

NATIONAL INSTRUMENTS

# NI Partner Co-Marketing Style Guide

# Welcome to the NI Partner Co-Marketing Style Guide Revised in 2018

A key benefit to a partner relationship with NI is the ability to leverage our brand. It is critical the NI brand and the brands of our partners are expressed properly.

NI is a technology pioneer and industry leader that delivers today's most advanced technologies for test, control, and design. Engineers and scientists in hundreds of industries use flexible, high-performance NI products to create reliable, user-defined systems. Our well-respected brand is one of our most valuable assets. It embodies all that we stand for, conveys the beliefs and principles upon which we operate, and serves as our introduction in any forum.

## How do I use this document?

This style guide contains guidelines, rules, and examples for upholding the brand. It gives you the tools to ensure consistency in both message and design so you can effectively communicate the NI brand in all printed and online media. It will also ensure that the relationship between NI and its partners is clear for the partner and end users.

## Still have questions?

This guide covers the most common forms of partnership branding. If you have questions regarding the use of the NI identity that are not addressed within this document, please contact [alliance@ni.com](mailto:alliance@ni.com). Thank you for your cooperation.

# Table of Contents

Message and Tone .....	2
NI and LabVIEW Brands.....	3
NI Boilerplates Text .....	4
LabVIEW Logo Family Redesign.....	8
LabVIEW Logo .....	6
Powered by LabVIEW Logo .....	8
LabVIEW Tools Network .....	10
NI Alliance Partner Network.....	16
Co-Branding Logo Placement Guidelines .....	21
Paid Advertising Guidelines.....	25
Social Media Guidelines .....	26
News Release Process .....	27
Legal/Terms .....	29
Contacts and Resources .....	30

# Message and Tone

## Guidelines

The following guidelines and suggestions can help you send the right message and create the right tone to best communicate NI and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication.

Audiences must understand the benefits—the points of differentiation—that come from working with NI versus working with the competition. Above all, you should strive to use the points of differentiation that uniquely position NI in the hearts and minds of our customers and key stakeholders.

**Be impactful.** Find arresting images to capture the readers' attention immediately. Stock photography sites are a great resource. Partners can also log in to the Partner Portal for approved product images or request creative at [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests).

**Be confident.** Our message should be understated and subtle instead of boastful. Our voice is one of partner instead of seller. This is not about making claims; it's about who we are.

**Be clean and crisp.** Use elegant and simple but effective communication. Visually and verbally, less is more.

**Be conversational.** The message should speak with people instead of talk at them.

**Be respectful and nonpromotional.** Engage the reader by speaking in a common language. No chest beating or competitor bashing. Avoid jargon.

**Be benefitfocused.** How does this product or service enhance people's lives? Talk about the benefit.

**Be global.** NI is a global company. Do not use metaphors or sports analogies. Consider translations and image selection with a worldview in mind.

**Be sensitive.** Not all cultures share the same values. For example, subtle humor is a wonderful tool to use, but humor "here" isn't necessarily humor "there." Also consider facial expressions and body language in the images you select.

**Be sure.** Test the visual and verbal content with the audience to be sure you are communicating what you want to communicate.

**Obtain approval.** All ads, literature, web pages, domain names, and other external marketing communication materials must be reviewed and approved by Corporate Marketing at [corporateapproval@ni.com](mailto:corporateapproval@ni.com).

## NI and LabVIEW Brands

LabVIEW, or Laboratory Virtual Instrument Engineering Workbench, is our core product brand. However, because NI is a branded house and not a house of brands, it's important to ensure LabVIEW and the LabVIEW Tools Network are marketed under the NI corporate umbrella. Use the LabVIEW name and mark selectively, and when you use it, the LabVIEW logo must always appear in conjunction with NI, either in text or accompanied by the NI corporate logo.

### NI Corporate Logo

The NI corporate logo is the single most important mark representing the company. NI reserves the NI corporate logo for use only on NI copyrighted materials by select NI partners where there is mutual and equal use of both companies' logos, by official NI product distributors with whom we have legal agreements, and by organizations and academic institutions NI officially sponsors with funding or in-kind support.



### LabVIEW Logo

LabVIEW is the company's core product brand. NI reserves the rights to the exclusive use of the LabVIEW product logo. The LabVIEW icon is a registered trademark of NI, and use on its own is reserved for NI in-product use only. The LabVIEW logo may be used with NI-created or co-created products and material.



---

### Trademarks and Logo Requests

This is a friendly legal reminder that these graphics are proprietary and protected under intellectual property laws. NI and LabVIEW logos are proprietary, and a partner can use them only in specific co-marketed or joint activities. You can submit your requests to use the logos at [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests). To see the complete list of NI trademarks, visit [ni.com/legal/trademarks](https://ni.com/legal/trademarks).

