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BRAND MANAGEMENT, PROMOTIONS AND VISUAL  
IDENTITY GUIDELINES FOR CHANNEL PARTNERS

# Introduction

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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.



# Using Dorner Logos

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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.

Always reproduce logos in their primary colors. Logos can be reproduced in grey scale for single color documents or presentations.

Do not recreate logos with a standard typeface.

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's Authorized Rep, Distributor and Builder Logos are available for certified channel partners.



# Advertising

Advertising is an effective promotional tool and we value the added exposure our sales channel can provide. Advertising of any sort requires a consistent theme, tone and graphic style.

The following examples demonstrate how advertising should look and feel:

Include current logo with proper color

Use proprietary graphics where appropriate

Apply Dorner's photographic style

Please review advertisement with Dorner Marketing prior to release

Co-branding dollars may be available based on advertising media



**DORNER**  
RE-ENGINEERED. RE-DESIGNED.  
**RE-INNOVATED**  
Introducing the **NEW 2200 Series**  
Low Profile, High Performance Conveyor

- ✓ High Speed Nose Bar
- ✓ LPZ (Z Frame) Options
- ✓ Universal T-Slot
- ✓ Stronger Frame
- ✓ Additional Sizes
- ✓ Additional Guiding & Belt Options
- ✓ Universal Drive

For More Info Call: 800-968-6888  
sales@ajacs.com | www.ajacs.com **AJACS**



**CONTRACT PACKAGING**  
www.contractpackagingmag.com JULY/AUGUST 2016

The making of a brand, and a co-pack plant

American Naturalis Co. builds plant to build a brand—and a more efficient co-pack business. p. 6

11 Bonded Pac fouts steam tunnel over traditional heat methods

12 Contract packer upgrades container sealing and coding operations

15 Replenishment Reimagined

# Creating Your Own Collateral

Channels can promote their relationship with Dorner in many ways. Co-branding collateral demonstrates a clear connection between our businesses.

When co-branding, collateral materials are to include the following:

- Apply the same graphic and photo structure as described on pg. 3.
- Dorner has available templates and content
- Use with current literature and formats

Superior V-Guided Belt Tracking | Universal Motor & Mounting Package | Fast & Simple to Use Online Configurator | Industry Best Product Transfers



## 2200 SERIES CONVEYORS

Low Profile, High Performance, Fabric & Modular Belt Conveyors

**WECON systems**  
NATURAL HANDLING SOLUTIONS THAT WORK

**DORNER**

It is our mission to provide you with a system that you can depend on from point A to point B with precision and speed. It's that history of proven excellence that has made the Dorner Brand a leader in precision conveyors for nearly 50 years. With our complete line of precision conveyors we have the perfect solution for you!



- 2X Series**  
The 2X Series Line is engineered for small to medium sized parts, precision applications and flexible layouts.
- 3X Series**  
The 3X Series Line is designed for medium to heavy sized parts, precision applications, bulk handling and flexible layouts.
- 7X Series**  
The 7X Series Stainless Steel line is engineered for small to heavy product requiring various levels of sanitary design and flexible layouts.
- 2X Series Family:**
- Flat Belt
  - Cleated Belt
  - Modular Belt
  - Precision Move
  - StraTraX™
- 3X Series Family:**
- Flat Belt
  - Cleated Belt
  - Modular Belt
  - FlexBar Chain
  - Precision Move
- 7X Series Family:**
- Flat Belt
  - Cleated Belt
  - Modular Belt
  - Flexible Chain
  - Vertical Belt Technology

- Widths to 10"
- Loads to 15 lbs
- Speeds up to 80 fpm

**NEED SOMETHING DIFFERENT?**  
DORNER'S ENGINEERED SOLUTIONS GROUP PROVIDES EXACTLY WHAT YOU NEED FOR YOUR SPECIFIC APPLICATION, FROM MODIFIED STANDARD CONVEYORS TO COMPLETE CUSTOM DESIGNS.

**LOOKING FOR AFTER-SALE SUPPORT?**  
DORNER'S SERVICE TEAM PROVIDES COMPLETE SUPPORT FROM REPLACEMENT PARTS TO INSTALLATION AND MAINTENANCE SERVICES.



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**AUTOMATION SOLUTIONS & PRODUCTS TO HELP YOUR BUSINESS**

**INDUSTRIAL & SANITARY CONVEYOR SOLUTIONS**

At Dorner we make it our mission to provide systems that are superior in performance, reliability and safety. Our commitment and history of proven excellence has made Dorner a leader in precision conveyor systems for nearly 50 years. With our complete line of industrial conveyor systems we have the perfect solution for you!

Dorner Conveyors are best for:

- Automation
- Packaging
- Food Processing
- Assembly
- Mining
- General Manufacturing
- High-Speed Pick & Place
- Material Handling
- Pharmaceutical
- Print & Paper
- Bulk Food Handling
- Metal Working
- Water Treatment
- Material Handling
- And More!

**1X Series**  
The 1X Series Line is designed for small part handling and precision return from a previous station.

**2X Series**  
The 2X Series Line is engineered for small to medium sized parts, precision applications and flexible layouts.

**3X Series**  
The 3X Series Line is designed for medium to heavy sized parts, precision applications, bulk handling and flexible layouts.

**7X Series**  
The 7X Series Stainless Steel Line is engineered for small to heavy product requiring various levels of sanitary design and flexible layouts.

**Industry Leading Technology**

**Our Superior V-Guided Belt Tracking**  
Our Superior V-Guided Belt Tracking system is designed for superior tracking and long life. It features a unique V-groove design that provides superior tracking and long life.

**Universal Motor & Mounting Package**  
Our Universal Motor & Mounting Package is designed for easy installation and maintenance. It features a universal motor and mounting package that can be used on a wide range of conveyor systems.

**Fast & Simple to Use Online Configurator**  
Our Fast & Simple to Use Online Configurator is designed to help you design your conveyor system. It features a user-friendly interface that allows you to select the components and configurations that are right for your application.

**Industry Best Product Transfers**  
Our Industry Best Product Transfers are designed to provide superior product transfer. They feature a unique design that provides superior product transfer and long life.

**WECON systems**  
NATURAL HANDLING SOLUTIONS THAT WORK

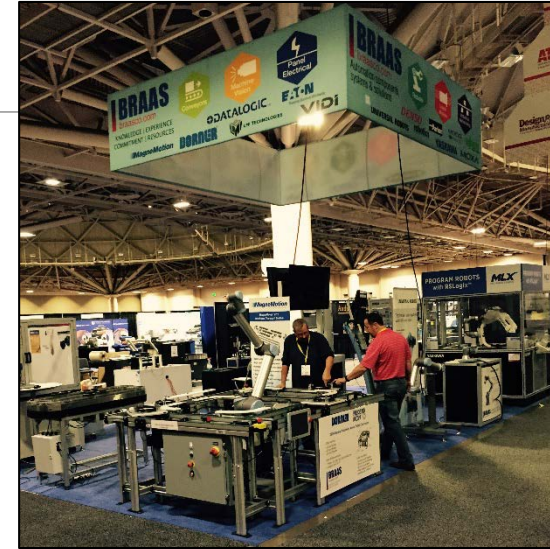
**DORNER**

# 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 described on pg. 3.
- 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



# Other General Guidelines & Information

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## Clothing

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

## Co-locating logos with other principals 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.

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



# Specifications

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## 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:

### Grey

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

### White

## Fonts:

### Helvetica Neue

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

## Texture:

