

PLEX

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Welcome. Our brand reflects our passion and our sense of purpose to revolutionize global manufacturing with the Plex Manufacturing Cloud. While Plex exemplifies continuous innovation, our brand must be communicated with consistency to maintain its integrity, maximize its impact, and broadcast our identity to the market.

These brand guidelines have been established to provide you with everything you'll need to help create and support our identity as the manufacturing cloud industry leader. **Plex, it's what's next.**

Brand Summary

Vision

We knew there had to be a better way to run the plant floor. So we built the software that could do it. The innovative spirit that led to Plex, the first and only manufacturing cloud ERP, is now driving a resurgence in the manufacturing economy. We dared to imagine a new way of running the plant floor. That vision has turned into a fully realized Manufacturing Cloud that now runs operations for hundreds of manufacturing customers.

Mission

Our mission is to transform the manufacturing industry with our products and services, leading to the happiest ERP customers in history.

Tagline

THE MANUFACTURING CLOUD

Themeline

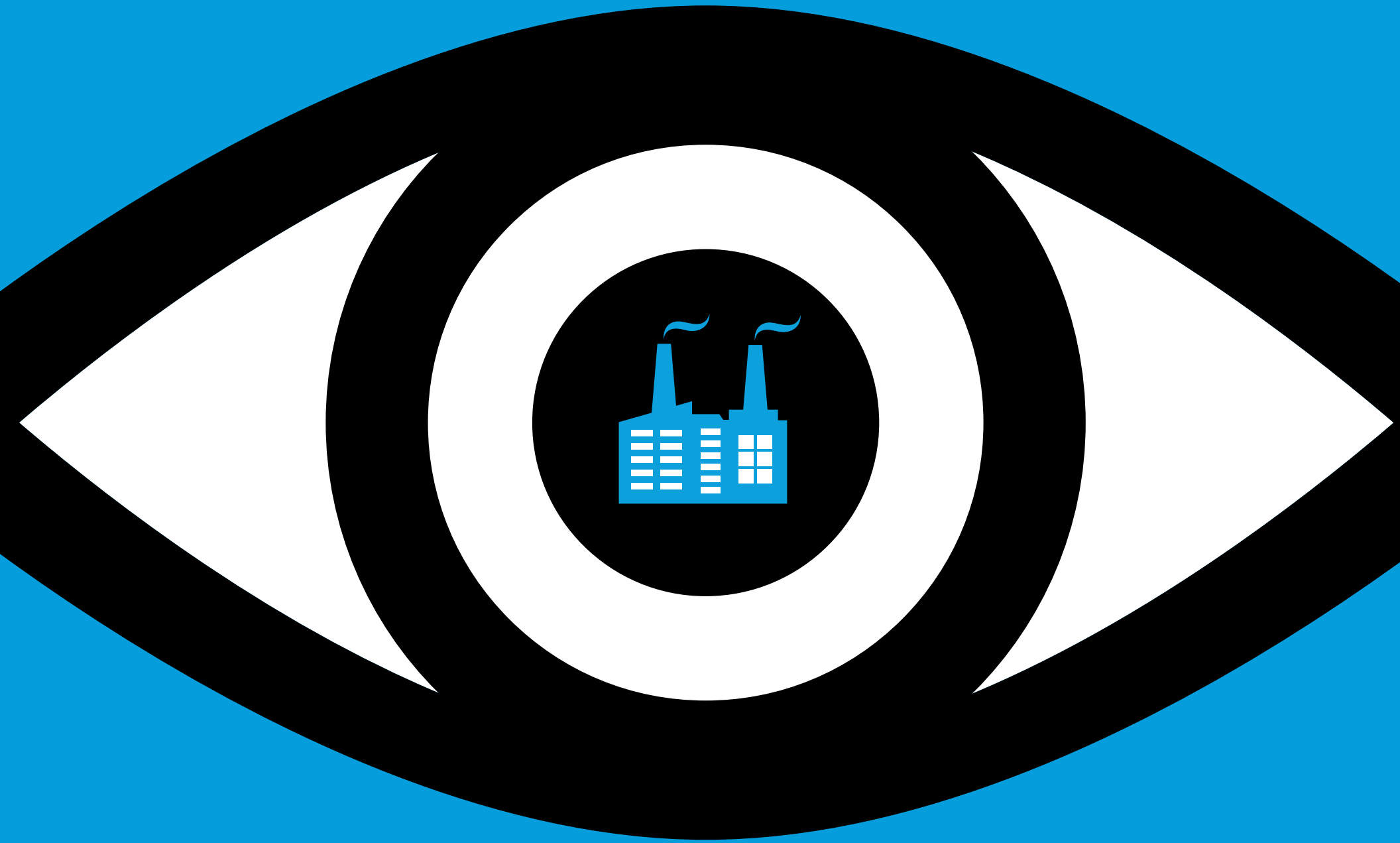
It's what's next.

One Sentence Description

Plex is the Manufacturing Cloud, delivering industry-leading ERP and manufacturing automation to hundreds of companies across industries including aerospace and defense, food and beverage and transportation.

One Paragraph Description

Hundreds of companies use the Plex Manufacturing Cloud to connect suppliers, manage materials, control machines and run their business operations with ready access to data essential for informed decision making. From processing craft beer to assembling diesel engines, Plex solutions automate the plant floor and inform the top floor. With insight that starts on the production line, Plex helps companies see and understand every aspect of their business, enabling them to lead in an ever-changing market. Plex helps you deliver what's next.



Logo

The Plex logo is the face of our company and product, and conveys our public image. Integrity and clarity of the logo depends on proper usage. Only use approved electronic artwork and do not recreate or alter the Plex logo.

Logo



Always give the Plex logo room to breathe by creating a clear space around it. No other graphics or photography should appear in this area. Also, please follow the minimum size parameters. Logo treatments smaller than this are difficult to read.

Minimum clear space



x=height of logo
Keep the defined area void of graphic elements.

Print minimum size
4.75 mm tall
or 3/16 inches tall



Web minimum size
14 pixels tall and
62 pixels wide



Logo With Tagline

The Plex corporate tagline is THE MANUFACTURING CLOUD. The tagline is considered artwork and cannot be retyped with the logo. The Plex logo with tagline should primarily be used on marketing materials.

Primary logo



Always give the Plex logo with tagline room to breathe by creating a clear space around it. No other graphics or photography should appear in this area. Also, please follow the minimum size parameters. Logo with tagline treatments smaller than this are difficult to read.

Minimum clear space



x=height of logo
Keep the defined area void of graphic elements.

Print minimum size
13 mm or 1/2 inches tall



Web minimum size
42 pixels tall and
130 pixels wide



Logo Colors

Preferred background colors, full color

Plex Navy and Plex Blue on White



Acceptable logo variations substituting Black for Plex Navy.
Use only when full color is not available.

Black and Plex Blue on White



White and Plex Navy on Plex Blue



White and Black on Plex Blue



White and Plex Blue on Plex Navy



White and Plex Blue on Black



Logo Colors

Black and White logo options

Black and 50% Black. Use on light toned backgrounds.



Plex logo in all white on dark backgrounds.



White and Black. Use on medium toned backgrounds.



White and 50% Black. Use on dark toned backgrounds.



