

Partner branding

# Guidelines and requirements

Version 1 | June 2021

# Table of Contents

<b>Table of Contents.....</b>	<b>1</b>
<b>Introduction .....</b>	<b>2</b>
<b>Purpose of document .....</b>	<b>2</b>
<b>Product descriptions.....</b>	<b>2</b>
Hardware.....	2
Web applications.....	2
Communications.....	3
Mobile application.....	3
<b>Design best practices .....</b>	<b>3</b>
<b>What will be branded .....</b>	<b>4</b>
Summary of what will be branded .....	4
What will not be branded.....	6
<b>Assets required.....</b>	<b>7</b>
<b>Logo.....</b>	<b>7</b>
Logo requirements .....	7
<b>Brand guidelines.....</b>	<b>7</b>
Brand requirements .....	7
<b>Device enclosure .....</b>	<b>8</b>
Device enclosure guidelines .....	8
<b>Names and content .....</b>	<b>8</b>
General names.....	8
Device names.....	9
<b>App marketplace details .....</b>	<b>10</b>
Short description .....	10
Long description .....	10
<b>Email addresses.....</b>	<b>10</b>
<b>URLs.....</b>	<b>11</b>
Product URLs .....	11
Additional URLs .....	12
<b>Next steps .....</b>	<b>12</b>

## Introduction

### Purpose of document

Congratulations! Now your business has entered a partnership with Analog Devices (ADI), it is time to apply your company branding to the physical and digital touchpoints which comprise the ADI OtoSense SMS product offering, e.g., hardware and web & mobile applications.

This document outlines a list of assets and collateral required from your company to customize the branding of these touchpoints and ensure consistency with your corporate brand style.

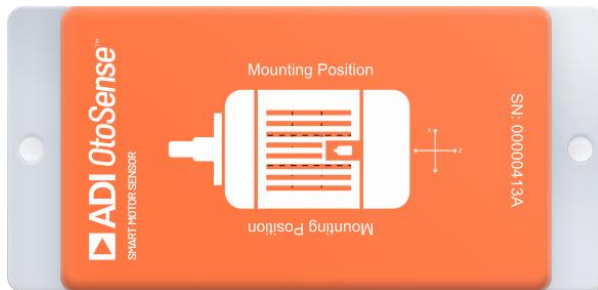
*Please note: The examples used in this document are for illustrative purposes only. ADI will provide branded mock-ups for key elements based on your branding for review and approval.*

### Product descriptions

ADI OtoSense SMS is comprised of the following different physical and digital touchpoints:

#### Hardware

##### ADI OtoSense Smart Motor Sensor

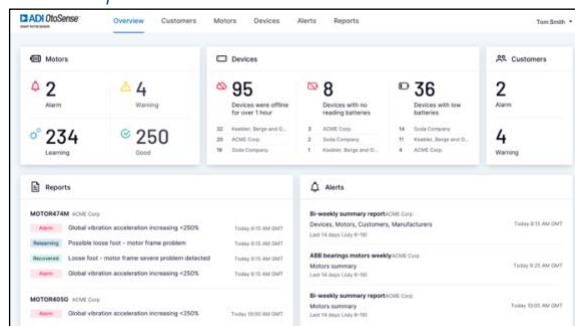


The Smart Motor Sensor\* which attaches to your customers Motors to monitor their health and performance.

*\*Smart Motor Sensor is the name given to the unit by ADI in its own branding collateral. Your company may amend this to suit your own product offering. For more on this topic, see 'Device names' section.*

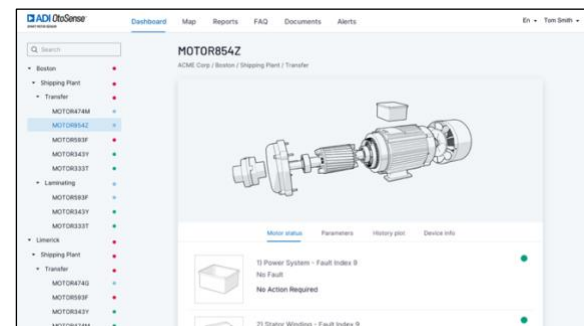
#### Web applications

##### Partner operations dashboard



Onboard and manage your customers and get visibility on their Motor Data.

