

Philips branding guidelines

## Authorized trade partners in consumer businesses

Communications & Brand  
May 2025

# Content

This brand guide is designed specifically for our authorized trade partners. It outlines the authorized use of Philips trademarks and how to apply Philips branding for promoting and selling Philips consumer products and services, both online and offline.

The guidelines only cover partner communication. For any other branding-related questions, please reach out to [Brand Desk](#) for guidance.

Visuals in this document are a schematic representation or mock-up.

# Definition “Authorized trade partners” in consumer businesses

## “Authorized”

The PHILIPS wordmark and shield emblem are registered trademarks of Koninklijke Philips N.V. (“Philips”). In addition to the Philips wordmark and the shield emblem, Philips owns multiple other trademarks for various products and solutions (all together “the Philips Trademarks”) as well as other assets such as photos, videos and apps (the “Philips Brand Assets”). Use of the Philips Trademarks and Philips Brand Assets requires prior written authorization from Philips. Philips reserves the right to take legal action against any unauthorized or improper use of the Philips Trademarks or Brand Assets.

## “Trade partner”

Any partner, in our consumer businesses, who has an agreement with Philips under which it is authorized to market, distribute and resell Philips consumer products and services.

When your organization meets both “authorized” and “trade partner” requirements, the following branding guidelines apply in your respective touchpoints.

In general, the Philips trademark (and other trademarks from Philips and its affiliates) may be used in text when connecting to Philips. Always follow the “General Trademark Use Guidelines” (available at [www.ip.philips.com](http://www.ip.philips.com)) for using the Philips trademarks and brand assets trademarks in a proper and accurate manner.

Authorized trade partner's own trading and branding style

# Authorized trade partner's own trading and branding style

As an authorized trade partner, you should always present in your own branding style in all communications, not in Philips style.

## Independent

It is very important that consumers understand that the authorized trade partner acts as independent contractor.

The information provided by the authorized trade partner (also in language and design) must always reflect the true and accurate connection with Philips.

The authorized trade partner uses its best efforts to protect the integrity and reputation of Philips and the products, services and solutions. The authorized trade partner agrees to take all such measures as are appropriate to avoid using the Philips trademarks and the Philips Brand assets in a manner that is misleading or confusing, as to its identity as independent partner. The authorized trade partner never misrepresents its relationship with Philips and avoids using the Philips trademarks and the Philips Brand assets in a manner that is misleading or that mistakenly suggests any incorrect sponsorship, or affiliation with, or endorsement by Philips.

## Never vary or imitate the trademarks and branding style of Philips

Present in your own unique branding style and communications instead of imitating or using variations of Philips' name, trademarks, proprietary technology, trade and solution names, logos, graphics, packaging, product design, trade dress, type style, website style, and brand images from other digital channels, or any parts thereof.

# Apply Philips branding

# Apply Philips branding

Authorized trade partners can apply Philips branding in their communications, following agreement with Philips.

## **Authorization for using Philips brand assets**

The authorized trade partner applies the Philips trademarks and the Philips Brand assets on its own communications in an authorized manner, in accordance with the applicable terms, for the purpose of sale and promotion of Philips products, services and solutions, both online and offline. Online, on its website and other digital channels, including apps, social commerce pages, and offers on e-commerce platforms. Offline, for example on advertisements and promotional materials, in showrooms, exhibition stands, on delivery vans and on its premises. Always follow applicable Brand Guidelines and further instructions issued by or on behalf of Philips.

## **Acknowledgment**

The authorized trade partner acknowledges and agrees that Philips is the owner of the Philips trademarks and the Philips Brand assets, and that it does not acquire any right, title, interest or goodwill through the use of the Philips brand assets. The authorized trade partner shall comply with the applicable terms as updated from time to time. Any updates will be made available to the authorized trade partner.

In the event of any conflict between these terms and the agreement, the agreement prevails. In case the agreement with Philips ends, the authorized trade partner stops using the Philips trademarks and the Philips brand assets and follows instructions from Philips in any transition phase.

