



# BRAND IDENTITY STANDARDS FOR CHANNEL PARTNERS

## INTRODUCTION

### LETTER FROM THE CEO

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Dear Valued Partner:

nVent is a \$2.1 billion global company that provides enclosures, electric heat tracing solutions, complete heat management systems, and electrical and fastening solutions. For more than a century, our inventive products have provided solutions to customers. We invent. We innovate. It's our legacy. Hence the name: nVent.

Our mission statement reflects this: We believe that safer systems ensure a more secure world. We connect and protect our customers with inventive electrical solutions.

We employ a clear and concise brand hierarchy. While we continue to take pride in the deep history and unrivaled legacy of our product brands, noted below, and will continue to leverage this robust history and legacy — the cornerstone of our channel partner 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.

You likely associate us with one of our heritage product brands: nVent CADDY, ERICO, HOFFMAN, RAYCHEM, SCHROFF and TRACER, which will be our product brands going forward. Our additional product brand, such as nVent ERIFLEX, LENTON, NUHEAT and PYROTENAX, will continue to be promoted and sold, as they are brands trusted by our global customers.

Our One nVent approach provides the spark that drives our productivity and velocity, the spark of invention permeates our brand. Through our management system, Spark: People, Growth, Lean Enterprise, Velocity and Digital, we 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 continue to increase speed and move in the right direction, we consistently put awareness into action and create a culture of growth, empowerment and positive impact for nVent. Spark connotes our legacy of industry-leading advancement.

Best regards,



**BETH A. WOZNIAK**

Chief Executive Officer



**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.

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.

## Our Mission

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

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

### SECTION 1

#### **Brand Elements**

### SECTION 2

#### **Product Brands**

### SECTION 3

#### **Third-Party Guidelines**

Our Brand Promise

**WE CONNECT AND PROTECT**

## 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.

# CONTENTS

## SECTION 1

### Brand Elements

#### ENTERPRISE LOGO

- 1.1 Logo Elements
- 1.1 Clear Space & Minimum Size
- 1.2 Color Variations & Backgrounds
- 1.3 Unacceptable Usage

#### BRAND NAME

- 1.4 Brand in Text
- 1.4 Brand URL

#### COLOR PALETTE

- 1.5 Brand Colors

#### TYPOGRAPHY

- 1.6 Brand Fonts

#### SPARK

- 1.8 Color Variations
- 1.9 Clear Space & Minimum Size
- 1.10 Unacceptable Usage

## SECTION 2

### Product Brands

#### PRODUCT BRAND LOGO

- 2.1 Product Brands
- 2.1 Product Brand Logo Elements
- 2.2 Clear Space & Minimum Size
- 2.2 Color Variations
- 2.3 Primary Product Brand Logos
- 2.4 Secondary Product Brand Logos

#### PRODUCT BRAND NAME

- 2.5 Product Brand in Text
- 2.5 Product Brand with Product Name in Text
- 2.5 Multiple Product Brands in Text

## SECTION 3

### Third-Party Guidelines

#### CO-BRANDING

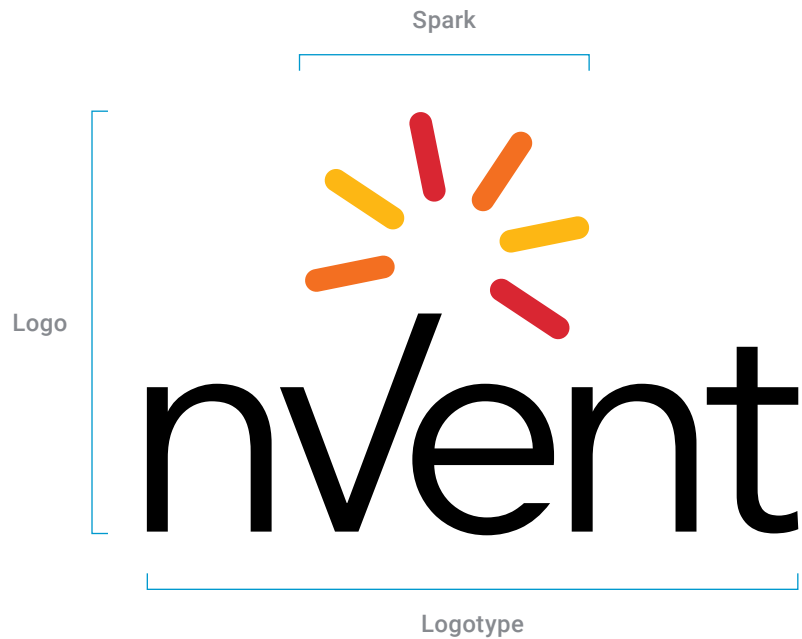
- 3.1 Strategic Partnerships & Alliances
- 3.1 Joint Ventures
- 3.1 Alignment of Logos
- 3.2 Authorized Distributor Configurations
- 3.3 Clear Space & Minimum Size
- 3.3 Relationship Descriptor
- 3.4 Configurations in Text

