HPE Partner Ready

Trademark and Branding Guidelines

Hewlett Packard
Enterprise

Released November 2018

HPE Partner Ready Program Tracks Overview

Program Tracks and Insignias Overview

Solution Provider

Description	Program track is focused on Partners who integrate and resell HPE hardware, solutions and services.
Insignias	The core Solution Provider insignias are offered at four levels - Business, Silver, Gold, and Platinum. Additional Specializations and Competencies are added to the insignia based on Partner qualifications.

Technology Partner

Description	Program track structured to help Partners integrate and build solutions with HPE products and technology.
Insignias	Technology Partner insignias are offered at three levels - Silver, Gold, and Platinum. The Technology Partner track is indicated as a tag to the core set of insignias.

Service Provider

Description	Program track structured to help Partners host and manage offerings with HPE products and solutions.
Insignias	Service Provider insignias are offered at three levels - Silver, Gold, and Platinum. The Service Provider track is indicated as a tag to the core set of insignias.

Distributor

Description	Program track structured to enable Distributors to further assist Partners reselling HPE products and solutions.
Insignias	For distributors, Value Added Distributor and Authorized (“Authorised”) Distributor insignias are provided. Additional Specializations and Competencies are added to the insignia based on Partner qualifications.

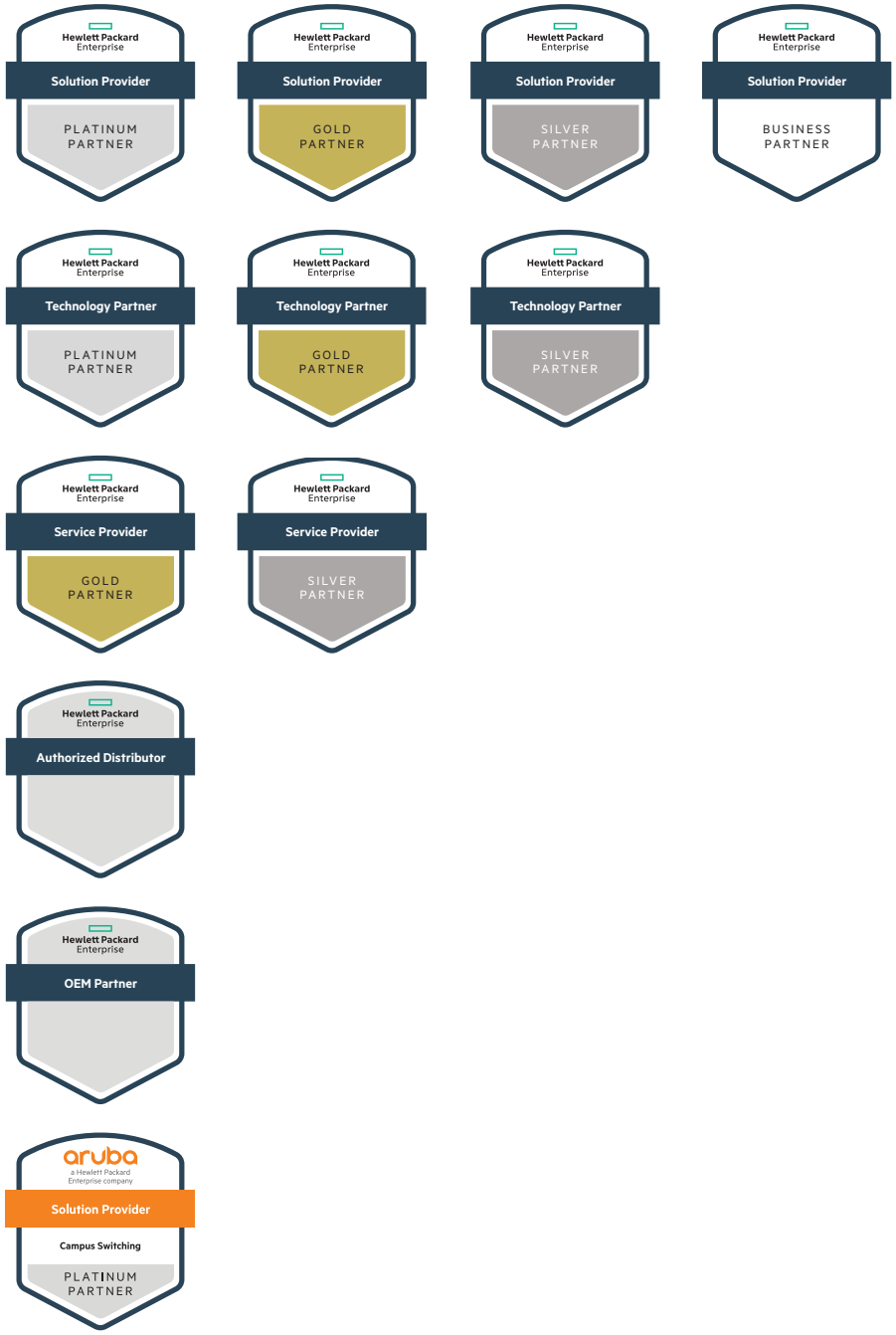
OEM Partner

Description	Program track structured to enable Distributors to further assist Partners reselling HPE products and solutions.
Insignias	For distributors, Value Added Distributor and Authorized (“Authorised”) Distributor insignias are provided. Additional Specializations and Competencies are added to the insignia based on Partner qualifications.

Networking Partner

