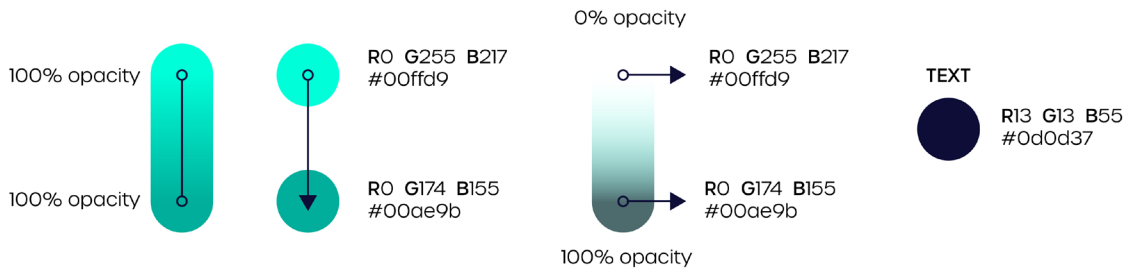


KORELOCK BRAND GUIDELINES



INTRODUCING THE KORELOCK PARTNER PROGRAM

By working with partners, KoreLock® becomes a catalyst for product innovation. We treat all partners as equals, and we aim to support our common goals while maintaining neutrality and transparency in our marketing.

Transparency in partner marketing means being clear about when a message is from KoreLock versus from a partner, as well as being clear about the relationship between KoreLock and the partner. It can be tempting to mix elements from both brands—like colors from both palettes, and a template from one brand with fonts from the other. But this results in muddled branding that’s less credible to customers and can also require longer design and approval times on both sides of the partnership. Instead, always establish a lead brand for each marketing asset.

Use these co-branding guidelines and brand standards to determine which brand is in the lead and how to produce marketing materials accordingly. If these co-branding guidelines conflict with a separate written agreement, the separate written agreement prevails.

USE OF THE KORELOCK LOGO MARKS IS NOT PERMITTED UNLESS EXPRESSLY AUTHORIZED IN WRITING.

GENERAL GUIDELINES ABOUT KORELOCK LOGO USAGE

Design and usage standards ensure the KoreLock Logos and brand are instantly recognized no matter how, where, or by whom they are used. Whether you are engaging in partner-led, KoreLock-led, or co-branded marketing, please avoid making edits to or using variations of the KoreLock Logo Marks, including the variations shown below:

DO NOT stretch the logo.



DO NOT use the logo at an angle.



DO NOT create a pattern out of the logo.



DO NOT create use a greyscale version of the logo or one-color version of the logo.



Additionally, the attribution clause "[List of marks] is/are [a] trademark[s] of KoreLock, Inc., registered in the United States and other countries" and the registered trademark "KoreLock® Inside" should accompany use of the KoreLock Logo Marks wherever possible.

CO-BRANDED LOGOS: HOW TO USE

Partners should use the KoreLock Logo Marks in their own co-brand template following their brand standards. Ensure that the KoreLock Logo Marks is not modified in any way and has enough clear space, which is always relative to the size of the logo. When a co-brand is led by the partner, the partner's logo should always be first—this makes it clear to our customers which company is leading the marketing effort.

KoreLock Inside Logo Mark and Partner Logos

KoreLock provides its partners with two 'KoreLock® Inside' Logo formats, landscape and portrait.



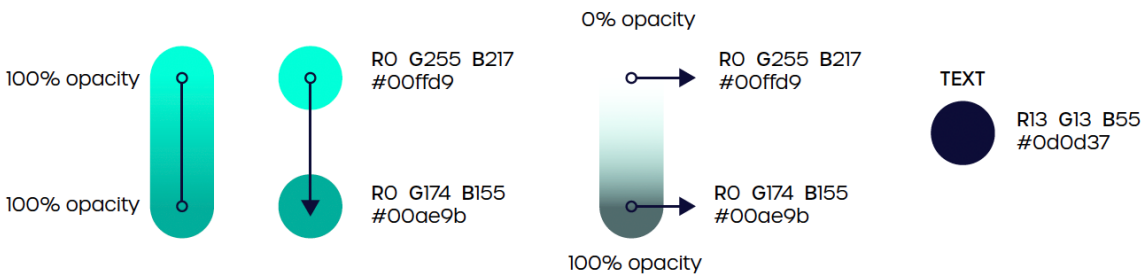
KoreLock Brand Colors

KoreLock partners may use our brand colors in their website landing pages and promotional materials. KoreLock’s web colors are:

KoreLock Green (Primary)	R0 G174 B155	#00ae9b
KoreLock Green (Highlights)	R0 G174 B155	#00ae9b
KoreLock Blue (Text)	R13 G13 B55	#0d0d37

KoreLock’s print color CMYK values are below.

