



Liebert Global Product Brand Guide

Includes:

- Logos & Colors
- Logo Applications
- Messaging
- Product Naming



Liebert Global Product Brand Guide

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Logos & Colors

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Introduction

Liebert is a strategic product brand of Emerson, with proven equity, significant marketing support and strong added value to Emerson. The global Liebert brand has come to command high recognition and strong equity, throughout four decades of industry leadership gained by delivering outstanding products and services. Moving forward, the Liebert brand identity will be 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 Global Product Brand Guide has been developed to help Liebert associates protect the equity in our brand image. When implemented consistently and with care, the Liebert brand identity reinforces the consistency of our operational performance. It is vital that we preserve the consistencies that help brand equity transfer from Liebert products, to Emerson Network Power, to Emerson, and back to Liebert so we can grow business, increase marketing efficiency and reduce costs.

As guardians of the Liebert brand, we require each associate to observe the guidelines in this Brand Guide in order to help us achieve even greater success.

For assistance with Liebert brand signature usage, please contact:

Dawn Haskins-Powell

Liebert Marketing Services

T 614-841-6044

E dawn.powell@liebert.com

To obtain the brand signature and for additional guidelines, logos in various formats and templates, internal Liebert associates may go to:

<http://today.liebert.com/marketingservices/branding>

Liebert Brand Logo

The brand logo (signature) is the most important expression of the Liebert identity system. In 2005, the Liebert signature was updated and refined to rectify production and visual balance issues, and optimized for joint presentation with the Emerson Network Power brand signature.

The signature consists of the waterdrop symbol and the Liebert logotype. These elements have been carefully designed to create a balanced, visually appealing configuration even at the approved minimum size. It is important to apply the signatures properly and consistently across all media to maintain a consistent brand image.

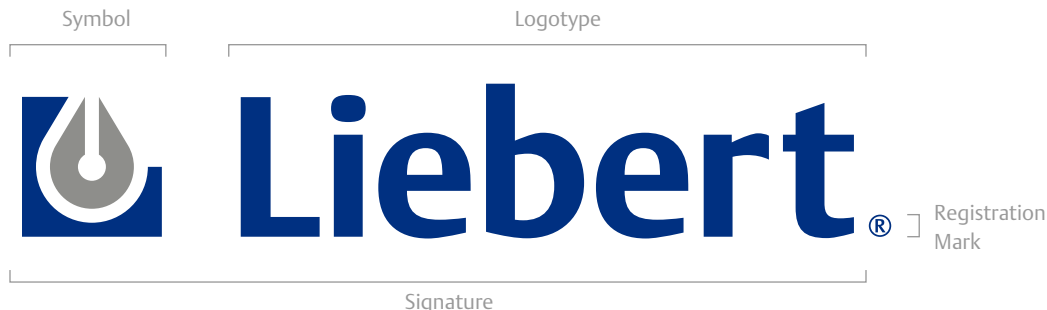
General guidelines are as follows:

- Never attempt to recreate the signature; always use approved artwork when reproducing the signature.
- The Liebert brand signature should always be used in its entirety as a single unit; **never use the symbol or the logotype alone.**
- The spatial relationship between symbol and logotype should never be altered.
- The logotype is set with specific letterspacing customized for Liebert; never use any other font or type treatment for “Liebert” in conjunction with the waterdrop symbol.
- The Liebert signature should always be used in conjunction with the Emerson Network Power signature.

Registration Mark

The Liebert signature is a registered trademark of Liebert Corporation, protected by US and international copyright laws. The ® symbol indicates this status and is required whenever using the signature. The ® symbol has been customized in both placement and size specifically for the Liebert signature and should not be altered in any manner from the example illustrated here.

Note: all dimensions in this guide omit the ® symbol, instead specifying distance from the edges of the actual signature.



Clear Space and Minimum Size

Signature Clear Space

To ensure high visibility and an uncluttered presentation, clear space around the Liebert signature must be preserved. Clear space is determined by measuring the height of the “L” in the logotype. A distance equal to this height (shown as “x” in the diagrams below) should be kept clear on all sides of the signature.

Note that the clear space reserved above the signature actually begins at the top edge of the ascender in the lowercase “b.”

Be aware that clear space is a proportional area and will vary depending on the size of the signature.



Signature Minimum Size

It is important that all parts of the signature are legible in every application. For this reason, the signatures should not be reproduced at sizes any smaller than that specified below. There are no maximum size guidelines so long as the clear space requirements are met.



Corporate Color Palette

Corporate Color Palette

Color is an important element of our identity. The brand identity colors have been selected to support our brand proposition and the notion that Emerson and Liebert are squarely at the intersection of technology and engineering. Liebert blue (same as Emerson blue) reinforces the company's evolution from a strong historical base of success. It is complemented by Liebert silver (same as Emerson silver), which helps to position Emerson and Liebert as being both prestigious and technological.

As part of the Emerson brand, we will adhere to the Emerson Corporate Brand Guidelines when it comes to color.

Corporate colors, carefully applied, will impart a consistent look and feel to all Liebert communications. Never alter the formulations of color or substitute different colors for the corporate colors.

Signature (Logo) Colors

Liebert Blue



Pantone
288 C

CMYK	RGB	Hex
100	0	00
67	48	30
0	130	82
23		

Liebert Silver



Pantone
877 C

CMYK	RGB	Hex
0	143	8F
0	143	8F
0	140	8C
40		

Complementary Colors



Pantone
Process Yellow

CMYK
0
0
100
0



Pantone
116

CMYK
0
16
100
0



Pantone
1375

CMYK
0
40
90
0



Pantone
1797

CMYK
0
100
99
4



Pantone
375

CMYK
41
0
78
0



Pantone
3405

CMYK
85
0
65
0



Pantone
313

CMYK
100
0
8
13



Pantone
2985

CMYK
59
0
6
0



Pantone
240

CMYK
18
94
0
0



Pantone
242

CMYK
10
100
0
49



Pantone
2607

CMYK
84
100
0
7



Pantone
652

CMYK
50
25
6
10

Color Configurations

A two-color version of the Liebert signature is recommended for use in most applications. The alternate grayscale version is intended only for applications in which color use is restricted; the one-color versions are to be used for limited solid color applications.

Colors should be used only in the methods described below. Do not use any other colors or other combinations of the corporate colors in the signature.

Two-Color Signature

The two-color (spot color) signature is the preferred configuration. If possible, it should be applied on white backgrounds. If a colored or image background is used, its value should not exceed 10% gray to maintain legibility. There is a 4-color (CMYK) version of the signature available for process color applications.



Full color on 10% gray background

Gray-scale Signatures

The gray-scale signature is used when a second ink color is not available. A 40% halftone screen of black is used to achieve the color shift of the waterdrop. Make sure the reproduction method being used is capable of printing a high-quality halftone. If a gray or image background is used, its value should not exceed 10% gray to maintain legibility.



