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# Acquired Brand Transitions

## Newly Acquired Companies | Separate Brands

Use for three to six months



### LOGO EXAMPLES



Acquisition logo - vertical



Acquisition logo - horizontal

### IN TEXT

- First mention – acquired entity name is referenced as a product line brand – “Advanced Energy’s Artesyn product line...”
- In subsequent mentions, the acquired entity can be listed as a standalone brand
- New content includes both the acquired entity’s boilerplate, updated to reflect the acquisition, and AE’s standard boilerplate

## Corporate Brand | Product Line Brand

### LOGO EXAMPLES



Corporate brand standalone



Product line standalone

### IN TEXT

- Acquired entity name is referenced as a product line brand and / or part of product name
  - “Advanced Energy’s Artesyn product line...” (first-mention use)
  - “Advanced Energy’s Trek high voltage amplifiers...” (first-mention use)
  - “Our Impac IS 5...” (second-mention use)
- Advanced Energy stands alone as the corporate brand
- New content includes only AE’s standard boilerplate

# Product Line Standalone Logos

## WHEN TO USE

Use product line brand logos on acquired companies' websites, custom acquisition marketing materials, acquisition display graphics, and product labels.

## PRODUCT LINE BRAND COLOR USAGE

The use of an acquisition brand color within the standalone product line logo is determined by the business unit general manager and marketing director.

An acquisition brand color should be used if the product brand name is unrecognizable without the associated brand color.



ARTESYN™



IMPAC®



TREK®



EXCELSYS

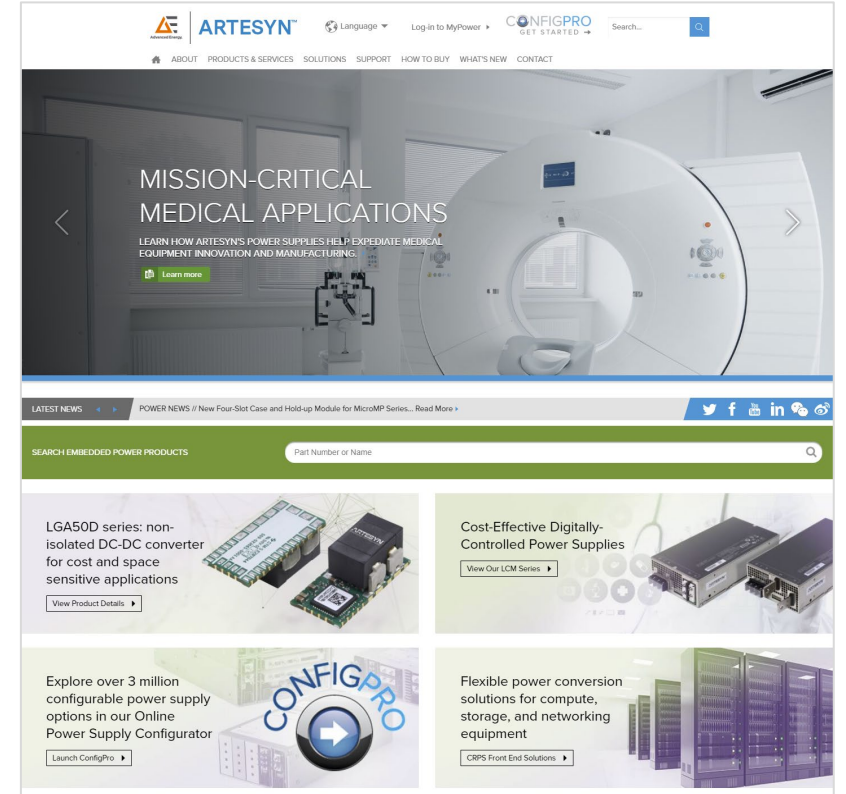


MONROE ELECTRONICS®



MIKRON®

## Acquired company website example



# Corporate Brand Standalone Logo



## WHEN TO USE

Use the corporate brand logo on all standardized templates and business materials (e.g., data sheets, white papers, business cards, letterhead templates, etc.).

## MULTIPLE PRODUCT LINE BRANDS

Use the corporate brand logo when multiple product brands are referenced in display graphics, marketing materials, and campaigns.

## FACILITY BRANDING

Use the corporate brand logo for long-term facility branding purposes. The timing and budget for facility branding updates are determined by the facilities department, finance, and other business units.

Specific requests for “Day One” acquisition signage or activities (e.g., posters, swag, etc.) are reviewed by the marketing team.