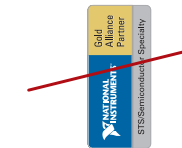
# Respect and Protect the NI and LabVIEW Logos

## Incorrect Logo Treatments

In order to maintain consistent brand recognition and familiarity, the NI, LabVIEW, LabVIEW Tools Network, and Alliance Partner logos must not be altered in any way, shape, or form. Refer to the examples provided here for logo treatments to avoid.

## Do Not

- Use any obsolete logos (all instances should be removed)
- Use these logos to externally market LabVIEW without approval from [ni.com/partnermarketingrequests](http://ni.com/partnermarketingrequests)
- Modify, alternate, rotate, stretch, or remove any elements of the logos
- Add a tagline or text under logos
- Use the LabVIEW software icons on anything; they are reserved for NI in-product use only
- Present the brand assets in a way that makes them the most prominent or distinctive feature of what you're creating



## Do Not Use Obsolete Logos

Remove all instances from third-party marketing and Alliance Partner assets.

Delete all versions of incorrect files.

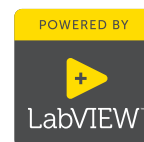


Obsolete Logos

## LabVIEW Logo Family Redesign

We redesigned our LabVIEW brand using our core visual assets: the triangle and adder symbol or plus sign. These legacy elements can be traced back to the original LabVIEW 1.0 release in 1986. They continue to be the foundational elements that make our brand immediately recognizable.

Permission to use the redesigned LabVIEW logo is subject to corporate approval and limited to joint NI and partner marketing activities. Submit requests to [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests).



# LabVIEW Logo Guidelines

For most use cases, the two-color primary LabVIEW logo is the preferred logo. It should always be the first option considered. Please ensure that both the yellow triangle and adder symbol or plus sign and the gray text are clearly legible, sufficiently contrast with the background so you can see them.

When the primary logo is not appropriate, for instance, when there is a lack of contrast between the logo and the background or one color is required, please use the alternate versions.

## Primary Logo



Use these alternate color versions if size, background, or printing demands prohibit use of the primary logo.



Use this secondary logo if you require a vertical shape.



Use these alternate color versions if size, background, or printing demands prohibit use of the secondary logo.



LabVIEW Logo Guidelines continued

Do

- Market LabVIEW in conjunction with NI, either in text or accompanied by the NI corporate logo
- Apply sufficient clearspace around the logos; keep open space of at least half their height above and below the logos and space equal to their height on the left and right of the logos
- Follow minimum size requirements to ensure the logos are legible
- Display logos on a solid color background or simple background for clear legibility
- Write LabVIEW as a single word; maintain title case for “Lab” and capitalize “VIEW”

Do Not

- Use any obsolete logos (remove all instances)
- Use these logos to externally market LabVIEW without approval from [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests)
- Modify, alternate, rotate, stretch, or remove any elements of the logos
- Add a tagline or text under logos
- Present the brand assets in a way that makes them the most prominent or distinctive feature of what you’re creating
- Use the LabVIEW software portfolio icons on anything; they are reserved for NI in-product use only

Minimum Size

Take care to maintain the integrity of all elements. All logo type and any trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met.

**Print:** Minimum acceptable size is 1.25 in or 31.75 mm wide

**Digital:** Minimum acceptable size is 140 px wide

Clearspace Requirements

.5x		.5x
1x		1x
.5x		.5x

.5x		.5x
1x		1x
.5x		.5x

Primary Logo Colors



**LabVIEW Yellow**  
PMS 108C  
R 255, G 219, B 0  
HEX FFDB00  
C 0 M 10 Y 100 K 0



**Font Color**  
PMS 7540C  
R 77 G 77 B 79  
HEX 4D4D4F  
C 0 M 0 Y 0 K 85

# Powered by LabVIEW Logo Guidelines

The Powered by LabVIEW logo is for use with NI-endorsed systems and products that incorporate LabVIEW. This logo instantly tells your customers that LabVIEW technology is a critical component used to create the products and services you provide. It is reserved for active Alliance Partners in good standing, as governed by the NI Partner Marketing team when they refer to a system, solution, or service for which LabVIEW is the core software component.

## Usage Guidelines

The new Powered by LabVIEW logo is replacing the LabVIEW or LabVIEW NXG logos in third-party marketing. Use when referring to a system, solution, or service such as a PXI solution, integration expertise, or hourly consulting.

