



Partner Brand Guide

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01 IDENTITY

ONE COLOR BLACK

ORACLE
NETSUITE

ONE COLOR WHITE

ORACLE
NETSUITE

ORACLE
NETSUITE

ORACLE
NETSUITE

Identity remains the same with primary usage falling to a more agile one color treatment.

01 IDENTITY

LOGO CONFIGURATIONS & CLEAR SPACE

The Oracle NetSuite corporate logo is the most significant visual representation of our company. The Oracle NetSuite logo features two elements—our logo type and interlocking Oracle logo. They are designed to optimize the relationship between each element. Always treat the corporate logo as one unit; it should never be divided or modified. In addition, display the logo away from other elements, such as images and other logos.

⊘ Do not change orientation, proportions, or color of logo

ORACLE
NETSUITE



ORACLE NETSUITE



The minimum amount of clear space must be equal to the height of the O in Oracle logo.

ORACLE
NETSUITE

The minimum size of the logo width is 3/4 inches (54 pixels).

01 IDENTITY

UNACCEPTABLE USAGE

Design and usage standards ensure that the Oracle acquisition logo brand identity is instantly recognizable however and wherever it is used. You must follow brand guidelines carefully and avoid unauthorized variations such as those displayed here.



Do not change the color of the Oracle acquisition logo.



Do not choose a background color that clashes with the color of the Oracle acquisition logo.



Do not choose background colors that offer low contrast. Always strive for high contrast and legibility.



Do not place the Oracle acquisition logo over four-color photography or illustration that impairs legibility.



Do not make a pattern out of the Oracle acquisition logo.



Do not stretch the Oracle acquisition logo.



Do not use a three-dimensional version of the Oracle acquisition logo in a two-dimensional format.



Do not use the Oracle acquisition logo with a drop shadow.



Do not distort the Oracle acquisition logo or place it inside a form or object.



Do not use the Oracle acquisition logo at an angle—it must always be displayed horizontally.

02 TYPOGRAPHY

PRIMARY
Oracle Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY
Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Ultra Light	Light	Regular	Bold	Extra Bold
50 pt Oracle Cloud	Oracle Cloud	Oracle Cloud	Oracle Cloud	Oracle Cloud
20 pt Oracle Cloud 10-point plan redefines how you modernize, innovate, and compete in a digital world, delivering complete and integrated cloud services that	Oracle Cloud 10-point plan redefines how you modernize, innovate, and compete in a digital world, delivering complete and integrated cloud services that allow	Oracle Cloud 10-point plan redefines how you modernize, innovate, and compete in a digital world, delivering complete and integrated cloud services that	Oracle Cloud 10-point plan redefines how you modernize, innovate, and compete in a digital world, delivering complete and integrated cloud	Oracle Cloud 10-point plan redefines how you modernize, innovate, and compete in a digital world, delivering complete and integrated
12 pt You've come to expect a certain set of functionality in the public cloud, pay for what you use, elasticity, fast provisioning, and scale. Oracle Cloud Infrastructure (IaaS) is purpose-built for the enterprise to help you preserve those benefits. The public cloud is maturing. It is powering business transformations across the globe. By utilizing infrastructure as a service (IaaS), businesses are driving digital transformation, empowering developers, and increasing customer engagement through mobile apps	You've come to expect a certain set of functionality in the public cloud, pay for what you use, elasticity, fast provisioning, and scale. Oracle Cloud Infrastructure (IaaS) is purpose-built for the enterprise to help you preserve those benefits. The public cloud is maturing. It is powering business transformations across the globe. By utilizing infrastructure as a service (IaaS), businesses are driving digital transformation, empowering developers, and increasing customer engagement through mobile apps	You've come to expect a certain set of functionality in the public cloud, pay for what you use, elasticity, fast provisioning, and scale. Oracle Cloud Infrastructure (IaaS) is purpose-built for the enterprise to help you preserve those benefits. The public cloud is maturing. It is powering business transformations across the globe. By utilizing infrastructure as a service (IaaS), businesses are driving digital transformation, empowering developers, and increasing customer engagement through mobile apps	You've come to expect a certain set of functionality in the public cloud, pay for what you use, elasticity, fast provisioning, and scale. Oracle Cloud Infrastructure (IaaS) is purpose-built for the enterprise to help you preserve those benefits. The public cloud is maturing. It is powering business transformations across the globe. By utilizing infrastructure as a service (IaaS), businesses are driving digital transformation, empowering developers, and increasing customer engagement through mobile apps	You've come to expect a certain set of functionality in the public cloud, pay for what you use, elasticity, fast provisioning, and scale. Oracle Cloud Infrastructure (IaaS) is purpose-built for the enterprise to help you preserve those benefits. The public cloud is maturing. It is powering business transformations across the globe. By utilizing infrastructure as a service (IaaS), businesses are driving digital transformation, empowering developers, and
08 pt Contact Us Phone: +44 207 5626827 Global Contacts Support Directory Subscribe to Emails	Contact Us Phone: +44 207 5626827 Global Contacts Support Directory Subscribe to Emails	Contact Us Phone: +44 207 5626827 Global Contacts Support Directory Subscribe to Emails	Contact Us Phone: +44 207 5626827 Global Contacts Support Directory Subscribe to Emails	Contact Us Phone: +44 207 5626827 Global Contacts Support Directory Subscribe to Emails

