

# PRODUCT ADVERTISING GUIDELINES



# PRODUCT IMAGES

All imagery used for promoting Teltonika Energy products must be acquired from official sources:

[Product photos for WEB](#) 

[Product renders for WEB](#) 

[General Photos & Visuals](#) 

Product images should not be sourced from Google or any other search engine.

Product images in e-commerce advertisements must represent the exact product offered.

Product images must be of good quality and be used without compression.

## GOOD EXAMPLES



✓ Photos must be of good quality.



✓ Use only the newest photos.



✓ Use single-colour clear background.

## BAD EXAMPLES



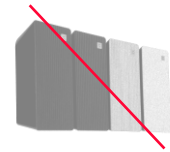
### MULTIPLE PHOTOS

Use a solid white or black background consistently across multiple photos in product lists.



### IMAGE DISTORTION

Do not rotate, flip or compress product photos.



### IMAGE SIZE AND RESOLUTION

Use high resolution images at a size that clearly displays the product.

**NEW PRODUCT**  
**EVER**



### TEXT ADDITIONS

Do not place any text or graphics on top of product photos.



### VIOLATORS

Do not place violators of any kind on top of product photos.



### BACKGROUNDS

Do not use visually-busy, cluttered, or multicolored background.

OFFICIAL TELTONIKA ENERGY YOUTUBE CHANNEL ✓



TELTOCHARGE. EASY,  
SMART AND RELIABLE EV...



TeltoCharge North America  
journey starts soon



TeltoCharge App guide (Global  
version)

UNOFFICIAL YOUTUBE CHANNELS ✗



# Videos

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Product and educational videos must not be taken from unofficial YouTube channels or other sources.

Videos must be embedded from official Teltonika Energy YouTube channel:

[YouTube Channel](#) 

# PRODUCT INFORMATION IN THE E-SHOP

Product information used in E-shop must be acquired from official sources:

[PRODUCT INFORMATION](#) 

## GENERAL

### PRODUCT NAME

A product's name must be correct and correspond to its name in official Teltonika Energy website. Product names must be accompanied by the brand name of Teltonika Energy.

### PRODUCT DESCRIPTION

The product description must not include any information not present on the product page of the Teltonika Energy website. The description must be up-to-date and clearly written. It must not mislead the reader about the functions or capabilities of the product.

### PRODUCT SPECIFICATION

The product specification must be up-to-date and taken verbatim from its product page on the Teltonika website, without additions or removal of information. The specification must be available in text form – not image form, and be clearly separate from the product description. If translated, the translation must correctly represent the original text.

## GOOD EXAMPLES

**EVC111 TELTOCHARGE STATION, 11KW, TYPE2 5M CABLE, WIFI, BLUETOOTH, NFC, IP55**

✓ Product title include Product name and Technical details.

**TELTONIKA ENERGY TELTOCHARGE TYPE 2, 3 PHASE, 16 A, 11 KW, SLATE GREY**

✓ Product title include Company name, Product name and Technical details.

## EXAMPLES OF INCORRECT USAGE

**Teltonika Car Type 2 Ac Ev Charger 7.4 KW**

✗ Product name is missing. Mentioned not full name of company.

**Type 2 Ac Ev Charger 7.4 KW**

✗ Product and company name is missing. Not enough technical data

# LOGOS IN THE E-SHOP

Use of Teltonika Energy logos must meet the following requirements:

- The logos must be clearly visible and identifiable.
- Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.
- The Teltonika Energy logo should never be smaller than 70px in digital or 20mm in print.

[LOGOS](#) 

## GOOD EXAMPLES



- ✓ Teltonika Energy logo is used in context of Teltonika Energy product.



- ✓ The primary Teltonika logo is used in the context of products from multiple Teltonika companies.

## EXAMPLES OF INCORRECT USAGE



- ✗ You must not place the logo on a visually-cluttered or patterned background.
- ✗ You must not make the logo transparent.
- ✗ You must not rotate, animate, or manipulate the logo in any way.
- ✗ You must never use the text of the logo without the icon part.

# MARKETING MATERIALS

All promotional materials used to promote Teltonika Energy products must be acquired from official source:

## MARKETING MATERIALS

Marketing images must be of good quality and be used without compression, scaling, editing, or any other form of visual manipulation.

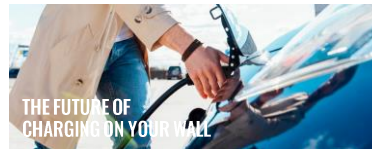
### GOOD EXAMPLES



- ✓ Correct font and color separated from the product image.



- ✓ Professional look without changes



- ✓ Image is suitable for its context.

### EXAMPLES OF INCORRECT USAGE



- ✗ Incorrect font and colors.



- ✗ Poor readability due to low contrast between text and background.



- ✗ Image is unsuitable for its context.



If you need additional information,  
feel free to get in touch with our  
marketing team.

