

# **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 connectivity<sup>3</sup>. 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 pages<sup>1</sup>: 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 color<sup>1</sup>.
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 computer<sup>2</sup>.
6. Break free and go wireless. Enjoy the freedom of wireless connectivity - and no router needed with Wi-Fi Direct<sup>3</sup>.
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 more<sup>4</sup>. Capture and digitize paper documents with Brother Cloud Apps for electronic storage or sharing<sup>5</sup>.
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](http://www.brother.com/pageyield).
2. Requires connection to a wireless network. See [www.connectprintshare.com](http://www.connectprintshare.com) for details, availability and mobile device compatibility.
3. Requires connection to a wireless network. For more details visit [www.connectprintshare.com](http://www.connectprintshare.com).
4. Requires internet connection and an account with desired service. For more details see [www.connectprintshare.com](http://www.connectprintshare.com).
5. Requires internet connection. For more details visit [www.connectprintshare.com](http://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 cartridges<sup>1</sup>. Business-capable features include automatic two-sided printing, up to 20-sheet ADF, and wireless and mobile device connectivity<sup>4</sup>. 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 included<sup>1</sup>.
2. 12 Super High-yield ink cartridges provide approximately 7200 black pages / 3600 color pages total ink yield in the box<sup>2</sup>.
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 color<sup>3</sup>.
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 computer<sup>4</sup>.
7. Break free and go wireless. Enjoy the freedom of wireless connectivity - and no router needed with Wi-Fi Direct<sup>5</sup>.
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 more<sup>6</sup>. Capture and digitize paper documents with Brother Cloud Apps for electronic storage or sharing<sup>7</sup>.
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](http://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](http://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](http://www.brother.com/pageyield).
4. Requires connection to a wireless network. See [www.connectprintshare.com](http://www.connectprintshare.com) for details, availability and mobile device compatibility.
5. Requires connection to a wireless network. For more details visit [www.connectprintshare.com](http://www.connectprintshare.com).
6. Requires internet connection and an account with desired service. For more details see [www.connectprintshare.com](http://www.connectprintshare.com).
7. Requires internet connection. For more details visit [www.connectprintshare.com](http://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 pages<sup>1</sup>

##### 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](http://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 included<sup>1</sup>
  - 7200 black pages / 3600 color pages<sup>2</sup>
  - \$137 in-box value<sup>3</sup>

##### 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](http://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](http://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](http://www.brother.com/pageyield).

#### PRINTED ADS / BULLETS – MFC-J985DW

- Top Hardware Bullets for Ads
  - Automatic Duplex (2-sided) Printing
  - Wireless and Mobile Device Printing<sup>1</sup>
  - 2.7" TouchScreen Display
  - 12/10 ppm black/color

##### Disclaimers

1. Requires connection to a wireless network. See [www.connectprintshare.com](http://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 \$15<sup>1</sup>
3. Less than \$0.01 black cost per page / Less than \$0.05 color cost per page<sup>1</sup>
  - If space is limited use “Print For Pennies and Nickels”<sup>1</sup>
4. Approximately 2400 Black Pages / Approximately 1200 Color Pages<sup>2</sup>
  - (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](http://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](http://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 Included <sup>1</sup>
  - Automatic Duplex (2-sided) Printing
  - Wireless and Mobile Device Printing<sup>2</sup>
  - 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 Included<sup>1</sup>
  2. Spend Less For More Pages {with 12 INKvestment cartridges}
  3. Approximately 7200 Black Pages / Approximately 3600 Color Pages<sup>3</sup>
  4. \$137 In-Box Value<sup>4</sup>
  5. Less than \$0.01 black cost per page / Less than \$0.05 color cost per page<sup>4</sup>
    - If space is limited use “Print For Pennies and Nickels”<sup>4</sup>

#### 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](http://www.brother.com/pageyield).  
 2. Requires connection to a wireless network. See [www.connectprintshare.com](http://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](http://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](http://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

Example 1

## 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**

**SAVE \$30**

**269<sup>99</sup>**  
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**

**Also available...**

**\$169<sup>99</sup>** Reg. \$199.99

**Brother MFC-J985DW**

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

\*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/go/pageyield](http://www.brother.com/go/pageyield).

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

**\$299<sup>99</sup>**

**Brother MFC-J985DW XL**

- 7200 pages black
- 3600 color pages

**\$137 in-box value**

**Also available...**

**\$199<sup>99</sup>**

**Brother MFC-J985DW**

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

**brother**  
at your side



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

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Montreal TS – DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Montreal TS – Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Montreal TS – DemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Montreal TS – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Montreal TS – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Gill Sans\*

#### Gill Sans - SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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 INKvestment logo can be used embedded in this format only.



The Green and Color bars can be used throughout the creative as a gradient background or page anchor. Messaging can be placed here and is often used for ink messages.

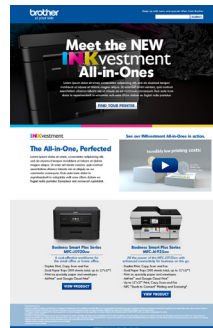


The Penny/Nickel graphic is used when referencing Cost Per Page. The Penny and Nickel graphics have to be either 3/4 the size of the actual coin or at least 150% larger than an actual coin, and only one side can be shown.



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



Carton & Mylar

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



INKvest\_PennyNickel\_bk.png

**INKvestment**

Inkvestment\_logo\_WhiteOnBlack.png

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