

BRAND & MARKETING GUIDE

This guide is designed to help you present and market Vobling VR Fire Trainer in a clear, consistent, and professional way. Whether you are using the product in your own training services or offering it to your customers, these guidelines ensure a strong and unified brand experience.

VR Fire Trainer is a product developed by Vobling.

It must always be presented as Vobling VR Fire Trainer in all marketing, communication, and customer-facing material.

DO

- Always use the name “Vobling VR Fire Trainer”
- Clearly communicate that it is a product by Vobling
- You may include it as part of your own services (e.g. training)

DON'T

- Rename or rebrand the product
- Present Vobling VR Fire Trainer as your own product
- Use our images or videos to promote unrelated services
- Modify or adapt the product identity

LOGOS

PRIMARY LOGO



- Always use the official logo files provided.
- Do not alter, recolor, distort, or modify the logo in any way.
- The name “VR Fire Trainer” must not be changed, translated, or adapted.

SECONDARY LOGOS



TAGLINE

FIGHT FIRES WITHOUT FIRE

- The tagline must be used together with the VR Fire Trainer logo when relevant.
- It must not be translated, modified, or rewritten.

TYPOGRAPHY

Aa

LEAUGE SPARTAN

HEADER 1

LEAGUE SPARTAN BOLD/EXTRA BOLD

Aa

ROBOTO

Text Body

Roboto Bold/Regular

COLOURS

#CC1517

#ED6967

#FEEDAA

#B1E0CD

#FF8E4C

#FFFCF0

#000000

#2E2A27

#423F3C

#6C6967

#817F7D

#FFFFFF

These colours and typography are part of the Vobling VR Fire Trainer identity and must not be replaced with your own branding when presenting the product.

PHOTOS & MEDIA

MEDIA PAGE

Here you'll find high-resolution images and videos for use in your marketing. We update this page regularly so you always have access to fresh, high-quality content.

We provide in-app images and videos that are great for showcasing the features of the Vobling VR Fire Trainer. You'll also find photos and videos of physical products suitable for demos, presentations, or social media.

All use of Vobling-provided images and videos must include the VR Fire Trainer logo. Content without the logo may not be used.

If you'd like to use any of the content we've created and shared on our social media channels, please reach out to us for approval. Just email fredrica.eriksson@vobling.com and we'll be happy to help.

IN-APP PHOTOS & VIDEOS



PRODUCT PHOTOS



BRAND ATTRIBUTION

- VR Fire Trainer must always be clearly presented as a product by Vobling.
- When possible, use: "Vobling VR Fire Trainer"
- Vobling should be credited in marketing, presentations, and communication.

SOCIAL MEDIA

USE HASHTAGS **#VRFIRETRAINER** **#WEAREFIRETRAINERS** **#FIGHTFIRESWITHOUTFIRE**

Share your Vobling VR Fire Trainer content and tag Vobling. We love seeing the product in action and may share your content on our channels.

FIND US HERE:



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If guidelines are not followed, we may ask for content to be updated or removed.