



The ManTech Brand

A Style and Communications Handbook

Leading the Convergence of
National Security and TechnologySM

ManTech
International Corporation[®]

ManTech's Brand

Providing a consistent image of ManTech is important – it helps identify us in the marketplace and to our employees, and it strengthens our reputation with our customers. Our brand is defined by a distinct look, using fonts, colors, graphic layouts, other media and a capital 'T' in our name:

ManTech International Corporation

This handbook is condensed from ManTech's *Design and Communications Style Guide*, which details the proper use of our logo and trademarks, letterhead and business card layouts and other branding conventions.

Each group within ManTech has a marketing lead who is responsible for conveying branding practices that will help employees with marketing and communication needs. Please contact your marketing lead for guidance or materials for business, program or recruiting purposes.

Corporate Marketing and Communications

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Corporate Design Center

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Mission, Cyber, & Intelligence Solutions Group

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Emerging Markets Group

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Technical Services Group

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About ManTech: What Employees Should Know

For more than 40 years, ManTech employees have been solving complex problems for the national security community. We are comprised of approximately 10,000 talented employees around the world. We adhere to the simple, no-nonsense values on which ManTech was founded more than four decades ago, aligning squarely with the mission objectives of our customers. As our customer base continues to expand and diversify, we continue to diversify our workforce and solutions. Half our employees have a military background, and more than 70 percent hold a government security clearance. As a leading provider of innovative technology services and solutions for the nation's defense, security, space and intelligence communities; we hold 1,000 active contracts with more than 40 different government agencies.

Our technology solutions include:

- Command, control, computers, communications, intelligence, surveillance, and reconnaissance (C4ISR) lifecycle
- Cyber security
- Global logistics
- Information technology
- Intelligence and counter-intelligence
- Mission assurance
- Systems engineering
- Test and evaluation
- Environmental, range and sustainability services
- Healthcare

We support more than 1,000 active contracts with more than 40 different federal agencies including:

- Intelligence Community
- Department of Defense
- All branches of the Armed Forces
- Department of State
- Department of Homeland Security
- Department of Energy
- Department of Justice, including the FBI
- Space Community
- National Oceanographic and Atmospheric Administration (NOAA)
- Other U.S. federal government customers

Mission

ManTech advances customer success by delivering unique, best-value solutions, consulting services and technologies that meet our clients' mission-critical needs – anywhere, anytime – and we create added value through quality, innovation and partnership.

Vision

ManTech will be our customers' most trusted industry partner, integral to their success. Our mission-driven company will be a strategy-focused organization, operating as "One ManTech." We will be valued by our customers, esteemed by fellow employees, embraced by teammates, respected by competitors, prized by shareholders and appreciated by our communities.

Honors and Awards

ManTech is a security and technology leader that continues to earn national, regional, and industry recognition.

- One of the world's most admired companies (*Fortune*® magazine)
- A top-performing public company CEO among companies of \$1 billion or more (*Washington Business Journal*)
- Most valuable employers for Military (*CivilianJobs.com*)
- NASA Goddard Space Flight Center Contractor Excellence Award (large business service category)
- One of the top military employees for sixth consecutive years (*G.I. Jobs* magazine)
- One of the top 10 best employers for veterans (*Military Times EDGE* magazine)
- One of the largest employers in the Washington, D.C., area (*Washington Business Journal*)

Business Cards and Stationery

ManTech's supplier* for all stationery and business card needs is *Allegra Printing and Imaging*. Group names may be included on stationery and business cards, along with the appropriate addresses and telephone numbers. Group names are Mission, Cyber, and Intelligence Solutions; Emerging Markets; and Technical Services Group.

All ManTech business cards are printed on 80-pound classic linen, solar white paper stock. An example of ManTech's business card is provided here:



ManTech letterhead is printed on 24-pound classic linen, solar white paper stock. If paper stock is not required, letterhead templates (Microsoft® Word template) may be obtained from the intranet site at **mk0.mantech.com** under business services, marketing & communications.

Employees may work through their respective management teams and group purchasing departments to place stationery and business card orders. Appropriate charge codes, accounting codes or ManTech purchase cards are required to place the orders. *Allegra Printing and Imaging's* website is **www.chantillyprinter.com**.

*Suppliers are selected following a thorough bidding process to provide quality goods and services cost effectively to ManTech. Employees are required to use these suppliers.

Email Signatures

Your email signature is a very common form of written communication and another way we brand ManTech. Because this is a very visible, professional statement reflecting ManTech's brand, background colors, quotes, graphics, alternative or colored fonts, and designer backgrounds are not appropriate.

Your email signature should include your name, title, company, group name and contact information. ManTech's logo and tagline may be included but are not mandatory. Group names are limited to:

- Mission, Cyber, and Intelligence Solutions Group
- Emerging Markets Group
- Technical Services Group

This example shows the correct way to use your signature block.

