



# **PERSONAL IDENTITY GUIDELINES**

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## ABOUT THIS DOCUMENT

In this document you will learn the proper way to present yourself as an employee of Vertiv™. Often employees are the first point of contact with customers, via email, a business card, social media, face-to-face, or voice mail. To ensure our customers' brand experience is consistent, we've established a set of Vertiv personal identity guidelines. Together with your support in following the guidelines, we can begin to strengthen and build the Vertiv brand image.

## ABOUT THIS DOCUMENT

# UNDERSTANDING PERSONAL IDENTITY

Even the smallest, simplest of acts with our customers can help them better understand us and deliver a positive brand experience—such as how you introduce yourself, or how your business card reads or how you sign off on an email. In the corporate environment, identity is about two things: **where you work**, and **what you do** including the category of the business you support.

## UNDERSTANDING PERSONAL IDENTITY

### BRAND EXPERIENCE

## Where you work

Whether in print or conversation, there is one answer whenever you identify the company you work for: **Vertiv™**. If you need to be more specific in conversation, you can explain Vertiv is a global, leading B2B manufacturing company that designs, builds and services the critical infrastructure for vital applications in data centers, communication networks and commercial and industrial environments.

## What you do

This is where the answer will vary according to whether you work for the master or non-masterbrand, what your functional area and title are, what category or line of business you support and whether you are responsible for a single location, state, country or world region. You may physically sit in one office location, but the geographic area of which you are responsible for may be greater than just the location you reside. For example, you might be located in London, UK, but you have the marketing responsibility for all of Europe, Middle East and Africa. It is important for customers who interact with you to know the scale of your responsibility.

## BRAND ARCHITECTURE

# MASTER, FLAGSHIP AND NON-MASTERBRANDS

The Vertiv™ brand is consistently expressed in a masterbrand architecture where all applications prominently lead with the Vertiv logo. The goal is to scale presence in the marketplace and reinforce one organization focused on delivering a ‘green light’ customer experience.



Masterbrand

**ASCO®**, **Chloride®**, **Liebert®**, **NetSure™**, **Trellis™**

Flagship brand

## MASTER, FLAGSHIP AND NON-MASTERBRANDS

### BRAND ARCHITECTURE

Because of the importance of being seen as one company and minimizing confusion in the marketplace, only Vertiv™ should appear on your business card, email signature, in voice mail, on social media and when you are quoted in published content.

There are a couple exceptions. The exceptions are for product lines that are not sold to the same customer segments of the masterbrand brand. For example, Vertiv owns a company in Germany that sells technical furniture. Our data center, communication network and commercial and industrial customer segments would not come to Vertiv to buy technical furniture. Therefore, the employees supporting the technical furniture line of business will not use the Vertiv logo. Rather, they will be required to have a small statement in their personal identity that states—A Vertiv Co. Company—more on this later in these guidelines. This is an example of a non-masterbrand. The two exceptions are Firetrol™ and Knurr Technical Furniture.

Vertiv is an important foundational element in how we consistently represent our business to the marketplace. To learn more about the use of master, flagship and non-masterbrands please read the [Vertiv Brand Guidelines](#) or check with your local marketing manager for guidance.

# BUSINESS CARDS

Your business card may be the first or only piece of Vertiv™ communication a customer receives, so it is important to deliver a consistent brand experience. This document will outline the options for the fields that will appear on Vertiv business cards.



## BUSINESS CARDS

There are two basic messages that your business card should convey:

### Where you work

This includes your Vertiv™ business address, including the country of your office location, telephone numbers, email address and Vertiv website. See *Figure 1*, unless you work for a non-masterbrand, then see *Figure 2*.

**What you do** The answers will vary for you according to whether you work for the master or non-masterbrand, what your functional area and title are, and what category or line of business within the company you support. **If you support multiple regions of the world or multiple categories or lines of business, you leave the category/line of business and location areas blank in your personal identity.** Later in this document, you'll find the approved options for choosing a category/line of business and location.

\*If required by local law.

