

# MARKETING TRAINING

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## 1. Graphics chart

As a certified Econokit's partner, you must use our graphics standards.



It is strictly forbidden to modify the name of the brand Econokit or to sell Econokit products under a different name. **The resellers that will not respect this rule will be crossed off our approved partners' list and won't be allowed to sell our products.**

In order to maintain coherence in our communication from the entities and sub-entities linked to Econokit, we provide you with the Econokit graphics chart that you must use for all your graphic and written communication.

Font: Calibri

Pantone's color chart:

**Green :**

**R151 V191 B13**

**C50 M0 J100 N64**

**#97BF0D**

**Grey :**

**R126 V127 B129**

**C0 M0 J0 N64**

**#7E7F81**

**Grey :**

**R160 V162 B163**

**C39 M29 J30 N8**

**#a0a2a3**

Any text or image inlay on provided visuals from our company is subject to approval from our services.



You can send me all your graphic elements for preliminary confirmation at [valentine@econokit.fr](mailto:valentine@econokit.fr) before publication.

Our marketing team will get back to you within one business day to approve your visuals or to advise you.

## 2. The communication set up by Econokit

Econokit is supported by the communication agency 1R2COM based in Paris, which is in charge of Econokit's communication in France: TV reports, radio interview, publications in the general and specialized (car/truck) press.



We also have a [Facebook](#) page. You can find users' experiences, ask questions and have access to numerous examples of installations on vehicles of different categories.

Econokit France



You will now be able to join us on Twitter to ask us all your questions and interact with us as well as all the other Econokit's users throughout the world

@EconokitFR

## 3. Conclusion

The entire Econokit's team welcomes you in our network! We believe in the synergy of our two companies and in the necessity to work hand-in-hand in order to offer quality products and services to your customers.

Your know-how as a certified partner will allow you right away to propose an ecological and affordable product to your customers and future customers so that they personally contribute to reduce their emissions of polluting gases.

Together, make our world greener and cleaner with Econokit!