

Marketing Guidelines for Partners



Introduction	3
Brand Identity.....	3
Brand Touchpoints	3
Brand Architecture.....	3
Brand Personality	3
Brand Elements	4
Our Name.....	4
GlobalSign Products & Terminology	4
Brand Visuals.....	5
GMO GlobalSign Trademarks	5
General Trademark Usage	6
Attribution Statements	6
GlobalSign Logo Usage.....	6
Clear Space.....	7
Size	7
Unacceptable Usage	7
Use of Trademarks in Keyword Advertising	8
Brand Colours	8
Text Formatting	8
SSL Secure Site Seal	9
Social Media	9
Introduction	9
Definition of Social Media	9
Aim	9
Rules	10
Content/Material.....	10
Website	10
Partner Marketing	11
Awareness to Generate Leads	11
Generate Demand.....	11
Incentives	11

Introduction

The GlobalSign brand should convey our character and our personality.

Our excellent customer service and technical know-how for the past 20 years has enabled us to offer highly scalable cloud-based public key infrastructure (PKI) solutions to deliver trusted digital identities that meet the demands of the Internet of Everything (IoE). In this encrypt everything era, our identity and security solutions enable businesses, large enterprises, cloud service providers and Internet of Things (IoT) innovators to ensure privacy and security, protect their reputation and brand integrity and gain a competitive advantage.

In order to maintain a strong brand, it is important to look past just a logo and a name. Who we are, what we believe in and those we serve all play an integral role in creating a comprehensive understanding of the true GlobalSign identity.

This document will help our Partners located around the globe to communicate the GlobalSign brand consistently and effectively within their regions.

Brand Identity

GlobalSign's brand is one of the company's most valuable assets and protecting the brand by adhering to our policy is in the best interest of every partner as well as GlobalSign. Failure to comply with these guidelines could mean a revision in contract or possible termination of the Partner Agreement.

Please use this guide for any form of external written content and communications, for example website, blogs, emails and press releases, tradeshow where you are using GlobalSign's brand and/or solutions.

GlobalSign will provide marketing content for partners to use, however, should you wish to write your own material, this should be reviewed and approved by GlobalSign's Marketing Department prior to publication. If something is written without GlobalSign's consent, it may be asked to be removed or amended.

Brand Touchpoints

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent voice and manner through all touchpoints.

Brand Architecture

It is important to keep the brand consistent, through every partner, so as not to lose the GlobalSign brand essence.

Brand Personality

Our brand personality defines our voice and image. The brand is described in human terms because the personality needs to resonate with the people delivering the brand (our partners), as well as those experiencing it.

- Passionate
- Innovative
- Trustworthy
- Respectful
- Collaborative
- Committed to Excellence

Brand Elements

Communication is a very important aspect of any brand. The way we communicate sets the tone for how our customers feel about us. Our message must be clear and consistent that reflects the brand personality.

Our Name

The GlobalSign group consists of numerous territorial entities.

Legal Name	Incorporated	Territory
GMO GlobalSign K.K.	Japan	Asia & Pacific
Toriton Inc	Japan	Asia & Pacific
GMO GlobalSign Inc.	US Philippines	Americas Asia & Pacific
GMO GlobalSign Ltd.	UK	Europe
GlobalSign N.V.	Belgium	Europe
GMO GlobalSign Pte. Ltd.	Singapore China Russia	Asia & Pacific Asia & Pacific Europe
GMO GlobalSign Certificate Services Ptd. Ltd.	India	Asia & Pacific
GMO GlobalSign FZ-LLC	Dubai	Middle East

While the company's full legal name is GMO GlobalSign <local company type>, the full company name is used only where specifically required in contracts and legal documents. In normally day-to-day written and verbal communications, the company should be referred to simply as "GlobalSign". Paying attention to the way it is written, i.e. capital G and S.

GlobalSign Products & Terminology

The following are GlobalSign's products, brands and solution naming convention for all marketing materials.

Note use of spaces, capitalization and acceptable brand abbreviations.

