



BRAND POSITIONING

BRAND STATEMENT

BRAND STATEMENT

Dunham-Bush is based on people. We base our relationships with employees, vendors and customers on a foundation of trust and mutual respect. We strive to anticipate the needs of our customers, and combine this with an uncompromising approach towards integrity and fairness. Trust, integrity and fairness are key elements to achieving our common goal of creating value for shareholders, customers, employees, our company and our environment in a sustainable way.

The Dunham-Bush brand is one of our most valuable assets. It stands for our commitment to innovation and responsiveness. It drives the way we work. And it sets us apart from the competition. When our customers and stakeholders see our brand they expect the highest standards in performance, both from our products and our people.

We communicate the Dunham-Bush brand promise in many different ways. The guidelines outlined in this document will help ensure consistency in how we communicate the brand globally. In order that all of our stakeholders receive coherent messages about what we stand for, all internal and external communications must adhere to these usage principles.

CORE ELEMENTS

SIGNATURE & MINIMUM SIZE

CLEAR SPACE

INCORRECT USAGE

PRIMARY COLOR PALETTE

COLORS BACKGROUND

SIGNATURES & MINIMUM SIZE



DUNHAM-BUSH

The New Dunham-Bush Logomark

Inspired by the shape and motion of the compressor rotary screw, the New Dunham-Bush Logomark consists of two main elements: the Dunham-Bush rotary screw icon and abbreviated initials. The New Dunham-Bush Logomark should never be altered or recreated in any way. All external communications must carry the Dunham-Bush Logomark.

The Existing Dunham-Bush Logotype

The Dunham-Bush signature consists of one main element: the Legal Descriptor. The Dunham-Bush signature should never be altered or recreated in any way. All external communications must carry the 'Dunham-Bush Signature'.

Minimum Size

The signature should never be reprinted below the minimum width shown here. This is to ensure maximum legibility and retain the corporate presence.



CLEAR SPACE



AREA OF CLEAR SPACE

In order for the logomark to achieve maximum impact, a clear space surrounding the logomark has been defined. A minimum distance of 1x must be kept clear around the logomark. It is preferable that a larger area be defined as the clear space whenever possible.

INCORRECT USAGE

The examples shown on this page are common violations on the DUNHAM-BUSH logomark.



DO NOT modify the artwork or substitute it with another typeface.



DO NOT adjust the proportions of the elements of the identity.



DO NOT alter the color specifications of the identity.



DO NOT create outlines of the identity.



DO NOT add any special effects, eg: drop shadows, shear.



DO NOT rotate the artwork.



PRIMARY COLOR PALETTE



PANTONE 653 C
C85, M50, Y0, K0



PANTONE Black C
C0, M0, Y0, K100

The Dunham-Bush color palette has been carefully selected. It is made up of two key colors, Dunham-Bush Process Black and Pantone 653 C. When producing this color, always use the PANTONE Matching System (PMS) and CMYK equivalents as reference for color set-up.

COLORED BACKGROUND



PANTONE 131 C
C15, M38, Y79, K0

PANTONE 167 C
C23, M82, Y98, K0



PANTONE 5777 C
C48, M27, Y77, K0

PANTONE 645 C
C68, M41, Y16, K0



PANTONE 7544 C
C33, M14, Y11, K31

The colored Dunham-Bush logo should never be applied to a colored background. Only the white Dunham-Bush logomark may be used on a colored background. When on a Grey background, use with a percentage no less than 50% of process black. In addition to Grey, there are several new brand-related colors. Incorrect applications of the corporate logomark are illustrated on page 6.

The same color may have different hues when printed on different materials, the color specifications for Grey differ depending on the material. Please ensure the correct color is specified for the correct material. Always ask your printer for a color proof to validate the color and legibility prior to printing.

STATIONERY

BUSINESS CARD

LETTERHEAD

ENVELOPES

FAX

A4 MEMO

BUSINESS CARD

The example shown on this page is for illustrative purposes only.

