



Joint marketing guidelines | ALF Partner Program

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A dimly lit office scene with two men in suits shaking hands across a conference table. The background shows a large window with a view of a city. The overall tone is professional and collaborative.

01

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Overview of Partner Program

01.1 Welcome to the ALF Partner Program

At ALF, we work with the best partners to promote the best specialized legal solutions for each customer profile. Our services in International Law contribute to businesses and people around the world.

We understand the construction of our brand as a shared effort, so it is in our interest to protect the ALF brand and our services, names, logos, trademarks and service marks – our valuable intellectual property – from misuse, dilution, misappropriation or confusion.

ALF's Corporate and Legal Communications team established basic criteria for joint and co-branded communications, campaigns and marketing materials developed by ALF partners.

If you have any questions or are even remotely wondering if your communications conflict with our guidelines, please email social@amorimlawfirm.com and assist us with guidelines for each specific use case.

01.2 Important Guidelines

It is important that our customers know and understand whether they are being served directly by ALF or by a partner. The difference between the two is extremely important, and we ask that our partners take responsibility for presenting themselves as a partner and in a way that differentiates in their communications through the use of their own name, visual representation, brand and the services offered. It is also important to differentiate the company's logo usage on websites, social media assets, email signatures, and all other brands.

We reserve the right to request that you change, rebuild assets and make any and all necessary changes to prevent misuse of the ALF brand. We would like to avoid these situations, so we ask you to consult these guidelines and take up policies to build a productive partnership!

Quick tips

Our partners are members of the ALF Partner Program.

Do not refer to the network and services as offered by your company, but as part of the ALF Partner Program.

A dark blue-tinted background image showing two men in a modern office setting. One man in a dark suit is pointing at a tablet held by another man in a light blue shirt. They are looking at the screen together. In the background, other office workers are visible at desks with laptops.

02

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Use of name and logo

02.1 Name of the company & brand

To protect the integrity of ALF's brand and solutions – avoiding customer confusion – partners should not present solutions and services as an integral part of their company/office portfolio.

02.2 Use of logo

To communicate your status as one of our best partners you can use our official ALF Partner Program logo.



02.3 Avoiding inappropriate elements

Make sure there's a clear difference between your company logo, the ALF Partner Program logo, and the brands related to our solutions.

Do not adopt brands or logos that are confusingly similar to ours, or that conflict with our brands and logos. Do not use fonts that mimic those used by ALF brands/logo.

Do not incorporate any of our trademarks or logos into your products or product names, services or service names, trademarks, service marks, logos or company names.

A group of four business professionals (three men and one woman) are gathered around a table, looking at documents and talking. The image is overlaid with a semi-transparent blue filter. On the left side, there is large white text '03' followed by a small horizontal line and the text 'Emails, signatures and business cards' in a bold, sans-serif font.

03

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**Emails, signatures and
business cards**

03.1 Emails and Business Card

As we mentioned, we seek to be transparent with our customers. They should always know when there is direct interaction with ALF, and when they are talking to one of our partners.

Email addresses and business card addresses should always use your company name and logo, never from ALF or any of our solutions. Your business cards should not mimic the look of ALF business cards. It should be clear that you work for your company, not for ALF.

YES!

✓ Andrew.Smith@ASLawfirm.com



NO!

- ✗ AndrewSmith@AmorimLawFirm.com
- ✗ Andrew.Smith@AmorimPartners.com
- ✗ Andrew.Smith@ALFPartner.com



03.2 Email Signature

Email signatures can confuse customers about who is serving them. Our partners may use the ALF logo in their email signature; however, the ALF logo should always be smaller and secondary to the company logo. Again, your email address, title and company name should not mention the ALF name or any of our services/solutions.

YES

Andrew Smith
Senior Lawyer Rep.
AS Law Firm
m: +55-99999-9999
e:
Andrew.Smith@ASLawfirm.com



NO!

Andrew Smith
Senior Lawyer Rep. ALF
Communications m: +55-99999-9999
e: andrew.smith@AmorimLawFirm.com
e: andrew.smith@ALFpartner.com
e: andrew.smith@ASandALF.com



Partner
Network



03.3 Proper Identification

Please be transparent and honest when declaring your role as an ALF Partner. For customers and the public it should always be clear whether they are hearing directly from a partner, or from the ALF itself.

Never identify anyone in your company as a spokesperson for ALF or any of our services.

Employees of your company must not present themselves as employees of ALF or any of our brands, in any type of communication with customers, media or other audiences.

LinkedIn professional profiles or other social media profiles should not list ALF or any of our brands as the employer.

Any press releases, blog posts, social media copying and other materials announcing your partnership with ALF must be approved in advance by the ALF Communication team. See Section 5 in this guide for the process of developing co-marketing materials.

