
Cisco Jabber Edition for Channel Partners

Contents

Channel Partner Usage	Introduction	3
	Overview	4
	Cisco Jabber Name and Cisco Jabber App Icon	5
	Photography	6
	Messaging	8
	Call to Action	11
	Graphic Application	12
	Incorrect Usage	13
	Public Relations and Cisco Career Certifications	19
	Legal Requirements	20
Contacts	Emails and Websites	21

Channel Partner Usage

Cisco Jabber Edition
Introduction

Introduction

As one of the world's most valuable brands, Cisco has strong recognition in the minds of our customers. The brand of a company becomes even stronger when aligned with companies that provide complementary products, services and solutions. We encourage partners to take every opportunity to highlight your relationship with Cisco by using the Cisco Partner Relationship Logo for which you have qualified.

This guide will help you position Cisco Jabber within your offerings as they appear in a variety of marketing communications.

Channel Partner Usage

Cisco Jabber Edition
Overview

Overview

To assist qualified partners in creating market differentiation for themselves and the solutions they deliver, Cisco has created specially designed channel partner relationship logos for specific levels of certification and authorization. You may use the logo for the certification level you have achieved in accordance with these guidelines and other applicable program agreements.

The following guidelines are relevant to Cisco's Collaboration Application offering for Jabber. These guidelines define the requirements for use of Cisco Jabber product assets including screen shots, imagery and positioning. The guidelines, terms and conditions stated herein are in addition to all other terms and conditions, application terms and conditions, agreements or Direct Contracts. Except as expressly authorized in writing by Cisco, you are authorized to use the branding guidance as applicability of your product, services or solutions offerings as it relates to Cisco Jabber. Simplicity is the key to great marketing. In order of priority the Cisco Partner Relationship Logo should take precedence in your marketing communications branding. The following guidelines are provided when using imagery to explain your product, service or solution integration with Cisco Jabber.

Jabber as a Product Line Under the Cisco Brand

Cisco's global presence provides significant opportunities to reach new markets and cross-sell and upsell your customers. Compliance with the standards outlined in this document will strengthen the preference for Cisco Collaboration Applications solutions including Cisco Jabber. Adherence to these guidelines also strengthens the relationship between Cisco partners and the master brand, Cisco.

Partner Benefits

All visual communications must clearly convey Cisco Jabber with the use of photography, images, screen shots and the app icon. You may use the treatment provided in accordance with these guidelines and other applicable program agreements.



The Partner logo used in this guide is only representative. Please use the Channel Partner logo from the Cisco channel program for which you qualify.

Channel Partner Usage

Cisco Jabber Edition
Cisco Jabber Name
Cisco Jabber App Icon

Cisco Jabber Name

There is no wordmark for Cisco Jabber—in the same way that there is no wordmark for other Cisco products (Cisco TelePresence™, Cisco Catalyst™, etc.). The first instance of Cisco Jabber in text should include the trademark symbol: Cisco Jabber™.

Cisco Jabber is the application and can be used on different platforms and devices, such as Windows(™), iPad(™). However the application name is Cisco Jabber. Do not use device names or operating systems as a descriptor of Cisco Jabber (do not use: “Cisco Jabber for Windows” or “Cisco Jabber for iPad”, do use “Cisco Jabber”).

Cisco Jabber App Icon

This Cisco Jabber App Icon should always be used with screenshot imagery. Never redraw, recreate, or re-color the Cisco Jabber App Icon. Modification of the icon diminishes its impact and weakens recognition in the marketplace.

See the Incorrect Usage section in this guide for more information.



Channel Partner Usage

Cisco Jabber Edition
Photography

Key Design Elements: Product Photography Assets

An elegant set of new images illustrating mobility and collaboration is available for you to use in marketing collateral. A sampling of the images follow.

These guidelines will help ensure consistent creative executions across the full spectrum of campaign materials:

DO

- Choose subjects that reflect the dress and character of the Information Technology Decision Makers (ITDM) roles in your geography. You may use groups to represent ITDMs and Business Decision Managers (BDMs), provided all characters are looking either at the camera or are shown through the devices—consistency in talent on the device used is essential.
- Place people in simple environments that reflect the campaign objectives—e.g., office versus mobile on the go.
- When using groups of photos, use images that have similar lighting and shadows so photo will appear to be in a natural setting.

