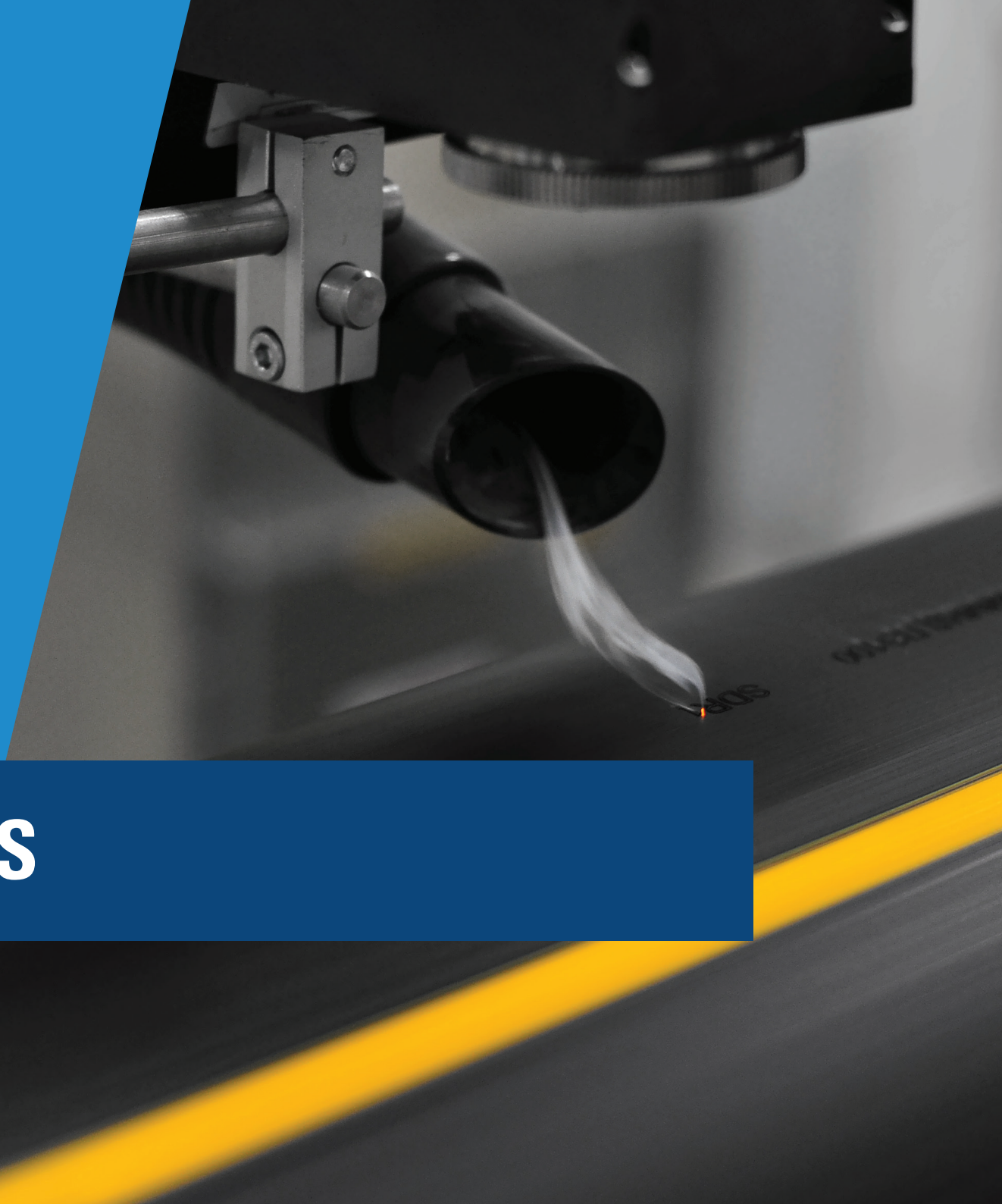




# BRAND GUIDELINES

REVISION: MAY 2024



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## BRANDING GUIDELINES

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### DONALDSON BOFA BRANDING

This book is a reference manual for anyone who uses the Donaldson BOFA brand across our global network of distributors, OEMs and other third parties.

Only direct employees of Donaldson BOFA or those with Donaldson BOFA's direct consent may use our branding. For any queries or consent, please contact [bofamarketing@donaldson.com](mailto:bofamarketing@donaldson.com).

## Donaldson BOFA

has three main purposes:

- To reaffirm core Donaldson BOFA values.
- To reveal the personality Donaldson BOFA will present in the future.
- To provide communication guidelines for all products and services in all media.

This book has been created to help make sure that the Donaldson BOFA brand and values are represented consistently worldwide. There has never been a better time to restate what our brand is all about.

**Together, we succeed.**

**Together, we drive the future.**

**Together, we can help you maintain a clean, healthy working environment.**

# COLOR STANDARDS

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

## DONALDSON BOFA COLOR PALETTES

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

Donaldson BOFA 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.

