A landscape photograph of a wind farm at sunset. The sky is filled with warm, orange and yellow hues. The blades of the wind turbines are blurred, creating a sense of motion. The turbines are scattered across a green field with rolling hills in the background.

# TT ELECTRONICS VISUAL BRAND GUIDELINES



# TT ELECTRONICS, BRAND AND VISUAL IDENTITY GUIDELINES

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## GUIDELINES

These guidelines should help you answer any questions you may have about the specifics of using our visual identity, but if you still aren't sure how to implement any aspect of our identity, then please contact your local marketing representative or either of the contacts listed below:

### Colin Stokes

**Director of Marketing & Branding**  
M: +44 771840116  
E: colinstokes@ttelectronics.com

### Katlyn M. Dea

**Vice President, Global Marketing**  
T: +1 403 852 055  
E: katlyn.dea@ttelectronics.com

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# CHAPTER 1: PERSONALITY PURPOSE & VISION





# OUR COMPANY IS BUILT ON PASSION, SKILLS, EXPERIENCE & OPPORTUNITY

TT ELECTRONICS

## About TT Electronics plc

TT Electronics is a global provider of design-led technologies for performance critical applications.

TT solves technology challenges for a sustainable world. The company benefits from enduring megatrends in structurally high-growth markets including healthcare, aerospace, defence, electrification and automation. Products designed and manufactured include sensors, power management and connectivity solutions. For more information about TT Electronics visit [www.ttelectronics.com](http://www.ttelectronics.com)

# CLEANER, SMARTER, HEALTHIER.



## OUR PURPOSE

# Solving technology challenges for a sustainable world.

We engineer advanced electronics that benefit our planet and people for future generations. We do this by designing, manufacturing and working in a way that is cleaner, smarter and healthier.

## It's the TT Way:

- We do the right thing
- We bring out the best in each other
- We achieve more together
- We champion expertise
- We get the job done well

## OUR SUSTAINABILITY GOALS:



### CLEANER

Build a cleaner future, reducing humanity's impact on the planet by cutting back on our carbon footprint & creating innovative products that minimise resource needs.



### SMARTER

Build a smarter future, working better together to create more efficient products. In an inclusive environment, we're harnessing a diverse mind to develop our electronic engineering expertise and drive innovation.



### HEALTHIER

Build a healthier future, engaging our colleagues and communities around meaningful work. Improving the quality of living by empowering our people to live in a safe space, and creating products for medical technologies that improve health outcomes.

# OUR STORY



## OUR STORY: WHERE WE ARE. WHERE WE ARE GOING. HOW WILL WE GET THERE?

TT aims to be a FTSE 250 company and a leader in sustainable growth. TT has evolved from an electronic component manufacturer to a design-led technology company, providing value-added-solutions in specialised markets. We are a team of world-leading experts obsessed with solving technology challenges for a cleaner, smarter and healthier world.

Our success has been achieved by engaging deeply with our customers in Healthcare, Aerospace and Defence, Automation & Electrification to understand the technology challenges they face and by mobilising our talented team of design, engineering and manufacturing experts to solve them. By focusing on providing advanced technologies that are Cleaner, Smarter and Healthier, we are helping to establish a sustainable growth model both for future generations and our business.

### OUR FOUR KEY THEMES

#### 1. CLEANER, SMARTER, HEALTHIER (WHAT WE DO)

TT invests in building technology which creates a more sustainable world for future generations:

- Cleaner – Our technology improves energy efficiency helping in the fight against climate change and use of natural resources
- Smarter – Our technology improves accuracy and simplifies automation
- Healthier – Our medical technology improves health conditions as well as improving hospital patient outcomes

#### 2. A CULTURE OF EXPERTISE (WHO WE ARE)

We are a team of world-class Engineering and manufacturing experts obsessed with solving our clients' toughest technology challenges.

- We have a caring and supportive culture that focuses on the best way to solve our customer challenges, called the TT Way:
- We do the right thing
- We bring out the best
- We achieve more
- We champion in each other together expertise
- We get the job done ...well

#### 3. DESIGN-LED TECHNOLOGY (OUR PRODUCT)

From the Mars Rover and renewable energy to the latest generation aircraft and implantable medical devices, we design and manufacture bespoke solutions for specific customer applications in power efficiency, connectivity and smart sensor technology.

- Our secret is our engineers' ability to address our customers' unique technology challenges in one of three ways:
- Designing one-off solutions
- Customising and packaging products
- Creating modular platforms built for customisation

#### 4. REAL PARTNERS (HOW WE WORK)

We work as a part of the customer's team, making our components, products and engineering services integral to customers' designs.

We work with start-ups to international corporations, from initial concept to production scale, from single components to complete device manufacture.

We specialise in producing low volume, high mix products manufacturing, so we can quickly respond to customers' unique requirements.

From Sweden to the US and England to Malaysia, our people are actively involved in our local communities to help them thrive.



### COMMUNICATIONS STRATEGY AND TOOLKIT

Download TT Electronics' Communications Strategy and Toolkit by clicking on the following link.

[TT COMMUNICATIONS STRATEGY](#)

# IMPROVING LIVES DAILY



## DIVISIONAL STRUCTURE



### POWER AND CONNECTIVITY



### GLOBAL MANUFACTURING SOLUTIONS



### SENSORS AND SPECIALIST COMPONENTS

## EXECUTIVE LEADERSHIP



**Richard Tyson**  
Chief Executive Officer



**Michael Leahy**  
Chief Operating Officer



**Lynton Barnard**  
Group General Counsel & Corporate Secretary



**Mark Hodd**  
Chief Financial Officer



**Sarah Hamilton-Hana**  
Chief People Officer



**Charlie Pippitt**  
Divisional VP

## KEY MARKETS

Our electronics are chosen for mission-critical and life-saving applications, often in harsh environments. We provide solutions for the drive towards "electronics everywhere" across our markets



### AEROSPACE

Supporting growth of the aviation sector by increasing flight safety and environmental efficiency



### DEFENSE

Increasing power efficiency to engines, reducing system size, weight, and power draw



### HEALTHCARE

Bringing tomorrow's medical technologies to life, for advanced disease detection and treatment



### AUTOMATION AND ELECTRIFICATION

Improving factory efficiency and automation for a more productive world

# THERE FOR OUR CUSTOMERS. WHEREVER THEY NEED US!

Key: ○ R&D and Operations ● R&D ■ Operational □ Sales & Engineering

## North America

<span style="color: orange;">○</span>	Akron	US
<span style="color: orange;">○</span>	Boston	US
<span style="color: lightblue;">■</span>	Cleveland	US
<span style="color: orange;">○</span>	Corpus Christi	US
<span style="color: orange;">●</span>	Dallas	US
<span style="color: lightblue;">■</span>	Jarz.	MX
<span style="color: orange;">○</span>	Los Angeles	US
<span style="color: lightblue;">■</span>	Irving	US
<span style="color: lightblue;">■</span>	Mexicali	MX
<span style="color: orange;">○</span>	Minneapolis	US
<span style="color: orange;">○</span>	Kansas City	US
<span style="color: lightblue;">■</span>	Philadelphia	US

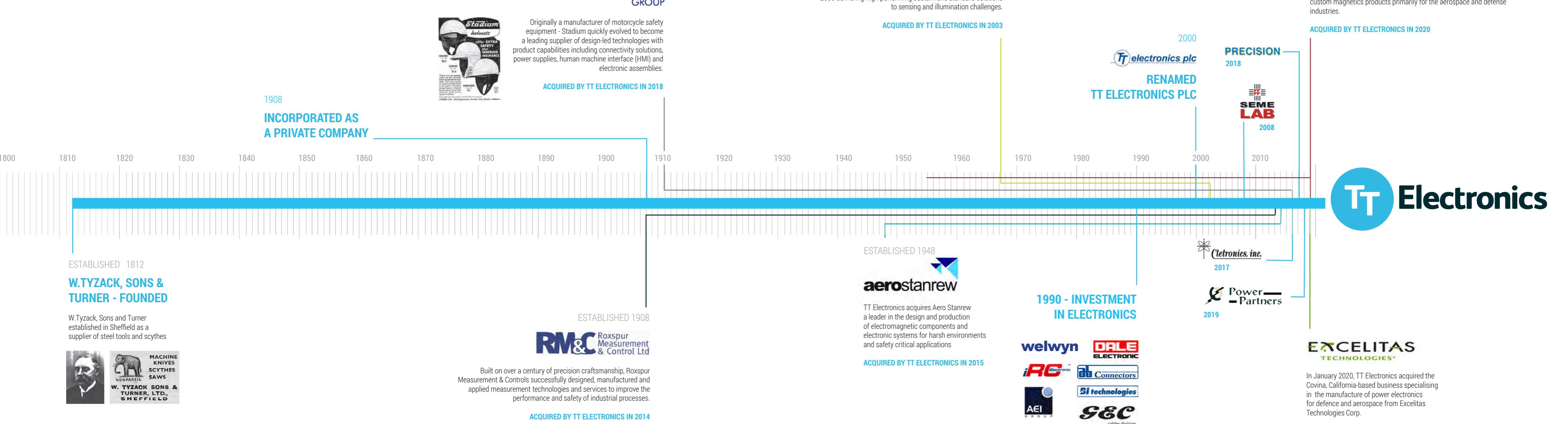
## United Kingdom & Rest of Europe

<span style="color: orange;">○</span>	Aberystwyth	UK
<span style="color: orange;">○</span>	Barnstaple	UK
<span style="color: orange;">○</span>	Bedlington	UK
<span style="color: lightblue;">■</span>	Cardiff	UK
<span style="color: lightblue;">■</span>	Eastleigh	UK
<span style="color: lightblue;">■</span>	Fairford	UK
<span style="color: lightblue;">■</span>	Hartlepool	UK
<span style="color: orange;">●</span>	Kista	SE
<span style="color: lightblue;">■</span>	Lutterworth	UK
<span style="color: orange;">○</span>	Siefield	UK
<span style="color: lightblue;">■</span>	Tunis	TN
<span style="color: lightblue;">□</span>	Woking	UK

## Asia & Rest of World

<span style="color: lightblue;">■</span>	Donguan	CN
<span style="color: lightblue;">□</span>	Hong Kong	HK
<span style="color: orange;">○</span>	Kuantan	MY
<span style="color: orange;">●</span>	Shenzhen	CN
<span style="color: lightblue;">□</span>	Singapore	SG
<span style="color: lightblue;">■</span>	Suzhou	CN

# TIMELINE: CONTINUED GROWTH AND EVOLUTION



# CHAPTER 2: CORE DESIGN COMPONENTS





# Electronics

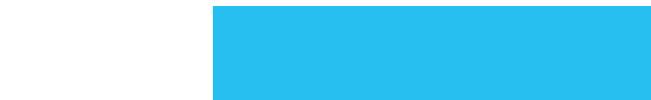
## ONE TT. ONE LOGO

In a world where consumers and customers hold much of the power, brand recognition has never been more important.

This is our primary identity to be used on all communications and applied, wherever possible, on a white or light background. It is who we are and what we do! No strap lines or descriptors. No other company brand logos should be used on corporate publications.

Approved, dual-branded logos may also be used by new businesses in times of transition. (See page 64).

