Liebert Products & Services Brand Guide

Global Liebert Products & Services Identity & Messaging for Associates, Representatives and Partners

EMERSON
Network Power

Liebert Products & Services Brand Guide

2009-2010

Introduction

Liebert is one of several strategic product brands of Emerson Network Power, having proven equity, significant marketing support and strong added value. The global Liebert brand has come to command high recognition and strong equity, throughout four decades of industry leadership of delivering outstanding products and services. Moving forward, the Liebert brand identity is to be even more tightly integrated and consistent with Emerson's identity, which enhances our go-to-market approach with an even higher perception of credibility and integrity.

This Liebert Products & Services Brand Guide has been developed to help Emerson Network Power representatives, partners and associates protect the equity in the Liebert brand image. When implemented consistently and with care, the Liebert brand identity through contact reinforces this value. It is vital that we preserve the consistencies that strenghten the brand equity for Liebert products and services, Emerson Network Power, and Emerson, so we can grow business, increase marketing efficiency and reduce costs.

For assistance with this guide and Liebert product branding and messaging usage, please contact:

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Index to Brand Guides

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Several guides containing detailed reference information and instructions are available on both the Emerson Network Power marketing intranet and the Liebert intranet sites. In addition, templates for internal and external documents, brochures, labels, etc. are included on both sites.

1. Executive / Strategic brand guide

■ **Building Consistency at Emerson Network Power** – Binder compiled in August 2007 by Bob Bauer to describe the direction for Liebert brand and common look and feel program

2. Emerson brand guides

■ **Emerson Brand Guidelines (2001)**

■ **Public Relations Fieldbook (2004)** – Print and PDF guide containing standards and procedures for the practice of Public Relations

■ **Naming Fieldbook (2004)** – Print and PDF guide describing the corporate brand architecture

■ **Message Strategy Fieldbook (2004)** – Print and PDF guide describing message and communications strategies and tactics

3. Emerson Network Power Brand Guides

■ **Public Relations Fieldbook (2008)**

■ **Service Tag Implementation Guide**

■ **Brand Consistency Kit** – Master guide available both in print and as PDF covers Emerson Network Power strategy, design elements, marketing materials, and other resources and contacts (39 pp.)

■ **Event Guidelines** –Printable PDF containing direction for the look and feel for event and tradeshow graphics and signage (21 pp.)

■ **Personal Identity Guidelines** – Printable PDF explaining how an associate's personal identity is expressed in the context of Centers of Expertise, and how it should appear on business cards (14 pp.)

■ **Branding & Product Naming Guidelines** – Printable PDF containing directions for a common look and naming strategy, including on-unit branding and product badging, service tags, and product naming (28 pp.)

■ **Advertising Guidelines (28 pp.)**

■ **Optimize IT Usage Guidelines (7 pp.)**

4. Liebert Brand Guides

■ **Liebert Products & Services Brand Guide** (this guide)

Accessing the Guides

Several guides containing detailed reference information and instructions are available on both the Emerson Network Power and the Liebert intranet sites.

1. Internal Associate Access

■ Network Services Support Site (http://nws.liebert.com)
> Support
> Emerson Brand Tools

■ Emerson Network Power Marketing Intranet *Site URL:*
http://www.emersonmarketing ext.com/enpext/default.aspx
User Name: (same as network password)
enp-na\mashm23260 (example only)
Password: (same password you use daily to sign on to the system)
> Branding Guidelines & Templates

■ Liebert Marketing Services
Site URL:
http://team.liebert.com/sites/ marketing/default.aspx
Contact Liebert Network Services for access (614-841-6996)
> Branding, Identity & Messaging

2. Liebert Representative (and Solutions Partner/VAR) Access
Site URL:
http://rep.liebert.com
> Marketing Resources

3. Liebert Solutions Partner Access
Contact: Greg Myers (greg.myers@emerson.com)

Emerson Network Power Logo

Emerson Network Power is the company brand and name used to identify our organization, representatives and associates to the general marketplace. Please use the 2-color logo where colors and gradations are available, and the solid color (printed in Emerson blue or black) otherwise.

The Liebert logo with the thermometer icon should not be used going forward. Use only the Emerson Network Power logo on all branded items.

Permitted Variations

The following special variations to using only the Emerson Network Power logo permit more specific Liebert branding to be applied, in certain instances where it clarifies the connection of Emerson Network Power with Liebert products and services. In all instances, the Emerson Network Power logo must still be applied.

Please note: all of these special variations are subject to approval.

