
SPATIAL GUIDELINES

JANUARY 2023

EVERY CONNECTION COUNTS



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THE IMPORTANCE OF SPATIAL DESIGN

These spatial guidelines provide design basics for TE's teams and agencies to effectively communicate the TE brand and implement TE's identity in spatial touchpoints, such as tradeshows, events and office spaces.

The Importance of Spatial Design

Physical environments play an important role in creating a consistent brand experience across the globe for our customers and employees.

- Trade shows
- Events
- Exhibitions
- Hospitality spaces
- Showrooms
- Office spaces
- Other work facilities

Consistent, highly recognizable spatial experiences are an essential part of the TE Connectivity (TE) brand.

These guidelines enable consistency in message and design for all spatial touchpoints whether regional or global or at a business unit level or company level.

TE's Spatial Guidelines

Ideally, a brand is a comprehensive experience that is also manifested in the texture, value, architecture, structure, language or type of information processing. Spatial identity provides an important contribution, allowing customers and guests to interact in a familiar, exclusive environment at TE. A consistent, highly recognizable spatial experience is an essential part of the TE brand.

Essential factors in achieving brand success include; an independent, distinctive and recognizable visual identity that clearly sets the company apart from it's competition, while maintaining a positive image and strong character.

Design for Fluidity and Change

Design using a modular approach whenever possible

As TE's brand grows and evolves and product mixes and messaging change, designs need the flexibility to adapt. So it is important to create modular, changeable structural elements that allow brand look, feel and architecture to remain consistent while simultaneously offering flexibility to change products, messaging, graphics and spatial configurations.

When new structure or modules are needed to fit different spaces and tell different stories, they should be designed to be consistent with these guidelines to blend seamlessly with other structural elements.

Global and Regional Tradeshows

TE categorizes tradeshows as either regional or global events. Most tradeshows are "regional" tradeshows because the attending audience is mainly from a specific geographic region. Also these events are industry specific and are managed by a corresponding business unit.

A few events each year such as Global Leadership Meeting, and TechCon, are categorized as "global" due to the international nature of the attending group and the large volume of attendees. These events are internal and are managed by either Center Marketing or a designated team.

SPATIAL GUIDELINES

TRADESHOW & EVENT

EVERY CONNECTION COUNTS



01 BRAND IDENTITY

The following pages provide a detailed look at the various TE brand elements that define our company's visual identity for spatial design.

For complete brand identity details, view the [Brand Guidelines](#).

Logo

Our logo is the cornerstone of our visual identity as a company and is used on almost all TE materials. It functions as the visual shorthand for our brand — our distinctive mark in the world.

The TE tab is a combination of an orange stamp, a unique symbol and wordmark for our name. Our name and tab support our unrivaled position as a global leader in enabling connectivity.

OUR SYMBOL

The movement of the streaks in the symbol reflects the dynamism of our company and our commitment to delivering the expertise, innovation and customer collaboration that enable a connected world.

OUR NAME/WORDMARK

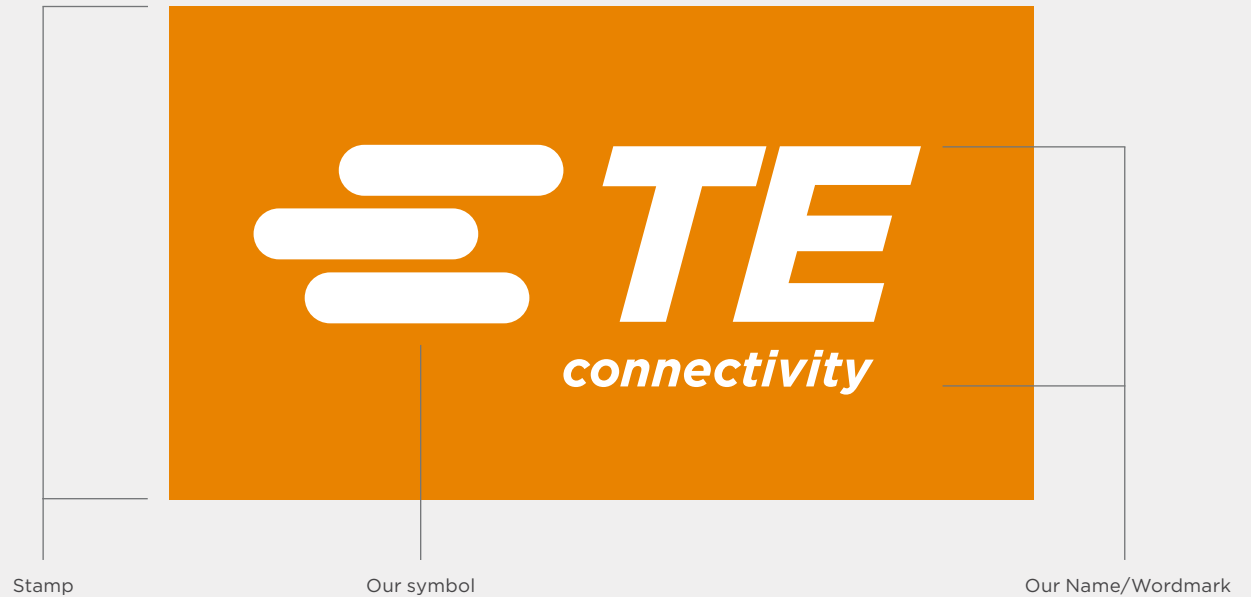
Our name is displayed in the logo in italic letters, conveying the pace and dynamism of our business

STAMP

Orange is a strong and confident color that both defines and differentiates us in the market. The orange rectangular stamp, in specific proportion to the combined symbol and name/wordmark that sit on top, provides a bold anchor wherever it appears.

To see the complete logo use specifications, view the [Brand Guidelines](#).

THE TE TAB



Included in the TE Connectivity logo suite are two configurations:



THE TAB LOGO

Primary

The preferred appearance is the tab logo, which should be used in all applications whenever possible.



THE LOCKUP LOGO

Secondary

The white lockup logo, which omits the tab, should be used in the rare circumstance where use of the tab is impossible and in cases where there is need to dial up orange for visual impact, particularly in events or tradeshows.

Tagline

EVERY CONNECTION COUNTS is TE's tagline, positioning TE as an industrial tech leader. We want prospects, partners and customers to understand all the ways TE enables connectivity and how the products we design and manufacture affect their lives. Because everything we do and make is to move humanity forward, we are reinforcing that every connection counts.

APPEARANCE

As an important element of our visual branding, the tagline should have a consistent, specific appearance.

Whether using the art file or type, the tagline has only two versions: horizontal and vertical/stacked. Use the version that is most appropriate within a layout.

For spatial, the use of white (reversed) on orange is preferred; however, TE gray and TE orange are also acceptable.

Always use upper case and do not add a period at the end. Please use the tagline only in English, do not translate.

Note

Gotham Black type is acceptable for the tagline in exhibits considering the available space and for visual impact.

HORIZONTAL VERSION

EVERY CONNECTION COUNTS

VERTICAL VERSION

EVERY
CONNECTION
COUNTS



Color

TE's spatial color scheme is designed to create an exclusive, highly recognizable brand identity. The brand color orange is a very vibrant and distinctive accent color. Supported by white to give the brand a bright, modern and sophisticated look, these colors make the TE brand distinct and recognizable.

The accent colors should support the primary brand colors and be used in equal proportions.

All brand colors are clearly defined and are designed to work harmoniously together to create a powerful, consistent brand identity.

Note

Black and Cool Gray 11 are not an official part of TE's color palette. The use of these colors is only approved for tradeshow and events as an accent. Black and Cool Gray 11 should not be used in graphic artwork.

Please confirm use of black with the **Global Brand** team. TE users can **submit a request** online on **myTE**.

To see the official color palette, view the **Brand Guidelines**.

PRIMARY COLORS



CMYK 0c/52m/100y/0k

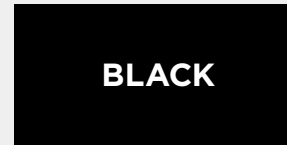


CMYK 0c/0m/0y/0k

SECONDARY COLOR

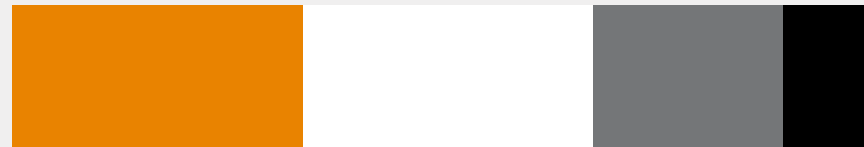


CMYK 65c/57m/52y/29k



CMYK 0c/0m/0y/100k

COLOR PROPORTIONS



Primary Colors to be used for

Brand Wall
Key Physical Spaces/Walls

Accent Colors can be used for

Carpet
Frames
Secondary Walls
Product Display Pedestals
Furniture

Selecting colors is dependent on available space and onsite conditions and overall look and feel, and the mix.

Typography

GOTHAM

Gotham is TE's proprietary brand font and is used as the primary font for all printed and fabricated materials through all levels of text hierarchy: headlines, introductory text, body text and captions.

Gotham should be used for all text displays on walls and graphic artwork for shows and events.

