
RED HAT GLOBAL PARTNER COMMUNICATIONS POLICY

The guidelines contained in this document are subject to change. The most up-to-date version of this document will always be available via the Red Hat Partner Portal. If you have questions regarding Red Hat's guidelines, please email communications@redhat.com.

PROCESS GUIDELINES

- Any use of the Red Hat name and branding (including the mention of any Red Hat product, technology, employee, program, or service) in a press release or blog post **MUST** be approved by Red Hat Corporate Communications. For more information on Red Hat's trademark guidelines and policies, visit <http://www.redhat.com/about/mediarelations/trademark.html>.
- Only Red Hat's Corporate Communications team can commit to Red Hat's participation in a press release, blog post, or other press activity.
- Red Hat reserves the right to decline participation in any press release, blog post, or related activity.
- Red Hat cannot participate in press releases, blog posts, or quotes that are written as vendor endorsements of a product, solution, or strategy.
- Partners are responsible for issuing their own press releases over the wire or publishing posts on their own blogs.
- Red Hat does not post partner press releases or blog posts to its website.
- Red Hat requires **5 business days** for approval of partner press releases and blog posts. In the instance a press release or blog post will require additional time for approvals, the Red Hat Corporate Communications team will inform the partner as soon as possible.
- Because of volume, press releases and blog posts that will be issued during Red Hat Summit or Red Hat partner conferences must follow the specific deadlines for press materials that are associated with that event.



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@RedHat
linkedin.com/company/redhat

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- If any changes are made to a press release after approval has been granted, it must be sent back to Red Hat for re-approval and an additional 5-business-day turnaround should be expected.
 - Press releases and blog posts that do not adhere to these guidelines may be returned to the partner for edits **before** Red Hat begins the approval process.
 - Press releases and blog posts must be sent in English in an editable document format with the ability to track changes, such as ODT or DOC files.
 - If press releases and blog posts are translated into subsequent languages for local use after Red Hat's approval, the partner is responsible for ensuring the content's accuracy and meaning, as well as adherence to these guidelines throughout.
 - Email communications@redhat.com for approval of press releases and blog posts or with any questions.

CONTENT GUIDELINES

- All press releases must follow current [AP Stylebook](#) guidelines.
- Red Hat is most likely to support press releases that include newsworthy content. Newsworthy press release topics include:
 - Joint customer wins or success stories (including industry-focused customer stories).
 - Red Hat OEM agreements (wherein the partner is including Red Hat technology in their solution).
 - Emerging market or industry momentum-focused stories, backed by data or other industry trends.
 - Solutions including Red Hat products and technology. (Note: Announcements about solutions built on Red Hat products and technology should not be positioned as "joint," or as an offering from both Partner Company and Red Hat.)
 - Additional validation in the form of a quote or attribution from a third party luminary in the industry such as an analyst or thought leader supporting the joint news and messages.

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- Wording should be in your company's voice, and you should not speak for Red Hat.
 - Accurately describe your company's relationship and/or solutions with Red Hat.
 - Press releases including Red Hat must contain the following language at the end of the release, following any boilerplate and forward-looking statement language: Red Hat, the Red Hat logo, JBoss, and OpenShift are registered trademarks of Red Hat, Inc. in the U.S. and other countries. Linux is a registered trademark of Linus Torvalds and OpenStack is a registered trademark of OpenStack, LLC.
 - Partner-led press releases should **NOT** include:
 - A joint dateline.
 - Red Hat's ticker symbol.
 - Red Hat's boilerplate ("About Red Hat") paragraph.
 - Red Hat PR contact information.
 - Red Hat logos.
 - Joint wording, unless advised by Red Hat Corporate Communications (e.g. "Partner Company and Red Hat offer...", "Partner Company and Red Hat today announce...").
 - The following words, in either the headline or text of the press release, in relation to the partner's offerings with Red Hat:
 - "best" (e.g. "best in class," "best of breed," "industry's best solution for...");
 - "dominate" or "dominant";
 - "first" (including statements about being "first to market");
 - "Joint";
 - "longtime" (unless Partner Company has been a Red Hat partner for more than three years);
 - "Only";
 - "strategic" (including "strategic alliance"); and any form of the word "partner," including "partnership," unless it is used as a proper noun (e.g. Red Hat OpenStack Cloud Infrastructure Partner Network). We recommend "collaborate" as an alternative.
 - Unsubstantiated claims. The Federal Trade Commission requires reasonable prior substantiation for claims made in press releases. For more information, visit: <http://www.ftc.gov/bcp/guides/ad3subst.htm>.

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- Confidential information belonging to Red Hat or any other third party.