## LOGO COLOUR PALETTE



**LIGHT BLUE**  
Pantone: 298  
CMYK: 7.0.0  
RGB: 61.83.28  
HTML: D7E4



**DARK BLUE**  
Pantone: 546  
CMYK: 9.0.83  
RGB: 1.0.78  
HTML: 03E4

## WRITING DESCRIPTION

When talking about the business externally, please use its full name 'TT Electronics'. When writing the business name, always use capital 'E' 'TT Electronics'.

Internally, it is accepted and encouraged that in presentations, and verbally, we often refer to the business as 'TT'. If this is the case, please use 'TT' and not 'TT' 'TT Group' or any other variation.

## SIZE AND POSITIONING

The TT Electronics identity should always be surrounded by a minimum area of space. This will maximise its visual presence and ensure text or other visual elements do not encroach on the identity. The exclusion zone is defined by the height of the letter E.



## MINIMUM SIZE

It is important that our identity is readable at all times. There is no maximum limit for reproduction, but it is essential that, with any scaling of the identity, all components maintain their relationship to one another.

6mm [ ]

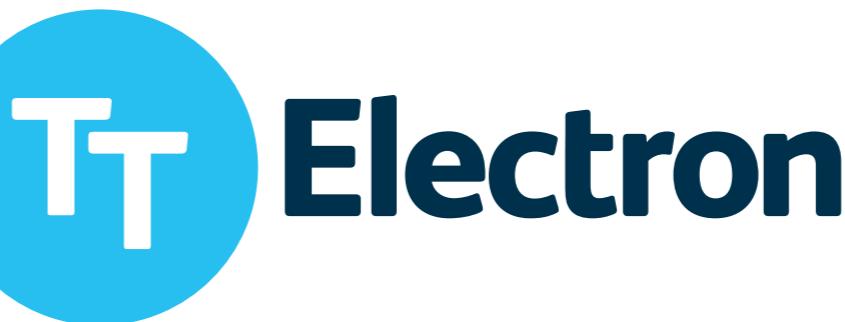
17px [ ]

## POSITIONING

Where possible position logo in the top left hand corner



## FULL COLOUR VERSION



## DOWNLOAD FULL COLOUR LOGO:

This is our primary identity to be used on all corporate level communications and applied whenever possible on a white or light background.

- [T LOGO SPOT COLOURS](#)
- [T LOGO CMYK.EPS](#)
- [T LOGO RGB.JPG](#)
- [T LOGO RGB.PNG](#)

## REVERSED OUT OF COLOUR

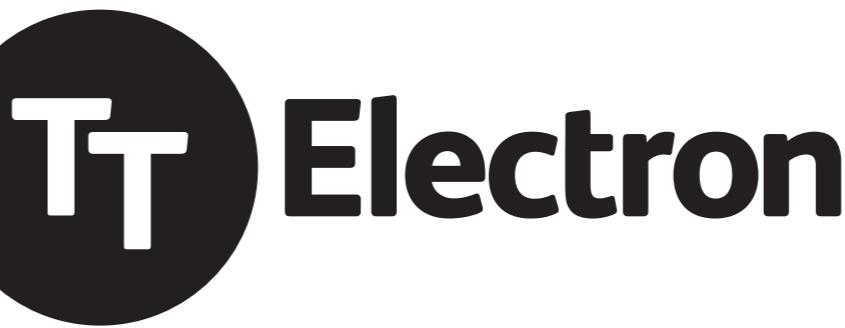


## DOWNLOAD REVERSE LOGO:

This version should be used where our identity is applied to dark backgrounds.

- [T LOGO SPOT REVERSE.EPS](#)
- [T LOGO CMYK REVERSE.EPS](#)
- [T LOGO REVERSE.PNG](#)

## SINGLE COLOUR



## DOWNLOAD

This version should be used where single colour is needed on patterned backgrounds.

- [T LOGO SINGLE.EPS](#)
- [T LOGO SINGLE.PNG](#)
- [T LOGO RGB.BMP](#)



**THIS IS ROBOTO.  
IT'S EASY TO READ, ANYWHERE.  
USE IT WHEREVER YOU CAN.**

## TYPEFACES

This is Roboto, it should be used everywhere - even on that notice for the ping-pong tournament! Roboto is approachable, straight forward and easy to read. Images should be strengthened with Bold Typography. Make the headline memorable...You may only get one chance to impress!

### Roboto Condensed Bold

This is the typeface for headlines.

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()+-

### Roboto Condensed Regular

This is the typeface for body copy

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()+-

### Roboto Condensed Light

This is the typeface for quotations and subheadings

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()+-

### Calibri Regular

This should be used for Microsoft templates such as, PowerPoint presentations, letterheads, contracts, spreadsheets etc.

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()+-

## DOWNLOAD FONT FAMILY:

You can download the full TT Electronics Font Family by clicking on the link below:

[TT ELECTRONICS FONT SITE](#)

## Did you know..?

Roboto is an open-source, free-to-use sans-serif typeface designed by Christian Robertson in 2011 who worked for Google as a typeface designer.

It is a rounded, clean typeface with a straightforward, geometric design that offers clean lines and is considered a great fit for any type of tech company or cutting-edge technology.

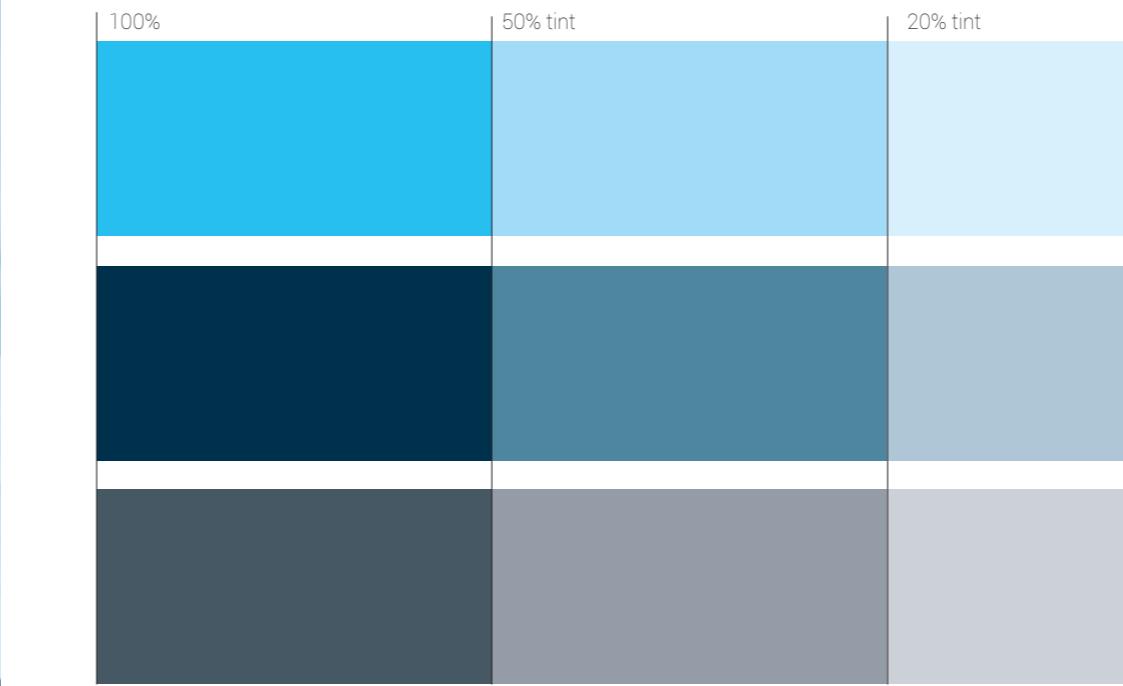
# COLOURS EVOKE FEELINGS... OURS LINK SPEED & AGILITY TO INNOVATION.



## COLOUR PALETTE

### PRIMARY COLOURS

Our primary colours are those used consistently across communications and synonymous with the TT Electronics brand.



### LIGHT BLUE

Pantone: 298  
CMYK: 6.2.0.0  
RGB: 61.33.28  
HTML: D337E4

### DARK BLUE

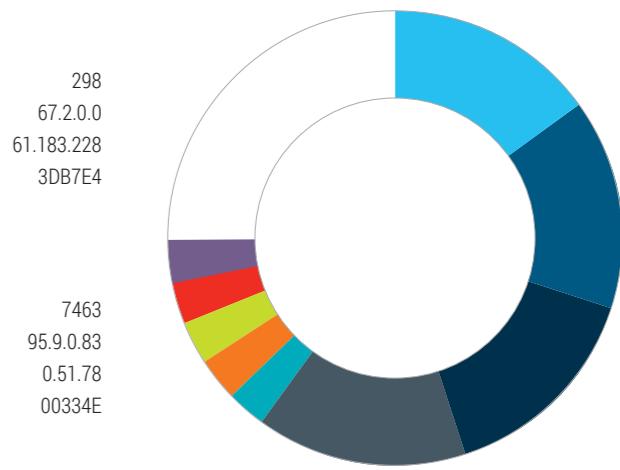
Pantone: 743  
CMYK: 95.0.83  
RGB: 0.51.73  
HTML: 0334E

### GREY

Pantone: 41  
CMYK: 45.25.6.59  
RGB: 94.06.13  
HTML: E56A1

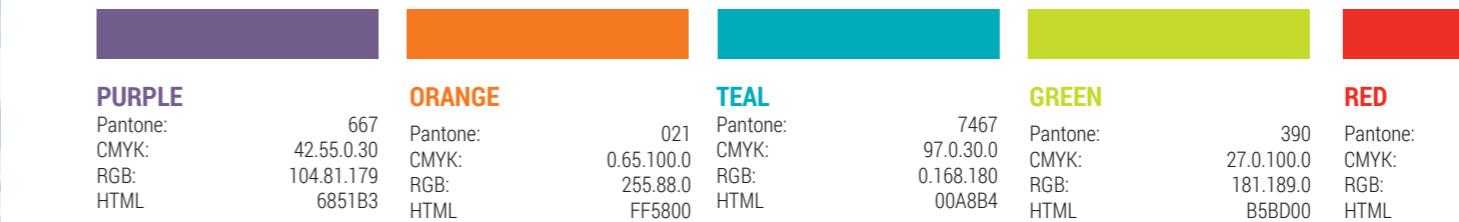
### COLOUR RATIO WHEEL

Colours should be applied based on the proportion demonstrated below. The predominant use of white is important.



### ACCENT COLOURS

The accent colour palette complements the primary brand colours. It adds depth and interest in communications. Accent colors are not attributed to a particular area of the business, they are flexible and can be applied across communications to highlight headings, aid navigation, and should be used in charts and presentations.



#### PURPLE

Pantone: 667  
CMYK: 42.55.0.30  
RGB: 104.81.179  
HTML: 6851B3

#### ORANGE

Pantone: 021  
CMYK: 0.65.100.0  
RGB: 255.88.0  
HTML: FF5800

#### TEAL

Pantone: 7467  
CMYK: 97.0.30.0  
RGB: 0.168.180  
HTML: 00A8B4

#### GREEN

Pantone: 390  
CMYK: 27.0.100.0  
RGB: 181.189.0  
HTML: B5BD00

#### RED

Pantone: 485  
CMYK: 0.95.00.0  
RGB: 213.3.30  
HTML: 521BE

### Why Blue? Did you know...

Blue is the most universally favoured colour and therefore the easiest to use. It relates to trust, honesty, and dependability, therefore helping to build customer loyalty. Blue indicates confidence, reliability, and responsibility, also signifies speed and bold innovation.



