



## Deltapath Co-branding Guidelines

Feb 2018

Deltapath Co-branding Guidelines | Copyright © 2018 Deltapath, Inc. All rights reserved.

# Table of Contents

<b>Introduction</b>	<b>3</b>	<b>Partner Media Applications</b>	<b>12-19</b>
		» Online	12
<b>What's Co-Branding?</b>	<b>4</b>	» Website	13
		» Emails	14
<b>Logo</b>	<b>5-8</b>	» Print Advertising	15
» Our Colors	6	» Collateral	16
» Introduction	6	» Marketing Giveaways	17
» Guidelines & Clearspace	7	» Signage	18
» Co-branding Clearspace	8	» Infographics	19
<b>Channel Partner Logos</b>	<b>9</b>	<b>Repurposing Deltapath Assets</b>	<b>20-25</b>
» Logo & Badge Minimum Spacing	10	» Logo & Badge Relationships	20-22
		» Emails	23
<b>Improper Usage</b>	<b>11</b>	» Collateral	24
		» Infographics	25
		<b>Questions</b>	<b>26</b>

# Introduction

Dear Deltapath Partner,

To help in your marketing efforts, I'm delighted to share with you our co-branding guidelines. These guidelines will help reinforce our partnership throughout different forms of marketing materials that will be shown to customers and potential customers.

These co-branding guidelines are meant to aid our partner's marketing teams in creating cohesive marketing materials when using our Deltapath logo and Channel Partner Badges. Marketing teams are not limited to the example items shown, however in order to maintain consistency with our logo and badges please follow the proper minimum spacing, alignments, and sizes.

We want to make certain that our partnership is echoed as strongly in our brand as it is in our products and services. With you as our partner and with the help of these co-branding guidelines we hope to create stronger collaborations and communications, anytime, anywhere, on any device.

I'm interested in your feedback regarding these co-branding guidelines and how we can continue to work together to serve our customers better and grow our business stronger.



**David Liu**  
Founder & CEO

# What's Co-Branding?



## Co-branding Explained

Co-branding is a strategic agreement between two or more partner brands to work together to achieve a desired goal. Co-branding encompasses a wide range of marketing activities including, partnerships, promotions, and sponsorships.

## Why Co-Branded?

- » Establish or increase customer preference for Deltapath.
- » Generate loyalty and brand differentiation.
- » Enter new markets.
- » Promote new products/new application of existing products.
- » Engage the customer and drive relevance at multiple touch points.
- » Associate with other strong brands.

## Co-Branding Key Principles

These key principles give a framework for approaching all co-branding opportunities:

- » Present Deltapath as the dominant brand (whenever possible)
- » The Deltapath logo should be clearly displayed and given prominence.
- » Leverage our brand guidelines; create a partnership environment where our brand feels organic to the experience.
- » Certain partnerships are unique and necessitate consultation from the Global Brand Team.

# Logo | Introduction

## Our Logo

The Deltapath logo signifies unity in sharing ideas and collaboration.  
To exchange ideas for the betterment of mankind.  
Our logo is rounded to show Deltapath's agility and approachability.



## Our Element

Our element symbolizes fresh ideas, communication, collaboration, and the ability to exchange ideas anytime and anywhere.

The Deltapath element should only appear by itself when:

- » Used as a favicon for the company website.
- » Used as decoration for company marketing materials.
- » Subtle image branding.

# Logo | Our Colors

## Gradient Colors

DELTAPATH BLUE to DARK BLUE

Dark Blue

CMYK: 73, 30, 0, 57

RGB: 22, 79, 115

Hex: 164e73



DELTAPATH LIGHT GREEN to DELTAPATH GREEN



GRAY to DARK GRAY

Gray

CMYK: 0, 0, 0, 56

RGB: 111, 111, 111

Hex: 6f6f6f

Dark Gray

CMYK: 0, 0, 0, 89

RGB: 27, 27, 27

Hex: 6f6f6f



DELTAPATH BLUE

CMYK: 75, 67, 68, 90

RGB: 57, 147, 208

Hex: 3993d0

Pantone: 279C

## Solid Colors



DELTAPATH LIGHT GREEN

CMYK: 67, 0, 100, 0

RGB: 91, 185, 71

Hex: 5bb947

Pantone: 360C



DELTAPATH GREEN

CMYK: 88, 33, 70, 19

RGB: 7, 113, 192

Hex: 07715c

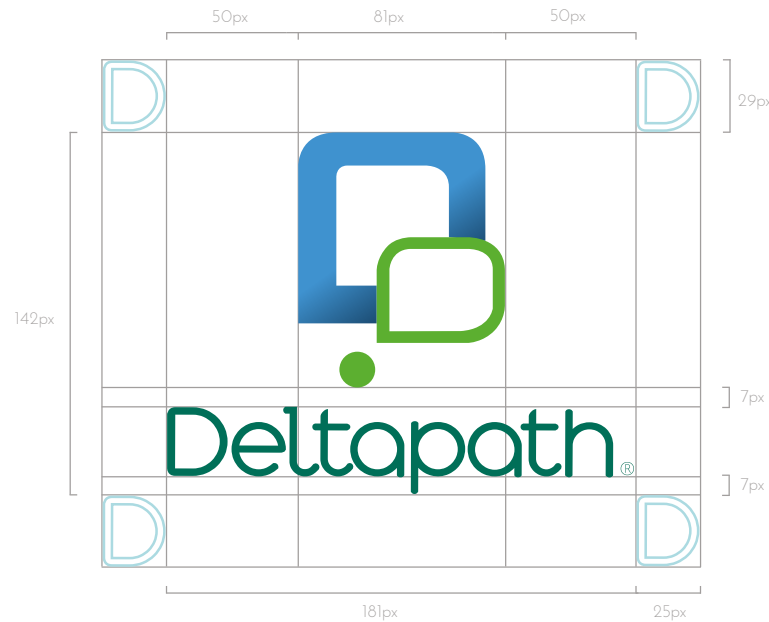
Pantone: 562C



# Logo | Guidelines & Clearspace

## Vertical Orientation

Size: 181px width by 142px height with a 25px by 29px margin that will be used as the minimum white space indicated by the letter “D” from the Deltapath wordmark. The margin size is dependent on the size of the “D”. The element in the vertical orientation is aligned center to the Deltapath wordmark.



## Horizontal Orientation

Size: 285px width by 58px height with a 31px by 35px margin which will be used as the minimum white space indicated by the letter “D” from the Deltapath wordmark. The margin size is dependent on the size of the “D”. The element in the horizontal orientation is aligned from the base of the blue box to the base of the wordmark.



## Minimum Sizes

These sizes demonstrate the minimum width of the Deltapath logo for both digital and print mediums. Any size that is less than the sizes shown will not print or display properly.

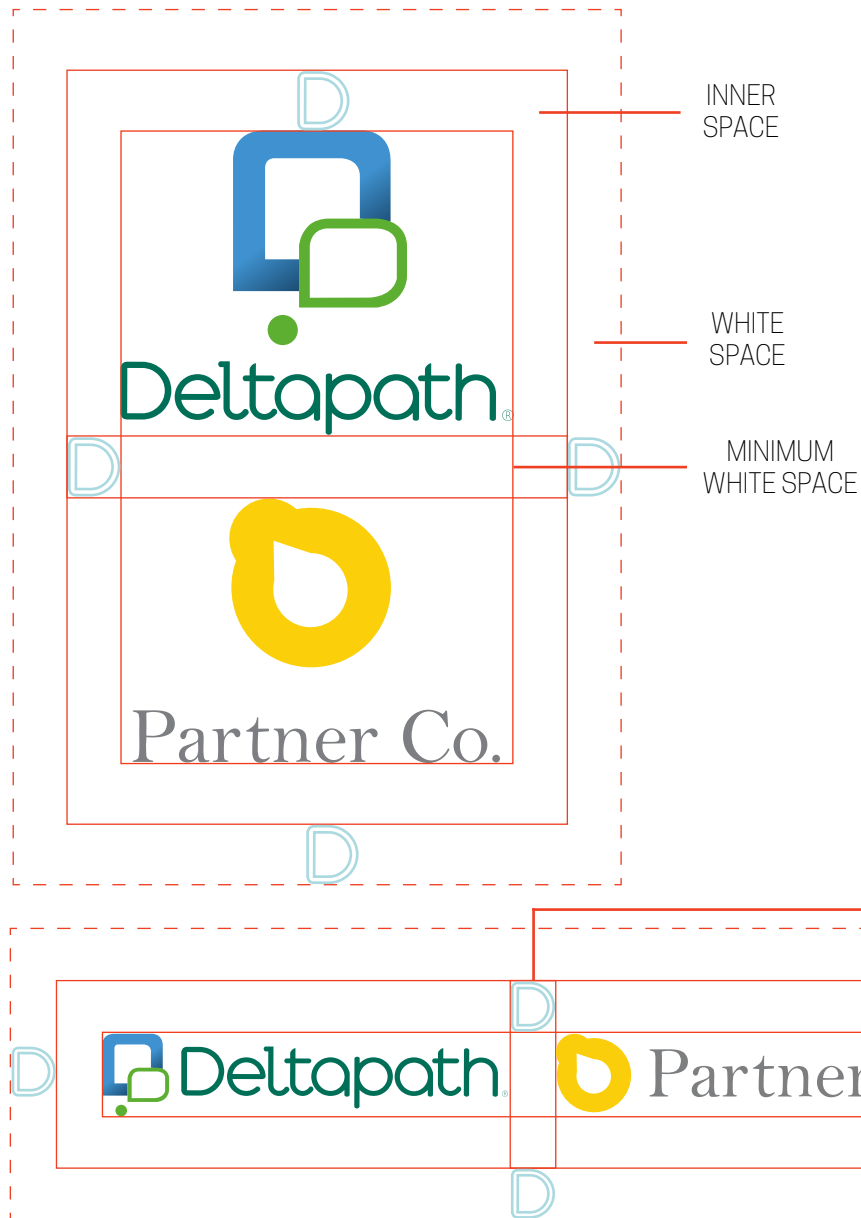
### DIGITAL



### PRINT



# Logo | Co-Branding Clearspace



Whenever the Deltapath logo is to be shown alongside with a partner company logo, the logos should be paired to the same size and same orientation. Depending if the partner company logo is horizontally or vertically oriented, the Deltapath logo will be of the same orientation.

The minimum space between logos is defined as "D" (where D is the height of the Deltapath wordmark). The same is to be applied for the white space surrounding the logo.

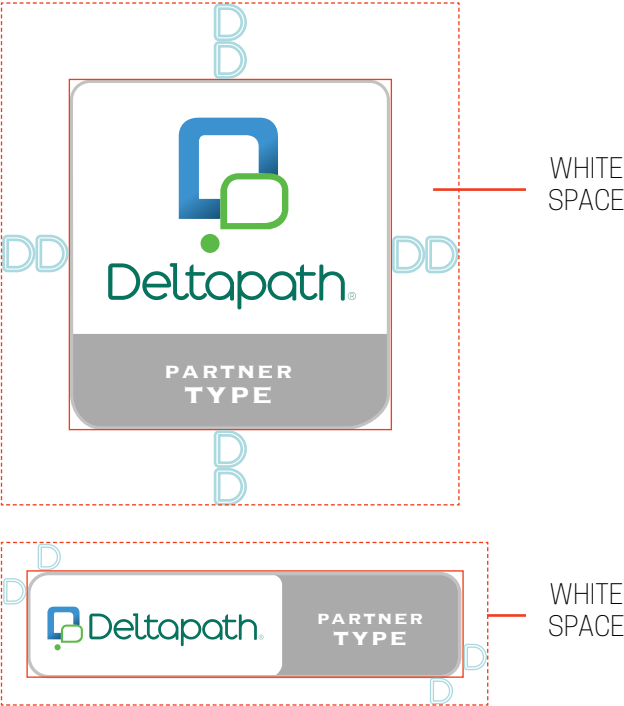


# Channel Partner Logos

## Minimum White Space

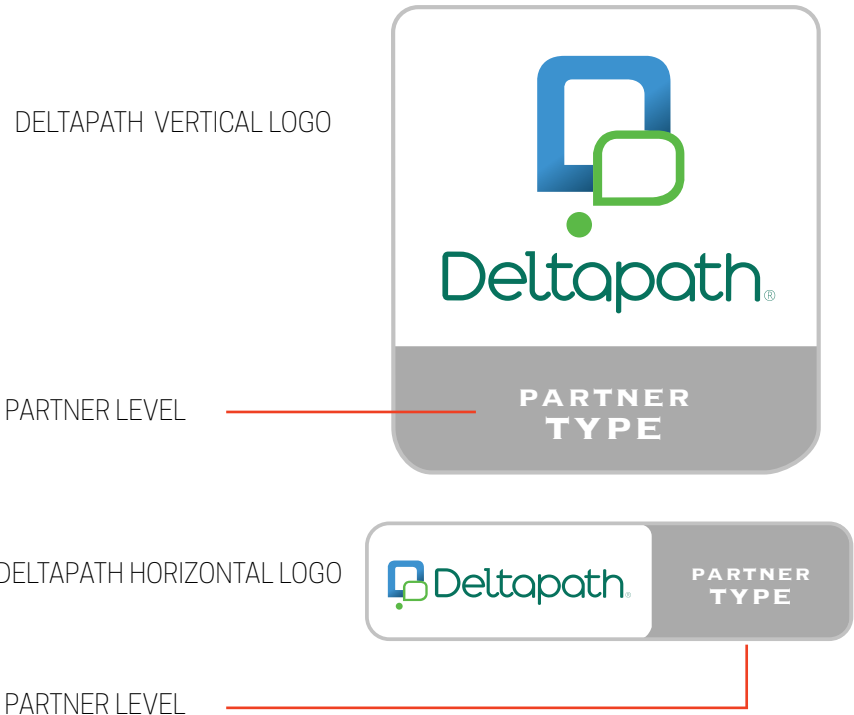
The minimum white space needed for the vertical badge is double the height of the Deltapath wordmark, which is shown below as “DD”.

The minimum white space needed for the horizontal badge is the height of the Deltapath wordmark, which is shown as “D”.



## Anatomy

The Deltapath Channel Partner Badges have two types of orientations (vertical and horizontal). Depending on the application and orientation of the partner logo, either of these badges can be used. The badges are comprised of the Deltapath logo on the top or left side, and partner level (Value-Added Distributor, Elite Reseller, Preferred Reseller). The color of the badge will also indicate the partner level.



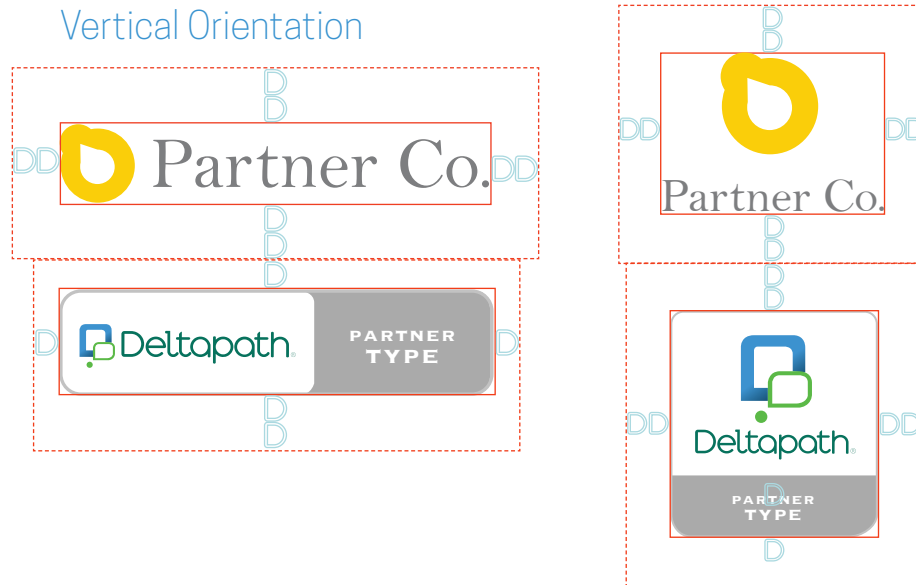
# Channel Partner Logos | Logo & Badge Minimum Spacing

The relationship between the partner logo and the Deltapath Channel Partner Badge in both vertical and horizontal layouts are demonstrated to the right. Please use the minimum spacing requirements for the Channel Partner Badge. The minimum space for the partner logo should be double the height of the Deltapath wordmark in the Channel Partner Badge (shown as “DD”).

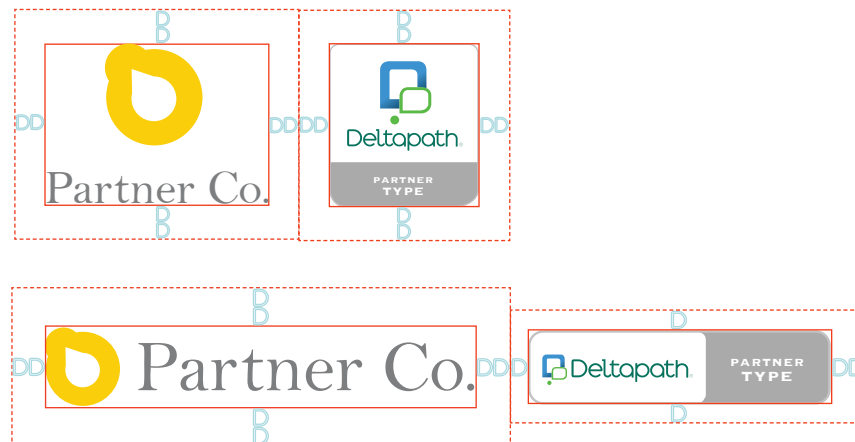
When pairing a partner logo with a Channel Partner Badge in the vertical orientation, the logo and badge should be of the same width.

