

TKH CORPORATE BRAND GUIDELINES

EFFECTIVE ON FEBRUARY 01, 2022



SMART TECHNOLOGIES <

PROFILE

TKH Group N.V. (TKH) is a leading technology company focused on advanced innovative technology systems in high-growth markets.

Our mission is to create best-in-class technologies in the field of Smart Vision systems, Smart Manufacturing systems and Smart Connectivity systems. TKH aims to create sustainable value for all its stakeholders and provides disruptive technologies that improve efficiency, sustainability, safety, and security.

The technologies are combined with internally developed software to create Smart Technologies and one-stop-shop solutions with plug-and-play integrated systems. TKH operates globally, with its growth concentrated in Europe, North America, and Asia. Employing more than 6,000 FTE employees.

TKH is listed on Euronext Amsterdam with the ticker symbol TWEKA. TKH reports in three segments: Smart Vision systems, Smart Manufacturing systems, and Smart Connectivity systems.



SMART VISION SYSTEMS



SMART MANUFACTURING SYSTEMS



SMART CONNECTIVITY SYSTEMS

TKH LOGO

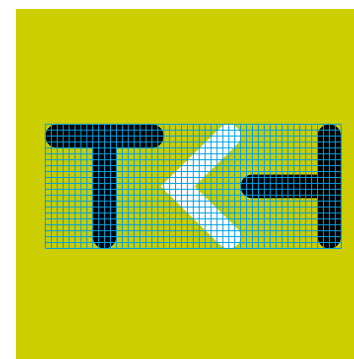
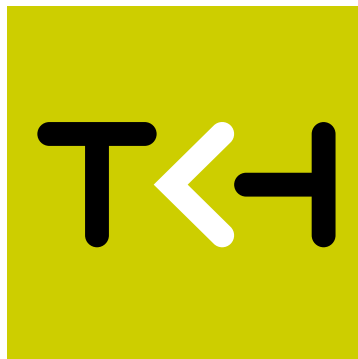
The logo is the primary visual expression of the corporate brand of TKH.

TKH logo + pay-off

The TKH logo consists of a logo and a pay-off that are used both separately and in combination.

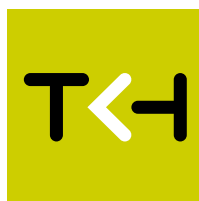
The combined logo and pay-off have a fixed relationship to each other in terms of size and position.

The TKH logo



The wordmark is made up of specially customised letters set in a fixed grid

Combination TKH logo + pay-off



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Pay-off only

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LOGO POSITIONING

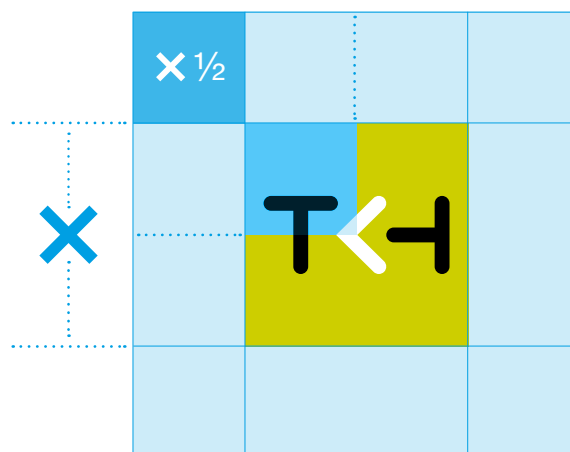
There should always be clear space around the TKH logo and combined TKH logo including pay-off for maximum impact and legibility.

This space should be free of copy or other graphic elements and should always be at least half of the height of the TKH logo.

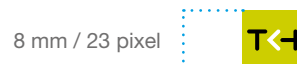
You may only compress or enlarge the logo in proportions.

To make sure our logo is always clear and legible in print, digital and product applications. 8 mm or 23 pixel is the prescribed minimum size.