Grayscale on 10% gray background

One-Color Signatures

When reproduction methods do not allow for either the full color or grayscale signatures (e.g. silkscreening or flexography), one color applications are preferred. The one-color signature may be used in either all black, all Liebert blue, or reversed to all white.



One color on backgrounds exceeding 10% gray

Note

When the signature is reversed, as on a colored or image background exceeding 10% gray value, all signature elements become white. Note that no reverse versions feature a gray waterdrop.

Incorrect Uses

Consistently correct use of the Liebert identity will establish and maintain the strength of the Liebert product brand. Use only the approved formats presented in this guide. Do not alter the signature in any manner. Never alter or distort the logo or logotype with graphic treatments.

Never use the Liebert signature in conjunction with Argo type treatment to create a division name lockup or product name lockup. And, never use the Liebert logo together with a tagline, i.e. “Keeping Business In Business.”

Identity Don'ts

Always use approved artwork. Whenever possible, use the EPS file format. In most cases, it will give you the best results.

Do not alter the logotype by changing its proportions, typeface, or lockup positioning.

Do not alter the color specifications.

Never use the full color signature on a colored background with a gray value greater than 10%.

Never enclose the signature inside other shapes or forms.

JPEG and GIF format images are designed only for on-screen applications and should not be used for print applications.

Do not use division or product name lockups with the Liebert signature.



Incorrect typeface



Incorrect arrangement and proportion of symbol and logotype



Do not use the symbol alone



Do not use the logotype alone



Incorrect proportions



Incorrect use of color



Incorrect use of full color signature on background color



Incorrect use of full color signature on background image



Incorrect use in a shape



Incorrect use of low-resolution artwork



Division name lockup not permitted



Product name lockup not permitted

Relationship to Emerson Signature: Scale

When used together, the Emerson and Liebert signatures must be maintained as separate but equal entities. Two elements reinforce the accurate presentation of this relationship: scale and distance. The scale relationship outlined below is based solely on the height of the “E” in the Emerson logotype. It is intended to give the two signatures equal visual (though not mathematical) balance when paired. Adhering to the scale relationship will ensure that the signatures will complement each other in scale and visual importance.

Do not use the two signatures together at any other relative scale. Do not attempt to use any other horizontal nor vertical measurements nor rules to scale the logos proportionately.

Note: The only exception to this rule is for usage on Liebert product manuals where the Liebert logo is featured more prominently in the upper left side of the front cover.

Relative scale

When used together, the height of the “L” in the Liebert logotype should be 120% the height of the “E” in the Emerson logotype. This scale creates a visually balanced relationship while still maintaining Emerson’s status as the parent brand.



Relationship to Emerson Signature: Distance

Relationship to Emerson Signature: Distance

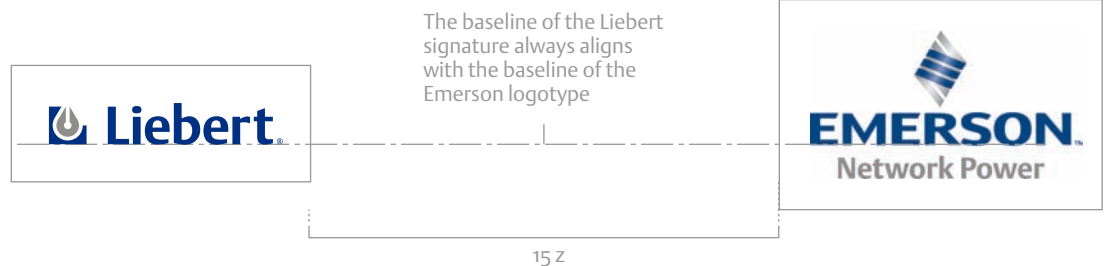
When paired, the Emerson and Liebert signatures must maintain a minimum distance from each other. This relationship is based on the unit of measure that determines clear space for the Emerson signature, which is equal to the height of the “E” in the Emerson logotype (“z” in the diagrams below). The minimum distance is 15 z from the clear space boundary of the Emerson signature to the clear space boundary of the Liebert signature.

Adhering to these minimum distance requirements for both vertical and horizontal will ensure that each signature is viewed independently. For most side-by-side applications on ads, stationery, PowerPoint, collateral and direct mail, the Liebert logo is on the left and the Emerson logo is on the right.

Note: Exceptions to this distance rule may apply for packaging, signage, on-unit placement and on product literature and must be approved by Liebert Marketing Services.

Horizontal minimum distance

When used together, the minimum distance between the two signatures' clear spaces is equal to 15 times the height of the “E” in the Emerson logotype.

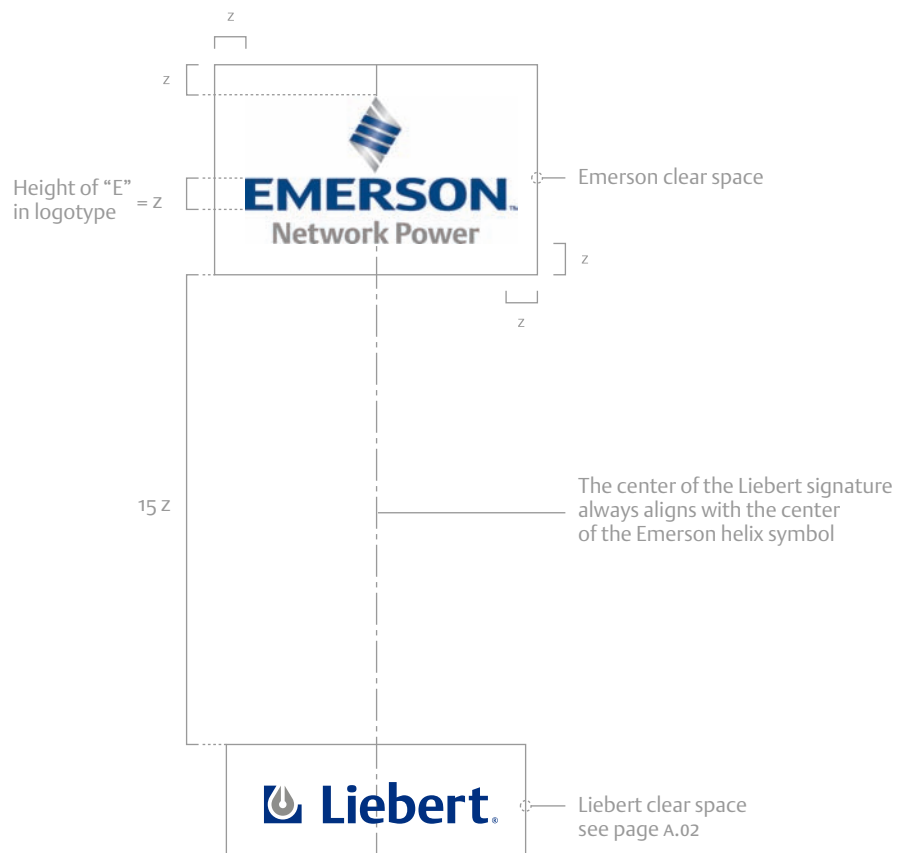


The baseline of the Liebert signature always aligns with the baseline of the Emerson logotype.

