



Brand Style Guide 2019



## GLOBAL MANUFACTURING LOCATIONS

### NORTH AMERICA

Worldwide Headquarters  
Cincinnati, OH, USA  
Agua Prieta, Sonora Mexico  
Bristol, WI, USA  
West Wareham, MA, USA

### EUROPE

Tonbridge, Kent UK  
Singen, Germany  
Grossbreitenbach, Germany

### ASIA

Shanghai, China  
Kōfu, Yamanashi, Japan



## GLOBAL SALES & DESIGN CENTERS

### NORTH AMERICA

Worldwide Headquarters  
Cincinnati, OH, USA  
Wareham, MA, USA  
Oakville, Canada

### EUROPE

Singen, Germany  
Villejust, France  
Tonbridge, Kent, United Kingdom

### ASIA

Bangalore, India  
Shanghai, China  
Shenzen, China  
Kōfu, Yamanashi, Japan  
Shinjuku-ku, Tokyo, Japan

## Introduction

This brand style guide provides the direction and parameters to follow related to our logos, slogan, and other details as it relates to Standex brand architecture and collateral. It addresses items around our corporate, divisional, business unit, and product level marketing.

The purpose is to address questions you may have, or clarity needed for usage of brand art on collateral such as catalogs, digital placement and use on websites or social media, and general use for email signatures, letters, and the like. It also addresses sizing, measurements, colors, font, and more.

If you have further questions beyond these guidelines, contact Brian Siegel at [brian.siegel@standex.com](mailto:brian.siegel@standex.com) or call 513.533.7782.

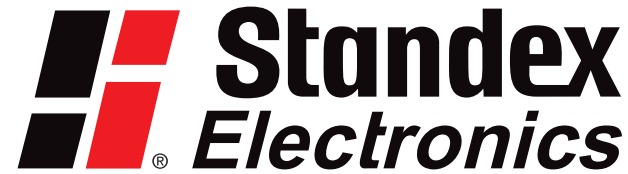
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Corporate



Division



Businesses and Brands



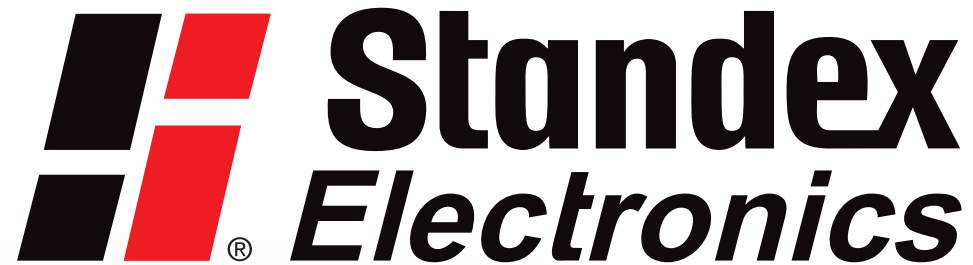
Reed Switch Brands



*To be utilized as needed over the next fiscal year until full rebrand to Standex Electronics is rolled out. Available to you for use and continued branding needs.*

## Standex Electronics Primary Logo

The proper logo identifier to utilize for Standex Electronics is shown on the right of this page, with pantone or color schematic details. This calls out our division at large or high-level, and is to be referenced on documents as needed, and as such within the following brand style guide pages. There are business unit logos that are part of the division, but it is to be clear that they are a part of the Standex Electronics division on the pages in which you use those logos. As we have grown through various acquisitions, and are a global team that at times associate ourselves with businesses such as Meder, Northlake, Standex Electronics Japan, etc. – we are part of the Standex Electronics team at large, and this is who we work for, and how our financials inevitably roll-up, as well as various legal elements.



## Standex Colors

The color standards represented here should always be adhered to. Two grays are allowed for text, dark gray for smaller text and the Standex gray for larger text and headlines



### Red

C0 M100 Y100 K0  
R237 G28 B36  
Hex Code ED1C24  
Pantone 199



### Rich Black

C20 M20 Y20 K100  
R19 G12 B14  
Hex Code 130C0E  
Pantone Black C



### Dark Gray

C20 M20 Y20 K70  
R87 G84 B84  
Hex Code 575454  
Pantone Cool Gray 11C



## Primary Logo

This is the preferred version and should be used when at all possible



## Reversed Logo

This version should be used against a dark background color or image. Examples of proper use are shown on the next page.



## One Color Logo

The one color logo should be used where color reproduction is not available, forms, etc.

## Secondary Logo

Includes the slogan. Three versions of this are available, with different color slogans, plus reverse and all black.



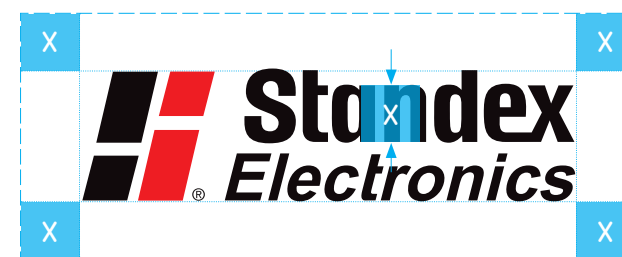
## Sizing

The preferred minimum size the Standex Electronics logo should be reproduced is 1". Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the Standex logo smaller than at 1" or smaller.



## Clearspace

For effective communication the logo requires a clearspace around it. The height of the letter "n" in the logotype would be used to create the clearspace around the Standex logo.



## Proper Logo Use

Shown are examples of what cannot be done and this applies to all the Standex Electronics Business Unit logos and Brand logos.

Proper consideration should be used when using the logos against different backgrounds ensuring the logo is clearly shown.



**DO NOT** change colors of any of the logo.



**DO NOT** apply any special effects to the logo.



**DO NOT** change the size, position or distort any elements of the logo.



**DO NOT** add a drop shadow to any element of the logo unless approved.



**DO NOT** use the logo without the block S mark or Electronics, however, the block S mark can be used as a design element as shown on page 5.

## Slogan and Hero Image (block S)

The Standex hero image and slogan are provided in various formats. The slogan can be used with black, gray, red or white to reverse out of a color or background image. It can also be used with the Primary Logo as shown on page 5.

The hero image can be used with red and black, red, black, gray or white to reverse out of a color or background image. It can also be used with the surrounding circle or text. The hero image can be used as a design element such as on the cover and on page 2.

The hero image is also available in three variations within a circle format as shown here. In addition, three text circle options, Standex Electronics Business Units, Standex Electronics Divisions and Standex Electronics Products. These are available as shown, Black, Gray, Red or Reverse White.

