



2021

BRAND GUIDELINES

EXECUTIVE SUMMARY

Brand identity is essential to Servomex's position as a business. It contributes to our international reputation, builds recognition with customers, and provides the company with a professional face that reflects the rest of our operations.

A consistent approach to the way we present ourselves to customers and the wider world is the key to a strong brand identity. To this end, we have set out the following guidelines to ensure a standardized presentation of the Servomex name, logo, and other identifying collateral.

We begin by establishing our market position and identifying the core values that underpin the way we work.

This is followed by instructions on the correct use of the Servomex logo – a highly engineered piece of design which accurately reflects us as a successful, technical brand.

The logo is but one aspect of our corporate identity; consistent use of brand colors is an important ingredient. This guide establishes the exact color palette and when each option should be used, whether it is for a particular product, service, or business unit.

Less overtly noticeable, but equally important, we set out the correct typography and fonts required for all Servomex-related literature, whether it is for print-based or digital communications.

The iconography and other design elements are shown next, reinforcing a uniform identity for graphic presentations such as brochures, advertisements, and exhibition stands. Guidelines for the correct use of imagery are also covered.

Finally, we provide a number of examples that illustrate and clarify the way these rules can and should be applied.

By following these guidelines and providing our customers with a consistent and reliable brand identity, we will maintain, strengthen, and grow our position as the global leader in gas analysis.

THE SERVOMEX BRAND GUIDELINES

These guidelines have been created to ensure correct representation of the Servomex logo, tagline, and color design within all marketing, sales and operational materials company wide. Correct and consistent use of this branding will reinforce the image and position of Servomex globally.

WE ARE THE GLOBAL EXPERTS IN GAS ANALYSIS	04	BRAND ASSETS	25
LOGO MECHANICS	06	WORKING EXAMPLES	29
VISUAL IDENTITY	12		

WE ARE THE GLOBAL EXPERTS IN GAS ANALYSIS

WE OFFER THE TOTAL SOLUTION FOR GAS ANALYSIS

- TECHNOLOGICAL INNOVATORS
- ALMOST 70 YEARS MARKET EXPERIENCE
- GLOBAL INFRASTRUCTURE

WHAT WE DO

- SERVOMEX CORE TECHNOLOGIES MEASURE GAS AND MOISTURE COMPOSITION
- MEASUREMENTS SUPPORT QUALITY, SAFETY, PROCESS CONTROL AND EMISSIONS
- MEASURES FROM PERCENTAGE LEVELS DOWN TO ULTRA LOW PARTS-PER-TRILLION

WHY WE'RE CHOSEN

- GAS ANALYSIS IS OUR ONLY FOCUS
- INDUSTRY-LEADING PRODUCTS AND SERVICES
- REAL-WORLD SOLUTIONS, DELIVERED LOCALLY

LOGO MECHANICS

LOGO USAGE



The Servomex logo is a highly considered piece of design which accurately reflects us as a highly successful, technical brand.

It is comprised of the name and our icon, the relationship of which is fixed. The distance of the icon from the name equals approximately 1/3 of the height of the name to provide a solid, unified look that does not compromise legibility.

LOGO USAGE



Standard logo



Negative logo

LOGO USAGE



Mono logo

SERVOMEX

a spectris company

One color application

LOGO USAGE



Space around logo

The area around the Servomex name should remain free of text, graphics and other visual noise. A minimum distance from the logo to the edge of a printed piece should also be maintained and is based on the height of the Servomex logo and tag line.



LOGO USAGE

1.



2.



3.

a spectris company



4.



5.



1. Maintain the official colors (please consult the Color Palette page)
2. Maintain the correct position of the boxes icon
3. Maintain the official position of the tag line in correspondence with the logo
4. Maintain the logo proportion
5. Do not apply drop shadows or any other kind of visual effect

VISUAL IDENTITY

SERVOMEX CORPORATE COLORS

SERVOMEX BLUE

Pantone: 273PC
Web Hexadecimal: #282781
CMYK: 100C 100M 0Y 15K
RGB: 40R 39G 129B
RAL: 5022

SERVOMEX ORANGE

Pantone: 173PC
Web Hexadecimal: #ED5929
CMYK: 0C 80M 94Y 1K
RGB: 237R 89G 41B
RAL: 2001