It is important to refer to the soft copy templates to ensure that our brand is presented with consistency.

No additional logo, graphic can be added to the business card.

Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Finishing: Matt Lamination x 2 sides

Paper

Card: Matt Art

Thickness: 230gsm

Size

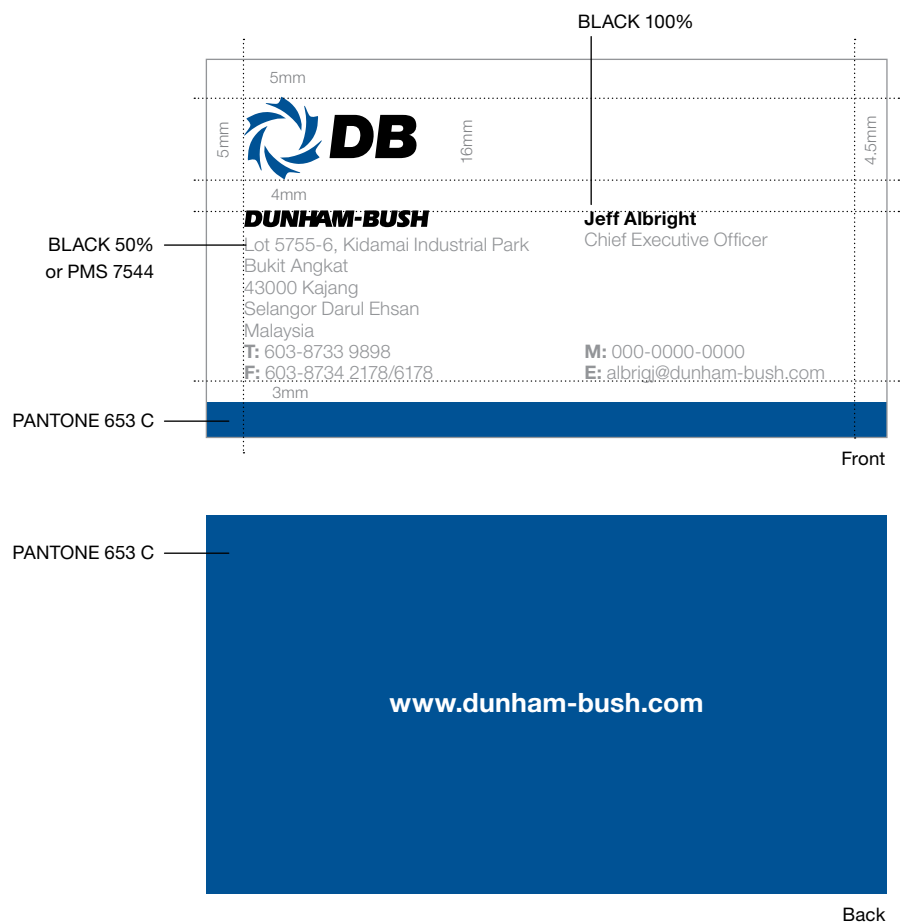
Width 90 mm x Height 50 mm

Font Type

Helvetica Neue 45 Light (7pt)

Helvetica Neue 75 Bold (7pt)

Note: Stationery templates are available on the Dunham-Bush Holding intranet.



LETTERHEAD

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Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Paper

For normal use:

Simili

Thickness: 100gsm

For official correspondences use:

Coronado Stipple Infinite White

Thickness: 118gsm

Size

A4 or US A4 equivalent

Note: Stationery templates are available on the Dunham-Bush Holding intranet.