Clear space around the TKH logo



Minimum size TKH logo



Clear space around the Combination TKH logo + pay-off



Minimum size Combination TKH logo + pay-off



LOGO MISUSE

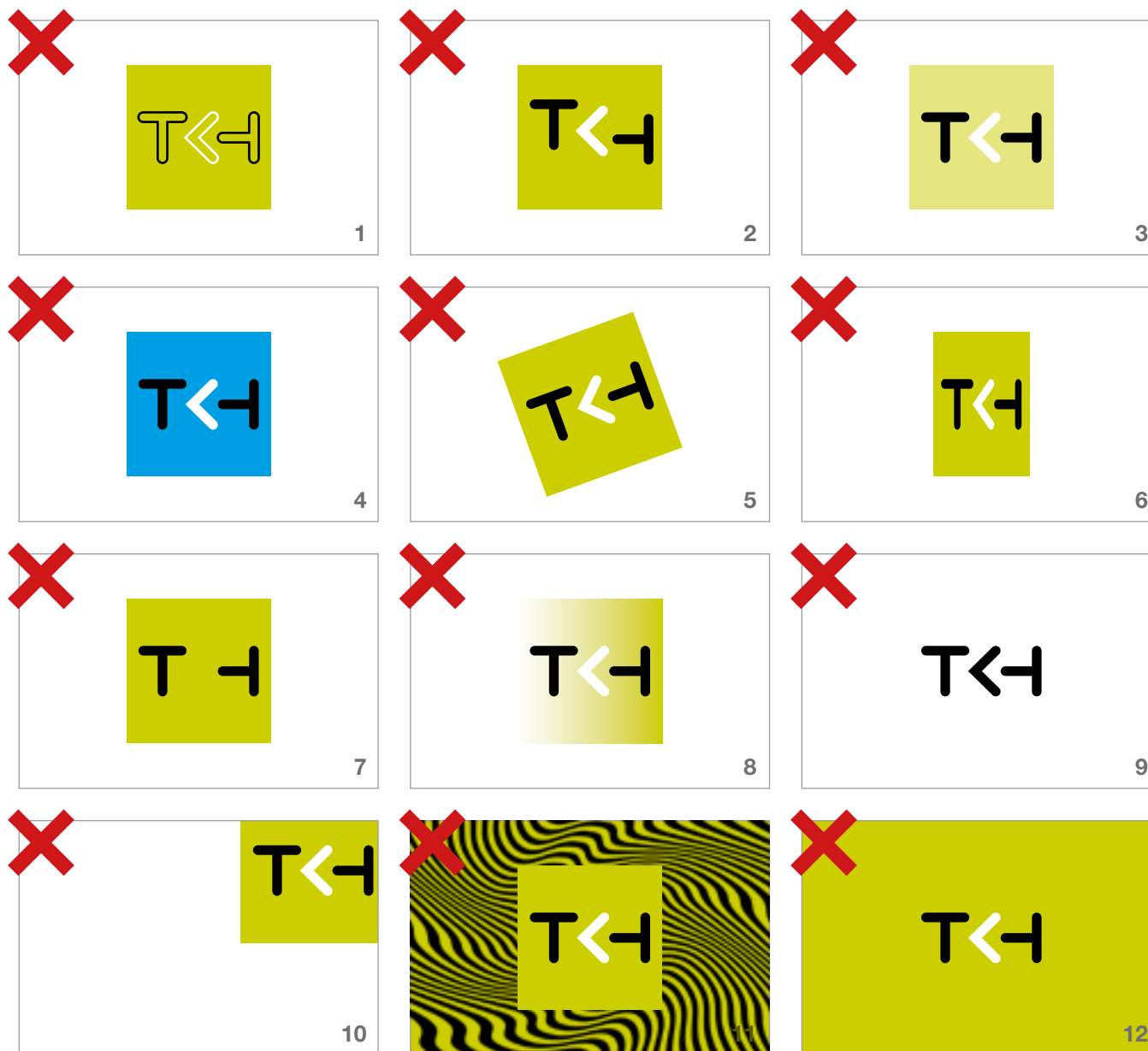
It is of great importance to use our corporate branding in a consistent way and within the set guidelines.

Neither the typography nor the elements of the logo should ever be altered, separately or as a whole, nor be distorted or repositioned.

In addition, it should never appear in colours other than those specified in the manual. Always use the master artwork.

In sum we kindly ask you to:

1. Do not add outlines or other effects to the logo.
2. Do not rearrange the logo elements.
3. Do not reproduce the logo in lighter tints.
4. Do not change the colour of the logo.
5. Do not change the angle of the logo.
6. Do not shrink or condense the logo.
7. Do not remove any parts of the logo.
8. Do not blur any part of the logo.
9. Do not use only the wordmark.
10. Do not crop the logo
11. Do not place the logo on cluttered or heavily-patterned backgrounds.
12. Do not place the logo on the same colour background.



