CISCO SYSTEMS

Cisco Networking Academy
Program Logo Usage Guidelines

CISCO SYSTEMS

Networking
Academy

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Welcome to the Cisco Networking Academy® Program. Participation in this program provides you as an educational institution, the opportunity to use the Cisco Networking Academy Program language and logo to indicate that your institution offers the curriculum.

The Cisco Networking Academy Marketing Communications team has developed this Logo Usage and Communication Guidelines document as a marketing resource tool for Academies to communicate the program accurately and consistently. Any questions about the guidelines can be directed to academyadvertising@cisco.com.

The Cisco Networking Academy Program was designed to provide educational institutions the opportunity to certify students in network design and operations, as well as other IT skills, by providing curriculum and equipment support. Only institutions that have access to the program and curriculum through the official Cisco Academy Connection Website may use this logo.

Notice
This notice serves as Cisco's permission for Academies participating in the Cisco Networking Academy Program to use one Cisco trademark, the Cisco Networking Academy Program logo, which must be used in accordance with these Logo Usage Guidelines. No permitted use of any other Cisco trademark is provided to Academies. Please refer to Cisco's Corporate Marketing policies at the following URL regarding questions pertaining to Cisco's trademark use policies: http://www.cisco.com/ logo/policy.html, select "Trademark Policy" PDF.

Cisco Networking Academy Logo Components
The logo is composed of a custom font logotype appearing above the boxed bridge element and the Networking Academy descriptor as illustrated on this page. This is the only version of the logo that can be used. In all circumstances, the Cisco Networking Academy logo must be kept intact.

The Cisco Networking Academy Logo:
Elements, Usage, and Formats

Logo Elements

The logo is composed of a custom font logotype appearing above the boxed bridge element, and the Networking Academy descriptor as illustrated on this page. This is the only version of the logo that can be used. In all circumstances, the Cisco Networking Academy logo must be kept intact.
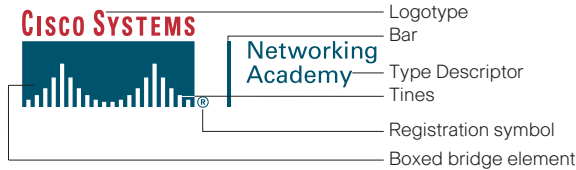

- Logotype
- Bar
- Type Descriptor
- Tines
- Registration symbol
- Boxed bridge element

Cisco Networking Academies are ONLY authorized to use the Cisco Networking Academy logo. They are NOT permitted to use the Cisco Systems logo.

Academies are to use their institutions' logos in a more prominent manner than the Networking Academy Program logo. Do not use the logo prominently on, or as the visual focal point, of any materials.

Cisco Networking Academy Logo Components

The Cisco Networking Academy logo is composed of the "Cisco Systems" name in Cisco Red, the "square bridge" element, the vertical line, and the words "Networking Academy" in Cisco Blue. Use only the artwork provided by Cisco Systems when reproducing the logos.

The preferred color is the two-color version but the logo may appear in black for one-color printing. See page 5 of this guide for the correct color designations for each logo format.

The logo may also be print reversed out of a dark background. When reversing out the logo, the "Cisco Systems" name, the box surrounding the tines, the vertical line, and the descriptor are the color of the paper on which the logo is printed. The tines are the color that surrounds the logo.

When used on screen only the two-color logo may be used.

The Web logo example is the actual format used on screen, which is why it appears fuzzy when printed. This emphasizes the importance of using the appropriate format for the media you will use.

Note that the Web version of the logo does not use the ® symbol.

