



Identify what matters

COMMUNICATION POLICY

This document aims at stating all the guidelines regarding the use of Evolis image and logos, visual identity guidelines and domain names for print and online communication. It also states the counterparts required from the distribution partners in order to use Evolis image.

This style guide also presents part of the rules for creating marketing tools in order to promote Evolis brand and products. Positioning of the logo, typography, colors, are all features that must be respected in order to affirm the company's visual identity and develop your sales.

**For any questions about the application of this guide,
contact your Evolis marketing representative.**

Disclaimer:

Evolis reserves the right to withdraw the official status and all the benefits from a partner who does not comply with these guidelines after having been informed of their breaches.

We are particularly careful to avoid any misunderstanding so that our end customers can identify the partner with whom they have to deal, and as such we will not accept any breach of the rules mentioned in the «Online Communication», and more precisely in the paragraphs 1, 2 and 5 of this section (see p.7-8).

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PRESENTATION

1. Evolis Logos

Evolis Corporate Logo

The Evolis corporate logo must not be used to communicate on your enterprise. You can never combine it with your company name or logo.

The Evolis logo can only be used in direct relation with Evolis card printers and solutions.

When creating marketing tools, you must use the logo corresponding to your status: (cf below)



Evolis Partners Logos

Evolis Official Partner logo for direct partners

- **Users:** Exclusively Evolis partners in direct relationship with Evolis and reselling their products. Its use is limited to the current Evolis direct partners, it can not be used by second-tier partners or former partners.
- **Function:** This logo ensures that Evolis direct partners are quickly recognized. It is a piece of evidence of the trustworthy business relationship with Evolis.



Evolis Red Partners logo for resellers

- **Users:** Evolis resellers that subscribe to the Red Program.
- **Function:** This logo identifies any Evolis Reseller as being an official member of the Evolis Red Program network. Silver, Gold & Platinum status are awarded according to Red Program conditions*.



All logos are available as standard in English and French only.

*To know more about these conditions, contact your Evolis sales representative.

2. Use of Evolis Logos

Four color / spot colors

As far as possible, prioritize the use of the 2-color logo on a white background.
Color references:

RED

CMYK 5 100 100 0
RGB 220 0 20
HEX #DC0014
PANTONE 485 C

BLUE

CMYK 100 70 30 30
RGB 35 65 100
HEX #244164
PANTONE 541 C



Monochrome

The logo is black when there is only one print color.
When it is printed in negative, the logo is white on a black background.
In those cases, the upper part of Evolis "O" is in 50% opacity.



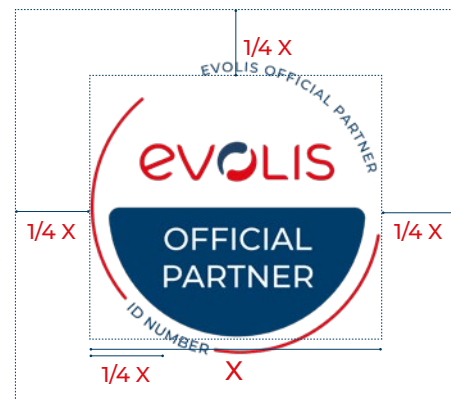
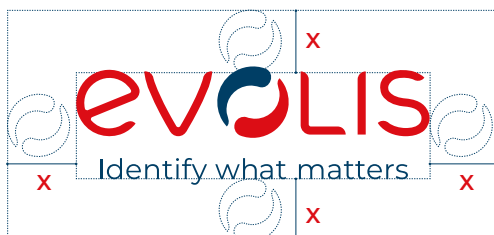
Use with background colors

In exceptional cases, the logo may be used in black on light colored backgrounds
or in white on saturated colored backgrounds.



Protection scope

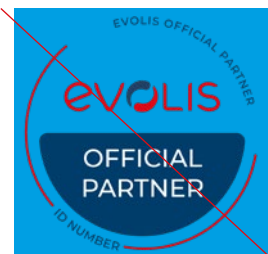
To safeguard the logos, this protection scope must be respected.



Incorrect use

Colors :

- Do not change the logos colors
- Do not use saturated colors behind the 2-colors logos



Typefaces :

- Do not modify the logos design
- Do not add or change the text / baseline of the logos
- Do not modify the typefaces used for the text / baseline of the logos



Sizing :

- Do not tilt the logos
- Do not squeeze the logos



3. Evolis Name and Products Names

Evolis must always be spelled with upper case E (only the first one) and additional letters in lower case.

Evolis

~~evolIS~~

EVOLIS (only when texts are in upper case)

On your partners' marketing materials and websites, Evolis products names must always be associated with Evolis brand name: Evolis Zenius, Evolis Primacy, etc.

