

Delphi Technologies

Brand guidelines

February 2019



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Brand Strategy



What inspires us, as technologists, to innovate

Our focus

Imagine sitting in a vehicle freewheeling downhill. You can feel the responsiveness of the steering, the roll of the tires, the bite of the braking and the comfort of the ride. Then you **put your foot on the pedal and everything changes**. Energy becomes power, torque, acceleration. Whether the car is electric, combustion or hybrid - this is the point that matters.

Electric motors thrum with measured increases of flow, combustion engines are fired with precise amounts of fuel at unimaginable pressures. Voltages rapidly turn into powerful magnetic pulses or sparks burning at hundreds of degrees. Within the demanding confines of the engine space, metals vibrate, temperatures soar, currents flow and systems engage ... **the car comes to life**.

Under such intense conditions, managing the exacting processes in action is, by far, **the most challenging and fascinating** aspect of vehicle propulsion. Delivering the components and systems that can meet the increasing performance and regulation demands, endure the automotive-grade extremes and keep on running year after year is as much an art as it is a science. This is why we, as technologists, have made this our focus.

Our culture and purpose

We have defined our purpose and commitment around driving progress in our industry:

Driven to make a difference:

There will be a day when no vehicles burn fossil fuels. Together, our technologists and partners are bringing that day forward and, until then, we are making each journey cleaner, more efficient, more reliable, while improving the driving experience.

Each one of our people contributes to the progress and difference we can make in our industry and to the world.

We are on an incredible journey and what we do matters. We want to invest in our people to make the company a special place to work. Our values, Transparency, Inclusion, Excellence, Respect are the cornerstone of how we work and we are investing in shaping our culture with a program ‘**Be the difference**’ – which emphasizes that each employee can contribute to our vision and purpose.

Our positioning

Our brand positioning details our brand idea, and our brand purpose. We do not share this externally. Rather, we use it as a foundation to guide our expression.

“Drive better” is our brand idea. It inspires how we look, what we say, how we say it, and how we behave so our audiences understand what we champion. It is not a tagline or copy to be used for messaging.

The brand purpose is our true north. It exemplifies why we exist and why we do what we do.

Brand Idea

Drive better

Brand Purpose

Driven to make a difference

There will be a day when no vehicles burn fossil fuels. Together, our technologists and partners are bringing that day forward and, until then, we are making each journey cleaner, more efficient, more reliable and great to drive.

Each one of our people contributes to the progress and difference we can make in our industry and to the world. We are on an incredible journey and what we do matters. We want to invest in our people to make the company a special place to work. Our values, Transparency, Inclusion, Excellence, Respect are the cornerstone of how we work and we are investing in shaping our culture with a program ‘**Be the difference**’ – which emphasizes that each employee can contribute to our vision and purpose.

Why we do what we do – *Driven to make a difference*

Brand Narrative

We know cars. We study them, design their most important components, and we drive them.

Vehicles – passenger cars and commercial vehicles – fulfill real and significant human needs and continue to shape society today. Every single driver has their own needs: transportation, business, fun, comfort, affordability, freedom, a space, independence, identity, prestige, to be connected, to be disconnected.

We are technologists - we are compelled to advance our scientific knowledge and to develop meaningful applications of this knowledge – invention with purpose, innovation that matters. And as technologists, we choose to tackle the BIG challenges - when it comes to automotive, the most interesting part is getting the absolute maximum out of converting energy to motion and managing this in the way that best meets the needs. Whether regulatory, performance, efficiency, environmental, or just the feel, those needs matter for every driver and every drive. This is why we focus on the fuel delivery, the power management, the really interesting bits of propulsion.

We understand how this connects to the whole drive – although we have a tight focus, our expertise is also in understanding the role that the core of propulsion has on the full driving experience, it means nothing if nobody wants the vehicle. This shift demands a partner who can move faster than the pace of change. Who can navigate these complexities. Who will thrive in the unknown challenges of tomorrow.

Our vision

Driven to make a difference

Our technologists are pioneers in propulsion systems, working with customers all over the world to make combustion, hybrid and electric vehicles more efficient and better to drive.

A sustainable future starts today

Visual identity



Visual identity overview

Delphi Technologies is a partner you can rely on. We are responsive and agile while grounded in our engineering expertise and mindset.

The concept behind our flexing shapes speaks to our responsiveness and agility as a partner. We are able to navigate a variety of needs and complexities (flexing), and bring clarity to the unknown (framing).

Using title case (vs. all caps) in our new wordmark helps to reposition Delphi Technologies as approachable and human.

While Delphi Technologies is constantly shifting in our approach, our expertise is rooted in the engineering mindset - expressed in the movement of shapes within a grid - with our logo grounded in one corner.

Logo

**Delphi
Technologies**

Color palette



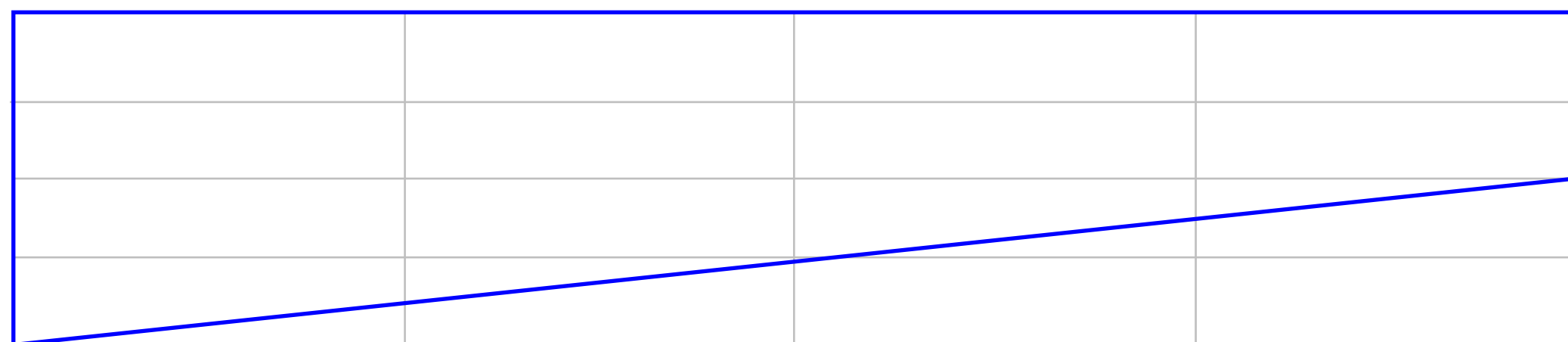
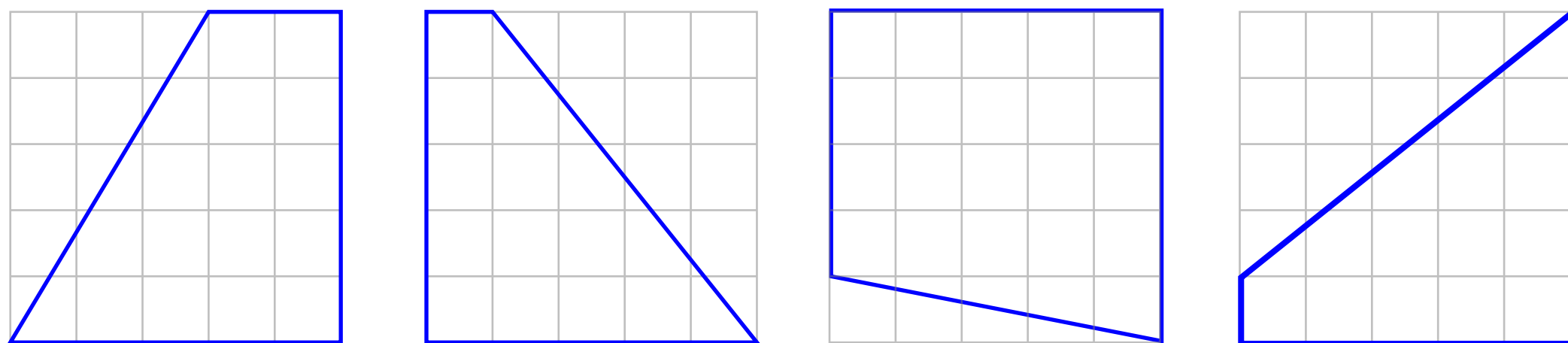
Tagline/Strapline

Driven to make a difference

Typography

Delphi-Soleto Family

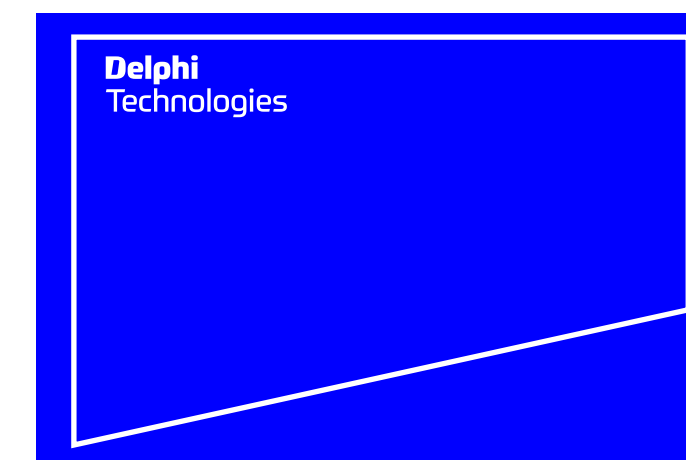
Graphic elements



Photography



Branded items



Our name

The Delphi Technologies name identifies our enterprise to the marketplace and unites our team. It emphasizes the proud heritage of Delphi, while advancing our image as a technology leader.

Pronunciation

The verbal pronunciation of the name is very important to create equity and reduce confusion. We should always say: [ˈdel-fi] with Technologies. We are not Delphi Tech or Delphi or Delphi (del fee) Technologies or DT.

Masterbrand

At Delphi Technologies, we are committed to the efficiencies of a Masterbrand strategy. A Masterbrand allows every product or technology to benefit from the established equity of a corporate brand by linking the Delphi Technologies brand with every product name.

Thus to support our Masterbrand of Delphi Technologies, product business unit (PBU) names are not used externally with the exception of select investor communications, financial reporting and to in titles of individual in media releases or on business cards.

Delphi
Technologies

Why did we add “Technologies” to our name

Our name

Delphi has a strong heritage of innovation leadership for the automotive industry. The addition of “technologies” to our name makes it even more relevant for the future.

Reinforces that technologies have been at our core for years.

Says that we’re grounded in technologies that help our customers succeed today and in the face of tomorrow’s challenges.

Emphasizes our commitment to deliver clean mobility through electrification to promote sustainability.

Reflects the breadth of hardware and software innovation that goes into the products, services and solutions we provide.

Indicates that we’re continuing to bring forward-thinking to our propulsion and aftermarket businesses.

Signals a new chapter for the company— we’re more nimble, more agile, and more driven to anticipate our customers’ needs.

Our logo

The Delphi Technologies logo is our most visible core asset. It has a solid presence and represents the stable foundation our company provides. The shape of the logo is a building block for our visual system as you will see on the following pages.

Our logo is our primary mark and should be used on external communications and internal communications whenever space allows.

The logo is a proprietary design built with the Prometo typography. The “D” has been stylized to intone our forward lean toward growth and the future.

Logo Color

Delphi Technologies logo assets are available in suites containing color, reverse (white), and solid black versions.

- The color version of the logo in Delphi Technologies Blue is always preferred and should be used whenever circumstances allow.
- The reverse logo is for use over dark colors, Delphi Technologies Blue is preferred, or on photographic backgrounds.
- A solid black logo is included for when color reproduction is unavailable, such as in black-and-white newsprint.

The color version of the logo in Delphi Technologies Blue is always preferred and should be used whenever circumstances allow.

Color



Delphi
Technologies

Black



Delphi
Technologies

White



Delphi
Technologies

Always choose a logo color version that stands out clearly against the background of your piece to ensure readability.

Trademark

In addition, Delphi Technologies is a registered trademark. Others must request the written permission of Delphi Technologies, PLC. to use the logo. Requests are sent to Corporate Communications.

Our logo

Primary *stacked* version
White on blue background



Primary *strapped* version
White on blue background



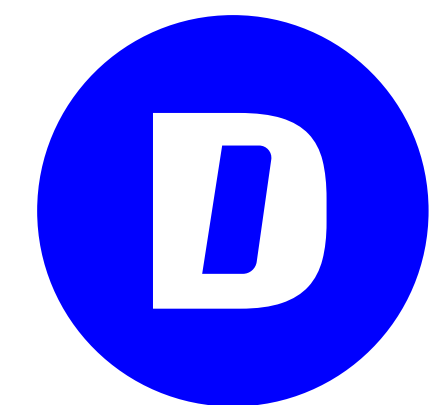
Secondary *stacked* version
Blue on white background



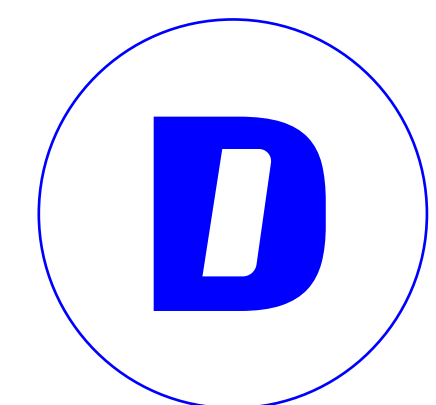
Secondary *strapped* version
Blue on white background



Primary *Encircled D* version
White on blue background



Secondary *Encircled D* version
Blue on white background



Clear space and minimum size

Our logo

Our logo lockup is designed with a clear space to maintain appropriate white space around the logo. This clear space helps to reduce crowding of our brand mark, giving it the necessary breathing room from other elements on the page to keep the logo prominent and legible.

The clear space for the logo should equal the height of the “D” in Delphi on each side of the logo. Minimum size is dependent on the requirements of the media. To the right are the minimum size requirements for print and web use.



X = height of “D” in Delphi

Minimum size

0.1875 inch
4.7625mm
18 pixels



Our logo

These co-branding guidelines illustrate the correct usage of the Delphi Technologies brand as it appears with acquisitions and in partnerships. Co-branding may appear on a wide range of communications. Delphi Technologies' standard logo guidelines apply. Please follow these guidelines when locking up the Delphi Technologies logo with acquisitions:

- The CMYK or RGB full-color logos are preferred.
- Use the reverse logos for applications on color or photographic backgrounds.
- Acquisition logos should be equal or smaller in height than the "D" in the Delphi Technologies logo and optically balanced in size.
- Both logos should be base-aligned.
- Ensure there is sufficient clear space and equal distance between both logos shown.

Horizontal

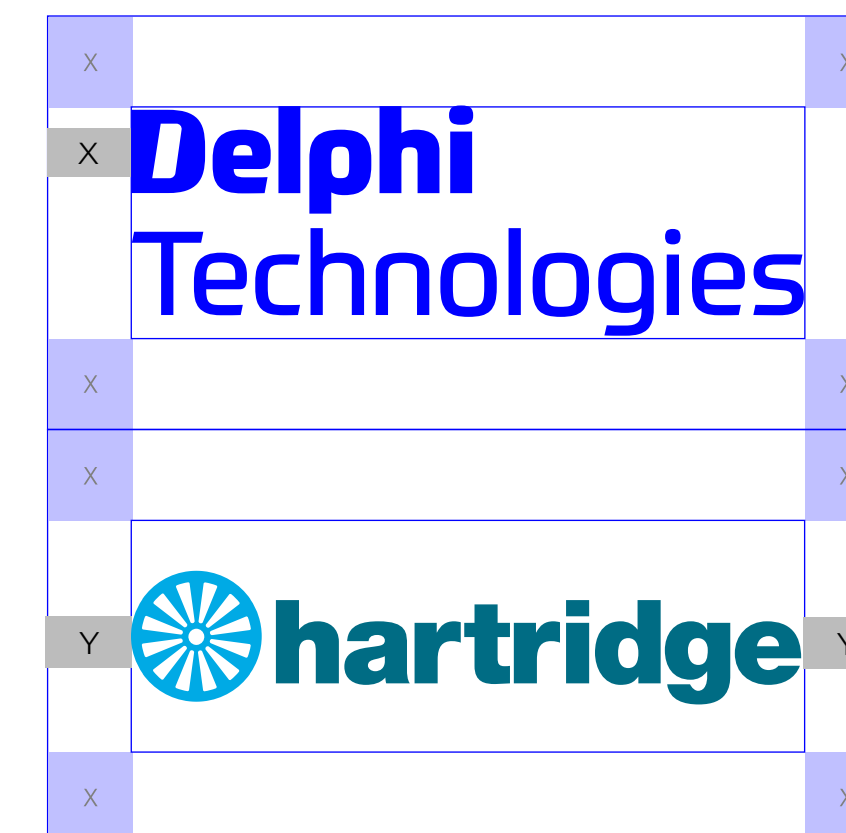


X = height of "D" in Delphi



Y = x-height of lowercases in "Technologies"

Vertical



Example



Cobranding of partnerships

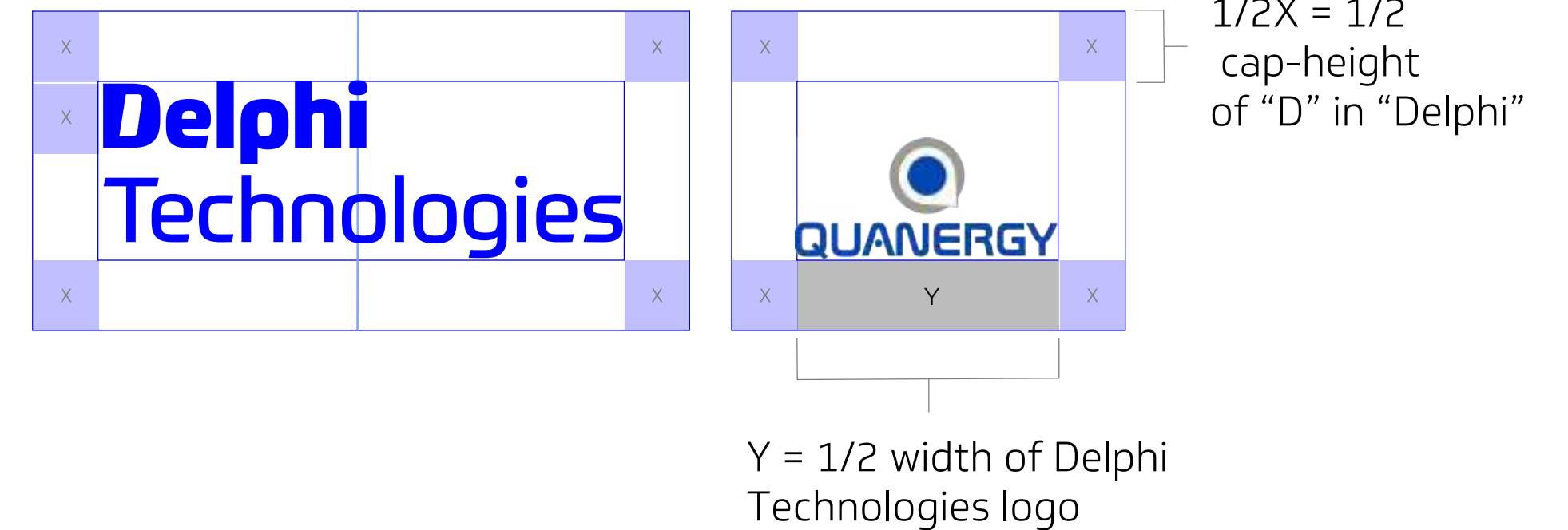
Our logo

These co-branding guidelines illustrate the correct usage of the Delphi Technologies brand as it appears in partnerships. Co-branding may appear on a wide range of communications. Delphi Technologies' standard logo guidelines apply, as do those of our partners. Please follow these guidelines when locking up the Delphi Technologies logo with partner logos:

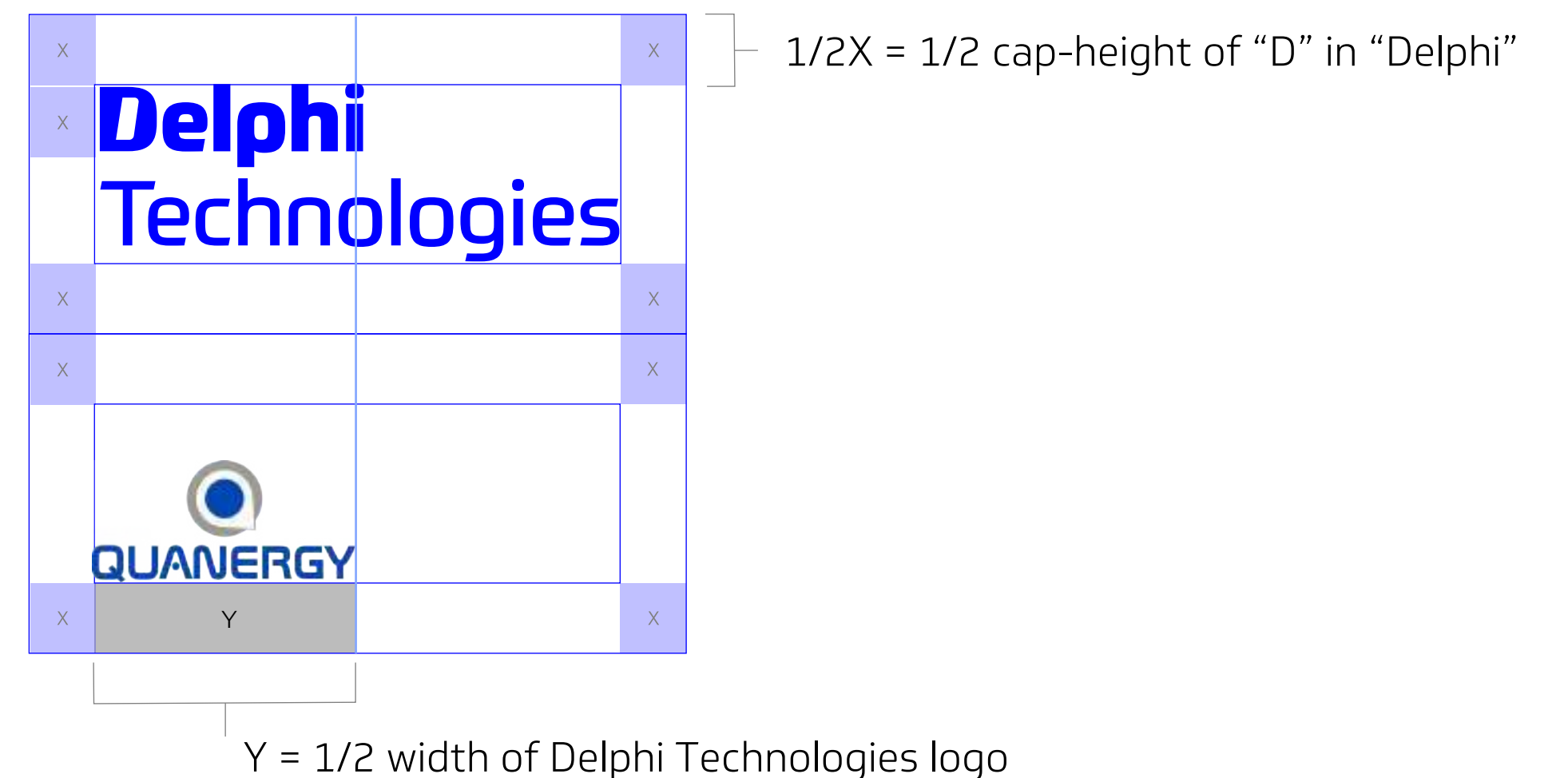
- The CMYK or RGB full-color logos are preferred.
- Use the reverse logos for applications on color or photographic backgrounds.
- Partner logos should be equal or smaller in height to the x-height of the word "Technologies" in the Delphi Technologies logo.
- For vertical applications, both logos should be left-aligned.
- Ensure there is sufficient clear space and equal distance between both logos as shown.

When working with customers, the logos should be of equal size, with sufficient white space to position as two separate entities. Treatment of the logo in these situations can affect the strength of our trademark protection. Please consult with the Corporate Communications team if you have any questions.

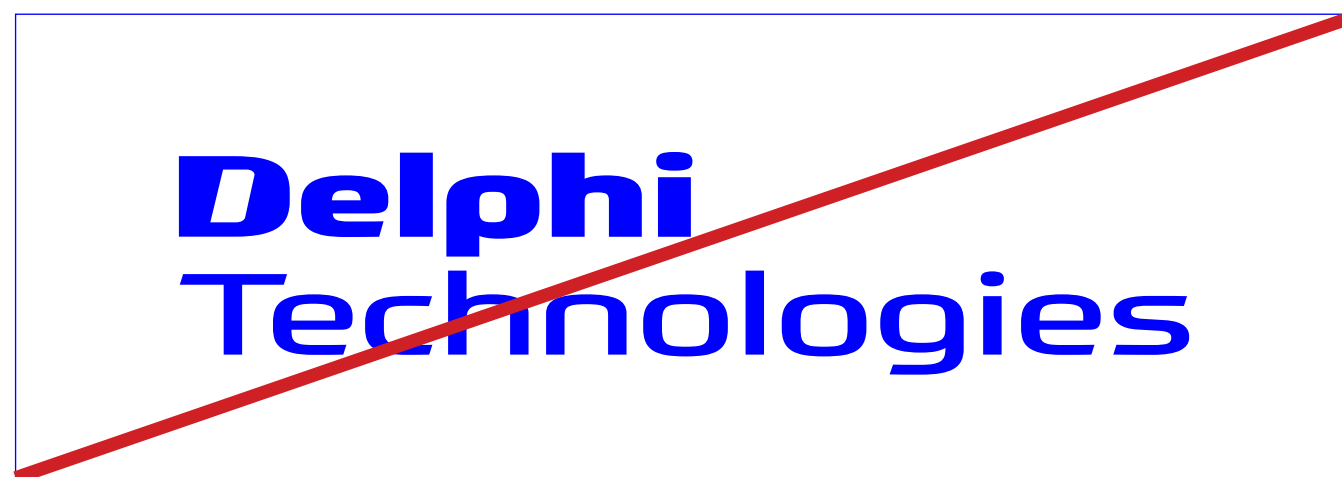
Horizontal



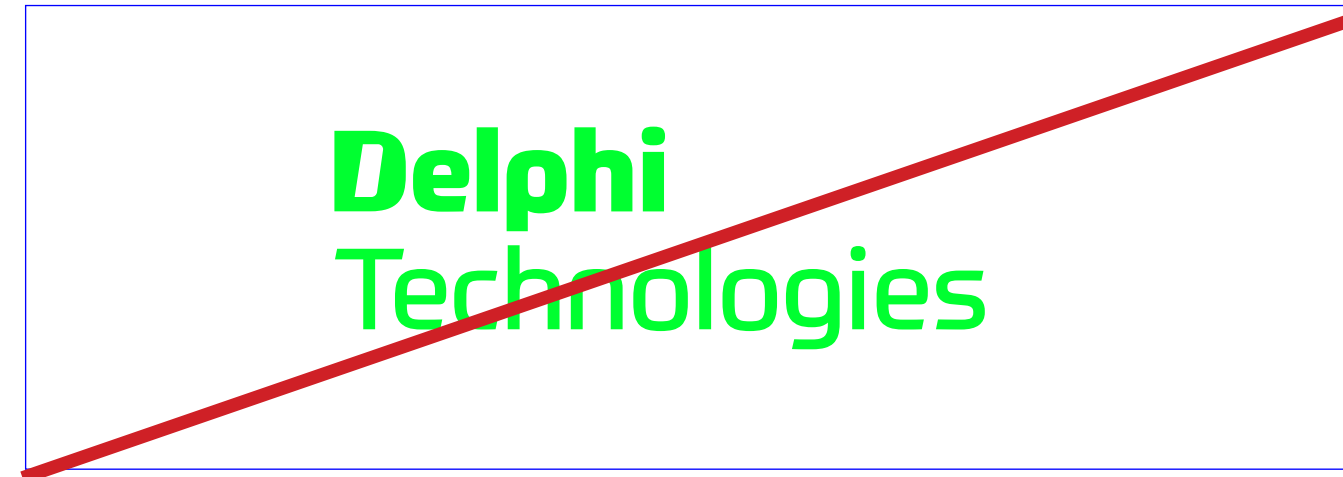
Vertical



/ Visual Identity
Logo Misuse



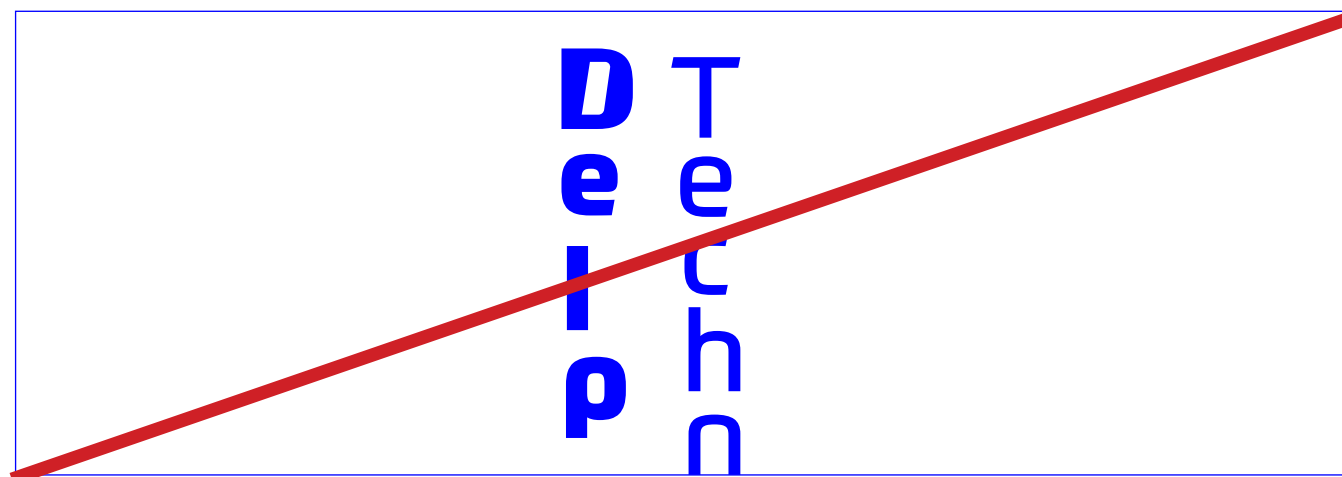
1. Don't stretch the logo



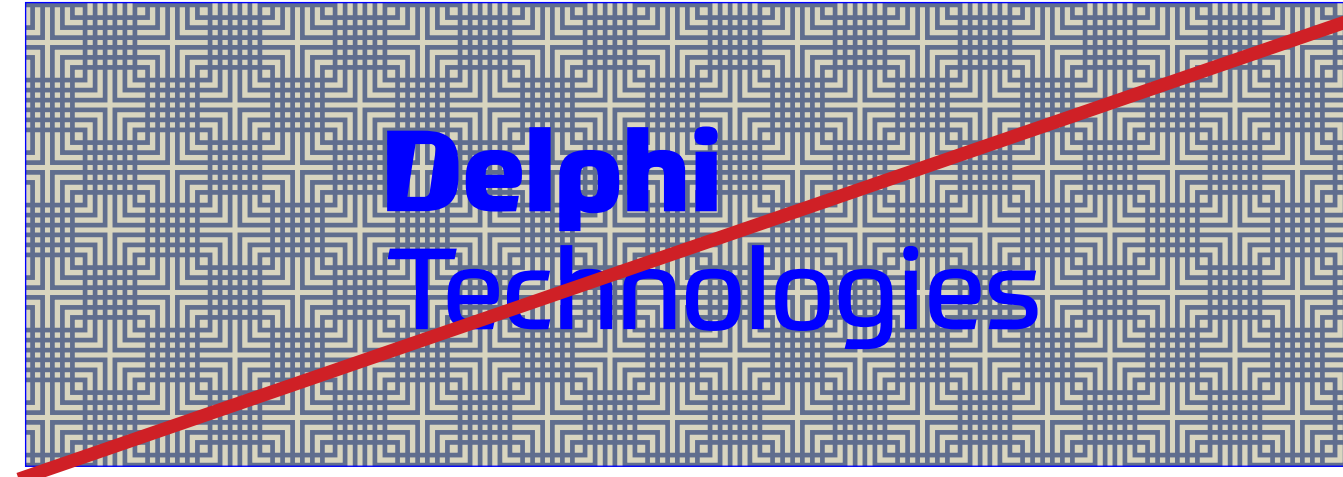
2. Don't change the color of the logo



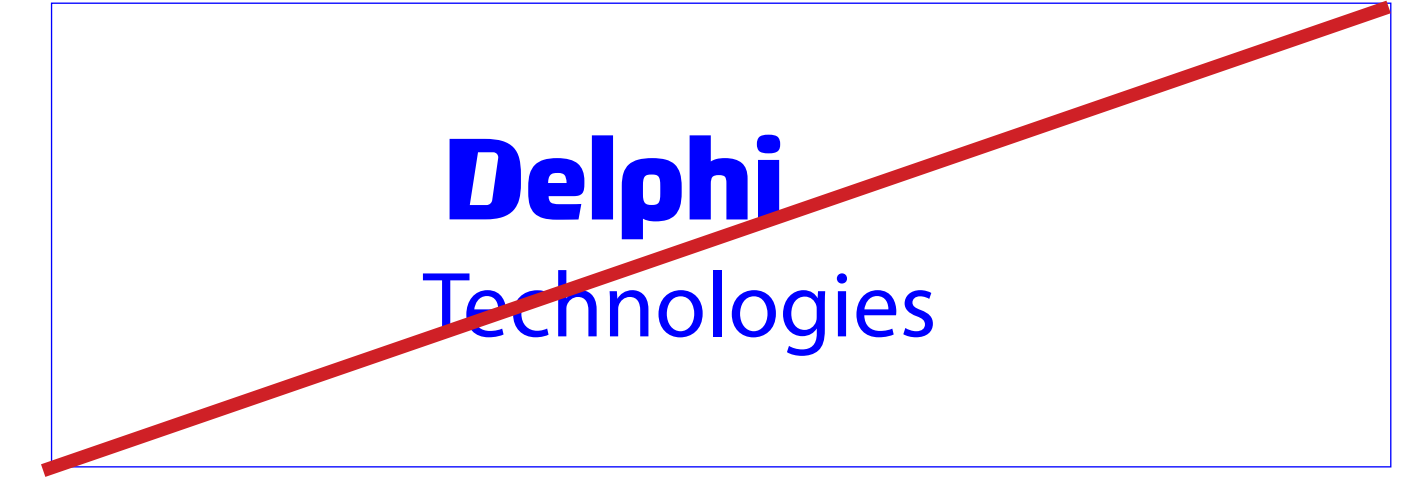
3. Don't skew the logo



4. Don't change the orientation of the logo



5. Don't use the logo on busy backgrounds



6. Don't change the font of the logo



7. Don't add a drop shadow to the logo



8. Don't add unauthorized symbols to the logo



9. Don't resize portions of the logo

Tagline

Our essence

Our tagline, Driven to make a difference, captures a key theme of our brand idea: letting our customers and partners know that we're dedicated to working closely with them along the path forward, enabling them to shape the future.

It's not only an inspiring call to action for our external audiences, it's so a call to action internally, reminding employees that Delphi Technologies fosters our potential and supports our professional growth.

To give the tagline its prominence, it is the only brand element other than the Delphi Technologies logo that is created within Prometo, a typography adjacent to the Delphi Soleto family.

Clear space

The tagline has a direct relationship to our brand logo. It is designed with a clear space to maintain a consistent space around the mark. This space helps to reduce crowding and thereby helps to give the tagline the prominence it deserves.

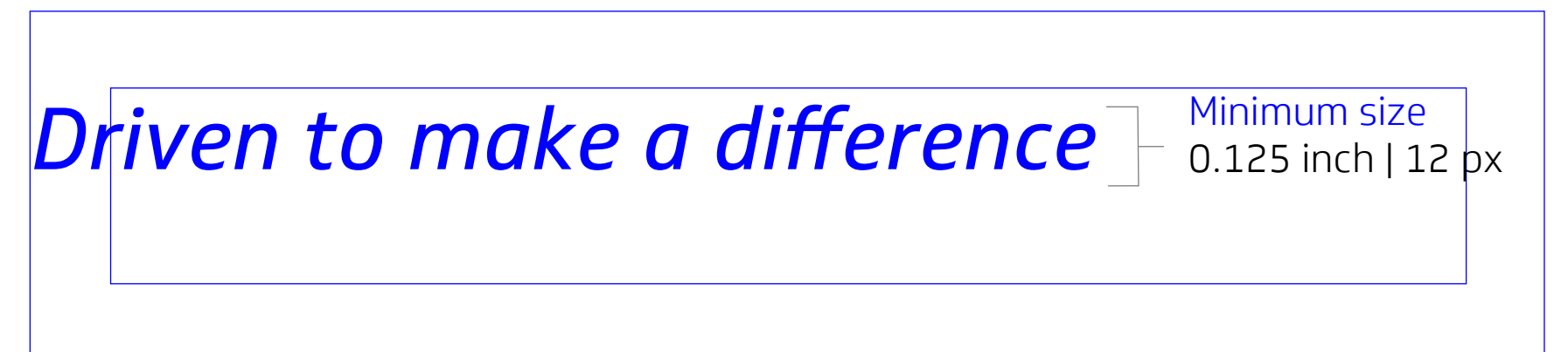
The clear space for the tagline should equal the height of the "D" in "DIFFERENCE" on all sides of the logo.

Minimum size

Minimum size is dependent on the requirements of the media. To the right are the minimum size requirements for print and web use.

Driven to make a difference

Clear space



Our tagline

How to size the tagline

Our tagline is always sized in relationship to the logo. To size the tagline correctly, you should:

- Make sure the height of the tagline matches the height of the lowercase letters in the primary logo.
- Make sure to maintain some breathing room between the tagline and primary logo.
- Avoid lockups

Note: Although the above guidelines apply to most branded materials, we recognize that in some situations, such as environmental graphics or employee T-shirts, you may want to celebrate our tagline by increasing its size in relationship to the logo.

Sizing the tagline

Delphi
Technologies } x-height

Driven to make a difference } Cap-height of tagline
= x-height of logo

/ Visual Identity

“D” symbol

Special use graphics

The primary logo is always the principal way we represent our brand. However, there are some rare instances when there is a need for a shorthand due to limited space, such as favicons, social media profile icons, or a monogram on employee uniforms.

In any instance that the “D symbol” is used, it should already be clear that the communication is coming from Delphi Technologies.

If there is any concern, the Delphi Technologies logo should appear somewhere else where space is available – e.g., if the D is on front of shirt, the Delphi Technologies logo should appear on back yoke of shirt. Or if D is used as a icon, the logo for Delphi Technologies should appear on first page of linked content.

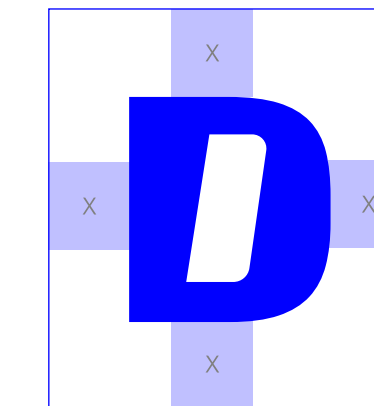
If the D symbol is ever contained in a shape, please note that minimum size and clear space apply. Also, in these applications, the D symbol should be centered in the space.

Please note that the D symbol should never be used as a super graphic or be locked up with the primary logo.

D symbol

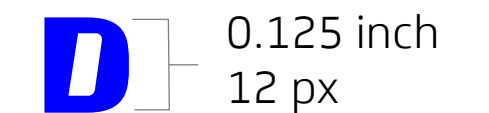


D symbol clear space

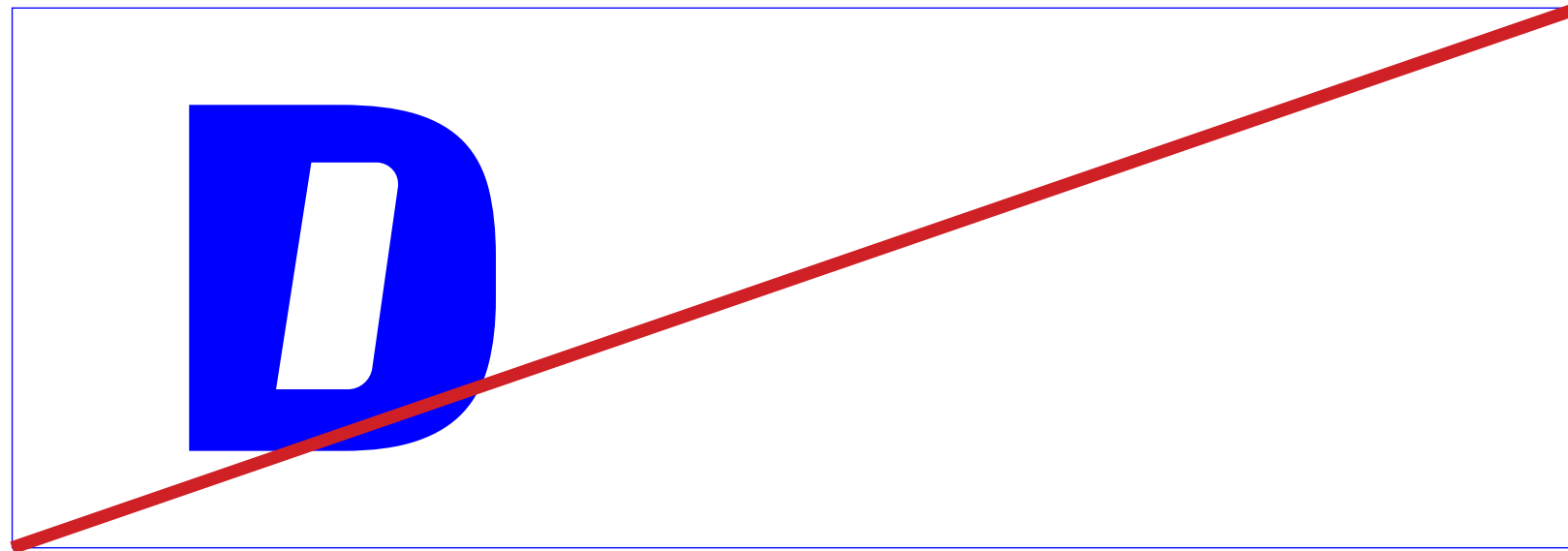


x=1/2 height of “D”

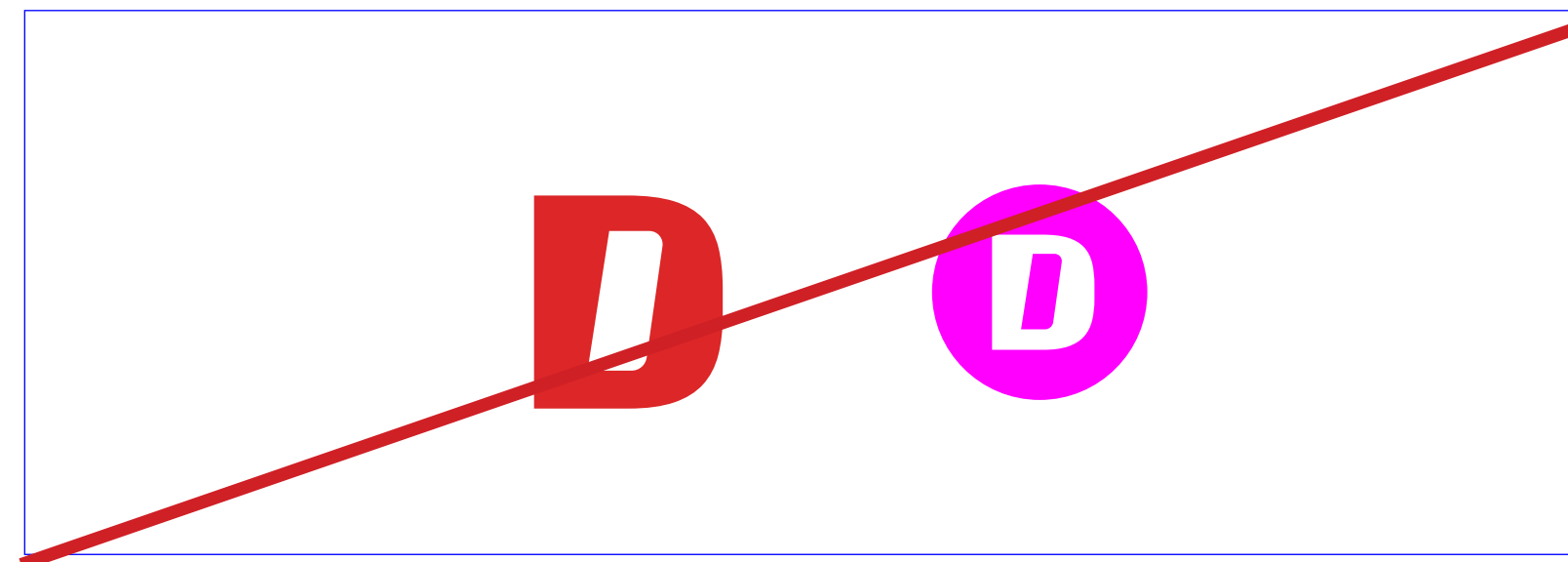
Minimum size



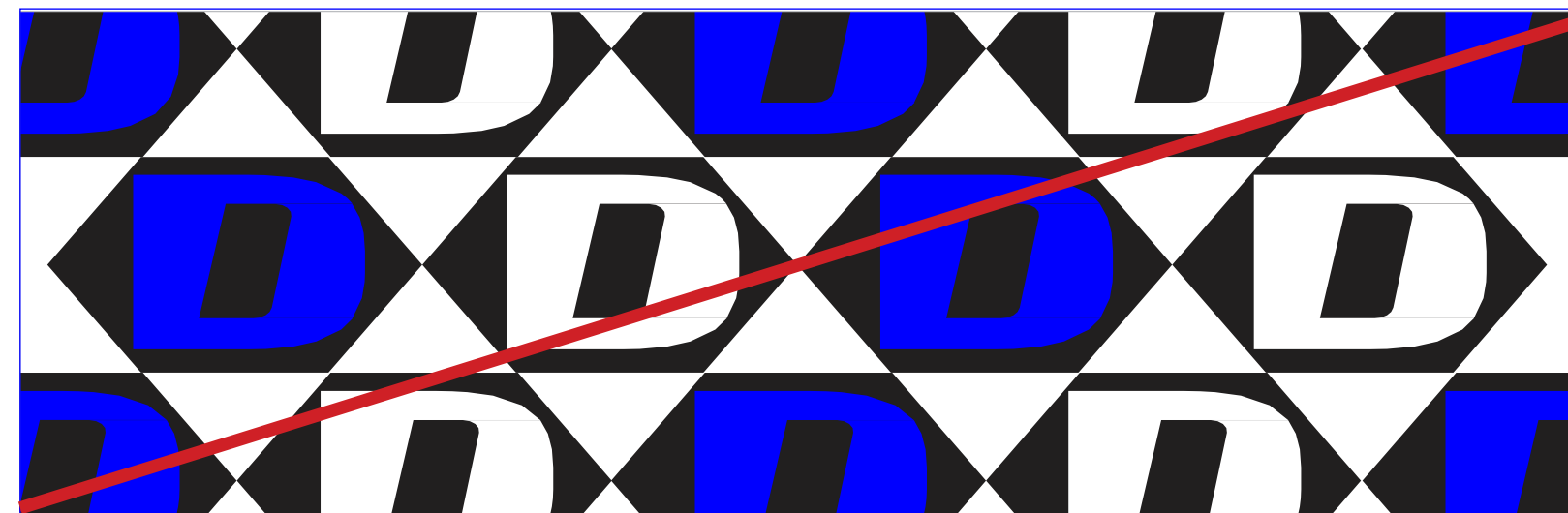
Special use graphics



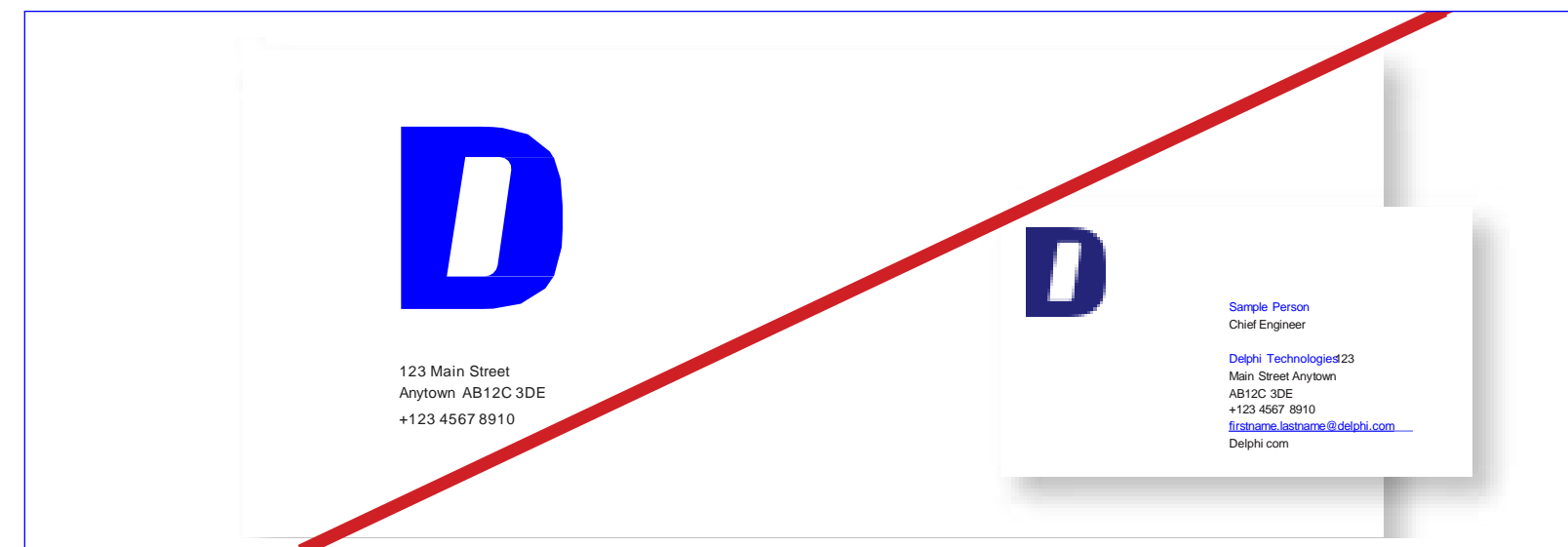
1. Don't use the D symbol as a super graphic



2. Don't change the color of the D symbol



3. Don't use the D symbol as a pattern



4. Don't use the D symbol on formal materials or communications

Icons

Special use graphics

Icons are an efficient communication tool to help quickly identify a product or a program associated with the icon. However, within an enterprise, the icon system must be managed to maintain the overall effectiveness and avoid confusing clutter.

We have identified icons for our business segments. These icons should not be used as a logo for the business for the business segment or the Delphi Technologies logo. These icons are meant to be signposts within copy segments. They should be sized in proportion to the copy block they are identifying.

Social media icons

Our digital presence in social media is a key communication channel. Today that presence is a given and the use of social media is declining. However, there will be some instances where we want to promote our presence on specific channels.

Please use only the relevant social icons where we have an active social presence or where there is information that supports the collateral being designed.

The icons should be in one of the primary or secondary Delphi colors. The height of the Social media icons should be no larger than one half the size of the “D” in the Delphi Technologies logo. In relation to the logo, there should be a minimum clear space of the height of the “D”.

Power electronics and electrification



Fuel injection for ICE efficiency



Modular fuel systems for commercial vehicles



Aftermarket



Follow us



Special use graphics

Our website should appear as delphi.com or if the communication is for aftermarket customers, delphiaftermarket.com. It is not necessary to put the “www.” prefix, when referencing the web address. No other web addresses should be used in the Delphi Technologies materials.

The web address can appear in copy as part of the call to action or as a separate element below the logo. It should be ½ the size of the Delphi Technologies logo used, honoring appropriate clearspace.

Copyright® and Trademark™ notations should be included in the copy’s first reference of a protected name. The new Delphi Technologies logo is in the process of trademark registration in key markets globally. The ™ symbol, not the ®, should be associated with the logo.

The use of the symbols in the logo will be part of the logo lock-up. There may be some instances, e.g., exhibit displays, where the notation will be an aesthetic distraction and can be omitted. The designer should use their discretion.

In publications, the notation “© Delphi Technologies, PLC or its subsidiaries” should appear discreetly at the bottom of the last page, on the side opposite the logo. It should be no more than 6pt.font.

delphi.com

delphiaftermarket.com

Delphi
Technologies™

Delphi Technologies™

Our Colors

Color palette

The Delphi Technologies color palette consists of our signature Delphi Technologies Blue together with a complementary collection of bold supporting colors.

Delphi Technologies Blue is our primary brand color and is our predominant color, with black and white utilized for text and supporting graphics.

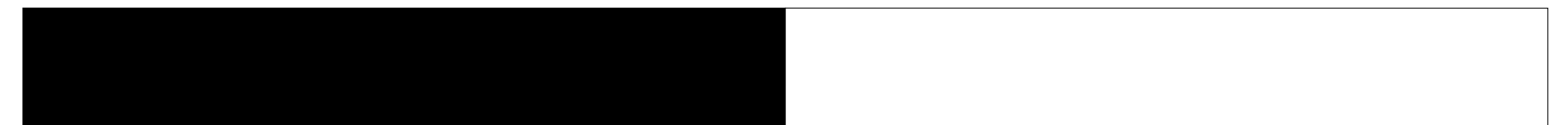
Our secondary and tertiary colors are used sparingly for accents and highlights as well as for office-level applications such as PowerPoint.

Our colors give our identity a modern appearance that convey innovation, and represents the Delphi Technologies brand essence.

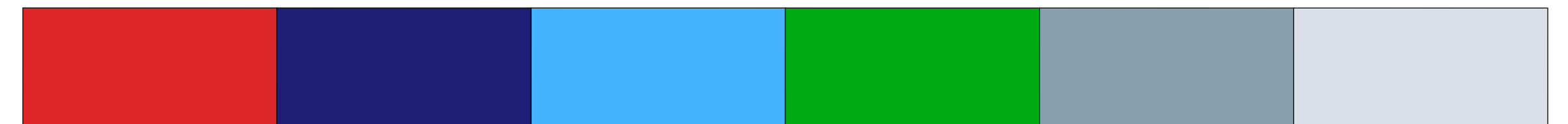
Primary



Secondary


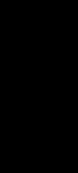






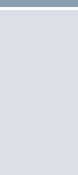


Tertiary



/ Visual Identity

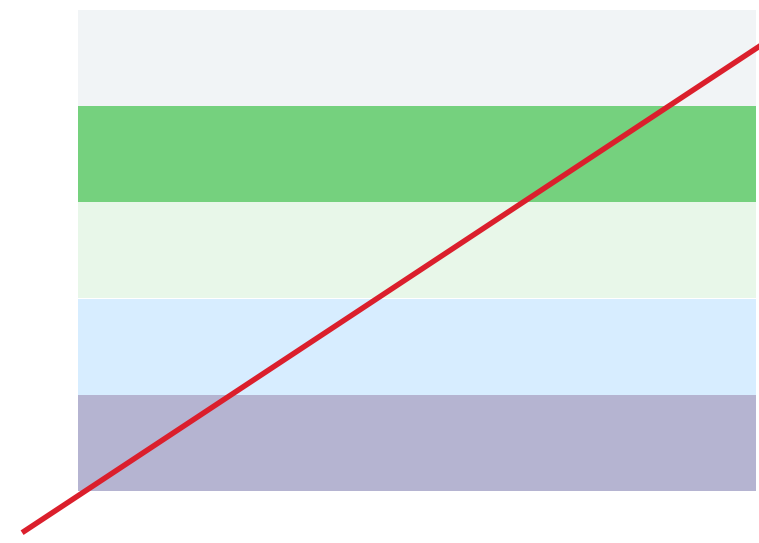
Color formulations

Name	Pantone Coated/Uncoated	CMYK Coated/Uncoated	RGB	Hex
 Delphi Technologies Blue	2935 C 300 U	C: 100 M: 59 Y: 0 K: 0 C: 100 M: 40 Y: 0 K: 0	R: 0 G: 0 B: 255	#0000ff
 Black	n/a	C: 0 M: 0 Y: 0 K: 100	R: 0 G: 0 B: 0	#000000
 White	n/a	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	#ffffff
 Delphi Red	485	C: 0 M: 98 Y: 100 K: 1	R: 220 G: 38 B: 39	#dc241f
 Delphi Dark Blue	287 C 287 U	C: 98 M: 86 Y: 25 K: 5 C: 97 M: 66 Y: 0 K: 0	R: 32 G: 30 B: 118	#201e76
 Delphi Light Blue	3545 C 3545 U	C: 80 M: 0 Y: 6 K: 0 C: 75 M: 0 Y: 12 K: 0	R: 70 G: 179 B: 255	#46b3ff
 Delphi Green	2423 C 2423 U	C: 76 M: 0 Y: 80 K: 0 C: 72 M: 0 Y: 95 K: 0	R: 0 G: 170 B: 19	#00aa13
 Delphi Dark Grey	2164C 2164U	C: 41 M: 15 Y: 10 K: 13 C: 51 M: 30 Y: 24 K: 6	R: 137 G: 159 B: 177	#899fb1
 Delphi Light Grey	560 C 650 U	C: 17 M: 8 Y: 5 K: 1 C: 5 M: 3 Y: 2 K: 3	R: 213 G: 217 B: 220	#d5d9dc

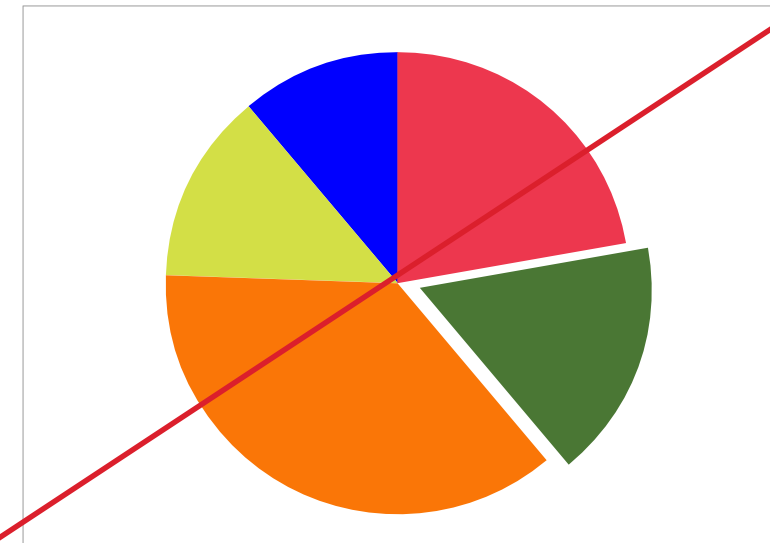
Note: For Delphi Technologies Blue the color formulation in RAL is 260 40 45 (from the RAL Design Series) And for painting needs, use Benjamin Moore 2065-30 brilliant blue. All colors allowed 75% 50% 25% opacity

Color Misuse

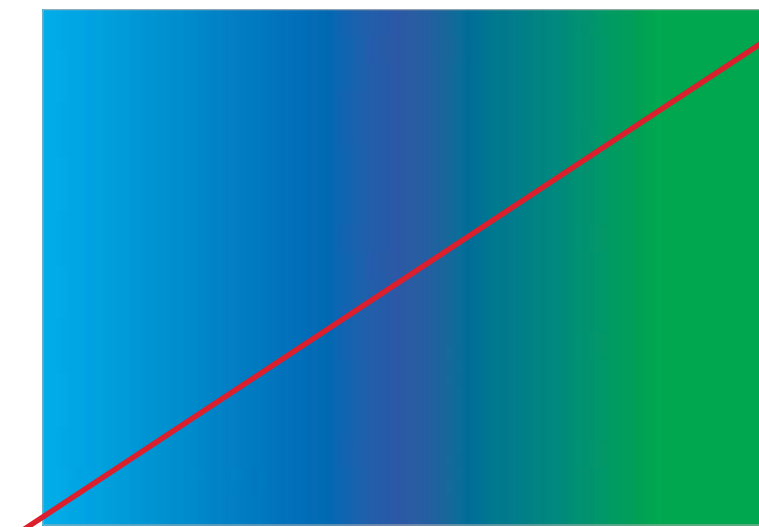
Consistent use of color builds our brand



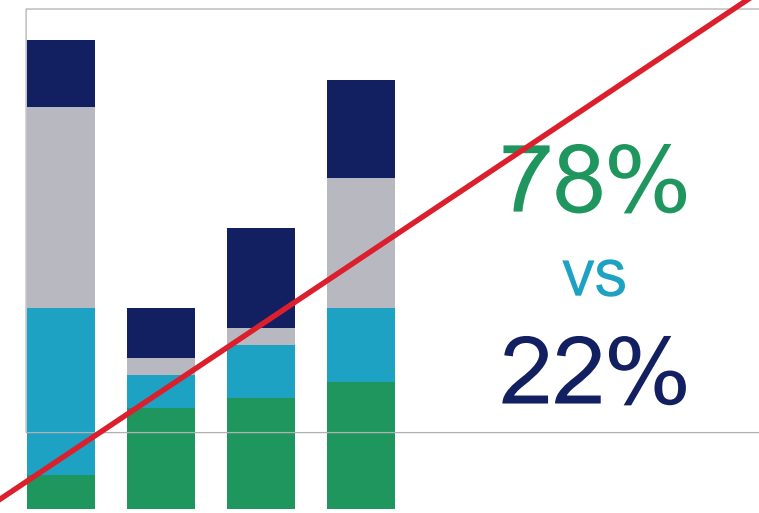
1. Don't tint colors from our palette



2. Don't alter or add colors to our palette



3. Don't create gradients with our palette



4. Don't predominantly or only use secondary palette colors

Lorum ipsum solar dolar site am
lordu midet Didium flinimk freach
gilia mullu ndiea
• lorum ipslar sit amet
• timbor muliga
• frinesque frodns
Muips um sol Expel et offic to offic
tempori asperestrum apiendi int
fugiae Ovid utem que lasit at
atusaped mo

5. Don't use colors that hinder legibility, such as blue text on a blue background

Helping customers thrive through change

Gufreach gilia mullu ndiea Muips um solxpel et offic temtori asperestrum. Lorum ipsum dolar sit ametr site amloru mide dium flach gilia mullu ndiea. Muips um solxpel et offic temtinimk.

Lorum ipsum dolar sit ametr site am loru mide drum flinimk freach gilia mullu ndiea. Muips um solxpel et offic temtori asper

6. Don't use secondary palette colors for small type sizes, especially in digital applications

Using our color palette

In communications that have multiple sections, optional horizontal color bars may be used.

Color bars should be used as visual indicators to denote sections with one color used per section. Start by using the secondary colors and then move into the tertiary colors. If a piece has more than seven colors, cycle through the colors a second time. Or use the primary colors if needed.

To ensure consistency in the use of color bars, the thickness of the color should be equal to the width of the letter “l” in Delphi Technologies.

Primary



Secondary



Tertiary



Typography

For use in official publications

Primary typeface

Soleto is a sans serif typeface based on a grid, with a square design that is instantly recognizable. Soleto is the sister typeface to Prometo, which is used in our logo word-mark, and has an industrial feel, as if it has been built rather than drawn.

Soleto has more legibility for text than Prometo, which is used as a display typeface, and comes in a range of weights that make it convenient and versatile. While you can use all of the weights, our preferred weights are Light and Regular, with small hits of Bold and Black for emphasis and design interest.

Our preferred case usage is sentence case for all typefaces. **Please avoid using all caps.**

Delphi Soleto is a version of Soleto exclusively licensed to Delphi and suppliers may obtain the fonts from Delphi to be used exclusively on Delphi projects.

Typefaces for Asian languages

While setting non-Roman alphabet fonts for Asia, please use the following:

- Japanese: Kozuka Gothic Regular
- Chinese: Heiti Regular
- Korean: Arial Unicode

Delphi Technologies Font Suite

Delphi-Soleto Thin

Delphi-Soleto Light

Delphi-Soleto Thin

Delphi-Soleto Regular

Delphi-Soleto Bold

Delphi-Soleto Black

Delphi-Soleto Thin Italic

Delphi-Soleto Light Italic

Delphi-Soleto Italic

Delphi-Soleto Extra Bold Italic

Delphi-Soleto Black Italic

MS Office applications

Office applications

When creating materials with more commonly used, nongraphic design programs, such as those found in Microsoft Office applications, Arial may be used as a primary font.

For more information, visit:
<https://support.office.com/Change-or-set-the-default-font>

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Guidelines for changing default font to Arial in Microsoft Office

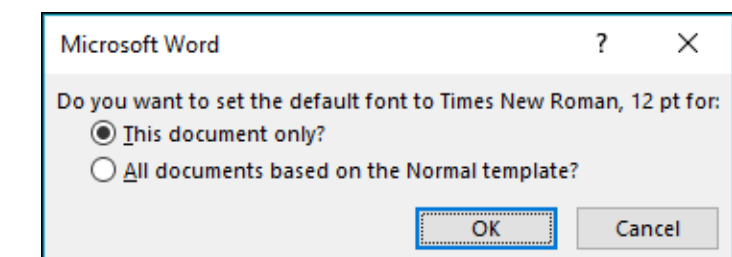
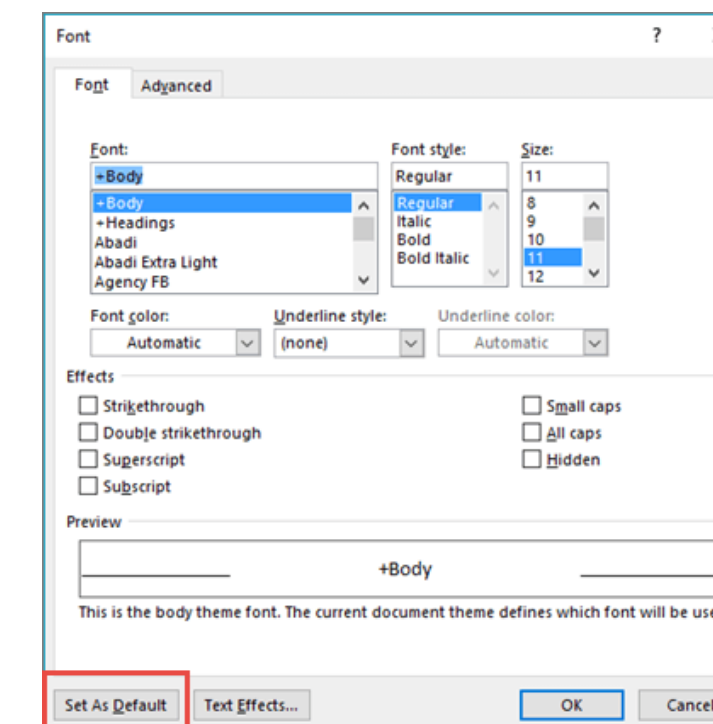


- On the Home tab, click the Font Dialog Box Launcher, and click the Font tab.

- Select the options that you want to apply to the default font, such as font style and font size

- If you select text 1, the properties of the selected text are set in the dialog box

- Click Set As Default and set the scope of your changes



- Select this document only if you want your changes to apply to only the current document

- Select All documents based on Normal template if you want your changes to apply to any document based on the Normal template

- Click OK to apply your changes

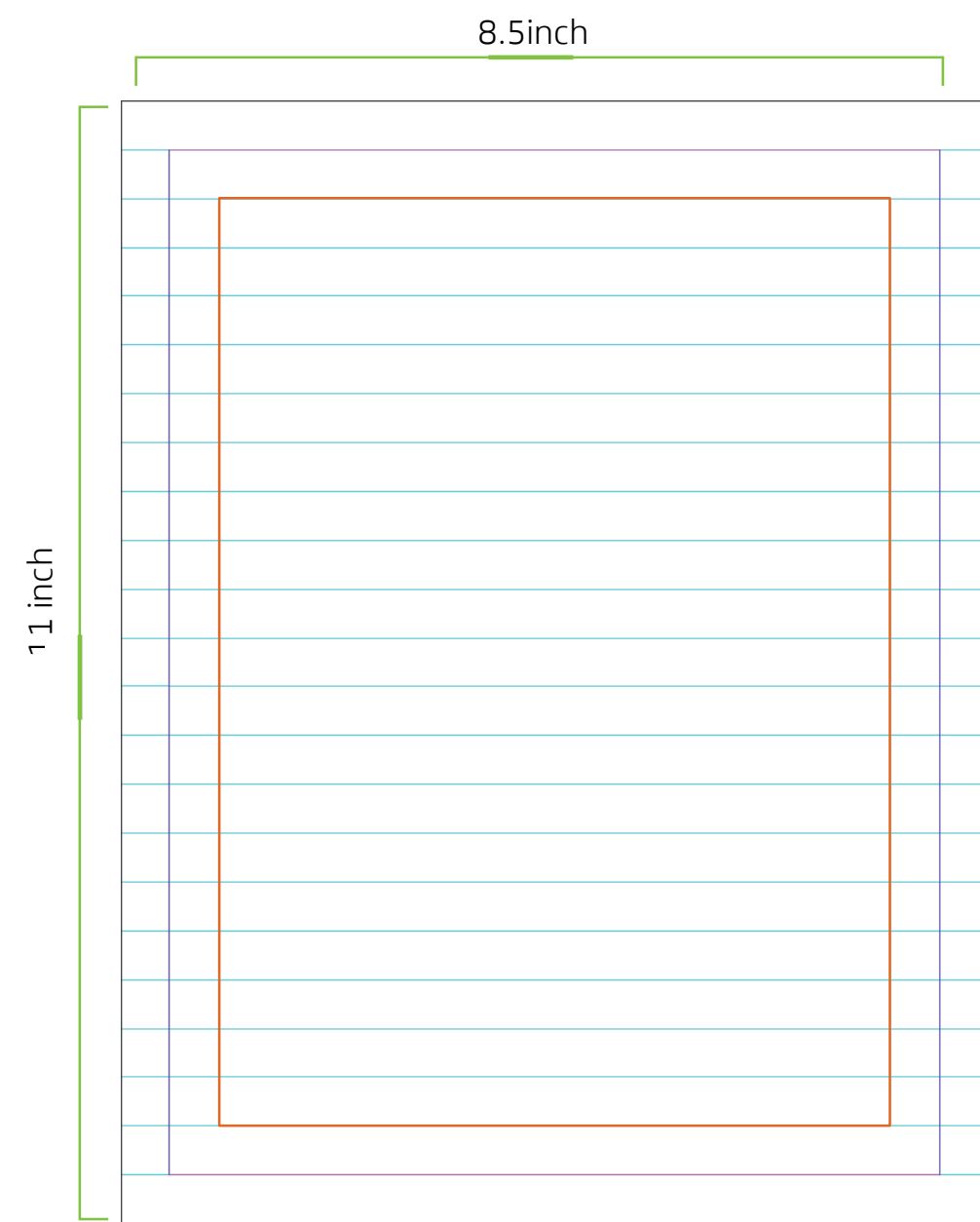
/ Visual Identity

Introducing the page grid

The grid is the foundation for all brochures and advertising, and is used for positioning all elements on the page.

The referenced examples use letter/A4 as an example for building a grid but this process can be proportionally scaled to any size.

Letter-Portrait



MARGINS (page with quad)

8.5inch X 11inch - Letter size
Quad margin = 0.4783inch
Brand & Tech Guides = 2/2 | 2X | 0.9566inch

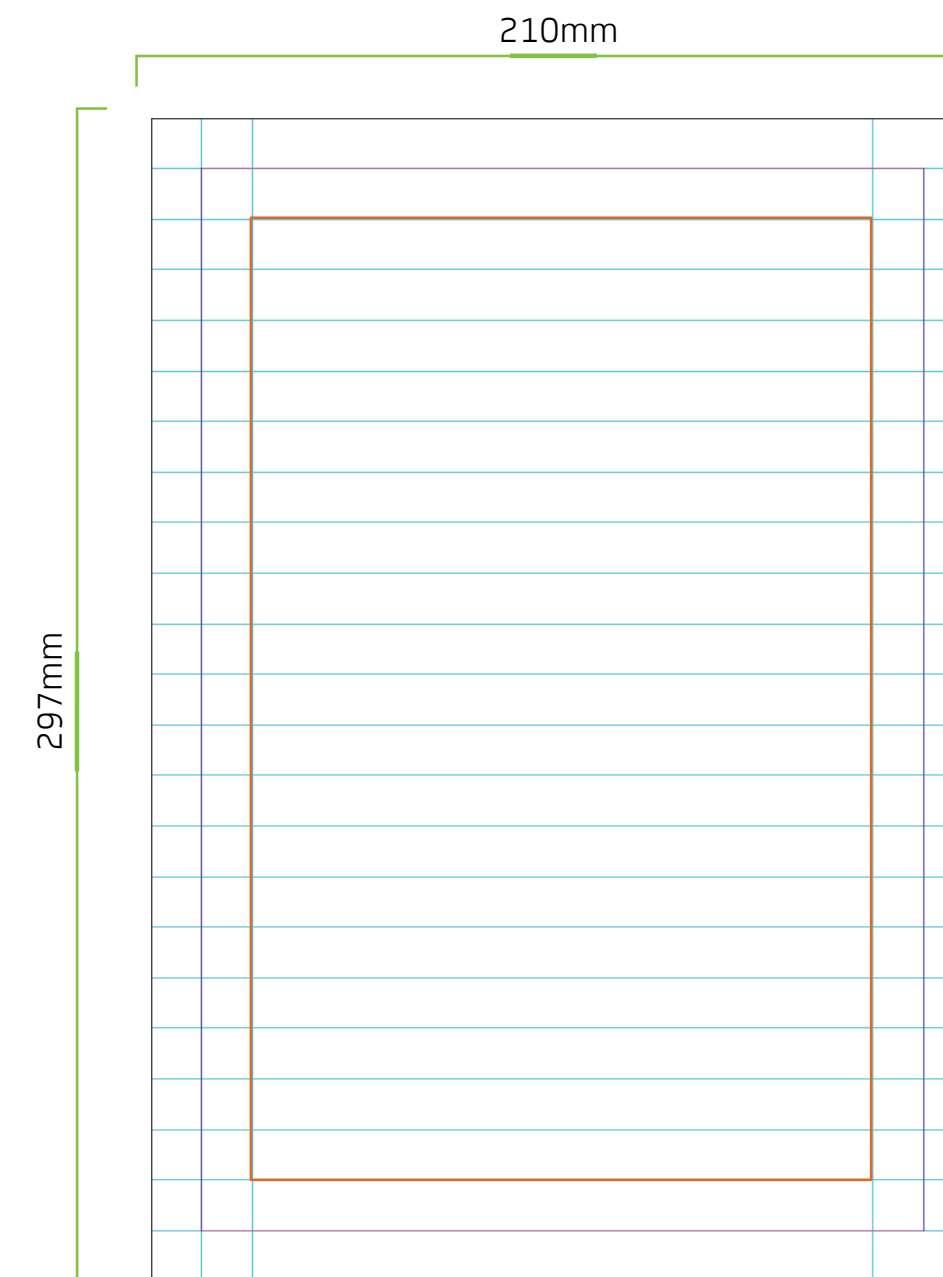
MARGINS (page with no quad)

8.5inch X 11inch - Letter size
Brand & Text Guides = 0.4783inch

Divide page by 23 rows = X
in this case, 0.4783inch
All of the measurements based on X e.g
Header = 3X (height)
Header slash = 10% X + 1X clearance (60° angle)
Text clearance = 1X
Horizontal bar = 1X
Quad margin = 1X
Brand & text margin = 2X
Internal gutter = 1X

Logo = 1x (x-height)

A4-Portrait



MARGINS (page with quad)

210mm X 297mm - A4 size
Quad margin = 12.913mm
Brand & Tech Guides = 2/23 | 2X | 25.826mm

MARGINS (page with no quad)

210mm X 297mm - A4 size
Brand & Text Guides = 12.913mm

Divide page by 23 rows = X
in this case, 12.913mm
All of the measurements based on X e.g
Header = 3X (height)
Header slash = 10% X + 1X clearance (60° angle)
Text clearance = 1X
Horizontal bar = 1X
Quad margin = 1X
Brand & text margin = 2X
Internal gutter = 1X

Logo = 1x (x-height)

MS Office applications

Office applications

When creating materials with more commonly used, nongraphic design programs, such as those found in Microsoft Office applications, Arial may be used as a primary font.

For more information, visit:
<https://support.office.com/Change-or-set-the-default-font>

Arial

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Guidelines for changing default font to Arial in Microsoft Office

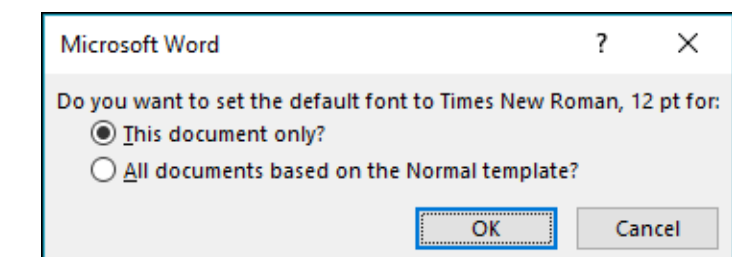
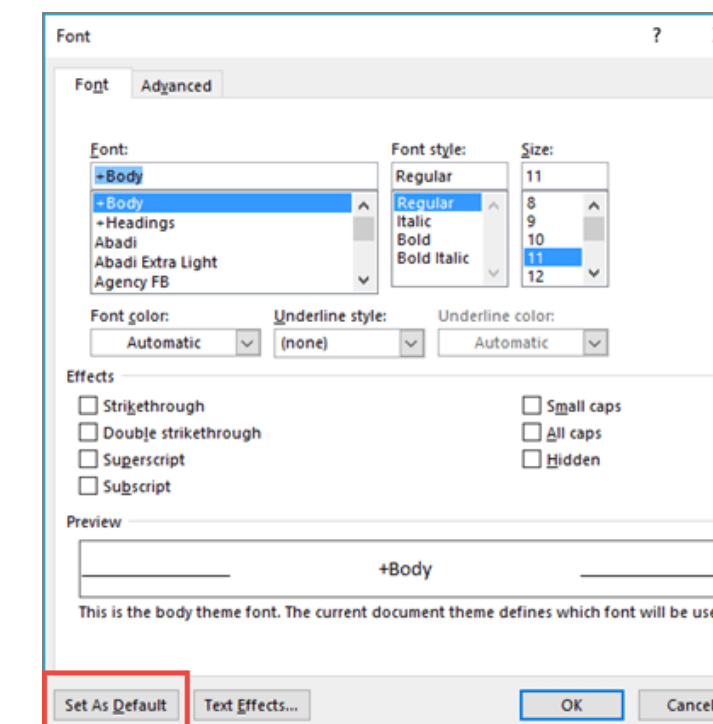


- On the Home tab, click the Font Dialog Box Launcher, and click the Font tab.

- Select the options that you want to apply to the default font, such as font style and font size

- If you select text 1, the properties of the selected text are set in the dialog box

- Click Set As Default and set the scope of your changes

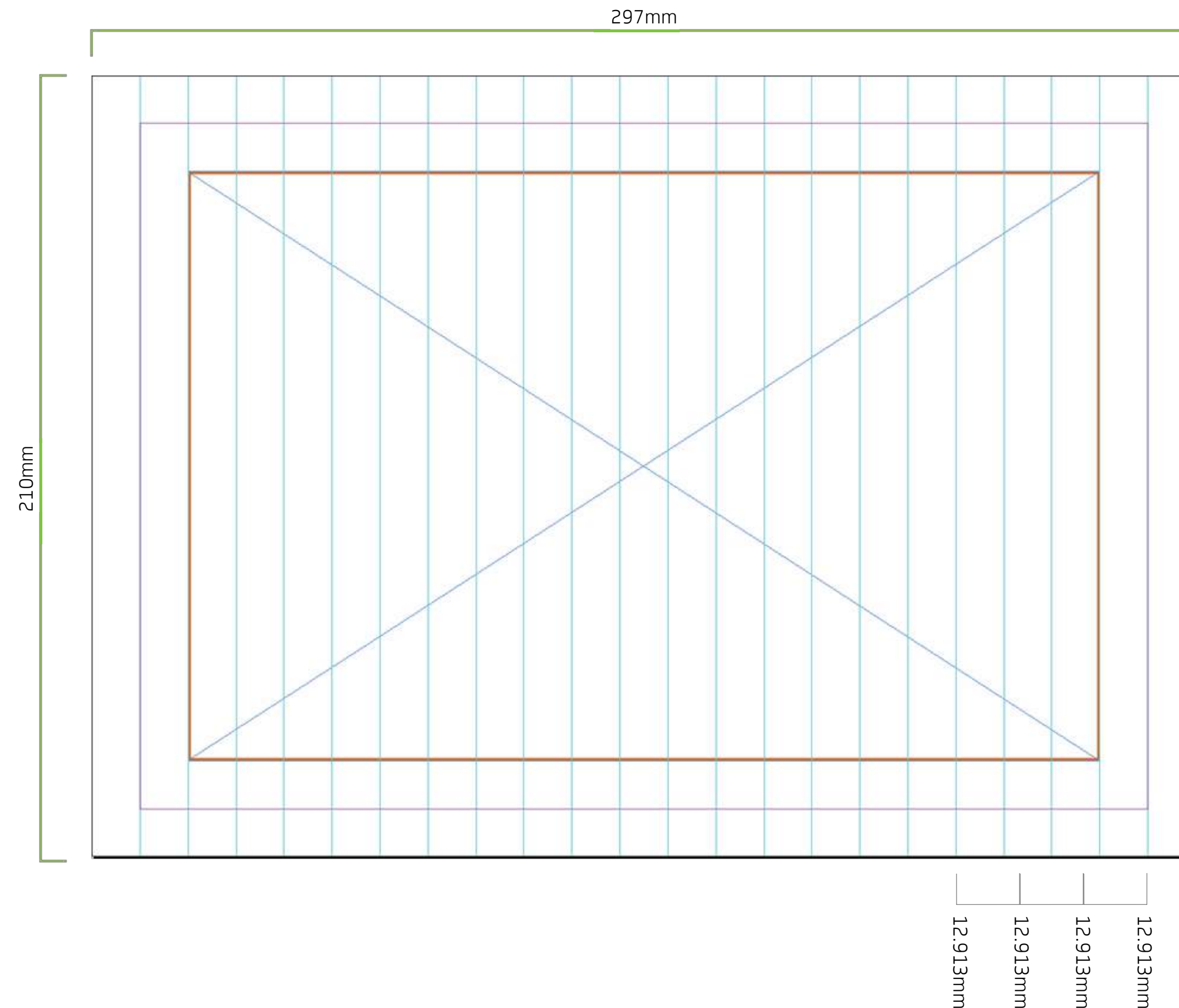


- Select this document only if you want your changes to apply to only the current document

- Select All documents based on Normal template if you want your changes to apply to any document based on the Normal template

- Click OK to apply your changes

Page grid - A4 horizontal



MARGINS (page with quad)

210mm X 297mm - A4 size
Quad margin = 12.913mm
Brand & Tech Guides = 2/23 | 2X | 25.826mm

MARGINS (page with no quad)

210mm X 297mm - A4 size
Brand & Text Guides = 12.913mm

Divide page by 23 rows = X
in this case, 12.913mm

All of the measurements based on X e.g

Header = 3X (height)

Header slash = 10% X + 1X clearance (60° angle)

Text clearance = 1X

Horizontal bar = 1X

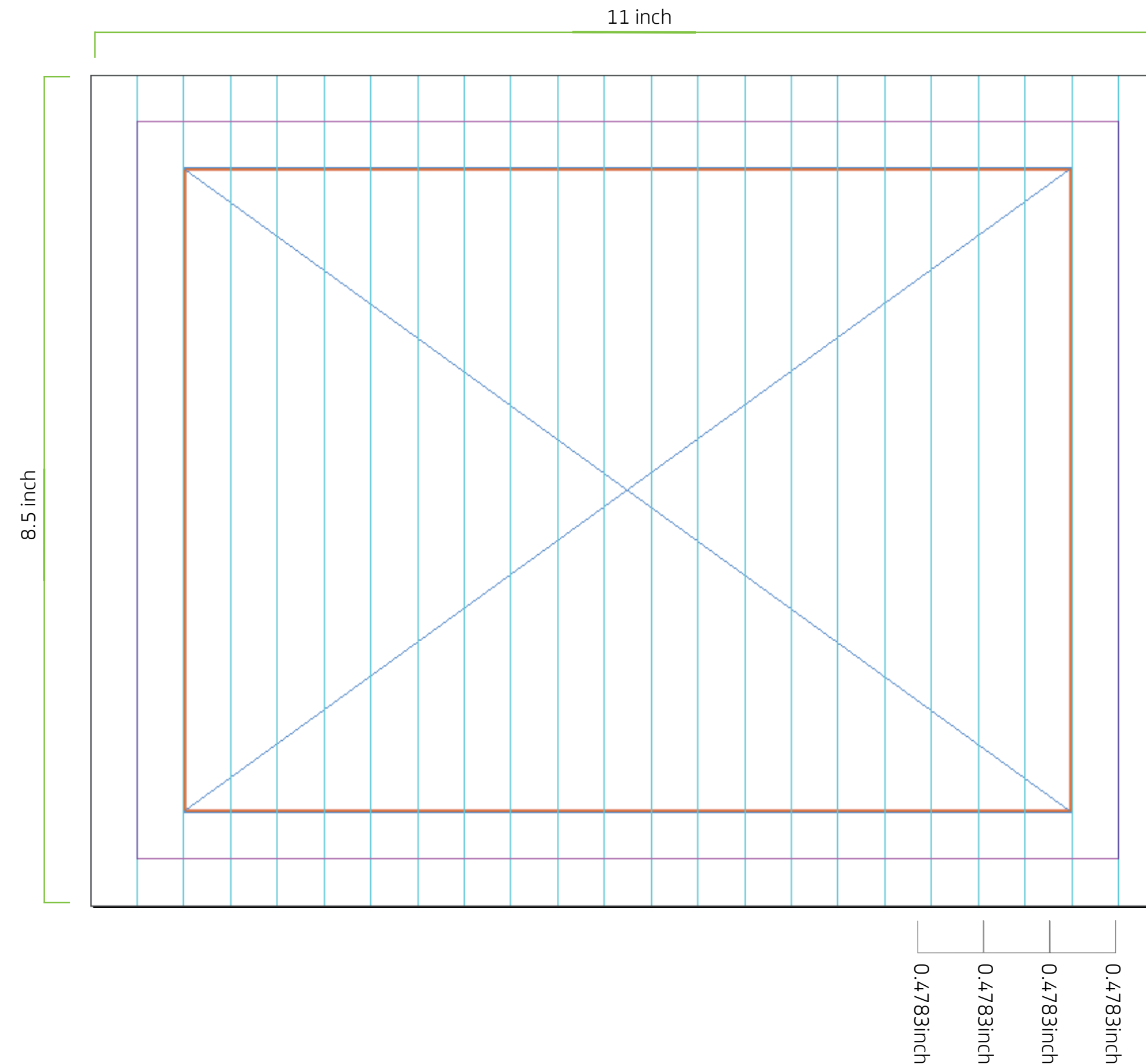
Quad margin = 1X

Brand & text margin = 2X

Internal gutter = 1X

Logo = 1x (x-height)

Page grid - Letter horizontal



MARGINS (page with quad)

8.5inch X 11inch - Letter size

Quad margin = 0.4783inch

Brand & Tech Guides = 2/2 | 2X | 0.9566inch

MARGINS (page with no quad)

8.5inch X 11inch - Letter size

Brand & Text Guides = 0.4783inch

Divide page by 23 rows = X

in this case, 0.4783inch

All of the measurements based on X e.g

Header = 3X (height)

Header slash = 10% X + 1X clearance (60° angle)

Text clearance = 1X

Horizontal bar = 1X

Quad margin = 1X

Brand & text margin = 2X

Internal gutter = 1X

Logo = 1x (x-height)

/ Visual Identity

Grid and typography

Use the following type hierarchy to set type in the layout. Adhering to these styles will ensure a consistent style across all Delphi Technologies communications.

Title

Titles should be concise, energized, bold and meaningful in tone. A short phrase that communicates the key benefit or differentiator can be highlighted in the secondary blue.

Maximum size: 34pt
Minimum size: 24pt

Body text

Body text should be clear, concise and compelling consistent with our tone of voice

Maximum size: 15pt
Minimum size: 10pt



Introducing the Quad

The Quad is our primary graphic element. It's a versatile device for framing, used to showcase content, for example our logo, headlines or photography.

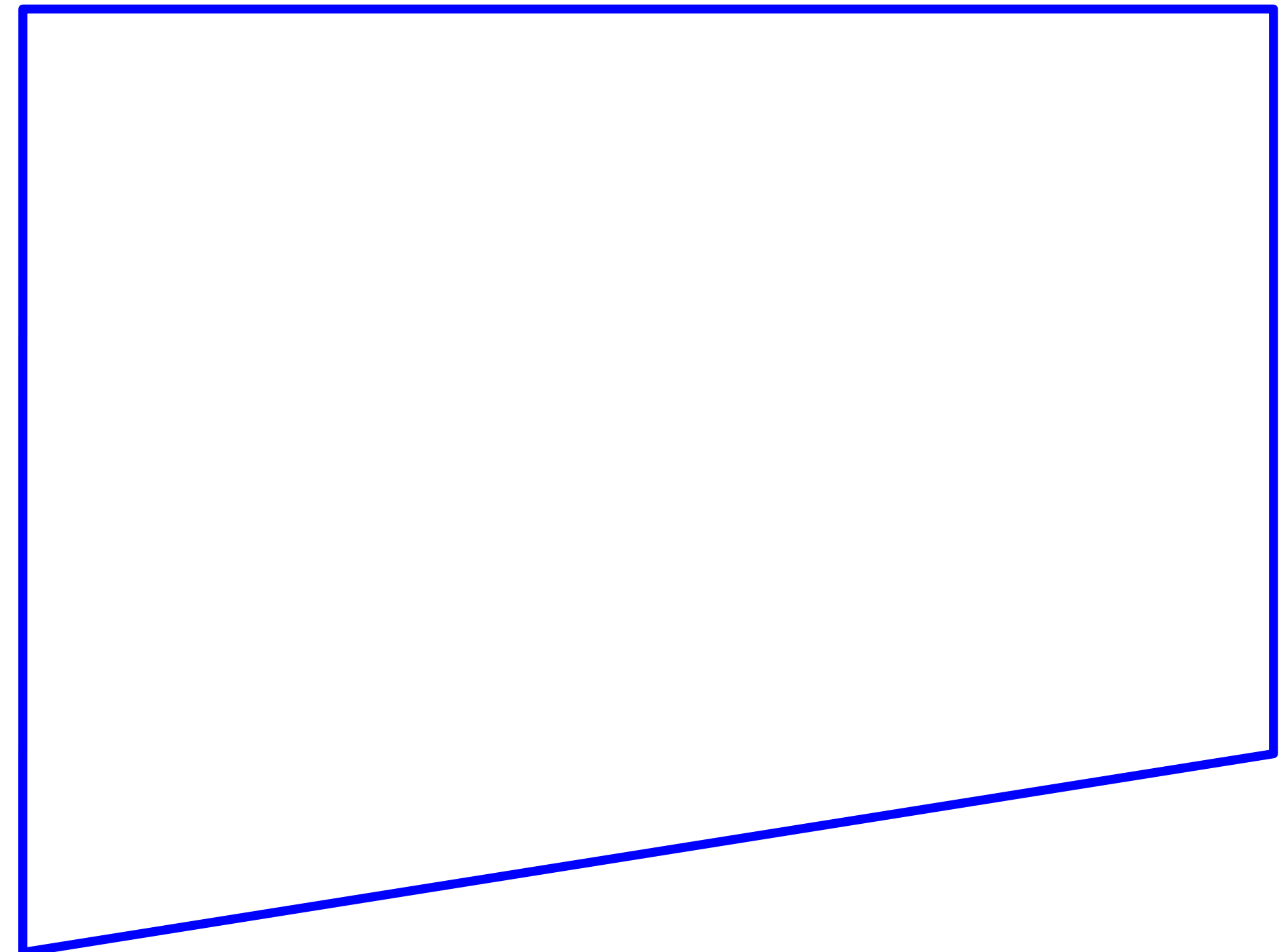
The Quad is a flexible line system built to work in tandem with our logo or as a stand alone graphic. The Quad is meant to be thought of as a linear graphic, never as a solid shape.

The idea of the flexing shapes speaks to the responsiveness and agility of Delphi Technologies as a partner. We are able to navigate various needs and complexities (hence the flexing) and bring clarity to the unknown (hence the framing).

The Quad is our main graphic element to organize information. It is an effective tool to not only frame, but to connect discrete elements to create a bigger idea.

There are two other design elements, the “forward leaning slash” and the “blue dash” that complement the Quad.

The following serves as guidance/inspiration but is meant to be flexible depending on use and context.



More on the Quad

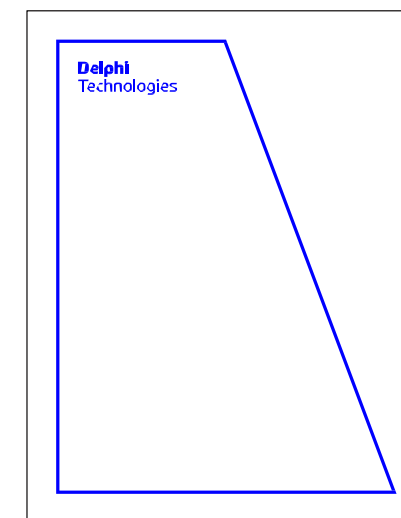
More on the Quad

The line weight of the Quad is relative to the Delphi Technologies logo. The line weight of the Quad is determined by the thickness of the letter “l” in the word “Delphi” in the brand logo. The larger the logo, the thicker the line weight of the Quad will be.

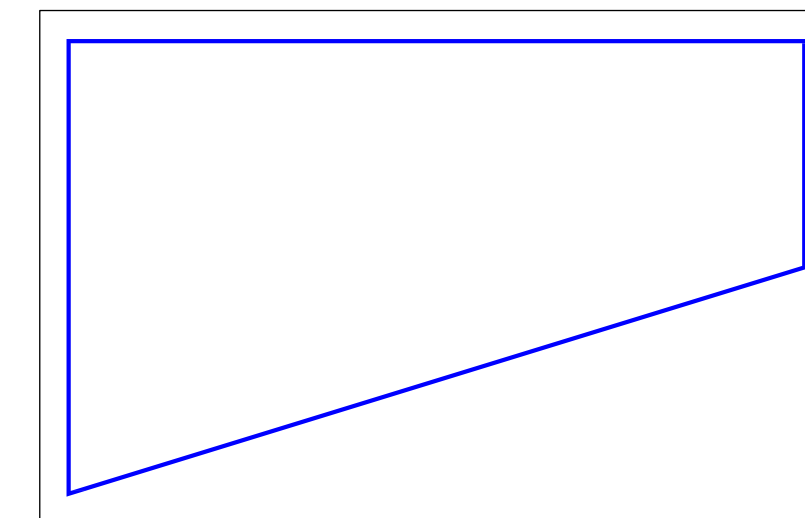
As these measurements are approximate, you should establish your logo size before you create the Quad.

- Always scale the Quad proportionally, approximately relative to the logo size.
- In print applications, the line weight of the Quad should never be rendered thinner than 80% of the thickness of the “l” in “Delphi.”
- For some large scale exhibits and digital applications, including PowerPoint, the line weight may be 50% of the thickness of the “l” in “Delphi.”