Logo Usage and Formats	Two-Color	Black	White
Print (.eps format) The .eps format Cisco logo is available in two-color (the preferred version), black, gray, and white versions. The vertical bridge tines must be the color of the background. In one-color usage, the logo can be black, Cisco Blue, Cisco Gray, or reversed. When reversing or knocking out the logo, the boxed bridge element and the logotype "Cisco Systems" and the bridge tines are the color of the background.			
PowerPoint/Video (.eps format to .jpg) The .eps format logo should be colored with the appropriate RGB colors on page 6 of this guide; the logo should then be converted to a high-quality .jpg format for PowerPoint or video use. If necessary, adjust color values slightly to compensate for projection system and/or broadcast anomalies.			
Web/Flash/Director (.gif/.psd formats) The .gif/.psd format Cisco logos, available in large and small formats, have been hand-drawn in Web-safe colors. They do not have a trademark symbol. These logos should never be animated, resized, or recolored. The .gif format logos can be placed in a document as-is; the .psd format logos are designed to be placed over a color background in a Photoshop document. In areas of constrained real estate such as ad banners, the clear space rules can be disregarded.	**Large**		
	.gif format	.gif format	.psd format

Logo Minimum Size/Staging Guidelines	.eps format	.gif/psd large

Minimum clear space is half the height of the bridge element (x). You must use the logo at minimum size or larger, as shown for each format. Do not factor in the registration mark when measuring the clear space around the logo. For example, if the boxed bridge element is one inch (x) tall, the clear space around the logo is at least half an inch (.5x).
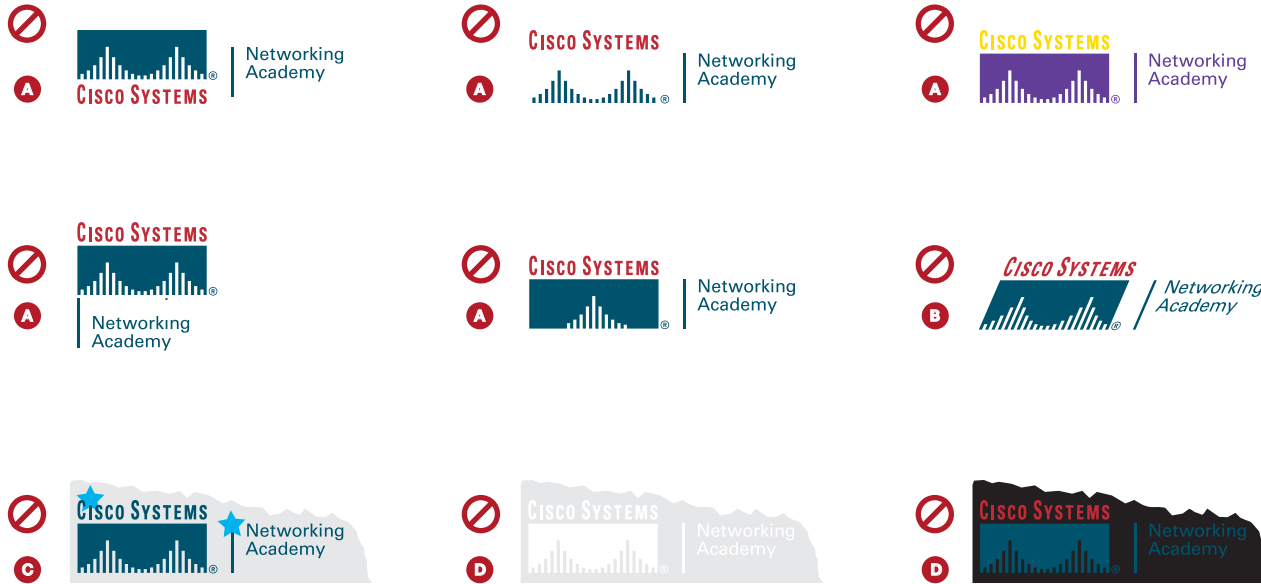
The Cisco Networking Academy logo should be used in a smaller size and in secondary position to the partner's corporate logo. In addition, logo placement requires the observance of clear space around the logo, equal to half the height of the boxed bridge element.

The logo may only appear in the colors specified. Please refer to the table at left when selecting the correct logo colors for each format.

