

Huawei Brand Authorization and Application Guidelines V1.0 (for Huawei Digital Power Partners)



Security Level:



Overview

This document is applicable to Huawei's Digital Power partners, including sales partners, solution partners, and service and operation partners. It guides partners to apply for and correctly use the Huawei corporate logo, partner certification badge, and technical certification badge in marketing activities, promotion materials, joint marketing venues, and office and stationery, and products.

This document helps partners understand:

- Application principles of Huawei corporate logos, partner certification badges, and technical certification badges
 - How to correctly use Huawei corporate logos, partner certification badges, and technical certification badges in different cooperation scenarios
 - How to obtain the logo file and apply for authorization
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- If other types of partners have any requirements, contact your Huawei partner manager.

Contents

Introduction

- 1. Overview
- 2. Huawei corporate logo
- 3. Huawei partner certification badges
- 4. Huawei technical certification badges

Authorization Principles and Application Scenarios

- 1. Basic Principles
 - 1.1 Authorization principles
 - 1.2 Application principles
- 2. Partner-led scenarios
 - 2.1 Partner-led scenario description
 - 2.2 Signing ceremony background board
 - 2.3 Event badge/card (with straps) and clothing
 - 2.4 Souvenirs
 - 2.5 Event KV/Banner/Flag/Invitation letter/Event album
 - 2.6 Ad/Product or solution album/Leaflet/Pic-in-pic
 - 2.7 Video intro, ending credit, and corner mark
 - 2.8 White paper, periodical, and magazine front and back covers
 - 2.9 Word document/PowerPoint slide/Keynote templates
 - 2.10 Partner presentation scenarios
 - 2.11 Product nameplate
 - 2.12 Company website/Event page
 - 2.13 Booth header
 - 2.14 Nameplates of Labs and Joint Innovation/Operation Centers
 - 2.15 Company reception desk
 - 2.16 Door header of retail stores
 - 2.17 Business card
 - 2.18 Email signature
 - 2.19 Product

Authorization Application

- 1. Huawei corporate logo
- 2. Partner certification badge
- 3. Technical certification badge
- 4. Authorization application

Legal Notices

- 1. Partner Declarations and Warranties
- 2. Huawei Declarations and Warranties

Introduction

-
1. Overview
 2. Huawei corporate logo
 3. Huawei partner certification badges
 4. Huawei technical certification badges

1. Overview

- Huawei corporate logo

The corporate logo represents the Huawei brand, and has horizontal, vertical, and other versions. The logo shown on the right is the vertical version.

- Huawei partner certification badges

Huawei grants certification badges to its certified Digital Power Partners. The badge shown on the right is an Distributor badge.

In some documents, it may also be called "partner logo".



Huawei corporate logo



Huawei partner certification badge



Huawei technical certification badge

- Huawei technical certification badges

Partners' products or solutions are granted Huawei's technical certification badges if they pass Huawei's technical certification testing.

In some documents, it may also be called "authentication mark".

- Huawei brand name

"华为" , "HUAWEI" , "Huawei"

2. Huawei corporate logo

The Huawei corporate logo has both the vertical and horizontal logos for use. The vertical logo with the gradient symbol is preferred unless in special situations (e.g., background space is limited, small-size social media images.)

Vertical logo



Horizontal logo

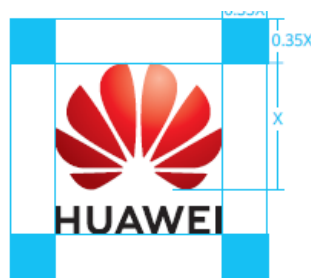


2. Huawei corporate logo

Minimum size and clear space

- The Huawei corporate logo must be surrounded by a minimum clear space to ensure no other graphic elements appear too close to it.
- Minimum clear space usage principle: The height of the symbol is defined as X, for both the horizontal and vertical versions, and the size of the minimum clear space is 0.35X.
- Minimum size usage principle: The minimum printing size for the vertical version is 8mm in width; the minimum digital size is 50px. The minimum printing size for the horizontal version horizontal version is 25mm in width; the minimum digital size is 100px.

Huawei Corporate Logo
Minimum Clear Space



Minimum Printing Size
and minimum Digital Size



Logo color

- Color palettes include CMYK, Pantone, RGB, and web safe color.
- The corporate logo with the gradient symbol is the preferred version. Monotone black and reversed white logos are provided for special cases.
- For all versions of the corporate logo, the official digital artwork must be used. Recreating or redesigning the corporate logo is strictly prohibited.

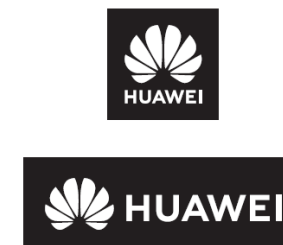
Gradient red logo



Monotone black logo



Reversed white logo

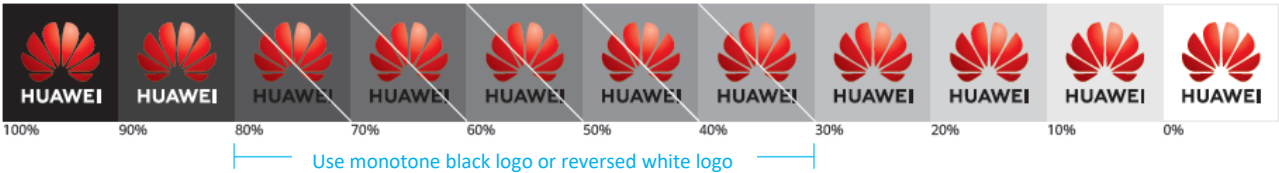


2. Huawei corporate logo-background control

Flat gray background control

- White is the preferred background color. Use the gradient red logo when the value of the background color is lower than 40% or higher than 80%. Use the reversed white "HUAWEI" logotype when the value of the background is between 90%–100%.
- Use the monotone black logo or reversed white logo when the value of the background color is higher than 40% or lower than 80%.

Flat gray background control



Secondary color background control



Image background control



Image background control

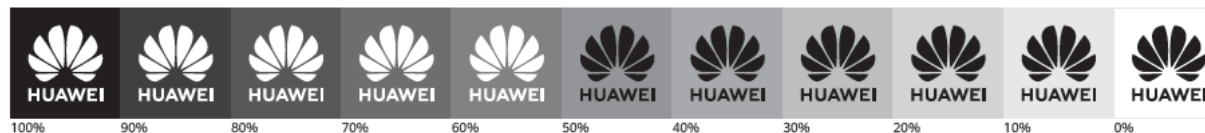
- Ensure sufficient color contrast between the background image and the corporate logo when the logo is placed against an image. Avoid placing the corporate logo against a complex image to ensure the legibility and presence of the logo. Use the reversed white "HUAWEI" logotype against an image in the value range of 90%–100%.

2. Huawei corporate logo-Monotone black logo and reversed white logo background control

Flat gray background control

- Use the monotone black logo when the background value is lower than 60%; use the reversed white logo when the background value is higher than 60%.

Flat gray background control



Secondary color background control



Secondary color background control

- The rules illustrated on the right demonstrate the correct values for secondary color background use, and must be strictly followed.

Image background control

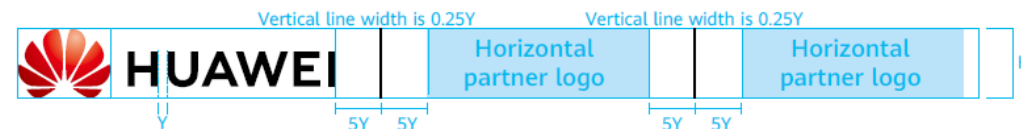
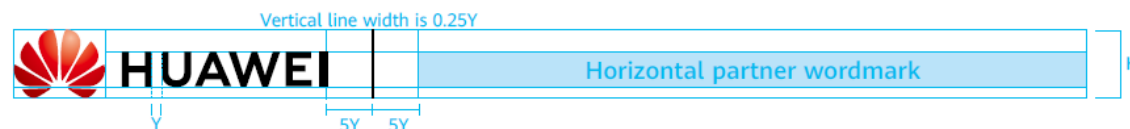
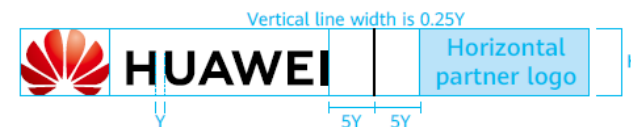
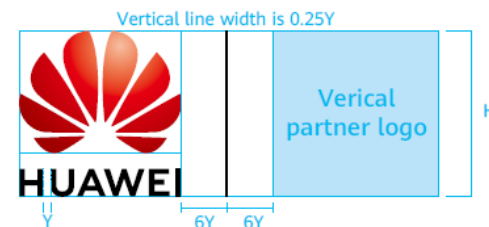


Image background control

- Ensure sufficient color contrast between the background image and the corporate logo. Avoid placing the logo against complex images to ensure the legibility and presence of the logo.

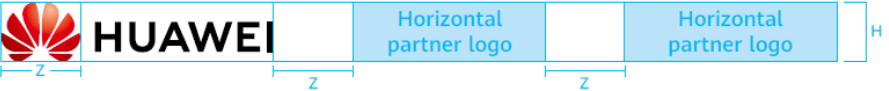
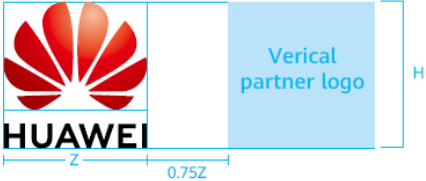
2. Huawei corporate logo- Co-branding logo guidelines

- When the partner logo uses a vertical style, use the Huawei vertical corporate logo. When the partner logo uses a horizontal style, use the Huawei horizontal corporate logo.
- The order of the logos can be negotiated by both parties based on the actual situation.
- The height of the partner's logo should be the same as Huawei's corporate logo.
- The partner's logo and the Huawei corporate logo must be separated by a vertical line, and the vertical line is as tall as the symbols; the specific proportional relationship is shown in the examples on the right.