The image shows a product page for the Monroe Isoprobe 244A. At the top right is the Advanced Energy logo. Below it, the product name "MONROE ISOPROBE 244A" is displayed in blue, followed by a description: "Electrostatic voltmeter that measures surface potential in the range of ±3000 volts without contacting the measured surface." A photograph of the device is shown to the right. Below the photo is a section titled "ATA GLANCE" with technical specifications: Output Voltage Range (0 to ±10 kVDC or peak AC), Output Current Range (0 to ±2 m ADC or peak AC), Slew Rate (Greater than 30 V/μs), Large Signal Bandwidth (DC to greater than 400 Hz (1% distortion)), and DC Voltage Gain (1000 V/V). Below this is a "PRODUCT HIGHLIGHTS" section with bullet points: ±3kV range, Measurement without physical contact, Short-circuit protected for equipment protection, Accuracy better than 0.1% at almost any probe-to-surface spacing, Full complement of state-of-the-art high frequency probes, and Provision for master/slave operation. A "TYPICAL APPLICATIONS" section follows with bullet points: Electrophotographic and xerographic measurements, Radiation effect on insulators and semiconductors, Electret research, Static electrification and electric field studies, Process monitoring and control, and Integrated circuit manufacturing and handling. At the bottom right, it says "©2020 Advanced Energy Industries, Inc."

← Corporate-branded standardized template

← Acquired brand as product line

← Product photo with product brand label

← AE designated product category color

# Product Labels

## Vertical Label Guidelines

### WHEN TO USE

Only use in case the place for the label is vertically long and horizontally short.

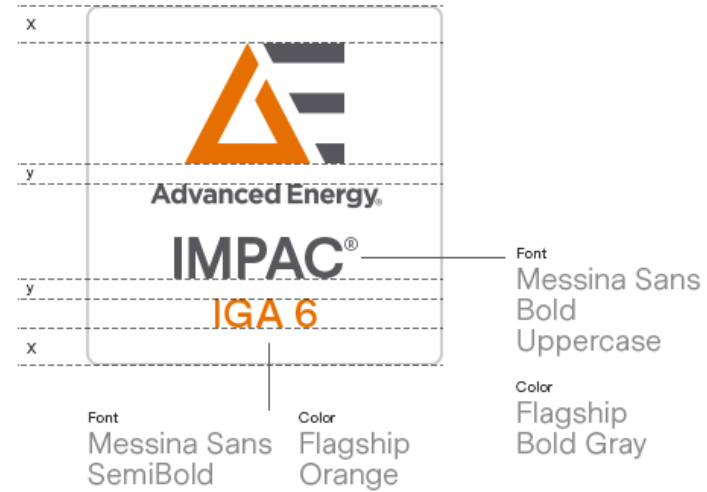
- AE bug logo with Advanced Energy®
- PRODUCT LINE (with TM/R)
- SERIES
- PRODUCT/MODEL

### EXAMPLE:

AE bug logo  
IMPAC  
IGA 6

If color printing is not cost-effective, a white label with plain black text can be used. See page 9.

one-line version



### EXAMPLES

Light-colored product



Dark-colored product



Product name on two lines



Product name without sub-brand



# Product Labels

## Horizontal Label Guidelines

### WHEN TO USE

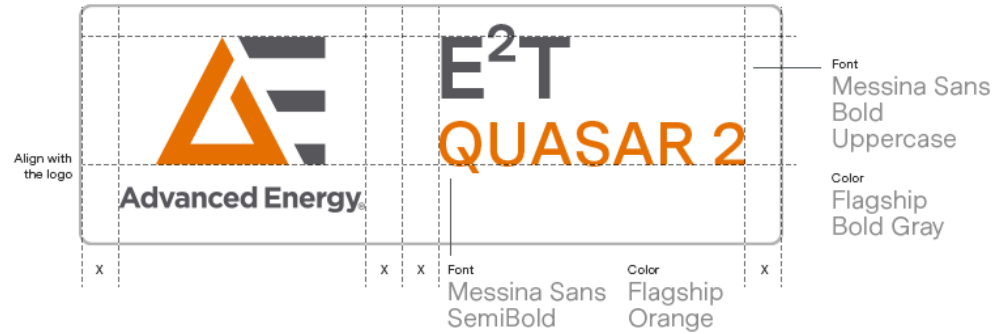
Only use in case the place for the label is vertically short and horizontally long. Use this when using the square label makes the name of the product hard to read.

