



BRAND GUIDELINES

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INTRODUCTION

As a global leader in the design, manufacture and supply of wire and cable products, Superior Essex has built a reputation as the company that delivers innovation to help our customers achieve their goals. Our well-respected brand is our most valuable asset. It embodies all that we stand for, conveys the beliefs and principles upon which we operate and serves as our introduction.

As we continue to communicate with a variety of audiences, from customers to shareholders, suppliers to partners, consistent use of these brand guidelines reinforces our corporate image.

Our corporate brand goes beyond corporate structure. Beyond products. Even beyond services. It's about how we come together. About how we're viewed by the world. And to consistently protect it, we've created these guidelines.

Welcome to Superior Essex.

A handwritten signature in black ink, appearing to read 'Daniel Choi', with a stylized, cursive script.

Daniel Choi
Chief Executive Officer

01

CORPORATE IDENTITY

SUPERIOR ESSEX ICON

The Superior Essex icon is the single visual element that appears in every version and iteration of the company's branding. The logos of Superior Essex, Essex and Essex Brownell all feature this central icon.

The Superior Essex icon features three curves representing the flanges of a wire/cable reel. The color of the curves is determined by the background on which the logo is placed. The curves should always be represented as the background color.

The icon should never be used alone as the sole graphic representation of the brand. The icon can be used as a sole graphic element if used as a background.

Do not recreate the Superior Essex icon.

Download the icon at superioressex.com/branding or contact corporatemarketing@spsx.com.

See **OFFICIAL COLORS** on page 12.



LOGO

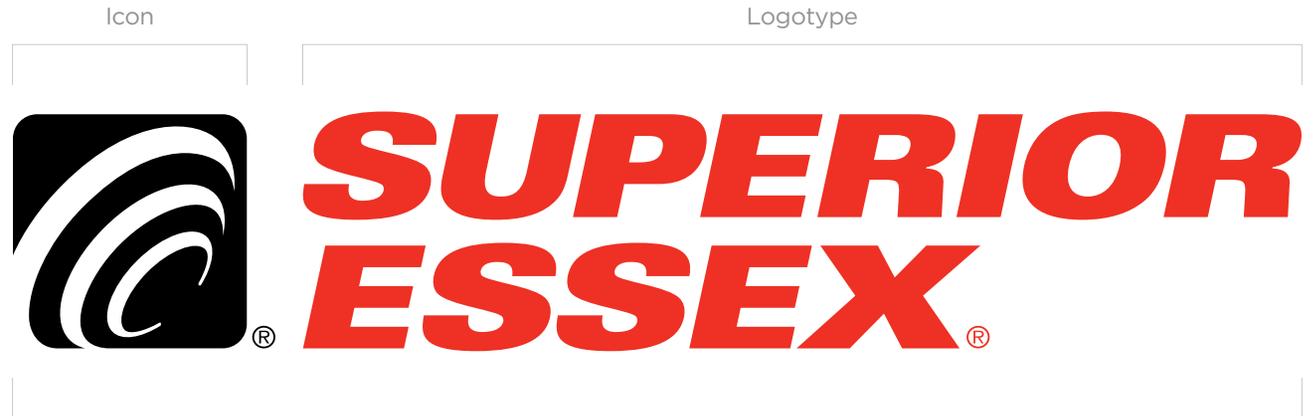
SUPERIOR ESSEX

The Superior Essex logo contains two components: the Superior Essex icon and logotype.

The Superior Essex icon and logotype are registered trademarks and should include the registration ® symbol on the bottom right corner of each.

Do not recreate the Superior Essex logo.

Download the logo at
superioressex.com/branding
or contact
corporatemarketing@spsx.com.



Logo

LOGO USAGE

SUPERIOR ESSEX

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

COLOR OPTIONS

1. 2-color
2. 2-color reverse
3. 1-color reverse
4. 1-color black
5. 1-color red
6. 1-color gray

See **OFFICIAL COLORS** on page 12.

Do not recreate the Superior Essex logo.

Download the logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

The contrast between the elements of the Superior Essex logo and background should be maintained in all applications to protect the integrity of the brand.



 **SUPERIOR ESSEX**] 0.15 inch (3.8 mm)

Minimum Size

LOGO

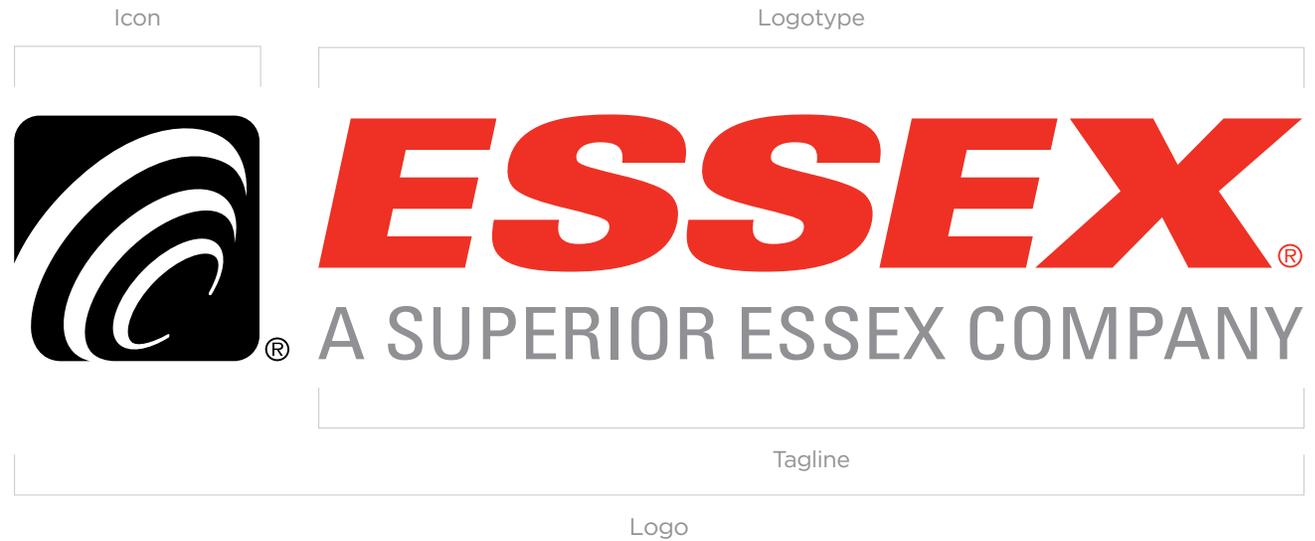
ESSEX

The Essex logo includes three components: the Superior Essex icon, Essex logotype and secondary logotype.

The Essex icon and logotype are registered trademarks and should include the registration ® symbol on the bottom right corner of each.

Do not recreate the Essex logo.

Download the logo at
superioressex.com/branding
or contact
corporatemarketing@spsx.com.



LOGO USAGE

ESSEX

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

COLOR OPTIONS

1. 2-color
2. 2-color reverse
3. 1-color reverse
4. 1-color black
5. 1-color red
6. 1-color gray

See **OFFICIAL COLORS** on page 12.

Do not recreate the Essex logo.

Download the logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

The contrast between the elements of the Superior Essex logo and background should be maintained in all applications to protect the integrity of the brand.



 **ESSEX**] 0.15 inch (3.8 mm)

Minimum Size

LOGO

ESSEX BROWNELL

The Essex Brownell logo includes three components: the Superior Essex icon, Essex Brownell logotype and secondary logotype.

The Superior Essex icon is a registered trademark and should include the registration ® symbol on the bottom right corner.

Do not recreate the Essex Brownell logo.

Download the logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

Icon



Logotype

ESSEX
BROWNELL
A SUPERIOR ESSEX BUSINESS

Tagline

Logo

LOGO USAGE

ESSEX BROWNELL

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

COLOR OPTIONS

1. 2-color
2. 2-color reverse
3. 1-color reverse
4. 1-color black
5. 1-color red
6. 1-color gray

See **OFFICIAL COLORS** on page 12.

