



Powered by FIN Framework User Guide 2023

[J2innovations.com](https://www.j2innovations.com)

www.j2innovations.com



Powered by
FIN
Framework

J2INNOVATIONS
A Siemens Company

Powered by FIN Framework logo

- use cases



Using 'Powered by FIN Framework' logo

The Powered by FIN Framework logo is highly recommended in all partner communications related to the software application and on the partner hardware, including:

- Your company website
- Your social media posts
- On your digital communication: newsletters, customer emails
- In your PR activities: articles, press releases, announcements
- In your collateral: brochures, flyers and more
- On your hardware applications.

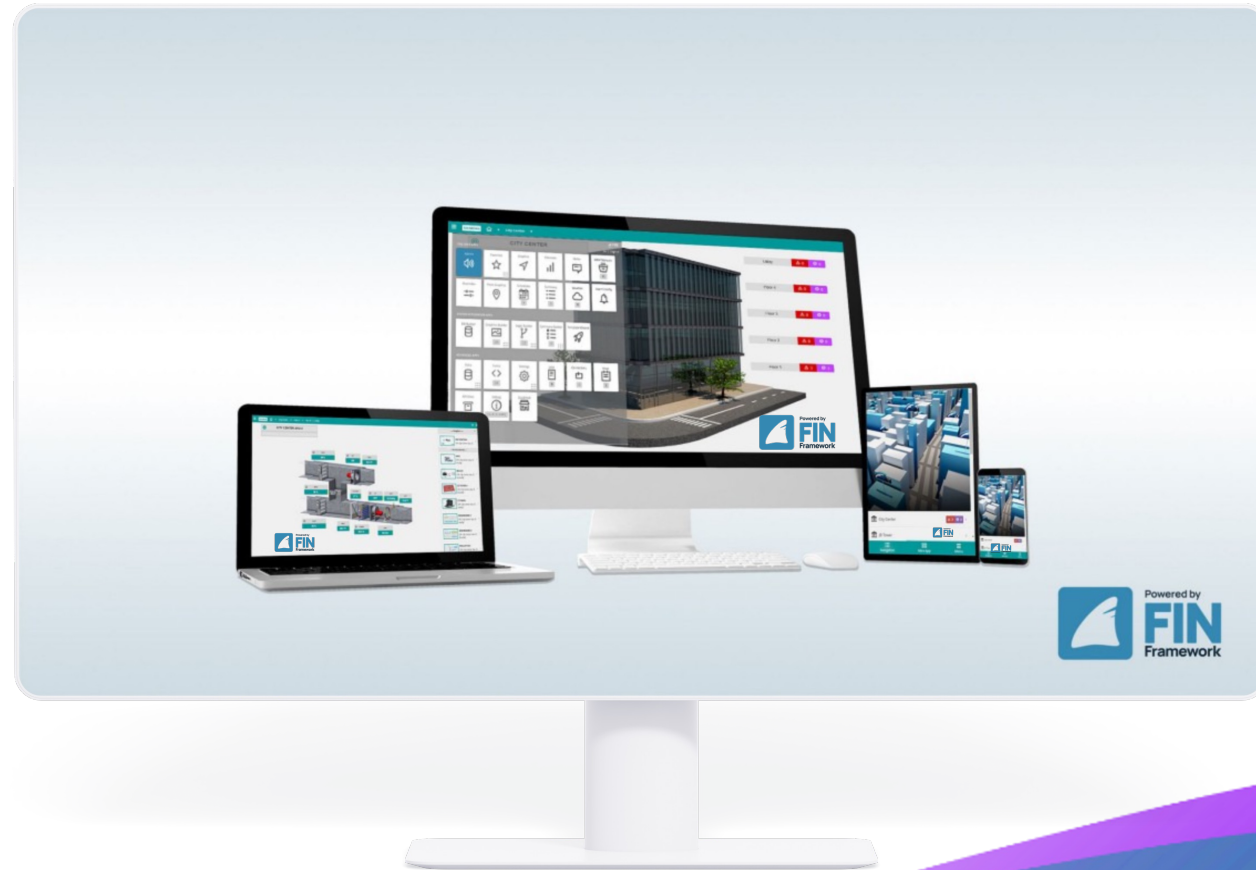


Your company website

You can create visuals that include 'Powered by FIN Framework' on your company website

Your landing page matters!

If you decide to use the 'Powered by FIN Framework' logo on a landing page dedicated to your products and technology, make sure it also links to our website: www.j2innovations.com



Your digital posts

When creating social media posts or a newsletter, you're welcome to use the 'Powered by FIN Framework' logo on your visuals

We're social!

