

# 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

COLORED BACKGROUND

# SIGNATURES & MINIMUM SIZE



## 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.

**DUNHAM-BUSH**

**DUNHAM-BUSH**

*Products that perform...By people who care.*

## 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'.

## The Existing Dunham-Bush Logotype with Tagline:

### Products that perform...By people who care

The tagline is crucial in communicating the Dunham-Bush brand positioning, which suggests a winning spirit and positive attitude. It is therefore important that internal and external communications carry the tagline.

## 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



In order for the signature to achieve maximum impact, a clear space surrounding the signature has been defined. A minimum distance of 1x must be kept clear around the corporate signature. It is preferable if 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 signature



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



**DUNHAM-BUSH**

*Products that perform...By people who care.*



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



**DUNHAM-BUSH**

*Products that perform...By people who care.*



DO NOT alter the color specifications of the identity.



**DUNHAM-BUSH**

*Products that perform...By people who care.*



DO NOT create outlines of the identity.



**DUNHAM-BUSH**

*Products that perform...By people who care.*



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



**DUNHAM-BUSH**

*Products that perform...By people who care.*



DO NOT rotate the artwork.



**DUNHAM-BUSH**

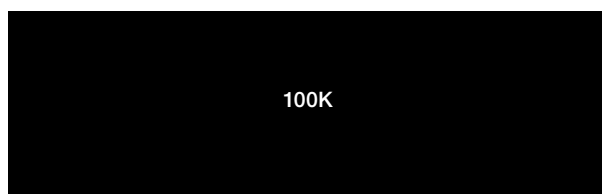
*Products that perform...By people who care.*

# PRIMARY COLOR PALETTE



# **DUNHAM-BUSH**

*Products that perform...By people who care.*



The Dunham-Bush color palette has been carefully selected. It is made up of one key color, Dunham-Bush Process Black. When producing this color, always use the CMYK Color Chart as reference for color set-up. The CMYK shown here is only a guide and colors should be adjusted to match the CMYK Color Chart.

## COLORED BACKGROUND



The Dunham-Bush signature may be used on colored background. Use only Grey, with a percentage of not lesser than 50% of process black. Incorrect applications of the corporate signature are illustrated on page 6.

The same color may have different hues when printed on different materials, the color specifications for Grey differ dependent on 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**

