



# PROMO AND MARKETING MATERIAL

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## CORRECT USAGE OF PRODUCT IMAGES

All imagery used for promoting Teltonika products must be acquired from official Teltonika websites.

- [Teltonika Telematics](#)
- [Teltonika Networks](#)
- [Teltonika Energy](#)
- [Teltonika Telemedic](#)

Product images should not be sourced from Google or any other search engine.

Product images in e-commerce advertisements must represent the exact product offered.

Product images must be of good quality and be used without compression.

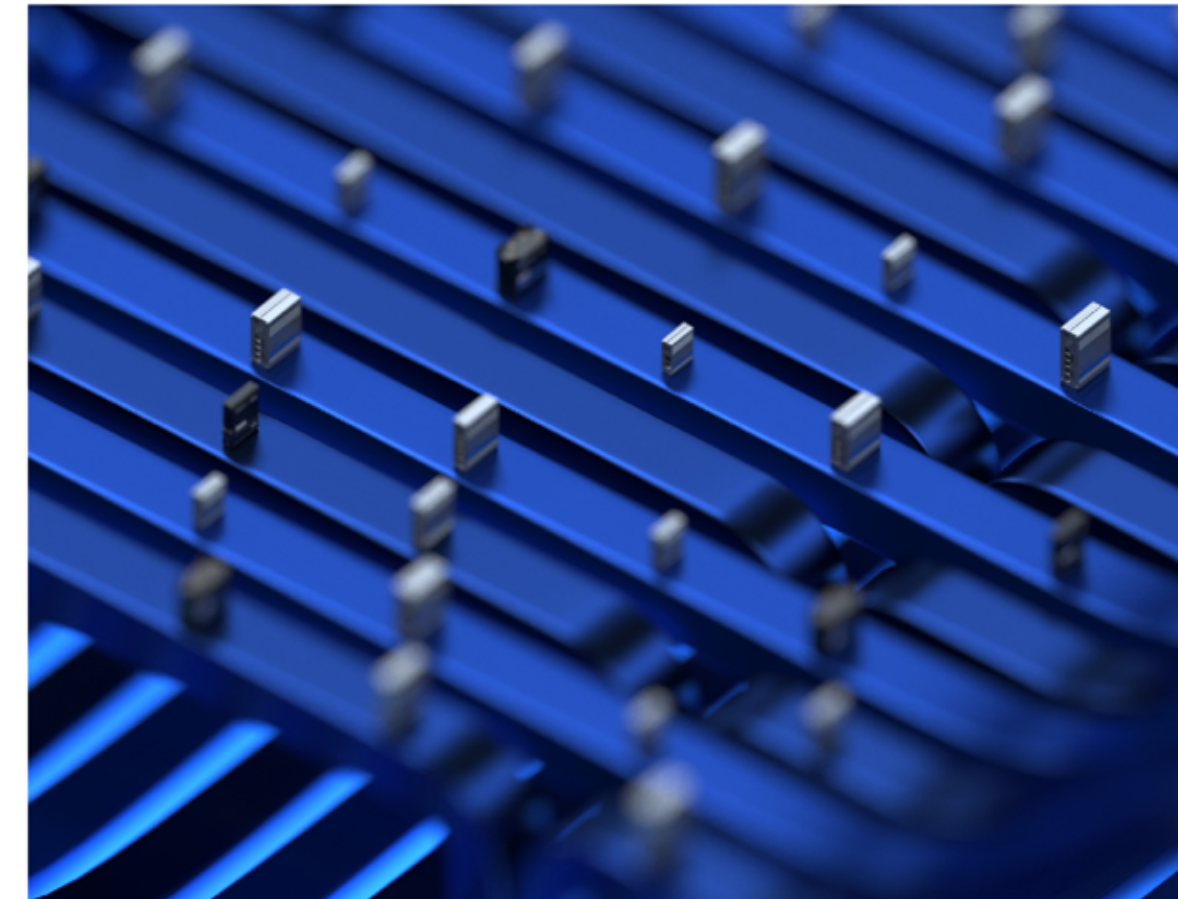
On the web: at least 1080 px per short edge

In print: 300 dpi

If you need additional information, feel free to get in [touch with us](#).



✔ Photos must be of good quality.



✔ Use only the newest photos.



✔ The product should be prominently displayed and separated from any unnecessary elements.



✔ Use single-colour clear background.



## DOS & DON'TS



**✘ Image distortion.**  
Do not rotate, flip, or compress product photos.



**✘ Image size and resolution.**  
Use high-resolution images at a size that clearly displays the product.



**✘ Text additions.**  
Do not place any text or graphics on top of product photos.



**✔ The correct option** is to put the text alongside the product.



**✘ Backgrounds.**  
Do not use visually-busy, cluttered, or multicoloured backgrounds.



**✘ Violators.**  
Do not place violators of any kind on top of product photos.



**✔ The correct option** for the violator with the **#0061fc** colour and the Oswald font.

If you need additional information, feel free to get in **touch with us**.