- AE bug logo with Advanced Energy®
- PRODUCT LINE (with TM/R)
- SERIES
- PRODUCT/MODEL

### EXAMPLE:

AE bug logo  
E<sup>2</sup>T  
QUASAR 2

One-line version

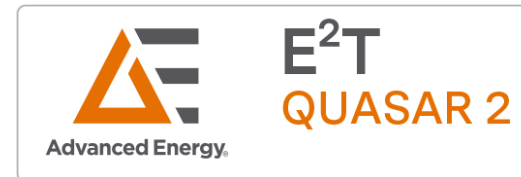


Two-line version



### EXAMPLES

Light-colored product



Dark-colored product



# Product Labels

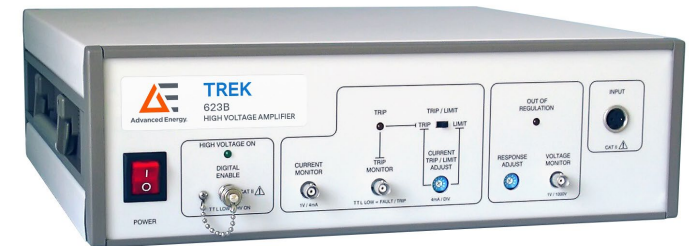
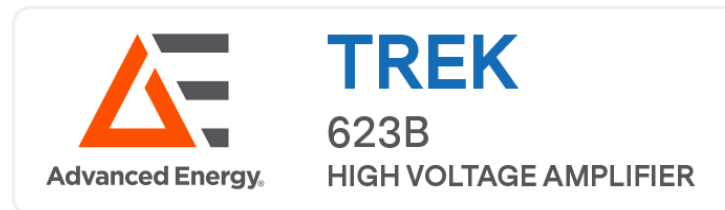
## Product Brand Color

### WHEN TO USE

An acquisition brand color should be used if the brand name is unrecognizable and non-distinguishable without the associated brand color.

### PRODUCT RENDERINGS AND PHOTOS

Product photos and renderings will be updated with AE labels for marketing materials and website use.



# Product Labels

## On-Product Labels

### UPDATING LABELS ON PRODUCTS

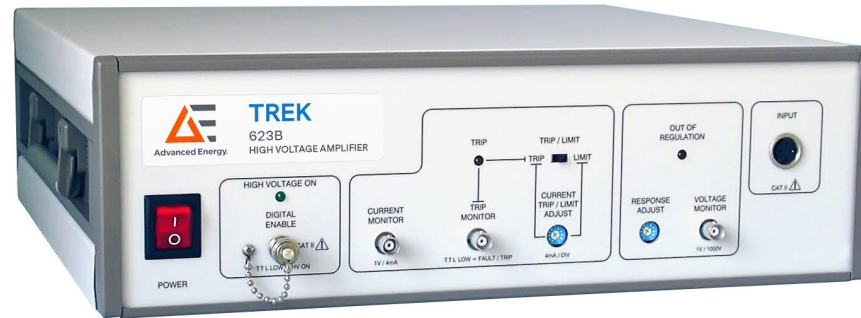
Timing and implementation of updating products with AE labels is determined by the product managers and the business unit general manager. Costs, safety certifications, and other policies should be considered before proceeding.

### PRODUCT SAFETY CERTIFICATIONS

Changing the labels on products can impact certifications. Please review certification policies before proceeding. If possible, determine and prepare for a transition date that aligns with recertifications.





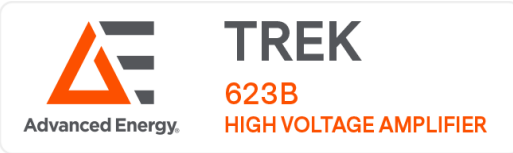




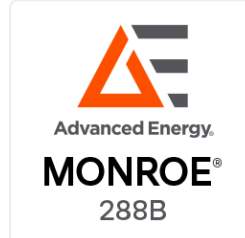

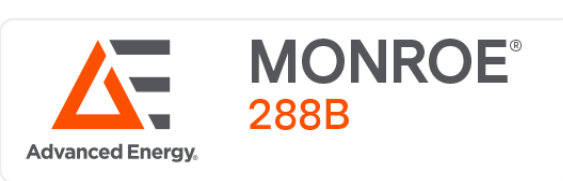

### PRINTING

AE in-house printers are monochrome only. The use of color requires outsourced label printing. On-product color labels are not required. Cost and availability should determine the use of color.