## STANDARD BUSINESS CARD

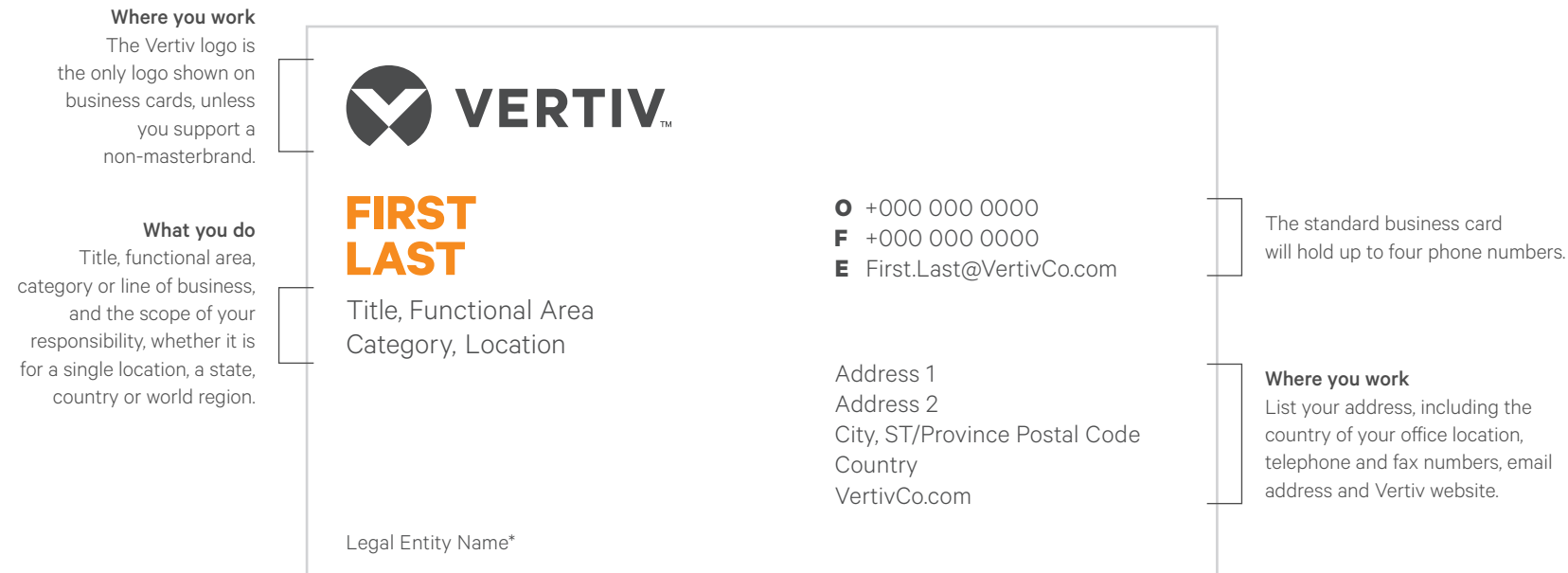


Figure 1

## NON-MASTERBRAND BUSINESS CARD

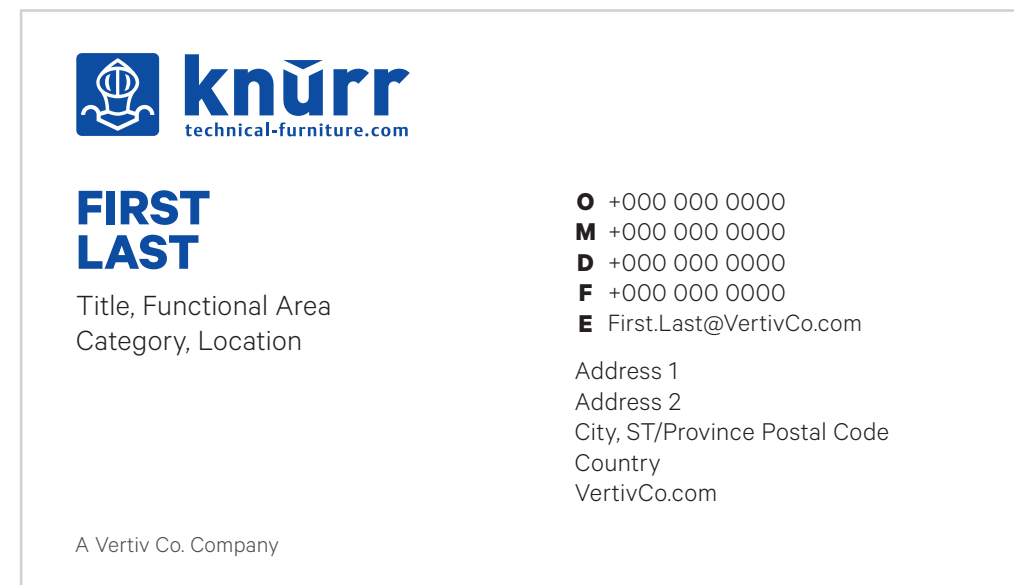


Figure 2

## BUSINESS CARDS

Employees around the globe can have the same title and functional area. For example: VP, Human Resources. The only way to distinguish one from another is to clearly state which category or line of business the employee supports and what location or geography they have responsibility. See *Figure 3* for example: VP, Human Resources, Data Centers, North America. On this page is a list of approved categories/lines of business. If you see a need for another line of business, please contact Vertiv brand marketing.

If you support multiple categories or lines of business, you leave the category/line of business area blank in your personal identity.

## CATEGORIES AND LINES OF BUSINESS

To help those you interact with better understand your role within Vertiv™; it is important to consistently portray what category or line of business you support and for what region or location your responsibility spans.

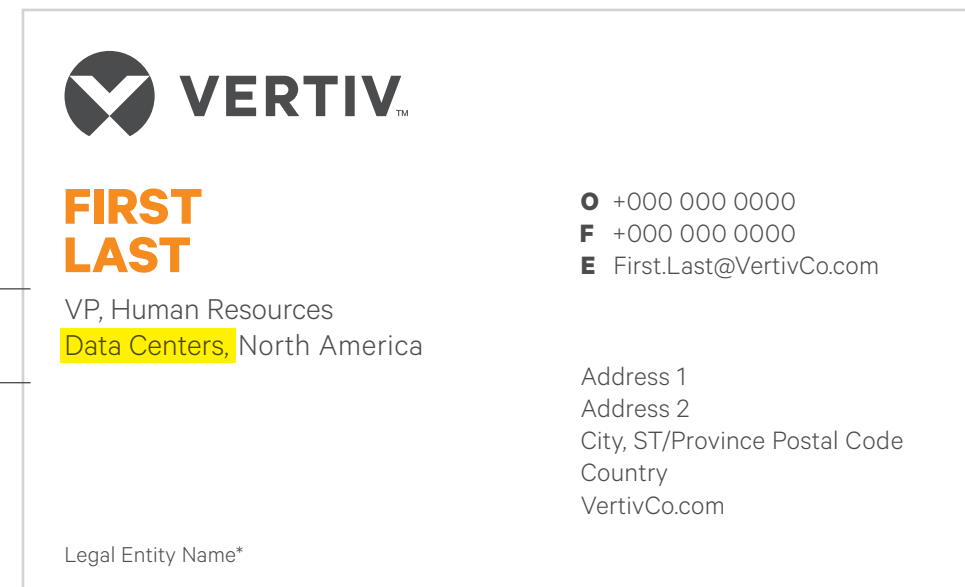


Figure 3

### Category List

- AC Power
- Acceptance Testing
- Assessment Services
- Battery Monitoring
- Commissioning Services
- Communication Networks
- Data Centers
- DC Power
- Electrical Reliability Services
- High Voltage Maintenance
- Industrial Power
- IT Management
- Loadbanks
- Maintenance
- Outside Plant
- Power
- Power Management
- Power Switching and Controls
- Preventive Maintenance Services
- Project Management Services
- Racks and Solutions
- Remote Services
- Repair Services
- Services
- Software
- Testing
- Thermal Management
- Training
- Unified Infrastructure

## BUSINESS CARDS

It is also important for employees to accurately portray the facility, location or region of their responsibility. The following are preferred options for identifying your location or region of responsibility on a business card *Figure 4*. If you see a need for any other variation, please contact Vertiv™ brand marketing.

