

memoQ Brand Guide for Partners

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Consistent Brand Image

This Branding Guide has been created to help memoQ Partners to represent the co-brand, protect memoQ brand, and nurture the co-branded partnership between your company and memoQ. In order to maintain a strong brand in the minds of clients, a clear and consistent brand image must be maintained. This guide should be given to and used by your designers, IT support and anyone else within the company charged with maintaining your printed and electronic messages. As a memoQ partner or event sponsor, you need to comply with our Branding Guidelines and all applicable intellectual property laws in your use of brands, logos, domain names, and creative assets.

memoQ empowers our partnership

It is a structural set of guidelines for memoQ brand, including content referring, logos, designs, websites, social media assets, videos, marketing collateral, white papers, etc., are important assets of the company and are protected by various intellectual property laws in EU and worldwide. These guidelines have been developed to **assist partners in building their own strong brands and materials**, and avoiding costly rebranding and/or infringement issues.

Through these guidelines, **we empower our partners** and event sponsors to:

- ✓ Reference memoQ brand effectively and correctly.
- ✓ Create clear and effective marketing materials.

How to refer to memoQ?

Context is key. When referring to memoQ, the context of the reference determines the correct articulation.

Articulation	Context	Example
memoQ Translation Technologies Ltd. <i>or</i> memoQ Ltd.	Use this when referring to memoQ as an entity in a legal line (for legal documents, etc.).	This is the software end-user license agreement for software products created and distributed by memoQ Translation Technologies Ltd.
memoQ	Use this when referring to memoQ as an entity in prose. And when referring to memoQ as a brand.	memoQ offers flexible translation and localization management solutions tailored to enterprises, language service providers, and translators.
memoQ TMS	memoQ TMS is our umbrella brand to represent our Translation Management System solution platform that provides LSPs, enterprises the required choice, control and guidance to deliver predictable and repeatable high value translation.	memoQ TMS is available in several deployment and licensing options providing the best-of-breed translation and localization technology solution on the market.
memoQ translator pro	This is our computer-assisted translation environment for translators . Use this term when targeting individual translator in regard with CAT-tools	memoQ translator pro increases productivity and quality for all those who perform, edit and review translations.

What are acceptable company and product names?

Do:

- ✓ Capitalization: use lowercase for brand and product, solution names
- ✓ Q is the only capitalized letter



Don't:

- × Do not use capitalization for brand and product names
- × Company, brand and product names start with a lowercase 'm'



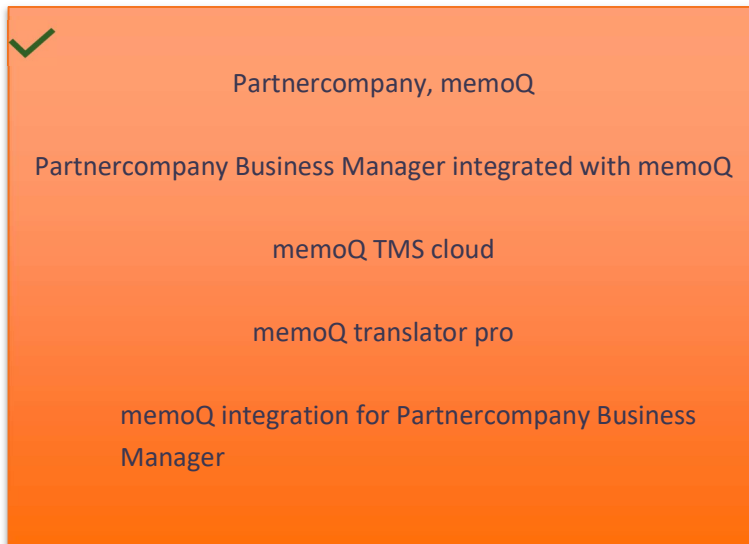
What are acceptable company and product names?

Do:

- ✓ Make your brands, names, domains, and social media assets distinct from those that belong to memoQ.
- ✓ Create company and product names that are distinct from memoQ's to eliminate brand confusion.

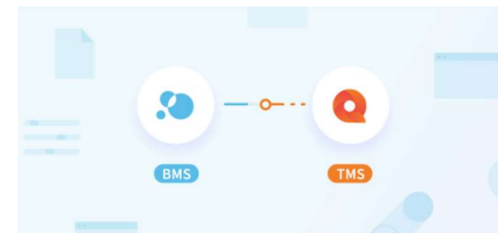
Don't:

- × Use any memoQ brands or names in your company or product names, taglines, handles, advertising keywords, or any other branding or source-identifying materials.
- × Modify, imitate, or abbreviate memoQ brand or names anywhere.
- × Include "for memoQ, from memoQ, by memoQ" in your company name, product name, logo, or tagline.
- × Use memoQ logos or design elements alongside, or the same size as, your brand to indicate your offering is "a memoQ integration."



A special naming debate: TMS or BMS?

There are quite a number of professional abbreviations in the localization market that sometimes can be confusing. BMS and TMS stand for two types of technology solutions in the translation industry that entitled to solve different problems but can be used complimentary.



