



RECCO website guidelines for brand partners

Note! This guidelines are made for our partners to provide support and examples of how to use RECCO communication assets on websites to communicate about RECCO technology.

Content

Dear Brand Partner,

we are excited to have you on board on the RECCO rescue network. Your products with integrated RECCO reflectors will help rescuers to locate and provide help faster to people in distress in the outdoors!

Thank you!

We made this specific guidelines to support you and help you to communicate about products with integrated RECCO reflectors on your website. Our intention is to show examples and give recommendations. We ask you to follow our recommendations and hope this will be in line with your brand's needs.

On the next pages you will find detailed information following this list of optional integration points of RECCO communication content.



Add RECCO content to your website:

- ☐ RECCO logo next to products
- ☐ RECCO copy for product's technology feature list
- ☐ General product text and RECCO technology text
- ☐ Mention RECCO technology in your product video
- ☐ Example and content for a RECCO technology info page
- ☐ How to embed the RECCO location map on any website
- ☐ Tag your products that have integrated RECCO technology with RECCO to make them searchable on your website

How to use the RECCO logo next to products

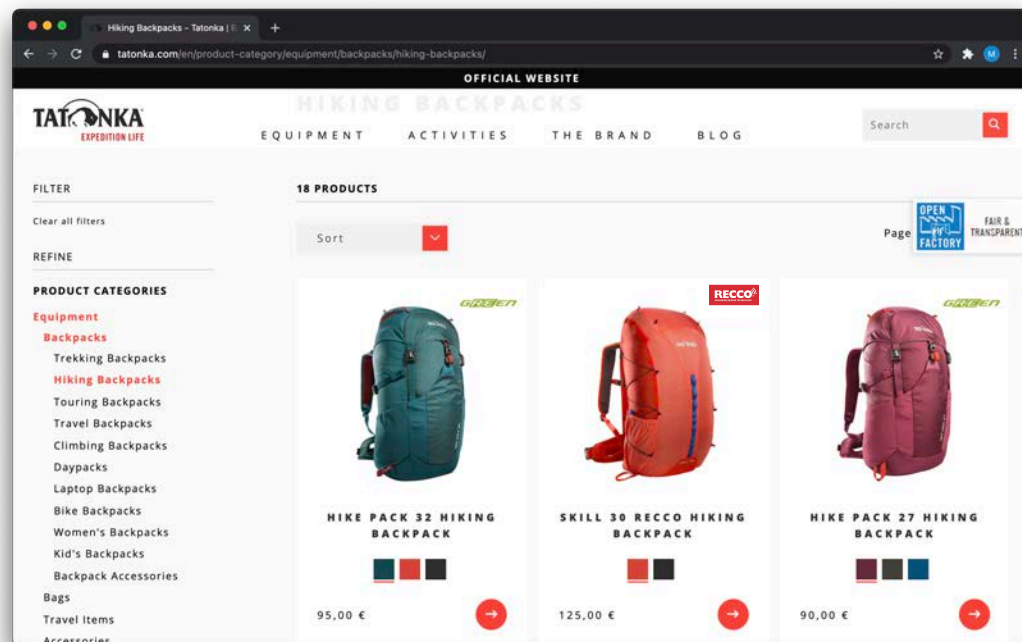
Our logo:



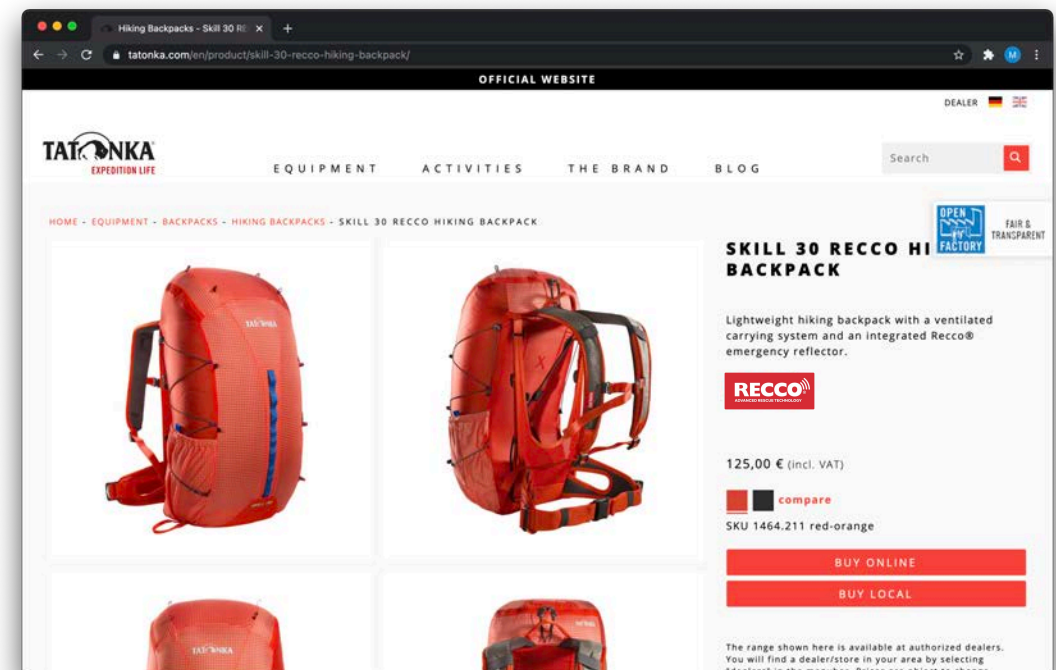
Additional logo guidelines: <https://recco.com/wp-content/uploads/2021/02/recco-logo-guidelines-for-partnersv21.01-2.pdf>

Logo file for digital: <https://recco.com/wp-content/uploads/2020/11/reccoboxedwebrqb.svg>

Product overview:



Product view:



RECCO copy for product's technology feature list

Short copy for tech info next to product:



RECCO® Technology

In case of avalanches and emergencies or if lost in the outdoors RECCO rescue reflectors make you searchable by organized rescue teams searching with RECCO detectors. RECCO technology is not a substitute for an avalanche transceiver.

Or

RECCO technology makes you searchable by organized rescue to find and help you faster when lost in the outdoors or in case of an avalanche. RECCO technology is not a substitute for an avalanche transceiver.

Additional copy and languages can be found here:

<https://recco.com/communication-assets/#copy>

Copy for bullet points:

- Equipped with RECCO® technology

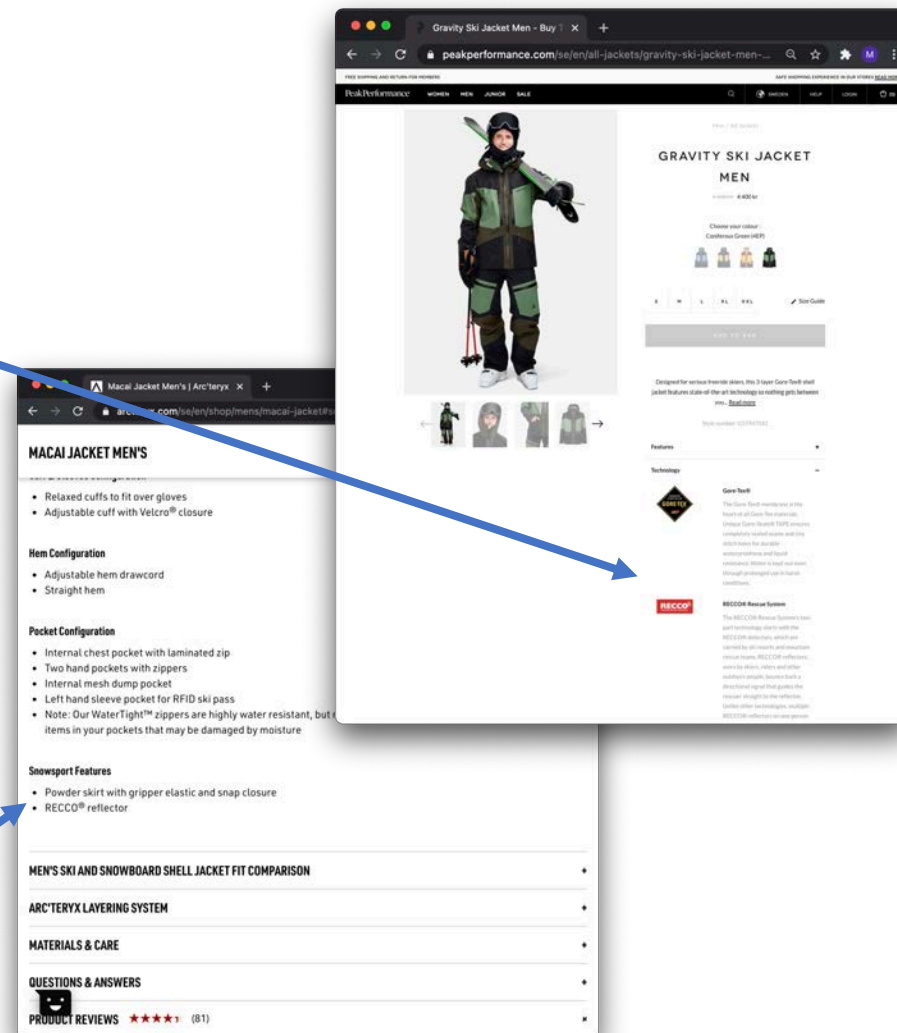
Or

- Equipped with



Or

- RECCO® technology makes you searchable to rescue professionals.



General product text and RECCO technology text

This is a text line we recommend to use to add to your paragraph of product text paragraph:

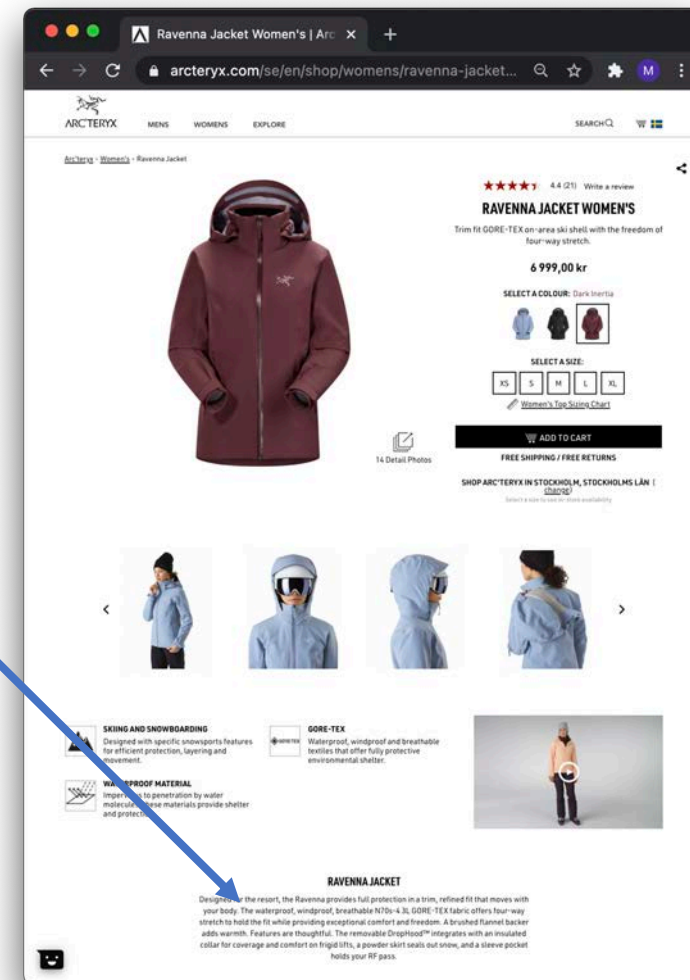
Example:

XYZ JACKET

Designed for the resort, the XYZ provides Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin id bibendum nulla, et ornare eros. Duis eleifend sem ac ipsum placerat aliquam. Curabitur vitae scelerisque arcu, id aliquet nisl. An integrated RECCO® reflector makes you searchable to organized rescue. A convallis erat nibh et elit. Aliquam dapibus justo non turpis pretium ullamcorper. A brushed flannel backer adds warmth.

