

HUAWEI ENTERPRISE ICT SOLUTIONS **A BETTER WAY**

Huawei Enterprise Business Partner Logo Program

Version 2.0 2012
enterprise.huawei.com



The basic element of Huawei Enterprise Partner logos is olive branches, which is a symbol of cooperation, victory, and hope. The crystal texture and metal frame deliver good visual impact and demonstrate strong industry attributes. The colors of the olive branch and text indicate different types and levels of channel partners.

Logos for Huawei's Enterprise Partners



Logo for Huawei's Enterprise Partners
(Generic)



Distributor



Value-Added Partner (VAP)



Gold Partner



Silver Partner



Authorized Partner



Service Partner (Five-Star)



Service Partner (Four-Star)



Service Partner (Three-Star)

Logos for Huawei's Learning Partners



Huawei Authorized Learning Partner
(HALP)



Huawei Certified Systems Instructor
(HCSI)



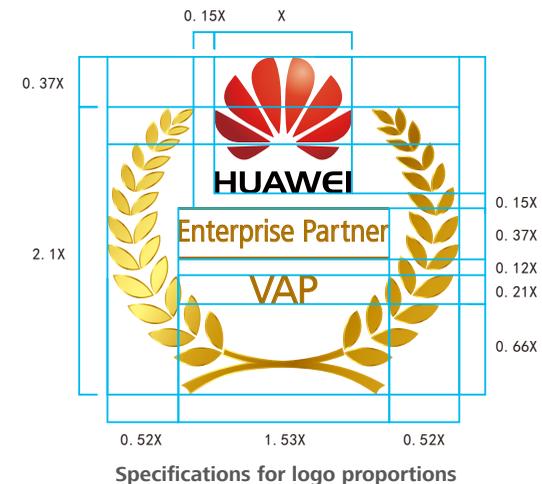
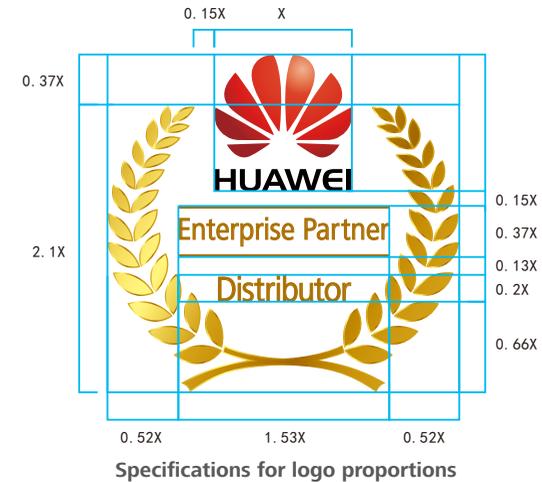
Huawei Authorized Network Academy
(HANA)



Huawei Certified Academy Instructor
(HCAI)

Distributors attain the sales target for Huawei's enterprise products and recruit tier-2 resellers in the enterprise market to ensure region coverage. Distributors purchase goods directly from Huawei, but do not directly supply goods to users. Instead, they rely on their tier-2 resellers that supply goods to users. Distributors provide order processing, logistics, financing, and technical support services to tier-2 resellers.

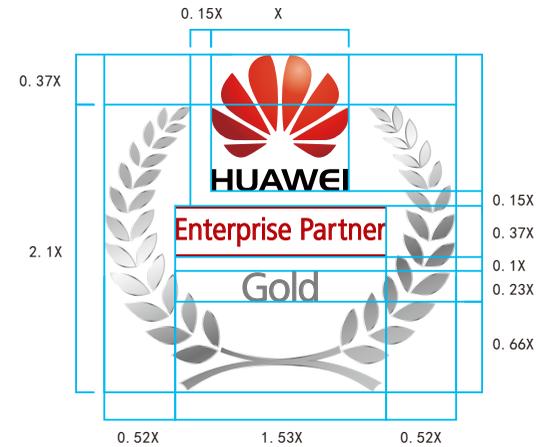
Value-added partners (VAPs) attain the sales target they promise on Huawei's enterprise products and solutions, develop customer relationship platforms for specific industries, and provide technical support and branding support for Huawei's products and solutions. VAPs directly engage with users and do not need to recruit tier-2 resellers.