SERVOMEX GRAY

Pantone: N/A
Web Hexadecimal: #B3B3B3
CMYK: 0C 0M 0Y 55K
RGB: 179R 179G 179B
RAL: 7038

TEXT GRAY

Pantone: N/A
Web Hexadecimal: #575756
CMYK: 0C 0M 0Y 80K
RGB: 87R 87G 86B
RAL: 7043

SERVOMEX GRADIENT

SERVOMEX BLUE

CMYK: 100C 50M
RGB: 0R 105G 80B

The color palette has been chosen to correlate to the different divisions and applications of Servomex products in the global market. Reproduce the logos/icons only in the colors illustrated and specified. Select color photographs that complement the colors of the palette.

BRAND COLORS



Pantone: 186C
Web Hexadecimal: #ce1339
CMYK: 13C 100M 72Y 2K
RGB: 206R 19G 57B
RAL: 3018

Pantone: 2237C
Web Hexadecimal: #00898b
CMYK: 82C 24M 45Y 8K
RGB: 0R 136G 138B
RAL: 5018

Pantone: 3559C
Web Hexadecimal: #9460a4
CMYK: 50C 70M 0Y 0K
RGB: 149R 96G 164B
RAL: 4008

Pantone: 7460C
Web Hexadecimal: #0087c1
CMYK: 82C 34M 7Y 0K
RGB: 0R 136G 193B
RAL: 5012

SERVICE GRADIENT
CMYK: 13C 100M 72Y 35K

SYSTEMS GRADIENT
CMYK: 82C 24M 45Y 35K

EXPERT GRADIENT
CMYK: 50C 70M 0Y 35K

ANALYZER GRADIENT
CMYK: 82C 34M 7Y 35K

PRODUCT CATEGORY COLORS

SERVOPRO	SERVOTOUGH	SERVOFLEX	GAS DETECTION
Pantone: 2233C Web Hexadecimal: #5da3a4 CMYK: 66C 20M 37Y 0K RGB: 93R 163G 164B RAL: 6034	Pantone: 4117C Web Hexadecimal: #79667d CMYK: 24C 40M 0Y 52K RGB: 121R 102G 125B RAL: 4001	Pantone: 4016C Web Hexadecimal: #d8bc3c CMYK: 20C 22M 85Y 0K RGB: 216R 188G 60B RAL: 1012	Pantone: 4287C Web Hexadecimal: #3c3c3b CMYK: 0C 0M 0Y 90K RGB: 60R 60G 59B RAL: 6015
SERVOPRO GRADIENT CMYK: 66C 20M 37Y 35K	SERVOTOUGH GRADIENT CMYK: 24C 40M 0Y 75K	SERVOFLEX GRADIENT CMYK: 20C 22M 85Y 35K	GAS DETECTION GRADIENT CMYK: 0C 0M 0Y 50K

FONT USAGE: DIGITAL

FOR WEB, EMAILS AND CORPORATE
POWERPOINT PRESENTATIONS

Calibri Regular

Calibri italic

Calibri Bold

Calibri Bold Italic



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The above font families are approved for use in Servomex collateral, presentations, internal and external communications. All formal literature materials must adhere to the corporate font guidelines and standards.

FOOTER VARIANTS



Generic brand



Specific brand

There three types of footer available to use.
(Plus four specific brands on separate page)

FOOTER SIZES



A4 portrait footer



A4 landscape footer



A3 landscape footer

The bottom bar design adapts to the size of the document. The Servomex logo and icons stay the same size as the space between them increases.

Any size document below A4 uses the A4 template but gets scaled down proportionately.

FOOTER ICONS

The image displays four separate footer sections, each featuring a set of five small, stylized 3D cube icons followed by the text "SERVOMEX.COM". A grey arrow or box surrounds the first three icons, indicating they are related to the "SERVOMEX ANALYZERS" brand. The fourth icon is part of the "SERVOMEX EXPERT" brand.