COLOURS

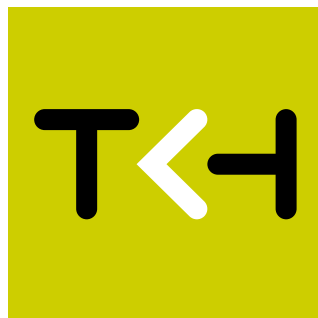
The TKH logo and the combined TKH logo including pay-off is executed in the colours green, black, grey and white

Depending on the application, different colour systems can be used for the green, black and grey: CMYK, Pantone, RGB and HEX.

The table on the right shows the correct specifications to reproduce the colours.

Pantone colour is the best colour reference for all applications.

The TKH logo



Combination TKH logo + pay-off



GREEN	BLACK	GREY	WHITE
			
CMYK C 22 M 0 Y 100 K 8	CMYK C 0 M 0 Y 0 K 100	CMYK C 0 M 0 Y 0 K 60	CMYK C 0 M 0 Y 0 K 0
RGB R 204 G 204 B 0	RGB R 0 G 0 B 0	RGB R 124 G 124 B 124	RGB R 255 G 255 B 255
#HEX #CCCC00	#HEX #000000	#HEX #7C7C7C	#HEX #FFFFFF
PANTONE 390C	PANTONE BLACK C	PANTONE COOL GREY 9 C	

TYPOGRAPHY

The TKH logo typeface is Helvetica Neue. It is available in a versatile and flexible range of weights and styles.

Helvetica Neue used as standard typography for corporate communication which includes the TKH logo, pay-off and tagline.

The fixed typography should be used in all printed and online communications produced on behalf of TKH.

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 ?!@#%^&*()_+{}:”

Helvetica Neue Roman

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 ?!@#%^&*()_+{}:”

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 ?!@#%^&*()_+{}:”

Helvetica Neue



TAGLINE

The tagline is used for endorsement of a TKH subsidiary. The combined logo and tagline have a fixed relationship to each other in terms of size and position.

You may only compress or enlarge the tagline in proportions.

The TKH tagline instructions for TKH subsidiaries website, e-mail, and presentation communication.

Website

We would like to include the TKH tagline on each subsidiary website in a consistent manner. Please place the tagline outlined on the bottom of the subsidiary webpage. H:40 pixel desktop, H:30 pixel smartphone.

Placing the TKH tagline on the website is compulsory.

E-mail

For e-mail communication we would like to include the TKH tagline *outlined left below* the TKH subsidiary e-mail signature. H: 30 pixel.

Placing the TKH tagline in e-mail signatures is optional.

