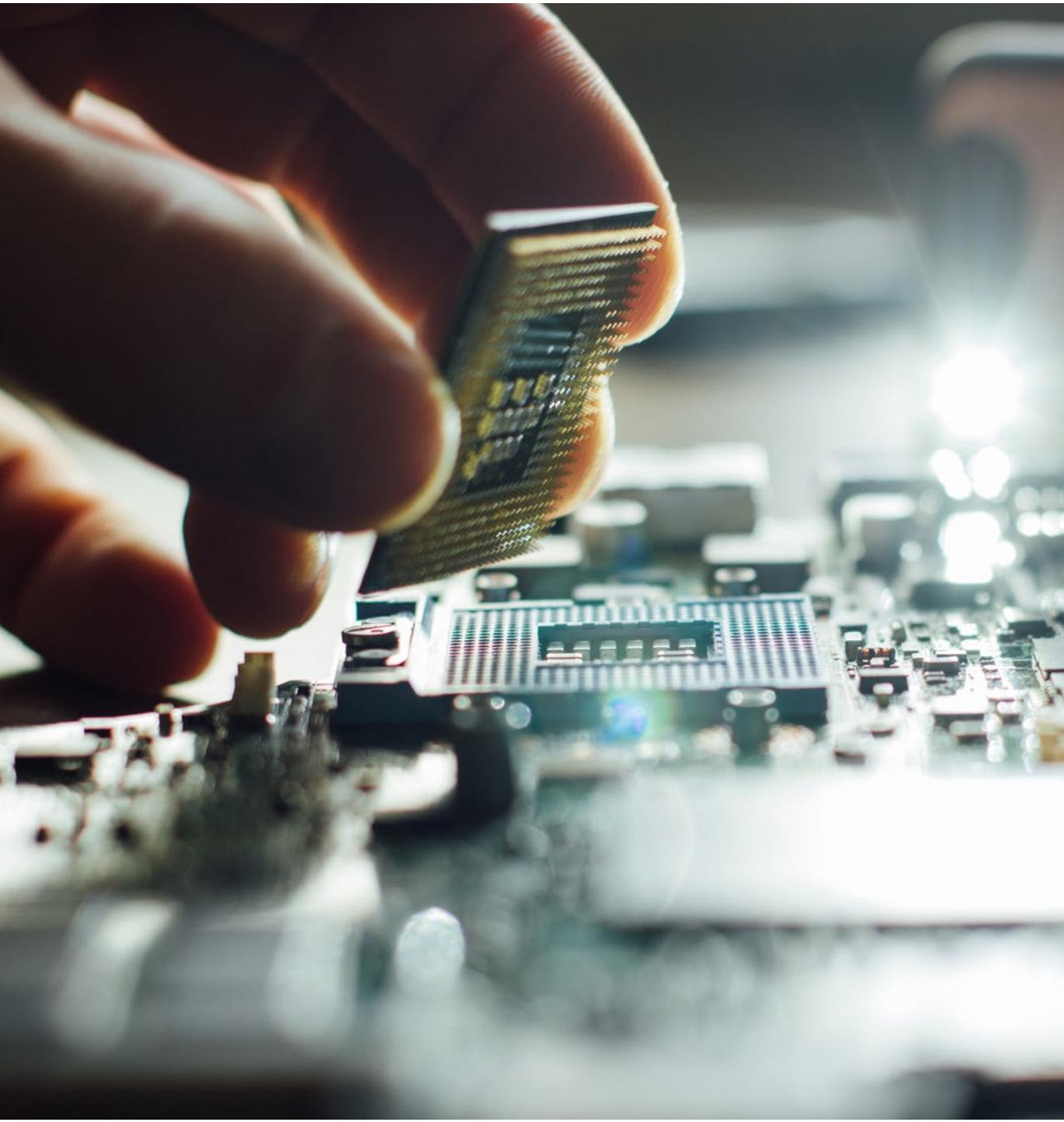


# CORPORATE DESIGN MANUAL





## CONTENT

Mission, vision, values	3
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# MISSION

As a services company, our mission is to deliver solutions that enable our customers to meet their objectives by optimizing the value of returned electronic devices for our customers with the goal of 100% reuse of all materials. We accomplish this through continuous innovation in repair, remanufacturing, refurbishment, reclamation and remarketing technologies.

# VISION

To be the premier aftermarket services company benefiting our customers, the communities in which we operate and the environment.

# VALUES

## **WE PUT CUSTOMERS FIRST**

We work to exceed our customers' expectations each day by providing high quality, reliable services that create value for our customers. Our company culture is centered around our customers. We listen to our customers to understand their needs and expectations and we strive to develop and deliver premium services that deliver superior value for their businesses.

## **WE TREAT EACH OTHER WITH RESPECT AND DIGNITY**

We value each person, their ideas and opinions. We take the time to listen to each other and acknowledge the unique contribution each of us makes to our success. We expect and promote integrity, loyalty and team spirit. We learn from each other and recognize the contribution each of us makes to our success at every level of the organization.

## **WE STRIVE FOR EXCELLENCE IN ALL THAT WE DO**

We strive for excellence in all that we do through continuous learning and improvement. We seek excellence through innovation. By working smarter, we develop processes and solutions that deliver value and that meet our customers' ever evolving needs. We consistently deliver high quality services and products.

## **WE EMBRACE TEAMWORK**

We recognize that teamwork and supporting each other delivers the best results. We work together to solve problems and keep our commitments to our customers. Through the power of teamwork we deliver better service to our customers and encourage a culture of mutual respect and common rewards. We recognize that teamwork works.

## **WE PROTECT THE ENVIRONMENT BY EXTENDING THE USEFUL LIFE OF DIGITAL PRODUCTS**

We are good corporate citizens. By extending the useful life of digital products and components we reduce the unnecessary generation of waste and carbon and use of energy and materials. Improving the environment as well as the communities in which we operate is core to all that we do.

## **WE ACT WITH INTEGRITY**

We act with integrity in all our dealings with each other, our customers and our partners. We take responsibility for our actions and stand behind our commitments. Integrity in our actions and words builds the trust that we can be counted on to keep our commitments.

## RECONEXT LOGO

A logo is nothing more and certainly nothing less than the visual and graphic representation of the identity of a company.