A man and a woman are shaking hands in a modern office setting. The man is wearing a suit and tie, and the woman is wearing a white top and dark pants. They are both smiling and looking at each other. The background shows a bright, open-plan office with desks, chairs, and a staircase.

04

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Websites & Social Media

04.1 Website URLs

For websites and social media profiles (including Facebook, Twitter, LinkedIn, Instagram, YouTube and everyone else), it must be made clear that the company is a partner of ALF and does not offer the services itself.

The URL of a partner's website (the primary domain address) may not use the names Amorim Law Firm, ALF, Amorim Law Firm Partner, ALF Partner or any of our brands and solutions. However, you can name the ALF or Partner program brand within the site.

YES!

- ✓ www.aslawfirm.com/partners
- ✓ www.aslawfirm.com/ALF
- ✓ www.aslawfirm.com/AmorimLawFirm

NO!

- ✗ www.AmorimLawFirmcanada.ca
- ✗ <http://ALFsolutions.com>
- ✗ www.ALFPPeru.com.pe

04.2 Social Media

Social media URLs may not contain the word Amorim Law Firm, ALF or any other brands of solutions or Trademarks or mention of our specific services.

YES!

Twitter

Name: AS LAW FIRM

Handle: @ASLAWFIRM

URL: twitter.com/ASLawFirm

Facebook

Name: AS Law Firm

Handle: @ASLawFirm

URL: facebook.com/pages/ASLawFirm

NO!

Twitter

Name: ALF Canada

Handle: @ALFCanada

URL: twitter.com/ALFCanada

Facebook

Name: ALF Peru Handle:

@ALFperu

URL: facebook.com/pages/ALFPeru

04.3 Content from ALF Services

Partners should consult our websites for the most up-to-date information. Partners may hack and paste this content for use on their own websites, provided that they agree to the following guidelines:

- ✓ Use only the content of the official ALF-branded websites.
- ✓ Do not use ALF content disclosed by third-party websites.
- ✓ Content should not be used to promote solutions or brands other than those in the ALF portfolio.
- ✓ Do not position this content as your own.

If in doubt, please contact your ALF representative or send an email to social@amorimlawfirm.com

04.4 Use of the link to the ALF website

To better serve your customers, your company's website may include links to ALF's websites and landing pages or any of our brands and solutions in our portfolio. Please make sure to link to the correct websites:

www.amorimlawfirm.com (our main site)

04.5 Boosting and Sponsored Campaigns

Many partners use search boosting and sponsored campaigns as part of their digital advertising strategies. As with other media, it should be made clear from paid search ads that the partner company is part of the ALF Partner Program and not trying to position themselves as if they were ALF or offering our services.

- Your paid ad on search engines should use your company name, or clearly indicate your relationship as an ALF partner.
- Customers who read the ad should not be able to misinterpret the ad as coming from ALF.

04.5 Boosting and Sponsored Campaigns

- Partners can describe their business as "a member of the ALF Partner Program." Otherwise, avoid using the ALF name, any of our services, solutions and brands in your ad in sponsored campaigns.
- Partners should also focus on fostering sponsored ads and boosts in their geographic region by offering the services to customers that are most relevant to their business.
- For further questions about marketing, boosting and sponsored campaigns, please contact us by email social@amorimlawfirm.com

04.6 Rules of Digital Engagement

All brand elements used by ALF and our product brands are for ALF's exclusive use only.

Do not use any part of the ALF logo or brand logos of solutions such as wallpaper, or any associated brand design or photography elements on their websites or social media, without explicit permission from ALF's official representatives.

Do not use assets, visuals, videos, text or code from the ALF website for use/reproduction on your site as if it were your own.

The use of images, videos and sound files provided by ALF are exclusive to the promotion of ALF or our services and solutions, and are sealed for any other purposes.

Again, do not copy ALF logos through search engines like Google or other online sources. Use only official logo files provided by your contact with ALF.

04.6 Regras de Engajamento Digital

Your social media posts (images, videos and audios) should not appear to be from Amorim Law Firm.

Do not use the ALF logo or product brand logos in your social media posts.

The content present on ALF's social networks can only be distributed through re-sharing (retweet, share, etc.).

Your re-shared post should include the original ALF post, with additional comment you decide to add.

Partners can share links to the videos on the ALF YouTube channel to highlight our solutions to their customers.

Do not recreate the ALF post as if it were your own content.

If you want to create posts in sets, see Section 5 in this guide to the process of developing co-marketing materials.

Partners may include our brand hashtags (#AmorimLawFirm, #ALF, etc.) in the copy of their social post only if the original post and copy is clearly positioned as coming from a partner, not from aLF.

04.6 Rules of Digital Engagement

ALF blog posts and press releases can be shared on your websites if assigned correctly.

