

FLEXIROAM

Flexiroam Branding Guideline for Partners/Affiliates/Resellers

Our brand is our commitment to our customer. It explains to them what they can expect from our products and services, and it differentiates our offering from others. It is our corporate identity. Our brand strategy is how, what, where when and to whom we plan on communicating and delivering on our brand messages. Where we advertise and our distribution channel are part of our brand strategy.

Brand consistency and transparency are crucial in protecting and maintaining Flexiroam identity, especially in this digital era. Partners/Affiliates/Resellers may not market its business as if it were Flexiroam – it must be clearly indicated to customers that they are a partners/affiliates/resellers of Flexiroam, not Flexiroam Limited or its subsidiaries. By committing to correct usage of our identity, both parties benefit from the strength of our brand.

Flexiroam's brand identity standards ensure a consistent and coherent look, feel and message across all selling and marketing initiatives globally.

In the circumstances, every employee, partners/affiliates/resellers should understand and strictly comply with the Flexiroam's standards consistently.

Use of the Flexiroam brand and trademarks by partners/affiliates/resellers

Flexiroam is the creator, owner and proprietor of the Flexiroam trademarks, trade name and any other trademark which are similar or associated to the said Flexiroam trademarks worldwide. Every partners / affiliates / resellers shall not do or allow anything suggesting that it has any title, ownership or interest in the Flexiroam trademarks, other than the license granted by Flexiroam.

In this connection, every partners / affiliates / resellers shall use the Flexiroam brand and trademarks according to this Branding Guideline or any other guidelines issued by Flexiroam from time to time.

Flexiroam's images and documents such as manuals may only be electronically copied or distributed by partners/affiliates/resellers when authorized in writing by Flexiroam. Flexiroam shall remain as intellectual owner of the said images and documents at all times.

State your own business brand

Every partners/affiliates/resellers of Flexiroam must clearly state they are a "partner/affiliates/resellers of Flexiroam" and state their own business brand or entity so it is clear to a customer if they are in contact with Flexiroam or a partner/affiliates/resellers. Should a partner/affiliates/resellers fail to comply, Flexiroam will be forced to reconsider the relationship. This may result in a reduction of discounts/commissions or even the termination of the partnership.

Flexiroam will also consider legal action regarding the infringement of Flexiroam's trademarks, copyrights or other intellectual property right for failure to comply with this Branding Guidelines or other instructions from Flexiroam. A partner/affiliates/resellers may use the name "Flexiroam", or any factual phrase, to describe their business that they are providing Flexiroam's products or services, as in for example: "We service Flexiroam products" or "We have Flexiroam XYZ for sale", provided that the statement is true.

While promoting Flexiroam's products or services, a partner/affiliates/resellers must lead with its own company brand or entity and shall not lead with the Flexiroam name. In these statements, the word "Flexiroam" must be incorporated into the factual statement and must not be set apart.

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Website Domain Names and Social Media

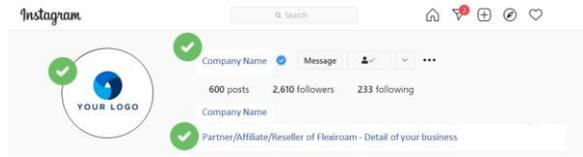
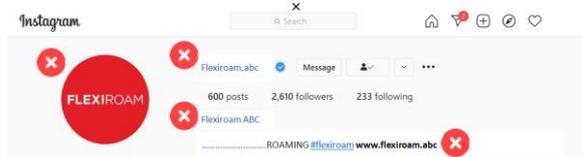
Every partners / affiliates / resellers of Flexiroam shall not own or register any domain name using or containing the "Flexiroam" name or trademark, or any domain name which is identical similar with the "Flexiroam" name or trademark. However, it is permissible for partners / affiliates / resellers to use "Flexiroam" name being part of the URL for the sub-page of their own website or domain name to promote Flexiroam's products and services.

Further, every partners / affiliates / resellers of Flexiroam shall not register any social media account (eg. Wechat, LinkedIn, Facebook, Twitter, Instagram and others), using or containing the "Flexiroam" name or trademark, or any account name which is identical or similar with the "Flexiroam" name or trademark.

