Welcome

This Partner Messaging and Branding Guide is designed for Zoom’s partner ecosystem, approved partners, and their affiliates, that belong to one of our Partner Programs. They supplement our legal and compliance resources.

This Guide will help you create compelling marketing campaigns and collateral that follows Zoom messaging and branding guidelines. All internal or external elements of communications and marketing campaigns, including but not limited to blogs, websites, emails, special media, press releases, event promotion, print collateral, social media, webinars, video, and online ads produced by Zoom Partners must adhere to these guidelines.

Failure to comply with these guidelines will result in Zoom requiring you to rectify the non-compliant use potentially revoking your rights to use Zoom trademarks in your marketing collateral.

To ensure your marketing materials align with Zoom’s branding policies, please distribute this Guide to your marketing managers, PR teams, product marketers, and graphic designers.

Through these guidelines, we empower our partners and event sponsors to create clear and compelling marketing materials.

If you have any questions not covered in these guidelines, please contact brand@zoom.us. If you have questions regarding your partnership with Zoom, please contact your Zoom Partner Manager or partnermarketing@zoom.us.
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Clarity
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Growing Together

Together with our Partners, Zoom helps the world connect — and deliver happiness while doing it. We set out to build the best video conferencing platform for the enterprise, and today help people communicate better with products like Zoom Phone, Zoom Rooms, Zoom Video Webinars, Zoom Apps and Zoom Events.

We are problem-solvers and self-starters, working at a fast pace to design solutions with our customers and users in mind. We enhance and bring Zoom products to market with the help of our vibrant and rapidly growing partner community.

Our Voice

The Zoom voice is a helpful guide to the world of video communications. It directly reflects our company culture of caring, staying humble, and delivering happiness to our customers. Its tone may be more or less formal, but it is always focused on getting the necessary information to a busy audience. We lean towards straightforward, informative content.

We don't like overly cutesy or silly content, esoteric jargon, and wasting our reader's time.

We do like Oxford commas, tight language, and keeping it positive.

Our Tone

The tone of Zoom's voice varies depending on the content we are presenting and the audience we're speaking to. For most content – press releases, support documentation, case studies, data sheets, the website – our tone is straightforward and a bit buttoned-up, but not stuffy.

We loosen up on social media, when describing a fun new feature or use case of Zoom, or when discussing a celebratory occasion, such as Zoomtopia. In most contexts we tend to insert mention of our gratitude toward our customers or others.
As much as possible, partners should leverage the approved marketing templates as provided in the Zoom Partner Portal.

Using co-marketing templates and campaigns already created by Zoom and available on the Partner Portal will ensure best adherence to branding guidelines and enable the shortest time-to-market.
**Clarity**

Partners should not represent themselves as Zoom. Use of the Zoom logo and proprietary brand assets is not allowed unless a formal, written, and signed agreement is in place.

Zoom trademarks must not be used in any way that implies an endorsement or responsibilities that do not exist. Do not use Zoom marks as a visual focal point on any materials or in a manner likely to confuse the origin of products, services, or materials. Important: When as a Partner of Zoom, you create marketing assets related to Zoom, please make sure to use the appropriate Partner Badge or Lock-up that corresponds to your partnership with Zoom. Partner Badges or Partner Lock-up are the preferred branding options to use in partner-led co-marketing assets and to showcase your partnership with Zoom.

**Partner-Led Co-Marketing**
- The partner owns the relationship, is the primary brand, and leads the marketing effort
- The partner logo always appears first
- In this document, you will find guidance on how to visually communicate your Partner logo next to the Zoom logo
- The partner’s visual system should be the look for partner-led communications
- Partner visuals should be prominently featured. Zoom may be represented by a logo in a lesser weight
- Materials are subject to Zoom’s review. Partners should work with their respective Zoom Partner Managers
- The call to action must direct to a partner-owned landing page

**Zoom-Led Co-Marketing**
- Zoom owns the relationship, is the primary brand, and leads the marketing effort
- The Zoom logo always appears first
- The Zoom branding and visual system should be the look for Zoom-led communications
- Zoom visuals should be prominently featured. The partner may be represented by a logo in a lesser weight
- Materials are subject to Zoom review. Partners should work with their respective Zoom account managers
- The call to action must direct to a Zoom landing page
Partner-Led Announcements

Partners are encouraged to leverage social media, email communications, and their own blogs to announce partnership and solution news.

Zoom does not frequently issue press releases regarding partners, and rarely issue joint releases with partners. Only partners in one of our Partner Programs may issue their own releases regarding Zoom, following these guidelines.

All press-related materials and media opportunities, including press releases, articles, and blogs that reference Zoom must be reviewed and approved by Zoom before publication.

Any press material or press release not pre-approved by Zoom may cause the partner to be in breach of the Partner Agreement, and or Partner Program.

**DO**

- The first mention of Zoom within your body content should refer to “Zoom Video Communications, Inc.” and thereafter you may simply use “Zoom”
- We strongly recommend including customer quotes in your press release submissions
- The release should highlight a clear call to action and the customer benefit
- Make it clear that this release is coming from your company only
- Language such as “[Company] announces that it has teamed up with Zoom to...” is preferred
- Release title should begin with your company’s name instead of our name: “[Company] Teams Up with Zoom to...”
- When applicable, support your statements with data and sources
- If a quote from Zoom is requested, please draft the proposed quote and include it for written approval
- If you are including a trademark attribution statement, include a similar statement about Zoom’s trademark ownership after yours

**DON’T**

- Do not use language that implies exclusivity and avoid superlatives, such as: “only”, “best,” “most,” “largest,” “exclusive,” and “first”
- Do not include Zoom’s boilerplate ("About Zoom" section) or a Zoom press contact in the release
- Language such as “[Company] and Zoom announce...” or [Company] partners with Zoom is not acceptable

Where to Send & Turnaround Time

- Please submit the draft to your Partner Manager and/or Partner Marketing Manager to facilitate a review.
- Please allow up to 14 business days for the Zoom review process.
How to Write about Your Partnership

Website & Blog

Header:
[Partner Name] Teams Up with Zoom for [xyz integration or agreement.]

