



iCO Products Certified Partners

Brand Guidelines and Marketing Support Guide

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02 Introduction

These brand guidelines have been developed to provide support across all forms of iCO Products marketing.

We're here to help you create engaging, customer-focused marketing materials and communications that will make it easier for your customers to understand the benefits of iCO and water mist fire suppression systems.

This document will help you to keep your own identity while leveraging the iCO brand and product assets to elevate your offering and grow your business.

All assets and other marketing materials are available from the iCO [Distributor Area](#).

For any questions or approvals please email adam@ico-products.com

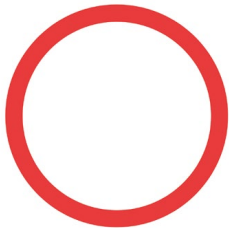
03 Logo, colour palette and typefaces

Logos

All logos can be found in the iCO [Distributor Area](#).



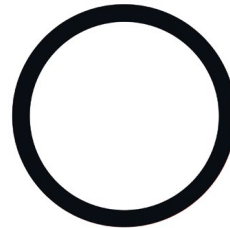
Colour palette



Primary Red

C: 0 M: 87 Y: 74 K: 0

R: 232 G: 59 B: 60



Black

C: 90 M: 76 Y: 76 K: 87

R: 10 G: 14 B: 19

Typefaces

HEADINGS

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY TEXT

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

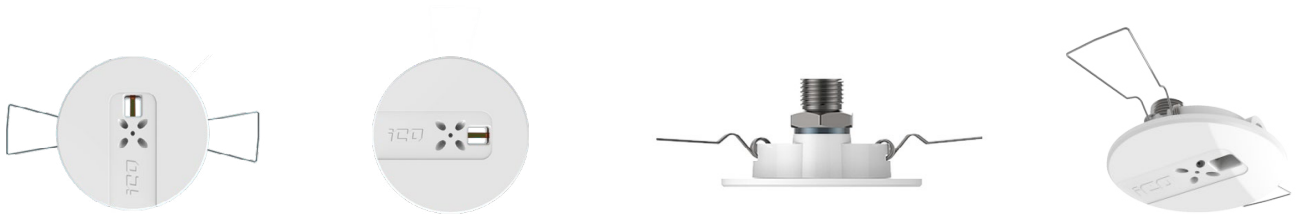
Company name

When referring to iCO Products for the purpose of your website, social media or any other use; please ensure the company name is spelt correctly with a small "i" - "iCO".

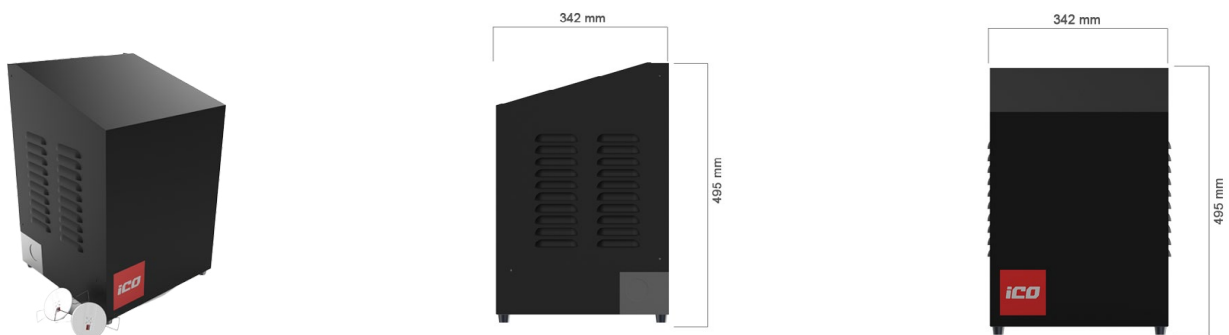
04 Visual assets

All visual assets can be found in the iCO [Distributor Area](#).