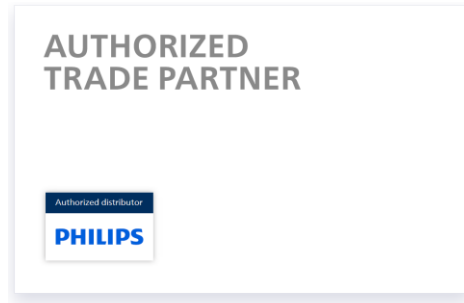
## **Subsequent resellers**

The authorized trade partner notifies subsequent resellers that they are not entitled to identify themselves as authorized trade partners of Philips. The authorized trade partner shall pass on to any subsequent resellers the obligation to use the Philips trademarks in a proper, fair and accurate manner in accordance with the General Trademark Use guidelines (available at [www.ip.philips.com](http://www.ip.philips.com)), and not to use the Philips trademarks and the Philips Brand assets without authorization. The trade partner shall conduct its compliance audit on its resellers regarding their compliance in this context. Always check with Philips on the copyright of product images.

# Philips partnership label

# Philips partnership label for authorized trade partner communication

Always use the partnership label when Philips is the primary or sole trade partner.



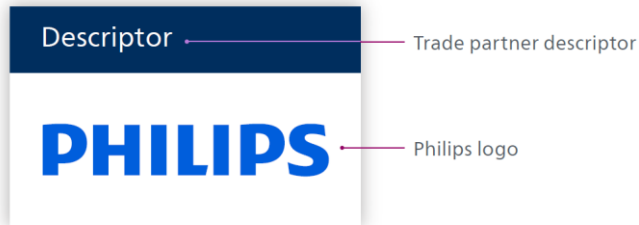
## Communication hierarchy

The trade partner brand is leading in the communication style. The Philips brand can be positioned freely as long as it is less prominent than the trade partner brand, respecting the partnership brand guidelines.

The trade partner may indicate that they are an 'Authorized distributor', or an 'Authorized reseller' depending on their partnership agreement with Philips. The text in the label may be changed to a special trade partner qualification status or title, if defined and permitted by Philips in writing. For any questions, you can reach out to Brand Desk on [ourbrand.philips.com](https://ourbrand.philips.com).

Philips partnership labels can be downloaded on [ourbrand.philips.com](https://ourbrand.philips.com).

## Philips partnership label

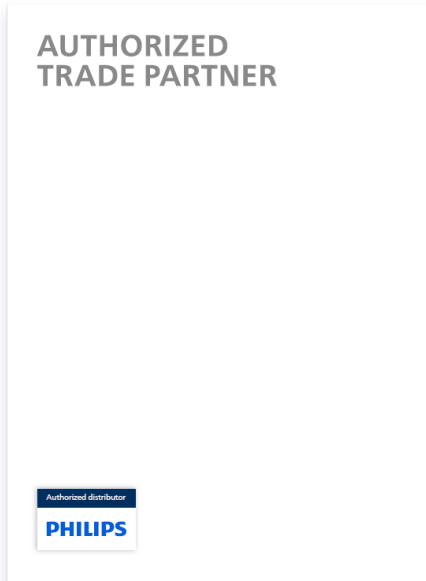


## Examples



# Philips partnership label – Size and clear zone

Always ensure the Philips partnership label to be smaller than the authorized trade partner's logo:



Ensure to apply a clear zone around the Philips partnership label:

Apply a clear zone of  $1/3X$  (height of the Philips partnership label)



## Minimum size

The minimum Philips label width is:

Print 20 mm

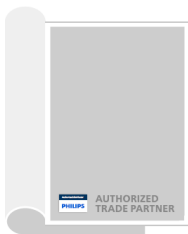
Digital media 200 px

Mobile 176 px

# Philips partnership label – Authorized trade partner communications (offline)

Use the Philips partnership label when Philips is the only brand in the asset in these offline touchpoints:

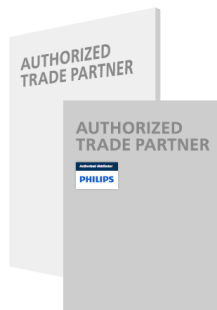
Advertising Print



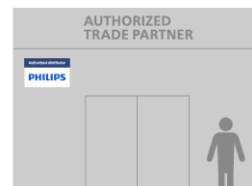
TV end-frame



Exhibition stand



Outdoor signage



The Philips label can also be used when Philips is the main partner. Use it in high quality without a frame or drop shadow.