**MARKETING MATERIAL:  
ENSURING CONSISTENCY ACROSS  
ALL CHANNELS & TOUCH POINTS**



# STATIONERY DOWNLOAD

You can download the relevant stationery pack for your facility by clicking on the link in the table right.

## LITERATURE TEMPLATES

SITE	COUNTRY	ADDRESS	FOCUS	DOWNLOAD
Akron	US	2262 Port Center Drive, Medina, Ohio 44256	Power	<a href="#">Download</a>
Boston	US	43 Broad Street Suite B206, Hudson, MA 01749	Power	<a href="#">Download</a>
Cleveland	US	3700 Lane Road, Perry, Ohio 44081	Manufacturing	<a href="#">Download</a>
Dallas	US	2900 E Plano Pkwy Suite 200, Plano, TX 75074	Sensors	<a href="#">Download</a>
Juarez	MX	Calle Rio Bravo, #1551-A, Ciudad Juarez, Chihuahua 32557	Sensors	<a href="#">Download</a>
Kansas City	US	520 N Rogers Rd, Olathe, Kansas 66062	Power	<a href="#">Download</a>
Los Angeles	US	1330 E Cypress Street, Covina, CA 91724	Power	<a href="#">Download</a>
Loveland	US	6771 East 45th Street, Loveland, Colorado 80538	Power	<a href="#">Download</a>
Mexicali	MX	Circulo de la Amistad, # 102, Mexicali, Baja California 21210	Sensors	<a href="#">Download</a>
Minneapolis	US	1700 Freeway Boulevard, Minneapolis, Minnesota 55430	Power	<a href="#">Download</a>
Abercynon	UK	Mountain Ash Road, Rhondda Cynon, Abercynon, Wales, CF45 4SF	Power	<a href="#">Download</a>
Barnstaple	UK	Unit 1, Grattan Way, Roundswell Business Park, Barnstaple, Devon, EX31 3AR	Power	<a href="#">Download</a>
Bedlington	UK	Welwyn Electronics Park, Bedlington, Northumberland, NE22 7AA	Sensors	<a href="#">Download</a>
Cardiff	UK	Tregwilym Industrial Estate, Rogerstone, Newport, NP10 9YA	Manufacturing	<a href="#">Download</a>
Eastleigh	UK	Woodside Road Industrial Estate, Woodside Road, Eastleigh, Hampshire SO50 4ET	Manufacturing	<a href="#">Download</a>
Fairford	UK	London Road, Fairford, Gloucestershire, GL7 4DS	Manufacturing	<a href="#">Download</a>
Hartlepool	UK	Tofts Farm East, Brenda Road, Hartlepool, Cleveland, TS25 2BQ	Manufacturing	<a href="#">Download</a>
Kista	SE	Gulfossgatan 3, 164 40, Kista, Stockholm	Connectivity	<a href="#">Download</a>
Lutterworth	UK	Coventry Road, Lutterworth, Leicestershire, LE17 4JB	Power	<a href="#">Download</a>
Sheffield	UK	2 Downgate Drive, Sheffield, South Yorkshire, S4 8BT	Sensors	<a href="#">Download</a>
Tunis	TN	60 Avenue de L'Uma, La Soukra, Ariana 2036	Operational	<a href="#">Download</a>
Woking	UK	Fourth Floor, St Andrews House, West Street, Woking, GU21 6EB	Headquarters	<a href="#">Download</a>
Dongguan	CN	4th Building, F Zone, Zhengwei Science Park, Dongkeng Town, Dongguan	Manufacturing	<a href="#">Download</a>
Hong Kong	HK	Unit A, 3/F, Bamboos Centre, 52 Hung To Road, Kwun Tong, Kowloon, Hong Kong	Sales	<a href="#">Download</a>
Kuantan	MY	A-1445, Jalan Tanjung Api, 25050 Kuantan, Pahang Darul Makmur, Malaysia	Power	<a href="#">Download</a>
Shenzhen	CN	Room 15K, 15th Floor, Shenzhen Free Trade Centre, 111 Taizi Road, Nanshan District	Connectivity	<a href="#">Download</a>
Singapore	SG	514 Chai Chee Lane, #02-10A, Bedok Industrial Estate, Singapore 469029	Sales	<a href="#">Download</a>
Suzhou	CN	158-24 Hua Shan Road, Feng Qiao Industrial Park, Suzhou City, Jiangsu	Manufacturing	<a href="#">Download</a>

## REGISTERED OFFICES

LEGAL NAME	TT SITE NAME	REGISTERED NUMBER	REGISTERED OFFICE ADDRESS	COUNTRY
TT Electronics plc	Woking	87249	Fourth Floor, St. Andrews House West Street, Woking, Surrey GU21 6EB	UK
Roxspur Measurement and Control Limited	Sheffield	881547	Fourth Floor, St. Andrews House West Street, Woking, Surrey GU21 6EB	UK
AB Connectors Limited	Abercynon	1914199	Abercynon, Mountain Ash, Rhondda, Cynon Taff CF45 4SF, Wales	UK
Semelab Limited	Lutterworth	6649272	Conventry Road, Lutterworth, Leicestershire, LE17 4JB	UK
Welwyn Components Limited	Bedlington	162480	Welwyn Electronics Park Bedlington, Northumberland, NE22 7AA	UK
TT Electronics Fairford Limited	Fairford	1352416	London Road, Fairford, Gloucestershire, GL7 4DS	UK
TT Electronics Integrated Manufacturing Services Limited	Rogerstone	896672	Tregwilym Industrial Estate, Rogerstone, Newport, Gwent NP10 9YA	UK
	Barnstaple	464848	Unit 1, Grattan Way, Roundswell Business Park, Barnstaple, Devon EX31 3AR	UK
Stadium Group Limited	Reading and Hartlepool	236394	Fourth Floor, St. Andrews House, West Street, Woking, Surrey GU21 6EB	UK
Stadium IGT Limited	Eastleigh	2164435	Fourth Floor, St. Andrews House, West Street, Woking, Surrey GU21 6EB	UK

For employees operating from the sites listed above your letterheads and stationery must also include:

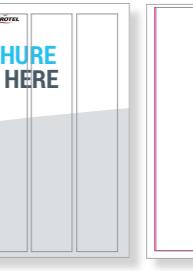
1. Company Legal Name
2. Registered Number
3. Registered Office Address

## BROCHURES, LEAFLETS, AND DATSHEETS

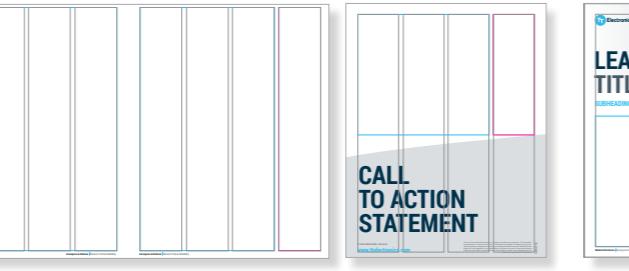
### LAYOUT DESIGN

Drawing inspiration from our logo (curved element on front & back cover) our layout system is based around a simple modular geometric grid of elements. By bringing these elements such as the logo, photography, colours and our font-style together we can create a distinctive and consistent look and feel for all of our communications, in a number of fresh and interesting ways. You can also create additional interest by highlighting dynamic areas of your hero images allowing them to pierce through the curve of the picture boundaries.

The 4 column grid (3:1 ratio) structure provides a highly flexible and simple to follow system and should be used wherever possible on all printed and web communication including brochures, leaflets, bulletins and all digital interfaces to deliver consistency.



Brochure Grid



Leaflet Grid



Datasheet Grid

### LEAFLET

A professional medical electronics leaflet. It features a woman in a lab coat and glasses working on a medical device. The title 'MEDICAL ELECTRONICS' is in large, bold, dark blue letters. Below it is the tagline 'SAVING AND IMPROVING LIVES DAILY'. The TT Electronics logo is in the top left. A sidebar on the right lists 'RELATED CERTIFICATIONS' (ISO 9001, ISO 14001, ISO 13485, UL Cable Approval, IPC-A-610D, J-STD-001\*), 'EXAMPLES OF PRODUCTS EXPERIENCE' (Imaging/Nuclear Equipment, Diagnostic Instruments, Monitoring Equipment, Cardiology/Electrosurgical Device), and 'CORE COMPETENCIES' (Design and development engineering, SMT and THT printed circuit board assembly, Backplane assembly, Integration and box-build services, Conformal coatings, pottings &amp; encapsulations, Cable harness assembly). The bottom right has a 'www.ttelectronics.com' link.

UK A4 210mm x 297mm US LEGAL 8.5in x 14in

A medical electronics leaflet featuring a surgeon in an operating room. The text 'WE DO AMAZING THINGS' is prominently displayed in large white letters. Below it is the 'www.ttelectronics.com' link. The bottom right contains a small legal notice.

#### AMERICAS

Cleveland, Ohio, USA

T: +1 440 2 891

#### EUROPE

Cardiff, GB

Fairford, GB

T: +44 (0)1383 932 5

#### ASIA

Suzhou, China

T: +86 512 666 1004

Kuwait, KU

T: +965 9 355

#### GENERAL ENQUIRIES

Global Sales

Global Sales@ttelectronics.com

## BROCHURES

 **US LEGAL** 8.5in x 14in



### Hero Image

Highlight dynamic images by letting image pierce through the curve of picture boundaries

 **MEDICAL ELECTRONICS**  
GLOBAL MANUFACTURING SOLUTIONS DIVISION



**BUILDING A HEALTHIER FUTURE**



TT Electronics Global Manufacturing Solutions is proud to serve the armed forces and commercial aviation industries through manufacturing partnerships with the largest aerospace, defense and homeland security companies in the world. From highly sensitive guidance systems to mission-critical reliability, TT Electronics is the right fit for those requiring low volume, high complexity electronics manufacturing capabilities. As a proven industry leader, we provide comprehensive design, manufacturing, supply chain and fulfillment services.

