

INFOBLOX PARTNER BRAND GUIDELINES



infoblox[®]

Contents

- INTRODUCTION 3**
- INFOBLOX BRANDING BASICS 4**
 - The Infoblox logo 5
 - Formats and usage 6
 - Color variations 7
 - Restrictions 8
 - The Diamond 9
- CO-BRANDING SCENARIOS 10**
 - Determining a lead brand in co-branding scenarios..... 11
 - Infoblox positioning..... 13**
 - Audience-specific messaging 14
 - Infoblox solutions messaging..... 15
 - Infoblox logo partner lock-ups 16
 - Dos and don'ts of using the Infoblox logo partner lock-ups..... 17
 - Infoblox-led marketing visuals 18
 - Things to avoid 19
 - Examples of Infoblox-led branding: Collateral 20
 - Examples of Infoblox-led branding: Digital Banners and Print Ads 21
 - Examples of Infoblox-led branding: Events 22
 - Partner-led co-branding 23**
 - Infoblox logo with partner-led branding..... 24
 - Partner-led marketing visuals 25
 - Things to avoid 26
- INFOBLOX SKILLED TO SECURE PARTNER PROGRAM BRANDING..... 27**
 - ID Yourself–Skilled to Secure badges 28
 - Using Infoblox Skilled to Secure badges 29
 - Status usage as an Infoblox Skilled to Secure Partner 30
- LEGAL GUIDELINES 31**
- RESOURCES 32**

INTRODUCTION

This document provides guidance to our channel partners on the appropriate use of Infoblox verbal/written and visual branding in joint Infoblox marketing materials.

At Infoblox, we're in the business of uniting—whether that means uniting networking and security teams to enable organizations to thrive or uniting with our partners to achieve mutual objectives in enriching customer confidence and trust in our respective solutions and services.

The recommendations in this guide are designed to make it easier for Infoblox Partner organizations and internal Infoblox teams tasked with creating or managing co-marketing efforts to maintain consistent Infoblox brand expression across all deliverables no matter where they originate.

Have suggestions for what you would like to improve about these guidelines? Let us know by contacting channel-marketing@infoblox.com.

Infoblox Branding Basics

The Infoblox logo

The Infoblox logo is an instantly recognizable brand element that works across all media and should be represented consistently throughout our product and marketing efforts.

Always use approved master digital artwork and never recreate the logo yourself.

The ® mark

Our logo must appear with the ® mark at all times. The only exception is on apparel, such as t-shirts, where it can be omitted when screen printing the logo.

Download the Infoblox logo on the [Branding Center for Partners](#) site.

PRIMARY LOGO



Formats and usage

The area that surrounds the logo is as important as the logo itself. Wherever the brand mark is used, a minimum clear space around the logo eliminates visual clutter that might impede its legibility and effectiveness.

The clear space is equal to the width of one “n” of the word mark.

This area of isolation ensures that headlines, text or other visual elements do not encroach on the logo and it retains a strong presence wherever it appears.

Where possible, allow more space around the logo.



Color variations

Our logo comes in four color variations.

Our primary logo is the two-color version, used on a white, offwhite or black background or over imagery. This version should be used wherever possible.

For single color applications, we use Infoblox black on light backgrounds and solid white on color backgrounds and imagery.

A process black version of the logo is available for use in applications where Infoblox black (RGB, CMYK or Pantone) is not available and white would not be legible.

2-COLOR LOGO



1-COLOR LOGO



Restrictions

When using our logo, do not alter it or use it in a way that impacts on the recognition of the brand.

The Infoblox logo should not be distorted, cropped, rotated or used as a watermark. Please do not remove elements or apply special effects like drop shadows, bevels, 3D or other treatments. Do not use at low resolution. Do not place the logo on busy or colorful backgrounds that hinder its clarity and legibility.

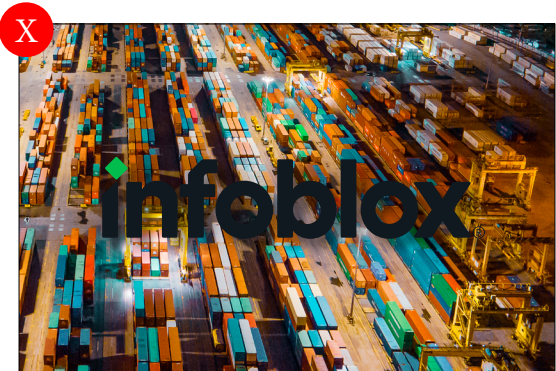
The Infoblox logo should only ever be reproduced as it is supplied.



Styling
Don't add any additional styling to the logo.



Alignment
Don't re-position any of the elements.



Images
Don't place the color logo over images. Only the solid white logo may be used over color or image backgrounds.



Distorting
The logo should never be manipulated, stretched, distorted or cropped.



Resizing
Our logo has been carefully composed. Don't change the size or spatial relationships between elements of the word mark.



Color
Don't re-color the logo.