Description	Various program tracks to enable and further assist partners in selling Aruba products and solutions.
Insignias	A variety of insignias provided for all Aruba Partners. Additional Specializations and Competencies are added to the insignia based on Partner qualifications.

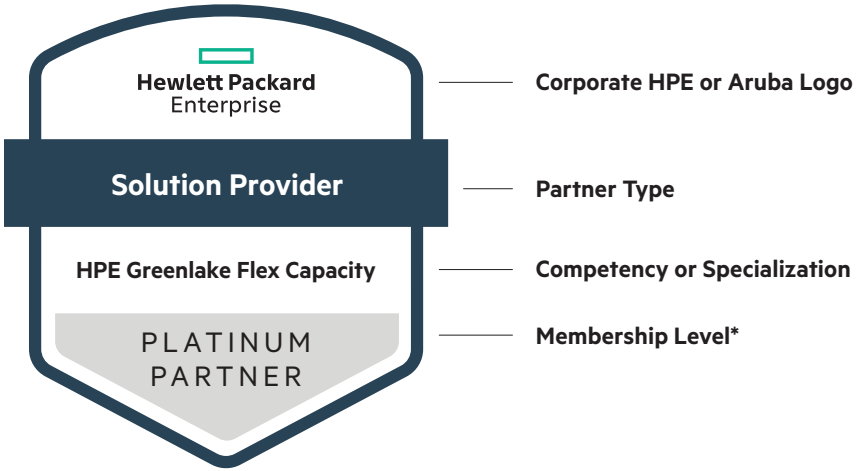
Core Insignias



HPE Partner Ready Insignias

Anatomy of the HPE Partner Ready Insignia

In addition to the core insignias, some Partner tracks offer additional insignias that detail the competencies, specializations or workloads Partners qualify for.



Download your HPE Partner Ready insignia today

1. Visit https://partner.hpe.com/ and log in with you Partner credentials
2. Navigate to Sales & Marketing > Brand Standards & Logos
3. From this page you will be able to download the HPE Partner Ready insignias you qualify for based on your log in credentials.

Available Competencies and Specializations

Partners may only use insignias they have been qualified to use. The complete list of available insignias are below for reference.

Solution Provider

- HPE Pointnext
- Hybrid IT
- Hybrid IT and HPE Pointnext
- Client Virtualization, Citrix and VMware Horizon
- Hybrid Cloud, VMware vCloud
- Object Storage, Scality Ring
- Real-Time Analytics, SAP HANA
- HPE GreenLake Flex Capacity
- HPE Hybrid Cloud with Microsoft Azure Stack
- HPE SDI with Docker Containers
- HPE SDI with VMware & Hyper-V virtualization
- HPE Data Management with Microsoft SQL Server
- HPE Data Management with Oracle
- HPE Data Protection

Technology Partner

- Storage tested
- Server tested
- Data Center Networking tested
- Technology Partner Composable Infrastructure tested
- Hyperconverged Systems tested
- Converged Systems tested
- HPE Syngery tested
- Microsoft Azure Stack tested
- HPE Edgeline System tested
- HPE Integrity Servers with HP-UX tested
- HPE Integrity Superdome X yested
- Virtualization NonStop tested
- NonStop X Systems tested