***Any variations of the use of the block S as shown must be approved.***

PARTNER | SOLVE | DELIVER®

PARTNER | SOLVE | DELIVER®

PARTNER | SOLVE | DELIVER®

PARTNER | SOLVE | DELIVER®

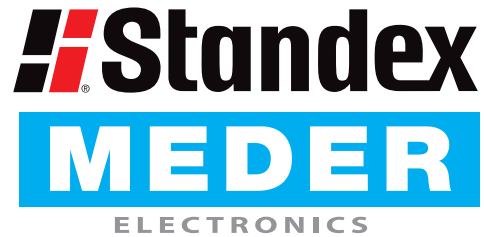




## Standex Meder Electronics

The logo provided is the primary one to utilize in tandem with other graphics and our divisional logo as needed. Either having Standex identified within a "logo stack", or the business unit logo endorsed as being "A Standex Electronics Business" are appropriate. It should be used in tandem with Standex Electronics slogan, letterhead, email signatures, business cards, tradeshow, and additional situations as appropriate. Please notice the dimensional use, colors, sizing, and proper utilization of the image as determined in the following to place on documents, materials, and other items as needed.

*The Standex Meder Electronics logo can be utilized for the time being until the rebrand is ready to be rolled out in the next fiscal year when we unify around the Standex Electronics brand. Until then, feel free to use this business and/or product brand logo.*



Color Logo



One Color Logo

## Standex Meder Electronic Colors



**Blue**  
C74 M23 Y0 K0  
R30 G157 B216  
Hex Code 1E9DD8  
Pantone 299



**Rich Black**  
C20 M20 Y20 K100  
R19 G12 B14  
Hex Code 130C0E  
Pantone Black C



**Red**  
C0 M100 Y100 K0  
R237 G28 B36  
Hex Code ED1C24  
Pantone 199

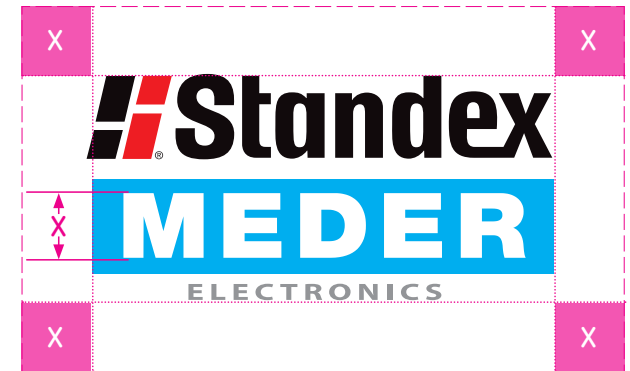
## Sizing

The preferred minimum size the Standex Meder Electronic logo should be reproduced is 1.5". Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the logo smaller than at 1.5" or smaller.



## Clearspace

For effective communication the logo requires a clearspace around it. The height of the letter "M" in the logotype would be used to create the clearspace around the Meder Electronic logo.

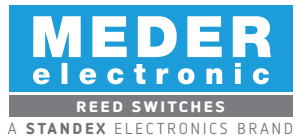


## Meder Electronic

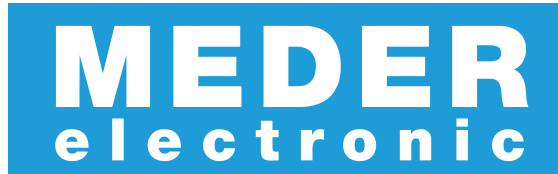
The logo provided can continue to be utilized in tandem with other graphics and our divisional logo as needed. Either having Standex identified within a “logo stack”, or the business unit logo endorsed as being “A Standex Electronics Business” are appropriate. It should be used in tandem with Standex Electronics slogan, letterhead, email signatures, business cards, tradeshow, and additional situations as appropriate. Please notice the dimensional use, colors, sizing, and proper utilization of the image as determined in the following to place on documents, materials, and other items as needed. The Meder specific logo details can be used as follows and as needed.

### Meder Electronic Brands

Available as needed



*The Meder Electronic logo can be utilized for the time being until the rebrand is ready to be rolled out in the next fiscal year when we unify around the Standex Electronics brand. Until then, feel free to use this business and/or product brand logo.*



A STANDEX ELECTRONICS COMPANY

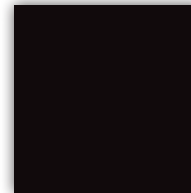
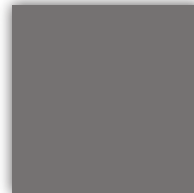
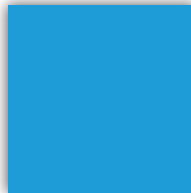
Color Logo



A STANDEX ELECTRONICS COMPANY

One Color Logo

### Meder Electronic Colors



**Blue**  
C74 M23 Y0 K0  
R30 G156 B216  
Hex Code 1E9CD8  
Pantone 299

**Gray**  
C15 M15 Y 15 K55  
R117 G115 B115  
Hex Code 757373  
Pantone Cool Gray 9C

**Rich Black**  
C20 M20 Y20 K100  
R19 G12 B14  
Hex Code 130C0E  
Pantone Black C

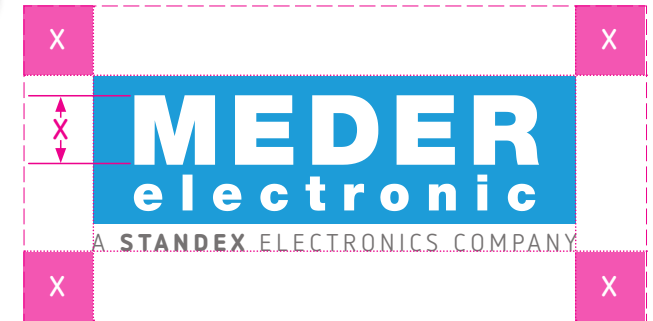
### Sizing

The preferred minimum size the Meder Electronic logo should be reproduced is 1.5". Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the logo smaller than at 1.5" or smaller.



### Clearspace

For effective communication the logo requires a clearspace around it. The height of the letter “M” in the logotype would be used to create the clearspace around the Meder Electronic logo.

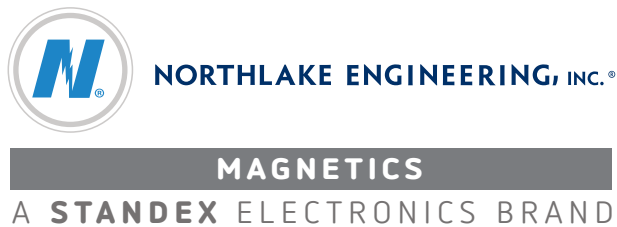


# Northlake Engineering

The logo provided is the primary one to utilize in tandem with other graphics and our divisional logo as needed. Either having Standex identified within a "logo stack", or the business unit logo endorsed as being "A Standex Electronics Business" are appropriate. It should be used in tandem with Standex Electronics slogan, letterhead, email signatures, business cards, tradeshow, and additional situations as appropriate. Please notice the dimensional use, colors, sizing, and proper utilization of the image as determined in the following to place on documents, materials, and other items as needed.

## Northlake Engineering Brands

Available as needed



*The Northlake Engineering logo can be utilized for the time being until the rebrand is ready to be rolled out in the next fiscal year when we unify around the Standex Electronics brand. Until then, feel free to use this business and/or product brand logo.*



Color Logo

### Sizing

The preferred minimum size the Northlake Engineering logo should be reproduced is 1.75". Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the logo smaller than at 1.75" or smaller.



