MARKETING GUIDELINES

FOR JABLOTRON BUSINESS PARTNERS

JABLOTRON

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INTRODUCTION

Dear JABLOTRON Business Partner,

Congratulations on choosing the **JABLOTRON** system. We appreciate your cooperation and would like to provide you with practical guidance on how to properly use the **JABLOTRON** trademark in your marketing communication.

The **JABLOTRON** trademark means the expression **JABLOTRON ALARMS** or **JABLOTRON** used in any font or size, by itself or combined with other elements, in text, or as part of any logo. It is essential to follow these Guidelines to achieve a consistent application of the **JABLOTRON** identity and build strong awareness and recognition of the **JABLOTRON** brand. These Guidelines provide clear standards and rules for your marketing communication.

Please give a copy of these Guidelines to your marketing and business partners and remind them to implement them.

TARGET GROUP

These Guidelines apply to the use of **JABLOTRON** trademark by everyone who resells **JABLOTRON** products. This includes direct and indirect distributors and installers, as well as the marketing agencies of our business partners.

OTHER AGREEMENTS

If you have entered into other agreements regulating the use of the **JABLOTRON** trademark with the manufacturer, they take precedence over these Guidelines.

QUESTIONS & CONTACTS

If you have any questions regarding how to properly use the **JABLOTRON** brand and trademark, get in touch with your local **JABLOTRON** contact person or **marketing@jablotron.cz**

JABLOTRON

Logotype is the key part of corporate identity. When using the **JABLOTRON** logotype, there need to be a minimum size and a protective space to ensure proper visibility. If you are interested in using the **JABLOTRON** logo, get in touch with your local **JABLOTRON** contact person or **marketing@jablotron.cz**
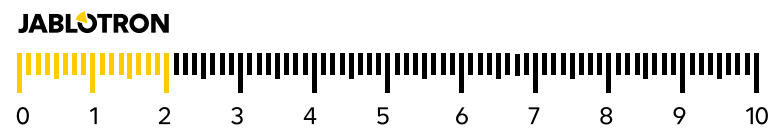

White (protective) space
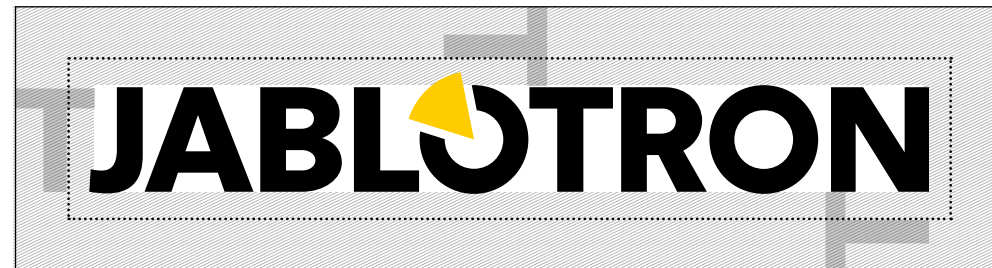
The white (protective) space on each side has the same height as the width of letter T.

Minimal size 20 mm

The **JABLOTRON** logo can also be placed on a black or grey background in addition to a white background. To place the logo on a photo or other coloured background, use the white **JABLOTRON** label.

LOGO - COLOUR VARIANTS

**LOGO ON COLOURED
BACKGROUND**

JABLOTRON label

Negative variant

EXAMPLES OF INCORRECT LOGO USE

The following examples demonstrate the misuse of the mark. The **JABLOTRON** logo may not be altered, deformed, redrawn or placed on the underlying background in any way. In the event that the mark must be placed on a background, choose the negative version of the mark or the white **JABLOTRON** label (see previous page).

SYMBOL

When using the symbol, please respect the white (protective) space as follows. The symbol cannot be placed on a background that distracts from the symbol.

