



**Donaldson**<sup>®</sup>  
FILTRATION SOLUTIONS

# CORPORATE BRANDING GUIDELINES

**REVISION: SEPTEMBER 2023**

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# BRANDING GUIDELINES

# COLOR STANDARDS

Defined color codes and guidelines, including specifications for products, digital and print media.

## DONALDSON COLOR PALETTES

Use this color palettes in most combinations of type and blocks of color.

Donaldson Blue (Pantone 3005) is the primary color that represents our brand. In order to build a strong association with the brand, we encourage using the corporate blue color boldly.

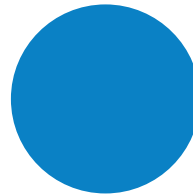
A secondary color palette plus black and white is available to complement Donaldson's primary color. Use of these colors should not overpower the primary Donaldson blue.

Use the accent color palette sparingly (less than 10% of the total piece) for adding emphasis to information like call to actions (CTAs)

### DO

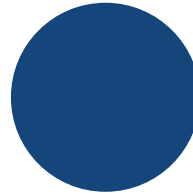
- Use Donaldson Blue (Pantone 3005) as the dominant color in every color piece.
- Use primary palette colors as the default on all Donaldson collateral.
- Use neutral palette colors in conjunction with, and as a balance to, the primary color palette.
- Use accent palette colors in small amounts.

## Primary Color / Donaldson Blue

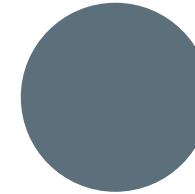


Pantone: 3005  
CMYK: 83/41/0/0  
RGB: 0/129/198  
HEX: #0081C6  
RAL: 5019

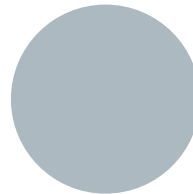
## Secondary Color Palette



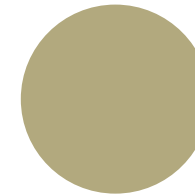
Pantone: 295  
CMYK: 100/80/26/10  
RGB: 0/69/124  
HEX: #00457C



Pantone: 7545  
CMYK: 68/48/41/12  
RGB: 92/111/123  
HEX: #5C6F7B

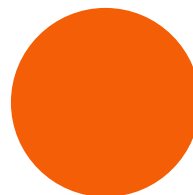


Pantone: 7543  
CMYK: 33/20/19/0  
RGB: 173/185/192  
HEX: #ADB9C0

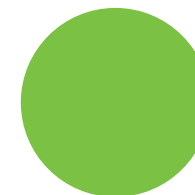


Pantone: 451  
CMYK: 32/27/57/1  
RGB: 179/170/126  
HEX: #B3AA7E

## Accent Color Palette



Pantone: Bright Orange  
CMYK: 0/78/100/0  
RGB: 244/94/6  
HEX: #F45E06



Pantone: 368  
CMYK: 57/0/99/0  
RGB: 123/193/67  
HEX: #7BC143

In addition to the above, these Sherwin Williams color matches have been defined:

Sherwin Williams (Pantone 3005 match) CCE Colorant W1-White	G2-New Green L1-Blue Ultra Deep	- , 11, 1, - 8, -, 1, 1 650186950	Sherwin Williams (Pantone 295 match) CCE Colorant W1-White	L1-Blue R3-Magenta	6, 28, 1, 1 -, 57, -, -	Y1-Yellow Ultra Deep	- , 15, 1, - 650186950
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# FONT & TYPEFACE

Guidelines for selecting & using fonts consistently, including font families and emphasis styles.

## FONT FAMILIES

- Univers
- Arial (MS Office)

## FONT SIZES

- Univers 85 Extra Black
- Univers 75 Black
- Univers 65 Bold
- Univers 57 Condensed
- Univers 55 Roman
- Univers 45 Light
- Univers 67 Bold Condensed
- Univers 57 Condensed
- Univers 47 Light Condensed

## FONT SIZE

Choose an appropriate font size, relative to the size of the communications piece.

## MARGINS & ALIGNMENT

Use a generous amount of white space around copy for comprehension and focus. To ensure legibility, align text to the LEFT. However, in cases of contrast, having some text aligned to the RIGHT is also acceptable.

## COLOR

While most colors from the Donaldson Color Palette will suffice, for white/light backgrounds, text type should be Donaldson Blue (3005) or Donaldson Navy (295). For darker backgrounds, stay with white for increased legibility. Consider using different colors to add emphasis to important words or phrases.