## DOS & DON'TS



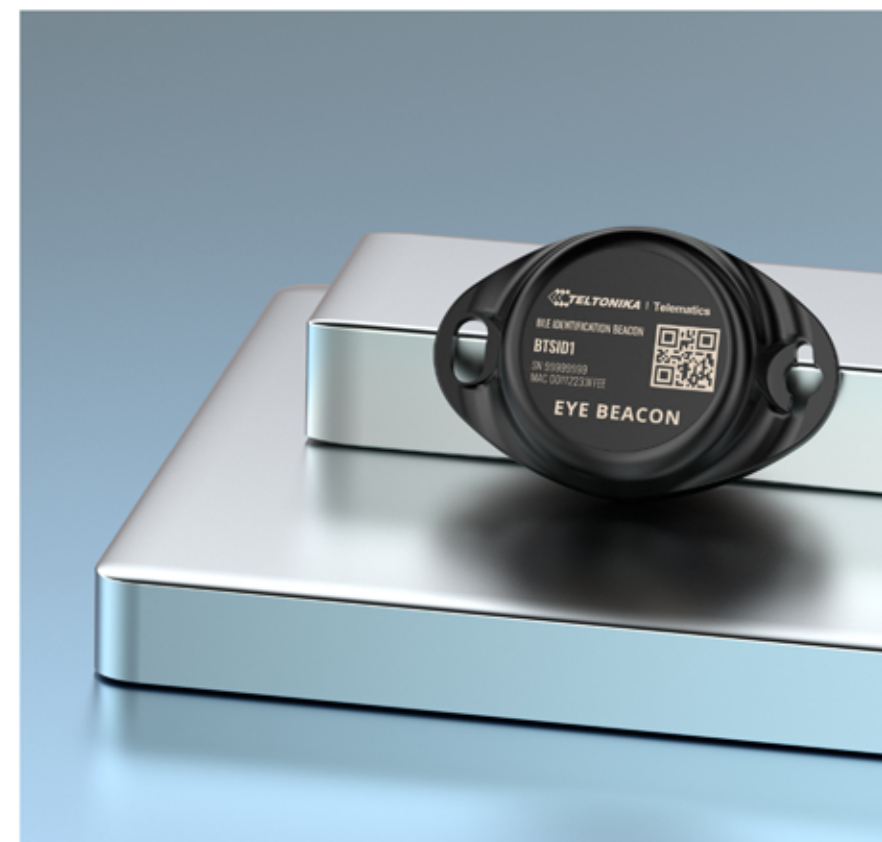
✘ Product names must not be written in different fonts.



✔ The names of all products should be written in the Oswald font, ALL CAPS.



✘ The visual should not be overly cluttered.



✔ The visual should be clean and aesthetically pleasing.

If you need additional information, feel free to get in **touch with us**.

## DOS & DON'TS



- ✘ Product photos should not be used out of context.



- ✔ The image is suitable for its context.



- ✘ Poor readability due to low contrast between the text and the background. The font should be Oswald in UPPER CASE.



- ✔ The product in the example is prominently displayed and separated from any unnecessary elements.

If you need additional information, feel free to get in [\*\*touch with us\*\*](#).



# PRODUCT DESCRIPTIONS

## Downloadable files

Product datasheets and flyers in a PDF format must be downloadable and easily accessible.

## External links

External links to the Teltonika website, the corresponding product page on the website, or the corresponding product page in the Wiki Knowledge Base must be present and easily accessible.

If you need additional information, feel free to get in **touch with us**.

### 1. PRODUCT NAME

The name of a product must be correct and correspond to its name in official

Teltonika websites. Product names must be accompanied by the brand name of Teltonika.

### 2. PRODUCT DESCRIPTION

The product description must not include any information not present on the product page of the Teltonika website. The description must be up-to-date and clearly written. It must not mislead the reader about the functions or capabilities of the product.

### 3. PRODUCT SPECIFICATION

The product specification must be up-to-date and taken verbatim from its product page on the Teltonika website, without additions or removal of information.