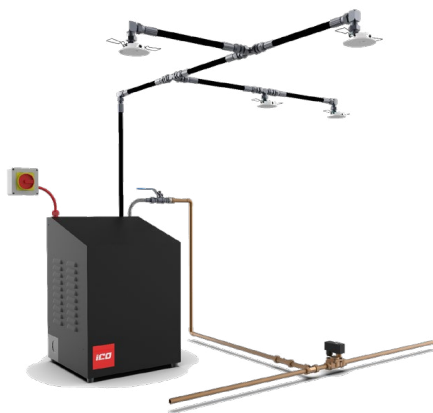
Product images: Nozzles



Product images: Pump unit



Product images: Fire suppression system



iCO video

The iCO Products video can be viewed and downloaded from the iCO [homepage](#). To download for use on your website or social media channels, click the three dots in the bottom right of the image.

05 Brand Guidelines

All logos, icons and other brand assets can be found in the iCO [Distributor Area](#) and should be used across all marketing channels to quickly communicate or support key product benefits.

Certified Partner Logo



Certified Partner

Referencing iCO Products

Examples:

1. Our products are manufactured and supplied by iCO Products, a trading name of HiPro Industries.
2. Our fire suppression systems are fully compliant to BS:8458 and manufactured here in the UK by iCO Products. A member of the FPA and an ISO9001 registered company.

Icons



SIGNIFICANT SAVINGS



USES JUST 12L/MIN AT 1 BAR OF PRESSURE



NO STORED WATER NEEDED



80% LESS WATER THAN STANDARD SPRINKLERS



FLEXIBLE PIPES & FITTINGS



DISCREET DESIGN



EASY INSTALLATION



RAPID RESPONSE



ECONOMICAL



REAL-TIME ALERTS



HIGH PERFORMANCE



LOW MAINTENANCE

06 Product features and benefits

When promoting and advertising the benefits of iCO water mist fire suppression systems on your website, social media or any other marketing channel; please use the examples below to keep communications clear and consistent with the iCO brand

If you would like to add to or adapt any of the examples below, please send any amendments to the iCO Marketing team for approval. (email: adam@ico-products.com)

Water Requirement

The system is designed to operate using the lowest flow and pressure possible (12l/min @ 1 bar).

Rapid response

The system eliminates the two combustion elements of a fire by cooling & reducing the oxygen at the base of the fire.

Reliable activation

Our nozzles are highly reliable and can be activated by a double knock trigger (heat and smoke); as an option to reduce the risk of false activation.

Localised suppression

Only the nozzle nearest the fire will operate: protecting other areas of the property from water damage.

Minimal water damage

On average the system uses 80% less water than traditional sprinklers, minimising water damage when activated.

Fully accredited

The system has an IP rating of IP53 and meets the fire performance tests outlined in BS:8458.

Real time monitoring and alerts

System GSM Monitoring provides real time alerts to your smart phone in case of emergency or fault.

Low maintenance

The pump has a removable cover so that the internal components can be serviced on-site if needed.

Easy installation

Our simple design and flexible hoses make installation a breeze when compared to conventional sprinkler systems.

Discreet and compact design

The pump unit will fit in most kitchen cabinets. Our nozzles are the most discreet on the market and can be colour matched to any colour.

Highly adaptable

Our water mist system can be installed in almost any residential or domestic category project.

Environmentally friendly

The system only uses water from the mains when needed: saving vast amounts of water.

Cost efficient

The system connects directly to the current water supply: no need to upgrade the mains or install a tank.

Automated self-testing

The pump unit automatically tests itself once a month to ensure the unit is functioning correctly. Unlike other systems, no water is used and no drain is required.

07 Social Media

Social media is a cost effective and time efficient way of marketing. Every installation is an opportunity to grow your online reach, hit your business objectives and increase sales.

Social media offers the opportunity to improve awareness of your company and product offerings, to build trust with your target audience, to engage with your customers and more. Sharing a mix of industry news, company articles, case studies and promotional material is a great way to advertise your services whilst adding value for the consumer.

Each social media channel is different and offers a variety of benefits. Facebook, for example, is a great way to advertise your services locally and engage with your customer base; whereas LinkedIn can help you to connect with industry professionals such as architects and building service managers. By sharing successful news from your business and from elsewhere in the industry you can help to grow your company's credibility.

It is best to use the same profile and cover photos on each of your channels to keep your branding consistent. This consistency will help build brand recognition and awareness of your business and products. Hashtags are used as a way to help people search and filter relevant content, so it's important that they're used often and consistently. Images and visual content are key to social success, so make sure to take photos of your installations.