Service Provider

Only core insignias available

Distributor

Only core insignias available

OEM Partner

- Servers
- Storage
- Networking
- Services
- Integrator
- Distributor

Insignia Usage Guidelines

Insignia minimum size and clear space requirements

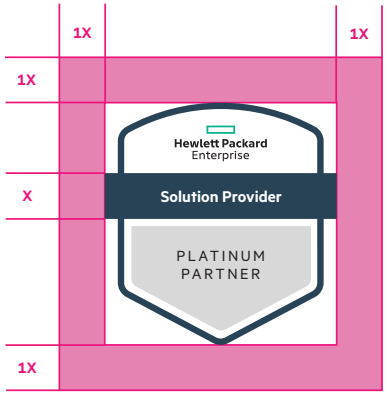
Minimum Size for Digital

To ensure the clarity and legibility of the insignias, never use the insignias in any digital application below the minimum size outlined below

Digital = 200px Minimum Size

Clear Space

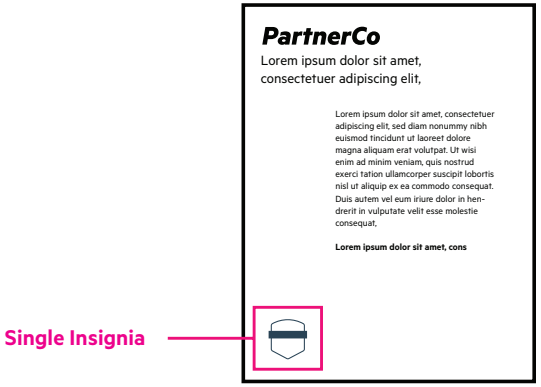
Clear space for the insignias are also based on the height of the horizontal Partner type banner (X). Allow 1X clear space arround the entire insignia.



Minimum clear space for insignia

Use of Single or Multiple Insignias

Partners now have the option of using either a single or multiple Partner insignias to highlight their areas of specialty.



Minimum Size for Print

To ensure the clarity and legibility of the insignias, never use the insignias in any digital application below the minimum size outlined below

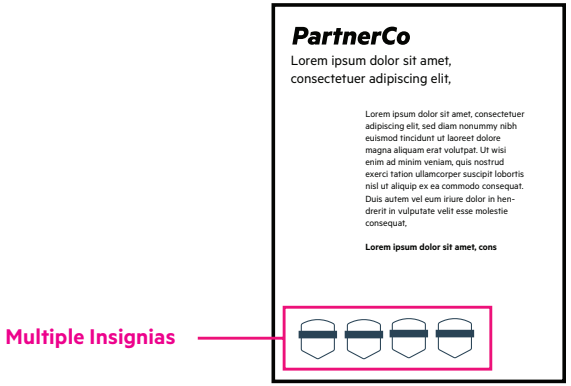
Print = 1.5” Minimum Size

Text References to Competencies and Specializations

In space constrained circumstances, instead of using multiple insignias, Partners can list all the competencies and/or specializations they qualify for next to their highest membership level insignia.

HPE Gold Solution Provider for:

- Hybrid Cloud, VMware vCloud
- Object Storage, Scality
- Real-Time Analytics, SAP HANA
- HPE GreenLake Flex Capacity

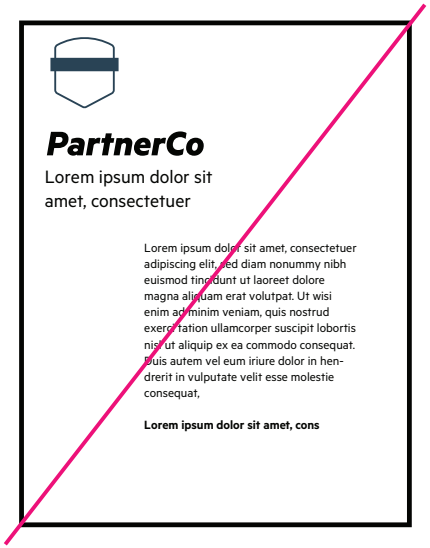


Insignia Misuse

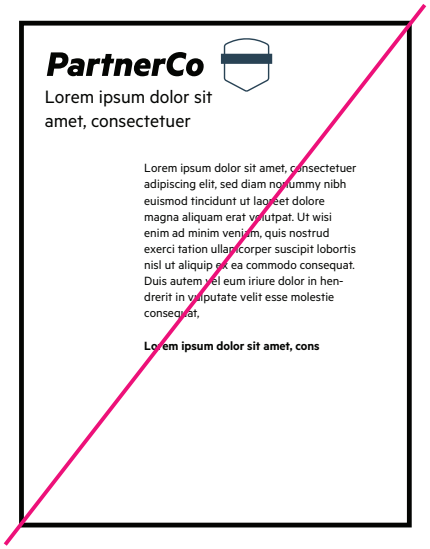
Do not use as an inset
The insignia shouldn't be used as a graphical element as an inset in copy.