Do not recreate the Essex Brownell logo.

Download the logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

The contrast between the elements of the Superior Essex logo and background should be maintained in all applications to protect the integrity of the brand.



 0.15 inch (3.8 mm)

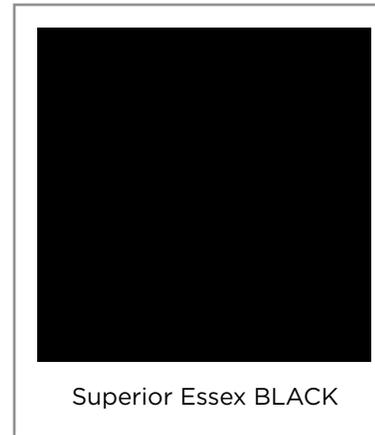
Minimum Size

OFFICIAL COLORS

Consistently applying this color palette to our logos maintains the integrity of our brand. Use this guide with vendors to ensure our corporate colors are reproduced precisely and correctly.



PANTONE 485 C
CMYK 0 95 100 0
RGB 238 49 36
#EE3124



PANTONE PROCESS BLACK C
CMYK 0 0 0 100
RGB 0 0 0
#000000



PANTONE COOL GRAY 9 C
CMYK 0 0 0 54
RGB 145 145 149
#919195

TYPOGRAPHY

CALIBRI

Primary typeface for:

- Emails and Signatures
- Business Forms
- Documents
- Presentations
- Stationery

It is important to consistently use the proper typeface to protect the integrity of our brand.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)

CALIBRI LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)

CALIBRI REGULAR

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)*

CALIBRI ITALIC

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)**

CALIBRI BOLD

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,.;:#!?)***

CALIBRI BOLD ITALIC

TYPOGRAPHY

GOTHAM

Primary typeface for:

- Advertisements
- Brochures/Flyers
- Tradeshow Graphics

When working with vendors to produce marketing materials, it is important to specify the correct typeface. It is important to consistently use the proper typeface to protect the integrity of our brand.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM NARROW LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM NARROW BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

GOTHAM NARROW MEDIUM

TYPOGRAPHY

WHITNEY

Primary typeface for:

- Catalogs
- Spec Sheets
- Line Cards

When working with vendors to produce printed materials, it is important to specify the correct typeface. It is important to consistently use the proper typeface to protect the integrity of our brand.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890\$%&(,;:#!?)

WHITNEY BOLD

USING THE NAMES OF SUPERIOR ESSEX

1. The name Superior Essex should not be used in the possessive('s) form except in instances where it otherwise would be grammatically awkward or when used in speech.
2. The name Superior Essex should not be used as a contraction. The same guidelines apply to all of our organization names.
3. The name Superior Essex should not be used as a verb or to create a play on words. The same guidelines apply to all of our organization names.

To use the Superior Essex name properly, position initial caps on both Superior and Essex. Never capitalize Superior Essex in any application.

The first instance of Superior Essex used in a document should include a registered trademark (®) after the word Essex.

Do not use the Superior Essex, Essex or Essex Brownell icon's or logo's in a line of text.

Do not refer to Superior Essex business unit names using acronyms which deteriorate our brand (i.e. "SPSX", "SXB", "SX", "SE").

These general guidelines apply when using the **Superior Essex, Essex** and **Essex Brownell** names and those of their business units.

1

CORRECT

Business solutions from Superior Essex solve problems for changing markets.

INCORRECT

Superior Essex's business solutions solve problems for changing markets.

2

CORRECT

Superior Essex is an industry leader.

INCORRECT

Superior Essex's an industry leader.

3

CORRECT

Get to the finish line with Superior Essex.

INCORRECT

Superior Essex to the finish line.

TAGLINE

All Superior Essex business units can use the corporate tagline. The E, Y, L and W are always capitalized. Everywhere You Live and Work® is a registered trademark and should end with a registration ® symbol.

The appropriate symbol should appear in superscript in the upper right-hand corner of a mark. If it is not practical or aesthetically pleasing to place it there, it should be dropped to the lower right-hand corner of the mark. A symbol should not be placed above, below, or to the left of a mark.

Place a superscripted registration symbol ® after the phrase, “Everywhere You Live and Work,” when it is first used in copy. The registration mark can be omitted when used on the cover or in a headline, provided there is at least one conspicuous use of the mark on the face of the writing.

Creation of a new tagline for a business unit requires consultation through Superior Essex Corporate Marketing and Legal teams. Contact corporatemarketing@spsx.com with your request.

NORMAL

Everywhere You Live and Work®

CAPITALIZED

EVERYWHERE YOU LIVE AND WORK®

02

STATIONERY

BUSINESS CARDS

SUPERIOR ESSEX

Size - 3.5" x 2.0"

Color - Black and Pantone 485 C

Text - Black (80%) and Pantone 485 C

Stock - 100 lb. Cover

TYPE SPECIFICATIONS

Employee Name - 8pt Gotham Bold

Employee Title - 7pt Gotham Narrow Book

Business Unit - 7pt Gotham Book

Business Name - 7pt Gotham Bold

Contact Info - 7pt Gotham Book

Website - 7pt Gotham Bold, Red

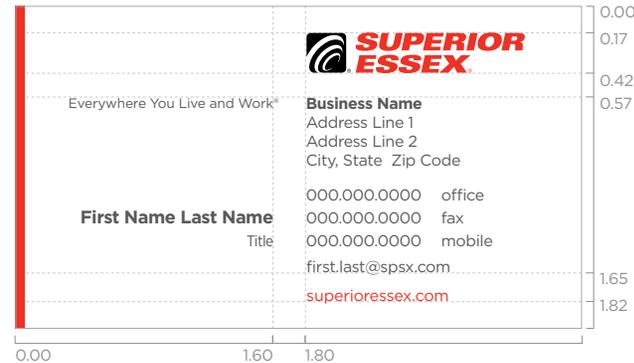
Tagline - 6pt Gotham Book

Always use the recommended text size found in the business card template.

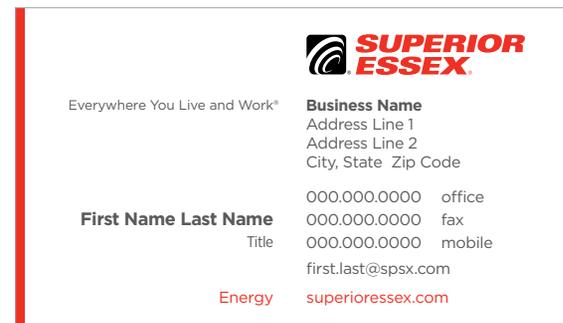
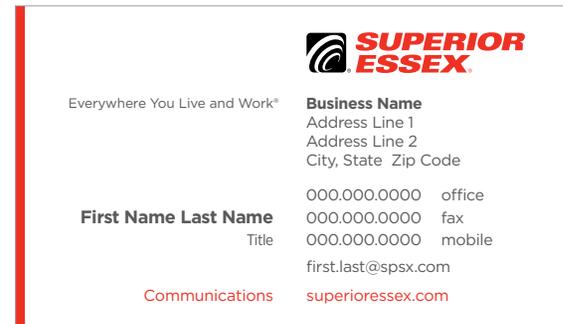
Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com for questions related to business cards.

FRONT



BACK



All measurements in inches. Artwork not to scale.