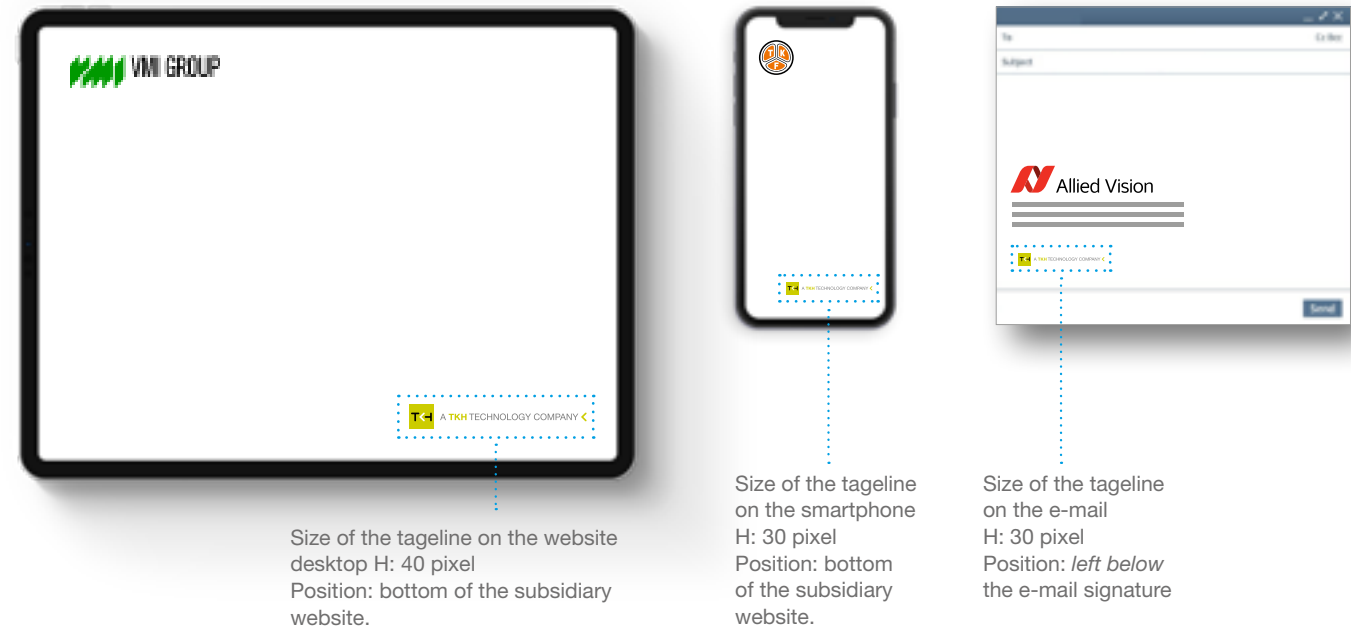
Clear space around the TKH tagline



Minimum size TKH tagline



Tagline on the website, smartphone, e-mail



TAGLINE

Presentations

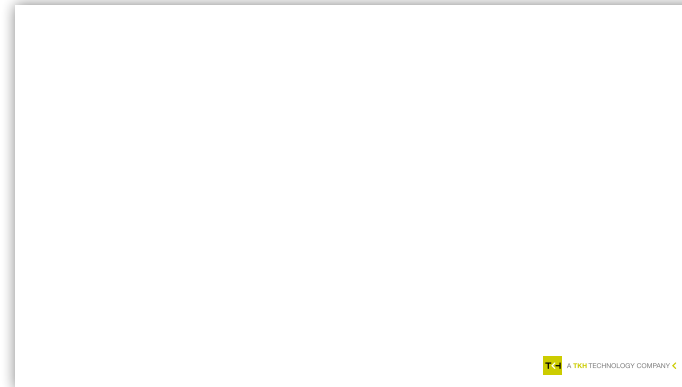
We would like to share various options in case you use the TKH tagline in presentations.

1. Full colour positive tagline outlined on the bottom of the main slides of the presentation.
2. Black variation outlined on the bottom of the presentation.
3. Combined logo of subsidiary and full colour positive tagline as closing slide.

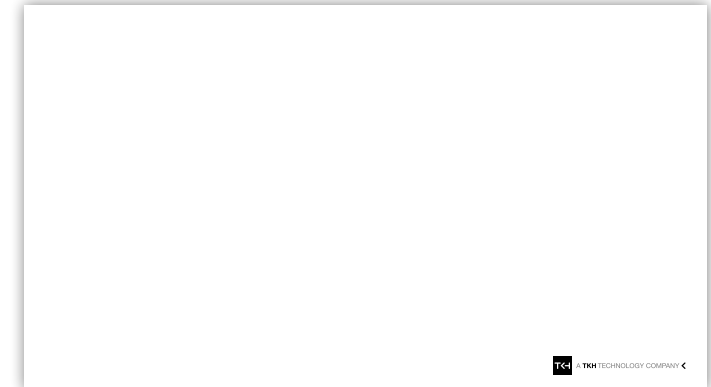
Placing the TKH tagline in presentations is optional.

Tagline on presentations

1. Full colour positive tagline outlined on the bottom right



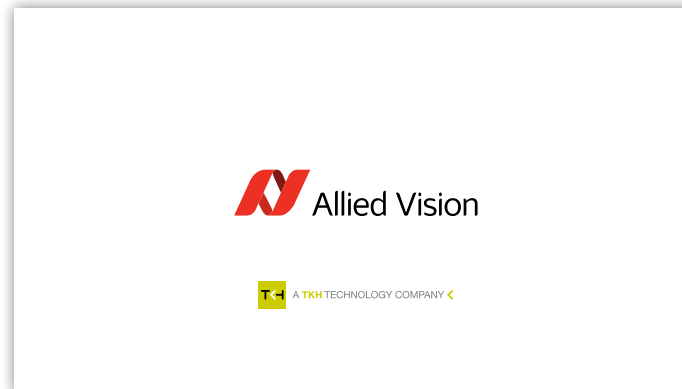
2. Black version of tagline outlined on the bottom right



