

Tecumseh

# Global Brand Guidelines

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To: Tecumseh Identity Program participants

Since 1934, the Tecumseh name has been synonymous with technology solutions that improve people's lives. Today, we manufacture from four continents and over fifteen factories for customers in countries around the globe. More than ever, customers rely on Tecumseh. As one of its most valuable company assets, the Tecumseh identity and brand continues to attract new customers and keep the ones we already have. A global unification of Tecumseh's identity communicates our message of commitment and confidence for the future.

Tecumseh's brand identity is much more than logotypes, templates and trademarks. The brand image supports the way people think and feel about and respond to the word "Tecumseh." Every employee and representative is a brand ambassador. We have the opportunity to either strengthen the brand or to cause it to lose some of its luster and prestige with each interaction with our customers.

Generations of Tecumseh employees have built our powerful brands and sub-brands with their hard work, spirit of innovation, passion for quality, and commitment to customers. I am counting on every Tecumseh employee to continue that legacy as we strive to keep our brand promise and build a better world.

This manual has been developed to enable Tecumseh to realize the potential in communicating our message of commitment and confidence as a globally unified organization. All Tecumseh employees, suppliers, and partners are responsible for complying with these identity standards. Please read the guidelines and do everything in your power to assist with full implementation, allowing Tecumseh to continue to reap the benefit of its strong brand.

Sincerely,

Michael S. Noelke  
Executive Vice President  
Sales, Marketing & Engineering



## Responsibilities of Users

Any use of the name "Tecumseh" or elements of its branding which identify or promote product, service or internal activity requires adherence to the Tecumseh Identity Program standards and guidelines. Anyone with responsibility for creating, purchasing or managing communications for the company and its operating units and affiliates - both Tecumseh employees and their authorized suppliers - should carefully review and apply the principles and standards contained in the Tecumseh Global Identity Program document. To achieve the maximum degree of excellence and consistency in all materials, representative items will be continually reviewed at the Global level.

Safeguard the integrity of our company asset through vigilance for instances of misuse of all Tecumseh trademarks. Exercise great care in granting rights of use to others. If requested to grant permission to use the Tecumseh brand mark, consider the request carefully. A trademark is a company asset and should be so viewed. Make certain that:

- the nature and extent of the intended use is understood
- the limitations on use are clearly stated
- Tecumseh ownership of the trademark will be shown

Any documents or items that deviate from the stated guidelines in this manual must be submitted to Tecumseh's Global Marketing Communications Department for approval prior to production. Please allow enough time to evaluate these materials before committing to production. Proposed documents or rough layouts should be submitted in PDF format via e-mail or mailed to the attention of Tecumseh Global Marketing Communications, 1136 Oak Valley Drive, Ann Arbor, MI 48108 or [tecumsehmarketing@tecumseh.com](mailto:tecumsehmarketing@tecumseh.com). In the case of a misuse, please notify Tecumseh Global Marketing Communications.

Note: Contact Tecumseh Global Marketing Communications for special guidelines which may apply to:

- Business units outside the United States
- Affiliates, joint ventures and joint projects
- Wholesalers and sales representatives
- Original Equipment Manufacturers (OEMs)
- Responsibilities of trademark users



### Brand Promise

At the core of our brand, Tecumseh's image stands up to the mission of our company as our standard for excellence. Everything that bears the Tecumseh name should live up to the Tecumseh Brand Promise.

#### ***The Tecumseh Brand Promise:***

*To be the solutions provider of choice to the refrigeration and climate controls markets.*

A brand is the essence of a company and all that it stands for in the consumer's mind. A diversity of products in multiple markets demands a global presence which is well-recognized as a positive brand identity. A first step toward strengthening the awareness and positive image of the Tecumseh brand is consistent use of Tecumseh trademarks and product names on a global basis.

## Brand Signature Trademarks and Copyright

A trademark is a word, symbol or any combination of these used to identify and distinguish the products or services of one company from those of another. Trademarks may be either a signature mark, consisting of symbols, logotypes or other distinctive visual devices, or a word mark, consisting of letters, words or phrases.

The signature mark of the Indian Profile and Tecumseh Script make up the trademark employed by Tecumseh Products Company. This signature is known as the Primary Signature. Other signatures that identify a single product or range of products are known as Secondary Signatures. Tecumseh's signatures are the most prominent expression of the Tecumseh brand. It is vitally important to use them correctly and consistently. Each signature is a piece of custom-designed artwork. Approved artwork may be obtained from Tecumseh's Global Marketing Communications Department.



In the interest of protecting the brand as an asset, it is important that the registered trademark symbol ® appears with the logo at all times. Proper placement of the symbol is at the base of the Indian Profile within the signature logo at a distance equal to its radius, as shown below. The symbol should be no more than 10% of the height of the Indian Profile. The preferred size is 5 points in diameter.

Registration marks are to be governed by local standards, however, all company trademarks and registrations of newly adopted or discontinued marks are to be coordinated by the Tecumseh's Global Marketing Communications Department.

A copyright statement must be applied at least once on all printed materials, PowerPoint®, videos and each website page. Use the following phrase, substituting year of first publication when necessary:

**“© 20XX Tecumseh Products Company. All rights reserved.”**

Due to the costs, liabilities and overall management of trademarks and the impact that they have on the Tecumseh brand, we must insist that all trademark and brand name requests be coordinated through Tecumseh's Global Marketing Communications Department.



### Brand Word Mark Trademarks

Tecumseh utilizes a number of word marks. These marks may or may not compliment a Primary or Secondary Signature. Examples of Tecumseh word marks are Celseon® Masterflux® Silensys® L'Unite Hermetique®, Smen®, and Vector® In all applications, use company word marks according to these guidelines:

- Do not use the word mark as a noun. Instead use a generic name for the product or service immediately following the word mark. For example, use “Masterflux® compressors are good investments” rather than “Masterflux® is a good investment”.
- Do not use a word mark as an adjective to modify any word other than a generic name for one of the company’s products or services.

