DORNER®

BRAND MANAGEMENT, PROMOTIONS, & VISUAL IDENTITY GUIDELINES FOR CHANNEL PARTNERS

2020

CONTENTS

INTRODUCTION

Dorner is an industry leading global technology company engaged in inventing and manufacturing productivity tools for customers across multiple industries. We offer our products primarily through various channels to market. These channels may be engaged at times in the promotion of Dorner products either through print or web-based mechanisms or trade events.

Our corporate logo is an important part of our brand. This logo represents Dorner's identity and is a valuable piece of our intellectual property.

The use of Dorner's logo is described in this guideline. If you have any questions with regards to how to use and apply our images do not hesitate to contact our Marketing team. Dorner's US Marketing Department oversees our global brand management.

GUIDELINES FOR USING DORNER LOGOS

The use of Dorner 's logo must be reproduced with consistent high quality. Always use camera-ready artwork or approved downloadable files to reproduce our logo. These items are available from Dorner Marketing.

- Never alter the logos in any way including stretching, condensing, reversing, removing or adding items, etc.

- Always reproduce logos in their primary colors. Logos can be reproduced in grey scale for single color documents or presentations. Grey scale versions are also available from Dorner.

- Do not recreate logos with a standard typeface. The Dorner letters are custom designed for Dorner and trademarked.

- Avoid using Dorner's logo in a sentence or headline. Use the word "Dorner".

- The background should always be a solid. It is recommended to overlay the Dorner logo on a white background.

Dorner has designed specific logos for our Authorized Reps, Distributors and Builders. These are available only to certified channel partners.

GUIDELINES FOR USING DORNER COLORS & FONTS

Below are Dorner's standard color palettes, fonts, and textures. Please specify colors when printing.

PRIMARY COLORS

Blue
PMS 288
CMYK 100/87/27/18
RGB 0/45/115
Hex 002D73

Orange
PMS 1585
CMYK 0/71/98/0
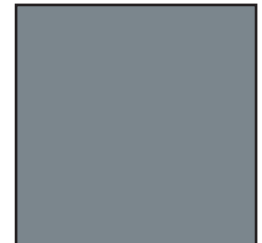RGB 255/108/12
Hex FF6C06

SECONDARY COLORS

White

Grey
PMS 430
CMYK 0/0/0/60
RGB 125/134/140
Hex 7D868C

FONTS

Helvetica Neue: Light, Roman, Italic, Bold, Bold Italic
Helvetica Neue Condense: (same styles)

TEXTURES

Brushed Metal

Geometric Metal

GUIDELINES FOR ADVERTISING & CREATING COLLATERAL

Advertising is an effective promotional tool and we value the added exposure our sales channel can provide. Co-branding collateral demonstrates a clear connection between our businesses.

To maintain a consistent look, we need to focus on things like logos, colors, tone and theme.

- Include current logo with specified colors
- Use proprietary graphics where appropriate
- Apply Dorner's photographic style
- Use Dorner templates where appropriate

You must review advertisements and literature with Dorner Marketing prior to release.

Dorner's marketing team is available to help design any advertisements, co-branded literature or promotions. Additionally, co-branding dollars may be available based on advertising media. Please contact Dorner marketing for details and approval.

GUIDELINES FOR UTILIZING DORNER'S CONTENT

We often get requests from channel partners to use our content (pictures, videos, whitepapers, case studies, blog posts, etc.) on their sites. Dorner spends a significant amount of time developing content and we encourage you to share on your social media sites and website as needed, as long as you adhere to our guidelines below.

From an SEO standpoint, duplicate content is not necessarily a bad thing, however simply reposting our content is not going to increase your rankings significantly. Google is constantly scraping the web and usually knows where the original piece was published (on Dorner). There are a variety of information articles about duplicate content online.

If you would like to use our content, please adhere to the following guidelines:

1. Channel Partners are required to give credit to Dorner for the content.
2. Channel Partners must link back to the original posting where applicable. (Blog post, whitepaper, and case studies).
3. We encourage you to use your branded site link when linking.
4. Be mindful of copyright infringement and plagiarism issues.

Please Note: If a channel partner is found to be using our content without properly crediting Dorner, we will contact the channel parter to either remove the content or update the links. If the information is not updated within 2 weeks, we will report the channel partner website to Google as duplicate content.

Be mindful of copywrite infringements.

GUIDELINES FOR EXHIBITING AT TRADE EVENTS

Trade shows, industry events and open houses are among the most engaging mechanisms with which to directly connect to customers.

If participating in a local trade show, industry event or open house consider the following:

- Apply the same graphic and photo structure as previously described

- Dorner has available banners and trade show materials available for loan or purchase.

- Contact Dorner for up-to-date demo equipment. Dorner has a range of trade show demos available to our channel as well as a demo purchase program

- If you would like us to promote the event on our social media channels, please contact Dorner marketing with event information and dates.
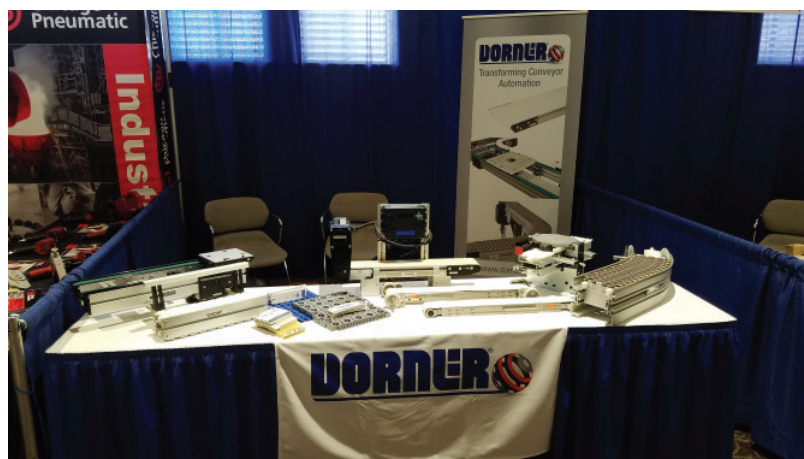
OTHER GENERAL GUIDELINES & INFORMATION

CLOTHING

- Use current logo
- Do not blend logo with that of competitors

CO-LOCATING LOGOS WITH OTHER PRINCIPAL'S LOGOS

- Same program rules apply

- Do not place Dorner's logo with competitor logos where it could be construed to represent co-branding or a perceived partnership.

WHERE TO LOCATE FILES

 Current Logos and High Res images on the Dorner App can be accessed via the distributor portal on Dorner's website.