



Corporate Brand Guidelines

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Overview

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Introduction

These Brand Guidelines are intended to create a consistent brand experience for all Tech Data stakeholders. Whether a colleague involved in developing business communications or marketing materials, or an external designer, agency, production house or printer, this document will support all business, creative and production work emanating from Tech Data.

Our Core Statements

As we evolve, our brand evolves as well.

We convey a unified promise of integrity, expertise and excellence.

Core Statements

Our Purpose

(why we exist)

To continuously satisfy the world's ever-evolving demand for technology.

Our Vision

(what we want to achieve)

To be the vital link in the technology ecosystem, enabling our channel partners to bring to market the products and solutions the world needs to connect, grow and advance.

Our Mission

(how we plan to achieve our vision)

By providing channel partners with reach, efficiency and expertise, we become essential in their ability to meet the evolving needs of the technology market through exceptional service, insight and world-class execution.

Our Brand Essence

Our brand essence is an overarching and complete thought that proclaims Tech Data's larger purpose and aspiration—to continuously satisfy the world's ever-evolving demand for technology. This is our end-to-end proposition.

Brand Essence

Connecting the World with the Power of Technology™

“Connecting the World” references Tech Data's reach, relationships and capabilities that enable us to serve as the vital link that brings technology to the global market.

“The Power of Technology” references the profound impact of technology and Tech Data's role in helping to fulfill the world's desire to connect, grow and advance.

Our Brand Attributes

The brand attributes sum up Tech Data's brand personality—one might say its moral and emotional personality. Tech Data communications should be permeated with these words and ideas, reflecting their meaning—to establish and project Tech Data's personality, clearly and consistently, through both visual design and language.

Brand Attributes

	Attributes
Empowering Reach and Scope:	Global Leader Trusted
Execution Excellence:	Proactive Focused Efficient
Influential Leader:	Authoritative Visionary Bold
Invested Partner:	Strategic Collaborative Success-driven
Expertise and Resources:	Innovative Insightful Expert

Our Brand Positioning

Positioning is an exclusive claim to a particular and defensible competitive stance, grounded in the possession of unique capabilities that specifically address unmet or underserved market needs.

A positioning statement serves as a first and constant reference point in the development of both strategic and tactical messaging (as well as design). Without excerpting its language, all communications should closely align with its core ideas and appropriate its vocabulary: its characterization of the business, identification of target markets, and portrayal of its unique capabilities and the benefits delivered.

Brand Positioning

**Who we are,
what we do,
who we do it for**

Tech Data connects the world with the power of technology. We help customers weave technology into the fabric of 21st-century life and deliver solutions the world needs to connect, grow and advance.

**What we enable:
functional and
emotional benefits**

The IT channel relies on Tech Data's reach, technical knowledge and collaborative partnerships to create new opportunities that drive growth with speed, agility, insight and impact. World-class execution, end-to-end offerings and deep expertise enable our channel partners to meet their customers needs today and provide them access to the innovative technologies of tomorrow.

Where we are going

Serving as a beacon for the IT channel, Tech Data provides vital insights into next-generation technologies to help customers generate and capture growth opportunities in an ever-changing technology landscape.

Brand Essence

Connecting the World with the Power of Technology™

Our Brand Architecture

What is brand architecture and why do we need it?

Introduction to Brand Architecture

Brand architecture is a business-strategic discipline. A fundamental aim of brand architecture is to maximize the equity of individual brands and the aggregate equity of brand portfolios.

Another aim of brand architecture is to allow a business to expand beyond the confines of limited historical perception or narrow category membership (i.e. to reposition)—by pairing with brands that have established relevant credentials in those categories—thus acquiring the permission to compete effectively in new markets.

From the design perspective, brand architecture is a way to organize, simplify and harmonize a discordant variety of brand identities by conforming them to a common visual framework. In this regard, the immediate beneficiaries of brand architecture are salespeople, marketers, designers, and communicators, tasked with regulating, developing and deploying brand assets in tactical application. Ultimately, business and design aspects blend to support strategic business performance. Tech Data's brand architecture is carefully conceived with both aims in mind.

Our Brand Architecture

The Tech Data Masterbrand

The Masterbrand from a design perspective

The Tech Data Masterbrand Logo consists of four structural elements: the TD symbol, the Tech Data word mark, the Streamline Device and a Registration mark. The colors, fonts and spatial interrelationships cannot in any way, shape or form be altered. With the exception of the Tier 2A portfolio logos (Advanced Solutions and Endpoint Solutions), and the Tier 2B Specialized Solution Business logos (Datech Solutions, Maverick AV Solutions, Global Lifecycle Management and Global Computing Components), the Tech Data Masterbrand Logo is the ONLY logo under the corporate Masterbrand policy.

Masterbrand Logo



Tier 2A Solutions Portfolios Logos



Tier 2B Specialized Solution Businesses Logos



The Masterbrand from a strategic perspective

There are a number of benefits derived from adopting a branded house or Masterbrand policy: (1) optimization of cross-sell and up-sell opportunities; (2) greater ease and efficiency of management; (3) a catalyst to building a unified, global, one-company culture; and (4) projecting the image of an integrated, global enterprise, greater than the sum of its parts.

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Masterbrand Logo and Usage

The Tech Data Masterbrand Logo reflects our united expertise and strength in technology distribution. Consistent use of our Masterbrand logo across all of our branding efforts reinforces our position as a global leader.

2:1 Masterbrand Logo Elements

2:2 Clear Space

2:3 Improper Masterbrand Logo Usage

Using Our Masterbrand Logo

The Tech Data Masterbrand Logo is made up of four elements and is to be used in one of the four ways shown on this page.

Masterbrand Logo Color Versions

1. Two-Color Tech Data Masterbrand Logo

This is our primary version and should be used on all digital and print marketing materials where there is sufficient contrast.

2. Blue and White Tech Data Logo

This version can be used on branded color backgrounds or imagery where there is sufficient contrast.

3. White Tech Data Logo

This version is for use in black and white printing or in scenarios allowing for one print color on a dark background. Use only when color printing is not available.

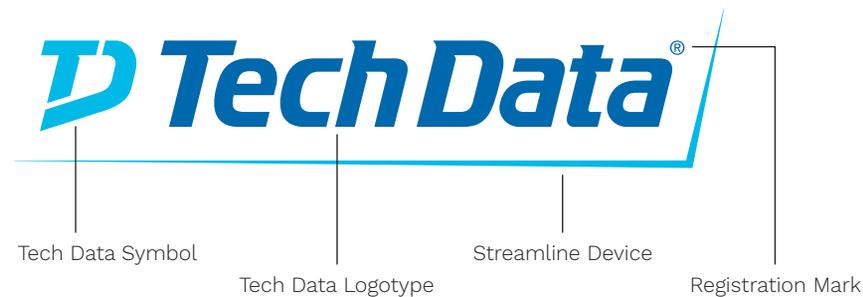
4. Black Tech Data Logo

This version is for use in black and white printing or in scenarios allowing for one print color on a light background. Use only when color printing is not available.

Color Source

All color formulas are from the Pantone® Color Bridge System. Color formulas ending with “CM” indicate a custom mix.

Masterbrand Logo Elements



Masterbrand Logo Versions



1. Two-Color Tech Data Logo



2. Blue and White Tech Data Logo



3. White Tech Data Logo



4. Black Tech Data Logo

Using Our Masterbrand Logo

The Tech Data Masterbrand Logo carries the main responsibility of brand recognition. If it gets lost or is unrecognizable when it is used, our brand becomes diminished.

The Tech Data Masterbrand Logo should always be surrounded by a minimum of 1T (height of “T” in Tech Data). Wherever possible, allowance for more clear space is preferred.

The area of clear space ensures that text or other visual elements do not encroach upon the Masterbrand Logo. The green box surrounding the Masterbrand Logo shown here indicates this minimum clear space.

Minimum Size

To ensure proper recognition and legibility, the Masterbrand Logo must never appear smaller than 2.54 cm (1.0 inch) in width. The width is measured from length of the Streamline Device.

Clear Space



Minimum Size



2.54 cm
(1.0 Inch)
Minimum

Using Our Masterbrand Logo

It is important to maintain brand recognition and integrity across all print and digital applications. Using the Tech Data Masterbrand Logo as defined, will maintain our brand presence.

The Masterbrand logo should not be altered, adjusted or modified in any way. The examples of the Tech Data Masterbrand Logo shown on this page represent many ways the Masterbrand logo should not be used.

1. Do not alter the colors of the Masterbrand Logo.
2. Do not stretch or skew the Masterbrand Logo disproportionately.
3. Do not use the Masterbrand Logo without all four of its elements.
4. Do not place the Masterbrand Logo on an unbranded color background or on a background color that renders it illegible.
5. Do not place the Masterbrand Logo on a busy background, rendering it illegible. This also encroaches upon clear space rules.
6. Do not add to, encroach upon or generally reduce the integrity of the Masterbrand Logo. Do not alter the Masterbrand Logo in any way.
7. Do not use the stylized Tech Data symbol alone. An exception may be made for social media icons with the approval of the corporate marketing department.
8. Do not create variations of the Masterbrand Logo for any reason or purpose.
9. Do not place the Masterbrand Logo against a busy image. This again encroaches upon clear space rules.
10. Do not place the Masterbrand Logo within a container that encroaches upon the clear space rules.

Improper Masterbrand Logo Use



1



2

Tech Data

3



4



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6



7

Tech Select

8



9

Tech Data

10

3

Brand Color Palette and Usage

Our brand color palette connects Tech Data to the global market and is inspired by the colors of our world. A “Planet” color or bright green represents the direction of Tech Data, helps distinguish us from our competition and conveys a new energy. Consistent use of these brand colors creates a solid foundation in the public eye.

3:1 Primary Brand Color Palette

3:2 Tech Data Dimensional Blend

3:3 Accent Color Palette

Using Our Brand Colors

Our primary brand colors should be utilized across all print and digital applications using the formulas listed on this page.

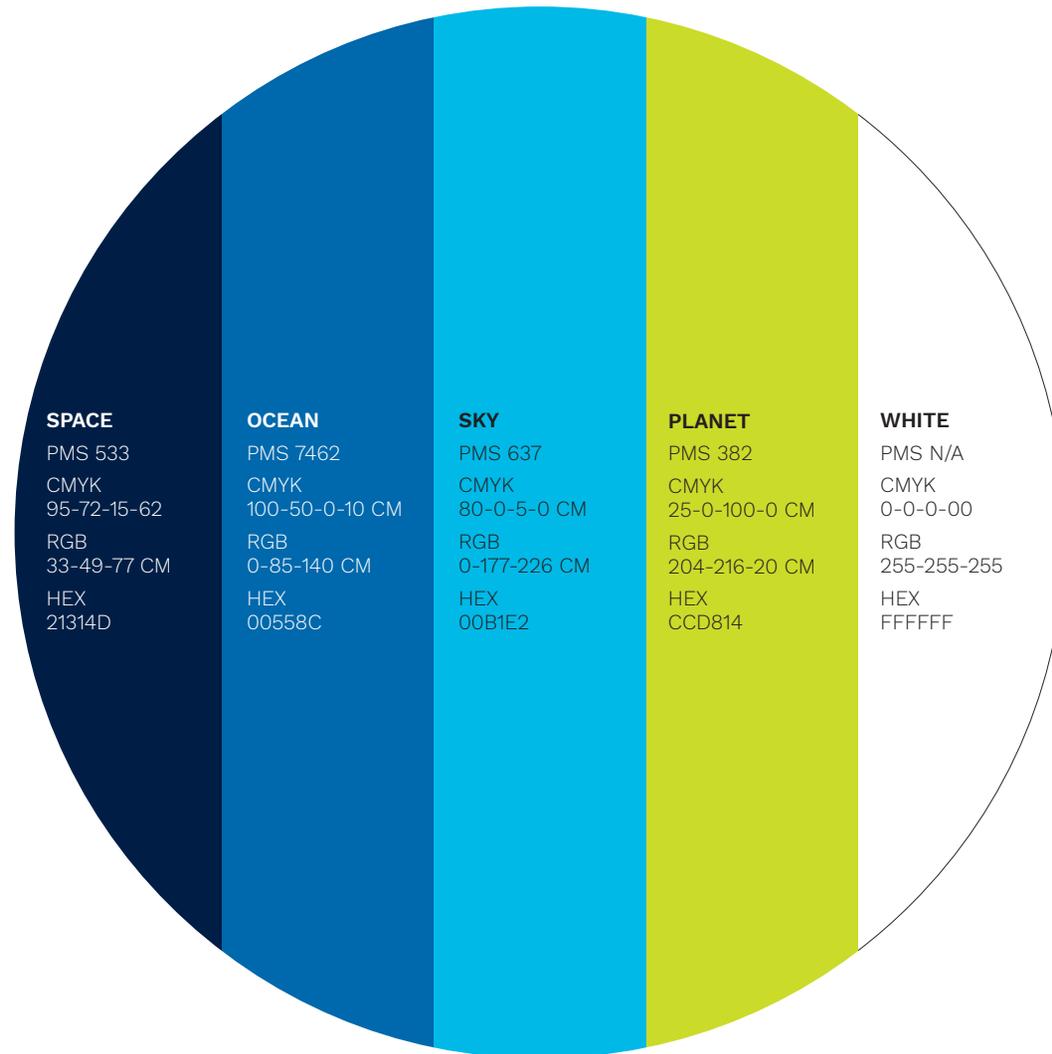
Hierarchy

The “Planet” green color should be used in conjunction with our other primary colors. While it can be used as an accent color to bring attention to a detail or message, it should not be overused or dominant. These five primary colors can be proportionally interchanged, but the overall feeling should not be overly dark. White should play an integral role in layouts too. Refer to our “At A Glance” section for brand inspiration and layout guidance.

Color Source

All color formulas are from the Pantone® Color Bridge System. Color formulas ending with “CM” indicate a custom mix.

Primary Brand Color Palette



Using The Dimensional Blend

The Tech Data dimensional blend can be used as a substitution for the Planet green color.

Application

The dimensional blend should be used as a complement to our brand color palette. It should not be used across every piece of marketing. It should not be allocated to a single company division or application type. A good 50/50 ratio of using this gradient vs. the solid Planet green should be maintained.