## Primary Identity Signature

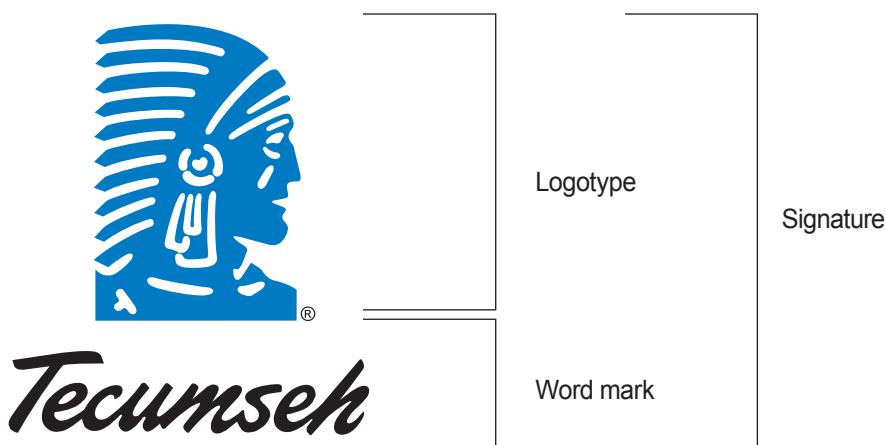
In all applications, display the Primary Signature Logo prominently and maximize selling power by adhering to these guidelines.

Primary signatures must be reproduced in strong contrast to the background. Use marks on even and unpatterned or subdued backgrounds. Do not display marks on patterned or distracting backgrounds because such use diminishes their strength and legibility.

Do not incorporate a Primary Signature into other design elements. It should be placed away from all other words and designs. The company's signatures are designs in themselves. Encircling them with words, graphic designs, shading or outlines alters the design and consequently jeopardizes the impact as well as the exclusive rights gained from years of consistent display. Do not use any mark to form a border, background pattern or object.

Always use authorized reproduction proofs of Primary design marks available from Tecumseh's Global Marketing Communications Department. The marks are available in multiple versions to provide flexibility and to ensure prominent display of the Global marks.

As shown in the illustration below, Tecumseh's primary signature is a combination of the Indian profile, or logotype and the Tecumseh word mark.



Example of Tecumseh's Primary Signature



### Signature Configurations

Tecumseh has two approved Primary Signature configurations. The vertical (logo mark centered directly above word mark) is the preferred signature and should be used whenever possible. However, our signatures must also accommodate a wide variety of uses, from business cards to building signage. To meet all business needs a special use configuration is also available. The approved signature configurations are available from Tecumseh's Global Marketing Communications Department.

This fixed design relationship between the Indian profile and Tecumseh script is not to be altered or changed in any way.

Preferred (vertical)  
two color



*Tecumseh*

Special Use (Horizontal)  
two color



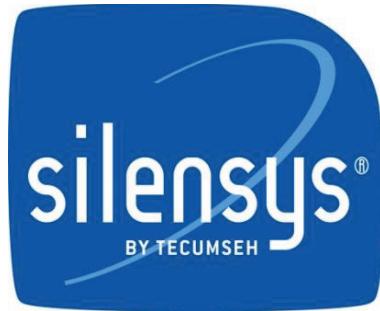
*Tecumseh*

## Secondary Identity Signature

Tecumseh is also known by its Secondary Logotypes developed for business units and/ or product lines.

The Secondary Signature may be placed prominently, but must be paired with a primary mark for proper association. In all applications, display Secondary Signatures prominently and maximize selling power by adhering to these guidelines:

- Secondary marks must be reproduced in strong contrast to the background. This can best be accomplished by using an unpatterned or subdued background. Do not display marks on patterned or distracting backgrounds because such use diminishes their strength and legibility.
- Do not incorporate a Secondary Signature into other design elements. It should be placed away from all other words and designs. The company's design marks are designs in themselves. Encircling them with words, graphic designs, shading or outlines alters the design and consequently jeopardizes the impact as well as the exclusive rights gained from years of consistent display. Do not use a signature to form a border, background pattern or object.
- Always use authorized reproduction proofs of Secondary design marks available from Tecumseh's Global Marketing. The marks are available in multiple versions to provide flexibility and to ensure prominent display of the Global marks.

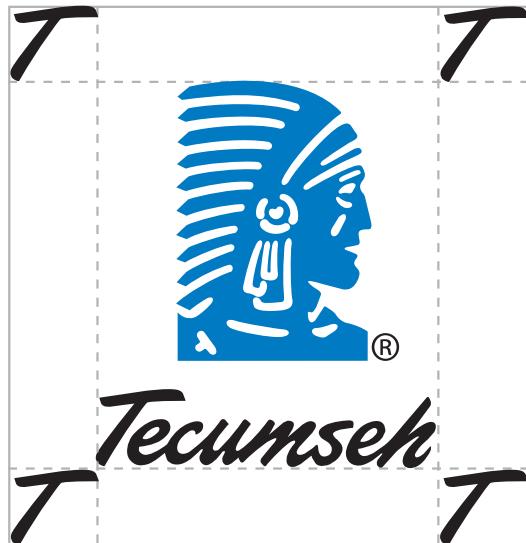
**CELSEON****MASTERFLUX**



### Signature Clear Space

To protect the integrity of the Tecumseh Signature and to ensure its visual effectiveness, a minimum clear space is necessary in all applications. The clear space should be free from all symbols, text or other graphic elements. The clear space on each side of the signature should always be equal to or greater than the height of the "T" in the word mark.

Note: The "T" dimension is equal to the "T" in the Tecumseh Script within the signature.





#### Global Signature

##### Tecumseh Script

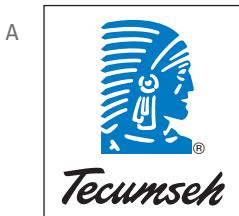
The Tecumseh Script is not a font and should never be typed or reproduced in a word processing format. Always produce the Tecumseh Script in 100% black and do not distort, following the same rules as with the Tecumseh logo as previously outlined in this style guide. It is a trademarked script artwork and is reserved for the use of Tecumseh Global imaging only.

*Tecumseh Products Company*

## Signature Color Variations

Color plays an important role in our identity system. Tecumseh Blue (Pantone® PMS 300) brings added recognition and reinforcement to the memorability of our graphic expressions. As with all elements of branding, color must be used correctly and consistently to be effective.

The branding colors can be used as backgrounds for one-color, black and reverse signatures. Only approved artwork should be used. Contact Tecumseh's Global Marketing Communications Department for approved formats.



Preferred

The only approved colors for the positive logo are:

Tecumseh Blue (Pantone® PMS 300 / CMYK 100C - 43M - 0Y - 0K)

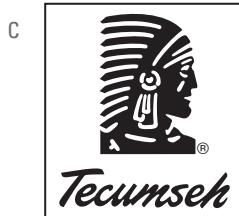
100% Black



Acceptable uses include:

A. The two-color combination (box A)

B. Logo on black background no more than 10% (box B)



Acceptable

The only approved colors for the reversed logo are:

100% White

50 - 100% Black

Acceptable uses include:

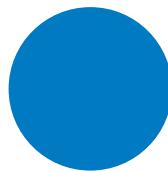
C. Black logo on white background (box C)

Pantone is the property of Pantone, Inc. Pantone standards can be found in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards.

