



SATO BRAND BOOK FOR PARTNERS

SATO is excited to work alongside our partners to empower people everywhere to live a better life every day. To support our partners' sales and marketing efforts, the "SATO Brand Book for Partners" is available for companies and organizations who sign a Non-Disclosure Agreement and a License Agreement or Non-exclusive Importer & Distributor Agreement.

The brand book outlines SATO's brand guidelines, which we respectfully ask partners to follow.

It also includes examples of available and customizable sales and promotional collateral to assist partners in generating awareness and creating demand for SATO's sanitation and hygiene products.

Together, we can build sustainable markets and positively impact the lives of millions of people around the world.

Please contact the Partnership for Better Living team (PBL-SATO@LIXIL.COM) for more information about accessing the SATO Brand Book for Partners.



EXAMPLES FROM THE BRAND BOOK

POINT OF SALE MATERIALS

We have developed a range of highly visual and engaging point-of-sale assets to support the effective promotion of SATO products through retail and distribution channels. Artwork and printed assets are available to select partners.



LOGO COLOURWAYS

Our logo is shown here in the various colourways. The SATO Brand Book for Partners includes our brand colours, various logo options, and a variety of other brand elements for use in our partners' marketing and communications initiatives.

Do not try to recreate the logo as artwork exists for all versions.



The information provided in this toolkit was developed by the Partnership for Better Living, LIXIL's cooperative agreement with USAID.

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