

Partner Branding Guidelines

Previously: Partner Branding and Logo Usage Guidelines



Revised | February 2018

Welcome

These Partner Branding Guidelines are designed for Salesforce's partner ecosystem and event sponsors. They supplement the [Legal Policies](#).

Please distribute these to your marketing managers, product managers, product marketers, and graphic designers to ensure your marketing materials are in line with Salesforce branding policies.

If you have any questions not covered in these guidelines, please contact trademarks@salesforce.com.

Through these guidelines, we empower our partners and event sponsors to:

- Reference Salesforce brands effectively and correctly.
- Create clear and effective marketing materials.

Remember: You, and only you – and not Salesforce – are legally responsible for your materials and any claims you make.

Creating success together

As a Salesforce partner or event sponsor, you need to comply with our Salesforce Partner Branding Guidelines and all applicable intellectual property laws in your use of brands, logos, domain names, and creative assets. The Salesforce Partner Branding Guidelines are subject to change. Partners are responsible for ensuring all branding and related marketing materials, press releases, and online assets and communications (“Branding Material”) are consistent with current Legal Policies. Salesforce may require partners and/or sponsors to change and/or remove any Branding Material it deems to violates the Partner Branding

Guidelines. While we do not like to, we have forced partners or event sponsors to change corporate and/or product name(s), domain names, social media assets, signage, printed promotional materials, partner website copy or logos, product descriptions, demos, booth design, messaging, and other materials. Costs for rebranding or new material to comply with Salesforce branding guidelines shall be the sole responsibility of the partner and/or sponsor. Failure to change and/or remove Branding Material when directed by Salesforce may affect your standing as a partner or result in ejection from an event without any refund.

Creating strength together

All Salesforce brands and Branding Material, including trademarks, logos, designs, websites, social media assets, videos, marketing collateral, white papers, etc., are important assets of the company and are protected by various intellectual property laws in the U.S. and worldwide.

Salesforce protects its own intellectual property and it respects the intellectual property rights of others. Salesforce expects its partners to do the same.

In the past, some partners have had to change or abandon brands or Branding Material because

they conflicted with Salesforce's intellectual property rights, provisions of agreements with Salesforce, and/or the rights of others.

These guidelines have been developed to assist partners in: (1) building their own strong brands and materials, and (2) avoiding costly rebranding and/or infringement issues.

Salesforce strongly encourages all partners to carefully review this document and the terms and conditions of their agreements with Salesforce prior to developing brands or Branding Material, including those for online use and use at events.

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1.0_Branding

Ensuring that
your brands are
distinct from
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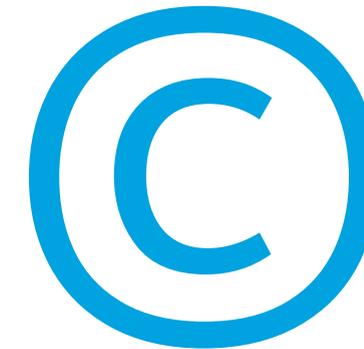
What are trademarks?

A trademark is typically a word, phrase, name, symbol, or device (or a combination of those things) that identifies the products or services of a company and distinguishes them from the products and services of other companies. A trademark assures consumers of consistent quality with respect to those goods or services, and aids in their promotion.

The image shows the letters 'T' and 'M' in a bold, blue, sans-serif font. The 'T' is on the left and the 'M' is on the right, with a small gap between them. This is a stylized representation of the trademark symbol 'TM'.

What are copyrights?

Copyrights are exclusive rights to original works, including certain original written material, pictorial, photographic and graphical work, audio-visual work, and certain computer programs and code. The owner of a copyright has the right to exclude all others from reproducing, displaying, distributing, creating derivative works, performing, or otherwise using the original work. Copyrights owned by Salesforce include its logos, website designs and content, videos and other promotional materials, and its proprietary code. With very limited exceptions, partners may not use any copyright asset owned by Salesforce without [written authorization](#).



What is the correct way to refer to Salesforce?

Context is key.

When referring to Salesforce, the context of the reference determines the correct articulation.

Articulation	Context	Example
Salesforce.com, inc.	Use this when referring to Salesforce as an entity in a legal line (for legal documents, etc.).	“Salesforce.com, inc., is a Delaware corporation.”
Salesforce	Use this when referring to Salesforce as an entity in prose.	“We’ve partnered with Salesforce for the past four years.”
Salesforce®	Use this when referring to Salesforce as a brand. The word “Salesforce” must be followed by the ® symbol and a generic noun.	“Since deploying Salesforce® solutions, we’ve increased revenue by 50%.”

What are acceptable company and product names?

Do:

Make your brands, names, domains, and social media assets distinct from those that belong to Salesforce.



Alpha, Inc.

Cloud Alpha Solutions

AlphaConnect.com



Alpha Salesforce, Inc.

Alpha Sales Cloud

Alpha Salesforce1 Connect

Don't:

Use any Salesforce brands or names in your company or product names, taglines, social media handles, advertising keywords, or any other branding or source-identifying materials.