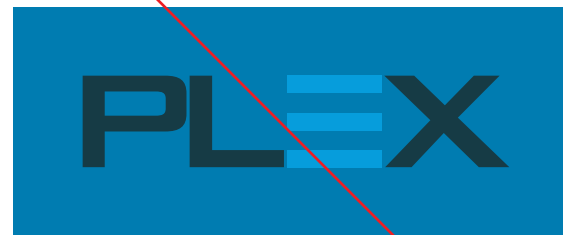
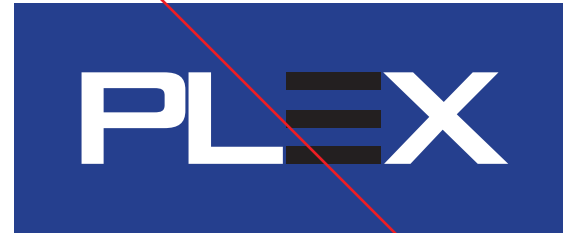
Logo Usage

While you should make every effort to use one of the preferred background colors, the Plex logo may be placed on other colors, provided there is sufficient contrast.

Acceptable



Unacceptable



Logo Modifiers

Plex logo modifiers are defined as any text that must be linked directly with the Plex logo. Such usage is subject to approval by the Plex Corporate Brand Marketing team.



Only use approved electronic artwork and do not recreate or alter the Plex logo. The font for Plex logo modifiers is Bank Gothic Medium. All upper case and positioned flush right and under the Plex logo as shown below.

Positioning of Logo Modifiers



x=width of logo stroke
5.5 x=Keep the defined area void of graphic elements.

Always give the Plex logo room to breathe by creating a clear space around it. No other graphics or photography should appear in this area.

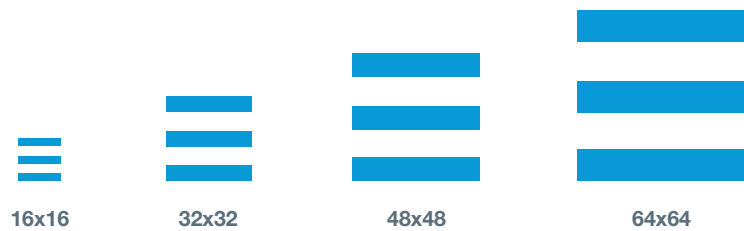
Alternate Plex colors may be used to substitute the E in the Plex logo in special circumstances. Please check with the brand marketing team for advance approval. **Examples:**



Logo Favicon

Favicon is short for “favorite icon.” It is a website, shortcut, url, or bookmark icon associated with the Plex website or a webpage, and is for Internet uses only. For example, the 16 x 16 pixel icon below appears next to www.plex.com in your browser url field. Larger favicons may be used for avatar/profile picture and other uses.

The Plex Favicon



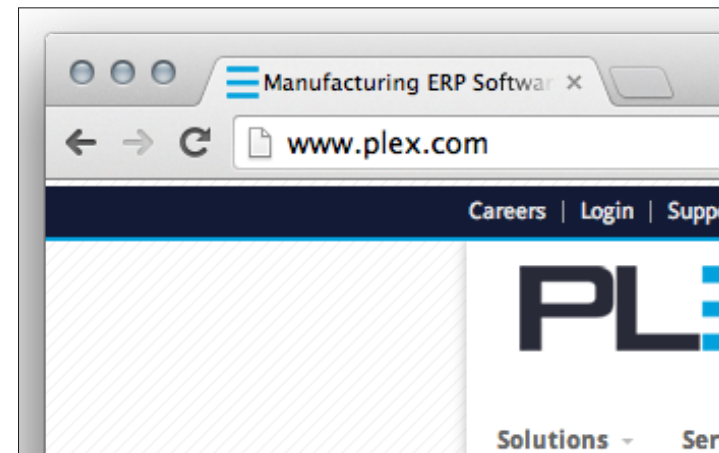
Plex Favicon Restrictions

The Plex favicon is meant to be used as a stand-alone icon. It is not to be used in conjunction with text or other artwork.

Acceptable



Example



Unacceptable

≡RP from the Plex Manufacturing Cloud.

Logo Application

When placing the Plex logo on apparel and other promotional items, make sure to follow our logo color and usage rules. Please use the preferred background colors established in these guidelines. If that is not possible, use colors that provide sufficient contrast. Don't forget to give the logo room to breathe by creating clear space around it, and follow the minimum logo size parameters.



Improper Logo Usage

Inconsistent use of the logo detracts from brand equity and recognition. These examples illustrate some common misuses and applications to be avoided.

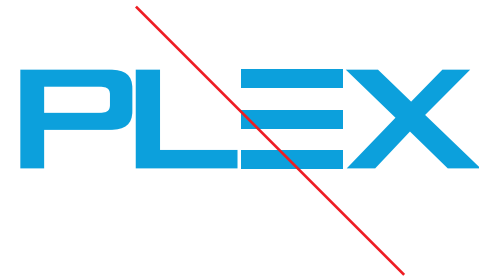
Don't use colors other than the approved logo colors



Don't use on a busy background



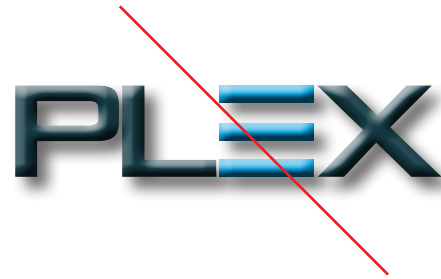
Don't use in all one color other than white on a black background



Don't distort, skew, rotate, stretch, or condense the logo



Don't apply drop shadows, special effects, or gradients



Don't box in the logo



Don't replace tagline with new copy



Don't alter the tagline lockup



Don't typeset the logo



Identifying the Correct Logo File

To determine which logo digital file to use for your application, reference the guide below. Use of the incorrect file can lead to poor color matching and quality.

“.ai” or “.eps” extension + “rgb” (in filename)

These are vector file formats, and should ONLY be used for web or on-screen applications, in an rgb color environment.

“.ai” or “.eps” extension + “pms” (in filename)

These are vector file formats, and should ONLY be used for lithographic print applications, (unless only cmyk print units are available). The “pms” refers to the PANTONE color matching system. This system is preferred to cmyk for most print applications, as the resulting colors are not subjective.

“.ai” or “.eps” extension + “cmyk” (in filename)

These are vector file formats, and should ONLY be used for print applications, using cmyk (4-color) printing (lithographic or color laser printing). They should NOT be used if pms print units are available, especially for the Plex brand logo colors or primary palette.

“.jpg” or “.png” (rgb) assets

These are raster (pixel-based) file formats, and should ONLY be used for web or on-screen applications, in an rgb color environment (ie: PowerPoint presentations, web pages, etc.). They are NOT to be used for any print applications.

Most application uses and requests for logos will directly indicate the type of file that is required.



Primary Palette

An integral part of establishing brand consistency comes from using the Plex color palettes as shown. Please make every effort to maximize usage of our primary color palette.

Note: you may use variants of gray scale to create the effect of additional color.