1. Administrative Documents
Use the following brand graphic in Argo font on legal, human resources, accounting, and financial forms and materials. Liebert is still a legal entity.

Liebert ®

2. Personal Identity
Use the "Liebert Products & Services" brand graphic on business cards, on personal printed letterhead, and on service uniforms where a strong connection to the strategic brand is required for personal identity reasons (your Emerson Network Power role). A high resolution and low resolution version are available only upon request for approved uses.

Liebert ®
Products & Services

3. Product Badging
Use the Product Brand "Liebert" together with the full product name and appropriate Center of Expertise when applied on products or on tradeshow signage.

Liebert ® NX
AC Power System

4. Sales Tools
Use the full Liebert product or service name in headlines, subheads, captions or text together with the Emerson Network Power logo. The type treatment need not be executed in Argo font.

Liebert NXL UPS

PowerPoint Template

As presentations are integral to our day-to-day work, we have created one white background template to provide for different presentation styles of types of information.

No other template can be used for internal or external presentations. There are no other department-specific templates allowed.

The only exception is Powerpoint templates designed to match specific sponsored events, which are branded using the event's own look and feel. It is recommended that the Emerson Network Power logo be removed from slides where the information exceeds the live area provided on the template, instead of being moved to another place on the template. All text is in weights and sizes of Arial.
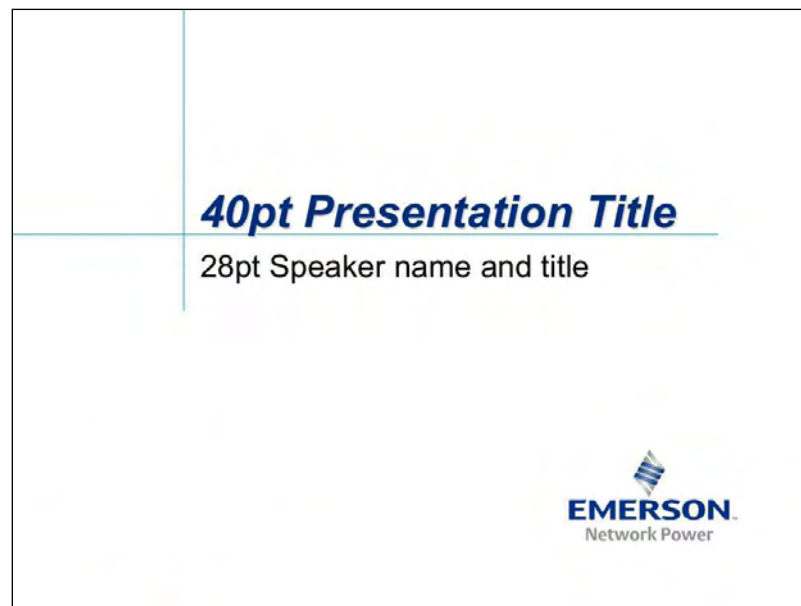
Typographic Standards
Title Slide
Headline: 40 pt Arial
Color: PMS 288
(use RGB color conversions found in the chart on page 3 of this guide)

Subhead: 28 pt Arial
Color: Black

Slide
Headline: 32 pt Arial
Color: PMS 288

Body: 28 pt Arial
Color: Black

40pt Presentation Title
28pt Speaker name and title

EMERSON
Network Power

Production Notes
The only permitted version of the presentation format has a white background.

In isolated cases where chart or slide information exceeds the live area of the slide, it is permissible to remove the signature and graphic elements from the slide.

32pt Headline Copy
- 28pt Body text
- 28pt Body text
  - 24pt Body text

EMERSON
Network Power
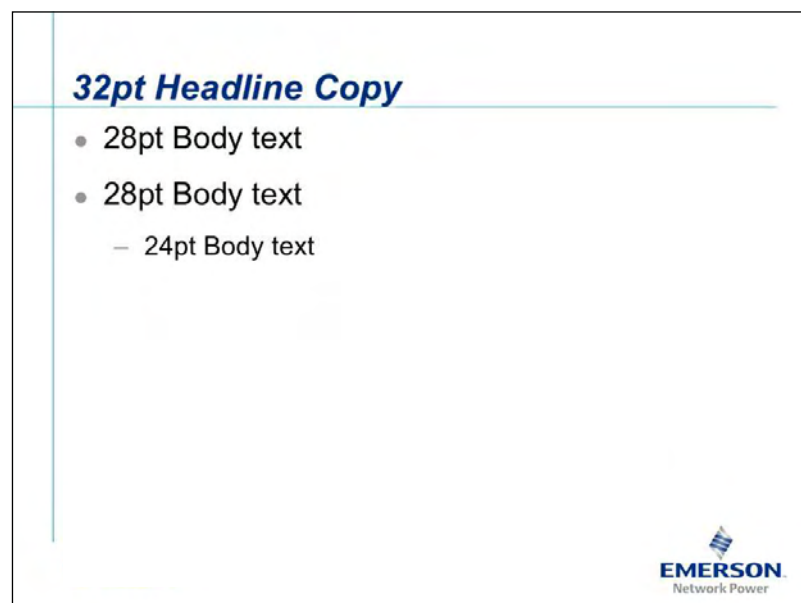
Liebert Products & Services Color Palette

