

Subject: New Emerson Impact Partner Brand Guidelines Now Available

Emerson Impact Partner Presidents and Colleagues,

I'm pleased to announce that an update to the Emerson Impact Partner brand guidelines (Rev 4) is now available for download on Emerson's Global Marketing Portal.

<https://sales.emersonprocess.com/marketing/guidelinestemplates/Pages/GuidelinesAndTemplates.aspx>

(Login with your Emerson Network details – e.g. domain\username + password)



The updated guideline contains the specifications you need to correctly and consistently apply the Emerson and Emerson Impact Partners harmonized branding in some of the most common applications, including...

- Exterior and interior signage
- Vehicle wraps
- Service uniforms and PPE
- And more

It is expected that these guidelines will provide you the necessary detail to meet substantial completion of your facility and vehicle signage by the end of Q3 FY19. You are also encouraged to continue submitting designs for approval and/or questions through the Channel.Brand@Emerson.com site. Additionally, Emerson and the Impact Partners are actively working the requirements for website design and a common style guide, as such this guideline will be updated once that phase is complete.

You now have a great resource to ensure consistency, clarity and professionalism in all that you create and communicate with the harmonized branding. We will also continue to update this document for additional use cases in future updates.



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