

RADIALL 2018

Brand Guidelines



A CASE FOR IDENTITY

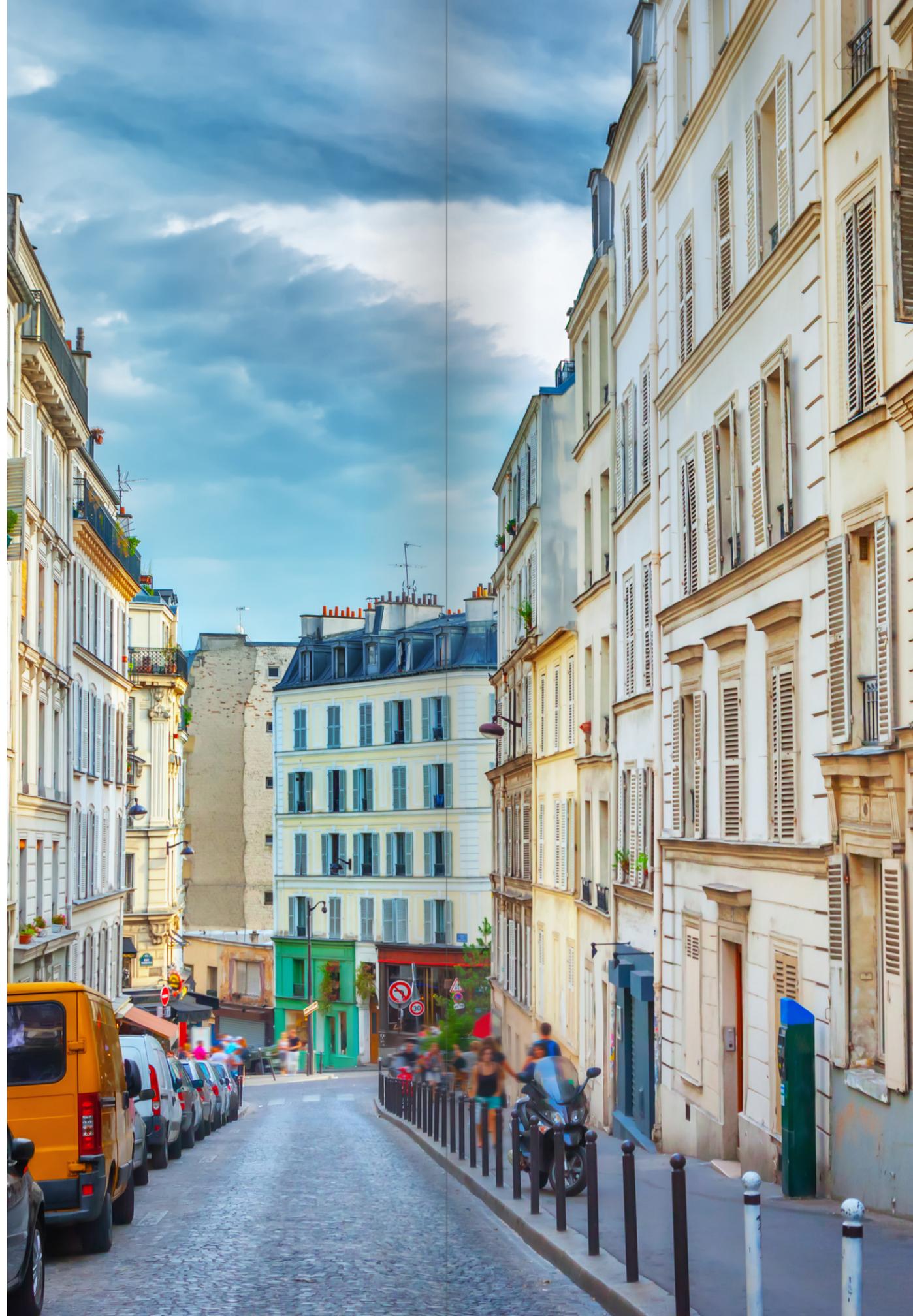
The Radiall brand continues to evolve to meet current company objectives.

Although our logo may look the same, our brand has transformed by way of messaging, associated colors, type faces and geographic elements. Further, our refined brand has been applied to an updated website, brochures, catalogs and social media strategy. Even our trade show exhibits are undergoing this transformation.

The Radiall brand guidelines are the cornerstone for building a strong brand image for the company. They are the foundation for clear, consistent and coherent communication, both externally and internally.

Therefore, it is of the utmost importance that all Radiall employees support consistent use of the company brand as detailed in this guide.

If you have any questions regarding the instructions or content within this document, please contact Gillian Floyd at gillian.floyd@radiall.com.



BRAND OVERVIEW 01

- Our Company* · 4
- A Mission of Simplification* · 6
- Audience and Delivery* · 8
- Brand Hierarchy* · 10
- Brand Architecture* · 12

BRAND ELEMENTS 02

- Primary Logo* · 17
- Logo Variations* · 18
- Logo Restrictions* · 20
- Color Palette* · 22
- Common Shapes* · 24
- Icon Usage* · 26
- Product Photography* · 28
- People Photography* · 32
- Industry Photography* · 34
- Typography Guide* · 36
- Writing Style* · 38
- Layout and Grid* · 40
- Digital Dimensions* · 42

BRAND APPLICATIONS 03

- Business System* · 46
- Handouts and Hot Sheets* · 48
- Brochures* · 52
- Catalog Guide* · 54
- Internal and External Reports* · 56
- Isometric Illustration* · 58
- Posters* · 60
- Promotional Collateral* · 62
- Specialty Items and Attire* · 64
- Campaigns* · 66
- Trade Show Booth Design* · 68
- Showrooms* · 70
- Videos* · 72
- PowerPoint Presentations* · 74
- Website* · 76
- Product Banners* · 78
- Social Media* · 80
- Email Newsletters* · 88

BRAND RESOURCES 04

- Conclusion* · 98

BRAND OVERVIEW

Radiall is a community of dedicated individuals with a shared purpose: simplify life for those who innovate. Our manufacturing expertise allows us to deliver lighter and smaller products that simplify implementation and drive performance. We recognize that simplification starts with us, but the true benefits are revealed when customers make connections.

01



OUR COMPANY

Since 1952, we have been enabling technology and innovation through collaboration with our customers. The results are a range of innovative and award-winning products that customers trust for unrivaled repeatability and performance.

We are a global company with facilities around the world. We take great pride in manufacturing the highest quality interconnect components to support the most demanding applications. At Radiall, we take great pride in being a global market leader.

OUR VALUES

Guiding Our Actions Every Day



GROW TOGETHER

With Our Teams and the World Around Us



BE GENUINE

To Foster Mutual Trust and Growth



MAKE IT SIMPLE

To Accelerate Innovation



DARE TO BE AUDACIOUS

To Make a Difference

A MISSION OF SIMPLIFICATION

Industry, manufacturing, and data transmission are complex; at Radiall we're dedicated to simplifying the lives of our customers.

Through simplification, our customers are able to streamline sourcing, scale their footprint, reduce weight and improve performance. It is for these reasons that leading global brands have recognized Radiall's key contributions as both a partner and supplier, across many industries.

As the world grows more complex, Radiall is a company challenging convention to make life simpler.



Our new mission is also our new tagline and the foundational theme for our company communications. This will be reflected in product messaging, application messaging and brand messaging.

The design language, reminiscent of the past but updated, is reflected across the full spectrum of communication materials.

COMMUNICATION CHANNELS

Product communications have historically utilized the following channels:

- Website
- Newsletter Emails
- Hot Sheets and Handouts
- Brochures and Catalogs
- Trade Shows
- Social Media
- Online Advertising

When adding brand communication initiatives, the following channels may also be considered:

- PR
- Engagement Events
- Community/Industry Sponsorships
- Research/Surveys

Our reputation is built on understanding our customers better than any other interconnect manufacturer. Communicating appropriately to each audience segment is key to demonstrating that understanding.



CUSTOMERS



Brand Association

- Interconnect solutions of unequal performance for demanding applications
- A preferred partner to leading brands around the world

Voice

- Professional
- Experienced
- Knowledgeable
- Helpful
- Always succinct and clear

Story

Through simplification, our customers are able to streamline sourcing, scale their footprint, reduce weight, and improve performance.

SALES REP



- Performance
- Quality
- Value
- Supportive
- Great partner
- Appreciable commissions

- Clear
- Direct
- Detailed
- Always value focused

Through simplification, customers are able to scale their footprint, reduce weight and improve performance. For these reasons, Radiall has been recognized by leading global brands as a key partner and supplier. We support and innovate with our partners, investing in relationships and standing behind commitments. Lets work together to simplify the lives of our customers.

STAKEHOLDERS



- Forthright
- Steadfast
- Responsible stewardship
- Leadership
- Long-term outlook

- Financially responsible and focused on the long-term
- Team oriented
- People focused
- Good environmental steward
- R&D investment
- Family-owned

For over 65 years, Radiall has grown to touch three continents, numerous countries and individuals from many backgrounds. A dedicated team of over 3,000 have innovated with customers and advanced not only the interests of the company but of entire industries. The result is a range of innovative and award-winning products that customers trust for unrivaled repeatability and performance.

ENGINEERS



- Innovative solutions for challenging applications
- Unequaled performance
- Helpful and supportive
- Expertise

- Knowledgeable
- Incisive
- Leading-edge
- Accommodating
- Partnerships

We support and innovate with our partners, investing in relationships and standing behind commitments. Together, we bring solutions to challenging applications.

AUDIENCE & DELIVERY

The difference between voice, tone and style is important to consider. Each element adds flavor to our communications and must work well together.

VOICE

Voice is a description of the unique and distinct voice of the Radiall brand. This covers:

- Its personality: professional, experienced, knowledgeable and helpful
- Its rhythm and pace: succinct and clear
- Its vocabulary: plain and simple

TONE

Tone is how to use the voice in different situations. In life, we adjust our tone according to who we're talking to and what we're talking about, but our voice remains the same. The Radiall brand voice is singular, but you can use it with many different tones. Separating voice and tone means you can be empathetic to your audience, and empathy is what makes the difference between communicating and truly engaging.

STYLE

Style represents a consistent approach for what your writing looks like; for example where to use capitals, how to spell certain words, reminders on grammar, vocabulary, etc.

BRAND HIERARCHY

To maintain consistency in messaging across all Radiall product lines, messaging hierarchy should be followed regardless of the promotion.

Tagline



TAGLINE

Our tagline is a statement of our earnest desire to put our clients at the forefront of all our business practices. It can be displayed separately or in a lock-up with the logo and can be applied to all Radiall messaging.

Theme



THEMES

Themes are created annually on a corporate/brand level. Seen as headline or title copy, the theme can be used with the logo and/or the tagline. However, it cannot be used with any other theme or campaign.

Campaign



CAMPAIGN

Campaigns are created for events or specific promotions or communications. Seen as headline or title copy, the campaign can be used with the logo and/or the tagline. However, it cannot be used with any other theme or campaign.

Product



PRODUCT

Radiall has 12 key product groups that contain over 40,000 individual part numbers. Product communications should be clear and concise, communicating the advantages and benefits of the product or product group.

Industry

INTERSTELLAR
INTERCONNECT

INDUSTRY

Radiall is focused on seven key industries within which numerous applications for Radiall products exist. When commenting on industries or applications, it should be noted that Radiall has specific expertise and that the company focuses on this area. Further, relevant product groups can be associated with industry communications and reinforced with key benefits.

BRAND ARCHITECTURE

Most brands don't exist independently. Brands are generally associated with other brands: a parent company, subordinate companies or other brands under a single umbrella organization. Brand Architecture establishes a hierarchy for associated brands.

Radiall is a hybrid organization, having both associated and endorsed brands. Radiall has grown and developed organically from the inside, as well as externally through acquisitions.

As brands are acquired, they may be integrated immediately as an endorsed brand (e.g., AEP—A Radiall brand) or they may go through a period of adjustment and be seen as an associated brand, to give

employees and customers time to adapt to new systems and processes.

ASSOCIATED BRANDS

These are customer-facing brands—acquired companies that have historical customers familiar with the brand. The associated brand approach leverages this brand equity and allows the company to continue those relationships in a consistent and traditional manner.

ENDORSED BRANDS

This approach is used when the parent company, Radiall, can add credibility or significance to a newly acquired company. In these instances, the new company acts as a sub-brand of Radiall, the larger, global organization. These brands generally keep their traditional name with an added modifier—“A Radiall brand.”



Parent Brand

Endorsed Brands

Associated Brands



BRAND ELEMENTS

Brand elements are the tangible forms our brand takes: our logo, icons, typography, colors and photographs. These elements help people create perceptions about our company, our products and the people who work here. The consistent application of these elements creates recognition over time and establishes Radiall as a credible and significant partner in the electronics industry.

02

COMPANY OVERVIEW

At Radiall, we believe there is always a simple solution waiting to be discovered. Complex problems spark our creativity and drives us to innovate new designs for our customers. No job is too big, no application too small—we exist to build a connection with you. For over 65 years, we have served seven diverse industries around the globe, providing RF coaxial connectors and cable assemblies, optical technology, coaxial switches, microwave components and multipin connectors. With expertise centers and manufacturing locations on three continents and in 13 countries, we understand the importance of bringing forward inventive product solutions, personalized support and superior logistics. Let Radiall help you simplify life, one connection at a time.

Our Company Overview defines the essence of who we are, but the way that is communicated to the outside world happens through tangible assets such as our logo, corporate colors, icons, photography, etc. These assets show up on the website, printed literature, trade show booths and a myriad of interactions we have every day. The remainder of this book describes those assets and the rules for applying them consistently.



PRIMARY LOGO

Our logo is the face of our company. It is the first brand element people see, so it needs to make a positive and lasting impression.

The logotype uses upper- and lowercase characters, giving the overall shape a unique “footprint” that becomes instantly recognizable at a glance. While the logotype is based on REZland, the font has

been altered to be more readable; therefore, it is prohibited to recreate the typeface from scratch. Please see the resource guide at the end of this document to acquire the logos you need.

LOGO SYMBOL

The Radiall symbol has evolved to better represent our forward-thinking culture. The original logo was designed to reflect the company's roots in Coaxial Connections. The most recent iteration, designed in 2011, represents our global presence using a radial gradient, cleaner lines, and a more dynamic, positive and forward-looking style. No trademark symbol is used when the logo symbol stands by itself.

Primary Symbol



Logos and trademarks have evolved over time. Originally meant to mark ownership of goods and property, logos eventually came to stand for the quality one could expect from a particular brand. Today, the Radiall logo stands for more than just quality. It stands for a level of service, respect and the commitment we make to our customers in a highly competitive industry.



LOGO VARIATIONS

COLOR VARIATIONS

The Radiall logo has several acceptable versions, allowing it to be appropriately reproduced in various applications. Ideally, the logo should appear in full color, with a gradient in the symbol. The logo may also appear with a

flat blue symbol, in grayscale, in black and white or with white lettering. All variations are carefully designed to reproduce the logo consistently.

With Gradient



Grayscale



Flat Blue



One Color



CONTRAST

To assure sufficient contrast for readability, when the logo appears on a light background, "Radiall" should be dark gray, and when on a dark background, "Radiall" should be white.

The full-color versions of Radiall logos should never be used to overprint onto a gray or colored surface. Only when the white portions of the symbol can be knocked-out and displayed as white should the color logo be used.

Negative



Positive



>30% Gray



<30% Gray



CLEARANCE

The radius of the circular symbol from the top and bottom corners of the R (cap height) and the left and right sides of the whole logo serve as a guide for the margin that should be clear of any other elements around the logo. This separates the symbol and preserves its integrity by ensuring that nothing else interferes with it.

Exception: When the logo is being used abstractly or artistically, the clear space margin may not apply.

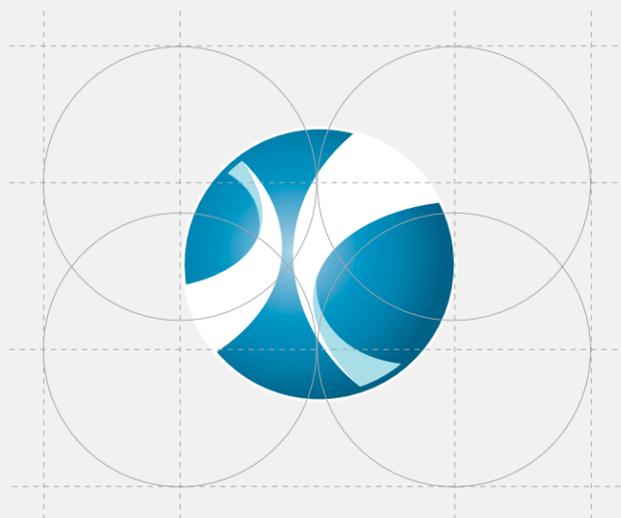
MINIMUM SIZE

The logo should not appear smaller than 0.55 inches (about 14 mm) wide. At small scale, the forms run together and become illegible. Ideally, the logo would appear at least 1 inch wide.

