iCOMPLEAT PARTNERS

Partner badge guidelines

Contents

Introduction

Now that you are an iCompleat partner, you may want to display your iCompleat partnership status alongside your existing branding. The following guidelines provide you with all the details you'll need in order to use your relevant partner badge appropriately. These guidelines will also provide details about how to display your badge in various scenarios. It's important that partners use their badges consistently as this will help preserve not only the integrity of the iCompleat brand, but of the iCompleat Partner Programme brand as a whole.

Please adhere to these guidelines and please pay careful attention to the setting, spacing and aspect ratio when using your partner badge.

If you are unsure about your badge placement or you find the details in this guide are unclear please email us at:

compleat@compleatsoftware.com

iCompleat partner badge guidelines
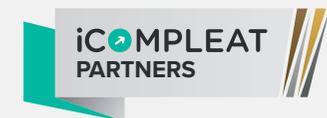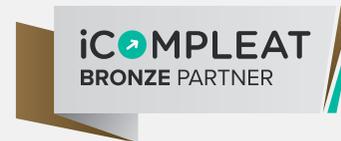
iCompleat partner badges

The parent partnership badge

You can use this badge alongside your branding, promotional content and signatures. You have the option of either using the parent badge OR your partnership status badge, please do not use both together in any single context.

The partnership status badge

You can use this badge to indicate your partnership level with iCompleat. It is important that you only use your relevant partnership status badge alongside your branding, promotional content and signatures. You have the option of either using either your relevant partnership status badge OR the parent partnership badge, please do not use both together in any single context.

iCompleat partner badge placement

Choose the right format

When you became a partner you should have received access to iCompleat partner badge files. These files contain the various media formats required to get the best display quality for the various badges.

Web & Digital

Please use the files labelled RGB. These include the raster badges in .jpg and .png formats. We have also included .svg versions of the badges, we recommend these are used for your website if you would like to get the best display quality. If you plan on scaling the logos we have included vector RGB versions, the RGB profiles are however, embeded in the CMYK files.

General Print

To enusre you get the best quality for general printing such as print media marketing materials and collateral, please use the files labelled CMYK. These are available in .eps and .pdf formats.

PMS Printing

If you are printing the logo on specific items which use the Pantone Management System we have included vector files using the most accurate Pantone colour profile. We have also simplified the design by removing gradients.

Setting

Although the badges have been designed so they will be clearly visible on either a dark or light background, please endeavour to use it on a light background.

iCompleat partner badge placement

Make sure the badge is visible

To ensure that the text within the badge can still be read make sure that you do not scale the badge beyond the following sizes:
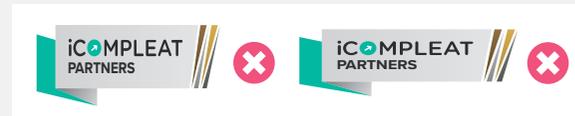
Print
12mm height

Digital
50px height

Using the black & white badges

Please use the preferred coloured badges wherever possible. However, we do accept that in certain design scenarios this will not always be possible. You can use the white badge version on darker backgrounds and the black badge version on lighter backgrounds as pictured below:
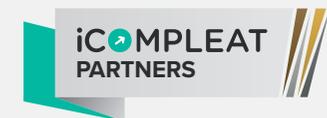

Make sure the badge is displayed correctly

Please maintain the width to height ratio of the partner badges when resizing. The following examples are **incorrect:**

Please leave appropriate padding around the partner badges. The minimum space is equal to the 'L' in iCompleat.

iCompleat branding guidelines

Co-branding rules

We care about your brand. It's important that you use the partnership badge in way that is not intrusive to your branding in anyway. It is also important to Compleat software that we maintain the integrity of the iCompleat product branding. Please make sure that any co-branding which falls outside of the partnership badge guidelines is approved by Compleat software.

Below are a few important rules which need to be adhered to when using the iCompleat partner badges:

- Make sure that you only use the parent partner badge or the partner badge which accurately represents your status.

- Your are not permitted to use the Compleat logo or the iCompleat logo on it's own. You may only use the badges to indicate your partnership.

- You may not make changes to the colours of the partner badges.

- You may not manipulate or edit the design of the badges.

- You may not mis-lead customers or mis-represent your brand so that you appear to be Compleat or a subsidiary of Compleat. It should be clear that you are a product partner.

- If you are unsure of any of the above rules or you are unsure about any of the guidelines set out in this mannual please email your iCompleat partner contact.

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Print advertising

When using your relevant iCompleat partner badge for print, please consider the following guidelines:
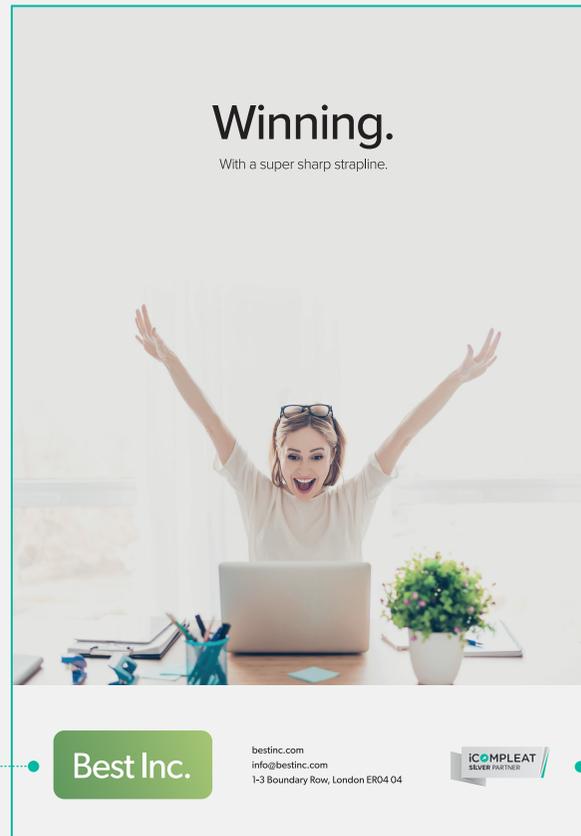
A4 advert example

Your logo

Make sure your logo is more prominent than your partner badge. It is important that your adverts clearly indicate that your brand is the dominant one.