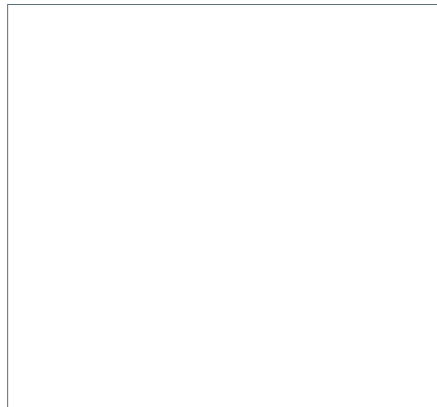
Plex Blue

PMS
Pantone 299 C

CMYK
C: 80
M: 18
Y: 0
K: 0

RGB
R: 0
G: 150
B: 213

HEX
#0096D5



White

CMYK
C: 0
M: 0
Y: 0
K: 0

RGB
R: 255
G: 255
B: 255

HEX
#ffffff



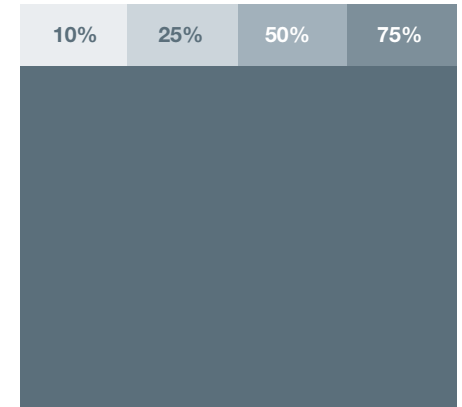
Plex Navy

PMS
Pantone 532 C

CMYK
C: 79
M: 73
Y: 53
K: 56

RGB
R: 46
G: 47
B: 59

HEX
#2e2f3b



Plex Gray

PMS
Pantone 7545 C

CMYK
C: 15
M: 0
Y: 0
K: 80

RGB
R: 87
G: 98
B: 110

HEX
#57626e

Secondary Palette

Secondary colors should only be used sparingly within charts, graphs, and graphic elements.
Note: the secondary palette should not exceed 30 percent of total color usage

						
Plex Light Gray	Plex Medium Gray	Plex Orange	Plex Green	Plex Light Blue	Plex Medium Blue	Plex Dark Blue
PMS Pantone 7541 C	PMS Pantone 7543 C	PMS Pantone 144 C	PMS Pantone 390 C	PMS Pantone 3105 C	PMS Pantone 7468 C	PMS Pantone 534 C
CMYK C: 4 M: 0 Y: 0 K: 8	CMYK C: 43 M: 30 Y: 25 K: 0	CMYK C: 0 M: 48 Y: 100 K: 0	CMYK C: 35 M: 11 Y: 100 K: 0	CMYK C: 50 M: 0 Y: 13 K: 0	CMYK C: 100 M: 10 Y: 0 K: 28	CMYK C: 100 M: 80 Y: 32 K: 19
RGB R: 227 G: 232 B: 232	RGB R: 153 G: 164 B: 174	RGB R: 226 G: 135 B: 15	RGB R: 182 G: 190 B: 0	RGB R: 147 G: 211 B: 223	RGB R: 9 G: 113 B: 161	RGB R: 51 G: 64 B: 105
HEX #e3e8e8	HEX #99A4AE	HEX #e2870f	HEX #b6be00	HEX #93d3df	HEX #0971a1	HEX #334069

Typography

Usage of Plex corporate fonts ensures a consistent brand identity.

Headline Font

Trade Gothic Extended

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Trade Gothic Bold Extended

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Primary Body Copy Font

Helvetica Neue Pro Roman

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Primary Subhead Font

Helvetica Neue Pro Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Arial is the typeface to be used for all online applications or in place of Helvetica if not available.

Arial

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

Arial Bold

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

If you are an agency or vendor working on behalf of Plex, you may download our corporate fonts at Myfonts.com.

Trade Gothic Extended \$29

<http://www.myfonts.com/fonts/linotype/trade-gothic/extended-63882/>

Trade Gothic Bold Extended \$29

<http://www.myfonts.com/fonts/linotype/trade-gothic/bold-extended-63882/>

Helvetica Neue Pro Roman \$35

<http://www.myfonts.com/fonts/linotype/helvetica-neue-pro/helvetica-neue-pro-roman/>

Helvetica Neue Pro Bold \$35

<http://www.myfonts.com/fonts/linotype/helvetica-neue-pro/helvetica-neue-pro-bold/>

Typography Usage

Advertising Headline Samples

Trade Gothic Extended and Trade Gothic Extended Bold may be used in the same headline for emphasis when using the themeline. This treatment works well in the Primary Plex Colors shown to the right.

Note: copy is always left justified without indention. Paragraph breaks are noted by an extra return. The spacing between lines may be kerned if needed for clarity or impact.

Do not center text except in rare circumstances where design is driving the communication. For example: boilerplate copy on the back cover of printed collateral.

A manufacturing cloud that constantly updates, so you can constantly adapt. **It's what's next.**

A manufacturing cloud that constantly updates, so you can constantly adapt. **It's what's next.**

A manufacturing cloud that constantly updates, so you can constantly adapt. **It's what's next.**

A manufacturing cloud that constantly updates, so you can constantly adapt. **It's what's next.**

Typography Usage

Advertising Headline Samples

Both Trade Gothic Extended and Trade Gothic Extended Bold may be used for headlines. Use in the Primary Plex Colors.

A manufacturing cloud that constantly updates,
so you can constantly adapt.

A manufacturing cloud that constantly updates,
so you can constantly adapt.

A manufacturing cloud that constantly updates,
so you can constantly adapt.

A manufacturing cloud that constantly updates,
so you can constantly adapt.

Typography Usage

Advertising Headline and Body Copy Samples

Trade Gothic Extended Bold may be used as a headline, followed by body copy in Helvetica Neue on the same line.

The engine behind the manufacturing economy. Plex runs manufacturing systems for hundreds of companies in aerospace and defense, automotive, food and beverage and other industries where complex, finely-tuned production operations are the foundation for competitive advantage. Globally, manufacturing makes up 70% of all trade activity. To compete and win, companies need nimble solutions to keep up.

Manufacturers need better ERP. Legacy ERP systems are outdated, inflexible and slow. They can't keep up with the speed and volume of global manufacturing today. Manufacturers must be able to see and understand every aspect of their business in real time, and quickly adapt to compete in an ever-changing world.

Why Plex? Our customers will tell you, if you want to run a smarter business, use Plex. It takes a team obsessed with constant improvement and customer satisfaction to create a new category. Manufacturing is our sole passion, and we were first to the cloud so our expertise is unmatched. We take pride in our customers' success, providing the real-time information they need to generate profits from every inch of the plant floor. Since we work *with* our customers to continually improve the Plex system, we can all say, "we built that."

Typography Usage

Advertising Body Copy Samples

Helvetica Neue body copy may be used in a variety of Plex primary colors.

Manufacturing is changing at record speed. To keep up, nearly 400 forward-thinking companies run their manufacturing operations with the Plex Manufacturing Cloud. Unlike on-premise systems, Plex continuously improves to address current and future challenges. It's always flexible, always current, and the best way for a manufacturer to be ready for what's to come. **PLEX.COM**

Manufacturing is changing at record speed. To keep up, nearly 400 forward-thinking companies run their manufacturing operations with the Plex Manufacturing Cloud. Unlike on-premise systems, Plex continuously improves to address current and future challenges. It's always flexible, always current, and the best way for a manufacturer to be ready for what's to come. **PLEX.COM**

Manufacturing is changing at record speed. To keep up, nearly 400 forward-thinking companies run their manufacturing operations with the Plex Manufacturing Cloud. Unlike on-premise systems, Plex continuously improves to address current and future challenges. It's always flexible, always current, and the best way for a manufacturer to be ready for what's to come. **PLEX.COM**

Design Elements

Use Plex graphics to give life to our brand and enhance our communication. Examples of advertising messages commonly associated with each element are listed. Do not alter, bend, twist, or distort the graphics in any way.