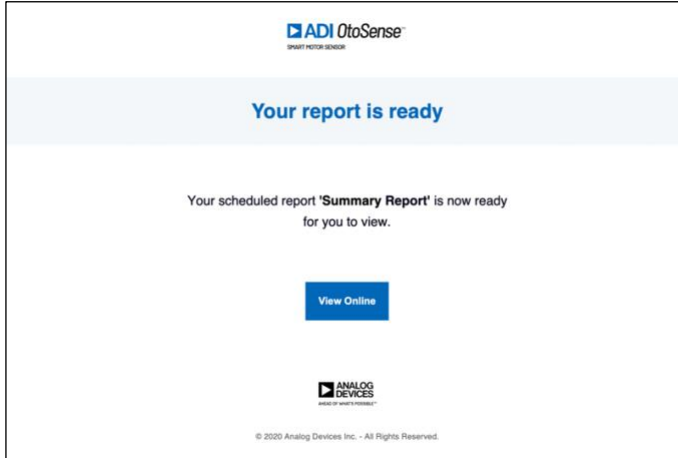
##### Customer dashboard



Allows your customers to view Motor Data and Alerts.

## Communications

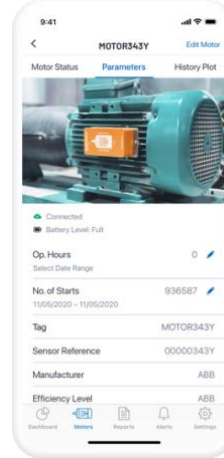
### Emails



Account, notification, and report emails that will be sent to you and your customers.

## Mobile application

### OtoSense SMS

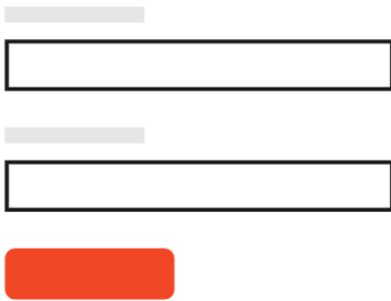


App version of the customer dashboard, available for iOS and Android.

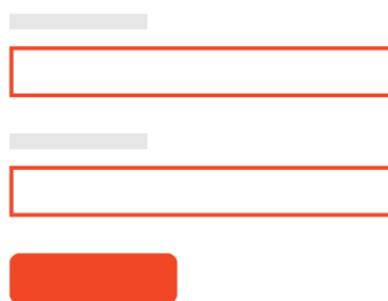
## Design best practices

When applying your branding throughout the ADI OtoSense SMS product, ADI will follow best practices around User Experience (UX) and User Interface (UI) Design color application and patterns. This will ensure your that the product matches your company branding while also adhering to accepted and documented standards.

*For example: If your main brand color is red, ADI will not use red to outline UI elements such as input fields as this is more commonly associated with error handling. Instead, alternative colors as defined by your own company UI guidelines will be employed or a suitable alternative agreed.*



*Good user experience practice example for display of input fields with no errors*



*Bad user experience practice example for display of input fields with no errors*

## What will be branded

### Summary of what will be branded

#### Partner operations dashboard

- ▶ Logo



#### Customer dashboard

- ▶ Logo



- ▶ Colors (for example: buttons, backgrounds)

