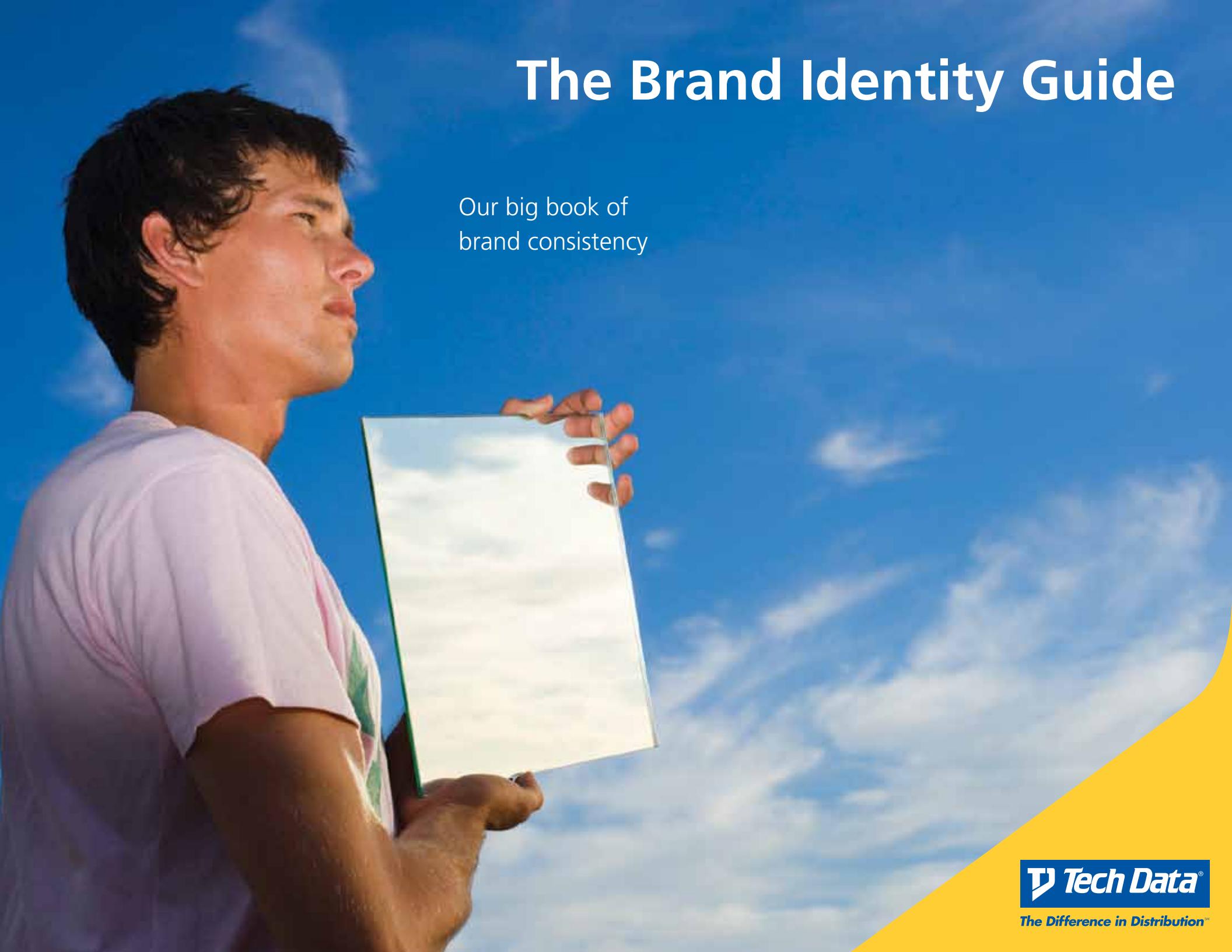


The Brand Identity Guide

A photograph of a young man with dark hair, seen from the side and looking upwards, holding a large sheet of paper against a bright blue sky with wispy clouds. The paper appears to be blank or has very faint markings.

Our big book of
brand consistency



Welcome to the Brand Identity Guide

Great brands elicit positive emotions and convey powerful promises.

Successful companies pay constant attention to their brands and treat them like strategic assets. It is a daily activity in which each of us at Tech Data must engage if we are to become the distributor of choice for our customers and vendor partners.

To stand out in a sea of sameness, we must present a consistent experience to everyone with whom we interact: customers, vendor partners, suppliers, stakeholders and each other. This is the essence of branding: engineering all points of contact, leaving a concise, consistent and indelible impression in the minds of our audience.

The effort is not without its reward: a strong brand means a better Tech Data, and a better Tech Data ensures we can continue to provide opportunity to thousands of team members around the world.

To help define our brand, we have developed this Brand Identity Guide. This guide sets forth standards for:

- Message tone and voice
- Logo architecture and usage
- Photo composition
- Marketing collateral
- Color palette
- And much more

Please review this guide and apply its principles to your daily lives here at Tech Data.

Our brand is made up of many elements, from the products and services we offer, to our logo and choice of colors. Your support of our Brand Identity Guide will ensure our mutual success.



Bob Dutkowsky
Chief Executive Officer



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Ingredients

The best brands are made from quality ingredients. This section outlines the value proposition Tech Data offers. All marketing and communications should align to these concepts.





Shared Values

It's really pretty simple:

- **Integrity & Respect.** The foundation of our business is integrity. All interactions with customers, vendor partners, suppliers, shareholders and team members must be conducted with integrity, ethics and mutual respect.
- **Teamwork.** We invest in our team members and provide a professional, challenging and rewarding environment where we work together as one cohesive team to share ideas and resources.
- **Partnership.** Strategic business relationships with customers and vendor partners produce mutual benefits. We value those relationships and invest in their long-term development.
- **Passion for Winning.** We aspire to be the best at everything we do, always striving to be the first choice for our customers and vendor partners.
- **Ownership.** We promote an environment of personal accountability that delivers consistent results against commitments. We all take responsibility for each team decision.

Our guiding principles:

- Hiring the right people is the most important decision we make. We hire and retain smart people who are passionate team players.
- We honor commitments and respect our team members by being on time, responding to requests in a timely fashion and delivering quality work.
- We are part of the solution—not part of the problem. We continually seek to improve our individual skills.
- We are driven to deliver results by setting priorities and achieving aggressive goals.
- We treat the dollars we spend as if they were our own.
- We recognize and reward team members for achievement.
- Relentless, continuous improvement for every business process is a key to our success.

These are our shared values and guiding principles.
We expect nothing more and accept nothing less.

Brand Pillars



Pillars are architectural elements that support structure and form. These four key attributes define who we are as a company. All marketing and communications should align to these core words and the ideas behind them.



Hunt



Partner



Serve



Advise

Opportunity may knock but fortunes must be hunted. Tech Data pioneered IT distribution three decades ago. We're more than just an experienced, reliable supplier. We know every inch of the IT distribution business, and we hunt down and seize profitable opportunities every day.

We become the IT distributor of choice by:

- Aggressively seeking new business opportunities and working to drive cost out of the channel
- Consistently probing all levels of customer needs, offering the best products at competitive prices
- Growing vendor partner revenue by penetrating the SMB market

Having the products and services customers need does not guarantee we will get their business. We must focus on helping our customers grow their businesses profitably. Our success is directly tied to theirs. Don't let them find satisfaction elsewhere.

We become the IT distributor of choice by:

- Being an advocate for our customers
- Helping them grow their businesses profitably
- Making it easy to do business with us
- Following up and following through

We are not a B2B company. We are an HB2HB company—human being to human being. Human beings have wants that go beyond needs. What matters most is not what we do, but how we do it. Exceptional service builds trust, and trust builds loyalty. Loyalty builds Tech Data.

We become the IT distributor of choice by:

- Offering personal attention and prompt service
- Communicating proactively with honesty and professionalism
- Demonstrating our personal commitment to exceptional individualized service

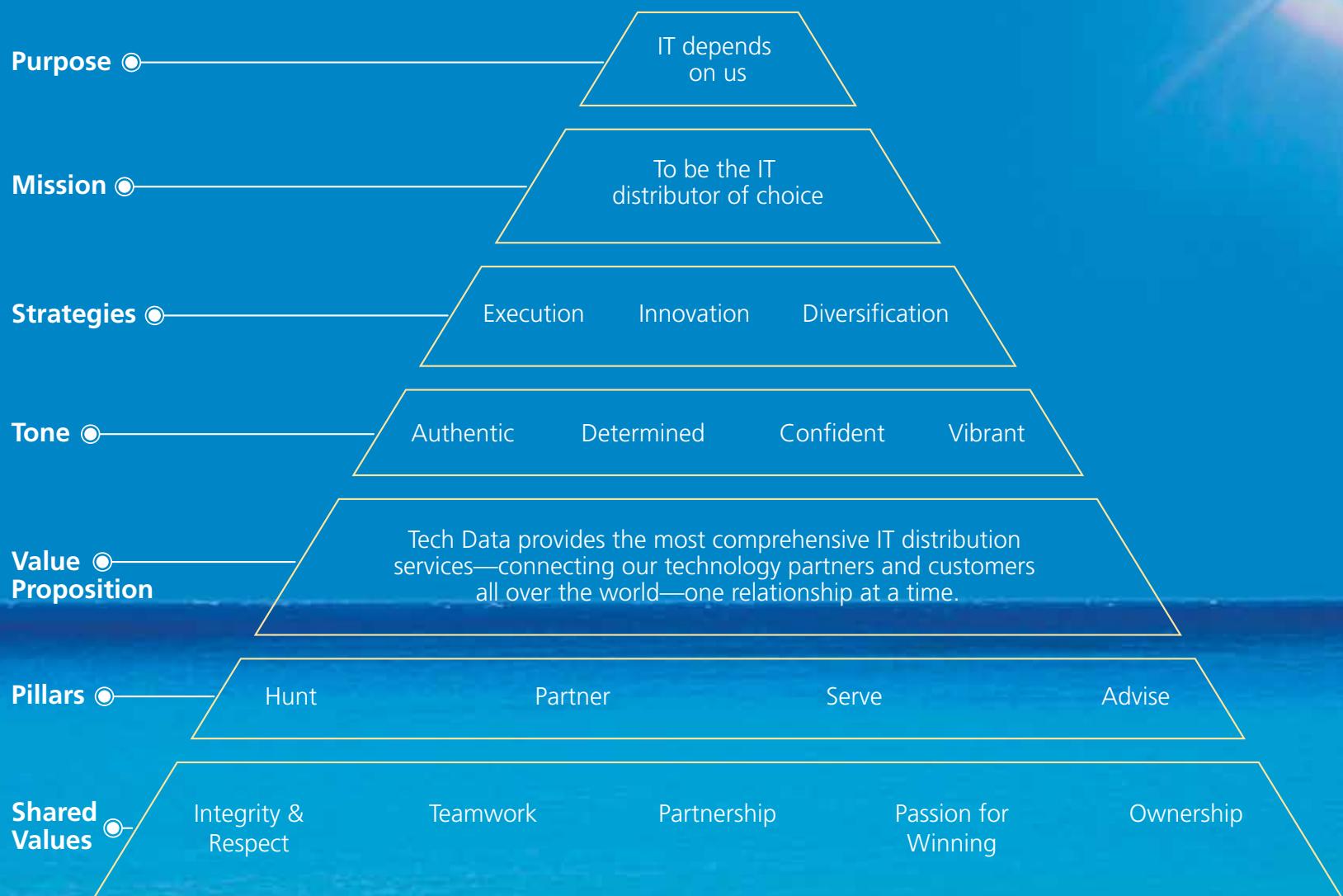
We do more than sell products. We certify, train, instruct, counsel, support, configure, install and finance. If it needs to get done in the IT channel, there is no company that can do it better than Tech Data.

We become the IT distributor of choice by:

- Asking questions to understand the customer's needs and deliver a solution, as opposed to just quoting part numbers
- Teaching about technology instead of just talking about features
- Communicating our customers' needs to our vendor partners
- Working with our customers to help finance their growth



Brand Pyramid



Elevator Pitch

You step into an elevator and someone asks you where you work. Do you know how to explain what Tech Data does? Can you articulate why we are better than our competitors?

“Distribution” is not a widely understood concept to people outside the channel. We recommend a progressive dialog that starts with the basics of what distribution is, moves upward toward an understanding of Tech Data’s role in the IT industry, and finally addresses why we are the difference in distribution.



Defining distribution

Distribution is the way many products get to market. For example, all of the products you find in a convenience store or pharmacy likely came through a distributor. Without a distribution function, many products you use would never find their way to market.

Defining Tech Data

We are one of the world's leading IT distributors. Companies like HP, Cisco and Microsoft—and hundreds of others—depend on us to bring many of their products to market. Odds are the hardware and software in your home or office has passed through our warehouses on its way to market.

Defining what we do

We do much more than just ship products. We also offer a wide range of technical and business support services. This combination of rich product lines and value-added services—“value-line”—helps our reseller customers deliver powerful technology solutions around the world.

