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Partner Brand Guidelines   **2024**

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Welcome to the Syrve partner brand guidelines

This document will outline the building blocks of the Syrve branding including how to use the Syrve logo, the assets that form the brand, the typography and the general do's and dont's of the brand.

Please distribute these to your team and agencies to ensure your marketing materials are in line with Syrve branding policies.

If you have any questions not covered in these guidelines, please contact the Syrve marketing team.

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Purpose & Responsibilities

Purpose of the Guidelines

The purpose of the guidelines is to provide rules around ensuring:

- Partners reference Syrve brands correctly.
- Partners brands are distinct from Syrve brands.
- Partners can create effective brands and materials.

All Syrve brands and branding material (including logos, designs, websites, trademarks, marketing collateral etc.) are important assets of Syrve.

Syrve protects these assets for the benefit of the brand and partner community.

Partners are Responsible for:

- Respecting and complying with Syrve brand guidelines.
- Removing or changing any brand material if it is deemed to violate the guidelines.
- Costs of rebranding material to comply with guidelines.

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Branding

Ensuring that your brands are distinct from Syrve brands

Ensuring Partners Brands are Distinct from Syrve Brands

The correct ways of referencing 'Syrve' in context when referring to:

- Syrve as a corporate legal entity.
- Syrve as an entity in prose.

Corporate legal entity

'Syrve'

Entity in prose

'**Syrve** is a comprehensive POS solution...'

'We have partnered with **Syrve** for the past 2 years.'

Syrve Branding 'Do's'

- Partner brand names, domains, and social media assets must be distinct from those that belong to Syrve to eliminate brand confusion.
  - » [Name] for Syrve
  - » [Name] Loyalty built on Syrve platform

- Promote the value of Syrve content and solutions to your customers and prospects through all appropriate means, within the bounds of the guidelines in this document and your contract.

- Inform your Syrve Manager of your plans to market collaboratively with Syrve, this includes mentions of Syrve in your company's public relations (PR).

- Ensure you have reviewed this guide prior to creating collaborative marketing materials.

- Request approval for all collaborative marketing materials, social media and search criteria or advertising.

- Ensure you obtain the proper assets (logos) from Syrve if you want to use Syrve branding on a website or any other materials.

- Use approved language and trademarks.

Syrve Branding 'Don't's'

- Use Syrve's branding or name without prior approval

- Use any Syrve brands or names in your company names, product names, taglines, social media handles, advertising key words or any other branding or source-identifying materials:
  - » [Name]Syrve
  - » [Name]SYRVE
  - » [Name]SyrveCloud

- Use Syrve logos or design elements, alongside, or the same size as, your brand to indicate your offering is for Syrve: e.g. [Name] for Syrve, [Name] (for Syrve logo).

- Change the representation of the Syrve name, modify, imitate, or abbreviate any Syrve brands or names anywhere. This includes misspellings, foreign equivalents, stylisations, logo's etc:
  - » syrve
  - » SYRVE
  - » Serve
  - » Servir
  - » SyrveCloud

- In any manner that expresses or might imply Syrve's affiliation, sponsorship, endorsement, or approval other than as contemplated by the contract

- As part of your own business, solutions, products/services, trade dress, design, or slogan, or incorporate Syrve names and any logos from Syrve into logos you design for your own business, solutions, products, or services

- Issue a press release mentioning Syrve without express written permission from the company

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Logos & Designs

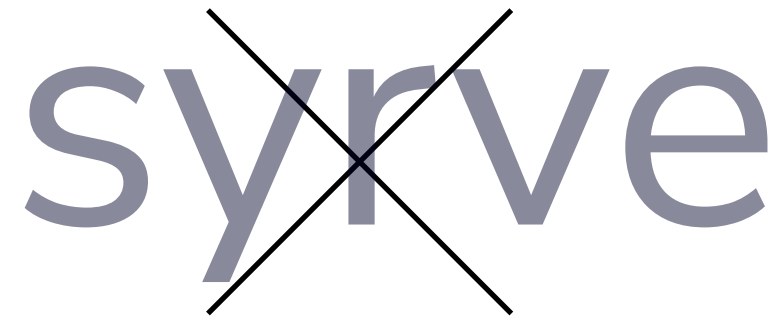**Using the Syrve brand logos correctly in your marketing communications**