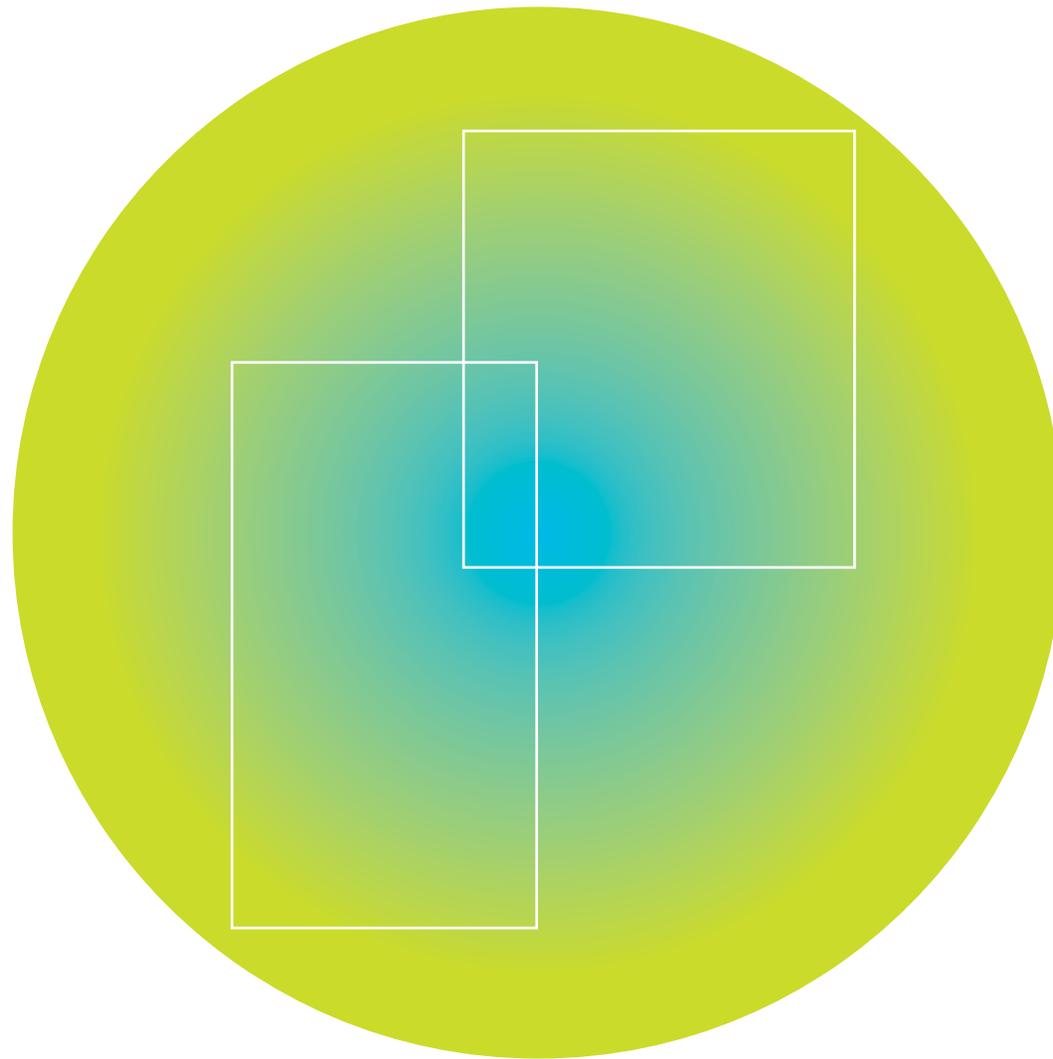
The dimensional blend is made from the colors listed on this page. No other colors should be used to make this blend.

The dimensional blend always originates from blue in the center, out to Planet. It is always cropped and never used as a complete radial pattern, as shown in the example.

The Gradient blue center is never adjacent to PMS 637 blue design elements due to lack of contrast.

Refer to our "At A Glance" section for overall brand usage and layout guidance.

Tech Data Dimensional Blend



PLANET
PMS 382
CMYK
25-0-100-0 CM
RGB
204-216-20 CM
HEX
CCD814



SKY
PMS 637
CMYK
80-0-5-0 CM
RGB
0-177-226 CM
HEX
00B1E2

Using Our Brand Colors

Our accent colors, black and grays can be utilized across all print and digital applications using the formulas listed on this page.

Hierarchy

The accent colors and grays should strictly be used for accents and should not appear as large fields of color within print or digital layouts. These colors and grays will work best in applications like charts and graphs. Black and Cool Grays 7 and 11 can be used for body text so long as the text remains legible against its background.

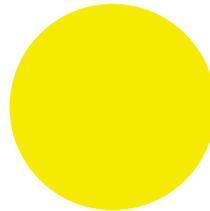
Color Source

All color formulas are from the Pantone® Color Bridge System. Color formulas ending with “CM” indicate a custom mix.

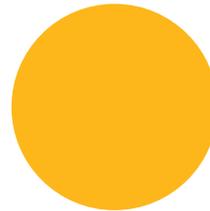
Usage Limitations

Our accent colors, blacks and grays should be limited to as-needed cases, e.g., chart endpoints and user experience clarity online. They should not be used for large areas of color/backgrounds or as large areas of text content.

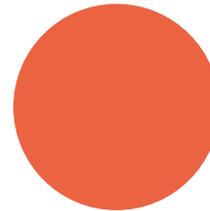
Accent Color Palette



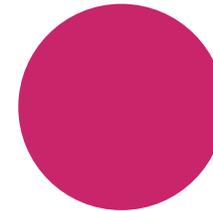
PMS 3965
CMYK
7-0-100-0
RGB
238-220-0
HEX
EEDC00



PMS 1235
CMYK
0-31-98-0
RGB
255-184-28
HEX
FFB81C

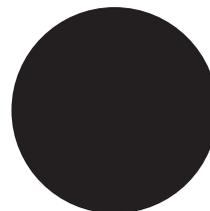


PMS 7417
CMYK
1-76-79-1 CM
RGB
205-92-62 CM
HEX
CD5C3E

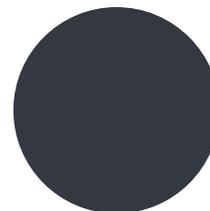


PMS 215
CMYK
14-97-32-5 CM
RGB
171-42-97 CM
HEX
AB2A61

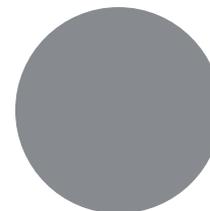
Accent Black and Grays



PMS Process Black
CMYK
0-0-0-100
RGB
0-0-0
HEX
000000



PMS Cool Gray 11
CMYK
44-34-22-77
RGB
83-86-90
HEX
53565A



PMS Cool Gray 7
CMYK
20-14-12-40
RGB
151-153-155
HEX
97999B



PMS Cool Gray 1
CMYK
4-2-4-8
RGB
217-217-214
HEX
D9D9D9

Using Our Brand Colors

There are often cases in information design where the quantity of data points and information require multiple colors. It is important to have a range of brightness and contrast to differentiate, diminish and highlight information to be clearly understood by the viewer. The accent palette offers high contrast colors, working well in conjunction with the primary palette. The Tech Data blues are useful as a strong baseline color where the planet color can provide dynamic highlights and focal areas. The accent palette includes shades of grey which help to communicate credibility and function to represent baseline and historic data measurements.

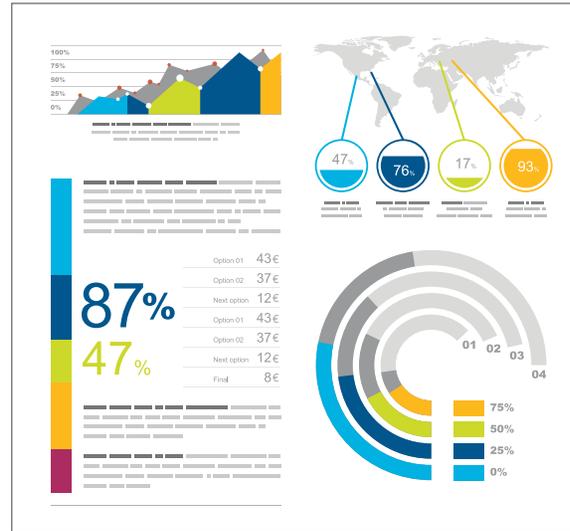
Primary Palette



Accent Palette

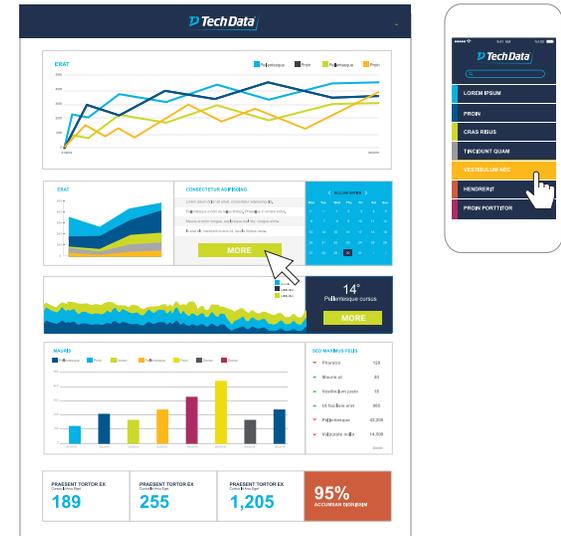


Accent Color Palette



The accent color palette broadens the palette capabilities for certain instances that require more variety and/or functional color communication that cannot be achieved with the primary palette alone. It can serve to assist in directing a viewer to important content, help the color coding of multiple sets of information, and differentiating the offerings of the offerings and programs.

The accent palette should never overpower the primary palette, only being used selectively so that it does not exceed 15 percent of the overall color composition.



The accent palette is helpful in digital displays where bright colors assist users with navigation, interactivity and the identification of information sections.

4

Typography and Text Hierarchy

Fonts and typography play an important role in communicating an overall tone and quality to our audiences. Careful use of typography reinforces our personality and ensures clarity and harmony in all marketing and communication efforts.

4:1 Primary Brand Font Family

4:2 Secondary Brand Font Family

Using Our Primary Brand Fonts

Our primary brand font family is Work Sans Pro. This font family and the recommended six weights are to be used for all Tech Data external-facing marketing efforts.

Hierarchy

Work Sans Light should be used as the primary weight for all display and headline applications. Sentence case is preferred over all caps for large display headlines. All caps may be used for smaller accents or subheads.

The remaining weights of Work Sans should be used carefully in an effort to avoid bulky-looking text compositions. Work Sans Semi-Bold may be used for small subheads or accent copy.

Formatting Options

Use the brand colors, capitalization and point size when accenting typography.

Custom Italic Style

An italic style for light and regular weights of Work Sans can be created by skewing the two weights 10 degrees and can be used for body copy accents as needed. It is not recommended to skew the semi-bold and bold weights to create an italic style.

Primary Brand Font Family

Work Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPQRSTUVWXYZ

0123456789

? < > - + () % & # @ ! ? = { } []

Light & Italic

abcdefghijklmnop
ijklmnopqrstu
vwxyz12345
67890

*abcdefghijklmnop
ijklmnopqrstu
vwxyz12345
67890*

Regular & Italic

abcdefghijklmnop
ijklmnopqr
stuvwxyz1
234567890

*abcdefghijklmnop
ijklmnopqrstu
vwxyz12345
67890*

Semi-Bold

abcdefghijklmnop
ijklmnopqr
stuvwxyz1
234567890

Bold

**abcdefghijklmnop
ijklmnopqr
stuvwxyz1
234567890**

Using Our Secondary Brand Fonts

Corbel is our secondary brand font family. It is to be used as an alternative to our primary font, Work Sans Pro, when it cannot be used due to technical limitations. Examples of when to use Corbel are Word documents and PowerPoint presentations.

Hierarchy

Corbel Regular should be used when substituting for Work Sans Light. It is recommended that you use the same formatting principles as Work Sans Pro. However, it is acceptable to use Corbel Italic, Bold and Bold Italic as accent fonts when necessary.

Formatting Options

When there is a need to accent text, the use of our brand colors, initial or all caps, italics, font weights and point size differences all become options for consideration.

Number Display Option

Corbel uses Old Style character treatment for numbers, which varies the cap height and base alignment of numbers for a classic expression. In cases where this causes legibility issues (i.e. a long series of numbers), the Arial font family is recommended for an alternate use.

Secondary Brand Font Family

Corbel

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

? < > - + () % & # @ ! ? = { } []

Regular

a b c d e f g h i j k
l m n o p q r s t u v
w x y z 1 2 3 4 5 6
7 8 9 0

Regular Italic

*a b c d e f g h i j k
l m n o p q r s t u v
w x y z 1 2 3 4 5 6
7 8 9 0*

Bold

**a b c d e f g h i j k
l m n o p q r s t u v
w x y z 1 2 3 4 5 6
7 8 9 0**

Bold Italic

***a b c d e f g h i j k
l m n o p q r s t u v
w x y z 1 2 3 4 5 6
7 8 9 0***

5

Logo Use Within the Brand Architecture Tiered Hierarchy

Our logo hierarchy is designed to reflect a unified brand and a clear representation of Tech Data across all global regions. This section provides guidelines on using our logo across a wide variety of scenarios.

5:1 Tier 1 Category Logo Usage

5:2 Tier 2 Category Logo Usage

5:3 Tier 3 Category and Typographic Treatments

5:5 Tier 4 Category and Typographic Treatments

5:7 Decision Tree

Tier 1 Logo Usage

Our logo hierarchy is designed to reflect a unified Masterbrand and a clear representation of Tech Data across all global regions. The Tech Data Masterbrand Logo is the central device within the corporate identity that creates a common, consistent style for all marketing materials, unifying and reinforcing our brand strength.

Tech Data has a four-tier architectural system to help users determine how to use our logo with and without identifiers as well as with sub-branded products and services. This section serves as your guide for each of the four tiers.

Tier 1, Masterbrand

Our Masterbrand Tier 1 logo should not be altered in any way and represents our brand at the highest level.

Tier 1 - Masterbrand



Tier 2 Logo Usage

Tier 2A, Solutions Portfolios Logos

There are two (2) solutions portfolios logos—Tech Data Endpoint Solutions and Tech Data Advanced Solutions. These do not designate or identify businesses, business units, products, services or lines of business. They are strategic brands that represent our solutions portfolios or offerings. Their purpose, especially when displayed together, is to reposition the Masterbrand logo away from being a pure distribution play, but rather an end-to-end technology solutions business.

The designation of a specific type treatment, color and lockup to the Tech Data Masterbrand Logo, as shown to the right, are not to be altered in any way—with the exception of color variations provided by the Tech Data Marketing team.

Tier 2B, Specialized Solution Businesses Logos

There are four (4) specialized logos that represent highly niched, specialized solution businesses, operating in unique or narrow markets or built around the bespoke needs of a single client. As logos, they follow the same design template at Tier 2A, with the Tech Data Masterbrand Logo in the dominant position and font size above the Streamline Device, and the specialized solution name in a reduced size, a distinct color, and approved font.

The designations of a specific type treatment, color and lockup to the Tech Data Masterbrand Logo, as shown to the right, are not to be altered in any way with the exception of color variations provided by the Tech Data Marketing team.