Primary Logo Clearance



Primary Symbol Clearance



Minimum Size



Ideal Minimum Size



LOGO RESTRICTIONS

The logo should always appear consistent in order to maintain its visual integrity. Inconsistent representation compromises recognizability and brand coherence. Included are a few common manipulations that are NOT acceptable for the Radiall logo.

Do not place on low-contrast background



The appropriate color variation should be used when appearing on background colors. Care should also be taken when placing the logo on a textured background, such as an image. Insufficient color contrast destroys readability.

Do not distort



Avoid stretching, twisting, scaling disproportionately or warping the logo in any way that distorts its carefully designed dimensions.

Do not recolor



Deviating from the corporate color palette for either "Radiall" or the symbol compromises brand recognition and unity.

Do not rearrange elements



The logo should appear with "Radiall" first and the symbol last. The elements should not be reordered or stacked in any other arrangement.

Do not replace typeface



The typeface for "Radiall" was selected to reflect the personality and character of the company and was delicately refined for individuality and legibility.

Do not violate clear space



When the mark appears printed or on digital media, there should not be any text, images, graphics or edges that encroach on the clear space margin.

COLOR PALETTE

Colors communicate brand energy and emotion. Our corporate color palette includes a selection of blues, neutral tones and a color assigned to each industry which reflect the dynamic and multifaceted identity of Radiall.

The range in the color spectrum correlates with the range of industries served. The three shades of blue grounds the brand in trustworthiness and friendliness. Utilizing the corporate colors consistently helps build brand recognition.

PRIMARY COLORS

Radiall Blue

Blue has a clean/technical feel and is the primary color representing our brand.

PANTONE | 640 U
CMYK | 80 / 30 / 10 / 0
RGB | 15 / 144 / 192

Dark Gray

Dark grays are not as harsh as black but, like black, manage to match with all other colors.

PANTONE | 426 U 100%
CMYK | 0 / 0 / 0 / 90
RGB | 60 / 57 / 58

Light Gray

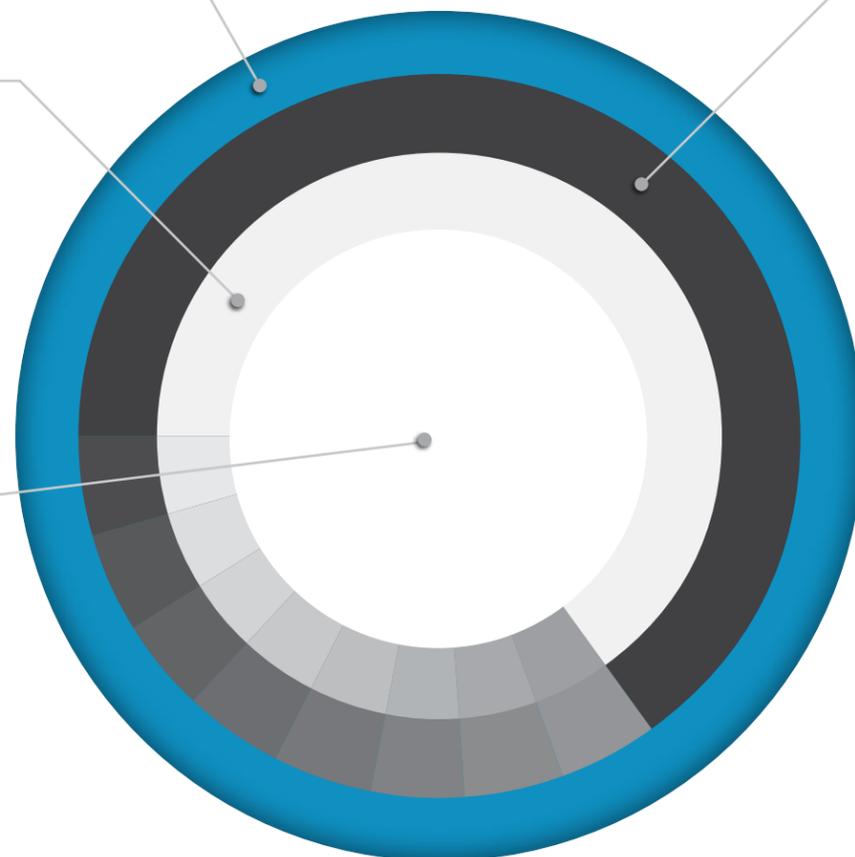
Too many dark tones can appear ominous. It's important to use lighter shades of gray when possible.

PANTONE | 426 U 9%
CMYK | 0 / 0 / 0 / 5
RGB | 241 / 242 / 242

White

White is an important design element. It keeps layouts clean and can make words and logos really pop. The purposeful use of white is often the difference between thoughtful design and simply "more ink on the page."

PANTONE | WHITE
CMYK | 0 / 0 / 0 / 0
RGB | 0 / 0 / 0



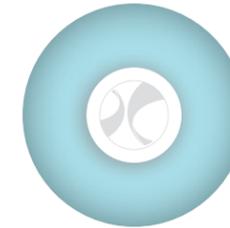
SECONDARY COLORS

Logo - Dark Blue



PANTONE | 3025 U
CMYK | 100 / 17 / 0 / 51
RGB | 0 / 89 / 132

Logo - Light Blue



PANTONE | 635 U
CMYK | 32 / 0 / 8 / 0
RGB | 168 / 222 / 132

Industry - Aerospace Purple



PANTONE | 525 U
CMYK | 86 / 100 / 27 / 18
RGB | 70 / 37 / 102

Industry - Defense Deep Blue



PANTONE | 2738 U
CMYK | 100 / 85 / 10 / 0
RGB | 28 / 71 / 146

Industry - Industrial & Rail Teal



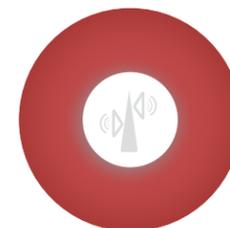
PANTONE | 327 U
CMYK | 100 / 25 / 50 / 0
RGB | 0 / 140 / 141

Industry - Space Lime Green



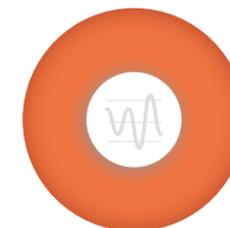
PANTONE | 368 U
CMYK | 56 / 0 / 89 / 0
RGB | 123 / 194 / 85

Industry - Telecom Red



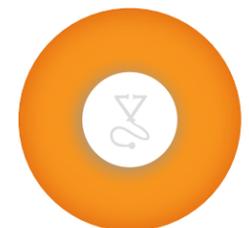
PANTONE | 703 U
CMYK | 18 / 84 / 71 / 6
RGB | 193 / 74 / 74

Industry - Test & Measurement Orange



PANTONE | 172 U
CMYK | 1 / 68 / 81 / 0
RGB | 240 / 115 / 66

Industry - Medical Gold-Orange

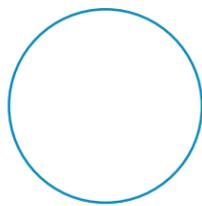


PANTONE | 144 U
CMYK | 0 / 50 / 100 / 0
RGB | 247 / 148 / 30



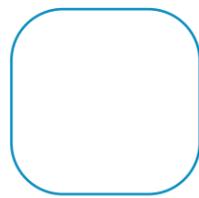
LOGO SHAPES

Primary

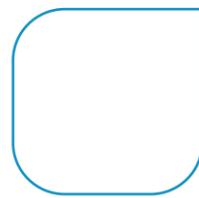


Playing off the shape of the logo symbol, the counterform of the “a” and the body of the teardrop, the circle is the most basic shape to bring simplicity to design.

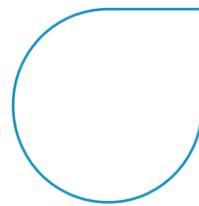
Secondary



The rounded square is a modified version of the circle. Its symmetrical form makes it an ideal containment shape.



The rounded square with a pointed corner comes from the short and stout x-height. This shape is excellent for bounding images, icons and quotes.



The teardrop comes from the counterform of the “d.” It works well for artistic embellishment, bullet points and markers.

Swooshes

The Radiall swooshes are a unique and broadly usable design form. Their facets flow into one another, symbolizing harmony between our internal teams and unity with our customers.



COMMON SHAPES

Shapes, symbols and other graphic devices can add variety and interest to layouts. The shapes and symbols shown here have been derived from the Radiall logo and logotype to give the design an inherent cohesion and harmony.

Dotted Gray



Solid Gray



WORD MAP

This Eurocentric world map is used to convey Radiall’s global presence. Corporate headquarters, satellite offices, manufacturing facilities and distribution hubs can be plotted to show the convenience and accessibility of Radiall’s global footprint.

Aerospace



Defense



Industrial & Rail



Space



Telecom



Test & Measurement



Medical

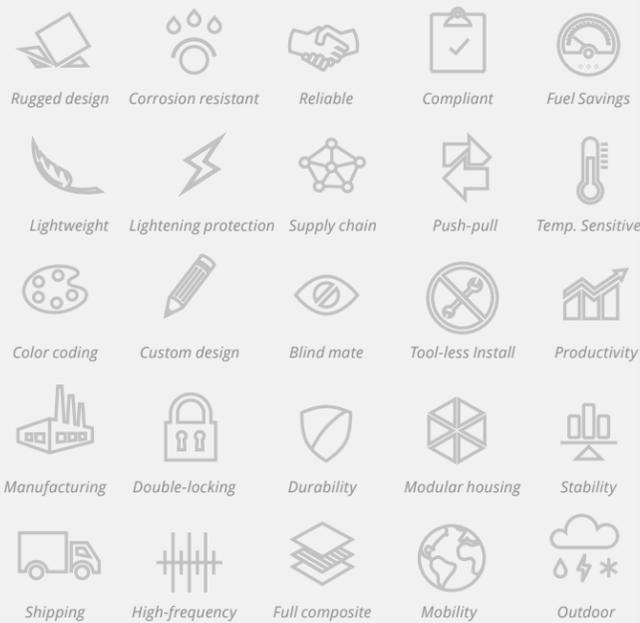


INDUSTRY ICONS

Each industry Radiall serves is represented with an icon and specified color. The icons may appear white inside a containment shape (primarily a circle) or isolated (secondary appearance). The icons may be in containment shapes that are blue, neutral or industry-colored, with the icon itself being white. When isolated, icons should be blue, neutral or their designated industry color.

BENEFIT ICONS

Benefit icons are used as a visual shorthand to indicate the specific benefits a product delivers. These icons should be supported by appropriate titles and text.



ICON USAGE

Radiall's reach is widespread. We serve multiple industries and manufacture numerous product lines. Several icon sets have been created to help users easily recognize and navigate each aspect of Radiall's multifaceted operations.

PRODUCT ICONS

Each product category is represented by an icon. The icons may appear inside a containment shape or isolated. They may appear white, neutral or in a shade of Radiall blue but should not appear in any other color, to avoid confusion with the industry icons.

RF Coaxial Connectors



Space Qualified Components



RF Cable Assemblies



RF & Microwave Switches



Microwave Components



Multipin Industrial Connectors



Optical Connectors



Active Optics



Outdoor Connectors



Optical Cable Assemblies



Multipin Aerospace Connectors



Antennas

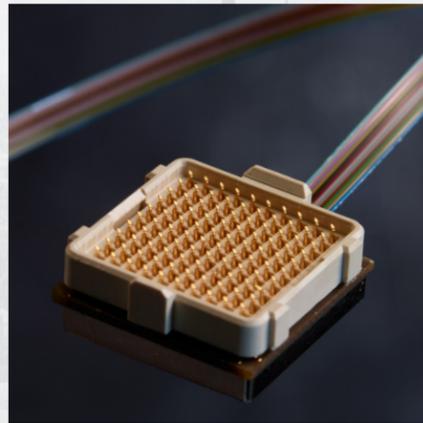


PRODUCT PHOTOGRAPHY

Product photography is an important visual associator for individuals engaged with the brand. Some images are intended to be more artistic and representative of a family of products. Other images are intended to show a specific

product or aspect of a product. Product photography may be shown in approved containment shapes as described on page 31. Further, images should be used to enhance and clarify communication.

Active Optics



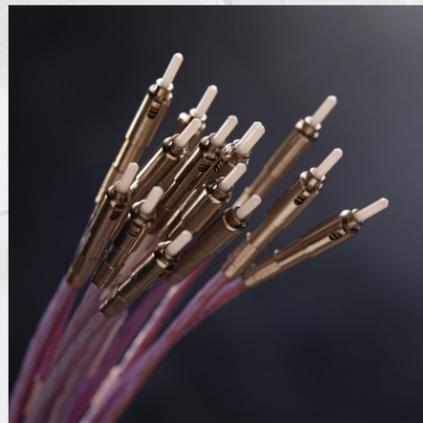
Antennas



Microwave Components



Optical Connectors



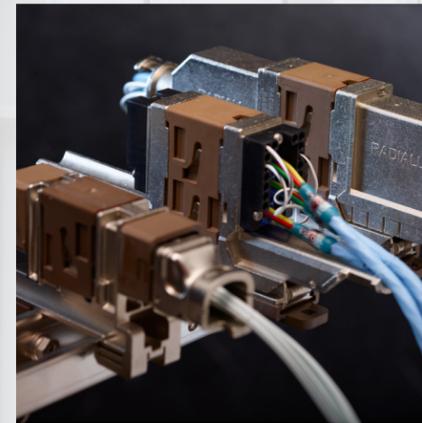
Outdoor Connectors



RF & Microwave Switches



Multipin Aerospace Connectors



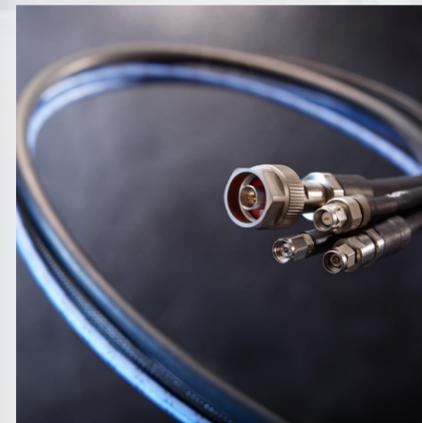
Multipin Industrial Connectors



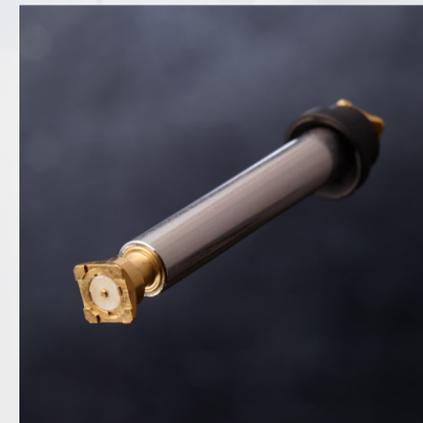
Optical Cable Assemblies



RF Cable Assemblies



RF Coaxial Connectors



Space Qualified Components



GUIDELINES

Cable is cropped by containment shape

Background is gray or white

Only one product in containment shape

Product is placed at 30° angle



ACCEPTABLE ANOMALIES

Other acceptable product photos include “floating” products with no cable placed at a 30° angle, cables pictured with connectors on both ends and larger products that have been photographed from specific angles. Products can be pictured with or without a light shadow.



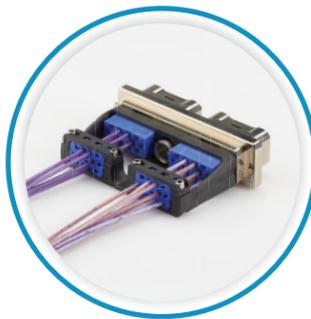
Floating product on neutral background



Product with connector on both ends



Floating product on white background



Product photographed from specific angle

PRODUCT PHOTOGRAPHY

At Radiall, we stock over 40,000 different parts. Clear and straightforward product photography helps to ensure our customers find and receive the products they need.

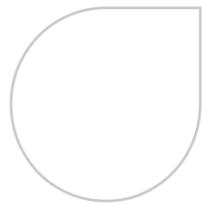
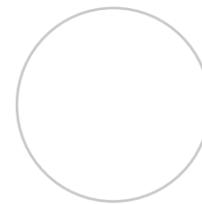
Accurately representing our products is vital to the credibility of our brand. Images should be in focus and not stretched or otherwise altered. When possible,

products should be shown with their shadow to help ground the product. Text, filters or other objects should not be placed on top of product images.

