



Our Mission

At nVent, we believe that safer systems ensure a more secure world. We connect and protect our customers with inventive electrical solutions.

We connect and protect ← Our Brand Promise

N-VENT [IN'VENT]

Create or design (something that has not existed before); be the originator of. "nVent an improved form to connect and protect.

"Synonyms: originate, create, design, devise, contrive, develop, innovate.

ONE BRAND, UNEQUALED STRENGTH

We began as a 'House of Brands', an organization with a large number of well-known, independent product brands. These were narrowed down to the main six products brand that are the most forward facing. The selection was based on an overview of all offerings, size of business and the level of innovation and expertise of each – we are confident that these united and unified product brands will continue to maximize our awareness in the varying regions around the globe that we serve.

OUR LOGO

Created to be powerful yet engaging, energetic yet refined, our logo (enterprise brand logo) showcases the Spark of invention that permeates our brand – and connotes our legacy of industry leading advancement. Adding velocity and speed, the right-hand side of our **V** ascends upwards to serve as an ignition point for our Spark.

OUR NAME

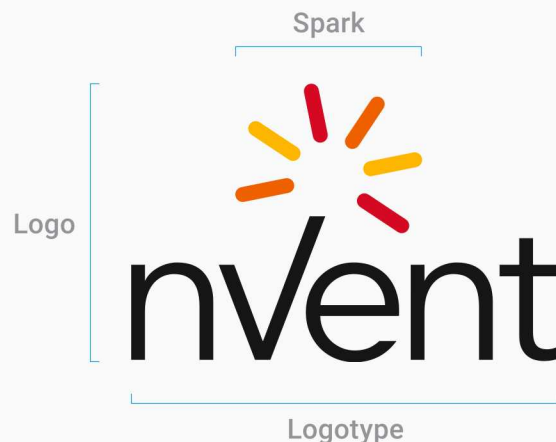
In written form, the capitalization rule for "nVent" is lowercase all letters except V, always. When nVent begins a sentence, it should still follow the same rule. If nVent appears in a sentence that is all uppercase, such as a headline, it should be presented as "NVENT."

OUR PRONUNCIATION

Reinforcing our origins of invention and to further fortify the overall brand, our name should be pronounced as the word it is based on – invent.

LOGO ELEMENTS

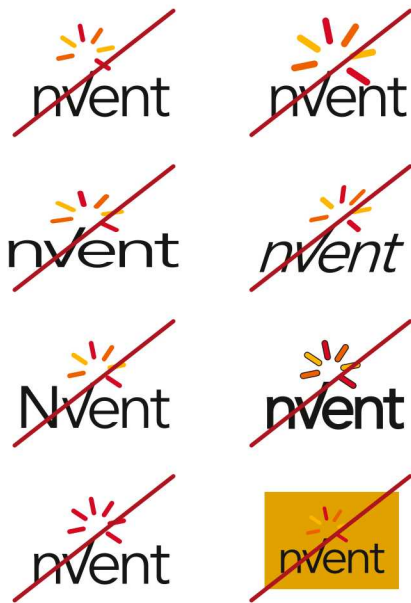
Our logo is comprised of the Spark and the custom - designed logotype, which are equally important. The relationship between these elements have been established and the proportions are fixed as illustrated, and it should never be altered in any way. The Spark and logotype should rarely be used apart.



UNACCEPTABLE USAGE

Proper use of the nVent logo is essential for maintaining and protecting the brand. Our logo should be reproduced according to the specifications in these standards. The examples to the bottom illustrate misuse of the nVent logo.

- Never alter the distance between elements.
- Never change the proportions of the elements.
- Never stretch the logo.
- Never distort the logo.
- Never retype or redraw the logo.
- Never outline the logo.
- Never recolor the logo.
- Never place the logo on a similar color background.



OUR SPARK OF INVENTION

Our One nVent approach provides the spark that drives our productivity and velocity, the spark of invention permeates our brand. Through our new management system, Spark: People, Growth, Lean Enterprise, Velocity and Digital, we will focus on and achieve our priorities — in Win Right fashion. Spark encapsulates our sense of liveliness and excitement, and provides the stimulus for our dramatic events and processes.