Do not lock up the insignia with the Partner logo
The insignia should never be locked up with the Partner logo in a co-branding format.

Do make insignia larger than the Partner logo
For Partner communications, the Partner's logo should be the featured brand. The insignia should serve as a secondary element lending credibility to the Partner communication.



Do not place the insignia too close to the Partner logo
The insignia should appear as a stand alone element which signifies the Partners relationship with HPE without making the insignia part of the Partner's brand identity.



The Hewlett Packard Enterprise Brand Names and Corporate Logo

Our company brand name

Our company name is Hewlett Packard Enterprise Company. Our go to market name is Hewlett Packard Enterprise. It represents our people, work and reputation throughout the world. For our Partners, use of our company name comes with a well defined set of guidelines.

Referencing Hewlett Packard Enterprise as a company

Use the guidance below when referring to our company in any of your communications.

Strategic principles

- "HPE" is the only approved abbreviation for "Hewlett Packard Enterprise." “HPE” may be used in shorthand (e.g., when spelling out the full name is not feasible or needed), but only after first using the full “Hewlett Packard Enterprise” name.
- Never refer to us as "HP Enterprise", “HPE Enterprise” or “HP” in any context, written or spoken
- The company is not "HP" and we can never be referred to as "HP"
- Do not use "Hewlett Packard" at any time.

“Hewlett Packard Enterprise”

- “Hewlett Packard Enterprise” is always our first choice and should lead our brand impressions
- “Hewlett Packard Enterprise” is used in the names of endorsed subsidiaries (e.g., “Aruba, a Hewlett Packard Enterprise company”) and endorsed brands
- Never hyphenate “Hewlett Packard Enterprise”

“HPE”

- “HPE” is the only approved abbreviation for our company name and brand name. It may be used only after first using the full “Hewlett Packard Enterprise” name, with the below exceptions.
- “HPE” precedes family brand, flagship family brand, ingredient brand and go-to-market offering names (eg. use “HPE ProLiant”, never “ProLiant” by itself).
- “HPE” may be used where space limitations make it impossible to use the full brand name.
- “HPE” is used in our URLs and email address extensions, and our website may be referred to as “HPE.com”.
- “HPE” should be used in close proximity to our full “Hewlett Packard Enterprise” name, and “HPE” should never appear to be of equal or greater importance than the full name.

Additional guidance

- Hewlett Packard Enterprise trademarks should be presented as adjectives modifying generic nouns; for example: Hewlett Packard Enterprise servers, HPE support services, etc.
- Do not use variations, plural or possessive forms of Hewlett Packard Enterprise trademarks.

Additional guidance (cont.)

- Do not use Hewlett Packard Enterprise trademarks in a manner likely to mislead or confuse the public as to the origin of any goods or services, or as to sponsorship or endorsement by Hewlett Packard Enterprise.
- Do not use Hewlett Packard Enterprise trademarks to make false statements about Hewlett Packard Enterprise or its products or services.
- Do not incorporate or integrate Hewlett Packard Enterprise trademarks in your trade names, business names, product names, service names, social media user names, or domain names.
- Do not adopt or imitate Hewlett Packard Enterprise’s logos, distinctive product designs, product packaging, trade dress, advertising materials, slogans, taglines or website layouts.
- When referring to Hewlett Packard Enterprise in formal documentation (i.e., annual reports, financial reports) the full legal entity name, Hewlett Packard Enterprise Company is preferred. In other contexts, Hewlett Packard Enterprise is preferred.

Hewlett Packard Enterprise product and solution names

Referencing Hewlett Packard Enterprise products and solutions

Use the guidance below when referring to HPE products and solutions in any of your communications.

HPE Pointnext

- It is important to reference the HPE Pointnext name consistently in all communications.
- Always use initial caps when the HPE Pointnext name is mentioned in a title or in a copy block.
- "HPE" always should precede "Pointnext"
- Never break the HPE Pointnext name on two lines of copy
- Always use a lower case "n" in the HPE Pointnext name
- Both "HPE" and "Pointnext" should never be treated as possessive or plural.
- Types of Services within HPE Pointnext (Advisory, Professional and Operational) should not be used in product names . Any mention of the three types of services should be reserved for messaging only.
- Do: HPE Pointnext offers thee types of services -- Advisory, Professional and Operational.
- Don't: HPE Pointnext Advisory Services, HPE Pointnext Professional Services or HPE Pointnext Operational Services

HPE GreenLake

- It is important to reference the HPE GreenLake name consistently in all communications.
- "HPE" always precedes "GreenLake," (even after the first use instance), and the "G" and "L" must always be capitalized.
- Because "GreenLake" is a fused word, it should not be separated into two individual words, (i.e. HPE Green Lake).
- Never break the "HPE GreenLake" name on two lines of copy.
- Both "HPE" and "GreenLake" should never be treated as possessive or plural.