BUSINESS CARDS

ESSEX

Size - 3.5" x 2.0"
88.9mm x 50.8mm

Color - Black, Pantone 485 C and
Pantone Cool Gray 9 C

Text - Black (80%) and Pantone 485 C

Stock - 100 lb. Cover

TYPE SPECIFICATIONS

Employee Name - 8pt Gotham Bold

Employee Title - 7pt Gotham Narrow
Book

Business Unit - 7pt Gotham Book

Business Name - 7pt Gotham Bold

Contact Info - 7pt Gotham Book

Website - 7pt Gotham Bold, Red

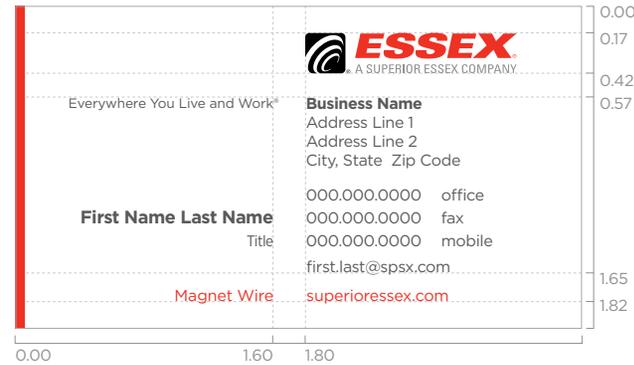
Tagline - 6pt Gotham Book

Always use the recommended text size
found in the business card template.

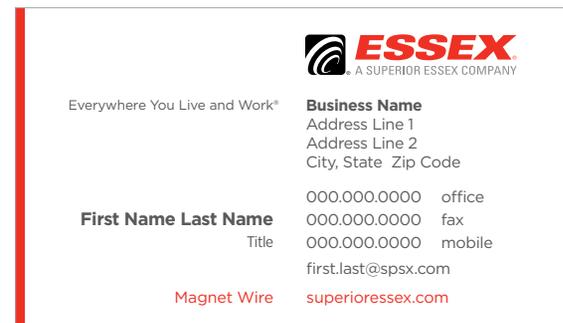
Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com
for questions related to business cards.

FRONT



BACK



All measurements in inches. Artwork not to scale.

BUSINESS CARDS

ESSEX BROWNELL

Size - 3.5" x 2.0"

Color - Black, Pantone 485 C and Pantone Cool Gray 9 C

Text - Black (80%) and Pantone 485 C

Stock - 100 lb. Cover

TYPE SPECIFICATIONS

Employee Name - 8pt Gotham Bold

Employee Title - 7pt Gotham Narrow Book

Business Unit - 7pt Gotham Book

Business Name - 7pt Gotham Bold

Contact Info - 7pt Gotham Book

Website - 7pt Gotham Bold, Red

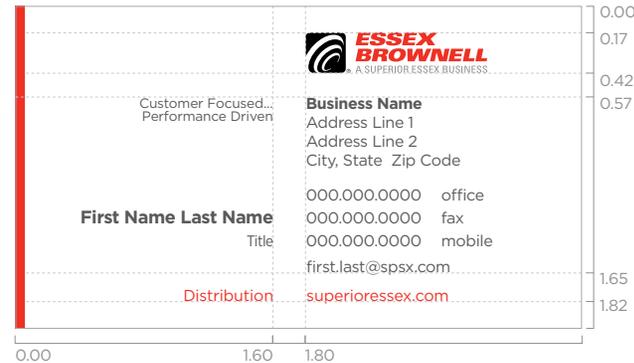
Tagline - 6pt Gotham Book

Always use the recommended text size found in the business card template.

Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com for questions related to business cards.

FRONT



All measurements in inches. Artwork not to scale.

BACK



LETTERHEADS

NORTH AMERICA BUSINESS UNITS

Size - 8.5" x 11.0"

Color - Pantone 485 C and Black

Stock - 60 lb. matte cover

TYPE SPECIFICATIONS

Preferred size for letterhead body text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of the Superior Essex logo.

The date and address are typed in the top third of the folded letterhead, leave one line space between the date and the address. Leave at least two line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

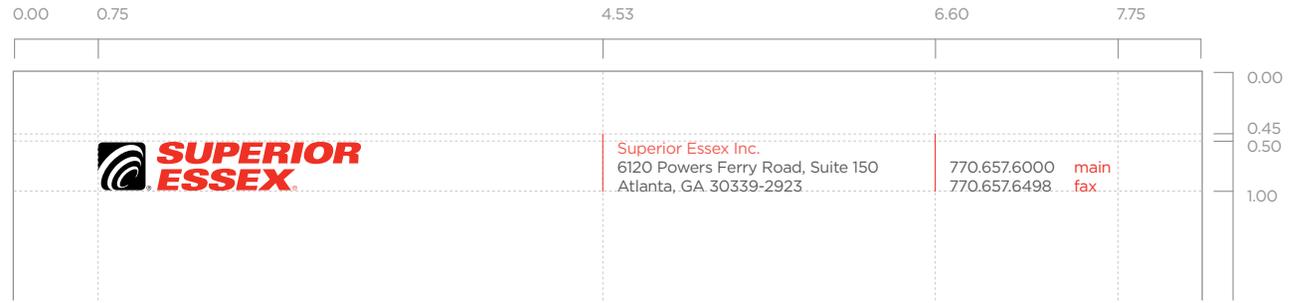
At the end of the letter, leave one line space above the complimentary close and three line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single-space any additional information.

These general guidelines apply to all **Superior Essex, Essex and Essex Brownell** letterhead files and those of their business units.

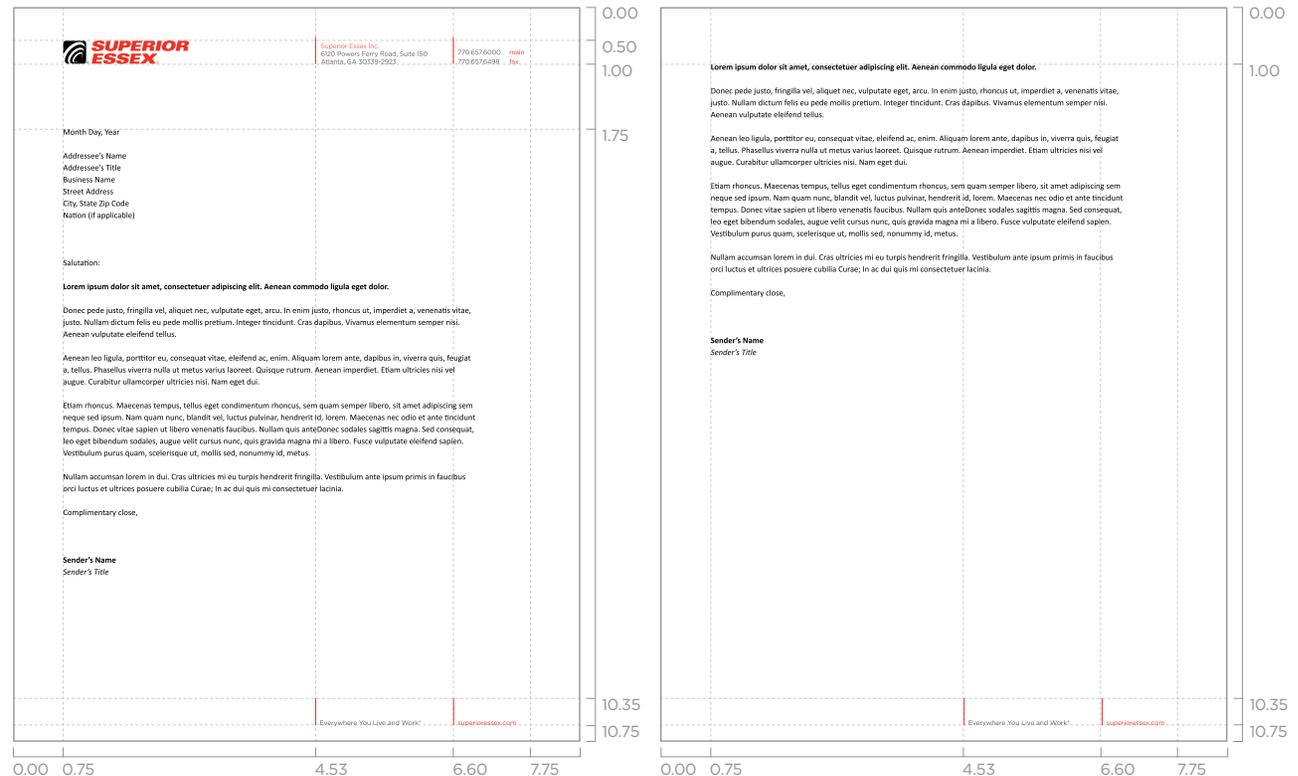
Do not recreate stationery artwork.