Here comes the definition by Nimdzi, an international market research and consulting company for the language industry:

BMS is a system that has management functionality and does not necessarily have CAT tool functionality. But we call such technology a Business Management System (BMS) since that's exactly what it does: it helps manage business operations. A BMS supports language service providers and translation departments in running their business, from accepting customer requests to creating orders to invoicing. A BMS manages not only translation workflows but also all of the other working steps that take place before and after a project.

Solutions that feature not only management capabilities but also CAT and quality assurance (QA) options are called **TMS**. A TMS supports complex translations and makes it possible to centrally manage and automate localization workflows. Everyone involved can work on these workflows simultaneously and from any location. The system supports them in consolidating and managing linguistic assets, automating processes, monitoring workflows, and facilitating real-time collaboration between translators and project managers.

memoQ identifies as a TMS.

*Please read blog: [BMS and TMS - Which management solution is suitable for your business? \(plunet.com\)](https://plunet.com/en/blog/bms-and-tms-which-management-solution-is-suitable-for-your-business/)

About memoQ

As you would like to publish a company presentation or a description for memoQ, please use this:

About memoQ

memoQ is a leading collaborative translation environment and TMS delivering premium solutions to the translation industry since 2004. memoQ is dedicated to providing innovation through diverse developments that empower hundreds of thousands of enterprises, translation companies, and freelance translators worldwide.

Keeping in mind both simplicity and effective translation processes, memoQ leverages its ease of use, collaboration, and interoperability in one complex solution. Discover a new world with memoQ!

www.memoq.com

If you need this content in other languages, please [have](#) a look our available languages: [links](#))

Logos & Design

Utilizing the memoQ brand assets correctly in your marketing communications, use this or check our [memoQ brand resources](#)

If you would like to use the memoQ logo, please follow the guidelines below.



Please use the full colored version of the memoQ logo on white background.



The white space around our logo should be equal to or greater than the size of the "Q" mark.

24px  memoq

The minimum size our logo is 24px in height.

Incorrect usage

memoq



Don't use the logo without the "Q" mark.



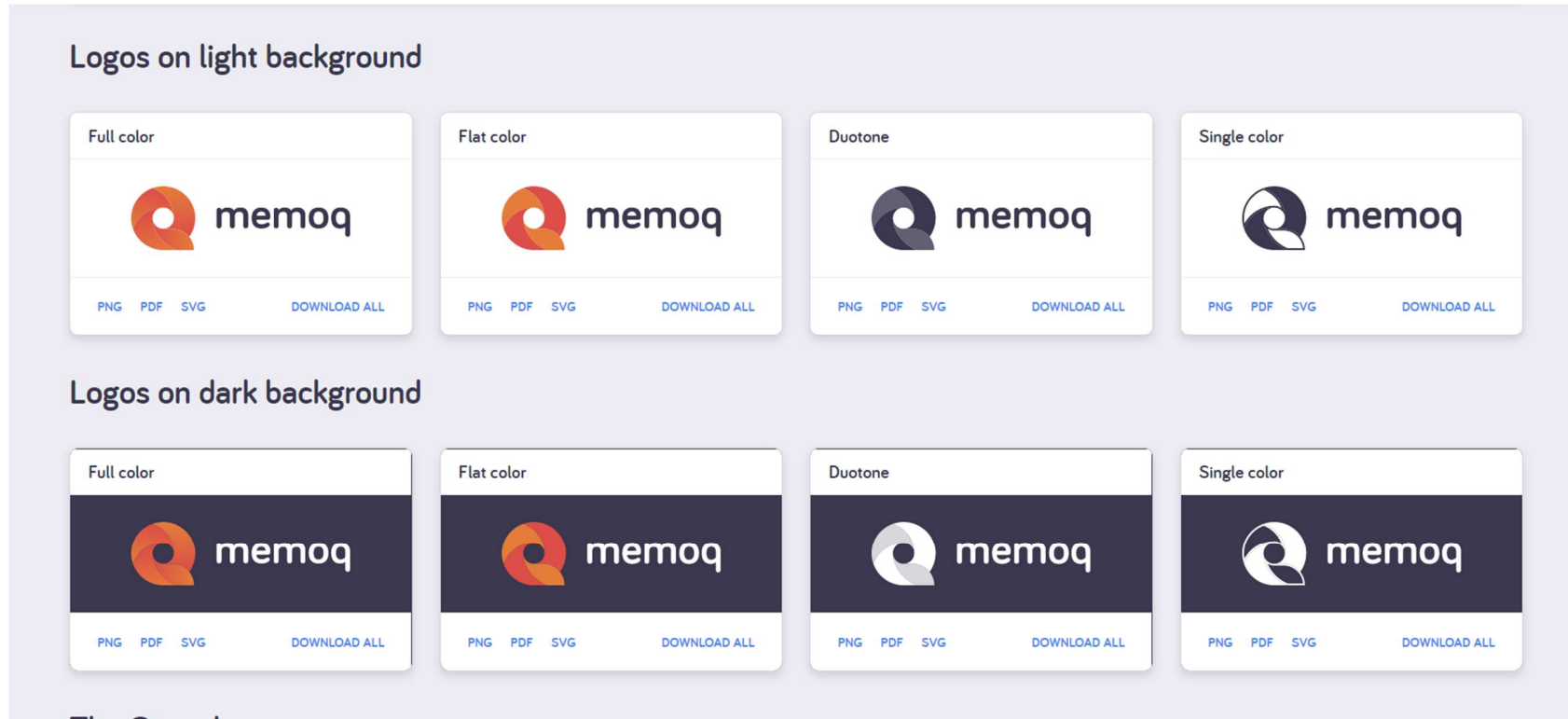
Don't modify the logo in any way, such as adding visual effects.



