



Vizrt Partner Press Release Guidelines

These guidelines will help our partnership to benefit from consistent and professional communication. By following our guidelines, you will be able to maximize the impact of partnering with Vizrt to grow your business.

MARCH 2025





Contents

1	Introduction	3
2	General Marketing Guidelines for New Partners	4
2.1	Website Inclusion	4
2.2	Social Media Announcement	4
3	Press Releases – Certification Requirement	5
3.1	Key Points for Press Releases	5
3.2	Press Release Structure for Certified Partners	5
3.2.1	Quotes from a Vizrt spokesperson	6
3.2.2	Approved Brand Messaging	6
3.2.3	Prohibited Elements	6
4	Approved Visuals and Messaging	7
4.1	Logo Usage	7
4.2	Phrasing Guidelines	7
5	Violations of Guidelines	8



1 Introduction

As a valued partner, we want to ensure that your communication with the media reflects our brand's standards while recognizing your achievements as part of the Vizrt partner ecosystem. These guidelines will help ensure that our brand is represented accurately and that both your business and ours benefit from consistent, professional communication. Please review the following requirements and recommendations for any marketing and press activities associated with Vizrt.

For questions regarding these guidelines or to submit a press release for approval, please contact press@vizrt.com.

Please allow at least 10 business days for review and approval.



2 General Marketing Guidelines for New Partners

For newly onboarded partners, we allow limited marketing activities to celebrate your collaboration with Vizrt while maintaining clarity on certification and partnership status. Below are the actions permitted before certification and a signed partner agreement.

2.1 Website Inclusion

You may add our logo to your website, stating that you are part of Vizrt's partner ecosystem.

2.2 Social Media Announcement

Partners can share posts on their social media channels (e.g., LinkedIn, X, Facebook) mentioning that they are one of Vizrt's latest partners and to 'watch this space'. We are happy to also provide a quote from Vizrt about what this partnership means for its customers in the area.

Suggested copy:

We are excited to share we are joining the Vizrt partner ecosystem, collaborating with one of the world's leading innovators in media and production technology! 🎬🌐

As we work together, we're looking forward to exploring new possibilities and delivering even more powerful solutions to our clients. Stay tuned for more updates as we embark on this exciting journey with Vizrt!

#VizrtPartner #VizrtCommunity #Vizrt #MoreStoriesBetterTold

Important note: These marketing activities are encouraged, but they must not include statements that imply full certification until you have completed the necessary training and certification for specific products and solutions.



3 Press Releases – Certification Requirement

To maintain a high standard of brand representation, press releases must only be issued by fully certified partners. This ensures that any public statement aligns with Vizrt’s standards of excellence and product expertise.

To submit a press release, please reach out to press@vizrt.com and allow at least 10 business days for review and approval.

3.1 Key Points for Press Releases

- A partner must have reached the fully certified on the relevant Vizrt products or solutions before issuing any press release related to Vizrt. Certification demonstrates your expertise and capacity to deliver solutions to clients at the highest level.
 - *If you have any questions about your certification status, please reach out to your Vizrt point of contact.*
- Partners in the onboarding phase or who are not certified on specific Vizrt products are not permitted to issue any press release mentioning Vizrt.
- Achieving certification will unlock full marketing support from Vizrt, including joint press releases, co-branded campaigns, and further marketing collaboration. For any questions about this please feel free to get in touch with the press team.

3.2 Press Release Structure for Certified Partners

Once you have obtained full certification and the signed partner agreement is in place, Vizrt is happy to support your press release efforts, provided that the following structure and content guidelines are adhered to.

Writing a press release is a great opportunity to refine your message: *What are you announcing? Who is it for? How will it help them?*

A good press release is worth reading, provides useful information, and gets more coverage in the media. You are welcome to use the **Partner PR Template (available on Channeltivity or upon request)** as a starting point.

Press Releases must be reviewed: All press releases mentioning Vizrt must be submitted to Vizrt’s marketing team for approval prior to distribution. Following the Vizrt guidelines and trademarking will help speed up the review of your press release.



This is your news. Your press release should be written from your company's point of view. Avoid giving the appearance that this is a joint release. This means you should start the headline with your company name and what you are announcing.

3.2.1 Quotes from a Vizrt spokesperson

Where possible, we will approve the use of quotes from a Vizrt spokesperson in your press release.

- Draft the quote to give us an idea of what you'd like it to address.
- Provide a complete and final draft of your press release so that we can see the context of the quote.

The title must clearly reflect the nature of the partnership, avoiding any misleading claims about your certification or role within the Vizrt partner ecosystem.

3.2.2 Approved Brand Messaging

Use of Vizrt's name and logo must follow our brand guidelines. Please refer to the [Vizrt Brand Guidelines](#) for exact logo usage, approved product descriptions, and correct phrasing of our value proposition, alongside a partner PR template.

You can find more press release examples from our website here: [Press Center - Vizrt](#)

3.2.3 Prohibited Elements

No unapproved statements regarding Vizrt's market position, products, or plans. Avoid hyperbolic or unverified claims about the partnership.



4 Approved Visuals and Messaging

Partners are required to use the following approved visuals and messaging elements in their press releases and marketing efforts once fully certified.

4.1 Logo Usage

Only use Vizrt's official logos, available in Channeltivity and on the [Press Center](#) page on the Vizrt website. Ensure the logo is clear, not altered in any way, and follows our brand guidelines.

4.2 Phrasing Guidelines

Please spell Vizrt accordingly, with a capital "V" and lower "rt", avoiding previous or unapproved spellings such as VizRT, vizrt, or VIZRT.

Use the following approved phrasing when mentioning Vizrt in marketing:

- *"Certified partner of Vizrt, specializing in [specific product/solution/certification]."*
- *"A trusted partner within the Vizrt ecosystem, offering cutting-edge [product/workflow] solutions."*

If you have any questions about phrasing or guidelines, feel free to reach out to the press team.



5 Violations of Guidelines

Any violation of the guidelines outlined above will prevent us from sharing this news externally, including on social media or with the wider press, until revisions are made.

Our partner relationships are critical and are excited to support your growth through accurate, compelling, and aligned communications. Certification marks an important milestone, and we encourage you to take full advantage of the marketing support available to certified partners.