Guidelines for special co-branding logo scenarios

- The vertical line is flexible in special co-branding scenarios (e.g., contract signing backdrops, PowerPoint files) , and can be either added or removed. On the right are examples that don't use a vertical line to separate the partner's logo and Huawei's corporate logo.



3. Huawei partner certification badges

- Partner certification badges are the identity badge that Huawei provides to its Digital Power partners. Partners can use the certification badge, which corresponds to the Huawei Digital Power partner program they participate in, to indicate their business relationships with Huawei
- Partner certification badges can only be used to reflect partnerships between partners and Huawei. Partners can only use badges that correspond to the their identity or Huawei Digital Power partner programs they participate in.
- Under no circumstances shall partner certification badges be used as a description of partners' products/solutions, nor shall they be used alone as a partner's trademark.
- The badge must be used strictly in accordance with the badge file provided by Huawei. Do not modify the badge, including but not limited to changing the shape, changing the standard color, changing or adding other information, and disassembling elements for separate use.



Example of Huawei partner certification badge

3. Huawei partner certification badges-Current categories of Huawei Digital Power partner certification badges

1 Sale partners

1



Distributor



Value-Added Partner



Gold Partner



Silver Partner



Authorized Partner

2 Service and operation partners

2



Global certified service solution partner (CSSP)



China Region certified service partner (CSP)



Oversea certified service partner (CSP)

3 Solution partners

3



Advanced solution partner



Preferred solution partner



Certified solution partner

4 Talent alliances

4



Huawei Certified Sales Associate



Huawei Certified Sales Professional

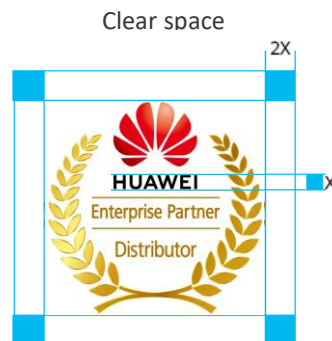


Huawei Certified Specialist Expert

3. Huawei partner certification badges

Minimum size and clear space

- The badge is surrounded by a minimum clear space to ensure no other graphic elements, such as text or symbols, appear in the clear space to ensure the badge's visual effect.
- The height of "H" in the "HUAWEI" logotype is defined as X, then the clear space is 2X. The size of the clear space changes according to the size of the badge.
- The minimum printing size for badge is 15mm in width, the minimum digital size is 80px. If the badge is smaller than this minimum size, it will become illegible.



Minimum printing size and minimum digital size



Badge color

- The badge color is standardized and cannot be modified. The gradient badge is preferred in all VI designs. In special cases, the monotone black badge or the reversed white badge can be used.

Gradient red badge



Gradient gold badge



Gradient silver badge



Monotone black badge



Reversed white badge



3. Huawei partner certification badges- Badge background control

Flat gray background control

- White is the preferred background. Use the gradient red or gradient gold/silver badge when the value of the background color is lower than 40% or higher than 80%. Use the reversed white "HUAWEI" logotype and when the value of the background color is between 90%–100%.

Flat gray background control

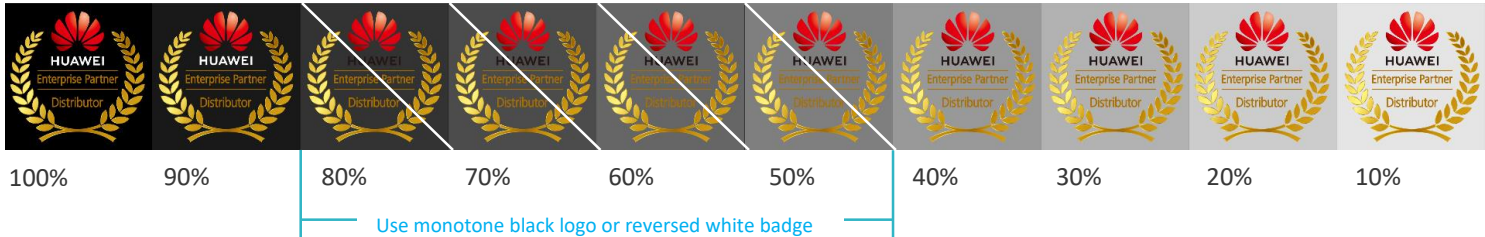


Image background control

- Ensure sufficient color contrast between the background image and the badge when the badge is placed against an image. Avoid placing the badge against a complex image to ensure the legibility and presence of the badge. Use the reversed white "HUAWEI" logotype against an image in the value range of 90%–100%.

Image background control



3. Huawei partner certification badges- Monotone black badge and reversed white badge background control

Flat gray background control

- Use the monotone black badge when the value of the background color is lower than 60%; otherwise, use the reversed white badge.

Flat gray background control

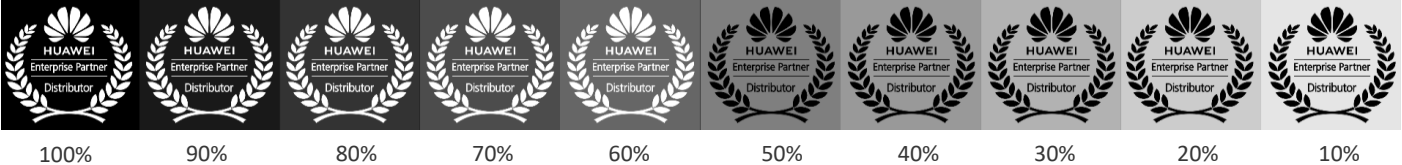


Image background control

- Ensure sufficient color contrast between the background image and the monotone black/reversed white badge when the badge is placed against an image. Avoid placing the monotone black/reversed white badge against a complex image to ensure the legibility and presence of the badge.

Image background control



4. Huawei technical certification badges

- Huawei provides partners with 3 technical certification programs: Huawei Compatible, Huawei Validated, and Huawei Enabled. After a partner's product or solution passes Huawei's technical certification, the partner will be granted the corresponding certificate and certification badge, which can be used within the validity period of the certification. The license to use the certification badge is a non-exclusive, non-transferable general license.
- Partners must use badges in strict compliance with the badges provided by Huawei and must not modify the badges without authorization.



Huawei Compatible

- Interoperability and interconnectivity tests for third-party and Huawei products have been passed, meaning the products of both parties are compatible and can provide customers with specified product functions.



Huawei Validated

- Systematic integration testing and verification has been conducted between third-party products and Huawei solutions. The third-party products meet the technological quality and security certification requirements of Huawei's joint solutions, and are thus allowed to be integrated into Huawei's joint solution catalog and recommended to customers through Huawei's sales channels, in order to boost customer confidence in purchasing them.



Huawei Enabled

- A certain function module of third-party products has successfully invoked Huawei's open capabilities (such as APIs) to enhance or supplement their functions.

Authorization Principles and Application Scenarios

① Will the brand authorization be granted?

Check for details:

1.1 Authorization principles

② How the brand will be used?

Check for details:

2.1-2.19 Partner-led scenarios application

1. Basic Principles

1.1 Authorization principles

1.2 Application principles

2. Partner-led scenarios

2.1 Partner-led scenario description

2.2 Signing ceremony background board

2.3 Event badge/card (with straps) and clothing

2.4 Souvenirs

2.5 Event KV/Banner/Flag/Invitation

letter/Event albums

2.6 Ad/Product or solution album/Leaflet/Pic-in-pics

2.7 Video intros, ending credit, and corner marks

2.8 White paper, periodical, and magazine front and back covers

2.9 Word document/PowerPoint slide/Keynote templates

2.10 Partner presentation scenarios

2.11 Product nameplate

2.12 Company website/Event page

2.13 Booth header

2.14 Nameplates of Labs and Joint Innovation/Operation Centers

2.15 Company reception desk

2.16 Door header of retail stores

2.17 Business card

2.18 Email signature

2.19 Product

1.1 Authorization principles

- Partners of Huawei Digital Power can use the Huawei corporate logo, partner certification badges, and technical certification badges for business purposes, provided that such use is necessary and legitimate, falls within their scope of authority, and is part of business scenarios related to Huawei.
- Partners must adhere to the following principles when using the Huawei corporate logo, partner certification badges, and technical certification badges:

Accurately and truly reflecting relationships between partners and Huawei	Helping improve the brand value of both parties	Legal and regulatory compliance
<p>Respect facts: Brand authorization must satisfy real business needs. Authorization should focus on scenarios related to the cooperation(technologies/products/solutions) and truly reflect the partnerships, cooperation content, and cooperation scope of both parties. Brand authorization should not exaggerate or imply that the partner has other partnerships with Huawei beyond the Huawei Digital Power partner program.</p> <p>Partners are not allowed to use the "Huawei" brand independently or highlight the "Huawei" brand in their own products, stationery systems, marketing materials, and business premises.</p>	<p>Align with the business and brand strategies of both parties.</p> <p>Do not affect or damage Huawei's brand reputation, including but not limited to belittling Huawei's products, services, or other partners.</p> <p>Partners are not allowed to use the Huawei brand on non-VI application items, such as tables, chairs, dinner plates, and other non-brand value-added items, such as trash cans and floor mats. As well as gifts, promotional gifts, and souvenirs.</p>	<p>Comply with all applicable laws and regulations and do not violate related agreements signed between Huawei and partners.</p> <p>The Huawei corporate logo, partner certification badges, and technical certification badges are for Huawei's exclusive use. Partners shall not use them without authorization. Partners can only use the Huawei corporate logo, partner certification badges, or technical certification badges within their scope of authority, and cannot authorize any third party to use the aforementioned logos/badges.</p> <p>Under no circumstances shall a partner use the Huawei corporate logo, partner certification badges, or technical certification badges for any purposes prohibited or restricted by applicable export control and sanction laws and regulations, including but not limited to purposes relating to nuclear weapons, biological or chemical weapons, missiles, weapons of mass destruction, terrorism, and human rights violations. The Huawei corporate logo or partner certification badges can never be used in any scenario or on any occasion that violates the law, infringes upon the rights and interests of others, cannot be publicized according to law, or is contrary to public order or good customs.</p>

1.2 Application principles

Huawei corporate logo:

- The Huawei corporate logo is proprietary to Huawei and cannot be used by other organizations or individuals without Huawei's written consent. "华为", "HUAWEI", and "Huawei" are proprietary names of Huawei. Other organizations or individuals shall not express or imply that they are associated with Huawei brand names and technologies, products/solutions, plans, services related to any forms of variants.
- Without the approval of Huawei's brand authorization process, any department or employee of Huawei shall not unilaterally authorize a third party to use the brand marketing information associated with the Huawei corporate logo or Huawei brand name.
- The use of Huawei corporate logo must comply with the *Huawei Visual Identity Guidelines V2.0*.



