These partner branding guidelines are designed for Salesforce partners and event sponsors to understand how to use the Salesforce brand while also adhering to our legal policies for brand protection.

A brand is more than a logo – it’s the full identity of a company or product. It’s who the company is and why it exists in the world. The logo and other brand assets are the important visual cues to signify the brand, and for that reason, every company should protect these assets. These guidelines provide instruction on how to use the Salesforce brand while also distinguishing your brand from Salesforce. This helps avoid confusion by our mutual customers or any third parties.

Through these guidelines we look to empower our partners with the ability to use the Salesforce badge and create clear communications. Please be sure to follow these guidelines and the terms and conditions of your agreement when creating your materials to avoid any possible violation of your partner agreement.

If you are unclear on any uses of the Salesforce brand, or have any further questions, please log a ticket through the Partner Community website.
We strive to ensure that our partner programs keep up with the rapid pace of growth and expansion in the Salesforce economy. Customers have expressed a need to know that our partner ecosystem is firmly rooted in the present – ready to address their current needs using the most up-to-date and innovative tools in Salesforce Customer 360.

A visual device: The Salesforce Partner Badges are the clearest way for us to deliver that message together to both current and prospective customers.
Salesforce Partner Badge System

Your partner badges

The Salesforce badge affiliated with your level of partnership is your sole visual resource in communicating your partner relationship with Salesforce. Use your badge appropriately on your website, in your marketing materials, and for event displays to communicate your Salesforce partner status. Do not use other Salesforce brand assets, such as our corporate logo, product icons, or characters, in any of your marketing materials.

Badges are available for download from the Partner Community page.
The badge design

Anatomy of a Salesforce Partner Badge

This year (2019) marks the year where we redesigned the Partner Badges into a more square format from their previous horizontally oriented shape.

The square format acts as a more versatile design, especially when considering numerous partner communications applications such as digital and/or print executions.

Keeping your Partner Badge current

A noticeable change to 2019’s Partner Badge design is the designated year. Partners will need to serve, prove, and obtain the proper Salesforce partner credentials within an applicable year to be awarded the Partner Badge within the desired level.

Color usage

All the Salesforce Partner Badges are intended to be used in positive form. Please do not “invert” the coloration within digital imaging processes. Inverted or reversed renditions of the badges are prohibited and not considered approved.

The Salesforce Partner Badges are a visually composed, self-contained graphic device, and are intended to be used unaltered. Users are not to disassemble the individual elements such as the Salesforce Masterbrand Logo, year numerals, or partner level nomenclature. Badges are available for download from the Partner Community page.
How to use the Partner Badges

Various badge applications

This is a gallery of properly applied and vetted Salesforce Partner Badges. Take a look at the examples: Close visual scrutiny is used in order to clearly represent your Salesforce Partner level.
Clear space and size

Partner Badge clear space

Let the badge breathe. The acceptable badge clear space (x) is equal to the cap height or height of the numerals in the year “2019” in the badge composition.

Minimum size

Within digital media, the minimum width of the primary logo should not be smaller than 80 pixels.

Minimum pixel size: 80 pixels

Minimum press size: 2 cm/0.75 in.

Be mindful of any adjacent headlines, subheads, text paragraphs, and other graphic elements in order to separate and distinguish the Salesforce Partner Badge within your layouts and compositions.
Access the Salesforce Partner Badges

How to obtain the Partner Badges

Consulting Partner program badge set is available for download from the Partner Community page.

Please only use the appropriate tier for your current program status.

Log in to the Partner Community. If you need help signing up, go to p.force.com/signup.

Go to the Branding Guidelines at p.force.com/branding. Select the Badges tab.

Select “Download all partner badges (.zip file) here.”

Please note:

The RGB files are for digital, and CMYK files are for process printing. Though all the badges are made available in the zip file, you may only use the badges that are pertinent to your company.

ISV: Premier partners need to reach out to their PM.

