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CONNECTION TECHNOLOGY CENTER, INC.

BRAND ASSET & USAGE GUIDE



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WELCOME

Thank you for taking the time to familiarize yourself with CTC's brand asset and usage guide.

This guide is created for CTC distributors, partners, and customers and provides detailed information about how you may use and alter our extensive collection of complimentary marketing assets.

Following these guidelines will help ensure CTC brand messaging is consistent across all channels, which increases brand recognition and loyalty, adding value for all of our partners.

We appreciate your diligence in adhering to the guidelines set forth in this document. Should you have any questions or need additional support, the CTC Marketing Team is here to help - please contact me directly at ccook@ctconline.com for assistance.



Charlotte Cook
DIRECTOR OF MARKETING

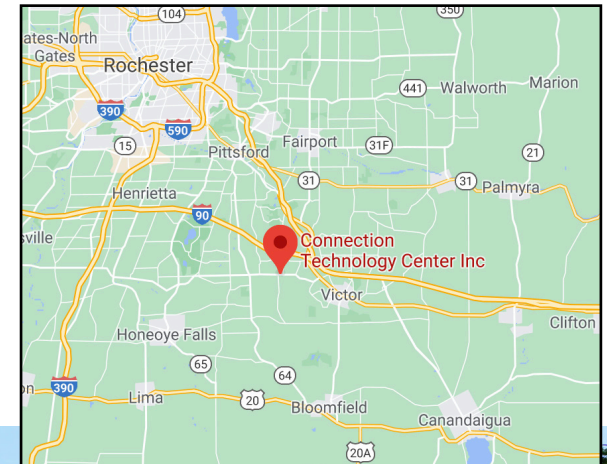
GUIDING MISSION

To offer the widest variety of the world's most durable and reliable accelerometers and vibration analysis hardware products which are compatible with data collectors and online monitoring systems, as well as the tools for installation.

CTC is a family-owned and operated business passionate about providing the best quality products backed by excellent customer service.

All CTC products are proudly made or assembled at our engineering, design and manufacturing facility located in the USA, near Rochester, NY.

We stand proudly behind our commitment to you with our best in class warranties on all CTC, PRO and TMP Line products we offer.



GUIDING VALUES

QUALITY

Every CTC product is thoughtfully designed or assembled in the USA, for superior durability, reliability and maximum performance.

When you trust CTC with your critical machine monitoring needs, you'll receive the unmatched peace of mind that comes with knowing every CTC product has been tested to meet the harshest demands.

INTEGRITY

We stand proudly behind our promises of quality, reliability, and excellent service.

That's why we offer our best-in-class warranties on each and every product.

Should you be less than fully satisfied with your CTC purchase, we will work with you to fix the problem until you are 100% satisfied.

INNOVATION

At the heart of all progress lies innovation. At CTC, we value the creativity and innovation that comes from our team's world-class knowledge and experience in the field for more than 25 years.

We understand the issues and needs facing your industry, and we are committed to creating cutting-edge solutions that exceed your expectations.

CTC's mission and values guide all that we do, and form the basis of all of our brand communications.



Just as energy is the basis of life itself,
and ideas the source of innovation,
so is innovation the vital spark of all
human change,
improvement
and progress.

- TED LEVITT



GENERAL DO'S AND DON'TS

Thank you for adhering to the following general guidelines when using CTC brand assets.

PLEASE DO...

- | *Follow the CTC brand guidelines set forth in this document.*
- | *Keep ample space (at least .25" or more) around all CTC brand assets.*
- | *Use only the CTC brand assets explained within this document. Should you have questions about using a particular asset, please email ccook@ctconline.com for clarification.*
- | *Request written permission from CTC to use the CTC name or any CTC brand assets in TV broadcast, film, or any other channel not covered within this document. Please send all requests to ccook@ctconline.com.*
- | *Contact us to discuss your ideas for collaborating on new co-branded content by emailing ccook@ctconline.com.*

PLEASE DO NOT...