## Advancing Filtration for a Cleaner World

Univers 85 Extra Black

## Advancing Filtration for a Cleaner World

Univers 75 Black

## Advancing Filtration for a Cleaner World

Univers 65 Bold

## Advancing Filtration for a Cleaner World

Univers 55 Roman

## Advancing Filtration for a Cleaner World

Univers 45 Light

## Advancing Filtration for a Cleaner World

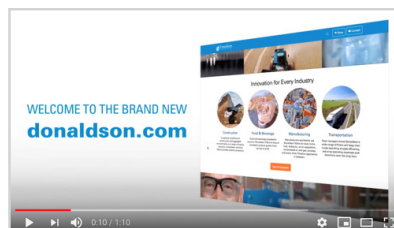
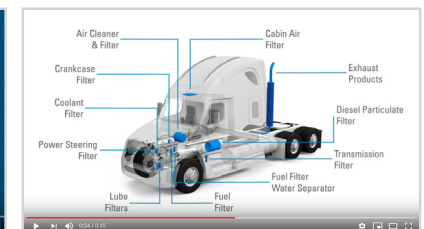
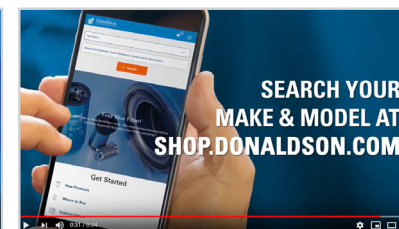
Univers 67 Bold Condensed

## Advancing Filtration for a Cleaner World

Univers 57 Condensed

## Advancing Filtration for a Cleaner World

Univers 47 Light Condensed



# LOGO USAGE

Proper use of the company logo, including size, placement & clear space requirements.

The Donaldson logo is available in two formats - horizontal and stacked. The primary Donaldson logo is the horizontal format reversed, white over a Donaldson Blue (PMS 3005) background. The secondary stacked logo is available for smaller or vertical applications with limited space.

The Donaldson mark is rendered in the Sabon typeface and registered. A registered trademark symbol – ® – must appear after the company name to prohibit use of the logo by unauthorized parties. The Donaldson corporate symbol Turbo D is also registered.

Donaldson's corporate identity line is "Filtration Solutions". This identity line is a graphic element, created specifically to accompany the Donaldson logo and should never be recreated.

The use of the identity line with the logo is preferred. However, it is not required when the identity line would be illegible and inhibit the clarity and integrity of the brand.

Choose the primary horizontal reversed logo with the identity line when possible. Use a color logo in every color piece. Use an appropriately sized logo, relative to the size of the piece.

## Sizing, Placement, Area of Isolation



Note the spacing between the different elements. The logo layout is based on the x-height, which is the height of the vertical bar in the Turbo D. The logo may be scaled up and down in size proportionately.

- The vertical bar of the Turbo D (x) equals the height of the "D" in "Donaldson," which is also the x-height.

The isolated clear space surrounding the Donaldson logo is the minimum distance required between the logo and any other element (graphic, type or edge). It is important to allow this clear space to ensure legibility and protect the logo.

- The clear space for the logo should equal the x-height in each dimension around the logo and identity line.
- No other graphic element should appear within this space.

## Logo Variations

### Primary Format: Horizontal Reversed



Download Donaldson's primary logo



### Secondary Formats

Black and white logo variations are available and are to be used when black is the only color selection



Download all Donaldson logos



# LOGO INTEGRITY

## DO:

- Choose the primary horizontal reversed logo with the identity line when possible.
- Use a color logo in every color piece.
- Use an appropriately sized logo, relative to the size of the piece.
- Make sure there is sufficient clear space around the logo.

## DON'T:

- Do not change the color of the logo including using secondary colors.
- Do not condense, stretch or reshape the logo.
- Do not place the logo over a photo or texture.
- Do not alter the proportions of the logo.
- Do not use old versions of the logo.
- Do not use the Turbo D on its own.
- Do not use the Donaldson® logo with any other identity line other than Filtration Solutions.
- Do not Place anything in the clear space or on top of the logo.



# 'BLUE RIBBON' ELEMENT

A design element to connect all channels, verticals & regions.

The Donaldson Blue Ribbon becomes – besides the logo – the central element of the corporate design. At least one Blue Ribbon should be included in any new design work for headlines, key messages and/or featured information.