- SERVOMEX ANALYZERS**
HIGH-PERFORMANCE GAS ANALYSIS
- SERVOMEX SERVICE NETWORK**
- SERVOMEX SYSTEMS**
CONSULT. DESIGN. DELIVER.
- SERVOMEX EXPERT**
UNRIVALLED KNOWLEDGE AND VISION

Apart from the generic bottom bar there are specific footers for each of the brands. The grey arrow/box surrounding the brands icon signifies which brand the information above it is related to.

TECHNOLOGY ICONS

ALUMINUM OXIDE



GAS CHROMATOGRAPHY



PLASMA



CALORIMETRY



GAS FILTER CORRELATION



THERMAL CONDUCTIVITY



CHEMILUMINESCENCE



INFRARED



TUNABLE DIODE LASER



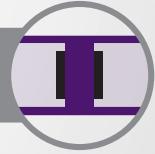
COULOMETRIC



LASER MOISTURE



ZIRCONIA



FLAME IONIZATION DETECTOR



PARAMAGNETIC



Servomex has developed a suite of technology icons to communicate the different types of sensor available in their products. These are designed to act as quick reference guides to prospective customers thus ensuring that marketing collateral works at an optimum level.

APPLICATION NOTE

INDUSTRIAL PROCESS & EMISSIONS

PROCESS: THERMAL POWER - COAL

INTRODUCTION

Coal-fired boilers currently provide 35-40% of the global electricity worldwide, but in India and Asia that percentage can be as high as 70%. Local and regional communities are demanding cleaner air, causing regulatory bodies worldwide to crack down on environmental pollutants. In territories like the United States and Europe, plant owners are now faced with a new challenge of reducing emissions during plant equipment start up and shut down, which can easily put the plant out of compliance if not controlled.

Improving the plant efficiency even by 1% can result in a 2-3% reduction in CO₂ emissions, and can significantly reduce the emissions of nitrogen oxides (NOx), sulfur oxides (SOx), carbon monoxide (CO) and particulate matter (PM). Most coal-fired power plant efficiencies are in the 30% range and, by deploying combustion and post-combustion control strategies, 40% efficiency or higher can be achieved. Precise monitoring of plant equipment linked to a real-time feedforward or feedback control strategy is crucial. Furnace combustion efficiency optimization tied to downstream gaseous emission levels leads not only to lower fuel costs but reduced CO, NOx, CO₂, SO₂ and PM emissions, particularly during start up and shut down when the system temperatures are not ideal.

Monitoring equipment allows the boiler and other downstream emissions reduction equipment such as selective catalytic reduction (SCR) or selective non-catalytic reduction (SNCR) for NOx reduction, electrostatic precipitators (ESP) for dust reduction or desulfurization equipment for SO₂ reduction to be run at higher efficiency levels, keeping the plant in compliance while reducing material costs.

Servomex is the expert partner to provide a total gas analysis solution for plant emissions control and monitoring, delivering cost, process, safety and emissions benefits across all aspects of your process.

Servomex's combustion gas analyzers and emissions gas monitoring equipment meet this challenge directly, saving up to 4% of fuel costs, lowering emissions and maintaining the highest standards of safety.

USEFUL LINKS

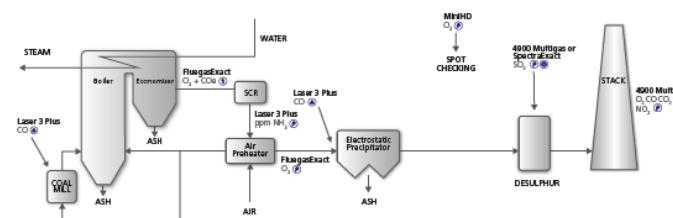


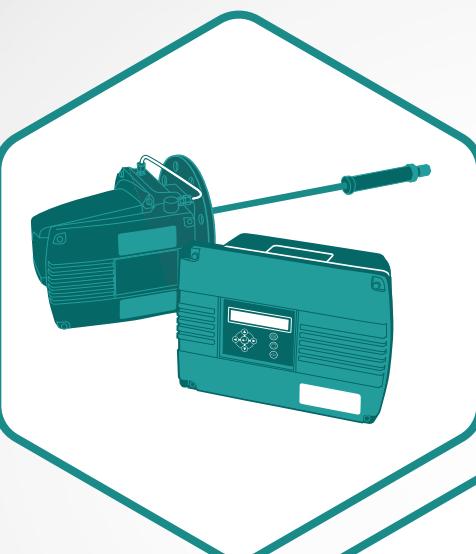
Figure 1. Typical Servomex measuring points in a coal-fired power plant