Exception: Tech Data Malaysia now Tec D Malaysia

Due to legal requirements, Malaysia requires the use of special versions of the Tech Data logo as seen to the right. These logos must be used for all materials emanating from the company, both in print and online, in Malaysia only.

Tier 2A Solutions Portfolios Logos



Tier 2B Specialized Solution Businesses Logos



Use of Logos in Malaysia



Tier 3 Solutions and Services Category Identifiers

Typographic hierarchy demonstrates how the different levels of Tech Data's brand architecture are distinguished through typographic representation—the application of different fonts, font weights, case treatments, and color fill. Typography is used as a medium to reveal the underlying structure of Tech Data's branded offerings.

The list to the right demonstrates how to create, via text, the Tier 3 Solutions and Services categories on a consistent basis.

Tier 3 Solutions and Services Category Treatments

Cloud Solutions

Education and Training Solutions

IoT and Analytics Solutions

Mobility Solutions

Security Solutions

Data Center Solutions

Services

Category Identifiers
Work Sans Light Italic
Text Color: Sky Blue

Tier 3 Proximity Hierarchy

Proximity in layout is referred to as a desirable separation between any two primary brand identifiers within the same page, page spread, screen/interface, slide, or planar surface. Three proximity configurations are: Vertical Opposition (opposing corners, left and right margins), Horizontal Opposition (opposing corners, top and bottom margins), and Diagonal Opposition (upper-left to lower-right corners and vice versa). See Figures A, B, and C.

When aligning Tier 3 services and solutions names with the Tech Data Masterbrand Logo, proximity to each other becomes the rule for placement on the same page or visible area.

A priority is given to the Tech Data Masterbrand Logo, followed by the Tier 3 Services and Solutions category identifier name.

In close proximity situations, a vertical divider line is used to separate the category identifier name and is stroked with no heavier than a half-point rule and should be 50% black. The weight (thickness) of the divider line may be adjusted appropriately depending on the size of the combined Tier 3 descriptor/Tech Data lockup. The divider line position is determined by the clear space around the Tech Data Masterbrand Logo and should be no more than $1/2T$ above and below the Tech Data Masterbrand Logo.

The divider line is placed at the right edge of the clear space, followed by one-time the clear space ($1T$) where the Tier 3 Services and Solutions category identifier name will begin. In this situation, the height of the Tier 3 identifier name is not to exceed the height of the Tech Data letterforms.

Exceptions

Tier 3 names may be used without any kind of divider line when written in body text or headlines.

Tier 3 Proximity Layout Configurations

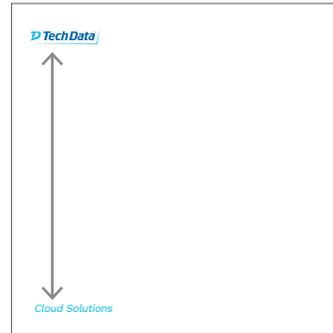


Figure A

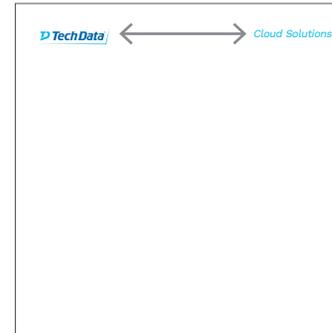


Figure B

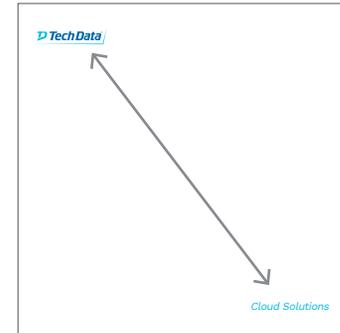
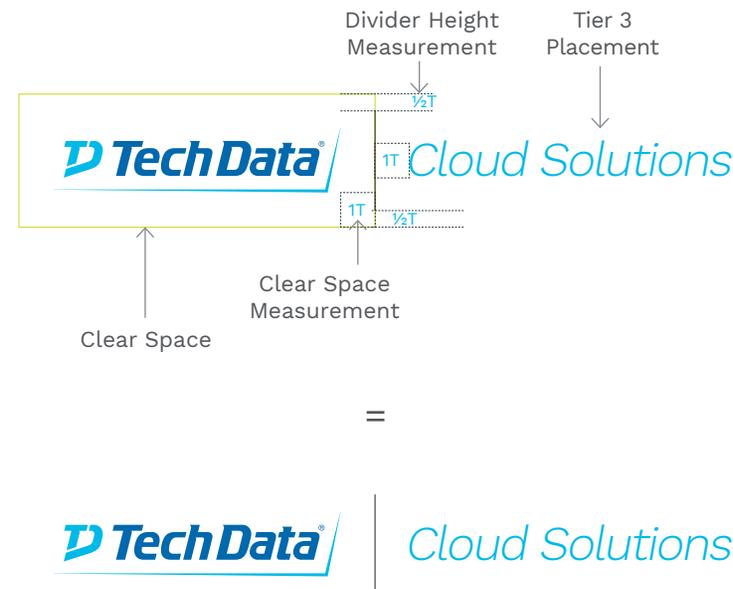


Figure C

Close Proximity Situations



Tier 4 Products and Offerings Typographic Treatments

Typographic Hierarchy demonstrates how the different levels of Tech Data's brand architecture are distinguished through typographic representation—the application of different fonts, font weights, case treatments, and color fill. Typography is used as a medium to reveal the underlying structure of Tech Data's branded offerings.

The chart to the right demonstrates how to create, via text, the Tier 4-named Products and Offerings on a consistent basis.

If 'Tech Data' is part of the Tier 4 offering name, remove it from the logo lockup as it is redundant when presented with a Tech Data logo, but keep it in naming when presented alone or within text.

Tier 4 Products and Offerings Treatments

Cloud Solutions

Tech Data Cloud Solutions
TALOS

StreamOne™
Seamless Data Pump

Education and Training Solutions

Tech Data Academy

Tech Data Channel Sales Training

IoT Solutions

Tech Data IoT Solutions

Mobility Solutions

Tech Data Mobility Solutions
Tech Data eApprove

Tech Data Agiliprove
Tech Data Archive Manager

Security Solutions

Tech Data Cyber Protect

Tech Data RECON™

Services

Tech Data Practice Builder™ methodology
Tech Data SolutionsPath™ methodology

Analytics Solutions

Tech Data IT Administrator Software
Tech Data Integrated Control Suite

Tech Data Software Development

Category Identifiers
Work Sans Light
Italicize: 10°
Text Color: Black

Tier 4 Proximity Hierarchy

Proximity in layout refers to a desirable separation between any two primary brand identifiers within the same page, page spread, screen/interface, slide, or planar surface. Three proximity configurations are: Vertical Opposition (opposing corners, left and right margins), Horizontal Opposition (opposing corners, top and bottom margins), and Diagonal Opposition (upper-left to lower-right corners and vice versa). See Figures A, B, and C.

When placing Tier 4 products and services with Tier 3 services and solutions and the Tech Data Masterbrand Logo, proximity to each other becomes the rule for placement on the same page or visible area.

A priority is given to the Tech Data Masterbrand Logo, followed by the Tier 3 category identifier name and then the Tier 4 category identifier name.

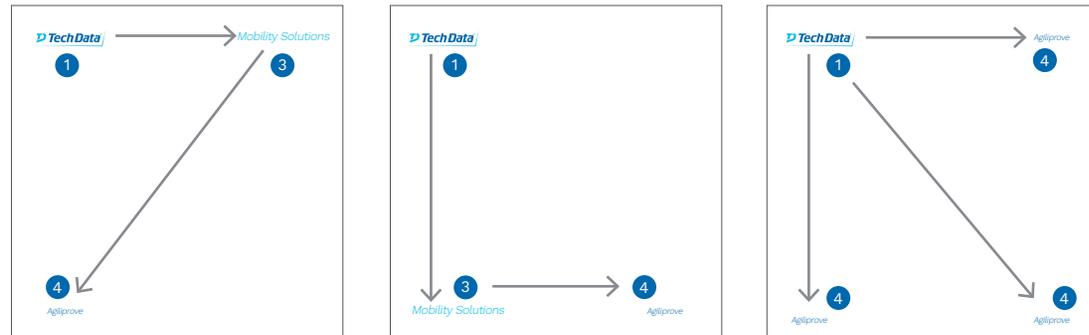
In close proximity situations, a vertical divider line is used to separate the category identifier name and is stroked with no heavier than a half-point rule and should be 50% black. The weight (thickness) of the divider line may be adjusted appropriately depending on the size of the combined Tier 4 descriptor/Tech Data lockup. The divider line position is determined by the clear space around the Tech Data Masterbrand Logo and should be no more than 1/2T above and below the Tech Data Masterbrand Logo.

The divider line is placed at the right edge of the clear space, followed by one-time the clear space (1T) where the Tier 3 category identifier name will begin. In this situation, the height of the Tier 3 identifier name is not to exceed the cap height of the Tech Data letterforms. The Maximum height Tier 4 identifier name is not to exceed the x-height of the Tier 3 identifier name.

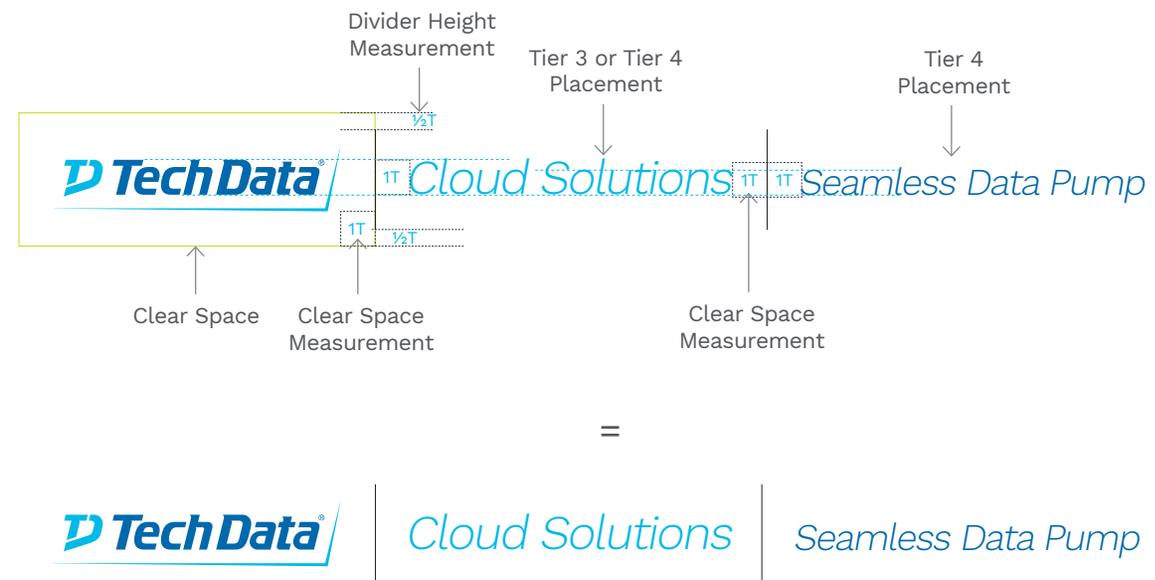
Exceptions

Tier 4 product and offering names may be used without any kind of divider line when written in body text or headlines.

Tier 4 Proximity Layout Options



Close Proximity Situations



Decision Tree

Decision Tree criteria for new and acquired assets

By definition, Tech Data's Masterbrand strategy calls for the reduction, descriptive translation or prohibition of competing sub-brands within its portfolio. This applies to assets acquired from without and organically developed ones, from within.

That said, almost no Masterbrand architecture is absolutely pure, and this is particularly true of newly-minted masterbrands, in the early stages of transition and transformation from a hybrid or house-of-brands structure.

Some sub-brands are granted grandfather status, based on considerations such as (but not limited to): years in commerce; strong brand equity or high awareness; binding legal obligations with regard to the life of the mark, still in force; or the risk of marketplace confusion (when both probable and high).

To give a real example, does Maverick AV Solutions as a specialized solution, when paired with the Tech Data brand, add lift to the latter and accelerate its perceived positioning, away from broad line distribution and toward end-to-end technology solutions? If so, that evaluation would counsel retention (grandfathering). If not, it would trigger retirement or descriptive translation.

Please follow the formal process to identify a sub-brand and submit the business case to corporate communications and the Tech Data Brand Council for consideration.

Questions to determine the identification of a sub-brand

What questions should be asked (and answered in the affirmative or negative) to determine the identification of a sub-brand?

1. Are there any legal restraints against delisting a sub-brand name (acquired) that are still in force at the time of acquisition and beyond?
2. Has the sub-brand been used in commerce for six (6) years or more?
3. Are there any valid metrics regarding aided or unaided awareness or quantified brand equity?
4. What percentage of the market do its sales account for (and what is the size of the market in dollars)?
5. Would/could the sub-brand play a catalytic or enabling role in advancing the Masterbrand to its strategic destination, through overt association, e.g., co-branding? A Tech Data-dominant logo?

If you have questions, contact a Brand expert in your region:

Americas

Diane Mitchell – diane.mitchell@techdata.com
Sophie Lheritier – sophie.lheritier@techdata.com
Alex Fox – alex.fox@techdata.com

Asia Pacific

Sarah Jenkin (Harvey) – Asia Pacific – sarah.jenkin@techdata.com
Nidhi Raj – India – nidhi.raj@techdata.com
Kenji Yuen – Hong Kong/Macau – kenji.yuen@techdata.com
Julie Lawandra – ASEAN – julie.lawandra@techdata.com

Europe

George Troughton – george.troughton@techdata.eu
Titus Binnema – titus.binnema@techdata.com

Corporate

Arleen Quiñones – arleen.quinones@techdata.com
Bobby Eagle – bobby.eagle@techdata.com

Specialty Solution Businesses

Joel Chimoindes (Maverick AV Solutions) – joel.chimoindes@tdmaverick.eu
Séamus Hurley (Datech Solutions) – seamus.hurley@tddatech.eu
Sarah Jenkin (GCC) – sarah.jenkin@techdata.com
MJ Patent (GLM) – mj.patent@techdata.com

Decision Tree Usage

The decision tree is a tool to determine appropriate branding levels for new or acquired assets, based on a set of strategic criteria represented by the 'gates.'

Each gate is in the form of a binary question. By providing 'Yes' or 'No' responses at each gate, you will be led through the tree to the brand level or model appropriate to a given product (service, solution).

