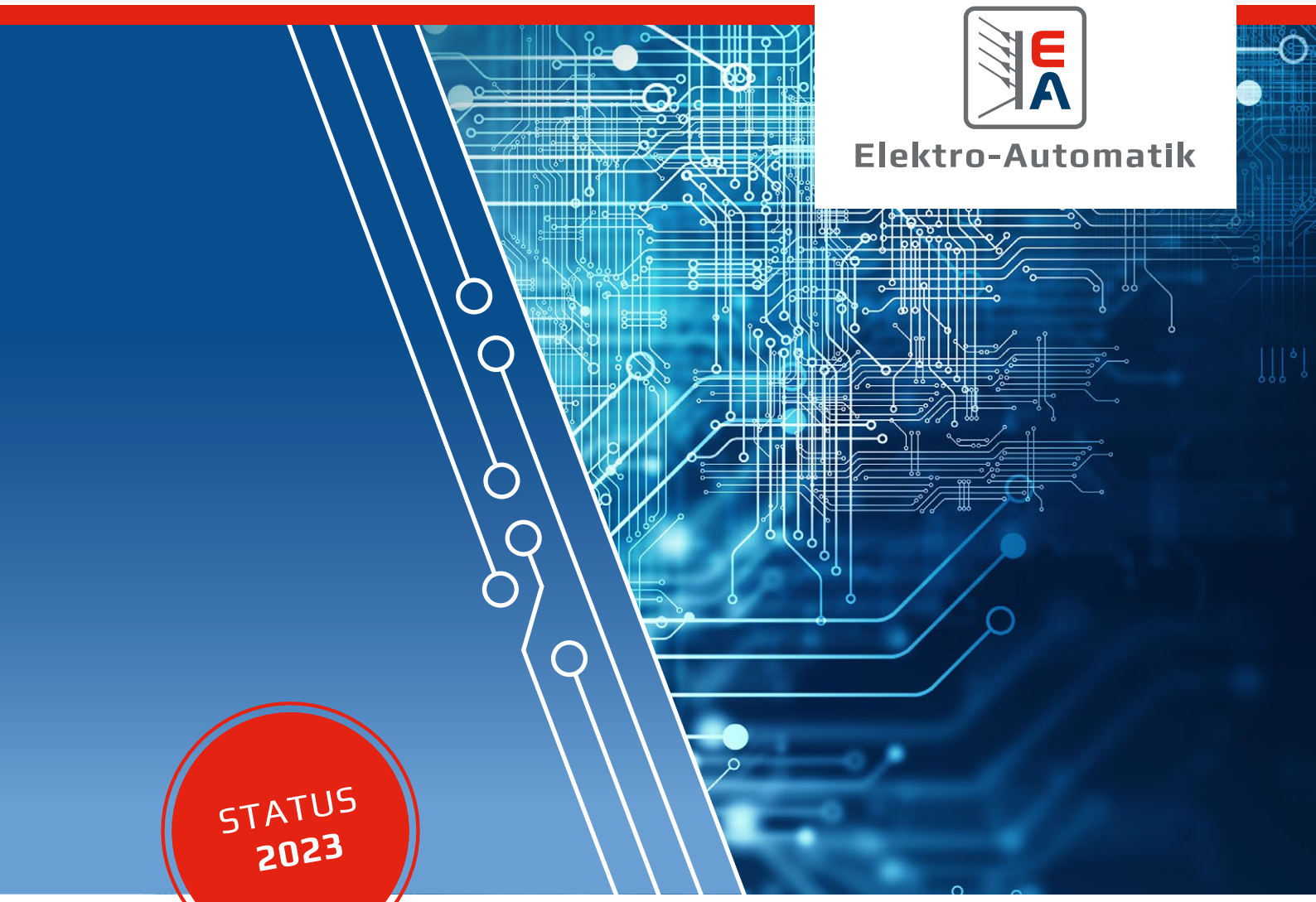

Elektro-Automatik

STATUS
2023

CORPORATE DESIGN
MANUAL

Guide for visual corporate communication

FOREWORD

The EA Elektro-Automatik Group is Europe's leading supplier in the area of power electronics for R & D and industrial application. At the headquarters in Germany in the industrial center of North Rhine Westphalia more than 300 qualified associates, in a facility of 19000 m², research, develop and manufacture high-tech devices such as laboratory power supplies, high power supplies and electronic loads with or without power feedback.

Based on these developments, the definition of Corporate Design and Corporate Language Guidelines was a must. Summarized in this CD Manual the guidelines support EA in creating an international and uniform, unique brand image.

They are described in detail in the individual chapters, applications show the exemplary implementation. If further applications arise in EA's communication with its customers and service providers, these guidelines will be added to the manual.

All users of the guidelines are requested to deal with the manual in detail and to implement the guidelines consistently.

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE MARKETING DEPARTMENT OF EA:

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_rev2

01 COMPANY

The EA Elektro-Automatik Group (EA) is Europe's leading supplier of power electronics for R & D and industrial applications.

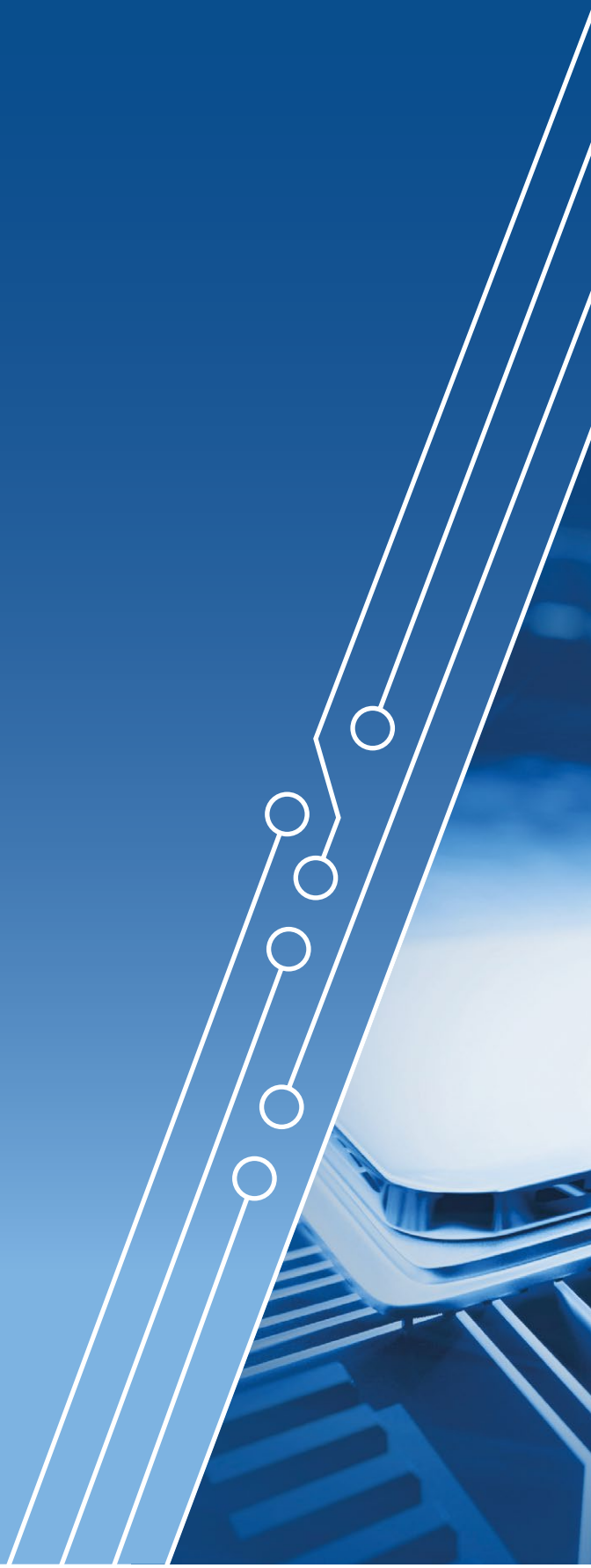
At the German headquarters in Viersen, North Rhine Westphalia, more than 300 qualified associates research, develop and manufacture high-tech devices such as laboratory power supplies, high power supplies and electronic loads with and without mains feedback. Specific to power electronics, made by EA, is the wide application spectrum. The units are used across many branches, from batteries, through fuel cell technology, to wind and solar power, from electrochemicals and process technology to telecommunication.