The Diamond

The Infoblox Diamond symbol is our signature visual element and building block. It is derived from the word mark and gives us visual consistency across all communications.

DIAMOND TYPES

Solid Color

The Diamond can be used in a limited set of colorways: solid green, white, offwhite, primary gradient and as a steel gradient watermark.

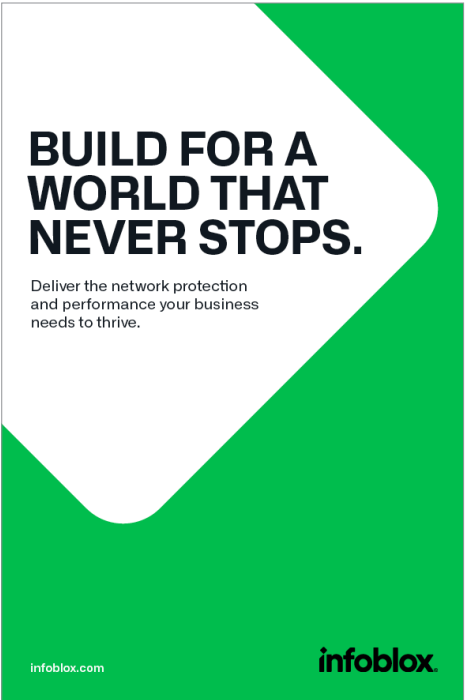
Primary Gradient

The Infoblox Diamond symbol primary gradient-filled can be combined with black and white cut-out people photography to reveal the full color image within the diamond shape.

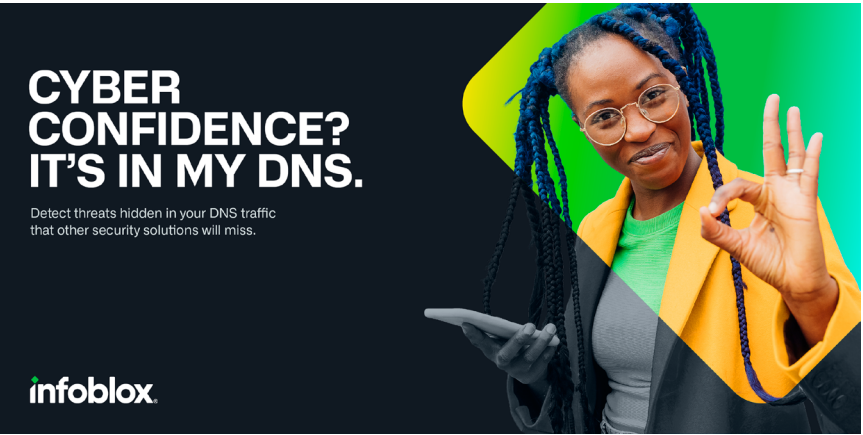
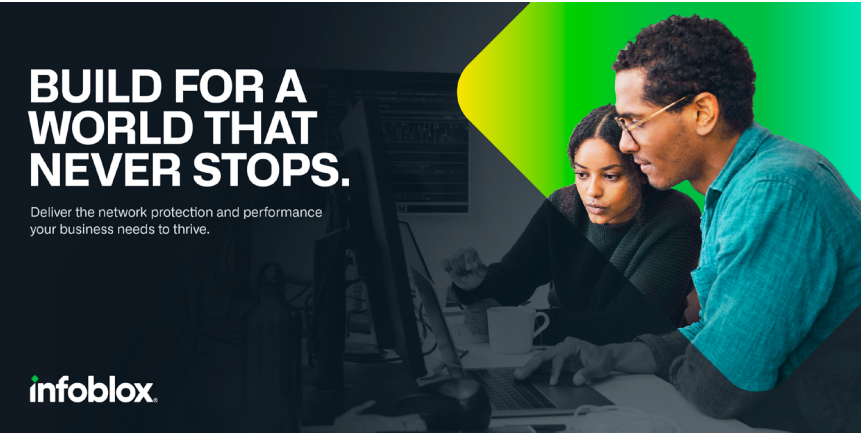
Integrating Photography

The Infoblox Diamond symbol can be used to reveal the full color image within the diamond shape from black and white situational photography.

SOLID COLOR



PRIMARY GRADIENT



INTEGRATING PHOTOGRAPHY



Co-Branding Scenarios

Determining a lead brand in co-branding scenarios

There are two primary co-branding scenarios, one that is Infoblox-led and one that is partner-led:

- If Infoblox initiates and drives the activity, then Infoblox is the leading brand in the co-branding efforts
- If a partner initiates and drives the activity, then the partner is the lead brand

There is also a scenario where Infoblox and a partner are co-driving the initiative together to support joint business goals. In this case, a lead brand is determined by the intended audience. For example, if the primary target audience is the partner's customer base, then the partner becomes the lead brand for visuals and the partner-led co-branding guidelines should be followed. There is an opportunity here for both brands to be mutually represented through messaging. However, the visual branding of any materials should be dictated by the determined lead brand.