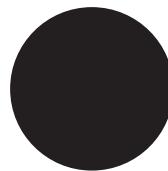
## Identity Colors

Color shows our spirit and promotes brand recognition. Our powerful Global colors, Tecumseh Blue and Black, reinforce the stature of our company. Additional specific colors in our palette are used for product or specialty markets. These colors are specified below or may be obtained from Tecumseh's Global Marketing Department.

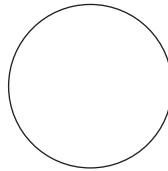
Tecumseh Match Color	Pantone Equivalent	CMYK	RGB
Tecumseh Blue	Pantone 300	C100 M44 Y0 K0	R0 G121 B193
Tecumseh Black		C0 M0 Y0 K100	R0 G0 B0
Tecumseh White		C0 M0 Y0 K0	R255 G255 B255
Tecumseh Gray	Pantone 404	C0 M6 Y18 K50	R153 G153 B153



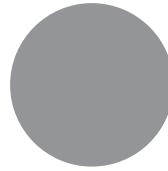
Tecumseh Blue



Tecumseh Black



Tecumseh White



Tecumseh Gray

*Pantone is the property of Pantone, Inc. Pantone standards can be found in the current edition of the PANTONE formula guide. The colors shown on this page and throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the Pantone Color Standards.*

## Signature Placement and Scale

Tecumseh Signatures should always appear clear, crisp and without distortion. Any reproduction should be produced directly from the original design or from an authorized copy of the original design. Care must be taken to maintain the integrity of the placement and scale.

Extreme care must be taken to maintain the correct proportions and weight of the logo. It is essential that the rendering of the logo looks professional and accurate with no distortion or manipulation.

### Examples of incorrect logo usage are shown below:



A. Distorted Logo



B. White logo on a black or dark color background with opacity less than 80%



C. Do not use incorrect font or text.



D. Do not use wrong logo colors.



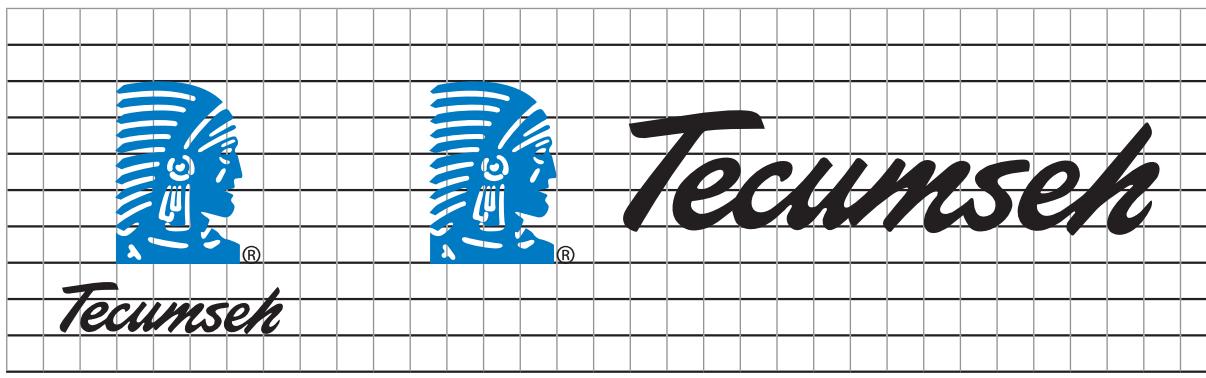
E. Do not place text too close to logo.



F. Do not use logo as part of a headline or within taglines.

Any enlargement or reduction of the Tecumseh logo should be made without distortion or manipulation. Every effort should be made to reproduce the signature with authorized reproduction proofs in high resolution digital or mechanical photo. Never reproduce a logo as a second generation printed or photocopied image. In the event it is impractical to reproduce the signature from available proofs, a grid scale proportion is illustrated below.

- Preferred (Vertical) Signature - The full width of the Signature should be no less than 0.75" on all printed material.
- Special Use (Horizontal) Signature - The full width of the Signature should be no less than 1.125" on all printed material.



Grid Scale for Signature Reproduction

## Co-Branding Guidelines

Co-branding is combining one or more names, word marks or other elements into a single name, logo or application. These co-brands may exist between a Tecumseh Primary Signature and a Tecumseh Secondary Signature or between a Tecumseh Primary Signature and an authorized wholesaler, dealer third-party agreements or other licensee. *These requests for logo usage must be reviewed by Tecumseh's Global Marketing Communications Department prior to implementation.*

Further details on the subject of co-branding with Tecumseh's Authorized wholesalers and distributors customers are available from Tecumseh's Global Marketing Communications Department.



## Identity Typeface

As the Tecumseh brand has evolved, so has our use of type. Arial, our primary typeface, sets a confident, contemporary tone for Tecumseh communications. Use Arial Regular, Italic, Bold or Narrow for all printed communications. If fonts are not readily available, contact Tecumseh's Global Marketing Communications Department to obtain font as described in this manual.

### Primary Typeface

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

**1234567890**

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Substitute Typeface

In the case that Arial is not available or for internal documents such as letters, memos and email, Helvetica Regular / Bold / Italic is acceptable.

## Identity Typeface

### Font Size

The recommended type size for Tecumseh print ads, brochures and other formal documents is nine to twelve (9 - 12) point Arial. Leading should be at least plus one, but not more than plus five in relation to the type size for body copy. For example, if you are using 10 point type, leading should be at least 11 points, but no more than 15 points.

Text for most documents should be black on white and not reversed. Exception would be some advertising, packaging and electronic media, such as PowerPoint® Again, the guideline should be to make the type as easy as possible to read. If the text is reversed, point size is usually easier to read in larger and bold font.

### Incorrect Use of Typography

Tight word and normal letter spacing is recommended for all Tecumseh typographic communications. Variations from this standard can reduce the readability of documentation. Examples of improper variations in spacing are illustrated below:

- Do not mix too many sizes of font. **Three sizes of font should be** sufficient for one application.
- DO NOT USE ALL UPPER CASE LETTERS.
- Do not use large and small caps (**INITIAL UPPER CASE**).
- Do not use too tight letter spacing.
- Do not use too loose letter spacing.
- Do not use font sizes that are difficult to read.
- Do not set text to widths more than 60 characters. Two narrow columns are better than one long column.
- Do not use type over competing background.
- Do not use any other typeface other than those approved in this document.



