

EMEA

HP co-marketing *hit***PRINT** Guide



hit PRINT 

IPG EMEA channel partner communications co-marketing guidelines

Who and what

These guidelines have been created to help HP, HP-approved agencies and select channel-partner marketing teams in EMEA create HP-led and partner-led co-marketing materials. These standards apply to IPG campaigns for the SMB and Enterprise segments.

How and why

In the following pages, we will explain how to use the HP brand and protect its value when creating communication deliverables targeted at end users. This is important so the HP brand is clearly positioned and the end user can plainly understand the relationship between HP and its channel partner(s).

This guide also shows how to correctly place partner logos within the communications to provide consistency across the entire IPG channel.

For overall IPG style and brand guidelines, please refer to the IPG Hit Print campaign and brand guidelines.

Table of contents

Section 1: Channel partner communications

- 1.1 Channel partner communications
- 1.2 HP channel partner standards

Section 2: Basic style elements

- 2.1 HP logo
- 2.2 Typography
- 2.3 Colour palette
- 2.4 Backgrounds

Section 3: Information for SMBs**Section 3.1: HP partner insignia**

- 3.1.1 What is the HP partner insignia?
- 3.1.2 Partner insignia with partner name
- 3.1.3 Preferred Partner insignia
- 3.1.4 Preferred Partner Gold insignia
- 3.1.5 HP Specialist insignia

Section 3.2: Using logos in channel communications

- 3.2.1 HP partner insignia and partner logo placement
- 3.2.2 Award and anniversary logo placement
- 3.2.3 Preferred Partner/Gold/Specialists insignia placement
- 3.2.4 Preferred Partner/Gold/Specialists insignia and Award and Anniversary logo placement
- 3.2.5 Partner insignia placement in advertising

Section 3.3: Online communications

- 3.3.1 Co-developed e-mail advertising (eDM)
- 3.3.2 Co-developed online advertising banners

Section 4: Information for Enterprise

- 4.1 Using the HP Solutions Business Partner insignias
- 4.2 Partner insignia placement at tradeshow/events

Section 5: Additional information

- 5.1 Legal and trademark information
- 5.2 Disclaimer information
- 5.3 Contact information

Channel partner communications

1.1

The role of channel partner communications

Our channel partners serve a vital role in our business, just as we do in theirs.

Channel partners bring value to HP by:

- Aligning their products, services and solutions with our own
- Developing new areas of business together with us
- Helping to bring our products, services and solutions to the marketplace

For channel partners the visible closeness of this relationship gives them a vital competitive advantage and credibility in their marketplace.

The mutual benefits of these associations are clear. Therefore we must positively, visibly and accurately acknowledge these relationships within our own communications, and encourage our channel partners to do the same.

SMB communications

Co-marketing communications for the SMB segment often include collateral, such as brochures and flyers, direct mail, advertising, eDM and online banners. HP offers two databases for marcom material download to their partners, MSA's and internal staff. All of the above can either be found at one of the following portals:

SMART PORTAL

www.hp.com/eur/smartportal or

COMODA

www.hppreferedpartners.com

Downloadable campaign guides include links to relevant source files.

HP channel partner standards terminology

1.2

HP-led

Channel partner standards for HP marketing teams and HP-approved agencies to generate channel partner communications. All HP-led communications follow the HP brand standards.

Partner-led

Standards for HP and partner marketing teams. Partner-led communications follow the channel partners' brand identities, and the HP partner insignia always replaces the HP logo.

HP logo

For IPG communications, the preferred HP logo is the HP Circular logo treatment.

Channel partner logo

The channel partner's brand logo, corporate identity or corporate logo.

The HP partner insignia

The HP partner insignia is used in IPG channel communications in place of the HP logo. It comprises the HP Circular logo treatment with either the name of the business partner or their relation to HP, i.e. Preferred Partner, Preferred Partner Gold or HP Specialist. The HP partner insignia can only be used by official HP partners with the according status.

Template

HP communications artwork is delivered in a set layout. Locked templates: HP can create locked communication templates for channel partner use to help smaller channel partners generate demand, increase HP's reach into the SMB space, and create more awareness of HP products, services and solutions. To alert end users that these communications are Partner-led, the HP partner insignia replaces the HP logo. HP can also create modular templates, which give partners the flexibility to swap various images or copy chunks to create multiple and/or tailored communications using one template.

HP Identity

2.0

HP logo

The HP logo is the official company logo and will continue to be used in company building signage, corporate communications, letterhead, memos, business cards, etc.

The HP logo must be accompanied by the registration mark (®).

Qualities

The position, size, colour and spatial and proportional relationships of the logo's elements are predetermined and may not be altered.

Usage guidelines

Refer to the HP Brand Identity Standards, February 2008, section 2.6, for additional HP logo usage rules.

The HP Brand Identity Standards document is available from your local MSA or the HP Brand Resource Centre. Should you require access to the HP Brand Resource Centre, please apply for an HP Passport. This application must be supported by an HP sponsor. Your account manager can provide the necessary details.

At the HP Brand Resource Centre (www.hp.com/go/brand), select "Downloads", then "HP Core Brand", then "HP OV2 Brand Identity Standards".

Digital files

If you have access to the Brand Resource Centre, simply download digital artwork of all versions and sizes directly, select "Downloads" and then select "HP logos". Otherwise please contact your MSA, who will provide the files.



HP circle logo

2.1

There are two versions of the HP Circle Logo: Dimensional and Solid. Each version is available in blue and black.

Dimensional Blue Logo:

This is the preferred version of the HP Circle Logo. This version should be considered for all print and online applications.

Dimensional Black Logo:

This version is reserved for applications where black is the only color available.

Solid Blue Logo:

This version should be used only for print applications where the technique does not include 4 color printing, or could compromise legibility or quality – such as silk screening, vinyl, pad printing, etc. The solid blue logo should always be reproduced in PMS 653.

Solid Black Logo:

This version is reserved for applications where black is the only color available.

Reverse Logo:

The reverse version of the solid HP logo should be used when the logo needs to appear on a background that will not provide enough contrast for the blue or black versions to stand out properly.

