



## CO-BRANDING GUIDELINES

Q4 2015 - VERSION 1.0

**Our brand is our most important and valuable asset.**

We have invested years of effort creating and shaping positive experiences with our partners and customers.

We recognize that our brand can be used strategically to help our partners grow their success as well. We developed these guidelines to outline recommended co-branding scenarios and to provide detailed guidance on how to best activate these scenarios in your communications materials.

We appreciate your partnership and know that you will share the responsibility to maintain the positive experience associated with the Fortinet brand.



# CONTENTS

## CO-BRANDING AT FORTINET

Overview ..... 4

Brand Dominance..... 5

## VISUAL IDENTITY ELEMENTS

Logo..... 7

Color ..... 9

Typography..... 10

Logo Lockup ..... 11

## EXAMPLES

Fortinet Dominant ..... 13

Partner Dominant ..... 14

Fortinet Template Guidance ..... 15

Fortinet Partner Program Badges ..... 17

# OVERVIEW

## WHY CO-BRAND?

Using two brands together symbolizes partnership - a commitment to provide the market a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand, causing confusion to the market, or more important – the end customer.

To make sure that Fortinet benefits from our partnerships with other brands, it's important that we clearly and appropriately communicate these associations in a manner that is:

**EFFICIENT** - leveraging our mutual resources productively and accurately

**CONSISTENT** - developing visual cues that help Fortinet communicate our relationship to other brands

**EFFECTIVE** - clear and understandable from a customer perspective

The guidelines in this document will help to streamline the development of co-branded materials while protecting the valuable corporate and product brand assets for all involved.

**For questions and/or approval, please contact**  
**[partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com)**

## TYPES OF CO-BRANDING

**PARTNER MARKETING** - Fortinet has an extensive ecosystem of partners that offer Fortinet products and solutions to their customers. These partners are responsible for appropriate usage of Fortinet's name and brand assets.

**ALLIANCE MARKETING** - A strategic alliance consists of two or more companies joining together for a set period of time. Such alliances therefore extend beyond one-time engagements. The companies are usually not in direct competition - but have similar strategic views, or complementary products, services or solutions that are directed toward the same target audience.

## WHAT TO CO-BRAND?

Fortinet has developed templates and guidelines with pre-defined logo locations for items that we frequently co-brand with our partners:

**Email Headers**  
**Solution Briefs**  
**Event Signage**

**Flyers**  
**Advertising**

We also have Fortinet identified items that are NOT suitable for co-branding:

**White Papers**

**Technical Documentation**

This is not intended to be a comprehensive list of items - just examples for illustrative purposes.

# BRAND DOMINANCE

Brand dominance means one partner will have a clear visual lead in executions, often using their identity/brand system in a dominant manner.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.

**Expressing brand dominance is simple and can be achieved by the following:**

1. Placing the emphasized brand in the most visible and valuable space (e.g. Above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity to each other in a brand-neutral environment, the dominant brand will be placed on the left.

The Fortinet logo, featuring the word "FORTINET" in a bold, black, sans-serif font. The letter "O" is stylized with a red and white grid pattern.A black rectangular box containing the white text "PARTNER" and "LOGO" stacked vertically, serving as a placeholder for a partner logo.

**FORTINET DOMINANT** - Fortinet dominance is established when Fortinet most heavily influences the communication experience. This is when Fortinet is driving the customer experience or if our resources are most depended upon. Fortinet dominant experiences rely heavily on the Fortinet visual system for look and feel.

**PARTNER DOMINANT CO-BRANDING** - Partner dominance is established when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it's critical that we protect and appropriately display the Fortinet logo.

**OTHER PARTNERSHIPS** - Not all partnerships have clear brand dominance. If you have any questions regarding how to best represent an unclear co-branding scenario, please contact: [partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com)

# VISUAL IDENTITY ELEMENTS



# THE FORTINET LOGO

The Fortinet logo consists of a graphic symbol, the “grid” icon, combined with a typographic letter form of the word “Fortinet” that together create a single, unified trademark image.

