



# BRAND IDENTITY STANDARDS

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## **nVent CADDY Branding**

The nVent logo is a valuable brand and business asset. It is our responsibility to protect it and grow its value.

Our logo should serve as the primary identifying unit for all our offices and services, and should appear at least once in every communication. It must never be altered in any way.

**ABOUT THIS GUIDE**

Whether you are a member of our internal marketing or communication teams, or one of the agencies tasked with helping us promote our brand, we appreciate your commitment to ensuring that the nVent logo is always reproduced in accordance with the usage standards outlined in this document.



# OUR MISSION



At nVent, we believe that safer systems ensure a more secure world. We connect and protect our customers with inventive electrical solutions.

# OUR BRAND PROMISE



We connect and protect

### **LEGAL AND TRADEMARK USAGE**

Proper use of our trademarks is critical to legally protecting and strengthening these valuable assets and achieving a uniform expression of nVent products and services worldwide. In addition, proper usage of the trademarks of other companies is important to avoid costly disputes and infringement claims.

These Trademark Usage Guidelines are intended to provide you with guidance in clearly identifying and protecting our trademarks, and promoting correct and consistent trademark usage in all communications. In addition, we have provided information on the use of copyright notices.

Remember that the only way to protect and strengthen an nVent trademark is to use it often, use it correctly, and use it in connection with the goods and services with which it is registered. To ensure that we do this correctly, please refer to these Guidelines when creating collateral, packaging, or communications in which our trademarks or other companies' trademarks appear. Please consult your VP of Marketing or assigned legal counsel if you have additional questions.

### **PROPER TRADEMARK GRAMMAR**

1. Use trademarks only as adjectives and not as nouns.

A trademark must always be used as an adjective and be followed by generic product descriptor, or a Product Name and product descriptor, pertinent to and approved for the trademark.

**Correct:** nVent sells HOFFMAN Enclosures.

**Incorrect:** nVent sells Hoffmans.

**Correct:** nVent sells CADDY Rod Lock fasteners.

**Incorrect:** nVent sells CADDY Rod Locks.

2. Never use a trademark as:

- **a verb** (e.g., "nVent our future")
- **a possessive** (e.g., "nVent CADDY's products are superior")
- **a noun** (e.g., "I need another RayClic.")
- **in plural form** (e.g., "RayClics never fail.")

3. Do not abbreviate or alter the spelling or form of our trademarks.

**Incorrect:** nVironmental or nVentive

### **NOTE ON USE OF TRADEMARK NOTICE SYMBOLS**

The ® symbol commonly used with a trademark means that a certificate of registration is held for that mark for the relevant products in the country where it is sold. Conversely, use of the ® symbol on or in connection with goods or services for which the mark is not registered in certain countries (e.g., China and Middle Eastern countries) can result in significant penalties and possible criminal liability. nVent's trademark strategy calls for registration of trademarks in strategic countries, but not every country. A country-specific marking strategy – separate collateral and packaging for strategic and non-strategic countries – is not practical and could still subject nVent to criminal or civil fines if packaging intended for one country inadvertently shipped to another country. As such, do not use the ® symbol on nVent trademarks. Note, the absence of the ® symbol does not impact protection or enforcement of registered nVent marks.

### **TRANSLITERATING VS. TRANSLATING**

Most trademarks do not translate directly from the English language into another language. Therefore, instead of being translated, nVent trademarks should be generally transliterated whenever local law requires a local version of the trademark. Transliteration means writing the sound of the trademark phonetically in another alphabet, so when it is pronounced it sounds like the original version. When a transliterated trademark is used, the Roman alphabet form must also be used. However, the generic descriptor should be translated, and in some languages, the generic descriptor precedes the trademark.

Please check with your VP of Marketing or assigned legal counsel to determine which transliteration is the proper and protected form.

## CREDITING TRADEMARKS

1. **When using only our own trademarks in an nVent communication**, you need not specifically identify all of the nVent marks used in the communication at the end of the communication.

**Example:** “All nVent marks and logos are owned or licensed by nVent Services GmbH or its affiliates.”

2. **If you mention another company’s trademark in an nVent communication**, at the end of the communication you should first identify the trademarks belonging to nVent and then separately identify the trademarks belonging to the other company. Depending on the nature of the use of another company’s marks, you may need permission from the other company. Please consult your assigned legal counsel for guidance. Note, alternatively, if there are five or more nVent marks identified in the communication, one could use the blanket statement “All nVent marks and logos are owned or licensed by nVent Services GmbH or its affiliates.”

**Example:** “nVent, RAYCHEM, and RayClic are trademarks owned or licensed by nVent Services GmbH or its affiliates. Macintosh is a trademark of Apple Inc.”

3. **When another company is using our trademarks in its communications:** Any use of our trademarks by our dealers, distributors, or other third parties should be authorized through an appropriate contract, and approved by your VP of Marketing or assigned legal counsel. When another company has obtained our permission to use our trademarks in their communications, it needs to identify them as

belonging to nVent at the end of the communication (e.g., “nVent, HOFFMAN, and Proline are trademarks owned or licensed by nVent Services GmbH or its affiliates.”). So, if you are reviewing another company’s communication (e.g., a partner or customer communication), please make edits accordingly.

## PACKAGING, LABELING AND MANUALS

Effective trademark usage in our packaging, labeling, and product manuals is critical to our brand strategy, as these materials are routinely submitted to trademark offices as evidence of our trademark usage as needed to obtain registrations. If the usage of a trademark in packaging, labeling, or manuals does not match the trademark as registered, it can become difficult or impossible to obtain and maintain the corresponding trademark registration. Therefore, it is important that our implementation of the brand strategy and usage of our trademarks be consistent and correct. Due to the product diversity of our Segments, we have left it to each Segment to create standard templates for its own packaging, labeling, and product manuals. When creating these materials, please ensure that the rules in these Guidelines are carefully followed. Please consult with your VP of Marketing and assigned legal counsel for additional assistance.

## COPYRIGHT NOTICES

Add a copyright notice to the bottom of each piece of printed or electronic material (refer to Copyright Notice Standards on page 5.7). This puts the world on notice that we intend to protect the content. The notice consists of three elements:

1. the © (copyright symbol);

2. the **year** of first publication (i.e., distribution to the public) of the material, or, if not published, then the year of creation of the material; and
3. the **nVent name** (e.g., ©2020 nVent).

**If the content contains elements from more than one year** (i.e., the work is a compilation or derivative work), you should use a range of years starting with the earliest year an element was published (or created, in the case of unpublished material), through the present year (e.g., “©2018–2020 nVent”). Alternatively, the date of first publication (or creation, in the case of unpublished material) of the derivative work or compilation itself is sufficient.

## LEGAL ENTITY VS. SEGMENT NAME

It is important to clarify when a legal entity name must be used and when a Segment name can be used. This guidance is intended to provide general guidance for the global businesses, but please note that local requirements or industry specific regulations may modify this general guidance. When in doubt, please contact your assigned legal counsel.

### IMPORTANT NOTE:

**On use of nVent Electric plc** — Do not use the legal entity “nVent Electric plc” unless you have been given specific authorization from nVent’s General Counsel. There are very few circumstances where it is appropriate to use this entity. If you believe that your situation necessitates use of this legal entity, please contact your assigned legal counsel for guidance.

**WHAT IS A LEGAL ENTITY NAME?**

A legal entity name is the official legal name of a company. This is the name that refers to the company itself versus a brand or trademark of the company. Legal entity names often include words that indicate the entity type (e.g., Co., Inc., AG, GmbH., Pty. Ltd., plc, Corp., etc.). The Segments – Electrical & Fastening Solutions, Enclosures, and Thermal Management – are operating groups, made up of a number of legal entities, used for internal structure and financial reporting purposes; they are not legal entities themselves. Each Segment has one or more legal entities that it can use when a legal entity name is required. If you are unclear on which legal entity to use, please contact your assigned legal counsel.

**WHEN TO USE THE LEGAL ENTITY NAME?**

There are circumstances where the use of a legal entity name is required. Local law or regulations specific to a particular product may require a legal entity name in other cases not outlined here. Contact your assigned legal counsel if you have questions about using a legal entity name.

Listed below are the major areas where reference to an official legal entity name is required:

- Legal contracts
- Invoices, purchase orders, order acknowledgments
- Product labels
- Regulatory and legal filings
- Permits and licenses
- Other business registrations (e.g., trademark, domain name and patent filings)
- Press releases

- Website ‘Contact Us’ page where the local address needs to have the legal entity name to be deliverable
- Certain countries require all official correspondence and business cards to include the legal entity name (e.g., Germany)
- Other items based on local law or product specific regulations

Whenever possible, do not use a legal entity name; simply use “nVent”.

**WHEN TO USE A SEGMENT NAME?**

Our segment names – Electrical & Fastening Solutions, Enclosures, and Thermal Management – can be used in softer business uses. For example:

- Email signatures, business cards, marketing materials (not including the product label), websites, advertisements, brochures, etc.
- In some cases where a legal entity name is required, we may also use a segment name designation. For example, a business card, stationery, press releases, etc., may have both a legal entity name, as well as a segment name.

**REFRAIN FROM USING PRODUCT BRAND NAMES AS TRADE NAMES:**

Our product brand names – CADDY, ERICO, HOFFMAN, RAYCHEM, SCHROFF and TRACER – can only be used as trademarks, not as trade names.

A trade name (or commonly known as an alias or a fictitious or assumed name, or sometimes introduced by the phrase “doing business as” or “trading as”) is a pseudonym frequently used by companies to operate

under a name different from their registered, legal entity name. In many jurisdictions, the use of a trade name requires registration with the relevant government bodies wherever used – which for a global company can become prohibitively expensive very quickly. As such, it is nVent’s policy to refrain from using our product brand names as trade names.

- A **trademark** is always followed by a noun or product name – proper “nVent RAYCHEM self-regulating heat-tracing cables are industry leading.”
- A **trade name** is a noun or short form reference of a business unit – avoid “nVent RAYCHEM launches new anti-icing system.” \*

\*The only approved exception to using a product brand name as an alias is for reporting product brand performance internally (i.e., “CADDY sales are up 8% YTD” in an MBR deck); caution should be taken that this is never used externally.

**WHICH LEGAL ENTITY NAME TO USE?**

As stated above, whenever possible do not use a legal entity name. In many cases, it is sufficient to simply use “nVent”. In cases where you need to use a legal entity name, you need to choose that legal entity carefully. The use of legal entity names can have serious legal or tax implications, so you should take care to choose the correct one. Very few matters require the use of “nVent Electric plc” as the legal entity. If you have a corporate matter or a matter that covers multiple Segments or entities, you still need to carefully select which legal entity to use as it may not be nVent Electric plc. If you have questions about which legal entity you should use, please contact your assigned legal counsel.



## SECTION 1

# Brand Strategy

### 1.1 **ONE BRAND**

- 1.2 nVent Defined
- 1.3 One Brand, Unequaled Strength
- 1.4 Our Solutions
- 1.4 Our Mission
- 1.5 Our Spark of Invention

### 1.6 **BRAND HIERARCHY**

- 1.7 Our Brand Hierarchy
- 1.8 Our Brands
- 1.9 Our Branded House

SECTION 1

# Brand Strategy

# ONE BRAND



## **n·Vent** [in'vent]

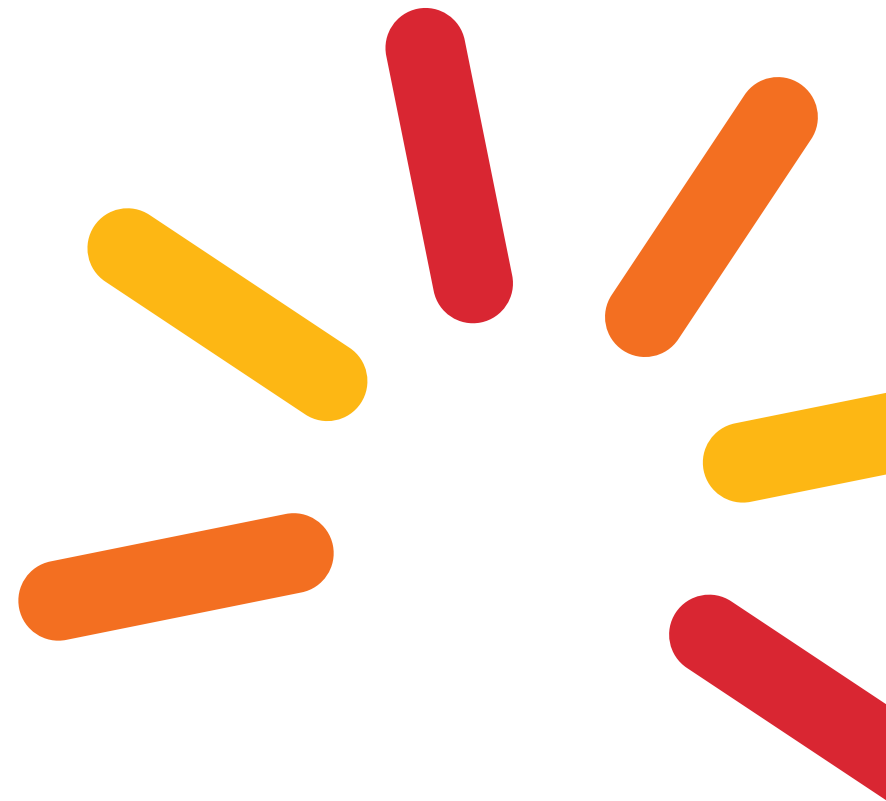
v. create or design (something that has not existed before); be the originator of.

“nVent an improved form to connect and protect.”

SYNONYMS: originate, create, design, devise, contrive, develop, innovate.

## One Brand, Unequaled Strength

We began as a ‘House of Brands’, an organization with a large number of well-known, independent product brands. These were narrowed down to the main six products brand that are the most forward facing. The selection was based on an overview of all offerings, size of business and the level of innovation and expertise of each – we are confident that these united and unified product brands will continue to maximize our awareness in the varying regions around the globe that we serve.



## Our Solutions

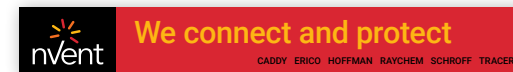
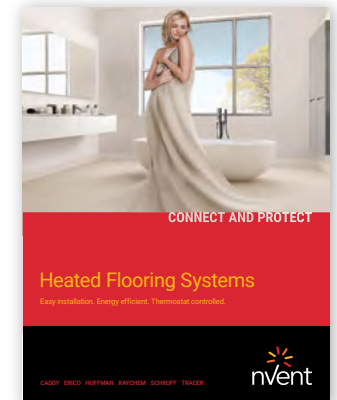
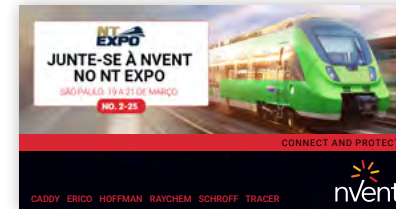
Our six most forward-facing product brands, nVent CADDY, ERICO, HOFFMAN, RAYCHEM, SCHROFF and TRACER, are built on more than a century of innovative and proven solutions.

They lead in electric heat tracing solutions, complete heat management systems, electrical and fastening solutions, industrial enclosures and electronic protection. The quality, reliability and ingenuity associated with each provides us with the ultimate foundation for advancement.

## Our Mission

We are building a high-performance growth company through collaboration across all our segments, positioning us for accelerated success. At the core of our growth is our Mission Statement:

At nVent, we believe that safer systems ensure a more secure world. We connect and protect our customers with inventive electrical solutions.



## Our Spark of Invention

Our One nVent approach provides the spark that drives our productivity and velocity, the spark of invention permeates our brand. Through our new management system, Spark: People, Growth, Lean Enterprise, Velocity and Digital, we will focus on and achieve our priorities – in Win Right fashion. Spark encapsulates our sense of liveliness and excitement, and provides the stimulus for our dramatic events and processes.

As we all increase speed and move in the right direction, we will put awareness into action and create a culture of growth, empowerment and positive impact for nVent. Spark connotes our legacy of industry-leading advancement.



### **NVENT IS UNIFIED TO:**

- Collaborate and align to solve complex business challenges and drive portfolio growth.
- Challenge the status quo, create innovative products, eliminate waste and duplication through innovation and transform how we do business.
- Demonstrate personal ownership, deliver on growth commitments, move with speed and urgency in the same direction to drive customer and shareholder value.
- Digitize the customer experience and capture organic growth.

SECTION 1

# Brand Strategy

# BRAND HIERARCHY

## Our Brand Hierarchy

At the enterprise level, we will employ a clear and concise brand hierarchy. While we continue to take pride in the deep history and unrivaled legacy of our product brands and will continue to leverage this robust history and legacy, the cornerstone of our forward-facing branding program revolves around promoting nVent first and foremost. We will always lead with, and connect back to, nVent – as the core nVent brand is the glue that holds us together and the clear nucleus of our future.

The nVent logo is a valuable brand and business asset. It is our responsibility to protect it and grow its value in every marketplace we serve or desire to enter. Our logo should always be the primary identifying unit for all our offices, products and services. It must appear as the dominant mark in every communication we produce, and it can never be altered in any way.





## Our Brands

We do not dilute the nVent brand by placing a product brand ahead of it in position, boldness or stature. Product brands always receive promotion AFTER our enterprise brand, nVent. We will leverage our product brands' market equity to build nVent's awareness and presence.

nVent will continue to receive a balanced prominence in all usages, whether online, on air, in video, in print or onsite.

Furthermore, we do not elevate third-level products or product lines, like TraceTek, to our enterprise or product brand levels. We will refrain from the practice of creating additional third-level brand names because these names only serve to dilute our efforts to increase brand awareness for nVent and our six product brands. Third-level brands that are already known within our markets will continue to exist for the near future – **but no new brand names should be created, unless with Brand Council approval.** Instead, we will refer to these new third-level brands using descriptive category names, such as “cable tracing solutions” and “thermostats.”

### ENTERPRISE BRAND



### PRODUCT BRANDS



## Our Branded House

It is imperative to our planned growth that we stand proudly under the nVent banner. Never stop leveraging the powerful legacies of our heritage product brands, but use this power to consistently strengthen nVent as our enterprise-wide Branded House. nVent is the new global leader in connection and protection.



Our powerful portfolio of brands:

**CADDY   ERICO   HOFFMAN   RAYCHEM   SCHROFF   TRACER**

### **ONE NVENT**

Unifying our six product brands under One nVent best illustrates the scope of our powerful portfolio of solutions and accelerates our performance:

- We have industry leading positions in growing verticals.
- We have attractive segments with differentiated growth opportunities.
- We have a clear go-to-market strategy, regardless of marketplace or geographic target area.

## SECTION 2

# Brand Elements

### 2.1 **BRAND LOGO**

- 2.2 Our Logo
- 2.3 Logo Elements
- 2.4 Clear Space & Minimum Size
- 2.5 Color Variations
- 2.6 Backgrounds
- 2.7 Unacceptable Usage

### 2.8 **BRAND NAME**

- 2.9 Brand in Text
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### 2.10 **COLOR PALETTE**

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- 2.14 Brand Fonts
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### 2.20 **SPARK**

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- 2.23 Color Variations
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- 2.32 Colors & Backgrounds
- 2.33 Icon Sets

### 2.40 **BRAND ART**

- 2.41 Reproduction Artwork

SECTION 2

# Brand Elements

# BRAND LOGO



### OUR LOGO

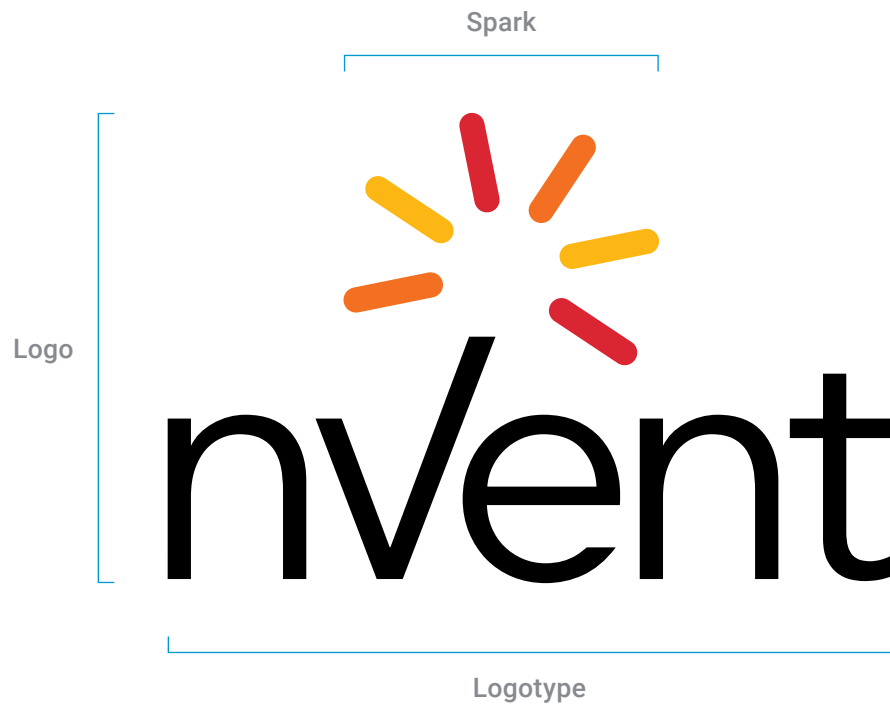
Created to be powerful yet engaging, energetic yet refined, our logo (enterprise brand logo) showcases the Spark of invention that permeates our brand – and connotes our legacy of industry leading advancement. Adding velocity and speed, the right-hand side of our **V** ascends upwards to serve as an ignition point for our Spark.

### OUR NAME

In written form, the capitalization rule for “nVent” is lowercase all letters except V, always. When nVent begins a sentence, it should still follow the same rule. If nVent appears in a sentence that is all uppercase, such as a headline, it should be presented as “NVENT.”

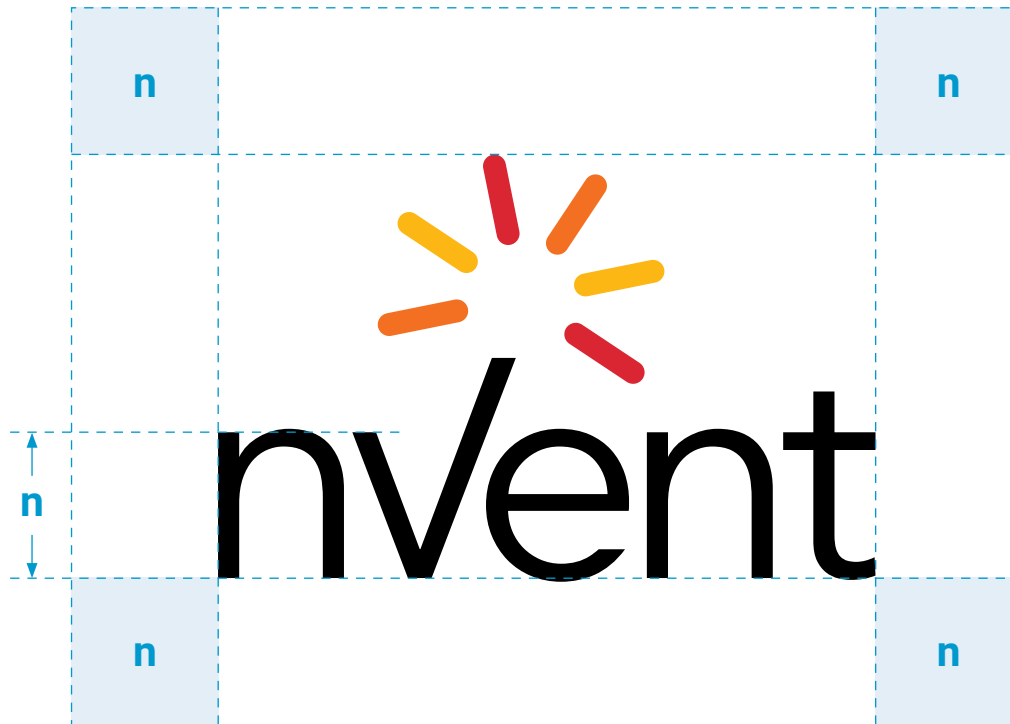
### OUR PRONUNCIATION

Reinforcing our origins of invention and to further fortify the overall brand, our name should be pronounced as the word it is based on – invent.



### LOGO ELEMENTS

Our logo is comprised of the Spark and the custom-designed logotype, which are equally important. The relationship between these elements have been established and the proportions are fixed as illustrated, and it should never be altered in any way. The Spark and logotype should rarely be used apart (refer to pages 2.20–2.25).



### CLEAR SPACE

The nVent logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the "n" in the logotype, as illustrated to the left.

### MINIMUM SIZE

Minimum size refers to the smallest size the nVent logo may be reproduced to ensure its legibility. The nVent logo may not be reproduced smaller than 1" or 25.4mm in width.

**FULL-COLOR LOGOS**



Full-Color Logo



Full-Color Logo Reversed

**COLOR VARIATIONS**

The nVent logo should appear at least once in every communication, and may not be re-drawn, distorted or dismantled in any way. For detailed brand color specifications, refer to page 2.11.

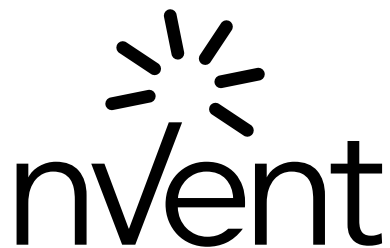
**FULL-COLOR LOGOS**

These logos are the preferred versions and should be used whenever possible.

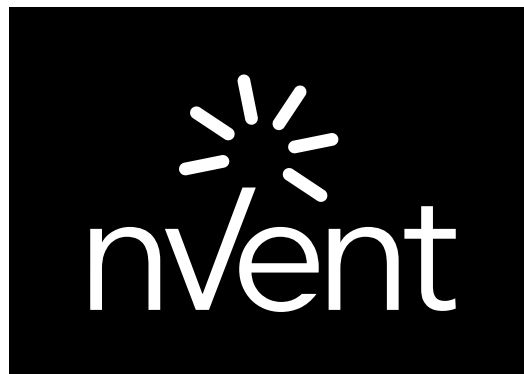
**ONE-COLOR LOGOS**

Our one-color logos in black or white are intended for use when reproduction methods prohibit the use of the full-color nVent logo. The black logo can also be used for special finishes, such as etching or varnishing applications.

**ONE-COLOR LOGOS**



Black Logo



White Logo

**BRAND ART**

Refer to page 2.41 for reproduction artwork.



**PREFERRED BACKGROUNDS**



White



Black



Red

**BACKGROUNDS**

Using the correct logo version on a variety of backgrounds is critical for brand consistency. When to use the "full-color" or "reversed" logo is demonstrated by the examples on the left.

**BRAND ART**

Refer to page 2.41 for reproduction artwork.

**ACCEPTABLE BACKGROUNDS**





### UNACCEPTABLE USAGE

Proper use of the nVent logo is essential for maintaining and protecting the brand. Our logo should be reproduced according to the specifications in these standards. The examples to the left illustrate misuse of the nVent logo.

- Never alter the distance between elements.
- Never change the proportions of the elements.
- Never stretch the logo.
- Never distort the logo.
- Never retype or redraw the logo.
- Never outline the logo.
- Never recolor the logo.
- Never place the logo on a similar color background.

SECTION 2

# Brand Elements

# BRAND NAME

BRAND IN NARRATIVE TEXT

For products that exceed your needs, nVent delivers on all levels of quality and reliability.

BRAND IN UPPERCASE IN NARRATIVE TEXT

HEADLINE TEXT IS NVENT DI OKIRET  
AVOLR LUCI DE OSURAC

**ENTERPRISE BRAND NAME IN TEXT**

In written form, the capitalization rule for “nVent” is all lowercase letters except V, always. When nVent begins a sentence, it should follow the same rule.

When appearing in a sentence that is all uppercase, such as a headline, it should be:

- NVENT

**BRAND TENSE**

When used as a trade name, nVent is written in singular tense:

- nVent is
- nVent has
- nVent was

**IMPORTANT NOTE:** nVent may be used either as a trademark or a trade name; our product brands may only be used as trademarks, never as trade names (refer to the Legal Disclaimers on page vi).

BRAND URL

**nVent.com**

**BRAND URL**

Brand consistency across all media is important, therefore the URL (website address) must always appear as listed for core nVent material:

- nVent.com

The URL must always appear in Roboto Bold or Roboto Medium and the colors must be either Black, Pantone® 1797 Red, Pantone® 7409 Yellow, Pantone® Cool Gray 7 or White.

SECTION 2

# Brand Elements

# COLOR PALETTE

## 2 BRAND ELEMENTS COLOR PALETTE

---



**Pantone® 1797 CP**

CMYK: 2.97.85.7  
RGB: 196.38.46  
HEX #: c4262e  
RAL: 3020



**Black**

CMYK: 0.0.0.100  
RGB: 0.0.0  
HEX #: 000000  
RAL: 9005



**Pantone® 165 CP**

CMYK: 0.70.100.0  
RGB: 255.98.25  
HEX #: ff6319  
RAL: 2005



**Pantone® 7409 CP**

CMYK: 0.31.100.0  
RGB: 238.175.0  
HEX #: eeaf00  
RAL: 1003



**Pantone® Cool Gray 7 CP**

CMYK: 22.15.10.32  
RGB: 154.155.156  
HEX #: 9a9b9c  
RAL: 7042

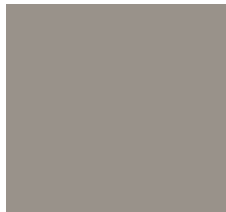
### PRIMARY COLORS

Our primary colors are positive, healthy and elegant. This palette should be used for all brand applications.



**Pantone® 188 CP**

CMYK: 11.95.58.54  
RGB: 118.36.50  
HEX #: 772432  
RAL: 3032



**Pantone® 402 CP**

CMYK: 9.13.16.29  
RGB: 168.163.155  
HEX #: a9a39b  
RAL: 9006



**Pantone® 113 CP**

CMYK: 0.2.83.0  
RGB: 255.237.70  
HEX #: ffed46  
RAL: 1016



**Pantone® 1255 CP**

CMYK: 8.30.95.30  
RGB: 171.132.34  
HEX #: ab8422  
RAL: 1027

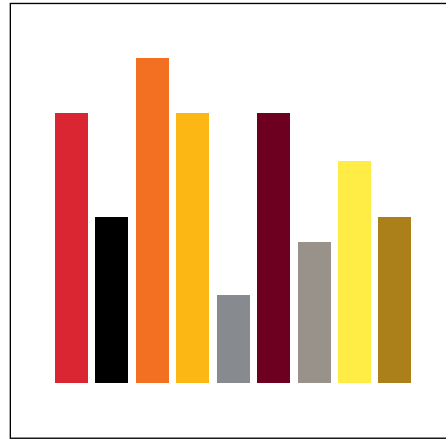
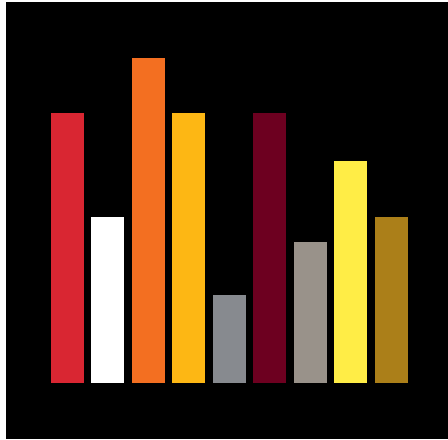
### SECONDARY COLORS

The secondary colors are used to enhance and should be used in conjunction with the primary colors.

### COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed:

- **Pantone® (Pantone® Matching System, PMS)** is used for spot color offset printing.  
CP = Pantone+ Color Bridge Coated
- **CMYK (Cyan, Magenta, Yellow, Black)** is used for four-color process offset and digital printing.
- **RGB (Red, Green, Blue)** and **HEX (Hexadecimal)** are used for digital applications.
- **RAL** is a European colour matching system used for painting and printing on three-dimensional materials, such as metals and plastics.



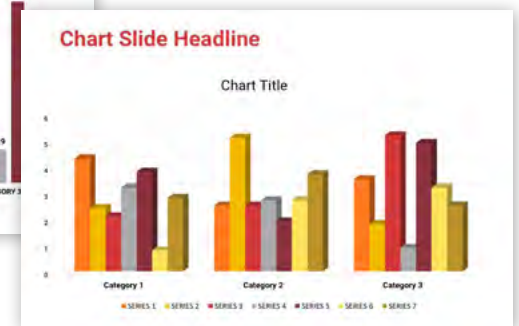
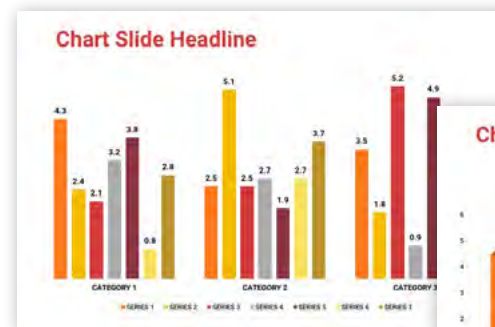
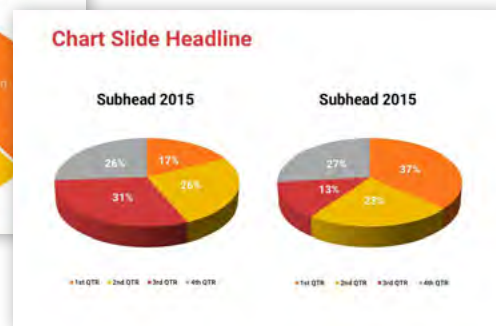
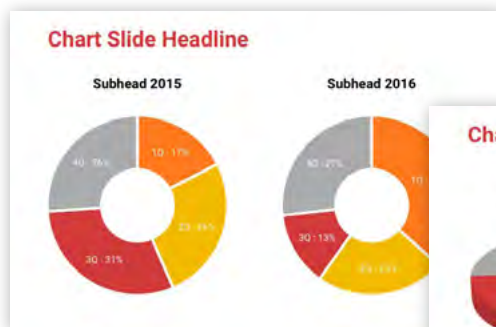
### INFOGRAPHICS

Infographics are used to convey complex information visually and should be simple, clear, organized and easy to understand. Be selective in what content is suited to infographic treatment.

### CHARTS & GRAPHS

- Aim for clean, simple and easy-to-read graphic forms.
- Show information graphics as flat or dimensional formats, but never use both formats in a single presentation or document.
- Never use a text size that is too small to be legible.
- Never use gradients or pattern fills.

### FLAT AND DIMENSIONAL INFOGRAPHICS



SECTION 2

# Brand Elements

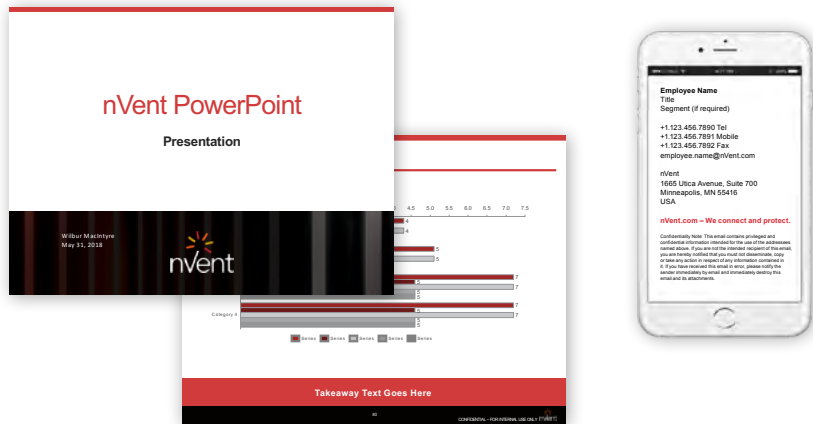
# TYPOGRAPHY



# 2 BRAND ELEMENTS TYPOGRAPHY

## BUSINESS COMMUNICATIONS FONT

**Arial** is our brand font for communicating internally and with our partners, because of its availability on personal computers and smart phones, and should be used for specific business applications, such as **Microsoft Office** (Excel, OneNote, Outlook, PowerPoint and Word). This font should also be used in email signatures (refer to pages 4.22–4.24). See visual samples below.



Information	Revision	Name of Document	Rev. A
Document No.	1000000000		
File Name	SP36-MODEL_P36.DOC		27 April 18
Control	Doc. Rev.		Page 1 of 2
Author			

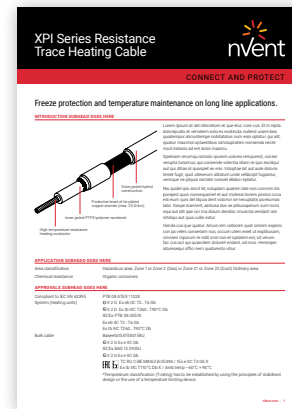
  

Section	Author	Reviewer	Approved	Effective Date	Supersedes
1. Information					
2. Purpose					
3. Specification					
4.1. Details					
4.2. Details					
4.3. Details					
4.4. Details					
4.5. Details					
4.6. Details					
4.7. Details					
4.8. Details					
4.9. Details					
4.10. Details					
4.11. Details					
4.12. Details					
4.13. Details					
4.14. Details					
4.15. Details					
4.16. Details					
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4.81. Details					
4.82. Details					
4.83. Details					
4.84. Details					
4.85. Details					
4.86. Details					
4.87. Details					
4.88. Details					
4.89. Details					
4.90. Details					
4.91. Details					
4.92. Details					
4.93. Details					
4.94. Details					
4.95. Details					
4.96. Details					
4.97. Details					
4.98. Details					
4.99. Details					
4.100. Details					



## MARKETING COMMUNICATIONS FONT

**Roboto** is our brand font for marketing collateral, such as advertisements, brochures, product data sheets and trade shows. By taking advantage of the large variety of type styles offered by Roboto font family, which includes the compact version Roboto Condensed, we can further establish and reinforce our core brand. See visual samples below.



# Hello, I'm Arial.

Our brand font for business applications, such as Microsoft Office and Email Signatures.

## ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

## ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890!?!&**

## ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890!?!&***

## BUSINESS COMMUNICATIONS FONT

Arial is a contemporary sans serif typeface with different weights to emphasize levels of importance. Only the four tpestyles listed should be used for our business applications – Arial Black and/or Arial Black Italic should never be used.

## BUSINESS APPLICATIONS

Arial is available on personal computers and smart phones, and should only be used for specific business applications, such as **Microsoft Office**, which include:

- Excel
- OneNote
- Outlook
- PowerPoint
- Word

## EMAIL SIGNATURE

Arial should also be used in email signatures in Microsoft Outlook, Macintosh Mail and other email applications (refer to pages 4.22–4.24).

**IMPORTANT NOTE:** Never use Typographic Ligatures, which occur when two or more letters are joined as a single glyph (letter), such as the characters **fi** (f and i) or **ffi** (f, f and l).

# Good day, I'm Roboto.

Our brand font for marketing collateral, such as advertisements, brochures and trade shows.

## ROBOTO THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ROBOTO THIN ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

## ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ROBOTO LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

## ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ROBOTO ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

## MARKETING COMMUNICATIONS FONT

Roboto is a geometric sans serif typestyle with friendly, open curves, and should be used for our marketing collateral.

## DOWNLOAD FONT

Roboto is a Google Font and available for free usage and download at:

[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

## ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ROBOTO MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

## ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ROBOTO BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

## ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

## ROBOTO BLACK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

**IMPORTANT NOTE:** Never use Typographic Ligatures, which occur when two or more letters are joined as a single glyph (letter), such as the characters **fi** (f and i) or **ffi** (f, f and i).

# Hi, I'm Roboto Condensed.

Our brand condensed font for marketing collateral, such as advertisements, brochures and trade shows.

## MARKETING COMMUNICATIONS FONT

Roboto Condensed is a compacted sans serif typestyle, and should also be used for our marketing collateral.

## DOWNLOAD FONT

Roboto Condensed is a Google Font and available for free usage and download at:

[fonts.google.com/specimen/Roboto+Condensed](https://fonts.google.com/specimen/Roboto+Condensed)

### ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

### ROBOTO CONDENSED LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

### ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

### ROBOTO CONDENSED ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890!?!&*

### ROBOTO CONDENSED BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890!?!&**

### ROBOTO CONDENSED BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz 1234567890!?!&***

**IMPORTANT NOTE:** Never use Typographic Ligatures, which occur when two or more letters are joined as a single glyph (letter), such as the characters **fi** (f and i) or **ffi** (f, f and i).

**CHINESE (ZH)**

语言示例文本  
 语言示例文本  
 语言示例文本  
 语言示例文本  
 语言示例文本  
 语言示例文本

**REPLACEMENT FONT**

Noto Sans CJK SC Thin  
 Noto Sans CJK SC Light  
 Noto Sans CJK SC Regular  
**Noto Sans CJK SC Medium**  
**Noto Sans CJK SC Bold**  
**Noto Sans CJK SC Black**

**ROBOTO REFERENCE**

Roboto Thin  
 Roboto Light & Condensed Light  
 Roboto Regular & Condensed Regular  
**Roboto Medium**  
**Roboto Bold & Condensed Bold**  
**Roboto Black**

**INTERNATIONAL BRAND FONTS**

International Business Communications use Arial and International Marketing Collateral use Roboto or the replacement font, Noto Sans, indicated on these pages.

**DOWNLOAD FONTS**

Noto Sans is a Google Font and available for free usage and download (click on Language) at:

[fonts.google.com](https://fonts.google.com)

**Roboto/Roboto Condensed**

- English – USA (EN) & United Kingdom (UK)
- Brazilian Portuguese (PT\_BR)
- Czech (CS)
- Dutch (NL)
- French – European (FR)
- French Canadian (FR\_CA)
- German (DE)
- Italian (IT)
- Polish (PL)
- Russian (RU)
- Spanish – European (ES) & Latino American (ES\_LA)
- Turkish (TR)

**HEBREW (IW)**

טקסט לדוגמה טקסט  
 טקסט לדוגמה טקסט  
 טקסט לדוגמה טקסט  
 טקסט לדוגמה טקסט  
 טקסט לדוגמה טקסט  
 טקסט לדוגמה טקסט

Noto Sans Hebrew Thin  
 Noto Sans Hebrew Light  
 Noto Sans Hebrew Regular  
**Noto Sans Hebrew Medium**  
**Noto Sans Hebrew SemiBold**  
**Noto Sans Hebrew Bold**

Roboto Thin  
 Roboto Light & Condensed Light  
 Roboto Regular & Condensed Regular  
**Roboto Medium**  
**Roboto Bold & Condensed Bold**  
**Roboto Black**

**HINDI (HI)**

भाषा का नमूना पाठ  
 भाषा का नमूना पाठ  
 भाषा का नमूना पाठ  
 भाषा का नमूना पाठ  
 भाषा का नमूना पाठ  
 भाषा का नमूना पाठ

Noto Sans Devanagari Thin  
 Noto Sans Devanagari Light  
 Noto Sans Devanagari Regular  
**Noto Sans Devanagari Medium**  
**Noto Sans Devanagari SemiBold**  
**Noto Sans Devanagari Bold**

Roboto Thin  
 Roboto Light & Condensed Light  
 Roboto Regular & Condensed Regular  
**Roboto Medium**  
**Roboto Bold & Condensed Bold**  
**Roboto Black**

**Noto Sans CJK SC**

- Chinese – Simplified (ZH)

**Noto Sans Kannada**

- Kannada (KN)

**Noto Sans Hebrew**

- Hebrew (IW)

**Noto Sans CJK KR**

- Korean (KO)

**Noto Sans Devanagari**

- Hindi (HI)

**Noto Sans Thai**

- Thai (TH)

**Noto Sans CJK JP**

- Japanese (JA)

**IMPORTANT NOTE:** Never use Typographic Ligatures, which occur when two or more letters are joined as a single glyph (letter), such as the characters **fi** (f and i) or **ffi** (f, f and l).

### JAPANESE (JA)

言語サンプルテキスト  
言語サンプルテキスト  
言語サンプルテキスト  
言語サンプルテキスト  
言語サンプルテキスト  
言語サンプルテキスト

### REPLACEMENT FONT

Noto Sans CJK JP Thin  
Noto Sans CJK JP Light  
Noto Sans CJK JP Regular  
**Noto Sans CJK JP Medium**  
**Noto Sans CJK JP Bold**  
**Noto Sans CJK JP Black**

### ROBOTO REFERENCE

Roboto Thin  
Roboto Light & Condensed Light  
Roboto Regular & Condensed Regular  
**Roboto Medium**  
**Roboto Bold & Condensed Bold**  
**Roboto Black**

### INTERNATIONAL BRAND FONTS

International Business Communications use Arial and International Marketing Collateral use Roboto or the replacement font, Noto Sans, indicated on these pages.

### DOWNLOAD FONTS

Noto Sans is a Google Font and available for free usage and download (click on Language) at:

[fonts.google.com](https://fonts.google.com)

### Roboto/Roboto Condensed

- English – USA (EN) & United Kingdom (UK)
- Brazilian Portuguese (PT\_BR)
- Czech (CS)
- Dutch (NL)
- French – European (FR)
- French Canadian (FR\_CA)
- German (DE)
- Italian (IT)
- Polish (PL)
- Russian (RU)
- Spanish – European (ES) & Latino American (ES\_LA)
- Turkish (TR)

### Noto Sans CJK SC

- Chinese – Simplified (ZH)

### Noto Sans Kannada

- Kannada (KN)

### Noto Sans Hebrew

- Hebrew (IW)

### Noto Sans CJK KR

- Korean (KO)

### Noto Sans Devanagari

- Hindi (HI)

### Noto Sans Thai

- Thai (TH)

### Noto Sans CJK JP

- Japanese (JA)

**IMPORTANT NOTE:** Never use Typographic Ligatures, which occur when two or more letters are joined as a single glyph (letter), such as the characters **fi** (f and i) or **ffi** (f, f and l).

### KANNADA (KN)

ಭಾಷಾ ಮಾದರ ಪಠೆಯು

Noto Sans Kannada Regular

Roboto Thin, Light, Regular,  
Condensed Light & Condensed Regular

ಭಾಷಾ ಮಾದರ ಪಠೆಯು

**Noto Sans Kannada Bold**

**Roboto Medium, Bold, Black & Condensed Bold**

### KOREAN (KO)

언어 샘플 텍스트  
언어 샘플 텍스트  
언어 샘플 텍스트  
언어 샘플 텍스트  
언어 샘플 텍스트  
언어 샘플 텍스트

Noto Sans CJK KR Thin  
Noto Sans CJK KR Light  
Noto Sans CJK KR Regular  
**Noto Sans CJK KR Medium**  
**Noto Sans CJK KR Bold**  
**Noto Sans CJK KR Black**

Roboto Thin  
Roboto Light & Condensed Light  
Roboto Regular & Condensed Regular  
**Roboto Medium**  
**Roboto Bold & Condensed Bold**  
**Roboto Black**

### THAI (TH)

ตัวอย่างข้อความภาษาไทย  
ตัวอย่างข้อความภาษาไทย  
ตัวอย่างข้อความภาษาไทย  
ตัวอย่างข้อความภาษาไทย  
ตัวอย่างข้อความภาษาไทย  
ตัวอย่างข้อความภาษาไทย

Noto Sans Thai Thin  
Noto Sans Thai Light  
Noto Sans Thai Regular  
**Noto Sans Thai Medium**  
**Noto Sans Thai SemiBold**  
**Noto Sans Thai Bold**

Roboto Thin  
Roboto Light & Condensed Light  
Roboto Regular & Condensed Regular  
**Roboto Medium**  
**Roboto Bold & Condensed Bold**  
**Roboto Black**

SECTION 2

# Brand Elements

# SPARK



### **SPARK**

The Spark represents our commitment to innovation and our heritage of invention. The Spark consists of six separate spokes, each representing one of our six heritage product brands: CADDY, ERICO, HOFFMAN, RAYCHEM, SCHROFF and TRACER. The Spark's three colors pay homage to our business segments that make up nVent, including: Electrical & Fastening Solutions, Enclosures, and Thermal Management.

### **BRANDING**

While it is our goal to use the Spark as a stand-alone brand element, until our logo is widely recognized by our customers, the Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo.

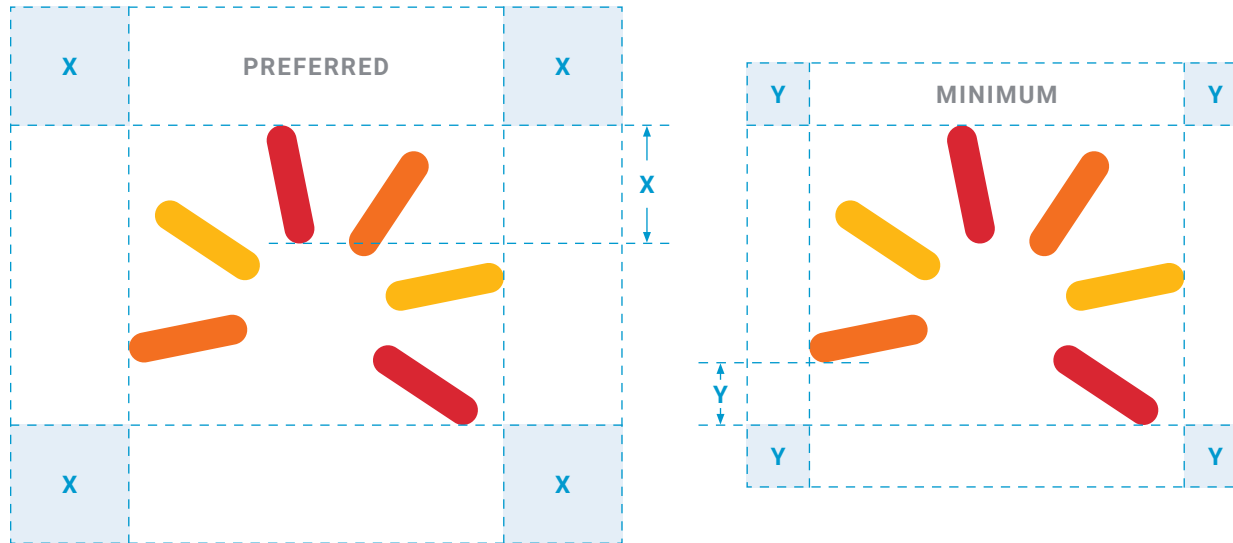
Detailed specifications and restrictions for Spark usage are located on pages 2.22–2.26. For branded examples, refer to page 2.24, as well as Sections 4–15.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



## CLEAR SPACE



## MINIMUM SIZE



## CLEAR SPACE

The Spark should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page. When used in black, white or outlined colors (as shown on page 2.23), the clear space of the Spark may be reduced to best fit the design while maintaining the specifications in this document.

When the preferred clear space is restricted due to design or size of an application, the minimum clear space may be used.

## MINIMUM SIZE

Minimum size refers to the smallest size the Spark may be reproduced to ensure its legibility. The Spark may not be reproduced smaller than 1" or 25.4mm in width.

## ALIGNMENT

The Spark may bleed off (cropped off) a page or surface of an object, but **a minimum of 1/3 (one-third) of an individual spark's length must always be visible.** Never bleed/crop all of the individual sparks.

**IMPORTANT NOTE:** The Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo.

### FULL-COLOR SPARK



### COLOR VARIATIONS

The Spark may be used in the following brand colors (refer to page 2.11):

### FULL-COLOR SPARK

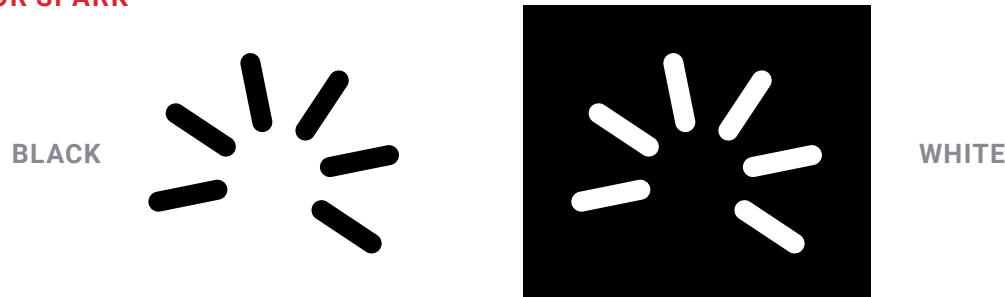
The preferred versions for all applications and should be used whenever possible.

### ONE-COLOR SPARK

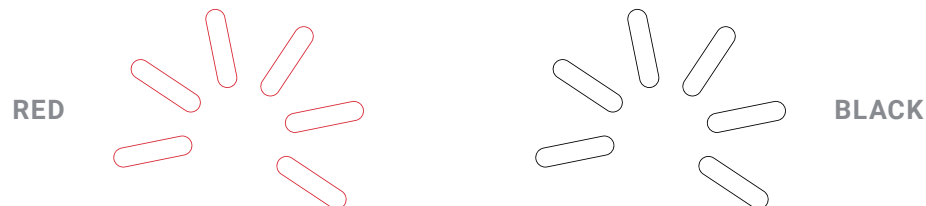
Intended for use when reproduction methods prohibit the use of full-color.

- The Black version should be used for special finishes, such as etching or varnishing applications.
- The White version may be used as a ghosted or semi-transparent overlay for special effects (refer to Brochures on page 2.24).

### ONE-COLOR SPARK



### ONE-COLOR OUTLINE SPARK



### ONE-COLOR OUTLINE SPARK

To be used minimally as accents in a design, and must only be used in Pantone® 1797 Red or Black.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** The Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo.

## 2 BRAND ELEMENTS SPARK

### CONFERENCE ROOMS (Signage)



### T-SHIRTS



Front

Back

### BRANDING USAGE

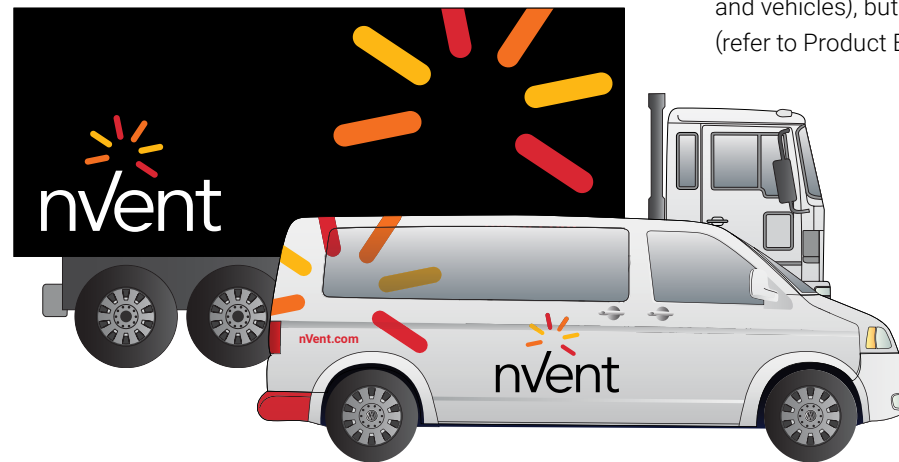
Proper use of the Spark is essential for maintaining and protecting our brand, and should be reproduced according to the specifications in these standards.

### APPLICATIONS

The Spark may bleed off (cropped off) a page or surface of an object, but a **minimum of 1/3 (one-third) of an individual spark's length must always be visible**. Never bleed/crop all of the individual sparks (refer to page 2.26 for unacceptable usage).

In certain instances pre-approved by the appropriate Brand Manager, the Spark may wrap around a 3D object onto two surfaces of the object (e.g., packaging boxes and vehicles), but never on nVent-branded products (refer to Product Branding on page 11.19).

### VEHICLES



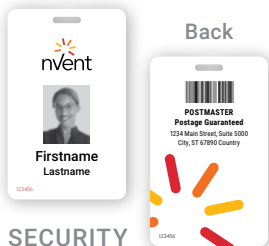
**IMPORTANT NOTE:** The Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo.

### BROCHURES & ADVERTISEMENTS



Front

Back



SECURITY BADGES



PACKAGING



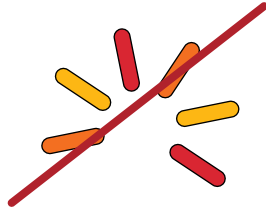
### PRODUCT FORMS

For Spark usage on all nVent-branded products, refer to Product Branding on page 11.19.

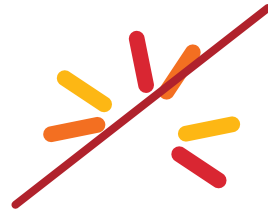




Never add individual Sparks.



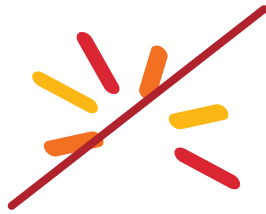
Never outline the full-color Spark.



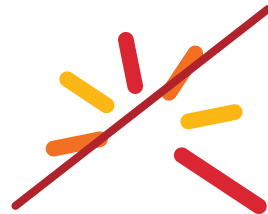
Never alter the distance between individual Sparks.



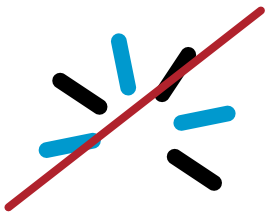
Never stretch, distort or warp the Spark.



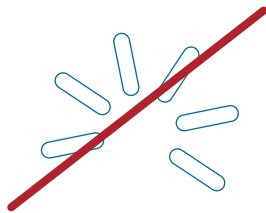
Never tilt, skew or rotate the Spark.



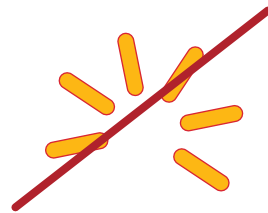
Never change the proportions of the individual Sparks.



Never recolor the Spark.



Never outline the Spark in different colors.



Never outline and fill in the Spark with different colors.

### UNACCEPTABLE USAGE

Proper use of the Spark is essential for maintaining and protecting our brand. The Spark should be reproduced according to the specifications in these standards. These examples illustrate misuse of the Spark and our brand.

#### IMPORTANT NOTES:

- The shape and colors of the Spark must never be modified.
- A product, image and/or text must never be highlighted by centering it in the Spark (e.g., using the Spark as a starburst).

### PRODUCT BRANDING

For acceptable and unacceptable usage of the Spark on individual product forms, refer to page 11.19.



SECTION 2

# Brand Elements

# CORE COMPONENT



### **CORE COMPONENT**

As a complement to our brand elements, the nVent Core Component has been created for background use; which may be applied to a variety of compositions, including portrait and landscape. This element should be used sparingly to achieve the maximum outcome, and should not be used on every page of a brochure or on every slide in a presentation.

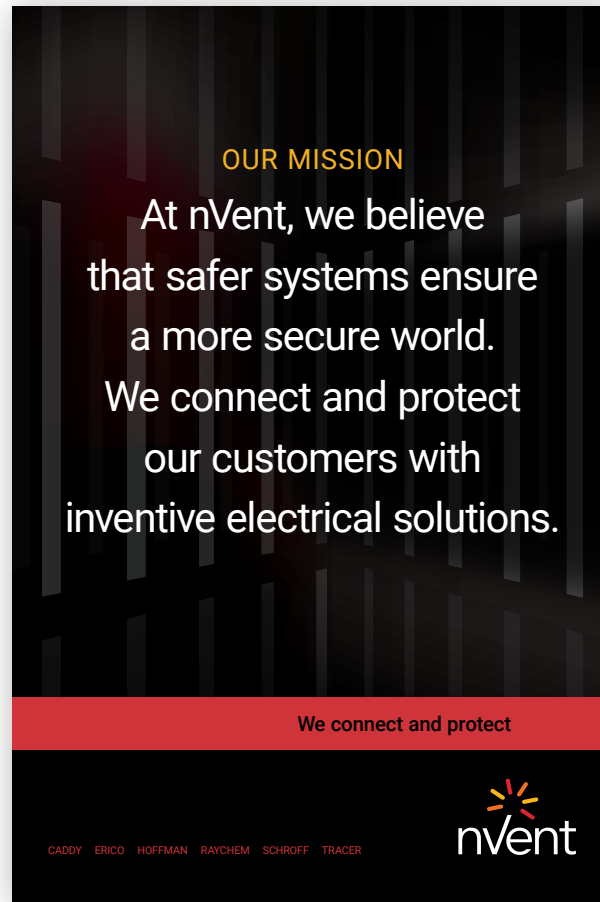
Our Core Component should only be used as a secondary branding element to any piece containing the nVent logo.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



FOLDER



POSTER

### BRANDING USAGE

The Core Component is to be used on applications that support our primary positioning and reinforce the fundamental brand. It should only be used as a secondary branding element to any piece containing the nVent logo.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



POWERPOINT

SECTION 2

## Brand Elements

# CORPORATE GRAPHICS



## ACCEPTABLE CORPORATE GRAPHICS



**IMPORTANT NOTE:** Certain design elements, such as the extended leg of the "A" in "FOUNDATION," are reserved for specific Corporate Graphics and should not be mimicked.

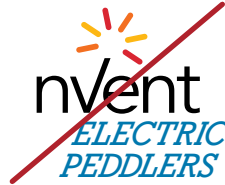
## UNACCEPTABLE CORPORATE GRAPHICS



Never mimic design elements of specific Corporate Graphics.



Never overpower the nVent Logo or use more than three words.



Never use secondary/non-brand colors, or non-brand fonts.



Never use department names or have elements touch the nVent Logo.

**IMPORTANT NOTE:** The name and design of all nVent Corporate Graphics, for internal and/or external applications, must be pre-approved by the appropriate Brand Manager prior to use and distribution.

## INTERNAL CORPORATE GRAPHIC

A consistent brand bridges both internal and external applications — all branding opportunities need to reinforce the overall brand while driving the targeted message of the particular nVent Corporate Graphic. These graphics should draw inspiration from our logo, brand and color palette.

nVent Corporate Graphics are created on an individual basis and must be pre-approved by the appropriate Brand Manager prior to use and distribution.

## CORPORATE GRAPHIC NAME

Names for all Corporate Graphics need to connect back to our brand, therefore they must always lead with "nVent," such as:

- nVent Foundation
- nVent Commercial Excellence Group
- nVent Corporate Responsibility Group

**IMPORTANT NOTE:** All group names should be descriptive and easily understandable, with the preferred standard of consisting of one to three words.

## UNACCEPTABLE USAGE

Proper use of Internal Corporate Graphics is essential for maintaining and protecting our brand, refer to the unacceptable examples to the left.

SECTION 2

# Brand Elements

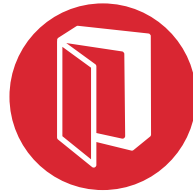
# ICONOGRAPHY



nVent



Electrical &  
Fastening Solutions



Enclosures



Thermal  
Management

**BRAND ICONS**

Bold, straightforward icons – the simplest way to convey our brand. Our icon system is rooted in the core identity and allows the flexibility to capture and represent all the unique and valuable differentiators and offerings of nVent. Refer to pages 2.33–2.39 for the available approved icons.

Icons are available in EPS and PNG formats in the colors listed on this page and may be downloaded at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

**LIGHT BACKGROUNDS  
 (Black Text)**

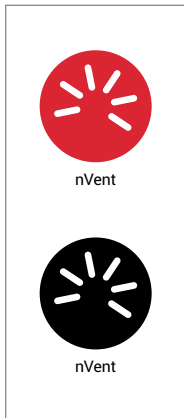
**DARK BACKGROUNDS  
 (White Text)**

**ICON COLORS & BACKGROUNDS**

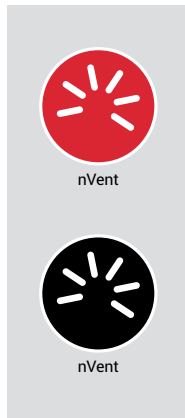
Our icon system can be visually depicted in two colors from the approved nVent color palette. The main circle behind the icon art should be Red (Pantone® 1797) or Black, and the outline circle should always be White. The icon art, such as the Spark shown to the left, must always appear in White, and should never be used in any other colors or without the main and outline circles.

When using on backgrounds, the Icon Title (e.g., nVent) may be either Black or White, as shown. The icon title should never appear in all uppercase letters, except when listing a product brand (e.g., nVent TRACER).

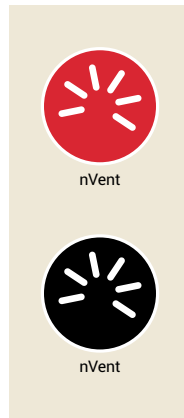
Refer to the standards in Section 7 when using icons in digital applications, such as website and apps.



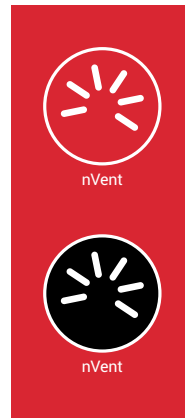
White  
Black Text + Outline



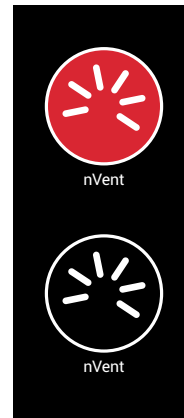
Light Gray  
Black Text + Outline



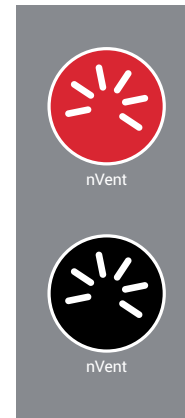
Tan  
Black Text + Outline



PMS 1797 Red  
White Text + Outline



Black  
White Text + Outline



PMS Cool Gray 7  
White Text + Outline

## 2 BRAND ELEMENTS ICONOGRAPHY

### NVENT ICON



nVent

### SEGMENTS (SBU) ICONS



Electrical & Fastening Solutions



Enclosures



Thermal Management

### ICON SETS

Our iconography standards have been applied to an extensive range of needed icons for marketing and communication needs, while reinforcing a consistent and uniform approach, and implementation.