- | *Alter any CTC brand or product line logos in any way.*
- | *Use any old versions of CTC brand or product line logos. The current versions are pictured within this document. Should you require a specific file format of any of our current logos, please email ccook@ctconline.com.*
- | *Use CTC brand assets without providing proper credit to CTC, by including the CTC name and/or logo on all materials using CTC brand assets and/or intellectual property.*



USING THE CTC NAME

We are proud to partner with trusted distributors around the world.

In order to increase CTC brand recognition and loyalty, which adds value for all of our partners, we ask that our authorized distributors follow these guidelines in reference to using the CTC name and logo.

DO NOT...

Use CTC, CTOnline, Connection Technology Center, or any variation thereof in your website domain name, as the name/handle of your social media accounts or on other online platforms.

Imply or indicate that you own or operate under the CTC brand. Please clearly identify yourself as an independent distributor of CTC products that is not owned by or affiliated with the CTC company.

Use the CTC name or logo as the primary name or logo on any of your materials or in any way that indicates that your company is owned by or operated by CTC.

DO...

Feel free to add the CTC corporate logo (as depicted on page 8) to your website, with a link to www.ctconline.com, on any pages where it is clearly indicated that you are a distributor of CTC products.

Contact ccook@ctconline.com should you have any questions about how to properly identify yourself as a CTC distributor.



CORPORATE LOGO



This is CTC's corporate logo. This logo is used when referencing the CTC corporate brand.

The CTC corporate brand encompasses all of the CTC product lines (CTC Line, PRO Line, and TMP Line).

PRODUCT LINE LOGOS



These are the CTC Product Line logos.

These logos are used only when referencing the specific product lines.

AUTHORIZED DISTRIBUTOR LOGO



This is CTC's logo for authorized distributors.

We ask that you use this logo when identifying yourself as a CTC distributor.

LOGO USAGE DO'S AND DON'TS

PLEASE DO...

Keep all logos proportional



Use only the newest version of the product line logos:



PLEASE DO NOT...

Alter or distort the CTC brand or product line logos in any way. The following are examples of common alterations to avoid:



add shadows or effects to the logo

rotate the logo



BRAND COLORS

MAIN COLORS

These are the most frequently used colors, and they correspond with our product lines:

CTC RED	PRO BLUE	TMP GREEN
PANTONE 186	PANTONE 534	PANTONE 348
HEX: #C8102E	HEX: #093266	HEX: #00843D
RGB: 200, 16, 46	RGB: 9, 50, 102	RGB: 0, 132, 61
CMYK: 15, 100, 91, 5	CMYK: 95, 74, 7, 44	CMYK: 88, 24, 100, 10

ACCENT COLORS

These are colors that can be used in addition to the main colors:

STEEL GRAY	INDUSTRIAL GRAY	STANDARD BLACK
PANTONE 174-2	PANTONE 174-14	HEX: #000000
HEX: #A8ACAE	HEX: #4C545C	RGB: 0, 0, 0
RGB: 168, 172, 174	RGB: 76, 84, 92	CMYK: 00, 00, 00.00
CMYK: 36, 27, 27, 0	CMYK: 70, 58, 49, 29	

FONTS

HEADER FONT

Abril Text is the primary serif typeface used in CTC materials. This font may be used for header copy. This font family offers a variety of weights which may be used as desired. We recommend using a minimum header font size of 28pts for any document that may be viewed digitally.

Abril Text Regular

Abril Text Italic

Abril Text SemiBold

Abril Text Bold

Abril Text Bold Italic

Abril Text ExtraBold

BODY FONT

Aktiv Grotesk is the primary sans-serif typeface used in CTC materials. This font may be used for header or body copy. This font family offers a variety of weights which may be used as desired. We recommend using a minimum body font size of 14pts for any document that may be viewed digitally.

