more sensors, more solutions

Brand Identity and Style Guide

FEBRUARY 2024

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INTRODUCTION

Along with our quality products and solutions, expertise, experience and integrity, our brand is one of our most valuable assets. This ***Brand Identity & Style Guide*** has been carefully crafted to ensure we are properly and authentically representing Banner Engineering through all of our Corporate collateral to promote brand continuity.

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Our Brand

Who is Banner Engineering?

Customers worldwide choose Banner for its reputation of quality engineered products. With engineers employed in nearly every major department, engineering is in our DNA. Our commitment to innovation shows through a continuous, market-driven evolution of products and technology.

How we present ourselves to our partners, customers and the world should reflect these commitments and be a strong statement of who we are as a company.

Each time a customer hears our name, sees our logo, visits our website, reads our literature, and interacts with our social media, a connection is being made. With each connection we make, we have an opportunity to define our brand and tell our story. We want to create emotional connections with our customers every single day, to do so effectively, we must remain consistent in our branding and storytelling.

Throughout this Brand Identity & Style Guide, you will find an intuitively organized and easy-to-read display of approved design style information for Banner Engineering. Contents range from the use of our logo, typography, color, and key design elements to how these elements are displayed visually for print, web, and video. Each element was chosen for a specific reason: to represent Banner Engineering in a manner consistent with evolving design trends and following best practices for our print and digital platforms. Following the guidelines that we have laid out will help ensure that the connections we make with our customers are consistent with who we are as a company.

Logo Family

The Banner Engineering logo is a key element to our brand identity. Whether using the logo with or without the slogan, it should be used wherever possible. If using the logo with the slogan “more sensors, more solutions”, changing the font or text of the slogan is prohibited.

Common & Legal Name

Our common name is “Banner Engineering” or “Banner”. Our legal name is “Banner Engineering Corp.”. Please be sure to not deviate from our common and legal name usage. Any other versions are technically incorrect. The use of our legal name, Banner Engineering Corp., is required to be used on the following:

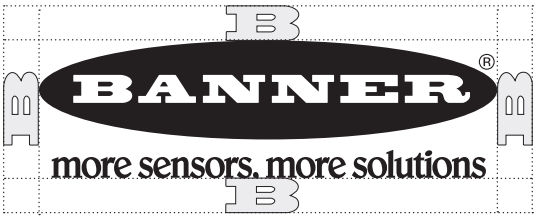
- Invoices
- Checks
- Purchase orders
- Papers to be filed with governmental agencies or offices
- Documents requiring the signature of an officer of the corporation

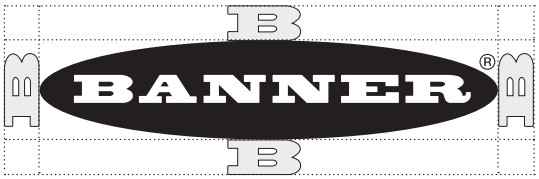
Logo Sizing & Ratio

When adjusting the size of the logo, make sure it is sized proportionally. You should be able to accomplish this by holding the “shift” key while adjusting the overall size of the logo. The following size ratios should be maintained: 1 : 3.26 for the logo with the slogan and 1 : 4.63 for the logo without the slogan.

Logo’s Area of Isolation

In order to maintain the integrity of the logo and avoid visual clutter surrounding the logo, the area of isolation needs to remain clear of any other content or visual assets; no copy, images, or other graphic elements should infringe in this area. The width and height of the area of isolation is equivalent to the height of the “B” in the Banner logo oval, with or without the slogan.

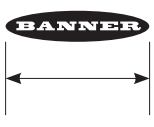




Minimum Acceptable Size

Our brand must always appear crisp, with a high resolution, whether it’s displayed digitally or in print. It’s important to consider the limitations of various media when sizing the logo. If the logo becomes small enough where the registration mark and/or slogan is no longer legible, please use the logo variation without them.

Print: The minimum acceptable size is .75 inches or 19 mm in length.



.75 in or 19 mm

Web: The minimum acceptable size is 90 pixels in length.

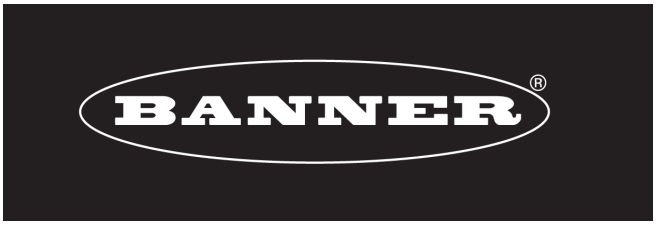
90 pixels

Our Brand (cont.)

Logo Presentation

In most situations, the black Banner logo will be dropped over the background. However, when the background becomes too dark, i.e. a black background, the logo containing the white outline and white text should be used, as displayed below.

WCC Content ID: 188064



WCC Content ID: BANNER_LOGO_OUTLINE

Special Applications

For instances including promotions, invitations, and announcements, there are additional logo uses permitted. When utilizing the following variations, please be sure to request a test sample or imprint from the vendor prior to final execution. Every material is different and the legibility of the logo is paramount. Please note that any other special applications of the logo require approval from Banner.

Two-level Emboss

Two-level Deboss

Spot Varnish

Incorrect Logo Usage

Any deviation from the acceptable logos can undermine our valued corporate identity. To ensure proper application of our corporate logo, please only use the artwork supplied by Banner. Please reference this list for further guidelines when it comes to using the Banner logo. For a visual reference in regards to the bulleted list below, please see the next page.

- Do not size the logo non-proportionally.
- Do not distort the logo in any way.
- Do not place the logo at an angle.
- Do not substitute the font assigned to the logo.
- Do not drop the logo into text as running copy.
- Do not change the color of the logo.
- Do not change the font of the tag line.
- Do not use multiple or screened logos.
- Do not use photocopied, low-resolution, or other low-quality logo artwork.

Incorrect Logo Usage Examples

DO NOT size logo non-proportionally

DO NOT distort in any way

DO NOT place the logo on an angle

DO NOT substitute type

The logo IS NOT to be dropped into text as part of running copy.

No longer acceptable

DO NOT change the logo color

DO NOT change the font of the tag line

DO NOT use multiple or screened logos

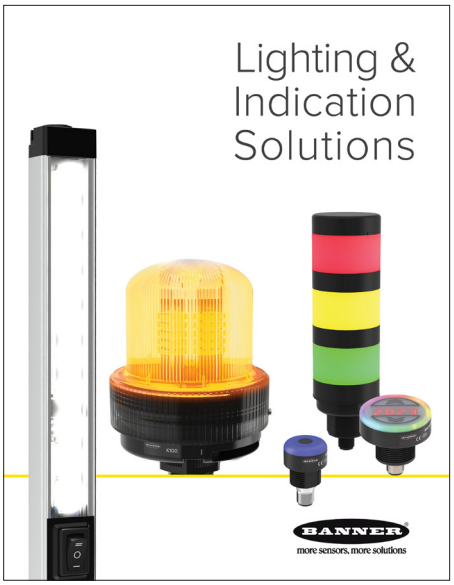
DO NOT use photocopied, faxed, low resolution or other low-quality artwork

