



Artesyn Identity Guidelines

Design Recommendations

By Jackie Day, Artesyn Technologies

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Artesyn Technologies . . .

The name *Artesyn Technologies* was not arrived at lightly. It is derived from the words 'artisan' and 'synthesis', which best describe the driving force behind the new company. Artisan conveys the established image - of creative solutions and meticulous attention to detail and quality - and synthesis spells out the future, where the new operational structure will bring customers benefits that are greater than the sum of its parts. And to remind everyone that consideration of people is central to Artesyn Technologies' business philosophy, the new company logo incorporates a human figure.

Artesyn Technologies is one of the leading suppliers of power conversion products, communications subsystems and services to the computing and communications industries. The company was formed in 1997 through the merger of Computer Products and Zytec – two of the world's leading power supply companies. Today, Artesyn Technologies operates on a global scale: it has sixteen dedicated design, manufacturing and service facilities around the world, and employs more than 7,800 people in Asia, Europe and North America.

Artesyn Technologies provides power systems, communication subsystems and protocol software – as well as repair and logistics services – to customers operating in the computing/mass storage, carrier/enterprise networking, wireless infrastructure and access markets.

Additional information about Artesyn Technologies' products and services available on the World-wide web at:

<http://www.artesyn.com>

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INTRODUCTION:

The impressions people have about Artesyn Technologies are directly influenced by visual communications. We make thousands of visual impressions every day - in the advertising we place, in the literature we distribute, in the letters we mail, and on the products we manufacture.

A strong corporate identity properly utilized will substantially strengthen our position and support our marketing activities. When all of these impressions are consistent with one another, it makes a significant contribution to the markets favourable impression of our company by projecting an image of unity, professionalism and stability.

Your adherence to the guidelines in this manual will not only protect our trademarks and maintain a consistent company image, but will also make the most effective use of these valuable marketing tools. Any modification of design or colour impairs the effectiveness of the programme. Your resources within the company for guidance and clarification in applying these standards to your business are as follows:

Asia	Steve Cheung
Europe	Jackie Day / Csaba Soos
North America	Cheryl Peckham

Thank you for your cooperation.

JACKIE DAY

CORPORATE NAME

The corporate name is **Artesyn Technologies**. This is the legal business name.
⇒ Use the full corporate name whenever you wish to describe the company.

2-COLOR CORPORATE LOGO



The corporate mark containing the word 'Technologies' is to be used on materials, such as annual reports, financial statements, Catalogues, data sheets, press releases and any other documents.

Our Trademark Attorney has received a Certificate of Registration from the US Patent and Trademark Office for 'Artesyn Technologies'.

As a result of this Certificate, it is now required that we use the symbol ® after 'Artesyn Technologies' so people know it is a registered trademark.

Alternatively, you can use the legend "Registered in the US Patent and Trademark Office" or "REG. U.S. Pat. & Tm. Off."

TRADEMARK NAME

'Artesyn' is the trade mark name in relation to all relevant product categories, such as 'Artesyn® power supplies' etc.

⇒ Use 'Artesyn' alone, just as you would use a brand name, to describe products and services provided by the company.

USE OF TRADEMARK ®

When the name 'Artesyn Technologies' appears ® should not be used.
When 'Artesyn' appears the following trademark convention should be followed:

- ⇒ The first instance of the name Artesyn that appears in the headline must have a ® - any other occurrences of Artesyn in the headline do not need the ®.
 - ⇒ The first instance of the name Artesyn that appears in the body copy must have a ® - any other occurrences of Artesyn in the body copy do not need the ®.
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2-COLOR MASTER LOGO (TRADEMARK IDENTITY):

The two-color Master Logo is to be used on all product-related documents, where Artesyn® is or can be used to describe a product or service.



The one-colour Master Logo must be used on all product labels worldwide:



Note: It is important to consistently distinguish between the corporate name 'Artesyn Technologies' and the trademark 'Artesyn®' which must carry the ®.

CORPORATE COLORS:

The four corporate colors were chosen to make a dramatic statement with high impact. Strong and bold, they are very current colors.

The four colors have been carefully specified to be complementary. These colors are:

Purple	:	Pantone 2583 C	(C-60%, M-87%, Y-0%, K-0%)
Navy Blue	:	Pantone 289 C	(C-100%, M-60%, Y-0%, K-56%)
Yellow	:	Pantone 130 C	
Green	:	Pantone 376 C	

The Master Logo is always Pantone 289 C blue, with the 'Y-man' in Pantone 2583 C purple.



POWERFUL PRODUCTS FOR COMMUNICATIONS

ONE COLOR MASTER LOGO:

If the Master Logo is to appear in one color other than black, then it should appear in Pantone 289 C blue with the 'Y-man' screened to appear at 30%.

BLACK AND WHITE MASTER LOGO:

When the Master Logo is to appear in black, then the 'Y-man' is screened to appear at 30%.



REVERSE VERSIONS OF MASTER LOGO:

Using the logo in reverse is not preferred, and should be avoided whenever possible. However, if the Master Logo must appear in reverse, then the following guidelines should be used in descending order of preference:

1. **Two colors:** The logo should be reversed out of Pantone 289 C blue, with the 'Y-man' in Pantone 2583 C purple.
2. **One color:** The logo should be reversed out of Pantone 2583 C purple, with the 'Y-man' screened to appear at 20%.
3. **Black and white:** The logo should be reversed out of black, with the 'Y-man' screened to appear at 20%. See example below:

