

LANDesk® Solution Provider Communications Guide



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As a LANDesk® Solution Provider, your company is a key member of the valuable worldwide network of LANDesk channel partners. And the secret to our mutual success is consistent communication.

To that end, the primary goal of the *LANDesk® Solution Provider Communications Guide* is to ensure that it's easy for you to consistently communicate your status as a LANDesk® Solution Provider. Included here are guidelines for Solution Provider logo placement, size, appropriate backgrounds as well recommended text for describing the LANDesk Solution Provider program and your valued relationship with LANDesk.

Please use this guide along with the *LANDesk® Brand Identity Guidelines*, which includes all the information you need to properly and consistently communicate the LANDesk brand. Following both of these guidelines will help build recognition, reliability and trust in the LANDesk Solution Provider program and corporate identity.

General Rules for Correct Usage of the LANDesk Solution Provider Name and Logo

Do:

- Use the LANDesk corporate name and Solution Provider program name and logo only if your Solution Provider status is current.
- Always display the names and logos in a positive manner.
 - Use of the names and logos should not depict LANDesk, its personnel or the Solution Provider program in a negative way.
- Use the names and logos in promotional materials that feature LANDesk® products and give those products equal or greater prominence than others featured if any.
- Use the LANDesk corporate and Solution Provider logo (in print, advertising, merchandising, electronic or Web formats) only as specified in this document and the *LANDesk Brand Identity Guidelines*.

Don't:

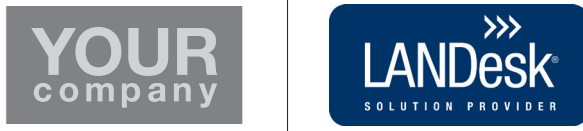
- Use the LANDesk corporate and Solution Provider name and logo if your program status is not current. Such use would constitute an infringement of LANDesk's trademark rights.
- Use the logo graphic in a sentence. Use the name only as text in a sentence or other text treatment.
- Use the LANDesk corporate name and logo or the Solution Provider program name and logo in promotional materials that do not feature LANDesk products.
- Use the LANDesk corporate name and logo or the Solution Provider name and logo on your business letterhead.

LANDesk® Solution Provider Logos

The LANDesk Solution Provider logo is available for use in print, Web and multimedia applications. Files can be downloaded from the LANDesk Solution Provider Web site at www.landeskchannel.com.

- Use either the generic Solution Provider logo or the logo appropriate to your status—gold, silver or global.





- When cobranding your company's participation as a LANDesk Solution Provider, always use the LANDesk Solution Provider logo on the right and your company logo on the left as shown and separate the two logos with a thin, vertical line.



- The line should be centered between the logos vertically and horizontally and be approximately the height of three and one-half heights of the "L" in "LANDesk" in the LANDesk Solution Provider logo.
- The weight of the line may be adjusted proportionally to match the size of the usage requirement.

Minimum Logo Size

- Online never size the Solution Provider logo (whether used alone or with your logo) to be smaller than 180 pixels wide
- In print never size the Solution Provider logo (whether used alone or with your logo) to be smaller than 1.25 inches wide to ensure that "Solution Provider" is legible.
- When using the Solution Provider logo (whether alone or with your logo) with third-party logos, ensure that the Solution Provider logo is equal to or more prominent than the third-party logos.

Clear Space



For maximum impact and instant recognition, the LANDesk Solution Provider logo, whether used alone or cobranding with your own company logo, should not be crowded by other visual elements or words. Leave adequate space around the logo or logo group so that its prominence isn't compromised.

- Always place the LANDesk Solution Provider logo so that it is surrounded by clear space equivalent to at least the width of one LANDesk "L" all the way around the outside boundary of the logo.

Incorrect Usage

Don't alter the Solution Provider logo in any manner. These treatments weaken the consistency of the logos' appearance.

- Don't reproduce the logo with effects such as beveled edges, outlines, 3-D effects, glowing edges, drop shadows, etc.
- Don't rearrange any part(s) of the logo.
- Don't skew or stretch the logo in any way.
- Don't place the logo over patterns, busy areas of a photograph, typography, illustrations or other background elements.



Artwork Formats

Solution Provider logo files for use in print and onscreen are available at www.landeskchannel.com. Use a full-color logo, whenever possible.

- GIF version is best online and onscreen, such as in PowerPoint.
- TIF version is best for most office applications (intended for Microsoft Office, Microsoft Excel).
- EPS version is best for high-quality off-set print reproduction and when the logo needs scaled in size (intended for use with Adobe Illustrator, Adobe InDesign, QuarkXPress).

Text References

When referring to LANDesk and the LANDesk Solution Provider program in copy, use text only and not one of the logos. Also always capitalize the first letter of each word as well as the “AND” in LANDesk.

- LANDesk
- LANDesk Solution Provider
- LANDesk Global Solution Provider

Recommended Program Descriptions

35 Words

With exclusive access to information and training, a LANDesk Solution Provider is your best source for systems and security management solutions. Specifically selected by LANDesk to sell LANDesk® products, [your company name] is your preferred source for LANDesk® solutions purchases.

65 Words

With exclusive access to information and training, a LANDesk Solution Provider is your best source for systems and security management solutions. Specifically selected by LANDesk to sell LANDesk® products, [your company name] is your preferred source for LANDesk® solutions purchases. When you need a technology partner who quickly understands your business issues and provides cost-effective, proven solutions, turn to [your company name].

100 Words

With exclusive access to information and training, a LANDesk Solution Provider is your best source for systems and security management solutions. Specifically selected by LANDesk to sell LANDesk® products, [your company name] is your preferred source for LANDesk® solutions purchases. When you need a technology partner who quickly understands your business issues and provides cost-effective, proven solutions, turn to [your company name]. As a LANDesk Solution Provider, [your company name] enjoys a close affiliation with LANDesk that ensures you’ll receive a maximum return on your investment in a LANDesk® solution.

Trademark Acknowledgement

When referring to LANDesk or the LANDesk Solution Provider program or using the LANDesk or Solution Provider logos, use this trademark acknowledgement.

- LANDesk is a registered trademark or trademark of LANDesk Software Ltd. or its affiliated companies in the United States and/or other countries.

Information

For questions and further information about the use of the LANDesk corporate and Solution Provider names and logos, please contact your regional manager or channel development manager.