

A man and a woman are shaking hands in front of a modern building with large windows. The man is on the left, wearing a dark blazer over a striped shirt. The woman is on the right, wearing a dark patterned shirt and glasses. They are both smiling. The image has a blue tint.

LogMeIn Partner Network Co-Marketing Guidelines

V1.0 May 2020



*Partner
Network*

01

Partner Network Overview

01.1	Welcome	05
01.2	Important Guidance	06

02

Naming & Logo Usage

02.1	Your Name & Branding	08
02.2	LogMeIn Product Names	09
02.3	Our Product Portfolio	10
02.4	Logo Usage	11
02.5	Logo Clearance	12
02.6	Proper Logo Treatment	13
02.7	Avoiding Misappropriated Elements	14
02.8	Position & Hierarchy	15

03

Emails, Signatures & Business Cards

03.1	Emails & Business Cards	17
03.2	Signature Blocks	18
03.3	Proper Identification	19

04

Websites & Social Media

05

Co-Marketing Materials

04.1	Website URLs	21	05.1	Overview	30	Questions	36
04.2	Social Media Handles	22	05.2	Press Releases, Blog Posts, etc.	31		
04.3	LogMeIn Product Content	23	05.3	Social Media Posts	32		
04.4	Linking to LogMeIn Websites	24	05.4	Using the LogMeIn Name	33		
04.5	Paid Search	25	05.5	Process	34		
04.6	Websites & Social Channels	26	05.6	A Note on Video	35		
04.7	Digital Rules of Engagement	27					



01

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Partner Network Overview

01.1 Welcome to the LogMeIn Partner Network

At LogMeIn, we're lucky to work with best-in-class channel partners to promote our brands and bring our technology, solutions and knowledge to our amazing customers around the world.

We see brand building as a shared endeavor, so it's in our best interests to protect the LogMeIn brand and our product brands, names, logos, trademarks and service marks – our valuable intellectual property – from misuse, dilution, misappropriation or confusion.

The LogMeIn Corporate Communications, Global Brand|Creative|Events and Legal Teams have set the following criteria for joint and co-branded communications, campaigns and marketing materials developed by channel partners across the global LogMeIn Partner Network.

If you have any questions or are even remotely wondering if your communications conflict with our guidelines, please email us at cobranding@logmein.com and we will provide guidance for your specific use cases.

01.2 Important Guidance

It's important for our customers to know and understand whether they're working with a **partner** of LogMeIn or **directly** with LogMeIn or its products. The difference between the two is extremely important, and we ask that our partners take the responsibility to communicate the unique difference through naming, visual representation and branding. Your company's logo, website, social media assets, email signatures and all other branding plays an important role in differentiating the two entities.

We reserve the right to request that you rebrand, rebuild assets, and make any and all necessary changes to avoid trademark-infringing or improper brand use. We'd like to avoid these situations, which is why we ask that you consult these guidelines and adhere to the policies of a productive partnership!

Quick Hits

- Our channel partners are members of the LogMeIn Partner Network. What you are selling to your customers are our products (GoToMeeting, Jive, LastPass, etc.).
- Do not refer to the network as the "GoTo Partner Network", the "LastPass Partner Network", etc.
- The partner network name should always be spelled out in full; do not abbreviate LogMeIn as LMI.

02

Naming & Logo Usage

02.1 Your Company Name & Branding

To protect the integrity of the LogMeIn brand and product names – and to avoid customer confusion – channel partners should never use the LogMeIn name or any product or portfolio brand names in any part of your company’s name or your product/service names.

YES!

- ✓ ABC Telecommunications
- ✓ Roseburg Communications
- ✓ ServicioPlus Soluciones

NO!

- ✗ Jive Telecommunications
- ✗ GoTo Communications
- ✗ LogMeIn Soluciones

02.2 LogMeIn Product Names

The way our product names appear in plain text may not match the way they look as logos. The capitalization and spacing between elements can differ. When writing our product names in text, make sure you follow exactly how they’re shown below.