DON'T

- Don't choose busy, distracting, or irrelevant backgrounds or alternative technologies that do not represent the Cisco Jabber interface or usage.
- Don't crop pictures so high above the shoulder that they become floating heads.
- Don't compose pictures so that subjects are too close together.



AM06676.jpg



AL59359.jpg



AL60897.jpg



AL60956.jpg

Channel Partner Usage

Cisco Jabber Edition
Photography

Cisco Jabber Product Photography

Cisco Jabber product photography is created with a cluster of screen captures and the Cisco Jabber app icon. Do not use the Cisco Jabber app icon without the screen captures. Do use the right device to illustrate the right screen captures.



Channel Partner Usage

Cisco Jabber Edition
Messaging

Positioning and Messaging Summary

The following positioning and messaging summary provides approved copy for Cisco Jabber marketing campaigns.

Cisco Jabber Solution		
SHORT MESSAGE	Cisco® Jabber delivers the broadest choice of communication capabilities on leading devices so you can be productive from anywhere.	
EXTENDED MESSAGE (EXTERNAL READY)	(SHORT copy) 50 WORD	(EXTENDED copy) 250 WORD
	Cisco® Jabber is a unified communications (UC) application that lets you be more productive, anytime, from anywhere on any device. You can quickly and easily find people, see if and how they are available, and collaborate using your preferred method, including instant messaging (IM), voice, video, voice messaging, desktop sharing, and conferencing.	Cisco® Jabber unified communications (UC) application lets you be more productive, anytime, from anywhere on any device. Wherever you are, you can quickly and easily find people, see if and how they are available, and collaborate using instant messaging (IM), voice, high-definition video, voice messaging, desktop sharing, and conferencing. Jabber gives you the power to work your way, from any device and within the familiar applications and business processes you use every day.
	(LONG copy) 150 WORD	
	Cisco® Jabber unified communications (UC) application lets you be more productive, anytime, from anywhere on any device. Wherever you are, you can quickly and easily find people, see if and how they are available, and collaborate using instant messaging (IM), voice, high-definition video, voice messaging, desktop sharing, and conferencing. Jabber delivers a collaborative experience from your preferred device that lets you be equally productive whether mobile or at your desk.	Communications and collaboration are changing to be inherently more mobile, social, visual and virtual. Cisco Jabber delivers a collaborative experience from your preferred device that lets you be as productive when mobile as you are at your desk.
	Cisco Jabber takes advantage of intelligence in Cisco networks and Cisco Unified Communications Manager to deliver secure, reliable, and high quality communications. Jabber puts IT in control with deployment flexibility and investment protection by delivering a consistent experience across on-premises and cloud-based deployments and by utilizing industry standards to ensure interoperability across Cisco and third-party solutions.	Cisco Jabber takes advantage of intelligence in Cisco networks and Cisco Unified Communications Manager to deliver secure, reliable, and high quality communications. Secure and interoperable, Jabber puts IT in control with deployment flexibility and investment protection. You get a consistent experience across on-premises and cloud-based deployments—and Jabber utilizes industry standards to ensure interoperability across Cisco and with third-party solutions.

Channel Partner Usage

Cisco Jabber Edition
Messaging

Positioning and Messaging Summary

Cisco Jabber Application				
THEME (EXTERNAL READY)	Work Your Way: Productivity, employee choice, flexibility	Deliver secure, reliable, high-quality unified communications solutions: Maximize and extend IT investments and budget	Extend Communications: Integrate into existing business applications and processes	Stay Connected: Collaborate anytime, anywhere, from any device
BENEFITS STATEMENT (EXTERNAL READY)	<ul style="list-style-type: none">• Enrich productivity with any form of communications, anytime, anywhere, on any device• Deliver the best user experience across PC, Mac, tablet, phone• Maximize cost savings through mobility by reducing physical office space requirements	<ul style="list-style-type: none">• Achieve secure, reliable, high quality communications across desktop and mobile devices with the highest-quality user experience• Optimize existing collaboration applications through interoperable and integrated communications• Save money and resources with a flexible, simple architecture and choice of deployment models	<ul style="list-style-type: none">• Integrate with existing business applications to bring mobility throughout the enterprise• Extend existing investments with quick and easy add-on of voice, video, and conferencing• Speed time to market and agility with click-to-'X' communications and collaboration	<ul style="list-style-type: none">• Work when and where you want from your preferred device—from all the places you go: in the office, at home, on the road• Work the way you want without compromising your productivity: get the same experience and capabilities from your mobile device as your desktop• Communicate from within familiar applications and business processes instead of needing multiple, separate applications