Results and experience from decades of R & D flow continually into new solutions. Automatic test systems with specially developed soft- and hardware assure a consistently high product quality. Flexible production processes support fast reaction to changing customer requirements.

As a mid-size company EA is totally responsible for the production location in Germany but acts globally with branches in China and USA, sales office in Spain and a wide network of partners. Value sharing, mutual respect and open communication characterise our organization.

The foundation of the company in 1974 was based on innovation, a tradition which is maintained today. What started with the development of simple mains adaptors is continued today in the overall concept of technology leadership. With highly specialised power supply systems for a multitude of applications, EA is driving the future of power electronics – technologically excellent for high performance and designed for resource protection and energy saving.

02 DESIGN



02.1 LOGO

REPRESENTATION VARIANTS

The logo for EA Elektro-Automatik consists of a word-picture mark.

Colored and unstable backgrounds should be avoided. The logo may only be scaled proportionally. Distortions, tilts or reflections are not permitted. In all cases, the greatest possible contrast between logo and background is important. Permissible is the display of the logo in the following grafisch variants:

1. the preferred display of the logo is always the 4-color version.

2. In order to be able to present EA more strikingly on narrow surfaces with image and word mark, it is permissible to place image and word mark in a row. However, the preferred presentation remains view 1 and should be used whenever possible. The same guidelines for color presentation apply.

3. If a pure black/white display is required, the logo will be set is set exclusively in 100 % black. The signet is filled in white.

4. If the logo is placed on a dark or black background, the lettering and signet are set in white (negative).

5. In the case of calm, dark backgrounds that provide a good contrast to the corporate colors, the negative display white is permitted in conjunction with the corporate colors.

6. The logo's picture mark can also be used as an independent signet without a word mark. This variant is preferred when space is limited. space. The same guidelines for color representation apply. In the design, it is important to ensure that the company name "EA Elektro-Automatik" appears in writing once in full.

1

2

3

4

5

6

02.1 LOGO

DIMENSIONING AND TRADEMARK PROTECTION SPACE

The defined distances to the logo must be observed as a minimum. These guarantee an undisturbed reproduction of the logo. Any elements such as texts, colorfles, other logos, etc. must not be located in the protective zone of the logo. The protective space to be observed is defined by the height of the picture mark shown.

02.1 LOGO

POSITIONING OF THE LOGO ON WHITE SPACE

In all advertising measures such as print ads, digital banners, brochures and PowerPoint masters, the 4-color logo is placed on a white surface, taking into account the brand protection space on colored backgrounds or image motifs.

Example shelter logo on white surface

Example use of the logo on unsteady backgrounds

02.2 COLOUR CODING

PRIMARY COLORS

Red, blue and gray are defined as the corporate colours. These colours are also implemented in the logo. As far as the technical printing processes allow, the primary colours should always be printed in four-color set (4c, Euroscale).

Special colours
Pantone 485 C
Process colours (4c, Euroscale)
CMYK 0/95/100/0
RGB colours
218/41/28
Paint colours (RAL)
3020
Web colours
DA291C

Special colours
Pantone 541 C
Process colours (4c, Euroscale)
CMYK 100/58/9/46
RGB colours
0/60/113
Paint colours (RAL)
5010
Web colours
003C71

Special colours
Pantone 424 C
Process colours (4c, Euroscale)
CMYK 30/20/19/58
RGB colours
112/115/114
Paint colours (RAL)
7037
Web colours
707372

TONE VALUES

The rastering of the primary colours in the design is done exclusively in the grey tone. The following tonal value gradations are permissible:

80 %

60 %

40 %

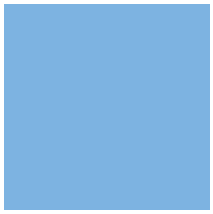
20 %

02.2 COLOUR CODING

SECONDARY COLOURS

As a complement to the primary corporate colours, secondary colours enliven EA's appearance. They are used in infographics and in the striking blue gradient, which can be found in all corporate communication advertising materials.

Special colours
653 C
Process colours (4c, Euroscale)
CMYK 98/71/15/3
RGB colours
8/77/141
Paint colours (RAL)
5005
Web colours
084d8d



Special colours
284 C
Process colours (4c, Euroscale)
CMYK 54/19/0/0
RGB colours
125/179/225
Paint colours (RAL)
5024
Web colours
7db3e1

WEIGHTING OF THE COLOURS

The primary and secondary colours define, among other things, the appearance and must therefore not deviate in their values when used. In the design, the ratio must also be taken into account. Blue tones and greyscales take up the largest area. EA red is used as an accent colour.

02.2 COLOUR CODING

FONT COLOUR

For good legibility, a 90% black is used for the typography on a white or light background. This screened grey tone can be printed in 4C without any problems and harmonises with the EA colours. Headlines and sublines are preferably used in the color blue, but can also be placed in red for a special accent.

Special colours
Black 7 C
Process colours (4c, Euroscale)
CMYK 0/0/0/90
RGB colours
60/60/59
Paint colours (RAL)
9004
Web colours
47494A

Special colours
Pantone 541 C
Process colours (4c, Euroscale)
CMYK 100/58/9/46
RGB colours
0/60/113
Paint colours (RAL)
5010
Web colours
003C71

Special colours
Pantone 485 C
Process colours (4c, Euroscale)
CMYK 0/95/100/0
RGB colours
218/41/28
Paint colours (RAL)
3020
Web colours
DA291C

02.3 TYPOGRAPHY

FONTS USED

The typographic appearance of EA Elektro-Automatik in print and web is determined by the Play font family and Roboto. The Play Bold typeface is used for striking emphasis, such as headlines and central messages. Headlines are preferably written in capitals. The Play Regular typeface offers an alternative for headlines, but also provides a good basis for sublines and introductory lines. The Roboto typeface family is used for body text, subheadings or highlighting individual words. Within body text, they can be placed in mixed case. The space-saving Condensed font styles of the family are suitable for tabular overviews.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
PLAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
PLAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ROBOTO CONDENSED REGULAR

02.3 TYPOGRAPHY

CORRESPONDENCE FONT

The system font Arial is used for correspondence and office applications (e.g. Word and PowerPoint). The Bold font is just used for striking emphasis, such as headlines, sublines, central messages and the web address. The Regular font is used as a copy font.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ARIAL BOLD

02.3 TYPOGRAPHY

CHINESE FONT

For Chinese translations, the font family Noto Sans SC is used. The Noto Sans SC Bold typeface is used for striking emphasis, such as headlines and central messages. The Noto Sans SC Medium and Regular typefaces are suitable for subheadings and highlighting individual words. Noto Sans SC Light is used for body text.

THAI FONT

The typographic appearance of Thai translations is characterised by the Chakra Petch and Sarabun font families. Chakra Petch is used here as a headline and subline font. The Sarabun font family is used for body text, subheadings or highlighting individual words.