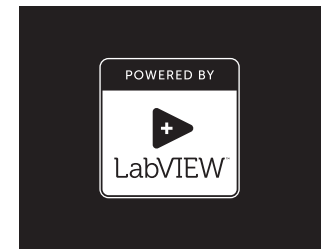
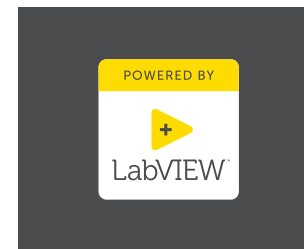
### Primary Logo



Preferred Primary Logo



Secondary Logo



Use alternate color versions if size, background, or printing demands prohibit use of the primary and secondary logos.

## Powered by LabVIEW Logo Guidelines continued

### Do

- Market LabVIEW in conjunction with NI, either in text or accompanied by the NI corporate logo
- Apply sufficient clearspace around the logos
- Follow minimum size requirements to ensure the logos are legible
- Display logos on a solid color background or simple background for clear legibility
- Use Alliance Partner boilerplate messaging on page 19

### Do Not

- Use any obsolete logos (remove all instances)
- Use these logos without approval from [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests)
- Use in conjunction with any other LabVIEW logo
- Modify, alternate, rotate, stretch, or remove any elements of the logos
- Do not translate the logo into any other language
- Add a tagline or text under logos
- Use these logos to represent your company as a whole, an individual person, or a company's relationship as an NI Alliance or Specialty Partner
- Use these graphics as part of your own product, business, or service name

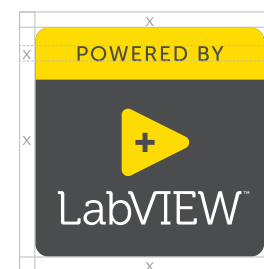
### Minimum Size

Take care to maintain the integrity of all elements. All logo type and any trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met.

**Print:** Minimum acceptable size is .75 in. or 20 mm wide

**Digital:** Minimum acceptable size is 80 px wide

### Clearspace Requirements



### Primary Logo Colors



#### LabVIEW Yellow

PMS 108C  
R 255, G 219, B 0  
HEX FFDB00  
C 0 M 10 Y 100 K 0



#### Font Color

PMS 7540C  
R 77 G 77 B 79  
HEX 4D4D4F  
C 0 M 0 Y 0 K 85

# LabVIEW Tools Network Brand

The LabVIEW Tools Network is the premier app store that equips engineers and scientists with hundreds of certified, third-party add-ons to help accelerate productivity and lower project costs. Developed by industry experts, these cutting-edge technologies expand the power of LabVIEW and NI modular I/O hardware and are part of a rich community of support.

## Thank you for partnering with us to build the best brand experience possible!

At NI, our well-respected brand is one of our most valuable assets. It embodies all that we stand for, conveys the beliefs and principles upon which we operate, and serves as our introduction in any forum.

As a LabVIEW Tools Network provider, you are an extension of this brand and a part of our global family serving as valuable brand ambassadors. Whether at events, in a magazine, on a website, or any other avenue, you should be conveying the same message and tone as the rest of our brand ambassadors while effectively and accurately leveraging the NI brand in your own marketing and promotion.

If you have any questions regarding the use of the NI brand, contact [labviewtoolsnetwork@ni.com](mailto:labviewtoolsnetwork@ni.com).

# LabVIEW Tools Network Logo Guidelines

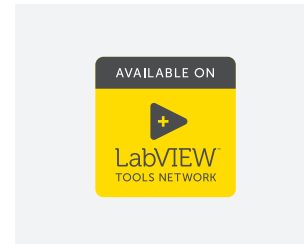
The new LabVIEW Tools Network logos may be used *only* with NI-created or co-created products and material. The new Available on LVTN logo is replacing the old logo in all previous third-party marketing assets.

For most use cases, the primary yellow with the gray header Available on LabVIEW logo is the preferred logo. It should always be the first option considered.

## Usage Guidelines

Permission to use the redesigned logos is subject to corporate approval and limited to joint NI and partner marketing activities. Only use the redesigned logos from [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests).

## Primary Logo



Use alternate color versions if size, background, or printing demands prohibit use of the primary logo.

## LabVIEW Tools Network Logo Guidelines continued

### Do

- Use the logos to promote content on the LabVIEW Tools Network
- Make sure logos are large enough that all of the text is legible
- Add sufficient clearspace around each logo; a minimum clearspace of .125 in is required
- Display the logos on a solid colored background or a simple background image that does not obscure the logo

### Do Not

- Use any obsolete logos (remove all instances; see sidebar)
- Use these logos without approval from [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests)
- Use in conjunction with any other LabVIEW logo
- Modify, alternate, rotate, stretch, or remove any elements of the logos
- Translate the logo into any other language
- Add a tagline or text under logos
- Use these logos to represent your company as a whole, an individual person, or a company's relationship as an NI Alliance or Specialty Partner
- Use these graphics as part of your own product, business, or service name

### Minimum Size

Take care to maintain the integrity of all elements. All logo type and any trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met.

