

# LocknCharge

## Branding Marketing Guide

# Table of Contents

## 1. The Company

- Introduction
- Our Vision
- Our Mission
- Sell It

## 2. Our Identity

- Logo
- Displaying the Logo
- Logo Variations
- Logo Alternatives
- Logo Restrictions
- Colors
- Writing 'LocknCharge'
- Writing Examples
- Typography
- Marketing Examples

## 3. Product Marketing

- Partner Portal
- Using Images
- Product Name, Description and Codes
- Trademarks
- LocknCharge on your Website

## 4. Co-branding with LocknCharge

- Co-branding
- E-Blast Campaigns
- Printed Flyer

## 5. Resources

# The Company

# Introduction

Thank you for choosing LocknCharge... the brand that stands for innovation, quality manufacture, design and customer experience. Put simply... to make life easier for all who come in contact with the LocknCharge brand.

**In everything we do – product design, marketing, support, customer service... we aim to make life, the experience, the transaction positive and easy. This document is designed to help you communicate our brand values consistently.**

# Our Vision

To be globally recognized as the most innovative and trusted brand in developing solutions for managing deployments of mobile technology.



# Our Mission

**The purpose of LocknCharge, and the reason for doing what we do, is to make people's life easier.** Easier for all people that we interact with. Our mission guides everything we do.

- Makes clear our reason for existing.
- Gives purpose to our actions.
- Helps us remain focused on our core strengths.
- Guides the organization forward.
- Distinguishes the LocknCharge brand.
- Demonstrates our values.
- Inspires everyone.

# Sell It

So why choose LocknCharge? Because buying, selling, marketing, customer service, the products ...it just makes life easier.



Use the following phrase in marketing collateral and presentations to communicate the LocknCharge difference.

**LocknCharge...** It just makes life easier.

Our Identity

# Logo

**Consistent. Memorable. Powerful. Recognizable.**

Branding elements to help you present LocknCharge effectively.



# Displaying the Logo

The logo should always be surrounded by a clear space at least 50% of the logo icon size.

To ensure accuracy, use logo files supplied by LocknCharge. To resize the logo, ensure scaling is even.



# Logo Variations

## Mono

For use in black and white and greyscale scenarios:



## Mono reversed

For use on dark and solid color backgrounds:



# Logo Alternatives

## Vertical color, vertical mono, vertical mono reversed

Alternative orientation for when the space to fit a logo is limited.



lockncharge



lockncharge

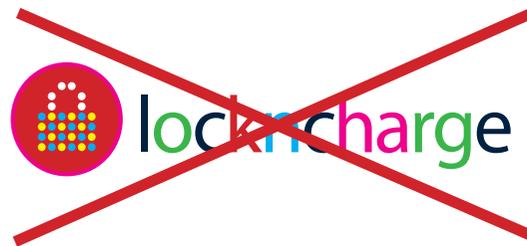


# Logo Restrictions

Do not apply any effects to the logo



Do not change the color or apply patterns to the logo



Do not stretch or change the proportions



# Colors

**LocknCharge green is the primary color for the brand.**

Used frequently, customers instantly associate with the LocknCharge brand, building trust and familiarity. The blue should be used secondary to the green.



PMS 361

C75 M0 Y100 K0

R57 G181 B74

Hex #39b54a



PMS 2965

C100 M56 Y19 K73

R0 G35 B65

Hex #002341

# Writing 'LocknCharge'

In instances such as in copy or in a headline, LocknCharge should always be written as one word and spelt with a capital 'L' and a capital 'C'. The other letters should be lower case.

## **DO:**

LocknCharge

## **DON'T:**

lockncharge

Lock 'n' Charge

Lockncharge technologies

LockNcharge

# Writing Examples

## LocknCharge solutions finder

Managing your mobile device deployment



It just makes life easier



### A LocknCharge success story...

- > Learn a little about Weber State University and their BYOD challenge.
- > See how Weber State University jumped the hurdles they faced.
- > See how LocknCharge's solutions helped make life easier for Weber State University.
- > For more details about this success story, contact us on (888) 943-6803.