CONTAINMENT SHAPES

Primary

Secondary



RESTRICTIONS

Do not photograph cropped cables

Do not fade out cables





PEOPLE PHOTOGRAPHY

People are the face of our company. Therefore, it is important that all employees are captured and represented in a way that is consistent in quality and reflective of Radiall.

Photographing people may seem simple but is actually an art better left to professionals. Lighting and composition will have a significant impact on what viewers infer about the subject of the image. Radiall employees are the lifeblood of the company and should be shown in the most positive light while supporting organizational communication initiatives. Candid photography and posed images are both acceptable

in Radiall material. Posed images and portraits should have a confident appearance, with the subject looking directly into the camera, shoulders back and chin raised. Subjects captured in candid images should appear natural, never self-conscious. Images should not be posed to look candid. Our people are not actors, and these types of images can come across as contrived and artificial—not the message Radiall wants to convey.

COLOR

Pictures of people should be vibrant, vivid and bright. When possible, people should be photographed in natural light to best display colors in their truest form. Levels of contrast should remain consistent.



PRESENTATION

All subjects should be presented in business attire, although they do not necessarily need to be shown in a professional setting.

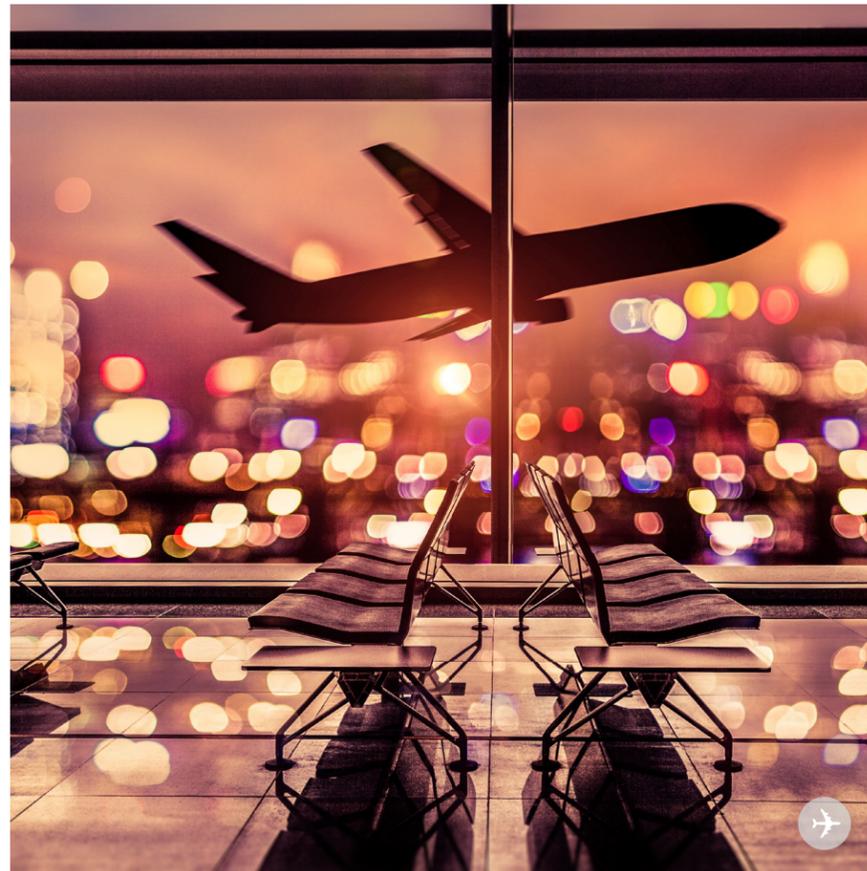


PERSONALITY

All pictures of people should feel light, airy and happy. Subjects should be portrayed in a professional but pleasant manner.



INDUSTRY PHOTOGRAPHY



At Radiall, we understand that the products we make are just one aspect of a much larger picture. Displaying industry and application images helps to demonstrate our customer-centric philosophy and pays tribute to the inventors, designers and engineers who make it possible.

When choosing industry and application photography, look for images that are bright, bold, professionally shot, clear and colorful. Blue skies and sunny days make for bright and dynamic images.

TYPOGRAPHY GUIDE

Typography helps to shape perception and interpretation of a brand through the personality that each typeface embodies.

Central to the Radiall brand is the human connection. These typefaces have been chosen for their clean, modern, sleek, yet personal and friendly forms. This is a subtle distinction, but these seemingly minor details add up to a more authentic representation of our brand.

PRIMARY TYPEFACE

Open Sans

Aa

1234567890!@#\$%^&()
 ABCDEFGHIJKLMNOP
 QRSTUVWXYZ

1234567890!@#\$%^&()
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

APPROVED FONTS

Open Sans is a humanist sans serif typeface designed by Steve Matteson. This font has been optimized for print, web and mobile interfaces. It is highly legible from short distances and easily readable from greater distances, making it appropriate for body copy and headlines.

HEADLINES

Open Sans 30pt. Bold and Regular

LOREM IPSUM

SUMMARY

Open Sans 13pt. Light Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vulputate ex ac tortor laoreet viverra. Aenean est dolor, ullamcorper a laoreet sed, sodales sed velit. Ut quis nunc molestie nisi semper vehicula vel nec mauris. Vestibulum malesuada non dolor quis sodales.

SUBHEAD LEVEL 1

Open Sans 15pt. Bold

LOREM IPSUM DOLOR SIT AMET

SUBHEAD LEVEL 2

Open Sans 10pt. Bold

LOREM IPSUM DOLOR SIT AMET

BODY COPY

Open Sans 9pt. Regular

Lorem ipsum dolor sit amet, consectetur piscing elit. Sed vulputate ex ac tortor laoreet viverra. Aenean est dolor, ullamcorper a laoreet sed, sodales sed velit. Ut quis nunc molestie nisi semper vehiculael nec mauris.

Vestibulum malesuada non dolor quis sodales. Nullam maximus sem ut imperdiet vulputate. Praesent ultricies. In rutrum mauris nulla, vitae pellentesque lectus scelerisque eget. Integer pharetra orci vitae nullantum vef.

NOTES

Open Sans 7pt. Semibold Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vulputate ex ac tortor laoreet viverra. Tenean est dolor, ullamcorper a laoreet sed, sodales sed velit

WRITING STYLE

A cohesive writing style can distinguish Radiall and help establish a strong brand voice.

As with other directives in this guide, a consistent and cohesive writing style can provide clear and uniform communication to your audience, distinguishing the Radiall brand from others that are less purposeful.

The focus here is not a matter of “correct” or “incorrect” grammar, but rather to provide guidance on English grammar rules, punctuation and exceptions for instances when many possibilities exist.

STYLE

- **Ampersands (&):** These can be used in headers/titles/headlines/chart entries, but the word *and* should always be spelled out in body copy. Exceptions: Rack & Panel/ Test & Measurement.
- **Prime and Double Prime:** Always use the proper prime marks rather than quotation marks.
 - **Single prime (')** – Represents feet, minutes and arcminutes
 - **Double prime (")** – Represents inches, seconds and arcseconds
- **Decimals:** Always include a zero before a decimal.
- **Copyright and trademark symbols (®):** Always insert as a superscript.
- **Locations:** Separate address details using commas, not hyphens.
- **Phone numbers:** Follow the E.164 format—no spaces, dashes or parenthesis. *Only applies to back covers.*
- **Leading zeros:** Always use leading zeros before a decimal point.
- **Footnotes:** To be consistent, use bracketed superscript numbers and numbered notes in the footer.
- **Units of measurement:** Always use the abbreviated version in lists/charts/graphs/etc. and the full, spelled-out version in paragraph/body text. Include a space between the number and unit. Only capitalize the abbreviation when the unit is named after an individual.
- **Superscripts:** “®” and “™”
- **URLs:** should be all lowercase (www.radiall.com)

STYLE RULES

Spacing Exceptions:

- Degrees-space for temperature degrees, no space for turn degrees
- Time (32')
- Percent (32%)
- Money (\$32, €32)
- Shorthand distance (32")

Abbreviations:

- Ampere-A
- Barrel-bbl.
- Bit-b
- Byte-B
- Celsius, Centigrade-C
- Centimeter-cm
- Cubic centimeter (cm³ is standard)-cc or cm³
- Cubic-cu.
- Dozen-doz.
- Fahrenheit-F, F
- Fluid ounce-fl. oz.
- Foot-ft
- Gallon-gal.
- Gigabit-Gb
- Gigabyte-GB
- Gigahertz-GHz
- Gram-g, gr (g is standard)
- Grams-g
- Gross-gr., gro.
- Hectare-ha
- Inch-in.
- Kelvin-K
- Kilobyte-K, KB (KB is standard)
- Kilogram-kg
- Kiloliter-kl
- Kilometer-km
- Kilowatt-hour-kWh
- Kilowatt-kW
- Knot-k., kt.

- Liter-l (or can be capitalized to further distinguish from a 1)
- Long ton-LT, L.T.
- Megabyte-MB
- Meter-m
- Metric ton-MT
- Metric ton-t, T
- Microgram-mcg or µg (µg is standard)
- Mile-mi
- Miles per hour-mph
- Milligram-mg
- Milliliter-ml
- Millimeter-mm
- Not Available-N/A
- Ohm-Ω
- Ounce-oz
- Pint-pt
- Pound-lb
- Quart-qt
- Revolutions per minute-rpm
- Square-sq
- Ton-T., T
- Watt-W
- Yard-yd

TERMINOLOGY

Common nouns (lowercase):

- quick-mating
- semi-rigid
- hand-formable
- gold-plated
- nickel-plated

Proper nouns (capitalized):

- Specific product names (ex: Quickfusio)
- Document names
- Ltd(s).
- Rack & Panel
- Test & Measurement

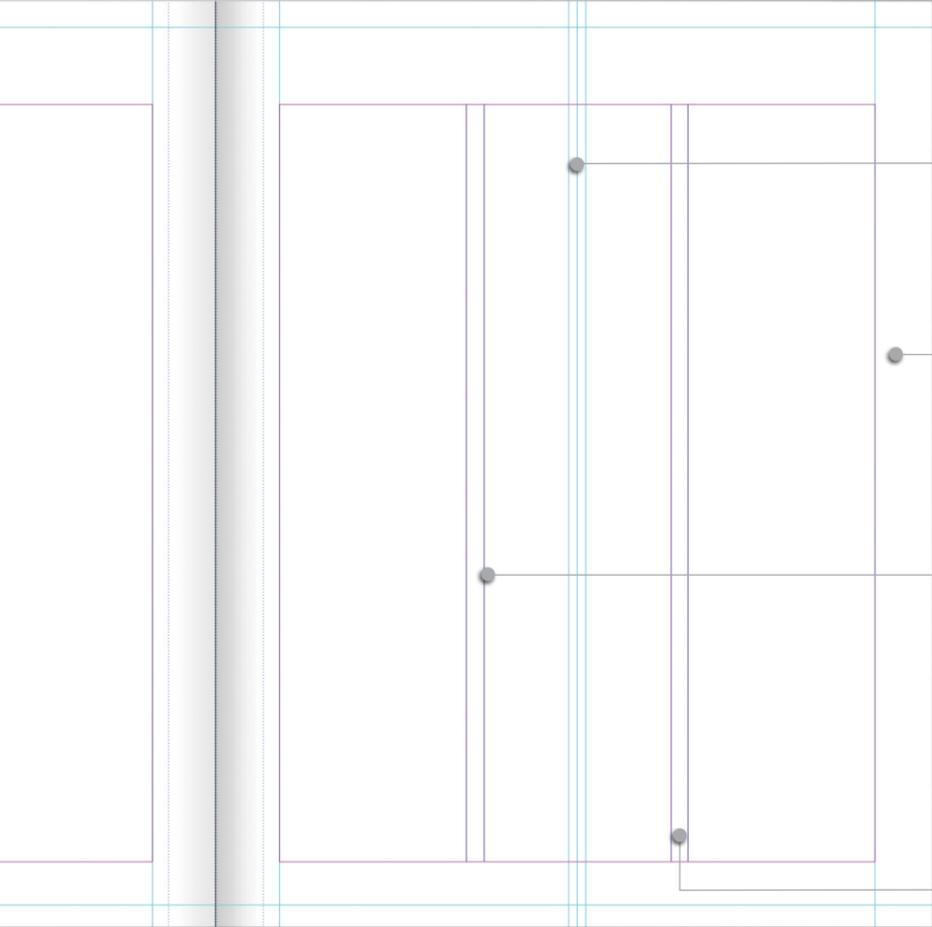
PUNCTUATION

- **Serial (Oxford) commas:** Avoid using these unless the sentence requires one for clarification.
- **Slashes:** Do not include a space before or after.
- **Periods:** All sentences, including bulleted ones, end in periods.
- **Hyphens:** Do not capitalize the second word after a hyphen when presented in general text. If the hyphenated word appears in a title, refer to the surrounding context to determine capitalization necessity.

VERTICAL LISTS

- **Em dashes vs. bullets:** Bullets are preferable. Use em dashes to represent sub points.
- **Numbering:** Do not use numbers to list items unless establishing a hierarchy.
- **Periods:** If the list is introduced with a complete sentence and the items themselves are complete sentences, end each item with a period.
- **Commas:** If list items are not complete sentences, separate them with commas or no punctuation at all (preferable).
- **Semicolons:** If the list contains incomplete sentences with internal commas, separate list items with semicolons.
- **Capitalization:** If the list contains complete sentences, capitalize the first letter of each item. If each list item is a proper noun, capitalize it as well. Incomplete sentences can be capitalized as well but consistency must be maintained throughout the document.
- **Colons:** Use a colon after a complete sentence that introduces a list (also those which include the words “following,” “as follows,” “these” or “thus”). DO NOT use a colon if the introductory phrase is not a complete sentence or uses a transitional word or phrase (ex: “for example,” “for instance” or “however”).
- **Sentence structure:** A single list should contain items that are phrased consistently as words, phrases or complete sentences. Do not mix these within a given list.
- **Spacing:** Always align body text if the list flows into multiple lines. If using numbering, align the body text to the previous text line rather than the number.

While different collateral pieces use different layouts, a few common elements remain consistent. These basic principles allow images and content to be arranged in a logical and structured order.



GUIDES

Guides establish a linear plane for aligning copy, images or graphics.

MARGINS

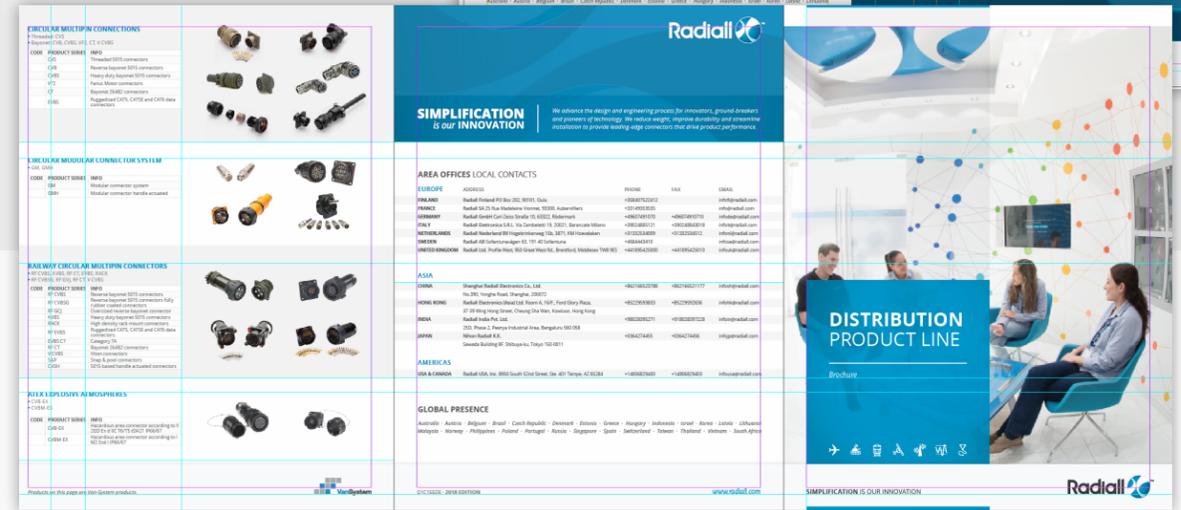
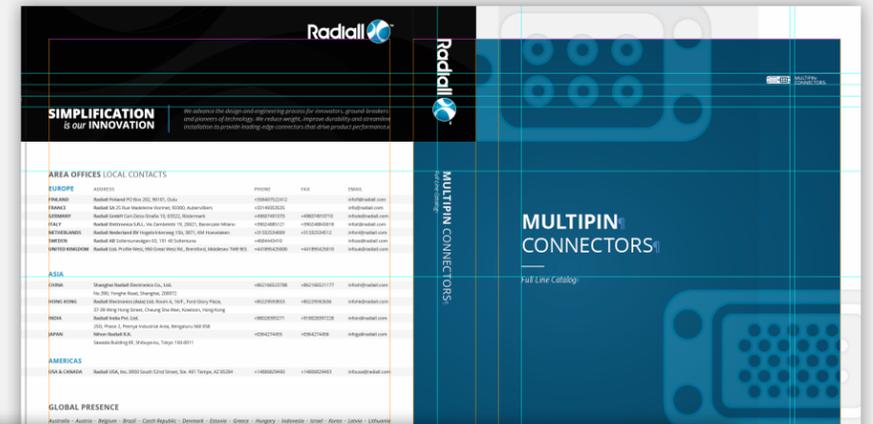
Margins are the areas surrounding your content. Typically, more margin means less clutter.