Primary Logo

To ensure the legibility of the logo,
it must be surrounded with
a minimum amount of clearspace.
This isolates the logo from competing
elements such as photography, text
or background patterns that may
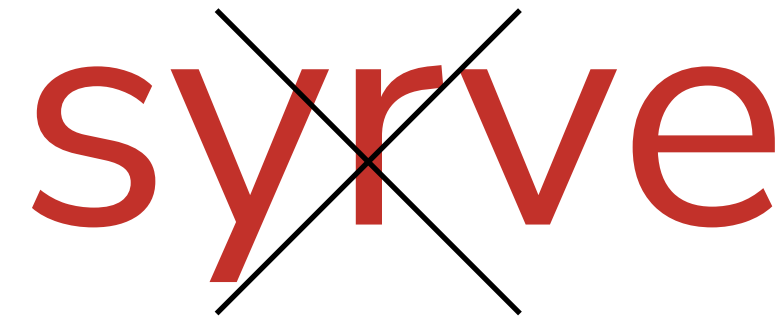reduce the logo's visual impact.

The clearspace dimension is defined
as the width of the 'S' in the logo.

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Incorrect Uses

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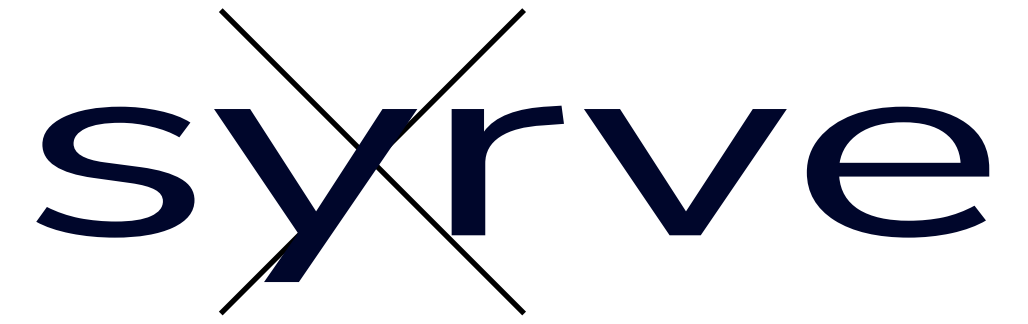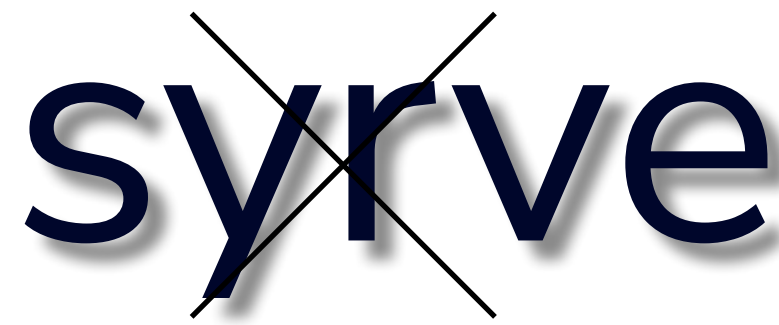
don't change the opacity

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don't change the colour
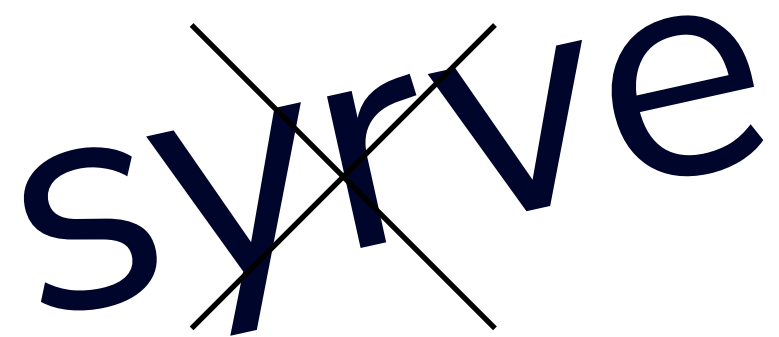
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don't stretch

