Manuals+ — User Manuals Simplified.

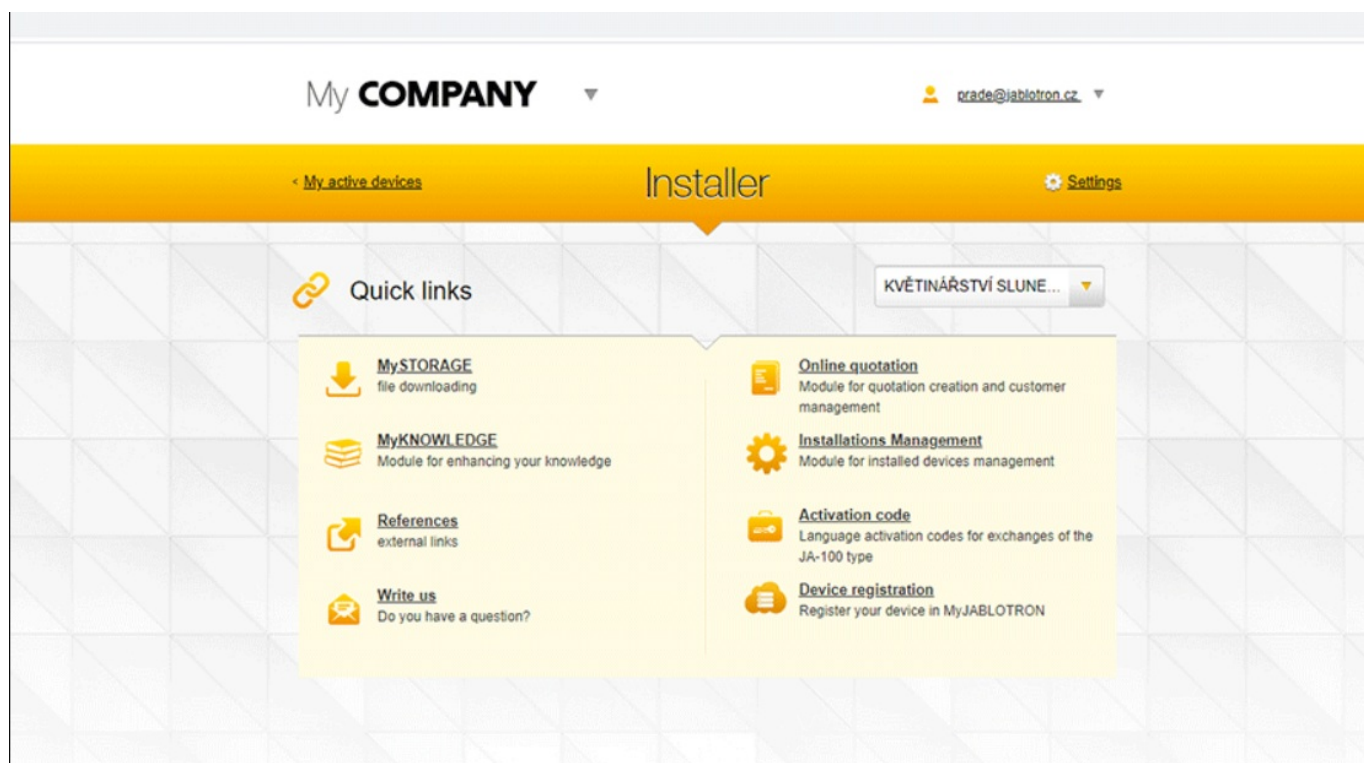# Software s Jablotron Business Partner Software User Guide

Contents

Software s Jablotron Business Partner Software

INTRODUCTION

Dear JABLOTRON Business Partner,

Congratulations on choosing the JABLOTRON ALARMS 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**

LOGOTYPE

VERSIONS & USAGE

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**

SEPARATE LOGOTYPE

White (protective) space

The white (protective) space on each side has the same height as the width of letter T.
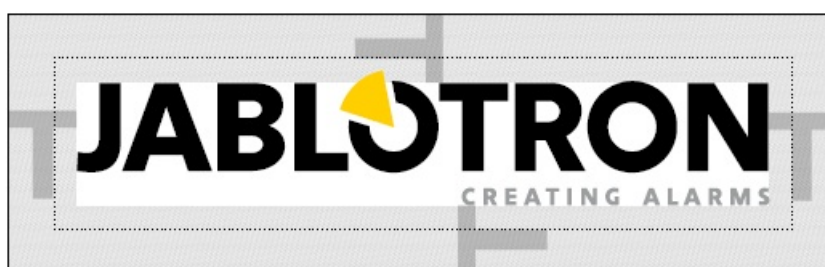Minimal size 20 mm

Use the logotype with subclaim especially on printed materials or when you need to emphasize the essence of the JABLOTRON products.
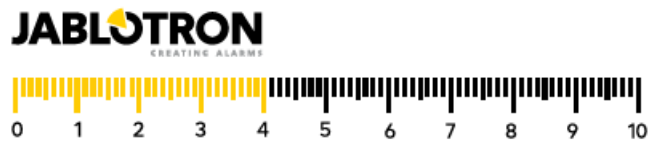
LOGOTYPE WITH SUBCLAIM

