HP Co-Branding Guidelines
Effective co-branding strengthens both brands. They enable us to expand offerings, enhance the customer experience, and ultimately drive revenue and greater brand relevance.

To ensure that HP benefits fully from our ties with other brands, it’s essential that we clearly and appropriately communicate these associations in a manner that is:

- Efficient, leveraging our brand management resources productively
- Effective, clear and understandable from a customer perspective
- Consistent, developing clear visual cues that help HP communicate its various ties to other brands

This document is intended to provide generic co-branding guidelines for partnerships that are HP-led and Partner-led.

For details on other brand relationships like HP Amplify Partner Program, Strategic Alliances, Sponsorships, OEM, Ingredient Brands, and Licensing, please refer to their dedicated guidelines on Brand Central or reach out to the Brand Central team (Resources).
It’s very important to understand the distinctions in all types of branded relationships. Strategic Alliances, Sponsorships, Partner programs, among others are all within the spectrum of branded relationships.

Co-branding is one modality of branded relationship, when HP and another company (or companies) combine skills and resources to create a new offering or partner together to market and promote each other’s products or services, also called co-marketing.

Co-branding opportunities can yield significant, long-term financial rewards, as well as elevate perceptions of our brand.

Co-branding isn’t a short-term opportunity -- campaign, promotion or sales event. That’s co-marketing.

With co-marketing, the brand partners aren’t creating a unique new product or service as a result of their work together like co-branding. Instead, they look for ways to effectively share their customers and build awareness for both brands.

In co-branding and co-marketing, the result must deliver benefits greater than what could be achieved individually and provide clear added value to customers. Each company shares the returns in proportion to its contribution.

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<tr>
<th><strong>CO-BRANDING</strong></th>
<th><strong>CO-MARKETING</strong></th>
</tr>
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<tr>
<td>Long-term engagement</td>
<td>Short-term programs</td>
</tr>
<tr>
<td>Combines skills and resources of HP and another entity</td>
<td>Separately leverages the equities of HP and another company</td>
</tr>
<tr>
<td>Requires multiple levels of coordination</td>
<td>Can be lightly coordinated</td>
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Types of co-branding

This document addresses HP and partner1 combined marketing activities. It provides high-level guidance and examples - in HP and our partners’ brand identity systems showing how to maximize the impact of our partnership for our mutual benefit.

Communications are ultimately driven by who is leading or executing them.

Our guidelines serve as guardrails rather than prescriptions or templates. And though they do not and cannot cover everything, they should keep everybody on the same page and prevent confusion both internally and in the marketplace.

<table>
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<tr>
<th>AGREEMENT TYPE</th>
<th>LEAD BRAND</th>
<th>EXECUTION</th>
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<tr>
<td>HP-Led</td>
<td>Marketing assets following HP’s brand look &amp; feel and guidelines</td>
<td>Marketing assets created by HP teams and approved agencies</td>
</tr>
<tr>
<td>Partner-Led</td>
<td>Marketing assets in partner’s brand look &amp; feel</td>
<td>Marketing assets created by partners</td>
</tr>
<tr>
<td>50/50</td>
<td>The lead brand will depend on which company is more relevant to the context and audience: • HP leading, with marketing assets following HP’s brand look &amp; feel • Partner leading with marketing assets in partner’s brand look &amp; feel • Neutral look &amp; feel not following any specific brand identity (exception)</td>
<td>Each company will develop their own branded assets. For Neutral, both companies can execute.</td>
</tr>
</tbody>
</table>

1. In this document we refer to partner as the company we are co-marketing with. We are not specifically referring to partners that are members of our HP Amplify Partner Program. For specific guidelines on how to communicate a partnership within HP Amplify, please see HP Amplify Brand Guidelines.
Before we dive

The applications shown throughout this document are general examples designed to be illustrative.

Examples of HP-driven pieces are shown using our brand identity elements as well as location for partner logos. Examples of partner-driven pieces are also provided, demonstrating placement of the HP logo and HP partner logo.

Check the visuals in this page to understand when we refer to:
- HP branded assets
- Partner branded assets
- Application of logos: Spatial and lockup

HP-Led assets are represented with a white background, using HP Simplified for font and HP Blue for primary color. Logo applications will vary according to the situation. In this example we’re using a Spatial application. This is just a reference and should not be considered a template or layout for HP branded assets.