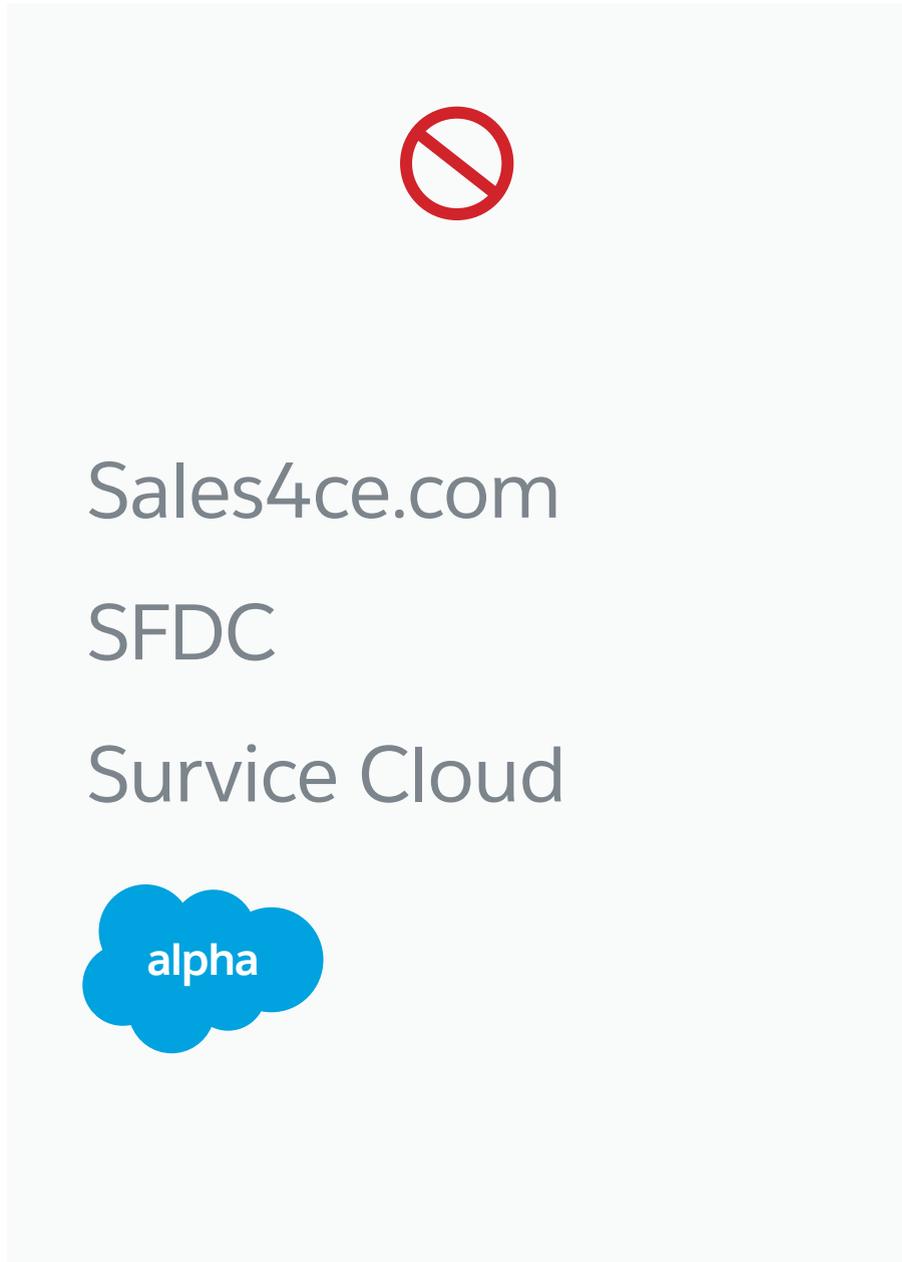
How is distinction maintained between brands?

Do:

Create company and product names that are distinct from Salesforce's to eliminate brand confusion.

Don't:

Modify, imitate, or abbreviate any Salesforce brands or names anywhere. This includes misspellings, phonetic or foreign equivalents, rhyming words, stylizations, logos, or other variations.



How do you indicate that your product is “for Salesforce”?

Do:

Indicate in your marketing materials that your offerings integrate with Salesforce by using smaller text in a plain font.

Emphasize your brand, not Salesforce brands.

Use the phrase “for Salesforce®,” or the like, but only do so referentially.



Alpha
For Salesforce®

Alpha Mail
Built on the Salesforce platform™



Alpha for Salesforce

Alpha Mail Integration for 

Don't:

Include “for Salesforce” in your company name, product name, logo, or tagline.

Use Salesforce logos or design elements alongside, or the same size as, your brand to indicate your offering is “for Salesforce.”

Can the word "force" be used in naming?

Don't:

Use "force" in your company, service, or product names.



AlphaForce

Alpha Call Center Force

Alpha Force CPQ

Can the word "cloud" be used in naming?

Do:

Use brands in a "Cloud XXX" format, provided the combination is not likely to create confusion about Salesforce involvement.



Cloud Alpha

Cloud Alpha Computing



Alpha Cloud

Alpha Sales Cloud

Don't:

Use any brand that resembles the Salesforce cloud brand family.

Use brands in an "XXX Cloud" format – even if the XXX portion is trademarked – unless the XXX portion is already well-known.

2.0_Logos + Design

Utilizing the Salesforce
brand assets correctly
in your marketing
communications

2.1_Salesforce Logos

2.2_Logo Creation

2.3_Event Logos

Which Salesforce logos should be used?

