

zencontrol

Co-branding guidelines

2018

Solutions providers

Summary

Co-branding is when two or more brands join together to present a new offer to the market, or to improve an existing offer.

This guide is for third-party companies and comprises of marks that may be used, and how to use them, when in a solutions provider agreement with zencontrol.

Marks

The corporate zencontrol logo should not be used by any company other than zencontrol themselves. To emphasize the contractual agreement a solutions provider has with zencontrol we use a visual representation called a “mark”.

Usage rights

Solutions providers must obtain appropriate permission, specified in their partnership/ marketing agreement / license or other written consent to use zencontrol marks.

When used in a specific campaign you must obtain advance written approval of your specific use from zencontrol no later than one full week before launching your marketing campaign. To obtain approval, submit your proposed use to: branding@zencontrol.com

How/Why

Consumers must be able to distinguish who the sender of the message is, namely the solutions provider, presented through style and use of company logo.

The distinctive mark must be present to clearly signal that the solutions provider is providing products or ingredients from the manufacturer, namely zencontrol. Ideally, this mark functions like a “seal” that is simple and versatile, credibly communicating quality and confidence.

Remember to make your own brand features at least as or more prominent than the zencontrol mark or any zencontrol brand resources displayed on the same page or in the same marketing materials.



Solutions provider silver partner mark

Background

White / light

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider

Silver
Partner

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider | Silver
Partner

Any colour
background
with sufficient
contrast

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider

Silver
Partner

Black / dark

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider

Silver
Partner

zencontrol
solutions provider | Silver
Partner

zencontrol
solutions provider | Silver
Partner

Solutions provider gold partner mark

Background

White / light

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider | Gold
Partner

zencontr
solutions provi

Gold
Partner

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider | Gold
Partner

Any colour
background
with sufficient
contrast

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider

Gold
Partner

Black / dark

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider

Gold
Partner

zencontrol
solutions provider | Gold
Partner

zencontrol
solutions provider | Gold
Partner

Solutions provider partnerships

Silver

A **Silver solutions provider** is an integrator that has been proven to provide a high level of competence in delivering lighting control projects with zencontrol.

A Silver Solution Provider provides

- System Design
- Integration services
- Delivery of Projects

Silver solutions providers can be found on our contacts page.

Gold

A **Gold solutions provider** is an integrator accredited by zencontrol to provide the highest level of service to customers.

A Gold solution Provider provides

- Full Turn Key Solutions
- System Design
- Integration services
- Delivery of Projects
- Energy saving solutions
- Expert advice and assistance to customers

A Gold solutions provider can directly supply zencontrol commercial lighting control products to end customers and projects.

Gold solutions providers can be found on our contacts page

3-step branding

1. Who

Always begin by determining who is sending the message and thus which brand has dominance.

Are you, the third-party, sending the message?
Or is zencontrol sending the message?

If you are sending the message your own brand is dominant and you may utilise one of the zencontrol marks to express your relationship with us.

2. Scenario

What is the main message?
Is the partnership the main message?
Is the zencontrol mark important?
Is the zencontrol mark the only additional logo?

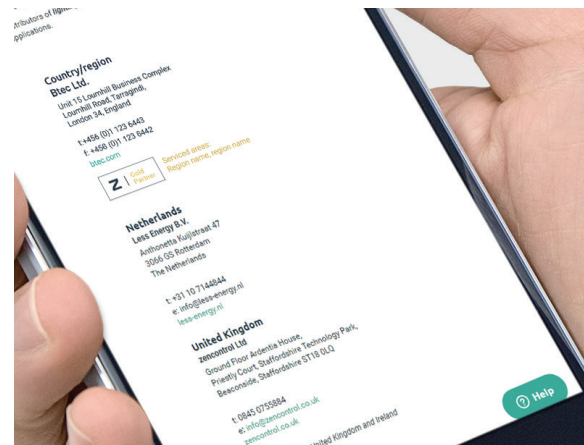
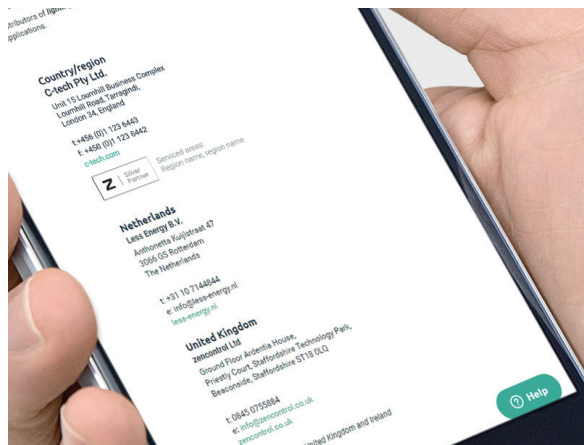
Choose the mark variation that best suits the context, background, content of the material/advertisement.