Weber State University

Solving mobile device management challenges on campus — LocknCharge Technologies



**Weber State University**  
Founded in 1889  
CO — Salt Lake  
26,000 students study full- and part-time  
Tech-Save — 4.2 million dollars  
in sales in 2012

#### At a Glance

- Support mobile devices (BYOD)
- Provide device management to colleges and departments

#### What They Did

- Identified LocknCharge products that will make a difference and fill the technology gaps on campus.
- Proposed LocknCharge for any mobile device management on campus.

#### Challenges

Mobile devices on campuses continue to grow bringing challenges regarding security and use. Professors are engaging mobile devices into curriculum and students bring anywhere from two to three mobile devices with them every day.

- Students and faculty not only expect that they will be able to use their smartphones, tablets, and consumer-based apps in their academic work but also expect that these institutions' services will work as elegantly and effectively as commercial services.  
<http://www.weber.edu/news/press-releases/2013-03-05-weber-state-connected-apps>
- Supporting the trends toward IT consumerization and bring-your-own-device.  
<http://www.weber.edu/news/press-releases/2013-02-26-weber-state-connected-apps>
- The 2013 EDUCAUSE Center for Applied Research (ECAR) study on the Bring-Your-Own Device (BYOD) trend estimates that students will bring three to four Internet-capable devices to campus in the fall of 2013. CITA, the wireless industry trade association, confirms this trend on a broader level, reporting in its 2012 semi-annual wireless industry survey that in Q2 2012, the number of cell phone devices in use in the United States exceeded the country's population. In addition, the data traffic for the previous twelve months grew 104 percent over the prior year.  
<http://www.educause.edu/press/article/bring-your-own-device-2013-welcome-connected-age>

# Typography

**Consistent use of our fonts creates familiarity with customers.** It helps them make an instant association with LocknCharge and adds to the overall styling.

Marketing material

**Myriad Pro Semibold**

Myriad Pro Light

Internal use

**Calibri Bold**

Calibri Regular

LocknCharge website

Open Sans Light

# Marketing Examples

## Solutions finder flyer

Find the right solution for your deployment

**lockncharge**

**Step 1** Are your devices **facility owned** or **BYOD** (Bring your own device)?

**Step 2** What kind of device(s) are you wanting to manage – **Chromebook**®, **Tablet**, **iPad** or **Laptop**?

**BYOD**

**facility owned**

**Chromebook**®

**Tablet**

**iPad**

**Laptop**

**FUYL Cell™**  
LocknCharge Part Number: LNC3008-digilock

**FUYL Cell Station**  
LocknCharge Part Number: LNC3006-stock

**Carrier 40 Cart™**  
LocknCharge Part Number: LNC8000  
*Also compatible with Tablet and Pad devices*

**Carrier 30 Cart™**  
Coming Soon

**LocknCharge Wall Cage 10**  
LocknCharge Part Number: LNC6011

**EVO 40 Cart™**  
LocknCharge Part Number: LNC4000 (charge only)  
LocknCharge Part Number: LNC3240 (sync/charge)  
*Also compatible with iPad devices*

**iQ 32 Cart™**  
LocknCharge Part Number: LNC7006

**iQ 16 Sync Charge Box™**  
LocknCharge Part Number: LNC7008

**iQ 16 Cart™**  
LocknCharge Part Number: LNC7009

**iQ Travel Case™**  
LocknCharge Part Number: LNC7101

**iQ Wall Cages™**  
LocknCharge Part Number: LNC7016 (single secure only)  
LocknCharge Part Number: LNC7017 (pair sync/charge)

**LocknCharge 16 Laptop Cart**  
LocknCharge Part Number: LNC6019

**LocknCharge 28 Laptop Cart**  
LocknCharge Part Number: LNC6029

[www.lockncharge.com](http://www.lockncharge.com)

For full device compatibility information check the table on the back page →



# Marketing Examples

Tradeshow booth



# Marketing Examples

Website

lockncharge

Home About us Products Videos Customers News Where to Buy Contact us (888) 943-6803 US

Welcome to LocknCharge.  
It just makes life easier.