- GoTo
- GoToMeeting
- GoToConnect
- GoToRoom
- GoToWebinar
- GoToStage
- GoToTraining
- OpenVoice
- Grasshopper
- join.me
- Jive



- Bold360
- Rescue
- RescueAssist
- GoToAssist

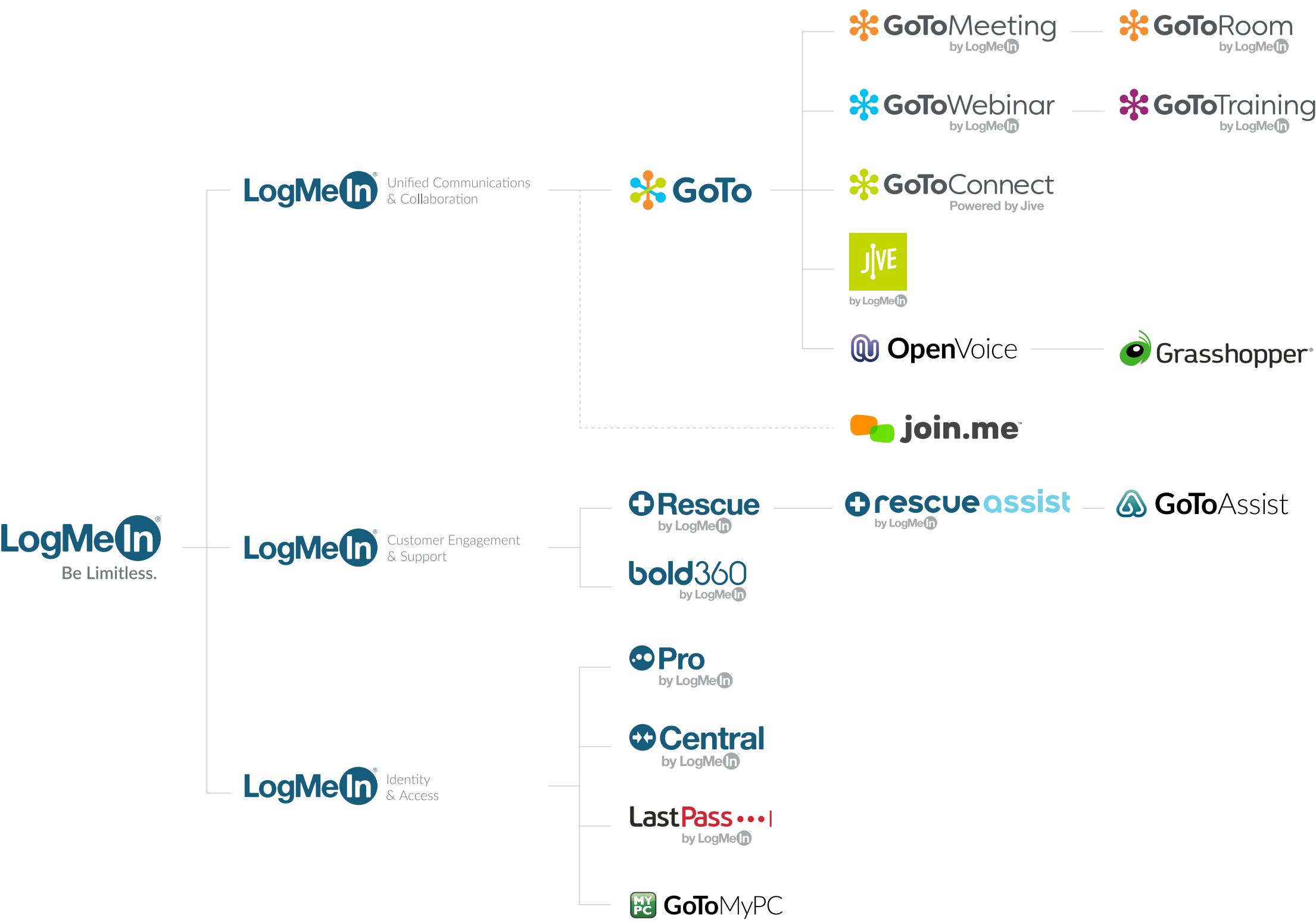


- LastPass
- Pro
- Central
- GoToMyPC

Product names should always be spelled out in full; do not abbreviate GoToMeeting as GTM, LastPass as LP, etc.

And yes, join.me is always lowercase.

02.3 Our Product Portfolio



This is our portfolio of products. Technically, it's called a branded house hybrid, but it's how our business is organized to deliver the best customer experience.

LogMeIn is our corporate (or master) brand and our product brands can be found in three distinct business units.