HPE OneSphere

- It is important to reference the HPE OneSphere name consistently in all communications.
- "HPE" should always precede "OneSphere," and the "O" and "S" must always be capitalized.
- Because "OneSphere" is a fused word, it should not be separated into two individual words, (i.e. HPE One Sphere).
- Never break the "HPE OneSphere" name on two lines of copy.
- Both "HPE" and "OneSphere" should never be treated as possessive or plural.

HPE SimpliVity

- "HPE" must always precede "SimpliVity," and should be referenced as text only—no logo
- The "S" and "V" in "SimpliVity" must always be capitalized
- Both "HPE" and "SimpliVity" should never be treated as possessive or plural.
- HPE OmniStack is now an HPE software ingredient brand. "OmniStack" should always be with a capital "O" and "S" – and "HPE should always precede "OmniStack"

HPE Nimble Storage

- "HPE Nimble Storage" is a family brand within Hewlett Packard Enterprise
- "HPE" must precede "Nimble Storage"
- The family brand name must always include "Storage" so that it reads in full as "HPE Nimble Storage" and never use only "HPE Nimble"
- "InfoSight" and "InfoSight Predictive Analytics" are now "HPE InfoSight" – with a capital "I" and capital "S"
- "Cloud Volumes" is now "HPE Cloud Volumes"
- HPE, Nimble Storage, InfoSight and Cloud Volumes should never be treated as possessive or plural.

The Hewlett Packard Enterprise logo

To protect our brand, we are particularly restrictive about the use of Hewlett Packard Enterprise trademarks. For Partner purposes, the Hewlett Packard Enterprise logo may only be used in relation to a product photo or text specific to an Hewlett Packard Enterprise solution or service. When it comes to your Partner-led materials, the Hewlett Packard Enterprise logo should never be larger or higher up on collateral than your company logo.

Standard logo

Use our preferred full color logo wherever possible.
Hewlett Packard Enterprise full color color values:

- Spot coated: PMS 339
- Process coated: C80, M0, Y60, K0
- Desktop RGB: R0, G179, B136

Hewlett Packard Enterprise

Black and white logo

Use our black and white logo when full-color printing is not available.
Hewlett Packard Enterprise black color values:

- Spot: PMS Black
- Process: C0, M0, Y0, K100
- Desktop RGB: R0, G0, B0

Hewlett Packard Enterprise

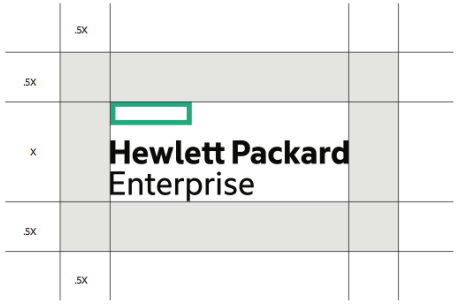
Inverse logo

Use the inverse logo on color or dark backgrounds. The background should be visible through the letters "Hewlett Packard Enterprise" in the logo.

Hewlett Packard Enterprise

Hewlett Packard Enterprise logo clear space

The clear space surrounding our logo measures one-half of its height.



Hewlett Packard Enterprise logo minimum size

The Hewlett Packard Enterprise logo is there to be seen. It is the symbol of who we are and what we represent. In most cases, we try to use our logo in a big, courageous way, even when applied to small applications. Use the following guidelines for best use of the logo in such situations.

Screen minimum size

The minimum size for digital use of the Hewlett Packard Enterprise logo is 178 pixels wide.

Print minimum size

The minimum size for print use of the Hewlett Packard Enterprise logo is 1.26".

Hewlett Packard Enterprise logo misuse

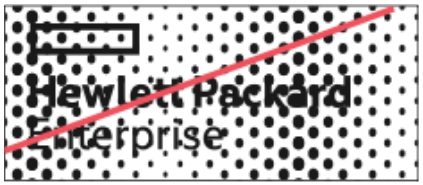
Do not use any of the Hewlett Packard Enterprise Logos (the “Logos”) other than in accordance with express, written authorization from Hewlett Packard Enterprise;

Don’t use improper logo colors.

