



# BACKENDLESS AFFILIATE HANDBOOK

# WELCOME!

This guide outlines the requirements and expectations for Backendless affiliates to discuss, describe, and create visual assets for promoting Backendless.

As an affiliate, you agree to adhere to all Backendless trademarks and copyrights. Any violation of this agreement will be reviewed by our team and may result in the loss of your privilege to use our brand assets and/or your removal from the affiliate program.

# BRAND GUIDELINES

Backendless Affiliates may utilize any of the creative assets available in the Assets section of your affiliate dashboard, provided that the content is appropriate for **all audiences**. All content must follow [FTC guidelines](#).

The **Backendless logo** may be arranged with the brand name visible to the right of the logo or beneath the logo. For example, each of the below are acceptable:



# TERMINOLOGY

- Backendless should be referred to in all copy as a **Visual App Development Platform**.
- Backendless may be referred to as a “no-code”, “low-code”, or “codeless” product.
  - When referring to our **Codeless logic**, the term “Codeless” should **always** be capitalized.
- Backendless’ UI Builder should be referred to as a “feature” or “tool”; it is not a standalone product.
  - When discussing UI Builder, “UI Builder” should be treated as a proper noun with applicable capitalization.
- When relevant, Backendless should be referred to as a **platform**. Backendless may be referred to as a “tool” only in reference to other similar products, and only when those products are **also** referred to as tools.
- You may refer to Backendless as a **complement** to other platforms and coding frameworks. For example, “Backendless is a powerful complement to a native coded frontend.”

# PRODUCT NAME GUIDELINES

Backendless has **three distinct products**. Each should be referred to as a separate product in the Backendless catalog.

- **Backendless Cloud** is our web-based application development platform. This is the product the user selects when registering through Backendless.com. Backendless Cloud is a **serverless** platform; app hosting is included in the cost of the service.
- **Backendless Pro** is a self-hosted product that can be installed anywhere, such as a developer's computer, private data center, or public or private cloud. Backendless Pro is on-premise product has no functional limitations whatsoever and can easily scale to handle very high transactional volume. It is built on the Docker and Kubernetes architecture, so each installation is its own fully capable instance of Backendless.
- **Managed Backendless** provides the user with a dedicated server cluster running the Limitless Edition of the Backendless Platform, staged exclusively for the customer. The service is fully managed – we monitor the installation 24×7 to ensure its smooth and reliable operation, backed by our service uptime guarantee and enterprise-grade SLAs. There are no functional limits so applications can grow infinitely.