Channel Partner Usage

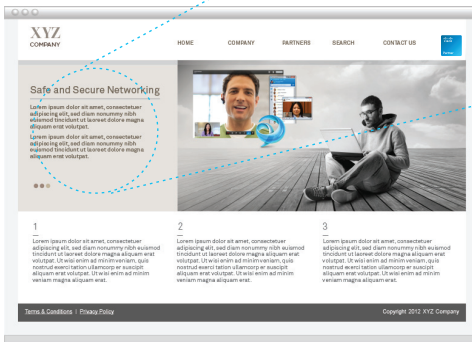
Cisco Jabber Edition
Messaging

Basic Writing Terminology

When describing Cisco Jabber product and service compatibility to your end customers, use the following approved terminology:

- Cisco® Jabber™ works with [product or service]

Cisco® Jabber™ works
with voice, video, and more.



Use “Cisco Jabber works with [product or service]” within descriptive copy.

Use “Cisco Jabber works with [product or service]” as a call to action.

Channel Partner Usage

Cisco Jabber Edition
Call to Action

Consistent Call to Action (CTA)

The family of Call to Actions associated with Cisco Jabber are employed below by various marketing communications vehicles. In order to maintain consistency with approved guidance these call to actions should be used. Any context outside of the below should not be used.

Email to Customer	Event Promotion	Collateral	Digital Banner Ad	Print Ad
Download Cisco Jabber (LINK TO APP STORE)	Register Today (LINK TO EVENT REGISTRATION)	Contact [Partner Name] for more info / request a Cisco Jabber demo	Download Cisco Jabber (LINK TO APP STORE)	See Cisco Jabber in Action (LIST URL)
See Cisco Jabber in Action (LINK TO VIDEO)			See Cisco Jabber in Action (LINK TO VIDEO)	
Find out Why Cisco Jabber (LINK TO ASSET E.G. WHITEPAPER)			Find out Why Cisco Jabber (LINK TO ASSET E.G. WHITEPAPER)	
Try Cisco Jabber Now (LINK TO DEMO VOD)			Try Cisco Jabber Now (LINK TO DEMO VOD)	

Channel Partner Usage

Cisco Jabber Edition
Graphic Application

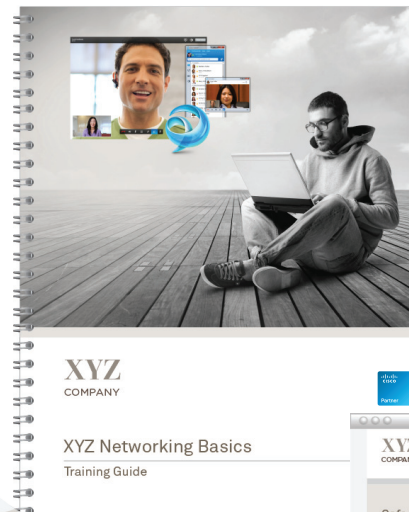
Graphic Application

Location matters. Cisco partner logos should serve only as endorsements of your brand. Use the Cisco partner logo on the same page with your company logo to make our endorsement of your company apparent. Your company logo should be larger and appear in a more prominent place. Create a sense of balance and distance between the two logos to visually communicate the correct relationship between our two organizations.

These sample layouts include examples of best practices for applying the Cisco partner logo and the Cisco Jabber app icon in brochures, on webpages, in training manuals and on packaging.