Icons are available in EPS and PNG formats in the colors listed on page 2.32 and may be downloaded at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

### LEAN ICONS



Digital



Growth



Lean Enterprise



People



Velocity

### INDUSTRY ICONS



Americas Industrial Marketing



Commercial



Commercial & Industrial



Data Center



Electrical



Electrical Heating System/Circuit



Energy (Overall)



Heat Management System Design



HVAC



Industrial (Overall)



Industrial Solutions: Automotive



Industrial Solutions: Food & Beverage



Industrial Solutions: Medical/Pharmaceutical



Industrial Solutions: Petrochemical



Industrial Solutions: Security & Defense



Infrastructure (Overall)



Infrastructure Solutions: Telecom



Oil & Gas



Power



Power & Signal Systems



Rail



Signalisation



Steel



Technology



Telecom



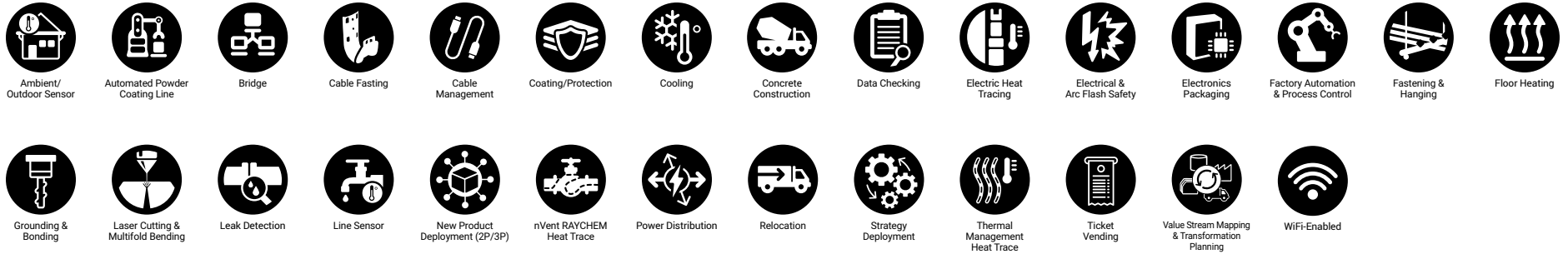
Utilities



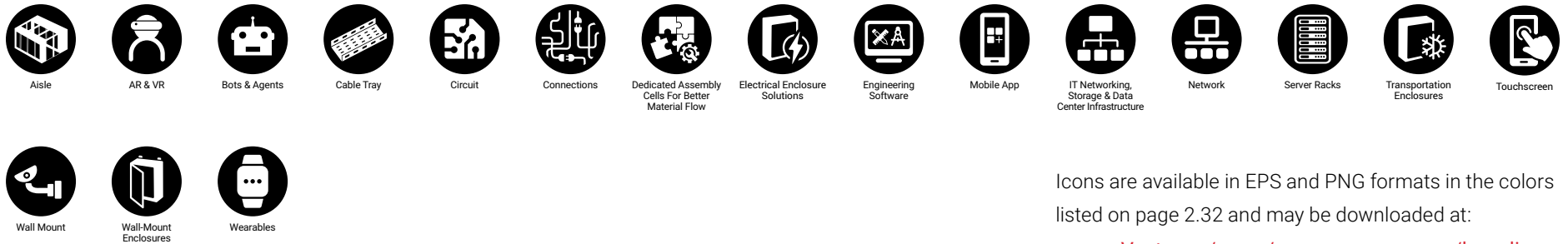
Wood/Timber

## 2 BRAND ELEMENTS ICONOGRAPHY

### APPLICATION ICONS



### PRODUCT-RELATED ICONS

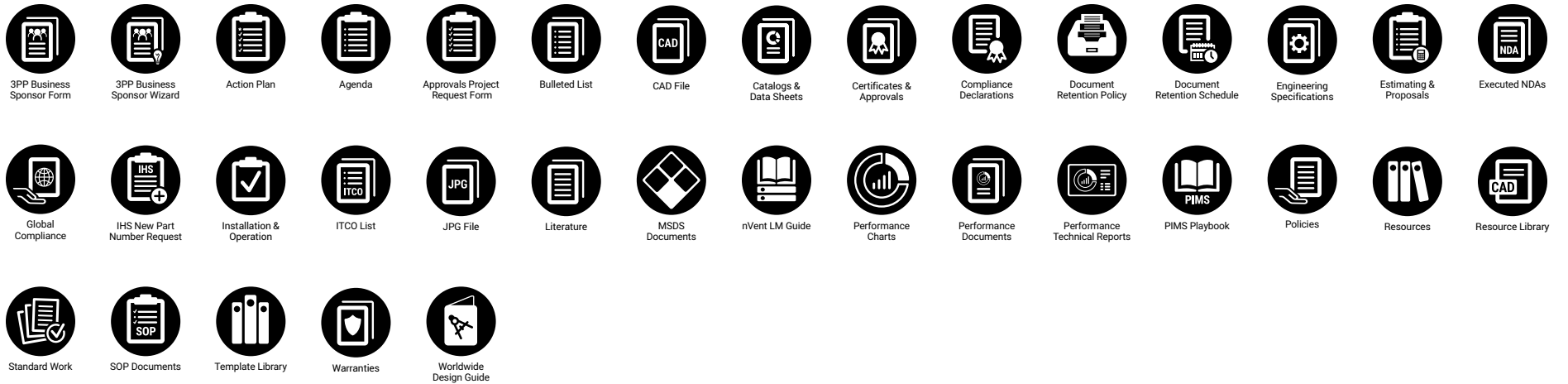


Icons are available in EPS and PNG formats in the colors listed on page 2.32 and may be downloaded at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

## 2 BRAND ELEMENTS ICONOGRAPHY

### DOCUMENT ICONS



### OFFICE ICONS



Icons are available in EPS and PNG formats in the colors listed on page 2.32 and may be downloaded at:

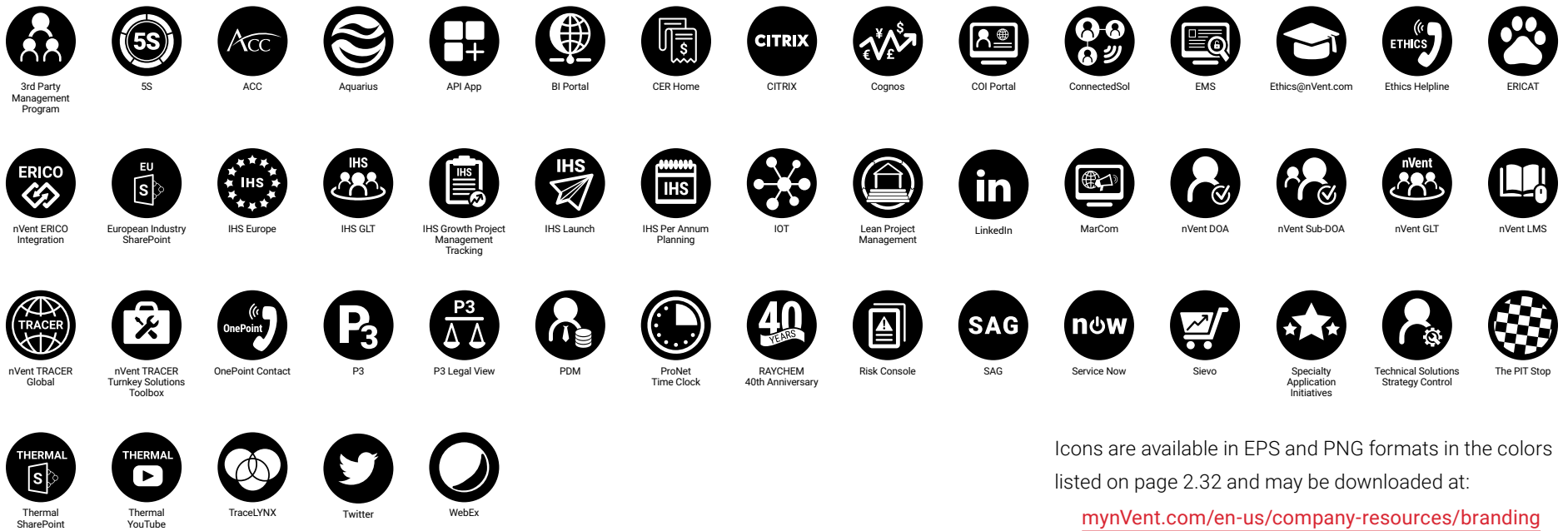
[mynVent.com/en-us/company-resources/branding](https://mynVent.com/en-us/company-resources/branding)

## 2 BRAND ELEMENTS ICONOGRAPHY

### LEGAL ICONS



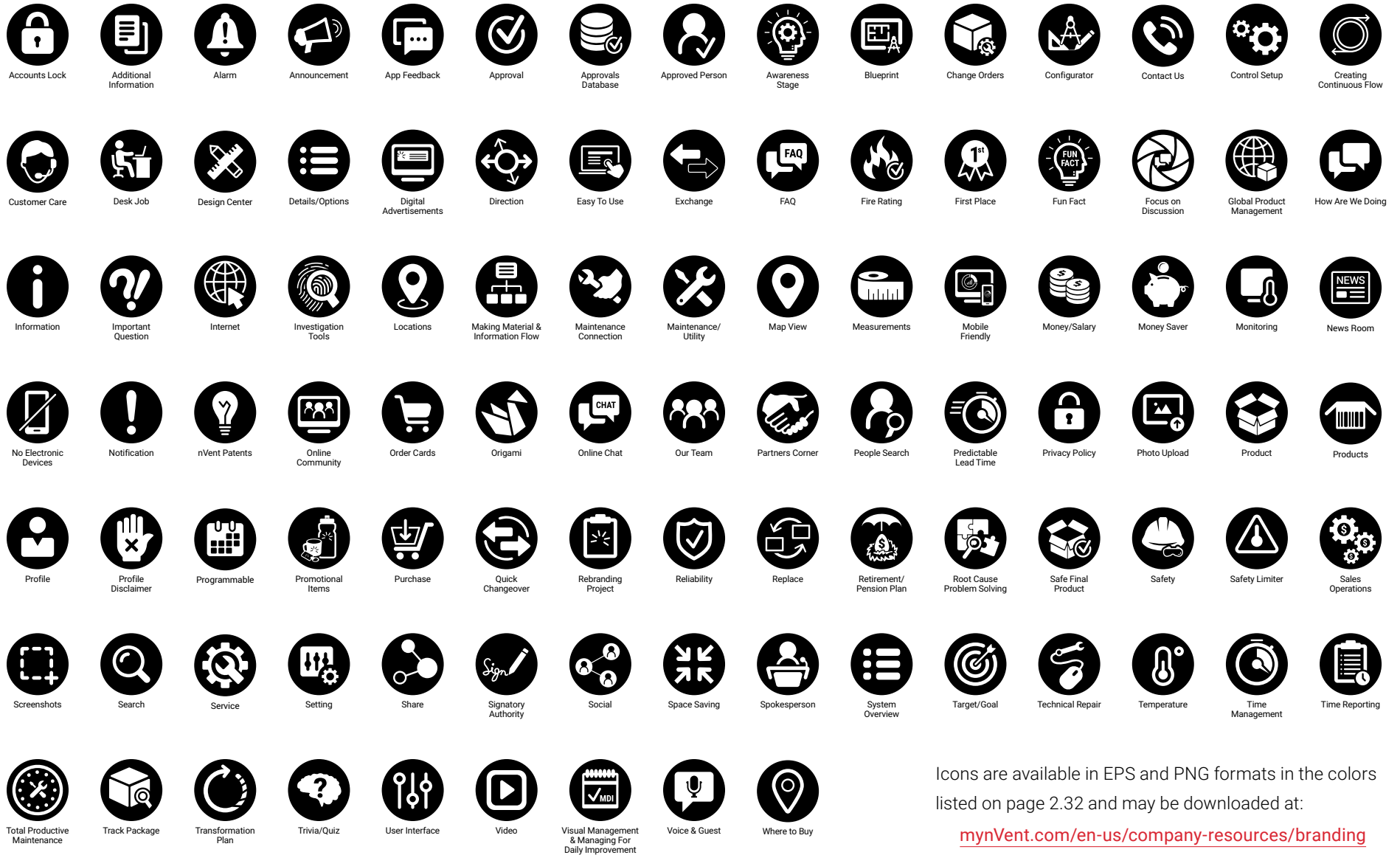
### COMPANY-SPECIFIC ICONS



Icons are available in EPS and PNG formats in the colors listed on page 2.32 and may be downloaded at:

[mynVent.com/en-us/company-resources/branding](https://mynVent.com/en-us/company-resources/branding)

**GENERAL ICONS**



Icons are available in EPS and PNG formats in the colors listed on page 2.32 and may be downloaded at:

[mynVent.com/en-us/company-resources/branding](https://mynVent.com/en-us/company-resources/branding)



### THERMAL MANAGEMENT ICONS (Industrial)



TraceCalc Pro



TraceCalc Net



SnoCalc



Quick Voltage Drop  
Calculator



nVent RAYCHEM  
Supervisor



PyroSizer

### THERMAL MANAGEMENT ICONS

These icons are specific and should only be used for applications related to Thermal Management.

Icons are available in EPS and PNG formats in the colors listed on page 2.32 and may be downloaded at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

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### THERMAL MANAGEMENT ICONS (Commercial)



TraceCalc Pro  
For Buildings



Roof & Gutter Icing  
Calculator



SnoCalc



Quick Voltage Drop  
Calculator



ACS-30 Program  
Integrator

---

### THERMAL MANAGEMENT ICONS (Residential)



TraceCalc Pro  
For Buildings



Roof & Gutter Icing  
Calculator



SnoCalc

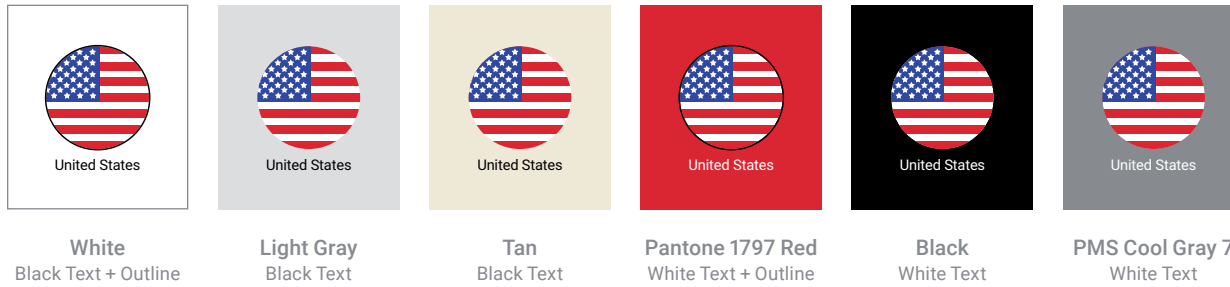


Quick Voltage Drop  
Calculator



ACS-30 Program  
Integrator

## COUNTRY ICONS ON BACKGROUNDS



## COUNTRY ICONS



## COUNTRY ICONS

Country icons are to be used in full color only to best represent their country's flags, and are available in the following configurations :

1. **Black Text** for light color backgrounds (e.g., file name: **United\_States\_Icon\_1.eps**)
2. **Black Text + Outline** for white backgrounds (e.g., file name: **United\_States\_Icon\_2.eps**)
3. **White Text** for dark color backgrounds (e.g., file name: **United\_States\_Icon\_3.eps**)
4. **White Text + Outline** for red backgrounds (e.g., file name: **United\_States\_Icon\_4.eps**)

Country Icons are available in EPS and PNG formats in full color and may be downloaded at:

[myVent.com/en-us/company-resources/branding](https://myVent.com/en-us/company-resources/branding)

SECTION 2

# Brand Elements

# BRAND ART

BRAND ELEMENT	COLOR OPTIONS	FILE NAME
	Spot Color (Pantone®)	nVent_Logo_PMS_F2.eps
	Four-Color Process (CMYK)	nVent_Logo_CMYK_F2.eps
	Digital Color (RGB)	nVent_Logo_RGB_F2.png
	Spot Color (Pantone®)*	nVent_Logo_PMS_rev_F2.eps
	Four-Color Process (CMYK)*	nVent_Logo_CMYK_rev_F2.eps
	Digital Color (RGB)*	nVent_Logo_RGB_rev_F2.png
	One Color (Black)	nVent_Logo_Black_F2.eps
	Digital Color (RGB)	nVent_Logo_Black_F2.jpg
		nVent_Logo_Black_F2.png
	One Color (White)*	nVent_Logo_White_F2.eps
	Digital Color (RGB)*	nVent_Logo_White_F2.png
	Four-Color Process (CMYK)	nVent_Spark_CMYK_F2.eps
	Digital Color (RGB)	nVent_Spark_RGB_F2.jpg
		nVent_Spark_RGB_F2.png
	Four-Color Process (CMYK)	nVent_Spark_Outline_CMYK_F2.eps
	Digital Color (RGB)	nVent_Spark_Outline_RGB_F2.jpg
		nVent_Spark_Outline_RGB_F2.png
	Four-Color Process (CMYK)	nVent_Core_Component_CMYK_F2.eps
	Digital Color (RGB)	nVent_Core_Component_RGB_F2.jpg
		nVent_Core_Component_RGB_F2.png

\*Black background is not included in file.

## REPRODUCTION ARTWORK

Always use original brand art for reproduction of all nVent brand elements.

## BRAND LOGOS

High-resolution files of the nVent Logo and nVent Product Brand Logos may be downloaded at:

[nVent.com/us/en/about-nVent/logos-guidelines](https://www.nvent.com/us/en/about-nVent/logos-guidelines)

## BRAND ELEMENTS

Other nVent brand high-resolution files, accessible by nVent employees only, may be downloaded at:

[my.nvent.com/en-us/company-resources/branding](https://my.nvent.com/en-us/company-resources/branding)

## FILE NAMING

Use the chart to the left to select the appropriate file for each brand element and image application.

## FILE FORMAT

Brand art is in the following formats:

- **EPS (Adobe Illustrator/Vector)** for printing; which may be scaled up or down to a desired size without compromising image quality.
- **JPG** and **PNG** for digital application.

## COLOR OPTIONS

Brand art is in the following colors:

- **Spot Color (PMS)** for printing.
- **Four-Color Process (CMYK)** for printing.
- **Digital Color (RGB)** for digital application.
- **One-Color (Black or White)** for printing or digital application.

## SECTION 3

# Product Brands

### 3.1 **PRODUCT BRAND LOGO**

- 3.2 Our Brands
- 3.3 Product Brand Portfolio
- 3.4 Product Brands
- 3.5 Product Brand Logo
- 3.6 Primary Product Brand Logo
- 3.8 Clear Space & Minimum Size
- 3.9 Secondary Product Brand Logo
- 3.11 Clear Space & Minimum Size
- 3.12 Specialty Product Brand Logo
- 3.14 Clear Space & Minimum Size

### 3.15 **PRODUCT BRAND NAME**

- 3.16 Product Brand in Text
- 3.16 Product Brand with Product Name in Text
- 3.16 Multiple Product Brands in Text
- 3.17 Product Brand in Headlines
- 3.17 Product Brand URL

### 3.18 **THIRD-LEVEL BRANDS**

- 3.19 Product Names & Product Lines
- 3.20 Third-Level Brands Standard Configuration
- 3.21 Third-Level Brands Expanded Configuration

SECTION 3

## Product Brands

# PRODUCT BRAND LOGO

## ENTERPRISE BRAND



## PRODUCT BRANDS



## OUR BRANDS

We began as a 'House of Brands', an organization with a large number of well-known, independent product brands. After narrowing these down to our six heritage product brands — based on an overview of all offerings, size of business and the level of innovation and expertise of each — we are confident that these united and unified product brands will continue to maximize our awareness in the varying regions around the globe that we serve.

## OUR SOLUTIONS

Our six product brands are built on more than a century of innovative and proven solutions.

They lead in electric heat tracing solutions, complete heat management systems, electrical and fastening solutions, industrial enclosures and electronic protection. The quality, reliability and ingenuity associated with each provides us with the ultimate foundation for advancement.

We do not dilute the nVent brand by placing a product brand ahead of it in position, boldness or stature. Product brands always receive promotion AFTER our enterprise brand, nVent. We will leverage our product brands' market equity to build nVent's awareness and presence.

nVent will continue to receive a balanced prominence in all usages, whether online, on air, in video, in print or onsite.



Our powerful portfolio of brands:

**CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER**

### **OUR BRANDED HOUSE**

It is imperative to our planned growth that we stand proudly under the nVent banner. Never stop leveraging the powerful legacies of our heritage product brands, but use this power to consistently strengthen nVent as our enterprise-wide Branded House. nVent is the new global leader in connection and protection.

### **PRODUCT BRAND PORTFOLIO**

When listed in marketing material, we only list our six heritage Product Brands, as shown to the left. Refer to page 5.6 for detailed specifications.

### **ONE NVENT**

Unifying our six product brands under One nVent best illustrates the scope of our powerful portfolio of solutions and accelerates our performance:

- We have industry leading positions in growing verticals.
- We have attractive segments with differentiated growth opportunities.
- We have a clear go-to-market strategy, regardless of marketplace or geographic target area.





**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the enterprise brand logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

### PRODUCT BRANDS

The brands that define nVent are combined to make us who we are — an enterprise that prides itself on its ability to “connect and protect.”

Our Product Brands consist of our six heritage product brands that comprise “Our powerful portfolio of brands:”

- CADDY
- ERICO
- HOFFMAN
- RAYCHEM
- SCHROFF
- TRACER

Our portfolio also includes the following additional/ approved product brands:

- ERIFLEX
- LENTON
- NUHEAT
- PYROTENAX

Our product brands should always be preceded by nVent (e.g., nVent RAYCHEM). In listings, the product brand names should always appear in alphabetical order and in uppercase letters (refer to page 3.16). The product brand name should never appear without nVent, with the exceptions of when they are listed as “Our powerful portfolio of brands” (refer to page 3.3), and in other pre-approved situations in this Brand Guide. All other instances must be approved by the marketing department.

### 3 PRODUCT BRANDS PRODUCT BRAND LOGO



**IMPORTANT NOTE:** Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

#### PRODUCT BRAND LOGO

In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

#### PRODUCT BRAND LOGO ELEMENTS

The nVent product brand logo consists of three elements: the nVent logo, Red Rule and Product Brand Name.

The relationship between these elements have been established and the proportions are fixed as illustrated and never altered in any way.

#### BRAND ART

Refer to page 2.41 for reproduction artwork.

### FULL-COLOR PRODUCT BRAND LOGOS



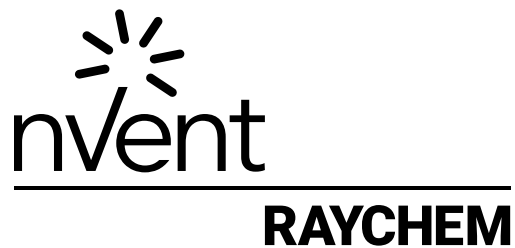
Full-Color Primary Logo



Full-Color Primary Logo Reversed

---

### ONE-COLOR PRODUCT BRAND LOGOS



Black Primary Logo



White Primary Logo

### PRIMARY PRODUCT BRAND LOGO

Our primary product brand logo is the preferred version and should be used whenever possible.

### COLOR VARIATIONS

The product brand logos may not be re-drawn, distorted or dismantled in any way. For detailed brand colors, refer to page 2.11.

### FULL-COLOR LOGOS

These logos are the preferred versions and should be used whenever possible.

### ONE-COLOR LOGOS

Our one-color product brand logo in black or white are intended for use when reproduction methods prohibit the use of the full-color product brand logo. The black product brand logo can also be used for special finishes, such as etching or varnishing applications.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

**HERITAGE PRODUCT BRANDS**



**CADDY**



**HOFFMAN**



**SCHROFF**



**ERICO**



**RAYCHEM**



**TRACER**

---

**ADDITIONAL/APPROVED PRODUCT BRANDS**



**ERIFLEX**



**NUHEAT**



**LENTON**



**PYROTENAX**

**PRIMARY PRODUCT BRAND LOGOS**

Our primary product brand logos are the preferred versions and should be used whenever possible.

The primary product brand logo reversed should be used against a dark background (refer to page 3.6).

**BRAND ART**

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



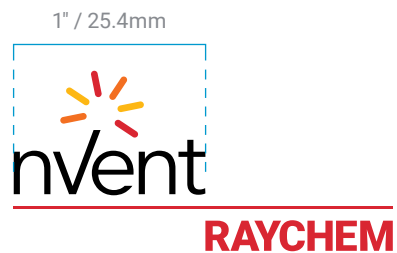
### CLEAR SPACE

The primary nVent product brand logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the “n” in the logotype, as illustrated to the left.

### MINIMUM SIZE

Minimum size refers to the smallest size the primary nVent product brand logo may be reproduced to ensure its legibility. Our primary product brand logo may not be reproduced smaller than the nVent logo being 1" or 25.4mm in width.



### FULL-COLOR PRODUCT BRAND LOGOS



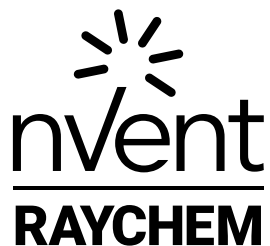
Full-Color Secondary Logo



Full-Color Secondary Logo Reversed

---

### ONE-COLOR PRODUCT BRAND LOGOS



Black Secondary Logo



White Secondary Logo

### SECONDARY PRODUCT BRAND LOGO

Our secondary product brand logos are intended for use when reproduction methods prohibit the use of the primary product brand logo.

### COLOR VARIATIONS

The product brand logos may not be re-drawn, distorted or dismantled in any way. For detailed brand colors, refer to page 2.11.

### FULL-COLOR LOGOS

These logos are the preferred versions and should be used whenever possible.

### ONE-COLOR LOGOS

Our one-color product brand logo in black or white are intended for use when reproduction methods prohibit the use of the full-color product brand logo. The black product brand logo can also be used for special finishes, such as etching or varnishing applications.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

HERITAGE PRODUCT BRANDS



---

ADDITIONAL/APPROVED PRODUCT BRANDS



SECONDARY PRODUCT BRAND LOGOS

Our secondary product brand logos are intended for use when reproduction methods prohibit the use of the primary product brand logo.

The secondary product brand logo reversed is intended for use when reproduction methods prohibit the use of the primary product brand logo and should only be used against a dark background (refer to page 3.9).

BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



### CLEAR SPACE

The secondary nVent product brand logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the "n" in the logotype, as illustrated to the left.

### MINIMUM SIZE

Minimum size refers to the smallest size the secondary nVent product brand logo may be reproduced to ensure its legibility. Our secondary product brand logo may not be reproduced smaller than the nVent logo being 1" or 25.4mm in width.





### FULL-COLOR PRODUCT BRAND LOGOS



Full-Color Specialty Logo



Full-Color Specialty Logo Reversed

### ONE-COLOR PRODUCT BRAND LOGOS



Black Specialty Logo



White Specialty Logo

**IMPORTANT NOTE:** Any usage of the specialty product brand logo must be approved by the appropriate Brand Manager before execution.

### SPECIALTY PRODUCT BRAND LOGO

With the knowledge that branding opportunities can sometimes be challenging, due to extremely limited space, we have created a solution — the specialty product brand logo. This logo is only to be used under the circumstance of limited space, and cannot be used for any other application. Any usage of the specialty product brand logo must be approved by the appropriate Brand Manager before execution.

### COLOR VARIATIONS

The nVent product brand logos may not be re-drawn, distorted or dismantled in any way. For detailed brand color specifications, refer to page 2.11.

### FULL-COLOR LOGOS

These logos are the preferred versions and should be used whenever possible.

### ONE-COLOR LOGOS

Our one-color product brand logo in black or white are intended for use when reproduction methods prohibit the use of the full-color product brand logo. The black product brand logo can also be used for special finishes, such as etching or varnishing applications.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

### HERITAGE PRODUCT BRANDS



---

### ADDITIONAL/APPROVED PRODUCT BRANDS



**IMPORTANT NOTE:** Any usage of the specialty product brand logo must be approved by the appropriate Brand Manager before execution.

### SPECIALTY PRODUCT BRAND LOGOS

Our specialty product brand logos are only to be used under the circumstance of limited space, and cannot be used for any other application.

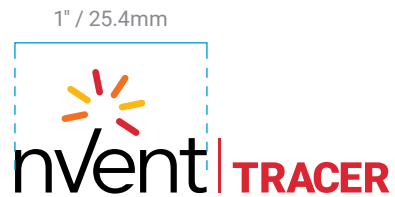
The specialty product brand logo reversed should only be used against a dark background (refer to page 3.12).

Any usage of the specialty product brand logo must be approved by the appropriate Brand Manager before execution.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



**IMPORTANT NOTE:** Any usage of the specialty product brand logo must be approved by the appropriate Brand Manager before execution.

### CLEAR SPACE

The specialty nVent product brand logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the "n" in the logotype, as illustrated to the left.

### MINIMUM SIZE

Minimum size refers to the smallest size the specialty nVent product brand logo may be reproduced to ensure its legibility. Our specialty product brand logo may not be reproduced smaller than the nVent logo being 1" or 25.4mm in width.

SECTION 3

## Product Brands

PRODUCT BRAND NAME

PRODUCT BRAND IN NARRATIVE TEXT

For products that exceed your needs, nVent CADDY fasteners deliver on all levels of quality and reliability.

PRODUCT BRAND WITH PRODUCT NAME IN NARRATIVE TEXT

For products that exceed your needs, nVent CADDY Rod Lock fasteners deliver on all levels of quality and reliability.

MULTIPLE PRODUCT BRANDS IN NARRATIVE TEXT

For products that exceed your needs, nVent CADDY, ERICO and RAYCHEM solutions deliver on all levels of quality and reliability.

**PRODUCT BRAND NAME IN TEXT**

In written form, the capitalization rule for “nVent” is all lowercase letters except V, always. When nVent begins a sentence, it should follow the same rule. When adding a product brand name, nVent remains the same as stated above and the product brand name should always appear in uppercase letters (i.e., nVent CADDY fasteners...).

**PRODUCT BRAND WITH PRODUCT NAME**

When adding nVent Product Brand Names with Product Names, the text should appear as:

- nVent PRODUCT BRAND Product Name...  
(i.e., nVent CADDY Rod Lock fasteners...)

When used multiples times in material, follow the specifications below.

- First instance: ...nVent CADDY Rod Lock fasteners...  
and Second instance: ...Rod Lock offering...
- First Instance: ...nVent RAYCHEM TraceTek solutions...  
and Second Instance: ...TraceTek solutions...

**IMPORTANT NOTE:** Product Names should always appear in Title Case letters, never in Uppercase.

**MULTIPLE PRODUCT BRANDS**

When adding multiple product brand names in text, nVent remains the same and the product brand names should always appear in uppercase letters and in alphabetical order, such as:

- nVent CADDY, ERICO and RAYCHEM products...

PRODUCT BRAND IN UPPERCASE IN NARRATIVE TEXT

HEADLINE TEXT IS NVENT CADDY  
PRODUCTS LUCOI DEL OSURAC

### PRODUCT BRAND IN HEADLINES

When appearing in a sentence that is all uppercase, such as a headline, it should be:

- NVENT CADDY

### BRAND TENSE

Product brands are trademarks and can never be used in text as trade names, such as “nVent CADDY is...” (refer to the Legal Disclaimers on pages iv–vi).

If needed in headlines or sentences, only the nVent name can be used in singular tense, written as:

- nVent is
- nVent has
- nVent was

---

**nVent.com/CADDY**

**nVent.com/ERICO**

**nVent.com/ERIFLEX**

**nVent.com/HOFFMAN**

**nVent.com/LENTON**

**nVent.com/NUHEAT**

**nVent.com/PYROTENAX**

**nVent.com/RAYCHEM**

**nVent.com/SCHROFF**

**nVent.com/TRACER**

### PRODUCT BRAND URL

Brand consistency across all media is important, therefore the URL (website address) must always appear as listed for nVent Product Brand material:

- nVent.com/CADDY

The URL must always appear in Roboto Bold or Roboto Medium and the colors must be either Black, Pantone® 1797 Red, Pantone® 7409 Yellow, Pantone® Cool Gray 7 or White.

SECTION 3

## Product Brands

# THIRD-LEVEL BRANDS

## THIRD-LEVEL BRANDS

TraceTek TTDM-128



Elexant 300i



Critec Din Surge Diverter



**IMPORTANT NOTE:** Refer to page 3.16 when using third-level product names in narrative text. For example, always use “nVent PRODUCT BRAND Product Name” (i.e., nVent CADDY Rod Lock) — never use “nVent Product Name” (i.e., nVent Rod Lock).

## THIRD-LEVEL BRANDS (Product Names & Product Lines)

nVent Product Brands utilize a number of product names, along with their product lines, to represent its offerings, which enable us to explain and promote our vast offerings while creating strong recognition for our brand.

However, we do not elevate these third-level brands (product names and product lines) to our enterprise brand or product brand levels. We will refrain from the practice of creating additional third-level brand names, because these names only serve to dilute our efforts to increase brand awareness for nVent and our heritage product brands.

Third-level brands that are already known within our markets will continue to exist for the near future — **but no new third-level brand names (product names and/or product lines) are allowed to be created.** Instead, we will refer to these new third-level brands using descriptive category names, such as “cable tracing solutions” and “thermostats.”

## TYPOGRAPHY

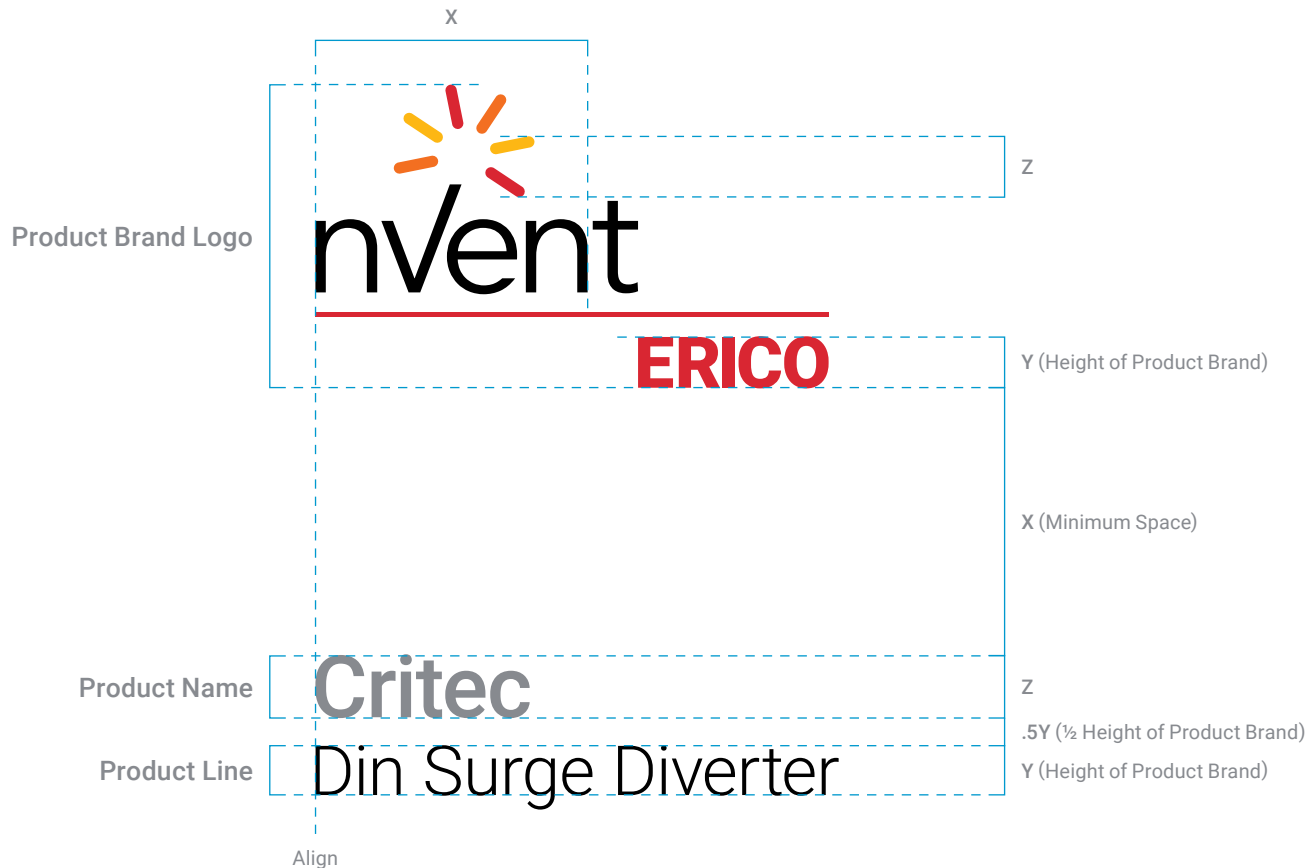
The text should always be typeset in the following brand fonts in either Tile Case or Sentence Case, and never in Uppercase, unless they are specific letters, such as “TTDM-128,” as shown to the left.

**Product Name:** Roboto Medium

**Product Line:** Roboto Light



### 3 PRODUCT BRANDS THIRD-LEVEL BRANDS



#### THIRD-LEVEL BRANDS STANDARD CONFIGURATION

This configuration displays the Product Name and Product Line, while the Expanded Configuration includes the Product Description and Product Number (refer to page 3.21).

#### PRODUCT NAMES & PRODUCT LINES

A **Product Name** must always appear with either the nVent Logo or nVent Product Brand Logo.

A **Product Line** may only be used if it is widely recognized and possesses strong brand equity in a particular market or industry, and it must appear in conjunction with the Product Name as stated above.

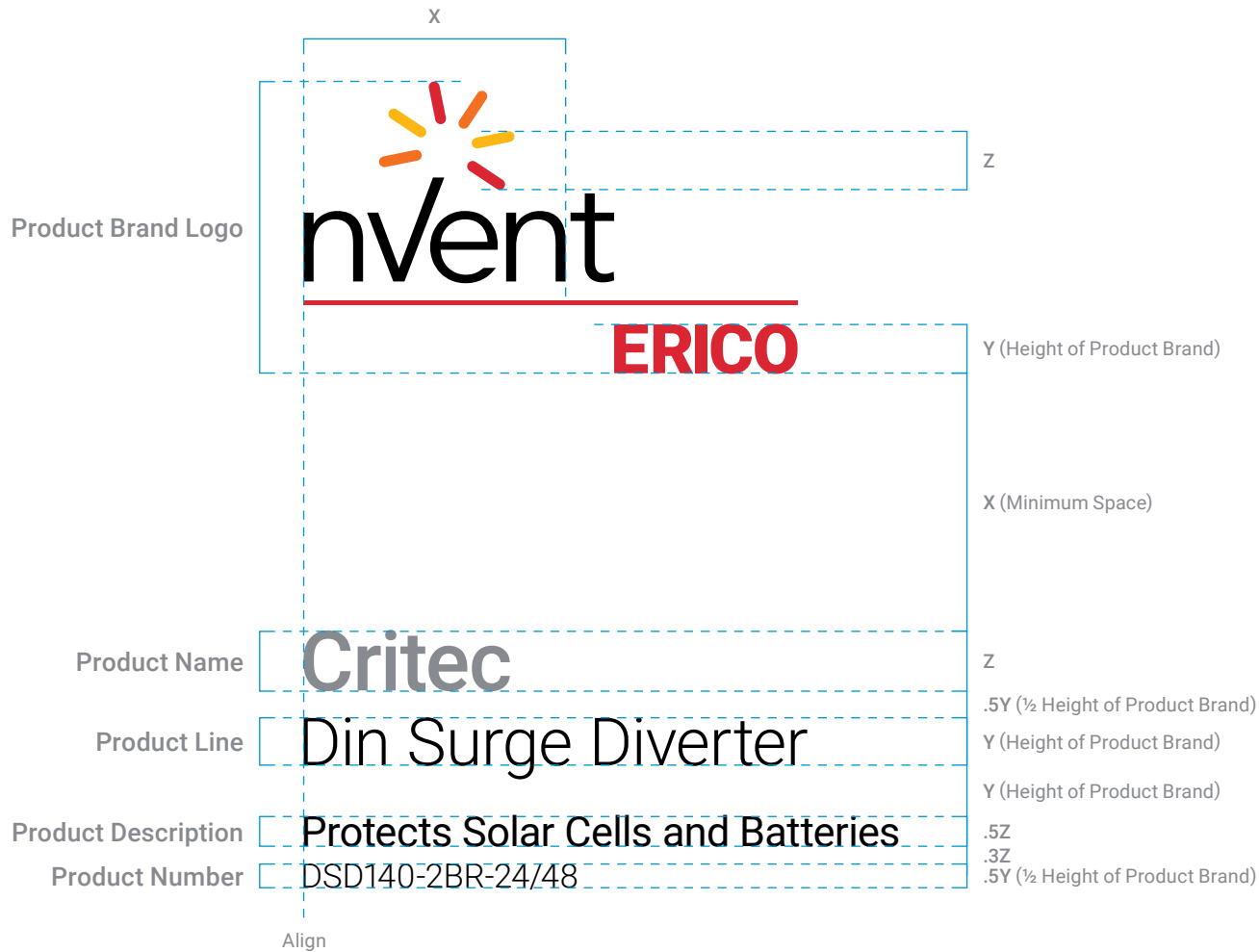
#### RESTRICTIONS

We do not elevate third-level brands (product names and product lines) to our enterprise brand or product brand levels. We will refrain from the practice of creating additional third-level brands, because these names only serve to dilute our efforts to increase brand awareness for nVent and our heritage product brands.

Third-level brands that are already known within our markets will continue to exist for the near future — **but no new third-level brand names (product names and/or product lines) are allowed to be created.**

Instead, we will refer to these new third-level brands using descriptive category names, such as "cable tracing solutions" and "thermostats."

### 3 PRODUCT BRANDS THIRD-LEVEL BRANDS



#### THIRD-LEVEL PRODUCTS EXPANDED CONFIGURATION

This configuration displays the Product Description and Product Number, as well as the Product Name and Product Line in the Standard Configuration (refer to page 3.20).

#### PRODUCT DESCRIPTIONS & PRODUCT NUMBERS

A **Product Description** and/or **Product Number** must always appear with either the nVent Logo or nVent Product Brand Logo.

#### RESTRICTIONS

We do not elevate third-level brands (product names and product lines) to our enterprise brand or product brand levels. We will refrain from the practice of creating additional third-level brands, because these names only serve to dilute our efforts to increase brand awareness for nVent and our heritage product brands.

Third-level brands that are already known within our markets will continue to exist for the near future – **but no new third-level brand names (product names and/or product lines) are allowed to be created.** Instead, we will refer to these new third-level brands using descriptive category names, such as “cable tracing solutions” and “thermostats.”

## SECTION 4

# Business Applications

### 4.1 STATIONERY

- 4.2 Corporate Business Cards
- 4.4 Segment Business Cards
- 4.6 Product Brand Business Cards
- 4.8 Solutions Business Cards
- 4.10 Dual Language Business Cards
- 4.12 Letterhead and Envelopes
- 4.14 Envelopes
- 4.15 Fax Cover Sheet
- 4.16 Press Release
- 4.17 Pocket Folder
- 4.18 Three-Ring Binder Inserts
- 4.19 Document Specifications Template

### 4.20 DIGITAL MEDIA

- 4.21 PowerPoint Templates
- 4.22 Computer Email Signature
- 4.23 Email Signature Graphic
- 4.24 Mobile Email Signature

### 4.25 SECURITY BADGE

- 4.26 Employee Badges
- 4.27 Color-Coded Badges

SECTION 4

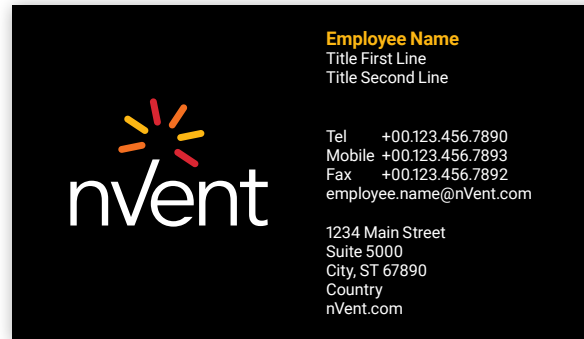
# Business Applications

# STATIONERY



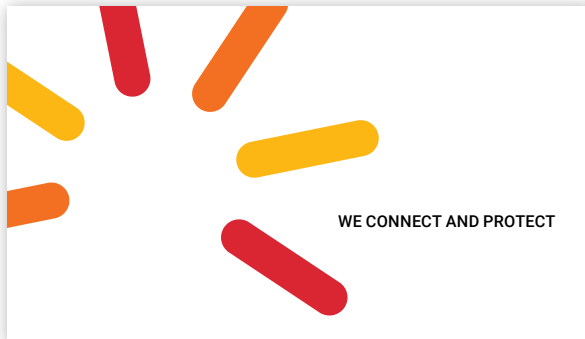
### FRONT

Shown with 1 Line Title and 4 Telephone Numbers.



### FRONT

Shown with 2 Line Title and 3 Telephone Numbers.



### BACK

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)

#### IMPORTANT NOTES:

- Corporate Business Cards do not list names of Segments, Product Brands or Solutions.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

3.5" x 2"

#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### CORPORATE BUSINESS CARDS (Inch)

For nVent corporate employees.

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

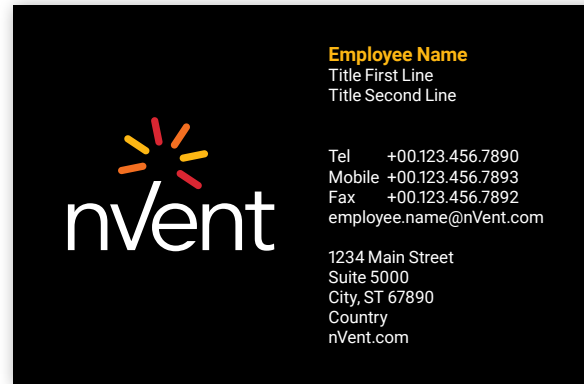
- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



**FRONT**  
Shown with 1 Line Title and 4 Telephone Numbers.



**FRONT**  
Shown with 2 Line Title and 3 Telephone Numbers.



**BACK**

## CORPORATE BUSINESS CARDS (Metric)

For nVent corporate employees.

### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.

### IMPORTANT NOTES:

- Corporate Business Cards do not list names of Segments, Product Brands or Solutions.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

### SIZE

85mm x 55mm

### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

### GLOBAL BUSINESS CARD ORDERING

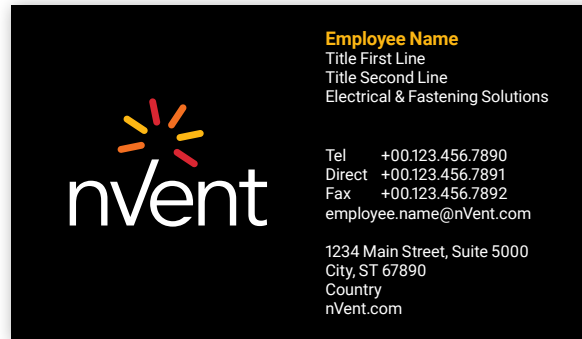
Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)



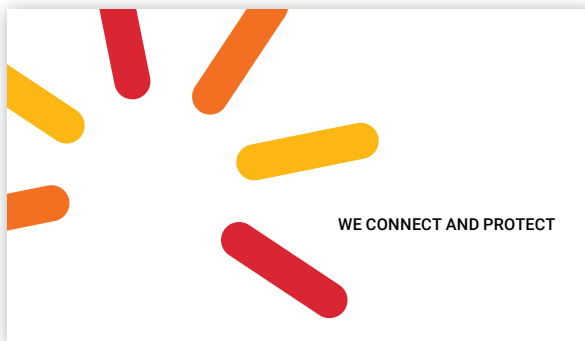
### FRONT

Shown with 1 Line Title, Segment Name and 4 Telephone Numbers.



### FRONT

Shown with 2 Line Title, Segment Name and 3 Telephone Numbers.



### BACK

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)

#### IMPORTANT NOTES:

- Segment Business Cards do not list names of Product Brands or Solutions.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

3.5" x 2"

#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### SEGMENT BUSINESS CARDS (Inch)

For nVent employees representing one of the following Segments:

- Electrical & Fastening Solutions
- Enclosures
- Thermal Management

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

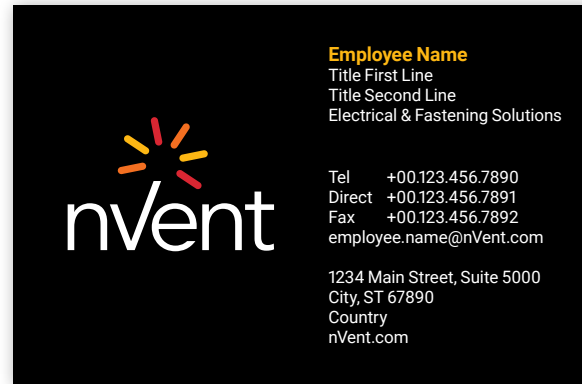
**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



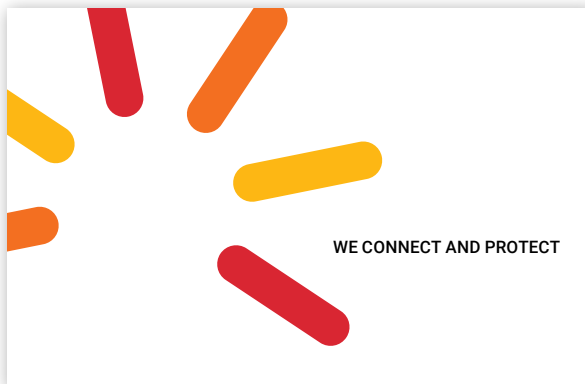
#### FRONT

Shown with 1 Line Title, Segment Name and 4 Telephone Numbers.



#### FRONT

Shown with 2 Line Title, Segment Name and 3 Telephone Numbers.



#### BACK

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)

#### IMPORTANT NOTES:

- Segment Business Cards do not list names of Product Brands or Solutions.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

85mm x 55mm

#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### SEGMENT BUSINESS CARDS (Metric)

For nVent employees representing one of the following Segments:

- Electrical & Fastening Solutions
- Enclosures
- Thermal Management

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

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**+1.123.456.7890**

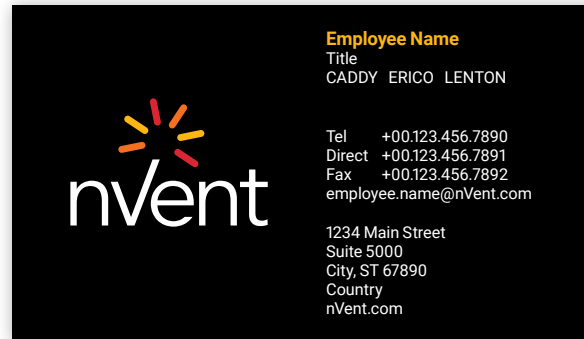
- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.





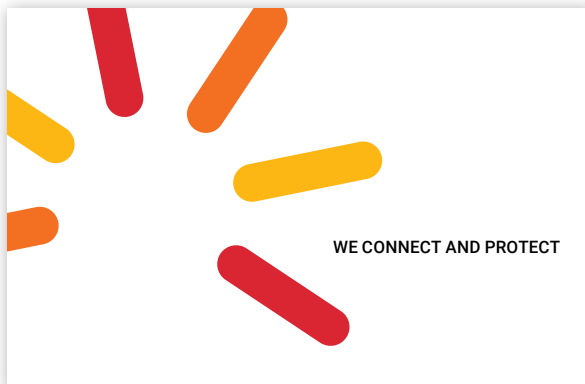
### FRONT

Shown with 1 Line Title, 1 Product Brand Name and 4 Telephone Numbers.



### FRONT

Shown with 1 Line Title, Multiple Product Brand Names and 3 Telephone Numbers.



### BACK

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)

#### IMPORTANT NOTES:

- Product Brand Business Cards do not list names of Segments or Solutions.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

3.5" x 2"

#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### PRODUCT BRAND BUSINESS CARDS (Inch)

For nVent employees representing one or more of the following Product Brands:

- CADDY
- ERICO
- ERIFLEX
- HOFFMAN
- LENTON
- NUHEAT
- PYROTENAX
- RAYCHEM
- SCHROFF
- TRACER

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

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- Mobile
- Fax

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**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



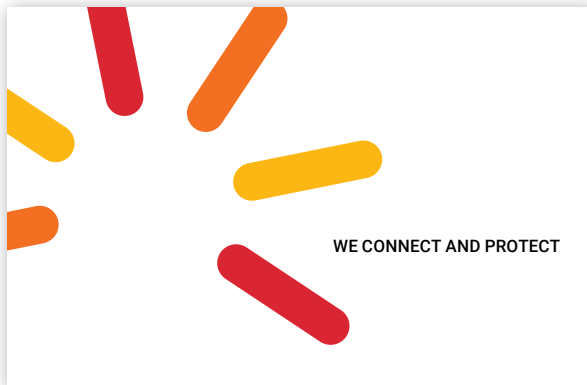
**FRONT**

Shown with 1 Line Title, 1 Product Brand Name and 4 Telephone Numbers.



**FRONT**

Shown with 1 Line Title, Multiple Product Brand Names and 3 Telephone Numbers.



**BACK**

**GLOBAL BUSINESS CARD ORDERING**

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)

**IMPORTANT NOTES:**

- Product Brand Business Cards do not list names of Segments or Solutions.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

**SIZE**

85mm x 55mm

**PAPER SPECIFICATIONS**

14pt C2S white semi-gloss two-sided paper stock.

**PRODUCT BRAND BUSINESS CARDS (Metric)**

For nVent employees representing one or more of the following Product Brands:

- CADDY
- ERICO
- ERIFLEX
- HOFFMAN
- LENTON
- NUHEAT
- PYROTENAX
- RAYCHEM
- SCHROFF
- TRACER

**STREET ADDRESS**

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

**TELEPHONE NUMBERS**

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

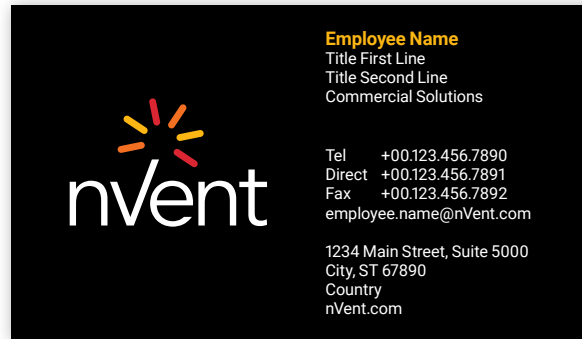
**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



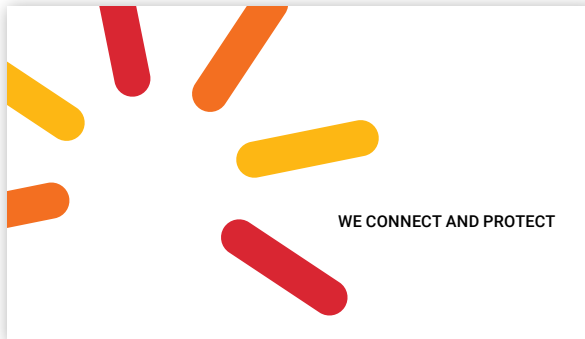
### FRONT

Shown with 1 Line Title, Solutions Name and 4 Telephone Numbers.



### FRONT

Shown with 2 Line Title, Solutions Names and 3 Telephone Numbers.



### BACK

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)

#### IMPORTANT NOTES:

- Solutions Business Cards do not list names of Segments or Product Brands.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

3.5" x 2"

#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### SOLUTIONS BUSINESS CARDS (Inch)

For nVent employees representing one of these specific solutions:

- Commercial Solutions
- Data Center/Networking Solutions
- Railway Solutions

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

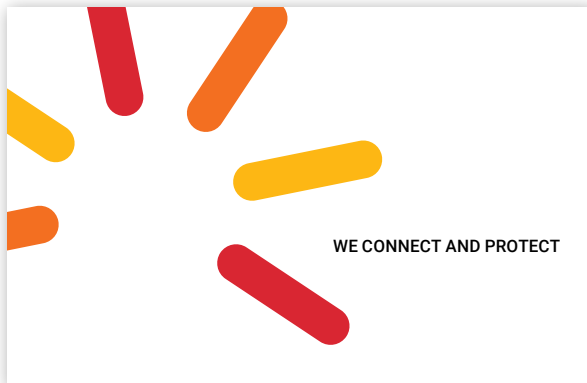
**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



#### FRONT

Shown with 1 Line Title, Solutions Name and 4 Telephone Numbers.



#### BACK

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)



#### FRONT

Shown with 2 Line Title, Solutions Names and 3 Telephone Numbers.

#### IMPORTANT NOTES:

- Solutions Business Cards do not list names of Segments or Product Brands.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

85mm x 55mm

#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### SOLUTIONS BUSINESS CARDS (Metric)

For nVent employees representing one of these specific solutions:

- Commercial Solutions
- Data Center/Networking Solutions
- Railway Solutions

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix "Tel". If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



#### FRONT (English on Black Background)

Shown with 1 Line Title and 3 Telephone Numbers.



#### BACK (Second Language on White Background)

Shown with 1 Line Title and 4 Telephone Numbers.

#### DUAL LANGUAGE BUSINESS CARDS (Inch)

For nVent employees operating in areas using multiple languages. Business Cards may be used in conjunction with names of either Segments, Product Brands or Solutions.

#### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

#### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix “Tel”. If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.

#### IMPORTANT NOTES:

- Dual Language Business Cards can list names of either Segments, Product Brands or Solutions, as specified on pages 4.4–4.9.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

#### SIZE

3.5" x 2"

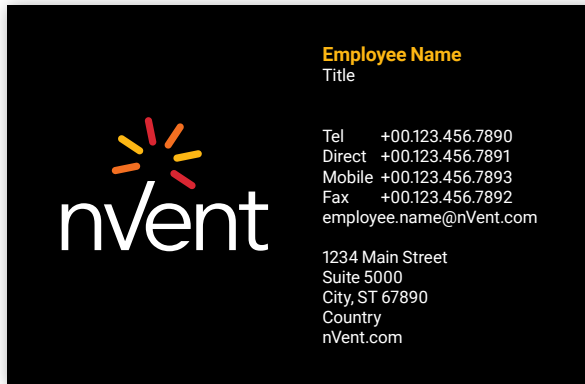
#### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

#### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)



#### FRONT (English on Black Background)

Shown with 1 Line Title and 3 Telephone Numbers.



#### BACK (Second Language on White Background)

Shown with 1 Line Title and 4 Telephone Numbers.

### DUAL LANGUAGE BUSINESS CARDS (Metric)

For nVent employees operating in areas using multiple languages. Business Cards may be used in conjunction with names of either Segments, Product Brands or Solutions.

### STREET ADDRESS

If space is needed, it is acceptable to have a street name and suite number on the same line, and separated by a comma (e.g., 1234 Main Street, Suite 5000).

### TELEPHONE NUMBERS

The amount of numbers may be limited due to other information, such as a long title, multiple product brand names and/or the length of the address. The approved prefixes are listed below and must appear in this order:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix “Tel”. If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.

### IMPORTANT NOTES:

- Dual Language Business Cards can list names of either Segments, Product Brands or Solutions, as specified on pages 4.4–4.9.
- Company names and/or entity names are prohibited on all nVent Business Cards, except as required by local law.
- All nVent Business Cards are restricted to only using the nVent logo.
- nVent Business Cards are for the exclusive use of nVent employees.

### SIZE

85mm x 55mm

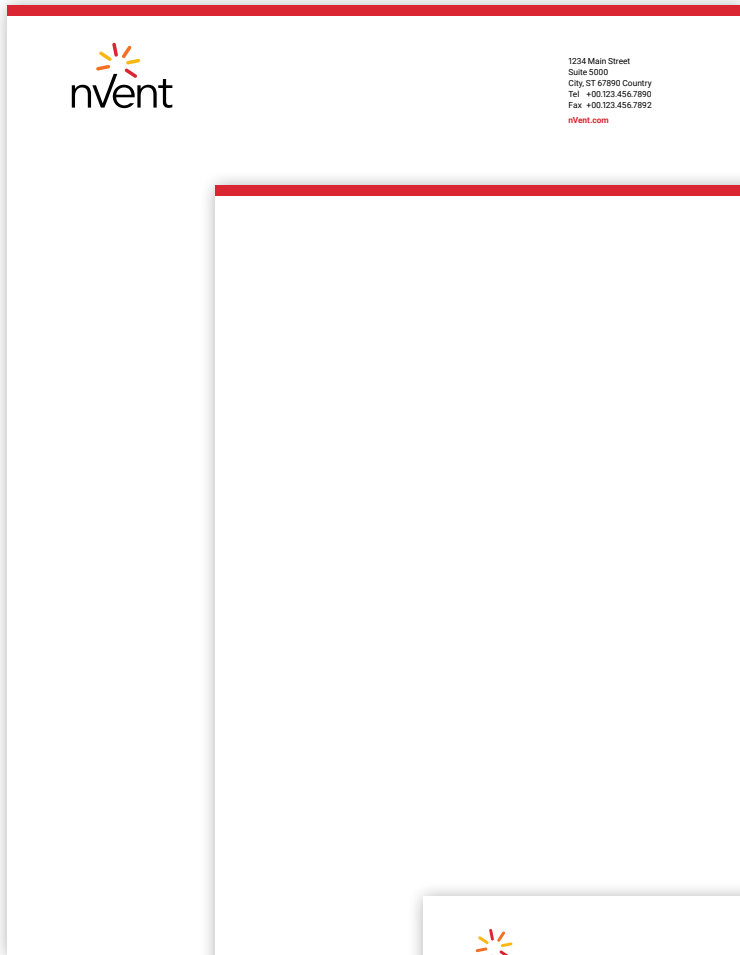
### PAPER SPECIFICATIONS

14pt C2S white semi-gloss two-sided paper stock.

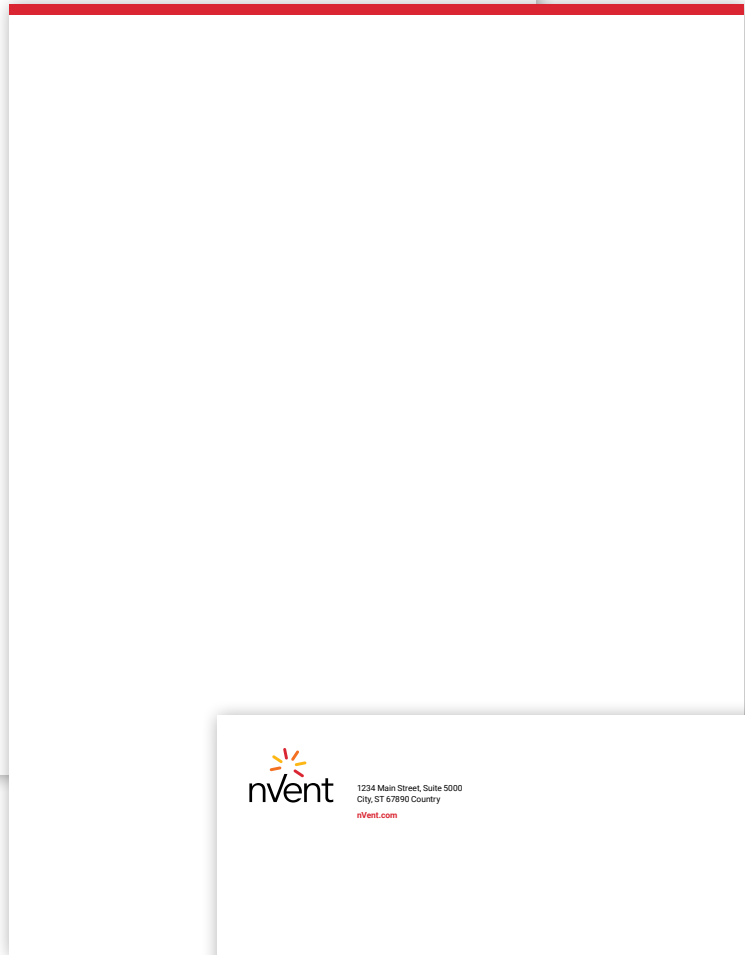
### GLOBAL BUSINESS CARD ORDERING

Click to order all nVent Business Cards:

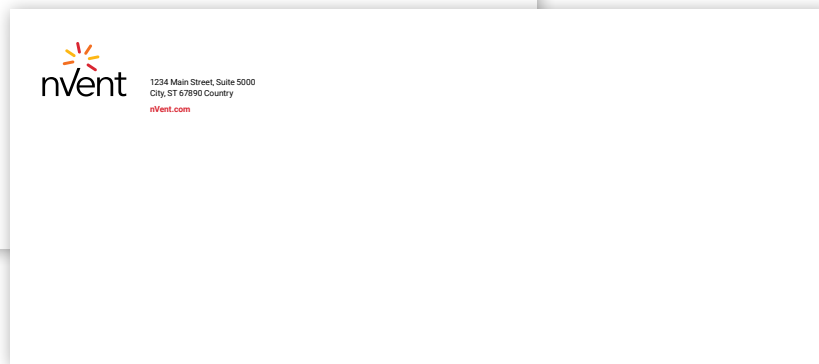
[printcenter.worksmartsuite.com](http://printcenter.worksmartsuite.com)



LETTERHEAD



SECOND PAGE



## LETTERHEAD/SECOND PAGE (Inch)

Letter: 8.5" x 11"

## ENVELOPE

#10: 8.5" x 4.125"

## PAPER SPECIFICATIONS

60# text (90 g/m<sup>2</sup>) weight, Cougar Opaque white smooth.

## LOGO

The use of the nVent logo is the preferred treatment on this application, but when appropriate, the specific product brand logo is acceptable to use.

## DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[my.nvent.com/en-us/company-resources/branding](https://my.nvent.com/en-us/company-resources/branding)

**IMPORTANT NOTE:** Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

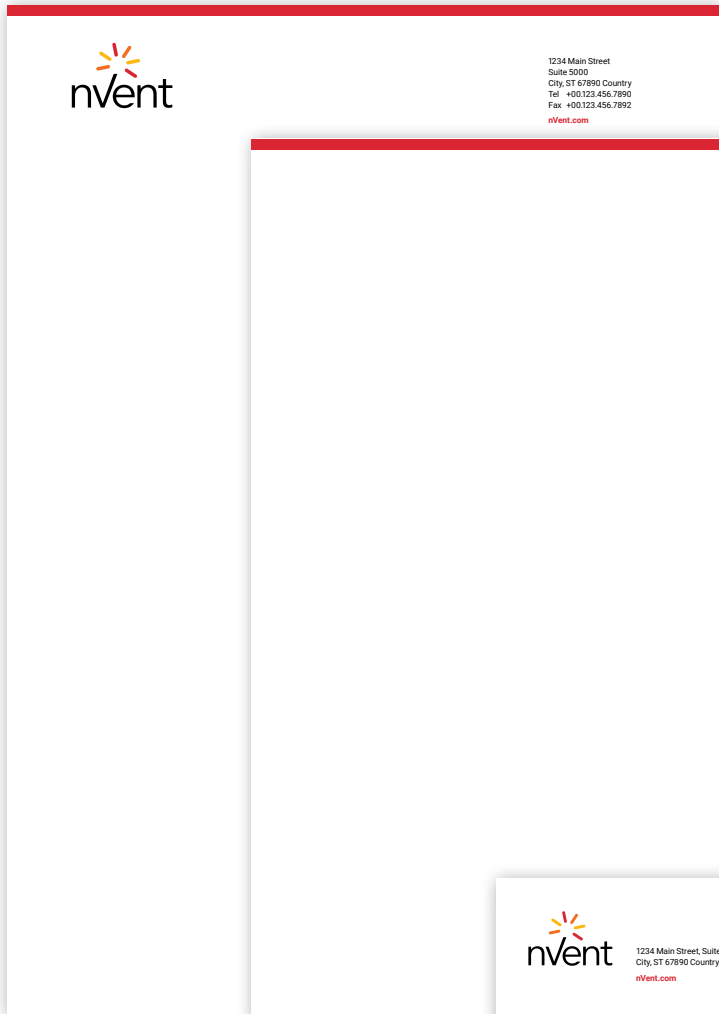
**+00.123.456.7890**

- In the approved format, +00 represents the Country Code. For the United States and other countries with a single digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, spaces, brackets, parens, etc. within the telephone numbers.

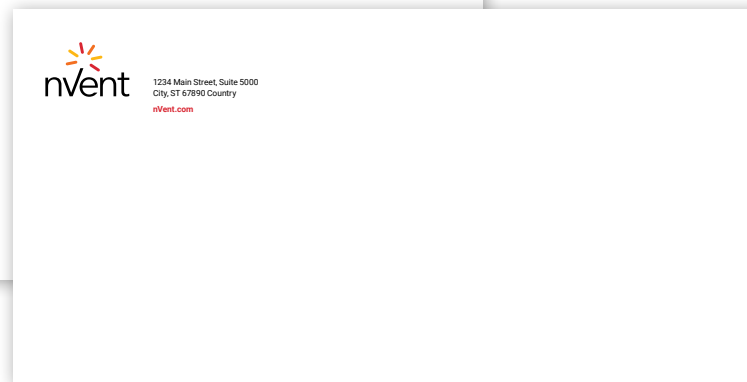
## #10 ENVELOPE



LETTERHEAD



SECOND PAGE



DL ENVELOPE

### LETTERHEAD/SECOND PAGE (Metric)

**A4:** 210 x 297mm

### ENVELOPE

**DL:** 220mm x 110mm

### PAPER SPECIFICATIONS

60# text (90 g/m<sup>2</sup>) weight, Cougar Opaque white smooth.

### LOGO

The use of the nVent logo is the preferred treatment on this application, but when appropriate, the specific product brand logo is acceptable to use.

### DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[mynVent.com/en-us/company-resources/branding](https://mynVent.com/en-us/company-resources/branding)

**IMPORTANT NOTE:** Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

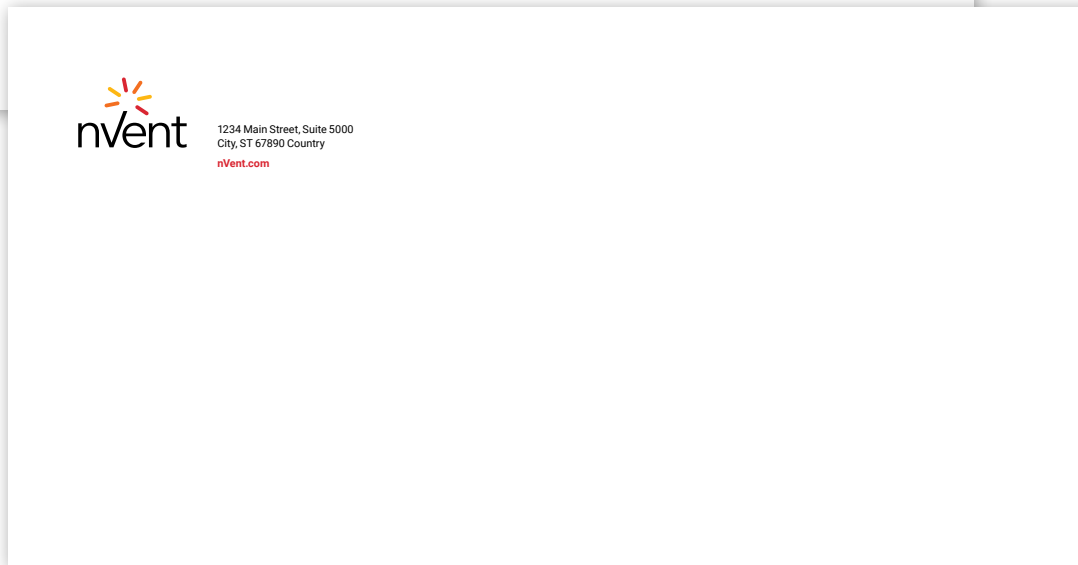
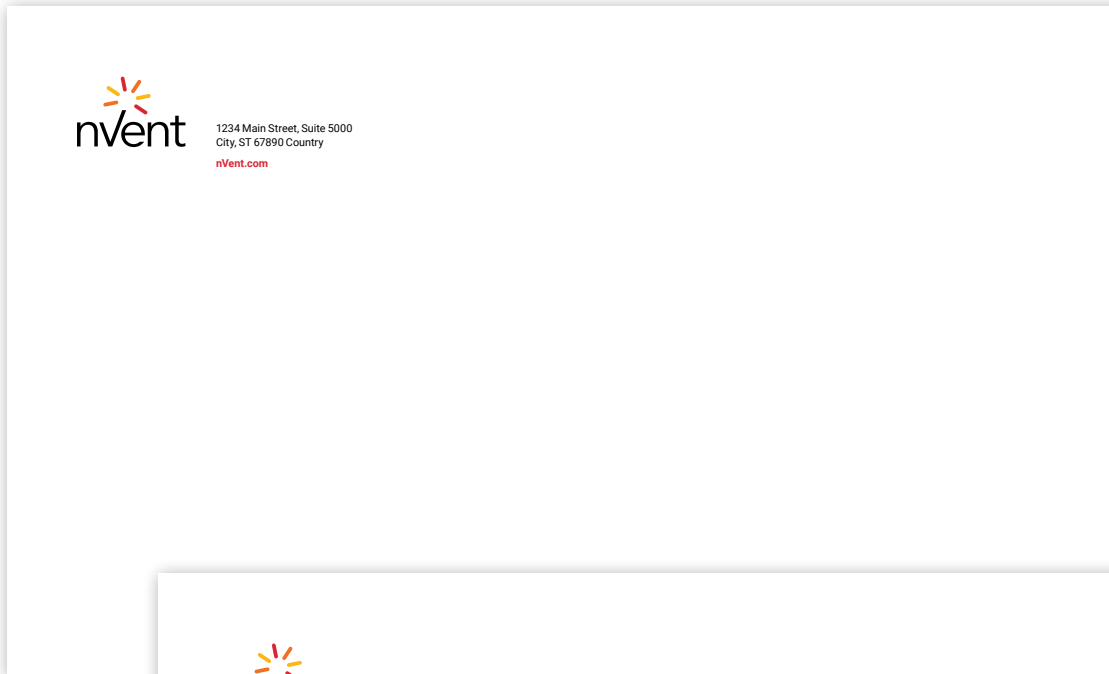
**+00.123.456.7890**

- In the approved format, +00 represents the Country Code. For the United States and other countries with a single digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, spaces, brackets, parens, etc. within the telephone numbers.





### ENVELOPES (Inch/Metric)

Available in various sizes.

### PAPER SPECIFICATIONS

60# text (90 g/m<sup>2</sup>) weight, Cougar Opaque white smooth.

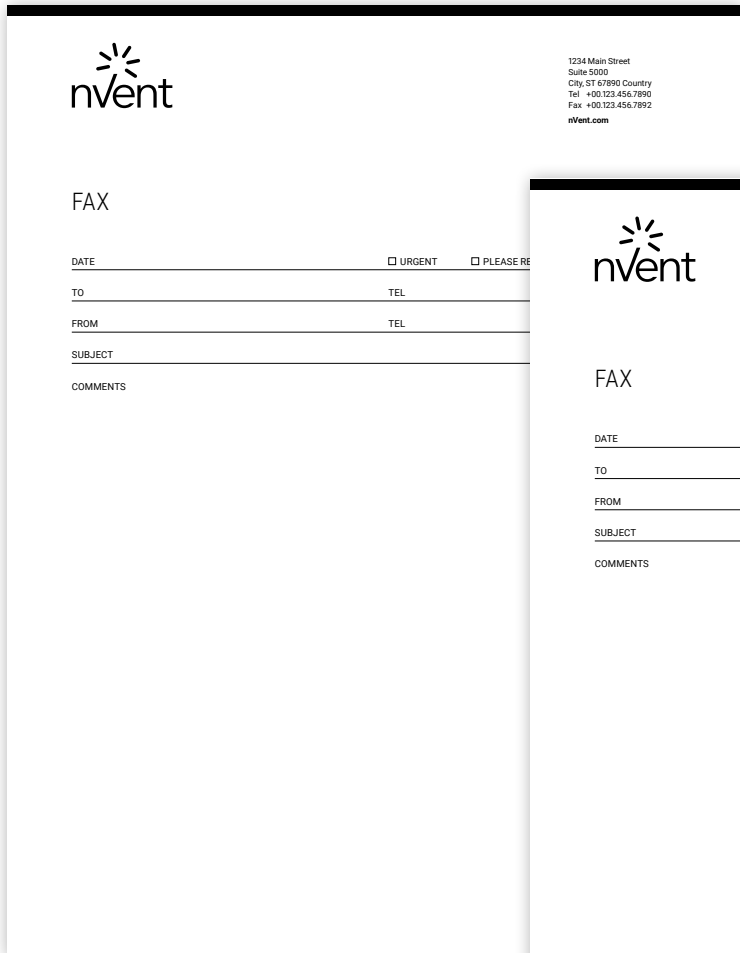
### LOGO

The use of the nVent logo is the preferred treatment on this application, but when appropriate, the specific product brand logo is acceptable to use.

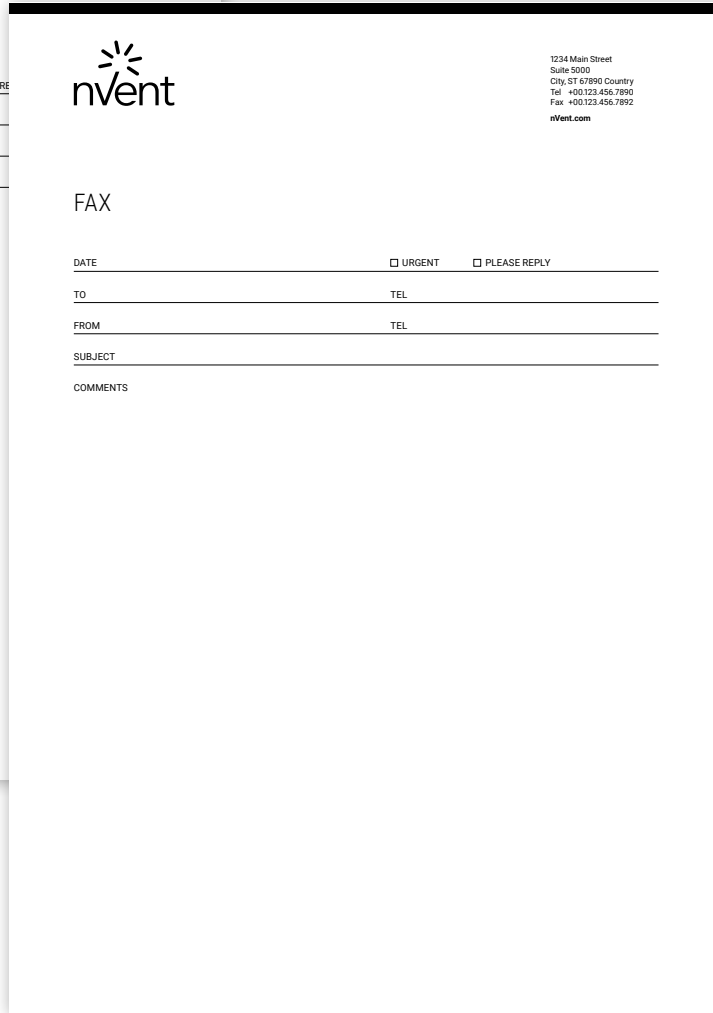
### DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)



INCH



METRIC

### FAX COVER SHEET (Inch/Metric)

**Letter:** 8.5" x 11"

**A4:** 210mm x 297mm

### PAPER SPECIFICATIONS

Standard office paper.

### LOGO

The use of the nVent logo is the preferred treatment on this application, but when appropriate, the specific product brand logo is acceptable to use.

### DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

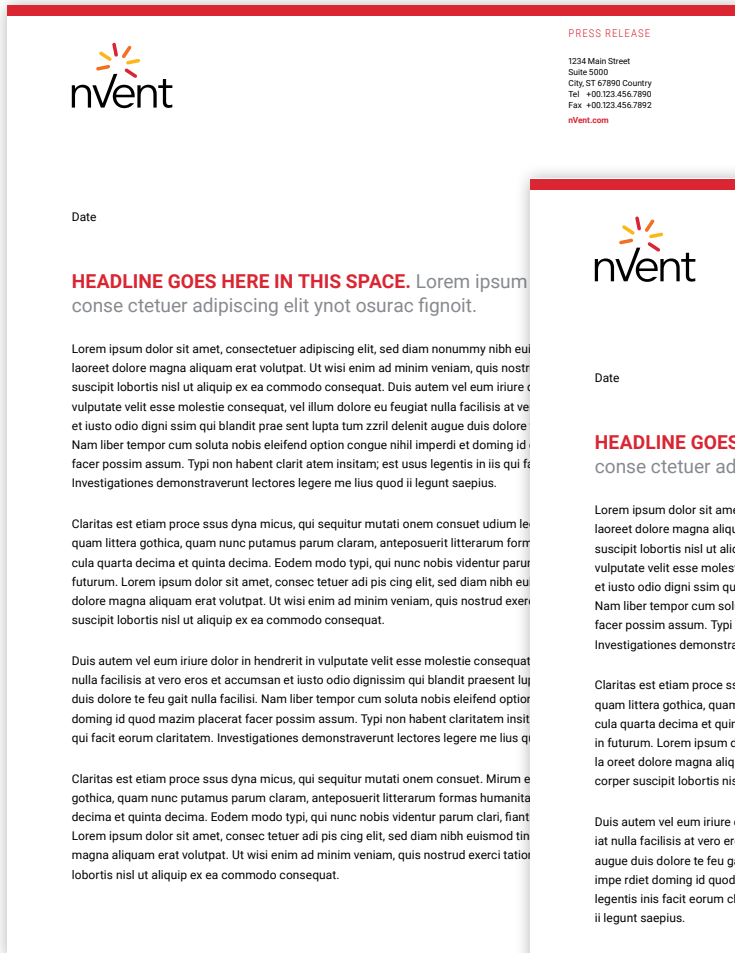
**IMPORTANT NOTE:** Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

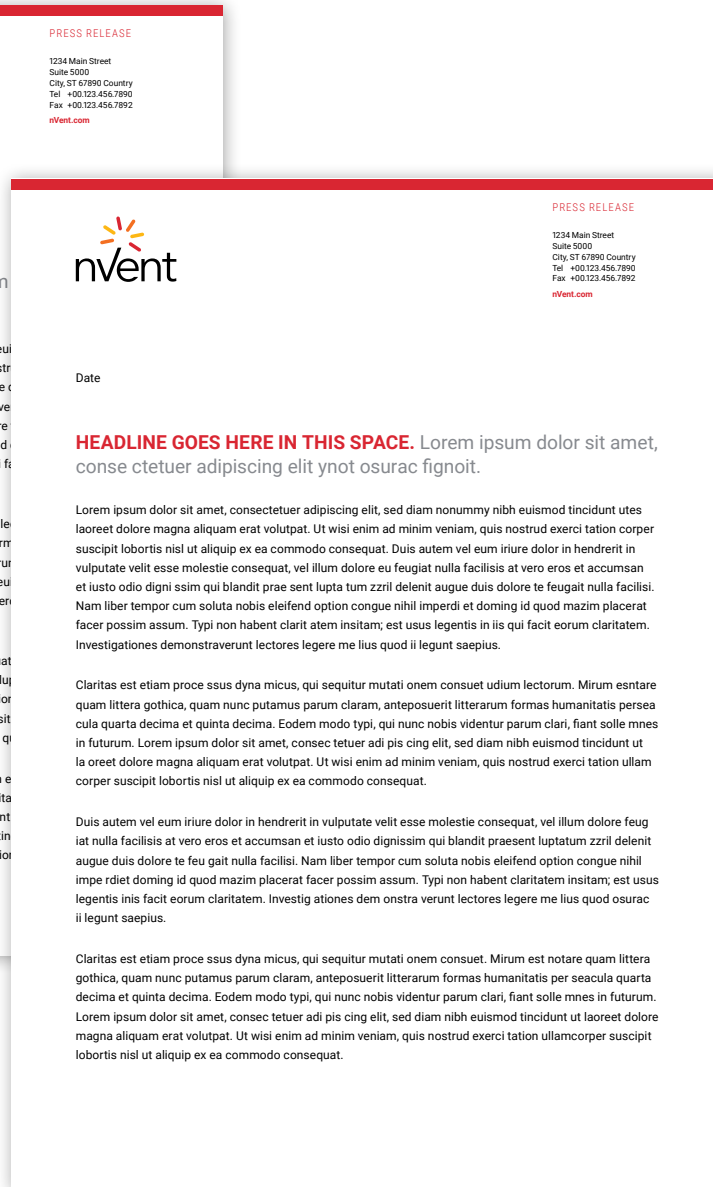
- In the approved format, +00 represents the Country Code. For the United States and other countries with a single digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, spaces, brackets, parens, etc. within the telephone numbers.



INCH



METRIC

### PRESS RELEASE (Inch/Metric)

**Letter:** 8.5" x 11"

**A4:** 210mm x 297mm

### PAPER SPECIFICATIONS

60# text (90 g/m<sup>2</sup>) weight, Cougar Opaque white smooth.

### LOGO

The use of the nVent logo is the preferred treatment on this application, but when appropriate, the specific product brand logo is acceptable to use.

### DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[my.nvent.com/en-us/company-resources/branding](https://my.nvent.com/en-us/company-resources/branding)

**IMPORTANT NOTE:** Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, +00 represents the Country Code. For the United States and other countries with a single digit country code, only use the single digit as shown below:

**+1.123.456.7890**

- Never use dashes, spaces, brackets, parens, etc. within the telephone numbers.



### POCKET FOLDER (Inch/Metric)

Folded size: 9" x 12" / 228.6mm x 304.8mm

Pockets height: 4" / 101.6mm

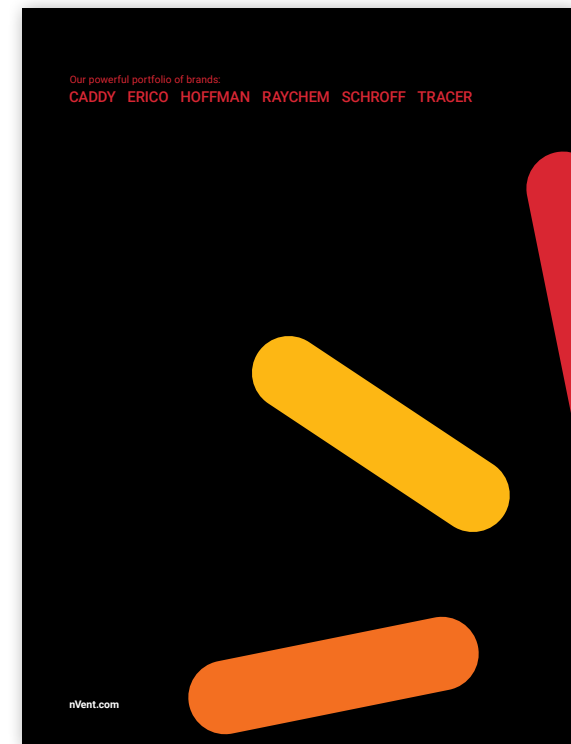
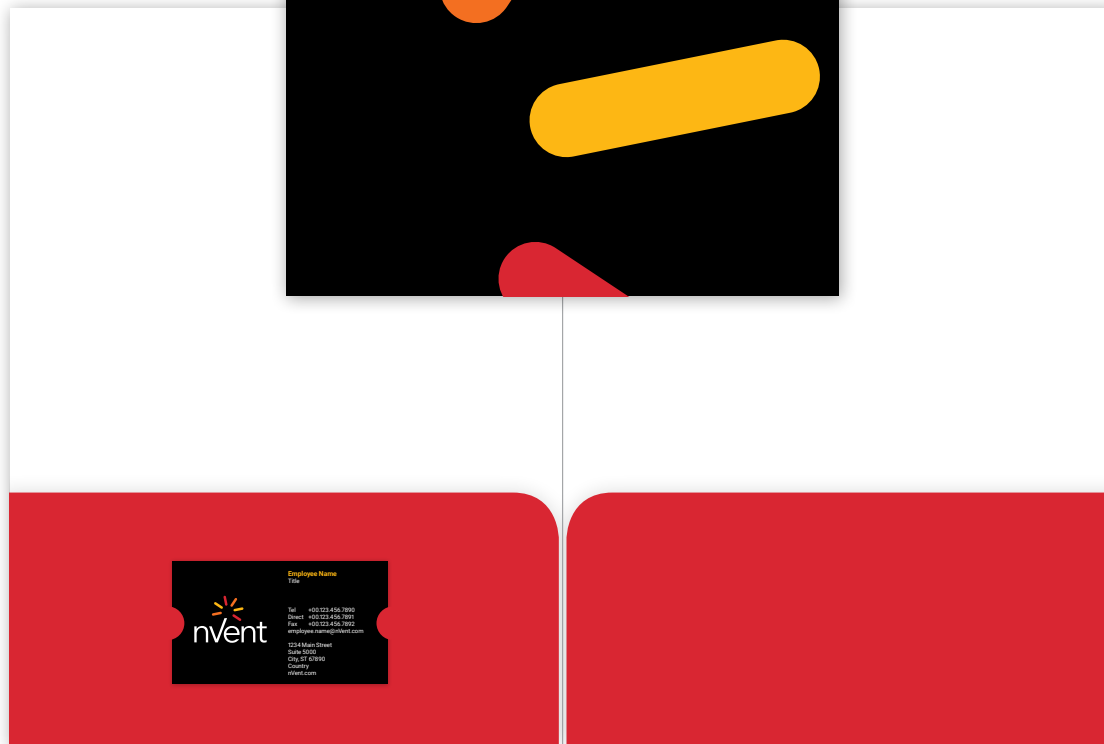
### PAPER SPECIFICATIONS

100lb. cover (275 g/m<sup>2</sup>) weight, uncoated superfine ultra white smooth stock.

### DOWNLOAD TEMPLATES

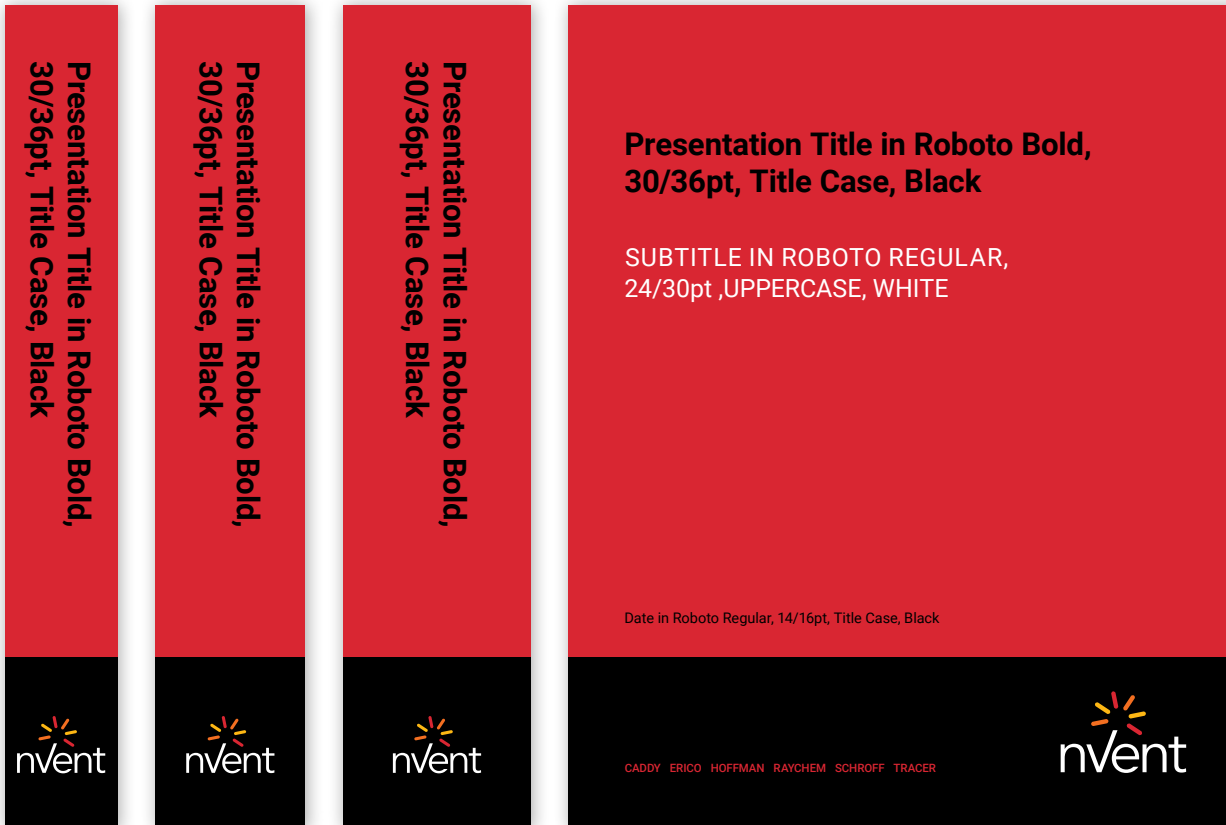
Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)



Our powerful portfolio of brands:  
CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

nVent.com



### THREE-RING BINDER INSERTS (Inch/Metric)

#### PAPER SPECIFICATIONS

80lb cover (216 g/m<sup>2</sup>) weight, uncoated superfine ultra white smooth stock.

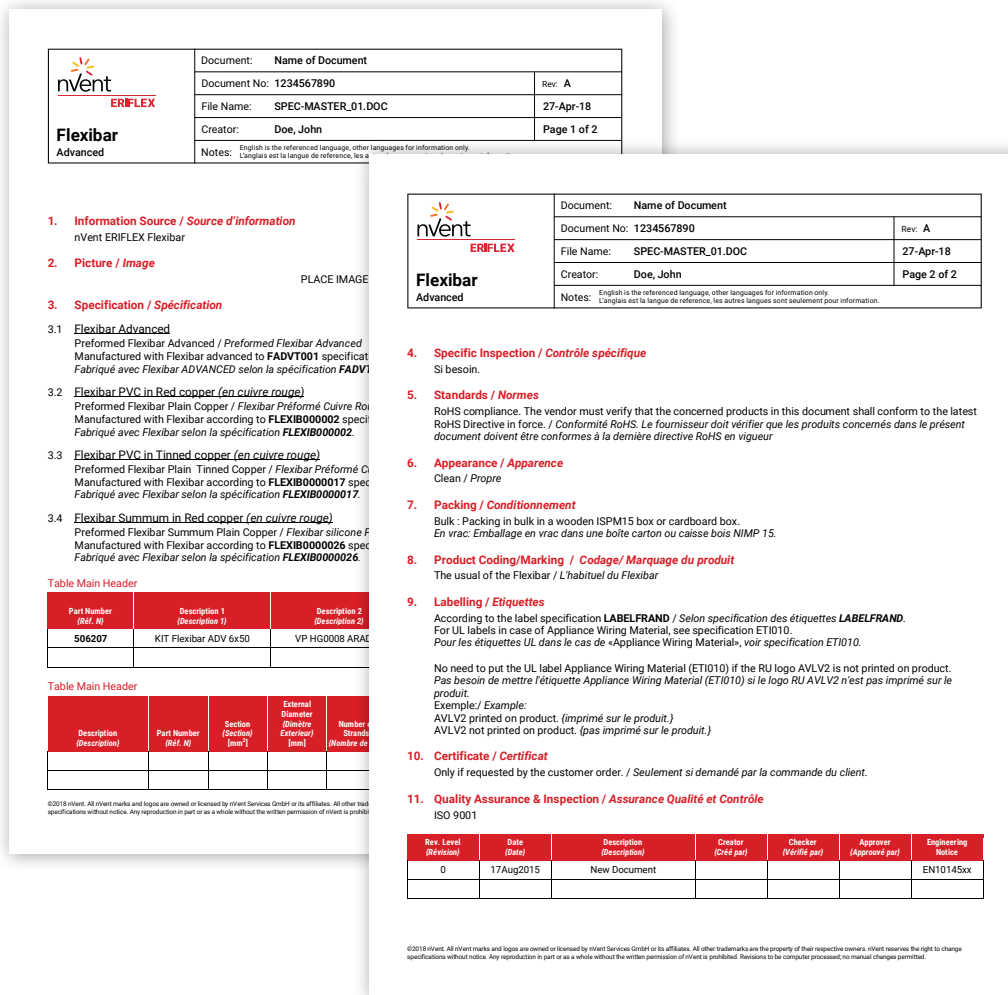
#### BINDER COLOR

Black binders are preferred.

#### DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)



## DOCUMENT SPECIFICATIONS TEMPLATE (Inch/Metric)

Consistent branding does not stop with external facing applications, internal applications such as a Specifications/Drawings document are just as important in strengthening the brand and should be branded accordingly.

## PRODUCT NAMES & PRODUCT LINES

Product Names and Product Lines should always appear in Title Case letters, never in uppercase.

## PAPER SPECIFICATIONS

Standard office paper.

## SIZE

Letter: 8.5" x 11"

A4: 210mm x 297mm

## PAPER SPECIFICATIONS

Standard office paper.

## DOWNLOAD TEMPLATES

Accessible by nVent employees only, Microsoft Word files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

 <b>Product Name</b> Product Line	Document: <b>Name of Document</b>	
	Document No: <b>1234567890</b>	Rev: <b></b>
	File Name: <b>SPEC-MASTER_01.DOC</b>	<b>1-Jan-2018</b>
	Creator: <b>Doe, John</b>	<b>Page 1 of 3</b>
	Notes: English is the referenced language, other languages for information only. L'anglais est la langue de référence, les autres langues sont seulement pour information.	

Document  
Specifications  
Title Box

SECTION 4

# Business Applications

# DIGITAL MEDIA



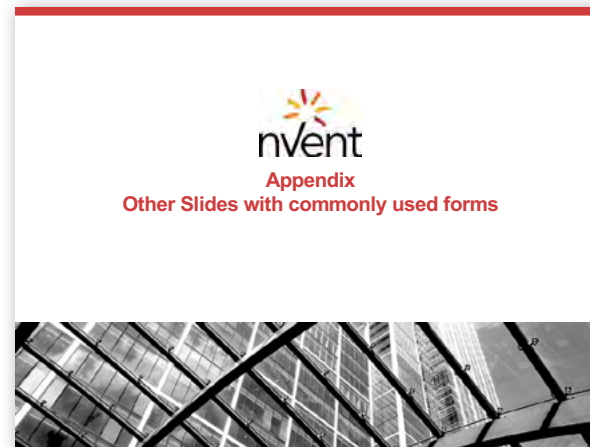
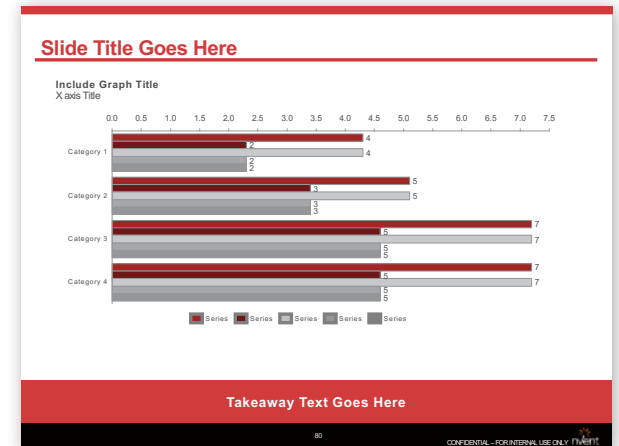
**POWERPOINT TEMPLATE**

4:3 Format (16:9 Format available)

**DOWNLOAD TEMPLATES**

PowerPoint template files are available at:

[myNvent.com/en-us/company-resources/branding](http://myNvent.com/en-us/company-resources/branding)



**IMPORTANT NOTE:**  
The color palette in the PowerPoint template is adjusted according to specific requirements.

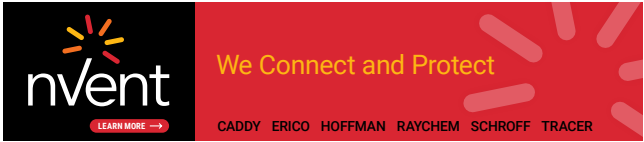


Arial Bold, 10pt, Black [ **Employee Name**  
Title  
Segment (if required)

Arial Regular, 10pt, Black [ +1.234.456.7891 Tel  
+1.234.456.7891 Mobile  
+1.234.456.7891 Fax  
employee.name@nVent.com

Arial Regular, 10pt, Black with Red Stovepipes [ nVent | 1665 Utica Avenue | Suite 700 | Minneapolis, MN 55416 | USA

Arial Bold, 10pt, Red [ **nVent.com**

Corporate Email Signature Graphic (refer to page 4.23) [ The graphic features the nVent logo on a black background with a red 'LEARN MORE' button. To the right, on a red background, is the slogan 'We Connect and Protect' and a list of names: CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER.

Arial Regular, 7pt, Black [ Confidentiality Note: This email contains privileged and confidential information intended for the use of the addressees named above. If you are not the intended recipient of this email, you are hereby notified that you must not disseminate, copy or take any action in respect of any information contained in it. If you have received this email in error, please notify the sender immediately by email and immediately destroy this email and its attachments.

**IMPORTANT NOTES:**

- The “Confidentiality Note” text above can be copied from this document or supplied by the nVent IT department, never type the text in manually. This text may be translated, as necessary.
- Never use the enterprise logo, product brand logos, product brand names, product names and/or product lines.
- Company names and/or entity names are prohibited on all nVent email signatures, except as required by local law.

**COMPUTER EMAIL SIGNATURE**

The following standards provide appropriate email signature to be used for all nVent employees.

**COLOR**

Use the approved RGB color for Red (R:196 G:38 B:46).

**NVENT NAME/ADDRESS**

Stovepipes (“|”) in Red separate the text, as shown. The Stovepipe Key is located above the Return Key on most standard keyboards.

**TELEPHONE NUMBERS**

The approved suffixes are listed below:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix “Tel”. If there are two or more numbers using the same prefix, then they should appear above/below each other.

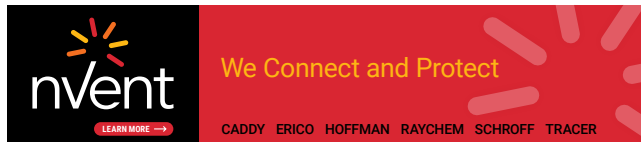
Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

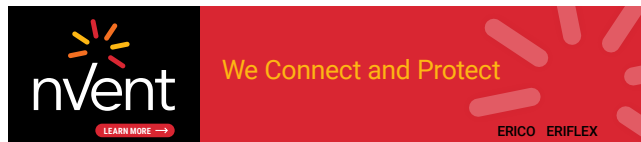
- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

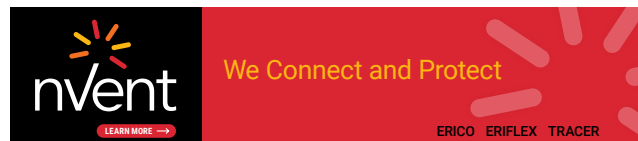
Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.



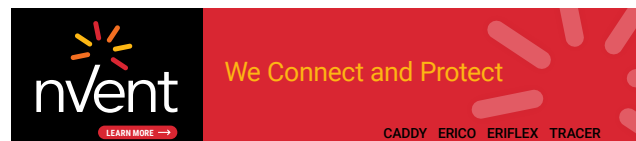
Corporate Graphic (6 Heritage Product Brands only)



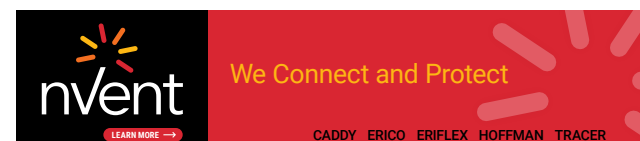
2 Product Brands (Minimum)



3 Product Brands



4 Product Brands



5 Product Brands (Maximum)

## EMAIL SIGNATURE GRAPHIC FEATURING MULTIPLE PRODUCT BRANDS

Graphics specifically designed for marketing our employees Email Signature with multiple nVent Product Brands.

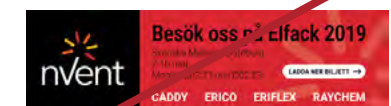
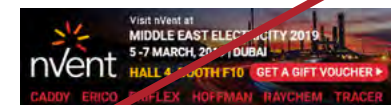
Multiple product brands are only to appear in place of "Our Powerful Portfolio of Brands" (refer to page 5.6).

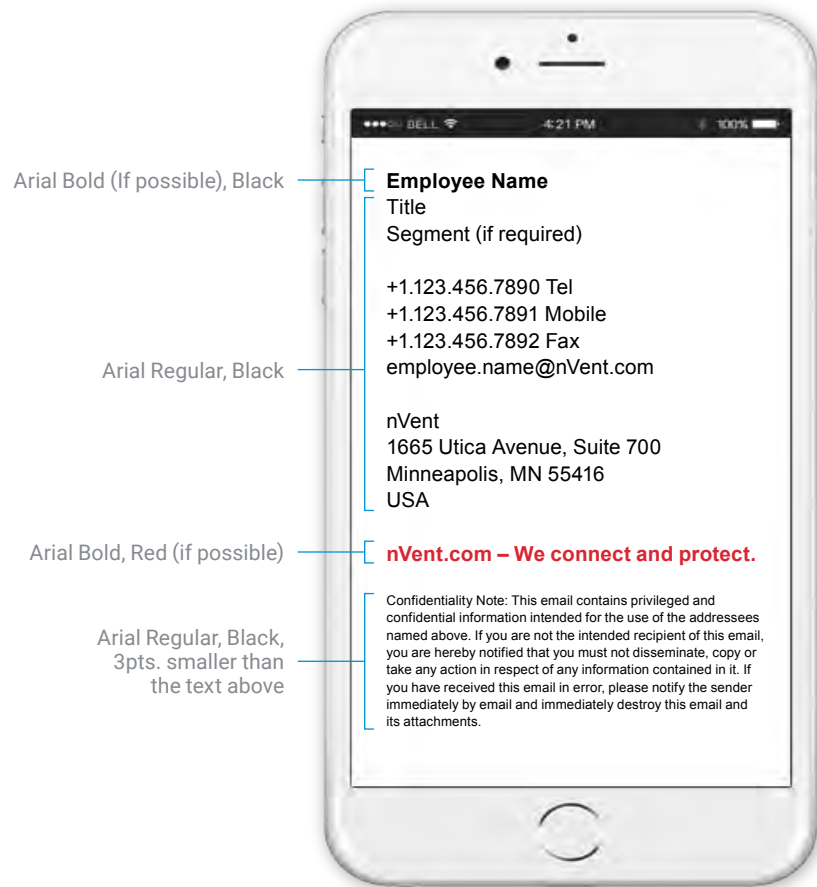
**IMPORTANT NOTE:** Only up to 5 authorized nVent Product Brands Names are permitted.

## LOGO

The nVent Logo must appear in the Email Signature Graphic featuring multiple product brands. Never use an nVent Product Brand Logo or multiple logos.

## UNACCEPTABLE GRAPHICS





#### IMPORTANT NOTES:

- The “Confidentiality Note” text above can be copied from this document or supplied by the nVent IT department, never type the text in manually. This text may be translated, as necessary.
- Never use the enterprise logo, product brand logos, product brand names, product names and/or product lines.
- Company names and/or entity names are prohibited on all nVent email signatures, except as required by local law.

#### MOBILE EMAIL SIGNATURE

The following standards provide appropriate email signature to be used for all nVent employees on their mobile devices.

#### COLOR

Use the approved RGB color for Red (R:196 G:38 B:46).

#### TELEPHONE NUMBERS

The approved suffixes are listed below:

- Tel
- Direct
- Mobile
- Fax

Toll-free numbers should use the prefix “Tel”. If there are two or more numbers using the same prefix, then they should appear above/below each other.

Telephone numbers on all nVent Business Applications should be consistent with the format listed below:

**+00.123.456.7890**

- In the approved format, **+00** represents the Country Code, which can appear in one-, two- and three-digit codes (refer to [countrycodes.org](http://countrycodes.org)). For the United States and other countries with a single-digit country code, only use the single digit as shown below:

**+1.123.456.7890**

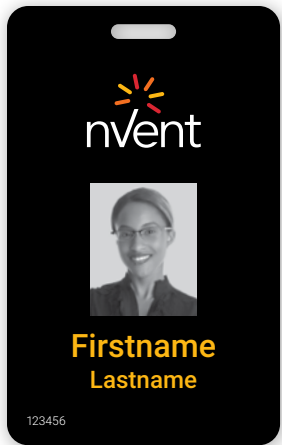
Never use dashes, blank spaces, brackets, parens, etc. within the telephone numbers.

SECTION 4

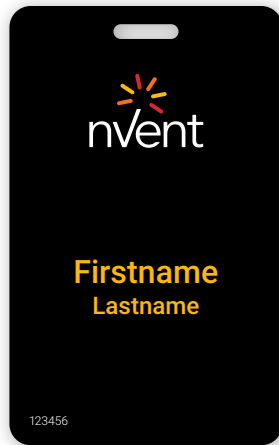
# Business Applications

# SECURITY BADGE

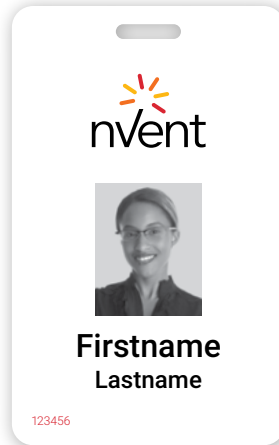
### FRONT (Options)



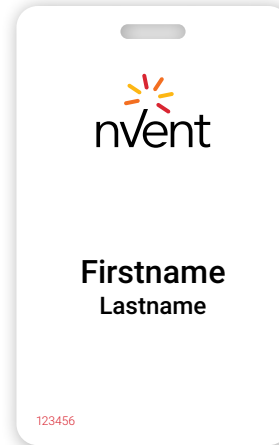
Black with Photo



Black

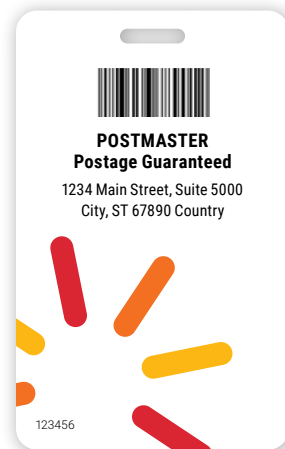


White with Photo



White

### BACK (All Badges)



### EMPLOYEE BADGES

Security badges are important tools to identify our employees and temporary contractors. Black and white photography is recommended for the front version of the badge.

For specific color-coded badges, refer to page 4.27.

### SIZE

2.125" x 3.375" (54mm x 85.75mm)

The overall badge size may be altered due to location specifications and/or preferences.

### PLASTIC SPECIFICATIONS

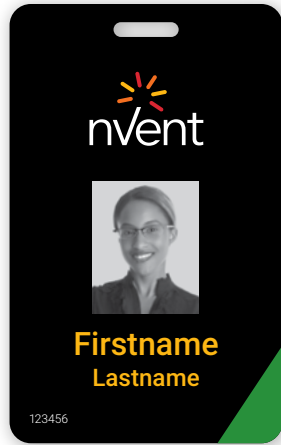
Determined by the individual facility.

### DOWNLOAD TEMPLATES

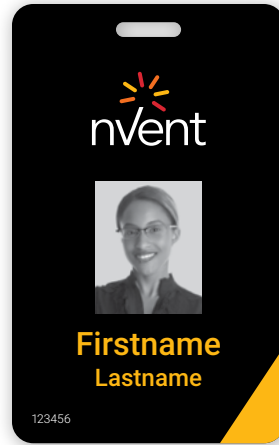
Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

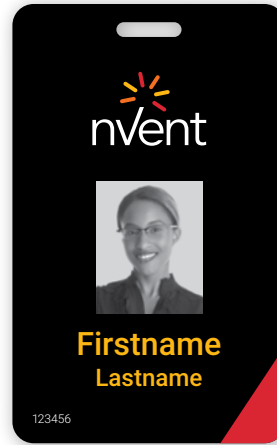
### FRONT (Options)



Full Access



Partial Access



Limited Access

### COLOR-CODED BADGES

In order to maintain a safe work environment, a detailed color-coded security badge system is in place to quickly identify various levels of facility authorization, as exhibited to the left.

**IMPORTANT NOTE:** All color-coded badges must be on the black background with the identifying stripe in the lower right corner and include the individuals photo.

### SIZE

2.125" x 3.375" (54mm x 85.75mm)

The overall badge size may be altered due to location specifications and/or preferences.

### PLASTIC SPECIFICATIONS

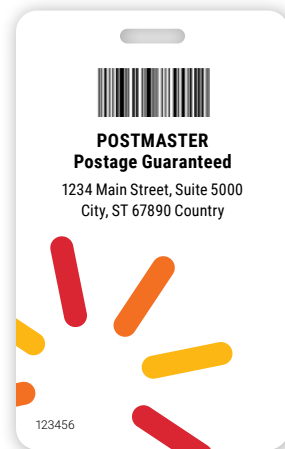
Determined by the individual facility.

### DOWNLOAD TEMPLATES

Accessible by nVent employees only, Adobe InDesign files (inch and metric formats) for typesetting and printing are available at:

[myNvent.com/en-us/company-resources/branding](https://myNvent.com/en-us/company-resources/branding)

### BACK (All Badges)



## SECTION 5

# Communications System

### 5.1 **IMAGERY**

- 5.2 Lifestyle Imagery
- 5.2 Product Imagery
- 5.3 Unacceptable Usage

### 5.4 **BRAND FEATURES**

- 5.5 Brand Promise Treatment
- 5.6 Product Brand Portfolio
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### 5.8 **BROCHURES**

- 5.9 Brochure Specifications
- 5.10 Vertical Brochures (Front & Back Covers)
- 5.11 Vertical Brochures (Front Cover)
- 5.12 Product Brochures (Front Cover)
- 5.13 Brochure featuring Multiple Images (Front Cover)
- 5.14 Brochure featuring Multiple Product Brands (Front Cover)
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### 5.16 **DATA SHEETS**

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SECTION 5

# Communications System

# IMAGERY



### LIFESTYLE IMAGERY



The use of imagery that reflects the nVent brand is an important element to successfully reinforce and extend the brand.

### LIFESTYLE IMAGERY

Bold, engaging and energetic are the adjectives used to describe the style of imagery when the main focus is a person or group people. Make sure to avoid using imagery that has an overtly “stock photography” sensibility.

### PRODUCT IMAGERY

Dynamic cropping, powerful perspectives and strong composition are the characteristics that embody the brand’s approach to product imagery.

### PRODUCT IMAGERY





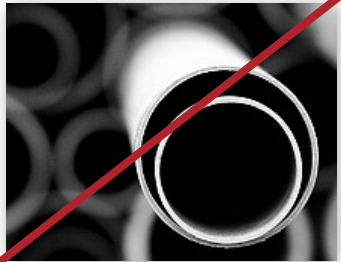
1



2



3



4



5



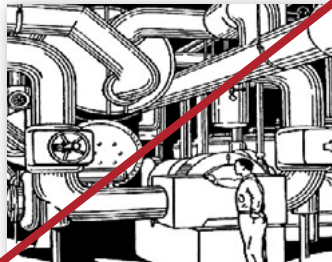
6



7



8



9

### UNACCEPTABLE USAGE

Proper use of imagery is essential for maintaining and protecting the nVent brand. In general, when selecting photography for communications, avoid the following:

1. Never use images that appear staged or posed, such as a person looking directly at the camera.
2. Never crop the images where it makes the size of a person's head fill the frame.
3. Never use images with too much "motion blur" or that appear out of focus.
4. Avoid product images that are cropped tightly and have no backgrounds.
5. Avoid images with too many of one element and/or products in the frame.
6. Avoid images that are clichés. If we've seen it again and again, so have our audiences.
7. Avoid images that have too much going on in the subject matter.
8. Avoid product images that are washed out against backgrounds, lack contrast, and include drop shadows.
9. Never use clip art or illustrations, our brand only includes photographic imagery. Detailed illustrated diagrams are an exception, such as on Data Sheets (refer to pages 5.17–5.18).

SECTION 5

# Communications System

# BRAND FEATURES

PREFERRED TREATMENT



Align

ALTERNATE TREATMENT



Align

**CONTRASTING IMAGE**



Brand Promise Treatment on a Light Image



Brand Promise Treatment on a Dark Image

**BRAND PROMISE TREATMENT**

Given the importance of our brand promise, the statement that boldly declares the value we add to our customers and separates us from our competitors, its consistent use cannot be underestimated.

The preferred treatment of “Connect and Protect” is as shown at the far left.

In the event of an application where “Connect and Protect” is not appropriate for the brochure cover — an approved exception can be made by the appropriate Brand Manager (see alternate treatment). The same rules must be applied as in the preferred treatment:

- Same font and graphical execution of “Connect and Protect”
- Three words only are to be used, matching “Connect and Protect”

**IMPORTANT NOTE:** The Brand Promise must never be translated to another language.

**TYPOGRAPHY**

The “Connect and Protect” text or approved alternate text must always be typeset in Roboto Condensed Bold, 28pt, uppercase, optical kerning, –20 tracking. The text is aligned right justified with the nVent Logo or nVent Product Brand Logo.

**CONTRASTING IMAGE**

If there is not enough contrast between the image and the red background, a rectangle can be placed in front of the image and behind the red background.

- **Light Images** – White layer with 50–75% opacity.
- **Dark Images** – Black layer with 10–50% opacity.



Our powerful portfolio of brands:

**CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER**

**PRODUCT BRAND PORTFOLIO**

It is imperative to our planned growth that we stand proudly under the nVent banner. Never stop leveraging the powerful legacies of our heritage product brands, but use this power to consistently strengthen nVent as our enterprise-wide Branded House. nVent is the new global leader in connection and protection.

When listed in marketing material, we only list our six heritage product brands, as shown to the left. These product brands can also appear without the text “Our powerful portfolio of brands;”, as illustrated throughout this publication.

**TYPOGRAPHY**

The font used for our Product Brand Portfolio is Roboto Medium, uppercase, optical kerning, -50 tracking. There must be four spaces between each product brand.

North America  
Tel: +1 800 549 3238  
Fax: +1 800 527 2932  
Tel: +1 608 276 3236  
Fax: +1 608 276 3771  
info@nvent.com

Europe, Middle East, Africa  
Tel: +43 20 203 211  
Fax: +43 20 273 463  
info@nvent.com

Asia Pacific  
Tel: +65 2 211 5888  
Fax: +65 2 1420 2187  
cn@nvent.com

Latin America  
Tel: +1 772 884 4820  
Fax: +1 772 884 2323  
info@nvent.com

Our powerful portfolio of brands:  
**CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER**

nVent  
nvent.com

**CONNECT AND PROTECT**

**Railway System Solutions**  
Improving Rail Safety and Reliability for More Than a Century

CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

nVent

**XPI Series Resistance Trace Heating Cable**

**CONNECT AND PROTECT**

Freeze protection and temperature maintenance on long line applications.

**INTRODUCTION SUBHEAD GOES HERE**

**APPLICATION SUBHEAD GOES HERE**

**APPROVALS SUBHEAD GOES HERE**

nVent  
Our powerful portfolio of brands:  
**CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER**

**CONNECT AND PROTECT**

**Advanced Advantages.**

nVent ERFLEX introduces **Advanced Technology**

nVent ERFLEX offers a complete portfolio that includes power flexible conductors, distribution blocks and power blocks, busbar systems and supports, insulators and wiring hangers, leads and accessories.

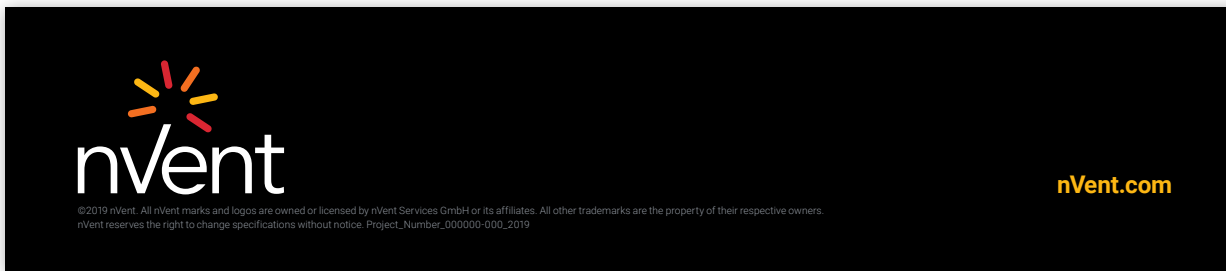
ERFLEX

CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

Product Brand Portfolio Applications

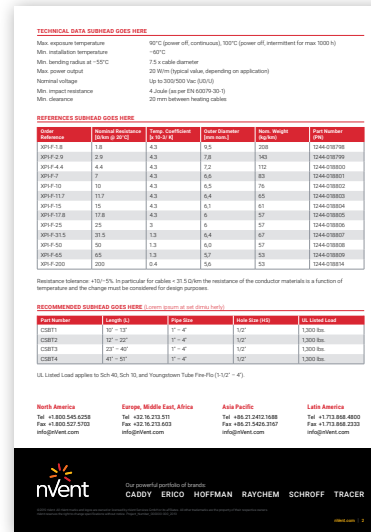
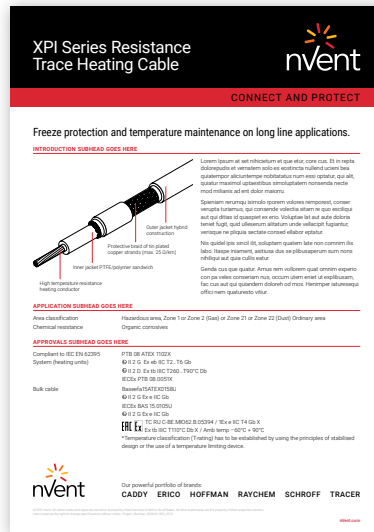
The Copyright Notice Standards on all branded material should be as follows:

©2020 nVent. All nVent marks and logos are owned or licensed by nVent Services GmbH or its affiliates. All other trademarks are the property of their respective owners. nVent reserves the right to change specifications without notice. Project\_Number\_000000-000\_2020



Copyright Notice Standards

Copyright Notice Standards Applications



COPYRIGHT NOTICE STANDARDS

In order to be within compliance from a legal perspective, all nVent and nVent product brand material (printed or electronic) must use the Copyright Notice Standards content to the left, as supplied by the nVent Legal Department (refer to the Legal Disclaimers on page v).

COPYRIGHT YEAR

To the right of the “©” is the year of the first publication of the material, or if not published, the year the material was created. If the content contains elements from more than one year (i.e., the work is a compilation or derivative work), it should list the range of years starting with the earliest year the material was published/created through the present year (e.g., “©2018–2020 nVent”). For information, refer to the Legal Disclaimers on page v.

**IMPORTANT NOTE:** There should NOT be a space between the “©” and the “YEAR” – it should appear as “©2020 nVent” or “©2018–2020 nVent”.

TYPOGRAPHY

The text should always be typeset in Roboto Light, 5pt/7pt in Pantone® Cool Gray 7.

PROJECT NUMBER

The text “Project\_Number\_000000-000\_2020” should be replaced with the actual project number, followed by the year it was produced. Do not keep the words “Project\_Number\_” in the text.

DOWNLOAD TRANSLATIONS

nVent Copyright Notice Standards translated in several languages may be downloaded at:

[mynVent.com/en-us/company-resources/branding](http://mynVent.com/en-us/company-resources/branding)

SECTION 5

# Communications System

# BROCHURES



Product/Lifestyle Imagery

100% Pantone 1797 Red

Headline

Description Text

100% Rich Black  
(40% Cyan, 40% Magenta,  
40% Yellow, 100% Black)

Product Brand Portfolio

CONNECT AND PROTECT

Railway System Solutions

Improving Rail Safety and Reliability for More Than a Century

nVent

CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

Brand Promise Treatment

Logo

## BROCHURE SPECIFICATIONS

Our brochures illustrate how imagery, typography, colors, elements and messages create the unique visual style for the nVent brand.

## PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used (refer to pages 5.10–5.13).

## MULTIPLE PRODUCT BRANDS

For brochures treatments using multiple product brands, refer to page 5.14.

## LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all brochures. For smaller sized brochures, the Secondary nVent Product Brand Logo may be used. Never use the Specialty nVent Product Brand Logo on brochures.

## PRODUCT BRAND PORTFOLIO

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

## BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

## IMAGERY

Use full color imagery only (refer to page 5.2). Never use imagery in one color, grayscale, duotone, and/or sepia tone. Drop shadows are permitted, if needed.

## BRAND ART

Refer to page 2.41 for reproduction artwork.

### IMPORTANT NOTE:

If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with “nVent” (i.e., nVent RAYCHEM). Refer to page 5.12 for an example.

## TYPOGRAPHY

**Headline:** Roboto Regular, 30pt/32pt, title or sentence case, optical kerning, –25 tracking, Pantone 7409 Yellow.

**Text:** Roboto Regular, 11pt/17.5pt, title or sentence case, optical kerning, 0 tracking, Pantone 7409 Yellow.

For international brand fonts, refer to pages 2.18–2.19.





ENTERPRISE BRAND

PRODUCT BRAND

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with “nVent” (i.e., nVent SCHROFF). Refer to page 5.12 for a brochure example.

### VERTICAL BROCHURES (Front & Back Covers)

To reinforce our brand, the preferred logo to be used on a brochure cover, whose content is based on several product brand offerings, is the nVent logo. Highlighted on the back cover is “Our powerful portfolio of brands,” as well as only the nVent logo. The URL may be customized for product brands, as shown.

### PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all brochure front covers. Never use the secondary or specialty product brand logos on brochures. Always adhere to the logo clear space (refer to pages 2.4 or 3.8).

### PRODUCT BRAND PORTFOLIO

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

Refer to page 5.14 for detailed specifications.

### BRAND PROMISE TREATMENT

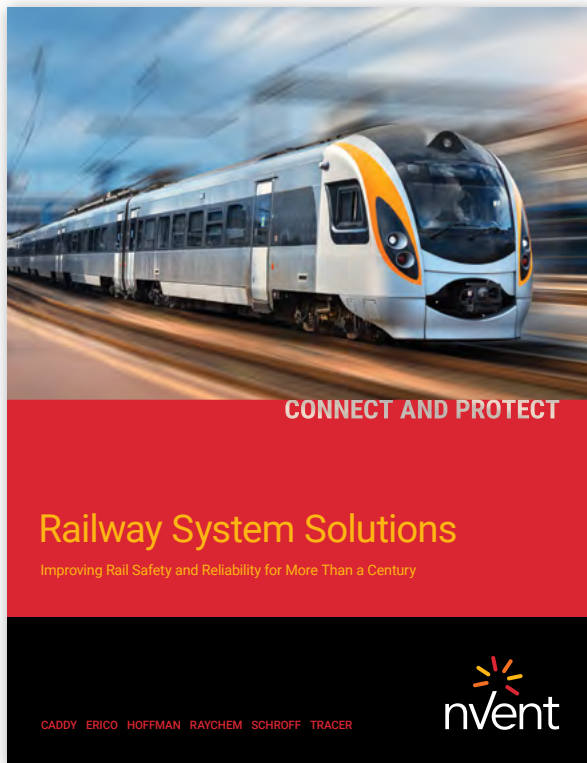
Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 5.9 for detailed specifications.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



ENTERPRISE BRAND



PRODUCT BRAND

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with "nVent" (i.e., nVent RAYCHEM). Refer to page 5.12 for a brochure example.

### PRODUCT BROCHURES (Front Cover)

To reinforce our brand, the preferred logo to be used on a brochure cover, whose content is based on several product brand offerings, is the nVent logo.

### PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all brochures. For smaller sized brochures, the Secondary nVent Product Brand Logo may be used. Never use the Specialty nVent Product Brand Logo on brochures.

### PRODUCT BRAND PORTFOLIO

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For brochure treatments using multiple product brands, refer to page 5.14.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 5.9 for detailed brand fonts, typography and imagery specifications for brochures.

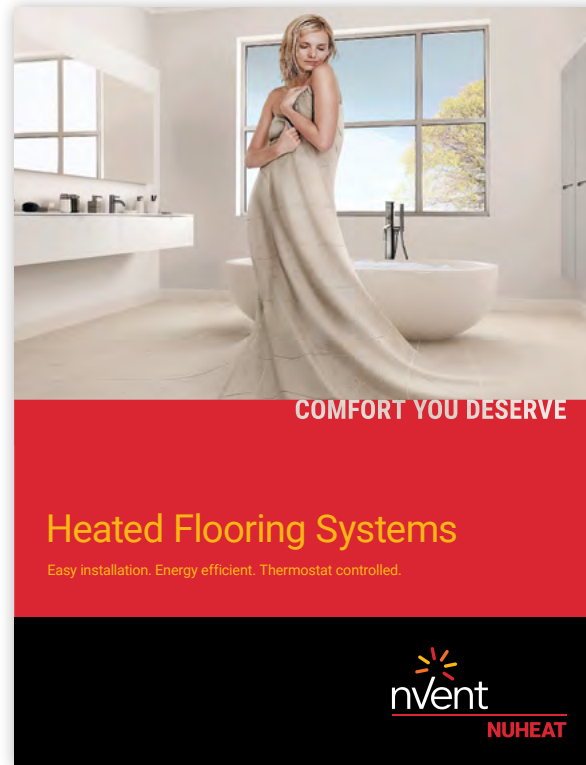
### BRAND ART

Refer to page 2.41 for reproduction artwork.

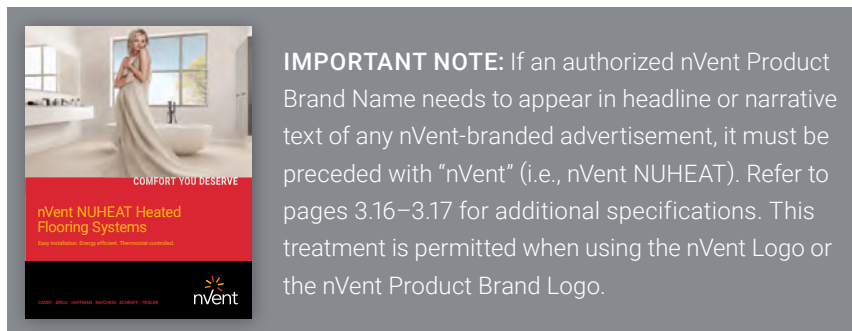
## 5 COMMUNICATIONS SYSTEM BROCHURES



ENTERPRISE BRAND



PRODUCT BRAND



### PRODUCT BROCHURES (Front Cover)

To reinforce our brand, the preferred logo to be used on a brochure cover, whose content is based on several product brand offerings, is the nVent logo.

### PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all brochures. For smaller sized brochures, the Secondary nVent Product Brand Logo may be used. Never use the Specialty nVent Product Brand Logo on brochures.

### PRODUCT BRAND PORTFOLIO

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For brochure treatments using multiple product brands, refer to page 5.14.

### BRAND PROMISE TREATMENT

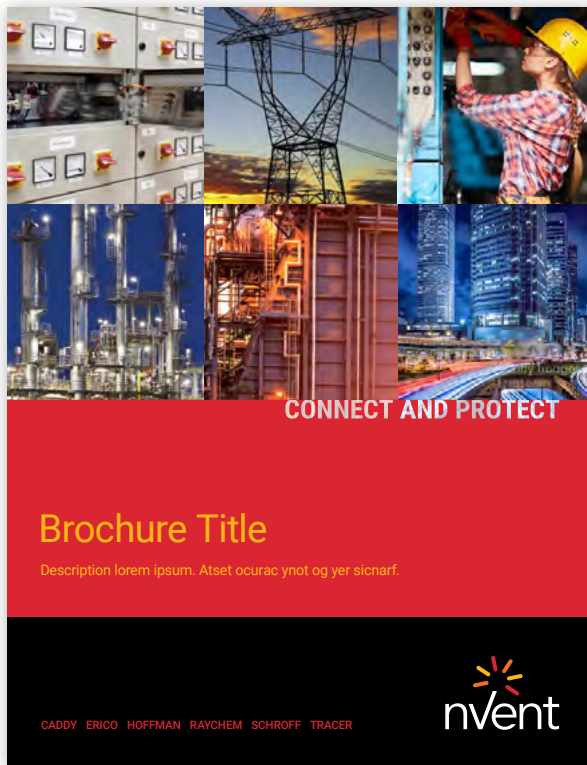
Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 5.9 for detailed brand fonts, typography and imagery specifications for brochures.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



ENTERPRISE BRAND



PRODUCT BRAND

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with "nVent" (i.e., nVent ERICO). Refer to page 5.12 for a brochure example.

### BROCHURES FEATURING MULTIPLE IMAGES (Front Cover)

When more than one cover image is needed to illustrate a particular product offering, the multiple image cover treatment addresses this instance by providing numerous areas in which to visually tell the product's story.

### PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all brochures. For smaller sized brochures, the Secondary nVent Product Brand Logo may be used. Never use the Specialty nVent Product Brand Logo on brochures.

### PRODUCT BRAND PORTFOLIO

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

Refer to page 5.14 for detailed specifications.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 5.9 for detailed specifications.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

# 5 COMMUNICATIONS SYSTEM BROCHURES



## BROCHURES FEATURING MULTIPLE PRODUCT BRANDS (Front Cover)

Brochures specifically designed for marketing multiple nVent Product Brands.

