



# Brand Guidelines



March 2024





**DELL TECHNOLOGIES PARTNER PROGRAM**



# Contents

Introduction	3
Brand Logos	4
Tier & Authorized Logos	5
Logo Usage	6
Do's and Don'ts	7
Services Competency Badges	8
Powered by Dell Technologies Logo	9
Digital Marketing Tool	10
Through-Partner Marketing Assets	11
Partner-Created Assets	12
Third-party Logos	13
Lifestyle Photography	14
Product Photography	15
Marketing Content for Sustainability & ESG	16
MDF Brand Governance	17
Media Usage	18
Copyright Usage & Disclaimers	19
Final Approvals Process & Requests for Exceptions	20



# DELL Technologies

Dell Technologies helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.

The purpose of this document is to provide an outline of the Dell Technologies partner brand guidelines — giving you guidance and direction when collaborating in go-to-market with Dell Technologies and/or when representing your relationship with us.

As a valued Dell Technologies partner, you are able to access a full portfolio of brand resources, which we have outlined in this document.

# Brand Logos

For an exception to use the Dell Technologies logo, submit a 3<sup>rd</sup> party logo license request with full activity details early in the planning process. For more information, please visit <https://brand.delltechnologies.com/logos/>



## DELL TECHNOLOGIES

The Dell Technologies flagship logo is used on Dell created through-partner demand generation campaign assets. **Partner Use is not generally permitted;** however, Partners [may request usage](#) for the following activities:

- OOH paid media activity
- Promoting and merchandising DT solutions and products
- Internal Partner internal Enablement



## DELL TECHNOLOGIES PARTNER PROGRAM

This logo is used by Dell Technologies to communicate to partners at events and partner facing activities. **Partner Use is not permitted**



## DELL TECHNOLOGIES TIER/AUTHORIZED

For Partners to identify their relationship in the Dell Technologies Partner Program (DTPP) they may use their tier logo. These logos are assigned based on Program Requirement criteria. This is the primary logo used by partners when executing activity funded by Marketing Development Funds (MDF).

## PRODUCT BRAND NAMES

Dell is the logo we use to refer to our product portfolio. **Partner Use:** Partners may seek approval for logo use when promoting Dell products and cataloguing product availability.

# BRAND LOGOS

## Tier Logos

Partner Program logos are used to identify your relationship with Dell Technologies. These logos are awarded based on partner attainment of Partner Program requirements by independent track.



Logos cannot be edited in any way, including removal of the container shape or making logo transparent