Aktiv Grotesk Hair

Aktiv Grotesk Hair Italic

Aktiv Grotesk Light

Aktiv Grotesk Light Italic

Aktiv Grotesk Regular

Aktiv Grotesk Italic

Aktiv Grotesk Medium

Aktiv Grotesk Medium Italic

Aktiv Grotesk Bold

Aktiv Grotesk Bold Italic

Aktiv Grotesk XBold

Aktiv Grotesk XBold Italic

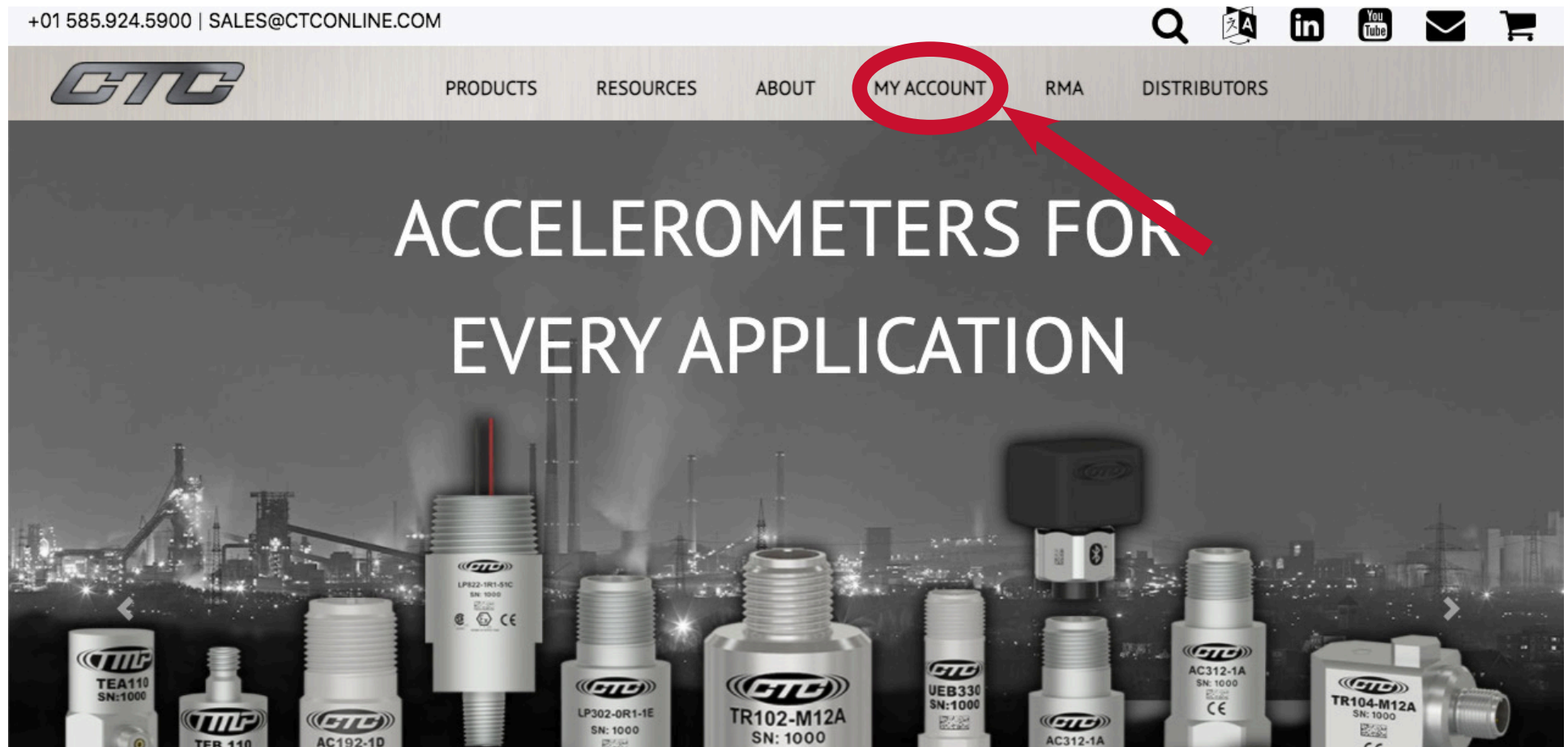
Aktiv Grotesk Black

Aktiv Grotesk Black Italic

ACCESSING CTC RESOURCES

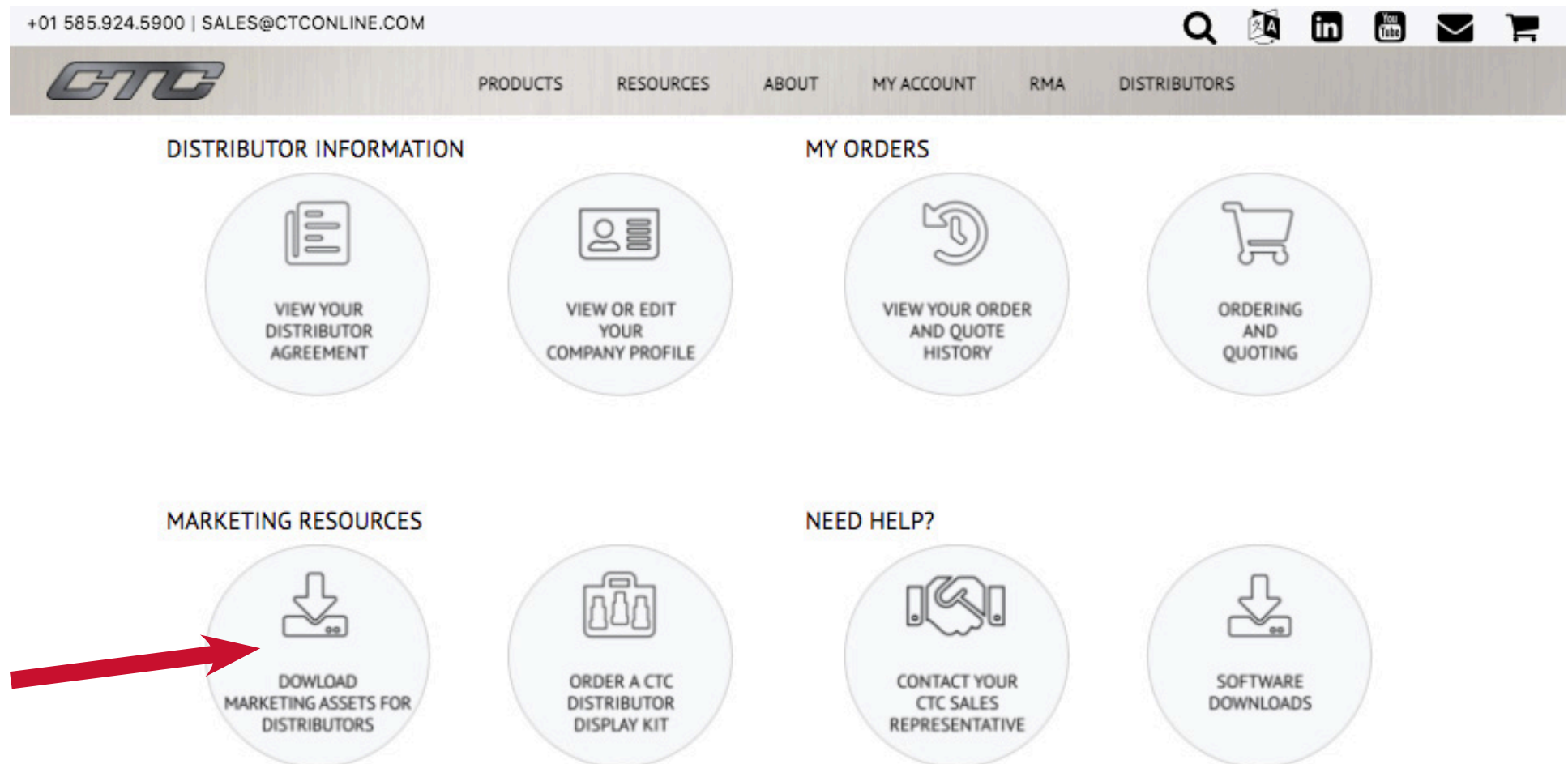
CTC offers a wide variety of branded resources for complimentary use for distributors, partners, and customers.