WEB



100% opacity

100% opacity

0% opacity

100% opacity

R0 G255 B217
#00ffd9

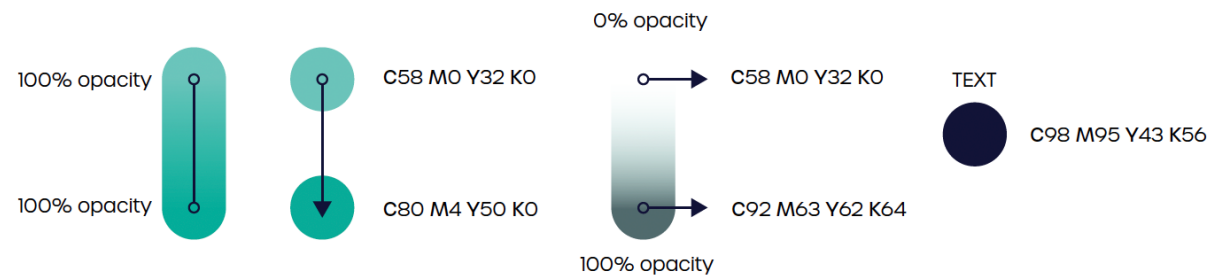
R0 G174 B155
#00ae9b

R0 G255 B217
#00ffd9

R0 G174 B155
#00ae9b

TEXT
R13 G13 B55
#0d0d37

PRINT



100% opacity

100% opacity

0% opacity

100% opacity

C58 M0 Y32 K0

C80 M4 Y50 K0

C58 M0 Y32 K0

C92 M63 Y62 K64

TEXT
C98 M95 Y43 K56

PARTNER-LED MARKETING WITH ‘KORELOCK® INSIDE’ LOGO

When a customer sees partner-led marketing material, it should be easy for them to tell that it’s coming from the partner, not KoreLock. That means it should look like the partner’s other ads or marketing materials, including the fonts, colors, imagery, and messaging.

Partner-Led Marketing Co-branded Logos: Do This

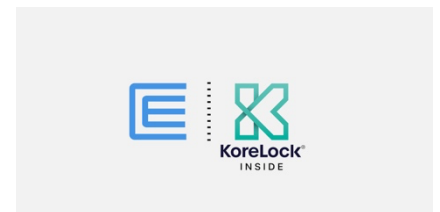
The KoreLock Inside Logo should appear second in any co-brand logo lockup and can be referenced in the headline and copy. The following are examples of how a partner might use the KoreLock Inside Logo in their own co-branding style.



✓ **Do this:** Example co-brand using a tall vertical bar to divide the logos.

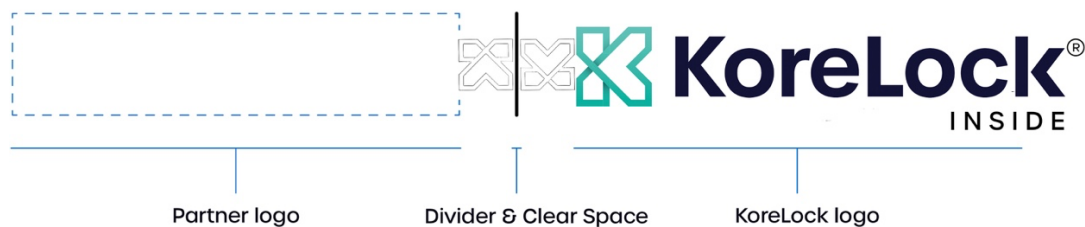


✓ **Do this:** Example co-brand using a plus sign to divide the logos.