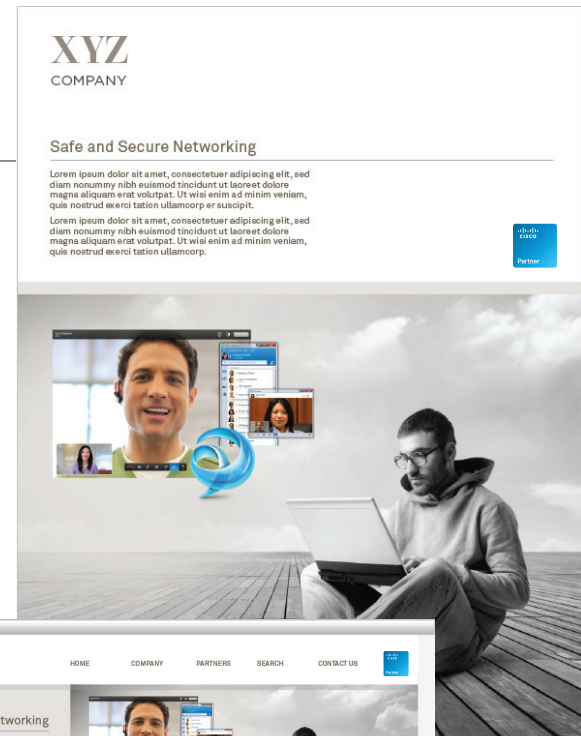
PACKAGING



TRAINING MANUAL



WEBPAGE

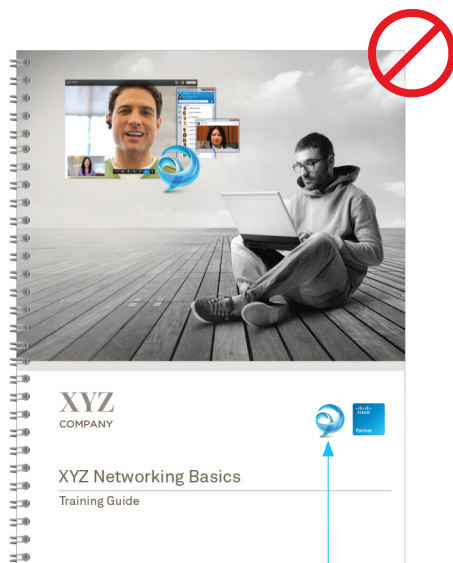


BROCHURE

Channel Partner Usage

The Cisco Jabber Edition
Incorrect Usage

Incorrect Usage



**CISCO JABBER APP
ICON IS INCORRECTLY
STAGED WITH THE
RELATIONSHIP LOGO**

Do not stage the Cisco Jabber app icon in two locations or without the Cisco Jabber screen captures.



**CISCO JABBER APP
ICON IS INCORRECTLY
COMBINED WITH THE
RELATIONSHIP LOGO**

Do not create new relationship logos with the Cisco Jabber app icon.



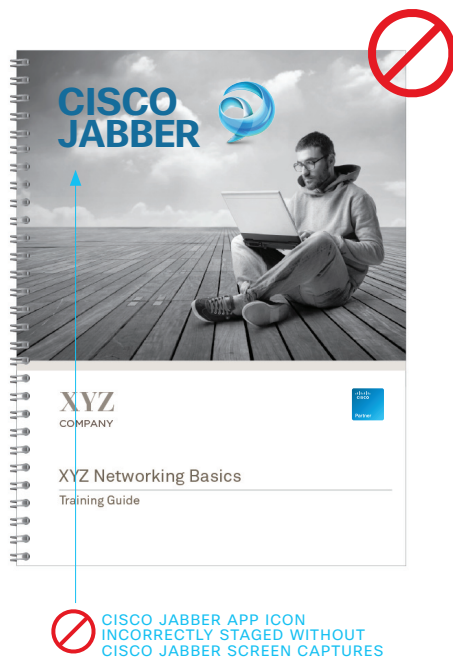
**CISCO JABBER APP ICON IS
INCORRECTLY STAGED NEXT
COMPANY LOGO**

Do not stage the Cisco Jabber app icon in two locations or without the Cisco Jabber screen captures. Do not place the app icon in a position that would suggest it is a partner company.

Channel Partner Usage

The Cisco Jabber Edition
Incorrect Usage

Incorrect Usage



Do not stage the Cisco Jabber app icon without the Cisco Jabber screen captures. Do not create logotypes for the Cisco Jabber product.



Do not use the Cisco Jabber app icons as the primary visual. Always stage the icon with Cisco Jabber screen captures. The app icon should not be more prominent than your company's logo.



Do not stage the Cisco Jabber app icon where the Cisco partner relationship logo should be. Always include the Cisco partner relationship logo on any piece that discusses Cisco Jabber products.

Channel Partner Usage

Cisco Jabber Edition
Incorrect Usage

Cisco Jabber Language: Incorrect Usage

~~Jabber Me~~ ❌

~~Jabber Time~~ ❌

~~Jabber Talky~~ ❌

~~Moves Like Jabber~~ ❌

~~Jibba Jabber~~ ❌

~~Take a Jabber~~ ❌

~~Jabberific~~ ❌

~~Jabberfy~~ ❌

~~iJabber~~ ❌

~~Jabby~~ ❌

~~JBR~~ ❌

~~Jabbercise~~ ❌













Don't create catch phrases or slogans with the Cisco Jabber name. This diminishes the name of the Cisco Jabber software product.