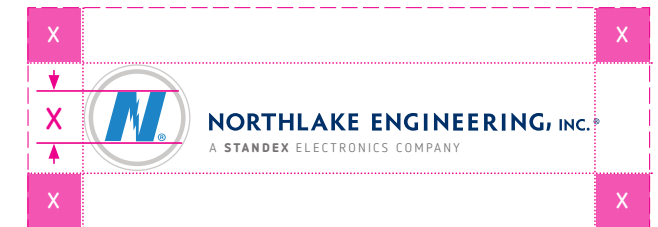
### Northlake Engineering Colors



One Color Logo

### Clearspace

For effective communication the logo requires a clearspace around it. The height of the "N" mark would be used to create the clearspace around the logo.



# Agile Magnetics

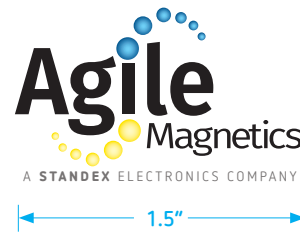
The logo provided is the primary one to utilize in tandem with other graphics and our divisional logo as needed. Either having Standex identified within a "logo stack", or the business unit logo endorsed as being "A Standex Electronics Business" are appropriate. It should be used in tandem with Standex Electronics slogan, letterhead, email signatures, business cards, tradeshows, and additional situations as appropriate. Please notice the dimensional use, colors, sizing, and proper utilization of the image as determined in the following to place on documents, materials, and other items as needed.



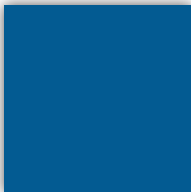


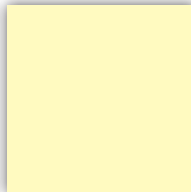

Color Logo

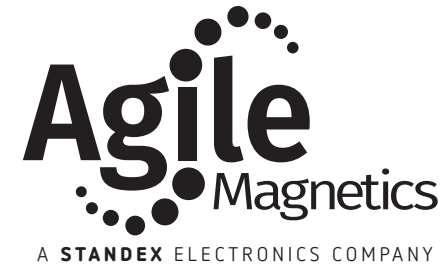
## Sizing

The preferred minimum size the Agile Magnetics logo should be reproduced is 1.5". Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the logo smaller than at 1.5" or smaller.



## Agile Magnetics Colors

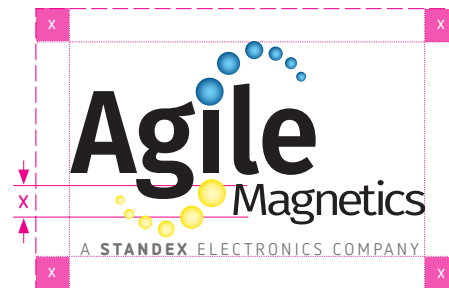
				
<b>Dark Blue</b> C87 M46 Y0 K30 R0 G91 B146	<b>Light Blue</b> C49 M0 Y0 K0 R113 G208 B246	<b>Dark Yellow</b> C0 M6 Y100 K0 R295 G229 B0	<b>Light Yellow</b> C15 M15 Y 15 K55 R117 G115 B115	<b>Rich Black</b> C20 M20 Y20 K100 R19 G12 B14 Hex Code 130COE Pantone Black C



One Color Logo

## Clearspace

For effective communication the logo requires a clearspace around it. The height of the "M" in Magnetics would be used to create the clearspace around the logo.



## Standex Electronics Japan

The logo provided is the primary one to utilize in tandem with other graphics and our divisional logo as needed. Either having Standex identified within a "logo stack", or the business unit logo endorsed as being "A Standex Electronics Business" are appropriate. It should be used in tandem with Standex Electronics slogan, letterhead, email signatures, business cards, tradeshows, and additional situations as appropriate. Please notice the dimensional use, colors, sizing, and proper utilization of the image as determined in the following to place on documents, materials, and other items as needed.

There are instances where the ® appears at the top of the logo. This is permissible as long as it is present.

### Standex Electronics Japan Brands

Available as needed



Color Logo



One Color Logo

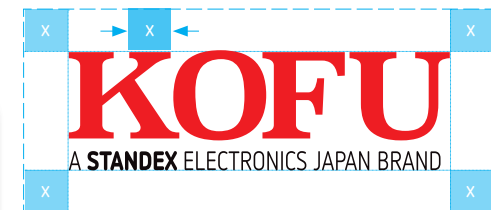
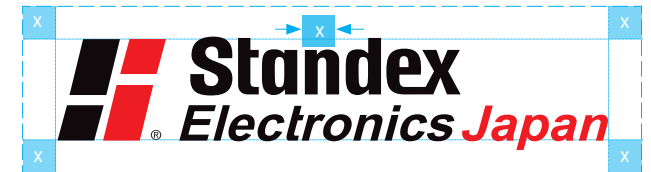
### Sizing

The preferred minimum size the logos should be reproduced is 1" (25.44mm). Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the logos smaller than 1".



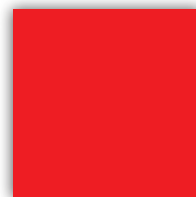
### Clearspace

For effective communication the logo requires a clearspace around it. The width of the letter "n" in the logotype would be used to create the clearspace around the Standex Electronics Japan logo. The width of the serif on the "K" for Kofu.

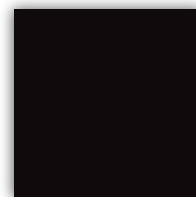


### Standex Colors

The color standards represented here should always be adhered to.



**Red**  
C0 M100 Y100 K0  
R237 G28 B36  
Hex Code ED1C24  
Pantone 199



**Rich Black**  
C20 M20 Y20 K100  
R19 G12 B14  
Hex Code 130C0E  
Pantone Black C



**Gray**  
C15 M15 Y 15 K55  
R117 G115 B115  
Hex Code 757373  
Pantone Cool Gray 9C

## Standex Electronics India

The logo provided is the primary one to utilize in tandem with other graphics and our divisional logo as needed. Either having Standex identified within a "logo stack", or the business unit logo endorsed as being "A Standex Electronics Business" are appropriate. It should be used in tandem with Standex Electronics slogan, letterhead, email signatures, business cards, tradeshows, and additional situations as appropriate. Please notice the dimensional use, colors, sizing, and proper utilization of the image as determined in the following to place on documents, materials, and other items as needed.

There are instances where the ® appears at the top of the logo. This is permissible as long as it is present.



Color Logo



One Color Logo

### Sizing

The preferred minimum size the logos should be reproduced is 1" (25.44mm). Certain conditions might require it be reproduced smaller such as imprinting on parts. Reproduction techniques need to be taken into consideration when using the logos smaller than 1".



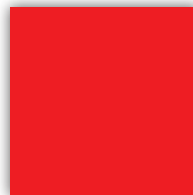
### Clearspace

For effective communication the logo requires a clearspace around it. The width of the letter "n" in the logotype would be used to create the clearspace around the Standex Electronics Japan India.

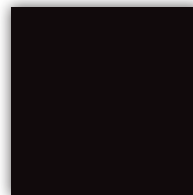


### Standex Colors

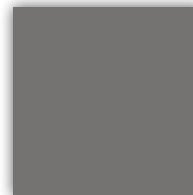
The color standards represented here should always be adhered to.