Huawei corporate logo

Partner certification badge

- It reflects the relationship between Huawei and the partner company. It should be used together with the partner company logo and correspond to each other.
- When a partner certification badge and the partner company logo appear at the same time, the badge must be smaller than the partner company logo and must be in a secondary position.
- A partner certification badge cannot be used independently as the trademark of the partner.



Example of a partner certification badge

Technical certification badge

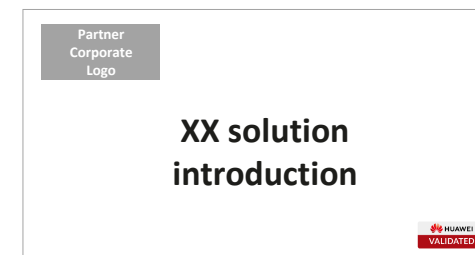
- The technical certification badge corresponds to a specific product or solution that has been certified by Huawei and should be used in the product or solution introduction.
- When a technical certification badge and the partner company logo appear at the same time, the badge must be smaller than the partner company logo and must be in a secondary position.
- A technical certification badge cannot be used independently as the trademark of the partner.



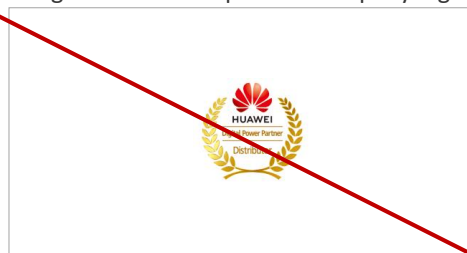
Example of a technical certification badge



A Huawei partner certification badge or technical certification badge must be smaller than the partner's company logo and in a secondary position.



A Huawei partner certification badge or technical certification badge cannot be used together with the partner company logo.



A Huawei partner certification badge or technical certification badge cannot be used independently.



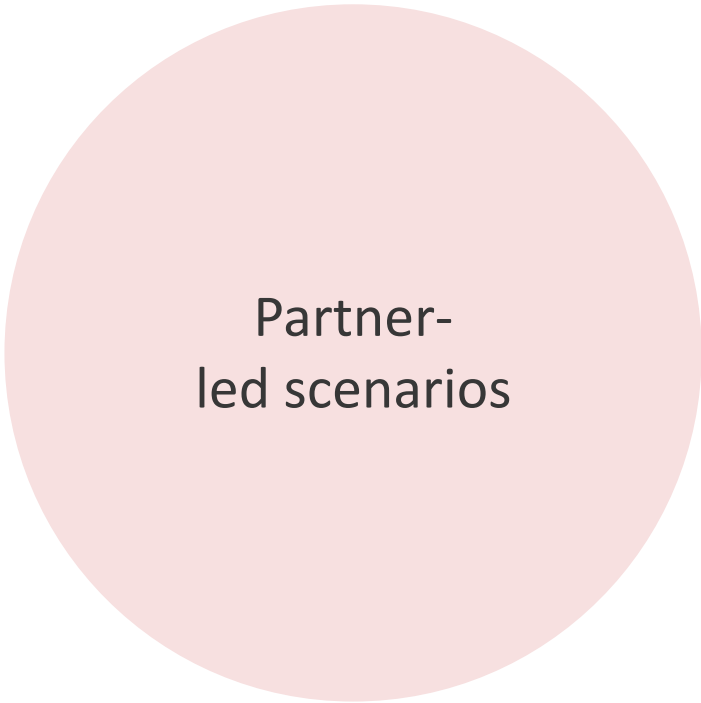
2. Partner-led scenarios

Definition:

- Partners are the main contributors of events they launch, products and solutions jointly developed or integrated, joint marketing, locations where cooperation is implemented, etc. Huawei is a participant.
- The main achievements of cooperation specified in the cooperation agreement, such as the final products/solutions, are owned by the partner. The owner of events, cooperation projects, and labs/innovation centers is the partner, and Huawei provides only technical, solution, and service support. Consumers consult the partner about related information.
- In the external publicity interface of the cooperation, event, or product, the identity of the partner is more explicit than that of Huawei.

Typical scenario:

- Events hosted by the partner or third parties in which partners participate independently;
- Labs, exhibition halls, and showcases built and run by partners;
- Products/Solutions developed by partners and sold in the name of partners



Partner-
led scenarios

2.1 Partner-led scenario description

Note: The application scenarios listed here are only examples and do not necessarily indicate Huawei providing its Digital Power partners with direct authorization to use relevant logos/badges. For specific applications, see the authorization requirements specified in subsequent chapters and obtain authorization from Huawei before using logos/badges.

System	Scenario	Huawei Corporate Logo	Partner Certification Badge	Technical Certification Badge
Marketing and promotion system	Signing ceremony background boards (partners signing contracts with others)			
	Event badges/cards (with straps) and clothing		●	
	Souvenirs		●	
	Event KVs/Banners/Flags/Invitation letters/Event albums (supported by Huawei)	●	●	
	Event KVs/Banners/Flags/Invitation letters/Event albums (not supported by Huawei)		●	
	Ads/Product or solution albums/Leaflets/Pic-in-pics (partner promotion placement + Huawei materials)	●		
	Ads/Product or solution albums/Leaflets/Pic-in-pics (partner materials + Huawei products)	●	●	
	Ads/Product or solution albums/Leaflets/Pic-in-pics (partner materials + partner products)			●
	Capability/Certification presentation in marketing materials		●	●
	Video intros, ending credits, and corner marks		●	
	White paper, periodical, and magazine front and back covers			
	Word document/Powerpoint slide/Keynote templates		●	
	Partner display in web pages/albums, and website brand zones	●		
	Corporate website and event website page		●	●
	Social media avatars			
	Partner display backdrops	●		
	Equipment nameplates (Huawei products)	●		
	Device nameplates (non-Huawei products certified by Huawei)			●
	Booth headers		●	
	Booth reception desks /Lecterns		●	
Signage system	Capability/Certification presentation		●	●
	Lab/Joint innovation/Operation center nameplates (Huawei collaboration)	●	●	
	Company reception desk		●	
	Outdoor and interior signs, culture walls, etc.			
	Door headers of retail stores			
Stationery system	Buildings			
	Business cards		●	
	Email signatures		●	
	Employee ID cards and straps			
Product	Other stationery: envelopes, letterheads, paper cups, paper bags, folders, etc.			
	Product packaging			
	Bootsplash			
	Product body			

Note: Scenarios marked with a "●" are scenarios where corresponding logo/badges can be used.

2.2 Signing ceremony background boards

- The Huawei corporate logo, technical certification badges, or partner certification badges cannot be used on signing ceremony background boards in scenarios where partners sign contracts with third parties.
- Signing ceremony background boards should use the corporate logos of both partners and Huawei, instead of technical certification badges or partner certification badges.



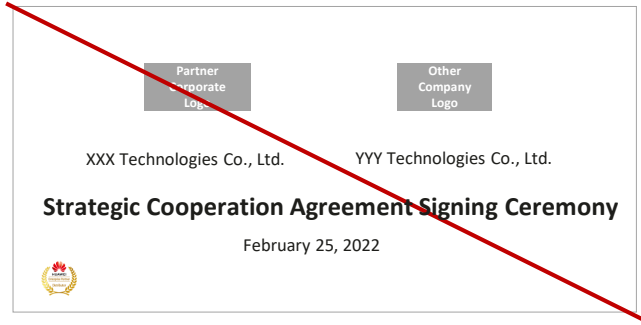
Corporate logos must be used to reflect the partnership.



Technical certification badges or partner certification badges cannot be used as they do not represent Huawei.



Partner certification badges cannot be used to endorse partners, even if they are placed in a secondary position.



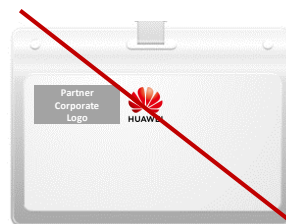
Partner certification badges cannot be used in scenarios where partners sign contracts with third parties.