The partners/affiliates/resellers' social media account must not create or lead to the false impression that the account is managed by Flexiroam.

Please consult the examples below to determine if a domain name, URL or social media account is acceptable or not.

Acceptable use of 'flexiroam' in a URL: www.abc.com/flexiroam www.abc.xyz/flexiroam	Unacceptable use of 'flexiroam' in a domain name: www.flexiroam-abc.com www.flexiroam.xyz
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Acceptable social media account:  <ol style="list-style-type: none">1. Partners/affiliates/resellers must use their own logo in their profile and state their own business brand.2. Partners/affiliates/resellers must state that they represent Flexiroam as an Partners/affiliates/resellers.3. Partners/affiliates/resellers may use the Flexiroam logo with their own business brand when in line with Flexiroam's brand guidelines. Also, promotional Flexiroam banners may be used.	Unacceptable social media account:  <ol style="list-style-type: none">1. Partners/affiliates/resellers shall not use the Flexiroam logo in the profile picture of any social media account.2. Partners/affiliates/resellers shall not mislead customers to think that a social media account is an official channel of Flexiroam.3. Partners/affiliates/resellers shall not use the Flexiroam logo in the banner of social media accounts as a single identifier.
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**The guidelines in the above example are valid for all social media platforms and not limited to Instagram accounts.*

In the event that the partners/affiliates/resellers have registered a trademark, domain name or social media account with the "Flexiroam" trade name or trademark, or any other names which are similar with "Flexiroam", the partners / affiliates / resellers shall, upon receiving Flexiroam's instructions, delete , cancel or transfer the ownership of the said domain name or social media account to Flexiroam at their own cost.

It is Flexiroam's sole discretion to determine whether a trade name or trademark is similar with the "Flexiroam" trade name or trademark.



FLEXIROAM

The Flexiroam Logo

The use of the Flexiroam trademarks by the partners/affiliates/resellers shall strictly comply with the guidelines below.

The Flexiroam logo is spelled as one word and is made up of one wordmark with the blank or red holding space. The logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a violation of our standards.

LOGO

The Flexiroam logo is spelled as one word and is made up of one wordmark with the blank or red holding space.

The logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a violation of our standards.

Applications on different backgrounds:

White | Black | Red | Transparent

Minimum Size: 25mm



FLEXIROAM

Colour Variations



TAKE CARE OF OUR LOGO

Any attempt to alter the logo is a violation of our standards.

Here are some examples of what not to do.

<p>Never scale either of the elements of the logo separately.</p>	<p>Never rotate the logo.</p>	<p>Never add .com to the logo.</p>
<p>Never stretch or warp the logo.</p>	<p>Never crop the sides of the logo.</p>	<p>Never crop the logo of the corner of a document.</p>
<p>Never change the colour of the elements of the logo.</p>	<p>Never apply fancy effects to the logo.</p>	<p>Never replicate the logo in a different typeface.</p>

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OUR TAGLINE

PRESENTING OUR BRAND

Our tagline **Creating a Connected World** is primarily in black or white for maximum contrast over solid colours or imagery.



TYPOGRAPHY:

PROXIMA NOVA

As with our logo, consistent use of our corporate typeface "Proxima Nova" enhanced Flexiroam's brand identity.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

=~!@#\$%^&*()+[\|;:'<>?.,/

Thin	<i>Thin italic</i>
Light	<i>Light italic</i>
Regular	<i>Regular italic</i>
Medium	<i>Medium italic</i>
Semibold	<i>Semibold italic</i>
Bold	<i>Bold italic</i>
ExtraBold	<i>ExtraBold italic</i>
Black	<i>Black italic</i>

PRIMARY

COLOUR

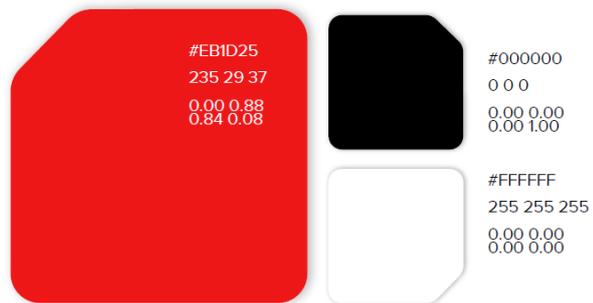
PALETTE

Passion Red

Our passion red colour must be used in all materials to ensure that the brand tone and manner is captured and produced in the proper colour combinations.