Subhead:
Major benefit.

[Partner Name] today announced that they have joined forces with Zoom Video Communications, Inc. to [service brought to market].

[Details of integration/partnership, benefits to customers.]

[Quote from company executive.]
“I am proud team up with [company] to bring xyz to market,” said [Zoom employee], [title], for Zoom. “[Key benefits restated].”

Social Media Post

We are proud to partner with @zoom to bring our customers an industry-leading solution for video communications. Contact us today to learn how @Company Name can help your business with a reliable, scalable, and frictionless solution for video, phone, chat, and collaboration! #ZoomPartner #InsertYourOwnHashtag

Social & Digital Ads

Header:
Delivering Zoom’s video communications platform

Sub-header:
Contact us to learn more

Email Signature

Header:
A proud Zoom partner

Sub-header:
Contact me to learn more
Guiding Principles

Core Messaging
Zoom, a Video Communications Platform
Positioning Statements
Products & Services
Naming & Categorization
Partner Company & Product Names
Naming Your App

Zoom Branding Standards
Logo Usage
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Zoom, a Video Communications Platform

Zoom is for you. We help you express ideas, connect to others, and build toward a future limited only by your imagination.

Our frictionless communications platform is the only one that started with video as its foundation, and we have set the standard for innovation ever since. That is why Zoom is an intuitive, scalable, and secure choice for large enterprises, small businesses, and individuals alike. Our name has become a verb because we are re-defining the future of communications.

<table>
<thead>
<tr>
<th>Platform</th>
<th>Enterprise</th>
<th>Innovation</th>
</tr>
</thead>
</table>
| Dynamic platform empowers anything you want to do or build on Zoom.  
  • Video communications encompasses a broad range of services and use cases  
  • Customers can create, run, and grow their businesses on Zoom | Enterprise customers choose Zoom for our state-of-the-art simplicity and scalability with robust security and privacy features.  
  • Purpose-built and customizable to meet enterprise needs  
  • Ability to scale and integrate without compromising quality or reliability  
  • Trusted choice for enterprises around the world | Zoom has an ambitious vision for the future of communications built on our track record of industry-redefining innovation.  
  • Defining the future of hybrid work  
  • Inspiring new business models |
## Positioning Statements

<table>
<thead>
<tr>
<th>50 Words</th>
<th>40 Words</th>
<th>20 Words</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoom helps people stay connected so they can get more done together.</td>
<td>Zoom helps people and businesses stay connected so they can get more done together.</td>
<td>Zoom’s secure, reliable video platform powers all of your communication needs, including meetings, chat, phone, webinars, and online events.</td>
</tr>
<tr>
<td>From meetings, chat, phone, and webinars to conference room systems and online events, Zoom powers all your communication needs.</td>
<td>From meetings, chat, phone, and webinars to conference room systems and online events, Zoom's secure, reliable video platform powers all of your communication needs.</td>
<td></td>
</tr>
<tr>
<td>Our secure, reliable video platform offers a high-quality experience that is easy to manage, use, and customize.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Zoom’s ecosystem contains a wide range of products and services. This section provides some guidance to support you with the details of these offerings.
Products & Services

Zoom Meetings provides simple, secure, and reliable video conferencing and messaging through any device.

Zoom Video Webinars is for anyone who wants to present information to a large online audience that joins to listen and learn from anywhere in the world and from any device.

Zoom Apps allow users to effortlessly utilize and embed their preferred third party apps within the Zoom experience, so that critical business applications can live within their Zoom meetings.

Zoom Chat is the secure persistent messaging hub that provides instant access to Zoom’s real-time video & phone.

Zoom Phone is a feature-rich cloud phone solution for businesses of all sizes.

Zoom Rooms is the perfect solution for conference, huddle, and training rooms, as well as executive offices, clinics, and classrooms. Zoom for Home is a personal home office solution designed to help remote workers connect and be more productive.

OnZoom is an online marketplace designed to help businesses reach new audiences through virtual experiences. Examples: Yoga or Cooking Classes, Networking Events, or Partner Events.

Zoom APIs & SDKs enable customers, developers, and service providers to easily build apps & integrations on top of Zoom’s industry-leading video communications platform, with opportunities for global discovery and distribution.

The Zoom App Marketplace connects users, creators and developers, serving as the leading source for discovering, deploying, and managing integrations.

Zoom Events is all-in-one platform with the power to create virtual experiences that attendees will love.
Naming & Categorization

Zoom Brand

The Zoom wordmark and other trademarks and logos owned by Zoom and licensed to our Partners for use are valuable intellectual property and must be used properly to avoid damaging Zoom’s brand or creating confusion among consumers.