面向未來行業的電力電子產品
NOTO SANS SC LIGHT

面向未來行業的電力電子產品
NOTO SANS SC REGULAR

面向未來行業的電力電子產品
NOTO SANS SC MEDIUM

面向未來行業的電力電子產品
NOTO SANS SC BOLD

อิ เล็ กทรอนิ กส์กำลังสำหรั บ อุตสาหกรรมแห่งอนาคต
CHAKRA PETCH BOLD

อิ เล็ กทรอนิ กส์กำลังสำหรั บ
อุตสาหกรรมแห่งอนาคต
CHAKRA PETCH REGULAR

อิ เล็กทรอนิ กส์กำลังสำหรับอุตสาหกรรมแห่งอนาคต
SARABUN EXTRA LIGHT

อิ เล็กทรอนิ กส์กำลังสำหรับอุตสาหกรรมแห่งอนาคต
SARABUN LIGHT

อิ เล็กทรอนิ กส์กำลังสำหรับอุตสาหกรรมแห่งอนาคต
SARABUN MEDIUM

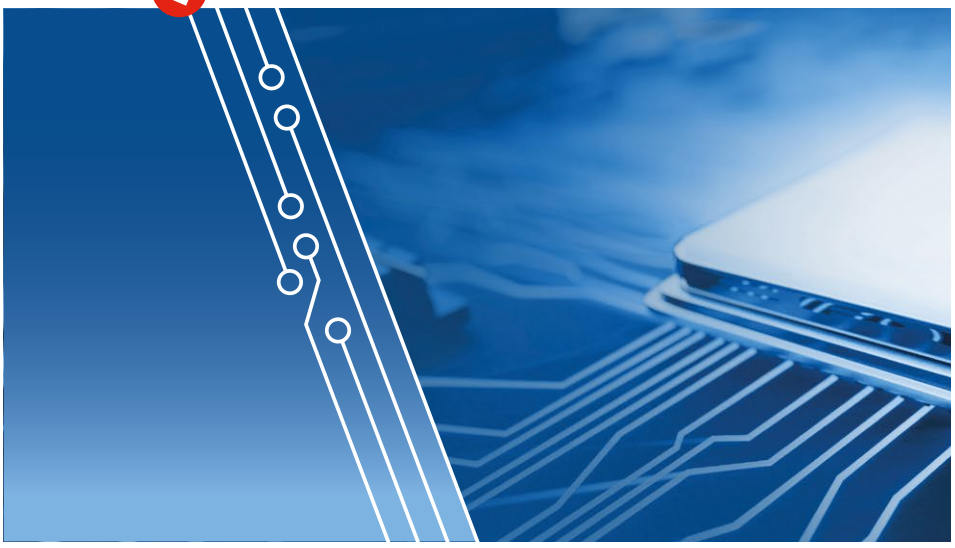
อิ เล็กทรอนิ กส์กำลังสำหรับอุตสาหกรรมแห่งอนาคต
SARABUN SEMIBOLD

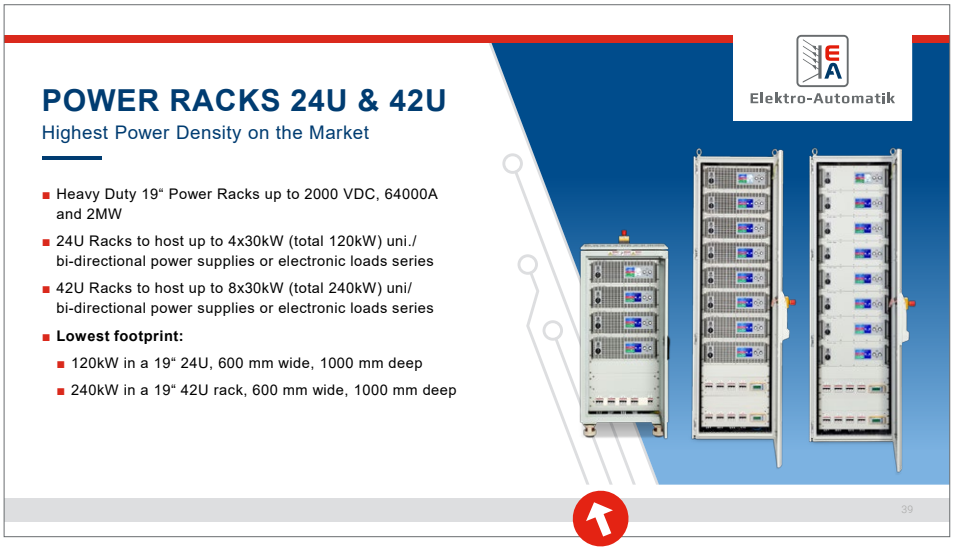
02.4 DESIGN ELEMENTS

LADDER ELEMENT

A central feature of the design is the „ladder element“. Derived and abstracted from the circuit board, it is used in a tonal gradation of 20 % (up to max. 40 %) of the primary colour as graphic support. As a stylistic element and separation between text and image/product motif, the ladder is found on a high-contrast blue gradient as a negative version. The closed line forms the separation from the motif. The element can also be used in a grey tone as a separation between the information and image areas, e.g. in PowerPoint presentations.

White ladder element





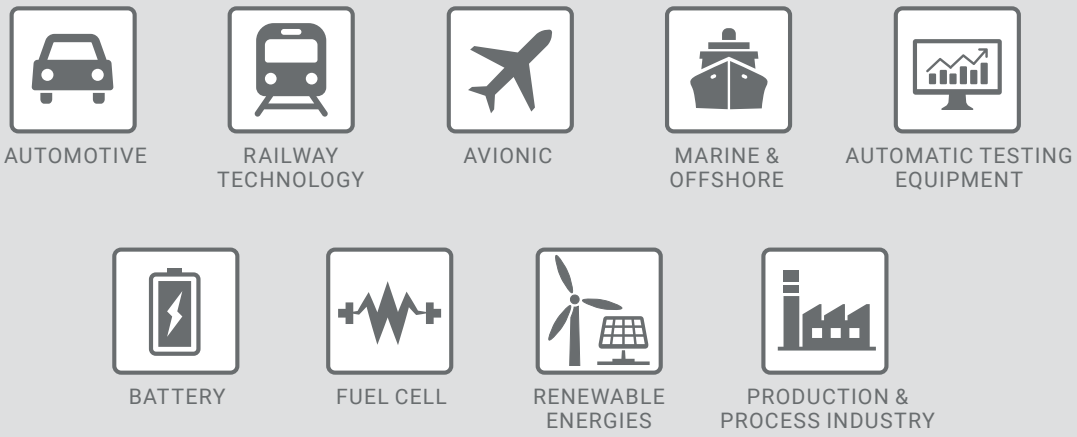
Design examples ladder element

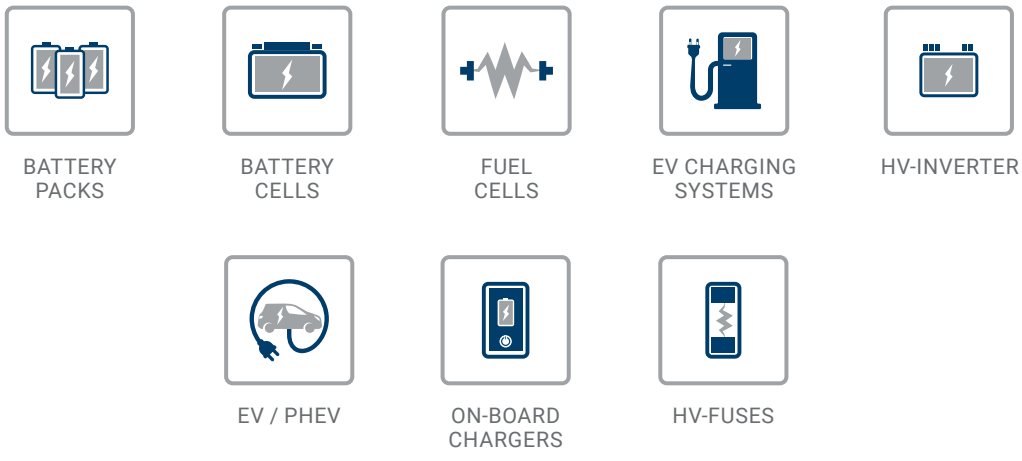
Grey ladder element

02.4 DESIGN ELEMENTS

ICONS

Individual icons are developed for communication, which serve for a quick of various contents and categories. The graphic appearance is characterized by a reduced, linear style characterizes. Designations under the icons are set in capitals of the Roboto Regular Condensed font.





02.4 DESIGN ELEMENTS

BUTTONS

Buttons with short, striking statements can be used specifically as eye-catcher with a rotation of 10°. The attention-grabbing accent color red is provided.

02.4 DESIGN ELEMENTS

BLUE GRADIENT

The blue gradient is an essential design element for the entire communication. Whether in the header of the website, in print advertisements or digital media, the blue gradient offers a striking design basis. For this purpose the secondary colours are used. As a rule, the gradient is linear and has a ratio of 70:30. For the „high-lighting“ of a product, the gradient can also be radial and place a spotlight on the product to be advertised.