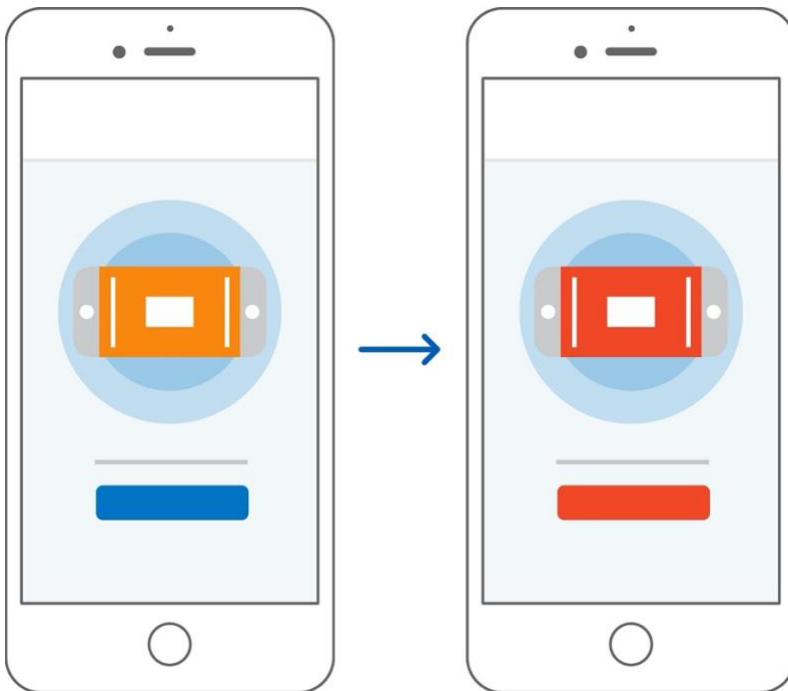


### Mobile apps (iOS and Android)

- ▶ App icons: icon background color and device color



- ▶ App name
- ▶ Marketplace graphics and description
- ▶ Branding: device illustrations, logo, colors (for example: buttons, backgrounds)



### Device

- ▶ Logo
- ▶ Color



### *What will not be branded*

#### Partner operations dashboard

- ▶ Colors
- ▶ Icon and illustration styles
- ▶ User interface elements, for example: rounded corners on buttons
- ▶ Fonts/typography

#### Customer dashboard

- ▶ Icon and illustration styles
- ▶ User interface elements, for example: rounded corners on buttons
- ▶ Fonts/typography

#### Mobile apps (iOS and Android)

- ▶ Icon and illustration styles
- ▶ User interface elements, for example: rounded corners on buttons
- ▶ Fonts/typography

#### Device

- ▶ Fonts/typography
- ▶ Text and logo position
- ▶ Mounting position image

#### Other

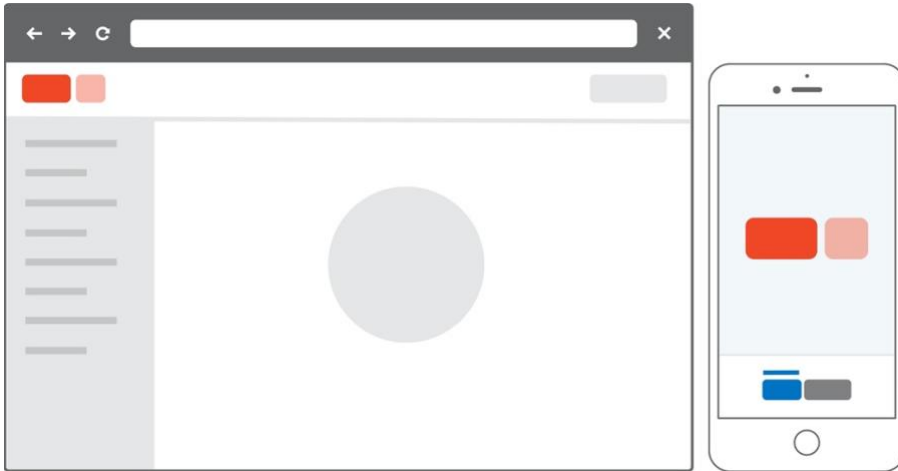
- ▶ Packaging and collateral, for example: installation manual (*guidance will be provided by ADI*)

## Assets required

### Logo

#### *Logo requirements*

- ▶ Full logo: in vector format (.ai, .eps, .pdf, or .svg file)
- ▶ Logomark: in vector format (.ai, .eps, .pdf, or .svg file)