Defining our difference

Tech Data provides the most comprehensive IT distribution services—connecting our technology partners and customers all over the world—one relationship at a time.

"What you do speaks so loud that I cannot hear what you say."

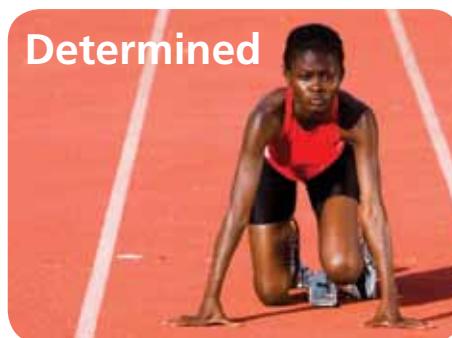
—Ralph Waldo Emerson

Voice and Tone

Three of our five senses are directly related to language. Defining language and voice infuses a brand with an emotional dimension, helps make it real and distinctive, and creates trust and credibility. A carefully developed brand voice:

- Shapes advertising and marketing communications
- Influences how people in the company speak to customers and each other
- Structures how presentations are framed and delivered

Tech Data's brand voice is always:



Definition: Real

Synonyms: accurate, actual, authoritative, bona fide, certain, convincing, credible, creditable, dependable, factual, faithful, for real, genuine, legit, legitimate, official, original, pure, reliable, sure, true, trustworthy, trusty, twenty-four carat, valid, veritable

Antonyms: bogus, counterfeit, fake, phony, spurious, unauthorized

Definition: Persistent

Synonyms: bent, bent on, constant, decided, decisive, dogged, driven, earnest, firm, fixed, intent, persevering, purposeful, resolute, resolved, serious, set, set on, settled, single-minded, solid, steadfast, strong-minded, strong-willed, tenacious, unfaltering, unflinching, unhesitating, unwavering

Antonyms: hesitating, vacillating, waffling, wavering, weak

Definition: Certain

Synonyms: assured, bold, brave, convinced, courageous, dauntless, expectant, expecting, fearless, intrepid, positive, secure, self-assured, self-reliant, self-sufficient, sure, trusting, unafeard, undaunted, upbeat, valiant

Antonyms: diffident, insecure, uncertain, unsure

Definition: Alive

Synonyms: active, animated, colorful, dynamic, electrifying, energetic, lively, peppy, responsive, sensitive, sound, sparkling, spirited, vigorous, vital, vivacious, vivid

Antonyms: colorless, dull, pale

Identify Yourself

The Tech Data logo is our fingerprint—unique and conspicuous. It reminds us to leave a good impression. This section provides detailed information about how (and how not) to use Tech Data's logos.

The exact composition of these marks, including the color and typography of the icon and descriptive text, is determined by Marketing Services.



Visual Brand Architecture

As human beings, relationships define our world. How one thing relates to another gives meaning and context. Our logo hierarchy is designed to reflect each mark's relationship to the parent brand. The Tech Data logo is our fingerprint—unique and conspicuous.

Our **parent** brand is the Tech Data logo, except in the United Kingdom where Computer 2000 is the parent brand. The Computer 2000 logo includes the strap line "Part of the Tech Data Group."

Tech Data divisions can be internally developed or acquired. Internally developed divisions, such as AIS, have logos with strong connections to the parent brand. Divisions created through acquisition may have different marks, depending on how much brand equity exists. At a minimum, all **divisional** marks should include the Reflex Blue color and the strap line "Part of the Tech Data Group," except in the case of Azlan in Germany, where "A Trademark of Tech Data" is required.

The names of **Specialized Business Units** and **Business Units** are integrated with the parent brand logo, as illustrated to the right. Two-line names should be avoided whenever possible.

Service brands include an icon representative of the service and a tagline describing the service's meaning. Service brands are the only initiatives which may have the "TD" prefix.

Tools and resource marks are similar to service brands but cannot have a "TD" prefix.

Community Marks, such as TechSelect or TechEDG, retain elements of Tech Data's brand, including the color palette and font selection. A tagline also describes the nature of the community.

It reminds us to leave a good impression. Our logo is the central device within the corporate identity that creates a common, consistent style for all marketing materials. Our logos should never be altered.



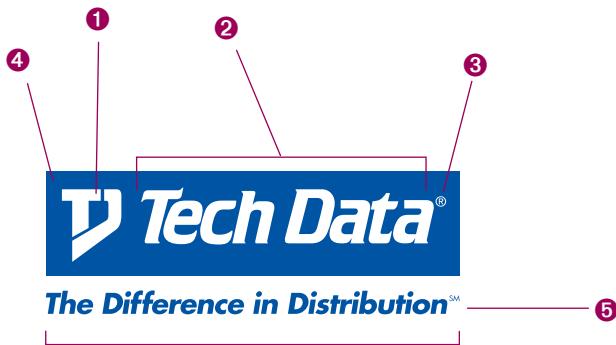
Parent Brand Logos

Parent Brand Logo

The Tech Data logo is comprised of five distinct elements:

- ① The stylized "TD" letters, which must always appear in white
- ② The words "Tech Data," which must always appear in white
- ③ The registration mark, which must always appear in white
- ④ The rectangular box that encompasses the three items above
- ⑤ The corporate tagline, "The Difference in DistributionSM"
(Can omit if size is below 8 pt or stitched)

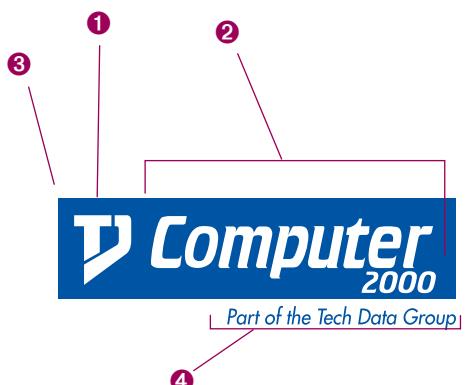
In some cases, the Tech Data logo may appear without its tagline, such as when the logo is reproduced smaller than 1.437" (36 mm) or when legibility is impaired.



Parent Brand Logo (U.K.)

In the United Kingdom, Computer 2000 is the go-to-market brand name for Tech Data. The Computer 2000 logo is comprised of two distinct elements:

- ① The stylized "TD" letters, which must always appear in white
- ② The words "Computer 2000," which must always appear in white
- ③ The rectangular box that encompasses the three items above
- ④ The legal description, "Part of the Tech Data Group"
(Can omit if size is below 8 pt or stitched)



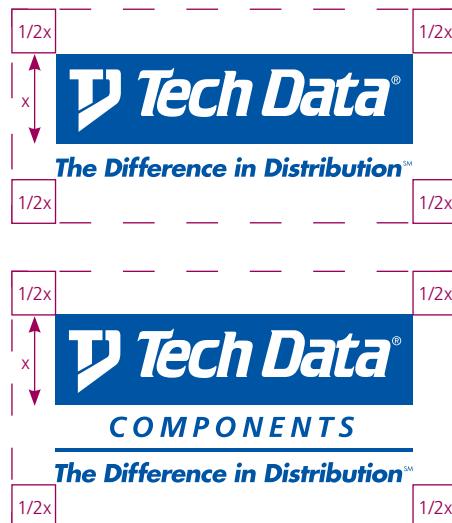


Proper Use of Logos

Clear Space

It is important to give logos sufficient "breathing room." White space relaxes the eye and enhances legibility. The amount of space you should leave is based on the height of the blue box.

The dotted lines surrounding the logos below indicate the minimum clear space, into which no other graphic element (including type) should encroach. The clear space is measured as half the height of the blue box ("x").



Size Requirements

As the size of the logo diminishes, the tagline may become less legible. The minimum size for the logo with the tagline is 1.437" (36 mm). The Tech Data logo without the tagline should be no smaller than 1" (25.4 mm).



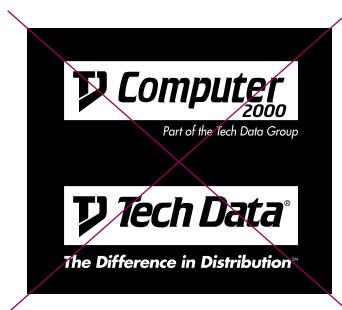
Black & White Usage

Logos should appear in full color—Reflex Blue and reversed white type—whenever possible. However, a one color version is available for use only on white backgrounds.



Reversing the Logo

The stylized "TD" and words "Tech Data" must always appear in white. As such, the following configurations are not allowed.



If you must use the Tech Data logo against a dark background, use the version with a white keyline around the logo, as shown below.



Improper Use of Logos

While not meant to be an exhaustive list, the examples below illustrate several things not to do with any Tech Data logo. When in doubt, please consult with a member of Marketing Services.



Do not change the color of the logo.



Do not place the logo inside a shape, even if it complies with the clear space rules.



Do not blur the logo, or treat in any manner that inhibits readability.



Do not recreate any part of the logo using different fonts.



Do not skew the logo disproportionately.



Do not recreate the logo without the stylized "TD."



Do not place a colored stroke around the blue box.



Do not stretch the logo disproportionately.



Do not use the stylized "TD" and words "Tech Data" alone.



Do not encroach the integrity of the logo by placing other graphic elements over or near it.



Do not place the logo on a colored background that inhibits readability.



Do not create a new tagline or otherwise create a new mark based on the logo.



Do not place the logo on a patterned background that inhibits readability.



Do not change the color of any element of the logo.



Do not use the logo without the accompanying tagline except as approved in this identity guide.



Do not use the stylized "TD" alone.

Divisional & SBU/BU Brand Logos

Divisional Brand Logos

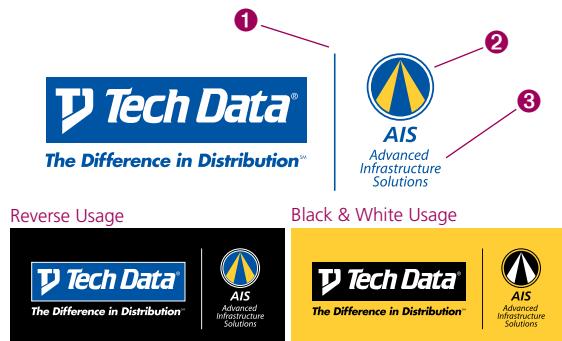
The divisional family of marks is reserved for strategic initiatives that move Tech Data into new market opportunities beyond our core broadline distribution services.

Organic Divisions

In addition to the primary Tech Data logo, organic divisional brand marks include:

- ① A vertical rule to the right of the primary logo
- ② A circular icon to the right of the vertical rule
- ③ A description of the business division
(Can omit if size is below 8 pt or stitched)

The circular icon should not be used independent of the Tech Data logo.



Acquired Divisions

These marks do not appear with the Tech Data parent brand logo. Instead, elements from the parent logo are used to reinforce the connection to Tech Data:

- ① The stylized "TD" symbol
- ② The name of the division set in the Tech Data font
- ③ The legal description "Part of the Tech Data Group" (except in the case of Azlan in Germany, where the legal description should read "A trademark of Tech Data.")

In regular body copy, the name should always include the "TD" in front of the italicized division name and contain no spaces.
(Example: "TDAzlan" or "TDMaverick")

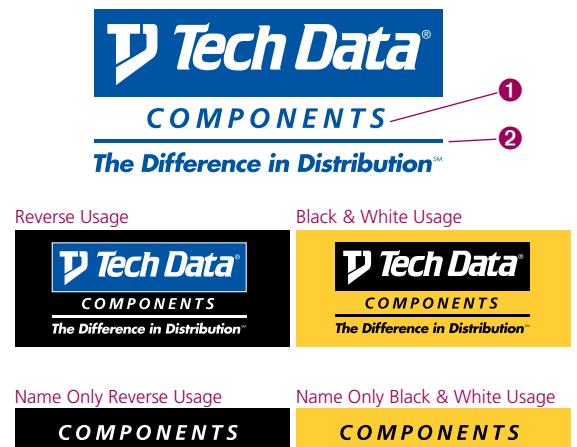
Azlan Tech Data, ATD, TDA or Azlan TD should not be used in any communication.



SBU/BU Brand Logos

Specialized Business Units (SBUs) or Business Units (BUs) are internal teams that focus on targeted technologies or markets. Always use the full mark unless the parent Tech Data logo appears elsewhere on the layout, in which case it is acceptable to just use the name of the SBU or BU.

- ① The name of the SBU/BU set in Frutiger with tracking set to 200 (for short names), or set flush with the left and right margins of the Tech Data logo (for long names). Avoid two-line SBU/BU names whenever possible.
- ② A horizontal rule between the SBU/BU name and the corporate tagline.



Community Brand Logos

Tech Data fosters several community groups for our customers, organized around common interests. While each of these groups has its own identity, they retain a visual connection to Tech Data.

Logos should appear in full color whenever possible. However, one color versions are available. As a last resort, the logos may be reversed onto a dark background.