Partner-Led assets are represented with a grey background, using Arial to represent their choice of font and no primary colors applied. Logo applications will vary according to the situation. In this example we’re using a Lock-up application. This is just a reference and should not be considered a template or layout for partner assets.
Logo treatment

Spatial configuration
Spatial configuration refers to the space in which the HP and partner logos are related to each other within an asset. In order to ensure that each logo has visual impact and conveys the appropriate relationship they are not stacked, too closer together, overlapping, in diagonal corners, etc. They each have their own distinct space.

HP-Led
HP logo is larger than the partner logo and in a more prominent position.

Partner-Led
HP logo is smaller than the partner logo and plays a supporting role in the asset.
Logo treatment

Lockup configuration
The lockup configuration conveys the specific connection of 50-50 partnerships. In these instances both partners are contributing equally to the communication.

No two logos are the same. Scale partner logos to visually balance the size of the HP logo (see next page for size references).

Use of the lockup configuration with Intel logo: if you want to use a line to separate the HP and Intel logos, you need to get approval in email from the Intel rep with whom you are working on the event/activity.

HP-Led
On 50-50 situations when the asset is HP-led, the HP logo appears to the left of the lockup.

Partner-Led
On 50-50 situations when the asset is Partner-led, the HP logo appears to the right of the lockup.
Logo treatment

Lockup configuration specifications

Proportion and arrangement
Measurements for the HP logo, divider line and partner logo are based on the width of the HP logo (x).
The divider line is black with a 1pt line stroke.

Clear space
A minimum of 0.5x clear space is recommended around each lockup configuration.

Minimum size
Do not scale lockup configurations below 0.25" or 20px on-screen at 72 ppi.

Use of the lockup configuration with Intel logo: if you want to use a line to separate the HP and Intel logos, you need to get approval in email from the Intel rep with whom you are working on the event/activity.
Multiple logos

Occasionally, several partners are working together with HP. In these scenarios, there are several approaches to be considered. The preference for multiple logos would be for the HP logo to lead, larger and in the primary spot on the material. Then the remaining logos can be locked up to show their participation with HP.

The HP logo can also be locked up with multiple logos similar to the 50-50 lockup if one of the other brands is leading and/or a neutral weighting is more appropriate.

Arranging all of the logos spatially should not be done (i.e. logos scattered throughout the asset). If you are considering using the HP logo with more than one partner, make sure it meets the following criteria:

1. All participants have demonstrated an investment in collateral/event/etc
2. Creative warrants the use of logos
3. Creative has the space for more than one logo

Use of the lockup configuration with Intel logo: if you want to use a line to separate the HP and Intel logos, you need to get approval in email from the Intel rep with whom you are working on the event/activity.
HP Co-Branding Guidelines

HP-Led

As the dominant brand, HP sits at the forefront of these projects in the eyes of the customer. All marketing assets should lead with the HP brand and brand identity elements.

The HP logo is visually larger than the partner logo in a spatial configuration.

In some scenarios, when a spatial configuration doesn’t work, a lockup configuration is permitted, with the HP logo always in the prime spot.

Keep Reinventing

As a rule of thumb Keep Reinventing should not be used on co-marketing. If used, it should never exist on a lockup.

Placeholders

When creating HP-led assets make sure to add placeholders for the partner logo and call-to-action. They should ideally be in close proximity to one another. Keep in mind these elements should be smaller than the HP logo.

This type of asset is usually available through HP Asset Hub or HP Sales Central.
Partner-Led

The key principle to Partner-led co-marketing is to follow the partner brand identity, including fonts, colors, icons, illustration. Make sure to adhere to the partner agreement and do not misrepresent yourself as part of HP.

Logos

The partner logo should always be in the primary location. The HP logo should never be larger or more prominent than the partner logo.

With product-focused pieces partners may want to call out the HP brand, in proximity with a product image. The HP logo should be clear of any other graphic elements.

Use logos in a spatial relationship with the partner logo leading.

Use the partner-led lockup configuration when partners are contributing equally in the communication.

