GoTo
Partner
Network

GoTo Partner Network Brand Guidelines

![GoTo Partner Network logo]

Welcome to the GoTo Partner Network Guidelines. Here you'll find everything you need to know about our brand, as well as how to use it.

Using the guidelines

Please read and follow these guidelines
carefully to keep our brand feeling consistent

The GoTo Story

Your time matters. Whether you're spending it with loved ones, taking on a big project, or planning your next great adventure. Do you know what shouldn't matter? All the little stuff that wastes your time – or even worse, steals it. Mid-meeting audio glitches. Patchy remote access. Unhelpful support tools. The list goes on.

At GoTo, we believe flexible-work software should lift you up, not weigh you down. That's why we make communication & collaboration, IT management and support tools that make it easy for you do your best work, wherever. Solutions built for IT and ideal for SMBs, designed to help you reclaim your time, freeing you up to do the things you need, so you have more time to do the things you want. We're here to ensure the time you work is well-spent, so your time outside work can be better spent.

Contents

1.0 Overview & Guidance

Overview

At GoTo, we're lucky to work with best-in-class partners to promote our brands and bring our technology, solutions and knowledge to your amazing customers around the world.

We see brand building as a shared endeavor, so it's in our best interests to protect the GoTo brand and our product brands, names, logos, trademarks and service marks – our valuable intellectual property – from misuse, dilution, misappropriation or confusion.

The GoTo Corporate Communications, Global Brand + Creative and Legal Teams have set the following criteria for joint and co-branded communications, campaigns and marketing materials developed by partners across the global GoTo Partner Network.

Guidance

It's important for our customers to know and understand whether they're working with a partner of GoTo or directly with GoTo or its products. The difference between the two is extremely important, and we ask that our partners take the responsibility to communicate the unique difference through naming, visual representation and branding. Your company's logo, website, social media assets, email signatures and all other branding plays an important role in differentiating the two entities.

We reserve the right to request that you rebrand, rebuild assets, and make any and all necessary changes to avoid trademark-infringing or improper brand use. We'd like to avoid these situations, which is why we ask that you consult these guidelines and adhere to the policies of a productive partnership!

Quick Hits

Our partners are members of the GoTo Partner Network. What you are selling to your customers are our products (GoTo Meeting, GoTo Resolve, Pro, etc.).

Do not refer to the network as the "GoTo Connect Partner Network", the "Resolve Partner Network", etc.

The partner network name should always be spelled out in full; do not abbreviate GoTo as GT.

2.0 Naming & Logo Usage

Your Company Name & Branding

To protect the integrity of the GoTo brand and product names – and to avoid customer confusion – partners should never use the GoTo name or any product or portfolio brand names in any part of your company's name or your product/service names.

✓

ABC Telecommunications

Roseburg Communications

ServicioPlus Soluciones

✗

GoTo Telecommunications

Resolve Communications

GoTo Connect Soluciones

GoTo Product Names

The way our product and solution names appear in plain text may not match the way they look as logos. The capitalization and spacing between elements can differ depending on the product or solution (legacy, newly rebranded, etc.) So make sure you follow exactly how they're written here. As a rule of thumb, avoid using all caps on product and solution names in headlines.

