



# Promotional gifts

Brand Guidelines

# Finds your keys, wallet and phone in seconds



Life is messy but finding your things doesn't have to be.

Chipolo item finders are designed to help you find your misplaced things in no time. Now you can finally leave home on time without playing hide and seek with your car keys and wallet

# A smart and modern twist on promotional gifts

A step ahead of the usual, Chipolo is much more than just a useful product printed with your logo.

Have your brand associated with positive feelings of **reliability**, **helpfulness** and **ingenuity** and resonate with your partners and customers on an interactive level through our user-friendly mobile app.

Chipolo is a premium gift that keeps on giving, with no additional effort required from you.

# A promotional product above and beyond

## **CUSTOMER SUPPORT**

Contact our dedicated customer support via live chat or email on [www.chipolo.net/support](http://www.chipolo.net/support) or reach out on social media.

## **A QUALITY PRODUCT**

Quality you can rely on from initial concepts all the way to the final product.

## **HIGH APP RATINGS**

Continuous app development and rising app ratings to ensure the best possible user experience.

App Store\* ★★★★★

Google Play ★★★★★

## Our products: Classic & Card



**CHIPOLO ONE** • Chipolo ONE is Chipolo's newest item finder with louder ring, longer battery life and highly desired out of range feature, available with no subscription.



**CHIPOLO CARD** • The latest model of Chipolo, water resistant and as thin as a coin for seamless use.

# Create your own

## PRODUCT

## ONE

## CARD

Print (uv)  
Skin (sticker)  
Custom color plastic

✓  
✗  
✓

✓  
✓  
✗

## PACKAGING

Standard  
Custom Sleeve  
Fully customized box

✓  
✓  
✓

✓  
✓  
✓

## APP

Logo placed in App  
Custom App Ringtone

✓  
✓

✓  
✓



Custom prints on the Chipolo are displayed on one side, while the bottom side features an embossed Chipolo logo.

# Chipolo One

With a **loud melody**, easy to hear rooms away.

Uses a standard **replaceable (CR2032) battery** that lasts up to 2 years.

With Out of range alerts you receive a notification from the app when you leave your item behind.

Available in **six attractive colors:**

-  **blue** · PANTONE PQ-2174C
-  **red** · PANTONE PQ-3556C
-  **yellow** · PANTONE PQ-108C
-  **green** · PANTONE PQ-7481C
-  **white** · Custom White
-  **black** · Custom Black



## PRINT AREA

1,18 in (30mm) × 0,87 in (22mm)

The depicted print area should be used as a logo size and positioning guideline and cannot be filled with solid color.



# Chipolo One: UV print

How to make your custom Chipolo One look their best:

## WHITE PRINTS

Printing in white is available for all Chipolos, except the 'White' version.

## BLACK PRINTS

Printing in black is available for all Chipolos except the 'Black' version. A combination of white and black print is also available.