Example Linear gradient

Example Radial gradient

02.4 DESIGN ELEMENTS

RED ACCENTS

Red accents used selectively bring energy into EA's appearance. In addition to red buttons, which can be used in digital communication but also in print as disruptors, there are 2 other firmly defined elements that are regularly used in the corporate colour red:

- **Square bullets:**
  The size of the squares is aligned with the upper edge of the minuscule (Lower case)

■ Abc

- **Red line:**
  If the format allows it in height, the red line is always placed in the header area and is only perceived as a narrow band in relation to the medium. It provides support for header images on the web or creates a link to the connection to the logo in digital and print media.

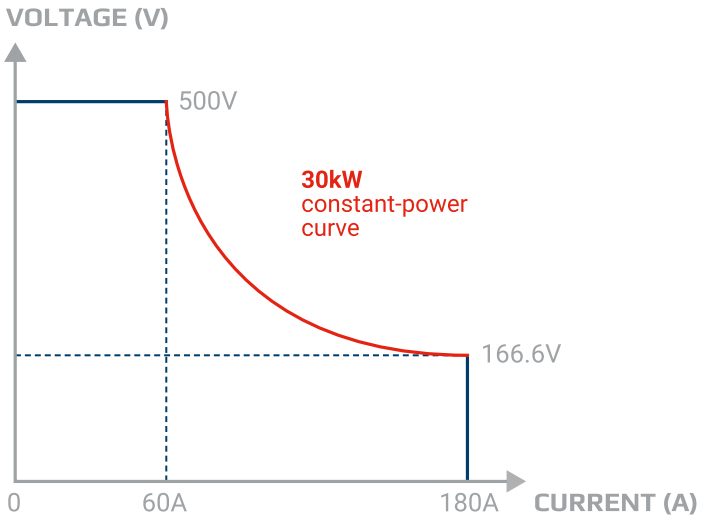
Example use of red line in combination with white space and logo

Example of use without logo and white space

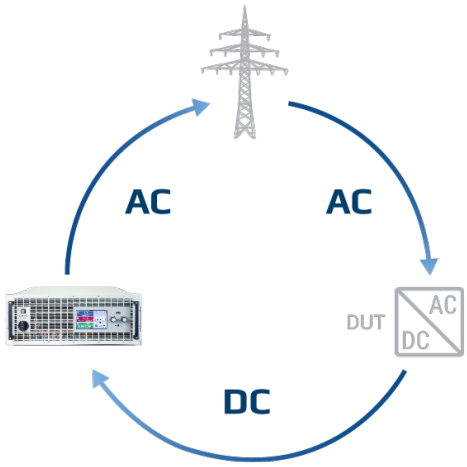
02.4 DESIGN ELEMENTS

INFOGRAPHICS

A linear, clean presentation that takes the corporate colours into account ensures that information is transmitted quickly.



Design example graphic Autoranging

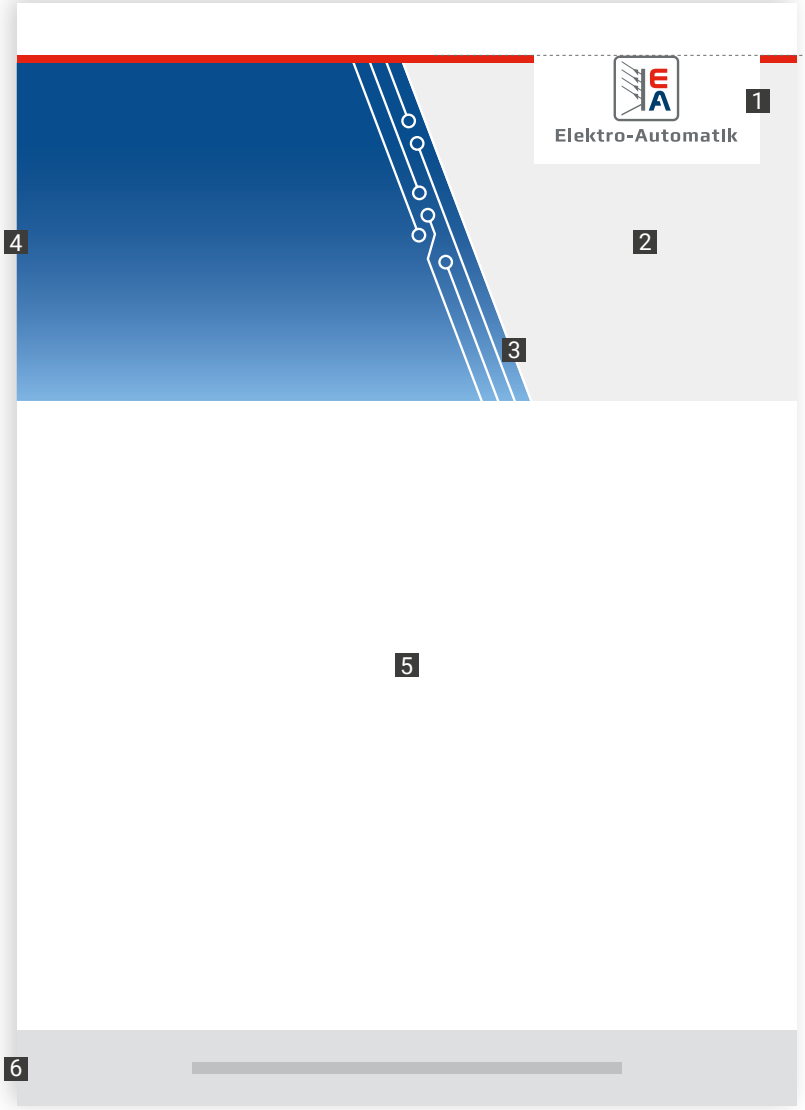


Design example graphic Mains recovery

02.5 DESIGN GRID

PRINT ADS

The basic layout shows the preferred division and placement of all basic elements.



Basic layout 1/1 ad

Header:

1. The logo should be placed at the top right. On the white space it is aligned with the upper edge of the red line. For narrow portrait formats, centred positioning is also possible.

2. Placement of the image motif. The image motif may also overlap the ladder element and the blue gradient.

3. Ladder element (angle 20.5 degrees)

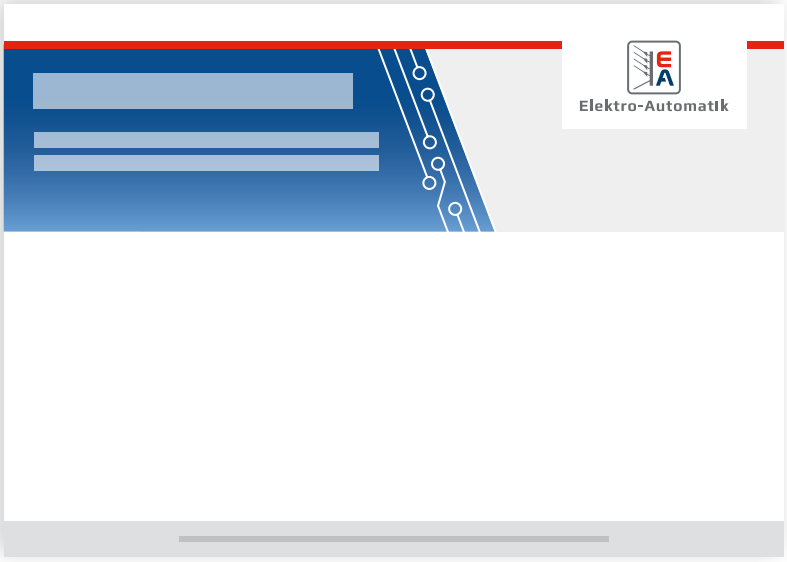
4. Blue gradient: Product image or alternatively text may be placed here. The distribution/weighting between image motif and gradient is flexible.

Content area:

5. Headline, subline, continuous text and bulleted lists as well as infographics and icons find their place in this field. The same applies to product images and detail images.

6. **Footer** with contact information

02.5 DESIGN GRID



Basic layout 1/2 ad

For a space-saving layout, the headline and subline may be placed in the blue gradient.

Basic layout 1/3 ad

Headline, subline, body text and bulleted lists are placed in narrow formats in white on the blue gradient. The same applies to the product image. It may be placed flexibly and protrude into the leading element and image motif.