Do:

Use partner-approved badges that accurately identify programs your company is currently enrolled in.*



Don't:

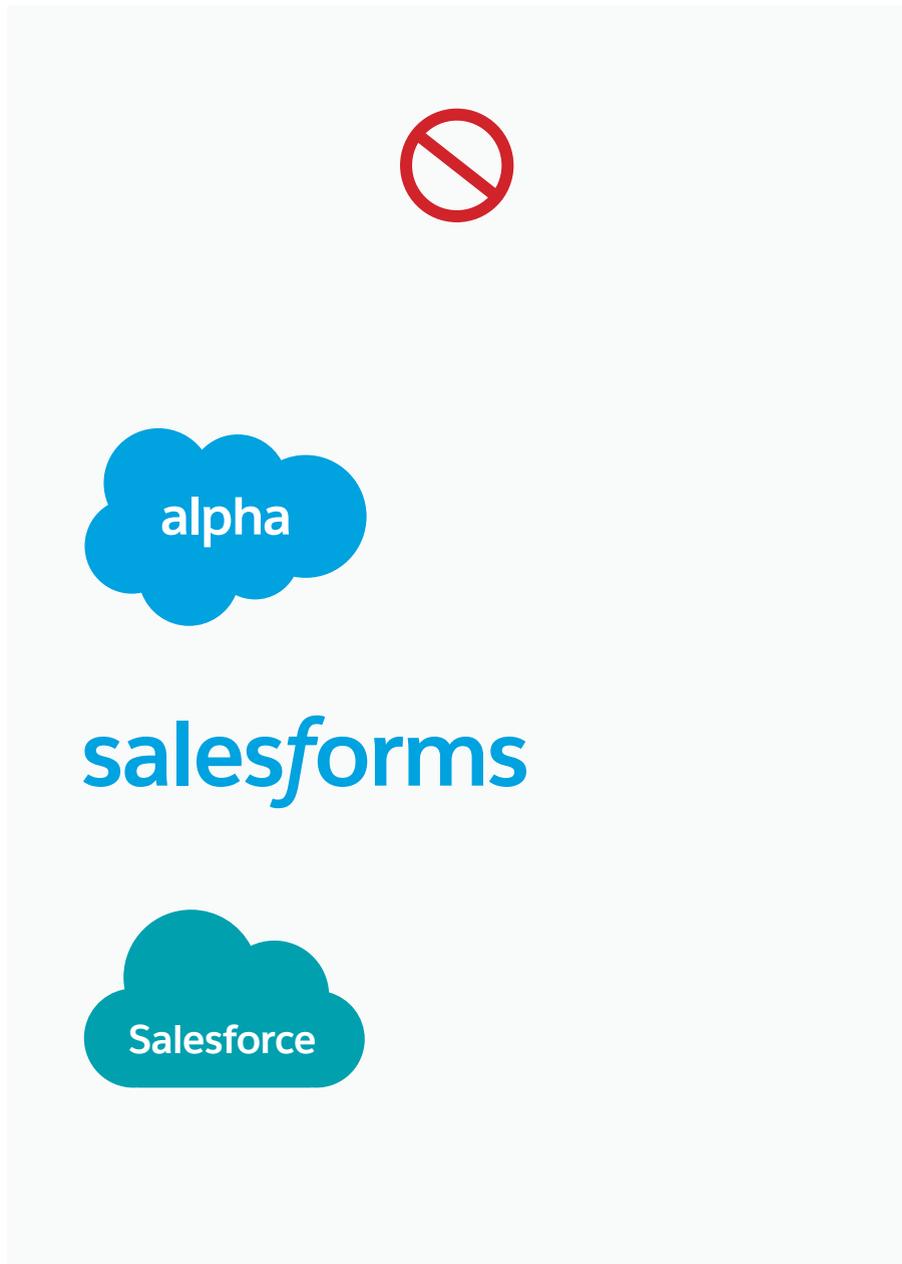
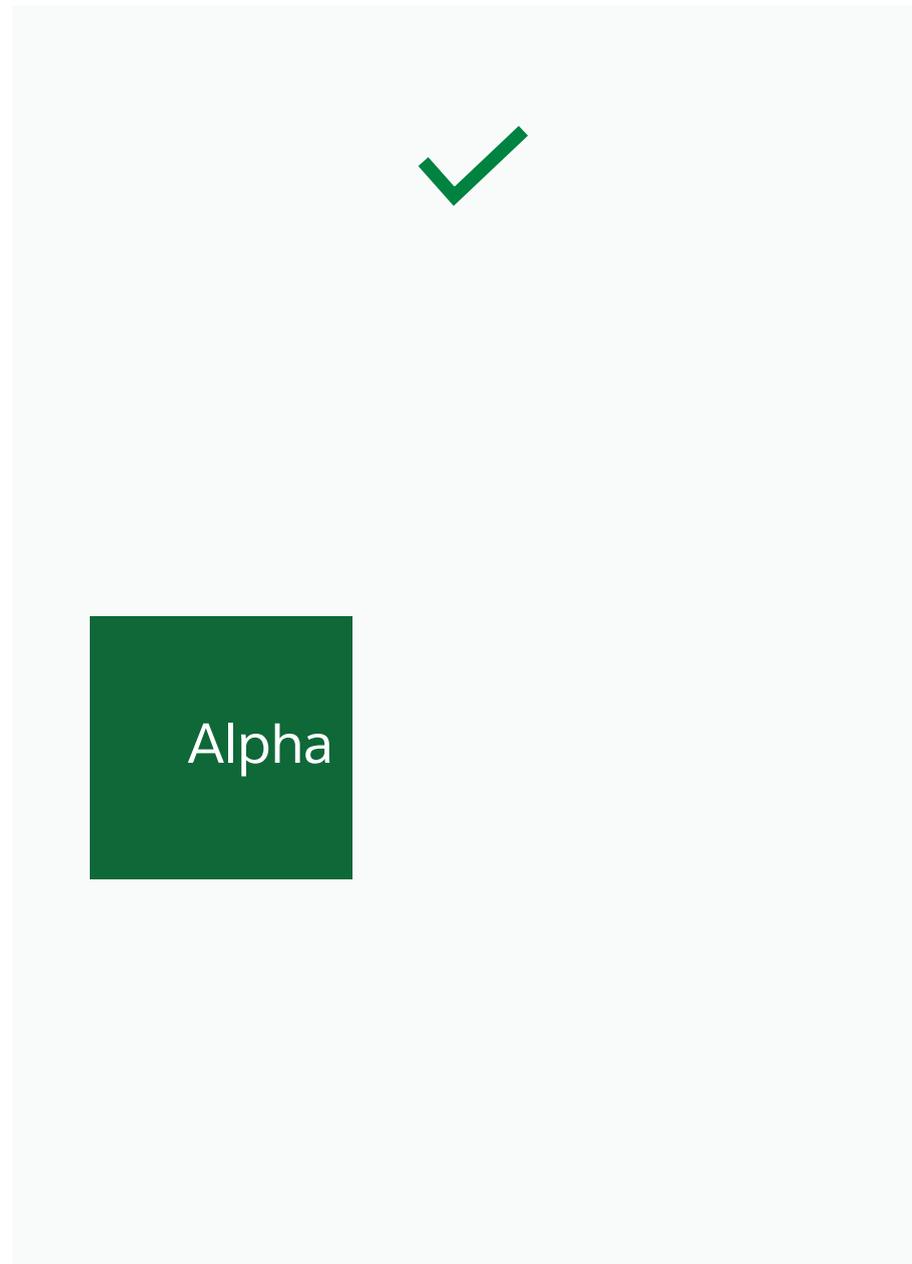
Use **any** of Salesforce's current or discontinued logos without permission.

