

# Using the Ellab Brand

## External Guide

This guide outlines how to properly use Ellab's brand, content, and assets. Ellab reserves the right to request the removal of any content that does not comply with these guidelines.

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### 1. Messaging

Ellab partners and distributors are encouraged to share and promote Ellab's brand, products, and services. However, it's essential to do so in a way that maintains brand integrity, protects SEO performance, and avoids any risk of impersonation.

#### Approved Use of Ellab Content

Partners and distributors may use content developed by Ellab, provided it is not copied directly. To protect SEO efforts and brand consistency, content should be:

- Translated into a local language.
- Rewritten in original wording while preserving the core message.
- Referenced using canonical tags if republishing identical content.
- Linked directly to Ellab sources.

Localized or repurposed content must align with Ellab's tone of voice and visual standards and must be kept up to date. Outdated or inaccurate content can harm both SEO performance and customer trust.

#### Prohibited Practices

- Direct copying of text from Ellab's website or other materials.
- Competing for Ellab-branded keywords (causing keyword cannibalization) like the term "Ellab" or product names.
- Impersonating Ellab or its representatives, including using Ellab's names, logos, or claiming Ellab's work as your own.
- Misleading or deceptive practices of any kind.

Partners and distributors must clearly identify themselves and their relationship with Ellab whenever using the Ellab brand and associated materials.

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## 2. Visual Brand

Maintaining the integrity of Ellab's visual identity is critical. Distributors and partners must follow these requirements:

### Logo Usage

- The Ellab logo must only be used in a context that makes it clear that the Ellab logo is not the logo of the partner or distributor.
- Logos must not be altered, stretched, distorted, combined with other graphics, or modified in any way.

### Use of Brand Elements

- Your own brand identity should remain the primary representation of your business.
- Ellab's fonts, colors, logos, and graphic elements must not be modified or merged with other branding.
- Ellab's branding must be displayed separately and clearly distinguished from your own – this includes colors and fonts.

### Advertising

- You must not bid on Ellab brand names or trademarks for paid advertisements (e.g., Google Ads, Facebook Ads) without written permission.

### Images and Visuals

- Official Ellab-provided photos and marketing materials may be used.
- Ellab-purchased stock photos may not be reused as it may violate the license/redistribution agreement.
- Any distributor-created content that directly represents Ellab must be factually accurate, high-quality, and pre-approved by Ellab.

Remember, Ellab's brand is owned by Ellab and not the distributor or partner using it. It must therefore not appear as the partner's or distributor's brand.

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### 3. Website & Domains

#### Domains

It is not permitted to use Ellab's name or the name of any Ellab products or trademarks as a domain name (this includes website and email).

All domains currently not adhering to these conditions must be owned and managed directly by Ellab A/S. Ellab reserves the right to have these sites/emails moved to another domain.

#### Website

All Ellab partner and distributor sites must comply with all guidelines regarding messaging, branding, and impersonation. This means that partner/distributor sites:

- May not have an Ellab domain.
  - May not have copy - pasted content from Ellab.com or other Ellab owned materials.
  - May not use Ellab's color palette, fonts, or other brand elements.
  - May not give the impression that it is an official Ellab site.
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### 4. Social Media

Partners and distributors are encouraged to:

- Engage with Ellab's content on social media.
- Advertise and post about Ellab products and services, using official Ellab visuals when applicable.

However, partners and distributors must never impersonate Ellab or pose as an Ellab employee or office. They must clearly identify themselves and their relationship with Ellab in posts and advertisements, avoiding:

- Communicating as if they are Ellab.
- Using the Ellab name, logo, colors, or other brand elements as their company or personal profiles.

Use of Ellab's logo and brand elements in advertising must still comply with the official guidelines highlighted in this document and the Ellab Brand Book.