2.3 Event badges/cards (with straps) and clothing

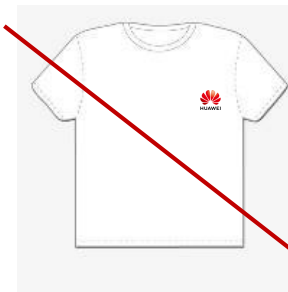
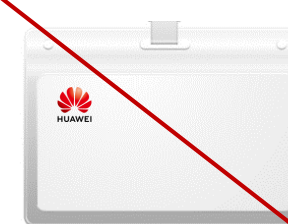
- For events led by partners that are related to Huawei's business, partner certification badges can be used in materials such as event badges and clothing. The Huawei corporate logo cannot be used to prevent misunderstanding that Huawei is a co-host or host.
- In addition, technical certification badges cannot be used because such events are not related to products/solutions.



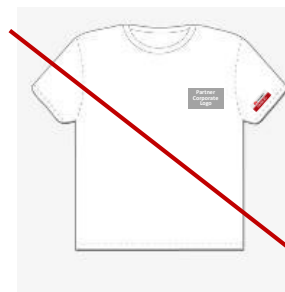
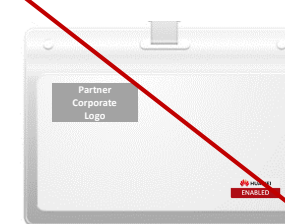
Partner certification badges can be used to reflect the partnership.



The Huawei corporate logo should not be used. To avoid misleading audiences that Huawei is one of the co-hosts.



The Huawei corporate logo should not be used alone. To avoid misleading audiences that Huawei is a host or that a partner's employees are Huawei employees.



Technical certification badges cannot be used as this scenario is not related to products/solutions.

2.4 Souvenirs

- Souvenirs of partner-led events can use partner certification badges if the following conditions are met. It is also permissible to customize packing boxes, handbags, cards, etc., embedded with partners' corporate logos and Huawei's partner certification badges for the souvenirs. The Huawei corporate logo or technical certification badges cannot be used.

Scenarios where partner certification badges can be used :

- Stationery: notebooks, pens, calendars, handbags, etc.
- Clothing: clothes, hats, etc.
- Other: medals, photo frames, business card holders, umbrellas, etc.

Scenarios where partner certification badges cannot be used (including on product body and packages)

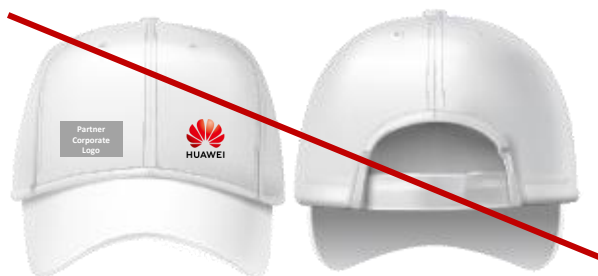
- Electronic products that are unrelated to Huawei's business, such as adapters and sockets; products similar to Huawei's products/accessories, such as speakers and headsets
- Non-Huawei business or products that are closely related to the health/safety of customers/consumers, such as water cups, towels, tea bags, etc.
- Items that are not relevant to Huawei's brand, do not help to improve Huawei's brand image and value, or do not need to indicate Huawei's brand identity, such as trash cans.



Partner certification badges can be used to reflect the partnership.



Technical certification badges cannot be used as this scenario is not related to products/solutions.



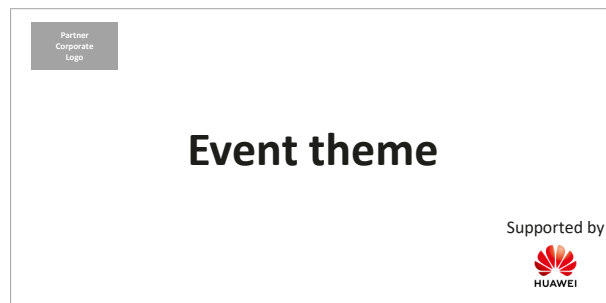
The Huawei corporate logo should not be used to prevent any misunderstanding that Huawei is a co-host.



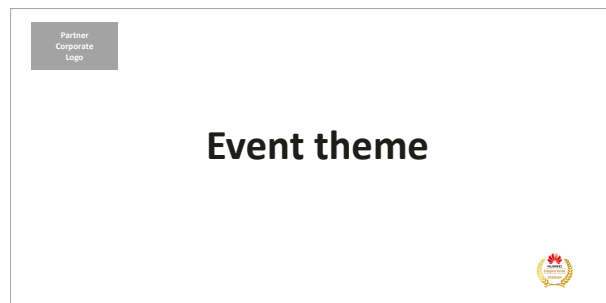
The Huawei corporate logo should not be used alone to prevent any misunderstanding that Huawei is a co-host/host or that a partner's employees are Huawei employees.

2.5 Event KVs/Banners/Flags/Invitation letters/Event albums (Supported by Huawei)

- In scenarios such as KVs (key visual), banners, flags, invitation letters, and albums of partner-led events where Huawei is a sponsor or participant, for example, through MDB/MDF*, the Huawei corporate logo can be used and Huawei's role in such an event should be indicated (e.g., by adding "Supported by" above the logo).
- Descriptive information such as "Supported by" should comply with the descriptive information guidelines of event hosts to truly and accurately reflect Huawei's role in the event.
- Partner certification badges can be used, the Huawei corporate logo cannot be used alone, and technical certification badges cannot be used to reflect Huawei's partnerships with partners.



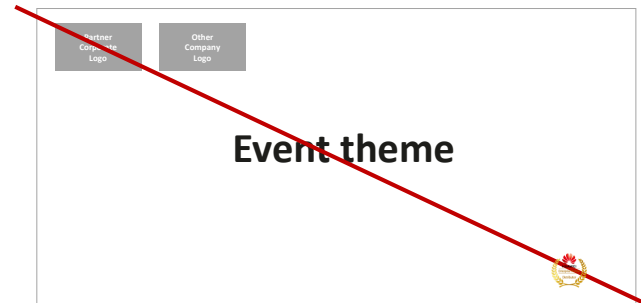
The Huawei corporate logo can be used, but a description should be added to reflect Huawei's cooperation with the partner in the event.



Partner certification badges can be used to reflect the partnership.



Technical certification badges cannot be used as this scenario is not related to products/solutions.

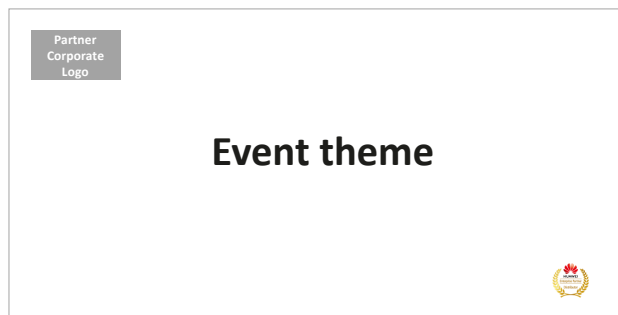


If there are multiple partners' corporate logos, partner certification badges cannot be used, as they may not clearly indicate the partnerships and be misleading.

*MDB: Market Development Budget
MDF: Market Development Fund

2.5 Event KVs/Banners/Flags/Invitation letters/Event albums (Not supported by Huawei)

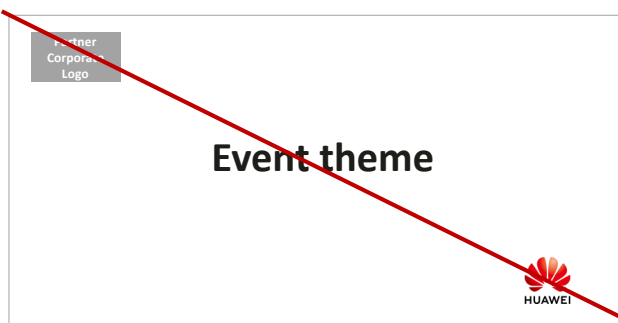
- Partner certification badges can be used in scenarios such as KVs (key visual), banners, flags, invitation letters, and albums of partner-led events in which is not supported by Huawei. If an event is related to the cooperation with Huawei and the partnership needs to be reflected for sales or business development purposes, then partner certification badges can be used. Neither the Huawei corporate logo nor technical certification badges can be used.



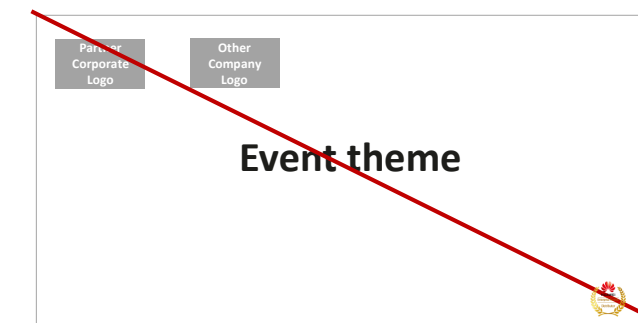
Partner certification badges can be used to reflect the partnership.



Technical certification badges cannot be used as this scenario is not related to products/solutions.



The Huawei corporate logo cannot be used to prevent any misunderstanding that Huawei is a co-host.



If there are multiple partners' corporate logos, partner certification badges cannot be used, as they may not clearly indicate the partnerships and be misleading.

2.6 Ads/Product or solution albums/Leaflets/Pic-in-pics (partner promotion placement+ Huawei materials)

- If Huawei's materials, such as ads or albums, are placed by partners, the Huawei corporate logo can be used for sales purposes. Partners can add their corporate logo in the secondary position, Huawei certification information (e.g., "Huawei's authorized distributor ABC"), and material purchase information, and declare their partnership with Huawei. No changes to the content of ads, album pages, etc. may be made, other than the addition of the aforementioned information.
- No information can be added to Huawei's materials placed in key branding channels such as airports, high-speed trains, and national TV programs. No changes to the content of ads and album pages can be made.