**DO**

- **Zoom**
  - When referring to Zoom, as a company or its products, always capitalize as shown.
  - Example: The Zoom platform simplifies all your communications
  - The name of our company is Zoom or Zoom Video Communications
  - Zoom is a video communications platform. Zoom is NOT just a web conferencing, video conferencing, or meetings service
  - Zoom is a platform, and inside that platform we have services or products. Examples: Zoom Meetings, Zoom Rooms, Zoom Phone, OnZoom. Functionalities within products are features. Examples: screen sharing, virtual background, immersive view
  - The first mention of Zoom within your body content should refer to "Zoom Video Communications, Inc." and thereafter you may simply use "Zoom"

**DON'T**

- **ZOOM/zoom**
  - Preferred Zoom Partner
  - When referring to Zoom, do not capitalize as ZOOM, or zoom, or zoom.us
  - Do not pluralize Zoom or use Zoom as a noun or a verb. Trademarks are adjectives. You join a Zoom meeting, not a Zoom. You join a Zoom meeting with your team; you don't Zoom with them
  - Do not mimic our messaging/branding. Example: "Meet Happy"
  - Do not use competitive or negative language with the Zoom or designated Zoom Partner logo
  - Partners cannot state, imply, promote, advertise, market, or communicate in any manner that they are a preferred or exclusive partner of Zoom
  - Any Zoom logo should not be used within a sentence. When the Zoom name is used within a sentence it must be in plain text and the same font, color, style, weight and size as the accompanying text
Partner Company & Product Names

When referring to partner companies and product names there are few dos and don'ts you need to remember.

**DO**

- Acme, Inc.
- Acme Video Solutions
  - Make your brands, names, domains, and social media assets distinct from those that belong to Zoom
  - Create company and product names that are distinct from Zoom's to eliminate brand confusion. sharing, virtual background, immersive view

**DON'T**

- Acme Zoom, Inc
- AcmeZoom
- Acme Zoom Phone Solutions
- HealthSolution4Zoom
- zoom-reseller.com
  - Do not use any Zoom brands or names in your company name, logo, app name, domain name, icon, taglines, social media handles, advertising keywords, or any other branding or source-identifying materials
  - Modify, imitate, or abbreviate any Zoom brands or names anywhere. This includes misspellings, phonetic or foreign equivalents, rhyming words, stylizations, logos, or other variations
Naming Your App for the Zoom App Marketplace

A solid understanding of the Zoom App Marketplace and the types of apps available will help you to better articulate the value proposition for your own app, while being aligning with Zoom’s.

Visit https://marketplace.zoom.us
Naming Your App for the Zoom App Marketplace

When naming and referring to your app, consider these principles, as well as the best practices and examples that follow.

**DO**

- **Acme**
- **Acme for Zoom**
- **Acme App for Zoom**
- **Acme App for Zoom Apps**

- Make your app name as simple as just your partner name and a strong brand that stands on its own.
- You can refer to your app as an "app for Zoom" or an "app for Zoom Apps".
- You may use the Zoom mark to refer to your app's compatibility with the Zoom platform.

**DON'T**

- **Acme Zoom, Inc**
- **AcmeZoom**
- **Acme Zoom Phone Solutions**
- **HealthSolution4Zoom**
- **zoom-reseller.com**

- Use Zoom App or Zoom Apps as a noun for your app. A Zoom app should only be an app that Zoom creates.
- You cannot use the Zoom mark in your app name, only in a compatibility statement.
- Do not choose a generic or highly descriptive name for your app so only Zoom stands out as a brand (i.e., Conference for Zoom). Be sure to use "app" before "for Zoom" or "for Zoom Apps" if your app name is not distinctive enough on its own (i.e., Conference app for Zoom).
Zoom Wordmark

Our primary logo is the Zoom wordmark. Any reference to Zoom the company or the brand, please use the Zoom wordmark. For more direction on how to use the Zoom Wordmark Logo please review the Zoom Logo section.

Colors & Typography

Zoom's brand identity includes visible elements that distinguish our brand from others—including our brand fonts and colors. To learn more about color palette, web palette, icons/buttons, and typography, visit https://zoom.us/brandguidelines.
The Zoom App Icon should only be used by partners in reference to the Zoom application. The Zoom App Icon is approved for use in relation to other app icons. Any reference to Zoom the company or the brand, please use the Zoom logo wordmark.

**Zoom App Icon**

- **Square Variation**

A full bleed option of the Zoom App Icon is available to be used only when specific styling is required to match other app icons.

- **Circle Variation**

**DON'T**

- Do not put Zoom icons at the top of your email, or page, or above your own logo
- Do not include any Zoom icons as text or in the middle of text
- Do not create an illustration using Zoom products or service icons, and do not alter their shape or design in any way
- Do not design call-to-action buttons to look like they came from Zoom
- Do not put any Zoom icons next to your own logo, or use ampersands, pluses, x signs, equal signs, or any other design elements to denote the Zoom relationship or partnership
- Do not put Zoom icons on top of other images, such as patterns or textures
- Do not put Zoom icons on a colored background unless there is a high contrast and don’t add them more than once in your design
- Do not use a Zoom icon as a favicon for your website
- Don’t use the Zoom wordmark and app icon together

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Photography

All photography used throughout co-marketing assets should be aligned with the Zoom brand and platform. Zoom’s brand is modern and clean while being bold and beautiful. Stock photography should be as natural as possible to reflect Zoom’s culture of diversity and happiness.
Photography

- Only use approved photography. Do not use any photography from our website, social channels, blog, or other Zoom materials unless approved by partnermarketing@zoom.us

- Do not manipulate images. This includes, but is not limited to, adding or removing hardware; adding or removing logos; replacing the UI; and cropping out hardware, UI or primary objects/people

- Do not alter the Zoom UI. The UI should not be altered to change controls, add/remove people, distort or skew the sizing of windows, cropping select portions or adding color or transparency overlays
Videos

Video has become a powerful way to engage with prospects and customers. As an approved Zoom Partner, you can use the extensive library of our solution videos available on YouTube.

However, no edits can be made to Zoom videos, nor to the content of the video itself nor as “bookends” to the video.

- Do not place your logo in the content of a Zoom video, for example in one of the corners of a video
- Do not edit or alter the content of a Zoom video
- Do not use outdated videos, videos created more than 12-18 months ago, or that include product specifications and messaging that are not current anymore
Logo Usage
Guiding Principles
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Zoom Branding Standards
Logo Usage
Zoom Logo
Zoom Phone Logo
Zoom Rooms Logo
Powered by Zoom Logo
Zoom App Marketplace Logo
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Our primary logo is the Zoom logo wordmark. Its bold simplicity reflects our culture and platform. Only show the logo in Zoom blue or white.