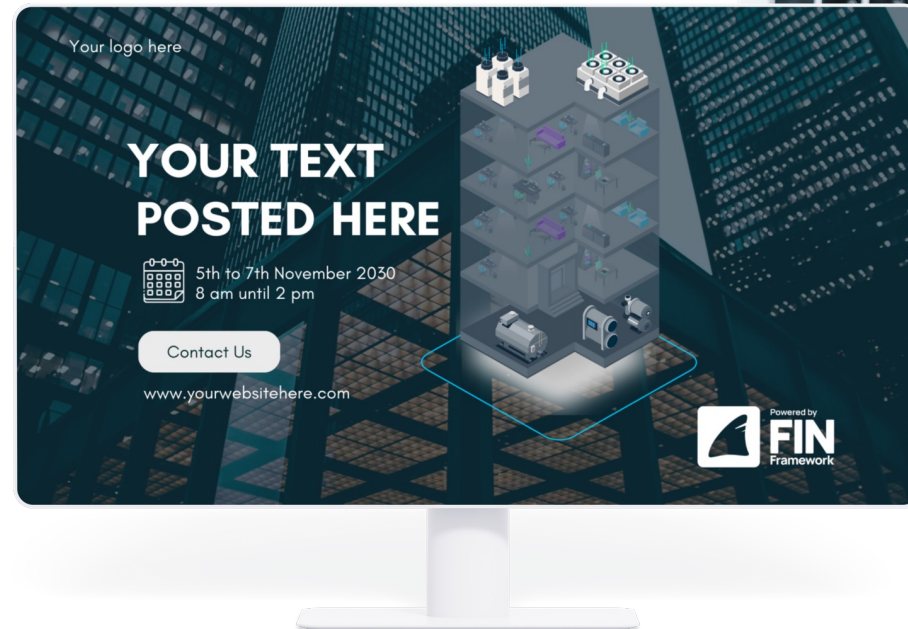
Tag us in your post to increase exposure. We're happy to reshare, comment and like your posts that mention us.



j2-innovations



@J2Innovations



PR

Use the 'Powered by FIN Framework' logo on visuals that go together with your press articles and announcements.

Reach out to us!

Contact us for a quote or testimonial when creating a press release or an article. Our technology experts will gladly provide you with a technology statement.



Collateral

Place the 'Powered by FIN Framework' logo on your brochures, flyers, posters or event screens.

Don't forget to link!

If you're using the digital version of your brochure or flyer, please don't forget to link the logo to our website: www.j2innovations.com

Our Products

About J2 Innovations

J2 Innovations use the latest technology and best-in-class applications to simplify smart buildings, smart equipment, and IoT. Our state-of-the-art FIN Framework is fully-adaptable and can be seamlessly integrated to create an undeniably valuable offering, bespoke to each of our partners.