GoTo Connect

GoTo Phone, Meeting, Messaging

GoTo Meeting

GoTo Webinar

GoTo Training

GoTo Room

GoTo Contact

GoTo Stage

GoTo Resolve

RSG/UCC Point Solutions

GoToMyPC
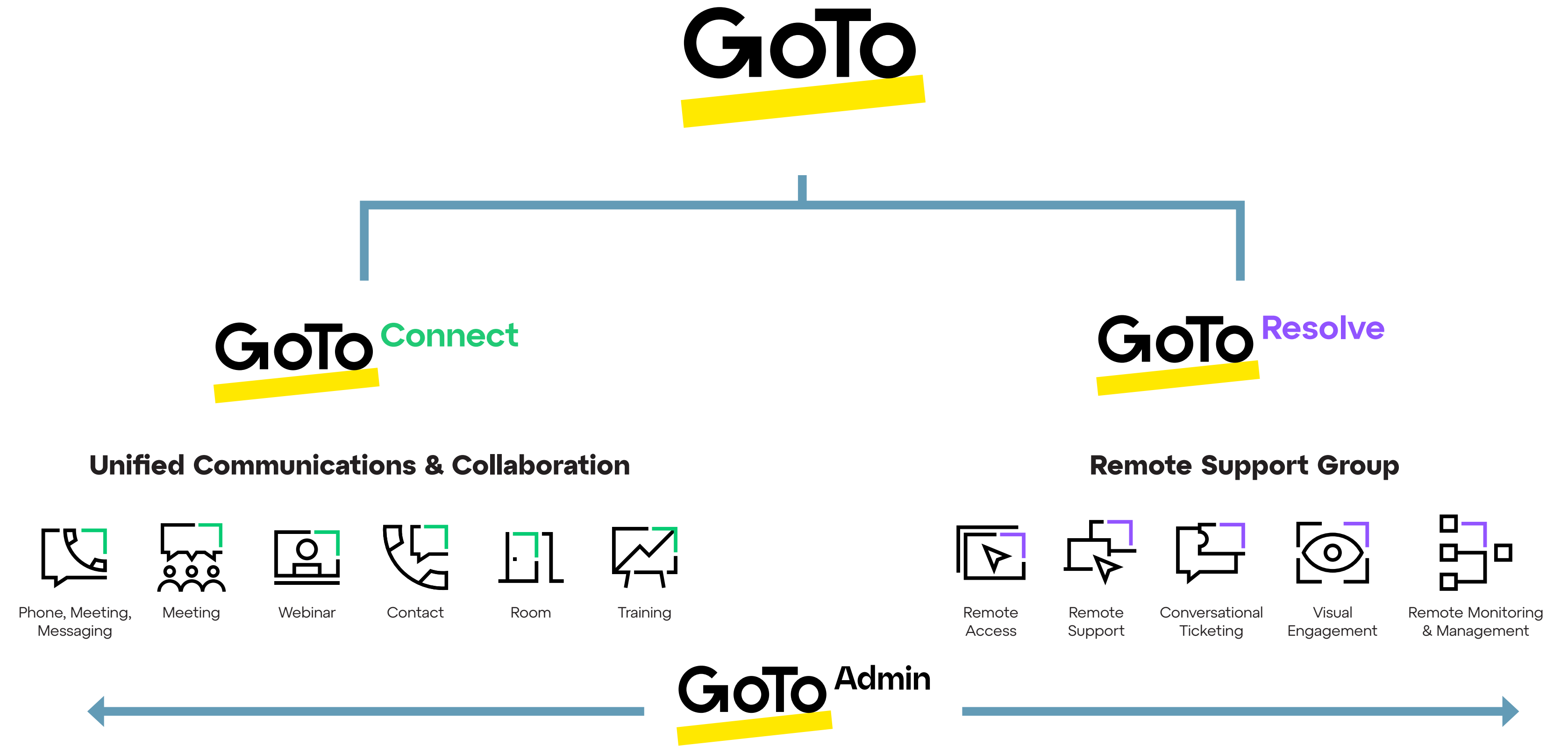
GoToAssist

Rescue

Central

Pro

Grasshopper

OpenVoice

join.me

GoTo

Brand Architecture
This is our GoTo portfolio, featuring
GoTo Connect and GoTo Resolve,
our hero product brands.

GoTo Connect

GoTo Resolve

Unified Communications & Collaboration

Phone, Meeting,
Messaging

Meeting

Webinar

Contact

Room

Training

Remote Support Group

Remote
Access

Remote
Support

Conversational
Ticketing

Visual
Engagement

Remote Monitoring
& Management

GoTo Admin

UCC/RSG Point Solutions

Grasshopper®

join me

OpenVoice

Rescue

Central

Pro

MY PC GoToMyPC

GoToAssist

3.0 GoTo Partner Network Logo

GoTo

Partner
Network

Primary Logo
The logo is available in 2 colorways. To maintain consistency and legibility, only use the combinations of colors shown.

Always use the logo artwork provided.

GoTo Partner Network

Primary Monotone Logo
We have two mono logos, these should be used only in exceptional circumstances, such as when color printing is not an option.

GoTo Partner Network

Secondary Logo
The vertical version of the logo should only be used when space is limited.

As with the primary version of the Partner Network logo, the monotone version should only be used in special circumstances when color printing is not an option.

GoTo
Partner
Network

GoTo
Partner
Network

GoTo
Partner
Network

GoTo
Partner
Network

Logo Clearance
To ensure brand impact and legibility, we have specified a clear space rule for logo usage. This allows our logo the breathing space to always be clearly recognizable. This applies to the horizontal and vertical logos.

GoTo Partner Network

Logo Sizing

To maintain legibility and brand integrity, avoid using the logo smaller than 65px wide in digital formats and 0.5in wide in print formats for the primary logo.

Avoid using the logo smaller than 35px wide in digital formats and 0.25in wide in print formats for the secondary logo.

GoTo Partner Network

GoTo Partner Network

Digital Minimum
Width = 65px

GoTo Partner Network

Print Minimum
Width = 0.5in

GoTo Partner Network

GoTo Partner Network

Digital Minimum
Width = 35px

GoTo Partner Network

Print Minimum
Width = 0.25in

Proper Logo Usage
Our logo is our primary asset, it should not be tampered with in any way. Here are some basic rules for our logo.

Always use logo artwork provided. Do not copy/paste logos from Google or other sources online.

The same applies to our product logos; do not alter or manipulate logo files provided by the GoTo team.

When using logos, please use the GoTo Partner Network logo to demonstrate the program you belong to; product logos represent what you are selling.

Do not change the logo color

Do not redraw the logo

Do not stretch, rotate or distort the logo

Do not outline the logo

Do not add shadows/effects to the logo

Do not remove the underline

GoTo Partner Network

Avoiding Misappropriated Elements
Ensure there is a clear difference between your company's logo, the GoTo Partner Network logo and all GoTo product logos.

