



# HashCash Partner Pro Branding Guidelines

For Partners Outside the HashCash  
Partner Pro Program

# Table of Contents

<b>3</b>	Introduction	<b>15</b>	Partner Solution Brief
<b>4</b>	Partner Logos	<b>16</b>	Partner Web Site and URL
<b>5</b>	Overview	<b>17</b>	Partner Events and Trade Shows
<b>6</b>	Obtaining Your Logo	<b>18</b>	Partner Advertisements
<b>7</b>	Logo Policy	<b>19</b>	Brand Voice
<b>8</b>	Applying the Logo	<b>19</b>	Approved Offering Names
<b>9</b>	Placing the Logo on Different Backgrounds	<b>20</b>	Trademarks
<b>10</b>	Incorrect Use		
<b>11</b>	HASHCASH Partner Logo + Partner Company Logo		
<b>12</b>	HASHCASH Partner Logo + Non-HASHCASH Affiliate		
<b>13</b>	HASHCASH Partner Logo + One Additional Font Treatment or Logo		
<b>14</b>	HASHCASH Partner Logo + Multiple Recognitions		



# Introduction

The relationship with our partners is one of our most valuable assets.

These guidelines apply to all partners that are outside the HASHCASH PartnerPro program. They provide essential information on the correct use of HASHCASH partner logos and include examples on how you can reference your partner relationships and initiatives with HASHCASH. Only use the official HASHCASH partner logo or font treatment(s) assigned to you by HASHCASH.

For more information about communicating your partnership with HASHCASH, see the Partner Communication Guidelines or send an e-mail to [partners@hashcashconsultants.com](mailto:partners@hashcashconsultants.com)

If you have questions or need further information, contact your HASHCASH partner manager or send an e-mail to [partners@hashcashconsultants.com](mailto:partners@hashcashconsultants.com).

If you are a partner in the HASHCASH PartnerPro program, you will find detailed information about your partner logo and communicating your partnership with HASHCASH in the HASHCASH PartnerPro Logo and Communication Guidelines.



# Introduction

## Partner Logos

Partner logos are symbols of our commitment to work cooperatively with our partners and to deliver solutions that build customer value and drive results. They are designed to be unique and engaging. They use the HASHCASH anvil shape to visually join our partners with HASHCASH and to show our close cooperation.



# Selecting the Right Partner Logo

## Overview

HASHCASH partner logos are provided in five file formats: EPS, JPEG, PNG, TIFF, and GIF. Each format is used for a specific purpose: print or online, color or black and white, and you need the right size to ensure readability. This list helps you choose the appropriate logo file:

1. Use the logo file that has been assigned to you for your current program or partner level. Do not use multiple partner logos when changing your partner level. Discontinue using the logo of your previous level. For more information, contact your HASHCASH partner manager, or send an e-mail to [partners@hashcashconsultants.com](mailto:partners@hashcashconsultants.com).
  2. Use the appropriate file format
    - Color brochure: Use a full color EPS or TIFF file. EPS is preferred.
    - Black and white print: Use a grayscale EPS or TIFF file. EPS is preferred.
    - Web site: Use a color GIF file.
    - Office application: Use a color PNG file. For MS Word only, you can use a color TIFF file.
    - Specialty items, such as a t-shirt or baseball cap: Use a full color or one color EPS file, based on requirements.
  3. Size and scalability
    - EPS files can be scaled to any size your application requires. You can use EPS files to create other file types as needed.
    - JPEG, PNG, TIFF, and GIF files can only be scaled down in size. Always maintain the aspect ratio.
  4. Placement on backgrounds other than white
- Review the usage examples to determine which logo is appropriate (see pages 8-10).



# Partner Logo

## Obtaining Your Logo

Log on to <https://www.hashcashconsultants.com/apply-for-partnership> to download the “HASHCASH Partner” logo directly. Global partners can send an e-mail request to [partners@hashcashconsultants.com](mailto:partners@hashcashconsultants.com) that provides your company name. The team will verify your partnership status as well as any certification that you may have, and then send you the correct logo package.

Your main source of information is the HASHCASH PartnerPro Web site: <https://partners.hashcashconsultants.com> Check what is available for you there, from logos and guidelines to strategic product and sales information.



# Partner Logo

## Logo Policy

HASHCASH partner logos communicate your partner relationship with HASHCASH. Use the HASHCASH partner logo only on marketing materials that specifically relate to your partnership with HASHCASH (brochures, direct-marketing pieces, product Web sites). Follow all guidance for logo use given in these guidelines.

### Using the HASHCASH Corporate Logo and Brand Design

- The HASHCASH corporate logo is reserved exclusively for use by HASHCASH.
- Note: In exceptional cases, HASHCASH platinum partners may be allowed to use the HASHCASH corporate logo within a marketing piece for a specific campaign. This exception applies only to platinum HASHCASH partners and is assessed on a case-by-case basis prior to execution of a campaign.
- Do not use or try to imitate the HASHCASH brand design elements in your communications materials. Use your own brand design. HASHCASH design is proprietary to HASHCASH only.

