

MARCH 2016



Ellucian Partner Success Program Guide



ellucian®

3	Benefits at a glance	14	Marketing enablement
5	The value of the Ellucian Partner Success Program	15	Ellucian Partner Success Forum
6	Ellucian Partner membership categories	16	Sales enablement
8	Partner Community membership requirements	16	À la carte benefits
10	Partner relationship types	17	Fee schedule
12	Product and technology enablement	18	Key contacts
		19	The Ellucian brand

BENEFITS AT A GLANCE

Partner Success Program Benefits

PRODUCT AND TECHNOLOGY ENABLEMENT	TECHNOLOGY PARTNER		RESELLER PARTNER	AUTHORIZED SERVICES PARTNER	AUTHORIZED TRAINING PARTNER
	ALLIANCE PARTNER	STRATEGIC PARTNER			
Technical service requests	Up to 5 then à la carte	Up to 5 then à la carte	✓	✓	✓
Technology Solutions Training	À la carte	À la carte	n/a	n/a	n/a
Access to Ellucian Support Center	✓	✓	✓	✓	✓
Access to product roadmap and product calendars	✓	✓	✓	✓	✓
Annual Ellucian Partner Forum	✓	✓	✓	✓	✓
Access to Ellucian eCommunities and the Integration Hub	✓	✓	✓	✓	✓
Yearly personal product updates	n/a	n/a	✓	✓	n/a

MARKETING ENABLEMENT	TECHNOLOGY PARTNER		RESELLER PARTNER	AUTHORIZED SERVICES PARTNER	AUTHORIZED TRAINING PARTNER
	ALLIANCE PARTNER	STRATEGIC PARTNER			
Branding/program logos	✓	✓	✓	✓	✓
Partner profile	✓	✓	✓	✓	✓
Inclusion in program promotion and partner catalog	✓	✓	✓	✓	✓
Marketing campaigns and joint press releases	n/a	✓	✓	✓	✓
Customized go-to-market strategy	n/a	✓	✓	✓	✓
Lead generation and sharing	n/a	n/a	✓	✓	✓

SALES ENABLEMENT	TECHNOLOGY PARTNER		RESELLER PARTNER	AUTHORIZED SERVICES PARTNER	AUTHORIZED TRAINING PARTNER
	ALLIANCE PARTNER	STRATEGIC PARTNER			
Access to Ellucian Field Team	✓	✓	✓	n/a	✓
Sales Enablement Training	n/a	n/a	✓	n/a	n/a
Access to Ellucian pre-sales resources	n/a	n/a	✓	n/a	n/a

[CONTINUED]

SERVICES ENABLEMENT	TECHNOLOGY PARTNER		RESELLER PARTNER	AUTHORIZED SERVICES PARTNER	AUTHORIZED TRAINING PARTNER
	ALLIANCE PARTNER	STRATEGIC PARTNER			
Services Enablement training (additional fee)	n/a	n/a	✓	✓	✓
Access to Ellucian Implementation Methodology	n/a	n/a	✓	✓	✓
Discounts to the On-Demand Service Library (ODSL)	n/a	n/a	✓	✓	✓

PARTNER SUPPORT	TECHNOLOGY PARTNER		RESELLER PARTNER	AUTHORIZED SERVICES PARTNER	AUTHORIZED TRAINING PARTNER
	ALLIANCE PARTNER	STRATEGIC PARTNER			
Access to the Ellucian self-service partner portal	✓	✓	✓	✓	n/a
Pipeline reporting (referral or resale relationships only)	✓	✓	✓	n/a	n/a

The value of the Ellucian Partner Success Program

The Ellucian Partner Success Program is a formal network of companies committed to providing high-quality solutions tailored to the global higher education market.

Our partners are an integral part of our vision. Together, we provide innovative solutions that help our higher education customers deliver student success.

The Ellucian Partner Success Program connects colleges, universities, and foundations to companies that can help them meet today's challenges with new solutions and services. Because Ellucian is the leading provider of software, services, and insights, serving more than 2,400 customers in 40 countries around the globe, partner members benefit from access to one of the largest higher education communities in the world. We work closely with our Ellucian Partner Success members and provide specially designed tools, technical training, and services to ensure that members have a high degree of confidence in every Ellucian partner solution. In addition, members are invited to attend Ellucian Live, the largest user conference in higher education technology, which offers access to thousands of higher education decision-makers.