More copy to work with can be found here:

<https://recco.com/communication-assets/#copy>



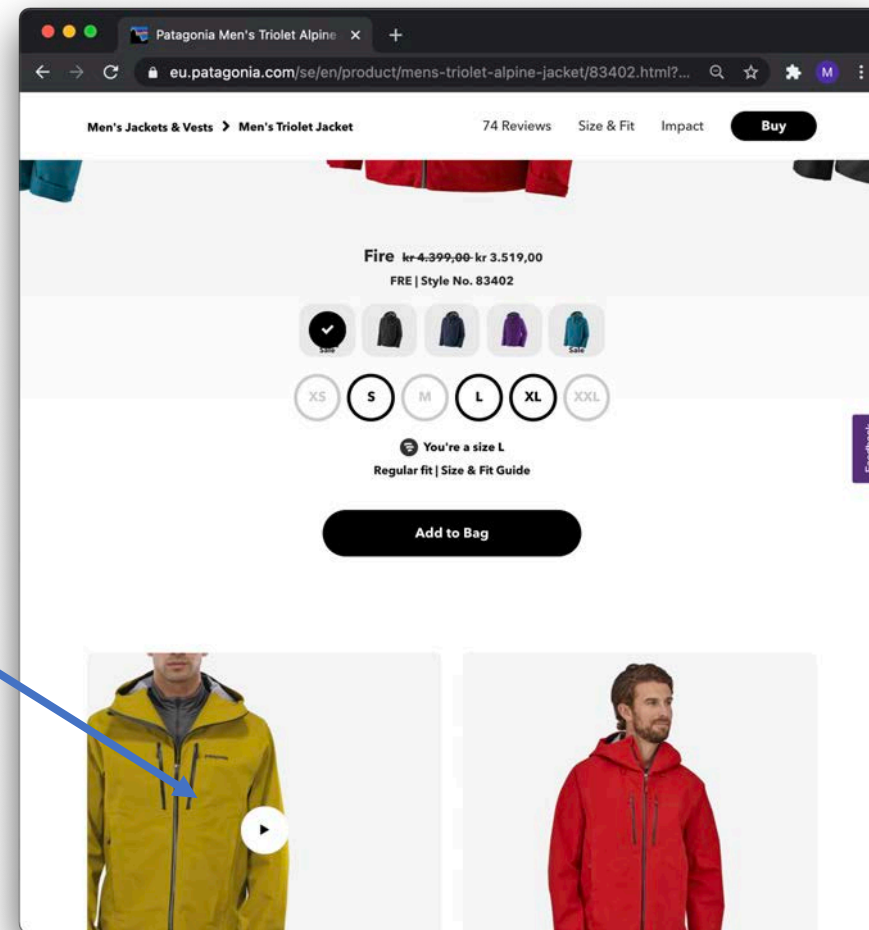
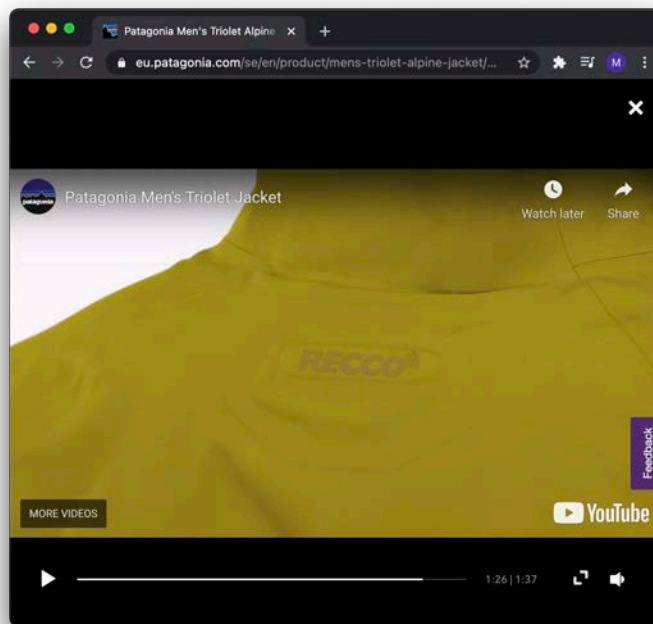
Mention RECCO technology in your product video

For product videos we recommend this text line to explain the RECCO technology:

"An integrated RECCO® reflector makes you searchable to organized rescue worldwide."

Link to example video:

<https://www.youtube.com/watch?v=CuH1U-MngVY>



Example and content for a RECCO technology info page

Copy:

RECCO Technology

In case of avalanches and emergencies or if lost in the outdoors RECCO rescue reflectors make you searchable by organized rescue teams searching with RECCO detectors.