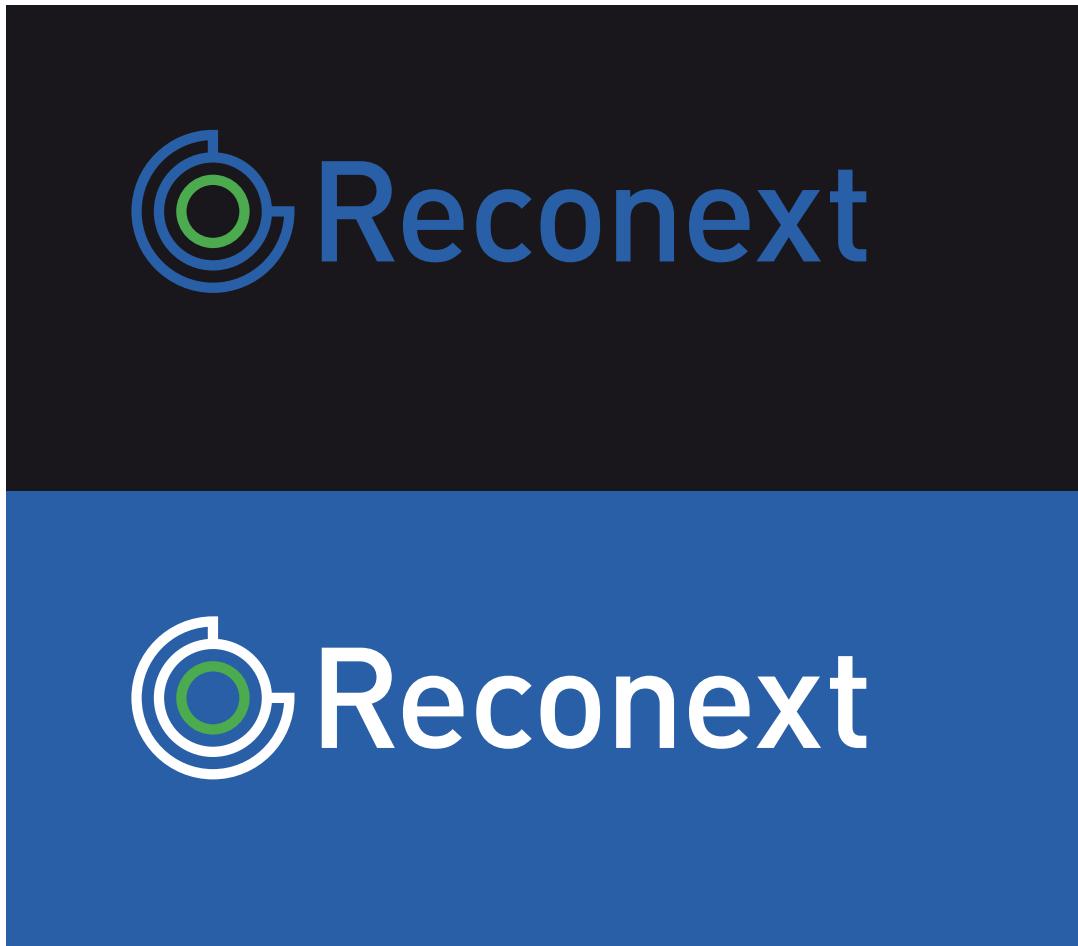
A strong logo with the icon in the leading role. The typography and icon are interconnected, but the icon can also be used as stand-alone. The icon is a unique shape within the market and plays with the concept of circularity and a link of always being connected, re-connected and always 'on'. This combination with the robust typography, DIN, also gives a differentiated appearance.





The logo can be applied on a white background or dark colored background. Always make sure that there is enough space around the logo as shown below and that the contrast with the background is strong enough.

The basic typography of the logo is DIN Medium, but the logo is an unchanging image.



Keep open space around the logo at least the same size as the X-height

The minimal width of the logo is 25.4 mm or 1 inch



## OUTDOOR AND INDOOR SIGNING

On and around the buildings of Reconext we have two branding options.

The horizontal version is best for facades with a lot of space. In smaller spaces, or as a door sign we use the squared version.

Depending on available space there are two logo options: horizontal and a square version.

The logos can be used either on a blue or white background, but also as cut-out letters directly on the facade. We can also use the logo as colorless embossing or etching on different materials.



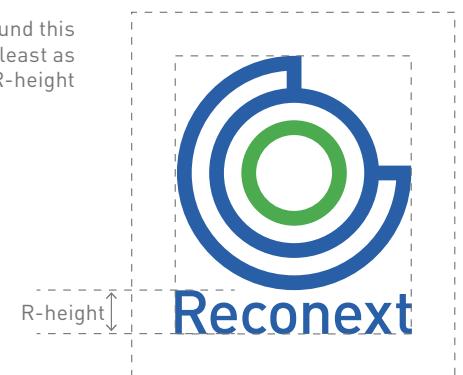


When producing outdoor  
signing, always ensure  
that materials used are as  
sustainable as possible and  
high-quality

SQUARED VERSION



Keep space around this  
logo version at least as  
large as the letter R-height





BANNER

## FLAGS AND BANNERS

Flags and banners can be used for additional outdoor or indoor branding purposes.

Blue or white  
background



FLAGS



## WORKWEAR AND T-SHIRTS

Company clothing can be white or Reconext Blue with horizontal logo on the front on the left chest pocket. On the back and on T-shirts and hoodies we use the icon in large format as a graphic element and eye-catcher.



Pay close attention when printing on clothing with transfers or screen printing that the logo remains sharp. Use high resolution files and quality printers.



## BARLOW-OFFLINE

### DIORI IK MUAS UNT LISTI

Hiustius eos modiant iantent. Qui repudipit qui inimagn atempos apidis aliquodi odic tenima dem occaeerere non rem ad que labo. Xerrum, nobita nonsenitem corrovid experumqui dolorero maxi

Heading Caps  
Barlow Bold  
C9/9 pt

Vernatus reperitatius  
re volestia dolorro  
vitaspere alita vero  
doloreptaqui ut ellandem  
net quae necus

Body  
Barlow Light  
C9/13 pt

Niaspere volutemqui quibea doluptat explita sed  
occus ut rem repudae pero. Exped ut aut aut por  
sum, con exped modipis volorro di dolum res  
quam quam, quam aces.

Body-accent  
Barlow Medium  
C9/13 pt

### MIN NIST MAXIMENIMI LUM HICIS NULPARCI OCCAB IPSUM

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reperia tendigenimil et  
- exped ut aut aut porrunt doloresed ut ipsandu  
volorro di dolum resto expedicit  
- hue ne veleces equiasperia el et doluptiam iusl  
ea voluptam fuga.

Heading Caps  
Barlow Bold  
C13/13 pt

Summary  
Barlow Light  
C9/13 pt

## RECONEXT TYPOGRAPHY

### BARLOW-OFFLINE AND WEBSITE

The typography is an important visual element of the corporate design. It determines which tone-of-voice we communicate with. The basic typography, Barlow, is a Google font, free to download, and it provides a consistent and uniform image. It is a modern and legible typography with a technical association.