Multiple product brands are only to appear in place of our Product Brand Portfolio (refer to page 5.6).

**IMPORTANT NOTE:** Only up to 5 authorized nVent Product Brands Names are permitted.

## LOGO

The nVent Logo must appear at the bottom right of all brochures featuring multiple product brands. Never use an nVent Product Brand Logo or multiple logos.

## BRAND ELEMENTS

Follow all standards described on pages 5.9–5.13.



## BROCHURES (Inside Spread)

The inside spread of a brochure will extend brand consistency by using approved fonts, colors and graphical treatments. The examples shown are suggested page layouts.

## PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

## LOGO

The nVent Logo or the Primary nVent Product Brand Logo should always adhere to the logo clear space (refer to pages 2.4 or 3.8). If needed, the Secondary nVent Product Brand Logo may be used. Never use the Specialty nVent Product Brand Logo in brochures.

## IMAGERY

As required by the content of the brochure, always use color images by using lifestyle or product imagery (refer to page 5.2).

## TYPOGRAPHY

Use a variety of the font Roboto, as needed (refer to pages 2.16–2.19).

## BRAND ART

Refer to page 2.41 for reproduction artwork.

SECTION 5

# Communications System

# DATA SHEETS

**XPI Series Resistance Trace Heating Cable**  
nvent RAYCHEM  
CONNECT AND PROTECT

**Freeze protection and temperature maintenance on long line applications.**

**INTRODUCTION SUBHEAD GOES HERE**

Outer jacket hybrid construction  
Protective braid of tin plated copper strands (max. 25 Ω/km)  
Inner jacket PTFE/polymer sandwich  
High temperature resistance heating conductor

**APPLICATION SUBHEAD GOES HERE**

Area classification: Hazardous area, Zone 1 or Zone 2 (Gas) or Zone 21 or Zone 22 (Dust) Ordinary area  
Chemical resistance: Organic compounds

**APPROVALS SUBHEAD GOES HERE**

Compliant to IEC EN 60295  
System (heating units):  
PTB 08 ATEX 1102X  
Ex II 2 G, Ex eb) IIC T2, T6 Gb  
Ex II 2 D, Ex tb IIC T260, T90°C Db  
IECEx PTB 08.0051X  
Ex eb) IIC T2, T6 Gb  
Ex tb IIC T260, T90°C Db

Bulk cable:  
Boseifa (SATXO) ISRU  
Ex II 2 G, Ex eb) IIC Gb  
IECEx BAS 15.0109U  
Ex II 2 G, Ex eb) IIC Gb

UL Listed: TC RU-C-8E-M002.B.05394 / Ex e) IIC T4 Gb X  
Ex tb IIC T12°C Db, X / Amb temp: +60°C + 90°C  
\*Temperature classification (T-rating) has to be established by using the principles of stabilised design or the use of a temperature limiting device.

nvent.com/RAYCHEM | 1

FOOTER: Multi-Page Product Data Sheet with "nVent.com" URL

FOOTER: Multi-Page Product Data Sheet with "nVent.com/PRODUCT BRAND" URL

FOOTER: Single-Page Product Data Sheet (see full-page version at far right).

Brand Promise

**TECHNICAL DATA SUBHEAD GOES HERE**

Max. exposure temperature: 90°C (power off, continuous), 100°C (power off, intermittent for max 1000 h)  
Min. installation temperature: -60°C  
Min. bending radius at -55°C: 7.5 x cable diameter  
Max. power output: 20 W/m (typical value, depending on application)  
Normal voltage: Up to 300/500 V ac (0.01 Ω)  
Min. impact resistance: 4 Joule (as per EN 60079-30-1)  
Min. clearance: 20 mm between heating cables

**REFERENCES SUBHEAD GOES HERE**

Order Reference	Nominal Resistance (Ω/km @ 20°C)	Temp. Coefficient (α 20-25°C)	Outer Diameter (mm)	Nom. Weight (kg/km)	Part Number (P/N)
XPI-F-1.8	1.8	4.3	9.5	208	1244-018798
XPI-F-2.9	2.9	4.3	7.8	143	1244-018799
XPI-F-4.4	4.4	4.3	7.2	112	1244-018800
XPI-F-7	7	4.3	6.6	83	1244-018801
XPI-F-10	10	4.3	6.5	76	1244-018802
XPI-F-11.7	11.7	4.3	6.4	65	1244-018803
XPI-F-15	15	4.3	6.1	61	1244-018804
XPI-F-17.8	17.8	4.3	6	57	1244-018805
XPI-F-25	25	3	6	57	1244-018806
XPI-F-31.5	31.5	1.3	6.4	67	1244-018807
XPI-F-50	50	1.3	6.0	57	1244-018808
XPI-F-65	65	1.3	5.7	53	1244-018809
XPI-F-200	200	0.4	5.6	53	1244-018814

Resistance tolerance: +10/-5%. In particular for cables < 31.5 Ω/km the resistance of the conductor materials is a function of temperature and the change must be considered for design purposes.

**RECOMMENDED SUBHEAD GOES HERE (Lorem ipsum et aut dicitur helyi)**

Part Number	Length (L)	Pipe Size	Hole Size (HS)	UL Listed Load
CSBT1	10" - 12"	1" - 4"	1/2"	1,000 lbs.
CSBT2	12" - 22"	1" - 4"	1/2"	1,000 lbs.
CSBT3	22" - 40"	1" - 4"	1/2"	1,000 lbs.
CSBT4	41" - 51"	1" - 4"	1/2"	1,000 lbs.

UL Listed Load applies to Sch 40, Sch 10, and Youngstown Tube Fire-Flo (1-1/2" - 4").

**North America**  
Tel: +1.800.545.6298  
Fax: +1.800.527.5703  
info@nvent.com

**Europe, Middle East, Africa**  
Tel: +32.16.213.511  
Fax: +32.16.213.603  
info@nvent.com

**Asia Pacific**  
Tel: +86.21.2412.1688  
Fax: +86.21.5426.3167  
info@nvent.com

**Latin America**  
Tel: +1.713.868.4800  
Fax: +1.713.868.2323  
info@nvent.com

nvent  
Our powerful portfolio of brands:  
CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

Tel: +1.800.545.6298 Fax: +1.800.527.5703 info@nvent.com  
Tel: +32.16.213.511 Fax: +32.16.213.603 info@nvent.com  
Tel: +86.21.2412.1688 Fax: +86.21.5426.3167 info@nvent.com  
Tel: +1.713.868.4800 Fax: +1.713.868.2323 info@nvent.com

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Our powerful portfolio of brands:  
CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

Tel: +1.800.545.6298 Fax: +1.800.527.5703 info@nvent.com  
Tel: +32.16.213.511 Fax: +32.16.213.603 info@nvent.com  
Tel: +86.21.2412.1688 Fax: +86.21.5426.3167 info@nvent.com  
Tel: +1.713.868.4800 Fax: +1.713.868.2323 info@nvent.com

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Our powerful portfolio of brands:  
CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

Tel: +1.800.545.6298 Fax: +1.800.527.5703 info@nvent.com  
Tel: +32.16.213.511 Fax: +32.16.213.603 info@nvent.com  
Tel: +86.21.2412.1688 Fax: +86.21.5426.3167 info@nvent.com  
Tel: +1.713.868.4800 Fax: +1.713.868.2323 info@nvent.com

nvent.com/RAYCHEM

PRODUCT DATA SHEETS

The technical nature of a product data sheet provides a highly-visible vehicle for maintaining and extending the nVent brand.

LOGO

The nVent Product Brand Logo should appear at the top right of the product data sheet. The nVent logo appears at the bottom left of the last page in the designated footer, as shown.

TYPOGRAPHY

Uses a variety of the font Roboto. The text in the table columns should be left justified.

BRAND ART

Refer to page 2.41 for reproduction artwork.

**XPI Series Resistance Trace Heating Cable**  
nvent RAYCHEM  
CONNECT AND PROTECT

**Freeze protection and temperature maintenance on long line applications.**

**INTRODUCTION SUBHEAD GOES HERE**

Outer jacket hybrid construction  
Protective braid of tin plated copper strands (max. 25 Ω/km)  
Inner jacket PTFE/polymer sandwich  
High temperature resistance heating conductor

**APPLICATION SUBHEAD GOES HERE**

Area classification: Hazardous area, Zone 1 or Zone 2 (Gas) or Zone 21 or Zone 22 (Dust) Ordinary area  
Chemical resistance: Organic compounds

**APPROVALS SUBHEAD GOES HERE**

Compliant to IEC EN 60295  
System (heating units):  
PTB 08 ATEX 1102X  
Ex II 2 G, Ex eb) IIC T2, T6 Gb  
Ex II 2 D, Ex tb IIC T260, T90°C Db  
IECEx PTB 08.0051X  
Ex eb) IIC T2, T6 Gb  
Ex tb IIC T260, T90°C Db

Bulk cable:  
Boseifa (SATXO) ISRU  
Ex II 2 G, Ex eb) IIC Gb  
IECEx BAS 15.0109U  
Ex II 2 G, Ex eb) IIC Gb

UL Listed: TC RU-C-8E-M002.B.05394 / Ex e) IIC T4 Gb X  
Ex tb IIC T12°C Db, X / Amb temp: +60°C + 90°C  
\*Temperature classification (T-rating) has to be established by using the principles of stabilised design or the use of a temperature limiting device.

nvent.com/RAYCHEM



XPI Series Resistance Trace Heating Cable



ERICO RAYCHEM

2 Product Brands (Minimum)


XPI Series Resistance Trace Heating Cable



ERICO RAYCHEM SCHROFF

3 Product Brands


XPI Series Resistance Trace Heating Cable



ERICO HOFFMAN RAYCHEM SCHROFF

4 Product Brands

XPI Series Resistance Trace Heating Cable



ERICO ERIFLEX HOFFMAN RAYCHEM SCHROFF

5 Product Brands (Maximum)

## PRODUCT DATA SHEETS FEATURING MULTIPLE PRODUCT BRANDS

Given the depth and breadth of the nVent's powerful portfolio of brands, it is crucial for brand consistency that when multiple product brand names are utilized – the approved treatment highlighted to the left is used.

**IMPORTANT NOTE:** Only the “nVent.com” URL should be listed at the bottom right side of the folio and in the footer, as shown.

## LOGO

The nVent logo is the only logo to be used with multiple product brand names and appears at the top right of the first page, and at the bottom left of the last page in the designated footer.

## PRODUCT BRANDS

Multiple product brand names should always be right justified and aligned with the nVent logo, and listed in alphabetical order (left to right).

## TYPOGRAPHY

The product brand names are set in Roboto Medium, uppercase and black.

## BRAND ART

Refer to page 2.41 for reproduction artwork.

**TECHNICAL DATA SUBHEAD GOES HERE**

Max. exposure temperature 90°C (power off, continuous), 100°C (power off, intermittent for max 1000h)  
 Min. installation temperature -60°C  
 Max. bending radius at -60°C 7.5 x cable diameter  
 Max. power output 20 W/m (typical value, depending on application)  
 Nominal voltage Up to 300/500 Vac (0.0%)  
 Max. impact resistance 4 Joule (as per EN 60079-10-1)  
 Min. clearance 20 mm between heating cables

**REFERENCES SUBHEAD GOES HERE**

Order Reference	Nominal Resistance [Ohm @ 20°C]	Area [Square Feet / 0.93-Kil]	Cable Diameter [mm dia.]	Min. Weight [kg/m]	Part Number (P/N)
XPI-F-1.8	1.8	4.3	9.5	208	1244-018799
XPI-F-2.0	2.0	4.3	7.8	148	1244-018799
XPI-F-4.4	4.4	4.3	7.2	112	1244-018800
XPI-F-7	7	4.3	6.6	83	1244-018801
XPI-F-10	10	4.3	6.3	76	1244-018802
XPI-F-11.7	11.7	4.3	6.4	66	1244-018803
XPI-F-15	15	4.3	6.1	61	1244-018804
XPI-F-17.8	17.8	4.3	6	57	1244-018805
XPI-F-25	25	3	6	57	1244-018806
XPI-F-31.5	31.5	3	6.4	67	1244-018807
XPI-F-50	50	1.3	6.0	57	1244-018808
XPI-F-65	65	1.3	5.7	53	1244-018809
XPI-F-200	200	0.4	5.6	53	1244-018814

Resistance tolerance: +10%/-5%. In particular for cables < 31.5 Ohm the resistance of the conductor materials is a function of temperature and the change must be considered for design purposes.

**RECOMMENDED SUBHEAD GOES HERE (Lorem ipsum et sed dicitur, here)**

Part Number	Length (L)	Pipe Size	Hook Size (H)	UL Listed Load
CSB11	12"–12"	1"–4"	1/2"	1,300 lbs.
CSB12	12"–22"	1"–4"	1/2"	1,300 lbs.
CSB13	22"–40"	1"–4"	1/2"	1,300 lbs.
CSB14	40"–50"	1"–4"	1/2"	1,300 lbs.

UL Listed Load applies to Sch 40, Sch 10, and Youngstown Tube Five Plus (1/2"–4")


**North America**  
Tel: +1.800.545.6258  
Fax: +1.800.527.5703  
info@nvent.com

**Europe, Middle East, Africa**  
Tel: +32.16.213.911  
Fax: +32.16.213.663  
info@nvent.com

**Asia Pacific**  
Tel: +65.21.2412.1688  
Fax: +65.21.2412.3107  
info@nvent.com

**Latin America**  
Tel: +1.713.868.4800  
Fax: +1.713.868.2333  
info@nvent.com

**FOOTER: Only displays the “nVent.com” URL**



Our powerful portfolio of brands:  
CADDY ERICO HOFFMAN RAYCHEM SCHROFF TRACER

## SECTION 6

# Advertising

### 6.1 **PRINT ADVERTISEMENTS**

- 6.2 Advertisement Specifications
- 6.3 Marketing Advertisements (Full-Page)
- 6.4 Product Advertisements (Full-Page)
- 6.5 Product Advertisements (Two-Page Spread)
- 6.6 Product Advertisements (Half-Page)
- 6.7 Advertisements featuring Multiple Product Brands

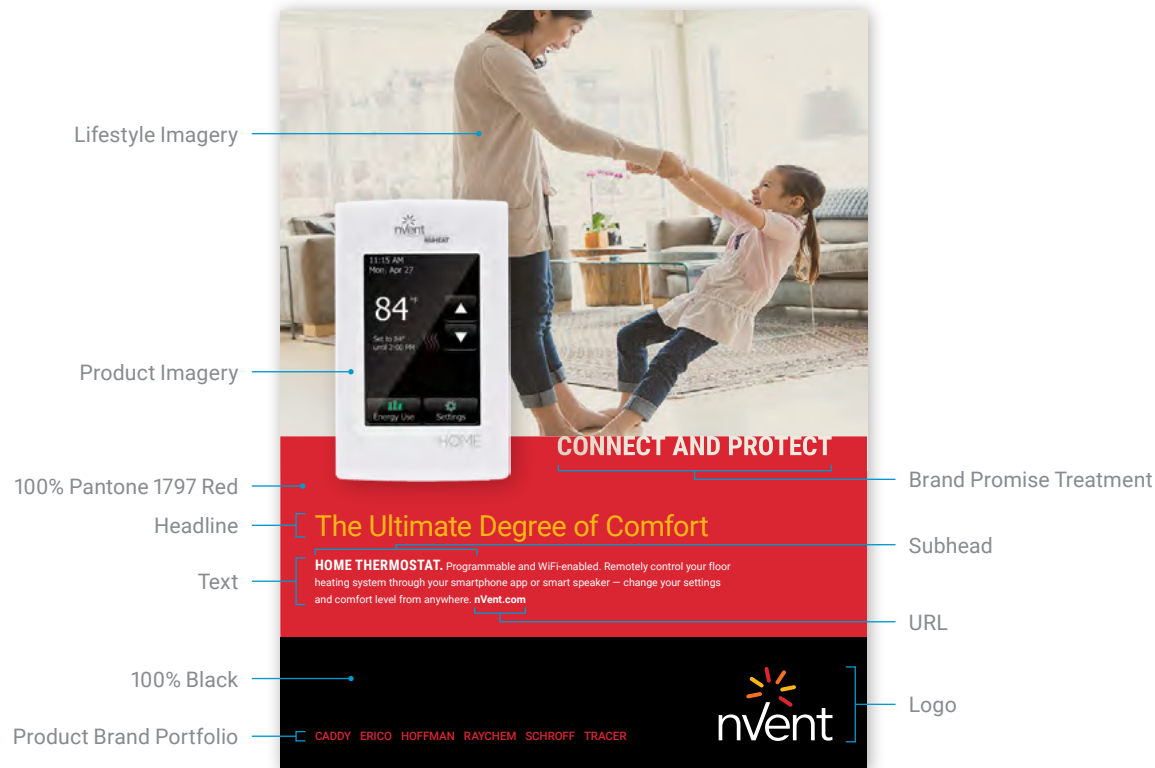
### 6.8 **ONLINE ADVERTISEMENTS**

- 6.9 Marketing Banner Ads (728 x 90px)
- 6.10 Marketing Banner Ads (264 x 300px)
- 6.11 Marketing Banner Ads (330 x 175px)
- 6.12 Marketing Banner Ads featuring Multiple Product Brands

SECTION 6

# Advertising

# PRINT ADS



## ADVERTISEMENT SPECIFICATIONS

Our advertisements illustrate how imagery, typography, colors, elements and messages create the unique visual style for the nVent brand.

## PRODUCT BRANDS

When an advertisement is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

## MULTIPLE PRODUCT BRANDS

For advertisement treatments using multiple product brands, refer to page 6.7.

## LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all full-page advertisements. For smaller sized ads, the secondary product brand logo may be used. Never use the specialty product brand logo on any advertisements.

## PRODUCT BRAND PORTFOLIO

Our six heritage product brands must appear at the bottom left of all full-page ads (refer to page 5.6).

## BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

## IMAGERY

Use full color imagery only (refer to page 5.2). Never use imagery in one color, grayscale, duotone, and/or sepia tone. Drop shadows are permitted, if needed.

## BRAND ART

Refer to page 2.41 for reproduction artwork.

### IMPORTANT NOTE:

If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded advertisement, it must be preceded with "nVent" (i.e., nVent RAYCHEM). Refer to page 6.4 for an example.

## TYPOGRAPHY (Sizes may vary depending on the Ad)

**Headline:** Roboto Regular, 30pt, 32pt leading, title or sentence case, optical kerning, -25 tracking, Pantone 7409 Yellow.

**Subhead:** Roboto Condensed Bold, 15pt, 17.5pt leading, uppercase, optical kerning, -10 tracking, White.

**Text:** Roboto Regular, 11pt, 17.5pt leading, sentence case, optical kerning, 0 tracking, White.

**URL:** Roboto Bold, 11pt, 17.5pt leading, URL case (nVent.com or nVent.com/NUHEAT), optical kerning, 0 tracking, White.

For international brand fonts, refer to pages 2.18–2.19.

## 6 ADVERTISING PRINT ADVERTISEMENTS



ENTERPRISE BRAND



PRODUCT BRAND

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with "nVent" (i.e., nVent RAYCHEM). Refer to page 6.4 for an advertisement example.

### MARKETING ADVERTISEMENTS (Full-Page)

Advertisements specifically designed for marketing our products and services.

### PRODUCT BRANDS

When an advertisement is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all full-page advertisements. Never use the secondary or specialty product brand logos on a full-page ad. Always adhere to the logo clear space (refer to pages 2.4 or 3.8).

### PRODUCT BRAND PORTFOLIO

Our six heritage product brands must appear at the bottom left of all full-page ads (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For advertisement treatments using multiple product brands, refer to page 6.7.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

### BRAND ART

Refer to page 2.41 for reproduction artwork.


## 6 ADVERTISING PRINT ADVERTISEMENTS



ENTERPRISE BRAND



PRODUCT BRAND



**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded advertisement, it must be preceded with “nVent” (i.e., nVent NUHEAT). Refer to pages 3.16–3.17 for additional specifications. This treatment is permitted when using the nVent Logo or the nVent Product Brand Logo.

### PRODUCT ADVERTISEMENTS (Full-Page)

Advertisements specifically designed for our products.

### PRODUCT BRANDS

When an advertisement is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all full-page advertisements. Never use the secondary or specialty product brand logos on a full-page ad. Always adhere to the logo clear space (refer to pages 2.4 or 3.8).

### PRODUCT BRAND PORTFOLIO

Our six heritage product brands must appear at the bottom left of all full-page ads (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For advertisement treatments using multiple product brands, refer to page 6.7.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

## 6 ADVERTISING PRINT ADVERTISEMENTS



ENTERPRISE BRAND

PRODUCT BRAND

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with "nVent" (i.e., nVent ERIFLEX). Refer to page 6.4 for an advertisement example.

### PRODUCT ADVERTISEMENTS (Two-Page Spread)

Advertisements specifically designed for our products.

### PRODUCT BRANDS

When an advertisement is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all two-page spread advertisements. Never use the secondary or specialty product brand logos on a two-page spread ad. Always adhere to the logo clear space (refer to pages 2.4 or 3.8).

### PRODUCT BRAND PORTFOLIO

Our six heritage product brands must appear at the bottom left of all full-page ads (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For advertisement treatments using multiple product brands, refer to page 6.7.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

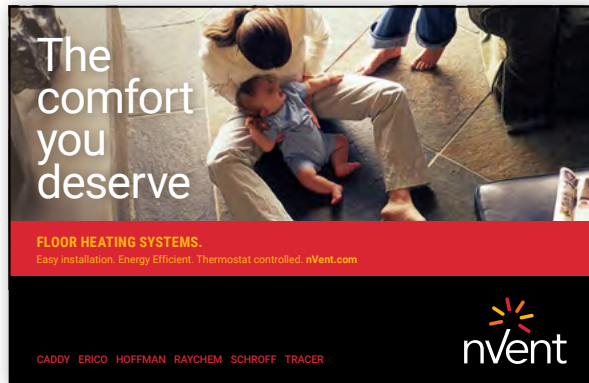
### TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

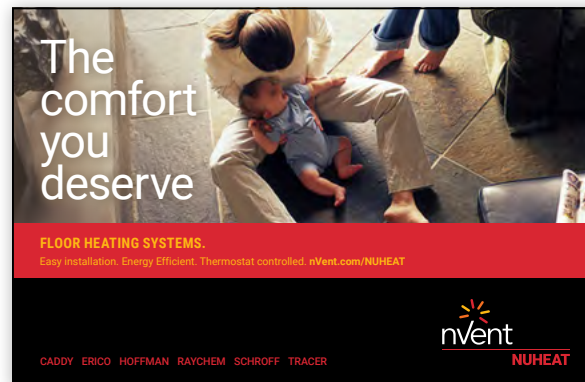
### BRAND ART

Refer to page 2.41 for reproduction artwork.

## 6 ADVERTISING PRINT ADVERTISEMENTS



ENTERPRISE BRAND



PRODUCT BRAND

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with "nVent" (i.e., nVent NUHEAT). Refer to page 6.4 for an advertisement example.

### PRODUCT ADVERTISEMENTS (Half-Page)

Advertisements specifically designed for our products.

### PRODUCT BRANDS

When an advertisement is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear at the bottom right of all half-page advertisements. For smaller sized ads, the secondary product brand logo may be used. Never use the specialty product brand logo on advertisements. Always adhere to the logo clear space (refer to pages 2.4, 3.8 or 3.11).

**IMPORTANT NOTE:** The minimum size of the product brand logo may be reduced from 1" (25.4mm) width of the nVent Logo to ¾" (19mm) width, if needed (refer to pages 3.8 or 3.11).

### PRODUCT BRAND PORTFOLIO

Our six heritage product brands must appear at the bottom left of all half-page ads (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For advertisement treatments using multiple product brands, refer to page 6.7.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



**CONNECT AND PROTECT**

**Advanced Advantages.**

nVent ERIFLEX is a leading global provider of low-voltage power distribution and grounding solutions that reduce total installed cost and increase design flexibility of electrical systems. Our products connect and protect our customers' systems in facilities where the cost of failure is high. We help customers enhance productivity by simplifying installation and minimizing downtime during operation.

Introducing nVent ERIFLEX Advanced Technology — an innovative, unique and safer insulation technology. Advanced is halogen-free, low smoke, flame retardant and has a high-temperature feature.

nVent ERIFLEX offers a complete portfolio that includes power flexible conductors, distribution blocks and power blocks, busbar systems and supports, insulators and earthing busbars, braids and accessories.

ERIFLEX HOFFMAN

Experience advanced insulation technology at [nVent.com](http://nVent.com)

**2 Product Brands (Minimum)**

ERIFLEX HOFFMAN TRACER

**3 Product Brands**

CADDY ERIFLEX HOFFMAN TRACER

**4 Product Brands**

CADDY ERIFLEX HOFFMAN SCHROFF TRACER

**5 Product Brands (Maximum)**

## ADVERTISEMENTS FEATURING MULTIPLE PRODUCT BRANDS

Advertisements specifically designed for marketing multiple nVent Product Brands.

Multiple product brands are only to appear in place of our Product Brand Portfolio (refer to page 5.6).

**IMPORTANT NOTE:** Only up to 5 authorized nVent Product Brands Names are permitted.

### LOGO

The nVent Logo must appear in all advertisements featuring multiple product brands. Never use an nVent Product Brand Logo or multiple logos.

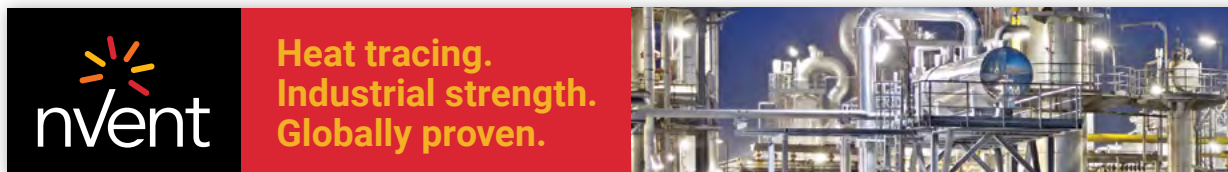
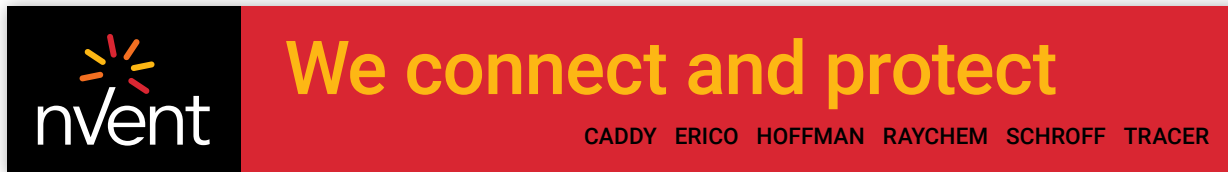
### BRAND ELEMENTS

Follow all standards described on pages 6.2–6.6.

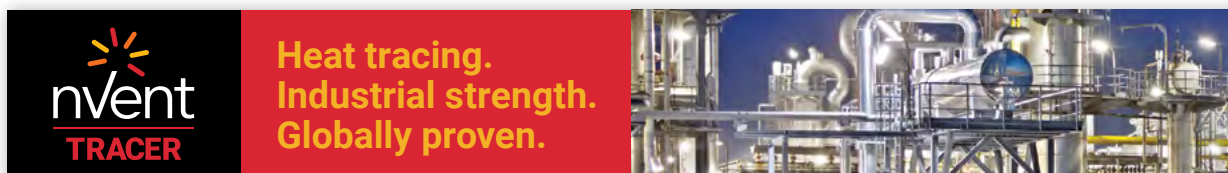
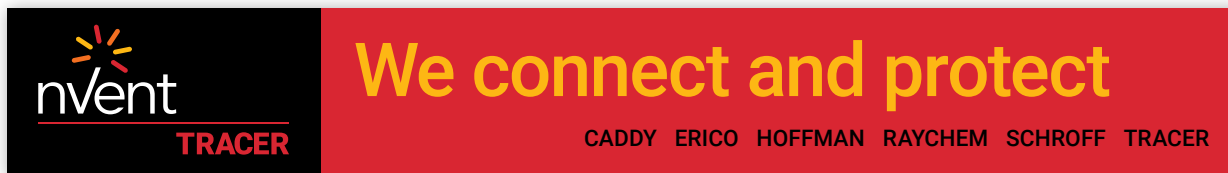
SECTION 6

# Advertising

# ONLINE ADS



ENTERPRISE BRAND



PRODUCT BRAND

### MARKETING BANNER ADS (728 x 90px)

Banner ads specifically designed for marketing our products and services.

### PRODUCT BRANDS

When a banner ad is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline text of any nVent-branded banner ad, it must be preceded with "nVent" (i.e., nVent TRACER). Refer to page 6.4 for sample treatment.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear in all banner ads. For smaller sized banner ads, the secondary product brand logo may be used. Never use the specialty product brand logo on banner ads. Always adhere to the logo clear space (refer to pages 2.4, 3.8 or 3.11).

### PRODUCT BRAND PORTFOLIO

If space allows, our six heritage product brands should appear in the banner ad (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

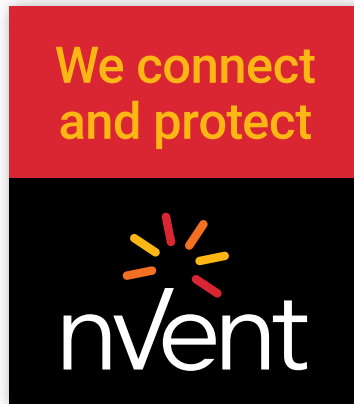
For banner ad treatments using multiple product brands, refer to page 6.12.

### TYPOGRAPHY & IMAGERY

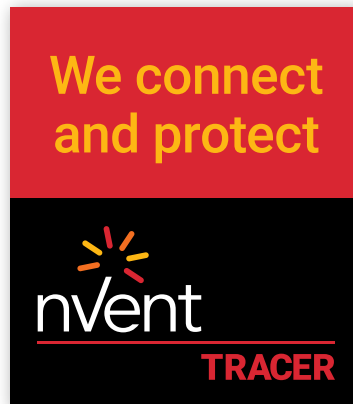
Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



ENTERPRISE BRAND



PRODUCT BRAND



### MARKETING BANNER ADS (264 x 300px)

Banner ads specifically designed for marketing our products and services.

### PRODUCT BRANDS

When a banner ad is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline text of any nVent-branded banner ad, it must be preceded with "nVent" (i.e., nVent TRACER). Refer to page 6.4 for sample treatment.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear in all banner ads. For smaller sized banner ads, the secondary product brand logo may be used. Never use the specialty product brand logo on banner ads. Always adhere to the logo clear space (refer to pages 2.4, 3.8 or 3.11).

### PRODUCT BRAND PORTFOLIO

If space allows, our six heritage product brands should appear in the banner ad (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For banner ad treatments using multiple product brands, refer to page 6.12.

### TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

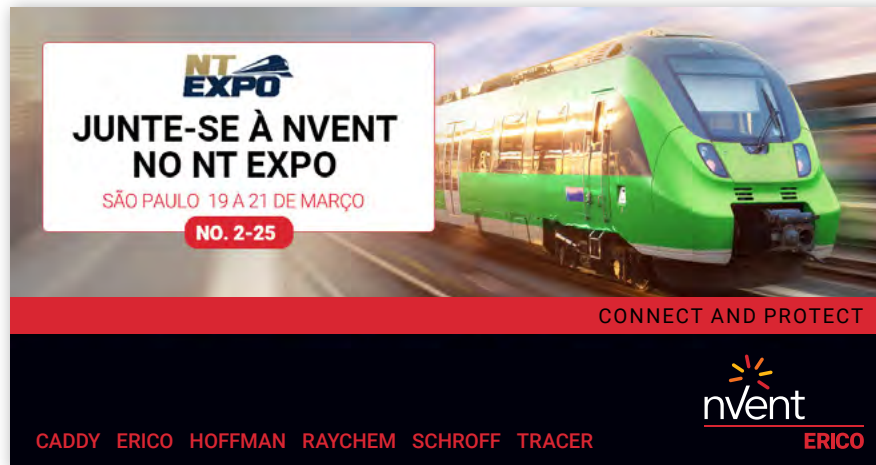
### BRAND ART

Refer to page 2.41 for reproduction artwork.

## 6 ADVERTISING ONLINE ADVERTISEMENTS



ENTERPRISE BRAND



PRODUCT BRAND

### MARKETING BANNER ADS (330 x 175px)

Banner ads designed for marketing purposes.

### PRODUCT BRANDS

When a banner ad is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline text of any nVent-branded banner ad, it must be preceded with “nVent” (i.e., nVent TRACER). Refer to page 6.4 for sample treatment.

### LOGO

The nVent Logo or the Primary nVent Product Brand Logo must appear in all banner ads. For smaller sized banner ads, the secondary product brand logo may be used. Never use the specialty product brand logo on banner ads. Always adhere to the logo clear space (refer to pages 2.4, 3.8 or 3.11).

### PRODUCT BRAND PORTFOLIO

If space allows, our six heritage product brands should appear in the banner ad (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

For banner ad treatments using multiple product brands, refer to page 6.12.

### TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed brand fonts, typography and imagery specifications for advertisements.

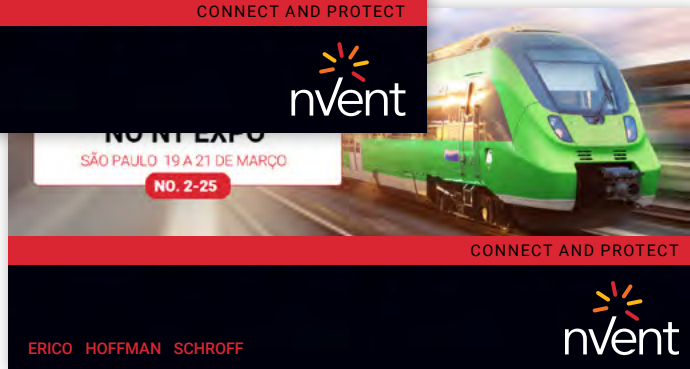
### BRAND ART

Refer to page 2.41 for reproduction artwork.

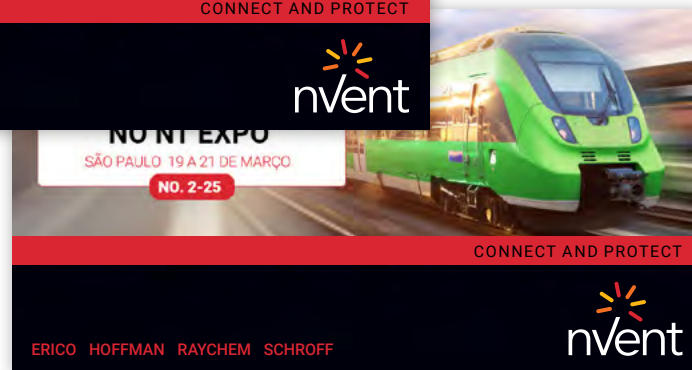
## 6 ADVERTISING ONLINE ADVERTISEMENTS



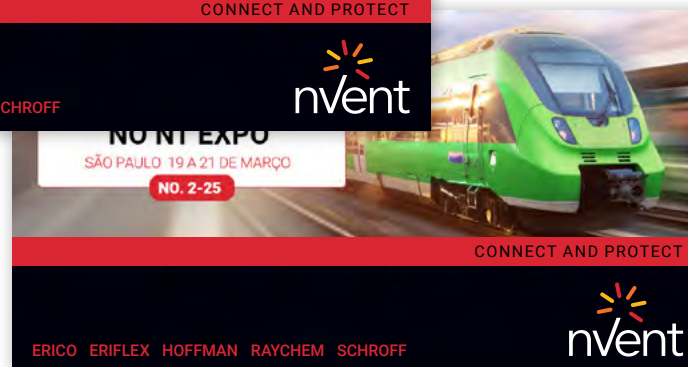
2 Product Brands  
(Minimum)



3 Product Brands



4 Product Brands



5 Product Brands  
(Maximum)

### MARKETING BANNER ADS FEATURING MULTIPLE PRODUCT BRANDS

Banner ads specifically designed for marketing multiple nVent Product Brands.

Multiple product brands are only to appear in place of "Our Powerful Portfolio of Brands" (refer to page 5.6).

**IMPORTANT NOTE:** Only up to 5 authorized nVent Product Brands Names are permitted.

### LOGO

The nVent Logo must appear in all banner ads featuring multiple product brands. Never use an nVent Product Brand Logo or multiple logos.

### BRAND ELEMENTS

Follow all standards described on pages 6.9–6.11.

## SECTION 7

# Digital Branding

### 7.1 WEBSITES & APPS

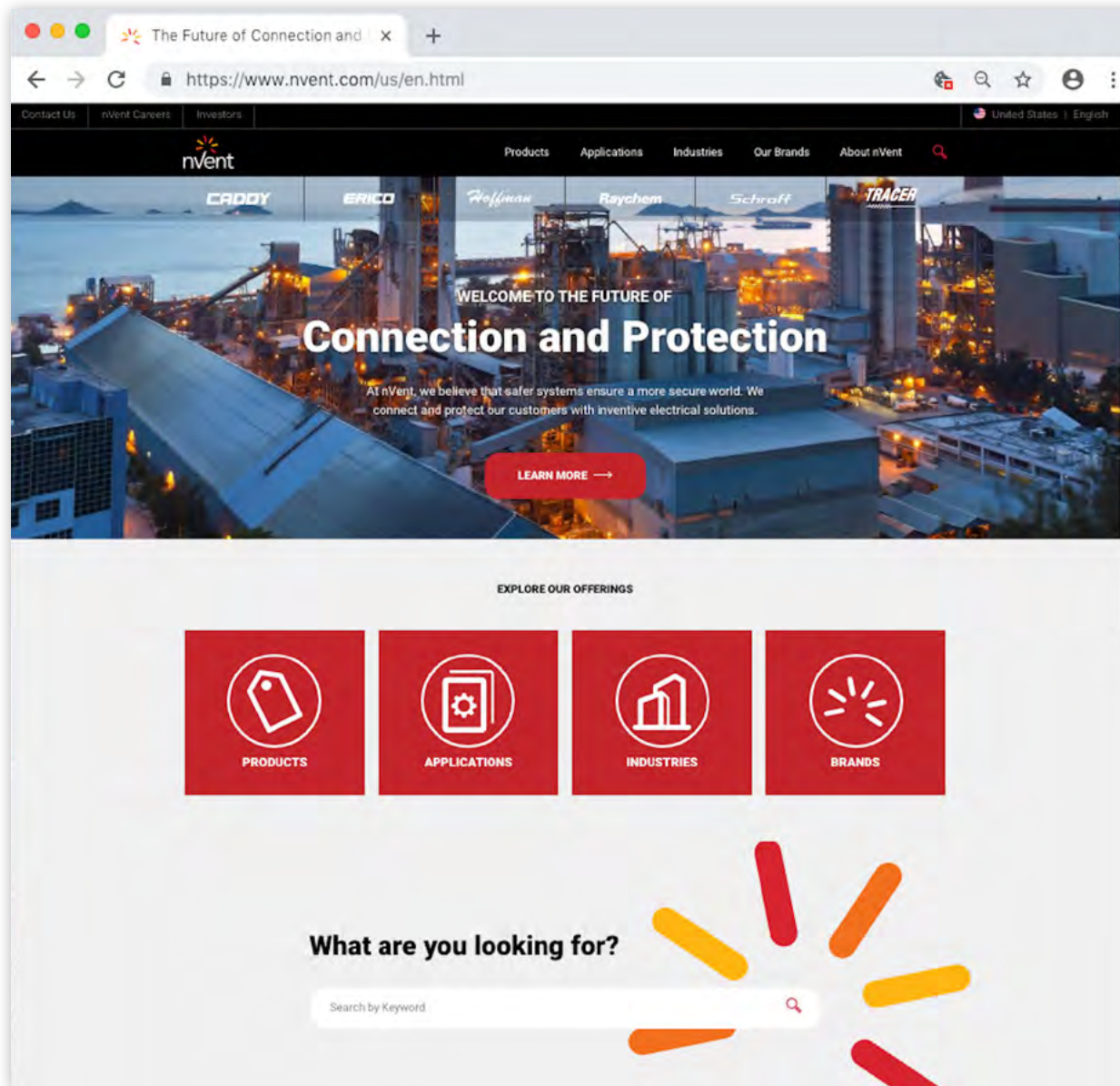
- 7.2 Introduction
- 7.3 Digital Color Palette
- 7.4 Typography
- 7.5 Table Styles
- 7.6 Image Boxes
- 7.7 Image Breakpoints
- 7.8 Iconography
- 7.8 Call-to-Action Buttons
- 7.9 Links
- 7.10 Forms & Fields

SECTION 7

# Digital Branding

# WEBSITES & APPS





## INTRODUCTION

This section outlines the nVent Brand Standards for websites and other digital applications.

## LOGOS

The nVent Logo and nVent Product Brand Logos should always appear prominently in digital format and on all websites. Always adhere to the logo alignment and clear space, as outlined in Sections 2 and 3.

## BRAND ELEMENTS

Refer to Section 2 for additional nVent brand elements available and their guidelines.

## IMAGERY

Always use full-color lifestyle or product imagery (refer to page 5.2). Never use imagery in one color, grayscale, duotone, and/or sepia tone.

## TYPOGRAPHY

Use a variety of the font Roboto, as detailed (refer to pages 7.4 and 2.16–2.19).

## BRAND ART

Refer to page 2.41 for reproduction artwork.



**Digital Red 1**  
**(Pantone® 1797)\***  
RGB: 196.38.46  
HEX #: c4262e



**Digital Red 2 – Hover**  
RGB: 136.3.10  
HEX #: 88030a



**Digital Orange**  
**(Pantone® 165)\***  
RGB: 255.98.25  
HEX #: ff6319



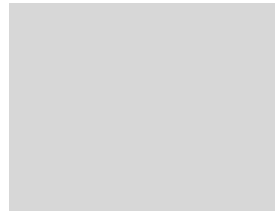
**Digital Yellow**  
**(Pantone® 7409)\***  
RGB: 238.175.0  
HEX #: eeaf00



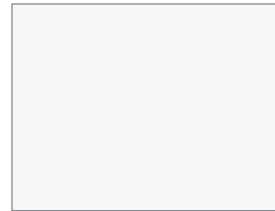
**Digital Gray 1**  
RGB: 123.123.123  
HEX #: 7b7b7b



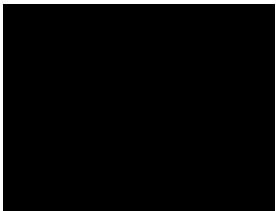
**Digital Gray 2**  
**(Pantone® Cool Gray 7)\***  
RGB: 154.155.156  
HEX #: 9a9b9c



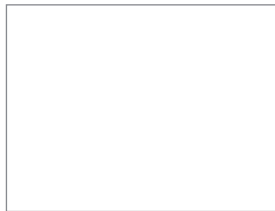
**Digital Gray 3**  
RGB: 215.215.215  
HEX #: d7d7d7



**Digital Gray 4**  
RGB: 246.246.246  
HEX #: f6f6f6



**Digital Black**  
RGB: 0.0.0  
HEX #: 000000



**Digital White**  
RGB: 255.255.255  
HEX #: fffffff

## DIGITAL COLOR PALETTE

Our brand colors are positive, healthy and elegant. These colors should be used for all digital applications.

## COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed:

- **RGB (Red, Green, Blue)** and **HEX (Hexadecimal)** are used for digital applications.
- **Pantone® (Pantone® Matching System, PMS)** is used for spot color offset printing.

\* Equivalent values of our Primary Colors (refer to page 2.11).

## PAGE HEADER & SUBHEADS

# H1 Page Header

Font: Roboto (Title Case); Weight: 900; Type Size: 6rem; Line Height: 1em; Color: Digital Black (#000000)

## H2 Subhead

Font: Roboto (Sentence Case); Weight: 900; Type Size: 4.5rem; Line Height: 1em; Color: Digital Black (#000000)

### H3 Subhead

Font: Roboto (Sentence Case); Weight: 900; Type Size: 2.4rem; Line Height: 1em; Color: Digital Black (#000000)

#### H4 Subhead

Font: Roboto (Sentence Case); Weight: 700; Type Size: 1.5rem; Line Height: 1em; Color: Digital Black (#000000)

#### H5 SUBHEAD

Font: Roboto (Uppercase); Weight: 700; Type Size: 1.5rem; Line Height: 1.25em; Color: Digital Gray 1 (#7b7b7b)

#### H6 Subhead

Font: Roboto (Sentence Case); Weight: 400; Type Size: 1.5rem; Line Height: 1.25em; Color: Digital Red 1 (#c4262e)

## BODY COPY

Lorem ipsum dolor sit amet, plior osurac ynot adipiscing elit. Aliquam sagitis, ante non ullamorper laoreet, metus arcu mattis justo, at lobortis nulla et velit. Donec qorem auctosol licitudin enim, placerat ligula in sicnarf.

Font: Roboto (Sentence Case); Weight: 300; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Gray 1 (#7b7b7b)

## TYPOGRAPHY

nVent digital applications use a variety of Roboto, our brand font (refer to pages 2.16–2.19).

Roboto is a geometric sans serif typestyle with friendly, open curves, and should be used for our marketing collateral and digital applications.

In certain instances where Roboto is not available on third-party programming services, it is acceptable to use Arial (refer to page 2.15).

## DOWNLOAD FONT

Roboto is a Google Font and available for free usage and download at:

[fonts.google.com/specimen/Roboto](https://fonts.google.com/specimen/Roboto)

## BRAND COLORS

Only the approved digital color palette may be used (refer to page 7.3).

## TABLE

HEADER ONE ⇅	HEADER TWO ⇅	HEADER THREE ⇅	HEADER FOUR ⇅
Line Item	Line Item	Line Item	Line Item
Line Item	Line Item	Line Item	Line Item
Line Item	Line Item	Line Item	Line Item
Line Item	Line Item	Line Item	Line Item

Header/Triangles: Digital Black (#000000)

Row Fill: White (#ffffff)

## TABLE WITH HOVER

HEADER ONE ⇅	HEADER TWO ⇅	HEADER THREE ⇅	HEADER FOUR ⇅
Line Item	Line Item	Line Item	Line Item
Line Item	Line Item	Line Item	Line Item
Line Item	Line Item	Line Item	Line Item
Line Item	Line Item	Line Item	Line Item

Header/Triangles Hover: Digital Red 1 (#c4262e)

Row Fill Hover: Digital Gray 4 (#f6f6f6)

## TABLE STYLES

The tables, while maintaining our brand standards, should be clean and clear – providing an ideal user experience.

## BOX & LINES

### Line Above Headers:

Digital Red 1 (#c4262e)

### Box Lines

Digital Gray 1 (#7b7b7b)

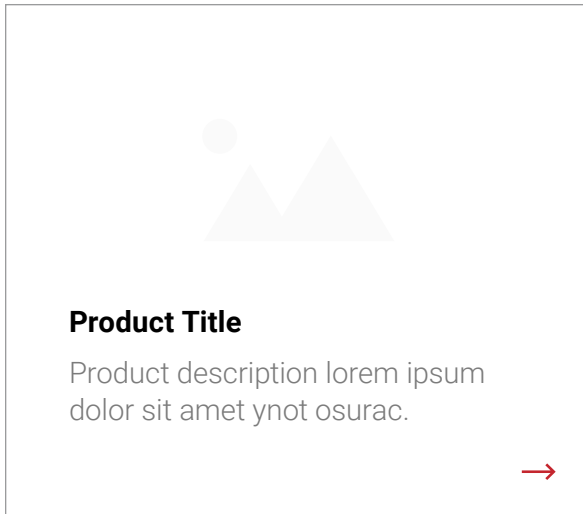
## BRAND COLORS

Only the approved digital color palette may be used (refer to page 7.3).

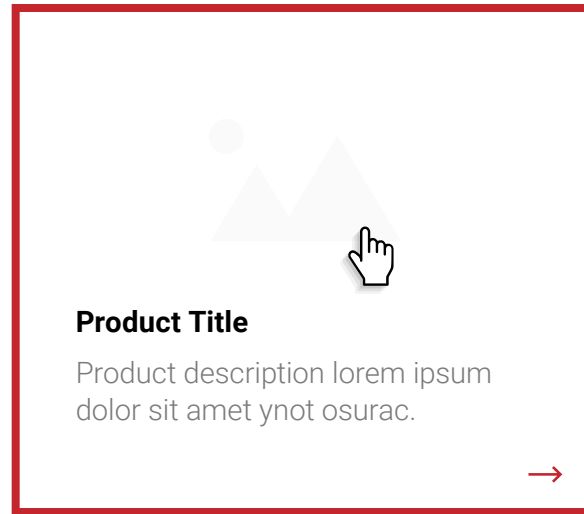
## BRAND FONTS

Use a variety of the font Roboto, as detailed (refer to pages 7.4 and 2.16–2.19).

## IMAGE BOXES (Products)



**NORMAL**  
Border: None (Image Holder)



**HOVER**  
Border: 3px; Color: Digital Red 2 (#c4262e)

## IMAGERY

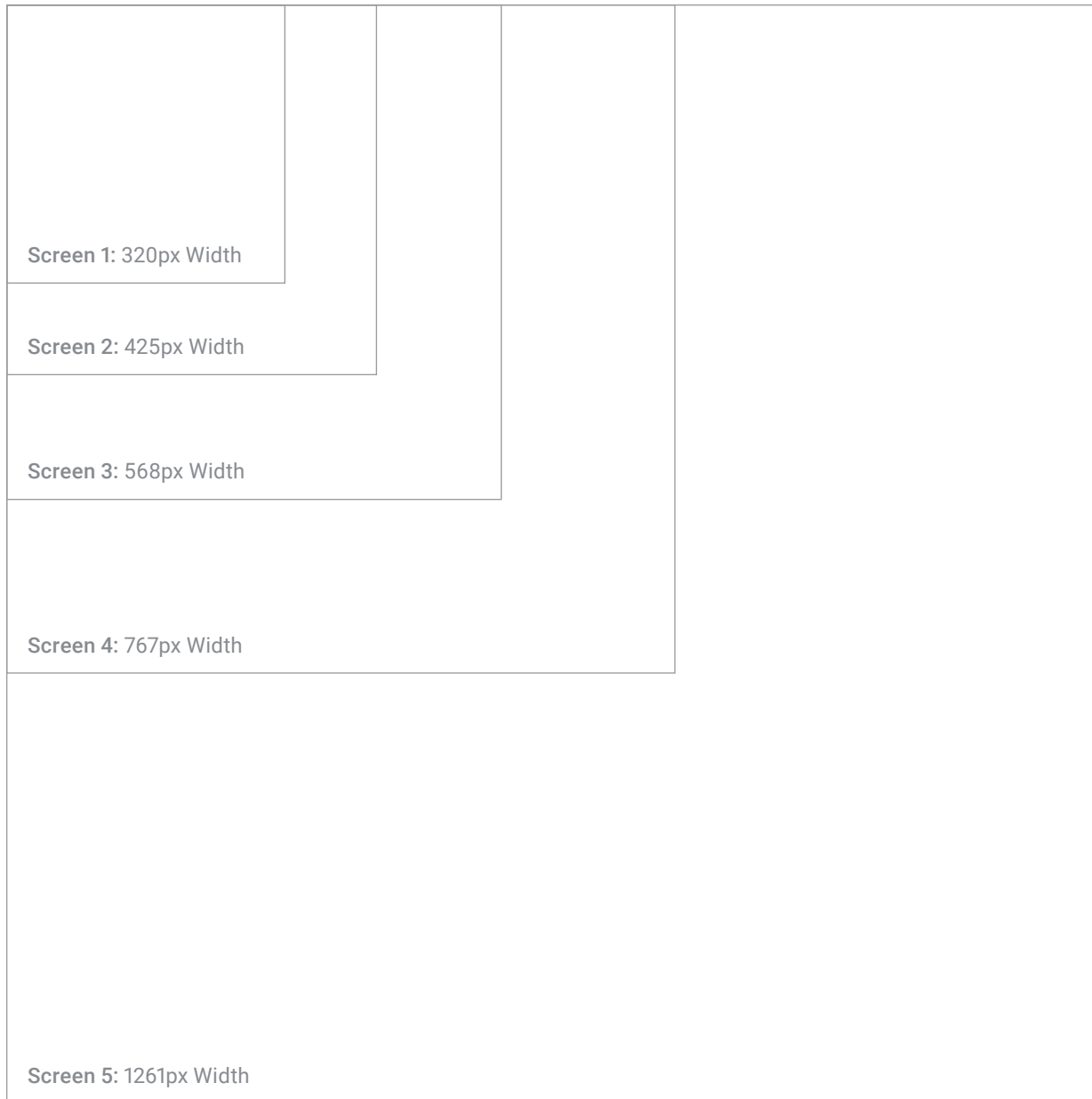
Always use full-color lifestyle or product imagery (refer to page 5.2). Never use imagery in one color, grayscale, duotone, and/or sepia tone.

## BRAND COLORS

Only the approved digital color palette may be used (refer to page 7.3).

## BRAND FONTS

Use a variety of the font Roboto, as detailed (refer to pages 7.4 and 2.16–2.19).



## IMAGE BREAKPOINTS

Viewing sizes are referred to as image breakpoints, which make alterations to the responsive layout or functionality of a page.

### Screen 1 (Extra Extra Small):

320px Width

### Screen 2 (Extra Small):

425px Width

### Screen 3 (Small):

568px Width

### Screen 4 (Medium):

767px Width

### Screen 5 (Large):

1261px Width

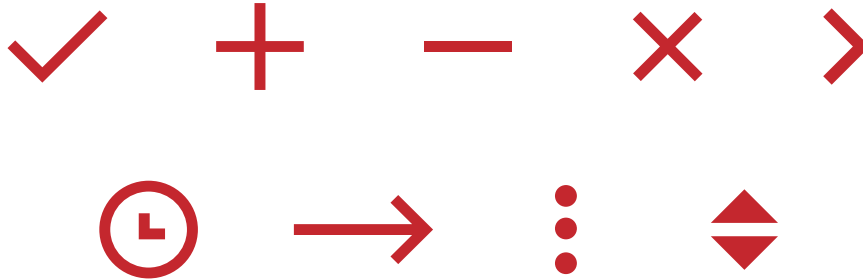
### Screen 6 (Extra Large):

2000px Width

## IMAGERY

Always use full-color lifestyle or product imagery (refer to page 5.2). Never use imagery in one color, grayscale, duotone, and/or sepia tone.

## ICONS



Color: Digital Red 1 (#c4262e)

## ICONOGRAPHY

Consistency is key. Bold, straightforward icons are the simplest way to convey our brand. For additional nVent branded icons, refer to pages 2.32–2.39.

## CALL-TO-ACTION (CTA) BUTTONS

These buttons should always be consistent and concise. The main purpose of a call-to-action button is to easily engage the user to click to see additional information.

## BRAND COLORS

Only the approved digital color palette may be used (refer to page 7.3).

## BRAND FONTS

Use a variety of the font Roboto, as detailed (refer to pages 7.4 and 2.16–2.19).

## BUTTONS

**CALL-TO-ACTION**

NORMAL  
Color: Digital Red 1 (#c4262e)

**CALL-TO-ACTION**

HOVER  
Color: Digital Red 2 (#88030a)

**CALL-TO-ACTION TEXT**

NORMAL  
Color: Digital Red 1 (#c4262e)

**CALL-TO-ACTION TEXT**

HOVER  
Color: Digital Red 2 (#88030a)

## ICON RIGHT OF TEXT

**ICON RIGHT** →

NORMAL  
Color: Digital Red 1 (#c4262e)

**ICON RIGHT** →

HOVER  
Color: Digital Red 2 (#88030a)

## ICON LEFT OF TEXT

→ **ICON LEFT**

NORMAL  
Color: Digital Red 1 (#c4262e)

→ **ICON LEFT**

HOVER  
Color: Digital Red 2 (#88030a)

## STANDARD LINKS

### Inline link

Font: Roboto (Sentence Case); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 1 (#c4262e)

### Category Link

Font: Roboto (Title Case); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 1 (#c4262e)

### Category Link Hover

Font: Roboto (Title Case); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 2 (#88030a)

### CATEGORY TITLE

Font: Roboto (Uppercase); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Gray 1 (#7b7b7b)

### CATEGORY TITLE HOVER

Font: Roboto (Uppercase); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 2 (#88030a)

### CATEGORY TITLE OPEN

Font: Roboto (Uppercase); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Gray 1 (#7b7b7b)

### CATEGORY TITLE CLOSE

Font: Roboto (Uppercase); Weight: 700; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Gray 1 (#7b7b7b)

## BREAD CRUMB LINKS

### Products > Products > Products

Font: Roboto (Title Case); Weight: 400; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Gray 1 (#7b7b7b)

## FILTER LINKS

### × Selected Filter

Font: Roboto (Title Case); Weight: 400; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Black (#000000)

### × Selected Filter

Font: Roboto (Title Case); Weight: 400; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 1 (#c4262e)

## LINKS

Clear, understandable, consistent and clickable. Not all links need to be underlined, but they need to be easily recognizable by the user.

## BRAND COLORS

Only the approved digital color palette may be used (refer to page 7.3).

## BRAND FONTS

Use a variety of the font Roboto, as detailed (refer to pages 7.4 and 2.16–2.19).



## FORMS

### Checkbox

Font: Roboto (Sentence Case); Weight: 500; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Black (#000000)

### Checkbox Hover

Font: Roboto (Sentence Case); Weight: 500; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 2 (#88030a)

### Checkbox Unchecked

Font: Roboto (Sentence Case); Weight: 500; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Black (#000000)

### Radio Button

Font: Roboto (Sentence Case); Weight: 500; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Black (#000000)

### Radio Button Hover

Font: Roboto (Sentence Case); Weight: 500; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Red 2 (#88030a)

### Radio Button Unchecked

Font: Roboto (Sentence Case); Weight: 500; Type Size: 1.6rem; Line Height: 1.5em; Color: Digital Black (#000000)

## FIELDS

INPUT FIELD – Border: 1px; Color: Digital Gray 3 (#d7d7d7)

DROPDOWN FIELD – Border: 1px; Color: Digital Gray 3 (#d7d7d7)

ERROR STATE – Border: 1px; Color: Digital Red 1 (#c4262e)

ACTIVE STATE – Border: 1px; Color: Digital Black (#000000)

## FORMS & FIELDS

Well-designed forms and fields make for a positive and engaging user experience and drive stronger completion rates, which lead to higher conversions.

## BRAND COLORS

Only the approved digital color palette may be used (refer to page 7.3).

## BRAND FONTS

Use a variety of the font Roboto, as detailed (refer to pages 7.4 and 2.16–2.19).

## SECTION 8

# Promotional Items

### 8.1 **APPAREL**

- 8.2 Polo Shirts  
(Enterprise Brand)
- 8.3 Polo Shirts  
(Product Brand)
- 8.4 T-Shirts  
(Enterprise Brand)
- 8.5 T-Shirts  
(Product Brand)
- 8.6 Baseball Caps  
(Enterprise Brand)
- 8.7 Baseball Caps  
(Product Brand)

### 8.8 **GIVEAWAYS**

- 8.9 Drinkware
- 8.9 Electronics
- 8.9 Golf Balls
- 8.9 Key Chains
- 8.9 Novelties
- 8.9 Tote Bags

SECTION 8

# Promotional Items

# APPAREL



nVent.com may be embroidered on polo shirt's right sleeve.

### **POLO SHIRTS (Enterprise Brand)**

When integrating the nVent brand into promotional items, such as polo shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### **LOGO**

The nVent logo is positioned on the left chest, as shown. Use the full-color logo on white apparel and the reversed logo on black apparel.

### **URL**

When the applications dictate the use, the URL (e.g., nVent.com) can be embroidered on the right sleeve (refer to the illustration).

### **BRAND COLORS**

Apparel and embroidery should best match the nVent color palette (refer to page 2.11).

### **APPLICATIONS**

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



nVent.com may be embroidered on polo shirt's right sleeve.

### **POLO SHIRTS (Product Brand)**

When integrating an nVent Product Brand into promotional items, such as polo shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### **PRODUCT BRAND LOGO**

The nVent Product Brand Secondary Logo is positioned on the left chest, as shown. Use the full-color logo on white apparel and the reversed logo on black apparel.

### **URL**

When the applications dictate the use, the URL (e.g., nVent.com or nVent.com/CADDY) can be embroidered on the right sleeve (refer to the illustration).

### **BRAND COLORS**

Apparel and embroidery should best match the nVent color palette (refer to page 2.11).

### **APPLICATIONS**

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



**FRONT**



**BACK**

### **T-SHIRTS (Enterprise Brand)**

When integrating the nVent brand into promotional items, such as t-shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### **LOGO**

The nVent logo is positioned on the back in the center, as shown. Use the full-color logo on white apparel and the reversed logo on black apparel.

### **SPARK**

While it is our goal to use the Spark as a stand-alone brand element, until our logo is widely recognized by our customers, the Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo. Refer to pages 2.21–2.26 for detailed specifications and restrictions.

### **BRAND COLORS**

Apparel and embroidery should best match the nVent color palette (refer to page 2.11).

### **APPLICATIONS**

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



**FRONT**



**BACK**

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

### **T-SHIRTS (Product Brand)**

When integrating the nVent brand into promotional items, such as t-shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### **PRODUCT BRAND LOGO**

The nVent Product Brand Secondary Logo is positioned on the back in the center, as shown. Use the full-color logo on white apparel and the reversed logo on black apparel.

### **SPARK**

While it is our goal to use the Spark as a stand-alone brand element, until our logo is widely recognized by our customers, the Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo. Refer to pages 2.21–2.26 for detailed specifications and restrictions.

### **BRAND COLORS**

Apparel and embroidery should best match the nVent color palette (refer to page 2.11).

### **APPLICATIONS**

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



### **BASEBALL CAPS (Enterprise Brand)**

When integrating the nVent brand into promotional items, such as baseball caps, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

#### **LOGO**

The nVent logo is centered on the front, as shown. Use the full-color logo on white caps and the reversed logo on black or blue caps.

#### **URL**

When the applications dictate the use, the URL (e.g., nVent.com) can be embroidered on the back of the cap.

#### **BRAND COLORS**

Apparel and embroidery should best match the nVent color palette (refer to page 2.11).

#### **APPLICATIONS**

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

#### **BRAND ART**

Refer to page 2.41 for reproduction artwork.





### **BASEBALL CAPS (Product Brand)**

When integrating the nVent brand into promotional items, such as baseball caps, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### **PRODUCT BRAND LOGO**

The nVent Product Brand Secondary Logo is centered on the front, as shown. Use the full-color logo on white caps and the reversed logo on black or camouflage caps.

### **URL**

When the applications dictate the use, the URL can be embroidered on the back of the cap (e.g., nVent.com or nVent.com/RAYCHEM).

### **BRAND COLORS**

Apparel and embroidery should best match the nVent color palette (refer to page 2.11).

### **APPLICATIONS**

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

SECTION 8

# Promotional Items

# GIVEAWAYS



When integrating the nVent brand into promotional items it is absolutely critical for brand consistency to adhere to the standards established in the brand guide. Below is a list of possible giveaways that may be branded:

- Drinkware
- Electronics
- Golf Balls
- Key Chains
- Novelties
- Tote Bags
- Writing Instruments

### SECONDARY MESSAGES

When using secondary messaging, separate the nVent logo by placing the specific message on the alternate side or surface of that particular promotional item.

### BRAND COLORS

Ink and embroidery should best match the nVent color palette (refer to page 2.11).

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

## SECTION 9

# Signage

### 9.1 **HANGING SIGNAGE**

9.2 Logo Banner

9.3 Logo Flag

### 9.4 **EXTERIOR SIGNAGE**

9.5 Building Signage

9.6 Building Panel Signage

9.7 Pylon Signage

9.8 Monument Signage

9.14 Directional Signage

### 9.16 **INTERIOR SIGNAGE**

9.17 Overview

9.18 Lobby Signage

9.19 Glass Door Signage

9.23 Room Signage

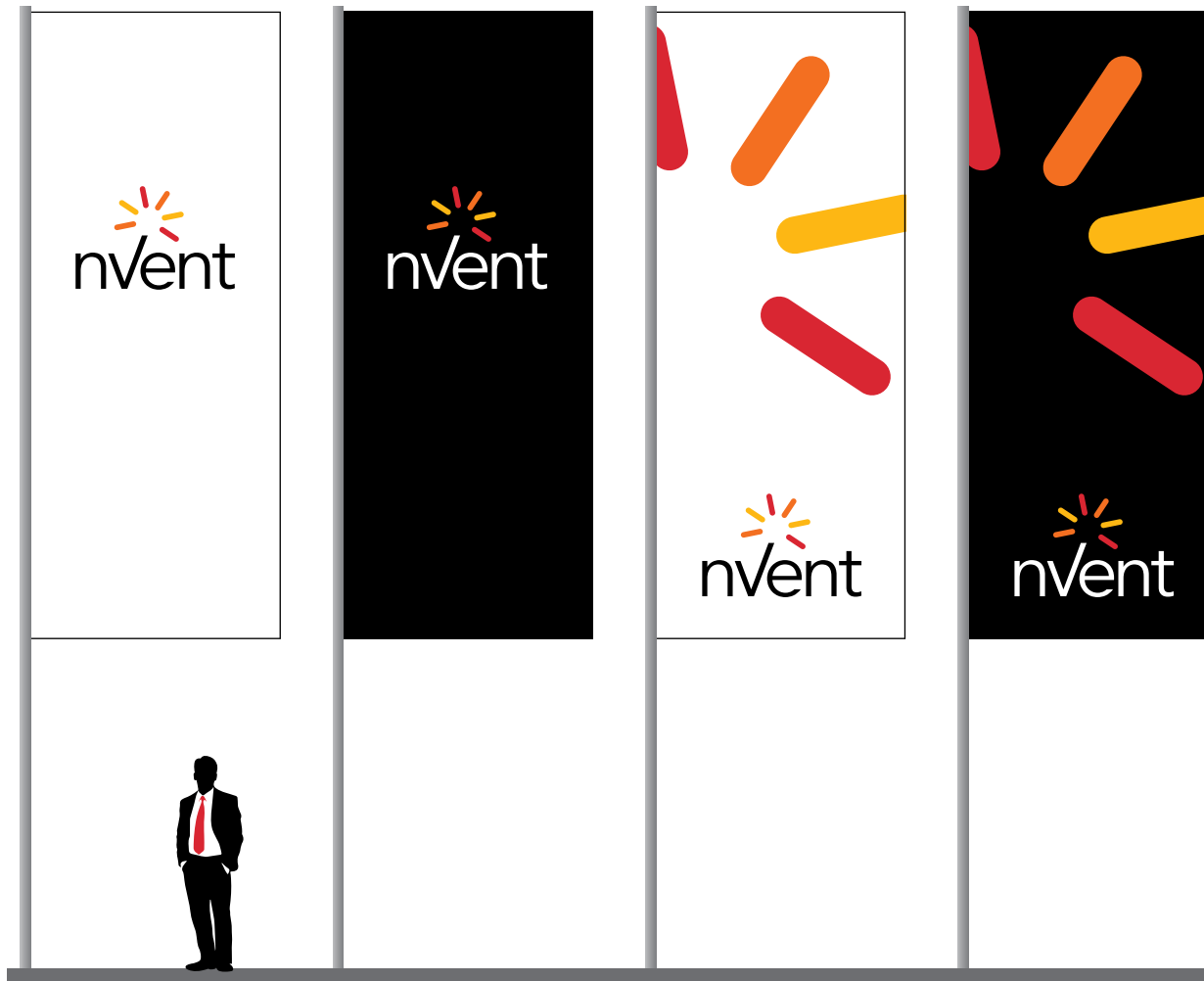
9.24 Workstation Signage

9.25 Restroom Signage

SECTION 9

# Signage

# HANGING SIGNAGE



### LOGO BANNER

Placement to be determined by operation/building requirements.