Brochures, leaflets, newsletters, mailers



If the Philips label does not work, apply the Philips logo next to the trade partner logo with the trade partner qualification in text underneath.

The Philips logo appears smaller than the trade partner logo, or in equal prominence if permitted by Philips.

# Philips partnership label – Authorized trade partner communications (online)

Use the Philips partnership label when Philips is the only brand in the asset in these online touchpoints:

## Social media

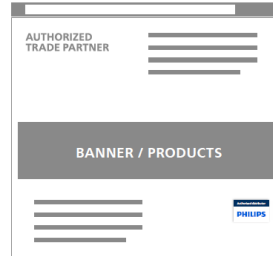


## eCommerce product details page



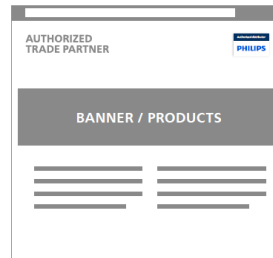
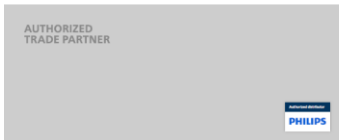
Use the Philips logo instead of the label on online product details page.

## Website

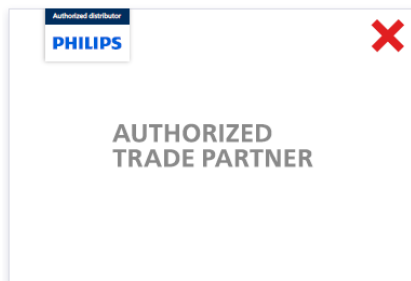


Use the visual brand identity of the partner on the website and make sure that the website presents the true and accurate relationship with Philips. For this, display the Philips label, or otherwise the Philips logo, in an authorized and proportioned manner (always smaller than the logo of the trade partner), and never appearing on top left (to avoid mimic of the Philips website style).

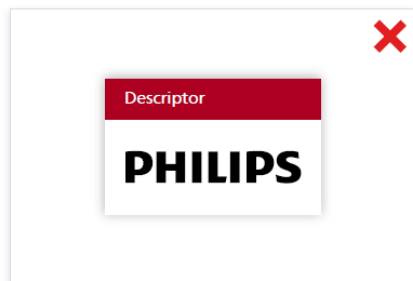
## Web banner



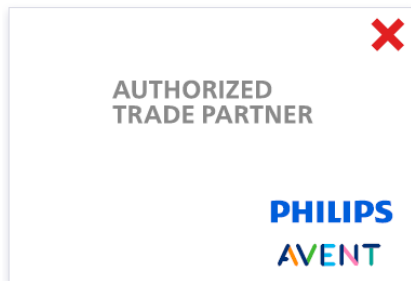
## Philips partnership label – We never do this



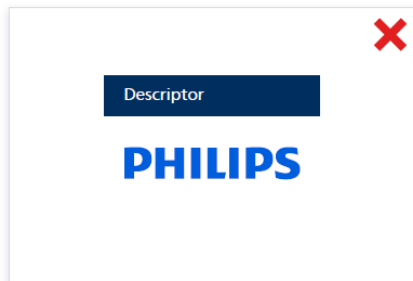
**Never** place the Philips partnership label on the top left of an asset to avoid mimic a Philips shape or Philips website or packaging style.