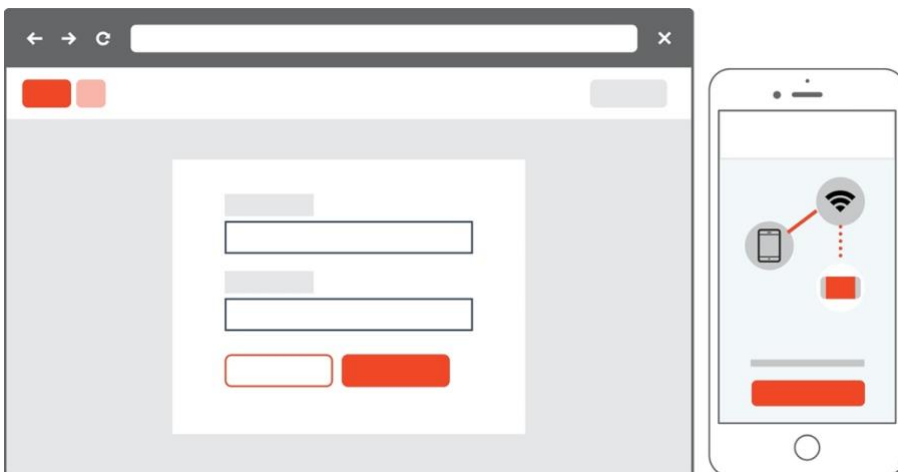


*Logo placement examples*

### Brand guidelines

#### *Brand requirements*

- ▶ Brand colors: primary and secondary (*required*), additional colors (*optional*)
- ▶ Examples of your brand applied to digital products
- ▶ User Interface design guidelines (*optional*)



*Branding examples*

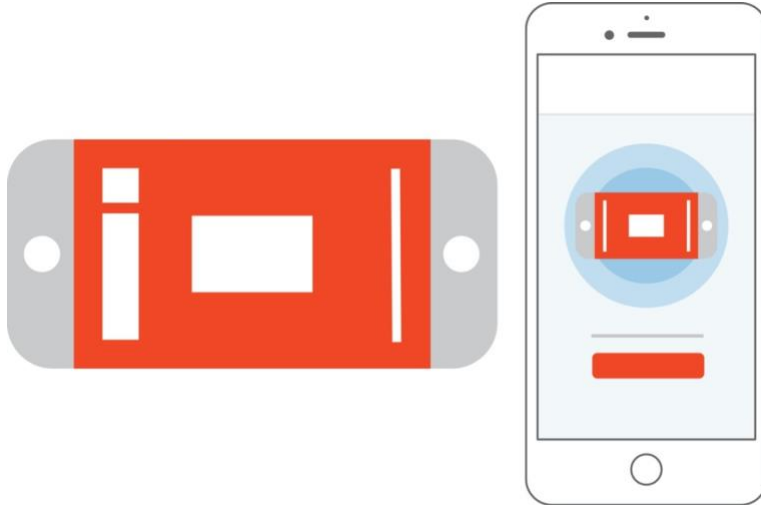


## Device enclosure

### *Device enclosure guidelines*

We will support you in designing your device enclosure by updating the color and logo. For this, we will need:

- ▶ Primary device color: Pantone or RAL code
- ▶ Logo to be printed on device: in vector format (.ai, .eps, .pdf, or .svg file)

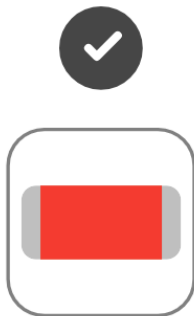


*Device enclosure examples*

## Names and content

### *General names*

- ▶ Company name (for example: Analog Devices Inc.)
- ▶ Marketing website (for example: [www.analog.com](http://www.analog.com))
- ▶ App name: we recommend a maximum of 13 characters, so the name is not truncated (for example: OtoSense SMS)