* Partner-approved logos are available on the [Partner Community](#).

How do you keep your logos distinct from Salesforce brands?

Do:

Create your own, unique, non-Salesforce company logos that only promote your brand and products independent of your company's relationship with Salesforce.



Don't:

Use logos or designs that incorporate Salesforce design elements, such as the Salesforce cloud or stylized "f."

Use Salesforce brands or product names in any logos created by your company.

Insert your company name or product into an existing Salesforce logo or cloud.

Create your own Salesforce logos or designs.

Create logos or marks confusingly similar to Salesforce's.

How should your presence at Salesforce events be branded?

Do:

Use the event promotion materials that include the event logos provided to you through the promotional kit available at the Exhibitor Resource Center.



**DREAM
FORCE**

Don't:

Create your own event logos using Salesforce event names.

Use Salesforce-hosted event logos (for example, the Dreamforce logo) on your event booths or collateral without permission.

3.0_Marketing Materials

Referencing claims,
awards, and Salesforce
brands correctly in your
marketing materials

- 3.1_Claims + Rankings
- 3.2_Accolades + Awards
- 3.3_AppExchange Tiles + Listings
- 3.4_Mentioning Salesforce + Customers
- 3.5_AppExchange Naming
- 3.6_Salesforce Brands in Text
- 3.7_Trademark Designations
- 3.8_Trademark Legal Line

How should claims and rankings be cited?

Do:

Ensure all claims are true, specific, timely, and verifiable.

Cite claims based on accurate and truthful third-party findings.

Mention that your offerings are available on the AppExchange if applicable.



“Alpha is the market leader in call center apps.”

– *Business App Magazine*, 2016



Alpha: The Best CPQ Solution

“Highest-Rated E-signature App on AppExchange”

“Alpha App is awesome.”

– Salesforce CEO, 2015

“Best App of 2011.”

– *Business App Magazine*, 2011

Don't:

Make vague, unsubstantiated, or untimely claims.

Use claims regarding rating, ranking, or performance on AppExchange.

Make claims that refer to or quote statements made by Salesforce or Salesforce executives.

How should accolades and awards be cited?

Do:

Claim awards received in the past two years only.

Cite awards given by third parties only.

Use legitimate award graphics and logos provided by an awarding entity.*



“Voted the #1 Field Service App by *Business App Magazine* readers”

– *Business App Magazine*, 2015



“The #1 CPQ App”

– *Business App Magazine*, 2011

“#1 Solution in Industry”

Don't:

Claim awards from more than two years ago.

List awards without citing a source.

Create or use graphics or logos that may falsely give the impression of winning an award.

* You are solely responsible for the accuracy of all statements and claims in your materials, and for obtaining permission to use them.

How should claims be added to AppExchange tiles?

Do:

Use substantiated proof points on your AppExchange tile and in your listing.

Use quotes from customers, awards, or designations from recognized authorities or experts in the relevant field, or projectable survey results that follow these Partner Branding Policies.