### DIMENSIONS

To be determined by location.

### BACKGROUND

Fabric/Vinyl.

### LOGO

Full-color logo.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### LOGO FLAG

Placement to be determined by operation/building requirements.

### DIMENSIONS

Width: 8' 0" (2.5m)

Height: 5' 0" (1.5m)

### BACKGROUND

Fabric/Vinyl.

### LOGO

Full-color logo centered on flag.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

### BRAND ART

Refer to page 2.41 for reproduction artwork.

SECTION 9

# Signage

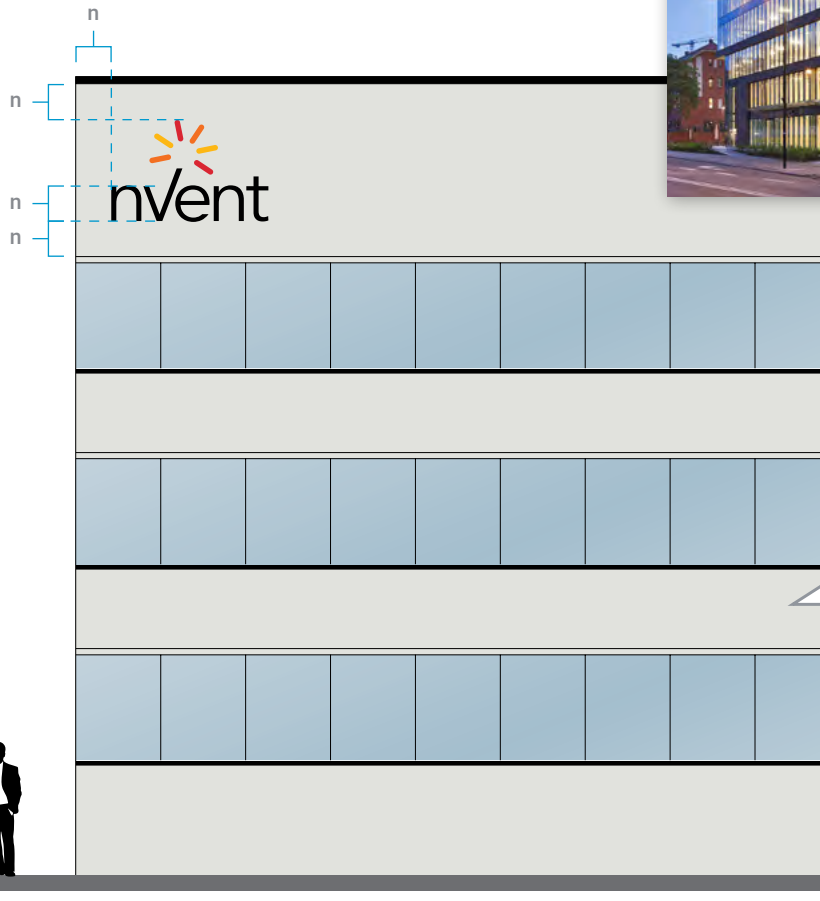
# EXTERIOR SIGNAGE



**IMPORTANT NOTE:** All nVent facilities are only allowed to use the nVent logo on building exteriors – no product brand logos are permitted.



Logo Illuminated at Night



Logo in Daylight

### BUILDING SIGNAGE

Individual letters mounted directly to existing building, either aligning left or right corner depending on need.

### DIMENSIONS

Size of individual letters to be determined on area of building fascia and top of proposed building.

### LOGO

Full-color nVent logo with internal face illuminated individual components. In daylight the nVent logotype appears black and when illuminated at night the nVent logotype appears white. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

### BRAND ART

Refer to page 2.41 for reproduction artwork.



Outside Front View

### BUILDING PANEL SIGNAGE

Panel to be mounted on either side of entry door, depending on space available. One sign permitted per entry door.

### DIMENSIONS

Width: 42" / 1066mm

Height: 19.5" / 495mm

Depth: 0.25" / 6mm

### BACKGROUND

Painted white acrylic panel.

### LOGO

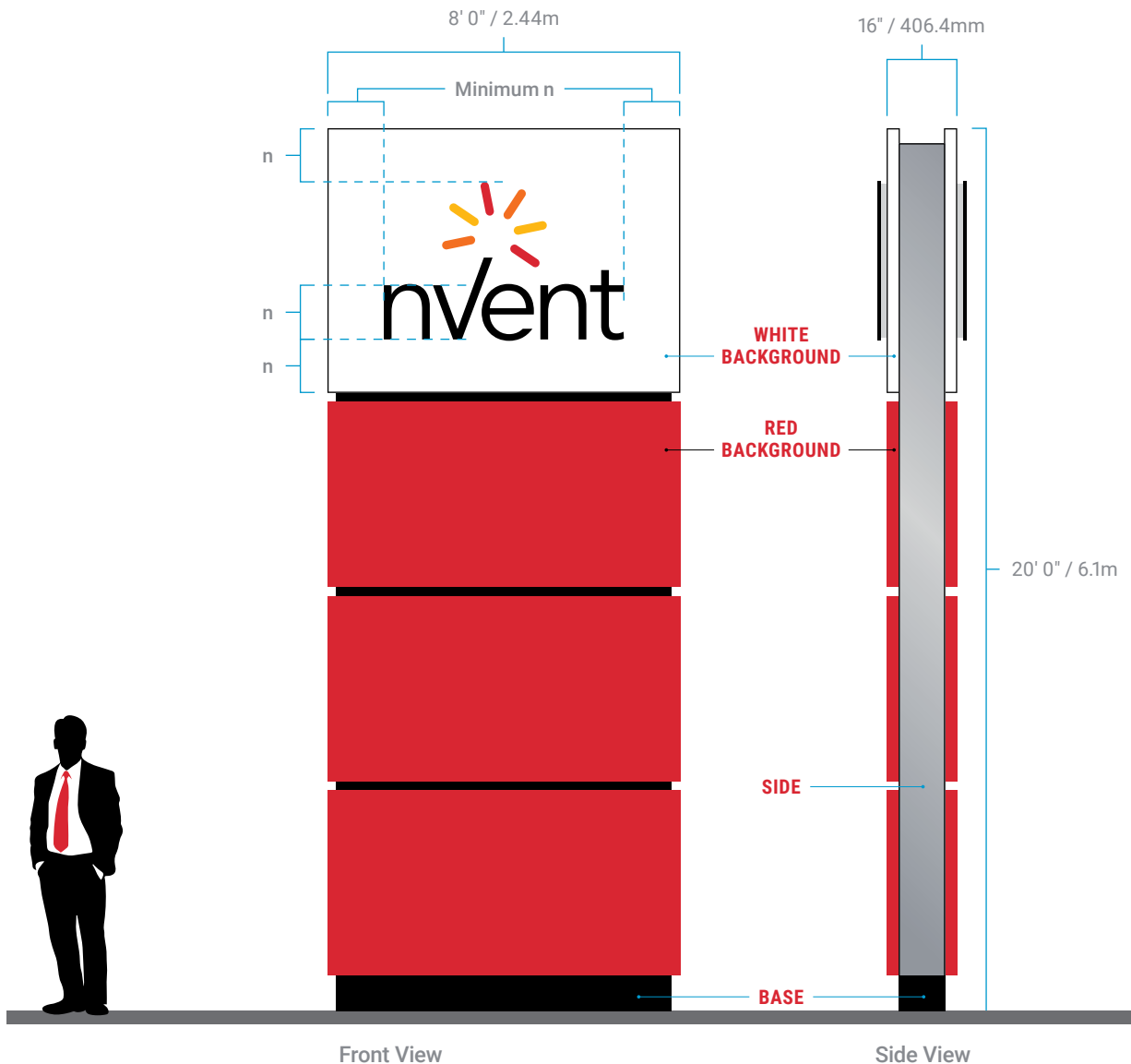
Full-color nVent logo attached to white panel. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### PYLON SIGNAGE

Information displayed and placement to be determined by operation/building requirements.

### DIMENSIONS

Width: 8' 0" / 2.44m

Height: 20' 0" / 6.1m

Depth: 16" / 406.4mm

### BACKGROUND

White ACM sign box with Pantone® 1797 CP Red ACM panels. Double-sided sign, if needed.

### SIDE

Brushed metal insert. Yellow LED lighting on side to provide glow.

### BASE

Black metal.

### LOGO

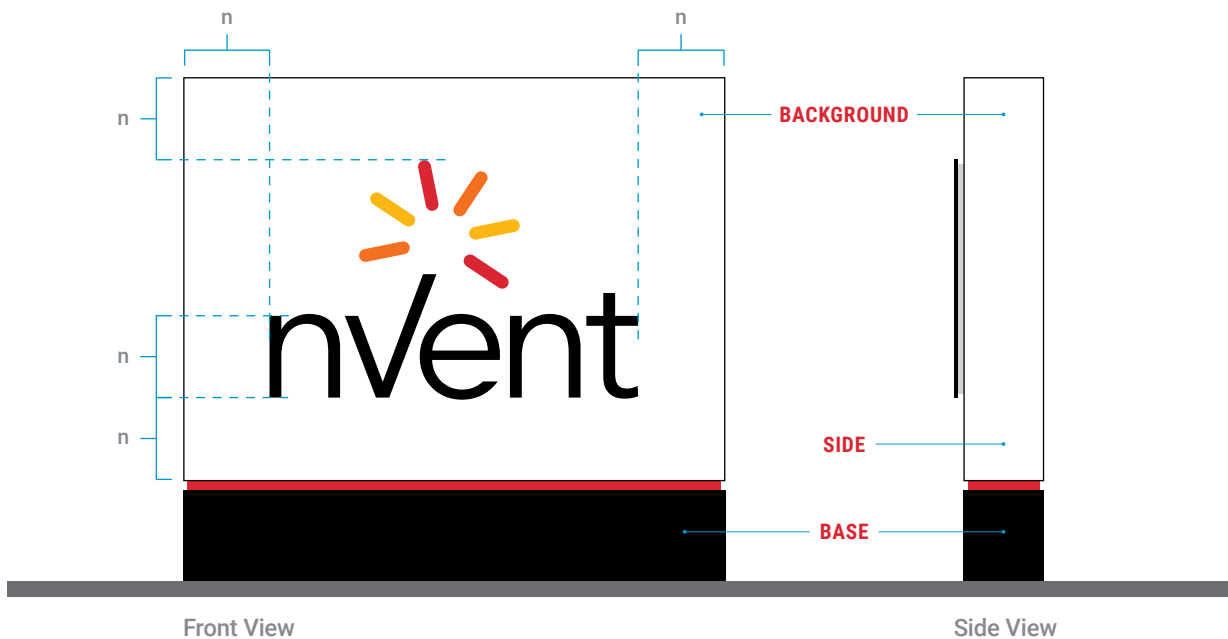
Full-color push through internally illuminated, halo-lit acrylic logo with white halo-lit returns. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

### BRAND ART

Refer to page 2.41 for reproduction artwork.



Front View

Side View

**IMPORTANT NOTE:** The use of product brand and segment names on monument signs, as outlined in the nVent Brand Identity Standards, must follow these two guidelines:

1. If the existing monument sign only has a Pentair logo, the rebranded monument sign must have ONLY have an nVent logo.
2. If the existing monument sign has a product brand or segment name, it is allowed to use the product brand or segment name along with the nVent logo, as outlined in the brand standards.

The use of product brand or segment names are only allowed on monument signs, and should not be applied to any other exterior signage. All other exterior signage must only use the nVent logo.

## MONUMENT SIGNAGE

Information displayed, size and placement to be determined by operation/building requirements. For monument signage that includes the street address number, refer to page 9.13.

## DIMENSIONS

Width: 68" / 1727mm

Height: 68" / 1727mm

Depth: 12" / 305mm

## BACKGROUND

White metal sign box.

## BASE

Black metal.

## LOGO

Full-color push through internally illuminated, acrylic logo. Never use product brand logos.

## LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

## BRAND ART

Refer to page 2.41 for reproduction artwork.

### PRODUCT BRAND



### MONUMENT SIGNAGE: Product Brand versus Segment

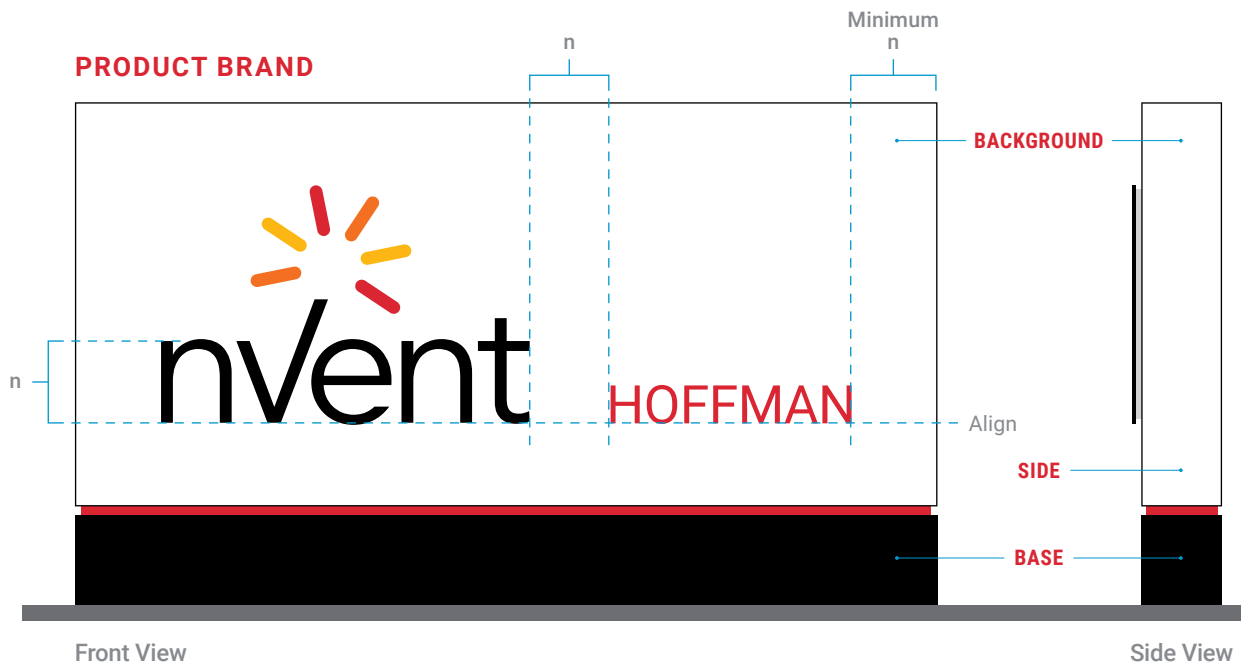
When determining the content to the right of the nVent logo, please adhere to the following criteria:

- If a facility manufactures only one product brand, use the specific product brand name. See detailed specifications on page 9.10.
- If a facility manufactures more than one product brand, either the most identifiable product brand or segment name can be used. See detailed specifications on page 9.10 for product brands or page 9.11 for segments.

Regardless of the selection, there can only be either the product brand or segment next to the nVent logo. If segment requires two lines of text, refer to page 9.12.

### SEGMENT





### MONUMENT SIGNAGE: Product Brand

This format is only to be used for Product Brands.

For monument signage that includes the street address number, refer to page 9.13.

### DIMENSIONS

Width: 114" / 2896mm

Height: 68" / 1727mm

Depth: 12" / 305mm

### BACKGROUND

White metal sign box.

### BASE

Black metal.

### LOGO

Full-color push through internally illuminated, acrylic logo. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

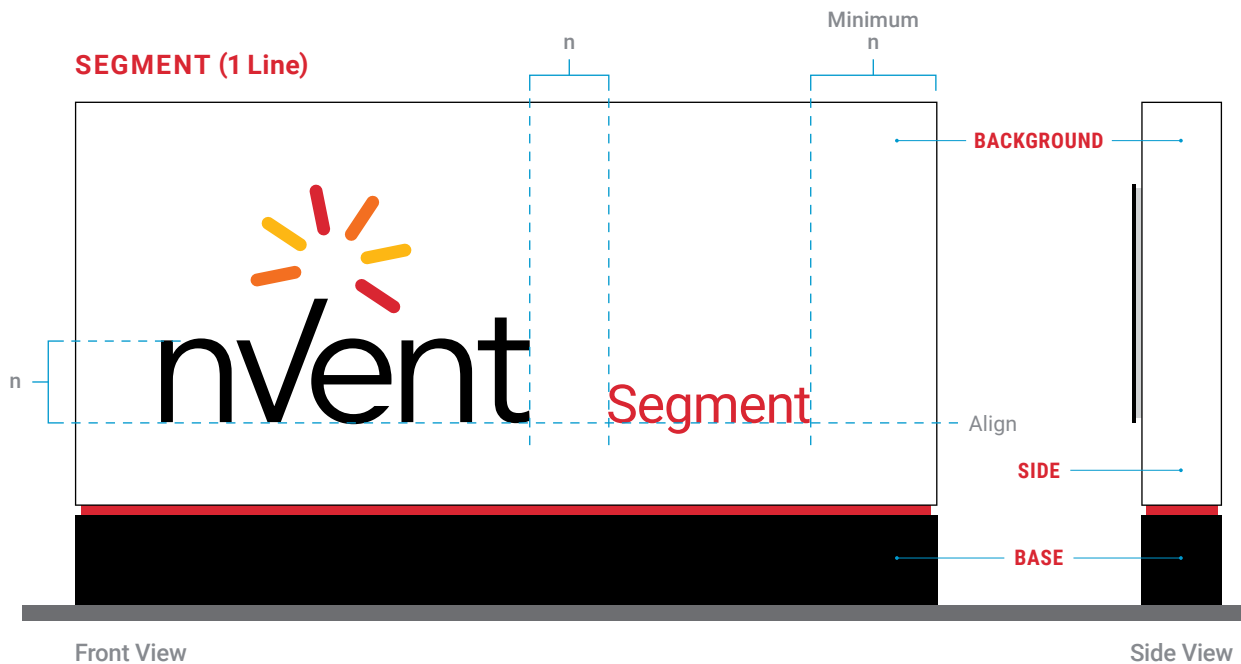
Follow specifications shown (refer to page 2.4).

### TYPOGRAPHY

Roboto Regular, uppercase, Pantone® 1797 CP Red.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### MONUMENT SIGNAGE: Segment (1 Line)

This format is only to be used for Segments. If the segment requires two lines, refer to page 9.12.

For monument signage that includes the street address number, refer to page 9.13.

### DIMENSIONS

Width: 114" / 2896mm

Height: 68" / 1727mm

Depth: 12" / 305mm

### BACKGROUND

White metal sign box.

### BASE

Black metal.

### LOGO

Full-color push through internally illuminated, acrylic logo. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

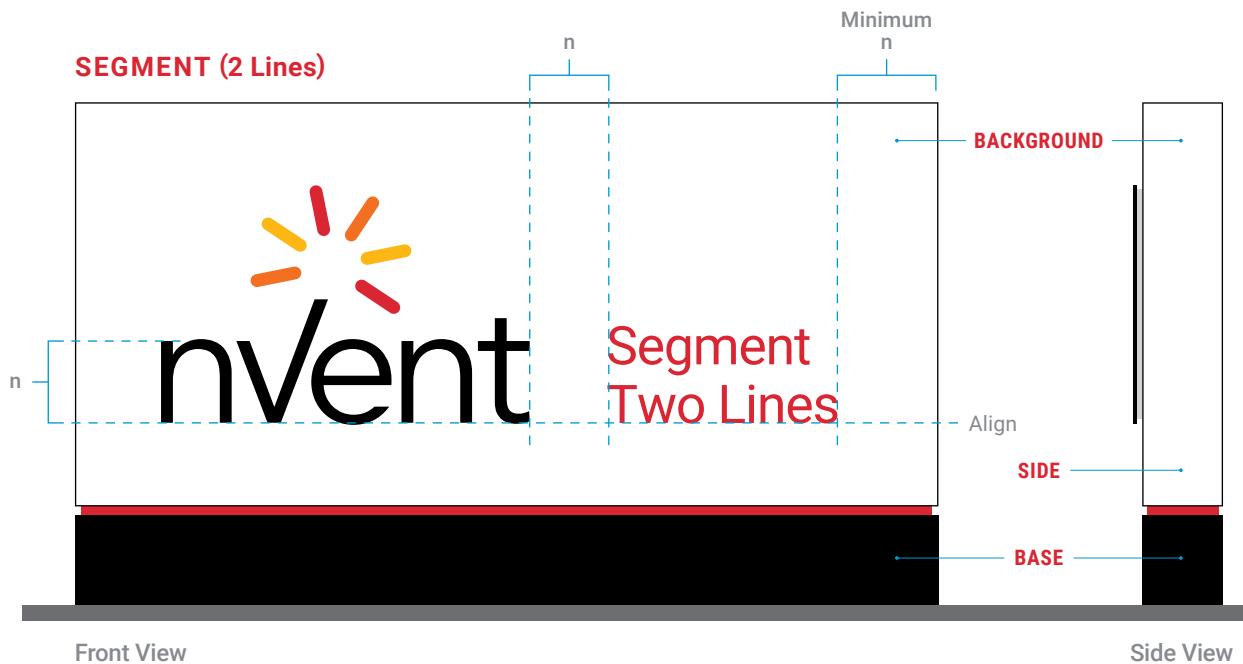
Follow specifications shown (refer to page 2.4).

### TYPOGRAPHY

Roboto Regular, uppercase, Pantone® 1797 CP Red.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### MONUMENT SIGNAGE: Segment (2 Lines)

This format is only to be used for Segments that require two lines of text.

For monument signage that includes the street address number, refer to page 9.13.

### DIMENSIONS

Width: 114" / 2896mm

Height: 68" / 1727mm

Depth: 12" / 305mm

### BACKGROUND

White metal sign box.

### BASE

Black metal.

### LOGO

Full-color push through internally illuminated, acrylic logo. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

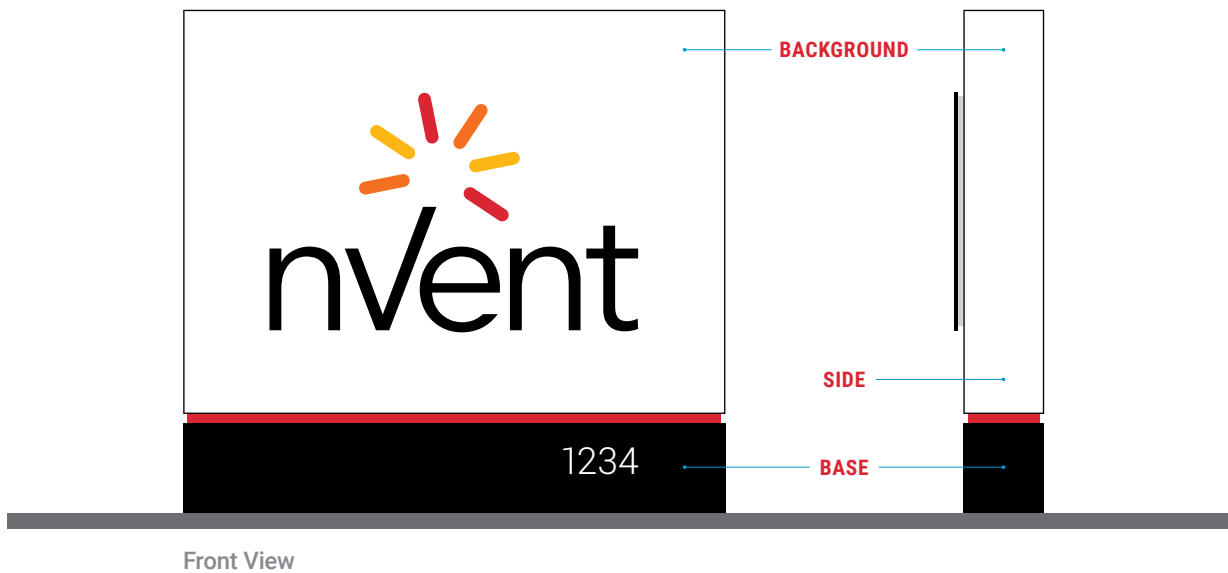
### TYPOGRAPHY

Roboto Regular, uppercase, Pantone® 1797 CP Red.

### BRAND ART

Refer to page 2.41 for reproduction artwork.





### MONUMENT SIGNAGE WITH STREET ADDRESS

This format is to be used when the monument sign requires the street address number.

#### DIMENSIONS

Width: 68" / 1727mm

Height: 68" / 1727mm

Depth: 12" / 305mm

#### BACKGROUND

White metal sign box.

#### BASE

Black metal.

#### LOGO

Full-color push through internally illuminated, acrylic logo. Never use product brand logos.

#### LOGO CLEAR SPACE & ALIGNMENT

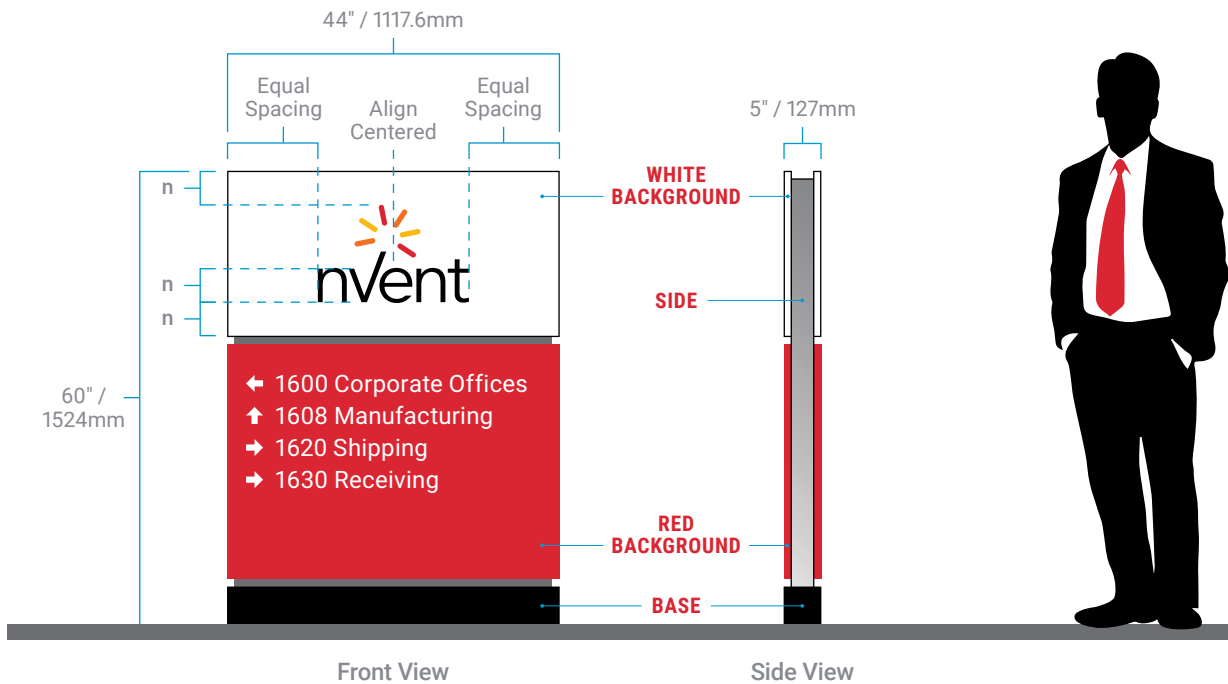
Follow specifications shown (refer to page 2.4).

#### TYPOGRAPHY

Roboto Regular, uppercase, White.

#### BRAND ART

Refer to page 2.41 for reproduction artwork.



### DIRECTIONAL SIGNAGE (Preferred)

Information displayed and placement to be determined by operation/building requirements.

### DIMENSIONS

Width: 44" / 1117.6mm

Height: 60" / 1524mm

Depth: 5" / 127mm

### BACKGROUND

White and Red powdercoated metal finish sign box.

### SIDE

Brushed metal insert with LED lighting on side to provide glow, if available.

### BASE

Black metal.

### LOGO

Full-color vinyl art applied to white panel. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

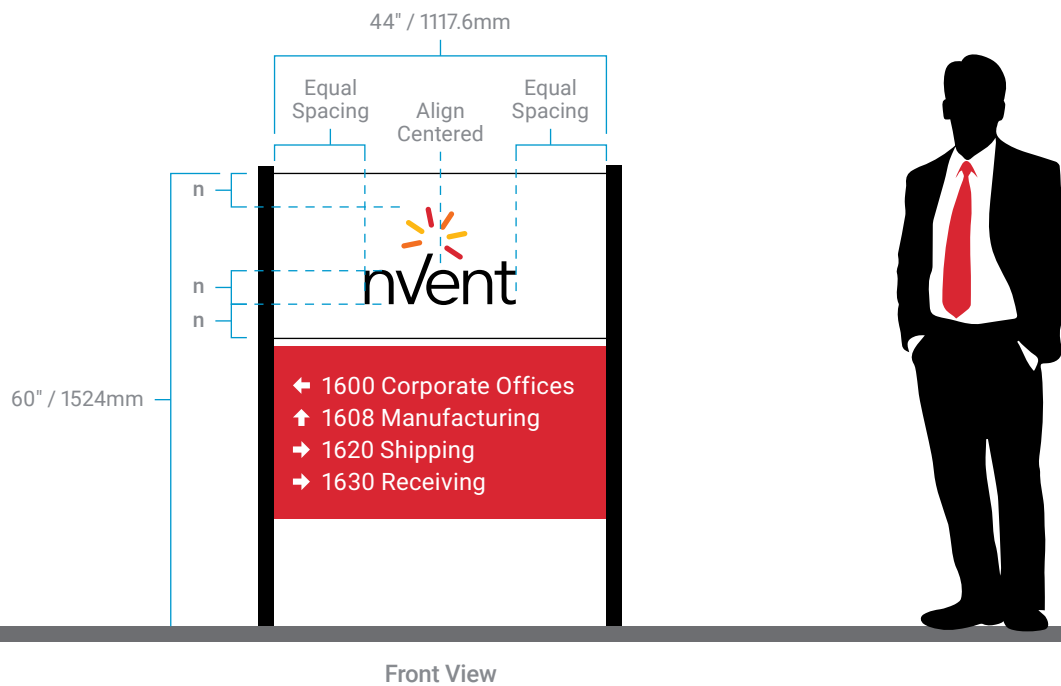
Follow specifications shown (refer to page 2.4).

### SECONDARY INFORMATION

Typeset in Roboto Regular, title case. White vinyl art applied to Red sign panel.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### DIRECTIONAL SIGNAGE (Acceptable)

Information displayed and placement to be determined by operation/building requirements.

### DIMENSIONS

Width: 44" / 1117.6mm

Height: 60" / 1524mm

Size varies, may be determined by location.

### BACKGROUND

White and Red powdercoated metal finish sign panels with posts. Height of red metal sign to be determined by secondary information, not to be smaller than 22" in height. Signage thickness to be determined by codes and sign manufacturer.

### BASE/SIDES

2" x 2" black metal posts.

### LOGO

Full-color vinyl graphic applied to white panel. Never use product brand logos.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 2.4).

### SECONDARY INFORMATION

Typeset in Roboto Regular, title case. White vinyl art applied to Red sign panel.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

SECTION 9

# Signage

# INTERIOR SIGNAGE

## 9 SIGNAGE INTERIOR SIGNAGE



LOBBY TREATMENT

### OVERVIEW

Our interior office space is a very prominent location to put our brand on display and to make a positive first impression to our most important priorities — our employees, our partners and our customers.

### INTERIOR WALLS

For brand consistency across our multiple and varied interior office spaces, the walls are to be painted white. Accent walls in black or red with brand elements are allowed in certain areas, but not in location of close proximity.

### BRAND ART

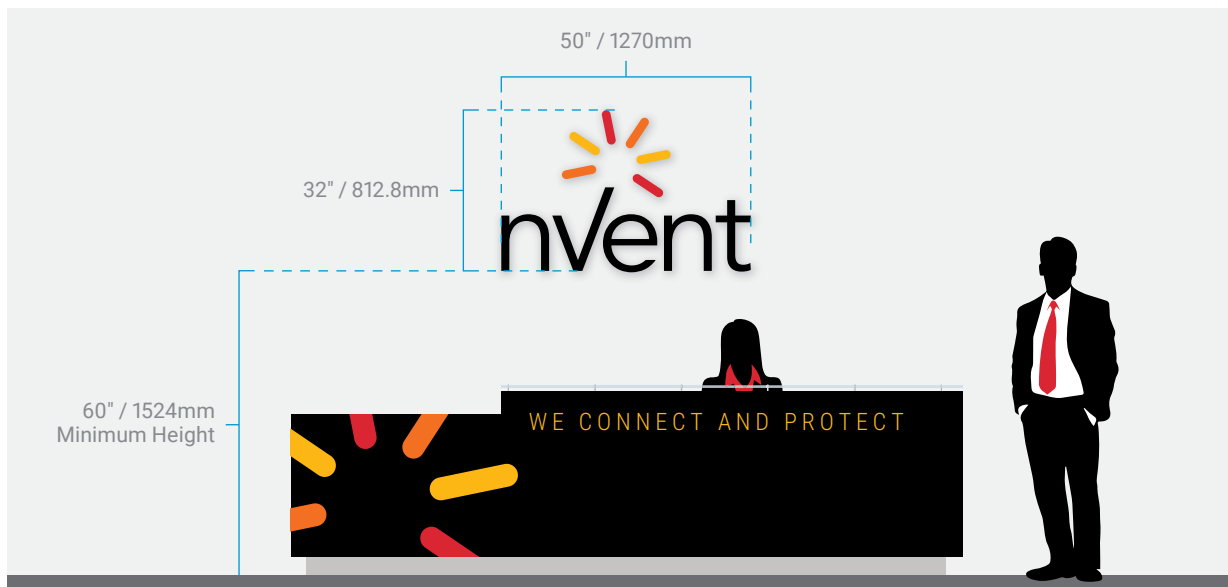
Refer to page 2.41 for reproduction artwork.

OFFICE SPACE TREATMENT



CONFERENCE ROOM TREATMENT





### LOBBY SIGNAGE

Sign to be centered over reception desk, with a minimum of 60" (1524mm) from base of sign to finished floor.

### DIMENSIONS

Width: 50" / 1270mm

Height: 32" / 812.8mm

Depth: 0.25" / 6mm

### LOGO

Three-dimensional logo attached to the wall. Full-color on face/front and brushed metal on sides. This treatment is only to be used at interior lobby locations.

### LOGO CLEAR SPACE & ALIGNMENT

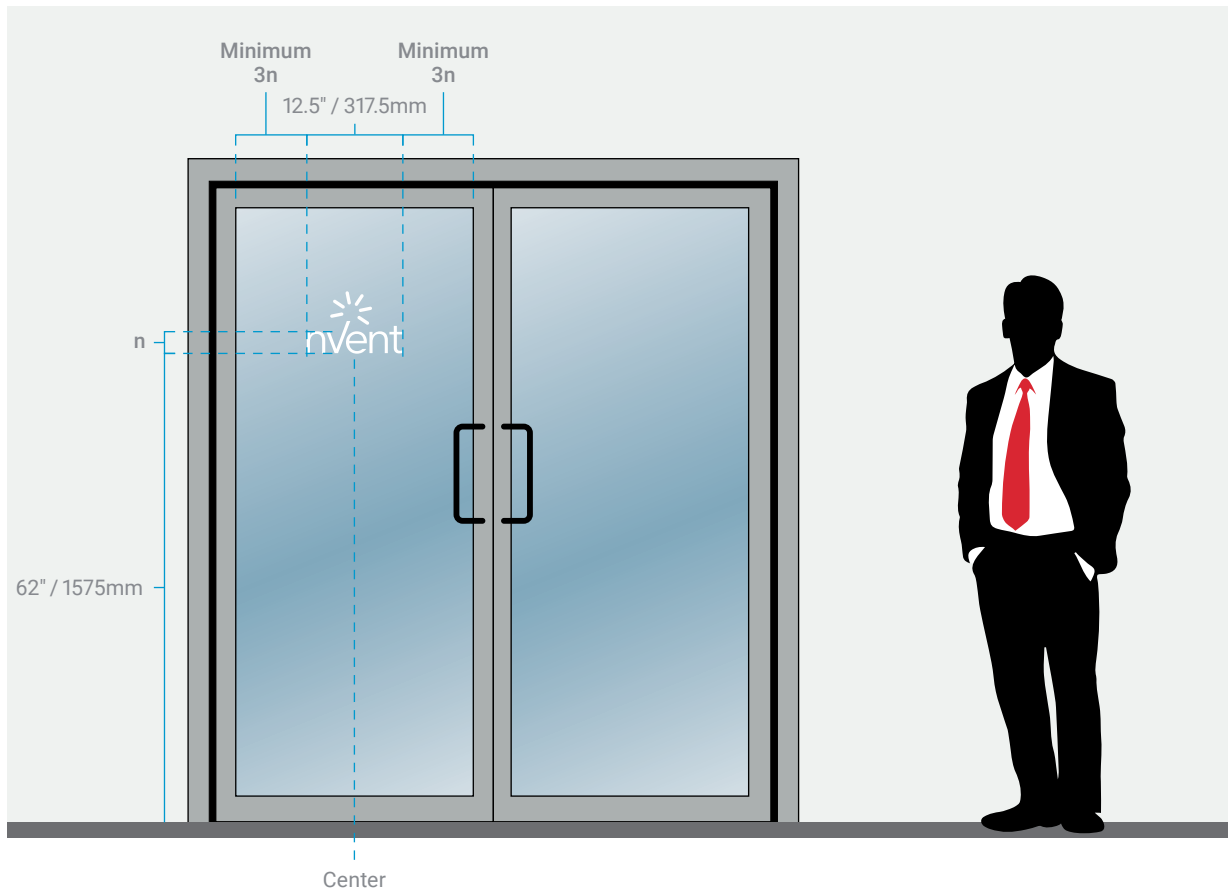
Follow specifications shown (refer to page 2.4).

### INTERIOR WALLS

Interior wall color to be painted white.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### GLASS DOOR SIGNAGE

- **Double Doors Application.** Logo centered on left facing door. The baseline of the logo measures 62" (1575mm) to floor surface.
- **Single Door Application.** Logo centered on door. The baseline of the logo measures 62" (1575mm) to floor surface.

### DIMENSIONS

See illustration to the left.

### LOGO

White vinyl art.

### LOGO CLEAR SPACE & ALIGNMENT

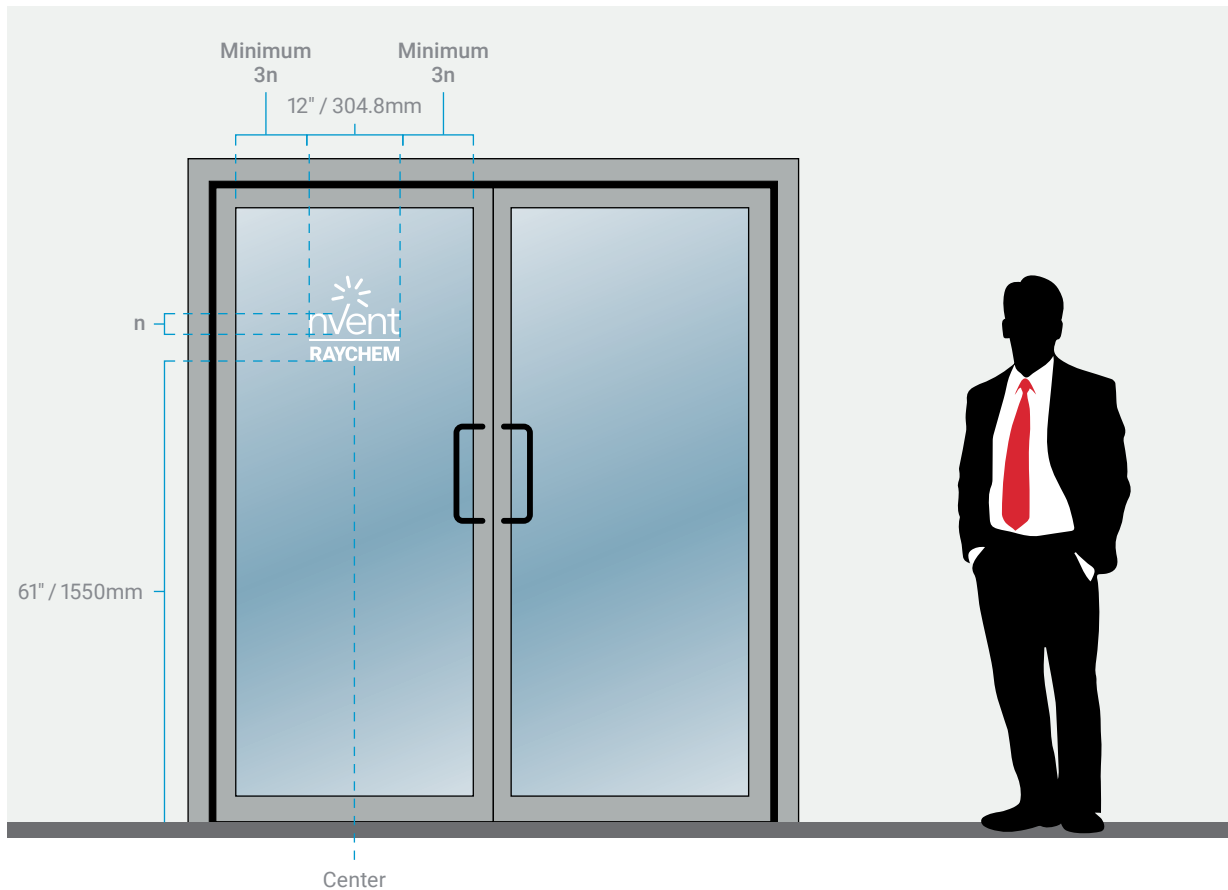
Follow specifications shown (refer to page 2.4).

### INTERIOR WALLS

Interior wall color to be painted white.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



### GLASS DOOR SIGNAGE: Product Brand

When determining the content on the right facing door, please adhere to the following criteria:

- The secondary product brand logo on the door represents the most identifiable product brand manufactured at the facility.

**IMPORTANT NOTE:** If this is for a Segment only, refer to pages 9.21–9.22.

### APPLICATION

- **Double Doors Application.** Logo centered on left facing door. The baseline of the product brand logo measures 61" (1550mm) to floor surface.
- **Single Door Application.** Logo centered on door. The baseline of the product brand logo measures 61" (1550mm) to floor surface.

### DIMENSIONS

See illustration to the left.

### LOGO

White vinyl art.

### LOGO CLEAR SPACE & ALIGNMENT

Follow specifications shown (refer to page 3.11).

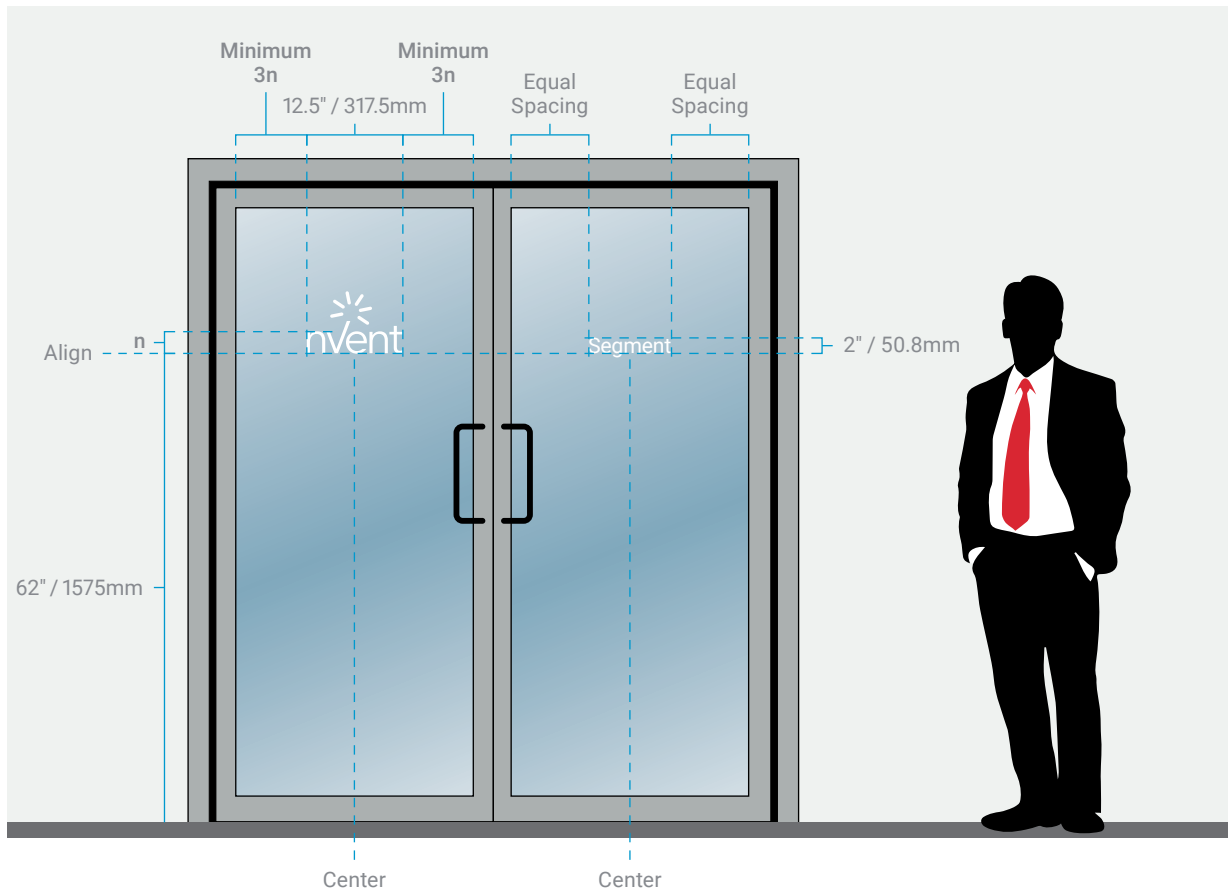
### INTERIOR WALLS

Interior wall color to be painted white.

### BRAND ART

Refer to page 2.41 for reproduction artwork.





**GLASS DOOR SIGNAGE: Segment (1 Line)**

- **Double Doors Application.** Logo centered on left facing door. The Segment is placed on the right facing door. The baseline of the logo and segment measure 62" (1575mm) to floor surface.
- **Single Door Application.** Logo centered on door with no Segment. The baseline of the logo measures 62" (1575mm) to floor surface.

**IMPORTANT NOTE:** If the Segment is too wide for the door, use the 2 Line option on page 9.22.

**DIMENSIONS**

See illustration to the left.

**LOGO/SEGMENT**

White vinyl art.

**LOGO CLEAR SPACE & ALIGNMENT**

Follow specifications shown (refer to page 2.4).

**TYPOGRAPHY (Segment)**

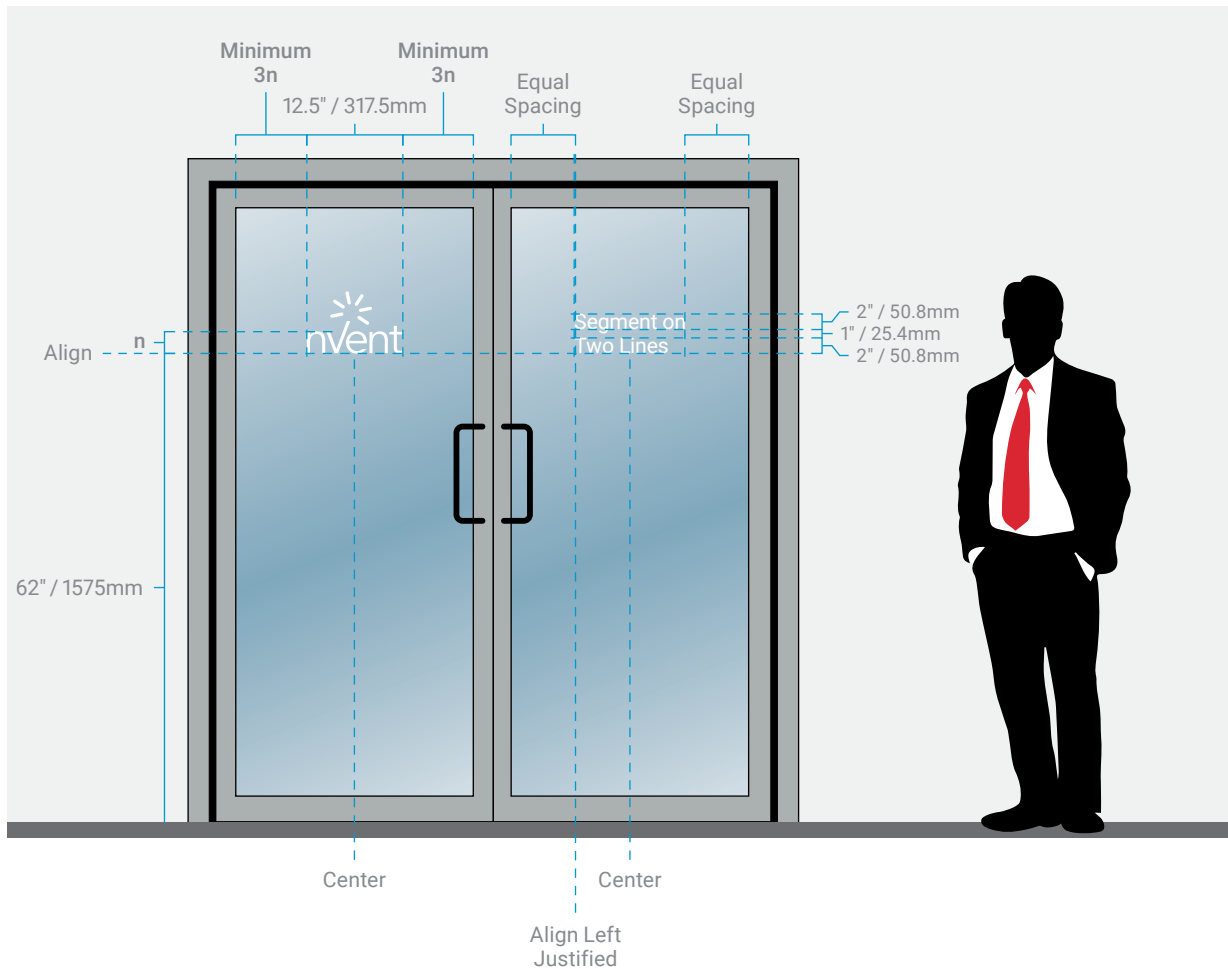
Roboto Regular, title case.

**INTERIOR WALLS**

Interior wall color to be painted white.

**BRAND ART**

Refer to page 2.41 for reproduction artwork.



**GLASS DOOR SIGNAGE: Segment (2 Line)**

This format is only to be used when the Segment requires two lines of text.

- **Double Doors Application.** Logo centered on left facing door. The Segment is placed on the right facing door. The baseline of the logo and Segment's second line measure 62" (1575mm) to floor surface.
- **Single Door Application.** Logo centered on door with no Segment. The baseline of the logo measures 62" (1575mm) to floor surface.

**DIMENSIONS**

See illustration to the left.

**LOGO**

White vinyl art.

**LOGO CLEAR SPACE & ALIGNMENT**

Follow specifications shown (refer to page 2.4).

**TYPOGRAPHY (Segment)**

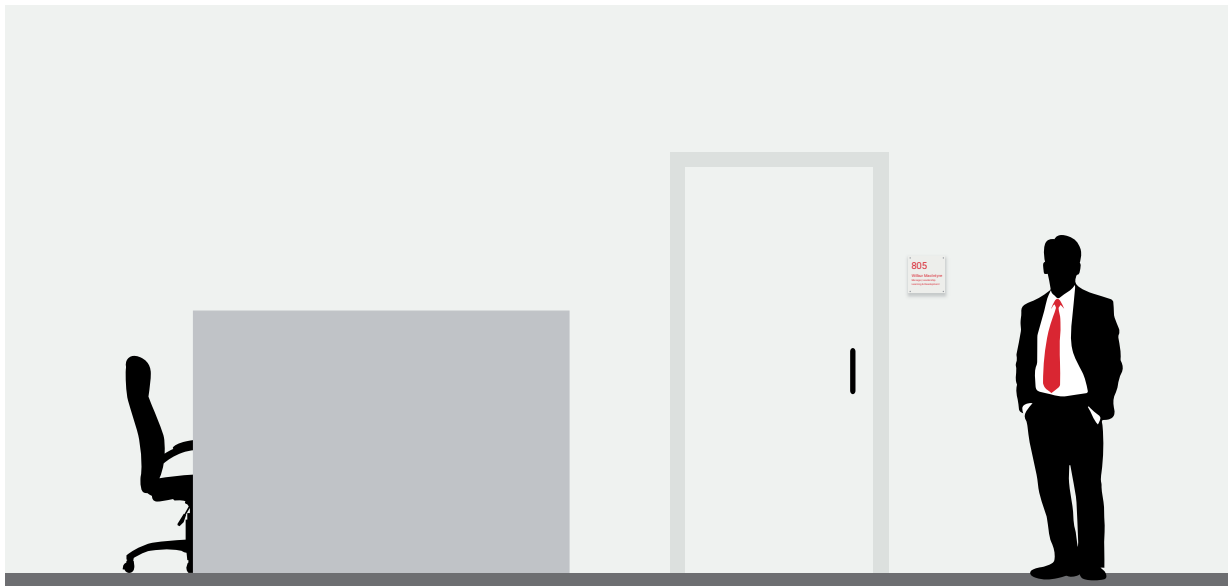
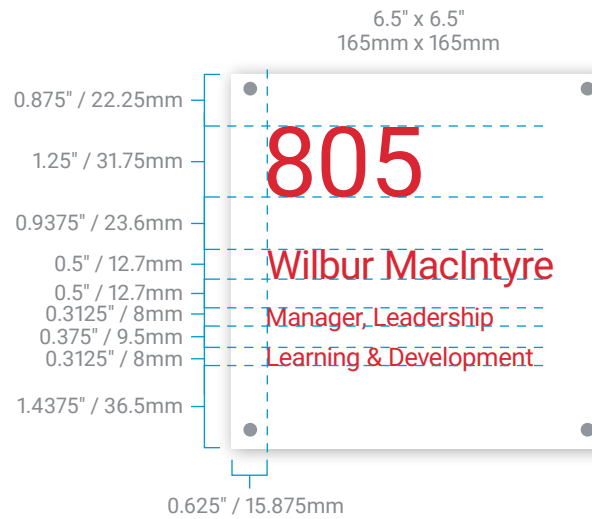
Roboto Regular, title case.

**INTERIOR WALLS**

Interior wall color to be painted white.

**BRAND ART**

Refer to page 2.41 for reproduction artwork.



**ROOM SIGNAGE**

Sign to be positioned on the wall on the same side of the door as the handle, 2" (50.8mm) from the trim and 54" (1376mm) from the top of sign to the finished floor.

**DIMENSIONS**

Width: 6.5" / 165mm  
 Height: 6.5" / 165mm  
 Depth: 0.125" / 305mm

**BACKGROUND**

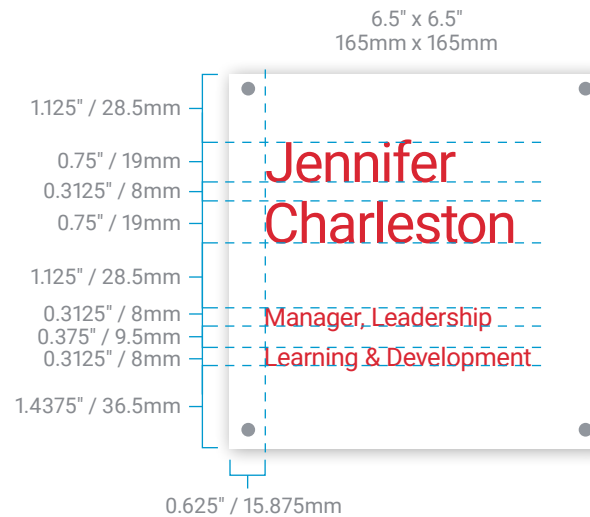
Clear acrylic sign with Pantone® 1797 CP Red vinyl or screened printed art.

**INTERIOR WALLS**

Interior wall color to be painted white.

**BRAND ART**

Refer to page 2.41 for reproduction artwork.



**WORKSTATION SIGNAGE**

Sign to be positioned on outside workstation wall, 2" (50.8mm) from top and side on either left or right. Sign to be placed next to nearest opening in workstation area.

**DIMENSIONS**

Width: 6.5" / 165mm  
 Height: 6.5" / 165mm  
 Depth: 0.125" / 305mm

**BACKGROUND**

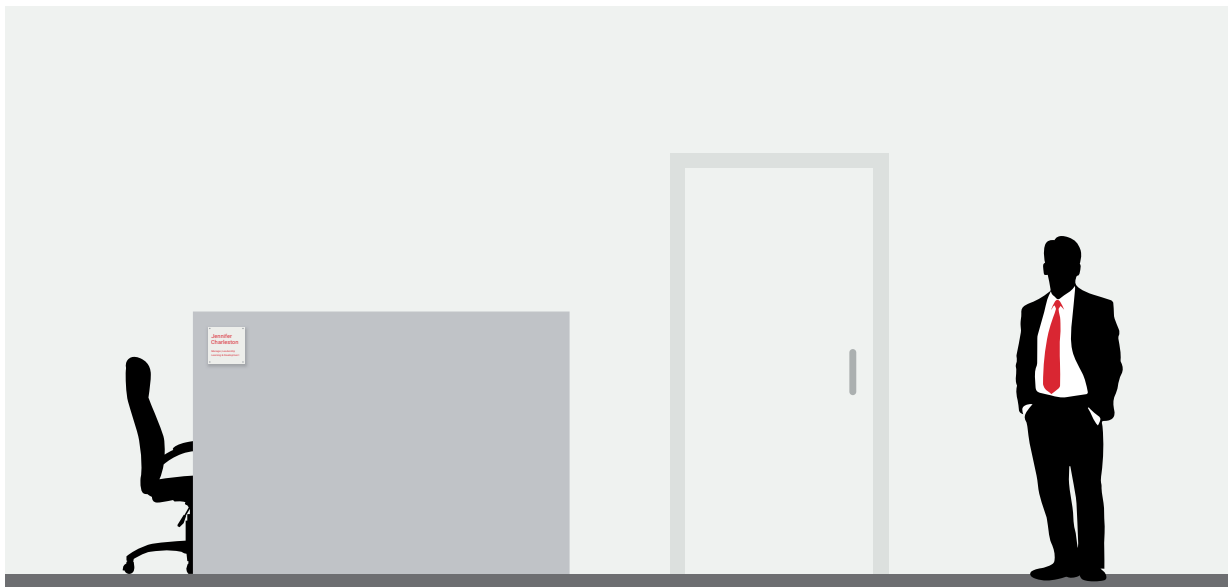
Clear acrylic sign with Pantone® 1797 CP Red vinyl or screened printed art.

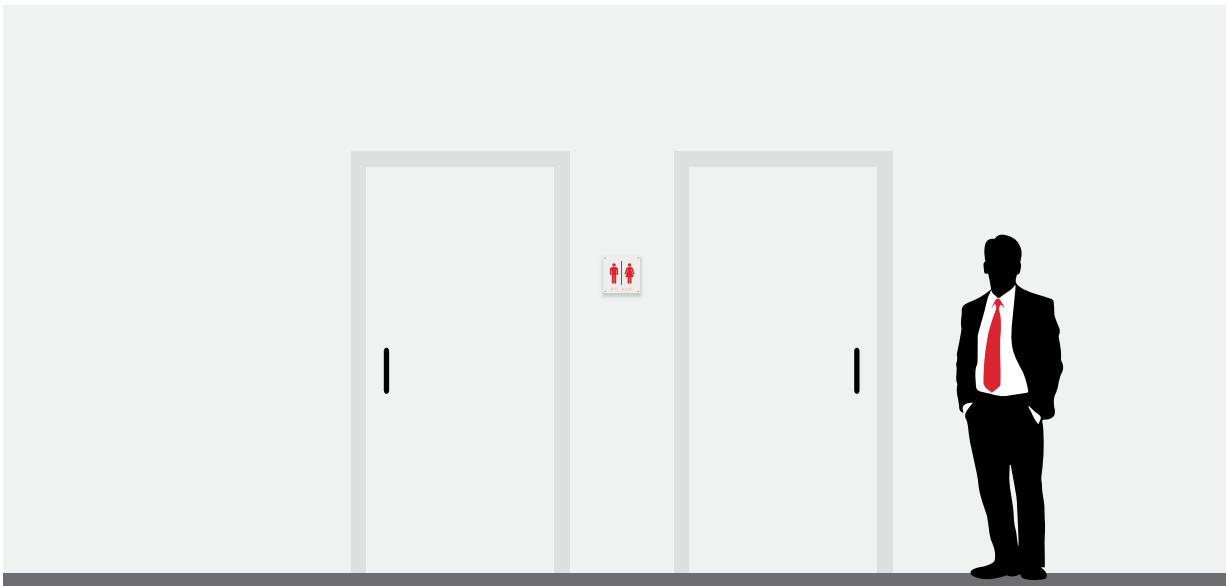
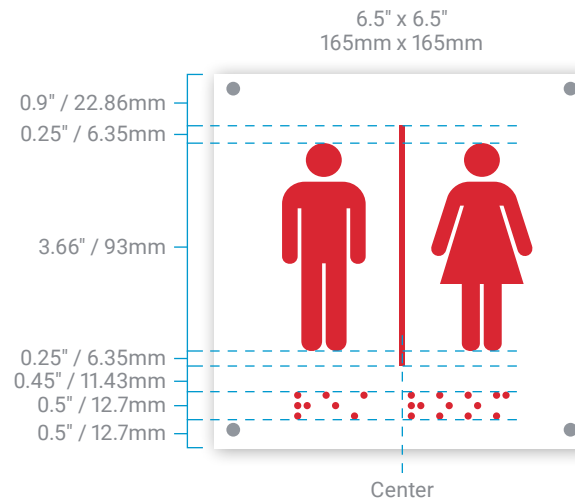
**INTERIOR WALLS**

Interior wall color to be painted white.

**BRAND ART**

Refer to page 2.41 for reproduction artwork.





### RESTROOM SIGNAGE

Sign to be positioned between existing men's and women's restroom doors, centered between doors and 54" (1376mm) from the top of sign to the finished floor.

### DIMENSIONS

Width: 6.5" / 165mm  
Height: 6.5" / 165mm  
Depth: 0.125" / 305mm

### BACKGROUND

Clear acrylic sign with Pantone® 1797 CP Red vinyl or screened printed art.

### ADA STANDARDS

To be compliant with ADA Standards, the braille sign must be displayed under the graphic images in the location as shown.

### INTERIOR WALLS

Interior wall color to be painted white.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

## SECTION 10

# Vehicle Branding

### 10.1 **SMALL VEHICLES**

- 10.2 Car (Enterprise Brand)
- 10.3 Car (Product Brand)
- 10.4 Pickup Truck (Enterprise Brand)
- 10.5 Pickup Truck (Product Brand)
- 10.6 Courier Van
- 10.7 Cargo Van

### 10.8 **LARGE VEHICLES**

- 10.9 Box Truck (White)
- 10.10 Box Truck (Black)

SECTION 10

# Vehicle Branding

# SMALL VEHICLES

# 10 VEHICLE BRANDING

## SMALL VEHICLES



### CAR (Enterprise Brand)

This illustrates how the appropriate display of the nVent Brand is applied to cars.

### LOGO

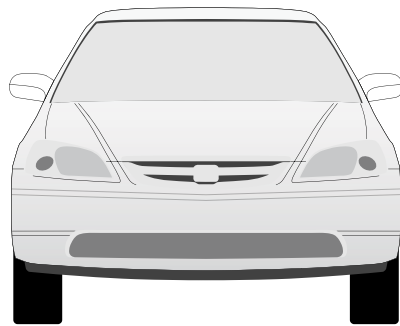
Use the full-color nVent logo on white cars.

### URL

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



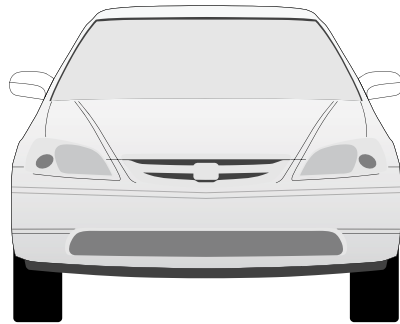
FRONT



BACK



# 10 VEHICLE BRANDING SMALL VEHICLES



FRONT



BACK

## CAR (Product Brand)

This illustrates how the appropriate display of the nVent Product Brand is applied to cars.

## LOGO

The use of the full-color secondary nVent product brand logo is the preferred treatment to use on white cars. When space is available, the full-color primary product brand logo is acceptable to use.

## URL

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

## BRAND ART

Refer to page 2.41 for reproduction artwork.



PICKUP TRUCK WITH CAB

**PICKUP TRUCK (Enterprise Brand)**

This illustrates how the appropriate display of the nVent Brand is applied to pickup trucks.