Dimensional



dimensional blue



dimensional black

Solid



solid blue



solid black



solid reverse

HP logo

2.1

Dimensional Logo clear space and minimum size

Clear Space:

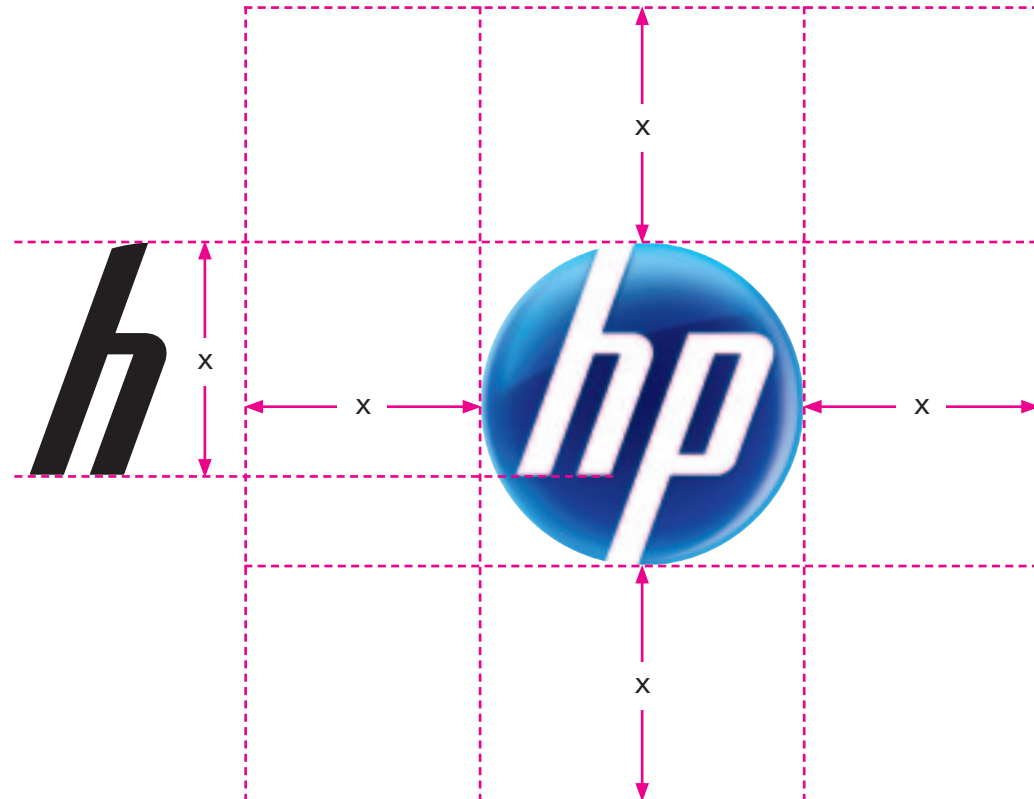
This is how we define the area surrounding the logo that must be kept free of other graphic elements.

The minimum required clear space for the HP Circle Logo is defined by the measurement "X" as shown in the illustration at right.

"X" is the vertical height of the letter "h".

Minimum Size:

This represents the minimum size that the logo should be reproduced. Any smaller than this will compromise legibility and quality.



Minimum Size:



Typography

2.2

HP Futura font

The HP Futura font is the preferred corporate typeface. It is available in four different weights.

It incorporates HP Futura Light, HP Futura Book, HP Futura Medium and HP Futura Heavy typefaces, plus existing font families (e.g. italic styles and bold weights).

Do not introduce other typefaces besides these, with the exception of HP funky font. See the next page for rules about using HP funky font.

Language translation allowance

When creating a document in English that might be translated into another language, allow a minimum of 30% extra space for language expansion.

Download

The HP Futura font is available to you from your local MSA. Should you have access to the HP Brand Resource Centre you can also download it directly. To access the HP Futura font from the HP Brand Resource Centre (www.hp.com/go/brand), select “Downloads”, then “HP fonts”.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HP Futura Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HP Futura Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HP Futura Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

HP Futura Heavy

Typography

2.2

HP funky font

When IPG and PSG show up together in the same environment (e.g. retail, events and trade shows), or in joint touch points (e.g. web), the HP funky font and HP Futura font will come together.

For IPG, the only acceptable usage for the HP funky font (font name: HP PSG) is headlines – where there is no interaction with the output. All supporting copy should be in HP Futura font.

It is preferable not to use HP funky font in conjunction with mixed-case HP Futura.

It is acceptable to use mixed-case Futura in joint IPG and PSG environments as long as it is limited to separate elements or collateral.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HP funky font

Colour palette

2.3

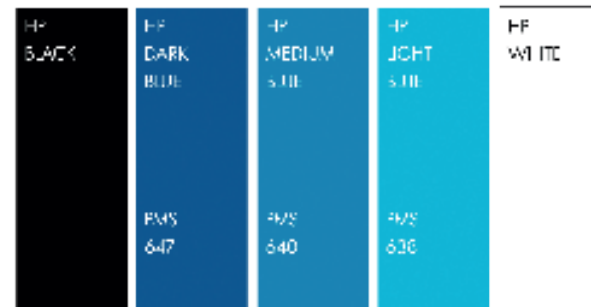
Background colours

Backgrounds are now limited to a subset of blues and black. A white background is the exception only when the preferred colours cannot be reproduced.

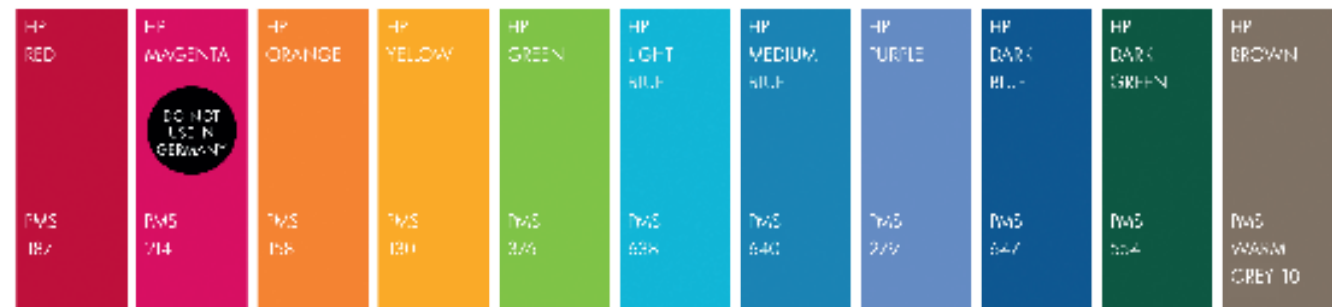
Accent colours

The full OV2 colour palette is available for accenting.

