

# Reaping the Benefits of CLIQ® Integration – Together

A marketing toolkit for CLIQ integrators

**ASSA ABLOY**  
Opening Solutions

Experience a safer  
and more open world



ASSA ABLOY is proud to promote you as an Official CLIQ Integrator who brings CLIQ wireless access control to the world.

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Mandatory use of CLIQ and ASSA ABLOY branding

# Communicate the right messages

## ASSA ABLOY Opening Solutions and CLIQ logotype

The logotype is available in white and black. It is a unique entity. Do not change, distort or recreate it. The logotype files must always be used in their original format. The CLIQ logotype is a unique entity. Use the logotype in print, on the web or PR materials.

## Minimum logotype size

In print and for online materials, the minimum width for the logotype is 20mm/15 mm.

## Minimum clear space

The minimum clear space is 100% the height of the ASSA ABLOY logotype. The minimum clear space is the width of the logo letter C for the CLIQ logotype.



on colored background



Black

**ASSA ABLOY**  
Opening Solutions



min. 20 mm



on colored background



Colored (blue)



min. 15 mm



**Consistent messaging** increases the brand awareness. Please include the following text in all marketing materials:

CLIQ is a security locking system with high-end microelectronics, programmable keys and cylinders. The system from ASSA ABLOY offers various combinations of mechanical and electronic systems to match different security and flexible access needs. Available in the global marketplace, it provides flexible access and key management solutions for all kinds of locking applications.

A wire-free system of cylinders and padlocks, each key can be programmed and updated individually to allow access to specific areas at specific times and dates, accommodating constantly changing access requirements and ensuring maximum flexibility.

A battery inside the programmable CLIQ key powers the system. Intuitive CLIQ software makes it simple to manage access rights, enable and disable keys and customize access schedules, on site or on the go.

## Referencing the integration

When referencing the integration please use the following introduction:

"CLIQ key-based electronic locking now integrates with NAME Integrator system."

CLIQ Integrators may use CLIQ images

# Utilize the comprehensive image library

For your website, brochures or other promotional items, we provide you with high-resolution CLIQ images for all kinds of use cases.



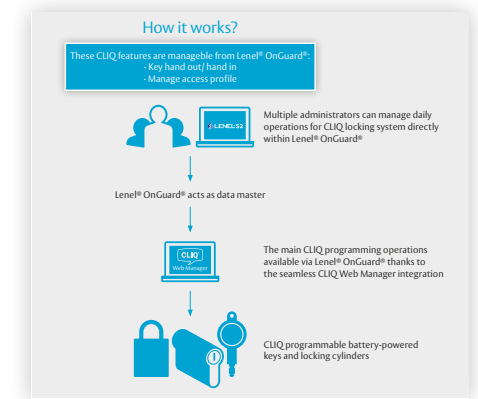
## Product in use

- System programming by administrator
- Installation scene at the door
- Using programming device scenes
- Unlocking at the door



## Product range

- Programmable keys
- Wide range of cylinders & padlocks
- Programming devices
- Software to manage access rights



## Integration scheme

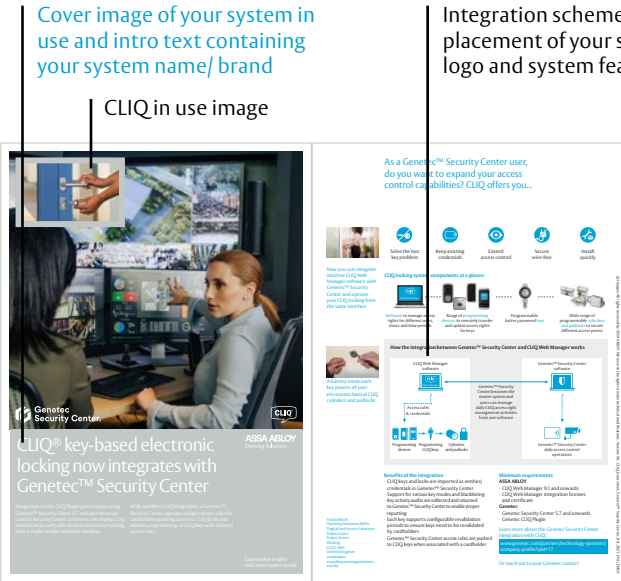
Example for Lenel® OnGuard®:  
The illustration is customised with your company or system logo.

Communicate our partnership with literature and media content

# CLIQ promotional items we provide for integration partners

Brochure

- The CLIQ Integrator brochure with cross-branding.
- 2 page DIN A4 format with the highlights of CLIQ integration specific technical and features
  - PDF will introduce CLIQ key-based access control to your audience, how the integration between CLIQ Web Manager and your software works



Press release and media activities

We will promote the integration and our ongoing partnership with media announcements and via our own channels. Please be aware that joint press releases need to be approved by ASSA ABLOY before release.



ASSA ABLOY is proud to announce the integration via PR & Case study articles to the international security media network:



Get listed as an CLIQ Integrator and cross-link

# Benefit from online cross-promotion

ASSA ABLOY offers you high visibility by listing you at local country websites.



As a valued CLIQ Integrator, ASSA ABLOY will embed a link to your website within your relevant local CLIQ pages. Your landing page **should** be specific to your CLIQ wireless access control offering.



Contact the ASSA ABLOY Marketing Specialist to develop your individual promotion plan.

EMEA Product Marketing  
ASSA ABLOY Opening Solutions EMEA



The ASSA ABLOY Group is the global leader in access solutions. Every day, we help billions of people experience a more open world.

ASSA ABLOY Opening Solutions leads the development within door openings and products for access solutions in homes, businesses and institutions. Our offering includes doors, door and window hardware, locks, access control and service.

**ASSA ABLOY**  
Opening Solutions

ASSA ABLOY Opening Solutions EMEA  
Digital and Access Solutions  
Dukes Court  
Dukes Street  
Woking  
GU21 5BH  
United Kingdom  
[campaigns.assaabloyopeningsolutions.eu/cliq](https://campaigns.assaabloyopeningsolutions.eu/cliq)