Explore

Find the right solution for managing your mobile devices

- BYOD
- Chromebook
- Tablet
- iPad
- Laptop

# Marketing Examples

## Flyers

### Carrier 40 Cart™

Charge, store, secure and transport up to 40 devices



- Efficient charging.** The Carrier 40 Cart is capable of charging up to 40 mobile devices simultaneously.
- Compatible.** The new Carry Baskets are designed to accommodate almost any device - with or without covers.
- Lock it down!** After a day of use, lock the sliding top lids and attach the heavy duty anchor kit for securing the Cart whilst it's not in use.
- Portable.** Equipped with eight removable 5 slot Carry Baskets, making mobile device deployments easier.
- Lifetime warranty.** LockCharge products are built to last the distance!
- Style meets functionality.** The Carrier 40 Cart features two sliding top lids so that devices can be accessed quicker, easier and by more users at once.



### iQ 16 Sync Charge Box™

Sync and charge up to 16 iPad, iPad Air, iPad mini or other iOS devices.



- Efficient syncing.** Using synchronization software on your Mac/PC, the iQ 16 Sync Charge Box™ can sync up to 16 iPad, iPad Air or iPad mini devices simultaneously!
- Charge on wheels.** The iQ 16 Sync Charge Box is equipped with 16 (2.1 amp) powered USB ports so you can connect and charge up to 16 devices at the same time.
- Designed to be portable.** The iQ 16 Sync Charge Box is a handheld USB hub that can be carried for locations where iOS devices are used.
- Compatible.** The iQ 16 Sync Charge Box is designed to connect with any iOS device.
- 2 year warranty.** LockCharge Products are built to last the distance!



### iQ Wall Cages™

Sync, charge, store, and secure up to 16 iPad or iPad Air devices




- Efficient syncing.** Using synchronization software on your Mac/PC, the iQ Wall Cages can sync up to 16 iPad or iPad Air devices simultaneously!
- Extremely portable.** The iQ Wall Cages are equipped with two removable 8 slot Carry Baskets. This makes iPad or iPad Air deployments easier.
- Style meets functionality.** The iQ Wall Cages features top loading drawers so that iPad or iPad Air devices can be accessed quicker, easier and by more users at once.
- Efficient charging.** With 2.1 amp power at each port, the iQ Wall Cages are capable of charging up to 16 iPad or iPad Air devices at the same time.
- More for less.** Bonus 16 x Illuminating 30-pin High Speed USB Cables FREE!
- Lock it down.** The iQ Wall Cages come with a Wall Mount Kit so that you can secure them to a wall.
- Lifetime warranty.** LockCharge products are built to last the distance!



# Product Marketing

# Partner Portal

We want to make sure that marketing and promoting LocknCharge products is easy. That is why we have setup a portal website where you can access everything you need for marketing LocknCharge. Download images, product descriptions, logos and more.

## LocknCharge Part Number: LNC8000

This page contains all the latest information and material for promoting the Carrier 40 Cart. The pictures are high resolution (300 dpi). The marketing flyer will always be updated to the latest version so be sure to check back to make sure that you are using the correct one (by checking the date within the file name text of the PDF). The only video available at this stage is the setup video. Check back regularly for updates.

### Please note:

May not fit all devices. Please check the dimensions of the device and the Carry Basket. Some Power Adaptors may not be compatible. Contact us for details and compatibility.



### LNC-US-General\_Carrier40Cart-flyer\_13MAY14

The above attachment is a PDF flyer of the Carrier 40 Cart. It is general to all tablet devices such as Chromebook and iPad devices. For further assistance please contact [marketing@lockncharge.com](mailto:marketing@lockncharge.com)