The primary logo version is black and red as shown to the right. In addition, we have developed alternate versions of our logo to cover all use case scenarios. Please follow the provided guidance in order to select the most appropriate logo for your usage scenario.

In all usage situations, please select the logo version that offers the most visual contrast against the background color and/or image. This ensures proper readability of our logo.

## LOGO ELEMENTS



## CLEAR SPACE



## MINIMUM SIZE



## ALTERNATE VERSIONS



White and red version



White version



White over photo



Black version



White version



Black over photo

# THE FORTINET LOGO | MISUSE

Please exercise care when using our logo. Do not modify, change or otherwise alter any of the logo elements (color, typeface, proportions, etc.) We have prepared several inappropriate uses on this page as examples of what NOT to do.

To obtain the official Fortinet logo artwork files, please contact: [partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com)

## LOGO MISUSE EXAMPLES





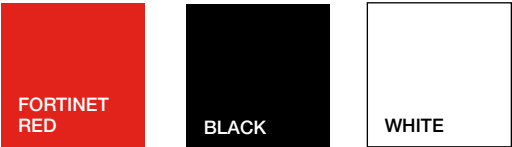
# COLOR PALETTE

Our core colors consist of Fortinet Red, black and white. We also developed an accept color palette that is comprised of colors with similar visual intensity as our Fortinet Red to create a color system that works together as a family.

A tint and shade palette (based on the accent colors) has been provided. These values have been provided to allow more color usage flexibility while maintaining the integrity of the accent color palette.

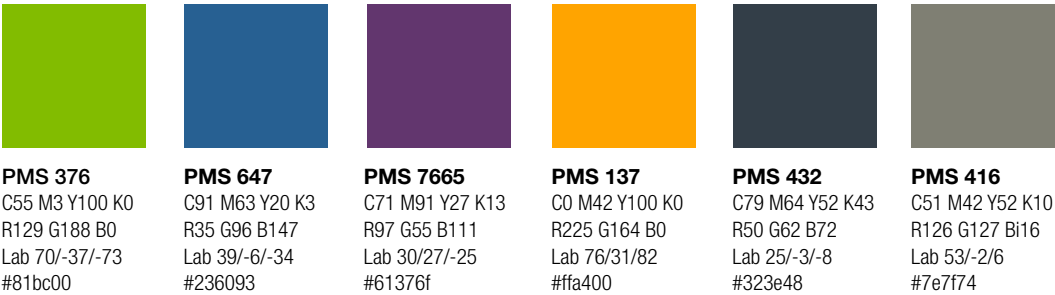
All color values were converted in Photoshop CC 2015, Pantone + Solid Coated.

## CORE COLORS

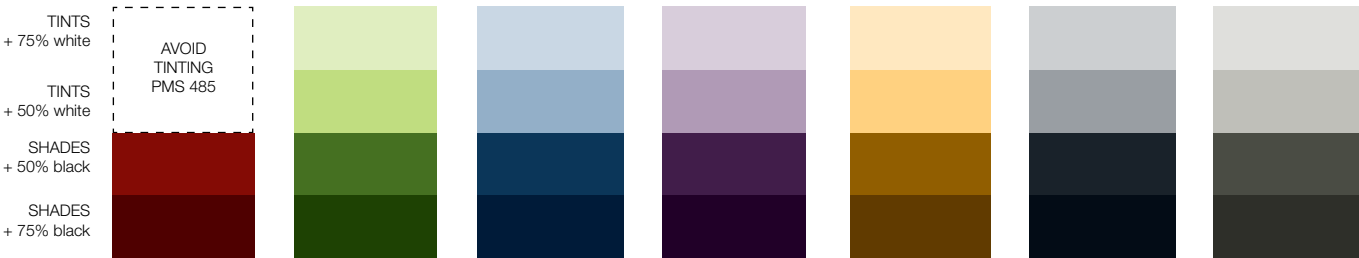


**PMS 485**  
C8 M97 Y100 K1  
R220 G41 B30  
Lab 50/69/55  
#dc291e

## ACCENT COLORS



## TINTS & SHADES



# TYPOGRAPHY

A systematic approach to typography will create a clear and consistent visual hierarchy, and will communicate a sense of clarity, order and structure.