1 mm distance to footer

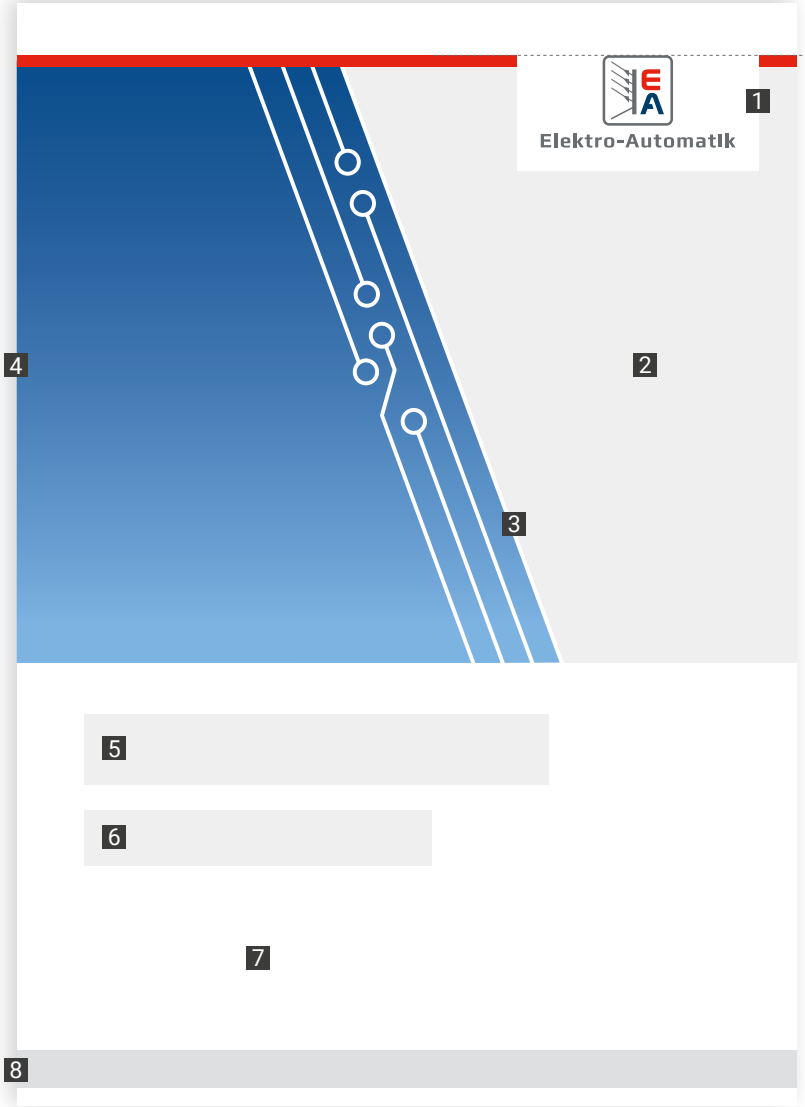
02.5 DESIGN GRID

1 **Logo**
2 **Image or campaign motif**
3 **Blue gradient with ladder element**
4 **Headline**
5 **Subline**
6 **Introduction**
7 **Bullets**
8 **Product images**
9 **Footer**

02.5 DESIGN GRID

WHITEPAPER AND BROSCHURES

The basic layout shows the preferred division and placement of all basic elements.

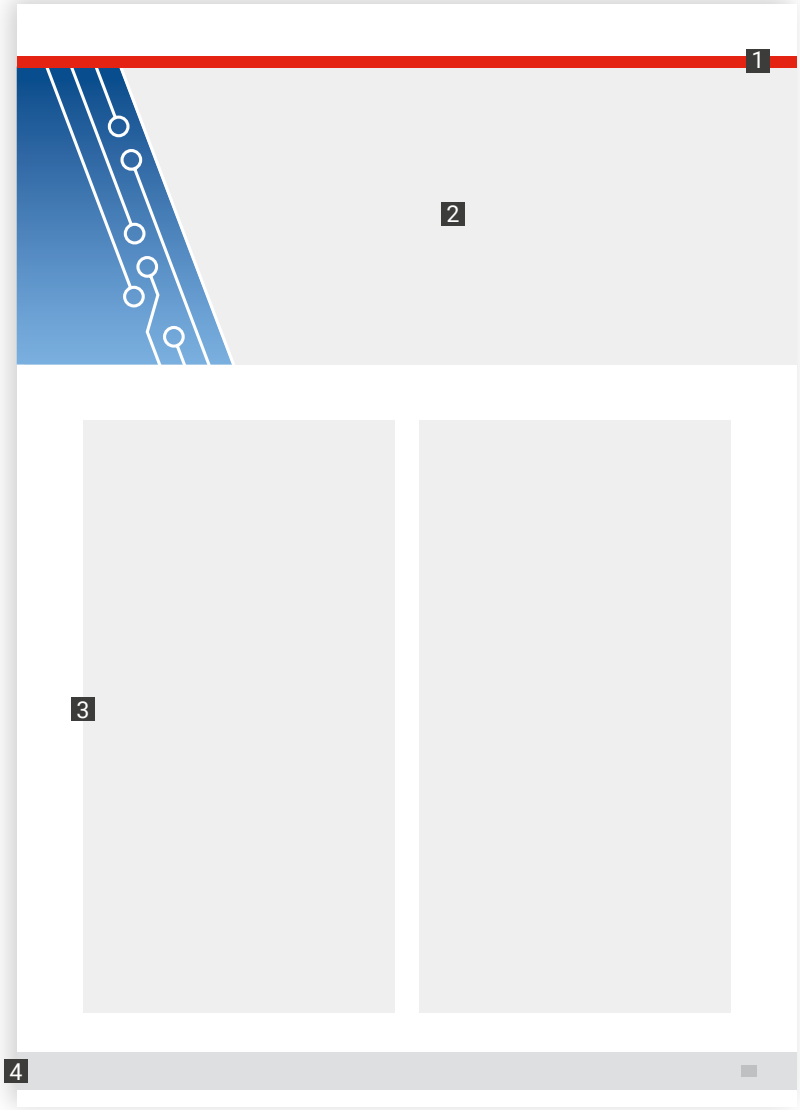


Basic layout title

1. The logo should be placed at the top right. On the white space it is aligned with the upper edge of the red line.
2. Placement of the image motif. The image motif may also overlap the ladder element and the blue gradient.
3. Ladder element (angle 20.5 degrees)
4. Blue gradient: The distribution/ weighting between image motif and gradient is flexible.
5. Headline
6. Subline
7. Optional space for icons or complementary product image
8. Slim footer