Do not make new words with the Cisco Jabber product name.

Channel Partner Usage

Cisco Jabber Edition
Incorrect Usage

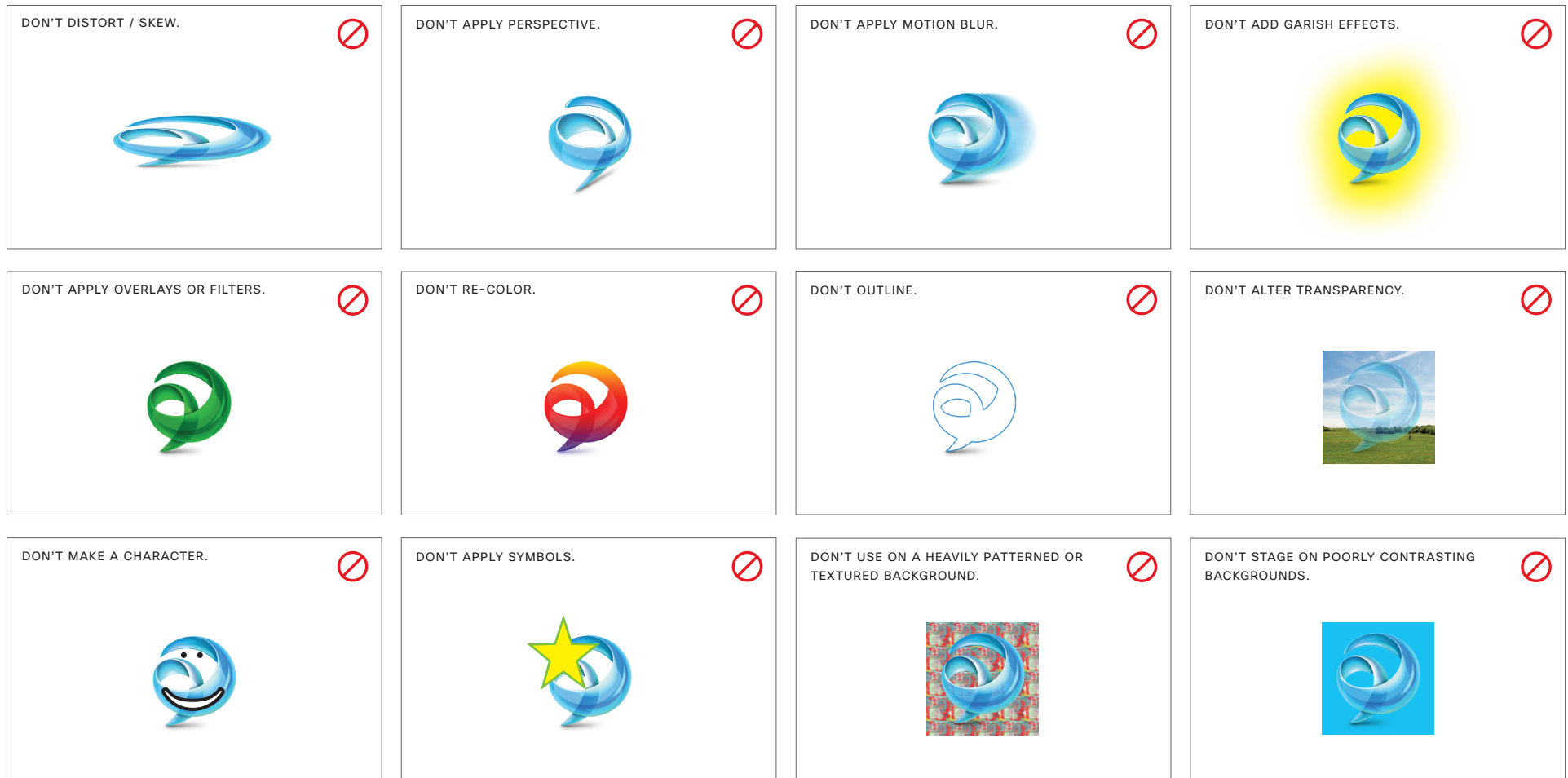
Cisco Jabber App Icon: Incorrect Usage

<p>DON'T USE WITHOUT SCREEN CAPTURES</p> 	<p>DON'T USE NEXT TO PARTNER RELATIONSHIP LOGO AND YOUR BUSINESS LOGO.</p> 	<p>DON'T USE NEXT TO CISCO LOGO AND YOUR BUSINESS LOGO.</p> 	<p>DON'T USE NEXT TO YOUR BUSINESS LOGO.</p> 
<p>DON'T MAKE NEW CISCO LOGOS.</p> 	<p>DON'T MAKE JABBER LOGOS.</p> 	<p>DON'T MAKE NEW PARTNER RELATIONSHIP LOGOS.</p> 	<p>DON'T USE NEXT TO PARTNER RELATIONSHIP LOGO.</p> 
<p>DON'T REVERSE OUT OF DARK BACKGROUNDS.</p> 	<p>DON'T USE IN A SENTENCE.</p> 	<p>DON'T USE IN A WORD OR A PHRASE.</p> 	<p>DON'T USE IN LOADING SEQUENCE.</p> 

Channel Partner Usage

Cisco Jabber Edition
Incorrect Usage

Cisco Jabber App Icon: Incorrect Usage



Channel Partner Usage

Cisco Jabber Edition
Incorrect Usage

Cisco Jabber: Incorrect Usage

The Cisco Jabber app icon and Cisco Partner Relationship logo should never be silk screened, embroidered, or transferred to products, equipment, or promotional merchandise. Doing so gives the impression that Cisco Jabber is a brand or sub-brand.



Channel Partner Usage

Cisco Jabber Edition
Public Relations and Cisco
Career Certifications

Public Relations and Cisco Career Certifications Legal Requirements

Public Relations

Before creating PR highlighting your participation in a Cisco program, you must work with your Cisco program office to obtain all appropriate approvals. Please review the Cisco PR Guidelines.

Cisco PR Guidelines:

www.cisco.com/web/partners/market/public-relations.html

Cisco Career Certifications

The following information is specific to Cisco Career Certifications which you will need to be familiar with if you refer to them in your materials. The certification logos may not be used in reference to a company or other legal entity without referring to the certification holder's name.

Required Trademark and Trademark Notice

The next page provides the Notice required for use as a Cisco Learning Partner or a Cisco Learning Specialized Partner. If you also refer to Cisco Career Certifications you must use the Notice below, and it must be customized depending on which Cisco Career Certifications you use in your material. For example, if you mention CCNA, CCIP, and CCDP in your text, you must list just those three acronyms in the trademark notice.