It is the responsibility of the partner organization to ensure that the correct and current year and tier badge is being used to indicate current partnership status for any and all customer-facing assets, sites, or online properties. Salesforce will endeavor to make these badges available year-round and to update them immediately upon new program year start.
Salesforce in text

Using the Salesforce name and brands in text

Our brand name can be used, both in text and within the partner badge design, on your websites and in your marketing materials to explain how your products work with Salesforce technology. Here are a few examples of how to write about Salesforce accurately and descriptively in text:

You can indicate that your product integrates with Salesforce by stating “for Salesforce®,” or “Built on the Salesforce Platform™” or “XXX connects to the Salesforce Platform” if your product connects to the Salesforce Platform.

“Salesforce powered” or “Powered by Salesforce”: Use for literal instances of your product being powered by Salesforce technology (do not use metaphorically).

When using Salesforce brands in text, use a generic noun following the reference (for example, Salesforce Platform, Salesforce technology, etc.).

Use a ® or TM symbol next to the first or most prominent use of any Salesforce brands in all of your materials. Refer to the Appendix for the Quick Reference Guide on proper use of ® and/or TM for each Salesforce brand.

Don’t use the Salesforce name, logo, Partner Badges, or other branding elements in connection with any misleading, unsubstantiated, comparative, or superiority claims.
Keeping naming distinct from Salesforce

When naming your brands, your products, and services, it is important that your names are distinct from Salesforce and our proprietary names. This helps avoid customer confusion about which company owns what.

Here are some quick rules that must be followed in regards to keeping your names distinct from Salesforce:

- Do not use any Salesforce brands or names in your company or product names, taglines, social media handles, advertising keywords, domains, subdomains, or any other branding or source-identifying materials.

- Do not modify, imitate, or abbreviate any Salesforce brands or names anywhere. This includes misspellings, phonetic or foreign equivalents, rhyming words, stylizations, logos, or other variations.

- Do not name in the naming convention that Salesforce uses for the cloud brand family (i.e., XXX Cloud). You may, however, follow another convention, such as “Cloud XXX,” provided the combination is not likely to create confusion about Salesforce’s involvement.

- Do not use the word “force” in your company, service, or product names.
The Salesforce characters are the intellectual property of Salesforce and cannot be used by partners.

Our customers and partners have come to know and love our characters. While fun and approachable, character artwork is considered part of Salesforce’s intellectual property. To avoid confusion and possible liability, please do not suggest or promote the use of our character artwork or plush in your company’s marketing solutions.

Salesforce characters should not be used as a prop in any of your promotions. Specifically, please avoid having characters hold or wear items that include your logo.

Additionally, your logo should not be placed on character scene vehicles, or apparel within a Salesforce character visual “vignette” composition.
Events

Creating a presence at Dreamforce and other Salesforce events

Exhibiting at Salesforce events follows the same guidance as any of your other marketing materials. We encourage you to use your Salesforce badge to explain our partnership, and use text for further explanations. Just like in other marketing materials, do not use any other Salesforce brand assets (i.e., our corporate logo or our characters) in your exhibit or materials in order to avoid customer confusion.

The Exhibitor Resource Center (ERC) is our online toolkit that assists partners in preparing their Dreamforce presence. Please refer to the ERC for all details, deadlines, and processes for getting marketing materials approved. Your booth graphics must be approved by Salesforce’s partner branding team before the event. Submit your graphics early to help avoid expensive, last-minute changes if your graphics are not in compliance with Salesforce Partner Branding policies.

In addition to Dreamforce, there are many events that take place throughout the year, such as the Salesforce World Tour, where partners can showcase their offerings.

All event sponsors at any Salesforce events must comply with these Partner Branding Policies as well as specific event guidelines, available through the Partner Community.

