

# VIM

VISUAL

IDENTITY

MANUAL

## INTRODUCTION



May 1, 2004

Dear Colleague:

Welcome to Tech Data's corporate-wide Visual Identity Manual (VIM). Styled after a similar document that Computer 2000 created, this manual is the work of a number of dedicated marketing communications professionals around the globe.

The purpose of the VIM is to establish guidelines for the consistent use of Tech Data's name and corporate image. Tech Data has grown significantly in recent years, expanding its operations throughout the Americas, Europe and the Middle East. With that growth comes the need to ensure that the company's branding standards are reinforced and maintained everywhere we do business.

The VIM, which includes easy-to-follow explanations and examples, provides specific instructions for the creation and use of marketing elements ranging from logos and print advertising to stationery and electronic communication. The standards contained within the VIM are not intended to limit design opportunities, but to produce synergy with a common look and feel.

Please review this information carefully. Adhering to these standards is mandatory as Tech Data increases its market presence and brand awareness throughout the world. Your understanding and implementation of these standards will help Tech Data maintain a consistent, unified image.

Should you have any questions regarding the content of this manual or Tech Data branding issues in general, please refer to the list of contacts on Page 4.

Sincerely,

A handwritten signature in black ink, appearing to read 'Steven A. Raymund'.

Steven A. Raymund  
Chairman and CEO  
Tech Data Corporation

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### Contact information

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#### Logo requests

For specific logo requests and information regarding Tech Data's Corporate Logo Guidelines and Standards, please visit our Web site at <http://www.techdata.com/content/visitor/abouttd/logoguide.aspx>.