Partner Tone & Brand Guidelines

Here at Spektrix, we pride ourselves on our relationships with our Partners. We know that by working together we can provide more value and better support the cultural sector to thrive. We understand the value that our name can lend to the products and services of our Partners, and we fully support the use of our logo for mutual benefit. Below you will find some guidelines to help ensure clear and effective communication around your company's relationship with Spektrix, alongside guidelines for the sanctioned use of our logos.

This covers all Partners and has some more detailed guidance for Web Partners. If you have created an integration using Spektrix tools, or we've collaborated on a streamlining process or product for mutual clients then you are a Spektrix Partner. If you create websites or web based products (donation tools or streaming platforms) that integrate with Spektrix then you are a Web Partner.

TONE:

In order to avoid confusion when referring to your relationship with Spektrix, please focus on how your company works with us or how your product integrates with Spektrix. We ask this because it is best for both parties if clients are able to have a clear understanding of who is responsible for a product or service, and who has created it.

Suggested language:

- We have experience integrating our product with Spektrix systems.
- Our product makes it possible to do X, using data from your Spektrix system without the need for manual intervention.
- We are a Spektrix Partner.
- We have worked with Spektrix to provide streamlined workflows for X, saving your teams time and effort.
- We are part of the Spektrix Web Partner Community of best in class integrators **(reserved for agencies who have submitted and had approved at least one best in class integration).**

Please avoid anything that implies:

- that your product or service is published by or directly affiliated with Spektrix.
- that you have exclusivity with Spektrix, or that Spektrix has endorsed your product or service.
- that Spektrix has tested or accredited your product or service.
- that Spektrix has 'preferred suppliers'.
- that your product or service is connected to the Spektrix product release cycle.

Please use the Spektrix trademarks in text only in the instance that you are directly referring to or linking to Spektrix products and services in accordance with the terms of these guidelines.

Please ensure that the collateral and publicity around your product or service denotes your own unique brand and clearly signals to users that it is not directly affiliated with or endorsed by Spektrix.

You may use Spektrix trademarks in text solely to refer to and/or link to Spektrix products and services and in accordance with the terms of these Guidelines.

OUR LOGOS:

For use by all Partners:

SPEKTRIX«

You are authorized to use this approved Spektrix logo if:

☑ We have shared clients and you have built an integration with Spektrix, or we have collaborated to create tools to help streamline work for mutual clients.*

*In this case, you will still need explicit permission in writing from Spektrix in order to use the logo. Please contact us via email at **hello@spektrix.com** to discuss this.

Our logo is a trademark of Spektrix, protected in the UK, Ireland, Canada and the United States as well as being on the International Trademark Register. We provide it to enable Partners to use it to list services that they integrate with or tools they have experience of using.

For use by Web Partners:

You are authorized to use this approved Spektrix logo if:

☑ Your business includes providing websites that are integrated with Spektrix for mutual clients.

☑ You have submitted, and had approved, at least one **best in class** integration via the **Web Partner Community**.

We have designed a version of our logo specifically for use by our Web Partners, which you can download **here**. Please contact us if you would like support to create your first best in class integration.

This logo can be placed on your website and should be linked to your company's listing on the **Web Partner Community**.

USAGE OF OUR LOGOS:

Please aim to:

- Ensure that the logo is legible by placing it on an uncluttered background.
- Ensure that the greens in the logo are not obscured by placing them on a similar-colored background.
- Ensure that the logo is not distorted in any way.

We also prefer the logo to be presented in full color, rather than greyscale.

Please be mindful to use Spektrix-approved logos only - do not create any of your own mock-ups.

If you wish to use our logo or name in any other way, please ask us for permission first. You can do so by reaching out via **hello@spektrix.com**.