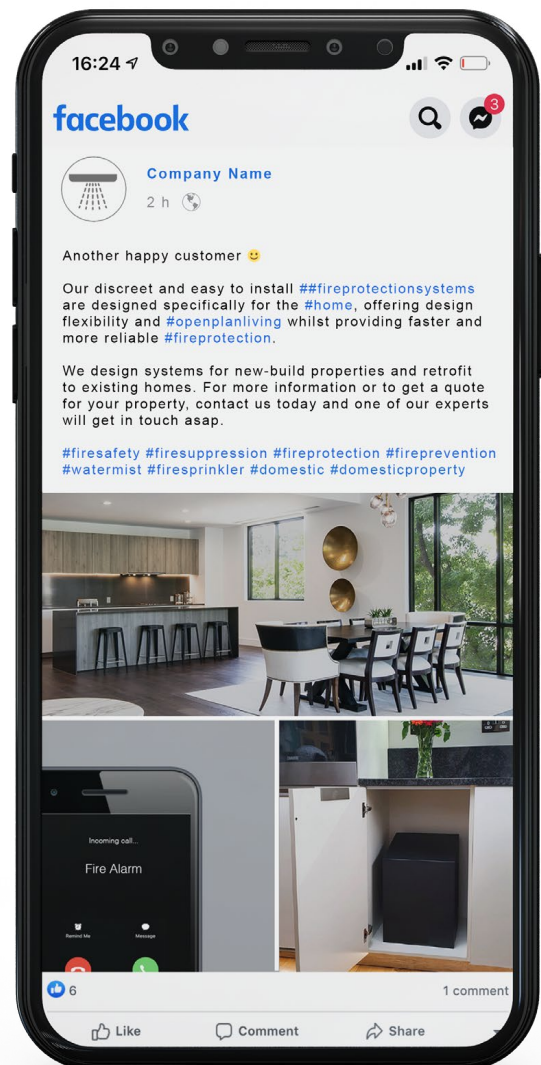
If you would like any further help on social media or promotional ads, please email the iCO Marketing Team at adam@ico-products.com.

Content Tips

- 1 Mix up the content so all posts aren't adverts.**
Use case studies, relevant news and expert advice to build trust and credibility with your target audience.
- 2 Use genuine customer stories where possible.**
Why was the product installed... Discreet and compact design? Open plan living space and design flexibility? Colour matched?
- 3 Use imagery to promote benefits where possible.**
Posts with images or video gain up to 90% more views than text only. Use clean installation images to promote the product benefits.
- 4 Engage with your audience, ask questions and respond.**
When someone likes or comments on your posts, it appears on their network so your message reaches a new, wider audience.
- 5 Use relevant and consistent hashtags where possible.**
Posts with hashtags attached are searchable and perform better over time than those without.

Hashtag Examples

#firesafety #firesuppression #fireprotection
#fireprevention #watermist #firesprinkler
#fireprotectionsystems #home #house
#openplan #openplanliving #kitchendesign
#residential #domestic #residentialproperty
#domesticproperty #construction #project
#architecture #building #design



08 Websites

Please see below for an example of how iCO could be listed as a product on your website.

Demonstrating iCO Products and the key benefits of water mist fire suppression systems will help to keep visitors on your company's website rather than them leaving to research elsewhere. This will help to generate and nurture new potential leads.

