

ORACLE® + NETSUITE

Partner Brand Guide

v2

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01 IDENTITY

ONE COLOR BLACK

ORACLE® + NETSUITE

ONE COLOR WHITE



TWO COLOR

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 logotype 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.

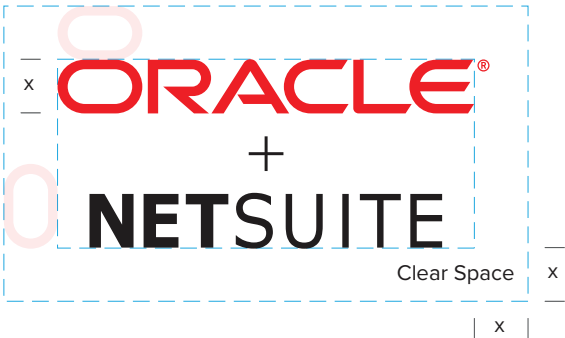
⊘ Do not change orientation, proportions, or color of logo

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

ORACLE®
+
NETSUITE



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.



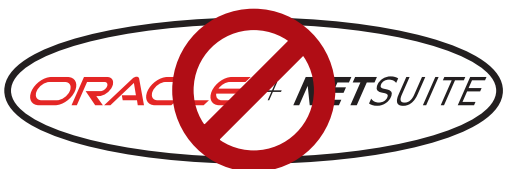
Do not stretch the Oracle acquisition logo.



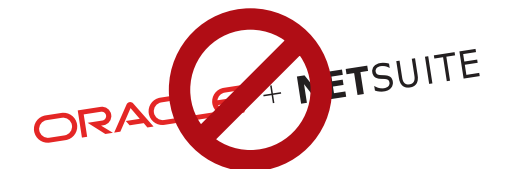
Do not use a three-dimensional version of the Oracle acquisition logo in a two-dimensional format.



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
Proxima Nova
Web and print

Aa

BLACK 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

BOLD 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

SEMIBOLD 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

MEDIUM 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

REGULAR 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

Typography remains the same with the addition of the Black weight.

SECONDARY
Arial
Decks

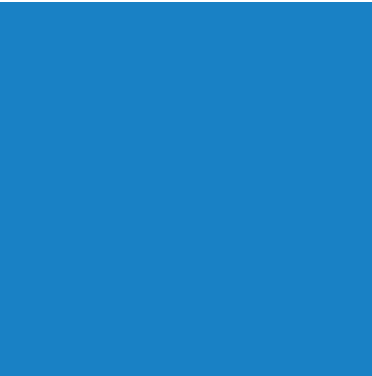
Aa

BOLD 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

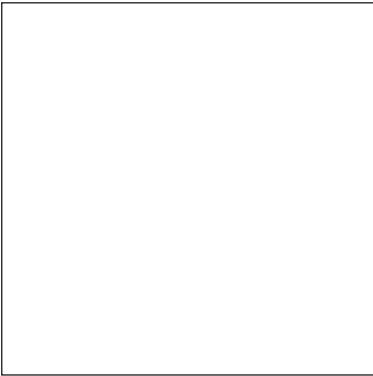
REGULAR 16/22
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890_(!@#\$%^&*)

03 COLOR

PRIMARY COLOR PALETTE



NETSUITE BLUE
pms process blue
C82 M41 Y0 K0
R0 G130 B202
0082ca



NETSUITE WHITE
C0 M0 Y0 K0
R255 G255 B255
ffffff



NETSUITE BLACK
C0 M0 Y0 K100
R0 G0 B0
000000



NETSUITE GRAY
C36 M29Y29 K0
R169 G168 B168
a8a8a8

Color palette has been redefined slightly
with brighter hues.

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.




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

05 EMAIL SIGNATURE

Email is the most frequently used form of communication between NetSuite employees, associates, partners, and our customers. A standardized and consistent email signature at the end of emails presents a unified brand.

TYPE SPECIFICATIONS



JOHN SMITH | Regional Director, Brand and Creative

(650) 123-1234 | jsmith@netsuite.com

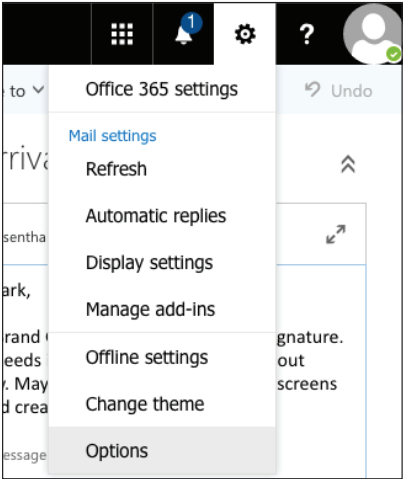
NetSuite | The #1 Cloud ERP | www.netsuite.com