Full Color Logo

Monochrome Logo

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Zoom Logo Misuse

• Don’t use previous versions of the logo
• Don’t alter, rotate, or modify the logo
• Don’t animate the logo
• Don’t accessorize the logo with extra elements like speech bubbles
• Don’t use the Zoom wordmark and app icon together
Zoom Logo Clear Space & Minimum Size

When using the logo with other graphic elements make sure you give it some room to breathe.

The empty space around the logo should be at least the equal amount of height. To ensure the logo maintains its visual impact do not go any smaller than 18 pixels or 80 pixels in width.
## Zoom Logo Usage Matrix

<table>
<thead>
<tr>
<th>Location</th>
<th>Permitted or Not permitted</th>
<th>Use of the “Zoom” logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites, Landing Pages</td>
<td>✓</td>
<td>The Zoom logo may be used by Zoom Partners, following the guidelines included in this document. However Zoom’s review and approval is required. Is it preferred that you use the Partner Badge or Lock-up relevant to your partner destination before using the Zoom logo wordmark.</td>
</tr>
<tr>
<td>Email Communications</td>
<td>✓</td>
<td>The Zoom logo may not be used in any out of home advertising including but not limited to billboards and place-based advertising.</td>
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<tr>
<td>Collateral</td>
<td>✓</td>
<td>The Zoom logo may not be used in any online ads.</td>
</tr>
<tr>
<td>Event Assets</td>
<td>✓</td>
<td>The Zoom logo may not be used in social media account profile images, but may be used in marketing assets promoted on social media as long as they follow the guidelines included in this document.</td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>✗</td>
<td>The Zoom logo may not be used in any promotional or merchandise items.</td>
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<tr>
<td>Promotional Materials</td>
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Review and approval required. Before using this logo, please share a preview of the marketing asset with partnermarketing@zoom.us for review and approval.
Zoom Phone Logo

The cloud phone solution, natively built for the Zoom platform.

Our “Zoom Phone” and “Zoom Rooms” logos are composed of the Zoom logo and its accompanying word.

Full Color Logo

Monochrome Logo

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Zoom Phone Logo Clear Space & Minimum Size

When using the logo with other graphic elements make sure you give it some room to breathe.

The empty space around the logo should be at least the equal amount of height. To ensure the logo maintains its visual impact do not go any smaller than 18 pixels or 80 pixels in width.
# Zoom Phone Usage Matrix

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<tr>
<td>Websites, Landing Pages</td>
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<td>The Zoom Phone logo may be used by Zoom Partners, following the guidelines included in this document.</td>
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Review and approval required. Before using this logo, please share a preview of the marketing asset with partnermarketing@zoom.us for review and approval.
Zoom Rooms Logo

Conference rooms that make it easy to run or join video meetings with a tap of a button.

Full Color Logo

Monochrome Logo

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Zoom Rooms Logo Clear Space & Minimum Size

When using the logo with other graphic elements make sure you give it some room to breathe.

The empty space around the logo should be at least the equal amount of height. To ensure the logo maintains its visual impact do not go any smaller than 18 pixels or 80 pixels in width.
## Zoom Rooms Usage Matrix

<table>
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<tbody>
<tr>
<td>Websites, Landing Pages</td>
<td>✓</td>
<td>The Zoom Rooms logo may be used by Zoom Partners, following the guidelines included in this document.</td>
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</table>

Review and approval required. Before using this logo, please share a preview of the marketing asset with partnermarketing@zoom.us for review and approval.
The “Powered by Zoom” logo is intended for use by approved Zoom partners or customers to promote a product, solution, service, or event that is delivered by using the Zoom platform.

Approved Zoom partners and customers, in accordance with this Guide, can leverage the “Powered by Zoom” logo to impart a sense of dependability and reliability on the Zoom platform.
### Powered by Zoom Logo on Stream

When using the “Powered by Zoom” logo during a live stream there are a few style rules you need to follow.

<table>
<thead>
<tr>
<th>Zoom Logo</th>
<th>Zoom Phone Logo</th>
<th>Zoom Rooms Logo</th>
<th>Powered by Zoom Logo</th>
<th>Zoom App Marketplace Logo</th>
<th>Zoom Events Logo</th>
</tr>
</thead>
</table>

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**Guiding Principles**

- Core Messaging
- Zoom Branding Standards

**Logo Usage**

- Zoom Logo
- Zoom Phone Logo
- Zoom Rooms Logo
- Powered by Zoom Logo
- Zoom App Marketplace Logo
- Zoom Events Logo

**Partner Program Designations**

**Digital Marketing & Media Buying**

**Partner-Led Co-Marketing Examples**

**Additional Resources**

**Legal**
When using the lock-up with other elements, make sure you give it some room to breathe.

The empty space around the lock-up should be at least the same as the height. To ensure the lock-up is legible do not go any smaller than 32px in height.