ADVANTAGES OF PARTICIPATION

Because customers often include Partner Success Program vendors and system integrators on their short list when they make purchasing decisions, you can take advantage of the breadth and scale of the Ellucian customer community to help reach more than 2,400 institutions with your higher education-related products and services. The partner program provides an advantage to our customers as well, enabling them to:

- Quickly identify the partner solutions that are right for their institution
- Find partners they can rely on for quality, reliability, and customer service
- Choose higher education-proven solutions
- Work more efficiently to deploy solutions faster

Ellucian Partner Success Program Membership Categories

TECHNOLOGY PARTNERS

Alliance Partners

Alliance Partners deliver software applications, hardware, and services that can extend, enhance, and integrate with Ellucian's core solutions.

Primarily independent software vendors, our Alliance Partners develop, distribute, and support their applications directly, through other channels, or through services providers with complementary solutions. This membership helps Alliance partners strengthen their positioning, broaden their sales opportunities, and extend their reach to a global higher education market.

Ellucian works with Alliance Partners to:

- Support the principles of extensibility, flexibility, collaboration, and common components
- Deliver a broad portfolio of technology solutions and provide strategic guidance
- Provide new capabilities designed to serve the needs of our customers' diverse constituencies
- Complement core Ellucian solution capabilities
- Expand access to current and innovative technology solutions

Strategic Partners

Ellucian collaborates closely with key software, service, and technology vendors to provide valuable capabilities. We invite select organizations with a proven track record in higher education to be Strategic Partners. We establish close relationships with our Strategic Partners and collaborate to jointly offer products and services that provide value to the higher education market.

Ellucian works with Strategic Partners to:

- Create positive customer experiences
- Generate incremental revenue
- Align technology and services
- Develop joint go-to-market strategies
- Invest in technology that complements and extends existing software and services



RESELLER PARTNERS

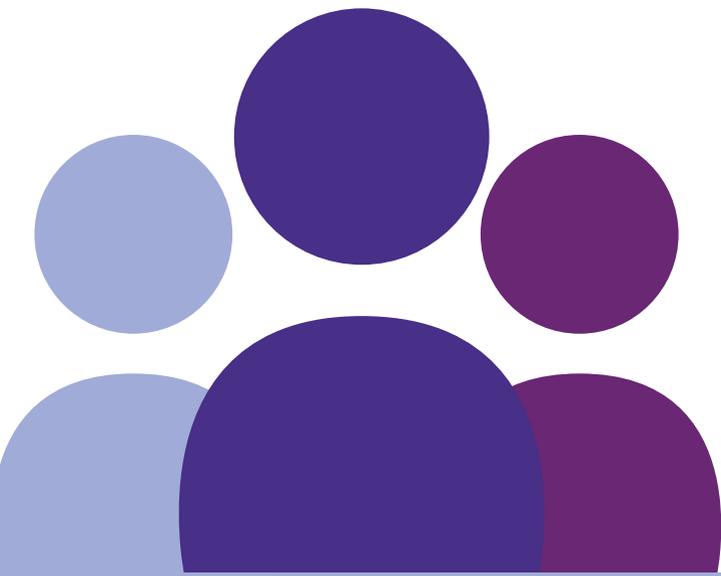
Reseller Partners are selected to sell Ellucian's products to higher education institutions in geographies strategic to Ellucian's international growth. Many resellers will also provide the professional services support to implement the products that they sell.

AUTHORIZED SERVICES PARTNERS

Authorized Services Partners are endorsed by Ellucian to implement Ellucian's products and solutions. They are authorized by the Ellucian Professional Services team to guarantee a successful implementation for our customers.

AUTHORIZED TRAINING PARTNERS

Authorized Training Partners serve as an extension of the Ellucian Global Education Services team providing regional training solutions to Ellucian clients around the globe. We position Training Partners for success by providing an in-depth onboarding experience that not only familiarizes them with requisite learning materials but also certifies that they are ready to deliver classes independently. Authorized Training Partners play an important role in advancing solution education, adoption, and ultimately student success in their respective regions.



Partner Success membership requirements

ALLIANCE PARTNERS

- Complete the online application and assessment process
- Have a strong higher education focus
- Have at least ten mutual customers with Ellucian
- Have at least three higher education customer references or a referral from an Ellucian customer
- Demonstrate financial stability
- Have sufficient implementation and support services to meet customer needs
- Offer solutions that complement Ellucian solutions and services
- Offer technology or services that extend, enhance, and can integrate with Ellucian solutions

- Obtain approval from Ellucian product management and business development liaison
- Submit the Partner Success membership agreement and pay the annual program fee
- Complete and maintain partner profiles
- Submit annual list of higher education customers

IN ADDITION TO THE ABOVE MEMBERSHIP REQUIREMENTS, STRATEGIC PARTNERS MUST MEET THE FOLLOWING GUIDELINES:

- Submit for Ellucian certification and approval of implementation and support services when applicable
- Submit strategic partner agreement
- Solicit approval for access to select Ellucian products





RESELLER PARTNER REQUIREMENTS:

- Complete the online application and assessment process
- Evidence of financial stability
- Size to invest
- Services capability
- Ability to provide Level 1 support
- Dedicated sales and pre-sales resources
- Ability to provide geographic coverage
- Positive brand and reputation in the marketplace
- Ability to support local requirements
- Higher ed industry knowledge

AUTHORIZED SERVICES AND TRAINING PARTNER REQUIREMENTS:

- Complete the online application and assessment process
- Evidence of financial stability
- Commitment to services quality
- Higher ed industry knowledge
- Positive brand and reputation in the marketplace
- Certified Ellucian implementation resources

Partner relationship types

PARTNER RELATIONSHIP MATRIX				
Relationship type	Defined	Requirements	Partner value	Customer value
Technology Partner- Marketing	Partner has access to marketing benefits and integration enablement tools	Approved technology partner	Marketing and technology enablement benefits	Customers and prospects have confidence in doing business with a proven higher education company
Technology Partner- Referral	Ellucian refers partners into its customer base	Approved technology partner	Recommendation and promotion within the Ellucian customer base	Customers and prospects have confidence in doing business with a proven higher education company with proven higher education solutions
Technology Strategic Partner- Ellucian as the reseller	Ellucian acts as a sales channel for the partner's products and services	<ul style="list-style-type: none"> • Compelling and complementary offering to Ellucian portfolio • Strong infrastructure to support Ellucian as a channel • Strong financials 	Ellucian sells partner products and services directly	Customers and prospects have confidence in the product's interoperability, delivery, and support
Technology Strategic Partner- Ellucian as the original equipment manufacturer (OEM)	Ellucian embeds partner products and services	<ul style="list-style-type: none"> • Compelling and complementary offering to Ellucian portfolio • Strong infrastructure to support Ellucian as a channel • Strong financials 	Ellucian sells partner products and services directly	Customers and prospects have confidence that Ellucian assumes full responsibility from sale to contracting, delivery, and support
Reseller	Partner sells Ellucian's products and services	<ul style="list-style-type: none"> • Strong regional market presence • Material sales and support resources • Strong financials 	<ul style="list-style-type: none"> • Partner with the global leader in higher education • The ability to sell Ellucian's full suite of solutions designed to drive student success • Access to Ellucian resources and support tools • Executive leadership support • Profitable compensation model 	Customers and prospects have confidence that Ellucian supports proven, in-region higher education companies to sell, deliver, and support Ellucian products

[CONTINUED]

PARTNER RELATIONSHIP MATRIX

<p>Authorized Services</p>	<p>Partner implements and supports Ellucian’s products</p>	<ul style="list-style-type: none"> • Strong regional market presence • Material support resources • Strong financials 	<p>Leverage Ellucian higher education technologies, global services, and support resources where available</p>	<p>Customers and prospects have confidence that Ellucian supports proven, in-region higher education companies to deliver and support Ellucian products</p>
<p>Authorized Training</p>	<p>Partner delivers training solutions such as in-person and virtual instructor-led classes in a public and private capacity</p>	<ul style="list-style-type: none"> • Highly capable instructors and classroom facilities • Ability to manage all course registration and logistics • 1st Level IT support to maintain and troubleshoot hands-on training environments 	<ul style="list-style-type: none"> • Strengthen brand by partnering with global leader in higher education • Profitable compensation model • Maximize knowledge in Ellucian solutions 	<p>Customers have regional access to essential learning solutions that increase product adoption and return on investment</p>

Members receive technical information to understand Ellucian software and complete basic integration according to Ellucian best practices.

Product and technology enablement

TECHNICAL SERVICE REQUESTS

Technical support may be available as part of membership, or can be purchased as needed.

ELLUCIAN SUPPORT CENTER

The Ellucian Support Center features a technical support hotline and a web-based support application. Members may use the Ellucian Support Center to access the Ellucian XE Registry, integration documentation, review patches, release schedules, and more. The Ellucian Support Center is available at www.ellucian.com/Solutions/Ellucian-Client-Support.

Initial Support Center accounts are automatically created and assigned to the partner's primary contact. To request additional accounts, or to get the username and password for an existing account, send an email to actionline@ellucian.com and include your full name, company, title, phone number, and email address.

PRODUCT ROADMAP AND PRODUCT CALENDARS

Product roadmaps and calendars are available through the **Ellucian Support Center**. Product calendars show releases that are generally available, in construction (with an expected release date), and with fixed dates (e.g. regulatory releases).