GoTo Canada ✖

Do not adopt marks or logos that are confusingly similar to ours or would be in conflict with our trademarked brands and logos.

Do not use fonts that mimic those in our logo wordmarks.

GoTo ✖
Connect Peru

Do not incorporate any of our trademarks or logos into your products or product names, services or service names, trademarks, service marks, logos or company names.

GoTo Conectar ✖

Do not alter our trademarks in any manner, including, but not limited to, changing proportion, color or shape of our trademarks or adding or removing any elements from the trademarks.

Position & Hierarchy
The GoTo brand and/or any product logos should not be the same size as your company logo or be the first logo displayed. Instead, it should be a secondary element to your company's logo.

Do list ABC Telco logo first and larger; GoTo Partner Network Logo below and smaller.

Do not list the GoTo Partner Network logo first, at the same size as the ABC Telco logo.

4.0   GoTo Logo

Logo Construction

Our corporate logo represents our business and the values that guide us. It's vital that it is used with care and respect to ensure that all communications remain distinct and memorable.

The GoTo is constructed using geometric shapes, primarily two upward moving arrows. The arrows give the wordmark a sense of direction and purpose.

This sense of movement and direction is a perfect visual metaphor for GoTo's exciting and dynamic brand purpose.
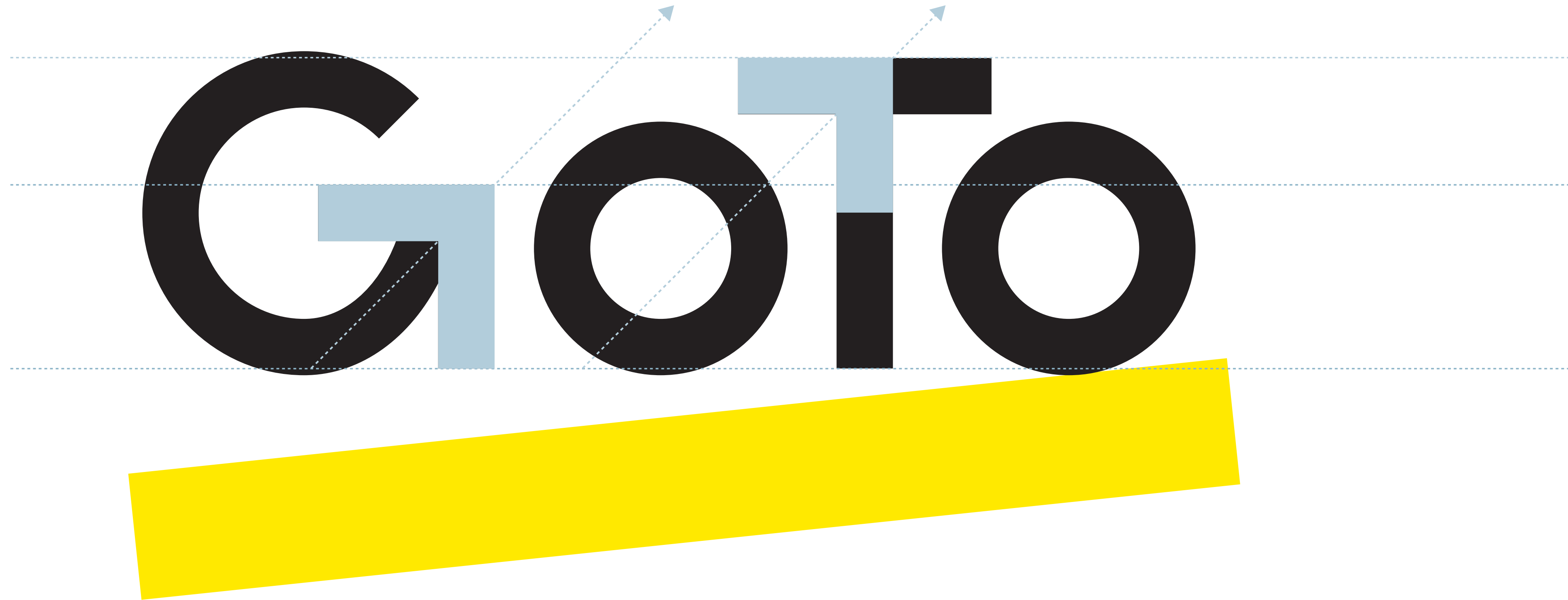
Primary Colorways
The logo is available in 2 colorways. To maintain consistency and legibility, only use the combinations of colors shown.

Always use the logo artwork provided.

Monotone Colorways
We have two mono logos,
these should be used only in
exceptional circumstances,
such as documents that
require printing.

Logo on Colors
To maintain consistency and legibility, our primary GoTo black logo works on all our various secondary colors. We only use GoTo with a white underline on yellow.