The Emerson Network Power corporate color palette includes a wide range of supporting colors to be used in marketing materials and product literature. Several of these colors have be utilized to define specific Liebert products and services, defining these programs within the relevant Emerson Network Power Centers of Expertise (product / service category).

Never alter the formulations of color or substitute different colors for the corporate colors.

Note: Color conversions are come from the 2005 Pantone Color Bridge Coated Guide, First Edition. To ensure color accuracy, please reference the most current Pantone guide.

**AC Power
DC Power
Surge Protection**

	375 C	3405 C
Pantone	375 C	3405 C
CMYK	47 / 0 / 94 / 0	90 / 0 / 70 / 0
RGB	146 / 212 / 0	0 / 174 / 101
HTML	92D400	00AE65

Precision Cooling

	2985 C	313 C
Pantone	2985 C	313 C
CMYK	60 / 0 / 4 / 0	100 / 0 / 10 / 4
RGB	91 / 198 / 232	0 / 152 / 195
HTML	5BC6E8	0098C3

Racks & Integrated Cabinets

	1375 C	1797 C
Pantone	1375 C	1797 C
CMYK	0 / 45 / 95 / 0	2 / 98 / 85 / 7
RGB	255 / 160 / 47	196 / 38 / 46
HTML	FFA02F	C4262E

Monitoring Services

	Process Yellow C	116 C
Pantone	Process Yellow C	116 C
CMYK	0 / 0 / 100 / 0	0 / 12 / 100 / 0
RGB	249 / 227 / 0	254 / 203 / 0
HTML	F9E300	FECB00

Messaging Overview

Various levels of messaging – both written and spoken – are used to describe Emerson Network Power and Liebert products and services. For the audiences and customers we serve, they reinforce our business focus, brand categories, and technology orientation.

The more consistently and simply we say who we are and what we do, the more easily it will be understood and its value embraced by all our many audiences – from suppliers, to business partners, to prospects, investors, and customers.

The following pages explain some of the ways we communicate who we are, what we make, and how we serve our customers and markets – to the outside world. Overview PowerPoint presentations for Emerson Network Power and for Liebert Products & Services contain current messaging, and are available on the Emerson Network Power and Liebert Intranet sites (see page 2) to help you and your audiences understand the capabilities and solutions we offer. First, our company messaging stack shows the hierarchy of the company structure and the various levels of messaging at each level.
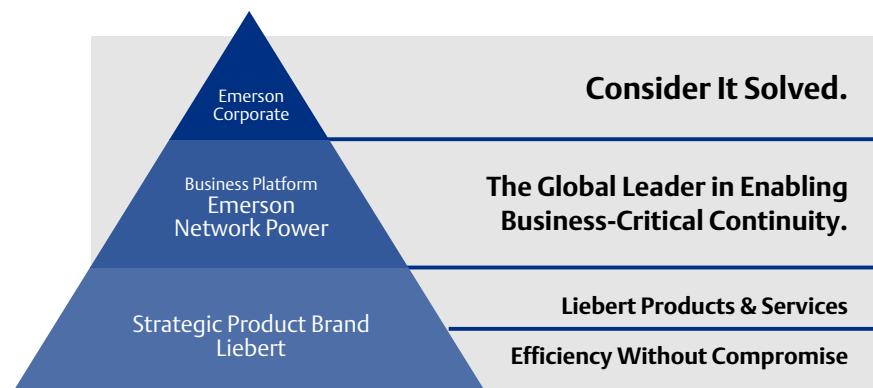
Emerson's tagline "Consider It Solved" expresses our drive to develop and deliver reliable solutions to customers.

Emerson Network Power is one of 8 business platforms of Emerson. Our tagline reflects our global leadership in providing Business-Critical Continuity™ to ensure our customers' critical investments never go down. **Liebert** is one of several strategic product brands under Emerson Network Power.

