



TACTICAL **BRANDING GUIDE**

YOUR GUIDE TO THE VOICE OF ELBIT SYSTEMS OF AMERICA

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OVERVIEW

NOTE:

We're proud to be a trusted partner and want every point of contact of our brand to resonate that. The rules established in this guidebook help express this commitment and are key in creating a unified experience for our heroes while building partnerships. Do not alter any of the assets or rules discussed here. If you have questions, email creativestrategies@elbitsystems-us.com

VALUES

DO THE RIGHT THING

We respect people for who they are and for their knowledge, skills, and experience as individuals and as team members. We incorporate ethics, honesty, integrity, and fairness into our daily work.

MAKE A DIFFERENCE

We perform high-quality work knowing that it saves lives. We foster an entrepreneurial and collaborative workforce to find ways to improve ourselves and our business.

COMMIT TO CUSTOMER NEEDS

We gain the trust of our customers by committing to their needs. We honor their trust by responding to those needs with winning solutions.

EMBRACE ONE ELBIT FAMILY

We foster an inclusive environment of camaraderie and friendship among our employees to make Elbit America an enjoyable and rewarding place to work. We are active participants in the communities where we work.

MISSION

WE PROVIDE INNOVATIVE SOLUTIONS THAT PROTECT AND SAVE LIVES

VISION

TO BE THE SOLUTION OF CHOICE FOR MISSION CRITICAL NEEDS

OUR CUSTOMERS/**THE HERO**

THE HERO

Fearless, brave, determined, and unwavering. A selfless, committed protector. Driven, warrior, likes to win, feel in control of process, works from trust.

OUR FOCUS

We are customer focused. We use our rich legacy in proven integrated solutions to work alongside our heroes and give them a decisive advantage in the defense and commercial fields.

WHAT WE WANT THE HERO TO KNOW

Elbit Systems of America is a trusted integrated solutions provider with American-made products and solutions.

NOTE:

We do not refer to our customer as “The Hero” in any communications with or for them.

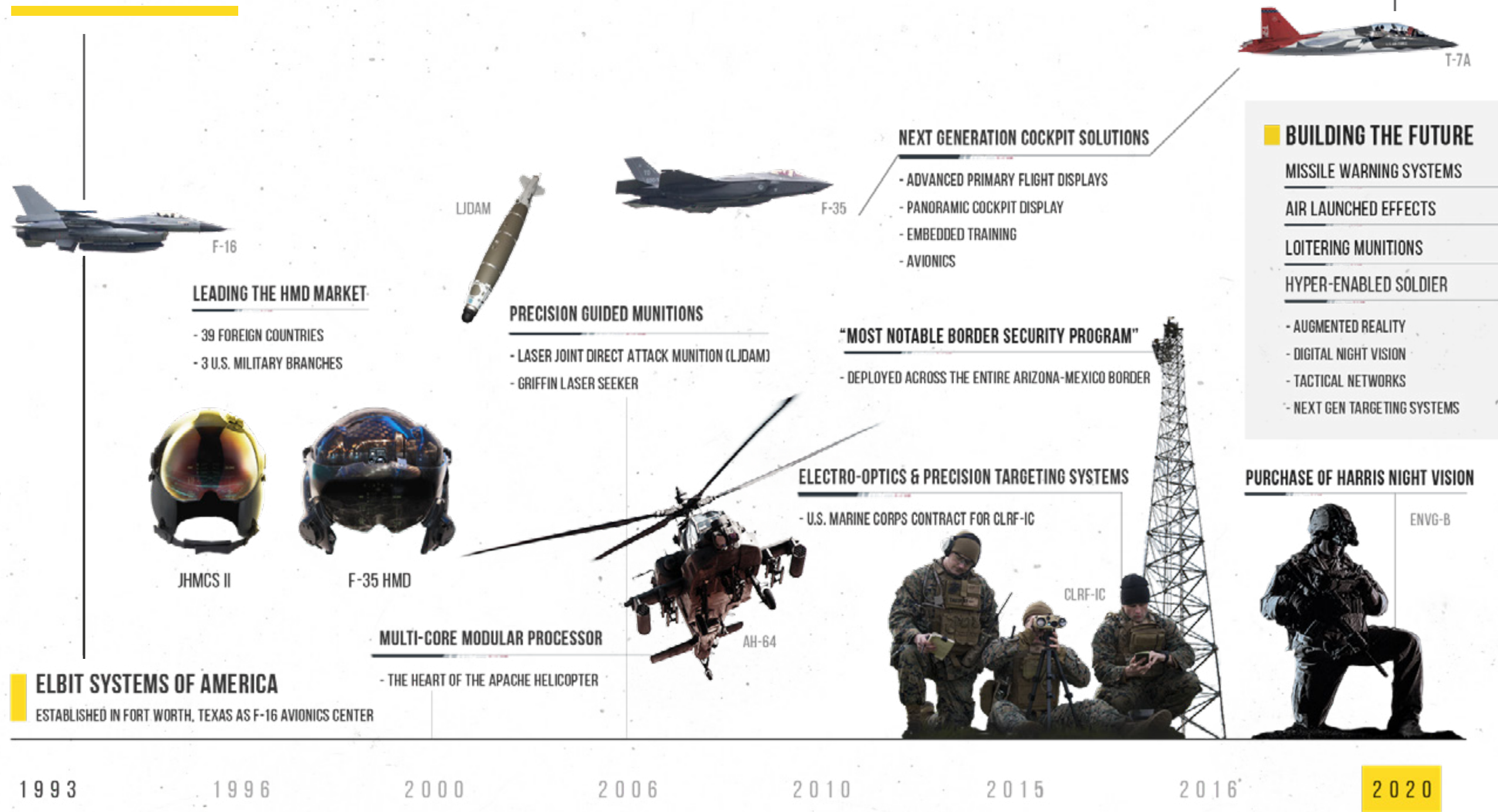
Instead, here are approved words:

- warriors
- warfighters
- agents
- officers
- enforcers



HOW WE SERVE THE HERO

EVOLVING TECHNOLOGY



ASSETS

NOTE:

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OUR VOICE

ELBIT SYSTEMS OF AMERICA'S PROMISE

To provide engineering, manufacturing and support solutions that give our customers a decisive advantage in the defense and commercial fields.

HOW WE DELIVER ON OUR PROMISE

With a rich legacy of advanced and integrated solutions, our team collaborates to meet the customer's requirements.

TRUSTED | INNOVATIVE | CUSTOMER-FOCUSED
ELBIT SYSTEMS OF AMERICA IS AN
INTEGRATED SOLUTIONS PROVIDER

WE ARE

agile
adaptable
proud
relevant
collaborative
resourceful
inventive
genuine
direct

WE'RE NOT

- ⊘ humorous
- ⊘ passive
- ⊘ overly wordy
- ⊘ whimsical
- ⊘ political
- ⊘ repetitive
- ⊘ overloading
- ⊘ arrogant/self-touting

VOICE EXAMPLES IN DIGITAL MEDIA

ELBIT SYSTEMS OF AMERICA | PROUD SUPPORTERS OF NDIA

STANDING WITH OUR WARFIGHTERS

PROUD TO SUPPORT NDIA'S 100 YEAR ANNIVERSARY

Elbit Systems of America is proud to support the National Defense Industrial Association as they celebrate a century of supporting our heroes.

We are honored to support NDIA and stand with our warfighters in our mission to protect and save lives.

ElbitAmerica.com
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Elbit Systems of America
THE FUTURE OF VERTICAL LIFT

**BUILT ON A LEGACY.
ENGINEERED FOR THE FUTURE.**

Elbit Systems of America ELBITAMERICA.COM

**UNMATCHED LETHALITY
BUILD WITH US**

Elbit Systems of America

**OWN THE ENVIRONMENT
HEADS UP EYES OUT**

ELBIT SYSTEMS OF AMERICA - NIGHT VISION
BUILT IN ROANOKE, VA | SINCE 1959
SHOT SHOW | JANUARY 21-24
SANDS EXPO CENTER | LAS VEGAS, NV
BOOTH #16123

Elbit Systems of America

ELECTRONIC WARFARE SUITES

- MWS ELECTRONIC WARFARE PYLON
- LWR LASER WARNING RECEIVERS
- CFDS CHAFF FLARE DISPENSER SYSTEM
- DIRCM DIRECTED IR COUNTER MEASURES
- RWR RADAR WARNING RECEIVERS
- ESM ELECTRONIC SUPPORT MEASURES
- IR-MWS INFRARED MISSILE WARNING SYSTEM
- ECM ELECTRONIC COUNTER MEASURES

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VOICE EXAMPLES IN PRINT MEDIA

Elbit Systems of America

ARMY READY

RWS-30MM
REMOTE WEAPON STATION

- GUNNER SIGHT
- 30MM CANNON
- DUAL FEED AMMUNITION
- COAXIAL MACHINE GUN
- COMMANDER PANORAMIC SIGHT
- ADVANCED FIRE CONTROL
- AUTOMATIC TARGET TRACKING
- SLEW TO CUE

ELBITAMERICA.COM

Elbit Systems of America

KEEPING AMERICA SAFE
FOR OVER 25 YEARS, WE HAVE BEEN PROVIDING LIFE-SAVING SOLUTIONS FOR THE DEFENSE, HOMELAND SECURITY, AND MEDICAL INDUSTRIES.