RECCO TECHNOLOGY IS NOT A SUBSTITUTE FOR AN AVALANCHE TRANSCIEVER.



RECCO technology makes you searchable by organized rescue to find and help you faster when lost in the outdoors or in case of an avalanche.



The RECCO detector, used by rescuers, sends a directional radar signal, which is reflected back by the RECCO rescue reflector in your gear, leading rescuers to your location. RECCO reflectors require no power.



RECCO detectors are a standard rescue tool for rescue teams and ski patrollers worldwide. RECCO SAR helicopter detectors are new and used in a growing number of countries.

More languages:

[file:///Users/manuelduermoser/Downloads/recco-technology-in-one-sentencev21.01%20\(2\).pdf](file:///Users/manuelduermoser/Downloads/recco-technology-in-one-sentencev21.01%20(2).pdf)

[file:///Users/manuelduermoser/Downloads/recco-technology-explained-in-3-pointsv21.01%20\(3\).pdf](file:///Users/manuelduermoser/Downloads/recco-technology-explained-in-3-pointsv21.01%20(3).pdf)

Additional copy:

<https://recco.com/communication-assets/#copy>

Video:



Explaining the overall RECCO System

<https://recco.com/wp-content/uploads/2021/02/this-isrecco20210128h264hq.mp4>



Explaining the technology and signal reflection

<https://recco.com/wp-content/uploads/2020/12/reccothetechnology-1.mp4>

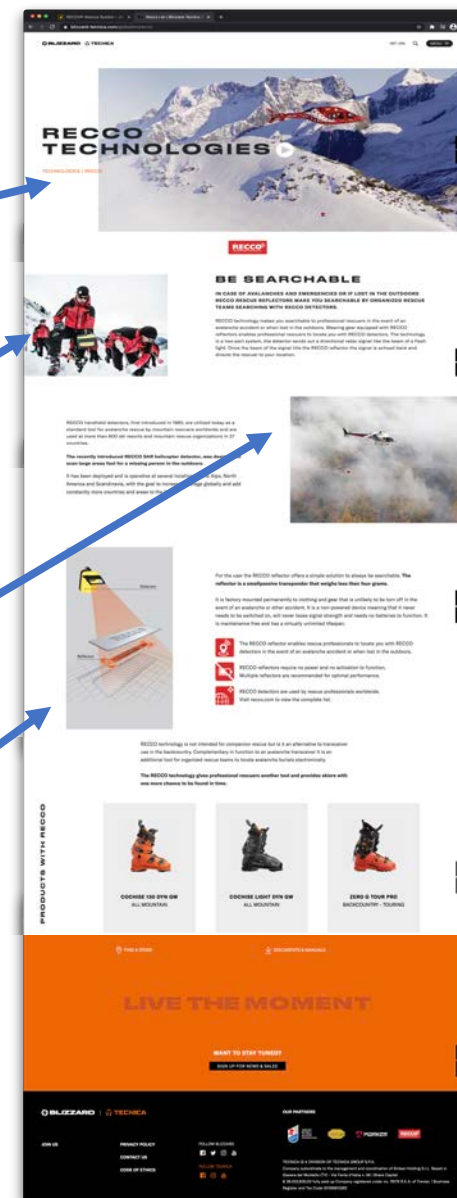
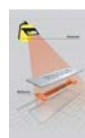
Additional videos:

<https://recco.com/communication-assets/#copy>

Photos: Access here: <https://recco.com/communication-assets/#images>



Illustrations: Access here: <https://recco.com/communication-assets/#illustrations>



Follow these steps to embed the RECCO Map on any website.

Basic usage

Place this HTML code snippet inside your HTML file where you want it to be displayed. Adjust the map size in pixels by changing the **width** and **height** values. Below the size is 600x450 pixels.

```
<div id="map">
  <iframe
    width="600" height="450" src="<https://recco.com/map>" frameborder="0"
    allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
    allowfullscreen></iframe>
</div>
```