YOUR LOGO

here



A Siemens Company

Our Partner - J2 Innovations

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YOUR LOGO

here



Our offer brochure

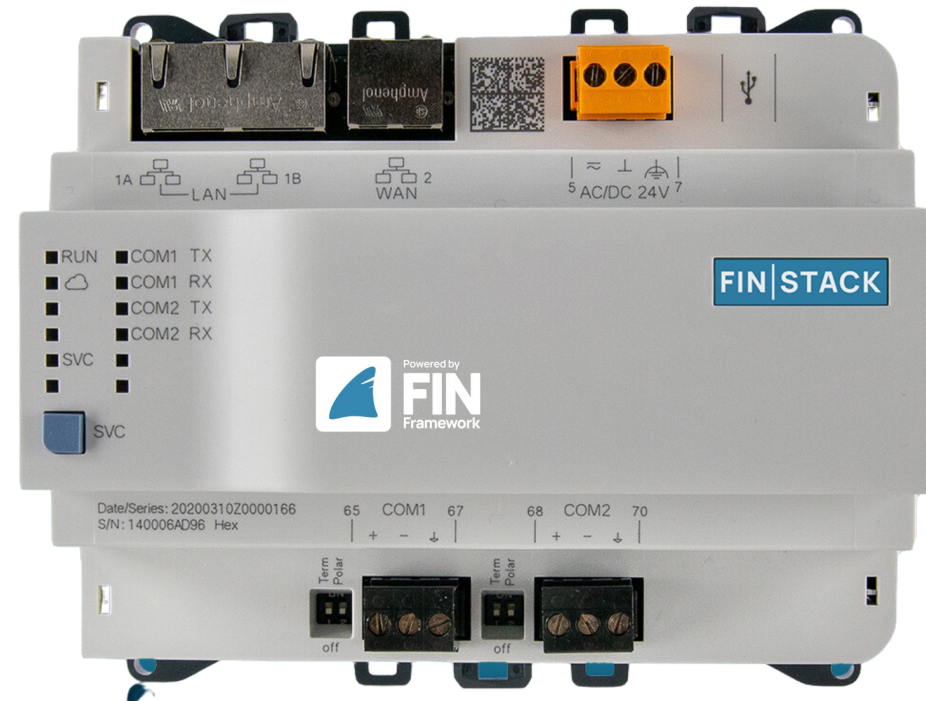
01/2023

Hardware applications

Place the 'Powered by FIN Framework' logo on your hardware application.

Expand beyond digital

Digital placement is crucial for expanding your brand awareness, but don't forget about your hardware application. Place the 'Powered by FIN Framework' logo on the hardware as a sticker or digital print.



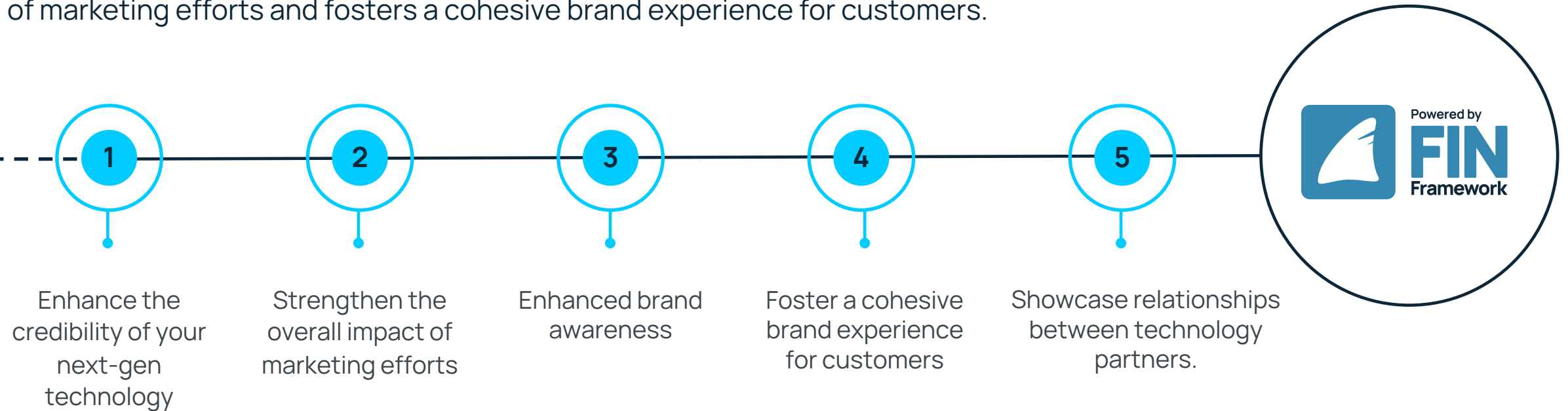
Powered by FIN Framework

- Benefits



Benefits of using 'Powered by FIN Framework' logo

Co-marketing creates a win-win scenario for us as technology partners, allowing both parties to achieve mutual goals and objectives. By combining forces, and utilizing joint marketing channels, we can increase brand visibility among a broader audience and enhance credibility. This synergy helps strengthen the overall impact of marketing efforts and fosters a cohesive brand experience for customers.



Powered by FIN Framework

- Guidelines



How to use 'Powered by FIN Framework' logo

01 The full-color positive version of the logo should only ever sit on either a white or the specified Light Grey background.

02 The full-color, reversed out logo should only ever sit on the specified Deep Blue background.

03 The positive monochrome versions should only ever sit on a light background.

04 The reversed monochrome versions should only ever sit on a black background.

01



02



03



04



How to use 'Powered by FIN Framework' logo

- The Powered by FIN Framework should be placed at the bottom of the hardware making sure the exclusion zones of other brand elements are kept within recommended distance.
- The height of the logo is usually an indication of the distance between other elements.
- When applying on hardware, you must ensure the logo is positioned horizontally and the 'Powered by' text is clearly readable. The Powered by FIN Framework logo should not exceed the size of other logos already placed on the hardware.

The Powered by FIN Framework-exclusion zones

An example of a hardware application



Logo don'ts hardware application



Do not change the colors



Do not overpower other logos



Do not place vertically



Do not interfere with exclusion zones of other logos



Do not print on a colored background



Do not make the logo unreadable

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Questions?

Contact us at
marketing@j2innovations.com

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