#### APPLICATIONS

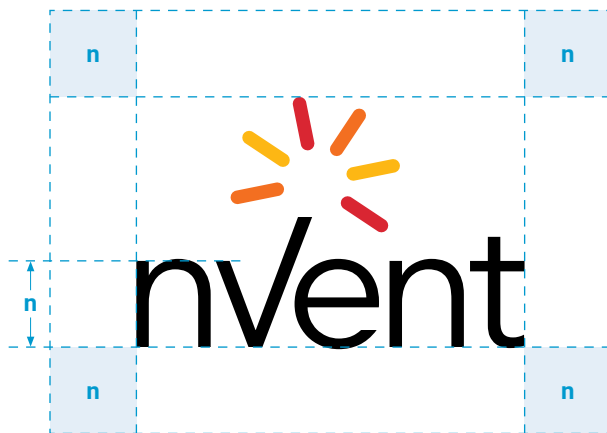
- 3.5 Co-Branded
- 3.6 nVent Leading
- 3.7 Third-Party Leading
- 3.9 Unacceptable Usage

#### BRAND ART / BRAND GUIDE

Always use original nVent Brand Art for reproduction. High-resolution files and the current full version of the nVent Brand Identity Standards may be downloaded at [nVent.com/us/en/about-nVent/logos-guidelines](https://nvent.com/us/en/about-nVent/logos-guidelines)



#### CLEAR SPACE



#### MINIMUM SIZE



#### OUR LOGO

Created to be powerful yet engaging, energetic yet refined, our logo (enterprise 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.

#### 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, and it may not be reproduced smaller than 1" or 25.4mm in width.





Full-Color Logo



Black Logo



Full-Color Logo Reversed



White Logo

## PREFERRED BACKGROUNDS



White Background



Black Background



Red Background

## 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 1.5.

## 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.

## BACKGROUNDS

Using the correct nVent logo version on a variety of backgrounds is critical for brand consistency. When to use the "full-color logo" or "full-color logo reversed" is demonstrated in Section 2 of the current nVent Brand Identity Standards (full version), which can be downloaded at the link below.

## BRAND ART

Always use original brand art for reproduction of the nVent brand elements. High-resolution files of the nVent Logo may be downloaded at:

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




### 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.

#### DO NOT:

- Alter the distance between elements
- Change the proportions of the elements
- Stretch the logo
- Distort the logo
- Retype or redraw the logo
- Outline the logo
- Recolor the logo
- Place the logo on a background with similar colors

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 lowercase all 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 of the current [nVent Brand Identity Standards \(full version\)](#)).