When pairing a partner logo with a Channel Partner Badge in the horizontal orientation, the logo and badge should be of the same height.

## Vertical Orientation

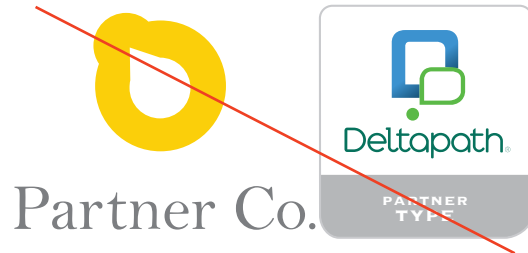


## Horizontal Orientation



# Improper Usage

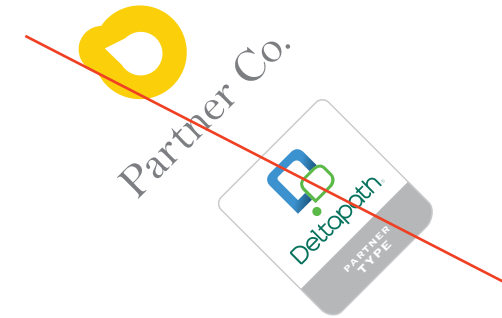
Not using proper spacing between partner logo and Channel Partner Badge.



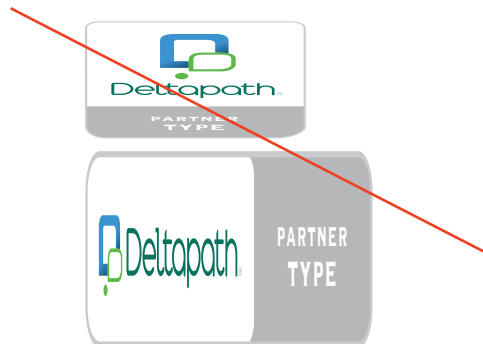
Do not use the vertical badge with a horizontal partner logo.



Do not change the rotation of the badge.



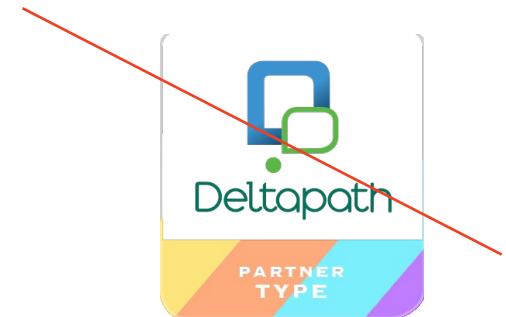
Do not distort the Channel Partner Badges.



All logos should be the same width.



Do not change Channel Partner Badge colors.



# Partner Media Applications | Online

## Online Advertising

Online ads are a great way to promote our company partnerships. If the ad is more square then our partners should use our vertical partner badge. When the ad is horizontal, the partner should use our horizontal partner badge. This way our badges can help our partner's designers in keeping their ads harmonious.




**Title Section**

Lorem ipsum dolor sit amet, posse omnes antiopam ea eum, alienum repudiare eu per, nec ne primis verterem principes. Mazim feugait in duo, te rebum malis mei, solum suavitate et.




[Learn More](#)



**Section Title**

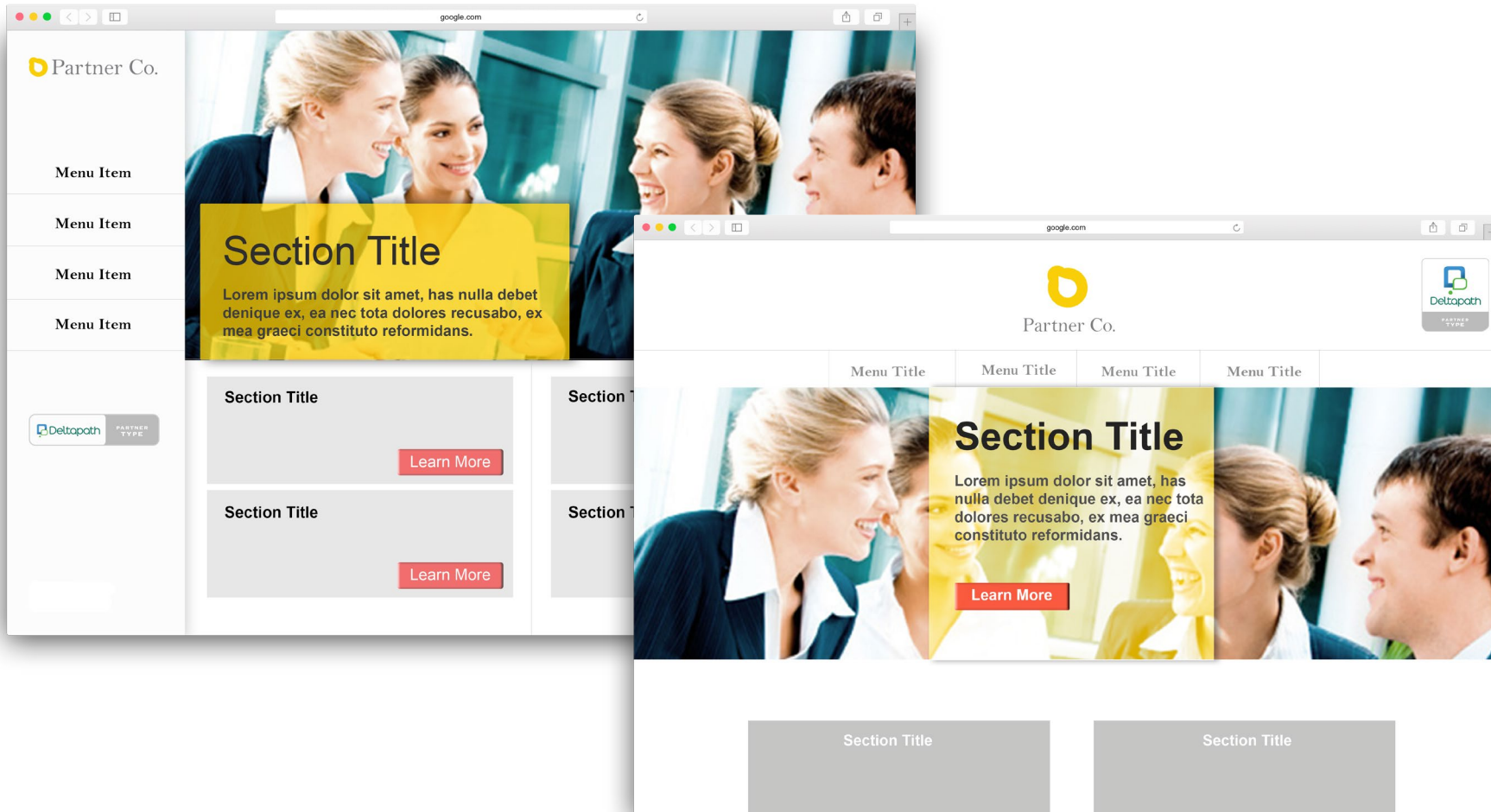
Lorem ipsum dolor sit amet, posse omnes antiopam ea eum, alienum repudiare eu per, nec ne primis verterem principes. Mazim feugait in duo, te rebum malis mei, solum suavitate et.