COLUMNS

Columns represent the vertical division of copy. Radial collateral typically uses two- or three-column formats but the number of columns should be determined by the specific information being conveyed.

GUTTERS

Gutters are the spaces between columns. Leaving too little space can impede readability.



LAYOUT & GRID

In graphic design, as in architecture, the underlying support structure, or foundation, of the piece is often invisible to the viewer. Regardless, the grid system establishes communication design and sets the foundation for consistent and easily navigated page layouts.

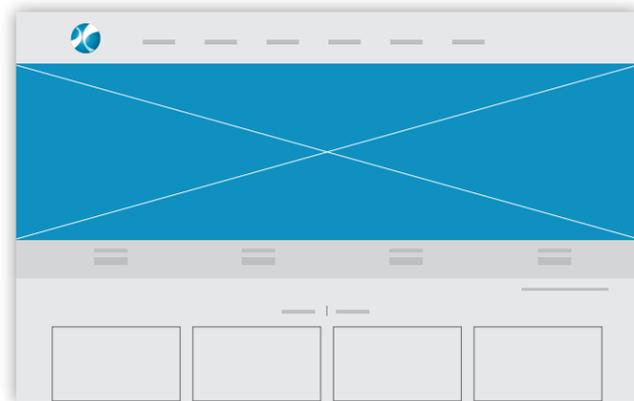
At its simplest, a grid system is a series of blocks that helps the designer organize and structure content in a way that is optimized for the hierarchy and flow of information.

A vital aspect of the grid is its ability to help determine and define proportion. In print, as an example, proportions most commonly echo the size of the media; the shape and orientation of the paper are often reflected in the size and shape of images included within a layout. This feels comfortable because the reader subliminally understands the context of the layout as a result of the physical shape and size of the delivery mechanism, such as a piece of paper.

The principal purpose of a grid is to establish a set of guidelines for how elements should be positioned within a layout. This is an essential part of making the content accessible and helping the viewer understand where to find the next piece of information within the layout.

DIGITAL DIMENSIONS

The reference layout and sizing illustrated on these pages act as a guide for common dimensions for digital assets. These common benchmarks are used for all assets and design graphics.



Radiall Homepage

HEADER | 1920 x 400px



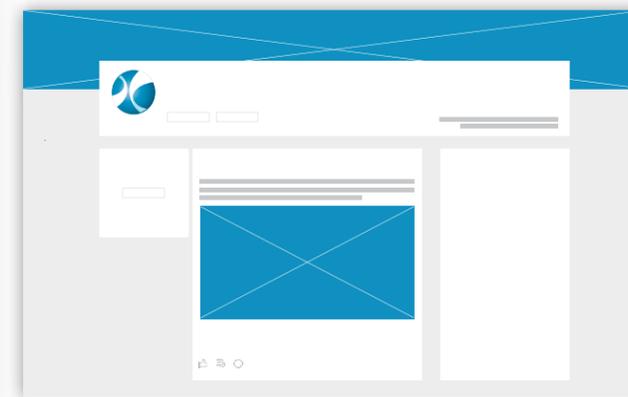
Insights Landing Page

LARGE THUMBNAILS | 168 x 168px
SMALL THUMBNAILS | 140 x 140px



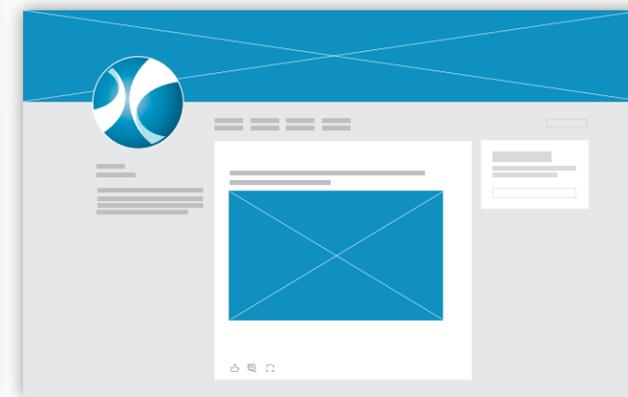
Insights Post

POST IMAGE | 774 x 530px



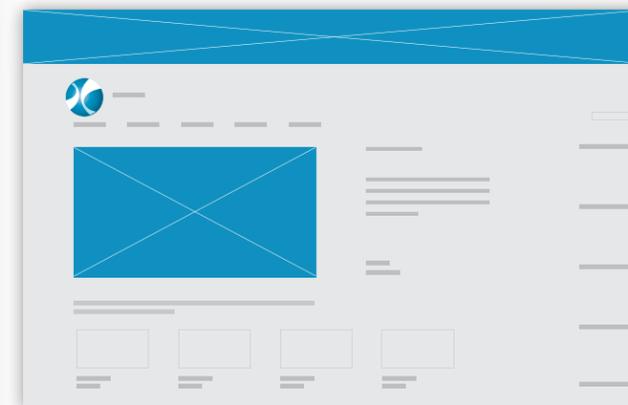
LinkedIn

HEADER | 1536 x 768px
POST | 1200 x 628px



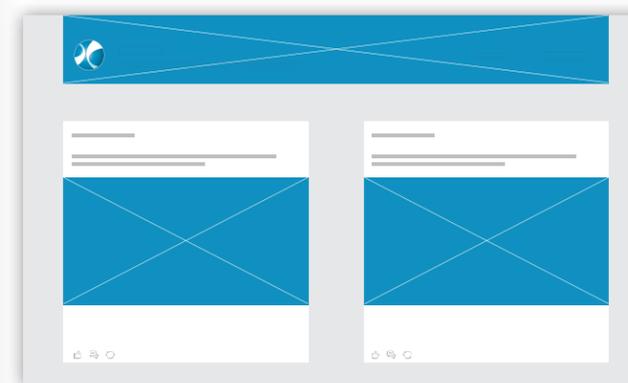
Twitter

HEADER | 1500 x 500px
POST | 1200 x 675px



YouTube

HEADER | 2560 x 1440px
POST | 1280 x 720px



Google+

HEADER | 11080 x 608px
POST | 431px x Scales to height

BRAND APPLICATION

Brand application is just what you might expect. Simply put, it is how we use the Radiall brand elements within all communication materials. From videos to handouts to trade shows, the following are guides we use when applying the brand.

03



BUSINESS SYSTEM

The stationery or business system is a tangible expression of the brand identity. These standardized elements work together to ensure consistency and uniform brand messaging.

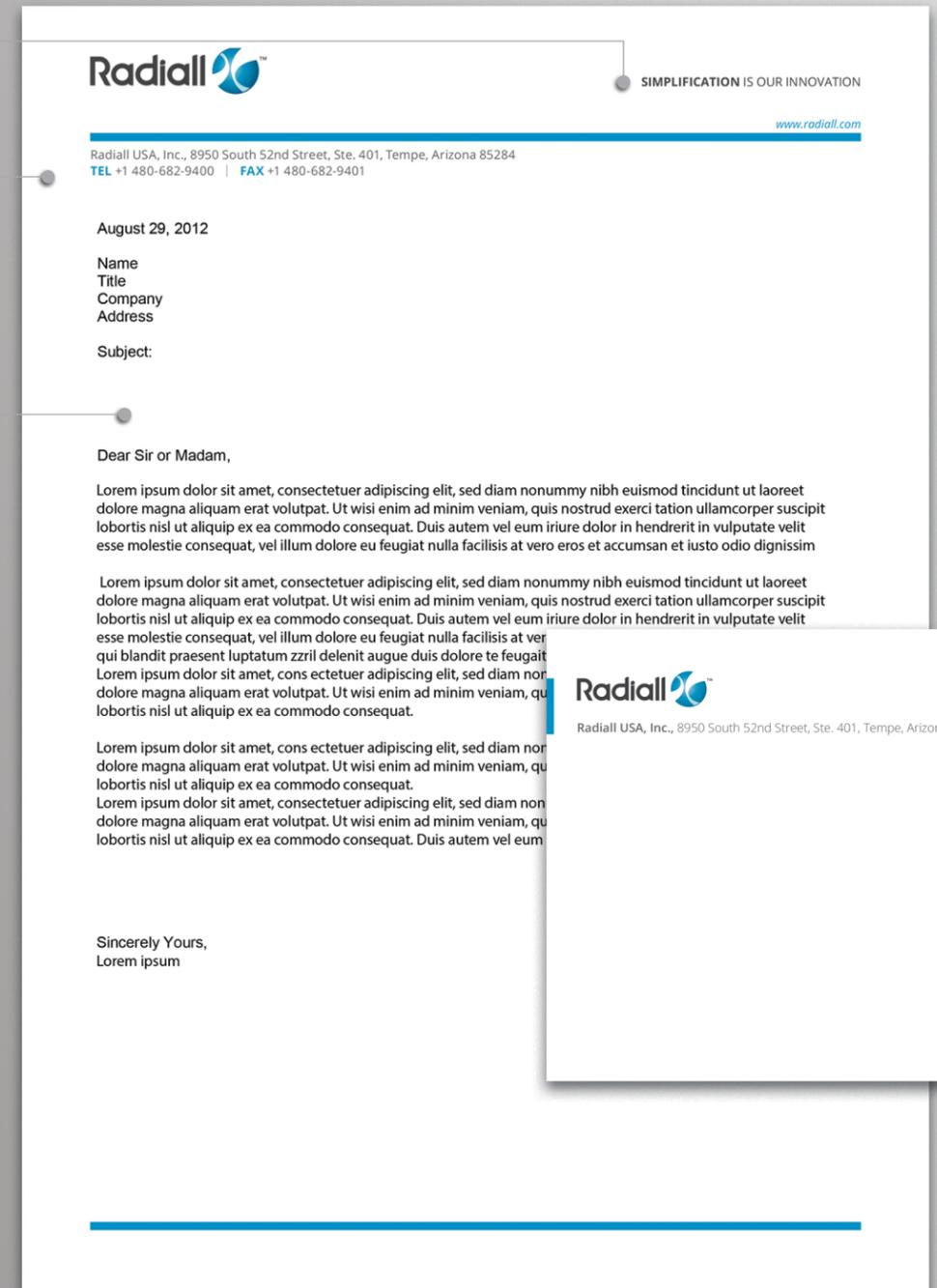
Printed and electronic stationery elements are one of the most essential and formal forms of brand communication—these are pieces that customers receive and see as a direct representation of Radiall. With this in mind, the business system design is consistent across all documents, focusing on a clean and bold layout.

The full-color gradient version of the logo is presented on all pieces, along with the bold Radiall blue lines, which unify the theme. The back of the business card features a close-up of the swooshes inside the Radiall ball and the new Radiall tagline.

SIMPLIFICATION TAGLINE

LOCATION

ARIAL, REGULAR, 12PT



SIMPLIFICATION IS OUR INNOVATION

www.radiall.com

Radiall USA, Inc., 8950 South 52nd Street, Ste. 401, Tempe, Arizona 85284
TEL +1 480-682-9400 | FAX +1 480-682-9401

August 29, 2012

Name
Title
Company
Address

Subject:

Dear Sir or Madam,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely Yours,
Lorem ipsum



Radiall USA, Inc., 8950 South 52nd Street, Ste. 401, Tempe, Arizona 85284



HANDOUT & HOT SHEET TEMPLATES

A standard template allows product specialists to provide essential information easily and consistently. This template ensures that customers and sales representatives have systematically organized key points.

Handouts and hot sheets are created on a frequent basis. Therefore, it is imperative to streamline the process to minimize errors and accelerate completion time. These standardized templates accomplish those goals by making it easy for product specialists to

provide information, and for designers to arrange the content within the layout. The editable PDFs are easily distributed, filled out and sent to the design team to be formatted in a precise and consistent manner.

HOT SHEET

Template

PRODUCT NAME

PRODUCT TAGLINE
EXAMPLE: "The Cost-Effective Solution"

PRODUCT PHOTO BELOW - ISOLATED ON WHITE
Provide high resolution (960), or link to photo (3 photos max)

BRIEF PRODUCT DESCRIPTION
PLEASE PROVIDE RELEVANT TECHNICAL DETAILS OR PRODUCT DEFINITION FOR SALES
EXAMPLE: Radial's Armc 600 budget conscious NCT receptacle connectors are a low cost alternative without compromising performance. Selective gold plating on the contacts and new monoblock insert technology reduce costs while still providing a fully qualified Armc 600 connector.

FEATURES & BENEFITS LIST USING BULLET POINTS

HOW TO SELL LIST USING BULLET POINTS

SELECT ALL THAT APPLY:
TARGET MARKETS
• AEROSPACE
• DEFENSE
• INDUSTRIAL
• SPACE
• TELECOM
• INSTRUMENTATION
• MEDICAL

TARGET AUDIENCE
• WORLDWIDE SALES
• REPRESENTATIVES
• DISTRIBUTORS

TOOLS
• IN PRODUCTION
• DATA SHEETS AVAILABLE
• NAVIGATOR AVAILABLE
• SAMPLES AVAILABLE

COMPARATIVE ANALYSIS LIST USING BULLET POINTS

COMPETITION	STRENGTHS	WEAKNESSES

Additional info: OPTIONAL CONTENT - PARAGRAPH OR BULLET POINT FORMAT

Applied

FIBER OPTIC BACKSHELLS

Expanding the EPX® wide range, Radial's Fiber Optic Backshells for EPX81 and EPX82 provide simple and secure wiring in EWS and out of the box applications while offering time, space and weight savings.

FEATURES & BENEFITS

- WEIGHT & SPACE SAVING**
 - Designed with lightweight materials (composite and aluminum)
 - 40% shorter than the existing backshells
 - 40% lighter
- TIME SAVING**
 - Simple wiring
 - Customized design
 - Easy to assemble bushings and clamps
 - Use of rigid ANTICORRO-MIG and ANTICOR-MIG-100 cables: no tape is needed
- SECURE**
 - 4 in. protected in total
 - 1.75 in. of cables: reinforced straight by bushings
 - 4.25 in. protected by ruggedized cables design based on EPX® team rated qualified design
 - FD backshell for EPX81: 477521044
 - FD backshell for EPX82: 477521049
 - Compatible with F2C and F2 inserts

COMPARATIVE ANALYSIS

- Currently, no similar product offer in the EPX range
- This new FD backshell replaces the current offer due to competitive positioning in terms of wire price & solder
- Contact product marketing if competitive product is found

HOW TO SELL

- Weight and space saving
- Time saving
- Secure
- Qualified on the 787

TARGET MARKETS

- Aerospace
- Worldwide Sales
- Representatives
- Distributors

TOOLS

- In Production
- Data Sheets Available
- Samples Available

HANDOUT

Template Front

PRODUCT NAME

INSIDE BLUE BOX - HEADER PHOTO
Please indicate what industry or concept you would like represented here:

PRODUCT TAGLINE
EXAMPLE: "The Cost-Effective Solution"

PRODUCT PHOTO BELOW - ISOLATED ON WHITE
Provide high resolution (960), or link to photo (3 photos max)

TWO-SENTENCE SUMMARY OF PRODUCT
PLEASE HIGHLIGHT TECHNICAL ADVANTAGES OF PRODUCT
EXAMPLE: As a leader in the instrumentation marketplace, Radial introduces a new range of Low PIM ground switches in response to market demands. This new range of Low PIM switches is perfectly suited for RF test systems and test benches requiring excellent passive intermodulation performance.

GENERAL PRODUCT DESCRIPTION
PARAGRAPH OR BULLET POINT FORMAT

Applied Front

4.3-10 SECURED
Protect your investment

Designed for major telecom equipment manufacturers, the 4.3-10 Secured series from Radial provides peace of mind and a fool proof solution for field installation of wireless telecom equipment.

Radial's 4.3-10 Secured series features a product enhancement to the receptacle interface that systematically ensures 4.1-9.5 plugs are not inadvertently mis-mated with 4.3-10 Secured receptacles in the field. Thus preventing damage to the 4.3-10 Secured receptacle and the equipment being installed.

Additionally, visual references can be applied to the 4.3-10 Secured series to allow for identification of the proper interface prior to installation.