Full Name	Abbreviated Name
AlphaSSL	
Auto Enrollment Gateway	AEG
Certificate Inventory Tool	CIT
CloudSSL	
Code Signing Certificate	Code Signing
Document Signing Certificate	Document Signing
Domain Validated SSL	DV SSL
Enterprise PKI	EPKI
Enterprise PKI for Document Signing	EPKI for Document Signing
Enterprise PKI for Mobile	EPKI for Mobile

Marketing Guidelines for Partners



Enterprise PKI for S/MIME	EPKI for S/MIME
Enterprise PKI for Strong Authentication	EPKI for Strong Authentication
Enterprise Partner Solution	EPS
Extended Validation SSL	EV SSL
GlobalSign Certificate Center	GCC
IntranetSSL	
Managed PKI	MPKI
Managed SSL	MSSL
Organization Validated SSL	OV SSL
PersonalSign 1	PS1
PersonalSign 2	PS2
PersonalSign 2 Department	PS2 Dept
PersonalSign 2 Pro	PS2 Pro
PersonalSign 3 Pro	PS3 Pro
Secure/Multipurpose Internet Mail Extensions	S/MIME or Secure Email
SSL Configuration Checker	SSL Health Checker
Timestamping Service	Timestamping
Trusted Root	

Brand Visuals

Now that we understand the essence of the GlobalSign brand, we must also understand the specifics that build the base for it. Without the specification that follows, we would not be able to create a cohesive and powerful brand.

GMO GlobalSign Trademarks

Use GlobalSign marks with the appropriate ® symbol as displayed in the chart below. The appropriate symbol is superscripted and is placed to the right of the last letter of the mark.

Trademark	Reg. No	Register
GlobalSign®	EU: Reg 905531 US: Reg 3601397	GMO GlobalSign Pte. Ltd.
	EU: Reg 952828 US: Reg 3554416	GMO GlobalSign Pte. Ltd.
 GlobalSign®	EU: 10801504	GMO GlobalSign Pte. Ltd.

General Trademark Usage

Partners must comply with the following when using GlobalSign trademarks:

- You may use the GlobalSign trademarks in advertising, promotional and sales materials to refer to the products you have permission to resell under your GlobalSign Partner Agreement.
- In general, it is only necessary to annotate (with the ® as appropriate) the first instance of the trademark. Following the first reference to the trademark, the symbol does not need to be used. In instances where the trademark is used in a prominent position, such as a headline, the first reference within the body of preceding text may also be annotated with the symbol.
- Do not use any GlobalSign trademark in a way that is false or misleading.
- Do not incorporate any GlobalSign trademark into or use it as part of your own logo, company name, product logo or otherwise.
- Do not vary the spelling, make one word into two, hyphenate or compound the mark. Attention should be paid to the correct spelling of marks that have names with two words merged together and uppercase letters within the text (e.g. GlobalSign).
- Do not use a GlobalSign trademark in possessive or plural form.
- Do not register or attempt to register any domain names confusingly similar to any GlobalSign domain names, or use a GlobalSign trademark as the name of your company, product or service.
- Information in the public domain may be used (e.g. www.globalsign.com) on the partner's website but it may not be used to create an appearance that the partner's website or company is GlobalSign.
- No domain name registered by a partner may link to www.globalsign.com or to any pages on the GlobalSign website. Partner may extract text from www.globalsign.com and include on their website but they must note their partnership with GlobalSign and reference its source.
- Any information posted on partner's website about GlobalSign or its products requires prior review and approval by GlobalSign before posting.
- Any co-branded communication tools must be previously approved by GlobalSign.

Attribution Statements

In the absence of the logo on a particular media, written usage of the GlobalSign trademarks need to display the ® symbol at first mention in each media or must be referenced in a footnote on documentation as “<insert trademark> is a trademark or registered trademark of GMO GlobalSign”.

GlobalSign Logo Usage

GlobalSign makes its logo available to its partners, customers and other authorized parties for print productions and internet usage.