Don’t crop the logo.

Don’t alter the symbol or the wordmark or use a different scale.

Don’t compress or stretch the logo out of proportion.



Don’t place the logo on patterns that distract from or interfere with the logo.

Don’t place the logo on images that diminish its legibility.

Don’t place the logo on images that compete with or is too close to our own vital green

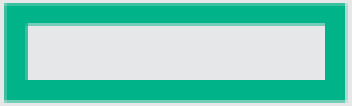
Don’t place the logo on backgrounds without sufficient contrast.

Do Not:

- Place the Logos on a complicated or patterned background
- Apply reflections or gradients to the Logos
- Treat the Logos as dimensional objects
- Alter the shape of the Logos
- Modify or Distort the Logos
- Add a keyline to the Logos
- Separate the letterforms from the remainder of a Logo
- Apply color to the letterforms within a Logo
- Outline the Logos
- Change the colors of the Logos
- Animate the Logos
- Place type/text within the Logos or their clear space
- Place an image within the Logos

The Element

Our distinctive symbol, which we call “the Element,” speaks to our singular focus on business customers and their success—with HPE Green that signals growth and opportunity.



Only use the Element Logo alone in materials prepared and made available to you from HPE and in the manner in which the Element Logo is presented.

Partner Marketing Guidelines

Hewlett Packard Enterprise vs. Partner-led communications

HPE-led Communications

Communications created in the HPE brand identity appear as though they are coming from HPE. Partners should only use materials created by HPE in the HPE brand identity and made available to them for use. Partners should never develop communications in the HPE brand identity that appear as though they originated with HPE. If appropriate materials don't exist, Partners should work through their HPE relationship manager for assistance.

Partner-led Communications

All communications developed by Partner should be created in the Partner brand identity. It should be clear these communications originate from the Partner company. Using the insignia in these communications will ensure clarity on the Partner's relationship to HPE, without misrepresenting yourself as part of Hewlett Packard Enterprise. Messages communicated about Hewlett Packard Enterprise products, services and solutions need to be consistent with messaging issued by Hewlett Packard Enterprise.

Marketing guidelines

As official HPE Partners, you have access to the following list of HPE marketing materials to assist in driving demand.

Advertising Campaigns

- Periodically, advertising campaign assets are made available to Partners. Advertising must be used in accordance with the guidelines provided and not altered beyond what is prescribed.
- Partners may not originate the creation of any custom advertising created in the HPE Brand Identity.

Websites

- Partners are not permitted register domain names that contain any HPE trademarks.
- On Partner websites, Partners are allowed to use the HPE logo, HPE product photography and self contained infographics.
- Partners may not create websites in the HPE look or feel or that otherwise appear as though they are owned or operated directly by HPE

Collateral

- Collateral materials available to Partners are located at the portals below:
  - Products & Solutions Now (PSNow),
  - HPE Partner Ready Portal,
  - Seismic
- All collateral branding and brand identity must remain in its original form
- Partners may co-brand select collateral materials made available to them for this express purpose.

Messaging

- Partners must use product and services messaging developed and provided by HPE. Partners must not originate their own messaging when referring to HPE product or solution offerings.

Social Media

- Partners must abide by HPE's official social media policy.
- The social media policy is posted in the Marketing Section of the Partner portal.

Merchandise

- Partners are encouraged to use the approved HPE vendor of record (Dowlis) for all merchandising.
- The Hewlett Packard Enterprise corporate logo must be used on all merchandise.

Analyst reports

- Partners must obtain their own reprint licenses from analyst firms if they plan to reference or use analyst reports in any way.

HP branding

- Partners cannot make any reference to "HP" or use any elements of HP Inc.'s brand identity in any communications that pertain to Hewlett Packard Enterprise

All HPE company policies must be followed, including but not limited to all trademark and brand guidelines, the global social medial and blogging policy, as well as other guidelines outlined in this document. Guidelines may be updated at HPE's discretion from time to time.

