

Siemens Industrial Edge Marketing Guide

SIEMENS

1. Introduction

About this document

This Guide is for use by companies who have a valid subscription to the Industrial Edge Ecosystem, i.e. who have signed a Siemens Industrial Edge Ecosystem Agreement as an App Developer or Device Builder. It also applies for certified Siemens Solution Partners, in addition to the “Design Guidelines for the Use of the Partner Emblem” available from the [Solution Partner Portal](#). Increasing awareness, creating a unified image and supporting the demand generation process across the Siemens Industrial Edge Ecosystem are essential to its’ success.

The Guide provides you with certain rights to make reference to Siemens Industrial Edge in your marketing and communication activities.

This Guide will be updated from time to time. URLs mentioned in this Guide and information contained on referenced websites may change at any time without notice. You shall comply with any information published on any referenced websites. However, we expressly disclaim any obligation arising out of information contained on such websites.

General

You can contribute to the success of Siemens Industrial Edge by increasing awareness. To ensure a consistent go-to-market approach the following Guide provides you with the relevant branding information.

Public communication about your participation in the Industrial Edge Ecosystem

When publicly **announcing or communicating about your participation** in the Siemens Industrial Edge Ecosystem:

- The term ecosystem participant or member (“Teilnehmer” oder “Mitglied”) shall be used for App Developers and Device Builders who have signed the Ecosystem Agreement.
- Example wording: [Your company] has joined the Siemens Industrial Edge Ecosystem, [Your company] is participating in the Siemens Industrial Edge Ecosystem as an App Developer/Device Builder.
- To avoid confusion, the term partner is reserved for certified Solution Partners. More information [here](#).

When referring to the Siemens Industrial Edge offering, the official wording shall be used:

- **Product name:** Siemens Industrial Edge (Siemens written in upper and lower case)
- **Product description:** Siemens Industrial Edge is an open, ready-to-use computing platform which makes data and software handling on the shopfloor scalable, secure, and easy to use. The Industrial Edge Ecosystem comprises edge applications/apps, edge connectivity solutions and edge devices, both from Siemens and third parties, that can be centrally managed, monitored and updated/and a central application and device management.

Conditions for marketing your solution in the context of the Industrial Edge Ecosystem

Your signature of the Industrial Edge Ecosystem Agreement entitles you to use the “Powered by Siemens Industrial Edge” eye-catcher and tagline as described in the following.

Eyecatcher and tagline are designed for marketing and communication at product/offering level, i.e. for the apps or devices that you bring into the Siemens Industrial Edge Ecosystem. It must not be used at company level, e.g. next to your company name or logo.

You are not allowed to use the Siemens mark (**SIEMENS**).

The Siemens name can only be used in body text and has to be written in plain text, with upper and lower case (not all caps).

- **Do:** Visit the Siemens Industrial Edge Marketplace, find out more on the Siemens website.
- **Don't:** Visit the **SIEMENS** Industrial Edge Marketplace, find out more on the **SIEMENS** website.

2. Using the Powered by Siemens Industrial Edge eye-catcher and tagline

2.1. The Powered by Siemens Industrial Edge eye-catcher

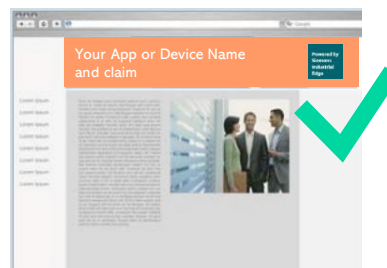
All subscribers of the Siemens Industrial Edge Ecosystem Agreement (as well as certified Solution Partners in Industrial Edge) may use the following eye-catcher to signal compatibility of their offering with the Siemens Industrial Edge platform and for promoting their offering:



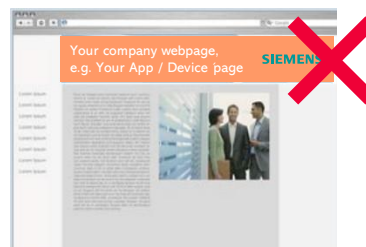
It must be used at product/offering level (i.e. for applications or devices that are part of the Industrial Edge Ecosystem), and not at company level (i.e. not in relation to your company name or logo).