Background colours



Accent colours



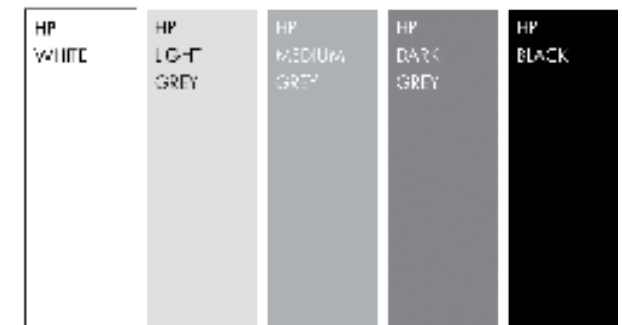
Corporate colours



HP Blue and Compaq Red
HP Blue is used only in corporate communications such as stationery, business cards and signage.

Compaq Red is used only for Compaq PC communications in the consumer market.

Supporting neutral colors



① Based on legal agreement with Deutsche Telecom, HP has agreed to not use HP Magenta in any German marketing communications.

Colour palette


















2.3

Print specifications

To ensure consistency of colours, adhere to the specifications in these standards and use qualified vendors and reliable reproduction methods. When matching colours for printed materials, use the PANTONE® Colour Matching System as your reference.

The CMYK mixes are based on media tests using coated stock. The mixes may need to be adjusted to suit your process. Match to PANTONE standards.

PRINT SPECIFICATIONS CHART

Colour name	PANTONE® equivalent	CMYK equivalent	Web-safe colours	RGB colours
 HP Red	PMS 187 C	0C 100M 79Y 20K	990000	153R 0G 0B
 HP Magenta	PMS 214 C	0C 100M 34Y 3K	CC0066	209R 1G 99B
 HP Orange	PMS 158 C	0C 51M 97Y 0K	E65F01	235R 95G 1B
 HP Yellow	PMS 130 C	0C 30M 100Y 0K	FFCC00	242R 171G 1B
 HP Green	PMS 376 C	50C 0M 00Y 0K	4FAF00	79R 175G 0B
 HP Light Blue	PMS 638 C	63C 0M 10Y 0K	—	—
 HP Medium Blue	PMS 640 C	100C 0M 0Y 22K	0066FF	0R 102G 255B
 HP Purple	PMS 279 C	68C 34M 0Y 0K	—	—
 HP Dark Blue	PMS 647 C	100C 56M 0Y 23K	003366	0R 35G 75B
 HP Dark Green	PMS 554 C	78C 0M 61Y 67K	336666	37R 68G 70B
 HP Brown	PMS Warm Grey 10 C	0C 14M 28Y 55K	—	—
 HP Light Grey	PMS Cool Grey 2 C	0C 0M 0Y 10K	CCCCCC	214R 215G 217B
 HP Medium Grey	PMS Cool Grey 5 C	0C 0M 0Y 29K	999999	178R 179G 181B
 HP Dark Grey	PMS Cool Grey 9 C	0C 0M 0Y 51K	666666	132R 133G 137B
 HP Process Black	PMS Process Black C	40C 40M 30Y 100K	000000	0R 0G 0B
 HP Blue	PMS 653 C	100C 62M 0Y 4K	0A357E	41R 86G 143B
 Compaq Red	PMS 185 C	0C 100M 81Y 4K	FF0000	210R 15G 51B

In lieu of the colours listed on this page, you may use the PANTONE® Colours cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colours shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standards. Consult current PANTONE Publications for accurate colour. PANTONE® is the property of Pantone, Inc.

Backgrounds

2.4

Backgrounds

Backgrounds are now limited to a subset of blues and black. The backgrounds can be solid black or gradations of blue and black.

A white background is the exception only when the preferred colours cannot be reproduced.

For advertising, the preferred background colour is black.

For Box 4 print advertising, the preferred background colour is black; white is the exception.

For packaging, the preferred background colour is black.

Blue and black gradation backgrounds are currently being explored for retail, trade show and event deliverables.

Gradients can be used.

When using a black background in four-colour printing, the colour separator can advise if it is best to use a solid black, rich black or a double hit of black based on specific printing and registration limitations.

When using a rich black, a CMYK formula of 60C/40M/40Y/100K creates a standard neutral undercolour. However, the exact CMYK formula for a rich black will vary and should be confirmed by the colour separator.

Additional rules for background colour application are under development.



Information

for SMBs



Partner type/Logo usage

3.1.0

Partners should use either the new “Preferred Partner Imaging and Printing 2010” logo or, if you have met the qualification criteria, the “Preferred Partner Imaging and Printing Gold 2010” logo.

The logos can be downloaded from HP Smart Portal or COMODA now. The type of logo you are able to use is dependent on your partner status. For example, the Preferred Partner Gold logo can only be used by Preferred Partners Gold. If you are uncertain about logo usage, please contact your HP account manager.

What is the HP partner insignia?

3.1.1

The HP partner insignia

When communication to the SMB customer segment for IPG is created by the channel partners or by HP on behalf of the channel partners, the HP logo is usually replaced by a relevant HP partner insignia. The HP partner insignia combines the HP logo with the partner's name, which replaces the "Business Partner" placeholder. The text and logo should be aligned in one of two ways, with the name above the logo (vertical) or to the left of it (horizontal).

Other versions of the HP partner insignia include the HP Preferred Partner and HP Preferred Partner Gold, which do not include the partner name but use generic partner identifiers. With all these versions, please make sure you have the current insignia with the correct year.

Under no circumstances should the HP partner insignia be used on a communication that also has the HP logo placed on it.