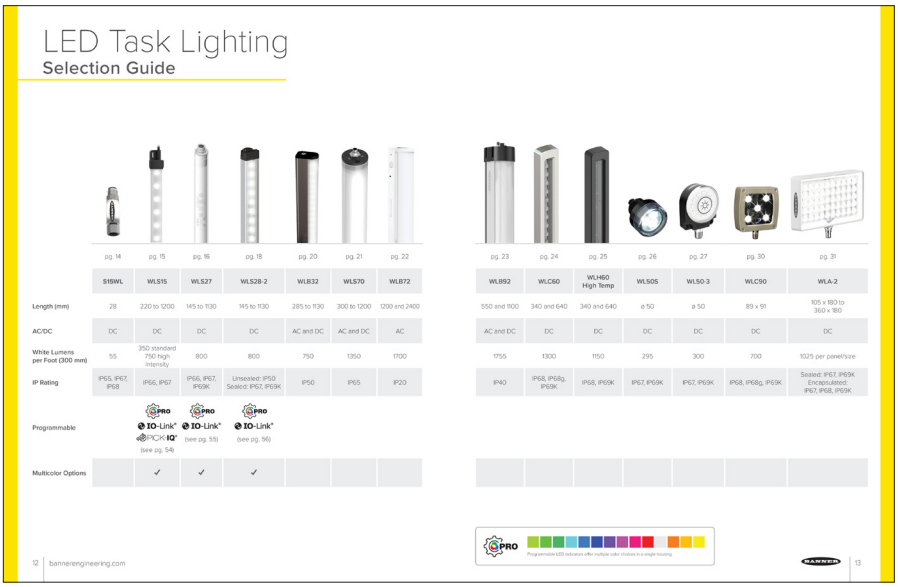
No longer acceptable

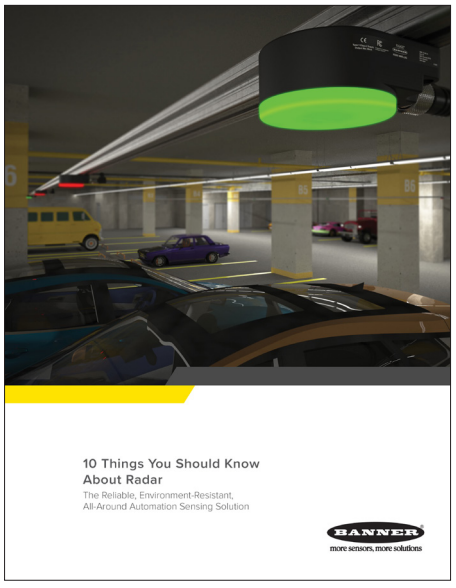
Our Brand (cont.)

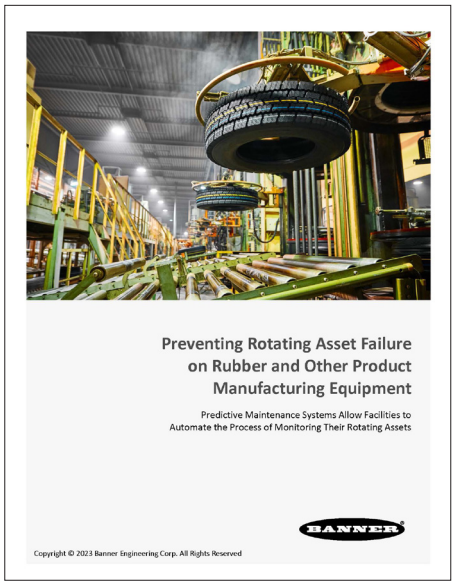
Relative Placement of Logo

In print, the preferred placement for the Banner logo varies based on the layout of the design; whether it's a cover, advertisement, or footer design, etc. A clear display of the logo is key. When the logo is used on a cover design, it needs to be an obvious key element on the page. The most specific direction for logo placement is saved for the footer of a document. When displaying the logo in the footer, place it in the bottom right-hand corner. They will constantly be reminded of the Banner brand with each page turn because their thumb will be in the same location as the logo.









Logo Placement on Products

Consistent usage of the logo on products, as well as in literature, help build recognition. In an attempt to keep the cost of the products at a minimum, there are other methods of displaying the logo that are only acceptable on Banner products. The same method applies here as it does with print and web display, if the registered trademark symbol becomes too difficult to read, it should be removed to ensure the logo is being displayed at a high resolution with crisp edges.

Guide for Logos on Products

	White Letters	White Letters			Transparent Letters	Transparent Letters	Notes
Logo Part No.	188064	188065	188062	188063	188551	188552	
Laser Marking							
Any Substrate			X	X			Faster production & costs less with oulined logo
Pad Printing							
Valox (polyester), Yellow			X	X	X	X	
Valox, Black			X	X	X	X	
Polycarbonate (PC), Yellow			X	X	X	X	
Polycarbonate, Black			X	X	X	X	
PC/ABS Blend, Yellow			X	X	X	X	
PC/ABS Blend, Black			X	X	X	X	
ABS, Yellow			X	X	X	X	
ABS, Black			X	X	X	X	
In-house Label Printing							
Light Colored Base	X	X					
Dark Colored Base			X	X			
Transparent Base	X	X	X	X			
Commercial Printing & Packaging							
Light Colored Base	X	X					White letters & black oval where possible
Dark Colored Base			X	X			
Transparent Base	X	X	X	X			

