

Ellucian Partner Marketing Benefits

The Ellucian Partner Success Program offers several marketing benefits to help you leverage our brand equity to assist with your sales and marketing activities.

These benefits are in addition to any specific marketing benefits that are included in your partnership agreement(s) with Ellucian.

Ellucian Partner Logos

The Ellucian Partner logos can be used for marketing materials, booth exhibits, and websites that refer to your products or services and will help you highlight your relationship with Ellucian.

Ellucian Live, Ellucian World Tour, and Ellucian User Group Meetings

Ellucian Partners will have access to fee-based opportunities for Ellucian Live, Ellucian World Tour, and Ellucian User Group meetings throughout the year. Exhibitor opportunities at Ellucian Live are available to members of the Ellucian Partner Success Program. Ellucian Partners may also choose to purchase web and/or print advertisements for placement in Ellucian

Live collateral, or to rent a hospitality room on-site. These benefits are offered exclusively to our Ellucian Partner Success Program members.

Identity Guidelines

All members of Ellucian's partner programs should follow the identity guidelines consistently in order to maintain the integrity and impact of jointly promoting our solutions to Ellucian clients and prospects.

If you have any questions about these guidelines, or require additional direction or input, please contact ask.bd@ellucian.com, resellers@ellucian.com, or servicespartners@ellucian.com.



References to Ellucian, the Company Name

The company name Ellucian is pronounced *e/-loo-seeuhn*. The name is derived from elucidate, to make clear, and the root word *luc-*, meaning clarity or light.

The company name, Ellucian, should be capitalized in written references, even though our word mark uses a lowercase spelling.

All references to the former company names of Datatel and SunGard Higher Education should be removed and replaced with Ellucian.

Use of Ellucian Product Names

As part of Ellucian's portfolio alignment, we have updated some of our product names to phase out old brand names and ensure greater overall clarity and consistency. Many product names are not changing at all, and most of the updates we're making are quite intuitive.

The "Products and Services A-Z" list on www.ellucian.com is a handy way to check to make sure you are referencing Ellucian solution names correctly.

Publicity and Promotion

- Partners must obtain prior written consent from Ellucian prior to releasing any press release, public announcement, or customer case study mentioning Ellucian or its solutions. Partner companies shall abide by the current publicity release guidelines of Ellucian. Please work with your relationship manager to facilitate the approval process for press releases, public announcements, and customer case studies.
- Partner companies will include Ellucian's official "About Ellucian" boilerplate where applicable in press releases, public announcements, and customer case studies. Please contact ask.bd@ellucian.com for a copy of the current boilerplate.
- Partner companies must obtain Ellucian's prior written approval, which approval shall not be unreasonably withheld, for publicity that contains claims, quotes, endorsements, or attributions by or of Ellucian and its products.
- Notwithstanding the foregoing, nothing in these guidelines will be deemed to prohibit either party from publicizing any information that such party is required to release or announce as a matter of law.

User Conference Branding

As in the past, partners may not incorporate user conference-specific branding into their promotional materials.

- **Example:** It is not acceptable to use or modify the Ellucian Live logo to promote the partner program, a partner, or its solutions.

Website Content

Partners must obtain prior approval from Ellucian prior to posting web pages or content mentioning Ellucian or its solutions.



Branding Guidelines for Ellucian Partner Logo

TRADEMARK GUIDELINES

Ellucian hereby grants Company limited, non-exclusive, nontransferable, royalty-free, worldwide permission to use the applicable Ellucian partner logo and boilerplate in accordance with the following guidelines:

Trademark Usage for Partner Program Marks

- Use only the most current version(s) of the Partner Logo
- The Partner Logo must be displayed in the exact form provided by Ellucian
- The Partner Logo may be used in marketing materials, advertising, and event materials that prominently display Company's own corporate name and logo, but may not be used on press releases, documentation, product packaging, shipping containers, or other materials distributed with Company products or services

- The Partner Logo may be listed on Company's website, as a link to www.ellucian.com.
- The Partner Logo may not be displayed in a manner more prominent than Company's own corporate name, logo, and boilerplate
- The Partner Logo must be displayed and used in a manner that is truthful and not misleading, and that does not imply any relationship with or endorsement or sponsorship by Ellucian that is not true or is misleading
- The Partner Logo must be displayed and used in a manner that avoids disparaging statements or implications about Ellucian or its products or services
- The Partner Logo must be used in accordance with any additional guidelines included with the delivery of such Logos

- Company must obtain Ellucian's written approval prior to using the Partner Logo in any manner other than as set forth in the Identity Guidelines
- Company agrees to modify, at its own expense, any marketing, advertising, or promotional materials that do not comply with the guidelines and restrictions set forth in the Identity Guidelines
- Company's license to use the Partner Logo shall terminate upon termination of the relationship

PARTNER PROGRAM LOGO

The current Ellucian Partner logo appears above. You may request electronic versions of the logo in various formats by sending a request to ask.bd@ellucian.com.

COLORS



CMYK 70 100 19 9
RGB 100 38 115



CMYK 36 28 0 0
RGB 161 171 215



CMYK 70 77 9 0
RGB 105 85 153



CMYK 23 0 100 0
RGB 207 220 39



CMYK 7 100 52 0
RGB 223 28 90



CMYK 72 0 27 0
RGB 4 188 195

CLEAR SPACE



1 IN. MINIMUM WIDTH

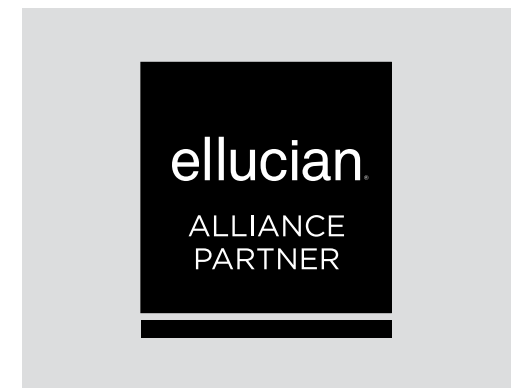
ELLUCIAN VIOLET + ACCENT

CMYK 70 100 19 9
RGB 100 38 115



100% BLACK

CMYK 0 0 0 100
RGB 0 0 0



100% WHITE

CMYK 0 0 0 0
RGB 255 255 255