Liebert solutions deliver Efficiency Without Compromise™ by optimizing data center infrastructure to reduce costs and deliver high availability.

Liebert products and services are the building blocks deployed in customers' facilities and data centers. These solutions are designed to help our customers enhance design, management and operating efficiency through four areas of opportunity: High Density, Flex Capacity, Eco Availability and Infrastructure Management. The primary market segments we serve include both Small/Medium Businesses (SMB) with small data centers, and network closets; and Large Enterprise opportunities containing medium to large data centers and network closets.

Message hierarchy

Emerson Corporate	**Consider It Solved.**
Business Platform **Emerson Network Power**	**The Global Leader in Enabling Business-Critical Continuity.**
Strategic Product Brand **Liebert**	**Liebert Products & Services** / **Efficiency Without Compromise**

Liebert Products & Services Messaging

The Emerson brand is supported by strategic brands, one of which is Liebert.

This example illustrates messaging for the Liebert product brand for products and services sold in North America, using Efficiency Without Compromise as both the core value we deliver our customers, and the attitude and philosophy with which we approach product design and customer service. Whenever possible, products and services messaging should be preceded by an introduction of Efficiency Without Compromise and the four Areas of Opportunity it encompasses.

Comprising the next level are messages focused toward our 2 primary market segments: Small/Medium Businesses (SMB) focusing on IT/Network Managers and Resellers; and Enterprise/Large company, focusing on Data Center and Facilities Managers, Consulting Engineers and Contractors. Efficiency Without Compromise is relevant to both markets and can also be used to discuss the key technology issues our customers are dealing with, such as

• Server Virtualization
• Server and Data Center Consolidation
• IP Telephony
• Business Continuity

Who are we?

1. Formal written explanation / description

The following text comprises our "boilerplate message" about Emerson Network Power and Liebert for using in: print communications, web listings, email, ads, documents, press releases, analyst presentations, etc.

Emerson Network Power, a business of Emerson (NYSE:EMR), is the global leader in enabling Business-Critical Continuity™ from grid to chip for telecommunication networks, data centers, health care and industrial facilities. Emerson Network Power provides innovative solutions and expertise in areas including AC and DC power and precision cooling systems, embedded computing and power, integrated racks and enclosures, power switching and controls, monitoring, and connectivity. All solutions are supported globally by local Emerson Network Power service technicians. Liebert power, cooling and management products and services from Emerson Network Power deliver Efficiency Without Compromise by optimizing data center infrastructure to reduce costs and deliver high availability. For more information, visit www.emersonnetworkpower.com or www.eu.emersonnetwork power.com.

2. Liebert Name Usage

Use the name "Liebert" only in headlines or text describing products and services; never as a company reference.

Examples:

- I'm buying a Liebert UPS from Emerson Network Power...
- Emerson Network Power and its Liebert solutions provide...
- The Liebert NX UPS delivers...
- Liebert power and cooling technologies...
- Liebert products and services...

3. Spoken explanation / description

This short "elevator speech" (15 seconds) description is a guide that can describe who we are, what we do, and how we add value; and can be used in casual conversations -- when explaining Liebert to your neighbors, to a fellow passenger on a plane, etc.

You may have heard of Emerson Electric, a $25 billion dollar company focused on solving customer problems by combining local expertise with high quality, high technology solutions to companies around the world. Our division, Emerson Network Power, helps companies keep their business-critical system running at peak performance while delivering Efficiency Without Compromise.

This longer elevator speech (40 seconds) description can be used for speaking introductions, at tradeshow exhibits, lunch-n-learns with customers, introductions to partners, etc.

You may have heard of Emerson Electric, a $25 billion company based in St. Louis, that is focused on delivering local expertise along with high quality, high technology equipment to solve customer problems around the world.

Our business platform, Emerson Network Power, works with enterprises and government enties to ensure their critical systems deliver the availability and Efficiency Without Compromise. One way we do that is by offering Liebert products and services that power, cool, manage, and maintain sensitive computer and communications equipment. Through the application of our products and technologies, data center managers can reduce the design, management and operating costs of their data centers and other critical facilities while ensuring IT systems meet the needs of the business.