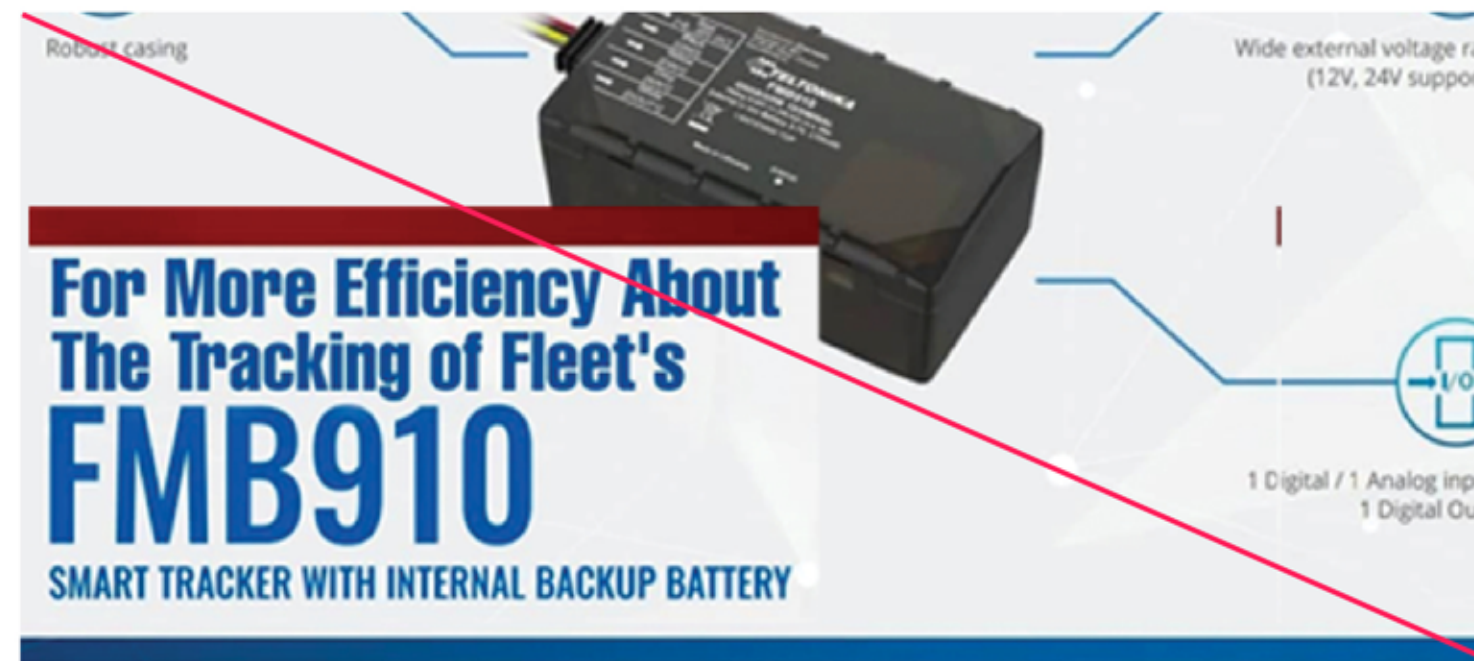
The specification must be available in text form – not image form, and be clearly separate from the product description. If translated, the translation must correctly represent the original text.



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### Example of incorrect usage.

You must not alter any materials from the official Teltonika websites. Visual materials must not misinform or mislead the user regarding the functions or capabilities of the product.



## ONLINE LISTING LINK REQUIREMENT

To enrich our customers' buying journey and provide access to essential product resources, we require all of our partners listing our products online to include a direct link to our website on their product listing pages.

### Key Points:

**Direct Customer Benefit:** A link to our site ensures customers can easily find detailed product information and support, enhancing their decision-making process.

#### Product-Specific Links:

Depending on the product category, the link should direct customers to the appropriate site within our group:

- Telematics products

**Teltonika Telematics**

- Networking products

**Teltonika Networks**

- EV charging products

**Teltonika Energy**

- Telemedicine products

**Teltonika Telemedic**

This guideline is designed to support our partnership by providing customers with the best possible information and support, making it a vital part of our collaboration. Adherence is essential and viewed as a key component of our shared commitment to quality and customer satisfaction.

We're here to assist in implementing this requirement and appreciate your cooperation in enhancing our customers' experience.

## Teltonika RUT955 Dual SIM LTE Router with WiFi and GPS

Teltonika RUT955 Dual SIM 3G / 4G Router with Built-in WiFi, GPS, 4x Ethernet ports, I/O, RS232, RS485 and GNSS

Manufacturer: **Teltonika** | MPN: **RUT955T03180**

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ADD TO BASKET



Product Details

Specifications

Resources

Accessories

Support

Resources:

[Product Webpage](https://teltonika-networks.com/products/routers/rut955)

→ Leads to exactly product page <https://teltonika-networks.com/products/routers/rut955>

[Manufacturer Website](https://teltonika-networks.com/)

→ Leads to manufacturer website <https://teltonika-networks.com/>





## PRODUCT VIDEO

Product videos must not be taken from unofficial

YouTube channels or other sources.