**Red**  
C0 M100 Y100 K0  
R237 G28 B36  
Hex Code ED1C24  
Pantone 199



**Rich Black**  
C20 M20 Y20 K100  
R19 G12 B14  
Hex Code 130C0E  
Pantone Black C



**Gray**  
C15 M15 Y 15 K55  
R117 G115 B115  
Hex Code 757373  
Pantone Cool Gray 9C

# Business Cards

Primary card options, front/back  
Cincinnati, United Kingdom,  
China, Mexico

Front



Back - Option 1



Back - Option 2 - native language



Secondary card options, front/back  
United Kingdom, Europe,  
China second option



Northlake



Agile



Japan



India



# General Facility Card

Primary Card options, front/back

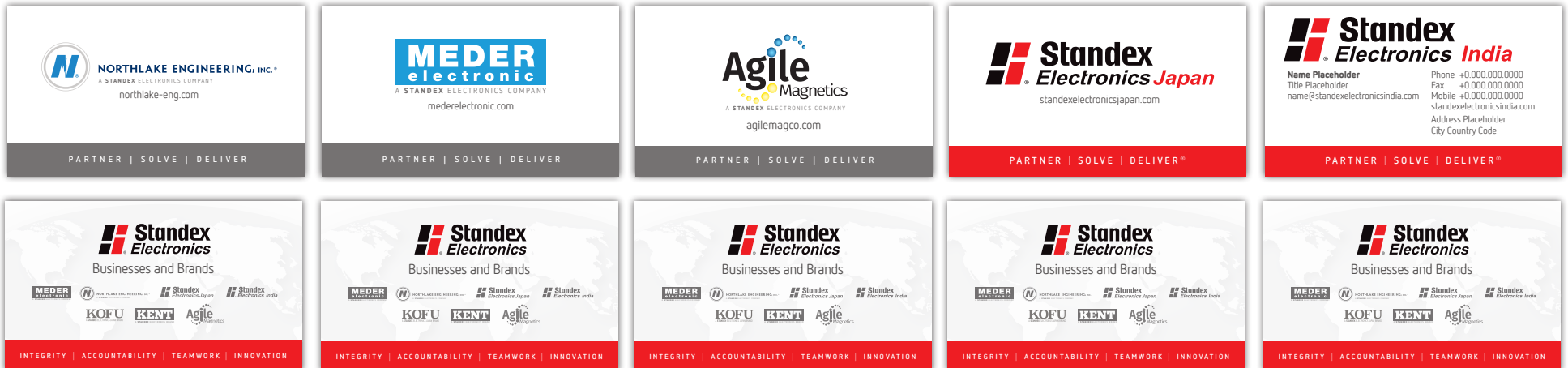
Front



Back



Secondary facility cards options, front/back





# Email Signatures

The following email signatures should be utilized with your proper employee information (first and last name, job title, email address, physical address, phone number, fax, and website) associated with your division and business unit. Please go into your computer email programs on your desktop and follow the proper path to the options for updating your email signature. This is the format we will adhere to for consistency globally within our various businesses and territories.

Primary  
email signature



4150 Thunderbird Lane  
Fairfield, OH 45014 USA  
[www.standexelectronics.com](http://www.standexelectronics.com)

**Brian Siegel**  
*Global Director of Marketing*  
[brian.siegel@standex.com](mailto:brian.siegel@standex.com)  
Phone +1.513.533.7782  
Fax +1.513.871.3779  
Mobile +1.295.3533

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Secondary  
email signature  
options to  
utilize at your  
discretion until  
rebrand rollout



0000 Street Name  
Cityplace ST 00000 USA  
[www.standexmeder.com](http://www.standexmeder.com)

**Name Placeholder**  
*Title Placeholder*  
[name@standexmeder.com](mailto:name@standexmeder.com)  
Phone +1.000.000.0000  
Fax +1.000.000.0000  
Mobile +1.000.0000

PARTNER | SOLVE | DELIVER®



0000 Street Name  
Cityplace ST 00000 USA  
[www.northlake-eng.com](http://www.northlake-eng.com)

**Name Placeholder**  
*Title Placeholder*  
[name@northlake-eng.com](mailto:name@northlake-eng.com)  
Phone +1.000.000.0000  
Fax +1.000.000.0000  
Mobile +1.000.0000

PARTNER | SOLVE | DELIVER®



0000 Street Name  
Cityplace ST 00000 USA  
[www.standex.co.jp](http://www.standex.co.jp)

**Name Placeholder**  
*Title Placeholder*  
[name@standex.co.jp](mailto:name@standex.co.jp)  
Phone +1.000.000.0000  
Fax +1.000.000.0000  
Mobile +1.000.0000

PARTNER | SOLVE | DELIVER®



0000 Street Name  
Cityplace ST 00000 USA  
[www.standex.co.india](http://www.standex.co.india)

**Name Placeholder**  
*Title Placeholder*  
[name@standex.co.india](mailto:name@standex.co.india)  
Phone +1.000.000.0000  
Fax +1.000.000.0000  
Mobile +1.000.0000

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0000 Street Name  
Cityplace ST 00000 USA  
[www.agilemagco.com](http://www.agilemagco.com)

**Name Placeholder**  
*Title Placeholder*  
[name@agilemagco.com](mailto:name@agilemagco.com)  
Phone +1.000.000.0000  
Fax +1.000.000.0000  
Mobile +1.000.0000

PARTNER | SOLVE | DELIVER®

# Typography

Consistency in typography is as important as color and imagery when creating a professional brand.

The preferred font family is Netto and is available in a variety of weights from thin to black. It can be condensed slightly where necessary. Universe condensed can be used where very small type is required.

For Microsoft applications where Netto may not be available Calibri may be used.



Netto Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?

*Netto Thin Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?*

Netto Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?

*Netto Light Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?*

Netto Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?

*Netto Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?*

Netto Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?**

***Netto Bold Italic***

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?***

Netto Black

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?**

***Netto Black Italic***

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?***

Calibri Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?

Calibri Regular

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*Calibri Italic*

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?*

**Calibri Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?**

***Calibri Bold Italic***

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890!@#%&?***

# Corporate Social Responsibility

Part of why we exist as a company is not only to provide products and services, but to engage in the communities where we are located to make positive impact.

Giving is a way of life at Standex that extends beyond the walls of our facilities through our Corporate Social Responsibility (CSR) and Community program. Standex pledges to support local community programs in the areas of education, workforce readiness and community engagement that make impactful improvements to the lives of the people in our communities. We pledge to pursue solutions both for our customers and our communities.

The following graphics and images are items to utilize for when you put together materials for our Scholarship Program, Manufacturing (MFG) Day, and other efforts related to service work to properly identify Standex, and the work you are doing around the CSR efforts. This allows for the “Standex Cares” (Cares standing for “connect, act, reach, engage, and service”) team and work to have the proper identifier, recognition, and build awareness of your community team’s initiatives.



