AMETEK®
MARKETING COMMUNICATIONS

13 December 2017

Corporate and Brand Identity Standards

AMETEK®
MARKETING COMMUNICATIONS

Contents

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1. Why Corporate Brand Identity Matters

- AMETEK is a distinctive, valuable and recognized brand with over 50 years of impact and success in many markets.

- As AMETEK continues to grow through acquisitions and business expansion, the need for uniform and consistent Corporate and brand identity is more important than ever.

- Recent growth in AMETEK's business portfolio validates the need to re-emphasize that AMETEK is one operating company with strong brands and businesses worldwide.

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2. Purpose and Objective

- AMETEK's global brand and identity standards publication is designed to be a practical and easy to understand tool.

- This tool is full of useful information that helps facilitate proper and approved AMETEK brand identity as well as the usage of AMETEK and individual brand logos.

- Its objectives are threefold:

  1. Establish and present a professional, uniform message and image of AMETEK across all communication channels to customers, investors, colleagues, and the world.

  2. Promote legal and approved usage of AMETEK Corporate and brand identities, and strengthen their value globally.

  3. Provide the proper branding information and resources to operating entities, acquisitions, ad agencies, and all other outside contractors. Their adherence to the established uniform AMETEK message and image is key to promulgating these standards.

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3. Message from the AMETEK Executive Office

The AMETEK Executive Office believes strongly in the value of promoting AMETEK's corporate brand identity with the operating entity and its product brand names. Our goal is to leverage recognition of the AMETEK name and its brands wherever we do business worldwide. That goal has gained even greater importance as we acquire new businesses and, through our Growth Strategies, expand our businesses into new markets and geographic regions.

Although advertising and promotion may focus on individual products and brand names, those products and brands must be linked with AMETEK. Our intent is not to overpower our entity names and branded products but to strengthen the connection between our businesses and AMETEK.

With that in mind, the AMETEK logo must appear conspicuously on all print and electronic marketing and promotional communications. That includes advertising, stationery, product literature, web sites, trade shows, product packaging, and product marking and labeling.

The AMETEK name must be used in all capital letters and precede the name of the business unit, at least on first reference. The AMETEK logo also should appear in adherence with our Corporate and Brand Identity Standards detailed on the pages that follow.

Our Marketing Communications Department (MarCom) serves as a resource for the proper use of our corporate logo and consistent application of AMETEK's Corporate and Brand Identity Standards. Contact MarCom with any questions or for additional information. It can be reached at +1-610-647-2121.

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4. AMETEK Marketing Communications is Here to Help

AMETEK Marketing Communications (MarCom) serves as a resource for all Company operating entities, new acquisitions, and others creating any communication, photography, literature, stationery, Web pages, product labeling or packaging on AMETEK's behalf. In order to promote AMETEK as a professional organization that customers and investors want to do business with, AMETEK needs to have specific brand identity standards that are published and adhered to around the world. If you have material that does not contain an AMETEK logo, including actual products, they should have the AMETEK logo added as soon as practical. Attaching labels to existing items is a short-term alternative for brand standards compliance.

The following pages detail brand identity standards that present an overall uniform image of the Company that is preferred and supported. AMETEK MarCom maintains a Web portal with resources and logos in several digital formats and every person that creates content for AMETEK needs to use approved resources and logos.

AMETEK Sharepoint MarCom   Password: **AMETEK Office 365 password** *(will only work after AMETEK integration)*

All press releases and other public communications MUST be reviewed by the Corporate Manager, Public Relations via e-mail.

It also is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity. **Contact MarCom at +1 610-647-2121 with any questions about this document.**

Compliance audits will be initiated periodically by MarCom to operating entity sales and marketing colleagues throughout AMETEK to verify implementation of the standards on the following pages.

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5. AMETEK the Brand

AMETEK Corporate logo

Logos are not to be altered - use as downloaded from the AMETEK Web portal. AMETEK is a trademark, and the accepted style when in text form is to use all capital letters throughout every communication.

LOGOS FOR WEB OR PRESENTATION USE

RGB logos translate well for the Web and in Microsoft Office, etc.
Red diamond in the "A" of the logo is R=237 + G=28 + B=36 (hex #ED1C24).
Black is R=0 + G=0 + B=0 (hex #000000).
Recommended file formats: JPG, GIF (Web or presentations)

LOGOS FOR PRINTING

4-Color Process
CMYK logos should be used when printing brochures or other publications.
Red diamond in the "A" of the logo prints 100% magenta + 100% yellow; the rest of the logo prints 100% black.
Recommended file format: EPS (vector based)

2-Color (Spot or PMS Color)
PMS 2-color logos can be used when producing items such as product labeling, embroidery, pens, and stationery.
Red diamond in the "A" of the logo prints 100% Pantone #1795; the rest of the logo prints 100% black.
Recommended file format: EPS (vector based)

1-Color (Black and White)
Black 1-color logos can be used for items such as product labeling, embroidery, pens, and stationery and if multi-color production is cost prohibitive. Generally, the logo should not be reproduced in any color but black. Some exceptions are embossing, embroidery, and metal etching.
Diamond in the "A" of the logo is 50% black, the rest of the logo is 100% black.

It is required that all operating entities, domestic and international, comply.

All logos here are for visual example only – download actual logos from the AMETEK Web portal

RGB logo

CMYK logo

1-Color black logo

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5. AMETEK the Brand

AMETEK Corporate logo – reversed on black

Logos are not to be altered - use as downloaded from the AMETEK Web portal. AMETEK is a trademark, and the accepted style when in text form is to use all capital letters throughout every communication.

LOGOS FOR WEB OR PRESENTATION USE

RGB logos translate well for the Web and in Microsoft Office, etc.
Red diamond in the "A" of the logo is R=237 + G=28 + B=36 (hex #ED1C24).
White is R=255 + G=255 + B=255 (hex #FFFFFF).
Recommended file formats: JPG, GIF (Web or presentations)