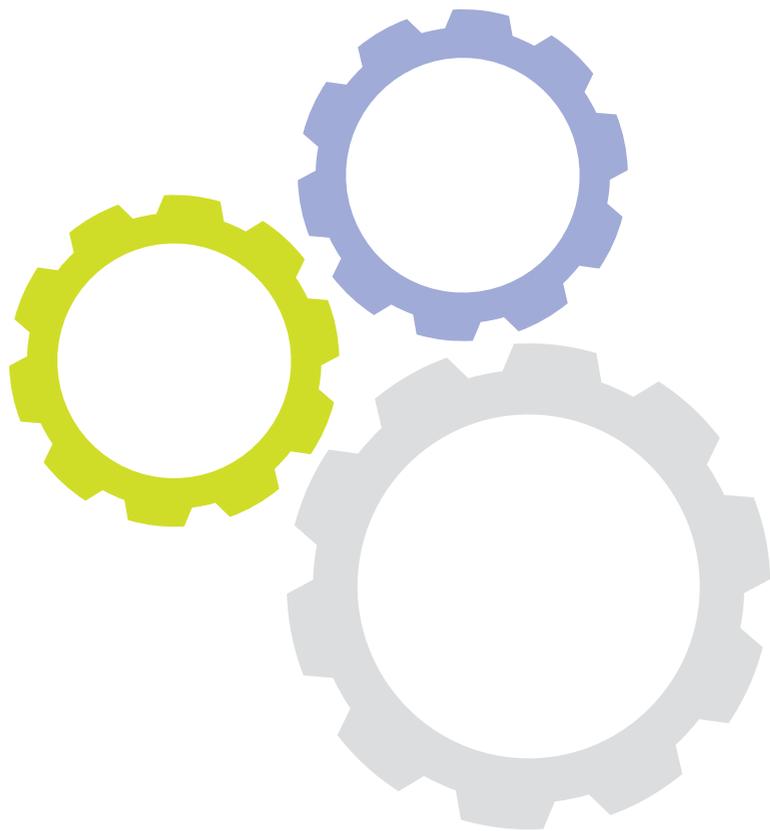
Every day, we work to enhance existing solutions and create new technologies and services that meet your specific needs. Want to know where we're headed? Our product roadmaps provide a high-level overview of our solutions and what we have planned for the future.

The information provided in product roadmaps and calendars is subject to the confidentiality and non-disclosure terms and condition of the terms of use. Please note that each roadmap is marked with a disclaimer, and these roadmaps are in no way contractual or binding.

Product calendars are not contractual commitments, but they can be used with an appropriate level of assurance for general planning purposes. Product roadmaps provide vision and insight into the current plans and future direction of a product line. Release dates are specific when possible, but can be listed in

a range, such a quarter of a year. By definition, product roadmaps include more uncertainty than product calendars.

Product roadmaps carry the following disclaimer: “This document contains forward-looking statements based on current expectations, forecasts, and assumptions of Ellucian that involve risks and uncertainties. Forward-looking statements are subject to risks and uncertainties associated with Ellucian’s business that could cause actual results to vary materially from those stated or implied by such forward-looking statements.”



ELLUCIAN XE REGISTRY

The **Ellucian Extensible Ecosystem**, or XE, is a technology strategy to protect your investments and help you expand or adopt solutions as priorities shift. The Ellucian XE Registry is the authoritative resource for discovering, testing, and interacting with Ellucian XE application programming interfaces (APIs). Ellucian maintains a continuous development process for the registry along with a phased rollout plan. Partners will receive instructions on how to access and use the Ellucian XE Registry to help integrate their solution with an Ellucian product.

We offer several benefits to enhance 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.

Marketing enablement

ELLUCIAN PROGRAM LOGOS

The Ellucian partner logo can be used for marketing materials, booth exhibits, and websites that refer to your products or services and highlight your partnership with Ellucian.

ELLUCIAN PARTNER PROFILE

To help promote your solutions with Ellucian customers and our field organization, Ellucian Partner Success Program members are required to complete a partner profile that includes company, product, and technology information as well as the nature of partnership. These profiles are available on the Ellucian website and partners are searchable by name and by functional category.

ELLUCIAN LIVE, ELLUCIAN WORLD TOUR, AND ELLUCIAN USER GROUP MEETINGS

Ellucian Success Program Partners will have access to fee-based opportunities for Ellucian Live, the Ellucian World Tour, and Ellucian user group meetings throughout the year. Partners have opportunities to exhibit at Ellucian Live and/or Ellucian World Tour, purchase web and/or print advertisements in Ellucian Live and/or Ellucian World Tour collateral, or reserve an on-site hospitality room during events. These benefits are offered exclusively to our Ellucian Partner Success Program members.

For the latest information on Ellucian Live, bookmark www.ellucian.com/ellucianlive. If you have questions about Ellucian Live exhibitor and sponsorship opportunities, contact Wendy Anderson, senior event sales executive, at wanderson@nthdegree.com or 617-848-8756 or Don Rosette, senior event sales executive, at drosette@nthdegree.com or 617-848-8766.