PRINT COMMUNICATION

IMPORTANT: Source files of the Evolis marketing tools will never be sent to distribution partners and resellers.

1. Creating Brochures

All brochures are available on the Partner Portal. However, if the brochure in your language is not available, you can ask your Evolis Marketing representative for its creation. Once your request is approved, the following process applies:

- You translate texts into an Excel file (using 2 columns, one with the reference language, the other containing the translation into the desired language)
- Evolis PAO Service is responsible for adapting the brochure
- The translation agency of Evolis performs a text review
- If necessary, the brochure is corrected
- The brochure is sent to you and made available on the Evolis Partner Portal*

*For the Evolis Partner Portal access request, please fill in the form "Create an account", directly on the portal.

2. Creating Roll-Up Banners and Posters

The Evolis banners and posters files can be downloaded on the Partner website as high-resolution PDF files.

Customized versions of the documents can be arranged on request.

The Evolis logo corresponding to the partner status (Official Partner or Red Program Reseller) will be placed on the right of the banner and the partner logo on the left.

Please contact your Evolis marketing representative to get further details.



ONLINE COMMUNICATION

1. Evolis domain names

- 1.1. Evolis' goal is to redirect all existing Evolis.Xx domain to the official Evolis.com website. It should always be obvious that your own website is not owned or managed by Evolis.
For these reasons, domain names including Evolis name or Evolis trademarks without your own partner name must not be used.
Evolis reserves the rights to ask the partner using this kind of domain names to transfer it to Evolis so it can be redirected to the official Evolis website.
- 1.2. Your website can be considered as "Evolis dedicated" if it only advertises Evolis products. If you want to use a domain name including Evolis name or Evolis trademarks joint to your own partner name, you must ask for prior and written permission to Evolis web team (web@evolis.com). Such permission will not be given if the corresponding website is not Evolis-dedicated and advertises another brand or model of card printer.

2. Image and logos

- 2.1. It should always be obvious that your own website is not owned or managed by Evolis so you must not try to copy the Evolis website or spoof the Evolis image.
- 2.2. You must not use the Evolis corporate logo as the main logo of your website.
- 2.3. You must always state the name of your company and the fact that you are an Evolis Official Partner or Evolis Red Program reseller by using the dedicated logo. (Cf. Part 1)
- 2.4. You must always have your contact details available from a link on the home page.
- 2.5. If your site is Evolis-dedicated and uses a domain name mentioning "Evolis" (subject to and in accordance with the provisions of this policy), it should never advertise another brand or model of card printer.

3. Links to www.evolis.com

The linking strategy is important for both of us. If you add links to www.evolis.com from your website, the popularity of www.evolis.com will increase. This will help us to generate more leads which are all channeled to Evolis partners.

The Evolis section of your website must include a link to www.evolis.com, using the text "about Evolis".

If you have an Evolis-dedicated website, you must add a link to www.evolis.com from the footer of each page of the website, using the text "about Evolis".

An Evolis e-marketing representative may ask you to modify these links in order to point to a different page or use a different text.

4. Content of The Website

- 4.1. Your website must be up-to-date with the latest version of the products.
Previous versions are tolerated up to 6 months after official product withdrawal, in order to help you clear your inventory.
Marketing material to help you update your website is available from the Evolis partner website. <http://partners.evolis.com/>
- 4.2. Your site must not propose drivers and firmware for download.
Instead you must redirect to the Evolis.com download pages <http://www.evolis.com/drivers-support>. Evolis drivers and firmware are regularly updated and Evolis.com must be the only source in order to make sure that the end-user has the latest version.

5. Social Networks

- 5.1. It should always be obvious that your own social network page (profile, page, showcased page...) is not owned or managed by Evolis so you must not try to copy the Evolis social networks or spoof the Evolis image.
- 5.2. You must not use Evolis name or Evolis trademarks as your profile name, username or in a customized URL without your own partner's name.
- 5.3. You must not use the Evolis Corporate logo as the main logo of your social network page.
- 5.4. You must always state the name of your company and the fact that you are an Evolis Official Partner or Evolis Red Program Reseller by using the dedicated logo. (cf. Part 1)
- 5.5. You must always have your contact details available from a link on your profile.
- 5.6. The content of any information provided on your social networks must not let think that publications are or could not be official Evolis content.



GLOBAL PROVIDER OF IDENTIFICATION SOLUTIONS

- Worldwide leader in card personalization systems for decentralized issuance
- International expertise and local support through a network of 400 distributors in 140 countries
- A unique ability to meet specific customer requirements with a **Project department dedicated to design and construction of tailor-made solutions**
- Evolis is ISO 9001 certified, which reflects our comprehensive approach, both in terms of quality and continuous improvement

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