The thickness of the quad line should mimic the width of the “l” in Delphi (maximum) or “l” in Technologies (minimum)



Letter size
Line weight: approx 5pt
Logo: approx 2 125”



Tabloid size
Line weight: approx 6 5pt
Logo: approx 2 75”

The grid behind the Quad

The Quad

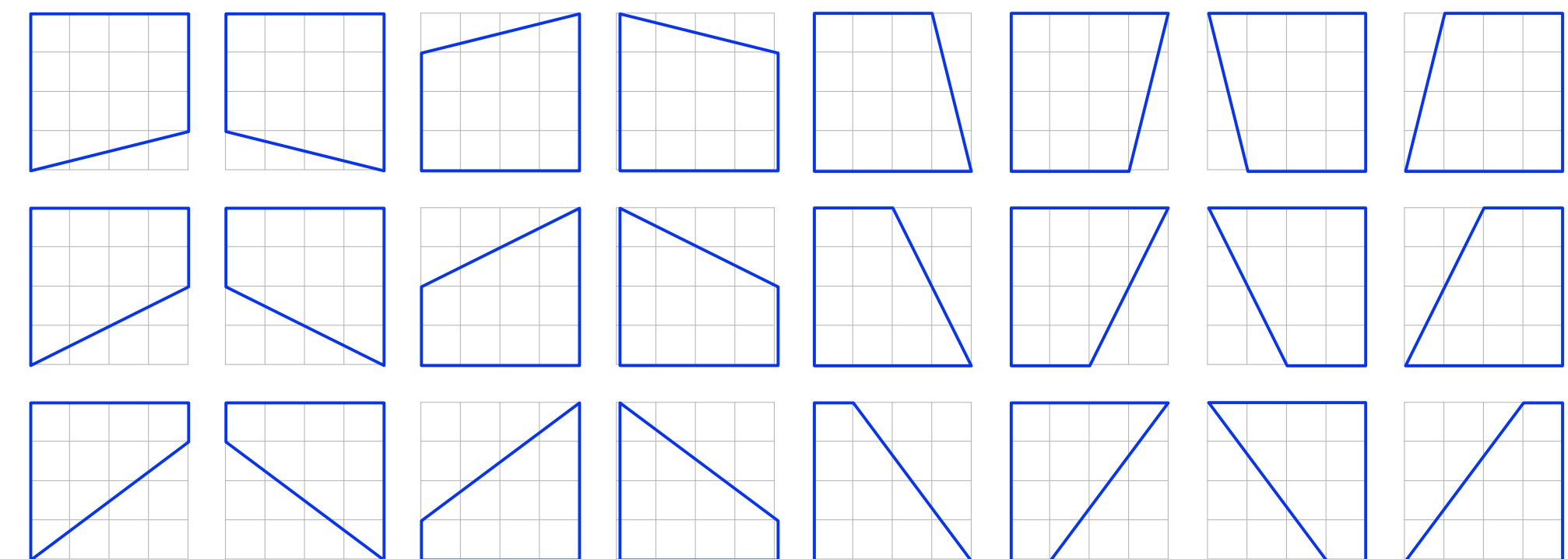
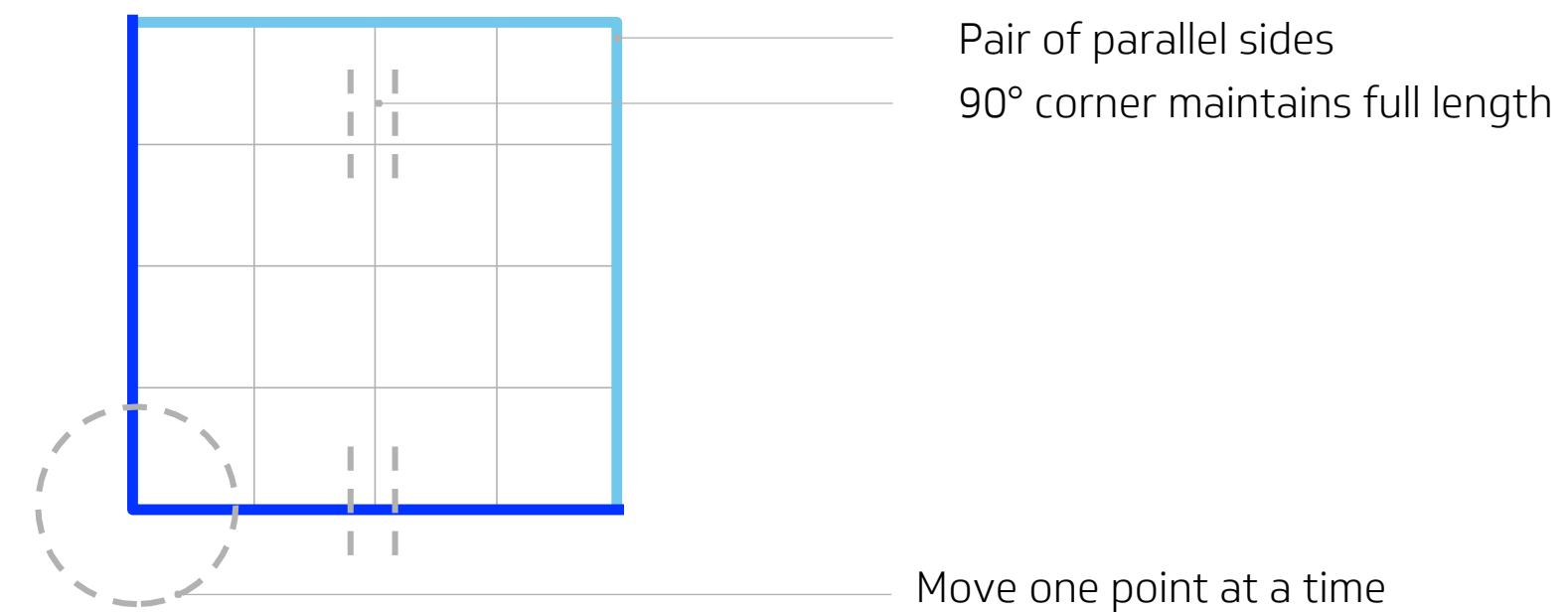
The Quad sits on a simple 4x4 grid. This grid is the foundation upon which you can build the Quad for your branded materials.

Using the grid to create the Quad

Starting with a square shape, you can create the Quad by moving adjacent sides. By following these simple rules, you can create a variety of Quad shapes to fit your needs.

Moving a single point

Maintain one 90° corner angle and keep one pair of sides parallel while you move a single point vertically or horizontally along the grid.

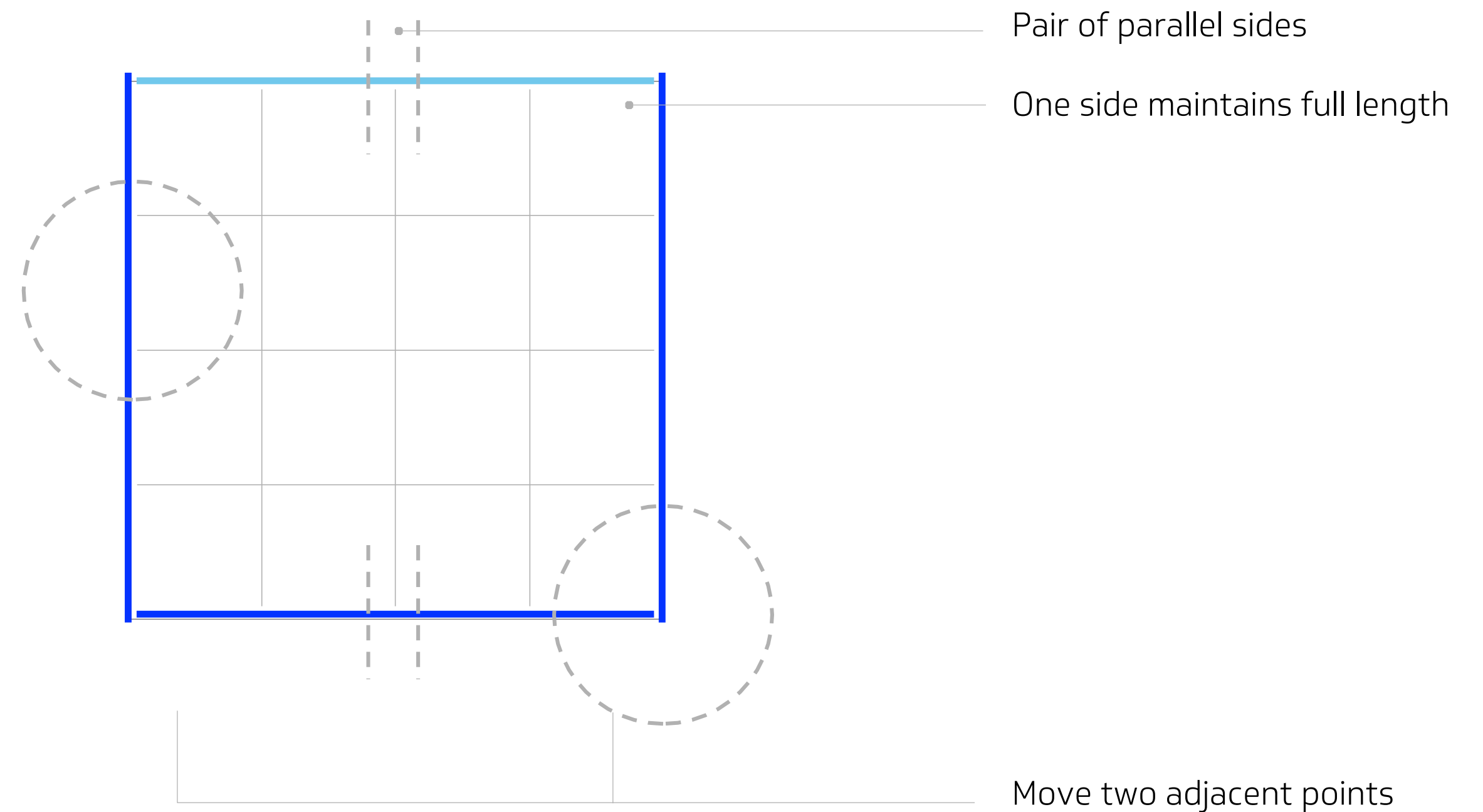
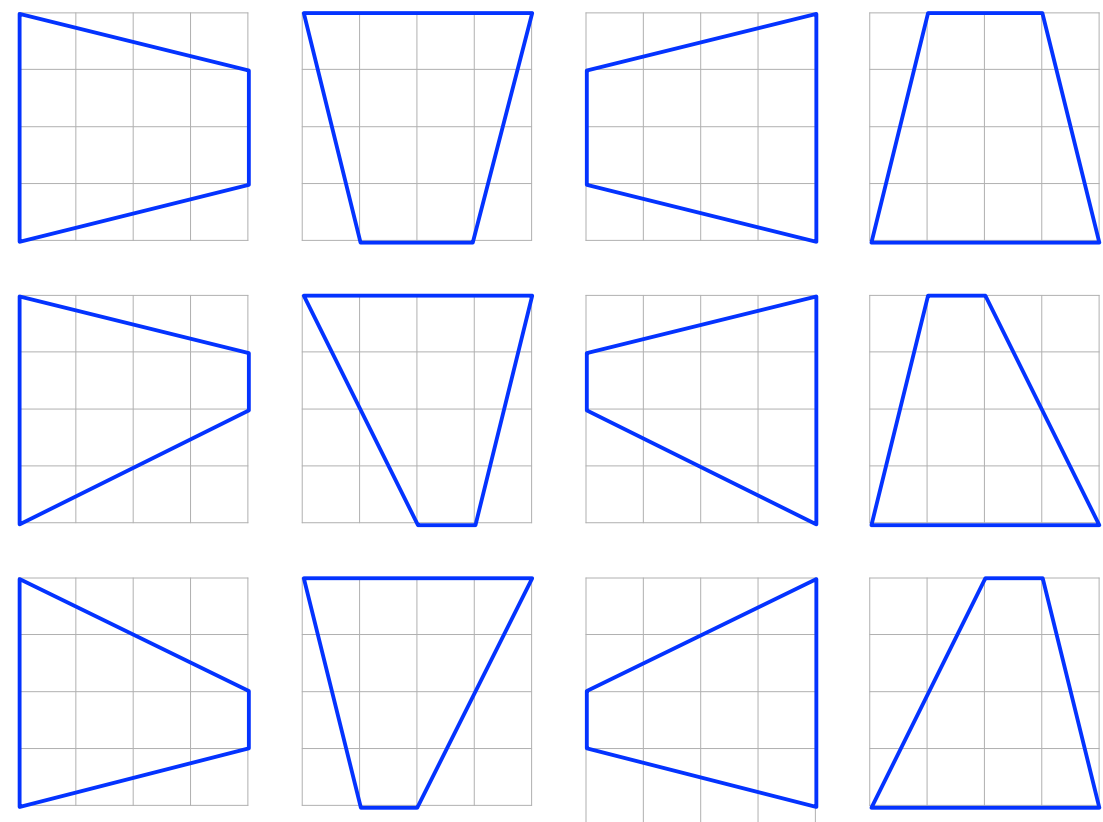


Moving two adjacent points

[More on the grid behind the Quad](#)

Moving two adjacent points

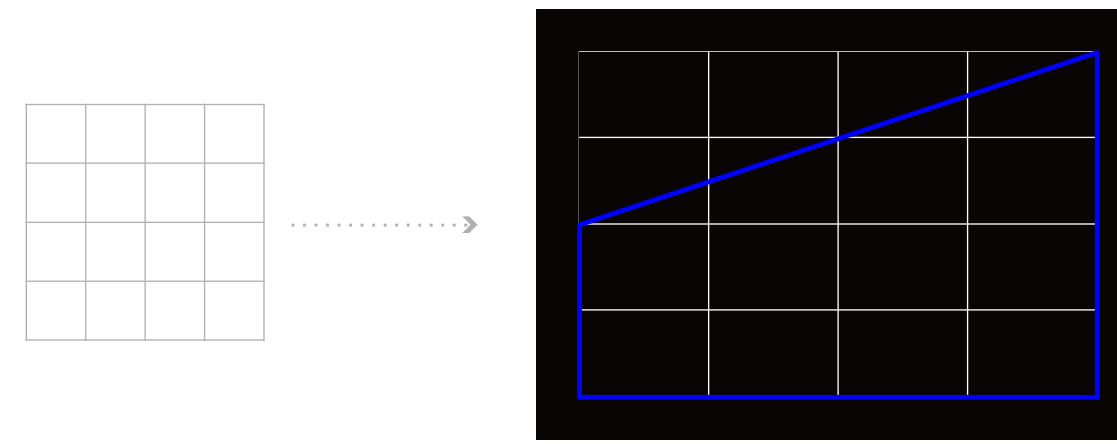
Maintain one side full length and keep one pair of sides parallel while you move two adjacent points vertically or horizontally.



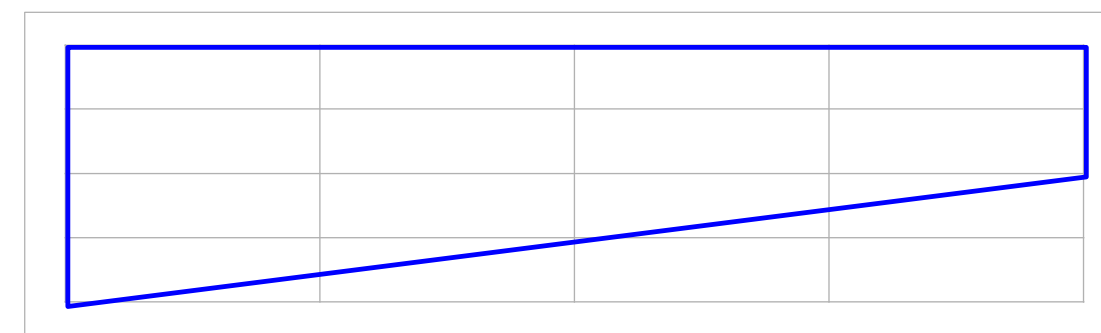
More on the grid behind the Quad

Our grid can be flexed and stretched to fit a variety of formats and sizes.

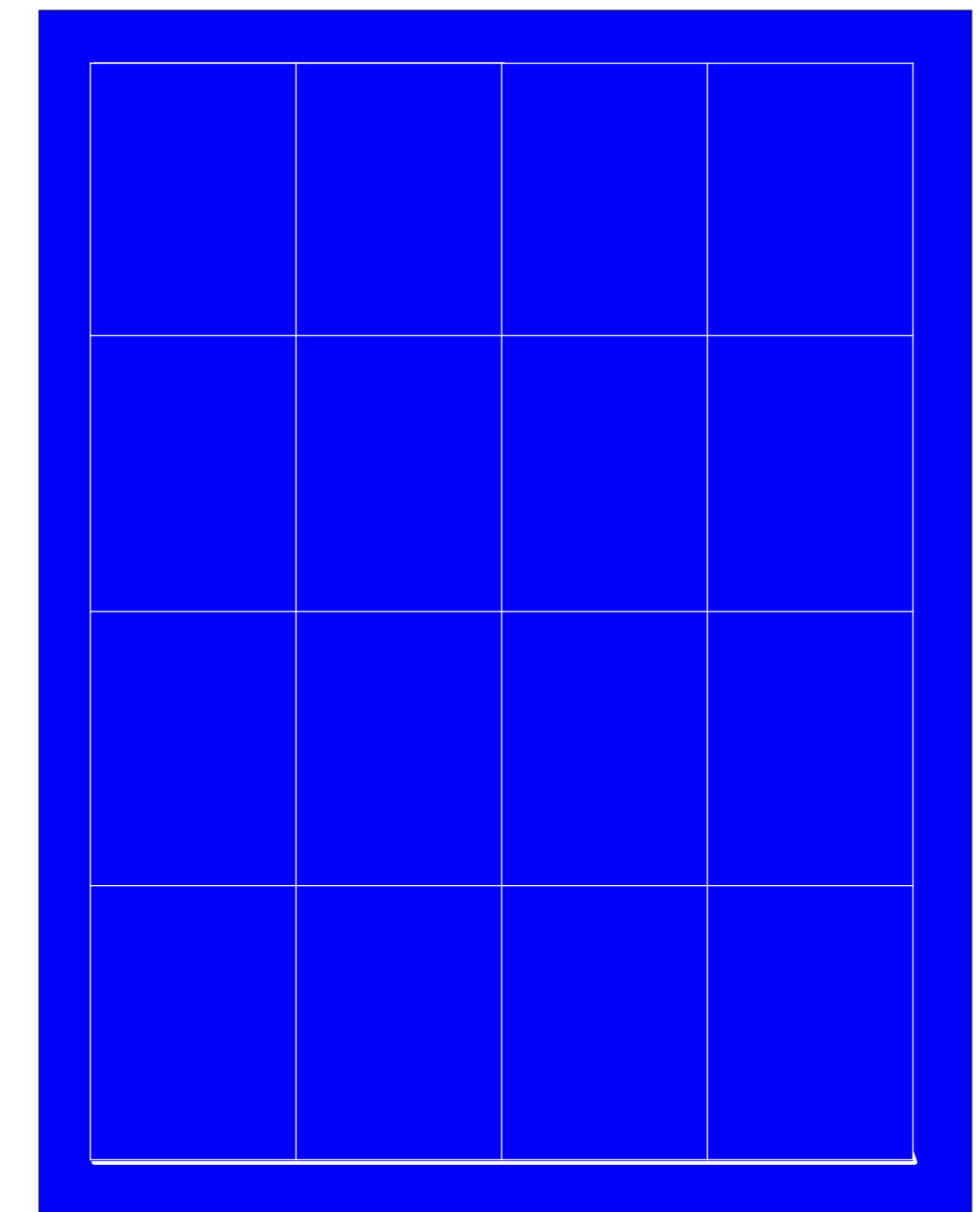
By flexing and stretching the grid, you can elongate or truncate the Quad as needed, which enables the Quad to adapt with your designs while maintaining a consistent look and feel throughout the communications piece.



Postcard size



Banner (extreme sizes)



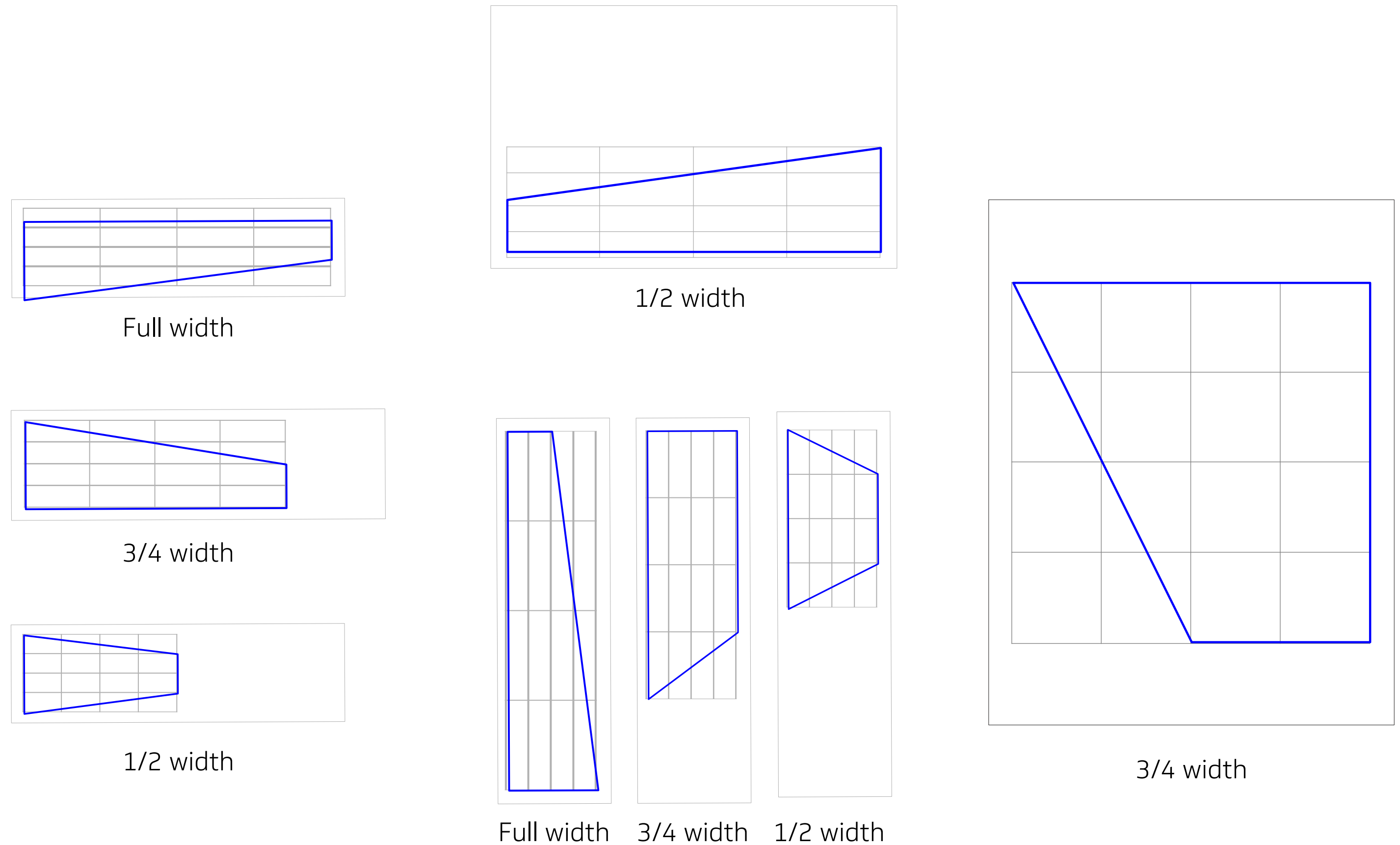
Letter size

More variations for versatility

Flexibility of the Quad

Some formats, such as narrow web banners, signage and wayfinding, call for extreme proportions.

For these scenarios, you can use the Quad on a portion of your layout for more flexibility with your design.



Determining the line weight

More on the Quad

The line weight of the Quad is relative to the Delphi Technologies logo. The line weight of the Quad is determined by the thickness of the letter “I” in the word “Delphi” in the brand logo. The larger the logo, the thicker the line weight of the Quad will be.

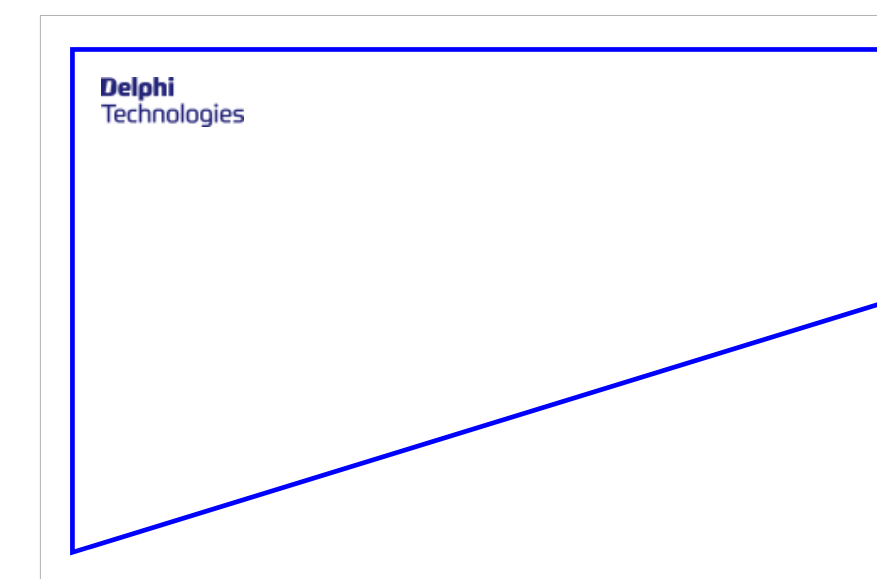
As these measurements are approximate, you should establish your logo size before you create the Quad.

- Always scale the Quad proportionally, approximately relative to the logo size.
- In print applications, the line weight of the Quad should never be rendered thinner than 80% of the thickness of the “I” in “Delphi.”
- For some large scale exhibits and digital applications, including PowerPoint, the line weight can be the thinness of the “I” in “Technologies, or at minimum, 50% of the thickness of the “I” in “Delphi.”

The thickness of the line should mimic the width of the “I” in “Delphi”



Letter size
Line weight: approx 5pt
Logo: approx 2 125”



Tabloid size
Line weight: approx 6 5pt
Logo: approx 2 75”

/ Visual Identity

Using the Quad

More on the Quad

The Quad's flexible line system is built to work in tandem with our logo, tagline and imagery to showcase content and help bring clarity to your communication.

Using our logo with the Quad

- Our logo should always sit inside either of the left hand corners of the Quad or the lower right angle corner of the Quad.
- When using the logo within the Quad, it is preferred to design the Quad with a right angle and place the logo in the right angle corner of the Quad, with approximate clear space.
- If you place the logo in a corner that is not a right angle, please ensure you honor the minimum clear space.

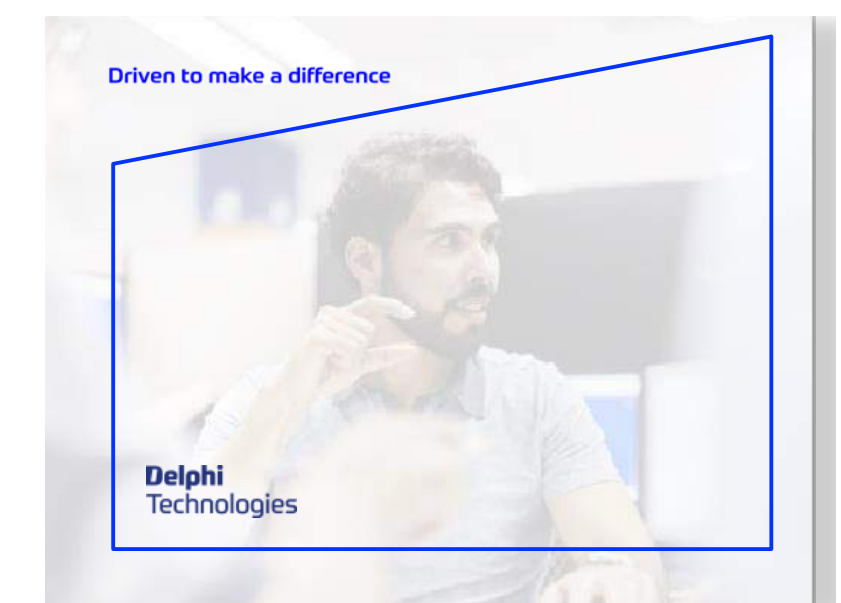
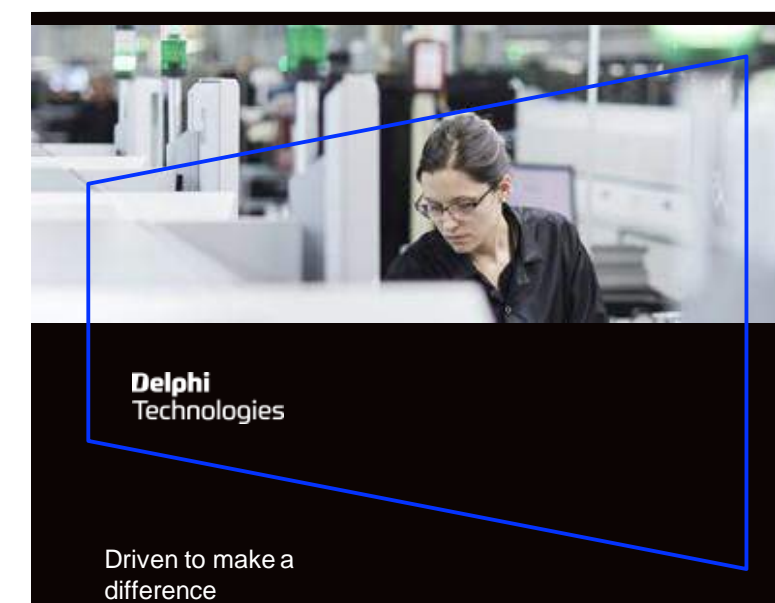
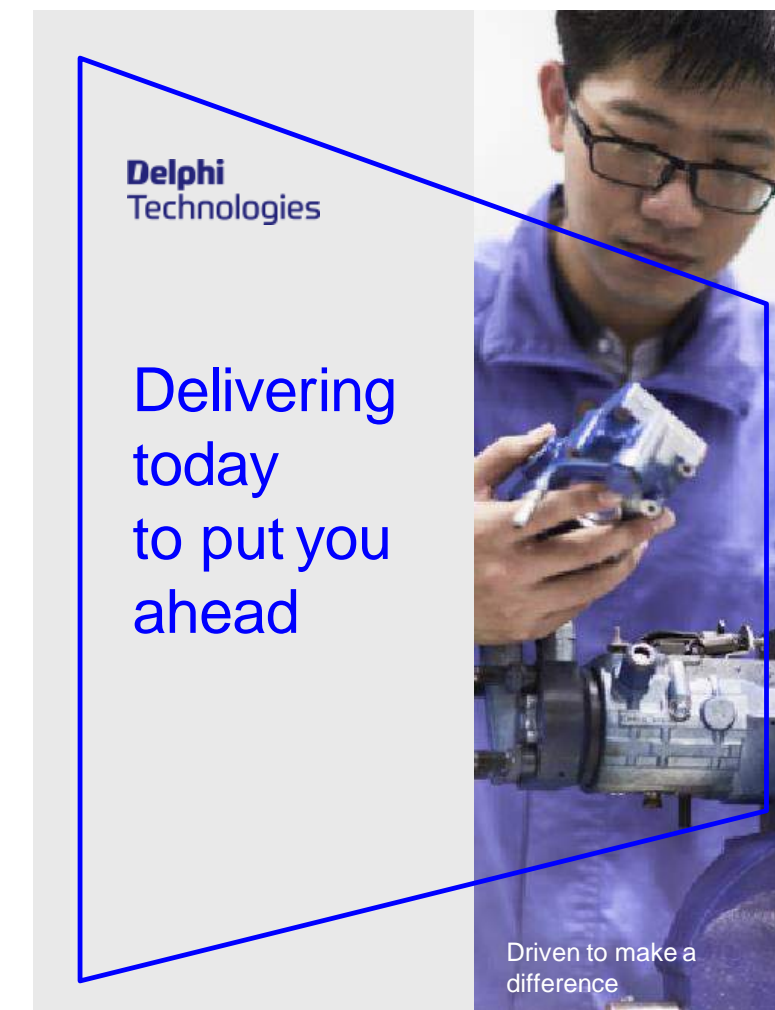
Using a tagline with the Quad

- The tagline should always sit comfortably outside of the Quad.

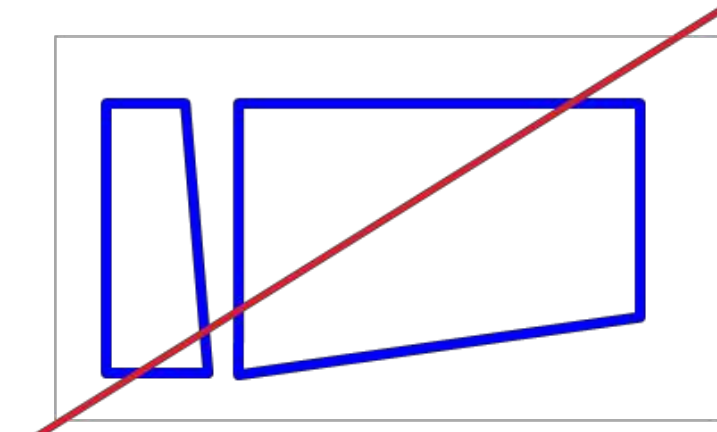
Using photography with the Quad:

- The Quad frames and brings focus to the main subject in the shot.
- You can use the Quad on a portion of your page or to frame a full-bleed photograph.

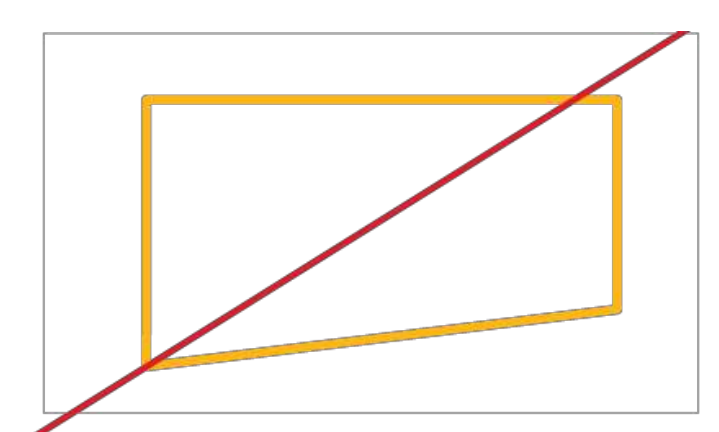
Note: The Quad is meant to be used selectively rather than being featured everywhere all the time (covers, divider slides etc.). Don't overuse the Quad in your materials.



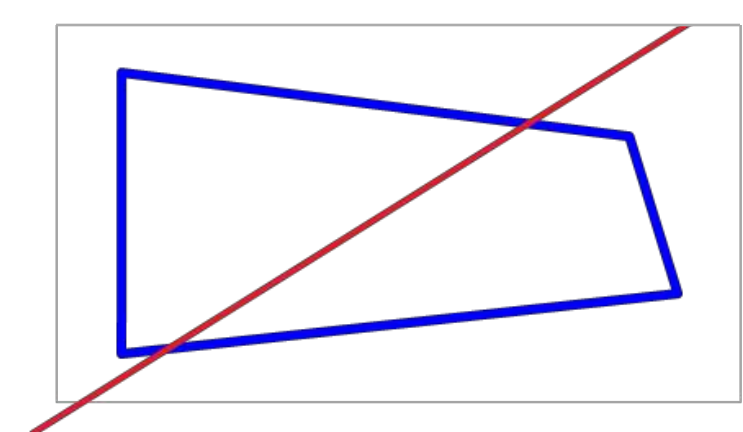
/ Visual Identity
Quad misuse



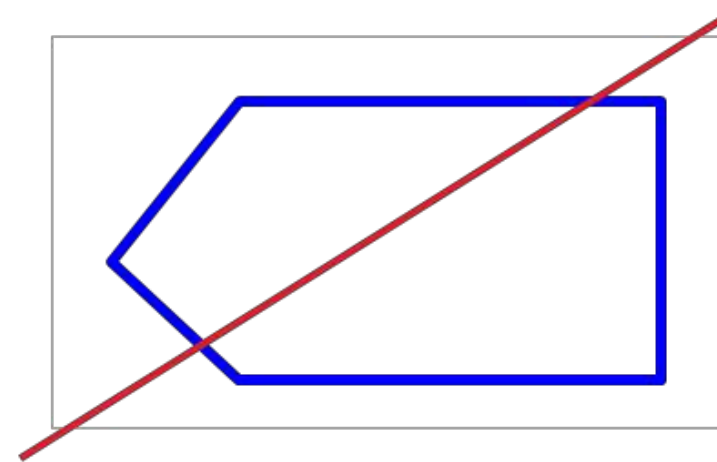
1. Don't use more than one Quad per page



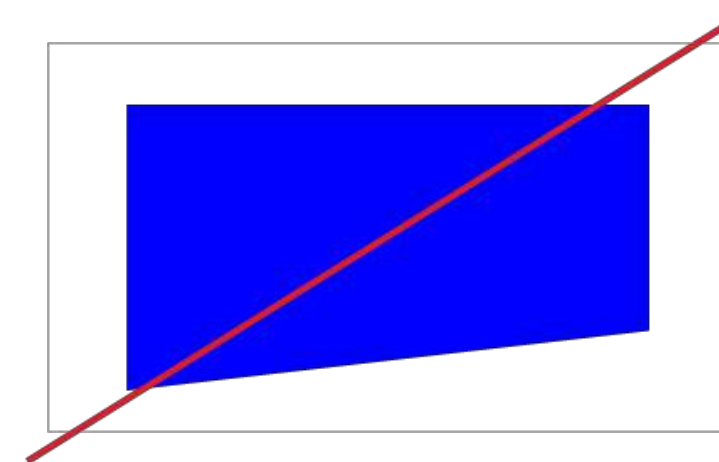
2. Don't use colors outside the primary palette to make the Quad



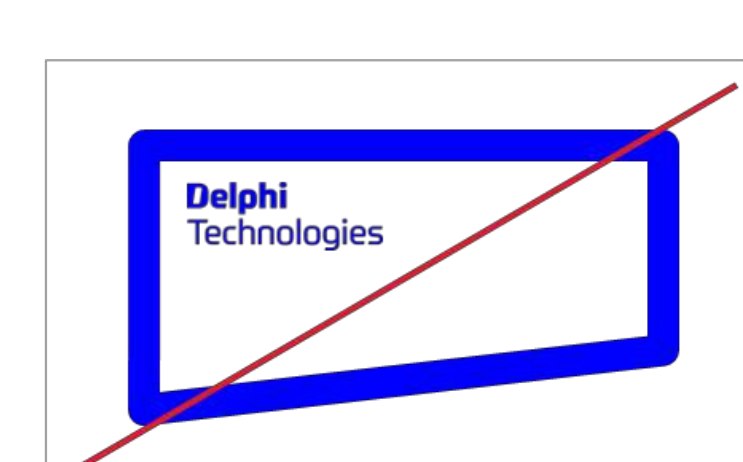
3. Don't make the Quad without a pair of parallel sides



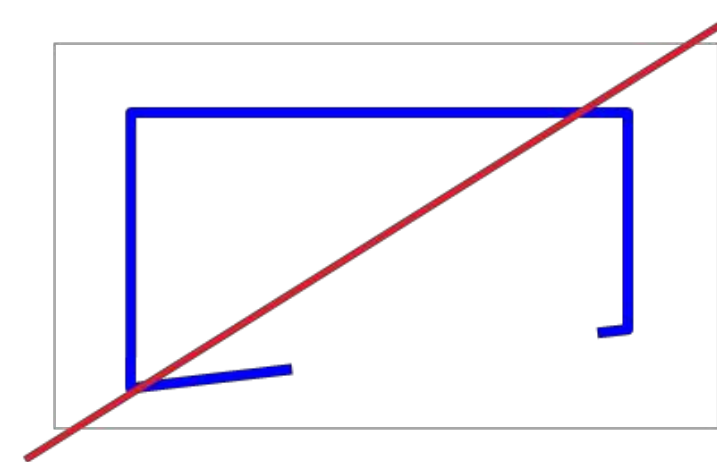
4. Don't use other shapes instead of the Quad



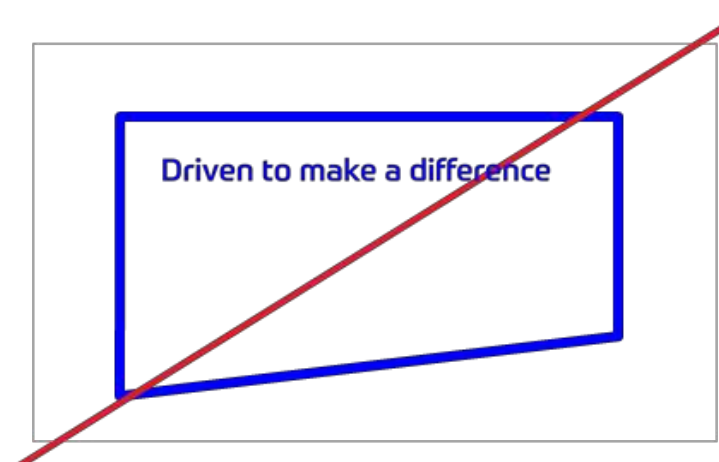
5. Don't fill the Quad with color



6. Don't make the line width disproportionately thin or thick in relation to the logo size



7. Don't crop or cut off portions of the Quad



8. Don't place the tagline inside the Quad



9. Don't use the Quad to enclose images

/ Visual Identity

Forward leaning slash and “blue dash”

Secondary graphics

In instances where the Quad cannot be used (inside spreads, content-heavy scenarios), we’ve created a set of secondary graphics: the forward leaning slash and the “blue dash” to organize and set informational hierarchy.

Don’t overuse graphics - only use in selective hits for visual interest as a nod to the brand.

Only one type of organizational graphic, either Quad, forward leaning slash or blue dash should be used per page.

/ Institutional Investor most honored company

Lorum ipsum doalr sit amet Nam inci cum essit eted sus cumquam, ut ex earia nus, corio con erum unt faciatur Fugiam, ut optas doluptat doloria nume ad est acienime doluptia abo Ut quae Ut ventis comossum sequis fresy dol ionsent ullit enduciliassi ent enis saperiori Coalr sitamet Nam inci cum essit eted sus cumquam, ut ex earia



/ A collaborative approach to our customers

Our global footprint strategically emphasizes growth markets, putting our engineers in close proximity to our customers. We collaborate with our customers wherever they are, whenever they need us. Together, we design and build world-class products in the region, keeping pace with our customers to help them grow.

Our internal Delphi Innovation, Collaboration and Excellence (ICE) Awards acknowledge and celebrate teams or individuals who have achieved exceptional results by going above and beyond. This year we recognized eight individuals and seven teams who exceeded expectations for a specific project or event.

/ Institutional Investor most honored company

We are proud to have been named a 2016 America's Most Honored Company by Institutional Investor. The recognition acknowledges excellence in corporate leadership and investor relations. Of nearly 2,000 companies considered, 144 were distinguished as "Most Honored" for receiving a total of three or more ranked positions in two or more categories.

/ ICE Globally

Our internal Delphi Innovation, Collaboration and Excellence (ICE) Awards acknowledge and celebrate teams or individuals who have achieved exceptional results by going above and beyond. This year we recognized eight individuals and seven teams who exceeded expectations for a specific project or event.


18 Automotive News PACE Awards – More than any other company

64 Automotive News PACE Award Finalists including 3 in 2016 – More than any other company

00 Donec enim justo, tincidunt non vehicula ac, rhoncus id odio. Nulla aliquam ex eu imperdiet viverra.

/ A collaborative approach to our customers

Lorum ipsum doalr sit amet Nam inci cum essit eted sus cumquam, ut ex earia nus, corio con erum unt faciatur Fugiam, ut optas doluptat doloria nume ad est acienime doluptia abo Ut quae Ut ventis comossum sequis frest maionsent ullit enduciliassi ent enis saperiori Coalr sit amet Nam inci cum essit eted sus cumquam, ut ex earia



Inspiring Our People

Delphi people are dreamers who do – inspiring and driving change with their ideas and solutions. We have found the best way to predict the future, is to create it. Technology and mobility are converging and transforming our world, with many advances happening within Delphi's walls. We empower our teams to pursue new ideas and to take on the toughest challenges our industry – and society – has to offer.

/ A collaborative approach to our customers

Our global footprint strategically emphasizes growth markets, putting our engineers in close proximity to our customers. We collaborate with our customers wherever they are, whenever they need us. Together, we design and build world-class products in the region, for the region, keeping pace with our customers to help them grow.

18 Automotive News PACE Awards – More than any other company




64 Automotive News PACE Award Finalists including 3 in 2016 – More than any other company

/ Institutional Investor most honored company

We are proud to have been named a 2016 America's Most Honored Company by Institutional Investor. The recognition acknowledges excellence in corporate leadership and investor relations. Of nearly 2,000 companies considered, 144 were distinguished as "Most Honored" for receiving a total of three or more ranked positions in two or more categories.

/ ICE Globally

Our internal Delphi Innovation, Collaboration and Excellence (ICE) Awards acknowledge and celebrate teams or individuals who have achieved exceptional results by going above and beyond. This year we recognized eight individuals and seven teams who exceeded expectations for a specific project or event.



/ Visual Identity Specifications

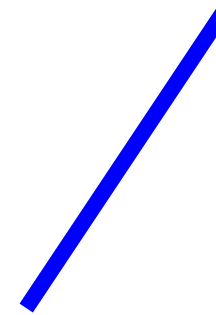
Secondary graphics

The “forward leaning slash” is to be used in marketing collateral. The slash should be at a 60° angle and would be the weight of the “l” in the Delphi Technologies logo.

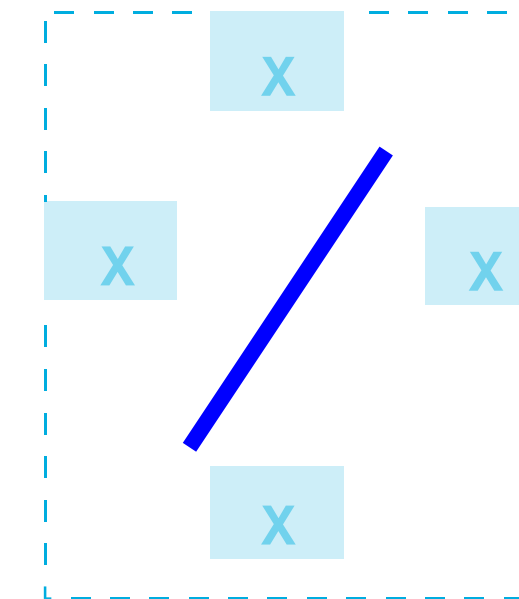
The clear space should equal the height of the “D”. Minimum weight of 2¼ pt.

The blue dash should be no longer than 5 characters of font. The weight should be consistent with the font immediately above or below it. The color of the element is Delphi Technologies blue.

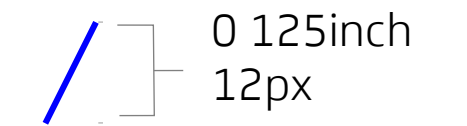
Forward leaning slash



Clear space



Minimum size



Blue dash

A collaborative approach to our customers

Delphi people are dreamers who do – inspiring and driving change with their ideas and solutions. We have found the best way to predict the future is to create it. Technology and mobility are converging and transforming our world, with many solutions happening within Delphi's walls. We empower our teams to pursue new ideas and to take on the toughest challenges our industry – and society – has to offer.

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Inspiring Our People

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A collaborative approach to our customers

Our global footprint strategically emphasizes growth markets, putting our engineers in close proximity to our customers. We collaborate with our customers wherever they are, whenever they need us. Together, we design and build end-to-end products, the region, for the region, keeping pace with our customers to help them grow.

18 Automotive News PACE Awards – More than any other company

64 Automotive News PACE Award Finalists including 3 in 2016 – More than any other company

Institutional Investor most honored company

We are proud to have been named a 2016 Americas Most Honored Company by Institutional Investor. The recognition acknowledges excellence in corporate leadership and investor relations. Of nearly 2,000 companies considered, 144 were distinguished as “Most Honored” for receiving a total of three or more named positions in two or more categories.

ICE Globally

Our Internal Delphi Innovation, Collaboration and Excellence (ICE) awards acknowledge and celebrate teams of individuals who have achieved exceptional results in going above and beyond. This year we recognized eight individuals and seven teams who exceeded expectations for a specific project or team.

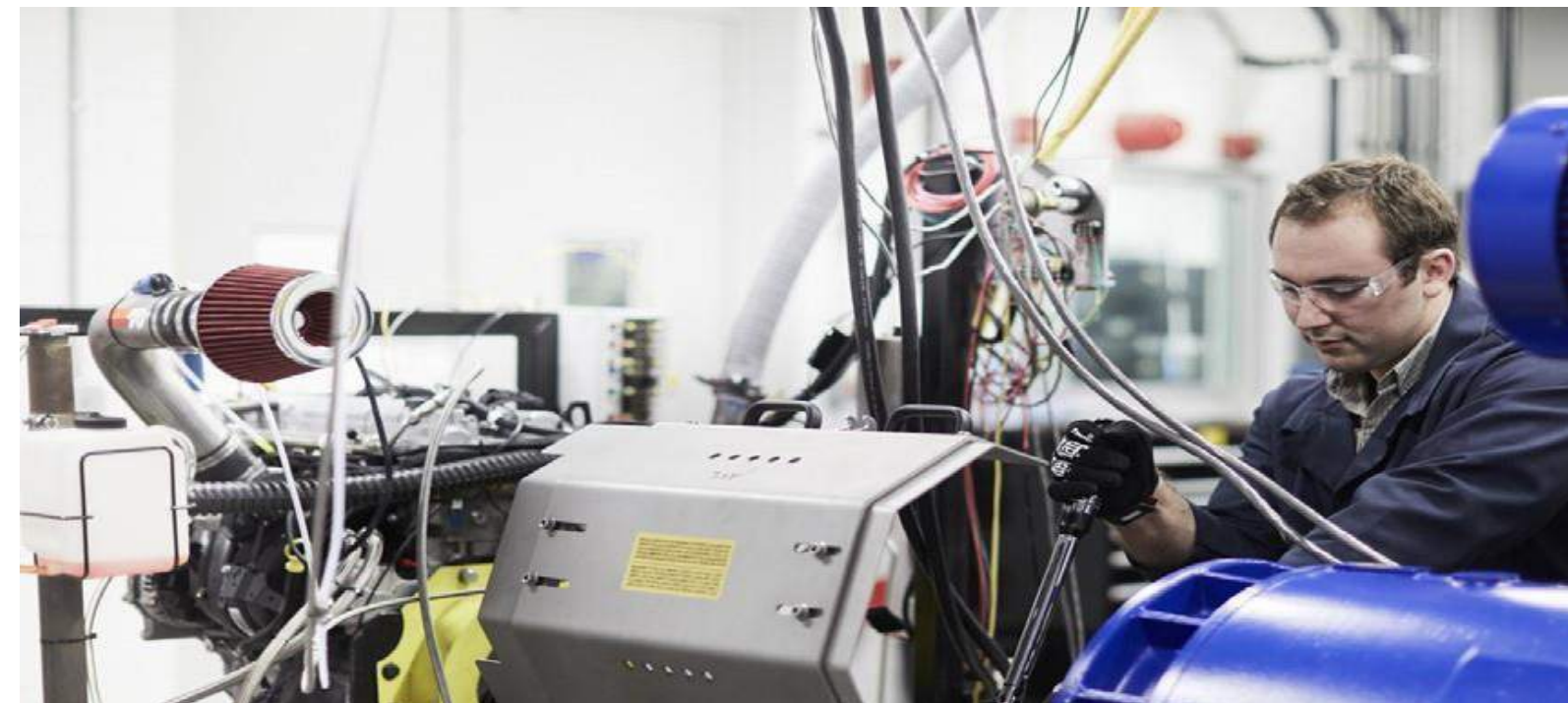
/ Visual Identity

Photography

Photography has the greatest potential to impact communications. Bold, confident photographs that support a simple, single message are most effective in expressing our brand's character. Illustration should only be used to express concepts that photography cannot, or where photography is too expensive.