**Print:** Minimum acceptable size is .75 inches or 20 mm wide

**Digital:** Minimum acceptable size is 80 px wide

### Clearspace Requirements



### Do Not Use Obsolete Logos

Delete all versions of incorrect files from third-party marketing and Alliance Partner assets.



Obsolete Logos

# LabVIEW Tools Network Product and Technical Documentation Images

Once you have certified your software, listing the software on the LabVIEW Tools Network requires relevant product descriptions, imagery, and the app store icon. View examples: [ni.com/labviewtools](https://ni.com/labviewtools)

## App Store Icon and Product Images

The app store icon may include your company name composed of text only, which is recommended, or you can use a simple, purely graphic logo. It should visually describe the purpose of a product yet be clear and understandable in a small form factor. Where appropriate, the app store icon should support the brand of the product and/or provider. A product description image is a photograph, screenshot or diagram that depicts your offering and differentiates your product on the LabVIEW Tools Network.

## Text Treatments and Logos

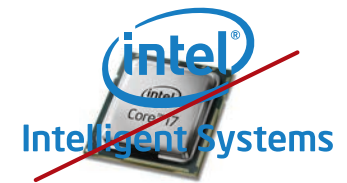
The product image may include your company name composed of text only, which is recommended, or you can use a simple, purely graphic logo.

## Technical Documentation Screenshots

Product screenshots are required for the LabVIEW Tools Network online listing and are useful in supporting technical and help documentation. If used as the product image, the screenshot must be clear, understandable, and visible in a small form factor; therefore, simplicity is best.



Correct



Incorrect

# LabVIEW Tools Network Image Guidelines

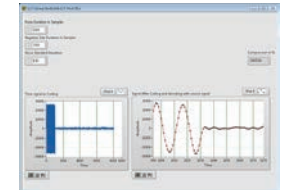
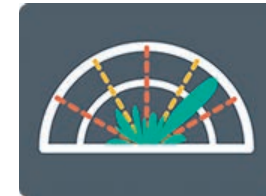
## Do's

- Graphic should visually describe your offering using the simplest concepts possible
- Graphic should be scalable so it is visible when reduced to a small size
- Color must bleed all the way to the edge; avoid composite images (or images with multiple graphics); provide only company logos
- If gradients are used, a linear gradient with light color on top that transitions to the same, darker color on bottom is preferred
- Logos should only be on white backgrounds; if a color background is absolutely necessary, try using a background color in the template

## Dont's

- Complex or busy system screenshots which can be confusing
- Dark radial gradients, especially gradients that transition from color to black
- Layering/clustering two or more images together

## Sample Images/Icons





# LabVIEW Tools Network Boilerplate Messaging

When talking about the LabVIEW Tools Network, please use the following text.

## **General NI Message**

NI empowers engineers and scientists with a software-centric platform that incorporates modular hardware and an expansive ecosystem. This proven approach puts users firmly in control of defining what they need to accelerate their system design within test, measurement, and control. NI's solution helps build high-performance systems that exceed requirements, quickly adapt to change, and ultimately improve the world.

## **~25 Words**

With hundreds of software add-ons, the LabVIEW Tools Network is the premier app store equipping engineers and scientists with certified, cutting-edge technologies to help accelerate productivity.

## **~50 Words**

The LabVIEW Tools Network is the premier app store equipping engineers and scientists with certified, third-party add-ons to help accelerate productivity and lower project costs. These cutting-edge technologies can expand the power of LabVIEW graphical system design software and NI modular I/O hardware. With hundreds of software add-ons, the LabVIEW Tools Network enables success.

## **~100 Words**

The LabVIEW Tools Network is the premier app store equipping engineers and scientists with certified, third-party add-ons to help accelerate productivity and lower project costs. Developed by industry experts, these cutting-edge technologies can expand the power of LabVIEW graphical system design software and NI modular I/O hardware. Each third-party product is rigorously tested to meet all certification guidelines and ensure compatibility with LabVIEW. With hundreds of software add-ons, the LabVIEW Tools Network is part of a rich community of support to further the successful impact engineers and scientists have on our world.

# NI Alliance Partner Network Brand

Experts in NI technologies, Alliance Partners create customer-defined solutions. From developing a proof of concept to deployment and post-sales support, partners can assist customers with some of their toughest engineering problems.

[Thank you for partnering with us to build the best brand experience possible!](#)

At NI, our well-respected brand is one of our most valuable assets. It embodies all that we stand for, conveys the beliefs and principles upon which we operate, and serves as our introduction in any forum.