### ARIAL-ONLINE

We use Arial for online communication such as e-mails, letters, reports and PowerPoint. This font is standard on every computer.

## ARIAL-ONLINE

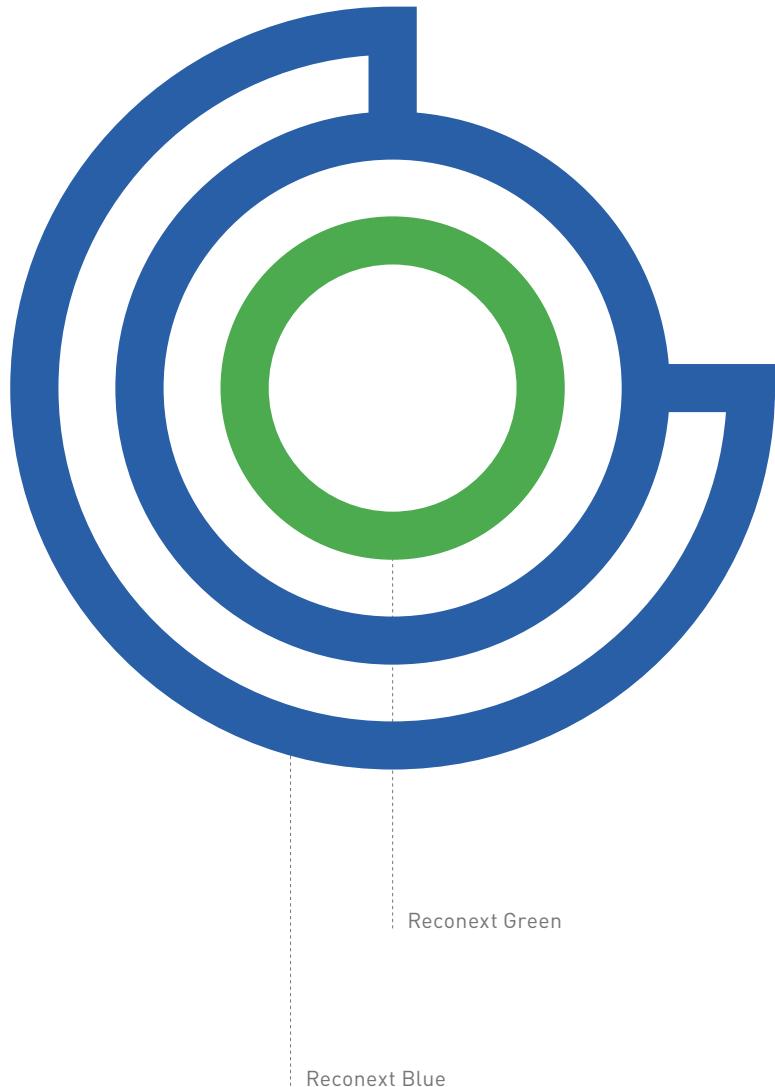
### QUI REPUDIPIT QUI QUI IDES

Nem renient, ipsus andis si doluptam ullabo itam  
rehent et dolorent id et qui consene ctiumqu  
que pora cust, volore, sit qui blatem quid mo  
essequu ntorrovit ad expliam

Heading Caps  
Arial Bold  
C10/13 pt

Body  
Arial Regular  
C9/13 pt

# COLOR SCHEME

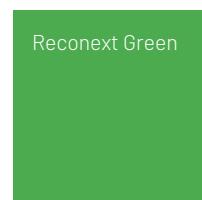
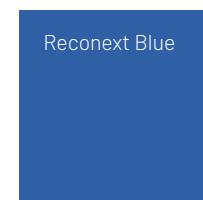


In the logo we use two main colors:

- Blue which stands for business, technology and reliability.
- Green which shows the sustainable and circular side of Reconext. Green stands for accessible, environmentally conscious and friendly.

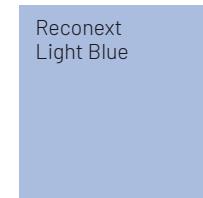
In addition, there are six supporting colors. All colors can be used as a background and can be used in design as visual elements.

Reconnect Blue  
C85 M63 Y0 K0  
R55 G94 B169  
#375ea9  
Pantone PMS7455



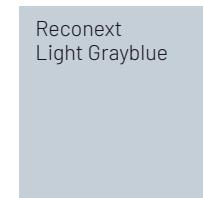
Reconnect Green  
C72 M0 Y85 K0  
R69 G174 B82  
#45ae52  
Pantone PMS7738

Reconnect Light Blue  
C38 M22 Y0 K0  
R169 G187 B226  
#a9bbe2



Reconnect Light Green  
C28 M34 Y0 K0  
R198 G224 B188  
#c6e0bc

Reconnect Light Grayblue  
C27 M15 Y11 K0  
R197 G206 B218  
#c5ceda  
Pantone PMS538



Reconnect Light Graygreen  
C25 M18 Y19 K0  
R202 G202 B202  
#cacaca  
Pantone PMS420

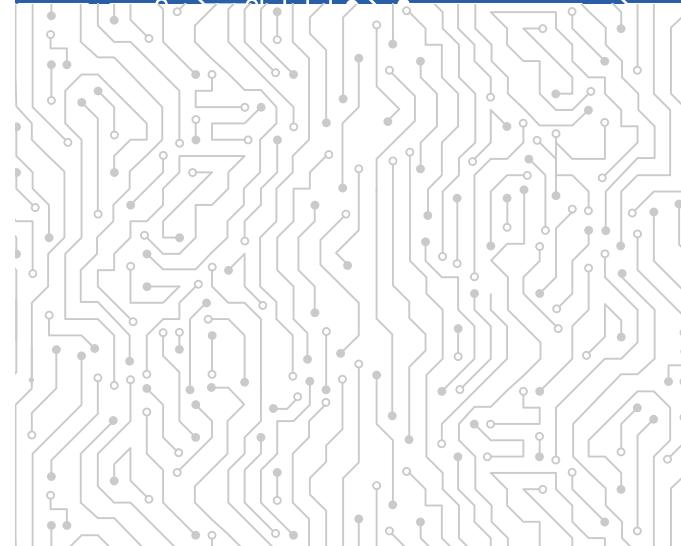
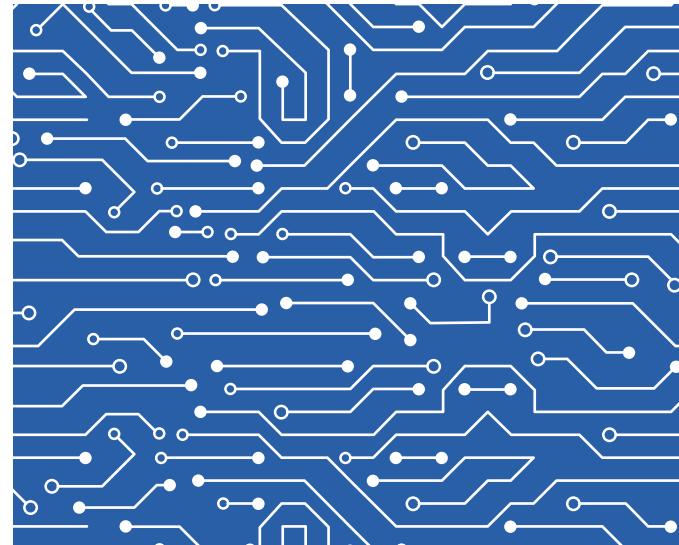
Reconnect Cool Gray9  
C53 M42 Y39 K23  
R118 G119 B122  
#76777a  
Pantone PMS Cool Gray9