.eps format

CISCO SYSTEMS
Networking
Academy

1.028 in
26.1 mm

.gif/psd large

CISCO SYSTEMS
Networking
Academy

165 px

All formats

.5x   .5x

CISCO SYSTEMS

x   Networking
Academy

.5x   .5x

Cisco Logo Color Palette

| | Print Colors | | Screen-Based Colors | | | | | |
| | PMS | CMYK | | | Video | | Presentations | |
			RGB	Hex	RGB	Hex	RGB	Hex
Cisco Blue	3035	100,0,5,72	0,51,51	003333	13,57,65*	0D3941*	48,103,116	306774
Cisco Red	187	0,100,79,20	153,0,0	990000	194,48,58**	C2303A**	146,0,0	920000
Black	Black	100,35,0,100	0,0,0	000000	0,0,0	000000	0,0,0	000000
White	Reverse to paper stock.		255,255,255	FFFFFF	232,232,232	E8E8E8	255,255,255	255,255,255

Do Not:

The logo may not be:

A Altered in any manner, including its proportion, color, element, type, or any other aspect

B Distorted in its perspective or two-dimensional appearance

C Combined with any other graphic or text elements

D Printed on a patterned background or one that does not have enough contrast

Additionally, the logo may not be:

· Used as a design element of any other logo or trademark

· Used in a loading sequence in a multimedia presentation

Curriculum Sponsor Logo Usage:
You may not use sponsor logos without permission from the sponsor company.

How to use the Cisco Networking Academy Program name:

First Mention: Cisco® Networking Academy® Program
Subsequent References: Networking Academy program
Signage, Titles: Cisco Networking Academy Program

How to refer to members of the Cisco Networking Academy Program:

First Mention: Cisco® Networking Academy® or Cisco® Networking Academies
Subsequent References: Academy or Academies

Do NOT Write:

Cisco Networking Academies Program (Academies should be singular, Academy)
Networking Academies program (Academies should be singular, Academy)
Cisco networking academy (Networking Academy needs to be capitalized)
Networking Academy Program (p in "program" needs to be lower case
when used without the word Cisco)

Course Name

All courses should be referred to as "courses" or "curriculum" instead of "semesters".

Acronym

Never use the acronym, "CNAP."

The basic trademark notice is:

Copyright 2005 Cisco Systems, Inc. All rights reserved. Cisco, Cisco Systems, the Cisco
Systems logo and The Cisco Systems Networking Academy Logo are registered trademarks or
trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other coun-
tries. All other trademarks mentioned in this document or Website are the property of their respective
owners. The use of the word partner does not imply a partnership relationship between Cisco
and any other company. (0403R)

Languages

The correct and full name of the program is
Cisco® Networking Academy® Program. You
should always use the full program name and
official registered trademark (the R with a circle
around it) at the first text mention of the pro-
gram in all documentation and marketing mate-
rials. Subsequently, you can refer to the pro-
gram simply as the Networking Academy pro-
gram. Always capitalize Networking Academy,
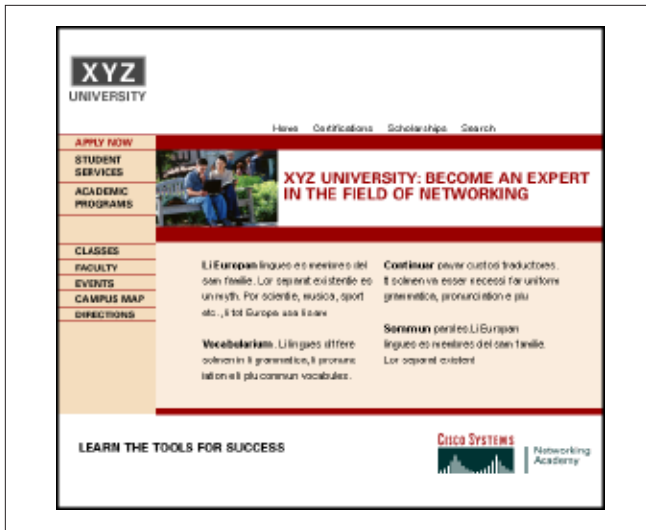Academy, Local Academy and Regional
Academy.