To access these resources, visit www.ctconline.com and log in to your account:



ACCESSING CTC RESOURCES

Once you have logged into your account, click on the Download Marketing Assets for Distributors button in the Marketing Resources section:



COMPLIMENTARY CTC RESOURCES



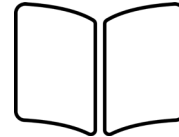
LINKEDIN POSTS



PRODUCT IMAGES



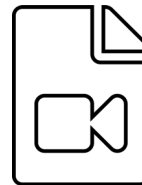
LOGOS



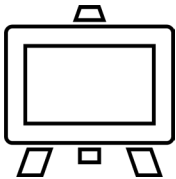
SHORT FORM CATALOG



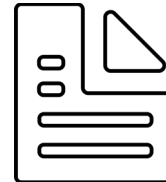
OTHER PHOTO ASSETS



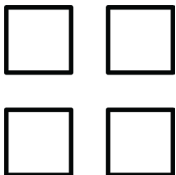
WEBINARS & VIDEOS



PRESENTATIONS



**WHITE PAPERS &
SALES SHEETS**



PRODUCT COLLAGE IMAGES



CTC RESOURCES USAGE GUIDELINES

For all usage permission requests, please email ccook@ctconline.com with an explanation of your desired usage. We also ask that you please share a final copy of any materials created using CTC assets.

LINKEDIN POSTS

- ▶ You may share these posts on your company or personal LinkedIn page or other social media channels.
- ▶ Please do not edit the information, images, colors or logos.

LOGOS

- ▶ Please refer to the logo usage guidelines on pages 7 - 9 of this document.
- ▶ We ask that you please request written permission before distributing any materials you create using any of our logos, including on social media images, brochures, catalogs, promotional products, posters/signage, print or digital advertisements, videos, documentation/white papers, or other educational resources.

CTC RESOURCES USAGE GUIDELINES

For all usage permission requests, please email ccook@ctconline.com with an explanation of your desired usage. We also ask that you please share a final copy of any materials created using CTC assets.

OTHER PHOTO ASSETS

- ▶ Please do not alter, distort or otherwise change the content of photo assets.
- ▶ You may share unaltered photo assets on your social media without written permission. Please include a link to www.ctconline.com.
- ▶ We ask that you please request written permission before distributing print or digital materials you create using any photo assets in conjunction with other content, including on brochures, catalogs, promotional products, posters/signage, print or digital advertisements, videos, documentation/white papers, or other educational resources.

PRESENTATIONS

- ▶ You may use these presentations for educational purposes only.
- ▶ Please do not edit the information, images, colors or logos.
- ▶ You may share unaltered presentations on your website or social media without requesting permission - please provide a link to www.ctconline.com as credit wherever they are posted.
- ▶ Should you wish to use information and/or images from a presentation in your own materials, please request written permission. If approved, please include a citation in your materials saying the information was provided by CTC Connection Technology Center and/or the CTC Corporate Logo. If possible, please include a link to www.ctconline.com.

CTC RESOURCES USAGE GUIDELINES

For all usage permission requests, please email ccook@ctconline.com with an explanation of your desired usage. We also ask that you please share a final copy of any materials created using CTC assets.

PRODUCT COLLAGE IMAGES

- ▶ Please do not alter, distort or otherwise change the content of product collage images.
- ▶ You may share unaltered product collage images on your social media without written permission. Please include a link to www.ctconline.com.
- ▶ We ask that you please request written permission before distributing print or digital materials you create using any collage images in conjunction with other content, including on brochures, catalogs, promotional products, posters/signage, print or digital advertisements, videos, documentation/white papers, or other educational resources.