Don't:

Make unsubstantiated, false, or misleading claims on your AppExchange tile or in your listing.

Make claims based on AppExchange rankings, which can change at any time.

How can Salesforce and customers be referenced?

Do:

Get permission from customers or third parties before using their logos, names, or quotes.



With permission



Without permission

Don't:

List customer or third-party logos, names, or quotes without written permission.

Use pictures of Salesforce executives without permission.

List Salesforce as a customer without written permission from Salesforce.

Please contact trademarks@salesforce.com to request permission.

How should AppExchange listings be named?

Do:

Use your AppExchange app tile to explain what your app does.



- Incorporate your own branding into your AppExchange listing name.
- Reference your app's interoperability with Salesforce in a referential manner only.
- List your connector tool using only the approved naming convention.

Examples:

- Alpha Text Messaging App
- Alpha Text Messaging App for Salesforce
- Alpha Connector between Beta and Salesforce



- Make your listing name a description of your app's functionality or just a descriptive phrase.
- Make Salesforce brands the most prominent portion of your listing name.
- Use other third-party brands without authorization or in violation of their brand use guidelines.

Examples:

- Email Inbox Dashboard
- Salesforce Maps
- Beta Email Inbox Wizard by Alpha

Don't:

Create your own or modify AppExchange corner sashes on your AppExchange app tile, or put a Salesforce design element (for example, cloud design) on your app tile.

How should you use Salesforce brands in text?

Do:

Use a generic noun following a reference to a Salesforce brand in text (for example, platform, offering, technology, etc.).



Leverage AppExchange and Force.com[®] **solutions**.

Download the Salesforce1 **Mobile App**.



Leverage AppExchange and Force.com[®].

Download the SF1 mobile app.

Don't:

Use Salesforce marks as nouns or verbs.

Use abbreviations in place of Salesforce's full brand names.

When should you use trademark symbols in connection with Salesforce trademarks?

Do:

Use a ® or ™ symbol next to the first or most prominent use of any Salesforce brands in all of your material.*

Refer to Appendix B for the Quick Reference Guide on proper use of ® and/or ™ for each Salesforce brand.



Service Cloud® offering

Salesforce1™ offering



Service Cloud

Salesforce1

Don't:

Forget to properly identify and label Salesforce brands and product names with trademark designations.

* In promotional materials intended for a U.S. audience only, the ® symbol is used with marks that are registered with the U.S. Patent and Trademark Office; for all other marks, the ™ symbol should be used. Do not use any symbols on promotional materials intended for non-U.S. audiences.

How do you append your use of Salesforce trademarks?

Do:

Use a legal line explaining that any Salesforce brands you reference are owned by Salesforce.

Use an easily readable font and location for the legal line.

Use a legal line on any type of promotional material referencing Salesforce brands, including webpages, videos, and printed material.

When referencing Salesforce's legal name (salesforce.com, inc.) please use initial cap only at the beginning of a sentence.



“Salesforce, Sales Cloud, and others are trademarks of salesforce.com, inc., and are used here with permission.”



Salesforce, Sales Cloud, and others are trademarks of salesforce.com, inc., and are used here with permission.

Don't:

Use Salesforce trademarks on any website, publication, or other promotional material without a legal line that properly identifies Salesforce brands as belonging to Salesforce.

Make the legal line so small that it cannot be read or seen easily.

Use any incorrect variants (for example, “Salesforce, Inc.” or “Salesforce.com, Inc.”).

4.0_Digital Marketing

Communicating the
Salesforce brands, claims,
and awards correctly
in your digital
marketing materials

4.1_Salesforce Creative Assets

4.2_Social Media

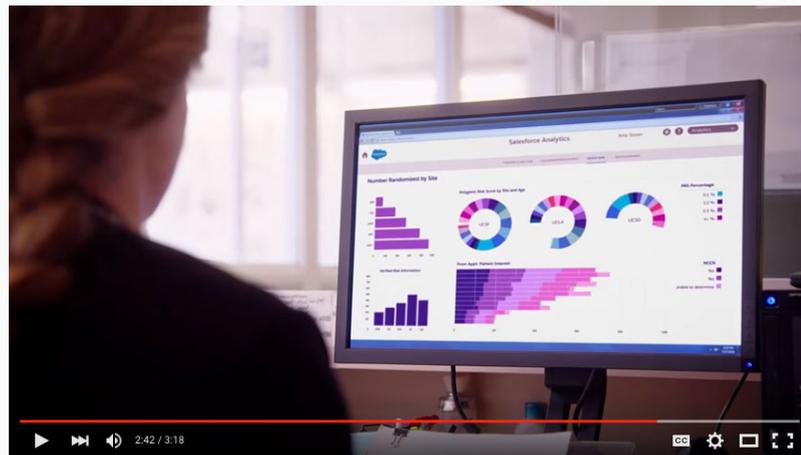
4.3_Domain Names + Keywords

How should Salesforce's creative assets be used and referenced?