White (protective) space

CLAIM

Creating smart things easy to use

JABLOTRON SYSTEMS LOGOS
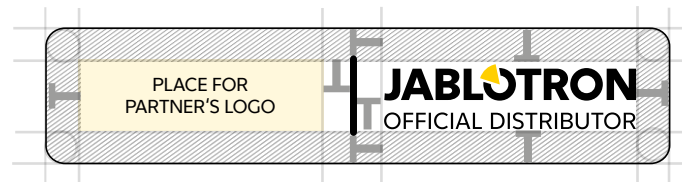
JABLOTRON 100+   **JABLOTRON Mercury**

As our business partner, use the **JABLOTRON** partner logo for your products, packaging, point-of-sale, online and other marketing applications. The **JABLOTRON** partner logo must be used as provided and cannot be altered in any way.

1. Choose one of the versions of the **JABLOTRON** partner logo (WHITE or GREY).

2. Place your company logo only in a black (01) or white (02) colour.

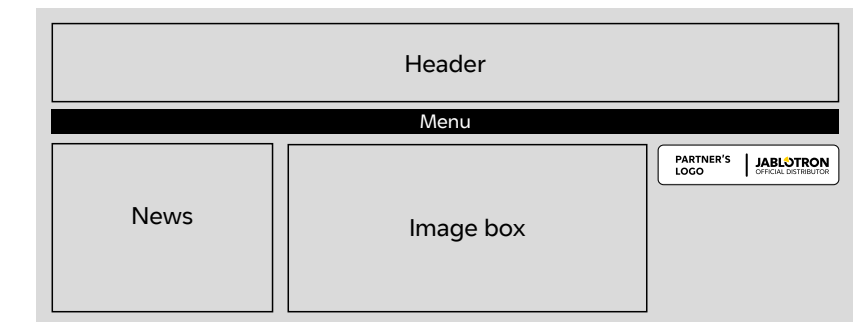3. Use the **JABLOTRON** partner logo for online and offline presentation.

(01) WHITE

JABLOTRON
OFFICIAL DISTRIBUTOR

(02) GREY

JABLOTRON
OFFICIAL DISTRIBUTOR

White (protective) space

PLACE FOR
PARTNER'S LOGO

JABLOTRON
OFFICIAL DISTRIBUTOR

PARTNER'S LOGO USAGE

PRINTED MATTERS

JABLOTRON 100⁺
Complete solution for security
and comfort

PARTNER'S
LOGO | **JABLOTRON**
OFFICIAL DISTRIBUTOR

WEB BANNERS

Header
Menu

| News | Image box | PARTNER'S LOGO / JABLOTRON OFFICIAL DISTRIBUTOR |

JABLOTRON 100⁺

PARTNER'S
LOGO | **JABLOTRON**
OFFICIAL DISTRIBUTOR

JABLOTRON

COLOUR SCHEME | CORPORATE COLOURS

JABLOTRON corporate colours include three main colours. The alarm product range is represented by yellow, blue and gray. The additional colours black and white can be used generally in any communication.
All colours can be modified in their intensity as follows.

PANTONE 116 C

RGB: 255 | 207 | 0
CMYK: 0 | 20 | 100 | 0
HEXA CODE: #FFCF00

PANTONE PROCESS BLUE C

RGB: 0 | 133 | 207
CMYK: 100 | 20 | 0 | 0
HEXA CODE: #0085CF

PANTONE BLACK C

100%

RGB: 0 | 0 | 0
CMYK: 70 | 40 | 0 | 100
HEXA CODE: #000000
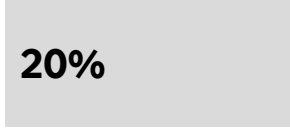
70%
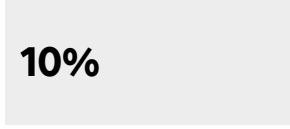
50%

20%

10%

PANTONE 429 C

RGB: 162 | 170 | 182
CMYK: 41 | 27 | 21 | 4
HEXA CODE: #A2AAB6

PANTONE 000C

100%

RGB: 255 | 255 | 255
CMYK: 0 | 0 | 0 | 0
HEXA CODE: #FFFFFF

CORPORATE FONTS | FONT FAMILY

JABLO FONT is defined as the main corporate font. If the main font is not available, or when electronic form is used for data transfer or sharing with other users, it is recommended to use Arial or Helvetica font.

