

Co-brand changes

Overview of changes to partner co-brand standards
and impact to Red Hat Academy partners



Changes to co-branding with Red Hat

In November 2023 [Red Hat announced](#) changes to the partner co-branding standards in an effort to provide a more defined direction and better resources to assist our Partner Ecosystem in co-branding marketing efforts.

The key change for Red Hat Academy Partners:

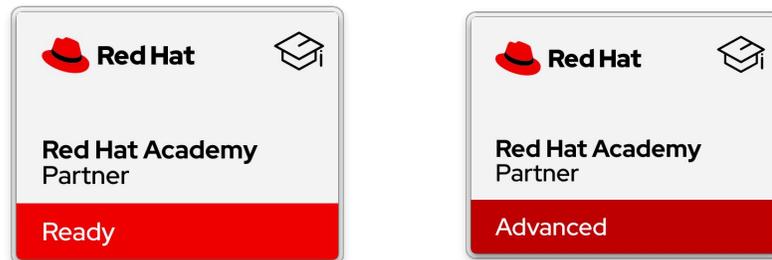
- The retirement of partner program logos globally means Credly will no longer be used to deliver the program logo - in the form of a digital badge - and partnership certificate.

Changes to co-branding with Red Hat

Unique impact to Red Hat Academy program

The Red Hat Academy program hosts both their global program logo - which are representative of the partner organization, not individual employees - as a digital badge and their unique partnership certificate on [Credly](#). The retirement of partner program logos means both badge and certificate will no longer be available on Credly after **April 30, 2024***.

Digital badges



Partnership certificates



Upcoming dates to be aware of



April

Actions Red Hat Academy Partners can take throughout April

Red Hat Academy partners can still access their digital badges and partnership certificates via Credly throughout April 2023. Reach out to your academy's Credly admin - who was identified from within each Red Hat Academy - to download the assets while they're still available.



April 30th

Retirement of Credly assets - **Credly notification**

On April 30th all Red Hat Academy program Credly admins will receive a notification from Credly about the retirement of assets. After April 30th, program logo and partnership certificates will not be accessible on Credly.



May +

Post-retirement of Credly assets

Be on the lookout for information on updated Red Hat Academy partner program assets and how to access.

Accessing your Credly assets

Program logo (digital badge) + partnership certificate

The partner-identified point of contact should have received instructions below for Credly - checkout the [Red Hat digital credentialing support and FAQ](#) or reach out to your Regional Red Hat Academy Program Manager for additional support.

- ▶ Sign into Credly:
 - If the organization email has already been registered with Credly's Acclaim platform, the organization representative will sign in to accept the badge.
 - If the email address has not already been registered with Credly's Acclaim platform, the organization representative will be prompted to create an account and confirm his or her email address.
- ▶ While you are completing step 2, be sure to 'check the box' to confirm that you would like for Red Hat to issue you a Red Hat Academy Partnership certificate and a Red Hat Academy Partnership digital badge. This action is required and signifies that you approve for Red Hat to share your name, email address, location and digital badge earned to Credly. **Once this action occurs, your information will then be shared with Credly and they will send an email to you with instructions on how to accept and begin sharing your new Red Hat Academy digital credential(s) and downloadable certificate(s).**
- ▶ The digital badge belongs to the company, not an individual.

Thank you

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