VISUAL REFERENCES COME IN TWO OPTIONS:

- Orange color ring integrated into 4.3-10 receptacle
- Black (0.04 x) protective cap with 4.3-10 marking

Radial's 4.3-10 Secured connectors are designed to be compatible with the IEC CDV 61169-54 @ IEC 2015 standard.

Template Back

CONCEPTUAL INDUSTRY PHOTO
Please indicate what industry or concept you would like represented here:

- AEROSPACE
- DEFENSE
- INDUSTRIAL
- SPACE
- TELECOM
- INSTRUMENTATION
- MEDICAL

SECONDARY PRODUCT PHOTO - ISOLATED ON WHITE
Provide high resolution (960), or link to photo (3 photos max)

ONE-SENTENCE SELLING POINT
PLEASE DEFINE PRODUCT APPLICATION BENEFITS TO THE CUSTOMER
EXAMPLE: Speed, efficiency and productivity are all demands in today's fast paced production environment. Radial's EP Test Probe supports these requirements.

DETAILED PRODUCT DESCRIPTION
PARAGRAPH OR BULLET POINT FORMAT

FEATURES & BENEFITS LIST USING BULLET POINTS

APPLICATIONS LIST USING BULLET POINTS

Applied Back

4.3-10 Secured series receptacles prevent possible damage from inadvertently mis-mating a 4.1-9.5 plug during installation.

PERFORMANCE CHARACTERISTICS

- Frequency range: DC to 6GHz
- Low intermodulation level ≤ 166dBc
- VSWR: 1.22 x (F&H) maximum
- Meets IP67 requirements
- RF power up to 500 W @ 2 GHz

ENVIRONMENTAL CHARACTERISTICS:

- Anti-corrosion
- Weatherproof plating
- Connectors designed for use in outdoor environments

*Optional plating available

The new HEP® (Harsh Environment Protective Plating by Radial) successfully meets ASTM B 117 & ISO 21207 Method D-5 cycles. Radial's HEP® plating can be utilized on the 4.3-10 Secured to provide superior environmental protection. For additional information, please contact your Radial representative.

FEATURES & BENEFITS LIST USING BULLET POINTS

- IEC compatible with 4.3-10
- Protection from accidental mis-mating with 4.1-9.5
- Polar-yoke design
- Cost effective solution
- Visual reference (orange ring and protective cap)
- No effect on PIM performance

APPLICATIONS LIST USING BULLET POINTS

- Base stations
- RRU/BBU
- Antennas
- Filters
- Couplers, splitters, surge arresters
- Jumpers
- Distribution network equipment



HANDOUT & HOT SHEET LAYOUT

Handouts and hot sheets serve as a focal point for introducing essential product information to sales representatives and customers.

Sharing a standard grid system for communicating key performance metrics, features, benefits and applications, hot sheets and handouts not only provide product information but also reinforce the Radiall brand. Application imagery sits at the top of the grid, while

product imagery is seen to the left, encapsulated in circular containment shapes. The foundation of the grid system is the footer containing the brand lockup and contact information.

PRODUCT NAME

SELF-LOCK CONNECTORS

PRODUCT TAGLINE

Designed to Reduce Installation Time

PRODUCT DESCRIPTION

Radiall's Self-Locking series is the sole existing, one-step connection solution available in the market. This new plug design saves installation time on-board the aircraft.

FEATURES & BENEFITS

FEATURES & BENEFITS

- Self-Lock (no additional operation)
- Reduced minimum torque value
- Straight and Right-Angle plug TNC, SMA 2.9; other interfaces available upon request (N)
- Altitude Immersion 116 mbar according to EIA-364-03C¹⁾

PRODUCT PHOTO(S)



COMPARATIVE ANALYSIS

COMPARATIVE ANALYSIS

COMPETITION	STRENGTHS	WEAKNESSES
Times	<ul style="list-style-type: none"> + Comprehensive range for Mil-Tech cable + Full lock 	<ul style="list-style-type: none"> - Not Self-Lock - High price - Weight
Phoenix Logistics	<ul style="list-style-type: none"> + Full lock 	<ul style="list-style-type: none"> - Not original (copy of Times)
TE	<ul style="list-style-type: none"> + Full lock 	<ul style="list-style-type: none"> - Old M/A COM design - Not Self-Lock

ADDITIONAL INFO

Additional Info

Threaded coupling connections can be problematic in high-vibration environment applications. For many years, this has been addressed by using lock-wire to secure coupling nuts. Lock-wiring is a labor-intensive process requiring special tooling and is associated with the potential of FOD (Foreign Object Debris). Utilizing Radiall's Self-Locking connectors on your assembly eliminates the need for lock-wiring, significantly reduces installation and maintenance time, prevents lock-wire-related FOD. Radiall's Self-Locking connectors also eliminate risk of injury to operators during locking wire manipulation.

HOW TO SELL

HOW TO SELL

- Time saving
- Secure
- Boeing qualified
- Dassault and Airbus qualified

TARGET MARKETS

- Aerospace

TARGET AUDIENCE

- Worldwide sales
- Representatives

TOOLS

- In production
- Data sheets available
- Samples available

NOTES

Note

1. Receptacle Caps (different versions available to suit specific requirements)



BROCHURES

Radiall brochures illustrate different subjects, but they all share the same grid system designed to communicate technical details in an easily navigated format.

Cover imagery is always related to the subject of the brochure and is seen in context with the brochure title on a colored overlay. A common back panel anchors each brochure with the logo, Simplification tagline and definition, as well as global contact information.

Inside each piece, product information, imagery and technical details are charted relative to the grid system for easy navigation. Further, larger blocks of information are broken up with background shading to help the viewer quickly differentiate key information.



CATALOG GUIDE

Radiall catalogs illustrate different product groups, but they all share the same grid system designed to communicate product details in a simple, easy-to-read format.

Cover imagery displays the icon related to the product group represented in the catalog and is seen in context with the catalog title. A universal back panel anchors each catalog with the logo, Simplification tagline and definition, as well as global contact information.

Inside each book, product information is organized by series and is supported with imagery and technical details relative to each product. Further, the book has rigid section dividers to assist users in locating information quickly.



Table of Contents

EPX SERIES | 1-1

Section 1 Table of Contents

INTRODUCTION
 Introduction.....1-5
 Disconnect Applications1-6
 Rack and Panel Applications.....1-7

EPX® SERIES
 Technical Characteristics for Disconnect Connectors1-8
 Electrical Characteristics.....1-8
 Mechanical Characteristics.....1-8
 Technical Characteristics for Rack & Panel Connectors1-9
 Electrical Characteristics.....1-9
 Mechanical Characteristics.....1-9
 Technical Characteristics for Inserts & Contact.....1-10
 Electrical Characteristics.....1-10
 Mechanical Characteristics.....1-11
 Environmental Characteristics.....1-10

INSERTS
 Insert Selection Table1-12
 How to Order EPX® Inserts1-13
 EPX® Insert Arrangements.....1-14 to 1-16

CONTACTS
 Signal & Power Crimp Contacts1-17
 Oversized and Reduced Crimp Barrel Contacts.....1-18
 Coaxial Crimp Contacts.....1-19
 Twinax & Triax Crimp Contacts.....1-20
 Quadrax & BMA crimp contacts.....1-21
 LuxCis® Fiber Optic Contacts.....1-22
 Signal PC Tail Contacts1-23
 Quadrax Size 8 PC Tail Contacts.....1-24
 Filler Plugs and Sealing Plugs.....1-25
 Contacts for GbE Link Focus.....1-26

SIMPLIFICATION IS OUR INNOVATION **Radiall**

Interior Pages

INTRODUCTION | 1-3

Introduction

Radiall is recognized in the Aerospace and Defense industries for offering one of the broadest innovative product portfolios for connector interconnect solutions. The benefit of our experience with ARINC connectors permits Radiall to provide customers with a strong and global solution.

The EPX® series offers a wide range of solutions based on two insert sizes with a large variety of shells and contacts. This product range provides an excellent trade-off between the number of available contacts and the space used. The EPX® series is completely modular and expandable.

The EPX® series connectors are standardized by the EN4644 European standard.

A **high density solution** compared to circular connectors:

- Slim shell design with high contact density
- Stackable shells do not require additional space for locking and unlocking the connectors

EPXB	38999
5 shells #22 with 2*48 Cts	4 shells #23 with 100 Cts
• Total Cts: 480	• Total Cts: 400
• Total surface: 96.90 * 91.80 = 8895.42 mm ²	• Total surface: 96.00 * 96.00 = 9216 mm ²
Gives 18.53 mm ² /contact	Gives 23.04 mm ² /contact

A **cost saving and user-friendly solution**:

- Inserts can be wired in the workshop and later installed in the shells
- A common panel cut-out simplifies the connector installation
- Inserts can be easily installed and removed from the shell
- Inserts and shells are keyed to prevent mis-mating
- Standard Mil spec tools for contact crimping and contact insertion/extraction
- Field replaceable sub-assemblies
- Vibration resistant self-locking threads

A **modular concept** with a large variety of options:

- Shell can accommodate a wide variety of inserts for signal, power, coax, data bus, fiber optic and high frequency BMA contacts
- Optional ground blocks (to meet the FAA HIRF requirements)
- Pin and socket inserts can be installed in either plug or receptacle shells (pin contacts are always fitted in the pin insert)

EPX® a **versatile solution** available in two different versions:

- Aluminium
- Composite

SIMPLIFICATION IS OUR INNOVATION **Radiall** Visit www.radiall.com for more information

Notes
 1. Size 5 contacts are not part of SAE AS 39029 (MIL-C-39029 type A). They are qualified by Radiall to 80 Amps.

Visit www.radiall.com for more information **Radiall** SIMPLIFICATION IS OUR INNOVATION

PAGE SEQUENCE

The interior catalog pages have been structured following specific paragraph styles that correspond to the table of contents. Gray bars on the side of each page indicate which section the pages are in.

FINANCIAL REPORTS

Annual Report Cover



Semi-annual Report Cover



COMMUNICATION PLAN

Communication Plan Cover



Communication Plan Interior



INTERNAL & EXTERNAL REPORTS

A variety of internal and customer-facing documents, from financial reports to event-specific materials, utilize a common visual language and similar grid system.

A spectrum of materials is anchored by common use of colors, type, logo and tagline. Further, similar visual techniques, such as colored overlays and iconography, create continuity for pieces that are unrelated by

subject matter. This less rigid stylistic approach allows for creativity and flexibility in addressing current and future requirements. The visual synchronicity helps the documents feel familiar, regardless of the content.

Most internal, event-specific documents do not follow a template, as they are primarily created for isolated occasions. However, the similar grid systems, color schemes and use of analogous photography generate

content that becomes recognizable as the Radiall brand. Other standard documents, such as the financial reports, follow a more specified template to promote readability and consistency.

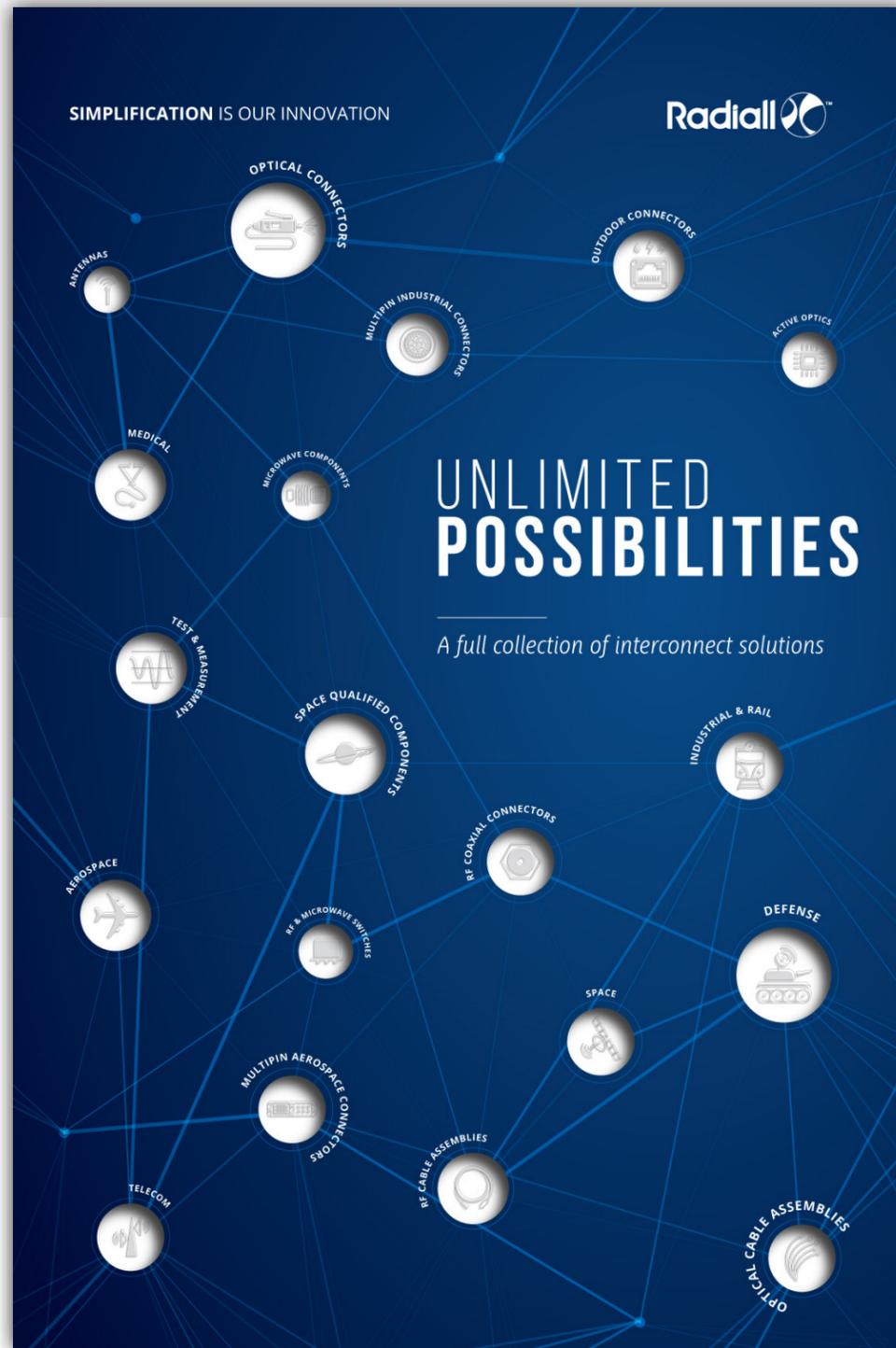
ISOMETRIC ILLUSTRATIONS

Illustration expands the visual palette and provides Radiall with a unique, cordial approach to communication.

Illustrations are used to communicate subject matter specific to Radiall product applications or company processes, procedures or policies. In instances where stock photography is unable to capture the essence or detail required, isometric illustration is used.

Illustration lends a different character to Radiall materials and balances well with photographic imagery. It provides a sense of good humor and congeniality which complements text-heavy documents, for example, the *Code of Conduct*.





POSTERS

Posters are used internally to communicate topical messaging to team members and externally in trade show settings. They provide an outlet for creativity while staying within the bounds of the Radiall brand identity.

Posters vary visually more than other communication formats used for Radiall. They don't use a conventional grid system or visual theme. However, these larger scale pieces may share the colors, typefaces, iconography, branding and taglines used in other Radiall messaging.

Posters are often designed with specific communication requirements unique to their individual purpose. Headline visibility, overall readability and logo prominence are, nevertheless, vital components to all posters.



2017 Holiday Card

PROMOTIONAL COLLATERAL

From magazine advertisements to holiday cards, Radiall relies on an assortment of promotional materials to extend the company's reach to external audiences.

Promotional pieces vary widely in size, form and objective. They don't necessarily have a standard grid system or visual theme. These pieces, however, all share common colors, type, iconography branding, and the

tagline. Promotional pieces are often designed with specific communication requirements unique to their individual purpose.

SPECIALTY ITEMS & ATTIRE

As with most organizations, Radiall takes pride in its brand and utilizes apparel and other specialty items to promote the brand and give it greater visibility.

Specialty items vary widely and in most cases come with existing parameters for brand application and production. The placement of the Radiall logo, iconography, and tagline requires careful consideration to ensure that brand standards are upheld and brand elements are not compromised.

These items are often times created for special events and occasions, and are shared internally and externally to promote Radiall pride. When worn or used outside of the workplace, specialty products can bolster brand recognition and awareness.



Fidget Spinner



Calendar Interior



Calendar Cover



Calendar Interior

ITEM DESIGN

Depending on the product, specialty items should adhere to the format of existing Radiall collateral to establish consistency. In isolated cases, such as the fidget spinner, item design will be dependent on the size, shape and material of the product. In these instances, the design should reflect Radiall standards concerning color, typography and iconography.



