

## ENDORSEMENT GUIDE

\_\_\_\_\_ (“Company”) and its employees are frequently asked to provide endorsements. These requests may take many forms (article, press release, case study, testimonial, branding, e.g.) and may come from many different parties (vendors, distributors, customers, etc.). Providing these endorsements may not always be in Company’s best interest. Casual or indiscriminate endorsements can dilute the Company brand, upset vendor or channel relations, and in some cases, increase the risk of Company liability for the misdeeds of others. Responding to endorsement requests also drains precious Company resources. For these and other reasons, Company generally refuses endorsement requests. Below are examples of endorsement requests Company receives.

### **Samples of Endorsement Requests:**

*Use of Company name or corporate logo in:*

- Press releases
- Sales and marketing collateral
- Annual reports
- Advertising
- Direct mail
- Training materials
- Presentations
- Events
- Websites

*Quotes by Company officers or employees in or regarding:*

- Vendor testimonials
- Third-party books
- Third-party press releases
- Newspaper or magazine articles

### **Standard Policy**

The standard Company policy is to deny third-party requests for endorsement. Variances from this policy require the approval of a Vice President of the relevant business unit and the Brand Strategy team. In rare cases, a marketing or other agreement may obligate Company to provide an endorsement or other statement. The terms of any such agreement will take precedence of this policy. Please consult with legal if you think such an agreement may apply.



## **Criteria for Evaluating Exceptions**

When requesting an exception to the policy against endorsements, relevant decision makers should consider the following:

- Does the endorsee align with Company strategic objectives?
- Is the endorsee a reputable partner?
- How well does the endorsee align with the Company brand promise and attributes?
- Does the endorsement advance our brand?
- Could the endorsement have any negative impact on Company and its brand?
- How many resources (time, funding) will the endorsement take?
- Is there a strategic business benefit to Company that significantly outweighs the risks?
- Are there any potential future conflicts of interest?
- Does the endorsement benefit one Company business area or partner program at the expense of another?
- Have other stakeholders been consulted?

## **Partner Logos**

Company permits limited endorsements using official partner or relationship logos. These logos are created by Company for partners who meet the relevant program criteria to show their relationship with Company. Channel, learning, technology, and business partners all have logos that designate their particular relationship with Company. We have also developed logos for individuals who have attained Company Career Certification and want to acknowledge that achievement. For a complete list of Company program logos please see the Company Logo Hierarchy document (under Co-Branding).

These logos are provided with guidelines that the recipient must follow as a condition of use.

Partner logos are distinct from the Company corporate logo. The corporate logo is rarely made available for use by outside parties. For more information on co-branding see the Co-Branding Guidelines in the Company Marketing Library.

For detailed guidelines on logos, trademarks, and copyrighted material visit the Brand Strategy Website.