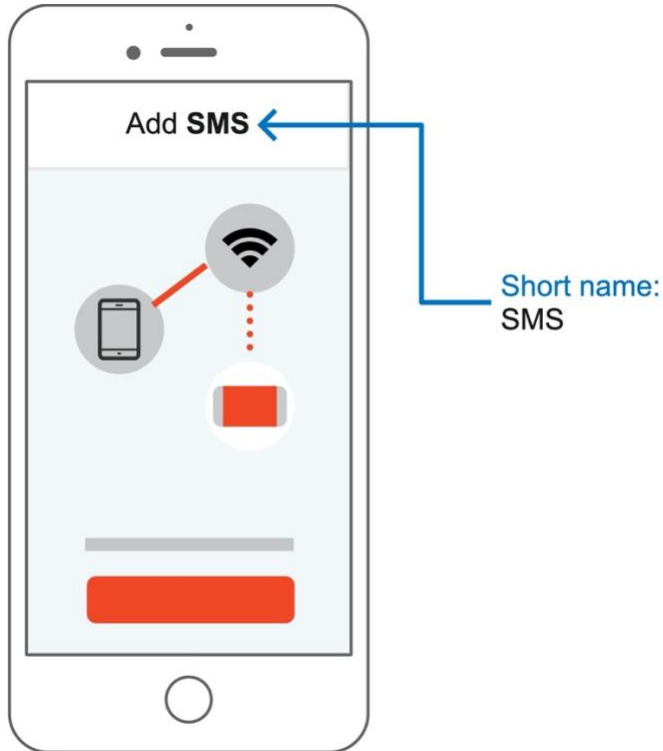
**OtoSense SMS**  
*Short app name example*



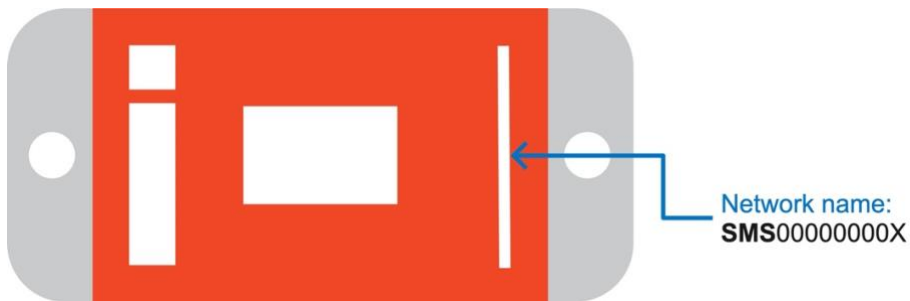
**OtoSense Sm...**  
*Long app name example*

**Device names**

- ▶ Full name (for example: Smart Motor Sensor)
- ▶ Short name (for example: SMS)



- ▶ Device network name (for example: [SMS] [serial number])



## App marketplace details

### Short description

- ▶ Use our template or create your own:

#### Template:

*With ADI OtoSense SMS you can:*

- *Configure the ADI OtoSense Smart Motor Sensor (SMS) to connect to your facility WiFi*

### Long description

- ▶ Use our template or create your own:

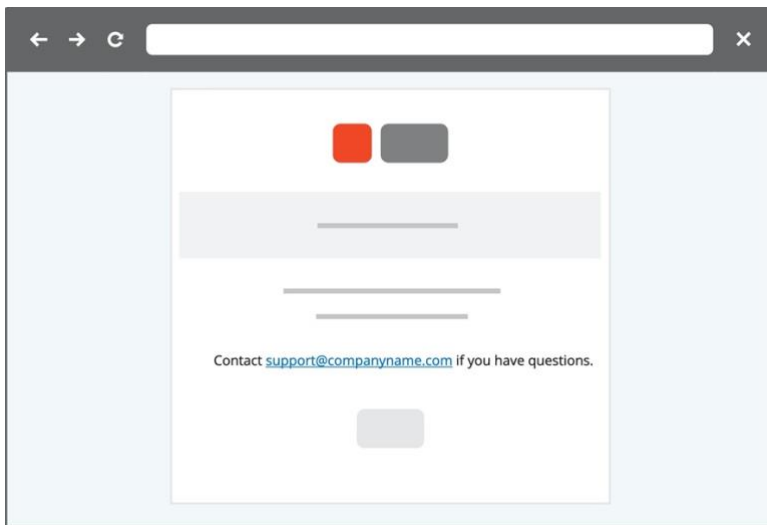
#### Template:

*With ADI OtoSense SMS you can:*

- *Configure the ADI OtoSense Smart Motor Sensor (SMS) to connect to your facility WiFi*
- *Check the parameters and conditions of your motors*
- *Receive alerts when motors are in or near fault conditions*
- *View plots and charts captured by the SMS, including Vibration RMS, Time Waveform and FFT*

## Email addresses

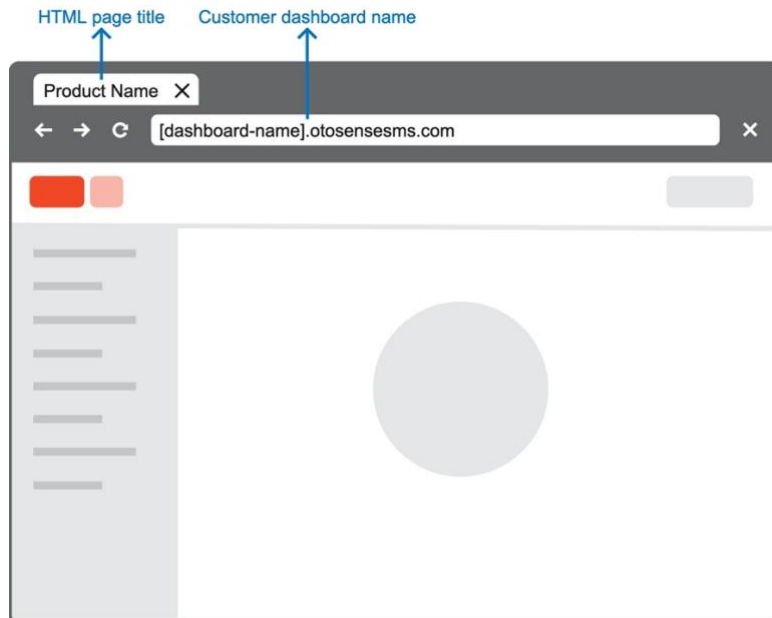
- ▶ Email address for customers to contact you (for example: [support@companyname.com](mailto:support@companyname.com))



## URLs

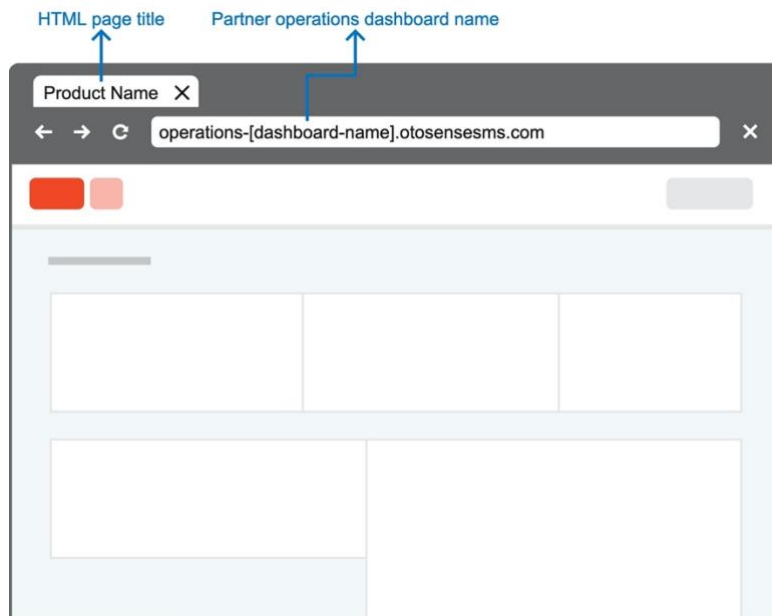
### Product URLs

- ▶ HTML page title: name that shows on browser tab, for example: *[Product Name]*
- ▶ Customer dashboard name: *[dashboard-name].otosensesms.com*



### Customer dashboard names

Please note, your partner operations dashboard name will be:  
*operations-[dashboard-name].otosensesms.com*



### Partner operations dashboard names

### ***Additional URLs***

- ▶ App support page URL: requirement for iOS App Store
- ▶ Terms and Conditions page URL: requirement for iOS App Store (*optional*)

## Next steps

Send the requested assets to your ADI OtoSense SMS contact.