02.5 DESIGN GRID

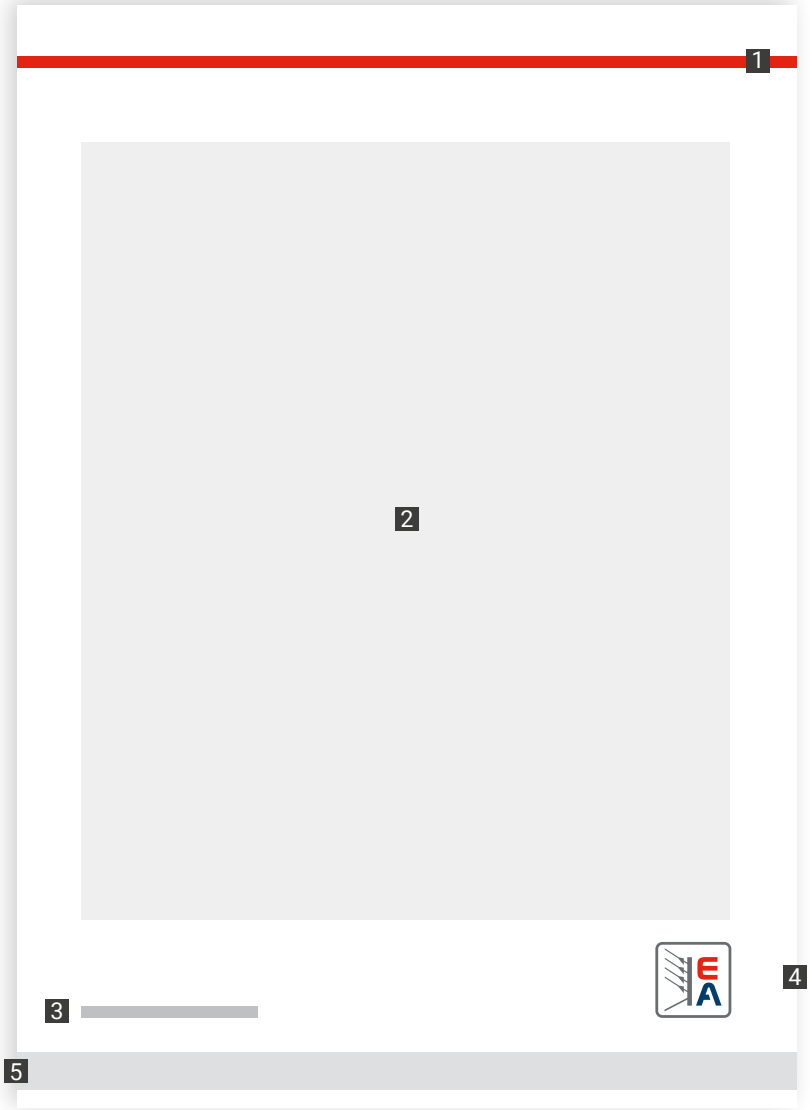
The inside pages of a white paper or brochure can be designed flexibly, taking into account the general corporate design guidelines. The header and footer are defined. A two-column layout is recommended for the text.



Basic layout inner page

1. Red line
2. **Optionally**, header images can be used. The distribution/weighting between image motif and gradient is flexible.
3. A two-column text grid is recommended. Striking headlines and sublines, product images and infographics may break through the grid and can be used flexibly for a dynamic design.
4. Slim footer with optional space for pagination

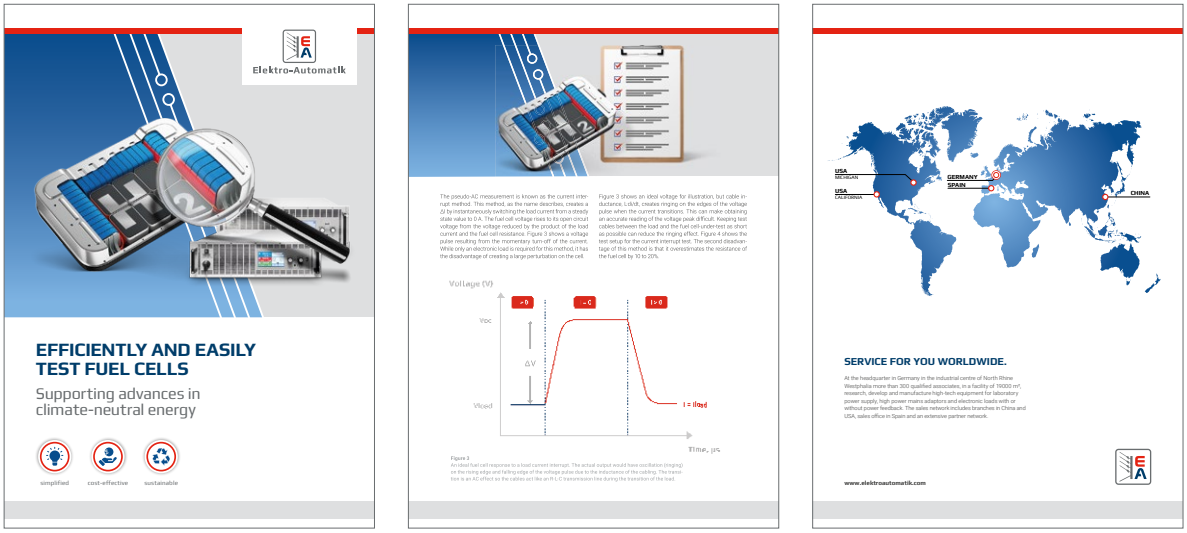
02.5 DESIGN GRID



1. Red line
2. Content area
3. Web address
4. Logo: Signet version
5. Slim footer

Basic layout back title

02.5 DESIGN GRID



Example Whitepaper "Efficiently and easily test fuel cells"

Example Whitepaper "We make battery recycling easy & efficient"

02.6 VISUAL LANGUAGE

In order to create a memorable visual language with a high recognition value, it must be ensured that a uniform visual world is created and maintained when using different photographers and selecting image database material. Generally, a distinction is made between image motifs and product representation.

IMAGE MOTIFS

EA's image motifs are characterised by striking imagery with a reference to the industry. Attention should be paid to a consistent style in the selection of material from image databases. The colours must blend harmoniously with EA's colour scheme.

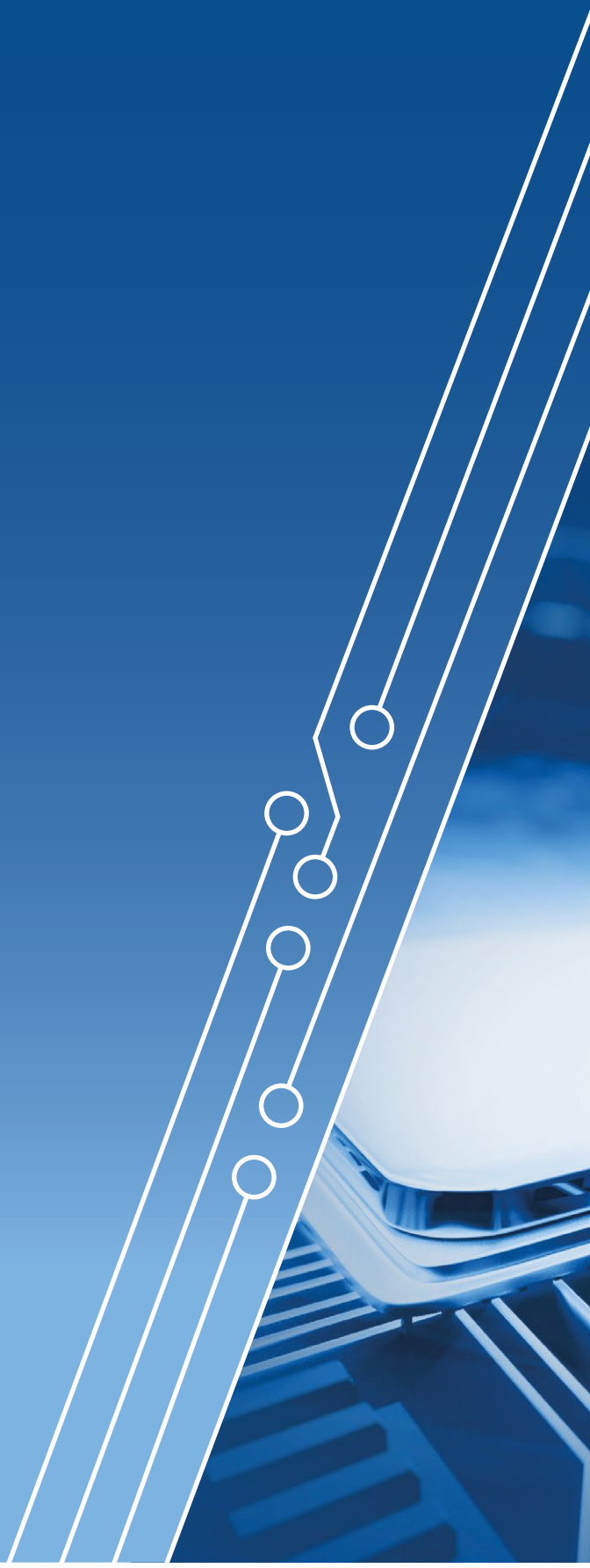
Example of visual language image motifs

02.6 VISUAL LANGUAGE

PRODUCT PRESENTATION

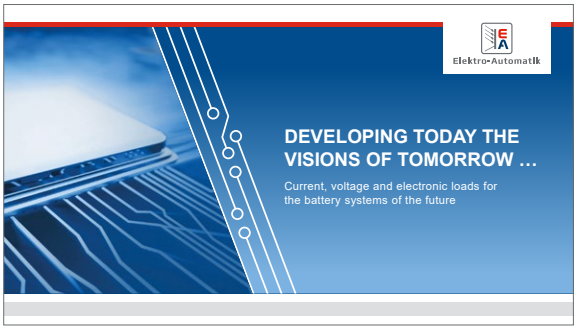
A clean presentation of the products, photographed frontally or from a lateral perspective, is the distinguishing feature of the product presentation. Attention must be paid to perfect illumination and markless execution. The products are used with a shadow.