### Stationery

The Global stationery package is an integral part of Tecumseh's identity and brand image. Content and form play an important role in offering the viewer an image of clarity, consistency and professionalism. The layout of all stationery pieces offers easy accessibility to pertinent information while allowing flexibility for the user.

All formal correspondence and business cards are to follow the standards and formats as described in this manual. Exceptions may be made for promotional or marketing functions which coordinate with an advertising campaign design.

### General Guidelines For All Stationery

#### Name and Title:

- Avoid abbreviations in names, titles and functional areas. Use Manager rather than Mgr and Research and Development rather than R&D. Exceptions are standard titular abbreviations (John Q. Smith, Jr., Mary L. Jones, PhD).

#### Address:

- Always include the street address
- All contact numbers should be identified appropriately (phone, fax, mobile)
- International telephone code must be identified for all Tecumseh contacts

#### Example of Tecumseh Text Block:

**Tecumseh Products Company**

1136 Oak Valley Drive

Ann Arbor, MI 48108 USA

+1 734.585.9500

[www.tecumseh.com](http://www.tecumseh.com)

#### Example of Tecumseh Footer:

**Tecumseh Products Company • 1136 Oak Valley Drive • Ann Arbor, MI 48108 USA • +1 734.585.9500 • [www.tecumseh.com](http://www.tecumseh.com)**



### Standard US Letterhead

Paper: 24 lb Smooth  
Bright White

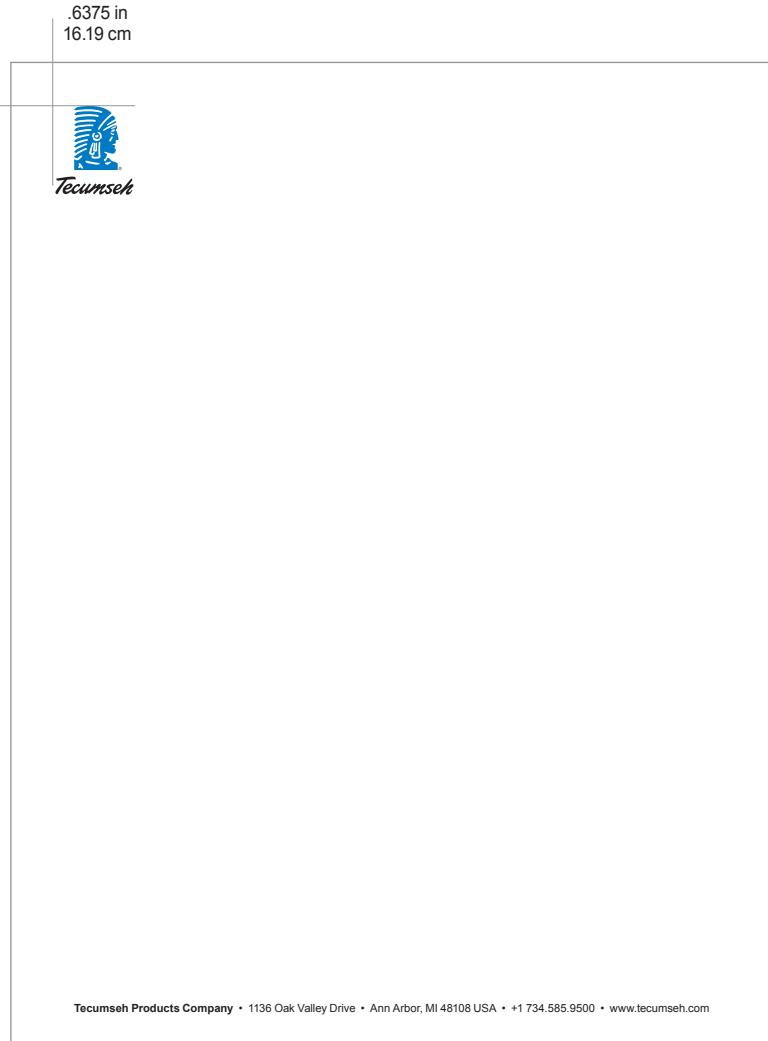
Size: 8 1/2" x 11"  
21.59 x 27.94 cm

Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 Point Arial Regular  
100% Black

Phone numbers: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300



Tecumseh Products Company • 1136 Oak Valley Drive • Ann Arbor, MI 48108 USA • +1 734.585.9500 • [www.tecumseh.com](http://www.tecumseh.com)



# Global Brand Guidelines

## Section 4.03

### A4 Letterhead

Paper: 80 - 90 g/m<sup>2</sup>

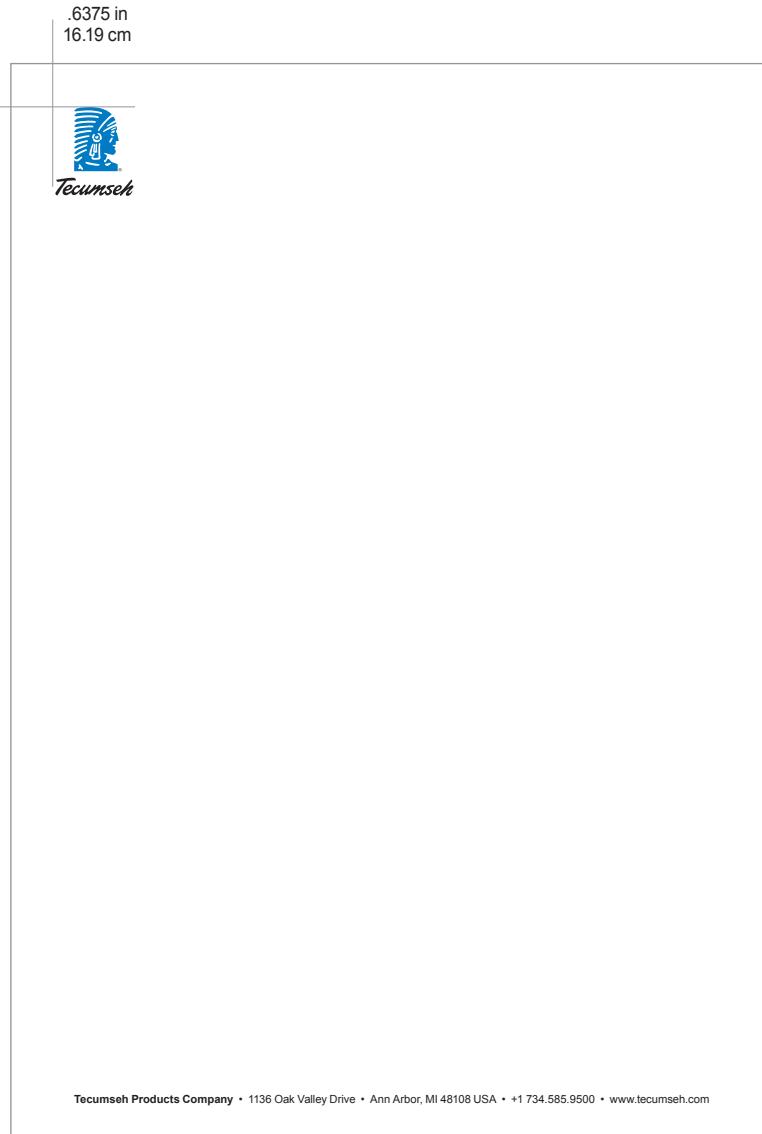
Size: 21 cm x 29.7 cm  
8.268" x 11.693"

Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 Point Arial Regular  
100% Black

Phone numbers: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300



Tecumseh Products Company • 1136 Oak Valley Drive • Ann Arbor, MI 48108 USA • +1 734.585.9500 • www.tecumseh.com

*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*

## A4 Alternate Letterhead\*

Paper:	80 - 90 g/m2	.6375 in 16.19 cm	0.5 in 12.7 cm	 <b>Tecumseh</b>
Size:	21 cm x 29.7 cm 8.268" x 11.693"			
Tecumseh name:	9 point Arial Bold 100% Black			
Address:	9 Point Arial Regular 100% Black			
Phone numbers:	9 point Arial Regular 100% Black			
Tecumseh logo:	100% Black PMS 300			
<p>* Allowance for variance by country requirement</p>				
<p><b>Tecumseh Products Company</b> Corporate Office 1136 Oak Valley Drive Ann Arbor, MI 48108 USA Tel : +1 734.585.9500 <a href="http://www.tecumseh.com">www.tecumseh.com</a></p> <p><b>Tecumseh</b> <input type="checkbox"/> European Sales and Operations 2 av Blaïsse Pascal 33090 VALLUX MILIEU • France Tel : +33 (0) 4 74 82 24 00 <a href="http://www.tecumseh-europe.com">www.tecumseh-europe.com</a></p> <p><b>Tecumseh Etablissements</b> Barenin : +33 (0) 2 32 94 46 00 Cestleu : +33 (0) 4 74 33 25 00 La Mure : +33 (0) 4 76 30 35 00</p> <p><b>Tecumseh</b> <input type="checkbox"/> GMEN Direction des Ventes - Moteurs électriques Sales Office - Electrical Motor B.P. 45 - Route du Havre 76360 BARENTIN • France Tel : +33 (0) 2 32 94 46 49 Fax : +33 (0) 2 32 94 46 59</p> <p>S.A. au capital de 16 000 000 E 775 727 233 RCS Vienne - APE 2813 Z</p>				

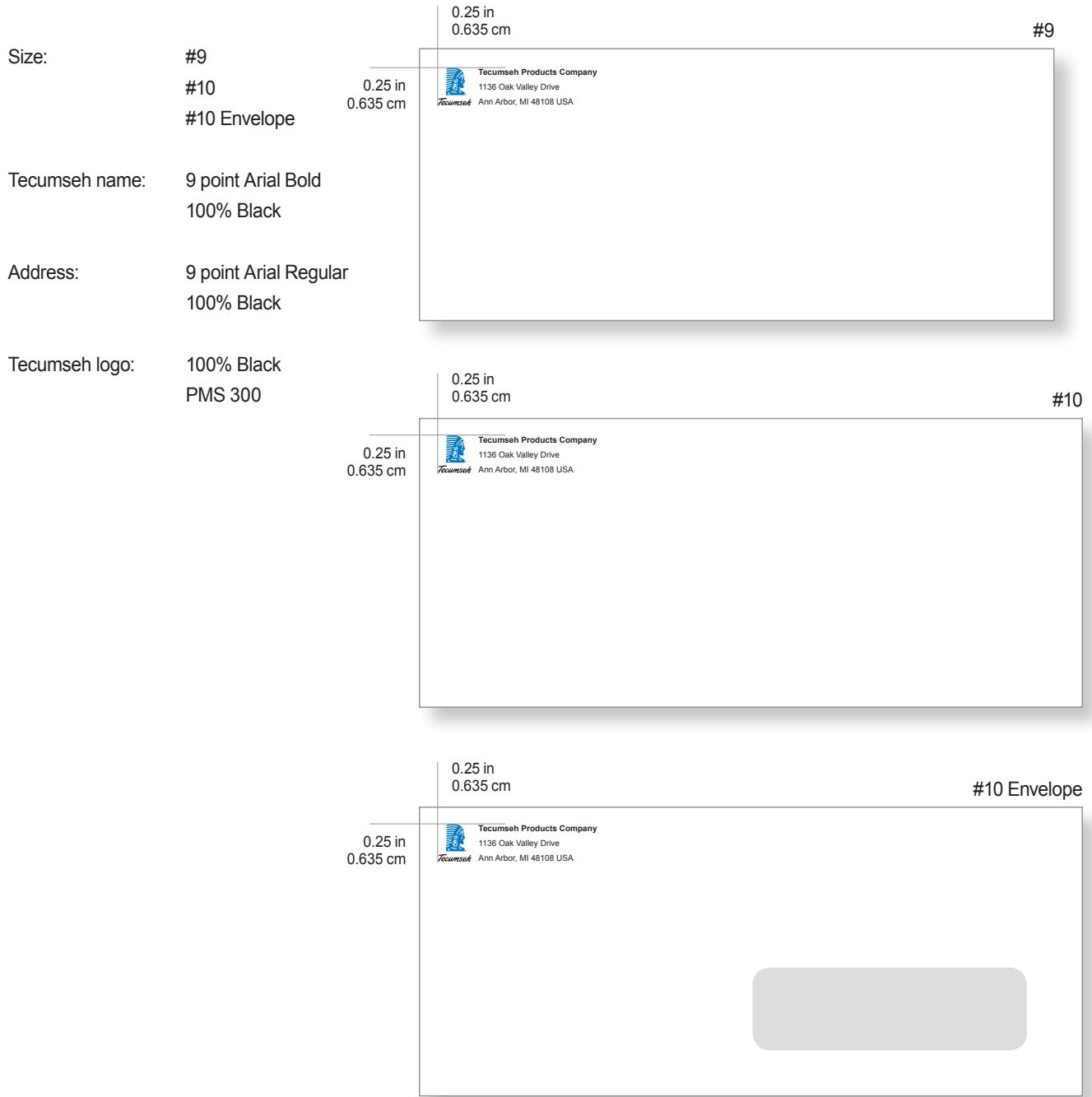
Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.



# Global Brand Guidelines

## Section 4.05

### US Envelopes



*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*

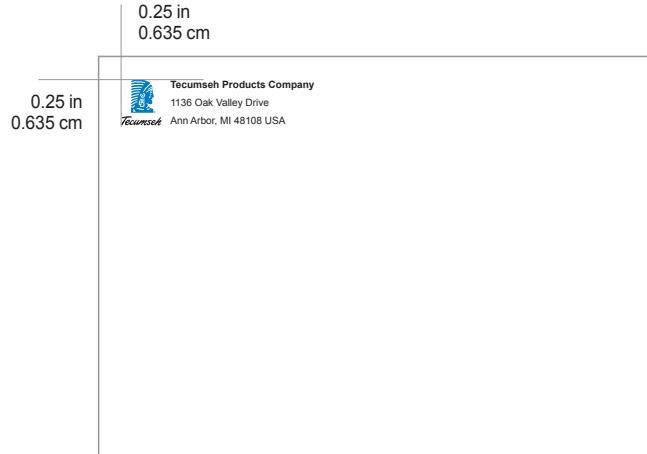


# Global Brand Guidelines

## Section 4.05

### US Envelopes

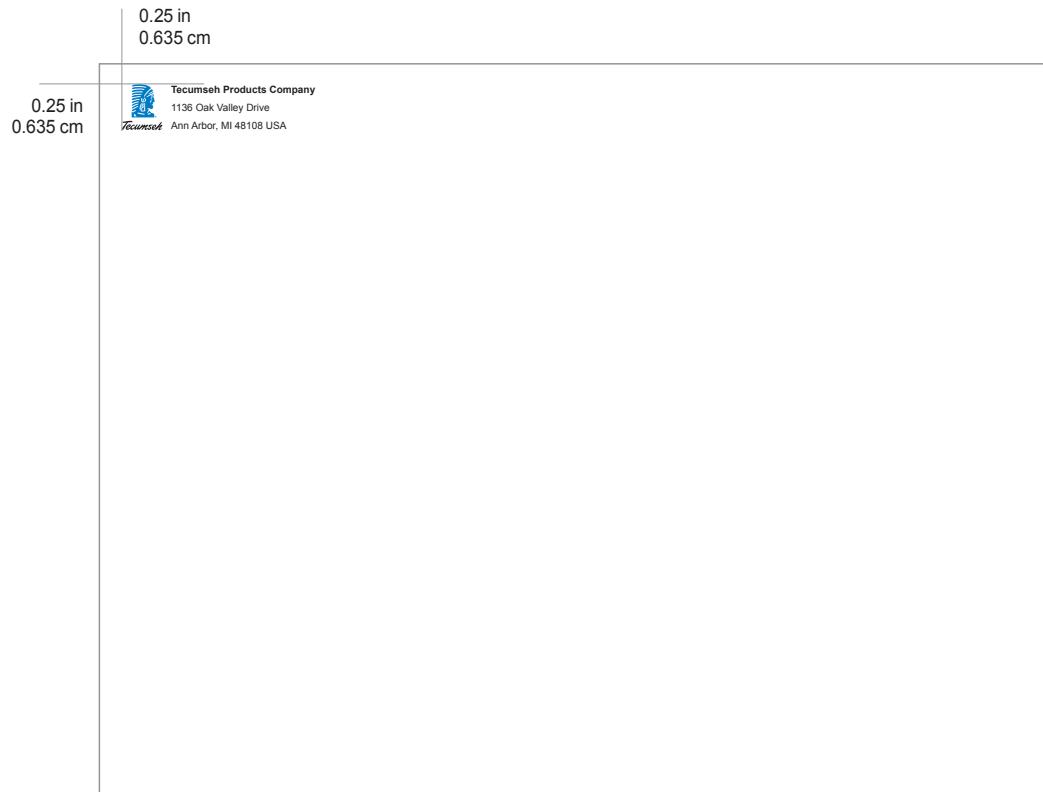
Size: 5" x 7" in  
12.7 x 17.78 cm



Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300



*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*



### DIN Envelopes

Size: 100 x 220 mm



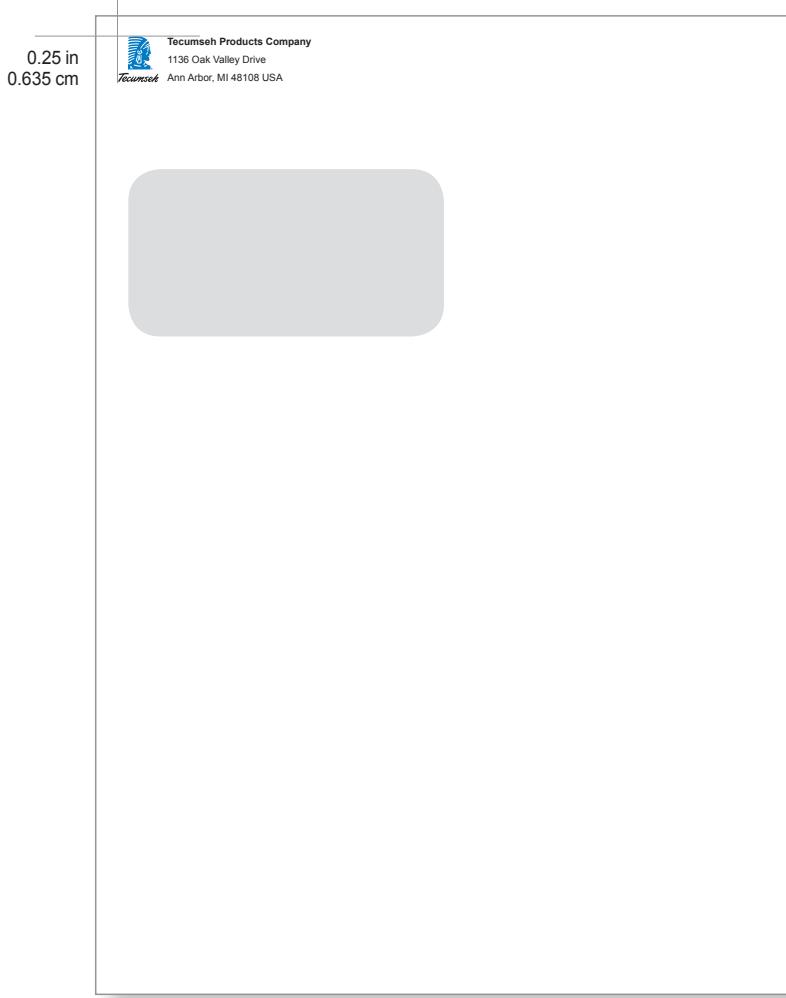
Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300