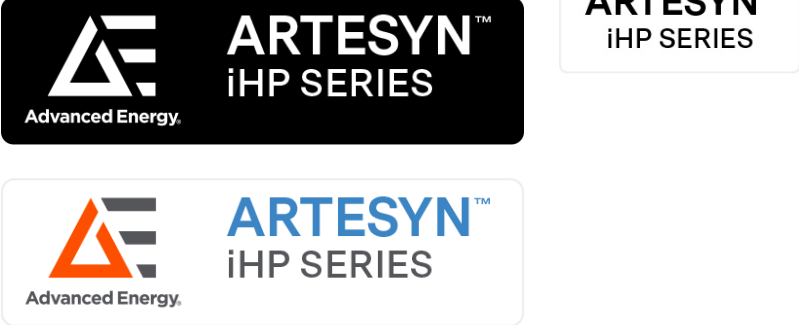













# Product Line Brands In Transition

Product Line Logo	Product Labels	What to Use Now and Where
   <b>TREK<sup>®</sup></b>    <b>TREK<sup>®</sup></b>	    	<p><b>Transition Period End Date: EOY 2020</b></p> <p><b>Product Line Logos:</b> Use on Trek / Monroe website, acquisition materials, and short shelf-life marketing materials</p> <p><b>Corporate Logo:</b> Use for long-term marketing materials, when multiple product line brands are referenced, and standardized marketing materials. The product line name can be used within text (see page 2 for proper text use)</p> <p><b>Website Integration Completion: EOY 2020</b></p> <ul style="list-style-type: none"> <li>• Migrate data sheets into AE template</li> <li>• Update product photos with AE labels</li> </ul>
   <b>MONROE ELECTRONICS<sup>®</sup></b>    <b>MONROE ELECTRONICS<sup>®</sup></b>	    	<p><b>Business Materials:</b> AE branded</p> <p><b>On-Product Labeling</b></p> <ul style="list-style-type: none"> <li>• New Products: AE labels</li> <li>• Previously Released Products: Evaluate costs and safety certifications / update accordingly</li> </ul>

# Product Line Brands In Transition

Product Line Logo	Product Labels	What to Use Now and Where
		<p><b>Transition Period End Date:</b> TBD</p> <p><b>Product Line Logo:</b> Use on Artesyn website, acquisition materials, and short shelf-life marketing materials</p> <p><b>Corporate Logo:</b> Use for long-term marketing materials, when multiple product line brands are referenced, and standardized marketing materials. The product line name can be used within text (see page 2 for proper text use)</p>
		<p><b>Website Integration Completion:</b> TBD</p> <ul style="list-style-type: none"> <li>• Migrate data sheets into AE template</li> <li>• Update product photos with AE labels</li> </ul> <p><b>Business Materials:</b> AE branded</p> <p><b>On-Product Labeling</b></p> <ul style="list-style-type: none"> <li>• New Products: AE labels</li> <li>• Previously Released Products: Evaluate costs and safety certifications / update accordingly</li> </ul>

# Recently Transitioned Product Line Brands

Product Brand Logo	Product Labels (Previous)	Product Labels (Moving Forward)	What to Use Now and Where
 <b>EXCELSYS</b>			<p>The Excelsys, Impac, and Mikron, product lines transitioned under previous acquisition guidelines and rules. Labels on product photos and renderings may differ slightly from updated versions and do not include product brand colors.*</p> <p><b>Corporate Logo:</b> Use the corporate logo and the product line brand name in headlines and / or text (see page 2 for proper text use)</p>
 <b>IMPAC®</b>			<p><b>Website Integrations:</b> Website integrations are complete</p> <p><b>Business Materials:</b> Use AE corporate brand</p>
 <b>MIKRON®</b>			<p><b>On-Product Labeling</b></p> <ul style="list-style-type: none"> <li>• New Products: AE labels</li> <li>• Previously Released Products: Evaluate costs and safety certifications / update accordingly</li> </ul> <p>* For already green-labeled Impac products, the AE logo and product information can be shown in all-black or all-white graphics and text coloring.</p>

# Acquisition Branding Responsibilities

Task	Owner	Materials
Acquisition branding timeline and brand color usage	Business unit GM and marketing director	Standalone logos Product labels
Acquisition logo and product label template development	Marketing	Standalone logos Product labels
Product photos and rendering labels	Marketing	Website Brochures Data sheets Accessible photos (PPTs to be updated by deck owner)
On-product label branding (implementation and timeline)	Business unit GM and product managers	AE branded products
Facility branding	Facilities, finance and marketing	Outdoor / on-building signage, values and policy posters, Shanghai wall graphic, product posters, rugs (other items TBD by marketing – e.g., world clock wall, word cloud wall, map wall, etc.)