### The location and region options for all business cards include:

- Facility (i.e. Delaware Facility)
- City (i.e. Cleveland Sales Office)
- State ( i.e. Ohio)
- Province ( i.e. British Columbia)
- Country (i.e. Peru)
- Region (Choose only from the region list shown. No other region names should be used.)

- o Asia Pacific
- o Europe, Middle East & Africa
- o Latin America
- o North America

Acronyms are not permitted for the locations.

If in your role, you support multiple regions of the world you leave the location area that follows the category blank in your personal identity.

## LOCATION AND GEOGRAPHY

In our global business, it is important that we standardize how we refer to our global locations and various world geographies on our business cards, personal identities and verbal communications.

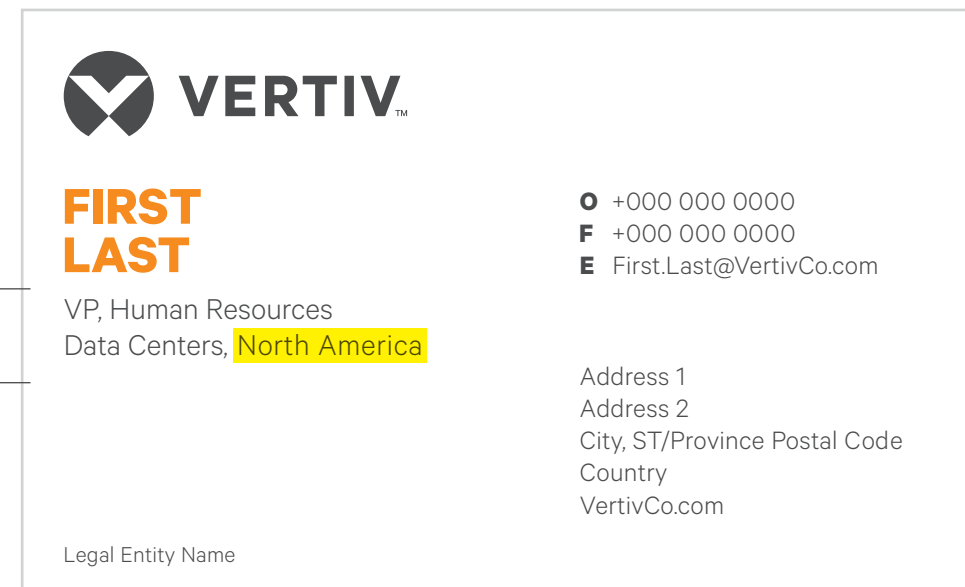


Figure 4

## BUSINESS CARDS

In most cases you will not need to include a legal entity on your business card; however, if you are required to use one due to legal regulations in your country, it can be added in the lower left of the business card see *Figure 5*.

## LEGAL ENTITIES

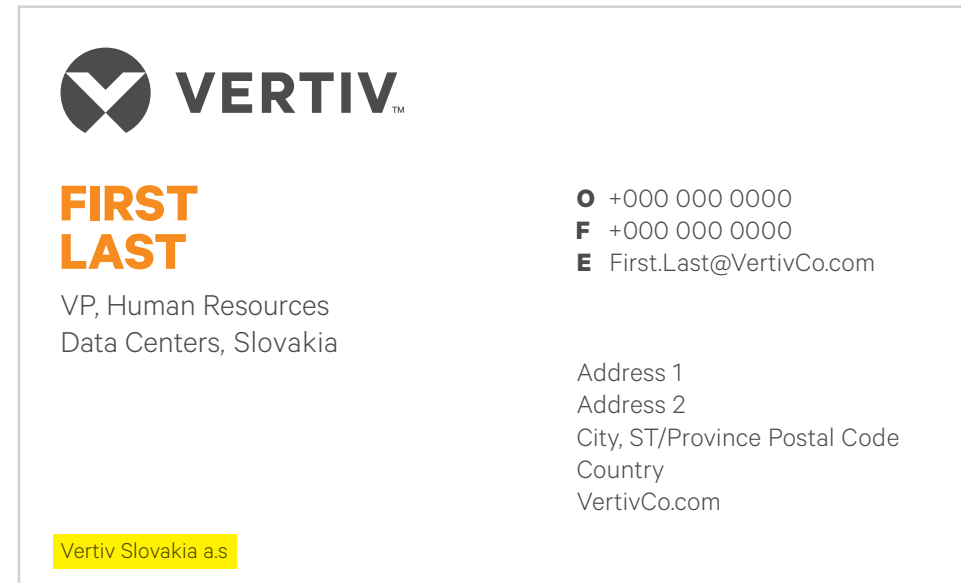


Figure 5

# EMAIL SIGNATURE

An email is often one of the first forms of Vertiv™ communication a customer receives, so similar to business cards, it is important to deliver a consistent brand message. The requirements for email signatures mirror those of the Vertiv business cards. The next few pages outline the *required* and *optional* elements for all Vertiv employee email signatures.

## EMAIL SIGNATURE

Only your name telephone identifiers, and the company mention “is now Vertiv” should be in the custom orange color: Red 255 Green 140 Blue 0

Your name goes on line one in Arial bold, 9-point font type.