Ellucian Partner Success Forum

The annual Ellucian Partner Success Forum provides partners with access to the executive leadership team, product managers, and sales force. Designed to help you make the most of your partnership with Ellucian, the forum covers a range of topics such as current technology challenges, winning sales approaches, and ways to leverage business relationships. In addition, we host a partner networking event during Ellucian Live to provide partners with an opportunity to connect with Ellucian leaders and executives, hear the latest updates on our solutions, and discover how to differentiate your business with our customers.

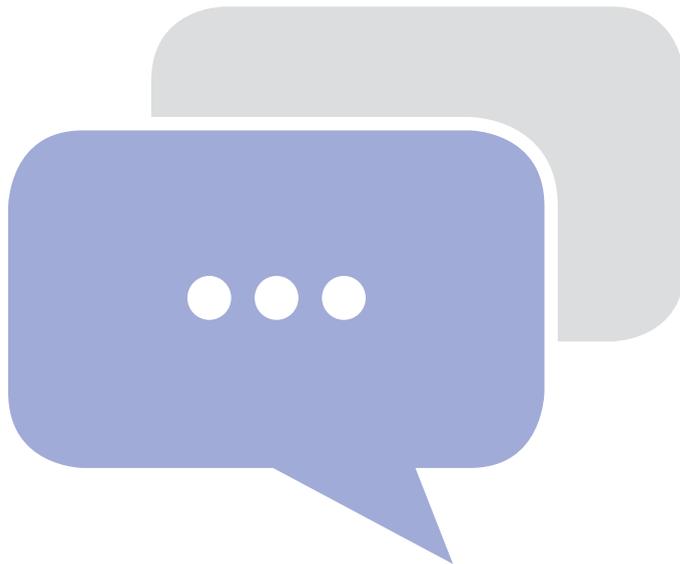
STRATEGIC, RESELLER, AND AUTHORIZED SERVICES PARTNERS

In addition to the above marketing benefits, Strategic, Reseller, and Authorized Services partners also receive the following benefits:

- **Dedicated go-to-market resource**
Strategic, Reseller, and Authorized Services partners are assigned a product marketing manager or a field marketing manager who will be the single point of contact for go-to-market requests. Partners complete a partner marketing request form and review all marketing requests with their dedicated product marketing or field marketing manager. Upon approval, the product marketing or field marketing manager will work

with the partner and members of the Ellucian team to determine the best strategy to fulfill the request.

- **Co-branded collateral and customer case studies**
Upon approval, the partner will take the lead in content creation and design, using Ellucian's partner template, and will route it through Ellucian for approval prior to publishing externally. Ellucian must receive documented customer consent for all customer quotes and statistics used in co-branded collateral and case studies. Materials that include customer quotes, such as case studies or other related content, must be reviewed by the customer every 12 months.
- **Media opportunities**
Partners must receive the necessary approvals prior to any proposed media opportunities (including press releases, news briefs, social media, article placements, joint presentations, and other media opportunities) with their dedicated product or field marketing manager to determine the best strategy to fulfill the request.
- **Marketing campaigns and presentations**
Partners must receive the necessary approvals anytime Ellucian or Ellucian products are mentioned in partners' marketing campaigns, presentations, or written collateral. Partners should work with the field marketing manager within their region to receive approval and support on their requests.



Ellucian has more than 90 partners and is committed to strengthening each relationship.

Sales enablement

ACCESS TO ELLUCIAN FIELD TEAM

Partner Success members may be invited to speak to the Ellucian sales team about specific product innovations and provide market insight and best practices specific to your products and solutions.

Partner support

SELF-SERVICE PARTNER PORTAL

The Partner Success Okta log-in is the online resource for Partner Success members to access information and program benefits and information about Ellucian products. In addition, members can take advantage of the portal to communicate respective company information to Ellucian customers and employees. Partners are required to accept the terms and conditions of the Partner Success portal prior to receiving user login ID and passwords.

À la carte benefits

INTEGRATION CONSULTING SERVICES

Ellucian consulting service resources will help you develop and test the integration process to ensure a smooth and successful integration. For more information, send an email to si@ellucian.com.

eLEARNING

We provide eLearning options to help members understand Ellucian products from an administrative user perspective. Content includes high-level product updates, vision presentations, and strategy overview sessions. Partners are encouraged learn about **Banner® by Ellucian**, **Colleague® by Ellucian**, the **Ellucian Luminis® Platform**, and other products and technologies.

INSTRUCTOR-LED TRAINING

Partners are encouraged to attend remote and in-person training scheduled by **Ellucian Education Services** to stay up-to-date on Ellucian solutions' evolving features and functionality. The course catalog and schedules are available in the resources section of the **Ellucian Education Services webpage**.