Always use the logo artwork provided.
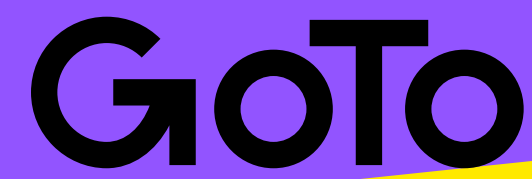
GoTo Partner
Network

Logo Clearance
To ensure brand impact and
legibility, we have specified
a clear space rule for logo
usage. This allows our logo
the breathing space to always
be clearly recognizable.

GoTo

GoTo **Partner Network**

Logo Sizing
To maintain legibility and brand integrity, avoid using the logo smaller than 35px wide in digital formats and 0.25in wide in print formats.

GoTo

GoTo

GoTo

Digital Minimum
Width = 35px

Print Minimum
Width = 0.25in

Logo Placement

Our logo can be placed in various positions across the page to allow imagery or text to align to it, in order to create visually dynamic layouts.

Always ensure there is enough clearance space in the margins of the document to allow our logo to maintain legibility.
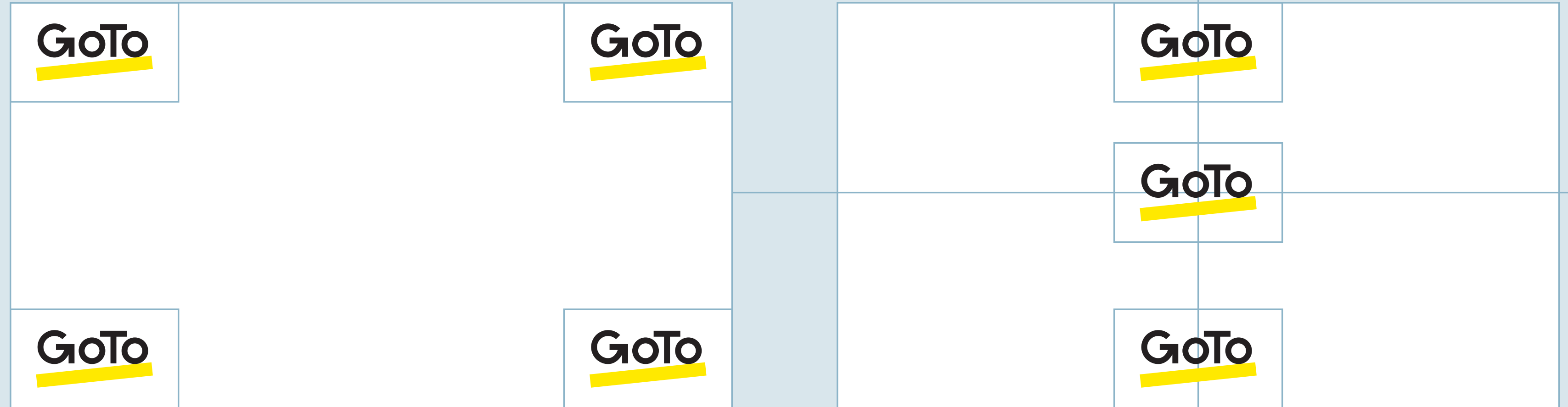
GoTo Partner Network
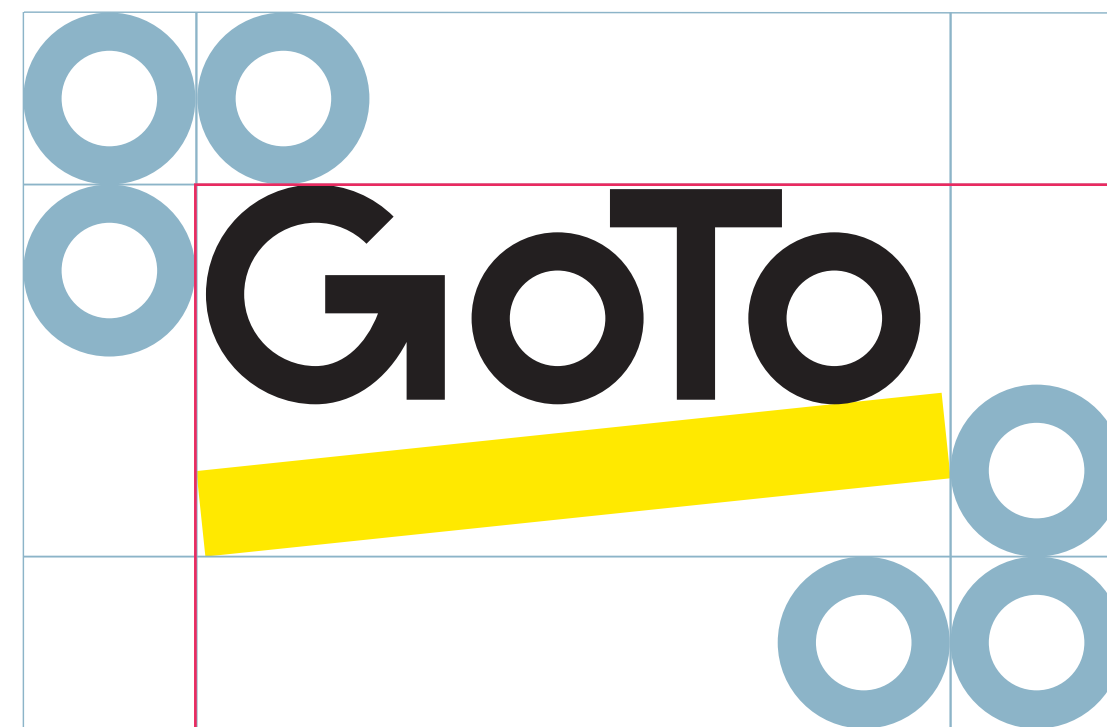
Product Logos