PRODUCT IMAGES

- ▶ Please do not alter, distort or otherwise change product images.
- ▶ You may share unaltered product images on your social media without written permission. Please include a link to www.ctconline.com.
- ▶ We ask that you please request written permission before distributing print or digital materials you create using any product images in conjunction with other content, including on brochures, catalogs, promotional products, posters/signage, print or digital advertisements, videos, documentation/white papers, or other educational resources.

CTC RESOURCES USAGE GUIDELINES

For all usage permission requests, please email ccook@ctconline.com with an explanation of your desired usage. We also ask that you please share a final copy of any materials created using CTC assets.

SHORT FORM CATALOG

- ▶ Please do not alter, distort or otherwise change the content of the Short Form Catalog.
- ▶ You may share the unaltered Short Form Catalog on your social media or website without written permission. Please include a link to www.ctconline.com.
- ▶ We ask that you please request written permission before distributing print or digital materials you create using any portion of the Short Form Catalog in conjunction with other content, including on brochures, catalogs, promotional products, posters/signage, print or digital advertisements, videos, documentation/white papers, or other educational resources.

WEBINARS & VIDEOS

- ▶ You may use these webinars and videos for educational purposes only.
- ▶ Please do not alter, distort or otherwise change the content of webinars and videos.
- ▶ You may share unaltered webinars and videos on your social media without written permission. Please provide a link to www.ctconline.com as credit wherever they are posted.
- ▶ Should you wish to use our webinars and videos on your website, broadcast, or in other promotional materials, please request written permission. If approved, please include a citation in your materials saying the webinar or video was provided by CTC Connection Technology Center and/or the CTC Corporate Logo. If possible, please include a link to www.ctconline.com.

CTC RESOURCES USAGE GUIDELINES

For all usage permission requests, please email ccook@ctconline.com with an explanation of your desired usage. We also ask that you please share a final copy of any materials created using CTC assets.

WHITE PAPERS & SALES SHEETS

- ▶ Please do not alter, distort or otherwise change the content of white papers or sales sheets.
- ▶ You may share unaltered white papers and sales sheets on your social media or website without written permission. Please include a link to www.ctconline.com.
- ▶ We ask that you please request written permission before distributing print or digital materials you create using any portion of white paper or sale sheet content in conjunction with other content, including on brochures, catalogs, promotional products, posters/signage, print or digital advertisements, videos, documentation/white papers, or other educational resources.

OTHER RESOURCES

- ▶ Product Certificates are available on our website at www.ctconline.com/certificates.aspx.
- ▶ STP & 3D Models are available on our website on our website next to each ordering option.
- ▶ Please feel free to use portions of our blog post in your own blogs as long as the info is accurately portrayed and CTC is credited.
- ▶ Product manuals may be shared with your customers, but they may not be edited without permission. Manuals are available on our site at www.ctconline.com/product_manuals.aspx.

PRODUCT PRICING POLICY FOR DISTRIBUTORS

CTC has implemented a pricing policy for our products carried by authorized distributors.

Should you wish to publish pricing for CTC products on your website, please adhere to the following guidelines:

- ▶ ***Domestic Distributors*** - US distributors are not allowed to publish pricing above the list prices posted on the CTC website.
- ▶ ***International Distributors*** - should you wish to publish pricing, all pricing must be approved in advance by our CTC business development team.

We appreciate your cooperation in following these new pricing guidelines.

THANK YOU

To CTC's valued Distributors, Partners, and Customers for your continued collaboration in marketing the world's most durable and reliable vibration monitoring hardware.

COLLABORATE WITH US

We would be happy to collaborate with you in creating co-branded materials to market CTC vibration monitoring solutions. Your ideas are always welcome!

Please email CTC Director of Marketing at ccook@ctconline.com to see how we can work together to create the highest-quality content for a variety of uses, including video, webinars, training documentation, imagery, and much more.



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