WWW.ELBITAMERICA.COM

Elbit Systems of America

ELECTRONIC WARFARE

MISSILE WARNING SYSTEMS
JAMMING
RF DETECTION

FLYSMARTER
www.ElbitAmerica.com

Elbit Systems of America

BORDER SECURITY SOLUTIONS
MODULAR MOBILE SURVEILLANCE SYSTEM

ANYTIME. ANY THREAT. ANYWHERE.

ELBITAMERICA.COM

ELBIT SYSTEMS OF AMERICA | HONORING THE NATIONAL GUARD

SELFLESS. FEARLESS. HEROIC.

IN THE SPIRIT OF PERSEVERANCE AND BRAVERY Elbit Systems of America is honored to support the men and women of the National Guard and their 383 years of selfless service. We are committed to serving our hometown heroes with innovative solutions that protect and save lives.

Elbit Systems of America

ElbitAmerica.com

SEE THEM BEFORE THEY SEE YOU
YOU HAVE THE EDGE WITH OUR BEST TECHNOLOGY

ELBIT SYSTEMS OF AMERICA CONTINUES TO ADVANCE NIGHT VISION TECHNOLOGIES

WHAT YOU RISK WITH US?

Through us, you can see the dark. You can see the threat. You can see the enemy. You can see the danger. You can see the difference.

WHAT YOU GAIN WITH US?

Four times greater photo-achromatic response for more effective detection and tracking. 30% more gain, accuracy and contrast. 50% more gain, accuracy and contrast. 50% more gain, accuracy and contrast. 50% more gain, accuracy and contrast.

EXCEPTIONAL IMAGE CLARITY

ELBIT SYSTEMS OF AMERICA CONTINUES TO ADVANCE NIGHT VISION TECHNOLOGIES

PERFORMANCE

Elbit Systems of America's night vision technology is designed for maximum performance in the most demanding environments. Our technology is designed to provide the best possible image quality, even in the most challenging conditions.

RELIABILITY

Elbit Systems of America's night vision technology is designed for maximum reliability. Our technology is designed to provide the best possible image quality, even in the most challenging conditions.

VERSATILITY

Elbit Systems of America's night vision technology is designed for maximum versatility. Our technology is designed to provide the best possible image quality, even in the most challenging conditions.

VOICE EXAMPLES IN TRADESHOWS



LOGOS

MAIN LOGO

Using Elbit Yellow and Elbit Blue
Text says "Elbit Systems of America"
Color block shapes

USE

- on simple backgrounds
- full color printing



ONE COLOR LOGOS

Black or White
Text says "Elbit Systems of America"
Linear shapes

USE

- on more complex backgrounds
- one color printing



LOGO SPACING, SIZING, & FILES

We are #ElbitProud and want our logo to stand tall, be legible, and be readily distinguishable.