50% of actual size

ENVELOPE

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Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Paper

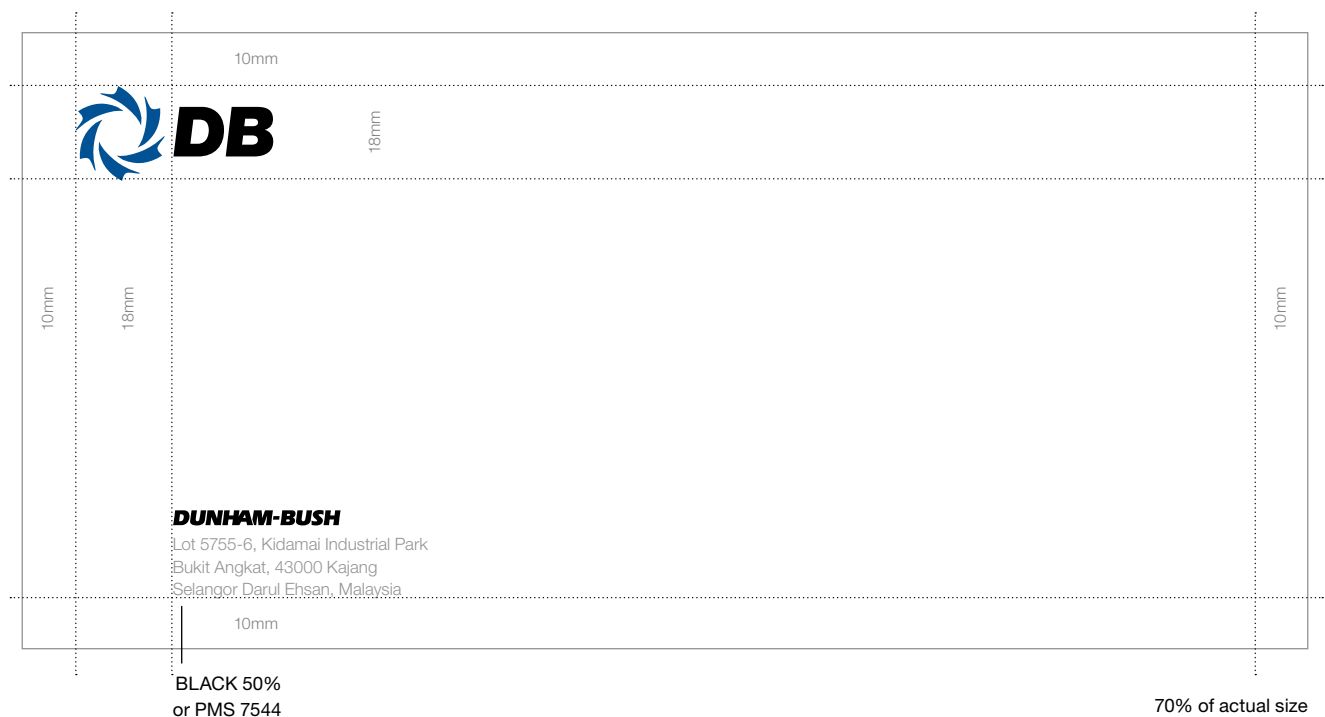
Simili

Thickness: 100gsm

Size

Width 240 mm x Height 115 mm

Note: Stationery templates are available
on the Dunham-Bush Holding intranet.



WINDOW ENVELOPE

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Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Paper