LOGOS FOR PRINTING

4-Color Process
CMYK logos should be used when printing brochures or other publications.
Red diamond in the "A" of the logo prints 100% magenta + 100% yellow; the rest of the logo prints white.
Recommended file format: EPS (vector based)
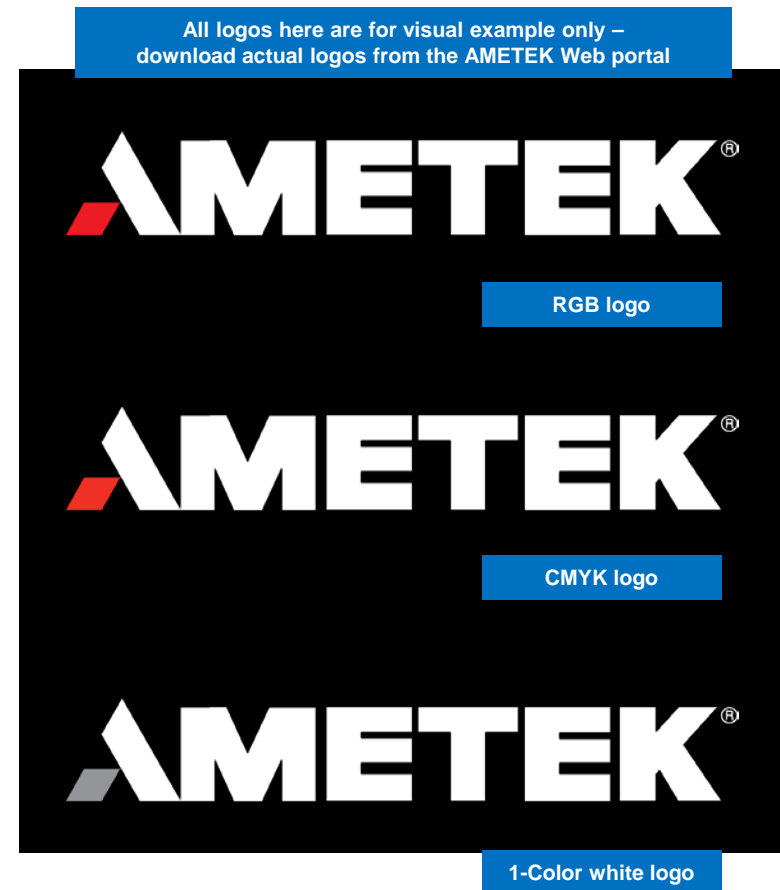
2-Color (Spot or PMS Color)
PMS 2-color logos can be used when producing items such as product labeling, embroidery, pens, and stationery.
Red diamond in the "A" of the logo prints 100% Pantone #1795; the rest of the logo prints white.
Recommended file format: EPS (vector based)

1-Color (Black and White)
Black and white 1-color logos can be used for items such as product labeling, embroidery, pens, and stationery and if multi-color production is cost prohibitive.
Generally, the logo should not be reproduced in any color but black and white.
Some exceptions are embossing, embroidery, and metal etching.
Diamond in the "A" of the logo is 50% black, the rest of the logo is white.

It is required that all operating entities, domestic and international, comply.

All logos here are for visual example only – download actual logos from the AMETEK Web portal

RGB logo

CMYK logo

1-Color white logo

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AMETEK
MARKETING COMMUNICATIONS

5. AMETEK the Brand

AMETEK Corporate logo – reversed on dark color

Some acceptable colors to use a white AMETEK (reversed) logo are shown in examples at the right.

**BACKGROUND COLOR FORMULATIONS
FOR USING A WHITE AMETEK LOGO**

BLACK or RICH BLACK
CMYK = 100% black or C75 M68 Y67 K90
RGB = R0 G0 B0, hex #000000

DARK GRAY
CMYK = At minimum, 70% black or C63 M55 Y54 K28
RGB = R90 G90 B90, hex #5A5A5A

MAROON
CMYK = C34 M98 Y96 K53
RGB = R102 G0 B0, hex #660000

DARK BLUE
CMYK = C100 M93 Y33 K32
RGB = R0 G32 B91, hex #00205B

If you reproduce the preferred colors shown on this page, you will be safe using a white AMETEK logo and have good contrast between the logo and the background.

It is required that all operating entities, domestic and international, comply.

All logos here are for visual example only – download actual logos from the AMETEK Web portal

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AMETEK Sharepoint MarCom
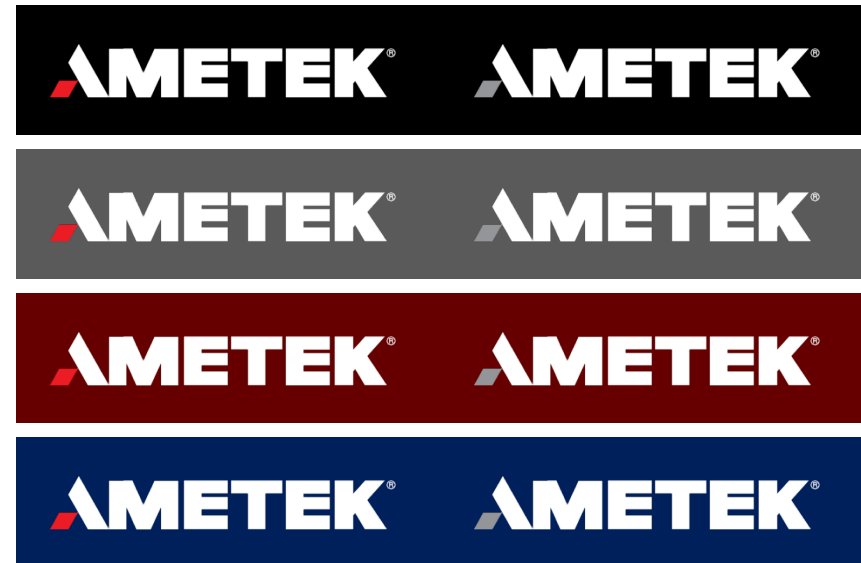
5. AMETEK the Brand

AMETEK operating entity logos

Logos are not to be altered - use as downloaded from the AMETEK Web portal. The color details shown previously apply to operating entity logos too. Individual operating entities need to decide if showing the operating entity name with the AMETEK logo in branding and marketing is important to its overall message – it's not mandatory to include. It is acceptable to use the AMETEK logo without an operating entity name.

LOGOS FOR WEB OR PRESENTATION USE AND LOGOS FOR PRINTING

Available file formats: JPG, GIF (Web or presentations), and EPS (vector based)

At the right are some representative samples of the AMETEK logo with accompanying operating entity name. The size relationship (logo size versus operating entity name size) in the samples and downloadable logos is approved and must be maintained.

Operating entity name position – Can be flush left (preferred configuration and shown in logo samples) or centered (each text line too) under the AMETEK logo.
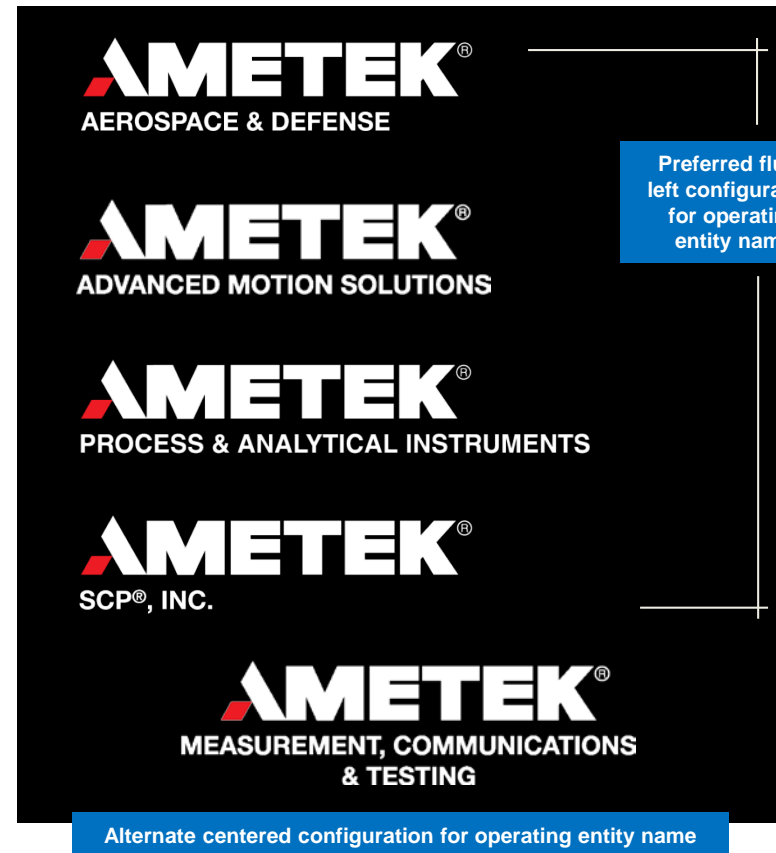
The logo samples on the AMETEK Web portal have legally approved operating entity names and should not be altered. In rare cases that an operating entity name needs to be typeset under an AMETEK logo, see below.