2010
Preferred Partner



Imaging and Printing
Partner

2010
Preferred Partner



Imaging and Printing
Gold Partner

HP partner insignia with partner name

3.1.2

The HP partner insignia – vertical



X = Height of the HP symbol

HP partner insignia with partner name

3.1.2

The HP partner insignia – horizontal



X = Height of the HP symbol



HP Preferred Partner Gold insignia

3.1.3

The HP Preferred Partner Gold insignia – vertical



X = Height of the HP symbol

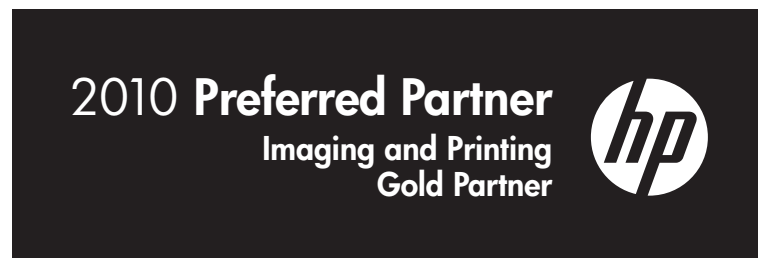
HP Preferred Partner Gold insignia

3.1.3

The HP Preferred Partner Gold insignia – horizontal



X = Height of the HP symbol



HP partner insignia and partner logo placement

3.2.0

General guidelines

Partners may display the HP partner insignia provided that their communication fairly and accurately promotes the sale of new, authentic HP products, services or solutions, and otherwise complies with these guidelines and their written agreement(s) with HP. Partners may only display the HP partner insignia in the country or countries specifically designated in their written agreement(s). Partners must refer to their contract/agreement for full terms of use.

When using the HP partner insignia with a channel partner logo, do:

- Position the HP partner insignia wherever channel partner corporate logos are placed on a communication piece.
- Make sure the HP partner insignia replaces the HP logo on a standard. Ensure that the symbol of the HP partner insignia is no smaller than the stipulated minimum height of 7.94 mm or 5/16 inch.
- Always place the HP partner insignia at the corner of the page/surface, towards the nearest outer edge, unless otherwise noted in a media-specific application.
- Place the HP partner insignia and channel partner logos on a white background using the black HP partner insignia and black or colour versions of channel partner logos. Or, reverse both logos in white out of a colour field. The HP channel partner corporate logo can be placed in colour in partner-led communications and in locked templates.
- Use the HP partner insignia in communication templates designed exclusively for partner use.
- In multi-page communications, place the logos on the front of the communication material.

2010 Preferred Partner



Imaging and Printing
Partner

Minimum Size:



5/16 inch or
7.94 mm

2010 Preferred Partner



Imaging and Printing
Partner

HP PARTNER
LOGO

The size of the partner logo should be relative to the size of the HP logo within the HP partner insignia. Rule of thumb is to keep the height of the partner logo the same size as the diameter of the HP logo.

2010 Preferred Partner



Imaging and Printing
Partner

HP PARTNER
LOGO

Reverse logo in white
out of a black colourfield.

2010 Preferred Partner



Imaging and Printing
Partner

HP PARTNER
LOGO

HP partner insignia and partner logo placement

3.2.1

Alignment

You can position the partner insignia and the partner logo either on the bottom left, bottom right, upper left or upper right corner of your communication material.



SMB brochure with partner insignia and partner logo in the bottom left position.



SMB brochure with partner insignia and partner logo in the bottom right position.



Clear space

The stipulated clear space around an HP partner insignia determines its position relative to the margin.



SMB direct mail with partner insignia and partner logo in the upper left position.

Partner insignia and partner logo placement

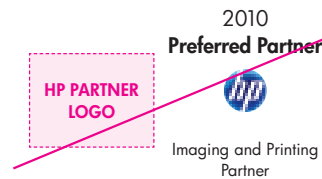
3.2.1

Don'ts

When using the HP partner insignia with a channel partner logo, **don't**:

- Place the "Hit PRINT" within the same communication as the HP partner insignia.
- Place a channel partner logo on a communication without the HP partner insignia being visible on the same surface.
- Alter the channel partner logo artwork from the way it is supplied by the channel partner, or use it in any other way than stipulated in their guidelines.
- Use the HP partner insignia or channel partner logo over any image, including the stream flow.

If there is any conflict between the channel partner guidelines for logo placement and these HP standards, it is at the discretion of the HP commercial and enterprise channel partner team to accommodate these requirements – otherwise, HP standards universally apply to all channel partner logos in HP communications.



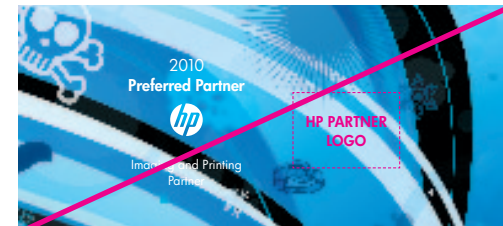
Partner logo should be more prominent than the HP insignia.



Do not change partner logo's colour scheme.



Ensure logos do not interfere with each other's clear space.



Do not place partner logo on a busy background.



Do not centre the logos above each other.



Do not place logos in the middle of collateral and on images/visuals.



Do not place logos wherever they may fit.



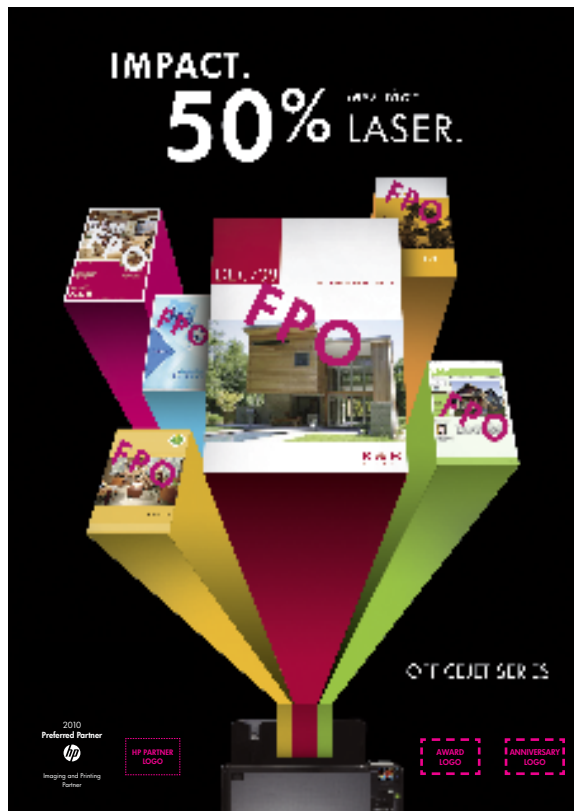
Do not place right-aligned logos on the left side of the page.

Award and Anniversary logo placement

3.2.2

Award and Anniversary logos

Award and anniversary logos are seals of recognition for quality given by third-party organisations. These logos can be placed on communications where the relevant products are featured.