Accent

Black and white may be used as complementary or base colours to help our signature red stand out.



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SECONDARY COLOUR PALETTE

Secondary colours may be used to provide variety and visual interest. When used with the primary colour palette, secondary colours should be used in moderation, not exceeding 50% of the layout.

In special circumstances, the use of the secondary colour palette can be used as the main palette for specific product, service or route launches.



#56BC9A
86 188 154
0.54 0.00
0.18 0.26



#F7C841
247 200 65
0.00 0.19
0.74 0.03



#A7CbE8
167 203 232
0.28 0.13
0.00 0.09



#dd2626
221 38 38
0.00 0.83
0.83 0.13

Promotion Policy

To ensure greater flexibility, more copy lines can be developed for specific situations and marketing campaigns.

In order to protect and promote the interests of Flexiroam, any marketing or promotional material, as well as instructions or other information documentation supplied with any licensed products must incorporate the Flexiroam Trademarks and include a notice stating that: "This product relies on the technology/service from Flexiroam. See www.flexiroam.com for details".

Other specific requirements as may be agreed under contract with Flexiroam must be followed wherever appropriate but must include a clear reference that it is Flexiroam's intellectual property or proprietary information of Flexiroam.

In future marketing campaigns there should be a reference to Flexiroam within product brochures, literature, websites and press releases. It is recognised that on smaller marketing items such as product samples and Twitter/Instagram/Facebook or other social media mentions this reference may not be possible.

Creative Usage: Images

It is important to be mindful of the copyright status of any images that you find on the Internet for your social media account campaigns. Partners/affiliates/resellers shall avoid being liable to a copyright holder for using a photo, images or art works without the proper permission. If you have questions about the copyright status of a photo, images or art works on your social media, you should consult with an intellectual property attorney.

Flexiroam is not responsible for any legal actions due to copyright infringement for the unauthorized materials in your social media accounts.

Creative Usage: Videos

Flexiroam does not permit its partners/affiliates/resellers to use Flexiroam's trademarks in video platform accounts (such as YouTube and others) without the written consent from Flexiroam directly. The partners/affiliates/resellers's video platform account must not create the false impression that the account is managed by Flexiroam.

Partners/affiliates/resellers may share Flexiroam's videos as long as they provide credit and do not alter the video content in any way. Partners/affiliates/resellers are legally required to adhere to the rules outlined in above "Website Domain Names and Social Media" regarding naming for any video platforms.

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15 McCabe Street, North Fremantle, Western Australia 6159



www.flexiroam.com

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Intellectual Property

Partners / affiliates / resellers shall ensure that the performance of their obligations does not infringe the intellectual property of any third party

Flexiroam shall not be responsible for any wrongful acts of the Partners / affiliates / resellers.

Implementation Announcement

To take the next step in creating a transparent and consistent customer experience, Flexiroam requests all partners/affiliates/resellers to comply with the announcement and transfer any domain name containing "Flexiroam" or any Flexiroam trademarks back to Flexiroam. Furthermore, the naming and branding of social media channels and websites must be changed so each partners/affiliates/resellers clearly portrays its own company name. We expect any required changes to be in place within **two months** (from the time of this email) so you have sufficient time to edit and update your marketing tools.

Partners/affiliates/resellers with infringing domain names will be contacted directly with instructions regarding the transfer of the domain. Partners/affiliates/resellers with infringing social media accounts will be contacted through the social media platform with corrective instructions.

Despite the above Branding Guidelines, Flexiroam reserves the rights to issue further directions or guidelines to partners / affiliates / resellers from time to time. Subsequently, all partners / affiliates / resellers shall take the necessary step to comply with the said directions and guidelines within the prescribed period.

For any questions, please reach out to marketing@flexiroam.com

We highly appreciate your collaboration in ensuring the quality of our brand identity in the marketplace.

Kind regards,

Flexiroam