Vertical minimum distance

When used together, the minimum distance between the two signatures' clear spaces is equal to 15 times the height of the “E” in the Emerson logotype.

The center of the Liebert signature always aligns with the center of the Emerson helix symbol.



Typography: Beyond the Brand Signature Application

The primary corporate typeface for Liebert and Emerson is DTL Argo. The Argo type family was chosen for its clean, sophisticated appearance, its versatility and close similarity to the Emerson logotype. DTL Argo is only available for Macintosh-platform design applications.

A secondary typeface, Arial, was chosen because it complements Argo well and it is readily available on most PCs. Liebert associates should always use Arial for titles, headlines and body text of PowerPoint and Word documents, such as screen/printed presentations, letters, faxes, reports and memorandums. Consistent use of these typefaces will contribute strongly to preserving a unified brand image.

Primary Typeface Mac Platform

DTL Argo is the primary typeface of Liebert and should be used whenever possible. Two weights are suggested: light, for body copy and general text, and bold, for headlines and emphasis. All product and subdivision names should be set in Argo. Each weight includes italics.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DTL Argo Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DTL Argo Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DTL Argo Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DTL Argo Bold Italic

Secondary Typeface PC Platform

Arial is the secondary typeface of Liebert. It was selected for its universal availability on PCs. All live-text letters, presentations, memos, etc. should be set in Arial. Two weights are suggested: regular, for body copy and general text, and black, for headlines and emphasis. Each weight includes italics.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0123456789

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789

Arial Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ 0123456789

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789

Arial Black Italic

Product Color Palette

Product 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 been utilized to define specific Liebert products and programs, defining these programs within the full spectrum of both the Liebert and Emerson Network Power product categories.

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 / Power Protection/ Integrated Cabinet Solutions

Desktop UPS / Network UPS / Large UPS /
Surge Suppression/Power Management /
Integrated Enclosures



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



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

Integrated Cabinet Solutions

Liebert Foundation Products



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 & Service

Site Monitoring & Communications / Service



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

Branded Program / Initiative Logos

To create and maintain a consistent look for Liebert internal and external programs and initiatives, a special logo treatment is available. This helps avoid the need to create logos that are incompatible with the Emerson Network Power and Liebert brands, and ensures correct use of the Liebert logo.

To have your program / initiative logo created, please contact Dawn Powell (dawn.powell@liebert.com, 614-841-6044).

Liebert branded program / initiative logos



Old logo



Old logo



New logo-horizontal version



New logo-horizontal version



New logo-vertical version



Letterhead Template

To maintain absolute consistency and to benefit from financial economies of scale, the production of our stationery will be purchased through a single vendor:

JKG Group, Inc.
1000 Clint Moore Road, Suite 201
Boca Raton, FL 33487

You will be able to proof your stationery online and have the artwork sent directly to press. Non-Asian international division locations will be produced through a local printer, although their information will be input and proofed online. For the Asia Pacific CD or questions regarding this process, please contact Corporate Marketing or your brand officer. While there may be custom items of stationery specific to your needs, the hierarchy between Liebert and the Divisional brand marks must not change.

Typographic Standards

Nameplate

Argo Light / Bold
8 pt type on 9.5 pt leading

Body Copy

Arial
12 pt type on 14 pt leading

Production Notes

Printing methods:

- engraving (optional for vice presidents and above)
- offset lithography

Paper choices:

- Strathmore Writing, 25% Cotton, 24# Ultimate White, Woven Finish (with Emerson private watermark)
- Cougar Opaque, 60#, Vellum Finish, White (not watermarked)

Under no circumstances, should any other print production method be used to personalize stationery, such as foil stamping, embossing or thermography.

When printing on European sizes, preserve the relative position of the elements to the page edges.

1" (25 mm)

6.5" (165 mm)

2" (51 mm)

1.25" (32 mm)

2.2" (56 mm)

0.7" (18 mm)

EMERSON
Network Power

Date

Recipient Name
Company
Street Address
City, State, Zip

Dear Recipient,

Quisque congue aliquam erat. Phasellus enim quam, posuere vel, fringilla eu, lobortis et, erat. Curabitur et ante vel mauris elementum egestas. Cras nonummy, nunc ac aliquam pulvinar, arcu purus commodo risus, ut fermentum elit purus sit amet felis. Fusce iaculis, justo et auctor malesuada, massa purus lacinia justo, id viverra justo tortor adipiscing enim. Aliquam erat volutpat. Cras sit amet massa quis risus bibendum accumsan. In vitae purus eget mauris imperdiet rhoncus.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Ut massa libero, eleifend in, mattis non, tempus ac, urna. Nullam eget felis. Etiam mattis fringilla lectus. Quisque nisl. Integer augue. Ut egestas, metus quis iaculis ultrices, mi sapien placerat massa, id mattis massa erat vel pede. Pellentesque vitae est in ligula consectetur pretium. Morbi tristique pretium quam. Morbi leo.

Morbi gravida leo ac elit. Sed vel nunc cursus urna rutrum tristique. Nam aliquam porta purus. Donec venenatis convallis ante. Sed pede velit, feugiat sed, ornare imperdiet, viverra vel, risus. Donec vitae nibh ac qua.

Closing,

Your Name
Your Position

Liebert

Your Name
Your Position
Your Department
Division Name
Street Address
City, State, Zip
Country
T 000-000-0000
F 000-000-0000
your.name@liebert.com

Align center of Liebert signature with the center of Emerson helix symbol; see page 7 in this guide for more information

Business Card Template

Liebert associates may order standard business cards branded with both the Liebert and Emerson Network Power logos, or cards only branded with Emerson Network Power.