Always place the Award and Anniversary logos at the bottom. The logos can be separated from the partner insignia logo and the partner logo by an image but should always be aligned in one horizontal line.

Never place them vertically above each other.



Always place the Award and Anniversary logos at the bottom. These logos should always be aligned in one horizontal line next to the partner insignia and partner logo.

Never place them vertically above each other.



Always place the Award and Anniversary logos at the bottom. These logos should always be aligned in one horizontal line next to the partner insignia and partner logo.

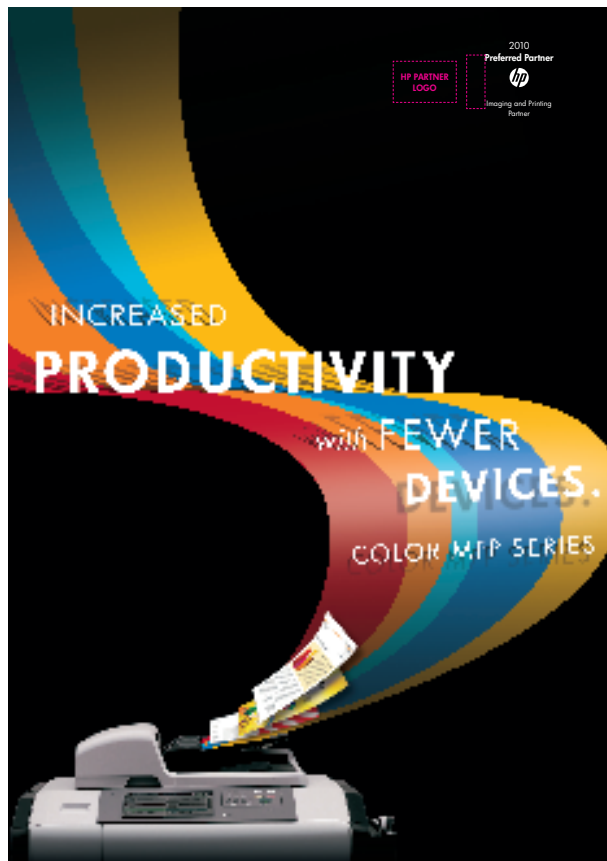
Never place them vertically above each other.

Imaging and Printing Partner/Gold Partner insignia placement

3.2.3

Alignment

You can position the Preferred Partner insignias and the partner logo either on the bottom left, bottom right, upper left or upper right corner of your communication material.



SMB brochure with Preferred Partner insignia and partner logo in the upper right position.



SMB brochure with Preferred Partner Gold insignia and partner logo in the bottom left position.



SMB brochure with Specialist Partner insignia and partner logo in the bottom right position.

Clear space
The stipulated clear space around an HP partner insignia determines its position relative to the margin.

Imaging and Printing Partner/Gold Partner insignia and Award and Anniversary logo placement

3.2.4

Alignment

For placement of Preferred Partner insignias with the Award and Anniversary logos, follow the same guidelines as you would for the partner insignia with the Award and Anniversary logos.



SMB brochure with Preferred Partner insignia and partner logo in the upper right position. The Award and the Anniversary logo placeholders are placed right next to them.



SMB brochure with Preferred Partner Gold insignia and partner logo in the bottom left position. The Award and the Anniversary logo placeholders are placed right next to them in a horizontal line. The partner insignia and the partner logo may be separated by an image.



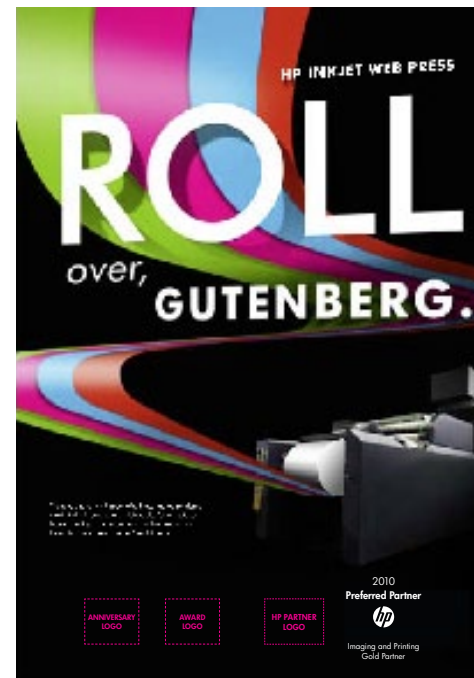
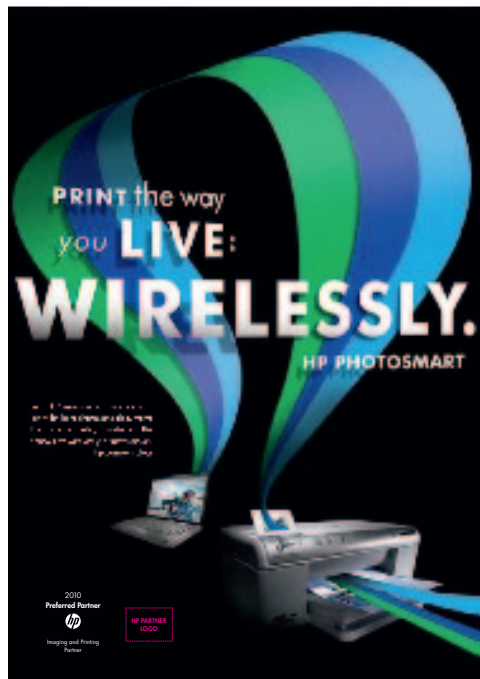
SMB brochure with Specialist Partner insignia and partner logo in the bottom right position. The Award and the Anniversary logo placeholders are placed right next to them.

Partner insignia placement in advertising

3.2.5

Advertising

For print ads, you can follow the same general logo placement guidelines as for collateral. Depending on the size of the ad, you may need to leave out the Award and Anniversary logos.



