

Marketing Guidelines for NEDCON Partners



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Introduction

**TOGETHER WE
BUILD THE BRAND!**

Dear Official Partner,

This information is intended to help you build your own unique and strong brand and to clarify some of your responsibilities towards the NEDCON brand. These Marketing Guidelines should not be treated as an exhaustive outline of your responsibilities as a partner, but rather as tools to help you leverage the many benefits of being Official Partner without (negatively) affecting the NEDCON brand.

Please distribute these Marketing Guidelines to your marketing managers, product managers and graphic designers. This way we ensure that your marketing materials are in line with the NEDCON marketing policies.

Through these guidelines we empower our Official Partners to:

- Reference the NEDCON brand effectively and correctly
- Create clear and effective marketing materials

Please remember:

You are legally responsible for your materials and any claims you might receive, not NEDCON.

If you have any questions after reading these marketing guidelines, please contact marketing@nedcon.com.

General Marketing Guidelines

General Marketing Guidelines: Do's and Don'ts



Do:

1. Always write NEDCON in capitals.
2. Ensure you have reviewed this guide prior to creating collaborative marketing materials.
3. Request approval for all collaborative marketing materials, social media and search criteria or advertising.
4. Ensure you obtain the proper marks (logos) from NEDCON if you want to use NEDCON branding on a website or any other materials.

General Marketing Guidelines: Do's and Don'ts

Don't

1. Issue a press release mentioning NEDCON without NEDCONs' express written permission.
2. Use NEDCON's branding or name without prior approval.
3. Use "NEDCON" or any form of the company's name as search criteria or advertising when purchasing search engine marketing unless you have written approval from NEDCON.
4. Do not copy content from official channels such as the website and social media and place it on your own channels without permission of NEDCON.
5. Website, advertisements and other communication channels may not correspond too much with the corporate identity of NEDCON. Please make it clear that you are an Official Partner. There should be no confusion with the company NEDCON itself.

Logos and usage

Official NEDCON partner logotypes

There are two official NEDCON Partner logotypes available:

1

OFFICIAL NEDCON PARTNER
LOGO BEAM

OFFICIAL  NEDCON PARTNER

2

OFFICIAL NEDCON PARTNER
LOGO CIRCLE



Logopacks are available in .eps, .pdf and .png files. The logo's are standard available in FC and PMS.

Partner logo in secondary position

PARTNER logo in secondary position usage

The official NEDCON Partner logo should be placed in a secondary position separately but aligned with your company logo.



Right usage



YOUR COMPANY
LOGO DESIGN

OFFICIAL  NEDCON PARTNER

100% same width as your company logo



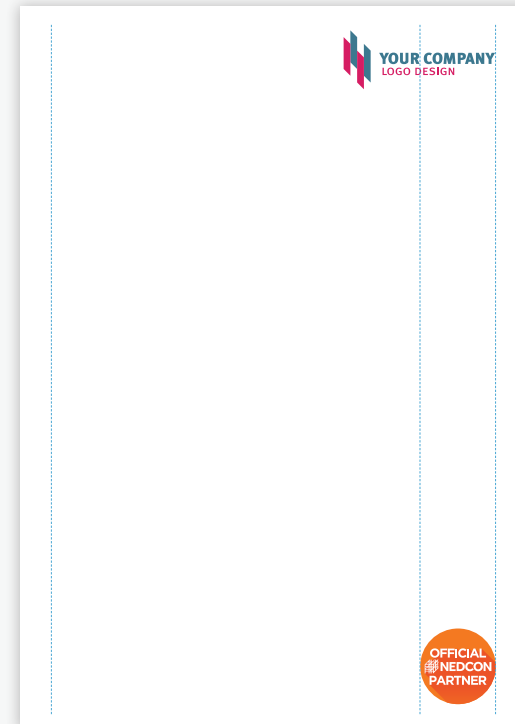
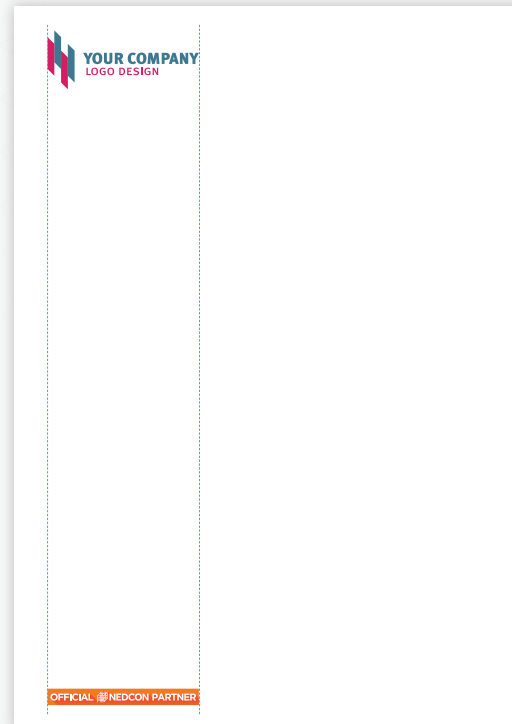
YOUR COMPANY
LOGO DESIGN