Our photography style captures unique details making for images that authentically represent the spirit of our brand.

- Capture a sense of constant innovation and focus on the people and partners who make it happen.
- Show people working (not posed) to convey the idea that they are constantly innovating and working to make a difference.
- Use a white/silver color palette that allows subjects to “pop” with good contrast.
- Include white space to allow for graphics to be overlaid.



/ Visual Identity

Our photographic style

Delphi Technologies

How our photos represent us:

- Images depict clean and modern settings.
- Images depict a simpler color palette - using bright white lighting to emphasize a clean and modern look and feel
- Images have uncluttered backgrounds with abundant white space to better allow our headlines and graphics to stand out.
- Images look realistic and approachable.
- Images use foreshortening or blurred foregrounds and/or backgrounds to focus on the subject of the photo.
- Images depict subjects wearing neutral or on-brand colors.



Retouching photography

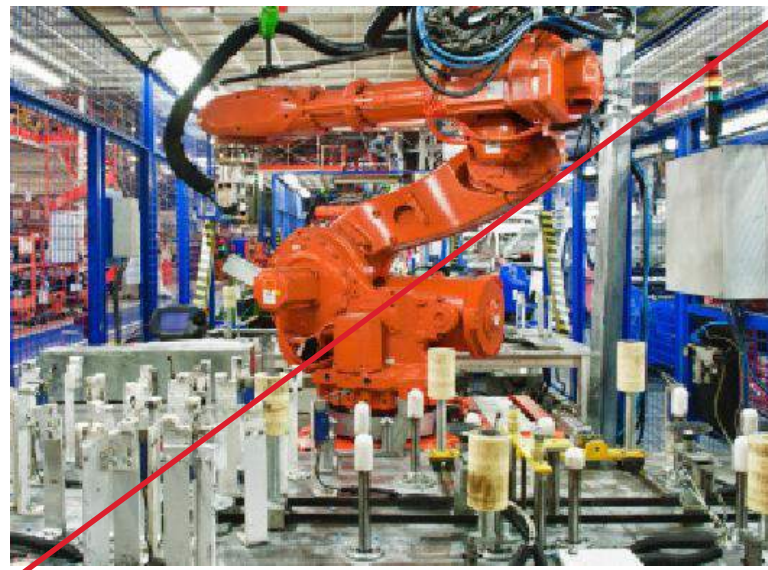
Retouching photography is a necessary way to realize an image's full potential.

Digital manipulation should only be used to enhance the realistic qualities of the images, or to emphasize/reveal an image through illumination in a way that does not change the realistic style of the photo.

- Cut out the product from the background whenever possible.
- When photographing against a dark background, even out the surface to solid black.
- Correct color.
- Remove any product machining scratches to make the product flawless
- Apply subtle shadows and/or reflections.
- Ensure key product features are not obscured by shadow or reflection.



Select photography wisely as it impacts our quality and technology image



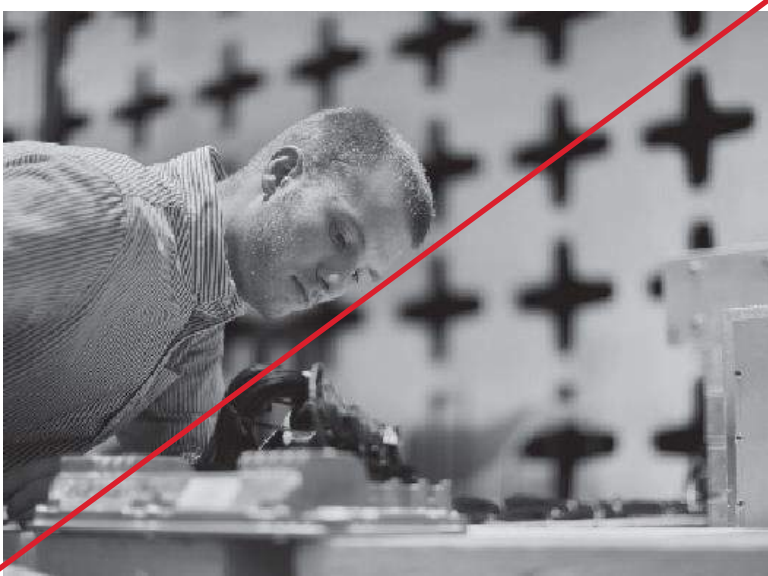
1. Don't use photographs with cluttered compositions or backgrounds



2. Don't use poorly lit photographs



3. Don't use colorful photographs



4. Don't use black and white images when color is possible



5. Don't use photographs that look overly posed, staged or clichéd



6. Don't use color overlays or treatments

Employee portraits

Lighting setup:

- Westcott Canberra (or equivalent) beige/grey background with subtle help from background light
- Body turned toward camera right
- Keyed from camera right
- Optional backlight for separation from dark background, but kicker is optional

Label files as follows:

Last name | first name | middle initial | last four digits of Social Security number or equivalent

File saving

High resolution

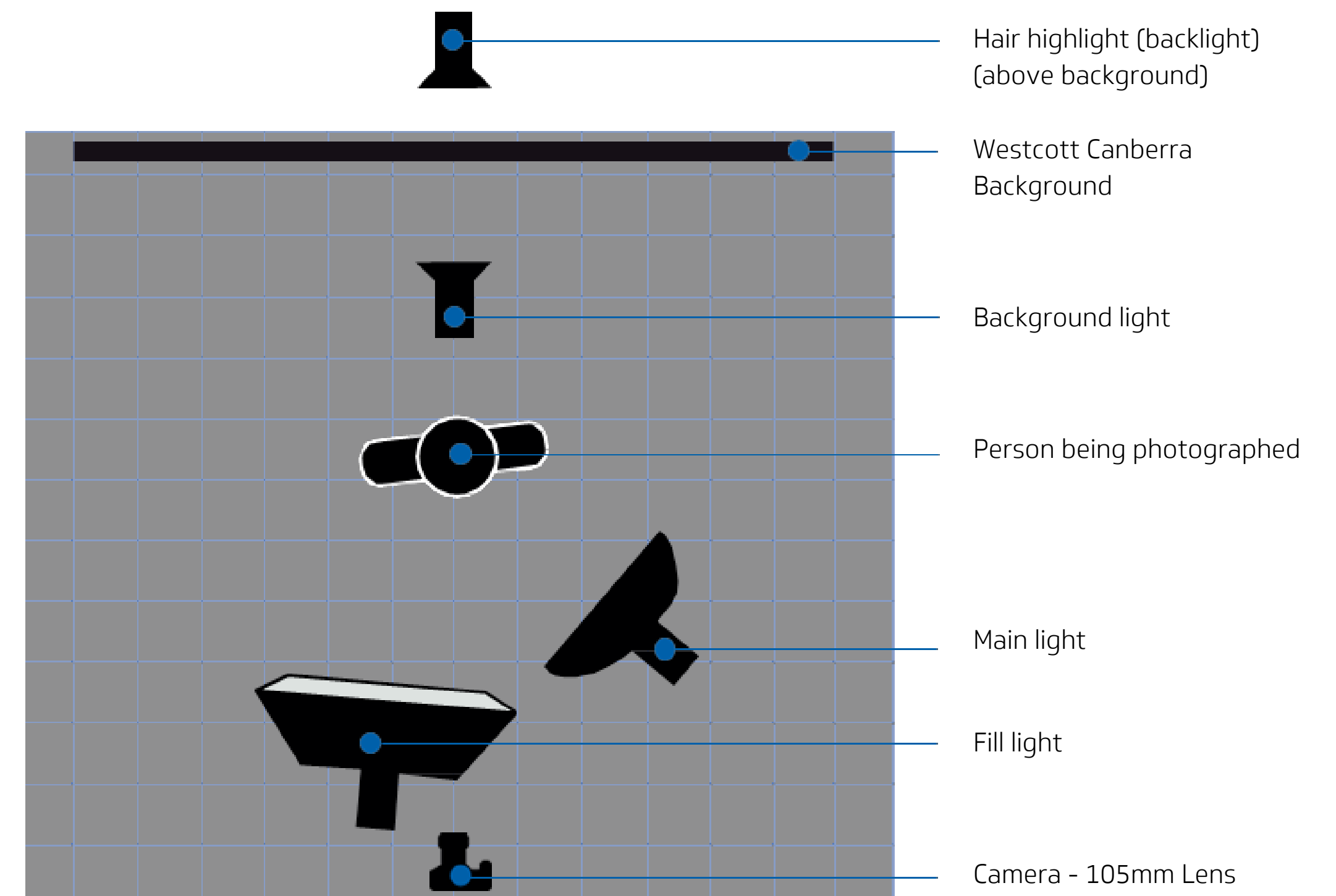
For press releases, publications, etc. 5x7" @ 300 dpi

Low resolution

For Powerpoint, org. charts etc.

Size: 219 pixels x 316 pixels @ 100/inch

Lighting setup



The Gallery



Business Cards

Single language - up to seven lines of information

Printing specifications

Size

- US: 3.5" W x 2" H
- Global: 88.9mm W x 50.8mm H

Margins

- 0.1875"/4.7625mm on each side

Primary paper stock

- Finch Fine Bright White Ultra Smooth 160# Cover

Alternative paper stock (when primary stock is unavailable)

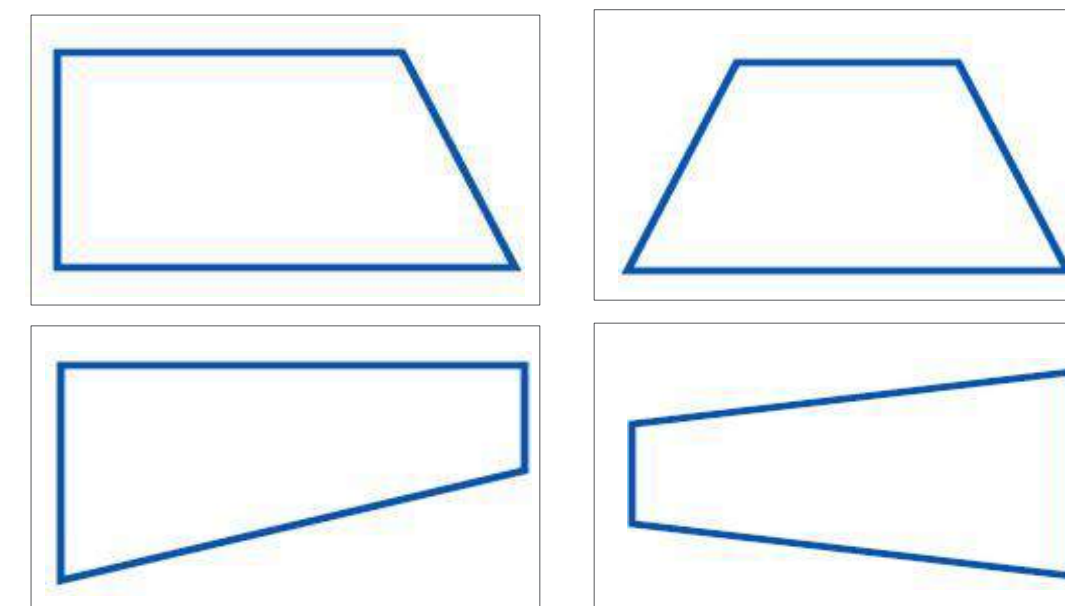
- Chameleon White 210 GSM
- White Card 315 GSM

Colors

- Delphi Technologies Blue
- Uncoated Pantone 300 U
- Black CMYK 0-0-0-100



Back design options



PBU naming

PBU naming for business cards should follow the secondary reference naming which does not include Delphi Technologies in the name. They should appear as the follows when applicable:

- Aftermarket
- Electronics & Electrification
- Internal Combustion Engine (ICE) Systems & Components

Single language with more than seven lines of information

Printing specifications

Size

- US: 3.5" W x 2" H
- Global: 88.9mm W x 50.8mm H

Margins

- 0.1875"/4.7625mm on each side

Primary paper stock

- Finch Fine Bright White Ultra Smooth 160# Cover

Alternative paper stock (when primary stock is unavailable)

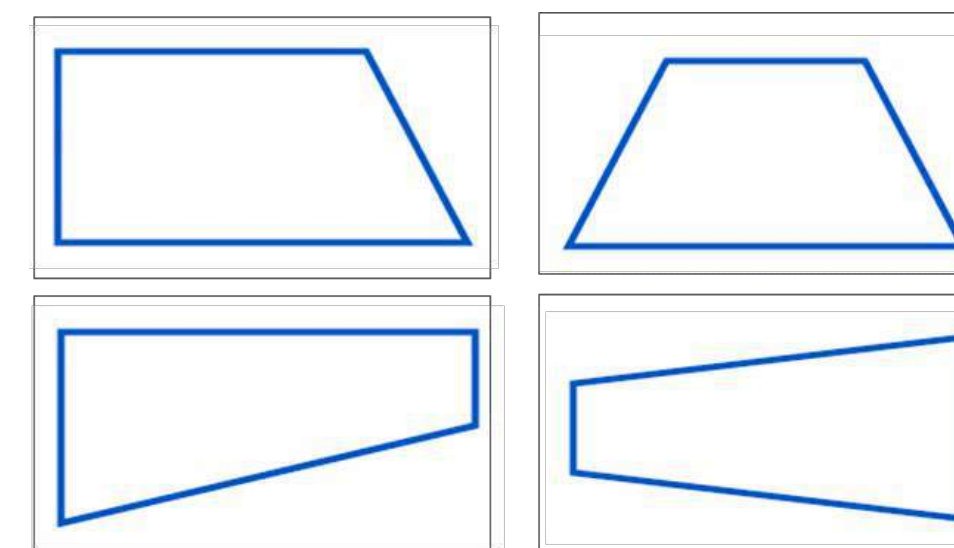
- Chameleon White 210 GSM
- White Card 315 GSM

Colors

- Delphi Technologies Blue
- Coated Pantone 2935 C
- Uncoated Pantone 300 U
- Black CMYK 0-0-0-100



Back design options



PBU naming

PBU naming for business cards should follow the secondary reference naming which does not include Delphi Technologies in the name. They should appear as the follows when applicable:

- Aftermarket
- Electronics & Electrification
- Internal Combustion Engine (ICE) Systems & Components

Business Cards

Dual language

Printing specifications

Size

- US: 3.5" W x 2" H
- Global: 88.9mm W x 50.8mm H

Margins

- 0.1875"/4.7625mm on each side

Primary paper stock

- Finch Fine Bright White Ultra Smooth 160# Cover

Alternative paper stock (when primary stock is unavailable)

- Chameleon White 210 GSM
- White Card 315 GSM

Global language fonts

- Japanese: Kozuka Gothic Regular
- Chinese: Heiti Regular
- Korean: Arial Unicode

Colors

- Delphi Technologies Blue Coated
- Pantone 2935 C
- Delphi Technologies Blue Uncoated
- Pantone 300 U
- Black CMYK 0-0-0-100



Please contact Corporate Communications to develop and distribute any media releases.

Delphi Technologies

Media Release

Headline [sentence case]...

Subheadline...

CITY, State or Country – Dateline -- BodyText: Lorem ipsum dolor sit amet, ferri mentitum eam ex. Affert tincidunt eu cum. Fierent concludaturque cu qui. An mel sonet salutandi evertitur. Te pro detraxit salutandi, cum soluta audire adipiscing at. Ad vis vocent audire, salutatus honestatis ad usu. Per ad nonumy suscipit vulputate, detraxit prodesset contentiones ea pri. Commodo maiorum id est, eam no partem oblique, adipiscing theophrastus per ex. Unum legimus eu est.

Mel quis tempor omittam ei, novum elitr dignissim an nec. An his latine consequat interesset. Sed at velit pertinacia argumentum. Sit no velit oratio, sed legere persius ex, eum iriure deseruisse mnesarchum ut. Ex veniam inimicus suscipiantur sed, quodsi admodum periculis vel an. Vivendo maluisset persecuti ut sea, ut pro mentitum scaevola neglegentur. Per hinc audire prompta eu, veniam oblique ut his. Nec liber malorum impedit no, qui ut soleat quaestio gloriatur, ad meis ancillae philosophia sit. Id usu prima iracundia, ius id alia nobis. Ut atomorum scripserit theophrastus pri, scripta nusquam duo ex, aperiam platonem elaboraret ex vix. Equidem reprimique vix ea.

Et sed habeo occurreret. Id forensibus dissentiunt nec, id agam quando doming sea. Ei autem gaeco mei. Pro ei ullum eligendi molestie, mazim partiendo vis in. Ea vitae melius dissentiunt pri.

About Delphi Technologies

Delphi Technologies is a technology company focused on providing electric vehicle and internal combustion engine propulsion solutions, in addition to solving emissions and fuel economy challenges for the world's leading automotive OEMs. Delphi also provides leading aftermarket service solutions for the replacement market. With Headquarters in London, U.K., Delphi Technologies operates technical centers, manufacturing sites and customer support services in 24 countries.

Media Contact:

Name

Email

Phone Number

Digital Applications

Website

Main menu color scheme

- Band at the top of page is Delphi Technologies Blue with white, stacked Delphi Technologies logo
- Use the Delphi Soleto Regular font for selections in the header
- Logo at the top of the page is left aligned for responsive design across multiple devices What is the placement of the logo at the top of the page (for a desktop design)

Carousel slider section

- Quad is used with thickness of the line determined by the “l” in the Delphi Technologies logo
- Font is Delphi Soleto Light
- Quad should be inset the length of the “D” in the Delphi Technologies logo from the page margins

Dropdowns

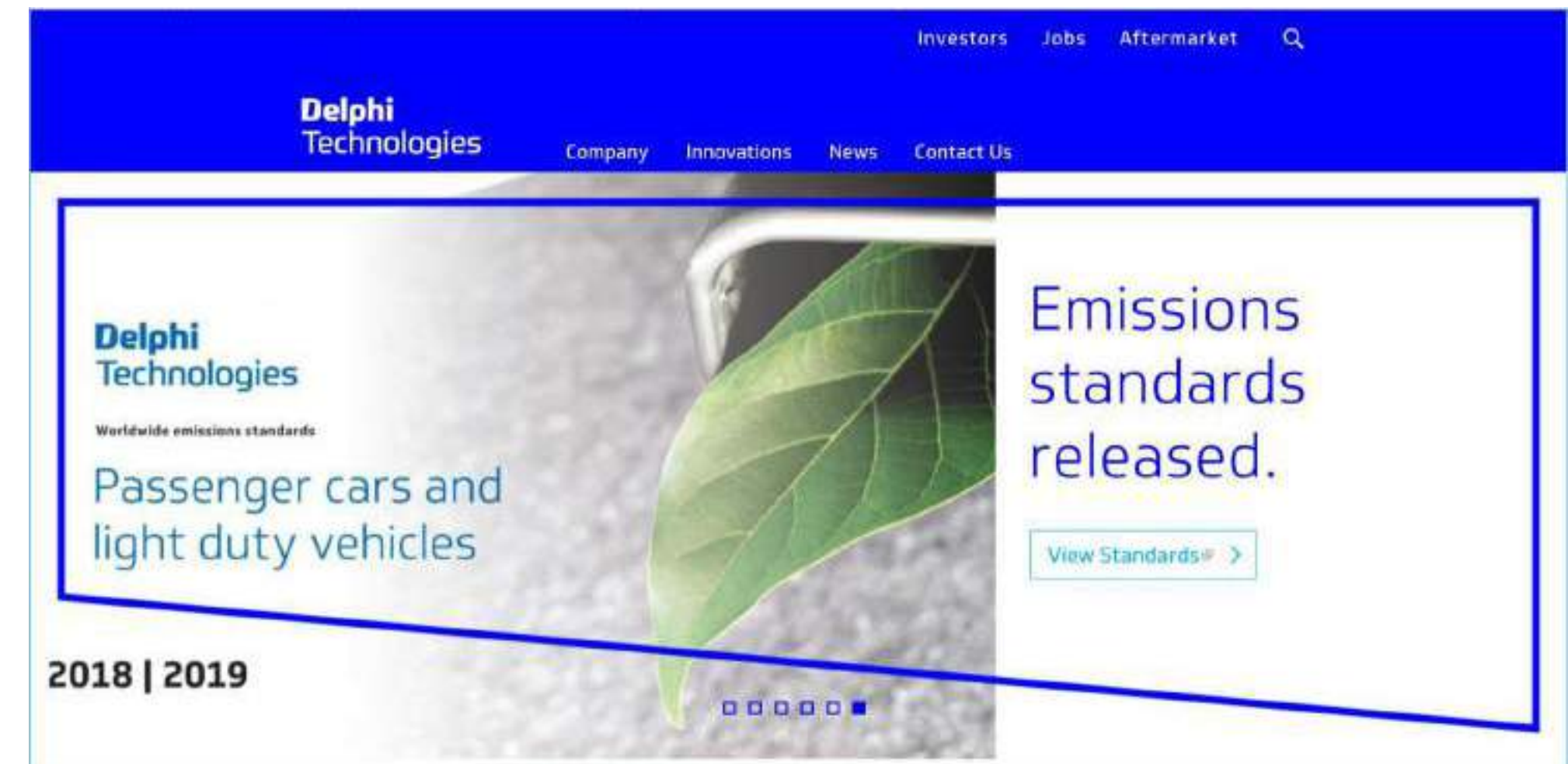
When you hover on a selection within the navigation bar, the options within that item appear in a grey bar. The main header is larger in font size and is undefined.

Link within text are hex color: #01b1ff

Font size of link within text is 17px (or match surrounding text)

Footer of Main Page is the grey from the tertiary color palette.

Mandatories are Delphi Technologies logo, copyright, Legal, cookies, terms and the main social media icons, defined by corporate communications.



The template

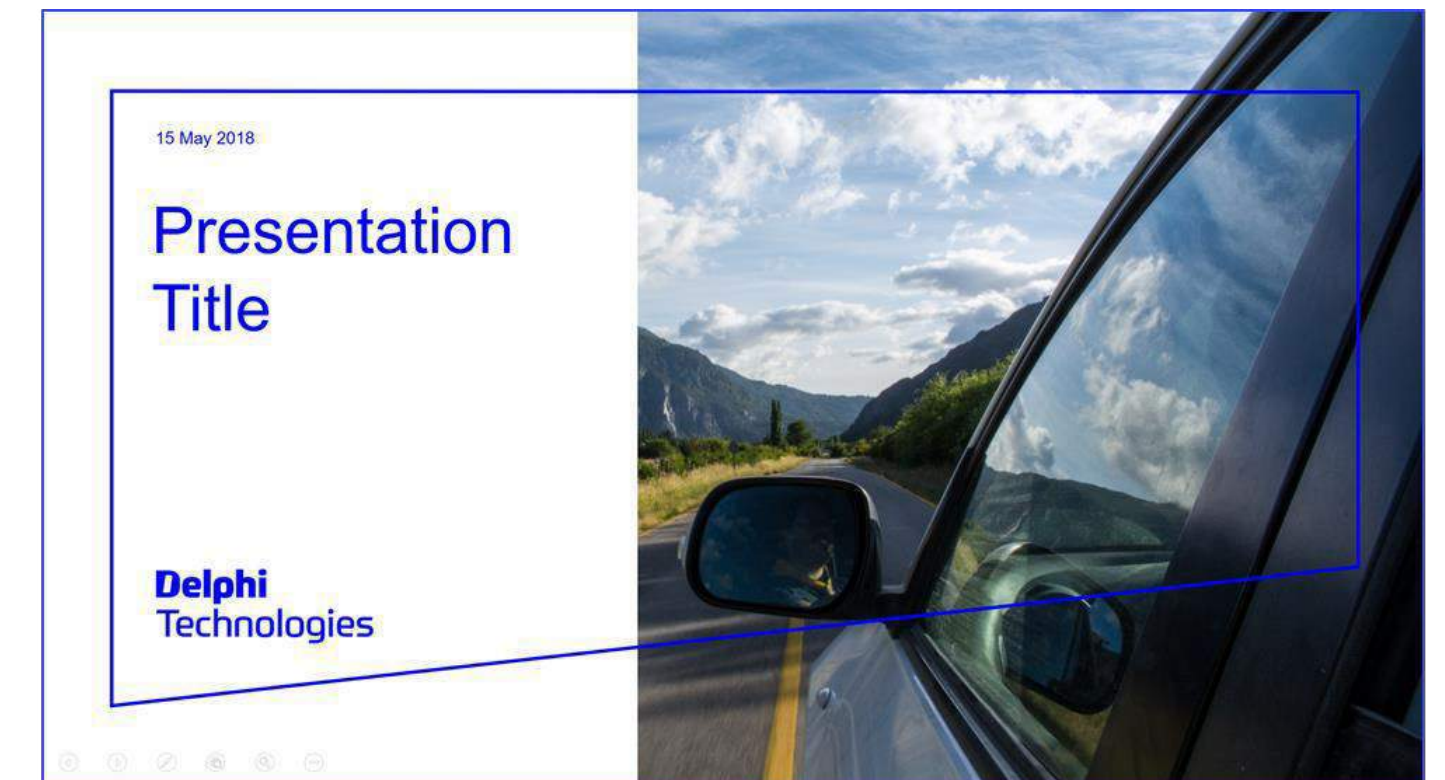
For many customers, Powerpoint is our main communication touchpoint. Creating a compelling presentation is more than managing the template. It is also transforming the slide's data into clear, concise, impactful content. The title of the slide should be used to create a statement or proof point, not as a generic description of the slide's data. Also, a takeaway band can be used as a powerful summary.

In addition, using the Powerpoint template consistently can also save time when integrating presentations across the enterprise.

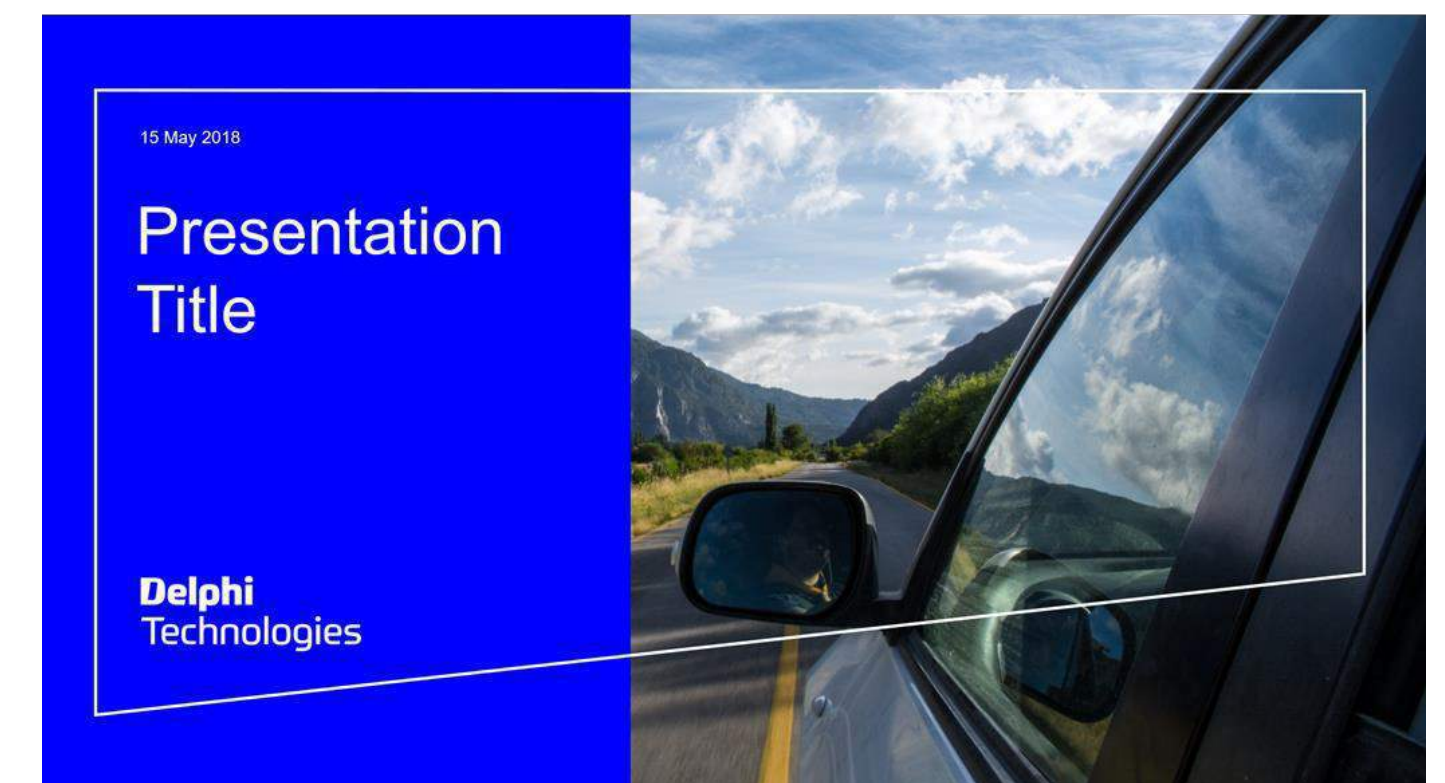
The most recent Powerpoint template can be found in the PPT application, under "New", then "Custom", then "Workgroup", then "Delphi".

There are two version of the template" BLUE, which has a Delphi Technologies Blue as the background color and WHITE, which has white as the primary background color. The BLUE version should be used in large conference settings or for digital formats. The WHITE version should be used in other instances.

WHITE version



BLUE version



/ The Gallery

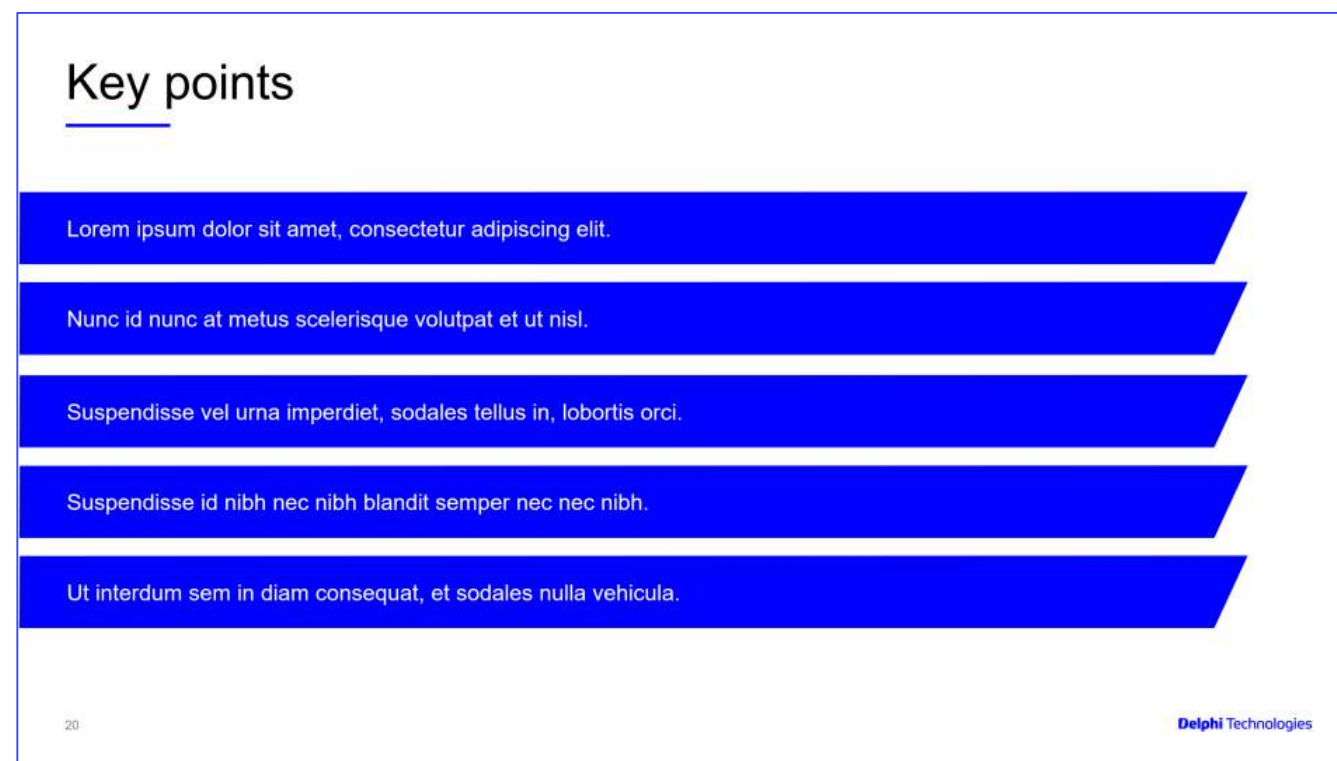
PowerPoint

Transition slides

The section or “Break slide” can be used to separate or transition between different segments of the presentation.

“Key Points” can be used to conclude a section to summary and emphasize the key takeaways from each section.

Summarize with “Key points”



WHITE version



BLUE version

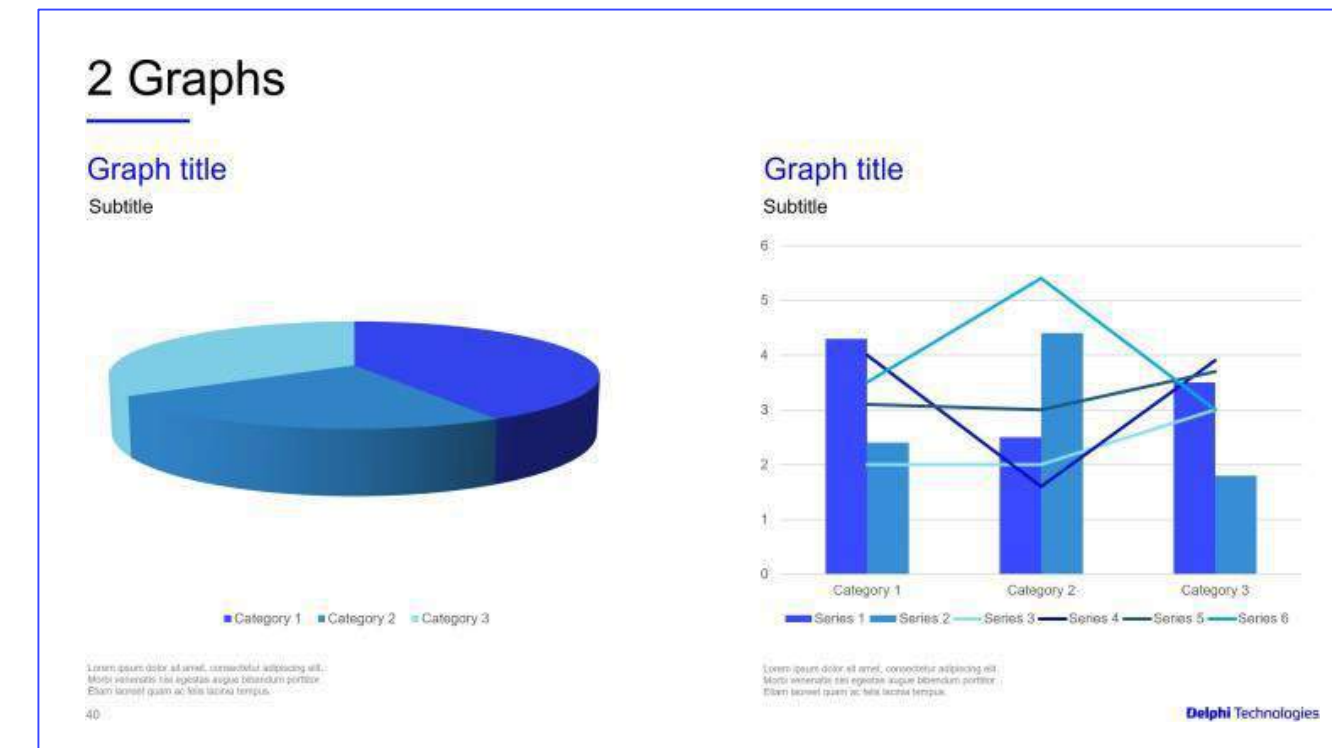


Special use slides

The special use slides are on the same background whether in the WHITE or BLUE version. This will save time reformatting graphs between presentations. These use the provided color palette in creating your graphs. Put the Delphi Technologies data first and it will appear in the Delphi Technologies Blue.

In addition, there are some new templates for special use slides for the Global map and Product or Technology roadmaps.

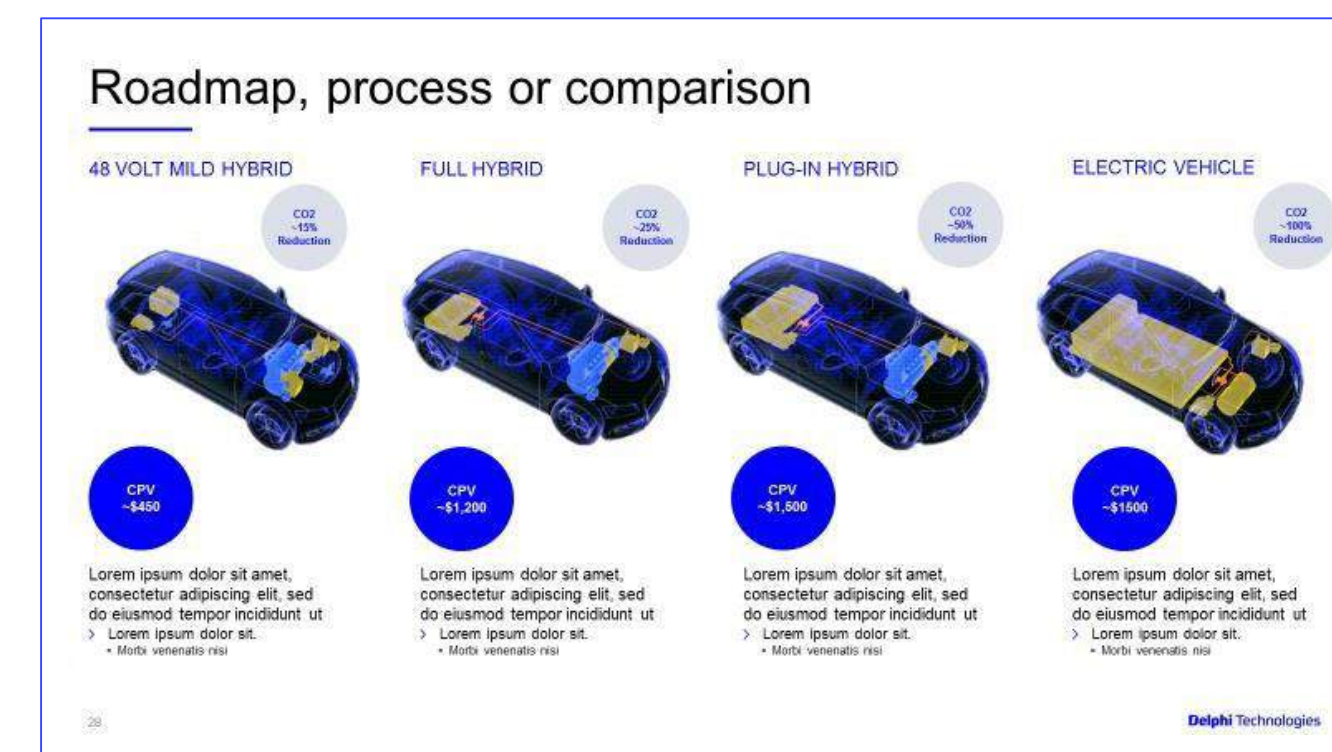
Graphs



Global map



Roadmap slide



Product Information

“One Pager”

For key customer and investor meetings, we need a common format to feature our products on digital screens.

“The one-pager” leads with concise one-line value proposition. There are four information segments consisting of short bullet points: Key product features; Customer benefits, Delphi Technologies advantages’ and Availability.

A template for this format is available from the event organizer.

Propulsion Domain Controller

Flexible architecture to simplify the management of hybrid variants



Key product features

- Coordinates Powertrain functions via communication to engine controller, transmission controller, inverter, battery
- Communication “Gateway” controller to reduce vehicle platform influence
- Can act as a “PIN expander” for the engine controller if needed

Customer benefits

- Choice of mounting options for passenger compartment or under the hood
- Full AutoSAR software development tool-chain available
- Independent “watchdog” for powertrain safety architecture to help meet “drive-by-wire” architecture requirements

Delphi advantages

- Delphi is a world leader in automotive electronics design & manufacture with 25 years experience
- Custom controllers are designed using proven building blocks
- Systems & software capabilities in-house


Availability:

- In production

Delphi Technologies

Delphi Technologies Powertrain Controllers

Our solutions cover a large breadth of applications



Delphi Technologies

Sell Sheets or Product Profiles

The design of Product Profile Sheets should follow the aftermarket Sell Sheet format. They should include: the Delphi branding header, clearly identify the product or series, and contain the delphi.com or delphi-aftermarket.com and copyright footer.

In addition to product photos that feature unique advantages of the featured item, copy should include non-proprietary specifications and benefits that note Delphi Technologies advantages.

Front



Back

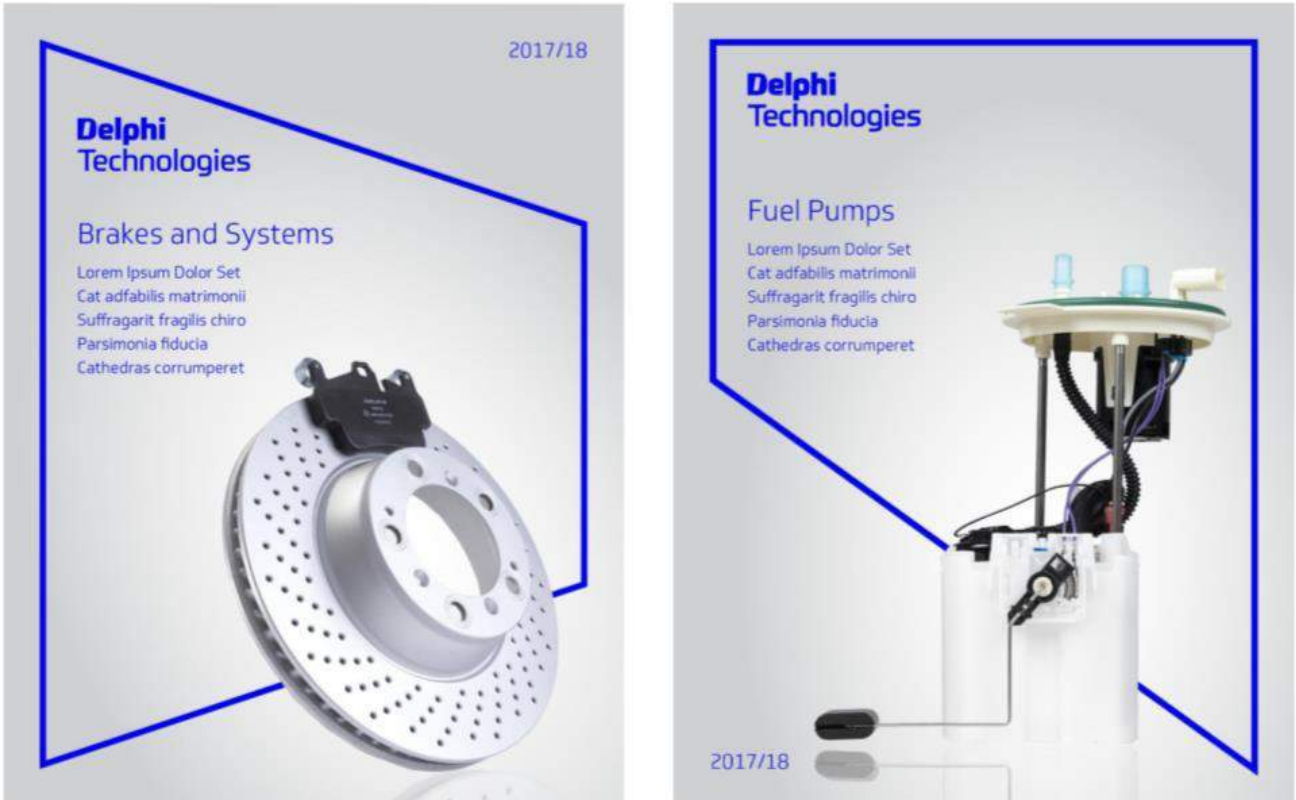


Note: The red oval may be featured for a transition period on digital materials

Product Information

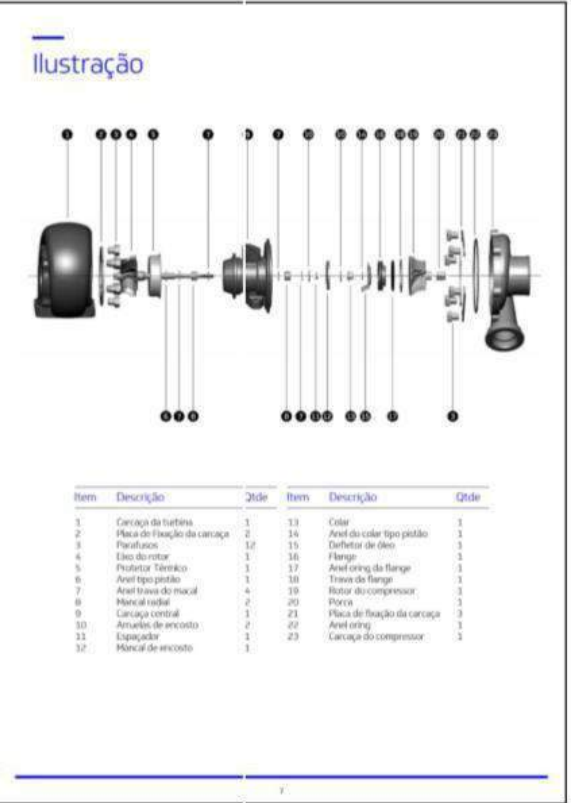
Product Catalogs

Product catalogs are an important part of marketing the aftermarket portfolio. Products photos should create a hero image of a clean precision product. The Corporate Communications team provides templates to the approved Catalog suppliers.

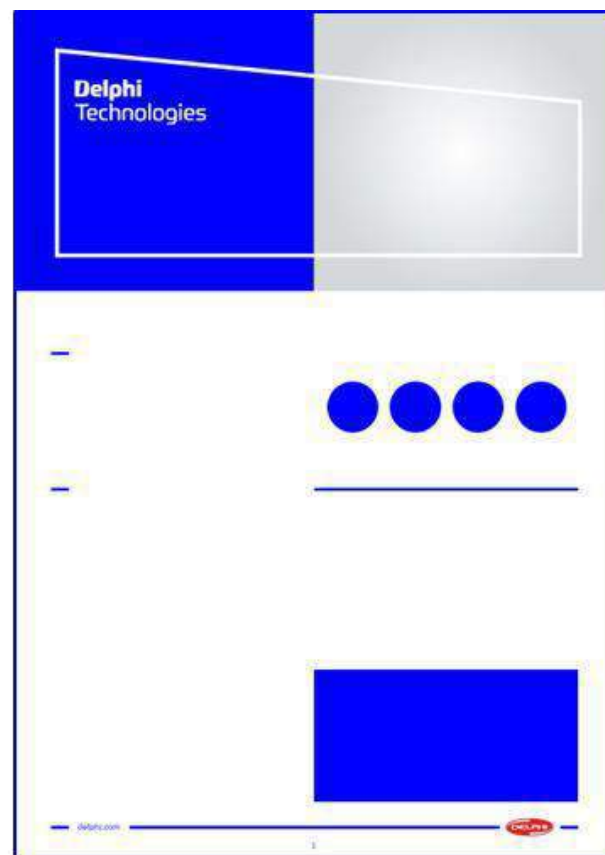


Category Title	
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Sub-item	Sub-item
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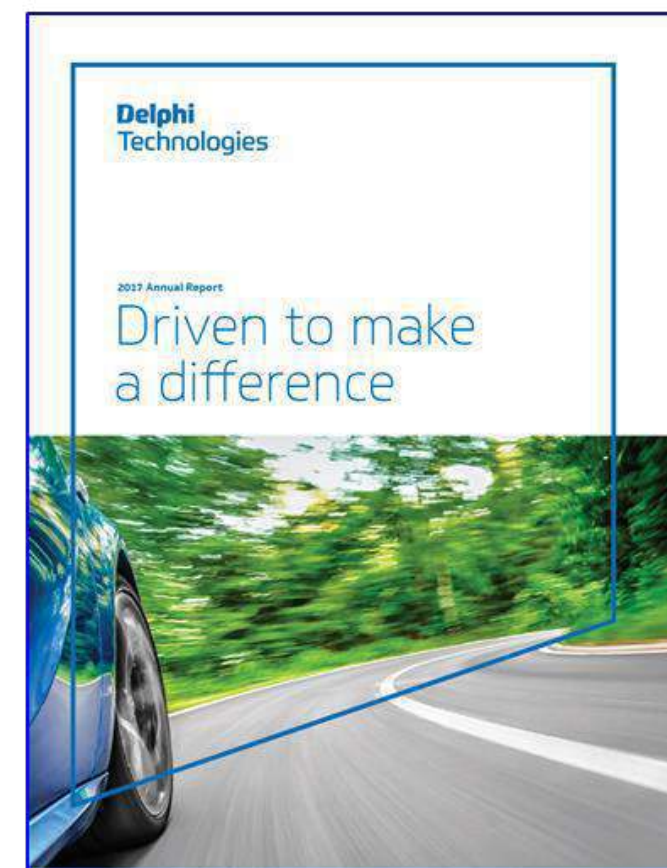
Item	Desc.	Qtd	UoM	Unidade	Caracter.	Consumível	Unidade	Substituição
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99	1000	2000
100	1000	2000



Contact your Corporate Communications team for help in developing collateral



Template for a Customer Mailing for the Aftermarket Brand Migration



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Email Signature

The template for [email signature](#) is loaded in the Outlook settings of authorized computers. Some countries require a specialized version. Please use these versions if needed.

[Promotional email banners](#) can be used to support special initiatives or upcoming major events. These banners should appear below the regular signature.

Example of optional promotional banner



Example of e-mail signature

Example of e-mail signature

Kind Regards,

Firstname Lastname

Job Title

Functional Group or Division Name

**Delphi
Technologies**

Delphi Deutschland GmbH
1234 Street Name
Postal Code, City
Germany

first.last@delphi.com
+49 711.228.00.00 Office
+49 170.12.34.567 Mobile

Sitz der Gesellschaft: Wuppertal; Registergericht: AG Wuppertal, HRB 21453
Geschäftsführung: Kirsten [Stenwaga](#) (Sprecherin), Uta Hoffmann, Markus [Kerthoff](#), Matthias Laumann
Aufsichtsrat: Michael Gassen (Vorsitzender)

Size

The standard, approved intro and outro should be used for all videos requiring an intro/outro. But if's too short or doesn't make sense to have an intro/outro, you can choose not to use.

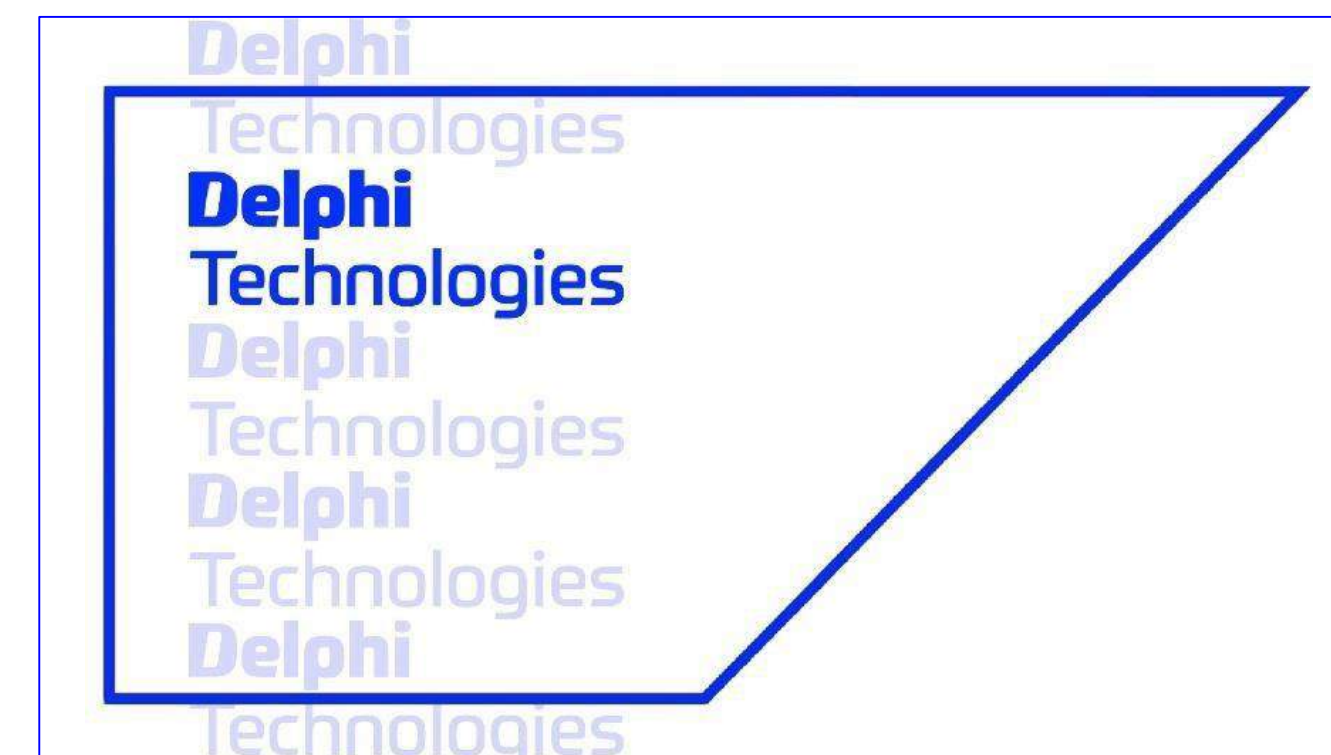
For the standard intro/outro, the logo is 20% of the height of the frame. Similar to the logo and tagline, the standard intro/outro is available and should not be recreated.

If any video animation the only effect that can be used on the logo is to fade in. The logo should not be spun or used in a distorted morphing effect.

Intro



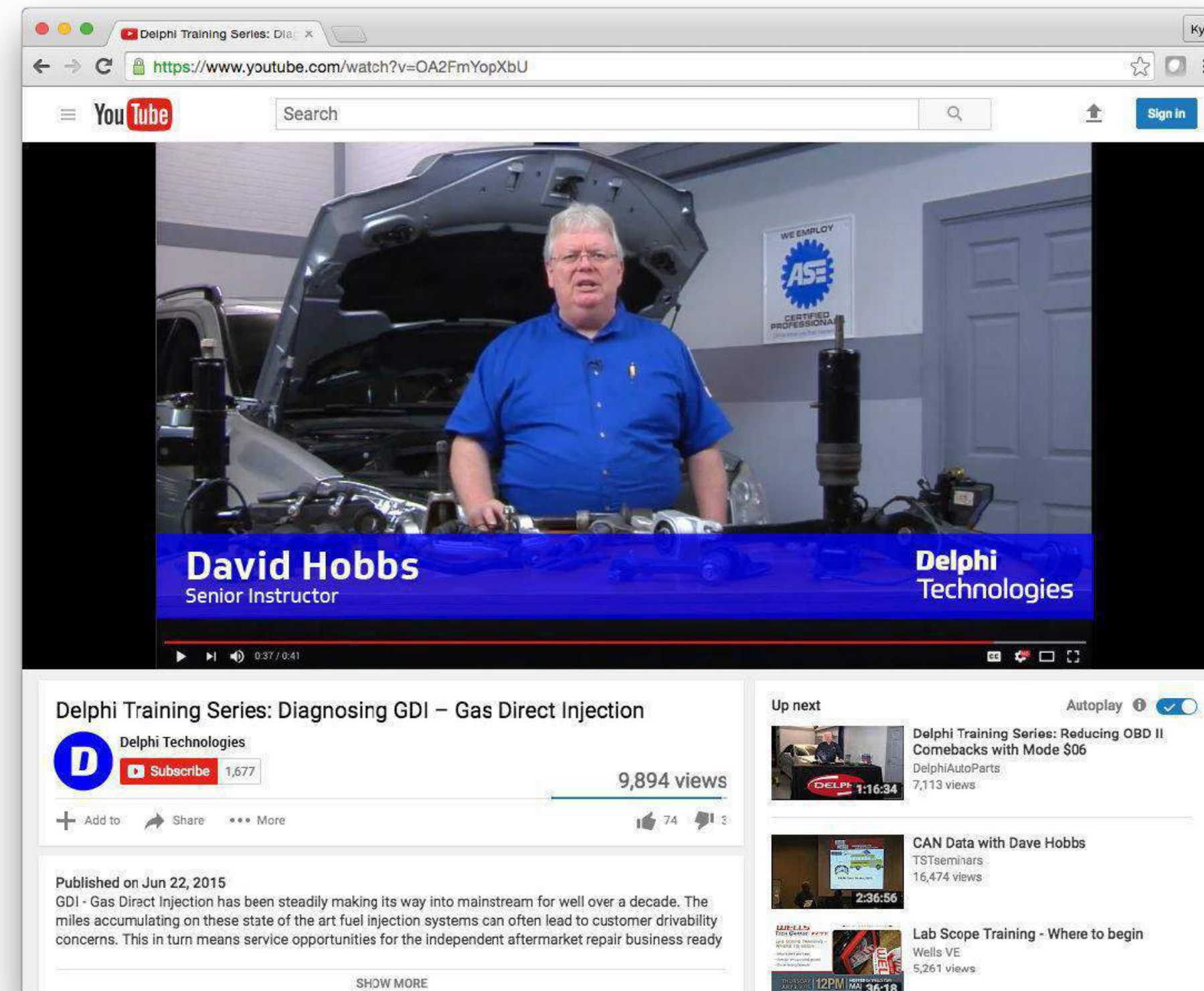
Outro



Video - lower thirds

Lower thirds are contained in a semitransparent Delphi Technologies Blue band (RGB: 0/0/255), 45 pixels high and sit sufficiently off the bottom to clear scrubber bars.

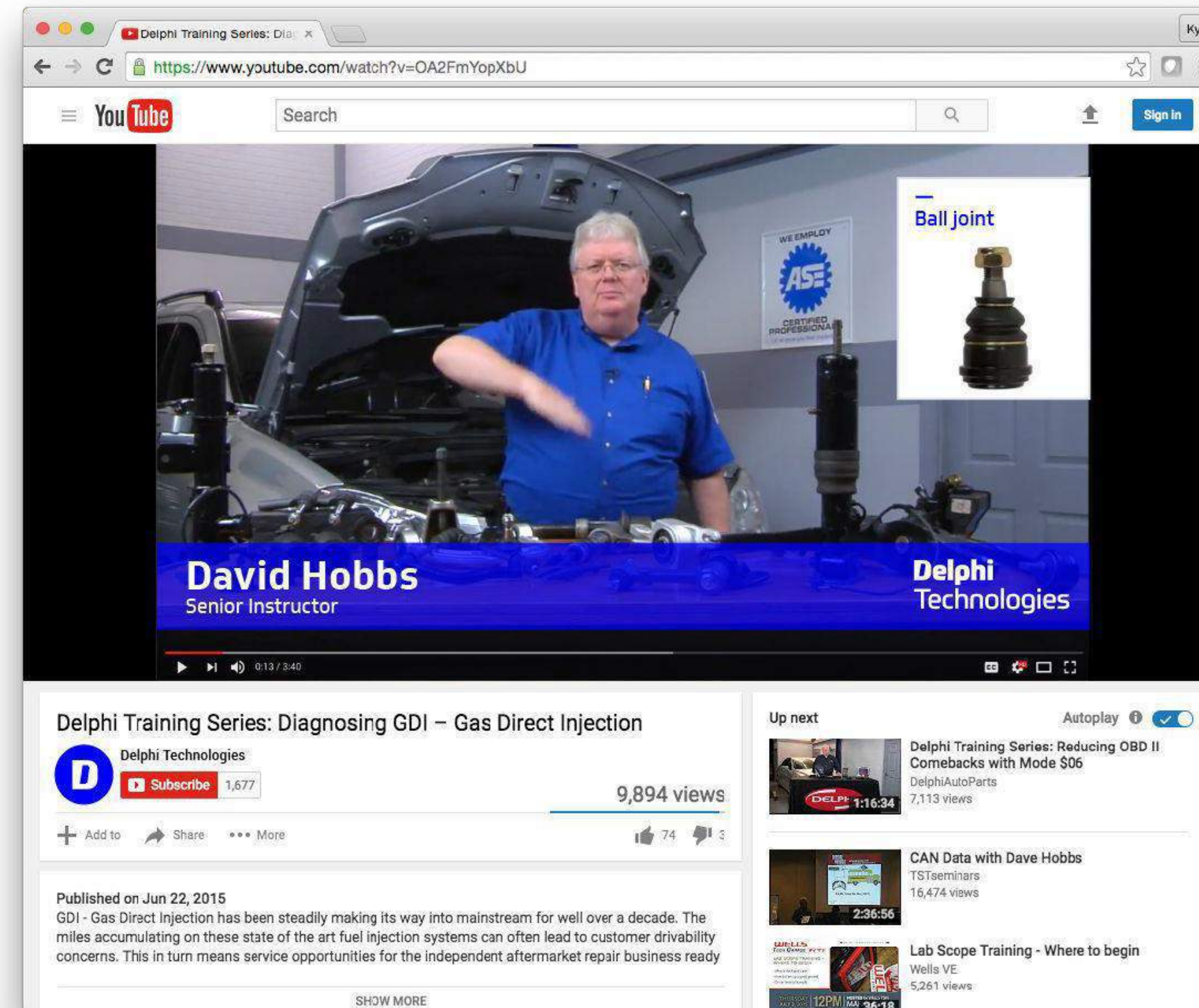
Names appear in Soleto Bold, titles should appear in Soleto Regular.



Top left call-out is to be used for single parts that help support video content.

Parts should be shown on a white background and the holding shape must have a Delphi light gray (217/224/232) 2pt keyline to help separate it from the background video.

Part names appear in Soleto Regular.

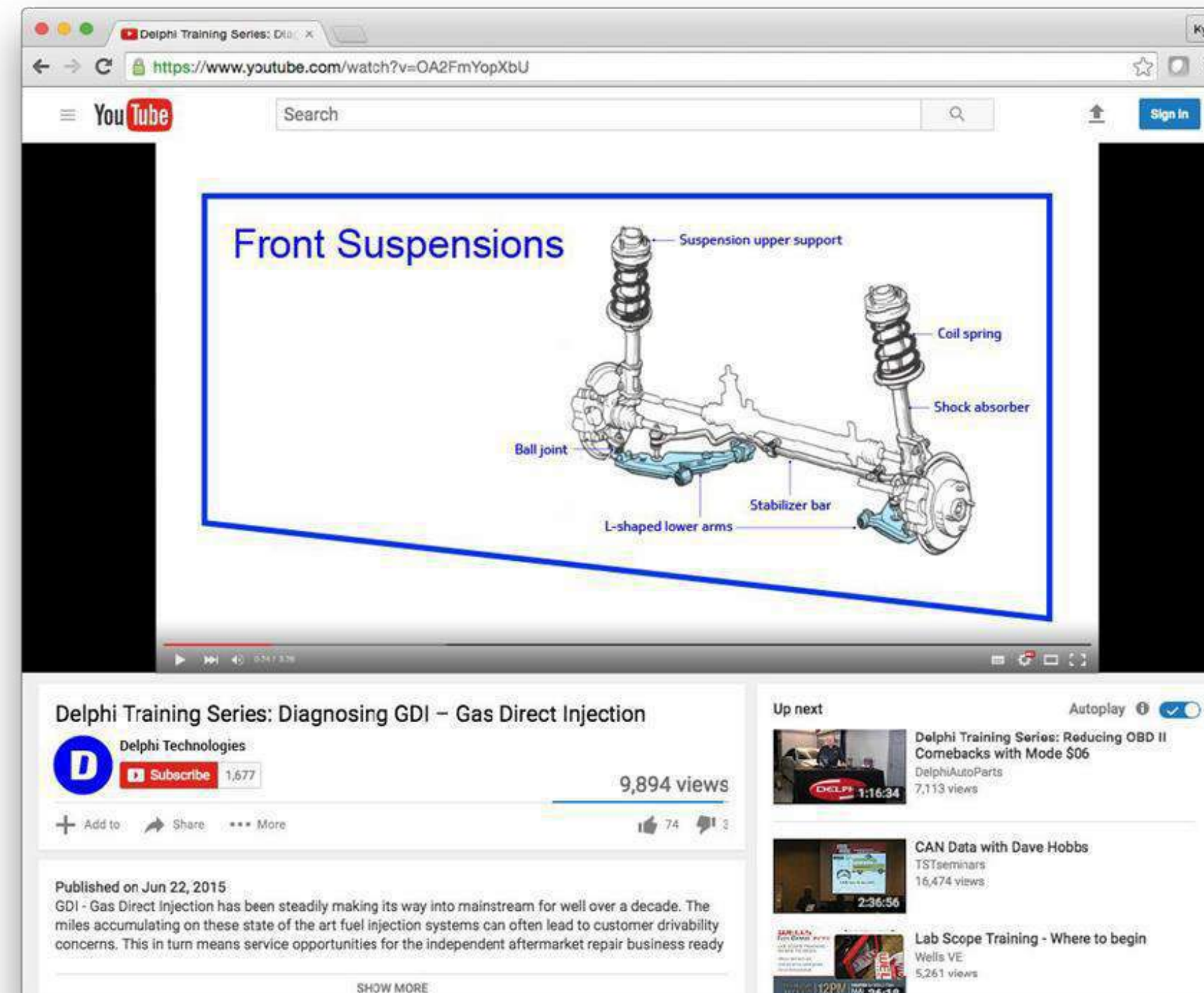


/ The Gallery

Video - full screen call-out

Full-screen call-out should be used for high-detail parts and graphics and can be created using the PowerPoint template.

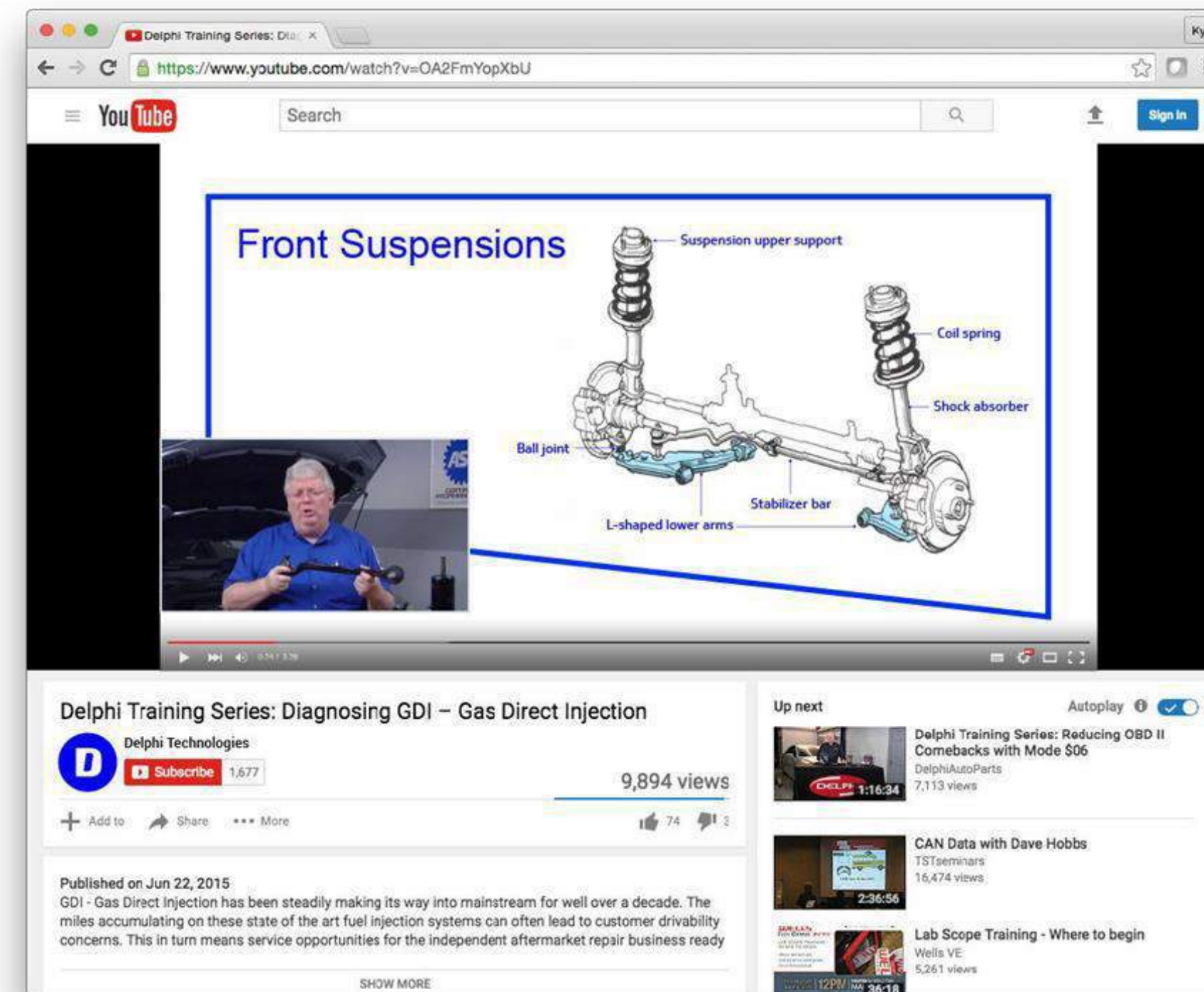
Headlines appear in Arial Regular.



Full screen call-out with presenter thumbnail

Full-screen call-out with bottom left thumbnail video should be used when full-screen graphic has supporting content provided by the presenter.

The thumbnail video must have a Delphi light gray (217/224/232) 2pt keyline to help separate it from the background graphic.



Lighting and Framing

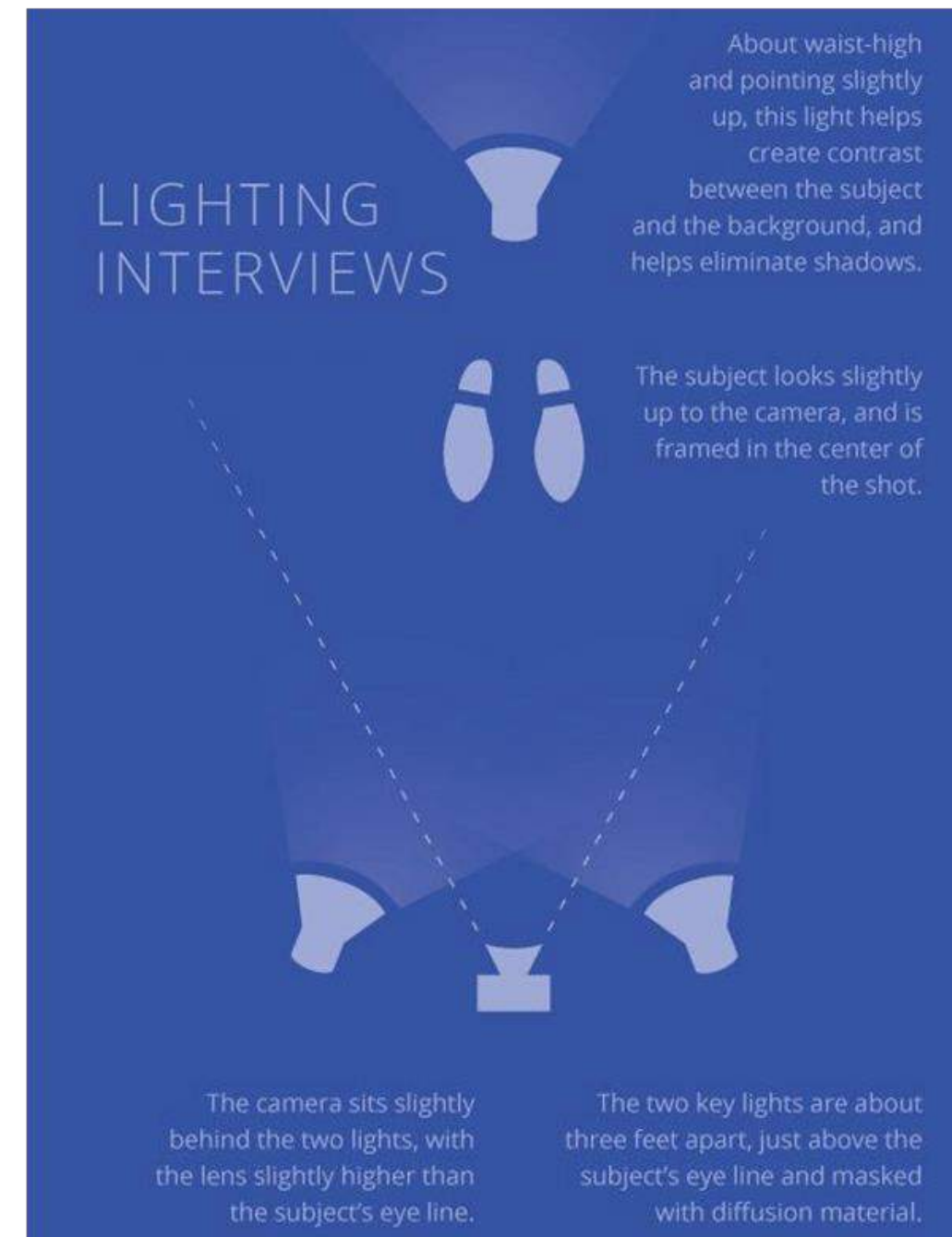
Lighting

The goal of this lighting is to eliminate shadows and create soft, flat lighting on your subject's face.

Framing

Whenever possible set the subject against a clean, light or neutral color background. Make sure any props that are in the shot are relevant to the story being told.

Lighting diagram



Final result



/ The Gallery

Branded promotion items

Delphi Technologies



Consult with your Corporate Communications team to order branded items

/ The Gallery Show and Events



The global shows and events team in Corporate Communications will align our brand image with the annual CES exhibit

Messaging



Messaging Framework

Messaging is what we say about Delphi Technologies that sets us apart in the marketplace.

Our messaging is derived from and supports our brand ideas

Drive Better

The messaging framework consists of the most important, high-level points we want to convey about our brand. This section contains the following elements, all of which play a role in communicating about who we are and what we stand for:

Vision

Brand messaging pillars

The pillars and values

Key messages for all audiences

Tone of voice

“About us” options

Boilerplate copy

Our vision

Driven to make a difference

Our technologists are pioneers in propulsion systems, working with customers all over the world to make combustion, hybrid and electric vehicles more efficient and better to drive.

A sustainable future starts today

The Brand Pillars

Our messaging pillars are the key themes we want to communicate about our brand. The messages under each pillar support and amplify aspects of our brand idea, “Drive Better.”

Tomorrow

Our role in the world

Driving is important, it is so much more important than just mobility/ transportation.

As the rules, tools and fuels behind driving change, you find us among those who are helping to change them.

We believe in an automotive future that is beneficial for humankind and our responsibility is to work with our partners to ensure that happens.

We’re shaping the future.

Today

Our relevance today

There will be a day when no vehicles burn fossil fuels and, alongside our partners, we’re bringing that day forward.

But we’re not waiting til then to make a difference. Today we deliver cleaner, more efficient, more reliable and enjoyable journeys for vehicles around the world.

Every time you put your foot on the pedal our smart technology can help make a difference. And this is just the start.

Technologists

Our focus and expertise

We do not rest on our laurels. We have a great history, but only because we are committed technologists.

We are focused in what we do and this is how we have built our world-leading expertise and experience.

We choose to deal with the most complex and fascinating parts of converting power to motion. Advancing this technology is the most compelling challenge.

And we love it.

Together

Our shared responsibility

We don’t build cars and we don’t sell cars. We work with great manufacturers and truck manufacturers around the world and we help them make their vehicles better.

We operate in a dynamic industry with fast moving parts and rapidly changing landscapes.

We have a duty to our partners to be able to flex and react with them as well as plan for the inevitable evolutions we see.

This is not a business of individuals, and the whole is much, much greater than the sum of parts.

The pillars reinforce our values

Tomorrow

Our principles and vision are genuine. We believe in the value of our industry. We see a positive and sustainable future and we are here for the journey.

We see the harm caused by spin, by insincerity. We are driven by authenticity and credibility.

A sustainable future for driving must be based on more than this - on optimism, straight-talking, honesty and **transparency**.

Today

We make driving better.

We make it more efficient and cleaner. We improve performance and deliver a better drive.

The change we strive for only comes from vehicles that people want to drive.

This means that the value we bring to our partners today and every day is important to us.

Every single improvement that furthers this is worthy. And deserves recognition and **respect**.

Technologists

You rarely find a satisfied technologist or innovator.

There is something in the DNA that drives them to find the next challenge. It might be the precision of the smallest detail, or the entire rethink that sends us back to the drawing board.

Often our greatest satisfaction comes from finding our next challenge.

This relentless urge to improve and **excel** fuels our enthusiasm and expertise.

Together

It is not about the parts.

It is the connections that matters. Everyone's has a chance to contribute.

What matters includes our partners who build, sell or maintain the cars that drivers will drive.

It includes the teams who nurture the relationships that make those partnerships happen and the shared ideas that our engineers and innovators create with others.

It **includes** the support of everyone of us and the communities we inhabit.

Key messages

Each thematic pillar plays a role in what we communicate.

Tomorrow Our role in the world	Today Our relevance today	Technologists Our focus and expertise	Together Our shared responsibility
We are shaping the sustainable future of automotive	We are a pioneering innovator of propulsion systems	We are committed technologists with deep domain expertise	We will thrive together
We see real opportunities for all propulsion technologies	Our work makes a real difference	We focus on the most fascinating and challenging part of automotive	The best choose to work together with us
We are perfectly positioned for each stage of the journey ahead	We accelerate the pace of change	We are drivers	We are agile and responsive

Our proof points

Tomorrow Our role in the world	Today Our relevance today	Technologists Our focus and expertise	Together Our shared responsibility
<p>We are shaping the sustainable future of automotive</p> <ul style="list-style-type: none"> • The shift to sustainable propulsion is a journey involving multiple stakeholders • We have a clear vision for the future and are launching the solutions and forging the partnerships to make it a reality 	<p>We are an innovating pioneer of vehicle propulsion systems</p> <ul style="list-style-type: none"> • Focused portfolio • Number one in sales globally* • Industry-leading aftermarket capabilities • Global sales teams, manufacturing and aftermarket 	<p>We are committed technologists</p> <ul style="list-style-type: none"> • Long history of innovation and 'firsts' • Over 20,000 experts and engineers • We are driven forward by the passion, talent and energy of our employees • We are committed to creating a special place to work 	<p>We will thrive together</p> <ul style="list-style-type: none"> • We are more than the sum of the parts when we work together • Our shared expertise is a catalyst for progress • Connected footprint across key growth markets
<p>We see real opportunities for all propulsion technologies</p> <ul style="list-style-type: none"> • We are fuel agnostic • The combustion engine market is still growing: • Each market has different regulatory and market conditions and is at a different stage in the journey 	<p>Our work makes a real difference</p> <ul style="list-style-type: none"> • Improved efficiency and reliability • Better performance • Better driving experience • We help make cars that people really want to drive 	<p>We focus on the most fascinating and challenging part of automotive</p> <ul style="list-style-type: none"> • We understand what our partners really need • Focused on systems and solutions that solve real challenges (not components) • We are leaders in power electronics, software & controls 	<p>The best choose to work together with us</p> <ul style="list-style-type: none"> • We have long term relationships with leading manufacturers • We have close, honest relationships with our partners • We understand our partners' business context and priorities and how they will change
<p>We are perfectly positioned for each stage of the journey ahead</p> <ul style="list-style-type: none"> • Leading portfolio covering commercial vehicles, GDi and valvetrain, electrification and aftermarket • Commitment to innovation and investment 	<p>We accelerate the pace of change</p> <ul style="list-style-type: none"> • Investing for today and tomorrow • Changing perceptions in government and industry • Reskilling the workforce 	<p>We are drivers</p> <ul style="list-style-type: none"> • Driving will always be important • We love cars • We understand the complete driving experience • We understand what sells • We are raising the bar for performance 	<p>We are responsive and agile</p> <ul style="list-style-type: none"> • We adapt our solutions to meet our partners' needs • We have strategic presence and can respond at speed around the world • We place ourselves in anticipation of the road ahead

Additional investor proof points

Tomorrow Our role in the world	Today Our relevance today	Technologists Our focus and expertise	Together Our shared responsibility
<p>We are shaping the sustainable future of automotive</p> <ul style="list-style-type: none"> • We have the technological expertise to change the world • We continue to invest ~8% in R&D to stay ahead of the curve 	<p>We are an innovating pioneer of vehicle propulsion systems</p> <ul style="list-style-type: none"> • This is based on strength of our portfolio, our relationships and our culture • Our strategy is proven, our performance is consistent 	<p>We are committed technologists</p> <ul style="list-style-type: none"> • Our leadership will be sustained through continuous innovation • We have 5,000 experts in engineering 	<p>We will thrive together</p> <ul style="list-style-type: none"> • What we do is integral to our customers' business as they determine the path to electrification
<p>We see real opportunities for all propulsion technologies</p> <ul style="list-style-type: none"> • Our portfolio is designed to meet current and future demand • There are opportunities in the short, medium and long-term growth • We have proactively managed our portfolio in line with market demand 	<p>Our work makes a real difference</p> <ul style="list-style-type: none"> • We believe in what we are doing • We focused on driving value for our customers and stakeholders today 	<p>We focus on the most fascinating and challenging part of propulsion</p> <ul style="list-style-type: none"> • The most complex challenges in propulsion demand domain expertise and automotive grade solutions 	<p>The best choose to work together with us</p> <ul style="list-style-type: none"> • We are trusted to deliver • We have deep relationships across all major vehicle manufacturers
<p>We are perfectly positioned for each stage of the journey ahead</p> <ul style="list-style-type: none"> • We will continue to evolve our portfolio in line with, and in time with, demands shifts • Our deep expertise enables us to help shape the path to electrification 	<p>We accelerate the pace of change</p> <ul style="list-style-type: none"> • We will always be ahead of the curve • We are agile and flexible having invested in developing a balanced portfolio and customer mix 	<p>We are drivers</p> <ul style="list-style-type: none"> • Our culture and drive cannot be replicated 	<p>We are responsive and agile</p> <ul style="list-style-type: none"> • Our organization is structured to rapidly address current and potential customer needs

Additional employee proof points

Tomorrow	Today	Technologists	Together
Our role in the world	Our relevance today	Our focus and expertise	Our shared responsibility
<p>We are shaping the sustainable future of automotive</p> <ul style="list-style-type: none"> We are on an incredible journey What we do matters We care about the world and generations to come 	<p>We are an innovating pioneer of vehicle propulsion systems</p> <ul style="list-style-type: none"> We are recognized leaders and should be proud of our success 	<p>We are committed technologists</p> <ul style="list-style-type: none"> It is in our DNA We invest in our employees We want to create a special place to work We will support our people to achieve their full potential 	<p>We will thrive together</p> <ul style="list-style-type: none"> We will achieve great things by working closely as one cohesive team Our success depends on our partners' success
<p>We see real opportunities for all propulsion technologies</p> <ul style="list-style-type: none"> Every team and technology has a role to play We have proactively managed our portfolio and footprint: the homework has been done 	<p>Our work makes a real difference</p> <ul style="list-style-type: none"> We help make cars that people really want to drive We are helping to make the cars that the world needs We are contributing to cleaner, more efficient vehicles 	<p>We focus on the most fascinating and challenging part of propulsion</p> <ul style="list-style-type: none"> The talent, ingenuity and energy of our employees keeps driving us forward People are at the center of innovation 	<p>The best choose to work together with us</p> <ul style="list-style-type: none"> Our partners' trust us to deliver We believe in building strong relationships with our partners Our people are what make the great relationships in the industry
<p>We are perfectly positioned for each stage of the journey ahead</p> <ul style="list-style-type: none"> This is a great time to be at Delphi Technologies We are in an attractive growth market and we are ready 	<p>We accelerate the pace of change</p> <ul style="list-style-type: none"> We never rest on our laurels We continuously look to improve what we do 	<p>We are drivers</p> <ul style="list-style-type: none"> We love making vehicles better We are raising the bar 	<p>We are responsive and agile</p> <ul style="list-style-type: none"> We have an open, dynamic and meritocratic culture We are committed and focused We recognize performance

/ Messaging

If you could only say a few things

- > We are a **pioneering innovator** of vehicle propulsion systems
- > We are driving **a better, more sustainable future** together with the world leading vehicle manufacturers
- > We help to make vehicles that are cleaner, more reliable more efficient and **that people really want to drive**
- > People are at the heart of our success; we are investing **so everyone can achieve their potential**

Our tone of voice

Positive

- > The future is exciting. We see real opportunities for all technology types at each stage of the journey ahead.
- > We are perfectly placed to help our partners thrive

Confident

- > We are experts in our field and are accelerating the pace of change.
- > We understand the wider automotive context and how what we do adds real value.

Engaged

- > We are technologists and love solving complex challenges.
- > We are driven forward by the passion, talent and energy of our employees.

Genuine

- > Our work makes a real difference to the lives of people around the world.
- > This is achieved by working closely together with our partners.

This means our communication is...			
Energized Optimistic Enthusiastic	Precise Clear Technical when required	Warm Human Geeky	Honest Inclusive Meaningful
But never...			
Hype Unrealistic	Authoritarian Arrogant	Unfocused Passive	Moralistic Disapproving

About us - the one liner

The one-liner can be used as an introduction in text, in presentations, social media platform descriptions and where there is limited space for a full boilerplate.

It can be adapted to 'Delphi Technologies is the world's leading pure play provider of vehicle propulsion systems.'



Example application on Twitter

} Conveys who we are and our leadership of the space

About us - longer form

The long form can be used wherever a fuller context is required.

It can be adapted by starting with 'Delphi Technologies is...' and replacing 'we' with 'it is'.

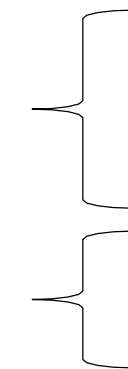
It should not be used with the official boilerplate.

We are a leading pioneer of innovative vehicle propulsion systems. With more than 5,000 technologists and advanced solutions that are integral to powering better vehicle performance, we are driving forward the future of a sustainable automotive industry.

Together with the world's leading manufacturers, we help make vehicles that are cleaner, more reliable, more efficient and that people really want to drive.

Conveys who we are, our expertise and our vision

Conveys our collaborative approach and the difference we make.



Welcome to Delphi Technologies.

Welcome to Delphi Technologies. We are a leading global automotive emissions, fuel economy and aftermarket solutions provider. Advanced internal combustion. Next-gen vehicle electrification. Optimized electronic controls. Fully integrated aftermarket solutions. We've combined all this into a single enterprise ready to create tomorrow, today with a focused purpose: To be the partner that enables you to thrive. Delphi Technologies. Get there with us.



Example application on www.delphi.com

Official boilerplate

About us

Delphi Technologies (NYSE:DLPH) is a leading pioneer of innovative vehicle propulsion systems. With more than 5,000 technologists and advanced solutions that are integral to powering better vehicle performance, it is driving forward the future of a sustainable automotive industry. Together with the world's leading manufacturers, it helps make vehicles that are cleaner, more reliable, more efficient and that people really want to drive. With revenues of more than \$4.8 billion in 2017, the company has 20,000 employees world-wide and is headquartered in London, U.K. Delphi Technologies has a portfolio that covers passenger and commercial vehicles, GDi and valvetrain, electrification and aftermarket, and is perfectly placed to support each stage of the journey to a sustainable future.

Badge Guidelines



Employee badge - vertical

Badge guidelines

Photograph

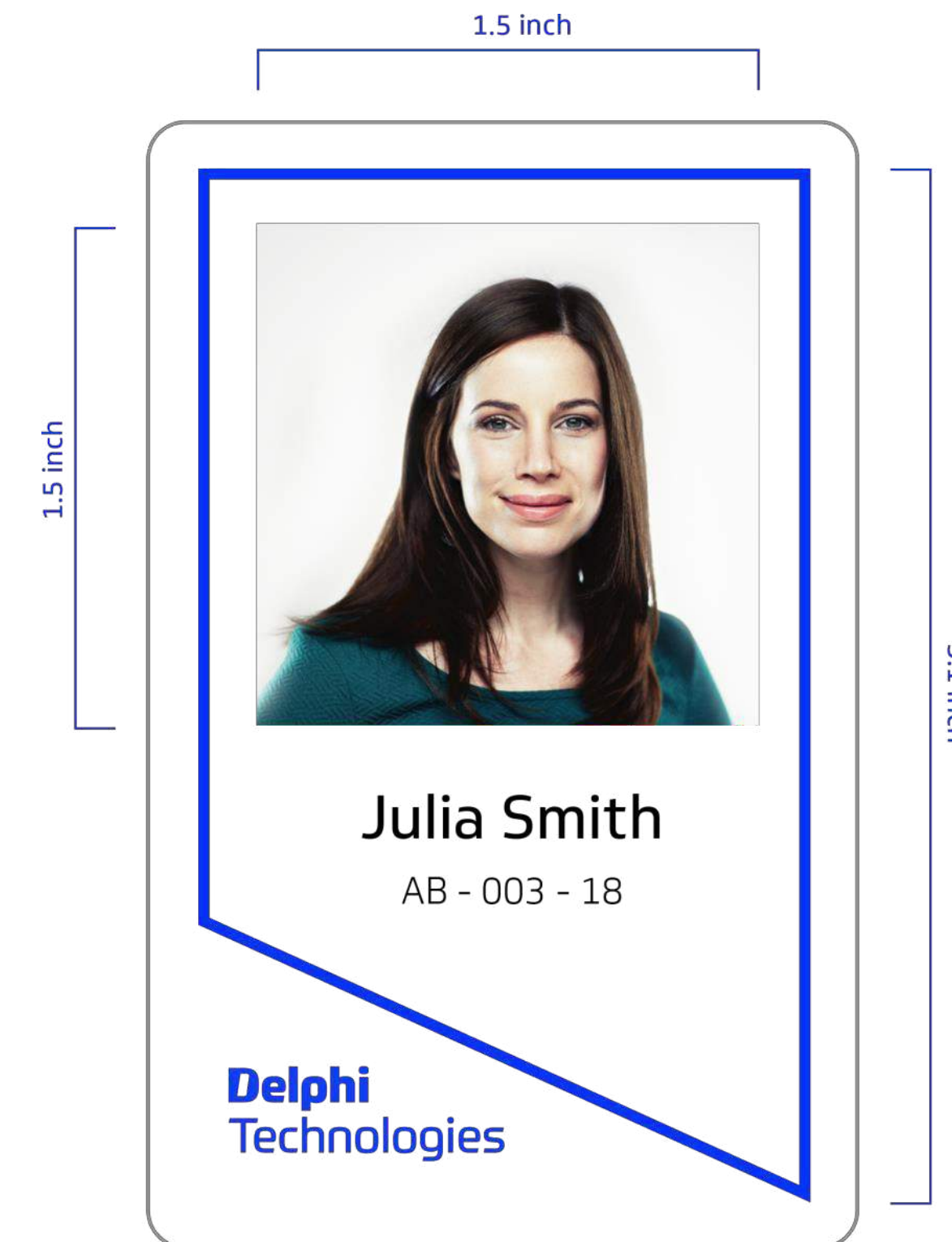
- The square for the photograph should be H=1.5 inch W=1.5inch
- The square should be centered on the badge
- The photo should be taken or cropped appropriately so the subjects face should appear in the center of the square
- Only head and shoulders should be in the photograph
- The background for the photograph should be a medium grey/slate color
- The subject should be facing forward
- No headwear is allowed except for religious or medical reasons
- Do not distort the subject's face by resizing incorrectly
- Using only the corners of the frame to resize maintains the original ratios

Text for Name and Persons information

- The subjects name should be on one line
- The names shall be typed size 14pt, Soleto Regular
- The second line is for the employee number
- The employee number shall be typed sized 8pt, Soleto Light

Logo

- Do not distort the Delphi logo by resizing incorrectly
- Using only the corners of the frame to resize maintains the original ratios)
- In the example on the resized to .25 inches tall while maintaining the vertical/horizontal ratio.
- The logo does not go to the edges of its own frame, do not crop, this free space needs to stay.
- Print Pantone color 2935 C
- CMYK coated: 100-59-0-0



Employee badge - horizontal

Photograph

- The rectangle for the photograph should be H=2.1 inch W=1.7inch
- The rectangle should be centered on the badge
- The photo should be taken or cropped appropriately so the subjects face should appear in the center of the square
- Only head and shoulders should be in the photograph
- The background for the photograph should be a medium grey/slate color
- The subject should be facing forward
- No headwear is allowed except for religious or medical reasons
- Do not distort the subject's face by resizing incorrectly
- Using only the corners of the frame to resize maintains the original ratios

Text for Name and Persons information

- The subjects name should be on two lines
- The first line is for the first or given name or names
- The second line is for the second name, last name, family name, surname
- The names shall be typed size 14pt, Soleto Regular
- The third line is for the employee number
- The employee number shall be typed sized 8pt, Soleto Light
- The fourth line is for the employee position
- The employee position shall be typed sized 8pt, Soleto Light

Logo

- Do not distort the Delphi logo by resizing incorrectly (Using only the corners of the frame to resize maintains the original ratio)
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- Print Pantone color 2935 C
- CMYK coated: 100-59-0-0



Contract employee badge - vertical

Badge guidelines

Photograph

- The square for the photograph should be H=1.5 inch W=1.5inch
- The square should be centered on the badge
- The photo should be taken or cropped appropriately so the subjects face should appear in the center of the square
- Only head and shoulders should be in the photograph
- The background for the photograph should be a medium grey/slate color
- The subject should be facing forward
- No headwear is allowed except for religious or medical reasons
- Do not distort the subject's face by resizing incorrectly
- Using only the corners of the frame to resize maintains the original ratios

Text for Name and Persons information

- The subjects name should be on one line
- The names shall be typed size 14pt, Soleto Regular
- The second line is for the employee number
- The employee number shall be typed sized 8pt, Soleto Light
- The third line is for the employee position
- The employee position shall be typed sized 8pt, Soleto Light

Logo

- Do not distort the Delphi logo by resizing incorrectly (Using only the corners of the frame to resize maintains the original ratios)
- In the example on the resized to .25 inches tall while maintaining the vertical/horizontal ratio.
- The logo does not go to the edges of its own frame, do not crop, this free space needs to stay.
- Print Pantone color 2935 C
- CMYK coated: 100-59-0-0



Contract employee badge - horizontal

Photograph

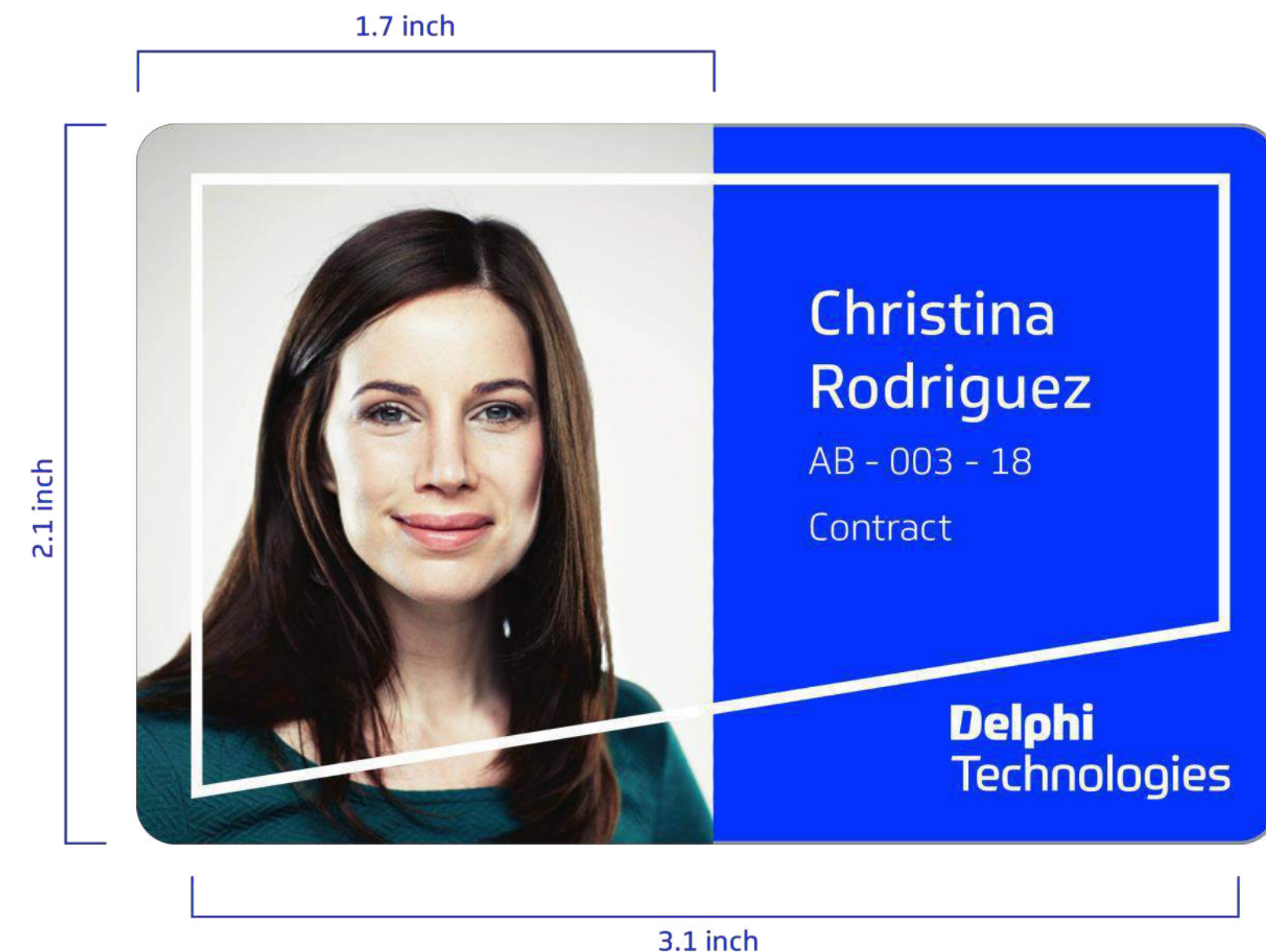
- The rectangle for the photograph should be H=2.1 inch W=1.7inch
- The rectangle should be centered on the badge
- The photo should be taken or cropped appropriately so the subjects face should appear in the center of the square
- Only head and shoulders should be in the photograph
- The background for the photograph should be a medium grey/slate color
- The subject should be facing forward
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Logo

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- In the example on the resized to .25 inches tall while maintaining the vertical/horizontal ratio.
- The logo does not go to the edges of its own frame, do not crop, this free space needs to stay.
- Print Pantone color 2935 C
- CMYK coated: 100-59-0-0



Visitor badge - vertical

Type

- The type size is 29pt Soleto light
- The font position shall be centered

Logo

- Do not distort the Delphi logo by resizing incorrectly
- Using only the corners of frame to resize maintains the original ratios
- In the example on the left, the logo was resized to .25 inches tall while maintaining the vertical/horizontal ratio
- The logo does not go to the edges of its own frame, do not crop, this 'free space' needs to stay
- Pantone 2935 C
- CMYK coated: 100 59-0-0



Contract employee badge - horizontal

Type

- The type size is 29pt, Soleto Light
- The font position shall be centered

Logo

- Do not distort the Delphi logo by resizing incorrectly
- Using only the corners of frame to resize maintains the original ratios
- In the example on the left, the logo was resized to .25 inches tall while maintaining the vertical/horizontal ratio
- The logo does not go to the edges of its own frame, do not crop, this 'free space' needs to stay
- Pantone 2935 C
- CMYK coated: 100 59-0-0



Escorted visitor badge - vertical

Type

- The type size is 29pt Soleto light
- The font position shall be centered

Logo

- Do not distort the Delphi logo by resizing incorrectly
- Using only the corners of frame to resize maintains the original ratios
- In the example on the left, the logo was resized to .25 inches tall while maintaining the vertical/horizontal ratio
- The logo does not go to the edges of its own frame, do not crop, this 'free space' needs to stay
- Pantone 2935 C
- CMYK coated: 100 59-0-0



Escorted visitor badge - horizontal

Type

- The type size is 29pt, Soleto Light
- The font position shall be centered

Logo

- Do not distort the Delphi logo by resizing incorrectly
- Using only the corners of frame to resize maintains the original ratios
- In the example on the left, the logo was resized to .25 inches tall while maintaining the vertical/horizontal ratio
- The logo does not go to the edges of its own frame, do not crop, this 'free space' needs to stay
- Pantone 2935 C
- CMYK coated: 100 59-0-0



Signage for our facilities



/ Signage at our facilities

Signage - color

Consistency and proper usage of the color palette protects and strengthens the Delphi Technologies brand.