Don't add the logo on visually detailed background.



Don't change the logo's ratio in any way.



Examples for giveaways (add by design team) displaying the logo on various surfaces requires different techniques (e.g. engraving, stickers on glass surfaces etc.)

Communication materials

Referencing claims, awards, and memoQ brand and products correctly, please use this:

Dos:

- ✓ Ensure all claims are true, specific, timely, and verifiable.
- ✓ Cite claims based on accurate and truthful third-party findings.
- ✓ Mention our integration pages if applicable.

Don'ts

- × Make vague, unsubstantiated, or untimely claims.
- × Modify, imitate, or abbreviate memoQ brand or names anywhere.
- × Include “for memoQ, from memoQ, by memoQ” in your company name, product name, logo, or tagline.
- × Use memoQ logos or design elements alongside, or the same size as, your brand to indicate your offering is “a memoQ integration.”

“For everyone seeking to thrive with **premium translation**, memoQ provides the required choice, control and guidance for predictable and repeatable high value translation and localization as demonstrated by our loyal and vocal client base.”

XYZ Magazine, 2022

“memoQ: premium translation” - XYZ Magazine, 2022

How can memoQ and customers be referenced?

- ✓ Get permission from customers or third parties before using their logos, names, or quotes.
Please contact marketing@memoq to request permission.
- × Please don't list memoQ, customer or third-party logos, names, or quotes without written permission.
- × Please do not use pictures of memoQ colleagues and executives without permission.

How should you use memoQ brand and products in text?

- ✓ Use the correct version or a generic noun following a reference to a memoQ brand in text (for example, solution, offering, technology, etc.)
Example: Download memoQ translator pro to boost your productivity.
- × Please don't Use abbreviations in place of memoQ's full brand names.
Example: Download memoQ to boost your productivity.

Digital Communication Platforms

Communicating memoQ brand and solutions correctly in your digital marketing materials.

Platform	Do	Don't
Creative assets	Link or embed to memoQ's videos and other creative assets	Copy memoQ videos, images, audio clips, or other creative content. Use clips or images from memoQ videos in your own videos or marketing materials without written permission from memoQ marketing department.
Social media This need to be much more detailed in the original brand guide!!	Create social media handles, tags, or the like that properly identify your company and memoQ brands. #memoQ #partnercompany #memoQintegration #partnerintegration @memoQ @partnercompany	Create social media handles, tags, or the like that include memoQ brand, products, abbreviations of those brands, or anything confusingly similar. #memoQ_trnslpro #MEMOQfest #Partnermemoq
Domain names	memoq.com www.memoq.com/integrations/business-management	partnercompany.memoQ.com partnercompanybymemoq.com business.management.bymemoq.com

Events

What is the process for exhibiting and sponsoring at memoQfest?

Each and every memoQfest is a great opportunity for all attendees to learn about industry trends, and to exchange information among translators, translation companies and enterprises. Be part of the translation industry, and find out our sponsorship opportunities.

Translation industry events / events / expos & presentations

Should memoQ team up with partners to share a booth space at a certain event, they will need to accept each other's brand guidelines mutually.

Should creative production be managed by memoQ's partner(s), they need to make sure that it is in alignment with memoQ's brand identity and production should only start when the art works and design plans are accepted by both parties.

The same applies to memoQ concerning their partner's visual appearance: should memoQ organize creative production, they need to make sure that it is in alignment with their partner's brand identity and production should only start when the art works and design plans are accepted by both parties.

Should memoQ's partner present at a conference on behalf of memoQ, the presentation must also be prepared according to memoQ's guidelines as seen above.

memoQfest

memoQ offers their partners (including technology partners, ambassadors and users from each segment) the possibility to gain greater visibility at the company's flagship event: memoQfest.

The partners' brand recognition can be improved through exhibition and sponsorship packages. The content of these are defined for each event separately by considering the venue's properties, the expected number and structure of the attendees. Should a partner decide on exhibiting at memoQfest, a certain sponsorship or exhibition fee applies.

The partner must meet all requirements that were set in the guideline above concerning memoQ's appearance. Outdated sales or marketing materials cannot be distributed at the event.

Please remember that you are legally responsible for your materials and any claims you make. Thank you.

Contact us

Get in touch with us at

www.memoQ.com