Community brand marks contain the following elements to reinforce the connection to Tech Data:

- ① The name of the community, set in Crilée (the same font as the Tech Data logo), using Reflex Blue and (optionally) Cool Gray 7
- ② A simple graphic element
- ③ A tagline that references Tech Data and describes the community's purpose
- ④ Any necessary legal marks

Full Color Example



One Color Example



One Color Reversed Example





Service Brand Logos

Service Brand Logos

Tech Data offers numerous services to both vendor partners and resellers alike. Designed to be easily recognized, these marks should only be created for services that are marketed externally.

Services brand marks contain the following elements to reinforce the connection to Tech Data:

- ① The lower-case prefix “td” set in Frutiger Black in Reflex Blue.
- ② A simple icon representing the service. The format for the icon is pre-determined, and consists of a Reflex Blue circle with a Gold PMS 123 icon. No other colors may be used in the icon.
- ③ The name of the service set in Frutiger Black in Reflex Blue. When naming a service, use descriptive nomenclature as opposed to inventing a name. For example, “TDEducation” is called that because it is our training and certification service.
- ④ A tagline that references the

purpose of the service set in Frutiger Roman in Reflex Blue.

- ⑤ Any necessary legal marks.

Never use the icon independent from the rest of the mark without approval from Marketing Services. However, the inclusion of the tagline is optional.

In regular body copy, the name should:

- ① Always include the “TD” in front of the service name
- ② Use initial caps at the start of each word
- ③ Contain no spaces

(Example: “TDEducation” or “TDMangedServices”)

Reverse Usage



Black & White Usage



td oncall™

On-Site & Call Center Services

td oncall™

On-Site & Call Center Services

td logistics™

Supply Chain Management

td logistics™

Supply Chain Management

1



Full-Circle Advertising & Marketing



Credit & Leasing Solutions



Training & Certification Services



System Configuration Services



Supply Chain Management



VARchoice Solutions for MSPs



On-Site & Call Center Services



Tools for E-business



Presales Technical Consulting

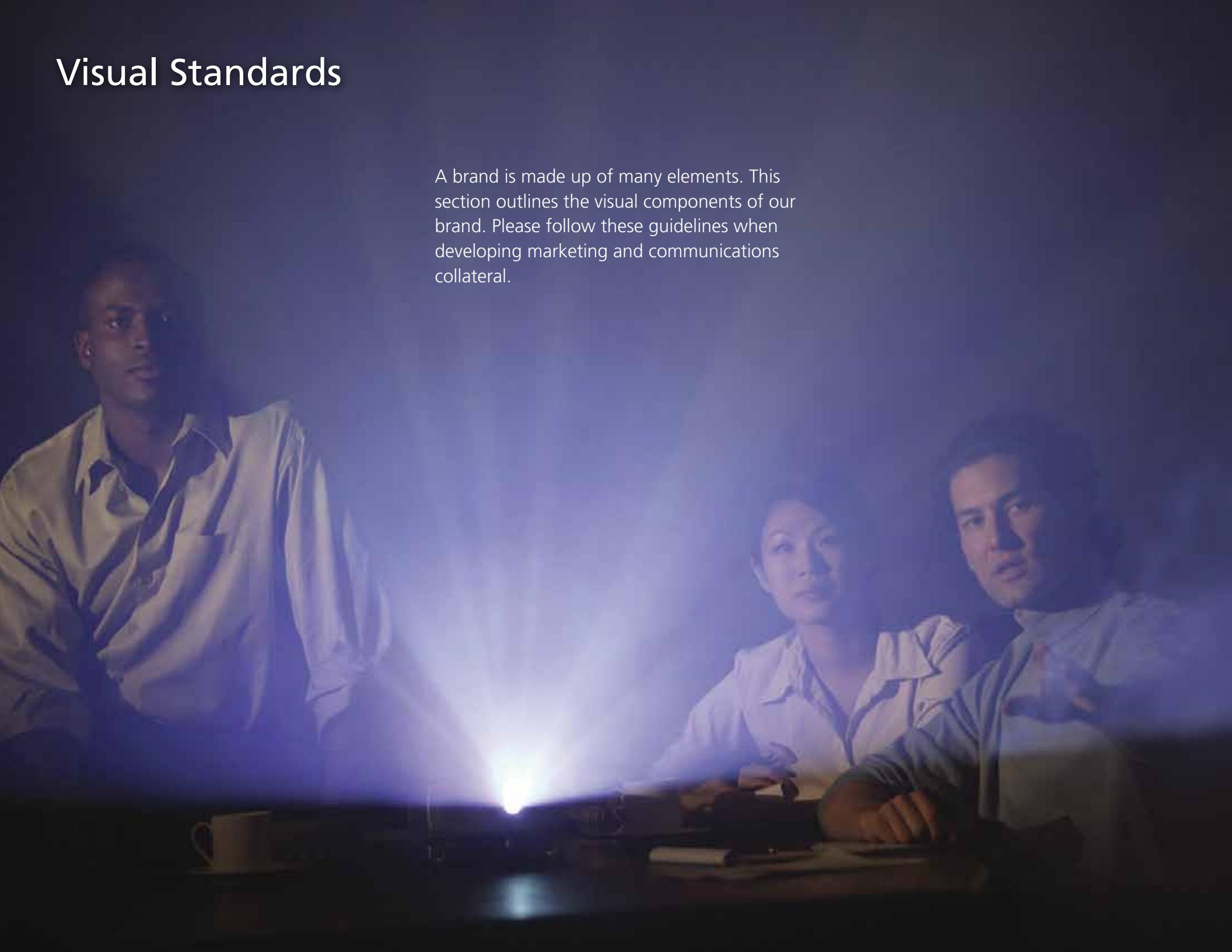
2

3

4

5

Visual Standards

A photograph of four people sitting around a campfire at night. A man in a yellow jacket is on the left, looking towards the camera. In the center, a woman in a white shirt looks towards the camera. On the right, a man in a light-colored shirt looks towards the camera. A fourth person's face is partially visible behind the woman. A mug sits on the ground to the left of the campfire. The scene is lit by the fire, creating a warm glow.

A brand is made up of many elements. This section outlines the visual components of our brand. Please follow these guidelines when developing marketing and communications collateral.

Primary Colors

Color can sway thinking, change actions and cause reactions. It can irritate or soothe your eyes, raise your blood pressure or suppress your appetite. Consistent use of color helps the mind establish relationships between organizations and attributes, reinforcing an identity.

Blue and gold are complementary colors, lying opposite each other on a color wheel. Because of this contrast, they intensify each other. Three shades of gray also are available for use as accent colors. Do not tint or screen the Blue or Gold colors, or use them in a gradient. However, the Gray colors may be tinted or used in a gradient. **Pantone 123 gold appears differently on uncoated stock. To compensate, please use Pantone 115 U.**

Please note PMS 115 U Gold is used on uncoated stock

Reflex Blue

CMYK:
100-73-0-2
RGB:
0-51-153
WEB SAFE:
#003399

Gold 123 C

CMYK:
0-19-89-0
RGB:
255-204-56
WEB SAFE:
#FFCC33

Gold 115 U

CMYK:
0-9-80-0
RGB:
255-225-79
WEB SAFE:
#FFE14F

Cool Gray 10

CMYK:
38-29-20-58
RGB:
102-102-102
WEB SAFE:
#666666

Cool Gray 7

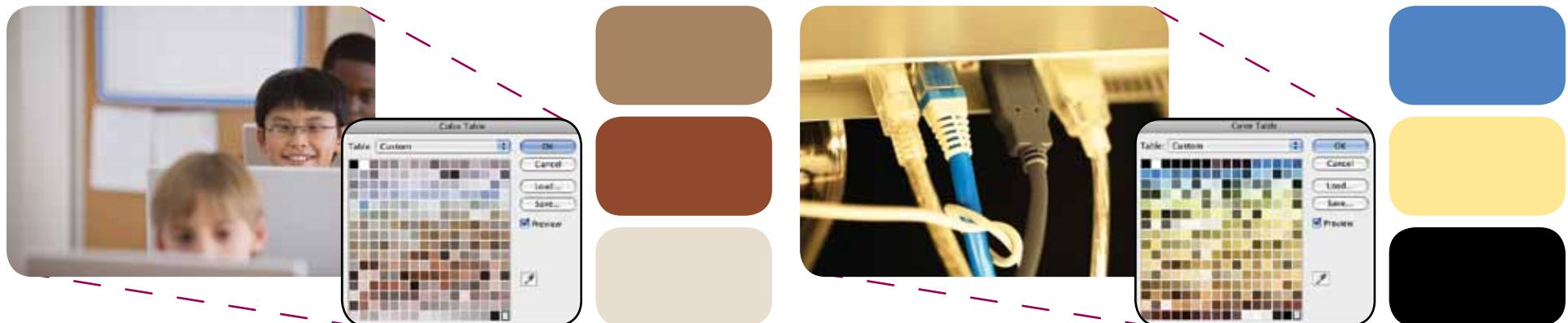
CMYK:
22-15-11-32
RGB:
153-153-153
WEB SAFE:
#999999

Cool Gray 3

CMYK:
8-5-6-13
RGB:
204-204-204
WEB SAFE:
#CCCCCC

Other Colors

As long as Reflex Blue and/or Gold PMS 123 are dominant, other colors may be used as accents. These secondary colors should relate to images used in the layout. Below are two examples of how to identify secondary colors. Do not tint or screen any secondary colors.



Fonts



Primary Font

Frutiger is the official corporate font for marketing and advertising materials, selected for its versatility and distinctive feel. It is available in a wide range of weights and styles, and for both PC and Macintosh systems.

Frutiger Light

Frutiger Light Italic

Frutiger Roman

Frutiger Italic

Frutiger Bold

Frutiger Bold Italic

Frutiger Black

Frutiger Black Italic

Frutiger Ultra Black

In cases where Frutiger may not be available (such as in PowerPoint or on the Web), please use the Arial or Verdana font family.

Secondary Fonts

Aachen Bold may also be used on publications to add extra impact to mastheads.

Aachen Bold

For body copy in e-mails and business correspondence, always use the Arial font face.

Arial

Arial Italic

Arial Bold

Arial Bold Italic

For body copy in printed newsletters and publications, Garamond is the preferred serif font.

Garamond Book

Garamond Book Italic

Garamond Semibold

Garamond Semibold Italic

Garamond Bold

Garamond Bold Italic

Other Fonts

Other fonts may be used in conjunction with special event themes. See examples in the section on Advertising.



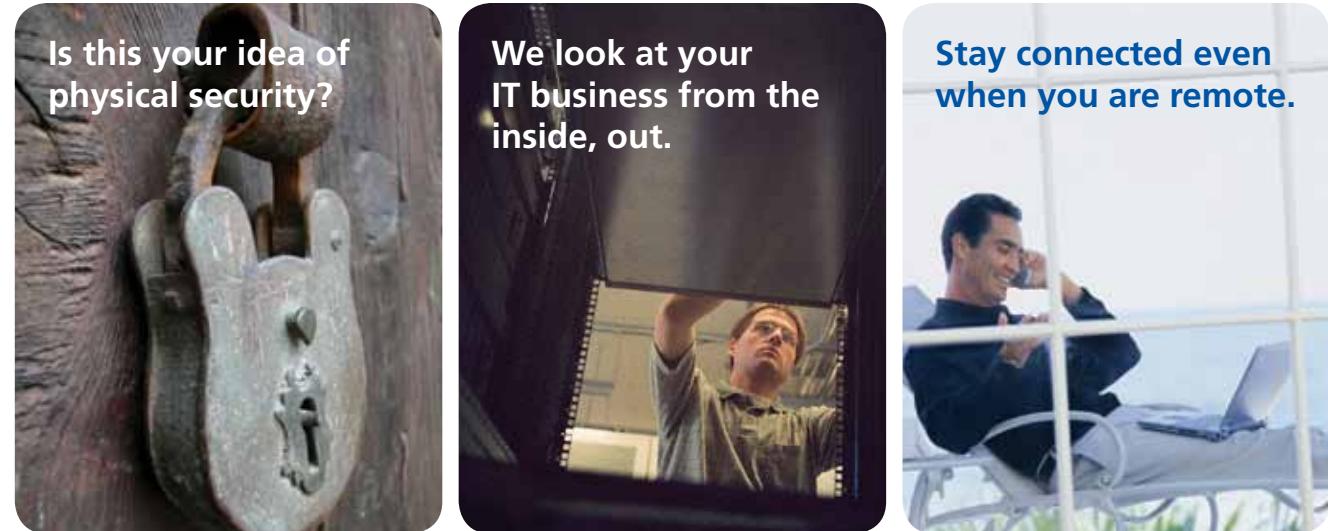
Photography

A picture is worth a thousand words, but not all photographs are created equal. Some images are better than others.

The images depicted here illustrate the importance of the connection between message and photography. The guiding principle is that images must always support and resonate with the message. The use of humor is a delicate topic; be careful not to fall back on trite, simplistic imagery (See example, bottom row, far right).