Gold partners, silver partners, and authorized partners attain the sales targets they promised to Huawei, provide pre-sales technical support, after-sales technical support, and branding support for Huawei's products to customer in the certified regions/industries.



Gold Partner



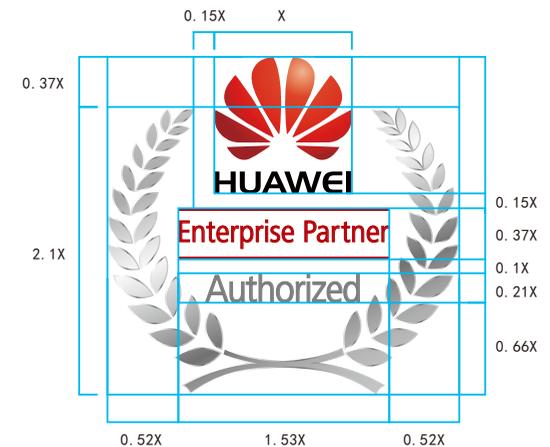
Specifications for logo proportions



Silver Partner



Authorized Partner



Specifications for logo proportions

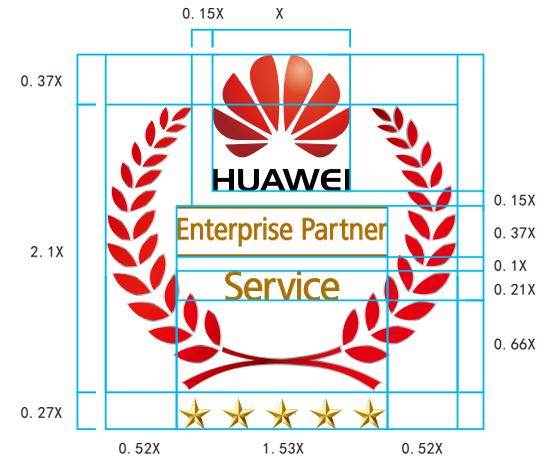
Tier-1 and tier-2 channel partners of Huawei's Enterprise BG can become Huawei's certified service partners (CSPs) after their service capabilities pass Huawei's certification.

CSPs are authorized to resell Huawei branded services or partner branded services, and can also deliver partner branded services.

CSPs are classified into three types: three-star CSPs, four-star CSPs, and five-star CSPs. More stars indicate stronger service capabilities of CSPs.



Service Partner (Five-Star)



Specifications for logo proportions



Service Partner (Four-Star)



Service Partner (Three-Star)

Logos for Huawei's Learning Partners

Huawei Authorized Learning Partners (HALPs) are professional training organizations who have passed Huawei's strict evaluation, receive Huawei's supervision and management, and are authorized to deliver Huawei's certification and training programs.

Huawei Certified Systems Instructors (HCSIs) are instructors who work at HALPs, have passed Huawei's competency certification, and are authorized to deliver training courses for the related certification and training programs.

Logos for Huawei Authorized Network Academies (HANAs)

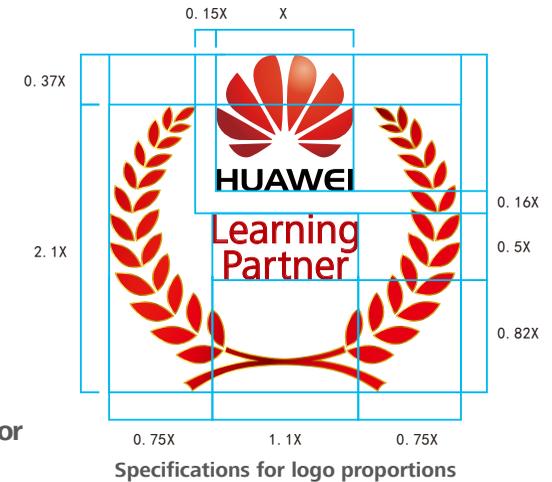
HANAs are professional institutions of higher education that have passed Huawei's strict evaluation, receive Huawei's supervision and management, and are authorized to deliver Huawei's technical courses and certification exam programs. HANAs strive to promote the education of ICT technology in institutions of higher education and help them produce ICT talent. Huawei Certified Academy Instructors (HCAIs) are instructors who work at HANAs, have passed Huawei's competency certification, and are authorized to deliver training courses for the related certification and training programs.