**LOGO**

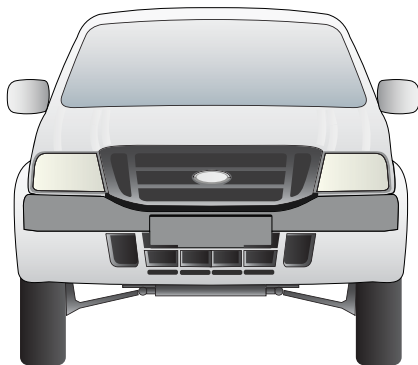
Use the full-color nVent logo on white pickup trucks.

**URL**

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

**BRAND ART**

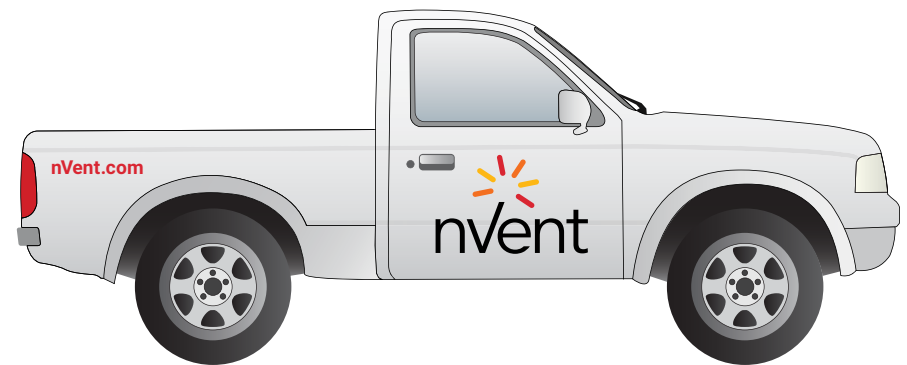
Refer to page 2.41 for reproduction artwork.



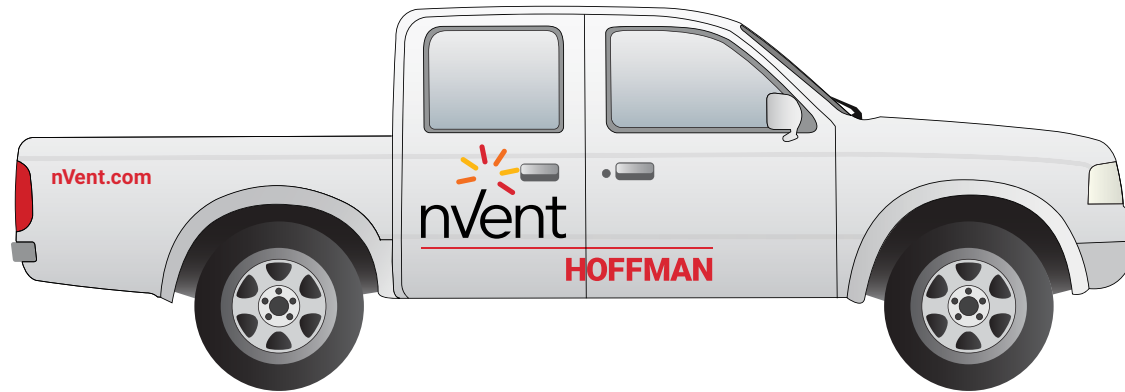
FRONT



BACK



STANDARD PICKUP TRUCK



PICKUP TRUCK WITH CAB

**PICKUP TRUCK (Product Brand)**

This illustrates how the appropriate display of the nVent Product Brand is applied to pickup trucks.

**LOGO**

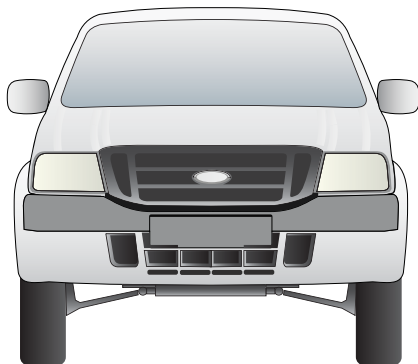
The use of the full-color primary nVent product brand logo is the preferred treatment to use on white pickup trucks. When space is limited, the full-color secondary product brand logo is acceptable to use.

**URL**

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

**BRAND ART**

Refer to page 2.41 for reproduction artwork.



FRONT

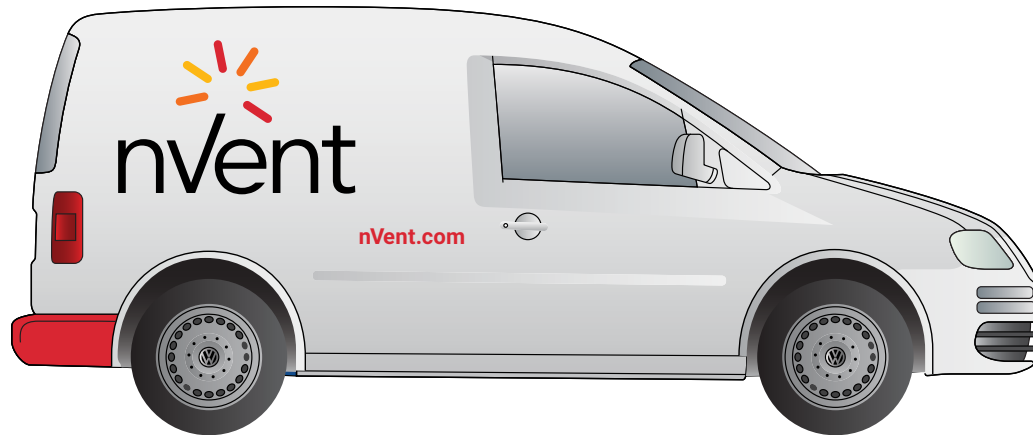


BACK



STANDARD PICKUP TRUCK

# 10 VEHICLE BRANDING SMALL VEHICLES



## COURIER VAN

This illustrates how the appropriate display of the nVent Brand is applied to courier-style vans.

## LOGO

Use the full-color nVent logo on white courier vans.

## URL

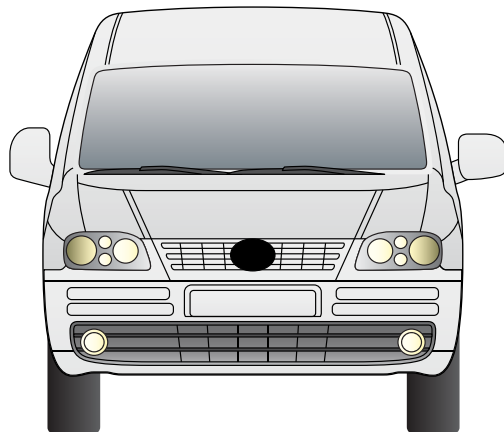
nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

## REAR BUMPER

The rear bumper is Pantone® 1797 CP Red.

## BRAND ART

Refer to page 2.41 for reproduction artwork.

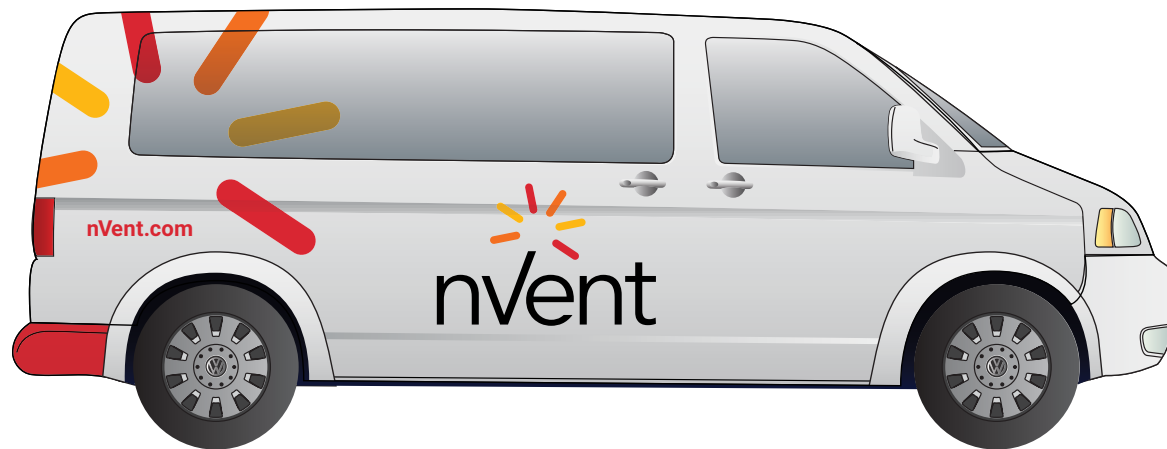


FRONT



BACK

# 10 VEHICLE BRANDING SMALL VEHICLES



## CARGO VAN

This illustrates how the appropriate display of the nVent Brand is applied to cargo-style vans.

## LOGO

Use the full-color nVent logo on white cargo vans.

## URL

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

## SPARK

The Spark is to be positioned only on the passenger side of the vehicle, allowing it to wrap onto the top and back (refer to pages 2.21–2.25).

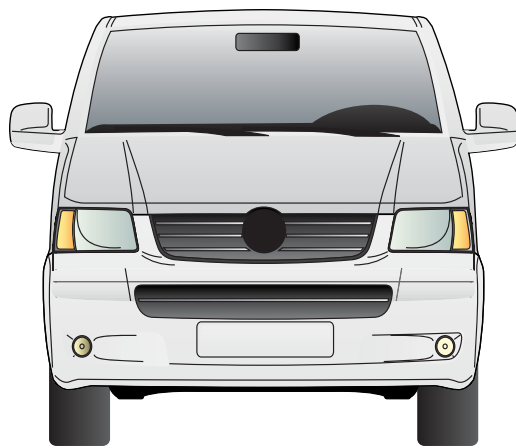
## REAR BUMPER

The rear bumper is Pantone® 1797 CP Red.

## BRAND ART

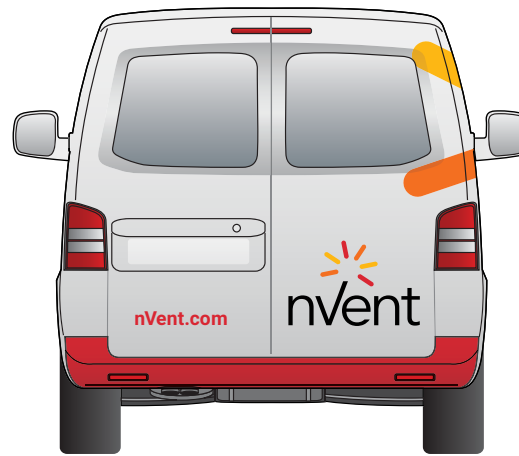
Refer to page 2.41 for reproduction artwork.

FRONT



FRONT

BACK

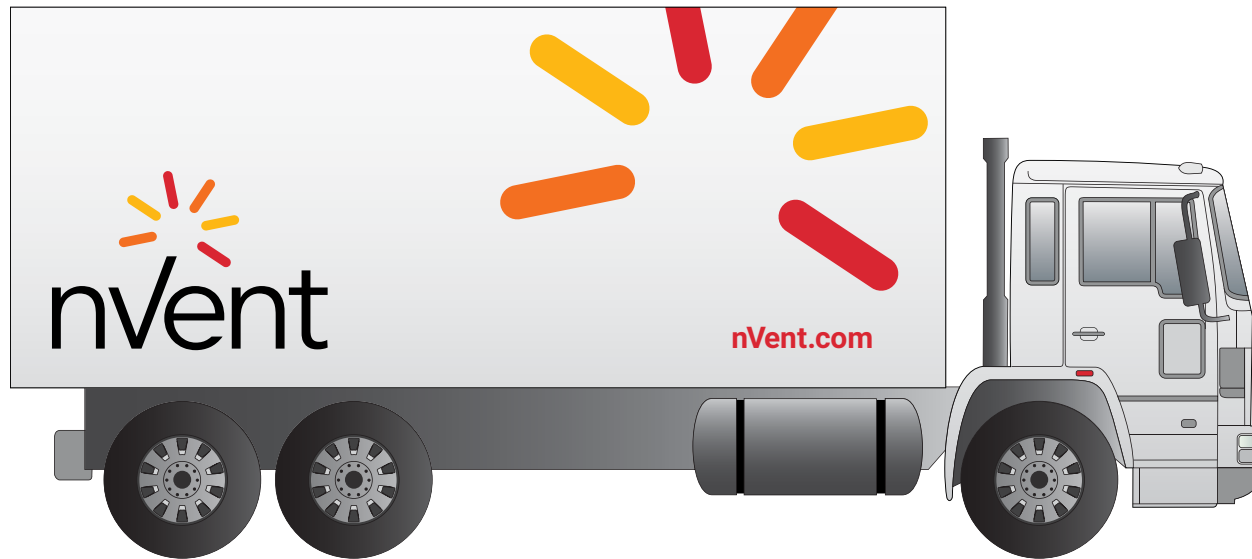


BACK

SECTION 10

# Vehicle Branding

# LARGE VEHICLES



**BOX TRUCK (White)**

This illustrates how the appropriate display of the nVent Brand is applied to box-style trucks.

**LOGO**

Use the full-color nVent logo on a white box truck.

**URL**

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

**SPARK**

The Spark is to be positioned on each side of the vehicle, allowing it to wrap over the top (refer to pages 2.21–2.25).

**BRAND ART**

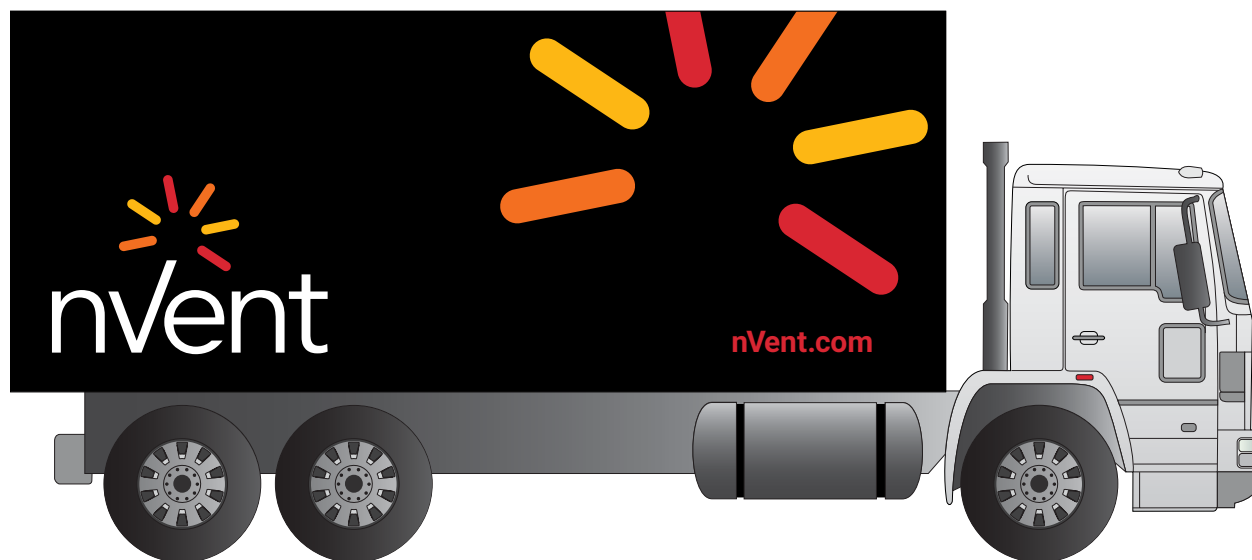
Refer to page 2.41 for reproduction artwork.

FRONT



BACK





**BOX TRUCK (Black)**

This illustrates how the appropriate display of the nVent Brand is applied to box-style trucks.

**LOGO**

Use the full-color reversed nVent logo on a black box truck.

**URL**

nVent.com is the only URL to use on all vehicle branding and is to be placed on the vehicle in Roboto Bold in Pantone® 1797 CP Red, as shown.

**SPARK**

The Spark is to be positioned on each side of the vehicle, allowing it to wrap over the top (refer to pages 2.21–2.25).

**BRAND ART**

Refer to page 2.41 for reproduction artwork.

FRONT



BACK





## SECTION 11

# Product Branding

### 11.1 **ELEMENTS**

- 11.2 Introduction
- 11.3 Product Branding Logos
- 11.4 Product Forms
- 11.7 Color Material & Finish
- 11.7 Product Housings

### 11.8 **FEATURES**

- 11.9 Product Pattern for Ventilation, Gripping & Enclosure Screens
- 11.11 Digital Applications (Apps)
- 11.12 Accent Colors
- 11.13 Status Lights
- 11.13 Translucent Plastics
- 11.14 Mounting Brackets
- 11.15 Enclosures

### 11.16 **BRAND PLACEMENT**

- 11.17 Logo Usage
- 11.18 Multiple Logos Usage
- 11.18 Product Brand Name Usage on Small Products
- 11.19 Spark Usage
- 11.20 Logo Placement
- 11.21 Branding Alternatives
- 11.22 Product Labels
- 11.24 Regulatory Information

SECTION 11

# Product Branding

# ELEMENTS

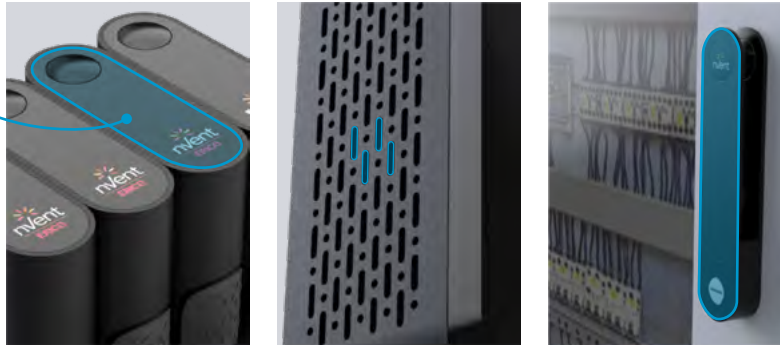
A system of visual elements, features and functional attributes have been developed to create a strong and memorable presence for the nVent brand, which define the ranges from high-level design impact to the smallest manufacturing details.

### PRODUCT BRANDING

To unify the design of all nVent products, these product branding guidelines, rather than defined standards, contain a configurable and scalable set of elements to convey the design direction of our products. These elements include form, proportion, material, color, and branding placement that can be combined across new products and revisions of previous products in our portfolio.



**IMPORTANT NOTE:** These guidelines are intended for current and future nVent branded products, including all nVent Product Brands.



Our product designs draw their inspiration from the nVent logo, resulting in the individual Spark shape as the main design element for all nVent products.

The Spark shape is recommended to be applied, if practical, and can be seen throughout our brand on product forms, enclosures, ventilation screens, non-skid grips, and more.

### PRODUCT BRANDING LOGOS

In order to reinforce our core brand, the main logo to be used is the nVent Logo (enterprise brand logo), as illustrated to the left. Use of an nVent Product Brand Logo is acceptable only when the product brand logo is more widely recognized in a particular market or industry. Only our six heritage product brand logos listed below, that comprise “Our powerful portfolio of brands,” are permitted for use on nVent branded products:

- nVent CADDY
- nVent ERICO
- nVent HOFFMAN
- nVent RAYCHEM
- nVent SCHROFF
- nVent TRACER

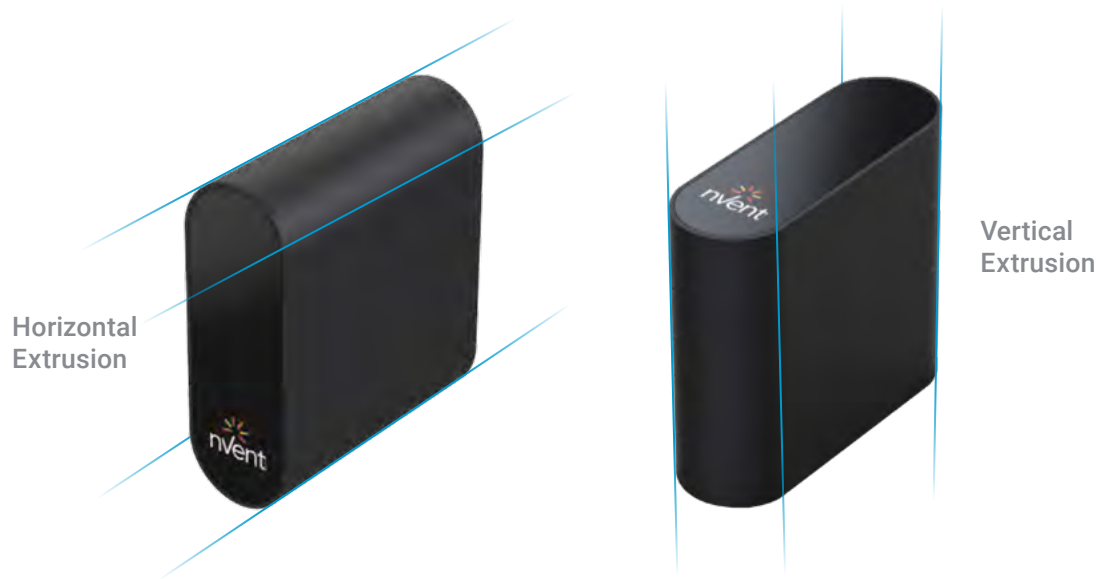
### IMPORTANT NOTES:

- Never use the nVent CADDY-Man logo on any nVent branded products.
- Never place two or more nVent Product Brand Logos on a product. It is acceptable to place the nVent Logo on the front (face) of the product and the corresponding product brand logo on another area of the product (refer to page 11.18).

### BRAND LOGOS ON PRODUCTS



Only the nVent Logo and six heritage nVent Product Brand Logos are permitted on nVent branded products (refer to pages 11.17–11.24).



### PRODUCT FORMS

The nVent product designs are built upon the visual simplicity of a horizontal or vertical extruded form.

**IMPORTANT NOTE:** These product forms bring unity to the nVent portfolio and are recommended designs. Never use similar shaped product forms, when these forms are available.

### RECOMMENDED PRODUCT FORM

The Spark shape is the recommended product form to be applied on nVent devices.

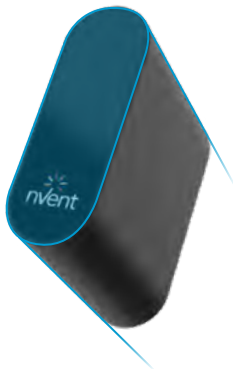
### ALTERNATE PRODUCT FORMS

When the Spark shape is not appropriate for a specific product, the Rectangular and Circular shapes may be used as illustrated to the left. These alternate product forms should only be used when dictated by unique functional requirements. Refer to page 11.5 for corner radius proportions.

When dictated by manufacturing or engineering constraints, square corners are acceptable, though not preferred.

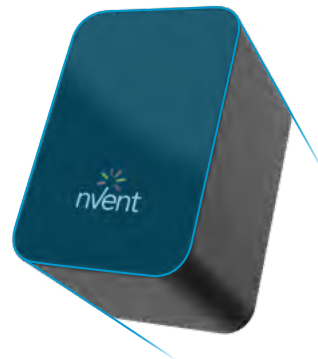
### RECOMMENDED PRODUCT FORM

Spark Shape



### ALTERNATE PRODUCT FORMS

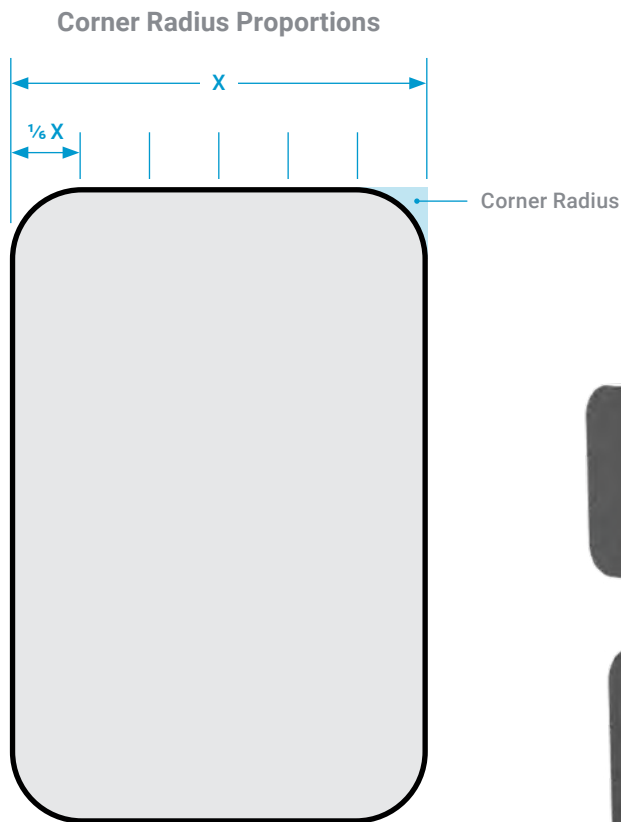
Rectangular Shape



Circular Shape



**IMPORTANT NOTE:** Alternate product forms are only to be used when dictated by unique functional requirements.



**IMPORTANT NOTE:** The corner radius should always be equal to  $\frac{1}{2}$  the length of the **shortest edge** (refer to **X** above).



## PRODUCT FORMS

When using the Alternate Rectangular Shape, use the measurements to the left to determine the appropriate corner radius that will appear visually proportionally correct.

When dictated by manufacturing or engineering constraints, square corners are acceptable, though not preferred.



### MULTIPLE INTERFACES



### PRODUCT FORMS ORIENTATION

The user interface area should be perpendicular to the direction of the extruded product form.

**IMPORTANT NOTE:** Never place a logo on the product form's Secondary Surface (extrusion's face).

### MULTIPLE INTERFACES

Interaction elements may exist on secondary surfaces and/or multiple surfaces, but the product form should always be oriented toward the end user.

### ORIENTATION EXCEPTION

nVent logos are always placed perpendicular to the extruded product form.

In certain circumstances, the logo may need to be placed on the side of the product form for visibility during normal use, as shown below.



**PREFERRED HOUSINGS**



**ALTERNATE HOUSINGS**



**UNACCEPTABLE HOUSINGS**



Never use glossy tones on the back housing with matte tones on the front housing of product forms.



Never use gray or other colors on the front housing of product forms.



Never use yellow on any part of the housing of product forms.

**COLOR, MATERIAL & FINISH (CMF)**

CMF is an area of industrial design that focuses on the chromatic, tactile and decorative identity of products and environments.

**PRODUCT HOUSINGS**

The housing, as compared to the complete product, is the outer casing that protects the sensitive internal components and must adhere to brand compliance – further enhancing consistency.

**PREFERRED HOUSINGS**

**Black Housing**

Front: Black Gloss

Back: Black Matte

Label (if needed): Black Gloss

**ALTERNATE HOUSINGS**

**Gray Housing**

Front: Black Gloss

Back: Cool Gray 7 Matte

**White Housing**

Front: Black Gloss

Back: White Matte

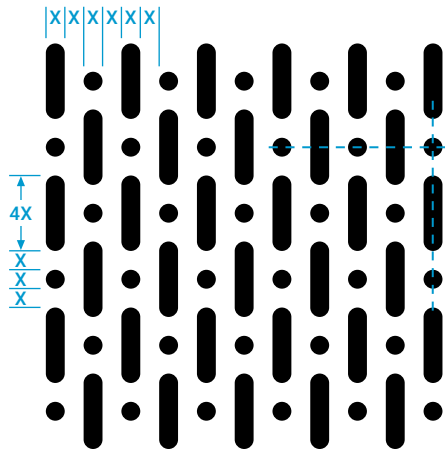


SECTION 11

# Product Branding

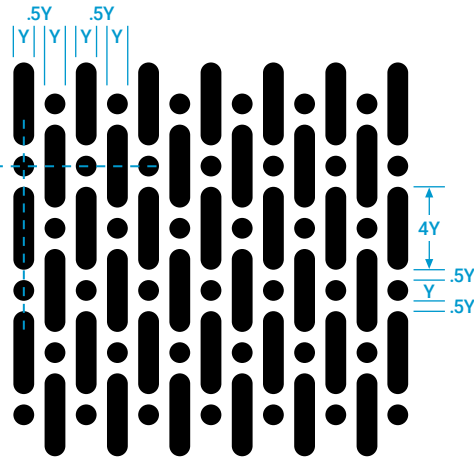
# FEATURES

Primary Product Pattern



The center of the Spark and Circle Shapes are aligned horizontally and vertically.

Secondary Product Pattern



Standard Ventilation



Non-Skid Grip



Optimized Ventilation



Enclosure Screen

PRODUCT PATTERN

The nVent Product Pattern is the unique design derived from the nVent Spark to be used in a variety of applications, such as for ventilation on product forms and enclosures, and providing non-skid grips on product forms.

**IMPORTANT NOTE:** These patterns bring unity to our portfolio and are mandatory and required designs when used on an nVent product form. Never use a different shaped pattern.

PRIMARY PRODUCT PATTERN

The preferred pattern has equal spacing in each direction, the same size as the circle element. The centers of the Spark and Circle Shapes are aligned horizontally and vertically.

SECONDARY PRODUCT PATTERN

Certain applications require increased hole density for better air flow and thermal management. Only in these applications may the spacing between the pattern shapes be modified.

### PATTERN ORIENTATION



The pattern should never be oriented parallel or at an angle to the direction of product form extrusion.

### PATTERN INTERRUPTIONS



Never float product or branding elements in the middle of the product pattern.

### PRODUCT PATTERN

The nVent Product Pattern is used for ventilation on product forms and enclosures, and for providing gripping on product forms.

### PATTERN ORIENTATION

The pattern should always be oriented perpendicular to the direction of extrusion, and should not intersect with radii of the product form.

**IMPORTANT NOTE:** The pattern should never be oriented parallel or at an angle to the direction of product form extrusion.

### PATTERN INTERRUPTIONS

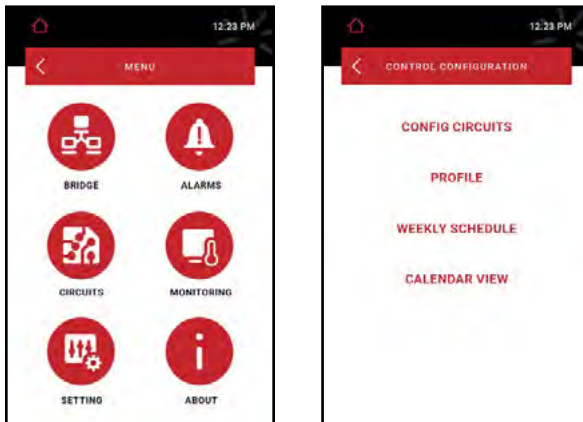
In certain circumstances, the nVent Product Pattern may need to be interrupted for product elements, such as buttons, connectors, or branding. If the pattern does need to be altered, always remove entire rows of the pattern, as illustrated to the left.

**IMPORTANT NOTE:** Never float product or branding elements in the middle of the nVent Product Pattern.

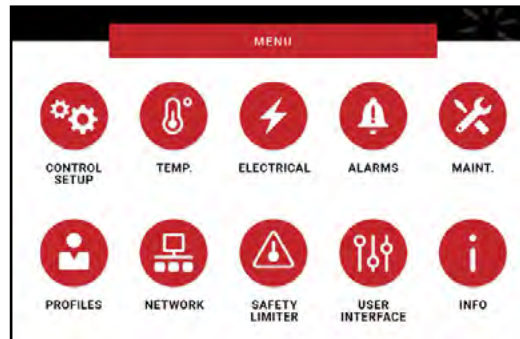


### DIGITAL APPLICATION COMPONENTS

Portrait Layout



Landscape Layout



Default Elements



Active Elements



### DIGITAL APPLICATIONS (Apps)

To enforce our brand compliance, all digital applications and user interface platforms should be consistent in overall layout and content, as well as branded graphic components, such as element shapes and positioning, menu bar/button transitions, colors, and icons.

**IMPORTANT NOTE:** Digital branding brings unity to our portfolio and are mandatory and required specifications when applied to an nVent product. Refer to Section 7 for the detailed brand standards.

### DIGITAL COLOR PALETTE

Our digital colors are positive, healthy and elegant and it is vital that our brand colors look consistent across all media. Refer to page 7.3 for the precise colors that must be used for all digital applications and nVent user interface platforms.

### BRAND ICONS

Our iconography standards have been applied to an extensive range of needed icons for marketing and communication needs, and most importantly, all reinforcing a consistent and uniform approach, and implementation. Refer to pages 2.32–2.39 and 7.8 for icons, specifications, and download links.

**IMPORTANT NOTE:** Brand icons bring unity to our portfolio and are mandatory and required designs when used for all digital applications and nVent user interface platforms.



### ACCENT COLORS

In certain circumstances and to highlight a specific element of an nVent product, the only permitted brand color to use sparingly to accentuate a product form is Pantone® 113 Yellow.

To ensure that the brand standard for this accent application is followed, the use of the approved color (Pantone® 113 Yellow) can only be applied to one element of the product. The only exceptions are when the highlighted element is one continuous piece or two elements are extremely close in proximity of each other (shown at far left).

### UNACCEPTABLE USAGE



Never use yellow as the primary color on a product.



Never use red as the primary color on a product.



Never use too many colors on a product.



Never use yellow for a non-highlighted accessory.



Never use red as an accent color if yellow highlights the form more appropriately.

### STATUS LIGHTS



### STATUS LIGHTS

Unified lighting strategy across multiple devices and user cases. Light-pipes and housing that will be lighted should be uncolored and transparent. Use a colored light source to achieve a colored light effect.

**IMPORTANT NOTE:** Avoid the use of colored plastic to achieve a colored lighting effect.

### TRANSLUCENT PLASTICS



### TRANSLUCENT PLASTICS

In certain circumstances, translucent plastic housings may be required. The preferred colors are smoked and clear, while Pantone® 113 Yellow may be used as an acceptable brand color.

#### IMPORTANT NOTES:

- Translucent plastic colors should never be black, red or other colors.
- Only use white nVent logo or nVent Product Brand Logo when branding on translucent plastic housings.



MOUNTING  
BRACKET



UNACCEPTABLE  
MOUNTING BRACKET

Mounting brackets should never be raw metal or painted a color that does not match the product form's housing.

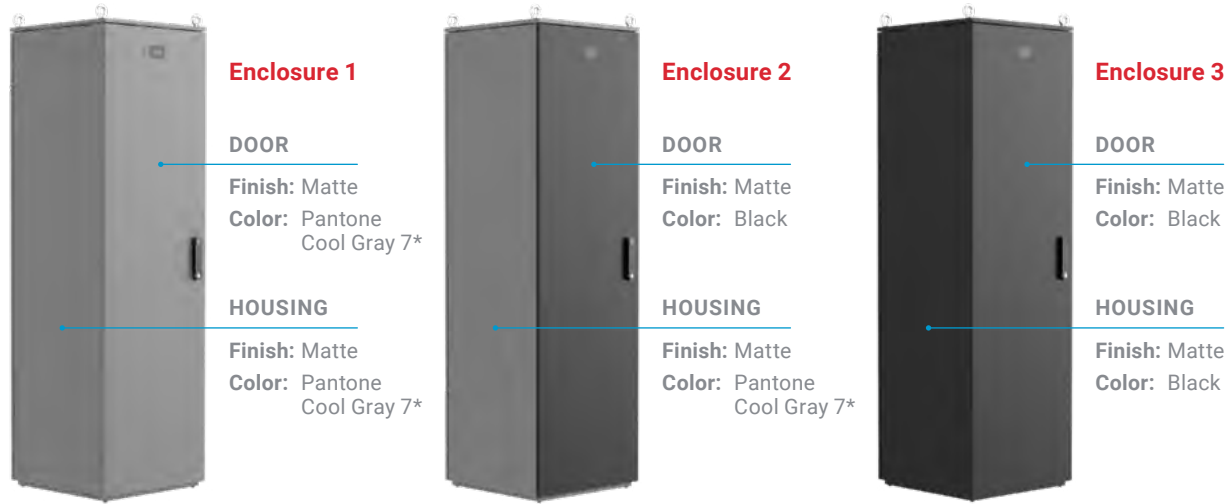
### MOUNTING BRACKETS

Mounting accessories should be treated with care and attention, blending in with their product form.

The mounting brackets should be either anodized or powder-coated to match the color and finish of the product form's housing.

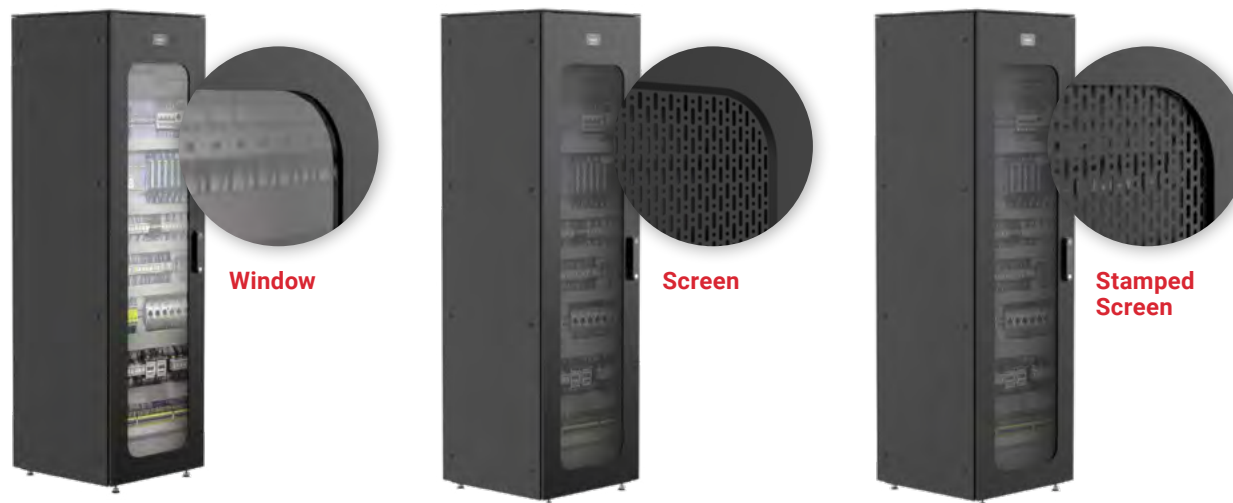
**IMPORTANT NOTE:** Mounting brackets should never be raw metal or painted a color that does not match the product form's housing.

## COLORS



\* Manufacturing suppliers should use the color that best matches Pantone Cool Gray 7 on the specific surface, such as RAL 7042 (refer to page 2.11).

## WINDOWS & SCREENS



## ENCLOSURES

Our enclosures are always in the specified nVent brand colors, unless otherwise specified by a customer.

### Customer Specified Colors

Enclosure colors may be modified to fit the brand color specifications of an nVent customer.



## WINDOWS & SCREENS

Corner radii of windows and screens should always be equal to  $\frac{1}{6}$  the length of the shortest edge (refer to the **Corner Radius Proportions** on page 11.5).

These elements should be centered and evenly spaced on the sides and bottom of the enclosure door (refer to the **Product Labels on Enclosures** on page 11.23).

### IMPORTANT NOTES:

- The enclosure windows and screens treatments bring unity to our portfolio and are recommended designs that should be used when available.
- The screen patterns are mandatory and required designs when used on enclosures, unless otherwise dictated by ventilation or shielding specifications.



SECTION 11

# Product Branding

# BRAND PLACEMENT

## ENTERPRISE BRAND LOGO



Enterprise Brand Logo

## PRODUCT BRAND LOGO

### Preferred Product Brand Logo



Secondary Product Brand Logo

### Acceptable Product Brand Logo



Primary Product Brand Logo

**IMPORTANT NOTE:** Only our six heritage product brand logos listed to the right are permitted for use on nVent branded products.

## ENTERPRISE BRAND LOGO USAGE

In order to reinforce the core nVent brand, the **main logo to be used is the full-color nVent Logo** (enterprise brand logo).

## PRODUCT BRAND LOGO USAGE

Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry. Only our six heritage product brand logos listed below, that comprise “Our powerful portfolio of brands,” are permitted for use on nVent branded products:

- nVent CADDY
- nVent ERICO
- nVent HOFFMAN
- nVent RAYCHEM
- nVent SCHROFF
- nVent TRACER

## IMPORTANT NOTES:

- Never use the nVent CADDY-Man Logo on any nVent branded products.
- Never place two or more nVent Product Brand Logos on a product. It is acceptable to place the nVent Logo on the front (face) of the product and the corresponding product brand logo on another area of the product (refer to page 11.18).

## PREFERRED PRODUCT BRAND LOGO

The preferred branding treatment for product brands is to use the full-color Secondary nVent Product Brand Logo. The full-color Primary nVent Product Brand Logo may be used in instances that offer a larger branding area. On certain circumstances, the full-color Specialty nVent Product Brand Logo may be applied.

Refer to Section 3 for information and standards of nVent Product Brands.

## MULTIPLE LOGOS



Top Views with either nVent Logo or nVent Product Brand Logo



Side/Back View with Debossed Spark

Side/Front View with nVent Product Brand Logo

## MULTIPLE LOGOS USAGE

There is a maximum of two full-color logos permitted on each nVent branded product. Never place more than one logo on one side (face) of a product.

If there is a need for additional logos, Product Line, Spark or other information, the content is to be printed in a monochromatic contrasting color or laser-etched (refer to the image to the left of the Side/Back View with Debossed Spark).

For usage and placement of Regulatory Information, refer to page 11.24.

## PRODUCT BRAND NAME USAGE

When space is restricted due to a product's size, only the nVent Name or the nVent Product Brand Name should be used.

The capitalization rule for "nVent" is lowercase all letters except V, always. When adding a product brand name, nVent remains the same as stated above and the product brand name should always appear in uppercase letters (i.e., nVent ERICO).

The text for the nVent Product Brand Name must always be typeset in either Roboto Bold or Roboto Condensed Bold.

## PRODUCT BRAND NAME ON SMALL PRODUCTS



Black Product Form



Yellow Product Form



**SPARK USAGE**

The Spark may be used in addition to the nVent Logo or nVent Product Brand Logo (refer to pages 2.21–2.26).

When using the full-color Spark, horizontally center it either towards the top or the bottom on the surface of the product form. Vertical placement of the Spark is product dependent, and the left and right spacing should always be equal.

The Spark may also be used in the following optional treatments on branded products:

- Debossed
- Non-skid grips
- Laser-etched
- Printed in a monochromatic contrasting color

**UNACCEPTABLE USAGE**





**LOGO PLACEMENT**

The full-color nVent or nVent Product Brand Logo should be horizontally centered either towards the top or the bottom on the primary surface of the product form.

Vertical placement of the logo is product dependent, and the left and right spacing should always be equal.

**IMPORTANT NOTE:** In order to reinforce our core brand, the main logo to be used is the full-color nVent Logo (enterprise brand logo). Use of a product brand logo is acceptable only when the product brand logo is more widely recognized in a particular market or industry. Only our six heritage product brand logos listed below, that comprise “Our powerful portfolio of brands,” are permitted for use on nVent branded products:

- nVent CADDY
- nVent ERICO
- nVent HOFFMAN
- nVent RAYCHEM
- nVent SCHROFF
- nVent TRACER

**UNACCEPTABLE USAGE**



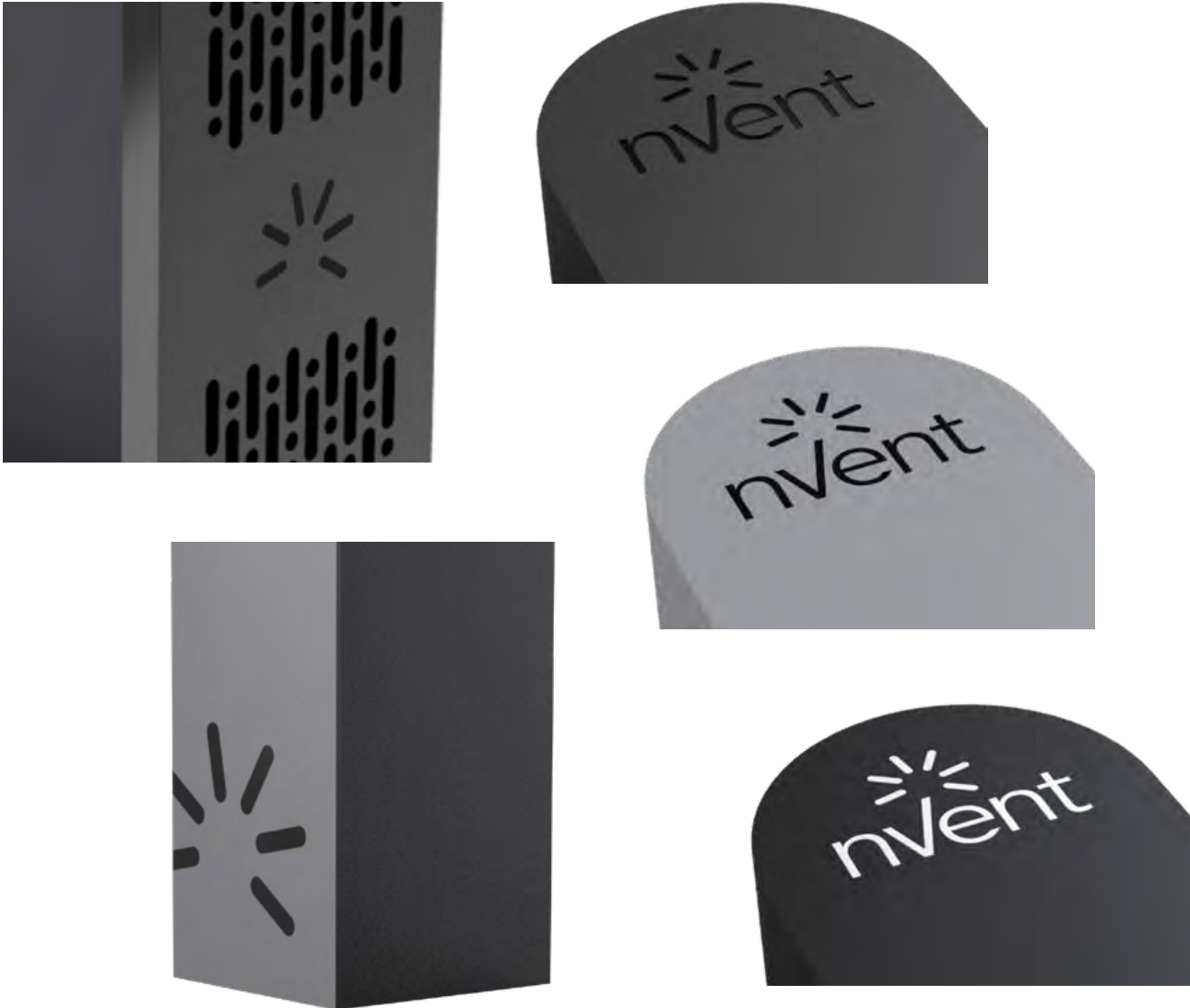
Never place the logo in an uneven offset from two edges.

Never place the logo centered on the surface of the product form.

Never place the logo too close to any edge.

Never place the logo on the secondary surface of the product form.

Never use the logo in non-approved brand colors.



### BRANDING ALTERNATIVES

Under certain circumstances when the nVent Logo or nVent Product Brand Logo cannot be used in full color, these alternative options may be implemented:

- Tooled debossed Logo or Spark with a texture change.
- Printed monochromatic Logo or Spark on contrasting surface.

**IMPORTANT NOTE:** To ensure the unity of our portfolio, the alternative branding methods are recommended designs and should be used on an nVent product form, if needed.

Preferred Placement



Acceptable Placement



PRODUCT LABELS

Labels should either cover the entire front face of a product form or be localized to the logo placement.

PREFERRED PLACEMENT

Full Labels

Labels cover the entire front face of the product form.

Small Labels (Center)

Small, localized labels centered on the front face of the product form.

ACCEPTABLE PLACEMENT

Small Labels (Corner)

In certain circumstances, product forms will demand a label that is not centered. In this case, the label should be placed in a corner (equally spaced from the two nearest sides) of the face of the product form.

FLUSH LABELS

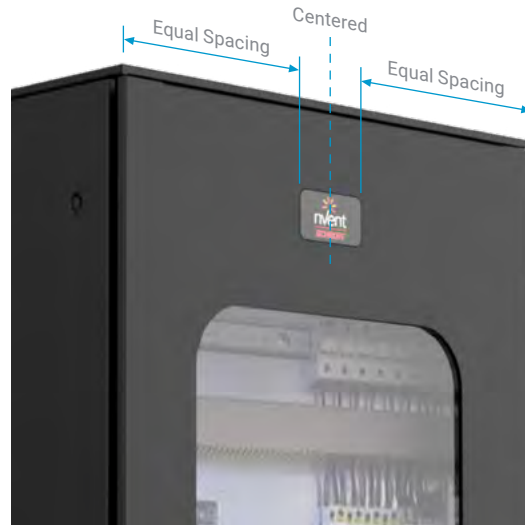
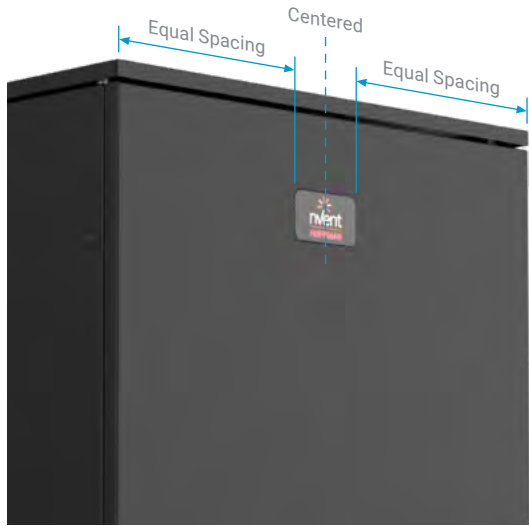


FLUSH LABELS

Labels should be placed on a slightly recessed surface for placement purposes, therefore the label will be flush with the main surface.

**IMPORTANT NOTE:** The face of the product form should always appear even, therefore the label should never be placed on a recessed surface that is too deep from the product form, or a protruded surface from the product form.

Labels should not be placed on a recessed surface that would make the product form appear uneven. This application is only acceptable when dictated by manufacturer's specifications.



**PRODUCT LABELS ON ENCLOSURES**

Labels should be centered horizontally on enclosures and placed 3" (76mm) from the top edge of the printed label to the top edge of the enclosure panel. Enclosure panels with windows or screens do not effect the vertical position of the label.

**LABEL OPTIONS**

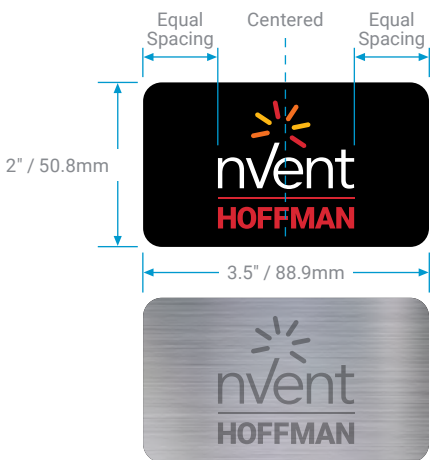
The labels are available in the following options:

1. Glossy black label with full-color logo
2. Metallic label with laser-etched logo

Corner radii of the labels should always be equal to 1/4 the length of the shortest edge (refer to the **Corner Radius Proportions** on page 11.5).

**IMPORTANT NOTE:** To ensure the unity of our portfolio, the label shapes are recommended designs and should be used when available.

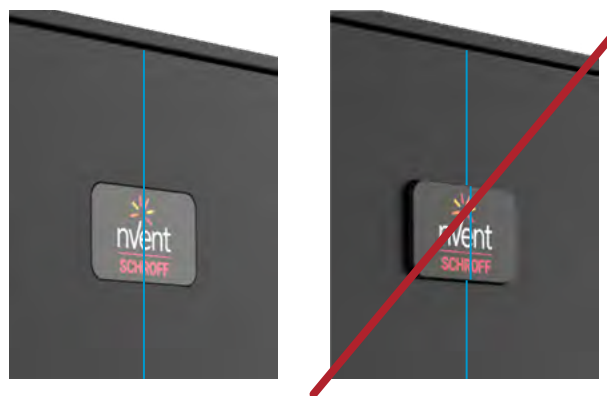
**LABEL OPTIONS**



**LABEL 1**  
 Glossy black label with printed full-color logo

**LABEL 2**  
 Metallic label with laser-etched logo

**FLUSH LABELS**



Labels should never be placed on a recessed surface that would make the enclosure appear uneven.

**FLUSH LABELS**

Labels should be placed on a slightly recessed surface for placement purposes, therefore the label will be flush with the main surface of the enclosure.

**IMPORTANT NOTE:** The enclosure face should always appear even, therefore the label should never be placed on a recessed surface that is too deep from the enclosure, or a protruded surface from the enclosure.





**REGULATORY INFORMATION**

Regulatory Information should be placed on the back or secondary surface of the product form, when possible.

Printing of the Regulatory Information should always be in low contrast gray on the product form's surface. If a texture change is necessary to achieve accurate printing, make this area smaller in relationship to the product forms surface.

**PRODUCT NAMES & PRODUCT LINES**

Product Names and/or Product Lines may be placed on primary surfaces when necessary for identification of product (refer to Section 3 for proper placement).

**UNACCEPTABLE USAGE**



Never place the Product Name or Product Line too close to the logo.  
 Never place the regulatory information on the primary surface.



Never print the regulatory information in white or other high-contrasting colors.



Never print the regulatory information in red or other high-contrasting colors.

**UNACCEPTABLE USAGE**

- Never place the Product Name or Product Line too close to the nVent Logo.
- Never place the regulatory information on the primary surface of the product form.
- Never print the regulatory information in white, red or other high-contrasting colors.

## SECTION 12

# Packaging and Labeling

### 12.1 **B2B PACKAGING**

- 12.2 Corrugated Cardboard Box (Enterprise Brand)
- 12.3 Corrugated Cardboard Box (Product Brand)
- 12.4 Wallpaper Pattern on Corrugated Cardboard Box
- 12.5 Packing Tape (Enterprise Brand)
- 12.6 Packing Tape (Product Brand)

### 12.7 **B2C PACKAGING**

- 12.8 Packaging

### 12.9 **LABELING**

- 12.10 Labels (Enterprise Brand)
- 12.11 Labels (Product Brand)

SECTION 12

# Packaging and Labeling

# B2B PACKAGING



FULL COLOR

BLACK ONLY



### CORRUGATED CARDBOARD BOX (Enterprise Brand)

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements such as the nVent logo, Spark and approved color palette should be used to advance the brand.

#### LOGO & SPARK

Use the full-color nVent logo and red outline Spark, or the black nVent logo and black outline Spark, as shown.

For product brand logo usage, when applicable, refer to page 12.3.

#### BRAND ART

Refer to page 2.41 for reproduction artwork.



FULL COLOR



BLACK ONLY

### **CORRUGATED CARDBOARD BOX (Product Brand)**

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements, such as one of the nVent product brand logos, Spark and approved color palette should be used to advance the brand.

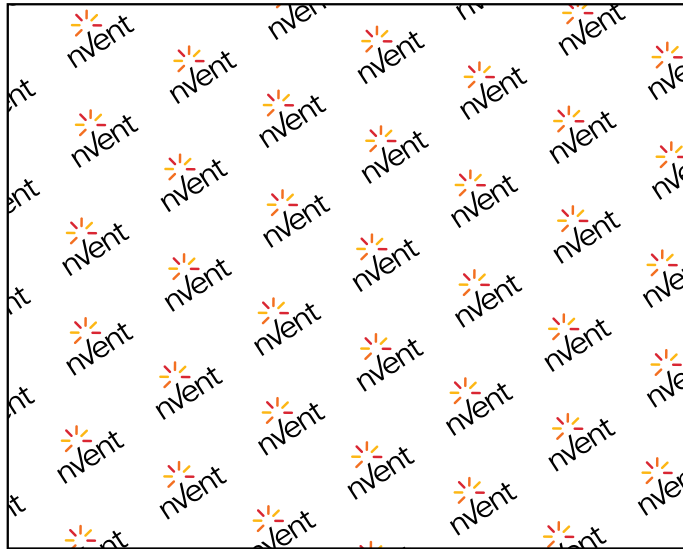
### **PRODUCT BRAND LOGO & SPARK**

Use the full-color nVent product brand logo and red outline Spark, or the black nVent product brand logo and black outline Spark, as shown.

### **BRAND ART**

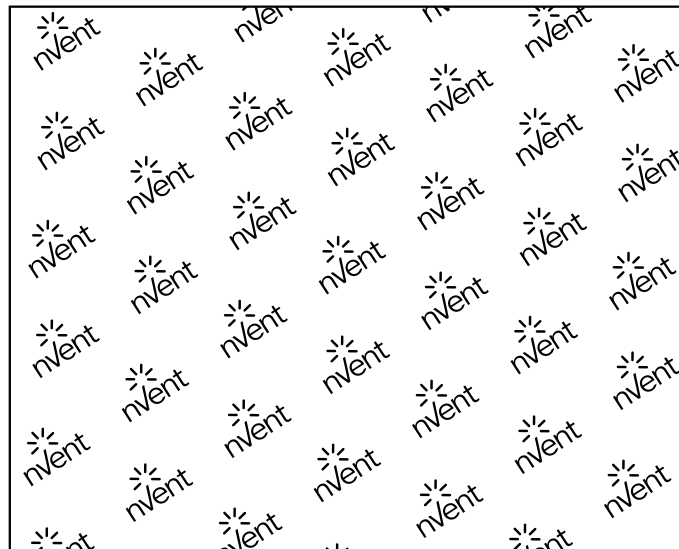
Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



FULL COLOR

BLACK ONLY



### WALLPAPER PATTERN ON CORRUGATED CARDBOARD BOX

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements such as the nVent logo and approved color palette should be used to advance the brand.

#### LOGO

Use the full-color or black nVent logo, as shown.

#### BRAND ART

Refer to page 2.41 for reproduction artwork.



### **PACKING TAPE (Enterprise Brand)**

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements such as the nVent logo and approved color palette should be used to advance the brand.

The preferred tape is as shown and should be used whenever possible. If due to cost, it is acceptable to use unbranded (blank) packing tape, either transparent or any other type of unbranded packing tape.

### **LOGO**

Use the full-color reversed nVent logo, as shown.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



### PACKING TAPE (Product Brand)

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements such as the nVent logo and approved color palette should be used to advance the brand.

The preferred tape is as shown and should be used whenever possible. If due to cost, it is acceptable to use unbranded (blank) packing tape, either transparent or any other type of unbranded packing tape.

### LOGO

Use the full-color reversed nVent product brand logo, as shown.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



SECTION 12

# Packaging and Labeling

# B2C PACKAGING



### PREFERRED TREATMENT OF PRODUCT NAME

#### B2C PACKAGING

Business-to-consumer packaging allows for the use of supplemental elements in addition to the core branding elements. Elements such as lifestyle imagery, product photography and marketing copy are used to further engage and influence the consumer.

#### PRODUCT NAME

The preferred treatment highlights the nVent Product Brand Logo and uses the newly-established standard of a descriptive category name (Product Name) for the individual product.

When the product is more well known in the industry with the Product Brand linked to the descriptor, the use of the Product Name is acceptable (refer to the art at the bottom left).



### ACCEPTABLE TREATMENT OF PRODUCT NAME

This treatment should only be used when the product is more well known in the industry with the Product Brand linked to the descriptor (Product Name).

#### LOGO

Use the nVent logo and/or nVent product brand logo, as shown. For detailed specifications on logo usage, refer to Sections 2 and 3.

#### SPARK

The Spark should only be used to complement an application containing the nVent logo or nVent product brand logo, and should never replace either logo (refer to pages 2.21–2.26 for detailed specifications).

#### TYPOGRAPHY

Refer to page 3.19 for specific brand font usage.

#### BRAND ART

Refer to page 2.41 for reproduction artwork.

SECTION 12

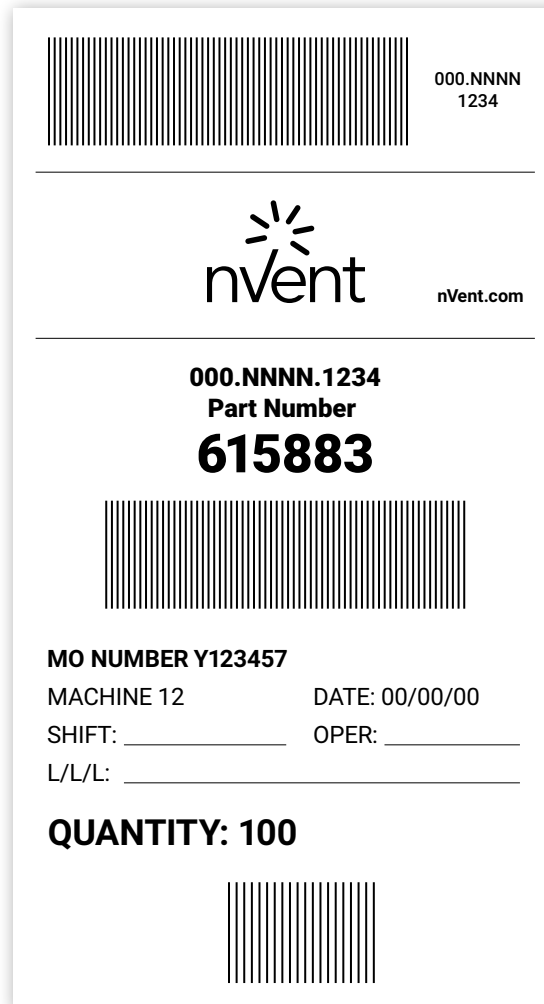
# Packaging and Labeling

# LABELING



FULL COLOR

BLACK ONLY



**LABELS (Enterprise Brand)**

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements such as the nVent logo, nVent URL and the approved color palette should be used to advance the brand.

**LOGO**

Use the full-color or black nVent logo, as shown.

**URL**

nVent.com is the only URL to use on all enterprise brand labels (refer to page 2.9).

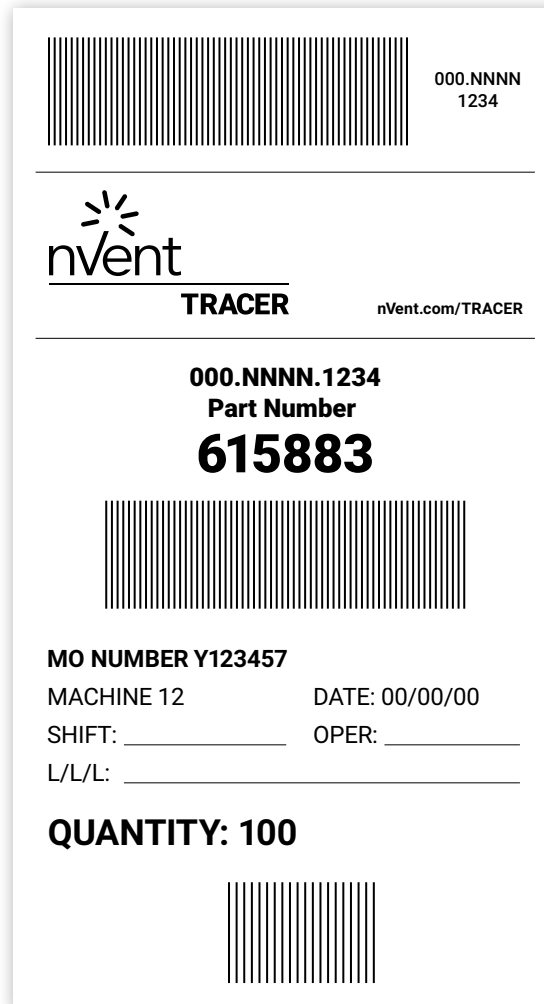
**BRAND ART**

Refer to page 2.41 for reproduction artwork.



FULL COLOR

**BLACK ONLY**



**LABELS (Product Brand)**

Whether a corrugated box, packing tape or a product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities the core branding elements such as the nVent logo, nVent URL and the approved color palette should be used to advance the brand.

**LOGO**

Use the full-color or black nVent product brand logo, as shown.

**URL**

nVent.com/PRODUCT BRAND is the URL to use on these labels (refer to page 3.17).

**BRAND ART**

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.