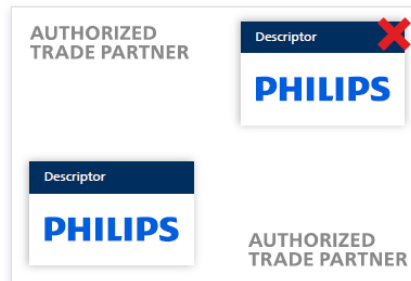
**Never** change the colors of the descriptor background color, and the logo color.



**Never** use sub-brand logos alone in any touchpoints outside of the Philips Partnership label.



**Never** remove the dropshadow of the label.



**Never** make the size of the trade partner logo smaller than the Philips partnership label.

Philips logo

# Situations to use Philips logo for authorized trade communication

Apply the Philips logo when Philips is **not** the main or only trade partner in the assets.

The Philips logo can be downloaded on [ourbrand.philips.com](https://ourbrand.philips.com)

## When to use Philips logo

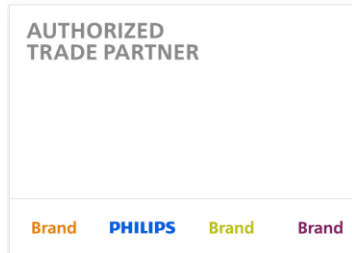
Use the Philips logo if the Philips brand appears together with other brand logos or when the relationship with Philips is already clearly and prominently described in the message.

The image shows the word "PHILIPS" in a bold, blue, sans-serif font against a plain white background.

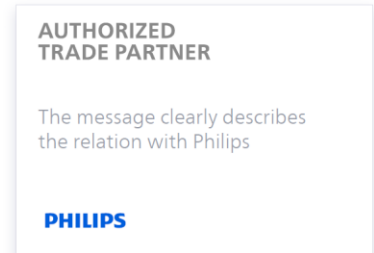
Blue Philips logo on white background.



White Philips logo on colored background.



Placed with other brand logos.

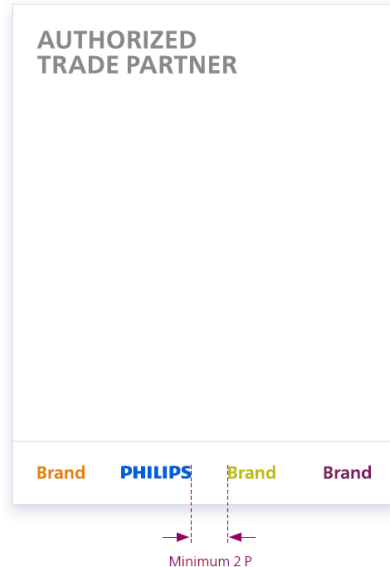


Combined with a description of the relationship.

# Philips logo – Size and clear zone

The Philips logo must always be smaller than the logo of the trade partner:

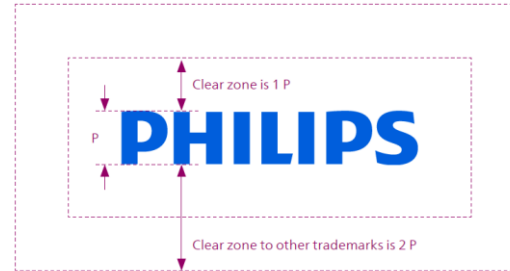
If multiple brand logos appear, the Philips logo must never be smaller or less prominent than the most prominent third party brand.



Make the trade partner logo and the Philips logo equally prominent, if permitted by Philips in writing. Make sure that the execution (also in language and design) reflects the true and accurate connection with Philips.