Reconnect Cool Gray7  
C42 M32 Y32 K11  
R151 G153 B154  
#97999a  
Pantone PMS Cool Gray7

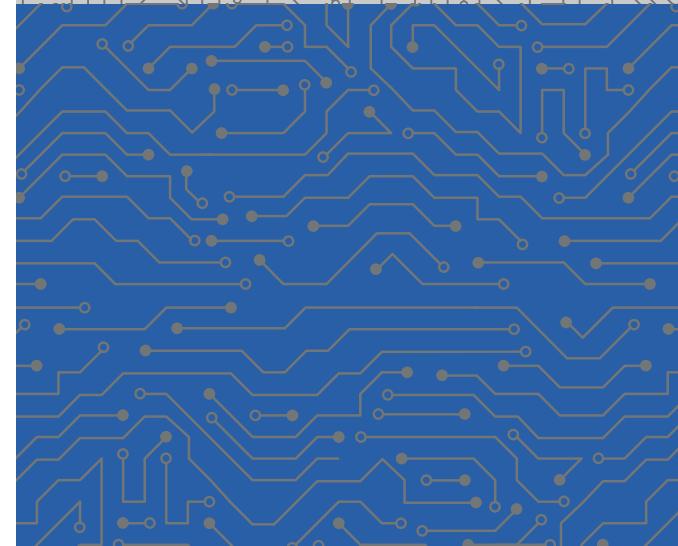
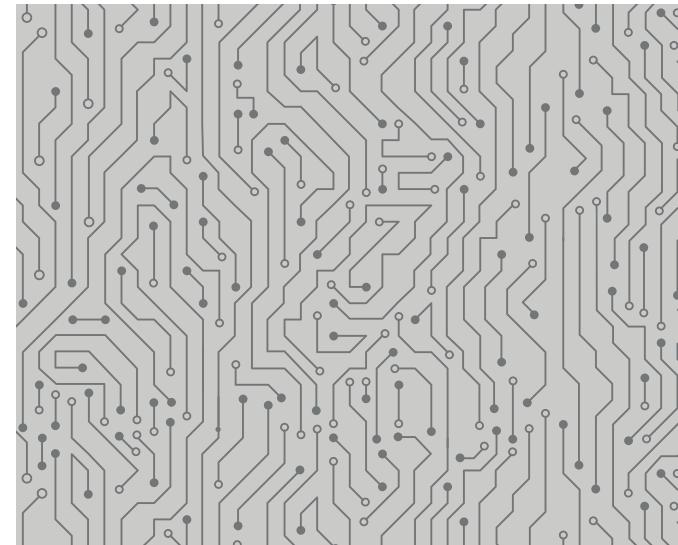
## GRAPHIC DESIGN ELEMENTS

Reconnect Blue  
Pattern White



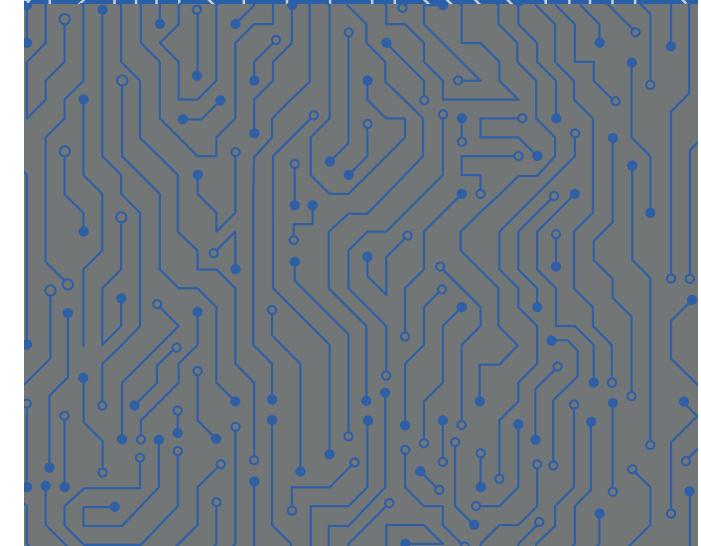
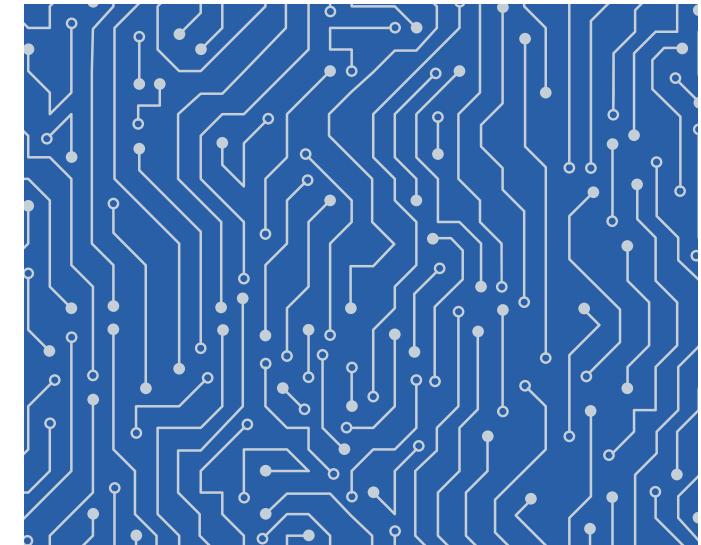
White with  
Pattern Reconext Light Graygreen