Do

APP / DEVICE
NAME / LOGO



Don't



On request, we will provide you an electronic version of the Powered by Siemens Industrial Edge eye-catcher. Please contact industrialedge.industry@siemens.com.

For different purposes, the Powered by Siemens Industrial Edge eye-catcher is used in different sizes and with different text sizes. Three different color options are available for use with different light or dark backgrounds.

Sizes and spacing of eye-catchers per format

Format	Eye-catcher sizes	Eye-catcher spacing
DIN A6	15 x 15 mm 17.5 x 17.5 mm	1.25 mm
DIN A5	15 x 15 mm 17.5 x 17.5 mm 20 x 20 mm	1.75 mm
DIN long	15 x 15 mm 17.5 x 17.5 mm 20 x 20 mm 22.5 x 22.5 mm	1.75 mm
DIN A4	20 x 20 mm 22.5 x 22.5 mm 25 x 25 mm 27.5 mm x 27.5 mm	2.5 mm
DIN A3	25 x 25 mm 30 x 30 mm 35 x 35 mm 40 x 40 mm	2.5 mm
DIN A2	35 x 35 mm 40 x 40 mm 50 x 50 mm	5 mm
DIN A1	50 x 50 mm 60 x 60 mm 80 x 80 mm	7.5 mm
DIN A0	80 x 80 mm 100 x 100 mm	10 mm
Rollup 560 x 2,100 mm	120 x 120 mm 140 x 140 mm	12.5 mm
Rollup 750 x 2,100 mm	120 x 120 mm 140 x 140 mm 160 x 160 mm	15 mm
Rollup 850 x 2,500 mm	120 x 120 mm 140 x 140 mm 160 x 160 mm 180 x 180 mm	20 mm
Rollup 1000 x 2,200 mm	120 x 120 mm 140 x 140 mm 160 x 160 mm 180 x 180 mm	20 mm

Colors of eye-catchers



Siemens Petrol

RGB: 0 153 153
 Hex: #009999
 CMYK: 100 0 40 0
 Pantone: 321 C
 HKS 3000+: 51 K
 NCS: S 2555-B20G
 RAL Classic: 5018
 RAL Design: 200 50 45
 Sikkens 5051 Color Concept: P0.40.50



Soft Green

RGB: 0 255 185
 Hex: #00FFB9
 CMYK: 60 0 50 0
 Pantone: 2412 C
 HKS 3000+: 54 K-50-00
 NCS: S 2040-G
 RAL Classic: –
 RAL Design: 160 70 30
 Sikkens 5051 Color Concept: L7.23.68



Deep Blue 40%

RGB: 153 153 169
 Hex: #9999A9
 CMYK: 38 28 12 20
 Pantone: 2163 C
 HKS 3000+: 41 K-30-30
 NCS: S 3020 B
 RAL Classic: –
 RAL Design: 250 60 10
 Sikkens 5051 Color Concept: S2.14.54

2.2. The Powered by Siemens Industrial Edge tagline

For promoting your offering, you may also choose to use the tagline “Powered by Siemens Industrial Edge”, by using smaller text in a plain font and in black color. When using the Powered by Siemens Industrial Edge tagline, you must distinguish it from the name of your offering and/or surrounding text by:

- Capitalizing the first letter of the Powered by Siemens Industrial Edge tagline
- Placing the “Powered by Siemens Industrial Edge” tagline in quotes
- Using a different style or font.

In a communication hierarchy, it is always subordinated to your companies’ name and appearance.

You can publicly announce the availability of your offering. You can do this via press releases or via your preferred media channels. In any media and marketing announcements, please be sure to mention that your offerings are Powered by Siemens Industrial Edge. Public announcements such as press releases that reference Siemens or Siemens Industrial Edge require prior approval from Siemens.