Legal Guidelines

Limited Authorization to Display HPE Marks

a. Subject to the terms and conditions of your Partner Agreement, we grant you a limited right to display selected HPE Marks ("HPE Mark" meaning any trademark, service mark, name, symbol, logotype, tagline, slogan, domain name, social media name or handle, online platform name, trade name, business name, trade dress, insignia and other source identifier, including all common law rights whether or not registered and all trademark goodwill associated with all of the foregoing that are owned by HP Hewlett Packard Group LLC, Hewlett Packard Enterprise Development LP, or their successors and assigns (the foregoing entities, "HPE Trademark Owners") or any other relevant HPE affiliated entities), as directed by us in the Territory (as defined in your Partner Agreement) only to promote the sale of Products and Support under your Partner Agreement. The HPE Marks that you are authorized to display, the process for becoming approved to use them, and our terms of use will be posted on the HPE Partner Portal, or may otherwise be provided and updated by us from time to time in our sole discretion.

b. This limited authorization to display the HPE Marks is non-exclusive, non-assignable, non-sublicenseable, and fully revocable, at any time and for any reason, upon notification by us.

c. This limited authorization to display the HPE Marks automatically terminates upon termination of your Partner Agreement.

d. All trademark goodwill arising from or associated with your use of any HPE Marks will inure to the sole and exclusive benefit of the applicable HPE Trademark Owner.

e. Upon termination of your Partner Agreement or termination of your authorization to display the HPE Marks, you will (i) immediately cease and discontinue any and all use of the HPE Marks, (ii) destroy or return to us any and all materials bearing the HPE Marks, and (iii) take any other actions that we may request in our sole discretion relating to any use by you of the HPE Marks.

f. All uses of the HPE Marks by you will be and remain at all times (i) in compliance with all applicable federal, state, local, and foreign laws, rules, and regulations; (ii) governed by commercially reasonable standards of honesty, integrity, fair dealing, and ethical conduct; (iii) in strict compliance with your Partner Agreement; (iv) strictly of a nature and quality at least as high as those standards and reputation for quality of comparable or similar products and services being offered under HPE Marks by HPE, or any other definition or quality specifications that may be set at any time by the HPE Trademark Owners, in their sole discretion ("Standard of Quality"); and (v) in strict compliance with any and all brand related guidelines, programs, requirements, practices, processes and compliance procedures that we may provide (and subsequently amend or replace) at any time in our sole discretion.

g. All materials created or otherwise used by you that display the HPE Marks will (i) be professional in tone, and (ii) lack any message, suggestion, association, significance, or other meaning that is confusing, misleading, unsafe, or morally repugnant or is otherwise reasonably likely to cause harm to the reputation of or reflect negatively on HPE, the HPE Trademark Owners, or the HPE Marks.

h. You will promptly submit to us upon our reasonable request examples of all uses of HPE Marks, for the purpose of confirming compliance with the Standard of Quality.

i. Notwithstanding any other provision of your Partner Agreement, we have the right at all times to disapprove any specific use or proposed use of the HPE Marks in our sole discretion. Upon receipt of notice of disapproval, you will immediately cease or cause the cessation of such disapproved use without any period for cure. You hereby stipulate and covenant not to (and not to directly or indirectly assist a third party to) contradict, challenge, or interfere with, or attempt to contradict, challenge, or interfere with (i) the great value of the trademark goodwill associated with the HPE Marks and the fact that the HPE Marks have acquired secondary meaning in the mind of the public, (ii) the scope, validity, registration and enforceability of the HPE Marks, (iii) the validity and enforceability of your Partner Agreement and this limited authorization, (iv) the fact that the HPE Trademark Owners currently and at all times in the future own all legal right, title, and interest in and to the HPE Marks (including any variations, adaptations, and derivatives thereof and registrations and applications therefor) and all trademark goodwill arising therefrom, and (v) the fact that your right to use any HPE Mark is now and at all times in the future will remain only by virtue of your Partner Agreement and this limited authorization.

j. You will at all times use your best efforts to preserve the value and the validity of the HPE Marks and will not do anything that, in the sole judgment of HPE or the HPE Trademark Owners, could in any way damage, injure, or impair the registration, validity, and subsistence of the HPE Marks or the trademark goodwill associated therewith.

k. You will not (and will not directly or indirectly assist any third party to) register, attempt to register, or otherwise secure, in any jurisdiction, any trademark, service mark, name, symbol, logotype, tagline, slogan, domain name, social media name or handle, online platform name, trade name, business name, trade dress, insignia or other source identifier that includes all or part of any HPE Mark or is confusingly similar to any HPE Mark, and should you do so, you agree to assign, and hereby do assign, any such registration or identifier to the applicable HPE Trademark Owner free of consideration.

l. Failure by HPE or the HPE Trademark Owners to object to any particular practice or omission in regard to your display of any HPE Marks shall not be construed as a waiver of HPE's or the applicable HPE Trademark Owner's right to object to or require changes in the use of the HPE Marks in the future, nor shall it be construed as an approval of such practice, use or omission.

m. You will not display HPE Marks in any written, online or other media material without the prior written consent of HPE.

n. You authorize HPE to use your name and trademarks without further consent for HPE's internal use or for listing your name and/or trademarks on the HPE Partner Portal or other relevant HPE site. You may request withdrawal of this authorization at any time with a written notice.

o. The limited authorization to display the HPE Marks is granted as-is, without warranty or indemnity of any kind.