To reinforce and communicate the value of our entire suite of products, you'll see the "by LogMeIn" endorsement on nearly all of our product brands.

02.4 Logo Usage

To communicate your status as one of our best-in-class channel partners, you can utilize our official LogMeIn Partner Network logo:



Our logo is available in color variants to ensure sufficient contrast on both light and dark backgrounds; however, the LogMeIn Corporate Blue logo (shown here) should be used whenever possible.

02.5 Logo Clearance

To ensure that our logo is clearly visible in all applications, surround it with sufficient clear space – free of type, graphics and other elements that might cause visual clutter – to maximize the recognition and impact of our identity.



The minimum clear space required for our logo is defined as the width of the capital 'L' in LogMeIn on all sides of the logo.

02.6 Proper Logo Treatment



✗ Do not remove “Be Limitless”



Partner Network

✗ Do not separate “Partner Network”



✗ Do not apply gradient



✗ Do not apply drop shadow



✗ Do used non-approved colors



✗ Do not remove “by LogMeIn” endorsement
(Product logos)

Always use official logo files provided by LogMeIn.

Do not copy/paste logos from Google or other sources online.

To download official screen-quality files for any of our product logos, please visit: LogMeInInc.com/cobranding

To request official LogMeIn Partner Network logo files or any print-quality logo files, email us at cobranding@logmein.com

To maintain the integrity of our brand, logo artwork files should never be altered or manipulated in any way. Do not remove the “Be Limitless” tagline, separate “Partner Network” from the rest of the logo, apply gradients, drop-shadows or use non-approved colors.

The same applies to our product logos; do not alter or manipulate logo files provided by the LogMeIn team. Do not remove the “by LogMeIn” endorsement, separate logo elements, apply gradients, drop-shadows or use non-approved colors. Brand guidelines are available for each product to ensure proper logo use.

When using logos, please use the LogMeIn Partner Network logo to demonstrate the program you belong to; product logos represent what you are selling.

02.7 Avoiding Misappropriated Elements

Ensure there is a clear difference between your company's logo, the LogMeIn Partner Network logo and all LogMeIn product logos.

- Do not adopt marks or logos that are confusingly similar to ours or would be in conflict with our [trademarked brands and logos](#).
- Do not use fonts that mimic those in our logo wordmarks.

Do not incorporate any of our trademarks or logos into your products or product names, services or service names, trademarks, service marks, logos or company names.

- The Jive “pipe” (the “I” in Jive), nor the Jive wordmark itself.
- The GoTo daisy, nor the GoTo wordmark itself.
- The LogMeIn “In” circle, nor the LogMeIn wordmark itself.
- Any icon or name from any other product brand.



✗ Do not add to the Jive wordmark



✗ Do not alter the GoTo wordmark



✗ Do not alter the LogMeIn wordmark

Do not alter our trademarks in any manner, including, but not limited to, changing proportion, color or shape of our trademarks or adding or removing any elements from the trademarks.

02.8 Position & Hierarchy

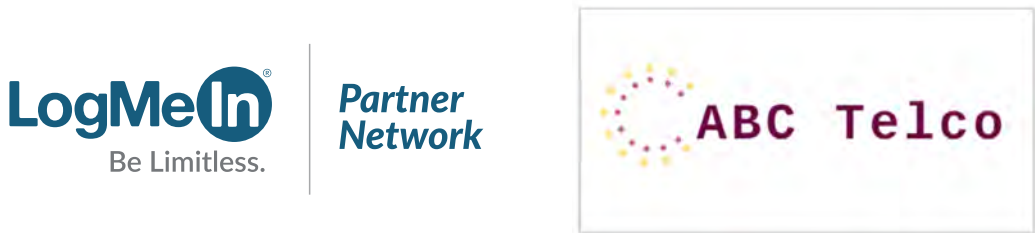
YES!

✓ List ABC Telco logo first and larger; LogMeIn Partner Network Logo below and smaller.



NO!

✗ List LogMeIn Partner Network logo first, at the same size as the ABC Telco logo.



The LogMeIn brand and/or any product logos should not be the same size as your company logo or be the first logo displayed. Instead, it should be a secondary element to your company's logo.

Please adhere to clear space and minimum-size standards when using any and all logos. For guidance, email us at cobranding@logmein.com.



03

— Emails, Signatures & Business Cards

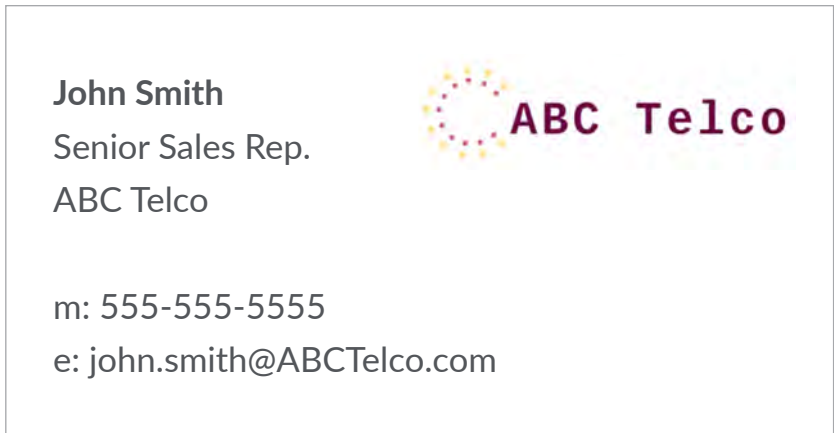
03.1 Emails & Business Cards

As we’ve mentioned, we always want to be as clear as possible with our customers. They should always know when they’re interacting directly with LogMeIn, and when they’re speaking with one of our partners.

Email addresses and business cards should use your company’s name and logo, never LogMeIn or any of our products. Your business cards should not mimic the look of LogMeIn’s business cards. It should be clear you work for your company, not LogMeIn.

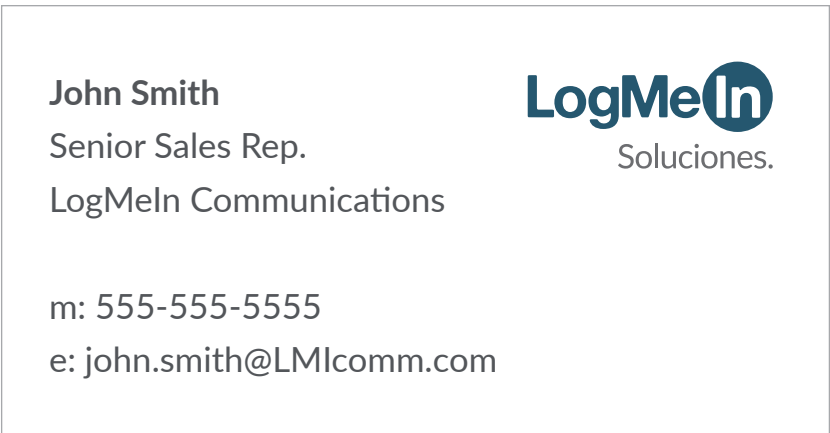
YES!

✓ John.Smith@ABCTelco.com



NO!

- ✗ John.Smith@PartnerwithJive.com
- ✗ John.Smith@GoToPartners.com
- ✗ John.Smith@LogMeInPartner.com



03.2 Signature Blocks

Signature blocks in email similarly can be confusing to customers. Our partners can use the LogMeIn Partner Network logo in their signature block; however, it must be smaller than and secondary to your company’s logo in your signature block. Again, your email address, title and company name should not use LogMeIn or any of our product names.

YES!

John Smith
Senior Sales Rep.
ABC Telco
m: 555-555-5555
e: john.smith@ABCTelco.com



NO!

John Smith
Senior Sales Rep.
LogMeIn Communications
m: 555-555-5555
e: john.smith@LMIcomm.com



03.3 Proper Identification

Please be transparent and honest in declaring your role as a partner of LogMeIn. Customers and the public should always be clear if they are hearing from a partner, or from LogMeIn directly.

- Never identify anyone at your company as a spokesperson for LogMeIn or any of our product brands.
- Employees of your company should not represent themselves as working for LogMeIn or any of our product brands, in any communications with customers, prospects, media or other audiences.
- Employees' professional LinkedIn profiles or other social media profiles should not list LogMeIn or any of our product brands as their employer.
- Any press releases, blog posts, social media copy and other materials announcing your partnership with LogMeIn must be approved by the LogMeIn Public Relations team in advance. Please see Section 5 in this guide for the process of developing co-marketing materials.