The lead brand, either Infoblox or the partner, will always be the owner of the visual brand in co-branding. We never want to mix visual brands together. If you have questions determining who should lead in the co-branded campaign, please work with your Channel Marketing Manager or contact channel-marketing@infoblox.com.

Infoblox-led co-branding

- Infoblox owns the relationship, is the primary brand and leads the marketing effort.
- The Infoblox visual system should drive the look and trademark attribution belongs to Infoblox. The only brand element that should be used from partner's brand is their logo.
- Infoblox visuals should be prominently featured; the partner may be represented by a logo in a lesser weight.
- The Infoblox logo always appears first. The call to action must direct to an Infoblox landing page.

Infoblox positioning

Effective co-marketing initiatives begin with a solid verbal foundation. Infoblox positioning and messaging crystalize the value we bring to our customers and by extension to the customer outreach efforts of our partners.

Infoblox partners leverage our products and solutions to help customers tame complexity, safeguard users, accelerate innovation and ensure their businesses thrive in a world that never stops.

The idea of uniting is central to understanding the unique capabilities Infoblox brings to the technology marketplace. Feel free to adapt phrasings from the following Infoblox descriptions when developing co-marketing materials.

About Infoblox—short version

Infoblox unites networking and security to deliver unmatched performance and protection. Trusted by Fortune 100 companies and emerging innovators, we provide real-time visibility and control over who and what connects to the network, so organizations run faster and stop threats earlier.

About Infoblox—long version

Infoblox unites networking and security to deliver unmatched performance and protection for a world that never stops. By providing real-time visibility and control over who and what connects to the network, we use intelligent DNS and user context to stop threats other solutions will miss, enabling organizations to build safer, more resilient environments. We're continually supporting more than 13,000 customers—including 92 of Fortune 100 companies, as well as emerging innovators—by building the brightest, most diverse teams and by thoughtfully engineering intelligent networking and security solutions for an increasingly distributed world.

Audience-specific messaging

Give your marketing nuance and depth by leveraging the phrasings on this page when developing co-branded materials intended for specific technology buyers.

NETWORK BUYER

Build a more responsive network.

Deliver the performance your business, users and customers depend on, wherever and whenever they connect, with a powerful, unified view of your network that simplifies management and puts you in complete control.

DELIVER UPTIME, ALL THE TIME.

Be sure that business critical applications and services are always available, with the world’s most proven core networking services trusted where it matters most.

POWER PRODUCTIVITY EVERYWHERE.

Keep users productive wherever and whenever they connect, with ultra-low latency ensuring application performance never holds your business back.

BE READY FOR TOMORROW.

Know your network can scale wherever your business goes next, with micro-services built on a cloud-native architecture making it easy for you to drive change.

STAY AHEAD OF RISK.

See and resolve problems before they affect users or customers, and free up valuable time by directly arming your security teams with the context- rich network intelligence they need to protect your business.

TAME GROWING COMPLEXITY.

Simplify network management to reduce costs and free up valuable time, with smart automation dynamically controlling core networking services on-premises and in the cloud.

ACCELERATE INNOVATION.

Empower DevOps to test and release innovation faster, with automated provisioning, deployment and management of core networking services enabling agile development. See and stop critical threats earlier.

SECURITY BUYER

See and stop critical threats earlier.

Stop attacks earlier in the threat lifecycle and respond to events faster, uniting security with context-rich network intelligence using DNS Detection and Response.

STOP ATTACKS OTHERS WILL MISS.

Strengthen your defenses against ransomware and other advanced attacks, by illuminating hidden threat signals in your DNS traffic that other security solutions fail to see.

AUTOMATE FOR BETTER PROTECTION.

Harden your defenses while freeing up valuable time with Infoblox’s Ecosystem Exchange, which empowers you to share context-rich network intelligence across your complete stack to make existing tools smarter and take automation to new levels.

STOP ATTACKS EARLIER.

Automatically block threats before they reach your perimeter defenses and empower SOC teams to respond over 60% faster, uniting security with context-rich network intelligence to transform the speed at which you can contain attacks.

TRANSFORM SECURITY EFFECTIVENESS.

Focus valuable SecOps resources on the most critical risks to your business by directly arming teams with productivity boosting network intelligence that empowers them to prioritize risks based on user, device, application and location.

PROTECT BUSINESS EVERYWHERE.

Secure your business as it grows more distributed with ubiquitous visibility of who and what connects to your network plus automated provisioning that seamlessly enforces security policies across your hybrid, multi-cloud environment.

CUT THE COST OF DEFENSE.

Lower cost of defending your business, with time saving automation solutions that unite your networking and security tools and data to block threats earlier and reduce the load on your firewall, traditional security infrastructure and SOC team.

Infoblox solutions messaging

Use the phrasings on this page and the one following when you need specific verbiage about Infoblox solutions for networking and security in developing your campaigns.

Networking solutions

Infoblox DDI and Value-Added Solutions

Integrate critical network components

Your customer's network is only as resilient as the core network services that make it run—DNS, DHCP and IP address management (DDI). Infoblox integrates these components so customers can reliably connect all devices, applications and digital resources across the business.