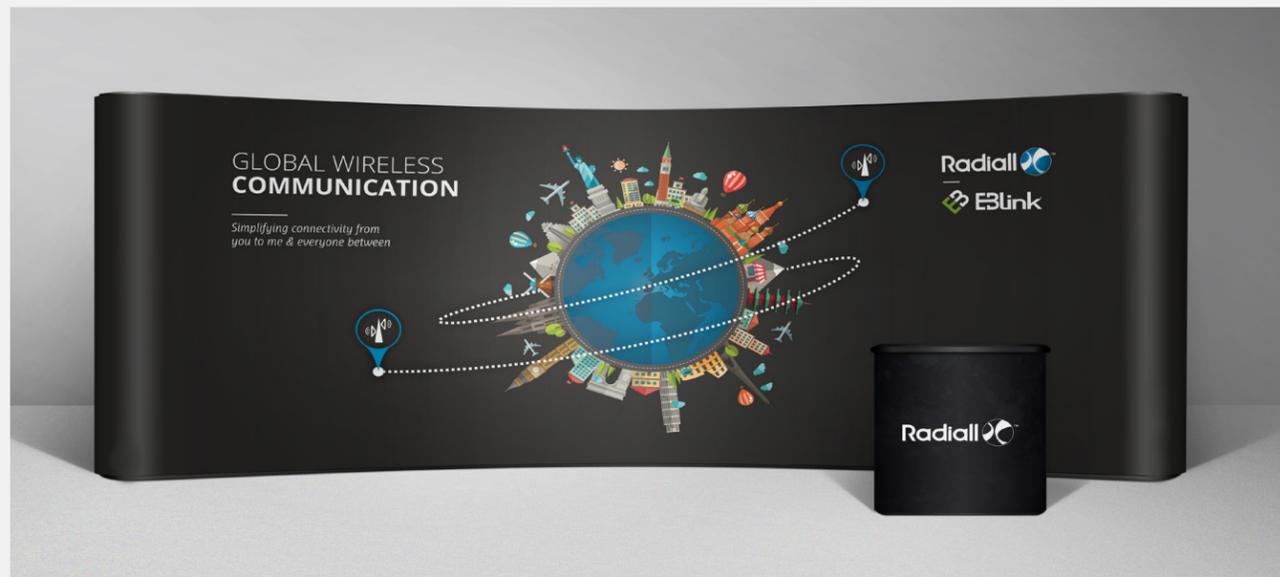
CAMPAIGNS

Campaigns allow Radiall to carry specific themes and messaging across many mediums.

The goal of Radiall campaigns is to drive a meaningful message to all parties involved in a way that promotes company pride. Campaign designs should, therefore, be built upon an impactful strategy and encourage engagement.

Each campaign requires independence regarding design, but it must also fit within the Radiall brand family. Design concepts must meet the objectives of the campaign and relate to Radiall through common colors, stylistic symbolism or visuals.

TRADE SHOW BOOTH DESIGN



Exhibition design should be carefully considered to build brand equity, make a strong visual impact, and speak to a specific target audience or market. In a trade show environment, where attendees are flooded with visual clutter, it is essential for Radiall to project a clean, simple, straightforward, and quickly understandable message.

All materials for an exhibit should work together. Large booth graphics and posters set the mood and the tone for the environment while communicating a singular concept. Smaller materials, such as handouts and brochures, can provide more detailed information and product specifications.

SHOWROOMS

Designing for environments requires that the appropriate messaging is conveyed and that the proper mood is established, given the use of the space.

Radiall's showrooms and lobbies are anchored by common elements such as logos, tagline, colors and symbols. However, they also illustrate the company's geographic scope, product range and industry impact. The goal of each installation is to establish an airy and open environment, coupled with informative

and visually impactful graphics that do not overpower the space. When applicable, showrooms should utilize the geographic timeline (pictured below), common paint colors and metallic interior design elements as described on the facing page.



CONFERENCE ROOM

Meeting spaces should institute frosted glass incorporating the Radiall swoosh, an aluminum TV wall and the Radiall blue paint color, as applicable.



PRODUCT WALL

"Glamour shots" of Radiall products can create an appealing collage on showroom walls. These collages highlight the product families Radiall has to offer.



ALUMINUM RECEPTION DESK

Sleek, modern reception desks should greet all visitors who come to Radiall facilities. The iconic swoosh can be implemented on the back wall behind the desk in shades of Radiall blue.





VIDEOS

Videos are used to introduce products to the market, illustrate manufacturing capabilities, and express the company culture.

All product videos use colors and typefaces that are commonly used in other Radiall messaging, along with the company's logo and tagline. Furthermore, they use similar visual techniques such as rotations, cuts, transitions and zooms to create continuity across a range of products. This continuum reinforces Radiall brand perceptions and builds

market recognition. Radiall videos serve as an information resource for those looking to learn more about Radiall history, the company culture and environmental activities or simply to discover product solutions. Therefore, it is essential for each video to be a strong representation of the brand and the Radiall identity.

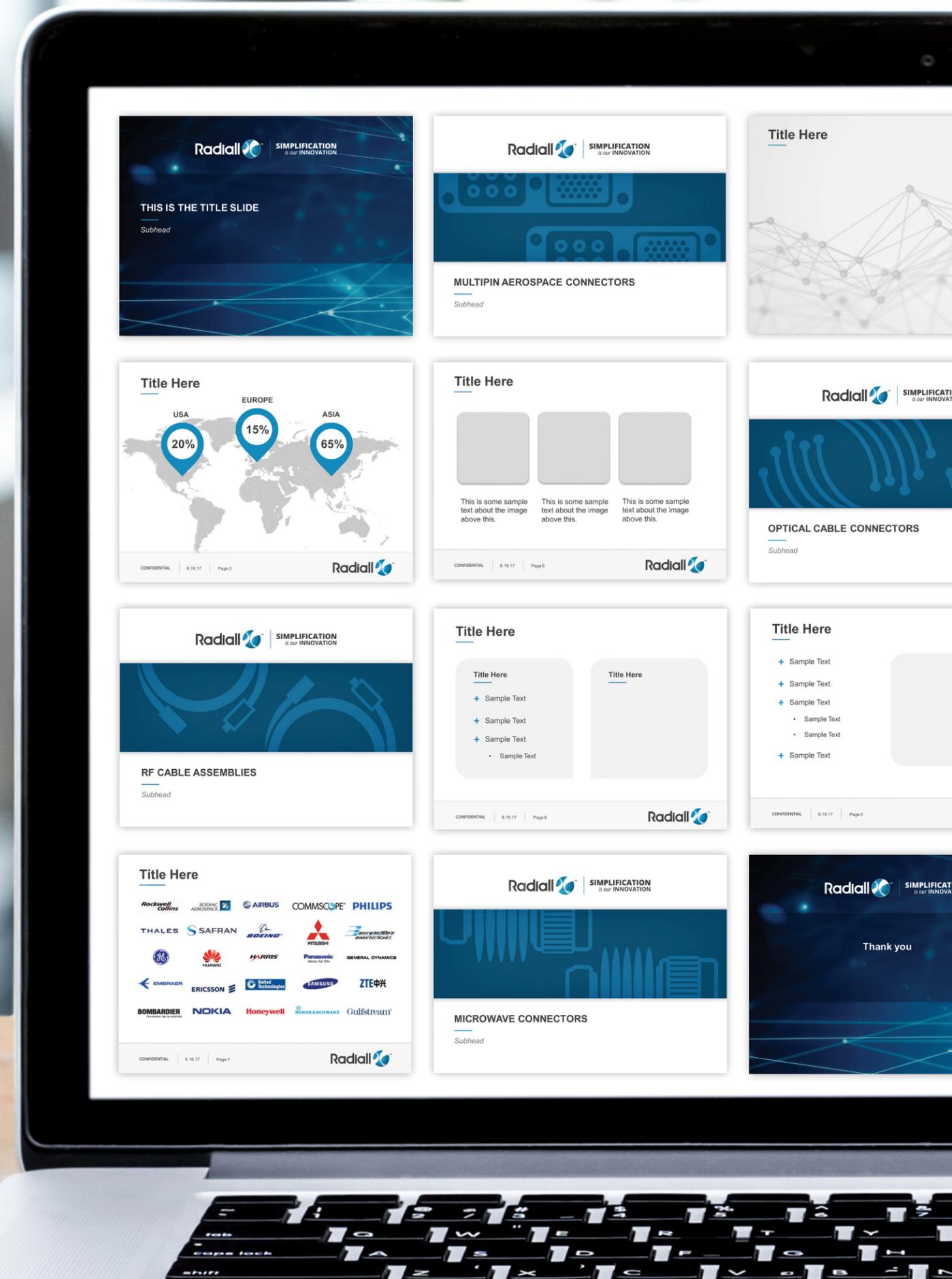
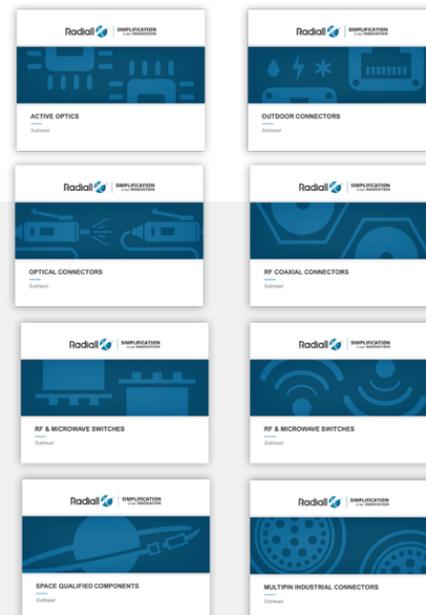


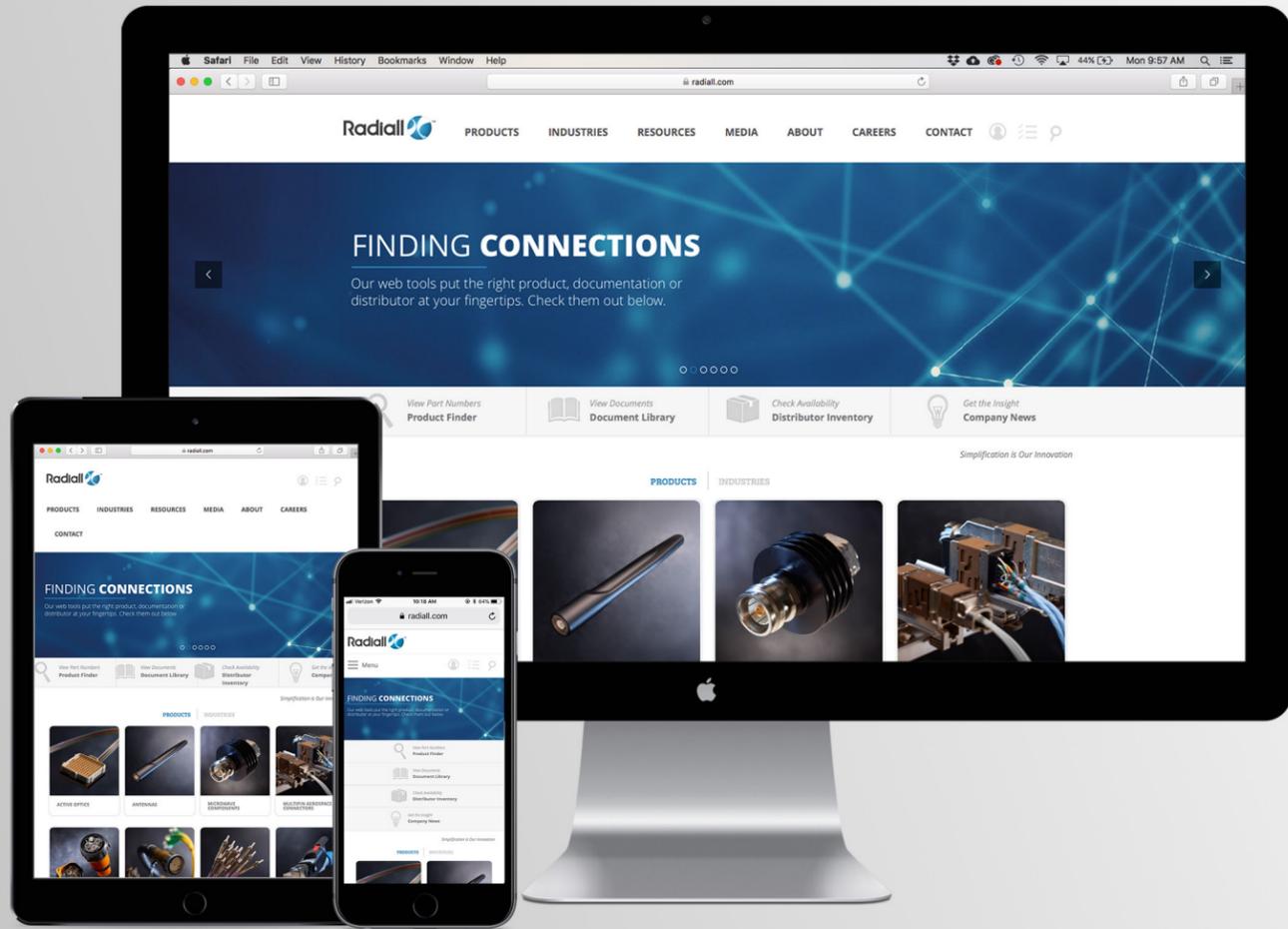
POWERPOINT PRESENTATIONS

Few branded materials are used more frequently than the familiar presentation deck.

Templates are designed to provide consistent brand support to presentations, both internally and externally. A variety of templates is provided to meet users' needs. These templates incorporate similar colors, typefaces and iconography used in other Radiall messaging,

along with the company logo. The deck includes cover slides, as well as multiple content slides. Users should not alter the template, and should only use the fonts and visuals from the approved presentation template within their presentations.





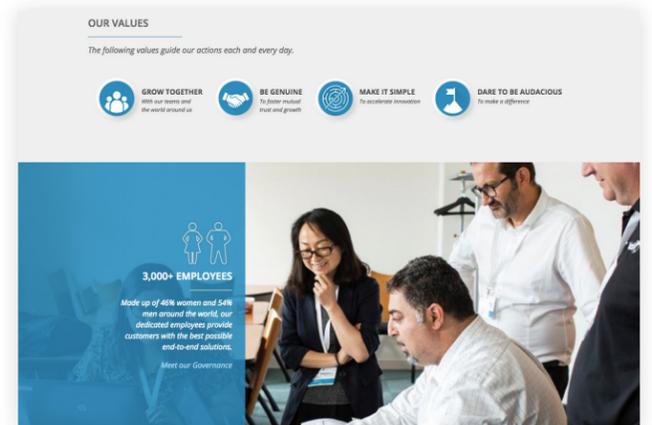
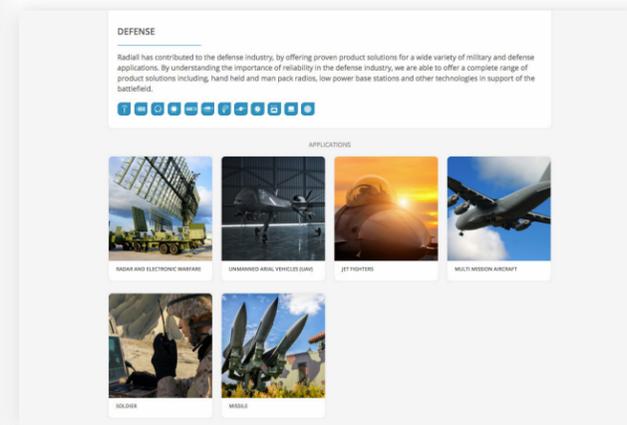
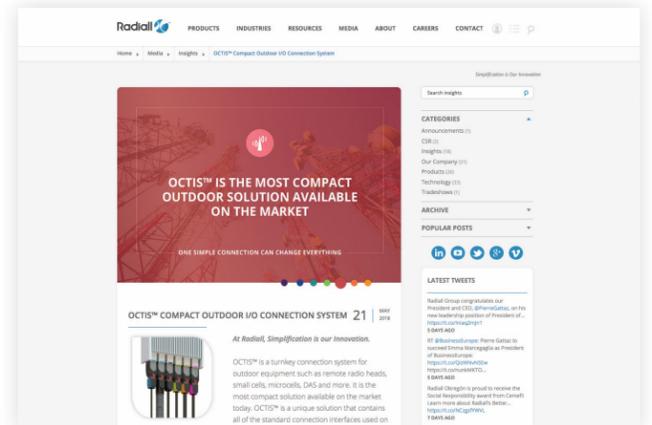
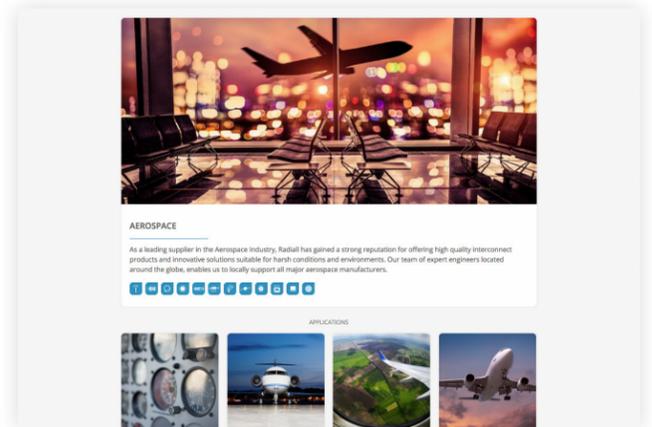
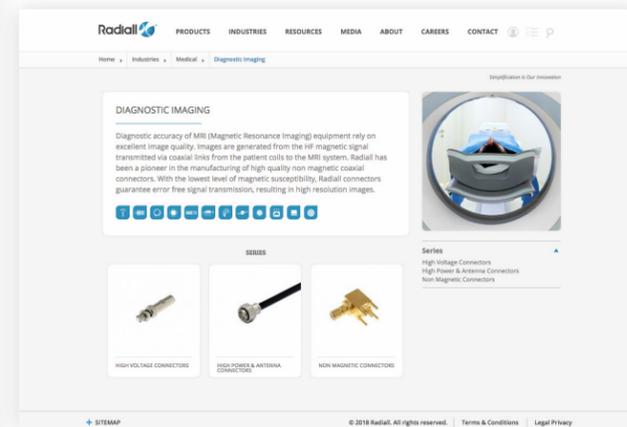
WEBSITE

The website is the centerpiece of the corporate marketing strategy and is accessed by customers more than any other medium. It is frequently updated to reflect the most up-to-date design standards.