Decision Tree

GATE 1 LEGAL CONSTRAINTS	GATE 2 BRAND EQUITY TRANSFER	GATE 3 LONGEVITY	GATE 4 AWARENESS	GATE 5 MARKET SHARE	BRAND LEVEL
Is there a binding legal requirement to retain the legacy brand/name?	Does the legacy brand add lift to Tech Data and advance it towards its strategic re-positioning?	Has the brand been used in commerce for six years or more?	Is aided or unaided awareness at 20% or more?	Is market share 25% or more?	
<p>YES</p> <p>NO</p>					Stand-Alone Legacy Brand (no change) 
	<p>YES</p> <p>NO</p>				Tech Data + Legacy Name in Text Only 
		<p>YES</p> <p>NO</p>			Tech Data Masterbrand Logo + Legacy Name 
			<p>YES</p> <p>NO</p>		Tech Data + New Descriptor in Text Only 
				<p>YES</p> <p>NO</p>	Tech Data Masterbrand Logo (no name/descriptor) 

6

Co-Branding Logo Usage

Co-Branding guidelines stipulate rules for visually pairing the Tech Data Masterbrand Logo with logos created for internal purposes or with logos of external channel partners in a way that preserves the integrity of the Tech Data Masterbrand and the logos of its vendors, and disposes them in a manner that expresses their collaborative relationship or some provisional hierarchy.

6:1 Masterbrand and Co-Branding

6:2 Hierarchy With One Co-Sponsor

6:3 Hierarchy With Multiple Co-Sponsors

6:4 Special Programs or Campaigns

Internal Program or Campaign Names and Logos

Special Vendor and End Customer Programs

6:5 Business Resource Groups

Masterbrand and Co-Branding

At the core of our branding is the need to make sure our internal and external audiences see Tech Data as the Masterbrand. With the diversity and complexity of the Tech Data ecosystem of products, services and solutions, co-branding must follow certain rules to ensure that the Tech Data Masterbrand is not diminished or infringed upon.

Our valued partnerships with leading industry vendors will continue to be associated with the Tech Data brand, but the hierarchy and structure shown in this section will show how these vendors and co-branding will be represented across print and digital media.

Masterbrand Logo



Vendor or Co-Brand Logo Samples



Hierarchy With One Co-Sponsor

Proximity in layout is referred to as a desirable separation between any two primary brand identifiers within the same page, page spread, screen/interface, slide, or planar surface. Three proximity configurations are: Vertical Opposition (opposing corners, left and right margins), Horizontal Opposition (opposing corners, top and bottom margins), and Diagonal Opposition (upper-left to lower-right corners and vice versa).

When one co-sponsor logo needs to be in close proximity to the Tech Data Masterbrand Logo due to space limitations, e.g., advertisement footer or shallow web banner ad, use the guidelines below to create vertical separator lines between the Tech Data Masterbrand Logo and the co-sponsor logo. The Tech Data Masterbrand Logo should always come first in this scenario.

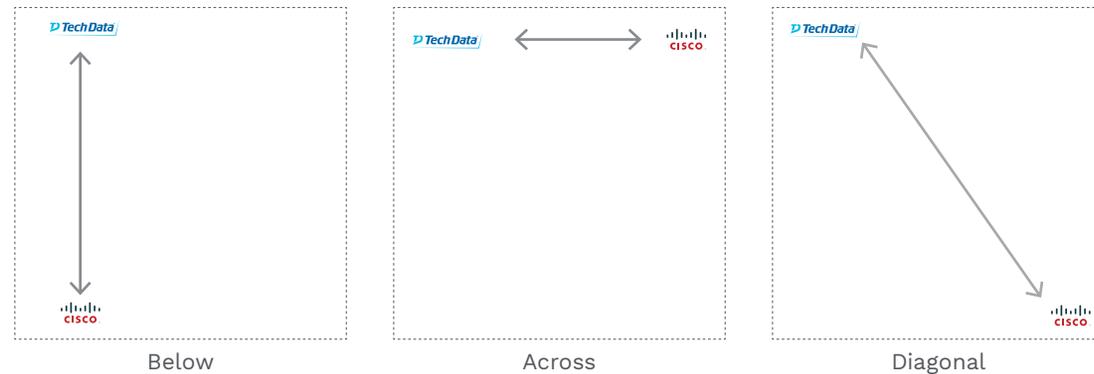
A vertical divider line is used to separate the logos and is stroked with no heavier than a half-point rule and should be 50% black. The weight (thickness) of the divider line may be adjusted appropriately depending on the size of the combined co-sponsor. The divider line position is determined by the clear space around the Tech Data Masterbrand Logo and should be no more than $1/2T$ above and below the Tech Data Masterbrand Logo.

The divider lines and co-sponsor logos should never be placed closer than $1T$ (using the same Tech Data clear space rules) to the Tech Data Masterbrand Logo and each co-sponsor logo being used.

Co-sponsor logos may be used in their brand colors and should be scaled in such a way that they are not visually larger than the adjacent Tech Data Masterbrand Logo. The maximum height for a co-sponsor logo should not exceed the height of the Streamline Device. Co-sponsor logos should be visually equal in weight to each other as well.

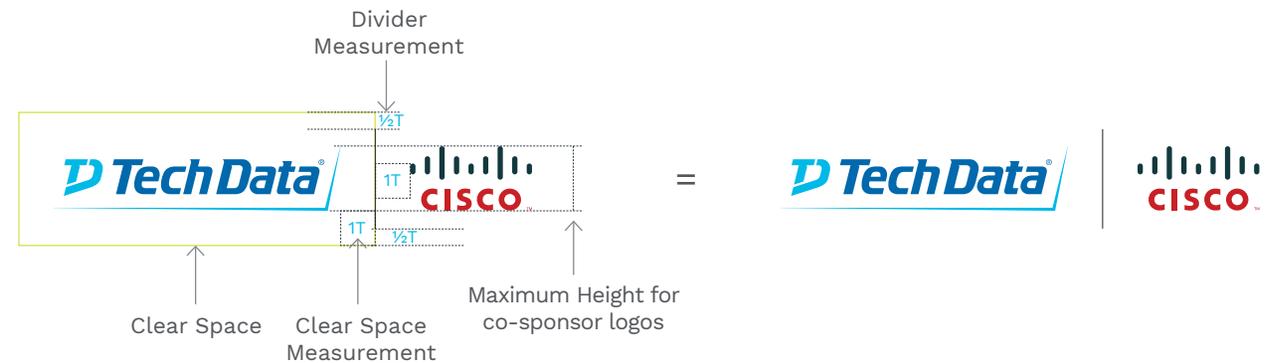
One Co-Sponsor Usage

Proximity Layout Samples



[See Co-branding examples in section 9](#)

Close Proximity Situations



Hierarchy With Multiple Co-Sponsors

Where space allows, it is preferred to place co-sponsor logos in proximity to the Tech Data logo in one of the three variations demonstrated to the right.

When more than one co-sponsor logo needs to be in close proximity to the Tech Data Masterbrand Logo due to space limitations, e.g., advertisement footer or shallow web banner ad, use the guidelines below to create diagonal separator lines between the Tech Data Masterbrand Logo and the co-sponsor logo. The Tech Data Masterbrand Logo should always come first in this scenario.

Vertical divider lines are used to separate the logos and are stroked with no heavier than a half-point rule and should be 50% black. The weight (thickness) of the divider line may be adjusted appropriately depending on the size of the combined co-sponsors. The divider line position is determined by the clear space around the Tech Data Masterbrand Logo and should be no more than 1/2T above and below the Tech Data Masterbrand Logo.

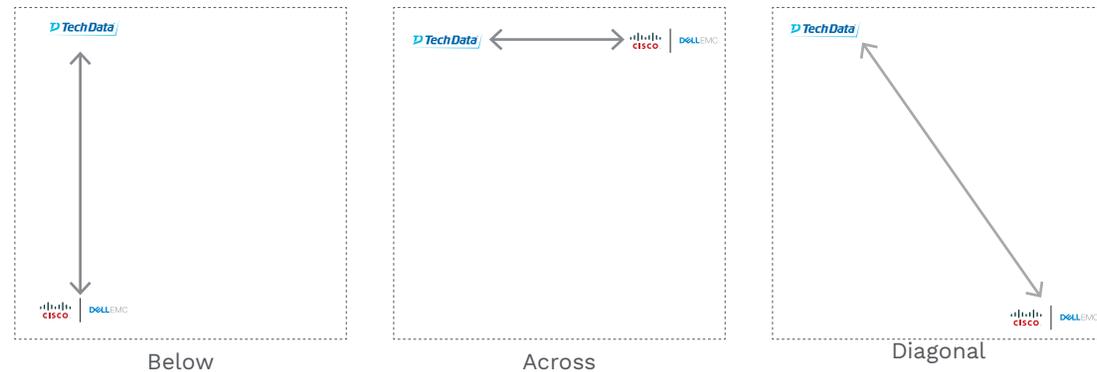
The divider lines and co-sponsor logos should never be placed closer than 1T (using the same Tech Data clear space rules) to the Tech Data Masterbrand Logo and each co-sponsor logo being used.

Co-sponsor logos may be used in their brand colors and should be scaled in such a way that they are not visually larger than the adjacent Tech Data Masterbrand Logo. The maximum height for a co-sponsor logo should not exceed the height of the Streamline Device. Co-sponsor logos should be visually equal in weight to each other as well.

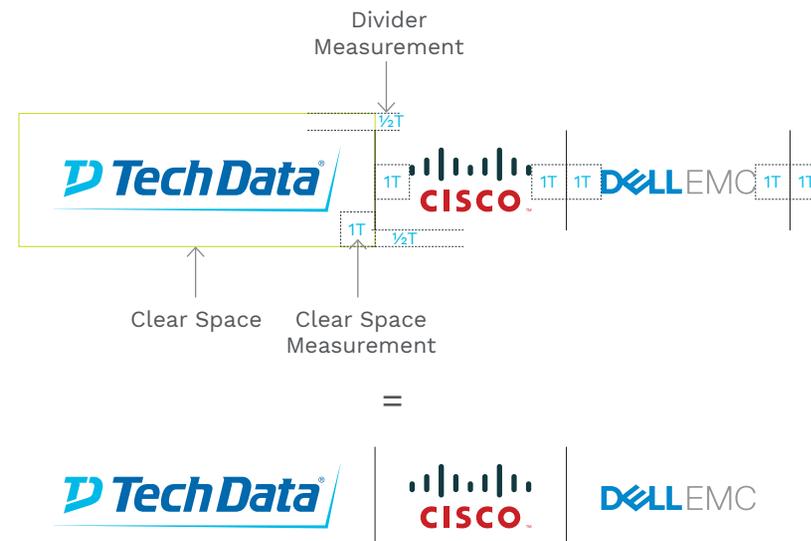
The quantity of sponsors in a lockup should not exceed three (3) sponsors. Beyond that, sponsors should be grouped together within the composition of a page layout.

Multiple Co-Sponsor Usage

Proximity Layout Samples



Close Proximity Situations



Special Programs or Campaigns

Special Programs and Campaign Names follow the same protocols found on 6:5 and 6:8, the name rendered in an approved typeface and color; no symbol; no use of the Tech Data name or word mark, nor of the Streamline Device. Pairing such programs and campaigns with the Tech Data Masterbrand Logo follows the same guidelines pertaining to co-branding.

Special programs or campaign names should never be created to include a logo/symbol. This is to be consistent with other divisions, entities or categories.

Special program or campaign theme names are created using Work Sans Light, italicized 10° and painted in our Tech Data Sky Blue.

When adequate space allows, program or campaign names should be placed in proximity to the Tech Data Masterbrand Logo, keeping the Tech Data Masterbrand Logo in a primary position.

A special program or campaign name may be placed no less than two times (2T) the clear space to the Tech Data Masterbrand Logo.

When placed in close proximity to the Tech Data Masterbrand Logo, the program or campaign theme name should not be taller than 1/2T (the clear space height) of the Tech Data Masterbrand Logo. The name should be aligned to the baseline of the Tech Data letterforms.

Internal Program Campaign Names or Logos



Proximity Layout Samples



Close Proximity Layout Situations



Special Vendor and End Customer Programs

The brand objectives of common vendor marketing activities can be achieved through use of the Tech Data logo, the sponsoring vendor logo, distinct visuals, typography and messaging. However, there are some exceptional instances that may arise when a logo is needed to accommodate the unique needs of our vendor and reseller partnerships. Below are the descriptions for those instances. For each of them, it is important to still use the Tech Data palette and Work Sans font in creating the logo.

Vendor Program Logos

There are business instances where a vendor initiative is of substantial scope, when for its success and the satisfaction of the vendor's objectives, it requires brand equity to be developed over time, and sustained by its loyal group of customers. In these instances, we want to support the business by building distinct naming and logos in order to create program equity. The criteria for these instances of logo exception are:

- Vendor-funded sponsorship programs
- Program Initiative spans multiple years
- Vendor investment is greater than one million USD
- Logo governance process and expiration plan must be established

End User Program Logos

The role played by distribution can be confusing to end customers, who may not understand our function. Therefore, in instances when marketing and communication programs extend out into the end customer space, or there may be a need to present a logo without reference to Tech Data or distribution in general, the development of a logo is approved.

In instances where criteria is not met but a logo is being requested, you can use the Work Sans font in creative arrangements of typography to make distinct type treatments. Do not pair illustrated visuals with type, as that combination establishes a logo.

Submit logo requests to brandapprovals@techdata.com, being sure to include information that justifies the program and confirms that logo criteria has been met.

Visual Examples

Vendor Program

MAX is an example of a multi-year, multi-million dollar vendor program. Due to the level of investment, and the need for the initiative to reflect it, a logo is permissible.



Similarly, Ignite is a partner community that has spanned seven years of Vendor commitment and investment. There are resources dedicated to the operations and events of this community, and the Vendor has invested over a million dollars annually toward its success.



End Customer Program

TDEngage is a marketing program focused on end customer demand, where vendor-led marketing resources are developed for resellers to use. There are some assets and named elements that feature the tdengage name and logo, so it needed to be absent of the Tech Data logo.



Business Resource Groups (BRGs)

BRGs are voluntary associations of employees who gather or belong on the basis of shared interests, not directly related to the business aims of the corporation as a whole. Given that they are, in certain important respects, sharply different from outward-facing Tier 4 treatments, their visual vocabulary needs to be dramatically distinct from those market-oriented services and solutions. Hence, such entities, while having symbols of their own, are prohibited from using the Tech Data symbol, the Tech Data word mark (and font), or the proprietary streamline device to create visual hierarchy. Each BRG will have its own distinct symbol and identifier developed by the Tech Data Marketing department, in collaboration with HR and BRG leadership.

There are three options for placement of the BRG identifier with the Tech Data Masterbrand Logo; horizontal, proximity and vertical.

When a horizontal situation is desired, the BRG descriptor may be placed to the right of the Tech Data Masterbrand Logo, following the Tech Data clear space rules.