[Learn More](#)

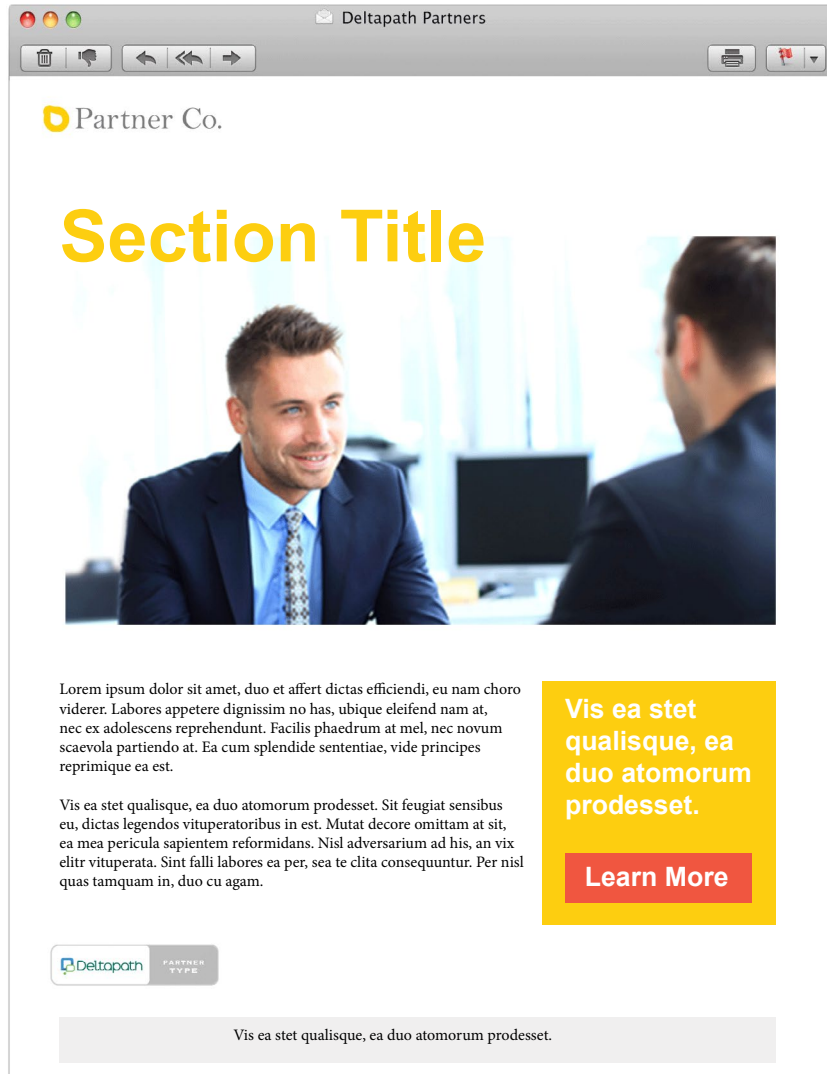
# Partner Media Applications | Website

By adding our Channel Partner Badges on your company website, it strengthens the partnership and allows your customers to see the partnership level that your company has with Deltapath.

