

**C L I F F O R D**  
**C H A N C E**



**USE OF CLIFFORD CHANCE'S BRAND**

# USE OF CLIFFORD CHANCE'S BRAND






All suppliers and contractors must have explicit permission from Clifford Chance to use our brand, including name, logo and/or trademarks. The fact of being a supplier to Clifford Chance is not an entitlement to leverage that fact for the purpose of an endorsement or otherwise.

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with Clifford Chance knows who we are and what we stand for.

Everyone has a part to play in doing this, including our suppliers and contractors. If you have been approved to use our brand, we have published guidelines to help you communicate using the right visual style and quality.

Our minimum standards for suppliers are outlined below:

## Minimum standards:

 <p>Brand Usage</p>	<ol style="list-style-type: none"><li>1. The Supplier shall ensure that it has received prior approval to use Clifford Chance's brand, including name, logo and/or trademarks.</li><li>2. Once approved, the Supplier shall register to <a href="#">Clifford Chance's Brand Portal</a>, where the Brand Guidelines and all other relevant material can be accessed.</li><li>3. The Supplier shall not disclose the fact that it is providing services or products to Clifford Chance without prior written consent.</li><li>4. The Supplier acknowledges that Clifford Chance does not endorse or recommend any particular third party brand, service or product. Where usage of Clifford Chance's brand has been approved, the Supplier shall ensure it is not used in a manner indicating that we are recommending or endorsing the Supplier's goods or services.</li></ol>
 <p>Brand Removal</p>	<p>The Supplier shall ensure, where approved, that its use of the Clifford Chance brand, including name, logo and/or trademarks, ceases at the same time as the termination of its Agreement with Clifford Chance.</p>
 <p>Logo Placement</p>	<p>The Supplier shall ensure that any logo placement is agreed with <a href="#">Clifford Chance's Brand Team</a> prior to any implementation and/or use of the logo.</p>
 <p>Branded Deliverables</p>	<p>The Supplier shall ensure that all agreed branded deliverables shall adhere to the Brand Guidelines, as provided to the Supplier by Clifford Chance.</p>
 <p>Marketing Assets</p>	<p>All marketing assets created by the Supplier as part of the provision of the Services shall be submitted to <a href="#">Clifford Chance's Brand Team</a> for prior approval.</p>

**WHY CLIFFORD CHANCE**  
OUR INTERNATIONAL NETWORK



**32 OFFICES**  
**22 COUNTRIES**

ABU DHABI	FRANKFURT	NEWCASTLE	SINGAPORE
AMSTERDAM	HONG KONG	NEW YORK	SYDNEY
BARCELONA	ISTANBUL	PARIS	TOKYO
BEIJING	LONDON	PERTH	WARSAW
BRUSSELS	LUXEMBOURG	PRAGUE	WASHINGTON, D.C.
BUCHAREST	MADRID	ROME	
CASABLANCA	MILAN	SÃO PAULO	
DUBAI	MOSCOW	SEOUL	KYIV <sup>1</sup>
DÜSSELDORF	MUNICH	SHANGHAI	RIYADH <sup>2</sup>

1. Clifford Chance has a best friends relationship with Redcliffe Partners in Ukraine.

2. Clifford Chance has a co-operation agreement with Abuhimed Alsheikh Alhagbani Law Firm in Riyadh.

# CLIFFORD CHANCE

**Document Owner:** Procurement

**Approved By:** Director of Procurement & Chief Risk & Compliance Officer

**Date Approved:** 16<sup>th</sup> September 2020

**Date for Review:** September 2021

**Version:** 1.0

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Registered office: 10 Upper Bank Street, London, E14 5JJ

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