Primary Colors for Print

PANTONE

Spot Color, Coated Paper:
115 C

Spot Color, Uncoated Paper:
108U / 108CVU

CMYK

Four Color Process:
C 0 M 7 Y 100 K 0

CMYK

Four Color Process:
C 0 M 0 Y 0 K 100

PANTONE

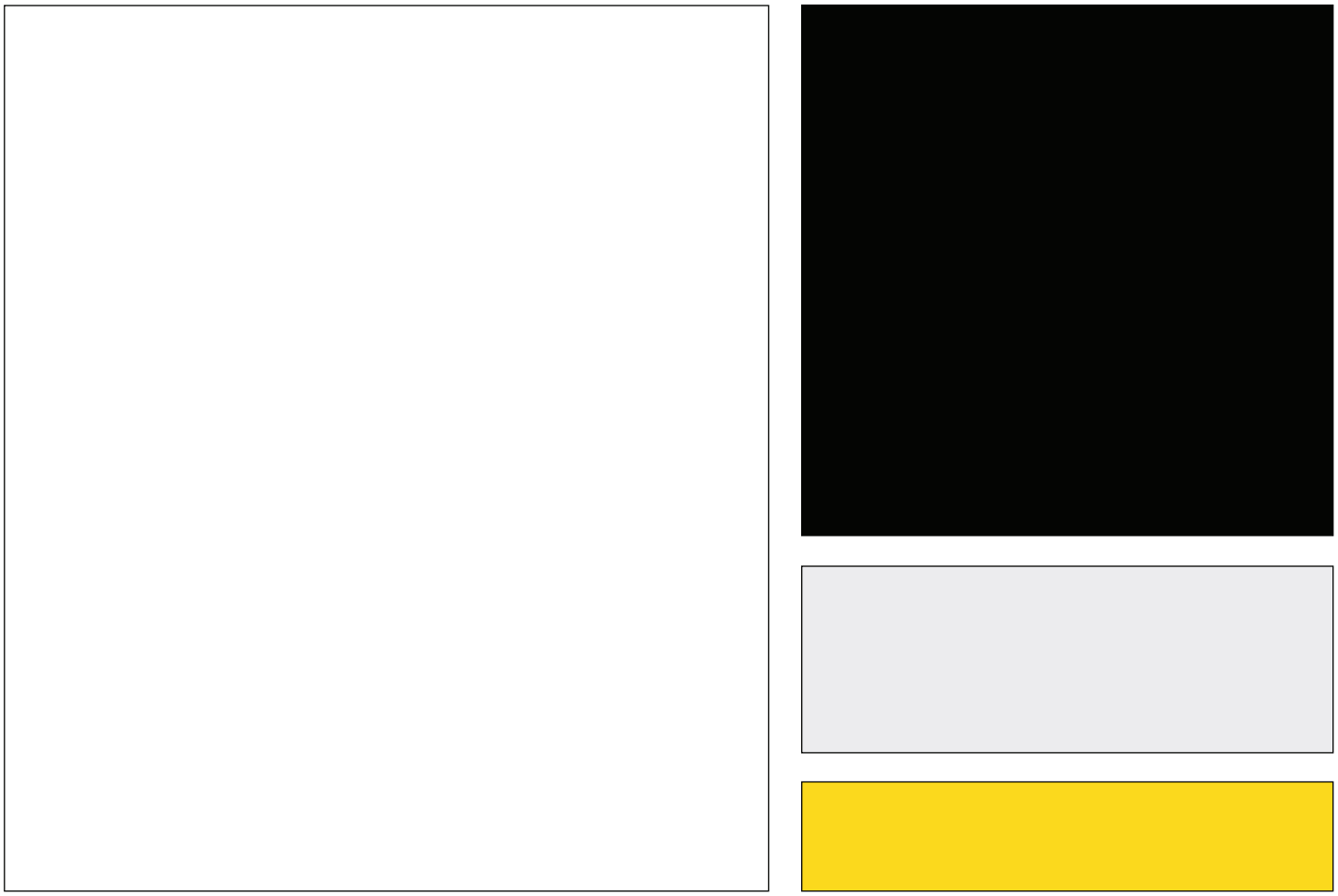
Spot Color, Coated Paper:
7541C

Spot Color, Uncoated Paper:
649U

CMYK

Four Color Process:
C 0 M 0 Y 0 K 8

Ratio of Colors Used



Primary Colors for Web

RGB
Web / On-screen / PowerPoint:
R 255 G 214 B 0

HEX (Hexidecimal)
Web / On-screen:
#FFD600

RGB
Web / On-screen / PowerPoint:
R 0 G 0 B 0

HEX (Hexidecimal)
Web / On-screen:
#000000

RGB
Web / On-screen / PowerPoint:
R 74 G 74 B 74

HEX (Hexidecimal)
Web / On-screen:
#4A4A4A

RGB
Web / On-screen / PowerPoint:
R 129 G 128 B 145

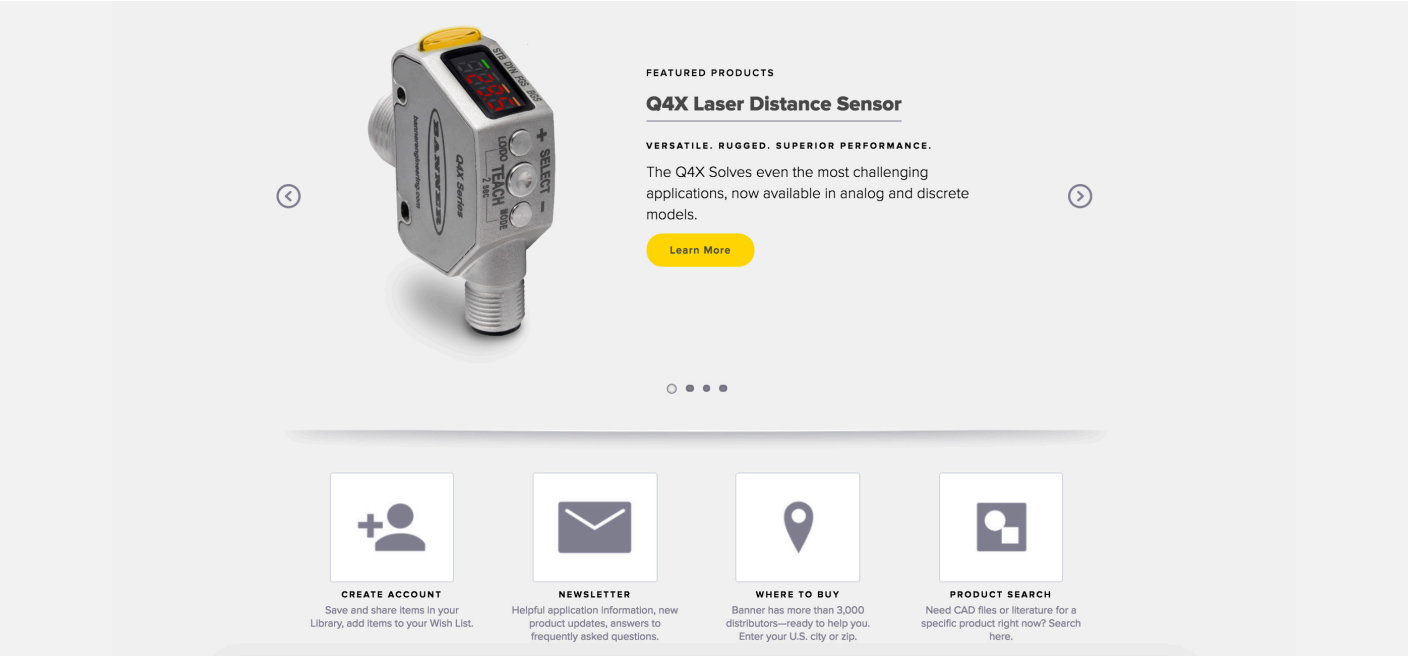
HEX (Hexidecimal)
Web / On-screen:
#818091

RGB
Web / On-screen / PowerPoint:
R 212 G 215 B 224

HEX (Hexidecimal)
Web / On-screen:
#D4D7E0

RGB
Web / On-screen / PowerPoint:
R 246 G 246 B 246

HEX (Hexidecimal)
Web / On-screen:
#F2F2F2



Primary Typefaces for Print

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H1, Main Headline

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H2 Sub-head, which is used below the H1 or as a sub-head anywhere in a document.

Proxima Nova Medium
ABCDEFGHIJKLMNOPQRSTUVaWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H3, which is smaller than an H2. This typeface can also be applied to body copy as **bold text** if needing to bold Light Extended.

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy

Proxima Nova Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This typeface should be applied to body copy as **bold text**.

Primary Typefaces

The primary typefaces listed above are part of the Proxima Nova by Mark Simonson family. If they are available on your system, they should be used for all print collateral. However, Marketing is presumably the only department with full access to these fonts. If you do not have access to the primary typefaces listed above, please reference the Secondary Typefaces listed on the following page.

Secondary Typefaces for Print

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H1 & bold text in body copy

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H2 Sub-head, which is used below the H1 or as a sub-head anywhere in a document, as well as body copy.

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This typeface can be applied to body copy to add emphasis to text or to help text stand out from the rest of the message.

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This typeface can be applied to body copy to add emphasis to text or to help text stand out from the rest of the message.

Secondary Typefaces

The secondary typefaces listed above are part of the Calibri family. This typeface should be universally available for all individuals. Secondary typeface styles should only be utilized in corporate correspondence when you do not have access to the primary typefaces listed under Primary Typefaces.

Primary Typefaces for Web

Proxima Nova Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H1, main headline

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H2 Sub-head & button text

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

H3, H4, H5, table categories, modal table titles, & mega-nav categories

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Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Table-data, date, date larger (italic), H5 link, mega-nav menu items

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Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Paragraph/body copy, paragraph with bullets, small paragraph text, light-leading, & field label

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Primary Typefaces

The primary typefaces listed above are part of the Proxima Nova family. Proxima Nova is to be used on the website, bannerengineering.com, digital ads, videos, and eNewsletters/headers. It should not be excluded from any print collateral.

Visual Language

Straight-on profile shots are compelling and dramatic.

Apply a subtle drop shadow to avoid creating a sense of floating.