Learn more about THERMAL POWER - COAL
Visit servomex.com

The expert brand is used whenever one of our experts has created a piece of work. For example an application note.

minimum size 20mm

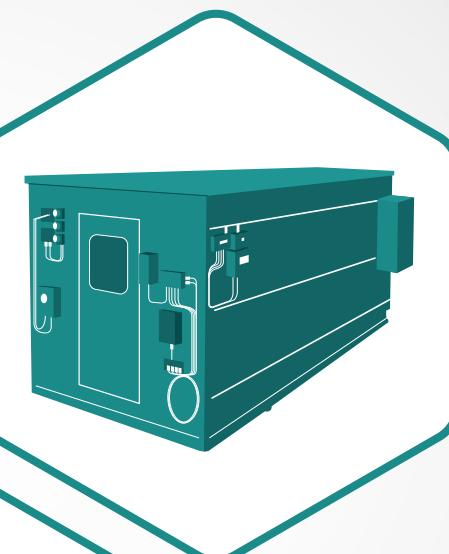
ANALYZERS



RACKS



HOUSES



PANELS



ENCLOSURES



minimum size 20mm



minimum size 20mm





~~SERVOMEX~~
~~PROCESS ANALYSERS~~



SERVOPRO NanoChrome OPERATOR MANUAL

Part Number: 04416001A
Revision: 6
Language: UK English

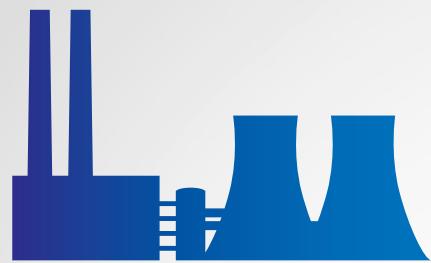
minimum size 20mm



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BRAND ASSETS

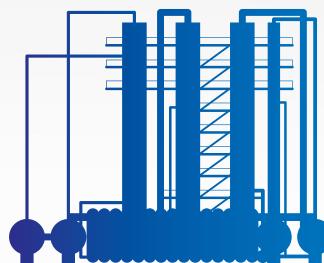
MARKET SECTOR ICONS



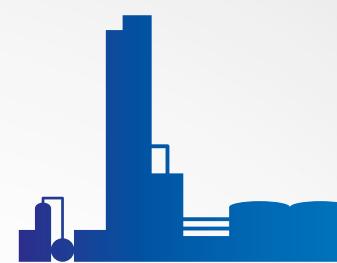
POWER GENERATION



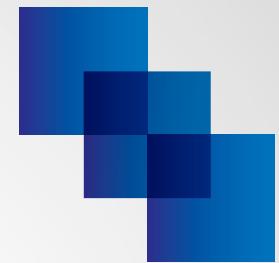
METALS & MINING



HYDROCARBON
PROCESSING



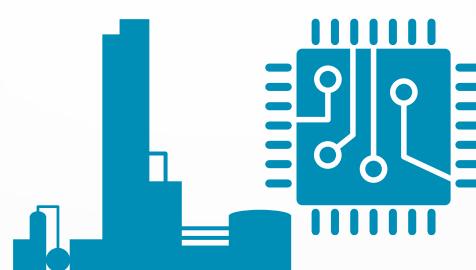
INDUSTRIAL GASES



SPECIALIST
APPLICATIONS



INDUSTRIAL PROCESS & EMISSIONS

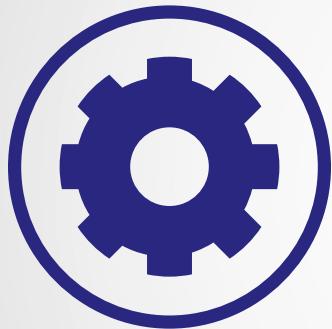


PURITY AND SPECIALTY

Market icons have been developed that visually represent a key process within the market, which give a visual representation of the market to collateral. Icons either reflect a profile of a plant, or in cases where there are numerous different applications (i.e. Specialist Applications) the Servomex logo is used.