Alliance Partners support customers through consulting, training, and integrating NI hardware and/or compatible software. These active partners, under NI terms and conditions, may use an official partner logo in order to communicate this unique relationship.

# NI Alliance Partner Network Logo Guidelines

## Usage Guidelines

Logos are reserved for active Alliance Partners when referring to their company as an NI partner or for an individual employee working for that company. Partners are provided these logos by NI as part of their membership. They are available in the Partner Portal at [ni.com/partnerportal](http://ni.com/partnerportal).

**Company Usage:** PowerPoint slides, website, advertising, events, and so on.

**Individual Usage:** email signature, LinkedIn, PowerPoint title slides (as company presenter), business cards, and so on.

## Do Not

- Crowd or place too close to other elements (follow clearspace requirements with a minimum clearspace of .125 in. for each logo)
- Distort, change, remove, or rearrange any logo elements
- Alter the orientation; the text should always read horizontally
- Translate the logo into any other language
- Add a tagline or text under logos
- Use text treatments to represent an individual

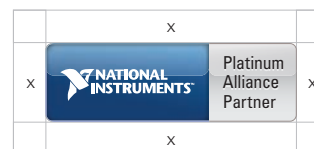
## Minimum Size

Take care to maintain the integrity of all elements. All logo type and any trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met.

**Print:** Minimum acceptable size .75 inches or 20 mm wide

**Digital:** Minimum acceptable size is 80 px wide

## Clearspace Requirements



## Primary Logos



## NI Alliance Partner Network

Alliance Partner Text Treatment

## NI Alliance Partner Network 2017 Partner of the Year Americas

Alliance Partner of the Year Text Treatment

## NI Alliance Partner Network Specialty Logo Guidelines

An Alliance Partner specialty distinguishes a company as a domain expert within a specific NI product family, industry, or application area. Partners receive specialty logos when the NI Alliance Partner marketing team determines they have met the requirements to receive this distinction.

### Usage Guidelines

Alliance Partner specialty logos are reserved for approved designated partner companies when referring to their company as an NI Alliance specialty partner or for an individual employee working for that company.

**Company usage:** PowerPoint slides, website, advertising, events, etc.

**Individual usage:** email signature, PowerPoint title slides (as said company presenter), business cards, and so on.

### Do Not

- Crowd or place too close to the other elements (follow clearspace requirements with a minimum clearspace of .125 in. for each logo)
- Distort, change, remove, or rearrange any logo elements
- Alter the orientation; the text should always read horizontally
- Translate the logo into any other language
- Add a tagline or text under logos
- Use text treatments to represent an individual

### Minimum Size

Take care to maintain the integrity of all elements. All logo type and any trademark notations must be readable; in no case should the logo appear at such a small size that these conditions are not met.

**Print:** Minimum acceptable size is .75 in. or 20 mm wide

**Digital:** Minimum acceptable size is 80 px wide

### Clearspace Requirements



### Primary Logos



# Alliance Partner Network Boilerplate Messaging

When talking about the Alliance Partner Network, please use the provided text.

## **~25 Words**

NI accelerates productivity, innovation, and discovery through an open, software-centric platform approach and expansive ecosystem including the Alliance Partner Network of systems integrators, consultants, and LabVIEW Tools Network providers that help customers complete their solutions.

## **~50 Words**

NI accelerates productivity, innovation, and discovery through an open, software-centric platform approach for developing any system that needs test, measurement, or control. The functionality of this platform is extended by an expansive ecosystem that features the Alliance Partner Network of over 1,000 Alliance Partner companies. These include systems integrators, consultants, and LabVIEW Tools Network providers that help customers complete their solutions.

## **~100 Words**

NI accelerates productivity, innovation, and discovery through an open, software-centric platform approach for developing any system that needs test, measurement, or control. NI's platform combines three critical and interrelated elements: productive software, modular hardware, and an expansive ecosystem. This platform-based approach leads to a dramatically faster engineering design process throughout all phases of discovery, design, development, and deployment and enables an ecosystem of third-party companies to contribute their services, expertise, and intellectual property to solutions built on the platform. The NI Alliance Partner Network has more than 1,000 Alliance Partner companies, including systems integrators, consultants, and LabVIEW Tools Network providers, ready to extend the functionality of the NI platform and help customers complete their solutions.

## **~About NI Alliance Partner Network**

The Alliance Partner Network is a program of more than 1000 independent, third-party companies worldwide that provide engineers with complete solutions and high-quality products based on NI software and hardware platforms. Since the program's inception in the early '90s, NI Alliance Partners have evolved into a global network of companies that offer system integration services, add-on products to NI software and hardware, and turnkey solutions for companies spanning multiple industry and application areas. From products and systems to integration, consulting, and training services, Alliance Partners are uniquely equipped and skilled to help solve some of the toughest engineering challenges. Find a partner in your area and learn more about the Alliance Partner Network at [ni.com/findapartner](https://ni.com/findapartner).