Whenever possible, use images with thoughtful composition and dynamic cropping. Select images that allow headlines to be placed on top, in “dead” spaces. Images should not be overly manipulated in Photoshop.

Avoid clip art whenever possible.



Top row: These are good examples of how imagery can support and augment messages.

Bottom row: These are poor examples of image selection. Left to right, the first image is overly manipulated—there are no giant mutant lightning bolts over the North Atlantic. The second image is also fake—money does not grow in plants. The third image is not desirable; delicate humor is acceptable, but this particular marriage of imagery and headline is trite.



The Wedge



The Wedge

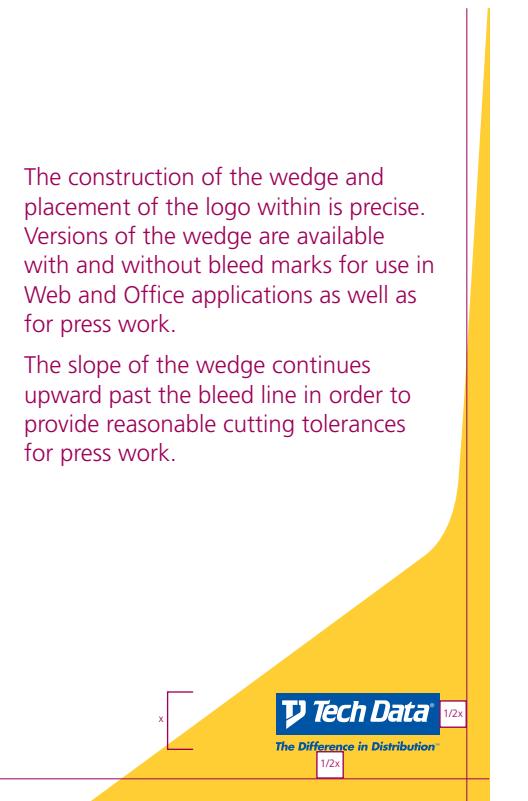
The wedge is a graphic element made from the shape from the "D" in the Tech Data logo.

Designed to create a consistent and rapid visual association with Tech Data, it is used in combination with the parent or divisional logo to anchor the lower right corner of a page layout, and should be used whenever possible.



The wedge must always appear in Gold PMS 123, and only the Tech Data corporate logo (with tagline) or divisional logos may sit entirely inside the wedge as prescribed on this page. In the Americas, no SBU or BU logo may be used with the wedge. They are allowed to be used in the wedge in Europe.

When using the wedge it should be approximately 20 – 25% of the height layout. Do not alter the shape of the wedge in any way.





The Wave

The Wave

The Wave is a graphic element that may be used at the top or bottom of a layout to create visual interest. Its use is optional. The wave may appear in either PMS Gold 123 or Reflex Blue, but the Gold wave is preferred.

The color of the wave may also be modified to create a unique identity for a community group, as illustrated at right. However, **the shape or size of the wave should never change.**

See the Advertising section for examples of best practices.

Please note: waves should not be interchanged (e.g. use the TechSelect wave in a non-TechSelect usage)

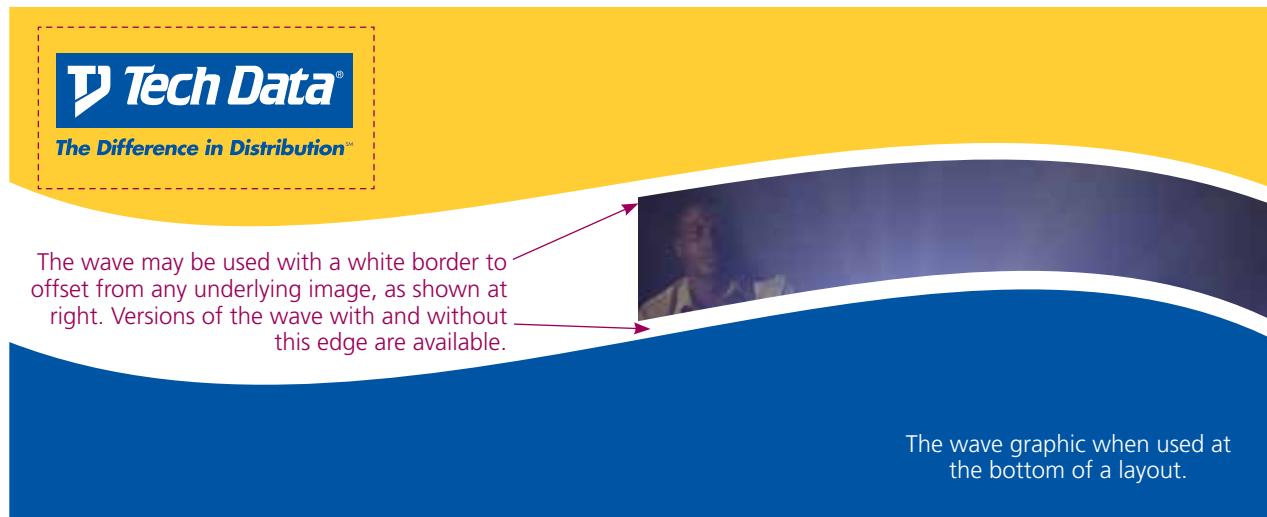


Example of the wave used with the TechSelect community



Example of the wave used with the TechEDG community

Below is the ideal size and position of the logo within the wave. While waves may vary in size depending on the width and height of the layout, please use this as a guide for keeping the logo proportionate to the wave.



Azlan Wave



The Azlan Wave

The Azlan Wave is a variation of the standard wave and is used at the top of a layout to create visual interest. Its use is optional in print but required on the Web. The Azlan wave is a gradient reflex blue with a screened back version of the lion graphic and the affiliate associated European logos. Its edged with PMS gold 123 and reflex blue stripes referred to as the "lion's tail."

For Web use, the Azlan wave is 1006 pixels wide.

Each variation can be found on the the Digital Asset Management Library (<http://creative-server.us.tdworldwide.com>).

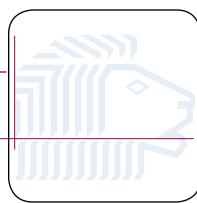


Wave for the Web above and wave for print to the left

Example of corner placement

Azlan Lion

The Azlan Lion watermark should be displayed within sight or placement of the Azlan logo. See below for treatment of tints and corner placement.



10% Reflex Blue
on white. Corner
placement indicated by red lines.



90% Reflex Blue
on Reflex Blue



80% Pantone
123 gold on
Pantone 123 Gold



Graphic Elements

Round Corners

Rounding the corners of photographs and other graphic elements is a great way to soften the angularity of a layout without compromising its intensity. A 1/8th-inch rounded edge is sufficient.



Call your Tech Data sales representative at 800-123-4567 ext. 12345 to learn more!

Examples of rounded corners for color blocks, photos and calls to action.

Collection of Specialists

In Europe, many brand marks may appear in the same layout. In order to present a clear brand identity, the dominant brand must appear in the wedge.

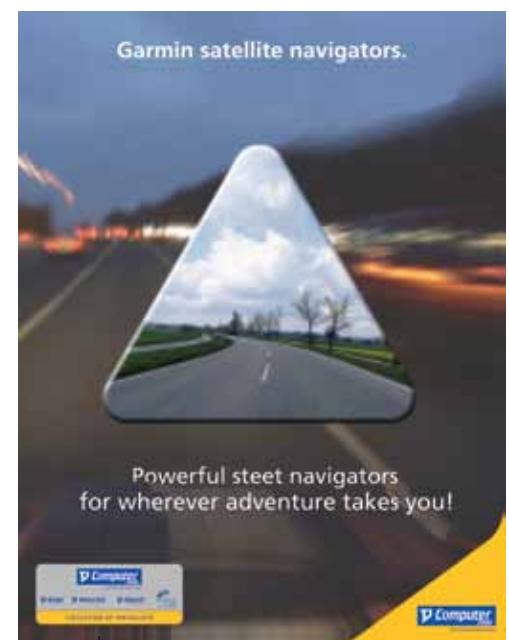
If there is a need to present other brand marks in the same layout, use the “collection of specialists” graphic below.



Examples of resized boxes



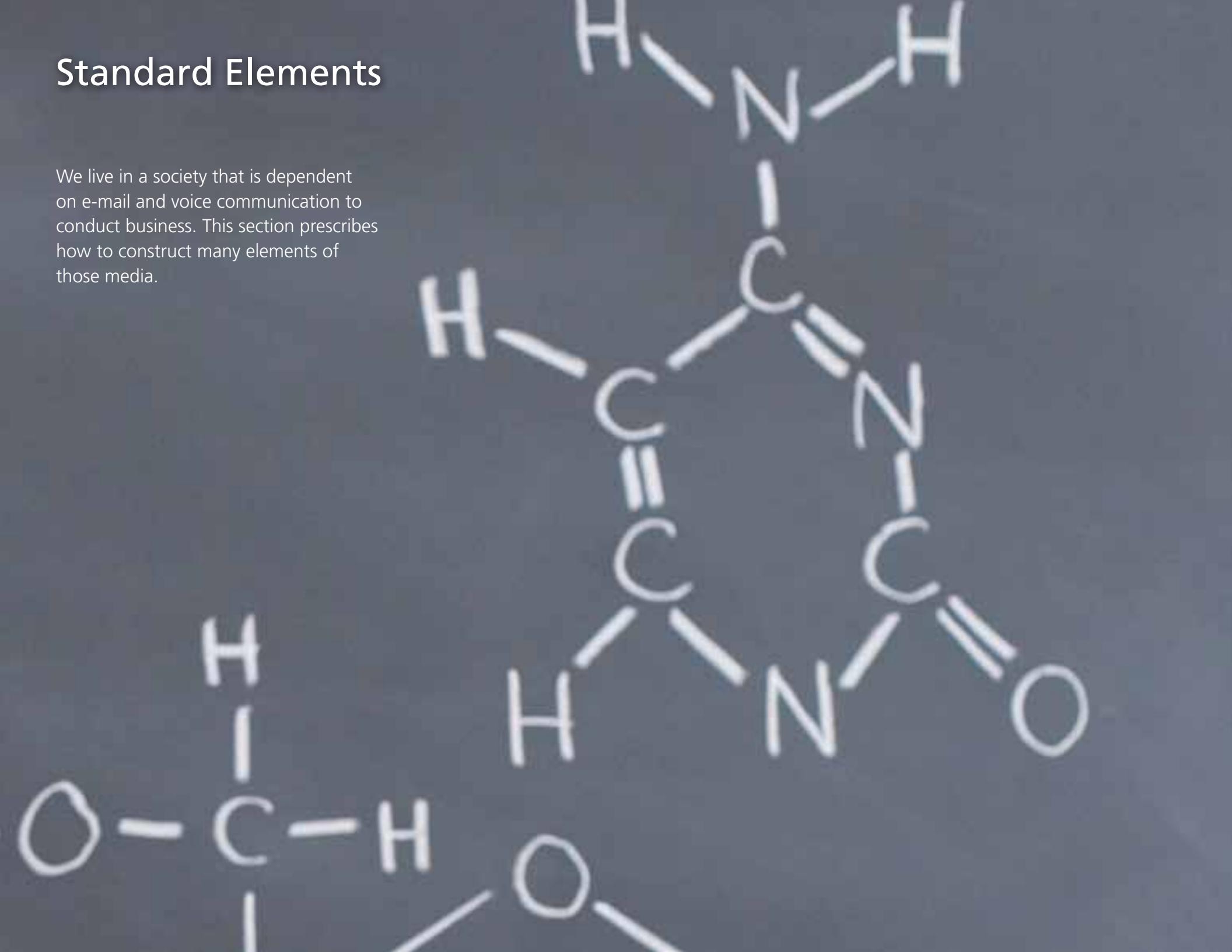
The “collection of specialists” box can be resized depending on the amount of logos in the box as well as to fit within a layout. If necessary the opacity of white in the box can be modified to fit within a layout. See examples below.



Opacity of white in box taken down to 80%

Standard Elements

We live in a society that is dependent on e-mail and voice communication to conduct business. This section prescribes how to construct many elements of those media.



Corporate Descriptions

Describing Tech Data in Print

Tech Data has an official descriptive paragraph for the company often referred to as the “boilerplate.” It’s used with press releases, financial materials, the Web site and other official corporate communications.

Varying lengths for the boilerplate are provided.

100 words (92 actual)

Tech Data Corporation (NASDAQ GS: TECD) is one of the world’s largest distributors of technology products from leading IT hardware and software producers. Tech Data serves more than 125,000 IT solution providers in over 100 countries. Every day, these resellers depend on Tech Data to cost-effectively support the technology needs of end users, including small and medium businesses (SMB), large enterprises and government agencies. Ranked 109th on the FORTUNE 500(R), Tech Data generated \$22.1 billion in net sales for its fiscal year ended January 31, 2010. To learn more, visit www.techdata.com.