## CREATION GUIDELINES

- The Donaldson Blue Ribbon is a rectangle in our primary 3005 blue with one line of text in white font. If the background does not allow primary blue, the secondary 295 blue can be used.
- Use the Donaldson fonts Univers or Arial. The font size in the Blue Ribbon may vary but should not be smaller than 1/3 of the height.
- Place the text line in the horizontal middle of the ribbon. Spaces to the sides right and left may vary.
- Only use single text lines in a Blue Ribbon. If you need more space for your message, add additional ribbons.
- The sizes of the Blue Ribbons may vary in one piece of artwork.
- For the digital environment, the text length should always be chosen so that it can also be displayed on small devices.





# IMAGERY & FOOTAGE

Imagery, like the text in any communication, helps express our essence and support our brand identity. Here are some image characteristics to look for:

- Improve: clear, bright, open, lifestyle, smiling, minimal background.
- Enhance: elevated, product detail, product in action, everyday scenario, minimal background, clean, close-up, process integrity.
- Protect: outdoors, environment, everyday scenario, working, blue skies, green grass, sustain, climate, process stability and safety.

## LIFESTYLE

Show people in real-life environments where equipment relying on Donaldson filters could be found.

## MARKET

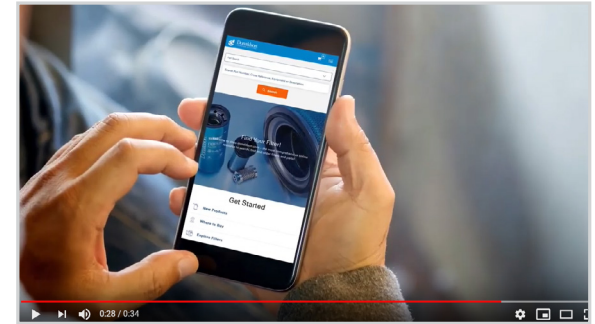
Focus on the equipment that depends on Donaldson filtration and purification. Remember, these are only sample images.

## ON-SITE

Focus on technology, innovation and engineering capabilities.

## PRODUCTS

The product should be the central focus, and appear in an uninterrupted close-up. The preferred option is to photograph the image on a light grey or blue background.



# ILLUSTRATIONS & ICONS

An illustration should communicate its intended message clearly and immediately.

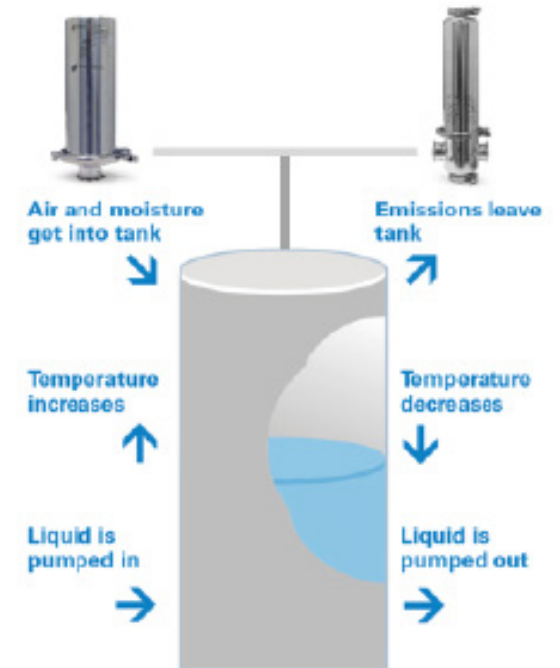
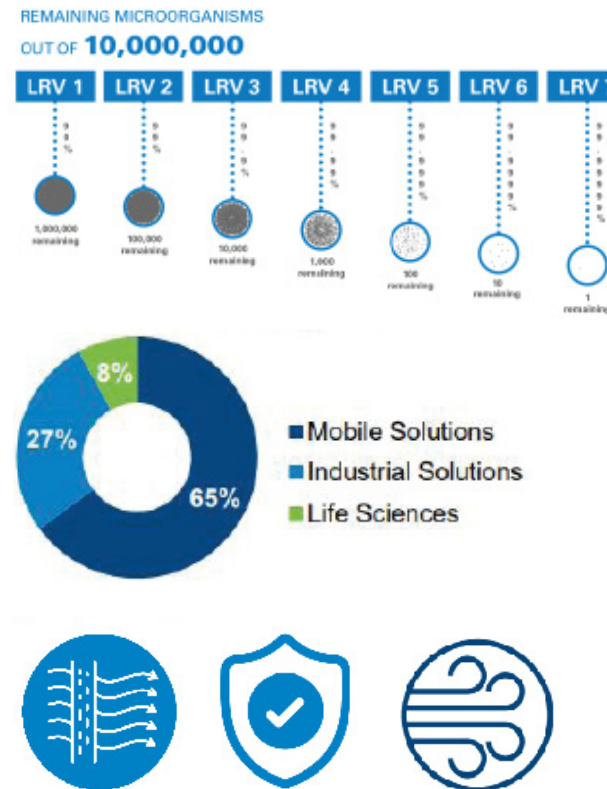
Avoid unnecessary details or complexity; use simple shapes, lines, and limited colors (use Donaldson colors!) to convey the main idea without ambiguity.