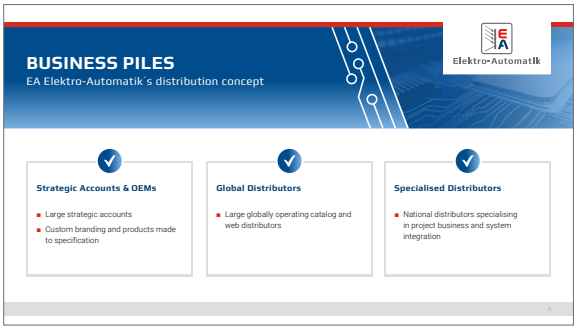
04 DIGITAL MEDIA

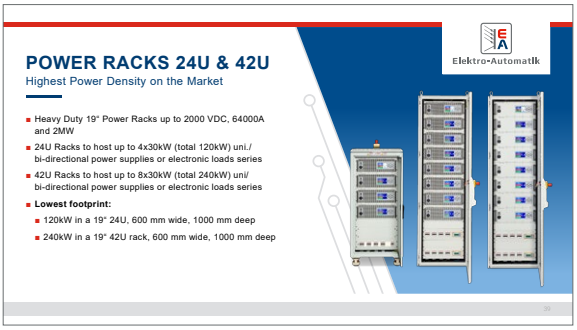


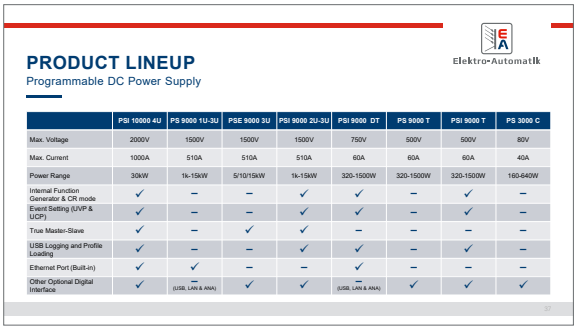
04.1 POWERPOINT SLIDE MASTER

The PowerPoint slide masters ensure uniform corporate presentation in accordance with the guidelines of the CD Manual. Various PowerPoint slide masters in 16:9 format provide binding slide layouts for text, image and graphic elements. This basic layout may not be changed.

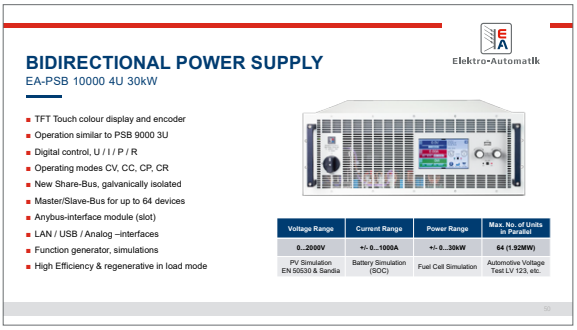








	PSI 10000 4U	PS 9000 1U-3U	PSE 9000 3U	PSI 9000 2U-3U	PSI 9000 DT	PS 9000 T	PSI 9000 T	PS 3000 C
Max. Voltage	2000V	1500V	1500V	1500V	750V	500V	500V	80V
Max. Current	1000A	510A	510A	510A	60A	60A	60A	40A
Power Range	30kW	1k-15kW	5/10/15kW	1k-15kW	320-1500W	320-1500W	320-1500W	160-640W
Internal Function Generator & CR mode	✓	–	–	✓	✓	–	✓	–
Event Setting (UVP & UCP)	✓	–	–	✓	✓	–	✓	–
True Master-Slave	✓	–	✓	✓	–	–	–	–
USB Logging and Profile Loading	✓	–	–	✓	✓	–	✓	–
Ethernet Port (Built-in)	✓	✓	–	–	✓	–	–	–
Other Optional Digital Interface	✓	✓ (USB, LAN & ANA)	✓	✓	✓ (USB, LAN & ANA)	✓	✓	✓



Voltage Range	Current Range	Power Range	Max. No. of Units in Parallel
0...2000V	+/- 0...1000A	+/- 0...30kW	64 (1.92MW)
PV Simulation EN 50530 & Sandia	Battery Simulation (SOC)	Fuel Cell Simulation	Automotive Voltage Test LV 123, etc.

Examples device presentation

04.2 NEWSLETTER

A uniform corporate presentation is also ensured in the newsletter in accordance with the guidelines of the CD manual. A single-column grid (600px width) consisting of individual image-text modules provides the opportunity to cover current topics.

Example Newsletter

04.3 SCREEN DESIGN

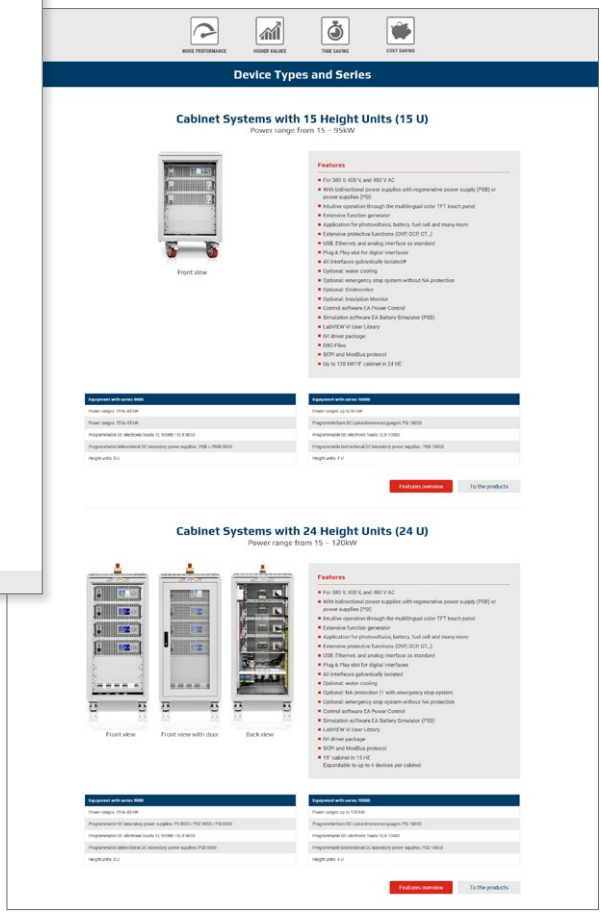
EA‘s new screen design adapts the guidelines to the internet. By using the corporate colours and the basic elements, a uniform corporate presentation is guaranteed.