## **~General NI Boilerplate**

NI empowers engineers and scientists with a software-centric platform that incorporates modular hardware and an expansive ecosystem. This proven approach puts users firmly in control of defining what they need to accelerate their system design within test, measurement, and control. NI's solution helps build high-performance systems that exceed requirements, quickly adapt to change, and ultimately improve the world.

# Co-Branding Logo Placement Guidelines

## Company Usage

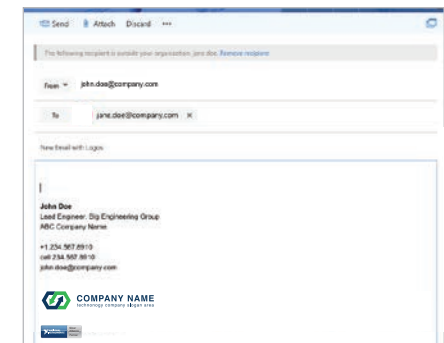
- Logos are recommended for PowerPoint slides, website, advertising, events, and so on.
- Text treatments can be used only to represent a company, not an individual.
- The Alliance Partner Network (APN) logo should not be larger or more prominent than the partner's own company brand.
- We recommend the APN logo be approximately one-third of the size of the partner's company logo.
- Place the APN logo opposite the partner company logo while keeping a strong visual separation. Distant logo spacing is ideal, because it demonstrates the distinction between the partner and APN.
- The APN logo can be placed above, below, or to the left or right of the partner's logo. Always follow the clearspace and minimum size rules.



Full-Page Flyer



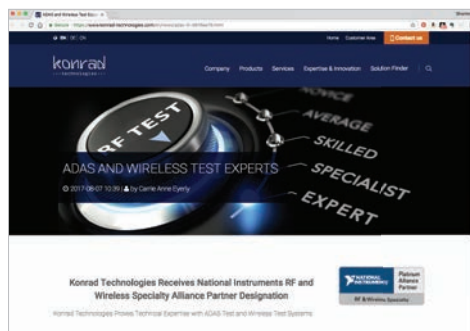
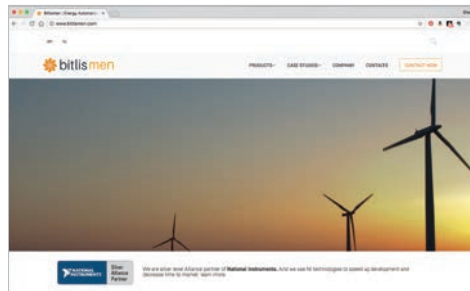
Event Print Handout



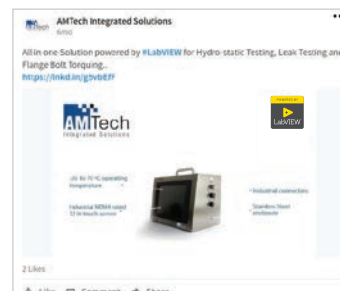
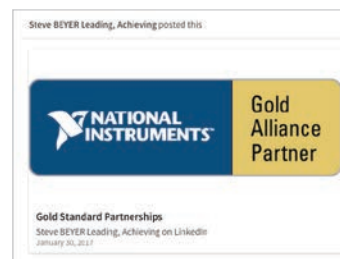
Company Email

## Co-Branding Logo Placement Guidelines continued

### Company Usage continued



Websites



Social Media



Company Presentation PowerPoint



Video

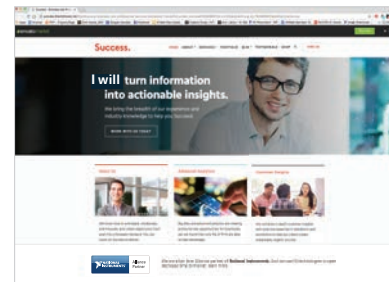
## Co-Branding Logo Placement Guidelines continued

### Individual Usage

- Individuals may use logos for email signatures, PowerPoint title slides, business cards, and so on.
- Do not use text treatments for APN logos; use those only to represent a company.
- The APN logo should not be larger or more prominent than the partner's own company brand.
- We recommend that the APN logo be approximately one-third of the size of the partner's company logo.
- Place the APN logo opposite the partner company logo while keeping a strong visual separation. Distant logo spacing is ideal, because it demonstrates the distinction between the partner and APN.
- The APN logo can be placed above, below, or to the left or right of the partner's logo. Always follow the clearspace and minimum size rules.