50 words (52 actual)

Tech Data Corporation is a leading IT products distributor, with more than 125,000 customers worldwide. The company enables technology solution providers, manufacturers and software publishers to sell to and support end users ranging from small-to-midsize businesses to large enterprises. Tech Data generated \$22.1 billion in sales last year. Learn more at www.techdata.com.

25 words (24 actual)

Tech Data Corporation is one of the world’s largest distributors of technology products from leading IT hardware and software producers. Learn more at www.techdata.com

Legal text

In print

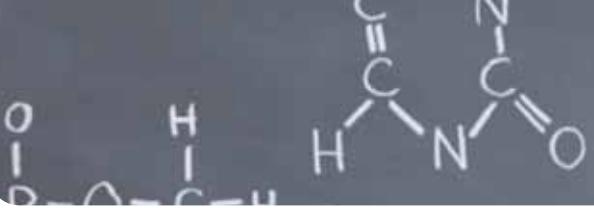
Tech Data and the Tech Data logo are registered trademarks of Tech Data Corporation in the United States and other countries. All other trademarks are the property of their respective owners.

© (Insert current year or year of first use)
Tech Data Corporation. All rights reserved.

On the Web

© (Insert current year or year of first use)
Tech Data Corporation. All rights reserved.

E-mail Signatures

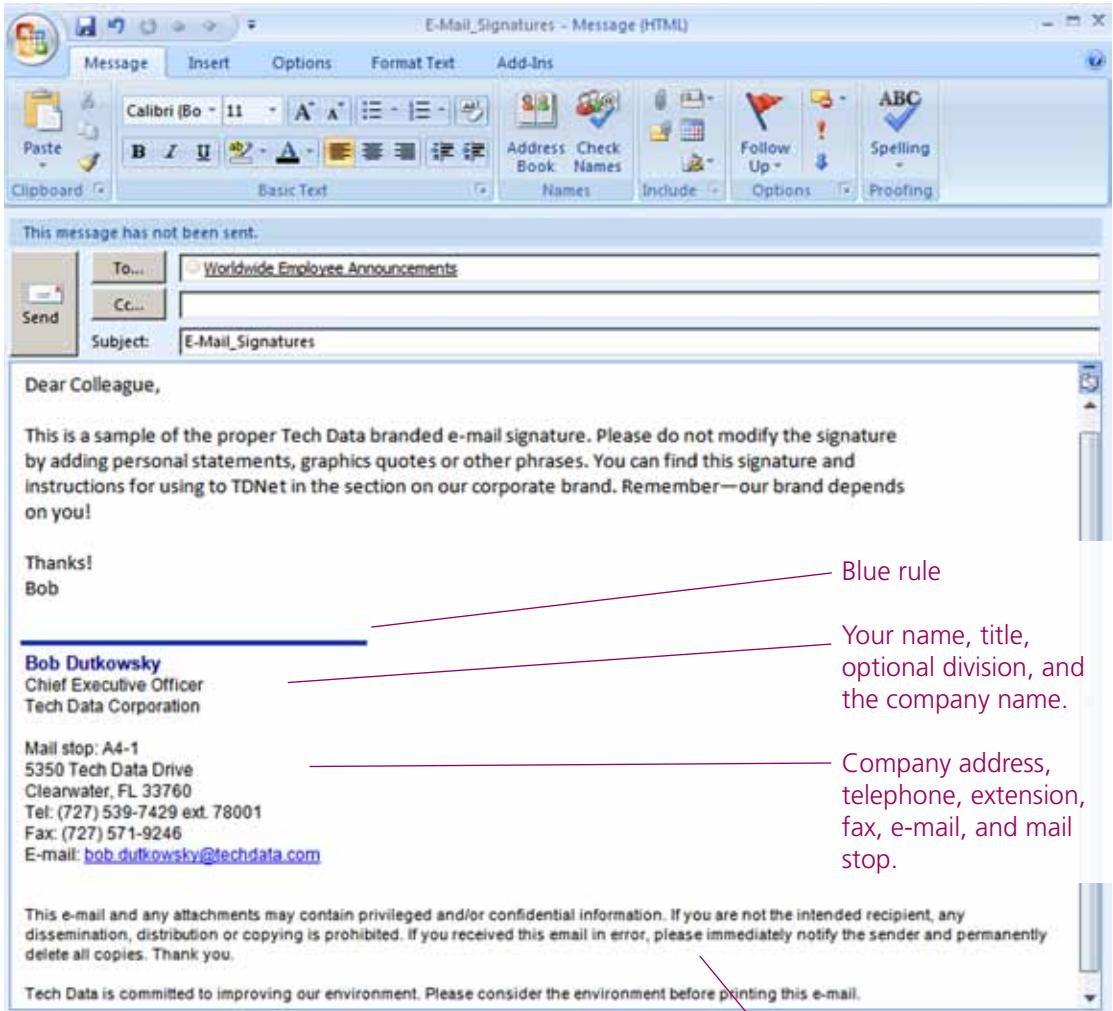


The standard signature must be used for all internal and external communications. The e-mail signature template can be found on the DAM (<http://creative-server.us.tdworldwide.com>) or TDNet (<http://tdnet.techdata.com/BrandingTD/index.asp>).

Do not add personal statements, quotes or other phrases to your e-mail signature.

Follow these instructions to apply to your e-mails:

- 1) Copy the signature from the e-mail signature template (right)
- 2) Go to "Tools" on the menu listing in Outlook and select "Options"
- 3) Under "Options," select "Mail Format"
- 4) Under "Mail Format," click on "Signatures"
- 5) Click on "New"
- 6) Enter a name for your signature, select the "Start with a blank signature," and click "Next"
- 7) Paste the new signature in the white area
- 8) Change the mail-stop, name, title, department, phone & extension and e-mail address
- 9) Select "Finish"
- 10) On next screen select "OK" again
- 11) Under the option "Signatures for new messages" select the name of your new e-mail signature
- 12) Under the option "Signatures for replies and forwards" select "<none>"
- 13) Select "OK"
- 14) Create an e-mail and verify your new signature



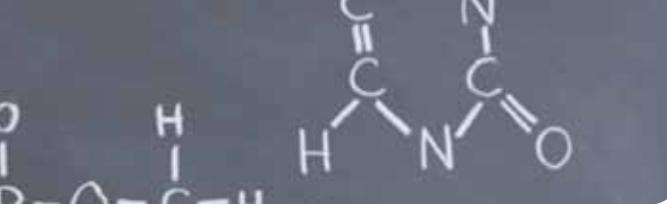
Blue rule

Your name, title,
optional division,
and the company name.

Company address,
telephone, extension,
fax, e-mail, and mail
stop.

Legal text, if applicable

Our statement
regarding protecting
the environment.

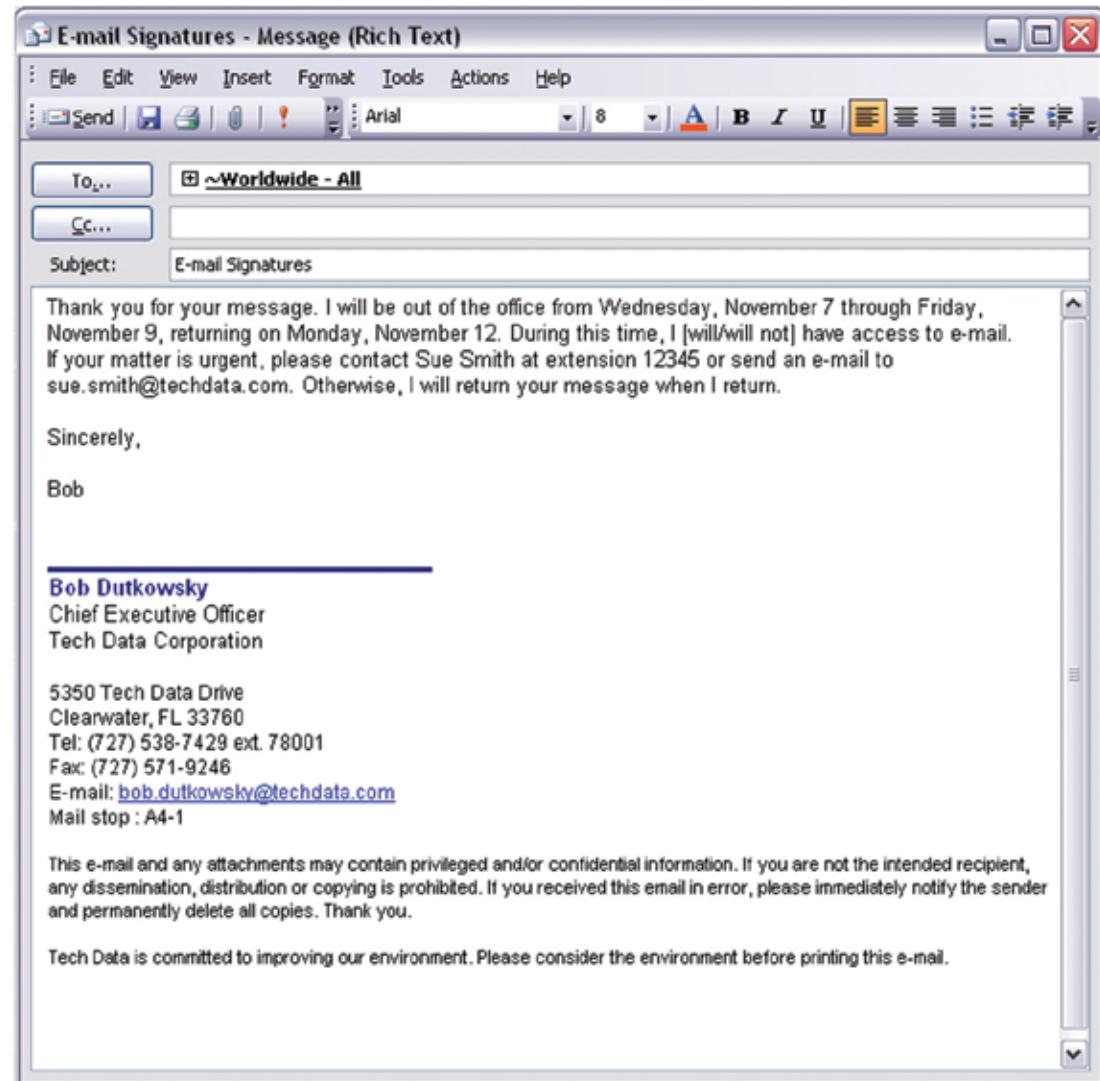


E-mail Out-of-Office Greeting

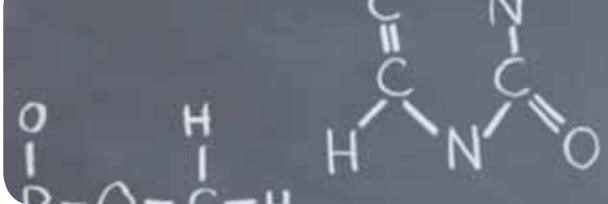
How we greet people through e-mail is every bit as important as how we greet them in person or over the phone. When you are going to be away from the office, it is important to communicate to your audience how long they should expect you to be absent, and to whom they can turn for assistance in your absence.

While certain deviations from this script are expected depending on both the specific nature of your job and the region of the world in which you work, the outline on the right should be followed as closely as possible.

This verbiage can be found on TDNet for easy copy and paste.



Voice Mail Greeting



This verbiage can be found on TDNet for easy viewing while recording your voice mail message.

Standard voice mail greeting

Please listen to this message in its entirety. You've reached the voice mail box for Sue Smith in Product Marketing. I'm not available to take your call at this time, so if your matter is urgent and you're calling during normal business hours, please press 0 for the operator and ask for Bill Baker. Otherwise, please leave a message at the tone and I'll return your call as soon as possible. Thank you for calling Tech Data.



Out-of-office voice mail greeting

Please listen to this message in its entirety. You've reached the voice mail box for Sue Smith. I will be out of the office from Wednesday, November 7 through Friday, November 9, returning on Monday, November 12. During this time, I will/will not have access to voice and e-mail messaging. If your matter is urgent, and you're calling during normal business hours, please press 0 for the operator and ask for Bill Baker. Otherwise, please leave a message and I will return your call when I return. Thank you for calling Tech Data.



Furthering the Brand

Tech Data can advance our brand and key messages through public relations. Press releases—one of our primary communications vehicles for external audiences, including the media, customers, vendor partners, shareholders and members of the community—enable us to demonstrate Tech Data's unique value-add in ways that further our mission and complement our brand pillars of Hunt, Partner, Serve and Advise.

For example, Tech Data may issue a press release announcing a new division or business unit focused on a particular technology. By announcing dedicated staff and resources, as well as our intention to add new vendor partners, we illustrate how Tech Data is aggressively seeking (*Hunt*) new growth opportunities and becoming a stronger *Partner* for our customers and vendors. It also will enable us to *Serve* them better, while we *Advise* them through training and marketing programs how to capitalize on new technologies.