Product videos must be embedded from official

Teltonika YouTube channels:

[Teltonika Telematics](#)

[Teltonika Networks](#)



RUT360 - LTE CAT6 Industrial Cellular Router



Introducing Teltonika Telematics New Website

✔ Official Teltonika YouTube channels.



✘ Unofficial YouTube channels.

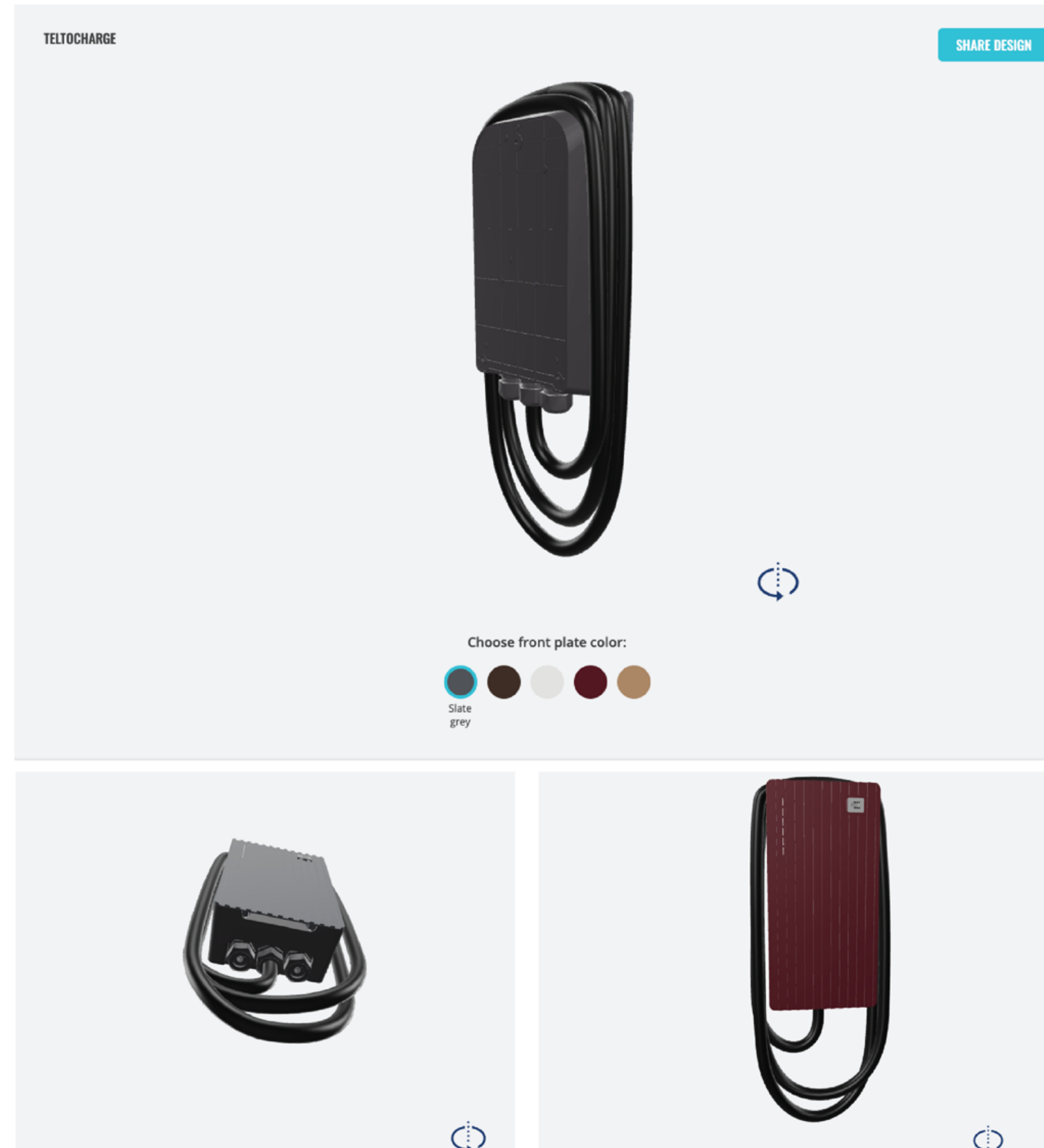
If you need additional information, feel free to get in [touch with us](#).





## 360° VIEW

The 360-degree function can only be implemented in consultation with our marketing department.



If you need additional information, feel free to get in **touch with us**.



If you have questions or comments regarding the guidance given here,  
please email us at [brand@teltonika.it](mailto:brand@teltonika.it).