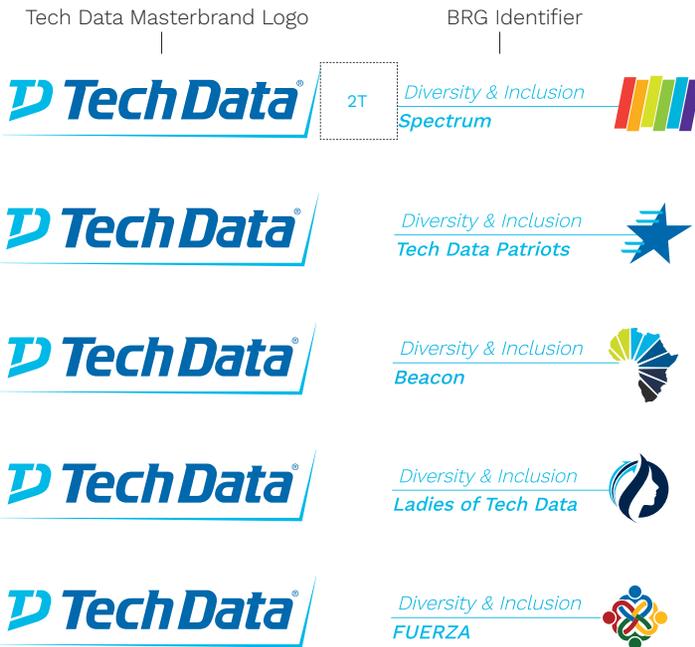
Identifiers are created using Work Sans Regular for the top line of text and Semi-Bold for the bottom line of text. Both lines of text are italicized by 10° and set in the Tech Data Sky Blue.

An BRG identifier may be placed no less than two times (2T) the clear space to the Tech Data Masterbrand Logo.

When adequate space allows, the BRG identifier should be placed in proximity to the Tech Data Masterbrand Logo, keeping the Tech Data Masterbrand Logo in a primary position.

Note: Artwork for both the horizontal and vertical orientations will be provided by the Tech Data Marketing department.

BRG Identifiers



Proximity Layout Options



Business Resource Groups (BRGs)

The third option for placement of the BRG identifier with the Tech Data Masterbrand Logo is vertical.

Use the guidelines to the right when creating these BRG identifiers.

When there is a lack of horizontal space, the ERG identifiers should be placed below the Tech Data Masterbrand Logo following the Tech Data clear space rules.

A BRG identifier may be placed no less than two times (2T) the clear space to the Tech Data Masterbrand Logo. The BRG identifier should be centered under the Tech Data Masterbrand Logo.

Note: Artwork for both the horizontal and vertical orientations will be provided by Tech Data's Marketing department.

In cases of displaying the overarching Diversity & Inclusion identifier alongside the Masterbrand Logo, usage would be consistent with the guidance around special programs and campaigns, discussed on page 6:4 and shown at right.

Vertical Proximity Situations



Diversity & Inclusion Identifier



Business Resource Groups (BRGs)

Business Resource Group (BRG) identifier and icon should only be included if the email contains specific BRG subject matter.

Two signature options are available to be used as follows:

Option 1. Standard Communications

BRG title can be used above the standard signature line only. This would apply for any standard communication of business subject matter. This usage is optional and pertaining to the cases where mention of BRG title is appropriate.

Option 2. ERG-focused Communications

In cases where the subject matter of an email is focused on an BRG (e.g. community activity, affiliated fund-raiser, BRG-specific event), an BRG-focused Signature can be used. In this option, the BRG identifier is locked up with the Tech Data Masterbrand Logo below the signature content and the BRG title can be included under the person's official company title.

Any additional phrases, quotes, captions, logos, promotional themes or elements of any type should not be added to or below your email signature. Questions can be directed to brandapprovals@techdata.com

Use on Email Signature

Standard Communications

(email body)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy is nostrud exerci tation ullamcorper.

Regards,
Sarah

Chair, Tech Data Patriots BRG



Sarah Smith
Manager, Cloud Services

16202 Bay Vista Drive
Clearwater FL 33760
555-523-5694, ext. 45258
sarah.smith@techdata.com



BRG-focused Communications

(email body)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy is nostrud exerci tation ullamcorper.

Regards,
Sarah



Sarah Smith
Manager, Cloud Services
Chair, Tech Data Patriots BRG

16202 Bay Vista Drive
Clearwater FL 33760
555-523-5694, ext. 45258
sarah.smith@techdata.com



Business Resource Groups (BRGs)

When there is a need for reproducing a BRG identifier on merchandise like shirts, the placement of the descriptor should follow the same clear space rules and alignments as previously outlined in this section. Care should be taken to make sure that the chosen symbol reproduces clearly based on the printing method and type of material being used.

Single-sided, multiple-sided and sleeve placement options are shown to the right for both T-shirts and polo shirts.

Placement on other merchandise, e.g., pens or hats, should also follow clear space rules and alignments.

Care should be taken to select merchandise colors that suit the Tech Data brand and colors, e.g., white, to make sure the desired logos are legible and on-brand.

*On shirt fronts only, it is acceptable to use combined horizontal logo-descriptor lockup options so long as the end result is legible.

Use on Promotional Items



Shirt Front Only*



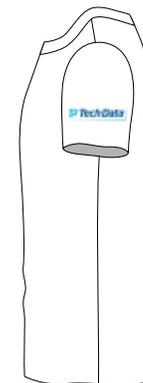
Shirt Front



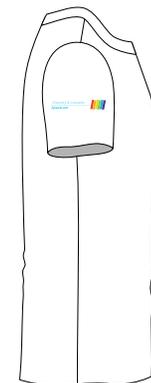
Shirt Back



Shirt Back Only



Shirt Left Arm



Shirt Right Arm

7

Graphic Device Usage

The Tech Data graphic device system is rooted in our symbol and suggests comprehensive solutions. The system is both dynamic and approachable. The overlapping shapes represent technology and service coming together to deliver value-added solutions. Our graphic device system is flexible. The following pages will show how to create and use the elements.

7:1 Origins of Our Graphic Device System

7:2 Our Graphic Device System

7:3 Our Graphic Device System Using Flat Color

7:4 Do's and Don'ts

Using Our Graphic Device System

Using the Tech Data modular graphic device system properly and consistently ensures that our audiences see one company, one brand.

System Origins

On this page, you can see where our graphic device symbol originates—from the outline of the Tech Data symbol.

There are basically four steps to creating the modular graphic device system.

1. Import the symbol silhouette from the provided artwork.
2. Duplicate the symbol silhouette and recolor.
3. Add a transparency “screen” attribute to the top symbol silhouette so that the overlap area is visible.
4. Adjust scale of symbol silhouettes and add a cropping frame in the desired proportion for your needs.

Origins of Our Graphic Device System



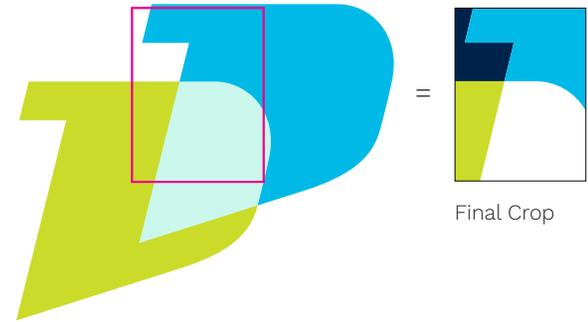
1. The Tech Data symbol silhouette



2. The symbol silhouette duplicated



3. Showing overlap area



4. Cropping the symbols to create our modular graphic device system

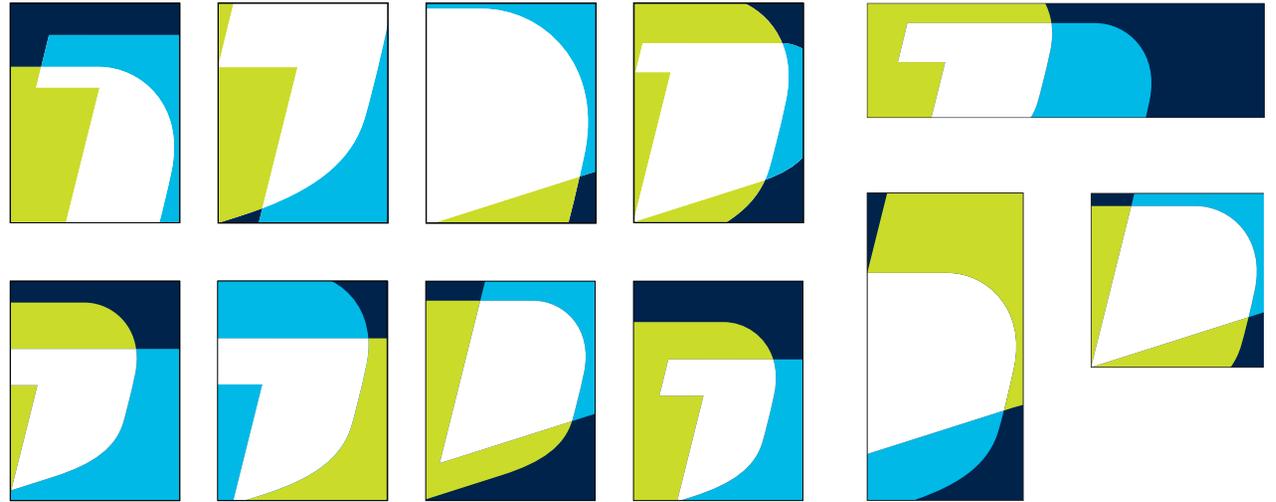
Using Our Graphic Device System

Our graphic device system is flexible. The following pages demonstrate how to create a consistent look.

The flexibility of our graphic device system is shown on this page. Numerous compositions can be achieved across a variety of shapes, from vertical to square to horizontal.

Successful compositions should feel dynamic, almost energetic, reinforcing the dimension of Tech Data.

Our Graphic Device System



Examples of graphic device system and cropping

Using Our Graphic Device System

Adding imagery to our graphic device system further enhances the compositions, allowing us to demonstrate our human spirit and solution-related assets.

The examples on this page show how the overlapping shapes can be used to contain imagery alongside solid and gradient colors.

Our Graphic Device System Using Flat Color

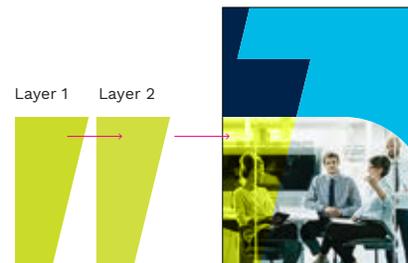


Graphic Device without imagery



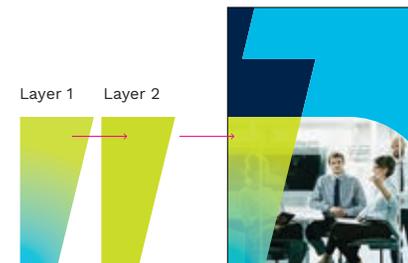
Graphic Device with imagery

Our Graphic Device System Using Transparent Color



Graphic Device with imagery and solid Planet color tint

This tint effect is made with two layers.
Layer 1: 100% "Color" attribute
Layer 2: +/-90% "Normal" color attribute



Graphic Device with imagery and dimensional blend color tint

This gradient tint effect is made with two layers like the solid color version.
Layer 1: +/-90% "Normal" color attribute
Layer 2: 100% "Color" attribute

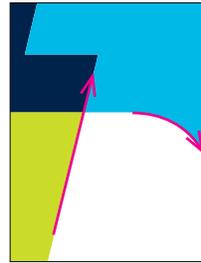
Using Our Graphic Device System

Our graphic device system is flexible, but following the usage rules listed below will help create a consistent brand look.

Usage Rules

1. Always include at least one angle and one curve from the overlapping symbols.
2. More than two areas can be used as a frame to hold an image.
3. The dimensional blend gradient can be used in place of the Planet green color.
4. Never use more than two overlapping symbols to create a layout.
5. Avoid creating compositions without the use of white as a large component.
6. Never introduce other colors into the graphic device system.
7. Avoid using the dimensional blend gradient over too much of an image or using the blend to colorize an entire image.
8. Avoid compositions that only utilize the curved part of the device symbol.
9. Do not replace the bright blue color with the dimensional blend.
10. Never use device system flipped horizontally or vertical.
11. Do not stretch, skew or exaggerate aspects of the device.

Do's and Don'ts



1



2



3



4 Don't do



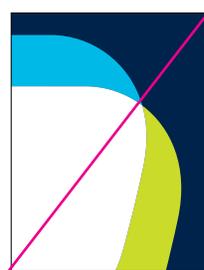
5 Don't do



6 Don't do



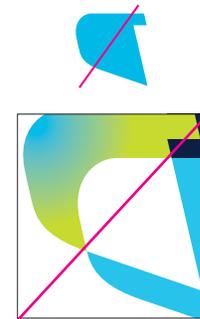
7 Don't do



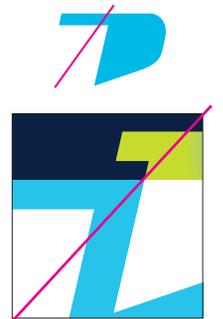
8 Don't do



9 Don't do



10 Don't do



11 Don't do

8

Photography and Icon Usage

Our photographic style conveys how Tech Data is seen by our internal and external audiences. Our photography should feel genuine, smart, dynamic, global, collaborative and customer-centric. The guidelines provided here offer a starting point for creating a world-class library of images, as well as direction on iconographic style.

8:1 Photography Categories

8:2 Photography Category 1: The leadership and spirit of our people

8:3 Photography Category 2: Being there for our customers, 24/7

8:4 Iconography

Photo and Icon libraries are available for use by Tech Data Marketing production teams and their agencies of record. If you are a Marketing Manager, you can access the libraries from the Global Marcom Digital Asset Manager (DAM). Access to the DAM can be granted through your regional Brand expert listed on page 12:1.

Photographic Style

Our photographic style expresses people-power: our highly collaborative approach and authentic customer-centric spirit. We convey this spirit best through the use of original photography.

Original photography should feel candid and not overly posed. The best solutions will have people looking away from the camera lens, but looking into the lens is acceptable if the expression feels genuine, smart, dynamic and global.

When budget does not allow for original photography, the use of stock photography is acceptable as long as the selected images, again, feel genuine, candid and not highly “stock-like.”

There are two categories of photography: 1) The leadership and spirit of our people and 2) Being there for our customers, 24/7.

Category 1

The leadership and spirit of our people

Connecting the World with the Power of Technology™

Category 2

Being there for our customers, 24/7

Empowering our customers with technology

Photography Categories



Category 1



Category 2

Photographic Style

The leadership and spirit of our people

Connecting the World with the Power of Technology™

This category of photography encompasses candid images of collaboration with two or more people as well as individuals captured conveying a genuine spirit and confidence. Images can be composed outside of a meeting area, or within, as long as the end result creates a candid image.

