

# Partner Connect Branding Guidelines

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# Partner Connect

Growing an open and connected ecosystem



Partner  
Connect

- A foundational pillar of our brand strategy
- Core to our promise to our clients
- A truly unique differentiator

# MRI SOFTWARE



Marketing your organization's participation in MRI's Partner Connect program



- Designates your membership in Partner Connect
- For use in ad creative and promotional material
  - Website, sales material, banner ads, print ads, email newsletters, printed materials, trade show graphics, etc.



# MRI SOFTWARE CERTIFICATION BADGES

For use on LinkedIn company pages, Company Website, sales material, banner ads, print ads, email newsletters, etc.



- Designates your certification in a certain discipline (financials, technology, RM, or CM)

- Designates your certification in the Partner Connect Certification program if applicable

# How to use Partner Badges

General guidelines for using partner badges



- **Keep the focus on *your* company.** The MRI Software Partner Connect badge should not be more prominent than your company's logo. It must be clear that all advertising, promotional materials and correspondence is from your company, not MRI.
- **MRI is not a sponsor of your promotions.** Unless otherwise arranged and approved, your use of the MRI Software Partner Connect badge should not imply MRI's sponsorship of your promotions.
- **Do not modify partner badges and follow spacing and size guidelines.** Partner badges must:
  - Not be edited or modified
  - Be no smaller than .9" tall
  - Have a minimum of .25" of blank space surrounding the border

# Using the MRI Software Logo & Trademark



## What is the correct way to refer to MRI Software in text?

Context is key. MRI Software must always be used as the full company name in writing for the first mention, then 'MRI' may be utilized after that.

## Use of MRI Software Logos

Use of the MRI Software logo must be approved in all cases. In the event the logo is used in a co-branded campaign, usage must be in accordance with the standards set forth below.



Use the MRI Software logo with tagline to designate MRI as one of your partners (e.g., on your website's partner page)



Use Partner Connect badges to designate your participation in our program, and in any of your advertising and promotional materials



# Please Make the Following Changes



- Update any marketing and promotional materials with the MRI Software logo or Partner Connect logo as follows:



- Use the MRI Software logo to designate MRI as one of your partners (e.g., your website's partner page)



- Use Partner Connect badges to designate your participation in our program, and in any of your advertising and promotional materials



- Send us your any new/updated sales collateral (data sheets, sales slides, etc.) at any points throughout the year
- Send all materials to Madalyn McIntyre ([Madalyn.McIntyre@mrisoftware.com](mailto:Madalyn.McIntyre@mrisoftware.com)) for approval.
- Alert MRI if you rebrand/change your logo for us to update in the appropriate areas