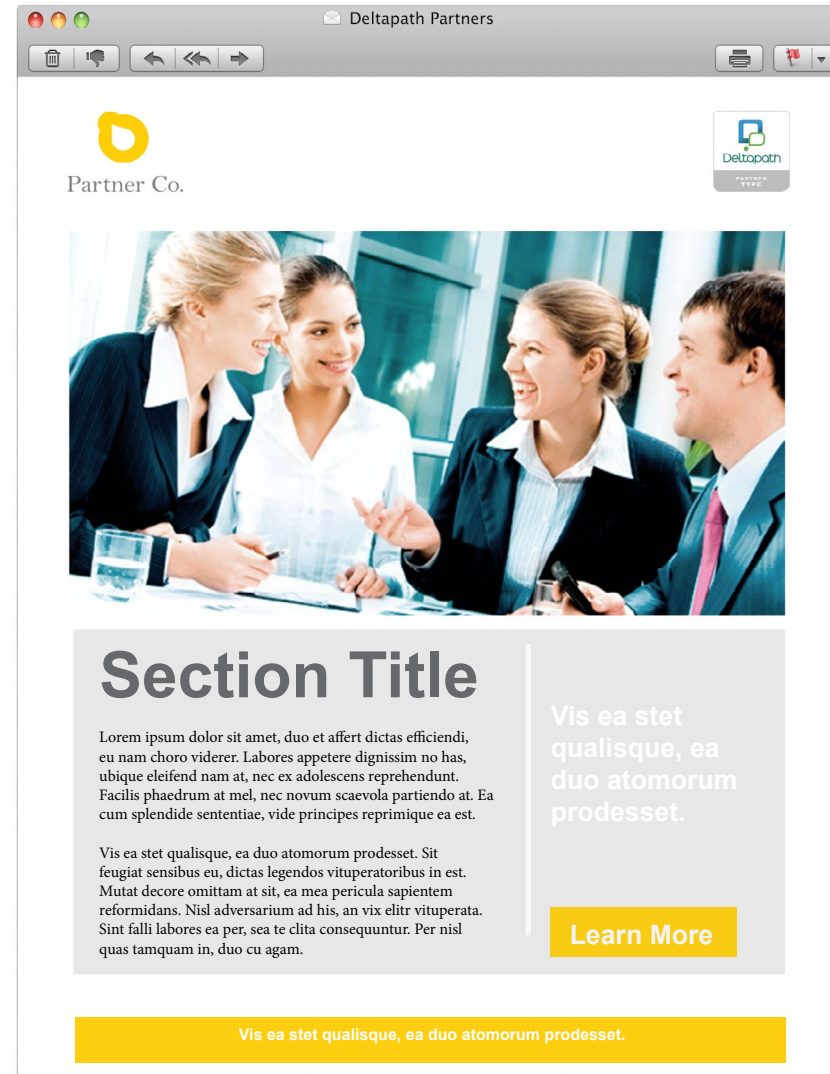


# Partner Media Applications | Emails

## Vertical Lineup



## Horizontal Lineup



# Partner Media Applications | Print Advertising

The items shown are examples of how to use the Channel Partner Badges for both horizontal and vertical applications.



# Partner Media Applications | Collateral

Prominently emphasize your role in our products by including the Deltapath Partner Badge on the front page of Deltapath customer showcase and data sheet materials.

## Horizontal Lineup



**Customer Showcase**

Lorem ipsum dolor sit amet, duo et affert dictas efficiendi, eu nam choro viderer. Labores appetere dignissim no has, ubique eleifend nam at, nec ex adolescens reprehendunt.

Facilis phaetrum at mel, nec novum scaevola partiendo at. Ea cum splendide sententiae, vide principes reprimique ea est. Facilis phaetrum at mel, nec novum scaevola partiendo at. Ea cum splendide sententiae, vide principes reprimique ea est.

Partner Co. 

## Vertical Lineup



Partner Co. 

**Data Sheet**

Lorem ipsum dolor sit amet, duo et affert dictas efficiendi, eu nam choro viderer.

**Lorem Ipsum Dolor Sit**

Lorem ipsum dolor sit amet, duo et affert dictas efficiendi, eu nam choro viderer. Labores appetere dignissim no has, ubique eleifend nam at, nec ex adolescens reprehendunt.

Facilis phaetrum at mel, nec novum scaevola partiendo at. Ea cum splendide sententiae, vide principes reprimique ea est. Vis ea stet qualisque, ea duo atomorum prodesset. Sit feugiat sensibus eu, dictas

**Lorem Ipsum Dolor Sit**

Lorem ipsum dolor sit amet, duo et affert dictas efficiendi, eu nam choro viderer. Labores appetere dignissim no has, ubique eleifend nam at, nec ex adolescens reprehendunt. Facilis phaetrum at mel, nec novum scaevola partiendo at. Ea

legendos vituperatoribus in est. Mutat decore omittam at sit, ea mea pericula sapientem reformidans. Nisl adversarium ad his, an vix elit vituperata. Sint falli labores ea per, sea te clita consequuntur. Per nisl quas tamquam in, duo cu agam error.

Nisl adversarium ad his, an vix elit vituperata. Ea cum splendide sententiae, vide principes reprimique ea est.

cum splendide sententiae, vide principes reprimique ea est. Vis ea stet qualisque, ea duo atomorum prodesset. Sit feugiat sensibus eu, dictas legendos vituperatoribus in est. Mutat decore omittam at sit, ea mea pericula sapientem reformidans.





# Partner Media Applications | Marketing Giveaways

Partners can use our logo on their marketing giveaways by following the co-branding spacing instructions. The marketing items are not limited to the examples shown.



# Partner Media Applications | Signage

## Pull-up Banners



## Billboards



# Partner Media Applications | Infographics

Visual language were perceived by audiences as more effective than those not using visuals.  
Partners can use our logo on infographics by following the co-branding spacing instructions.

## Vertical Lineup



## Horizontal Lineup



# Repurposing Deltapath Assets | Logo & Badge Relationships

Your logo and Partner Badge should be prominently placed along with the Deltapath logo—together on the front of the page or on the first page in a series. This preferred positioning clearly displays our partnership, and these assets should always be seen together this way.

The placement of your logo and Partner Badge will depend on the position of the Deltapath logo in the design. The Deltapath logo should remain prominently placed above or to the left of the Partner Badge and the Partner Badge should be positioned with the most distance possible from the Deltapath logo to avoid overcrowding. The Deltapath logo and Deltapath Partner Badge are to be left aligned in vertical lockups, and centered on the x-axis in horizontal lockups.