**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.

# 1 BRAND ELEMENTS

## COLOR PALETTE

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**Pantone® 1797 CP**

CMYK: 2.97.85.7  
RGB: 196.38.46  
HEX/HTML: c4262e



**Black**

CMYK: 0.0.0.100  
RGB: 0.0.0  
HEX/HTML: 000000



**Pantone® 165 CP**

CMYK: 0.70.100.0  
RGB: 255.98.25  
HEX/HTML: ff6319



**Pantone® 7409 CP**

CMYK: 0.31.100.0  
RGB: 238.175.0  
HEX/HTML: eeaf00



**Pantone® Cool Gray 7 CP**

CMYK: 22.15.10.32  
RGB: 154.155.156  
HEX/HTML: 9a9b9c

### 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/HTML: 772432



**Pantone® 402 CP**

CMYK: 9.13.16.29  
RGB: 168.163.155  
HEX/HTML: a9a39b



**Pantone® 113 CP**

CMYK: 0.2.83.0  
RGB: 255.237.70  
HEX/HTML: ffd46



**Pantone® 1255 CP**

CMYK: 8.30.95.30  
RGB: 171.132.34  
HEX/HTML: ab8422

### SECONDARY COLORS

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

### COLOR CONSISTENCY

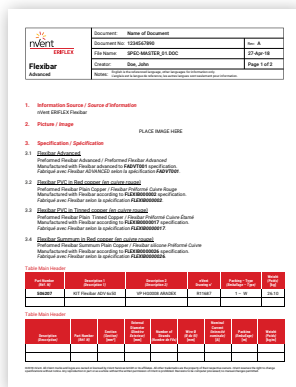
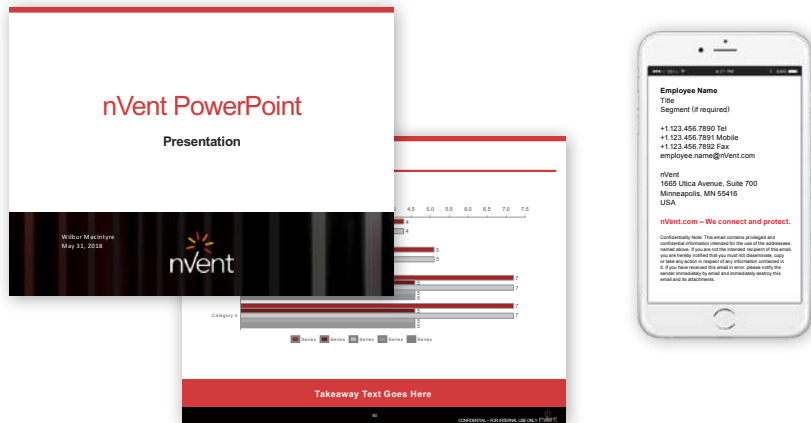
It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed:

- **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/HTML (Hexadecimal)** are used for digital applications.

# 1 BRAND ELEMENTS TYPOGRAPHY

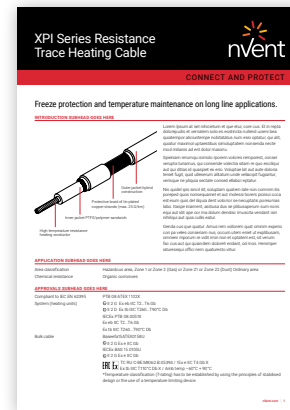
## BUSINESS COMMUNICATIONS FONT

**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. See visual samples below.



## 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.



**ARIAL REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ARIAL ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**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!?!&

**ROBOTO CONDENSED LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ROBOTO CONDENSED LIGHT ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ROBOTO CONDENSED REGULAR**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ARIAL BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ARIAL BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**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!?!&

**ROBOTO CONDENSED ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ROBOTO CONDENSED BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**ROBOTO CONDENSED BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

**BRAND FONTS**

## Hello, I'm Arial.

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

## Good day, I'm Roboto.

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

## Hi, I'm Roboto Condensed.

The condensed version of our brand font Roboto that is used as an accent font for our marketing collateral.

**INTERNATIONAL BRAND FONTS**

Most languages can be typeset in Roboto and Roboto Condensed, languages not compatible should use a specific typeface of Noto Sans. Refer to Section 2 of the current [nVent Brand Identity Standards \(full version\)](#).

**DOWNLOAD FONTS**

Roboto, Roboto Condensed and Noto Sans are Google Fonts and available for free usage and download at:

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

**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).

**FULL-COLOR SPARK**



**COLOR VARIATIONS**

The Spark may be used in the following brand colors (refer to page 1.5):

**FULL-COLOR SPARK**

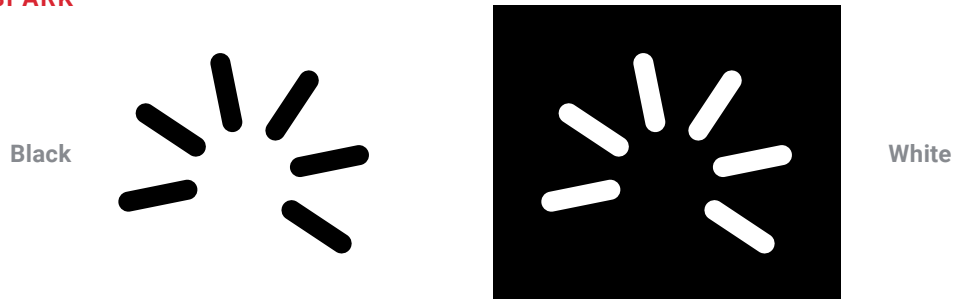
The preferred versions for all applications and should be used whenever possible.

