

MFC-J985DW & MFC-J985DW XL

MARKETING GUIDELINE

About this Document

The purpose of this document is to provide a guideline to utilize for proper marketing implementation.

The marketing guideline has been prepared to ensure that all elements of our Brother INKvestment identity are used in a consistent, considered and effective manner.

In this document, you will find examples of effective digital and print asset creation, messaging copy and bullet points, implementation examples, color pallets and fonts.

The formation of the copy, messaging, and imagery are a result of extensive quantitative and qualitative market research with the target audience.

We urge our business partners to keep the structure and integrity of the wording, physical look, and imagery in order to have consistency for Brother's brand.

ONLINE/DIGITAL MFC-J985DW

- Product Description: Brother MFC-J985DW Work Smart All-in-One with INKvestment Cartridges
- Why Buy: Spend less for more pages with INKvestment cartridges - the innovative and cost-effective solution for any home office. Business-capable features include automatic two-sided printing, up to 20-sheet ADF, and wireless and mobile device connectivity³. Two-year limited warranty with free phone support for the life of the product.
- Top 10 Bullets:

[Must be used in the following priority order and wording. No modifications are allowed}

1. Spend less for more pages¹: 2400-page black cartridges for under \$25, 1200-page color cartridges for under \$15.
2. Print for pennies and nickels. Less than one cent per page for black and white printing, and less than five cents per page in color¹.
3. Business-capable features for home office environments, including automatic duplex printing and up to 20-sheet ADF.
4. 100-sheet paper tray capacity. Single sheet bypass tray for printing on envelopes and card stock for added convenience.
5. Print and scan from almost anywhere - smartphone, tablet, laptop, and desktop computer².
6. Break free and go wireless. Enjoy the freedom of wireless connectivity - and no router needed with Wi-Fi Direct³.
7. Easily navigate to powerful features with a 2.7" Touchscreen display
8. Scan to popular cloud services directly from the machine, including Google Drive, Dropbox, Evernote, and more⁴. Capture and digitize paper documents with Brother Cloud Apps for electronic storage or sharing⁵.
9. Compact design that fits in nearly any workspace.
10. Two-year limited warranty and free phone support for the life of the product.

Disclaimers

1. Based on MSRP of individual LC20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network. See www.connectprintshare.com for details, availability and mobile device compatibility.
3. Requires connection to a wireless network. For more details visit www.connectprintshare.com.
4. Requires internet connection and an account with desired service. For more details see www.connectprintshare.com.
5. Requires internet connection. For more details visit www.connectprintshare.com.

- **Search words / Keywords:** INKvestment, Inkvestment, ink, cheap ink, affordable ink, quality printer, 985, 985dw, 985xl, 985dwx, worksmart, Work smart, Brother, Brother printer

ONLINE/DIGITAL MFC-J985DW XL

- Product Description: Brother MFC-J985DW XL Work Smart All-in-One with 12 INKvestment Cartridges
- Why Buy: Spend less for more pages with INKvestment cartridges - the innovative and cost-effective solution for any home office. Up to 2 years of ink included with 12 Super High-yield ink cartridges¹. Business-capable features include automatic two-sided printing, up to 20-sheet ADF, and wireless and mobile device connectivity⁴. Two-year limited warranty with free phone support for the life of the product.
- Top 10 Bullets

[Must be used in the following priority order and wording. No modifications are allowed]

1. Up to 2 years of ink included¹.
2. 12 Super High-yield ink cartridges provide approximately 7200 black pages / 3600 color pages total ink yield in the box².
3. Print for pennies and nickels. Less than one cent per page for black and white printing, and less than five cents per page in color³.
4. Business-capable features for home office environments, including automatic duplex printing and up to 20-sheet ADF.
5. 100-sheet paper tray capacity. Single sheet bypass tray for printing on envelopes and card stock for added convenience.
6. Print and scan from almost anywhere - smartphone, tablet, laptop, and desktop computer⁴.
7. Break free and go wireless. Enjoy the freedom of wireless connectivity - and no router needed with Wi-Fi Direct⁵.
8. Easily navigate to powerful features with a 2.7" Touchscreen display.
9. Scan to popular cloud services directly from the machine, including Google Drive, Dropbox, Evernote, and more⁶. Capture and digitize paper documents with Brother Cloud Apps for electronic storage or sharing⁷.
10. Two-year limited warranty and free phone support for the life of the product

