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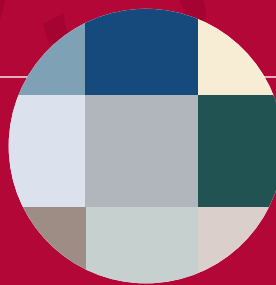
Solectron Style

and Brand Guidelines

COI OR

FONTS

LOGOS



MESSAGE

Introductory Letter from Our CEO



Every time you come in contact with one of our customers, partners, vendors or investors, you have an opportunity to cultivate a relationship, and reinforce and deepen our brand's strength. This is important to our business strategy and affects our bottom line. We need to make a brand promise—and also be vigilant in keeping it.

Reinforcing our brand integrity is the main driver behind the Soletron Style & Brand Guidelines. By leveraging this guide for all of your communications—from a simple letter to a complex brochure—you'll be helping Soletron build mind share and reinforce our brand with all of our key audiences around the world.

The Soletron brand must resonate with everyone our company touches. It is the embodiment of who we are in the world—and needs to be reflected in all marketing materials, in all actions we take and on our web. We all know, buy and experience brands that we remember—that stand out. What often makes them great is that they have had time to build a meaningful, relevant past—a heritage. Soletron has a rich brand heritage (more than 30+ years) that we need to capitalize on in all we do and say.

On the following pages, you'll read more about the importance of brand, and the specific guidelines for everything from our logo and signature to collateral, web guidelines, graphics, content and more.

We encourage you to use this guide to help us extend and strengthen the Soletron brand worldwide.

A handwritten signature in blue ink, reading "Michael R. Cannon". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Michael R. Cannon
President and Chief Executive Officer

BRAND

The Solectron Brand:

The Promise We Keep



What's in a Brand? Why is it so important?

Brand is the promise we make (and must keep) to all of our stakeholders, employees, customers and partners. It's the message we want the world to associate with who Solectron is—a leading global provider of electronics manufacturing and integrated supply chain services to the world's premier high-tech electronics companies. Most important, our brand needs to be put in its proper context as a business strategy that can directly increase our value to shareholders, impact our bottom line and even actively influence the decision on the part of our customers to choose Solectron. Brand is our business, and every employee is part of the brand experience we must continually cultivate and enrich.

More Than a Logo, or Name

While brand is often simply defined as the name, logo and other outward symbols that distinguish a product or service, it is much more. As an example, "it's the owner-employees who rent you an Avis car or the employees who book you a seat on a flight. It's the DHL's flying vans, the prices you find at Office Depot, the lifetime guarantee of Tumi luggage, the select locations where Ralph Lauren is sold, or not sold."

These are the characteristics that make up the totality of a brand and contribute to what is referred to as its "identity."

We all know that superior brands promise and over-deliver, and are in the best of all possible positions because they have consistently exceeded the expectations of their prospects and users.

LOGO

Logo and Signature Usage Guidelines



The Solectron® Logo — Our Signature and Corporate Image Worldwide

The services we provide, our responsiveness, our ability to get the job done—they are all critical to our brand performance. And at every step of that service offering—from design to manufacturing to our post-manufacturing services—there is a subtle, but crucial opportunity to reinforce our brand through the consistent use of our logo. It is the most visible and recognizable expression of the Solectron brand. In fact, it is the foundation for our entire worldwide corporate identity.

Registered Trademark

The Solectron logo is a registered trademark of Solectron Corporation and must always appear with a ® symbol. [Q: Need to clarify this, first reference only in each new communications piece?? Please advise.] It should appear in every written communication and all image materials—including promotional items, marketing literature, internal and external presentations, direct mail, letter head, forms, packaging and of course the internal and external Web sites.

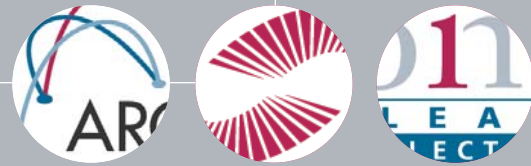
Protecting Our Brand

As a large global company, we've gone to great expense worldwide to protect and establish our brand name and logo in the marketplace. Inconsistent and improper use of the logo diminishes its effectiveness and compromises the integrity of the company's corporate identity program. To protect and leverage our brand, we encourage you to take great care in following the graphic standard guidelines outlined here for our logo.

For more on other internal and external logos, such as One Solectron, Fine Pitch, Shinei and others, please refer to our section on Solectron Sub-Brands.

PROMISE

Solectron Sub-Brands



Reinforcing the Masterbrand—Solectron

The Solectron masterbrand is an overarching, customer-driven brand that shapes the thinking and actions of our entire company, helping us achieve competitive advantage and optimal market value. While there can be specific “product or service” brands under the masterbrand, they should all share the same brand promise.

Solectron currently has six sub-brands. The first four are internally focused and used to communicate operational activities. The final two are externally focused, and enhance product and service marketing efforts.

Internal Sub-Brands

- ARC logo—internal function focused on providing human resources to Solectron employees.
- One Lean Solectron logo—used only within Operations and internal communications and directly focused on Lean Six Sigma activities.
- Fine Pitch Logo—internal communications related to Solectron business.
- Shinei Logo—SLR to provide rough content. [Q: Aren't Fine Pitch and Shinei external sub-brands?]

External Sub-Brands

- Service by Solectron™ logo—used externally for Global Services. SLR developing rough content.
- Solectron Supply Chain Solution Suite (DesignChain™, DeliveryChain™, VisiChain™, FlexiChain™)—used externally for supply chain solutions.

Following are sub-brand guidelines. It is essential that we maintain a consistent look and feel for all internal communications with these sub-brands, and also that we continually remain mindful of reinforcing our master brand—the Solectron logo.

IDENTITY

Graphic System



The Solectron Global Brand You Know and Trust, From Our Colors to Our Type and Photography Treatments

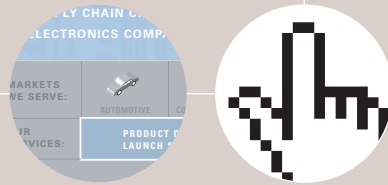
Our color palette, typography, headline treatments, graphic elements and photography are all part of our corporate identity system. Through the consistent use of these visual elements, we provide a quick way for our customers, partners and investors to identify our products and communications materials worldwide. This graphics identity system is the visual expression of the Solectron brand.

These elements should be part of the 'look and feel' of all of our supply chain offerings, from Collaborative Design to Lean Manufacturing and Post-Manufacturing Global Services. That means this 'look and feel' must be the visual identification system used on every presentation, brochure, sales guide and other literature we develop.

Remember by using these graphic standards you will be supporting the Solectron brand, building mind-share with our target audiences and increasing the value of our global brand.

VOICE

Web Site Guidelines



Promoting a Great Customer Experience on Solectron.com

All of our target audiences, at one point or another, come in contact with our web site. Whether it's to become more familiar with our strategy, check out our latest news, or delve deeper into our core capabilities, it is essentially our "face" to the world. It must clearly articulate our business, service offerings and market focus. In fact, it needs to continually reinforce the latest Solectron messaging. It is a critical marketing tool for us, and all of us share in the responsibility of making sure it presents a consistent voice and tone, and "look and feel" to the outside world.

While Corporate Communications handles ALL updates and/or revisions to the site, it is important that the rest of us understand some of the key style guidelines. If you have content that you feel is important to add, please contact Corporate Communications.