Infoblox Networking Solutions offer:

- Simplified enterprise DNS/DHCP management
- Authoritative IP address management
- Hybrid, multi-cloud visibility and IP address automation
- Unified DNS management across cloud providers
- Consistent policies across public clouds
- Robust RESTful APIs, templated plugins and integrations
- Faster application deployment via integrations

For specific networking product messaging and information, please visit [Partner Product & Solutions Content | Networking Solutions](#) and use the filters on the left-hand side of the page to further narrow down your desired results. And, view our [Sales Play library](#) for higher-level theme messaging and supporting resources.

Security solutions

Infoblox DNS Detection and Response and Threat Intel

Protect against advanced threats

Infoblox DNS-based security detects threat activity that other solutions miss and stops attacks before they occur with hunted, pre-campaign DNS threat intel to disrupt attacker supply chains. Intelligent ecosystem integrations and automation reduce manual effort, while Infoblox's unique AI-driven analytics focus analysts on what matters most and provide insights that reduce MTTR, raise the ROI of existing security tools and elevate overall SecOps efficiency.

Infoblox Security Solutions offer:

- Early Malware & Ransomware Detection
- DNS Data Exfiltration Prevention
- DGA, Zero Day DNS, Lookalike Domain Mitigation
- DNS-Centric Threat Intelligence
- Real-Time Streaming Analytics
- AI-Driven SOC Insights
- DDoS Protections (DNS)
- Security Ecosystem Integrations (OPEN API)

For specific security product messaging and information, please visit [Partner Product & Solutions Content | Security Solutions](#) and use the filters on the left-hand side of the page to further narrow down your desired results. And, view our [Sales Play library](#) for higher-level theme messaging and supporting resources.

Infoblox logo partner lock-ups

In co-branded deliverables that Infoblox initiates, our logo is locked-up with the partner brand logo and separated by a divider line.

For horizontal lock-ups, there should be a minimum space between the logos and the divider line of one “n.”

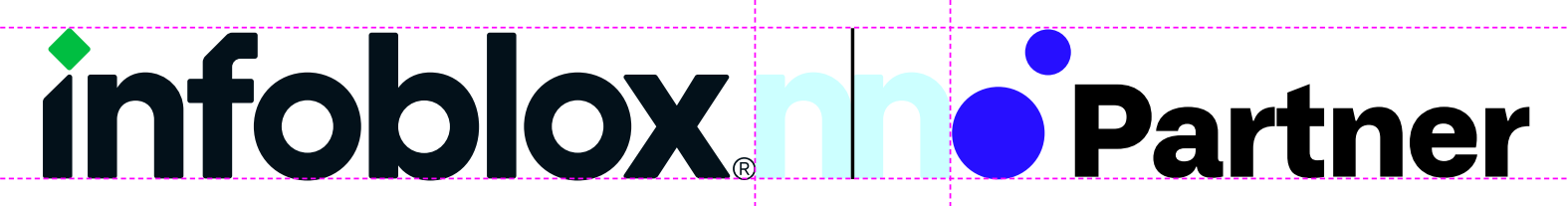
For vertical lock-ups, there should be a minimum space between the logos and the divider line of two diamonds. This lock-up version works best for when you are placing the co-branding in a narrow space.

The divider line should be a minimum of .5 point and a maximum of 3 points, depending on size.

There should always be a clear space around the partner lock-ups of at least the width of one “n” around. The more clear space around the logo lock-ups the better.

When co-branding with 2 or more partners and the relationship is equal, place logos alphabetically after the Infoblox logo. You can also consider what works best visually. The Infoblox logo should always come first.

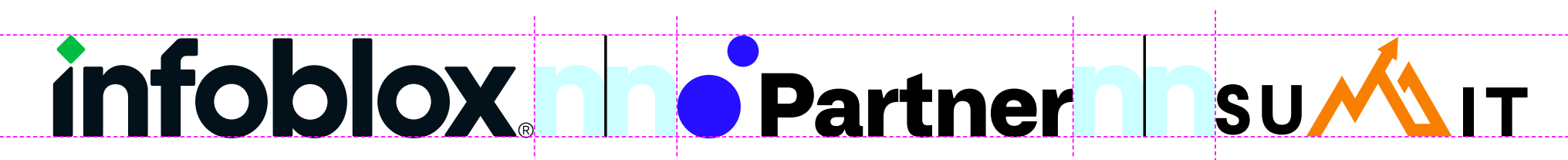
HORIZONTAL PARTNER LOCK-UP



VERTICAL PARTNER LOCK-UP



3 OR MORE LOGOS



Dos and don'ts of using the Infoblox logo partner lock-ups

When using our logo in partner lock-ups, ensure you maintain the integrity of our logo's visual expression.

In Infoblox-led co-branding, the Infoblox logo always comes first. Use the full version of the Infoblox logo in all instances, as well as co-branding partner templates.