Operating entity name – All capital letters and bold font.

Fonts – Helvetica (shown in logo samples), also manufactured as Arial or Switzerland.

The distance from the bottom of the AMETEK logo to the top of the operating entity name should be 3/4 (75%) of the name height (e.g. - if the name is 1/4" high, the distance from the bottom of the logo to the top of the name should be 3/16", or if the name is 4mm high, the distance from the bottom of the logo to the top of the name should be 3mm). The size relationship (logo size versus operating entity name size) shown in the samples is approved and must be maintained.

It is required that all operating entities, domestic and international, comply.

AMETEK®
AEROSPACE & DEFENSE

AMETEK®
ADVANCED MOTION SOLUTIONS

AMETEK®
PROCESS & ANALYTICAL INSTRUMENTS

AMETEK®
SCP®, INC.

Preferred flush left configuration for operating entity name

AMETEK®
MEASUREMENT, COMMUNICATIONS & TESTING

Alternate centered configuration for operating entity name

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MARKETING COMMUNICATIONS

5. AMETEK the Brand

AMETEK operating entity logos – white reversed

Logos are not to be altered - use as downloaded from the AMETEK Web portal. The color details shown previously apply to operating entity logos too. Individual operating entities need to decide if showing the operating entity name with the AMETEK logo in branding and marketing is important to its overall message – it's not mandatory to include. It is acceptable to use the AMETEK logo without an operating entity name.

LOGOS FOR WEB OR PRESENTATION USE AND LOGOS FOR PRINTING

Available file formats: JPG, GIF (Web or presentations), and EPS (vector based)

At the right are some representative samples of the AMETEK logo with accompanying operating entity name. The size relationship (logo size versus operating entity name size) in the samples and downloadable logos is approved and must be maintained.

Operating entity name position – Can be flush left (preferred configuration and shown in logo samples) or centered (each text line too) under the AMETEK logo.

The logo samples on the AMETEK Web portal have legally approved operating entity names and should not be altered. In rare cases that an operating entity name needs to be typeset under an AMETEK logo, see below.

Operating entity name – All capital letters and bold font.

Fonts – Helvetica (shown in logo samples), also manufactured as Arial or Switzerland.

The distance from the bottom of the AMETEK logo to the top of the operating entity name should be 3/4 (75%) of the name height (e.g. - if the name is 1/4" high, the distance from the bottom of the logo to the top of the name should be 3/16", or if the name is 4mm high, the distance from the bottom of the logo to the top of the name should be 3mm). The size relationship (logo size versus operating entity name size) shown in the samples is approved and must be maintained.

It is required that all operating entities, domestic and international, comply.

Preferred flush left configuration for operating entity name

Alternate centered configuration for operating entity name

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5. AMETEK the Brand

AMETEK logo and brand logos general size relationship to one another

At the right are representative samples of the AMETEK logo and brand logos in acceptable visual size relationships.

The AMETEK logo should never be *LESS THAN 75%* (3/4 size) of the brand logo, e.g. – if the brand logo is 5" [127mm], then the AMETEK logo should be no smaller than 3.75" [95.3mm]. This relationship ensures the linkage between AMETEK and the operating entity names and brands that the AMETEK Executive Office supports. The AMETEK logo certainly can be equal size to the brand logo or the dominant visual with the brands as a reinforcement or secondary elements.

An AMETEK logo is required at the approved size relationship *WHENEVER* a brand logo is presented – on each and every page, spread, trade show graphic, Web page, or product.

Below the header at the right is a trade show graphic. The AMETEK logo with the operating entity name and the individual brand logo have equal visual weight and support the linkage to AMETEK without diminishing the individual brand.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

Minimum 75% size of Vision Research logo
applies to the AMETEK logo, and DOES NOT include the operating entity name

Visually equal size AMETEK and brand logo

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5. AMETEK the Brand

AMETEK logo and brand logos general size relationship to one another

At the right is a sample of the AMETEK logo with multiple brand logos.

The AMETEK logo should never be *LESS THAN 75%* (3/4 size) of the brand logo, e.g. – if the brand logo is 5" [127mm], then the AMETEK logo should be no smaller than 3.75" [95.3mm]. This relationship ensures the linkage between AMETEK and the operating entity names and brands that the AMETEK Executive Office supports. The AMETEK logo certainly can be equal size or the dominant visual with the brands as a reinforcement or secondary elements.

An AMETEK logo is required at the approved size relationship *WHENEVER* a brand logo is presented – on each and every page, spread, trade show graphic, Web page, or product.

The AMETEK Power Instruments product faceplate shown at the right supports the linkage to AMETEK without diminishing the individual brands.

NOTE: If production processes on product labels, faceplates, membranes, etc. allow only one color to reproduce the AMETEK logo, it can be used in all black or all white *ONLY*, without tints if necessary.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.
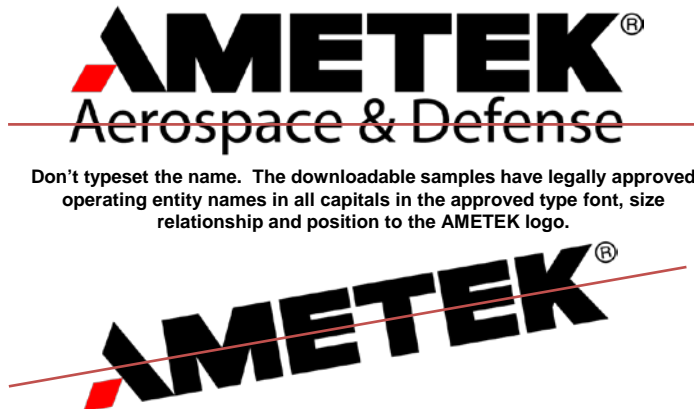

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5. AMETEK the Brand

AMETEK logo and brand logos general size relationship to one another

At the right is a representative sample of the AMETEK logo with a brand logo.