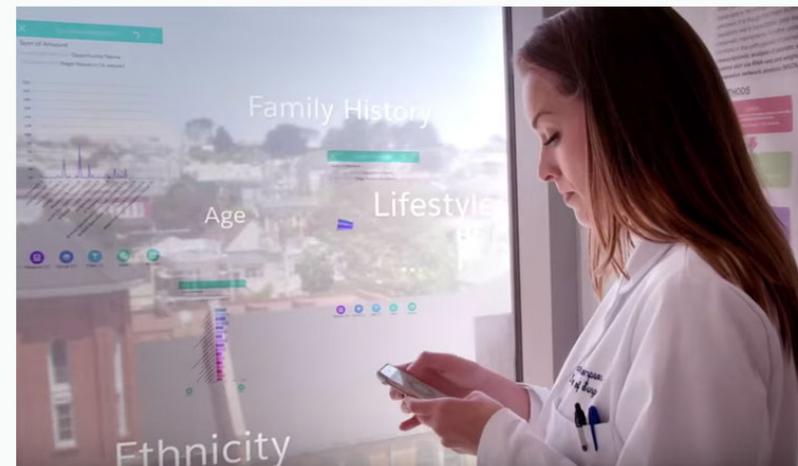
Do:

Create your own original videos and presentations for online and in-person use.

Link to Salesforce's videos and other creative assets.



Link to Salesforce YouTube video



Copy Salesforce custom content.

Don't:

Embed or copy Salesforce videos, images, audio clips, or other creative content.

Use clips or images from Salesforce videos in your own videos or marketing materials without written permission from Salesforce legal department. Otherwise, you may be liable for your use of that video to multiple parties.

How should names be created for social media?

Do:

Create social media handles, tags, or the like that properly identify your company and its brands only.

Visit our [Social Media for Partners](#) webpage for more on social media posts.



@alphacompanymarketing

#alphacompany



@alphacompany_SFDC

#alphacompanydreamforce

Don't:

Create social media handles, tags, or the like that include Salesforce brands, abbreviations of those brands, or anything confusingly similar.

How should domain names and keywords be handled?

Do:

Create domain names that properly identify your company and its brands only.

Use advertising keywords and ad copy that are associated with and promote your company or industry.



alphacompany.com

about.alphacompany.com



dreamforce.alphacompany.com

alphacompany4salesforce.com

Don't:

Create domain names that include Salesforce brands or abbreviations of those brands, or anything confusingly similar to Salesforce brands.

Use advertising keywords or ad copy that incorporate Salesforce brand names without Salesforce's written permission.

5.0_Special Events

Creating a presence at
Dreamforce and other
Salesforce events

5.1_Dreamforce

5.2_Other Events

What is the process for exhibiting at Dreamforce?

The Exhibitor Resource Center (ERC) is our online toolkit that assists partners in preparing their Dreamforce presence.

Certain deliverables are subject to review and approval; details and deadlines can be found on the ERC.

Marketing materials not subject to approval must still be in compliance with the Partner Branding Policies and will be confiscated on-site if they are not.

Your booth graphics must be approved by Salesforce's partner branding team before the event. Submit your graphics early to help avoid expensive, last-minute changes.



What is the process for exhibiting at World Tour or other events?

In addition to Dreamforce, there are many events that take place throughout the year, such as the Salesforce World Tour, where partners can showcase their offerings.

All event sponsors at any Salesforce events must comply with these Partner Branding Policies as well as specific event guidelines, available through the Partner Community.

Failure to comply with these Partner Branding Policies and specific event guidelines will have a negative effect on your event experience and standing in the partner ecosystem. You may be responsible for costly last-minute corrections or be barred from the event if your booth or presentations are not compliant.