Our primary typeface is **Helvetica Neue LT Pro**, and examples of the various weights used are shown to the right. We offer a few alternate fonts for use in special circumstances. The general rule is to use our primary typeface wherever and whenever possible.

PRIMARY TYPEFACE - Use whenever possible

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## Helvetica Neue LT Pro

HELVETICA NEUE LT PRO 35 THIN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

HELVETICA NEUE LT PRO 45 LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

HELVETICA NEUE LT PRO 55 ROMAN  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

HELVETICA NEUE LT PRO 65 MEDIUM  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

HELVETICA NEUE LT PRO 75 BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

### *Italic*

Italic versions of our typeface may be used to support specific messaging emphasis, but should not be used in large quantities of text.

### Condensed

Condensed versions of our typeface may be used in instances where space is limited, ex, charts, diagrams, etc.

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### SECONDARY TYPEFACE

Use in HTML, PowerPoint, or wherever use of a standard OS typeface is required.

## Arial

ARIAL REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

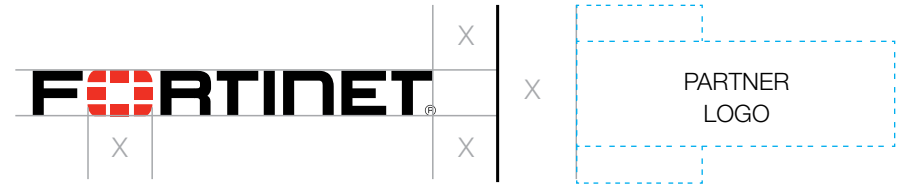
ARIAL BOLD  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%^&\*()

# LOGO LOCKUP

Many cobranding instances will require the Fortinet logo to be placed side by side with a partner logo (locked up). The guidelines on this page outline the proper way to construct a lockup with the Fortinet logo.

Each logo should be sized to be optically equal in size. The left position of the lockup indicates brand dominance in brand neutral environments.

## CLEAR SPACE REQUIREMENTS - LOGO LOCKUP



**ALLIANCE MARKETING** - A strategic alliance consists of two or more companies joining together for a set period of time. Such alliances therefore extend beyond one-time engagements. The companies are usually not in direct competition - but have similar strategic views, or complementary products, services or solutions that are directed toward the same target audience.

Using a logo lockup is recommended for co-branding an alliance in a third party (or brand neutral) communications. Please follow the guidance show here when developing a cobranded logo lockup for alliance marketing.

