

RingCentral Trademark and Co-Branding Guidelines

Partnerships are always in focus at RingCentral. They can take many forms and are often focused on marketing or sales activities. The RingCentral Trademark and Co-Branding Guidelines illustrate appropriate ways that associate (third-party) companies can co-brand with RingCentral across a range of business relationships.

For RingCentral Affiliate Program details and policies, visit affiliates.ringcentral.com/details/policies.html.
All co-branded materials must be approved by RingCentral.
To submit artwork for approval, please email it to designer@ringcentral.com.

Third-party usage of RingCentral trademarks

All third-party use of RingCentral’s trademarks, service marks, and trade names must first be approved by RingCentral’s Legal department.

Any party that uses RingCentral’s trademarks, service marks, or trade names must comply with the guidelines as stated in this document, applicable state and federal laws of the United States, and/or similar laws of other jurisdictions.

No one may make claim to be “authorized, certified, or approved” by RingCentral or make any representation which might lead someone to believe that they are RingCentral “authorized,” “certified,” or “approved” (or similarly recognized) **without specific written authority from RingCentral.**

RingCentral reserves the right to review and approve or reject any use of its trademarks, service marks, or trade names.

RingCentral logos

You may only use approved duplicates of the RingCentral logo or product logos obtained directly from RingCentral, Inc. RingCentral will not approve the use of substitute materials or approximations of our designs or materials that do not meet our graphic standards for quality.

- The logos may not be used in any manner that would imply that your company or any goods or services provided by your company are sponsored, endorsed by, or affiliated with RingCentral.
- You may not display the logos in any manner that suggests that your product is a RingCentral product nor in any manner that suggests RingCentral is a part of your product name.
- Do not imitate RingCentral's product packaging or the logos in any of your materials, including advertising, product packaging, and promotional materials.
- The logos cannot appear larger and/or more prominent than your trade name, service name, product name, or trademark on any materials produced or distributed by your company.
- RingCentral reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

RingCentral partner logos



The horizontal lockup is the preferred configuration when presenting partner affiliations. Partner logos share equal prominence with the RingCentral logo.



When the partner logo is more vertically proportioned, use this configuration.



Partner Logo

In cases where horizontal space is limited, use the vertical lockup.

RingCentral Blue

C: 95 M: 26 Y: 0 K: 0
R: 6 G: 132 B: 189
HEX: #0073AE
PMS 2194 C

RingCentral Orange

C: 0 M: 60 Y: 100 K: 0
R: 255 G: 136 B: 0
HEX: #FF8800
PMS 151 C

RingCentral Dark Gray

C: 0 M: 0 Y: 0 K: 80
R: 88 G: 88 B: 88
HEX: #585858



The RingCentral logo is **NOT** for partner use.

Where and how to use RingCentral logos

Position

Place your company logo in the signature position (usually at the top or bottom), indicating clear ownership of the piece. The RingCentral logo you've been authorized to use should be smaller in size and in a less prominent place than your company logo. For instance, if your logo is positioned in the upper left corner of a website, the RingCentral logo should be positioned in the upper right or bottom right corner of the page.

Web page



Brochure, datasheet, or print advertisement



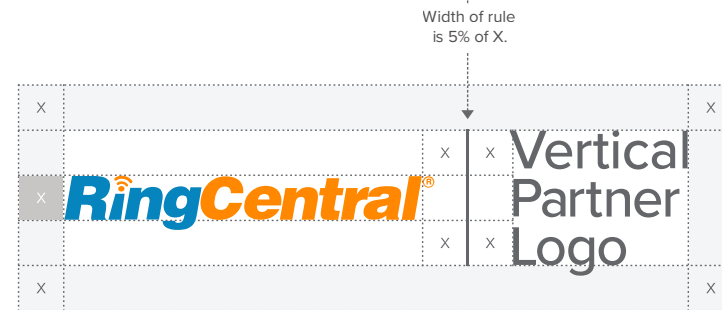
Clear space

In the horizontal lockup, logos are presented side by side, separated by a vertical rule and the RingCentral logo clear space. Place the RingCentral logo to the left of the rule. Scale partner logos to be optically equal in size to the RingCentral logo.