Tech Data's Voice

Press releases are viewed by the media and other audiences as the company's official voice. They are archived on www.techdata.com and available indefinitely on independent Web sites. Consequently, all corporate press releases are drafted by the corporate PR function within Marketing Services, and approved by the appropriate executives.

Additional caution should be taken in the event of "joint" press releases, where vendor partners collaborate with Tech Data on a single announcement. In these cases, it is important that Tech Data receive equal attention and observe a measured approach that does not position Tech Data as showing favoritism toward one vendor over another.

A well executed PR campaign can generate positive news coverage for the company while strengthening and reinforcing Tech Data's brand. PR is a vital component of Tech Data's marketing strategy.

PowerPoint—Americas

Tech Data has a standard presentation template for use in all company presentations. Standardized presentations help us by:

- Reinforcing one uniform brand across the company
- Allowing different presentations to be easily combined
- Saving presentation development time

Presentations must be made using this template without modification. Font sizes and styles were chosen for optimum viewing.

Agenda & content slide

Agenda
Room for 2 line heading - 36pt bold font

- Company Overview
- Financial Overview
- Why Distribution
- Sales & Marketing Focus Areas
- Beyond Broadline

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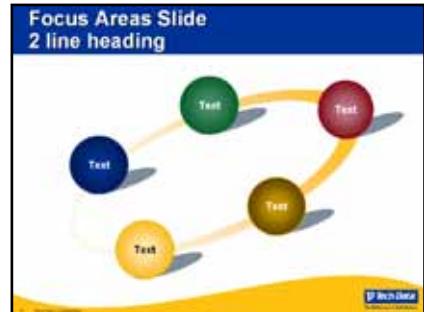
Divider slide



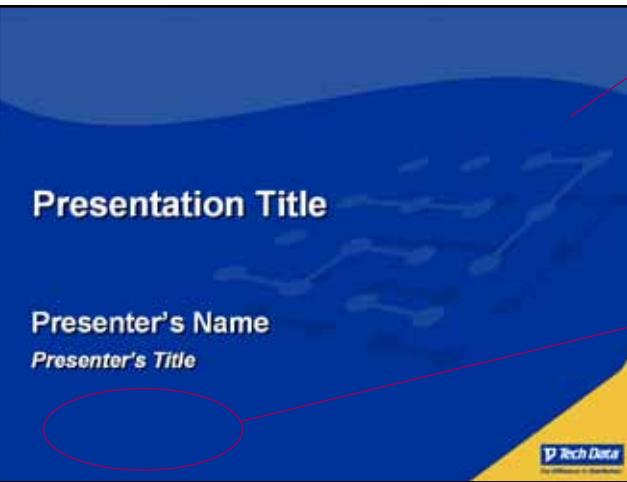
Sample pie chart slide



Sample focus area slide



Cover slide



The standard template has a cover slide that clearly illustrates the Tech Data brand, and art elements consistent with those depicted throughout this guide.

When presenting a vendor partner logo, place it in the lower left corner.

Sample Excel spreadsheet slide

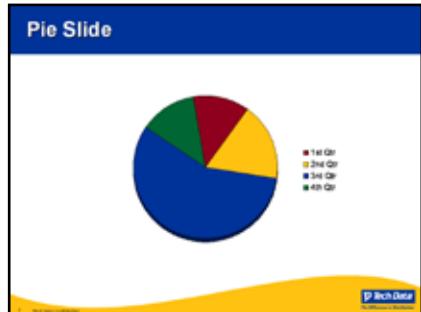
Imported Excel Spreadsheet

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Sample arrow diagram slide



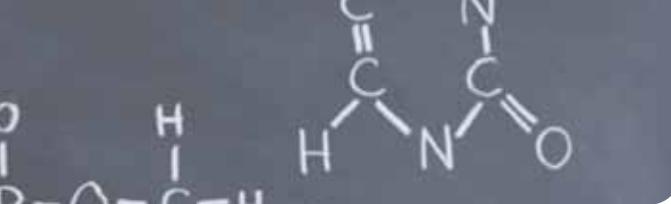
Sample pie chart slide



Closing slide



PowerPoint—Europe



While PowerPoint slides use the same branding elements as indicated in the Tech Data U.S. cover slide, Tech Data Europe has different divisions. Here are a variety of slides to show how PowerPoint slides are formatted differently within each division. See the Digital Asset Management Library (<http://creative-server.us.tdworldwide.com>).

Cover slide for Azlan UK



Divider slide for Brightstar



Bar chart slide for Azlan Germany



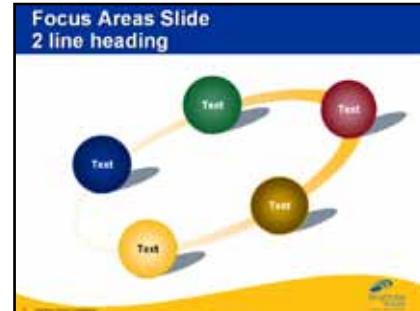
Sample arrow diagram slide for Computer 2000



Divider slide for Azlan UK



Sample focus area slide for Brightstar



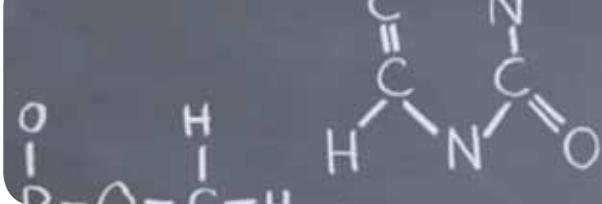
Sample Cover slide for Computer 2000



Excel chart slide for Computer 2000



PowerPoint Tips



General Tips

- Be careful with confidential information
- Refrain from needless details
- Only use information you really need to emphasize your statement
- Make sure headline and text coincide
- Present only one idea per slide and diagram
- Use as little text as possible
- Use color uniformly throughout

Headline of a Slide

- Headlines should be short—3 to 4 words maximum—and should contain an action verb
- Headlines are to attract attention and summarize the content

Graphics

- Use colors that already exist in the template color scheme. Remember, with graphics, less is more!

Text Tips

- Use positive keywords and strong, positive verbs
- Text should take up a maximum of six to eight lines
- There should be a maximum of six to eight words per line

Technical Notes

- For internal purposes, print presentations in “Pure Black and White” (go to the “File” menu, choose “Print,” and select “Pure Black and White”)

Bar Chart Tips

- Use distinguishable colors for the single bars
- Be sure the axis has a logical scale (e.g., don’t make the scale go to 500 if the highest number in the chart is 220)

Pie Chart Tips

- The diagram should not contain more than six to eight segments
- To emphasize a segment, you can separate it
- Normally, percentages are given. If you wish, you can also give absolute values, or both.

Organization Chart Tips

- Don’t overload the organization chart with information
- If more than four levels are needed, another diagram should be used

Table Tips

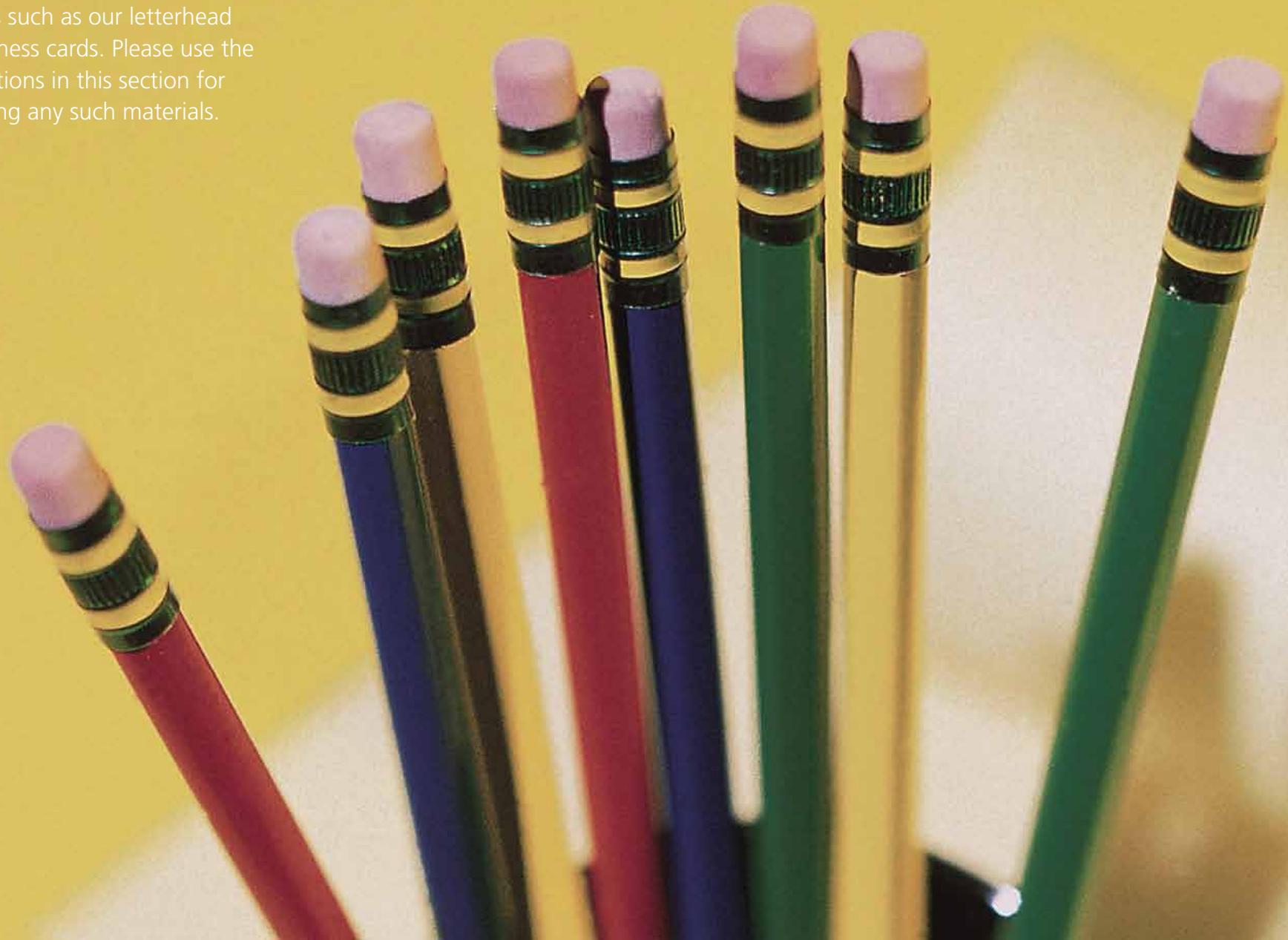
- Extensive tables (Excel sheets, for example) should never be presented on slides, but can be given as handouts

Animation Tips

- With animation, less is more! Animation is for impact, but use it sparingly so you don’t overwhelm your audience or unnecessarily add to the file size.

Stationery

Every day, thousands of impressions of Tech Data are made through simple elements such as our letterhead and business cards. Please use the specifications in this section for developing any such materials.



Business Cards



US Specifications

Business cards, should be typeset only in Frutiger 65 Bold and Frutiger 45 light.

Only two colors should be used—Pantone® Reflex Blue and Pantone® Gold 115U.

Business cards should only be printed on uncoated stock.

Please note: Pantone 123 gold appears differently on uncoated stock. To compensate, please use Pantone 115U.

Templates of the business cards can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

First Name Last Name
Position
Department

Telephone: 727.539.7429 Ext. 00000
Fax: 727.000.000
firstname.lastname@techdata.com
www.techdata.com

Tech Data Corporation
Mail stop #
5350 Tech Data Drive
Clearwater, FL 33760 USA

Tech Data
The Difference in Distribution

AIS
Advanced Information Solutions

Please note:
department is optional

First Name Last Name

Position
Department

Telephone: 727.539.7429 Ext. 00000
Fax: 727.000.000

firstname.lastname@techdata.com
www.techdata.com

Tech Data Corporation
Mail stop #
5350 Tech Data Drive
Clearwater, FL 33760 USA



Please note:
Use Pantone 115 U Gold on uncoated stock.

Size:
2" x 3.5"

Type Specifications:
Name: Frutiger 65 Bold,
11 point, aligned left,
13.2-point leading,
Pantone® Reflex Blue

Title/Department:
Frutiger 45 Light,
8 point, aligned left,
9.6-point leading,
Pantone® pt Reflex Blue

Contact Information:
Company name: Frutiger
65 bold, 8 point, aligned
left, 9.6-point leading,
Pantone® point Reflex Blue

All Additional Information:
in Frutiger 45 Light, 8 point,
aligned left, 9.6-point
leading

Graphic Elements (Gold Swoosh):
Pantone® Gold 115U
should bleed off card

Printing Colors:
100% Pantone® Reflex Blue
100% Pantone® Gold 115U

Business Cards



International Specifications

Business cards, should be typeset only in
Fruitger 65 Bold and Frutiger 45 light.