**RELATED CERTIFICATIONS**

- ISO 9001
- AS9100
- ISO 14001
- ISO 22000
- PCI A-102
- J-STD-001
- ITAR Registered

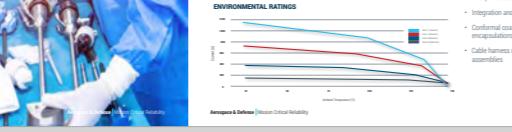
**APPLICATIONS**

Supporting Product	AVIONICS	AVIONICS	AVIONICS	AVIONICS
Surgeons	●	●	●	●
Design	●	●	●	●
Test/Validation	●	●	●	●
Drives/Cable Assemblies	●	●	●	●

**EXAMPLES OF PRODUCT EXPERIENCE**

- Commercial & Defense Avionics
- Defense Security Vehicle Electronics
- Electronics Warfare & Information Warfare Systems
- Ruggedized / High Reliability Systems
- Security Screening and Identification Systems

**ENVIRONMENTAL RATINGS**



**ABOUT TT ELECTRONICS INTEGRATED MANUFACTURING SERVICES**

TT Electronics Global Manufacturing Services, a wholly owned subsidiary of TT Electronics plc, specializes in low volume, high mix electronics manufacturing services for the aerospace, defense, industrial, medical and rail industries. With manufacturing locations in North America, Europe and Asia, TT provides high complexity electronics and electromechanical assemblies for regional and global manufacturing companies. With a reputation for quality, engineering, testing and integration, we work every step of the way to ensure that our customers receive the best quality, design, engineering, manufacturing and assembly services. Among our global manufacturing facilities, we offer leading electronic assembly and electromechanical assemblies for regional and global manufacturing companies. With a reputation for quality, engineering, testing and integration, we provide every customer with personalized business solutions and global buying power.

**CORE COMPETENCIES**

- Design and development engineering
- SMF and THF printed circuit board assembly
- Integration and box build services
- Conformal coatings, pottings & encapsulations
- Cable harness manufacture & assemblies

**WE DO AMAZING THINGS**

[www.ttelectronics.com](http://www.ttelectronics.com)

 **UK A4** 210mm x 297mm

### Disclaimer & Date Stamp

Disclaimer information should be included. Date format is divisional abbreviation followed by month and year



 **ENABLING SMARTER CITIES**  
DELIVERING CLEANER, SMARTER AND HEALTHIER SOLUTIONS



**ENABLING SMARTER CITIES TO IMPROVE LIVES**

We design and manufacture electronics that support the increased demand for automation and electrification. From clean energy and smart home applications to efficient factory equipment and connected asset tracking, our power, connectivity, and sensor technologies enable innovations that contribute to a smarter, cleaner, and healthier world.

**ENABLING SMARTER CITIES**

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**CLEAN ENERGY AND SMART CITIES**

We are the forefront of advancing the transition to cleaner energy, smart monitoring, and connectivity. Our solutions are powered and connected by our electronic components, sensors, and software.

**SMART INFRASTRUCTURE AND INDUSTRIAL CONNECTIVITY**

Our solutions support the customer's needs for cleaner energy, smart monitoring, and connectivity. Our solutions are powered and connected by our electronic components, sensors, and software.

**FACTORY AUTOMATION AND ELECTRIFICATION**

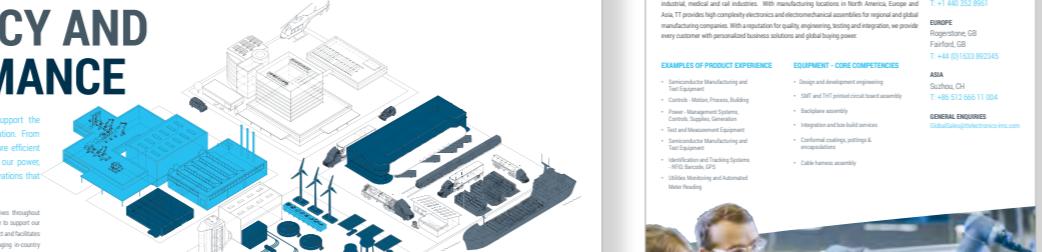
We manufacture a range of specialized components and assemblies found in:

- Industrial Robotics and Automation
- Power Monitoring
- Power Distribution
- Power Management and Control
- Smart Packaging and Labeling Equipment

**DELIVERING SMARTER INFRASTRUCTURE**

[www.ttelectronics.com](http://www.ttelectronics.com)

**IMPROVED EFFICIENCY AND PERFORMANCE**



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[www.ttelectronics.com](http://www.ttelectronics.com)

## TECHNICAL BULLETIN

### ABCIRP

#### Rolling Stock Approved Modular Bayonet Lock Connector Series



- Circular, reverse bayonet lock connector range for signal and power, derived from MIL-DTL-5015 and VG95234
- The range includes 9 shell sizes (16s to 40)
- Contact sizes 16, 12 and 8 AWG
- 10 contact arrangements (7 to 60 ways)
- Approved to EN45545 HL3 R22/R23
- Approved Fire Barrier Testing in accordance with EN1363.BS476
- Approved to NFPA130
- ABCIRP connectors originally qualified to NFF-61-030 & NFF-16-101 French specification and approved by SNCF and RATP.
- Compatible with other industry standard 5015 reverse bayonet lock types.
- 360-degree RFI grounding Washer, IP67



 **UK A4** 210mm x 297mm

 **US LEGAL** 8.5in x 14in

## CASE STUDIES



### Case Study

#### Innovative Medical Equipment (IME)

##### Product

ThermaZone Thermal Therapy Machine, FDA Registered Medical Device

Targeted, localized, non-opioid thermal therapy without the use of ice, with consistent temperature management for both hot and cold therapy.





TT has worked in partnership with Innovative Medical Equipment for almost 10 years in a true example of providing value as an extension of their team. Providing expertise in modified power supply solutions, engineering support and understanding challenges due to changing regulations and safety standards in the medical industry.

##### The Challenge

Due to technical and supply chain problems with their existing power supply, IME were looking for a new partner that could provide a modified standard power supply that met the stringent medical safety and EMC regulations from minimum to maximum settings on the ThermaZone product. Specific modified requirements that could not be met by a standard power solution included:

1. Customized output connector and output cable length
2. Extra EMC filtering to attenuate electromagnetic energy created in the equipment
3. Redesign of the no-load power behavior (burst mode) to ensure that during light loads, the system level EMC remained within specified limits
4. Meets EN60601-1 medical regulation

The biggest challenge to the requirement was related to system level EMC. For conducted emissions, the power supply is the interface to the mains connection where this is noise is measured and regulated. Due to the high noise being generated from the ThermaZone, the ability to design additional attenuation in the power supply's own EMC filter was required to prevent the noise from conducting back onto the mains power line. This was compounded by the fact that the power supply applied higher noise levels at light loads than at full loading.

For further information on our full product portfolio, please email us at: [us.us@ttelectronics.com](mailto:us.us@ttelectronics.com)

 **UK A4** 210mm x 297mm

 **US LEGAL** 8.5in x 14in

# ADVERTISING: OUR VALUE, VISION & EXPERTISE



## ADVERTISING



- UK FULL PAGE ADVERT TEMPLATE: 210mm X 297mm
- US FULL PAGE ADVERT TEMPLATE: 8.5in x 14in



- INNOVATIVE. RELIABLE. PROVEN
- From engine controls to avionics, TT Electronics delivers high-reliability solutions to some of the most recognisable military aircraft in service.
- Allow us to design a unique solution for your critical power management and conversion supply requirements.



Advertising layout



Headline

Highlight dynamic areas of images by letting cutouts pierce through headlines and picture boundaries

# PICTURE THIS... A HUGE LIBRARY OF APPROVED IMAGES - ALL FREE TO USE



## PHOTOGRAPHY AND ITS IMPORTANCE TO BRAND

Photography is one of the most important tools we have to communicate our messages and reinforce our brand's image. The photos you choose should reflect our vision and values, capturing and communicating positive stories. Simple, direct, and honest images are the best way to express the complexity of who we are to our outside audiences.

## PHOTOGRAPHY GUIDANCE



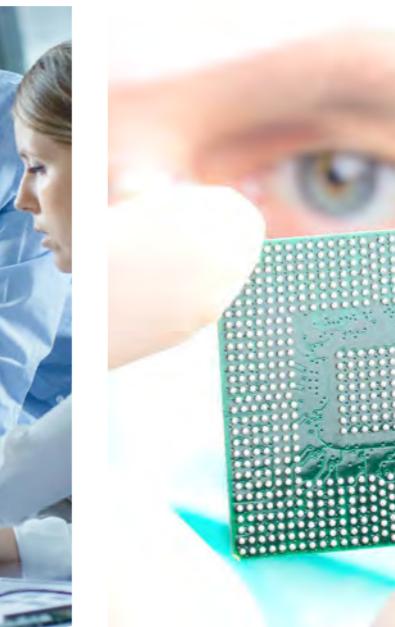
### PEOPLE

Our people are key to the brand. Authentic employees should be used wherever possible, rather than models or library imagery. Images should not look overly posed or have a "stock" look. People, should appear natural, relaxed and engaged. Do not overload the frame with information and keep the focus point on the person.



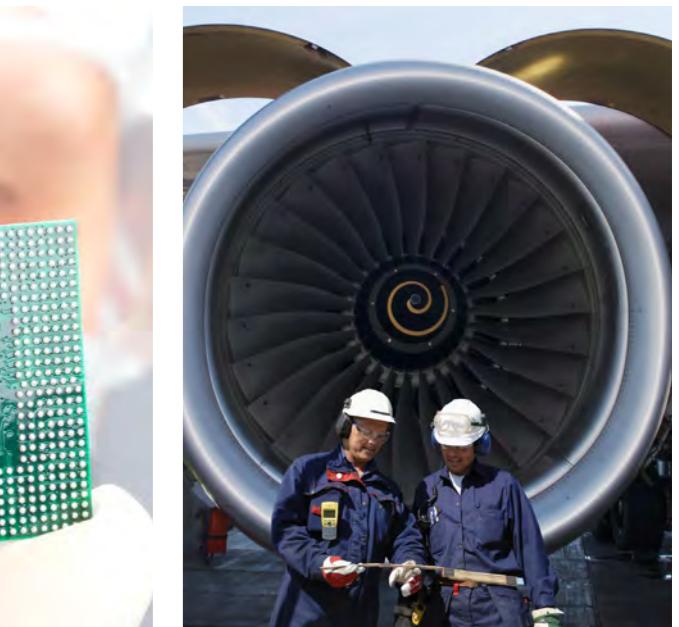
### ENVIRONMENT

Our facilities are also key to who we are. Imagery should portray a feeling that TT is a place where things happen – where advancements are made and technology is produced that continues to shape our daily lives. We should also promote teamwork, opportunity and community through the use of images - after all TT is a great place to be!



### PRODUCT

Product imagery should be as clear and representative as possible providing a strong idea of how the product will look and perform. Catalogue images should be photographed singularly or white backgrounds using angles that demonstrate depth (avoiding top-down images) to reduce complexity allowing a suitable format for cut-out images to be made when needed.



### END-USE & APPLICATION

Given the complexity of our components and subassembly product range we often choose to portray the end-use of our portfolio - what it delivers, or the benefits it provides. These aspirational images should again have a strong single focus composition free of background noise and clutter.