The Delphi Technologies signage color palette consists of a vibrant blue as the primary color and white as the secondary color. The core primary color is used in the full color logo and defines the Delphi brand. It should be present across all communications and application.

Primary

Delphi Technologies Blue
PANTONE 2935C
CMYK: 100/75/0/0
RGB: 0/57/166
HEX: 0039A6
RAL: 270 30 40
BENJAMIN MOORE Paint #: Brilliant Blue 2065-30

Secondary

White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF
RAL: 9016
BENJAMIN MOORE Paint #:
White Heron OC-57

/ Signage at our facilities

Facility signage system

Delphi
Technologies

The facility signage system presented in this sections promotes strong visual continuity among all Delphi facilities. Built on a series of components, the system offers considerable design and functional versatility. The facility signage system comprises of five basic elements:

1. **External primary signage** the main identifier for all major facility complexes, provides the highest level of visibility within the Signage system.
2. **External site/function signage** identifies sites and buildings within facility complexes. This signage also serves as a main identifier for smaller facilities that are not able to utilize Primary Signage.
3. **External directional signage** guides traffic within facility complexes to specific sites, buildings and locations.
4. **Internal signage** identifies and directs employees and visitors within buildings to specific offices, departments and locations.
5. **Supplemental signage** such as flags and banners may be used to supplement the permanent signage at a facility.

Questions regarding facility standards should be addressed to the [Delphi Technologies Corporate Communications](#) or [Worldwide Facilities Group](#). **All signage plans must be approved through these groups.** External facility signage may be obtained from the local external facility signage supplier.

/ Signage at our facilities

External signage

Primary signage identifies each Delphi Technologies facility and its property within the worldwide network. Primary signs are the largest and most visible of all facility signs.

Primary signs are available in three configurations: main ground mount, monument and main wall. All are available in per-established sizes. A fourth sign type, individual channel letters, is used on a wall surface only with approval from the Delphi Technologies Corporate Communications.

All primary signs are internally illuminated with high-output, fluorescent cool-white lamps. Primary sign cabinets are constructed of aluminum and steel frames covered with aluminum sheet. All fastener and electrical devices are concealed.

Graphics on the sign are achieved by water jet or laser cutting through the aluminum sheet, which is then backed by colored acrylic. The corporate logo and location name appear in white. **The Delphi Technologies logo is left justified within the length of the sign panel, allowing for a minimum clear space of the height of the D.** The logo, competency descriptor and/or location should appear in Pantone 2935C. The competency descriptor and location name appear in Delphi Soleto regular and are centered within the length of the sign.

Primary signage cabinets are available in three sizes, which are indicated below with corresponding heights of the location message.

	feet	6' x 24'	5' x 20'	3' 7" x 14" 4"
Primary signage cabinet sizes:	meters	1.83 x 7.32	1.52 x 6.10	1.09 x 4.37
Location message height:	inches	9.5"	7.5"	5.5"
	centimeters	24.1	19.1	14.0

/ Signage at our facilities

External signage - monument

Monument signage is used where main ground mount signage is not suitable because of space, visibility or local code restrictions.

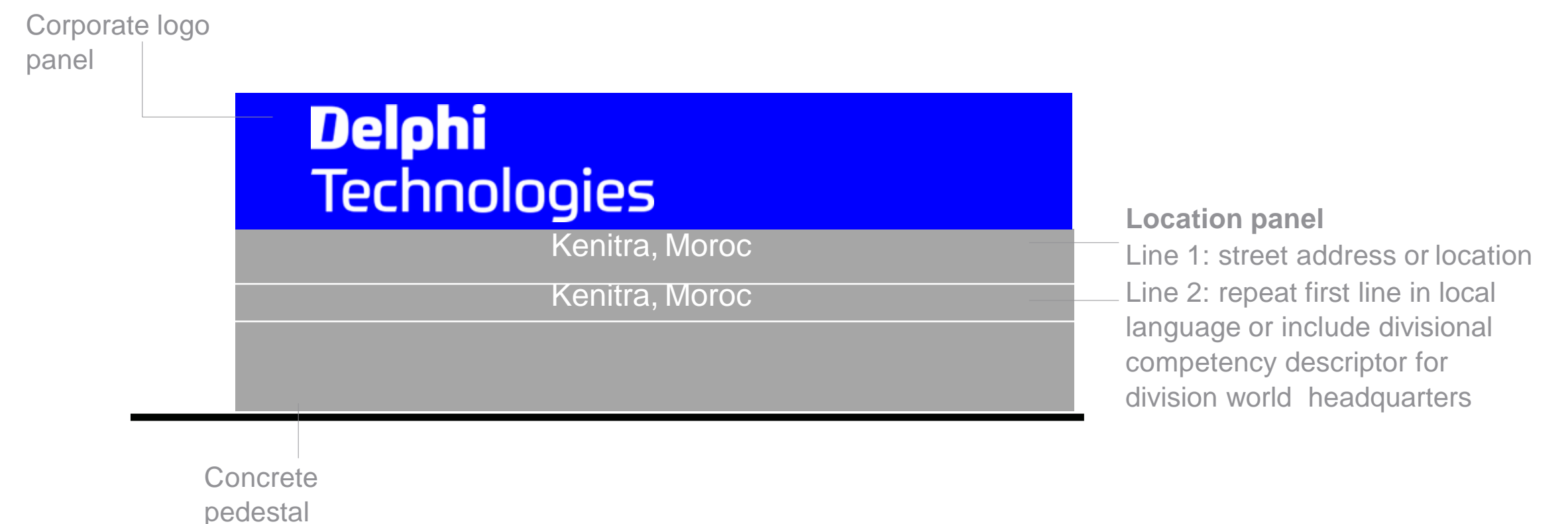
Monument signs are usually double-faced and installed perpendicular to the main traffic artery, preferably near the facility's main entrance. The sign cabinet is supported by a concrete pedestal embedded in the ground, meeting local codes and wind-load requirements.

No other logos may appear anywhere on external primary signage. No other copy or artwork may appear in the corporate logo panel. This space is strictly reserved for the corporate logo.

Numbers for street addresses may appear per local requirements. Divisional/PBU competency descriptors should only be used to identify the specific division/PBU's world headquarters.

Monument signage

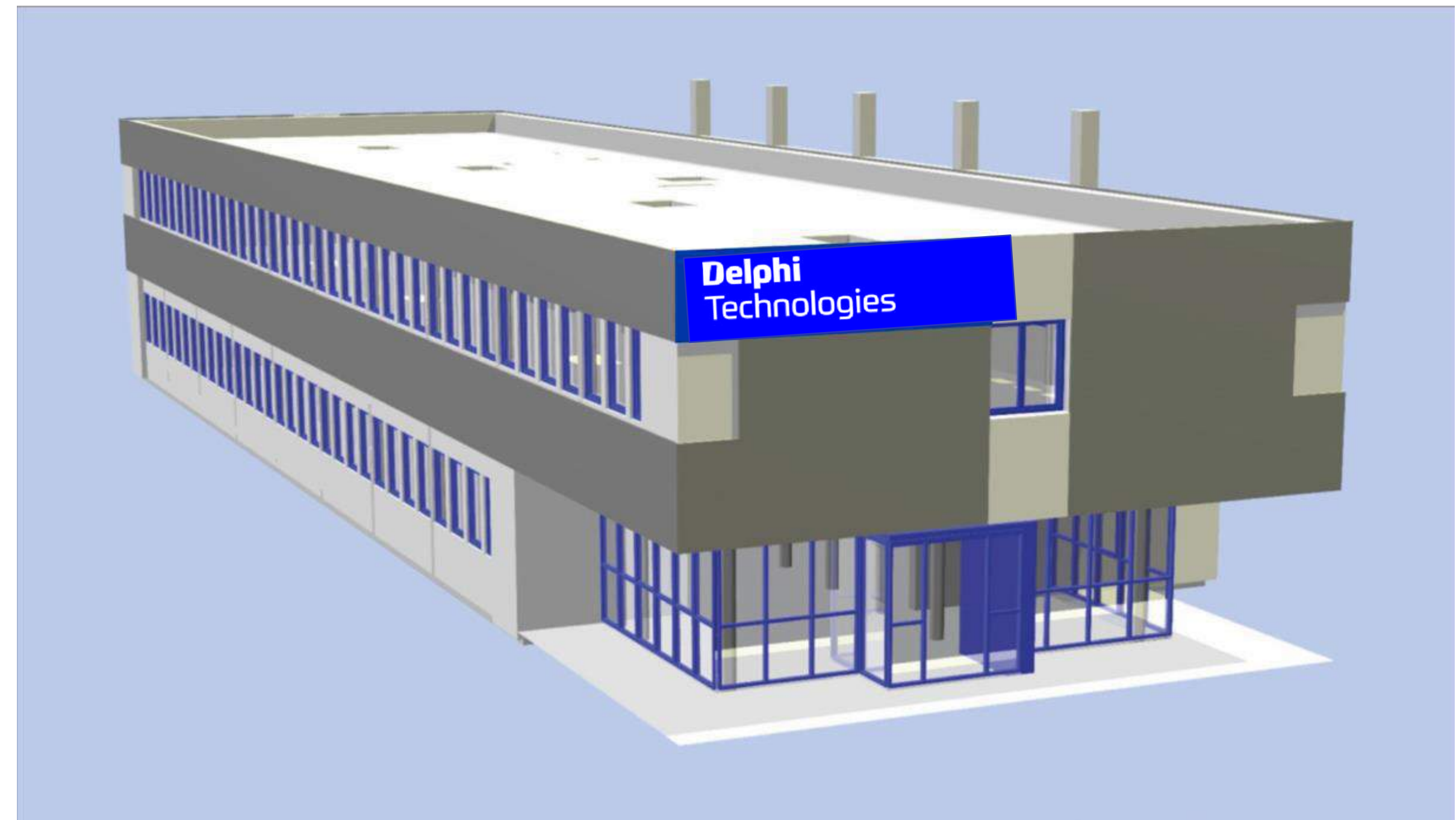
Illustrated is a 3' 7" x 14' 4" (1.09m x 4.37m) sign cabinet utilizing 5.5" (14.0cm) message letters. Typical concrete pedestal height for a monument sign is 2', 3' or 4' (.61m, .91m or 1.22m).



/ Signage at our facilities

External signage - wall mounted

Main wall signage is used when main ground mount and monument signage are not suitable because of space, visibility or local code restrictions. Main wall signs are always single-faced and flush mounted to the building's surface, orientated for best traffic visibility.



No other logos may appear anywhere on external primary signage. No other copy or artwork may appear in the corporate logo panel. This space is strictly reserved for the corporate logo.

/ Signage at our facilities

External signage - individual channel letters

Delphi
Technologies

In special situations, a wall sign of individual channel letters may be used in place of a main wall sign. Specifications and approval must be obtained in advance from the **Delphi Technologies Corporate Communications Brand Team**.



The corporate logo must adhere to the color standard and the proper spacing.

/ Signage at our facilities

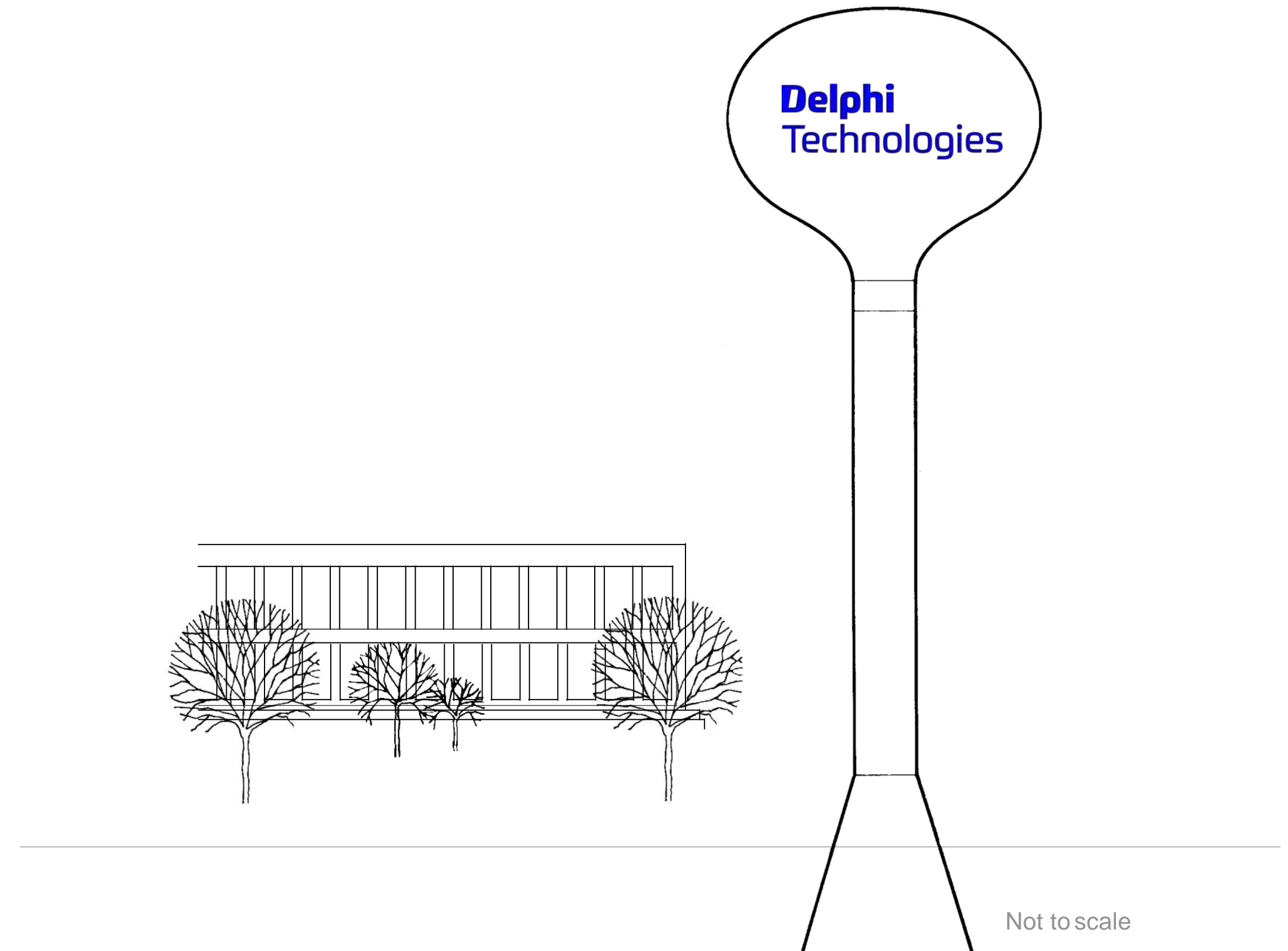
External signage - supplemental

Water towers and other silo-type structures provide a highly visible means of supplemental identification.

The entire structure should be painted white and display two or three corporate logo equally-spaced around the circumference. The size of the corporate logos are determined by the size and shape of the tower. The corporate logos should face the most open view and/or the heaviest traffic flow.

No other icons, logos or artwork may appear with the corporate logo on water towers. Any special circumstances will be reviewed on a case by case basis. Questions regarding water tower supplemental identification should be directed to the Delphi Technologies Corporate Communications team.

The corporate logo must adhere to the color standard.



/ Signage at our facilities

External signage - flags

Delphi
Technologies

When flown near the national flag, Delphi's corporate flag should match the width as closely as possible.

Due to differing aspect ratios, the height may not match

Delphi flags may be obtained from the approved flag supplier. For questions on flags or approved vendors contact the Worldwide Facilities Group.



Corporate logo applied to white background



10:19



1:2



2:3

Illustrated above is the only choice for corporate flag configuration.

/ Signage at our facilities

Internal signage

Overview

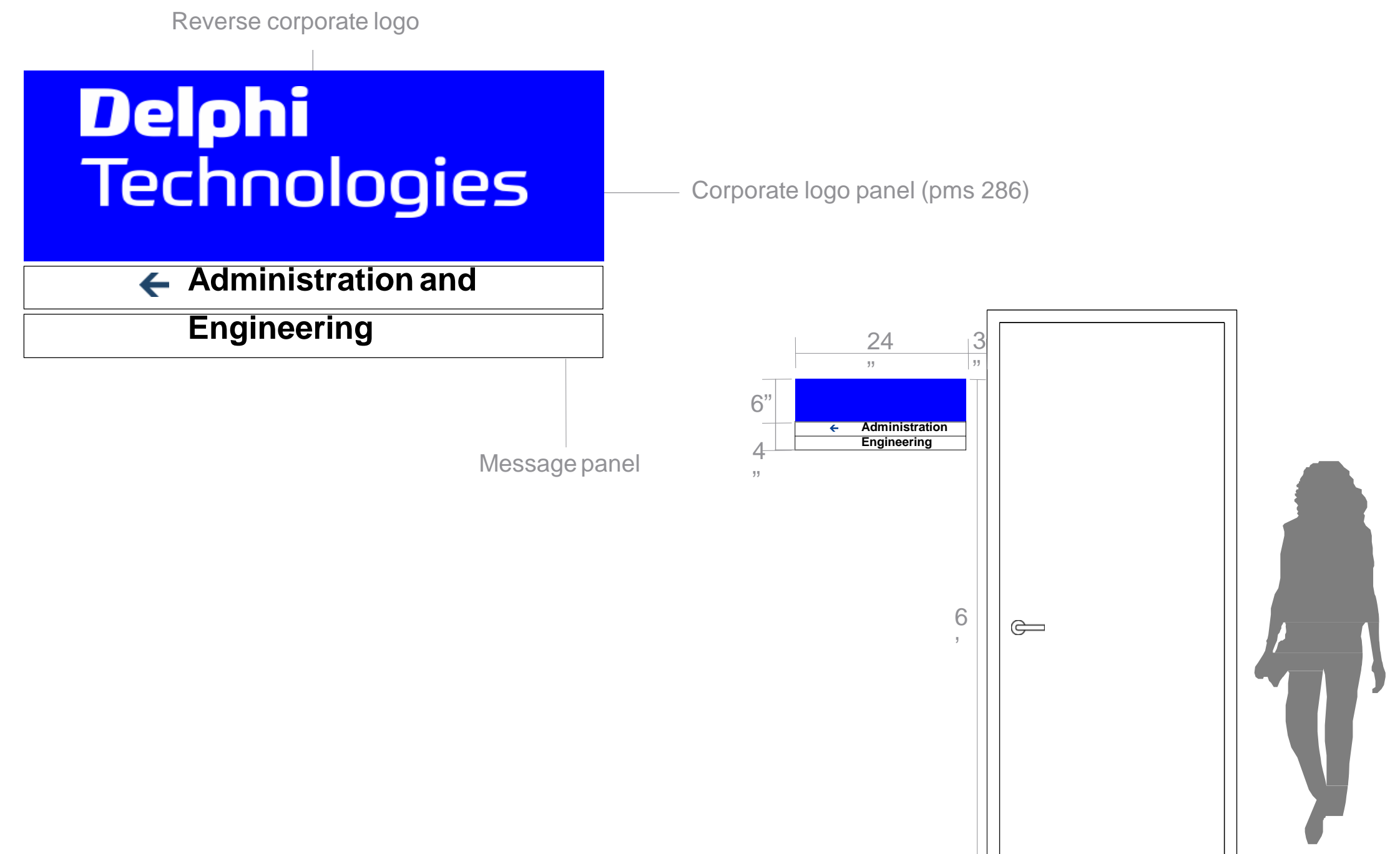
Internal signage directs employees and visitors within buildings to specific offices, departments and locations. Internal signage conveys a positive sense of continuity through consistent formatting, color, typography and nomenclature.

To command attention, internal signs should be placed in areas free from conflicting signage and architectural elements. Signs should be installed so that the distance from the floor to the top of the sign is 6'0" (1.83m). The distance from the edge of the door frame or wall corner should be 3" (7.6cm). Signs used for direction and information at corridor intersections are centered on the wall facing the approaching corridor. Signs at crossing intersections should be mounted on either side of the wall facing the approaching corridor. Room identification signs are flush mounted to the wall on the same side the door opens. All fasteners are concealed.

Use the corporate logo on internal signage is optional. When used, the corporate logo appears reversed out of Delphi Technologies Blue.

Message panels display directional arrows in Pantone 2935C and nomenclature in Delphi Technologies Black on a white background. The directional arrow and nomenclature typography (Soletto Light, upper and lowercase letters) are centered within the panel.

This section provides standards for five types of internal signage: fascia, directional, identification, office/personnel and supplemental identification. The length of the message determines the number of message panels used.



/ Signage at our facilities

Internal signage - fascia

Delphi
Technologies

Fascia signage directs employees and visitors within buildings to specific office, departments and locations.

Signs are always located above doorways and/or attached to corridor ceilings. The single panels always display the reverse corporate logo, with white nomenclature and directional arrows on a Delphi Technologies Blue background.

Illustrated to the right is the proportional template for all fascia signage. The signage minimum open space surrounds the corporate logo, and the nomenclature appears in Soleto XBold.

Reverse corporate logo is left justified on panel



Nomenclature

Directional arrow

Fascia signage

18" X 5' (.5M x 1.5M) panel.
Nomenclature height on the panel is 3" (7.6cm).

Internal signage - directional

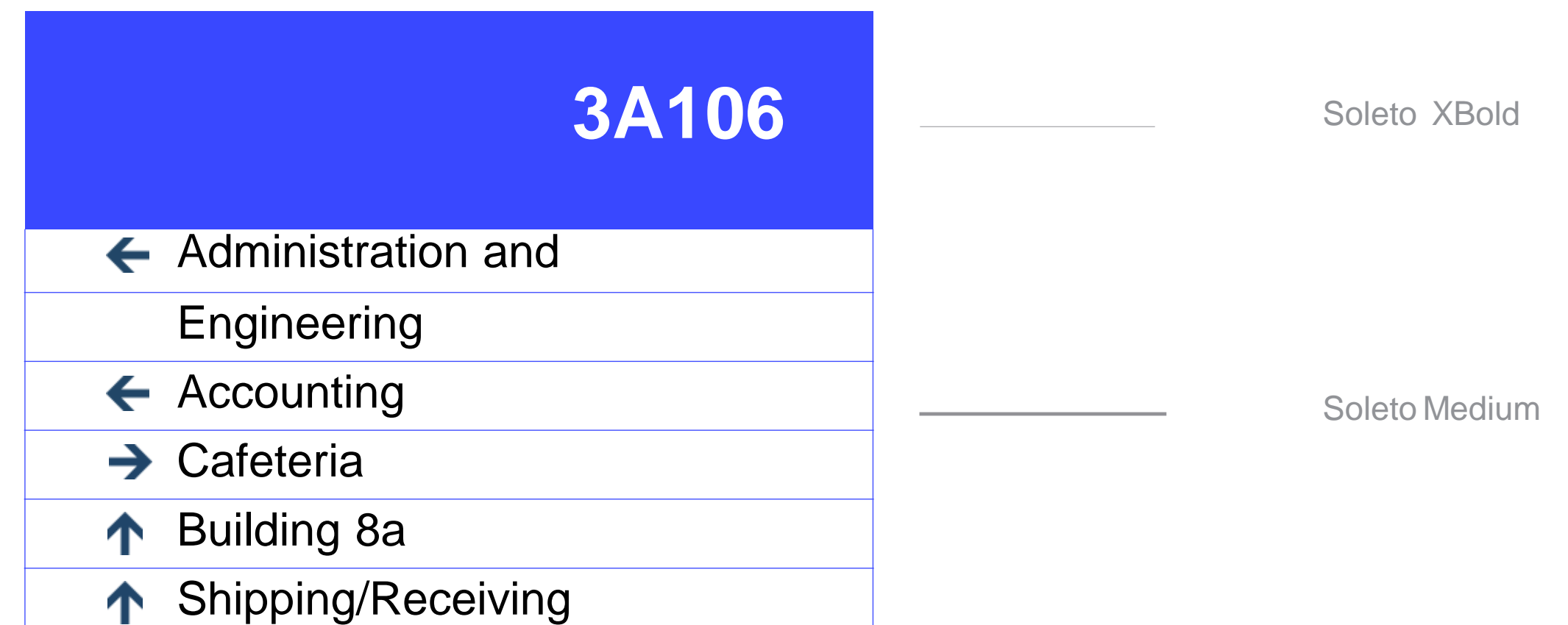
Directional signage guides employees and visitors within buildings to specific offices, departments and locations.

To command attention, directional signs should be installed as closely as possible to the direct line of vision of pedestrian traffic. Signs should be flush-mounted to wall surfaces and may accommodate additional information such as floor level, section and room numbers.

An example of recommended typography is shown above.

Internal directional signage

Corporate logo panel: 6" x 24" (15.2cm x 61cm) Message panels: 2" x 24" (5.1cm x 61cm) Nomenclature height on message panels: 1" (25.4mm)



/ Signage at our facilities

Internal signage - identification

Identification signage identifies offices, departments and locations within buildings.

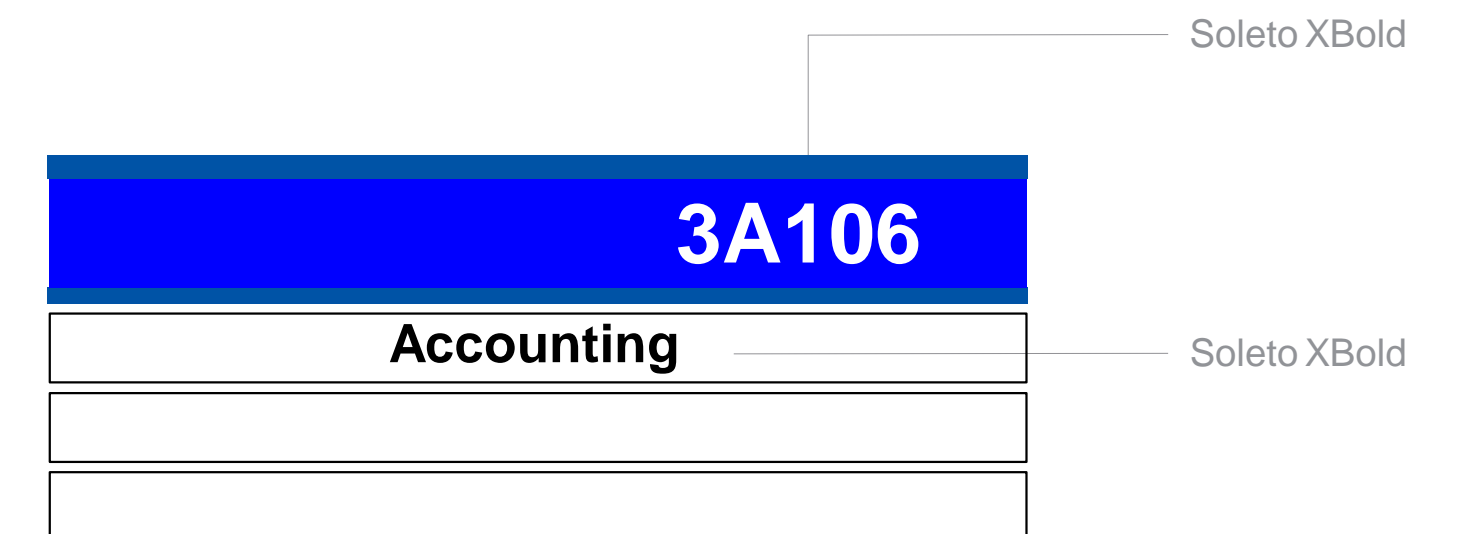
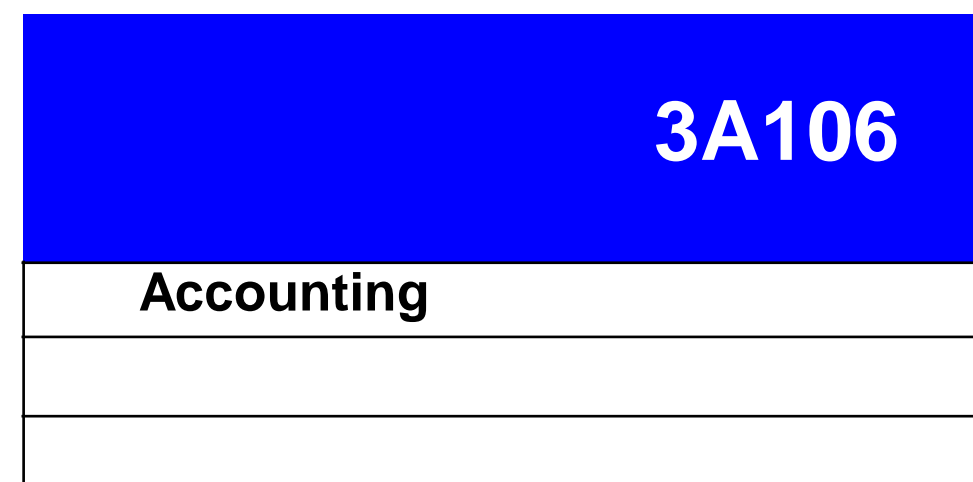
Identification signs should be flush-mounted to the wall on the same side the door opens, or where they will be most visible to pedestrian traffic. Signs may accommodate additional information such as floor level, section and room numbers. An example of recommended typography is shown above.

Identification signage

Corporate logo panel: 3" x 12" (7.6cm x 30.5cm)

message panels: 1" x 12" (2.5cm x 30.5cm)

nomenclature height on message panels: 1/2" to 3/4"(12.5mm to 19mm)



/ Signage at our facilities

Internal signage - office personnel

Office/personnel signage identifies employee offices and partitioned workspaces.

Office/personnel signs should be flush-mounted to the wall on the same side the door opens, or where they will be most visible to pedestrian traffic.

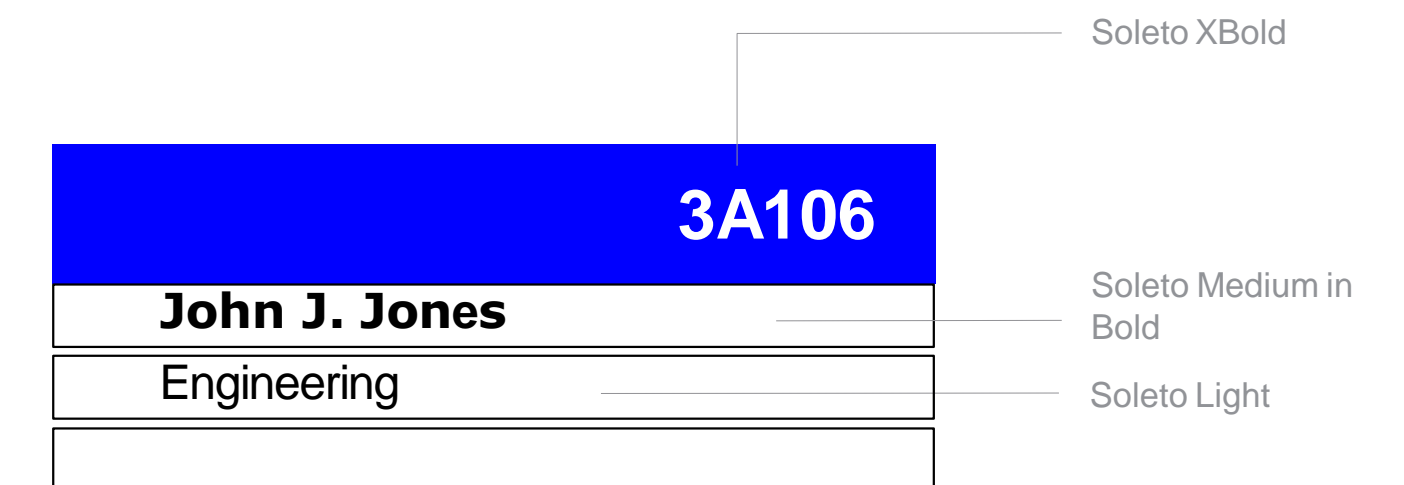
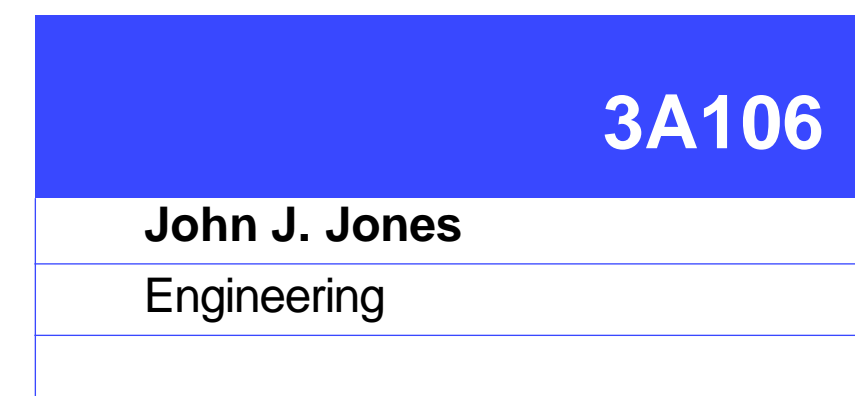
Recommended typography for office/personnel signage is Soleto Medium in Bold for the Employee Name, and Soleto Light for the title and function. Signs may accommodate additional information such as floor level, section and room numbers. An example of recommended typography is shown above.

Office/personnel signage

Corporate logo panel: 2" x 9" (5.1cm x 22.9cm)

message panels: 1" x 9" (2.5cm x 22.9cm)

nomenclature height on message panels: 1/2" to 3/4" (12.5mm to 19mm)



Signage for our Customers and Distributors



/ Signage for our Customers and Distributors

Building render



/ Signage for our Customers and Distributors

Header Sign



Recommended dimensions range
≥ 9000m

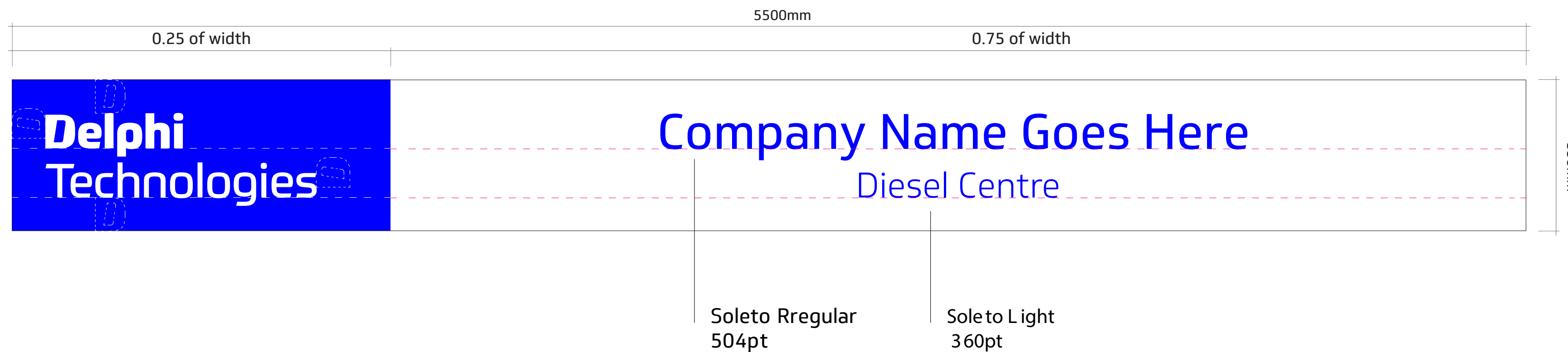
Clear space

The clear space should equal the height of the “D” in Delphi.

Element placement

The blue logo band should occupy the left quarter (0.25) of the total width of the sign. The logo should be scaled to the maximum size while respecting clear space, and be flush to the left edge of the clear space. The header and subtitle should be centered in the remaining 3/4 of the space (as shown above).

The company name should be aligned with the baseline of Delphi. The subtitle should be aligned with the baseline of “Technologies.”



/ Signage for our Customers and Distributors

Delphi Fast Fit header signs dimension ranges

9000mm ≤ 28000mm



Element placement

Fast Fit

12000mm ≤ 14000mm



14000mm ≤ 18000mm



14800mm



/ Signage for our Customers and Distributors

Delphi Fast Fit header signs dimension ranges

Delphi Technologies

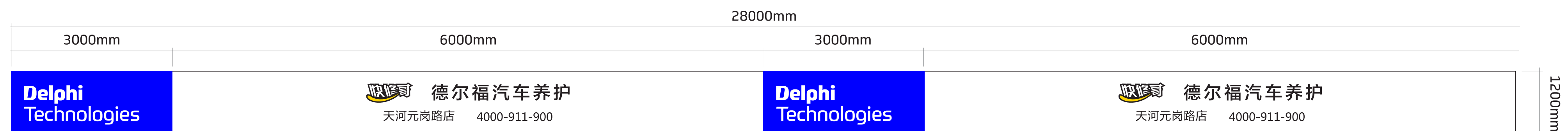
18000mm ≤ 22000mm



22000mm ≤ 28000mm



28000mm ≥



/ Signage for our Customers and Distributors

Open Hours sign

Open hours sign

Recommended dimensions*
750mm x 1150mm

Clear space

The clear space should equal the height of the “D” in Delphi.

Element placement

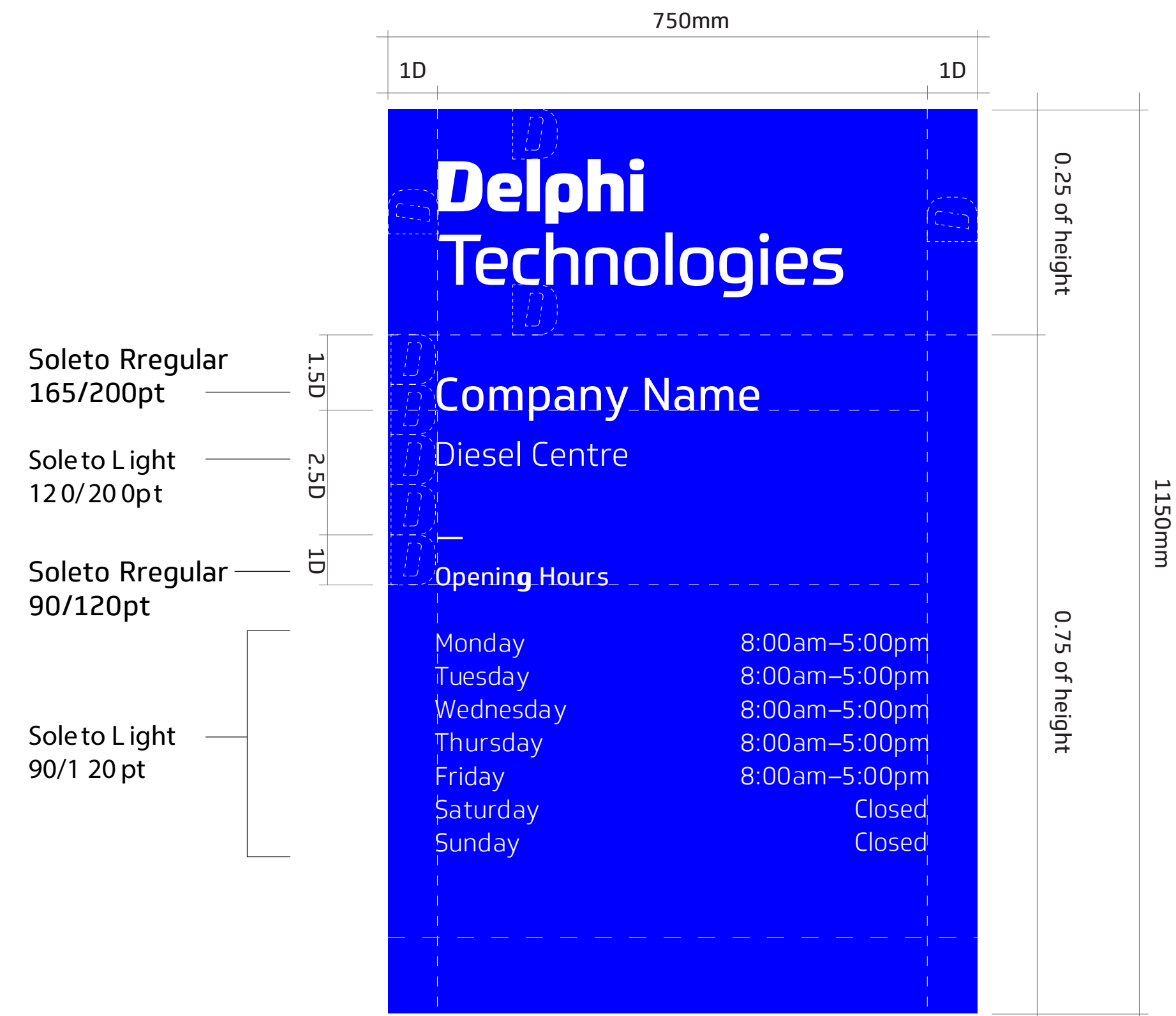
The logo should occupy the top quarter (0.25) of the total height of the sign. The logo should be scaled to the maximum size while respecting clear space, and be flush to the left edge of the clear space.

Text should be aligned with the left edge of the logo in the remaining three quarters (0.75) of height of the sign (as shown).

The baseline of the company name should be 1.5D down from the logo area. The subtitle should be contained in the same text box as the company name with the text size and line spacing as indicated.

The separating horizontal line should be 0.5D in width, and 4D down from the logo area, and the baseline of Opening Hours should be 1D below this. The days and hours text should be contained in the same text box as Opening Hours with the text size and line spacing as indicated.

*Dimensions can be changed if necessary depending upon space available.



/ Signage for our Customers and Distributors

Delphi Capabilities sign

Delphi
Technologies

Delphi Capabilities sign

Recommended dimensions*
1189mm x 800mm

Clear space

The clear space should equal the height of the “D” in Delphi.

Element placement

The logo should occupy the top panel of the header sign and should be scaled to the maximum size while respecting clear space. The logo should be flush to the left edge of the clear space.

Text in the identifier panel should be aligned to the left edge of the logo and centered vertically in the lower panel.



*Dimensions can be changed if necessary depending upon space available.

/ Signage for our Customers and Distributors

Delphi Capabilities sign (cont.)

Delphi Capabilities sign (cont.)

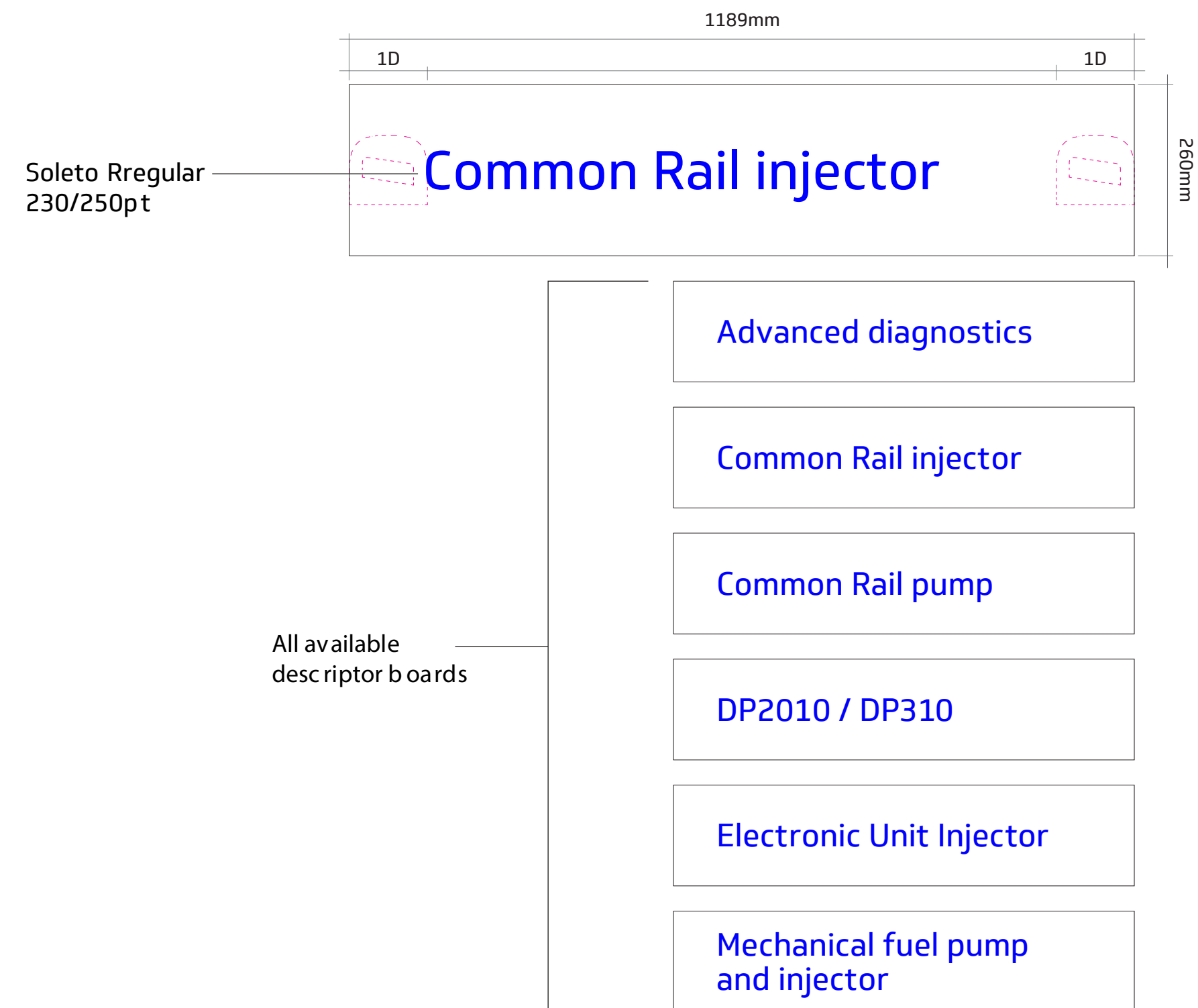
Recommended dimensions*
1189mm x 260mm

Clear space

There should be a clear space equal to the height of the “D” in Delphi on the right and left side.