Huawei Authorized Learning Partner
(HALP)



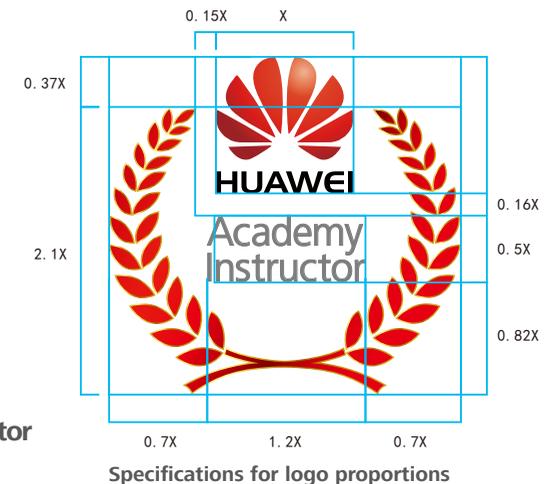
Huawei Certified Systems Instructor
(HCSI)



Huawei Authorized Network Academy
(HANA)



Huawei Certified Academy Instructor
(HCAI)



A blank space must be kept around the logos to ensure their visual effect. This space is called the restricted area. No text, symbol, or other graphic element can be displayed in this area. The width and height of the restricted area is x . x is equal to the length of two vertical Hs. The size of the restricted area changes along with the size of the logos.

The minimum size of logos in various printed publications is shown in the figure on the right. If the logos are smaller than this minimum size, they will become illegible.

1 Restricted Area

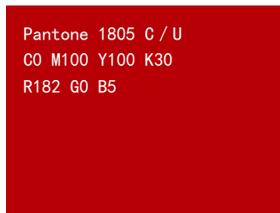
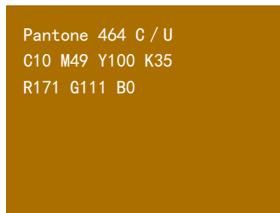
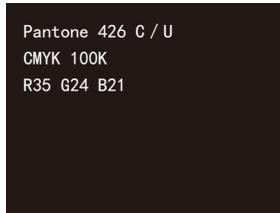


2 Minimum Size

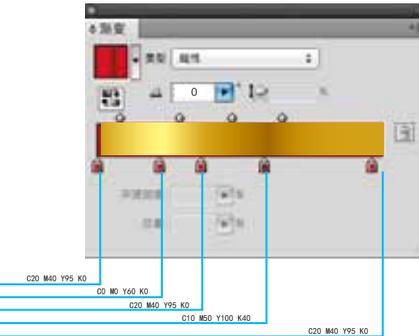


Standard colors are an important element that stands for the brand image and brand culture. They can leave a strong impression.

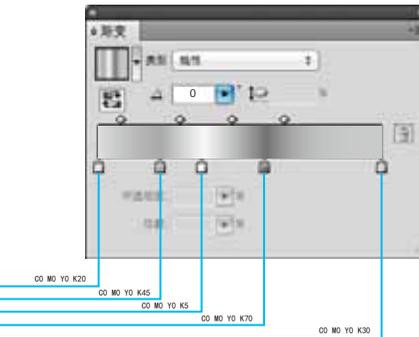
The same color will also cause some visual error under different light rays and on different materials. The color sample provided in this manual must be taken as a benchmark and the environment must be indoors on a sunny day with sufficient natural light. The colors of the logos have been standardized and shall not be modified. As there are numerous types of printers available, the color value for printing in this manual shall be taken as a reference.