Disclaimers

1. Based on average monthly print volumes of approximately 300 pages (70% black pages / 30% color pages) and approximate page yield in accordance with ISO/IEC 24711 using 12 cartridges provided. For more page yield information, see www.brother.com/pageyield.
2. Actual yield of initial cartridge will be approx. 90% of replacement LC20E Black, and 60% of replacement LC20E Color Series, due to ink system initialization. All replacement cartridges will provide approximate page yield stated in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.
3. Based on MSRP of individual LC20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.
4. Requires connection to a wireless network. See www.connectprintshare.com for details, availability and mobile device compatibility.
5. Requires connection to a wireless network. For more details visit www.connectprintshare.com.
6. Requires internet connection and an account with desired service. For more details see www.connectprintshare.com.
7. Requires internet connection. For more details visit www.connectprintshare.com.

- **Search Words / Keywords:** INKvestment, Inkvestment, ink, cheap ink, affordable ink, quality printer, 985, 985dw, 985xl, 985dwxl, worksmart, Work smart, Brother, Brother printer, value

Must be used as follows. No modifications are allowed

SHOPFRONT FACT TAG – MFC-J985DW

- Product Description: Brother MFC-J985DW Work Smart All-in-One with INKvestment Cartridges
- Top Specs
 - Super High-yield INKvestment Cartridges Included
 - 2400 black pages / 1200 color pages¹

Disclaimers

1. Actual yield of starter cartridge will be approx. 90% of replacement LC20E Black, and 60% of replacement LC20E Color Series, due to ink system initialization. Approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

SHOPFRONT FACT TAG – MFC-J985DW XL

- Product Description: Brother MFC-J985DW XL Work Smart All-in-One with 12 INKvestment Cartridges
- Top Specs
 - Up to 2 years of ink included¹
 - 7200 black pages / 3600 color pages²
 - \$137 in-box value³

Disclaimers

1. Based on average monthly print volumes of approximately 300 pages (70% black pages / 30% color pages) and approximate page yield in accordance with ISO/IEC 24711 using 12 cartridges provided. For more page yield information, see www.brother.com/pageyield.

2. Actual yield of initial cartridge will be approx. 90% of replacement LC20E Black, and 60% of replacement LC20E Color Series, due to ink system initialization. All replacement cartridges will provide approximate page yield stated in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield

3. Based on MSRP of LC20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

PRINTED ADS / BULLETS – MFC-J985DW

- Top Hardware Bullets for Ads
 - Automatic Duplex (2-sided) Printing
 - Wireless and Mobile Device Printing¹
 - 2.7" TouchScreen Display
 - 12/10 ppm black/color

Disclaimers

1. Requires connection to a wireless network. See www.connectprintshare.com for details, availability and mobile device compatibility.

- Top Marketing Messages – To be used in chronological order, including as many messages as space allows

1. *Inkvestment Headline* : Spend Less For More Pages {with INKvestment cartridges}
2. 2400 Page Black Cartridges Under \$25 / 1200 Page Color Cartridges Under \$15¹
3. Less than \$0.01 black cost per page / Less than \$0.05 color cost per page¹
 - If space is limited use “Print For Pennies and Nickels¹”
4. Approximately 2400 Black Pages / Approximately 1200 Color Pages²
 - (Describing in-box page yield)

Disclaimers

1. Based on MSRP of individual LC20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.
2. Actual yield of starter cartridge will be approx. 90% of replacement LC20E Black, and 60% of replacement LC20E Color Series, due to ink system initialization. Approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