Always apply a clear zone around the Philips logo:

Apply a clear zone of 1 P (height of the Philips logo)  
Minimum distance to other brands is 2 P



## Minimum size

The minimum Philips logo width is:

Print 15 mm

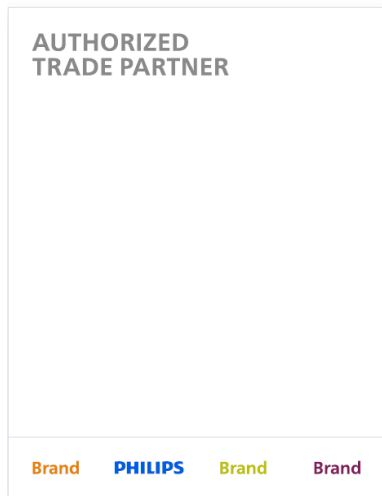
Digital media 100 px

Mobile 88 px

# Philips logo – Color

The Philips logo should be blue on white, or otherwise follow the authorized trade partner's standard approach and system.

## Blue on white background (Preferred)

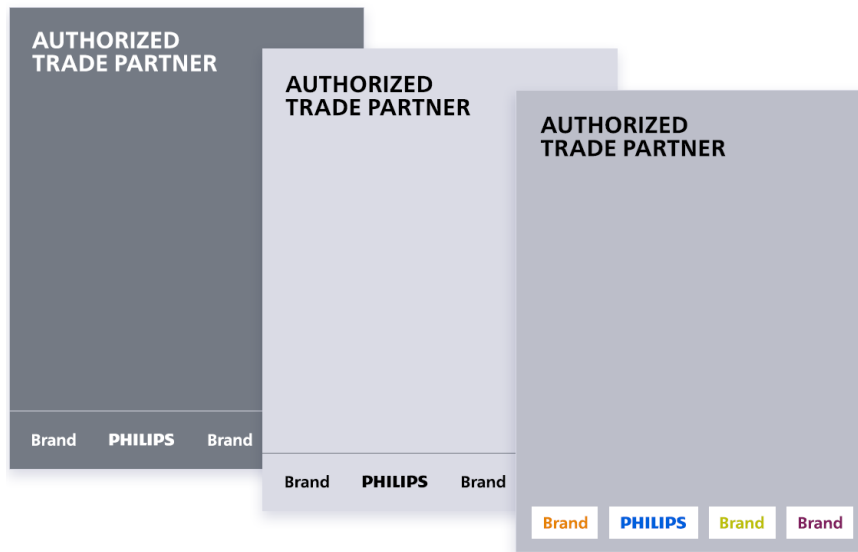


The downloadable assets on [ourbrand.philips.com](https://ourbrand.philips.com) contain RGB and CMYK files for respectively digital or print use. Use the embedded color values and do not change them.

**Other color systems:**  
Pantone 300 C  
RAL 5015

## Other colors

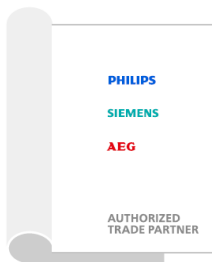
Follow the trade partner's own branding style and color system.



# Philips logo – Authorized trade partner communications

Use Philips logo when there are multiple other brand logos in the assets, in online and offline touchpoints.

Advertising Print



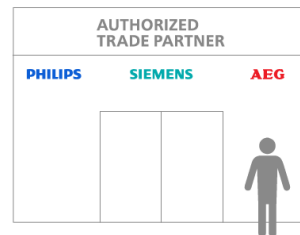
TV end-frame



Exhibition stand



Outdoor signage



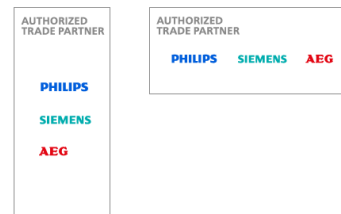
Brochures, leaflets, newsletters, mailers



Website



Web banner



# Philips logo – We never do this



**Never** use the logo with another visual element.



**Never** use the logo within text.



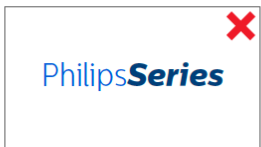
**Never** use the logo in any other shape than the Philips shape.