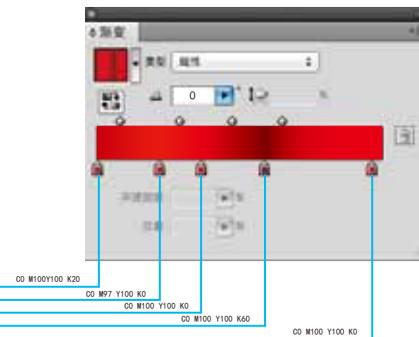
Gold gradient



Silver gradient



Red gradient



As the logos have different representations during actual use, we give some examples on how to use logos in different color forms in frequently-seen colors to unify the brand image.



White background



Black background



Red background



Light gold background



Light silver background

1 Metal logo in a single color



2 Colorless steel-seal logo



3 Printed logo in dual colors



4 Black logo in a single color



Pantone 426 C / U
CMYK 100K
R35 G24 B21

5 Gold logo in a single color



Pantone 464 C / U
C10 M49 Y100 K35
R171 G111 B0

6 Silver logo in a single color



Pantone Cool Gray 11C / U
CMYK 70K
R114 G113 B113

The logos may be difficult to identify or cannot be remembered correctly due to non-standard operations, which may cause confusion and incompleteness in the brand identification. Therefore, the specifications developed must be executed strictly during the use and implementation of the logos and shall not be modified without permissions. The following cases are prohibited:



Wrong combination



Wrong incline



Unproportionate zooming



Wrong proportions



Wrong color match



Wrong direction



Wrong font



Wrong combination



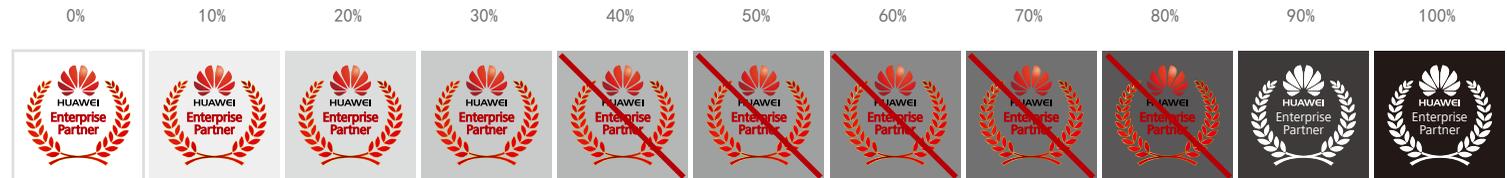
Arbitrary addition or deletion of elements



Arbitrary change of colors

The specifications on this page must be strictly implemented during the use of the logos with a gray color, auxiliary color, and photos as the background to maximize the clear display of the logos and avoid impacting their visual effect. For the specifications on how to use other logos in different backgrounds, refer to this page.