**For Print**
- Requires written approval from Zoom
- Please use CMYK lock-ups
- Maximum print size is 3” in width

**Clear Space**

![Clear Space](image)

**Minimum Size**

Powered by zoom [32px](image)
# Powered by Zoom Usage Matrix

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<td>Websites, Landing Pages</td>
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<td>Zoom partners can use the Powered by Zoom logo to showcase that their event, application or solution is built and/or runs on the Zoom platform.</td>
</tr>
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<tr>
<td>Online Ads</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Social Media Account or Profile Images</td>
<td>✗</td>
<td>The Powered by Zoom logo may not be used in social media account profile images, but may be used in a marketing asset or ad that is promoted on social media, as long as the asset follows the guidelines included in this document.</td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>✓</td>
<td>Zoom partners can use the Powered by Zoom logo in promotional items or merchandise to showcase that their event, solution, or application is built and/or runs on Zoom.</td>
</tr>
</tbody>
</table>

**Review and approval required.** Before using this logo, please share a preview of the marketing asset with [partnermarketing@zoom.us](mailto:partnermarketing@zoom.us) for review and approval.
You can use the “Zoom App Marketplace” logo to tell your customers that your integration is publicly available in the Zoom App Marketplace. 
https://marketplace.zoom.us
Zoom App Marketplace Logo

Guiding Principles
Core Messaging
Zoom Branding Standards
Logo Usage
  - Zoom Logo
  - Zoom Phone Logo
  - Zoom Rooms Logo
  - Powered by Zoom Logo
  - Zoom App Marketplace Logo
  - Zoom Events Logo
Partner Program Designations
Digital Marketing & Media Buying
Partner-Led Co-Marketing Examples
Additional Resources
Legal
When using the logo with other graphic elements make sure you give it some room to breathe.

The empty space around the logo should be at least the equal amount of height. To ensure the logo maintains its visual impact do not go any smaller than 18 pixels or 80 pixels in width.
# Zoom App Marketplace Usage Matrix

<table>
<thead>
<tr>
<th>Location</th>
<th>Permitted or Not permitted</th>
<th>Use of the &quot;Zoom App Marketplace&quot; logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites, Landing Pages</td>
<td>✓</td>
<td>Zoom partners can use the Zoom App Marketplace to inform your customers that your solution, service or application runs on the Zoom platform and is available in the Zoom App Marketplace.</td>
</tr>
<tr>
<td>Email Communications</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Collateral</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Assets</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Online Ads</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Social Media Account or Profile Images</td>
<td>✗</td>
<td>The Zoom App Marketplace logo may not be used in social media account profile images, but may be used in a marketing asset or ad that is promoted on social media, as long as the asset follows the guidelines included in this document.</td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>✓</td>
<td>Zoom partners can use the Zoom App Marketplace logo in promotional items or merchandise to showcase that their solution, service or application runs on Zoom and is available in the Zoom App Marketplace.</td>
</tr>
</tbody>
</table>

Review and approval required. Before using this logo, please share a preview of the marketing element with app-marketing@zoom.us for review and approval.
You can use the “Zoom Events” logo to tell your customers that your event or virtual experience is available on Zoom Events.

Full Color Logo

Zoom Events Logo

Monochrome Logo
Zoom Events Join Us Lock-up

When using the “Join us on Zoom Events” lock-up there are a few style rules you need to follow.

Full Color Logo

Join us on

Monochrome Logo

Join us on
When using the logo with other graphic elements make sure you give it some room to breathe.

The empty space around the logo should be at least the equal amount of height. To ensure the logo maintains its visual impact do not go any smaller than 18 pixels or 80 pixels in width.
# Zoom Events Usage Matrix

<table>
<thead>
<tr>
<th>Location</th>
<th>Permitted or Not permitted</th>
<th>Use of the “Zoom Events” logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites, Landing Pages</td>
<td>✓</td>
<td>Zoom partners can use the Zoom Events logo to inform your customers that your event is available on Zoom Events</td>
</tr>
<tr>
<td>Email Communications</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Collateral</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Assets</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>✓</td>
<td>The Zoom Events logo may not be used in social media account profile images, but may be used in a marketing asset or ad that is promoted on social media, as long as the asset follows the guidelines included in this document.</td>
</tr>
<tr>
<td>Online Ads</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Social Media Account or Profile Images</td>
<td>×</td>
<td>Zoom partners can use the Zoom Events logo in promotional items or merchandise to showcase that their event or experience is available on Zoom Events.</td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

**Review and approval required.** Before using this logo, please share a preview of the marketing element with **robin.bunevich@zoom.us** or **casey.temanson@zoom.us** for review and approval.
Partner Program Designations
Program Designations

The Zoom Partner Badges and Lock-ups allow you to showcase your partner designation according to the Zoom Partner Programs your company is currently enrolled in. You can work with your Partner Manager to identify the Partner Badge and Lock-up you are approved to use.

Important

As a Partner of Zoom, you create marketing assets related to Zoom, please make sure to use the appropriate Partner Badge or Lock-up that corresponds to your partnership with Zoom. Partner Badges or Partner Lock-ups are the preferred branding options to use in partner-led co-marketing assets and to showcase your partnership with Zoom.

<table>
<thead>
<tr>
<th>Partner Designations</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alliance Partner</td>
<td>Industry, vertical segment, category leaders, and integrated software vendor (ISV) that deliver an improved user experience and/or address a unique commercial opportunity typically through integrating Zoom into their service offerings. Some may collaborate with Zoom on a go-to-market plan.</td>
</tr>
<tr>
<td>Carrier</td>
<td>Communication Providers that are part of the Zoom Carrier Partner Program.</td>
</tr>
<tr>
<td>Distributor</td>
<td>Distributors that are part of the Zoom Authorized Distribution Program.</td>
</tr>
<tr>
<td>Hardware Partner</td>
<td>Partners that have developed a hardware component or solution to work with a Zoom solution and are part of the Zoom Hardware Certification Program.</td>
</tr>
<tr>
<td>Developer</td>
<td>Developers use solutions and tools made available by the Zoom Developer Platform to build apps &amp; integrations either on top of Zoom’s industry-leading communications platform, or by integrating core Zoom technology into their products and services.</td>
</tr>
<tr>
<td>Master Agent</td>
<td>Masters Agents that are part of the Zoom Global Master Agent Program.</td>
</tr>
<tr>
<td>Service Provider</td>
<td>Service Providers who are part of the Zoom Cloud Peering Partner Program.</td>
</tr>
<tr>
<td>Solution Provider</td>
<td>Partners that are part of the Zoom Reseller Partner Program, Referral Partner Program (including Sub-Agents) and/or the Certified Integrator Program.</td>
</tr>
</tbody>
</table>
Partner Badges

Use your approved Partner Badge to generally promote your partner designation in the Zoom Partner Program and to substantiate your competencies or specializations in relation to the Zoom platform.

