

Docusign.org Communications & Brand Guidelines

These guidelines outline how Docusign.org grantees and partners can effectively share news and updates on their grant and partnership with Docusign, and utilize Docusign branded assets while maintaining alignment with our brand and legal standards.

Docusign.org is proud to invest in your work, and we welcome your organization to share the news of our partnership and/or reference Docusign in your communications, such as social media posts, newsletters, website, events, etc. Please see this reference guide to ensure alignment and compliance across all organizations.

The Docusign brand



Capitalization

Always write the brand name as "Docusign" with a capital "D" and lowercase "s." **Do NOT** use "DocuSign," "docusign," or "DOCUSIGN."

Grammar

Use "Docusign" only as a proper noun (e.g., "Docusign brings agreements to life") or an adjective (e.g., "Docusign IAM helps companies create, commit to, and manage agreements"). Do not use "Docusign" as a verb. For example, avoid "We are Docusigning our contracts."

Docusign's use of grantee and partner assets

To help us celebrate your work, Docusign may request specific assets or participation from your team. Upon grant acceptance, we request the right to:

- Display your organization's name and logo on our website, in internal employee communication, and in annual impact reports to identify you as a grantee and/or partner.
- Display high-quality imagery/videos of your work, quotes you provide, and/or an approved description of your work in social media posts, digital assets such as impact reports, event display materials such as expo activations, etc.

For any usage outside of these instances, our team will contact you for the requested approval.

Note: For all photos or videos you share with us, please ensure you have the proper media consents/releases for any individuals featured in them.

Pre-approved with use of the below guidelines

Social media & websites



Social media text mentions

For shorter acknowledgments, examples include:

"We are proud to be supported by the Docusign Foundation's Agreements for Good initiative, funding collaboration at [Your Organization Name]."

Tagging and hashtags

When you post about your grant, tag @Docusign in your post.

You are pre-approved to add the [Docusign.org logo](#) and name to your:

- Website in sections/pages that highlight your funders and/or partners
- Annual or impact reports, where appropriate

Note: Please use the approved logo from our [brand resource portal](#) and avoid copying low-resolution logos from search engines.

Pre-approved with use of the below guidelines

Events and verbal recognition



Event materials

For in-person or virtual events, you may display the [Docusign.org logo](#) in the following locations, as long as you download the high-resolution versions from the Brand Book.

- Banners and signage
- Brochures and printed programs
- Digital slides or presentations

Verbal acknowledgments

When acknowledging support during speeches, panels, or presentations, approved language includes:

- "This work is supported by a grant from the Docusign Foundation's Agreements for Good initiative."
- "Supported by the Docusign Foundation."

Participation and invitations

If you are interested in having a Docusign representative attend, participate in, or speak at your event, please email foundation@docusign.com.

Review Required

Long-form content & press release



Press releases, blog posts, newsletters, and other long-form content. Email your draft to foundation@docusign.com at least **five (5) business days** before publication. Include:

- Audience and channel information
- Any relevant context or deadlines
- If applicable, specific details on your request for an official Docusign quote or statement

Quotes and Official Statements

If your materials would benefit from an official quote or statement from Docusign, indicate this in your email to foundation@docusign.com and include any relevant context such as audience, channel, and deadlines.

Word Choice Guardrails

Describe this relationship strictly as a philanthropic grant.

- **DO Say:** "Supported by..." or "Funded through a grant from the Docusign Foundation."
- **Do NOT Say:** "In partnership with...", "Sponsored by...", or "Endorsed by Docusign."

Questions? Contact the Docusign Foundation team at foundation@docusign.com for clarification on these guidelines or to request approval for content not covered here.