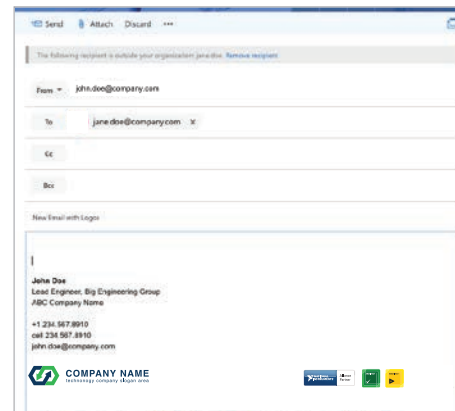
Individual Business Card



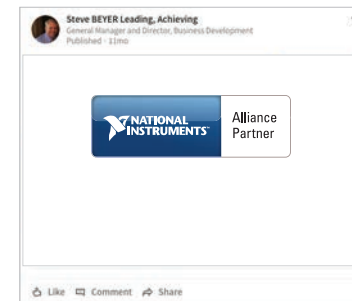
Individual Website



Individual Presentation PowerPoint



Individual Email



Individual Social Media



## Co-Branding Event Logo Placement Guidelines continued



# Paid Advertising Guidelines

Why use Adwords? When companies want to reach users who are showing strong intent signals such as a search engine query, advertising on the Google search engine is a way to deliver an advertising message to the user at that point in time. Others may have input on the editorial/style requirements you need to meet. NI may revoke authorization if trademarked terms are being used beyond the original scope of the campaign.

## Words to Consider

Depending on the product or service you are advertising, you should use keywords that fall into one of these four categories:

**Explicit reference**—Directly describes the product or service (for example, data acquisition)

**Problem**—Describes the conditions or problems that your product solves (for example, “How do I acquire data from my sensors?”)

**Symptom**—Describes the symptoms of the actual problem (for example, bad data reading)

**Product name or part number**—(for example, PXI-8820, Part Number: 782920-04, PXI Multifunction I/O Module)

## Should you use NI trademarks?

Trademarks like LabVIEW require NI approval to use in advertising. NI must complete a form and send it to Google that says NI is allowing a third-party advertiser to use the trademark in ad copy. NI has a strict messaging policy that includes trademarks like LabVIEW, and you may be required to submit your keywords and ad copy to NI beforehand as part of the approval process.

You may need to use NI trademarks to advertise your product or service. For example, if your company specializes in LabVIEW, then you should consider advertising that includes LabVIEW keywords like “LabVIEW services” or “LabVIEW consultant.”

## Guidelines

- Aligned messaging—Work with NI to promote consistent NI product messaging.
- Faster approval—Follow these guidelines to speed up the trademark approval process if you choose to include NI trademarks in your advertisements.
- Better advertising experience for the user—Reach your customers at the right point in time and spend your advertising budget more effectively.

# Social Media Guidelines

If your company is active on social media, we encourage you to share posts from the NI channels to help boost the visibility of our partnerships. Rather than providing you with specific scripts to post, we ask that you simply share NI's posts and add your own commentary.

Partners are brand ambassadors on social media. These guidelines and best practices help secure partnership reputations.

## NI Corporate/Global Channels

[NI Facebook Page](#)

[NI Twitter](#)

[NI LinkedIn](#)

If you're interested in following/sharing updates from certain regions or countries, please reach out to [socialmedia@ni.com](mailto:socialmedia@ni.com) for details about regional social media accounts.

**Share:** You are encouraged to share NI posts, and add your company commentary or perspective.

**Tag:** If you create original content on your channels, tag NI in your posts to increase visibility.

**Responsibility:** Employees and brand ambassadors are responsible for their actions online and are encouraged not to post materials that may reflect negatively on NI.

**Identification:** Partners and their employees engaging in conversations about NI online (including sharing announcements or social media posts from NI that promote the brand) must disclose their relationship to NI, even if they aren't speaking on behalf of NI.

**Freedom to share:** We encourage partners to share positive things about NI on their social channels. If partners are excited about something they're working on, they should feel free to share it!

**Don't share confidential information:** You should keep confidential information confidential. If you're not sure whether information is public, don't make it public.

**Use common sense:** Partners shouldn't engage in illegal or unlawful activities on social media including posting copyrighted materials.

**Accountability:** Partners are encouraged to report questionable or inappropriate content related to NI or its partners to NI's Corporate Social Media Team at [socialmedia@ni.com](mailto:socialmedia@ni.com).

**Participate in the community:** We encourage partners and their employees to add value to our social media channels by participating in discussions, helping answer product questions, and so on. No one knows better than we do, and helping educate our audience collectively makes for a better experience for all!

# News Release Guidelines

If you are interested in issuing a news release related to your role in the Alliance Partner Network, please email contact [pr@ni.com](mailto:pr@ni.com).

