

Insignia Usage Guidelines

Qualified Supplies Partner Program



The HP Qualified Supplies Partner insignia is proof to our customers that we are in this together. It is exclusive - a badge of honor - and a reflection of a deep partnership with HP.

Identifying our program

- When used standalone, the HP Qualified Supplies Partner insignia should be used as shown
- When used in body copy, the name of the program should be in HP Simplified Light font with capital letters as shown in the insignia

Usage

- To be used by the HP Licensed partners on collateral, websites, other supporting documents. Use of this insignia is not required, but optional for a partner to demonstrate their participation in this program.



HP Qualified Supplies Partner: Where do I use the insignia?

Usage details

To promote awareness of licensee relationship, the insignia:

- Should always be displayed in color unless manufacturing limitations exist
- Can be displayed in black and white if manufacturing limitations exist (not grayscale)
- Can be used online on the partner's website
- Is only for use by partners with a current corresponding contract with HP

Business use of insignias

- Do not lock up company logos with the insignia.
- Always position the insignia away from other logos.
- Surrounding elements should be in the company's look and feel to ensure the association with HP is not overstated.
- In small spaces, ensure that the insignia has the proper amount of clear space, and that the HP logo is not smaller than the minimum size.

HP Qualified Supplies Partner: Insignia misuse

Partner insignia don'ts

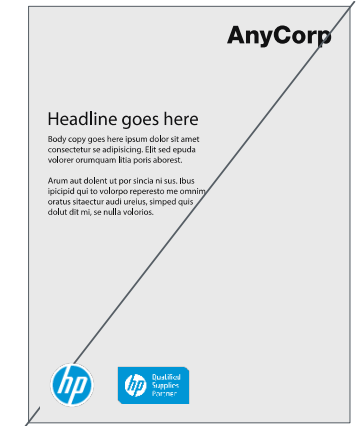
- Do not modify these insignias in any way—including color or proportion—from the original artwork supplied by HP.
- Do not reproduce the HP partner insignia any smaller than the stipulated minimum size.
- Do not make the channel partner logo more prominent than the HP partner insignia.
- Do not place the HP partner insignia on a busy or distracting background.



Don't place the Partner logo near the HP insignia.



Don't lock up the Partner logo with the HP badge.



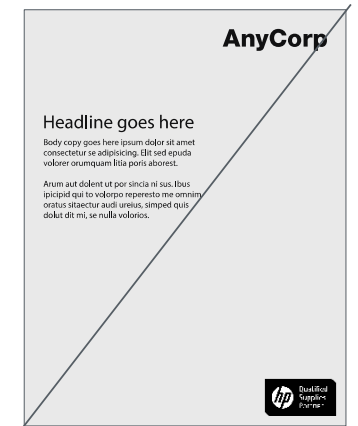
Don't use the HP logo with the HP insignia.



Don't float the HP insignia or use it to sign off body copy.



Don't make the HP insignia visually larger than the partner logo.



Don't change the color of the insignia.