Your partner badge

Try position your partner badge so that it is clearly visible. Try and make sure your partner badge is noticably smaller then your logo.

Winning.

With a super sharp strapline.

Best Inc.

bestinc.com
info@bestinc.com
1-3 Boundary Row, London ER04 04

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SILVER PARTNER

iCOMPLEAT
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Social media

You may want to share your partner badge and status across your social media networks. At iCompleat we want to maintain a positive brand image. It's important that you keep an upbeat, energetic tone across your social media interactions when using your partner badge.

Social media image example

Your partner badge

Social media images provide limited space. Place your badge so that it can be clearly seen but does not dominate your logo or your imagery.

Tag us in your posts:

Facebook: @compleatsoftware

Twitter: @CompleatP2P

Use hashtags like:

#accountspayable

#invoiceautomation

#icompleat

Best Inc.

iCOMPLEAT
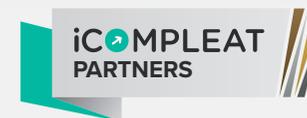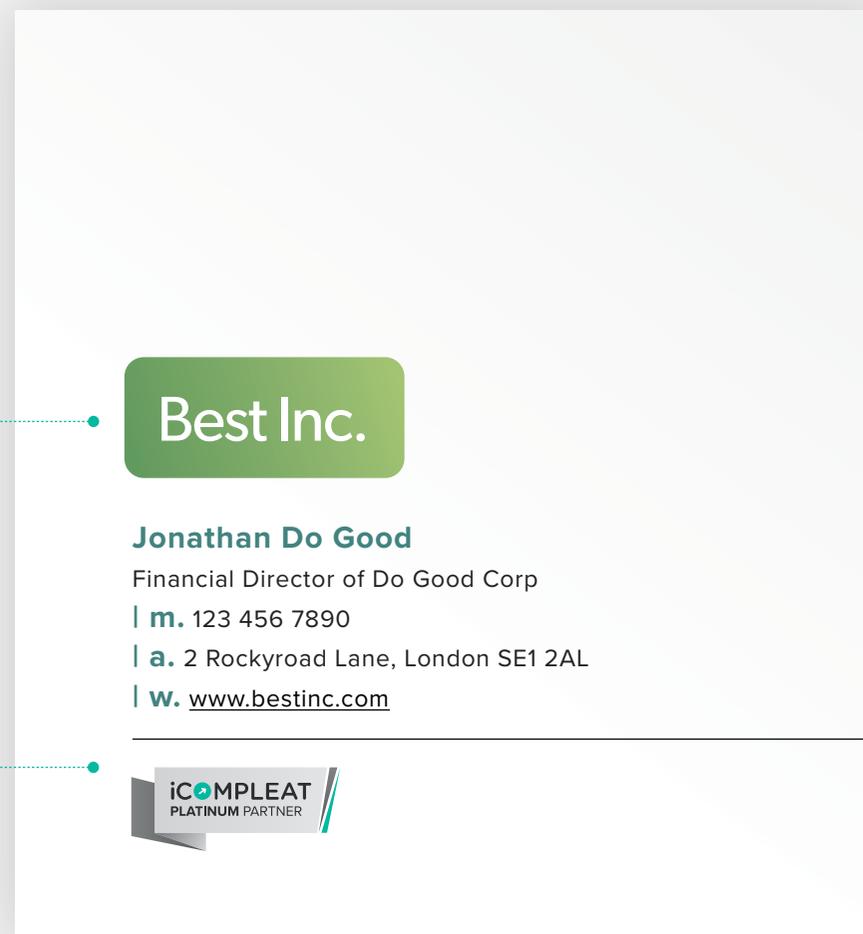PLATINUM PARTNER

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Email signatures

If you'd like to use your partner badge on your email signature, we advise placing it at the bottom of your signature beneath your details.

Your logo

Make sure your logo is is displayed before your partner badge. It should also be noticeably bigger or more prominent then your partner badge.

Your partner badge

Your partner badge should be displayed clearly below your email signature. It should be subtle, but make sure the text is still visible.

Best Inc.

Jonathan Do Good

Financial Director of Do Good Corp

| **m.** 123 456 7890

| **a.** 2 Rockyroad Lane, London SE1 2AL

| **w.** www.bestinc.com

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Website

Display your partner badge on your website. It's important that your partner badge does not dominate your own branding on the website. We advise placing it either in the footer or in promotional slides.

Your partner badge in banners

Your website should instill trust. You can use your partner badge on your hero banners or slides to indicate that you are one of our trusted partners.

Your partner badge in your footer

We advise placing your partner badge in the footer of your website. You can insert a hyperlink so that the badge redirects customers to a specific landing page on your website OR you can back-link it so that it directs visitors to https://icompleat.com/

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Effective hero banner
Create some great sub-text.

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