The Radiall corporate website is a complex and content-rich platform that serves the needs of potential customers, distributors and existing customers, as well as employees. Content is structured along an organized grid system to make navigation and access to product information fast and intuitive. The Radiall website offers extensive corporate, product and industry information,

as well as direct contact information to help engineers make timely decisions.

The website uses brand elements such as imagery, logos, color, type and iconography to create an online experience unique to Radiall, but also distinctly in line with the brand standards and objectives.

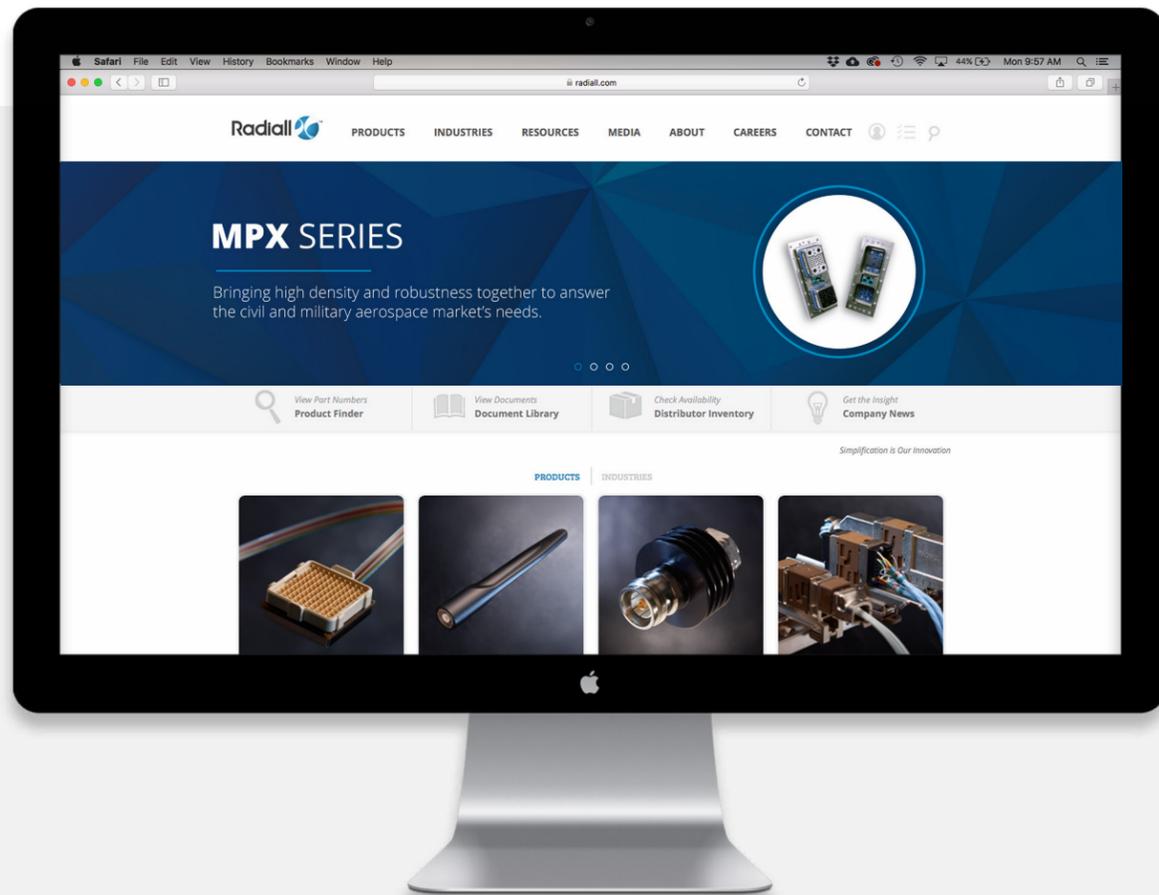


PRODUCT BANNERS

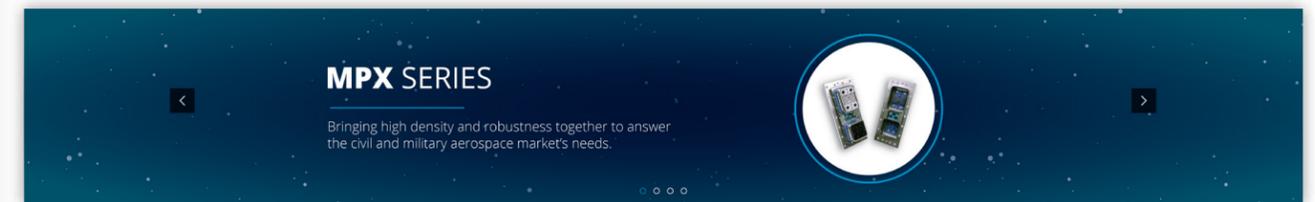
Homepage product banners are the first thing visitors to the Radiall website see. Ultimately, these banners are navigation devices that are concise and to the point, directing visitors to the information they seek.

Product banners should be consistent and follow a common pattern so that website visitors can easily understand the purpose and message in an instant. We generally use a pre-established conceptual graphic pattern that compliments brand colors for the banners

and use inset product photos, since the majority of the image library is better suited to be seen on a white background. Headlines should have the product name or series name in bold with a subtle pattern in the background for visual interest.



PRODUCT BANNER EXAMPLES



SIMPLE LAYOUT

LinkedIn is considered the “thought leadership” platform. Therefore, concentrate on sharing ideas about how our audiences could be more effective as it relates to business, not simply engineering. Roughly 80% of Radiall’s social media engagement should be about the industry, problem-solving, and future business opportunities, and only 20% should be about promoting the company.

- Communicate with business decision-makers
- Share leadership content that is business-related
- Create awareness of Radiall’s brand and products early in the purchase process¹

It is important to provide relevant content to readers that is both timely and related to what they manage on a daily basis. This may be general business information, or it could be specific to the industry and manufacturing.

Radiall is not a business development consulting firm. Our area of expertise is interconnected solutions and, more broadly, manufacturing. This is the foundation of our credibility and where our leadership position stems from. Remember, this is about creating perceptions of Radiall’s brands.



1. Social Media Strategy Proposal 2018 p.8

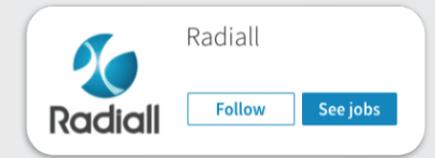
Profile Image

LinkedIn should be consistent with Twitter and use only the icon. The profile logo is always shown by the profile name, so using the lockup with the name is repetitive and results in a smaller icon.

RECOMMENDED

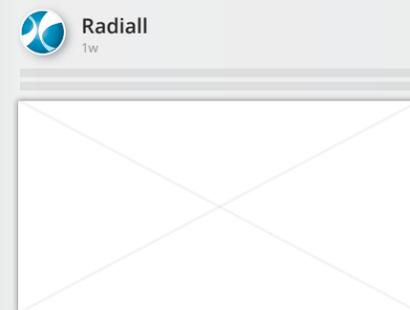


NOT RECOMMENDED



Optimize your headlines and introductions
Think like a journalist: Don’t bury the lede. Concise intros and snappy headlines are more likely to result in higher engagement. Ask thoughtful questions to involve your audience. Always include a clear call to action, like a link.¹⁾

Strong imagery to serves as an anchor for the post. It should be eye-catching and appropriate, but does not need to stand alone.



IMAGES/GRAPHICS ONLY

The logo and company name will accompany every post so, to avoid repetition, the logo can be left off of the majority of images and graphics.



SUBTLE LOGO PLACEMENT

Overt self-promotion should be avoided, but subtle logo placement is fine when referring to a company event or function that directly relates to Radiall.



SELF PROMOTION

It is important that Radiall’s social media feed doesn’t look like a scrolling page of ads. Occasional self-promotion is okay.

1. <https://business.linkedin.com/marketing-solutions/company-pages/best-practices>



INDUSTRY "BUCKETS"

Industry Articles

Sharing industry articles that other companies and influencers have published will pique interest and promote thought leadership. Articles relating to the Radiall industries will engage and educate the target audience. Consider sharing articles published by well-known companies with many followers, such as Boeing, Tesla and Cisco, to reach a larger network.



Technology

Link to relevant articles about technology and insightful blog posts from industry or technology leaders.



Industry Facts

Statistics, facts and industry polls are prime examples of interesting information delivered in bite-sized portions.

Holiday

Includes national holidays and industry "holidays" (e.g., Engineer Week). The graphic style can vary between national and industry holidays, but both should relate to industry content.



Less Is More

Link to articles related to streamlining processes, becoming more efficient or reducing weight. Show how Radiall is at the forefront of the global trend toward simplification.



Just for Fun

All work and no play makes Jack a dull boy. Look for humorous or fun ways to relate to readers to show Radiall's personality.





ORGANIZATION "BUCKETS"

- Expand awareness
- Shape perspectives
- Widen Radiall's audience

Community

Culture, involvement, community service

Q&A

Q&A interviews are a great way to showcase the human side of business while improving morale. Post images of the employee if possible.



Recognition & Recruitment

Content posted by employees garners attention and demonstrates a friendly company culture and lifestyle. People love to be part of larger company initiatives, which is reflected by the numerous employee posts on social media platforms.



Visit us to experience 60 years of **DESIGN THINKING** DESIGNCON BOOTH 105

Events

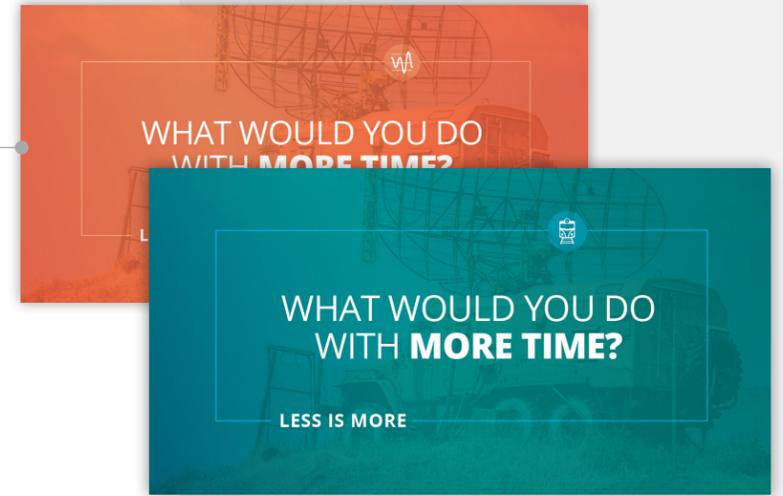
Consider using "save-the-date" and "sorry we missed you" posts before and after an exhibit to keep in touch.

PRODUCT "BUCKETS"

Radiall's social media strategy proposal states that product offering and self-promotion should only be 20% of posts. That means for every promotional post, there should be four non-promotional posts.



Featured Products



Monthly Product Announcements

Because these are posted monthly, it is important to balance the number of posts from this "bucket" with posts from other "buckets."



Demos/Concept

Product YouTube videos play directly in the LinkedIn feed and usually result in a 75% higher share rate.^[1]

1. <https://business.linkedin.com/marketing-solutions/company-pages/best-practices>

The strength of any database lies in the associated information about audiences: their industry, job title, geographic location, age, etc. With this data, we can segment our lists and target our messaging to provide relevant and provocative content that shows you understand your customers. It is always better to have a current, relevant list, not necessarily a big list.



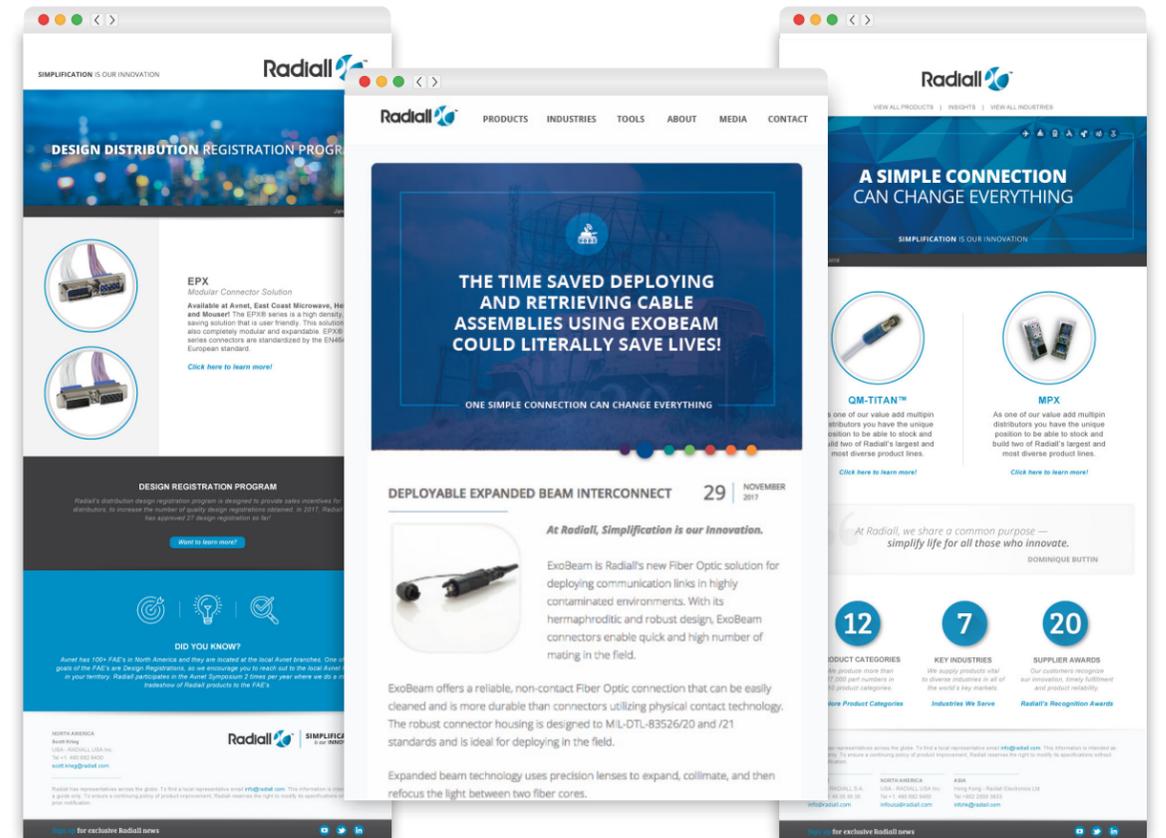
EMAIL NEWSLETTERS

Email marketing is smart no matter what size list you have, even if it's just a handful of contacts, because sometimes we're not able to get people's time on the phone or in person—and, for some contacts, email resonates better.

Ensure your email list consists of contacts who have either opted in or with whom you have a strong working relationship. Quality email databases are more important than the number of contacts within them.

The frequency of email marketing campaigns should not overwhelm recipients and should be tailored to address Radiall topics, such as product announcements.^[1] Be sure information is timely and relevant to decision makers.