Partners' corporate logo must be smaller than the Huawei corporate logo and placed in a secondary position. Information about Huawei's certification and material purchase channels can be added. Huawei fonts (Chinese font: Founder Lantingblack; English: Huawei Sans) must be used to comply with Huawei's VI guidelines.



Partners' corporate logo cannot be the same size as the Huawei corporate logo and cannot be placed in the same position, such as side-by-side.



Partners' corporate logo cannot be the same size as the Huawei corporate logo and cannot be placed in the same position, such as On the same straight line.

2.6 Ads/Product or solution albums/Leaflets/Pic-in-pics (partner materials + Huawei products)

- For ads or albums that contain Huawei products and are designed and placed by partners, partner certification badges can be used to reflect the partnership, and the Huawei corporate logo can be placed in a position corresponding to the product.
- This scenario should highlight partner corporate logos and partners' copyrighted materials should be used in compliance with their VI guidelines.



The partner certification badge must be smaller than the partner's corporate logo and placed in a secondary position. The Huawei corporate logo cannot be used at the same time.



The Huawei corporate logo can be placed in a position corresponding to the Huawei product, and partner certification badges cannot be used at the same time.



As Huawei products are involved, technical certification badges cannot be used.



The partner's corporate logo cannot be the same size as the Huawei corporate logo or placed in the same position.



The Huawei corporate logo cannot be placed in the main position or be bigger than the partner's corporate logo.

2.6 Ads/Product or solution albums/Leaflets/Pic-in-pics (partner materials + partner products)

- For ads and albums about partners' products or solutions that are designed and placed by partners, the corporate logos of partners should be highlighted, and the Huawei corporate logo cannot be used. Partners' copyrighted materials should be used to comply with their VI guidelines.
- If the product or solution has been certified by Huawei, the corresponding technical certification badge (e.g., HUAWEI COMPATIBLE) can be used. Since products/solutions are involved, partner certification badges are not recommended.



Technical certification badges can be used to reflect certifications obtained by partners' products/solutions.



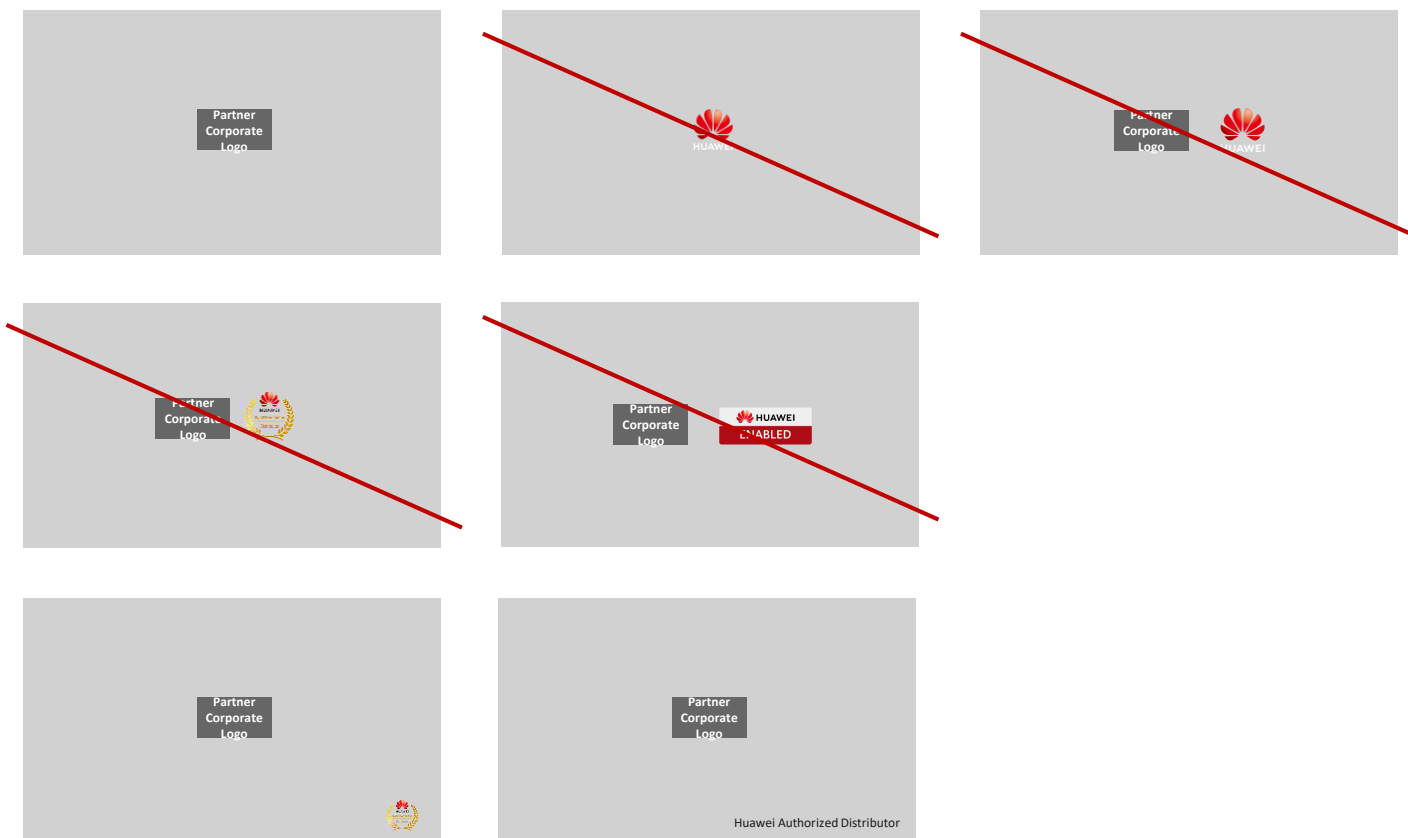
The Huawei corporate logo cannot be used, regardless of its size or position.



Partner certification badges are not recommended on product/solution posters.

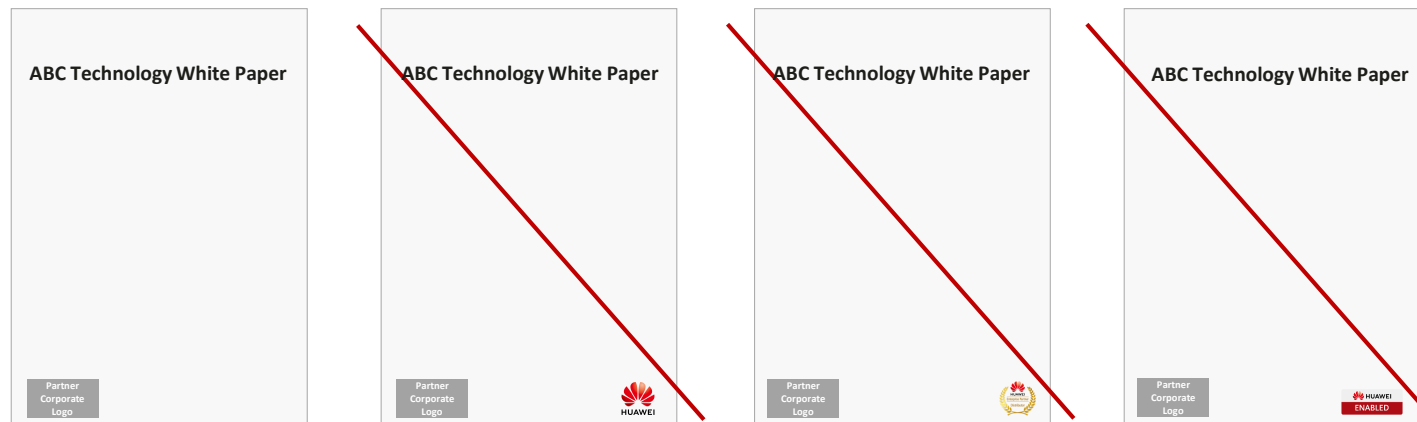
2.7 Video intros, ending credits, and corner marks

- The Huawei corporate logo, technical certification badges, or partner certification badges cannot be used for video intros, end credits, or badges produced by partners to prevent any misunderstanding that Huawei is one of the video owners.
- If it's required by business development, Huawei certification information such as "Huawei Authorized Distributor" can be added at secondary position. The partner certification badge can be used at secondary position if the identification is clear.



2.8 White paper, periodical, and magazine front and back covers

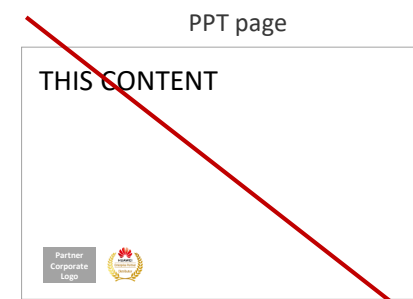
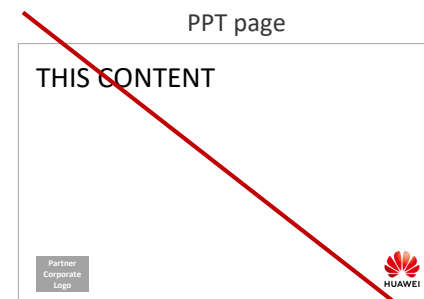
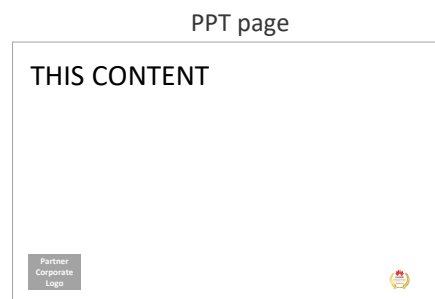
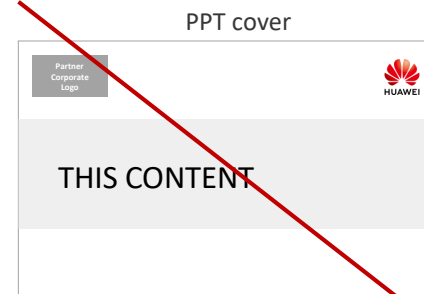
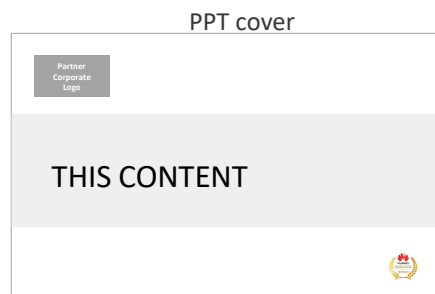
- The Huawei corporate logo, technical certification badges, or partner certification badges should not be used on the front or back covers of white papers, periodicals, or magazines that are written, published, and produced by partners, to prevent any misunderstanding that Huawei is one of the producers.