✓ **Do this:** Example co-brand side-by-side the partner and the KoreLock portrait logos.

If the partner does not have standards or a template for creating a co-brand logo, they can use this layout to create one.



✓ **Do this:** Add the partner’s logo in the box to the left and align the right side of the logo with the “K” guideline so that both logos are equally spaced around the divider. Ensure that the partner’s logo is the same visual weight as the “KoreLock® Inside” Logo.

Partner-Led Marketing Co-Branded Logos: Things to Avoid

Regardless of the co-branding style used, always use the KoreLock Inside Logo correctly and avoid the following mistakes.



X Not This: Do not use the KoreLock Logo first when the partner is the lead brand.



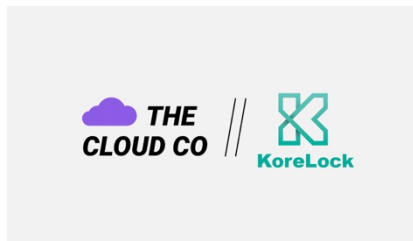
X Not This: Do not use the KoreLock K Logo alone or in a co-brand lockup.



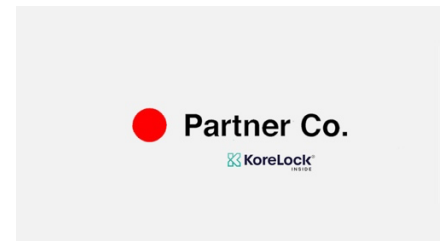
X Not This: Do not use the KoreLock Inside Logo in grayscale



X Not This: Do not crowd logos by using too little clear space.



X Not This: Do not use a one-color KoreLock Logo.



X Not This: Do not use unequal sized logos or smaller KoreLock Inside Logo



X Not This: Do not use an endorsement logo to represent a partnership with KoreLock.



X Not This: Do not use KoreLock brand assets or try to mimic or reproduce the KoreLock brand.



X Not This: Do not change the size of a KoreLock Logo, change the size of the components which make up the logo, or add more text.

Partner-led Co-Brand Messaging

There will be instances when the partnership with KoreLock needs to be communicated beyond logo placement. Any partner-led content that's written about a partnership with KoreLock should comply with the KoreLock Trademark Policies and Guidelines (available here: <https://korelock.com/trademark-policy>). Below is additional guidance on use we are commonly asked about.

- Reference the partnership with KoreLock based on who is the lead brand. If the marketing is partner-led, the content should be written in a way that indicates that the partner is leading the marketing effort in collaboration with KoreLock.
- Recognize that there is a distinction between "products" and "solutions" when communicating to customers about a partnership. KoreLock products are just that—products. But combining a KoreLock product with a partner's offering(s) creates a solution. When referring to what the partner is offering in addition to KoreLock's product, please use the term "solution."
- Follow the KoreLock Trademark Policies and Guidelines. The first or most prominent mention of the KoreLock Word Marks on a web page, document, packaging, or documentation must be accompanied by a symbol indicating the KoreLock Mark is registered trademark symbol ("®") (e.g., KoreLock®). The registered trademark symbol is only required on the first use of "KoreLock" in the copy. The symbol is not necessary when using "KoreLock" to describe the company or in the second appearance in an article or paragraph.
- Do not abbreviate the KoreLock Marks for customer-facing materials. For example, please use KoreLock®, never Kore.
- The following copy blocks have been created as modular tools for communicating about a KoreLock partnership. Use these examples as a guide when creating materials like website copy, press releases, social media promotions, sales enablement, thought leadership content, or slide decks. They can be used verbatim—with the partner's information incorporated—but we encourage the use of these blocks as a foundation for using the partner's tone, style, and language preferences.

General partner communications:

[Partner company's name] has been a valued KoreLock® partner for [number] years. Together, our [product/capability/service] along with KoreLock's patented technology and expertise help our customers to innovate, differentiate, and deliver.

For partners that sell Smart Locks with 'KoreLock® Inside':

[Partner company's name], a [what the partner company does], is a proud partner of KoreLock®, the world's leading provider of embedded IoT Smart Lock technology. For [number] years, we have enabled our customers with locking devices with KoreLock Inside and access control solutions by providing the right product options, mobile apps, and expertise.