Be creative with angles for hero shots.

Compelling Product Photography

Whether capturing hero or isometric product shots, we need to create compelling images that evoke interest and admiration of our products. This is done by utilizing composition and clarity in the overall image. All photography should be edited using professional software to confirm white balance and remove any blemishes to create an exceptionally polished final product image presentation.

Hero shots are primarily used on a cover (see the images above). They are meant to create a visual statement that encompasses relevance, context, value, and emotion. This is our chance to show the passion the engineers had when designing the product. The image may be lacking detail of the product (e.g. screen displays, sensor lights, etc.), but we want the cover image to be appealing and artistic. Featuring a compelling product image on the cover will help lead the reader to open the literature piece to learn more about that product and its solutions.

Isometric and other miscellaneous angles or views in a product image are only used to help highlight features of a product (e.g. screen displays, sensor lights, etc.) for the purpose of call-outs. These images may not look as creative as far as composition goes, but their main purpose is to inform while still being displayed as a compelling product image.

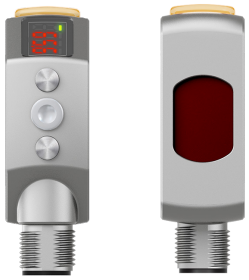
Visual Language (cont.)

Image Renders

Whether we are creating rendered product or solution images, each image needs to be as photo-realistic as possible. Achieving photo-realistic images provides a professional appearance with compelling imagery to use throughout all Banner collateral. The creation of these images should be treated the same as photography: compelling imagery for the main hero image, followed by secondary compelling angles to highlight key features of the product.

Hero example showing compelling angle of the product.

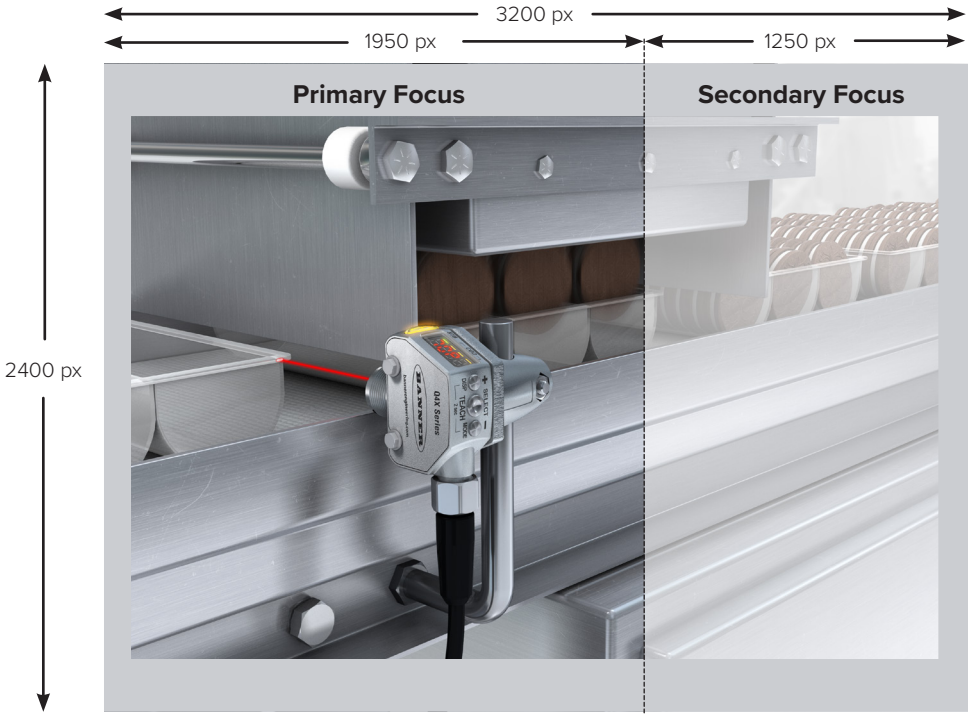
Alternate example showing a second view of the product.



Alternate example showing a third and fourth view of the product.

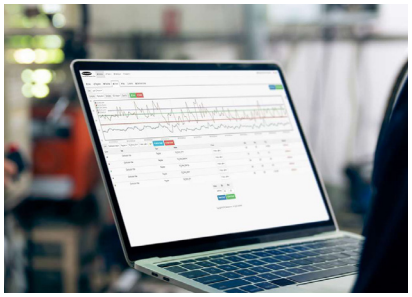
Solution Image Renders

When creating solution imagery, we want to create versatile images that can be reused. In order to meet this requirement, please follow the same rules that apply to photography: utilize composition, rule of thirds, symmetry, framing, and a well thought-out crop. Please also abide by the guide displayed below. The Primary and Secondary Focus can be flipped to be shown on both the right or the left. The purpose of the secondary image space is to allow for the possibility of a text overlay that would be displayed with the image.



Stock Photography

Imagery should contain yellow whenever possible. As the image release allows, editing the image using a professional software is appropriate to achieve the final result best suited for how the image is being used. This could vary between an image's use on the web with a text overlay versus how it gets used in print. If the image will not be used with a text overlay, be sure the white balance is correct and that it utilizes photography elements including the rule of thirds, movement, symmetry, and composition. Avoid using images that aren't professional, as well as images that display more than 25% of a competitor's color. However, it is encouraged to change the color of an object within a photo to better match the Banner brand. Choosing images with people will need prior approval before purchase. If images with people are unavoidable, finding images of people that are relatable to the industries and operations are preferred.



Iconography

A clean design with a powerful message is the approach we are taking with all Banner collateral. In order to remain consistent in every asset design, iconography needs to be kept simple, as well. This means to keep the overall design clean and not too busy while using at most only two colors with a soft graident in the upwards direction. Icons used by Banner should be easily recognizable and prepared for both print and digital use. All icons should be uploaded to the AEM DAM for the purpose of having an accessible library for reuse and reference for design.

