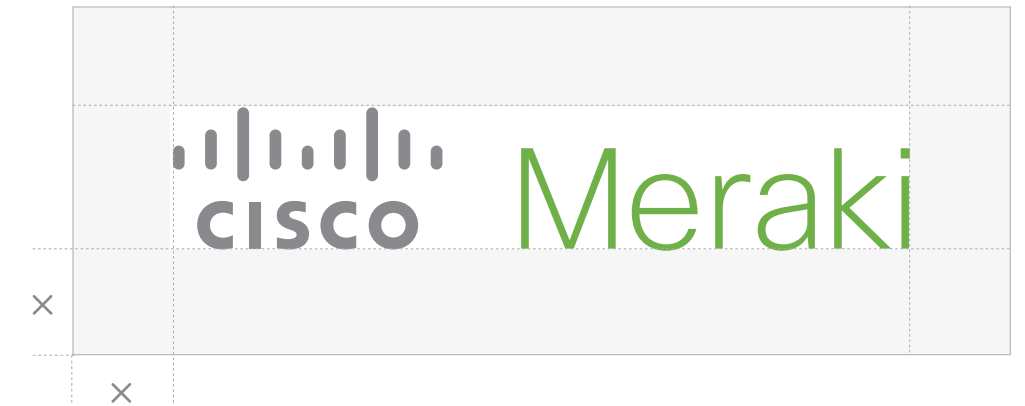
The logo should always appear with clear space around it. Please provide space equal to the height of the “M” in Meraki (marked as “x” in the diagram) around the perimeter of the logo, at a minimum.



Minimum Print Size
20mm / 0.8in



Minimum Digital Size
70 pixels



Ensure appropriate spacing around the logo to avoid crowding

LOGO MISUSE

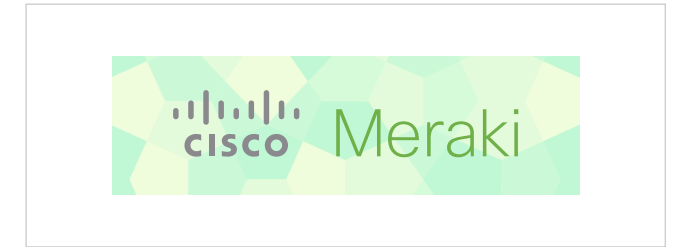
Don't alter or change our logos in any way—we've outlined a few common offenses here.



Do not scale parts of the logo. ❌



Do not skew or distort the logo. ❌



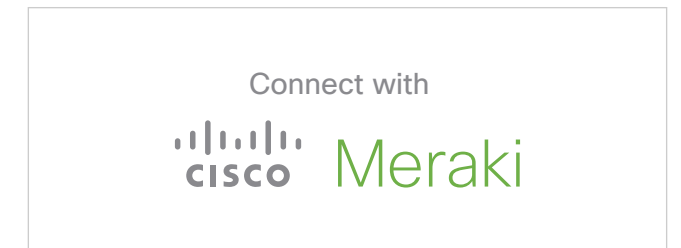
Do not place the logo on a patterned background. ❌



Do not rotate the logo. ❌



Do not rearrange the logo. ❌



Do not use the logo as part of a sentence. ❌



Do not change the colors of the logo. ❌



Do not add graphics to the logo. ❌

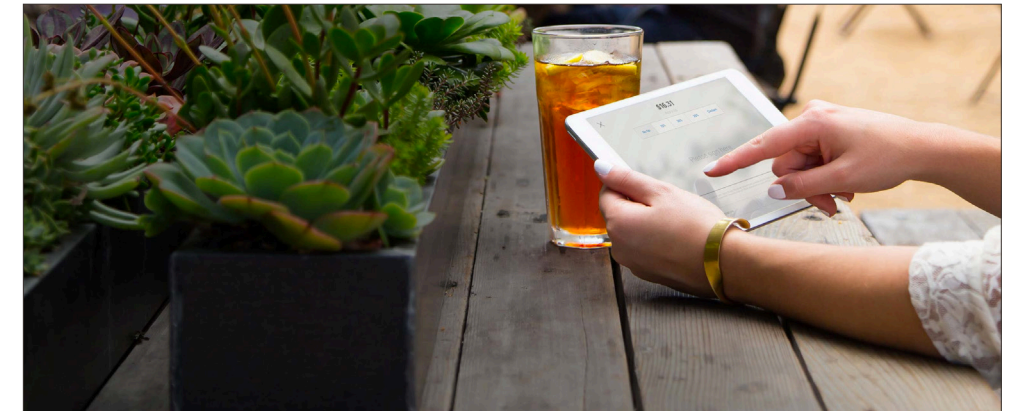


Do not add effects to the logo. ❌

IMAGERY

All imagery associated with Meraki should be bright, crisp, and clear. Only use official Meraki-produced product images from [Partner Portal](#), not ones from smartphone cameras or unauthorized sources.

Any imagery that does not feature our products should maintain a similar aesthetic, being lively, modern, and professional.



A NOTE ON MILES

Miles had a great run, but we are setting our pixelated friend free, letting him travel to that special place all retired corporate mascots go.

Though you may see traces of him around the interwebs, Miles should never appear in any public-facing communications from either Cisco Meraki or our partners.



If you have questions or require any assistance with brand-related elements, please reach out to brand@meraki.com