

Since the launch of our rebrand, we've been getting a lot of good feedback and questions from all of you. To make sure that we properly address these and share them with everyone in the organization, we have prepared this new FAQ.

We decided to split these questions into 4 categories:

1. **Identity & Messaging** – How do we use the brand?
2. **Sales & Customer Impact** – How does the brand impact our customers and sales strategy?
3. **Material Roll-Out** – What can we expect when?
4. **Internal Processes** – How do we implement?

If you have any further thoughts, concerns, or questions, please reach out to your local Marketing Representative.

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## Identity & Messaging

### 1. When do I use the logo with tagline and when do I use it without?

Look at the Brand Book (accessible via [Bording Central](#)) for answers but otherwise exercise best judgement. Use the logo with the tagline when the logo is big enough for the tagline to be legible and use without tagline when the logo is too small for the tagline to be legible.

### 2. Can I create content using the brand independently?

Yes, please do! We don't have resources to create content for everyone's needs - but with that said, please familiarize yourself with our Tone of Voice and Brand Book (accessible via [Bording Central](#)), which will help you align your messaging with Ellab's. We recommend reaching out to your local marketing to double check your content with them.

### 3. Could we get more text or imagery that display more of our specific offerings?

We're unfolding the brand more and more as we go along, and more content is being made available. This will include how we address our offering/services. However, it's worth remembering that, while the narrative has changed about how we talk about Ellab and our offering as a whole, the way we talk about the individual service or product hasn't changed much - so for those level of specifics, the messaging can remain the same.

## 4. When will the logo change on equipment?

Changes are already being made to branding on products. Existing stock will be used up first, but new hardware will be produced with the new logo and identity, and software will be updated gradually with release schedules. As a rule of thumb, the logo will be released in monochrome on physical products, meaning in black/white depending on the product and production process.

## Sales & Customer Impact

### 5. Have we communicated to customers that our quality remains the same?

The messaging strategy includes communication tracks for customers highlighting that, regardless of the new look, we still have the same high-quality products and services. This has been communicated on both [LinkedIn](#) and email.

### 6. Will a training certificate for customers completing Ellab training be made available?

It's on our agenda to assist with the graphical transition of these certificates.

### 7. Will the website be updated?

Yes. What we have done so far is simply a reskin of our current website as well as updating a few core pages like the Front page, About Us, etc. to align with our new messaging. However, we are simultaneously working on a website project to have a completely new website by Q4. This new site will reflect our core offerings, new narrative, and visual brand. We will be fleshing out our services as well, making sure they properly reflect our expansive offerings.

## Material Roll-Out

### 8. Will employees receive new merch?

New merch won't be handed out from HQ, but it will become available on [Bording Central](#) for ordering as per usual through marketing, sales, or HR representatives. New employees will continue to receive a welcome package, which will be updated with the new branding.

### 9. What brochures are available in the new format?

A company roll-fold flyer/brochure has been made available with new messaging and branding. In addition to that, the Wireless Validation, Wired Validation, Monitoring, LyoPro, and Services brochures have been updated with the new look (not new content, only reskin) and can be found on [Bording Central](#) to print or PDF download

for marketing, sales, and HR. We'll be reviewing the content and necessity of brochures throughout the rollout period and release them gradually.

## **10. Do I need to buy my own company merch?**

Ellab merch is made and used for marketing and sales purposes. Global makes uniform merch available to all, but it's up to local regions to make a choice on what and how much to invest in. If you need Ellab clothing for work, please talk to your regional HR representative, perhaps your department/role is covered, otherwise your own manager might be interested in investing in these for you/your team.

If you want merch for personal use, it is possible to purchase through local HR/Marketing.

Even with the new organizational structure, regions might still have different budgets for merch. However, we aim to streamline this better with a global welcome package for all new employees, plus global rules for different departments, i.e. depending on your department and how much you need to represent Ellab in your daily tasks you will receive, x, y, z additional merch items when starting at Ellab.

## **11. There are old videos on our YouTube account, where do we go to upload new videos, like training videos?**

If you want to share a video publicly, please reach out to Aleks from HQ ([asz@ellab.com](mailto:asz@ellab.com)), who will check the quality and potentially upload it to our YouTube channel.