Market icons are only applied to all collateral that outlines a specific market i.e. market brochures. They are designed for impact, so should be used prominently and occupy not less than 1/4 of a page in size.

APPLICATION ICONS



PROCESS CONTROL



QUALITY



SAFETY



COMBUSTION



EMISSIONS

VIRTUAL BACKGROUNDS



Developed for use as backgrounds for online meetings.
Several options are available.

WORKING EXAMPLES

LETTERHEADS



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servomex.com

xx/xx/2021

Mr J Smith (*or For the Attention of XXX*)
Address 1
Address 2
Address 3
Address 4

Dear Mr Smith (*or Dear Sir/Madam*)

Re: Subject

Obitam reperumque consero tem vello dendet etum aut labore pelis et as reped ut quatum la consequis nitiae cus aut quunt harum aceputdiore omnibus platuriam, consequam fugitatus auta ideribus exerferae. Nequossit voles ma voles volore ra is non re necus que volupide rem. Ut lique nonsectem expero commolor assi volo modi re, omniel moluptur rem ipsuntur resecuputi voles optasi sunt.

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Yours sincerely (*or Yours faithfully*)

For Servomex Group Ltd
Jane Smith
T: +44 1892 603360
E: jsmith@servomex.com



Registered Office: Jarvis Brook, Crowborough, East Sussex, TN6 3FB Registered in England No. 2170458

UNRESTRICTED DOCUMENT

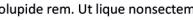


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UNRESTRICTED DOCUMENT

Asia



UNRESTRICTED DOCUMENT

Singapore

UKTC

BUSINESS CARDS



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Jane Smith
Job title here

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jsmith@servomex.com



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servomex.com

 **Hummingbird**
SENSING TECHNOLOGY

hummingbirdsensing.com

POWERPOINT TEMPLATES



PRODUCT DATA SHEET

PRODUCT OVERVIEW

SERVOPRO NanoChrome ULTRA

HIGH PURITY

ULTRA
SERIES

GAS	MEASURES	APPLICATION
MULTIPLE	ULTRA TRACE PPT	QUALITY

✓ SENSING TECHNOLOGY

FROM OUR GROUND-BREAKING ULTRA SERIES, AN ULTRA TRACE ANALYZER FOR SEMICONDUCTOR PROCESSES: MEASURES H₂, CH₄, CO, CO₂, N₂, Ar AND NMHC

UNRIVALLED PERFORMANCE

- Innovative high-sensitivity Plasma Emission Detector (PED) enables ultra-trace measurements of Ar, N₂, H₂, CH₄, CO and CO₂, and NMHC.
- ProPeak peak detection technique enables unprecedented measurement sensitivity.
- Direct Analysis Methodology removes uncertainties of FID and RGD measurements.

EASY TO USE

- Comprehensive report monitoring software for full access to chromatograms, process results, statistics and historical values
- Internal dilution system option
- No requirement for flammable fuel gas, improving safety and simplifying installation

LOW COST OF OWNERSHIP

- Non-depleting sensor and intelligent software extends calibration intervals
- No need for methaniser or consumable fuel gas
- Cost-effective and simplified ongoing maintenance

FLEXIBLE

- Comprehensive solution for ultra-trace H₂, CH₄, CO, CO₂, N₂, Ar and NMHC in a wide range of common background gases including He, N₂, Ar and O₂
- A complete stand-alone UHP gas analysis solution when combined with DF-500 analyzers for trace O₂ and DF-700 analyzers for trace moisture

BENCHMARK COMPLIANCE

- In compliance with Low Voltage, EMC and applicable Directives
- Digital communications for remote access: Internet/Ethernet and RS232

KEY APPLICATIONS

- Semiconductor production - quality control measurements
- Semiconductor production - stationary analytical systems
- UHP gas production - quality control measurements

Learn more about the SERVOPRO NanoChrome ULTRA
Visit servomex.expert/pb-ncu

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PRODUCT OVERVIEW

SERVOPRO NanoChrome ULTRA

SAFE AREA

THE DEFINITIVE SOLUTION FOR UHP GAS MONITORING APPLICATIONS

Introducing the NanoChrome ULTRA. The Servomex range of ULTRA analyzers offer a complete CCC solution for UHP gases used in the semiconductor industry. Combining the best of both worlds, continuing the tradition of unparalleled analysis for UHP gases, the NanoChrome ULTRA offers a redesigned software system and PED leading to improved performance over the standard base opti

NanoChrome with LDU or as it is known in its predecessor.