When creating our product lockups, we use Atyp Display Semibold. We have a set rule for spacing the logo to ensure legibility at all sizes.

Horizontal

X | GoTo Connect | 1/2 X

Vertical

X | GoTo

Connect | 1/2 X

Minimum sizing

Digital: X = 45px
Print: X = 0.375in

GoTo Connect

GoTo Connect

X   X

GoTo Partner Network

Pproper Logo Usage

Our logo is our primary asset, it should not be tampered with in anyway. Here are some basic rules for our logo.

Always use logo artwork provided.

Do not change the logo color

Do not redraw the logo

Do not stretch, rotate or distort the logo

Do not outline the logo

Do not add shadows/effects to the logo

Do not remove the underline

5.0   Your Contact Details

Emails & Business Cards

As we've mentioned, we always want to be as clear as possible with our customers. They should always know when they're interacting directly with GoTo, and when they're speaking with one of our partners.

Email addresses and business cards should use your company's name and logo, never GoTo or any of our products. Your business cards should not mimic the look of GoTo's business cards. It should be clear you work for your company, not GoTo.

✓

ABC Telco

John Smith
Senior Sales Rep.
ABC Telco

m: 555-555-5555
e: john.smith@ABCTelco.com

Do use your own company email:

John.Smith@ABCTelco.com

✗

GoTo Partner Network

John Smith
Senior Sales Rep.
ABC Telco

m: 555-555-5555
e: john.smith@ABCTelco.com

Do not create company combination emails:

John.Smith@PartnerwithGoTo.com

John.Smith@GoToPartners.com

John.Smith@GoToConnectPartner.com

Signature Blocks

Signature blocks in email similarly can be confusing to customers. Our partners can use the GoTo Partner Network logo in their signature block; however, it must be smaller than and secondary to your company's logo in your signature block.

Again, your email address, title and company name should not use GoTo or any of our product names.

John Smith
Senior Sales Rep.
ABC Telco
m: 555-555-5555
e: john.smith@ABCTelco.com

John Smith
Senior Sales Rep.
ABC Telco

m: 555-555-5555
e: john.smith@ABCTelco.com

Proper Identification
Please be transparent and
honest in declaring your role as
a partner of GoTo. Customers
and the public should always be
clear if they are hearing from a
partner, or from GoTo directly.

Never identify anyone at your company as a spokesperson for GoTo or any of our product brands.

Employees of your company should not represent themselves as working for GoTo or any of our product brands, in any communications with customers, prospects, media or other audiences.

Employees' professional LinkedIn profiles or other social media profiles should not list GoTo or any of our product brands as their employer.

Any press releases, blog posts, social media copy and other materials announcing your partnership with GoTo must be approved by the GoTo Public Relations team in advance. Please contact us at partnermarketing@goto.com for the process of developing co-marketing materials.

6.0 Websites & Social Media

Website URLs

For websites and social media profiles (including Facebook, Twitter, LinkedIn, Instagram, YouTube and all others), it must be clear that the partner company is a GoTo Partner Network reseller, and not trying to position themselves as if they are GoTo or one of its product or portfolio brands.

A partner's top-level website URL (the primary domain address) cannot use the GoTo name, GT or any GoTo product or portfolio brand name. However, sub-folders within the site can use the GoTo name or product brand name.

✅

abcteleco.com/partners

abcteleco.com/resolve

abcteleco.com/goto

abcteleco.com/gotopartner

❌

gotoresolvecanada.com

gotoconnectpartners.com

gotosolutions.com

gotoperu.pe

GoTo Partner Network

Social Media Handles
Social media handles/URLs cannot contain the word GoTo, GT
or any other product brand names or Trademarks.

✓

Twitter

Name: ABC Teleco

Handle: @VOIPSolutions

URL: twitter.com/VOIPSolutions

Facebook

Name: Telecom Solutions

Handle: @TelecomSolutions

URL: facebook.compages/TeleSolutions

✗

Twitter

Name: ABC Teleco

Handle: @GoToCanada

URL: twitter.com/GoToCanada

Facebook

Name: GoTo Peru

Handle: @GTperu

URL: facebook.com/pages/GTPeru

GoTo Product Content
Partners seeking GoTo or
product brand content can
consult our websites for the
most up-to-date information.