## TE ELECTRONICS IMAGE LIBRARY

TT Electronics has established a photo library with an extensive array of approved images which are updated regularly. You are free to use these images wherever possible. You can access the Photo Library through the following:

 [TT ELECTRONICS IMAGE LIBRARY](#)



# DIGITAL: EXPANDING THE REACH, TOUCH & SPEED OF COMMUNICATIONS

# WEBSITE BRANDING STRATEGY

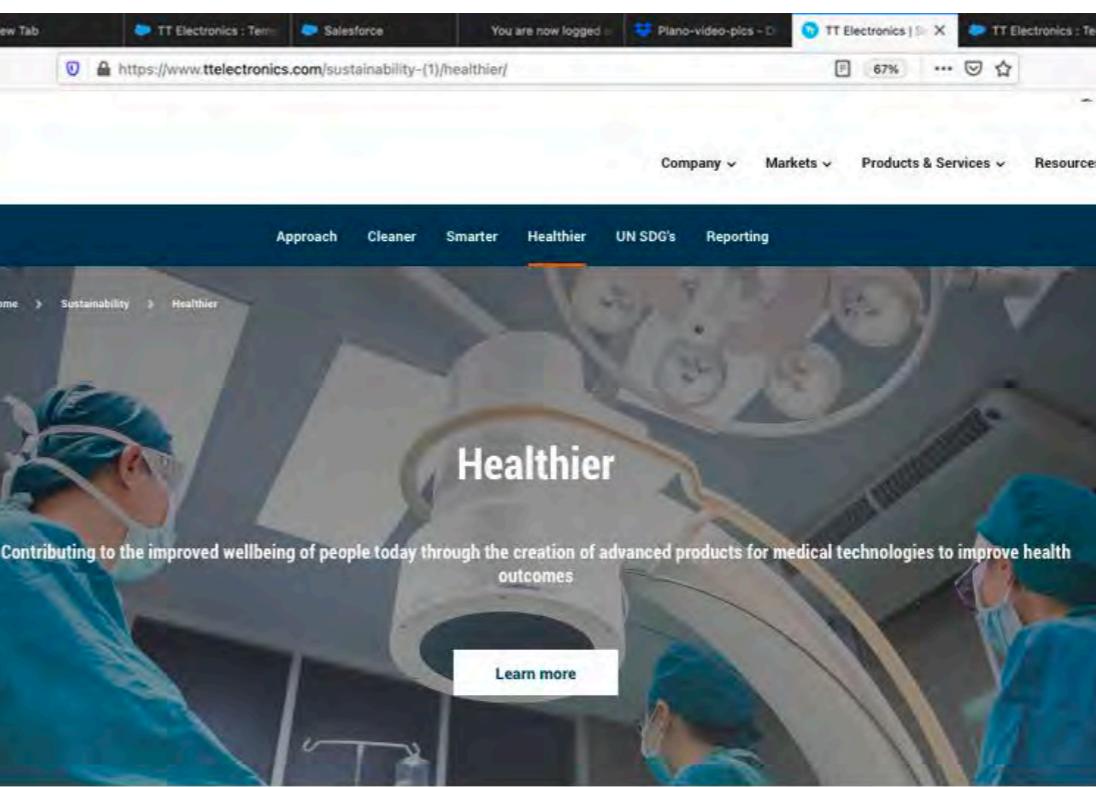
## WWW.TTELECTRONICS.COM

TT's company website is a fundamental part of its business strategy - attracting new prospects and guiding customers through the sales funnel. While the website is meant to transmit practical value about our business and brand, it is also the place to build emotional connections with target audiences including future TT employees. The website's look, feel, and personality are often just as powerful as the information on the site when it comes to drawing in prospective customers.

We strive to deliver a website that is consistent with our brand image, strengthening customer connections and building trust. We do this through a combination of visuals, colours, and strong written copy that together create a cohesive picture of our brand's personality.

Our marketing and sales teams continually work to review, update and enhance the website to optimise online performance and ensure alignment to our strategic goals. We are however always open to suggestions on how we could improve. Please contact your divisional marketing team or contact [colin.stokes@ttelectronics.com](mailto:colin.stokes@ttelectronics.com) to discuss any edits, ideas or feedback you may have.

## WEB PAGES



### Building a Healthier Future

We strive to build a healthier future, engaging our colleagues and communities around meaningful work. Improving the quality of living by empowering our people to thrive in a safe space, and creating products for medical technologies that improve health outcomes in several key areas.



#### SENSORS

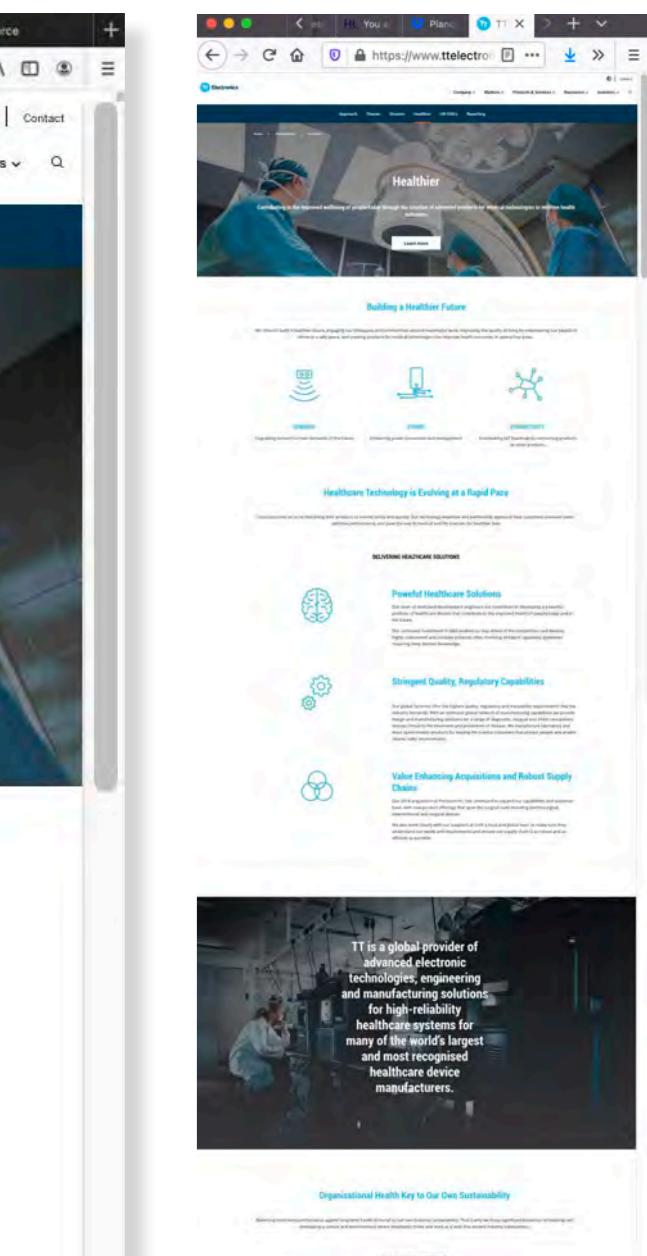
Upgrading sensors to meet demands of the future

#### POWER

Enhancing power conversion and management

#### CONNECTIVITY

Accelerating IoT Roadmap by connecting products to other products



## SOCIAL MEDIA COMMUNICATION STRATEGY

Social media is integral to the brand and a huge part of our communications strategy, providing a “one-to-many” solution for getting the word out about our purpose, products and services. By creating a strong brand presence on social media, we can reach a broader audience.

TT's profile, across Linked-in, Facebook, Twitter, and anywhere else it may appear, should therefore be unified and in-line with our brand identity. Be consistent with graphics, colour, style and language, and even post frequency.

The following post templates have been provided to help provide a consistent application of the visual brand on social media platforms.

For further information, help or guidance please contact:  
[colin.stokes@ttelectronics.com](mailto:colin.stokes@ttelectronics.com) or your divisional marketing team.

### TRANSITION BRANDING - SOCIAL MEDIA TEMPLATES



[FULL IMAGE POST](#)



[B&W IMAGE](#)

TT ELECTRONICS - INTERN PROGRAM

**IMPROVED  
EFFICIENCY &  
PERFORMANCE**

DOWNLOAD NOW!



[LITERATURE DOWNLOAD](#)



Alternate background colour use

[QUOTE TEMPLATE](#)



**Kate Baxter**

HR Intern - Minneapolis, Minnesota USA

**SOCIAL MEDIA TIPS AND GUIDANCE**

At TT Electronics we believe in open communication and you are encouraged to spread the good word about your work and share your passion. However, social media communication has changed the way we communicate. The following tips have been devised to support you with the process:

We encourage you to like, share and comment on official TT Electronics posts.

### YOU DON'T HAVE TO BE AN AMAZING WRITER

You don't need to be a great writer to make a comment. Comment about subjects you enjoy, stay in your lane. Be authentic, personal. Write as if you're talking to a friend.

### TONE AND VOICE

TT's Social Media voice is human, it's familiar and straightforward. We strive for expertise and thought-leadership. We want to educate people without patronising or confusing them. Our main intentions are to inspire, engage and inform our audience who we are and what we offer.

You should thoroughly identify yourself as an employee if you comment, praise TT Electronics, its business units or its brands. If using LinkedIn, this identification may already be included in your job title/description.

If you have a new story or event to share, we ask that you reach out to your divisional marketing teams to collaborate with you on quickly developing a proper branded message or campaign to achieve your goals.

Unless you're an authorised person, do not attempt to answer customer inquiries, explain our position on issues, defend the company's tactics, or otherwise speak on behalf of the organisation.

If you see a post that needs attention, email [marketing-communications@ttelectronics.com](mailto:marketing-communications@ttelectronics.com).

# POWERPOINT TRANSITION TEMPLATES



## POWERPOINT TEMPLATE & GUIDELINES

Presentations should be clean, simple, and effective. The PowerPoint template below offers a variety of layouts that will accommodate a wide range of content styles while maintaining brand consistency.

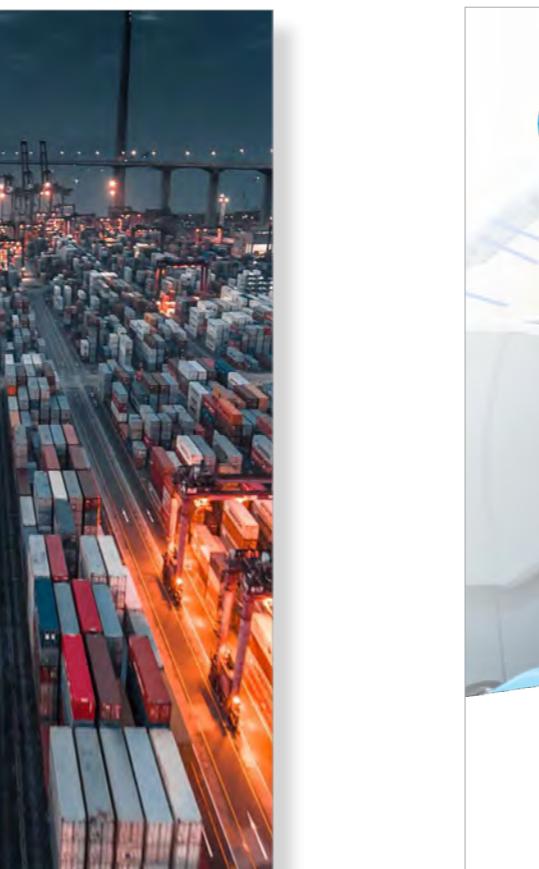
### POWER & CONNECTIVITY

- 17% organic revenue decline – lower commercial aero and industrial demand, defence market demand remained strong
- Contribution from acquisitions - £11.1m revenue, £1.3m operating profit
- Sequential revenue, profit and margin improvement in H2
- Restructuring and site rationalisation to optimise cost-base for 2021 and beyond

	2020	2019	Change	Change constant fx
Revenue (£m)	125.1	138.2	(9)%	(9)%
Adjusted operating profit (£m)	10.3	16.5	(38)%	(37)%
Adjusted operating margin	8.2%	11.9%	(370)bps	(370)bps

**TT Electronics | FULL YEAR 2021 RESULTS**

[COMPANY POWERPOINT TEMPLATE AND GUIDELINES](#)



## CORPORATE PRESENTATION LIBRARY

Corporate and Divisional Power Point templates have also been developed to assist you in presenting key information about our organisation and the products it manufactures. These are available to download using the links below.