Download specific business unit letterhead templates on **MyNet** or contact **corporatemarketing@spsx.com**.

LETTERHEAD EXAMPLE



CONTINUATION PAGE



All measurements in inches. Artwork not to scale.

LETTERHEADS

ASIA PACIFIC AND EUROPE
BUSINESS UNITS

Size - 210mm x 297mm (A4)

Color - Pantone 485 C and Black

Stock - 60 lb. matte cover

TYPE SPECIFICATIONS

Preferred size for letterhead body text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of the Superior Essex logo.

The date and address are typed in the top third of the folded letterhead, leave one line space between the date and the address. Leave at least two line spaces between the address and the salutation and leave one line space between the salutation and the first line of the letter.

At the end of the letter, leave one line space above the complimentary close and three line spaces between the complimentary close and the sender's name. Leave two line spaces below the sender's name or title and single-space any additional information.

Do not recreate stationery artwork.

Download specific business unit letterhead templates on **MyNet** or contact **corporatemarketing@spsx.com**.

LETTERHEAD EXAMPLE



CONTINUATION PAGE



All measurements in millimeters. Artwork not to scale.

BUSINESS ENVELOPES

NORTH AMERICA BUSINESS UNITS

Size - 9.5" x 4.125" (#10)

Color - Pantone 485 C and Black

Stock - 80 lb. matte cover

TYPE SPECIFICATIONS

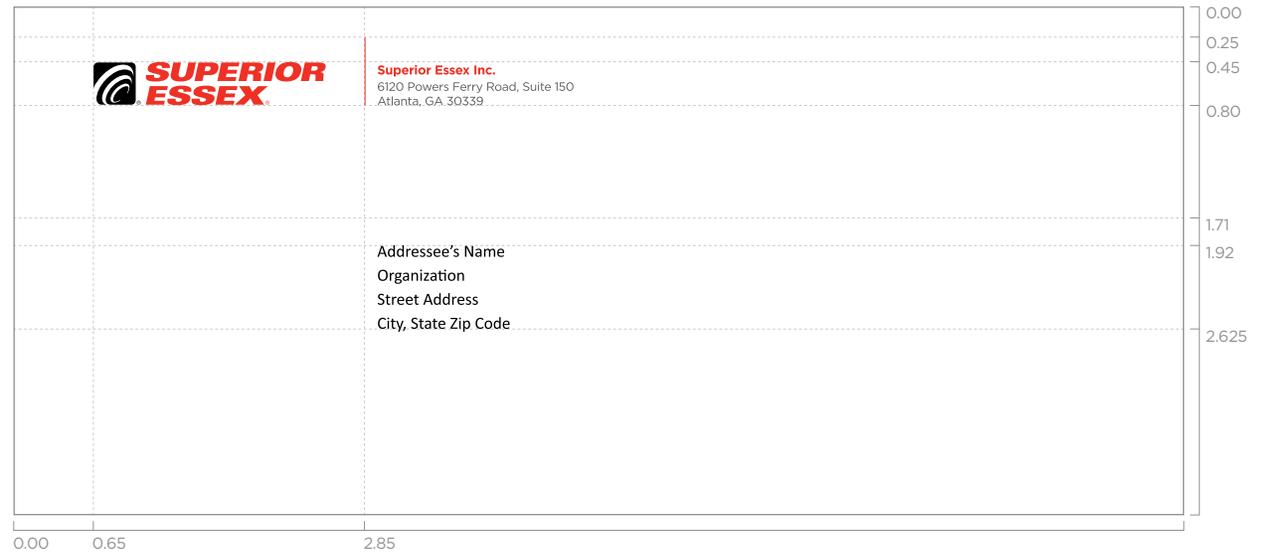
Preferred size for address block text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of company address block.

These general guidelines apply to all **Superior Essex, Essex** and **Essex Brownell** business envelopes and those of their business units.

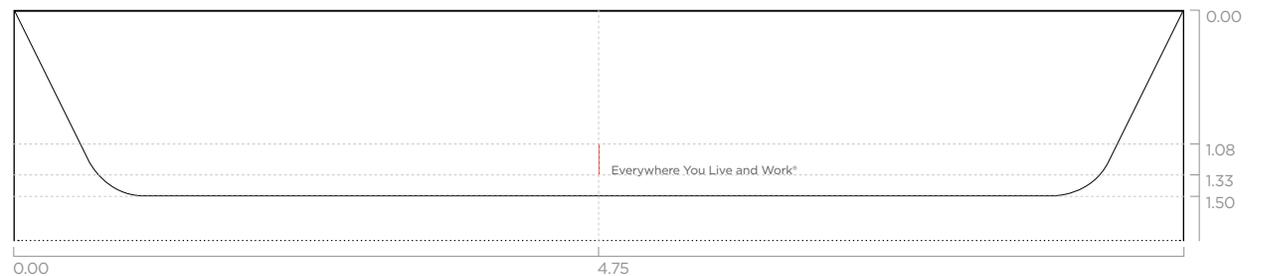
Do not recreate Superior Essex stationery artwork.

Contact corporatemarketing@spsx.com for questions related to envelopes.

FRONT



BACK



All measurements in inches. Artwork not to scale.

BUSINESS ENVELOPES

ASIA PACIFIC BUSINESS UNITS

Size - 220mm x 110mm (#5)

Color - Pantone 485 C and Black

Stock - 80 lb. matte cover

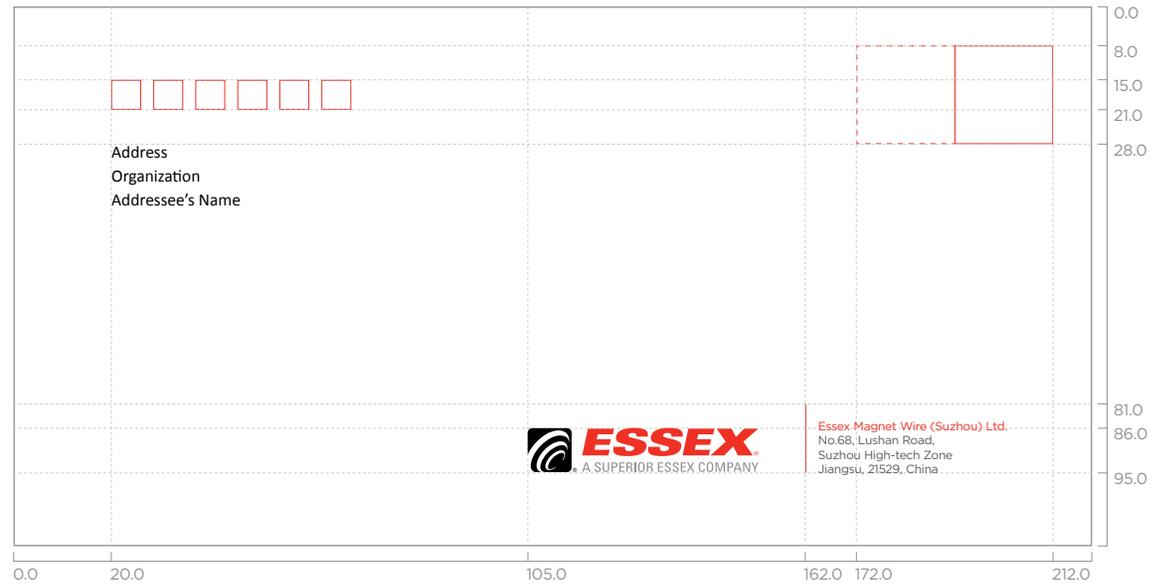
TYPE SPECIFICATIONS

Preferred size for address block text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of company address block.

