



GATES BRAND MESSAGING





MANIFESTO



The vision, focus, and determination to see opportunity in every challenge has shaped Gates into what it is today. We push the boundaries of materials science and human ingenuity to engineer application-specific solutions that continually exceed expectations. Our customer base is vast and diverse, but each of our partners demands the best possible solution for their needs.

From the most extreme environments to those more familiar, Gates is there with the right product and the right capabilities. Our greatest achievement is unleashing the true potential of all our partners.





VISION



**CONTINUALLY PUSH
THE BOUNDARIES
OF MATERIALS SCIENCE
TO ADVANCE THE WAY
THE WORLD MOVES.**



MISSION STATEMENT



We strive to be the best fluid power and power transmission company in the world, providing products, services, and solutions that drive endless possibilities for our customers.



BRAND PERSONALITY



These traits define the outward personality of the brand and should be reflected and reinforced in advertising, social media, and other outward-facing communications.

VISIONARY: While others wait, we anticipate trends and create opportunities.

PASSIONATE: We set high standards and live up to them.

INNOVATIVE: We shape the future with engineering and materials science solutions.

ANALYTICAL: We drive results with data-oriented, structured processes.

AUTHENTIC: We earn credibility by demonstrating accountability and commitment to our customers and partners.



/// TONE OF VOICE



Above all, our stories focus on our customers' success and **the value Gates' solutions contribute to their achievements.**



GATES IS



PROUD, NOT BOASTFUL

Gates takes pride in its accomplishments and those of its customers, but does not boast or disparage its competitors.

ENERGETIC, NOT UNBRIDLED

Enthusiasm permeates Gates messaging, but it always maintains professionalism and restraint.

AUTHORITATIVE, NOT ARROGANT

Gates speaks with experience and expertise, but it never speaks down to its audience.

FOCUSED ON ACHIEVEMENT, NOT DWELLING ON THE PAST

The history of Gates should be used as a springboard to inspire future achievements.

DATA ORIENTED, NOT OVERLY TECHNICAL

Gates offers technical insights and quantitative support for its claims, but it does so without relying on jargon. Comprehension by the layperson should always be taken into consideration.

HUMAN, NOT EMOTIONAL

Gates celebrates the people and human ingenuity that make its products and services possible. But it doesn't rely on direct appeals to emotion to give its audience a reason to care.



These are the three principals that underpin every Gates value proposition. Rather than being prescriptive, they provide flexible guideposts that inform and unify messaging about Gates products or services.

KEY PILLAR 01: QUALITY



The highest possible attention paid to engineering, materials, and manufacturing results in superior performance and consistency in all our products. We produce the best fluid power and power transmission products on the market.

MESSAGING SAMPLE:
ENGINEERED TO EXCEED EXPECTATIONS.

The Gates brand is a promise. A promise that all of our products have been manufactured to the highest possible standards. In nearly every corner of industry and nearly every working environment imaginable, when a part has to do the job it was designed for, it has to be Gates.

KEY WORDS: TRUST | RELIABILITY | STRENGTH | PRIDE | CRAFTSMANSHIP | SAFETY | ESSENTIAL | DIVERSITY | GLOBAL | SELECTION | PRECISION | HIGH STANDARDS | LEADING

KEY PILLAR 02: INNOVATION



We have deep expertise in developing new approaches to solving the challenges of industry, particularly in materials science. We are always asking how can we make systems deliver better results for our partners.

MESSAGING SAMPLE:
WHERE OTHERS SEE THE UNKNOWN, WE SEE POSSIBILITY.

Change is a part of the Gates DNA. We never stand still, but are always looking for ways to meet emerging challenges head-on with solutions that accelerate our partners' growth and development.

KEY WORDS: EXPERTISE | SOLUTIONS | ENGINEERING | RESEARCH | SCIENCE | PREDICTIVE MAINTENANCE | ELECTRIFICATION | AUTOMATION | CURIOSITY

KEY PILLAR 03: PARTNERSHIP



Our people are the best in the industry at building and maintaining meaningful relationships that stand the test of time and continually produce value.

MESSAGING SAMPLE:
ENGINEERED FOR EVERY CHALLENGE.

In every engagement, we work tirelessly to listen to our partners and to develop solutions for their challenges that change their business for the better. Our greatest achievement is their success.

KEY WORDS: RELATIONSHIPS | SERVICE | COLLABORATION | PEOPLE | COMMITMENT | RESPONSIVENESS | RIGHT PRODUCT | RIGHT PRICE | PROBLEM-SOLVING



TAGLINE



Progress and innovation aren't things that simply happen. Our tagline expresses that we are motivated to push ourselves, optimistic about the opportunities ahead, and confident that there are no limits to what we can achieve.

DRIVEN BY POSSIBILITY™



DRIVEN BY POSSIBILITY™