### TT Electronics

## TT ELECTRONICS AT A GLANCE

2021

**OUR PURPOSE**  
Build a better, cleaner, smarter and healthier future, inspiring change for a sustainable world.

**SUSTAINABILITY COMMITMENT**

**SMART**  
Build a better, cleaner, smarter and healthier future, inspiring change for a sustainable world.

**CLEAN**  
Build a better, cleaner, smarter and healthier future, inspiring change for a sustainable world.

**HEALTHIER**  
Build a better, cleaner, smarter and healthier future, inspiring change for a sustainable world.

**ENABLING PARTNERSHIPS TO IMPROVE**

**GLOBAL MANUFACTURING SOLUTION**

**HOW WE POSITION OURSELF**

**OUR EXPERTISE**

**TT Electronics Visual Identity Guide 2021**

[TT ELECTRONICS CORPORATE PRESENTATION](#)

[TT ELECTRONICS POWERPOINT LIBRARY](#)

# E-MAIL SIGNATURES



## E-MAIL SIGNATURES

The format below is the standard signature for all TT employee's email signatures. All email fonts are CALIBRI

NAME:

TITLE:

DIVISION (OPTIONAL):

COMPANY:

ADDRESS (OPTIONAL):

TEL:

MOBILE:

E-MAIL:

TT WEBSITE:

SOCIAL LINKS OR ICONS:

Confidentiality Notice:

Must be used on all outgoing emails

13pt bold, TT Light blue  
13pt, black  
10pt, black  
Straight line  
13pt, TT Light blue  
10pt, black  
10pt, black  
10pt, black  
10pt, black  
10pt, black  
10pt, black  
8pt bold black  
8pt underlined Black

### Firstname Surname

Title to be placed

Power Solutions

TT Electronics

520 North Rogers Road, Olathe, KS 66062

T: +1 913 747 6111

M: +1 000 000 0000

E: [firstname.surname@ttelectronics.com](mailto:firstname.surname@ttelectronics.com)

www.ttelectronics.com



Confidentiality Notice:

This message is private and confidential. If received in error, please destroy and notify sender. Sender does not intend to waive confidentiality or privilege. Dissemination, use or reliance upon this email is prohibited when received in error. Email may be susceptible to data corruption, interception and unauthorised amendment, and no liability is accepted by the sender for any of the foregoing. It is the recipient's responsibility to scan the email and any attachment for viruses.

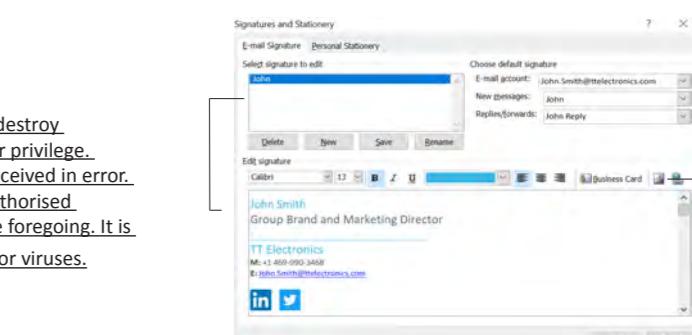
## HOW DO I CHANGE MY E-MAIL SIGNATURE IN OUTLOOK?

Click 'File' > 'Options' > 'Mail' > 'Signatures'

In the 'Signatures and Stationery' window, enter your contact details, confidentiality statement and registered offices if applicable.

We encourage you to add social media icons:

1. First, save a picture to your computer. Right click each icon below, click 'Save as picture'.



2. In the signature and stationery box, insert your cursor and drag in your email signature.

3. Click the insert picture icon, insert each social icon and hyperlink to:

[www.linkedin.com/company/ttelectronics](http://www.linkedin.com/company/ttelectronics)

[www.twitter.com/TElectronics](http://www.twitter.com/TElectronics)

# E-MAIL SIGNATURES PROMOTION

## EMAIL SIGNATURE ADVERTISING AND PROMOTIONAL MESSAGING

The use of email signature marketing (example below) is often one of the most untapped branding and lead generation tools at an organisation's disposal. It can provide the perfect avenue to promote TT Electronics and publicise our activities - best of all it's free to do!

### CONSISTENCY IS KEY

As with all areas of brand it is important that we remain consistent with our approach to email signatures. You should therefore refrain from deviating or creating your own signature instead ensuring that you use a company approved message.

**Colin Stokes**

Director of Marcomms and Branding

**TT Electronics**

520 North Rogers Road, Olathe, KS 66062

T: +44 (0)7778 140161

E: [colin.stokes@ttelelectronics.com](mailto:colin.stokes@ttelelectronics.com)

[www.ttelelectronics.com](http://www.ttelelectronics.com)



### Confidentiality Notice:

This message is private and confidential. If received in error, please destroy and notify sender.

Sender does not intend to waive confidentiality or privilege. Dissemination, use or reliance upon

this email is prohibited when received in error. Email may be susceptible to data corruption,

interception and unauthorised amendment, and no liability is accepted by the sender for any of the

foregoing. It is the recipient's responsibility to scan the email and any attachment for viruses.



## "HEY SMARTY PANTS!"

Yes you...Did you know TT Electronics invests significant resources in attracting, motivating and retaining the most talented engineers, designers, administrators and technicians of tomorrow. **Fancy taking up the challenge?**

[www.ttelelectronics.com/careers](http://www.ttelelectronics.com/careers)

## EMAIL SIGNATURE LIBRARY

TT Electronic's marketing team have developed an extensive library of approved signatures that you can simply copy and paste into your signature following the instructions on pg 51

### HAVE AN IDEA FOR A FOOTER OR SOMETHING YOU WOULD LIKE TO PROMOTE?

No problem just get in touch with your local Marketing representative or contact [colin.stokes@ttelelectronics.com](mailto:colin.stokes@ttelelectronics.com) who will be happy to work it up for your use.

**Don't want to use a promotional signature? That's fine as well - it's totally up to you!**



## "POWER UP, LET'S GO!"

From engine controls to avionics, TT Electronics delivers high-reliability solutions to some of the most recognisable military aircraft in service... [Learn more here](#): [www.ttelelectronics.com/markets/aerospace-electronics/](http://www.ttelelectronics.com/markets/aerospace-electronics/)



## "GET CONNECTED!"

We love being social. That's why you'll find all of our latest news, views, blogs and community information on twitter, facebook and linked-in. [Catch you there!](#)



## "HOW ARE WE DOING?"

HELP US IMPROVE OUR SERVICE

[TAKE OUR SHORT SURVEY NOW](#)



## "COME SAY HI!"

We're there, you're there - let's catch up! [The off](#) [ee will be bringin](#)  
**MUNICH. 14-16 APRIL. STAND B456**



## "STAY SAFE GUYS!"



**HANDS**



**FACE**



**SPACE**



## CLEANER, SMARTER, HEALTHIER.

We're committed to building a cleaner and smarter future for all, reducing our impact on the planet while developing and leading engineering expertise to create more efficient products. [Join in](#): [www.ttelelectronics.com/sustainability](http://www.ttelelectronics.com/sustainability)

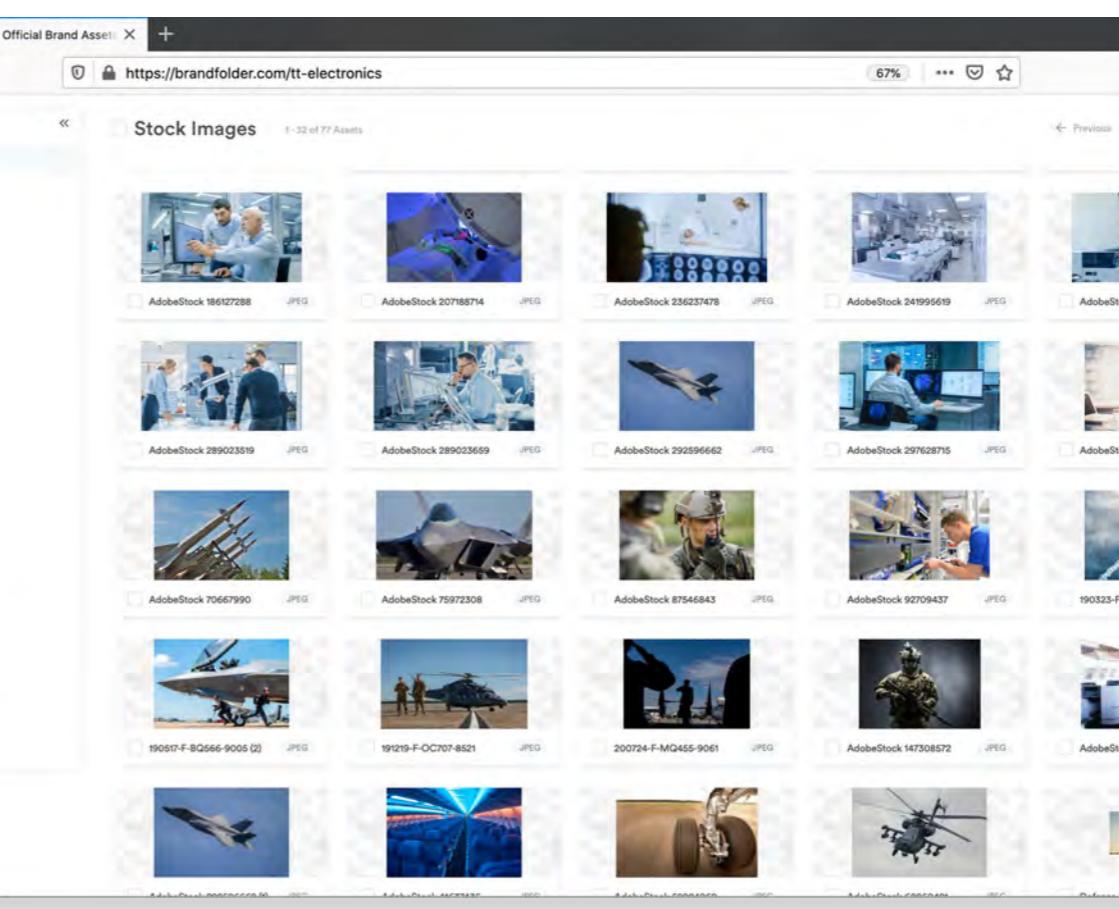
## BRAND ASSET MANAGEMENT PLATFORM

Quality content is a powerful market differentiator helping organisations resonate with consumers, strengthen brand perception, and ultimately drive revenue.