Must be used as follows. No modifications are allowed

PRINTED ADS / BULLETS – MFC-J985DW XL

- Top Hardware Bullets for Ads
 - Up to 2 Years of Ink Included¹
 - Automatic Duplex (2-sided) Printing
 - Wireless and Mobile Device Printing²
 - 2.7" TouchScreen Display
- Top Marketing Messages – To be used in chronological order, including as many messages as space allows
 1. *Headline* : Up To 2 Years of Ink Included¹
 2. Spend Less For More Pages {with 12 INKvestment cartridges}
 3. Approximately 7200 Black Pages / Approximately 3600 Color Pages³
 4. \$137 In-Box Value⁴
 5. Less than \$0.01 black cost per page / Less than \$0.05 color cost per page⁴
 - If space is limited use “Print For Pennies and Nickels⁴”

Disclaimers

1. Based on average monthly print volumes of approximately 300 pages (70% black pages / 30% color pages) and approximate page yield in accordance with ISO/IEC 24711 using 12 cartridges provided. For more page yield information, see www.brother.com/pageyield.
2. Requires connection to a wireless network. See www.connectprintshare.com for details, availability and mobile device compatibility.
3. Actual yield of initial cartridge will be approx. 90% of replacement LC20E Black, and 60% of replacement LC20E Color Series, due to ink system initialization. All replacement cartridges will provide approximate page yield stated in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield
4. Based on MSRP of LC20E black and color ink cartridges and approximate page yield in accordance with ISO/IEC 24711. For more page yield information, see www.brother.com/pageyield.

ONLINE/DIGITAL AND PRINTED ADS / BULLETS – PRODUCTS COMBINED

Tell INKvestment story with key messaging and highlight up to 2 years of ink with upgrade to 985dw XL

SPEND LESS FOR MORE PAGES with INKvestment cartridges

LESS THAN

 \$0.01 BLACK COST PER PAGE
 \$0.05 COLOR COST PER PAGE

2400 PAGE BLACK CARTRIDGES UNDER \$25
 1200 PAGE COLOR CARTRIDGES UNDER \$15

Example 1

SAVE \$30
269⁹⁹
 Reg. \$299.99

Brother MFC-J985dw XL

- 7200 pages black
- 3600 color pages
- Up to 20 Sheet ADF
- Duplex Printing
- 2.7" Touchscreen

UP TO 2 YEARS OF INK INCLUDED* **\$137 IN-BOX VALUE**

12 CARTRIDGES IN THE BOX

*Based on average monthly print volumes of approximately 300 pages and approximate page yield in accordance with ISO/IEC 24711. For more info see www.brother.com/pageyield.

Also available...
\$169⁹⁹ Reg. \$199.99
Brother MFC-J985dw

- 4 Super High-yield cartridges included
- 2400 black pages
- 1200 color pages




Example 2

SPEND LESS FOR MORE PAGES with INKvestment cartridges

2400 PAGE BLACK CARTRIDGES UNDER \$25
 1200 PAGE COLOR CARTRIDGES UNDER \$15

LESS THAN

 \$0.01 BLACK COST PER PAGE
 \$0.05 COLOR COST PER PAGE

\$299⁹⁹
 Brother MFC-J985dw XL

- 7200 pages black
- 3600 color pages
- \$137 in-box value

Also available...
\$199⁹⁹
Brother MFC-J985dw

- Super High-yield cartridges included
- 2400 black pages
- 1200 color pages




MFC-J985DW & XL IMAGES

MFC-J985dw Images



MFC-J985DW-frontsample



MFC-J985DW Situ 34_ink_logo



MFC-J985DW Situ 15_ink_logo



MFC-J985DW Situ 31_logo



MFC-J985W Details 16_ink_logo

MFC-J985dw XL Images



12 CARTRIDGES INCLUDED IN-BOX



MFC-J985W Details 16_ink_XL_v4



MFC-J985DW Situ 34_ink_logo_XL



MFC-J985DW Situ 15_ink_logo_XL



MFC-J985DW Situ 31_logo_XL



MFC-J985W Situ 36_inkbar_XL

Branding Style Guide: INKvestment

Branding style guides are put in place to maintain brand consistency and a cohesive look and feel throughout all collateral produced. Please review the guidelines below to ensure materials are created within the brand identity.