Joanne F. Green
Business Analyst
ManTech International Corporation
Mission, Cyber, & Intelligence Solutions Group
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Voice Mail

When setting up your voice mail responses, refer to the company as ManTech International Corporation. ManTech's group names may change, but the company name remains the same. Here are a few suggestions when setting up voice mail:

"Thank you for calling ManTech International Corporation. You have reached the desk of John Green. Please leave a detailed message and I will return your call as soon as possible."

"You have reached the voice mail of John Green at ManTech International Corporation. Please leave a message and I'll return your call."

Suggestions for the main phone number or receptionist desk:

"You have reached ManTech International Corporation, a leading provider of advanced technology solutions supporting national security. Please listen to the following information so your call will be routed to the appropriate number"

Colors, Fonts and Templates

ManTech uses two colors as part of our brand: red (PMS 485) and black. Fonts to use for emails, correspondence and documents are Times Roman and Arial. These are commonly used fonts and available in most software programs.

The Corporate Design Center maintains several templates and logos for letterhead and Microsoft® PowerPoint® presentations. Visit the marketing and communications page under business services on the intranet site at **mko.mantech.com** to access the corporate logos and templates.

Advertising, Collateral, Press Releases and Trade Shows

ManTech maintains its brand through consistent formats and imagery used in our advertising, collateral, recruiting activities and trade shows. All materials, including press releases, require corporate review and approval. Please contact your group marketing lead when creating materials to meet your business needs.

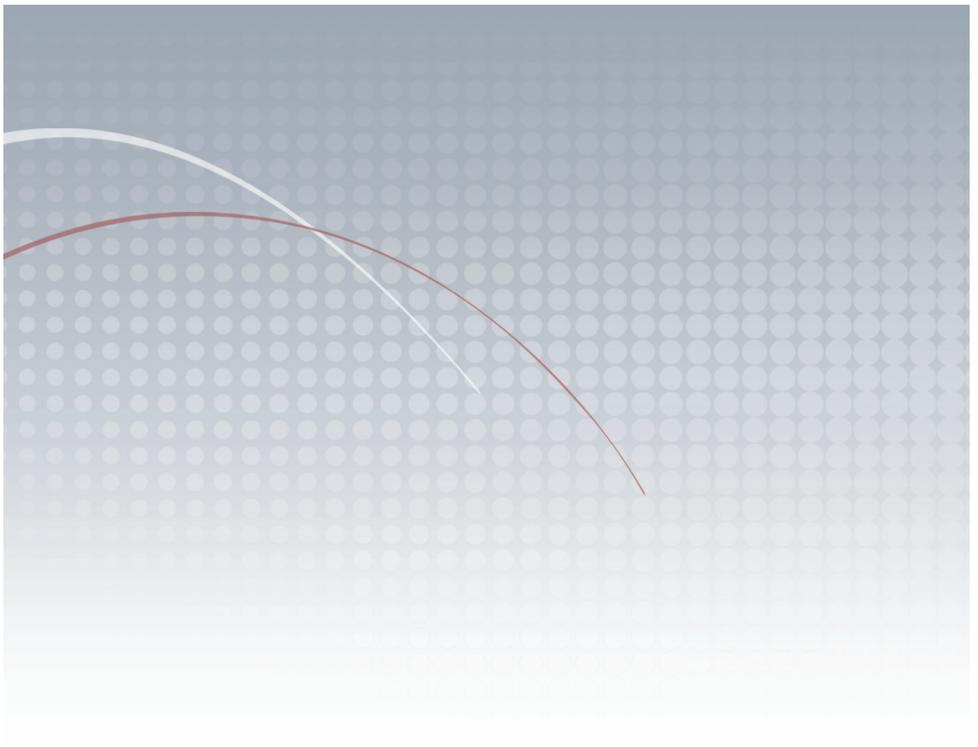
ManTech Store

Promotional items are a tangible way to convey ManTech's brand. Hats, shirts, notebooks, padfolios and pens are just a few of the items employees can find at the ManTech Store, **www.mantechstore.com**.

The store was established for employees to purchase items for personal and professional use. Employees may order one or several items from the store or they may special order items for any occasion, including trade shows, staff meetings, charity functions and recruiting events. Purchase orders, ManTech purchase cards or personal credit cards are required to place orders.

TR Miller, ManTech's supplier,* maintains the store and provides ManTech with best pricing on all items. Should an item be found at a lower cost, TR Miller may honor that cost.

**Suppliers are selected following a thorough bidding process to provide quality goods and services cost effectively to ManTech. Employees are required to use these suppliers.*



ManTech

International Corporation ◊

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