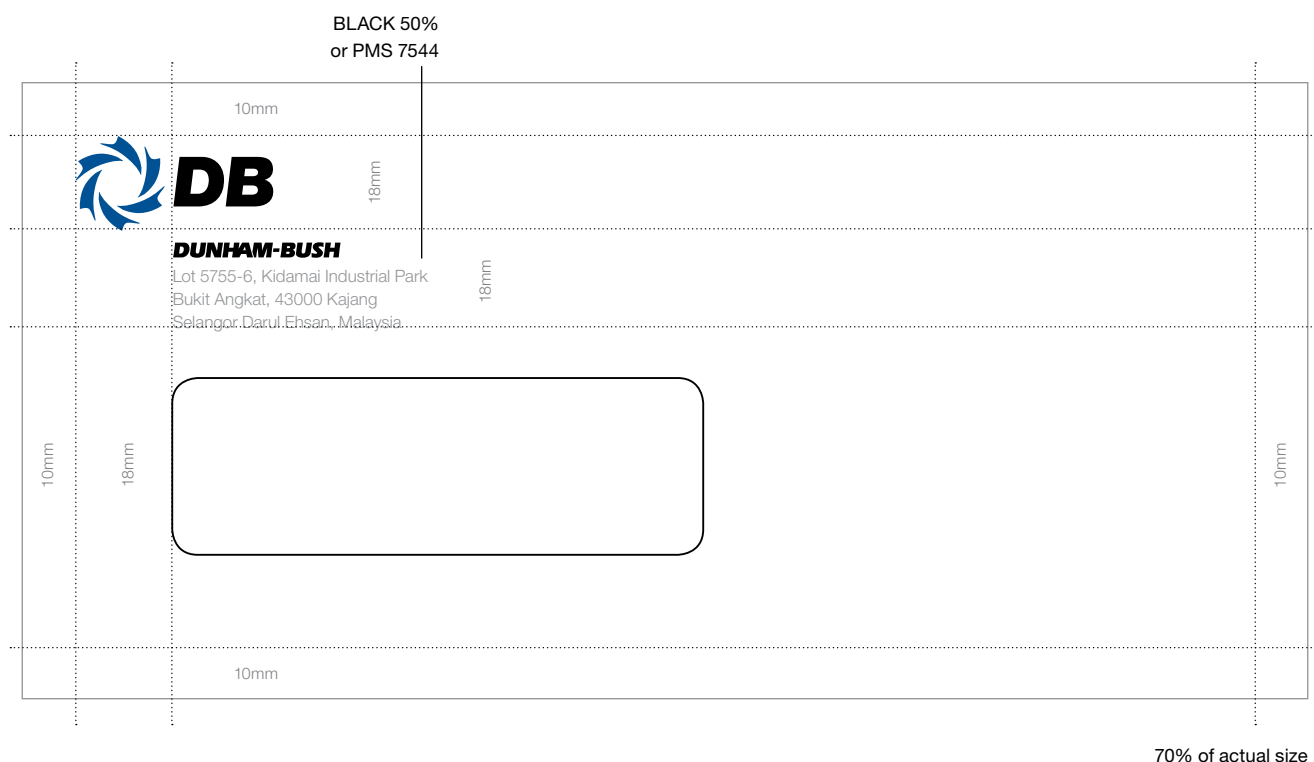
Simili

Thickness: 100gsm

Size

Width 240 mm x Height 115 mm

Note: Stationery templates are available
on the Dunham-Bush Holding intranet.



LARGE ENVELOPE

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Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Paper

Simili

Thickness: 100gsm

Size

Width 380 mm x Height 255 mm

Note: Stationery templates are available
on the Dunham-Bush Holding intranet.



LARGE ENVELOPE

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Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Paper

