



Social Media Guidelines for Distributors



Masters of Polishing

Table of Contents

03 – Website & Domain Names

06-06 – Social Media Accounts

07 – Posts

08 – Color Proportions

09 – Colors

10 – Assets

02



Dear Valued Partner,

Thank you for supporting and promoting Lake Country products through your company's online and social media efforts. You are a valued part of our business.

Lake Country Manufacturing has established a globally known brand and we use consistent brand communications to market our premium products. We are committed to strengthening our brand and protecting our intellectual property rights.

These are our guidelines that summarize how to properly portray your relationship with Lake Country Manufacturing across your website(s) and social media channels.

The guidelines apply to all Lake Country Manufacturing retailers and distributors. By following them, you will help to protect and benefit from the strength and integrity of the Lake Country Manufacturing brand.

Please contact us if you have any questions about how to follow these guidelines.

don.sura@lakecountrymfg.com

DO

1. Register your own brand or company as the domain name:
YourCompany.com
2. Use Lake Country Manufacturing as part of your subdomain:
YourCompany.com/LakeCountryManufacturing
YourCompany.com/LakeCountryShop
YourCompany.com/LakeCountryPads
YourCompany.com/LakeCountry

DO NOT

1. Do not register domain names that contain Lake Country Manufacturing or brands that belong to Lake Country Manufacturing:
Lake Country.YourDomain.com
LakeCountryShop.com
LakeCountryPads.eu
LakeCountry.(insert)
LakeCountryMfg.(insert)
LakeCountryMfg(country).com

Social Media Accounts

Lake Country Manufacturing has a very strong social media presence, which we use to promote our brand and encourage sell-through for our distributors.



[www.facebook.com/
lakecountrymanufacturing](http://www.facebook.com/lakecountrymanufacturing)



[www.instagram.com/
lakecountrymanufacturing](http://www.instagram.com/lakecountrymanufacturing)



[www.twitter.com/
lakecountrymfg](http://www.twitter.com/lakecountrymfg)



[www.linkedin.com/
lake-country-manufacturing](http://www.linkedin.com/lake-country-manufacturing)

04



[www.youtube.com/
lakecountrymanufacturing](http://www.youtube.com/lakecountrymanufacturing)

DO

1. Register your own brand or company name as your social media account name:
@YourCompanyName
2. Create profile images, icons, and headers that are representative of your brand and company name.
3. We encourage you to share content from Lake Country on your social media accounts. Always clearly indicate that you are a reseller of LC products and prominently display your contact details.

05

DO NOT

1. Do not create or use social media accounts, usernames, icons, or pages that contain Lake Country Manufacturing.
2. Do not use variations on Lake Country; LC, LC Pads, Lake Country Mfg, or any variation that could relate to Lake Country Manufacturing:
@LakeCountryMfg_France
@LCPads
@LCpadsEurope
@LakeCountryManufacturing.sp
3. Do not use the LC social icon or any LC logo as your profile image:



Social Media Accounts

You may not create or use social media accounts that incorporate any Lake Country Manufacturing names, logos, trademarks or variations of them. Below is a good example of a proper social media account.

Instagram



autopflege24 [Follow](#) ...

324 posts 3,142 followers 274 following

Autopflege24

Internet Company

#autopflege #onlineshop und #fahrzeugaufbereitung since 2004! Handverlesene und von uns getestete Produkte großer Marken. www.autopflege24.net
www.autopflege24.net



April SON...



Sweets Ba...



MÄR SON...



Ant' Coron...



Aktionen



Eure Fragen



FEB SONA...

POSTS

IGTV

TAGGED



Distributor's company logo used for profile photo.

Distributor's name used as profile name.

Company clearly described as a distributor and uses company URL.

