



POWER MANAGEMENT

BRAND ARCHITECTURE | APRIL.2014

ABT BRAND STRUCTURE

**CORPORATE
& BRANDED
PRODUCTS
MARK**



POWER MANAGEMENT

**BRANDED
SERVICE
MARKS
FOR ABT
MARKETS**

MATERIAL
HANDLING SOLUTIONS

AIRLINE
GROUND SUPPORT

TELECOM
DC POWER SOLUTIONS

CRITICAL
FACILITY SERVICES

EMPLOYEE
FAMILY & CULTURE

**BRANDED
SOLUTIONS,
SOFTWARE &
EQUIPMENT
MARKS**

**GUARANTEED
POWER**
[ABT SOLUTION FOR
MATERIAL HANDLING MARKET]

**FLEET
POWER**
[ABT SOLUTIONS FOR
MATERIAL HANDLING & AIRLINE
GROUND SUPPORT MARKETS]

UNIVERSITY
[TRAINING FOR
ABT EMPLOYEES]

**FLEET
POWER**
[ABT SOLUTIONS FOR
MATERIAL HANDLING & AIRLINE
GROUND SUPPORT MARKETS]

BENEFITS
[BENEFITS FOR
ABT EMPLOYEES]

RAAMS
[ABT SOFTWARE FOR
MATERIAL HANDLING MARKET]

**HIGH FREQUENCY
CHARGERS**
[ABT CHARGERS FOR
MATERIAL HANDLING & AIRLINE
GROUND SUPPORT MARKETS]

TYPE FAMILIES IDLEWILD BOLD / IDLEWILD MEDIUM / IDLEWILD BOOK
FUTURA BOLD / FUTURA BOOK / TREBUCHET MS BOLD (PC) / TREBUCHET MS REGULAR (PC)

COLOR PALETTE

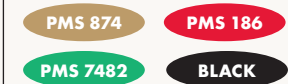
**ABT CORPORATE
& PRODUCTS**



ABT SERVICES & MARKETS















**ABT BRANDED SOLUTIONS,
EQUIPMENT & SOFTWARE**



RGB BUILDS / PMS 186: R227 G24 B55 / **PMS 416:** R149 G148 B132 / **PMS 7482:** R0 G178 B116
PMS 1665: R243 G115 B33 **PMS 299:** R0 G157 B220 / **PMS 7408:** R255 G194 B34 / **PMS 874:** R188 G155 B106

ABT MARKETS STRUCTURE

<p>BRANDED SERVICE MARKS FOR ABT MARKETS</p>				 
	<p>APPLICATIONS Manufacturing & Distribution > Lift Trucks > Automated Guided Vehicles</p> <p>PRODUCT OFFERINGS Motive Power Batteries Charging Systems Battery Handling Equipment Remote Management Hardware</p> <p>SERVICES Engineer, Furnish & Install Maintenance Programs Fleet Assessments Power Studies</p>	<p>APPLICATIONS Airports > Baggage Tractors > Tow Tractors</p> <p>PRODUCT OFFERINGS Motive Power Batteries Charging Systems Remote Management Hardware</p> <p>SERVICES Engineer, Furnish & Install Maintenance Programs</p>	<p>APPLICATIONS Telecom > Central Offices > Cellular Sites > Remote Huts > Outside Cabinets</p> <p>Cable Providers > Head-in Offices</p> <p>Municipalities, Universities & Public Schools > Emergency Communications</p> <p>PRODUCT OFFERINGS Reserve Power Batteries DC Power Equipment Cabling</p> <p>SERVICES Engineer, Furnish & Install Maintenance Programs Project Management Site Assessments</p>	<p>APPLICATIONS Hospitals > Data Centers > Switchgear</p> <p>Financial Institutions > Data Centers > Switchgear</p> <p>Industry > Data Centers > Switchgear</p> <p>PRODUCT OFFERINGS Reserve Power Batteries UPS Systems Generators Battery Spill Containment</p> <p>SERVICES Engineer, Furnish & Install Maintenance Programs Project Management IR Scanning (Thermography) Diesel Fuel Management</p>
<p>BRANDED SOLUTIONS, EQUIPMENT & SOFTWARE MARKS</p>	   			 

ABT COLLATERAL SYSTEM

BRANDED
SERVICE
BROCHURES
FOR ABT
MARKETS



BRANDED
SOLUTIONS,
EQUIPMENT
& SOFTWARE
BROCHURES



MATERIAL HANDLING

MATERIAL HANDLING AND
AIRLINE GROUND SUPPORT

MATERIAL HANDLING AND
AIRLINE GROUND SUPPORT

MATERIAL HANDLING

MATERIAL HANDLING

EMPLOYEES

EMPLOYEES