Use of any other font other than Gotham, is not permitted.

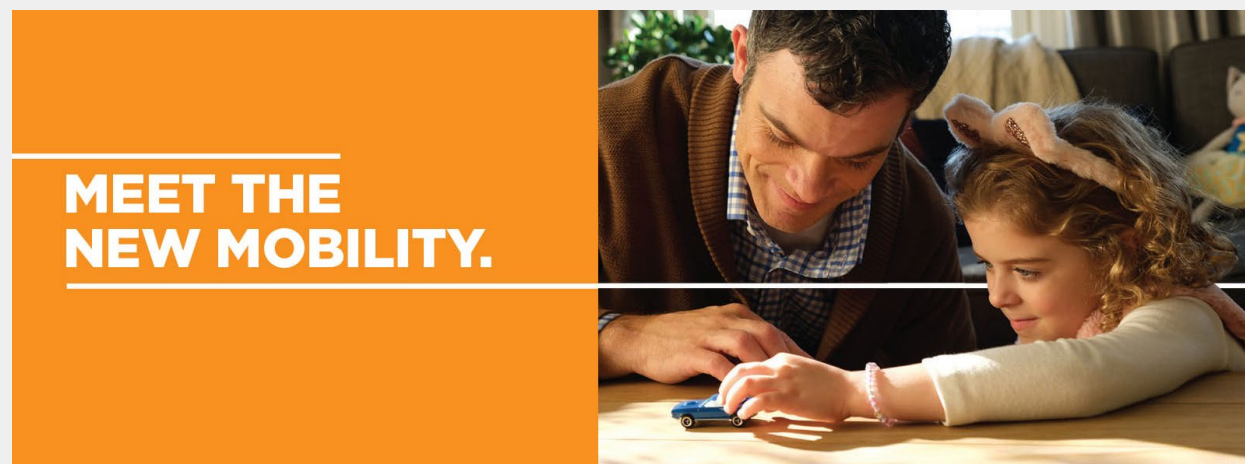
BLACK	HEADLINE
BOLD	HEADLINE
MEDIUM	SUBHEAD
BOOK	BODY COPY
LIGHT	CAPTIONS

PROPER USE

Typography should be set flush left, ragged right with normal letter spacing. Large-sized type, such as in headings or where a strongly typographic treatment is used, should be kerned as needed.

Do not alter any type by expanding or condensing it or substitute other typefaces, no matter how similar they may appear.

If you have any questions, contact the **Global Brand** team. TE users can **submit a request** online on **myTE**.



**MEET THE
NEW MOBILITY.**

Headline Graphic

To maintain brand consistency across many different applications and layouts, use the approved headline graphic treatment to create headlines for tradeshow wall graphics.

View the [Brand Guidelines](#) to know complete specifications and details on elements for headlines.



Photography

Photography is the preferred visualization style for our brand.

Our photographic style is human, earnest, authentic, and approachable.

To present TE as authentic, accessible, and engaging, people should be photographed naturally and candidly whenever possible.

Not all photographs will include people, but you should include them as often as possible.

Types of photos:

ENGINEERS

Environmental

Images that show our engineers in workshops, out in the field, or rolling up their sleeves, creating what's next.

Portrait

Hero images of our engineers, portrayed naturally within their normal working environments.

INDUSTRY

Images that highlight a particular industry such as transportation.

PRODUCTS

Environmental

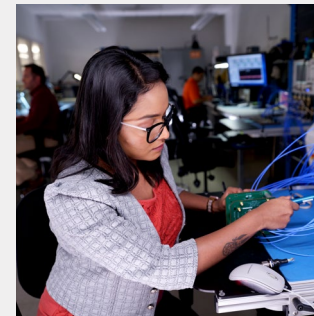
Images showing products in the hands of engineers or on a worktable.

Hero

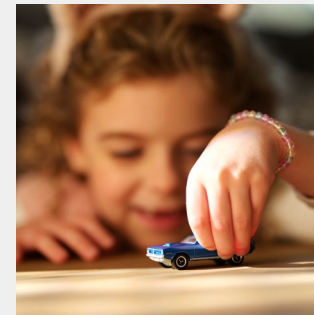
Hero photos of key products in TE's product categories

View the [Brand Guidelines](#) for detailed specifications.

ENGINEERS



INDUSTRY



PRODUCT



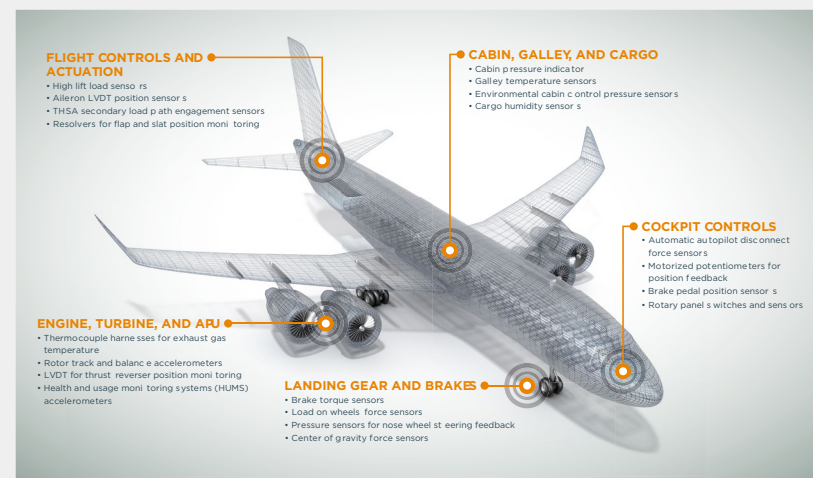
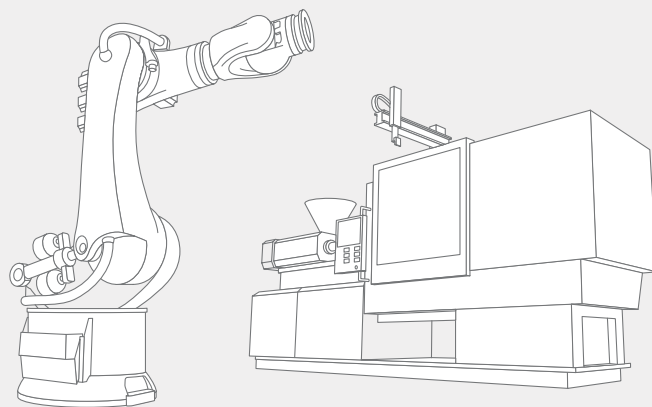
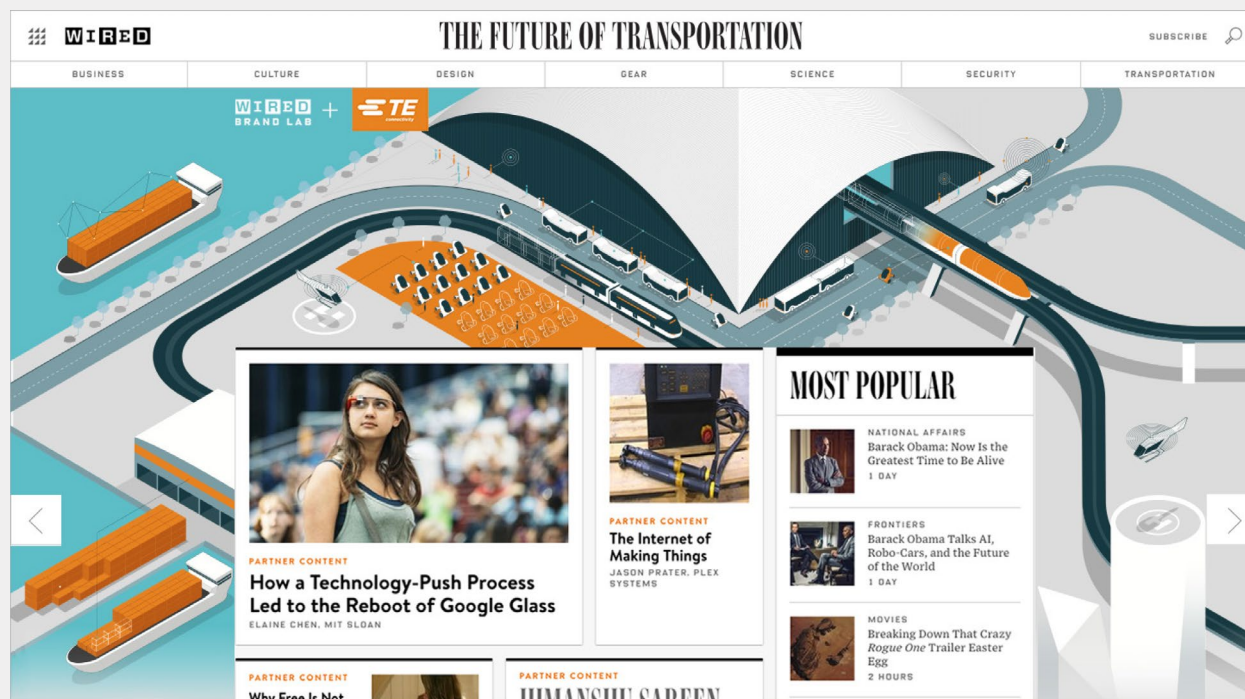
Illustration

Our illustration style is minimalistic, simple, modern, vivid and recognizable.