Do not use a one-color version of the Infoblox logo when the two-color version will also work. Always use the single vertical line divider between logos, and be sure to always use the full logo versions for the partner portion of the lock-up.

DOS



The Infoblox logo should always be first if Infoblox is driving the partner communications.



Always use the full version of the Infoblox logo. Prioritize using the two-color variation. If that's not possible, then opt for the one-color variation.



Use Infoblox's co-branding partner templates.

DON'TS



Do not put the partner logo first when Infoblox is the lead brand.



Do not use a one-color variation of the logo when you can use the two-color variation.



Do not use a different divider to divide partner logos when co-branding.



Do not use a shortened version of the partner logo. Always use the full version.

Infoblox-led marketing visuals

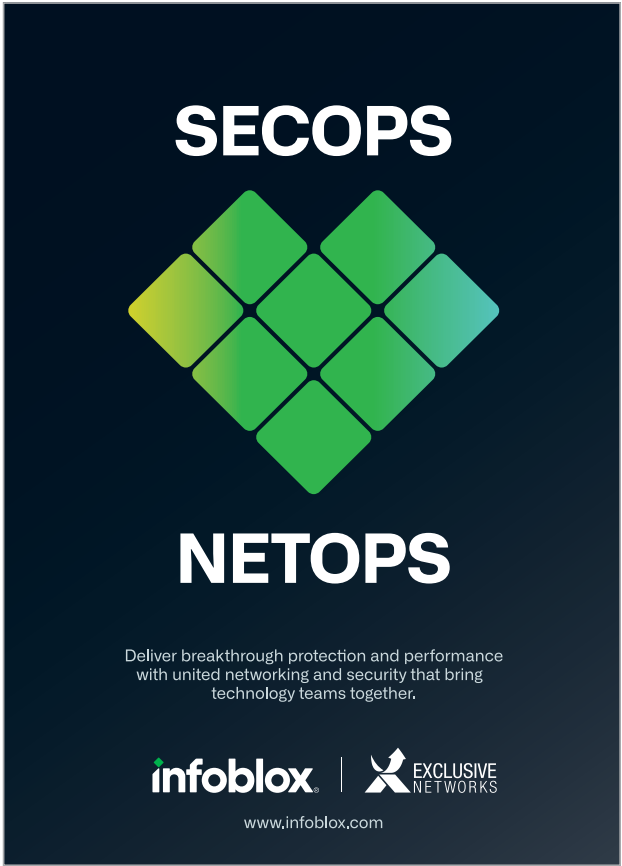
When creating co-branded marketing materials led by Infoblox, it is imperative that the visual design adheres to Infoblox’s branding guidelines. The co-branding visuals that are Infoblox-led should not look any different than other Infoblox branded assets other than the addition of the partner’s logo.



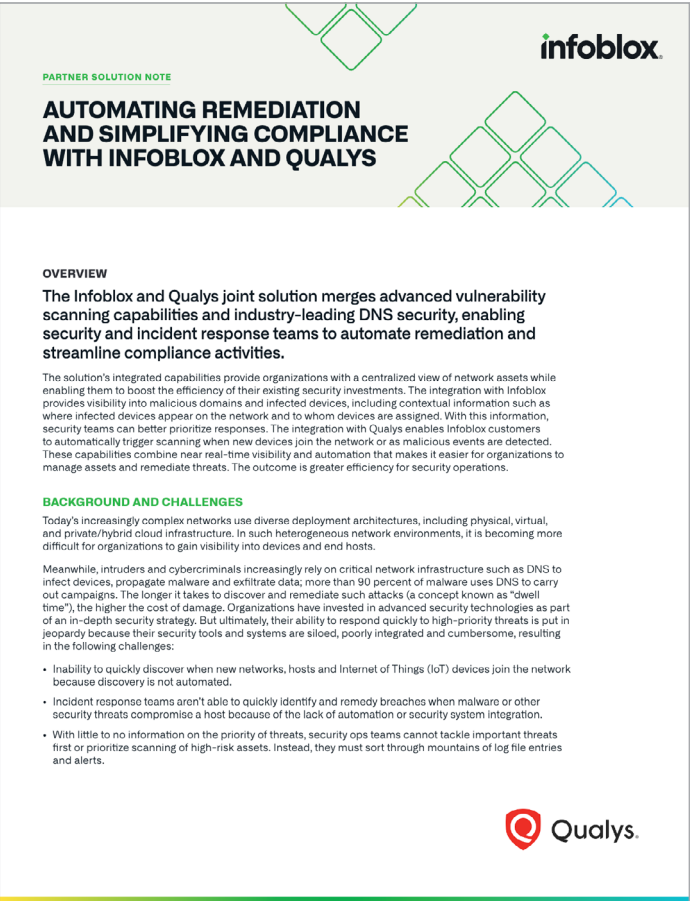
Use Infoblox visual brand, messaging, typeface, brand symbols and design elements.



Use Infoblox color palette.



Always make sure the call to action directs back to the Infoblox landing page.



Always use Infoblox’s branded templates.

