



BRANDING QUICK REFERENCE GUIDE

PRESENTED BY:

MARKETING

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ABOUT VT IDIRECT

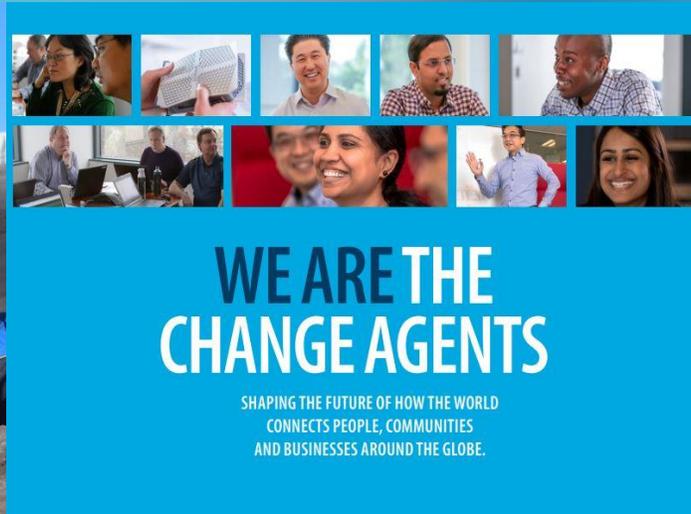
VT iDirect, a subsidiary of VT Systems, is a global leader in IP-based satellite communications providing technology and solutions that enable our partners worldwide to optimize their networks, differentiate their services and profitably expand their businesses. For more than 20 years, the VT iDirect organization has focused on meeting the economic and technology challenges across the satellite industry. Today, the product portfolio, branded under the name **iDirect**, sets new standards in performance and efficiency, making it possible to deliver voice, video and data connectivity anywhere in the world. VT iDirect is the world's largest TDMA enterprise VSAT manufacturer and is the leader in key industries including mobility, military/government and cellular backhaul. In 2007, **iDirect Government** was formed to better serve the U.S. government and defense communities. For more information please visit www.idirect.net.

SHAPING THE FUTURE

OUR VISION & STRATEGY STORYBOOK*

A tale of who we are, what we do, where we're heading and how we intend to get there

*For internal use only. Digital copy located on the intranet.



INTRODUCTION: ONE COMPANY, TWO BRANDS

- VT iDirect is part of a larger global family, VT Systems, a wholly owned subsidiary of the ST Engineering Group.
- ST Engineering and VT Systems revised their Corporate Brand Policies to further strengthen and leverage the corporate brand across the broader family of organizations under the ST umbrella. This primarily entailed revisions to the company logo to better align all companies under the well-know red sunburst logo of ST Engineering.
- VT iDirect has extended its corporate brand by visually distinguishing between VT iDirect corporate brand and iDirect products and technology brand.
- The synergies VT Systems and VT iDirect share with ST Engineering have become increasingly valuable. Aligning our corporate logo more closely with our fellow ST organizations reinforces our combined strength and supports greater business expansion for all companies.
- Similarly, retaining our iDirect logo with the familiar blue star icon for all products and technology communications allows us to continue to leverage the strong association our partners have established with the iDirect products and technology.
- Establishing independent corporate and product brands is a natural part of our evolution to a larger global organization. These Guidelines here are intended to document best practices in the management and implementation of our brands. They do not, however, include every possible usage and application scenario. For any questions regarding brand compliance, please contact Candie Tran at ctran@idirect.net or Mary Tice at mtice@idirect.net.

THE IMPORTANCE OF BRANDING FOR VT IDIRECT

ADVANCING A CONNECTED WORLD

- Branding plays an important strategic role for VT iDirect. A strong brand enhances our reputation as a satellite technology leader by building awareness, preference, loyalty and advocacy for iDirect products and services today, and tomorrow. It's also a badge of pride for every VT iDirect employee.
- Compliance with our brand guidelines — from logo and color usage to how we apply our tagline and determine what templates to use — enables us to achieve the greatest level of consistency with our communications, both internal and external, as the organization grows.
- As such, we all share a corporate responsibility to protect and maintain our brand's identity. Every one of us is a VT iDirect brand ambassador, and needs to have a good understanding of VT iDirect's brand.
- Our tagline, Advancing a Connected World, capsulizes what we stand for as a company, our commitment to innovation. It's an integral part of our unique brand identity across both our corporate and product brands.
- We have an exciting story to tell. Our partners and the industry as a whole depend on us to lead in the right direction with the products and innovations that continue to transform the industry.