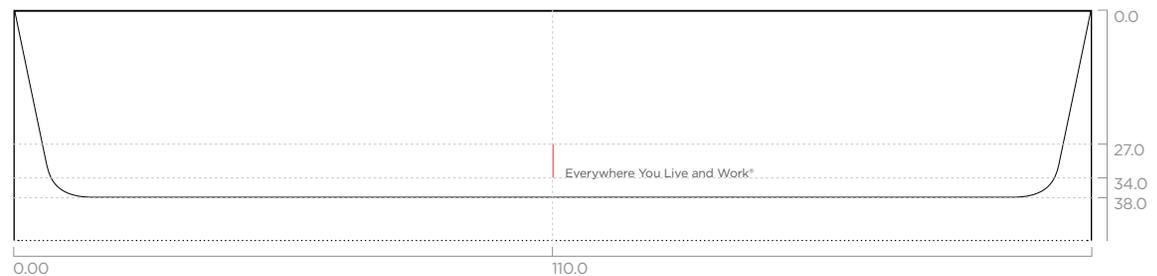
Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com for questions related to envelopes.

FRONT



BACK



All measurements in millimeters. Artwork not to scale.

BUSINESS ENVELOPES

EUROPE BUSINESS UNITS

Size - 220mm x 110mm (#DL)

Color - Pantone 485 C and Black

Stock - 80 lb. matte cover

TYPE SPECIFICATIONS

Preferred size for address block text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of company address block.

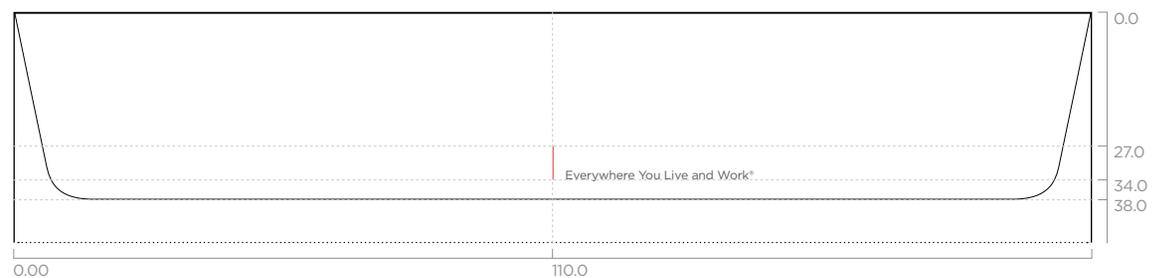
Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com for questions related to envelopes.

FRONT



BACK



All measurements in millimeters. Artwork not to scale.

DOCUMENT ENVELOPES

NORTH AMERICA BUSINESS UNITS

Size - 12.5" x 9.5"

Color - Pantone 485 C and Black

Stock - 80 lb. matte cover

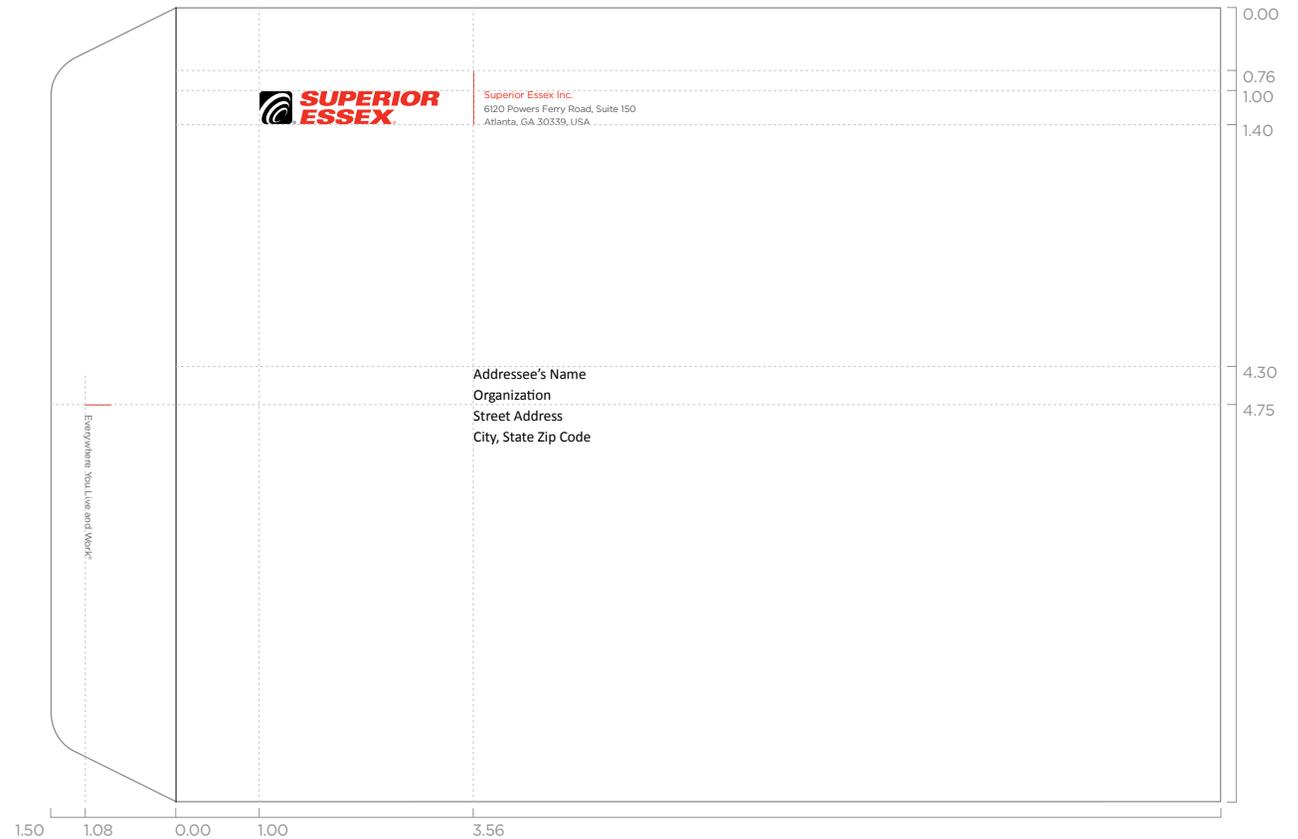
TYPE SPECIFICATIONS

Preferred size for address block text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of company address block.

These general guidelines apply to all **Superior Essex, Essex and Essex Brownell** document envelopes and those of their business units.

Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com for questions related to envelopes.



All measurements in inches. Artwork not to scale.