The AMETEK logo should never be *LESS THAN 75%* (3/4 size) of the brand logo, e.g. – if the brand logo is 5" [127mm], then the AMETEK logo should be no smaller than 3.75" [95.3mm]. This relationship ensures the linkage between AMETEK and the operating entity names and brands that the AMETEK Executive Office supports. The AMETEK logo certainly can be equal size or the dominant visual with the brands as a reinforcement or secondary elements.

An AMETEK logo is required at the approved size relationship *WHENEVER* a brand logo is presented – on each and every page, spread, trade show graphic, Web page, or product.

The trade show booth and panels shown at the right support the linkage to AMETEK without diminishing the individual brand.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

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5. AMETEK the Brand

What NOT TO DO with AMETEK approved logos

All AMETEK and brand logos are available to download from the MarCom Web portal. They should be used as downloaded and never altered in computer software programs. Please pay particular attention when re-sizing them in any software package and make sure the X and Y dimensions are scaled proportionally.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

Don't vertically stretch the AMETEK logo

Don't horizontally stretch the AMETEK logo

Don't recolor the AMETEK logo an unapproved color

Don't bevel the AMETEK logo

Don't emboss the AMETEK logo

Don't typeset the name. The downloadable samples have legally approved operating entity names in all capitals in the approved type font, size relationship and position to the AMETEK logo.

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5. AMETEK the Brand

Some other DON'Ts with logos and branding

Don't use "An AMETEK Company" *AS A LOGO OR IN TEXT* in any type of communication, including Web/electronic, marketing, signage, product markings, etc.

Don't create logos from acronyms of Divisional or BU names. Organizational structures are subject to change whether by acquisition or company re-alignment, whereas a brand logo is expected to live on indefinitely. Do not create a logo from an acronym of your Division or BU name unless the plan is to go to market and brand your products with it. Further, these acronyms may pose a trademark infringement liability for AMETEK. Remember, a brand or trademark is an adjective and should differentiate and be used with a product name
(e.g. – WINDJAMMER® brushless DC blowers).

If a Division or BU feels strongly and wants to use an acronym, it must be reviewed and trademark searched by MarCom to ensure conflicts don't exist.

Don't create individual branding documents unless everything in it follows already established standards published in the Corporate and Brand Identity Standards.

Don't assume a new operating entity name your team brainstorms is available for use. A name change for an AMETEK reorganization, acquisition integration, or simply to better describe your organization's competencies has ramifications in that it affects many collateral materials, Web sites, stationery, etc.

All proposed new operating entity names *MUST* be reviewed by Corporate MarCom. At that time, trademark searches will be performed so AMETEK can rule out any possible copyright infringement. MarCom also will coordinate with AMETEK Financial Reporting to ensure proposed operating entity names or acronyms don't conflict with existing AMETEK operating units.

It is required that all operating entities, domestic and international, comply.

**Don't use
An AMETEK Company**

**Don't brand acronyms
that are subject to
Company re-alignment**
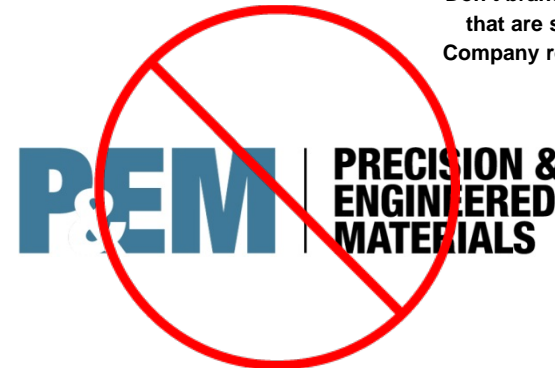
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6. AMETEK Brand Applications – Stationery

Business cards and stationery

AMETEK operating entities, including acquisitions, must present a uniform message and image of AMETEK across all communication channels, and that includes business cards. All operating entities and new acquisitions within AMETEK must use the approved Corporate business card format supported by the AMETEK Executive Office, no matter where you choose to print and produce the stationery.

AMETEK E-Procurement, working with AMETEK MarCom, supports a Web site that offers approved AMETEK stationery items at competitive pricing.

Click here to go to AMETEK's E-Procurement Stationery Web Site

The site has business cards, envelopes, letterheads, memo pads and labels. Brand logos are added for customization on some items. Everyone must set up an account and use their AMETEK e-mail address for the username; password must then be selected.

Business card samples are shown at right. AMETEK MarCom will supply printing templates of approved business cards for European and Asian colleagues if printing locally makes better sense.

Printing social media logos on business cards and other literature is NOT recommended. Due to the disclaimers and other rules required to satisfy the usage guidelines published on the social media brand's own Websites, the risk of faulty compliance outweighs the limited benefit to AMETEK.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

Standard U.S. generic business card and second card with brand logo

2-sided UPT Mexico business card
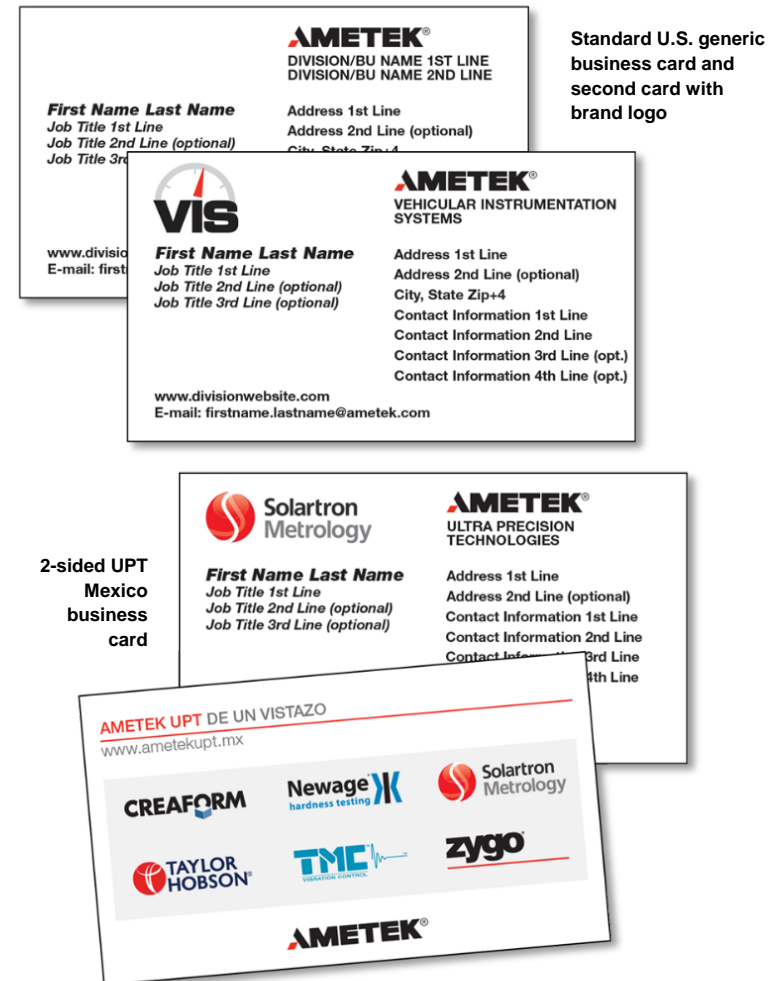
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6. AMETEK Brand Applications – Stationery

Internal correspondence and letterhead

Approved letterheads should be used by all operating entities to help further promote AMETEK's corporate and brand identity standards. They are available on AMETEK E-Procurement's Web site to print larger quantities or as electronic Microsoft Word templates to print very small quantities.