**Partners can also cut and paste this content for use on their own
websites, provided they adhere to the following guidelines:**

Only use content from the official GoTo product brand
websites. Refer to the following page for URLs.

Do not use content about GoTo products from third-party sites.

Content should not be used to promote products or
brands other than those in the GoTo portfolio.

Do not position this content as if it were your own. When in doubt,
contact your GoTo Partner Manager or email partnermarketing@goto.com.

Linking to GoTo Websites
To better serve your customers, your
company's website can include links
to the marketing websites of GoTo
or any of our products or solutions.

Please ensure you link to the correct sites:

Our Corporate website	GoTo.com
All Products	GoTo.com/products
Communication & Collaboration	GoTo.com/ucaas
GoTo Connect	GoTo.com/connect
GoTo Meeting	GoTo.com/ucaas/meeting
GoTo Webinar	GoTo.com/ucaas/webinar
GoTo Room	GoTo.com/ucaas/room
GoTo Training	GoTo.com/ucaas/training
GoTo Contact	GoTo.com/ucaas/contact-cente**r**
Remote Access & Support	GoTo.com/it-management
GoTo Resolve	GoTocom/it-management/resolve
Pro	LogMeIn.com/pro
Central	LogMeIn.com/central
Rescue	LogMeInRescue.com
GoToMyPC	get.gotomypc.com
GoToAssist	get.gotoassist.com

Paid Search

Many partners use paid search marketing as part of their digital advertising strategies. Just as with other media, it must be clear in paid search ads that the partner company is a GoTo Partner Network reseller, and not trying to position themselves as if they are GoTo or one of our products or solutions.

Your paid search ad copy should use your company name, or clearly indicate your relationship as a partner of GoTo. Customers reading the ad should not be able to misinterpret the ad as coming from GoTo.

Partners can describe their company as "a member of the GoTo Partner Network". Otherwise, avoid using the GoTo name, the names of any of our products or solutions, or any of our Trademarks in your paid search copy.

When bidding on search keywords, we recommend focusing on unbranded keywords in the service areas you support, rather than bidding on our Trademarked brands.

Partners should also consider focusing their paid search ad buys to their particular geographic region, service offerings and expertise, to ensure they are targeting the most relevant customers for their business.

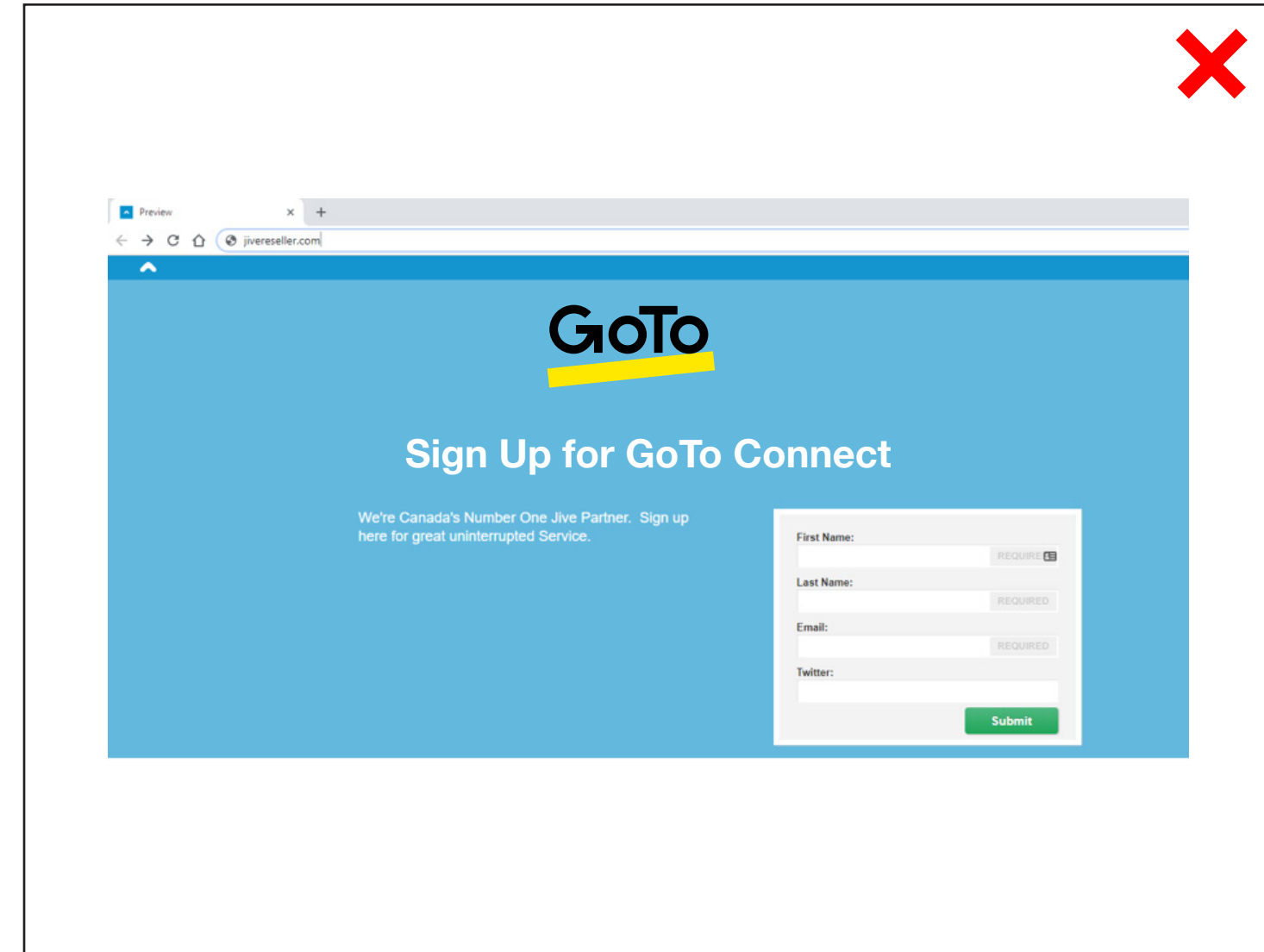For other questions about paid search marketing, email partnermarketing@goto.com.