Reconnect Light Grayblue  
Pattern Reconext Cool Gray9



Reconnect Blue  
Pattern Reconext Cool Gray9

Reconnect Blue  
Pattern Reconext Light Grayblue

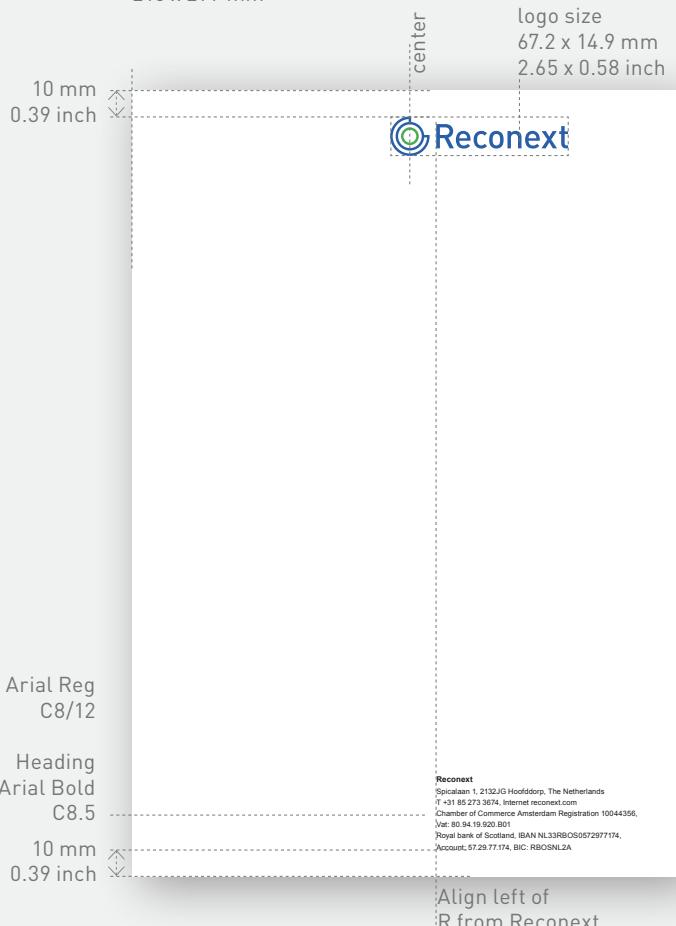


Reconnect Cool Gray9  
Pattern Reconext Blue

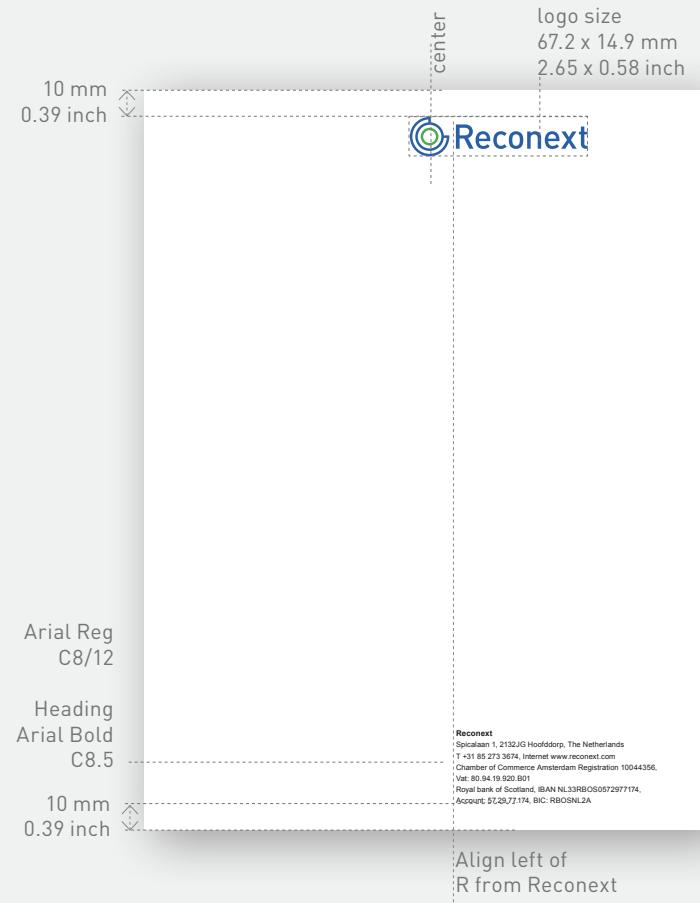
# STATIONERY

A4 and US LETTER size word-templates are available,  
see helpdesk page 22.

LETTER  
Letterheaded paper A4  
EUR & UK  
210 x 297 mm



LETTER  
US LETTER 8.5 x 11 inch



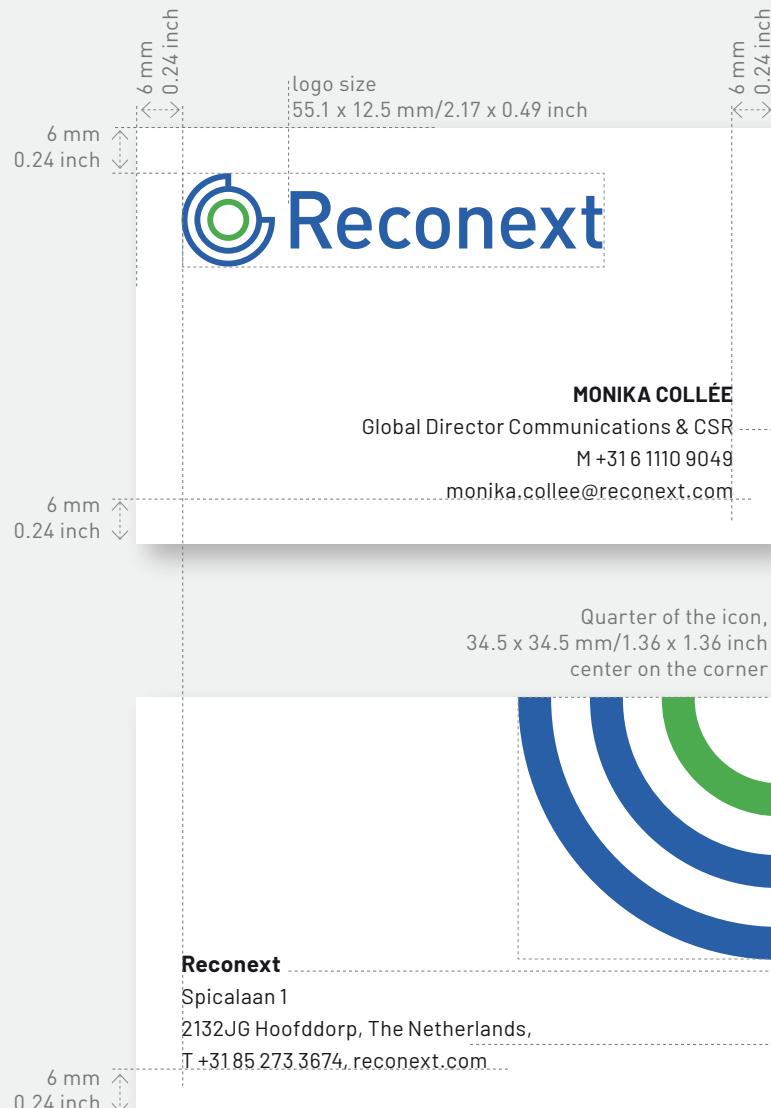
PAPER  
Letters:  
White matte paper  
100 gsm paper weight  
eco-friendly FSC certified



The mark of  
responsible forestry

The Forest Stewardship Council is the world's leading organization for responsible forest management. FSC certification ensures that healthy forests are maintained, and the rights of forestry workers and forest dwellers are protected.

