



Brand Guidelines for Channel Partners

Q2 2024



Branding Strategy

- Advanced Energy follows a Masterbrand (Branded House model) strategy
- Acquired companies are organized by business units and are initially co-branded as a product line
- Over time, the co-branding logo will be replaced with the AE Masterbrand. The length of this transition is dependent on the brand strength of the acquired brand in the market
- To ensure consistency, please use the correct logo and product line branding in all internal and external materials, including collateral from distribution partners

Advanced Energy Branded House



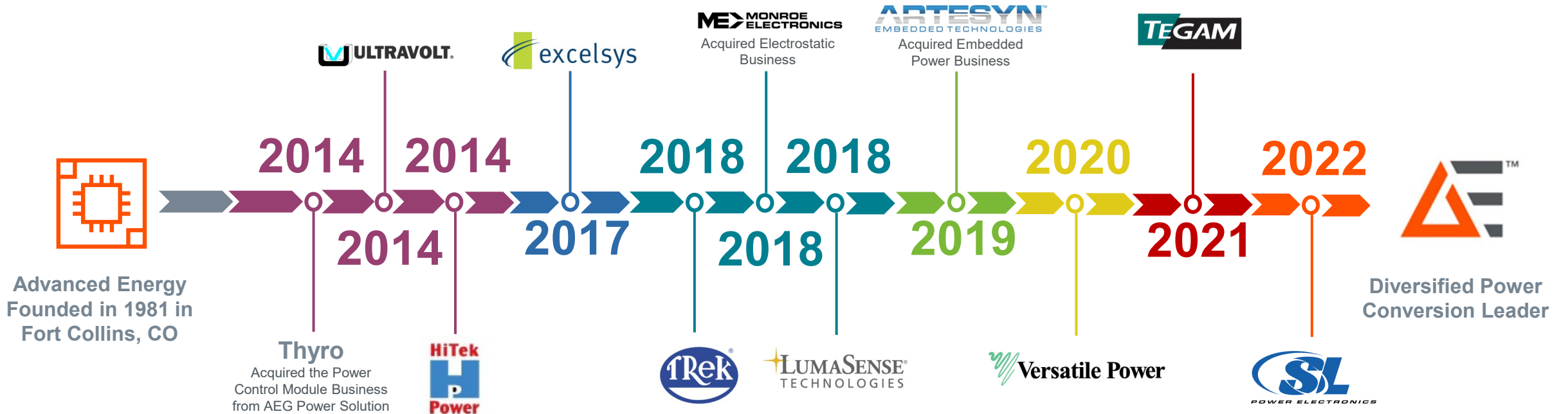
“One Advanced Energy”







Product line branding*

**To be used only in the context of product branding;
Corporate collateral should use the main AE logo*

AE's Evolution into a Power Technology Leader



Product Line Branding













Advanced Energy Brand	Product Line Branding
Artesyn™	
Excelsys	
HiTek®	
Impac®	

- Please review all AE branding used on your website and other marketing materials pagewith your marketing team to comply with the matrix on this slide
- [High quality images for all aquired product line brands can be found here](#)
(If you have any issues accessing the files, please contact kathrin.vonrein@aei.com)
- For all other product lines, use the standalone Advanced Energy logo

Over time, the co-branding logo will be replaced with the AE Masterbrand. The length of this transition is dependent on the brand strength of the acquired brand in the market.

Product Line Branding



Artesyn™	 ARTESYN®	Luxtron	 Advanced Energy®	SL Power™	 SL POWER™
Excelsys	 EXCELSYS	Mikron	 Advanced Energy®	Tegam®	 TEGAM®
HiTek®	 HITEK®	Monroe Electronics®	 MONROE ELECTRONICS	Trek®	 TREK®
Impac®	 IMPAC®	Sekidenko	 Advanced Energy®	UltraVolt®	 ULTRAVOLT®

Over time, the co-branding logo will be replaced with the AE Masterbrand. The length of this transition is dependent on the brand strength of the acquired brand in the market.

Logo



- The Advanced Energy logo is designed to convey the unique brand personality.

[Download Logos Here](#)

- Treating the AE logo with consistency and care maximizes brand awareness and impact.

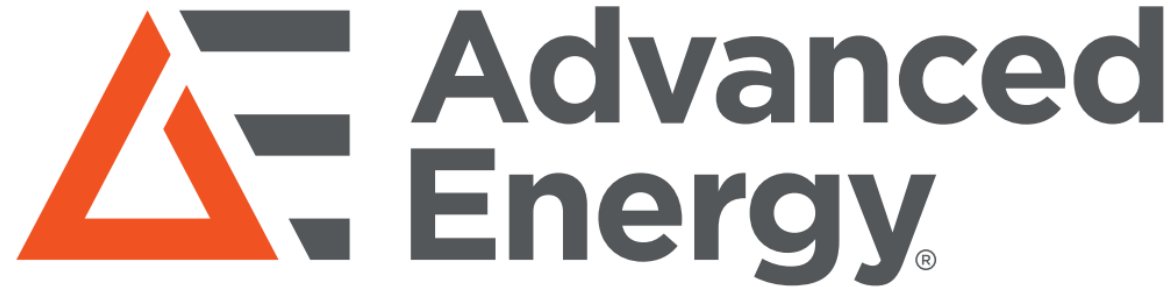
- **Minimum Sizes**

- The minimum size for the primary and vertical logo is no less than 1" wide.
- The minimum size for the icon logo is no less than 0.5" wide.
- The minimum size for the logo with the tagline is no less than 2" wide

- **Logo With Tagline**

The logo with tagline should only be used when a logo is placed without any About Advanced Energy supporting copy.