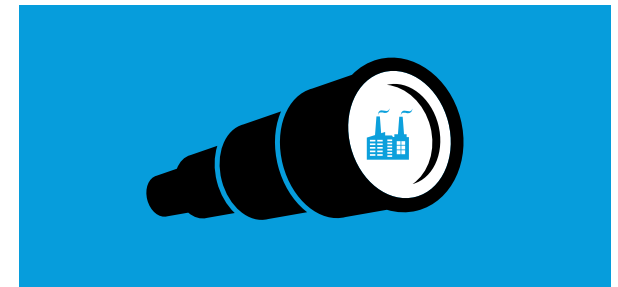
Advertising Message

A manufacturing cloud that helps you see what's coming, so you can stay ahead.
It's what's next.

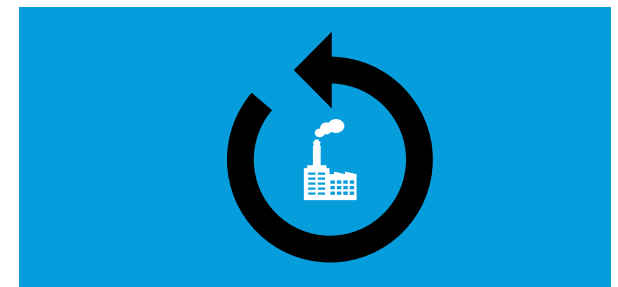
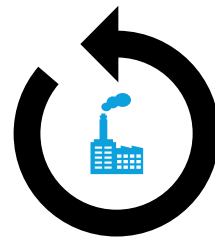
On White Background



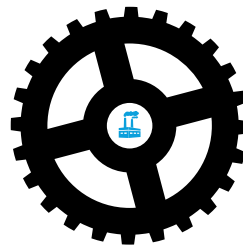
On Plex Blue Background



A manufacturing cloud that constantly updates, so you can constantly adapt.
It's what's next.



A manufacturing cloud born on the plant floor.
It's what's next.



Design Elements

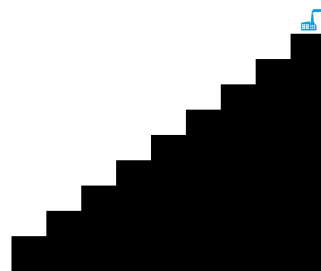
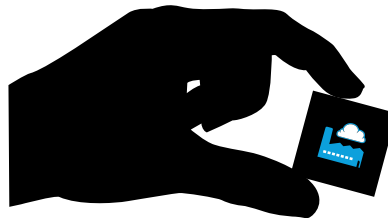
Advertising Message

A manufacturing cloud that helps you improve every detail.
It's what's next.

A manufacturing cloud that helps you see all—and adapt quickly.
It's what's next.

A manufacturing cloud built to scale up your business.
It's what's next.

On White Background



On Plex Blue Background

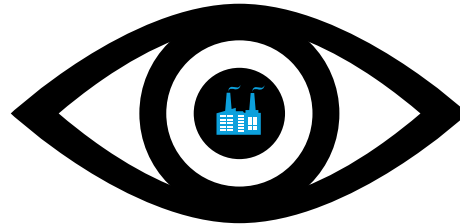


Design Elements

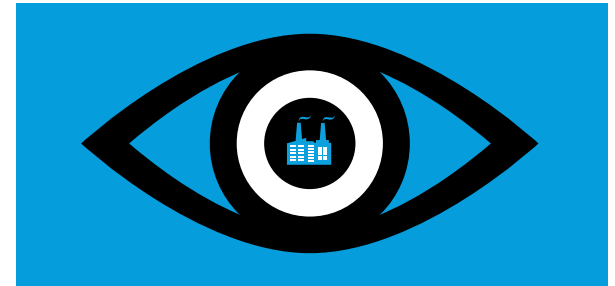
Advertising Message

A manufacturing cloud that sees the future.
It's what's next.

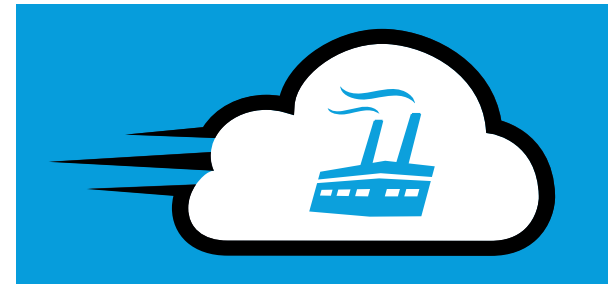
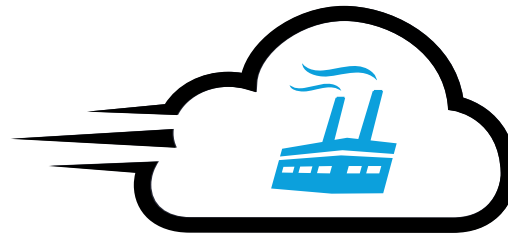
On White Background



On Plex Blue Background



A manufacturing cloud that keeps you moving at the speed of today's global business.
It's what's next.



A manufacturing cloud born on the plant floor.
It's what's next.



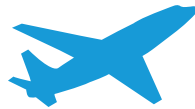
Vertical Icons

Plex icons depict the many industries we serve. Use them in conjunction with Plex design elements to clarify the message.

Transportation



Aerospace & Defense



Food & Beverage



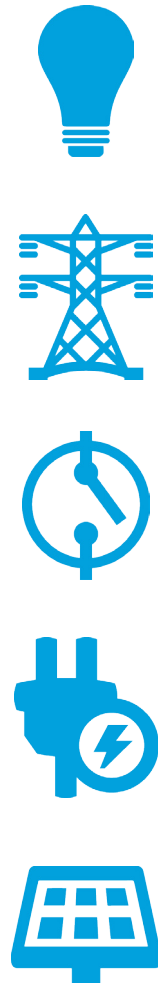
Vertical Icons

Plex icons depict the many industries we serve. Use them in conjunction with Plex design elements to clarify the message.

Oil and Gas



Electric Components



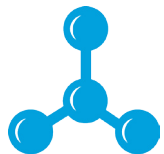
Electronic Components



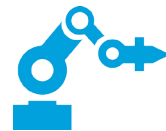
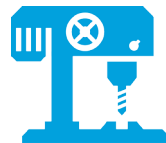
Vertical Icons

Plex icons depict the many industries we serve. Use them in conjunction with Plex design elements to clarify the message.

Plastics



General Manufacturing





Business Applications

PowerPoint Template

The Plex PowerPoint template is meant to be used as a template document, into which you can insert customized content. The font type, size, color, and location of content, including bullets, has been established as part of the master template. The placement of images and videos as well as the color of charts, tables, and graphics has also been built into the template. Please do not alter these features while inserting your customized content, unless extenuating circumstances arise.