A blue-tinted photograph of three business professionals in a modern office setting. A man with glasses is seated at a table, looking up at a standing man who is shaking his hand. A woman is seated next to the standing man, looking towards the handshake. The background features large windows with a grid pattern.

04

Websites & Social Media

04.1 Website URLs

For websites and social media profiles (including Facebook, Twitter, LinkedIn, Instagram, YouTube and all others), it must be clear that the partner company is a LogMeIn Partner Network reseller, and not trying to position themselves as if they are LogMeIn or one of its product or portfolio brands.

A partner's top-level website URL (the primary domain address) cannot use the LogMeIn name, LMI or any LogMeIn product or portfolio brand name. However, sub-folders within the site can use the LogMeIn name or product brand name.

YES!

- ✓ www.abcteleco.com/partners
- ✓ www.abcteleco.com/jive
- ✓ www.abcteleco.com/GoTo
- ✓ www.abcteleco.com/LogMeIn

NO!

- ✗ www.jivecanada.ca
- ✗ lastpass.securitypartners.biz
- ✗ http://GoToSolutions.com
- ✗ www.LogMeInPeru.com.pe

04.2 Social Media Handles

Social media handles/URLs cannot contain the word Jive, LogMeIn, LMI, GoTo or any other product brand names or **Trademarks**.

YES!

Twitter

Name: ABC Teleco

Handle: @VOIPSolutions

URL: twitter.com/VOIPSolutions

Facebook

Name: Telecom Solutions

Handle: @TelecomSolutions

URL: facebook.com/pages/TeleSolutions

NO!

Twitter

Name: ABC Teleco

Handle: @JiveCanada

URL: twitter.com/JiveCanada

Facebook

Name: LogMeIn Peru

Handle: @LMIPeru

URL: facebook.com/pages/LMIPeru

04.3 LogMeIn Product Content

Partners seeking LogMeIn or product brand content can consult our websites for the most up-to-date information. Partners can also cut and paste this content for use on their own websites, provided they adhere to the following guidelines:

- Only use content from the official LogMeIn product brand websites. Refer to the following page for URLs.
- Do not use content about LogMeIn products from third-party sites.
- Content should not be used to promote products or brands other than those in the LogMeIn portfolio.
- Do not position this content as if it were your own.
- When in doubt, contact your LogMeIn representative or email partnermarketing@logmein.com.

04.4 Linking to LogMeIn Websites

To better serve your customers, your company's website can include links to the marketing websites of LogMeIn or any of our product or portfolio brands. Please ensure you link to the correct sites:

www.logmeininc.com (our Corporate website)



www.goto.com
www.goto.com/meeting
www.goto.com/connect
www.goto.com/room
www.goto.com/webinar
www.goto.com/training
www.goto.com/jive
www.goto.com/openvoice
www.grasshopper.com
www.join.me



www.bold360.com
www.logmeinrescue.com
get.gotoassist.com



www.lastpass.com
www.logmein.com/pro
www.logmein.com/central
get.gotomypc.com

04.5 Paid Search

Many partners use paid search marketing as part of their digital advertising strategies. Just as with other media, it must be clear in paid search ads that the partner company is a LogMeIn Partner Network reseller, and not trying to position themselves as if they are LogMeIn or one of our product or portfolio brands.