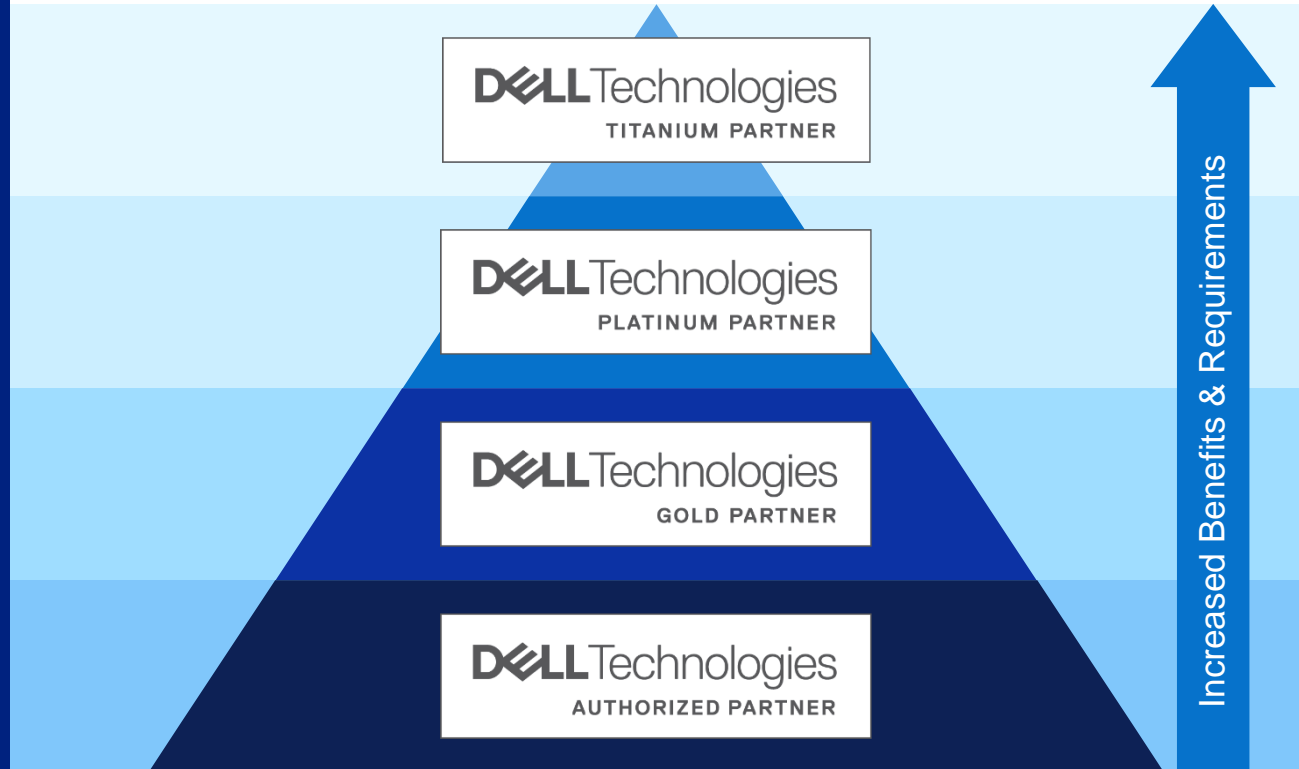


LOGOS

\*Must have a Dell Technologies Partner Portal account to access all Dell Technologies Partner Program resources.

### TIER LOGOS

Tiers range from Titanium, Platinum, Gold, and Authorized.



*Do not remove the container*



*Do not alter the container or contents*

# BRAND LOGOS

## Logo Usage

The use of Tier and Authorized logos must adhere to Dell Technologies brand requirements.



Logos cannot be edited in any way,

Partners can view and download their eligible metal tier or authorized logo packet from the Partner Portal. This packet includes the approved logo files which partners can use.



LOGOS

T&C

\*Must have a Dell Technologies Partner Portal account to access all Dell Technologies Partner Program resources.

### LOGOS

Tier logos can be used over any solid, gradient or photo if it meets minimum clear space requirements.

Transparent logos are not supported, and a solid white background must be kept behind the DT tier text.



#### CLEAR SPACE

Minimum clear space around the logo is defined as the height of the “D” in DELL.



#### MINIMUM SIZE

DIGITAL RGB  
171px wide



PRINT CMYK  
2.85” wide



# BRAND LOGOS

## Do's and Don'ts

Partner Program logos are used to identify your relationship with Dell Technologies. These logos are assigned based on Program Requirements criteria.

The use of Tier and Authorized logos must adhere to Dell Technologies brand requirements.



Logos cannot be edited in any way.



LOGOS

\*Must have a Dell Technologies Partner Portal account to access all Dell Technologies Partner Program resources.

### LOGOS DOS

**DO**

Scale proportionally



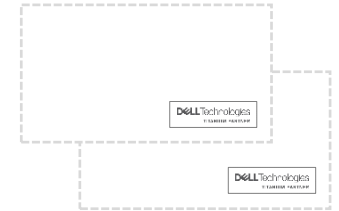
**DO**

Allow ample clear space



**DO**

Use on every page in conjunction with your own company logo



### LOGOS DON'TS

**DO NOT**

Change or edit the logo in any way



**DO NOT**

Squish



**DO NOT**

Add, change, or create a lock-up



**DO NOT**

Add a drop-shadow or glow



**DO NOT**

Skew or distort



**DO NOT**

Compress the file size



**DO NOT**

Lock up the Partner logo with the DT logo. The logos should be in separate placements.