Fee schedule

To receive the benefits outlined in the program guide, partner success program members may be required to pay an annual membership fee (see table at right). Technology Partner membership must be renewed annually by January 1. The fee for new memberships executed after June 30 is prorated at 50 percent. Please reference the fee schedule for all fee-based benefits.

PARTNER COMMUNITY PROGRAM SCHEDULE OF FEES		
Reseller Partner		n/a
Authorized Services Partner		n/a
Authorized Training Partner		n/a
Strategic Partner		Partner specific
Alliance Partner		\$10,000 annually
Offering	Description	Price
Professional Services Support	Remote consulting services to assist in building and/or testing data integration	Time and materials at \$187 per hour
Temporary access to test environment	Test environment to support integration testing*	TBD - Monthly fee per requirement
Technical support requests	Additional packages of five support cases	\$2,000
Ellucian Live and Ellucian World Tour	Exhibit and sponsorship opportunities at Ellucian Live, the Ellucian World Tour, and annual user groups	Varies based on level of participation
eLearning via the Ellucian On-Demand Subscription Library	On demand library of product training material and courses	20 percent discount for partners
Instructor-led training		20 percent discount for partners

* Ellucian is investigating offering cloud-based environments for simplicity in deployment and usage-based costs.

If you have additional questions, please contact us at the appropriate department.



Key contacts

INTEGRATION CONSULTING

- si@ellucian.com

ELLUCIAN SUPPORT CENTER/TECHNICAL SUPPORT

- actionline@ellucian.com
- www.ellucian.com/solutions/ellucian-client-support/

TRAINING: ELLUCIAN ON-DEMAND SUBSCRIPTION LIBRARY/INSTRUCTOR-LED TRAINING

Subscription orders, class content, and access to the training portal:

- www.ellucian.com/educationservices/
- edservices@ellucian.com

RESELLER PARTNER REQUESTS

- resellers@ellucian.com

AUTHORIZED SERVICES AND TRAINING PARTNER REQUESTS

- servicespartners@ellucian.com

ELLUCIAN PARTNER FORUM

- ask.bd@ellucian.com

ELLUCIAN LIVE

- www.ellucian.com/ellucianlive
- drosette@nthdegree.com
- wanderson@nthdegree.com

BUSINESS DEVELOPMENT

- ask.bd@ellucian.com

TEST ENVIRONMENTS

- jeff.davison@ellucian.com

**Ellucian brand guidelines:
Explore them. Use them.
Embrace them.**

**The success of our brand
depends on our ability
to present a consistent
experience to our customers.**



The Ellucian brand

For the past 40 years, we've been solely focused on higher education. That's why today, with 2,400 higher education institutions in 40 countries around the world, Ellucian is the leading provider of software, services, and insights.

Our company is focused entirely on modern technology designed for higher education.

Our sole purpose is this: to help students achieve success and advance our entire society.

We do this by providing the technology, solutions and services that institutions and students need.

Higher education fuels the world's economies, transforms technology and promotes the arts and humanities.

Higher education helps to build a better society. Research tells us that graduates are healthier and earn higher salaries. These graduates are better prepared to care for their families and contribute to their community.

And we help students best by helping the institutions that serve them.

So we've created this brand style guide to provide clear standards and guidelines. Please follow them to consistently convey our brand expression and strengthen our reputation as the higher education authority.

The following pages walk you through the guiding factors for the Ellucian brand. We've also included examples of dos and don'ts and helpful links.

MARKETING ENABLEMENT

The Ellucian Partner Success Program offers several marketing benefits to assist with your sales and marketing activities. These benefits are offered in addition to any specific marketing benefits that are included in your partnership agreement(s) with Ellucian.

Because the Ellucian logo is the cornerstone of our brand identity, it is important that it always appears correctly and consistently to reinforce brand recognition and trust.

ELLUCIAN PROGRAM LOGOS

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

FOLLOW THESE SIMPLE RULES WHEN USING THE LOGO:

- ✓ Use the logo provided
- ✓ Do not alter the logo in any way
- ✓ Do not create your own Ellucian logo
- ✓ Do not combine the logo with any other graphic element, e.g. text, illustration, or logotype
- ✓ Use only approved colors
- ✓ Allow for “safe space” and adequate size
- ✓ Do not use the logo in headlines or embed in text



Color helps distinguish our brand in a single glance.

The standard logo color is Ellucian Violet. In addition, a black and white version is available.

Reproductions of this logo should be at 100% black. No shades of gray may be used.