Internal memos and letterheads can be downloaded from the AMETEK MarCom asset Web portal as Microsoft Word templates. Brand logos can be added for customization on some items. AMETEK encourages the use of electronic letterhead versus printed letterhead for several reasons: cost reduction, ease of updating any contact information change, and environmental awareness (less paper).

An approved internal correspondence letterhead and two types of external letterheads are shown at the right. AMETEK MarCom also can supply printing templates of approved letterhead for European and Asian colleagues if you choose to print, and printing locally makes better sense.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.
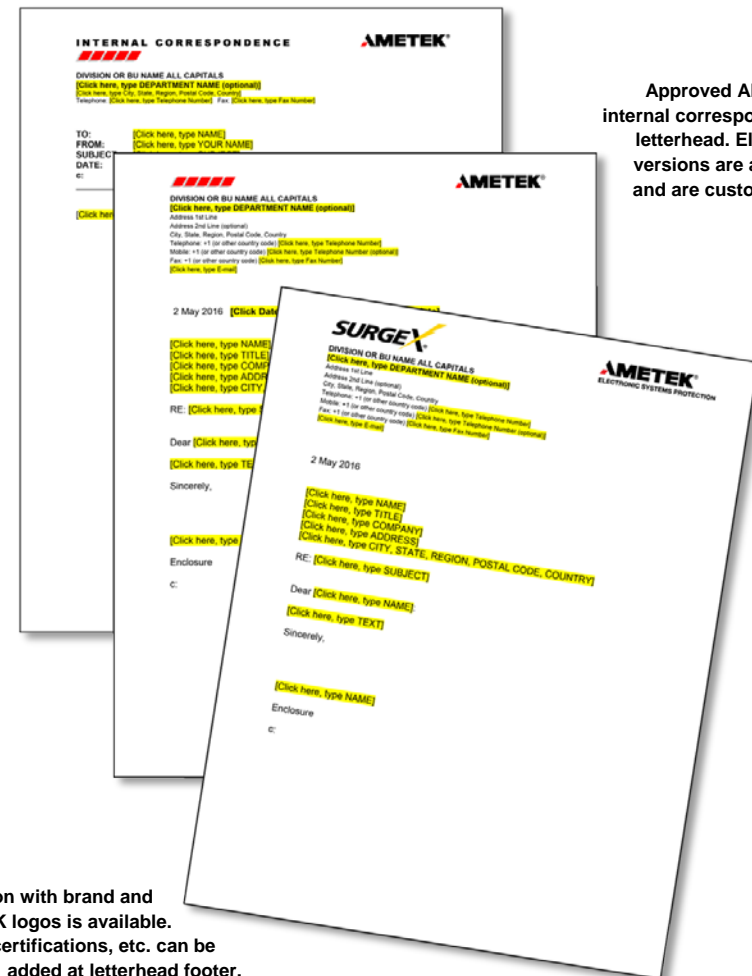
Approved AMETEK internal correspondence and letterhead. Electronic versions are available and are customizable.

This version with brand and AMETEK logos is available. ISO certifications, etc. can be added at letterhead footer.

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6. AMETEK Brand Applications – PowerPoint

Corporate Overview PowerPoint file

PowerPoint presentations are another area where AMETEK colleagues can help support brand identity. The template is available as a link below from the AMETEK MarCom Web portal.

Several representative pages of the new PowerPoint presentation are shown. Use the master pages for different page looks, including an alternate title slide without the product images.

It is strongly recommended that the Corporate MarCom Team review all collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

Download AMETEK's Corporate

PowerPoint template from

AMETEK Sharepoint MarCom
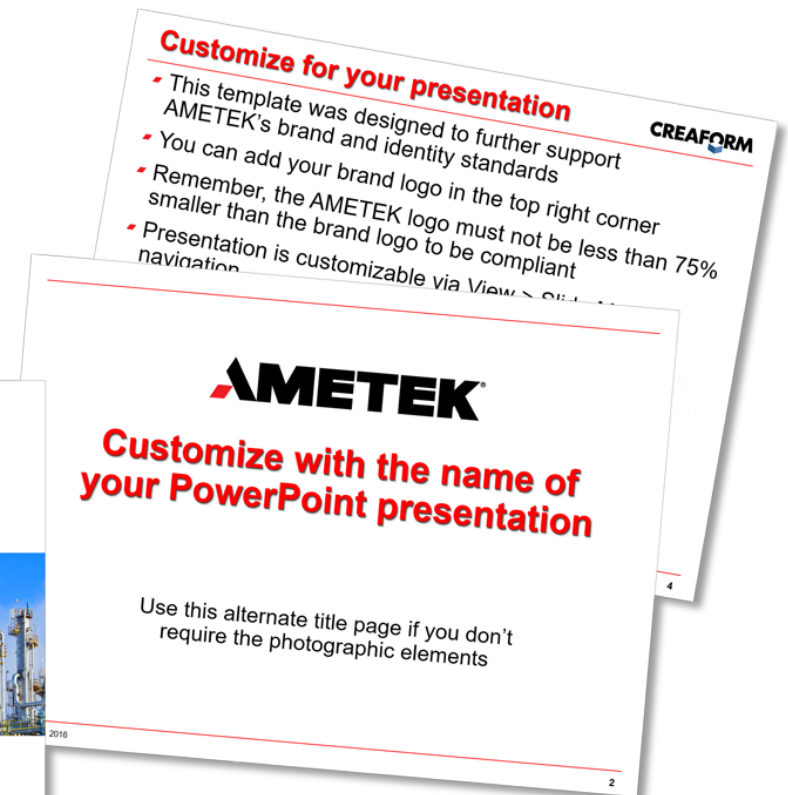
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6. AMETEK Brand Applications – Web Sites

Web site design and appearance

A multi-disciplined team of Corporate and operating entity colleagues approved the look of the current AMETEK Web site. Flexibility and functionality were engineered in and features are added as needs present themselves during individual Web site conversions.

The AMETEK logo MUST be visible without scrolling on all AMETEK Web sites or electronic visuals created by company employees, or on AMETEK's behalf by outside contractors.

Operating entities can design and control the content with the AMETEK Content Management System (CMS). All domains must be registered through our Tech Center. All AMETEK Web sites must be hosted in AMETEK's standard environment.

Before beginning your Web site redesign, see links above for AMETEK's Style Guide for Web Sites, Search Engine Optimization (SEO) Best Practices document and Web Price Structure. These resources contain valuable information to facilitate converting operating entity Web sites to the latest responsive design format.

