



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 ESS and to protect the integrity of the SIMS brand.

Why should you showcase that you are a SIMS partner?

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



Showcasing that you are a SIMS partner

What type of partner are you?

There are two categories of SIMS partner: Commercial Partner and Technical Integrator. Integrators can also be accredited. If you are unsure which category you belong to, please look at our SIMS Partner Directory on our website or contact the Partner Management Team.

Below are examples of approved partner logos that partners may use, depending on their classification:



Commercial Partner

2022/23



Accredited Integrator

2022/23



Integrator

2022/23

Referring to SIMS

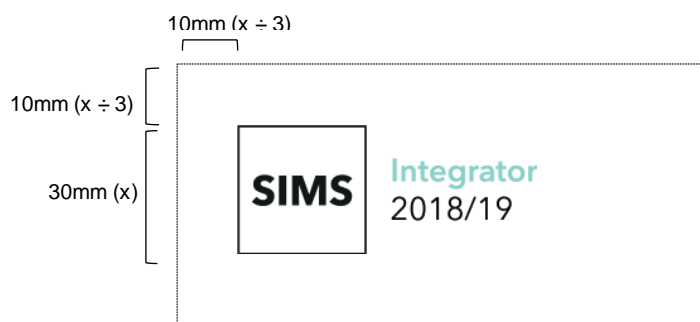
Using the SIMS partner logos

You should lead with your own logo and sign off with the correct SIMS partner logo. The SIMS logo must be smaller or less prominent than your product or service name, trademark or service mark, logo, or trade or company name.

Your logo

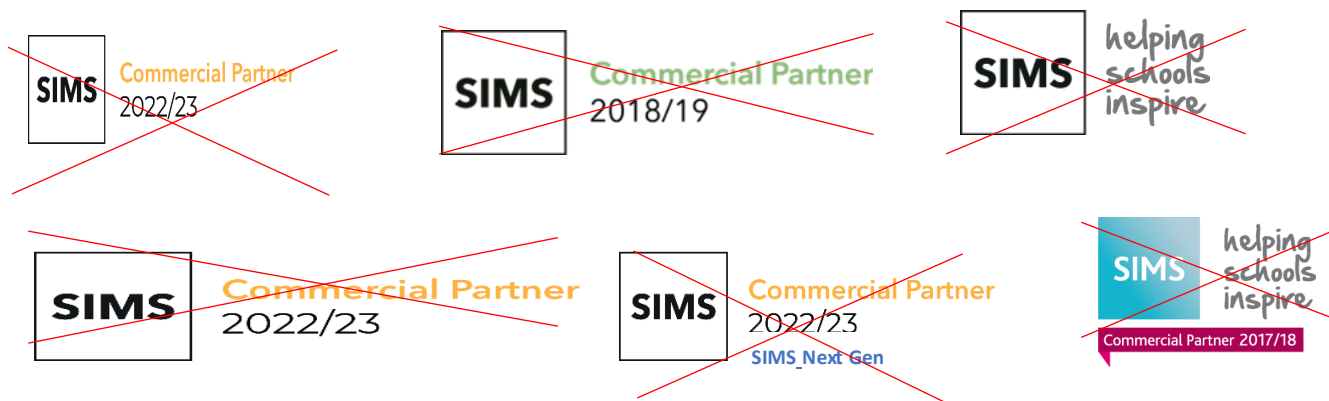


The exclusion area (minimum clear space around the logo) should be a third of the height of the logo.



Incorrect use of the logo

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



Referring to SIMS in copy

Always spell **SIMS** in upper-case, either do not prefix with ESS or refer to as ESS 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 ID.

Your website

We provide Commercial Partners with a dedicated page on our website and 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 ESS. 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.

Dual-branded collateral produced by ESS

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 communicates 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

ESS regularly reviews search engine usage of the SIMS term in ad copy. Partners must make it clear in Search Engine Results page copy that they are a third-party provider and must not suggest that they are part of ESS SIMS. Unauthorised use of ESS-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 Education Software Solutions. Refusal to correct such deficiencies or to cease publication or 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 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 ESS in all materials as follows: “SIMS is a registered trademark of Education Software Services Ltd”
- 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 ESS or in a manner that suggests that ESS is part of your company name, or that your product is built by ESS or part of the SIMS suite
- use the logo in any manner that is derogatory to or critical of ESS or any ESS or SIMS product
- use the logo in any way that expresses or might imply the existence of any legal partnership with ESS, or ESS’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 assistance, please contact the SIMS Partner Management team on:

e: simspartnermanagement@parentpay.com

t: 01234 832186