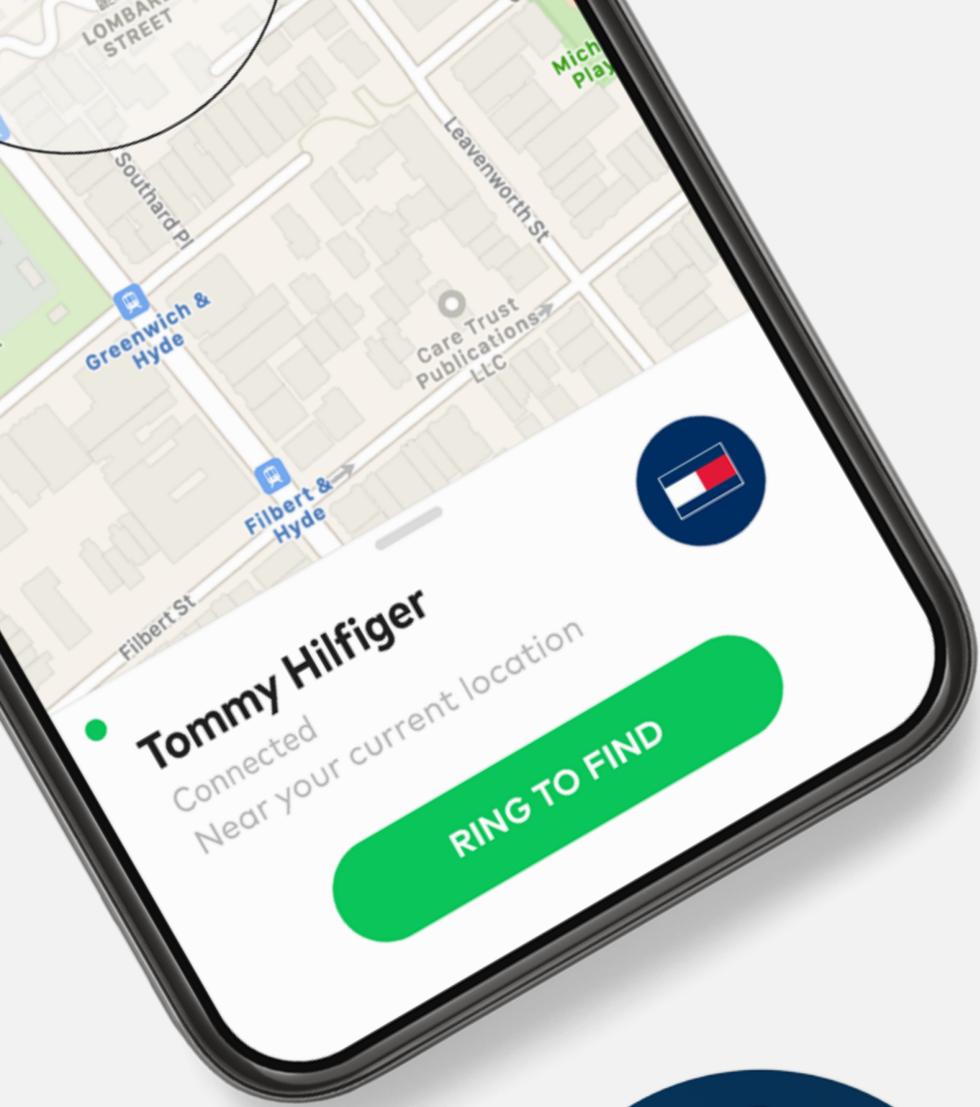
## COLORED PRINTS

Colored prints are available for all Chipolos, but they do look best on the 'White' and 'Black' versions of Chipolo.

All prints are done with high quality uv print.

Some of the brands that have trusted Chipolo.

Brand Guidelines—Chipolo / All trademarks are property of their respective owners.



## Chipolo One: Custom colors

Custom product colors are available with the Chipolo One. If your brand or the campaign you are promoting are centered around a specific color, the Classic can reflect that.

Custom colors are visible on the product, as well as in the app, where the Chipolo icon color will be adjusted to match the product one.

We are proud of our past collaboration with Tommy Hilfiger.

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# Chipolo Card

With a **loud melody**, easy to hear rooms away.

## Water resistant

Non-replaceable battery that lasts at least one year or more. Included in the Chipolo **renewal program** ([www.chipolo.net/renewal](http://www.chipolo.net/renewal)).

Available in **white**. ○

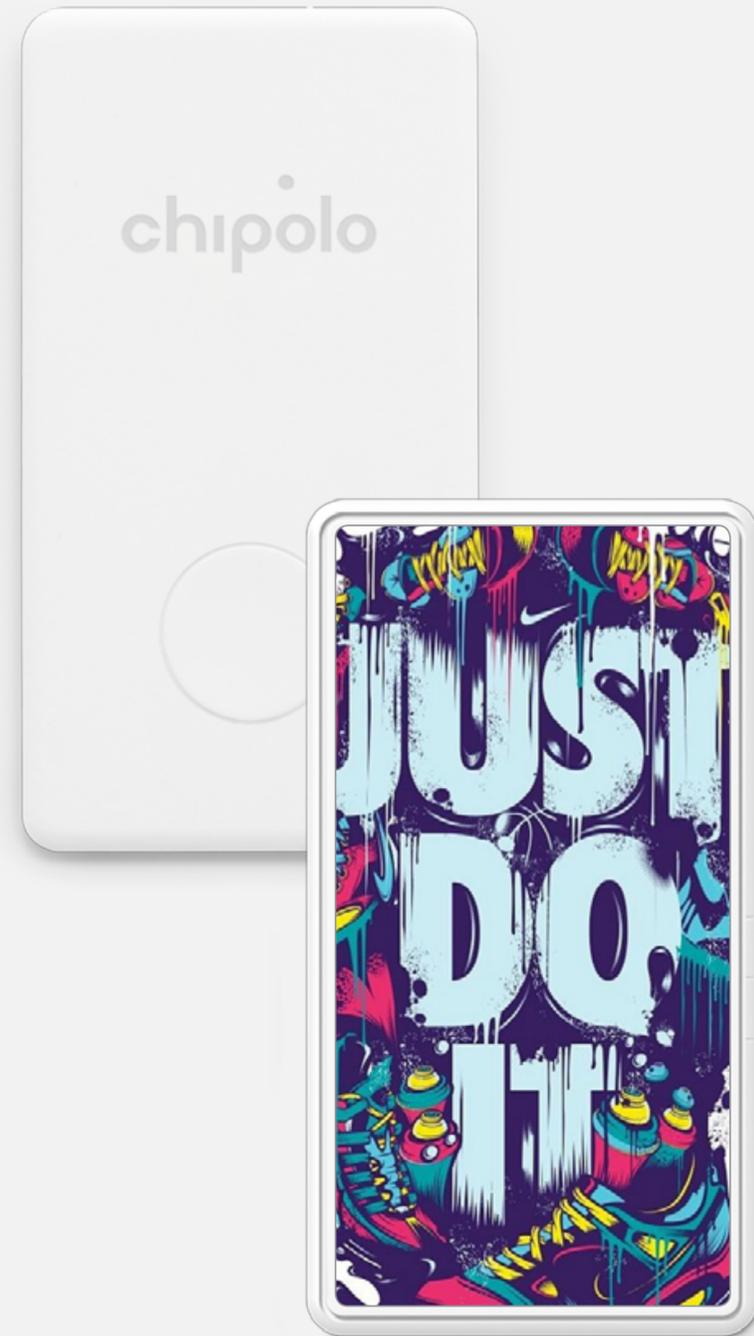
## TWO CUSTOMIZATION OPTIONS AVAILABLE:

1. Skin (sticker) · heavy duty sticker with fully customizable graphics
2. Print · UV printed directly on Chipolo Card



1,45 in (37 mm) × 2,67 in (68 mm)  
× 0,08 in (2,15 mm)

# Chipolo Card: Skin (sticker)



Your branding is shown separately from the embossed Chipolo logo.

This heavy duty stickers are applied over the whole back side of the product maximising the area for your branding, let it be a logo or a full color graphic.

## **CUSTOMIZABLE AREA**

Sticker · 1,29 in (33 mm) × 2,51 in (64 mm)



Print area

# Chipolo Card: UV print



Printing with UV is done directly on the product and is ideal for displaying logos.



## **PRINT AREA**

1,22 in (31 mm) × 1,22 in (31 mm)

Your branding is shown separately from the embossed Chipolo logo.

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# Chipolo One and Card gift packaging



Promotional boxes with window are a simple and effective way to display your branding before Chipolo's even out of the box.

The front transparent side will display your logo or graphic directly on the product, while the back of the box displays the basic information about the product itself.

Box size:  
107 × 107 × 10,5 mm.



# Chipolo custom Packaging



**FRONT**



**BACK**

Add a personalized touch on a separate sleeve to make your promotional gift stand out. An additional custom, nontransparent cardboard sleeve with your logo or design can be added over the box.

Custom sleeve template is available for download.

► [CUSTOM SLEEVE TEMPLATE](#)