50% width from
your company logo

PARTNER logo in secondary position, usage examples

✓ Right usage



PARTNER logo in secondary position, usage

To protect NEDCON trademarks, do not connect the two logos with any copy or graphic element.
Do not incorporate the NEDCON brand into your own logo.

✗ Wrong usage



Don't use the Partner logo in your company logo



Don't scale the Partner logo disproportional



Don't use the Partner logo as a 'stamp' over your company logo



Don't rotate the Partner logo

Partner logo in primary position

PARTNER logo in primary position usage

When the Official NEDCON Partner logo is placed as primary logo, the NEDCON logo must be placed separately and aligned.

✓ Right usage

OFFICIAL  NEDCON PARTNER

OFFICIAL
 NEDCON
PARTNER

 **NEDCON**
a voestalpine company

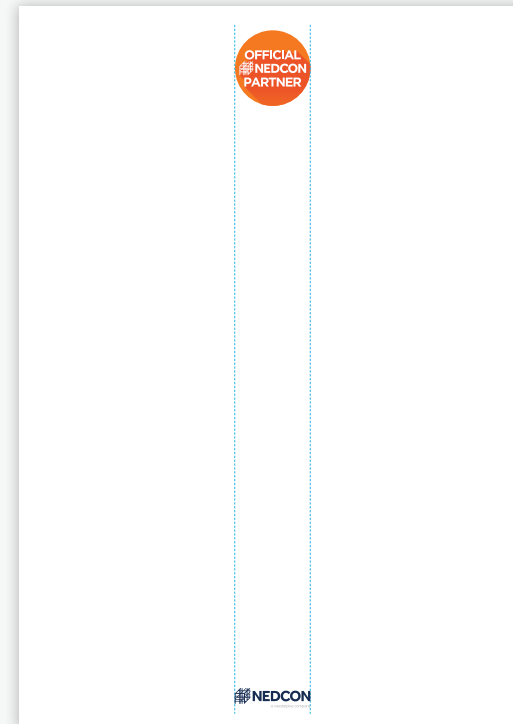
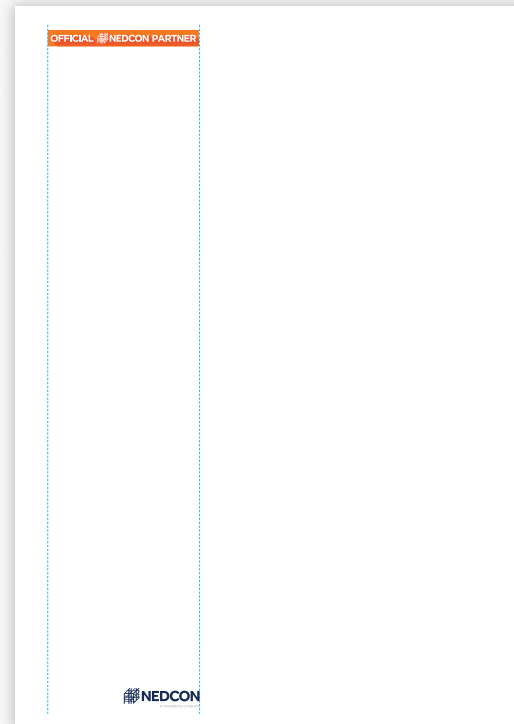
 **NEDCON**
a voestalpine company

50% width from the Partner logo, aligned left or right

100% width from the Partner logo

PARTNER logo in primary position, usage examples

✓ Right usage



Thank you!

We hope we have provided you with all the necessary tools to start and execute your branding in a proper way.
Do you have questions? Please contact marketing@nedcon.com.



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