Cropping selected images is important in an effort to direct the viewer's eye or create a more dynamic composition.

Category 1: The leadership and spirit of our people



Note: All images used within this document are for reference only and may not be reproduced or used without the specific written permission of the photographer or entity owning the image.

Photographic Style

Being there for our customers, 24/7

Empowering our customers with technology

This photographic category captures individuals using technology, whether they be our colleagues or the end user. The goal is for this imagery to feel genuine, smart and dynamic.

This imagery conveys our expertise in the various areas of technology, products, services and solutions we provide.

Cropping selected images is important in an effort to direct the viewer's eye or create a more dynamic composition.

Category 2: Being there for our customers, 24/7



Note: All images used within this document are for reference only and may not be reproduced or used without the specific written permission of the photographer or entity owning the image.

Iconography

Icons should be used sparingly in situations where a visual aid is needed to help describe the subject matter. Common uses for primary icons would be in PowerPoint (PPT) presentations, videos, infographics and corporate communications.

Icons can be used to help support copy or messaging, but should never be used as a “logotype” for Specialist Solutions practices under our Masterbrand.

Primary Icons



Application Examples



Secondary Icons

A secondary icon style has been provided for applications that require smaller, more simplistic icon treatments. These applications may be for web or mobile buttons as seen to the right, or other smaller graphical compositions.



Color Usage

Color Usage

Icons can utilize colors from the primary palette or can be reversed out of a background using the primary palette. Adequate contrast must be achieved from either scenario.

Accent palette should only be used with icons when applied to an infographic or chart.



9

Applying the Visual System Across Communications

Being a dynamic organization, Tech Data's communications have many purposes and various applications, beyond the primary singular company representation. The visual system is built to be flexible and account for those cases. The following pages show some variations of designs that will help guide you through applying the brand visually across communications.

9:1 Brand Applications: Three Variations

9:2 Primary Branding: Company Marketing and Communications

9:3 Specific Branding: Tier 3 Solutions and Services Categories

9:4 Co-Branding: Vendor Partnerships

9:5 Website URL Domains

9:6 Interactive and User Experience (UX) Design

9:7 Social Media

9:8 Environmental and Interior Design

Brand Applications: Three Variations

Tech Data's primary brand application is for corporate marketing and communications, but there are additional variations for situations where we need to communicate with more specifics to express our unique approach in particular solutions and services, or present the beneficial relationship we have with a vendor.

The adjacent images are examples that show the visual system adapted to tell those stories clearly, without compromising the brand or confusing the audience. The subsequent pages go into more detail for each category.

Primary Branding: Company Marketing and Communications



Specific Branding: Tier 3 Solutions and Services Categories



Co-Branding: Vendor Partnerships



Primary Branding: Company Marketing and Communications

The primary Company Marketing and Communications application is the foundational visual expression of Tech Data. Whenever we go to market speaking about our organization, this is the application to uniquely and generally express our brand.

As you can see by the examples on this page, the visual system and the graphic device enable us to create a spectrum of tones and energy levels to suit various communication needs. It also serves to draw focus and attention to people, scenarios and products.

The overall feel can be effected by various shape combinations of the system, use them to reinforce your intended communications. A curved shape can achieve a more human, people-centric story, whereas angles convey agility, speed and boldness.

Make note of the intentional use of the following design attributes and the impact that they have on the respective composition's visual expression:

- Amount of color
- Dominant color
- Use of white space
- Scale of graphic devices
- Intersection of graphic devices
- Prominence of curves and angles
- Typography and clear space
- Photography placement and cropping

These primary brand application rules apply to our Specialty Solution businesses (Maverick AV Solutions, Datech Solutions, Global Lifecycle Management and Global Computing Components) as well. However, in place of the Tech Data logo, the Specialty Solution logo would be used in its place.



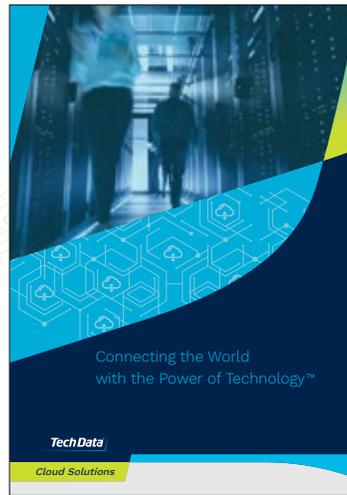
Specific Branding: Tier 3 Solutions and Services Categories

When branding specifically for our Tier 3 Solutions and Services Categories, the same application rules apply from our Primary Brand application (see previous page: Company Marketing and Communications), with the addition of incorporating the solution name and our Solutions icon pattern to speak specifically to this next-generation technology focus.

When communicating on behalf of several or all Solutions and Services categories, this pattern should house each mentioned category icon. The icon pattern should be contained within a solid color bar derived from the Masterbrand graphic device. The pattern should carry a 40 to 50 percent transparency depending on the underlying color—higher percentage for light colors, lower percentage for dark colors to adjust for color contrast. The solution category title should be included in a location that is secondary to the Tech Data logo with the correct typographic treatment stated in that section of this guidelines.

Please note the icons included in the Tier 3 Solutions and Services Category patterns should never be used as a “logotype” associated with the Solutions category title. This goes against our Masterbrand strategy.

Solutions categories icons to be used in pattern grid.



Grid Pattern Examples



Co-Branding: Vendor Partnerships

Tech Data offers its vendors a valuable partnership. Through our dynamic capabilities and skilled workforce we help them get to market quicker and more effectively, enabling our mutual customers and markets to grow and thrive. When applying our visual system in a co-branded scenario, we should express that partnership clearly, but also express our vendor's brand and brand campaigns.

In these cases, it is important to show the brand relationship—through a co-sponsored logo lock-up—clearly and prominently within the composition to establish Tech Data and this partnership. Use the Tech Data brand graphics in a more minimal approach, presenting the vendor's brand or campaign as the primary visual set. At no point should the graphic devices from both brands be mixed together; being two distinct brands, they should be separated in the layout. A simple way to approach this is to use the graphic device to create a header or a footer to divide the space, or frame up a brand image.

Typography Considerations:

Work Sans should be the typeface for a campaign message or event theme, however there are some cases where a vendor's font will need to be used to express a campaign. In those cases use Work Sans for subheads and body copy.



Interactive and User Experience (UX) Design

The example on this page is not intended to be used as a template, but rather to help illustrate some principles of brand application in the digital and interactive space, to optimize the experience of a web/digital user.

Compact Design

When designing for the web, keep in mind that the Tech Data branding can effectively be displayed in a compact way. If screen space is extremely limited, it is recommended to crop the graphic device in a way that an angle and curve are showing, but one shape is scaled to allow of a horizontal strip of color (examples at right). This will ensure that the graphic elements do not compete with critical navigation or information, for example in an eCommerce environment.

Layout

Eye tracking studies have identified that people scan computer screens in an “F” pattern. Most of what people see is in the top and left of the screen and the right side of the screen is rarely seen. Consider this data when placing the Tech Data logo and primary messaging, both should be clearly and immediately seen; branding should be displayed upon initial page view—or above the fold of the page in a scrolling environment. Effectively designed websites will work with a reader’s natural behavior and display information in order of importance (in most regions this would be left to right, and top to bottom).

Typography

Our primary brand font Work Sans is a Google font, and can be coded as the display font for websites. Our secondary font Corbel is an alternate for digital display in lieu of Work Sans, if our brand fonts are not an option, use Arial, which is fully universal. The ideal font size for reading easily online is 16px. Aim to use a maximum of three sizes of type to keep your page design streamlined.

Colors

Using contrasting colors for the text and background will make reading easier on the eye. We recommend using white space and light tints of gray to frame up your content, add clarity, and enhance legibility for your users. Vibrant colors should be used selectively for buttons and call-to-actions, planet and sky are positive colors for good actions; warm colors from our accent palette are useful for warning or critical information.

Visuals

Use of icons and photography can immediately provide context and meaning to your content. Due to the public nature of the web and many digital platforms, make sure you are choosing images from our Shutterstock Library and icon library for proper corporate licensing.

Devices

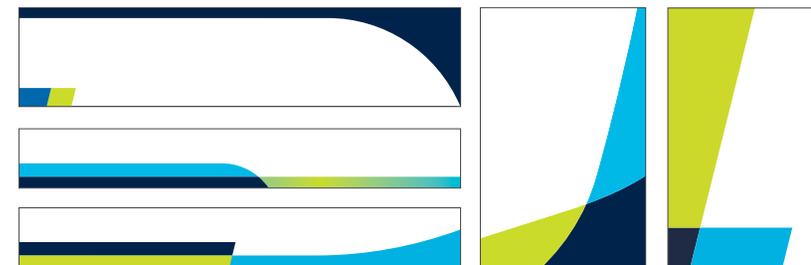
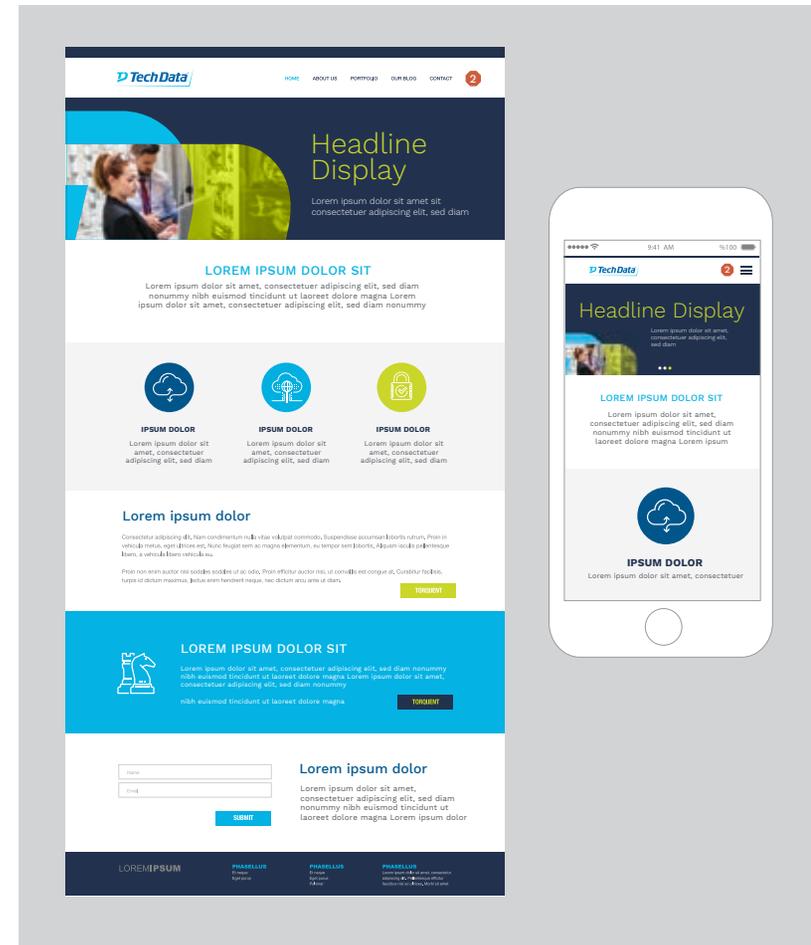
All web design layouts should be considered for how well they adapt to a responsive/mobile layout.

URL/Domains

All web design layouts should be considered for how well they adapt to a responsive/mobile layout.

Please remember to submit all design concepts to brandapprovals@techdata.com for review.

Visual Examples



Website URL Domains

Website URLs are used to provide an address to where specific sites, pages, or content are accessible. URL usage requires governance to provide a systematic way of presenting marketing and communications content at Tech Data for proper URL management, as well as to address security and legal concerns for the protection of Tech Data.

URL Security Concerns and Best Practices:

- Custom branded URLs can open up security issues. URLs can be easily spoofed, attract potential phishing scams and are best avoided.
- For legal reasons, URLs should never exclusively contain a vendor name
(Ex: www.HPEforyouandme.com)
- For legal and responsible management reasons, any custom URLs should be purchased by Tech Data – never by third parties.
- Shortening services like TinyURL and Bit.ly should never be used as the linked is masked to the destination and cannot be confirmed as a trusted source.

Tech Data provides a URL structure within a consistent—but more importantly—secure Tech Data web environment. This URL structure is designed to provide a large number of combinations while organizing and protecting our organization.

Requests and Questions:

Requests can be made at <https://tdworldwide.sharepoint.com/sites/urlrequest/SitePages/Home.aspx>

Questions concerning Global URL Architecture can be directed to kevin.locke@techdata.com and alex.fox@techdata.com.

Website URL Domains

Standard Tech Data URLs

The recommended URL structure, whereas the address used is a derivative of the main Tech Data domain or country-specific domain using a specified path(s) or deep links. Examples below:

www.techdata.com/Dell/WhyGoHalfway
www.techdata.ca/IBM/blueline
www.techdata.co.uk/promos/microsoft

The recommended URL structure, whereas the address used is SUB domain of the main Tech Data owned domain. Subdomains can be combined with specified paths. Examples below:

levelup.techdata.com
academy.techdata.com
asia.techdata.com/services

Custom URLs:

Custom URLs can consist of URLs that are purchased as vanity redirects, or as hosted URLs.

Custom URL domains should always be owned by Tech Data.

If the URL is needed to define the marketing necessary for a primary Tech Data business, unit or entity of Tech Data, whereas the URL is essential and the Tech Data name is included in the URL itself. Examples below:

www.techdatamaverick.eu
www.servicesbytechdata.com

If the URL is intended to be distributor agnostic, whereas the Tech Data name cannot be associated with the URL due to brand equity, legal or contractual agreements. Example below:

www.resellerconnect.net

In general, custom/branded/vanity URLs shouldn't be used to express themed campaigns. Example below:

www.mycampaignname.com

In some special instances, themed URLs may be considered based on the specific use case, or equity to Tech Data's interests. If there's a specific use case request, the URL should always be vetted and procured by Tech Data.

Social Media

Tech Data's social media channels facilitate the sharing of ideas, thoughts, and information through the building of virtual networks and communities. Social media is an important part of the company's marketing and communications efforts and assists in finding and engaging with customers, driving sales through promotion and advertising, gauging consumer trends, and offering customer service or support. Therefore, it is important to be consistent with the design, images and content used for social purposes to convey a single brand.

Social Media Content

Social media content should incorporate the voice, tone and personality attributes of the Tech Data brand, found in Section 10. Content should focus around our brand essence of 'connecting the world with the power of technology' and amplify the concept of delivering business outcomes, not just products. Additionally, it should reflect the current strategic objectives of the company and incorporate our shared values wherever possible.