**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 Section 2 of the current nVent Brand Identity Standards (full version).

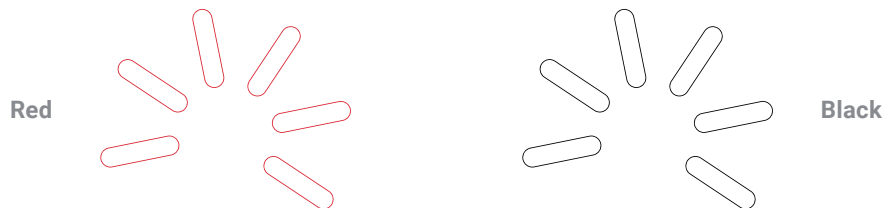
**ONE-COLOR SPARK**



**ONE-COLOR OUTLINE SPARK**

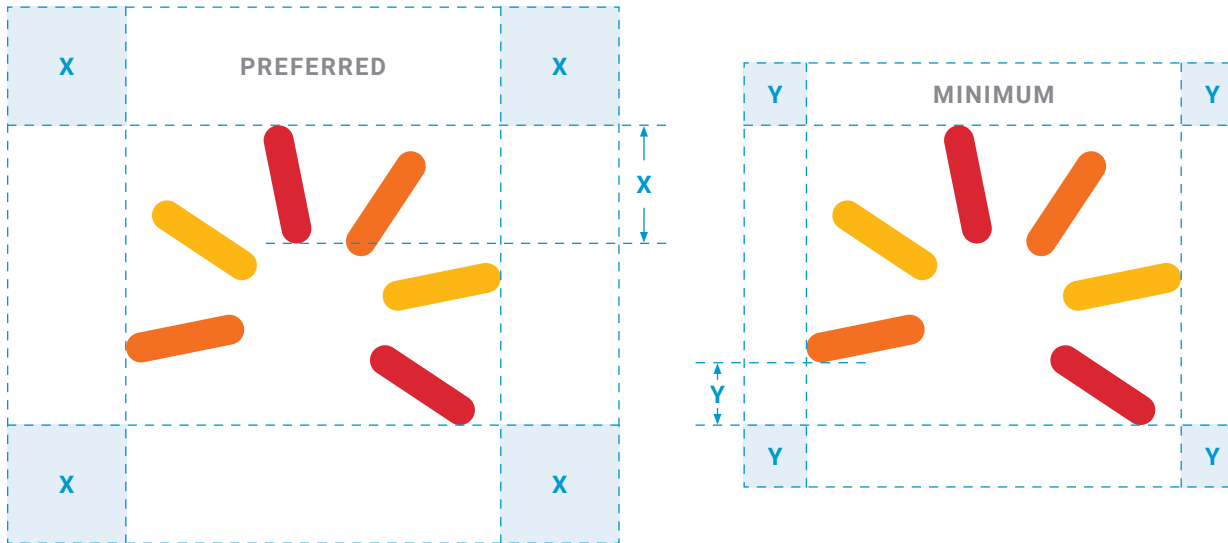
To be used minimally as accents in a design, and must only be used in Pantone® 1797 Red or Black, with no fill color inside the red or black lines.

**ONE-COLOR OUTLINE SPARK**



**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.

## 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 1.8), 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

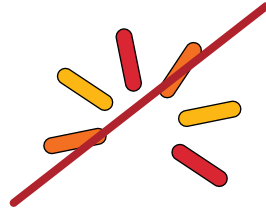
The Spark may bleed off (cropped off) a page or surface of an object, but **a minimum of 1/3 (one-third) of an individual spark's length must always be visible.** Never bleed/crop all of the individual sparks.

**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.





Do not add individual Sparks.



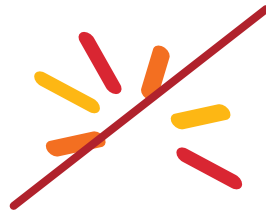
Do not outline the full-color Spark.



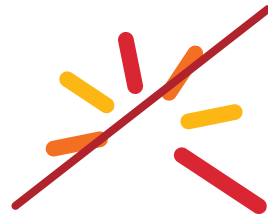
Do not alter the distance between elements.