	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	

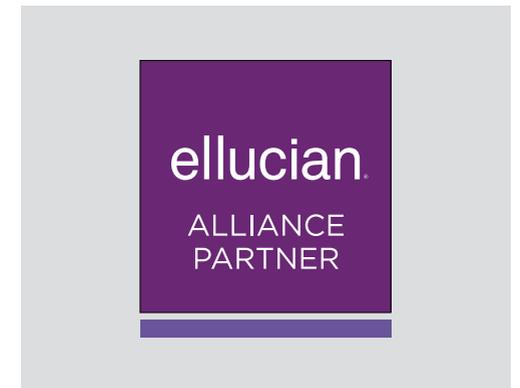
	CMYK	72	0	27	0
	RGB	4	188	195	

CLEAR SPACE

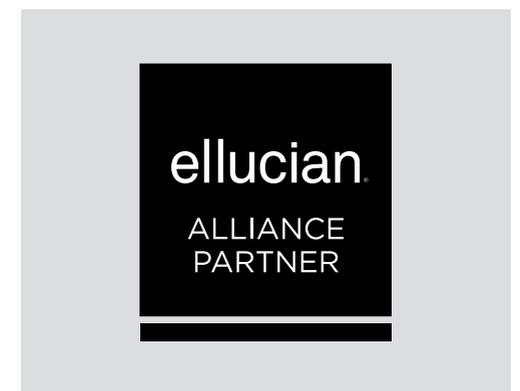


1 IN. MINIMUM WIDTH

**ELLUCIAN VIOLET +
ACCENT COLR**
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



If you have questions regarding the proper use or placement of the Ellucian logo, please contact brand@ellucian.com.

Never attempt to recreate the Ellucian logo. Always use an approved logo file from marketing.

FORMATS

The Ellucian logo (or wordmark) is available in multiple formats for printed materials, the web, or digital displays.

If you need to, you can use the black and white versions, but use Ellucian Violet as the brand standard whenever possible.

Logo for printing

- high-resolution .eps file

Logos for digital displays or web

- low-resolution .jpg
- transparent .png files

LOGO DON'TS

- ✗ **DON'T** skew or stretch the Ellucian logo.
- ✗ **DON'T** mix or combine other elements with the logo.
- ✗ **DON'T** use the logo in any other color combination.
- ✗ **DON'T** rotate or use the logo on an angle.
- ✗ **DON'T** recreate or alter the typeface.



Illustration is a powerful brand cue that can reinforce primary messages and make the complex simple in our communications.

ILLUSTRATION INTENT

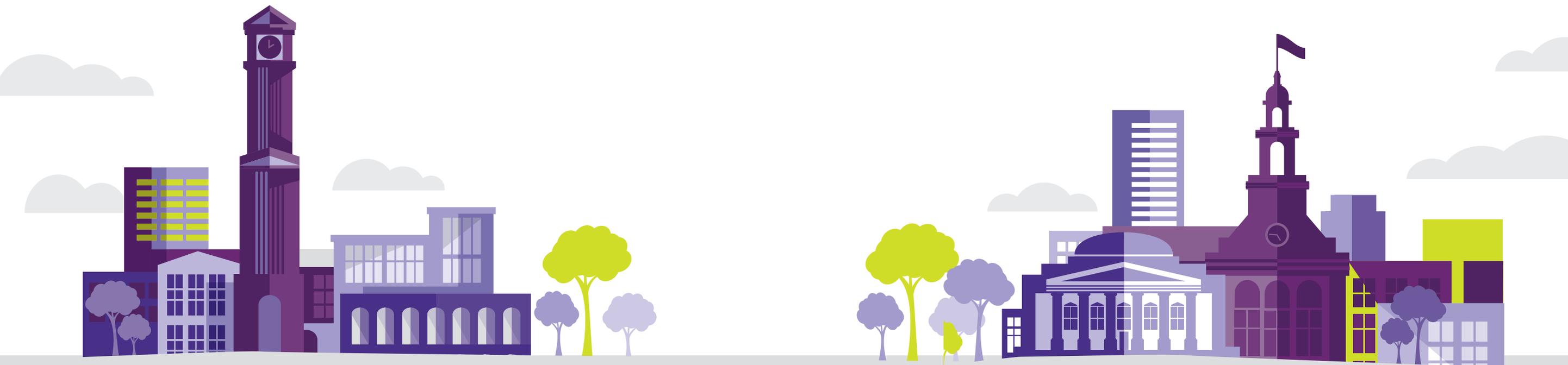
We strive to connect with our audiences authentically. Therefore, we prefer to incorporate realistic photography in place of illustration where appropriate.

OUR ILLUSTRATION STYLE IS SIMPLE, FUNCTIONAL, AND CLEAR.

Like the Ellucian logo, our illustration style focuses on straightforward and simple representations of symbols, ideas, processes, and information.

Translation of online and offline illustration should align to the Ellucian.com style. Please contact Partner Marketing for approvals of any illustrations that are intended to appear on websites.