When using the GlobalSign logo, you must adhere to the following guidelines:

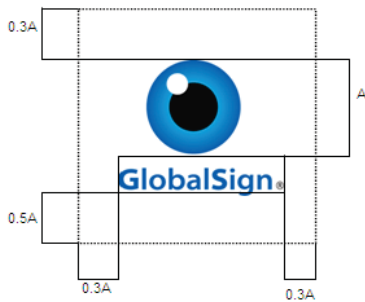
- Never modify the design, add or delete any elements or words, or change any colors.
- When using the GlobalSign registered trademarks, always use the ® symbol.
- A logo should not be displayed in any size that compromises any of the design features, such as so small that elements of the logo are lost. Also, avoid ‘stretching’ the logo disproportionately in order to make it fit in documents – see image example below.
- The prominence of the GlobalSign logo in co-branded/partner materials should be at least equal to that of the partner.
- You may use the logo in color, pure black, or reverse portions of the logo (when used on a dark background). Permitted variations of the GlobalSign logo are shown in the “GlobalSign Logo Usage Guidelines” at <https://www.globalsign.com/repository/globalsign-logo-guidelines.pdf>

Clear Space

The area surrounding the GlobalSign logo shall contain no text, image or other graphic elements given that sufficient clear space around the GlobalSign logo keeps it free from visual clutter and helps maximize its impact.

The minimum required amount of clear space varies with the size of the GlobalSign logo but the space shall follow the example below.

Basic Type



Horizontal Type

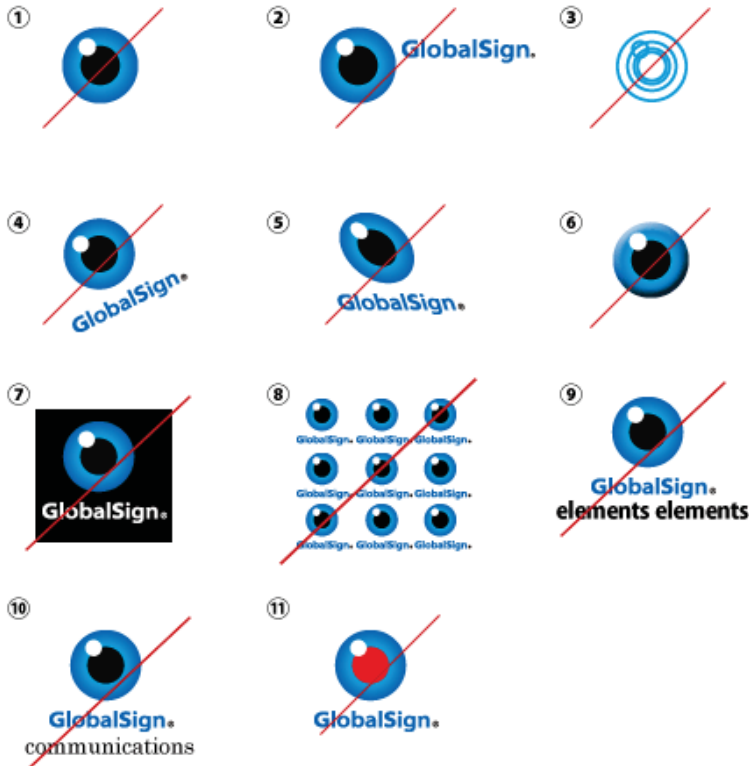


Size

The minimum size should be as follows:

Basic Type	Horizontal Type
Width 25mm	Width 32mm

Unacceptable Usage



Use of Trademarks in Keyword Advertising

Partners should not use GlobalSign trademarks in search engines and other online advertising as a search keyword. Any partner who uses 'GlobalSign' as a keyword will be in conflict with GlobalSign and therefore not conducive to the partnership agreement, partners should use their own trademarks to display brief advertising copy to web users.

Brand Colours

Consistent use of GlobalSign brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums.

The GlobalSign name and logo blue color is:



HTML #005EAE
RGB 0,94, 174
CMYK 100, 58,0,0

Accent Colors



HEX #1086C9
RGB 16, 134, 201
CMYK 92, 33, 0,



HEX #0A58A4
RGB 10, 88,164
CMYK 94, 46,



HEX #032b4f
RGB 3, 43, 79
CMYK 96, 46, 0, 69



HEX#18434E
RGB 24, 67, 78
CMYK 69, 14, 0, 69



HEX#3b8f42
RGB 59, 143, 66
CMYK 59, 0, 54, 44



HEX#83C341
RGB 131, 195, 65
CMYK 33, 0, 67, 24



HEX #f05929
RGB 240, 89, 41
CMYK 0, 63, 83, 6



HEX#f37127
RGB 243, 113, 39
CMYK 0, 69, 96, 0

Text Formatting

GlobalSign document font is Arial

Body text is black or very dark grey and should be 10pt

SSL Secure Site Seal

All partners are required to obtain a GlobalSign SSL Certificate for their website (preferably the most advanced type EV SSL) and display the Secure Site Seal. This enables your website visitors to know you have invested in their safety and indicate that you provide secure transactions and data. Encourage your customers to complete transactions knowing any information shared is within a secure environment and authenticated by GlobalSign, a trusted Certificate Authority.