### HASHCASH Partner Logo

- Only use the HASHCASH partner logo for the duration of your partnership with HASHCASH. Use of the logo is subject to a written trademark license. As agreed in the legal contract, you must discontinue using the HASHCASH partner logo immediately if your partnership with HASHCASH expires or is terminated.
- You may not pass on the rights to any HASHCASH logo to a third party.
- Do not use any HASHCASH logo on the same page where you are promoting a competitor or in conjunction with the promotion of any of your solutions that are not related to HASHCASH.
- When using the logo without the trademark designation (TM), you must include the following statement, either at the bottom of the page or on a directly linked page: “HASHCASH, the HASHCASH logo, and the HASHCASH partner logos are trademarks or registered trademarks of HASHCASH SE or an HASHCASH affiliate company in Germany and other countries.”
- When using the HASHCASH partner logo on-screen, make the logo function as an active link to the public Web site of HASHCASH



# Partner Logo





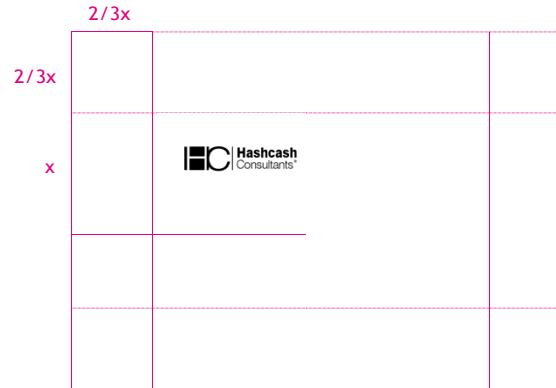
# Applying the Logo

## Clear Space

HASHCASH partner logos require a safety margin of two-thirds the height of the HASHCASH logo (2/3 X). Measure from the upper edge of the partner category and the lower edge of the rule to create the necessary amount of clear space.

## Minimum Size

Minimum size refers to the smallest dimensions allowed for the logo, while ensuring its readability. Do not reproduce the HASHCASH partner logo at a size smaller than 0.75 or 19.0 mm in width.



0.75"  
19.0mm



# Applying the Logo

## Placing the Logo on Different Backgrounds

**Color**  
HASHCASH partner logos are provided as scalable vector artwork (EPS).

Place the logos on backgrounds that provide good contrast and legibility to ensure that they are clearly recognizable.

**Grayscale Positive and Negative Logo Schemes**  
Use the grayscale logo when black and white printing is required. Always use approved electronic artwork.



# Applying the Logo

## Incorrect Use



- HASHCASH partner logos are specially created pieces of artwork and trademarks of HASHCASH. Use only the approved logos provided by HASHCASH in electronic files, and make sure to use the most current version. For more information, contact your HASHCASH partner manager or send an e-mail to [partners@hashcashconsultants.com](mailto:partners@hashcashconsultants.com)

- Respect all rules regarding safety margins, minimum size, and colors for the HASHCASH partner logo, as described in these guidelines.

- Do not animate any HASHCASH logo.

Do not use the HASHCASH corporate logo instead of the HASHCASH partner logo.

Do not disproportionately scale, stretch, or compress the logo.

Do not place the HASHCASH partner logo in a white box.

Do not rotate or animate the logo.

Do not place the logo on a visually busy background.

Do not alter the colors in the HASHCASH partner logo.



# Applying the Logo

## HASHCASH Partner Logo + Partner Company Logo

This example shows the correct use of the HASHCASH partner logo in partner communications materials.

**1** Always use the HASHCASH partner logo in presence of your company logo. Do not use the HASHCASH partner logo alone in partner communications.

**2** To protect HASHCASH trademarks, do not connect the logo with any text or graphic element.

Do not incorporate the HASHCASH partner logo, or any other HASHCASH logo, into your own logo.

Note: This is an example only.



# Applying the Logo



# Applying the Logo

## HASHCASH Partner Logo + Non-HASHCASH Affiliate

This example shows the correct use of the HASHCASH partner logo with a non-HASHCASH affiliation in partner communications materials.

**1** Always use the HASHCASH partner logo in the presence of your company logo. Do not use the HASHCASH partner logo alone in partner communications.

**2** To protect HASHCASH trademarks, do not connect the logo with any text or graphic element.

Do not incorporate the HASHCASH partner logo, or any other HASHCASH logo, into your own logo.

Do not use the HASHCASH partner logo on partner business cards or stationery.

**3** When using a non-HASHCASH affiliation on partner communications, maintain the logo clear space and use the logo at the same size ratio as the HASHCASH partner logo.

Note: This is an example only.