All operating entities will be required to migrate their Web sites to the new AMETEK Content Management System. Operating entities are <u>NOT</u> permitted to migrate to any other Content Management System.

Managers of current AMETEK Web sites should contact the Corporate Web Services Group to inquire about migrating sites to AMETEK's newest CMS based on software by Sitecore. At that time, a detailed project plan and storyboards should be developed.

Contact: AMETEK's Manager, Web Applications Barbara Klemmer at +1 610-647-2121 x5246 for information.

All AMETEK Web sites must follow the approved Corporate look. It is required that all operating entities, domestic and international, comply.

IMPORTANT RESOURCE DOCUMENTS TO REVIEW *BEFORE* WEB RE-DESIGN:

AMETEK's Style Guide for Web Sites • AMETEK's SEO Best Practices

AMETEK's Web Price Structure

(contact MarCom for access to these documents)

AMETEK Corporate Web site home page
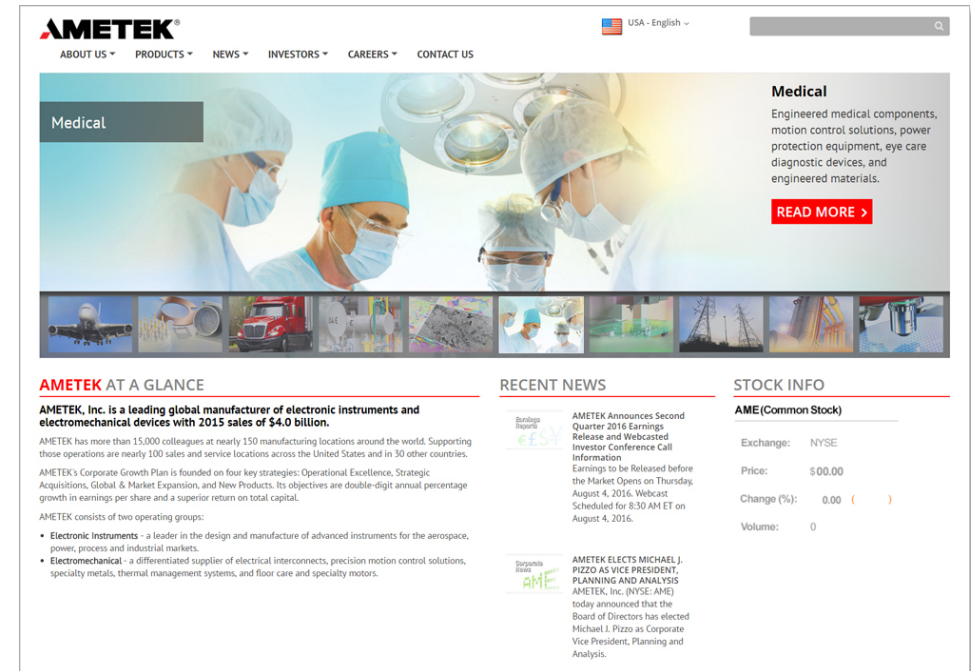
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6. AMETEK Brand Applications – Social Media

Social media, on-line video, E-newsletters

There are a few key points to consider with regard to AMETEK's Corporate brand and identity standards as it relates to social media.

Any social media marketing or promotion for AMETEK products on outlets such as Facebook, Twitter, YouTube, LinkedIn, blogs, etc., must follow the electronic communications guidelines set forth in **AMETEK's Comptrollers Manual, section PP #400.15.01.** Use good judgment on content presented. AMETEK MarCom has published Social Media Best Practices for colleagues to help guide them in AMETEK social media.

Contact MarCom to access AMETEK's Social Media Best Practices

Any electronic visual that presents an operating entity brand logo *MUST* also show an AMETEK logo at the approved size relationship on each and every area of the electronic visual.

All press releases and other public communications *MUST* be reviewed by the Corporate Manager, Public Relations.

It also is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the standards presented in this publication.

It is required that all operating entities, domestic and international, comply.
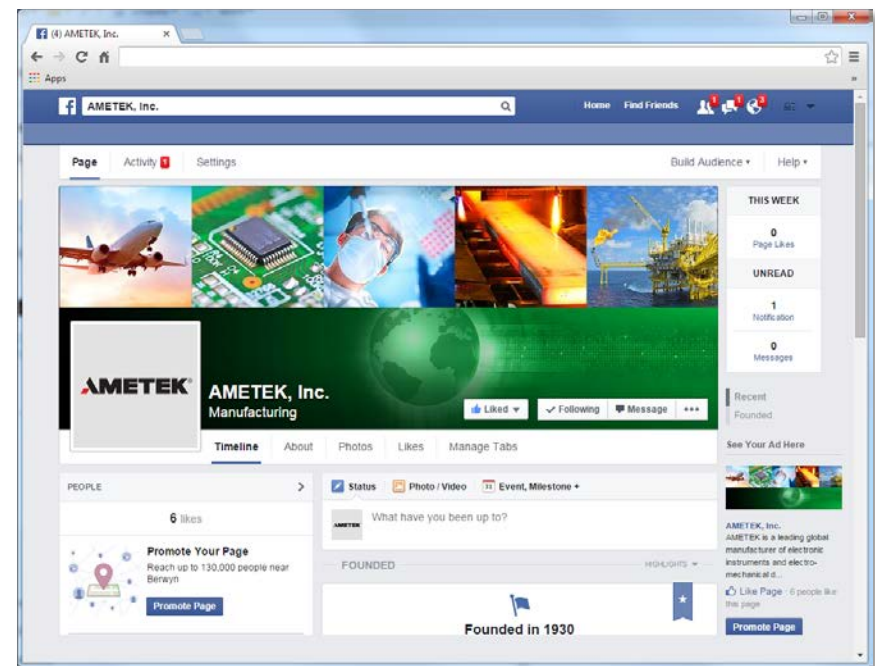
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6. AMETEK Brand Applications – Social Media

Social media guidelines and best practices

AMETEK Social Media Guidelines

AMETEK's business units and marketing employees are increasingly embracing social media as an extension of their marketing efforts. While the policies and procedures that apply to your normal business and marketing practices also apply to social media, we felt it was appropriate to develop and circulate for review a set of social media guidelines (i.e. common sense reminders) to govern the way we use social media at AMETEK.

AMETEK's Policies and Procedures Manual

First please familiarize yourself with and follow AMETEK's policies and procedures manual and the electronic communications guidelines set forth in **AMETEK's Comptrollers Manual, section PP #400.15.01.**

Logos and Trademarks

The AMETEK logo must be used in any social media presence at the correct size and proportion to the brand logo as outlined in the Brand Identity Standards. It also must be visible without scrolling. If you have any questions about the proper use of AMETEK's or your businesses logo, please contact Corporate MarCom.

Be Personally Responsible

Employees are personally responsible for content published on line, whether it is a blog, social media site or any other form of electronic media. Be aware that what you publish will be public for a long time. Protect your identity and take the time to learn the site's terms of agreement. Common sense is an important factor here. Be sure you are comfortable with what you may publish before you publish it!