Icons are primarily to communicate and represent concepts quickly and efficiently. Keeping the design simple, clear, scalable, consistent and memorable will contribute to creating effective and impactful ideas.

Utilize contrast effectively to highlight important elements or create visual interest. Contrast in color, value (lightness and darkness), and size can draw attention to specific areas of the illustration and guide the viewer's focus.

Even in a simple illustration, strive to capture the essence of the subject matter.

Emphasize key features or expressions that help communicate the intended narrative.





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# VIDEO & CONTENT RELATED GUIDELINES

# VIDEO SIZE & CLEARANCE

## DIMENSIONS / RATIO

In order to comply with modern televisions and computer monitors, also the international standard format of digital television HDTV Full HD and SD TV, ensure the video has been created with an aspect ratio of 16:9 (aka 'widescreen' aspect ratio)

To maintain image clarity across a variety of media, please ensure all videos are created in no less than 1080p resolution (1920 pixels wide by 1080 pixels high) at 24 or 30 FPS (Frames-Per-Second).

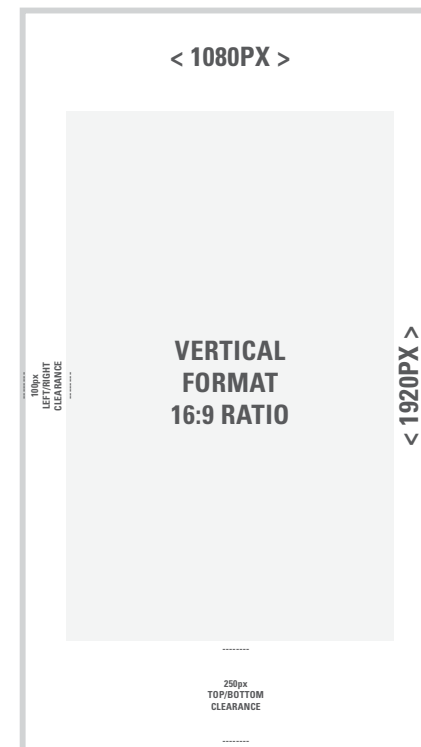
## CLEARANCE SPACE

If the audience is viewing the video on a TV, computer screen, tablet or phone, it is important to ensure any crucial text or information is not obstructed or displays off-screen.

Please take note of the clearance borders when creating your video. A gap of at least 100-pixels from the edge of the screen (depending on media) will suffice. For vertical format video (TikTok, WeChat, Douyin etc), a gap of at least 250px from the top and bottom of screen will allow for platform's other data.

## VIDEO LENGTH

All video content, regardless of subject matter, should aim to engage, entertain and educate the audience in an economical time frame, while still conveying information in a legible manner.



# TEXT & IMAGE

## FONT SIZE

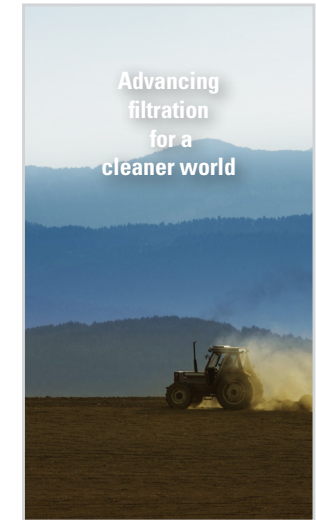
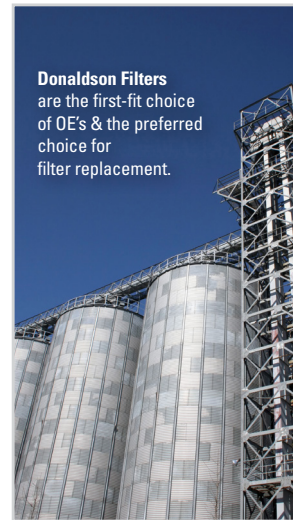
Choose an appropriate font size, relative to the size of the communications piece.

## MARGINS & ALIGNMENT

Use a generous amount of white space around copy for comprehension and focus. To ensure legibility, align text to the LEFT of screen. However, in cases of contrast, having some text aligned to the RIGHT is also acceptable.