Websites & Social Channels
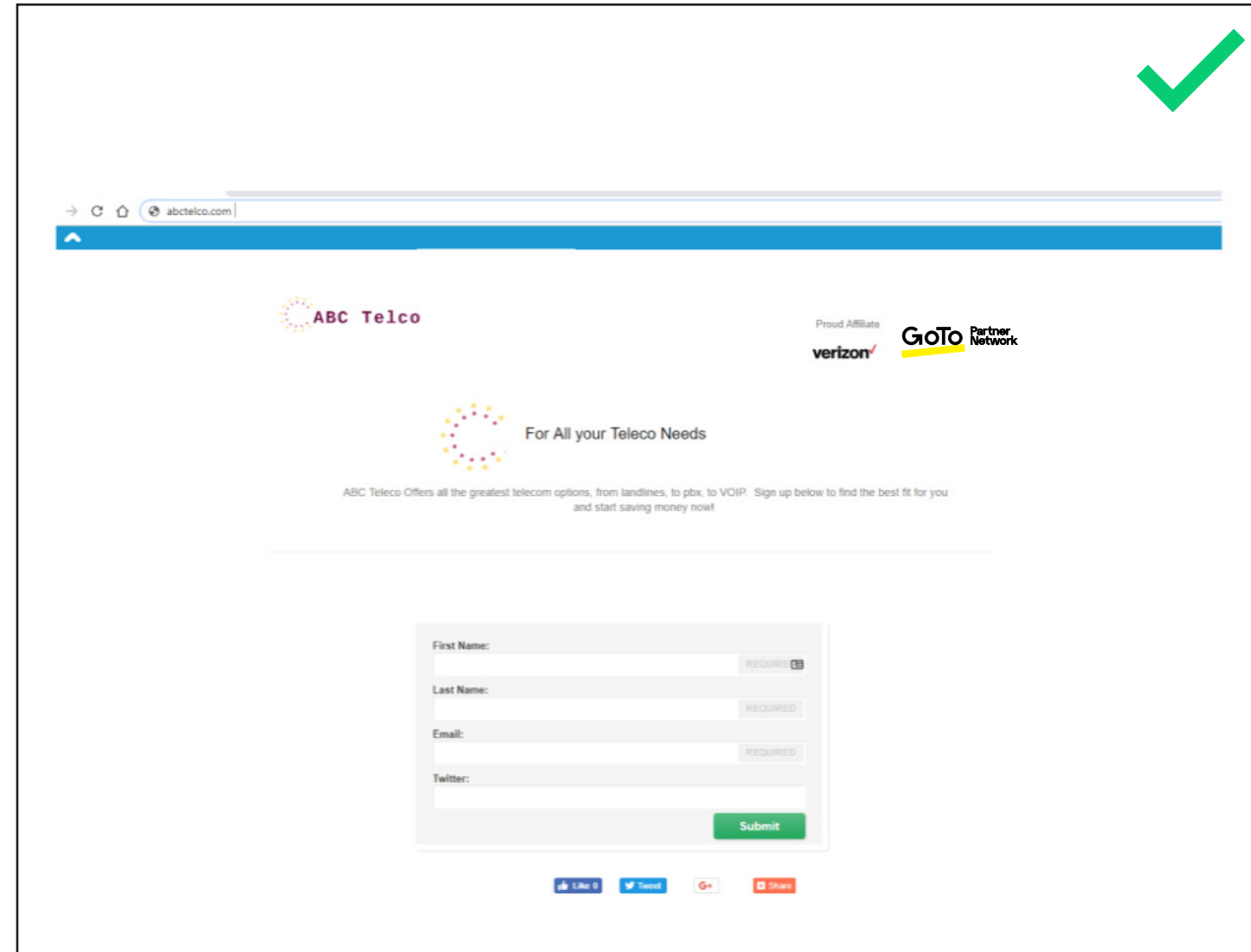The GoTo Partner Network logo may
be used as a secondary identifier on
a partner's social channel or website,
but must not be the primary image.

