1 INTRODUCTION

This marketing guidelines apply to all Master Partners, i.e. Distributors, Dealers and Service Points.

Close cooperation with our Partners is crucial for our business. Therefore, we would like to provide our Partners with the best possible promotion opportunities of our products and consequently help them achieve their sales goals. For this purpose, our marketing materials and trademarks are freely available for commercial use as long as the following is observed:

- All Master Climate Solutions marketing materials are protected by copyright law.
- Master Climate Solutions is a registered trademark owned by Dantherm Group A/S.

Marketing materials can be downloaded from our website:
www.mcsworld.com
2 LOGOTYPE USAGE

Master Partners may use the Master Climate Solutions trademark and name to refer to Master products or services in advertising and sales materials.

The Master Climate Solutions logotype can be used:

- In connection with Master Climate Solutions product sales. Master Partners may use the Master Climate Solutions logo in direct connection with the sale of Master products. The relationship between Master Climate Solutions and the Partner must always be clear, i.e. by indicating that the Partner is an authorised Master distributor.

- In printed materials such as adverts and leaflets. However, it must be clear that the products are sold by the Partner.

- On Partner websites. However, the relationship between Master Climate Solutions and the Partner must be clearly indicated to make sure they are not perceived as Master websites. It must be clearly indicated that the Partner is a Master distributor, other Master product reseller. The Partner trademark and name should be used as first in the website headline – the Partner logo/brand should be emphasised – not the Master logo. Copy or reproduction of Master website design elements is not permitted.

Master logo and brand design cannot be used as a main element of Partner website layout.

Partner logo and brand design

Master official reseller logo
2 LOGOTYPE USAGE

• In Social Media channels. However, only in direct reference to Master products, and only in a way that makes it clear that the Partner is a Master distributor or other Master product reseller.

• In event/exhibition materials like leaflets, posters and booth panels. We allow our Partners to represent Master brand on their exhibition stands, however, the relationship between Master Climate Solutions and the Partner must be always clear, i.e. by indicating that the Partner is an Official Reseller of Master products. The Partner stand is to differ from the visual identity of Master to avoid visitor confusion.
3 LOGOTYPE SIZE AND COLOUR

- The logotype can be applied in different sizes, however, proportions may never be altered.

- When possible, the logotype should be used in its full colour version. Black or white versions are allowed under certain circumstances.

- To clearly indicate the relationship between the Partner and Master Climate Solutions an official reseller logo is created. It is recommended to be used in all materials created by the Partner.

- The Master Climate Solutions logotype may not be changed in any way. Removing part of the logotype element is not permitted.

- The Master Climate Solutions logotype must be presented correctly, observing sizing and colours. Incorporating a Partner name or tagline in the Master Climate Solutions logotype is not permitted.
4 MARKETING MATERIALS

We provide our Partners with marketing materials such as catalogues, leaflets, images and videos.

- Printed materials such as catalogues and leaflets – the Partner has a space on the back cover to insert his name, logo and address details (“dealer” section).

- PowerPoint presentations, articles, catalogues and brochures in pdf format – may not be changed or copied in full or in part without prior written permission. Using the pdf materials on Partner websites is allowed provided they link to the source content on Master’s website.

Direct link to the source file on Master website
• Master videos can be embedded in a Partner website and can be used in other materials, however the relationship between Master Climate Solutions and the Partner must be clearly indicated i.e. with a link to the original source or Master YouTube channel.

• Master videos may not customised or modified in any way by a Partner without prior written agreement. Incorporating a Partner logo in a Master video is not permitted. Adding the end screen with Partner details is possible.

Master video cannot be modified. Partner logo incorporated in Master video is not allowed.

Video may be embedded with direct link to the source file on Master YouTube channel

• Images may not be modified. Resizing is allowed. Any images used by Master Climate Solutions under a license agreement may not be used by a third party – in such instances, if a Partner wants to use an image in his own marketing materials, he is obliged to obtain a separate license.

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5 DOMAIN NAMES AND SOCIAL MEDIA PROFILES

The Dantherm Group cares about the proper perception of all its brands on the market. The Master Climate Solutions Partners should create their own unique image and brand perception and thus promote the sale of Master products. This also includes the creation of internet domains and social media channels.

- Partners should create names and domains that clearly identify their brand and company.
- Using the Master Climate Solutions name or abbreviations in creating Partner social media profile names or domains in ways that might confuse users is not allowed. The relationship between Master Climate Solutions and the Partner must be always clear.

Master Climate Solutions logo cannot be used as the main profile image. Company name may not confuse the users.

Partner logo and company name should be used to identify Partner social media channel.
The consistent brand image within our entire Partner network is essential in order to establish a reliable relationship and cooperation on all markets.

Thank you for your engagement and support in building a strong market presence.

Please feel free to contact the Dantherm Group marketing team at marketing@dantherm.com if you need any assistance related to your marketing of the Master brand.