6.0_Appendices

Accessing partner logos and referring to Salesforce brands

6.1_A: Partner Logos
6.2_B: Brand Quick Reference Guide
6.3_C: FAQ

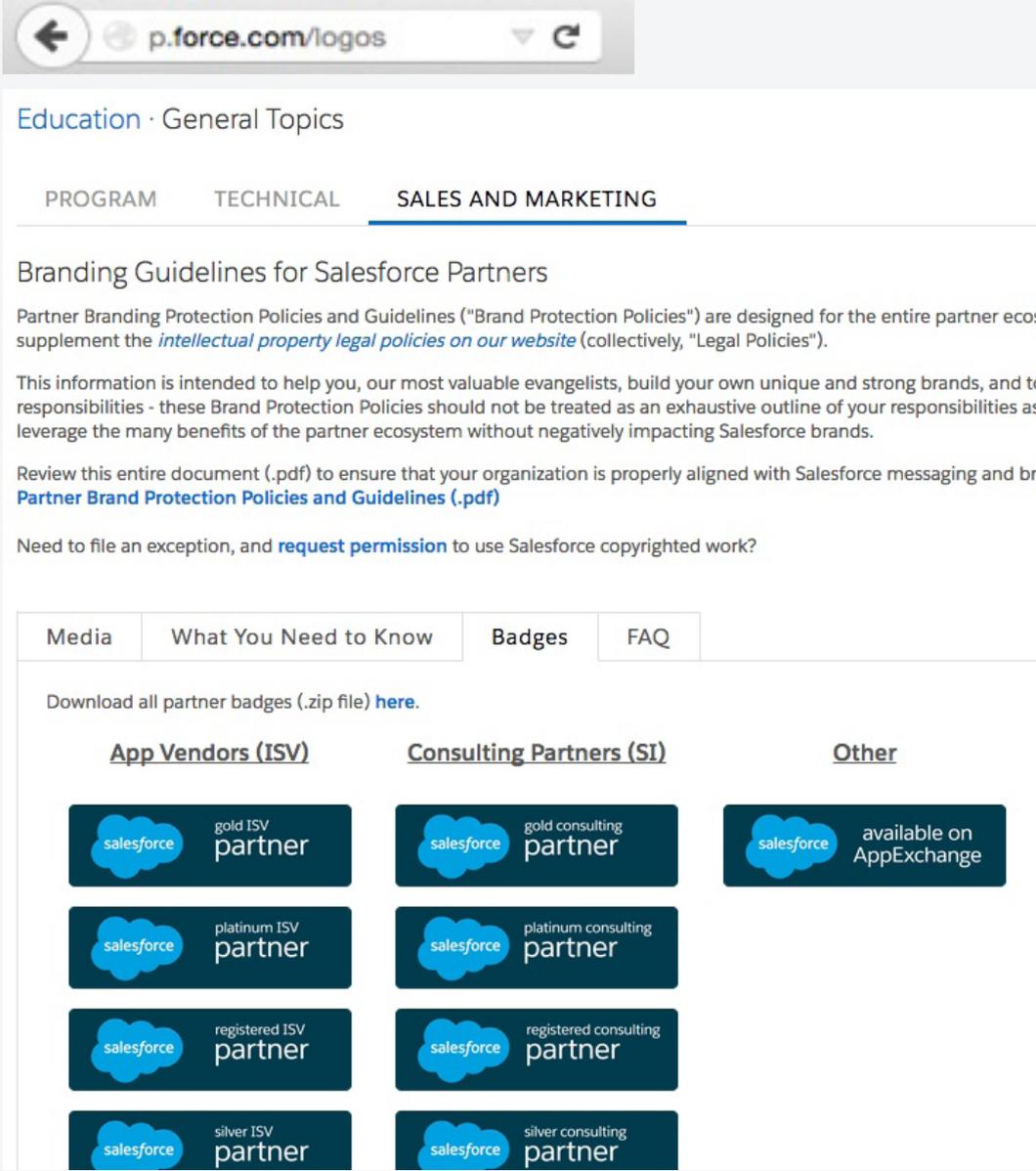
6.1_Appendix A

Partner Logos

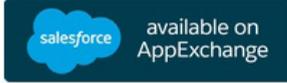
How are partner logos accessed?

1. Log in to the Partner Community.
If you need help signing up, go to p.force.com/signup.
2. Go to the Branding Guidelines page at p.force.com/branding.
3. Select the Badges tab.
4. Select “Download all partner badges (.zip file) here.”
5. Though all badges are made available in the .zip file, you are only allowed to use the badges that are pertinent to your company.

Consult the Salesforce Brand Identity Guidelines when using any partner-approved Salesforce logo.



The screenshot shows a web browser at p.force.com/logos. The page is titled "Education · General Topics" and has navigation tabs for "PROGRAM", "TECHNICAL", and "SALES AND MARKETING". The main heading is "Branding Guidelines for Salesforce Partners". Below this, there is introductory text about "Partner Branding Protection Policies and Guidelines" and a link to a PDF document. A section titled "Badges" contains a link to "Download all partner badges (.zip file) here." and a grid of badge options:

App Vendors (ISV)	Consulting Partners (SI)	Other
		
		
		
		

6.2_Appendix B

Brand Quick Reference Guide

How should Salesforce brands be referenced?

Mark	Context	Correct Use	Example
salesforce.com, inc.	Corporate entity	Lowercase except when it is the first word of a sentence or in context with other capitalized words (such as a headline or program name).	<p>“Salesforce.com, inc., is a certified licensee of the ...”</p> <p>“... is a trademark of salesforce.com, inc. All rights reserved.”</p>
Salesforce	Trade name of the company	Always capitalize as shown.	“We’ve partnered with Salesforce for the past four years.”
Salesforce®	Product name or umbrella name of Salesforce’s solutions	Always capitalize as shown.	“Since deploying the Salesforce® solution, we’ve increased revenue by 50% and boosted productivity.”
Sales Cloud®	Our sales and CRM application	Always capitalize as shown.	“The Sales Cloud® solution makes us much more efficient.”
Service Cloud®	Our customer service, support, and help desk solution	Always capitalize as shown.	“The Service Cloud® solution is the future of customer service.”

How should Salesforce brands be referenced?

Mark*	Context	Correct Use	Example
Community Cloud	Customer, partner, and employee engagement reimagined	Always capitalize as shown.	“Use the Community Cloud™ service to create lively communities for rich customer engagement and employee collaboration.”
Analytics Cloud™	Business analytics on any combination of data, from any device, anywhere, faster than ever before	Always capitalize as shown.	“With the Analytics Cloud™ suite, there’s nothing between you and the insights you need.”
Salesforce Platform	Our platform for customizing mobile access to Salesforce solutions	Always capitalize as shown.	“The Salesforce Platform easily connects customers and apps on our mobile devices.”
Salesforce1™ Mobile App	Our mobile CRM application	Always capitalize as shown.	“We’ve compiled every resource you’ll need to make your Salesforce1™ Mobile App rollout a huge success.”

* The ™ and ® symbols below are for illustrative purposes only. Please refer to the Salesforce Trademark and Copyright Usage Guidelines for additional guidance.

How should Salesforce brands be referenced?