**Never** lock up the logo with the brand line.



**Never** use the old logo.



**Never** use the Philips name in a product or program name.



**Never** combine the logo with a product name.



**Never** use part of the logo to create a new name or abbreviate the logo.



**Never** use any other color.



**Never** change the design or typeface of the logo.



**Never** add a dropshadow or any other graphic treatment.



**Never** translate the logo.

# Authorized trade partner communications

# Authorized trade partner communications – Using the Philips name

## Philips in text

Ensure that the Philips name appears in the same style and typeface as the surrounding text. Do not emphasize Philips, for example, by making it bold or giving it a special treatment. Write it in lowercase with a capital P, unless the complete text is in capitals.

## Linking to the Philips website

Philips encourages partners to use links to the Philips website. Consider using these elements as link:

- Philips label or logo
- The word Philips in text
- Specified URL (e.g. [www.philips.com](http://www.philips.com))

The elements can link to any relevant Philips webpage (e.g. home or product detail page). Note however that linking to detail pages is difficult to manage as URLs change regularly and links can be broken. We therefore advise to link to the country or global home page, unless there is a manageable situation. A specified URL should always link to the accurate page.

Do not let the link appear in a way that gives the impression that the Philips content belongs to the partner.

## Name and trademark

The partner shall not use or register the ‘Philips’ name or trademark, another trademark (or close variations thereof) of Philips or its affiliates

- In their name in a digital context, such as a domain name, social commerce (page) name, or app name.
- In their company or trade name or trade name, product, service or solution name, or program or technology name
- In an altered, defaced, removed or covered manner, for example ‘Phili’ or any other similar indication.

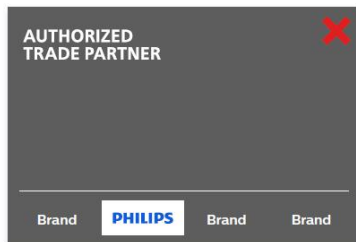
## Logos

For use of logos explicit written permission is required. The partner follows any specific instructions for our logos, unique images and icons. The partner shall not:

- Use the “innovation and you” brand line and any campaign lines from Philips
- Use the Philips shield emblem logo unless permitted by Philips in writing
- Use the Philips logo unless permitted by Philips in writing
- Use other Philips visual elements including Philips sub-brand logos

Never copy, use, reproduce, distribute Philips copyright materials without explicit written permission. Never modify or imitate Philips copyright materials. Protected materials are for example text, campaign work, product pictures, images and graphic design, house style and web style, source code.

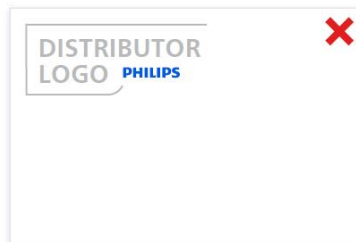
## Authorized trade partner communications – We never do this



**Never** treat the Philips logo different from other competitor logo.



**Never** make the size of the trade partner logo smaller than the Philips logo.



**Never** use the Philips logo in a logo lockup with a partner brand.



**Never** use the Philips brand line, Philips shield or Philips shape.



**Never** use the Philips logo in close combination with any other element for a profile picture on social media and eCommerce platforms.



**Never** display Philips logo in the same level of trade partner logo in events.



**Never** use sub-brand logos alone in any touchpoints.

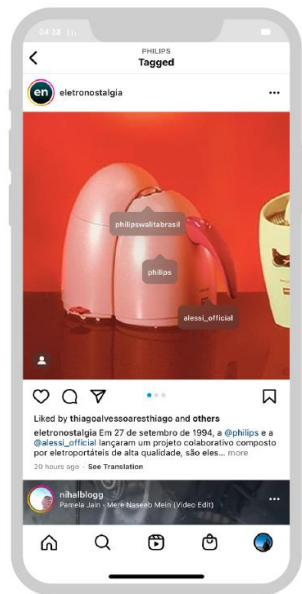
# Social media and e-commerce presence

By establishing a presence on digital and social media platforms, the authorized trade partners can authentically communicate their relationship with Philips. It's crucial for the trade partners to share their unique story in their own words and style.