Things to avoid

When Infoblox is the lead brand in co-branding, it is crucial to represent the visual brand accurately. Do not alter the branding or incorporate elements from the partner's brand into the visuals. It should be clear that the Infoblox is driving the initiative through the visual representation.



Do not use the partner logo first.



Do not incorporate the partner's color palette.



Do not try to recreate or mimic the partner's brand. We never want to mix visual branded elements from both brands together.

Examples of Infoblox-led branding

COLLATERAL

Includes data sheets, solution notes, white papers, customer stories, infographics and similar deliverables.

JOINT SOLUTION BRIEF

JOINT SOLUTION BRIEF

infoblox | nile

INFOBLOX NIOS AND NILE ACCESS SERVICE INTEGRATION FOR ENHANCED SECURITY AND VISIBILITY

SUMMARY

Infoblox NIOS and Nile Access Service combine to provide a secure and simplified wired and wireless LAN along with core network services: DHCP, DNS, and IPAM.

The Nile Access Service also continuously monitors Infoblox DHCP and DNS services through the Nile Portal. The combined solution increases network security and enhances visibility and agility for IT teams. This integration empowers IT to respond faster to network changes and security events.

CHALLENGE

Cloud adoption, an explosion of IoT and BYOD devices, and a hybrid workforce have introduced new attack vectors for enterprises. These attack vectors add to an ever-growing list of physical and cyber vulnerabilities for hackers to exploit using techniques like social engineering, snooping, sniffing, and man-in-the-middle attacks. \$6.9B was lost in 2021 alone from Cyber-attacks in the US¹. The increases in device and cloud adoption are also driving more traffic to the internet, making both the enterprise network and network IP address management more complex.

In traditional networks, there is no easy, unified way to monitor enterprise network service levels and core network services such as DNS and DHCP. To build a dashboard serving as a single pane of glass, enterprises must invest in a multitude of tools and customize and integrate these tools.

SOLUTION

Nile provides a secure Network as a Service (NaaS) that natively provides zero trust access for all users and devices connecting to Nile Access Service. The service, through its Zero Trust Isolation mechanism, protects every single connection across wired and wireless devices and prevents peer-to-peer communication. By centralizing policy control and leveraging micro-segmentation, Nile prevents any lateral movement of malware in the network.

Infoblox NIOS is the industry's first cloud-managed solution that enables you to centrally control and automate DNS, DHCP, and IP address management (DDI) for hybrid and multi-cloud networks. Together Nile Access Service and Infoblox NIOS provide a secure network while giving the enterprise IT teams greater control and visibility over their users, devices, applications, and data.

1 2021 IC3 Report (2021)

DATA SHEET

DATASHEET

infoblox | Baidam SOLUTIONS BRIDGING THE GAP

Infoblox Domain Mitigation Services

Stop Internet fraud and cyber incidents impacting your company to get your business back on track fast

Baidam Solutions Pty Ltd, a First Nations information technology business, was established in 2018 and is fully owned and operated in Australia. We are industry leaders in network and application security, empowering organisations to enhance their performance, productivity, and protection.

In our commitment to proactively safeguard organisations from a broad spectrum of cyber threats, fraud, and potential brand damage, we have forged a partnership with Infoblox. As a premier DNS security company, Infoblox provides both Protective DNS and core network services. We have incorporated the Infoblox Domain Mitigation Service into our offerings, a service sometimes known as domain takedowns. This service is meticulously designed to assist organisations in maintaining a secure and trustworthy online presence.

The Infoblox Mitigation Services team focuses on combating malicious actors and Internet fraud. We apply Infoblox's proprietary blend of investigative skills, automated techniques, and industry relationships to resolve issues swiftly and with discretion, including data theft, site spoofing, and other cyber incidents.

INFOBLOX MITIGATION SERVICES

Infoblox Mitigation Services is a comprehensive Internet fraud solution for organizations victimized by malicious cybercriminals. Mitigation Services draws on Infoblox's deep trust-based relationships and our unique position in the global IT environment to help threatened companies respond to limit financial and brand exposure.

The COVID pandemic brought about an enormous increase in phishing incidents and website spoofing, a simple but effective means of stealing credentials, committing fraud and distributing malware. In addition, with more and more organizations adopting cloud infrastructure, cybercriminals are increasingly aiming their attacks at privileged access and secret management systems. In fact, Forrester Research estimates that 80 percent of security breaches now involve privileged access abuse.

Infoblox Mitigation Services are specifically structured to address these types of attacks (as referenced below), stop them as quickly as possible, and enable targeted entities to get back to business as usual. Our Mitigation Services include validation services to confirm an incident has, in fact, occurred; mitigation through coordination with major ISPs and regulators; and monitoring with reporting to understand the threatscape better and to strengthen your security.

FEATURES AND BENEFITS

Validation: Determining whether suspicious activity is really malicious is the first step in the mitigation process. Our validation team offers a unique proprietary human-driven review of potential Internet fraud with a detailed summary of our in-depth review. During regular business hours, our initial response times are usually five minutes or less upon receipt of a potential Internet fraud incident. Once our review is underway, the average removal time for domestic Internet fraud is roughly 24 hours or less.