DOCUMENT ENVELOPES

ASIA PACIFIC BUSINESS UNITS

Size - 320mm x 230mm

Color - Pantone 485 C and Black

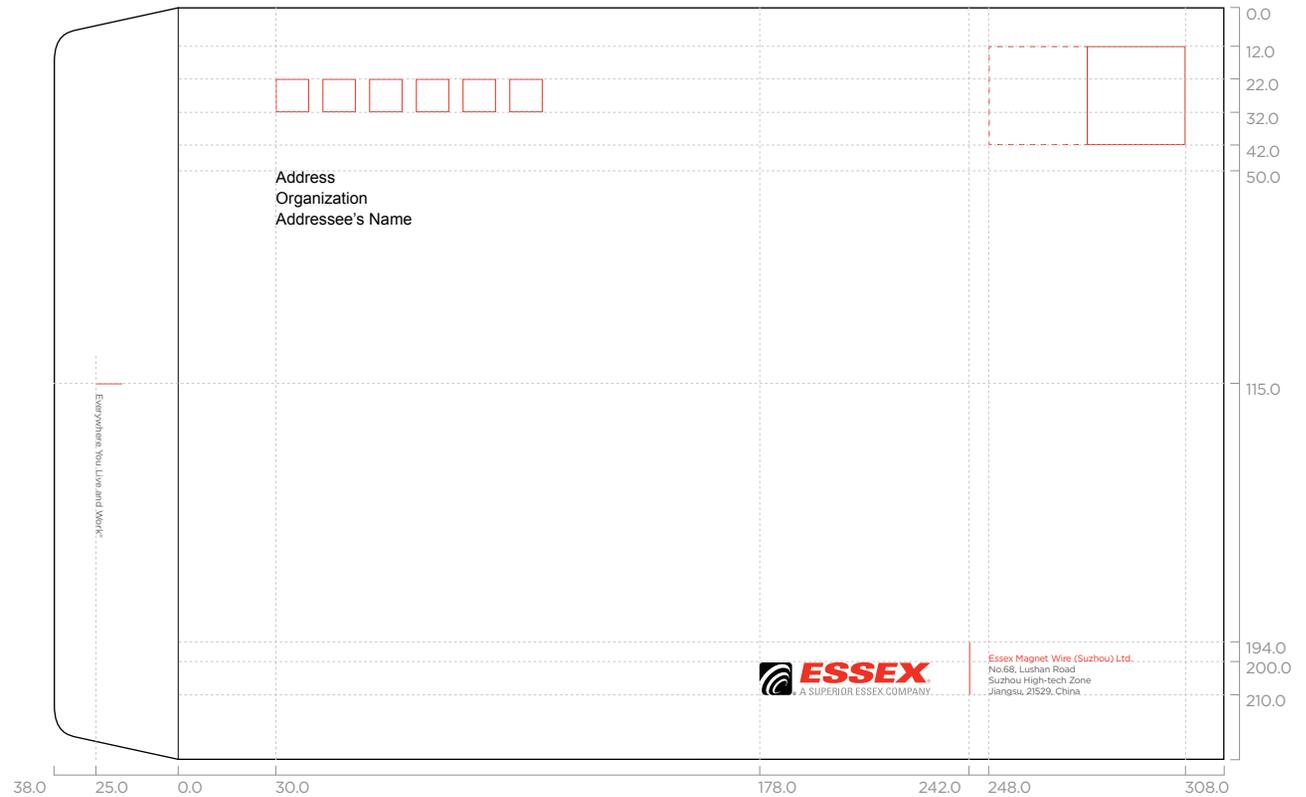
Stock - 80 lb. matte cover

TYPE SPECIFICATIONS

Preferred size for address block text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of company address block.

Do not recreate stationery artwork.

Contact corporatemarketing@spsx.com for questions related to envelopes.



All measurements in millimeters. Artwork not to scale.

DOCUMENT ENVELOPES

EUROPE BUSINESS UNITS

Size - 320mm x 230mm

Color - Pantone 485 C and Black

Stock - 80 lb. matte cover

TYPE SPECIFICATIONS

Preferred size for address block text is 10-12 pt (Calibri, Regular). Each line of typing aligns with the left side of company address block.

Do not recreate stationery artwork.

Contact corporatemarketing@spx.com for questions related to envelopes.



All measurements in millimeters. Artwork not to scale.

FAX SHEETS

Size - 8.5" x 11.0"
210mm x 297mm (A4)

Color - Black

TYPE SPECIFICATIONS

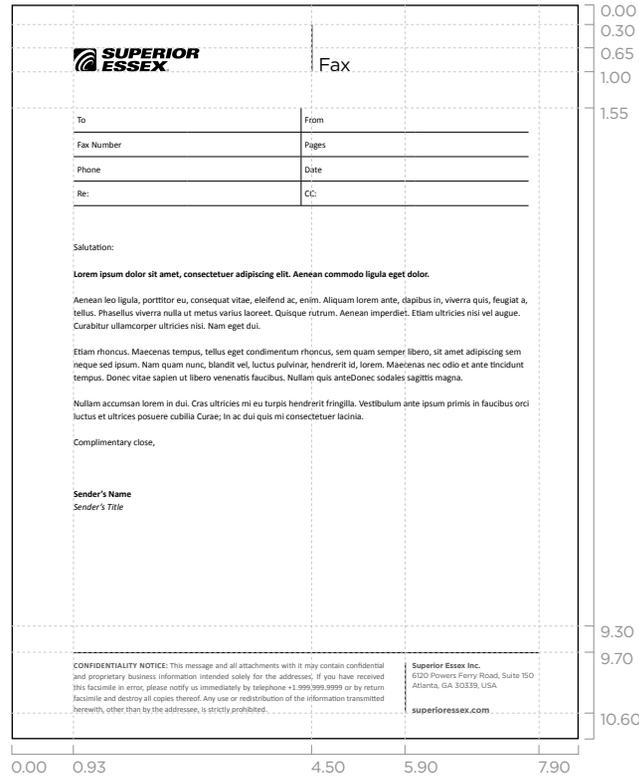
Preferred size for information block text is 9-10 pt (Calibri, Regular). Preferred size for body text is 10-12 pt (Calibri, Regular). Each line of typing, including the first line of each paragraph, aligns with the left side of the Superior Essex logo. There is one line space between each paragraph.

Leave one line space between the salutation and the first line of the letter. At the end of the letter, leave one line space above the complimentary close and three line spaces between the complimentary close and the sender's name (if applicable). Leave two line spaces below the sender's name or title and single-space any additional information (if applicable).

Do not recreate stationery artwork.

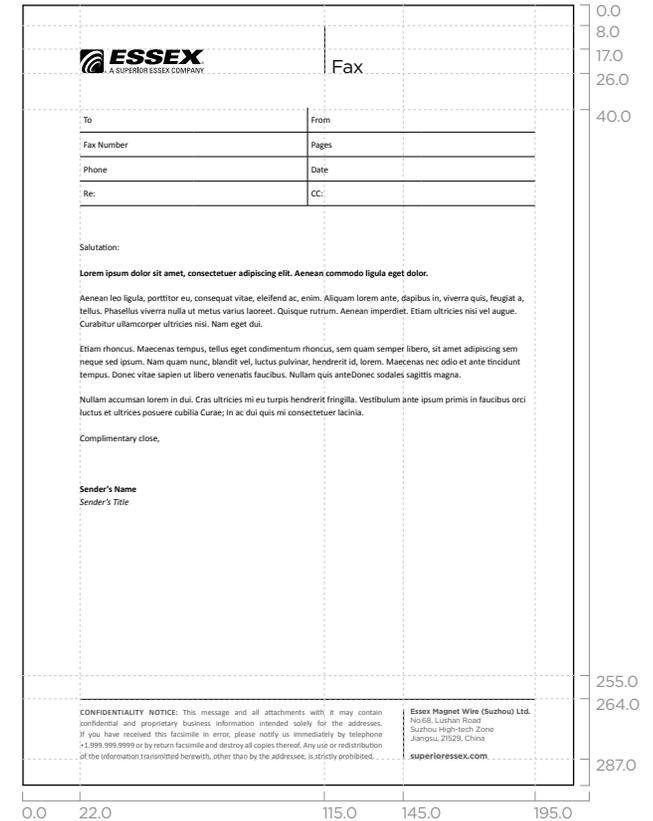
Download specific business unit fax sheet templates at **MyNet** or contact **corporatemarketing@spsx.com**.

NORTH AMERICA BUSINESS UNITS



All measurements in inches. Artwork not to scale.

ASIA PACIFIC, EUROPE



All measurements in millimeters. Artwork not to scale.

03

DIGITAL

EMAIL SIGNATURES

Ending your email with a professional signature block is important to supporting our brand. All Superior Essex employees are required to include a corporate email signature block following one of the formats shown.

The goal of a signature is to maintain a consistent and professional look across all communications to our customers.

Signature blocks can be created, saved and chosen to automatically append to each message you send.

TYPE SPECIFICATIONS

PC Users - 10pt Calibri, Regular

Mac Users - 13pt Calibri, Regular

Employee Name - Bold, All Caps

Vertical Line - 1 space before and after line

CONTENT SPECIFICATIONS

The quantity and phone number type included in the corporate email signature is up to the individual. The phone numbers types shown are examples only.

