



GLOBAL WARNING SYSTEM

GWS BRAND PROGRAM

FOR PARTNERS

JULY 2016

GWS BRAND PROGRAM

Introduction

Read, respect and follow the rules and guidelines presented here whenever you as a partner produce communication material on behalf of GWS or involving the GWS brand. It plays a lead role in building up, maintaining and protecting the GWS brand identity. A marketing toolbox containing artwork and other tools to help you produce communication material is available from GWS marketing. Do not hesitate to contact us if you need help regarding the production of any marketing material.

Logotypes

Our logos, the most visible element on all our communication material, are registered and protected as a trademarks and should be treated with the utmost respect and care.

Branding Requirements

GWS branding requirements for licensees and partners of GWS are outlined in Partner Agreement. The GWS brand program for partners is a guide for how to follow the GWS branding requirements.

The GWS logotype is the mark to be used when communicating from a company-wide aspect, or when GWS is the sender.

GWS BRAND MARK

The logotype

The GWS logotype is the mark to be used when communicating from a company-wide aspect, or when GWS is the sender. It is designed to speak of alerts and categorized warnings and information, on a global scale. As our logotype is a unique trademark that is used worldwide, and registered as such, it must not be altered in any way.

Free space

Depending on the particular communication material or medium, the logotype may be placed in any corner of a surface, or in the middle of it as in signs. But no matter where it is placed, the 50 % free space rule applies to make sure that the logotype stands out clearly from the background. See the example.



The Safeture app icons should be used for all marketing materials. The Safeture logotype is only communicated in our apps.

SAFETURE BRAND MARK

Safeture products

Safeture is our product trademark and should be used when communicating specific products or systems, for example the Safeture app.

The app icons and the logotype

When promoting Safeture products from GWS, the Safeture app icons should be used in conjunction with Safeture written in plain text. The Safeture logotype is only communicated in our apps. The preferred method of communication is an app icon to create awareness and increase traffic to the app stores, always together with app store badges or links.



COLORS

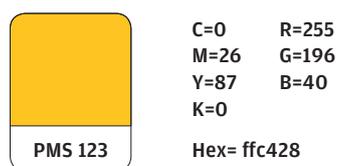
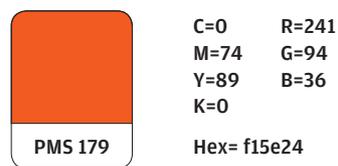
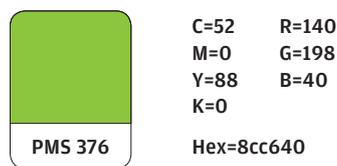
Logo color options

Ensure that the contrast between the logotype and the chosen background is high enough to maintain the integrity of the logotype and to provide good legibility.

Basic communication palette

Just as important as the design of our brand mark are the colors we use. The green color PMS 376 is the main color to use and identifies the GWS brand in marketing communications. Secondary colors PMS 123 yellow and PMS 179 red are used as complementary colors.

The Safeture brand is communicating to two different audiences; consumers and professional users. For consumers the approach is more open and light whereas the professional versions should convey a business-approach and darker color schemes. For example, displaying in-app screens on a white iPhone to consumers versus the pro version displayed on a black iPhone.



FONTS

Primary

Just as important as the design of our brand mark are the typeface we use.

Amplitude Aubi

abcdefghijklmnopqrstuvwxyåäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

1234567890

ArcherPro

abcdefghijklmnopqrstuvwxyåäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

1234567890

Secondary

Calibri is used when the primary typefaces are not available (ie. for PowerPoint and Word).

Calibri

abcdefghijklmnopqrstuvwxyåäö

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

1234567890

ATTRIBUTIONS

GWS's Trademarks

With respect to any of GWS's trademarks, product names or service names (including the GWS brand; collectively the "Trademarks"), **it is prohibited to:**

- § Take any action which will interfere with any of GWS's rights in and to the Trademarks;
- § Challenge GWS's right, title or interest in and to the Trademarks or the benefits there from;
- § Make any claim or take any action adverse to GWS's ownership of the Trademarks;
- § Register or apply for registrations, anywhere, for the Trademarks or any other mark which is similar to the Trademarks or which incorporates the Trademarks;
- § Use any mark, anywhere, which is confusingly similar to the Trademarks; and/or
- § Alter, remove or replace any Trademarks from products or documentation originating from GWS; neither from the physical products, nor from any photos or other reproductions thereof.

Marks being "similar" to the Trademarks specifically include any artwork and any mark or phrase in a non-Latin character set, where such artwork, mark, or phrase is phonetically or graphically derived from the Trademarks.

GWS Reference Statement

About GWS

Global Warning System Production (listed on NASDAQ OMX First North Stockholm as "GWS") is a Swedish-founded security company. GWS is providing a proprietary mobile- based personal security service, directly or via partners, to companies and individuals in need of safety information to protect employees and/or themselves when traveling.

CONTACT

Contact information

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