White (protective) space

The white (protective) space on each side has the same height as the width of letter T.
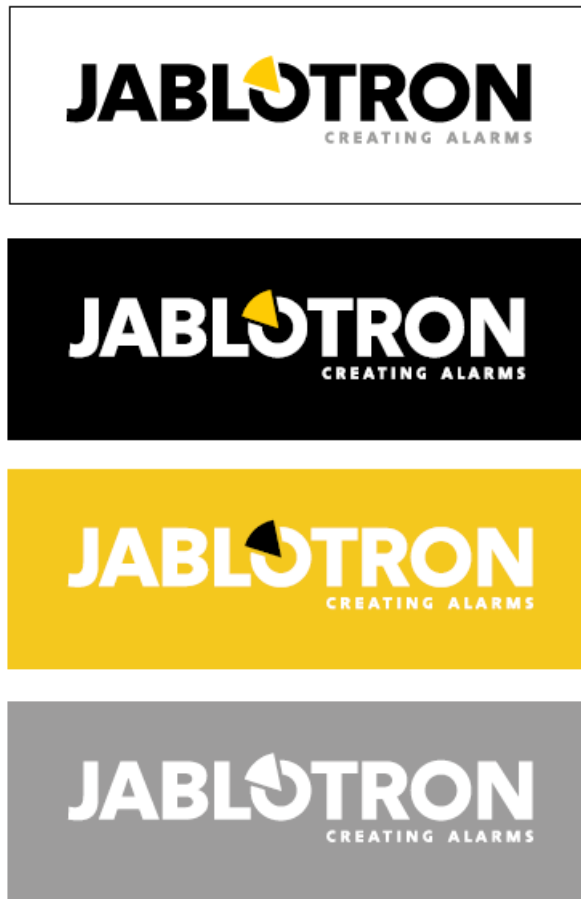
Minimal size 40 mm

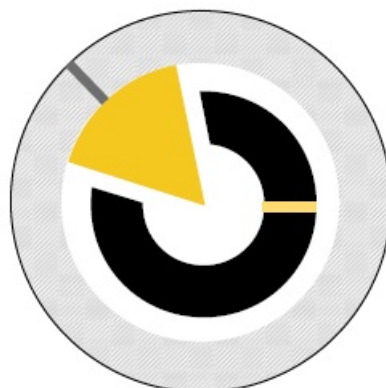**LOGOTYPE ON A COLOUR BACKGROUND**

1.

2.

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.

SYMBOL

White (protective) space

CLAIM

Creating smart things easy to use

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.

WHITE

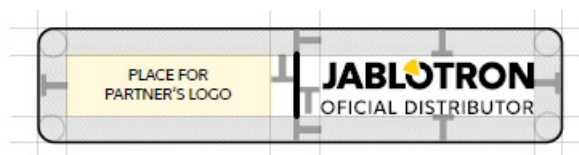

GREY

White (protective) space

COLOUR SCHEME

CORPORATE COLOURS
JABLOTRON corporate colours include five main colours. The alarm product range is represented by yellow, grey and blue. The car product range is represented by red and grey. 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	PANTONE 429 C	PANTONE PROCESS BLUE C	PANTONE BLACK C 100%
RGB: 255 | 207 | 0	RGB: 162 | 170 | 182	RGB: 0 | 133 | 207	RGB: 0 | 0 | 0
CMYK: 0 | 20 | 100 | 0	CMYK: 0 | 0 | 0 | 50	CMYK: 100 | 20 | 0 | 0	CMYK: 70 | 40 | 0 | 100
HEXA CODE: #FFCF00	HEXA CODE: #A2AAB6	HEXA CODE: #0085CF	HEXA CODE: #000000

PANTONE 185 C	PANTONE 431 C	PANTONE 000C 100%	50%
			20%
RGB: 228 | 0 | 50	RGB: 90 | 102 | 117	RGB: 255 | 255 | 255	10%
CMYK: 0 | 100 | 80 | 0	CMYK: 0 | 0 | 0 | 70	CMYK: 0 | 0 | 0 | 0	
HEXA CODE: #E40032	HEXA CODE: #5A6675	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).

JABLO FONT

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

Thin

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

Regular

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

Semibold

CATALOGUES & BROCHURES

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 CATALOGUE
with detailed technical specifications of the JABLOTRON 100+ alarm system

PRODUCT MAP
overview of the JABLOTRON 100+ components

ACQUISITION BROCHURE
summarizing the benefits of cooperation for installation partners

BROCHURES HOME & COMPANY
overview of the JABLOTRON 100+ solutions for residential and commercial buildings

CAR PRODUCT RANGE BROCHURE
combining overview of JABLOTRON'S solutions for cars and other vehicles with detailed technical specifications

SPECIAL REQUESTS

TRADE SHOWS & SHOWROOMS

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.

OUTDOOR & VEHICLE BRANDING

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

GENERAL RULES

1. The business partner is entitled to use the JABLOTRON brand and trademark, as well as promotional and presentation materials, packaging 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 and its modules 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 YOUfor helping to build the

Documents / Resources

MARKETING GUIDELINES JABLOTRON	**Software s Jablotron Business Partner Software** [pdf] User Guide Jablotron Business Partner Software

References

- ↻ **Jablotron**