Please contact partnersuccess@salesforce.com with any questions.
Creating your offering on our AppExchange marketplace

You can find more information about creating and updating your AppExchange listing on the Partner Community page here.
Adding claims to AppExchange tiles

When making claims, use only substantiated proof points on your AppExchange tile and in your listing – for example, when using quotes from customers, awards, or designations from recognized authorities or experts in the relevant field, or projectable survey results that follow these policies. All substantiated proof points and company and product descriptions, including customer endorsements, must be truthful and accurately represent your products, features, services, and performance metrics.

- **Do:** Display your app’s name prominently.

- **Do:** Explain what your app does.

- **Do:** Include call-to-action buttons.

- **Do not:** Make unsubstantiated claims.

- **Do not:** Make claims based on AppExchange rankings, which can change at any time.

- **Do not:** Make misleading, superiority, or comparative claims.

- **Do not:** Use the Salesforce logo.
Salesforce AppExchange listing naming

**Explain what your app does for your target customer**
In addition to your company name, include a few keywords that highlight your use case/product category and industry. Use language they would understand.

To eliminate brand confusion, your name should be distinct from Salesforce’s. Emphasize your unique brand, not Salesforce brands.

**What to do:**
- Incorporate your own branding into your AppExchange listing name.
- Reference your app’s interoperability with Salesforce in a referential manner only.
- List your connector tool using only the approved naming convention.

**What not to do:**
- Make your listing name a description of your app’s functionality or just a descriptive phrase.
- Make Salesforce brands the most prominent portion of your listing name.
- Use other third-party brands without authorization or in violation of their brand use guidelines.
- Use another cloud form.

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Appendix
What are trademarks?
A trademark is typically a word, phrase, name, symbol, or device (or a combination of those things) that identifies the products or services of a company and distinguishes them from the products and services of other companies. A trademark assures consumers of consistent quality with respect to those goods or services, and aids in their promotion.

What are copyrights?
Copyrights are exclusive rights to original works, including certain original written material, pictorial, photographic and graphical work, audio-visual work, and certain computer programs and code. The owner of a copyright has the right to exclude all others from reproducing, displaying, distributing, creating derivative works, performing, or otherwise using the original work. Copyrights owned by Salesforce include its logos, website designs and content, videos and other promotional materials, and its proprietary code. With very limited exceptions, partners may not use any copyright asset owned by Salesforce without written authorization.

Use a ® or TM symbol next to the first or most prominent use of any Salesforce brands in all of your materials. Refer to the Appendix for the Quick Reference Guide on proper use of ® and/or TM for each Salesforce brand.
Branded swag

**Getting your name out there**

Every company wants its logo on advertising specialties commonly referred to as "swag."

*Do:* Buy Salesforce swag for your own company’s use at salesforcestore.com.

*Do not:* Place any Salesforce branding on your (company) swag.

*Do not:* Create or distribute swag using Salesforce characters or similarly styled characters.

*Redistribute purchased Salesforce swag and change/add to the branding; resell or giveaway swag purchased without express permission from your account executive.*

*Do not:* Place any Salesforce branding on your (company) swag.
Video links

Our demo videos are publicly available. You can link to our videos, making it clear that they are Salesforce videos, but you cannot embed our videos on your website.
Partner marketing resources

1. Partner Marketing Center. Help accelerate demand for your business with the Salesforce Partner Marketing Center.

2. Free Ways to Market with AppExchange. There are many ways to work with the AppExchange team to co-market and get exposure for your AppExchange solution, from guest blogging to submitting news to share with our social following. Find details here.

3. AppExchange Marketing Program (AMP). Available to Salesforce AppExchange partners, the AppExchange Marketing Program (AMP) offers paid co-marketing opportunities with Salesforce. AMP is a paid program that specializes in tactics where AppExchange is needed to reach Salesforce customers, employees, and influencers as a complement to your own marketing. Find details here.

4. ISVs, Join Our “Market with Salesforce” Webinar. Master the Salesforce marketing strategy and maximize AppExchange co-marketing opportunities. Register now through these GoToWebinar links:
   - AMER: Click here
   - EMEA & APAC: Click here