## SECTION 13

# Trade Shows

### 13.1 INTRODUCTION

13.2 Guidelines

13.4 Basic Rules

13.5 Brand Placement & Clear Space

13.6 Brand Behavior

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13.15 Pop-Up Wall Systems Templates

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13.23 Clever Frame & Verel

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13.42 Branding

13.43 Red Visual

13.44 Spark & Brand Promise

13.45 Display Walls & Product Tables

13.51 Product Pedestals

13.53 Demo Tables

13.54 Demo Pedestals

13.55 Bar

13.56 Furniture

13.57 TV Screens

13.58 LEDskin®

13.59 Lighting

### 13.60 TRADE SHOW MESSAGING

13.61 Example Form

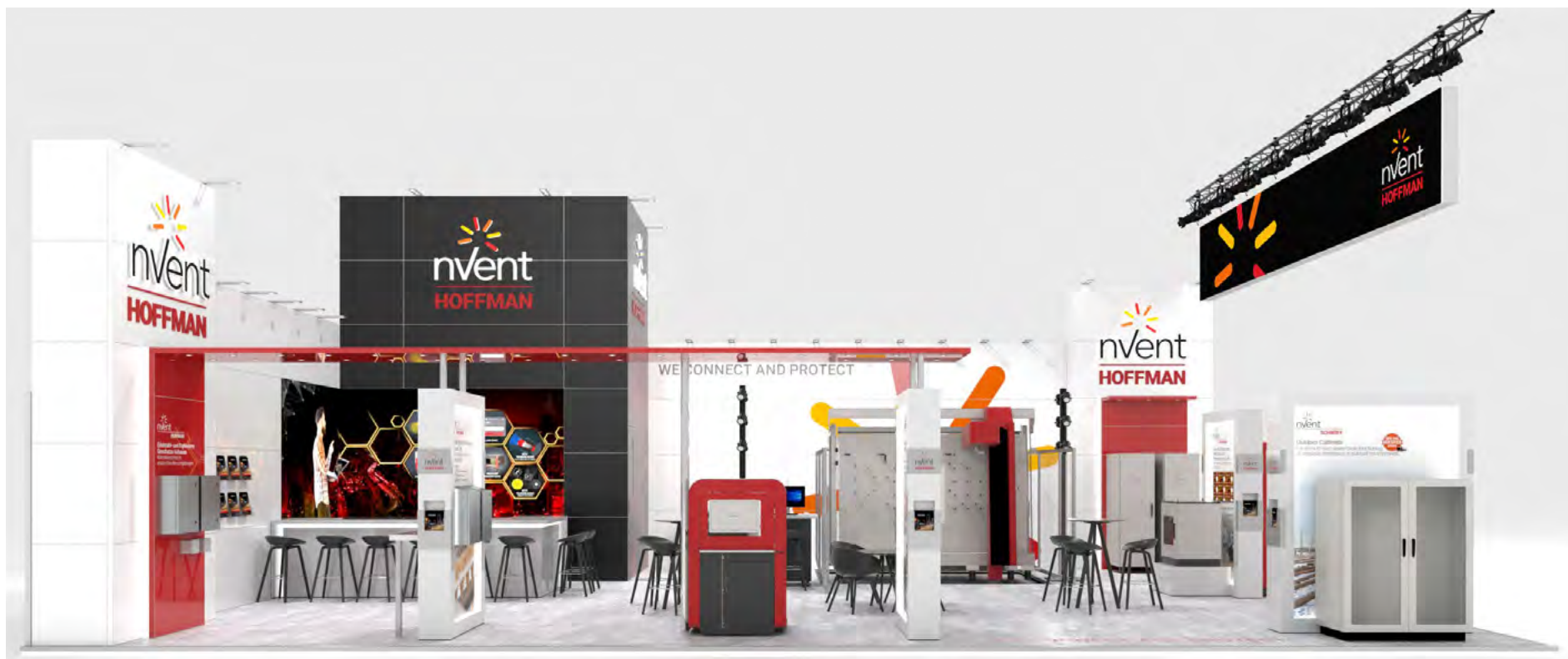
13.62 Fillable Form

### 13.63 CONTACTS

SECTION 13

# Trade Shows

# INTRODUCTION



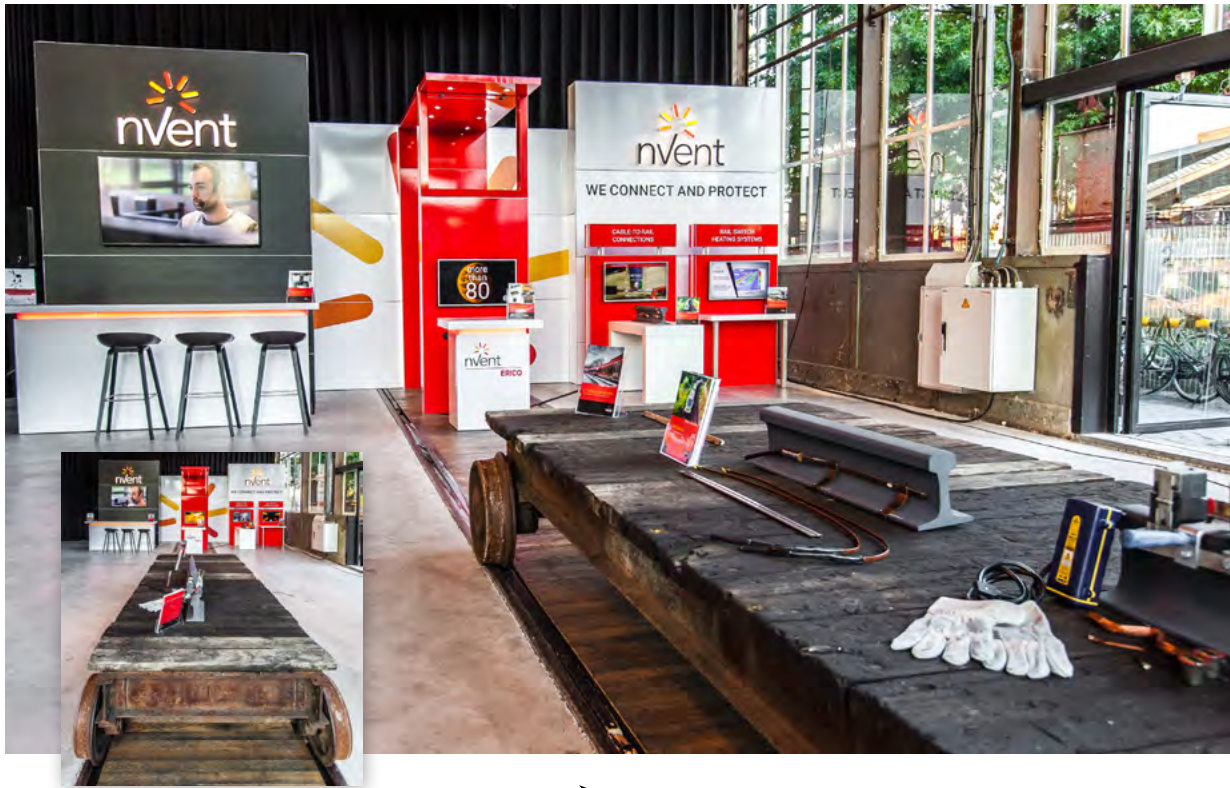
### GUIDELINES

These nVent Trade Show Guidelines must always be seen together with the nVent Brand Identity Standards.

The current version is available at:

[myivent.com/en-us/company-resources/branding](https://myivent.com/en-us/company-resources/branding)





**GUIDELINES**

Use the chart below to select the best option for materials based on booth size and cost limitations. Small concept should be constructed by the nVent team and it is recommended not to have a booth larger than 18m<sup>2</sup> / 10x20. Medium concept should be constructed either an approved vendor nVent support or solely by the nVent team; booth size should not exceed 20' x 20' / 35m<sup>2</sup>. Large concept can be built for booth sizes larger than 20' x 20' / 18m<sup>2</sup>, and should be constructed by an approved vendor with direction from the nVent team.

Sizes for chosen concept may vary depending upon budget and desired outcome. Booth size selection should be made by the Trade Show Coordinator and the Trade Show vendor. Material drivers are cost, show importance, location, design, safety and availability.

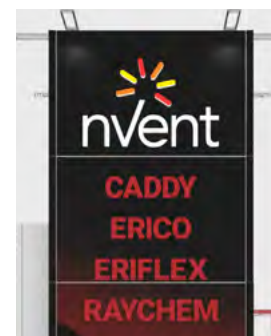
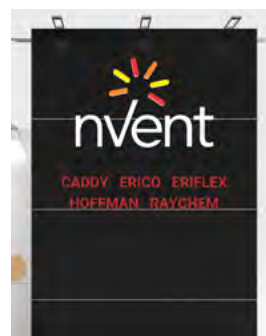
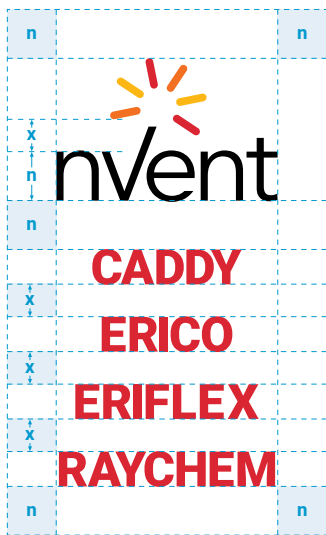
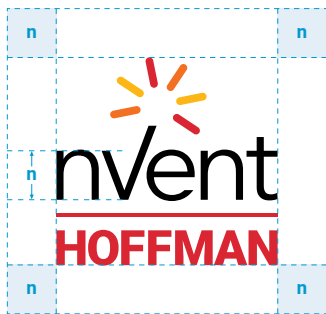
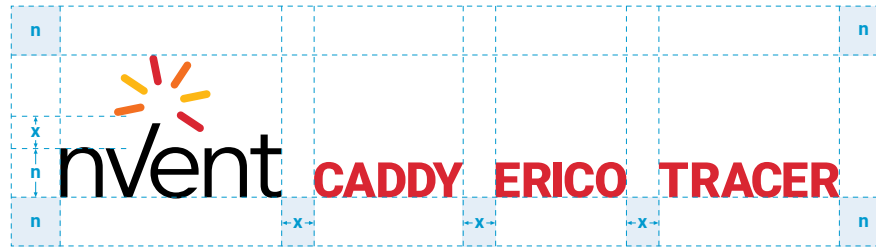
nVent Trade Show Design & Brand Manager approval required for all designs (refer to page 13.64).

Classification	Global Booth Size	NAM Booth Size	Solutions	Preferred Suppliers	Booth Design	Builder
<b>Small</b>	6m <sup>2</sup> – 18m <sup>2</sup>	10 x 10 / 10 x 20	<ul style="list-style-type: none"> <li>• Roll-Up Banners</li> <li>• Pop-Up Wall Systems</li> </ul>	Expolinc	CEI, MGDC or Verel	nVent Team
<b>Medium</b>	12m <sup>2</sup> – 35m <sup>2</sup>	10 x 20 / 20 x 20	<ul style="list-style-type: none"> <li>• Framing Systems</li> <li>• Small Furniture</li> </ul>	Clever Frame and BeMatrix	CEI or Verel	Approved regional trade show vendor with help of or by nVent Team.
<b>Large</b>	18m <sup>2</sup> →	20 x 20 →	<ul style="list-style-type: none"> <li>• Framing System</li> <li>• Rigging Banner</li> <li>• Wooden Elements</li> </ul>	BeMatrix	CEI or Verel	Approved regional trade show vendor preferably with help of nVent Team.



## BASIC DESIGN RULES

1. The nVent Logo and/or nVent Product Brand Logo(s) should be clearly visible from long distances and from all open sides of the booth at any trade show.
2. nVent Product Brand Names need to be displayed in alphabetic order at any trade show.
3. Our brand promise "WE CONNECT AND PROTECT" should be mentioned at least once in every booth at any trade show.
4. The Spark should appear prominently at least once largely in every booth at any trade show.
5. Preferably no objects/product displays in front of the Spark unless no other place available.
6. With large exhibits, there must always be one large black tower and one smaller white tower.
7. With medium exhibits, there must always be one large black tower. Preference to have one smaller white tower as well.
8. The red visual must be used on one of the side walls of the black tower.
9. When exhibiting, there must always be red elements like archways and product pedestals.
10. Bar counters, demo desks and display elements should be white.
11. Preferred furniture color is black.
12. Preferred flooring for large booths is a high gloss white floor. Concrete tile look floor is an approved alternative.
13. The preference at each small or medium show is to select a light gray carpet floor.



### BRAND PLACEMENT & CLEAR SPACE

The nVent logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the walls. No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the “n” in the logotype, as illustrated.

1. The nVent Logo and/or nVent Product Brand Logos should be clearly visible from long distances and from all open sides of the booth at any trade show.
2. nVent Product Brand Names can never be displayed without nVent logo.
3. nVent Product Brand Names need to be mentioned in alphabetic order at any trade show beneath the nVent main brand.
4. With multiple nVent Product Brand Names the red line needs to be removed.
5. With multiple nVent Product Brand Names at any trade show, use the black tower and/or rigged banner, if available, to show all product brands. It is preferred to use one clear visible spot for multiple product brands.
6. Spacing between multiple product brands needs to be equal to the clear space between the nVent logo and the first product brand.
7. In case of little space and many product brands, place product brands in equal size and equal space from each other. Keep the nVent Logo substantial and visible at all times.
8. Deviations, if any, must to be approved by the trade show and brand manager (refer to page 13.64).

## BRAND BEHAVIOR

The most important thing to remember when you are staffing a trade show booth is that you represent nVent. Everything you do and say, even if not in the booth, reflects upon the company. As an ambassador, your behavior should be above reproach. Your attire and hygiene should be clean, neat and professional. The following are the Do's and Don'ts while exhibiting at a trade show.



## THE DO'S

1. Always man the booth. Leaving the booth unattended is a big no, no! Our biggest potential customer may stop by and get swooped up by our competitor as soon as you turn your back.
2. Always wear your name badge.
3. Always stand facing the aisles.
4. Create the right first impression.
5. Dress professionally.
6. Smile at your visitors.
7. Encourage visitors to want to spend time with you.
8. Be friendly and non-threatening.
9. Prepare 3-6 engaging questions before the show.
10. Ask questions that stimulate thought and encourage conversation.
11. Ask open-ended questions beginning with who, what, where, when, why or how.
12. Relate questions to the industry, product and its benefits, or to a specific situation.
13. Avoid trite questions, such as: "Can I help you?"; "How are you doing today?"; "Are you enjoying the show?"
14. Practice, practice, practice.



## THE DON'TS

1. Sit, read, smoke or eat in the booth.
2. Ignore prospects by forming a cozy cluster and chatting with colleagues.
3. Use a mobile phone/laptop while visitors are around.
4. Leave the booth without informing colleagues.
5. Be late for booth duty.
6. Close off conversation by crossing your arms.
7. Stand with your back to the aisle.
8. Lean on booth furniture.
9. Chew gum, it looks tacky.
10. Drink alcohol or eat garlicky or spicy foods during the day.
11. Use inappropriate language, complain about the show or about being at the show.
12. Badmouth your competitors.

## PREFERRED DRESS CODE

Black or beige trousers, black nVent polo-shirts/black nVent dress shirts/blouses, nVent name badge, optional red trainers.

## FORMAL ATTIRE (IF REQUIRED)

MEN: dark colored suits, white dress shirt, red tie, nVent name badge.

WOMEN: dark colored skirt/pants, dark colored jacket, white blouse, or black dress, red scarf, nVent name badge.

**IMPORTANT NOTE:** Dress code to be decided upon during Kick-Off Meetings.

SECTION 13

# Trade Shows

# SMALL CONCEPTS



### SMALL CONCEPT BOOTHS & DISPLAYS

Smaller installations include mobile presentation systems and table top displays all of which can be easily transported and assembled by nVent representatives. The systems used are both light weight and simple to construct and dismantle within minutes. These items are suitable for visual branding at counter days, lunch and learns, rep meetings and small trade show exhibitions. The designs on the pages following are examples and can be adjusted upon request to accommodate alternate brands and products on a show by show basis.





**ROLL-UP BANNERS (Classic Black)**

Expolinc Roll-Up Banners Classic has been named a “work of applied art” by the Swedish Society of Craft and Design. This system is easy to transport in a nylon carrying bag with shoulder strap and is easy to assemble. It is available in a wide range of widths and is ideal for repeated use in different environments.

Refer to the set up video at:

[youtube.com/watch?v=VXYN7RHRFiA](https://www.youtube.com/watch?v=VXYN7RHRFiA)



### BRANDED ROLL-UP BANNERS

nVent and nVent Product Brand roll-up banners display the Spark with black background, and are for use at small events with limited space or to be placed at an entrance at larger events.

**IMPORTANT NOTE:** The banner shown to the left with the nVent CADDY-Man Logo is for nVent CADDY only, other nVent product brand banners can not be changed or supplemented with other elements.





Standard Black

Standard Black

Full Color Image

Yellow

White

### PRODUCT SPECIFIC ROLL-UP BANNERS

These nVent Product Brand roll-up banners can be created for specific products and or product groups, and are available in several options:

- Standard Black
- Full Color Image
- Yellow (for nVent CADDY only)
- White\*

\* The white banner may only be used by exception and approval of the marketing managers (refer to page 13.63).

Contact your local Marketing/MarCom team for support in producing product specific roll-up banners.

The colors must be the approved red and black nVent roll-up banners standard with the Primary Product Brand Logo (refer to page 3.7).

**IMPORTANT NOTE:** If the nVent CADDY roll-up banner is used in a series of nVent Product Brand roll-up banners, do not use the Pantone 133 Yellow (CMYK: 0.2.83.0).



Standard Black

Full Color or  
Grayscale Image

Yellow

White

### ROLL-UP BANNER TEMPLATES

Specifications for nVent roll-up banners is shown to the left – templates are available upon request. All are sized at 33.5" x 84.5" / 850mm x 2150mm. Text and images can be altered to reference related products presented. Use this layout for all product roll-up banners to ensure global consistency between all nVent brands and products.

The colors must be the approved red and black nVent roll-up banners standard (refer to colors below) with the Primary Product Brand Logo (refer to page 3.7).

**IMPORTANT NOTE:** If the nVent CADDY roll-up banner is used in a series of nVent Product Brand roll-up banners, do not use the Pantone 133 Yellow (CMYK: 0.2.83.0).

Review the standards in this document for more details.



**RED**  
CMYK: 2.97.85.7



**BLACK**  
CMYK: 91.79.62.98



Refer to the set up video at:

[youtube.com/watch?v=-l\\_yxmzKOWQ](https://www.youtube.com/watch?v=-l_yxmzKOWQ)

### POP-UP WALL SYSTEMS (Magnetic)

This is one of the easiest backdrops on the market, so user-friendly it can be assembled in minutes. Magnetic bars guide everything into position, while the panels fall into place and fit. The system, delivered standard with a hard cover case, can be shipped or transported in a normal size passenger car. Lightweight products and even small TV screens can be attached to the backdrop. This system is available in different sizes and set-ups.



# 13 TRADE SHOWS SMALL CONCEPTS



Black Product Wall

## POP-UP WALL SYSTEMS (Magnetic)

These are examples of a large set-up for a small booth from 10' x 10' to 20' x 20' / 6m<sup>2</sup> to 30m<sup>2</sup>. A red nVent product brand wall must be used combined with one or more black product walls. Black furniture is preferred in the booth (refer to page 13.56). If no black furniture is available then use white furniture, no other furniture colors are permitted.

If a black product wall is not an option, the use of a white product wall is permitted (refer to image below). White product walls are to be used as the exception when black is unavailable or not permitted, and require approval of the marketing managers.



White Product Wall



### SMALL BOOTH EXAMPLES

The example to the left of a small booth setup from 10' x 10' to 10' x 20' / 6m<sup>2</sup> to 18m<sup>2</sup>. One red nVent Product Brand pop-up wall system with use of nVent product Roll-Up Banners. Attaching TV screens and/or products is possible on the walls with additional accessories – only up to 17.5lbs / 8kg.

The yellow design (shown below) is for nVent CADDY only, other nVent product brand pop up walls colors can not be altered.

Black pop-up magnetic wall systems (shown below center) at 6'6" x 9'9" / 2m x 3m can be branded nVent or product branded. These systems should be used in place of the Expolinc roll-up banner, if space allows at any event location.

The pop-up wall systems are available in several sizes and set-ups.





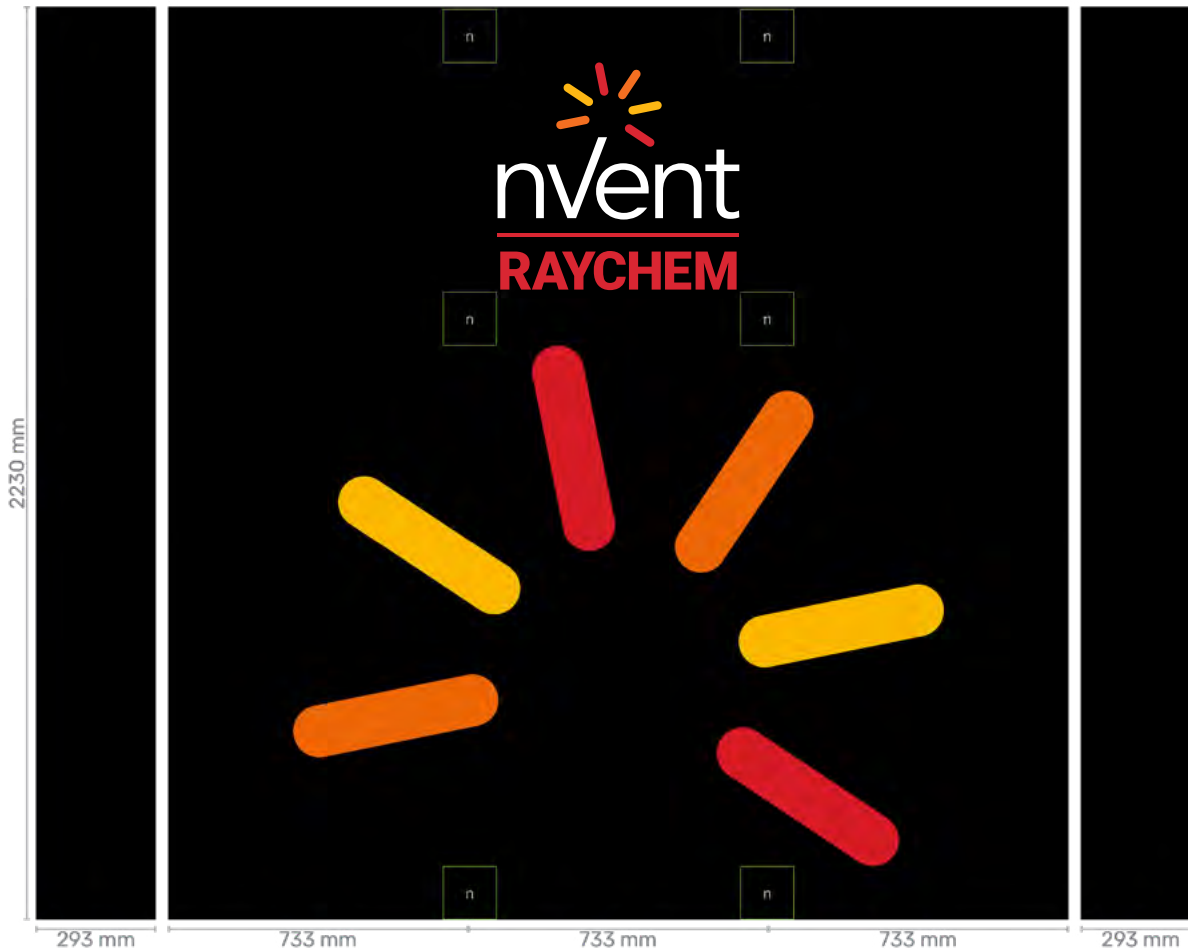
### POP-UP WALL SYSTEMS TEMPLATES (Magnetic)

Standard artwork is displayed (left) for nVent small concept red and black walls.

Upon approval of an nVent marketing manager the nVent Enterprise Brand Logo can be replaced by an nVent Product Brand Logo and the Brand Promise can be adjusted (refer to image below).

All other elements of the nVent red back wall can not be changed.





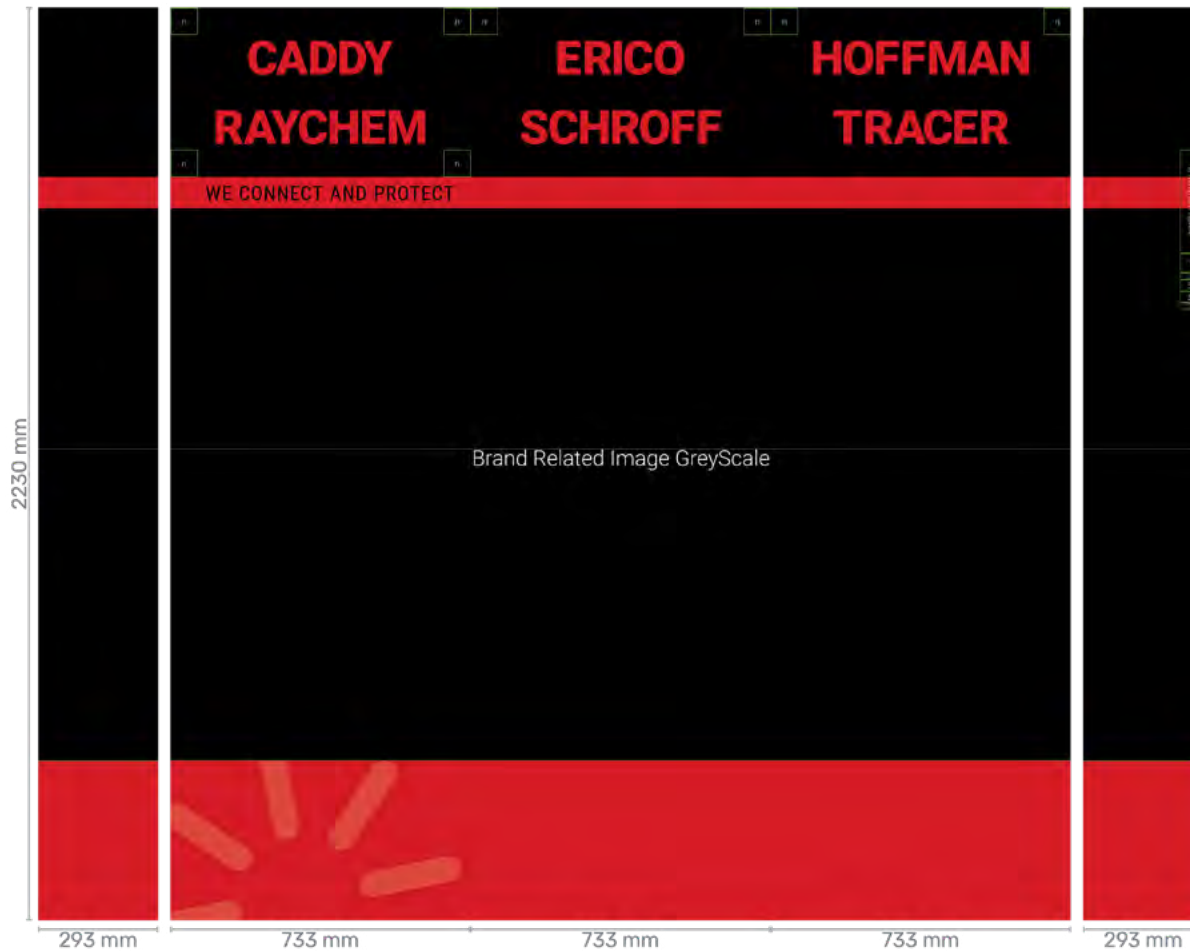
### POP-UP WALL SYSTEMS TEMPLATES (Magnetic)

Standard artwork is displayed (left) for nVent small concept black walls.

Upon approval of an nVent marketing manager the nVent Enterprise Brand Logo can be replaced by an nVent Product Brand Logo and the Brand Promise can be adjusted (refer to image below).

All other elements of the nVent red back wall can not be changed.

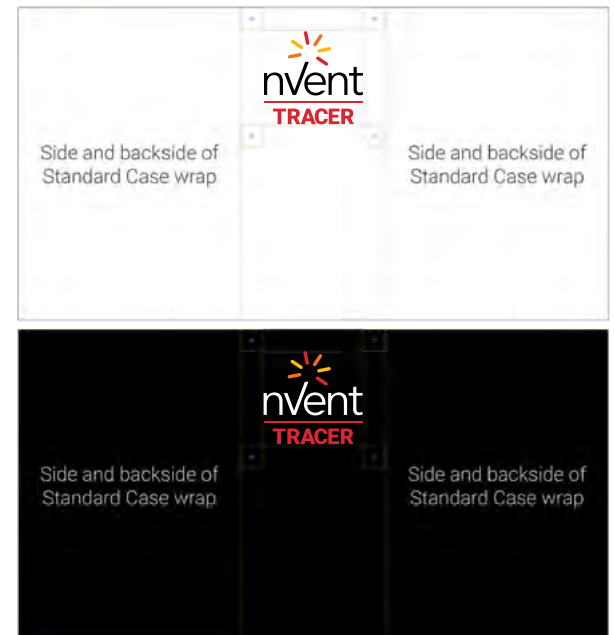




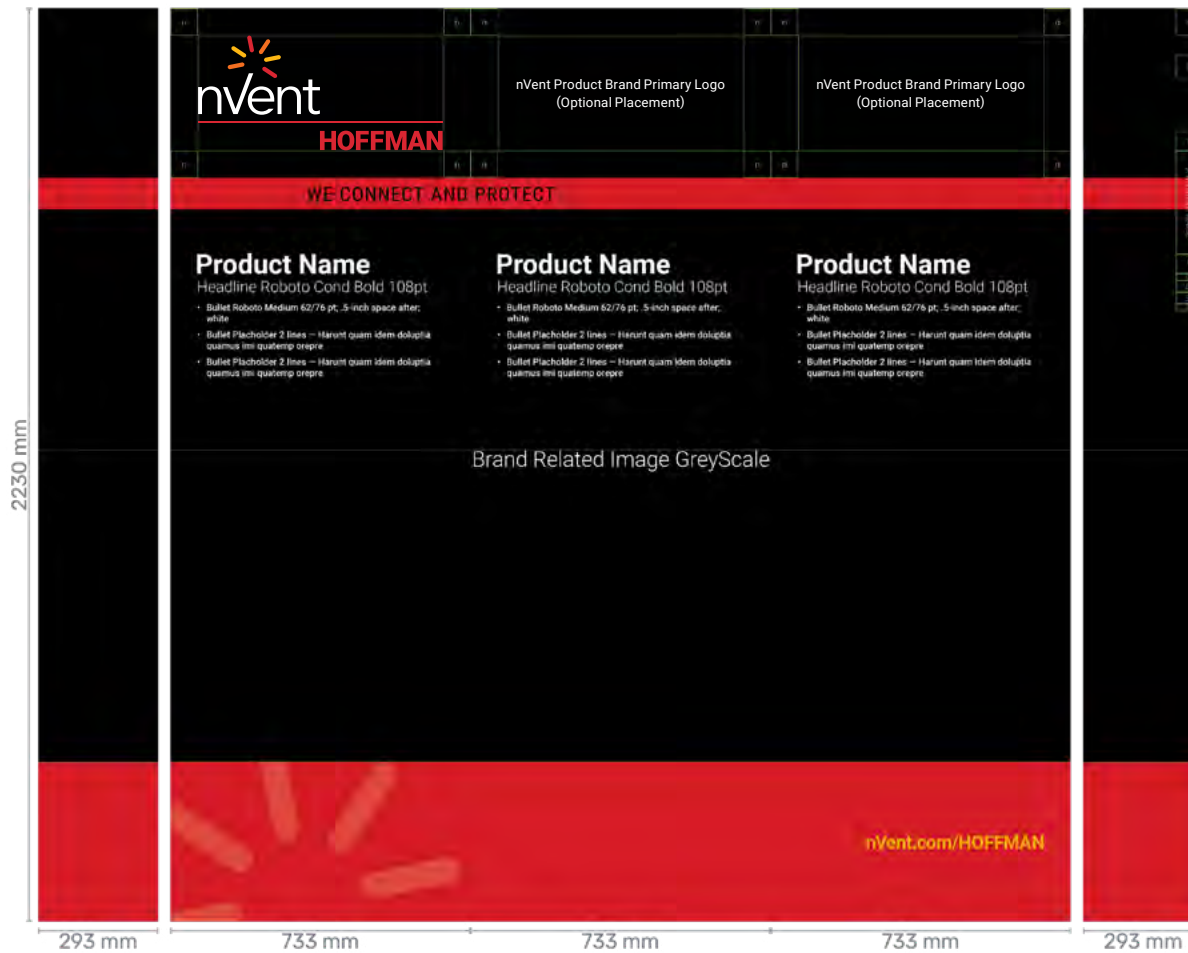
### POP-UP WALL SYSTEMS TEMPLATES (Magnetic)

Standard artwork for nVent Product Brand small concept black wall systems is shown. Use product and/or event related grayscale image as background, Brand Promise can be adjusted on approval of an nVent marketing manager. All other elements on the nVent Product Brand wall system can not be changed.

Backdrops with the six heritage brands stacked cannot be used separately, there always needs to be a banner or wall with nVent logo close to this wall. The wrap to cover the Expolinc Standard Case can be branded and is available in both black and white. Select the white wrap for use with red/black small concept backdrop, while the black wrap should be used with a red/white backdrop.





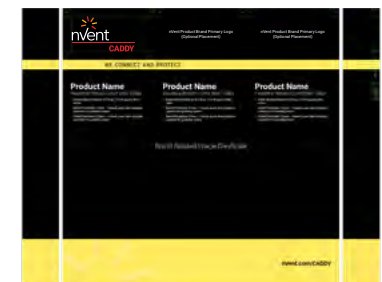


### POP-UP WALL SYSTEMS TEMPLATES (Magnetic)

Standard artwork for nVent Product Brand small concept black product wall system is shown. Any nVent Product Brand may be used along with product titles, text and/or images in the middle of the panel. Grayscale product images and/or event-related images should be used as a background. The Brand Promise may be adjusted with the approval of an nVent marketing manager. All other elements can not be changed.

Standard artwork for nVent CADDY small concept yellow product wall system is only available for CADDY related shows and products. All other nVent Product Brand wall systems colors can not be changed.

White wall systems may only be used with exception and require marketing managers approval.



SECTION 13

# Trade Shows

# MEDIUM CONCEPTS



### MEDIUM CONCEPT BOOTHS

Medium installations are for slightly larger booths. These installations require a short set-up time and can be assembled by an install team, nVent representatives or a combo of the two. Medium concept exhibits are to be built using the Clever Frame systems or any other modular system, such as BeMatrix, supplemented with booth elements from the Large Concepts.

Designs on the following pages are examples and can be adjusted to fit specific brands, products and trade shows.



### CLEVER FRAME

Clever Frame is a mobile system of aluminum frames that can be assembled in multiple configurations.

This set-up allows for artwork to be easily swapped and customized for each trade show with a magnetic fastening system. Selecting the parts for the perfect exhibition display and the installation are simple.





### CLEVER FRAME & VEREL

In combination of Clever Frame and the specially made wooden elements of Verel, the Medium Concept booths are created – which have the same style as the Large Concept booths. For more information about the booth designs, artwork and details of the wooden elements, refer to Large Concepts starting on page 13.28.



10' x 20' / 12m<sup>2</sup> BOOTH (Two Sides Open)



Example of a Medium Concept booth with use of several Large Concept elements, such as the bar, black furniture and display wall.

10' x 20' / 24m<sup>2</sup> BOOTH (Two Sides Open)



Example of a Medium Concept booth with use of several Large Concept elements, such as the bar, black furniture and display wall.

20' x 20' / 28m<sup>2</sup> BOOTH (One Side Open)



Example of a Medium Concept booth with use of several Large Concept elements, such as the bar, black furniture and display wall.



SECTION 13

# Trade Shows

# LARGE CONCEPTS



### LARGE CONCEPT BOOTHS

Installations of this size requires professional assistance to install with help from knowledgeable nVent staff focused on placement of demo units and presentation materials. Installation usually takes one or more full days for booths larger than 20' x 20' / 30m<sup>2</sup>.

Large Concept constructions use the BeMatrix system and are supplemented by raised lighted flooring, wooden elements and electronics for product display and demo units.

Designs on the following pages are examples and can be adjusted to fit specific brands, products and trade shows.

## 13 TRADE SHOWS LARGE CONCEPTS

All nVent booths should be designed using the same elements – whether small, medium or large – ensuring global consistency. These main elements consist of black and white towers, red archways, pedestals, the Spark, red visuals and black furniture.

### BLACK TOWER

The black tower should be the largest element in the booth, adorned with a white LED nVent Product Brand Logo at the top. This tower should also be used to present the trade show campaign materials on large TV screens, video walls or LED skins. One red visual must be placed on a side of the tower, preferably on the aisle side. The black tower needs to be kept as clean as possible, except for mandatory elements. For more information on the red visual, refer to page 13.43.

### WHITE TOWER

The white tower should be slightly lower or even in height of the black tower. It is preferred not to make it too deep to give more space for product presentation. Adorned with a LED nVent Product Brand Logo at the top, this tower can be used to present new launched products, product videos and to let ensure presented products are visible, the Spark can be placed on the tower.

### RED ARCH

The red arch helps to tie all elements of the booth together. The color takes its inspiration from the Spark and assists in drawing attention to products and important exhibit information.

### SPARK

The Spark should have a minimum of one large placement in each booth. Use of the Spark will assist in brand recognition with customers and aid in unifying all segments while exhibiting.



### BRAND PROMISE

Our brand promise “WE CONNECT AND PROTECT” should appear above the large Spark in the booth. If different text is used above the Spark then the brand promise should be placed either on the floor or at a different location in the booth.

### RED VISUAL

A red visual is required on one side of the black tower. The image used in the visual is required to be related to the products/applications, specific to each show. This will help tie the booth together along with the red arch and other accents.

### BLACK FURNITURE

As the majority of the booth elements are white, black furniture will be used to break up the space. Preferred furniture color is black and is a great contrast to all white elements of each booth.

### WHITE ELEMENTS

To ensure that all product and display material are clearly visible, all tables, demo desks, podiums and back walls must be white. This will draw attention to the purpose of each booth.

### FLOORING

The preference at each large show is to select a high gloss white floor – therefore enhancing the booth's appearance of being brighter and larger than the space allows. Alternative to the white floor is the gray concrete look.

### TECHNOLOGY

In order to appeal to the widest audience during every trade show, a variety of technology is recommended at each booth. A combination of TV screens, video walls, LEDskin, touch screens, virtual reality and/or 3D printers are recommended.

### BOOTH MATERIALS

In order to ensure consistent global corporate appearance, specific colors and materials have been carefully selected.



### BOOTH MATERIALS

In order to ensure consistent global corporate appearance, specific colors and materials have been carefully selected.



- White Gloss Panel
- LED-3D nVent Logo
- Red Foamed PVC 3D Product Brand Logo
- RGB LED Edge
- Display Wall XL Gloss White
- Copenhagen Bar Table Matte Black
- Copenhagen Table Matte Black
- About A Chair Matte Black
- Product Pedestal High Gloss Red with White LED Edge
- Product Tables Gloss White

- Product Panel FC Matte
- Display Wall Gloss White

30' x 30' / 100m<sup>2</sup> BOOTH (Three Sides Open)



Example of a Large Concept booth with a single product brand. To assist in maintaining a substantial presence at shows, a large banner on a truss is recommended. Additional key elements are the LED skin corner set-up, 3D printers and multiple product presentation options.

20' x 20' / 40m<sup>2</sup> BOOTH (One Side Open)



Example of a Large Concept booth with a single product brand. Clean and tight presentation of products where customers can use and expect them in real life environment. Little use of technology, focus lies on product presentation and demonstration.

30' x 30' / 54m<sup>2</sup> BOOTH (Three Sides Open)



Example of a Large Concept booth with a single product brand with low maximum building height. To assist in maintaining visibility of all exhibit visuals, select low product pedestals and wide towers. Additional key elements in the example are the LED skin back wall and multi-segment product displays.



20' x 20' / 36m<sup>2</sup> BOOTH (Two Sides Open)



Example of a Large Concept booth with a single product brand with low maximum building height. To assist in maintaining visibility of all exhibit visuals, select low product pedestals and wide towers — allowing enough space to present all necessary products.



20' x 20' / 36m<sup>2</sup> BOOTH (Two Sides Open)



Example of a Large Concept booth with multiple product brand with limited space, higher maximum building height above and no possibility for rigging. To assist with maximizing space for product and application information, the black and white towers can be combined.

40' x 40' / 125m<sup>2</sup> BOOTH (Four Sides Open)



Example of a Large Concept booth with a single product brand with higher maximum building height. Larger display walls are able to be utilized due to the lack of height restriction. With the added height, more information and products are able to be on display maximizing the nVent show presence.

SECTION 13

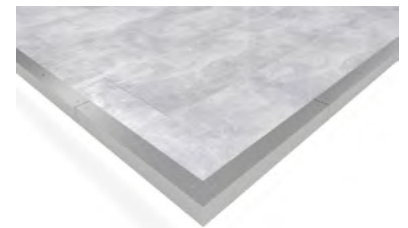
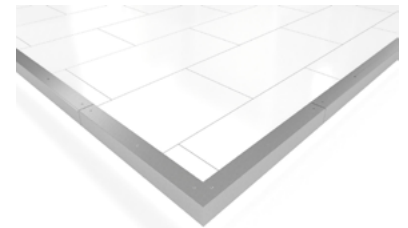
# Trade Shows

# BOOTH ELEMENTS



### BOOTH ELEMENTS

When exhibiting, there must always be one large black tower and one smaller white tower. An exception to this rule is when there are spatial restrictions allowing for the towers to merge or be used separately. When exhibiting at an island booth, merging the towers is preferred to reserve more space for product and associated marketing material. The nVent logo must be on all visible sides of the tower where space allows. Logo size should remain consistent on all sides of the tower. The Spark should have a prominent place on a back wall or white tower side. Use the red archways to unify the booth and connect display walls. One side of the black tower should also incorporate a red visual of a product or application associated with the main focus of the event. High gloss white flooring or matte concrete floor must be utilized. The booth is finished with white bar/presentation elements and black furniture.





### **BEMATRIX**

Large booths are constructed with light weight aluminum frame systems that are available in multiple sizes and designs. These systems can be assembled easily with just a few connectors. Frames are provided with light weight panels that are interchangeable. The flexibility of sizes and designs allows for these systems to be assembled for any booth size in any location.



### RIGGING BANNERS

In order to have a more prominent show presence with larger booths, a suspended square fabric banner is recommended. Banners are lighted and easily visible from longer distances. The nVent logo should be positioned on the outside of the banner while the product brand logos are reserved for the interior on a white background. Banners may not exceed the booth limits, preferred to keep the banner 3.5' / 1m within the booth limits and one meter above the highest point.

**IMPORTANT NOTE:** Not all hanging banners require a truss, review individual show requirements.

### RIGGING BANNER RECTANGLE

Below are examples of a single product brand fabric banner and multiple product brands banner. With limited rigging options it is recommended to suspend a rectangular format. The banner is double sided and can only be executed in black.





## BRANDING

nVent product brand logos should be clearly visible from long distances and from all open sides of the booth at any trade show. Logos need to be positioned on a neutral background to create high visibility. Follow the branding guidelines with respect to the positioning of additional elements around each logo.

**IMPORTANT NOTE:** Refer to this guide for additional details about nVent brand positioning.

## LOGO CLEAR SPACE

nVent logo and/or nVent Product Brand Logos should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the walls. No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the “n” in the logotype (refer to pages 2.4 and 3.8).

## FULL-COLOR LOGOS

The nVent Logo should appear at least once in every booth, and may not be re-drawn, distorted or dismantled in any way. These logos are the preferred versions and should be used whenever possible (refer to pages 2.5 and 3.6).





### RED VISUAL

The red visual must be used on one of the side walls of the black tower. The visual must relate to the products, applications or brands displayed in the booth. Having the nVent logo or product brand logo on the wall with the visual is recommended. Only the nVent logo or product brand logo, a TV Screen or a LEDskin are allowed to appear on the red visual wall; no other elements are allowed to appear on the red visual wall.



### BLACK GRADIENT LAYER

To ensure visibility, the logo must be placed on the black gradient layer, which is adaptable for each show depending on the application/product image utilized.



### RED LAYER

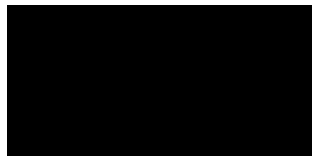
CMYK: 2.97.85.7

Layer needs to be set to 'color burn' ensuring visibility of the image layer.



### IMAGE LAYER

Application/product image must be set to gray scale. Layer must be set to 'exclusion' to allow the image to properly appear with red tones.



### BACKGROUND LAYER (BLACK)

CMYK: 91.79.62.98



### SPARK

The Spark should appear prominently and large at least once in every booth. This Large Spark will assist in grabbing the attention of show attendees and with our brand recognition. It can also be used to connect different booth elements to tie visuals together.

The Spark must be used in full color. Never alter the colors of the Spark or the background of the white booth wall. For additional specifications, refer to pages 2.21–2.23.

### BRAND PROMISE

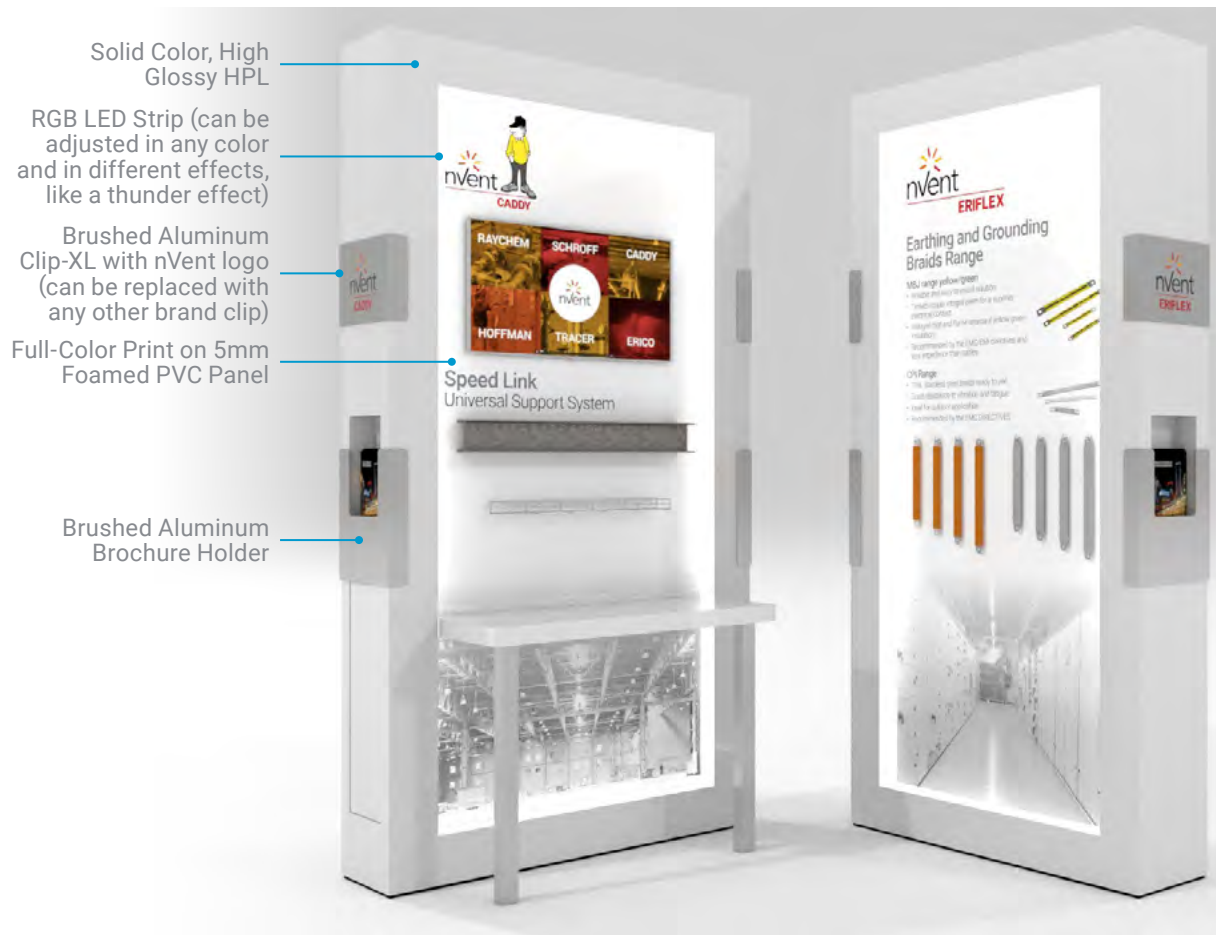
Our Brand Promise “WE CONNECT AND PROTECT” should appear above the large Spark in the booth, and must be used in every booth.

In the event of a booth where “WE CONNECT AND PROTECT” is not appropriate for the purpose of the show, an approved exception can be made by the designated brand manager (refer to page 13.64). The same font and graphical execution of “WE CONNECT AND PROTECT” should be used, limiting it to only a few words. If different text is used above the Spark, then the Brand Promise must be placed either on the floor or at a different spot in the booth. Ensure proper spacing around the Brand Promise, so it is visible from a distance.

The text must be placed on the booth’s back walls and/or floors in one of the following colors:

- Black (CMYK: 91.79.62.98)
- Gray (CMYK: 22.15.10.32)
- Red (CMYK: 2.97.85.7)

# 13 TRADE SHOWS BOOTH ELEMENTS



## DISPLAY WALL

Display walls can be widely used for any nVent product brand or product. Lightweight panels can easily be interchanged depending on the show. The wall itself is capable of mounting products, shelves, table tops and 32" TV Screens. Internal edges of the display wall is equipped with RGB LED-Edge lights which can be customized depending on the display function. In addition to the literature, the stainless steel clips on the side can be changed depending on the product brand exhibiting at each show. Displays are double sided.

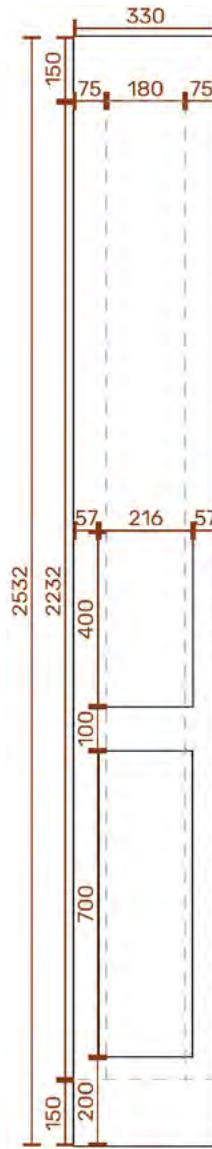
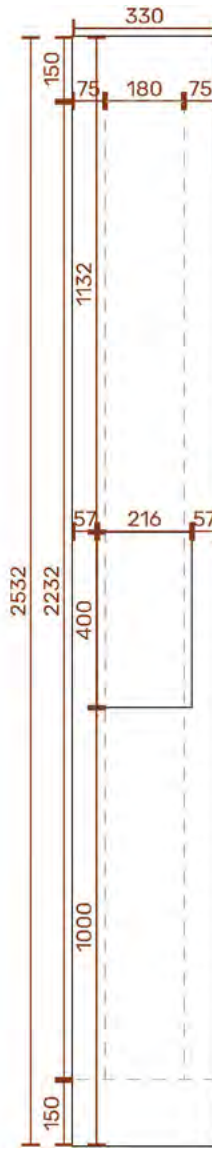
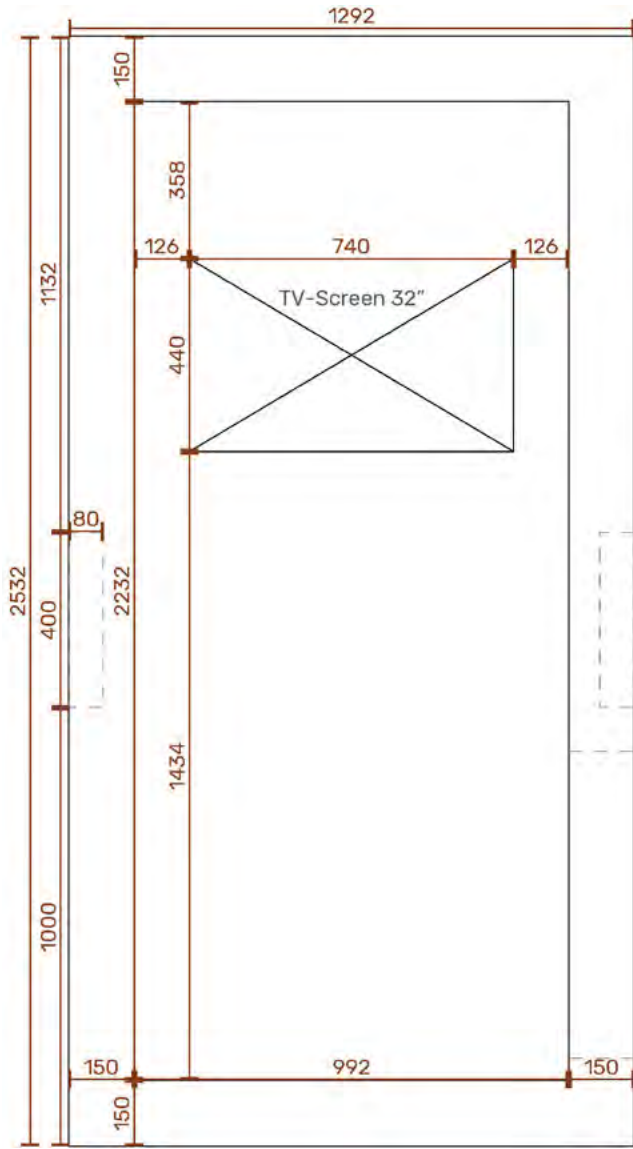
## PRODUCT TABLES

Product tables for product displaying are available in different heights: 39.4" / 1m; 31.5" / 0.8m; 19.5" / 0.5m; and 11.8" / 0.3m. Table tops are available in these standard sizes: 40" x 14" / 990 x 350mm; 40" x 16.5" / 990 x 420mm; and 40" x 24" / 990 x 600mm.



32" TV SCREEN





### DISPLAY WALL MEASUREMENTS

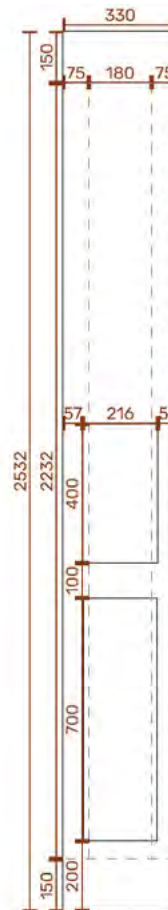
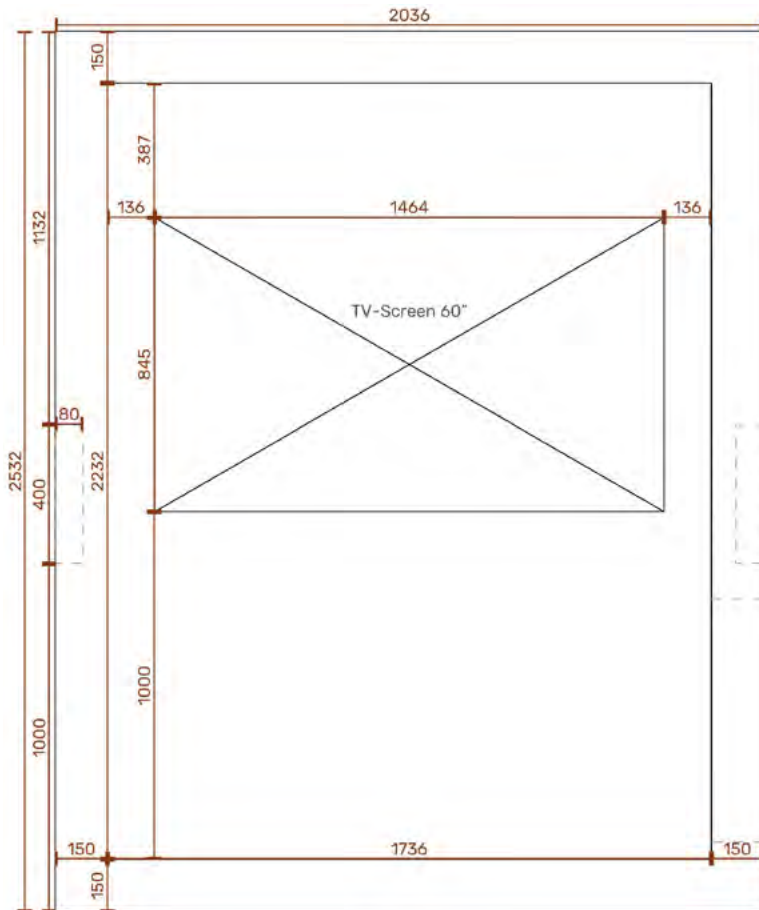
Generic specification drawing of the display wall above. Verify products, shelves or screens will fit on this specific wall prior to design. Products must have appropriate space surrounding each piece and not overcrowd the wall.



### DISPLAY WALL XL

Display walls XL can be widely used for any nVent Product Brand or product. Lightweight panels can easily be interchanged depending on the show. The wall itself is capable of mounting larger products, shelves, table tops and TV Screens. Internal edges of the display wall is fitted with RGB LED-Edge lights which can be customized depending on the display function. In addition to the literature, the stainless steel clips on the side can be changed depending on the product brand exhibiting at each show. Displays are double sided.





### DISPLAY WALL XL MEASUREMENTS

Generic specification drawing of the XL display wall above. Verify products, shelves or screens will fit on this specific wall prior to design. Products must have appropriate space surrounding each piece and not overcrowd the wall.

**DISPLAY WALL ARTWORK**

Display walls are used to exhibit specific products or brands. Mounting products to the wall is possible and should be done using full color artwork. Products should be accompanied by a brief description of purpose/benefits.

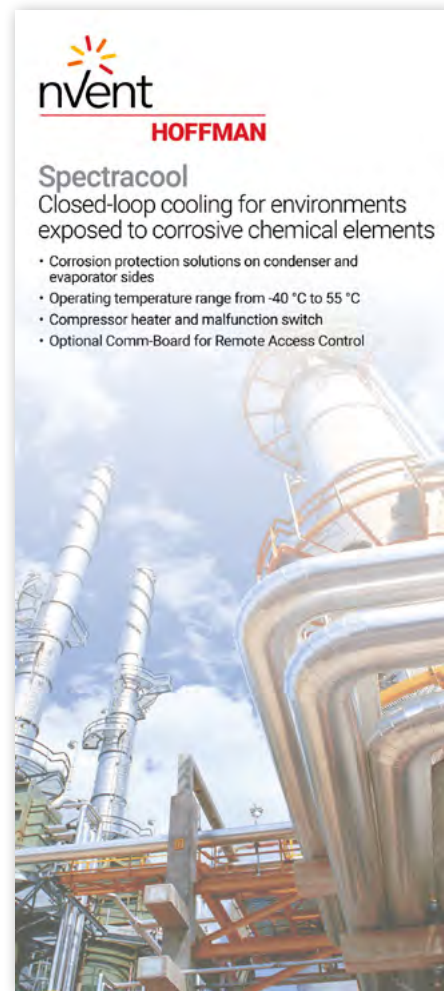


**nvent**  
**RAYCHEM**

**Advanced Controls**  
Maximize Process Safety, Productivity & Energy Efficiency

Explore our nVent RAYCHEM solutions


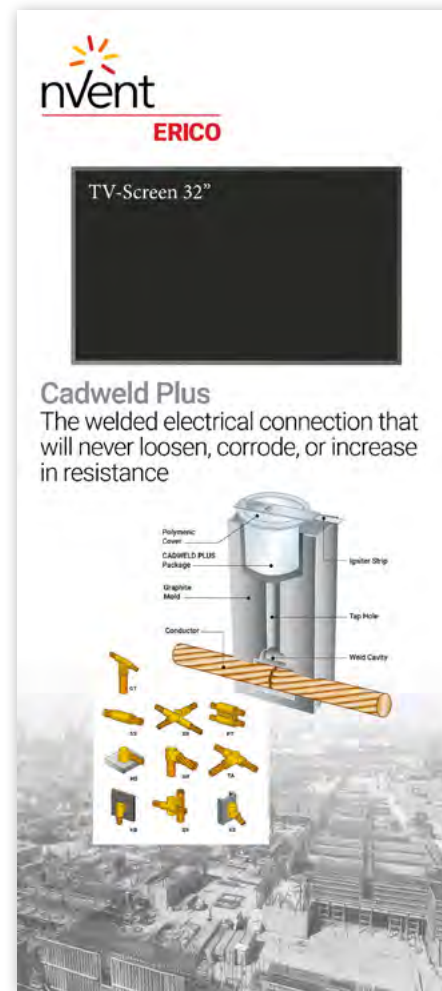




**nvent**  
**HOFFMAN**

**Spectracool**  
Closed-loop cooling for environments exposed to corrosive chemical elements



- Corrosion protection solutions on condenser and evaporator sides
- Operating temperature range from -40 °C to 55 °C
- Compressor heater and malfunction switch
- Optional Comm-Board for Remote Access Control

**nvent**  
**ERICO**

TV-Screen 32"

**Cadweld Plus**  
The welded electrical connection that will never loosen, corrode, or increase in resistance


**nvent**  
**CADDY**

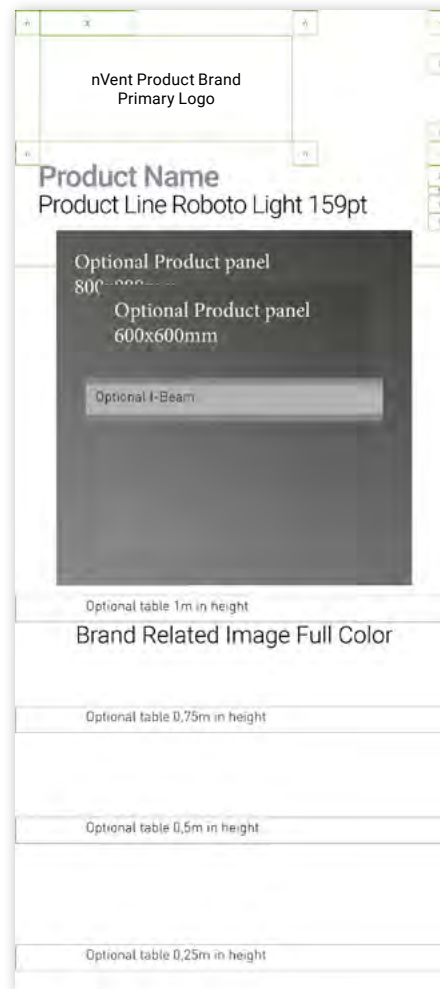
TV-Screen 32"

**Rod Lock and Speed Link**  
Solutions for Prefabrication

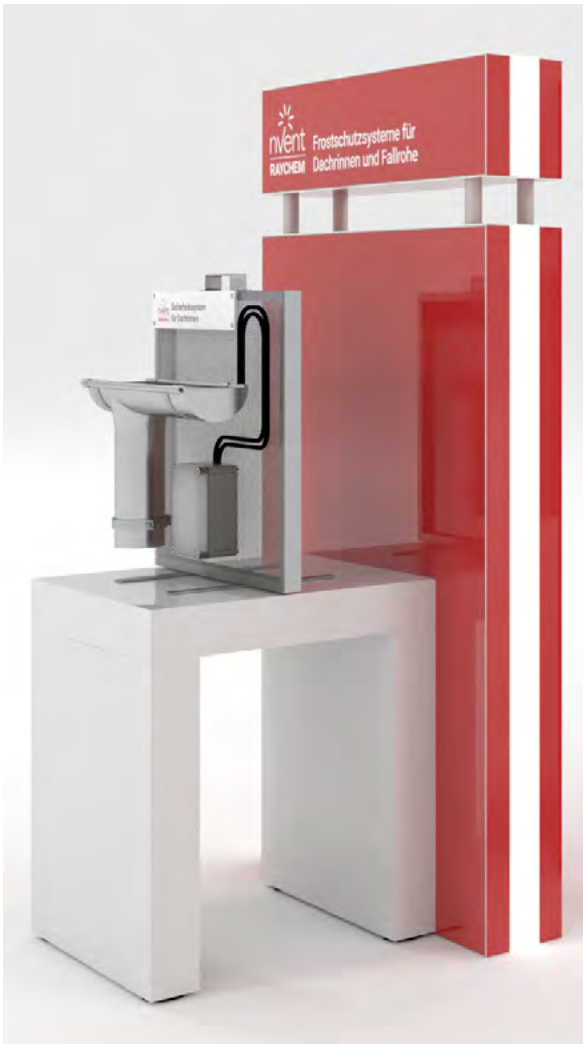



### DISPLAY WALL ARTWORK

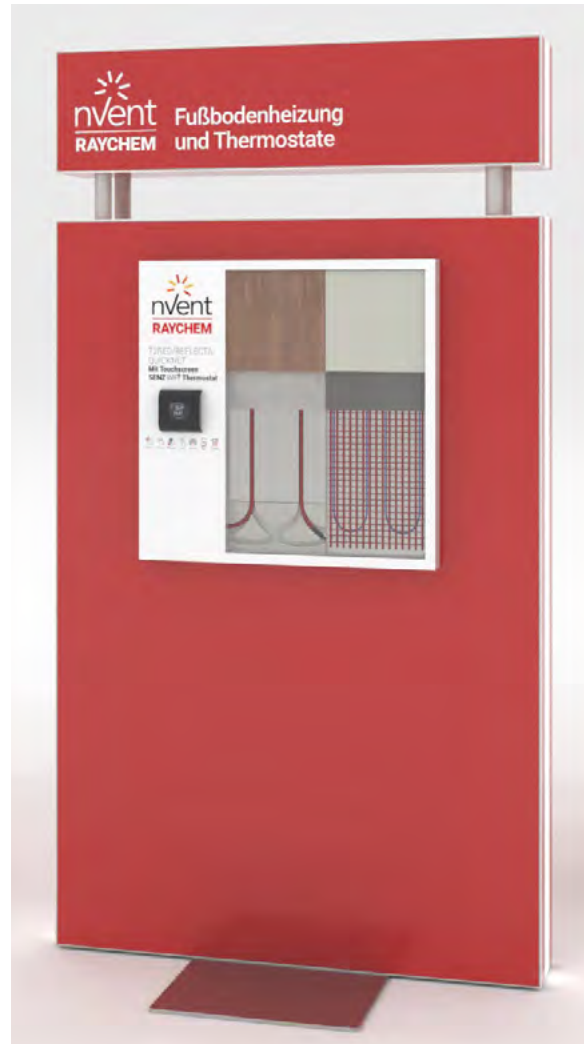
Display walls are used to exhibit specific products or brands. Mounting products to the wall is possible and should be done using full color artwork. Products should be accompanied by a brief description of purpose/benefits.







nVent logo with sub-brand (Secondary logo)  
Product Name / Product Line  
Roboto Medium 130,5pt



nVent RAYCHEM  
Possible to add a short and powerful slogan and / or product description

### PRODUCT PEDESTALS

These pedestals can be used for a wide range of products, and are usually placed in smaller booths or near the isles in larger booths for visibility purposes. Wall sizes are fixed, but product pedestals are available in multiple sizes depending on the needs of the exhibiting products. Options to customize the wall with text, TV Screens and wall mounted products are available.



nVent RAYCHEM  
Déneigement et mise hors gel des gouttières et chéneaux



### PRODUCT PEDESTALS

Example of possible setups with the white product tables and Red Product Walls.