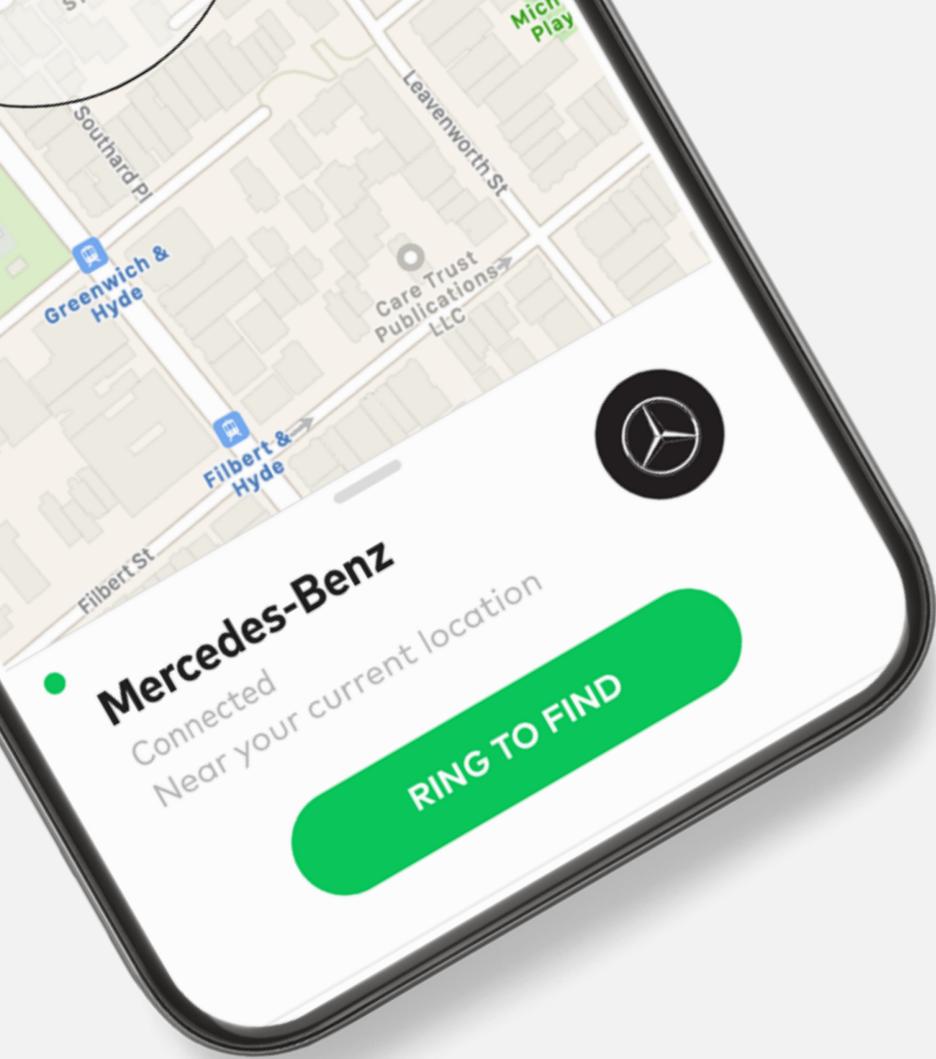
# Packaging: Your custom design



The packaging of your promotional gift can be fully customized to ensure the end result meets all your requirements.

At Chipolo we are open to your ideas and can provide a full design service that will have our product reflecting your brand all the way.

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# App Customization

## LOGOTYPE

Promotional and custom Chipolos work with the standard Chipolo app that users can download from the App Store and Google Play. The app will display your logo and (if applicable) the custom color of your promotional Chipolo when added to the app.

## RINGTONE

The app ringtone can be customized or changed to reflect your brand. Please note that copyright restrictions do apply in this case.

# Comparison chart

	CHIPOLO ONE	CHIPOLO CARD	CHIPOLO CLASSIC
THICKNESS	6.4mm (0.25 in)	2.15mm (0.08 in)	5mm (0.2 in)
SOUND (dB)	up to 120	95	92
BATTERY LIFE	up to 24 months	12+ months - renewal	9+ months
RANGE (ft)	200	200	200
WATER RESISTANT	✓	✓	✗
REPLACEABLE BATTERY	✓	✗	✓
FEATURES	<b>NEW</b> Out Of Range alerts, ring Chipolo, ring phone	<b>NEW</b> Out Of Range alerts, ring Chipolo, ring phone	Ring Chipolo, ring phone
USE CASES	Keys, backpack, toys, bags	Wallet, kindle, passport holder, camera, remote controls, chargers	Keys, backpack, toys, bags

# Instructions: Print

## **MINIMAL FONT SIZE**

The bigger the better. We would recommend using fonts with a minimum height of 1,0 mm, as smaller fonts can be difficult to read.

## **PRINT TECHNIQUE**

Prints are made using spot uv printing technique in the CMYK color mode or directly on a skin (for Chipolo Card). The design will be printed in CMYK colors closest to the original if the original logo is designed using other color profiles.

## **GRADIENTS, SHADOWS AND OTHER EFFECTS**

Less is more. We would suggest keeping things clean and simple avoiding gradients, shadows or any other similar effects since the printing surface is quite small.

# Technical specifications

## **FILE TYPES**

Vector logos and outlined graphics for previews and printing should be provided in one of the following file formats: .ai, .eps, .svg, .pdf, .psd.

## **PREVIEWS**

We can provide a preview of your branded Chipolo before you confirm your order. The preview will be made using our design services within 24 hours of your request.

## **TOLERANCE**

In UV printing, please allow a tolerance of +/- 0,05mm for logo positioning as some deviance might occur.

Color difference  $\Delta E=2$  is allowed.

## For more information ...

- ▶ [www.chipolo.net/promotional-gifts](http://www.chipolo.net/promotional-gifts)
- ▶ [promotionalgifts@chipolo.net](mailto:promotionalgifts@chipolo.net)
  
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