1. <https://thrivehive.com/10-golden-rules-for-email-blasts-2/>



DISTRIBUTION NEWSLETTER

The Distribution Newsletters have been historically well received. We have updated the look and headline to coincide with the simplification message.



SIMPLIFICATION IS OUR INNOVATION

DESIGN DISTRIBUTION REGISTRATION PROGRAM

January 2018




EPX
Modular Connector Solution

Available at Avnet, East Coast Microwave, Heiland and Mouser! The EPX® series is a high density, cost saving solution that is user friendly. This solution is also completely modular and expandable. EPX® series connectors are standardized by the EN4644 European standard.

[Click here to learn more!](#)

DESIGN REGISTRATION PROGRAM

Radiall's distribution design registration program is designed to provide sales incentives for distributors, to increase the number of quality design registrations obtained. In 2017, Radiall has approved 27 design registration so far!

Want to learn more?





DID YOU KNOW?

Avnet has 100+ FAE's in North America and they are located at the local Avnet branches. One of the goals of the FAE's are Design Registrations, so we encourage you to reach out to the local Avnet FAE's in your territory. Radiall participates in the Avnet Symposium 2 times per year where we do a mini tradeshow of Radiall products to the FAE's.

NORTH AMERICA
Scott Krieg
USA - RADIALL USA Inc.
Tel +1. 480 682 9400
scott.krieg@radiall.com



SIMPLIFICATION
is our INNOVATION

Radiall has representatives across the globe. To find a local representative email info@radiall.com. This information is intended as a guide only. To ensure a continuing policy of product improvement, Radiall reserves the right to modify its specifications without prior notification.

Sign up for exclusive Radiall news







VIEW ALL PRODUCTS | INSIGHTS | VIEW ALL INDUSTRIES

A SIMPLE CONNECTION CAN CHANGE EVERYTHING

SIMPLIFICATION IS OUR INNOVATION

January 2018



QM-TITAN™

As one of our value add multipin distributors you have the unique position to be able to stock and build two of Radiall's largest and most diverse product lines.

[Click here to learn more!](#)



MPX

As one of our value add multipin distributors you have the unique position to be able to stock and build two of Radiall's largest and most diverse product lines.

[Click here to learn more!](#)

“

At Radiall, we share a common purpose —
simplify life for all those who innovate.

DOMINIQUE BUTTIN

12

PRODUCT CATEGORIES

We produce more than 27,000 part numbers in 10 product categories.

[Explore Product Categories](#)

7

KEY INDUSTRIES

We supply products vital to diverse industries in all of the world's key markets.

[Industries We Serve](#)

20

SUPPLIER AWARDS

Our customers recognize our innovation, timely fulfillment and product reliability.

[Radiall's Recognition Awards](#)

Radiall has representatives across the globe. To find a local representative email info@radiall.com. This information is intended as a guide only. To ensure a continuing policy of product improvement, Radiall reserves the right to modify its specifications without prior notification.

EUROPE
France - RADIALL S.A.
Tel +33 1 49 35 35 35
info@radiall.com

NORTH AMERICA
USA - RADIALL USA Inc.
Tel +1. 480 682 9400
info@radiall.com

ASIA
Hong Kong - Radiall Electronics Ltd
Tel +852 2959 3833
info@radiall.com

Sign up for exclusive Radiall news

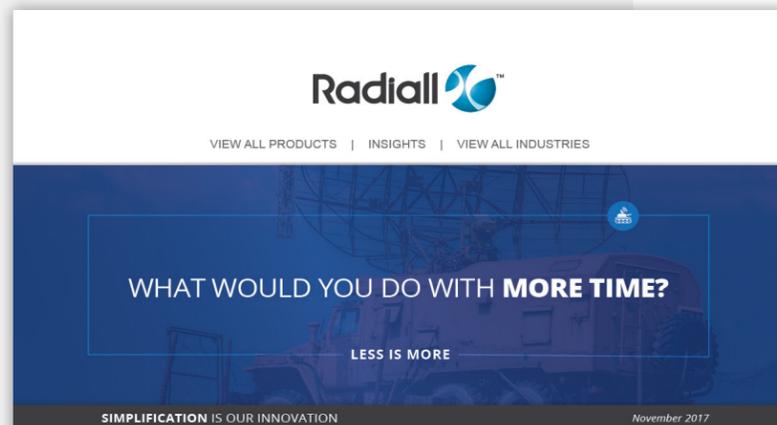
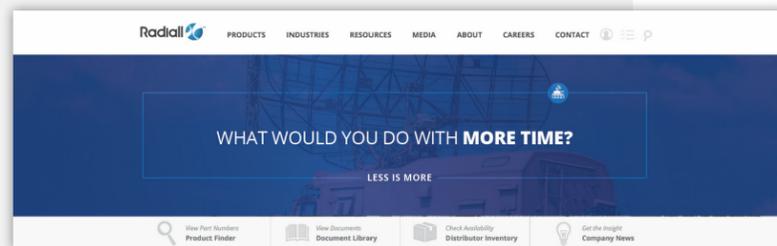
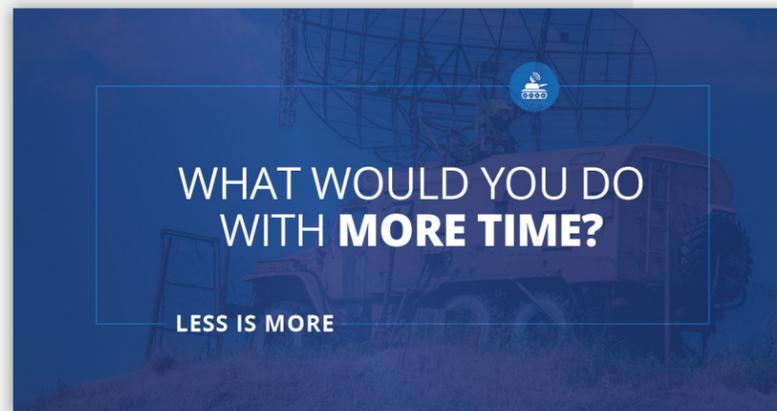




FAE NEWSLETTER

FAE newsletters are sent quarterly to distributors in order to promote new solutions, highlight key benefits and provide insight for legacy product series.

The look and headline have been updated to coincide with the Simplification message.



Deployable Expanded Beam Interconnect
 ExoBeam is Radiall's new Fiber Optic solution for deploying in highly contaminated environments. With its hermaphroditic and robust design, ExoBeam connectors enable quick, high number of matings in the field. Available in 2 or 4 channels, SM and MM, tactical cable assemblies are delivered in reels to simplify installation.

[Click here to learn more.](#)

Radiall has representatives across the globe. To find a local representative email info@radiall.com. This information is intended as a guide only. To ensure a continuing policy of product improvement, Radiall reserves the right to modify its specifications without prior notification.

<p>EUROPE France - RADIALL S.A. Tel +33 1 49 35 35 35 info@radiall.com</p>	<p>NORTH AMERICA USA - RADIALL USA Inc. Tel +1 480 682 9400 infousa@radiall.com</p>	<p>ASIA Hong Kong - Radiall Electronics Ltd Tel +852 2959 3833 infohk@radiall.com</p>
---	---	--

Sign up for exclusive Radiall news

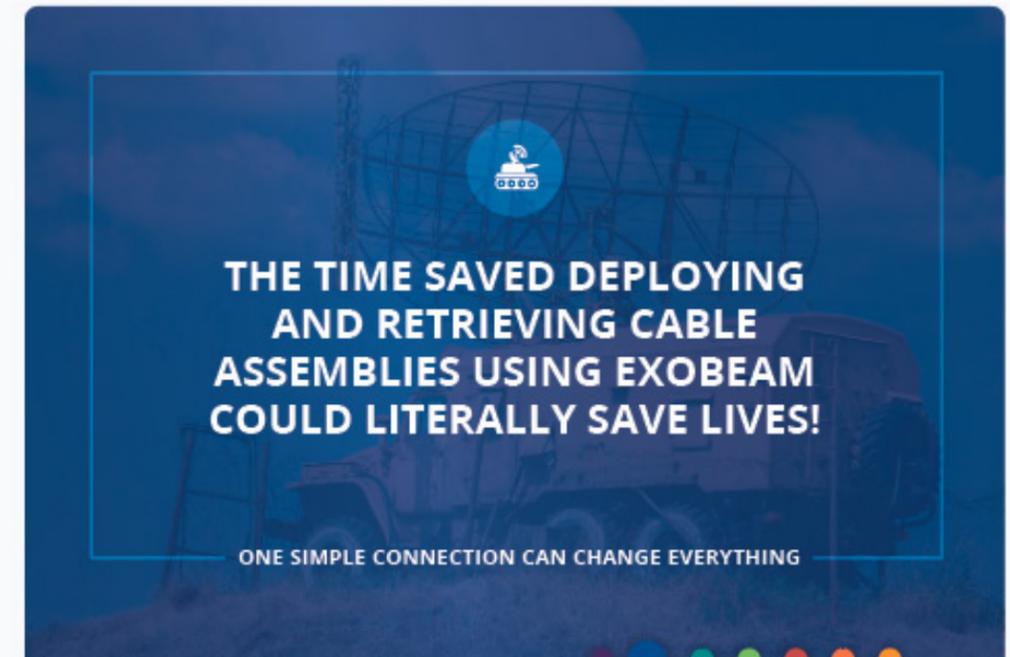
MONTHLY PRODUCT ANNOUNCEMENT

Monthly product announcements pose a compelling and open-ended question that inspires the reader to click through to the landing page to see the answer (payoff).

These questions and answers are framed in the context of the audience and aligned with a segmented list to avoid sending product information to a reader who doesn't use the product. These announcements are designed to engage the reader in a dialog that can be collected, documented and shared at a later date with the overall audience.

For example, the announcement asks, "What would you do with more time?" When readers click through to the landing page, it provides a way for them to answer the questions. Their responses can lead to interesting findings that can be shared.

Question: What would you do with more time? Answer: 63% of readers said they would travel and explore new cultures. Radiall supports that desire. Here are some examples of how Radiall is simplifying the lives of our customers—giving them more time to see the world.



DEPLOYABLE EXPANDED BEAM INTERCONNECT

29 | NOVEMBER 2017



At Radiall, Simplification is our Innovation.

ExoBeam is Radiall's new Fiber Optic solution for deploying communication links in highly contaminated environments. With its hermaphroditic and robust design, ExoBeam connectors enable quick and high number of mating in the field.

ExoBeam offers a reliable, non-contact Fiber Optic connection that can be easily cleaned and is more durable than connectors utilizing physical contact technology. The robust connector housing is designed to MIL-DTL-83526/20 and /21 standards and is ideal for deploying in the field.

Expanded beam technology uses precision lenses to expand, collimate, and then refocus the light between two fiber cores.

Product Announcement Template

Used to gather information from the product groups related to a social media announcement or post. In this way, we can work efficiently and help everyone understand what's required to execute on the request.

Color by Industry

Use industry colors to bring some vibrancy and variety to the product announcements.



PRODUCT CATEGORIES | MULTIMEDIA | PRESS RELEASES

INDUSTRY

- AEROSPACE
- DEFENSE
- INDUSTRIAL
- SPACE
- TELECOM
- INSTRUMENTATION
- MEDICAL

SIMPLIFICATION IS OUR INNOVATION

PRODUCT PHOTO URL

TAGLINE (example: high power solution for space applications)

PRODUCT COPY

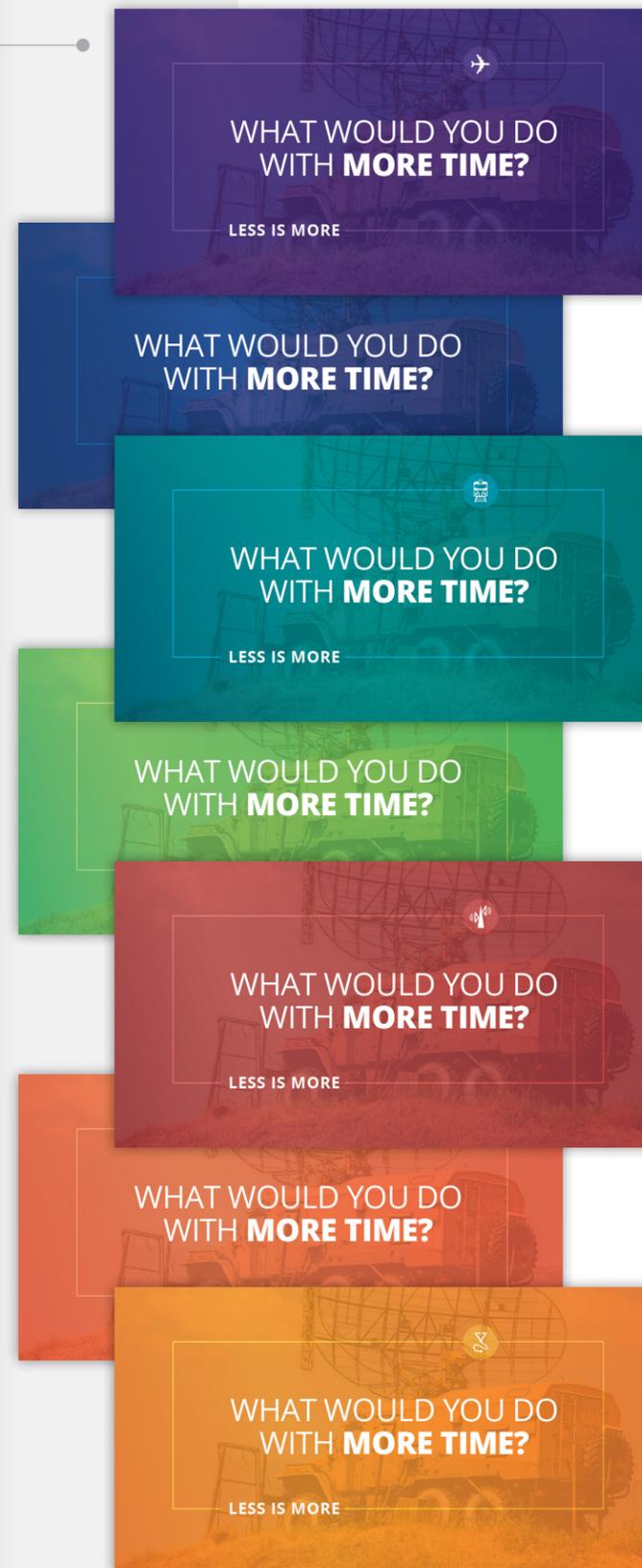
Radiall has representatives across the globe. To find a local representative email info@radiall.com. This information is intended as a guide only. To ensure a continuing policy of product improvement, Radiall reserves the right to modify its specifications without prior notification.

EUROPE France - RADIALL S.A. Tel +33 1 49 35 35 35 info@radiall.com	NORTH AMERICA USA - RADIALL USA Inc. Tel +1. 480 662 0400 infousa@radiall.com	ASIA Hong Kong - Radiall Electronics Ltd Tel +852 2959 3833 infohk@radiall.com
---	--	--

Sign up for exclusive Radiall news







BENEFITS

Here's a list of "more/less" benefits that can help generate ideas throughout the year.

- More repeatability
- More range
- More frequency
- More capacity
- More robust
- More durable (harsh environments)
- More reliable
- More satisfaction
- More support
- More information
- More confidence
- More compatibility (RoHS, etc.)
- More environmentally sensitive
- More integration
- More options
- More flexibility
- Less space (smaller footprint)
- Less effort
- Less installation time (one touch)
- Less tools (one touch)
- Less frustration
- Less maintenance
- Less weight
- Less interference
- Less worry (easy mating)
- Less room for error (misalignment / tolerance)
- Less implementation cost
- Less life-cycle cost
- Less calibration
- Less setup
- Less hassle

BRAND RESOURCES

Radiall's Corporate Marketing Department is responsible for managing the company's brand assets and resources. Access to resources, and guidance on their use, is available through this department.

04



CONCLUSION

At Radiall, we employ hundreds of people and manufacture thousands of parts from multiple locations all over the world. We are a company of diverse talents and unique abilities. We are flexible enough to accommodate specific customer needs, yet structured enough to maintain extremely high standards of quality and innovation.

While diversity, flexibility and innovation allow us to stand out in a competitive environment, it is vital that we communicate as one cohesive entity. This set of brand guidelines is our way of establishing a clear and consistent voice for Radiall.

Radiall has extensive brand resources that are available for use within the guidelines noted herein. Additionally, the Corporate Marketing Team at Radiall supports the creation of collateral or event-related materials.

High-resolution and approved photography, logos and iconography can be provided upon request.

If you have questions about brand assets or applications, please contact Radiall's Corporate Marketing Department:

Gillian Floyd
+14806829452
gillian.floyd@radiall.com

