

Co-branding

Print media

Co-branding - Sales Partner Branding

The partner branding module helps to classify branding opportunities with Signia partners in a clear, consistent way.

Usage options

There are two options for using the Signia logo and Siemens logo on partner media. Option 1 only includes the Signia logo, while option 2 features the Signia logo together with the Siemens branding square.

Please note:

The Signia logo and the Siemens branding square must always be used **with** their individual graphic frames around them. Inside the frames, the background is always white. The Signia logo with frame and the Siemens branding square have the same height; the Siemens branding square must always be placed to the right side of the Signia logo, the two logos must appear as two separate objects.

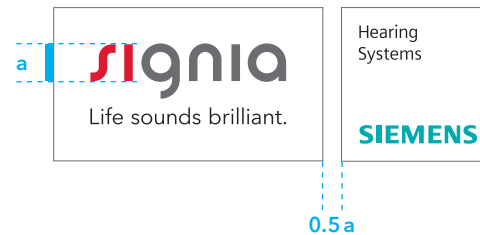
The combination of Signia logo and Siemens branding square for dispenser and co-op marketing activities is available as individual graphic file, that can be forwarded to dispensers.

Emblem

Option 1



Option 2



Print media Co-branding on media

Media

Please consider a variety of company-related media when it comes to co-branding, specifically partner and Signia media.

Signia media

There are three different layout variations available for co-branding media in DIN A5 format, and two for DIN A6 media. All sales partners are allowed to design their reserved area as desired.

Partner media

Partner media contain the Signia logo rectangle. The Signia logo is placed on a white background with its necessary exclusion area. The Siemens logo may be placed as well on the layout.