Vertically center align partner logos to the dividing rule. Horizontal partner logos should not exceed the height of the RingCentral logo. Vertical partner logos should not exceed the height of the dividing rule. Observe master logo clear space and minimum size standards.

In the vertical lockup, logos are presented stacked, separated by a horizontal rule and the RingCentral logo clear space. Place the RingCentral logo above the rule. Scale partner logos to be optically equal in size to the RingCentral logo.

Pair horizontal and vertical partner logos with their corresponding RingCentral logo versions. Left align horizontal partner logos and center align vertical partner logos with the RingCentral logo. Partner logos should not exceed the width of the RingCentral logo.



Examples of incorrect usage

The examples on this page demonstrate incorrect uses of the logo. Do not alter or distort the logo in any way.

Be particularly careful that the logo is not placed or used on background colors, patterns, or photographs that visually compete with the logo. If you are not sure about an application of the logo, please contact RingCentral Creative Services at designer@ringcentral.com.



DO NOT animate the logo.



DO NOT shrink, stretch, or change the proportions of the logo.



DO NOT crop or cut off the logo.

General trademark guidelines

- All usages of a RingCentral trade name, trademark, or service mark must be accompanied by the appropriate symbol for trademark, service mark, or registered trademark (™, ™, ®).
- Any references to RingCentral and its products must be clearly defined, including identification of RingCentral as the source, and not vague or misleading to the audience.
- Do not use RingCentral’s trademarks, domain names, trade names, or any variations thereof in a way that could cause confusion as to the source of the products, services, materials, or programs provided.
- Do not use any combination of words “Ring” and “Central” as part of the name of your company, domain, product, technology, solution, program, or service.
- If you are selling a product that has been “designed to integrate with RingCentral products,” you must not imply that RingCentral has tested or evaluated the product or that it endorses, produces, or supports the product in any way.

The credit line

All uses of RingCentral trade names, trademarks, and service marks must be accompanied by a credit line at the end of the document, including a notice of whether the mark is federally registered. This statement should appear in a type size of at least 6 points. The standard format to use is:

RingCentral is a registered trademark of RingCentral, Inc.

Other third-party marks referenced herein are trademarks of their respective owners.

Advertising and printed literature

- RingCentral trade names, trademarks, and service marks may appear prominently in advertising materials, but they must appear in a smaller type size than the largest trade name(s), trademark(s), or service mark(s) of the advertiser.
- Credit lines must be used to identify RingCentral trade names, trademarks, and service marks and must be attributable to RingCentral, Inc.
- RingCentral reserves the right to review and approve or reject any use of its trademarks, service marks, or trade names.

Websites

- You may not imitate RingCentral's websites in any of your promotional or marketing materials.
- You may not use RingCentral as part of your domain name.
- When using RingCentral trademarks on your website, you must appropriately designate them as trademarks or service marks the first time they are used and use the correct spelling of RingCentral. Moreover, you must provide the credit line.

Premiums and other

- Premiums may include jackets, mugs, pens, T-shirts, hats, book covers, and other promotional items that feature RingCentral trademarks, service marks, or trade names.
- Always consult RingCentral first for approval. You must have prior written approval from RingCentral for such usage, and RingCentral must deem the usage appropriate.

Seminars, conferences, meetings, and trainings

- When conducting a promotional or training event for RingCentral products or when referencing RingCentral or its products at an event, you may not imply that RingCentral is conducting, sponsoring, or associated in any way with the seminar, training, or event without specific prior written authorization from RingCentral.
- Your name must appear prominently as the sponsor of the event. Unless otherwise authorized in writing, we require the following disclaimer to appear in printed materials, advertisements, and presentations:

This event/course/seminar/etc. is presented by
<sponsoring organization> and is not in any way affiliated
with or endorsed by RingCentral, Inc.

Stating compatibility

You may promote your products as being “designed for RingCentral [Product Name]” as long as you do not imply that RingCentral has tested or evaluated the product or that it endorses, produces, or supports the product.