Minimalism and simplicity of forms emphasize neat and visually appealing designs. They really make a design piece look minimalistic and clean, avoiding a busy and cluttered look. Simple illustrations are more comprehensible, easy to perceive and convey messages more quickly.

Our illustrations are two-dimensional as well as three-dimensional and feature clean, open space, and crisp line art with solid backgrounds. Bright, solid, and contrasting colors make illustrations easily grab attention.

Our illustrations avoid unnecessary clutter and exclude any types of abstraction, gradients, highlights and other shiny, textured effects.



02 SPATIAL IDENTITY

This section provides an overview of the main elements and display components which assist in developing spatial applications for tradeshow and exhibits.

[Brand Guidelines](#)

Design Principle

The Look and Feel



Successful design makes TE stand out from competitive clutter and instantly communicates TE's brand identity. It should also immediately telegraph TE's position as a global technology leader – making a sophisticated look, craftsmanship and materials important.

Other elements of success include a look that's intriguing and a space that's open and inviting. Equally important is a clear and dramatic communication of what business segments and products/applications are featured inside the space, so targeted audiences instantly understand "this is for me."

Space Allocation

While the reason for attending a trade show is to display our product and tell our story, it is important not to crowd the space. a good rule to follow is the standard 60/40 rule. This means that when developing the floor plan, it is good to leave 60 percent of the floor space empty. Visitors require room to move through the booth without feeling boxed in.

The 60/40 Rule

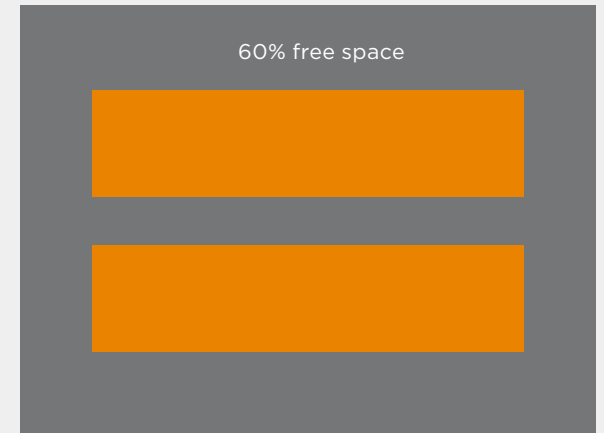
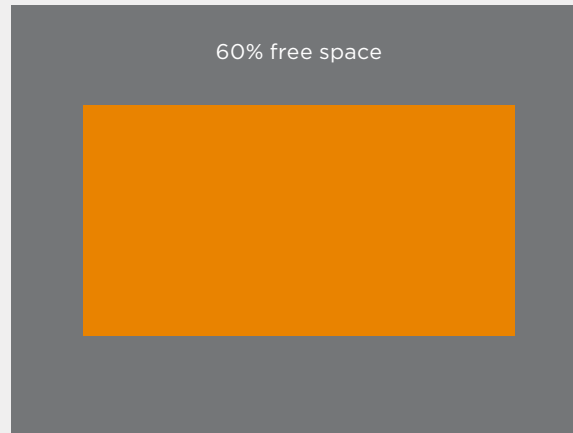
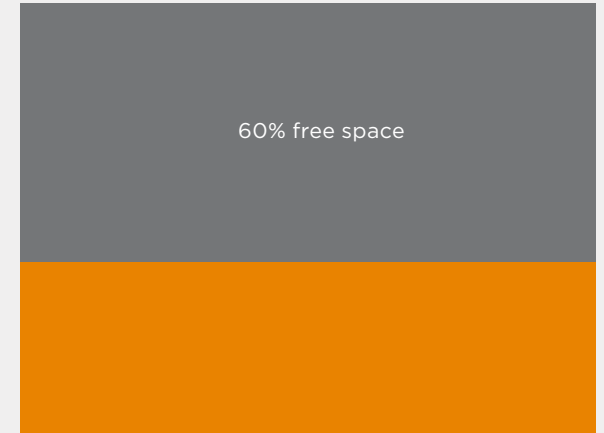


Exhibit Architecture

DESIGN VOCABULARY

A clean, sophisticated and streamlined look with rectangular shapes and defined edges.

STRUCTURE AND CONSTRUCTION

Exhibit elements and structure should support a grid-like floor plan that creates a systematic and organized layout with clear axes to allow unobstructed traffic flow and easy navigation for visitors. This also makes the elements more adaptable to different space sizes and configurations.

RECOGNITION AND SCALABILITY

The use of a defined architecture, structural elements and consistent space layouts is also part of the brand's identity – creating a familiar and consistent environment across all TE exhibits and events.



Booth Design Logo

THE TAB LOGO Primary

The preferred appearance is the tab logo, which should be used in all physical environments and applications.

The logo may be produced in:

- 3D
- 2D
- Illuminated
- Non-illuminated
- Backlit

It is recommended to create the logo display unit at a large size for maximum and long range visibility.

THE LOCK UP LOGO Secondary

The white lockup logo, which omits the tab, should be used in the rare circumstance where use of the tab is impossible and in cases where there is need to dial up orange for visual impact, particularly for a Brand Wall, Information Desk, etc.

Note:

It's required to use the logo as developed, without making any changes to dimensions. Follow all logo guidelines as per the [Brand Guidelines](#).



Booth Design Tagline

The tagline EVERY CONNECTION COUNTS is an important element of our visual branding, the tagline should always have a consistent, specific appearance.

APPEARANCE

The tagline can appear in only two formats: horizontal and vertical/stacked. Use the version that is most appropriate for any given design or layout.

Always use upper case and do not add a period at the end. Please use the tagline only in English, do not translate.

In a color application the use of TE orange is preferred; however, TE dark gray and white (reversed) are also acceptable. Use of black or any other color for the tagline is not permitted.

The tagline may be produced in:

- 3D
- 2D
- Illuminated
- Non-illuminated
- Backlit



Tagline Typeface
Gotham Black

Note:

For tagline spacing specifications please refer to the [Brand Guidelines](#).

HORIZONTAL VERSION

EVERY CONNECTION COUNTS

VERTICAL

**EVERY
CONNECTION
COUNTS**



Booth Design

Brand Wall

The orange brand wall can be used as a striking way to communicate brand identity. It features the logo and tagline. It is used as a back wall behind other exhibit elements, or to fill up unused spaces on other structures.

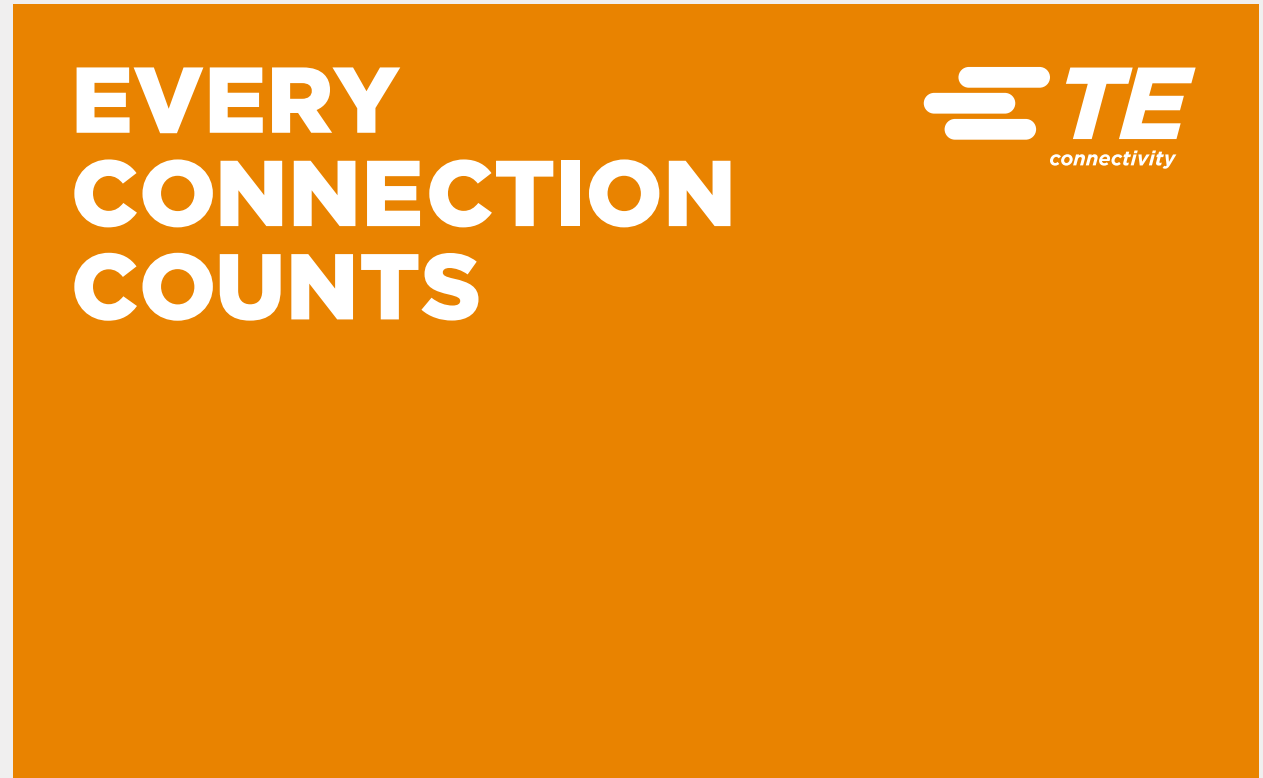
The tagline should be used correctly to ensure a consistent brand identity following these principles:

1. Tagline is left-justified
2. Tagline in Gotham Black, ALL CAPS
3. Text is left-justified
4. Logo is aligned with the first line of text
5. There must be adequate clear space between logo and tagline.