Order cards directly using the following web site address: <http://www.lojx.com/esp/o/login.asp?clientid=32>

Username: lcorp

Password: corp

Typographic Standards

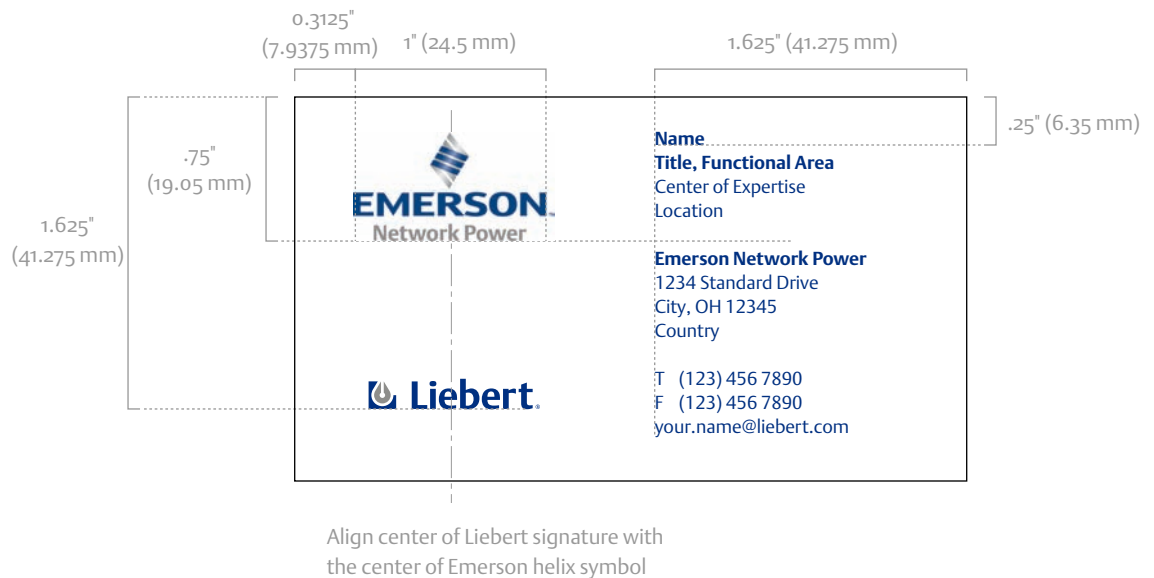
Nameplate

Argo Light / Bold
7 pt type on 9 pt leading

Production Notes

Under no circumstances, should any other print production method be used to personalize stationery, such as foil stamping, embossing or thermography.

When printing on European sizes, preserve the relative position of the elements to the page edges.



Facsimile Template

Facsimile and memo sheets are internally generated files. Liebert provides associates with preprogrammed Microsoft Word templates. To maintain the brand's visual integrity, artwork must never be altered in these files.

Typographic Standards

Page Header

Argo Bold
12 pt type on
12 pt leading

Address Block

Argo Light / Bold
8 pt type on
9.5 pt leading



Body Copy

Argo Light or Arial
12 pt type on
14 pt leading

Production Notes

Fax and memo forms can be printed directly from desktop laser or inkjet printers.

When printing on European sizes, preserve the relative position of the elements to the page edges.

1" (25 mm)		6.5" (165 mm)		2.625" (66.5 mm)	
1.25" (32 mm)				1.75" (44.45 mm)	
			Facsimile	2.25" (57.15 mm)	
			<small>Division Name Street Address City, State, Zip T 000-000-0000 F 000-000-0000</small>		
3.875" (98.425 mm)	<p>Pages (including cover sheet):</p> <p>To:</p> <p>Company:</p> <p>Fax Number:</p> <p>Date:</p> <p>From:</p> <p>Comments:</p>				

Intra-Company Memo Template

Facsimile and memo sheets are internally generated files. Liebert provides associates with preprogrammed Microsoft Word templates. To maintain the brand's visual integrity, artwork must never be altered in these files.

Typographic Standards

Page Header

Argo Bold
12 pt type on
12 pt leading

Address Block

Argo Light / Bold
8 pt type on
9.5 pt leading

Body Copy

Argo Light or Arial
12 pt type on
14 pt leading

Production Notes

Fax and memo forms can be printed directly from desktop laser or inkjet printers.

When printing on European sizes, preserve the relative position of the elements to the page edges.

The diagram illustrates the layout of the Intra-Company Memo Template with the following dimensions and content blocks:

- Top Margins:**
 - Left: 1" (25 mm)
 - Top: 1" (25 mm)
 - Right: 2.625" (66.5 mm)
- Header Section:**
 - EMERSON Network Power** logo on the left.
 - Liebert** logo on the right.
- Address Block:**
 - Intra-Company Correspondence**
 - Division Name
 - Street Address
 - City, State, Zip
 - T 000-000-0000
 - F 000-000-0000
- Form Fields:**
 - To:
 - From:
 - Date:
 - Subject:
- Bottom Margins:**
 - Left: 3.875" (98.425 mm)
 - Right: 1.75" (44.45 mm)
 - Bottom: 2.25" (57.15 mm)

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 logos be removed from slides where the information exceeds the live area provided on the template. All text is in weights and sizes of Arial.

Typographic Standards

Title Slide

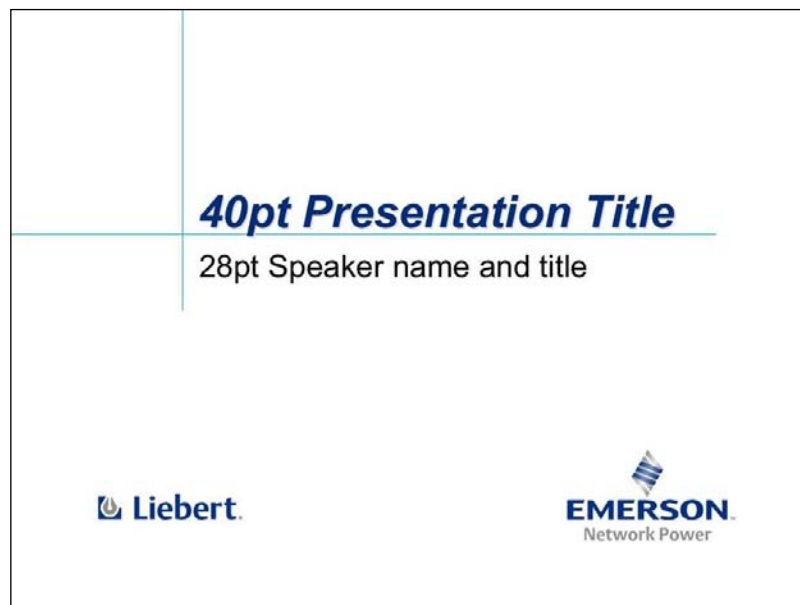
Headline: 40 pt Arial
Color: PMS 288
(use RGB color conversions found in the chart on page 3 of this guide)