We have included all current certifications in the Notice, delete those that you do not reference. Please check the Cisco Website <http://www.cisco.com/web/siteassets/legal/trademark.html> to confirm that no new certification trademarks have been added since the release of this guide.

"Cisco, the Cisco logo, Cisco Systems, CCIE, the Cisco Certified Internetwork Expert logo, CCIP, the CCIP logo, CCNA, the CCNA logo, CCNP, the CCNP logo, CCDA, the CCDA logo, CCSP, the CCSP logo, CCVP, the CCVP logo, CCDE, the CCDE logo, CCENT, the CCENT logo, CCDP, and the CCDP logo are trademarks or registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries."

Referencing a Certification Program in Text

Do not directly combine the Cisco name with your company name. All Cisco Career Certifications are trademarks or registered trademarks of Cisco Systems, Inc. Please only use the certification acronym (for example, CCNA®) in reference to the different certification levels, never spell out the acronym.

Inappropriate references to Certifications:

- Do Not Say: "The Cisco Certified Network Associate (CCNA) certification indicates knowledge of..."
- Do Not Say: "Jane Smith is a CCNA" or "XYZ Company is CCNA certified"
- Do Not Say: "John Smith is a CCIE" or "XYZ company is CCIE certified"

Appropriate references to Certifications:

- Do Say: CCNA® certification indicates knowledge of...
- Do Say: "Jane Smith is certified under the CCNA® program" or "John Smith, CCNA® certified"
- Do Say: "John Smith is certified under the CCIE® program; CCIE No. 1234" or "John Smith, CCIE No. 1234"

Channel Partner Usage

Cisco Jabber Edition
Legal Requirements

Legal Requirements

Required Trademark and Trademark Notice

Unless required to use a more specific legend by any agreement you may have with Cisco, you agree to use the following notice on the page where the logo appears or where there are other legal notices:

"Cisco, the Cisco logo, and Cisco Systems are trademarks or registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries."