Logos



- Logo should never be placed on any background that is either 100% C, M, or Y
- Use white treatment when placing logo on a solid background, such as a color bar or dark image
- When logo is used on a background that is darker than 50% grey, you should reverse the type to white for legibility
- XL logo treatment should never be used with INKvestment
- XL should only be used attached to model number or as background treatment
- Never stretch, distort, or add any effects to logo
- There should be sufficient clear space around the logo

Font

The following fonts should be used when creating INKvestment materials. For full font families, please see a member of the Marketing Services Team.

Montreal Font Family

Montreal TS – Regular

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montreal TS – DemiBold

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montreal TS – Regular Italic

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montreal TS – DemiBold Italic

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montreal TS – Medium

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montreal TS – Bold

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gill Sans*

Gill Sans - SemiBold

ABCDEFGHIJKLMNPOPQRSTUWWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

* Gill Sans font should only be used when referring to INKvestment cartridges with the "Spend Less for More Pages" text treatment and messaging.

Colors

The INKvestment colors are directly related to true CMYK values. Header and body text should always be in black or white, determined by the background color and legibility.

PRIMARY



#00519b

Green Gradient
Darkest: #138943
Lightest: #B2D235

SECONDARY



#044a8e

TEXT



#000000



#ffffff

Elements

SPEND LESS FOR MORE PAGES with INKvestment cartridges

The “Spend Less for More Pages” bar should be on the blue gradient or solid black background in this form whenever possible. The INKvesetment logo can be used embedded in this format only.

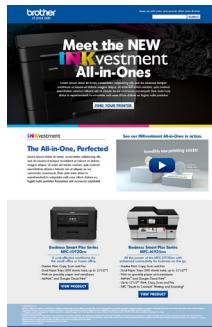


The Penny/Nickel graphic is used when referencing Cost Per Page. The Penny and Nickel graphics have to be either 3/4 the size of the actual coin or at least 150% larger than an actual coin, and only one side can be shown.

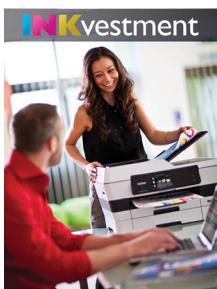


The ink splash can be used as a subtle background to emphasize the ink messaging. This should be used very carefully to ensure the overall creative is not too busy and the messaging is still prominent.

Examples



Web & Email Assets



Lifestyle Images



Retail Endcap

Contact sheet for assets available

UP TO
2 YEARS
OF INK INCLUDED

INKvest_2YearsOfInk.png



INKvest_PennyNickel_white.png

2400 PAGE BLACK CARTRIDGES UNDER \$25
1200 PAGE COLOR CARTRIDGES UNDER \$15

INKvest_2400_1200_Page.png

INKvest_RainbowBar.png



INKvest_2400_1200_Yield_Stacks_black.png



SPEND LESS FOR MORE PAGES
with INKvestment cartridges

INKvest_SLFM_Black.jpg



INKvest_2400_1200_Yield_Stacks_white.png

SPEND LESS FOR MORE PAGES
with INKvestment cartridges

INKvest_SLFM_onBlueBar.jpg



INKvest_7200_3600_Yield_Stacks_black.png



INKvest_XL_logo.png



INKvest_7200_3600_Yield_Stacks_white.png

INKvestment

Inkvestment_logo_black.png



INKvest_LC20E_Cartridges.png

INK

Inkvestment_logo_White.png

LESS THAN
\$0.01 BLACK
COST PER PAGE
\$0.05 COLOR
COST PER PAGE

INKvest_PennyNickel_bk.png

INKvestment

Inkvestment_logo_WhiteOnBlack.png

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