

Orange APIs

Brand association guideline

December 2015

This guideline applies to third-party services that integrate with one or more Orange services via an API.

It should address any questions you may have regarding the use of the Orange brand within third party software interfaces and supporting marketing and communications.

Orange APIs are accessible via Orange Developer, the Group developer program at developer.orange.com



Contents

- 1 Introduction**
 - 1.1 About this guideline**

- 2 Third party service with 'Works with Orange' brand attribution**
 - 2.1 Applying the 'Works with Orange' badge**
 - 2.2 Defining the 'Works with Orange' badge**
 - 2.3 'Works with Orange' badge – preferred option**
 - 2.4 'Works with Orange' written attribution badge – secondary option**
 - 2.5 Compatibility with a specific Orange service**
 - 2.6 Things to avoid**

- 3 Highlighting API functionality within your application**
 - 3.1 Using the Orange logo**
 - 3.2 Using the Orange logo + Orange service name**
 - 3.3 Using an Orange service icon**

- 4 Rules**
 - 4.1 Basic principles**

- 5 Further help**

1.1 About this guideline

About this guideline

We have developed the guideline to ensure that third party developers are able to clearly communicate to their users that their service or app is compatible with one or more Orange services, and leverage the strength of the Orange brand in their service or app, while making certain that they comply with the contractual requirements in our Orange API General Terms.

The following sections apply to all developers using our APIs:

- **Section 1:** Once you have accepted our Orange API General Terms and integrated our APIs you do not need separate pre-approval to promote the API functionality on your application or site using the 'Works with Orange' brand attribution
- **Section 2:** Once you have accepted our Orange API General Terms and integrated our APIs you may also highlight Orange API functionality within your application. Please see our general principles in section 2
- **Section 3:** Our reputation and brand are extremely important to us, and we need to ensure that we protect our reputation and brand accordingly. Our brand assets are protected by applicable trade mark, copyright and other intellectual property laws. Please take a moment to read the rules before you begin

If you have any questions regarding the application of these guidelines please contact Orange Partner via developer.orange.com/support/contact-us

1

Introduction

About this guideline

Third party service with 'Works with Orange' brand attribution

2

- 2.1 Applying the 'Works with Orange' badge
- 2.2 Defining the 'Works with Orange' badge
- 2.3 'Works with Orange' badge – preferred option
- 2.4 'Works with Orange' written attribution badge – secondary option
- 2.5 Compatibility with a specific Orange service
- 2.6 Things to avoid

Applying the 'Works with Orange' badge

The 'Works with Orange' brand attribution badge is used to highlight that your product or service is compatible with one or more of our services via the use of Orange APIs.

2.1

**Third party service with
'Works with Orange'
brand attribution**

**Applying the 'Works
with Orange' badge**

Basic principles

- When this attribution is applied, your brand identity is dominant. This is to say that the graphic elements from your brand identity (typefaces, colours, image style) are used. No other graphic elements from the Orange identity should be used apart from the attributions described in this guideline
- You must not substitute 'Works with Orange' (or the provided translation) by any other term, such as 'Endorsed by Orange', 'Orange inside', 'With Orange' without written approval from the Orange brand team
- The 'Works with Orange' brand attribution should only be visible when it helps the end user's understanding that your service is compatible with one or multiple Orange services. It should not be visible where the Orange service is not relevant to or compatible with your service

Defining the 'Works with Orange' badge

The 'Works with Orange' badge can be used within your app or software interfaces to expose Orange functionality to your users. It should only be used on your website and in your user guides or promotion materials when you need to inform your users that your service is compatible with one or multiple Orange services. It should not be used in general marketing, merchandise or packaging.



