



Brand Standards Guide



This document outlines the visual guidelines for the Nortech brand. By consistently using the stylistic elements described in this document correctly, the brand positioning and visual communications of Nortech will be strengthened in the marketplace, and will help to create a more effective public presence.

Please adhere to these guidelines — they are crucial to creating a strong identity for Nortech.

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About Nortech Systems, Inc.

Nortech Systems is a leading provider of design and manufacturing solutions for complex electromedical devices, electromechanical systems, assemblies and components. Nortech Systems primarily serves the medical, aerospace and defense and industrial markets. Its design services span concept development to commercial design, and include medical device, software, electrical, mechanical and biomedical engineering. Its manufacturing and supply chain capabilities are vertically integrated around wire/cable/interconnect assemblies, printed circuit board assemblies, as well as system-level assembly, integration and final test. Headquartered in Maple Grove, Minn., Nortech currently has six manufacturing locations and design centers across the United States, Latin America, and Asia. Nortech Systems is traded on the NASDAQ Stock Market under the symbol NSYS. Nortech's website is [nortechsys.com](https://www.nortechsys.com).



Positioning Platform

Industry-leading manufacturers turn to Nortech for critical solutions, and flawless, reliable performance in demanding conditions. Through secure digital data management and strategic customization, we meet the highest level of quality, delivering unique value to the market.

Within a culture of thought leadership and innovation, customized engineering, design and production meet the most precise standards. We deliver on our promises, when and where it matters most, and are driven to excel, seeking continual improvement, sustainability, and growth. Our global team shares bonds of trust, driven by the power of transparent partnerships.

Together, we succeed for our employees, partners, shareholders, and the world.



Mission

To deliver exceptional value by solving complex challenges with innovative, customized engineering, design, manufacturing and data management for the critical markets we serve.

Vision

To transform connections with the world's leading companies and the vital data needed to solve complex challenges.



Values

TEAMWORK

We succeed by standing together with respect, support and collaboration.

EXCELLENCE

We deliver on our promises with quality products and services, on-time, every time.

COMMITMENT

We pledge to do the right thing, drive positive change, hold each other accountable, and value diverse voices.

INNOVATION

We excel at enduring solutions which are progressively smarter, faster, lighter, more secure and sustainable.

INTEGRITY

We honor our word. Our global team shares bonds of trust, driven by the power of transparent partnerships.



Employee Value Proposition

TAGLINE

CONNECTIONS REIMAGINED

Do not use a period with the tagline unless it is being used at the end of a sentence. When on it's own or paired with the logo, it is always written without a period.

SUPPORTING STATEMENTS FOR TEAM

- Build Your Career
- Competitive Pay
- Great Benefits

Brand Voice

Nortech is a strategic partner and trusted advisor. We're here to help customers identify and solve problems. We partner with customers to reveal insights on business problems that may be unrecognized, underappreciated or misunderstood by our clients.

We are leaders and teachers within our fields of expertise. Our experience with multiple clients in our market segments enables us to provide unique, valuable perspectives on the customers' markets. We also help customers navigate alternatives while educating and informing them about new risks and issues that may affect their business.

As we challenge our customers to consider new ways of thinking, our tone is friendly, helpful and service-oriented. Our personality is professional, credible, conversational and insightful.

We build trust, gain confidence and engage customers with clear, concise information to lead them to think differently, drive toward action and point to our solution.



Visual Identity, Logos and Usage

Nortech customers, employees and shareholders want a modern, forward-thinking partner. Our marketing materials must reflect that need. Strive to keep all materials fresh and clean and insightful.

We build trust, gain confidence and engage customers with clear, concise information to lead them to think differently, drive toward action and point to our solution.

DOWNLOADABLE FOR USE IN YOUR DOCUMENTS

Use the Nortech logo as shown in this document to represent our brand professionally and consistently.

Copies of the logo are available for download from the Marketing Hub of the Sharepoint library by clicking the button below.

[Open Marketing Hub on Sharepoint](#)

LOGO BEST PRACTICES

- Do not modify the logo in any way.
- Use a consistent logo size for like-sized documents.
- Place the logo in a consistent location.
- Make sure the logo is not competing with other elements of a document.
- The logo should not be modified or recreated.

EMBROIDERY, SIGNAGE AND PROMOTIONAL ITEMS

If the logo will be embroidered or used in certain types of signage with limited color palettes, please consult with the Marketing Department to ensure proper color selection and reproduction.

[Open Company Storefront on Lands End](#)

Brand Logo

The Nortech logo is a trademark of Nortech Systems. The logo is used to represent Nortech Systems internally and externally. Always ensure that the trademark symbol is used in the size and relationship as shown in this document.

Primary Logo



Primary Reverse Logo



Primary Logo with Tagline



Primary Reverse Logo with Tagline





Logo Color Treatments

In addition to the primary brand logos on the previous page, there are also solid black and solid reverse logo variations that can be used when the primary logo is unavailable or its use is inadvisable given the context.

Solid Black Logo



Solid Reverse Logo



Solid Black Logo with Tagline



Solid Reverse Logo with Tagline



Brand Icon

The Nortech logo icon can be used as a stand-alone graphic element in brand applications. Such applications could include, but are not limited to, print and digital designs, shirts, hats, pins/buttons, name tags, online avatars, favicons, etc. If possible, the name "Nortech" or the Nortech logo should appear in some context on the item or document on which the icon is being used to help reinforce the brand identity. While brand preference is using the full color icon whenever possible, solid black and solid reversed versions of the icon can be used when the full color icon is unavailable or its use is inadvisable given the context.

Full Color Brand Icon



Solid Black and Solid Reverse Brand Icon





Clear Space and Minimum Size

A minimum amount of clear space must always surround the Nortech logos and icons to separate them from other elements such as text, photos and the outside edge of a printed document or digital layout. Using the clear space recommendations properly helps ensure the legibility and visual impact of the logos and icons. When calculating the minimum amount of clear space, please follow the guidelines shown.

To ensure legibility, a minimum size limit has been established for the logos. Please do not use the logos or logomarks at sizes smaller than outlined on this page.

The minimum size of the Nortech logo is 0.75" wide.

When the icon is used as a standalone element, the minimum size is 0.25" wide.

The height of the icon that comprises the "O" in "Nortech" shows the recommended amount of clear space around the logo.



For the Nortech icon, the recommended amount of clear space is equal half the height of the icon itself. In this example, "X" is equal to half the height of the icon.



NORTECH™



0.75"

Logo
Minimum Size



0.25"

Icon only
Minimum Size



Incorrect Usage

This page illustrates examples of unacceptable configurations of the Nortech logo. Never modify, recreate or reposition any of the elements of the logo. Always use one of the approved logo options as dictated by this document. All guidelines on this page apply to the Nortech icon as well. Altering a logo or icon in any manner will dilute its overall impact and support of the Nortech brand.



DO NOT add additional elements to the logo



DO NOT resize any elements of the logo



DO NOT introduce new colors into the logo



DO NOT expand, distort or condense the logo



DO NOT reposition any elements of the logo



DO NOT swap the colors of the logo



DO NOT place the logo on busy or distracting patterns and backgrounds



DO NOT add a stroke or alter the weight of the logo in any way

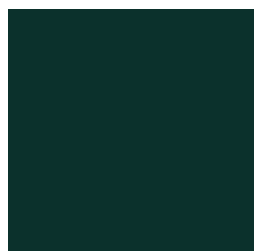


Primary Colors

This page details the primary colors used in the Nortech brand.

These colors are an integral part of the brand identity, and should appear prominently on all communication pieces.

Tints (the process of adding white to a color to lighten it) of the colors featured on this page may be used as subtle accent colors if and when necessary.