Prints: 1c x 1c  
Finishing: Matt Lamination x 2 sides

**Paper**

Card: Matt Art  
Thickness: 230gsm

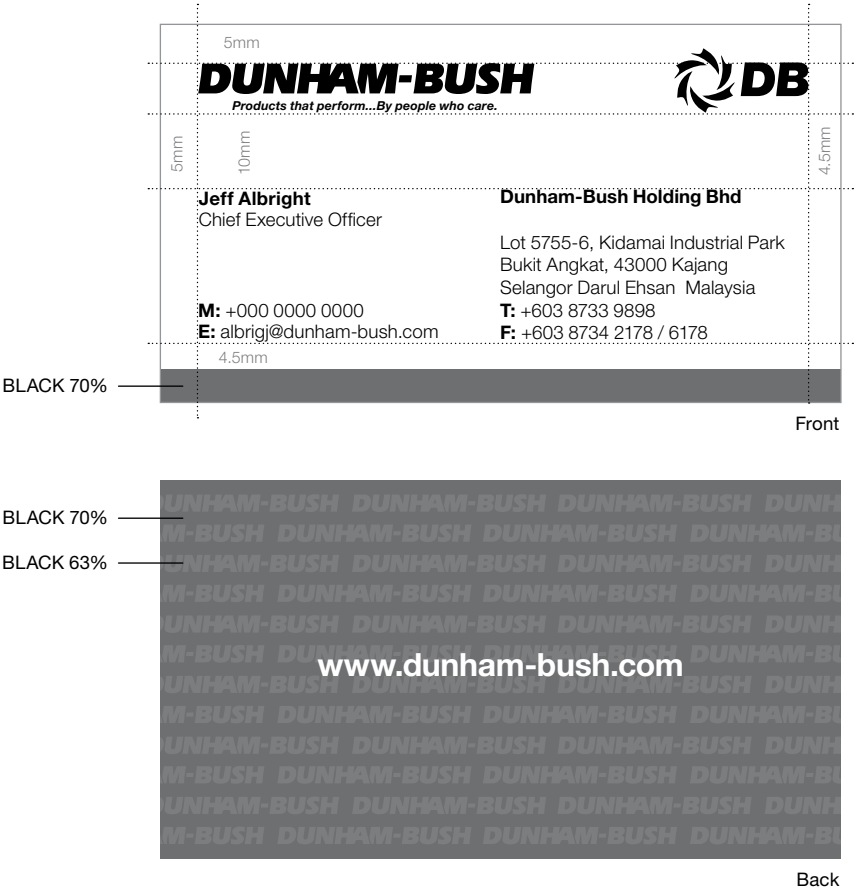
**Size**

Width 90 mm x Height 50 mm

**Font Type**

Helvetica Neue 45 Light (7pt & 5pt)  
Helvetica Neue 75 Bold (7pt)  
Helvetica Neue 76 Bold Italic (4pt)