For partners that build hardware or software solutions with 'KoreLock® Inside':

[Partner company's name] builds [what the partner company builds] that operates on the KoreLock® embedded IoT Smart Lock technology. As a KoreLock partner for [number] years, our products are certified on KoreLock patented technology platforms, which means, together, we provide consistent, interoperable, and supported solutions that our customers can deploy with confidence.

[Partner company's name], a [what the partner company does], is a proud partner of KoreLock®, the world's leading provider of embedded IoT Smart Lock technology. For [number] years, we have empowered customers with KoreLock Inside through branded and white-label locking devices, and managed service offerings including mobile apps, cloud-to-cloud APIs, training, and technical resources.

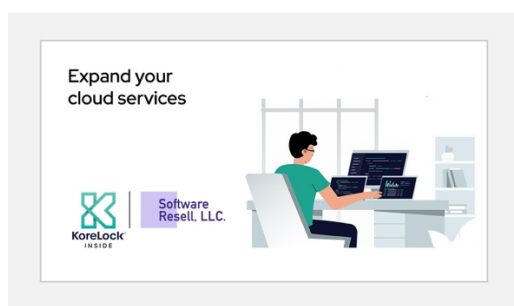
KORELOCK-LED MARKETING

When KoreLock is the lead brand, that means the co-branded materials should look and sound like they came from KoreLock. Use our fonts, templates, and color palette—just like any other KoreLock marketing material. It should always be clear that KoreLock-led materials are coming from KoreLock, not from the partner. When KoreLock is in the lead, we are responsible for creating the marketing materials, getting the necessary approvals from the partner, and representing our brand well and accurately.

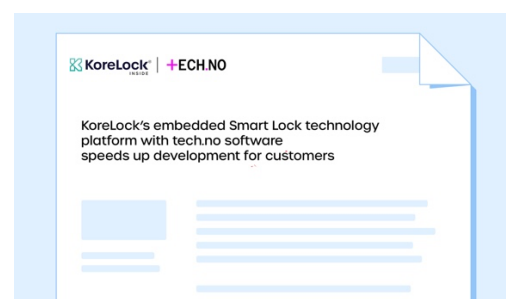
When we create co-branded marketing material with our partners, our top priority is maintaining the integrity of the KoreLock brand and the trust we’ve built within the marketplace. It should always be clear to the marketplace when an asset is coming from KoreLock.

KoreLock-Led Marketing Co-branded Logos: Do This

The partner’s logo should appear second in the co-brand lockup and can be referenced in the headline and copy. Do not incorporate the partner’s colors, brand elements, or voice into KoreLock-led marketing materials.

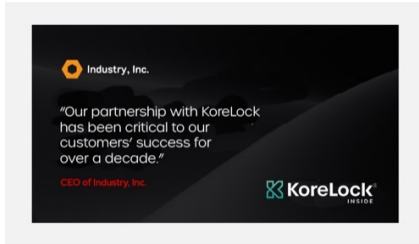


✓ **Do this:** Ad featuring a KoreLock-led co-brand with KoreLock visuals, fonts, and color palette.

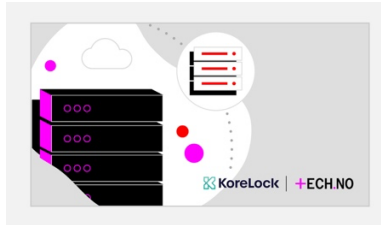


✓ **Do this:** Use KoreLock fonts, design language, and messaging with the co-brand at top.

KoreLock-Led Marketing Co-branded Logos: **Things to Avoid**



X Not This: Do not put the partner’s logo first or use the partner’s co-brand style when KoreLock is the lead brand.



X Not This: Do not mimic or reproduce the partner’s brand or mix elements from the partner’s brand with the KoreLock brand.



X Not This: Do not use a partner’s brand colors or try to color-code materials for different partners.

REMINDER: Some partners may prefer to create their own version of certain assets, so that they can be more consistent with their other branded materials. We support that approach so long as these assets adhere to the present guidelines and any other pertinent guidelines, and the “partner-led” portion of this guide includes resources to ensure they’re using our brand and logo appropriately.