## BUSINESS CARDS AND E-SIGNATURE



BUSINESS CARDS  
EUR & UK 85 x 55 mm  
US 3.35 x 2 inch

Business cards and e-signature are standard elements of the Corporate Design and have to be used globally in a standardized manner.

Templates available, see helpdesk page 22.

E-SIGNATURE  
Color: Reconext Blue r55 g94 b169  
Use a • between the phone numbers  
Left margin: 0 mm  
Logo size: 62 mm wide, height 13.7 mm



Name: in Caps  
Body: Arial  
Corps 11 pt  
Line spacing 1,5



PAPER  
Business Cards:  
White matte paper  
330-360 gsm paper weight  
eco-friendly FSC certified

# SALES FOLDER WITH BUSINESS CARD HOLDER

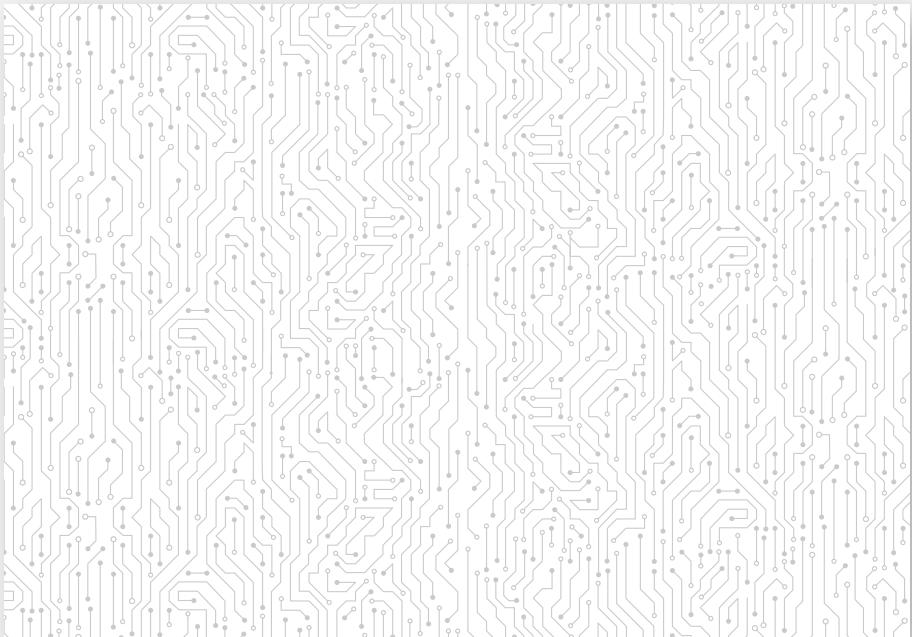




With compliments

**Reconext**  
Spicalaan 1,  
2132JG Hoofddorp, The Netherlands,  
T +31 85 273 3674, [reconext.com](http://reconext.com)

Front



Back

#### PAPER

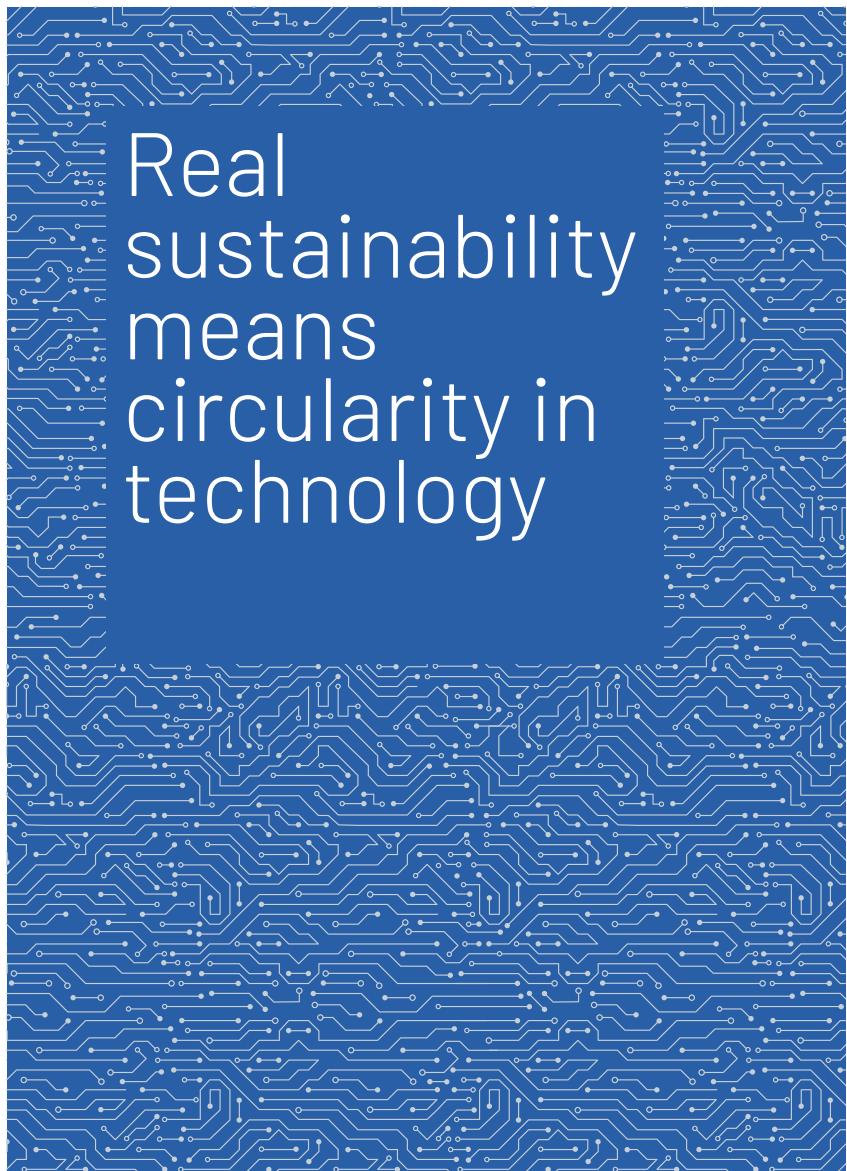
With compliments card:  
White matte paper  
330-360 gsm paper weight  
eco-friendly FSC certified

COMPLIMENTS CARD  
EUR & UK 210 x 148 mm  
US 6 x 8 inch

## COMPLIMENTS CARD AND NOTEBOOK



NOTEBOOK



The Reconext logo is always centered

## ADVERTISING AND SOCIAL MEDIA

To create a recognizable Reconext image in all online and offline communication, we use the motherboard pattern with a space for a white text in Barlow (offline) or Arial (online) lettertype. Exciting quotes that encourage thinking and position Reconext.