For instructions on how to install the Plex PowerPoint themes please click [here for PC](#) version or to click [here for the Mac](#) version

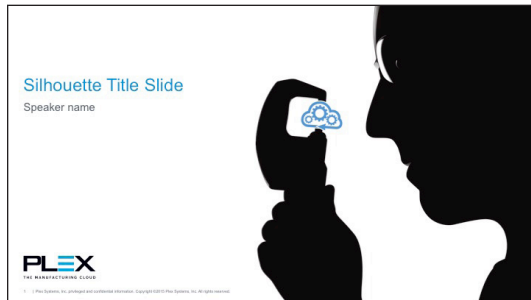
Titles: Capitalize initial and key words

Bullet Points: No periods after bullet points

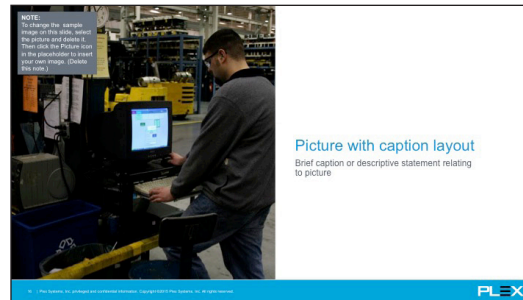
Bullet Points: Should be short phrases rather than complete sentences

Bullet Points: If a sentence follows a phrase in bullet point copy, use a period after the phrase and the sentence. (But try to avoid this situation.)

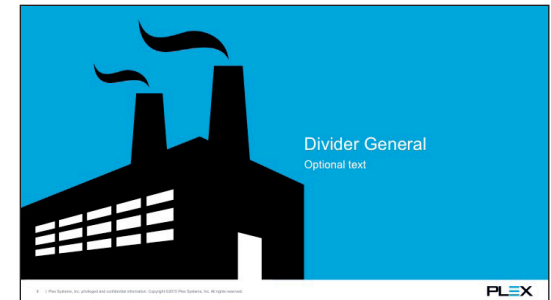
Title Slide



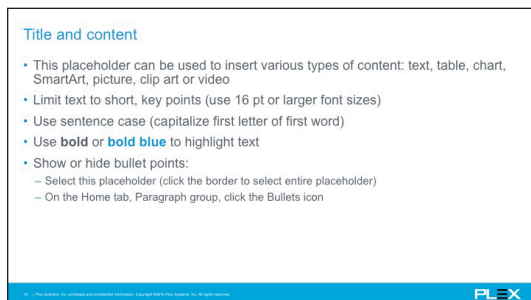
Content with Image Slide



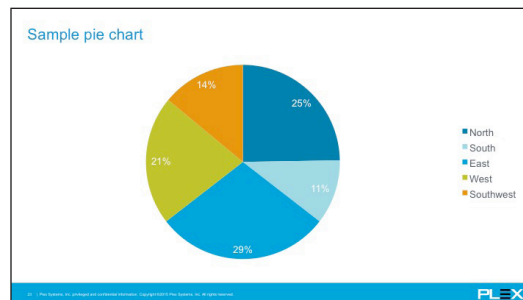
Divider Slide



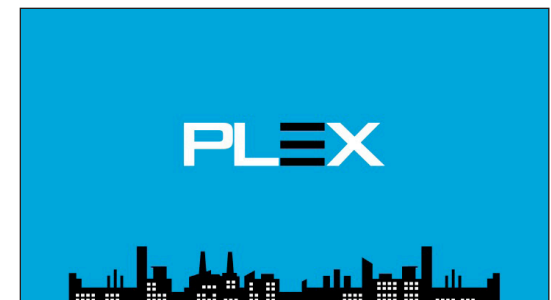
Content Slide



Graph and Chart Slide



Opening or Closing Slide



Document Templates

Plex documents are meant to be used as templates, into which you can insert customized content. The font type, size, color, and location of content, including bullets and pull quotes, have been established as part of the master templates. Always use black and white photos for case studies and white papers. The placement of images and other graphics has also been built into the template. Please do not alter these features while inserting your customized content, unless extenuating circumstances arise.

Typography Usage

Headline:

18 PT Trade Gothic LT Extended
Leading 25 PT

Headline Punctuation:

Use initial cap. Do not cap prepositions.

Example: Best Practices in Food Traceability.

Subhead:

15 PT Helvetica Neue LT Pro 55 Roman
Leading 18 PT

Subhead Punctuation:

Same rule applies.

Body Copy:

11 PT Helvetica Neue LT Pro 55 Roman
Leading 14.5 PT

Bulleted List:

- 11 PT Helvetica Neue LT Pro 55 Roman
- Leading 14.5 PT
- Space after .045 in
- Left indent .125 in
- First line indent -.125 in

Boilerplate:

Title: 11 PT Helvetica Neue LT Pro 55 Roman
Copy: 9 PT Helvetica Neue LT Pro 55 Roman
Leading 13.5 PT

Text Colors:

Plex Dark Grey (most commonly used) CMYK: 15/0/0/80

White (when on a background that provides appropriate contrast)

Plex Cyan (for callouts and bullets) CMYK: 80/18/0/0

Document Templates

Customer Success Story



Inteva Improves Supplier Management, Communications with Quality Solution



At a Glance:

- Inteva replaced legacy and ad hoc systems once used to manage a global enterprise of 2,500 suppliers, and is no longer dependent on stand-alone spreadsheets and documents.
- A comprehensive Web-based Supplier Quality Management portal automates the supplier scorecard process, streamlines part and process non-conformances tracking, and improves real-time communications throughout the enterprise.
- The company clearly sees and acts upon what's happening in its supply chain — in real time — to maximize supply chain management success.
- Plex replaced and consolidated various ERP systems including SAP and Covisint.

PLEX.COM | 855.534.8012

Customer Success Story



CUSTOMER SUCCESS STORY | 2

About Inteva
 Formerly a division of Delphi Corp., Inteva Products, LLC, is a global tier-one automotive supplier with 17 facilities on three continents including two joint ventures, six countries and four U.S. states.
 The company manufactures interior systems including cockpits, closure systems, and window lift systems used by automotive manufacturers, and is also expanding into non-automotive markets.
 When Inteva was launched as an independent company in March 2008, one of its first challenges was standardizing its information systems and data management.
 Another major challenge was to manage a supplier network of approximately 2,500 companies across the globe. The supply base is made up of 500 direct material suppliers, with the remainder of the supply chain being indirect suppliers such as shipping and freight services, and other service providers.

Supply Chain Challenges
 Inteva used previous systems (SAP and Covisint) along with standalone application data to collect and manage supplier quality, which created bottlenecks in managing supplier quality.

"We now track real-time issues by plant, by supplier, repeat non-conformances, and summary data."

Explains Ben Stewart, Enterprise Applications Director at Inteva, "It was a challenge in the past to effectively track supplier information. Like much of our SAP implementation, we could not always get to the data we needed in the format required. This necessitated redundant data handling, manual work-arounds, and many steps. It was especially challenging because of our large supply base with multiple addresses and global locations." Inteva experienced additional bottlenecks when managing part and process non-conformances.

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Customer Success Story



CUSTOMER SUCCESS STORY | 4

current orders and shipping status, and can utilize Advanced Shipping Notifications. This level of functionality was once limited to larger suppliers via proprietary EDI systems.


As another example of enterprise-wide improvements, a stamping operation based in Mexico uses the Plex SCM portal to track the nearly 400 containers they ship daily to a major subcontractor. The subcontractor has the opportunity to simply print and apply Inteva's formatted labels when shipping the completed product back. Components arrive at Inteva with the correct scannable label format. This is another advantage of how the new system takes out non-value added steps in the supplier management process.