Subhead: 28 pt Arial
Color: Black

Slide

Headline: 32 pt Arial
Color: PMS 288

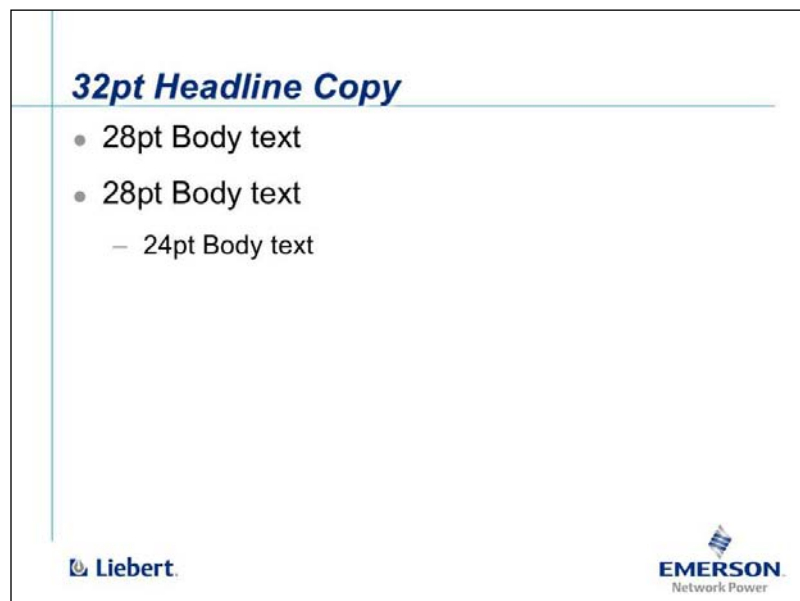
Body: 28 pt Arial
Color: Black



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.



Print Literature & Collateral

Liebert uses a standard structure and process for creating and producing marketing communications programs, projects and other executables including literature, interactive web sites, print and interactive advertisements, white papers and case histories.

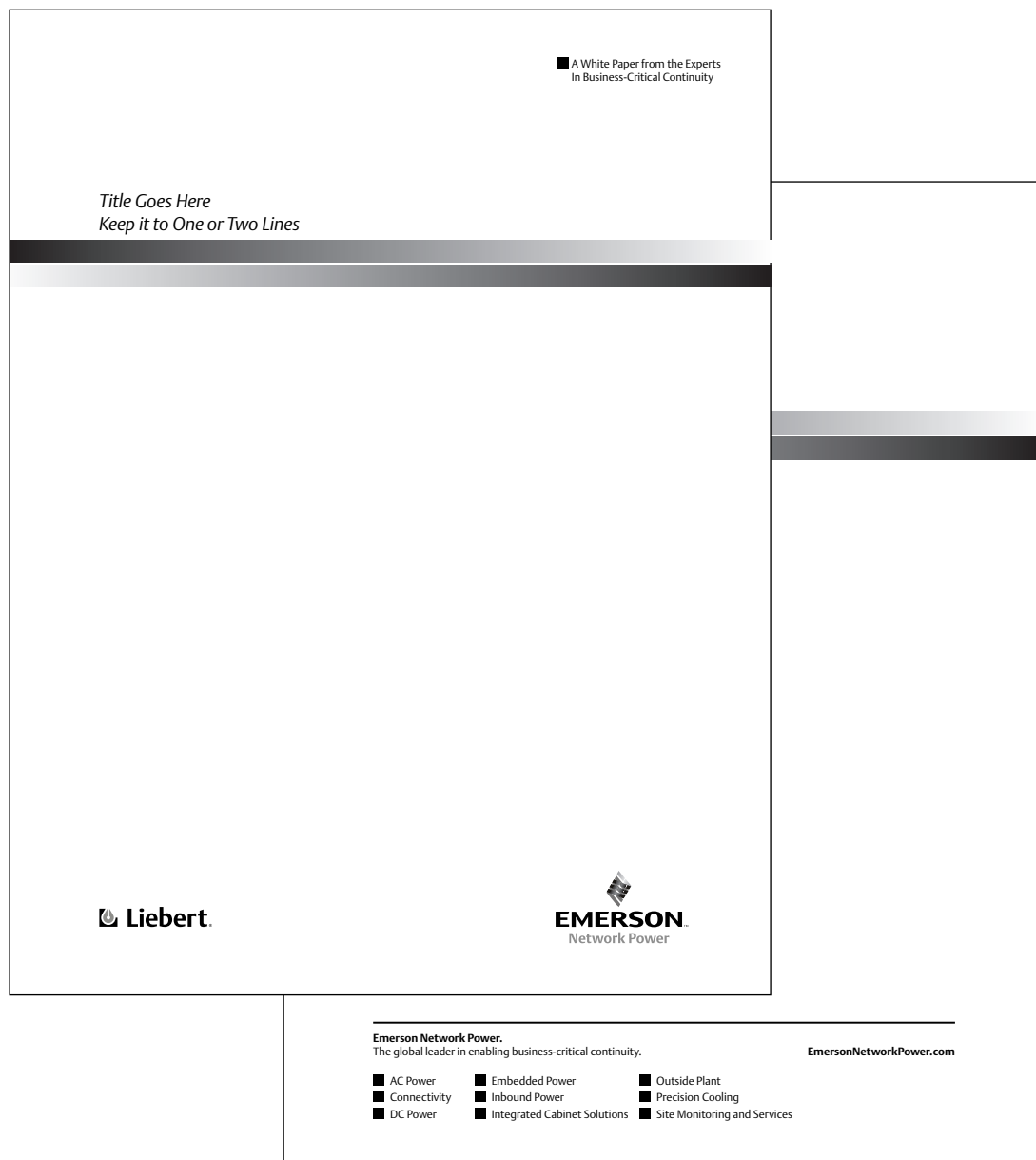
All locally-created marketing communications vehicles should be reviewed and approved by

the Emerson Network Power brand officer and Liebert Marketing Services to ensure they support and reflect the Emerson and Liebert brand messages, and that they result in maximum impact.

For more direction concerning literature, collateral and advertising, please refer to the Emerson Network Power Brand Consistency Kit.

White Paper Template

In all signature applications, preserve the minimum distance, alignment, and proportion requirements as illustrated on page 7 of this guide.



Packaging Design

These guidelines are designed to help us deliver on Liebert's brand promise and strengthen the consistency of Liebert's visual expression through a clear and coordinated packaging strategy and system. Consistent use of logos and designs will ensure that all products packaged under the Liebert and Emerson brand names will visually represent a cohesive family of products regardless of configuration, product type or distribution channel.

Packaging puts a face to the name of a brand and distinguishes a brand from the clutter on

shelf. For distributors in the back of the store, a clear and easy-to-navigate packaging system drives efficiency and saves precious time and money. For contractors in the front of store, a consistent packaging design reinforces the breadth of the Liebert brand and positions Liebert and Emerson as comprehensive solutions providers.

Liebert typically employs three types of branded packaging: labels, large box and small box.

For more specific guide lines on packaging, please refer to the Emerson Packaging Guidelines (2004).

Labels

For exact guidelines, please see the Emerson Packaging Guidelines.