Content can be developed at several levels including:

- Global / Corporate messages focused on Corporate initiatives, accolades and branding, PR, community relations, talent acquisition and thought leadership
- Channel Partner-Driven messages focused on Vendor product news, product launches, new technologies and partner stories to drive engagement and inquires
- Solutions and Services emphasizing next-generation technologies and the value of our end-to-end portfolio of productions, solutions and services, and
- Region or country-specific messages containing accolades, thought leadership, trends and solutions offerings specific to targeted area

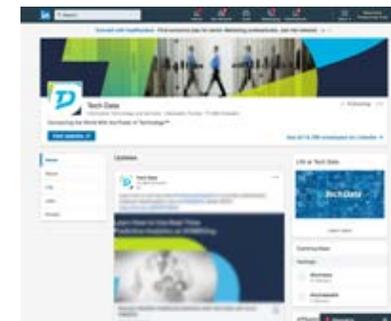
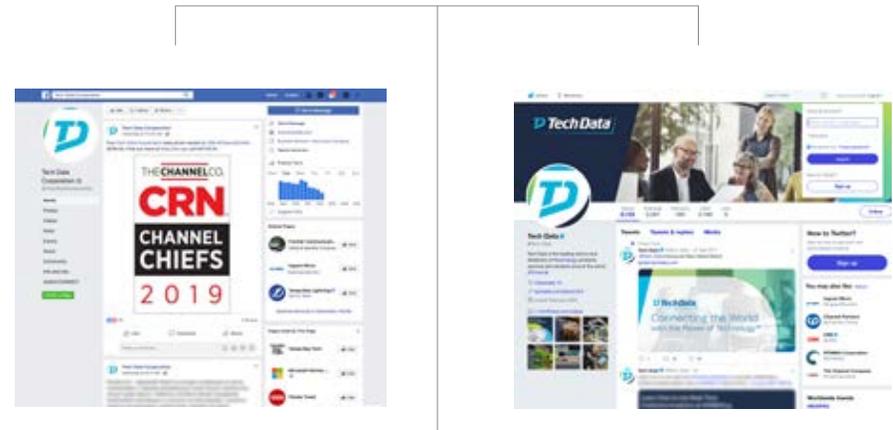
Social Media Visuals

The treatment of images, photographs, graphics, videos, colors, fonts and logos used in the development of social media messages should follow the brand usage guidelines that appear throughout this manual.

An approved asset library of images can be found in the Sprinklr tool accessible by corporate and regional social media leads.

More information on Tech Data's social media strategy, company profiles, approved platforms and posting guidelines can be found in the Social Media Business Playbook located on the Hub under Corporate Communications.

Visual Examples



Environmental and Interior Design

Branding a Space

The examples on this page are intended to provide guidance and ideas for those who want to brand the interior spaces of a Tech Data office, facility or environment representing the organization. In general, always aim to develop environments that are both contemporary and timeless, balancing permanence and flexibility. Branding a space must be done thoughtfully, and the spaces in which people spend time should feel like an extension of our company's brand within the workplace. Ultimately a well-designed space that represents the brand can enhance employee happiness, moral and productivity.

Fabric and Surface Colors

Our color palette was developed for our brand display elements and the organization's communications and marketing needs. When furnishing and decorating an environment, replicating those colors to an exact match can feel harsh or intrusive. For interior design initiatives, a modified palette has been created to add warmth and reduce the intensity of our core brand colors, while still evoking the essence of our brand palette. The modified palette is a great source for color guidance, but when determining the color application, always evaluate the lighting in your space and how it impacts the rooms, as well as the size of the space itself. Leverage off-whites and grays as foundational colors.

Materials

When sourcing materials for a branded space, first consider the primary usage of the space, as well as the level of durability needed to accommodate it. Align your materials to that function, be it casual or formal, and keep in mind that heavier fabrics may be more expensive but will provide you with longevity. When considering fabric colors, stay mindful of the overall wall color, so as not to oversaturate a space with one color over another. In flooring, marble and slate will add a sense of strength and elegance (by providing a stylish contrast to modern materials such translucent acrylics and refined metal) and result in a contemporary aesthetic. To create a sense of energy and innovation, consider overlapping layers with materials and illumination.

Scale and Proportions

When looking to apply the Tech Data logo to office doors or conference rooms, it is important to consider the scale and proportion of the logo compared to the location on which it will be displayed. It should appear tasteful and elegant, with ample free space around it, do not try to fill the available space. For most glass applications, a frosted cut out cling works best; for a focus wall in an entrance or a reception desk, the use of metal creates a high-end, modern feel. With all outdoor signage, it is recommended that you speak to a vendor who can offer weather resistant high-grade materials, and always seek to use the full-color logo.

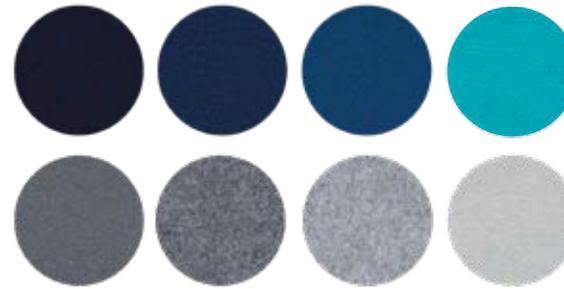
Message Display

When considering message implementation for display purposes within an environment, aim to keep it relevant to the foundational elements of our brand (for example, our shared values, brand essence or our core statements). All messaging that is designed into an environment should be thoughtfully considered and shared with your country's Marcom lead for final approval before application and should be universal enough to remain versatile over time.

**For expanded guidance on branding, email brandapprovals@techdata.com.
For questions and guidance related to facilities and real estate, email david.jarvis@techdata.com and steven.watt@techdata.com.**

Visual Examples

Fabric Samples



Paint Colors

Below color codes by global manufacturer Sherwin Williams:
Dark Blue: SWXXXX
Medium Blue: SW6797
Light Blue: SW1363
Dark Gray: SW7068
Med. Gray: SW3467
Light Gray: SW7008

Logo Display



Sample Environments



10

Brand Voice/ Core Messaging

Brand Voice is the verbal counterpart to Brand Expression. It is a company's linguistic Masterbrand Logo—the vocabulary, content, and tone that uniquely represent and identify a business.

10:1 Our Brand Voice

- Pillars
- Brand Positioning
- Brand Essence
- Brand Attributes

10:5 Tone of Voice

10:6 Messaging

Brand Voice

What is the Brand Voice?

Brand Voice is the unique linguistic Masterbrand Logo of a company. It is the verbal counterpart to Brand Expression.

This toolbox contains the assets and direction needed to create copy in a way that is consistent with Tech Data's brand philosophy. Therefore, the ability to be flexible in deference to context, audience and/or delivery medium is important. For that reason, this resource requires a level of judgment on the part of users.

Four Components

There are four components to our brand voice:

1. Brand Pillars
2. Brand Positioning Statement
3. Brand Essence
4. Brand Personality Attributes

Four Components Defined: Brand Pillars

1. Brand Pillars

- Empowering Reach and Scope:** [Tech Data delivers empowering reach and scope to its customers and vendors.](#) This pillar rests on trust, reliability and stability. The global scope, market reach and logistics strength of Tech Data is relied on and trusted. Stability also has a financial dimension, which is vital in providing financing to support complex solutions.
- Execution Excellence:** [Tech Data delivers execution excellence.](#) This pillar speaks to Tech Data's responsive, knowledgeable employees and its strong and efficient logistics capabilities.
- Influential Leader:** [Tech Data is an influential leader.](#) Tech Data's understanding of the end-to-end technology continuum is unrivaled. Customers look to Tech Data for honest and candid conversations and informed insights about the future to help them connect the dots for their customers about where the industry is going and where to invest.
- Invested Partner:** [Tech Data is an invested partner.](#) We care deeply about our relationships. We go out of our way to understand our customers businesses and what they want to achieve. We invest in their growth and success with the essential insights and capabilities necessary to deliver better business outcomes.
- Expertise and Resources:** [Tech Data provides unmatched expertise and resources.](#) Serving as a beacon in the IT channel, customers rely on Tech Data's expertise and resources to gain vital insights and realize the potential of emerging new technologies. Tech Data helps customers generate and capture growth opportunities in an ever-changing technology landscape, enabling them to focus on areas of higher value and business impact.

Brand Voice

Positioning is an exclusive claim to a particular and defensible competitive stance, grounded in the possession of unique capabilities that specifically address unmet or underserved market needs.

A positioning statement should serve as a first and constant reference point in the development of both strategic and tactical messaging (as well as design). Without excerpting its language, all communications should closely align with its core ideas and appropriate its vocabulary: its characterization of the business, identification of target markets, and portrayal of its unique capabilities and the benefits delivered.

Four Components Defined: Brand Positioning Statement

2. Brand Positioning Statement

**Who we are,
what we do,
who we do it for**

Tech Data connects the world with the power of technology. We help customers weave technology into the fabric of 21st-century life and deliver solutions the world needs to connect, grow and advance.

**What we enable:
functional and
emotional benefits**

The IT channel relies on Tech Data's reach, technical knowledge and collaborative partnerships to create new opportunities that drive growth with speed, agility, insight and impact. World-class execution, end-to-end offerings and deep expertise enable our channel partners to meet their customers needs today and provide them access to the innovative technologies of tomorrow.

Where we are going

Serving as a beacon for the IT channel, Tech Data provides vital insights into next-generation technologies to help customers generate and capture growth opportunities in an ever-changing technology landscape.

Brand Essence

Connecting the World with the Power of Technology™

Brand Voice

Our brand essence is an overarching and complete thought that proclaims Tech Data's larger purpose and aspiration—to continuously satisfy the world's ever-evolving demand for technology. This is our end-to-end proposition.

Four Components Defined: Brand Essence

3. Brand Essence

Connecting the World with the Power of Technology™

“Connecting the World” references Tech Data's reach, relationships and capabilities that enable us to serve as the vital link that brings technology to the global market.

“The Power of Technology” references the profound impact of technology and Tech Data's role in helping to fulfill the world's desire to connect, grow and advance.

Brand Voice

Brand attributes represent a set of human characteristics that are attributed to a company. These are ours.

Four Components Defined: Brand Attributes

4. Brand Attributes

Attributes

Empowering Reach and Scope: Global
Leader
Trusted

Execution Excellence: Proactive
Focused
Efficient

Influential Leader: Authoritative
Visionary
Bold

Invested Partner: Strategic
Collaborative
Success-driven

Expertise and Resources: Innovative
Insightful
Expert

Tone of Voice

What is our Tone of Voice?

Tone of Voice is about style. It's how the character of our brand comes through in our words - written and spoken.

It's not about what we say, but rather the way we say it to support our brand - speaking in a consistent tone regardless of language.

Tone of Voice Defined

Brand Attributes Defined

Empowering Reach and Scope:

Global
Leader
Trusted

- As a trusted global leader, we must be clear and concise in the way we talk.
- Our intention is to connect, inform and educate, not to impress with verbose language and grandiose language.
- We should speak with quiet confidence in the first person –“we, our,” etc., not in the impersonal third person.

Execution Excellence:

Proactive
Focused
Efficient

- Be as relevant as possible.
- Use the active voice.
- Stick to the point.
- Use short sentences.

Influential Leader:

Authoritative
Visionary
Bold

- Paint a picture with words that describe what we make possible whenever appropriate.
- Make the case boldly with bright, plain language.
- We are a thought leader, reinventing what it means to be an end-to-end IT distributor in an age of technological disruption.
- Thought leaders speak with informed authority.
- They connect the dots and state their case boldly, but not pretentiously.

Invested Partner:

Strategic
Collaborative
Success-driven

- This is how we work.
- Describe how we collaborate and work with customers using examples that illustrate how to achieve successful outcomes.

Expertise and Resources:

Innovative
Insightful
Expert

- These are the qualities that humanize our brand.
- A key strength is the talent, knowledge and expertise of our people.
- Let them speak, where possible, with interview-style Q & A sessions, first-person articles, white papers, etc.

Messaging

The Corporate Message Platform supports the Tech Data brand with a set of core messaging themes.

Tech Data personnel can use the messages to adequately satisfy content development needs supporting sales, marketing and general outreach activities in close alignment with the brand strategy.

Corporate Message Platform

The Corporate Message Platform is divided into two parts:

1. A master narrative summarizes the main story we want to communicate.
2. A set of corporate messages expands the master narrative and guides content development.

Messaging

The master narrative summarizes the main story we want to communicate and is supported by a set of corporate messages.

Corporate Message Platform: Master Narrative

The evolution of technology is transforming our industry and re-shaping the role of distributors.

Customers are seeking greater integration of products, services and solutions to meet the evolving needs of the market. In order to be a successful, strategic partner to the channel, distributors must be able to continually move to higher value, offering end-to-end capabilities from the latest endpoint devices and advanced solutions to services and specialized offerings.

Tech Data serves as a vital link in the evolving technology ecosystem – we are essential to our customers success.

Our end-to-end portfolio of products, services and solutions, deep and specialized skill sets and world-class execution enable our channel partners to meet the needs of the global technology market. Through Tech Data, customers can choose the right solutions across the technology continuum and leverage our extensive capabilities to educate and influence the market with insight and impact.

As we evolve our business in anticipation of what's next, our brand evolves as well.

Our brand strategy is centered on the strength of the Tech Data name, and our brand platform presents a modern, global company with unmatched products, services and solutions that span the technology continuum. We serve as a beacon for the IT channel, providing vital insights into next-generation technologies and new business models, and enable our customers to capture growth opportunities in an ever-changing landscape.

Topline themes:

1. Next-generation technologies and new delivery platforms are transforming the industry and re-shaping the role of distributors.
2. We serve as a vital link in the evolving technology ecosystem—we are central to our customers success.
3. We are uniquely positioned to be a growth engine for vendors.
4. As we evolve our business in anticipation of what's next, our brand evolves, too, in order to convey a unified promise of integrity, expertise and excellence.

Topline Theme #1

Next-generation technologies and new delivery platforms are transforming the industry and re-shaping the role of distributors.

Key Messages

Shifting workloads are blurring the traditional lines of technology and requiring distributors to deliver end-to-end solutions stemming from the data center.

Emerging integrated requirements driven by the evolving technology ecosystem are best met by a solutions aggregator provider.

Deep domain knowledge is required to support vendors' growth and customers' needs.

End-users are demanding rapid transformation and availability, requiring solutions providers and distributors to be more strategic.

Supporting Messages

Many of the backbone products of the data center are commoditizing, which is forcing a move to a hybrid, end-to-end distribution model.

New products and services around IoT, mobility, cloud, analytics and security increasingly require a solutions-based distributor model.

Today, servers are linked to a proprietary network and to a myriad of cloud-based solutions and outside networks that are accessed by a multitude of endpoint devices.