Overall Advantages of a Single Solution
 In all, Inteva now better manages its supply chain by measuring and tracking performance in real time with a single system. The company plans on adding additional functionality and enhancements — such as workflow for automated escalation — for an even more efficient supply chain.

Concludes Stewart, "One of the biggest benefits is the ability to directly communicate information with our supply base. In the past we relied on different solutions outside of our ERP system or came up with homegrown solutions. Now, since our suppliers have access to the SCM system through an Internet browser, we can more easily and effectively share data with our suppliers using a single solution."

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Customer Success Story



Document Templates

White Paper


Tying the Shop Floor to the ERP System



At a Glance:

- This paper describes the evolution of IT strategies and the advantages of using an ERP system focused on linking shop floor and top floor operations.
- ERP systems shed light on manufacturing processes, enabling improved decision-making.
- A case study highlights how ERP from the Plex Manufacturing Cloud dramatically decreases training expenses, freight costs, and scrap, while enabling business growth without additional resources.

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White Paper


WHITE PAPER | 3

the products they manufacture. This includes the highest levels of data quality, accuracy, delivery and storage, location, currency, or unavailable data about your plant floor can be more dangerous than no data at all. Real-time data helps expose plant floor deficiencies and anomalies of OEE, quality and traceability.

Allowing an ERP system to effectively automate a process not only results in a nearly perfect production process, it also frees an operator to focus on other, value added activities. When additional data is captured, the shop floor is integrated with the top floor for a real-time snapshot of traceability and machine output.

"Plex brings manufacturers improved quality, increased production throughput, and less scrap."

Tony Kaczmarek, president of Kora Engineering, has seen dramatic transformations occur when ERP ties the shop floor to the top floor. Integrated ERP systems make plant floor activities more visible to all employees. In fact, Kora Engineering has found that most companies learn more about their systems the first day they bring their equipment online than they've known after decades of operation.


Plex Cloud ERP has the industry's most comprehensive quality management and supply chain management functionalities. It has the capabilities needed by manufacturers to manage problem controls, cost recoveries, traceability, statistical process controls, issue management, and more. Its compliance monitoring functionality has additional features that enable comprehensive internal and supplier auditing.

Plex Cloud ERP in Action

ERP on the shop floor brings many opportunities for improvement. Better quality, increased production throughput, and reduced scrap are a few of the many benefits.

Ralco Industries was one of the first companies to implement Plex Cloud ERP, the industry's leading cloud ERP solution for manufacturers.

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White Paper


WHITE PAPER | 4

"Our inventory accuracy was, at one time, only about 50 percent," says Jim Piper, president of Ralco Industries. "We were conducting grueling physical inventories every month, and they would be off by the next week. We never knew if we had enough parts to build a set-up. Every time we did a set-up, we followed different steps and processes. Each worker had his/her own method. This resulted in lost time, inconsistent product quality, scrap, expedited shipments, and more issues. We knew we had to fix our system."

A diligent search for an ERP provider that could meet its stringent requirements brought Ralco to Plex Systems, provider of Plex Cloud ERP.

Ralco started its implementation with the Plex Cloud ERP Purchasing function, one of 300 functions available. "It was great," says Piper. "We found we could now easily match requests to our internal purchase orders, and match purchase orders to invoices. We had more control and security over purchase orders, and actually reduced the number of POs. The improved efficiency saved us about \$100 per purchase order processed."

Results for Ralco were immediate and significant:

- Training costs were reduced by more than 50 percent because all functions in Plex Cloud ERP were available from a consistent interface.
- Premium freight costs were down by 20 percent in the first year.
- Scrap rates declined by 60 percent.

50% ↓ TRAINING COSTS
 20% ↓ PREMIUM FREIGHT COSTS
 60% ↓ SCRAP RATES

"We've significantly grown our business in a down economy, which says a lot," said Piper. "We couldn't have done that without Plex. We wanted to differentiate ourselves from our competition, and we've done that."

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White Paper


Document Templates

Data Sheet



The Plex Manufacturing Cloud: ERP for Aerospace and Defense Manufacturers

Plex Cloud ERP offers comprehensive coverage that allows aerospace and defense manufacturers to meet challenging regulations in a paperless environment.

Plex Cloud ERP enables users to easily meet tough regulations, customer demands and quality standards while saving costs and speeding time to market.

Quality Management System (QMS)

Plex Cloud ERP provides features that increase process repeatability, reduce variation, increase production throughput and reduce defects. The system includes FMEAs, control plans, SPCs, checklists, inspection data collections and more to manage customer quality. Traceability is a key workflow for many aerospace and defense manufacturers, and the Plex Manufacturing Cloud is specifically designed to streamline and simplify this process area.

Supply Chain Management (SCM)

Quality-based tools are integrated with problem controls, purchasing, shipping and receiving to ensure quality across the supply chain. Plex Cloud ERP includes EDI so users seamlessly transmit and receive electronic documents for efficient and timely communication. Problem controls record, track, check and resolve problem statuses.

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It's what's next. 

Manufacturing Execution System (MES)

The Plex Cloud solution includes CAD integration and controls to seamlessly manage engineering changes. The system tracks part lists and specifications, process routings, flow charts and Bills of Material. It includes barcode labeling and enables production scheduling, PLC/machine integration, preventative maintenance and full customer audit trails.



World-Class ERP

Plex Cloud ERP integrates all business and operational functions, eliminating duplicate data entry. Supplier receipts and customer shipments create AR records. The system automates the consolidation of multi-company financials and the generation of financial statements. Plex improves the efficiency and accuracy of costing because it maintains real-time data for receiving, production, inventory, shipping and more. It includes an order configurator so users can manage highly sophisticated, customized pricing structures for order entry and estimating.

Program Management

Plex's integrated program management functions manage the internal complexities of launching new products, conducting R&D and handling major revisions. Highly integrated with the checklist system, APQP and workflows, the system includes work breakdown structures, electronic signatures and more.

"What used to take days is now a two-mouse-click event."
— Dan Mullins, EaglePicher Technologies

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It's what's next. 

Text Specifications for External Communication

It is important that every piece of written work sent outside the company maintains a consistent look. Please use the electronic letterhead template document, and do not make adjustments to the margins, header, and footer. Make every effort to adhere to the font size, color, and spacing recommendations.

First Page

Subhead:

15 pt Helvetica Neue LT Pro 55 Roman

Copy:

11 pt Helvetica Neue LT Pro 55 Roman, color
RGB: 96/112/121, line height 1.15. One line return between paragraphs and an extra line return between subhead sections.

Margins (First Page Only):

Left: .75 in

Right: 2 in

Top: 2.8 in

Bottom: 2.5 in

Arial may be substituted if Helvetica is not available.



Subhead

Copy. Fusce molestie massa in ligula tincidunt, in facilisis nisi mollis. Suspendisse posuere, velit vitae venenatis posuere, odio mi tempor nulla, et dictum dolor tellus eget dui. Suspendisse et aliquam dui. Aliquam erat volutpat. Maecenas lacus nunc, faucibus sit amet magna id, lacinia congue urna. Morbi bibendum, ligula adipiscing vestibulum fringilla, leo nulla varius leo, eu volutpat elit tortor eu neque. Nunc tincidunt suscipit nunc, sit amet sollicitudin purus dapibus et.