Boxes

For exact guidelines, please see the Emerson Packaging Guidelines.



white chipboard front-of-store box



corrugated warehouse box

Labels

For exact guidelines, please see the Emerson Packaging Guidelines.



vertical label with brand and color bands



horizontal label with brand band



horizontal label

OEM Vendor Packaged Products

For OEM vendor / supplier parts and components that are rebranded or cobranded as Liebert products or solutions, apply both the Liebert and the Emerson Network Power logos using the correct proportions outlined in this guide.

For on-product placement of products manufactured/assembled by Liebert, the Liebert logo (“waterdrop” mark) is not allowed. Only use the full product name (beginning with “Liebert”) in all-text Argo font together with the Emerson Network Power logo, in the correct proportions.

Vehicles

Emerson Network Power and Liebert trucks and service vehicles need to employ a standard design. Please contact the divisional brand officer for specific directions and guidelines.

Building Signage

All on-building signage and monument signs should reflect a consistent design. All Emerson Network Power divisions will use a single signage company for external signage:

ASI / Modulex

Attn: Steve Calhoun

314-421-2288

scalhoun@asimodulex.com



cab



cab and trailer



trailer side and back



Messaging

To deliver a consistent voice to customers and the marketplace, we need to say the same things about our company and brands. Please use these words when describing Emerson Network Power and Liebert.

Our Mission

Emerson Network Power's mission is to be the world's landmark for protection and continuity for information systems and network infrastructures as well as data centers and other mission-critical installations. It's our commitment to help those businesses who want to strengthen their own position in the world's marketplaces to succeed.

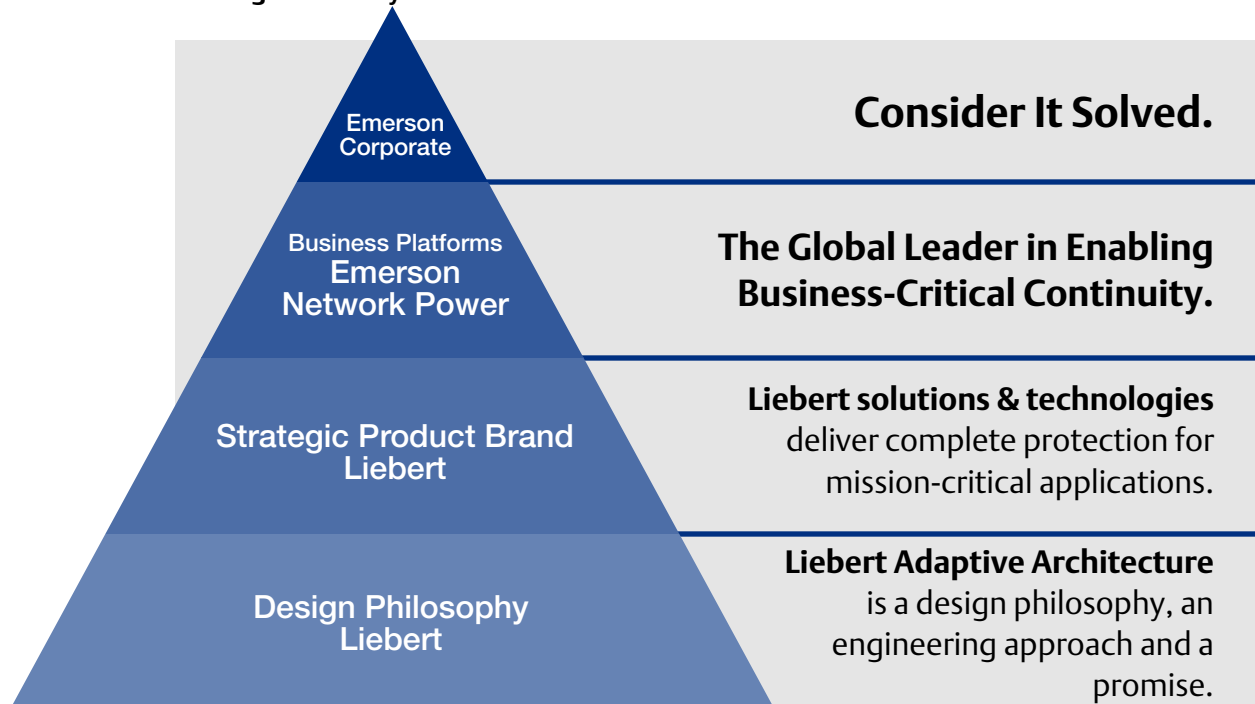
Emerson Network Power Vision

Smart anticipation of our customers' rapidly changing business environments makes Emerson Network Power the singular choice for best-in-class technologies and integrated power solutions worldwide.

Boilerplate message

Emerson Network Power, the global leader in enabling Business-Critical Continuity™, serves the needs of telecommunications networks, data centers, health care, and industrial facilities worldwide with a full spectrum of reliable power and cooling solutions. Emerson Network Power solutions bring together industry-leading technology brands in power systems, connectivity, embedded power, outside plant, precision cooling and monitoring and service, including Liebert, Asco and Astec. Liebert solutions employ the Liebert Adaptive Architecture—a design philosophy, an engineering approach and a promise that will reduce costs and increase availability and flexibility today and for years to come. For more information on the full range of solutions from Emerson Network Power, visit www.emersonnetworkpower.com.

Message hierarchy



Objectives

The guidelines contained here provide a consistent naming architecture with specific direction for developing product names within all Liebert business units. This will help grow equity in the Liebert strategic product brand, and therefore transfer strong equity to Emerson Network Power.

The Liebert naming strategy detailed herein pertains to existing and new products / features:

- Standalone products
- Product Components / Features
- Bundled-line Family products
- Co-branded product names

Existing product names must migrate to the Liebert product naming schema as time and resources permit

and at given entry points, i.e.:

- New business opportunities
- Upgraded product versions
- Product re-releases

Rationale

The Liebert product naming guidelines leverage the Emerson Network Power guidelines. The “Liebert” name should always be placed at the forefront, to maximize product brand equity. The naming guidelines police a proper naming processes and usage, for a more consistent go-to-market approach.

Naming guidelines provide a structured naming architecture, while also permitting flexibility for product line extensions and future growth.

- Existing names can be grandfathered by placing them into a broader naming category as Liebert segues to this new approach.
- The guidelines refocus naming conventions, because past Liebert names have been a mix of Descriptive, Suggestive, and Alphanumeric, and various mixed combinations such as Alphanumeric/ Descriptive (i.e., Direct Read Panels LDS-750), and Alphanumeric/ Suggestive (i.e., OpenComms OC-DO).

Product managers should plan to integrate the product naming strategy with their hierarchy of product families going forward, and establish a map/matrix for naming like products within their given categories.

Global Strategy

Our naming strategy provides a roadmap for future naming. It builds from and leverages the broader Emerson Network Power naming guidelines, and reinforces our overall brand positioning and messages.