You can obtain a free certificate from your Account Manager. Details on applying the Site Seal once you have your SSL Certificate can be found [here](#).



Social Media

Introduction

GlobalSign is committed to making the best use of all available technology and innovation to improve the way we do business and how we can support partners. This includes using all reasonable and cost-effective means to improve the way we communicate, reach out and interact with the different communities we serve.

'Social Media' is the term commonly given to web-based tools which allow users to interact with each other in some way – by sharing information, opinions, knowledge and interests online. As the name implies, social media involves the building of online communities or networks to encourage participation and engagement.

To avoid major mistakes which could result in reputational, legal and ethical issues and misuse/abuse of a well-functioning social media relationship, it is important that we manage any potential risks through a common-sense approach and framework.

Definition of Social Media

For the purposes of these guidelines, social media is a type of interactive online media that allows parties to communicate instantly with each other or to share data in a public forum. This includes email, online social platforms and forums, blogs, video and image-sharing websites and similar facilities.

Aim

These guidelines aim to provide partners with information concerning the use of any social media application and to help them get the best out of the tools available whilst maintaining a safe professional environment and protecting themselves, as well as GlobalSign.

Rules

Partners must be aware at all times that, while contributing to social media activities, they are representing GlobalSign as well as themselves. Any communications that partners make in a professional capacity through social media must not: breach confidentiality, for example by:

- Revealing confidential intellectual property or information owned by GlobalSign
- Giving away confidential information about an individual (such as a colleague or partner contact)
- Discussing GlobalSign's internal workings (such as agreements that are in place with partners or future business plans that have not been communicated to the public)
- Do anything that could be considered discriminatory against, or bullying or harassment of, any individual, for example by:
 - Making offensive or derogatory comments relating to sex, gender reassignment, race (including nationality), disability, sexual orientation, religion or belief or age
 - Using social media to bully another individual (such as an employee of either the partner company or GlobalSign)
 - Posting images that are discriminatory or offensive or links to such content
- Bring GlobalSign into disrepute, for example by:
 - Criticizing or arguing with, customers, colleagues, partners or competitors
 - Making defamatory comments about individuals or other organizations or groups
 - Posting images that are inappropriate or links to inappropriate content
- Breach copyright, for example by:
 - Using GlobalSign's or someone else's images or written content without permission
 - Failing to give acknowledgement where permission has been given to reproduce something

Content/Material

Website

A partner is not permitted to copy any content from the GlobalSign website without acknowledging/referencing the original source.

For example, the GlobalSign Blog can be replicated as long as there is clear indication that the content was written by GlobalSign and referenced back to the original article.

The GlobalSign website cannot be replicated in its design or structure.

Partner Marketing

Partners must effectively implement marketing using a variety of tightly integrated marketing tactics, all focused on building awareness and generating sales leads.

Awareness to Generate Leads

Target potential clients that need to know what is available and why it would benefit them to engage. Market yourself as the expert and share information with them so they can get to know your brand and expertise, use:

- Social Media
- White Papers
- Videos
- Events
- Webinars
- Press Releases

Generate Demand

Create a strategy that generates demand as well as captures and report leads, implement:

- Email Marketing
- White Paper & Case Studies
- Website Improvements and SEO

Incentives

Possibly create promotions and incentives to generate demand for GlobalSign solutions, move leads through the sales funnel and ultimately close the deal.

About GlobalSign

GlobalSign is the leading provider of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and IoT innovators around the world to secure online communications, manage millions of verified digital identities and automate authentication and encryption. Its high-scale Public Key Infrastructure (PKI) and identity solutions support the billions of services, devices, people and things comprising the Internet of Everything (IoE).

USA: +1 877 775 4562 sales@globalsign.com
UK: +44 1622 766766 www.globalsign.com
EU: +32 16 89 19 00