**Standex 2016 Scholarship Program**

Join us in celebrating Manufacturing Day when we are hosting students interested in careers and learning more about Engineering, Manufacturing, and Technology!

The agenda consists of a presentation about our company, tour of the facility, then wrap-up with lunch and Q&A.

**Date:** October 4th, 2017  
**Time:** 9AM - 12PM EST  
**Location:** 4538 Carthaven Road, Cincinnati, OH 45229

Please note, recommended attire consists of jeans, polo or button-up shirt, and closed-toe shoes.

**Host's Role/Process:** Each scholarship application is carefully reviewed by an independent evaluator. Standex will provide a letter of recommendation and financial support for the recipient's education.

**Eligibility:** The applicant must be active and working at Standex for at least one year and have been hired on or before November 1, 2015.

**Program Requirements:** If the applicant is located in the US, the applicant must be a US citizen or permanent resident. The applicant must be at least 18 years old and have a minimum high school diploma or GED. The applicant must be currently employed by Standex. The applicant must be currently employed by Standex. The applicant must be currently employed by Standex.

**Our Team:** We provide value and deliver custom engagement solutions utilizing the expertise of our employees. Our employees are highly skilled and experienced in a variety of industries including manufacturing, engineering, and technology.

**At Standex:** Standex Electronics is a global company that provides custom engagement solutions. We are committed to providing our customers with the highest quality products and services. We are committed to providing our customers with the highest quality products and services.

**Standex**

**To learn more about MFG Day visit [www.mfgday.com](http://www.mfgday.com)**

**Standex Electronics**

**Manufacturing Day Standex Electronics October 4, 2017**

Join us in celebrating Manufacturing Day when we are hosting students interested in careers and learning more about Engineering, Manufacturing, and Technology!

The agenda consists of a presentation about our company, tour of the facility, then wrap-up with lunch and Q&A.

**Date:** October 4th, 2017  
**Time:** 9AM - 12PM EST  
**Location:** 4538 Carthaven Road, Cincinnati, OH 45229

Please note, recommended attire consists of jeans, polo or button-up shirt, and closed-toe shoes.

**Our Team:** We provide value and deliver custom engagement solutions utilizing the expertise of our employees. Our employees are highly skilled and experienced in a variety of industries including manufacturing, engineering, and technology.

**At Standex:** Standex Electronics is a global company that provides custom engagement solutions. We are committed to providing our customers with the highest quality products and services. We are committed to providing our customers with the highest quality products and services.

**Standex**

**To learn more about MFG Day visit [www.mfgday.com](http://www.mfgday.com)**

**Standex Cares**  
 Connect • Act • Reach • Engage • Serve

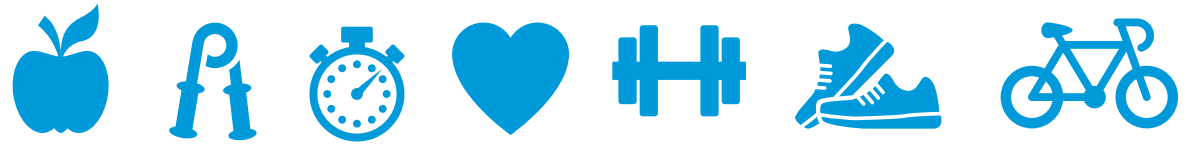
Giving is a way of life at Standex that extends beyond the walls of our facilities. Standex pledges to support local community programs in the areas of education, workforce readiness and community engagement that make impactful improvements to the lives of the people in our communities. We pledge to pursue solutions both for our customers and our communities.

**Standex Cares**



# Human Resources Marketing

These items are to assist you in having graphics for our Human Resources, Benefits information and communications, Health, and/or Wellness efforts on your team, and at the facilities.



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**ON BEHALF OF STANDEX INTERNATIONAL**

WE RECOGNIZE \_\_\_\_\_

FOR EXHIBITING THE VALUES OF \_\_\_\_\_

THROUGH THE ACTIONS OF \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Standex** | Standex International // 11 Keswain Drive, Salem, NH 03079  
 t: 603.893.9701 // f: 603.893.7324



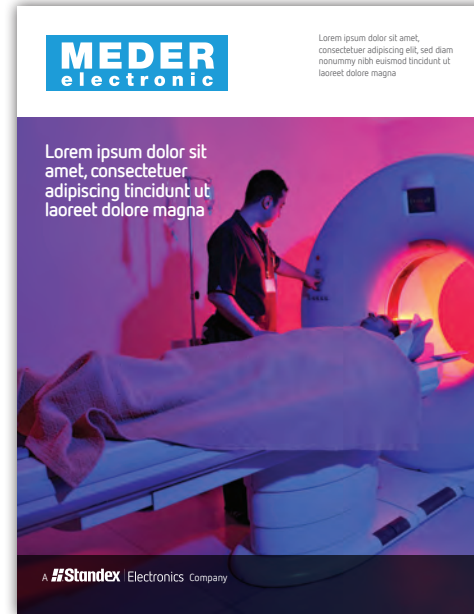
## Investor Relations Marketing

The graphics provided can be utilized for various needs, but are leveraged primarily for Investor Relations items on our website, headers within presentations, and other needs. You are welcome to utilize these for graphics within powerpoints, or other needs in an appropriate manner.



# Literature Examples

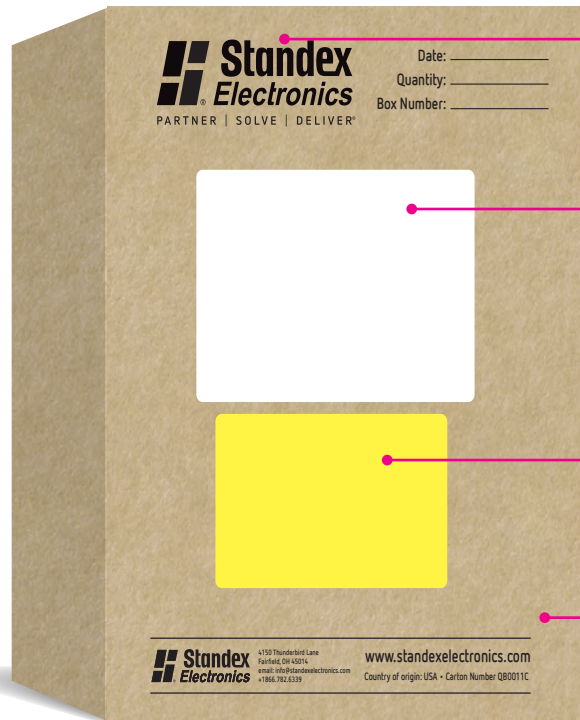
Our logos and other designs are to be utilized in a way that maximizes white space, is premiered on the top of the page, integrates our slogan of "PARTNER | SOLVE | DELIVER®", mentions our website, follows the "Netto" or "Calibri" font requirement, and content does not intrude much upon market, product, or application graphics. You are also encouraged to share our product marketing as determined a fit. There is room for versatility, but these are the basic high-level rules for usage on flyers and other literature.