Forest

HEX: 0e342e
CMYK: 86 54 69 61
RGB: 14 52 46
PMS: 627 C



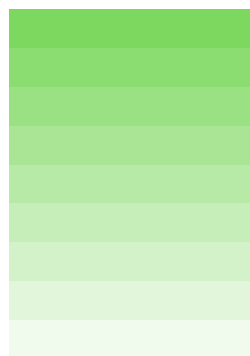
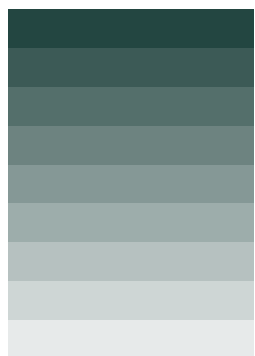
Spring

HEX: 009c50
CMYK: 98 8 98 1
RGB: 0 156 80
PMS: 7482 C



Lime

HEX: 6fd44e
CMYK: 57 0 91 0
RGB: 111 212 78
PMS: 7488 C



Tints in 10% increments





Secondary Colors

This page details the secondary or accent colors used in the Nortech brand.

These accent colors should be used sparingly for items such as charts, graphs, infographics and iconography, and in situations or applications where you need a variety of colors beyond the primary brand color palette.



Denim

HEX: 4886a1
CMYK: 74 37 27 1
RGB: 72 134 161
PMS: 7697 C



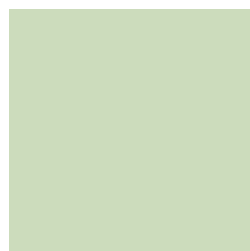
Sea

HEX: 52b7b4
CMYK: 65 6 33 0
RGB: 82 183 180
PMS: 7472 C



Sage

HEX: 708573
CMYK: 58 35 56 10
RGB: 112 133 115
PMS: 5625 C



Khaki

HEX: ccdcbc
CMYK: 21 4 30 0
RGB: 204 220 188
PMS: 7485 C



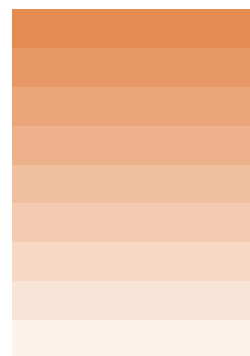
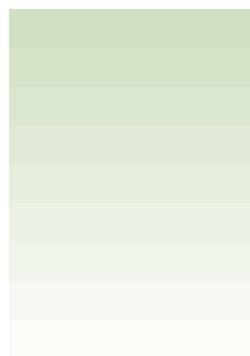
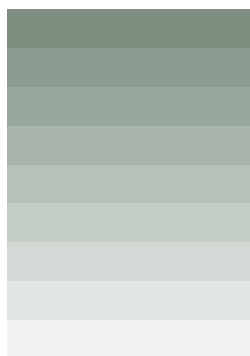
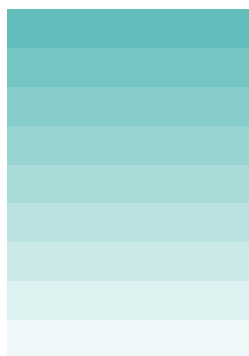
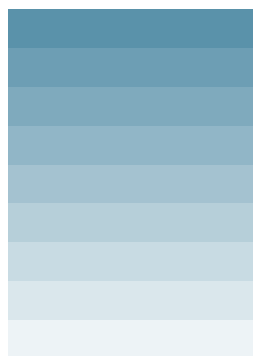
Papaya

HEX: e17e3e
CMYK: 9 61 87 0
RGB: 225 126 62
PMS: 7577 C



Sunshine

HEX: fdcd00
CMYK: 1 18 100 0
RGB: 253 205 0
PMS: 116 C



Tints in 10% increments



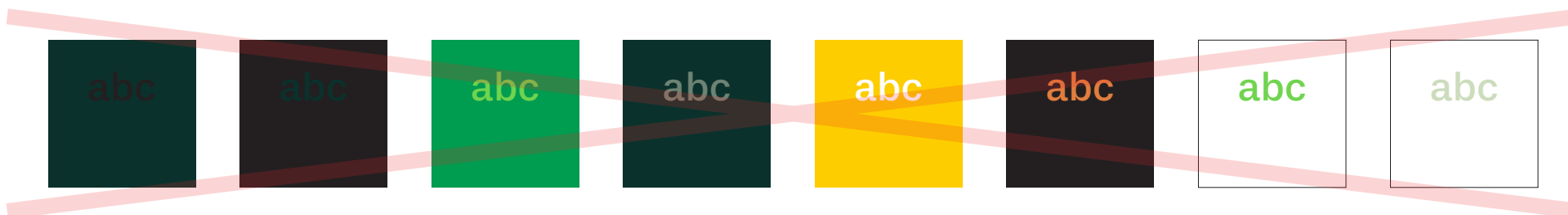
Contrast and Accessibility

To maintain legibility, ensure all text has enough contrast against its background to meet WCAG compliance standards. When in doubt, use an online contrast checker, such as webaim.org/resources/contrastchecker/. All text should pass WCAG AA level conformance.

