

# Marketing guidelines

**RÖSHULTS**

## INTRODUCTION

A trademark can be a name, a logo, or even a slogan—any word, symbol, or device used to identify a company's products or services and distinguish them from those of other companies. Because trademarks are essential in building strong brands, they are extremely valuable assets. It is important that you use Röshults trademark carefully to avoid customer confusion and to protect the valuable investment Röshults has made in its trademarks.

Markets change and evolve, and so will we. To make sure that these guidelines are always meeting the requirements of our customers and the market, this document will be continuously updated and reviewed once a year.

Product folders and pictures can be downloaded from Röshults Marketing Toolbox at [www.roshults.com](http://www.roshults.com).

## GENERAL GUIDELINES

Our customer is well educated, has an income above average and settles for nothing less than perfection. We promise excellence and we are confident in our approach. Our customers know that we sell extravagant products, there is no need to tell it to their face. Instead, we approach the market by presenting the lifestyle associated with an outdoor kitchen from Röshults.

## IMAGERY

When speaking of Röshults, the text should be displayed together with, or next to, a picture. All images in the Röshults Marketing Toolbox are approved and free to use. Dealers are however free to make own pictures as long as the following guidelines are met:

- The surroundings should be tidy and lavishly furnished.
- The pictures should express an extravagant way of living, the dream of a perfect life with nothing left to desire.
- It is important that the products are presented correctly. Damaged or dirty products, or products that have been used for a period of time should not enter the spotlight.

### WHEN DISPLAYING RÖSHULTS, AVOID THESE MISTAKES:

- Do not place type or graphics on a Röshults product photo. Do not disrupt or crowd the product image.



- Use images at a size that displays clearly and with high resolution. The image shown below demonstrates the blurriness that occurs when an image is displayed at a size that is too large for the digital resolution of the photo.



- Never edit, manipulate or change an image provided by Röshults.
- Never place a violator on an Röshults product image. Violators and other graphics can be described in text.



**TONE OF VOICE**

Writing is branding, and therefore it is important that the tone of voice guidelines are met when presenting Röshults. We are confident, but we have a laid back approach in marketing and speak to the end consumer directly, using "you" and "we". We do not force our products aggressively with screaming exclamation marks and "last-chance"-deals. We have fantastic products, and the approach is to offer our customers to join the lifestyle.

We sell the idea of the perfect outdoor kitchen.

**PRICE POLICY**

Our products are not selling because they are cheap. We have built our brand on advanced technology packaged in extravagant design and exclusive materials. We are not, and will never be, a brand that do business by having a sale at a reduced prices.

Röshults products should not be presented with any kind of discount communication. The prices should never be presented together with a "%", no red numbers and crossed-out "original price", no minus signs and we do not use words as "campaign", "deal" etc. to promote our products. The price is not the selling point, therefore it is not the focus in advertising.

**SHOWROOM**

To present Röshults products requires space and commitment. We prefer that the products are shown in their right environment – outdoors, but when this is not possible indoors is acceptable. When displaying products outdoors, the products needs to be protected to preserve its new finish. Wipe them off if they get wet, store them under covers during night time and handle the products carefully to protect it from scratches and other damages.

**AVOID THESE MISTAKES:**

- Do not present furniture from other brands in direct contact with Röshults products.
- Do not put big price tags or red sales information on our products.
- Do not furnish the display, except the visual merchandise kits acquired from Röshults.

**LOGOTYPE**

- Do not alter the shape, proportion, color or orientation of the logos. Keep them black and white, and only as they appear below.
- If placed on a picture, the logo should be placed so that it is clearly visible.
- Provide at least as much padding around the logo as what we've displayed below. This helps our logo appear clean and uncluttered.