Although we provide guidance on how to use the HP logo on Partner-led assets, always make sure the partner brand guidelines are accommodating for these recommendations. If the partner brand guidelines do not allow a lockup or if there are any questions on how to treat the HP logo on Partner-led assets, reach out to the Brand Central team.
50-50 Partnerships

50-50 partnerships always use the lockup configuration. To determine whose identity governs each piece, consider these two questions:

- Who’s communicating? Who owns the call to action? HP or the partner?
- Whose customers are we communicating to?

The answers to these questions should let you know whose visual identity takes the lead. If there’s still a question, look at the market from the customer’s perspective: Whose brand is more relevant to the targeted customer?

Follow the design guidelines of the governing partner for that piece - both partners benefit most when the relevant brand leads.

Neutral branding

There are rare situations when although the partnership is truly 50-50, we don’t want one of the brands to lead as not to influence audience in some way. That happens with combined proposals where a neutral look & feel is more beneficial than one brand or the other leading.

In these cases, we recommend using a completely neutral look & feel. One that's detached from any individual brand element in both brands - typography, colors, icons, and photography.
Legal information

HP and the HP Logo are registered trademarks of HP Hewlett Packard Group LLC and may only be used to clearly refer to HP, its products and services. Any other use may result in consequences for the user. These are some general guidelines on trademark acknowledgement and the use of disclaimers for partner-led campaigns.

Company brand name

Our company brand name is HP, regardless of the typeface in which it appears. It is registered in most countries as a trademark and/or service mark. When referring to our products and services, always use the company brand name as an adjective - for example, HP computers, HP support services, and HP LaserJet printers. Whenever the company brand name is used in editorial text, it must always be written in uppercase and appear in the same typeface as the rest of the text.

When HP is used before product model numbers or before names in editorial text or other situations where conventional rules of grammar are followed, HP is set in uppercase with a minimum of one-half character space between HP and the product number or name. For example, HP Workstation, HP Deskjet and HP LaserJet. The only exceptions to this are product names consisting of two or three letters, such as HP-IB or HP-HIL, where a hyphen is permitted between the company initials and the letters that follow. No HP trademark notice should be included, nor any acknowledgment of another party’s trademarks, unless you are contractually obliged to do so (e.g., specific partner program commitments).

Company trade name

The company trade name of the U.S. corporation remains HP Inc., regardless of the typeface in which it appears, and is always used as a noun. While each subsidiary has its own company trade name - for example, HP Inc UK Limited, in the UK - the parent and subsidiary companies are usually referred to simply as HP. When we refer informally to the company organization, HP is preferred.

Copyright Notices and URLs

Do not include “©Copyright HP Development Company, L.P.” in your communications. Do not include any URL, website or any contact information directing customers to an HP web page, support center or any HP entity. From our website, you may direct customers to an HP site for additional details.

Disclaimer information

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 HP 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. HP shall not be liable for technical or editorial errors or omissions contained herein.

Unless otherwise specified, all partner disclaimer information relevant to a given product or promotion should be included after the generic disclaimer - within the same space, using the same type size. You must remove any HP URL included within any disclaimer and insert your own website URL from which you may redirect customers to an HP website.

For additional information, visit: http://welcome.hp.com/country/us/en/termsofuse.html
Morality clause

HP reserves the right to refuse to co-brand an event based on mismatch with the values HP wants to convey. HP also reserves the right to refuse to fund an event based on mismatch with the values HP wants to convey to its partners and customers.

Examples of activities that may be a mismatch with HP values include:

• Activities that promote violence
• Activities with guns, weapons, or shooting
• Activities or events that support discrimination of any kind
• Activities or events that promote or encourage sexual misconduct
Resources

HP Brand
For details about the HP logo, general usage guidelines, and logo files, please visit the HP Logo page on Brand Central.

HP Asset Hub
Asset Hub is the Marketing Digital Asset Management system for HP Marketers, Agencies and Partners. Provides access to a wide range of HP marketing assets: photography and iconography, product images, overview videos, interactive demos, campaign files and event documents, amongst others.

HP Sales Central
HP Sales Central is the one place for all sales collateral, tools & resources to make and close the deal.

If you have questions about this style guide, reach out to the HP Brand Central team.