The rest of the information in your email signature uses regular, 9-point Arial font in Vertiv™ grey: Red 77 Green 77 Blue 77.

Your title and functional area go on the second line, followed by a third line that lists the category or line of business you support and the geographical location of which you are responsible for overseeing. For an approved list of categories/lines of business and geographical locations see pgs. 10 & 11.

**If your responsibility is for all multiple categories or lines of business or multiple regions, you do not need to choose a category/line of business or location.**

If your title already states your location/region of responsibility, then it is not necessary to repeat it in the location field.

See page 21 for instructions on how to set up your email signature in Outlook.

## EMAIL STRUCTURE

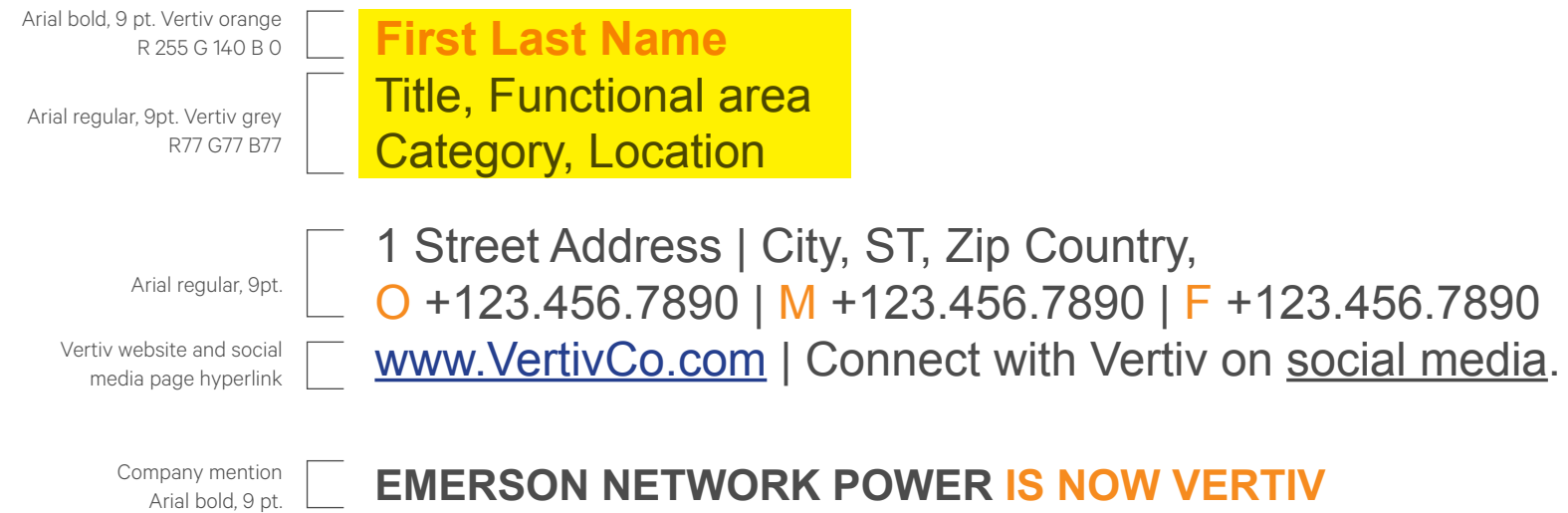


Figure 6

## EMAIL SIGNATURE

Below your category and location, list your address, telephone numbers and website address.

Vertical hash lines (found above the 'Enter' key on most keyboards or by holding down the shift key plus the backward slash) should separate each section as shown. Leave a space on each side of the vertical hash lines. See Figure 7

Place the Vertiv™ web address on a separate line underneath the phone numbers. To help strengthen and grow the Vertiv brand, VertivCo.com is the only URL permitted in email signatures.

Add a hyperlink to Vertiv's social media page at the end of the line "Connect with Vertiv on social media."

Your VertivCo email address is the digital property of Vertiv™, and should only be used for Vertiv communication, use of personal social media accounts in email signatures is prohibited. It is important, in this early stage of brand awareness and growth, to drive employees, customers and prospects to the VertivCo social media channels.

Separate the Vertiv website and Connect with Vertiv on social media with a vertical hash line see Figure 8.

## CONTACT INFORMATION, USE OF WEBSITE AND SOCIAL MEDIA

**First Last Name**

Title, Functional area

Category, Location

Arial regular, 9pt., Address, telephone numbers and website

1 Street Address | City, ST, Zip Country,  
O +123.456.7890 | M +123.456.7890 | F +123.456.7890  
[www.VertivCo.com](http://www.VertivCo.com) | Connect with Vertiv on social media.

**EMERSON NETWORK POWER IS NOW VERTIV**

Figure 7

**First Last Name**

Title, Functional area

Category, Location

Vertiv website hyperlink

1 Street Address | City, ST, Zip Country,  
O +123.456.7890 | M +123.456.7890 | F +123.456.7890  
[www.VertivCo.com](http://www.VertivCo.com) | Connect with Vertiv on social media.

Vertiv's corporate social media channels should hyperlink next to the web address on the same line.

**EMERSON NETWORK POWER IS NOW VERTIV**

Figure 8

### EMAIL SIGNATURE

It is important to inform those we communicate with that Emerson Network Power is now Vertiv™. To help aid in the awareness of this very important change, insert this statement in your email signature. See example in Figure 9. From time to time, Vertiv brand marketing may change the required statement in email signatures to aid in the awareness of Vertiv.

Consistency is essential in this initial foray into the market as Vertiv. To have a clear message to the market, please refrain from placing graphics (other than those approved) or quotes in your email signature. This includes banner ads, QR codes, flagship brand logos, etc. In addition, no promotional or taglines should appear in your email signature unless they have been approved by Vertiv brand marketing. See example in Figures 10-12.