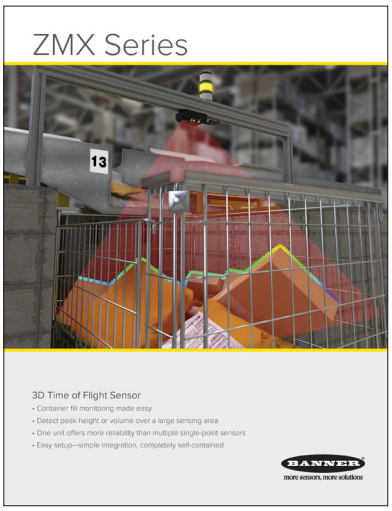
Design Principles

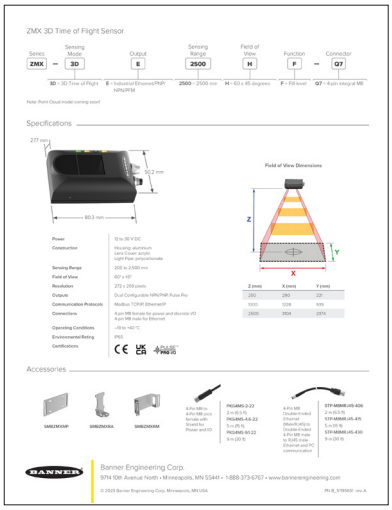
Key Design Elements

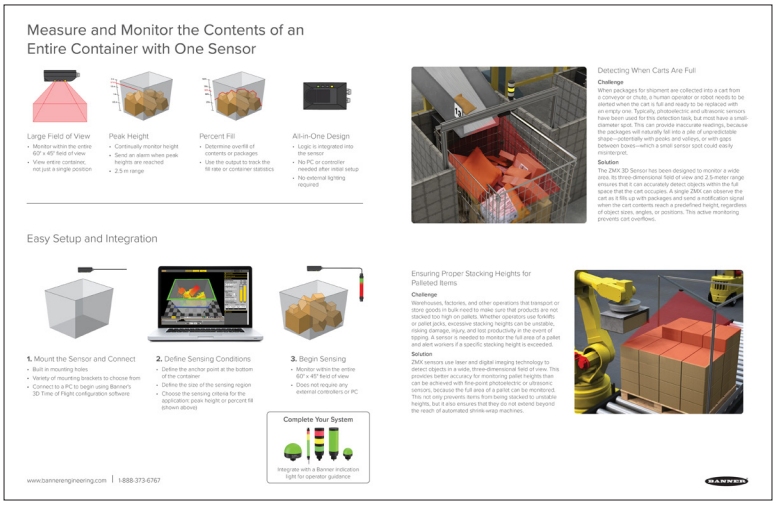
Consistent visual identities create brand continuity, which is highly important when it comes to the recognition of our brand to all of our audiences. We achieve brand continuity by using key distinctive elements in each design to ensure our collateral is formatted to match the Banner brand. These key elements include: color, prominent and compelling imagery, simplified text, and the Banner logo with or without the slogan.

- Subtle use of Banner yellow to highlight and bring attention to key areas of the design and action items
- Use of gray as a full or partial background color
- Simplified text
- Prominent and compelling imagery
- Use of white space to allow the eye to rest and create a simplified, easy-to-read design
- Black for print or digital advertising to stand out from the rest

Print







The example shown to the left is the Sell Sheet. It displays all key elements for consistent print design to create and maintain brand continuity. These same elements should be carried into other print collateral and used appropriately.

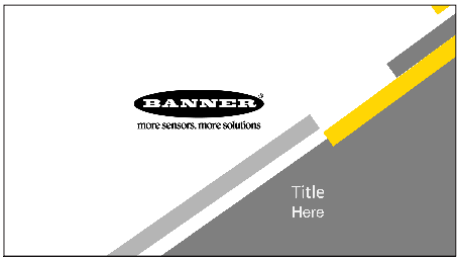
In each piece we create, we want to create:

- Expectation
- Curiosity
- Interest
- Passion
- Inspiration
- Hope
- Impact
- Authenticity

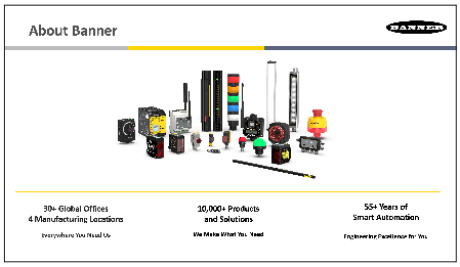
PowerPoint

The PowerPoint template utilizes all key elements to create a consistent design and layout for Banner presentations. It has been uploaded to WebCenter for use by all Banner employees.

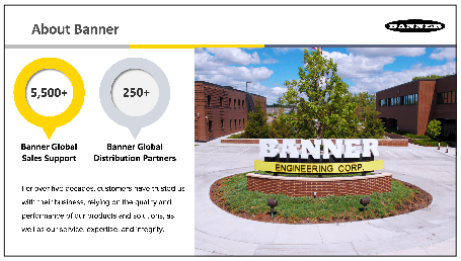
WebCenter Content ID: B_51221476
Blank_PowerPoint_Template



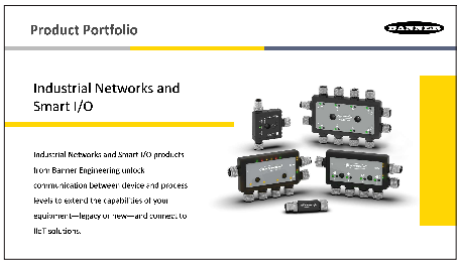
First Slide: Prominent and compelling imagery with minimal text. Here, we are simply introducing the product, topic, or presenter.



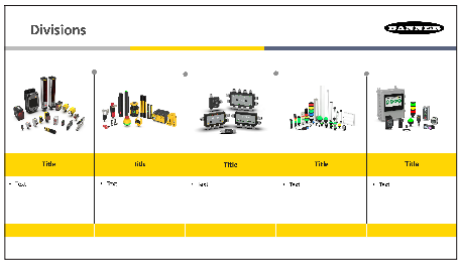
Inside Slide: Prominent and compelling imagery, simplified text, and white space. Keep it simple and easy to read with a quick message.



First Graph Example: Utilizing our Primary Colors for Graphics, this is where you apply those colors to create easy-to-read graphics for presentations.



Inside Slide for Product Portfolio: The use of a hero image to represent a product portfolion provides a clear understanding of which division of Banner is the topic of conversation. Keep it simple and easy to reach with a quick message.



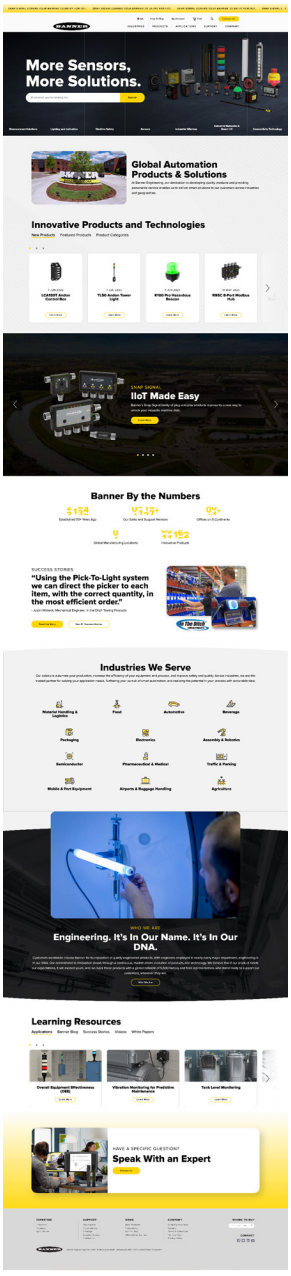
Inside Slide for Divisions: The use of multiple hero images provide a clear view of our product offering, as well as providing a simplified approach to the overall display by eliminating unnecessary text.

Final Slide: The final slide should remain blank to remain consistent with simplified design. This also creates a clear indication the presentation has ended and is open to questions.

Design Principles (cont.)

Digital

Like other Banner collateral, the website design is based on simplicity with white space, prominent product images, compelling industry and solution images, a subtle use of yellow, the introduction of gray, and our Banner logo. When designing for digital platforms, please use Proxima Nova, listed under the Primary Typefaces for Web.



PREHEADER 200 PREHEADER 225

PREHEADER 100 PREHEADER 150 PREHEADER 125

PREHEADER 50 PREHEADER 55

HEADING 150

Heading 100

Heading 250

Heading 200

Heading 350

Heading 300

Heading 400

Heading 450

HEADING 475

Heading 500

HEADING 550

This is “paragraph 200” copy

This is “paragraph 100” copy using the Rich Text component. Header copy scaling ratio is *roughly* the golden ratio of 1.618
Heading styles 200-600 use 1em line height
Body copy uses 1.6em line height
Microcopy uses 1.2em line height

This is
Paragraph 75, which is par 100 but with 1.2em line height

Paragraph 50

This is
Paragraph 45, which is par 50 but with 1.2em line height

This is “paragraph 25” microcopy. This site is protected by reCAPTCHA and the GoogePrivacy Policy and Terms of Service apply.

CTA 100 Learn More

CTA 150 Contact Us

CTA 200 Contact An Engineer

CTA 225

CTA 250 Contact An Engineer

CTA 275 Contact An Engineer

CTA 300 See New Products

CTA 400 Learn More

CTA 450 Learn More

CTA 500 Learn More

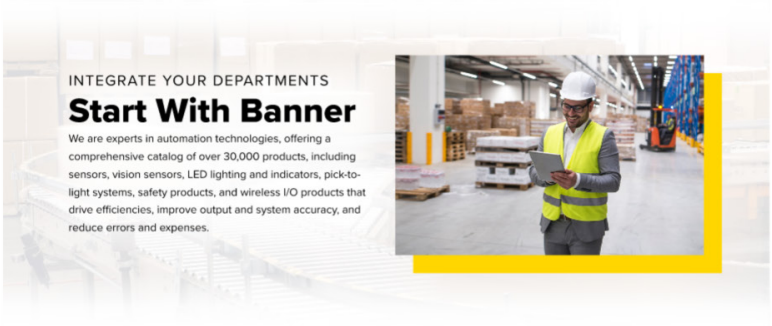
CTA 550 Learn More

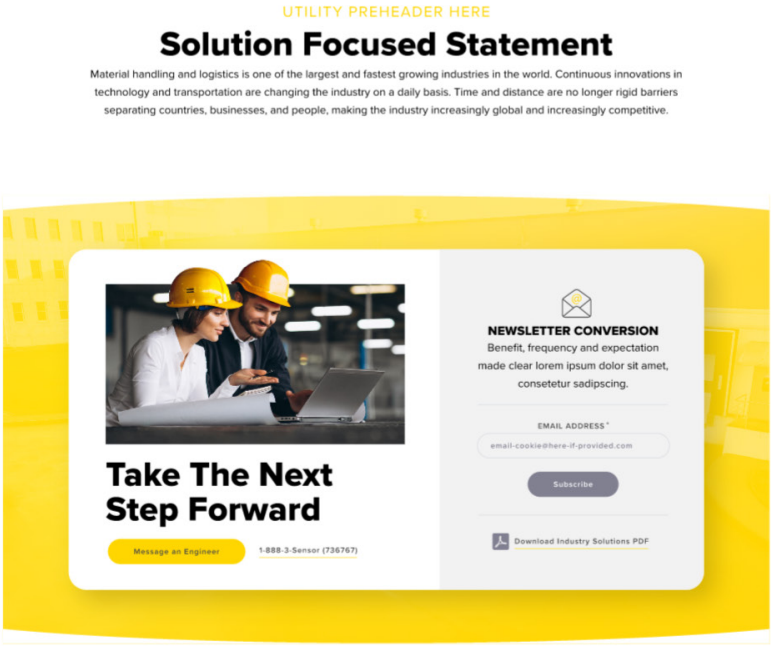
CTA 600 Learn More

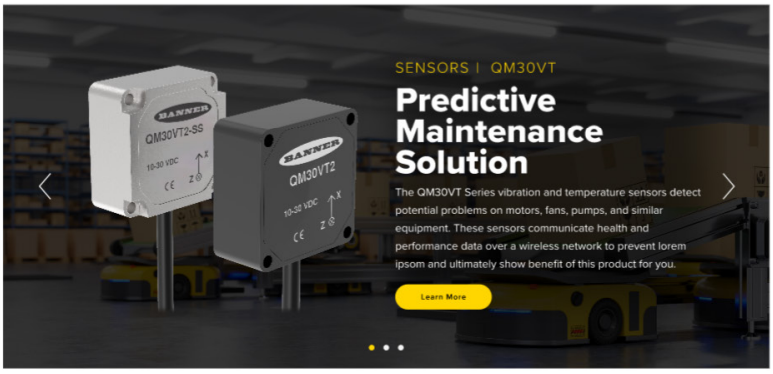
CTA 650 Learn More

300 is often used to separate “like” items, 600 is often used to separate different sections.

25 50 75 100 200 300 400 500 600 700 800







Design Principles (cont.)

Videography

Video is a great tool to encourage engagement with an audience. However, like our other design elements, it is important to remain consistent with the visual elements so our branding is recognizeable. Therefore, we need to display our key design elements with the use of gray, a subtle use of yellow, simplified text using the Primary Typeface for Web (Proxima Nova text styles), and the Banner logo. Each video will vary in purpose, but they all will share one commonality: a primary focus on our products and solutions.

When planning your video, there are several important questions to keep in mind up front to ensure the long-term effectiveness of the video as well as maximize time and resources.

First, it is important to ask whether the content matches the medium. Video is best suited for content that is not easily communicated in text and for content where visual presentation enhances a user's experience and understanding of the topic. For this reason, content like datasheets, data reference guides, and simple installation instructions may be better suited to a document than a video.

Second, it is important to consider whether the video will be short or long term, and whether it will need to be updated frequently (instructions that change often, a product that is evolving quickly, etc.). Videos expend many resources to create, review, and update, so generally a video's lifespan should be at least two years. Consider alternative media if your video will need to be updated more than once every two years.

Finally, consider whether you have adequate time to create the video. In general, video production takes at least four weeks, including scripting, storyboarding, filming, and editing. After this is complete, marketing will need time to review the piece to ensure brand consistency and quality. You will also need to time to make any required changes. Please plan your video accordingly.

Videography: Guidelines

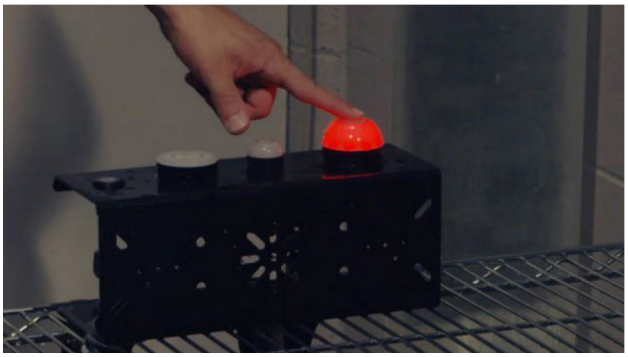
Branding of the Video

- Visual story should be universally understood without sound and without depending on on-screen text.
- Tone should match the brand voice (see page 27 for more information)
- Logo needs to be visible on the video
- Brand Intro (bumper) should display for 3 seconds
- Brand Outro/call-to-action/disclaimer should display for 5-8 seconds (see page 26 for more information)
- All videos need to be high resolution and in focus
- Voiceover volume should be -3 decibels on your audio levels
- Final salable product is mandatory for shooting; no prototypes or demo units allowed
- Corporate copy: This varies based on the type of video and its content. Please see the breakdown of video types for more information beginning on page 25)
- The maximum video length is 2:00 minutes. Tutorial videos may exceed this maximum.
- Script for video: keep it simple with short, easy-to-understand sentences. If content Is extremely technical and cannot be simplified further, consider a written medium instead of video.

Visual Design

- Use a light gray vignette, or use the file provided, and a Blend Mode set to “Multiply”
- Using an HD Title Safe area is required to avoid video content getting cut off or not displaying correctly on a user’s screen.
- Visual designs and icons should be self-descriptive and readable as a stand-alone element. When design alone cannot tell the story, abstraction of elements is suggested. For animated videos, photos should never be mixed with graphic elements. Avoid cartoonish iconography, as well as those with alternative inappropriate or offensive connotations.
- An appropriate use of white space for text overlay is required. The viewer shouldn’t have to pause the video to read the text. Also, please note that we do not translate on-screen text. Keeping on-screen text to a minimum ensures accessibility for our international audiences.
- The overall brightness of a video should be clear, not too dark, not blown-out, and with a respectful white-balance for a clear display of the video content.