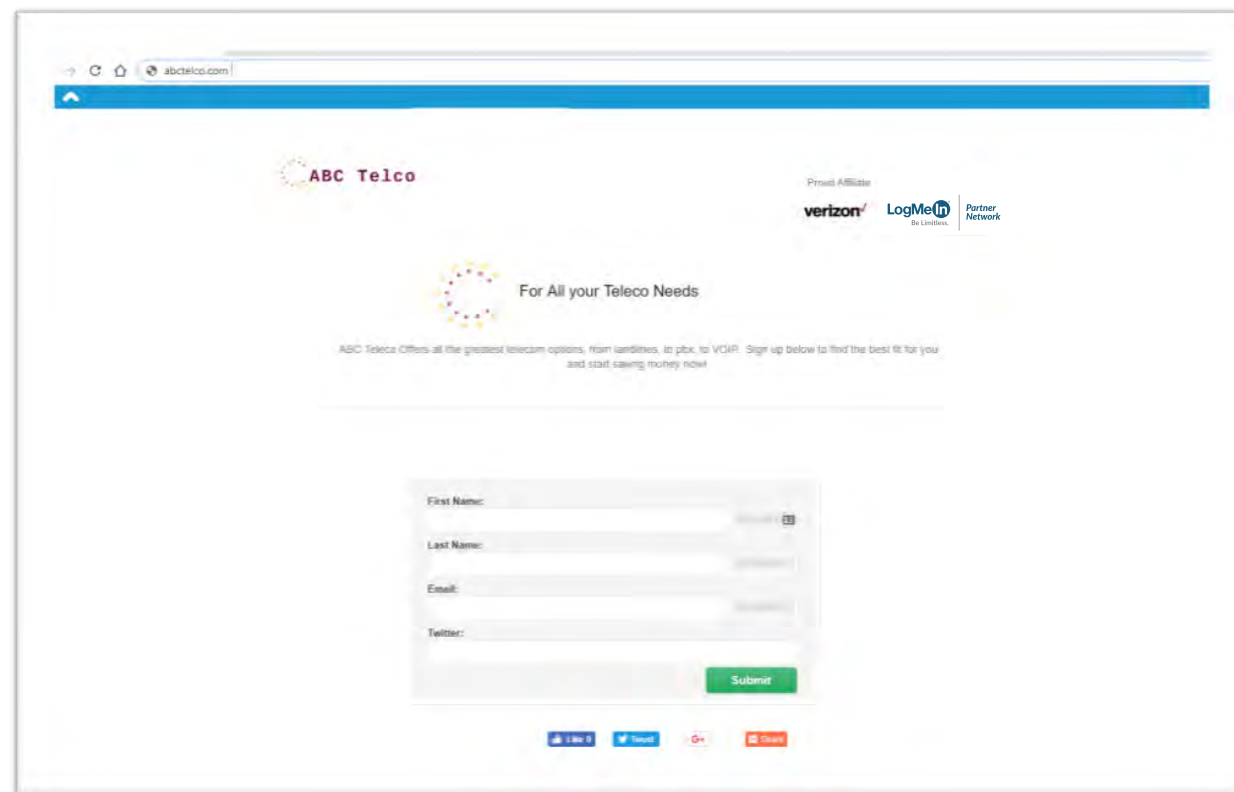
- Your paid search ad copy should use your company name, or clearly indicate your relationship as a partner of LogMeIn. Customers reading the ad should not be able to misinterpret the ad as coming from LogMeIn.
- Partners can describe their company as “a member of the LogMeIn Partner Network”. Otherwise, avoid using the LogMeIn name, the names of any of our product brands, or any of our [Trademarks](#) in your paid search copy.
- When bidding on search keywords, we recommend focusing on unbranded keywords in the service areas you support, rather than bidding on our [Trademarked](#) brands.
- Partners should also consider focusing their paid search ad buys to their particular geographic region, service offerings and expertise, to ensure they are targeting the most relevant customers for their business.
- For other questions about paid search marketing, email partnermarketing@logmein.com.

04.6 Websites & Social Channels

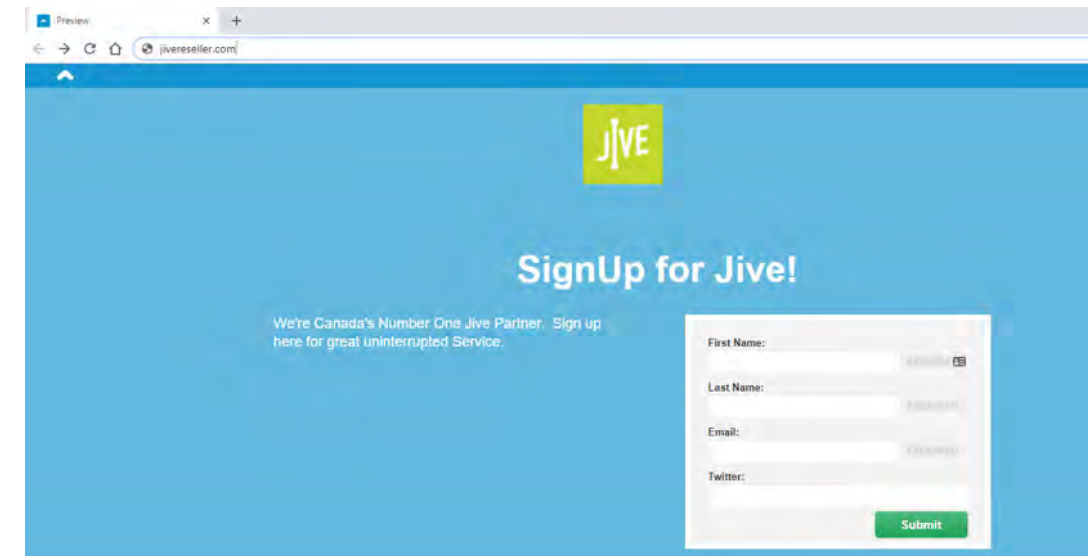
The LogMeIn Partner Network logo may be used as a secondary identifier on a partner's social channel or website, but must not be the primary image.