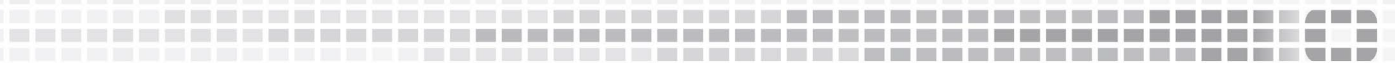
## FORTINET-LED ALLIANCE



## PARTNER-LED ALLIANCE



# EXAMPLES



# FORTINET DOMINANT

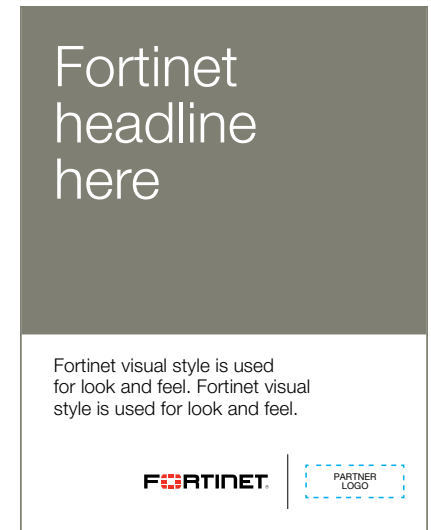
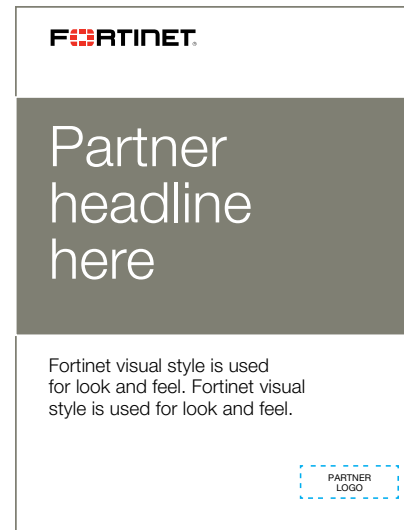
Fortinet dominance is established when Fortinet most heavily influences the communication experience. This is when Fortinet is driving the customer experience or if our resources are most depended upon. Fortinet dominant experiences rely heavily on the Fortinet visual system for look and feel.

These examples demonstrate conceptually how Fortinet dominant co-branded communications should appear in common marketing vehicles.

Note that the Fortinet visual identity takes the lead, and the partner logo is placed in a visually subordinate position.

## DESIGN REQUIREMENTS

1. Wherever possible, Fortinet visual identity system is used.  
(See Fortinet Visual Style Guide).
2. The Fortinet logo and partner logo are optically equal in size.
3. Use the Fortinet logo in full color on a white background when available.  
If this is not possible, use the Fortinet reverse, all black or all white logo.



# PARTNER DOMINANT

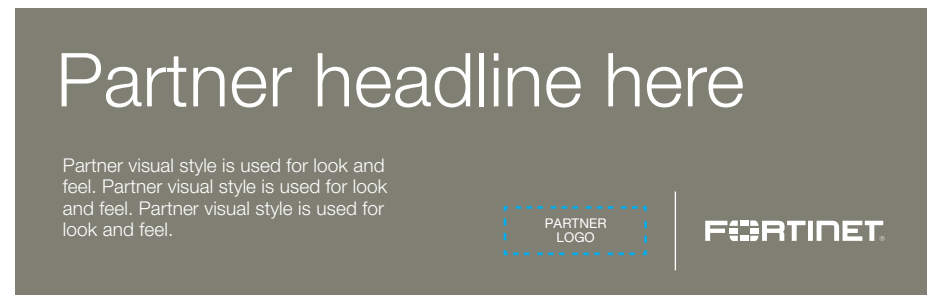
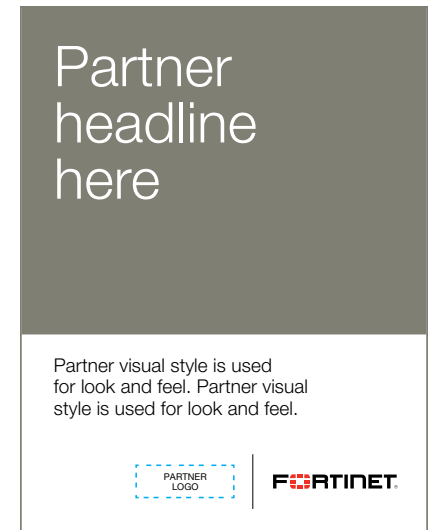
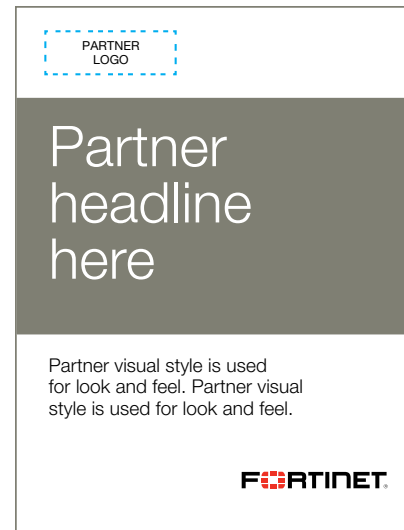
Partner dominance is established when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the Partner brand's visual system, it's critical that we protect and appropriately display the Fortinet logo.