2.9 Word document/PowerPoint slide/Keynote templates

- Partners' PPT slide templates shall use their own corporate logo. Huawei partner certification badges, instead of the Huawei corporate logo or technical certification badges, can be used if the partnership with Huawei must be reflected.
- The partner certification badge should be smaller than the partner's corporate logo and placed in a secondary position.

* Partners should declare their identity when using marketing materials released by Huawei, e.g., PPT slides about Huawei's products and solutions (using Huawei PPT templates), to avoid misleading customers or audiences. Partners cannot change or delete any content in these materials without permission. In the case of any content change, partners must obtain Huawei's approval and authorization before they continue to use Huawei's material templates; otherwise, they should use their own material templates.



The partner certification badge should be smaller than the partner's corporate logo and placed in a secondary position.

The Huawei corporate logo or technical certification badges cannot be used regardless of their size or position.

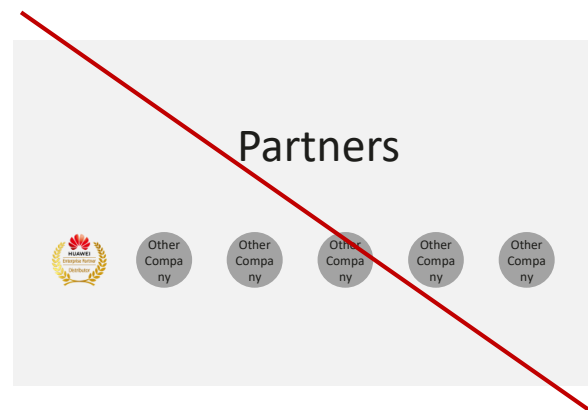
The partner certification badge cannot be the same size as the partner's corporate logo or placed side by side with the partner's corporate logo.

2.10 Partner presentation scenarios

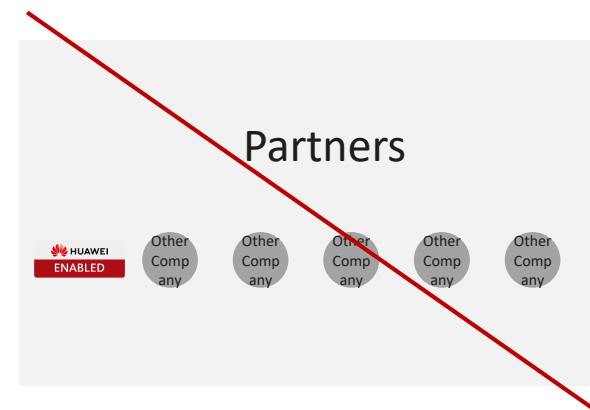
- The Huawei corporate logo can be used for partners' corporate logo display in both online and offline scenarios, such as partners' websites and event backdrops, below descriptions such as “Partners” or “Sponsors”. Technical certification badges or partner certification badges cannot be used in such scenarios.
- Huawei corporate horizontal or vertical logos keep the same height as those of other partners, and shall not be deliberately prominent.



Huawei's corporate logo should be used in scenarios where Huawei is a partner.



Partner certification badges cannot be used in scenarios where Huawei is a partner.

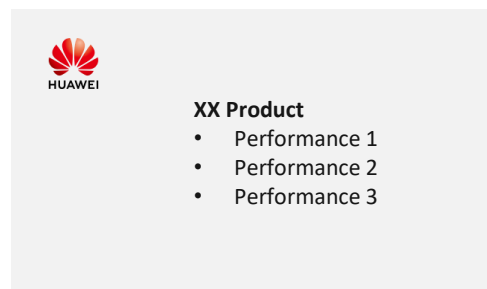


Technical certification badges cannot be used in scenarios where Huawei is a partner.

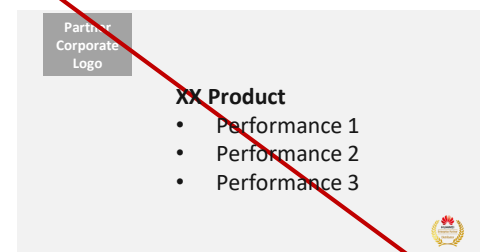
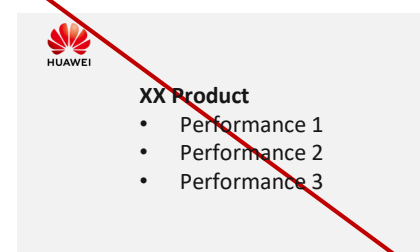
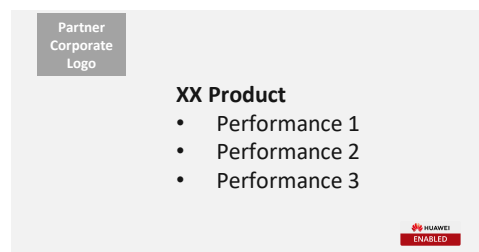
2.11 Product nameplates

- The Huawei corporate logo, instead of partner certification badges, can be used on equipment nameplates that corresponding to Huawei products in exhibition halls and booths.
- Relevant technical certification badges can be used for non-Huawei products that have been certified by Huawei's technology.
- If the product is not a Huawei product and has not passed Huawei technical certification, the partner certification logo and technical certification logo shall not be displayed on the nameplate.

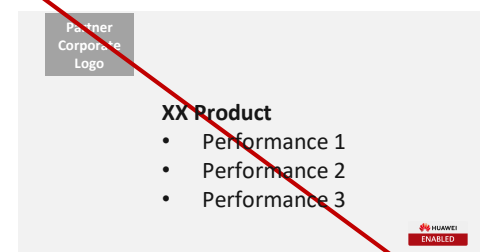
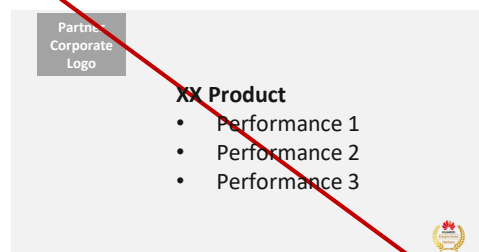
Huawei Products



Non-Huawei products that certified by Huawei's Technology

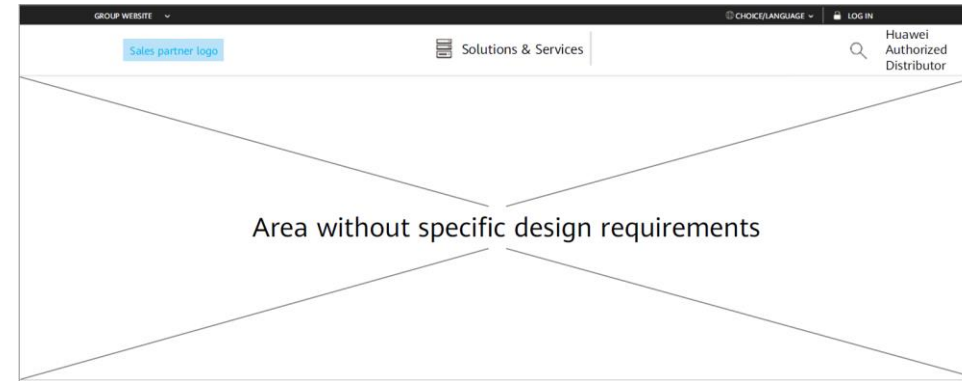


Partner's Product



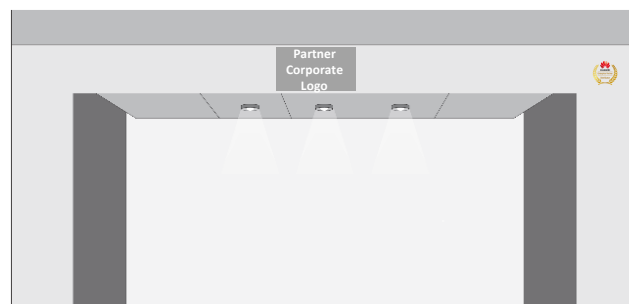
2.12 Company website/ Event page

- The headers/corners of the partner's company websites/event websites should use the partner's brand.
- For sales purposes, Huawei certification information such as "Huawei Authorized Distributor" can be added in a non-prominent position of headers or corners, or next to the images and content of relevant products/solutions. A Huawei certification badge can be used if it can be clearly identified.