Legal information

These are some general guidelines on trademark acknowledgement and the use of disclaimers for Partner-led campaigns.

- Do not include "©Copyright Hewlett Packard Enterprise" in your communications.
- Do not include any URL, website or any other contact information directing customers to an Hewlett Packard Enterprise web page, support center, or any Hewlett Packard Enterprise entity.
- From your website, you may direct customers to an Hewlett Packard Enterprise site for additional details.

Disclaimer information

Unless otherwise specified, all Partner disclaimer information relevant to a given product or promotion should be included after the Hewlett Packard Enterprise generic disclaimer — within the same space, using the same type size.

- You must remove any Hewlett Packard Enterprise URL included within any disclaimer and insert your own website URL from which you may redirect customers to an Hewlett Packard Enterprise website.
- No Hewlett Packard Enterprise trademark notice should be included, nor any acknowledgment of another party's trademarks, unless we are contractually obliged to do so (e.g., specific Partner program commitments), unless you are contractually obligated to do so or are otherwise instructed by us to do so because of a Hewlett Packard Enterprise contractual obligation

Please use the following mandatory disclaimer:

> The information contained herein is subject to change without notice.

For product-descriptive communications, add this to the mandatory disclaimer:

> The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

For additional information, visit:

https://www.hpe.com/us/en/privacy/ww-privacy-statement.html

Contact information

Contact information

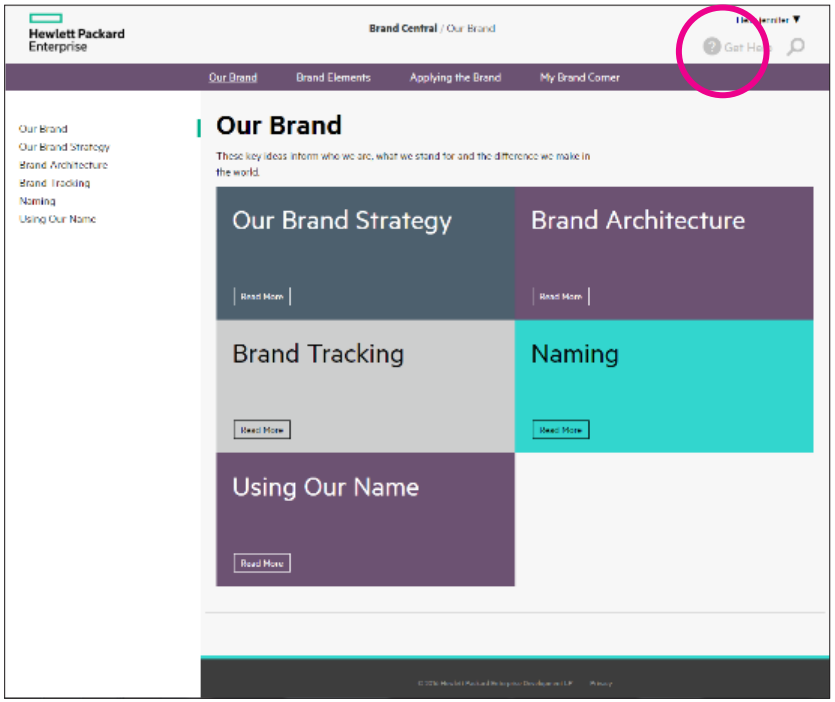
For questions about Partner contracts, call 888-629-6914, Option 4 or send inquiries to **hpe_contracts_ams_pru@hp.com**

The Hewlett Packard Enterprise logo, Hewlett Packard Enterprise Partner insignia and Hewlett Packard Enterprise-branded collateral templates can be downloaded from the HPE Partner Ready Portal at:

http://partner.hpe.com

For questions related to implementation of any brand or marketing related elemets outlined in this document, please submit your inquiries at **Brand Central: https://h10014.www1.hpe.com/login/redirect/%2Fhome**

Click on the (?) upper right of screen to open an active ticket to the HPE Brand Strategy team.



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