



Co-Marketing Guidelines

chloride.com

About this document

We are **Chloride™**. Our new brand comes with the visionary expertise of products that we have always been known for, combined with additional flexibility and agility that will help us delight our customers by ensuring the continuity of today's and tomorrow's vital applications.

As our partner or representative, you can take advantage of all that we are doing to build our new brand into the strongest in the industry. This guide details how you can protect and strengthen the **Chloride™** brand while leveraging it in your business.

Audience: This document is for authorized **Chloride** partners and Local **Chloride** Offices. It provides guidelines that you must follow when writing or talking about your relationship with us.

To receive the full version of the document, please send a request to :
→ marketcom@chloride.com

Scope: This guide covers use of Chloride identity (names, logos, etc.) on your website, in sales and marketing materials, in communications to current and prospective customers and partners, etc.

Public Relations: This guide does not address public relations (PR) activities. Note that any news release that mentions **Chloride** must be reviewed and approved by Chloride™ prior to release.

Communication & Public Relations contact :
→ elena.chernetsova@chloride.com

Defining the Chloride Brand

Uninterrupted continuation and transitioning colours represent our raison d'être – protection through continuity and transformation through evolution, to meet the modern day challenges faced by industry and the environment.

Protection

We encircle people and critical assets in a protective ring of energy security.

Continuity

We take control when there's interruption, to maintain continuity through divergence and ensure energy stability.

Transition

We honour our long history by transitioning to meet the challenges of today and lead industry on the journey to energy transformation.

Momentum

Just as our technologies keep industry moving, we are continually moving forward as a business, innovating to deliver best in class solutions for our customers.



Chloride™

Defining the Chloride Brand

Our Logo

Uninterrupted continuation and transitioning colours represent our raison d'être – protection through continuity and transformation through evolution, to meet the modern day challenges faced by industry and the environment.

Our Mission

Our mission is to protect people and to provide business continuity for industrial processes and infrastructure.

Our Vision

Our vision is to be at the forefront of technological innovation to serve and service our customers in a world in transition.

Our Ambition

Our ambition is to be Number ONE in power protection.

The new Industrial Revolution

Innovations to support industry on its journey
to energy transformation and a cleaner,
sustainable world for us all.

Co-Marketing Overview

Co-Marketing is when two companies collaborate on promotional efforts for a co-branded offer.

In a co-marketing partnership, both companies promote a piece of content or product, and share the results of the promotion.

Co-marketing is not portraying your company as Chloride

Why Co-Market ?

Bring awareness to your partnership with Chloride .

- Associate yourself with Chloride and share awareness as we build the brand.
- Generate loyalty and brand differentiation.
- Enter new markets.
- Promote new products/new applications of existing products.
- Engage the customer and drive relevance at multiple touch points.

Co-Marketing Key Principles

While reading and applying the rules in this document, it is helpful to keep in mind the overall goal, which is to appropriately leverage the Chloride identity while accurately representing your business relationship with Chloride.

Two questions to ask to ensure this is being accomplished:

- 1.) Is it clear that the marketing effort is being driven by your company ?
- 2.) Is it clear that your company is a partner or representative sales office of Chloride ?

Customers appreciate clarity, and ethical business practices require it.

Have Questions?

If you're unsure about any of the rules governing use of the Chloride identity or whether your naming, descriptions, marketing collaterals, etc., are in compliance, please contact us for assistance. We're happy to review your materials and advise if adjustments are needed. Please see the final page of these guidelines for contact information.



Utilizing Our Brand & Content

chloride.com

Utilizing our brand & content

We produce some contents that are protected under copyright laws.

Use of our copyrighted materials or modifications of such materials for commercial use without explicit permission constitutes infringement of Chloride copyright and may be subject to legal measures.

In order not to infringe on our copyright, our partners should not engage in any of the following without written permission from Chloride :

- Do not copy, reproduce, and/or redistribute any Chloride materials (including web pages) or any part of the text or graphics from those materials.
- Do not modify or create derivative works of any Chloride materials.
- Do not copy, reproduce, or modify source code or object code of any Chloride products.
- Do not create materials that look as though they originated from or are approved by Chloride.
- Do not imitate the color and/or visual appearance of our materials and/or products.
- Do not include a Chloride name (company name, product name, feature name, etc.) in your domain name. You may include a Chloride name elsewhere in the URL as long as the page or bookmarked section does, in fact, have something to do with Chloride.
- Do not post Chloride videos on your own YouTube channel or website. Embedding of Chloride videos is permitted, provided they remain hosted on Chloride's platforms. Cutting or editing of Chloride videos is not permitted.





Chloride™

Power to Protect