Black and white logo mark to blend in or full colour logo mark to stand out?

3. Follow the standard logo guidelines

The zencontrol co-branding marks follow the same rules as the main zencontrol logo: clear-space, minimum size, no distortion, no colour changes

Do not violate branding guidelines



Solutions provider mark guidelines

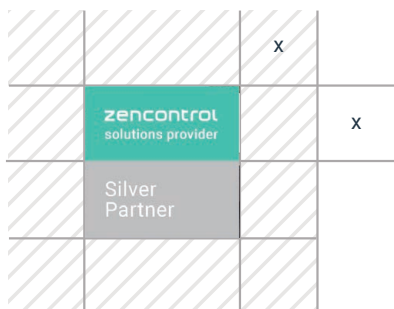
Clear space

The mark should have enough surrounding clear-space to ensure its integrity is not lost. The "x" should be considered the minimum space between the mark and another element/logo/object.

The "x" is based on the height of the mark.



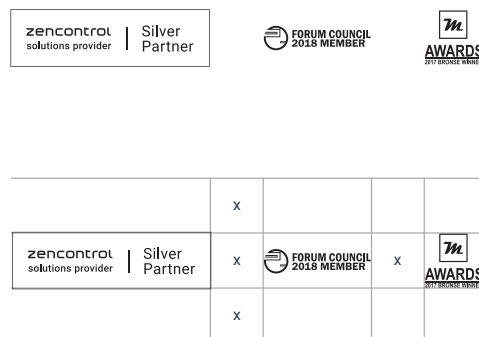
The "x" is based on the height of the container for the "zencontrol solutions provider" area of the mark.



The "x" is based on the divider in the mark.

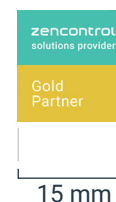


Example



Minimum size

The minimum size of the mark in all vertical variations is 15 mm wide.



The minimum size of the mark in all horizontal variations is 25 mm wide.



Name in text

When referencing the zencontrol name in text, use a lowercase "z" with no space between "zen" and "control".

We at **Company name** are happy to announce that we will be a **zencontrol solutions provider : Silver Partner** for the region of xyz area.

Solutions provider example 1

More than two logos

The **zencontrol solutions provider** mark may be placed next to other logos in a series/set.

Try either to choose a mark that strongly contrasts the other logos to make it stand out

Alternatively choose a mark that clearly matches the other logos to create a set, ie. a company has several partners.

Do not violate clear-space rules, place the zencontrol mark with sufficient distance to the other logos.

The other logos and the zencontrol marks should be smaller than the sender/third-party company/ solutions provider logo.



Note: The companies *Btec*, *C-tech* and *Dtect* do not exist and have been created for use as examples only*

Solutions provider example 1



Solutions provider example 2

Using the mark

The **zencontrol solutions provider** mark may be placed on any of your printed or digital media, try to avoid busy backgrounds.

It is recommended that:

You make the mark smaller than your own logo
You place the mark opposite of your own logo
top/bottom, left/right.



Note: The companies *Btec*, *C-tech* and *Ditect* do not exist and have been created for use as examples only*

Solutions provider example 2



Solutions provider example 3

Third party approved colours

The **zencontrol solutions provider** mark may be directly placed on any shades of blue, black or white that provide sufficient contrast to be easily legible.



Solutions provider example 3



zencontrol Brand Guidelines
All branding enquiries to **branding@zencontrol.com**