04.3 SCREEN DESIGN

NAVIGATION

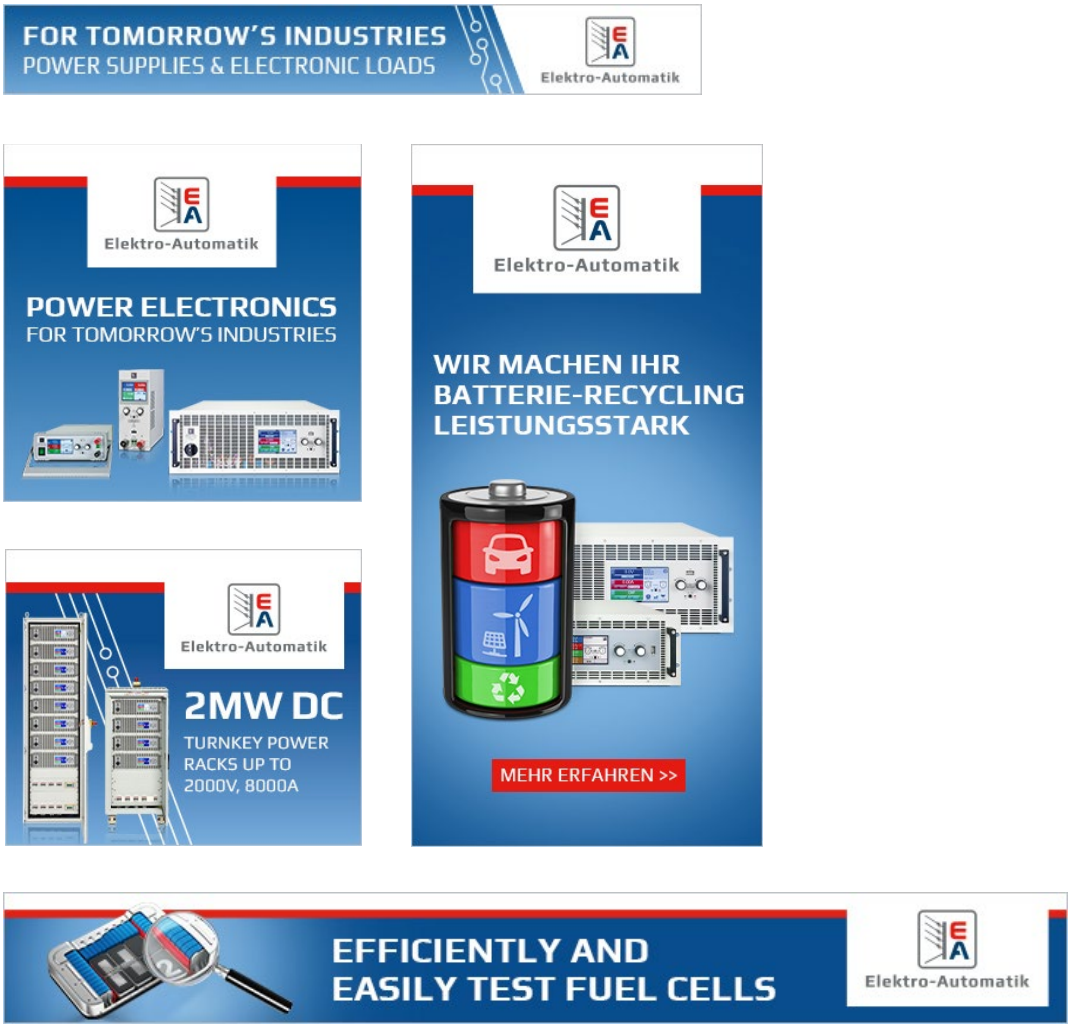
04.3 SCREEN DESIGN

FOLLOWING PAGES



04.4 DIGITAL ADVERTS

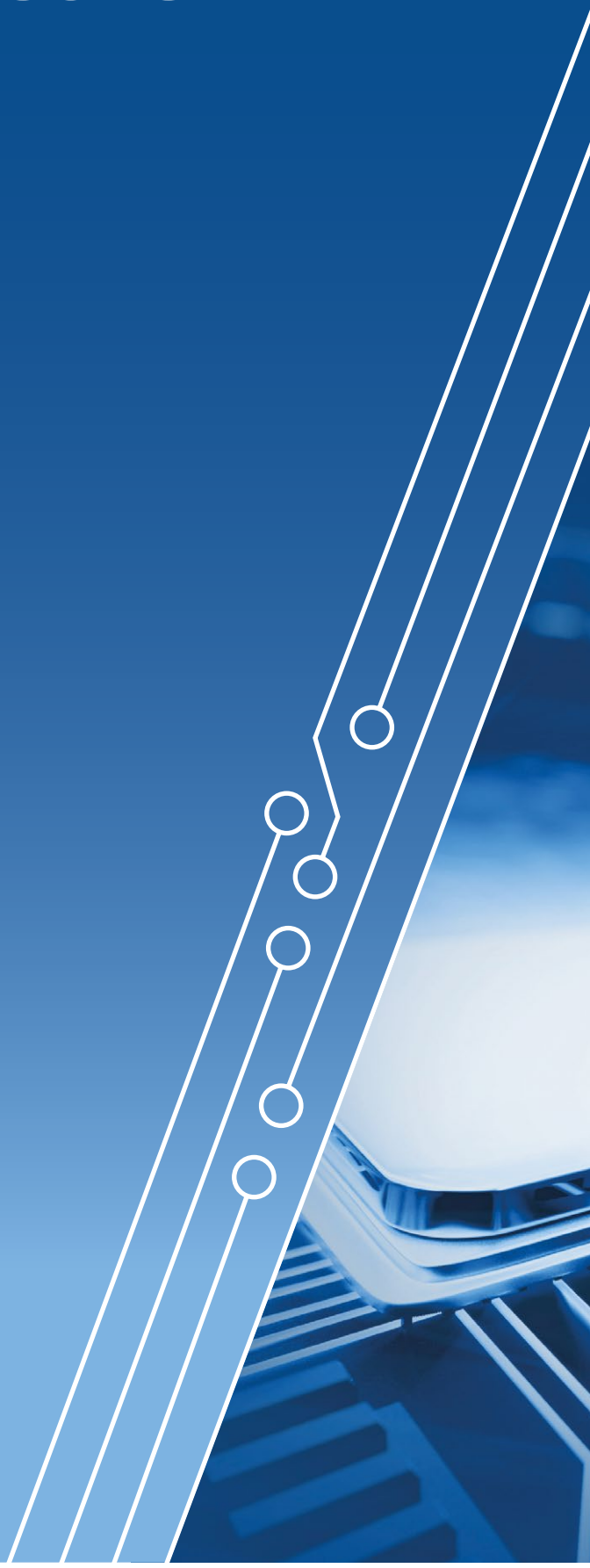
Advertising banners and newsletter ads must transport content in small formats. Taking the basic elements into account, a flexible design is possible. In very narrow formats, the red line as well as the concise logo field may be omitted, alternatively the ladder element. The logo, however, is always placed on a white background, taking into account the brand protection space, and is used in the positive version. Through targeted animation increases the user's attention.



Examples Banner & Newsletter Ads

05 CORPORATE LANGUAGE

05.1 SPELLINGS



05.1 SPELLINGS

The corporate language specifications apply worldwide.

THE COMPANY NAME

CORRECT SPELLINGS:

- The company name with company form:
  EA Elektro-Automatik GmbH & Co. KG
  EA Elektro-Automatik Co., Ltd.
  EA Elektro-Automatik, Inc.

- The company name:
  EA Elektro-Automatik

- The short form:
  EA

Use long form/short form:

- Before the short form (EA) is used in texts, the long form of the company name must have been used once before, with or without the company form.

The following spellings may not be used:

- the EA Elektro-Automatik (with article without company form)
- EA Elektro Automatik (without hyphen)
- Elektro-Automatik (without EA)
- Elektro Automatik (without EA and without hyphen)
- Elektroautomatik (written as one word)

05.1 SPELLINGS

NUMBERS AND UNITS

There is a space between the number and the unit of measurement.

Ex. 120 kW, 2500 W, 60 V, 20 A

BULLETED LISTS/BULLET POINTS

In bulleted lists, the first letter of the first word after the bullet point is uniformly capitalized, regardless of whether it starts with a noun or a verb.

Example:

- Bidirectional (Charge & Discharge)
- Autoranging for DC In- and Output
- Battery & fuel cell simulation
- Integrated function generator

05.1 SPELLINGS

In addition to the internationally valid specifications, some regulations must be defined specifically in terms of language.

GERMAN:

COUPLINGS WITH THE COMPANY NAME

The company name is linked to subsequent words with a hyphen. This corresponds to the rules of the German language and clarifies the references within a sentence.

Ex:

- EA Elektro-Automatik-Mitarbeiter
- EA-Mitarbeiter

Also possible are rewrites:

- Die Mitarbeiter von EA Elektro-Automatik
- Die Mitarbeiter von EA

GENDER-SENSITIVE LANGUAGE

The following spelling should be used consistently within a text:

- Mitarbeiterin und Mitarbeiter (Enumeration/Pairs)
- Mitarbeiterinnen und Mitarbeiter (Enumeration/Pairs)