Confidential Information

Do not provide or publish AMETEK's clients, partners or suppliers confidential or proprietary information and never discuss AMETEK business performance or other sensitive details about business plans or results. Do not disclose or use AMETEK confidential or proprietary information in any social media platform. AMETEK confidential and propriety information may include, but is not limited to, the development of products and technology, as well as internal reports, financial information, strategic plans or procedures.

Third Party Reference

Don't cite or reference clients, partners or suppliers on business related matters without their permission. Never identify a client, partner or supplier by name without their approval. When you do make a reference, link back to the source and do not publish content that might allow inferences to be made which could damage a client relationship with AMETEK.

Respect Your Audience

Do not use ethnic slurs, discriminatory remarks, personal insults, obscenity, or anything that would not be considered appropriate in AMETEK's work place. Spirited and passionate discussions are fine, but be respectful of others and their opinions. Be the first to correct your own mistakes.

Respect Copyrights

If it is not yours, don't use it. Just because something is posted on the Internet without password protection, that does not mean you can copy it and use it for your own purposes. You should assume all photos and text you find on the Web are protected by copyright, unless they are specifically identified as having an Open License Agreement or noted as being in the public domain. Before posting someone else's work, please get their permission first.

Know How Content is Distributed and Protected on Each Site

Your privacy choices vary from site to site, as do the methods various site hosts use to distribute the material you post. Before you begin a program on any social media site, you should spend the time required to familiarize yourself with just exactly who will see each item, image or link you post, and in what context they will see it, as well as what choices you have to govern that process. You should know, too, how your audience can share, retweet or otherwise pass on your content to their network of friends or business associates.

Security – What Do You Do if Your Page is Hacked?

If your social media site is attacked, you should notify the hosting company immediately and your IT staff. While you may be able to modify the content of the site via your log-in credentials, neither you, nor your IT staff, will be able to access the server-side portions of the site through which hacking activity can be thwarted. *Company employees must register user names and passwords with AMETEK's webmaster.*

Contact MarCom to access AMETEK's Social Media Best Practices

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6. AMETEK Brand Applications – Literature

Literature, data sheets, advertising

AMETEK *DOES NOT* have a recommended look-and-feel for literature, data sheets and advertising.

An AMETEK logo is required at the approved size relationship *WHENEVER* a brand logo is presented – on each and every page, spread, trade show graphic, Web page, or product.

Proper copyright and trademark information should be displayed on all publications:
© 2017, by AMETEK, Inc. All rights reserved.
All publications that are a blanket copyright of AMETEK, Inc. should use this format.

When operating entities want to retain individual copyrights on intellectual property, the same format should be used:
© 2017, by [fill in AMETEK operating entity legal name]. All rights reserved.

All press releases and other public communications *MUST* be reviewed by the Corporate Manager, Public Relations.

It also is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

AMETEK logo displayed on operating entity brochures at approved size and style relationships

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AMETEK
MARKETING COMMUNICATIONS

6. AMETEK Brand Applications – Literature

AMETEK logo displayed
on operating entity data sheets
at approved relationships with
copyright information

AMETEK logo displayed
on operating entity
advertising at approved
size and style relationships

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6. AMETEK Brand Applications – Press Releases

Press releases

AMETEK's businesses are encouraged to use the PR services offered by AMETEK Marketing Communications (MarCom).

Press releases and other media materials (case histories, feature articles, backgrounders) need to conform with AMETEK's Corporate and Brand Identity Standards and meet accepted journalistic standards for content and style.

AMETEK must be referenced in all media materials as outlined above and used in all capital letters and precede the business unit name, at least on first reference. The logo use must conform with AMETEK's Corporate and Brand Identity Standards.

The Associated Press (AP) Stylebook is the standard style guide for press releases and other media materials.

PR agencies and individuals working for AMETEK business units need to provide AMETEK Marketing Communications with up-to-date contact information.

All press releases and other public communications MUST be reviewed by the Corporate Manager, Public Relations. If a press release is to be published in a language other than English, please provide an English translation.

For information contact the Manager, Public Relations at +1 610-647-2121.

Proper copyright and trademark information should be displayed on all publications: **© 2017, by AMETEK, Inc. All rights reserved.** That format should be used for all publications that are a blanket copyright of AMETEK, Inc.

If an operating entity wishes to retain individual copyrights on intellectual property, the same format should be used: **© 2017, by [fill in AMETEK operating entity legal name]. All rights reserved**.

All operating entities, domestic and international, are required to comply.

AMETEK standard press release template and cover of the Associated Press stylebook

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AMETEK®
MARKETING COMMUNICATIONS

6. AMETEK Brand Applications – Promotional Items

Clothing and promotional items

AMETEK logos on clothing, etched or lasered metal, embossed material and cylindrical objects such as pens are unique, but should follow the logo and color guidelines when possible. Generally, the logo should not be reproduced in any single color but black or white. With some of the production processes listed above, this is not possible.

See samples at right of acceptable embroidery and embossing.

It is required that all operating entities, domestic and international, comply.

Click here to see AMETEK's promotional item Web site

**AMETEK logo displayed on
embroidered and embossed items in one color**

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6. AMETEK Brand Applications – Product Labeling

Products and product labeling

AMETEK logos displayed on products sometimes present a unique situation, but should follow the logo and color guidelines shown earlier in this standard. Generally, the logo should not be reproduced in any single color but black or white. With some production processes used to apply AMETEK or brand logos on products, this is not possible. Size relationships between AMETEK and brand logos established earlier in the standards guide must be *STRICTLY* adhered to.

An AMETEK logo is required at the approved size relationship *WHENEVER* a brand logo is presented – on each and every page, spread, trade show graphic, Web page, or product.

See samples at right of some AMETEK products. The AMETEK logo with the operating entity name and the individual brand logo have equal visual weight and support the linkage to AMETEK without diminishing the individual brand.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

AMETEK and brand logos displayed at approved size relationships on a cylindrical product and some other products

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6. AMETEK Brand Applications – Customer

Correspondence (quotes, invoices, forms, etc.)

Any AMETEK correspondence must have an AMETEK brand logo. Individual operating entity brand logos can also be included, and must be sized according to these brand identity standards.

The AMETEK logo should never be LESS THAN 75% (3/4 size) of the brand logo, e.g. – if the brand logo is 5" [127mm], then the AMETEK logo should be no smaller than 3.75" [95.3mm]. This relationship ensures the linkage between AMETEK and the operating entity names and brands that the AMETEK Executive Office supports. The AMETEK logo certainly can be equal size or the dominant visual with the brands as a reinforcement or secondary elements.

See sample at right of one possible invoice with AMETEK and two operating entity brand logos. The amount of detail and information on a correspondence will determine the space available for logos. Maintain the logo size relationships in the text shown above at all times.

It is strongly recommended that the Corporate MarCom Team review Web design, product packaging and labeling, building signage and other collateral materials to ensure they reflect the AMETEK Executive Office supported brand identity standards presented in this publication.

