



NXP Partner Program

for software, system and design

Communication & branding policy

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Communication benefits for the partners

- ▶ Joining the NXP Partner Program offers partners a number of benefits:
 - Exposure to NXP's customer base, for such things as customer visits, trade shows (partner pavilion) and road shows
 - Endorsement of partner relationship via several forms of marketing communications (e.g. website listing, direct mail communication)
 - Endorsement of partner relationship via several forms of public relations (e.g. press releases, conference speeches, interviews, contributed articles, industry awards)
 - Pro-active interaction initiatives between partners

Communication activities initiated by NXP

- ▶ NXP communication activities for which the partner information may be used:
 - NXP Partner Web Site
 - Partner details will be included in the partner and product catalog on the NXP Partner Web Site
 - NXP Press Releases
 - NXP might occasionally issue a press release announcing new partners joining our NXP Partner Program. This will typically be one NXP press release summarizing a number of important partners.
 - NXP may highlight selected partner projects in press releases.
 - NXP public presentations, press interviews, contributed articles, industry awards
 - At various occasions in presentations, interviews, commercial communication material, etc. NXP may promote and explain the NXP Partner Program

- ▶ By joining the NXP Partner Program, the partners agree to provide the following information for use in NXP Semiconductors' communication activities:
 - Partner name, logo & contact details
 - Partner business scope
 - List of partner products that relate to NXP products and solutions

Communication activities initiated by the partner

- ▶ By joining the NXP Partner Program, the partners obtain the right to use the following NXP-information:
 - The Partner-of-NXP logo (see slide on details on logo-use)
 - After written approval: the corporate NXP logo
 - All information on the NXP Partner Program website
 - The released NXP press releases about the NXP Partner Program
 - Existing brochures, letters, articles, presentations on the NXP Partner Program and related NXP products

Use of the Partner-of-NXP logo and the Corporate logo

▶ Conditions under which Partner-of-NXP logo may be used:

- Usage only in the context of the NXP Partner Program
- Members of the NXP Partner program can display the Partner-of-NXP logo on their website without prior approval by NXP. On websites, the Partner-of-NXP logo should always be linked to www.nxp.com.
- The Partner-of-NXP logo may be used by members of the NXP Partner Program on printed matter such as business cards or communication materials as brochures, posters etc. without prior approval by NXP.



▶ Conditions under which Corporate NXP logo may be used:

- The corporate logo can only be used after written approval by the Corporate Communications & Branding department of NXP – see *contact details on last slide*
- Usage only in the context of the NXP Partner Program
- It will *never* be allowed to use the corporate logo on the partner's business cards



Using the NXP-logo

Logo in color: Always use the color version of the logo. The black & white version is only to be used on printed materials, and only when the complete page on which the logo appears is printed in black & white.

Logo clear space: Always maintain a white 'clear space' around the logo – where no text, images or symbols may appear. The rule to achieve the correct clear space is to ensure a minimum size of 50% of the cap-height of the N of the logo is left clear around the Partner-of-NXP logo and the corporate logo at all times

In text: Never use the logo in running text. When the word NXP needs to be used in text, use the same typeface, style and color as the rest of the text. Always use upper case characters (never nxp or Nxp for example) unless you are referring to it in a URL (e.g. www.nxp.com).



PR activities

- ▶ Partner PR activities for which the NXP partner program information may be used:
 - Partner press releases
 - NXP will not issue joint press releases with individual partners
 - If requested, NXP decides on a case-by-case basis whether it provides quotes for partner press releases (see do's and don'ts)
 - Partner public presentations, press interviews, contributed articles, industry awards
 - Partner letters and invitations to NXP partners' events
- ▶ NXP will not permit third parties (including suppliers, service or business partners, consultants and all other non-NXP parties) to use PR in any way, verbally or written, to reference their relationship with NXP Semiconductors without prior written approval from NXP Corporate Communications & Branding – *see contact details on last slide*.
- ▶ Note that sales and purchasing teams, and all other NXP employees, are not allowed to use or offer PR or press releases as a tool during negotiations, especially as an incentive to make a deal or claim a discount.
- ▶ See next slide for more details on do's and don'ts for press releases

Press release do's & don'ts

▶ Do's

- Develop press releases on the basis of initial NXP communication (such as product press releases, website listings, product brochures)
- Brand name: always refer to NXP Semiconductors rather than single divisions or sub-divisions of NXP, such as Business Units, Business Lines
- Brand promise: develop press releases enforcing the NXP brand by fulfilling the requirements of our brand promise (vibrant media technologies for better sensory experiences)

▶ Don'ts

- No joint press releases (in general NXP will not allow a partner to put the NXP logo, 'About NXP' boiler plate, or make an announcement on behalf of NXP)
- NXP will not allow the use of NXP employees' quotes in partner press releases without written NXP approval
- Timing: NXP will not allow for partner press releases in a time frame that coincides with major Corporate NXP announcements
- Trademarks: NXP will not allow partners to use the Nexperia name without the addition (trademark of NXP B.V.)

For further information

All marketing communications and public relations activities to be pre-approved by NXP Semiconductors Corporate Communications & Branding via

▶ brand.support@nxp.com