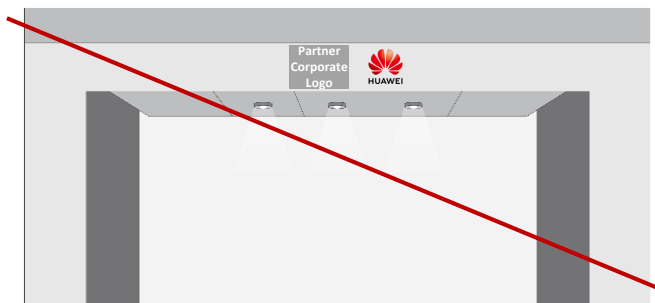
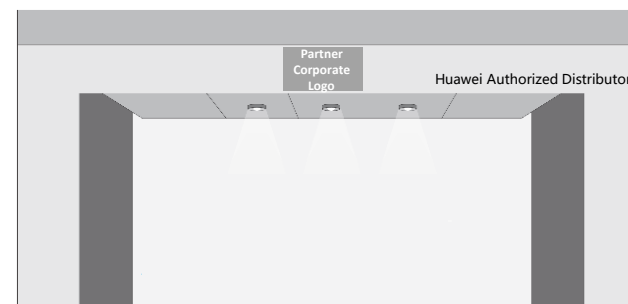


2.13 Booth headers

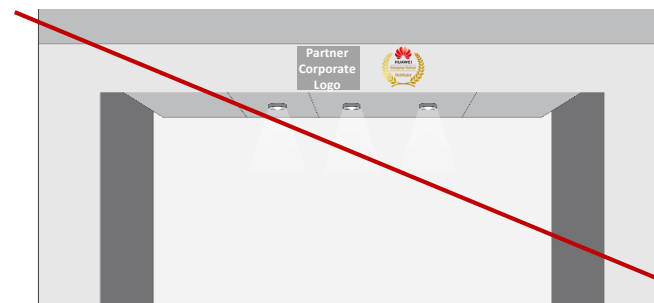
- Partner certification badges can be used in booth headers, if the content of the booth is related to business cooperation between partners and Huawei. The Huawei corporate logo or technical certification badges should not be used to prevent any misunderstandings.



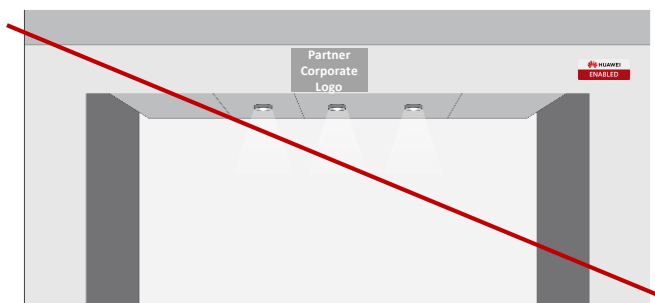
If the booth focuses on business cooperation between partners and Huawei, then partner certification badges can be used. The badge must be smaller than partners' corporate logo and placed in a secondary position.



Huawei corporate logo cannot be used regardless of its size or position.



Partner certification badges and technical certification badges cannot be the same size or in the same position as the partner's corporate logo.



Technical certification badges cannot be used regardless of its size or position.

2.14 Nameplates of Labs and Joint Innovation/Operation Centers

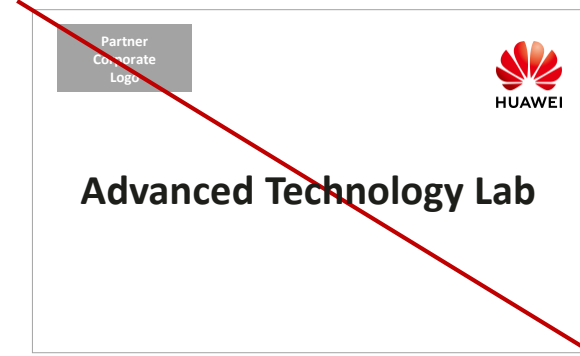
- If Huawei provides support (e.g., provides products or solutions) to a partner-owned lab or joint innovation center or operation center, the Huawei corporate logo can be used on the nameplate of such a lab or center, but descriptive information (e.g., "in partnership") must be added. Such information should comply with the lab/center owner's descriptive information and design guidelines to truly and accurately reflect Huawei's role in the lab/center. The Huawei corporate logo should not be the same size or placed in the same position as the partner's corporate logo, to prevent any misunderstanding that Huawei is a co-owner of the lab.
- Partner certification badges can be used to reflect partnerships with Huawei.
- Technical certification badges cannot be used.



The Huawei corporate logo must be smaller than the partner's logo and placed in a secondary position.



Partner certification badges can be used to reflect partnerships with Huawei, which must be smaller than the partner's corporate logo and placed in a secondary position.



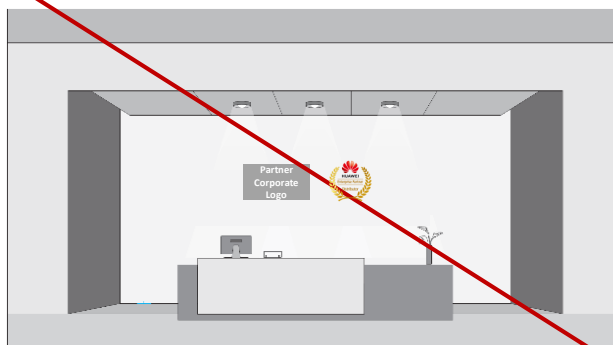
The Huawei corporate logo cannot be the same size or in the same position as the partner's corporate logo.

2.15 Company reception desk

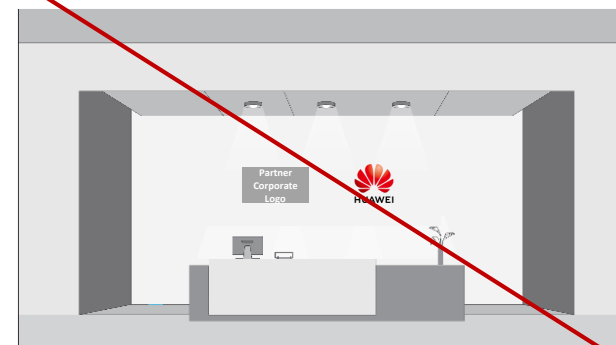
- Partner certification badges can be used at the reception desk of a partner company to reflect the partnership. However, the partner certification badge must be smaller than the partner's corporate logo and placed in a secondary position. The Huawei corporate logo or technical certification badges cannot be used in this case.



The partner certification badge must be smaller than the partner's corporate logo and placed in a secondary position.



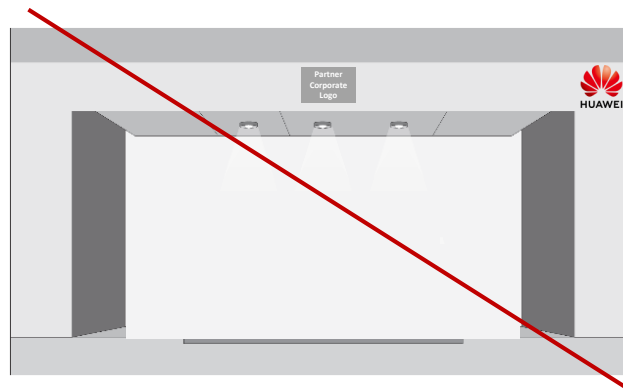
The partner certification badge cannot be the same size as the partner's logo or placed side by side with the partner's corporate logo.



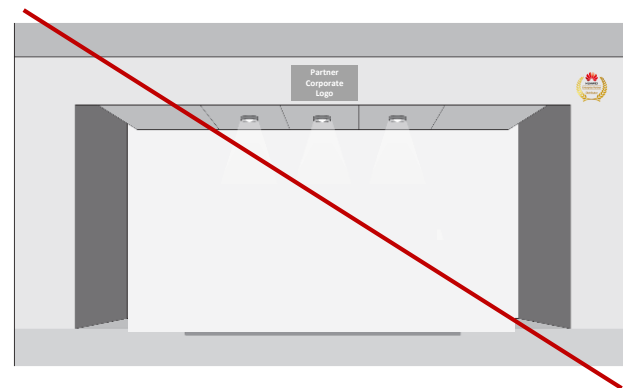
The Huawei corporate logo cannot be used regardless of its size or position.

2.16 Door headers of retail stores

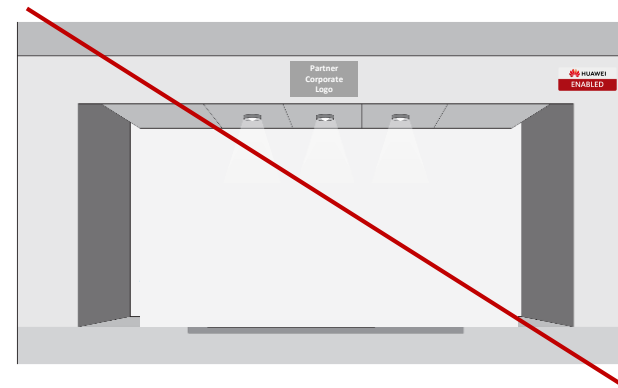
- The door headers of partner stores have a big influence on the brands of both parties, and may mislead consumers/customers. Therefore, the Huawei corporate logo cannot be used in this case. Partner certification badges or Technical certification badges cannot be used either.



The Huawei corporate logo cannot be used regardless of its size or position.