Minimum size TKH tagline bottom right presentation



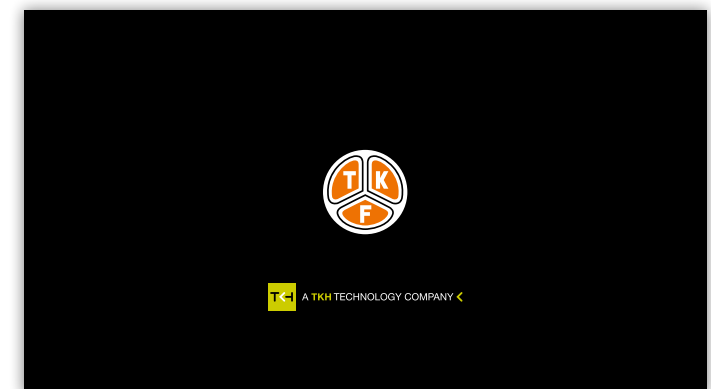
3a. Combined logo of subsidiary and full colour positive tagline as closing slide



Minimum size TKH tagline closing slide presentation



3b. Combined logo of subsidiary and full colour reversed tagline as closing slide



PROFILE

We would like to include the TKH company profile on each subsidiary website in a consistent manner.

Please align the TKH profile description on the website of the TKH subsidiary to the profile as stated on this page.

It is not allowed to make adjustments to the TKH profile as we would like to present it in a consistent way.

In case of any questions please connect with TKH group.

Placing the TKH company profile on the subsidiary website is compulsory.

TKH COMPANY PROFILE FOR SUBSIDIARY WEBSITE

TKH Group N.V. (TKH) is a leading technology company focused on advanced innovative technology systems in high-growth markets.

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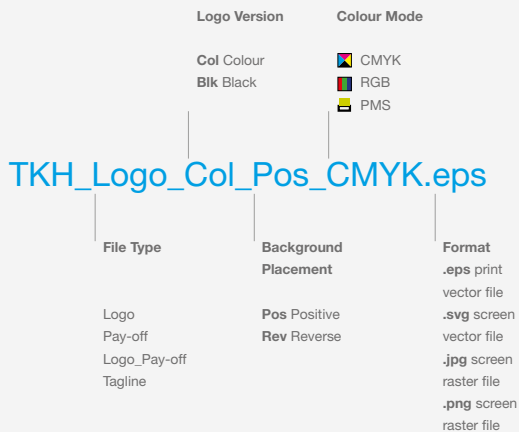
www.tkhgroup.com

FILES

Logos for application at corporate level

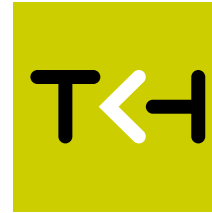
Our artwork library comprises logo files for every type of application. In all applications, always ensure there is sufficient contrast between the logo and the background to ensure the logo is legible, with optimum stand-out.

File name



Original TKH logo Colour version

- TKH_Logo_Col_Pos_CMYK.eps
- TKH_Logo_Col_Pos_PMS.eps
- TKH_Logo_Col_Pos_RGB.svg
- TKH_Logo_Col_Pos_RGB.eps
- TKH_Logo_Col_Pos_RGB.png
- TKH_Logo_Col_Pos_RGB.jpg



Colour version

- | | |
|------------------------------|-----------------------------|
| TKH_Pay-off_Col_Pos_CMYK.eps | TKH_Pay-off_Col_Pos_RGB.eps |
| TKH_Pay-off_Col_Pos_PMS.eps | TKH_Pay-off_Col_Pos_RGB.png |
| TKH_Pay-off_Col_Pos_RGB.svg | TKH_Pay-off_Col_Pos_RGB.jpg |

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Colour version

- | | |
|-----------------------------------|----------------------------------|
| TKH_Logo_Pay-off_Col_Pos_CMYK.eps | TKH_Logo_Pay-off_Col_Pos_RGB.eps |
| TKH_Logo_Pay-off_Col_Pos_PMS.eps | TKH_Logo_Pay-off_Col_Pos_RGB.png |
| TKH_Logo_Pay-off_Col_Pos_RGB.svg | TKH_Logo_Pay-off_Col_Pos_RGB.jpg |