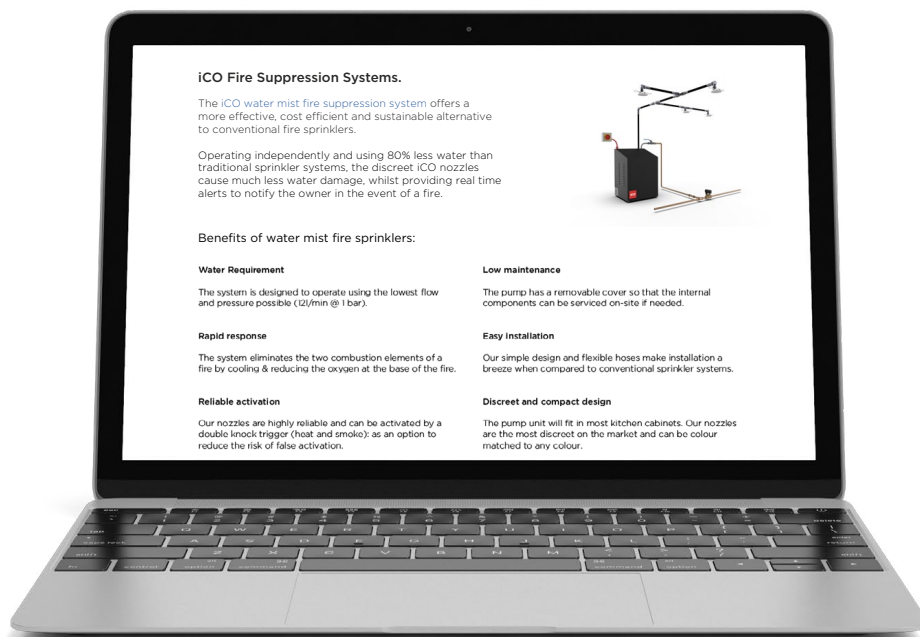
Your customers should be able to learn about product benefits as well as detailed specifications. Assets are available for you to download and display on your website for exactly this purpose (i.e. images, datasheets, downloadable brochure, iCO video).

Featuring the right content on your website is important to improve SEO (Search Engine Optimisation).

If you would like any further help on your website, please email the iCO Marketing Team at adam@ico-products.com

Content Tips

- 1 Product header
- 2 Product images
- 3 Key water mist benefits
- 4 Product features
- 5 Detailed specifications
- 6 Call to action
- 7 Link to iCO homepage
- 8 Link to your social media channels



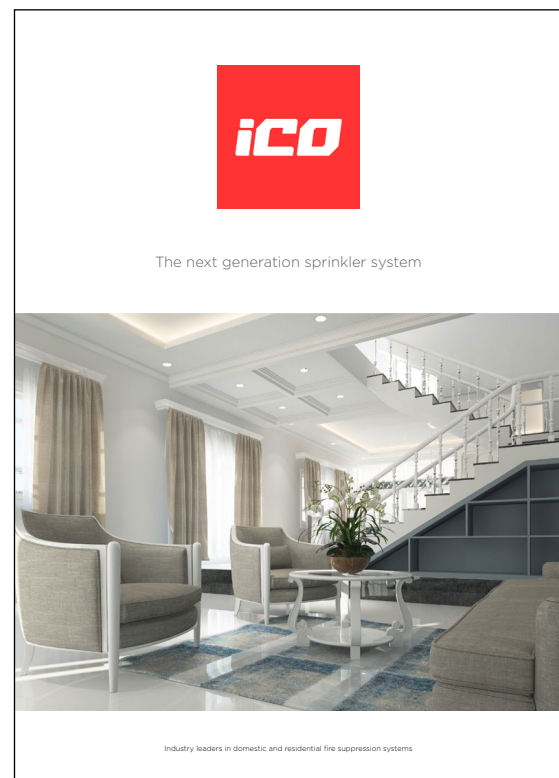
09 Company brochure, product manual and datasheets

All iCO documents can be downloaded and used to support your sales and tendering process. Simply click the link below, download and attach to your emails.

iCO reserves the right to update or modify any information. All values, information, images and illustrations included in any of publications are exemplary and are subject to on-going changes and updates.

We will endeavour to notify you for any updates or amendments, however, please ensure you are using the most up to date documents by regularly checking the [Distributor Area](#).

- 1 [iCO Brochure](#)
- 2 [iCO Pump Unit Datasheet](#)
- 3 [iCO Misting Nozzles Datasheet](#)
- 4 iCO Product Manual (located in the iCO [Distributor Area](#))



The smarter and safer way to protect your property from fire damage.

iCO specialises in water mist fire suppression systems for domestic
and residential properties.

Our products and services are sold through a network of accredited
distributors throughout the UK and overseas.

Patents granted: United Kingdom, USA, Australia, Europe

Patents pending: UAE

Contact us

Sales Hotline


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Mon - Fri 8:00 am - 5:00 pm

 sales@ico-products.com

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