Our logo sets the tone for the overall style—clear, simple, and open. While illustrations should not be used for branding or identity elements, they are used for iconography, information graphics, and conceptual illustrations.



CORE LOOK AND INSPIRATION



One of the largest suppliers of cloud services in higher education



40+ years
in higher
education



Banner® Advancement provides powerful fundraising software that can help you connect more personally, create successful campaigns, and manage donations.

PowerCampus™ Advancement makes it easy to engage on a personal level to all and respond to individuals' needs more effectively, and deliver the kinds of experiences that create relationships that last a lifetime.

Colleague® Advancement helps you use the resources you have more efficiently to build a successful outreach program that helps you get the donations you need.

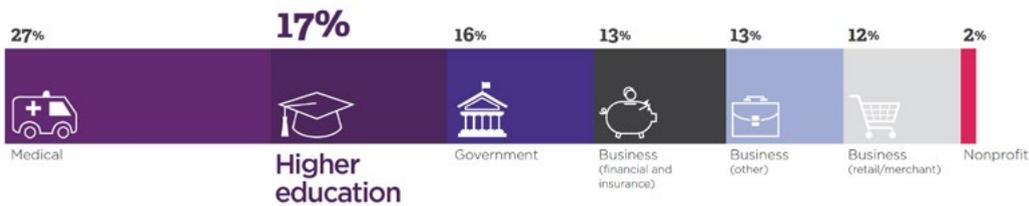
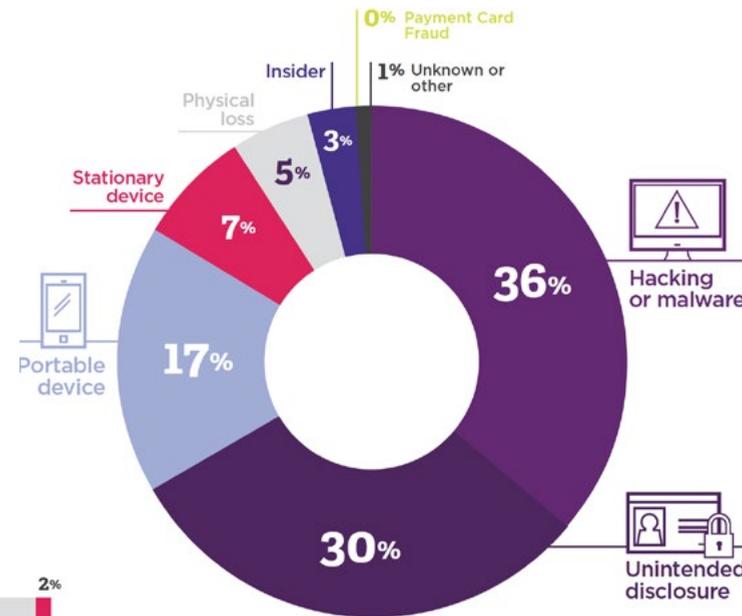
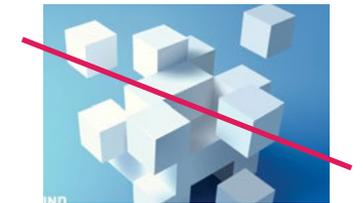
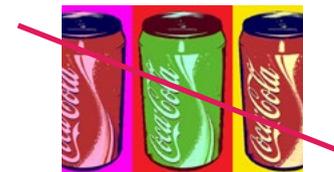
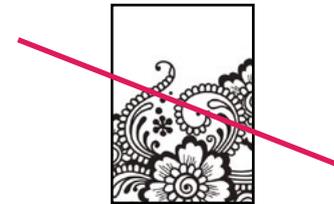
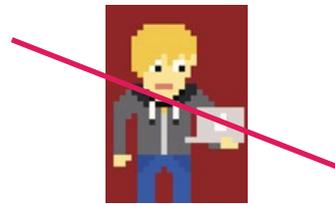


ILLUSTRATION DON'TS

- ✗ DON'T use low-quality or pixelated images.
- ✗ DON'T use colors outside the Ellucian palette.
- ✗ DON'T use overly complex illustrations or concepts.
- ✗ DON'T use violent or offensive images.
- ✗ DON'T use images that are purely decorative or non-functional.
- ✗ DON'T use unlicensed artwork.
- ✗ DON'T use gradients, gloss effects, or drop shadows.
- ✗ DON'T use 3-D images.



Congratulations on becoming an Ellucian partner
and welcome to our partner program.

Thank you for your attention and adherence to the program's terms and
to our logo and brand guidelines.

HEADQUARTERS: 4375 FAIR LAKES COURT, FAIRFAX, VIRGINIA 22033, USA

PHONE: +1 800.223.7036

www.ellucian.com

ellucian®