Please align with the Industrial Edge Marketing team: industrialedge.industry@siemens.com

3. Conditions for the Powered by Siemens Industrial Edge eye-catcher and tagline

These Conditions apply to your use of the Powered by Industrial Edge eye-catcher and the Powered by Industrial Edge tagline (collectively “Licensed Designations”).

Provided that you have a valid subscription to the Industrial Edge Ecosystem, and provided that you at all times comply with the terms and conditions of your subscription to the Industrial Edge Ecosystem and this Guide, we grant you a limited, non-exclusive, non-transferable right under our intellectual property rights in and to the Licensed Designations for the limited purpose of placing the Licensed Designations on Your Material and marketing, offering for sale, selling, using, importing, exporting or otherwise disposing of such marked Your Material in accordance with this Guide. The rights granted to you herein may also be exercised by any of your subcontractors and your sales partners. The Licensed Designations may not be used for any other purpose.

For the purpose of this Guide, the term “Your Material” refers to any material (print or electronic) relating to your Industrial Edge App or Industrial Edge Device (collectively “Your Industrial Edge Offering”) for the purpose of marketing, such as advertising material, leaflets, brochures, presentations, internet websites, tv commercials, hand-outs and material used in connection with trade fairs and exhibitions as well as packing material (print or electronic) relating to the technical description of Your Industrial Edge Offering such as manuals, technical documentation and product descriptions but excluding any business related documents (print or electronic) such as business stationery, business cards, business forms, e-mail signatures, delivery notes, invoices, purchase orders, offers, delivery conditions or other similar documents;

You acknowledge that any use of the Licensed Designations, even if permitted hereunder, is at your sole risk and that Siemens shall have no liability or responsibility in connection therewith. You shall be responsible for your subcontractors and sales partners and shall make sure that all such subcontractors and sales partners comply with the agreement governing your subscription to the Operator Services or this Guide.

The Licensed Designations must appear by itself, with reasonable spacing between it and other visual, graphic or textual elements and may not be placed on any background which interferes with its readability.

You must stop using the Licensed Designations and ensure that your subcontractors and sales partners stop using them, if at any time you are no longer subscribed to the Industrial Edge Ecosystem, or your Industrial Edge Offering no longer uses or is not usable with any of our services in the Industrial Edge Ecosystem, or you are no longer in compliance with your subscription to the Industrial Edge Ecosystem or this Guide.

You may not

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- use the Licensed Designations in any manner that is misleading, unfair, defamatory, obscene, infringing or otherwise objectionable as reasonably determined by us.
- use the Licensed Designations in any manner that implies that you are sponsored or endorsed by us or that your products or services have been authored by us or represent our views.
- abbreviate the Licensed Designation nor include it in the name of Your Industrial Edge Offering, service, product or in a URL. You may not alter the Licensed Designations in any manner such as changing the proportion, color or removing or adding any elements from the Licensed Designations. You may not use the Licensed Designations in a manner which in our reasonable discretion may diminish or otherwise damage our goodwill in the Licensed Designation.

You acknowledge that Siemens is the sole owner of the Licensed Designations and you do not get any rights in the Licensed Designations other than the rights expressly granted herein. You shall not register the Licensed Designations in any country in the world or otherwise seek protection. You may not apply for or register any designations that are similar or confusingly similar to the Licensed Designations and in the event that in any jurisdiction your use of the Licensed Designations inures to your benefit or the benefit of your subcontractors or sales partners, you hereby assign and shall procure that your subcontractors and sales partners assign such rights to us and execute all documents necessary for such an assignment. You shall not directly nor indirectly challenge the validity or Siemens' ownership of the Licensed Designations by filing oppositions, nullity requests or taking comparable action.

You must comply with the most recent version of this Guide and any other terms or policies that we may issue from time to time to govern use of the Licensed Designations.