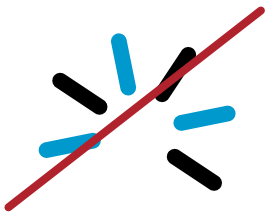
Do not stretch, distort or warp the Spark.



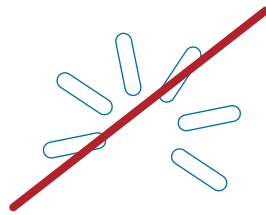
Do not tilt, skew or rotate the Spark.



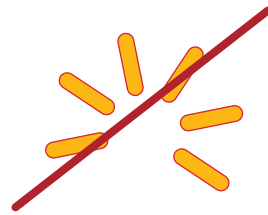
Do not change the proportions of the individual Sparks.



Do not recolor the Spark.



Do not outline the Spark in different colors.



Do not 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 Section 11 of the current [nVent Brand Identity Standards \(full version\)](#).





**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 logo 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 2.5). 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 v), and in other pre-approved situations in the full version of the nVent Brand Identity Standards. All other instances must be approved by the marketing department.

## PRODUCT BRAND LOGO ELEMENTS

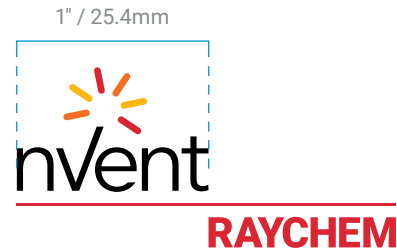
The nVent product brand logo consists of three elements: the nVent logo, Red Rule and Product Brand Name. The relationship between these elements have been established and the proportions are fixed as illustrated and never altered in any way.

## 2 PRODUCT BRANDS PRODUCT BRAND LOGO

### CLEAR SPACE



### MINIMUM SIZE



### PRODUCT BRAND LOGO

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

### CLEAR SPACE

The 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.

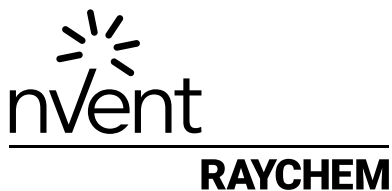
### COLOR VARIATIONS



Full-Color Primary Logo



Full-Color Primary Logo Reversed



Black Primary Logo



White Primary Logo

### MINIMUM SIZE

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

### COLOR VARIATIONS

The product brand logos may not be re-drawn, distorted or dismantled in any way. For detailed brand colors, refer to page 1.5.

### 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.

## 2 PRODUCT BRANDS PRODUCT BRAND LOGO

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### HERITAGE PRODUCT BRANDS



**CADDY**



**HOFFMAN**



**SCHROFF**



**ERICO**



**RAYCHEM**



**TRACER**

---

### ADDITIONAL/APPROVED PRODUCT BRANDS



**ERIFLEX**



**PYROTENAX**



**LENTON**



**NUHEAT**

### 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 2.2).

**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.

## 2 PRODUCT BRANDS PRODUCT BRAND LOGO

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### HERITAGE 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 2.2).

**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.

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### ADDITIONAL/APPROVED PRODUCT BRANDS



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 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 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...

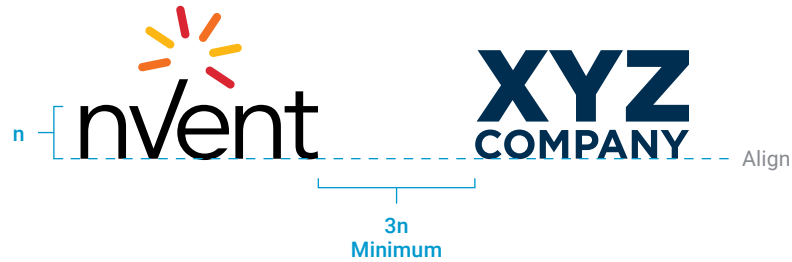
**IMPORTANT NOTE:** Product Names should always appear in Title Case letters, never in Uppercase.

MULTIPLE PRODUCT BRANDS

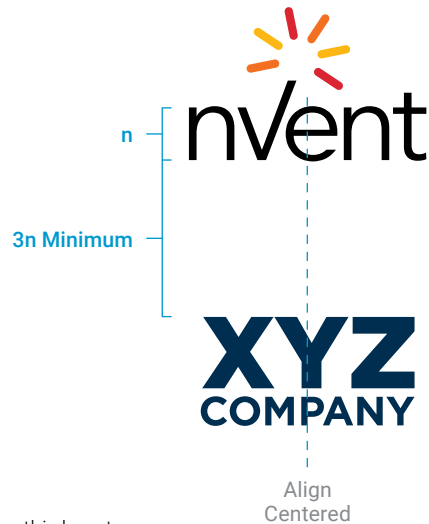
When adding multiple product brand names in text, nVent remains the same and the product brand names should always appear in uppercase letters and in alphabetical order, such as:

- nVent CADDY, ERICO and RAYCHEM products...

### 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 CONFIGURATION



FULL-COLOR CONFIGURATIONS

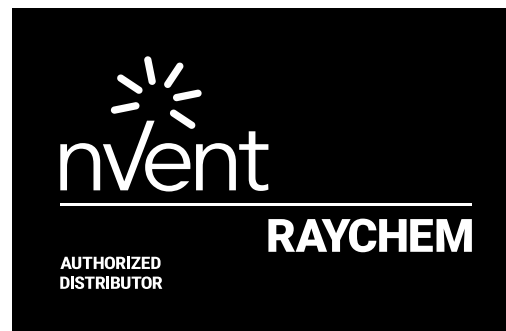
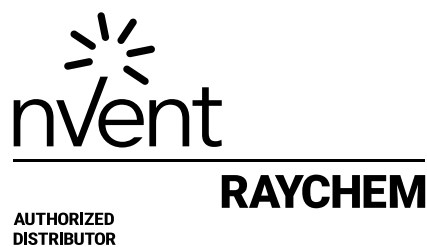
The primary frame of reference for our brand is the nVent logo. It is the unifying visual element that appears across all our communications, enabling us to build strong brand recognition. Our brand is a valuable asset that we need to protect, thus we ask you use it according to these standards.

When representing nVent on partner communications, our logo must always appear with a relationship descriptor (e.g., Authorized Distributor).

ONE-COLOR CONFIGURATIONS

The one-color configurations are for alternate usage when full-color reproduction methods are prohibited.

PRODUCT BRAND CONFIGURATION



CONFIGURATION USAGE

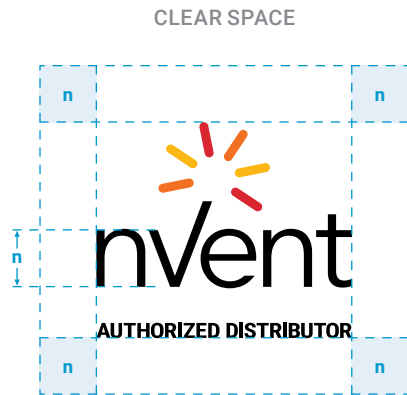
These configurations can be used across product and service communications, consumer and business-to-business media, such as direct mail, brand advertising, trade shows, public relations, as well as product level literature and documents (e.g., packaging, labeling, operating/instruction manuals, etc.). All applications of the nVent logo on partner communications must be approved by your nVent business contact prior to distribution.

IMPORTANT NOTES:

- The nVent name, product brand name and relationship descriptor cannot be translated to another language.
- Contact your nVent business representative for approved nVent brand art 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 representative prior to printing and distribution.



**ENTERPRISE CONFIGURATION**



MINIMUM SIZE



**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.

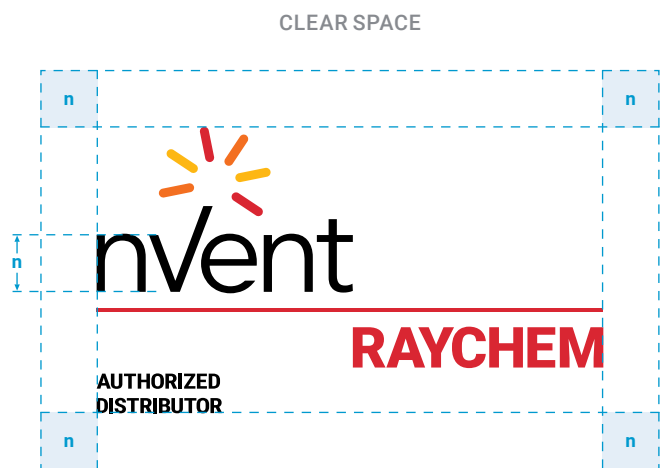
No other elements should infringe upon this space. The minimum clear space is equal to the height of left side of the "n" in the logotype, as illustrated.

