

RingCentral trademark and co-branding guidelines

Guidelines for third-party companies on how to co-brand with RingCentral

Overview

Partnerships are always in focus at RingCentral.

They can take many forms and are often focused on marketing or sales activities. The RingCentral Trademark and Co-Branding Guidelines illustrate appropriate ways that associate (third-party) companies can co-brand with RingCentral across a range of business relationships.

For RingCentral Affiliate Program details and policies, visit affiliates.ringcentral.com/details/policies.html.

All co-branded materials must be approved by RingCentral.

To submit artwork for approval, please email it to designer@ringcentral.com.

Third party usage

Third party usage

Third-party use

All third-party use of RingCentral's trademarks, service marks, and trade names must first be approved by RingCentral's Legal department.

Any party that uses RingCentral's trademarks, service marks, or trade names must comply with the guidelines as stated in this document, applicable state and federal laws of the United States, and/or similar laws of other jurisdictions.

Claims

No one may make claim to be “authorized, certified, or approved” by RingCentral or make any representation which might lead someone to believe that they are RingCentral “authorized,” “certified,” or “approved” (or similarly recognized) **without specific written authority from RingCentral.**

Reviews

RingCentral reserves the right to review and approve or reject any use of its trademarks, service marks, or trade names.

RingCentral logos

RingCentral logos

Approval

Approved logos only

You may only use approved duplicates of the RingCentral logo or product logos obtained directly from RingCentral, Inc.

RingCentral will not approve the use of substitute materials or approximations of our designs or materials that do not meet our graphic standards for quality.

RingCentral logos

Usage

Logo usage

The logos may not be used in any manner that would imply that your company or any goods or services provided by your company are sponsored, endorsed by, or affiliated with RingCentral.

You may not display the logos in any manner that suggests that your product is a RingCentral product nor in any manner that suggests RingCentral is a part of your product name.

Do not imitate RingCentral's product packaging or the logos in any of your materials, including advertising, product packaging, and promotional materials.

The logos cannot appear larger and/or more prominent than your trade name, service name, product name, or trademark on any materials produced or distributed by your company.

RingCentral reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

RingCentral logos

Channel Partner

The side-by-side lockup includes both the RingCentral logo and the horizontal partner logo separated by a vertical line or “pipe.”

The preferred lockup places RingCentral on the left and the partner logo on the right.

If we use a two-line partner logo, its size should not be bigger than “pipe.”

Please get appropriate approval before using the secondary lockup.

Preferred lockup



Secondary lockup



RingCentral logos

Partner logos

To assist qualified partners in creating market differentiation for themselves and the solutions they deliver, RingCentral has created logos for specific Channels.

The appropriate RingCentral logo must be used and appear in a way so the connection between a partner and RingCentral is apparent. RingCentral logos must not be used in a way that could confuse customers or create the impression that your company is or represents RingCentral in any capacity other than as an affiliate, dealer, distributor, or partner. In addition to the logos below, RingCentral product logos must be used when representing key services offered by RingCentral (RingCentral Office®, RingCentral Fax®, RingCentral Meetings™, etc.).

It is essential that RingCentral logos never be altered or distorted in any way. Any attempt to alter the logos is a direct violation of RingCentral's brand standards. (This usually occurs when logos are downloaded from unauthorized sources—and such files are incorrect and generally of poor quality.)

To obtain approved logo artwork for your specific needs, please contact RingCentral Creative Services at designer@ringcentral.com.

General trademark guidelines

General trademark guidelines

Symbol and credit line

All usages of a RingCentral trade name, trademark, or service mark must be accompanied by the appropriate symbol for trademark, service mark, or registered trademark (™, ™, ®).

All uses of RingCentral trade names, trademarks, and service marks must be accompanied by a credit line at the end of the document, including a notice of whether the mark is federally registered.

This statement should appear in a type size of at least 6 points. The standard format to use is: **RingCentral is a registered trademark of RingCentral, Inc. Other third-party marks referenced herein are trademarks of their respective owners.**

General trademark guidelines

Usage

Use of RingCentral's trademarks, services marks, trade names, and logos to co-brand any co-branded products is allowed upon mutual agreement.