**Full Color Logo**

**Monochrome Logo**
When using the badge near other graphic elements, make sure you give it some room to breathe. The empty space around the badge should be at least half the size of the height.

**For Print**
- Maximum print size is 2.5" (63.5mm) in width
- For Zoom Blue please use PANTONE 279C
- For Navy color please use PANTONE 655C

**Clear Space**

**Minimum & Maximum Size**
- Minimum Size on web 60px
- Maximum Size on web 120px
Available Partner Badges

- Alliance Partner
- Carrier
- Distributor
- Hardware Partner
- Developer
- Master Agent
- Service Provider
- Solution Provider

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Zoom Certified Badge

This “Zoom Certified” badge identifies hardware that has undergone comprehensive testing and review, and is certified as hardware compatible with Zoom software.

Full Color Logo

Monochrome Logo

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
### Zoom Certified Badge Clear Space & Minimum Size

When using the badge near other graphic elements, make sure you give it some room to breathe.

The empty space around the badge should be at least half the size of the height.

**For Print**
- Maximum print size is 2.5”x2.5” (63.5mmx63.5mm)
- For color please use PANTONE 279C

**Clear Space**

<table>
<thead>
<tr>
<th></th>
<th>Minimum Size on web</th>
<th>Maximum Size on web</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>100px</td>
<td>160px</td>
</tr>
</tbody>
</table>

**Zoom Certified Badge Clear Space & Minimum Size**
Partner Lock-ups

The use of the Partner Badge is always preferred, however, use the Partner Lock-up for marketing assets where a horizontal design layout or space requires it.

Partner Lock-ups only include the general partner designation and do not include additional details such as program competencies or specializations.

Full Color Logo

Monochrome Logo

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Partner Lock-up Clear Space & Minimum Size

When using the lock-up near other graphic elements, make sure you give it some room to breathe.

The empty space around the lock-up should be at least the equal amount of height. To ensure the logo maintains its visual impact do not go any smaller than 32 pixels in height.

Clear Space

| zoom | Solution Provider |

Minimum Size

| zoom | Solution Provider | 32px |
### Available Partner Lock-ups

**Stacked Lock-up**
- **zoom** Alliance Partner
- **zoom** Carrier
- **zoom** Distributor
- **zoom** Hardware Partner
- **zoom** Developer
- **zoom** Master Agent
- **zoom** Service Provider
- **zoom** Solution Provider

**Wide Lock-up**
- **zoom** | Alliance Partner
- **zoom** | Carrier
- **zoom** | Distributor
- **zoom** | Hardware Partner
- **zoom** | Developer
- **zoom** | Master Agent
- **zoom** | Service Provider
- **zoom** | Solution Provider

See page 82 for image [download](#). If you do not have access to the page, email partnermarketing@zoom.us.
### Partner Badges & Lock-ups Usage Matrix

<table>
<thead>
<tr>
<th>Location</th>
<th>Permitted or Not permitted</th>
<th>Use of the Partner Badge</th>
<th>Use of the Partner Lock-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites, Landing Pages</td>
<td>✓</td>
<td>Zoom Partners can use Zoom Partner Badges to generally promote their designation in the Zoom Partner Program, and to substantiate their capabilities, competencies and specializations in relation to the solution offering that they’re featuring.</td>
<td>Zoom Partners can use Zoom Partner Lock-ups to generally promote their designation in the Zoom Partner Program. Lock-ups are preferred for assets where a horizontal space or layout makes them more appropriate.</td>
</tr>
<tr>
<td>Email Communications</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collateral</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Event Assets</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Ads</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Account or Profile Images</td>
<td>✗</td>
<td>Zoom Partner Badges or Lock-ups may not be used in social media account profile images, but may be used in a marketing asset or ad that is promoted on social media, as long as the asset follows the guidelines detailed in this document.</td>
<td></td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>✓</td>
<td>Zoom Partners can use Zoom Partner Badges or Lock-ups in promotional items to promote their designation in the Zoom Partner Program.</td>
<td></td>
</tr>
</tbody>
</table>

**Additional information.** More information available at [https://partner.zoom.us/](https://partner.zoom.us/) and [Zoom Partner Portal](https://partner.zoom.us/).

**Questions.** Contact your Partner Manager or [partnermarketing@zoom.us](mailto:partnermarketing@zoom.us)
Do's & Don'ts

**DO**

- A Zoom Partner badge or lock-up should only be placed on materials that also have your logo. Your logo should always be primary; your logo is left, our badge or lock-up is right; your logo is top, our badge or lock-up is bottom.
- Zoom Partner badges or lock-ups are intended to be a stamp of certification. Badges or lock-ups should be used as subtle marks on your materials and should not take up more than 10% of any surface.
- On virtual backgrounds, the Zoom logo should be secondary to your logo. Typically, top right works best.
- On social images, the Zoom logo should be secondary or less prominent than your logo.

**DON'T**

- Do not lead with a badge or lock-up on any of your material. Our badges or lock-ups are intended to be secondary to your logo.
- Do not alter or separate parts of the assets Zoom provides you. Only use logos, badges or lock-ups as delivered. This includes manipulating the size and color of elements within given logos, lock-ups or badges.
- Do not use both the Partner Badge and the Partner Lock-up at the same time on any assets. You can use one or the other, but not both.
- Do not use more than one Zoom logo, Partner Badge or Partner Lock-up on any piece of collateral. For boxes or materials with multiple sides, do not use more than one on each side.
Joint Lock-up with the Zoom Logo

For approved partners, those in a Zoom Partner Program, you may use a joint lock-up within your Partner-led or Partner-generated marketing material.