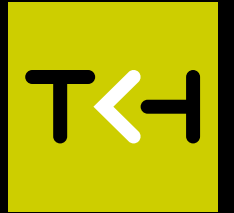


Black version

- TKH_Logo_Blak_Spl_CMYK.eps
- TKH_Logo_Blak_Spl_PMS.eps
- TKH_Logo_Blak_Spl_RGB.svg
- TKH_Logo_Blak_Spl_RGB.eps
- TKH_Logo_Blak_Spl_RGB.png
- TKH_Logo_Blak_Spl_RGB.jpg



Original TKH logo Colour version



Colour version

- | | |
|------------------------------|-----------------------------|
| TKH_Pay-off_Col_Rev_CMYK.eps | TKH_Pay-off_Col_Rev_RGB.eps |
| TKH_Pay-off_Col_Rev_PMS.eps | TKH_Pay-off_Col_Rev_RGB.png |
| TKH_Pay-off_Col_Rev_RGB.svg | TKH_Pay-off_Col_Rev_RGB.jpg |

SMART TECHNOLOGIES <

Colour version

- | | |
|-----------------------------------|----------------------------------|
| TKH_Logo_Pay-off_Col_Rev_CMYK.eps | TKH_Logo_Pay-off_Col_Rev_RGB.eps |
| TKH_Logo_Pay-off_Col_Rev_PMS.eps | TKH_Logo_Pay-off_Col_Rev_RGB.png |
| TKH_Logo_Pay-off_Col_Rev_RGB.svg | TKH_Logo_Pay-off_Col_Rev_RGB.jpg |



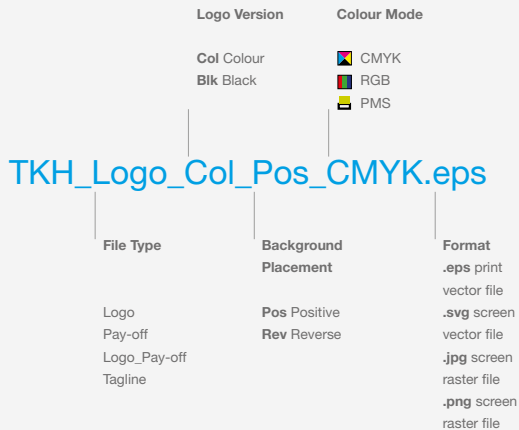
We don't use a diapositive logo of the black version on a black background

FILES

Taglines for endorsement at subsidiaries level

Our artwork library comprises logo files for every type of application. In all applications, always ensure there is sufficient contrast between the logo and the background to ensure the logo is legible, with optimum stand-out.

File name



Colour version

TKH_Tagline_Col_Pos_CMYK.eps

TKH_Tagline_Col_Pos_RGB.eps

TKH_Tagline_Col_Pos_PMS.eps

TKH_Tagline_Col_Pos_RGB.png

TKH_Tagline_Col_Pos_RGB.svg

TKH_Tagline_Col_Pos_RGB.jpg



Black version

TKH_Pay-off_Blk_Spl_CMYK.eps

TKH_Pay-off_Blk_Spl_RGB.eps

TKH_Pay-off_Blk_Spl_PMS.eps

TKH_Pay-off_Blk_Spl_RGB.png

TKH_Pay-off_Blk_Spl_RGB.svg

TKH_Pay-off_Blk_Spl_RGB.jpg



Colour version

TKH_Tagline_Col_Rev_CMYK.eps

TKH_Tagline_Col_Rev_RGB.eps

TKH_Tagline_Col_Rev_PMS.eps

TKH_Tagline_Col_Rev_RGB.png

TKH_Tagline_Col_Rev_RGB.svg

TKH_Tagline_Col_Rev_RGB.jpg



We don't use a diapositive tagline of the black version on a black background

CONTACT

For more information or guidance on how to use these brand guidelines, please feel free to connect with TKH Group:

E info@tkhgroup.com

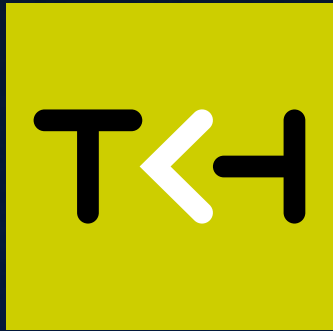
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TKH Group NV

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