The RingCentral Trademark and Co-Branding Guidelines do not assign, convey, or transfer RingCentral's intellectual property right to Partner. Partner does not acquire any license, ownership, or other rights to RingCentral's intellectual property except as expressly provided. RingCentral does not acquire any license, ownership, or other rights to Partner's intellectual property except as expressly provided.

If granted the right to use RingCentral's intellectual property, Partner must follow RingCentral's Trademark and Co-Branding Guidelines and other RingCentral instructions. Do not license or sublicense use of RingCentral intellectual property without RingCentral's prior written consent.

General trademark guidelines

Usage, continued

Any references to RingCentral and its products must be clearly defined, including identification of RingCentral as the source, and not vague or misleading to the audience. If you are selling a product that has been “designed to integrate with RingCentral products,” you must not imply that RingCentral has tested or evaluated the product or that it endorses, produces, or supports the product in any way.

Do not use RingCentral’s trademarks, domain names, trade names, or any variations thereof in a way that could cause confusion as to the source of the products, services, materials, or programs provided, during or after the partnership. Do not use any combination of words “Ring” and “Central” as part of the name of your company, domain, product, technology, solution, program, or service.

Do not claim, apply for, register, file or otherwise attempt to protect any trademark, copyright or other intellectual property that is confusingly similar to RingCentral’s intellectual property without RingCentral’s prior written consent during or after the partnership. Any obtained trademarks, copyrights, or other intellectual property that is confusingly similar to RingCentral’s intellectual property will be owned by and registered in RingCentral’s name.

General trademark guidelines

Advertising and printed literature

RingCentral trade names, trademarks, and service marks may appear prominently in advertising materials, but they must appear in a smaller type size than the largest trade name(s), trademark(s), or service mark(s) of the advertiser.

Credit lines must be used to identify RingCentral trade names, trademarks, and service marks and must be attributable to RingCentral, Inc.

RingCentral reserves the right to review and approve or reject any use of its trademarks, service marks, or trade names.

Websites

You may not imitate RingCentral's websites in any of your promotional or marketing materials.

You may not use RingCentral as part of your domain name.

When using RingCentral trademarks on your website, you must appropriately designate them as trademarks or service marks the first time they are used and use the correct spelling of RingCentral. Moreover, you must provide the credit line.

General trademark guidelines

Premiums and other

Premiums may include jackets, mugs, pens, T-shirts, hats, book covers, and other promotional items that feature RingCentral trademarks, service marks, or trade names.

Always consult RingCentral first for approval. You must have prior written approval from RingCentral for such usage, and RingCentral must deem the usage appropriate.

General trademark guidelines

Approvals

To submit artwork for approval, please email the files to designer@ringcentral.com.

Marketing or promotional materials

Use only marketing or promotional materials provided or approved by RingCentral. RingCentral has the right to grant or withhold its approval at RingCentral's sole discretion. Usage of marketing or promotional materials without RingCentral's prior approval will violate RingCentral's Trademark and Co-Branding Guidelines. After RingCentral's approval, use of the marketing or promotional materials must be limited to materials as originally approved.

Do not develop marketing or promotional materials that infringe existing copyrights, trademarks, patents, right of publicity, privacy, or any other rights anywhere in the world.

Obtain any requisite third party licenses, approval or consent in relation to marketing or promotional materials.

Do not develop marketing or promotional materials that are libelous, slanderous, obscene or defamatory.

General trademark guidelines

Stating compatibility

You may promote your products as being “designed for RingCentral [Product Name]” as long as you do not imply that RingCentral has tested or evaluated the product or that it endorses, produces, or supports the product.

Seminars, conferences, meetings, and trainings

When conducting a promotional or training event for RingCentral products or when referencing RingCentral or its products at an event, you may not imply that RingCentral is conducting, sponsoring, or associated in any way with the seminar, training, or event without specific prior written authorization from RingCentral.

Your name must appear prominently as the sponsor of the event. Unless otherwise authorized in writing, we require the following disclaimer to appear in printed materials, advertisements, and presentations: **This event/course/seminar/etc. is presented by <sponsoring organization> and is not in any way affiliated with or endorsed by RingCentral, Inc.**

RingCentral

Thank you.