Again, it must be clear to customers
that they're engaging with a partner,
and not directly with GoTo.

Digital Rules of Engagement

All branding elements used by GoTo and our products are for the company's use only.

Do not use any portion of the GoTo logo or product logos as a wallpaper, or any associated brand design elements or photography on your websites or social channels, without explicit permission from official GoTo representatives.

Do not take assets, visuals, videos, text copy or code from the GoTo website or any product website, and use/reproduce on your website as if it were your own.

If provided with stock photography from your GoTo representative, those visuals cannot be used for any other use case other than promotion of GoTo or our products.

Again, do not copy logos from Google or other sources online. Only use official logo files provided by your GoTo contact.

Your social posts (visuals, videos and copy) should not appear to come from GoTo or our products. Do not use the GoTo logo or product logos in the social posts you create.

Content from GoTo or any of our products' social media channels can be distributed only by re-sharing (retweet, share, etc.). Your re-shared post should include GoTo's original post, with any additional commentary you decide to add.

Partners can share video links from GoTo's YouTube channels, if there is a product video you want to highlight to your customers.

Do not recreate a GoTo post as if it were your own content.

If you'd like to create joint social posts, please see the Co-Marketing Materials section in this guide for the process of developing co-marketing materials.

Partners may include our branded hashtag, #DiscoverGoTo in the copy of your social post only if the post visual and copy is clearly positioned as coming from a partner, not from GoTo.

Digital Rules of Engagement

GoTo blog posts and press releases can be shared on your sites, if attributed back to us properly.

If sharing a blog post from GoTo or one of our products, you must include a link to our original blog post, and include copy at the start clearly stating this piece of content "originally appeared on [insert name of blog here]."

If sharing a GoTo press release, you must include a link to our original press release from the GoTo Newsroom.

If you change the blog or press release copy in any way, it must be approved by the GoTo Public Relations team prior to posting. Please follow the submission and approval process in the Co-Marketing Materials section in this guide.

Email communications received by partners from GoTo or our products should not be forwarded to your customer base as if it were your own content.

As a valued partner, you will be notified in advance of new product releases or updates that GoTo will be sending out to our shared customers.

Advance notification ensures you are aware of and prepared to respond to changes before they are communicated to the customers.

It also gives your teams the opportunity to prepare complementary messaging to your customers, directing them to learn more about updated features, access support, and reach out for more information.

However, we would discourage simply forwarding GoTo emails to your customers, to avoid any confusion as the will be receiving messaging directly from us.

As always, GoTo excludes customers of Authorized Agent Partners from all email communications.

7.0 Co-Marketing Materials

GoTo Partner Network

As a partner, you may want to work with us on additional co-marketing projects. This section of the guide outlines the marketing, social media and public relations resources that may be available to you.

The GoTo Partner Marketing Team has set the following guidelines for joint communications developed by partners across the GoTo Partner Network.

Press Releases, Blog Posts, Case Studies & other Co-marketing Materials

GoTo may agree to a joint press release, inclusion in your press release, blog post, case study or other written content with select partners.

If you'd like to issue an announcement mentioning your relationship with GoTo, please reach out to the GoTo Partner Marketing Team in advance at partnermarketing@goto.com for consideration and approval.

The GoTo Partner Marketing Team will oversee the process and timeline and work with you on the content. If approved, we ask that you lead the process by writing the first draft and handling distribution.

All press releases, blog posts, social media copy and other written materials must be approved by the GoTo Partner Marketing Team team prior to distribution.

GoTo Partner Network

Using the GoTo Name
Within any content created
by the partner, customers
should clearly understand the
partnership relationship and
the source of the content.

**In order to avoid confusion, please follow these guidelines
when mentioning GoTo and our products:**

Do not lead with GoTo or any of our product names in the headline/title.

Do not use the GoTo name or the name of our products in any part
of your company's name or your product/service names.

Do not quote us (without permission).

Do not release anything until you've received written approval
from the GoTo Partner Marketing Team team.

A Note on Video
Some partners may produce their own
videos, to showcase their offerings
or featured partner integrations.

**If you would like to feature GoTo or one of our products
in a video, please adhere to the following:**

All policies outlined in the previous pages of these guidelines apply to video.

Videos should not be positioned as if coming from GoTo; customers
should understand the message is coming from a partner.

Any branding representation of GoTo and/or our products
should be secondary to your own company's branding.

Co-branded videos must be reviewed by GoTo prior to going
live, to ensure our brand standards are met. Please email
partnermarketing@goto.com in advance with any video questions.

8.0   Contact

GoTo Partner Network

We're always available to answer questions or provide additional information, including more detailed brand guidelines, as needed.

Please reach out to partnermarketing@goto.com for any questions.

We will quickly help with any needs, including but not limited to logo files, brand name use, product-specific brand guidelines, co-marketing requests, including blog posts, social media copy, and other written materials, co-branded swag, videos or apparel.