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Text Specifications for External Communication

Interior Pages

Margins (Interior Pages):

Left: .75 in

Right: 2 in

Top: 1.8 in

Bottom: 2.5 in

Subhead:

15pt Helvetica Neue LT Pro 55 Roman

Copy:

11pt Helvetica Neue LT Pro 55 Roman, Line height: 1.15

Bulleted List:

This is how to format a bulleted list:

- 11pt Helvetica Neue LT Pro 55 Roman
- Bullet color, RGB: 0/150/213
- Line height 1.5
- 1 line return before and after a bulleted list

Arial may be substituted if Helvetica is not available.

PLEX
THE MANUFACTURING CLOUD

Subhead

Fusce molestie massa in ligula tincidunt, in facilisis nisl mollis. Suspendisse posuere, velit vitae venenatis posuere, odio mi tempor nulla, et dictum dolor tellus eget dui. Suspendisse et aliquam dui. Aliquam erat volutpat.

Integer suscipit mauris sit amet ante bibendum, quis luctus risus vulputate. Nam sollicitudin purus nisi, tincidunt sagittis mauris tempus vel. Praesent sit amet dapibus risus, ac hendrerit felis. Quisque nec tortor eget nisi eleifend bibendum non nec nibh. Suspendisse nec eros hendrerit, porttitor erat vel, bibendum nisl.

Bulleted List

Praesent sit amet dapibus risus, ac hendrerit felis:

- Quisque nec torto
- Aliquam erat volutpat
- Integer suscipit
- Praesent sit amet

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Text Specifications for External Communication

Formatting Quotes or Call-Outs:

13 pt Helvetica Neue LT Pro 55 Roman.
Color RGB: 0/150/213. Paragraph border 5pt spacing above, and another paragraph border 5pt spacing below. Leave 1 line return before and after call-out.

Image Use:

There are 2 ways to format images in this document. Smaller images may be positioned. After pasting your image, set the wrap text option to “square.” Set the image to wrap text to the left only with .2 inches of distance from the text on all sides. Align your image with the surrounding text as closely as you can. Set the absolute position to -2 inches to the right of the right margin. An image should never extend beyond the top, bottom, or left margins.

If you’re including a larger image or screenshot, do not wrap it with any text. Instead, paste it in its own line. Be sure to keep it within the page margins. (Hint: just align the right edge with the text.)

Arial may be substituted if Helvetica is not available.

PLEX
THE MANUFACTURING CLOUD

Quotes or Call-Outs

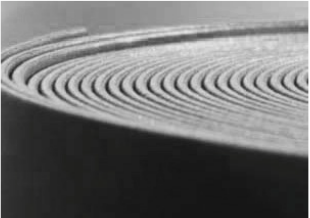
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Image Use

Fusce molestie massa in ligula tincidunt, in facilisis nisi mollis tae venenatis posuere, odio mi tempor nulla, et dictum dolor tell.


Maecenas lacus nunc, faucibus sit amet magna id, lacinia congue urna. Morbi bibendum, ligula adipiscing vestibulum fringilla, leo nulla varius leo, eu volutpat elit tortor eu neque. Nunc tincidunt suscipit nunc, sit amet sollicitudin purus dapibus et. Integer suscipit mauris sit amet ante bibendum, quis luctus risus vulputate. Nam sollicitudin purus nisi, tincidunt sagittis mauris tempus vel. Praesent sit amet dapibus risus, ac hendrerit felis. Quisque nec tortor eget nisi eleifend bibendum non nec nibh..



PLEX
THE MANUFACTURING CLOUD

Image Use

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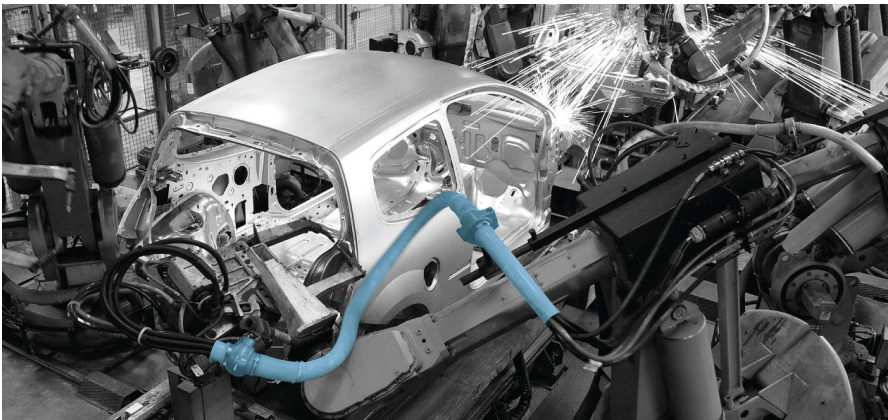
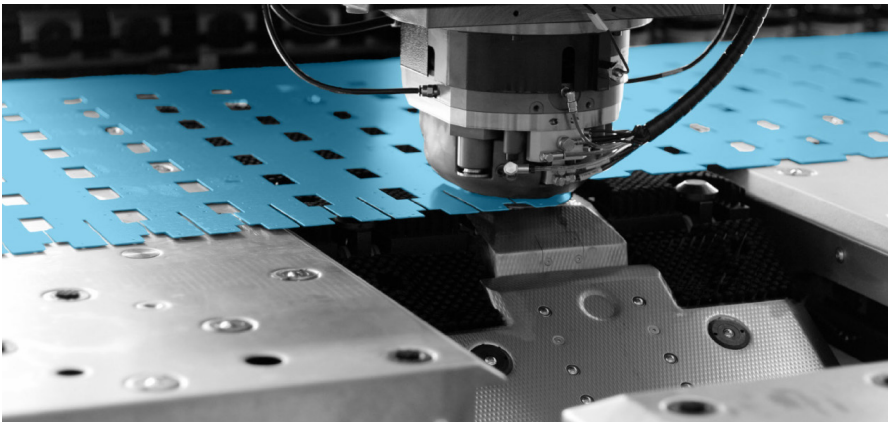
POWER DR. | SUITE 1400 | TROY, MI 48066 | 248.381.8001

Image Formatting

Images used in templates and external communications should be:

- Black and white
- High contrast
- Blue spot color CMYK: 80/18/0/0 (optional)

Image Samples





Co-Branding, Using our Logo with Partner Logos

Horizontal logos for partners are preferred over stacked versions, since the proportions are similar to our logo.

The partner logo should not be bigger or visually overpower Plex's logo, examples:

ACCEPTABLE



UNACCEPTABLE



ACCEPTABLE





The Plex voice and tone is defined by the words we use to communicate our brand. When we communicate to the marketplace, our language is straightforward, informative, and easy to understand. And we know that the best way to tell our story is through stories of our customers' success.

In writing, Plex uses the active voice because the energy and immediacy carries the reader forward. We stand out as the leader in cloud ERP for manufacturers not just because we were first, but because we do it better than anyone else. We have happy customers who renew their service agreements year after year because we deliver on the promises we make. The active voice proclaims that we act. We are capable, responsive people who know how to get things done.

Our tone is confident and direct. We talk about our achievements with pride and enthusiasm. We acknowledge the many people who contribute to our success: forward-thinking manufacturing customers, valued partners, industry researchers, analysts, and influencers in cloud manufacturing technology. The Plex voice is engaging, clear, and respectful. We believe that business is built on partnerships. When our customers and partners succeed, we succeed.