Trademarks

Please make sure that the most up-to-date trade-
mark notice for the Cisco Systems name and
Cisco Networking Academy logo appear on all
printed materials, presentations, and electronic
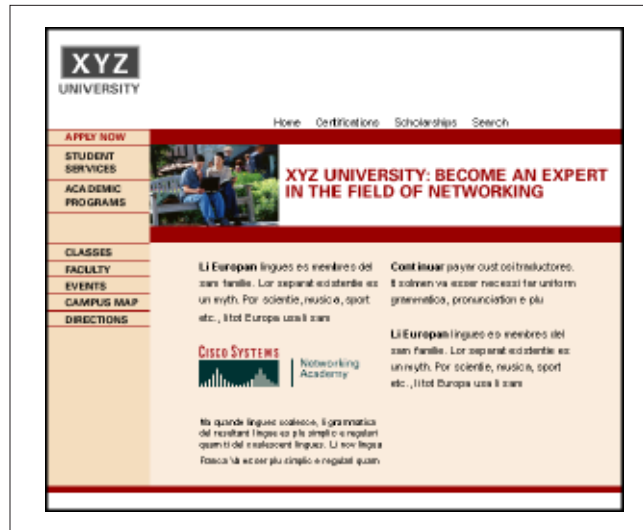information.

Translations

We are aware of the fact that in certain languages,
the term "Networking Academy" does not translate
accurately. Therefore, when referring to the Cisco
Networking Academy Program in text, please
use the English version and, where appropriate,
give a parenthetical translation only.

Web Page: The Cisco Networking Academy logo appears in an appropriate position on a company's branded Webpage regarding the Networking Academy curriculum.

Web Page: Alternative appropriate placement of the Cisco Networking Academy logo on a company's Webpage regarding the Networking Academy curriculum.
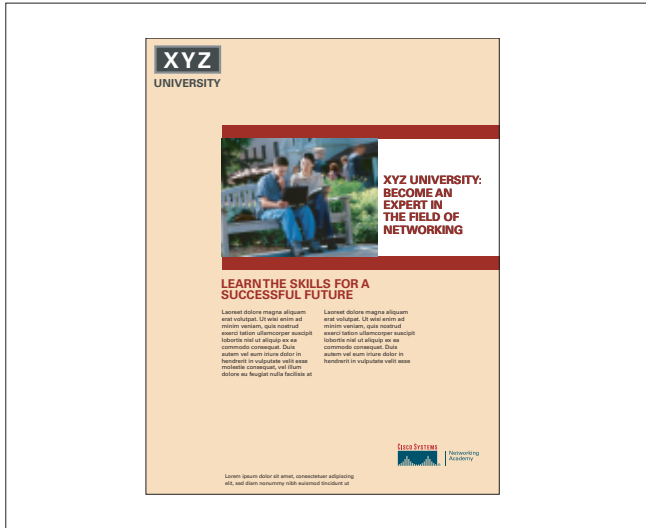
The Cisco Networking Academy logo may be used on Webpages to promote the Networking Academy curriculum. The logo should appear as close to the curriculum description as possible while maintaining appropriate clear space requirements as outlined in this document.

The logo should be placed on the sidebars or on the top of the Webpages, preferably above the "fold," which is above the position at which one must scroll down. When used on the Web, only the Networking Academy .gif file provided by Cisco Systems may be used. The required logo minimum size is 165 pixels wide. (See *The Networking Academy logo: Size, Staging, and Color Palette* section for more information.)