Fig.1 'Works with Orange' badge

Works with Orange

Fig.2 'Works with Orange' written attribution badge



Fig.3 'Fonctionne avec Orange' badge

Fonctionne avec Orange

Fig.4 'Fonctionne avec Orange' written attribution badge

2.2

Third party service with 'Works with Orange' brand attribution

Defining the 'Works with Orange' badge

- Fig.1 Shows the preferred option that can be used on the web, software interfaces and print
- Fig.2 Only use this version when height restrictions make the 'Works with' logo lock-up illegible
- Fig.3&4 It's possible to translate the badge to a local language

The 'Works with Orange' badge and written attribution should only be reproduced from master artwork, which can be found at developer.orange.com/tools/brand-guidelines

'Works with Orange' badge – preferred option

2.3

The Orange mark should always be your starting point when determining the height of the attribution.

Third party service with 'Works with Orange' brand attribution

'Works with Orange' badge – preferred option

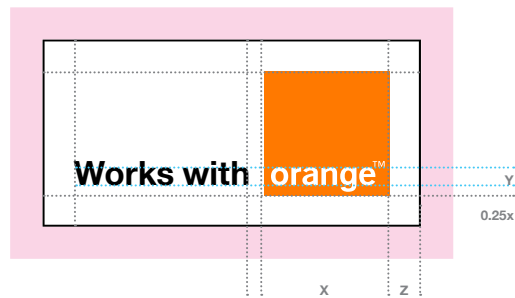


Fig.1

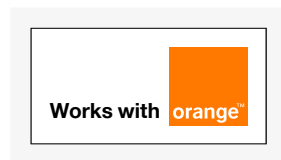


Fig.2 'Works with' badge shown on a light background



Fig.3 'Works with' badge shown on a dark background

The 'Works with' attribution

The 'Works with' attribution should always be written on one line in lower case Helvetica Neue 75 Bold (-20 optical kerning) and in black.

The 'Works with' attribution should be set to the baseline and share the same cap height as the Orange word mark, as illustrated above.

The distance between the attribution and the Orange mark is 1/2 Z.

Minimum size

In order to preserve the legibility of the Orange mark we have set a minimum size for the 'Works with Orange' badge.

The minimum size for the 'Works with Orange' badge in a digital environment is calculated where X is equal to 30 pixels).

The minimum size for the 'Works with Orange' badge in a print environment is calculated where X is equal to 7mm).

Clear space

In order to preserve legibility, always try to provide a minimum of 0.25X of clear space around the 'Works with' badge.

Colour ways

The 'Works with Orange' badge should always appear in a white box with black stroke as shown in Fig1&2.

- The colour reference for the orange colour in print is Pantone151.
- The colour reference for the orange colour in digital is R255G121B0

The 'Works with Orange' badge and written attribution should only be reproduced from master artwork, which can be found at developer.orange.com/tools/brand-guidelines

'Works with Orange' badge written attribution badge – secondary option

When height restrictions apply, it is possible to use the word 'Orange' instead of the logo.



Fig.1



Fig.2 'Works with' badge shown on a light background



Fig.3 'Works with' badge shown on a dark background

The 'Works with Orange' written attribution badge

The 'Works with Orange' written attribution badge always appears in Helvetica Neue 75 Bold (-20 optical kerning) on one line and in sentence case.

Clear space

In order to preserve legibility, always try to provide a minimum of 1X of clear space around the 'Works with Orange' badge.

Colour ways

The 'Works with Orange' badge can appear on white or black shown.

- The colour reference for the orange colour in print is Pantone151
- The colour reference for the orange colour in digital is R255G121B0

2.4

Third party service with 'Works with Orange' brand attribution

'Works with Orange' written attribution badge

The 'Works with Orange' badge and written attribution should only be reproduced from master artwork, which can be found at developer.orange.com/tools/brand-guidelines

Compatibility with a specific Orange service

You may want to highlight your application's compatibility with a specific Orange service via an API.

Basic principles

- You can integrate the phrase 'Works with + [Orange service name]' in your description.
- You can alter this phrase to suit the context of your service. The example below shows the top search results at a given moment as recorded by our service 'Le moteur Orange' and available to third parties via the via the Search Toptrends API.

TOP DES RECHERCHES GOOGLE	TOP DES TENDANCES TWITTER	TOP DES RECHERCHES ORANGE
Recherches du moment Google France	Tendances du moment - Twitter France	Recherches du moment avec le moteur Orange
1. Cam Clash	1. #JeVeuxWatchDogs	1. jerome lavrilleux
2. Rachel Louise Carson	2. #BPUMP	2. marine le pen
3. Kick Ass	3. #AyemWinneuse	3. affaire bygmallon
4. Test Watch Dogs	4. #ThankYouDavid	4. tennis roland garros en direct
5. Jennifer Lawrence	5. Na Li	5. front national
6. Game Of Thrones Saison 4 Episode 8	6. #BrunoOffreMoiWatchDogs	6. allocution francois hollande
7. L'amour Est Dans Le Pré	7. Mladenovic	7. pierre et frederique de l'amour est dans le pre
8. France Info	8. Ayem	8. nicolas sarkozy
	9. Dimitrov	9. kristen stewart

2.5

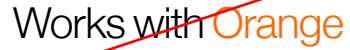
Third party service with 'Works with Orange' brand attribution

Compatibility with a specific Orange service

The 'Works with Orange' badge and written attribution should only be reproduced from master artwork, which can be found at developer.orange.com/tools/brand-guidelines

Things to avoid

Please don't do any of the following.



Works with Orange

Fig.1 the 'Works with Orange' written attribution should always be set in Helvetica Neue 75 bold. No other weight should be used.



Works with Orange

Fig.2 the 'Works with Orange' written attribution should never appear purely in the colour orange.

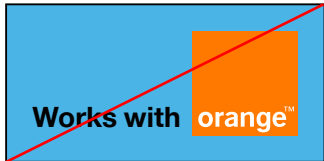


Fig.3 Don't change the background colour of the 'Works with Orange' badge - always use original artwork files.

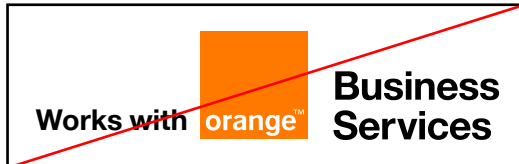


Fig.4 The 'Works with Orange' badge should not be used with the Business Services lockup.

2.6

Third party service with
'Works with Orange'
brand attribution

Things to avoid

The 'Works with Orange' badge and written attribution should only be reproduced from master artwork, which can be found at developer.orange.com/tools/brand-guidelines

Highlighting API functionality within your application

3

- 3.1 Using the Orange logo
- 3.2 Using the Orange logo + Orange service name
- 3.3 Using an Orange service icon

Using the Orange logo

When highlighting Orange API functionality within your application, the following general principles apply. In all cases, the Orange logo and service icons should only be reproduced from the master artwork, which you can access via developer.orange.com/tools/brand-guidelines or via brand.orange.com

Basic principles:

- No singular Orange service can claim the Orange logo as its icon, therefore our logo should never be used as a clickable launch icon. It can be used as a link. the Orange logo should always be reproduced from the master artwork, it should never be manually recreated
- The Orange logo is a bespoke piece of artwork made up of the Orange block, the logotype and the TM
- No element can be used on its own

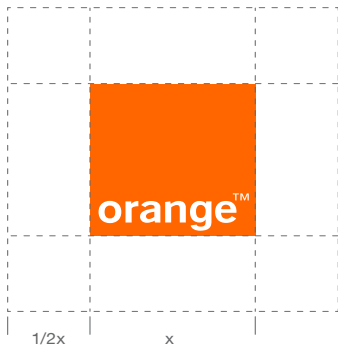


Fig.1

3.1

Highlighting API functionality within your application

Using the Orange logo

Download the full core Orange guideline from the brand site at brand.orange.com

- Fig.1 Shows the Orange mark with the preferred clear space

Using the Orange logo + Orange service name

You may use our logo + service name inside your application, for example within a button to initiate an action such as saving content to the Orange Cloud, or to show content provided by one of our services such as 'Le moteur Orange'.