Good lighting example.



Low lighting example.

Audio Design

Sound design and special effects should only be used to enhance user experience and should not be distracting. All music and audio must be legally licensed and referenced. Royalty free music from premiumbeat.com is preferred.

Voiceover is to be produced through Voices.com (all videos, except tutorials). There is a hierarchy of talent through voices.com that is recommended.

- Primary voiceover artist for the best representation of Banner is Dean Wendt.

Background music should be around 120 bpm to match a natural speaking rhythm. Music that is too fast or slow can be distracting and detract from the message of the video.

Design Principles (cont.)

Copyright/Legal in Video/Animations/Images

Every video needs to end with a call-to-action and copyright segment with the year the video was produced. For example: "©<year> **Banner Engineering Corp.**" There are a few simple guidelines to produce legal content.

All brand and organization names, graphic art, logos, obvious product examples, and representations must be licensed or have a written waiver to allow use. Do not show labels and logos. If this is unavoidable, please use an editing software to remove them. Otherwise, trademark and trade dress laws are being violated. Also, all stock photos and videos must be legally licensed and referenced. Please, no clip art.

Model release forms need to be signed by any Banner employees that appear in the video. Another option is that actors should be covered by a work-for-hire or employment agreements.

All product and tutorial videos must include the **legal disclaimer** created by Banner's legal team: "**Proper application and installation is critical. Each product includes installation instructions and a manual online at bannerengineering.com that must be carefully read and followed.**"

Overview Video or Animation

Audience: Awareness/Consideration

Who Creates Them? Professional Videographers (In-house and Contract)

Strategy: Overview videos are educational and introduce new audiences to Banner's capabilities, often crossing multiple product divisions. Overview videos explain complex engineering topics in a visual and easy to understand way, positioning Banner as a thought leader in key aspects of industrial automation. Overview videos are primarily animated. The video is focused on technology, solutions, and applications

Promotion: Social media, public relations, paid advertising, email, product pages, and the solutions section of bannerengineering.com

Runtime: 15 seconds to 2 minutes

Reference: https://www.youtube.com/watch?v=r9F-H9gu5_o

Product Video

Audience: Consideration/Decision

Who Creates Them? Professional Videographers (In House)

Strategy: Product videos highlight the key benefits of an individual product or a product family. Product videos should primarily be live action, but they can also include animations. Product videos are created to accompany a new product launch, and key messages should match the messaging in the sell sheet, product announcement, and other launch collateral.

Promotion: Social media, public relations, email, product pages

Runtime: 30 seconds to 2 minutes

Reference: https://www.youtube.com/watch?v=u_efCPoC6jg&t=1s

How-To Videos

Audience: Existing Customers and Sales Channel

Who Creates Them? Applications Engineers, Business Development, Product Management

Strategy: Post-sale support videos are tutorials demonstrating how to use Banner hardware, software, or a combination of both. Tutorials are instructional how-to videos that walk a user through each step in a complicated process. A video is an appropriate choice for challenging processes that require multiple steps that are not easily conveyed in still images and text.

Runtime: No set time is required as each How-To will have a different runtime

Reference: https://www.youtube.com/watch?v=vW638mQ7DQY

Videography: Bumper & Into/Outro Alignment

Aligning the Main Audio Clip

Drop the main segment audio clip and the intro bumper on the first frame of your video. The two medias will sync together at frame 00:00:18 and 00:02:18 creating an ideal intro. This intro should be consistently aligned. This will cover the majority of your audio needs throughout your clip.

Aligning the Ending Audio Clip

the ending audio clip has a "rising tension" section before a setlling and calming section. The outro clip and brand slogan should coincide with the calming section of the audio and fade out with the faded audio. Place the ending audio clip to coincide when the edited video ends. Your outro video should fade to black with the audio fade.

Bridging the Middle

Time the main segment audio to align with the outro. Push and pull the audio bridge so that the main beat (ever 12 frames) are in sync. The ending audio is flexible, so move that clip around to align the main beats. If more audio is necessary to bridge the two sections, there is a looping audio clip provided that can be stacked repeatedly. It will be up to the editor to decide how to best overlap these measures.

Bumper design to be consistently used. Please reach out to Banner's Marketing Department for the file.

Design Principles (cont.)

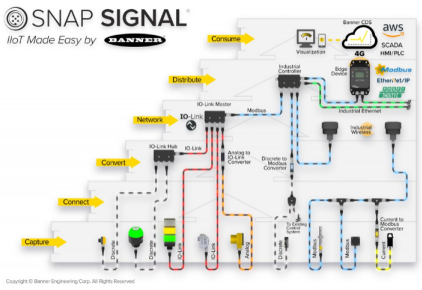
Brand Voice

CHARACTERISTIC	BANNER VALUE	DESCRIPTION	DO	DO NOT
Innovative (but not trendy)	Innovative Solutions Every Day	We are intelligent, knowledgeable, and innovative in our markets. We are flexible and respond to changing industry requirements.	Be informative. Educate engineers on new ideas and technologies. Speak with authority and intelligence. Present unique and interesting perspectives on trending topics.	Use slang, puns, or cliches.
Premium (but not "stuffy")	Accountability Focused	We are a premium brand with high quality products. Our products meet or exceed the expectations of our customers.	Maintain a tone of authority. Be balanced and objective.	Try to be funny, goofy, or clever. Overuse exclamation points. Use emoji.
Easy to Do Business With	Customer Driven	We are authentic and care about our customers. We respect their intelligence while making our communication clear and easy to understand.	Use active tense. Explain complex topics clearly. Keep sentences short and to the point.	Use jargon. Be wordy. Write in passive tense. Use a big word when a simpler one will do.
Authentic	Integrity Always	We maintain the highest standard of moral and ethical conduct. We treat others with respect, courtesy, and professionalism.	Be honest and direct. Be conversational but still professional. Show don't tell.	Use marketing jargon or superlatives. Overpromise. Oversell product capabilities. Be too casual.

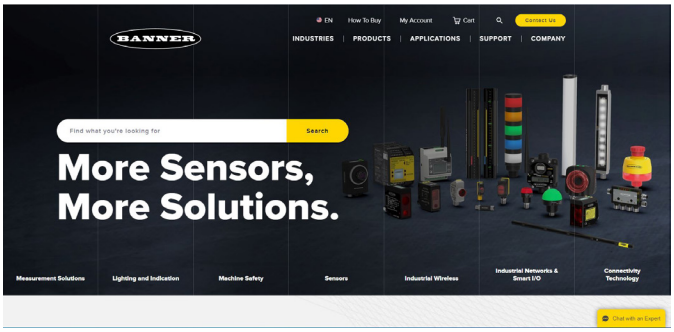
Brand Continuity

By maintaining visual consistencies, we create brand continuity. This will create a more enjoyable experience for our audiences and create a smooth transition from one piece of collateral to another. Below is an example of that smooth transition. You can see the key elements that are used in each piece with proper balance between those visual elements which creates a unified design and layout consistently throughout all of Banner's collateral.