Mark	Context	Correct Use	Example
Force.com®	A suite of point-and-click tools that allow you to create custom employee-facing apps fast	Always capitalize as shown.	“Now every app you build with the Force.com® suite is instantly mobile.”
AppExchange®	The world’s leading enterprise app marketplace – our destination for great business apps	Always capitalize as shown.	“We have three solutions listed on the AppExchange® business app store.”
Desk.com®	Our small business CRM solution	Always capitalize as shown.	“With the Desk.com® solution, our business is able to engage with customers like never before.”
Data.com®	The leading source of business apps designed to seamlessly integrate with Salesforce	Always capitalize as shown.	“With the Data.com® solution, our sales teams can connect with more customers faster.”

6.3_Appendix C

FAQ

The Salesforce Badge System: Frequently Asked Questions

What is the Salesforce badge system?

As our company grows and evolves, we realized that creating net-new logos for every new instance of a partnership or a sponsorship wasn't good enough. We wanted to create a mark that was a stamp of approval, something that could be easily identifiable as well as significant for its users. Similar to the Apple App Store badge or the Google Play badge, we wanted

a mark that would say, "Congratulations. You have made it. You are now a part of the Salesforce ecosystem in a big way."

So we created a new system, something unique and ownable, not just for us, but for you, too. This system consists of four application badges – connected, sponsored, powered, and available on AppExchange – and 10 partner badges.

Following a similar style to other badge systems, we can now effectively communicate your company's role in the Salesforce ecosystem, no matter the medium. Whether you are a partner proudly placing your badge on a webpage or a company that is the proud recipient of a sponsored booth at an event, this new system will help you achieve all of your goals.

What are application badges and what do they mean?

An application badge is a mark to acknowledge the ability to use the Salesforce brand in connection with a particular agreement made with Salesforce. Below are all the definitions of the different kinds of badges.

Sponsored: The sponsored badge should be used in instances where Salesforce is sponsoring an external party or event.

Connected: The connected badge should be used by partners whose technology connects to the Salesforce platform.

Powered: The powered badge should only be used by partners whose product or service is powered by Salesforce technology. This badge should be used in literal, rather than metaphorical,

circumstances. So while it sounds fun to say that Salesforce powers people or powers an event, we need to make sure this badge is reserved for customers actually building on the platform.

Available on AppExchange: This badge should be used in instances where partners' products or services have been approved to be readily available on AppExchange.



The Salesforce Badge System: Frequently Asked Questions

How do I get an application badge?

Simply reach out to the Partner Marketing Group in the Partner Community, and include a business justification for the request. The group can guide you from there.

Where can I find the new badges to download?

All badges will be available to download on the Success Community. Please make sure that you download the guidelines as well.

When am I expected to have all of my assets updated with the new badges?

In anticipation of the upcoming World Tour events and Dreamforce, please have all of your externally facing assets updated by mid-April. This way, we can guarantee a cohesive brand experience for all of our collective customers and prospects.

How many badges can I use?

On any given asset, make sure to only use one application badge or one partner badge. For example, if you are a partner of Salesforce and also have a product that connects to the platform, you can use your specific partner badge as well as the “connected” application badge. But there should never be a time when you use more than two.

Which badges can I use?

Only use the badges that apply to you. For example, if you are an ISV consulting partner, only use the “ISV Consulting” badge. If you are an AppExchange-available product, only use the “available on AppExchange” badge. This system was created to ensure distinction and significance for our ecosystem, so help us to keep it that way!

When can I start using this new system?

As soon as possible! We are partnering with our legal team to roll this program globally, so please make sure to update all assets as soon as you can. We want to make sure that everything is up to date as we get into Dreamforce season.

The Salesforce Badge System: Frequently Asked Questions

What are the different types of Salesforce partners?

We are fortunate to have so many different types of companies who want to be involved in the Salesforce ecosystem. Because of this, we have created categories for particular types of relationships with partners, so that people know how they work with us. This is a comprehensive list of those partners and the definitions that go along with them:

ISV Partners

Strategic ISV Partner: To earn this badge, a company must drive ACV = < \$1 million and be designated by Salesforce management as Strategic ISV.

Platinum ISV Partner: To earn this badge, a company must drive ACV = > \$1 million.

Gold ISV Partner: To earn this badge, a company must drive ACV = >200,000–\$999,000.

Silver ISV Partner: To earn this badge, a company must drive ACV = >\$30,000–\$199,000.

Registered ISV Partners

Registered ISV Partner: When companies join the program, they are automatically designated as a Registered ISV Partner until they exceed \$30,000 in ACV.

Consulting Partners

Strategic Consulting Partner: To earn this badge, companies must achieve a PVS score of 700–1,000 and be a Platinum Consulting Partner in a minimum of two countries, one country being AMER.

Platinum Consulting Partner:

To earn this badge, a company must have a PVS score of 700–1,000.

Gold Consulting Partner:

To earn this badge, a company must have a PVS score of 450–699

Silver Consulting Partner:

To earn this badge, a company must have a PVS score of 250–449.

Registered Consulting Partner:

To earn this badge, a company must have a minimum of one individual (holding two or more certifications) or a minimum of two individuals (holding at least one certification each) in Developer, Sales Cloud, or Service Cloud.

What if I have questions about the system and which badges to use?

You can always post questions in the Success Community, and Salesforce employees will be readily available to answer them. You can also reach out directly to your Salesforce point of contact.

thank you