# General Product Packaging

FRONT PANEL



Primary Logo

**Customer Label to include:**

- Ship to address
- Box 0 of 0
- Quantity
- Weight
- Item Description (if applicable)
- Standex Part Number
- Customer Part Number
- REV
- Customer PO Number
- Order Number
- Shipment Number

**Part Number Label**

Primary logo, address and contact information for manufacturing origin, country of origin and web site

BACK PANEL



Primary Logo

Primary logo, address and contact information for manufacturing origin, country of origin and web site



**Top and bottom panels**

Primary Logo and special handling information

Special handling information  
*A bolder font other than Netto can be used for more attention*

Dependent on requirements and standards set forth by the customer, 1 or 2 customer barcodes may be placed on either the side or front of the box, as long as it does not cover any portion of the customer packing label.

The product packaging shown is an example and a basis for the Standex Electronics design. Depending on facility or customer requirements, these may change and are flexible. Address, logo, and country of origin will need to adhere to your facility's own information.

**Available Sizes**

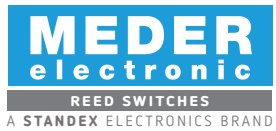
QB0011C	10.25 x 10.25 x 12.25
VPM-1	22.125 x 8.25 x 22
VPM-2	16.5 x 16.5 x 11
QB0258C	10.25 x 10.25 x 6.25
	Double Wall

These are sizes in Cincinnati and serve as an example. Your own box sizes may differ and will need to be adjusted accordingly.

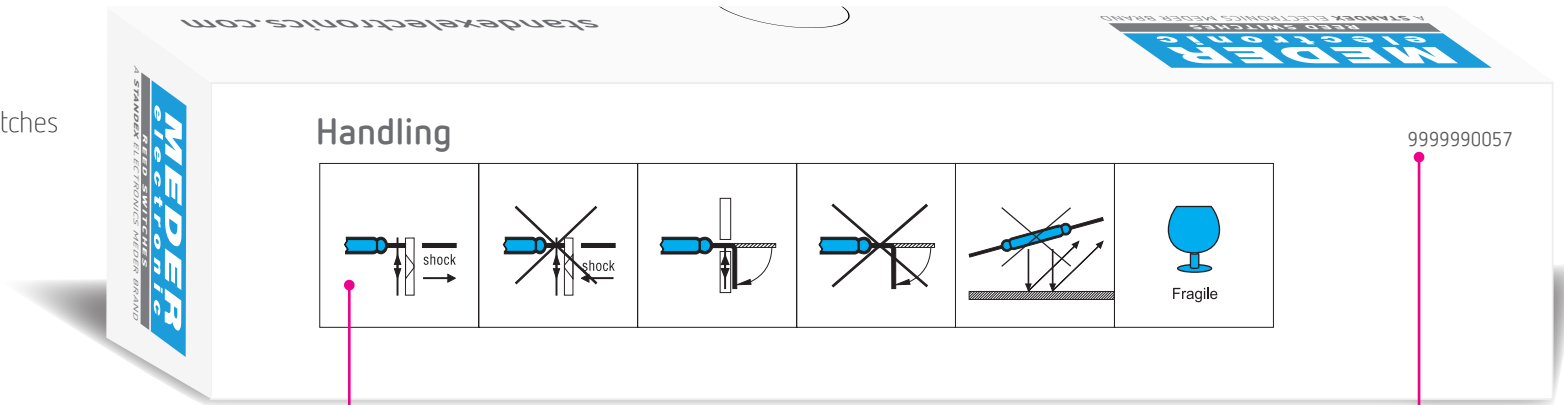
# Reed Switch Packaging

## Available Branding

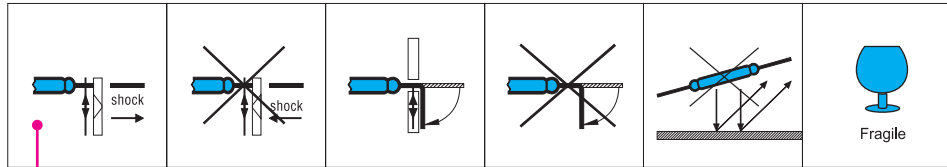
MEDER Electronic Reed Switches  
 KOFU Reed Switches  
 KENT Reed Switches



TOP PANEL



### Handling

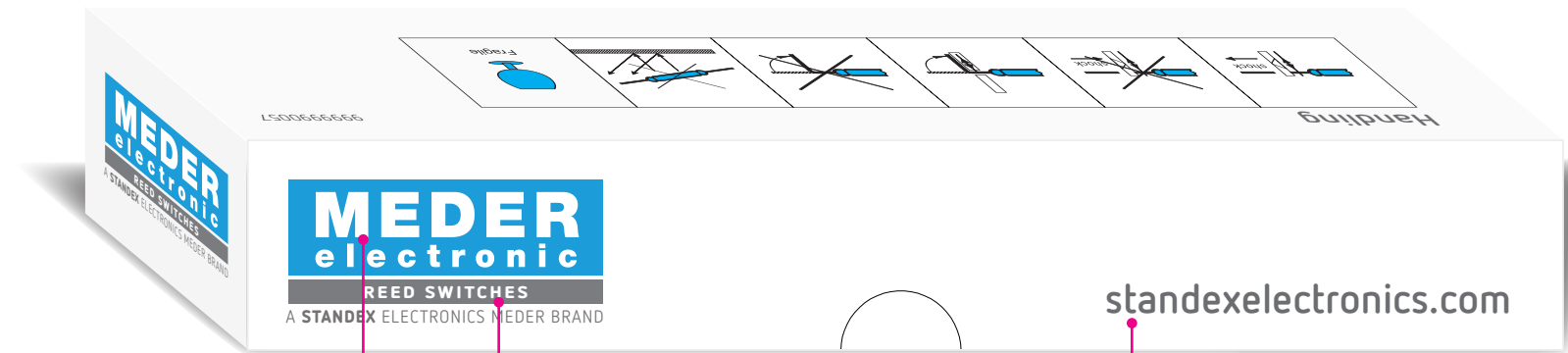


9999990057

Special handling information

Carton Identifier

SIDE PANELS



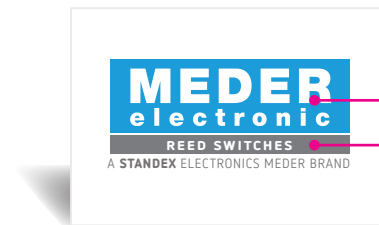
Primary Logo

Product line identifier

standelectronic.com

Web address

END PANELS



Primary Logo

Product line identifier

## Available Sizes

- # 9999990018 - 250 x 18 x 40
- # 9999990022 - 250 x 22 x 40
- # 9999990036 - 250 x 36 x 40
- # 9999990045 - 250 x 45 x 40
- # 9999990054 - 250 x 54 x 40
- # 9999990057 - 250 x 57 x 40

# Trade Show Booths, Layouts and Banner Examples

Provided are examples of how you may utilize a tradeshow booth layout, have the logos and branding present, display banners and samples, and related items for shows and events.