1 Use of a gray background



2 Use of a light color as the background



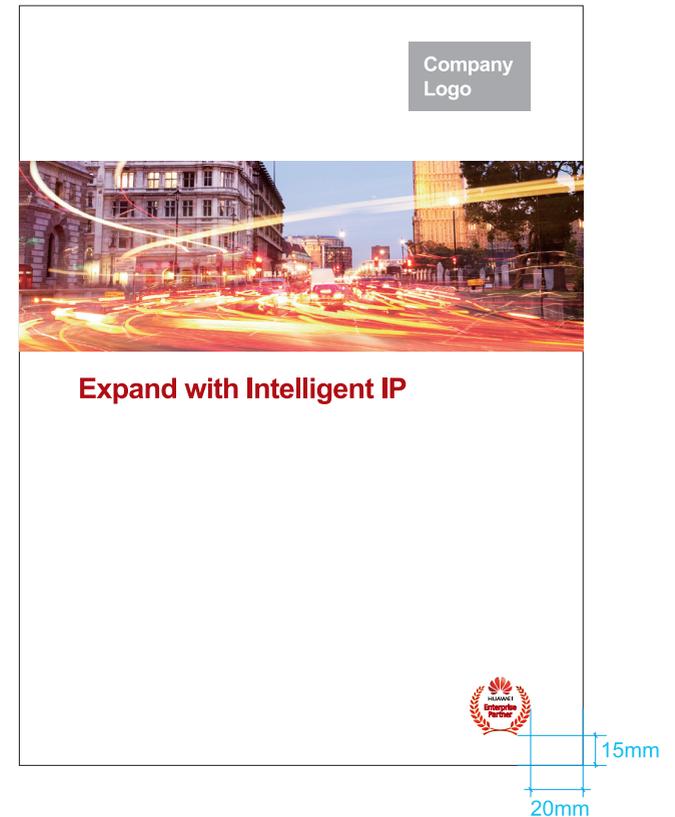
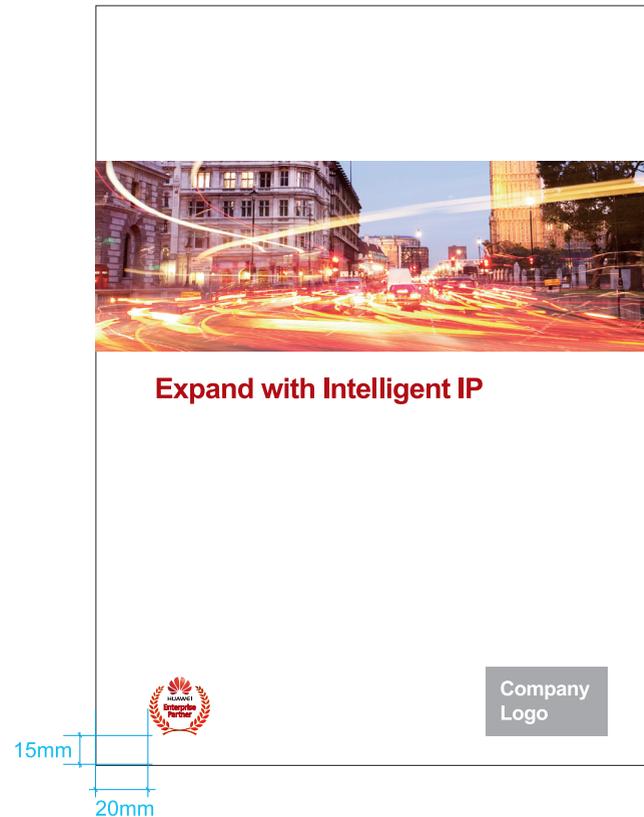
3 Use of a photo as the background



The logo could be used on name card, standard color is recommended, please refer to Chapter 1.8 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo. The minimum side length of the Huawei logo is 15mm.



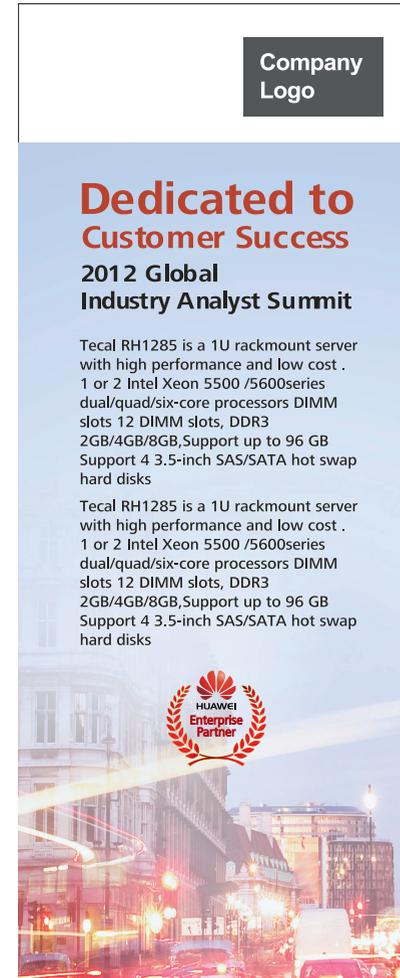
The logo could be used on print marketing materials, standard color is recommended, please refer to Chapter 1.8 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo. The minimum side length of the Huawei logo is 15mm.



The logo could be used on background board, standard color is recommended, please refer to Chapter 1.8 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo.



The logo could be used on standee, standard color is recommended, please refer to Chapter 1.8 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo. The Huawei logo should be set at the lower part of the standee. The minimum side length of the Huawei logo is 300mm.