## **Trade partner always use their own name and (trading) style:**

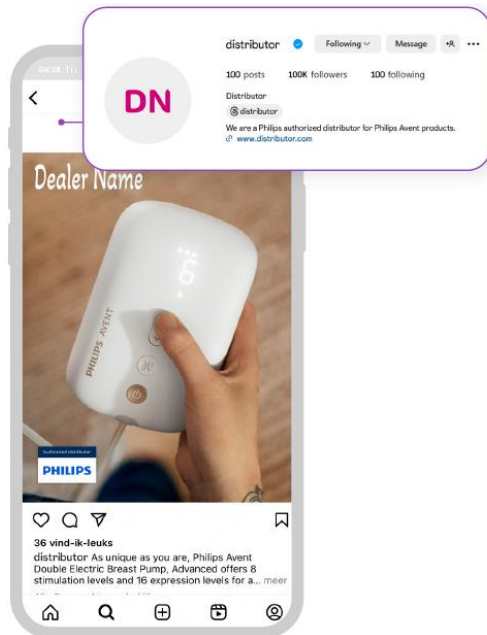
- Trade partners never create an image with parts of or variations to, the Philips trademarks. Trade partners never copy or imitate the Philips communication and branding style, brand assets, logos, and trade dress, or parts, combinations or confusingly close variations thereof.
- Trade partners mustn't use the Philips brand logos such as Philips wordmark logo, Philips shield logo and Philips shape as a profile picture or on social posts. Usage is exclusively reserved for Philips and its group of companies and brand licensees.
- When creating content, trade partners are not allowed to include Philips Brand Assets.
- (Shield or Logo, tagline) in the content creation.
- Philips can be mentioned in the text or when tagged in an image. In every step, the social media and e-commerce audience needs to be fully aware that they are engaging with a 3<sup>rd</sup> party and not with Philips directly.

# Social media – Do's



## Example of social media post

Use authorized trade partner's own profile picture and communication style. Philips can be tagged with link to authorized trade partner's store.



## Example of social media post

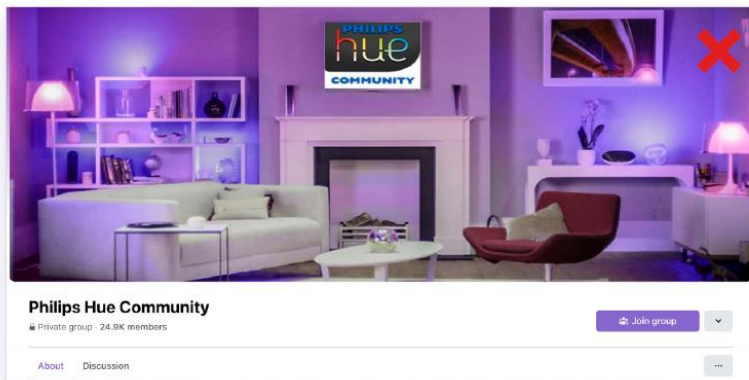
Always include a clear description in the approved authorized trade partner label and use partner's own assets for the social post..



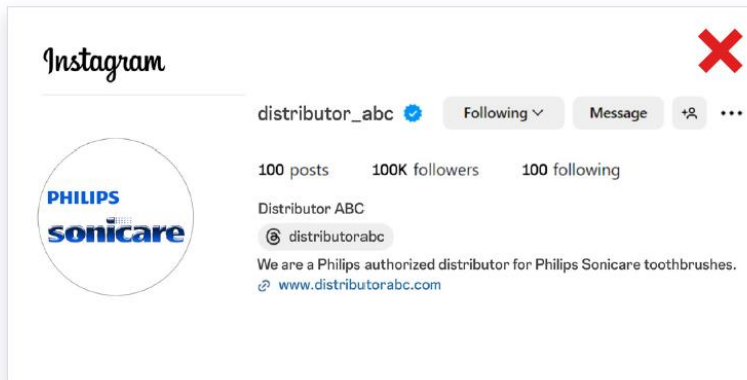
## Example of a Weibo social media account

Use authorized trade partner's own company name, branding style and brand assets for your profile picture and photography, instead of Philips brand assets. You can mention Philips in text copy. Provide a clear statement of your connection with Philips on top of the page.