Certified ERP Consultant

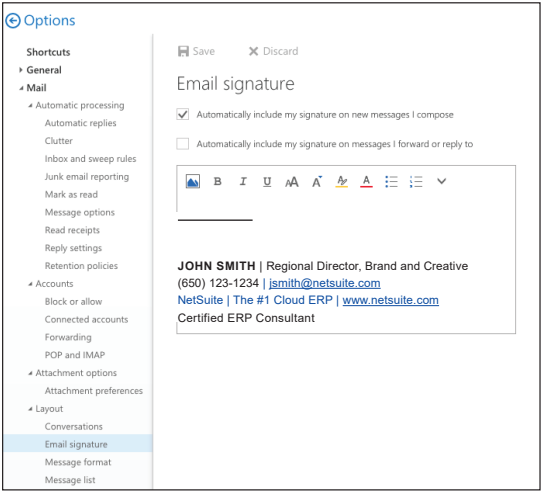
- Font: Verdana
- Size: 10 pt
- Color: Dark Gray
- Logo: Oracle-NetSuite-sig.png
- Address: Your local address
- Spacing: 1 space before, 1 space after

LOCATING THE THE WINDOW FOR CREATING YOUR SIGNATURE

From the settings menu, choose “Options”



Choose “Email signature” from Layout section on left.




06 COLLATERAL


The NetSuite data sheet is designed to articulate important technical information about our products and services. Often, it integrates screen shots, diagrams, charts and typography to organize the content and convey our visual brand. The data sheet may be one, two or four pages long.

CO-BRANDED DOCUMENTS

In order to support your marketing activities, NetSuite provides versions of its case studies, data sheets and white papers for co-branding. A .pdf version of the appropriate document will be sent to you with a 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.



COMPANY NAME



ARE YOU READY FOR THE NEXT STEP IN YOUR OMNICHANNEL EVOLUTION?


An ecommerce system alone won't get you to omnichannel success. A seamless, consistent, personalized experience is about having the right foundational back-end systems in place to provide a single version of customer, order and inventory data. Only then will you have the right data to feed your ecommerce system and enable the perfect customer experience from the start.

Forward-thinking retailers looking to expand and streamline their business are setting the right technology foundation for their future success. With this foundation in place, you're ready for omnichannel evolution.

Four Reasons Shopify is Only One Piece of Your Omnichannel Puzzle

1. **Seamless cross-channel order management.** Delivering a true omnichannel experience requires the ability to intelligently manage your orders and inventory. A centralized order management solution must unify with other key systems such as your ecommerce, point of sale (POS), financials, inventory management and warehouse management. With seamless connections across the business, merchants increase order velocity, reduce order cycle

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COMPANY NAME

CUSTOMER REFERENCE PROGRAM

Showcase Your Success and Build Company Recognition!

As the leader in cloud business management and ERP, NetSuite is often called upon by sales prospects, the press and analysts to provide independent customer references on how NetSuite's solutions address today's business challenges.

As a valued NetSuite customer, we value your support in talking about your experiences with NetSuite.

Why Become a NetSuite Reference Customer?

No one tells your story better than you, our customer. The NetSuite Customer Reference Program provides you with a wide variety of opportunities to showcase your company and its successes with NetSuite, all as your time allows.

What Are the Benefits?

By participating in the NetSuite Customer Reference Program, you will create value that goes beyond the typical customer relationship. We can help you to:

- Gain media exposure for you and your organization.
- Develop and promote yourself and your organization as a thought leader.
- Network with peers in your industry to build strategic relationships.
- Obtain privileged access to NetSuite technical and executive staff.
- Gain access to industry analysts to keep abreast of the latest trends and developments.
- Increase visibility for your organization in new channels.
- Grow your business by featuring your NetSuite story on our social media sites.
- NetSuite will help create social media buzz for your promotional efforts, new product offerings and events via our social media presence.

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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 partnermarketing@netsuite.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 our NetSuite product pricing on their website, blog posts or email campaigns since partners should sell NetSuite on value rather than lead with price.

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 (i.e., NetSuite, NetSuite Small Business, NetSuite CRM, NetSuite CRM+, NetERP, NetCommerce, and SuiteFlex) for search engine ranking or paid search purchase if they comply with the following guidelines.

1. To market on the search engines, Partners must clearly identify themselves as NetSuite Partner, and may not in any way give the

07 NETSUITE PARTNER MARKETING GUIDELINES

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

All paid keyword ads 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 solution, recommend a software solution that is right for your business, assist with implementation and customization, offer 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

Examples of Acceptable Paid Keywords:

- NetSuite Expertise – We Configure, Customize and Train NetSuite: Success From Experience – www.CompanyX.com
 - NetSuite Interest? – Providing independent advice and service for online business systems – www.CompanyX.com
2. Additionally, at no time may a Partner’s paid search ad be ranked above NetSuite’s on paid search advertising (i.e. Yahoo Search Marketing, Google, etc).
 3. When using the term NetSuite in any pay-per-click advertisement or landing page, NetSuite must be spelled with a capital N and S.
 4. 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.

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.

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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

- 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

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- 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.

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]."

07 NETSUITE PARTNER MARKETING GUIDELINES

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.