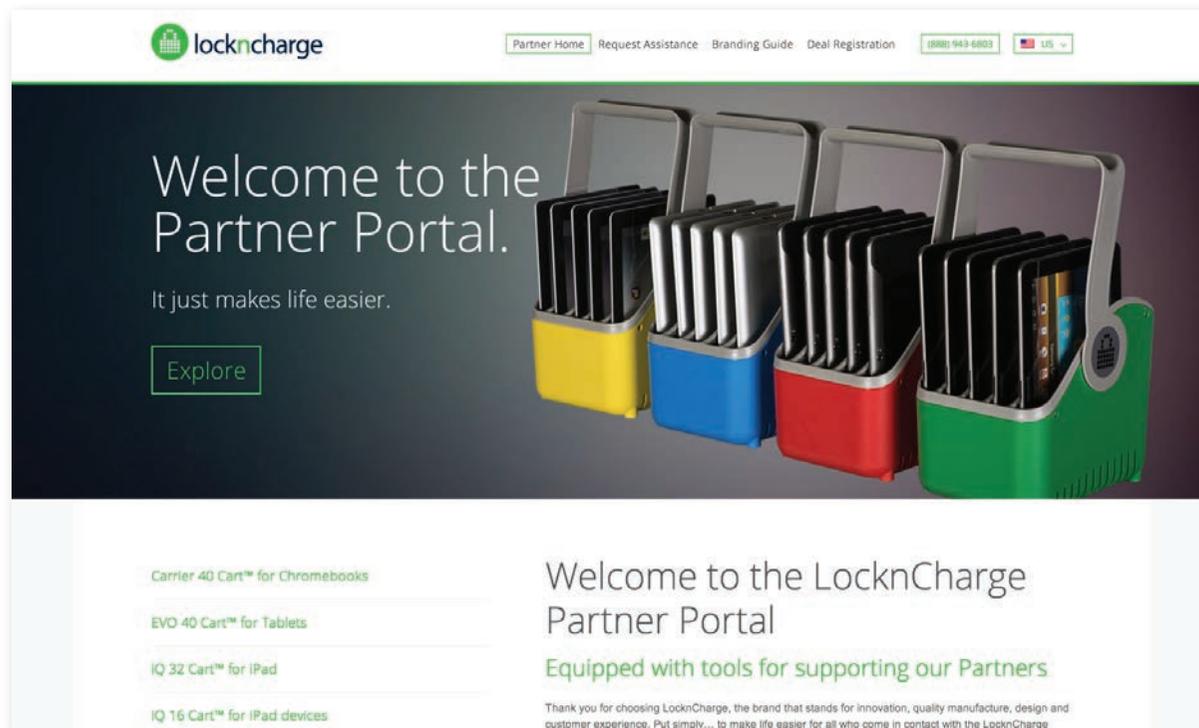
### LNC-US-Samsung\_Carrier40Cart-flyer\_13MAY14

The above attachment is a PDF flyer of the Carrier 40 Cart for Samsung products. It is Chromebook and Galaxy Tab devices branded and has no mention of any other product. For further assistance please contact [marketing@lockncharge.com](mailto:marketing@lockncharge.com)

# Partner Portal

Simply visit [partners.lockncharge.com](https://partners.lockncharge.com)

In this section of the document, we illustrate how to present a LocknCharge product correctly.



# Using Images

All high resolution product images are available on [partners.lockncharge.com](https://partners.lockncharge.com). Please use images supplied on this website.



# Using Images

## Do not distort or alter the images.

You can use your own images, however this will need to be approved by the LocknCharge Marketing department before publishing.

Email [marketing@lockncharge.com](mailto:marketing@lockncharge.com) for approvals.



**Please note:** If you choose to use your own images, keep it simple and clear. Ensure that the photography is sharp, uncluttered and that it showcases the product positively. Approval for using your own photography will take up to 72 hours.

# Product Name, Description and Codes

All details such as descriptions, naming conventions, dimensions, UPC codes and part numbers are available on [partners.lockncharge.com](https://partners.lockncharge.com).