Mitigation: Mitigation provides a continuous removal effort applied to each case, with multiple escalations for cases that cannot be resolved within 24 hours. In other words, once Infoblox confirms Internet fraud or a cyber incident and initiates mitigation, we will continue our efforts until the issue is resolved. As one of the foremost providers of core DNS technology and equipment to the global ISP community, Infoblox is uniquely positioned to leverage established trust-based relationships to ensure

Examples of Infoblox-led branding

DIGITAL BANNERS AND PRINT ADS

This category includes advertising, email banners, email signature banners, social media and webinars.

EMAIL, SOCIAL AND WEBINAR BANNERS

infoblox

EXCLUSIVE NETWORKS

LEAP

VISIT INFOBLOX AT LEAP

4-7 March 2024 | Riyadh Exhibition and Convention Center, Malham
Exclusive Networks, LEAP Hall 2 - H2 M10

Meet with us!

BOOK YOUR MEETING OR DEMO NOW



infoblox

vizst TECHNOLOGY

WEBINAR

ACHIEVING SECURITY EVERYWHERE

Dedicated session focused on enhancing the security of distributed networks

15 February | 11:00 AM GMT

REGISTER NOW



EMAIL SIGNATURE BANNERS

infoblox

alkira

GUIDEPOINT SECURITY

INDOOR GO-KART RACING AND HAPPY HOUR!

Thursday, September 21 | 3pm - 6pm Pacific

REGISTER NOW

K1 Speed
Dublin, CA

ADVERTISING

SECOPS



NETOPS

Deliver breakthrough protection and performance with united networking and security that bring technology teams together.

infoblox

EXCLUSIVE NETWORKS

www.infoblox.com

Examples of Infoblox-led branding

EVENTS

This category includes examples of co-branded pull-up banners and tradeshow booth designs. There is also an opportunity for co-branded giveaways, such as waterbottles, notebooks and pens.

PULL-UP BANNERS



TRADESHOW BOOTHS



GIVEAWAYS



Partner-led co-branding

- The partner owns the relationship, is the primary brand and leads the marketing effort.
- The partner's visual system should drive the look, and trademark attribution belongs to the partner.
- Partner visuals should be prominently featured; Infoblox should be presented by a logo at visually the same weight. The only brand element that should be used from the Infoblox's brand in the Infoblox logo.
- The partner logo always appears first. The call to action must direct to a partner-owned or Infoblox landing page.

Infoblox logo with partner-led branding

In co-branded deliverables that are driven by our partner, the partner should add the Infoblox logo into their co-branding template. The partner’s logo should always be first and the Infoblox logo should be presented at visually the same weight as the partner logo.

Partners should adhere to the restrictions of using the Infoblox logo on [page 8](#).

DOS



Use partner logo first.

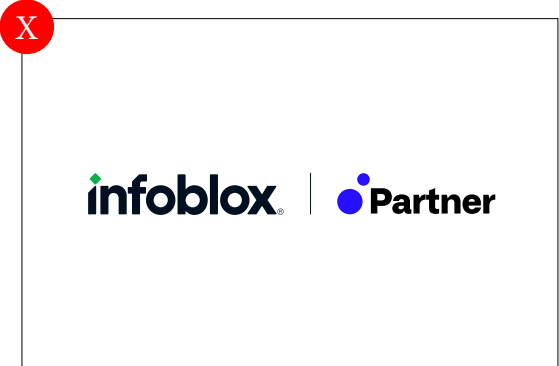


If only a single color version of the logo can be used, partners should use either the black or white Infoblox logo variation.



Use the partner’s branding guidelines and templates, including their partner logo template.

DON'TS



Do not put the Infoblox logo first if the partner is the lead brand.



Do not use a one-color variation of the Infoblox logo when you can use the two-color variation.



Do not use a different divider to divide the partner logo and Infoblox logo that’s not included in the partner’s branding.



Do not use a shortened version of the partner logo combined with the Infoblox logo. Always use the full version of the partner logo.



Do not make the Infoblox logo a heavier weight or smaller weight than the partner logo. The Infoblox logo should be represented at visually the same weight as the partner logo.

Partner-led marketing visuals

When creating co-branded marketing materials led by a partner, the visual design should adhere to the partner’s branding guidelines. The partner’s font, color palette, branded symbols, design elements and templates should be used. The only visual element from the Infoblox brand should be the Infoblox logo.



The partner’s font, color palette, branded symbols, design elements and templates should be used.



Use partner’s color palette including any gradients.

Things to avoid

When a partner is the lead brand in co-branding, it is crucial to represent the partner's visual brand accurately. Do not alter the branding or incorporate elements from the Infoblox brand into the visuals. It should be clear that the partner is driving the initiative through the visual representation.



Do not use the Infoblox logo first.



Do not incorporate Infoblox's color palette, including the primary gradient, into visuals that are not in the partner's color palette.