Wall sizes may vary. Tagline and logo should be adjusted accordingly and proportionately.

The tagline and logo may be produced in:

- 3D
- 2D
- Illuminated
- Non-illuminated
- Backlit



Booth Design Graphics

Booth graphics are designated to meet a broad range of needs from Center Marketing brand messaging to specific business unit needs. All imagery or half-tone are not permitted.

BRAND LEVEL

Corporate-level branding is typically driven and implemented by TE's Center Marketing department. It delivers TE brand messages, including mission and business practices, with a strong focus on collaboration, harsh environments, sustainability and high-level innovation.

INDUSTRY, TREND OR APPLICATION

These graphics are used by individual business units to tell business unit/segment stories (e.g., Automotive) or communicate specific messages about trends (e.g., IoT, LED lighting), applications or specific products. Graphics should be created from a mix of:

- Relevant full-color photography
- A clear, attention-grabbing headline
- Explanatory text

Note

Please follow the [Brand Guidelines](#) (see Typography) for all typography used within a TE booth.



Displays

“What’s Inside” Wall

This structure is a two-sided, modular wall created from an outer frame that holds a series of easily changeable graphic panels. The side facing out of the space is typically behind reception and/or facing the heaviest traffic flow, making it one of the first things visitors see. Its purpose is to reinforce brand identity, attract attention and to let potential visitors know what business segments and or applications are being exhibited within the space. It is typically created from a mix of segment/application names and related photography.

The wall’s inner side – facing the interior of the booth – can be used for a variety of purposes including helping deliver TE corporate messages such as mission, collaboration or the full range of business segments TE serves.

Sophistication and simplicity are key for all designs.



Displays

Hero Displays

Like transparent exhibits (see next page), hero displays can take many forms. Their purpose is fourfold:

1. To reinforce brand identity
2. To attract attention
3. To communicate what applications are featured within the space
4. To highlight a star product of products within that application, showing it in a 3D potential usage situation

As a result they are typically placed on the periphery of the space to be visible to passersbys.

The examples shown are constructed from a common base and back wall that can be repurposed with the 3D product and backwall graphics.

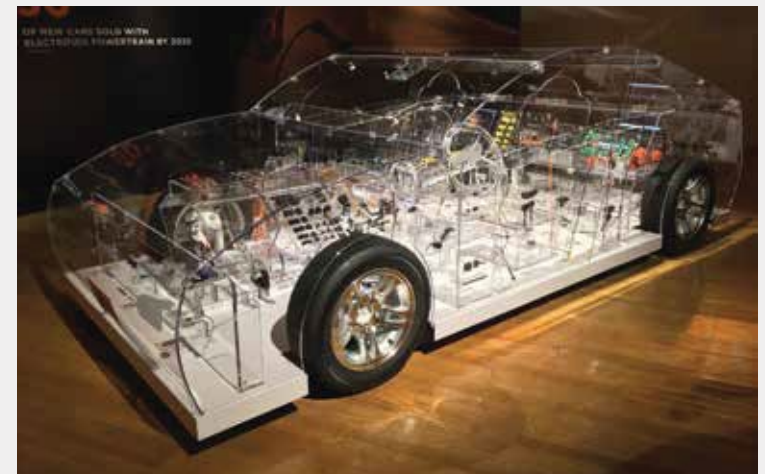


Displays

Transparent Exhibits

Like hero displays (previous page) transparent exhibits can be the star attraction of an exhibit. Like heroes, they should be application focused and their purpose is to attract attention, build interest and clearly telegraph to targeted audiences.

This makes them a perfect setup for the other applications and product stories in the space - offering a natural segue for salespeople to show visitors more.



Displays

Product Walls

Product walls are used to feature a mix of actual products, market trends driving product development, product information and appropriate images that help show the products in context. Walls are typically focused on a specific application such as indoor lighting. Overall, their purpose is to tell the story of how TE products are helping create real world solutions within a specific application – using only the most popular or newest products as examples.

Smaller products can be mounted on panels. Larger ones can be displayed on shelves. As a percentage of the wall space, products should take up approximately 40% to prevent overcrowding, while graphics and/or blank panels take up the other 60%. Products should typically be labeled for easy identification and should mostly be shown on the third row from the ground for closer to eye-level viewing.

The temptation to overcrowd the wall with products and/or messaging should be avoided. Walls should feel uncluttered and approachable and highlight only the most applicable products, not entire lines.



Displays

Product Walls

Modularity

Product walls should be modular in two ways. First, so that they can be placed in line with one another to create a larger wall, and/or back to back to create a two-sided exhibit.

Second, each wall should be created from a plain base and back wall that can be “dressed” with different application headers and product and graphic panels. This makes repurposing the same structure for a different application and/or mix of products and stories easy and cost-effective.

This image shows some of the different types of panels that can be used to dress the structure – as well as how walls can be used back to back.



Displays

Innovation Towers

Innovation towers are two-sided and typically dedicated to a specific business segment or application. Each monolith should feature the segment/application name, a related image or images and a few actual “star” products (in the cutaway space) that represent the best of TE’s solutions for that segment/application.

Monoliths are typically placed on the outer edges of the exhibit space or within a specific segment or application area. When used on the outer edge, their purpose is to create a dramatic attraction and clearly communicate to passersby what applications are being addressed within the exhibit. Used inside the exhibit, their purpose is to help people navigate the space and serve as “greeters” to the areas of interest to them.



Media

Media may be used in the form of:

1. Large landscape digital screens
2. Wall-mount monitors
3. Freestanding monitors
4. Tablet integrated in product displays
5. Interactive product displays



Furniture

The size, shape, and style of furniture should be complementary to the overall booth design. Final selection should be determined based on the needs of the space as well as regional design preferences.

Seating areas should be strategic – serving a specific need – such as space for casual one-on-one sales conversations, more formal meetings or seating for theatrical presentations. It is important that furniture not interfere with booth flow or with creating an open and inviting space. Furniture should always be arranged in a purposeful way to help support the visitor journey and sales process.

Furniture should also be comfortable, high quality and convey a modern simplicity. Colors should come from the brand palette. Simple black/gray couches, white or black tables, chairs and ottomans with a touch of orange, but without extravagant designs or detailing are preferred.



FURNITURE COLOR



03 PARTNERING WITH AN EXHIBIT AGENCY

Partnering with an Exhibit Agency

The following are approved and preferred agencies. Please work with Indirect Procurement in your region and use their eRFQ process to start working on a tradeshow project.

NORTH AMERICA

Art Guild, Inc | Ryan Thiele
rthiele@artguildinc.com

Exhibits by Promocentre | Jackie Stitt
JStitt@ExhibitsByPromo.com

EMEA

Art Guild, Inc | Ryan Thiele
rthiele@artguildinc.com

Loske GmbH | Mario Loske
m.loske@loske-muenchen.de

VRPE | Annette Jenzsch
a.jenzsch@vrpe.de

JAPAN

Fujiya Co., Ltd. | Akane Furuya
a-furuya@fijiya-net.co.jp

Artfreak Co., Ltd. | Ayaka Sunada
asunada@artfreak.co.jp

Kogeisha Co., Ltd. | Satoshi Takeuchi
s-takeshi@kogeisha.co.jp

CHINA

Info coming soon

Working with the Experts

TE prefers to engage with exhibit consultants and agencies who can provide extraordinary services and resources to make the show or event experience exceptional. These consultants provide smart and innovative, recommendations for spatial design.

They have the ability to provide scalable solutions for all kinds of spaces and create custom solutions. Their services include full show administration, custom design and fabrication, exhibit rental options, exhibit transportation and storage.

It is highly recommended to engage with the agency early in the planning stage. It will be the planning team's responsibility to provide the agency access to these guidelines and the **Brand Guidelines**.

Marketing Support and Approval

In both regional shows and global shows, the Business Unit or the Center Marketing teams are available to guide all aspects of the brand. All booth design planning should be coordinated with the Business Unit or the Center Marketing teams starting at the earliest planning stages and all designs must be approved before being implemented.

If you have any questions, contact the **Global Brand** team.
 TE users can **submit a request** online on myTE.

SPATIAL GUIDELINES

FACILITY SIGNAGE

EVERY CONNECTION COUNTS



01 SIGNAGE PHILOSOPHY

Signage Philosophy

Physical environments play an important role in the day-to-day brand experience of our TE employees, and make a key contribution to brand perception for those customers and partners who visit TE spaces.

Consistent, highly recognizable spatial experiences are an essential part of the TE Connectivity brand. Typically, the most visible and first noticed element of any spatial experience is signage.