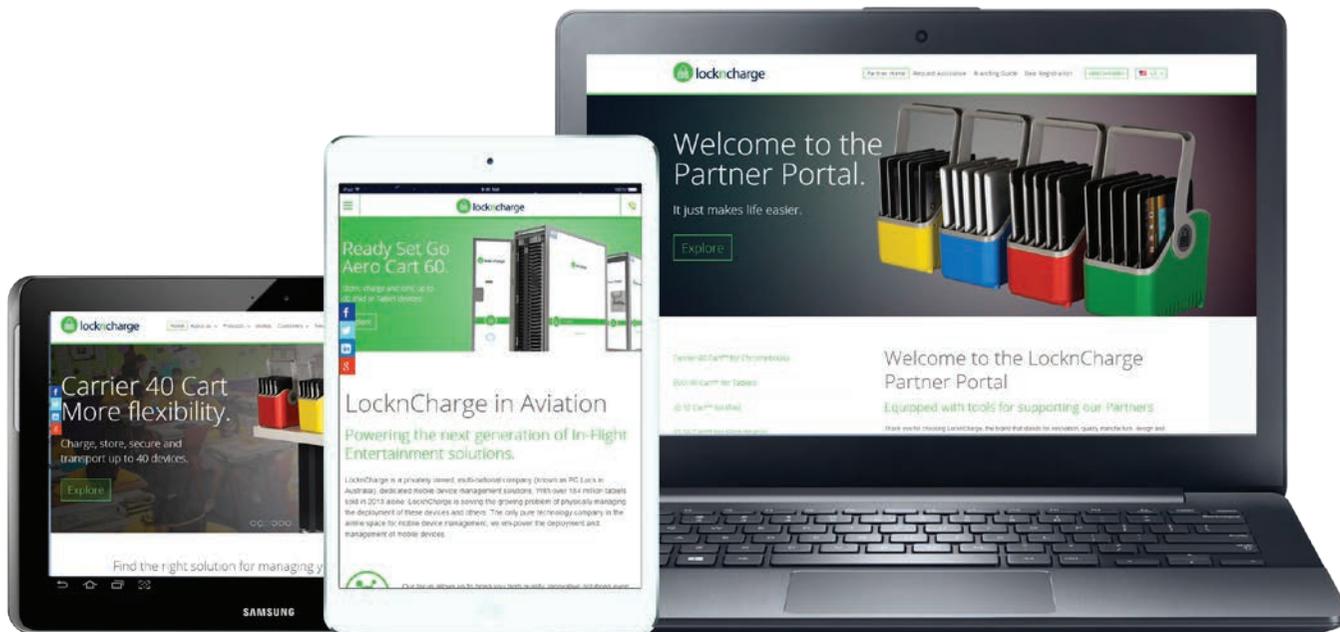
You can use your own descriptions, however this will need to be approved by the LocknCharge Marketing department before publishing.

Email [marketing@lockncharge.com](mailto:marketing@lockncharge.com) for approvals.

**Please note:** If you choose to alter the descriptions, ensure that it is accurate, positive and true. Approval for your own descriptions will take up to 72 hours.

# Trademarks

**LocknCharge products are specifically designed to make life easier for those deploying mobile technology.** Our products are unique to LocknCharge and that needs to be acknowledged in all product marketing.



# Trademarks

For this reason, it is important to include the 'TM' symbol the first time a LocknCharge product is mentioned.

The product also needs to be referenced in the footer. Example: iQ 30 Cart™ is a trademark of LocknCharge.

The screenshot shows a PRWeb article from April 01, 2014. The article title is "LocknCharge Launches Four New and Enhanced Mobile Device Management Solutions for Airline IFE and Paperless Operations". The text describes the launch of the Aero16 Drawer, Aero Range tablet carts, and iQ 30 Cart. A quote from James Symons, CEO of LocknCharge, is included. The article also features a photo of the Aero16 Drawer and Aero Carts. The PRWeb logo and navigation menu are visible at the top.

**PRWeb**  
Online Visibility from Vocus

United States Login  
Create Free Account >

HOME NEWS CENTER BLOG

Front Page Arts Business Education Environment Government Industry Lifestyle Sports Tech Other

Thursday, May 22, 2014 RSS E-mail Newsletters Put PRWeb on your site

### LocknCharge Launches Four New and Enhanced Mobile Device Management Solutions for Airline IFE and Paperless Operations

LocknCharge - empowering the next generation of mobile device management in aviation. Australian mobile device management equipment designer and manufacturer, PC Locs and its international brand LocknCharge, proudly announces their new Aero16 Drawer, next version of Aero Range tablet carts and iQ 30 Cart™ to support airlines' inflight entertainment deployments and paperless operations.

Madison, Wisconsin (PRWEB) April 01, 2014

The enhanced Aero Range of tablet carts, new Aero16 Drawer and our new iQ30 cart for iPad® simplify mobile device management both on and off plane.