BRAND LOGOS

# Services Competency Badges

The Proven Partner Services Competency badges enable partners to advertise their company's level of services delivery capabilities.

Partner companies who have earned a Proven Partner Services Competency will be able to download the logo from Program Tracker. Those partners may then display the corresponding badge(s) in their digital marketing materials.



BADGES

\*Must have a Dell Technologies Partner Portal account to access all Dell Technologies Partner Program resources.

## PROVEN PARTNER SERVICES COMPETENCIES

Minimum clear space around the badges is defined as the height of the D in Dell Technologies.





BRAND LOGOS

# Powered by Dell Technologies Logo

The use of the Powered by Dell Technologies logo provides branding of a qualified solution that's been built on Dell Technologies infrastructure.

The Powered by Dell Technologies designation is specifically authorized for use by OEM/embedded customers, Cloud Service Providers and Dell Technologies Edge and IoT Ecosystem Program.

Partners must earn and qualify for the use of the Powered by Dell Technologies logo and solution designation.

For CSPs, once qualified to use the designation, the partner may choose to use either the tier logo or the Powered by Dell Technologies logo to represent their Dell Technologies cloud provisioned solutions and cloud capability. The tier logo and Powered by Dell Technologies logos should NOT be used together.

When written as part of copy/text, please use this exact phrase written this way: powered by Dell Technologies (NOT: powered by DELL Technologies or powered by DELL TECHNOLOGIES)

**Example: Partner's X-as-a-Service is powered by Dell Technologies.**

**Contact your partner account team to learn how to qualify.**

## POWERED BY DELL TECHNOLOGIES

Minimum clear space around the badges is defined as the height of "D" in DELL.

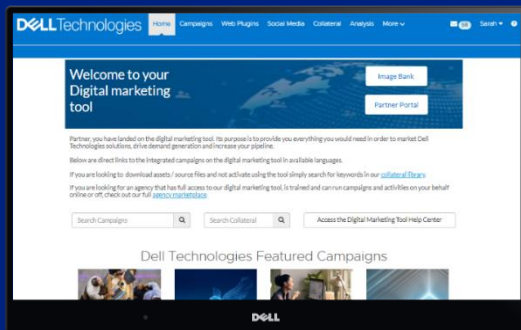


**DO NOT**  
Lock up the Partner logo with the DT logo. The logos should be in separate placements.



# Digital Marketing Tool (DMT)

The Digital Marketing Tool offers access to assets that will help you drive leads and customer engagement. The tool provides access to marketing campaign materials to help with email nurture campaigns, content syndication and activating social media. Through the tool you also have access to concierge marketplace and more.



DIGITAL MARKETING TOOL



## Searching for content

Pre-approved assets for through-partner campaigns, as well as assets, images and copy to assist you in building your own collateral.



## Utilizing campaigns

Fully laid out and organized campaigns are available, complete with marketing guides explaining benefits, target audience and guidance on how to best use each component.



## Content syndication

Content for you to use on your website, including complete solution pages to web and online banners.



## Activating social media

Pre-built social media posts to feature on your own social media platforms or create your own custom posts. You are also able to add accounts, link accounts and manage social streams for your accounts right through the tool.



## Concierge / agency marketplace

Dell approved and trained agencies within your region- they can be an all-inclusive service for your marketing needs that you can leverage your MDF with.

# Through-Partner Marketing Assets

Through-partner marketing assets created by Dell Technologies will carry the Dell Technologies logo. These assets will have a space for a partner to place their company logo.