Ad Banner: A Web banner promoting the Networking Academy curriculum may use the Networking Academy logo, but must link directly to a company's branded Webpage.
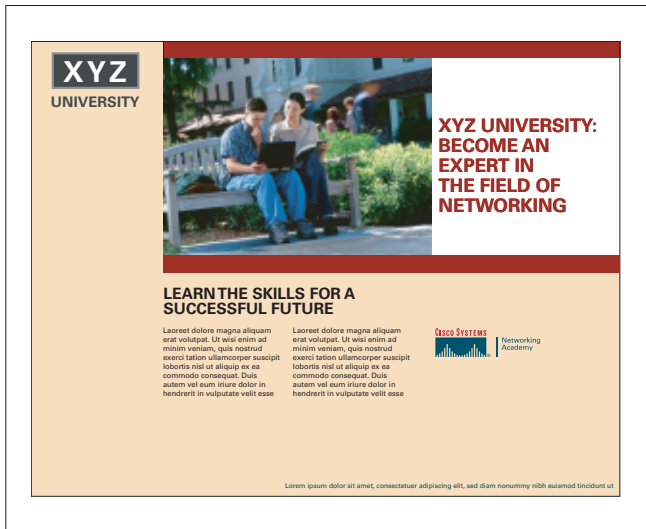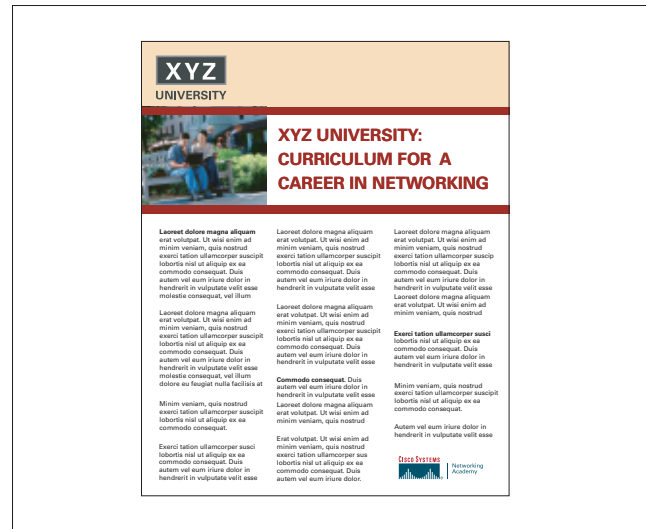
Print Advertisement: The Cisco Networking Academy logo appears in an appropriate position on a company's branded print advertisement regarding the Networking Academy curriculum.

Print Advertisement: An alternate version of a print advertising promoting the Networking Academy curriculum.

Print Advertisement: A print advertisement that includes the Cisco Networking Academy logo in an alternative appropriate placement.

Data Sheet: A data sheet that includes the Cisco Networking Academy logo in an appropriate placement.
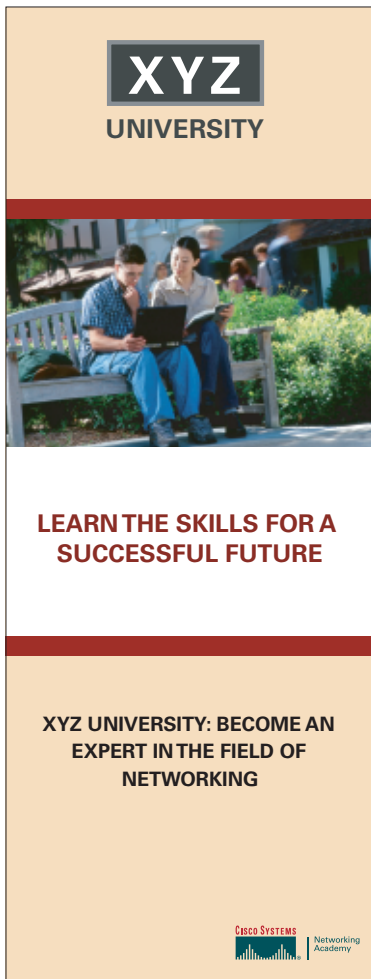
The Cisco Networking Academy logo may be used in print advertising, collateral, direct mail, or other marketing materials promoting the Networking Academy Curriculum.