New serif Georgia typeface
Ambitious expansion & update
From punchcutting to digital
Sophisticated & Strong
Newfound versatility
Classics in a new medium

O

Georgia
Serif

C

Self-healing,
Self-repairing,
Autonomous

03 COLOR

PRIMARY COLOR PALETTE



ORACLE NETSUITE BROWN

PMS 476C
C67 M64 Y66 K64
R49 G45 B42
#312d2a



ORACLE NETSUITE RED

PMS 3516C
C15 M87 Y88 K5
R199 G70 B52
#c74634

SECONDARY COLOR PALETTE



ORACLE NETSUITE BLUE

C56 M4 Y23 K0
R107 G192 B198
#6BC0C6



ORACLE NETSUITE TEAL

C67 M6 Y44 K0
R78 G181 B163
#4eb5a3

NEUTRAL COLOR



ORACLE NETSUITE GRAY

PMS 403C
C47 M42 Y45 K6
R139 G133 B128
#8b8580

04 PARTNER IDENTITY / PARTNER LOGOS

NetSuite Marketing has created logos for specific types of partners as shown below. NetSuite Partner Marketing can provide a .JPG or .EPS version of these logos for your use.

You may not create a new partner logo without approval from NetSuite Partner Marketing. Please consult NetSuite Partner Marketing to inquire about creating a specific new logo.

Email nsgbu_partnermarketing_ww_grp@oracle.com to get the appropriate partner logo based on your program participation.

Identity remains the same with primary usage falling to a more agile one color treatment.



05 NETSUITE PARTNER PROGRAM EXPERTISE LOGOS

For NetSuite Alliance Partners and Solution Providers, and subject to the applicable Partner Program Guidelines, Oracle NetSuite offers additional partner program logo branding based on the attained Expertise. These Expertise logos brand your company as one who is recognized by Oracle NetSuite and preferred by customers in your area(s) of Expertise. The Expertise logos are based on the Oracle NetSuite Signature and include a descriptive name that identifies each NetSuite branded area of Expertise—see the applicable partner Program Guidelines for a full list of available Expertise logos.

Once an Alliance Partner or Solution Provider has earned an Expertise (or multiple Expertises), the Expertise logo should be used in lieu of the program logo from the previous page. Once an Alliance Partner or Solution Provider no longer qualifies for an Expertise, the Alliance Partner or Solution Provider must request an updated Expertise logo or switch to the program logo from the previous page, as applicable. Email nsgbu_partnermarketing_ww_grp@oracle.com to get the appropriate partner logo based on your company’s expertise.



ORACLE
NETSUITE

| Alliance Partner



Expertise in
ERP

|



ORACLE
NETSUITE

| Alliance Partner



Expertise in
ERP • Commerce

|



ORACLE
NETSUITE

| Solution Provider



Expertise in
ERP • Planning & Budgeting

|



ORACLE
NETSUITE

| Solution Provider



Expertise in
ERP • Commerce

|

05 NETSUITE PARTNER PROGRAM EXPERTISE LOGOS

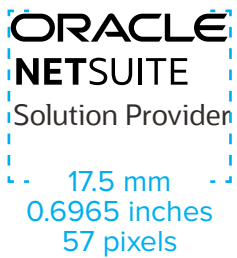
Oracle NetSuite Corporate Logos, NetSuite Partner Program logos and the Expertise logos should never compete visually with other graphic elements. Use established minimum clear space guidelines at all times. Clear space [x] is equal to the cap height of the O in the Oracle Signature. That distance should be used to set off the logo both horizontally and vertically from other elements. Never use less than the minimum clear space. See clear space defined by x in the example below.