We put signs at our sites and buildings to:

- Identify TE Connectivity as the occupant of a facility
- Provide direction to visitors, whether they be customers, suppliers, delivery rooms, local officials, etc.
- Present the TE brand with quality and consistency to whomever views the signage and facility
- Satisfy certain local legal, municipality, or governmental requirements.

In order to contain costs we will:

- Reduce the number of signs where possible.
- Re-use appropriate existing structures that are in good condition.
- Minimize duplicative signage - example: building mounted and monument signs viewable from the same vantage point.
- Provide a consistent corporate identity while minimizing the cost of maintenance and management

02 SIGNAGE ELEMENTS

Logo

The strongest protection we can give our logo is to use it consistently and correctly. Variations in use can eventually cause confusion, loss of recognition in the public arena and subsequent loss of our legal trademark protection.

Always use approved master artwork for our tab —do not re-create it yourself.

THE LOCKUP LOGO

The lockup logo falls under the secondary category, and is designed to allow the best possible use of the logo in specialized media where the TE tab logo cannot be reproduced as is.

Examples: frosted glass decals, extruded lettering, and stand-alone metal letters.

CLEAR SPACE

Exterior Clear Space

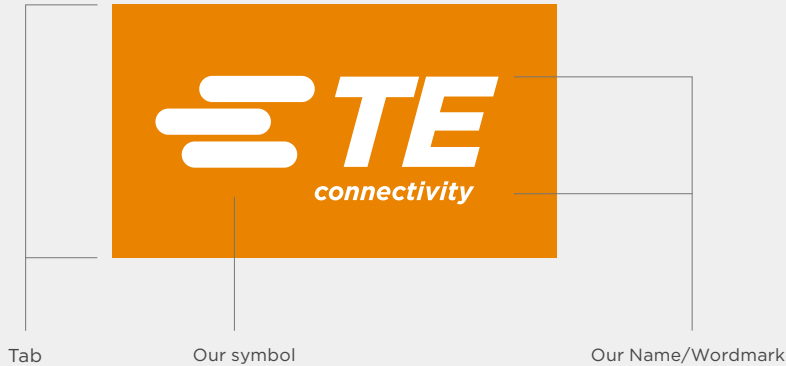
The exterior clear space is defined as X on all sides, with X being 1/2 the width of a hash mark in the logo. The exterior clear space should be increased when possible.

Interior Clear Space

The interior clear space is defined as X on the right and bottom, 1.25X on the top and .75X on the left.

The versions of the logo which omit the tab use these measurements for their exterior clear space.

THE TE TAB



THE LOCKUP LOGO Secondary



EXTERIOR CLEAR SPACE



INTERIOR CLEAR SPACE



Minimum clear space around the TE logo is 1x - half the height of the "T" in the TE Connectivity wordmark.



Logo with Address

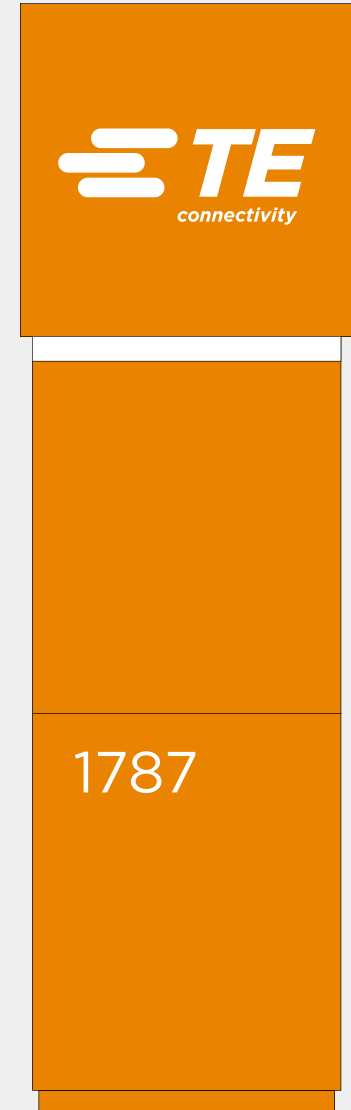
It is preferred to have the logo signage stand alone. There are situations where the street address must be included in the signage at the street. If the street address must be used on the same panel as the logo, it must be below the logo, left justified and beyond the minimum clear space.

It should be limited to only the address number. If additional information is required, it should be accomplished below the logo-containing panel.

Gotham Book is to be used as secondary text, e.g. the address details on signage.



First number is positioned to start in alignment with the left edge of the middle symbol bar.



Typography and Color

TYPOGRAPHY

Gotham's letterforms are derived from the urban environment of the early part of the 20th century. Its roots are the mechanical drafting, signage and display typography of that era, but Gotham is unique in this modern version with the addition of various weights, lowercase letters and a generous x-height that allows it to be typeset and extremely reliable at small point sizes.

GOTHAM BLACK BOOK

Gotham Black is used as the primary branding font for all signages.

Gotham Book is to be used as secondary text, e.g. the address details on signage.

COLOR

Main identity signage executions are **Orange Pantone 144** with white lettering. Directional signage executions are **Pantone Cool Gray 11** with white lettering.



Orange Pantone 144

3M Kumquat Orange, 3630-74
Akzo Nobel SIGN3061
SEMI-GLOSS



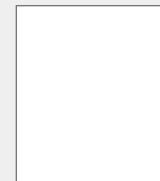
Silver

3M 3630-120 applied with an opaque backer
Akzo Nobel SIGN91154
SEMI-GLOSS
"Brushed Aluminum"