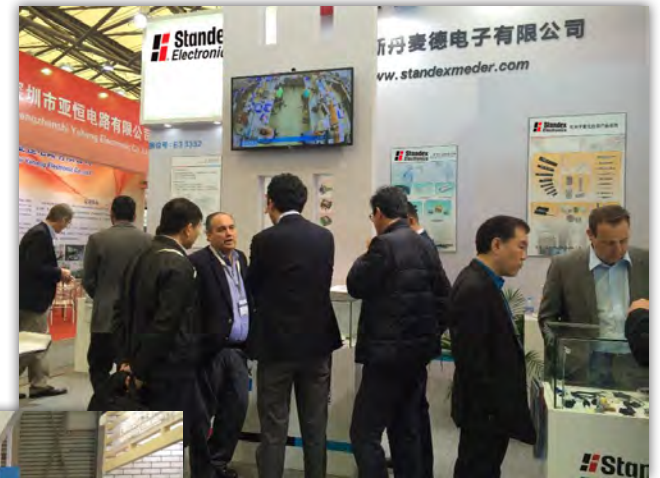
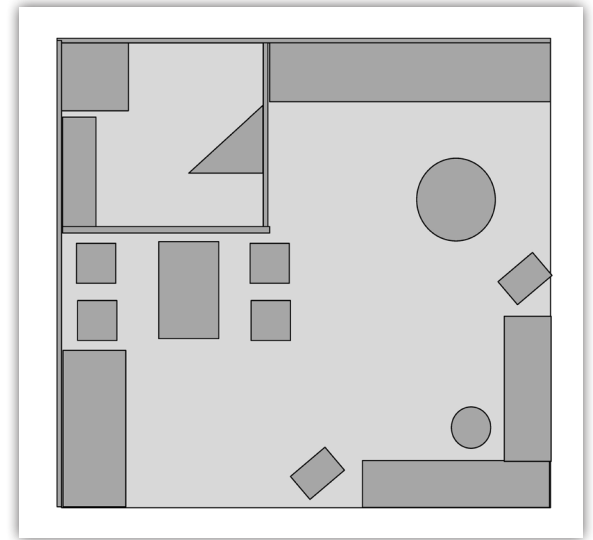
Included are tradeshow blueprints or layouts, actual event booths, demos, samples, and relevant set up items. There is enough room for flexibility in how you display the branding, logos, banners, demos, samples, and the like – but in doing so, adhering to the branding guidelines provided in this style guide.

If you have additional questions, or need clarity on an item – feel free to reach out to the Electronics marketing team for additional support.

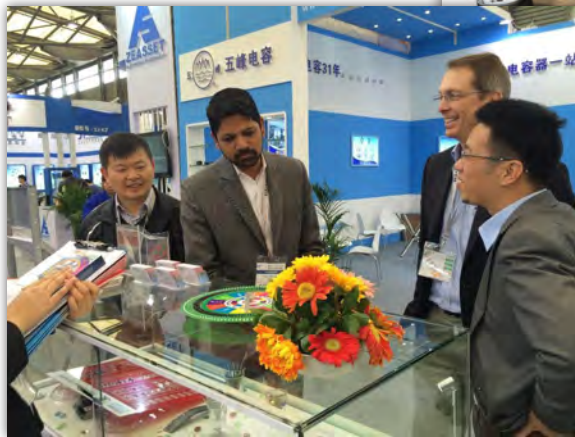
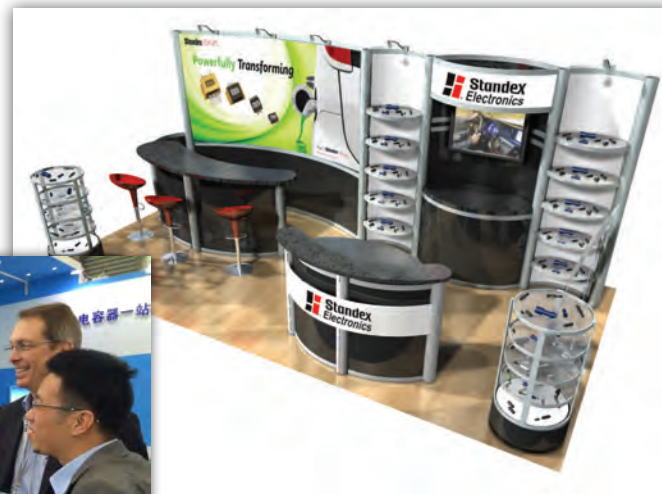
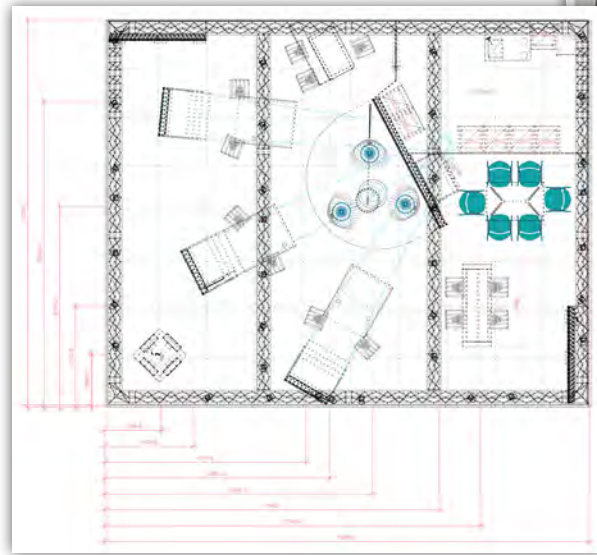
Thank you!