USE THESE RULES FOR SPACE AND SIZE

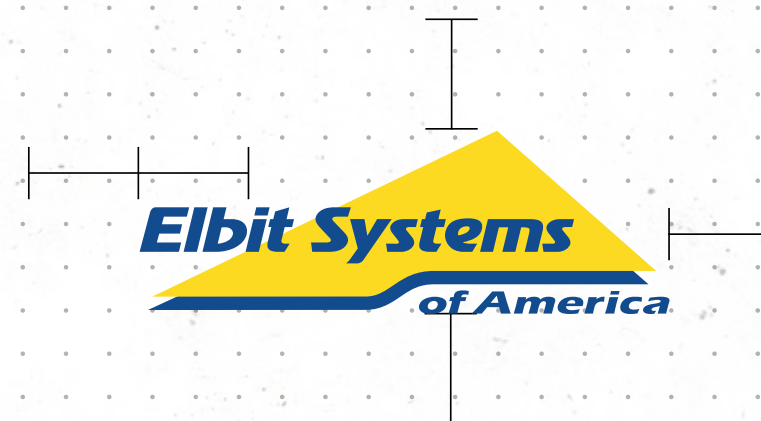
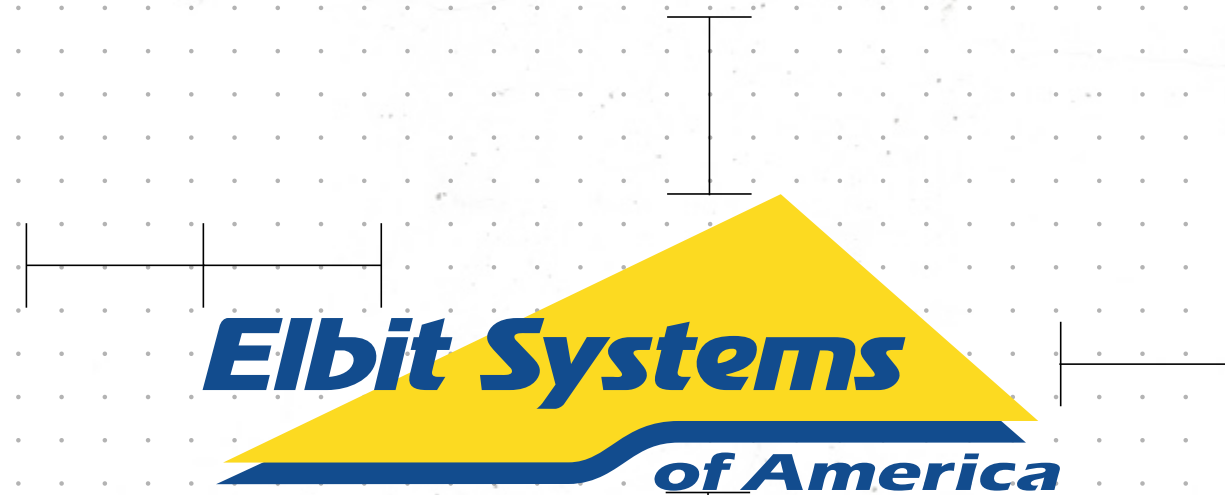
- Keep other elements at least an “**Elb**” space away from the logo to ensure readability.
- Minimum size of the logo should be .5” tall, make sure “of America” is completely legible

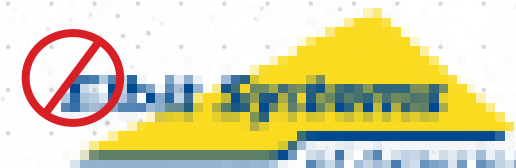
USE CMYK FILES FOR ANYTHING PRINTED

- Business cards
- Printed Ads
- Datasheets
- Brochures
- Printed Presentations
- Memos

USE RGB FILES FOR ANYTHING ON-SCREEN

- Emails
- Email PDFs
- PowerPoints
- Videos
- Website
- Web Banners





DO NOT DO THESE THINGS

- ⊘ place logo on a competing background
- ⊘ use logo where features get lost
- ⊘ create program, team, or product-specific logos

- ⊘ skew the logo
- ⊘ add text close or image on top
- ⊘ cut off or delete any part

- ⊘ use effects, drop shadows, beveling
- ⊘ use parent & acquired company logos
- ⊘ use blurry/pixelated logos

TEXTURES

TEXTURE & OUR GRAPHIC VOICE

The use of texture is integral to our brand. Texture should never overwhelm the main point of the image or detract from the legibility of the text. When looking for texture, keep in mind that our graphic voice is:

| | | |
|---------------|----------|--------|
| bold | textured | sleek |
| punchy | layered | modern |
| pops of color | gritty | fresh |

NOTE:

Geometric textures primarily for internal use.
Use grittier textures for customer-facing pieces.

USE

Textures are used to provide interest and speak to the grit and determination that our heroes possess. The texture used should make sense for the audience and nature of the solution being marketed.