TT Electronics marketing libraries include a wide portfolio of asset types, from high definition images, logos and vector files to video content, stationery templates and presentations.

With the introduction of the TT Electronics digital brand asset management platform we can deliver this information to where it is needed faster - ensuring all of our team members are using the same, "on-brand" files whilst providing greater control of the content life cycle. All packaged into one organised, up-to-date and accessible web based interface!

## TRANSITION BRANDING - SOCIAL MEDIA TEMPLATES



## TT ELECTRONICS IMAGE LIBRARY

You can access TT Electronics Brand Asset Platform using your TT Single Sign ON (SSO) credentials at the link below. For more information on using the tool, please contact your local marketing team.

For more information and guidance on how to use TT Electronics brand asset platform please contact [izzy.ghering@telectronics.com](mailto:izzy.ghering@telectronics.com) or [Colin.stokes@telectronics.com](mailto:Colin.stokes@telectronics.com)

## TT ELECTRONICS BRANDFOLDER



# FIRST IMPRESSIONS MATTER

## THE IMPORTANCE OF SIGNAGE TO BRAND

Signage represents our brands most visible form of communication creating a first impression of the organisation to our customers - reinforcing TT's identity, and building trust. Signs often do more than inform. Customers make assumptions of a business according to the quality and attractiveness of their signs which then carries over to how customers perceive the quality of a brands products or services. Typically, the higher quality the signage, the better the impression left.

The following pages illustrate innovative examples from our sites around the world demonstrating how TT has been able to use signage and graphics to create great workplace environments. Please reach out to your local marketing team to discuss any branding requirements you may have.

## EXTERIOR & RECEPTION SIGNAGE

DIGITAL MESSAGE BOARDS

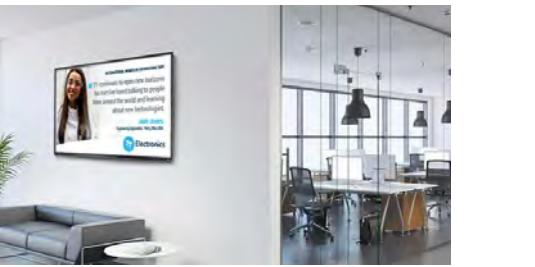
Appspace is TT Electronics' Digital Message Board channel aimed at creating engaged and connected communities through the delivery of targeted information across a network of screens within our global facilities.

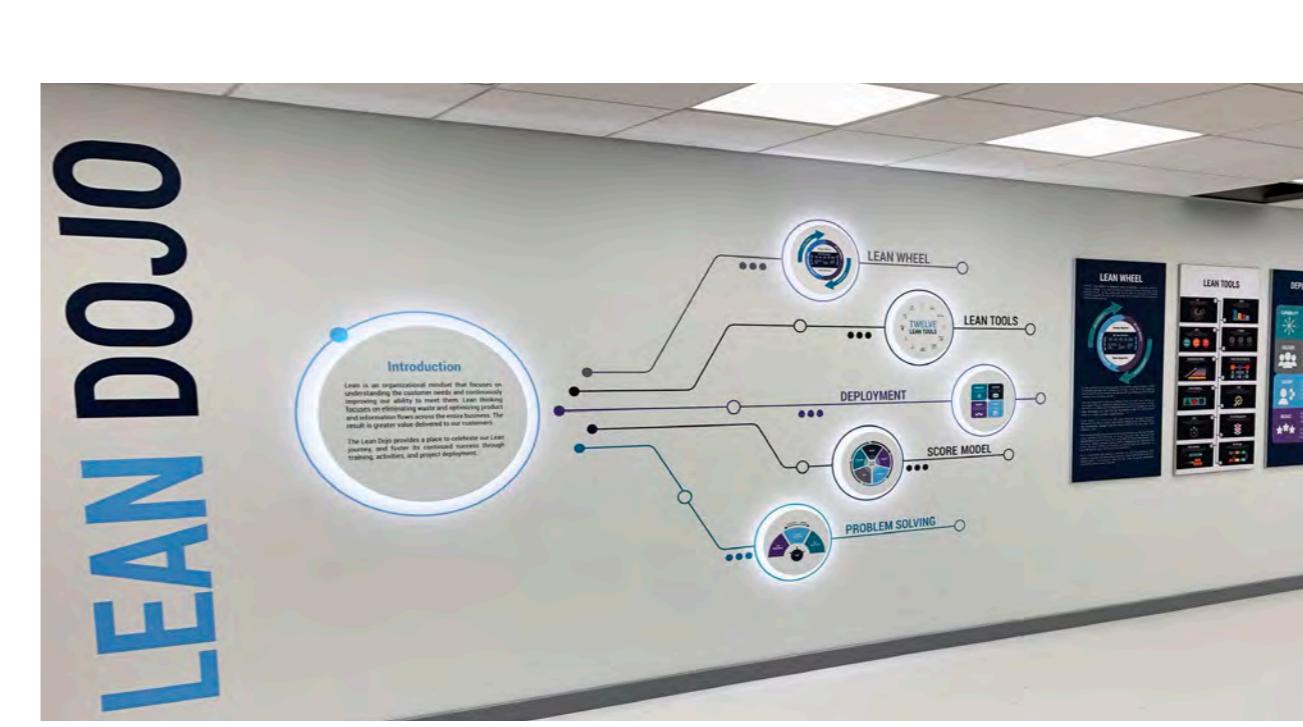
It allows us to keep our teams engaged and informed through the sharing of news, announcements, performance reporting and a platform to highlight local events and initiatives - allowing us to promote our target specific and relevant messaging through the workforce displays to help increase engagement and understanding.

INTERESTED IN LEARNING MORE?

Perhaps you're interested in styling Appspace within your facility? For more information, please contact:

**Paul Marous**  
Marketing Assistant  
M: +1 440 471 915  
E: [paulmarous@ttelectronics.com](mailto:paulmarous@ttelectronics.com)





**LEAN DOJO**

This "Lean Dojo" display was created in Cleveland to help TT team members to understand lean thinking, deploy lean strategies, lead lean activities, and train lean practices developing staff skills, and promoting lean best practices. It's become a great meeting space and conversation starter for customers who are equally interested in the lean journey.

**GRAPHIC WALLS**

Full-color wall graphics can offer a great platform to demonstrate innovation and creativity in office space. In Dallas, full-wall graphics were used to celebrate key achievements, create impact and reinforce messages promoting TT's core vision and values.



## FEATURE WALLS



In Dallas a new feature wall was created highlighting our partnerships and achievements within high-profile projects creating increased awareness and insight for visitors to the facility.

## OPERATIONAL SIGNAGE



Care should be taken with operational signage to ensure that all regulatory and legislative requirements are met- including the use of Braille on key location signs.

## MICROSOFT TEAMS BACKGROUNDS

The following Microsoft Team backgrounds have been developed should you wish to use



MICROSOFT TEAM - DUAL 1



MICROSOFT TEAM - DUAL 2



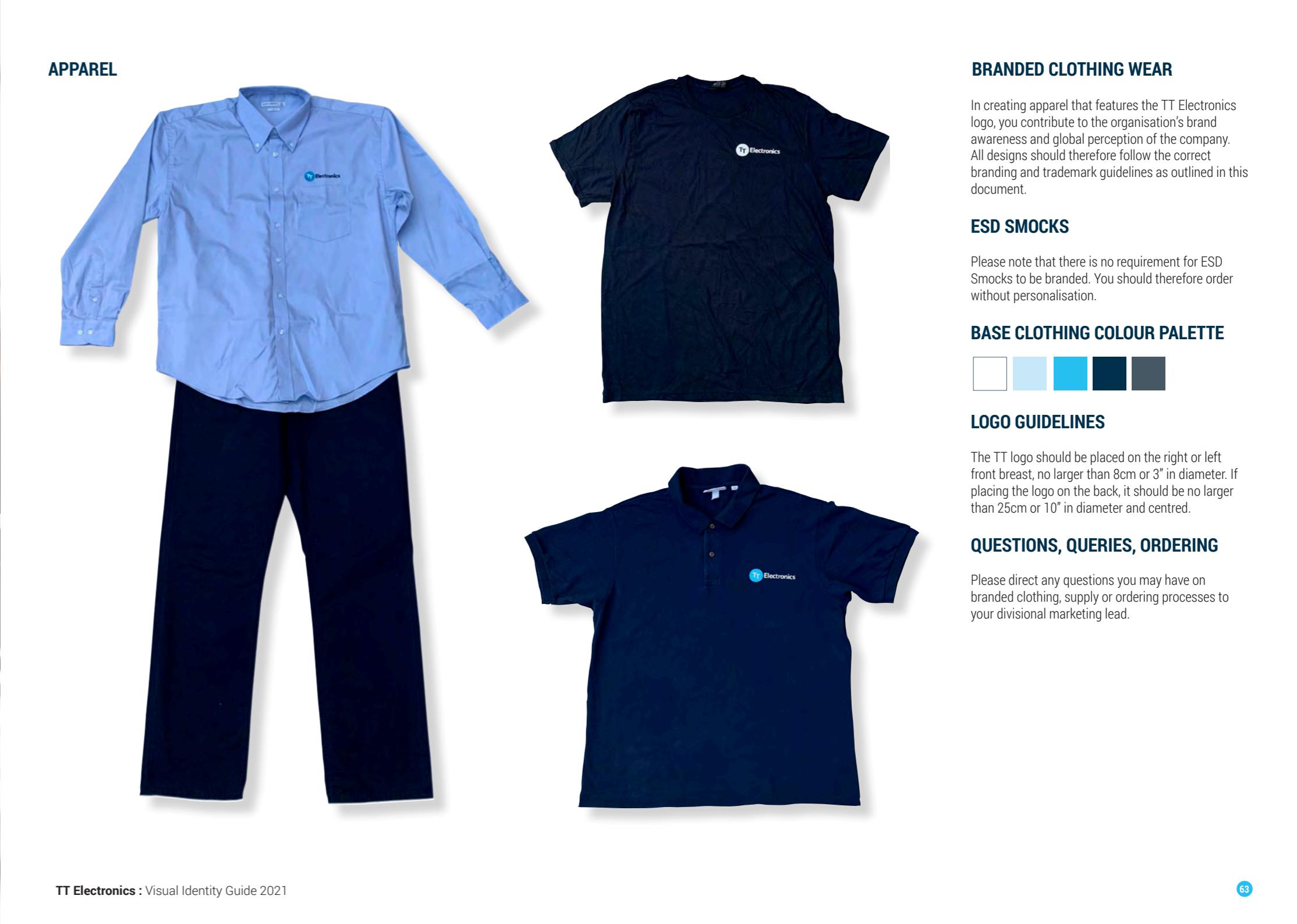
MICROSOFT TEAM - DUAL 3

## CHANGING YOUR TEAM BACKGROUND

To switch your background to one of the TT Images, simply click the three-dot menu icon while on a Microsoft Teams video call and choose "Show Background Effects" to open the "Background Settings" panel. Click on an image and then select the "Apply" button. That's all there is to it.



# WEARABLES: WE'RE ALL ON THE SAME TEAM



## APPAREL



## BRANDED CLOTHING WEAR

Branded apparel that features the TT Electronics logo, you contribute to the organisation's brand awareness and global perception of the company. All designs should therefore follow the correct branding and trademark guidelines as outlined in this document.