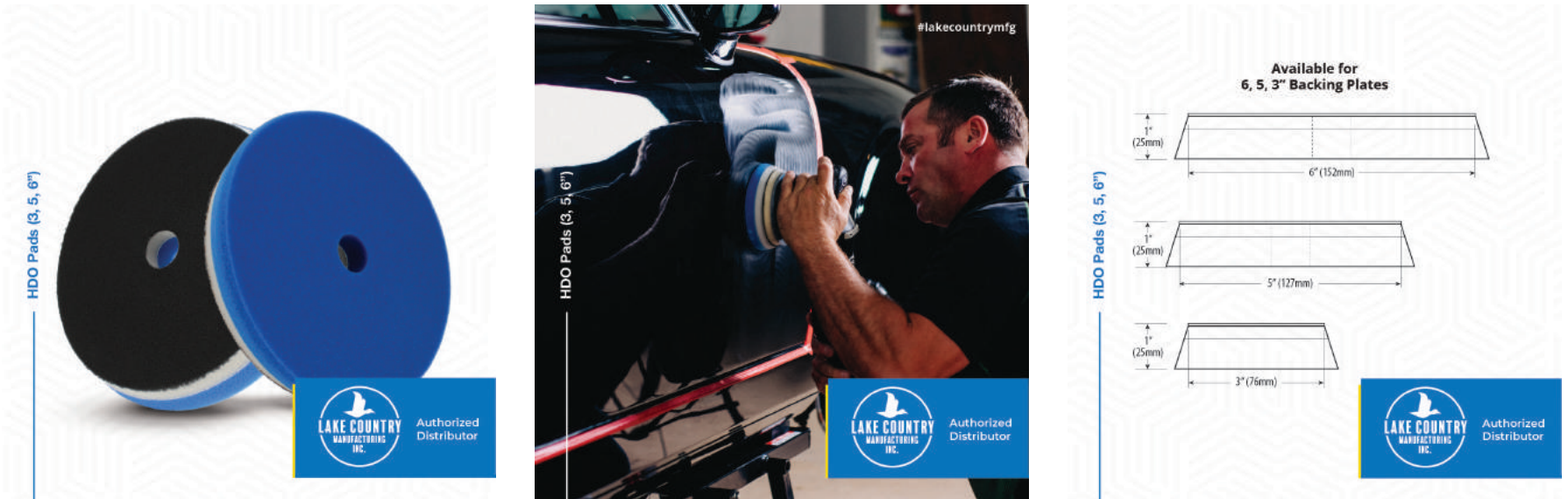
06

Posts & Tags

All posts must be made clear that you are a distributor of Lake Country Manufacturing products.

Example of Social Media Post

07

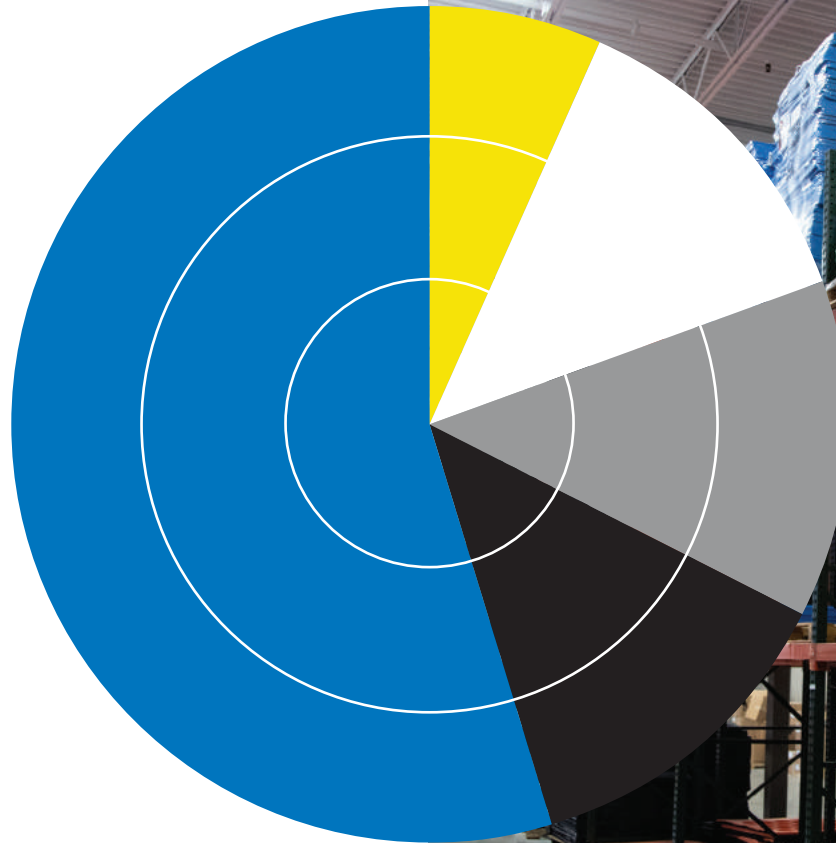


Color Proportions

Lake Country MFG color proportions.

08

- Blue 65%
- Black 10%
- Cool Grey 10%
- White 10%
- Yellow 5%



Colors

Blue is the primary color. All other colors are secondary. Yellow should only be used as a highlight color, or in instances that need to have more attention drawn to them.

09

PMS: 2195 C

CMYK: 97, 48, 0, 0

RGB: 0, 117, 190

HEX: 0075be

PMS: Cool Grey 7 C

CMYK: 43, 35, 35, 0

RGB: 153, 153, 153

HEX: 999999

PMS: White

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: ffffff

PMS: Black

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

HEX: 000000

PMS: 102 C

CMYK: 0, 5, 100, 0

RGB: 255, 225, 0

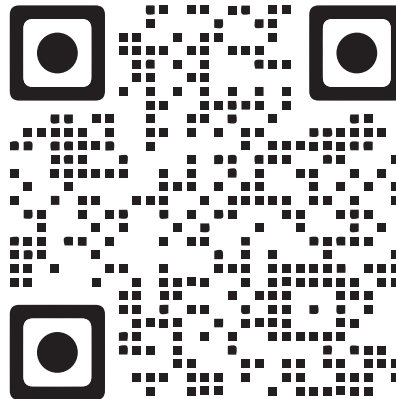
HEX: ffe100

Assets

The Lake Country marketing team has provided a library of social media assets for you to utilize.

Lake Country Manufacturing has created a library of social media posts, including copy and images. You can customize and utilize these on your company's social media channels to promote LC products.

The Dropbox folder can be found by scanning the QR Code below.





sales@lakecountrymfg.com



Masters of Polishing | Lake Country MFG