



SIMS

Branding guidelines -
SIMS partners

Branding guidelines for SIMS partners

This brand book provides guidance for SIMS partners in using the SIMS brand in the promotion and marketing of their own products.

It is important that you follow these guidelines to correctly promote your relationship with Capita SIMS and to protect the integrity of the SIMS brand.

Why showcase you are a SIMS partner?

- Highlight the importance of a partnership with us to the schools you work with
- Use our endorsement to show your products and services are reliable and credible
- Ensure your customers understand the benefits of the interface between our products.



Showcasing you are a SIMS partner

What type of partner are you?

There are two categories of SIMS partner; Commercial Partner and Integrator. Integrators can also be accredited. If you are unsure which category you belong to, please take a look at our website or contact the partner team.

Below are the approved partner logos partners are able to use, depending on their classification:



As we make the transition into our cloud based, next generation products, it may be necessary it provide your customers with further information about how your product integrates with SIMS. To provide this detail, please use the following approved statements according to how you read or write to SIMS:

Commercial Partner – SIMS Primary or SIMS ID

As a Commercial Partner, our product *[insert product name]* is endorsed by SIMS and is re-sold as part of their suite of the products that integrates with SIMS Primary *and/or* SIMS ID.

Commercial Partner – SIMS 7 or SIMS FMS

As a Commercial Partner, our product *[insert product name]* is endorsed by SIMS and is re-sold as part of their suite of the products that integrates with the current version of SIMS *and/or* SIMS FMS.

Accredited Integrator - SIMS Primary or SIMS ID

As an Accredited Integrator, our product *[insert product name]* has been verified and checked to ensure its interface for reading and writing into SIMS Primary *and/or* SIMS ID meets Capita security and will continue to work in all subsequent releases of SIMS Primary *and/or* SIMS ID.

Accredited Integrator - SIMS 7 or SIMS FMS

As an Accredited Integrator, our product *[insert product name]* has been verified and checked to ensure its interface for reading and writing into the current version of SIMS *and/or* SIMS FMS meets Capita security and will continue to work in all subsequent releases of SIMS Primary *and/or* SIMS ID.

Integrator – SIMS Primary or SIMS ID

As an Integrator, our product *[insert product name]* meets the technical requirements for reading and writing into SIMS Primary *and/or* SIMS ID.

Integrator - SIMS 7 or SIMS FMS

As an Integrator, our product *[insert product name]* meets the technical requirements for reading and writing into the current version of SIMS *and/or* SIMS FMS.

If you are unsure which statement or logo to use in your marketing, please contact the partner management team.

Referring to SIMS

Using the SIMS partner logos

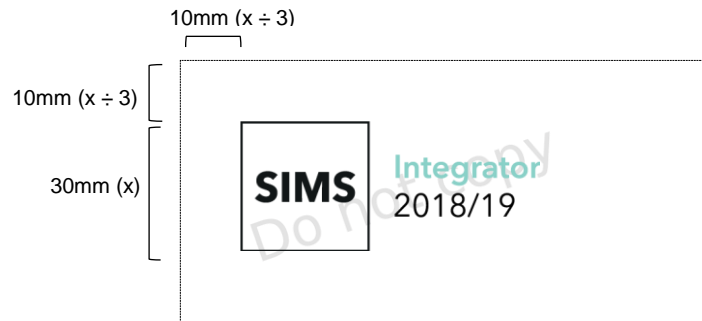
You should lead with your own logo and sign off with the correct SIMS partner logo. The SIMS logo must not appear larger or more prominent than your product or service name, trademark or service mark, logo, or trade or company name.

Always use the original version of the logo as supplied to you. Do not distort, stretch or narrow the logo. Do not use any version of the old logo, add any additional text to the artwork or change the colour.