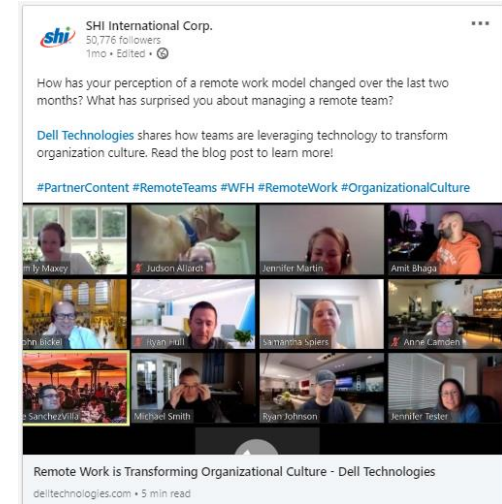
## THROUGH PARTNER ASSETS

Demonstration of proper usage of approved-for-partner Dell Technologies collateral.

**DO** allow for ample room between the Dell Technologies logo and your logo with all mediums: print and digital. This spacing is normally facilitated by flex fields through the DMT.

**DO** leverage our approved-for-partner-use assets when possible for a consistent brand image.

**DON'T** use more than one Dell Technologies logo at one time. Through-partner assets will be automatically defaulted with the Dell Technologies logo. Do not also add your DTPP tier logo - use the flex field to add your own company logo



# Partner-Created Assets

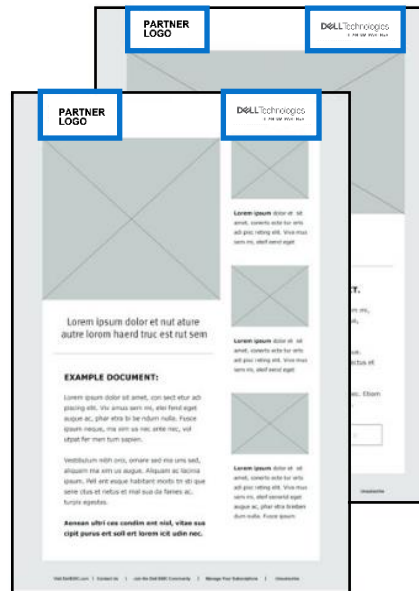
Here are some helpful examples to demonstrate the proper logo use and placement. These are not intended to reflect a recommended layout or design for your marketing asset, but they are purely an example of logo placement.

All Partner created collateral must be approved by Dell Technologies. Please work with your PMM for approvals.

## PARTNER CREATED ASSETS

Demonstration of proper usage of Program Tier logo and Partner Company logo on partner-created assets.

**DO** allow for ample room between the Dell Technologies Partner Program Tier logo and your company logo with all mediums: print and digital.



# PARTNER-CREATED ASSETS

## Third-party Logos

For Partners using the Dell Technologies brand with other approved vendors, co-branding is permitted but may only be used with solutions in which the infrastructure is approved. Logos must have clear separation and the Dell Technologies logo must be focus / hero logo.

### THIRD PARTY LOGO USAGE:

Partners must adhere to both the Dell Technologies and Vendor guidelines for logo usage.

Dell Technologies Authorized Distributor Logo



Intel Corporate Logo



Intel Processor Badges



INTEL BADGES



MICROSOFT  
BADGES

### DELL TECHNOLOGIES WITH THIRD-PARTY

If a strategic vendor (e.g., Intel or Microsoft) has an MDF contract in place, there must be separation between the Dell Technologies logo and the third-party logo.



# Lifestyle Photography

Lifestyle imagery can be used as a way to relate to customers. Partners should use their own lifestyle photography where possible. Dell Technologies does use images integrated into specific campaign collateral. This collateral must not be amended, and the embedded images should not be reused as imagery is only licensed for that specific use.

Lifestyle imagery is available through the Digital Marketing Tool.

## LIFESTYLE PHOTOGRAPHY DOS

**DO** use images that are specific to the content in which they sit

**DO** use images of people in genuine situations

**DO** use images from events or photo shoots that are candid and unposed

**DO** use images that are inclusive and acknowledge the similarities and differences among us, such as gender, race, disability, nationality, sexual orientation and culture

**DO** use images that incorporate a dominant blue tone or tone-on-tone color that matches the blue family within the Dell color palette



## LIFESTYLE PHOTOGRAPHY DON'TS

**DON'T** use imagery which shows or features competitive products.

**DON'T** pull imagery from existing Dell Technologies provided assets, as this violates the licensing of that specific piece of collateral.

**DON'T** use images that associates our brand with negative content or activity.

# Product Photography

Product photography is used in many ways, but its primary responsibility is to create desire. Imagery is created to showcase the beauty and functionality of our products, while bringing forward the unique characteristics and personality of each one. Images are used to show the industrial design as well as the usefulness of our technology in order to educate the viewer.

Stock Product Photography is available through the DMT



DIGITAL MARKETING TOOL

\*Must have a Dell Technologies Partner Portal account to access all Dell Technologies Partner Program resources.

## PRODUCT PHOTOGRAPHY DOS

**DO** show products with appropriate screen-fills when possible.

**DO** avoid showing too many products at once to keep the layout clean and less cluttered.



## PRODUCT PHOTOGRAPHY DON'TS

**DON'T** show multiple products with different lighting, shadows, reflections and ground planes.

**DON'T** show or display competitor products when creating material representing our partnership. Partners may use our approved product imagery in their assets.



# Marketing Content Focused on Sustainability & ESG

(Environmental, social and governance)

This section is to provide guidance on how to write or talk about Dell's commitment to social and environmental impact.

Co-branded ESG assets must be reviewed and approved by your PMM.

 [ESG PARTNER PORTAL](#)

 [ESG PARTNER MDF PLAYBOOK](#)

 [SUSTAINABILITY KNOWLEDGE CENTER](#)

 [SUSTAINABILITY & ESG COMPETENCY](#)

## TERMS TO AVOID, TERMS TO USE

Here is a sample of the most frequent terms we see showing up in sustainability content and creative with suggestions of alternatives.

TERMS TO AVOID:	INSTEAD USE:
<p>Do not use broad, unclear phrases such as 'green', 'eco-', 'eco-friendly' or 'climate-friendly'.</p> <p><i>(ex: do not say our products can "green" your business" or "buy our 'green' products and solutions.)</i></p> <p><i>Exception: 'Green Data Center' as an industry term.</i></p>	<p>Made with sustainable materials like...</p> <p>Our sustainable data center solutions offer increased energy efficiency.</p> <p>Partnering to create a responsible supply chain <i>(ex. We make our products with sustainable materials like...X)</i></p> <p>Be specific on the attribute:</p> <ul style="list-style-type: none"> <li>• Designed to reduce environmental impact</li> <li>• Energy-efficient</li> <li>• Made with recycled or renewable materials (including percentage in disclosure)</li> </ul>
<p>Don't say or use the phrase 'Right-to-Repair.'</p>	<p>Focus on repair or repairability. Dell designs products to be easier to repair and provides customers with easy access to the resources, spare parts and support they need should they wish to repair their products themselves.</p>
<p>Do not proactively discuss carbon offsets, carbon tax or use the term carbon neutral.</p>	<p>Dell has set a goal to reach net zero greenhouse gas (GHG) emissions across scopes 1, 2 and 3 by 2050. <i>(Note: Do not write: Net-zero, Net Zero, "net zero", but sentence case: Net zero, net zero)</i></p> <p>Dell is working to reduce the <a href="#">product carbon footprint</a> of their products. <i>(we are not currently offering carbon-neutral products)</i></p>
<p>Dell's company-level focus on sustainability as an "agenda" or "initiative."</p>	<p>Use words like Dell Technologies' sustainability "strategy", "commitment", "plan", "priorities" or "goals"</p>
<p>Leadership claims or statements without legally-approved claims attached to them.</p>	<p>Legally-approved claims that are substantiated and approved.</p> <p>Use Dell legally-approved claims within the <a href="#">Sustainability Knowledge Center</a>.</p>
<p>Don't use the following terms:</p> <ul style="list-style-type: none"> <li>• Progress Made Real</li> <li>• Social Impact</li> </ul>	<p>Do use:</p> <ul style="list-style-type: none"> <li>• Business and societal</li> <li>• Social and environmental</li> <li>• Societal</li> </ul>