Pantone Cool Gray 11

Akzo Nobel SIGN3061
SEMI-GLOSS



White

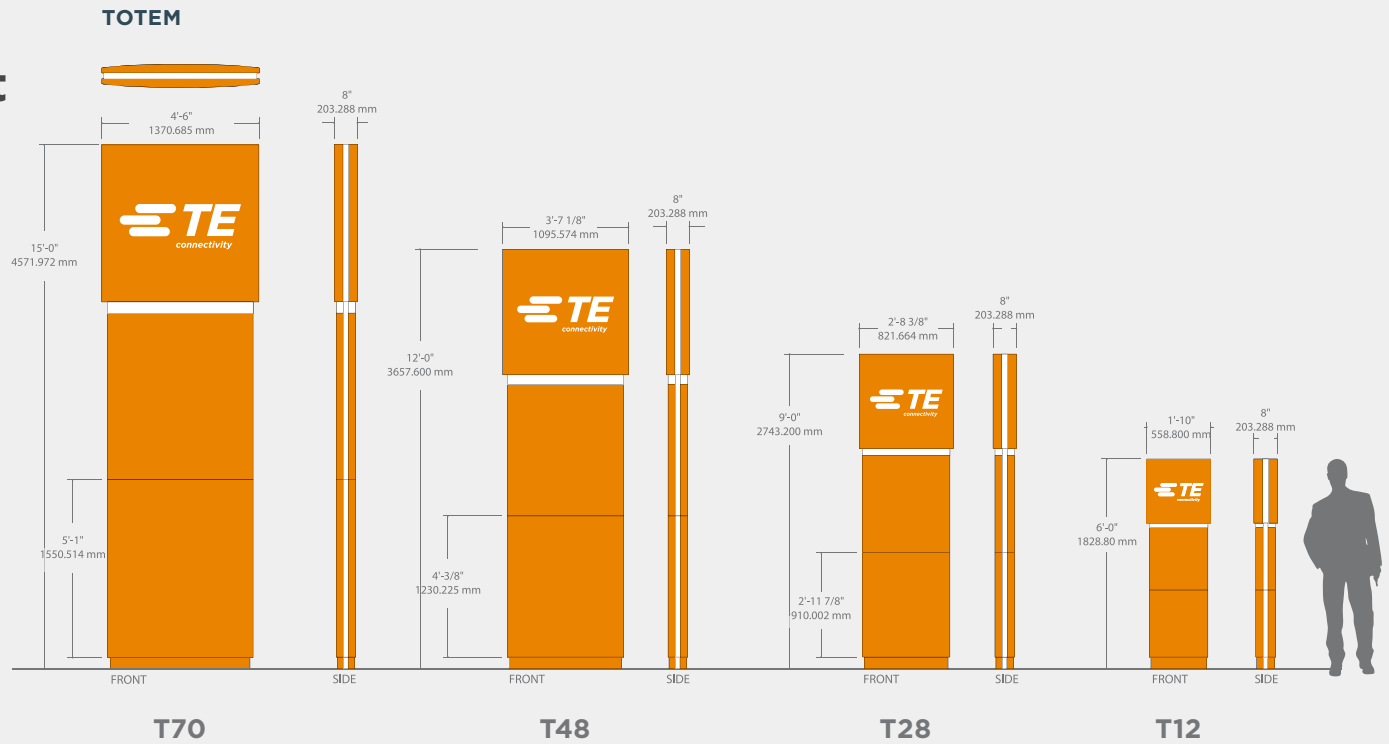
3M 50-10
Akzo Nobel SIGN0704
SEMI-GLOSS

03 EXTERIOR SIGNAGE

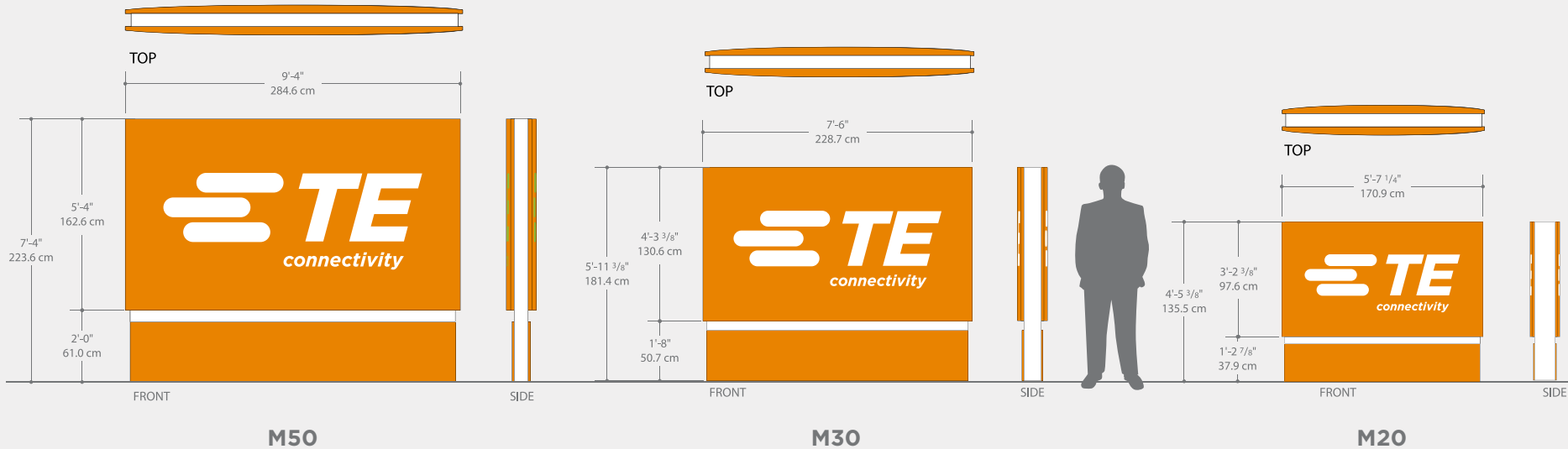
Totem and Monument

CONSTRUCTION NOTES

1. Push-thru acrylic graphics with digital print or vinyl on first surface
2. Double or single sided graphics
3. Painted 0.90 aluminum
4. Optional animated horizontal LED accent lighting
5. Double sided illumination



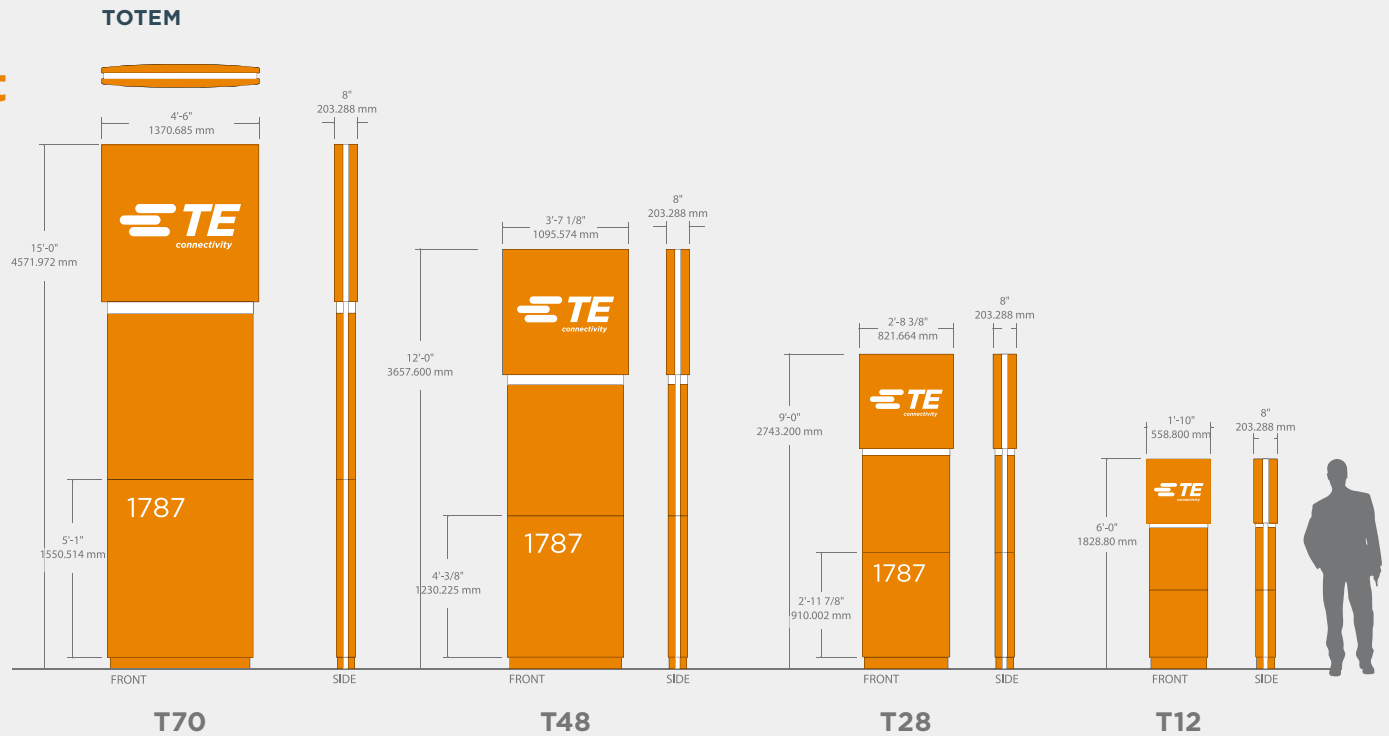
MONUMENTS



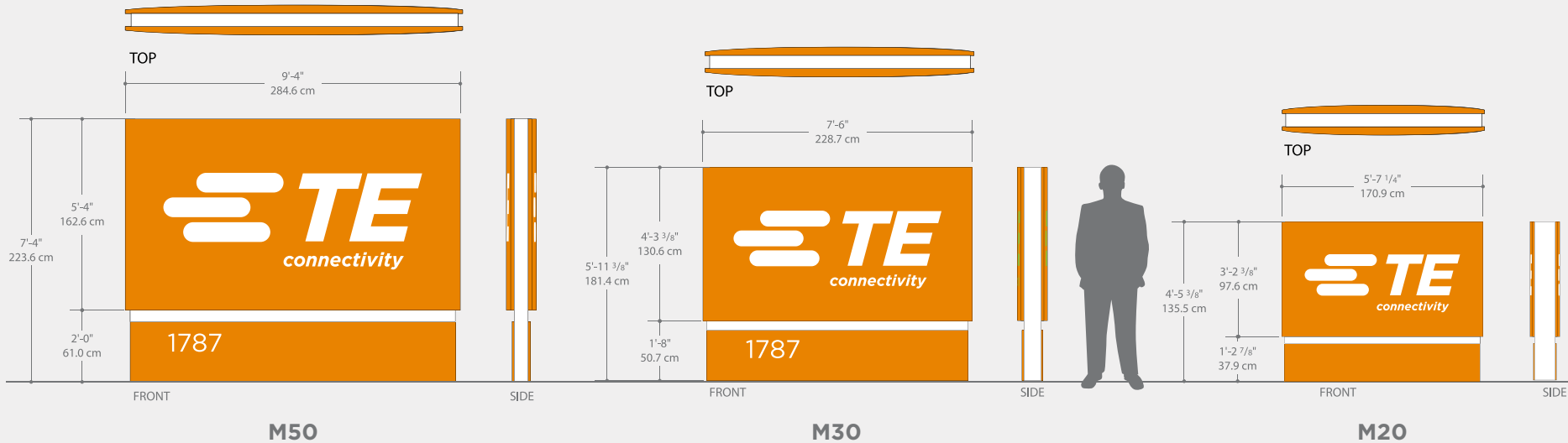
Totem and Monument with Address

CONSTRUCTION NOTES

1. Push thru acrylic graphics with digital print or vinyl on first surface
2. Double or single sided graphics
3. Painted .090 aluminum
4. Optional animated horizontal LED accent lighting
5. Double sided illumination
6. Address line font "Gotham Book" 3M White



MONUMENTS



Post and Panel, Wall Sign

CONSTRUCTION NOTES

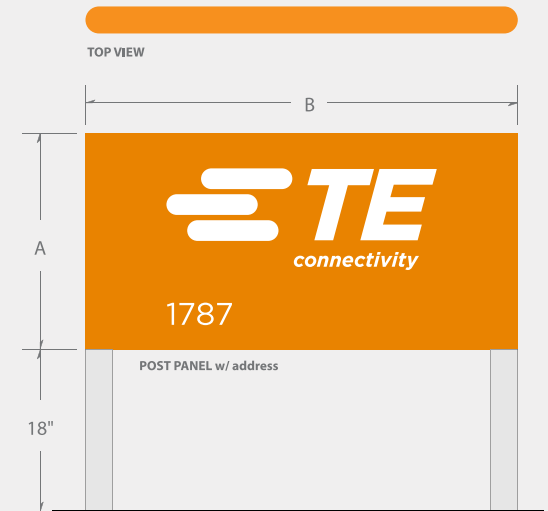
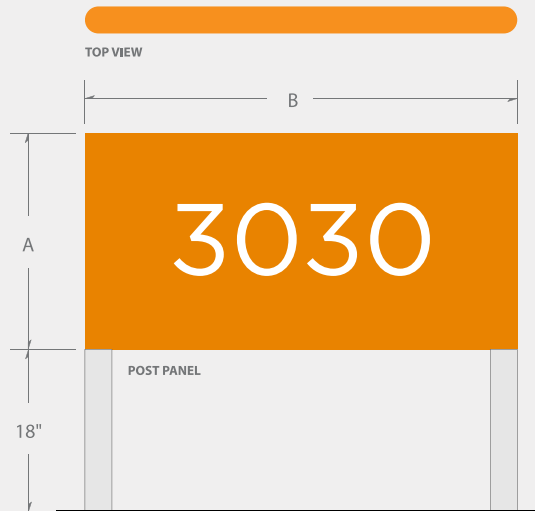
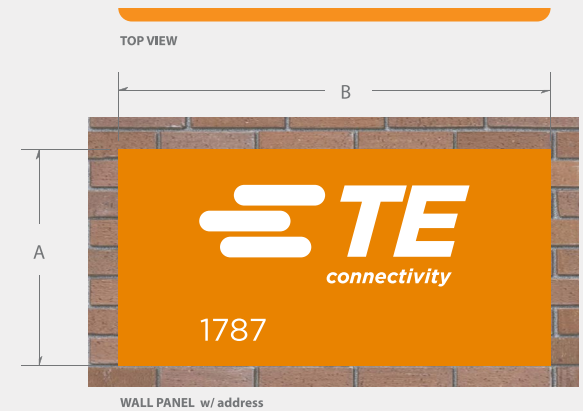
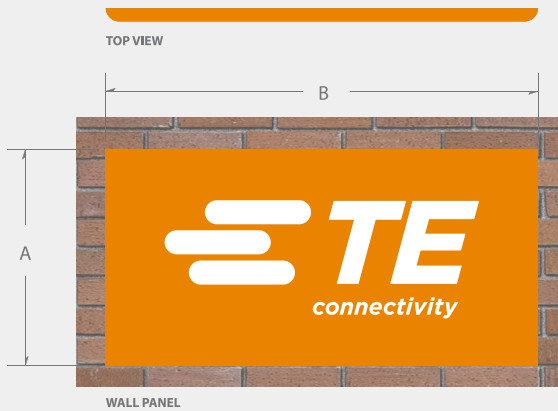
1. Vinyl graphics with digital print
2. Painted .090 aluminum
3. Wall mounted
4. Post mounted
5. Address line font "Gotham Book" 3M White
6. Paint poles either white or silver, based on existing signage

WALL

SIGN CODE	Recommended Dimensions		
	A	B	depth
WP-2448	24" (600mm)	48" (1200mm)	1.5" (38mm)
WP-3060	30" (760mm)	60" (1600mm)	1.5" (38mm)
WP-3672	36" (900mm)	72" (1800mm)	1.5" (38mm)
WP-4284	42" (1060mm)	84" (2100mm)	2" (50mm)
WP-4896	48" (1220mm)	96" (2440mm)	2" (50mm)

POST

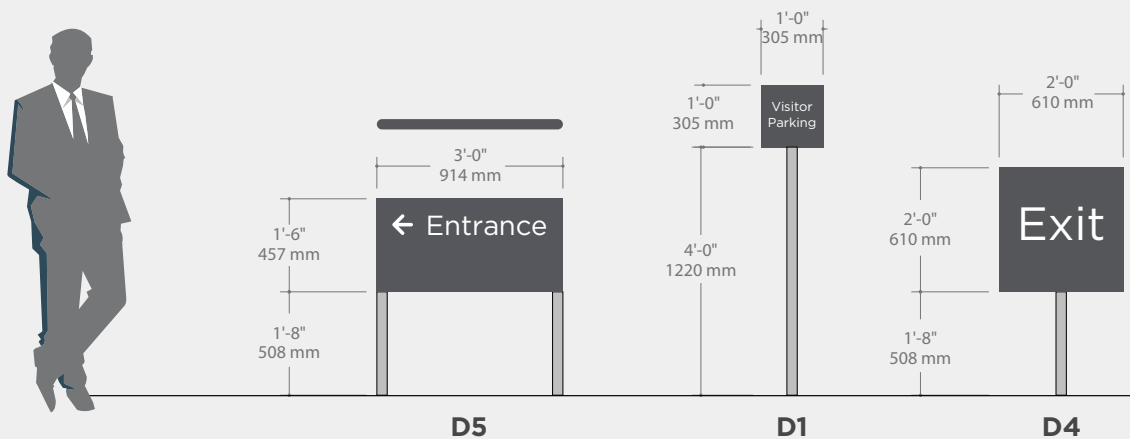
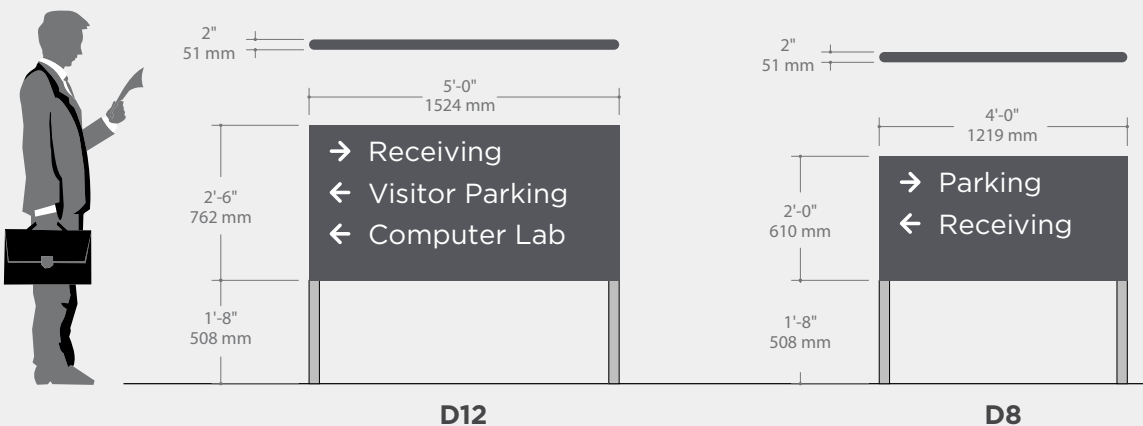
SIGN CODE	Recommended Dimensions		
	A	B	depth
PP-2448	24" (600mm)	48" (1200mm)	3" (76mm)
PP-3060	30" (760mm)	60" (1600mm)	3" (76 mm)
PP-3672	36" (900mm)	72" (1800mm)	4" (102mm)
PP-4284	42" (1060mm)	84" (2100mm)	4" (102mm)
PP-4896	48" (1220mm)	96" (2440mm)	4" (102mm)



Directionals

CONSTRUCTION NOTES

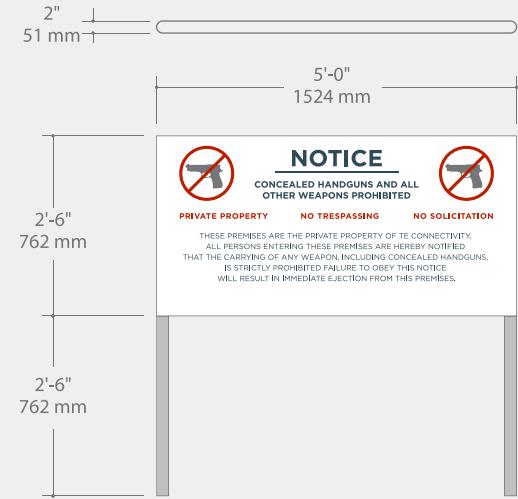
1. Vinyl graphics with digital print
2. Painted aluminum
3. Post mounted
4. TE logo will not be used in secondary signage
5. Paint poles either white or silver, based on existing signage
6. Pantone Cool Gray 11 base with lettering set in "Gotham Book" font 3M 50-10 White



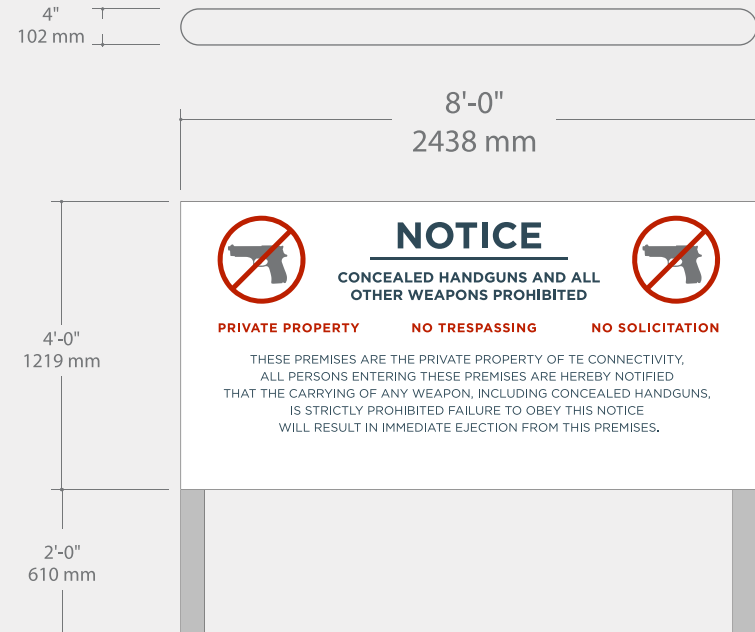
Notice Signs

CONSTRUCTION NOTES

1. Vinyl graphics
2. Painted aluminum
3. Post mounted
5. TE Logo will not be used in secondary signage
6. Paint poles either white or silver, based on existing signage