## ESD SMOCKS

Please note that there is no requirement for ESD Smocks to be branded. You should therefore order without personalisation.

## BASE CLOTHING COLOUR PALETTE



## LOGO GUIDELINES

The TT logo should be placed on the right or left front breast, no larger than 8cm (3" in diameter). If placing the logo on the back, it should be no larger than 25cm (10" in diameter) and centred.

## QUESTIONS, QUERIES, ORDERING

Please direct any questions you may have on branded clothing supply or ordering processes to your divisional marketing lead.

# CHAPTER 4: COHESIVE COORDINATED COMPELLING



## MERGER AND ACQUISITION BRANDING STRATEGIES

TT Electronics has a strong track-record of delivering value enhancing acquisitions to drive accelerated growth, enhanced capabilities and greater market reach.

As part of this process, careful consideration is given to all of the available brand integration approaches to assess the impact of each on performance, recognition and understanding. That way we can ensure that we are best placed to capitalise on each organisation's unique advantages, secure existing relationships and attract new audiences.

In some instances, this will result in an immediate brand integration, however, we may decide to leverage existing value through co-branding for a pre-determined period of time to enable customers to get to know the new organisation (examples of a dual-branded approach can be seen overleaf).

Whatever approach, TT Electronics' Marketing and Communication teams will be on hand to help advise and support you throughout the process. For more information or questions please contact [katelyn.devan@ttelelectronics.com](mailto:katelyn.devan@ttelelectronics.com) or [colin.stokes@ttelelectronics.com](mailto:colin.stokes@ttelelectronics.com)

## DUAL BRANDED APPROACH

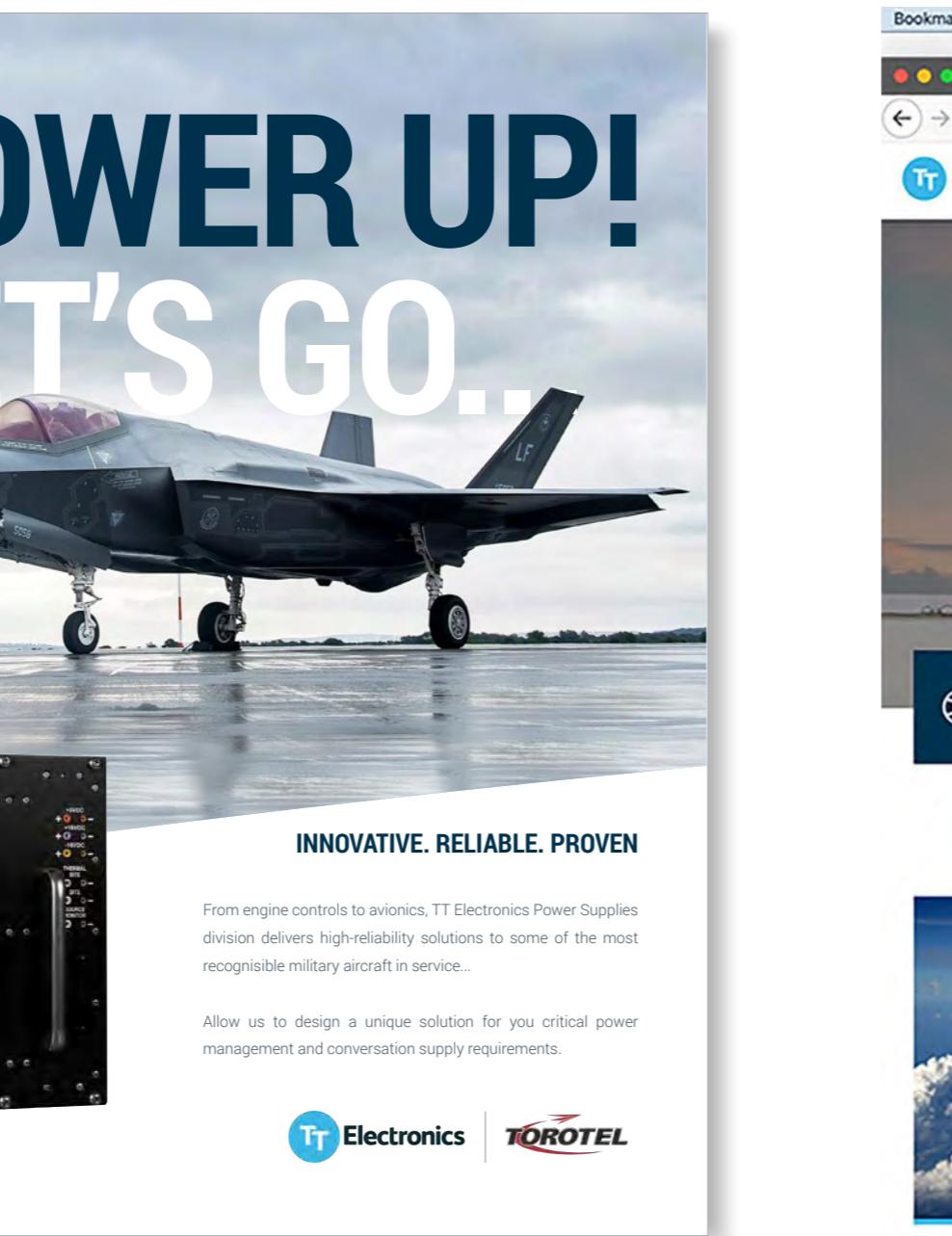
The use of two brands together symbolises partnership and a commitment to provide the market with a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the respective company. Care must be taken to not misrepresent the product or service of either brand, which would cause confusion in the market or, more importantly, with the end customer. For that reason, we must clearly and appropriately communicate in a manner that is:

**Efficient:** leveraging our mutual resources productively and accurately

**Consistent:** developing visual cues that communicate our relationship to other brands

**Effective:** using clear and understandable language from a customer perspective. These guidelines will help to streamline the development of co-branded materials while protecting the valuable corporate and product brand assets for all involved

## SOCIAL MEDIA & ADVERTISING



## WEBSITE BRIDGE PAGE EXAMPLE

## TOROTEL INTEGRATION GUIDELINES



The following guide was devised to strategically assist with the integration of the Torotel brand following its acquisition by TT Electronics in 2020.

Focused on leveraging existing brand value through the adoption of a dual branded approach, the guidelines deliver a cohesive, consistent approach to the brands integration.

**TOROTEL VISUAL INTEGRATION  
GUIDELINES**

# CHAPTER 5: CRISIS COMMUNICATION GUIDELINES

## CORE CRISIS COMMUNICATION TEAM

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As with every good company, TT Electronics must be prepared to respond to any crisis swiftly and responsibly to avert financial or personal losses. Our first concern will always be for the safety and well-being of our employees, our customers and our communities. Beyond that, however, we must also consider the way information about the crisis is handled.

Our Crisis Communication Plan defines a "crisis", outlines a step-by-step Crisis Communications Chain for internal notification, and gives guidelines for dealing with the media. Because each situation is different, these guidelines are intended not as hard and fast rules, but as a framework for action. Within that framework, on-scene personnel must exercise judgment and initiative in tailoring their actions and responses to the situation at hand.

The goal of this Crisis Communication Management Plan is two-fold:

- **To establish a procedure that will facilitate internal communication and keep key personnel continually updated as to the status of the crisis.**
- **To provide guidelines for honest but controlled communication with external media.**

**IMPORTANT: Please do not speak to any media outlet or official representative without first briefing and obtaining approval to do so from our Core Crisis Communications team - detailed left.**

## CORPORATE CRISIS DEFINED

A Corporate Crisis is any event – emergency or not – that can generate negative media attention and/or negative public perception. A good guideline for judging a crisis is to review the following questions. Any "yes" answer is a crisis.

- Was anyone injured?
- Were the facilities and/or surrounding area damaged in any way?

- Will employees lose their jobs?
- Could legal action result?
- Will customers or the surrounding community react negatively to the event?

**If you are already receiving calls from the media about on the event, it is a crisis.**

## CRISIS COMMUNICATION PROCEDURES

In the first instance and at the very first outset of the crisis

**1. Control the emergency: If required, contact the appropriate emergency response agency and take evacuation measures or administer first aid as necessary.**

**2. Communicate the emergency. Follow your local emergency plan and notify the Core Crisis Communications team.**

In case of a safety, health or environmental (HSE) incident, notify a HSE staff member first. That staff member should also alert a member of the Core Team.

If required a member of the Core Team will assist in developing a formal statement that can be used in communicating with the media. In the meantime, a generic response should be used, such as the following:

**"TT Electronics is aware of the situation and we're investigating the details. Information will be made public as soon as the details are known."**

## TT ELECTRONICS MEDIA POLICY

- TT Electronics policy is to respond honestly to members of the news media regarding any situation.
- Stick to the facts. Don't speculate on the amount of damage, the "why" of the crisis, or the cause of a fire, explosion or accident. Inaccurate information could create liability for the company where none really exists.
- Never falsify, colour or slant answers. Reporters are often quick to spot a dodge or a cover-up.

- No other employee should comment especially on rumours and/or speculation.
- Don't play favourites. Make the same story available to all media.
- Eliminate obstacles wherever possible. The more roadblocks between reporters and a story, the harder they work to search out facts, and the more likely they are to use whatever they uncover - often from sources beyond our control.

- Exercise complete control over TT Electronics property. You have the right to deny access to plants and offices, if necessary. Be polite but firm.

- Share statements prepared for media with fire and police officials if required.
- Utilise Core Team Members as back-up spokespersons if necessary.

**SPEAK SLOWLY AND DELIBERATELY.  
STAY CALM.  
BE PROFESSIONAL.**

**Give yourself time to think about what you're saying.**

- Avoid "No comment." Be prepared to explain why you cannot respond at this time. (e.g. Facts are not yet known). Keep a list of reporters who were promised a response, and keep the promise.

- If you don't know an answer, say so, but promise to find an answer, and be sure to get back to the person asking in a timely manner.

## SAMPLE RESPONSES TO MEDIA

The overriding guideline in the event of a major accident, catastrophe or natural disaster is "maximum disclosure with minimum delay."

Stick to the facts in answering a media request. If information is not readily available, tell the media that you are investigating and will relay information to them as soon as it is available.

The following sample response will be useful in handling media inquiries:

**Response to fire, explosion or similar accident:**

"We are investigating the incident at this time and will provide you with details as soon as they are available. Please direct all further inquiries to (name and phone number of business unit spokesperson) or Katelyn DeVan, VP Marketing, at +1 440 358 5205."

**Response to natural disaster that has caused injuries and/or damage to facility:**

"We are currently investigating damages and injuries, but are unable to give you an accurate estimate at this time. Details will be provided as soon as they are available. Please recall future inquiries to (name and phone number of business unit spokesperson) or Katelyn DeVan, VP Marketing, at +1 440 358 5205."

**Response to crisis in which declining comment is in the best interests of the company:**

"At this time we decline to comment until all the facts become known to TT Senior Management."

**Response to request for proprietary information, including any information not public knowledge:**

"TT Electronics does not make taking of information public."