These examples demonstrate conceptually how Partner dominant co-branded communications should appear in common marketing vehicles.

Note that the Partner visual identity takes the lead, and the partner logo is placed in a visually subordinate position.

## DESIGN REQUIREMENTS

1. Wherever possible, the Partner visual identity system is used.
2. The Fortinet logo and partner logo are optically equal in size.
3. Use the Fortinet logo in full color on a white background when available.  
If this is not possible, use the Fortinet reverse, all black or all white logo.

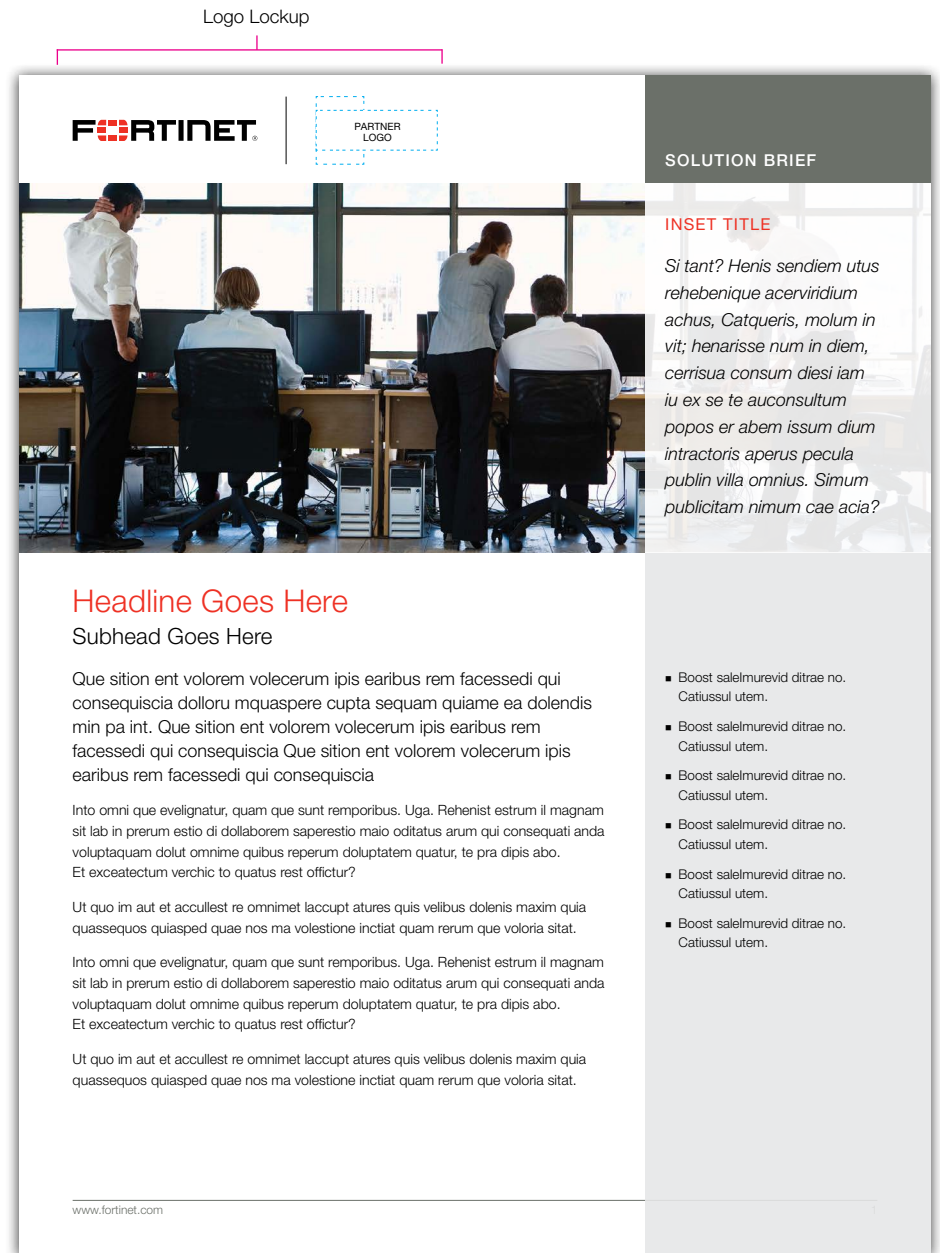


# FORTINET TEMPLATE GUIDANCE

Fortinet has developed collateral-specific guidelines with designated logo locations for items that we frequently co-brand with our partners. The examples on this page show the templates with these pre-defined elements. If you need template source files for any existing Fortinet marketing materials that you would like to co-brand, please contact [partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com).