Corporate fonts help to achieve a unique and consistent look for all materials. Alternative fonts are for situations where the main corporate font is not available or possible (e.g. a shared PowerPoint document).

FONT FAMILY

JABLO FONT

JABLO THIN
abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWYZ
1234567890?!*+ - (.,) % & @

JABLO REGULAR
abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWYZ
1234567890?!*+ - (.,) % & @

JABLO SEMIBOLD
abcdefghijklmnopqrstuvwyz
ABCDEFGHIJKLMNOPQRSTUVWYZ
1234567890?!*+ - (.,) % & @

Thin

Regular

Semibold

JABLOTRON

In the context of a high-quality and systematic presentation, it is recommended to use, in addition to the basic specification itself (usage, colour, protection zone, font), supporting elements in the form of printed circuits that characterise the technical focus of **JABLOTRON**.
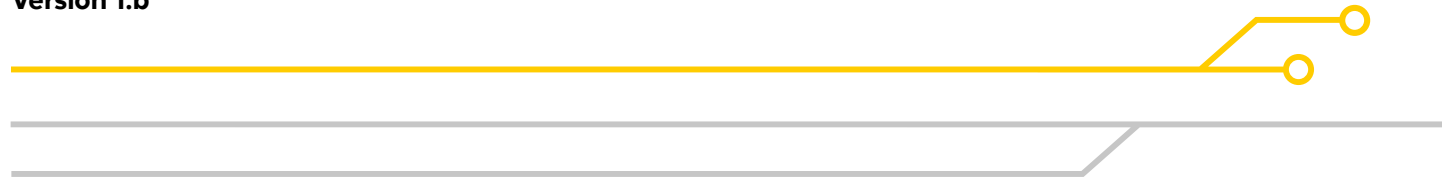
VARIANTS OF SUPPORT ELEMENTS FOR INTERNAL COMMUNICATION

They are used e.g. for company documents, presentations, employee business cards or signature banners.
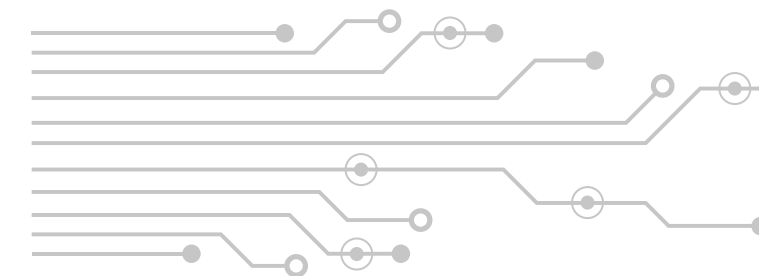
Version 1.a

Version 1.b

Version 1.c

VARIANTS OF SUPPORT ELEMENTS FOR EXTERNAL COMMUNICATION

It is used, for example, to create printed materials or web banners representing **JABLOTRON** products. Also for the preparation of partner graphics (e.g. stickers, banners, signs and textile banners representing **JABLOTRON'S** distribution network or assembly partners).
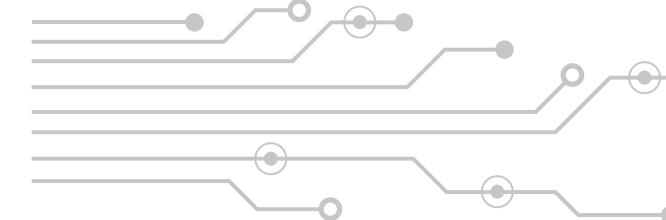
Version 2.a

