

4 Marketing Applications

4.5 Internet Marketing

- Your business URL or website address cannot contain the word Xerox or XRX. See examples at right.
- The domain name and rights must be owned by you as a Xerox Authorized Sales Agent.
- The Xerox Authorized Sales Agent logo may be displayed on emails and web pages only as a secondary identifier. Your business name must be the primary identifier.
- When the Xerox Authorized Sales Agent logo is used on a website or in an email, it must appear on the initial screen without the need to scroll down.
- Your business identity and markings are used as the web page design's primary look and feel.
- You cannot use the Xerox Authorized Sales Agent logo as a hyperlink.
- Content from the xerox.com website (or any other Xerox®-owned website) cannot be replicated or displayed as your business content.
- Linking to the xerox.com home page or sub pages is acceptable using hyperlinks that open in a new browser window or tab.
- The appropriate Xerox® Trademark Attribution Statement must accompany use of any Xerox®-owned trademark.
- There is a complete list of Xerox®-owned U.S. trademarks at <http://www.xerox.com/about-xerox/website-terms-of-use/enus.html>. Scroll to the bottom of the page and click on "a list of Xerox-owned U.S. trademarks."

Domain and Email Address Examples

www.wesellxerox.com	Not Acceptable
www.wesellofficeproducts.com	Acceptable
Ralphs@xrksales.com	Not Acceptable
Ralph@mystore.com	Acceptable



3 Logo Usage Guidelines

3.6 Quick Tips

This is a summary of Xerox Authorized Sales Agent logo usage guidelines.

Do

- Always use the standard Xerox Authorized Sales Agent logo artwork provided. Any desired variation to the Xerox Authorized Sales Agent logo due to space or graphic considerations must be pre-approved, in writing, by the Xerox Office of Corporate Identity.
- Ensure the minimum width of the Xerox Authorized Sales Agent logo is 1.25" for print and 131 pixels for web.
- Your business name and brand must be the primary identifier in relation to the Xerox Authorized Sales Agent logo on all materials you create.
- Attribute the Xerox Authorized Sales Agent logo to Xerox Corporation on all materials where it is used, with the appropriate Xerox® Trademark Attribution Statement. See [page 11](#) for specifications.
- Design using the correct amount of clear space around the logo. See [page 10](#) for specifications.
- Check with the Xerox Co-op Program Office if you are unsure about the use or reproduction of the Xerox Authorized Sales Agent logo.

Don't

- Do not include the Xerox name in your trade or business name/domain name, product or service name, logo, address, slogan or other trademarks.
- Do not combine the Xerox Authorized Sales Agent logo with any other object including but not limited to logos, icons, words, graphics, photos, slogans, numbers, design features, symbols or website audio files.
- Do not use the Xerox Authorized Sales Agent logo as a link to any other web page which is a part of your website.
- Do not imitate or mimic the Xerox Authorized Sales Agent logo.
- Do not use secondary logo types or proprietary logos in combination with Xerox Authorized Sales Agent logo.
- Do not create any other logo; use only the official Xerox-created versions found on [page 10](#).
- Do not make the Xerox Authorized Sales Agent logo larger than your company logo.