Oracle NetSuite Corporate Logos, NetSuite Partner Program logos and Expertise logos should always be large enough to ensure legibility. To ensure that the logo is prominent and readable at reduced sizes, please observe the minimum size requirements in all media. The minimum size is measured by the width of the Oracle Signature. In printed materials, the Oracle Signature must be no less than 17.5 mm or 0.6965 inches in width. When displayed onscreen, the Oracle Signature must be no less

than 57 pixels in width. For business cards only, due to their smaller size, logos may be reduced so that the Oracle Signature is 14.5 mm or 0.5709 inches in width. Preferred positioning of the NetSuite Partner Program logo is in the lower left corner of the business card.

Color is one of the most effective elements for ensuring a clear and consistent presentation of the Oracle NetSuite brand identity. Oracle’s primary color is Oracle NetSuite Brown. Consistent use of the official color palette is essential to maintaining a strong worldwide brand.

Partner Program logo minimum size in all media



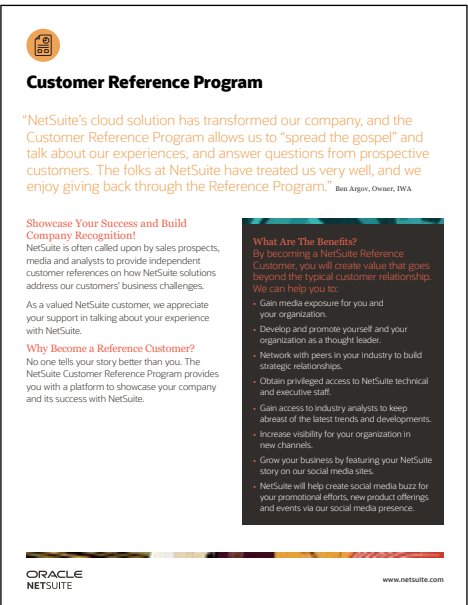
Partner Program Expertise logo minimum size in business cards



06 COLLATERAL

CO-BRANDED DOCUMENTS

In order to support your marketing activities, NetSuite provides versions of its data sheets and business guides for co-branding. A .pdf version of our data sheets and business guides are available on the Partner Resource Center. Use the designated area for your logo insertion, as shown in the example. For partner events that you conduct jointly with NetSuite, NetSuite Marketing will work with you directly to develop co-branded emails or presentations to support these specific programs.



07 NETSUITE PARTNER MARKETING GUIDELINES

GENERAL

The provided guidelines regarding trademarks, online marketing, social media, public relations, and search advertising are subject to the license granted to Partner in the Partner Agreement. NetSuite reserves the right to change these policies at any time. NetSuite provides limited right to use the NetSuite marks and has the ability to remove right at any time.

COMPANY AND PRODUCT NAMING AND BRANDING

Partners will not adopt or use any name for its company, products or services that is the same as NetSuite's trademarks, service marks and trade names or that is confusingly similar to or may dilute the distinctive nature of the names used by NetSuite for its products, services and features (including, without limitation, any terms containing the words "net" and/or "suite" or the letter combination "NS"). Partners will not use names or naming conventions for its organization, products, services or features to promote its activities or offerings in any manner

that is likely to cause confusion, mistake, or deception. If a Partner has any questions about a name it is considering, please contact nsgbu_partnermarketing_ww_grp@oracle.com.

GENERAL ADVERTISING

1. When using the term NetSuite, it must be spelled with a capital N and S.
2. All ad copy and publicly facing material should make it clear that, as a Partner, you are an independent, external partner and may not include any content leading potential customers to think the ad is from or sponsored by NetSuite. All ad, website, search engine tags, or any other marketing presentation should make it clear you are an independent external consultant/Partner/business expert/technology software expert and we recommend you focus on the benefits of this: objective advice, local presence, industry solutions, recommend a software solution that is right for your business, customization, etc.
3. NetSuite does not allow partners to promote/market NetSuite product pricing on their websites, in blog posts, in videos or in email campaigns. Partners should sell NetSuite on value rather than lead with pricing.
4. As partners should sell on the value of NetSuite, anything related to pricing discounts, negotiating for lower pricing and stating what times of the calendar year to purchase should not be used on the partner's website, in blog posts, in videos or in email campaigns.
5. NetSuite does not allow partners to post any negative comments about NetSuite, NetSuite direct sales or other partners on their website, in blog posts, in videos or in email campaigns. Partners should be highlighting positive attributes about the services they as a partner can offer to their customers.