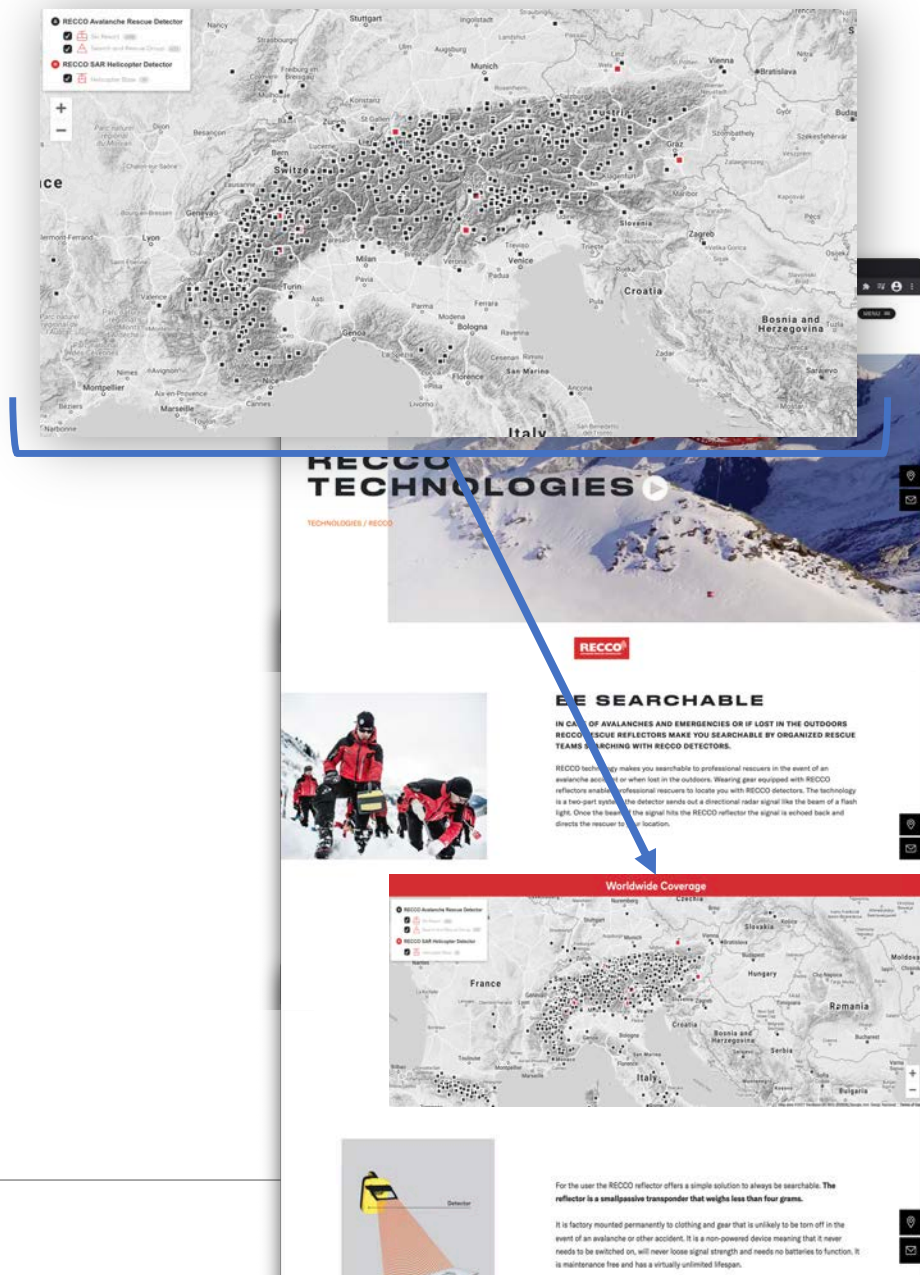
Adjust the map size and placement

Requires basic HTML/CSS knowledge.

Place the HTML code where you want your map to be displayed. Then add the styling for **.recco-map-container** in your CSS file. This div/class will decide the size and placement of the map, depending on the parent elements and its styling. In the example below the map size would be 100% width (relative to the div's parent width) and 60% of the viewport height.

```
<div id="map" class="recco-map-container">
  <iframe
    width="100%" height="100%" src="<https://recco.com/map>" frameborder="0"
    allow="accelerometer; autoplay; encrypted-media; gyroscope; picture-in-picture"
    allowfullscreen></iframe>
</div>

.recco-map-container {
  position: relative;
  width: 100%;
  height: 60vh;
}
```



Tag your products that have integrated RECCO technology with RECCO to make them searchable on your website

In case your online shop has a filter option "RECCO Technology" can be added as filter criteria.