As logos come in all shapes and sizes, there is no perfect science but please ensure there is an even balance between your logo and the Zoom logo, and neither logo is more prominent. Our partnership lock-up must always include a divider unless previously agreed upon.

Zoom’s logo should be secondary (on the right side) for partner-led co-marketing materials, and never be smaller than 18px in height.

Minimum Size

Do not create a joint logo lock-up with any symbol other than a vertical or horizontal divider, providing clear space for each logo.

Partners should not use Zoom brand elements to appear as an extension of Zoom.

**Do's & Don'ts**
### Joint Lock-up with the Zoom Logo Usage Matrix

<table>
<thead>
<tr>
<th>Location</th>
<th>Permitted or Not permitted</th>
<th>Use &quot;Partner Logo&quot; Together with the &quot;Zoom Logo&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Websites, Landing Pages</td>
<td>✓</td>
<td>Your logo, as a Zoom Partner, can be presented together with the Zoom logo to showcase your partnership with Zoom as long as the guidelines in this document are followed. See Partner-Led Co-Marketing section.</td>
</tr>
<tr>
<td>Email Communications</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Collateral</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Event Assets</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Outdoor Advertising</td>
<td>✗</td>
<td>Your logo, as a Zoom Partner, can not be presented together with the Zoom logo in social media account profile images, but they may be used together in a marketing asset that is promoted on social media, as long as the guidelines detailed in this document are followed.</td>
</tr>
<tr>
<td>Online Ads</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Social Media Account or Profile Images</td>
<td>✗</td>
<td></td>
</tr>
<tr>
<td>Promotional Materials</td>
<td>✓</td>
<td>A Joint Lock-up with the Zoom Logo may be used in promotional or merchandise items. See page 73 for example.</td>
</tr>
</tbody>
</table>

**Additional Information.** More information available at [https://partner.zoom.us/](https://partner.zoom.us/) and [Zoom Partner Portal](https://partner.zoom.us/). Review and approval required. Before using this logo, please share a preview of the marketing asset with partnermarketing@zoom.us for review and approval.
Digital Marketing & Media Buying
Partner Websites, Landing Pages

Zoom partners may represent their Zoom partnership on their website by either (a) positioning the Zoom logo as an offering within their portfolio or (b) creating a Zoom-dedicated landing page within their own website.

Zoom brand elements must be displayed following all guidelines in this document, making sure it is clear on the website that the partner company offers Zoom solutions without implying they are Zoom.

**DO**
- Insert your own branding above Zoom brand elements
- Be consistent with your website look and feel
- Follow core Zoom product positioning identified in pages 12-14 of this guide
- Follow landing page best practices:
  - Use clear, concise, and compelling messaging
  - Include a lead form to create conversions
  - Make your page responsive

**DON'T**
- Replicate a Zoom landing page or otherwise mimic Zoom’s website
- Do not use the Zoom logo at the top of your homepage
- Use Zoom-owned imagery without written consent from partnermarketing@zoom.us
Search Engine Marketing (SEO), Display Advertising, & Domain Names

Search Engine Marketing (SEO)
All Zoom partners can request to be whitelisted for using the term “Zoom” or Zoom product names like “Zoom Rooms” in ad copy by sending a request to partnermarketing@zoom.us and copy your Zoom Partner Manager. Without being whitelisted, ads will be flagged and removed by Google Ads.

Zoom partners must not bid on any keyword or phrase containing “Zoom” or references to the “Zoom” brand without express consent from Zoom.

On generic (non-Zoom) keywords, Zoom partners must make an effort to set keyword bids such that partner ads rank below Zoom ads, where possible.

Zoom partners may use “Zoom” or Zoom product names like “Zoom Rooms” in ad copy, but it must be clear that the ad is from a Zoom partner, not Zoom itself.

Domain Names & Keywords
- **DO**
  - www.AcmePartner.com
  - video.AcmePartner.com
  - www.AcmePartner.com/zoom
  - Create domain names that properly identify your company and its brands only
  - Use advertising keywords and ad copy that are associated with and promote your company or industry
  - Partners may use Zoom in a directory path of the Partner’s web URL. E.g www.AcmePartner.com/zoom

- **DON’T**
  - www.AcmePartner.com
  - zoomphone.AcmePartner.com
  - AcmePartner-zoomsolutions.com
  - www.AcmePartner-zoom.com
  - www.zmPartner.com
  - Do not use “Zoom” or any of the Zoom trademarks within your domain name, website title, or favicon
  - Do not use advertising keywords or ad copy that incorporate Zoom brand names without Zoom’s written permission
  - The URL www.AcmePartner-zoom.com is not permissible use of the Zoom brand or trademark because the trademark is within the domain name itself

Display Advertising
All advertising creative (e.g. banners) that contain Zoom assets (logo, messaging) must be approved by the Zoom brand team. To request a review, email partnermarketing@zoom.us and copy your Zoom Partner Manager.
Social Media & Email Marketing

Zoom Logos, Badges, or Lock-ups may not be used in social media account profile images, but may be used in a marketing asset that is promoted on social media as long as the asset follows the brand guidelines.