Due to the rebrand, some of the existing videos became obsolete – it's in the plans to clean up the older videos and start populating it with new content as it comes. Please make sure to adhere to the Brand Book ([available on Bording Central](#)) when editing your own videos – more detail guidelines about video graphics are coming in the future, but for now follow the general guidelines that have been established. If unsure, reach out to your local marketing department for assistance.

## **12. Will there be a welcome pack for new employees with updated branding?**

Yes. There is a new welcome package in the works. It will be available on [Bording Central](#) from May 2025 and should be given to all new employees by their local HR department or the department they were hired by.

## **13. Will there be a new company presentation?**

Yes, there will be. It will be available on [Bording Central](#).

## **14. Where can I find the new Teams background?**

The backgrounds should appear in the camera settings "Effects and settings > More

video effects and settings > Video effects > Scroll all the way down". If they're not integrated in your Teams, you can download the backgrounds and manually apply them on [Boarding Central](#) under Brand materials > Ellab brand materials > Teams backgrounds.

**15. Are there materials available for me to update my LinkedIn profile?**

Yes, those are accessible along with other brand materials on [Boarding Central](#) under Brand Materials > LinkedIn.

**16. Are there any other options for the personal LinkedIn banner?**

No, not as of right now.

**17. Will PowerPoint templates be rolled out on everybody's PC?**

The PowerPoint template was rolled out to everyone in the main IT system. For those who are not in it, the template is available to download from [Boarding Central](#).

**18. Will the logo files become available in other 'simpler' formats?**

Yes, [Boarding Central](#) will be updated to be more manageable and include more logo files like .jpg.

**19. Are we still allowed to wear the old Ellab polos/shirts on customer sites?**

Yes. We don't believe in wasting perfectly usable clothes and the shirts are the one thing that haven't changed much given that it's "just" the font that's been updated.

**20. Will new pictures soon be available in the "images section" on the Boarding Central Media Library?**

Yes, they will soon be made available. And more will be added as we get more and begin replacing pictures on our website. They will all become accessible on [Boarding Central](#).

**21. Can we have support moving exhibition stands to the new brand?**

Yes. So far, we have prepared some standard layouts for rollups and backdrops, but we realize each trade show may vary in terms of size requirements. Due to this, we've regularly helped with trade show graphics by resizing our standard backdrops to fit the requirements, so if you have a trade show coming up and need assistance, reach out to your local marketing or to Aleks in HQ ([asz@ellab.com](mailto:asz@ellab.com)). We'll either help you set up a new file or provide you with existing files so you can adapt it personally.

**22. Will car stickers be available, if so, when?**

It's in our pipeline, so it's coming - but we don't have a specific date.

## Internal Processes

**23. Do we get new business cards automatically - and if no, then what do we do?**

No, it does not happen automatically, to not waste more than needed. We recommend that you ask your regional HR or Marketing Representative if you need new cards. They can order or download them for you via [Bording Central](#) in the new branding.

**24. Who approves materials with the new look?**

New materials need to adhere to the Brand Book, and written content must follow the Ellab Tone of Voice (both are accessible on [Bording Central](#)). For sparring and approval, reach out to your local Marketing Representative to ensure that the materials you create are in line with our new brand.

**25. Who do I contact with questions or concerns about the new brand?**

Ask your local Marketing Representative or send these to the various responsible parties at HQ Marketing: LinkedIn (SRL), Google Ads (ZWA), Email (JALE), Website Content (VIA), Website Technical (JBRI), Marketing Campaigns (TWF), and Marketing Data (BCO). Any other roll-out questions not relating to these areas can be sent to TWF.

**26. What happens to myEllab – will it get a new look?**

myEllab has been discontinued.

**27. Will Governing Documents (instructions, SOPs, policies, etc.) be updated and rolled out globally/automatically?**

Yes. Global Quality will be updating the relevant templates as well as GMS. These templates will then be able to be turned on and applied to documents.

**28. Will the GMS system be updated by Global QA?**

Yes. Global Quality will update GMS to reflect the new Ellab brand. Templates will also be made available to apply to Governing Documents.

**29. Do we get stickers and flyers for shipments from Marketing, or do we have to order them ourselves?**

They are available on the [Bording Central](#) by Marketing, Sales, or HR to be printed locally in your local language.

**30. Will invoices, quotations, etc. be updated globally through Business Central?**

Where possible yes, but there will be localized versions that will have to be managed by local representatives.