### EMERSON NETWORK POWER TRANSITION TO VERTIV

**First Last Name**

Title, Functional area

Category, Location

1 Street Address | City, ST, Zip Country,

**O** +123.456.7890 | **M** +123.456.7890 | **F** +123.456.7890

[www.VertivCo.com](http://www.VertivCo.com) | Connect with Vertiv on social media.

Arial, 9pt. grey / "Vertiv" orange  
Arial 9pt. bold, all-caps  
R 255 G 140 B 0

**EMERSON NETWORK POWER IS NOW VERTIV**

Figure 9

### DO NOT



Figure 10

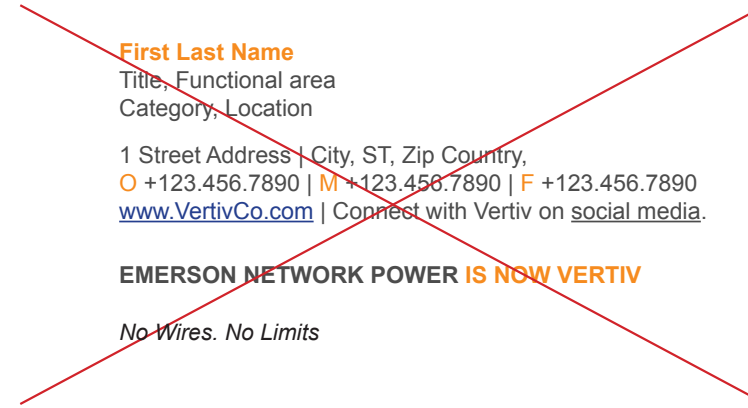


Figure 11



Figure 12



## EMAIL SIGNATURE

Vertiv™ does not require the use of a legal disclaimer in email, however, if you choose to use one, place it after your contact information separated with a double space. The font with the disclaimer should be Arial Italic 7-point type in grey.

Some country laws require certain information to be included in email sent outside of the company. For example, employees in the EU must include in legible text, corporate name, and place of registration, VAT number, registration number and address of its registered office. If you do not know this information, contact your HR or legal department. See *Figure 13* to the right for an example of how to apply the Vertiv email signature with legal entity.

Legal entity name should be just below the Emerson is now Vertiv copy and in Arial 7 point. All other VAT number, registration number or legal entity information at the bottom of the email signature should be in Arial 7pt. See example in *Figures 14 and 15*.

## LEGAL DISCLAIMER AND ENTITY

### First Last Name

Title, Functional area

Category, Location

1 Street Address | City, ST, Zip Country,

**O** +123.456.7890 | **M** +123.456.7890 | **F** +123.456.7890

[www.VertivCo.com](http://www.VertivCo.com) | Connect with Vertiv on [social media](#).

## EMERSON NETWORK POWER IS NOW VERTIV

*The information contained in this message is confidential or protected by law. If you are not the intended recipient please contact the sender and delete this message. Any unauthorized copying of this message or unauthorized distribution of the information contained herein is prohibited.*

Figure 13

Legal entity  
Arial, 7pt. grey

## REQUIRED EMAIL SIGNATURE WITH LEGAL ENTITY

### First Last Name

Title, Functional area

Category, Location

1 Street Address | City, ST, Zip Country,

**O** +123.456.7890 | **M** +123.456.7890 | **F** +123.456.7890

[www.VertivCo.com](http://www.VertivCo.com) | Connect with Vertiv on [social media](#).

## EMERSON NETWORK POWER IS NOW VERTIV

VAT number | Registration number

Figure 14

Legal entity  
Arial, 7pt. grey

### First Last Name

Title, Functional area

Category, Location

1 Street Address | City, ST, Zip Country,

**O** +123.456.7890 | **M** +123.456.7890 | **F** +123.456.7890

[www.VertivCo.com](http://www.VertivCo.com) | Connect with Vertiv on [social media](#).

## EMERSON NETWORK POWER IS NOW VERTIV

VAT number | Registration number

Address of registration office using the address format shown in option 1

Figure 15

## EMAIL SIGNATURE

There are instances when a person's full contact information is not necessary. The required short signature should be used for internal email or secondary messages where your contact information has already been communicated. See example in *Figure 16*.

Setting up an email signature on your mobile device is optional. If you chose to use a mobile signature please follow the example in *Figure 17*.

Most people default to the standard 'Sent from my iPhone,' however, if you choose to customize your mobile email signature you should include your first and last name and mobile number.

### SHORT EMAIL SIGNATURE AND MOBILE

Arial regular, 9pt. orange  
R 255 G 140 B 0

**First Last Name | O +123.456.7890 | M +123.456.7890 | F +123.456.7890**

Figure 16

↑  
Separate your name and phone number(s) with a vertical hash line (found above the 'Enter' key on most keyboards or by holding down the shift key plus the backward slash). Leave a space on each side of the vertical hash lines.

### OPTIONAL MOBILE DEVICE EMAIL SIGNATURE

Arial regular, 9pt. black

**First Last Name | M +123.456.7890**

Figure 17

## EMAIL SIGNATURE

To set up your email signature within Outlook, do the following:

1. Click the Outlook menu, click Preferences.
2. Under email, click Signatures.
3. Click add Signature.

An Untitled signature will appear with the name Untitled. Double click to rename the signature. In this example we named the signature “Vertiv Signature.”

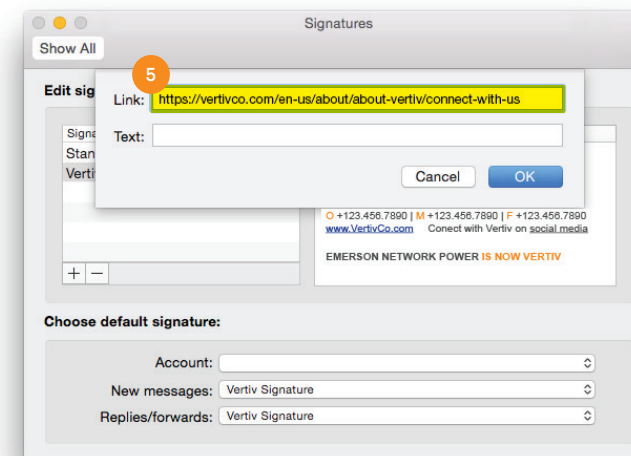
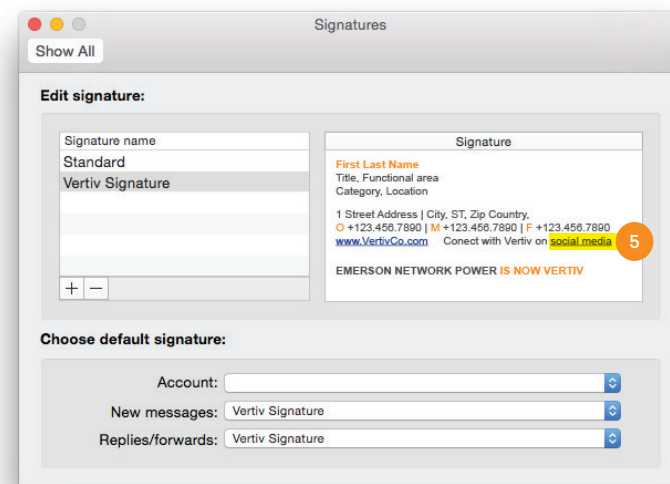
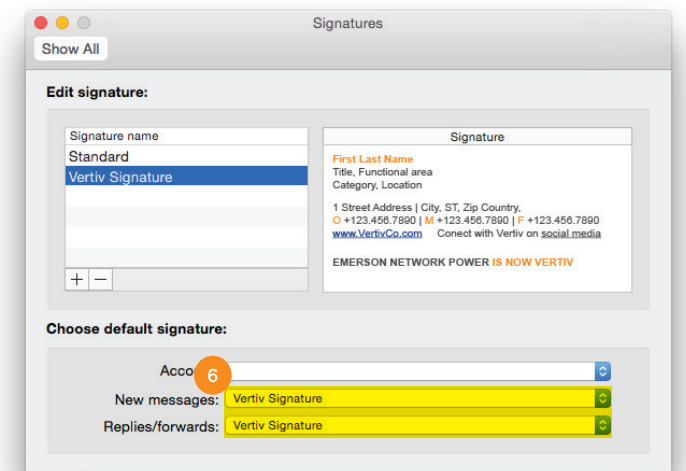
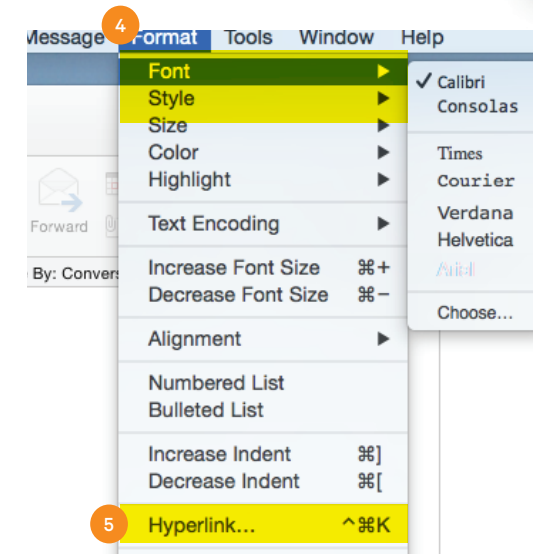
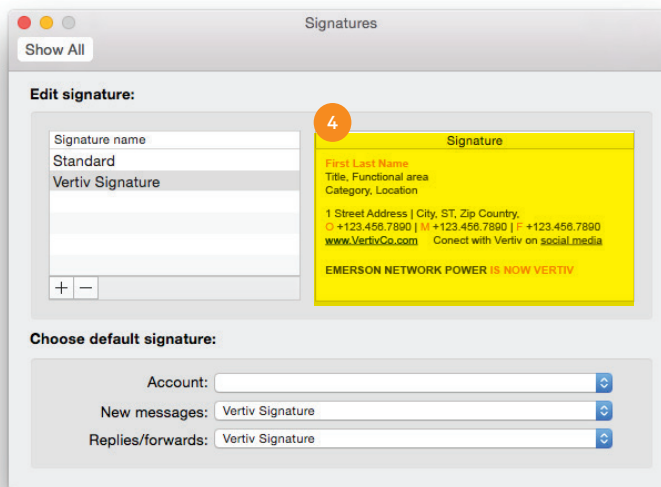
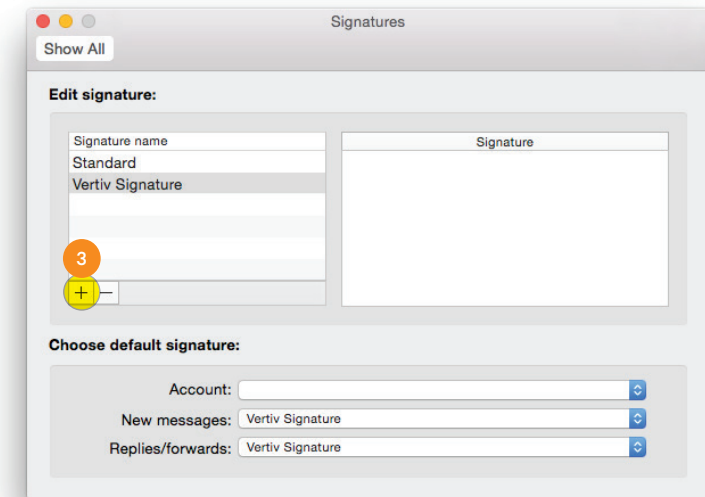
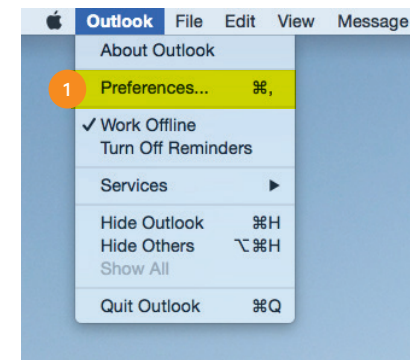
4. In the right pane add in your custom signature based on the guidelines provided on pages 13-19.