Do not change the fonts, their point size or colors, or add additional graphics, slogans or messages to the corporate email signature.

Download signature block templates and directions on **MyNet** or contact **corporatemarketing@spsx.com**.



FIRST NAME LAST NAME

Title

Business Unit Name

Address | City, State | Zip Code

000.000.0000 office | 000.000.0000 mobile

superioressex.com



FIRST NAME LAST NAME

Title

Business Unit Name

Address | City, State | Zip Code

000.000.0000 office | 000.000.0000 mobile

superioressex.com



FIRST NAME LAST NAME

Title

Business Unit Name

Address | City, State | Zip Code

000.000.0000 office | 000.000.0000 mobile

superioressex.com

EMAIL SIGNATURES

SURVEY OPTION

Ending your email with a professional signature block is important to supporting our brand. All Superior Essex employees are required to include a corporate email signature block following one of the formats shown.

The goal of a signature is to maintain a consistent and professional look across all communications to our customers.

Signature blocks can be created, saved and chosen to automatically append to each message you send.

TYPE SPECIFICATIONS

PC Users - 10pt Calibri, Regular

Mac Users - 13pt Calibri, Regular

Employee Name - Bold, All Caps

Vertical Line - 1 space before and after line

CONTENT SPECIFICATIONS

The quantity and phone number type included in the corporate email signature is up to the individual. The phone numbers types shown are examples only.

Do not change the fonts, their point size or colors, or add additional graphics, slogans or messages to the corporate email signature.

Download signature block templates and directions on **MyNet** or contact **corporatemarketing@spsx.com**.



FIRST NAME LAST NAME

Title

Business Unit Name

Address | City, State | Zip Code

000.000.0000 office | 000.000.0000 mobile

superioressex.com

Survey text goes here.



FIRST NAME LAST NAME

Title

Business Unit Name

Address | City, State | Zip Code

000.000.0000 office | 000.000.0000 mobile

superioressex.com

Survey text goes here.



FIRST NAME LAST NAME

Title

Business Unit Name

Address | City, State | Zip Code

000.000.0000 office | 000.000.0000 mobile

superioressex.com

Survey text goes here.

PRESENTATION TEMPLATE

It is important to support our brand in presentations for customers, prospects, employees and partners. Use this template as the basis for your presentations.

These general guidelines apply to all **Superior Essex**, **Essex** and **Essex Brownell** presentations and those of their business units.

Do not recreate presentation artwork.

Download specific business unit presentation templates on **MyNet** or contact corporatemarketing@spsx.com.



04

SIGNAGE

BUILDING SIGNS

When trying to determine the most appropriate sign type for a building application, the following should be taken into consideration: landlord and city/local restrictions, background materials and colors, visibility and lines of sight, building size, colors and sizes of other sign types in the vicinity, electrical hook-ups and availability and background material surface obstructions.

SIGN TYPE

The most preferable sign type is internally illuminated channel icon and letters as shown (Type A). The preferred color is black and red if the background material provides sufficient contrast. A white sign cabinet with black and red logo can also be used or if the background does not provide sufficient contrast or allow for channel letters (Type B).

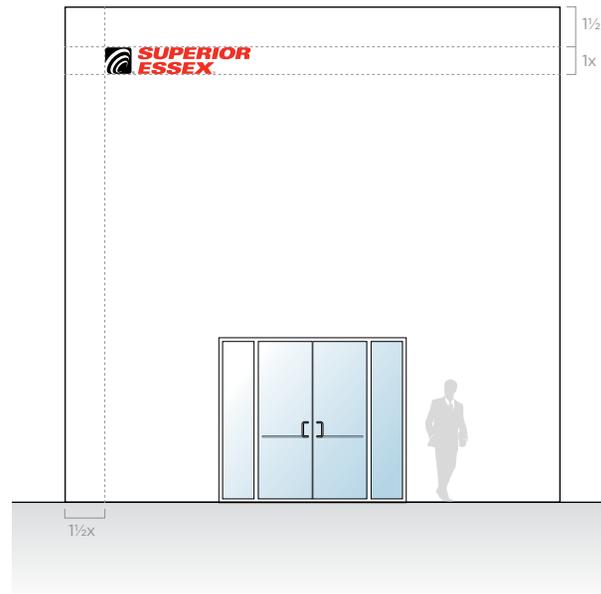
These general guidelines apply to signage for **Superior Essex, Essex** and **Essex Brownell** offices and buildings.

Do not recreate logo artwork.

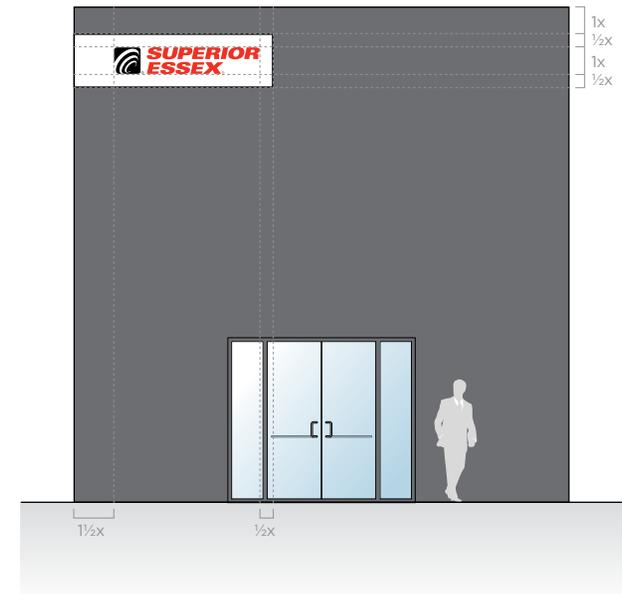
Download the Superior Essex logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

Before producing or installing signage of any kind, submit drawings and specifications to Corporate Marketing for approval at corporatemarketing@spsx.com.

TYPE A



TYPE B



MONUMENT SIGNS

When incorporating a monument sign, it is important to consider landlord requirements, city/local restrictions, visibility and other building materials used nearby. The sign should be appropriately scaled for the location. Be sure to maintain adequate clear space around the logo as outlined below.

SIGN TYPE

The preferred sign type is a white sign cabinet with black icon and red letters (Type A), or a black sign cabinet with white icon and red letters (Type B), and full internal illumination as shown. When other conditions and restrictions require a specific background material, individual icon and letters should be used. If the background material provides sufficient contrast, internally illuminated channel icon and letters are preferred.

These general guidelines apply to signage for **Superior Essex**, **Essex** and **Essex Brownell** offices and buildings.

Do not recreate logo artwork.

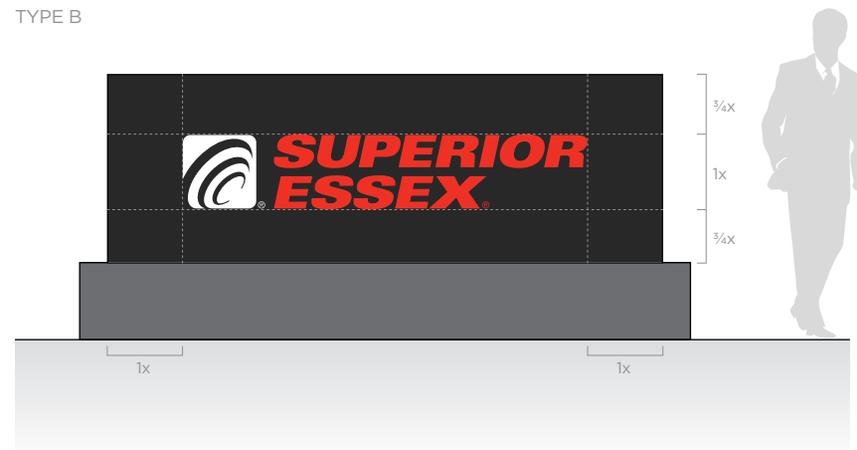
Download the Superior Essex logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

Before producing or installing signage of any kind, submit drawings and specifications to Corporate Marketing for approval at corporatemarketing@spsx.com.