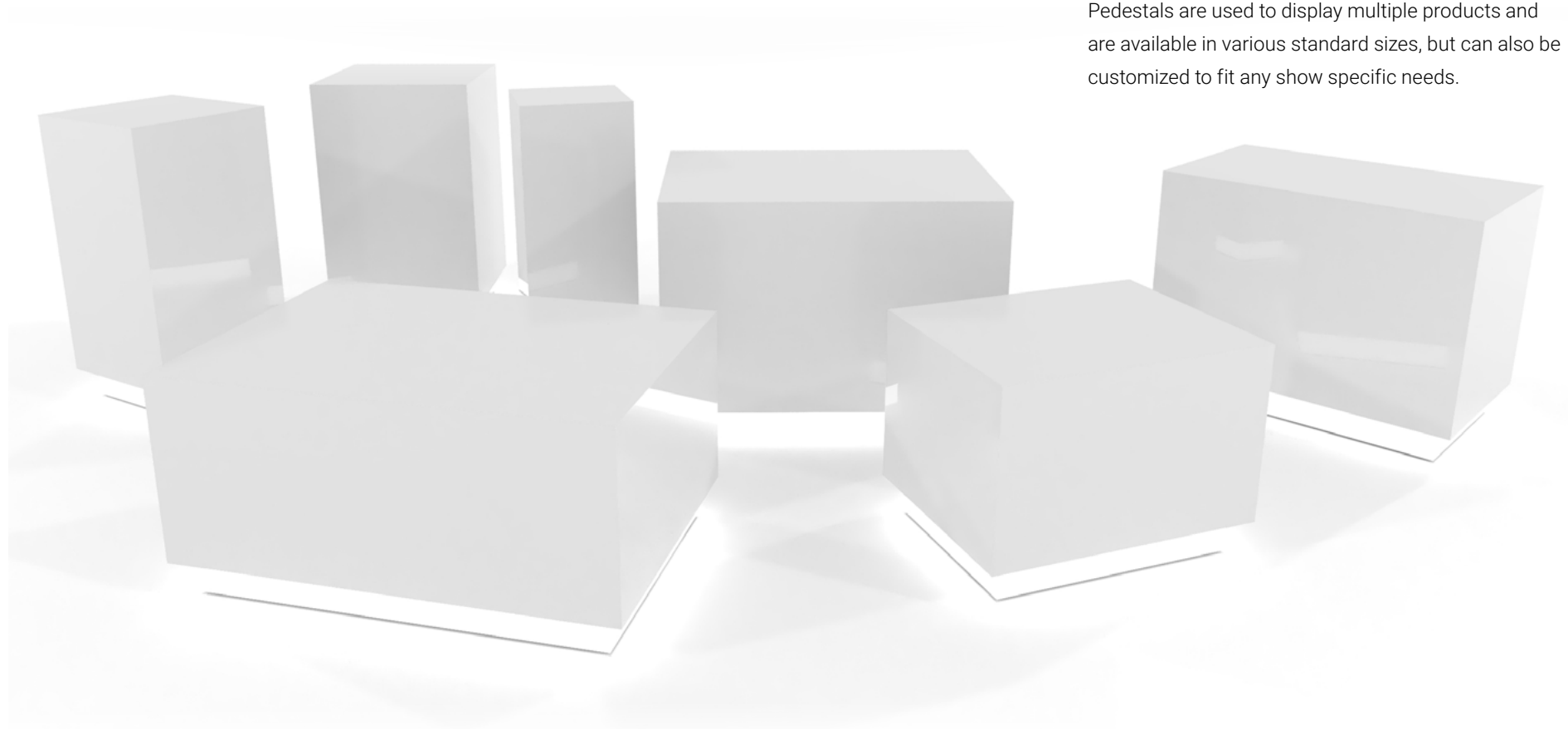
### DEMO TABLES

Demo tables compliment the design aesthetics of various sized medium and large booths. Tables are available in multiple sizes and can also be customized to fit any show specific needs.



### DEMO PEDESTALS

Demo pedestals are simple, clean, and easy to install. Pedestals are used to display multiple products and are available in various standard sizes, but can also be customized to fit any show specific needs.



### BAR

Bars can be customized to fit any show spatial requirements and are constructed using several different elements. With the flexibility of the setup it allows for large or small setups depending upon the booth size. All elements have the RGB LED-Edge which can be individually changed depending on show specific needs.



### FURNITURE

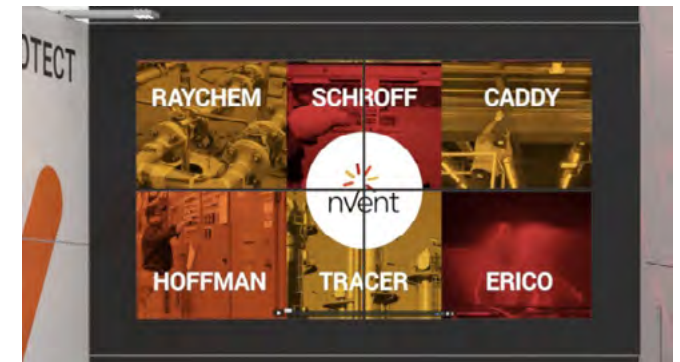
Booth furniture should be chosen to compliment the booth design. Simple look and modern design black furniture is the preferred style and color for all nVent shows. If black is unavailable white or red furniture in the same style is approved. The HAY Copenhagen and HAY About a... collection is as shown.

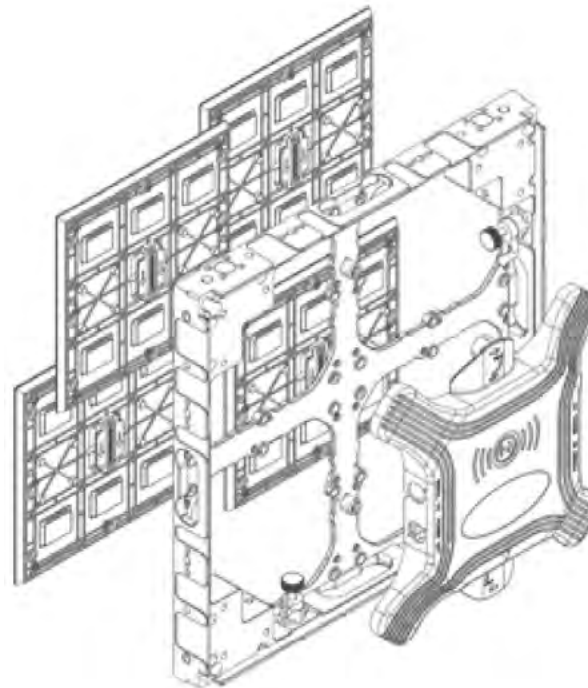
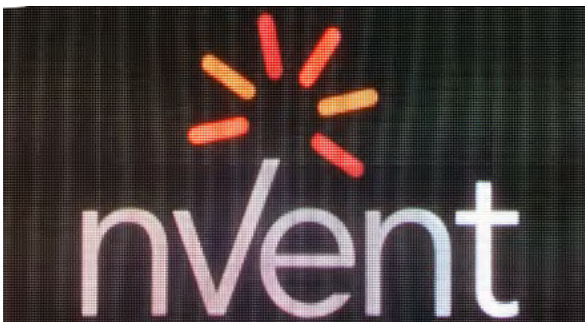




### TV SCREENS

To present nVent brands, campaigns or information about product use, it is recommended to show videos. In the nVent booth concept it is possible to show content in many different ways. The black tower is intended to place large TV Screens or LEDskin® for nVent or campaign related videos (for additional information on LEDskin®, refer to page 13.58). Product related videos can be shown on TV Screens mounted on display walls or the red arch.





### LEDskin®

LEDskin is a revolutionary product that allows an infinite number of display possibilities. This product was intended for indoor use and perfectly fits with the lightweight aluminum framing system. LEDskin cabinets can be installed and dismantled quickly and are automatically aligned thanks to the built-in magnets that assist with install. Quick lock systems guaranteed that all LEDskin parts remain in place throughout the show.

### INFORMATION

Pixel Pitch	0.125" / 3.1mm
Module Quantity	4 pieces
LEDskin Module Resolution	80 x 80 pixels
LEDskin Module Dimension	9.75" x 9.75" / 248 x 248mm
LEDskin Cabinet Resolution	160 x 160 pixels
LEDskin Cabinet Dimension	19.5" x 19.5" x 2.5" / 496 x 496 x 62mm
Pixel Density	104,058 pixels/m <sup>2</sup>
Cabinet Weight	16lbs / 7.3kg

### MECHANICAL & OPTICAL RATINGS

Surface Flatness	Gap ≤ 0.2" / 0.5 mm
Brightness	1,200 nits
View Angle	110°/110°
View Distance	≥ 0.125" / 3.1 m
Brightness Adjustment	0~100% 256 levels
Contrast Ratio	1:2000
LED	SMD 2121 matte LED

### MECHANICAL & OPTICAL RATINGS

Operation Power	100-240V AC 50-60Hz
Max. Power Consumption	600w/m <sup>2</sup>
Average Power Consumption	200w/m <sup>2</sup>
Platform	Novastar
Operating Life	100,000 hours





## LIGHTING

In order to stand out and set a welcoming mood it is important to have a well lit booth and all aspects are clearly visible. Standard spotlights for backdrops, light poles, ceiling spot lights and RGB LED-Edge lighting elements are all available to assist with visibility and the mood at each show.



SECTION 13

# Trade Shows

# ANNEX



**TRADE SHOW MESSAGING - EXAMPLE**

Trade Show Name	CES 2019	Brand	NUHEAT
Trade Show Date	January 7 – 11, 2019	Product Line	Signature Thermostat
Trade Show Location	Las Vegas, NV, USA		

**ABOUT NVENT**

nVent is a leading global provider of electrical connection and protection solutions. We design, manufacture, market, install and service high performance products and solutions that connect and protect some of the world's most sensitive equipment, buildings and critical processes.

- Publicly traded company
- US Management Office – Minnesota
- Founded May 2018
- 9000 global workforce
- 80+ manufacturing, service, sales and distribution centers
- 400+ patents
- Verticals – infrastructure, industrial, energy, commercial and residential

**THREE PRIMARY SEGMENTS**

Electrical Enclosures		Thermal Management		Electrical & Fastening Solutions	
<b>Equipment Protection</b>	<b>Electronics Protection</b>	<b>Building Infrastructure Solutions</b>	<b>Industrial Heating Solutions</b>	<b>Fastening Solutions</b>	<b>Electrical Solutions</b>

**TRADE SHOW MESSAGING GUIDE** (Fill out key message/benefit + speaking points per show)

Audience	Key Message	Benefits	Speaking points
Existing Customers	Signature now works with the Google Assistant, Amazon Alexa, IFTTT, Nest, and Control 4.	Free - New integrations are backwards compatible, no need to purchase a new Signature device(s).	<ul style="list-style-type: none"> <li>• Smart home API built for Signature means more smart home integrations in the future</li> <li>• Signature is the first thermostat to connect to GA, AA, IFTTT, Nest and Control 4</li> </ul>
New Customers	Adding electric floor heating to your home? Choose a wi-fi enabled thermostat that controls your floor heating via Google Assistant, Amazon Alexa, IFTTT, Nest, or Control 4.	<p>Ease of use: Use your existing home automation products to turn your floor heating on/off</p> <p>Convenience: Control your floor heating remotely via the Signature app for iOS and Android</p>	<ul style="list-style-type: none"> <li>• Wi-fi enabled programmable thermostat lets you control your floor heating via smartphone app, anywhere, anytime.</li> <li>• Signature is compatible with ALL NUHEAT floor heating systems</li> </ul>
Media/Press	nVent NUHEAT launches smart home integrations for Signature – the company's premium, wi-fi enabled, floor heating thermostat.	Easy to set up: Compatible with most popular home automation systems on the market	<ul style="list-style-type: none"> <li>• NUHEAT first to have wi-fi programmable thermostat in NAM (2016)</li> <li>• NUHEAT first to have smart home integrations for a floor heating thermostat globally (2019)</li> </ul>

**SEGMENT/BRAND/PRODUCT LINE SPECIFIC BOILERPLATE**

nVent NUHEAT is a leading North American electric floor heating manufacturer based in Richmond, BC, Canada. Has been in the market for 30 years!



**TRADE SHOW MESSAGING - FILLABLE FORM**

Trade Show Name		Brand	
Trade Show Date		Product Line	
Trade Show Location			

**ABOUT NVENT**

nVent is a leading global provider of electrical connection and protection solutions. We design, manufacture, market, install and service high performance products and solutions that connect and protect some of the world's most sensitive equipment, buildings and critical processes.

- Publicly traded company
- US Management Office – Minnesota
- Founded May 2018
- 9000 global workforce
- 80+ manufacturing, service, sales and distribution centers
- 400+ patents
- Verticals – infrastructure, industrial, energy, commercial and residential

**THREE PRIMARY SEGMENTS**

Electrical Enclosures		Thermal Management		Electrical & Fastening Solutions	
<b>Equipment Protection</b>	<b>Electronics Protection</b>	<b>Building Infrastructure Solutions</b>	<b>Industrial Heating Solutions</b>	<b>Fastening Solutions</b>	<b>Electrical Solutions</b>

**TRADE SHOW MESSAGING GUIDE** (Fill out key message/benefit + speaking points per show)

Audience	Key Message	Benefits	Speaking points
Existing Customers			
New Customers			
Media/Press			

**SEGMENT/BRAND/PRODUCT LINE SPECIFIC BOILERPLATE**

SECTION 13

# Trade Shows

# CONTACTS

## Trade Show Contacts



### TRADE SHOW DESIGN & BRAND MANAGER – EMEA

nVent

Linda Schoonbeek

Linda.Schoonbeek@nVent.com

+31 (0)6 518 682 92

### SPATIAL DESIGNER & PROJECT MANAGER – EMEA/APAC

Verel

Niels Verhagen

Niels@Verel.org

+31 (0) 6 554 888 58

### TRADE SHOW DESIGN & BRAND MANAGER – APAC

nVent

Kang Wang

Kang.Wang@nVent.com

+862124121567

nVent

Karen Xiao (Enclosures)

Karen.Xiao@nVent.com

### TRADE SHOW DESIGN & BRAND MANAGER – NA

nVent

Connor Duffy

Connor.Duffy@nVent.com

+1 713 820 0637

### PROJECT MANAGER – NA

Communication Exhibits Inc. (CEI)

Kayli Faust

Kayli@ceilink.com

+1 330 854 4040

## SECTION 14

# Third-Party Guidelines

### 14.1 **CO-BRANDING**

- 14.2 Strategic Partnerships & Alliances
- 14.2 Joint Ventures
- 14.2 Alignment of Logos
- 14.3 Authorized Distributor Configurations
- 14.5 Clear Space & Minimum Size
- 14.6 Configurations in Text

### 14.7 **APPLICATIONS**

- 14.8 Co-Branded Logos Treatment
- 14.9 nVent Leading
- 14.10 Third-Party Leading
- 14.14 Unacceptable Usage

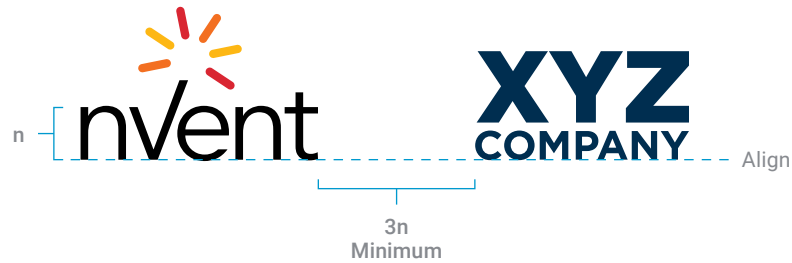
SECTION 14

# Third-Party Guidelines

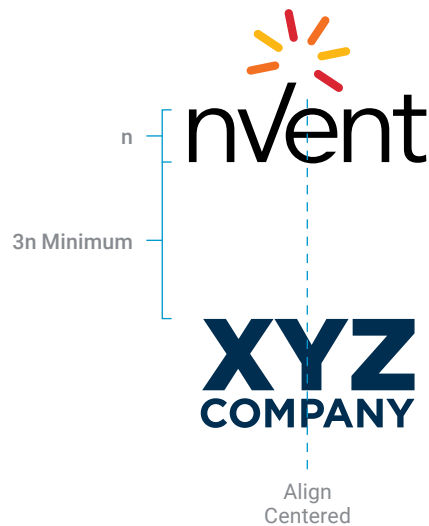
# CO-BRANDING



## HORIZONTAL ALIGNMENT



## VERTICAL ALIGNMENT



### IMPORTANT NOTES:

- It must be clear that nVent and a third-party partner are distinctly separate legal entities.
- Third party logos and brand names should never exceed the size of the nVent logo.
- The nVent logo cannot be translated to another language.

## STRATEGIC PARTNERSHIPS & ALLIANCES

As part of our global growth strategy, nVent may collaborate with third parties to develop or exploit existing or new technology, to serve customers in selected regions, and to enhance its product offering. This may take various forms of sole or joint development, manufacturing and sale of products, which may include shared marketing communications that could have implications for the nVent brand.

## JOINT VENTURES

From the corporate branding perspective, growing nVent business, while maintaining the integrity and attributes of the nVent brand, is a major objective of any strategic partnership or alliance.

To ensure a strong recognition of the nVent Brand and protection of our intellectual property, all strategic partnerships and alliances must follow these Standards. Under all circumstances nVent must be able to control the nature and extent of such use.

The nVent name/logo should be at least equal in size to a third party name/logo wherever it appears. New, jointly-owned marks, logos and/or names should be avoided whenever possible, and must be approved by the Brand Council and Legal Department. If a strategic business relationship encompasses an offering of nVent products, the coloring and branding of such products should remain intact.

## ALIGNMENT OF LOGOS

There are two main alignments for the joint venture logo and name: horizontal and vertical, which do not interfere with the nVent logo clear space. The nVent name and logo should be at least equal in size to a third party name and logo.

## ENTERPRISE BRAND CONFIGURATION



Relationship Descriptor — **AUTHORIZED DISTRIBUTOR**

Enterprise Brand Configuration contains:

- nVent logo
- Relationship Descriptor

## PRODUCT BRAND CONFIGURATION



Relationship Descriptor — **AUTHORIZED DISTRIBUTOR**

**RAYCHEM**

Product Brand Configuration contains:

- nVent Product Brand Logo
- Relationship Descriptor

## FULL-COLOR CONFIGURATIONS

The primary frame of reference for our brand is the nVent logo. It is the unifying visual element that appears across all our communications, enabling us to build strong brand recognition. Our brand is a valuable asset that we need to protect, thus we ask you use it according to these standards.

When representing nVent on partner communications, our logo must always appear with a relationship descriptor (e.g., Authorized Distributor).

## CONFIGURATION USAGE

These configurations can be used across product and service communications, consumer and business-to-business media, such as direct mail, brand advertising, trade shows, public relations, as well as product level literature and documents (e.g., packaging, labeling, operating/instruction manuals, etc.). All applications of the nVent logo on partner communications must be approved by your nVent business contact prior to distribution.

## BRAND ART

Refer to page 2.41 for reproduction artwork.

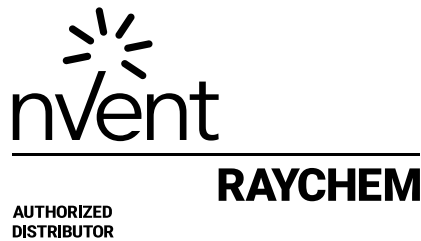
**IMPORTANT NOTE:** The nVent name, product brand name and relationship descriptor cannot be translated to another language.

## ENTERPRISE BRAND CONFIGURATION



---

## PRODUCT BRAND CONFIGURATION



## ONE-COLOR CONFIGURATIONS

Our full-color configurations are the preferred versions for reproduction and should be used whenever possible. The one-color configurations are for alternate usage when full-color reproduction methods are prohibited.

## CONFIGURATION USAGE

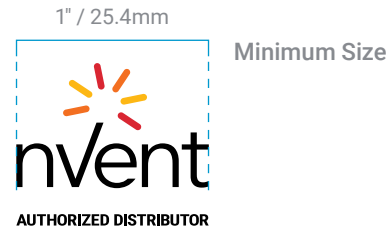
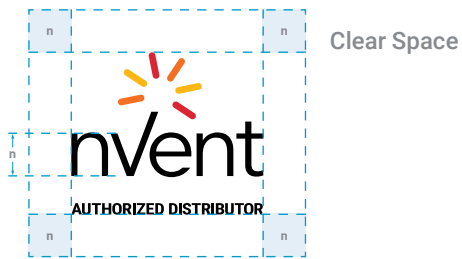
These configurations can be used across product and service communications, consumer and business-to-business media, such as direct mail, brand advertising, trade shows, public relations, as well as product level literature and documents (e.g., packaging, labeling, operating/instruction manuals, etc.). All applications of the nVent logo on partner communications must be approved by your nVent business contact prior to distribution.

## BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** The nVent name, product brand name and relationship descriptor cannot be translated to another language.

**ENTERPRISE BRAND CONFIGURATION**



**CLEAR SPACE**

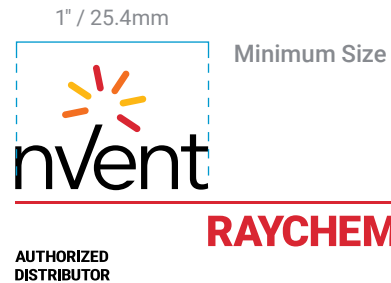
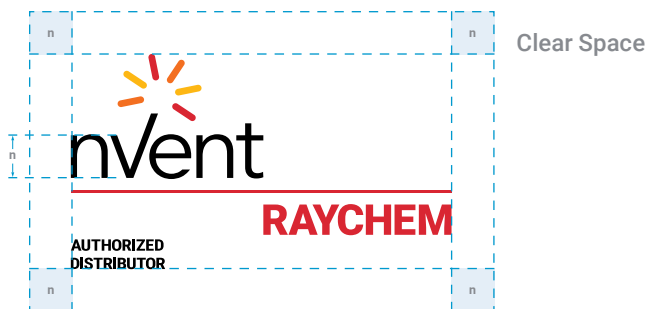
The nVent Authorized Configuration should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the “n” in the logotype, as illustrated.

**MINIMUM SIZE**

Minimum size refers to the smallest size the nVent Authorized Configuration may be reproduced to ensure its legibility, and may not be reproduced smaller than 1” or 25.4mm in width, as illustrated.

**PRODUCT BRAND CONFIGURATION**




**IMPORTANT NOTE:** Only with the permission of the nVent Marketing Department, may the minimum size of the nVent Authorized Configuration be made smaller on Third-Party material, such as business cards (refer to page 14.12).

**RELATIONSHIP DESCRIPTOR**

To ensure maximum impact, the nVent logo and relationship descriptor should always stand out from other graphic elements. The immediate area surrounding the logo has been defined as “clear space,” which should be kept clear of other graphic elements such as headlines, text or imagery.

**IMPORTANT NOTE:** The nVent name, product brand name and relationship descriptor cannot be translated to another language.


**ENTERPRISE BRAND CONFIGURATION**



XYZ Company, an nVent Authorized Distributor, delivers on all levels of quality and reliability for products that exceed your needs.

---

**PRODUCT BRAND CONFIGURATION**



XYZ Company, an nVent RAYCHEM Authorized Distributor, delivers on all levels of quality and reliability for products that exceed your needs.

**IMPORTANT NOTE:** The nVent Product Brand Name should always appear after the nVent Name and in uppercase letters, such as “nVent RAYCHEM” or “NVENT RAYCHEM.”

**CONFIGURATIONS IN TEXT**

When the configuration is written in text (as shown), or when the nVent name, product brand name, product line and/or relationship descriptor are used in text (e.g., nVent Authorized Distributor), use title case, or when required use uppercase.

**CONFIGURATION USAGE**

These configurations can be used across product and service communications, consumer and business-to-business media, such as direct mail, brand advertising, trade shows, public relations, as well as product level literature and documents (e.g., packaging, labeling, operating/instruction manuals, etc.). All applications of the nVent logo on partner communications must be approved by your nVent business contact prior to distribution.

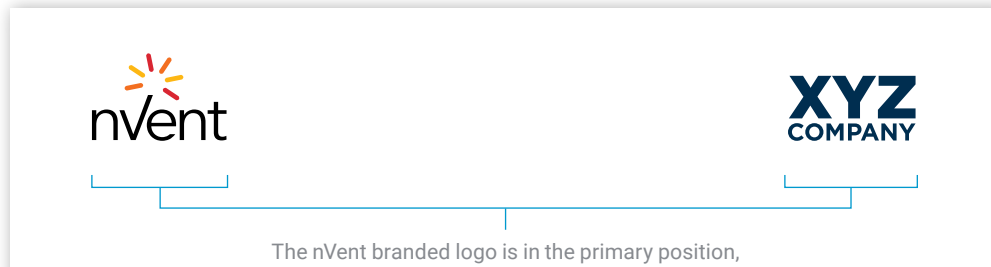
**IMPORTANT NOTE:** The nVent name, product brand name and relationship descriptor cannot be translated to another language.

SECTION 14

# Third-Party Guidelines

# APPLICATIONS

LOGOS TREATMENT ON TOP OF MARKETING MATERIAL



The nVent branded logo is in the primary position, and both logos have equal visual weight.



ENTERPRISE BRAND



PRODUCT BRAND

**CO-BRANDED (Logos Treatment)**

Referring to all product documentation, client operations material, sales tools, collateral, advertising, websites, marketing emails and other marketing materials that are created jointly by nVent and the approved Third-Party (e.g., ingredient branding, joint ventures, sponsorships, joint marketing ventures, etc.). Such materials may be created for a specific temporary function such as a jointly-hosted event, combined trade show booth setup or joint letter. Co-branded material may have a neutral look and feel, but we encourage using nVent fonts and colors when possible.

**NVENT & PARTNER LOGOS**

Co-branded materials will present both the nVent and Third-Party logos in the primary position on the page and will have equal visual weight. The business relationship between nVent and the Third-Party should be clearly outlined in the main body copy or sidebar of a marketing piece. Always use nVent brand art (refer to page 2.41).

**LEGAL**

Before creating or approving any nVent materials with Third-Party logos, consult the nVent Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.

**CONTACT**

If you have questions about Third-Party Relationships or brand alliances, contact your Marketing Leader.

This example is for illustrative purposes only and is not meant to represent actual third-party communications.



nVent logo is the primary logo on the page in the most prominent position

Relationship Descriptor

Third-Party logo is the secondary logo on the page

- nVent look and feel.
- nVent logo in most prominent position on cover.
- Third-Party logo presented on bottom left of front cover, or back-cover depending on design requirements.
- Third-Party logo should not appear visually larger than the nVent logo.

This example is for illustrative purposes only and is not meant to represent actual third-party communications.

### NVENT LEADING

This refers to all product documentation, client operations material, sales tools, collateral, advertising, websites, marketing emails and other marketing material that is created by nVent, which is clearly nVent branded, and follows the nVent Brand Identity Standards. nVent branded materials may only be created by nVent and approved agencies; Third-Parties should not be allowed to mimic the nVent look and feel.

### NVENT LOGO

The nVent logo is the primary logo on the page in the most prominent position. The full-color logo is positioned on the top right of the front cover. Always use nVent brand art (refer to page 2.41).

### THIRD-PARTY LOGO

nVent materials may present a Third-Party logo to identify the Third-Party's business relationship with nVent. This page illustrates the dominant relationship of nVent with the Third-Party logo, which will usually be placed on the bottom half or back of a marketing piece.

### BUSINESS RELATIONSHIP

This relationship between nVent and the Third-Party should be clearly outlined in the main body copy or side-bar of a marketing piece.

### LEGAL

Before creating or approving any nVent materials with Third-Party logos, consult the nVent Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.



Third-Party logo is the primary logo on the page in the most prominent position



nVent Authorized Distributor logo is the secondary logo on the page

- Third-Party look and feel.
- Third-Party logo in most prominent position on page.
- nVent logo presented on bottom left of front cover, or back-cover depending on design requirements.

This example is for illustrative purposes only and is not meant to represent actual third-party communications.

## THIRD-PARTY LEADING

With nVent business and legal approval, certain Third-Parties may communicate their association with nVent on marketing materials. This includes distributors, dealers, value-add resellers and indirect sales representatives.

Third-Party company material refers to all product documentation, client operations material, sales tools, collateral, advertising, websites, marketing emails and other marketing materials that are created by a Third-Party.

These guidelines are designed to support Third-Party marketing programs, thus the overall look and feel of the marketing materials should follow the company's own identity guidelines and should not employ any elements of the nVent brand identity, beyond these particular set of guidelines.

## NVENT LOGO

Company materials may present the nVent logo to identify the Third-Party's business relationship with nVent. This page illustrates the dominant relationship of the Third-Party logo with the nVent logo, which will usually be placed on the bottom half, back cover or side-bar of a marketing piece. Always use nVent brand art (refer to page 2.41).

## LEGAL

Before creating or approving any nVent materials with Third-Party logos, consult the nVent Legal Department to ensure appropriate licenses and trademark ownership attribution statements appear.



ENTERPRISE BRAND CONFIGURATION



PRODUCT BRAND CONFIGURATION

### THIRD-PARTY LEADING

This page illustrates the difference between the Enterprise Brand and Product Brand Configurations.

### ENTERPRISE BRAND CONFIGURATION

This treatment contains the Authorized Distributor text and the nVent logo.

### PRODUCT BRAND CONFIGURATION

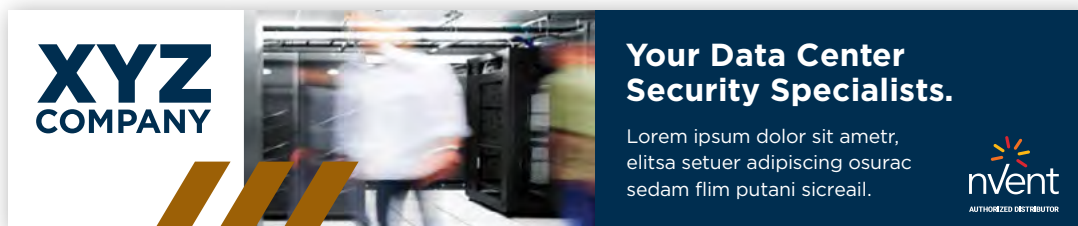
Consisting of the Authorized Distributor text and the appropriate nVent Product Brand Logo.

**IMPORTANT NOTE:** Contact your nVent business representative for approved nVent brand art (refer to page 2.41), and to discuss the use of the nVent logo, your business relationship, and how to incorporate the nVent Product Brands. All applications of nVent Product Brand Logos on partner communications must be approved by your nVent business contact prior to printing and distribution.

These examples are for illustrative purposes only and are not meant to represent actual third-party communications.



Print Advertisement



Online Banner Advertisement

### THIRD-PARTY LEADING

Appropriate usage of the nVent logo or the nVent Product Brand logo and the relationship descriptor within Partner-branded environments is illustrated on these marketing materials.

All applications of any nVent logos on partner communications must be approved by your nVent business contact, prior to printing and distribution.

### BUSINESS CARDS

The nVent logo may be reduced smaller than the minimum size on this instance only. Always adhere to the approved clear space requirements (refer to page 14.5).



Business Card

These examples are for illustrative purposes only and are not meant to represent actual third-party communications.

# 14 THIRD-PARTY GUIDELINES APPLICATIONS



Graphic Wall Panel



Poster Display

These examples are for illustrative purposes only and are not meant to represent actual third-party communications.

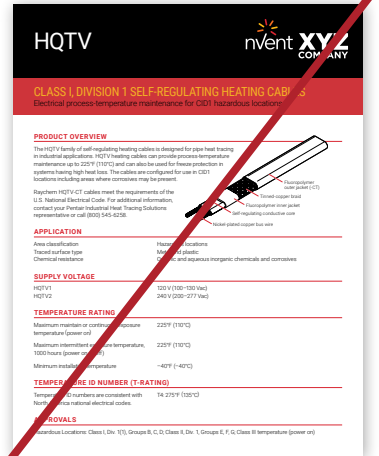
## THIRD-PARTY LEADING

Appropriate usage of the nVent logo or the nVent Product Brand logo and the relationship descriptor within Partner-branded environments is illustrated on these marketing materials.

All applications of any nVent logos on partner communications must be approved by your nVent business contact, prior to printing and distribution.



Hanging Banners



## UNACCEPTABLE USAGE

### On all Co-Branded Material:

- Never place the nVent logo and Third-Party logo too close to each other.
- Never incorrectly align the nVent logo and Third-Party logo.
- Never alter the proportions and/or alignments of the nVent logo or the nVent Authorized Configurations elements.
- Never alter the colors of the nVent logo or the nVent Authorized Configurations elements.
- Never translate any elements of the nVent logo or the nVent Authorized Configurations, including the enterprise brand name, product brand name, and relationship descriptor.

### On nVent Leading Material:

- Never scale the Third-Party logo visually larger than the nVent logo.
- Never apply the Third-Party colors to the layout and/or the nVent Authorized Configurations.

### On Third-Party Leading Material:

- Never scale the Third-Party logo visually smaller than the nVent logo.
- Never apply the nVent colors to the layout and/or the Third-Party logo.

## CONTACT

Questions about Third-Party relationships or brand alliances should be directed to your nVent business representative, prior to designing, printing and/or distribution of co-branded material.



## SECTION 15

# nVent CADDY Branding

### 15.1 **PRODUCT BRAND LOGO**

- 15.2 Product Brand Logo
- 15.4 Clear Space & Minimum Size
- 15.5 Primary Product Brand Logo
- 15.6 Secondary Product Brand Logo
- 15.7 nVent CADDY-Man Logo
- Unacceptable Usage

### 15.8 **PRODUCT BRAND NAME**

- 15.9 Product Brand in Text
- 15.9 Product Brand with Product Name in Text
- 15.9 Multiple Product Brands in Text
- 15.10 Product Brand in Headlines
- 15.10 Product Brand URL

### 15.11 **MARKETING**

- 15.12 Copyright Notice Standards
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- 15.21 Polo Shirts
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SECTION 15

# nVent CADDY Branding

# PRODUCT BRAND LOGO



### PRODUCT BRAND LOGO

In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry. For additional information on the nVent CADDY logo refer to Section 3.

### PRODUCT BRAND LOGO ELEMENTS

The nVent product brand logo consists of three elements: the nVent logo, Red Rule and Product Brand Name.

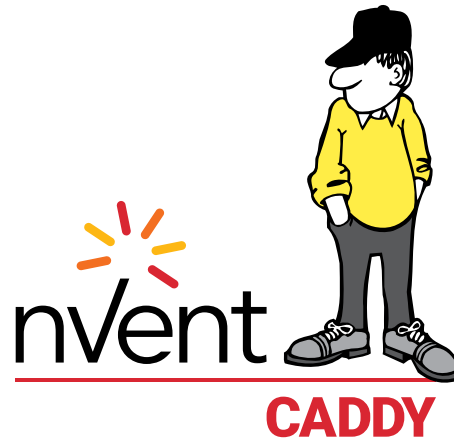
The relationship between these elements have been established and the proportions are fixed as illustrated and never altered it in any way.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



Primary nVent CADDY Logo



Primary nVent CADDY-Man Logo



Secondary nVent CADDY Logo





### LOGO ELEMENTS

The nVent CADDY Logo consists of four elements:

- nVent logo
- Red Rule
- nVent CADDY Name
- nVent CADDY-Man illustration

The relationship between these elements have been established and the proportions are fixed as illustrated and never altered it in any way.

### PRIMARY LOGO

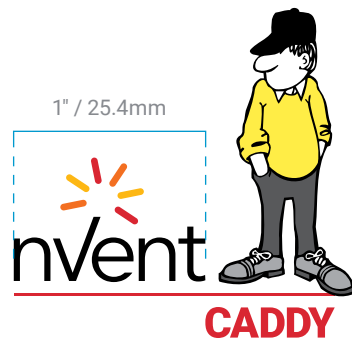
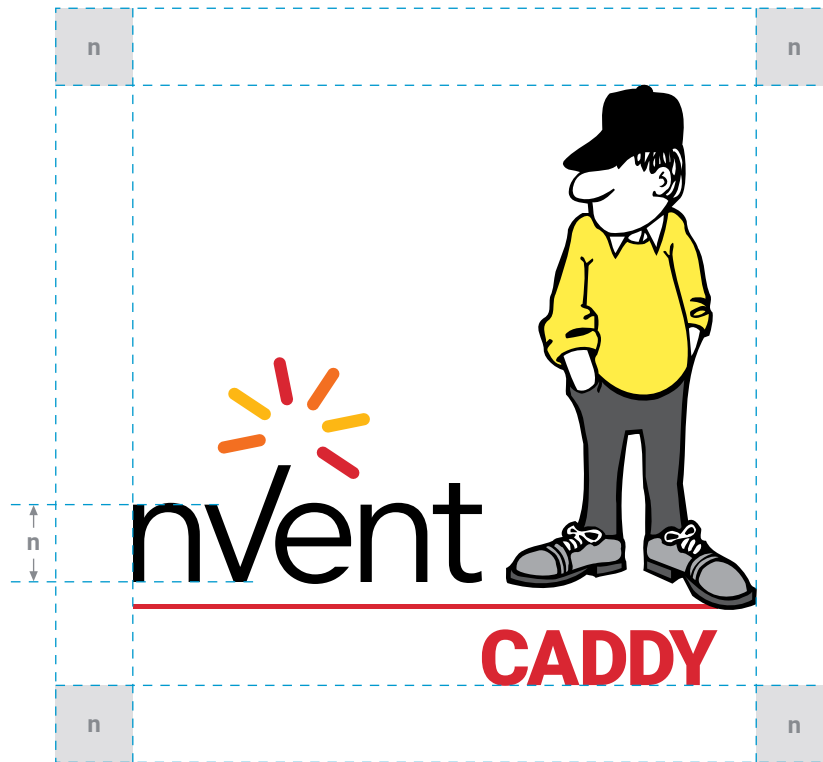
The nVent CADDY Primary Logo to the lower left should be used more often and when space is limited.

### COLORS

The nVent CADDY Logo is branded with our color palette and includes Pantone® 113 CP Yellow and tints of Black in the nVent CADDY-Man illustration (refer to page 2.11).

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logos to be used are the nVent logo or the nVent CADDY logo. Use of the nVent CADDY-Man Logo should be on a limited basis, and is acceptable when the nVent CADDY-Man illustration is more widely recognized in a particular market or industry. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.





### CLEAR SPACE

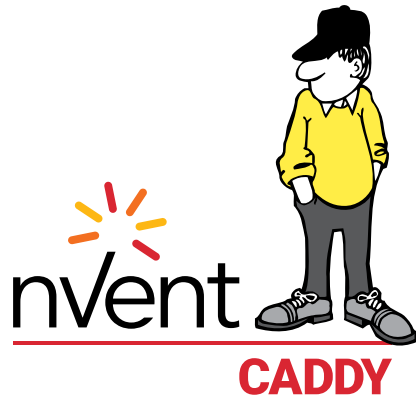
The nVent CADDY-Man Logo should always be surrounded by a buffer area of clear space to separate it from text and other graphic elements, as well as the edge of the page.

No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the "n" in the logotype, as illustrated to the left.

### MINIMUM SIZE

Minimum size refers to the smallest size the nVent CADDY Logo may be reproduced to ensure its legibility. The nVent CADDY Logo may not be reproduced smaller than the nVent logo being 1" or 25.4mm in width.

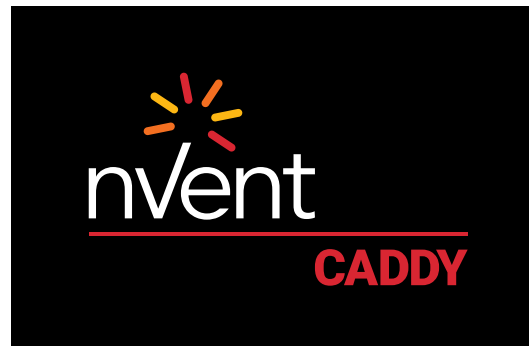
**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logos to be used are the nVent logo or the nVent CADDY logo. Use of the nVent CADDY-Man Logo should be on a limited basis, and is acceptable when the nVent CADDY-Man illustration is more widely recognized in a particular market or industry. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.



PRIMARY LOGOS



PRIMARY LOGOS REVERSED



### PRIMARY PRODUCT BRAND LOGOS

Our primary nVent CADDY Logos are the preferred versions and should be used whenever possible.

### ALTERNATE PRIMARY LOGO REVERSED

The alternate logo below without a white outline is to be used when the nVent CADDY-Man's hat is not located on a black background (refer to page 15.13).

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



ALTERNATE PRIMARY LOGO REVERSED

### BRAND ART

Refer to page 2.41 for reproduction artwork.



SECONDARY LOGO



SECONDARY LOGO REVERSED

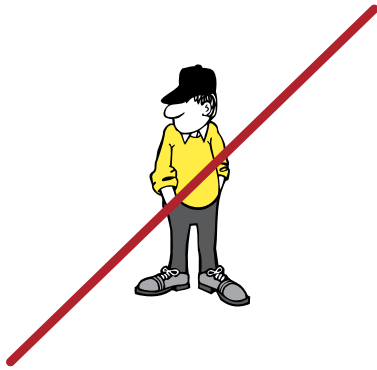
### SECONDARY PRODUCT BRAND LOGO

The secondary logos are intended for use when reproduction methods prohibit the use of the primary nVent CADDY logo.

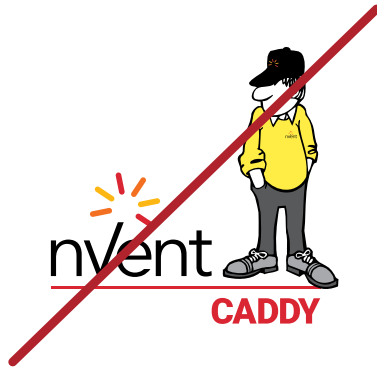
### BRAND ART

Refer to page 2.41 for reproduction artwork.

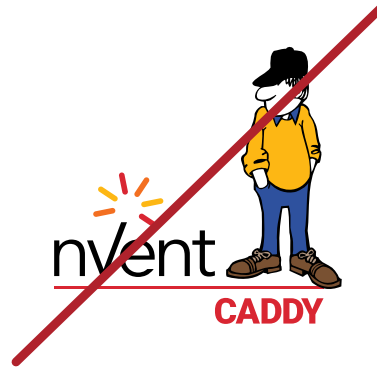
**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



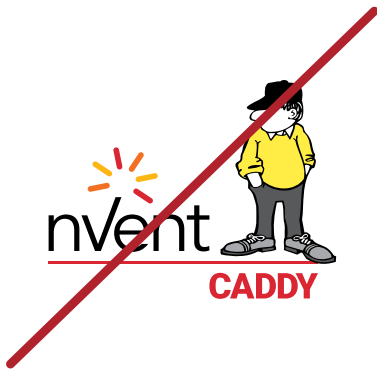
1



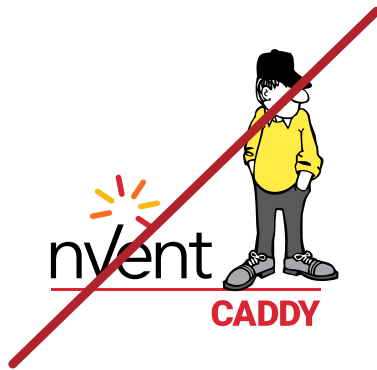
2



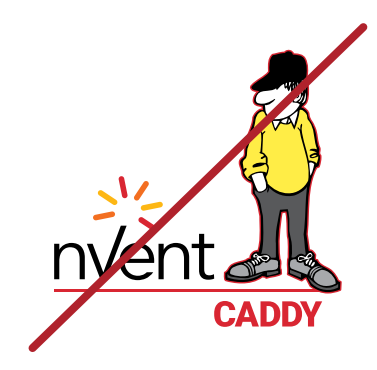
3



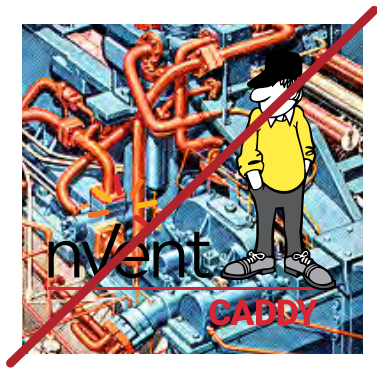
4



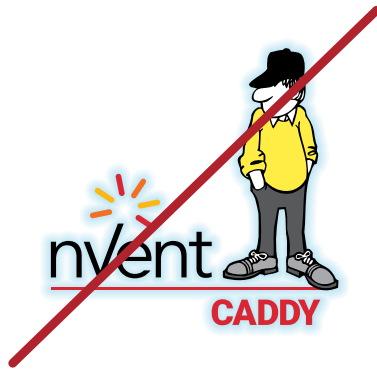
5



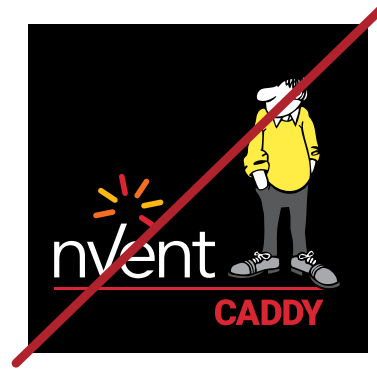
6



7



8



9

### UNACCEPTABLE USAGE

Proper use of the nVent CADDY Logo is essential for maintaining and protecting the brand. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

The examples to the left illustrate misuse of the nVent CADDY-Man Logo.

1. Never separate the CADDY-Man illustration from the nVent CADDY-Man Logo configuration.
2. Never include additional elements into the nVent CADDY-Man illustration.
3. Never alter the colors of the nVent CADDY-Man illustration.
4. Never alter the proportions of the nVent CADDY-Man illustration.
5. Never flop the nVent CADDY-Man illustration, where he would look in the opposite direction.
6. Never put a different colored outline around the nVent CADDY-Man illustration.
7. Never place the nVent CADDY-Man Logo on a detailed background.
8. Never put a glow or drop shadow on the nVent CADDY-Man Logo.
9. Never place the incorrect nVent CADDY-Man Logo on a black background (refer to page 15.5).

SECTION 15

# nVent CADDY Branding

# PRODUCT BRAND NAME

PRODUCT BRAND IN NARRATIVE TEXT

For products that exceed your needs, nVent CADDY delivers on all levels of quality and reliability.

PRODUCT BRAND WITH PRODUCT NAME IN NARRATIVE TEXT

For products that exceed your needs, nVent CADDY Rod Lock delivers on all levels of quality and reliability.

MULTIPLE PRODUCT BRANDS IN NARRATIVE TEXT

For products that exceed your needs, nVent CADDY, ERICO and RAYCHEM deliver on all levels of quality and reliability.

**PRODUCT BRAND NAME IN TEXT**

In written form, the capitalization rule for “nVent” is lowercase all letters except V, always. When nVent begins a sentence, it should follow the same rule. When adding a product brand name, nVent remains the same as stated above and the product brand name should always appear in uppercase letters (i.e., nVent CADDY).

**PRODUCT BRAND WITH PRODUCT NAME**

When adding nVent Product Brand Names with Product Names, the text should appear as:

- nVent PRODUCT BRAND Product Name  
(i.e., nVent CADDY Rod Lock)

When used multiples times in material, follow the specifications below.

- First instance: ...nVent CADDY Rod Lock fasteners...  
and Second instance: ...Rod Lock offering...
- First Instance: ...nVent RAYCHEM TraceTek solutions...  
and Second Instance: ...TraceTek solutions...

**IMPORTANT NOTE:** Product Names should always appear in Title Case letters, never in Uppercase.

**MULTIPLE PRODUCT BRANDS**

When adding multiple product brand names in text, nVent remains the same and the product brand names should always appear in uppercase letters and in alphabetical order, such as:

- nVent CADDY, ERICO and RAYCHEM.

PRODUCT BRAND IN UPPERCASE IN NARRATIVE TEXT

HEADLINE TEXT IS NVENT CADDY  
PRODUCTS LUCOI DEL OSURAC

### PRODUCT BRAND IN HEADLINES

When appearing in a sentence that is all uppercase, such as a headline, it should be:

- NVENT CADDY

### BRAND TENSE

Product brands are trademarks and can never be used in text as trade names, such as “nVent CADDY is...” (refer to the Legal Disclaimers on pages iv–vi).

If needed in headlines or sentences, only the nVent name can be used in singular tense, written as:

- nVent is
- nVent has
- nVent was

---

PRODUCT BRAND URL

**nVent.com/CADDY**

### PRODUCT BRAND URL

Brand consistency across all media is important, therefore the URL (website address) must always appear as listed for nVent Product Brand material:

- nVent.com/CADDY

The URL must always appear in Roboto Bold or Roboto Medium and the colors must be either Black, Pantone® 1797 Red, Pantone® 7409 Yellow, Pantone® Cool Gray 7 or White.



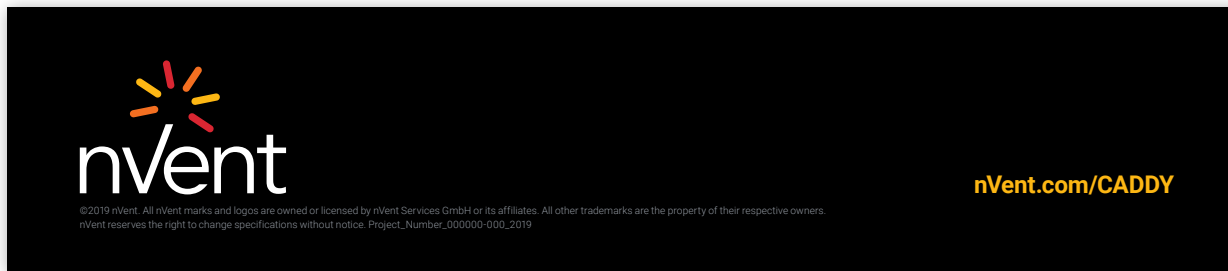
SECTION 15

# nVent CADDY Branding

# MARKETING

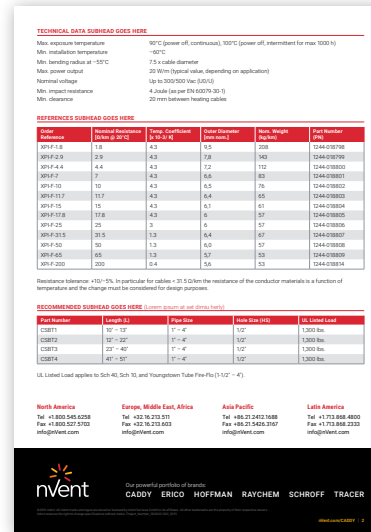
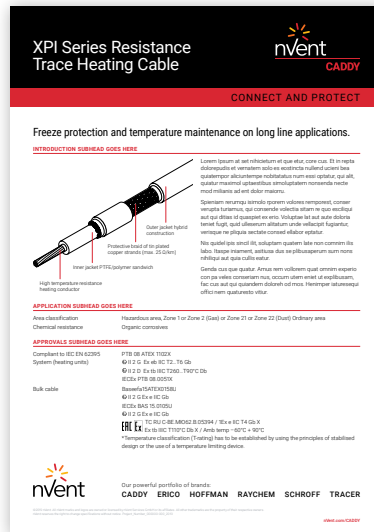
The Copyright Notice Standards on all branded material should be as follows:

©2020 nVent. All nVent marks and logos are owned or licensed by nVent Services GmbH or its affiliates. All other trademarks are the property of their respective owners. nVent reserves the right to change specifications without notice. Project\_Number\_000000-000\_2020



Copyright Notice Standards

Copyright Notice Standards Applications (The Product Data Sheets below are examples, and are not specific to nVent CADDY products.)



**COPYRIGHT NOTICE STANDARDS**

In order to be within compliance from a legal perspective, all nVent and nVent product brand material (printed or electronic) must use the Copyright Notice Standards content to the left, as supplied by the nVent Legal Department (refer to the Legal Disclaimers on page v).

**COPYRIGHT YEAR**

To the right of the “©” is the year of the first publication of the material, or if not published, the year the material was created. If the content contains elements from more than one year (i.e., the work is a compilation or derivative work), it should list the range of years starting with the earliest year the material was published/created through the present year (e.g., “©2018–2020 nVent”). For information, refer to the Legal Disclaimers on page v.

**IMPORTANT NOTE:** There should NOT be a space between the “©” and the “YEAR” – it should appear as “©2020 nVent” or “©2018–2020 nVent”.

**TYPOGRAPHY**

The text should always be typeset in Roboto Light, 5pt/7pt in Pantone® Cool Gray 7.

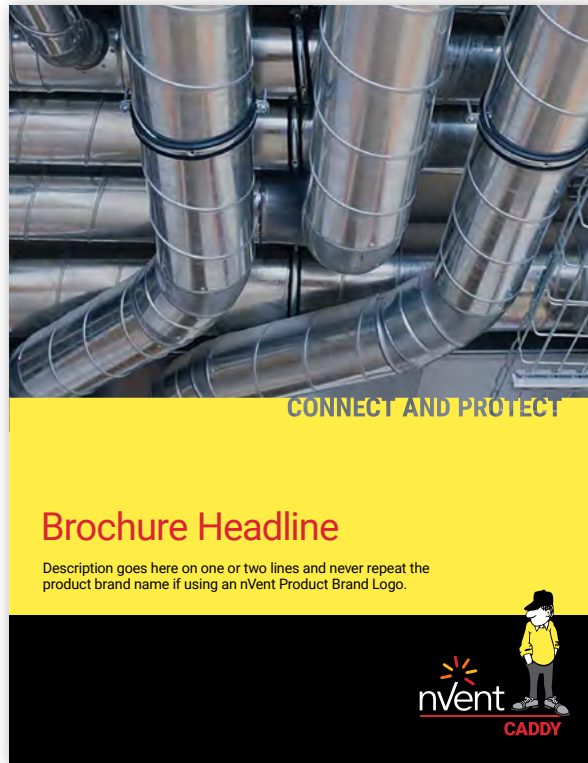
**PROJECT NUMBER**

The text “Project\_Number\_000000-000\_2020” should be replaced with the actual project number, followed by the year it was produced. Do not keep the words “Project\_Number\_” in the text.

**DOWNLOAD TRANSLATIONS**

nVent Copyright Notice Standards translated in several languages may be downloaded at:

[mynVent.com/en-us/company-resources/branding](http://mynVent.com/en-us/company-resources/branding)



**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with “nVent” (i.e., nVent CADDY). Refer to page 5.12 for a brochure example.

### **BROCHURES (Front Cover)**

To reinforce our brand, the preferred logo to be used on a brochure cover, whose content is based on several product brand offerings, is the nVent logo.

### **PRODUCT BRANDS**

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### **LOGO**

The nVent CADDY Logo or nVent Caddy-Man Logo should appear at the bottom right position. Always adhere to the logo clear space (refer to pages 3.8 and 15.4).

**IMPORTANT NOTE:** The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### **PRODUCT BRAND PORTFOLIO**

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### **MULTIPLE PRODUCT BRANDS**

Refer to page 5.14 for detailed specifications.

### **BRAND PROMISE TREATMENT**

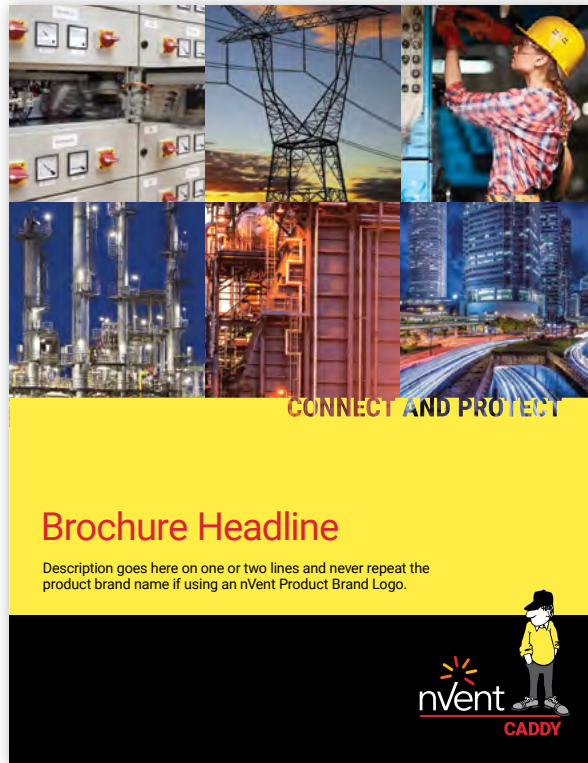
Refer to page 5.5 for detailed specifications.

### **TYPOGRAPHY & IMAGERY**

Refer to page 5.9 for detailed specifications.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with “nVent” (i.e., nVent CADDY). Refer to page 5.12 for a brochure example.

### **BROCHURES FEATURING MULTIPLE IMAGES (Front Cover)**

When more than one cover image is needed to illustrate a particular product offering, the multiple image cover treatment addresses this instance by providing numerous areas in which to visually tell the product’s story.

### **PRODUCT BRANDS**

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### **LOGO**

The nVent CADDY Logo or nVent Caddy-Man Logo should appear at the bottom right position. Always adhere to the logo clear space (refer to pages 3.8 and 15.4).

**IMPORTANT NOTE:** The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### **PRODUCT BRAND PORTFOLIO**

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### **MULTIPLE PRODUCT BRANDS**

Refer to page 5.14 for detailed specifications.

### **BRAND PROMISE TREATMENT**

Refer to page 5.5 for detailed specifications.

### **TYPOGRAPHY & IMAGERY**

Refer to page 5.9 for detailed specifications.

### **BRAND ART**

Refer to page 2.41 for reproduction artwork.



## BROCHURES (Inside Spread)

The inside spread of a brochure will extend brand consistency by using approved fonts, colors and graphical treatments. The examples shown are suggested page layouts.

## PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

## LOGO

Always adhere to the logo clear space (refer to pages 3.8 and 15.4).

**IMPORTANT NOTE:** The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

## IMAGERY

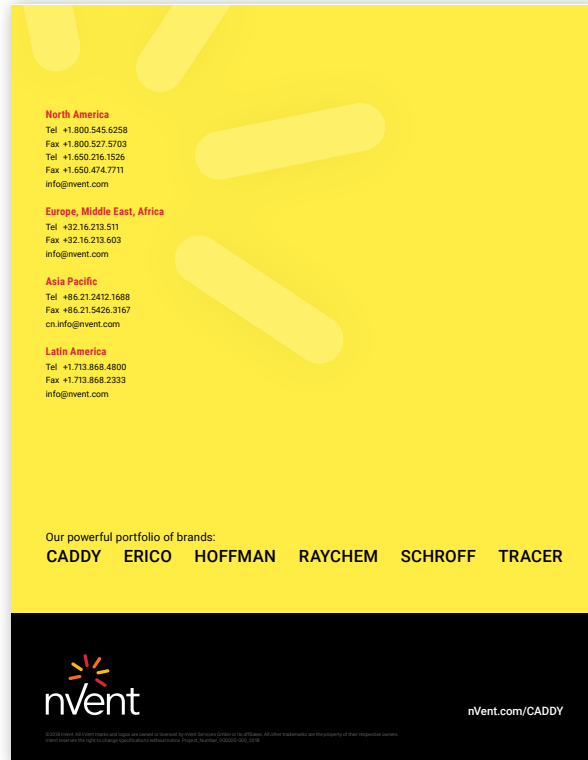
As required by the content of the brochure, always use color images by using lifestyle or product imagery (refer to page 5.2).

## TYPOGRAPHY

Use a variety of the font Roboto, as needed (refer to pages 2.16–2.19).

## BRAND ART

Refer to page 2.41 for reproduction artwork.



## BROCHURES (Back Cover)

To reinforce the core nVent brand, the nVent logo must be used on all brochure back covers. Highlighted on the back cover is “Our powerful portfolio of brands.” The URL may be customized for product brands, as shown.

## PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

## LOGO

The nVent logo should appear at the bottom left of the brochure back cover. The nVent CADDY Logo should never appear on the back cover. Always adhere to the logo clear space (refer to page 2.4).

## TYPOGRAPHY

Use a variety of the font Roboto, as needed (refer to pages 2.16–2.19).

## BRAND ART

Refer to page 2.41 for reproduction artwork.



**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded catalog, it must be preceded with “nVent” (i.e., nVent CADDY). Refer to page 5.12 for a brochure example.

### CATALOGS (Front Cover)

To reinforce our brand, the preferred logo to be used on a brochure cover, whose content is based on several product brand offerings, is the nVent logo.

### PRODUCT BRANDS

When a brochure is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

### LOGO

The nVent CADDY Logo or nVent Caddy-Man Logo should appear at the bottom right position. Always adhere to the logo clear space (refer to pages 3.8 and 15.4).

**IMPORTANT NOTE:** The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### PRODUCT BRAND PORTFOLIO

To strengthen the power of our product brand portfolio, the approved treatment of our six heritage product brands must appear at the bottom left when using only the nVent logo on the front cover (refer to page 5.6).

### MULTIPLE PRODUCT BRANDS

Refer to page 5.14 for detailed specifications.

### BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

### TYPOGRAPHY & IMAGERY

Refer to page 5.9 for detailed specifications.

### BRAND ART

Refer to page 2.41 for reproduction artwork.



**IMPORTANT NOTE:** If an authorized nVent Product Brand Name needs to appear in headline or narrative text of any nVent-branded brochure, it must be preceded with “nVent” (i.e., nVent CADDY). Refer to page 6.4 for an advertisement example.

## ADVERTISEMENTS

Advertisements specifically designed for marketing our products and services.

## PRODUCT BRANDS

When an advertisement is specifically related to a particular product brand, only the approved nVent Product Brand Logo is to be used.

## LOGO

The nVent CADDY Logo or nVent Caddy-Man Logo should appear at the bottom right position. Always adhere to the logo clear space (refer to pages 3.8 and 15.4).

**IMPORTANT NOTE:** The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

## PRODUCT BRAND PORTFOLIO

Our six heritage product brands must appear at the bottom left of all full-page ads (refer to page 5.6).

## MULTIPLE PRODUCT BRANDS

For advertisement treatments using multiple product brands, refer to page 6.7.

## BRAND PROMISE TREATMENT

Refer to page 5.5 for detailed specifications.

## TYPOGRAPHY & IMAGERY

Refer to page 6.2 for detailed specifications.

## BRAND ART

Refer to page 2.41 for reproduction artwork.





## PACKAGING

Whether a box, packing tape or product label, business-to-business packaging provides very prominent branding opportunities.

To take full advantage of these opportunities, our branding elements should be used to advance the nVent CADDY brand.

## LOGO

The nVent CADDY-Man Logo appears here in black on a yellow box. Always adhere to the logo clear space (refer to page 15.4).

**IMPORTANT NOTE:** The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

## TYPOGRAPHY

The box illustrated to the left uses Roboto Bold for the URL (refer to pages 2.16–2.19).

## BRAND ART

Refer to page 2.41 for reproduction artwork.

SECTION 15

# nVent CADDY Branding

# PROMOTIONAL ITEMS



nVent.com may be embroidered on polo shirt's right sleeve.

### POLO SHIRTS

When integrating an nVent Product Brand into promotional items, such as polo shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### PRODUCT BRAND LOGO

The nVent CADDY Secondary Logo is positioned on the left chest. Use the full-color logo on white apparel and the reversed logo on black apparel. Specific embroidery art of the nVent CADDY-Man Logo may be used (refer to page 15.23). The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### URL

When the applications dictate the use, the URL (e.g., nVent.com or nVent.com/CADDY) can be embroidered on the right sleeve (refer to the illustration).

### BRAND COLORS

Apparel and embroidery should best match the nVent color palette (refer to page 2.11). Pantone® 113 CP Yellow is not permitted for use on this application.

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



nVent.com may be embroidered on polo shirt's right sleeve.

### POLO SHIRTS

When integrating an nVent Product Brand into promotional items, such as polo shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### PRODUCT BRAND LOGO

The nVent CADDY-Man Embroidery Logo is positioned on the left chest. Use the full-color logo on white apparel and the reversed logo on black apparel — these logos are for embroidery use only. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### URL

When the applications dictate the use, the URL (e.g., nVent.com or nVent.com/CADDY) can be embroidered on the right sleeve (refer to the illustration).

### BRAND COLORS

Apparel and embroidery should best match the nVent color palette (refer to page 2.11). Pantone® 113 CP Yellow is not permitted for use on this application.

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



FRONT



BACK

### T-SHIRTS

When integrating the nVent brand into promotional items, such as t-shirts, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### PRODUCT BRAND LOGO

The nVent CADDY Secondary Logo or the nVent CADDY-Man Logo is positioned on the back in the center, as shown. Use the full-color logo on white apparel and the reversed logo on black apparel. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### BRAND COLORS

Apparel and embroidery should best match the nVent color palette (refer to page 2.11). Shirt colors similar to Pantone® 113 CP Yellow are not permitted for use.

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



### BASEBALL CAPS

When integrating the nVent brand into promotional items, such as baseball caps, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### PRODUCT BRAND LOGO

The nVent CADDY Secondary Logo is positioned on the front, as shown. Use the full-color logo on white caps and the reversed logo on dark caps. Specific embroidery art of the nVent CADDY-Man Logo may be used (refer to page 15.26). The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### URL

When the applications dictate the use, the URL can be embroidered on the back of the cap (e.g., nVent.com or nVent.com/CADDY).

### BRAND COLORS

Apparel and embroidery should best match the nVent color palette (refer to page 2.11). Pantone® 113 CP Yellow is not permitted for use on this application.

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



### BASEBALL CAPS

When integrating the nVent brand into promotional items, such as baseball caps, it is absolutely critical for brand consistency to adhere to the standards established in this guide.

### PRODUCT BRAND LOGO

The nVent CADDY-Man Embroidery Logo is centered on the front, as shown. Use the full-color logo on white caps and the reversed logo on black or camouflage caps — these logos are for embroidery use only. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### URL

When the applications dictate the use, the URL can be embroidered on the back of the cap (e.g., nVent.com or nVent.com/CADDY).

### BRAND COLORS

Apparel and embroidery should best match the nVent color palette (refer to page 2.11). Pantone® 113 CP Yellow is not permitted for use on this application.

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.

**IMPORTANT NOTE:** In order to reinforce the core nVent brand, the primary logo to be used is the nVent logo. Use of a product brand logo is acceptable only when the product brand is more widely recognized in a particular market or industry.



### GIVEAWAYS

When integrating the nVent CADDY brand, it is absolutely critical for brand consistency to adhere to the standards established in the brand guide. Below is a list of possible giveaways that may be branded:

- Drinkware
- Writing Instruments
- Electronics
- Golf Balls
- Key Chains
- Tote Bags
- Novelties

**IMPORTANT NOTE:** Only items with ample space are allowed to use the nVent CADDY logo or nVent CADDY-Man Logo. The nVent CADDY-Man illustration is not permitted for use without being incorporated into the approved nVent CADDY-Man Logo configuration.

### SECONDARY MESSAGES

When using secondary messaging, separate the nVent logo by placing the specific message on the alternate side or surface of that particular promotional item.

### BRAND COLORS

Ink and embroidery should best match the nVent color palette (refer to page 2.11).

### APPLICATIONS

To maintain visual integrity, applications using alternative reproduction techniques, such as embroidery, may require specific thread counts.

### BRAND ART

Refer to page 2.41 for reproduction artwork.