If you share a post that is on the ALF blog or one of our brands, solutions and services, you must include a link to our original post on your blog, and include at the beginning of your copy, the clear statement that this content is a "reproduction of the original content published by ALF" or "reproduction of the original content published by Globalization Reimagined".

If you wish to change the copy of the blog or press release, it must be approved in advance by the ALF Communication team prior to publication. Follow the submission and approval process in Section 5 in this guide.

04.6 Rules of Digital Engagement

Email communications received by ALF partners or our solution brands should not be forwarded to your customer base as if it were your own content.

As an important partner, you will always be notified prior to the release of new services, solutions or updates that ALF will be sending to our shared customers.

Prior notice ensures that you are aware and prepared to respond to changes before they are communicated to customers.

It also gives your team the opportunity to prepare complementary messages for their customers, directing them to learn more up-to-date improvements, support, and contact information for clarification.

However, we advise against forwarding these emails sent by ALF to your customers in order to avoid interpretive conflicts and confusion, as customers will receive these messages directly from ALF.



05

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Co-Marketing Materials

05.1 Overview

As a partner, you may want to work with us on additional co-marketing projects. This section of the guide describes the marketing, social media, and public relations features that may be available to you.

The ALF Communication team has defined the following guidelines for joint communications developed with ALF Partners.

05.2 Press Releases, Blog Posts, Case Studies and Other Co-marketing Materials

ALF may agree to a joint press release, inclusion in its press release, blog post, case study or other written content with selected partners. If you would like to issue a statement mentioning your relationship with ALF, please contact the Communications team in advance at social@amorimlawfirm.com for consideration and approval.

The ALF Communication team will oversee the process and the schedule, working with you on the content. If approved, we ask you to lead the process by writing the first draft and manipulating the distribution.

All press releases, blog posts, social media copying and other written materials must be approved in advance by the ALF Communication team prior to distribution.

05.3 Posts on Social Networks

Before mentioning the news of a partnership with ALF on social networks, whether in reference to a blog, case study or other content, please provide us (social@amorimlawfirm.com) with the copy to be posted, as well as the dissemination channels on which you will be sharing your news.

This information must be provided at least one week prior to posting. ALF will approve the content and, where applicable, will contact you so our team can support you through retweets, likes, or shares of your post.

05.4 Using the name of the ALF

Within any content created by the partner, customers must clearly understand the partnership relationship and the source of the content. To avoid confusion, follow these guidelines when mentioning ALF and our services:

- Do not start with the name of the ALF or names of our services and solutions in the headline/title.
- Do not use the name of ALF or our services in any part of your company name or your product/service names.
- Do not quote us without permission.
- Do not release anything until you have received written approval from the ALF Communication team.
- When mentioning ALF's advisory and advisory service, the first mention should include the name of the ALF (e.g. International Contracts by ALF).

05.5 Pre-disclosure submission process

1. Contact the ALF Communication team to provide a brief summary of the content being created, including which services provided by ALF involved in the content, its target publication date, distribution channel, and goals surrounding the notice.

2. After obtaining preliminary approval from the ALF Communication team, create a draft of the content and submit it for review and approval. Please allow approximately one week for the ALF to forward the release through internal and legal approval. Nothing can be distributed without the written approval of the ALF.

3. The use of terms that denote quality or exclusivity without clearly proving and/or foundation is not recommended, for example: "the best", "leader", "unique"...

4. Although our Communication team works together with the partner in the preparation of content; **it is the exclusive competence of The ALF its final approval, citations and press releases.**

5. The approved content will be submitted by the ALF and shall be published without change. If you need to change the content again, please inform our team in advance by sending the link to the last update of the published content.

05.6 Publication of Videos

Some partners may produce their own videos for dissemination of ALF solutions and services. If you want to introduce ALF or one of our solutions and services in a video, you will adopt the following guidelines:

All policies described on the previous pages of these guidelines apply to the video.

Videos should not be positioned as if they were from the ALF; customers should understand that the message comes from a partner.

Any brand representation of ALF and/or our solution brands must be represented in a manner secondary to the brand of your own company\office.

Co-branded videos should be reviewed by ALF prior to disclosure to ensure that our brand standards are met. Send an email to social@amorimlawfirm.com in advance with any questions about video posting.

Doubts?

We are always available to answer questions or provide additional information, including more detailed information about using the brand accordingly.

For logo files, questions about proper use of the logo and brand, and brand guidelines, please contact:
social@amorimlawfirm.com

For co-marketing requests, including joint press releases, blog posts, social media copying and other written materials, please contact: social@amorimlawfirm.com

For all other partner marketing issues, including co-branded swag, videos or apparel, please contact:
social@amorimlawfirm.com



Speak to ALF

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