



# WIND RIVER PARTNER PROGRAM MEMBERSHIP MARK GUIDE

## OVERVIEW

The Wind River® Partner Program is a scalable platform for our partners to optimize, validate, and market compelling joint value propositions to our existing and growing base of customers. As a Wind River partner, subject to the terms of our Wind River Partner Program agreement, you may use the membership marks as described in this document, and provided on the Wind River Partner Portal.

Wind River partners may also use the Wind River wordmark based on the guidelines provided in the separate Wind River Logo Guide document.

## PRINCIPLES OF USE

To support the Partner Program, Wind River has developed a program logo for your company's use based on your participation tier. Your company's current participation tier is displayed in the Partners section of [windriver.com](http://windriver.com).

You may use the logo for your participation tier only on approved materials, outlined by the following criteria:

- Usage must be associated with your qualifying Joint Value Propositions featuring applicable Wind River products as defined in your Partner Program Agreement.
- Proper usage requirements are adhered to at all times.
- Generally acceptable media for the program logo are: tradeshow, event signage, product briefs, marketing collateral, and websites.
- Usage must adhere to the program logo size, color, and space requirements outlined in the physical usage guidelines below.
- Your Wind River Alliance Manager must approve all final materials.

The following are general rules for correct use of the Wind River Partner Program logo. More detailed information is provided in the pages that follow. Use the name and logo only as specified in this document.

## Do

- Use the complete program title in all textual references.
- Display the program logo on approved marketing materials such as product briefs, brochures, mailers, trade show banners, and websites.
- Use the program logo files exclusively in the form received directly from Wind River.
- When using the Wind River Partner Program logo or referring to the program in text, the following trademark acknowledgement must be used:

Wind River and the Wind River logo are trademarks or registered trademarks of Wind River in the United States and other countries.

## Do Not

- Do not abbreviate Wind River Partner Program. There is no approved acronym for the program. However, you may refer to Wind River Partner Program as the Partner Program on or after the second reference of the formal name.
- Do not use the program logo for any other purpose not explicitly mentioned in this document without prior written consent.
- Do not use the logo graphic in a sentence. Use the name in typeface only in a sentence or other text.
- Do not display the logo in a manner that is larger and more prominent than your own name or brand imagery.
- Do not use the program logo in any manner whatsoever that disparages or undermines the program, its participants, or Wind River.

## WIND RIVER PARTNER PROGRAM LOGO

The Wind River Partner Program logo features a multi-dimensional cube in shades of Wind River Red for Global Strategic Partners and white for all other participation levels. The cube is emblazoned with the stylized “W” from the Wind River wordmark. This cube is consistent with the iconography Wind River uses for its products, and the Wind River Partner Program label is set in the Wind River brand typeface, Avenir.

Wind River partners will always use one of the following versions of the logo based on their participation tier (i.e., Global Strategic, Platinum, Gold, or Silver).

## WIND RIVER PARTNER PROGRAM LOGOS FOR USE BY PARTNERS



### Wind River Partner Program

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GLOBAL STRATEGIC



### Wind River Partner Program

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PLATINUM



### Wind River Partner Program

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GOLD



### Wind River Partner Program

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SILVER

The Wind River Partner Program logos are also available in a color-reversed version for application against dark backgrounds.

#### Clear Space

All applications of the Wind River Partner Program logo should include the recommended clear space around the logo equal to the height of the shaded cube. This clear space gives the logo room to breathe and ensures that it won't be obscured by neighboring elements or typography. Any background inside this clear space must be even, unpatterned, and free from typography or any other graphic elements. If the logo is used directly on a photographic image, the clear space area must provide good contrast between the background and the logo, and be even in tone and pattern-free.

#### Minimum Clear Space

The minimum and optimal clear space around the logo should be equal to the height of the shaded cube.

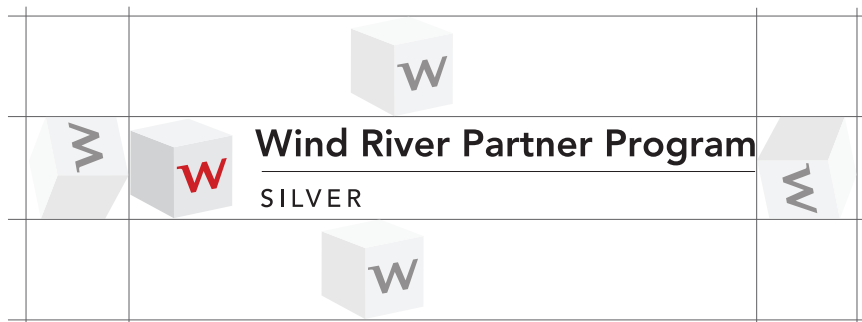


Figure 1. Minimum clear space around the logo is equal to the height of the shaded cube

### Minimum Logo Size

The Wind River Partner Program logo files are provided in three formats suitable for print, screen, or web safe applications. Minimum sizing for these three formats is as follows:

- Print format logos (wr-partner-logo-PRINT.eps and wr-partner-logo-PRINT\_reverse.eps) should have a minimum width of 2 inches (50.8 mm) in any print collateral; an example is shown below.
- Screen format logos (wr-partner-logo-SCREEN.eps and wr-partner-logo-SCREEN-reverse.eps) should have a minimum width of 250 px @ 72 ppi.
- Web safe format logos (wr-partner-logo-WEB.png and wr-partner-logo-WEB-reverse.png) should have a minimum width of 250 px @ 72 ppi.



Figure 2. For print format applications, the minimum Partner Program logo size is 2 inches in length (50.8 mm)

### Always

- Reproduce the logo from an approved electronic file.
- Use the version of the logo most appropriate for the intended media:
  - Print version for printed materials
  - Screen version for large screen displays
  - Web safe version for Web pages and presentations
- Use the logo as it exists; do not alter the logo in any way, including altering the font, shape, or proportion of the logo.
- Increase or decrease logo size only in its entirety and in proportion to the original.

Please contact your Wind River representative if you have questions regarding correct usage.