TYPE A



TYPE B



TENANT PANELS

It is important to adhere as closely as possible to the logos and colors associated with the Superior Essex, Essex and Essex Brownell identifiers. It is equally important that clear space requirements be observed in these tenant panel applications.

SIGN TYPE

The preferred color combinations for tenant panel inserts are as shown (in order of preference):

Type A: White background with black icon and red letters

Type B: Black background with white icon and red letters

Type C: White background with black icon and black letters

Type D: Red background with white icon and white letters

These general guidelines apply to signage for **Superior Essex, Essex** and **Essex Brownell** offices and buildings.

Do not recreate logo artwork.

Download the Superior Essex logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

Before producing or installing signage of any kind, submit drawings and specifications to Corporate Marketing for approval at corporatemarketing@spsx.com.

TYPE A



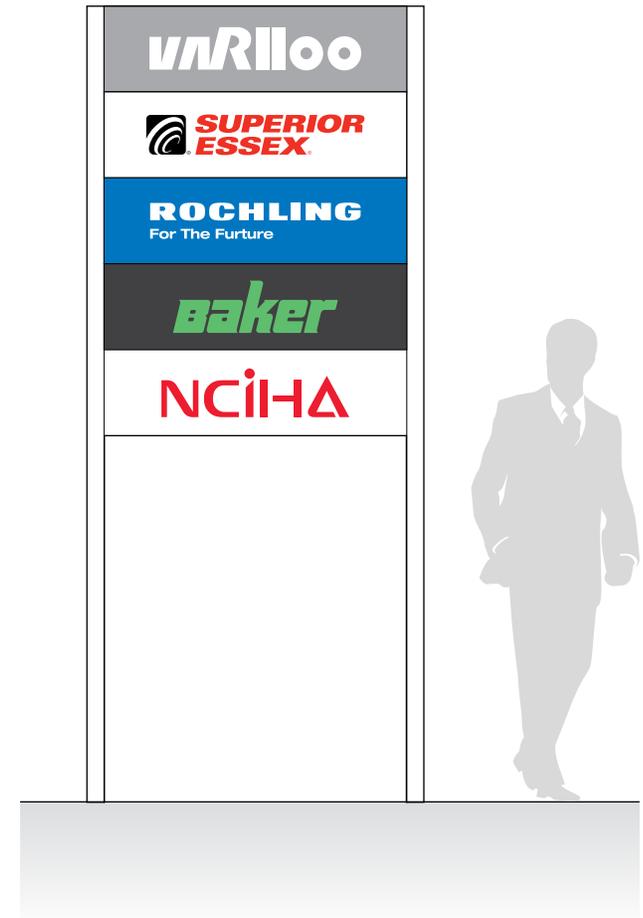
TYPE B



TYPE C



TYPE D



DOOR/WINDOW DECALS

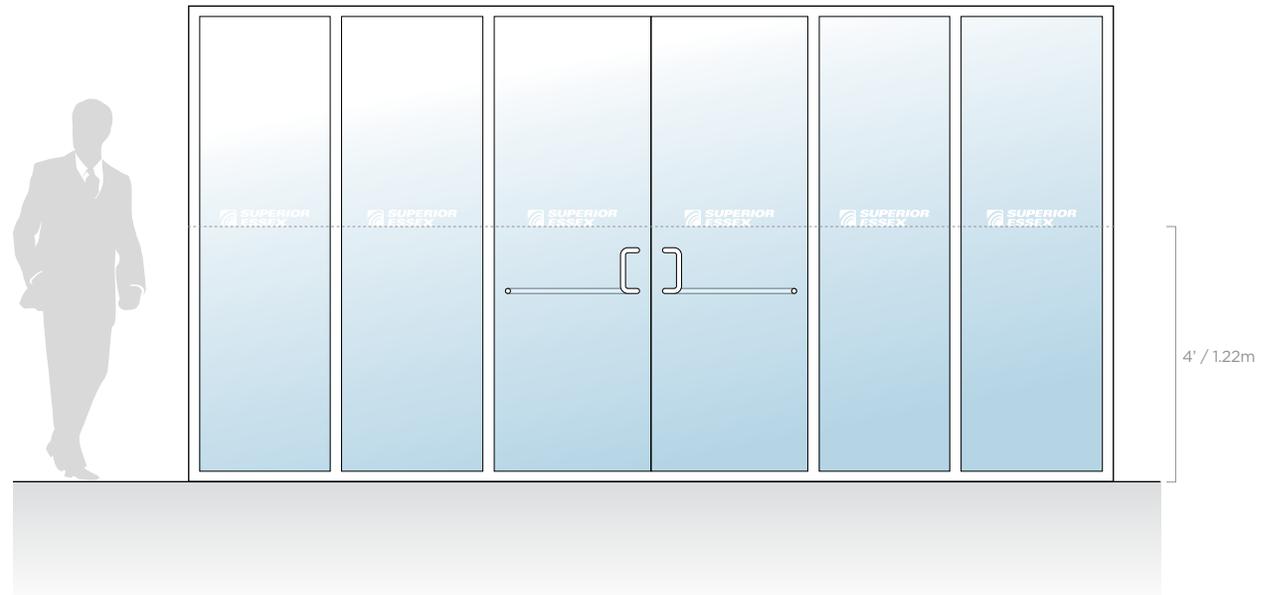
Because the eye interprets glass windows/doors as having dark backgrounds it is best to use a white matte vinyl on glass. Center the decal left to right (as shown), mount it four feet (1.22 meters) to underside of the logo. This positioning will help ensure maximum visibility. Accommodate obstructions or other site-specific requirements as needed.

These general guidelines apply to signage for **Superior Essex, Essex** and **Essex Brownell** offices and buildings.

Do not recreate logo artwork.

Download the Superior Essex logo at superioressex.com/branding or contact corporatemarketing@spsx.com.

Before producing or installing signage of any kind, submit drawings and specifications to Corporate Marketing for approval at corporatemarketing@spsx.com.



05

LOGO WEAR

EMBROIDERY

SUPERIOR ESSEX

To feature the Superior Essex branding on custom apparel, always let the color of the garment “show through” the series of three curves shown in the icon.

Embroidery applications are the only instance when the logo can be shown in a tone-on-tone fashion, where the logo’s thread color is similar in shade/color to that of the garment.

Download embroidery (.dst) artwork files at **MyNet** or contact **corporatemarketing@spsx.com**.

2-COLOR



2-COLOR



2-COLOR



1-COLOR



TONE ON TONE



TONE ON TONE



EMBROIDERY

ESSEX

To feature the Essex branding on custom apparel, always let the color of the garment “show through” the series of three curves shown in the icon.

Embroidery applications are the only instance when the logo can be shown in a tone-on-tone fashion, where the logo’s thread color is similar in shade/color to that of the garment.

Due to embroidery limitations, the **Essex** logo has been modified. Embroidery is the only instance where this version can be used.

Download embroidery (.dst) artwork files at **MyNet** or contact corporatemarketing@spsx.com.

2-COLOR



2-COLOR



2-COLOR



1-COLOR



TONE ON TONE



TONE ON TONE



EMBROIDERY

ESSEX BROWNELL

To feature the Essex Brownell branding on custom apparel, always let the color of the garment “show through” the series of three curves shown in the icon.

Embroidery applications are the only instance when the logo can be shown in a tone-on-tone fashion, where the logo’s thread color is similar in shade/color to that of the garment.

Due to embroidery limitations, the **Essex Brownell** logo has been modified. Embroidery is the only instance where this version can be used.

Download embroidery (.dst) artwork files at **MyNet** or contact **corporatemarketing@spsx.com**.

2-COLOR



2-COLOR



2-COLOR



1-COLOR



TONE ON TONE



TONE ON TONE