D12-N



PP-4896-N

Flag

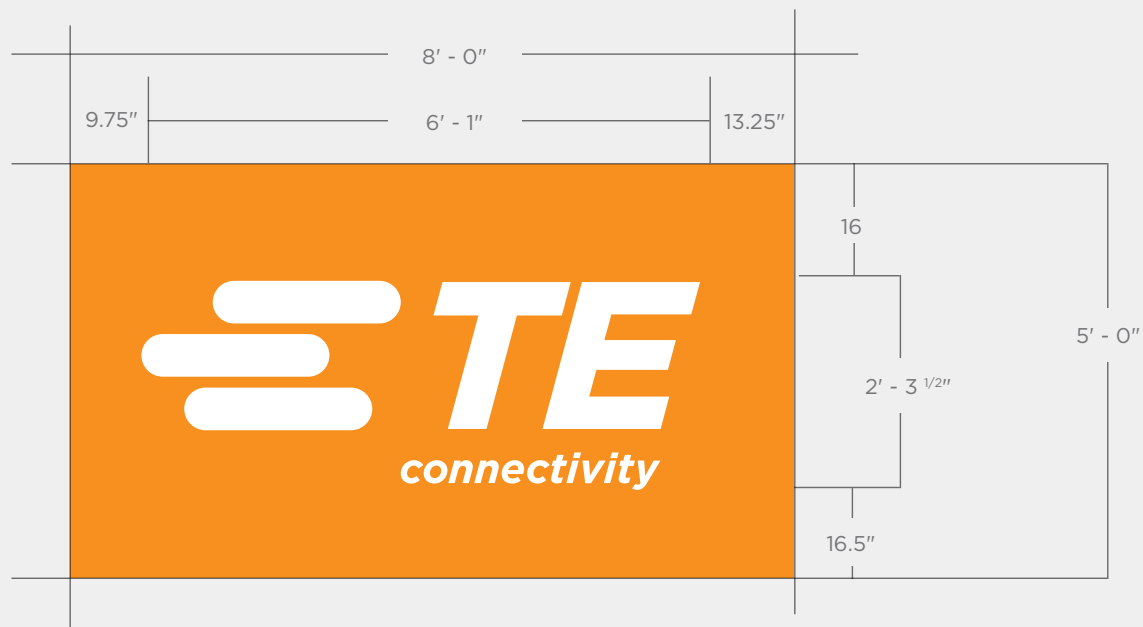
DIMENSIONS

5 foot tall x 8 foot wide

MATERIAL

Custom Denier 200 Nylon Flags
Canvas header, grommets

Note: Nylon material includes UV inhibitors and is screen-printed with NAZDAR and manufactured with UV Inks. All hems are sewn, canvas header sewn onto nylon material.



04 INTERIOR SIGNAGE

Reception Identity

OPTION 1

NON-ILLUMINATED
FULL COLOR

CONSTRUCTION NOTES

1. Digital print / Vinyl graphics
2. Acrylic Letters

OPTION 1



Front View



Side View

Dimensions			
SIGN CODE	"T"	A	B
RIP-4-IN-BAFC	4" (100mm)	9 1/2" (241mm)	19 1/8" (486mm)
RIP-6-IN-BAFC	6" (150mm)	14 1/4" (362mm)	28 3/4" (730mm)
RIP-8-IN-BAFC	8" (200 mm)	19" (483mm)	38 3/8" (975mm)
RIP-10-IN-BAFC	10" (254mm)	23 3/4" (603mm)	47 7/8" (1216mm)
RIP-12-IN-BAFC	12" (304mm)	28 3/8" (721mm)	57 3/8" (1456mm)

OPTION 2

NON-ILLUMINATED
BRUSHED / POLISHED ALUMINUM

CONSTRUCTION NOTES

1. Aluminium letters
2. All letter returns painted silver
3. All face finishes should be the same on lettering and wordmarks (all brushed or all polished)

OPTION 2



Front View

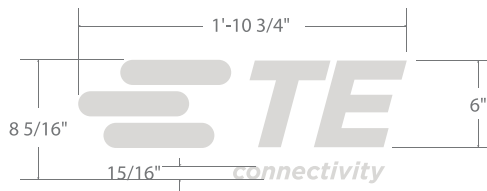


Side View

Dimensions			
SIGN CODE	"T"	A	B
RIP-4-IN-BA	4" (100mm)	9 1/2" (241mm)	19 1/8" (486mm)
RIP-6-IN-BA	6" (150mm)	14 1/4" (362mm)	28 3/4" (730mm)
RIP-8-IN-BA	8" (200 mm)	19" (483mm)	38 3/8" (975mm)
RIP-10-IN-BA	10" (254mm)	23 3/4" (603mm)	47 7/8" (1216mm)
RIP-12-IN-BA	12" (304mm)	28 3/8" (721mm)	57 3/8" (1456mm)

Door Window Vinyl

PERMANENTLY INSTALLED



TYPE P1

- 1. Solid - White 3M

TYPE P2

- 1. Dusted crystal vinyl logo
- 2. Dusted crystal vinyl
Translucent - 3M 7725SE-314

TYPE P3

- 1. Dusted crystal vinyl privacy panel with logo window
- 2. Dusted crystal vinyl
Translucent - 3M 7725SE-314

TYPE P4

- 1. Dusted crystal vinyl logo with double-door safety strip
- 2. Dusted crystal vinyl
Translucent - 3M 7725SE-314



6in
152.5mm

5ft-0in
1524mm



6ft-0in
1829mm



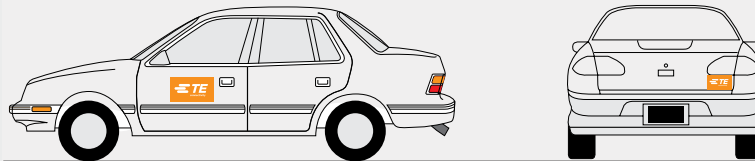
05 VEHICLE/FLEET BRANDING

Vehicle/Fleet Branding

The vehicle examples shown on the following pages demonstrate the design intent for the TE fleet system. They are not meant to be final designs, but to give direction on how to apply our visual elements to vehicles.

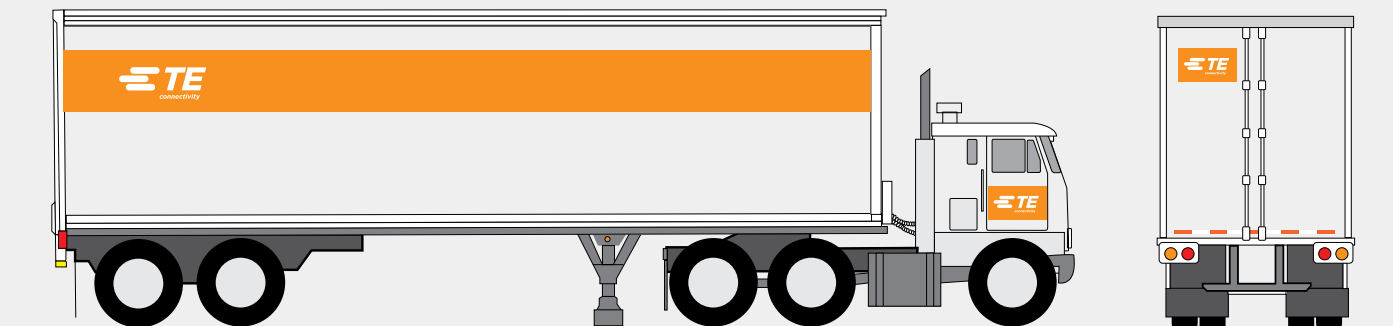
The sizes shown are for demonstration purposes only. The final size of the TE tab or TE logo lockup will depend on vehicle size and color.

For vehicles with a wide horizontal platform, it is recommended that the TE tab be extended the length of the vehicle, as shown below. Rear logo placement should be determined by style of vehicle.



The TE logo tab repeats on both sides of the vehicle.

If the vehicle has four doors, the signature appears on only the two front doors.



Additional Resources

For all brand questions, please send inquiries to the **Global Brand** team.

TE USERS

[Submit a Request Online](#)

EXTERNAL TO TE

brand@te.com

THIRD PARTY USE PERMISSION

TE Internal

[Use Permission Request](#)

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BRANDFOLDER

[Brand Assets](#)

MARKETING HANGOUT

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MEDIA AND PR GUIDELINES

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SPATIAL GUIDELINES

[Download](#)

M&A FRAMEWORK

TE Internal

[Download](#)