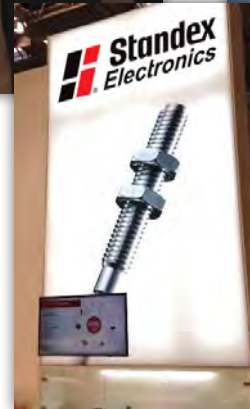
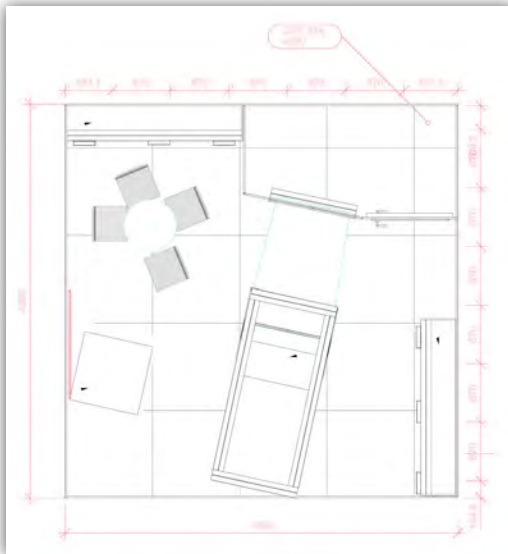
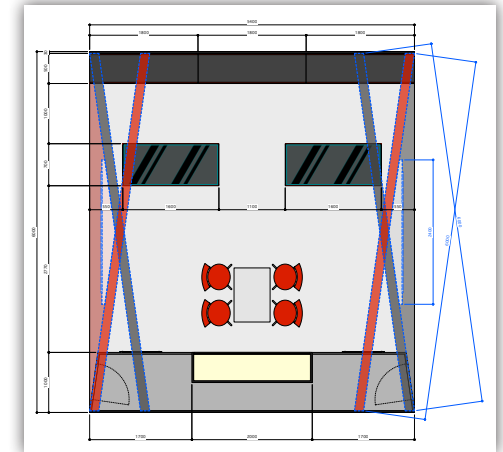
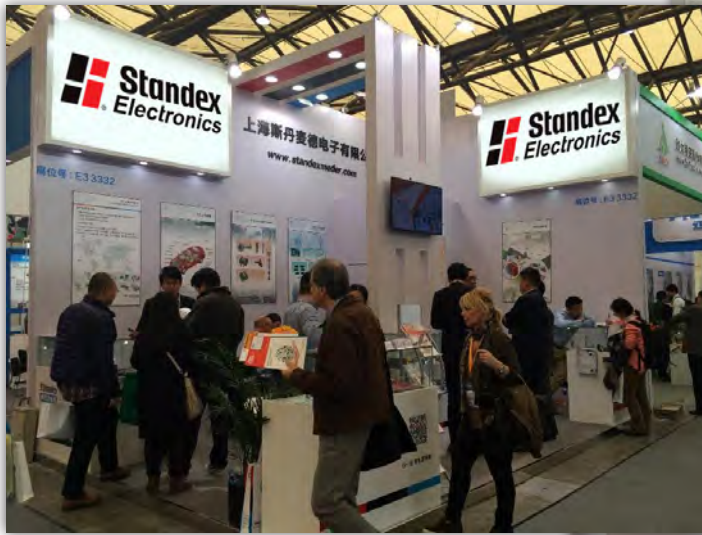
# Trade Show Booths, Layouts and Banner Examples



# Trade Show Booths, Layouts and Banner Examples



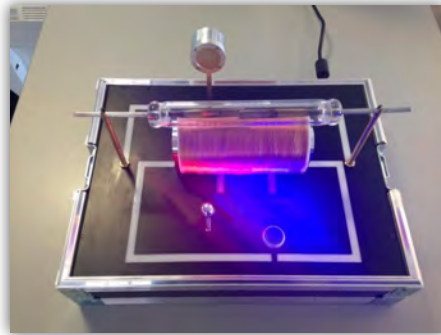
# Trade Show Booths, Layouts and Banner Examples



# Trade Show Samples, Demos, and Other



# Trade Show Samples, Demos, and Other

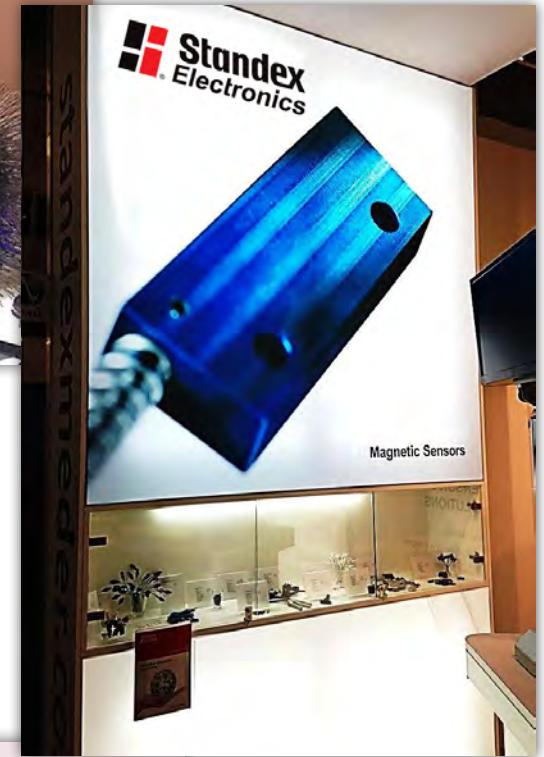




# Trade Show Samples, Demos, and Other



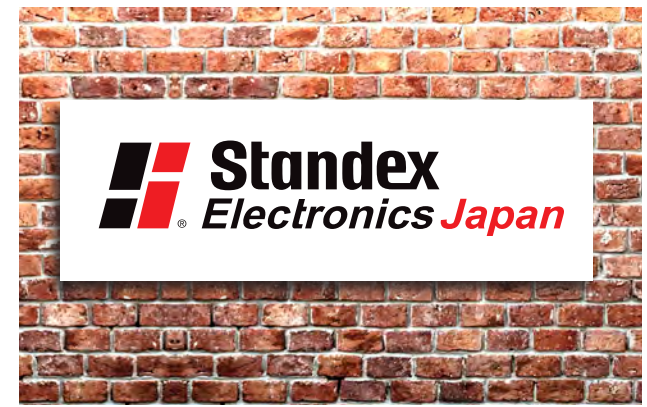
# Trade Show Samples, Demos, and Other



# Global Facility Signage

Primary

*Optional signage until the rebrand is ready to be rolled out in the next fiscal year when we unify around the Standex Electronics brand.*



# Trademark and Registration Requirements

A registered trademark must be marked with the ® after it. In order to properly use a trademark, it must be on the PRODUCT, on the CARTON the product is shipped in, or on an INSTALLATION/INSTRUCTIONAL MANUAL that is shipped with the product. These are the three ways a registered trademark MUST be used to be considered proper usage. Any one of these can be used as a specimen. If the trademark is on the product, a picture of the product showing the trademark makes a great specimen for renewal or the instructional/installation manual. But again, these three ways are the only proper usage of trademarks.

If you have a registered trademark that is a "Service Mark", "SM" it is a little different. A service mark can be used in a sales brochure and that would be a good specimen as you are selling a service, not a product, but again, it must be properly marked with the ®, not a TM.

If a mark is a registered trademark, the "®" symbol must be after it. The "TM" is used after common law marks that you use that are NOT registered with the United States Trademark Office. Once a mark becomes a registered trademark, you MUST change the TM to the ®. All trademark service mark and registration marks should be superscript.

There are instances where the ® appears at the top of the logo. This is permissible as long as it is present.

Any questions regarding these requirements, contact Brian Siegel or our legal department.



Custom  
Engineered  
Solutions for  
Tomorrow

PARTNER | SOLVE | DELIVER®



## Contact

These branding guidelines are meant to provide guidance on the essential use of Standex Electronics images, graphics, and other elements for marketing. There is still room for flexibility, and the space left for versatile usage of items, but within the realms of what has been provided. If you have any questions regarding any of the contents or descriptions, please reach out to one of the contacts below. Thank you.

### **Brian Siegel**

*Global Director of Marketing*

4150 Thunderbird Lane  
Fairfield, OH 45014

brian.siegel@standex.com

Office +1.513.533.7782

Mobile +1.513.295.3533

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### **Julie Dargie**

*Global Senior Marketing Manager*

10 Little Brook Road  
West Wareham, MA 02576 USA

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MAGNETICS | PLANAR TRANSFORMERS | STANDEX ELECTRONICS | PARTNER | SOLVE | DELIVER® | REED SWITCHES | REED SENSORS | REED RELAYS | FLUID LEVEL SENSORS