Referencing Learning Programs in Text

Do not directly combine the Cisco name with your company name.

Never use abbreviations to refer to your relationship to Cisco (for example, XYZ Company is a Cisco Systems Associate, or part of the CLP program).

Inappropriate references to the program:

- Do Not Say: XYZ Cisco Learning Partner
- Do Not Say: XYZ Company's Cisco course

Appropriate references:

- Do Say: XYZ Company delivers authorized Cisco xxx services.
- Do Say: XYZ is a Cisco Learning Specialized Partner.

Program Participation and Duration

If at any time your agreement with Cisco for participation in the program terminates, you must stop using the logo and other materials provided by Cisco. Additionally, advertisements and other materials promoting your membership in the program must cease. Incorporation of the logo on materials or electronic information distribution

systems must cease as soon as practically possible, but no later than 30 days from the date of receipt of termination notice from Cisco, or as set forth in the program agreement between Cisco and your company.

Privacy Policy

Please note that Cisco has strict policies regarding the sharing of mailing lists consisting of people that have opted-in to receive mail from Cisco. Any time a mailing list maintained by Cisco is used, the message and visual identity of a communication must be led by Cisco. Program member information may appear in the context of a communication that is sent to members of a list maintained by Cisco, but the rules for Cisco branded communication must be followed. Any program member obtaining a Cisco list will be required to sign agreements governing use of the list. For details about the Cisco Privacy Policy visit www.cisco.com/web/siteassets/legal/privacy.html

Use of the Term "Partner"

Use of the Cisco logo shall not be construed to create or constitute a partnership between your company and Cisco. Use of the term "partner" in the logo or in these guidelines is for convenience only and is not an indication of a partnership relationship between your company and Cisco.

Review Process

Cisco reserves the right to review and approve your use of the logo at any time. Samples of materials that include use of the logo must be provided as requested and you will make modifications to your use of the logo as Cisco may request. Cisco has the right to terminate, for any reason and without prior notice, your use of the logo. Cisco has the right, at any time and without cause, to modify or suspend the terms of these guidelines.

Terms and Conditions

Your agreement to the terms below is a condition to receiving rights to display the logo. If you do not agree to these terms you will have no rights to use the logo in any fashion.

1. You agree to abide by both the trademark usage guidelines contained in this document and the Cisco Trademark Policy as amended from time to time. The Cisco Trademark Policy can be found at http://www.cisco.com/web/about/ac50/ac47/about_cisco_brand_center.html. The guidelines and policies above are incorporated herein by reference and are subject to change without notice.
2. You acknowledge Cisco's rights in the logo and agree not to adopt, use, register, or attempt to register anywhere in the world any logo or trademark confusingly similar to the logo. You agree not to challenge the validity of Cisco's rights in the logo. You will acquire no rights in the logo through your use and shall take no action inconsistent with Cisco's interest in the logo. If you do obtain rights in the logo, you will grant those rights back to Cisco.
3. You understand and agree to abide by Cisco's review process.
4. CISCO DISCLAIMS ALL WARRANTIES REGARDING THE LOGO INCLUDING WARRANTIES OF TITLE AND OF NONINFRINGEMENT OF THIRD-PARTY RIGHTS AND ANY WARRANTIES THAT MAY BE IMPLIED BY APPLICABLE LAW. CISCO DOES NOT GRANT ANY INDEMNITY AGAINST INFRINGEMENT OR OTHER CLAIMS ARISING FROM YOUR USE OF THE LOGO UNDER THESE TERMS AND CONDITIONS. YOUR USE OF ANY SUCH LOGO IS AT YOUR OWN RISK, AND YOU AGREE TO INDEMNIFY CISCO AGAINST ALL CLAIMS AND LIABILITY THAT MAY ARISE FROM YOUR USE OF THE LOGO.
5. You agree that Cisco has the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the logo or other Cisco trademarks.

Contacts

Cisco Brand Strategy

Cisco Brand Center
www.cisco.com/go/brand

Email
brand@cisco.com

Cisco Learning Partner, Cisco Learning Specialized Partner and Cisco Learning Business Partner Programs

Website
www.cisco.com/go/learningpartners

Cisco Career Certifications Program

Website
www.cisco.com/go/certifications