Business cards should only be printed on
uncoated stock.

Tech Data Europe has the option of
printing a two-sided business card, with
collection of specialists printed on the back.

Only two colors should be used—Pantone®
Reflex Blue and Pantone® Gold 115U.

**Please note: Pantone 123 gold appears
differently on uncoated stock. To com-
pensate, please use Pantone 115U.**

Templates of the business cards can
be found in the Digital Asset Management
library (<http://creative-server.us.tdworldwide.com>).

Size:
50 mm x 85 mm

Type Specifications:
Name: Frutiger 65 Bold,
11 point, aligned left,
13.2-point leading,
Pantone® Reflex Blue

Title/Department:
Fruitger 45 Light,

8 point, aligned left,
9.6-point leading,
Pantone® pt Reflex Blue

Contact Information:
Company name: Frutiger
65 bold, 8 point, aligned
left, 9.6-point leading,
Pantone® point Reflex Blue

Please note:
department is
optional

Marc Mueller
Managing Director

Telephone: +49 89 4700-3030
Fax: +49 89 4700-3009
Mobile: +49 175 7270293
mmueller@techdata.de
www.azlan.de

Azlan
A Trademark of Tech Data

Please note:
Tech Data Azlan naming
convention for email addresses:
fname.lname@azlan.com

Azlan Germany
Tech Data GmbH & Co. OHG
Kistlerhofstr. 75
D-81379 Munich
Germany

Please note:
Use Pantone 115U
Gold on uncoated
stock.

First Name Last Name

Position
Department

Telephone: +49/89/4700-2858
Fax: +49/89/4700-2857
Mobile: +49/175/727 0550
bwelzenbach@techdata.de
www.techdata-europe.com

Computer
2000
Part of the Tech Data Group

First Name Last Name

Position
Department

Telephone: +49/89/4700-2858
Fax: +49/89/4700-2857
Mobile: +49/175/727 0550
bwelzenbach@techdata.de
www.techdata-europe.com

Tech Data Europe GmbH
Kistlerhofstraße 75 /
D-81379 München
Germany

Brightstar
Europe
A Tech Data - Brightstar Joint Venture

All Additional Information:
in Frutiger 45 Light, 8 point,
aligned left, 9.6-point leading

**Graphic Elements
(gold swoosh):**
Pantone® Gold 115U

should bleed off card

Printing Colors:
100% Pantone® Reflex Blue
100% Pantone® Gold 115U

Please note:
Collection of
Specialists on back
side optional

Computer
2000
Part of the Tech Data Group

Azlan
Part of the Tech Data Group

Maverick
Part of the Tech Data Group

Datech
Part of the Tech Data Group

Brightstar
Europe
A Tech Data - Brightstar Joint Venture

COLLECTION OF SPECIALISTS

Letterhead



US Specifications

The specs are the same on both the Macintosh and PC.

Only two colors should be used—Pantone® Reflex Blue and Pantone® Gold 115U.

Please note: Pantone 123 gold appears differently on uncoated stock. To compensate, please use Pantone 115U.

The template can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

Size:

U.S. letter (8.5" x 11")

Typeface:

Company-specific information:
Frutiger 65 Bold and
Frutiger 45 Light,
8 point, aligned right,
9.6-point leading,
Reflex Blue

Graphic Elements (Gold Swoosh):

Pantone® Gold 115U
bleed off page

Printing Colors:

100% Pantone® Reflex Blue
100% Pantone® Gold 115U



Please note:
Use Pantone 115U
Gold on uncoated
stock.

Tech Data Corporation • 5350 Tech Data Drive • Clearwater, FL 33760 USA • Telephone: 727.539.7429 • www.techdata.com

International Specifications

The specs are the same on both the Macintosh and PC.

Only two colors should be used—Pantone® Reflex Blue and Pantone® Gold 115U.

Please note: Pantone 123C gold appears differently on uncoated stock. To compensate, please use Pantone 115U.

The template can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

Size:

DIN A4
(210 mm x 297 mm)

Typeface:

Company-specific information:
Frutiger 65 Bold and
Frutiger 45 Light,
7 point, aligned right,
8.4-point leading,
Reflex Blue

Graphic Elements (gold swoosh):
Pantone® Gold 115U
bleed off page

Printing Colors:
100% Pantone® Reflex Blue
100% Pantone® Gold 115U

Please note:

Maverick and Datech logos are interchangeable in the gold swoosh.
See inset.

Please note:

Use Pantone 115U Gold
on uncoated stock.



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Postfach 70 01 65
D-81301 München
Kistlerhofstr. 75
D-81379 München

Telefon +49/89/4700-0
Fax +49/89/4700-1000
www.techdata-europe.com

Handelsregister
München HRB 12 38 66
Steuernr. 9143/185/20071
Ust.Id.Nr. DE 812892447

Sitz der Gesellschaft ist München

Geschäftsführer
Robert M. Dutkowsky
Jeffery P. Howells
Samy Amsellem

Bankverbindung
Citibank AG, Frankfurt
Konto 0 214 152 002
BLZ 502 109 00
IBAN DE27 5021 0900 0214 1520 02

Thank You Cards



US and International Specifications

Only two colors should be used—Pantone® Reflex Blue and Pantone® Gold 123C.
Body text must utilize the typeface Frutiger 65 Bold.

The specs are the same on both the Macintosh and PC.

The template can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

Size:
U.S. letter (5.5" x 4.25 folded")
International (139.7 x 107.95 folded)

Typeface:
Company-specific information:
Frutiger 65 Bold
24 point, aligned left

Graphic Elements (Gold Swoosh):
Pantone® Gold 123C
bleed off page

Printing Colors:
100% Pantone® Reflex Blue
100% Pantone® Gold 123C

Thank You



The Difference in Distribution

Please note:
Azlan, Brightstar,
Maverick and
Datech logos are
interchangeable in
the gold swoosh

Envelopes



US and International Specifications

Business envelopes should be printed in one color—Pantone® Reflex Blue—with the address in Frutiger 65 Bold and Frutiger 45 Light.

Additional envelope sizes not outlined within this document can be created following the guidelines indicated in this section. The logo, line and type size should maintain the same proportion as indicated in the specifications for # 10 or DL envelope layout.

Positioning of the return address should always be on the top left of the envelope to allow for postage/franking on the right.

The template can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

Size:
Different Sizes

Typeface:
Company name:
Frutiger 65 Bold,
11 point, aligned left,
13.2-point leading,
Pantone® Reflex Blue

Address:
Frutiger 45 Light, 11 point,
aligned right, 13.2-point
leading, Pantone® Reflex
Blue

**Graphic Elements
(Blue Line):**
Pantone® Reflex Blue
Weight: .5 pt

Printing colors:
100% Pantone® Reflex
Blue

US and International Specifications

Tech Data Corporation
5350 Tech Data Drive
Clearwater, FL 33760



Please note:
Azlan, Brightstar,
Maverick and
Datech logos are
interchangeable

Tech Data Corporation
5350 Tech Data Drive
Clearwater, FL 33760



Tech Data Corporation
5350 Tech Data Drive
Clearwater, FL 33760



Tech Data Corporation
5350 Tech Data Drive
Clearwater, FL 33760



Fax



Fax Headers

Since faxes will be in black and white, the footers and headers should be used as shown.

The template can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

Please note:
logos are
interchangeable

Tech Data
The Difference in Distribution™

Date:	Number of pages _____ including cover sheet	<input type="checkbox"/> Urgent
To:	From:	<input type="checkbox"/> For your review
Phone: Fax:	Phone: Fax:	<input type="checkbox"/> Reply ASAP
		<input type="checkbox"/> Please comment

Please note:
addresses are
interchangeable

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Marketing & Advertising Materials

The goal of the Brand Identity Guide is to identify and prescribe certain elements—both visual and otherwise—that make up the Tech Data brand. Exactly how these elements are combined for specific marketing and advertising deliverables is more of an art than a science. As such, the following section illustrates best practices for design.



Direct Mail



'Tis the Season'...for Pixel-Perfect Images.



Help your customers capture those special moments during graduation season and all year long by offering them the full line of best-of-breed digital imaging solutions available from Tech Data.

Whether they want to capture high-quality visual images for sentimental or business reasons, you can equip your customers with digital cameras, storage media and profitable accessories they can use all year long to take and store crisp, detail-rich photos.

Tech Data
The Difference is Everywhere.

Body copy in Frutiger Light with ample leading.

Headline, set in Frutiger Bold, reinforcing benefit to customer and resonating with photograph. Subhead in Frutiger Bold.

Roam Free



Buffalo's market leading range of wireless networking, storage and multimedia solutions meet the demands of SMB customers and prosumers alike.

BUFFALO

Computer
2000
Part of The Tech Data Group

Design and Support Cutting-Edge Solutions With TD TechSupport



td techservices™
Provides Technical Consulting
Hardware, Software, Services

Tech Data
The Difference is Everywhere.

Rounded corners on any inset boxes.

Vendor partner logo(s).

Tech Data or Computer 2000 logo and wedge graphic in lower right corner as page anchor.

Display Advertising

Headline, set in Frutiger Bold, reinforcing benefit to customer and resonating with photograph. Subhead in Frutiger Bold.

Maximum Profits. Maximum Satisfaction.

Generate new and more profitable revenue when you bundle supplies and service into each color printer sale.

Selling color printing solutions means growth opportunities and higher margins, and printer supplies revenue annuity is on the rise. In fact, supplies represent up to 10 times the revenue of the actual printer hardware sale over the life of the printer.* Attach warranties for increased customer loyalty—and margins up to 30 percent.

Add more to your printer sales...and earn more.

Call your Tech Data sales team at 800-237-8931 for solution recommendations, or visit www.techdata.com to order now.

*Source: HP. ©2008 Tech Data and the Tech Data logo are registered trademarks of Tech Data Corporation in the United States and other countries. All other trademarks are the property of their respective owners. ©2008 Tech Data Corporation. All rights reserved.

brother Canon hp LEXMARK OKI RICOH KONICA MINOLTA

Tech Data The Difference is Distribution

Vendor partner logo(s).

Body copy in Frutiger Light with ample leading.

Generate new and more profitable revenue when you bundle supplies and service into each color printer sale.

Selling color printing solutions means growth opportunities and higher margins, and printer supplies revenue annuity is on the rise. In fact, supplies represent up to 10 times the revenue of the actual printer hardware sale over the life of the printer.* Attach warranties for increased customer loyalty—and margins up to 30 percent.

Add more to your printer sales...and earn more.

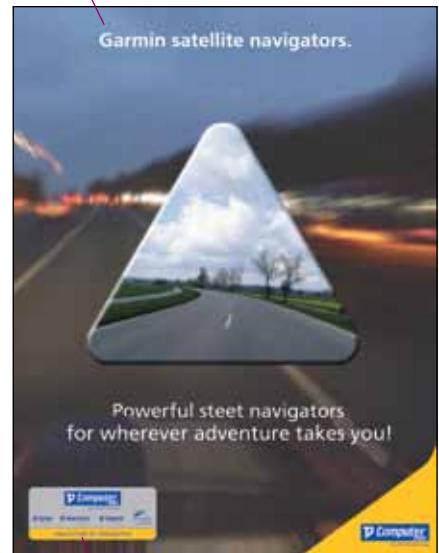
Call your Tech Data sales team at 800-237-8931 for solution recommendations, or visit www.techdata.com to order now.

Product shot.

Gold wave used at top of layout.



Dynamic photography with headline set over "dead" space.

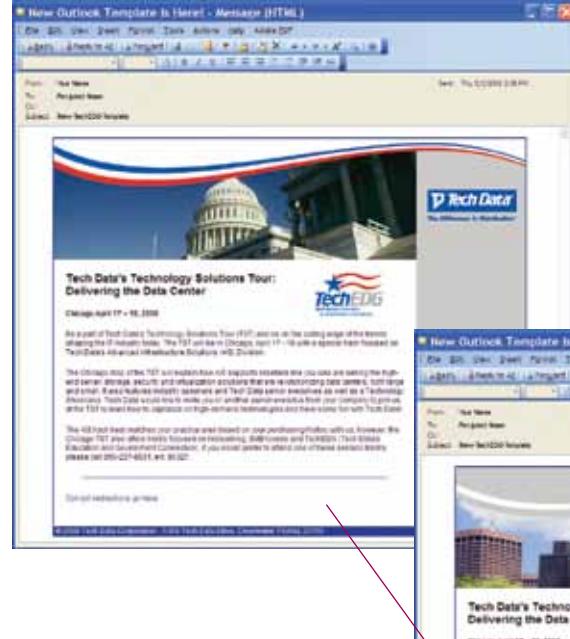


This ad illustrates the use of the "Collection of Specialists" graphic element. Computer 2000 is the dominant brand, but the other divisions are given exposure through the use of this element.