James Symons, CEO of LocknCharge, says, "Our passionate team creates innovative products by designing them to solve the problems of charging, transporting, securing, and syncing large deployments of mobile devices. Whether it is the classroom, an aircraft hanger, or cruising at 35,000 feet, our mission is to play a critical role in making our customers lives easier. We're proud of our Aero range of products and excited to show them at the Aircraft Interiors Event in Hamburg."

Our next generation of the Aero30 and Aero60 carts are a direct result of listening to customers. Customers who were asking for secure charging solutions to help manage their large volumes of mobile devices both on and off plane.

- This version of the Aero30 cart provides ease of use in a compact and highly portable half size galley cart configuration for use on smaller aircraft or for exclusive deployment to business class customers or private jet applications.

New Aero16 Drawer, Next generation Aero Carts

“ Our passionate team creates innovative products by designing them to solve the problems of charging, transporting, securing, and syncing large deployments of mobile devices. ”

Contact

Peg Rickard  
LocknCharge  
608 220-3535  
Email

Kevin Kulvar  
LocknCharge  
608 320-1567  
Email

Follow us on: f t

# LocknCharge on your Website

To make the most out of the LocknCharge partnership, ensure you list LocknCharge solutions on your website. Why is this important?

**LocknCharge solutions are unique in design and functionality. This lends itself to being a popular search term on the internet.**

Listing, posting pictures and writing about LocknCharge solutions on your site helps customers find you.

# LocknCharge on your Website

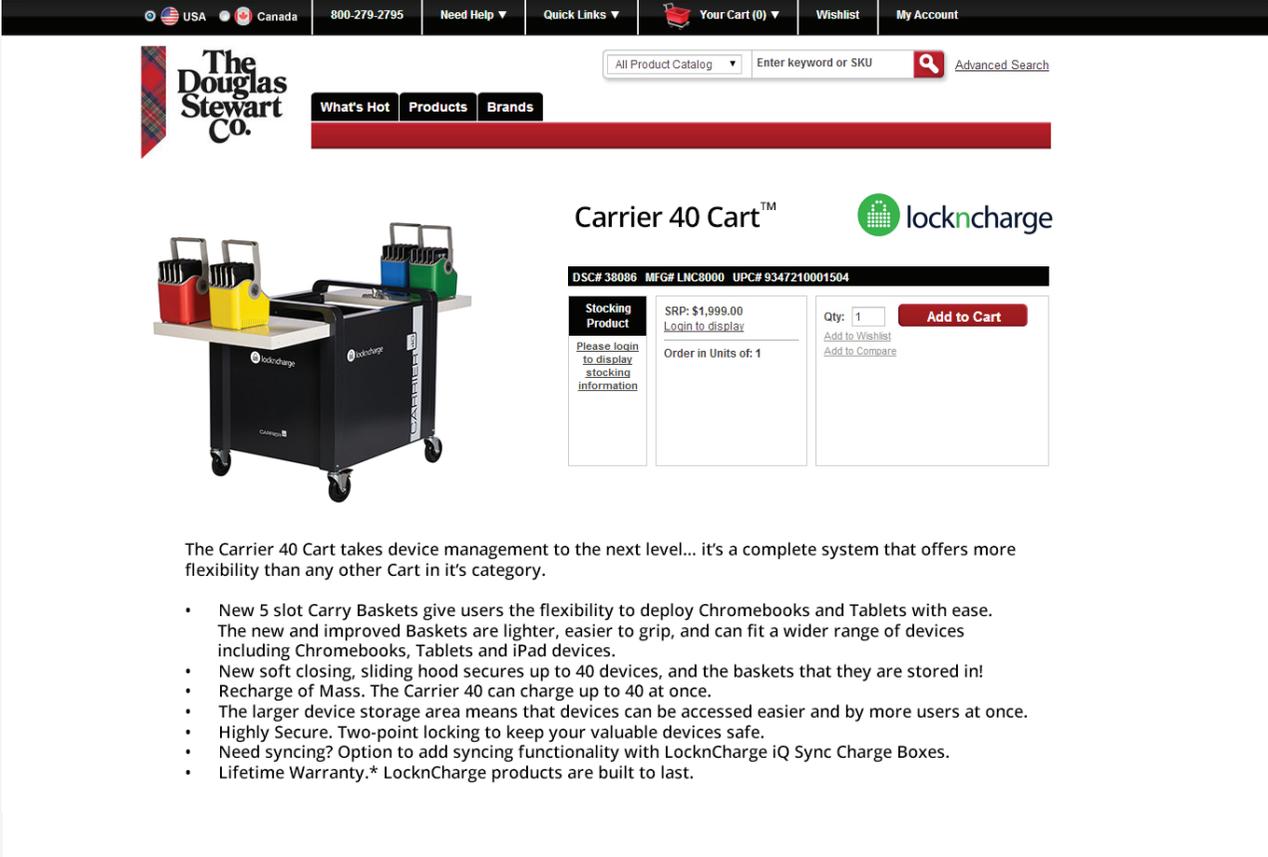
How to maximize listing LocknCharge on your site:

- LocknCharge logo
- Product image
- Product name
- Product description
- Product code
- Embed video
- Add backlinks back to the LocknCharge website

All of the above are available on [partners.lockncharge.com](https://partners.lockncharge.com)

# LocknCharge on your Website

## Example



The Carrier 40 Cart takes device management to the next level... it's a complete system that offers more flexibility than any other Cart in it's category.

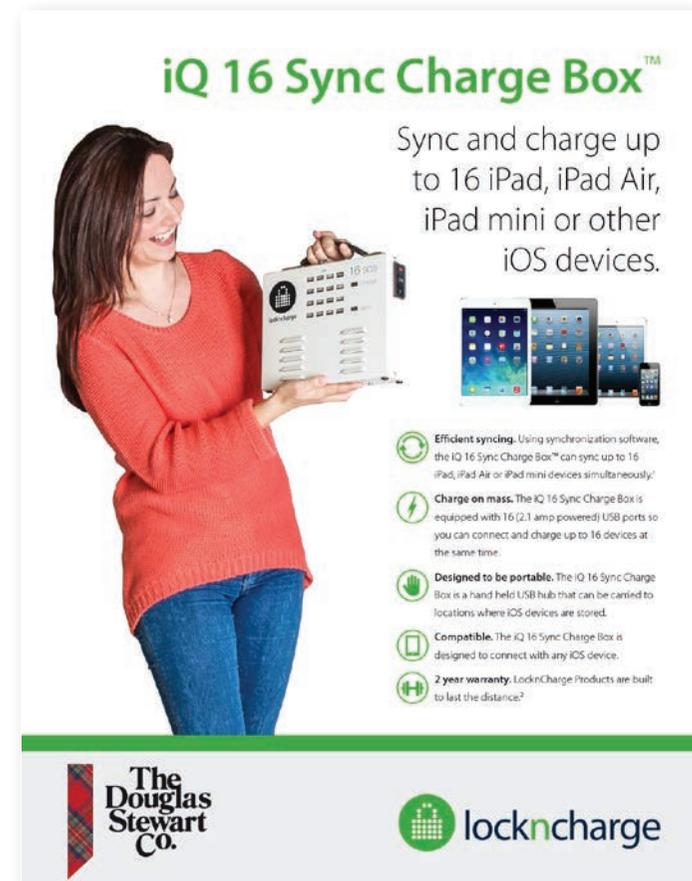
- New 5 slot Carry Baskets give users the flexibility to deploy Chromebooks and Tablets with ease. The new and improved Baskets are lighter, easier to grip, and can fit a wider range of devices including Chromebooks, Tablets and iPad devices.
- New soft closing, sliding hood secures up to 40 devices, and the baskets that they are stored in!
- Recharge of Mass. The Carrier 40 can charge up to 40 at once.
- The larger device storage area means that devices can be accessed easier and by more users at once.
- Highly Secure. Two-point locking to keep your valuable devices safe.
- Need syncing? Option to add syncing functionality with LocknCharge iQ Sync Charge Boxes.
- Lifetime Warranty.\* LocknCharge products are built to last.

# Co-branding with LocknCharge

# Co-branding

**Consistent messaging combined with logo and images creates trust and familiarity with customers.**

In all co-branding applications, the LocknCharge logo should be prominent and displayed correctly – color, size, and spacing.



**iQ 16 Sync Charge Box™**

Sync and charge up to 16 iPad, iPad Air, iPad mini or other iOS devices.

- Efficient syncing.** Using synchronization software, the iQ 16 Sync Charge Box™ can sync up to 16 iPad, iPad Air or iPad mini devices simultaneously!
- Charge on mass.** The iQ 16 Sync Charge Box is equipped with 16 (2.1 amp powered) USB ports so you can connect and charge up to 16 devices at the same time.
- Designed to be portable.** The iQ 16 Sync Charge Box is a hand held USB hub that can be carried to locations where iOS devices are stored.
- Compatible.** The iQ 16 Sync Charge Box is designed to connect with any iOS device.
- 2 year warranty.** LocknCharge Products are built to last the distance!

**The Douglas Stewart Co.**

**lockncharge**

# E-Blast Campaigns

Utilize E-blast campaigns to keep your customers up to date with solutions for managing their mobile device deployments. E-blasts are a quick and cost effective way to reach customers. Be sure not to overload them as it may deter some customers.

Templates are available from [partners.lockncharge.com](http://partners.lockncharge.com)



**lockncharge**  
iQ 32 Cart™

**Look no further, it's all here.**

The iQ 32 Cart is a complete, all in one solution that can sync, charge, store, secure and transport up to 32 iPad or iPad mini devices.

- **Efficient syncing.** Sync up to 32 iPad devices simultaneously.
- **Efficient charging.** The iQ 32 Cart is equipped with 32 (2.1 amp powered) USB ports so you can connect and charge up to 32 iPad devices simultaneously.
- **Keyless entry** eliminating the need for producing multiple sets of keys. The iQ 32 Cart secures via a digital keypad. Set a unique 4 digit code and you're ready to go.
- **Go mobile!** The iQ 32 Cart is designed to be mobile, so you can create an instant learning environment in almost any location.
- **Modular** in design so you can implement your iPad or iPad mini program the way you want. iPad or iPad mini devices are stored in removable aluminum Baskets. This benefits users as it means that you can carry pods of 8 iPad or iPad mini devices to designated learning areas safely... And with the ability to remove the iQ 16 Sync Charge Boxes, syncing and charging can occur almost anywhere independent of the cart.
- **Style meets functionality.** The iQ 32 Cart features two top loading drawers on both ends, so that iPad or iPad mini devices can be accessed quicker, easier and by more users at once. There's even a slot available for your MacBook.
- **Lock it down!** After a day of use, lock the Cart down with the heavy duty anchor kit to prevent the Cart from being rolled away.

[See more here](#)

Contact me to learn more about the new iQ 32 Cart™, and place your order!

# Printed Flyer

Going to a tradeshow, end-user event or meeting? Maximize your presence and have some printed material to handout to potential customers.

Templates are available from [partners.lockncharge.com](https://partners.lockncharge.com)



**Carrier 40 Cart™**  
Charge, store, secure and transport up to 40 devices

The flyer features a woman in an orange shirt and blue jeans standing next to a black Carrier 40 Cart. The cart is loaded with several colorful Carry Baskets (red, yellow, blue, green) and has a white top surface. To the left of the cart, there are images of various mobile devices including smartphones and a laptop. The LocknCharge logo is visible on the side of the cart.

- Efficient charging.** The Carrier 40 Cart is capable of charging up to 40 mobile devices simultaneously.
- Compatible.** The new Carry Baskets are designed to accommodate almost any device - with or without covers.
- Lock it down!** After a day of use, lock the sliding top lids and attach the heavy duty anchor kit for securing the Cart whilst it's not in use.
- Portable.** Equipped with eight removable 5 slot Carry Baskets, making mobile device deployments easier.
- Lifetime warranty.** LocknCharge products are built to last the distance.\*
- Style meets functionality.** The Carrier 40 Cart features two sliding top lids so that devices can be accessed quicker, easier and by more users at once.

 lockncharge

# Resources

Need more help? Send us an email at  
[marketing@lockncharge.com](mailto:marketing@lockncharge.com)

[www.lockncharge.com](http://www.lockncharge.com)  
[partners.lockncharge.com](http://partners.lockncharge.com)  
[aviation.lockncharge.com](http://aviation.lockncharge.com)





[www.lockncharge.com](http://www.lockncharge.com)