- Do not give the impression of a joint announcement with your news release. Therefore, do not use words that imply that both companies are making the announcement.
- The use of “National Instruments” or “NI” in the headline of your release is at the discretion of NI. Include your company name before NI in the headline, subhead, and lead paragraph.
- Do not use the word “partner” when referencing your relationship with NI. Instead, use phrases such as “collaborate,” “work together,” or “strategic relationship.”
- Please make sure you write NI trademarks as specified by the trademark when appropriate. For the current list of NI trademarks, visit [ni.com/trademarks](https://ni.com/trademarks).
- Clearly distinguish your products/services/solutions from those of NI. Suggested phrases are “compatible with” or “for use with.”
- Do not display NI trademarks on your website in a manner that suggests your product or service is from NI or in a manner that suggests the trademark is part of your product or service name.
- Please draft all quotes attributed to NI spokespeople. If you are not sure how to attribute a quote, NI will determine the appropriate spokesperson. NI does not provide quotes that judge the value of your product relative to other competitive offerings. For example, NI cannot say you offer the “best” service.
- Do not include any NI contact information unless discussed and agreed upon with NI. You are encouraged to link to [ni.com](https://ni.com) or other NI corporate web pages in the text of your announcement when applicable.

# Legal/Terms of Use for NI Copyrighted Material

NI owns a vast collection of text and images, including diagrams, photos, and illustrations. Partners often want to use images and other materials from our manuals, website, and marketing materials. Though we want to accommodate these requests, we must ensure that these images are properly used as prescribed and protected by federal copyright statutes and common law copyright.

Active Alliance Partners have access to the approved image gallery within the Partner Portal. To view images, log in at [ni.com/partnerportal](https://ni.com/partnerportal).

For all other image requests, contact at [ni.com/partnermarketingrequests](https://ni.com/partnermarketingrequests).

## Disclaimers

Disclaimers Regarding National Instruments Alliance Partner Network members, Other Third-Party Providers, and Third-Party Add-On Products. National Instruments Alliance Partner Network members (including without limitation those Alliance Program Network members who qualify for Select Integrator status), third parties that make available Third-Party Add-On Products, and other third-party providers are business entities independent from NI and have no partnership or joint-venture relationship with NI; furthermore, none of the foregoing is an agent of NI's. Although NI has a process to qualify and annually review Alliance Partner Network members, neither the NI Alliance Partner Network members or any other third-party providers themselves, nor any of the software programs, documentation, materials, goods, or services posted, provided or offered by any of them, including without limitation Third-Party Add-On Products, are affiliated with, endorsed, or sponsored by NI. NI has not fully tested, if at all, the third-party provider products (including without limitation the Third-Party Add-On Products), and NI does not warrant or assume any responsibility for, and shall have no responsibility or liability associated with, the testing, sale, purchase, use, or support of third party provider products (including without limitation the Third-Party Add-On Products) or services or any other materials associated therewith. Any concerns, support requests, or questions you have regarding the products or services of third party providers (including without limitation the Third-Party Add-On Products) or related content should be addressed directly with the applicable third-party provider. NI DISCLAIMS ANY AND ALL LIABILITIES FOR AND MAKES NO WARRANTIES, EITHER EXPRESS OR IMPLIED, WITH RESPECT TO THIRD-PARTY PRODUCTS (INCLUDING WITHOUT LIMITATION THE THIRD-PARTY ADD-ON PRODUCTS MADE AVAILABLE THROUGH THE SITE) OR SERVICES PROVIDED BY THIRD-PARTY PROVIDERS, INCLUDING, WITHOUT LIMITATION, ANY AND ALL IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT OF INTELLECTUAL PROPERTY.

Some jurisdictions do not allow limitations on implied warranties, so these limitations may not apply to you. You may have other rights that vary by jurisdiction.

# Contacts

All marketing material must conform to these brand and identity guidelines. If you have general questions, contact the NI Partner Marketing team at [alliance@ni.com](mailto:alliance@ni.com). For specific questions/requests, contact the appropriate Corporate Marketing representative below.

**Logo Usage**[alex.fuller@ni.com](mailto:alex.fuller@ni.com)**Creative and Identity**[creative.project.management@ni.com](mailto:creative.project.management@ni.com)**ni.com Branding**[brent.burden@ni.com](mailto:brent.burden@ni.com)**Media Relations**[pr@ni.com](mailto:pr@ni.com)**Social Media**[socialmedia@ni.com](mailto:socialmedia@ni.com)**Editing**[editingrequests@ni.com](mailto:editingrequests@ni.com)**Legal**[louis.barnett@ni.com](mailto:louis.barnett@ni.com)