Co-developed e-mail advertising (eDM)

3.3.1

EMS TOOL

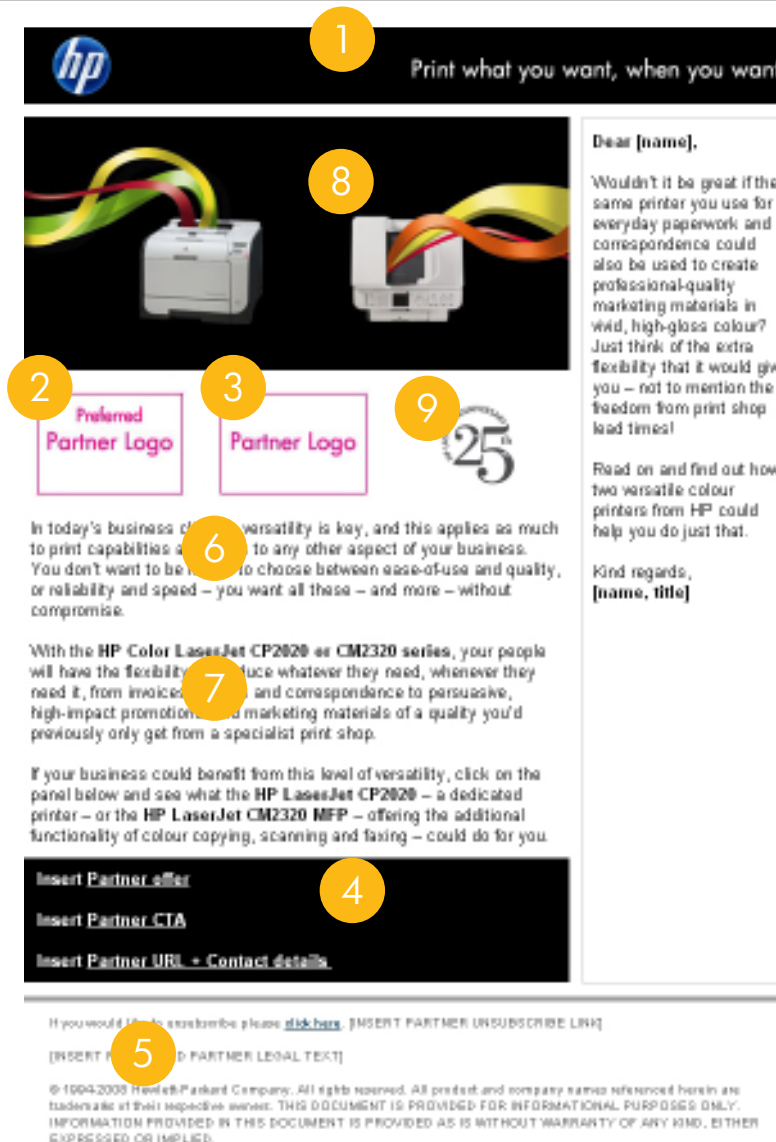
- The EMS tool is used to create HP brand-compliant e-mails.
- Direct Marketing Standards have been integrated into all templates.
- New templates were made available in March 2008.
- Tested every six months to ensure effectiveness.
- Short training session available.

For user access and training on the EMS tool, contact:

EMEA – mihail.bejgu@hp.com

APJ – yong-seng.goh@hp.com

AMERICAS – scott.d.cramer@hp.com

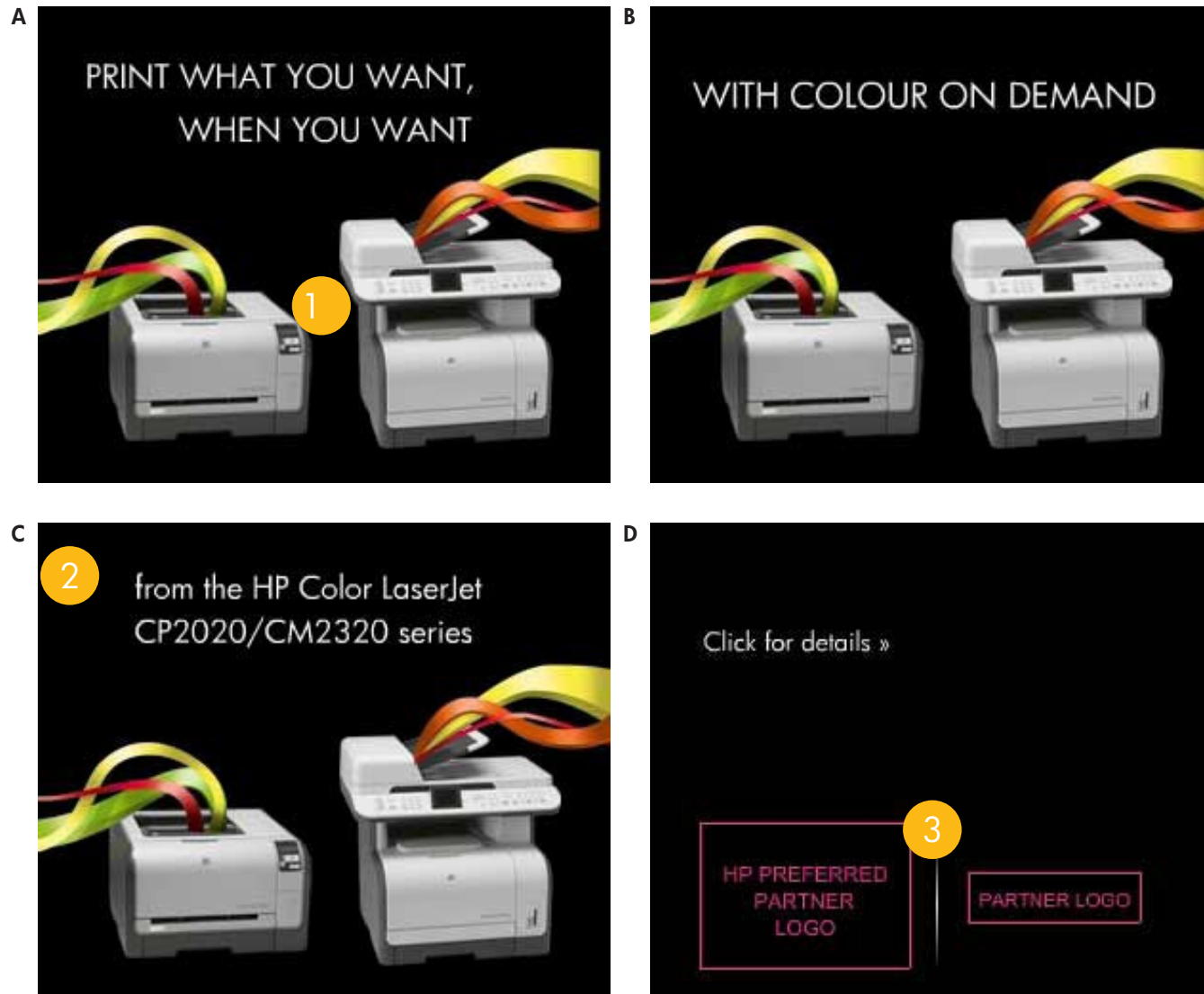


- 1 Template – Use the correct co-marketing template in EMS tool (newsletter, postcard, eVite).
- 2 HP branding – Include the appropriate HP partner insignia closest to the outer edge.
- 3 Partner logo – Include the partner logo next to the HP partner insignia
- 4 Partner name – Insert partner name wherever applicable in the subject line and throughout the body copy.
- 5 Partner legal information – Include partner legal information as required.
- 6 Partner name – Insert the partner name wherever a placeholder calls for it in the headline and throughout the body copy.
- 7 Product information – Include the product name and model number.
- 8 Product imagery should appear on a black background. For more information about the imagery, see the Hit Print Webguide.
- 9 Award and Anniversary logo – Include any relevant SMB Award and Anniversary logos in the same horizontal line as the Preferred Partner insignia and the partner logo, nearest to the reseller logo. Please note that the SMB award logos are only to be used along with the anniversary logo.

Co-developed online advertising (banners)

3.3.2

Medium rectangle banner: 300 pixel x 250 pixel



Standard sizes for banners are:

- Medium rectangle: 300 pixel x 250 pixel
- Leaderboard: 728 pixel x 90 pixel
- Skyscraper: 120 pixel x 600 pixel

Each single screen of the animated banner should be visible for around 2 seconds. This is only a rough indication and always depends on the shown content.

The size of the banner should not exceed 30 KB.

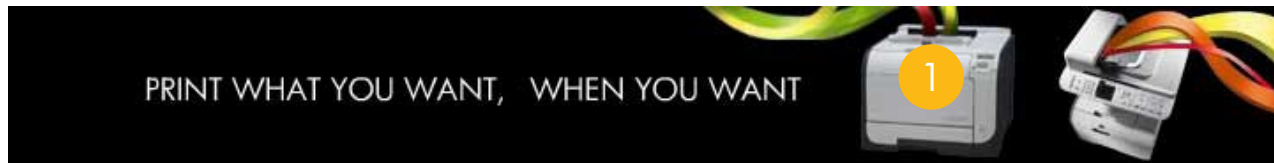
- 1 The product photography should be simple, modern and clean – not too stylised.
- 2 Include the product name and model number.
- 3 Include the partner logo next to the HP partner insignia, and separate them with a rule.

Co-developed online advertising (banners)

3.3.2

Leaderboard banner: 728 pixel x 90 pixel

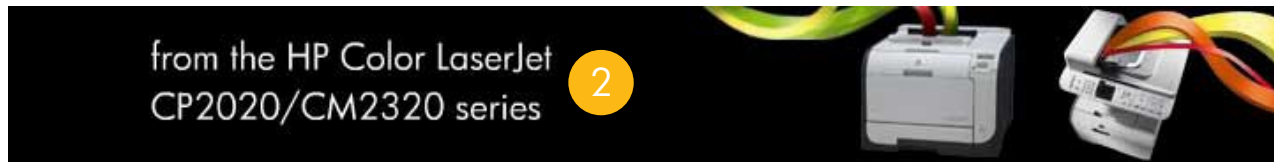
A



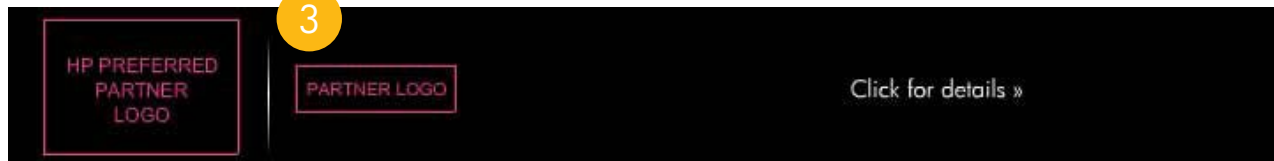
B



C



D



Standard sizes for banners are:

- Medium rectangle: 300 pixel x 250 pixel
- Leaderboard: 728 pixel x 90 pixel
- Skyscraper: 120 pixel x 600 pixel

Each single screen of the animated banner should be visible for around 2 seconds. This is only a rough indication and always depends on the shown content.

