

# CHARGER BRANDING GUIDE

## LEVEL 2 CHARGERS (v2.1 2021)



This GUIDE provides partners and customers with instructions on how to design branding and graphics for our chargers. This document provides instruction for all of our Level charger products and should be used in coordination with the respective BRANDING TEMPLATES per the product you are installing.



## STANDARD & RESIDENTIAL ZEFNET SERIES



## ZEFNET PRO SERIES

# CHARGER BRANDING GUIDE

## LEVEL 2 CHARGERS



## CHARGER ARTWORK SUBMISSION & REVIEW

For customers creating a custom design for their charger, please follow the steps outlined below to ensure that your design is reviewed and approved for quality printing.

Submit final draft  
artwork for review & approval:  
[branding@zefenergy.com](mailto:branding@zefenergy.com)

- 1** Complete your design according to the artwork requirements outlined in this document (also included the respective ZEF Energy branding template[s]).
- 2** Submit your artwork as an Illustrator file (AI) or as a PDF or ESP file. Submit directly to [branding@zefenergy.com](mailto:branding@zefenergy.com). Include in your email the following information and carbon copy your ZEF sales rep.
  - a. Sales Order Number
  - b. Customer Company Name (for which the order was placed under)
  - c. Name of your ZEF Energy sales rep
- 3** The ZEF Energy *branding review* team will be in touch with you regarding and design changes that need to be made to comply with our requirements to ensure that the file is print-ready.
- 4** The branding review team will provide you with an approval email. Please have an authorized individual reply to this email to finalize the design as “Approved Artwork” and to get an ID for this design.
- 5** Receive an email with an Approved Artwork ID from the branding review team. Your sales rep and you should keep this ID onfile for future reference.

**For questions about the process, write to your sales representative.**

**For design related questions, contact [branding@zefenergy.com](mailto:branding@zefenergy.com).**



# ZEFNET PRO SERIES

## Dual-Port Pedestal Units

**Requirements:** To produce and submit acceptable branding graphics, follow the following instructions:

1. Download the provided **Charger Branding Template** on the *Products* page correlating to the charger(s) you are purchasing or request via your sales rep. **Templates available in PDF and Illustrator (AI) formats.**
2. If your charger includes a credit card + RFID / NFC reader, plan accordingly in your branding design as to where the design will be cut (see template file).
3. Produce your charger graphics to meet the following specifications:
  - >> The entire file and its elements should be comprised of vector art.
  - >> The entire file and its elements should be produced using CMYK.
  - >> All files should be 15MB or smaller.
  - >> Final graphics should be provided as AI, EPS, or PDF files.
  - >> Any images (photo or art) used in the design should be embedded.
  - >> Any fonts used in the design should be outlined.
  - >> If either of the previous two requirements are not fulfilled, the file should be “packaged” with all files and fonts used and be provided (via .ZIP).
4. Submit your final graphic files to ZEF Energy for design review & proof approval. Please email the design/artwork file(s) to [branding@zefenergy.com](mailto:branding@zefenergy.com) and copy your sales representative on the correspondence.

For additional product information, see the **ZEFNET PRO Cutsheet**.