It is required that all operating entities, domestic and international, comply.

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6. AMETEK Brand Applications – E-mail Sign-off

E-mail sign-off

Microsoft Outlook and most other e-mail programs allow for creation of e-mail sign-off signatures. While AMETEK realizes that colleagues prefer a degree of customization, e-mail sign-offs need to conform to the usage of AMETEK operating entity and brand logos shown in preceding examples in this publication.

See sample at right of an e-mail sign-off with a brand logo, typical contact information, an AMETEK logo, operating entity and department name if desired for *YOUR* division. All content in this example is optional, but the AMETEK logo *MUST* be used for external e-mails if a brand logo is presented.

It is required that all operating entities, domestic and international, comply.

Firstname Lastname
Title all on one line

P: 123.456.7890 | C: 123.456.7890 | F: 123.456.7890 | firstname.lastname@ametek.com

DIVISION OR BU IN ALL CAPITALS
Department Name Initial Caps

1000 Any Street | P.O. Box 1000 | City State Region Postal or Zip Code | http://www.ametek.com

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7. Other Identity Items – Business Description

Business description of AMETEK

Many AMETEK operating entities choose to display general public business information about the company on their Web pages, literature, trade show collateral, and PowerPoint presentations. In order to help facilitate presentation of the most accurate information to the outside world, guidelines were developed:

Web pages – only link pages back to content on ametek.com, which is kept current. URL is: **http://www.ametek.com/aboutus/overview**

Literature – keep information generic and don't use specifics about sales dollar amounts, number of employees, number of locations, etc. Use the generic description to the right instead.

View the most current AMETEK Annual Report at: **http://phx.corporate-ir.net/phoenix.zhtml?c=104638&p=irol-reportsAnnual**

Trade shows – same guidelines as literature.

PowerPoint – same guidelines as literature.

Other collateral not specifically covered above – same guidelines as literature.

It is required that all operating entities, domestic and international, comply.

An approved generic business description for literature, trade shows, PowerPoint, and other unspecified uses is:

AMETEK is a global leader in electronic instruments and electromechanical devices with colleagues at numerous manufacturing, sales and service locations in the United States and in many other countries around the world.

AMETEK consists of two operating groups: Electronic Instruments and Electromechanical.

Electronic Instruments is a leader in the design and manufacture of advanced instruments for the aerospace, process, power and industrial markets.

Electromechanical is a differentiated supplier of electrical interconnects, precision motion control solutions, specialty metals, thermal management systems and specialty motors.

Use business description text above verbatim.

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7. Other Identity Items – Telephone Branding

Telephone answering and on-hold message

Corporate and brand identity starts when a customer or other person calls any AMETEK location. Use the following language for a consistent message. Translate as necessary for international locations.

Telephone Answering:
Good (morning/afternoon), this is {BUSINESS NAME}, a unit of AMETEK, Inc.

On-Hold Message:
It is always a good idea to periodically review the phone on-hold message at AMETEK locations. At right is an approved on-hold message.

It is required that all operating entities, domestic and international, comply.

An approved on-hold telephone message:

{BUSINESS NAME} is a unit of AMETEK, Inc., a diversified manufacturing company that offers the latest in electronic instruments and electromechanical devices. For more information, visit {BUSINESS NAME} on the worldwide Web at www.BusinessWebsite.com. Thank you for continuing to hold.

AMETEK is a global leader in analytical, measurement and control instruments for the aerospace, process, power and industrial markets {SLIGHT PAUSE},

…a leader in electrical interconnects, microelectronic packaging, precision motion control products and systems, specialty metal products and air-moving electric motors. Thank you for holding. A representative will be with you in a moment.

AMETEK enjoys an outstanding reputation for technical leadership and product innovation. When businesses require outstanding performance, reliability and customer support, they choose AMETEK {BUSINESS NAME}. See what we can do for you when we return to the line.

AMETEK spans the globe with plants and offices across the United States and in many other countries around the world. We are a global leader in both electronic instruments and electromechanical products. For the latest business and product news, visit the Press Room at ametek.com.

7. Other Identity Items – Building Signs

Building signs (indoor and outdoor)

A building sign is an important brand identity item and a sizeable investment. It is viewed by customers and the general public daily, and must properly promote the AMETEK logo and the operating entity logo(s). AMETEK Corporate Marketing Communications is happy to work with operating entities and its sign vendors and create or review designs for compliance.

The AMETEK logo should never be LESS THAN 75% (3/4 size) of the brand logo, e.g. – if the brand logo is 5" [127mm], then the AMETEK logo should be no smaller than 3.75" [95.3mm]. This relationship ensures the linkage between AMETEK and the operating entity names and brands that the AMETEK Executive Office supports. The AMETEK logo certainly can be equal size or the dominant visual with the brands as a reinforcement or secondary elements.

See sample at right of a compliant monument outdoor building sign.

It is required that all operating entities, domestic and international, comply.
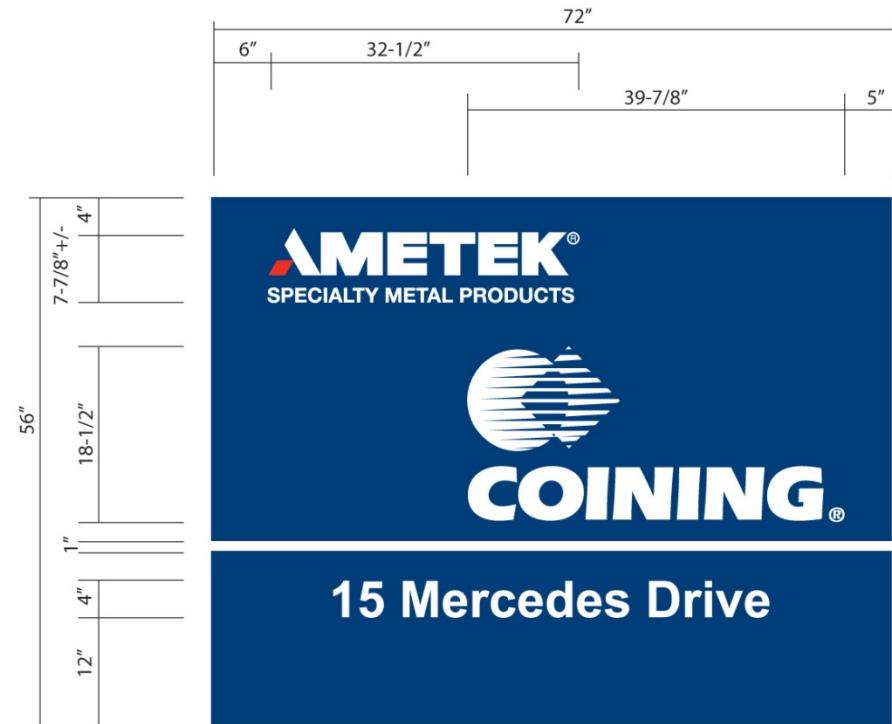
1 Elevation: Color option #1
Scale: 3/4"=1'-0"

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