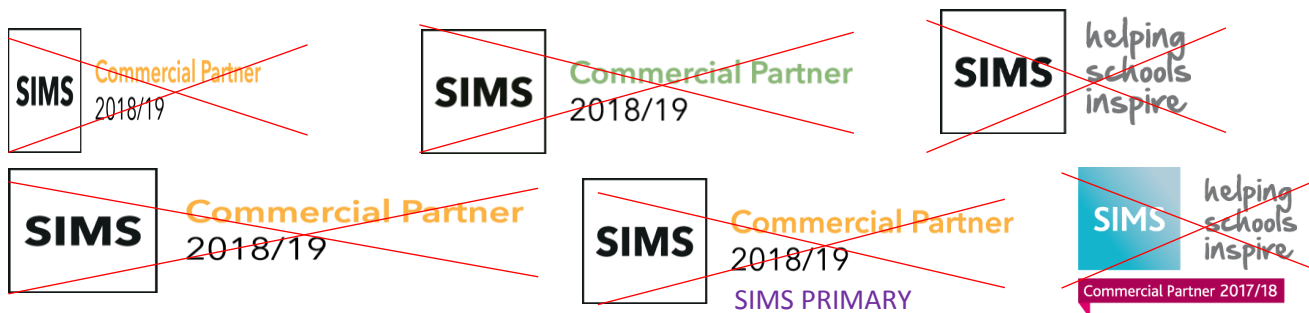
Correct use of the logo



The exclusion area (minimum clear space around the logo) should be a third of the height of the logo.



Incorrect use of the logo



Referring to SIMS in copy

Always spell **SIMS** in upper-case, either do not prefix with Capita or refer to as Capita SIMS on first usage only. Never use any other variations e.g. (SIMS.net).

When referring to **SIMS modules** in your communications always prefix with SIMS e.g. SIMS Finance, SIMS Agora, SIMS ID.

Your website

We provide Commercial Partners with a dedicated page on our website in addition to a unique URL. We would appreciate it if you could link to this from your website using the copy below to demonstrate that you are part of the SIMS Partnership scheme.

We work in partnership with Capita SIMS. To find out more about our partnership with them and to learn how our product integrates with SIMS visit the SIMS website*

*Where the words SIMS website are underlined please link to your partner page on the SIMS website rather than to the SIMS homepage.

Collateral

Any collateral hosted by on the SIMS website must contain the SIMS contact details, rather than your own. Please add the following footer on the last page of your collateral:

We work in **partnership** with Capita SIMS, to find out more about our partnership with them and to see how our product integrates with SIMS contact us below:

t: 01234 170 1724

e: info@capita-sims.co.uk

w: www.capita-sims.co.uk/yoururl

SIMS

Commercial Partner
2018/19

CAPITA

Dual branded collateral produced by Capita

Dual branded print collateral for Commercial Partners will follow the SIMS branding and will feature:

- Inspirational, relevant and real-life people photography
- Use of the bright SIMS colour palette
- Copy that focuses on how the product helps improve school outcomes, rather than a list of functions

The SIMS marketing team will work with commercial partners to create a dual branded brochure.



Print

We reserve the right to spot check all advertising and collateral bearing the SIMS brand and may periodically send out requests for samples. We also reserve the right to review advertising in publications for compliance with these guidelines.

Digital

Regular reviews are carried on search engine usage of the SIMS term in ad copy. All partners must make it clear in Search Engine Results page copy that they are a third party provider, and must not mislead users into thinking they are part of Capita SIMS. Unauthorised use of Capita created copy is not permitted.

Legal guidelines and considerations

Partners must correct any deficiencies in their use of the logo and ad copy and cease and desist from further publication or distribution of the materials upon reasonable notice from Capita Education Software Solutions. Refusal to correct such deficiencies or to cease publication of distribution could result in revocation of their partner status.

You may use the SIMS Partner logo (“the logo”) solely on collateral such as business cards, advertisements, newsletters, websites, at trade shows and other promotional events, and in any venues where you wish to promote yourself and your professional relationship with Capita Education Software Solutions.

You must use the logo only to signify that you hold a relationship with SIMS.

You must:

- be a currently contracted SIMS partner before using the SIMS partner logos
- attribute the logo to Capita in all materials as follows: “SIMS is a registered trademark of Capita plc.”
- you must ensure your trade name or organisation’s name appears on any materials where the logo is used.

You must not:

- display the logo in any manner that suggests that you are an employee of Capita or in a manner that suggests that Capita is part of your company name, or that your product is built by Capita or part of the SIMS suite
- use the logo in any manner that is derogatory to or critical of Capita or any Capita or SIMS product
- use the logo in any way that expresses or might imply the existence of any legal partnership with Capita, or Capita's affiliation, sponsorship, endorsement, certification, or approval, other than as a SIMS partner as outlined previously in this document
- use the logo, or any elements thereof, in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks
- combine the logo with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols or web site and audio files
- use the logo as a design feature or imitate it on any of your materials
- use the logo in any way other than as specified in these guidelines

For help and assistance please contact the Partner Management team on:

e: partner.management@capita.co.uk
t: 01234 832186

For all branding requirements please email simscampaigns@capita.co.uk