Fig.1



Fig.2

3.2

Highlighting API functionality within your application

Using the Orange logo + Orange service name

We recommend using the principles governing section 2.3 of this guideline when applying the Orange logo + Orange Service name artwork.

- Fig.1 Shows example artwork for the 'Le moteur' search engine service in France
- Fig.2 Show examples of Orange logo + Orange service name for the Orange Cloud service. Please don't shorten our service names, such as OCloud and, when you are using buttons, do not split the service name across multiple lines

Always use original artwork provided which can be found at developer.orange.com/tools/brand-guidelines

Using an Orange service icon

It is possible to use an Orange service icon that is well recognised and consistent across ALL Orange markets, so long as the icon has been made available to you by Orange Developer.



Fig.1



Fig.2

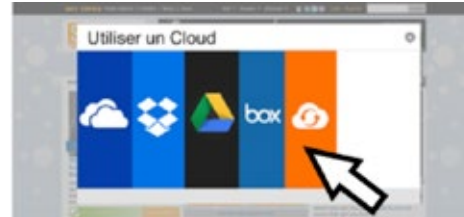


Fig.3

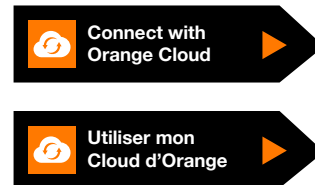


Fig.4

3.3

Highlighting API functionality within your application

Using an Orange service icon

- Fig.1 Shows example artwork for the Orange Cloud service icon
- Fig.2 In this example, clicking the Orange Cloud service icon will initiate the action to publish the video to the user's Orange Cloud
- Fig.3 Our service icon, in this case the flat Orange Cloud icon, can be shown as part of a selection alongside other services (such as Dropbox, Google Drive etc in this example).
- Fig.4 The service icon can also be used as part of a button. The description can be translated to the local market

These are general principles only. There are separate UX guidelines available for specific APIs available from the Orange Developer site. For further information on these or help with any questions regarding the application of these guidelines, please contact Orange Partner via developer. orange.com/support/contact-us

4.1 Basic principles

Rules

You must not incorporate any of the Orange brand elements, or variations thereof, into your own product names, service names, trade marks, logos, company names, domain names, meta tags, adwords, keywords and search terms etc. You must never change or modify the Orange brand elements, for example, through adding or deleting hyphens, combining words or by using abbreviations. Altering our logos, for example, changing the colours or dimensions or otherwise modifying them in any way is also prohibited.

Basic principles:

- Do not suggest that Orange endorses your app in any way: please do not use our name, logos or other branded materials in ways that may be confusing, misleading or suggest our sponsorship, endorsement or affiliation
- Do not use our name as part of your company or service name
- Do not use our logo or incorporate our logo into yours
- Do not use a domain name containing 'Orange' or any confusingly similar words
- Do not use the Orange brand as the most prominent brand in your marketing context
- Do not imitate the look and feel of the Orange name, logo, websites, software interfaces, service icons, desktop clients or mobile apps
- Do not use our typefaces, colours, images, drawings, illustrations or other branded assets without permission
- Do not establish any link to any of our websites, services, applications or software interfaces in such a way as to suggest any form of association, approval or endorsement by Orange where none exists
- Do not use the badge on a page that contains or displays adult content, promotes gambling, promotes violence, contains hate speech, involves the sale of tobacco or alcohol to persons under twentyone years of age, violates other applicable laws or regulations or is otherwise objectionable

4.1

Rules

Basic principles

Orange reserves the right to modify these guidelines at any time.

Orange also reserves the right to withdraw permission for or otherwise prohibit your use of our brand attribution or assets if such use does not conform to these guidelines and other terms we set from time to time. Orange will not be liable in relation to any loss/damage caused by modification of these guidelines.

Further help

Thanks for reading through this guideline document. If you have any questions regarding the application of these guidelines please contact Orange Partner via developer.orange.com/support/contact-us

Company Confidential.

Orange, the Orange logo and any other Orange product or service names referred to in this material are trade marks of Orange Brand Services Limited.

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