**DO**
- @AcmePartnerSupport
  - #AcmePartner
- Create social media handles, tags, or the like that properly identify your company and its brands only
- For email, use your name in the subject line to make it clear the email is from your company

**DON'T**
- @AcmePartnerSupport
  - #AcmePartnerZoomtopia
  - @AcmePartner_Zoom
- Do not create social media handles, tags, account images, or the like that include Zoom brands, abbreviations of those brands or anything confusingly similar, icons, or logos
Partner-Led Co-Marketing Examples
Email Marketing, Websites, & Landing Pages

The following section of this document provides examples of how to apply Zoom's Partner Messaging and Branding guidelines.

Email Marketing

Helping deliver Zoom's video-first UCaaS platform to our clients

Communication for your people has never been easier

Websites & Landing Pages
Social Banners & Flyers

Social Banners

Helping deliver Zoom's video-first UCaaS platform to our clients

Find out more

Flyers

A new way to stay connected to your clients

Voluptas sunt officid maio minctas reprepta duisend itionse cus, sam, sitia sa quae peria velecto et, volupta tiorest istiam fugitibus volupidusa volenis destrum. Aborum aut ent autem eum abore sinci odigenistia net laces auta volorpo restionsene is eicae voluptatium recto dus, sum seniet eos et quo blaborit accum archic tempor sequiam veniene ctotatibus nobit vent, suntum quamus. Omnime nos nones dolor aut omnis quam sitiis que pratiis modisqui tem quidus rem quate se rem repratia sum ipsa iunti to ma doluptum auta delest, volupta temperum que comnitio et doluptat audae.
Presentations & Event Promotions

Presentations & Events Hosted by Zoom

- Title slide
- Divider slide
- Copy slide

Event Promotions

- Join us for our webinar with Zoom
- Structuring your sales meeting
Joint Solution Brief Template

This simple solution brief template is ideal for partners that have created a solution, integration, application or service that runs with or on Zoom.

The purpose is to provide a compelling solution brief template for Zoom Partners to use so that joint customers can clearly understand the value proposition and benefits of the solution, how to learn more about it and how to purchase it.

See page 82 for image download. If you do not have access to the page, email partnermarketing@zoom.us.
Note: Prior-approval is needed to co-brand booth graphics. Please contact partnermarketing@zoom.us for prior-approval. Also, an electronic proof or sample must also be approved by Zoom prior to printing or manufacturing.
Promotional Items

Promotional Items / Merchandise
All promotional items and merchandise should be apparel and/or workplace items only.

Note: Prior-approval is needed to co-brand a promotional item. Please contact partnermarketing@zoom.us for prior-approval. Also, an electronic proof or sample must also be approved by Zoom prior to printing or manufacturing.
Partner Badge Examples
Partner Lock-up Examples

Important

- Partners may only use the following approved phrase(s) to promote, advertise, market, or communicate their relationship with Zoom: for example, “Zoom Service Provider”, or “Zoom Distributor,” and so forth.
- Badges/Lock-ups require different levels of certification/obligation, and if required steps are not met or renewed, Zoom will expire a Partner’s use of a badge.
- Partners cannot state, imply, promote, advertise, market, or communicate in any manner that they are a preferred or exclusive partner of Zoom.
Partner Lock-up Examples
# Additional Resources

<table>
<thead>
<tr>
<th>Resource</th>
<th>Website Resource</th>
<th>Email Resource</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td><a href="https://zoom.us/">https://zoom.us/</a></td>
<td></td>
</tr>
<tr>
<td>Blog</td>
<td><a href="https://blog.zoom.us/">https://blog.zoom.us/</a></td>
<td></td>
</tr>
<tr>
<td>Zoom Cares</td>
<td><a href="https://zoom.us/docs-en-us/zoomcares.html">https://zoom.us/docs-en-us/zoomcares.html</a></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td><a href="https://twitter.com/zoom">https://twitter.com/zoom</a></td>
<td></td>
</tr>
<tr>
<td>Linkedin</td>
<td><a href="https://www.linkedin.com/company/zoom-video-communications/">https://www.linkedin.com/company/zoom-video-communications/</a></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td><a href="https://facebook.com/zoomvideocommunications/">https://facebook.com/zoomvideocommunications/</a></td>
<td></td>
</tr>
<tr>
<td>Instagram</td>
<td><a href="https://www.instagram.com/zoom/">https://www.instagram.com/zoom/</a></td>
<td></td>
</tr>
<tr>
<td>Zoom Partner Marketing &amp; Programs</td>
<td><a href="https://partner.zoom.us/">https://partner.zoom.us/</a></td>
<td><a href="mailto:partnermarketing@zoom.us">partnermarketing@zoom.us</a></td>
</tr>
<tr>
<td>Zoom App Marketplace</td>
<td><a href="https://marketplace.zoom.us/">https://marketplace.zoom.us/</a></td>
<td><a href="mailto:app-marketing@zoom.us">app-marketing@zoom.us</a></td>
</tr>
<tr>
<td>Zoom Partner Portal</td>
<td><a href="https://mypartnerportal.zoom.us/">https://mypartnerportal.zoom.us/</a></td>
<td><a href="mailto:partnermarketing@zoom.us">partnermarketing@zoom.us</a></td>
</tr>
<tr>
<td>Hardware Certification Program</td>
<td><a href="https://zoom.us/certified">https://zoom.us/certified</a></td>
<td><a href="mailto:hcp@zoom.us">hcp@zoom.us</a></td>
</tr>
<tr>
<td>Zoom Brand Guide</td>
<td><a href="https://zoom.us/brandguidelines">https://zoom.us/brandguidelines</a></td>
<td><a href="mailto:brand@zoom.us">brand@zoom.us</a></td>
</tr>
<tr>
<td>Company Overview and Media Kit</td>
<td><a href="https://zoom.us/docs-en-us/media-kit.html">https://zoom.us/docs-en-us/media-kit.html</a></td>
<td><a href="mailto:press@zoom.us">press@zoom.us</a></td>
</tr>
</tbody>
</table>
Legal

Zoom Marks

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