

2020

GUIDELINES FOR PARTNERS

Updated: [June 27, 2014](#)

Table of Contents

1. Introduction
2. Logo Design
3. Logo Usage
4. Color Scheme
5. Product Logos and Product Descriptions
6. Naming Conventions
7. Boiler Plate
8. Developing Partner Websites
9. Partners Signature
10. Domain Names
11. Social Media
12. Customer Testimonials

Introduction

Our corporate identity is the face and personality presented to our global community. It's as important as the products and services we provide. Our identity is the total effect of our logos, products, brand names, trademarks, advertising, brochures and presentations—everything that represents 2020.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent our company cohesively to the outside world.

Logo Design

The authorized partner logo is an important and valued graphic element, aligned with all company branding and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding.

The authorized partner logo is available in multiple colors and backgrounds (consistent with the brand) and in two versions, oblong and square.

Authorized partner logos are available on the partner portal in the following formats.

Oblong logo



Square logo



Reverse color logos



Logo Usage

Always use master artwork when reproducing any logo design. It should never be recreated under any circumstances. Always ensure you are using the correct artwork for the application.

When reproducing any logo elements, *only* the original high resolution or vector graphic files shall be used—logos *should not* be taken from this document.

Logo File Formats

The logo is available in the following formats: EPS, JPG, and PNG. Below are recommended guidelines on how to select the ideal format for your use or for supplying the most appropriate format to an outside vendor.

EPS	<p>Vendor art that can be re-sized without losing image quality. Background is transparent. Ideal for professional offset printing.</p> <p>EPS is the most versatile format for graphic designers and printers.</p>
PNG	<p>Web resolution, pixel-based art. Backgrounds can be transparent. File sizes are typically smaller than JPG.</p> <p>Ideal for use in desktop apps such as MS Word or PowerPoint. Can also be used for web applications, such as placing the logo on a web page or in an email campaign.</p>
JPG	<p>Pixel-based art in either web resolution or high resolution. Background is not transparent.</p> <p>Ideal for HTML/web applications such as web banners and email campaigns.</p>

Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be clear to let the logo ‘breathe’, free from distraction. Clearance should at least be equal to the height of the logo around all sides.





Minimum Reproduction Size

In the primary logo format a minimum size must be adhered to so that legibility is retained.



Logo Placement on Images

The corporate logo is used as an example in this document, but the guidelines and instructions apply to the authorized partner logo.

Always place the logo where it is free from distraction. Avoid putting the logo directly over a busy image, as the logo will get lost. Often the best placement is in a corner.

Correct

Logo is placed on image where clearly visible.



Wrong!

Logo is placed on image that is too busy.



How Not to Use the Logo

Never compress or condense the logo, making it squatter or taller.



Never rotate the logo. The logo should only be used in its landscape orientation and proportion.



Never apply arbitrary colors to the logo.



Color Scheme



Pantone 424C
CMYK: 0 0 0 61
RGB: 126 128 131
HEX: #7E8083



Pantone 144C
CMYK: 0 48 100 0
RGB: 248 151 29
HEX: #F8971D

Product Logos

Product logos have been created to represent products on the website and marketing materials. The same rules of spacing and alteration apply to these logos as they do for the authorized partner logo. These logos are only available in color and should be placed on a white or light colored background.

All product logos are available on the partner portal.

2020 CAM

2020 Icovia

2020 ABC CAM

2020 Ideal Spaces

2020 Cad

2020 Insight

2020 Cap

2020 Live Linq

2020 Catalog Content

2020 Live Order

2020 Catalog Tools

2020 Virtual Planner

2020 Design

2020 Visual Impression

2020 Fusion

2020 Visual Impression Mobile

2020 Giza

2020 Worksheet

Product Descriptions

It is important that products be presented in a standard way through all communication channels. These channels include partner websites and their other communication channels. Please note that as part of our new branding 2020 is now a required part of the product name, ie. 2020 Design, 2020 Fusion, etc.

Product descriptions are available in two versions, a short version and a long version. See examples below.

All Product descriptions are available on the partner portal.

Long Description

2020 Fusion

The ability to produce compelling photo-realistic presentations is critical to helping your customers visualize their new spaces. 2020 Fusion combines a smart user interface, cutting-edge technology, and wide selection of manufacturers' catalogs to provide you with the most popular CAD (computer-aided design) interior design software in the European market. The software's diverse functionality and thoughtful design is derived from a close understanding of the kitchen and bathroom sectors and is backed up by exemplary training and customer support. Additionally, 2020 Fusion provides automated pricing and optimization tools which allow you to produce instant quotes, orders and profit/loss summaries and many more reports.

Short Description

2020 Fusion

2020 Fusion combines a smart user interface, cutting-edge technology, and wide selection of manufacturers' catalogs to provide you with the most popular CAD (computer-aided design) interior design software in the European market.

Naming Conventions

As part of the rebranding, we are modifying our corporate identity to build consistency. In all communications, please ensure you are using the new naming conventions. Please note that will appear before all product names in all instances. 2020 will no longer have a hyphen.