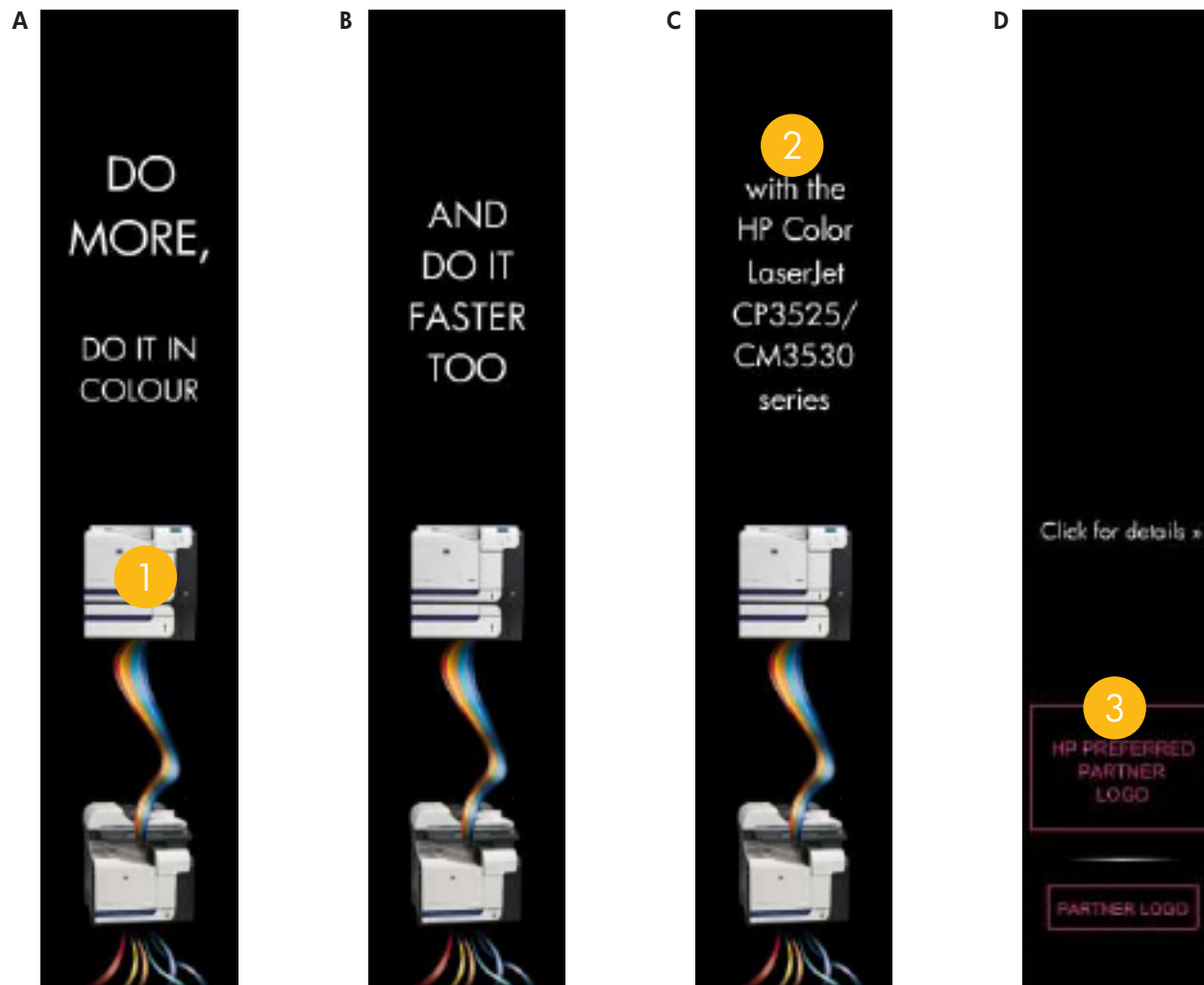
The size of the banner should not exceed 30 KB.

- 1 The product photography should be simple, modern and clean – not too stylised.
- 2 Include the product name and model number.
- 3 Include the partner logo next to the HP partner insignia, and separate them with a rule.

Co-developed online advertising (banners)

3.3.2

Skyscraper banner: 120 pixel x 600 pixel



Standard sizes for banners are:

- Medium rectangle: 300 pixel x 250 pixel
- Leaderboard: 728 pixel x 90 pixel
- Skyscraper: 120 pixel x 600 pixel

Each single screen of the animated banner should be visible for around 2 seconds. This is only a rough indication and always depends on the shown content.

The size of the banner should not exceed 30 KB.

- 1 The product photography should be simple, modern and clean – not too stylised.
- 2 Include the product name and model number.
- 3 Include the partner logo next to the HP partner insignia, and separate them with a rule.

Legal and trademark information

4.1

General information on trademark acknowledgments and other trademark issues can be found at

http://legalweb.corp.hp.com/legal/files/tm_info.asp

HP's acknowledgment policy for other companies' trademarks can be found at

<http://legalweb.corp.hp.com/legal/files/tradeack.asp>

- HP generally does not use acknowledgments with its own trademarks (this includes symbols, such as ® or ™, and legends such as "HP is a trademark of Hewlett-Packard Company"). An exception is the corporate HP logo, which generally carries a ® symbol.
- HP generally does not acknowledge other companies' trademarks. The trademark acknowledgement list (posted at <http://legalweb.corp.hp.com/legal/files/tradeack.asp>) identifies those few trademarks HP has elected, for good cause, to acknowledge on an ongoing, companywide basis. You should acknowledge these trademarks in the format shown. Good cause usually requires a written acknowledgment provision that is part of a larger commercial agreement. HP avoids these provisions where practical.
- From time to time it may be expedient to include an acknowledgment in a joint press release or some other form of joint promotional material, as a courtesy. This may be done informally, for a limited time, at HP's discretion, and not as the subject of an agreement or obligation to do so.
- HP may also receive user documentation, camera-ready artwork or other material designed for reproduction and distribution that includes trademark acknowledgments. These materials may be reproduced and distributed without altering embedded trademark acknowledgments.
- Generally speaking, it is neither necessary nor appropriate to approach another company for guidance on whether or how to acknowledge its trademarks. Contact HP Legal if you have questions regarding acknowledgements.
- Trademark symbols are customarily applied the first time the trademark appears in a publication, using the format provided in the list. Acknowledgment legends may be collected and placed in any reasonably visible location (e.g. at the bottom of the last page of press releases, on the back cover of sales literature, at the end of articles, in a software "about box", via a link to "legal notices" on a web page, in a footnote beneath the first reference to the trademark).
- You do not need to and should not include a general form acknowledgment such as "other trademarks are property of their respective owners".
- Partners may not register or use domain names containing "hp", "Hewlett", "Packard", "Compaq", or "LaserJet" without specific written permission from HP.

Disclaimer information

4.2

A universal HP disclaimer statement is positioned at the end of every communication. It should not be moved or deleted. If you are in a region or country that requires localisation for specific country requirements, consult your local HP legal counsel.

Unless otherwise specified, all partner disclaimer information relevant to a given product or promotion should be included after the HP generic disclaimer – within the same space, using the same type size.

The copyright date should be the year the work was originally published and, if applicable, the year of the most recent revision (e.g. © Copyright 2000, 2009 Hewlett-Packard Development Company, L.P.). For space-constrained pieces, the word “Copyright” may be omitted.

No HP trademark notice is required, nor is any acknowledgment of another party’s trademarks unless we are contractually obliged to do so (e.g. specific partner programme commitments).

For the list of such marks, see the Trademarks website <http://legalweb.corp.hp.com/legal/files/tradeack.asp>

Mandatory disclaimer

© Copyright 2009 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice.

For product-descriptive communications add the following sentences to the mandatory disclaimer.

The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Contact information

4.3

For questions about the commercial and enterprise channel partner standards, please contact the appropriate person from the list on the right.

For questions about partner contracts, contact your regional/local contracts organisation.

HP One Voice website www.hp.com/go/onevoice

Contact	E-mail
SMB: Samantha Bonamour	samantha.bonamour@hp.com