More importantly, by eliminating disparate product brands and off-brand names, it simplifies and synergizes brand recognition and choice for our customers, and makes Emerson Network Power and Liebert easier to do business with.

The naming guidelines apply to products manufactured, marketed and distributed in all world regions, including North America, Latin America, EMEA and Asia Pacific. This helps reinforce the perception that solutions are coming from a single source instead of multiple disparate divisions.

Finally, the naming guidelines allow us to apply internal and marketing resources more effectively by providing a consistent framework and approval process.

Four Steps to Product Naming

1. Understand

Review and understand the Liebert naming guidelines.

2. Initiate

Contact Liebert Marketing Services (Dave Crago, dave.crago@liebert.com, 614-841-5798) at Phase 1 of the New Product Development Process (no later than Business Plan and Program Definition – Preliminary Design). Fill out the “Product Name Application” form and submit it to Dave Crago.

- Product names may be initially researched and nominated by product managers.
- Engage Marketing Services by contacting at least 6-12 months in advance of the planned product launch.
- Submit any and all potential and recommended product names to Marketing Services for consideration.

3. Name

The final product name is reviewed and approved by the Liebert Product Naming Committee. The Naming Committee has the authority to designate and approve any names that deviate from the standards explained herein. Any required trademark registration will be managed by Liebert Marketing Services (Contact Don Grey, Liebert Dearborn, don.grey@liebert.com, 614-841-8163).

4. Communicate

The final approved name is recorded in the New Product Development Process documentation and communicated by the Product Manager to interested parties on the development, marketing, sales, and production teams. No unofficial project name should be used after Phase 1 of the New Product Development Process.

Product Naming Committee

Final product names are reviewed and approved by the Liebert Product Naming Committee. The Liebert Product Naming Committee comprises these managers:

- **Dick Pulse** – Liebert Dearborn, dick.pulse@liebert.com, 614-841-5778
- **Fred Stack** – Liebert Dearborn, fred.stack@liebert.com, 614-841-6916
- **Stefano Mozzato** – Emerson Network Power Italy, stefano.mozzato@EmersonNetworkPower.com, +39-049-971-9241
- **Russell Perry** – Emerson Network Power Hong Kong, russell.perry@emersonnetwork-ap.com
- **David Joy** – Liebert Delaware, david.joy@liebert.com, 614-841-5561

The product naming committee has the authority to designate and approve any names that deviate from the standards explained in the product naming guidelines.

The product naming committee eliminates the need for subjective “voting” by multiple internal individuals for new product names.

Using Liebert in Product Names

Using Liebert in Product Names

The name “Liebert” should always precede a Liebert product name. This helps reinforce and strengthen our market position, enhances search engine visibility, and helps avoid the chance of trademark infringement claims.

SOURCE: Trademarks and Related Intellectual Property, prepared for Liebert Corporation, J.K. Sandy Mueller, Jr., Esq.; Mueller and Smith, L.P.A., January 12, 2005.

In market-facing communications, you must refer initially to Emerson Network Power as the source brand for Liebert-branded products, i.e., “Liebert products from Emerson Network Power.”

Product Naming

Always use “Liebert” as an adjective, to modify the good to which it applies. Never use it as a noun, in the possessive voice, nor plural.

Always use “Liebert” in both internal and public documents and collateral.

The first reference to Liebert whether on product or in collateral, whether logo or text, should always include the ®, as it is a registered trademark.

~~Liebert is reliable equipment.~~

Incorrect Product Naming

Liebert equipment is reliable.

Correct Product Naming

~~Liebert’s equipment;
Liebert’s products~~

Incorrect Product Naming

Liebert equipment;
Liebert products

Correct Product Naming

~~Lieberts are well-crafted
air conditioners.~~

Incorrect Product Naming

Liebert air conditioners
are well-crafted.

Correct Product Naming

Naming New Products

Naming New Products

New product names – whether standalone or bundled – should employ a 2-or 3- character Alphanumeric / Acronym style descriptor preceded by the strategic product brand “Liebert”.

- The first character must be alphabetic based on product family (segment class), the remaining 2 characters are either alphabetic, or alphanumeric.
- Examples, written format: Liebert A12, Liebert BC3, Liebert D4

The given alphanumeric name can be based on one of 3 rationales (ranked here by preference):

1. **A Strategic / Suggestive** name based on words that help position or differentiate the product (i.e., Liebert NX indicating “Next Generation”; Liebert XD indicating “X-treme Density”).
2. **An Acronym**-based name, based on the Descriptive or Strategic/Suggestive lengthier product description.
3. **A Random / Linear** name based on available alphanumeric characters in the product line.

New product names will be followed by **2-4 word product category descriptors** upon first mention in any given application (i.e., brochure, web page). Descriptors should be written in lowercase letters so as not to be construed as part of a lengthier official product name.

Code / project names may only be used in Liebert internal conversations; never in customer-facing communication.

- Begin the naming process no later than the beginning of Phase 1 of the New Product Development Process.
- Avoid growing acceptance for internal project names through heavy usage and communication.
- Clearly communicate to internal audiences how the naming rationale fits the naming architecture and how any complementary descriptors will be used.

Liebert DS Precision Cooling Solution

Liebert SND Surge System

Liebert NX Network UPS

Liebert PST Desktop UPS

Liebert DS floor mount precision cooling solution

Liebert SND series surge protection solution

Liebert NX network UPS

Liebert PST desktop UPS

Incorrect Product Naming

Correct Product Naming

Applying Product Names

These guidelines specify how product names should visually appear when placed on a unit or control. For direction regarding placement of product names on product units (in conjunction with the Emerson Network Power logo), please refer to the guidelines on Page 9 for direction.

When using product names in text such as within documents, memos, web sites, etc., the product name descriptor should be written in equally-weighted text with a space between “Liebert” and the alphanumeric name. Do not use superscript or subscript text anywhere in the product name.

Marketing Services (Dawn Powell, dawn.powell@liebert.com, 614-841-6044) can provide logo files in both low resolution and high resolution standard graphic formats (JPEG, TIF, EPS, etc.).

Applying Product Names

Place names longer than 3 characters on 2 lines.

Place 2-3 character names on same line.

Relative scale

The height of the alphanumeric product designator should be 42% the height of the “L” in the Liebert logotype (i.e., if the “Liebert” logotype is 34 point, then the alphanumeric product designator needs to be 10 points less than the “Liebert” size).

Horizontal and vertical spacing between the Liebert logotype and the alphanumeric product designator should be 1/2 the height (shown as “x”) of the capital letter of the alphanumeric product designator.