*When paired, the horizontal and partner logo/badge should match the width of the Deltapath wordmark in the Deltapath logo.*



*The Partner logo and badge width should not go past the Deltapath element while aligned left.*



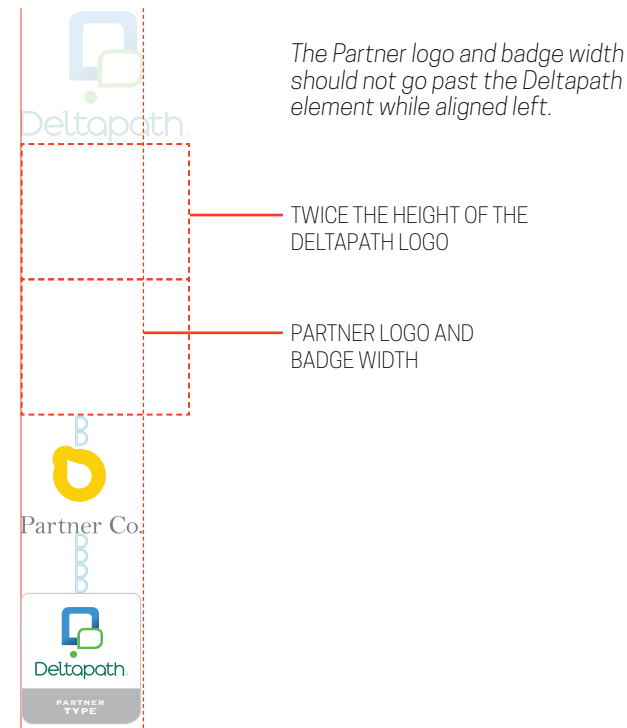
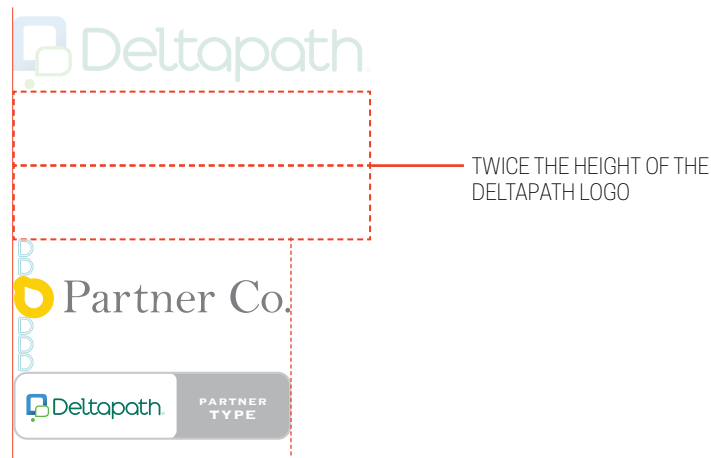
# Repurposing Deltapath Assets | Logo & Badge Relationships

## Vertical Alignment

When displaying partner logos along with their Channel Partner Badges on Deltapath assets use this guide in order to maintain proper spacing between the logos and badge.

You can also refer back to page 10 of this co-branding guideline for more spacing information between Partner logo and badge. The spacing demonstrated below is the minimum spacing for vertical alignments, where the clearspace is twice the size of the Deltapath logo.

Partner logo and badge are leftaligned in vertical lockups. Make sure to follow proper minimum spacing between logo and badge.



# Repurposing Deltapath Assets | Logo & Badge Relationships

## Horizontal Alignment

When displaying partner logos along with their Channel Partner Badges horizontally on Deltapath assets use this guide in order to maintain proper spacing and heights between the logos and badge.

The spacing demonstrated below is the minimum spacing for horizontal alignments. In the case where space is limited, these are the minimum requirements. The clearspace between the Partner logo and badge should be twice the size of the Deltapath logo. Center-align the Partner logo and badge to the Deltapath logo for vertical orientations, and center-align to the Deltapath logo x-axis for horizontal orientations.

*The Partner logo and badge are center-aligned to the Deltapath. The minimum spacing is twice the size of the Deltapath logo.*



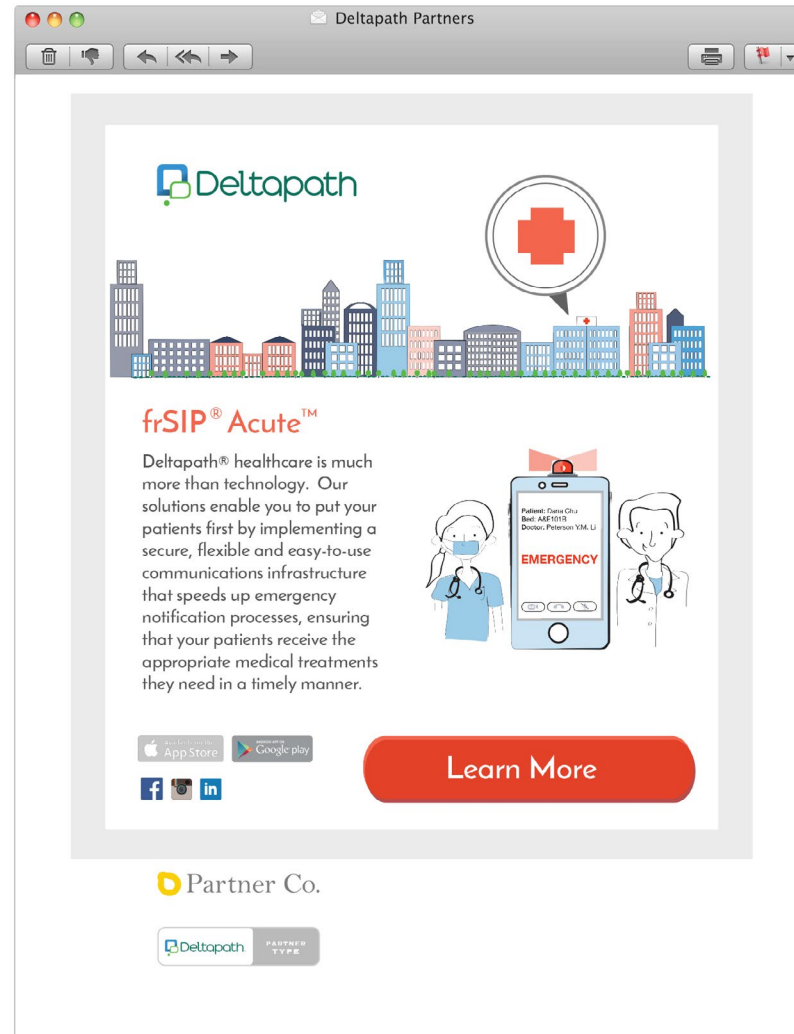
*The Partner logo and badge are center-aligned to the Deltapath logo x-axis. The minimum spacing is twice the size of the Deltapath logo.*