HIGH COLOR CONTRAST — Meets contrast standards for text



LOW COLOR CONTRAST — Does not meet contrast standards for text (**DO NOT USE**)





Typography

Nortech uses one font family, Stevie Sans, for brand communication. Note this font may be used in various weights [black, bold, etc.] and styles, such as italic, as needed by each project.

The Stevie Sans typeface should be used whenever possible. If it is unavailable or not compatible with a given platform or system, it can be replaced with the closest Noto Sans equivalent (e.g., Noto Sans Regular for Stevie Sans Regular, or Noto Sans Bold for Stevie Sans Bold).

Primary Brand Fonts

Stevie Sans (Regular)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Stevie Sans Font Family

Stevie Sans Thin	<i>Stevie Sans Thin Italic</i>
Stevie Sans Light	<i>Stevie Sans Light Italic</i>
Stevie Sans Book	<i>Stevie Sans Book Italic</i>
Stevie Sans Regular	<i>Stevie Sans Regular Italic</i>
Stevie Sans Medium	<i>Stevie Sans Medium Italic</i>
Stevie Sans Bold	<i>Stevie Sans Bold Italic</i>
<i>Stevie Sans Black</i>	<i>Stevie Sans Black Italic</i>

Default Fonts

Noto Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Noto Sans Font Family

Noto Sans Thin
Noto Sans Light
Noto Sans Regular
Noto Sans Medium
Noto Sans Bold
Noto Sans Black



Image Library and Naming Convention

Photography available for use is stored on the [Marketing Hub of the Sharepoint Library at this link.](#)

The naming convention provides the maximum SEO benefit to Nortech while making it easy for users to locate and identify images.

Each image file name will specify the company, the subject, a unique ID# and image size. Images should generally be saved with RGB color space and as either a JPG or PNG. Filenames should be lowercase with hyphens as separators.

EXAMPLES

Correct naming convention:

nortech-[subject]-[unique ID #]-[width]x[height].jpg or png

How it looks in actual filenames:

nortech-cable-396622477-1800x500.jpg

nortech-pcba-304593396-1200x800.jpg

Registered Trademarks

Numerous manufacturer names, branded products, logos and more are used throughout all marketing collateral. For legal reasons, it is important to add the ® or ™ when referring to a specific trademark. The rule of thumb is to use the ® or ™ at the most prominent use — usually a headline — and again on the first occurrence in the copy.

The following trademarks require the use of the ™:

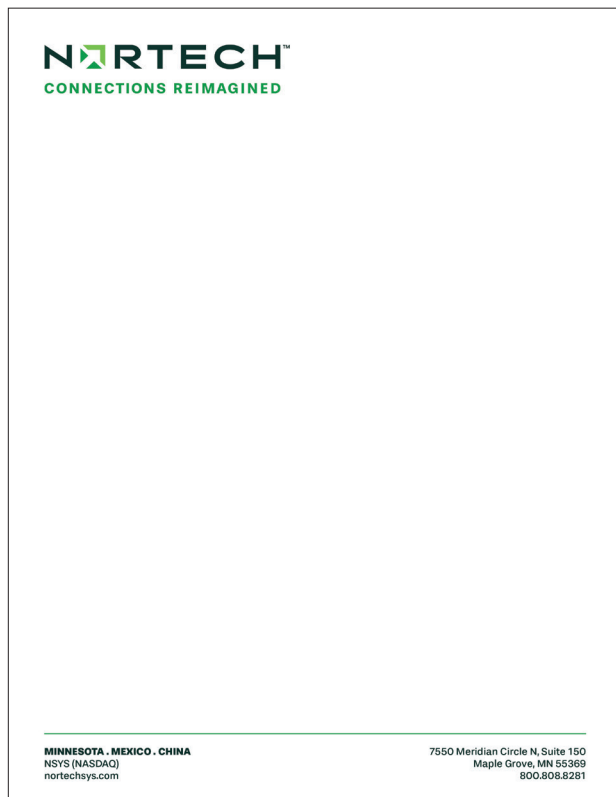
- Nortech™
- Intercon1™
- AOX™
- Active Optical Xtreme™
- EBX™
- Expanded Beam Xtreme™