## Applying the Logo

### HASHCASH Partner Logo + One Additional Font Treatment or Logo

This example shows the correct use of the HASHCASH partner logo with other HASHCASH logos or font treatments in partner communications.

**1** Always use the HASHCASH partner logo in the presence of your company logo. Do not use the HASHCASH partner logo alone in partner communications.

**2** Never use the HASHCASH partner logo at a size larger than your own corporate logo.

To protect HASHCASH trademarks, do not connect the logos with any text or graphic element. Do not incorporate the HASHCASH partner logo, or any other HASHCASH logo, into your own logo.

**3** Do not connect the HASHCASH partner logo with any other HASHCASH logo or font treatment. Keep the required clear space between them.

Note: This is an example only.



# Applying the Logo





# Applying the Logo

## HASHCASH Partner Logo + Multiple Recognitions

This example shows the correct use of the HASHCASH partner logo with multiple HASHCASH recognitions, memberships, or certifications.

To show multiple recognitions, include the highest level logo, for example your HASHCASH partner logo, and use no more than two additional logos to highlight the focus or expertise.

**1** Always use the HASHCASH partner logo in the presence of your company logo. Do not use the HASHCASH partner logo alone in partner communications.

**2** Never use the HASHCASH partner logo at a size larger

**3** When you refer to multiple HASHCASH recognitions, memberships, and certifications, render them in the typographic style of the partner communication.

To protect HASHCASH trademarks, do not connect the two logos with any copy or graphic element.

Do not incorporate the HASHCASH partner logo, or any other HASHCASH logo, into your own logo.

Note: This is an example only.

Use your own corporate logo.

## Applying the Logo



# Applying the Logo

## Partner Solution Brief

This example shows the correct use of the HASHCASH partner logo in a partner solution brief that addresses the HASHCASH partnership.

**1** Always use the HASHCASH partner logo in the presence of your company logo. Do not use the HASHCASH partner logo alone in partner communications.

**2** Do not use the HASHCASH partner logo at a size larger than your own corporate logo.

To protect HASHCASH trademarks, do not connect the logos with any text or graphic element.

Do not incorporate the HASHCASH partner logo, or any other HASHCASH logo, into your own logo.

Do not use the HASHCASH partner logo on partner business cards or stationery.

**3** Imagery that represents HASHCASH is available in the HashCash Partner Image Library

Note: This is an example only.



# Applying the Logo

## PartnerWeb Site and URL

This example shows the correct placement of the HASHCASH partner logo on Web sites.

Respect all rules regarding safety margins, minimum size and colors as described in these guidelines.

Correct example:

[www.yourcompany.com/HashCash](http://www.yourcompany.com/HashCash)

This is allowed because it clearly puts HASHCASH in the search area, not in the main address.

Incorrect example:

[www.yoursolution4HashCash.com](http://www.yoursolution4HashCash.com)

This is not allowed, since it uses HASHCASH as part of the main URL.

Note: For all individual Web pages where HASHCASH is presented (that is, those with addresses containing “/HashCash”), the following legal disclaimer must be used: “This site is not affiliated with HASHCASH SE or an HASHCASH affiliate company.”

When using the font treatment on-screen, make the logo function as an active link to the public web site of HASHCASH:

<https://www.hashcashconsultants.com>

Never animate any HASHCASH logo.



# Applying the Logo

## Partner Events and Trade Shows

This example shows the correct placement of the HASHCASH partner logo on exhibits for events and trade shows.

Only use the HASHCASH partner logo for the location for which it is granted.

Only use the HASHCASH partner logo for the partner track under which the contracts are signed.

Note: These are examples only, not design recommendations.



# Applying the Font Treatment

## Partner Advertisements

The following example shows the correct placement of the HASHCASH partner logo on partner advertisements.



Only use the HASHCASH partner logo for the location for which it is granted.

**1** Do not use the HASHCASH partner logo alone in partner communications. Always include your company logo.

**2** When using a non-HASHCASH affiliation on partner communications, maintain the logo clear space and use the logo at the same size ratio as the HASHCASH partner logo.



**3** Do not use the HASHCASH partner logo at a size larger than your company logo.



*HASHCASH partner logo and company logo (see page 11);  
non-HASHCASH affiliate (see page 12)*

*HASHCASH partner logo + one additional logo or font treatment (see page 13)*

*Multiple recognitions, memberships, or certifications (see page 14)*

Note: These are examples only, not design recommendations.



# Brand Voice

## Approved Offering Names

For information about the use of HASHCASH offering names, refer to the Brand Voice approved names list.

You can find the Brand Voice approved names list and the comprehensive Partner Communication Guidelines at <https://partners.hashcashconsultants.com>



# Trademarks

To ensure correct use of HASHCASH trademarks,  
follow the trademark guidance on the HASHCASH  
Corporate Web site:

<https://www.hashcashconsultants.com>





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