# MDF Brand Governance

To qualify for reimbursement through the MDF program, partner-led marketing activity must represent Dell Technologies appropriately.

All marketing materials created by the partner should carry designated Dell Technologies Partner Program Tier logo and a partner’s own company logo.

Through-partner marketing assets created by Dell Technologies will carry the Dell Technologies logo. These assets will have a space for a partner to place their company logo.

## PARTNER MARKETING ASSETS BRAND GUIDANCE

<b>AWARENESS</b>	Branding/ Merchandise	<ul style="list-style-type: none"> <li>Dell Technologies logo if purchased through Dell Events shop</li> </ul>
	Awareness Event	
<b>DEMAND GENERATION</b>	Digital & Print	<ul style="list-style-type: none"> <li>Partner created materials: Dell Technologies Partner Program Tier logo &amp; company logo</li> </ul>
	Partner Event	<ul style="list-style-type: none"> <li>“Through-partner” materials: Dell Technologies pre-branding &amp; company logo</li> </ul>
	Industry Event	
	Telesales	<ul style="list-style-type: none"> <li>Always represent as your own company</li> <li>Refer to your relationship with Dell Technologies or refer to Dell Technologies products/solutions</li> </ul>
<b>ENABLEMENT</b>	Partner Event	<ul style="list-style-type: none"> <li>Partner created materials: Dell Technologies Partner Program Tier logo &amp; company logo</li> <li>“Through-partner” materials: Dell Technologies pre-branding &amp; company logo</li> </ul>

There are certain circumstances where partners may be permitted to use the Dell Technologies logo on marketing materials THEY create. For example, for TV commercials or out-of-home assets (billboards, airports). Such use of the Dell Technologies logo always requires pre-approval from Dell.

# Media Usage

Partners who are members of the Dell Technologies Partner Program should follow the given guidelines for use of Dell Technologies assets within marketing materials, such as presentations, event assets, emails, website presence, social media posts, etc.

## MEDIA

Partners should use their designated Dell Technologies Partner Program Tier logo and their own company logo on all their marketing materials (emails, social media, paid media, event assets) when referring to their relationship with Dell Technologies.

The Dell Technologies Partner Program Tier logo should be separated from the partner company logo with proper clear space (e.g. one logo on the right, one logo on the left).

## KEYWORD SEARCH

Dell Technologies does not provide approval or permission to external partners to use the Dell Technologies trademarks in any search engine advertising. This means that partners cannot bid on any Dell Technologies keywords (ex. Google AdWords) OR if advertisements appearing on search engines. This is due to the cost effect it has on our campaigns, loss of brand control and the difficulty to police/manage external agencies.

Please note that there are workarounds to this by region, so please work with your regional contacts for confirmation.

Please note: Industry standard terms like cloud, software, server, storage, laptop, etc. are not trademarked terms and are approved to use. Please work with your PMM to determine appropriate SEO/SEM keywords that you may use without violating this policy.

# Copyright Usage & Disclaimers

Dell Technologies owns the copyright to all assets provided through our resources.

 [TERMS & CONDITIONS](#)

# Final Approvals Process & Requests for Exceptions

All Partner created collateral must be approved by Dell Technologies.  
Please work with your PMM for approvals.

For an exception to use the Dell Technologies logo, please submit a [3<sup>rd</sup> party logo license request](#) with full activity details early in your planning process to ensure compliance.

For all other exception requests to any policy herein, please work through your PMM to make your request to our Partner brand manager.