## COLOR

While most colors from the Donaldson Color Palette will suffice, for white/light backgrounds, text type should be Donaldson Blue (3005) or Donaldson Navy (295). For darker backgrounds, stay with white for increased legibility. Consider using different colors to add emphasis to important words or phrases.



# INTROS & OUTROS

## STANDARD INTRO & OUTRO

This short 10-second clip depicts the Donaldson Turbo D and logo text flipping/spinning into appearance. A suitable intro and outro clip to use for short, concise videos (around the 20-30 second mark).

## WEBSITE 'CLICK' OUTRO

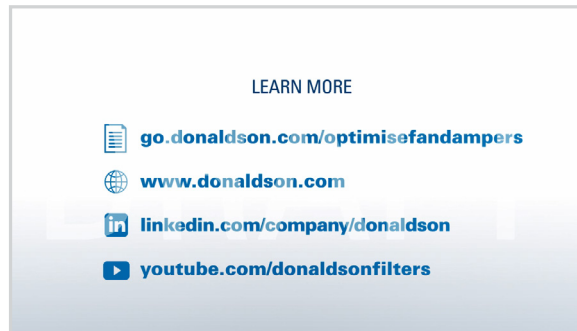
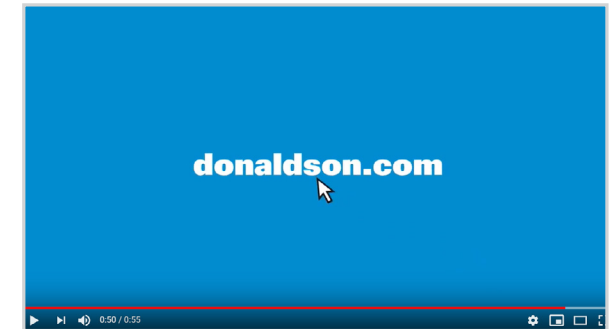
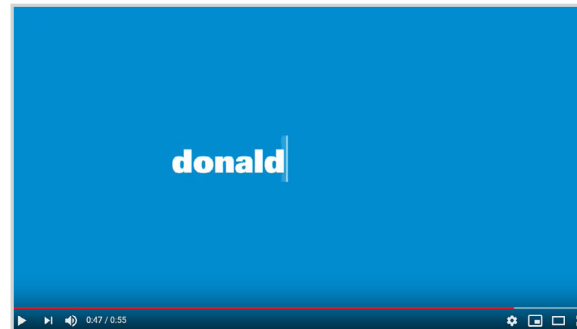
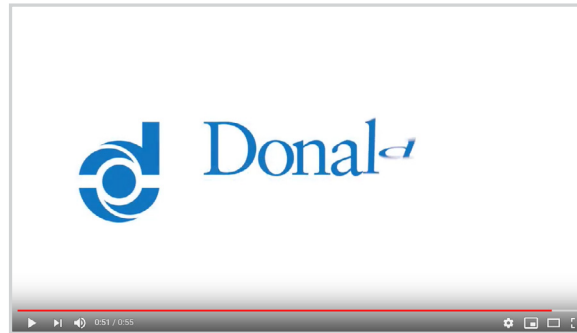
A longer alternative on the standard Donaldson Intro. This transitions to a Donaldson Blue screen, typing the donaldson.com website url, then features a mouse cursor clicking on the text to transition to the white/blue Donaldson logo.

This is optimal for longer videos (such as corporate announcements or industry overviews) in which a generic call-to-action is required.

## 'CALL- TO-ACTION' OUTRO

A video outro designed for longer videos when a specific call-to-action is required (e.g., a website url, LinkedIn or YouTube page etc).

Transition will fade to white with Blue & Navy text, associated icons and addresses, fading to standard outro.



# THUMBNAIL PROTOCOLS

Some online video players (YouTube, LinkedIn, Youku etc), will not play automatically, and will display a static image from the video to identify its content to the audience.

As a general rule, to avoid confusion & maximize effectiveness, a static tile from the video must be set/saved to be used as a 'Title Screen'.

## LINKEDIN/XING

By default, LinkedIn will display the very first frame of an uploaded video as a 'Title Screen'.

Please ensure when creating/exporting a video for LinkedIn use, regardless of content, that the first frame only is set as a 'Title Screen'.

## YOUTUBE

When uploading a video to YouTube, it will automatically select a 'Title Frame' from a series of time-dependent segments.

However, the option is available to upload a static image (jpeg or png) to be used instead - please take a screenshot of the intended 'Title Screen' and upload in accordance to YouTube.





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