## Social media – Don'ts



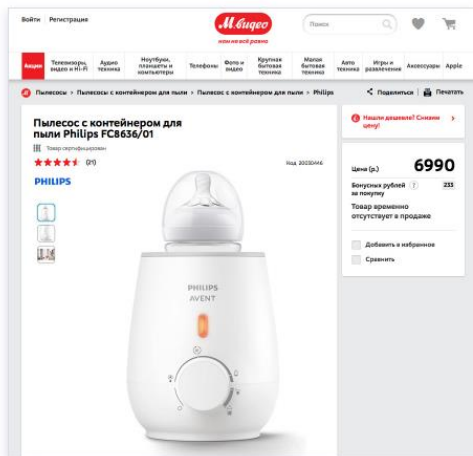
**Never** utilize Philips brand assets to create a profile page or banner image for social media profile.



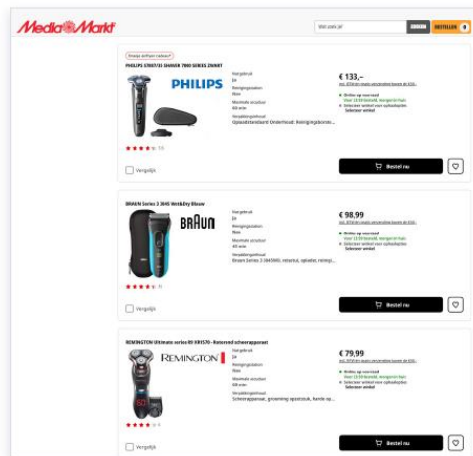
**Never** use the Philips logos or Philips sub-brand logos for social media profile picture.

# E-commerce – Do's

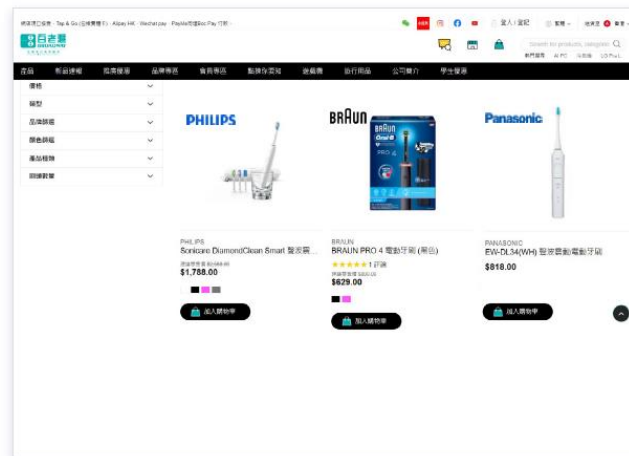
Please use the Philips logo and not the Philips partnership label for product detail pages.



Example of a product detail page of a Philips Avent product on e-retailer M.buqeo.

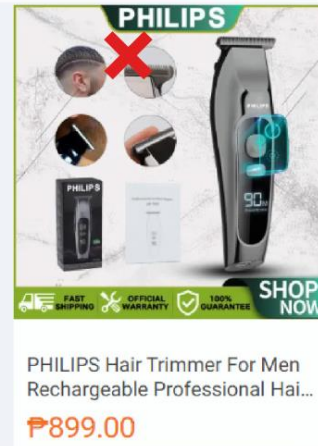


Example of a product page of shaving products on e-retailer MediaMarkt.



Example of a product page of toothbrushes on e-retailer Broadway Lifestyle.

## E-commerce – Don'ts



**Never** change colors, design, format of the Philips logo for product images

**PHILIPS**