# Repurposing Deltapath Assets | Emails

## Vertical Alignment

By incorporating the partner company logo and their indicated Channel Partner Badge into our Deltapath emails, this allows for more viewers to see our partnership.



# Repurposing Deltapath Assets | Collateral

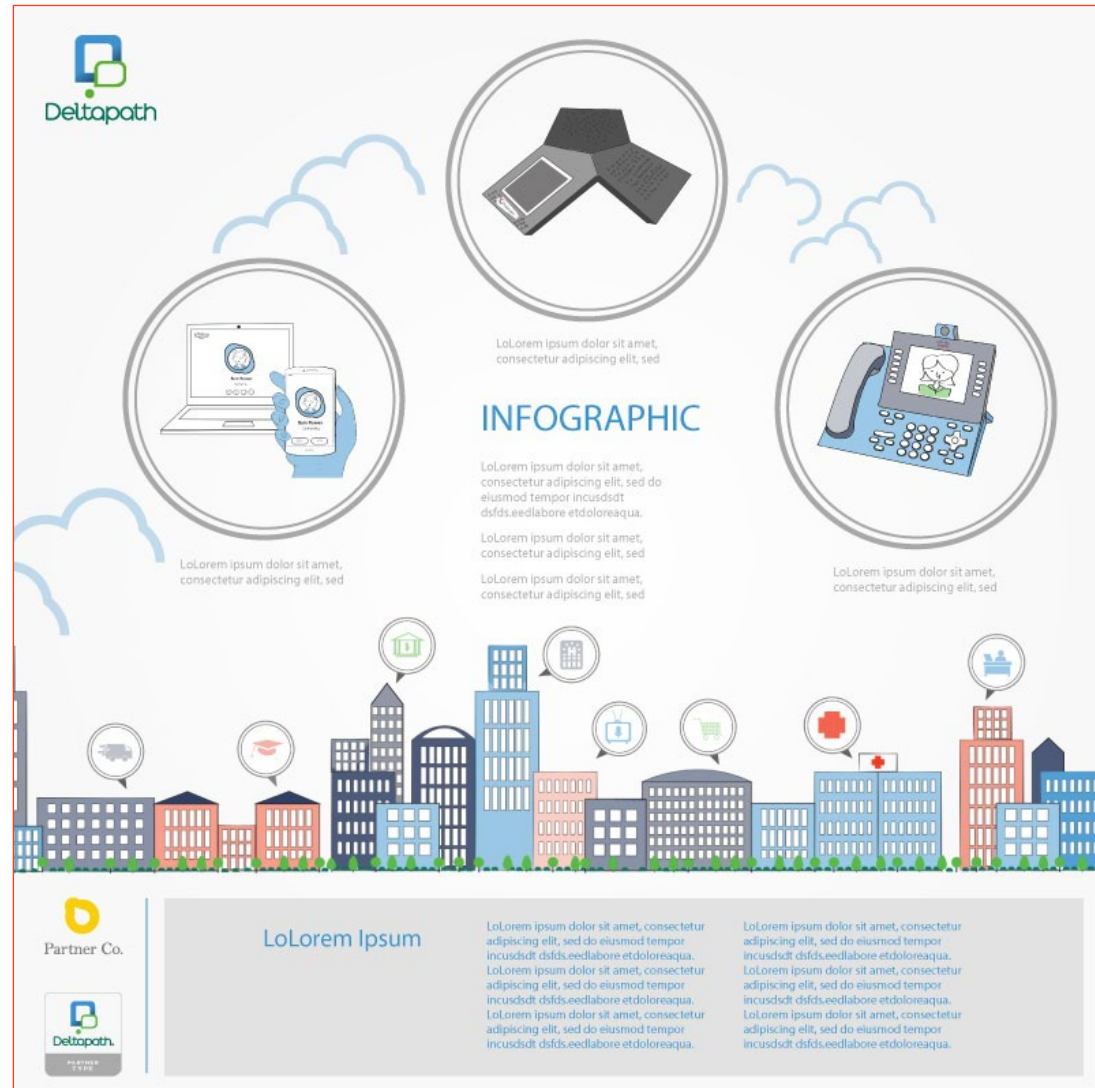


Deltapath Channel Partner Badges as well as partner logos will be placed on the back of brochures and other marketing collateral. This will allow for more viewers to see our partnerships.



# Repurposing Deltapath Assets | Infographics

Partners can place their logo along with their Channel Partner Badge towards the lower left portion of the Deltapath infographics. Please follow proper spacing and alignments.



# Questions

If you have any questions related to our Co-Branding Partner Guidelines, or you require approvals, please contact our global brand team at [brand@deltapath.com](mailto:brand@deltapath.com)

© Deltapath, Inc. All rights reserved. Deltapath and the Deltapath logo are registered trademarks of Deltapath, Inc. in the United States and/or other countries. For more information regarding our products and services please go to [www.deltapath.com](http://www.deltapath.com)

PG-100002-Co-branding-EN-20180214