Primary Logo



Icon Logo



Logo with Tagline



Vertical Logo



Logo

Clear Space



- Always allow clear space around the Advanced Energy logo that is equal to the width of the middle bar in the “E” of the logo.
- Keeping copy and graphic elements clear of the logo will increase its impact.

Primary Logo



Icon Logo



Logo with Tagline



Stacked Logo



Logo In Layout



- Correct and consistent use of the logo artwork in the brand colors will maximize brand effectiveness.
- Always use the approved logo artwork without alteration with the approved background colors.



Logo

Innacurate Usage



- Correct and consistent use of the logo artwork in the brand colors will maximize brand effectiveness.
- Always use the approved logo artwork without alteration with the approved background colors.



Do not stretch



Do not outline



Do not screen



Do not overlay



Do not re-color



Do not use complex backgrounds



Do not rotate



Do not enclose

About Advanced Energy

Company Statement



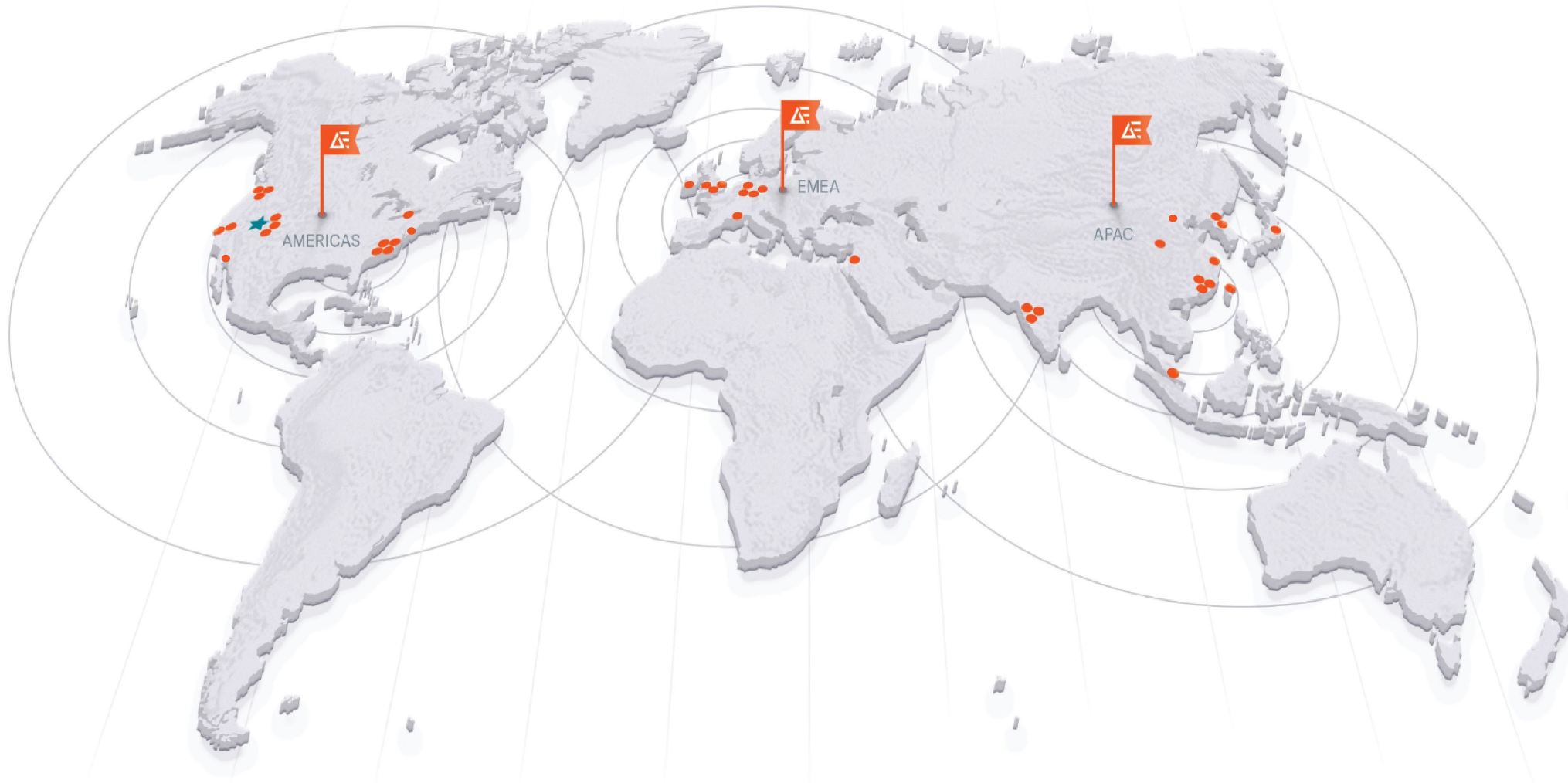
- By speaking to different audiences and on different platforms, AE expresses a unified voice that takes our message to market.
- Please use the statement to describe AE as a company.
- **For BU specific statements please contact the AE marketing team.**