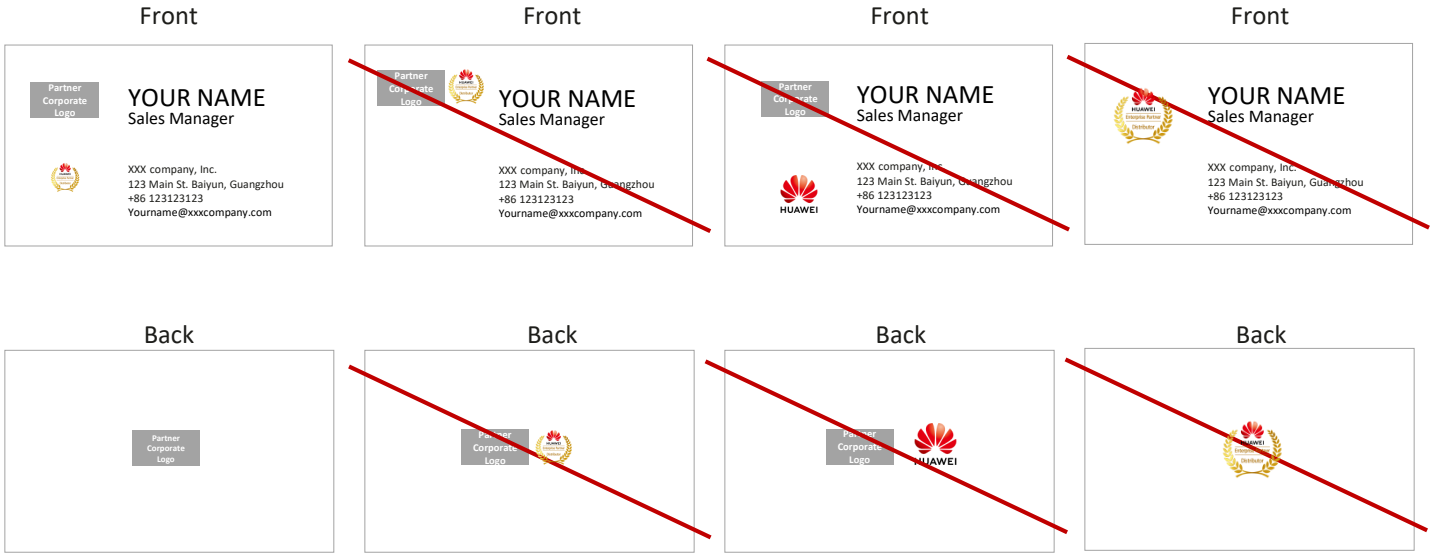
Partner certification badges cannot be used



Technical certification badges cannot be used.

2.17 Business cards

- Partner certification badges can be used on the business cards of partner companies' employees, which must be smaller than the partner's corporate logo and placed in a secondary position. The Huawei corporate logo or technical certification badges cannot be used in this case, and partner certification badges cannot be used alone.



Partner certification badges must be smaller than the partner's corporate logo and placed in a secondary position. Partner certification badges must be clearly displayed, otherwise they cannot be used.

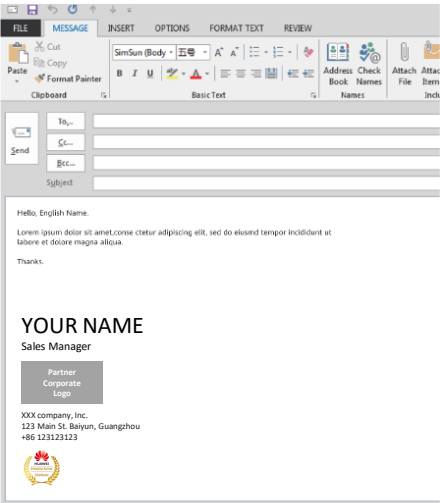
The partner certification badge cannot be the same size as the partner's corporate logo or placed side by side with the partner's corporate logo.

The Huawei corporate logo or technical certification badges cannot be used regardless of their size or position.

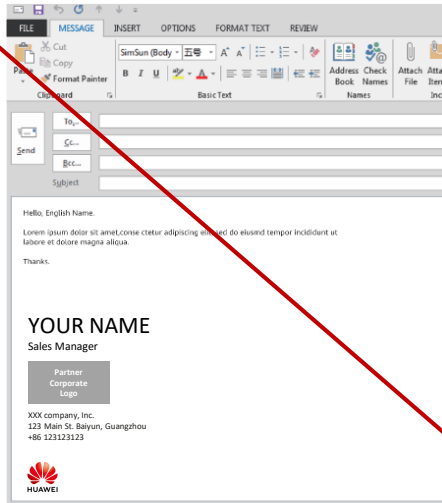
Partner certification badges cannot be used alone without the partner's corporate logo.

2.18 Email signatures

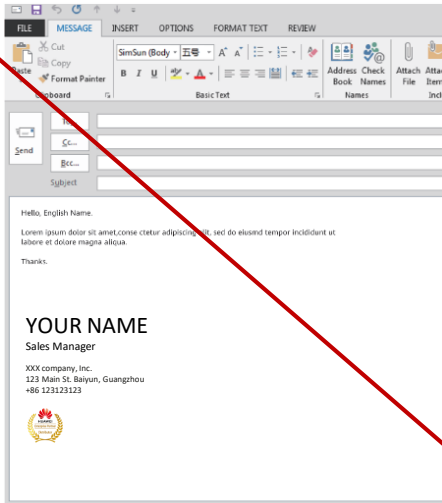
- Partner certification badges can be used in the email signatures of partner companies' employees, and the badges must be smaller than the partner's corporate logo and placed in a secondary position.
- The Huawei corporate logo or technical certification badges cannot be used in this case, and partner certification badges cannot be used alone.



The partner certification badge must be smaller than the partner's corporate logo and placed in a secondary position.



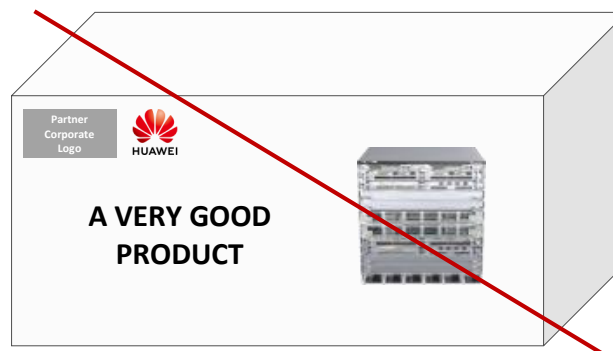
The Huawei corporate logo or technical certification badges cannot be used regardless of their size or position.



Partner certification badges cannot be used alone without the partner's corporate logo.

2.19 Product

- The Huawei corporate logo, technical certification badges, or partner certification badges cannot be used on product packages, boot screens, or product body, regardless of their size or position.



The Huawei corporate logo cannot be used regardless of its size or position.

- Note: In special scenarios, if Huawei's logo needs to be displayed on the product interface, follow the brand escalation authorization process.



Partner certification badges cannot be used regardless of their size or position.



Technical certification badges cannot be used regardless of their size or position

Authorization Application

-
1. Huawei corporate logo
 2. Partner certification badge
 3. Technical certification badge
 4. Authorization application

Huawei corporate logo:

- The Huawei logo is owned by Huawei. Partners must be authorized by Huawei to use the Huawei logo, unless there are logo application authorization clauses in the Certification Agreement, cooperation plan, or other cooperation agreements signed by the partners and Huawei.

Huawei partner certification badge:

- The partner certification badge is an identity authentication provided by Huawei for partners. Within the validity period of identity certification and cooperation program, a partner certification badge can be used in application scenarios allowed by this document without additional authorization. Partners' use of the certification badge shall comply with the requirements of this document and other legal documents (such as the certification agreement and code of conduct) signed between partners and Huawei.

Huawei technical certification badge:

- A technical certification badge is only used to prove that the partner's products or solutions have passed the Huawei technical certification test and obtained Huawei technical certification. Within the validity period of the certificate, a partner technical badge can be used in application scenarios allowed by this document without additional authorization. Partners' use of the technical certification badge shall comply with the requirements specified in this document and other legal documents (such as the technical certificate description clauses) signed between partners and Huawei.

Applying for authorization:

- In terms of requirements for using the Huawei corporate logo and the requirements for using Huawei partner certification badges and technical certification badges beyond the scenarios specified in this document, follow the Huawei brand authorization approval process. Partners can submit brand authorization requirements to the corresponding Huawei partner manager by filling in the Huawei brand authorization letter or Huawei corporate logo email authorization template.

Obtaining the logo file:

- Please contact corresponding Huawei channel manager to access logo/badge files or authorization letter templates.

Legal Notices

-
1. Partner Declarations and Warranties
 2. Huawei Declarations and Warranties

Partner Declarations and Warranties:

- Partners shall ensure that the use of Huawei corporate logo, partner certification badges, and technical certification badges complies with this document.
- Partners recognize Huawei's unilateral rights to formulate, release, modify, interpret, and revoke this document. It is agreed that this document may be updated from time to time and released on Huawei ePartner (<https://partner.huawei.com>). Partners shall view the latest version at any time and comply with it.
- Once a partner no longer possess a certified identity or participates in Huawei Digital Power cooperation program, the partner shall immediately stop using the partner certification badge.
- Once the Huawei corporate logo authorization issued by Huawei to a partner becomes invalid, the partner shall immediately stop using the Huawei corporate logo.
- Partners agree that Huawei has the right to irregularly review the use of the Huawei corporate logo, partner certification badges, and technical certification badges.

Huawei Declarations and Warranties:

- The Huawei corporate logo, partner certification badges, and technical certification badges described in this document are owned by Huawei. No content in this document shall be deemed as a grant of the approval or right to use any aforementioned trademark or logo by implication, no objection or other means without prior written consent of Huawei or related third parties. Without prior written consent, no one shall use the Huawei brand name, trademark, and logo in any way.
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- All matters related to this document shall be interpreted and governed by the laws of the People's Republic of China. Any dispute between the parties arising out of or in connection with this document shall be governed by a court with jurisdiction in Shenzhen, Guangdong Province of the People's Republic of China.

Thank you.

把数字世界带入每个人、每个家庭、
每个组织，构建万物互联的智能世界。

Bring digital to every person, home and
organization for a fully connected,
intelligent world.

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