



BULLETPROOF CO-BRANDING GUIDELINES

JANUARY 2021

Bulletproof have a trusted brand that reflects our expertise and commitment to positive customer experiences. We believe that a strong partnership goes beyond simply giving good margins – we want our valued channel partners to be able to use our brand effectively to power their own strategic growth.

These guidelines contain our recommended co-branding practices along with details of how you can implement these in your marketing materials. Our partner team are always available to assist if you have questions that have not been covered – get in touch at partners@bulletproof.co.uk

We are proud to welcome you to our growing family of channel partners and know that you will share the responsibility of keeping trust in the Bulletproof brand strong.

WHY CO-BRAND?

Using two brands together clearly demonstrates partnership and a commitment to provide a new or enhanced service offering for customers. It enables both parties to:

ESTABLISH CREDIBILITY by highlighting and reflecting each other's assets and brand values and benefiting from the respect both companies have built up in their market.

EXTEND REACH through the efficient use of marketing resources and communications to the audiences both companies have built over time.

INNOVATE by coming together to offer a new product, service or way of doing business that isn't possible without the unique strengths of both brands.

Care needs to be taken to ensure co-branding does not misrepresent the product or service of either brand – these guidelines will help partners develop co-branded materials more easily, while still protecting the value of the Bulletproof brand and your own.

WHEN TO CO-BRAND?

Appropriate assets for co-branding include:

- Email marketing
- Product and service flyers
- Joint sales and solution briefs
- Event marketing, promotion and signage
- Creative digital assets including infographics and blog posts

As a member of the Bulletproof partner programme, you will have access to a range of existing templates for simple creation of co-branded assets.

Some assets that contain Bulletproof intellectual property or commercial information – for example technical documentation, sales enablement tools or whitepapers – may not be suitable for co-branding. If you are unsure whether a particular asset can be co-branded, please discuss this first with your Bulletproof partner lead.



LOGO USAGE

The Bulletproof brand is the most recognisable and important signifier of our company. When co-branding, it should always be used in accordance with the Bulletproof visual identity guidelines below:

DO'S

1. Use only the normal or inverted logos supplied in the onboarding pack, depending on darkness of background.
2. Always ensure a cross-hairs-width of margin around the logo in all dimensions, for both normal and inverted versions.
3. Use the correct colours for the Bulletproof logo as found on the Brand Card in your onboarding pack.
4. If using the two brands side by side in a 'lock up' format, both logos should be sized to be optically equal, with neither appearing as a leader through size.
5. Ensure that materials using the Bulletproof logo clearly indicate that you are independent from Bulletproof.

1.



2.



3.



CMYK
7/94/69/1
RGB
218/41/63



CMYK
75/22/0/0
RGB
29/157/217



CMYK
80/59/47/44
RGB
51/68/80

4.



LOGO USAGE

DON'TS

1. Do not edit, amend, distort or change the Bulletproof logo in any way.
2. Bulletproof logos, product names and the term Bulletproof cannot appear to be part of your trademarks, company name, product name or service name.
3. Do not take the Bulletproof logo apart, combine with any other words or graphics, translate them or combine with your logo in any way except for the equal 'lock up' shown on the previous page.
4. Do not use the Bulletproof logos in any manner that reflects negatively on Bulletproof.

1.



2.



3.



4.



PARTNER DOMINANT CO-BRANDING

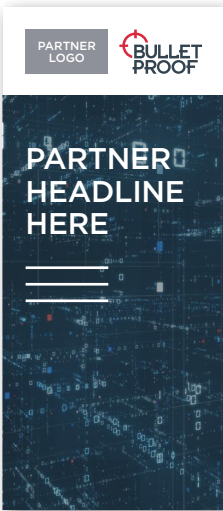
We understand that when our partners lead marketing activities, they will expect their brand to be at the forefront. Your designers should use your company’s visual identity and can place the Bulletproof logo where appropriate, ensuring they follow the logo usage guidelines detailed above.

The Bulletproof logo should still be optically equal in size to the partner logo and should not be edited in any way, but it can be placed in a visually subordinate position to your own.

ADVERTISING



EVENT SIGNAGE



LEAFLET



EMAIL HEADER



BRAND REVIEW

Final co-branded materials should be submitted to **partners@bulletproof.com** for review before external use.

QUESTIONS?

If you have any questions or ideas around co-branding or the Bulletproof Channel Partner programme, contact **partners@bulletproof.co.uk** or speak to your Partner Account Lead.