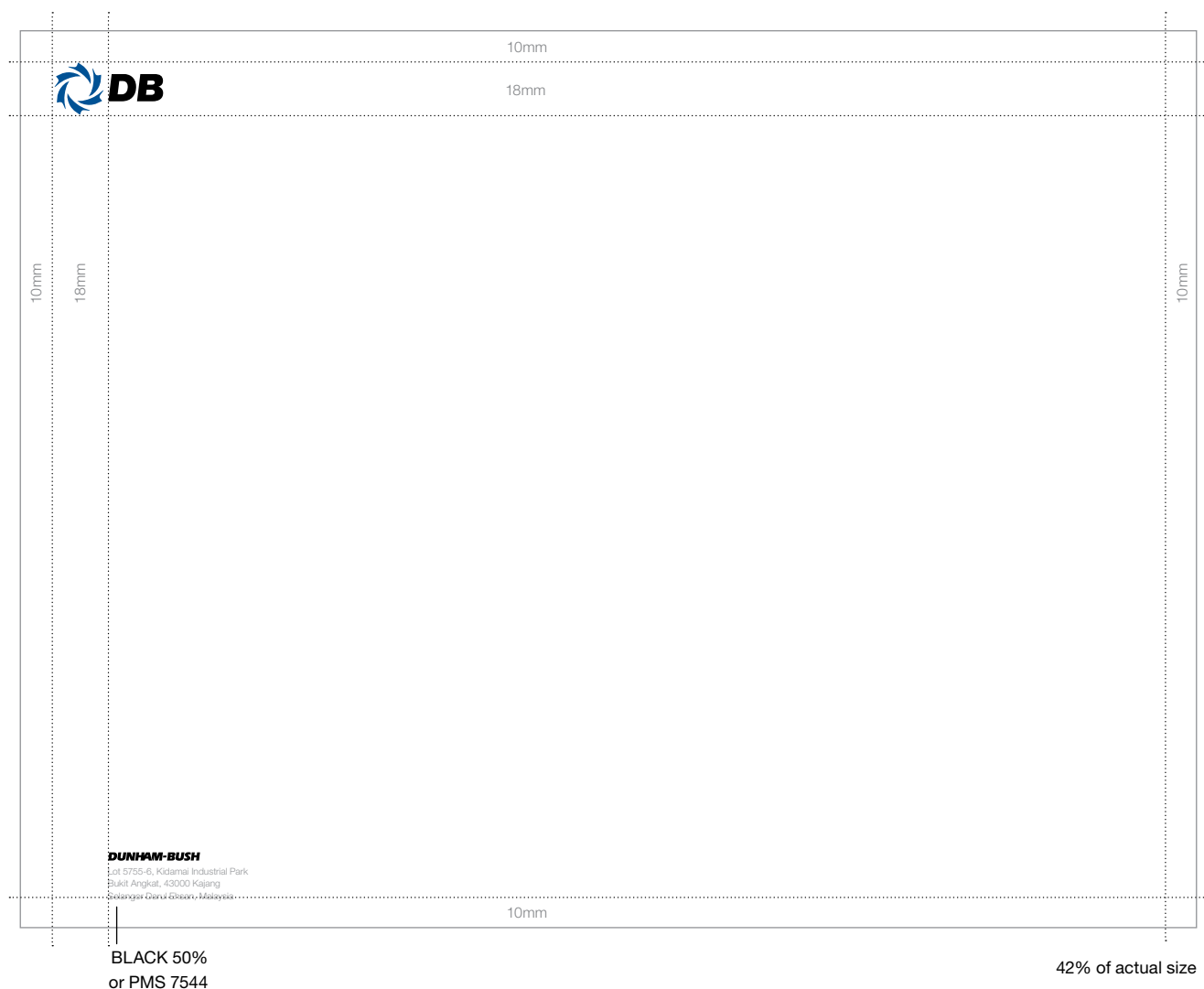
Simili

Thickness: 100gsm

Size

Width 400 mm x Height 305 mm

Note: Stationery templates are available
on the Dunham-Bush Holding intranet.



FAX

The example shown on this page is for illustrative purposes only.

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Reproduction

Prints: 1c x 0c

Paper

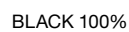
Simili


Thickness: 100gsm

Size

A4

Note: Stationery templates are available on the Dunham-Bush Holding intranet.



 DB	<p>DUNHAM-BUSH Lot 5755-6, Kidamal Industrial Park Bukit Angkat, 43000 Kajang Selangor Darul Ehsan, Malaysia T: 603-8733 9898 F: 603-8734 2178/6178 www.dunham-bush.com</p>
<p>FAX</p> <p>To</p> <p>Company</p> <p>From</p>	<p>Fax number</p> <p>Date</p> <p>Total pages</p>
<p>SUBJECT</p>	

50% of actual size

A4 MEMO

The example shown on this page is for illustrative purposes only.