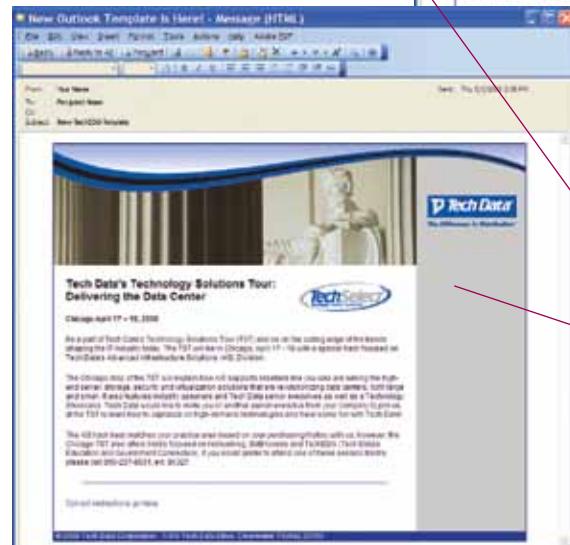
Tech Data or Computer 2000 logo and wedge graphic in lower right corner as page anchor.

E-mails & Banner Ads



Use of the gold wave.

Headline set in Arial Bold.



Examples of how the wave can be adapted and used for different community groups and special events. Here, a colored bar on the right may also be used for HTML links. Note the placement of the community group or event logo relative to the Tech Data (or Computer 2000) logo.



Example of the use of the wedge graphic on banner ads that must contain elements of the vendor partner's brand identity.



Event Collateral

Examples of how different fonts may be employed—particularly on internal events—to reinforce a theme.

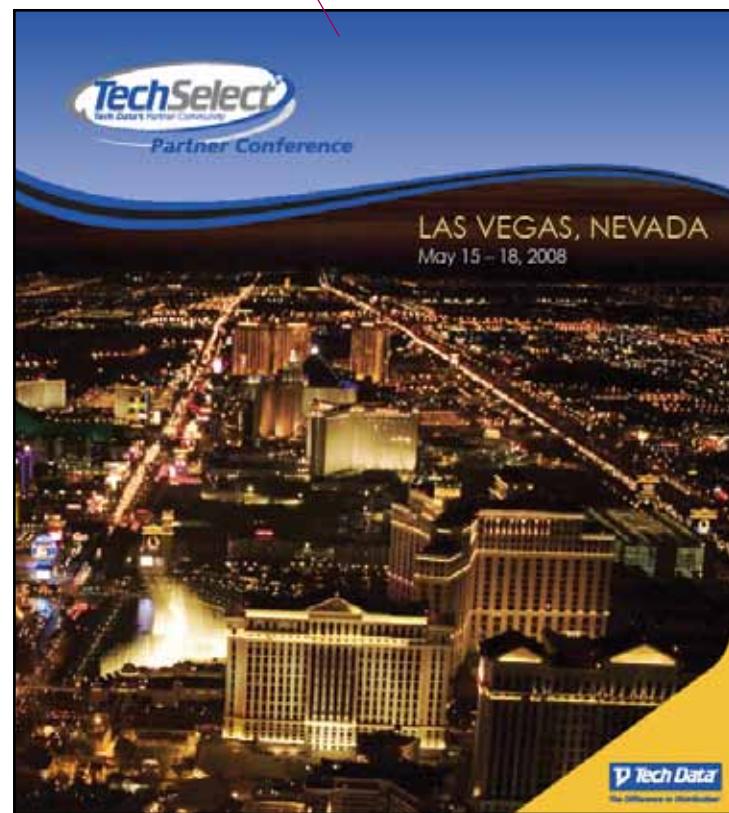


The wedge graphic should not be used here because it would be too small. A solid box is recommended instead.



Vendor partner logos are placed in a white area at the bottom.

Example of how the community wave is used on event collateral.



Magazines & Newsletters

Masthead against gold PMS 123 background.

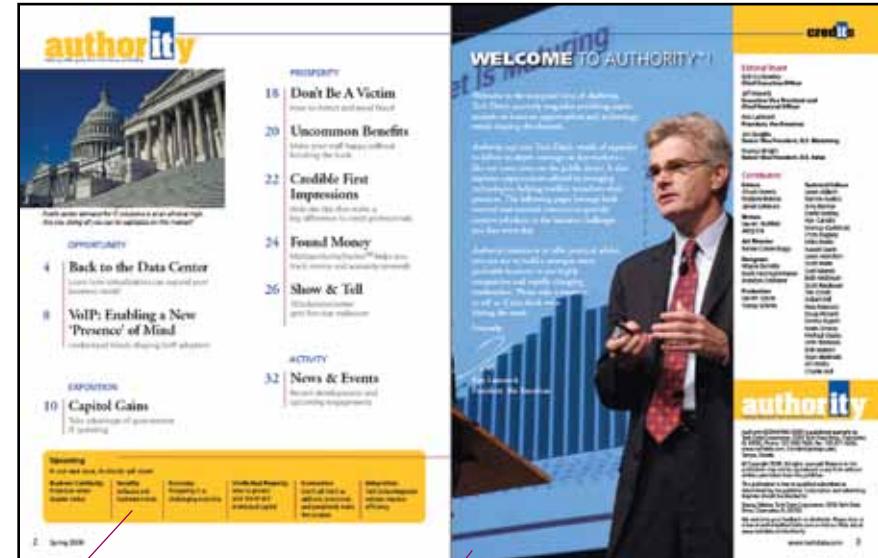
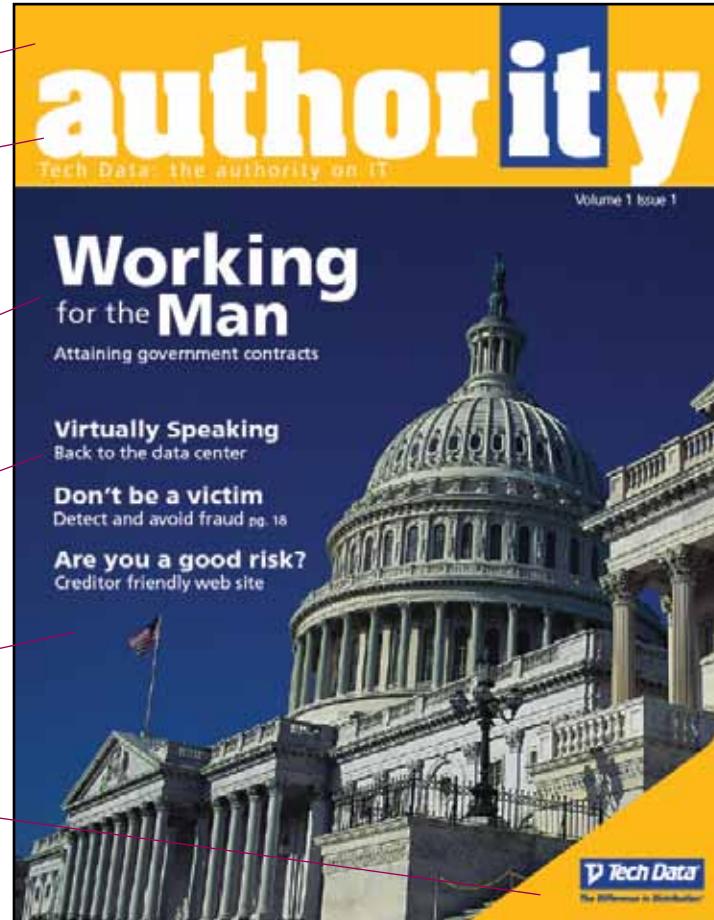
Aachen font used for greater visibility.

Cover story is set in Frutiger Bold with most prominent point size.

Secondary articles set in Frutiger Bold.

Vibrant, full-page imagery.

Wedge graphic.



Rounded corners

Vibrant imagery and dynamic cropping.

Garamond font used for enhanced readability.



Magazines & Newsletters



Aachen font used for greater visibility.

Vibrant, full-page imagery.

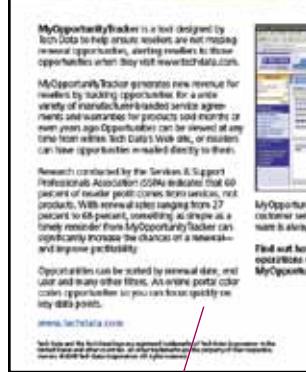


Masthead against gold PMS 123 background or Reflex Blue.



Rounded corners

Brochures



Copy set in Frutiger Light.



Wedge graphic.



Headline, set in Frutiger Bold, reinforcing benefit to customer and resonating with photograph. Subhead in Frutiger Bold.

Headline, set in Frutiger Bold, reinforcing benefit to customer and resonating with photograph. Subhead in Frutiger Bold.

The wave graphic



Vibrant, full-page imagery.

Intranet

Our home away from home, the Tech Data Intranet is an internal guide for our employees. From forms to health and welfare benefits the intranet gives us easy access to a wealth of information in our company.





Undergoing redesign.



Intranet—Europe

International Specifications

The Intranet has a clean streamlined design that utilizes elements of our branding.

Our colors are the web versions of Pantone® Reflex Blue C (web# 003399) and Pantone® 123 gold (web# FFCC33) and Pantone® Cool Gray 3 (web# CCCCCC).

The typeface used is Frutiger 65 Bold and Frutiger 45 Light.

Nice use of white space

The screenshot shows the TechData Europe Intranet homepage. The top navigation bar includes links for Home, Corporate Information, EU Functions & Programs, TD Brands, IT Services, Countries, and Search. A search bar and a 'Site Action' dropdown are also present. The main content area features a yellow header with the 'Intranet Europe' logo. On the left, a sidebar menu lists Welcome, Training, Surveys, Training Calendar (which is highlighted), Training Team, Business Training, and Services. The central content area displays a 'Welcome to our Trainings Overview' section with a blue puzzle piece graphic and a paragraph of placeholder text. Below this is a 'Available Trainings' section showing a single entry for 'SAP sales training' scheduled for Monday, 6/12/2008, from 12:00 AM to 6/24/2008, 11:59 PM. To the right, there is a 'Employee Lookups' search bar, a 'Links' section stating 'There are currently no favorite links to display', and a 'Calendar' section showing a monthly view for September 2007. The calendar highlights the 22nd and 23rd as yellow boxes. A red line labeled 'Gold wave' points to the yellow header area. Another red line labeled 'Space left open' points to the bottom right corner of the page.

Space left open

Miscellaneous



Transportation



Use For Two Line Names



Sign dimensions are 48" x 12".

Two line signs are 48" x 14.5"

Letters set in Reflex Blue Frutiger Bold,
approximately 3.8" tall (390 pt).

6 pt Reflex Blue rule set 1" from outer
edge of sign.

Tech Data logo appears without tagline.

More interior signs to come.

Exterior Signage

All exterior building signs should appear as depicted on this page, and be produced in 100% PMS Reflex Blue and white. Every effort should be made to honor the clear space rules as previously described in this guide.



Tradeshow exhibit example.



Exterior building signage (Clearwater, FL).



Exterior building signage (Sweedsboro, NJ).



Exterior building signage (Miami, FL).



Exterior building signage (Munich, Germany).



Fleet Graphics

All transportation vehicles should appear as depicted on this page.

Please consult the photography section of this brand guide for guidelines on photo selection.

Our brand message “IT depends on us” should be appear on all vehicles along with our logo. The font used is Frutiger 65 Bold and should appear in Pantone® Reflex Blue.

Size:
Determined by size of vehicle

Typeface:
Company-specific information:
Frutiger 65 Bold

**Graphic Elements
(Gold Swoosh):**
Pantone® Gold 123 C

Printing colors:
Four color CMYK



Promotional Items

All promotional items should be tasteful in appearance. The Tech Data logo should be displayed prominently on the item. The logo should be sized appropriately relative to the size of item on which it is being printed.

Please adhere to the preferred usage guidelines and clear space rules for direction on how to implement the Tech Data logo on various colored backgrounds.

Different versions of the Tech Data logo can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

If you need assistance with choosing the correct format please contact your marketing representative (contact information is on page 59).





Apparel

Promotional items should always bear the Tech Data logo with optional tagline in 100% Reflex Blue (or appropriate color thread). The tagline is optional on apparel because it may be too small to be reproduced through stitching.

The Tech Data logo should be displayed prominently on the item. The logo should be sized appropriately relative to the size of item on which it is being printed. Please adhere to the preferred usage guidelines and clear space rules for direction on how to implement the Tech Data logo on various colored backgrounds.

Different versions of the Tech Data logo can be found in the Digital Asset Management library (<http://creative-server.us.tdworldwide.com>).

If you need assistance with choosing the correct format please contact your marketing representative (contact information is on page 59).

When there is more than one mark

When producing apparel with both the Tech Data logo and a vendor partner logo, the Tech Data logo should go on the left breast, and the vendor partner logo on the right sleeve. Because vendor partners often have their own branding standards, be mindful of the fabric colors. White or grey is always a safe bet.



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