Element placement

Text in the modular panel should be aligned left, 1D from the left edge of the panel and centered vertically in the panel.



*Dimensions can be changed if necessary depending upon space available.

/ Signage for our Customers and Distributors

Retail sign

Delphi Technologies

Retail sign

Recommended dimensions*

873mm x 1205mm

Clear space

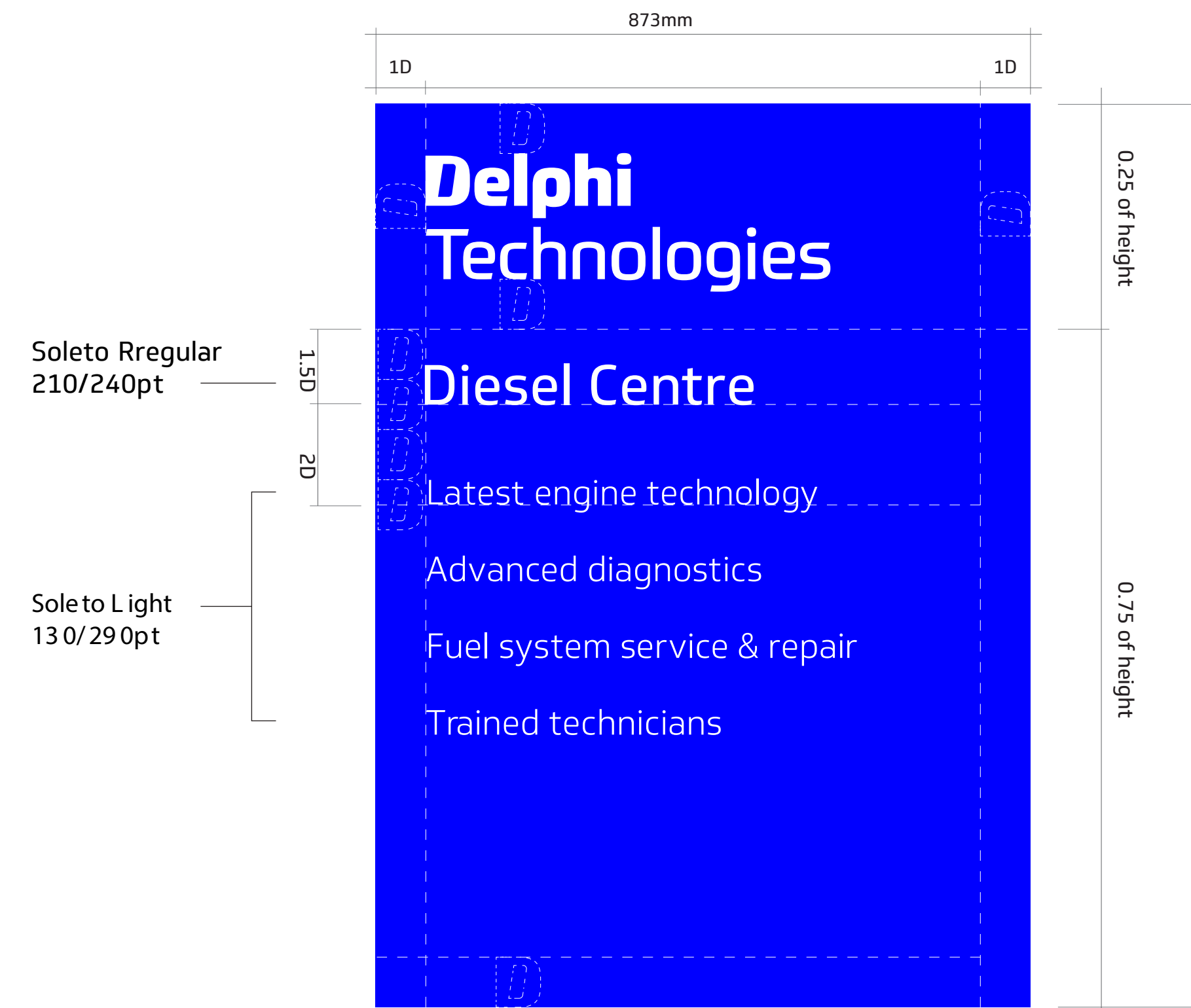
The clear space should equal the height of the “D” in Delphi.

Element placement

The logo should occupy the top quarter (0.25) of the total height of the sign. The logo should be scaled to the maximum size while respecting clear space, and be flush to the left edge of the clear space.

Text should be aligned with the left edge of the logo in the remaining three quarters (0.75) of height of the sign (as shown).

The baseline of Diesel Centre should be 1.5D down from the logo area. Additional text should be 2D further down with text size and line spacing as indicated.



*Dimensions can be changed if necessary depending upon space available.

/ Signage for our Customers and Distributors

Retail sign

Retail sign

Recommended dimensions*

841mm x 1189mm

Clear space

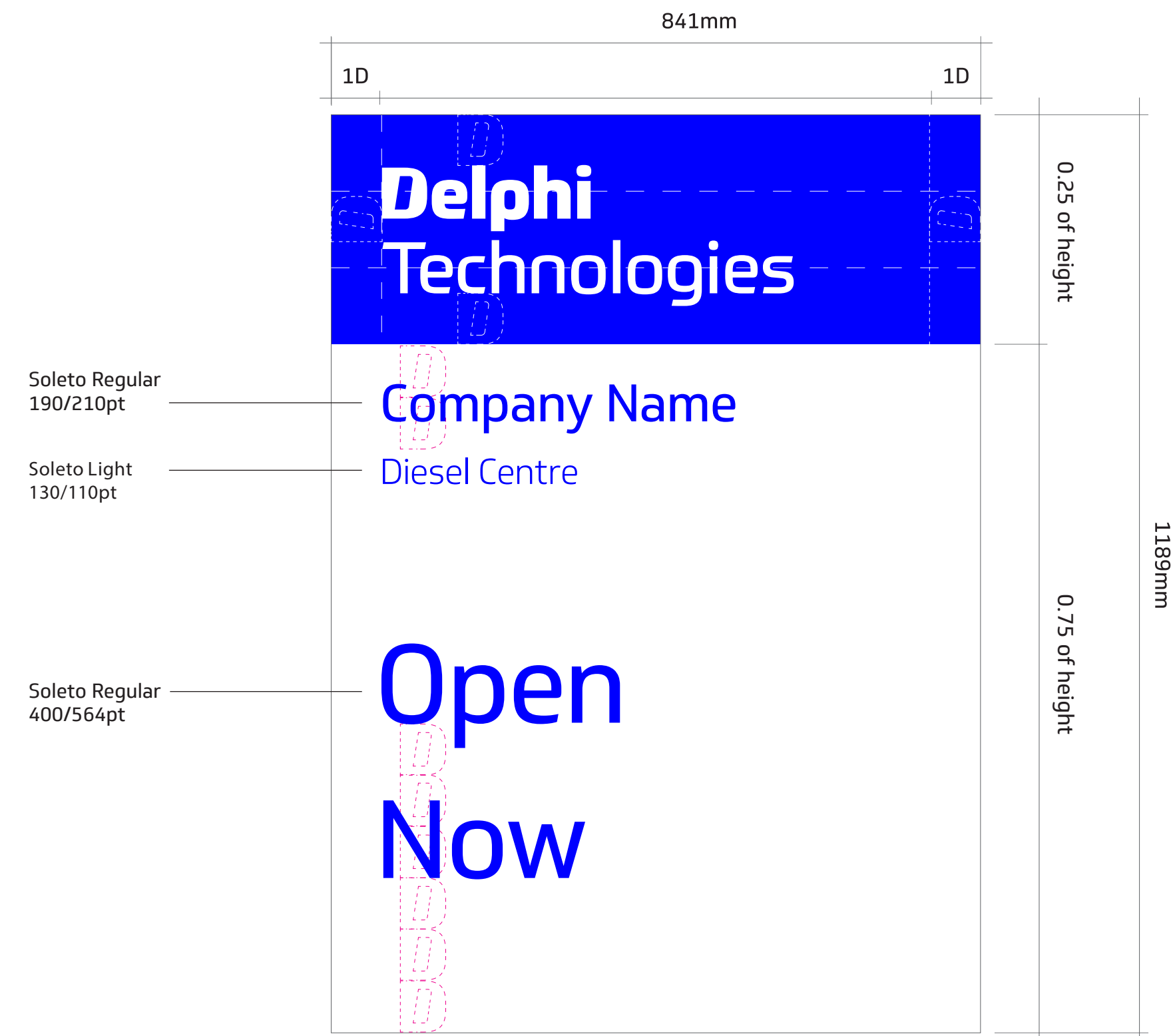
The clear space should equal the height of the “D” in Delphi.

Element placement

The blue logo band should occupy the top quarter (0.25) of the total height of the sign.

The baseline of the company name should be 1.5D from the blue logo band.

“Open Now” should be placed 3D from the bottom of the sign, with the an additions 3D separating the lines of text.



*Dimensions can be changed if necessary depending upon space available.

Packaging Standards



Wallpaper pattern coated finish

Wallpaper pattern coated finish

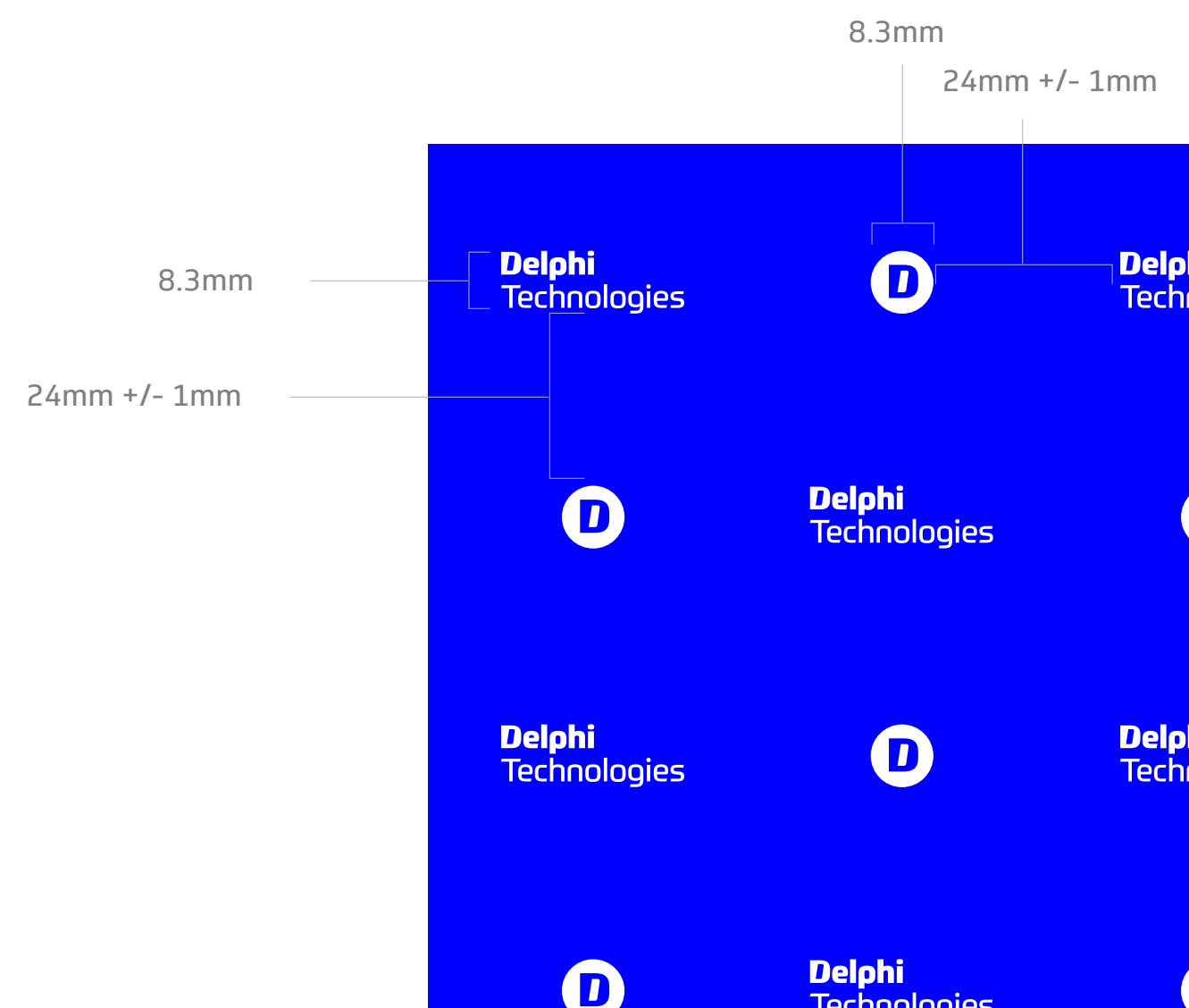
The wallpaper pattern is a seamless combination of the Delphi Technologies logo and the D symbol reversed out of Delphi Blue (Pantone PLUS 2935C). It is the default graphic to be used for all packaging, and is intended to cover the entire package exterior. As a seamless pattern logos and symbols will appear cropped in some applications.

The pattern should always be applied at the scale illustrated. It should never be reduced or enlarged to fit a specific package.

*** Please note: Delphi packaging engineer will send additional specification, advising the; orientation, sizes, tolerance and type of design to be used per product and packaging type.**

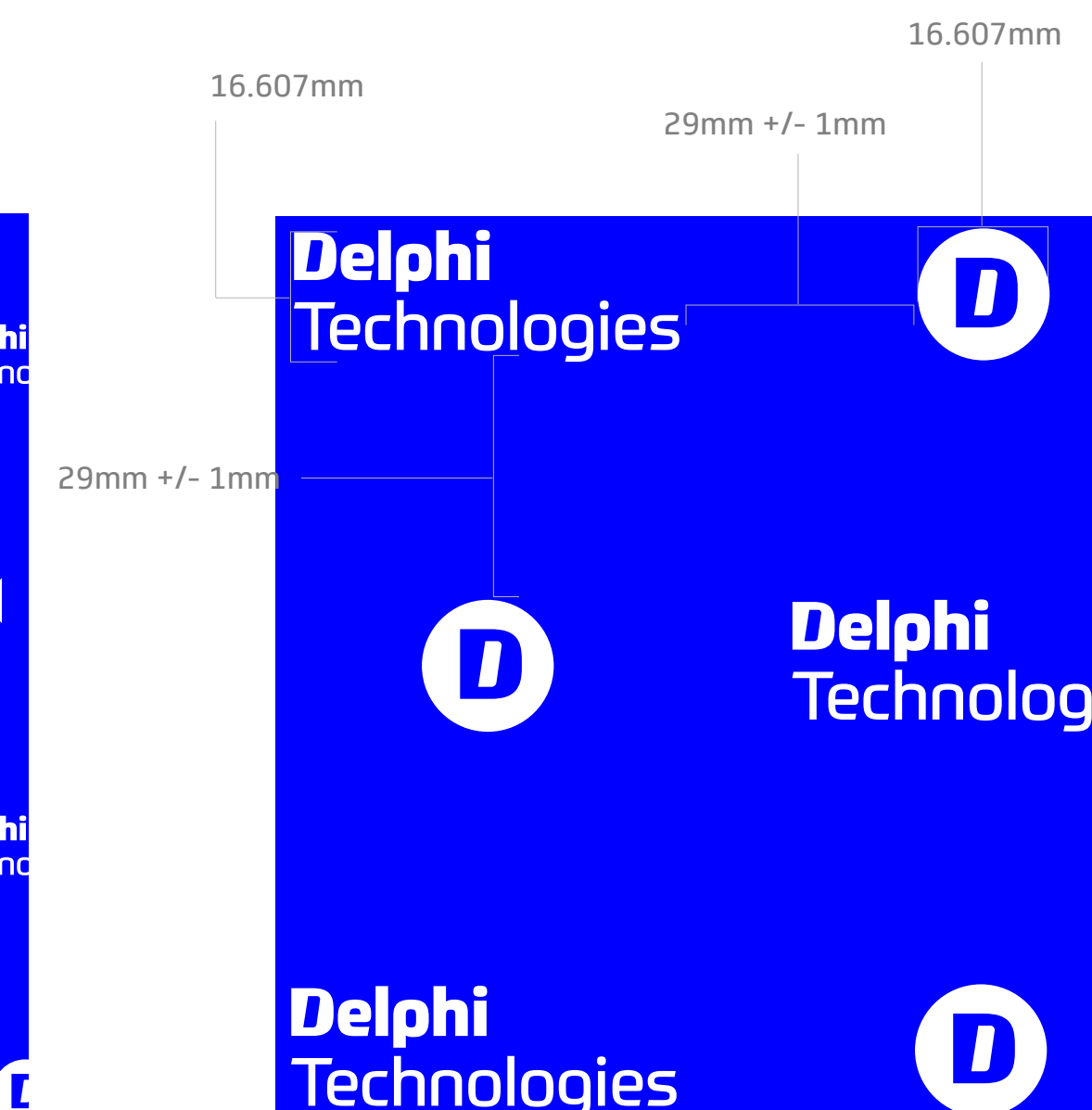
Small wallpaper

Used when the largest surface of any single face when carton is constructed is less than 62500mm sq.



Large wallpaper

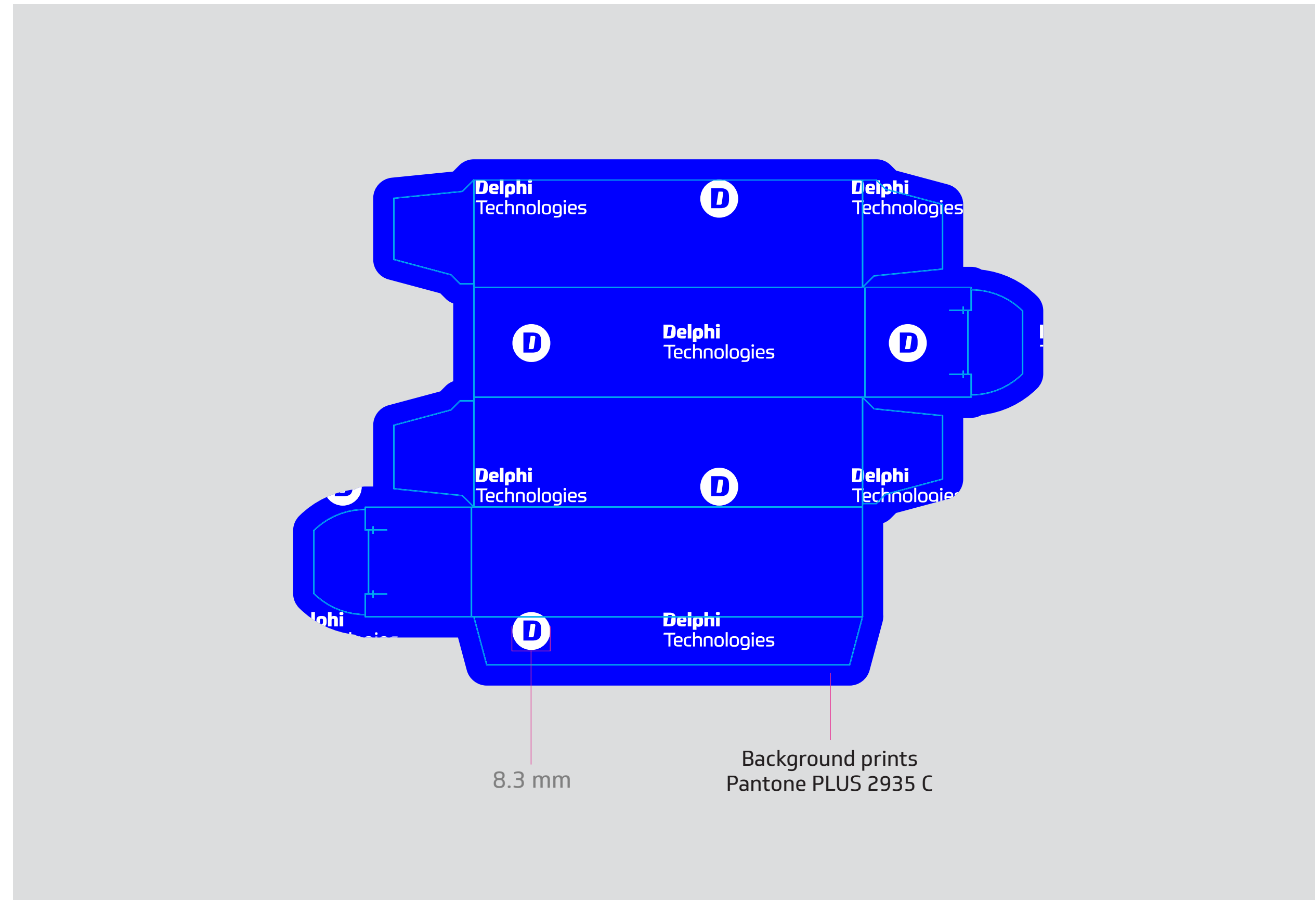
Used when the largest surface of any single face when carton is constructed is equal to or larger than 62500mm sq.



Applying the wallpaper - boxes

Small size boxes: small wallpaper

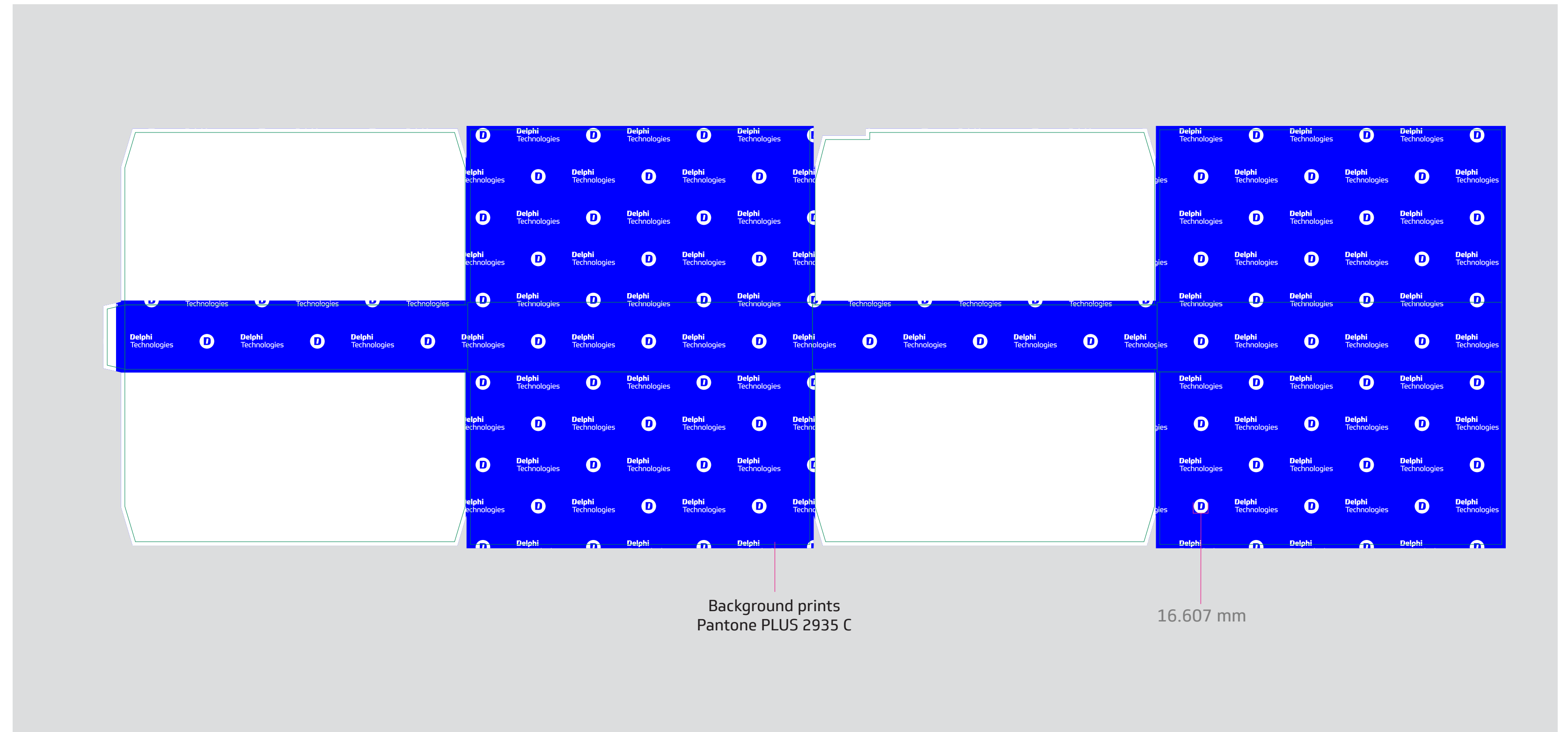
Largest surface of any single face when carton is constructed less than 62500 mm sq.



Applying the wallpaper - boxes

Large size boxes: large wallpaper

Largest surface of any single face when carton is constructed to be equal to or larger than 62500mm sq.



Labels - transition plan

Phase 1

Current production label

August 2018 - January 2018



Phase 2

Transition label

February 2019 - February 2021

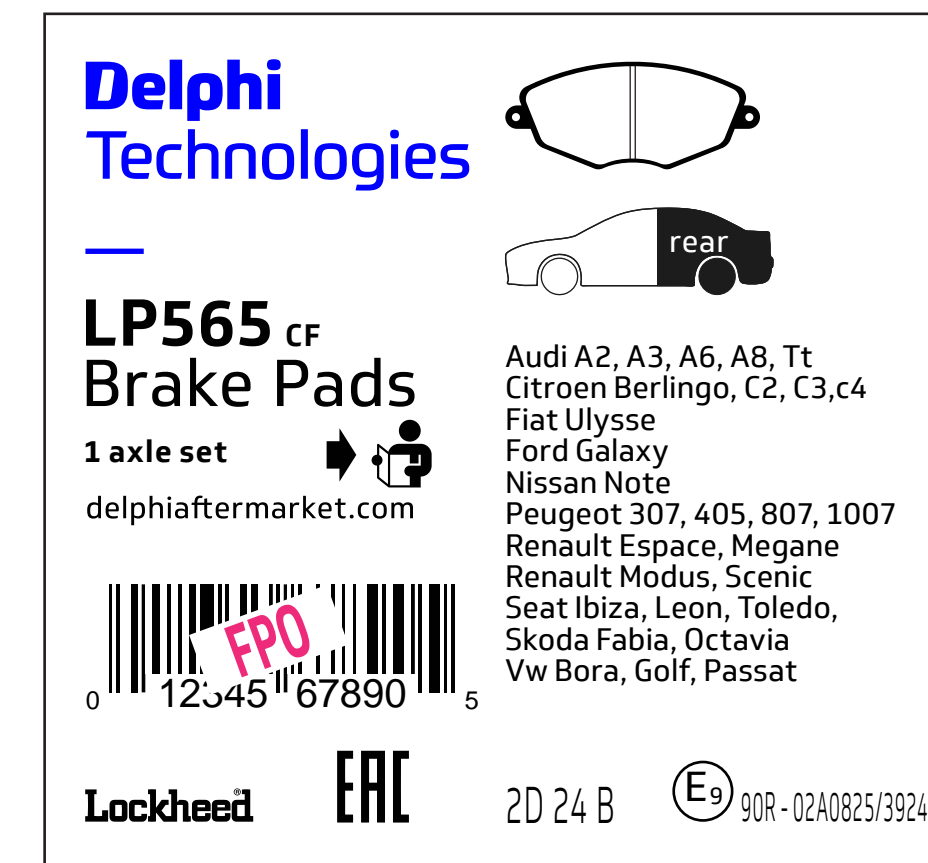


Phase 2 labels follow the phase 3 layout described in the following pages, with the addition of the Delphi red oval in the lower left corner. The red oval should be sized to match the width of Delphi in the Delphi Technologies logo.

Phase 3

Final label

March 2021 onwards



Product number to be the most prominent text on the label.

Labels - building the grid

Labels - building the grid

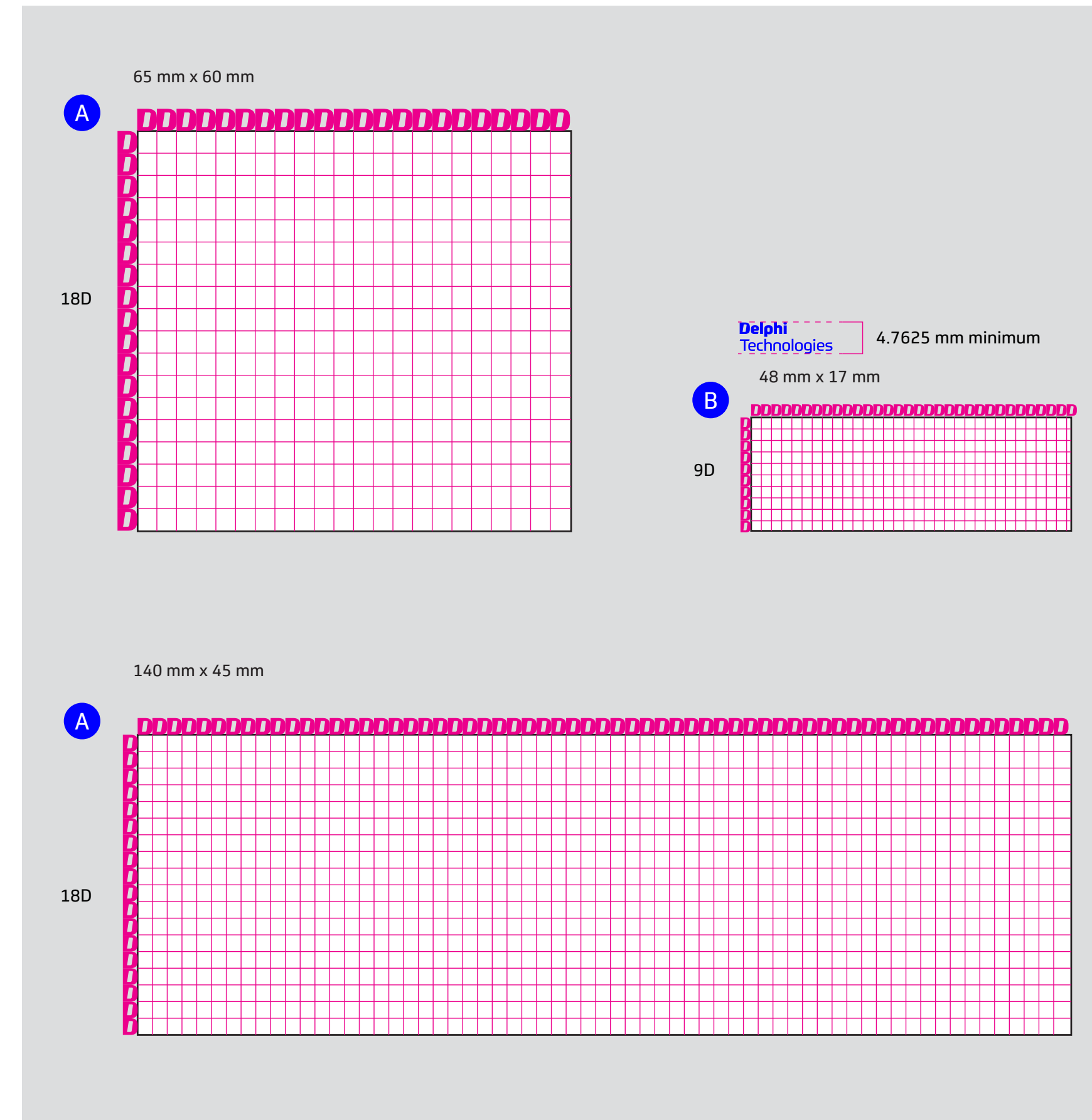
A Labels greater than 32 mm in height

Start by dividing the label horizontally into 18 rows. Scale the Delphi Technologies logo so that the D is equal in height to one row. Divide the label vertically, starting from the left side, into columns equal to the width of the D. Partial column on the right side is acceptable.

B Labels less than 32 mm in height

Labels less than 32 mm in height use the minimum logo size of 4.7625 mm. Starting at the top, divide the label horizontally into rows equal to the height of the D (1.722 mm), and from the left divide vertically into columns equal to the width of the D (1.526 mm). Partial column on the right side is acceptable.

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**



Brake Pad (phase 3) 65mm x 60mm

All labels

Product number is set in Delphi Soleto Bold. All other data is set in Delphi Soleto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product number

Front/rear

Application models

ECE R90

EAC logo (minimum 5 mm in height)

Lockheed logo

Date code

Barcode

Quantity

Optional information – space permitting

URL

Product graphic

Friction material

To maintain legibility all type should be a minimum of 6 pt.

The blue dash should be no longer than the width of 3 characters of the type surrounding it. The weight should be consistent with the font immediately above or below it, and the color should be Delphi Technologies Blue (Pantone PLUS 2935C).

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**

Long Copy Example

Friction material

Blue dash

Product number

Product name

Quantity

URL

Barcode

Product graphic

Front / rear

Application models

Lockheed logo

EAC logo

Date code

ECE R90

/ Packaging Standards

Example labels - Brake Disc

Brake Disc (phase 3) 140mm x 65mm

All labels

Product number is set in Delphi Soleto Bold. All other copy is set in Delphi Soleto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product number

Front/rear

Application models

EAC logo (minimum 5 mm in height)

Lockheed logo

Date code

Barcode

Quantity

Friction material

Optional information – space permitting

URL

Product graphic

Weight (in KG)

Country of origin

To maintain legibility all type should be a minimum of 6 pt.

The blue dash should be no longer than the width of 3 characters of the type surrounding it. The weight should be consistent with the font immediately above or below it, and the color should be Delphi Technologies Blue (Pantone PLUS 2935C).

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**

Long Copy Example

The image shows a sample label for a brake disc on a pink grid background. The label includes the following elements:

- Delphi Technologies** logo in blue.
- A blue horizontal dash.
- Product name: **B62147 Plain Brake Disc (double)**.
- URL: delphiaftermarket.com with an arrow and a person icon.
- A barcode with the number 0 12345 67890 5 below it.
- A red 'FPO' stamp over the barcode.
- Application models listed in two columns:
 - Left column: Fiat Orono 1978>, Fiat Panda 1960>, Fiat Panda Van >, Fiat Uno & Uno Van 1983>, Fiat X19 1976>, Innocenti Koral 1990>, Lancia Delta 1980>, Lancia Prisma 1980>.
 - Right column: Lancia Y10 1985>, Seat 127, 128, 131, 132, Fura 1972>, Seat Ibiza, Malaga 1972>, Seat Marbella, Panda 1972>, Seat Ronda, Terra Vista 1972>, Yugo 311, 45, 45a, 611, 613 1972>, Yugo 56, 56a, 65, 65a, Tempo 1982>.
- Product graphic: A brake disc icon and a car silhouette labeled 'front / rear'.
- EAC logo and technical specifications: **Lockheed EAC 2D 23 B 6.4kg CN**.

Example labels - Brake Drum

Brake Drum (phase 3) 140mm x 45mm

All labels

Product number is set in Delphi Soletto Bold. All other data is set in Delphi Soletto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product number

Application models

EAC logo (minimum 5 mm in height)

Lockheed logo

Date code

Barcode

Optional information – space permitting

URL

Product graphic

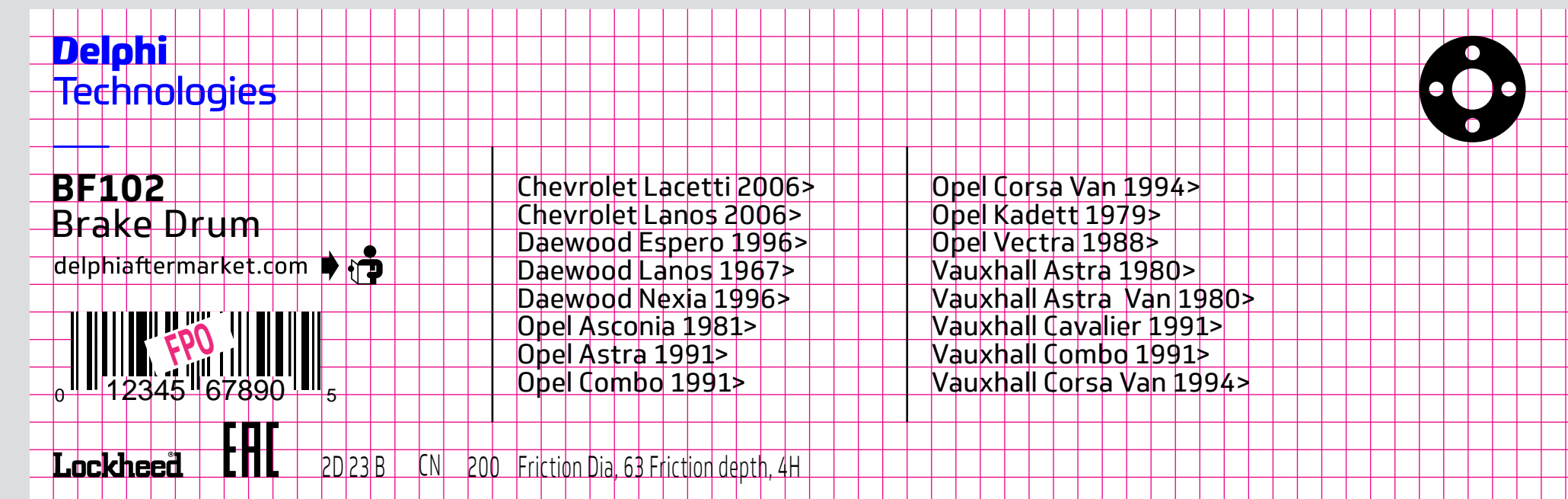
Country of origin

To maintain legibility all type should be a minimum of 6 pt.

The blue dash should be no longer than the width of 3 characters of the type surrounding it. The weight should be consistent with the font immediately above or below it, and the color should be Delphi Technologies Blue (Pantone PLUS 2935C)

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**

Long Copy Example



Example labels - Steering Suspension

Steering Suspension (phase 3) 70mm x 25mm

All labels

Product number is set in Delphi Soleto Bold. All other copy is set in Delphi Soleto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product number

Product graphic

Application models

EAC logo (minimum 5 mm in height)

Quantity

Date code

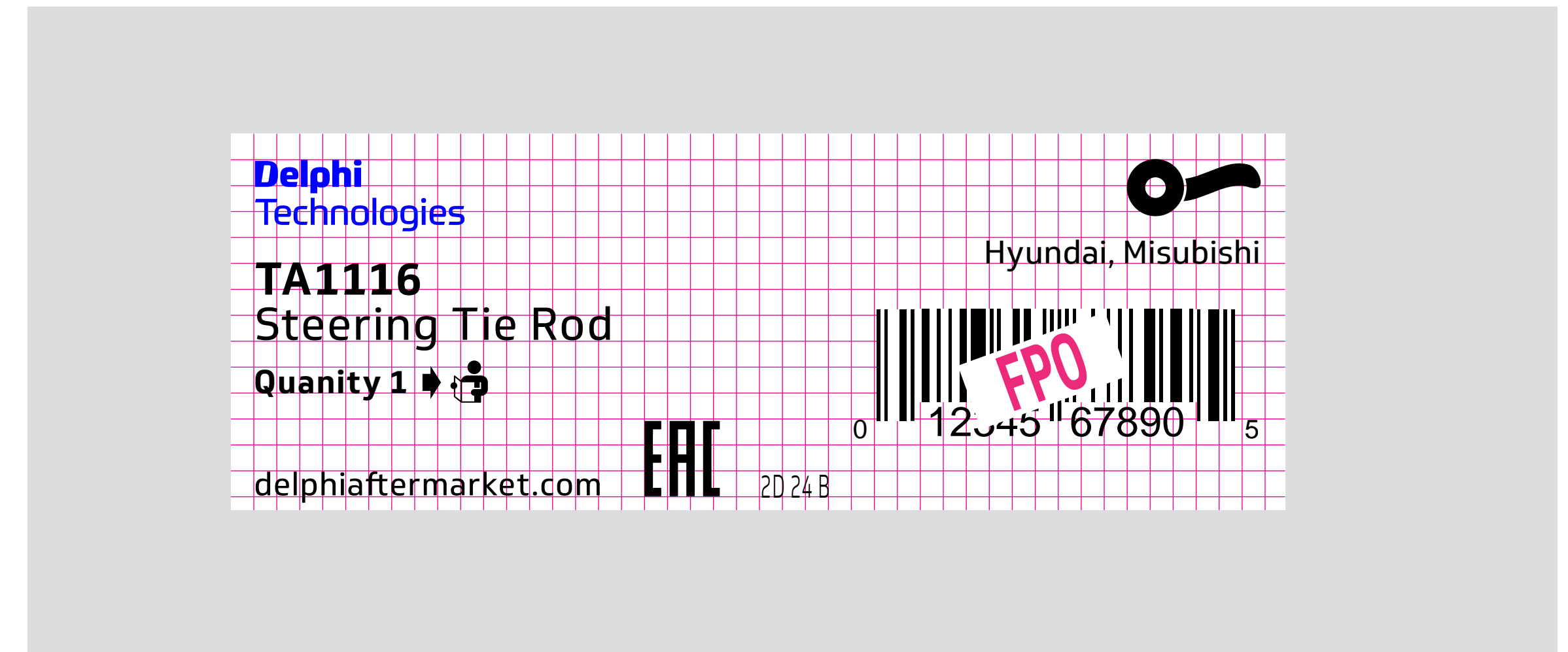
Barcode

Optional information – space permitting

URL

To maintain legibility all type should be a minimum of 6 pt.

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**



Steering Suspension (phase 3) 48mm x 17mm

All labels

Product number is set in Delphi Soleto Bold. All other data is set in Delphi Soleto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product number

Product graphic

Application models

EAC logo (minimum 5 mm in height)

Quantity

Date code

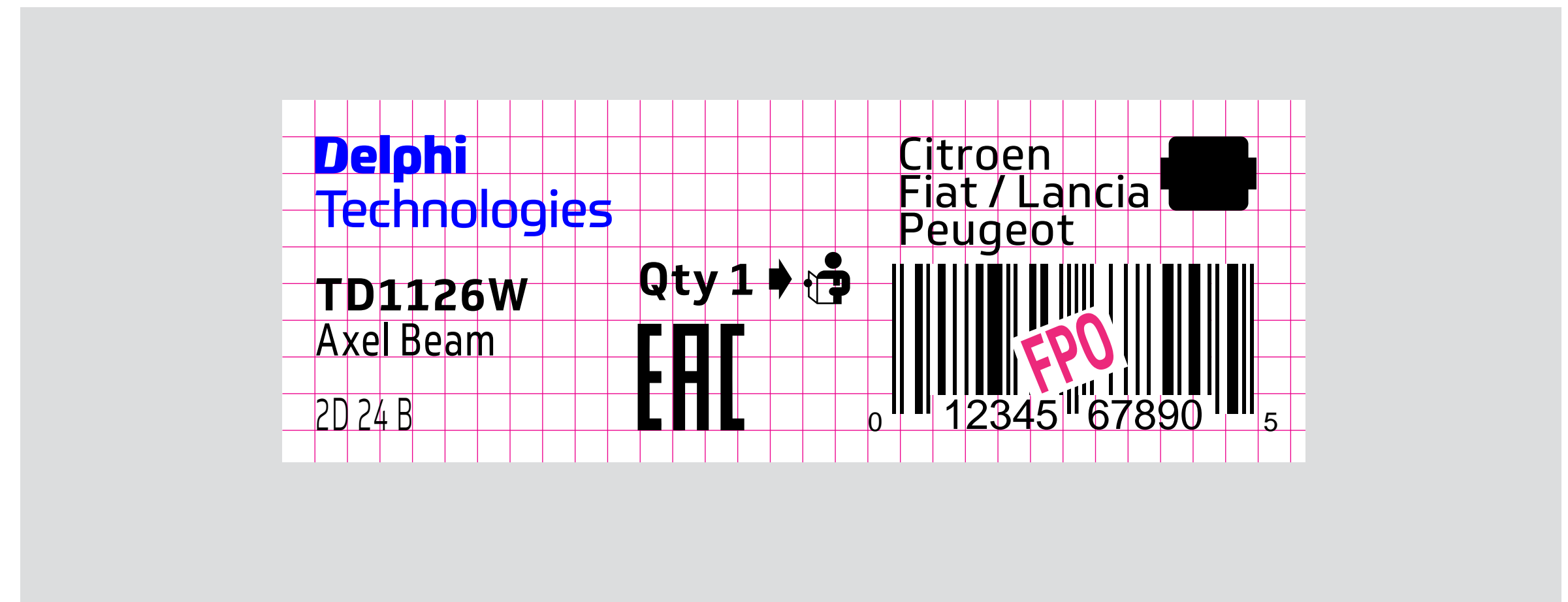
Barcode

Optional information – space permitting

URL

To maintain legibility all type should be a minimum of 6 pt.

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**



Example labels - Ignition Coil

Ignition Coil (phase 3) 70mm x 40mm

All labels

Product number is set in Delphi Soleto Bold. All other copy is set in Delphi Soleto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product name translations

Product number

EAC logo (minimum 5 mm in height)

Quantity

Date code

Barcode

Company full name and address

Optional information – space permitting

URL

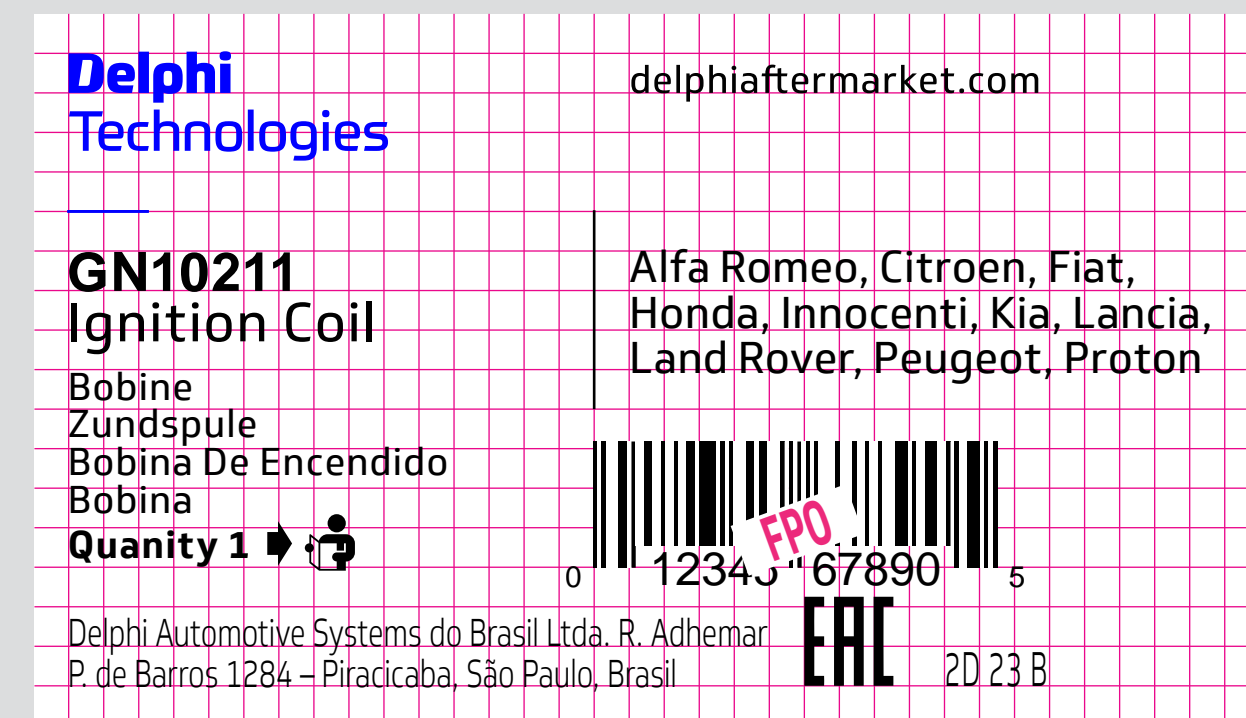
Application models

To maintain legibility all type should be a minimum of 6 pt.

The blue dash should be no longer than the width of 3 characters of the type surrounding it. The weight should be consistent with the font immediately above or below it, and the color should be Delphi Technologies Blue. (Pantone PLUS 2935C)

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**

Long Copy Example



Example labels - Diesel

Diesel (phase 3) 114mm x 76mm

All labels

Product number is set in Delphi Soleto Bold. All other data is set in Delphi Soleto Regular

Mandatory information

Delphi Technologies logo (Pantone PLUS 2935C)

Product name

Product name translations

Product number

EAC logo (minimum 5 mm in height)

C.A.V. logo

Quantity

Date code

Barcode

URL

Optional information – space permitting

Marketing information and attributes

To maintain legibility all type should be a minimum of 6 pt.

The blue dash should be no longer than the width of 3 characters of the type surrounding it. The weight should be consistent with the font immediately above or below it, and the color should be Delphi Technologies Blue (Pantone PLUS 2935C).