Advanced Energy Industries, Inc. (Nasdaq: AEIS) is a global leader in the design and manufacture of highly engineered, precision power conversion, measurement and control solutions for mission-critical applications and processes. Advanced Energy's power solutions enable customer innovation in complex applications for a wide range of industries including semiconductor equipment, industrial production, medical and life sciences, data center computing, networking and telecommunications. With engineering know-how and responsive service and support for customers around the globe, the company builds collaborative partnerships to meet technology advances, propels growth of its customers and innovates the future of power. Advanced Energy has devoted four decades to perfecting power. It is headquartered in Denver, Colorado, USA.

For more information, visit www.advancedenergy.com.

Advanced Energy | Precision. Power. Performance. Trust.

Location Overview



30+
Offices
Globally

15+
Countries

20+
Service
Centers

14+
Manufacturing
Locations

Product Images

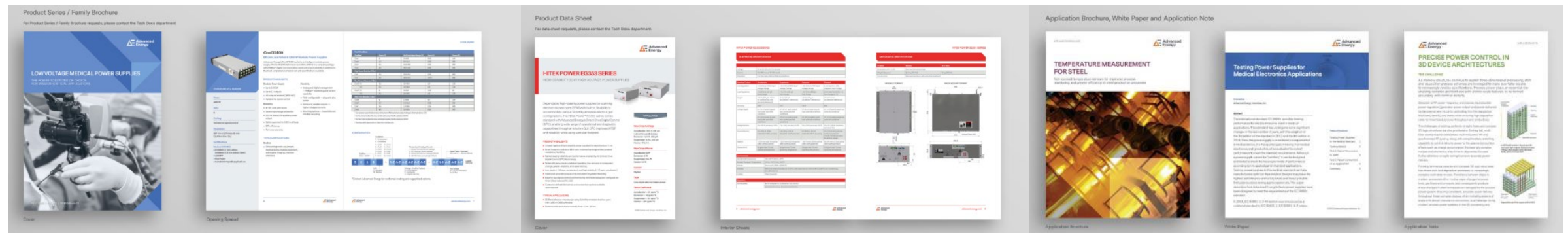


- Visualize our products with consistency and clarity
- Content
 - Products on a white or transparent background.
- Style
 - Straightforward presentation without angles or dramatic perspectives should be the primary and first choice of product photos

Product Data Sheets

Examples

- We offer a variety of product literature which can be used to promote products as a downloadable asset
 - Data sheets
 - Product brochures
 - White papers
 - Application notes



Tradeshhow Support

Examples

- Channel partner logos can be included to AE designs.
 - Banner stands
 - Digital ads
 - Product posters

Based on your co-op budget, we offer a variety of event support activities which can be used to promote AE products.

Please get in contact with the marketing team to define your event aspirations.

Rapid Modifications and Custom Engineered Solutions

Quickly go to market with power platforms that keep you ahead of the curve

Come in on schedule and on budget with Advanced Energy's proven rapid modification and value-added engineering solutions. We'll help you get to the finish line first!

- Electrical Parameters
- Communications and Control
- Connectivity
- Packaging

advancedenergy.com

ARTESYN

LCM AC-DC series, cost-effective enclosed power supplies

Wide range from 300 A to 3000 A, with added options for industrial and medical equipment.

LCM3000 LCM1500 LCM1000

Distributed power front-end

New LCM4000HV controlled current source for medical, large arena, LED lighting and infrastructure applications. 4 kV, output voltage from 100-200 VDC

LCM4000HV

AC-DC power supplies - conduction cooled

LCDC Series, series from 250 to 1500 W, PBA protection

LCDC500 LCDC400 LCDC200

Configurable intelligent high power

HP Series, System up to 24 kW programmable voltage of current source with mod em & industrial approvals

HP12 HP24

Precision Power Performance. advancedenergy.com

CRITICAL SENSING & CONTROL PRODUCT PORTFOLIO

Thermal & gas sensing solutions

Extremely reliable temperature & gas measurement solutions

- Pyrometry**
- Thermal imaging**
- Fiber Bragg grating sensors**
- Fiber optic temperature sensors**
- Calibration sources**
- Non-destructive infrared & photoacoustic spectroscopy**

Power control solutions SCR Power Controllers

Thyristor and reliable power control for demanding thermal processes, increases product quality, throughput, and yield

- Thyristor A Series
- Thyristor FX Series
- Thyristor G Series
- Thyristor A Series
- Thyristor FX DC

Advanced Energy

For questions, contact:

Kathrin von Rein

*America's and EMEA
Channel Marketing Specialist*

kathrin.vonrein@aei.com