All of these factors require a different approach, one that pairs endpoint devices with new, advanced solutions stemming from the data center.

Increasingly, a breadth of innovative technology products and a wide variety of input and output devices and data center-based solutions are needed for customers to obtain complete multi-vendor solutions through a single distributor.

Customers don't think about products, they think about business outcomes. In this solutions-oriented environment, it's necessary to be an end-to-end distributor, one that offers customers a complete portfolio of products, services, solutions and expertise with one call.

The switch to cloud from on-premise data center implementations is forcing distributors to increase their investment in cloud capabilities and other innovative technologies.

Distributors must have in-depth skills and resources to educate the market, guide resellers in making the right choices and perform effectively to meet customer needs.

The emergence of what the industry refers to as the 3rd Platform is forcing resellers to transform rapidly in order to stay relevant and offer the skills, knowledge and services that end users demand to stay competitive and modernize their IT infrastructure.

Distributors must become more strategic, understanding how technology affects their customers' end-user clients, delivering technology in the way that the customer wants to buy, and providing it through new delivery models including cloud and subscription-based services.

Topline Theme #2

We serve as a vital link in the evolving technology ecosystem. We are central to our customers' success.

Key Messages

We are a strong contender in the global technology marketplace and continually deliver higher value to our customers.

We offer end-to-end technology solutions central to our customers' ability to grow quickly.

We help customers create the solutions best suited to maximize business outcomes.

We have in-depth expertise to solve complex problems and educate the market to drive growth.

Supporting Messages

We are the only company to possess strong data center skills and extensive software, services and next-generation capabilities, all backed by the best logistics engine in the industry and a global IT system that can do anything from processing the sale of a laptop to configuring the most complex multi-vendor solution.

We can deliver across the spectrum from endpoint to advanced solutions, thereby becoming a cost-effective, single-source choice for customers to meet their needs.

By being end-to-end, we're in a perfect position to help our customers optimize shifting workloads with the speed, agility and flexibility required.

We offer the most comprehensive portfolio of endpoint, advanced and specialized solutions and services to meet every aspect of our customers' needs—and those of their customers.

We provide access to a rich and robust set of endpoint devices and products.

We deliver services that span the IT product lifecycle.

We offer advanced technologies for business transformation, including cloud, analytics, IoT, security and mobility.

We have the deepest converged and hyper-converged solutions offerings in the channel.

We focus on delivering business outcomes, not just selling products and solutions.

Customers can pull from anywhere along the continuum of our end-to-end portfolio and create the right solutions to solve the most complex business issues.

Customers can count on us to be a strategic partner without an agenda. We don't have to sell a product or solution. We work with the customer to help design and deliver a custom solution that solves a business problem or delivers an outcome most effectively.

We offer the broadest and deepest set of skills available in next-generation technologies like security, cloud, IoT, analytics, hyper-converged and mobility.

We help our customers at every stage of development: plan and procure, integrate and test, install and implement, educate and optimize, and extend and end.

We help our customers evaluate, architect, implement, use, maintain and evolve technology.

We provide strong vertical market presence (energy, government, industrial, healthcare, retail) and the technical training and certifications to arm our customers and their customers' businesses with the skills and knowledge needed to deliver better business outcomes.

Topline Theme #2

We serve as a vital link in the evolving technology ecosystem. We are central to our customers' success.

Key Messages

Tech Data is focused on the data center and next-generation technologies to drive our customers' and vendors' growth needs.

We provide unrivaled reach and breadth of capabilities and a superior ability to execute.

We are an invested, objective and strategic partner committed to our customers' success.

We serve as a beacon to the IT channel and help customers transform their businesses.

Supporting Messages

Our portfolio of advanced solutions contains the most comprehensive collection of data center and next-generation technology solutions to meet every aspect of our customers' needs.

Whether it's converged, hyper-converged, analytics, cloud, mobile device management or security, our leadership position allows us to be effective at driving our customers' growth and needs.

We provide expanded sales coverage across all channels in 100+ countries, including more than 150,000 products and 600+ vendors.

Customers can leverage our breadth of resources rather than investing in adding skills and/or capacity themselves.

We provide greater capacity across sales, marketing, financing, credit, business and operational systems.

We offer expanded technical and specialized resources, lifecycle services and logistics, supply chain and integration capabilities.

We focus on our customers' needs and business goals with the objectivity of a true partner.

We possess a unique combination of skills and consultative expertise to help our customers capture growth opportunities.

We go out of our way to understand our customers' businesses, what they need and what they want to achieve.

We provide vital insights into next-generation technologies.

Customers rely on our expertise and resources to navigate the evolving landscape and realize the potential of emerging new technologies.

As an industry leader, our understanding of the end-to-end technology value chain is unrivaled. Customers look to us for honest and candid conversations and informed insights about the future.

We help them connect the dots for their customers about where the industry is going and where to invest.

**Topline
Theme #3**

We are uniquely positioned to be a growth engine for vendors.

**Key
Messages**

Our global reach and scope help our vendors grow more quickly.

We offer the deep, value-added skills and capabilities necessary to drive growth in today's technology ecosystem.

We are a market leader with deep insights and capabilities to drive growth for vendors.

**Supporting
Messages**

Vendors can access a community of 115,000 resellers.

Vendors have true global access across the Americas, Europe and Asia Pacific regions.

Our global IT platform and a world-class logistics engine enable us to quickly deploy solutions and provide a consistent experience for vendors across our footprint.

We offer the broadest and deepest set of skills available in next-generation technologies like security, cloud, IoT, analytics, hyper-converged and mobility.

We possess a unique combination of skills and consultative expertise to help our customers capture growth opportunities.

We have the in-depth expertise to solve complex problems and educate markets to drive growth.

By providing expert guidance to our customers, we can help them select the best solution to meet their customers' needs.

As an industry leader, our understanding of the end-to-end technology value chain is unrivaled. Customers look to us for honest and candid conversations and informed insights about the future.

Through our reach, end-to-end capabilities and in-depth skills we are optimally positioned to drive customer behavior and support vendors' growth plans.

Topline Theme #4

As we evolve our business in anticipation of what's next, our brand evolves, too, in order to convey a unified promise of integrity, expertise and excellence.

Key Messages

Our Masterbrand strategy is centered on the strength of the Tech Data name.

We offer a strategic set of capabilities, specialized solutions and services covering the end-to-end continuum of technology needs.

One big conviction: connecting the world with the power of technology.™

Supporting Messages

The Masterbrand strategy signals the fact that we are an integrated solutions provider covering the end-to-end technology continuum of solutions, services and products.

Our look and messaging positions us as a modern, global, end-to-end IT distributor of products, services and solutions.

This Masterbrand strategy ensures clarity and consistency of messages to provide a solid, sustainable reputation worldwide, wherever we do business.

To position Tech Data effectively across the continuum of technology, we structured our portfolio in three distinct yet complementary sets of solutions portfolios: Endpoint Solutions, Advanced Solutions, and Specialized Solutions.

Our Endpoint Solutions portfolio offers an unrivaled collection of more than 150,000 products covering PCs, mobile phones, consumer electronics and other innovative endpoint products from more than 600 vendors.

Our Advanced Solutions portfolio provides the most comprehensive data center and next-generation technology solutions and services along with in-depth, expert guidance.

Our Specialty Solutions Businesses provide niche specialties and operate in unique or narrow markets built around limited clientele.

“Connecting the world” references how our reach, relationships and capabilities enable us to be a vital link in bringing technology to the global market.

“The power of technology” references the profound impact of technology and our role in helping to fulfill the world's desire to connect, grow and advance.

Our conviction proclaims our larger purpose and aspiration—to continuously satisfy the world's ever-evolving demand for technology.

POSTER



1 Topline Theme #2 We serve as a vital link in the evolving technology ecosystem. We are central to our customers' success.

2 Key Messages

- Tech Data is focused on the data center and next-generation technologies to drive our customers' and vendors' growth needs.
- We provide unrivaled reach and breadth of capabilities and a superior ability to execute.
- We are an invested, objective and strategic partner committed to our customers' success.
- We serve as a beacon to the IT channel and help customers transform their businesses.

3 Supporting Messages

- Our portfolio of advanced solutions contains the most comprehensive collection of data center and next-generation technology solutions to meet every aspect of our customers' needs. Whether it's converged, hyper-converged, analytics, cloud, mobile device management or security, our leadership position allows us to be effective at driving our customers' growth and needs.
- We provide expanded sales coverage across all channels in 100+ countries, including more than 150,000 products and 600+ vendors. Customers can leverage our breadth of resources rather than investing in adding skills and/or capacity themselves.
- We provide greater capacity across sales, marketing, financing, credit, business and operational systems. We offer expanded technical and specialized resources, lifecycle services and logistics, supply chain and integration capabilities.
- We provide expanded sales coverage across all channels in 100+ countries, including more than 150,000 products and 600+ vendors.
- We focus on our customers' needs and business goals with the objectivity of a true partner. We possess a unique combination of skills and consultative expertise to help our customers capture growth opportunities.
- We go out of our way to understand our customers' businesses, what they need and what they want to achieve. As an industry leader, our understanding of the end-to-end technology value chain is unrivaled. Customers look to us for honest and candid conversations and informed insights about the future. We help them connect the dots for their customers about where the industry is going and where to invest.
- Customers rely on our expertise and resources to navigate the evolving landscape and realize the potential of emerging new technologies.
- We provide vital insights into next-generation technologies.

WEB AD



EMAIL



11

Business Templates

The templates provided in this section aid in creating layouts and content for internal and external global communication needs. Follow the specs and guidelines for each template provided in this section.

11:1 Business Cards, Americas/APAC

11:2 Business Cards, Europe

11:3 Letterhead

11:4 Email Signatures

These business templates—as well as additional templates—can be found on The Hub and/or your regional intranet. If you are a Marketing Manager seeking production templates, they can be accessed on the Global Marcom Digital Asset Manager (DAM).

Business Cards

If you have questions about using these templates, please see the links or contact information in the Process section.

Note:

All business cards for Americas/APAC regions must be represented by the Masterbrand Tech Data logo. The only exception would be the Tier 2B logo for Maverick AV Solutions, Datech Solutions, Global Computing Components and Global Lifecycle Management.

Americas/APAC Examples: 3.5in x 2in

Front



Back



Business Cards

If you have questions about using these templates, please see the links or contact information in the Process section.

Note:

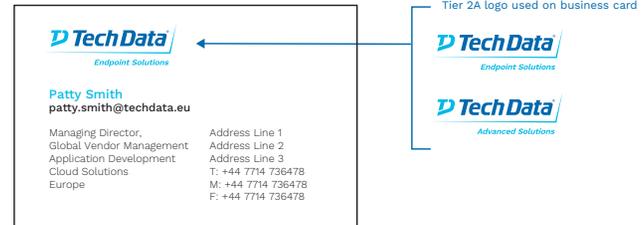
Using the Tech Data Advanced Solutions or Tech Data Endpoint Solutions logo will be left up to the discretion of each region, however it is recommended the Masterbrand logo be used whenever possible.

Europe Examples: 85mm x 55mm

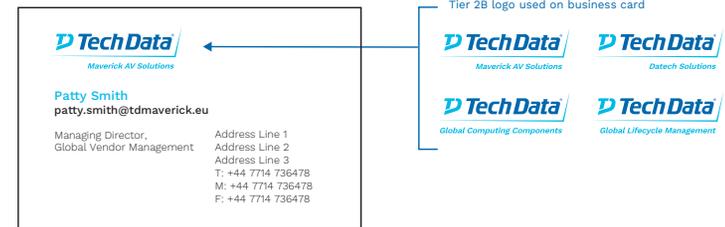
Front



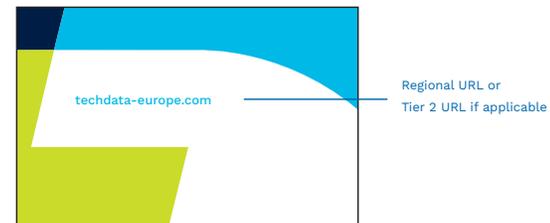
Tier 2A Solutions Portfolios



Tier 2B Specialty Solution Businesses



Back



Letterhead

If you have questions about using these templates, please see the links or contact information in the Process section.

Regions Examples:

Americas: Letter – 8.5in. x 11in.



Example with single location addresses

Europe: A4 – 210mm x 297mm



Example with multiple location addresses

Email Signatures

In an effort to create brand consistency across digital communications, our email signatures should be built using the provided Word template and instructions. The demonstration to the right shows what this visual configuration should look like.

Additions to Email Signatures

Phrases, quotes, captions, logos, themes or personal elements should not be added to or below your signature. If an important promotion or offer needs to be displayed, a single line of text can be added under a signature. No promotional ads or banners are permitted. Questions can be directed to brandapprovals@techdata.com



First Last

Title

Address

City, State zip

(xxx) xxx-xxxx ext. xxxxxx

emailaddress.com



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Training, Questions and Contacts for the Brand

These guidelines are for creating and presenting Tech Data marketing, communications and business materials to our internal and external communities. If you have questions about use, a request to update a section or items within a section, or need assistance with an area outside these guidelines, you may refer to the website links or contact information on the following page.

Training, Questions and Contacts for the Brand

If you are a new member of the organization's marketing or communications team, or a new agency contact supporting the organization's Marcom activities, being trained on the foundational elements and proper application of the brand is critical. Please follow the link at right for training and subsequent access to templates.

If you are new in applying the brand, working on an unfamiliar application or have general questions about the brand, email the brand approvals group using the email address at right.

Process

Brand Training: goo.gl/HKphAx

Reviews and Approvals: brandapprovals@techdata.com

Brand Experts to Support You

Americas

Diane Mitchell – diane.mitchell@techdata.com
Sophie Lheritier - sophie.lheritier@techdata.com
Alex Fox – alex.fox@techdata.com

Asia Pacific

Sarah Jenkin (Harvey) – Asia Pacific – sarah.jenkin@techdata.com
Nidhi Raj – India – nidhi.raj@techdata.com
Kenji Yuen – Hong Kong/Macau – kenji.yuen@techdata.com
Julie Lawandra – ASEAN – julie.lawandra@techdata.com

Europe

George Troughton – george.troughton@techdata.eu
Titus Binnema – titus.binnema@techdata.com

Corporate

Arleen Quiñones – arleen.quinones@techdata.com
Bobby Eagle – bobby.eagle@techdata.com

Specialty Solution Businesses

Joel Chimoindes (Maverick AV Solutions) – joel.chimoindes@tdmaverick.eu
Séamus Hurley (Datech Solutions) – seamus.hurley@tddatech.eu
Sarah Jenkin (Harvey) (GCC) - sarah.jenkin@techdata.com
MJ Patent (GLM) - mj.patent@techdata.com