In general, the maximum size of the Cisco Networking Academy logo should be appropriate to the size of the printed material but in all cases should appear smaller than the partner's own logo. An example of appropriate logo placement in print advertising would be in the bottom left or right corner of a single-page ad, with sufficient distance from the partner's logo.

When used in printed materials, use only the .eps file provided by Cisco Systems. The required logo minimum size in printed materials is 1.028 inches (26.11 mm) wide. (See *The Networking Academy logo: Size, Staging, and Color Palette* section for more information.)

The maximum size of the Cisco Networking Academy logo should be appropriate to the size of the banner or sign, but in all cases, should appear smaller than the partner's logo. An example of appropriate placement would be in the bottom left or right corner of a sign, with sufficient distance from the partner's logo.
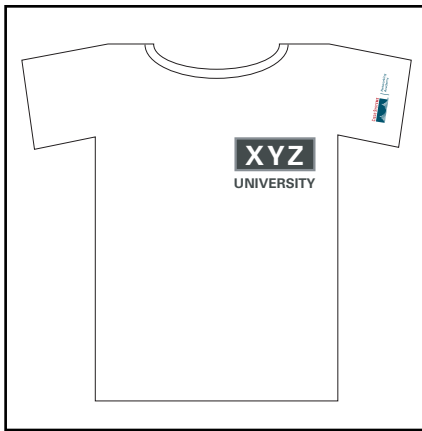
XYZ
UNIVERSITY

LEARN THE SKILLS FOR A SUCCESSFUL FUTURE

XYZ UNIVERSITY: BECOME AN EXPERT IN THE FIELD OF NETWORKING

Banner/Sign: The Cisco Networking Academy logo is appropriately placed in the partner's banner.

XYZ
UNIVERSITY

LEARN THE SKILLS FOR A SUCCESSFUL FUTURE

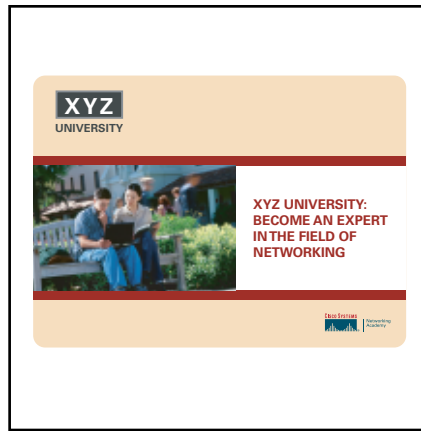**XYZ UNIVERSITY: BECOME AN EXPERT IN THE FIELD OF NETWORKING**

Banner/Sign: An alternative appropriate placement of the Cisco Networking Academy logo in a partner's banner.

T-shirt or Sweatshirt: Networking Academy logo appears smaller and in a secondary position (sleeve preferred).

Mousepad: The partner company logo is larger and more prominent than the Cisco Networking logo.

Cap: Networking Academy logo appears smaller and in a secondary position on back or side of cap.

Backpack: The partner company logo is larger and more prominent than the Cisco Networking logo

EMBROIDERY

LOGO

FULL-COLOR	**ONE COLOR**
Boxed bridge element: Cisco Blue **Logotype:** Cisco Red **Descriptor text:** Blue **Bridge tines:** White	**Boxed bridge element, logotype and Descriptor text:** Black, Cisco Blue, gray or white

MINUMUM SIZE	
4.11 inches (104.4. mm)	4.11 inches (104.4. mm)

CLEAR SPACE	
Half the height of the boxed bridge element	Half the height of the boxed bridge element

LOGO PLACEMENT

SHIRTS/JACKET	**CAPS/HATS**
Smaller and in secondary position to your logo	Smaller and in secondary position to your logo

APPLICATION SPECS
CISCO EMBROIDERY THREAD COLORS

Madeira Classic No. 60 Rayon thread	**Madeira Polyneon No. 40 thread**
1162 Blue	1762 Blue
1039 Red	1839 Red
012 Gray	1810 Gray

The ® is not conducive to the embroidery process and should be eliminated from the logo when embroidering merchandise. The ® should be used in all other printing processes.