We use the icon as an avatar in social media such as LinkedIn and Instagram. It's not necessary to put the logo in the visual.

## MISSION

As a services company, our mission is to deliver solutions that enable our customers to meet their objectives by optimizing the value of returned electronic devices for our customers with the goal of 100% reuse of all materials. We accomplish this through continuous innovation in repair, remanufacturing, refurbishment, reclamation and remarketing technologies.



## VISION

To be the premier aftermarket services company benefiting our customers, the communities in which we operate and the environment.

## INTERNAL COMMUNICATIONS

For the internal communication such as the vision, mission and value posters we use the same layout as the external communication, only the emphasis is now on the text and we use Reconext Light Blue and Reconext Light Green as the background color.

### WE PUT CUSTOMERS FIRST

We work to exceed our customers' expectations each day by providing high quality, reliable services that create value for our customers. Our company culture is centered around our customers. We listen to our customers to understand their needs and expectations and we strive to develop and deliver premium services that deliver superior value for their businesses.

### WE TREAT EACH OTHER WITH RESPECT AND DIGNITY

We value each person, their ideas and opinions. We take the time to listen to each other and acknowledge the unique contribution each of us makes to our success. We expect and promote integrity, loyalty and team spirit. We learn from each other and recognize the contribution each of us makes to our success at every level of the organization.

### WE STRIVE FOR EXCELLENCE IN ALL THAT WE DO

We strive for excellence in all that we do through continuous learning and improvement. We seek excellence through innovation. By working smarter, we develop processes and solutions that deliver value and that meet our customers' ever evolving needs. We consistently deliver high quality services and products.

### WE EMBRACE TEAMWORK

We recognize that teamwork and supporting each other delivers the best results. We work together to solve problems and keep our commitments to our customers. Through the power of teamwork we deliver better service to our customers and encourage a culture of mutual respect and common rewards. We recognize that teamwork works.

### WE PROTECT THE ENVIRONMENT BY EXTENDING THE USEFUL LIFE OF DIGITAL PRODUCTS

We are good corporate citizens. By extending the useful life of digital products and components we reduce the unnecessary generation of waste and carbon and use of energy and materials. Improving the environment as well as the communities in which we operate is core to all that we do.

### WE ACT WITH INTEGRITY

We act with integrity in all our dealings with each other, our customers and our partners. We take responsibility for our actions and stand behind our commitments. Integrity in our actions and words builds the trust that we can be counted on to keep our commitments.

## SUB-BRANDS

The sub-brands of Reconext are recognizable by the same icon and the tagline 'by Reconext'. The product name is always in color in Reconext Cool Gray9. The sub-brands are unchanging images.



Icon  
Reconext Blue+Green  
13.1 x 13.1 mm/0.52 inch

Sub-brand  
Reconext Cool Gray9  
C31.6 pt  
DIN Medium

Important width  
1.9 mm/0.075 inch  
space between  
icon + product brand

Maintains the same ratio if other  
typography sizes are used



Please keep minimal distance of the  
X-height around the logo



# POWERPOINT PRESENTATION

There is a standerized pptx template available for presentations.

The slides shown on this page are illustrative of the look and feel of a Reconext presentation.

## Title page for a presentation topic with date and location 90pt

Amsterdam  
September 2, 2020



## Title page for a presentation topic with date and location 90pt

Amsterdam  
September 2, 2020



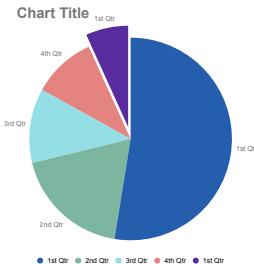
## Title page for a presentation topic with date and location 90pt

Amsterdam  
September 2, 2020



Vitae, justo. Nullam dictum felis eu ede mol pretium. Integer tincidunt. 70pt

- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet.
- venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula,
- porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. 42pt

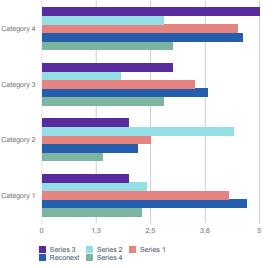


venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

- Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo.
- Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula 36pt

Cum sociis natoque penatibus et magnis dis parturient montes 46pt

- Nulla consequat massa quis enim. Donec pede justo, fringilla vel,
- aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a,
- nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.
- venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. 36pt



# FLYERS



## TITAN BY RECONEXT

### AUTOMATED, OBJECTIVE SET-TOP-BOX (STB) TEST PLATFORM

TITAN IS AN AUTOMATED, OBJECTIVE SET-TOP-BOX (STB) TEST SYSTEM THAT PROVIDES COMPREHENSIVE TEST COVERAGE ON STBS RETURNED FROM THE FIELD.

Titan can reduce touch time to less than 3 minutes, reducing labour costs and avoiding the potential errors associated with manual testing.

The Titan system fully verifies results and produces certified reporting of product status to build confidence in the reliability of the product. Data collected during the test process can be analysed to provide insight into product behaviours and help identify any weakness in specific operational characteristics. This data can be used to influence future designs and make decisions on existing products as well as help customer service departments diagnose field issues more accurately.