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don't add effects like shadows

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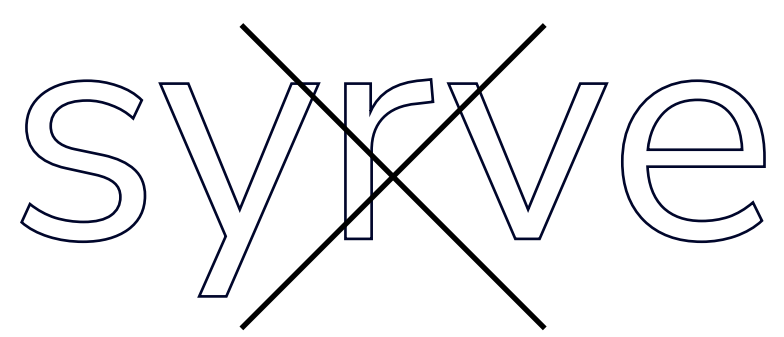
don't add a white box if on dark background
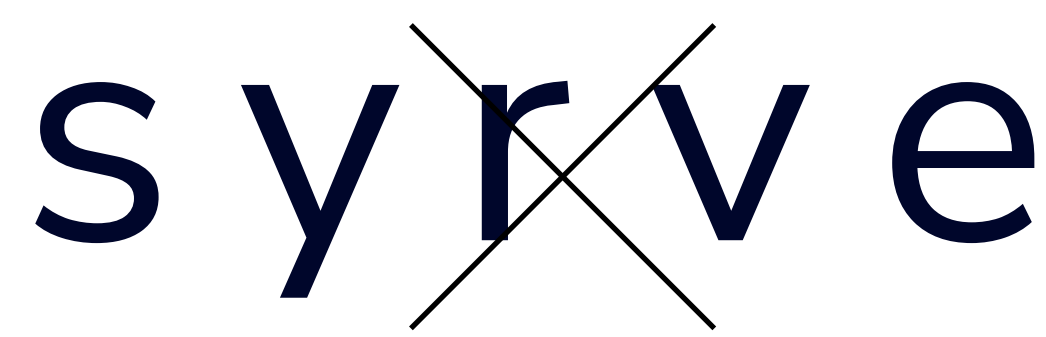
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don't use on a coloured background
(other than brand colours)

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don't rotate

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don't outline

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don't change the ratio of elements

Use with Photography

To ensure the legibility of the logo, any photography used as a backing for the Syrve logo needs to have sufficient clear space to position the logo without distorting it. E.g. placing the logo on to a busy section of a photo.

The primary Syrve logo should be used with light backgrounds, the white logo should be used with dark backgrounds.

If the background doesn't meet the requirements, it is recommended to use a photo correction or replacement.

Brand Assets 'Do's'

Use partner-approved badges that accurately identify your company and approved status with Syrve.

Brand Assets 'Don't's'