A NO COMPROMISE SOLUTION

The NanoChrome ULTRA is a game-changing analyzer that provides the highest levels of accuracy and selectivity currently available. Using leading-edge, patented PED sensing technology, this device delivers notable advantages over comparable analysis techniques. By removing the need for a fuel gas source required in diverse gas streams, it also removes the need for flammable fuel gas - allowing the NanoChrome ULTRA to deliver an enhanced safety solution. The NanoChrome ULTRA can be combined with the standard base opti

NanoChrome or DF-500 (ultra-trace moisture) analyzer series

SIMPLE MAINTENANCE AND REDUCED ONGOING COSTS

By combining Servomex's specially developed non-depleting PED technology with advanced new processing and operational software, NanoChrome offers a unique combination of reliability and cost, helping to reduce on-going costs significantly over product life. The addition of intelligent signal processing ensures this device offers the highest grade of reliability and performance. The use of standard digital communications protocols and access via a network or internet, facilitate fast fixed or remote device interaction, whilst an intelligent software system allows for simple setup, configuration, remote reporting and statistical analysis. This makes the nanoChrome ULTRA the analyzer to which all other UHP gas monitoring analyzers will be compared.

These analyzers are not intended for any form of use on humans and are not medical devices as described in the Medical Device Directive 93/42/EEC.

Please note: Whilst every effort has been made to ensure accuracy, no responsibility can be accepted for errors and omissions. Specifications are subject to change without notice. All trademarks and registered trademarks are the property of their respective owners. Servomex Group Ltd reserves the right to change the design of any of its products.

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USEFUL LINKS

TECHNICAL DATA SHEET

SERVOPRO NanoChrome ULTRA

SPECIFICATIONS

GAS MEASURED		H ₂ , CH ₄ , CO, CO ₂ , N ₂ , Ar and NMHC impurities in UHP gases		
TECHNOLOGY		Plasma emission detector (PED)		
PERFORMANCE		Background noise		
CH ₄	100ppt	AI	100ppt	0
CO	100ppt	ND	100ppt	0
CO ₂	100ppt	ND	100ppt	0
NMHC	100ppt	ND	100ppt	0
N ₂	100ppt	ND	100ppt	0
Ar	100ppt	ND	100ppt	0
O ₂	100ppt	ND	100ppt	0
Range		0-2000*		
Accuracy (intrinsic error) (%)		The greater of ±2% of reading or 100ppt		
Linearity		The greater of ±2% of reading or 100ppt		
SIGNAL OUTPUTS/INPUTS		1 x 4-20mA output per result - up to 8 results		
DIGITAL OUTPUTS		3 x remote range identification output per result - up to 8		
DIGITAL INPUTS		2 x alarm dry contact inputs - user pre-settable limit		
SERIAL COMMUNICATIONS		1 x serial port - up to 32 characters		
OPTIONS		1 x digital trigger input - remote initiation of analysis		
SAMPLING		Remote interaction via RS232, ASCII protocol and ethernet/internet		
PHYSICAL		Intergrated pump - enables calibration with liquid cat gas		
Size		482mm (18.9") Wide x 177mm (7") High x 600mm (23.6") Deep (per channel)		
Weight		11.2kg (24.6lb) (per channel depending)		
OPERATING ENVIRONMENT		4°C to +40°C (40°F to +104°F)		
TEMPERATURE		0.93% RH non-condensing		
ATTITUDE		2.000g (max)		
PROTECTION		IP20		

* 100% of range 0-2000 ppm. Accuracy is defined as the difference between the measured value and the true value expressed as a percentage of the true value.

** The performance specification has been tested in accordance with the performance standard IEC 60068-2-20:2007 (temperature of 0-40°C).

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SERVOMEX

<div data-bbox="469 1880 627



2021
**BRAND
GUIDELINES**