- Again, it must be clear to customers that they're engaging with a channel partner, and not directly with LogMeIn or one of our product brands.

YES!



NO!



04.7 Digital Rules of Engagement

All branding elements used by LogMeIn and our product brands are for the company's use only.

- Do not use any portion of the LogMeIn logo or product brand logos as a wallpaper, or any associated brand design elements or photography on your websites or social channels, without explicit permission from official LogMeIn representatives.
- Do not take assets, visuals, videos, text copy or code from the LogMeIn website or any product website, and use/reproduce on your website as if it were your own.
- If provided with stock photography from your LogMeIn representative, those visuals cannot be used for any other use case other than promotion of LogMeIn or our product brands.
- Again, do not copy logos from Google or other sources online. Only use official logo files provided by your LogMeIn contact.

Your social posts (visuals, videos and copy) should not appear to come from LogMeIn or our products.

- Do not use the LogMeIn logo or product brand logos in the social posts you create.
- Content from LogMeIn or any of our product brand social media channels can be distributed only by re-sharing (retweet, share, etc.). Your re-shared post should include LogMeIn's original post, with any additional commentary you decide to add.
- Partners can share video links from LogMeIn's YouTube channels, if there is a product video you want to highlight to your customers.
- Do not recreate a LogMeIn post as if it were your own content.
- If you'd like to create joint social posts, please see Section 5 in this guide for the process of developing co-marketing materials.
- Partners may include our branded hashtags (#LogMeIn, #GoToMeeting, etc.) in the copy of your social post only if the post visual and copy is clearly positioned as coming from a partner, not from LogMeIn.

04.7 Digital Rules of Engagement

LogMeIn blog posts and press releases can be shared on your sites, if attributed back to us properly.

- If sharing a blog post from LogMeIn or one of our product brands, you must include a link to our original blog post, and include copy at the start clearly stating this piece of content “originally appeared on [insert name of blog here].”
- If sharing a LogMeIn press release, you must include a link to our original press release from the [LogMeIn Newsroom](#).
- If you change the blog or press release copy in any way, it must be approved by the LogMeIn Public Relations team prior to posting. Please follow the submission and approval process in Section 5 in this guide.

Email communications received by partners from LogMeIn or our product brands should not be forwarded to your customer base as if it were your own content.

- As a valued partner, you will be notified in advance of new product releases or updates that LogMeIn will be sending out to our shared customers.
- Advance notification ensures you are aware of and prepared to respond to changes before they are communicated to the customers.
- It also gives your teams the opportunity to prepare complementary messaging to your customers, directing them to learn more about updated features/functionality, access support, and reach out for more information.
- However, we would discourage simply forwarding LogMeIn emails to your customers, to avoid any confusion as they will be receiving messaging directly from us.
- As always, LogMeIn excludes customers of Full Service Partners from all email communications.

A man and a woman in business attire are looking at a laptop screen in an office setting. The woman is on the left, smiling and holding a pen over a notebook. The man is on the right, looking intently at the laptop. The background is a blurred office environment with a chalkboard and shelves.

05

Co-Marketing Materials

05.1 Overview

As a partner, you may want to work with us on additional co-marketing projects. This section of the guide outlines the marketing, social media and public relations resources that may be available to you.

The LogMeIn Public Relations (PR) team has set the following guidelines for joint communications developed by partners across the LogMeIn Partner Network.