- Use any of Syrve's current or discontinued logos without permission.
- Use logos or designs that incorporate Syrve design elements.
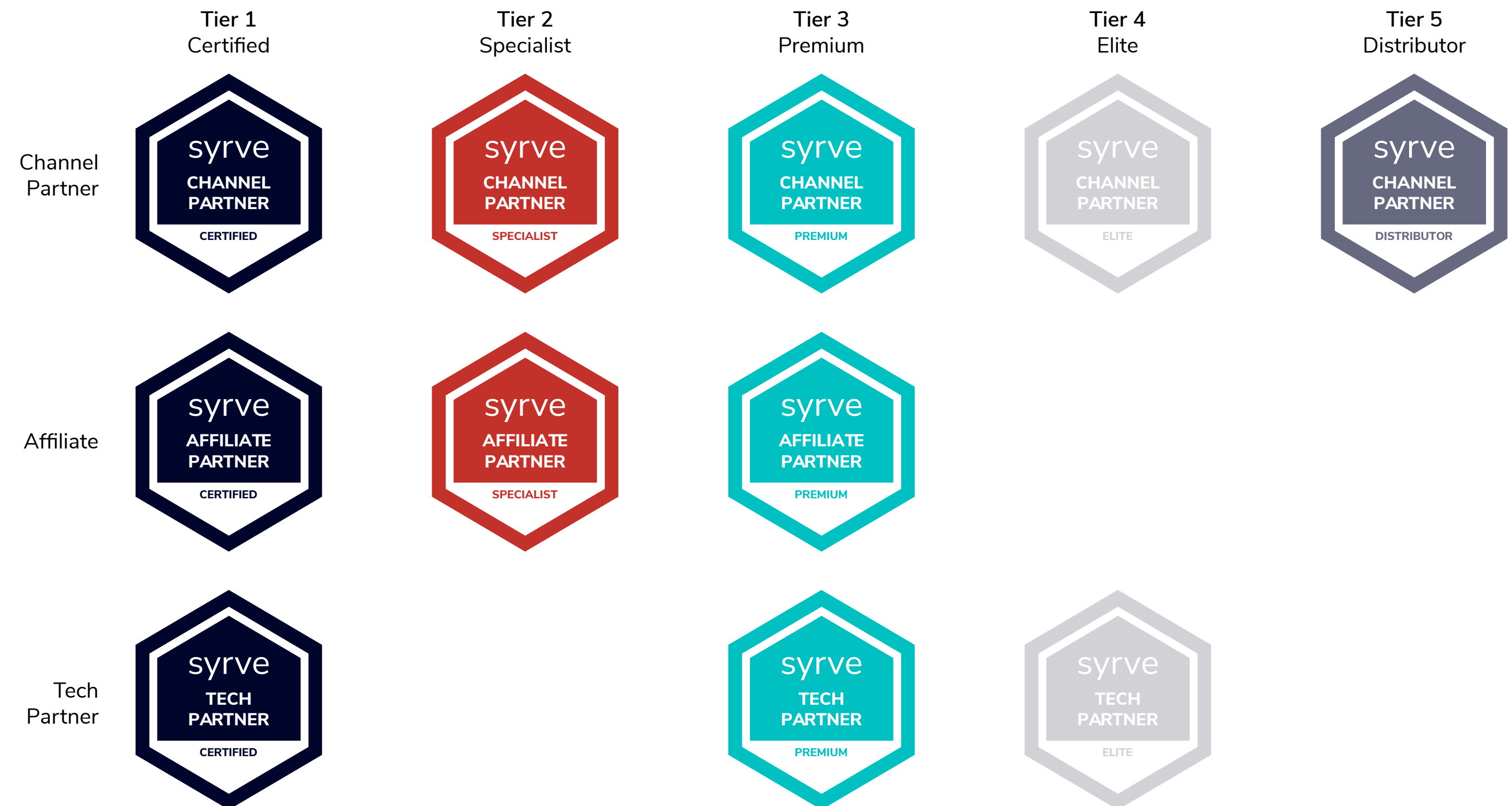- Use Syrve brands or product names in any logos created by your company.
- Insert your company name or product into an existing Syrve logo.
- Create your own Syrve logos or designs.
- Create logos or marks confusingly similar to Syrve's.
- Feature Syrve logo larger and/or more prominent than your trade name, service name, or trademark on any materials produced or distributed by your company.