07 NETSUITE PARTNER MARKETING GUIDELINES

SEARCH ADVERTISING

USE OF NETSUITE TRADEMARK IN PAID SEARCH ADVERTISING

Partners must clearly state in the text used for their online or paid search ads that they are a NetSuite Partner.

PAID KEYWORD

NetSuite now authorizes a Partner to use the NetSuite branded trademarks for NetSuite long tail terms in their ad copies only (i.e., NetSuite Small Business, NetSuite CRM, NetSuite CRM+, NetSuite ERP, NetCommerce and SuiteFlex) for search engine ranking or paid search purchase if they comply with the following guidelines.

1. Partners are not allowed to use the word NetSuite in any SEM Ad headline or copy, when bidding on the word NetSuite as a standalone keyword in exact, phrase or broad match type.
2. To market on the search engines, Partners must clearly identify themselves as NetSuite Partner, and may not in any way give the

appearance that they are NetSuite and/or may not represent themselves as the “official” NetSuite site.

For all paid keyword ads, partners must clearly state that they are an independent external consultant/partner/business expert/technology software expert in the description lines of the pay per-click ad. We recommend focusing on the benefits of this: objective advice, local, industry solution, recommend a software solution that is right for your business, assist with implementation and customization, oer training, etc.

In order to do this, Partners may use the following phrases in their ads to clearly denote that they are a NetSuite partner: NetSuite Partner, NetSuite Consultant or NetSuite Business Partner.

Examples of Unacceptable Paid Keywords:

- Purchase NetSuite – Buy the Right NetSuite Solution for Your Business and Budget – www.CompanyX.com

- NetSuite World class CRM & ERP solution from \$99 per month. Try it for free now! – www.CompanyX.com/NetSuite

Example of Acceptable Paid Keywords:

- ERP Solution Checklist - Improve Operational Efficiency
Find out how to navigate through business systems changes with our ERP Checklist.
3. Additionally, at no time may a Partner’s paid search ad ranked above NetSuite’s official ad on any search engine results page (i.e. Yahoo, Bing, Google, and etc).
 4. When using the term NetSuite in any pay per-click advertisement or landing page, NetSuite must be spelled with a capital N and S.
 5. Paid keyword landing pages must state clearly and noticeably that they are a partner of NetSuite and not mislead customer into thinking they are NetSuite and/or are the exclusive/preferred NetSuite partner.

07 NETSUITE PARTNER MARKETING GUIDELINES

NATURAL SEARCH

1. All website copy should make it clear that Partners are an independent, external partner and may not have any content leading potential customers or web crawlers to think the site is an official representative of NetSuite. All website copy and images should make it clear you are an independent external consultant/Partner/business expert/technology software expert and focus on the benefits of this: objective advice, local presence, industry solutions, recommend a solution that is right for your business, assist with customization, etc.
2. All Meta Tags within the website must state that your company is a partner of NetSuite without any ambiguity.
3. The term “NetSuite” (or another NetSuite product name) cannot be the first word in the title tag, unless approved in writing by Oracle NetSuite.

4. The tags should not mislead potential customers nor the Search crawlers into thinking that the site is an official representative of NetSuite.

WEB/ONLINE PRESENCE

DOMAIN URLS

A partner’s primary domain cannot include the trademark term NetSuite, Suite, or any other NetSuite product name in it. You can include these terms in a URL to reference a NetSuite or product page within your domain.

Partners may not purchase or contract with any 3rd party firm to buy any domain names with the term NetSuite, Suite, or any other NetSuite product name in it and/or redirect traffic to your website using this domain. If you have contracted for these services with a 3rd party firm, you must notify NetSuite and you will be responsible for arranging to have this domain name transferred to NetSuite at no cost to NetSuite.

SOCIAL MEDIA

A partner’s primary screen name/username/login cannot include the trademark term NetSuite, or Suite, or any other NetSuite product name in it. These guidelines apply to but are not limited to such social media sites as Twitter, LinkedIn, blogging sites, Facebook, Instagram, Flickr and YouTube.

LINKING GUIDELINES

1. Links to NetSuite web pages must be from HTML text or embedded in the provided NetSuite logo (no other graphics with embedded links). Please see Logo Guidelines for detailed information.
2. You may only use the logo provided by NetSuite and the logo used must accurately reflect your Partner status with NetSuite (you may not use a “Solution Provider” logo unless you have been granted that Partner status by NetSuite).
3. Sample text to choose from for links to NetSuite.