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**

Delphi Technologies

Engineered by Delphi Technologies

Made in United Kingdom

ABC123NW

OE Remanufactured Injector (single)

150 Patents
Holder of more than 30 OE-proprietary innovation 150 patents

Mercedes C200, C220, E200, E220

80 Years
Manufacturer of dependable fuel delivery parts for over 80 years.

delphiaftermarket.com

0 12 45 67890 5

CAV EAC 2D 24 B

Refurbished by Delphi Technologies

Remanufactured by Delphi Technologies

NAME	PANTONE PLUS
Engineered Blue	2935 C
Refurbished Red	485 C
Remanufactured Green	802 C

Bag - Design options (Front)

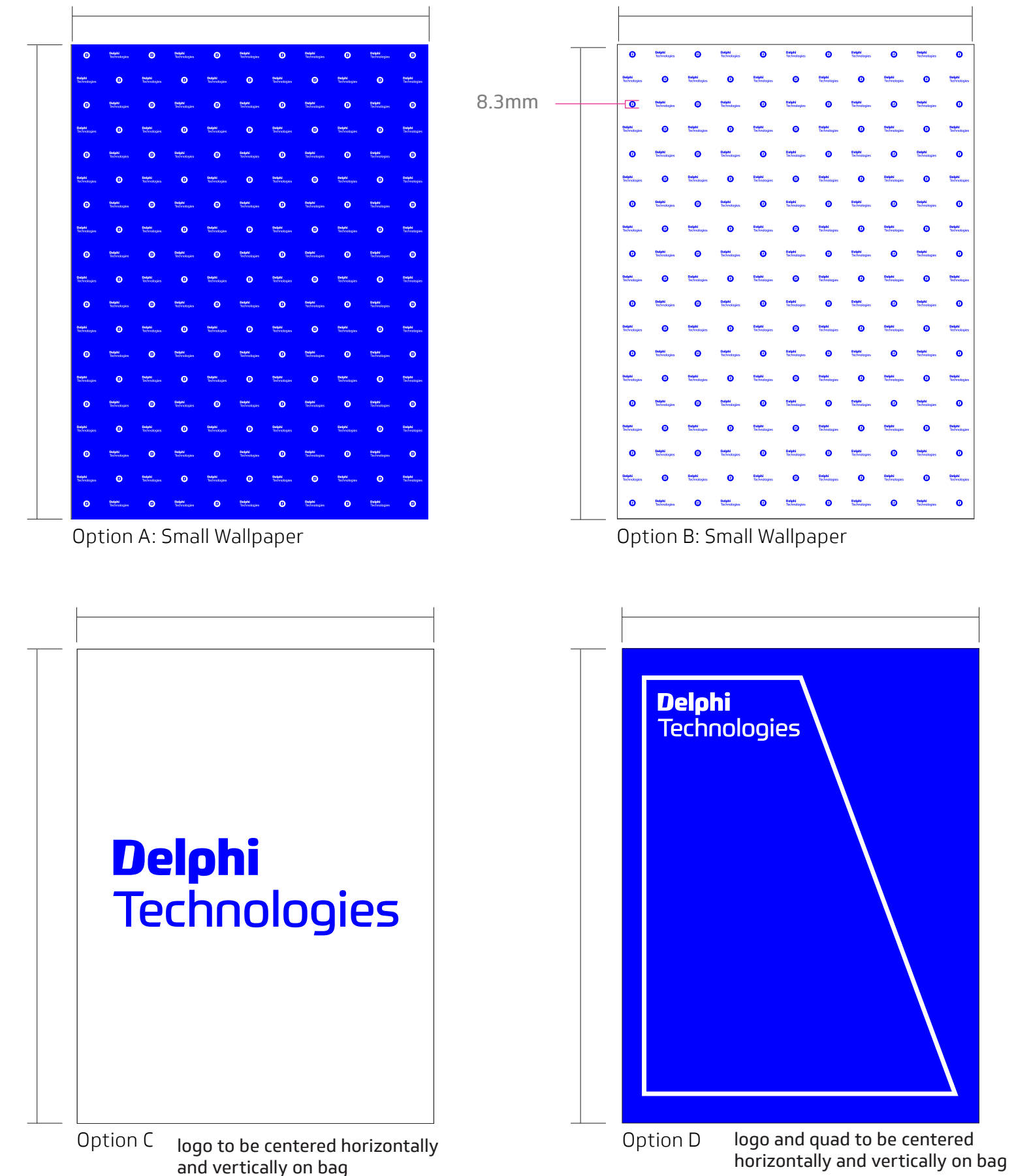
Bags - Design option (Front)

Clear bags have four design options for the front as illustrated to the right. The wallpaper patterns used in Option A and B follow the same rules as cartons and should always be applied at the scale illustrated to the right.

Proportionally scale the layout in options C and D to fit other bag sizes. The patterns on options A and B should not be scaled. See page 13 for choosing the appropriate scale wallpaper pattern.

All blue to match Pantone PLUS 2935 C

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**

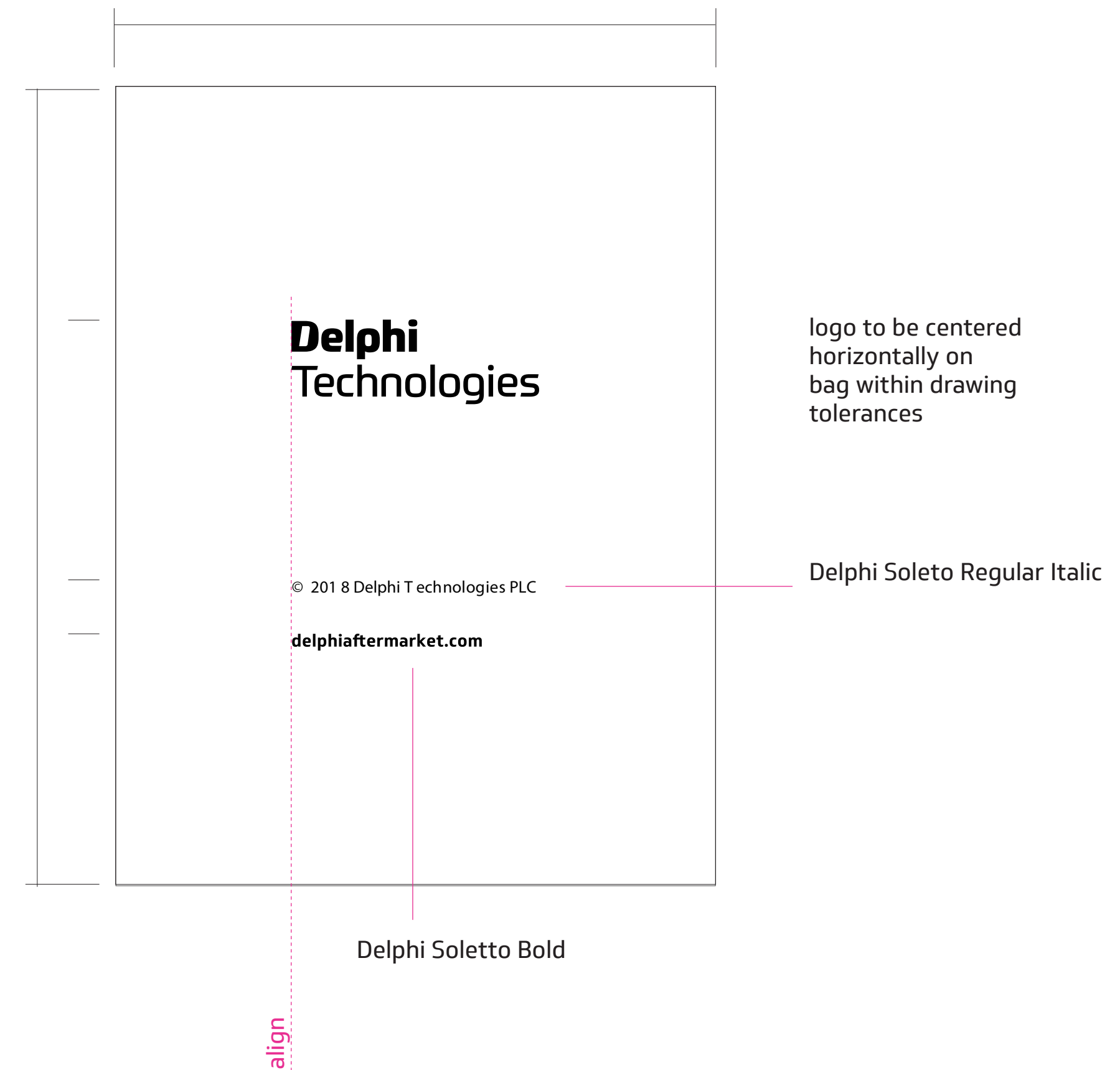


Bag - Design options (Rear)

Bags - Design option (Rear)

All clear bag backs use the design to the right, regardless of design option used for the front. Proportionately scale this layout to fit other bag sizes, while ensuring the minimum size for the Delphi Technologies logo, and type legibility are maintained. Note type legibility may vary depending on print method.

*** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.**



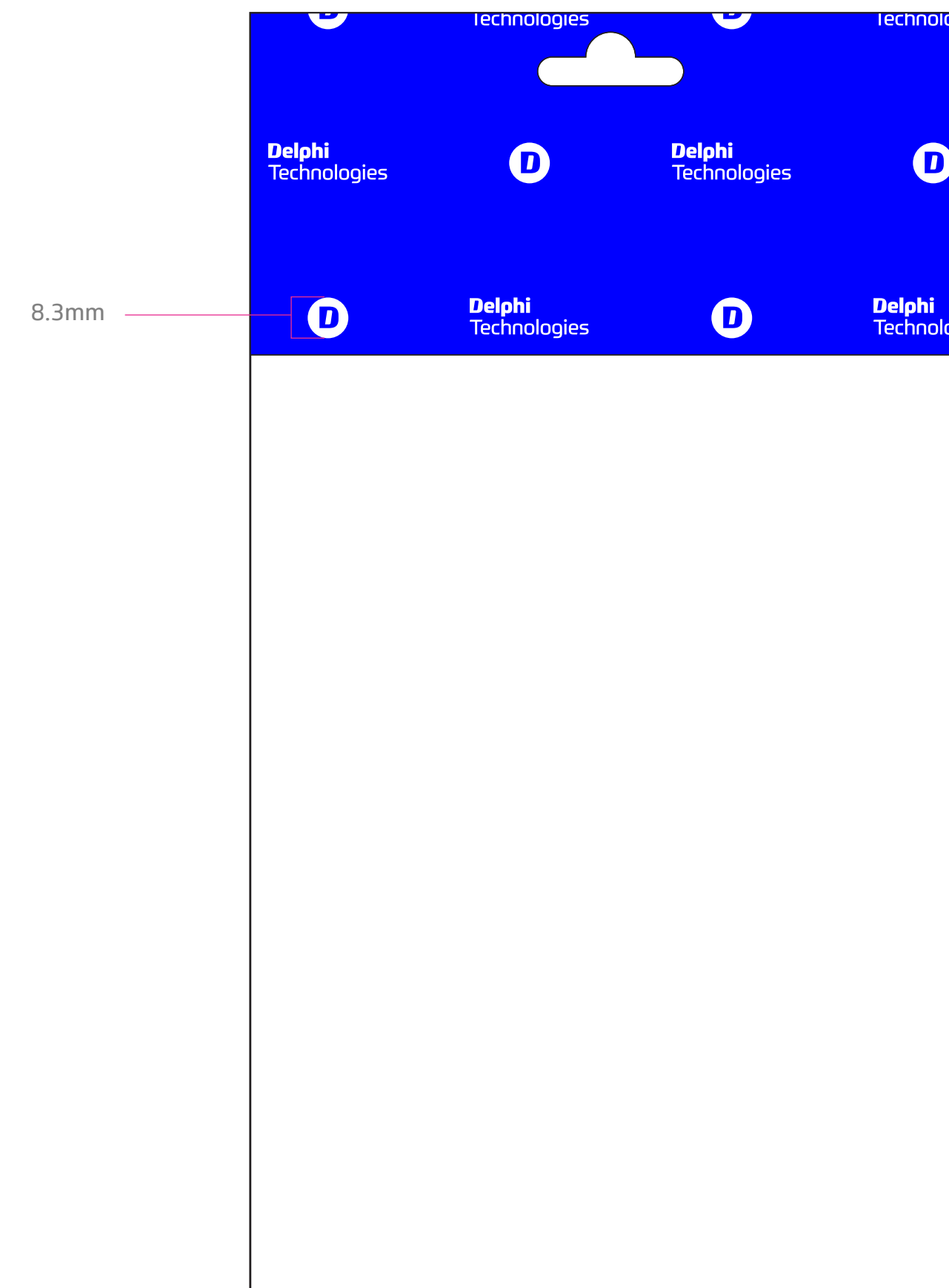
Bag - Header cards

Header cards

Hanger tops use the primary wallpaper pattern reversed out of Pantone PLUS 2935 C.

See page 13 for choosing the appropriate scale wallpaper pattern.

**** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.***



Hard marking (Molded packaging)

Hard marking (Molded packaging)

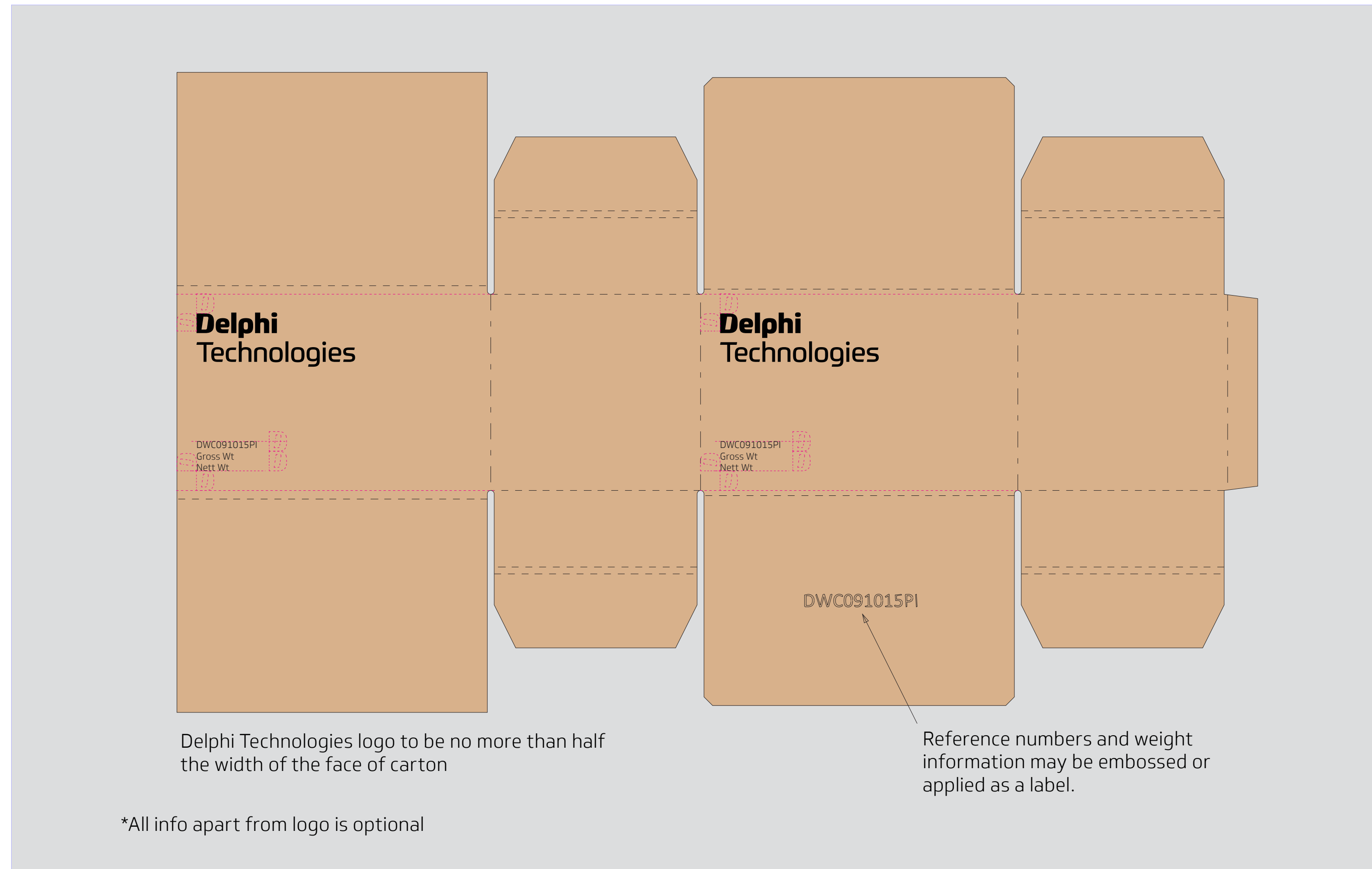
As a general rule for product hard marking, the Delphi Technologies logo should be used wherever possible. The D symbol is permissible if the full Delphi Technologies logo is present elsewhere on the product. In extreme limited space applications where the Delphi Technologies logo will not fit at a legible size, contact Corporate Communications for approval to use the D symbol only.

All final layouts need to be reviewed by engineering and Corporate Communications before implementation.

**** Please note: Delphi packaging engineer will send additional specification, advising the; sizes, tolerance and type of design to be used per product and packaging type.***



Brown boxes



/ Packaging Standards

Retail pack

Retail pack

Retail packaging is reserved for specific products with a business case that justifies the additional printing expense. Approval for this variance must be obtained through the PIM process prior to producing a retail pack.



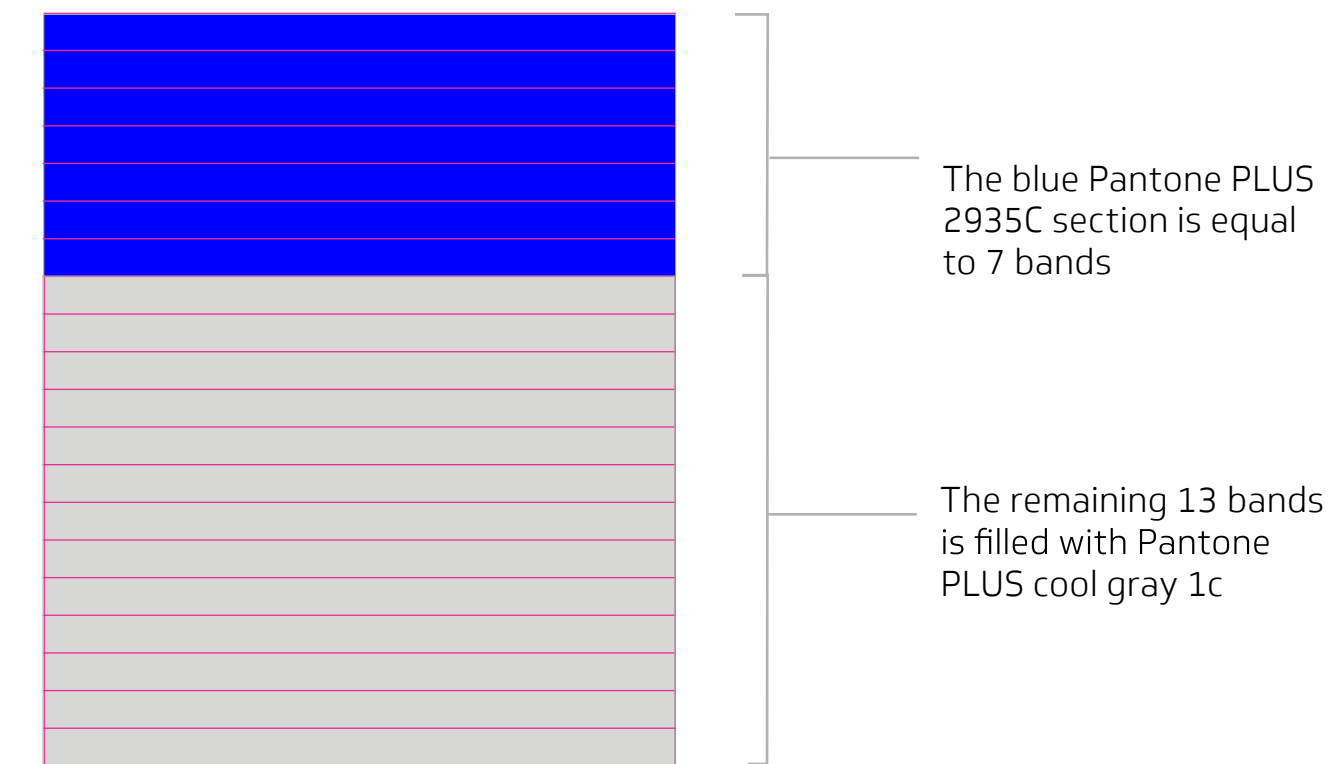
The 20-band grid

The 20-band grid

An underlying 20-band grid is used on retail packs to determine the size of the brand and image segments and help organize the layout of all elements from panel to panel. The grid ensures that the relative proportion of the two segments remain consistent, whether the package is large or small, or has a vertical or horizontal orientation.

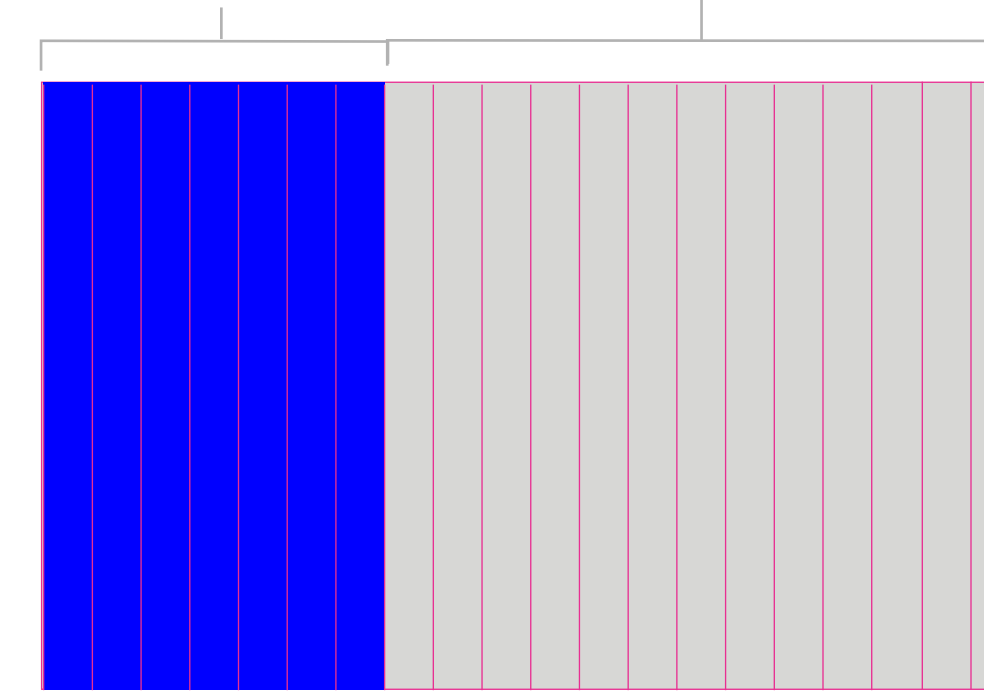
The brand segment is always equal to seven grid bands, whether in a vertical or horizontal orientation.

vertical pack



The blue Pantone PLUS 2935C section is equal to 7 bands

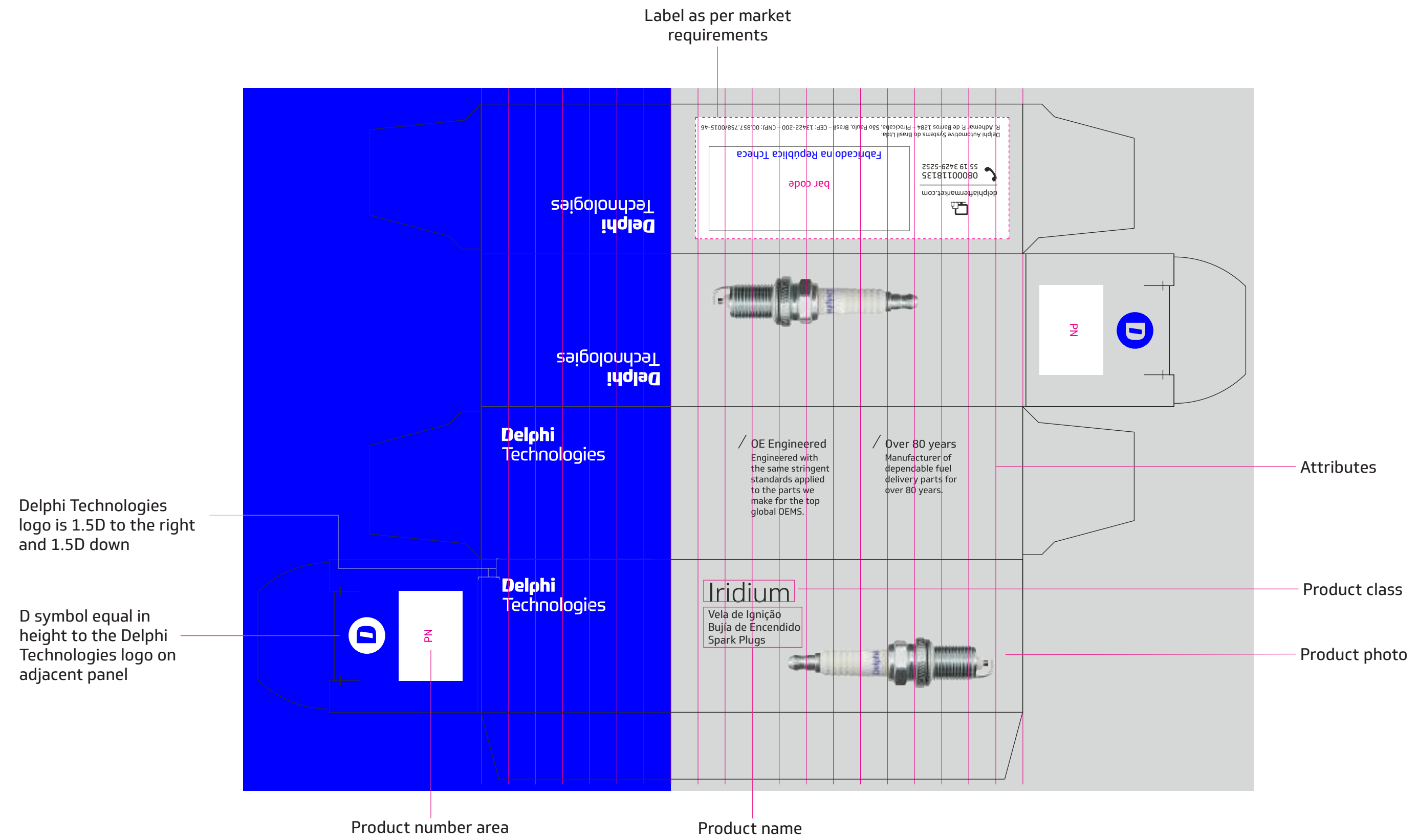
The remaining 13 bands is filled with Pantone PLUS cool gray 1c



Applying retail pack design

Example by product line

Sparek Plugs

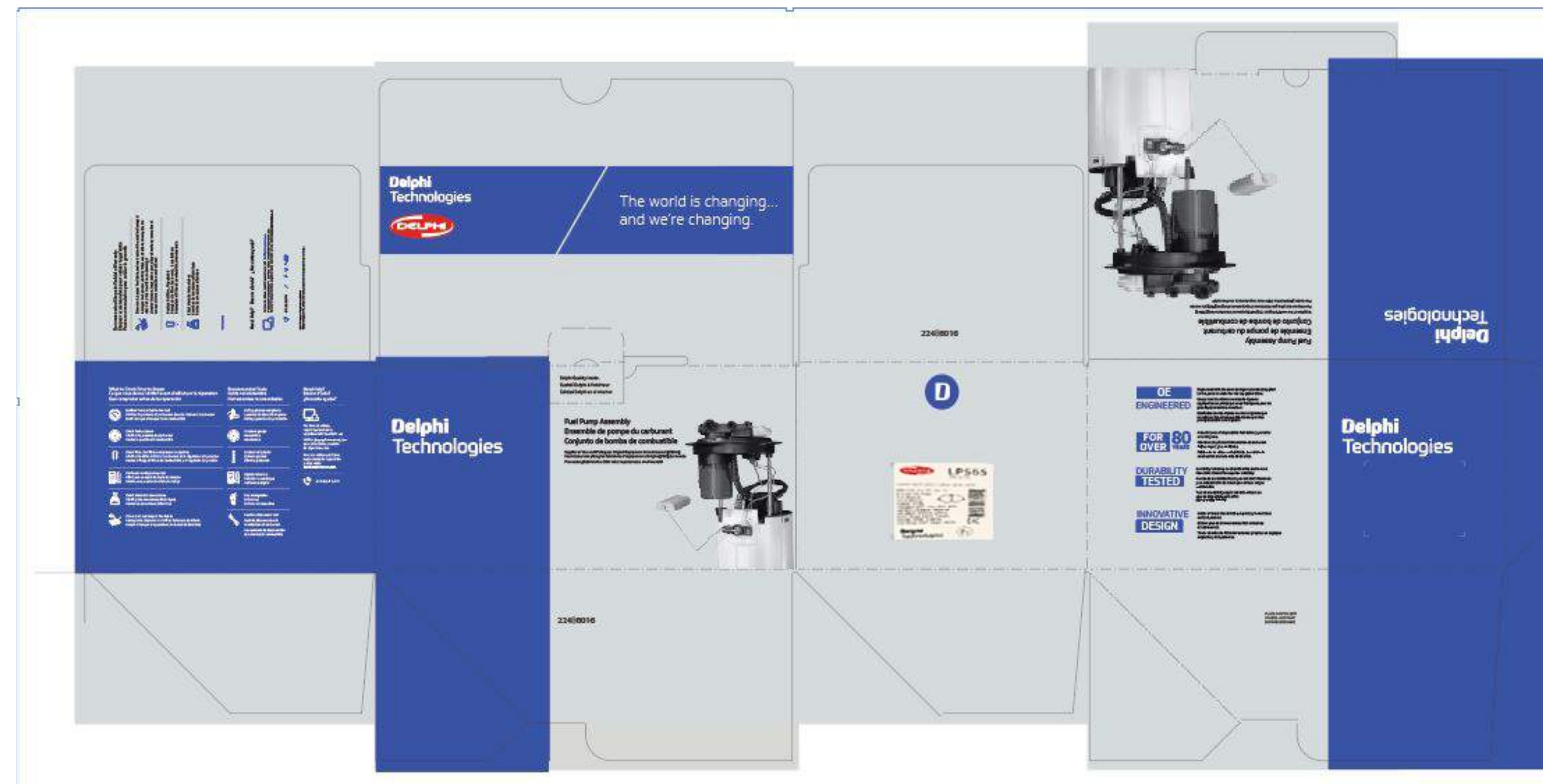


Applying retail pack design

Applying retail pack design

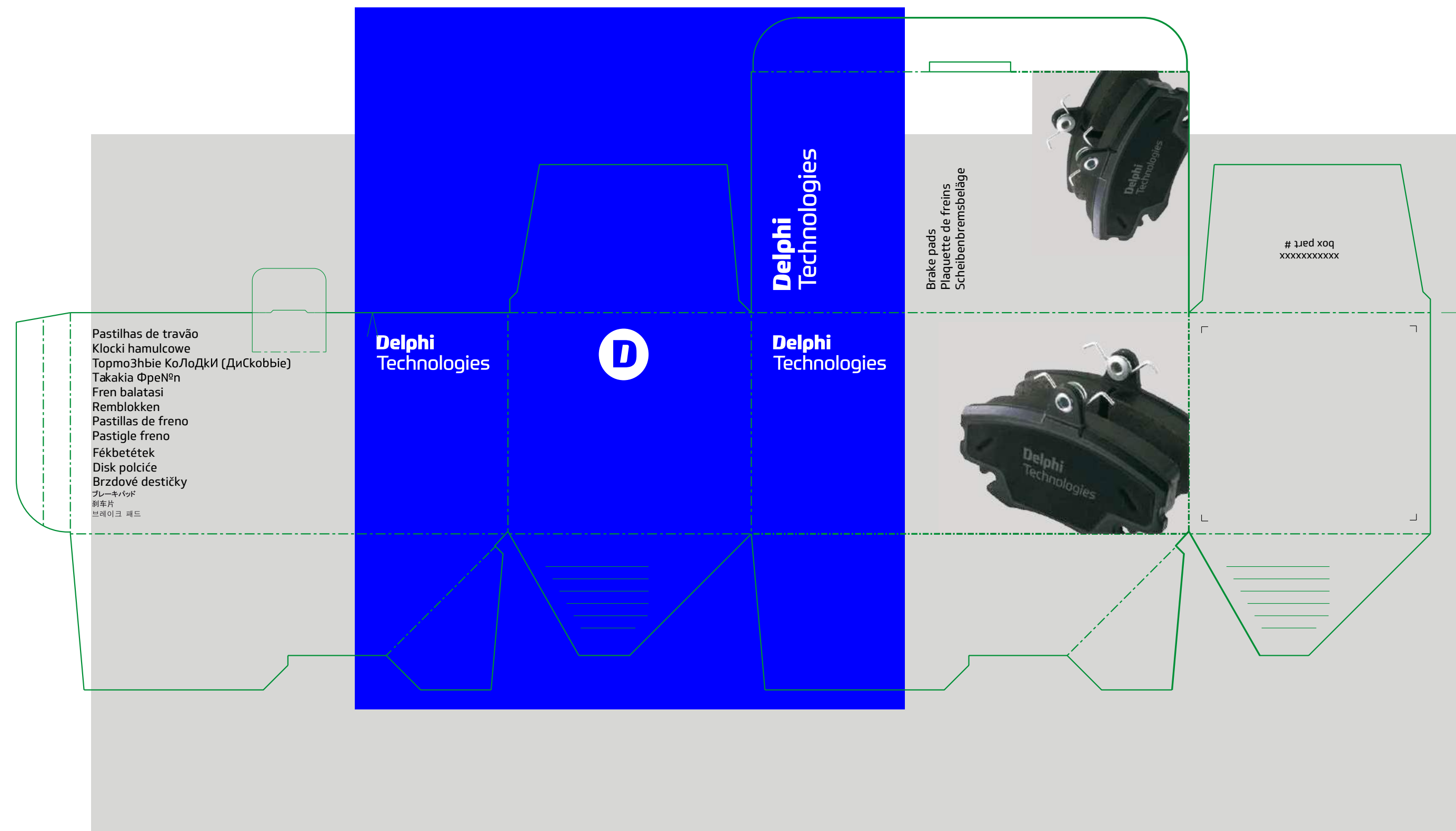
Example by product line

Fuel Pump



Applying retail pack design

Example by product line

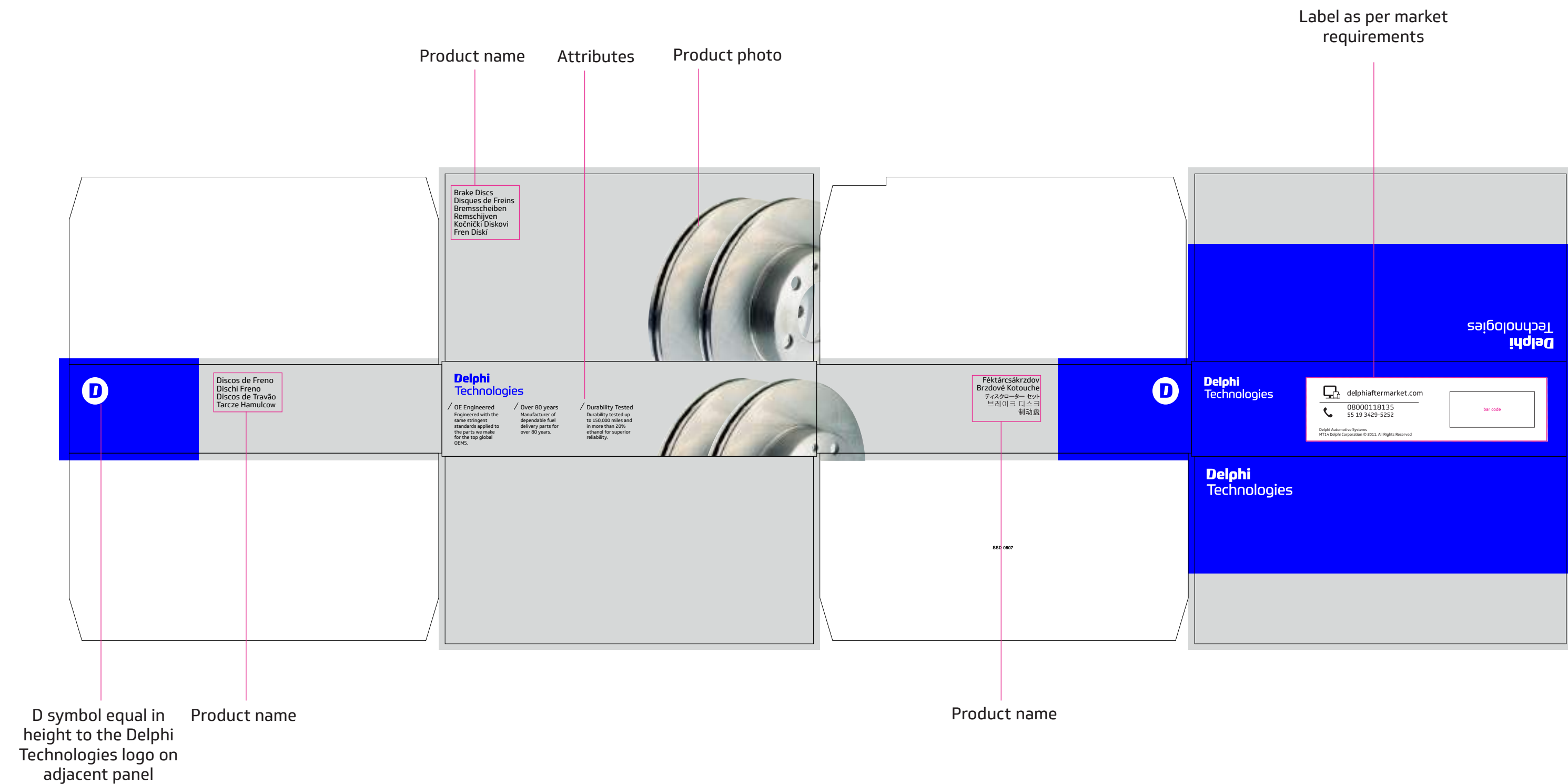


Applying retail pack design

Applying retail pack design

Example by product line

Brake Disc

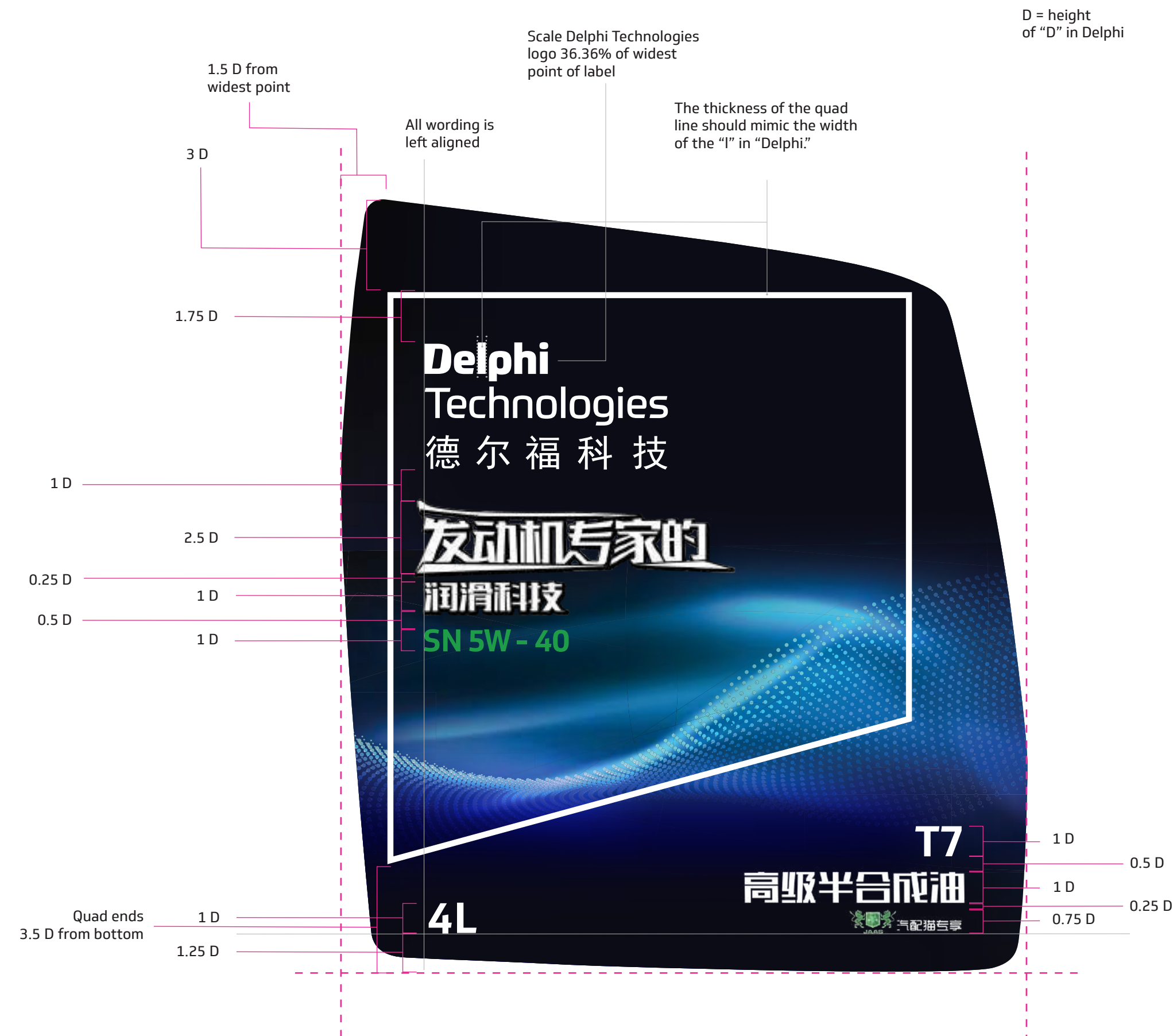


Applying retail pack design

AP Lubricant label

Scale Delphi Technologies logo to 36.36% of widest part of label.

Scale and position other elements relative to logo as shown.



Diagnostic tool and case

Diagnostic tool and case

Diagnostic tools and cases should be branded as illustrated to the right. The colored ends of the tool and cable should match Delphi Blue (Pantone PLUS 2935C).



Hardmarking Strategy

Hardmarking, or placing our logo on the product, promotes our brand

It is important to hardmark or place our trademark name on our products. The preferred hardmark is the Delphi Technologies logos at right. Please note the minimum size for the hardmark.

If the minimum size of the Delphi Technologies logo does not fit on the product, the D element may be used. Please note the minimum size for the D element.

Minimum size



0.1875inch
4.7625mm
18 pixels

Minimum size



0.125inch
12 px

Infographics



Infographics and Icon assets

Infographics

The key to creating a compelling infographic is to present it in a way that is clear, concise and impactful.

In addition, using the space, typography and key colors consistently can also save time when integrating these visuals across the enterprise.

The infographics must sit on a BLUE or WHITE background. Using the provided color palette in creating your infographics will ensure the Delphi Technologies brand is clear and communicates the content effectively.

Infographic application examples



Icons

Icons are an efficient communication tool to help quickly identify a product or a program associated with the icon. However, within an enterprise, the icon system must be managed to maintain the overall effectiveness and avoid confusing clutter.

These icons should not be used as a logo for the business for the business segment or the Delphi Technologies logo. These icons are meant to be signposts within copy segments. They should be sized in proportion to the copy block they are identifying..



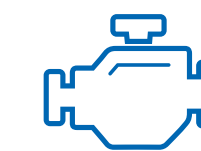
Fuel Delivery



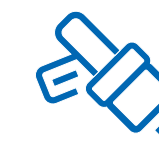
Ignition



Steering and Suspension



Engine Management



Fuel Injection Systems



Air Conditioning

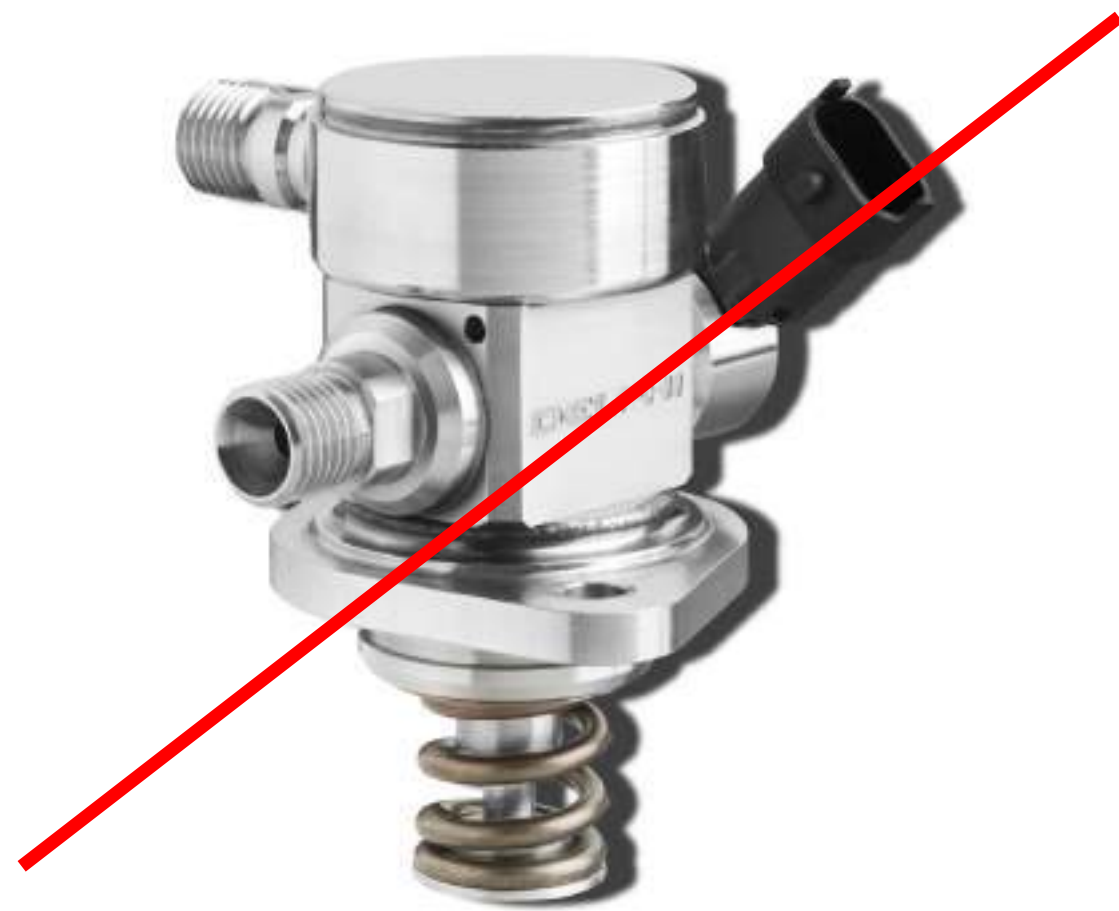


Part Images



Part Image photography

When using part images, please consider the following rules:



1. Don't use drop shadows on any part images.



2. Do ensure use of vertical/horizontal layout on collateral



3. Do ensure images are shot on a 45 degree angle for packaging.

Appendix



Versions of Brand Guidelines

[Full Brand \(Master\) Guidelines with strategic messaging](#)

Content: all the guidelines with strategic messaging, security-related information, such as Employee Badging

Availability: recommend it is password protected for communication professionals within Corporate Communications and Aftermarket with access to select personnel in IR, HR (Recruiting, Facilities, and Strategic Planning). This version would have links to key assets, templates, video intro and outro, logo vector files, etc. Recommend it is password protected on the Brand Center.

[Supplier Brand Guidelines](#)

Content: derived from full guidelines but without the strategic components of brand idea; messaging pillars and proof points; and employee badging guidelines (security). It would include the tone of voice and boilerplate. (note some editorial supplier and select agencies would receive the full guidelines)

Availability: This version would also have links to key assets and be password protected. This is really important because we need to make sure we know who is using the logo as it will migrate through the trademark process and people who have downloaded the logo with a TM will need to update later. Suppliers would have a password to the Brand center and would only see this version when they entered the Brand Center.

[Employee Brand Guidelines](#)

Content: derived from the Supplier Guidelines, would be a PPT template and business card ordering (if we can get the regional information correct); stationary. It would not be password protected and would not include a downloadable logo or tagline.

Availability: This should be available via D-line.

[Public brand guidelines](#)

Content: derived from the Employee Brand Guidelines, would be a PDF with no links.

Availability: This would be available on the websites (delphi.com, delphiautoparts.com, and as a quick reference on the supplier portal).



Resources

The Brand Connect portal will have everything you need to get started and stay on target. Until it is launched contact your Corporate Communications representative.

Delphi
Technologies

THANK YOU!

Corporate identity guidelines | November 2018