BRANDING COMPARISON AT A GLANCE

Corporate Brand

Logo



Tagline

Advancing a Connected World

Product/Technology Brand



Advancing a Connected World

Color Palette

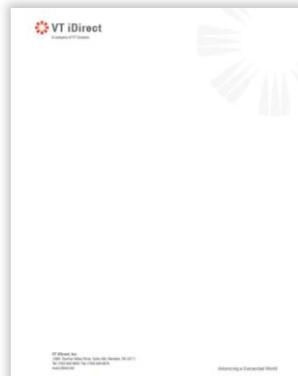
Sunburst Red Pantone 485 CMYK 100M 100Y RGB 227R 6G 19B
Cool Gray Pantone Cool Gray 11 CMYK 70K RGB 112R 111G 111B
Black CMYK 100K RGB 29R 29G 27B

Dark Blue Pantone 2965 CMYK 100C 38M 64K RGB 58G 99B	Ochre Pantone 124 CMYK 28M 100Y 6K RGB 222R 150G 49B
Light Blue Pantone 300 CMYK 100C 44M RGB 121G 193B	Green PANTONE 361 CMYK 69C 100Y RGB 74R 173G 82B
Gray Pantone Cool Gray 9 CMYK 51K RGB 133R 135G 138B	Blue Pantone 2995 CMYK 90C 11M RGB 157G 218B

BRAND APPLICATIONS

VT IDIRECT

Exclusively for corporate materials such as letterhead, fax cover, memo, email signature, business card, corporate PPT template

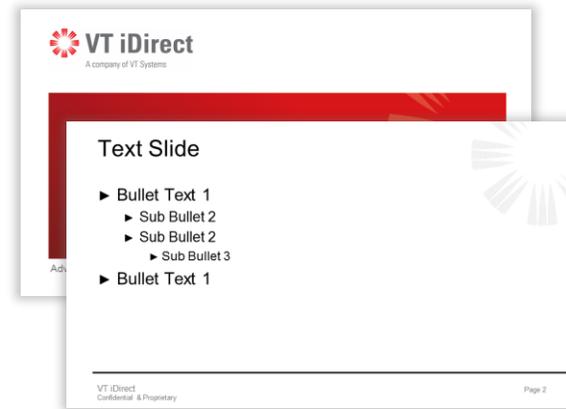


Corporate Templates

Mostly cross-company administrative and internal documents



Corporate Business Cards



Corporate PowerPoint Template

Note: Use the Corporate PowerPoint Template only when presenting to ST Engineering and its subsidiaries

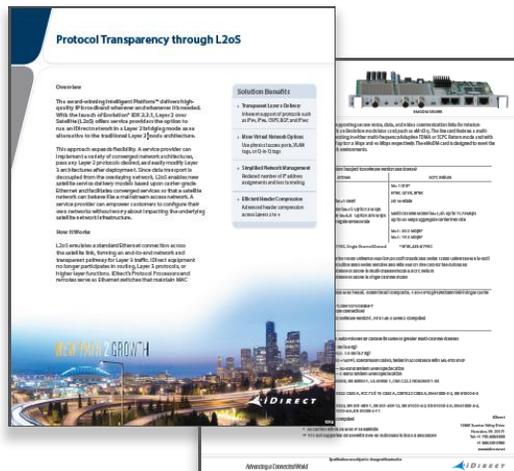


Corporate Email Signature

BRAND APPLICATIONS

IDIRECT

Use for all product- and technology-related materials, marketing, technical and training information



Collateral



Products/Technology PowerPoint Template

Note: View the [iDirect PowerPoint Template User Guide](#), located on the intranet, for helpful tips on using the template and accessing the internal and external layouts



Advertisement



Videos

KEY TAKEAWAYS

- Use the company name, VT iDirect
 - Never iDirect Technologies or iDirect Inc.
- Use iDirect when referring to our product portfolio and technology
- Use the correct logos
 - VT iDirect logo for corporate-related materials
 - iDirect logo for product-/technology-related materials
- Use the correct PowerPoint templates
 - VT iDirect PPT Template when presenting to ST Engineering and its subsidiaries*
 - iDirect PPT Template for internal and external presentations
- Check the intranet for updated materials: <https://vtidirect.sharepoint.com>
- Questions? Contact Candie Tran (ctran@idirect.net) or Mary Tice (mtice@idirect.net)

THANK YOU