Embroidery vendors must not finish the edge of the boxed bridge element with a border or embroider any other graphics.

SILKSCREEN

LOGO

FULL-COLOR	**ONE COLOR**
Boxed bridge element: Cisco Blue **Logotype:** Cisco Red **Descriptor text:** Blue **Bridge tines:** White	**Boxed bridge element and logotype and Descriptor text:** Black, Cisco Blue, gray or white

MINUMUM SIZE	
1.028 inches (26.11 mm)	1.028 inches (26.11 mm)

CLEAR SPACE	
Half the height of the boxed bridge element	Half the height of the boxed bridge element

LOGO PLACEMENT

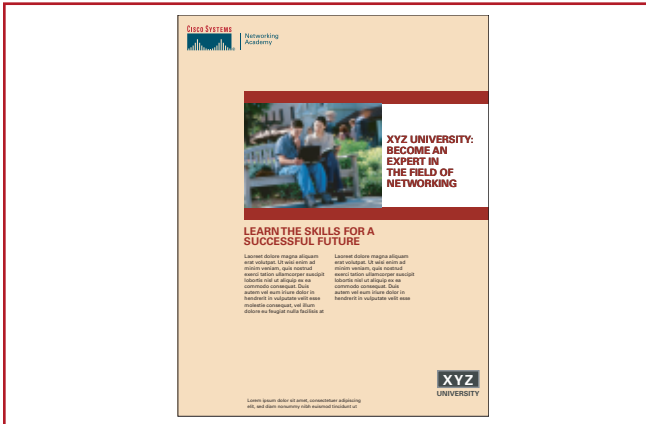| **SHIRTS/JACKET**	**CAPS/HATS**
Smaller and in secondary position to your logo	Smaller and in secondary position to your logo

The Cisco Networking Academy logo can be used in conjunction with a partner's logo on merchandise items for promoting the Networking Academy curriculum.

In general, the maximum size of the Cisco Networking Academy logo should be appropriate to the size of the printed material but in all cases should appear smaller than the partner's own logo.
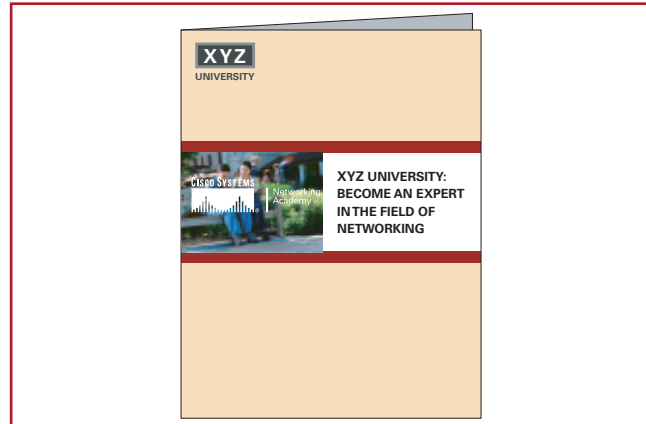
For example, on a T-shirt, the Cisco Networking Academy logo may be printed or embroidered in the secondary position on the item, such as the left sleeve.

On all merchandise items, the logo may not be smaller than 1.028 inches (26.11 mm) wide. **For merchandise that will not accommodate the minimum size (such as small give-away items), the Cisco Networking Academy logo should not be used.** Depending on the type of printing or process being used, it may be necessary to use a larger size of the logo. For example, a minimum size of 4.11 inches (104.4 mm) for embroidery on a T-shirt.

