



Hey there!

I'm your UKG Partner

Network Brand Guide

Welcome to the UKG Partner Network

We are excited you are part of the UKG Partner Network!

To protect the integrity of the UKG brand and our partner network, please adhere to these guidelines when using UKG partner logos and badges.

The UKG Partner Network branding consists of a system of distinct logos for each partner type, as well as a collection of badges that define your company or individual certifications.

Always consult with your UKG partner representative to determine which logo and badges are correct for your type of partnership.

Our Partner Network Logos

The UKG Partner Network branding consists of four distinct logos that define the relationship of the partner to UKG. Always consult with your UKG partner representative to determine which logo is correct for your type of partnership.

Logos



UKG Partner Network
Used by UKG to recognize all partners.
NOT A LOGO FOR PARTNER USE



UKG Authorized Reseller
Used by partners who are authorized resellers for UKG



UKG Authorised Reseller (Intl.)
Used by partners who authorised resellers for UKG



UKG Partner
Used by Partners



UKG Certified Partner
Used by Partners who are certified by UKG

All logos are offered in these colors:

- "CMYK" for print applications
- "RGB" for digital applications
- When in doubt use RGB.***

All logos are offered in these formats:

- ".eps" for when vector art is needed
- ".png" for when no background is needed
- ".jpg" for most needs as long as background is white

Using the partner logos

Partner logos can be used on any of your materials (website, email, print, social, etc.) to showcase your partnership with UKG as long as the usage properly represents your relationship to UKG.

Placing the partner logos

UKG partner logos should never appear larger or more prominent than your product, trademark, logo, or trade name.

Minimum size

Partner logos should not be smaller than 1-inch wide



Clear space

Whenever possible please keep a clear space around the logo that is equal to the scale of the K within the UKG logo. Photographs, illustrations, other logos, text, and graphics should not invade this clear space.



Cobranding

If cobranding marketing materials, your logo leads with the proper UKG partner logo following at a similar size.



Our Partner Network Badges

The UKG Partner Network branding also consists of multiple badges that define the achievement and skill set of the partner company or individual team member. Always consult with your UKG partner representative to determine which badges are correct for you and your team.

Individual Certification Badge Examples

These are a sampling of the 30+ badges available. Certification badges are currently available for the UKG Pro, and UKG Ready platforms. Please email partnermarketing@ukg.com if you have questions about badge usage.



We also use Specialization Badges that would be used in addition to the Certification Badges. These badges differentiate partners by highlighting their specialized knowledge and capabilities in delivering successful implementation projects.



UKG Champions are identified by their partner management team (and qualified by UKG) as leaders with an advanced understanding of the UKG solution and possess exceptional consulting, project management and service delivery skills. Champions are committed to supporting and mentoring their peers by staying up-to-date on the UKG solution and sharing their knowledge, expertise, and experience to assist with building the capabilities of their peers.

Earning and using the badges

The process to achieve the various badge certifications is managed by the UKG Partner Network, and all badges will be directly awarded by them. At no time should a partner create their own badge.

Once a badge is awarded, depending upon the type, it can either be used by the partner or the individual.

Company designations can be used on any of your materials (website, email, print, social, etc.) to showcase your partnership with UKG as long as the usage properly represents your relationship to UKG. Individual certifications can be used in email signatures, on business cards, and other informational materials.

Also, please feel free to use your approved badges on your favorite major social platforms from LinkedIn to Xing, Slack to Twitter, Facebook to WhatsApp, and many more.

The badges should not replace the partnership logo in your marketing as it best represents your connection to UKG.

All badges are not to be copied or shared. They are exclusive and only to be used by the company or individual who have met the requirements specific to each badge. They cannot be used after the expiration date and it is incumbent upon the partner to work with their partner representative to maintain certification requirements to receive an updated badge.

Added Brand Considerations

When defining your marketing strategy please consider these rules and guidelines to champion the UKG brand correctly.

Approval of Materials

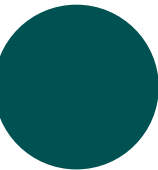
Please submit your documents or links to your website to partnermarketing@ukg.com for review and approval. Based on your agreement, we will assess specific use cases as needed. The next few points should offer some guidance to help aid your planning and marketing efforts.

Mimicking UKG Branding

While we encourage you to include the UKG logo on your marketing materials, the promotion of your own unique product identity should govern your graphic design. These are your promotional materials — not ours. Please do not use the fonts, colors, or logos of UKG to imply you are UKG. The colors below are listed to aid use of the approved partner logos only.

Color Requirements

If you need to manage the UKG logo colors for any of your marketing efforts, please use the following:



Dark Teal
Pantone 7721
CMYK 89 0 43 60
RGB 0 81 81
HEX #005151



Light Teal
Pantone 7465
CMYK 70 0 45 0
RGB 48 206 187
HEX #30CEBB

Leveraging UKG Content

No UKG content should appear directly on Partner websites as if it is Partner content. UKG collateral and videos can be used as is by resellers who properly reference the materials as UKG and who have gotten approval to use the assets directly from UKG.

Using UKG Product Names

Product names should always include UKG in the first reference so they know the solutions are UKG solutions and not partner solutions. At no time should Partners refer to UKG products as their own, unless they are part of the UKG Ready partners who are allowed to white label the product.

White Labeling of UKG Ready

Authorized sellers of UKG Ready who white label the product are allowed to use the phrase "<Partner Name> is powered by UKG Ready™" to define their solution's direct connection to UKG Ready.

Copyright Usage

When referencing UKG trademarks, please adhere to the following guidelines to protect the legal rights and brand integrity of our intellectual property:

- Never pluralize a trademark or use it in a possessive form. "UKG HR and Workforce Management solutions ..." is correct. Whereas "UKG's HR and Workforce Management solutions ..." is not.
- To avoid lengthy repetition of product names that include "UKG" as part of the registered name, shorten the name to exclude "UKG" after the first reference. For example, UKG Dimensions is shortened to "Dimensions" after first mention.

Trademark Information

For a full list of UKG trademarks, please visit the "trademarks" page at <https://www.ukg.com/trademarks>.

If you have any questions, please contact partnermarketing@ukg.com

We're here to help

For questions about the UKG brand or the Partner Network
please drop us a note at partnermarketing@ukg.com