

MARKETING GUIDE

coloQuick's global appearance and visual identity is streamlined on all platforms – please follow this guide.

Web:

- coloQuick has an official company website which is run by coloQuick.
- The dealer has to make a coloQuick landingpage on the dealer's own website.
- The dealer's website must contain only official material sent by coloQuick.
- coloQuick will then make a language specific version of the coloquick.com website.
- A text document will be sent to you by the marketing department and it is your responsibility to translate it correctly into your market language and return to sender.
- The text will be implemented on a language specific version for your market on www.coloquick.com.

Facebook

- coloQuick is represented by one company page on Facebook which is run by coloQuick.
- Global content can be seen in all countries but if certain content is produced in native language it will only be visible for this country.
- After we have posted the content on our coloQuick page, the dealer should share it on their own page.
- Send relevant content to some@coloquick.com:
 - Testimonial photos or video footage
 - Photos or video footage from fairs
 - Photos or video footage from farm visits
 - Photos or video footage from coloQuick delivery
 - Relevant articles
 - Etc.

LinkedIn

- coloQuick is represented by one company page on LinkedIn which is run by coloQuick. Global content can be seen in all countries but if certain content made in native language it will only be visible for this country.
- Send relevant content to some@coloquick.com:
 - Testimonial photos or video video footage
 - Photos or video footage from fairs
 - Photos or video footage from farmvisits
 - Photos or video footage from coloQuick delivery
 - Relevant articles
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