Do Not:

🚫 Print Advertisement: Do not put the Cisco Networking Academy logo in a more prominent position than the partner company's logo.

🚫 Brochure: The Cisco Networking Academy logo should never be placed on a textured, patterned, or photographic background.

Do Not:

🚫 Banner ad: The Cisco Networking Academy logo is too small. The small .gif version is preferred, which is 82 pixels wide.

🚫 Brochure: The academy should always use its visual identity. This brochure artwork makes inappropriate use of the Cisco visual identity.

The logo may not be altered in any manner, including proportions, colors, elements, type, or in any other respect. The logo may not be animated, morphed, or otherwise distorted in its perspective or dimensional appearance.

The logo may be globally scaled to fit the desired deliverable.

The logo may not be printed on a patterned background or on one that is too light or too dark to be seen clearly.
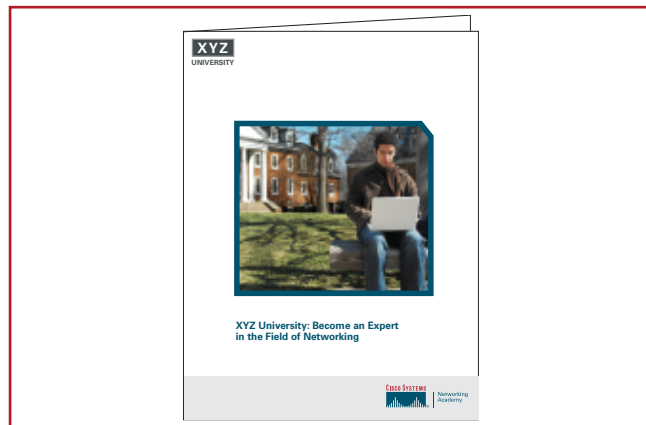
The logo may not be combined with any other graphic or text elements and may not be used as a design element of any other logo.

The Cisco Networking Academy logo **cannot** be used on TV or radio ads, business cards, company letterhead, or product packaging.

Review and Approval Process

Cisco reserves the right at any time to review and approve any advertisement or collateral that contain the Cisco Networking Academy logo and require that you modify your use of the logo to conform to Cisco Systems' requirements. If you have questions using the Cisco Networking Academy logo for any collateral or ad pieces, you can submit your question to academyadvertising@cisco.com. Please be aware that it may take up to one week for your design to be approved.

Program Participation and Duration

If at any time the agreement between you and Cisco or your respective Support Academy, as applicable, is discontinued, you must stop using the Cisco Networking Academy logo and any materials provided to you and must stop advertising your organization as a Cisco Networking Academy. Your distribution of advertising, collateral, and electronic materials must cease as soon as practically possible, but in no event later than 30 days from Cisco Networking Academy Program termination.

Other Terms and Conditions

Only those institutions that have access to the program and curriculum through the official Cisco Academy Connection Website may use this logo.

Notwithstanding any other termination provision, however, Cisco Systems reserves the right at any time in its sole discretion to terminate or modify the permission granted herein to use the logo.

Nothing herein is intended to grant you any right in the logo other than the right to use the logo in accordance with the requirements set forth herein. Cisco Systems reserves the right to take action against any use that does not conform to these requirements, that infringes on Cisco Systems' intellectual property or other right, or that violates other applicable law.

Cisco Systems disclaims any and all warranties whether express or implied by law regarding the logo, including without limitation, warranties against infringement.

By participating as a Networking Academy, you hereby acknowledge Cisco Systems' ownership of the logo, agree not to challenge or otherwise do any act that would impair Cisco Systems' rights in the logo, and further agree not to register or attempt to obtain rights in the logo or any confusingly similar logos.

In the event of any breach of the terms and conditions set forth in this kit, or the breach of the license provisions in the underlying agreement, you agree that Cisco Systems shall be entitled to injunctive relief in addition to other available remedies.