05.2 Press Releases, Blog Posts, Case Studies & other Co-marketing Materials

LogMeIn may agree to a joint press release, inclusion in your press release, blog post, case study or other written content with select partners. If you'd like to issue an announcement mentioning your relationship with LogMeIn, please reach out to the LogMeIn PR team in advance at externalcommunications@logmein.com for consideration and approval.

The LogMeIn PR team will oversee the process and timeline and work with you on the content. If approved, we ask that you lead the process by writing the first draft and handling distribution. [Click here](#) to access press release templates created by the LogMeIn PR team, to simplify this process.

All press releases, blog posts, social media copy and other written materials must be approved by the LogMeIn PR team prior to distribution.

05.3 Social Media Posts

Before mentioning the news of a partnership with LogMeIn on social media, whether in reference to a blog, case study, or other piece of content, please provide us (externalcommunications@logmein.com) with the copy being posted as well as the distribution channels where you will be sharing your news.

This information must be provided at least **one week prior** to posting. LogMeIn will approve content and where applicable, reach out to our own social teams regarding retweeting, liking or sharing your posts.

Be sure to tag us via the following:

Corporate Handle

@LogMeIn

Unified Communications & Collaboration Handles

Tag @GoToSuite on Twitter, Facebook, Instagram or LinkedIn when referencing Jive, GoToMeeting or GoToRoom. You can also tag @GoToWebinar if applicable.

Customer Engagement & Support Handles

@Bold360

@LogMeInRescue

@RescueAssist

Identity & Access Handles

@LastPass

05.4 Using the LogMeIn Name

Within any content created by the partner, customers should clearly understand the partnership relationship and the source of the content. In order to avoid confusion, please follow these guidelines when mentioning LogMeIn and our products:

- Do not lead with LogMeIn or any of our product names in the headline/title.
- Do not use the LogMeIn name or the name of our products in any part of your company's name or your product/service names.
- Do not quote us (without permission).
- Do not release anything until you've received written approval from the LogMeIn PR team.
- When mentioning a LogMeIn product, the first mention should include the LogMeIn name (e.g. Jive by LogMeIn). All subsequent mentions do not need to include the LogMeIn name (e.g. Jive).

05.5 Process

1. Reach out to the LogMeIn PR team to provide a brief summary of the content being created, including which LogMeIn product(s) the content is mentioning, your target publication date, distribution channel, and goals around the announcement. We also ask that you send us the contract or partnership agreement in place with LogMeIn for your region. Email externalcommunications@logmein.com.
2. After gaining preliminary approval from the LogMeIn PR team, create a draft of the content and send for review and approval. Press release templates are available [here](#). Please allow approximately one week for LogMeIn to route the release through internal and legal approval. **Nothing may be distributed without LogMeIn's written approval.**
3. Please note that we will not provide endorsement of specific products and/or companies in quotes from LogMeIn that describe products/companies as “the best”, “leading”, “unique” or similar if these are unsubstantiated descriptors without supporting evidence.
4. Our spokesperson can work with the partner company on the content/quote that is being used, but final approval for all LogMeIn quotes for third-party press releases must be done through the LogMeIn PR team.
5. LogMeIn to send the approved content back to partner. If additional changes are made, those must also be approved by LogMeIn.
6. Send the LogMeIn PR team a link to the final public facing piece of content once published.

05.6 A Note on Video

Some partners may produce their own videos, to showcase their offerings or featured partner integrations. If you would like to feature LogMeIn or one of our product brands in a video, please adhere to the following guidelines:

- All policies outlined in the previous pages of these guidelines apply to video.
- Videos should not be positioned as if coming from LogMeIn; customers should understand the message is coming from a partner.
- Any branding representation of LogMeIn and/or our product brands should be secondary to your own company's branding.
- Co-branded videos must be reviewed by LogMeIn prior to going live, to ensure our brand standards are met. Please email partnermarketing@logmein.com in advance with any video questions.

Questions?

We're always available to answer questions or provide additional information, including more detailed brand guidelines, as needed.

For logo files, questions on proper logo and brand name use, or product-specific brand guidelines, email cobranding@logmein.com

For co-marketing requests including joint press releases, blog posts, social media copy and other written materials, email externalcommunications@logmein.com

For all other partner marketing questions, including co-branded swag, videos or apparel, email partnermarketing@logmein.com



**Partner
Network**