Old	New
20-20 Technologies	2020*
20-20 CAD	2020 CAD
20-20 CAM	2020 CAM
20-20 Design	2020 Design
20-20 Enterprise inSight	2020 Insight
20-20 Expert Manager	2020 Expert Manager
20-20 Fusion ^{FX}	2020 Fusion**
20-20 Virtual Planner	2020 Virtual Planner

**Please note that we will continue to use our legal identity for each geography, as required, but for marketing purposes we will refer to ourselves as simply as 2020 .*

***the FX will remain in the Fusion name for version 3.0, but will not appear in general Fusion communications, ie. web, brochure, etc.*

Corporate Boilerplate

100 Words

2020 helps professional designers, retailers and manufacturers in the interior design and furniture industries capture ideas, inspire innovation and streamline processes. By providing end-to-end solutions and the world's largest collection of manufacturers' catalogs, 2020 provides businesses with the software and content to be more efficient, integrated and productive. 2020 applications allow professional designers to create kitchens, bathrooms, closets and commercial offices which look as stunning on the screen as they will in reality. 2020 helps interior home improvement retailers to inspire the imagination of their customers and our solutions for furniture and cabinet manufacturers provide a complete manufacturing operations management capability. For more information, visit our website www.spaces.com.

50 Words

2020 helps professional designers, retailers and manufacturers in the interior design and furniture industries bring ideas to life, inspire innovation and streamline processes. By providing end-to-end solutions and the world's largest collection of manufacturers' catalogs, 2020 provides businesses with the software and content to be more efficient, integrated and productive.

25 Words

2020 provides software, services and content to help professional designers, retailers and manufacturers in the interior design and furniture industries bring ideas to life, inspire innovation and streamline processes.

Domain Names

As “2020” and the name “2020 Technologies” are registered trademarks, 2020 business partners and distributors/VARs are not permitted to use domain names that include or otherwise present any likelihood of confusion with the 2020 name or any other trademarks and/or product names owned by 2020.

More specifically, any domain name likely to lead visitors to believe they are visiting and/or entering into a commercial relationship with 2020 are strictly prohibited. Please ensure that your domain names do not conflict with these guidelines.

If you are currently using, or own a domain name that includes the 2020 company name or the name of any of its products in the main page section of your url, please contact your partner management representative for instructions and more information on the transfer requirements and replacement process of domain names.

Please note that adequate time and support (from 2020) will be provided for the transfer and replacement of domain names.

Examples of domain names

Acceptable:

<http://www.companyabc.com/products/2020fusion/>

<http://www.companyabc.com/2020design>

<http://www.companyabc.com/fusion>

Not acceptable:

<http://www.2020technologiesitaly/.....>

<http://www.2020designitaly/...>

<http://www.2020design/...>

<http://www.2020italy/.....>

<http://www.fusion/....>

Developing Partner Websites

2020 business partners must ensure that their websites also follow the partner guidelines. With so many layouts and types of websites possible, it is important to follow the rules and policies in place regarding partner websites.

Rules and Regulations

Your home page should not resemble the 2020 home page. It must be adequately represent your organization. All visitors clearly understand that they are viewing your web site and **NOT** a 2020 website.

As partners you must make sure that your website is a reflection of you or your own company and not a representation of the 2020 website.

The top left hand corner of the website is normally reserved for the logo of the owner of the website. Your logo should appear here and the 2020 authorized partner logo should **NOT** appear in this space.

However, the 2020 authorized partner logo must appear on any pages dedicated to our products. To avoid confusion and to be visually appealing, it should not be located near other logos. 2020 products being promoted on partner websites must appear with the **appropriate product logo**. You must use **ONLY** the logos for products that 2020 currently provides.

You must use the **2020 AUTHORIZED PARTNER LOGO** and not the 2020 Company logo on your website or any other communications regarding your relationship with 2020 its products or services. You must ensure that you or your organization is clearly represented as a value added reseller or distributor of 2020 solution or as an independent consultant for 2020.

A general description of the products, provided by 2020, should be included with a URL for more details and information linking to the 2020 product pages.

You must only promote and market the 2020 products you are authorized to sell in your region as per your partnership agreement with 2020.

Partner websites may contain a link to the 2020 website which will allow visitors to obtain more information about 2020 and its products. This link must appear in a clearly indicated “partner” section of your website.

Do not use photos that are the property of, or represent the 2020 organization (for example the 2020 building) unless authorized by 2020.

Authorized Partners' Signatures

Examples of signatures on your business cards, e-mails or other communications:

Acceptable:

ABC Company, 2020 VAR for Paraguay

Your name, Scandinavian Distributor for 2020

Your name, 2020 Authorized Industry Consultant for North America

Not acceptable:

2020 Technologies, Paraguay

John Smith, 2020 Technologies North America

John Smith, 2020 Technologies

Social Media

Emerging platforms for online collaboration are changing the way we work, offering new ways to engage with customers, colleagues and the world at large.

We do encourage all our business partners to leverage all the benefits of this new business tool by monitoring networks, platforms and communities and by actively participating in discussions. Active participation in social media networks can bring unexpected benefits such as referrals and recognition as a subject matter expert.

As social media participation is very prevalent, we do ask that business partners be aware that there must be a distinction between participation on behalf of their companies and participation on behalf of 2020. Business partners should always disclose their relationship with 2020 and are not authorized to participate in social media on behalf of 2020.

Business partners are requested to follow these guidelines:

- Refrain from participating in any such type of social media under the name of 2020 or 2020 Technologies,
- Refrain from participating in any way which may reasonably imply that you are participating on behalf of 2020 Technologies, or that you have any authority to do so.

- Do not, under any circumstances, reveal what is going on at 2020 unless such information has been previously duly approved and publicly disclosed by authorized personnel of 2020, in accordance with applicable rules and regulations.
- Always respect proprietary information and content, and confidentiality.

Customer Testimonials

Customer testimonials are a powerful marketing tool that should be leveraged as often as possible. All satisfied customers should be approached as potential references and subjects for testimonials, case studies, etc. The corporate marketing team and the 2020 partnership manager should always be informed of any suitable subjects as the corporate office can provide assistance and guidance in developing effective materials.