

## Updated Partner Badges and Refreshed Partner Portal for Connections Program partners

Dear Partner,

The MathWorks Connections Program has updated our program badges for partners. The new badges are available now on the refreshed Connections Resource Portal (previously the Partner Help Desk) along with updated Brand Guidelines for Partners, which provide guidance on using them. We've also created new launch icons which can be used by those partners who need to launch (or connect to) MATLAB or Simulink from within their product. This email outlines the changes to the badges and provides details on how to retrieve the new files for use in your online and print collateral.

### Summary of Changes:

Old partner logos (three variants) are replaced with two new badges:

- Partner Badge – Use to show your partnership with MathWorks
- Product Badge – Use to show your product's connection to MATLAB and/or Simulink (three variants). This is for product partners only.

New MATLAB and Simulink product launch icons

- Only for partners who need to launch and/or connect to MATLAB or Simulink from within their product. Use the icon as a graphical element in your software.



In addition, updated editorial standards guidelines are available that outline usage of these new badges and icons, and give more guidance on:

- Properly referencing MathWorks, MATLAB and Simulink
- Proper naming of your MATLAB and Simulink add-ons
- Allowed uses of the MathWorks corporate logo
- Allowed uses of the MATLAB and Simulink product marks

### Action: Please Replace Old Partner Logos

The older Connections Program partner logos (shown at right) are no longer to be used. Please replace them with the new badges found on the new Connections Resource Portal as soon as is feasible. We recognize that any printed collateral may take time to be updated. We ask that you update those at the next opportunity available.



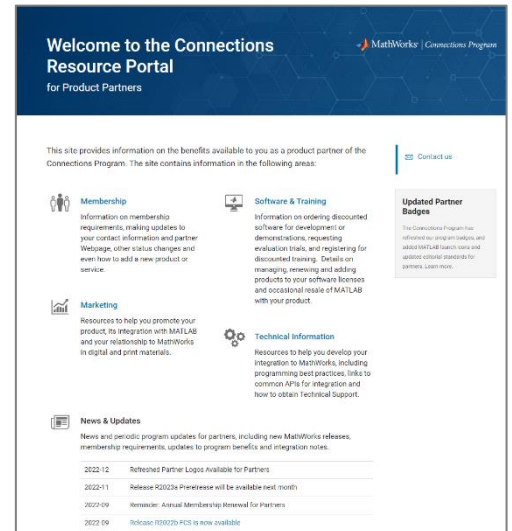
Old partner logos

## New Connections Resource Portal

The current “Partner Help Desk” has been renamed the “Connections Resource Portal” and refreshed with a more modern look, a mobile-friendly design, and new content for partners.

In addition to the new partner badges, the Resource Portal has a range of other resources, including editorial guidelines, overview of program benefits, datasheets, technical papers, request forms, and general information.

We’ve also added a “Partner News” section, where we plan to periodically post newsworthy updates for partners.



## Retrieving the New Badges

The new badges and icons are available now on the Connections Resource Portal along with updated Editorial Standards for Partners. The Connections Resource Portal will prompt you for a username and password. You can access it as follows:

Location : [www.mathworks.com/partners](http://www.mathworks.com/partners)  
Username : CNXproduct  
Password : Ima#1p (I am a #1 partner)

If you have any questions about the new partner badges or issues accessing the new Connections Resource Portal site, please let us know.

Regards,  
The MathWorks Connections Program Team  
[connections@mathworks.com](mailto:connections@mathworks.com)