The logo could be used on Web Page and EDM, standard color is recommended, please refer to Chapter 1.8 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's company logo. The Huawei logo should be set at the right upper corner on the page. The suggested length of the Huawei logo is 80px.



The logo could be used on wear, two colors print is recommended, please refer to Chapter 1.9 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo. The minimum side length of the Huawei logo is 15mm.



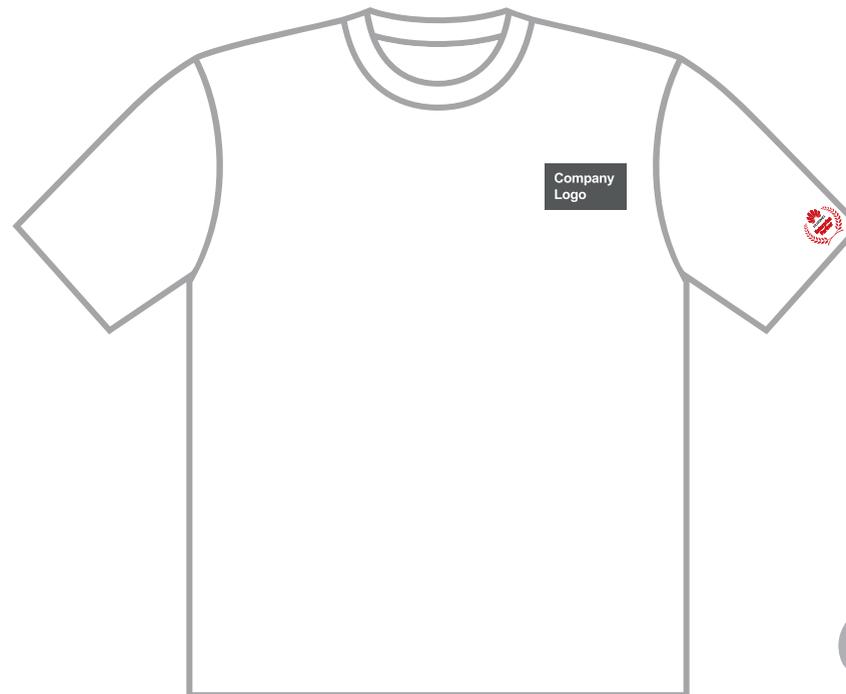
 Pantone 1805 C / U
C0 M100 Y100 K15
R207 G0 B14



 Pantone 464 C / U
C10 M49 Y100 K35
R171 G111 B0



 Pantone Cool Gray 11C / U
CMYK 70K
R114 G113 B113



The logo could be used on Gifts, both standard color and two colors print are recommended, please refer to Chapter 1.8 and Chapter 1.9 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo. The minimum side length of the Huawei logo is 15mm.



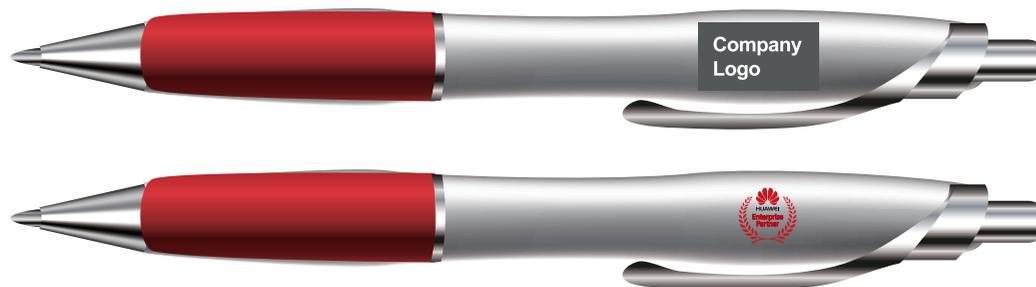
杯子



鼠标



U 盘



礼品用笔

The logo could be used on vehicle, both standard color and two colors print are recommended, please refer to Chapter 1.8 and Chapter 1.9 for details. When the Huawei logo is used together with the partner's company logo, the size of the Huawei logo needs to be set smaller than the partner's logo.