07 NETSUITE PARTNER MARKETING GUIDELINES

- NetSuite Business Software
 - NetSuite Business Management Software
 - NetSuite Ecommerce
 - NetSuite CRM
 - NetSuite Project Management
 - NetSuite OneWorld
 - NetSuite Accounting Software
 - NetSuite ERP
 - NetSuite Customer Relationship Management
 - NetSuite Web Store
 - NetSuite Sales Force Automation
 - NetSuite Enterprise Resource Planning
4. Sample descriptive text you can use if appropriate for the NetSuite solution following the above text (hyperlinks within these descriptions are optional):
- NetSuite Web Store
 - NetSuite Sales Force Automation
 - NetSuite Shopping Cart

- NetSuite Enterprise Resource Planning: The only web-based business software suite that allows growing and midsize companies to run their entire business with one integrated system, including accounting/ERP, CRM, and ecommerce. [Partner name] has partnered with NetSuite to provide our customers with many services to leverage the NetSuite solution, including xxxxxxxxxxxx.
- Ecommerce company version: The only web-based business software suite that allows ecommerce companies to run their entire business with one integrated system, including web store, accounting, order management, inventory, and CRM. [Partner name] has partnered with NetSuite to provide our customers with many services to leverage the NetSuite solution, including xxxxxxxxxxxx.
- The No.1 web-based integrated business software suite, including accounting/ERP, CRM, and ecommerce.

- Web-based business software including integrated accounting/ERP, CRM, and ecommerce.

NETSUITE VIDEO USAGE

1. Copying of NetSuite videos on YouTube is not permitted. Copying of our videos by partners has a negative impact on our channel's ranking and violates our copyright.
2. NetSuite is investing in video to increase the NetSuite's YouTube channel ranking as part of the company's core SEO and CRO strategy.
3. YouTube can and will remove duplicate content and may remove entire channels posting duplicate videos. Copying of NetSuite videos risks the video being removed from the NetSuite channel and puts at risk our entire channel, as well as the partner's channel.
4. Partners may embed or link to NetSuite videos in content but may not copy them and/or alter them in anyway.

07 NETSUITE PARTNER MARKETING GUIDELINES

CERTIFICATION PROGRAM

After an individual (who oftentimes is employed by a partner) successfully passes a NetSuite certification exam, the individual and partner has the choice to use specific NetSuite-supplied certification logos and other designations solely as set forth below. Please contact certification@netsuite.com if you have not received your NetSuite Certification logos.

CERTIFICATION LOGOS ARE PERMITTED TO BE USED ONLY IN THE FOLLOWING WAYS AND SOLELY BY CERTIFIED INDIVIDUALS (NOT BY COMPANY OR ORGANIZATIONS):

- On the individual’s printed business cards
- As part of an individual’s email signatures
- Displayed on an individual’s social media sites
- On an individual’s resumes
- On an individual’s listing within a company website

CERTIFICATION LOGOS ARE NOT PERMITTED TO BE USED IN THE FOLLOWING WAYS:

- On any company sales and marketing materials/websites to describe the company as being certified

- On social media profiles for companies or organizations, unless prior written permission provided by certification@netsuite.com

- On company letterhead

WHAT INDIVIDUALS MAY STATE VERBATIM:

- “I have passed the NetSuite [insert exam name] exam.”
- “I am a NetSuite Certified [insert certification type].”

WHAT COMPANIES OR ORGANIZATIONS MAY STATE VERBATIM, INSTEAD OF USING A LOGO:

- “We have [X number] NetSuite Certified [insert certification type].”

USAGE RESTRICTIONS RELATED TO DESIGN:

- The logo must be used in its entirety, as provided, with no changes to color, font, or missing parts of the design.
- Translation of text in the logo is not permitted.
- Multiple logos may not be combined into one logo.

- The name of the certified individual must always accompany the use of the logo.
- The logo and the name of the certified individual should be equally prominent.

For questions on certification logo usage, please email certification@netsuite.com.

BUILT FOR NETSUITE PROGRAM

The Built for NetSuite badge may be displayed on a partner SuiteApp, website, or in print that has fulfilled the requirements outlined in the SuiteApp Architectural Fundamentals & Examples (SAFE) document. Please refer to SAFE about the program requirements and requirements to maintain Built for NetSuite status.