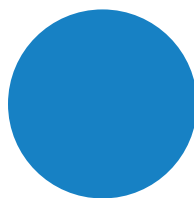
A secondary color palette plus black and white is available to complement Donaldson BOFA's primary color. Use of these colors should not overpower the primary Donaldson BOFA blue.

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

### DO

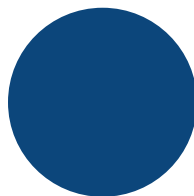
- Use Donaldson BOFA Blue (Pantone 3005) as the dominant color in every color piece.
- Use primary palette colors as the default on all Donaldson BOFA collateral.
- Use neutral palette colors in conjunction with, and as a balance to, the primary color palette.
- Use accent palette colors in small amounts.

## Primary Color / Donaldson BOFA Blue

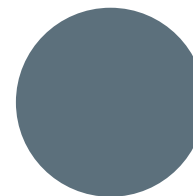


Pantone: 3005  
CMYK: 83/41/0/0  
RGB: 0/129/198  
HEX: #0081C6  
RAL: 5019

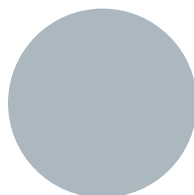
## Secondary Color Palette



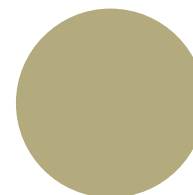
Pantone: 295  
CMYK: 100/80/26/10  
RGB: 0/69/124  
HEX: #00457C



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

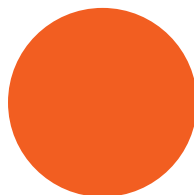


Pantone: 7543  
CMYK: 33/20/19/0  
RGB: 173/185/192  
HEX: #ADB9C0



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 0Z, 32, 64, 128  
W1-White 2,11, 1, -

G2-New Green  
L1-Blue  
Ultra Deep

-, 11, 1, -  
8, -, 1, 1  
650186950

Sherwin Williams (Pantone 295 match)  
CCE Colorant 0Z, 32, 64, 128  
W1-White -, 26, 1, 1

L1-Blue  
R3-Magenta

6, 28, 1, 1  
-, 57, -, -

Y1-Yellow  
Ultra Deep

-, 15, 1, -  
650186950

## 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 BOFA color palette will suffice, for white/light backgrounds, text type should be Donaldson BOFA Blue (3005) or Donaldson BOFA Navy (295). For darker backgrounds, stay with white for increased legibility. Consider using different colors to add emphasis to important words or phrases.

## A World Leader in Fume Extraction Technology

Univers 85 Extra Black

## A World Leader in Fume Extraction Technology

Univers 75 Black

## A World Leader in Fume Extraction Technology

Univers 65 Bold

## A World Leader in Fume Extraction Technology

Univers 55 Roman

## A World Leader in Fume Extraction Technology

Univers 45 Light

## A World Leader in Fume Extraction Technology

Univers 67 Bold Condensed

## A World Leader in Fume Extraction Technology

Univers 57 Condensed

## A World Leader in Fume Extraction Technology

Univers 47 Light Condensed

## A World Leader in Fume Extraction Technology

Arial Regular

## A World Leader in Fume Extraction Technology

Arial Regular Italic

## A World Leader in Fume Extraction Technology

Arial Bold

## A World Leader in Fume Extraction Technology

Arial Bold Italic

# LOGO USAGE

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

The primary Donaldson BOFA logo is set in the horizontal format reversed, white over a Donaldson Blue (PMS 3005) Pantone coloured background.

Choose the primary white on blue logo where possible. Use an appropriately sized logo, relative to the size of the piece.

The registered trademark symbols – ® / ™ must appear after the company names to prohibit the use of the logo by unauthorized parties.

All elements created specifically to accompany the Donaldson BOFA logo should never be recreated.

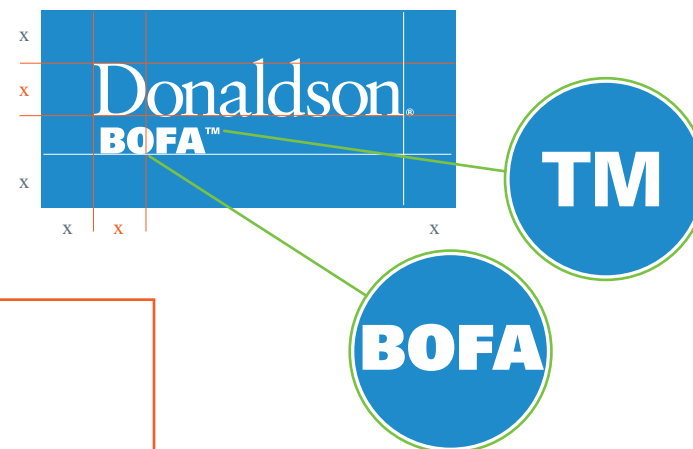
## Sizing, Placement, Area of Isolation



## Logo Variations

Donaldson.  
BOFA™

Donaldson.  
BOFA™



## Logo download

### Primary Format



Download the Donaldson BOFA logo

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

# 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 Donaldson BOFA logo with any other identity line or text.
- Do not place anything in the clear space or on top of the logo.



Donaldson®  
**BOFA™**