

# DanaHER Corporation

## Logo Guidelines for Media Center

This document includes guidelines on how to properly use DanaHER's trademarks, including logos. As part of your agreement to use any DanaHER trademark, you must comply with these requirements as a condition of usage.

### Appropriate Trademark Usage

The names, terms, logos, product and service names, designs, and taglines within this document are trademarks of DanaHER, unless otherwise indicated. You may only use such assets as outlined in these terms. All other names, logos, product and service names, designs, and taglines within this document are the trademarks of their respective owners.

Anyone using materials or websites featuring a DanaHER trademark must clearly understand the responsibilities and contributions of all parties involved. This means that the DanaHER trademark may **not** be placed or used in a way that could cause confusion about the source or origin of an offering or communication.

The representation of the DanaHER trademark in communications must always:

- Make the scope and nature of DanaHER's contribution clear.
- Make the source of the communication clear.

## Logo



### DanaHER horizontal logo (preferred)

The logo may be positioned at the top or bottom of a layout and at left, right or center.



### DanaHER vertical logo

Use this vertical version when space is limited.

## Logo color use

The full-color horizontal logo is the primary identifier of Danaher and should be used on a white background. To support a variety of applications, our logo is available in three different color options for all formats.

### Full color logo

Our full-color logo is the primary color option.



### Grayscale logo

If color reproduction is unavailable —use the grayscale version of our logo.



### One-color logo

When design or media prevent color or grayscale logos, use our one-color linear logo.



## Clear Space Requirements

### Clear space

Our clear space requirements equal the height of the “h” in Danaher all around. When placing the logo, always allow for this minimum amount of clear space. Do not use the Danaher logo when clear space is not sufficient.



Horizontal logo clear space



Vertical logo clear space

### Minimum size requirements

When reproducing our logo, legibility of both the symbol and the name is essential. The horizontal logo should never be less than 0.75 inches or 48 pixels tall. When used, the vertical logo should never be less than 1 inch/ 72 px tall. Do not stretch or shrink beyond these minimum sizes.

#### Print

.75 inch  
tall

#### Digital

48 px  
tall



Horizontal logo minimum size

#### Print

1 inch  
tall

#### Digital

72 px  
tall



Vertical logo minimum size

## What not to do

When working with Danaher trademarks, adhere to these usage rules:

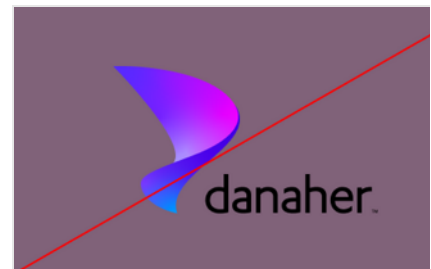
- Do not use any Danaher trademark in any other way than outlined in these guidelines
- Do not incorporate any Danaher trademarks into your communication identity, name and/or imagery.
- Do not use any Danaher trademark in a manner that may cause confusion as to the source or origin of the communication.
- Do not incorporate any of the practices below:



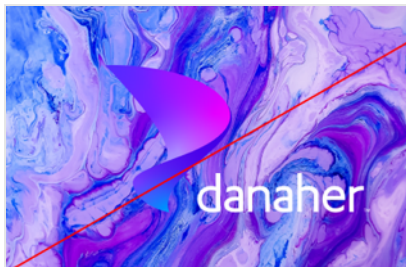
Do not change the proportion of the logotype to symbol



Do not remove the TM/R mark



Do not place the logo on a background with insufficient contrast



Do not place the logo on a busy or complex background



Do not add a holding shape around the logo



Do not use our symbol as a holding shape



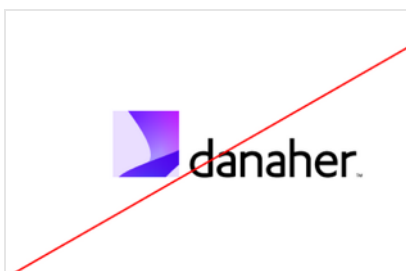
Do not change the color of the symbol



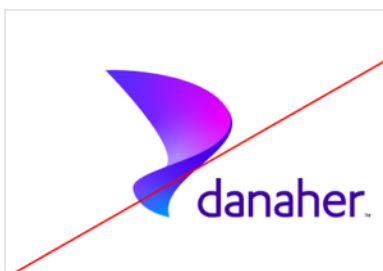
Do not use the logotype without the symbol



Do not try to recreate the logo in any way



Do not crop the logo



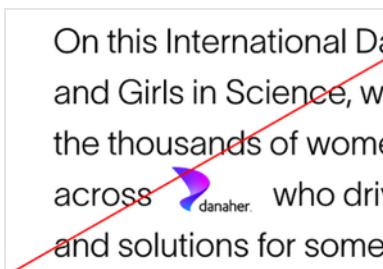
Do not change the color of the logotype



Do not add graphic effects such as a drop shadow or chrome



Do not change into other languages



Do not use the logo in text



Do not create lock ups with other logos

## Attribution

Where space permits, include the Danaher trademark attribution statement (shown below) on the communication where the Danaher trademark is being used (e.g., front or back cover, etc.) or in the legal attribution section of the communication.

**Attribution statement:** Danaher, **[INSERT ANY OTHER DANAHER TRADEMARKS HERE]** are trademarks of Danaher Corporation. All Rights Reserved.

## If you do not meet these requirements

If you do not meet the requirements outlined in this document, Danaher reserves the right to withdraw its consent to use such trademarks, and you agree to immediately cease all use of the marks, as instructed by Danaher. Repeated violations may result in a loss of the right to use the Danaher trademarks.

## Contact

For all questions, please reach out to [brand@Danaher.com](mailto:brand@Danaher.com)