Poster/Ad



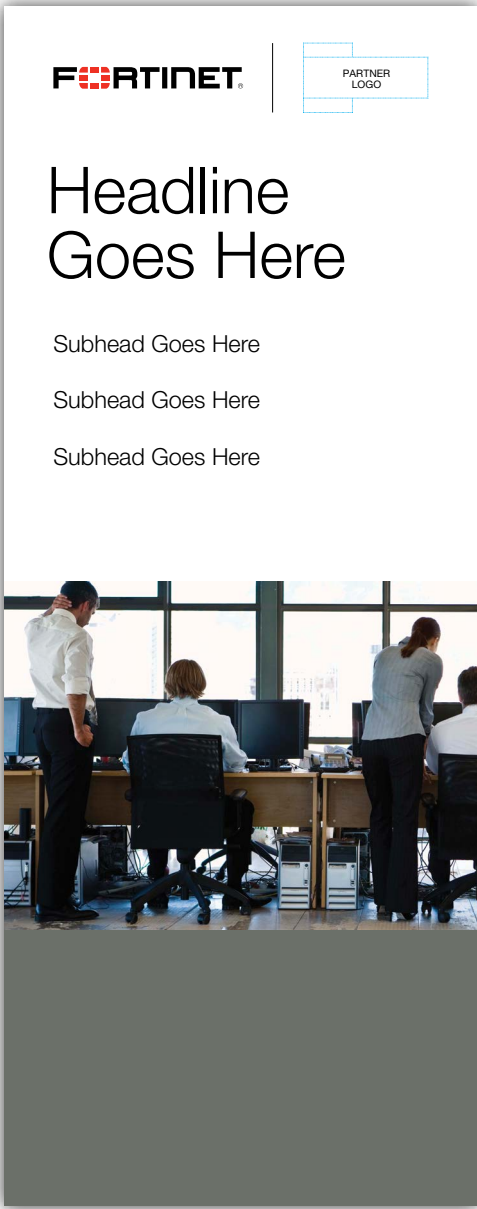
Solution Brief

# FORTINET TEMPLATE GUIDANCE - continued

Fortinet has developed collateral-specific guidelines with designated logo locations for items that we frequently co-brand with our partners. The examples on this page show the templates with these pre-defined elements. If you need template source files for any existing Fortinet marketing materials that you would like to co-brand, please contact [partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com).



Email Banner



Pull Up Banner



# FORTINET PARTNER PROGRAM BADGES

Fortinet's Partner Program has four different levels, each with their own logo/badge. These badges should be used standalone and should not be used for cobranding.

Artwork for these logos can be requested by contacting [partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com).



# QUESTIONS?



For more information, please contact: [partnermarketing@fortinet.com](mailto:partnermarketing@fortinet.com)