Do not try to recreate or mimic the Infoblox brand. We never want to mix visual branded elements from both brands together.



Do not incorporate the Infoblox diamond or a version of a diamond that's not included in the partner's branding guidelines.

Infoblox Skilled to Secure Partner Program Branding

The Infoblox Skilled to Secure Partner Program recognizes our partners for investing resources and time into Infoblox training and certifications. The Skilled to Secure program rewards that commitment and its vital role in ensuring customers get the best services and solutions. If you are a Skilled to Secure partner, thank you for your dedication to excellence. The resources in this section can help you in co-branding initiatives that promote the depth of your experience in Infoblox solutions.

For more Infoblox Partner information, refer to the [Infoblox Partner Portal](#).

Skilled
to **secure**

ID Yourself— Skilled to Secure badges

Infoblox Skilled to Secure badges may be used by Infoblox partners to promote their Skilled to Secure status. To ensure a consistent brand experience, the badges should not be modified or customized in any way.

Each of the 10 program badges consists of the following elements:

- Skilled to Secure titling
- Program track (e.g., Service Provider)
- Competency level (e.g., Sapphire), overlaid as a white label with “straps”
- Infoblox logo

Hexagonal border in graduated color associated with the level (e.g., blue for Sapphire)

Download badges

Skilled to Secure badges can be downloaded from the [Infoblox Partner Portal](#).

IDENTIFY YOURSELF AS AN INFOBLOX SKILLED TO SECURE PARTNER



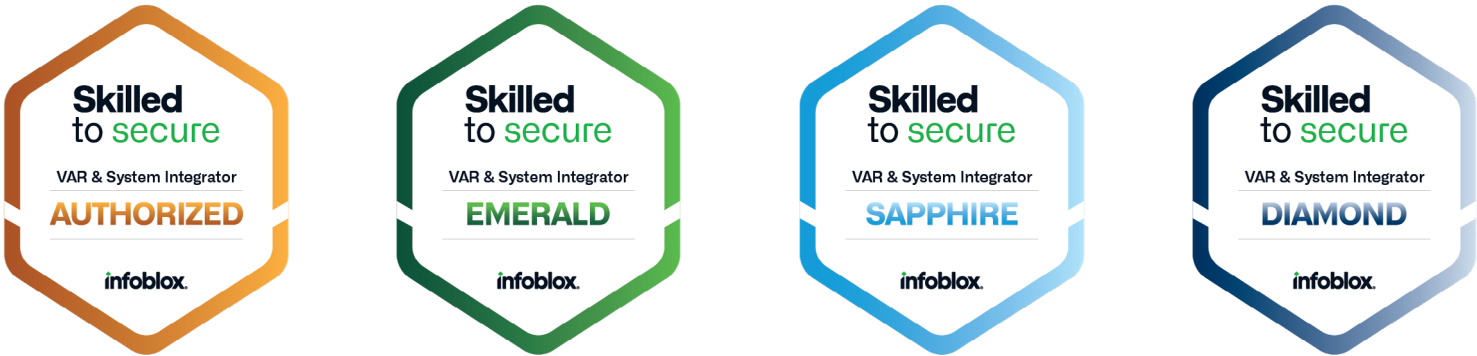
Using Infoblox Skilled to Secure badges

Skilled to Secure badges are awarded in the three tracks:

- Value-Added Resellers (VARs) and System Integrators
- Solution Providers
- Distributors

Each track reflects up to four competency levels, depending on the track.

VAR AND SYSTEM INTEGRATORS



SOLUTION PROVIDERS



DISTRIBUTORS



Status usage as an Infoblox Skilled to Secure Partner

Partners can use and promote their achievement levels through various channels, such as a press announcement, on their website and social media platforms. Infoblox provides templates that partners can use based on their Skilled to Secure partner status. Our [Welcome Pack](#) in the Partner Content Center, powered by Highspot contains more information on this.

Partners are awarded certificates after completing Infoblox Skilled to Secure Trusted Partner Program requirements. We encourage you to display these in your offices and online. Certificates can be downloaded from the [Infoblox Partner Portal](#).

EXAMPLE OF VAR SAPPHIRE CERTIFICATE



LEGAL GUIDELINES

The following legal guidelines apply to all Infoblox channel partners. If you have a formal relationship with Infoblox, the signed Agreement with Infoblox may have special trademark and logo usage guidelines that are different from the guidelines set forth. In such cases, follow the guidelines provided to you pursuant to your Agreement.

The intent is to protect and govern the use of Infoblox product names in partner-branded content.

Trademark usage

Infoblox Inc. trademarks must be used properly. These guidelines apply to the usage of Infoblox trademarks and brands in all communications and documents. If the product you are partnering with Infoblox on requires a trademark symbol, your contact will inform you.

Other third-party trademarks referenced on the Infoblox website and documents are the property of their respective owners. The word “partner” does not necessarily imply a partnership relationship between Infoblox and that company.

Using Infoblox marks

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