Templates

The templates on the following pages are available for your use from the [Marketing Hub on the Sharepoint Library](#). See the Marketing department for more information.

Letterhead



Front

Business Card



Front



Back

Digital Business Card



For digital distribution and web placement. "Digital card" is linked to and visible on Nortech website.



Email Signature

To project a consistent brand image in our email communication, please adhere to the following guidelines:

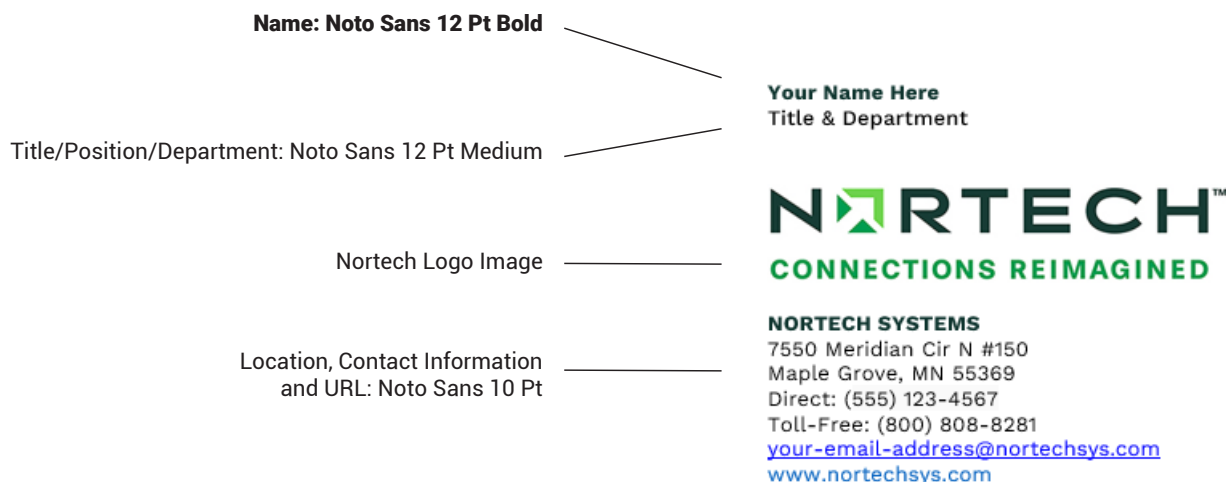
- Signatures should follow the specifications shown on this page.
- Do not modify, re-color, re-size logo or fonts from those shown on this page.
- Use the full signature on New Messages. An abbreviated version with just your name, title, department, direct phone, mobile phone and email address can be used on Replies or for internal contacts.
- Do not add graphics or taglines to your signature.
- Use white background color; do not add a patterned or colored background.

HERE ARE THE INSTRUCTIONS TO SET UP YOUR EMAIL ADDRESS.

- 1: Open a blank email.
- 2: Select Signature from the menu ribbon.
- 3: Select Signatures from the drop down as well.
- 4: Select New.
- 5: Name your signature. You may have multiple signatures saved if you give each a unique name.
- 6: Enter your signature content in the open box.
- 7: Click Okay.

YOU CAN COPY/PASTE A TEMPLATE OF THE EMAIL SIGNATURE INTO YOUR SIGNATURE FIELD FROM A WORD DOCUMENT [LOCATED ON OUR SHAREPOINT AT THIS LINK.](#)

ALL TEXT IN EMAIL SIGNATURE SHOULD USE NORTECH "FOREST" GREEN (# 0e342e, PMS 627 C)





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