**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.

**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 3.8).

**PRODUCT BRAND CONFIGURATION**



MINIMUM SIZE

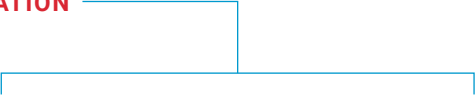


**RELATIONSHIP DESCRIPTOR**

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.

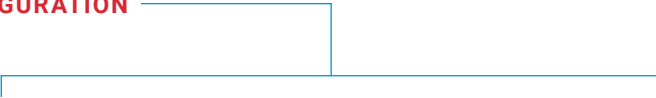
**ENTERPRISE CONFIGURATION**



XYZ Company, an nVent Authorized Distributor, delivers on all levels of quality and reliability for products that exceed your needs.

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**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**

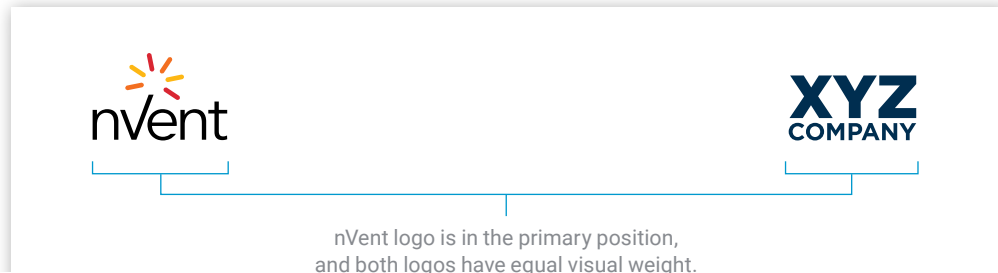
When the configuration is written in text (as shown), or when the nVent name, product brand name and/or relationship descriptor are used in text (e.g., nVent Authorized Distributor), use title case, or when required use uppercase.

**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.

LOGOS TREATMENT ON TOP OF MARKETING MATERIAL



- nVent logo and Third-Party logo share primary position on cover and have equal visual weight.

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.

INVENT & 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.

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.

### 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.

### 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.

This example is for illustrative purposes only and is not meant to represent actual third-party communications.

### 3 THIRD-PARTY GUIDELINES APPLICATIONS



ENTERPRISE CONFIGURATION

PRODUCT BRAND CONFIGURATION

#### 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.

#### 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.

These examples are for illustrative purposes only and are not meant to represent actual third-party communications.

### 3 THIRD-PARTY GUIDELINES APPLICATIONS



Graphic Wall Panel



Poster Display

#### 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 3.3).



Hanging Banners



Print Advertisement



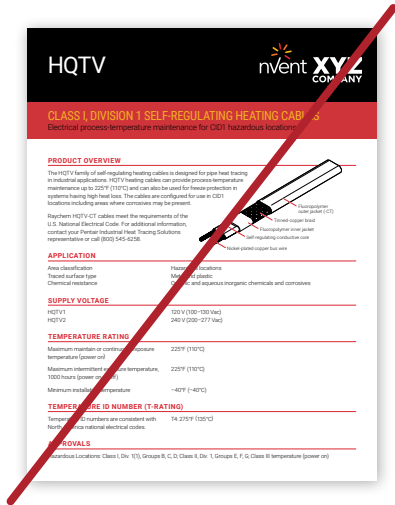
Business Card



Online Banner Advertisement

These examples are for illustrative purposes only and are not meant to represent actual third-party communications.

### 3 THIRD-PARTY GUIDELINES APPLICATIONS



### UNACCEPTABLE USAGE

#### On all Co-Branded Material:

- Do not place the nVent logo and Third-Party logo too close to each other.
- Do not incorrectly align the nVent logo and Third-Party logo.
- Do not alter the proportions and/or alignments of the nVent logo or the nVent Authorized Configurations elements.
- Do not alter the colors of the nVent logo or the nVent Authorized Configurations elements.
- Do not translate any elements of the nVent logo or the nVent Authorized Configurations, including the nVent name, product brand name, product name and relationship descriptor.

#### On nVent Leading Material:

- Do not scale the Third-Party logo visually larger than the nVent logo.
- Do not apply the Third-Party colors to the layout and/or the nVent Authorized Configurations.

#### On Third-Party Leading Material:

- Do not scale the Third-Party logo visually smaller than the nVent logo.
- Do not 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.