4. Personal communications

Information about how to identify yourself and your connection to Emerson Network Power and Liebert products and services – including telephone communications, Email signatures, Powerpoint templates and on business cards is contained in these guides (see page 2):

- *Emerson Network Power Personal Identity Guidelines*
- *Emerson Network Power Personal Identity Reference Guide*

Associates may order business cards using this web site. Create an account by registering as a New User to order your cards.
http://www.lojx.com/esp/o/ login.asp?clientid=32
*This link is also available on **the Liebert Intranet under Liebert North America > Marketing Solutions > Order New Business Cards (under the right-side links).***

1. Efficiency without Compromise Usage Guidelines

Efficiency Without Compromise is not a logo or a tagline. It was created to be used:

- As a platform to discuss the need to think about the data center in terms of design, management and operating efficiency, rather than just energy efficiency.

- To tee up discussions about the need to consider availability when implementing efficiency improvements.

- As an introduction to the full range of solutions.

- As a summary statement that captures the value we deliver to our customers and our approach to infrastructure design and customer service.

- To support the role of specific products, technologies and solutions in improving data center efficiency.

Efficiency Without Compromise is a trademark of Liebert and should be shown with the ™ symbol on first reference. All three words of Efficiency Without Compromise should be capitalized. Whenever possible it should be displayed in Argo font. It should not be given special type treatment that makes it look like a logo.

Never abbreviate Efficiency Without Compromise in market-facing communications. Efficiency Without Compromise should not be translated into the native language of the region without approval of Liebert North America Marketing.

Exception: Due to the dual meaning for "compromise" when translated to Spanish and Portuguese, a Spanish version may be used: Eficiencia y Confiabilidad, as well as a Portuguese version: Eficiência e Confiabilidade.

2. Formal written explanation / description

A. General use in marketing communications

The following paragraph comprises our standard message about Efficiency Without Compromise for using in: print communications, literature, web listings, email, ads, documents, etc. As this phrase is currently seeking full trademark registration, please use the "TM" after the phrase on first use.

Efficiency Without Compromise ™ represents solutions for IT infrastructures that enables companies to reduce costs and achieve high availability by capitalizing on four areas of opportunity within the IT infrastructure: High Density, Flex Capacity, Eco Availability and Infrastructure Management. With more ways to optimize data center infrastructure to reduce design, management and energy costs while maintaining high availability, Liebert, Aperture and Knurr deliver Efficiency Without Compromise.

B. News release boilerplate

The following text is used in news releases.

Emerson Network Power, a business of Emerson (NYSE:EMR), is the global leader in enabling *Business- Critical Continuity*™ from grid to chip for telecommunication networks, data centers, health care and industrial facilities. Emerson Network Power provides innovative solutions and expertise in areas including AC and DC power and precision cooling systems, embedded computing and power, integrated racks and enclosures, power switching and controls, monitoring, and connectivity. All solutions are supported globally by local Emerson Network Power service technicians.

Liebert AC power, precision cooling and monitoring products and services from Emerson Network Power deliver Efficiency Without Compromise™ by helping customers optimize their data center infrastructure to reduce costs and deliver high availability. For more information, visit www.liebert.com, www.emersonnetworkpower.com or www.eu.emersonnetworkpower.com.

3. Spoken explanation / description

This short description can be used in casual conversations – when you need a short statement describing Liebert Adaptive Architecture to someone in the industry.

Efficiency Without Compromise represents both the benefits our solutions deliver and our approach to product design and customer service. Efficiency Without Compromise gives our customers the power to reduce their costs while ensuring availability goals. We do this better because our products are designed around two basic truths: one, availability can not be assumed and two, flexibility and efficiency should be maximized around availability requirements.

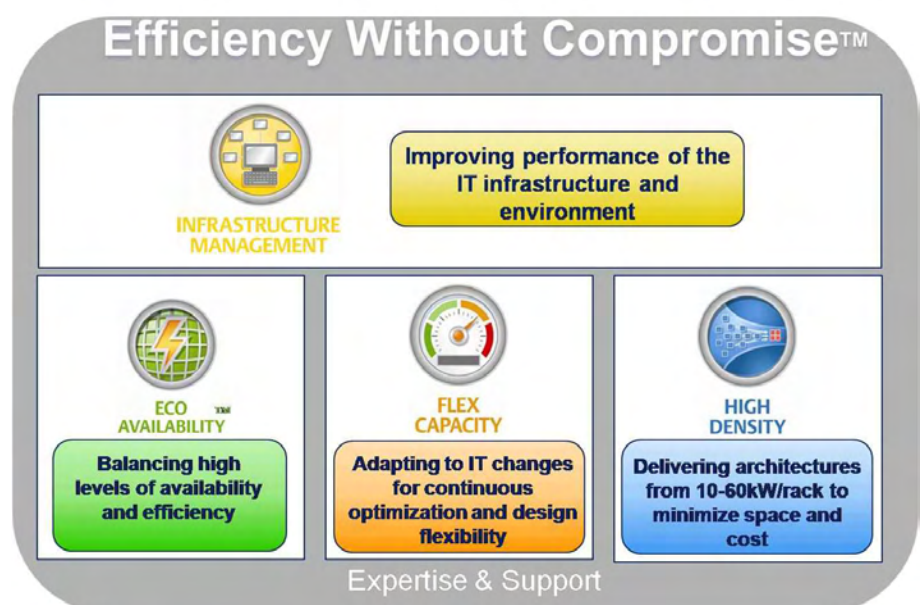**4. The Efficiency Without Compromise Structure**

Within our customers' technology centers there are four areas where our products and services deliver Efficiency Without Compromise:

Infrastructure Management includes systems and services that improve the performance of the IT infrastructure and environment. The key solutions we provide within the Infrastructure Management area include:

- Expert Service, which includes using our expertise to support efficient and effective design and assessment services that identify opportunities for improvement.

- Management Tools and Technologies: These include the sensor networks that enable monitoring and management of critical systems and the software that allows for management and optimization Integration and Operation Service. These include, implementation and commissioning services, enterprise remote monitoring and standards-based interfaces with other management systems, such as network and building management.

Eco Availability is an area that ensures the right balance between high levels of availability and energy efficiency. The key solutions we provide within the Eco Availability area include:

- Uninterruptible Power: UPS systems that deliver double-conversion protection with efficiencies of up to 97 percent at part loads.

- Economization: Cooling systems that use outside air to reduce energy costs while maintaining precise control of temperature, humidity and contaminants.

- Critical Space Services: Preventive maintenance, battery monitoring and power audit services that enhance availability and extend equipment life.

Flex Capacity encompasses the ability of infrastructure systems to adapt to changing IT conditions for continuous optimization and design flexibility. The key solutions we deliver for Flex Capacity include:

■ Variable Speed cooling fans that reduce energy consumption at part loads.

■ Variable Capacity compressors that dynamically adapt to changing loads to reduce energy consumption and maintenance.

■ Intelligent Controls that provide key operating conditions on critical units, creating optimum performance.

High Density is defined as architectures that can support from 10 to 60 kW to minimize space and costs. Our High Density solutions include:

■ High Density Cooling that can cool densities safely and efficiently.

■ Intelligent Containment systems that optimize aisles of high density equipment.

■ Power distribution systems that minimize conversions and losses to increase efficiency.

Individually each of these areas represent an opportunity to introduce new technology, services or operating practices that can reduce costs and improve availability. Collectively they represent a holistic view of data center infrastructure best practices.

5. Efficiency Without Compromise Icons

Efficiency Without Compromise has been developed with a series of four icons that provide a visual way to communicate the four areas of opportunity within our Efficiency Without Compromise story.

Products, technologies and solutions may appear in multiple categories. All solutions that can be referenced and used with individual icons are defined here in the Efficiency Without Compromise Structure section. No other solutions, products or services may be associated with icons unless approved by Liebert North America Marketing (Contact Dave Crago, dave.crago@emerson.com) in advance.

■ When first introducing Efficiency Without Compromise, it is desirable to use the entire graphic as shown.

■ Do not position Efficiency Without Compromise icons at the bottom right of the page as this is the position reserved for the Emerson logo and the icons may not be treated as logos. Also, do not position the icon immediately next to or above the Emerson logo.

■ Do not integrate the Efficiency Without Compromise logos into any Liebert product badging.

■ Always include the text label (i.e. Infrastructure Management) when applying the icon. The short word description assigned to each area is optional, depending on the available space and size of the icon.

■ Individual icons can be used to support specific solution or product messages as shown here (Liebert MPX product is reinforced using the Infrastructure Management icon).

INFRASTRUCTURE MANAGEMENT   ECO AVAILABILITY   FLEX CAPACITY   HIGH DENSITY

THE LIEBERT MPX
Efficiency Without Compromise™
INFRASTRUCTURE MANAGEMENT
Click to learn more ▶
EMERSON. Network Power

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The global leader in enabling Business-Critical Continuity™.

EmersonNetworkPower.com

AC Power	Embedded Computing	Outside Plant
Connectivity	Embedded Power	Power Switching & Controls
DC Power	Monitoring	Precision Cooling

Racks & Integrated Cabinets
Services
Surge Protection