It is important to refer to the soft copy templates to ensure that our brand is presented with consistency.

Reproduction

Printing: 2-color option (PMS 653 and PMS Black)

3-color option (PMS 653, PMS Black, PMS 7544)

Paper

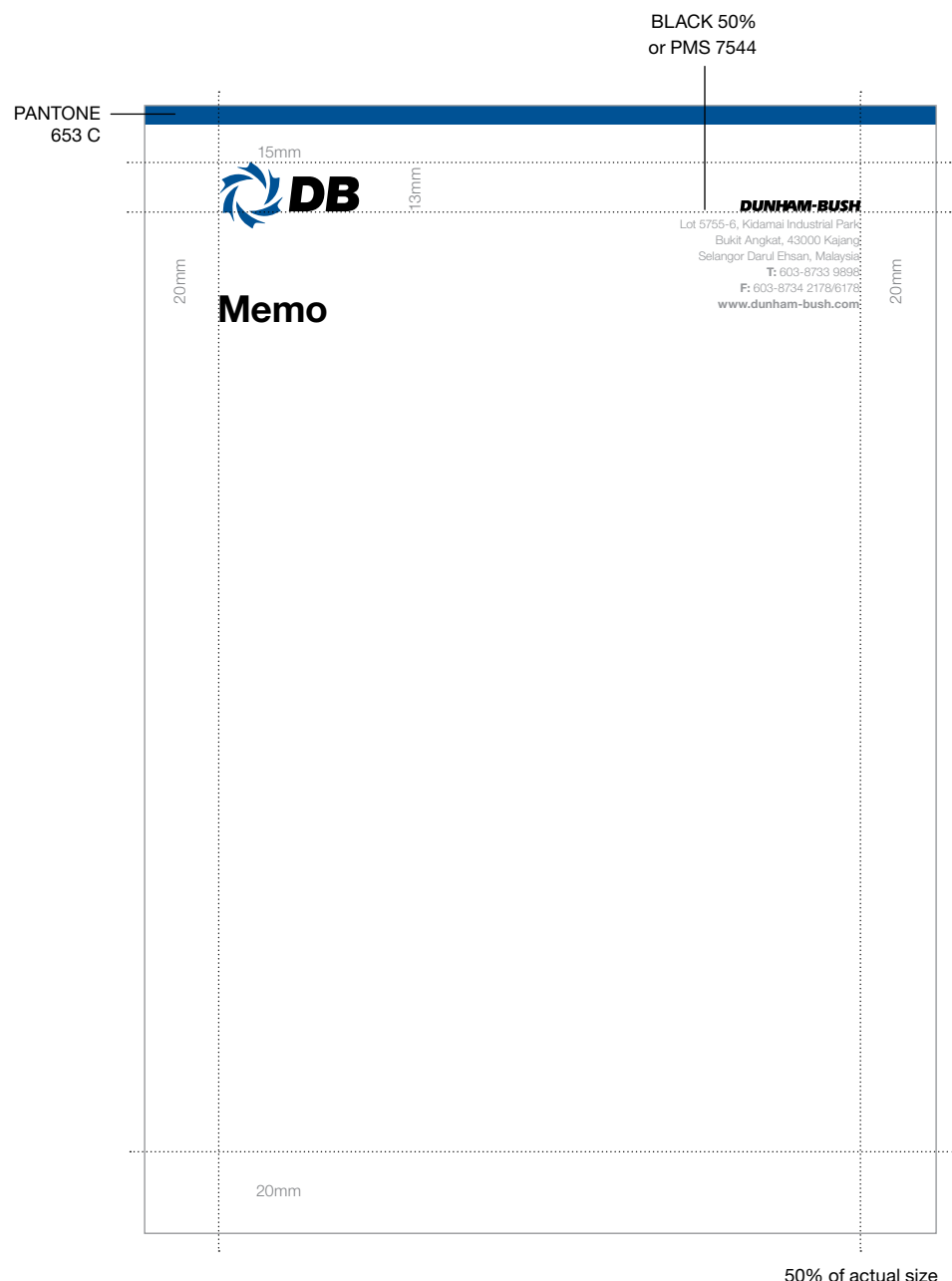
Simili

Thickness: 100gsm

Size

A4

Note: Stationery templates are available on the Dunham-Bush Holding intranet.



50% of actual size

COMMUNICATION MATERIALS