As we all increase speed and move in the right direction, we will put awareness into action and create a culture of growth, empowerment and positive impact for nVent. Spark connotes our legacy of industry-leading advancement.



nVent is unified to:

- Collaborate and align to solve complex business challenges and drive portfolio growth.
- Challenge the status quo, create innovative products, eliminate waste and duplication through innovation and transform how we do business.
- Demonstrate personal ownership, deliver on growth commitments, move with speed and urgency in the same direction to drive customer and shareholder value.
- Digitize the customer experience and capture organic growth.

EMPLOYEE VALUE PROPOSITION (EVP)

Our Employee Value Proposition (EVP)

articulates what employees can expect when working at nVent. It embodies our employee experience to help prospective employees understand why they should join nVent and why our employees choose to stay with us.

Our EVP is distinct from our product brand, which is aimed at external audiences and consumers. Instead, the EVP targets current and future employees to convey what it is like to work at nVent and the benefits of doing so.

Our EVP is backed by three distinct messages that provide additional context about what it means to be an nVent employee:

- **Innovation:** You will be empowered. We believe empowerment to be a bold thinker and bring forward creativity breeds engagement and high performance.
- **Inclusion:** You will find we value personal connections. We value our people's uniqueness, we learn from each other and create an environment where we can do our best work.
- **Growth:** You will experience personal growth. We are a growing, global company that promotes opportunities to grow as people, while shaping nVent's future. These statements are used to reinforce the EVP tagline and can be included in situations where a candidate or employee needs more clarity.



Employee Value Proposition (EVP) tagline

PRIMARY COLORS

Our primary colors are positive, healthy and elegant. This palette should be used for all brand applications.



Pantone® 1797 CP
CMYK: 2.97.85.7
RGB: 196.38.46
HEX #: c4262e
RAL: 3020



Black
CMYK: 0.0.0.100
RGB: 0.0.0
HEX #: 000000
RAL: 9005



Pantone® 165 CP
CMYK: 0.70.100.0
RGB: 255.98.25
HEX #: ff6319
RAL: 2005



Pantone® 7409 CP
CMYK: 0.31.100.0
RGB: 238.175.0
HEX #: eeaf00
RAL: 1003



Pantone® Cool Gray 7 CP
CMYK: 22.15.10.32
RGB: 154.155.156
HEX #: 9a9b9c
RAL: 7042

SECONDARY COLORS

The secondary colors are used to enhance and should be used in conjunction with the primary colors.



Pantone® 188 CP
CMYK: 11.95.58.54
RGB: 118.36.50
HEX #: 772432
RAL: 3032



Pantone® 402 CP
CMYK: 9.13.16.29
RGB: 168.163.155
HEX #: a9a39b
RAL: 9006



Pantone® 113 CP
CMYK: 0.2.83.0
RGB: 255.237.70
HEX #: ffd46
RAL: 1016



Pantone® 1255 CP
CMYK: 8.30.95.30
RGB: 171.132.34
HEX #: ab8422
RAL: 1027

COLOR CONSISTENCY

It is vital that our brand colors look consistent across all media. To help achieve this, color references are listed:

- Pantone® (Pantone® Matching System, PMS) is used for spot color offset printing. CP = Pantone+ Color Bridge Coated.
- CMYK (Cyan, Magenta, Yellow, Black) is used for four-color process offset and digital printing.
- RGB (Red, Green, Blue) and HEX (Hexadecimal) are used for digital applications.
- RAL is a European colour matching system used for painting and printing on three-dimensional materials, such as metals and plastics.

Hello, I'm Arial.

Our brand font for business applications, such as Microsoft Office and Email Signatures.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

ARIAL BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!?!&

BUSINESS COMMUNICATIONS FONT

Arial is a contemporary sans serif typeface with different weights to emphasize levels of importance. Only the four typestyles listed should be used for our business applications — Arial Black and/or Arial Black Italic should never be used.

BUSINESS APPLICATIONS

Arial is available on personal computers and smart phones, and should only be used for specific business applications, such as **Microsoft Office**, which include:

- Excel
- OneNote
- Outlook
- PowerPoint
- Word

EMAIL SIGNATURE

Arial should also be used in email signatures in Microsoft Outlook, Macintosh Mail and other email applications.

Important Note: Never use Typographic Ligatures, which occur when two or more letters are joined as a single glyph (letter), such as the characters **fi** (f and i) or **ffi** (f, f and l).