To format your signature, select the text and then on the Format menu click the option that you want.

5. Simply link to our social media page, by highlighting the words “social media,” select “hyperlink” in the format menu and add the link in the text box: <http://vertivco.com/en-us/about/about-vertiv/connect-with-us>

6. You can now set your new signature as your default signature under default signature in the signature panel.

## UPDATING SIGNATURE IN OUTLOOK



# TELEPHONE GREETING

Business cards, and email signatures are not the only communication channels between Vertiv™ employees and our customers. Every day Vertiv employees greet customers over the telephone, whether it is through a direct conversation, or a recorded voice mail heard by the customer or one left by a Vertiv employee for a customer's return call. It is important that every one of these interactions be just as consistent and clear as our written company materials.

## TELEPHONE GREETING

### EXAMPLES

## The following examples provide guidelines for specific personal contacts:

#### Answering the telephone (reception)

“Good morning, thank you for calling Vertiv™, formerly Emerson Network Power, this is (insert first name), how may I direct your call?” (You may also add a specific facility location identifier: “Good morning, thank you for calling Vertiv global headquarters, formerly Emerson Network Power, this is (insert first name), how may I direct your call?” “Good afternoon, thank you for calling Vertiv EMEA headquarters, formerly Emerson Network Power, this is (insert first name), how may I direct your call?” “Good afternoon, thank you for calling Vertiv Huntsville, formerly Emerson Network Power, this is (insert first name), how may I direct your call?” Please do not mention any flagship brands in your reception greeting. We are driving awareness for the company name Vertiv.

#### Answering the telephone (support)

“Good morning, thank you for calling Vertiv Technical Support (or other specific area of service operation), formerly Emerson Network Power, this is (insert first name), how may I help you?”

#### Outbound sales call

“Hi (person’s name you are calling), this is (insert your full name), calling from Vertiv, formerly Emerson Network Power, and I...”

If you need to reference a Vertiv solution or flagship brand during the conversation, that is fine, but always lead first with the company name Vertiv. This will help consumers become aware that Emerson Network Power is now Vertiv. You can reference the specific flagship brand (ASCO®, Chloride®, Liebert®, NetSure™, or *Trellis*™) or other solution during the conversation. For example, “...I am calling from Vertiv, formerly

Emerson Network Power, and I’d like to talk with you about your inquiry on the Liebert® EFC...or the ASCO® Paralleling Switchgear...or the NetSure™ DC Power Platform.”

#### Personal voice mail

Your personal voice mail may vary depending on the scope of your position. The objective is to be as clear and concise as to who the person has reached and what part of the organization you have responsibility.

For this scenario, the employee has global responsibility and oversight for all categories and business lines: “Hello, and thank you for calling, you have reached (state full name, title, functional area) at Vertiv, formerly Emerson Network Power. I’m sorry that I am missing your call, please leave your name and number....”

In this scenario, the employee has regional responsibility and their scope is part of their title: “Hello, and thank you for calling, you have reached (state full name, VP of marketing in Europe, Middle East and Africa) at Vertiv, formerly Emerson Network Power. I’m sorry that I’m missing your call, please leave your name and number...”

For the last scenario, this employee is responsible for only one category/line of business and region: “Hello, and thank you for calling, you have reached (state full name, director of marketing for thermal management in North America) at Vertiv, formerly Emerson Network Power. I’m sorry that I’m missing your call, please leave your name and number...”

You can cease stating in your voice mail ‘formerly Emerson Network Power’ after six months. If you are in doubt of how your voice mail should sound, please get direction from your supervisor.

# SOCIAL MEDIA

In the 21st century, social media is an important communication channel to engage with current and prospective employees and customers. It's another way to help strengthen and elevate the Vertiv™ brand and an additional way for us to expand our reach into the marketplace.

Vertiv has presence on many of the mainstream social media channels. Employees who engage in social media associating themselves to Vertiv are expected to understand and adhere to the Vertiv Code of Business Ethics [Note: [hyperlink to document](#)] and all applicable laws provided at the time of employment. When designating on your personal social channel, the company name should be Vertiv and your title should be the same as you use in your email signature or on your business card. We realize there is great value in having our employees help tell the Vertiv story and to share content with connections on social media. **Affiliating your personal social media accounts to Vertiv is solely up to you and certainly not a requirement.** The rules of engagement for social marketing are in many ways similar to how we engage in traditional marketing and sales. You must recognize that what you write or say can be seen or heard globally. If you decide to associate with Vertiv, following are important tips to consider. Please seek clarification from Vertiv brand marketing or your local marketing communication team on any matters that are not addressed in these tips.



## SOCIAL MEDIA

### For additional information

If you have questions about the Vertiv social media guidelines, or if you are unsure about any particular posting, contact your local marketing, human resource or law department. If additional information is still warranted, contact Vertiv brand marketing.

## PARTICIPATION GUIDE

# When participating in social media, Vertiv™ has the following expectations of you in how you conduct yourself:

**1** Always follow the company's Code of Business Ethics and all applicable laws.

**2** Always comply with the company's IT security and communication system policies and all other company policies

**3** Be transparent; identify who you are and what you do at Vertiv. Never use social media in a false or misleading way by claiming to be someone other than yourself or creating artificial 'buzz' around Vertiv business or our products.

