

# HOW TO WHISTLEBLOW CUSTOM BRANDING

There are several ways to customize the whistleblowing video to suit your companys needs.

- There are three versions of the video:
  - Version 1: **Full version** This version includes homepage, app and hotline
  - Version 2: **Homepage and app** This version includes the homepage and app, and does **not** include the hotline

All versions can be customized as follows:

- Custom main logo (Accepted file formats: .ai, .eps, hi-res .png)
- Custom service name and graphics (Provide service name as plain text, accepted file formats for graphics: .ai, .eps, hi-res .png)(Please provide URL and additional info such as telephone number as plain text)
- Custom URL and signoff

The different types of customization are described below:

## MAIN LOGO

The video has its own generic logo called "The Company". This can be replaced. You have three options to customize the video with your own logo:

1. "The Company" logo in center and top left corner of the computer screen can be replaced with your logo (figure 1-2)
2. Your logo can be appended to the video (figure 3)
3. Both of the options above



Figure 1



Figure 2

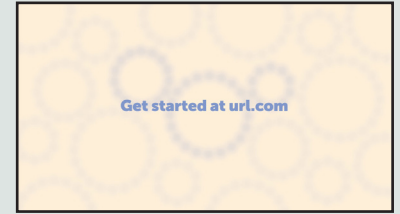


Figure 3

## SERVICE NAME AND GRAPHICS

If you have a custom name for your whistleblowing service this can be reflected in the video with both name and graphics:

1. Replace the generic "Whistleblowing Service"-name in the center of the box with your own name (figure 4-7, all versions)
2. Replace the generic service graphics in the lower right corner of the box with your own service graphics (figure 4-7, all versions)
3. Replace the phones generic app-name with your own service name and graphics (figure 6-7)

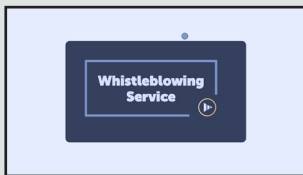


Figure 4



Figure 5

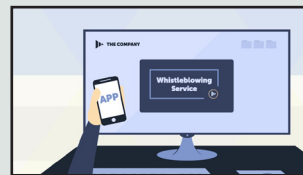


Figure 6



Figure 7

## URL AND SIGNOFF

The video signoff can be customized in different ways.

1. You can customize the URL at the end of the video to direct your users to a specific homepage (figure 8)
2. Additional info such as a telephone number can be included in this section.

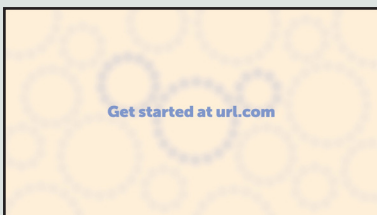


Figure 8