POWERPOINT PRESENTATION

POWERPOINT PRESENTATION

The example shown on this page is for illustrative purposes only.

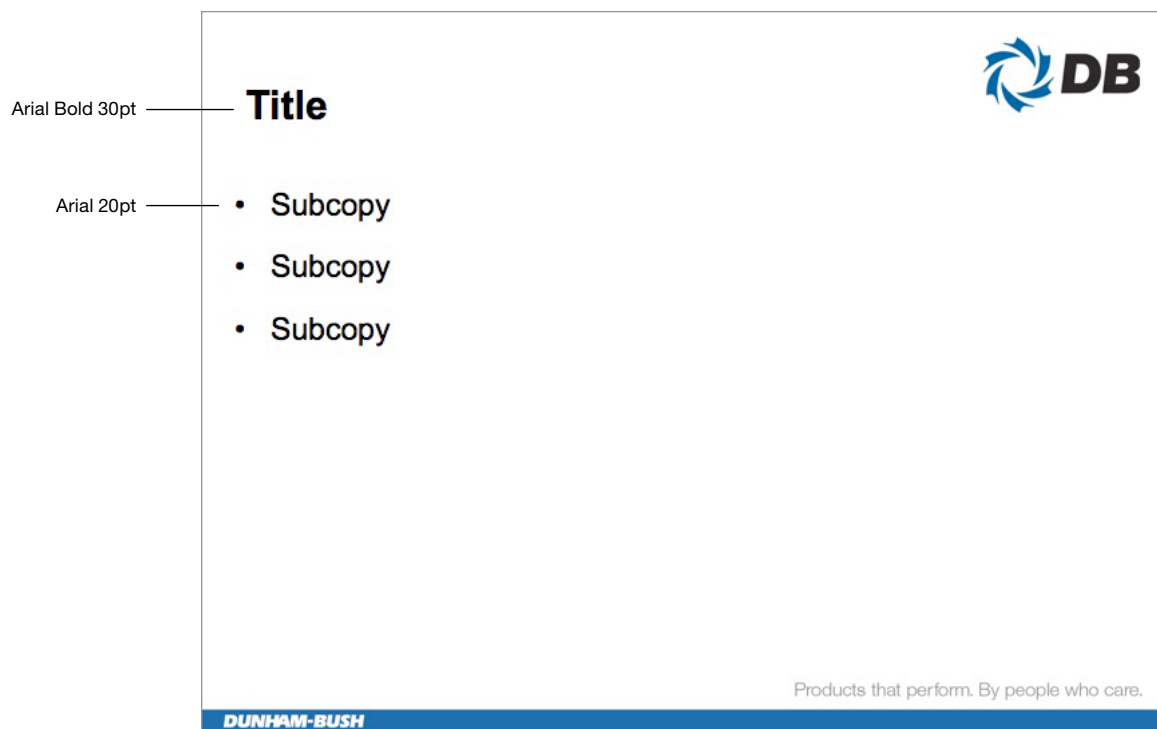
It is important to refer to the soft copy templates to ensure that our brand is presented with consistency.

* For Power Point and Microsoft Word Templates, Arial is used.

Note: Stationery templates are available
on the Dunham-Bush Holding intranet.



Cover Page



Sample Page