Partner-approved badges

	Tier 1 Certified	Tier 2 Specialist	Tier 3 Premium	Tier 4 Elite	Tier 5 Distributor
Channel Partner	syrve CHANNEL PARTNER CERTIFIED	syrve CHANNEL PARTNER SPECIALIST	syrve CHANNEL PARTNER PREMIUM	syrve CHANNEL PARTNER ELITE	syrve CHANNEL PARTNER DISTRIBUTOR
Affiliate	syrve AFFILIATE PARTNER CERTIFIED	syrve AFFILIATE PARTNER SPECIALIST	syrve AFFILIATE PARTNER PREMIUM		
Tech Partner	syrve TECH PARTNER CERTIFIED		syrve TECH PARTNER PREMIUM	syrve TECH PARTNER ELITE	

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Marketing Materials

Referencing awards, claims and Syrve brands correctly in your materials

Claims & Rankings 'Do's'

- Ensure all claims are true, specific, timely and verifiable
  - » Syrve is the market leader in hospitality software [Source, Date].

- Claim awards in the past two years only.

- List an award without citing a source
  - » #1 solution in the industry [Source, Date].

- Use legitimate award graphics and logos provided by Syrve.

Legitmate Syrve Award 'Do's'

'**Syrve is the market leader in hospitality software**'
[Source, Date]

'**#1 solution in the industry**' [Source, Date]

Claims & Rankings 'Don't's'

- Make vague, unsubstantiated, or untimely claims:
  - » Syrve: the best hospitality solution.
  - » 'Syrve is awesome'.

- Make claims that refer to or quote statements made by Syrve or Syrve executives.

- Claim awards from more than two years ago.

- Create or use graphics that may falsely give an impression of winning an award.

Legitmate Syrve Award 'Dont's'

'**Syrve is the best hospitality solution**'

'**Syrve is awesome**'

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Customer References 'Do's'

Get permission from customers before using their logos, names, or quotes.

Customer References 'Don't's'

• List customer logo, names or quotes without written permission.

• Use pictures of Syrve executives without permission,

• List Syrve as a customer without written permission from Syrve.

Customer usage example

"Genis sequi re iumendis rem. Equi commodiores dolut eatenim oditissit, que porae et atur? Qui conectem ius et accae. Nam ea natestibus alibusam ab inciur, ipsamus cideri occus explit ra ant, to blabo. Et as ea doloren totatius quuntiur asperferi vent, corerio."

John Doe
Founder, ABCD Cafe

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Syrve Brands in Text 'Do's'

- Correctly present Syrve name e.g. Syrve.

- Correctly present Syrve product names in sentence case and a gap between words:
  - » Syrve Office
  - » Syrve App
  - » Syrve POS

Syrve Brands in Text 'Don't's'

- Incorrectly present Syrve name e.g. syrve, SYRVE (Always ensure Syrve is in sentence case).

- Incorrectly present Syrve product names:
  - » Syrve office
  - » Syrve-Office
  - » Syrveoffice
  - » Syrve_office

- Create your own or modify Syrve product names.

Syrve brand in text

'**Syrve** is a comprehensive POS solution...'

'We have partnered with **Syrve** for the past 2 years.'

Syrve product names in text

'**Syrve POS** is intuitive and easy-to-use.'

'Help waiters to speed up service and manage the orders right at the guest's table with the **Syrve App**.'

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Digital Marketing

Communicating Syrve brands and assets correctly in your digital marketing materials

Digital Marketing 'Do's'

- Create your own original videos and presentations for online and in person use – using your own brand as the originator.

- Link to Syrve's videos and other creative assets.
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- Create social media handles, tags, or the like that properly identify your company and its brands only.

- Create domain names that properly identify your company and its brands only.

Digital Marketing 'Don't's'

- Embed or copy Syrve videos, images, or other creative content.

- Use clips or images from Syrve videos in your own videos or marketing materials without written permission from Syrve marketing department.

- Create social media handles, tags, or the like that include Syrve brands, abbreviations of those brands, or anything confusingly similar:
    - » [Name]_Syrve
    - » #[Name]Syrve
    - » @[Name]_Syrve

- Create domain names that include Syrve brands or abbreviations of those brands, or anything confusingly similar to Syrve brands:
    - » [Name]4Syrve.com
    - » Syrve.[Name].com

- Use advertising keywords or ad copy that incorporate Syrve brand names without written permission from Syrve marketing department.