COLORS

GREY 1

PRINT
C 69
M 63
Y 62
K 56

DIGITAL
R 54
G 54
B 54

GREY 85%

#363636

GREY 2

C 59
M 50
Y 50
K 18

R 105
G 105
B 105

GREY 65%

#696969

GREY 3

C 6
M 4
Y 5
K 0

R 235
G 235
B 235

GREY 10%

#ECECEC

YELLOW

C 2
M 11
Y 94
K 0

R 253
G 218
B 36

PMS 114C

#FDDA24

BLUE*

C 99
M 80
Y 15
K 3

R 19
G 75
B 142

PMS 653c

#134B8E

*limited use;
should not
be primary

TYPOGRAPHY

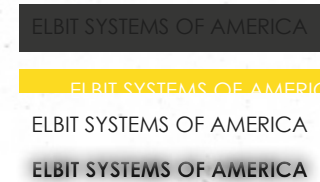
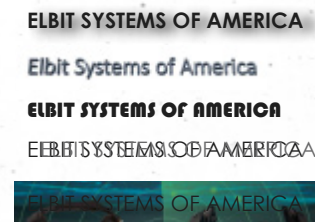
BEBAS NEUE BOOK IS THE BRAND'S MAIN HEADLINE FONT; **FOR IMPACT/PRIORITY USE BEBAS NEUE BOLD**

CENTURY GOTHIC BOLD IS THE SECONDARY FONT FOR SUBTITLES OR EMPHASIS IN PARAGRAPHS

Century Gothic Regular is the paragraph font. You can **bold for emphasis** within titles, subheads, and paragraphs but make sure the **bolded elements are the most important parts** for what the piece or paragraph is saying. Make sure all text in a piece is legible.

DO NOT DO THE FOLLOWING:

- ❌ Drop shadows
- ❌ Word art
- ❌ Unapproved fonts
- ❌ Text overlapping other text
- ❌ Text over a busy image
- ❌ Text on a similarly colored background
- ❌ Text bleeding off edges
- ❌ Text as the only brand element in a piece
- ❌ Text effects like glow, bevel, etc.



IMAGES

OUR VOICE VISIBLE

- Make sure images are appropriately licensed
- **NO GOOGLE SEARCH IMAGES**
- Avoid clip art if possible, keep our voice in mind.
- Product photos must be cleared by ITAR

DVIDSHUB

- Have to use disclosure statement if not heavily edited
- Must remove identifying badges/names of heroes

TEXTURE AND IMAGE

Never overwhelm the images with textures. The use of texture should only ever add interest and depth, never take away from the point of the image. The texture used should make sense for the audience and solution shown.



COMMUNICATIONS

NOTE:

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POWERPOINTS

TEMPLATES AND TRAINING

Get the templates and find training videos at:
www.elbitsystems-us.com/placeholderurl

AVOID THESE THINGS

- ⊘ any other format than 16:9
- ⊘ blue as the primary color
- ⊘ button or box bevels
- ⊘ cumbersome animations
- ⊘ exaggerated drop shadows
- ⊘ word art
- ⊘ clip art or images from Google search
- ⊘ overlapping text

REMEMBER OUR GRAPHIC VOICE

| | | |
|---------------|----------|--------|
| bold | textured | sleek |
| punchy | layered | modern |
| pops of color | gritty | fresh |



TRUSTED | INNOVATIVE | CUSTOMER-FOCUSED

STATIONERY

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.


Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat.


Thanks,




Name Name


817-234-6600 | 4700 MARINE CX PKWY, FORT WORTH TX 76179 | ELBITAMERICA.COM


4700 MARINE CX PKWY
FORT WORTH, TX 76179




4700 MARINE CX PKWY
FORT WORTH, TX 76179
ELBITAMERICA.COM

FIRSTNAME LASTNAME
TITLE OR POSITION
DEPARTMENT NAME
EMAIL: FIRSTNAME.LASTNAME@ELBITSYSTEMS-US.COM
PHONE: (XXX) XXX XXX
MOBILE: (XXX) XXX XXX
FAX: (XXX) XXX XXX

ELBITAMERICA.COM

NOTE: You can find pens, notebooks, shirts & more at:
<http://www.elbitsamerica.logoshop.com>

CORPORATE HASHTAGS

#ELBITAMERICA

- Across all platforms and channels
- Used for new audiences to find and follow us

#ELBITPROUD

- Mainly on Twitter and LinkedIn
- Shows our pride for company community involvement, milestones, and achievements
- Used when reposting or engaging with our content

#VETERANSTRONG

- Across all platforms and channels
- Celebrates our veteran-heavy workforce when posting career and hiring content
- Highlighted during national observances like Veteran's Day, USAF Birthday, etc.

#TEAMELBITAMERICA

- Across all platforms and channels
- Used for content that is employee and team related

 **LINKEDIN**
/ElbitAmerica


 **INSTAGRAM**
@ElbitSystemsUS

 **TWITTER**
@ElbitSystemsUS

 **SNAPCHAT**
@ElbitAmerica



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 elbitsystems-us.com/cs-website-url