To find out how Titan can benefit your business visit [reconext.com/titan](http://reconext.com/titan) and for a live demonstration email [marketing@reconext.com](mailto:marketing@reconext.com)



#### Features

- Attended touch time < 3 minutes
- Fully Automated one touch process
- Tests all AV Interfaces
- Includes Wi-Fi, Bluetooth, MoCA
- Supports Satellite, Cable and IP
- HDD and EHDD Surface test
- Programmable Cycle time
- All major OEM models supported
- Focussed testing based on known failure mechanisms
- Stress testing of specific areas of the STB by repeated testing during the test cycle
- Continual development roadmap to ensure future technologies are supported

#### Benefits

- TEST DEVELOPMENT - Test Coverage can be 'tuned' based on the returns profile
- REPEATABILITY - No subjective Operator based decisions on audio or visual quality, all decisions objective and automated
- RELIABILITY - Threshold levels can be set based on OEM values and calibration measures determined empirically
- SCALABILITY - Titan has the capacity to test 16 STB simultaneously, multi-thread testing allows the removal and addition of a STB at any point during the operation
- DATA CAPTURE - All test information is available to review real time with a unique customer portal
- FLEXIBILITY - Any STB can be introduced to Titan at any point during the test cycle. Test programs are not slot specific and any model can be tested on any slot at any time
- PORTABILITY - As there is no need to test in the 'live' environment a STB can be tested anywhere in the Supply Chain without the need for a true Network provision
- ACCESSIBILITY - As Titan testing is in a 'black-box' mode, the STB is tested in the same condition as



EUR & UK width x height  
210 x 297 mm



## OPTILINE BY RECONEXT

### AUTOMATED, OBJECTIVE COSMETIC GRADING SOLUTION FOR SMARTPHONES AND OTHER CONNECTED DEVICES

OPTILINE IS A SOLUTION CREATED TO IMPROVE THE CURRENT VISUAL AND MECHANICAL INSPECTION AND COSMETIC ASSESSMENT PRONE TO INCONSISTENCIES AND HUMAN ERROR.

There has been a growing demand within the mobile and CPE industries for an automated objective grading technology to increase the speed and accuracy of current processes. Optiline enables the measurements of any traces of use on various surfaces at a high resolution. Its analysis software utilizes artificial intelligence in detecting damages and defects. Optiline records pictures of all tested devices, which in turn can automatically be displayed on any third-party system, including e-commerce platform.

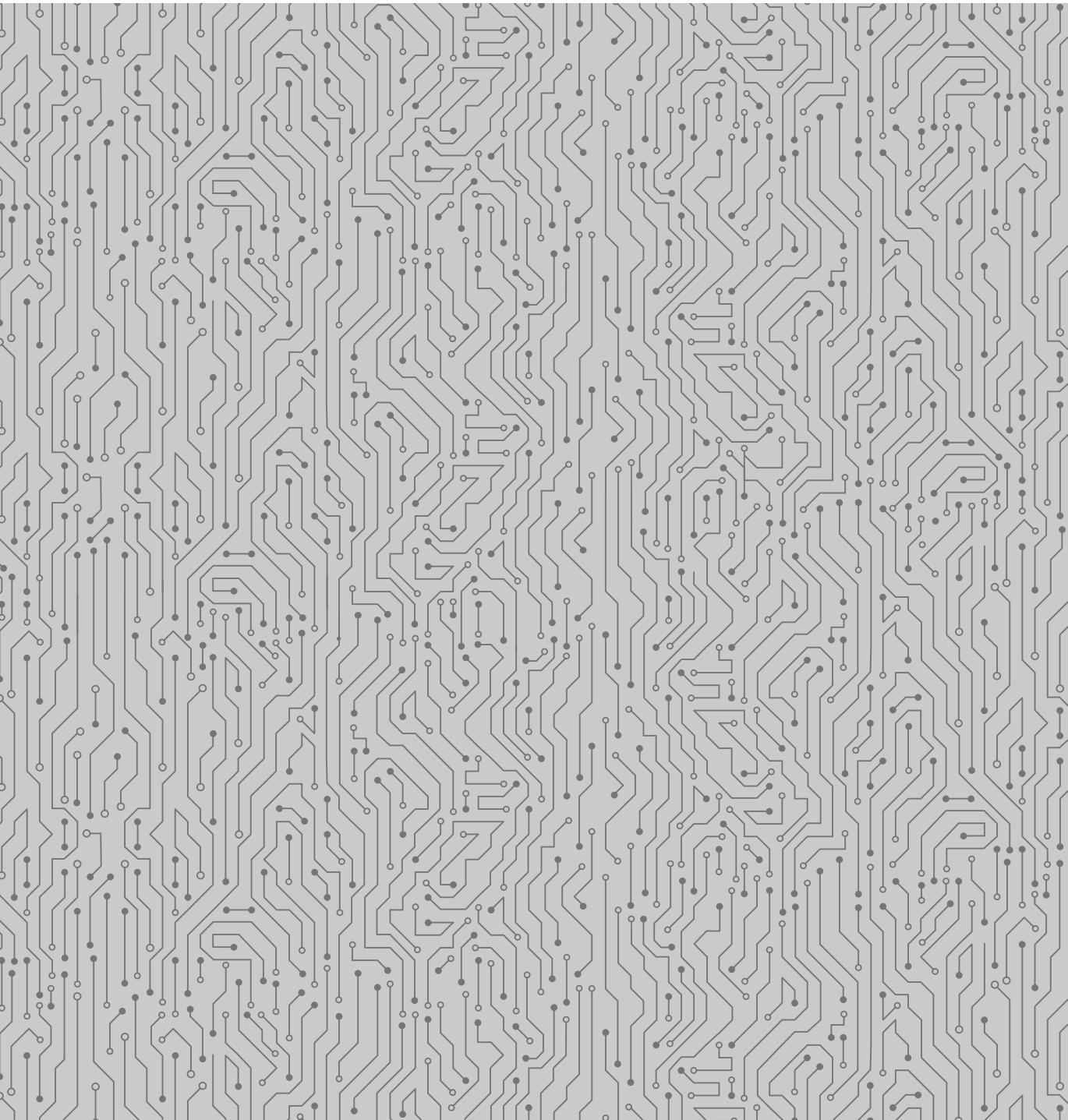
The use of this technology allows Optiline to be used in a production or repair environment for cosmetic quality assessment purposes. It also allows the user to determine the right value and selling price of a used mobile phone, making it relevant to the remarketing industry.

To find out how Optiline can benefit your business visit [reconext.com/optiline](http://reconext.com/optiline) and for a live demonstration email [tellmemore@reconext.com](mailto:tellmemore@reconext.com)



US width x height  
8.5 x 11 inch

The icon of the Reconext logo is centered at the top of the flyer. At the bottom choose from the graphic design elements for the banner across the bottom of the page.



## HELPDESK

For template requests, printing approvals or other brand-related questions and information please contact:

Reconext  
Monika Collée  
Global Director Communications & CSR  
[monika.collee@reconext.com](mailto:monika.collee@reconext.com)  
M +31 6 1110 9049

Templates available:  
- Word Letter heads  
- e-signature  
- Business cards  
- PowerPoint

CONCEPT AND DESIGN

C-Roots

Identity | Strategy | Creativity

Amsterdam

c-roots.com

September 2020