### DIN Window Envelopes

Size: 229 x 324 mm



Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300

*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*

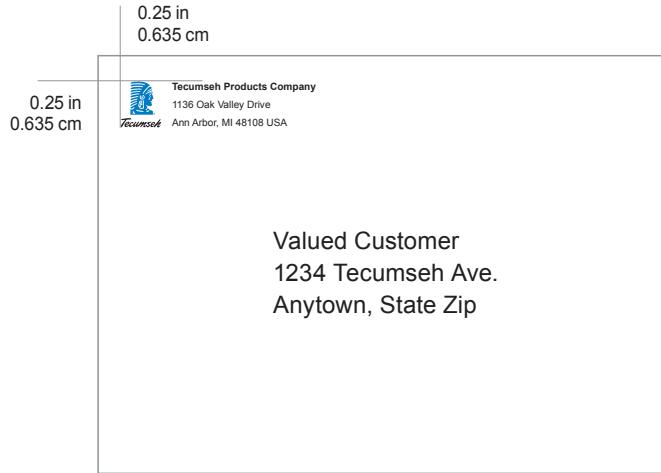


# Global Brand Guidelines

## Section 4.07

### Mailing Labels\*

Tecumseh name: 9 point Arial Bold  
100% Black



Address: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300

\* For use on parcels that do not  
have a Tecumseh logo

Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.

## US Business Cards

Paper: 80 - 100 lb Cover  
 Stock  
 Smooth  
 Bright White

Size: 3 ½" x 2" in  
 8.89 x 5.08 cm

Cardholder Name: 9 point Arial Bold  
 100% Black

Cardholder Title: 8 point Arial Bold  
 100% Black

Cardholder Contact: 7 point Arial Regular  
 100% Black

Company Contact: 7 point Arial Regular  
 100% Black

Tecumseh Logo: 100% Black  
 PMS 300



*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*



# Global Brand Guidelines

## Section 4.09

### Fax Forms

Size: Standard  
8 1/2" x 11"  
21.59 x 27.94 cm

.6375 in  
16.19 cm

0.5 in  
12.7 cm

 <i>Tecumseh</i>	Fax
To:	Date:
Company:	Fax Number:
From:	Number of Pages (Including Cover):

A4  
21 cm x 29.7 cm  
8.268" x 11.693" in

Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 Point Arial Regular  
100% Black

Phone numbers: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300

C  
Fax

  
*Tecumseh*

To:	Date:
Company:	Fax Number:
From:	Number of Pages (Including Cover):

Comments:

Tecumseh Products Company • 1136 Oak Valley Drive • Ann Arbor, MI 48108 USA • +1 734.585.9500 • [www.tecumseh.com](http://www.tecumseh.com)

*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*



## Memorandum

Paper: 24 lb Smooth  
Bright White

Size: Standard  
8 1/2" x 11"  
21.59 x 27.94 cm  
  
A4  
21 cm x 29.7 cm  
8.268" x 11.693" in

Tecumseh name: 9 point Arial Bold  
100% Black

Address: 9 Point Arial Regular  
100% Black

Phone numbers: 9 point Arial Regular  
100% Black

Tecumseh logo: 100% Black  
PMS 300

.6375 in  
16.19 cm

0.5 in  
12.7 cm

Memo

An/ To:  
cc:  
Von/ From:  
Datum/ Date:  
Re:

Tecumseh Products Company • 1136 Oak Valley Drive • Ann Arbor, MI 48108 USA • +1 734.585.9500 • www.tecumseh.com

*Tecumseh Products Company has provided examples of templates within this document. For the exact position of the text and graphics for all printed materials in this guide, contact Tecumseh Global Marketing Department.*

## Email Signature Guidelines

Tecumseh's brand recognition is one of our most valuable assets. It embodies all that we stand for, conveys the principles and beliefs that guide our actions and continues to reinforce the strength of the brand to our customers, shareholders, suppliers, partners and end-users. In order to maintain and/or improve the strength of our brand, we must continue with the initiatives that deliver on our brand promise.

Every communication from Tecumseh, both written and verbal, is part of our brand identity. With the advent of the internet and digital communications, email has become an efficient and effective form of communications. The Tecumseh email configuration acts as a business card and lets the recipient know that the email is an authorized correspondence from Tecumseh Products Company. Your email signature also acts as a cognitive flag, enabling recipients to make connections among emails received from various Tecumseh employees and entities. Therefore, it is imperative that all Tecumseh employees follow the email signature guidelines.

### Guidelines:

- Never personalize an email signature as it will confuse the recipient.
- Use ARIAL type face for all email signatures and follow the requirements listed below for Font Style (Regular, Bold, Italic, etc.) and Font Size (point or pt) as denoted below.
- Always begin with your full name and title, as well as any descriptors that clarify your position. You have the option of using or not using your middle initial. However, if you use your middle initial, it should be followed with a period (.).
- If you have more than one title, you should list your entity relevant title first and your global title on the next line.
- Always “BOLD” your full name and our “Corporate Company Name” (i.e., Tecumseh Products Company)
- Non-U.S. based employees should include the name of their local and/or legal entity name on the next line under “Tecumseh Products Company.” As an example, employees from Tecumseh Products India should display “Tecumseh Products India Pvt. Ltd.” as their legal entity name.
- Please refrain from including the Tecumseh logo as part of your email signature. While our logo is widely recognized, we have elected to omit the logo from our email signature primarily due to corporate email space constraints and the inconsistent treatment of graphic elements across various email platforms.
- Always end your email signature with your email address and include the Important Warning message. The Important Warning message should NOT be used as a substitute for a Non-Disclosure Agreement when sharing confidential information with outside companies and/or suppliers.



