

# Guidelines for ordering marketing materials

Guidelines for ordering marketing materials for partners across different customer segments.

**Note:** Roll-ups and posters cannot include a logo unless they are unique, fully branded materials specifically for XL customers. Exceptions may be made following a discussion between the Sales Manager and the Marketing Manager.

## Folder and Window Decal

	XL	L	M	S
Without Partner logo	✓	✓	✓	✓
With Partner logo	✓	✓	⊖	⊖
Completely unique and branded material	✓	⊖	⊖	⊖

## Roll-up

	XL	L	M	S
Without Partner logo	✓	✓	⊖	⊖
Completely unique and branded material	✓	⊖	⊖	⊖

## Poster

	XL	L	M	S
Without Partner logo	✓	✓	✓	⊖
Completely unique and branded material	✓	⊖	⊖	⊖

## Digital Material

A digital basic package is available to all our customers and can be downloaded from the media portal.

	XL	L	M	S
Car ad image (for e.g Blocket, Finn, etc.)	✓	✓	✓	✓
Slideshow for TV screen in showroom	✓	✓	✓	✓
Text templates for Partner web	✓	✓	✓	✓
Branded digital material for Partners	✓	✓	⊖	⊖
Completely unique and branded material.	✓	⊖	⊖	⊖



If you have questions about marketing materials or orders, feel free to send an email to [marknad@autoconcept.se](mailto:marknad@autoconcept.se).