

# **Axis Certified Professional logo and name usage guidelines**

Guidelines for Axis Certified Professionals



# Dear Axis Certified Professional,

Welcome to the Axis Certified Professionals network!

The Axis identity is a seal of approval and a promise of quality and expertise. When you are certified by Axis, you also represent Axis. By following these guidelines, you reap the benefits of the Axis identity and contribute to its strength.

We thank you for your continued support.  
**Your Axis team**

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## 1. Overview: Axis Certified Professional logotype

The Axis Certified Professional logotype consists of the Axis corporate trademark, as well as several figurative elements and shapes. The combination of all these elements forms the Axis Certified Professional logotype and must not be altered in its form.



The Axis Certified Professional logotype may be used only by individuals who have passed the exam requirements for the Axis Certified Professional certification.

The Axis Certified Professional logotype, as well as any other certification collateral such as the Axis Certified Professional diploma, must be used as personal identifiers. It should not be used in an ambiguous manner, such as disassociated from the specific name of the certification holder. The logotype does not indicate certification of a business or a company.

### **Axis Channel Partner Program members with Axis certified professionals**

Axis recognizes the situation where its Channel Partner Program members may be willing to promote their staff who have become Axis Certified Professionals. In this instance, Axis agrees that the Axis Channel Partner Program member, as a company, uses the Axis Certified Professional logotype strictly for the purpose of promoting its staff certified by Axis.

Only the approved logotype version may be used.

Furthermore, you may only use the Axis Certified Professional logotype for the period of time to which it is granted to you.

## 2. Where to use the Axis Certified Professional logotype

### **> Business Cards, letterhead and advertising**

The Axis Certified Professional logotype may be used on your personal business cards, on business cards provided to you by your company, on personalized letterhead or in advertising and other promotional materials ONLY if it is directly associated with your name.

### **> Web pages**

The Axis Certified Professional logotype may be used on your personal web site as long as it is directly associated with your name.

### **Exception for Axis Channel Partner Program members**

For Axis Channel Partner Program members who employ Axis Certified Professionals, the Axis Certified Professional logotype may also be used on the company web site and other collateral, as long as the logotype is used in conjunction with a text promoting the company's certified individuals. A company can never become an Axis Certified Professional.

Example: <Company Name> has xx Axis Certified Professionals on staff. Let our Axis Certified Professionals help you with your system design needs.G

### 3. Where NOT to use the Axis Certified Professional logotype

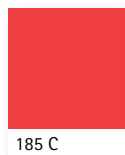
- > The Axis Certified Professional logotype may not be used on products or on packaging.
- > The Axis Certified Professional logotype may not appear on or in connection with any marketing materials for any individual other than the one to which the certification logo has been issued.
- > The Axis Certified Professional logotype may not appear on any materials that disparage Axis, its partners or its products or services that infringe upon any Axis' intellectual property or other rights, or that violate any state, federal or foreign law or regulation.
- > The Axis Certified Professional logotype may not be used by itself or without appropriate reference to a specific individual or group of individuals who have valid Axis Certification.

### 4. Colors and logotype variants

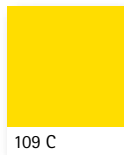
Color plays a big role in the Axis identity.

The special tones of red and yellow as defined here come from and are reserved for the Axis corporate logotype. The Axis Certified Professional logotype uses a specific third color, Pantone Warm Gray 9.

The logotype shall be used in four-color process match (CMYK, full color version) on a white background whenever possible. If necessary, you can use the spot colors – PMS 109, PMS 185, PMS Warm Gray 9, together with black 60%.



Pantone 185 C  
CMYK: C0 M91 Y76 K0  
RGB: R255 G0 B51  
HTML: FF0033



Pantone 109 C  
CMYK: C0 M10 Y100 K0  
RGB: R255 G204 B51  
HTML: FFCC33



Pantone Warm Gray 9  
CMYK: C0 M11 Y20 K47  
RGB: R154 G139 B125  
HTML: 9A8B7D

In exceptional cases, if one-color printing is the only possible choice, alternative versions of the Axis Certified Professional logotype may be used:

- > Line-art – for monochrome and grayscale printing: black on a light background.



- > Negative (white) – for use on dark backgrounds or objects.



- > Engraved or embossed – for special purposes, e.g. certain giveaways.

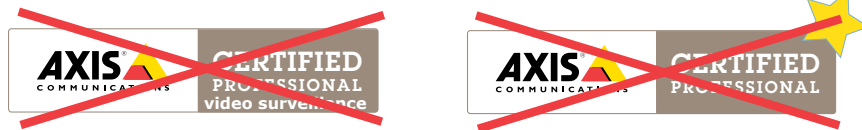
## 5. Logotype violations (non-exhaustive)

The Axis Certified Professional logotype is important for certified individuals to communicate in a clear and concise manner their certification status. It acts as a quality label to end users as well as other market players. It is fragile rights that can be lost through misuse. The Axis Certified Professional logotype therefore must be used properly and consistently.

- > **Do not** use the Axis Certified Professional logotype on a patterned background or on one that is too light or too dark for it to read well.



- > **Do not** incorporate or combine the Axis Certified Professional logotype into any other graphic element or add any language or design features to it.



- > **Do not** translate the text in the logotype into any language.



## 6. Proportions and space

The proportions must never be altered.

It is important to provide an adequate amount of clear space around the logotype, especially when it appears with other logotypes. The clear space around it – an area free of all other images and text – helps establish the importance of the logotype in environments where it competes with other graphic elements for attention.

We define this clear space as twice the height of the "X" in the logotype, as shown here. This is the minimum. You are welcome to provide your Axis Certified Professional logotype even greater space. The Axis Certified Professional logotype should not be obstructed by any other graphics. The general guide for the nearest graphic to the logo is as follows:

Twice the height of the X in AXIS away from the top, bottom, left and right.



## 7. Maximum and minimum sizes

The logotype should always be displayed in a way that the text inside it is readable, thus never too small as to be distorted.

## 8. Use of “Axis Certified Professional” as a text element: abbreviations and spelling

The name “Axis Certified Professional” may be used in textual descriptions that make fair and accurate references to your certification status. The name must be used in its exact form. Its appearance must not vary by abbreviating it, making it into an acronym, or combining it with any other word(s) or any figurative element(s), changing its spelling or using improper capitalization.

### Do not:

- > Shorten Axis Certified Professional to an initial or abbreviation (“Axis” to “Ax.”)
- > Turn Axis Certified Professional into an acronym (such as “ACP”)
- > Change the name Professional to another word (such as “Expert”)

## 9. Axis Certified Professional logotype, name or acronym on business cards

The Axis Certified Professional logotype may not be used in association with or to represent any business or other organization. Certification may be represented on third-party business cards with the appropriate Axis Certified Professional logotype, as shown below.



Axis Certified Professional logotype shown on a personal business card



Alternative with Axis Certified Professional name

## 10. Source files and downloads

The Axis Certified Professional logotype is provided in both high and low resolution formats once you become an Axis Certified Professional. The logotype can always be requested by sending an e-mail to Axis' certification team at [certification@axis.com](mailto:certification@axis.com).

Always use the files supplied by Axis.

## 11. Review and approval process

As part of your Axis Certified Professional status, you agree to cooperate fully with any request by Axis Communications to review any materials reflecting the Axis Certified Professional logotype and to promptly make any changes required by Axis to conform to these guidelines.

# About Axis Communications

Axis offers intelligent security solutions that enable a smarter, safer world. As the global market leader in network video, Axis is driving the industry by continually launching innovative network products based on an open platform – delivering high value to customers through a global partner network. Axis has long-term relationships with partners and provides them with knowledge and ground-breaking network products in existing and new markets.

Axis has more than 1,600 dedicated employees in more than 40 countries around the world, supported by a network of over 65,000 partners across 179 countries. Founded in 1984, Axis is a Sweden-based company listed on NASDAQ OMX Stockholm under the ticker AXIS.

For more information about Axis, please visit our website [www.axis.com](http://www.axis.com).