## Email Signature Guidelines *(continued)*

### U.S. Employees

Component of Signature	Relevant Notes and Clarification	Type Face – Font Style – Font Size - Color
<b>First &amp; Last Name</b>	Use of Middle Initial is optional	ARIAL – BOLD – 8pt – BLACK
Title	Dual Titles should be stacked	ARIAL – REGULAR – 8pt – BLACK
<b>Corporate Company Name</b>	“Tecumseh Products Company”	ARIAL – BOLD – 8pt – BLACK
Company Street Address		ARIAL – REGULAR – 8pt – BLACK
City, State Zip/Postal Code	2 spaces between State & Zip Code	ARIAL – REGULAR – 8pt – BLACK
Office or Direct Phone Number	Use periods to separate numbers	ARIAL – REGULAR – 8pt – BLACK
Cell Phone (optional)		ARIAL – REGULAR – 8pt – BLACK
Fax Number (optional)		ARIAL – REGULAR – 8pt – BLACK
Email (without hyperlink)		ARIAL – REGULAR – 8pt – BLACK
Important Warning Headline	2 Lines (Regular – 8pt) below Email	ARIAL – BOLD – 8pt – BLACK
Important Warning Copy		ARIAL – REGULAR – 8pt – BLACK

#### EXAMPLE

**Michael Smith**  
Manager, Global Marketing Communications & Branding  
**Tecumseh Products Company**  
1136 Oak Valley Drive  
Ann Arbor, MI 48108  
734.585.9480 direct  
734.555.9170 mobile  
michael.smith@tecumseh.com

**Important Warning:** This message (including any attachments) is intended for the use of a specific individual or entity and may contain information that is confidential or privileged, the disclosure of which is governed by applicable law. If the reader of this email is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this information is strictly prohibited. If you have received this email in error, please advise the sender by reply email and then delete this email immediately.

### Non U.S. Employees

Component of Signature	Relevant Notes and Clarification	Type Face – Font Style – Font Size - Color
<b>First &amp; Last Name</b>	Use of Middle Initial is optional	ARIAL – BOLD – 8pt – BLACK
Title	Dual Titles should be stacked	ARIAL – REGULAR – 8pt – BLACK
<b>Corporate Company Name</b>	“Tecumseh Products Company”	ARIAL – BOLD – 8pt – BLACK
Local/Legal Entity	e.g., Tecumseh Products India PVT Ltd.	ARIAL – REGULAR – 8pt – BLACK
Company Street Address	Use the local convention for displaying	ARIAL – REGULAR – 8pt – BLACK
Address Line 1	the company address	ARIAL – REGULAR – 8pt – BLACK
Address Line 2		
Office or Direct Phone Number	Use periods to separate numbers	ARIAL – REGULAR – 8pt – BLACK
Cell Phone (optional)		ARIAL – REGULAR – 8pt – BLACK
Fax Number (optional)		ARIAL – REGULAR – 8pt – BLACK
Email (without hyperlink)		ARIAL – REGULAR – 8pt – BLACK
Important Warning Headline	2 Lines (Regular – 8pt) below Email	ARIAL – BOLD – 8pt – BLACK
Important Warning Copy		ARIAL – REGULAR – 8pt – BLACK

## Email Signature Guidelines *(continued)*

### Non U.S. Employees *(continued)*

#### **EXAMPLE**

Régis Leportier

Manager, Global Business Intelligence & Business Development

**Tecumseh Products Company**

Tecumseh-Europe

2, Avenue Blaise Pascal

Site Prologis Bât. B

38090 VAULX MILIEU - France

+33 (0)6 85 41 04 03 mobile

+33 (0)4 74 82 24 24 direct

regis.leportier@tecumseh.com

**Important Warning:** This message (including any attachments) is intended for the use of a specific individual or entity and may contain information that is confidential or privileged, the disclosure of which is governed by applicable law. If the reader of this email is not the intended recipient, you are hereby notified that any dissemination, distribution, or copying of this information is strictly prohibited. If you have received this email in error, please advise the sender by reply email and then delete this email immediately.

## How To Create Your Email Signature

*It is important to follow these steps to create an e-mail signature with the correct font and colors.*

1. Copy the corresponding EXAMPLE signature and Important Warning message in to a new Microsoft® Word document
2. Adapt the EXAMPLE signature to reflect your own details
3. Go to your Outlook Inbox and select:
  - Tools
  - Options
  - Mail Format
  - Select “Signatures” at the bottom of the box
  - Select “New”
4. Then, follow the wizard to create a new signature
  - Give the signature a name (example: Pat Canavan)
  - Copy your email signature and Important Warning message from the Microsoft® Word document into the box denoted “signature text.” It is important that you do not type text directly into the signature box as the final result will NOT reflect the correct font and formatting.
  - Click on OK
  - From the options screen, above the signature box, make sure that ‘signatures for new messages’, as well as “replies and forwards” reflects the name of your new signature
  - Click on OK

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Questions?

Global Marketing: tecumsehmarketing@tecumseh.com



### FAQs

**Question:** Where can I obtain a copy of this manual, templates or approved logos?

**Answer:** Contact Tecumseh Global Marketing Communications Department

Standard Mail: 1136 Oak Valley Drive  
Ann Arbor, MI 48108

Email: tecumsehmarketing@tecumseh.com

**Question:** What are some common misuses of the logo signature?

**Answer:** Misuse of the logo signature can be avoided by disallowing the alteration of the approved logo in any way.

- Do not scan it.
- Do not recreate it yourself.
- Do not combine it with another symbol, artwork or logo.
- Do not integrate it into a sentence.
- Do not attach it to any product or business name.
- Limit its use to one logo per page or viewing surface.



## Global Brand Guidelines

### Appendix B

Branding standards as presented in this document are to be applied to all documents. The following formats are in development and will be introduced in addendum.

- Technical Data Sheet
- Product Packaging Format
- Trade Advertising
- Sales Brochure
- Installation Manual

Questions?

Global Marketing: tecumsehmarketing@tecumseh.com



*Tecumseh*

Templates  
and Logo files

**Global Brand  
Guidelines**

*Possible pocket on inside back cover of booklet  
for CD of Branding Guidelines?*

**Tecumseh Products Company**

1136 Oak Valley Drive  
Ann Arbor, MI 48108  
+1 1.800.211.3427  
[www.tecumseh.com](http://www.tecumseh.com)