Version 2.b

Version 2.c

JABLOTRON

PRINTED MATTERS

The **JABLOTRON** company offers a complete range of printed matters that have been designed to meet the needs of all target groups - end users and installation partners alike.
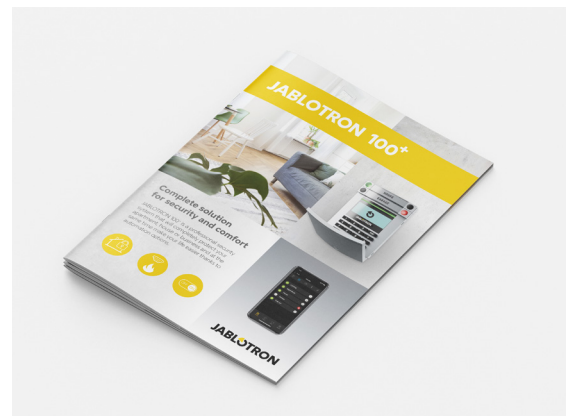

PRODUCT CATALOGUES
with detailed technical specifications of the **JABLOTRON 100⁺** or **JABLOTRON Mercury** alarm system

PRODUCT MAPS
overview of the **JABLOTRON 100⁺** or **JABLOTRON MERCURY** components

COMPLETE SOLUTION BROCHURES
overview of the **JABLOTRON 100⁺** or **JABLOTRON Mercury** solutions for residential and commercial buildings

B2B AND B2C ROLL-UPS
Roll-ups presenting the JABLOTRON 100⁺ or JABLOTRON Mercury ranges in versions for B2B or B2C customers.

SPECIAL REQUESTS | ON-LINE MARKETING

JABLOTRON also prepares graphics and short videos for the on-line communication. Will be happy to prepare designs for social media as well as PPC campaigns and many more.

ELECTRICIANS, attention!

Install new JABLOTRON mercury alarm systems and receive attractive rewards and commissions.

Are you an ELECTRICIAN?

We will train you how to install alarms.

Unless otherwise agreed, the business partner's display at a trade show should only use their own branding and corporate identity.

To refer to **JABLOTRON**, brand copy can be used to describe the partnership or offered products, the **JABLOTRON** partner logo can be applied and **JABLOTRON** product pictures and other images can be used.

As each trade show and showroom is different, if you plan to include **JABLOTRON** within your display, please contact us.

If you are interested in the design of outdoor advertisements (e.g. billboards, lightboxes etc.), please contact us individually with the specification of the dimensions, location characteristics and other details regarding your campaign.

If you are interested in any of the following solutions, please contact us individually on
marketing@jablotron.cz

JABLOTRON

GENERAL RULES

1. The business partner is entitled to use the **JABLOTRON** brand and trademark, as well as promotional and presentation materials, and other intellectual property of **JABLOTRON** only for the purposes of the presentation and promotion of **JABLOTRON** and its products and for the purposes of the sale of **JABLOTRON** products.

2. Without the prior consent of **JABLOTRON**, the business partner is not allowed to use the **JABLOTRON** brand, trademark or logo as a part of their own brand, trademark or logo. The **JABLOTRON** business partner is not authorized to register any **JABLOTRON** brand, trademark or logo or the word "**JABLOTRON**".

3. The business partner is authorized to use the **JABLOTRON** brand, trademark or logo only in a way that clearly indicates that **JABLOTRON** is the manufacturer and the business partner is the distributor (installer).

4. The business partner is authorized to use the **JABLOTRON** brand, trademark and logo only in the form registered and approved in advance by **JABLOTRON** in accordance with these Guidelines.

5. The business partner is not authorized to use other **JABLOTRON** brands, trademarks and logos without prior consent.

6. The business partner is authorized to use **JABLOTRON** brands, trademarks and logos only in connection with **JABLOTRON** products.

7. All promotional and advertising materials and all forms of marketing communication containing the **JABLOTRON** brand, trademark, logo and/or products, including the MyJABLOTRON app created by the business partner, must be submitted for approval to **JABLOTRON** before their publication. The business partner is obliged to replace all materials which were found inexact, misleading, open to abuse or harmful to **JABLOTRON'S** reputation.
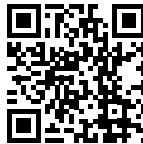
8. The business partner must proceed during all its activities so as not to damage the good name of **JABLOTRON** and to respect the rights of **JABLOTRON** to its intellectual property.

THANK YOU
for helping to build
the **JABLOTRON** brand

JABLOTRON

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