**4** Never guess or speculate or offer opinions in areas if you are unsure whether you are right. If you do offer an opinion, make sure to state that it is your personal opinion and not that of Vertiv.

**5** Never start up a Vertiv social media account without presenting a business case to your local marketing team. All Vertiv social media accounts must be approved by brand marketing and be documented on the social media legal registry.

**6** Never reveal confidential or sensitive information. When in doubt, ask first. Check your facts; properly credit your information sources and follow copyright and "fair use" law.

**7** When desired, share Vertiv social media posts with your followers. It will help to grow the reach and awareness of Vertiv.

**8** Be engaging. Be a Vertiv expert. Listen and engage in two-way conversations. Offer your knowledge to others.

**9** Be respectful. Don't post anything that you wouldn't want your manager, mother or a reporter at a major newspaper to read. When posting on Vertiv, be a voice that represents us in a positive light. Maintaining a positive, smart, helpful persona in your postings reflects well on you and your value to Vertiv.

**10** Don't try to settle scores or goad competitors or others into inflammatory debates. Know when to take a conversation offline. Taking the high road reflects positively on you and the company. If you see inflammatory information about Vertiv, report it to your local marketing lead for follow up with Vertiv brand marketing.

# COMPANY PROFILE AND QUOTES

As a leading provider of critical infrastructure, our company content and our subject matter experts are often quoted in industry leading publications. It's important, especially as a new brand, to make sure Vertiv™ is described consistently. It is also important to make sure our company spokespeople are quoted accurately and that their title accurately reflects who they work for and what they do at Vertiv. We also want to make sure that participation in stories with vendors or customers is beneficial for all parties. Agreement to participate in mutual stories must be approved by brand marketing. This is further explained in the [Vertiv Public Relations Guidelines](#).



## COMPANY PROFILES AND QUOTES

A description of our company used for editorial purposes may be different than that used to describe Vertiv to a neighbor in a brochure or at a trade event. We covered earlier in this document, a short, simple way of how to explain who you work for and what you do to a neighbor, friend or industry colleague; however the intended audience for a company boilerplate is the media.

## ELEVATOR PITCH AND BOILERPLATE

### Company profile for employee elevator pitch:

Vertiv™ is a global, leading B2B manufacturing company that designs, builds and services the critical infrastructure for vital applications in data centers, communication networks and commercial and industrial environments. Companies like Google, Amazon, Facebook, banks, retailers, hospitals... I support the part of Vertiv that... [insert what you do at Vertiv and relate to any specific product that supports real-world environment that a non-technical person can relate].

### Vertiv media boilerplate:

Vertiv designs, builds and services critical infrastructure that enables vital applications for data centers, communication networks and commercial and industrial facilities. Formerly Emerson Network Power, Vertiv supports today's growing mobile and cloud computing markets with a portfolio of power, thermal and infrastructure management solutions including the ASCO®, Chloride®, Liebert®, NetSure™ and *Trellis*™ brands. Sales in fiscal 2015 were \$4.4 billion. For more information, visit [VertivCo.com](http://VertivCo.com).

## COMPANY PROFILES AND QUOTES

Profiles of companies attending tradeshow often encapsulate what a company might be doing at an event versus just stating who they are and the industries served. To accommodate customization by tradeshow event, yet maintain the integrity and consistency of describing Vertiv, there is one sentence that must be a part of our tradeshow company profile. The required sentence is “Vertiv designs, manufactures and services mission critical technologies for data centers, communication networks, and commercial and industrial environments. The VertivCo.com website must also always be included. Examples of how to customize the company profile for tradeshow is in *Figure 18*.

## TRADE SHOW

### Company profile for tradeshow examples:

(required sentence) **Vertiv™ designs, manufactures and services mission critical technologies for data centers, communication networks, and commercial and industrial environments.** Be sure to attend the keynote on Data Center 2025, Tuesday, Mar. 5th, Room 2, Conference Hall. VertivCo.com (required website)

**Vertiv designs, manufactures and services mission critical technologies for data centers, communication networks, and commercial and industrial environments.** Stop by booth 512 for a demonstration of our DCIM *Trellis™* platform. **VertivCo.com**

*Figure 18*

## COMPANY PROFILES AND QUOTES

We all find it rewarding to be asked to participate in an article that will get published in an industry trade magazine or be published in a story online. Before accepting the invitation to contribute to a story, contact your local marketing or public relations expert to ensure that your participation make sense for you AND for Vertiv™. Our current Public Relations guidelines require our spokespeople to have at least the title of director or above. Depending on the publication, we might require the spokesperson to have the title of VP or president. There are times when we have to be selective as to what articles we contribute to or to what vendors we allow to use our company as a case study. Each instance should be approved by brand marketing – especially if you plan to use a reference to Vertiv or to a project that you worked on while an employee at Vertiv.

Vertiv follows Associated Press (AP) style of writing, and therefore you might find the capitalization of titles a little awkward compared to what you may have learned in grammar school. In AP style writing, all titles, unless placed directly before a name, should be formatted in lowercase.

## QUOTES

# Being quoted in an article or news release



Figure 19

When a quote is attributed to you, it must mirror your title, functional area and line of business category used on your business card or in your email address; however it can be stated in more of an editorial or conversational style.

In external communication, our goal is to first communicate that we are Vertiv, and then communicate the category/line of business of the person being quoted. It is also important to include the regional scope of the person's responsibility.

**Correct title listing examples:**

- Scott Barbour, Vertiv CEO and president
- Stephen Liang, president of Vertiv operations in Asia Pacific
- Robert Linsdell, managing director of Vertiv operations in Australia and New Zealand

# FOR MORE INFORMATION

For questions regarding the Vertiv™ brand, please contact:

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