Terms and Phrases

Terms and Phrases to use when describing Plex

Cloud ERP

Manufacturing Cloud

Shop floor to top floor

Built for the plant floor

Built from the plant floor up instead of from the accounting department down

A platform for continuous innovation

Scalable, adaptable, responsive and affordable

A platform for real-time collaboration with customers, suppliers and their suppliers too

Benefits of customer-driven enhancements are available to all users

Instead of configuration say: Development performed for a customer during implementation becomes part of the core software and is supported for the long term.

Product Naming Conventions

Product names will include the word Plex.

Product names will include a direct or indirect reference to what the product does.

Terms and Phrases to use when describing Competitors

Legacy systems

Obsolete

Outdated ERP

On-premises systems

Extensive configuration needed

Unable to accommodate change

Upfront capital expenditure

Expensive software licenses

Disruptive and infrequent software updates

Product References

Plex

The Plex Manufacturing Cloud

ERP from the Plex Manufacturing Cloud

PowerPlex

SmartPlex

Plex UX

Plex Connect

Plex Insight

Plex Machine Performance

Company Names

Plex Systems, Inc.

Plex Systems

Plex

General Usage

plex.com

web

website

Internet

90 percent, not 90%

a.m.

p.m.

on site

online

on demand

248.828.0573

Plex Possessive Usage:

Plex's – singular possessive – Ex: Plex's customers are discrete and process manufacturers.

Plex Boilerplate

General

Plex is the Manufacturing Cloud, delivering industry-leading ERP and manufacturing automation to more than 400 companies across process and discrete industries. Plex pioneered Cloud solutions for the shop floor, connecting suppliers, machines, people, systems and customers with capabilities that are easy to configure, deliver continuous innovation and reduce IT costs. With insight that starts on the production line, Plex helps companies see and understand every aspect of their business ecosystems, enabling them to lead in an ever-changing market.

Alternate Wording

If your content requires a long shelf life, you may omit the “more than 400” phrase and replace it with “hundreds of.”

Process

The Plex Manufacturing Cloud is the first and only cloud ERP built to meet the tough requirements of today’s process manufacturers. Innovative food and beverage processors rely on Plex to operate their manufacturing businesses and generate profit from every inch of the plant floor. From craft beers to snack foods, bakeries to spice blending, the Plex Manufacturing Cloud gives food and beverage manufacturers a competitive advantage with scalable, adaptable, responsive, and affordable cloud ERP from Plex.

Writing for Plex

Acceptable Usage

Any of the following Plex name conventions may be used.

the Plex Manufacturing Cloud – lowercase “t” unless used at the beginning of a sentence

The Plex Manufacturing Cloud – uppercase “T” when used at the beginning of a sentence

Plex Manufacturing Cloud

ERP from the Plex Manufacturing Cloud

Plex

PLEX in all caps usage is limited to logo usage.

PMC, acronym for Plex Manufacturing Cloud, may be used for internal purposes only. It is not appropriate for outward-facing communication.

Customer Success Headline Naming Conventions

Always mention Plex in the headline.

Always mention the areas of improvement.

Customer Success Correct

Example 1: Plex Manufacturing Cloud Helps PGS Expand While Minimizing Costs

Example 2: ERP from Plex Helps Food Manufacturing Pioneer Meet Rigorous Mandates

Customer Success Incorrect

Example 1: Fluid Routing Solutions Trims IT Costs, Improves Quality and Supply Chain Management

Example 2: Manufacturer Achieves 20 Percent Annual Growth, Improves Inventory Accuracy

Datasheet Headline Naming Conventions

Always mention Plex in the headline.

Always mention the industry unless the material applies across verticals.

Datasheet Correct

Example 1: The Plex Manufacturing Cloud: ERP for Aerospace and Defense Manufacturers

Example 2: SmartPlex Puts the Plex Manufacturing Cloud on Your Mobile Device

Datasheet Incorrect

Example 1: ERP for Aerospace and Defense Manufacturers

Example 2: SmartPlex Puts the cloud on Your Mobile Device

White Paper Headline Naming Conventions

Do not mention Plex in the headline.

Always mention the industry unless the material applies across verticals.

Always mention the areas of improvement.

White Paper Correct

Example 1: The Power of Inventory Control: Serialized inventory Tracking

Example 2: The Power of Cloud ERP on the Food Processing Plant Floor

White Paper Incorrect

Example 1: Eight “Must-Have” Plex ERP Features for Food and Beverage Manufacturers

Example 2: Ten Ways Plex Cloud Computing Is Revolutionizing Aerospace and Defense

Seven Quick Writing Tips

1. Write short sentences.

More words do not add up to deeper understanding.

2. Beware the adverb.

If your verb is so weak that it needs a cast of supporting adverbs (productively, effectively, dramatically), replace it with stronger verb.

3. Approach acronyms with caution.

Acronyms abound in manufacturing. On first usage, spell the phrase in its entirety Advanced Product Quality Planning followed by the acronym in parentheses (APQP). After that, use the acronym, APQP, without parentheses.

4. Don't drown your noun.

Excessive use of hyphenated adjectives will overpower your subject. Strive to limit use of hyphenated adjectives like these to one per statement. (State-of-the-art, best-of-breed, world-class, high-tech, etc.).

5. Know your audience.

Write what people are interested in reading. Demonstrate your commitment to an industry or an account by creating content that is relevant to their immediate concerns.

6. Simpler is better and harder to do.

But we're Plex. We don't shy away from doing hard things the right way.

7. Five bullets about bullets:

- Start bulleted phrases with a verb
- Do not use a period after a bullet point
- Treat bullet points as phrases, not as complete sentences
- Use first word initial cap and the rest lower case. (Does not apply to titles or headlines)
- Use a serial comma (Oxford comma) structure when listing three or more items

Brand Personality

People prefer doing business with people they like. Personality matters. Just as a person is defined by a set of human characteristics, the Plex brand personality is defined by the voice and tone with which we communicate our traits. Brands may come and go, but a brand personality is authentic, unique, and powerful because of the emotions people associate with it. Keep these things in mind when writing or speaking about the Plex brand. We are:

Visionary: We were in the cloud before there was a cloud.

We had a vision of the future and we staked our business on it. But we couldn't have done it without forward-thinking manufacturers who embraced the cloud as a platform for business transformation, innovation, and global collaboration. We were the first manufacturing cloud. More importantly, we were the first manufacturing cloud with customers who believed, and still believe, in us.

Passionate: We believe that manufacturing matters. Our passion for manufacturing and our respect for the people who make things compelled us to pioneer a cloud solution that is helping manufacturing once again drive the engine of economic opportunity.

Dedicated: We are relentless in the pursuit of customer satisfaction. Plex has a close and continuing relationship with its customers because our subscription renewal model means that we have to earn our customers' business year after year. Our dedication is driven by the understanding that when our customers succeed, we succeed.

Smart: Of course we're smart. We have to be. Because our customers are smart. They come to us seeking affordable, scalable technology that will help their manufacturing businesses be more profitable. We don't talk down to our customers and we don't overwhelm them with technical terms. We simply make sure that they feel smart for choosing Plex.

Trustworthy: Values matter. Our technology runs critical operations for our manufacturing customers. We honor the trust they have placed in us by being steadfast, honest, and reliable.

Brand Standards Agreement

I have received and read the Plex brand standards and agree to adhere to the corporate guidelines. Please return acknowledged copy to Jan Welborn-Nichols at jwnichols@plex.com.

Company/Consultant Name

Your Name

Email

Phone

Date

Signature

PLEX

THE MANUFACTURING CLOUD