



# Brand Guidelines

The Donaldson logo is the most significant and visible component to the Donaldson brand and should be used appropriately to represent our company, products and culture. Follow the guidelines below to ensure correct and consistent usage on all materials.

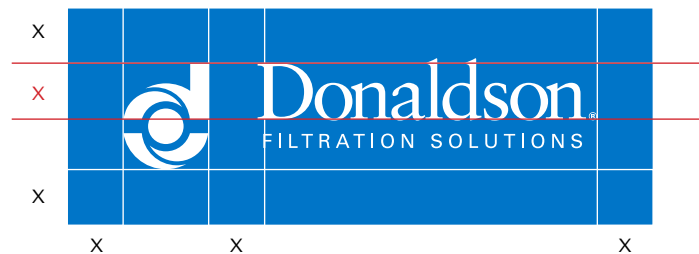
## The Donaldson Logo

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 C) background. The secondary stacked logo is available for smaller or vertical applications with limited space. A registered trademark symbol – ® – must appear after the company name to prohibit use of the logo by unauthorized parties.

## The Donaldson Identity Line

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.

### Primary Format: Horizontal Reversed (White on Blue)



## Primary Logo Sizing & Placement

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.

## Area of Isolation

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 variations available and are to be used when black is the only color selection.

[Download](#) all Donaldson's logos



# Brand 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

Don't:



Do not change the color of the logo including using secondary colors.



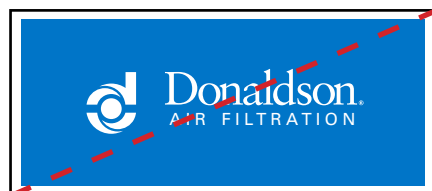
Do not condense, stretch, reshape the logo.



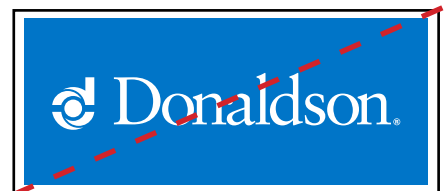
Do not use old versions of the logo.



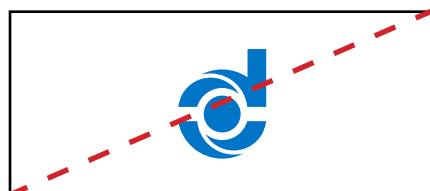
Do not place logo over a photo or texture.



Do not use the Donaldson® logo with any other identity line other than Filtration Solutions.



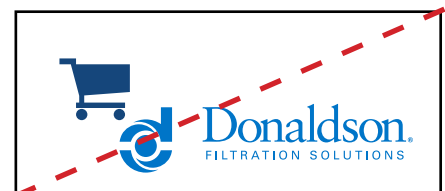
Do not alter the proportions of the logo.



Do not use the Turbo D on its own.



Make sure there is sufficient clear space around the logo.



Do not place anything in the clear space or on top of the logo.

# Color Standards

## Primary Color Palette

Donaldson Blue (Pantone 3005 C) 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.



Pantone 3005 C  
CMYK 83, 41, 0, 0  
RGB 0, 129, 198  
Hex #0081C6

## Secondary Color Palette

These additional colors are available to complement Donaldson's primary colors. Use of these colors are not to overpower the primary Donaldson blue.



Pantone 295 C  
CMYK 100, 80, 26, 10  
RGB 0, 69, 124  
Hex #00457C



Pantone 7545 C  
CMYK 68, 48, 41, 12  
RGB 92, 111, 123  
Hex #5C6F7B



Pantone 7543 C  
CMYK 33, 20, 19, 0  
RGB 173, 185, 192  
Hex #ADB9C0



Pantone 451 C  
CMYK 32, 27, 57, 1  
RGB 179, 170, 126  
Hex #B3AA7E

## Accent Color Palette

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



Pantone Bright Orange C  
CMYK 0, 78, 100, 0  
RGB 244, 94, 6  
Hex #F45E06



Pantone 368 C  
CMYK 57, 0, 99, 0  
RGB 123, 193, 67  
Hex #7BC143

# Corporate Fonts

Using consistent fonts simplifies creative decisions and creates a unified image across the Donaldson brand, making it easy for customers, partners, and stakeholders to recognize the company. There are two Donaldson fonts: Univers and Arial. To procure the Univers font family (85 Extra Black, 76 Black, 65 Bold, 57 Condensed, and 55 Roman), the recommendation is to purchase the Mac and Win opentype through Linotype or adobe.

## Univers Extra Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Univers Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Univers Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Univers Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Univers Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Univers Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

## Univers Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Univers Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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## Contact

If you have a question not answered in this guide, email [brand.marketing@donaldson.com](mailto:brand.marketing@donaldson.com).



Donaldson Company, Inc.

[donaldson.com](http://donaldson.com)  
[shop.donaldson.com](http://shop.donaldson.com)

Donaldson Brand Identity Revision 1 ENG (02/19)  
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