Literature appears on web pages



Email Signatures mimick's animation used on Snap Signal page



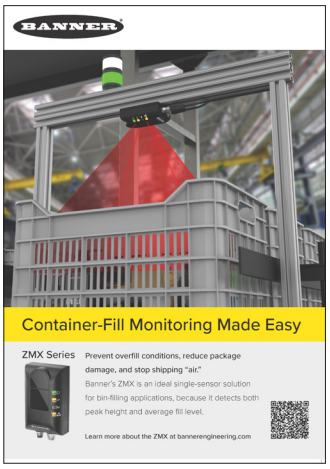
NPRA, Insider, and many other headers mimicks home page hero

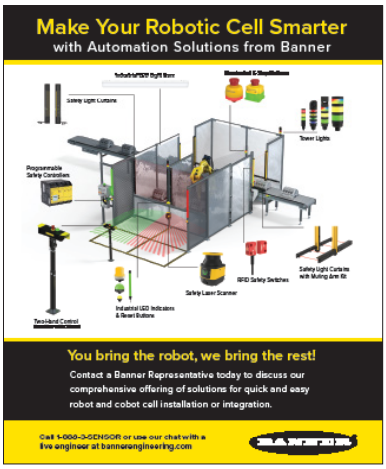
Design Principles (cont.)

Advertising and Social Media

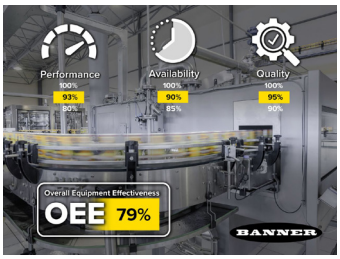
By maintaining visual consistencies, we continue our brand continuity. Below are examples of print advertising and social media where a uniform look is present and makes for an easy brand recognition in the marketplace.

Print Advertisements





Social Media Advertisements



Product Labeling

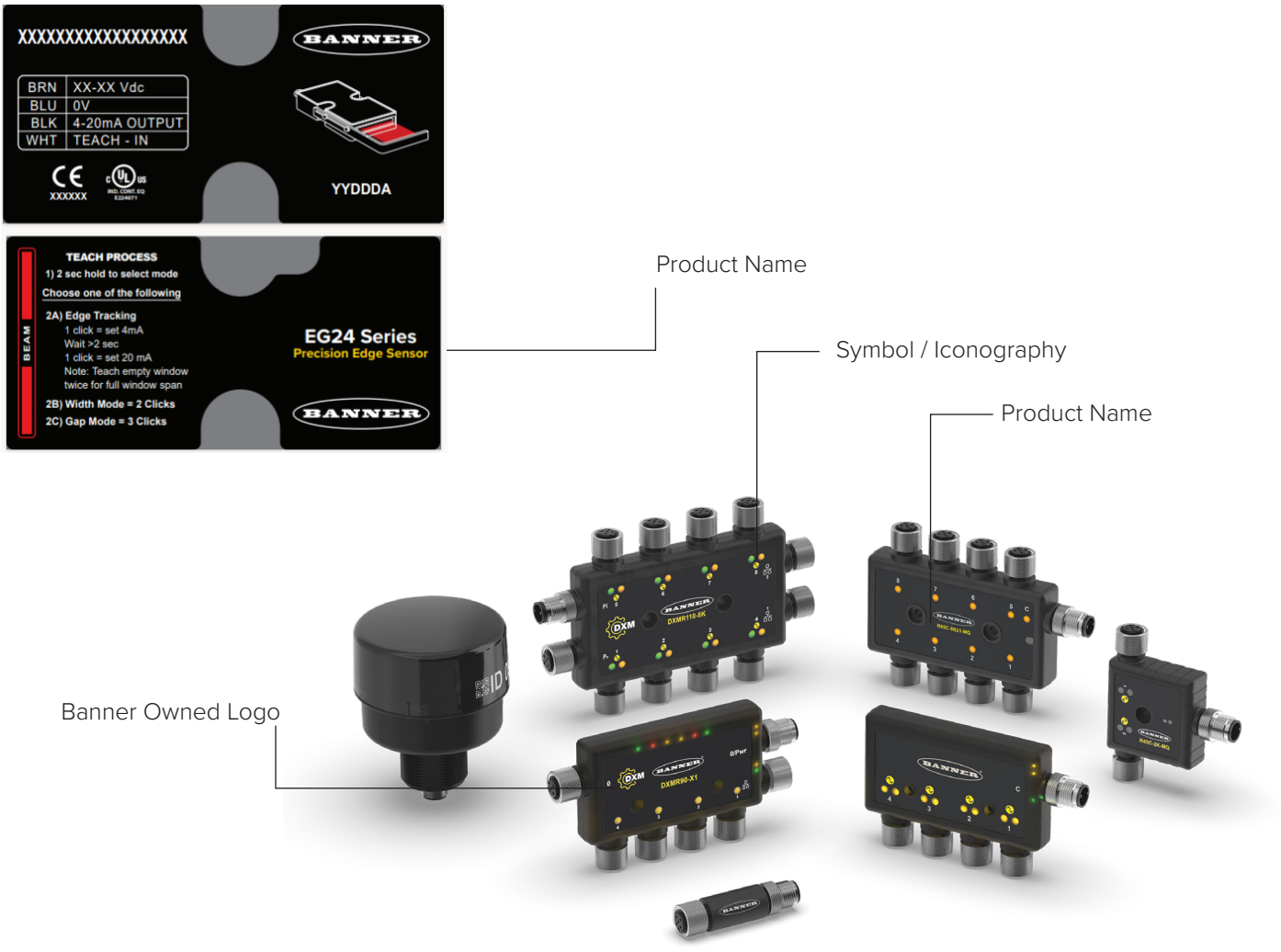
Color Usage

The suggested color usage for product labling varies based on the product. The general guideline is that all labels should use the Arial font and then use white letters on a black label. For gray or light colored labels all fonts should be in black.

Tables should be drawn in white or black based on the labels background color. Compliance / Certification should will also follow this guideline.

Where Banner Yellow Can Be Used:
Model numbers, Model names, Symbols / Iconography, and Banner owned Symbols and logos are areas that can have Banner's PMS 115C Yellow applied to. The use of Yellow on lables is to be used solely for the purpose of distinction where competing Model numbers, Model names, Symbols / Iconography may blend in and not show distinction.

Examples below show the various use cases of the approved use of yellow



Trademarks & Registration

About Trademarks

Trademarks are essential for building consistent product branding and for preventing others from exploiting our brand recognition. They identify a product family or emphasize a common feature of several families.

All branded marks initially bear the unregistered trademark™. If a mark warrants a full registration based upon market position and competitive landscape, registration for the mark is requested from the US Patent and Trademark Office (USPTO). Proper use of all pending or registered trademarks is essential to consistently maintain and protect trademarks. To review a complete list of our trademarks, visit bannerengineering.com/.

Trademarks & Naming of Products

Careful consideration must be taken before selecting or registering marks due to the international markets in which Banner participates. The diverse cultures and markets must be considered when naming Banner products. A trademark chosen for the United States market may have a substantially different meaning in the international market. Too many trademarks can also diminish the effectiveness of the Banner brand. For the reasons listed above, all trademarks and naming of products must be approved by Banner officers.

When to Use the ® or ™

In order to obtain protection against others who may be using Banner marks without permission, the mark must both be registered in the country where protection is sought and must include the circle "R" ®. The ® provides notice to others that the mark is registered. The ™ is an optional designation to indicate protection is being sought for the mark; an application for the mark has been submitted.

®

The Banner logo is always registered unless the ® is too small to be legible, in which case, it is left off.

If an advertisement or any other form of literature is being developed for distribution only in the US, use the registered trademark.

TM

All product labels and packaging should be designed with the logo using the ™.

All literature, including advertisements, that are being produced for usage outside the U.S. should use the ™.

International Presentation of Trademarks

We encourage our international partners to use our trademarked brands in their materials that are used outside the US. As a result, when referencing a registered trademark, use the statement "[Product Name] is a registered trademark of Banner Engineering Corp. with the US Patent and Trademark Office."

Banner Engineering Corp.,
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