- Do not use the “waterdrop” mark of the Liebert logo together with the product name.
- The product name should appear with “Liebert” in Argo DTL Bold font (Pantone 288 blue) and the alphanumeric product designator in Argo DTL Light font (Pantone 877 silver).
- Where the product name is applied on a gray-colored unit or control, either all-white, all-blue or all-black can be employed to enhance the contrast.
- Where the product name is applied on a black-colored unit or control, employ all-white or all-silver fonts.
- Where color is not available to be applied, the entire product name should be executed in black.
- When the alphanumeric product name is two or three alphanumeric characters in length, place the name on the same baseline together with the Liebert name.
- Where the alphanumeric product name is longer than 3 characters, place it underneath the Liebert name. Both words are then left-justified.
- Do not use model numbers together with the product name on units or controls.



Liebert® NX

Incorrect Product Naming



Liebert® NX

Correct Product Naming



Liebert® NX

Incorrect Product Naming



Liebert®
Hiross HM

Correct Product Naming

On-Unit Product Naming / Placement Template

For on-unit applications, please include product-specific names on the bezels, skins or control units. Product names (i.e. Liebert DS, Liebert NX) may also be included in all-text only on the back, inside, on nameplates, or another less visible position on the unit. The preferred placement is Liebert signature left, Emerson right, for side-by-side applications. For vertical applications, the preferred placement is Emerson top, Liebert bottom. Be sure to center and align the logos vertically as shown on page 7. Never place the logos flush left or right.

When using all-white, all-silver, all-blue or all-black logos and product names, use the line art (solid) version of the Emerson Network Power logo.

This configuration is intended to serve as a guideline, and be followed whenever possible. Given the variety of product configurations, however, situations will arise that challenge the feasibility of the defined guidelines. When such situations occur, variations to the guidelines may be necessary. In such cases, contact:

Dawn Haskins-Powell

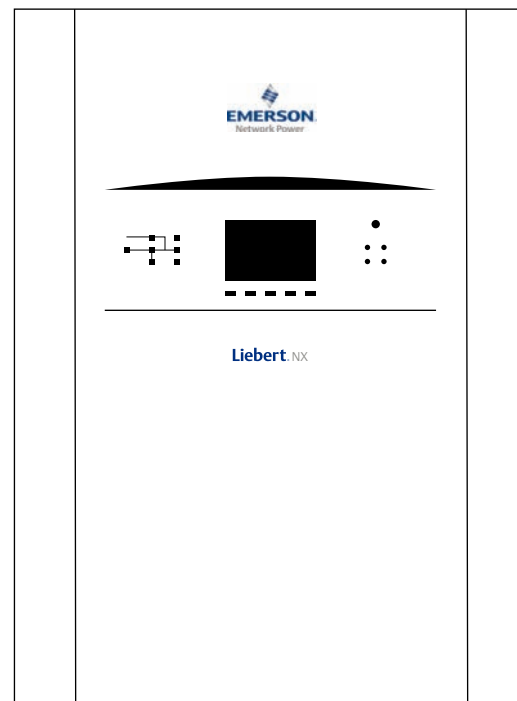
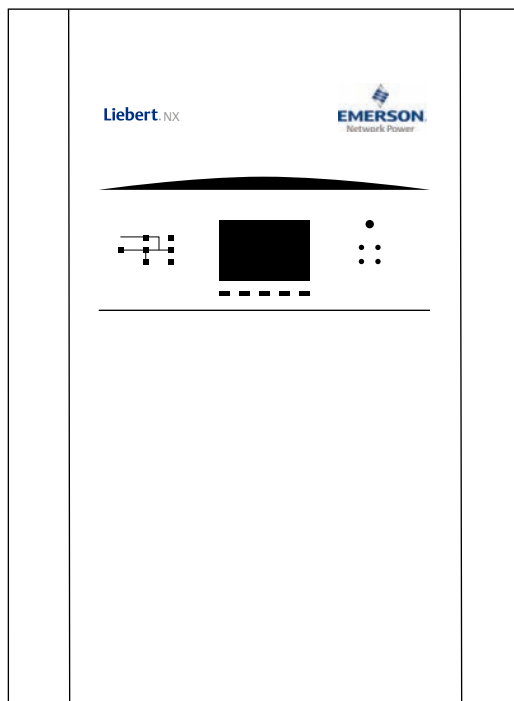
Liebert Marketing Services

T 614-841-6044

E dawn.powell@liebert.com

Production Notes

In all signature applications, preserve the minimum distance, alignment, and proportion requirements as illustrated here.



Renaming Existing / Legacy Products & Components

Liebert products are numerous and vary widely. It is up to the product manager and product division to specify naming schemas for given products and product lines. It is the responsibility of each business unit to provide a consistent roadmap to product naming, encompassing a logical structure for naming now, and in the future.

Existing Liebert products having names in use can continue to use their current Descriptive / Suggestive / Alphanumeric style, but attempts should be made to migrate names to the new product naming standards (Alphanumeric) at the product manager's earliest convenience.

As holds true for new product names, existing product names should always be followed by a relevant 2-4 word product category descriptors upon first mention in a given piece. Descriptors should be written in lowercase letters so as not to be interpreted as being part of an official product name.

Naming Product Features / Components

Branded product component names should be employed on a highly selective basis. Liebert will continue to employ Suggestive names selectively so as to help convey a feature's unique and differentiating qualities. Examples: Paradenser®, iCOM®, Multilink®, etc.

Please request trademark protection (Don Grey, Marketing Services, **don.grey@liebert.com**, 614-841-8163) for branded component names, to ensure maximum legal protection. Liebert Marketing Services will initiate formal trademark search and registration (listing all countries where registration is desired for marketing/selling/distribution).

All product names for which trademark registration is sought must appear on the product and/or the packaging. Evidence of use must be included with the trademark application filing.

Rights in the trademark accrue at the time the mark is first used on the goods and such marked goods are shipped in commerce. Valuable nationwide trademark rights accrue from the date of filing of a trademark application, providing greater length-of-use protection.

Until the product component name is formally registered with the federal trademark office(s), a superscript "TM" should be used following the name upon first mention in a piece. Once verification of registration is received, the circled "R" should be used instead.

For assistance with these product naming guidelines, please contact:

Dawn Haskins-Powell

Liebert Marketing Services

T 614-841-6044

E dawn.powell@liebert.com

To obtain the brand signature and for additional guidelines, logos in various formats and templates, internal associates may go to:

<http://today.liebert.com/marketingservices/branding>

Emerson Network Power.

The global leader in enabling Business-Critical Continuity™.

EmersonNetworkPower.com

- | | | | |
|--------------------|--------------------------------|-----------------------------|-----------------------------|
| ■ AC Power Systems | ■ Embedded Computing | ■ Outside Plant | ■ Services |
| ■ Connectivity | ■ Embedded Power | ■ Power Switching & Control | ■ Site Monitoring |
| ■ DC Power Systems | ■ Integrated Cabinet Solutions | ■ Precision Cooling | ■ Surge & Signal Protection |