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



# LETTERHEAD

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

Prints: 1c x 0c

## 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

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

Prints: 1c x 0c

## Paper

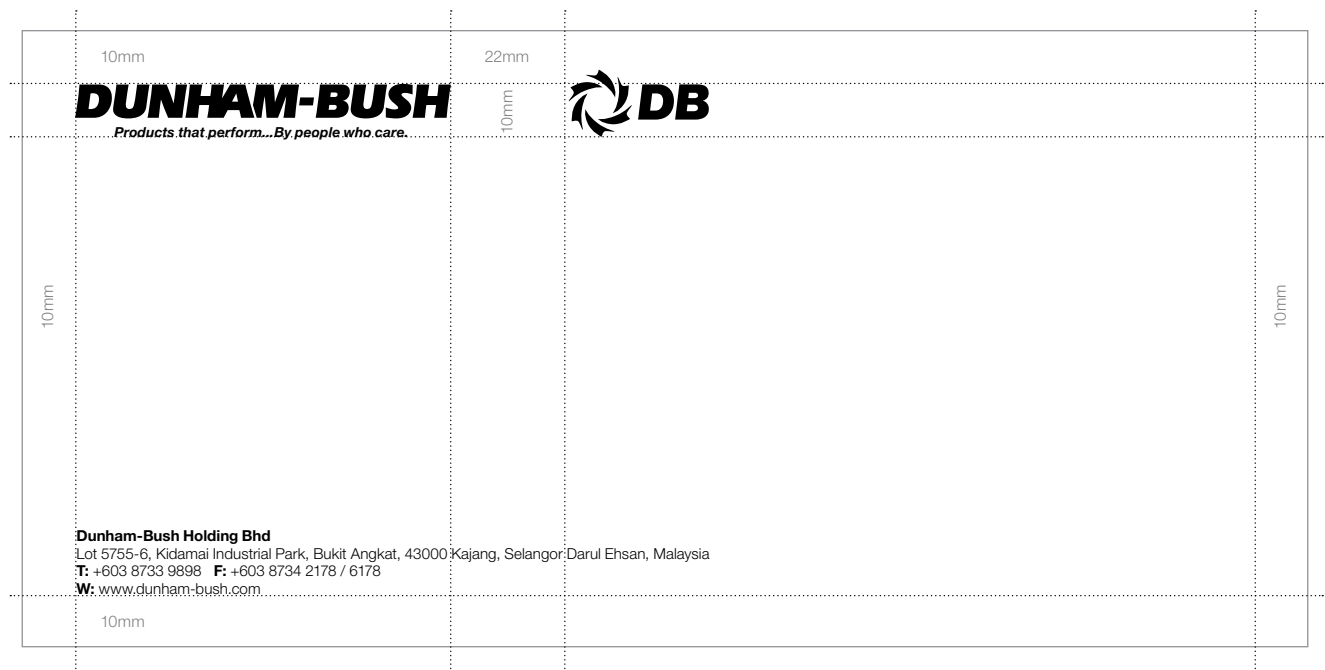
## Simili

Thickness: 100gsm

## Size

Width 240 mm x Height 115 mm

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



70% of actual size

# WINDOW ENVELOPE

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

Prints: 1c x 0c

## Paper

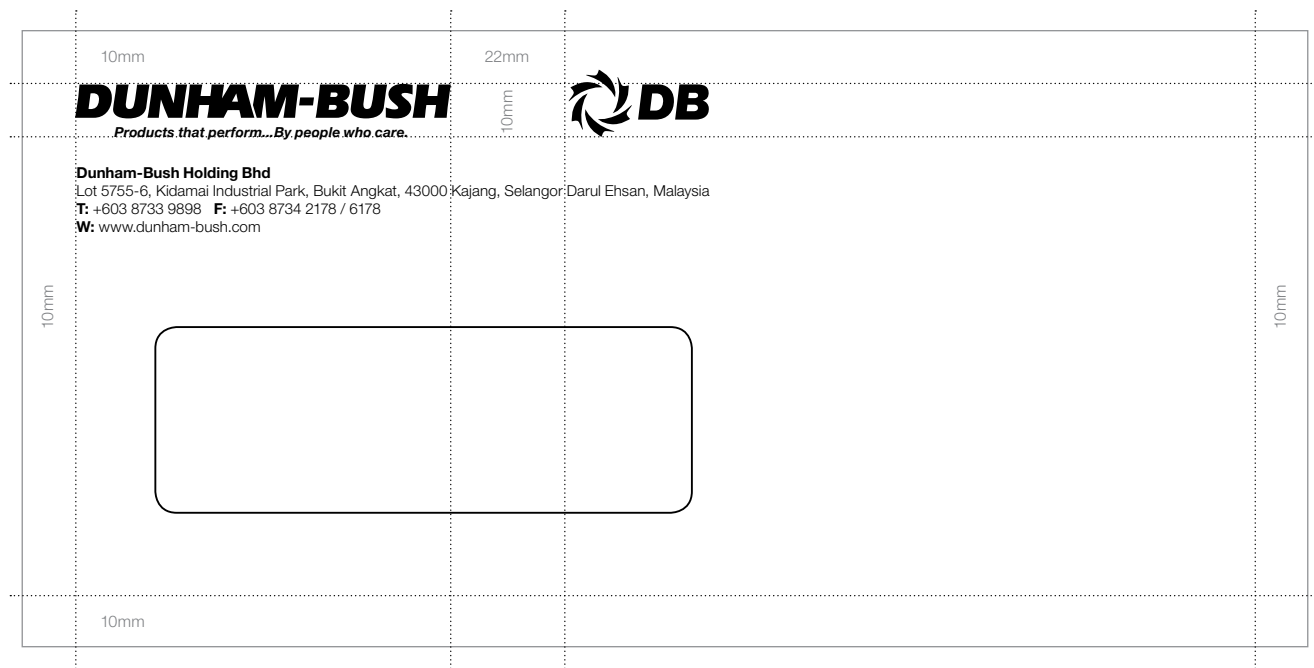
Simili

Thickness: 100gsm

## Size

Width 240 mm x Height 115 mm

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



70% of actual size

# LARGE ENVELOPE

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

Prints: 1c x 0c

## Paper

Simili

Thickness: 100gsm

## Size

Width 380 mm x Height 255 mm

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



45% of actual size

# LARGE ENVELOPE

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

Prints: 1c x 0c

## Paper

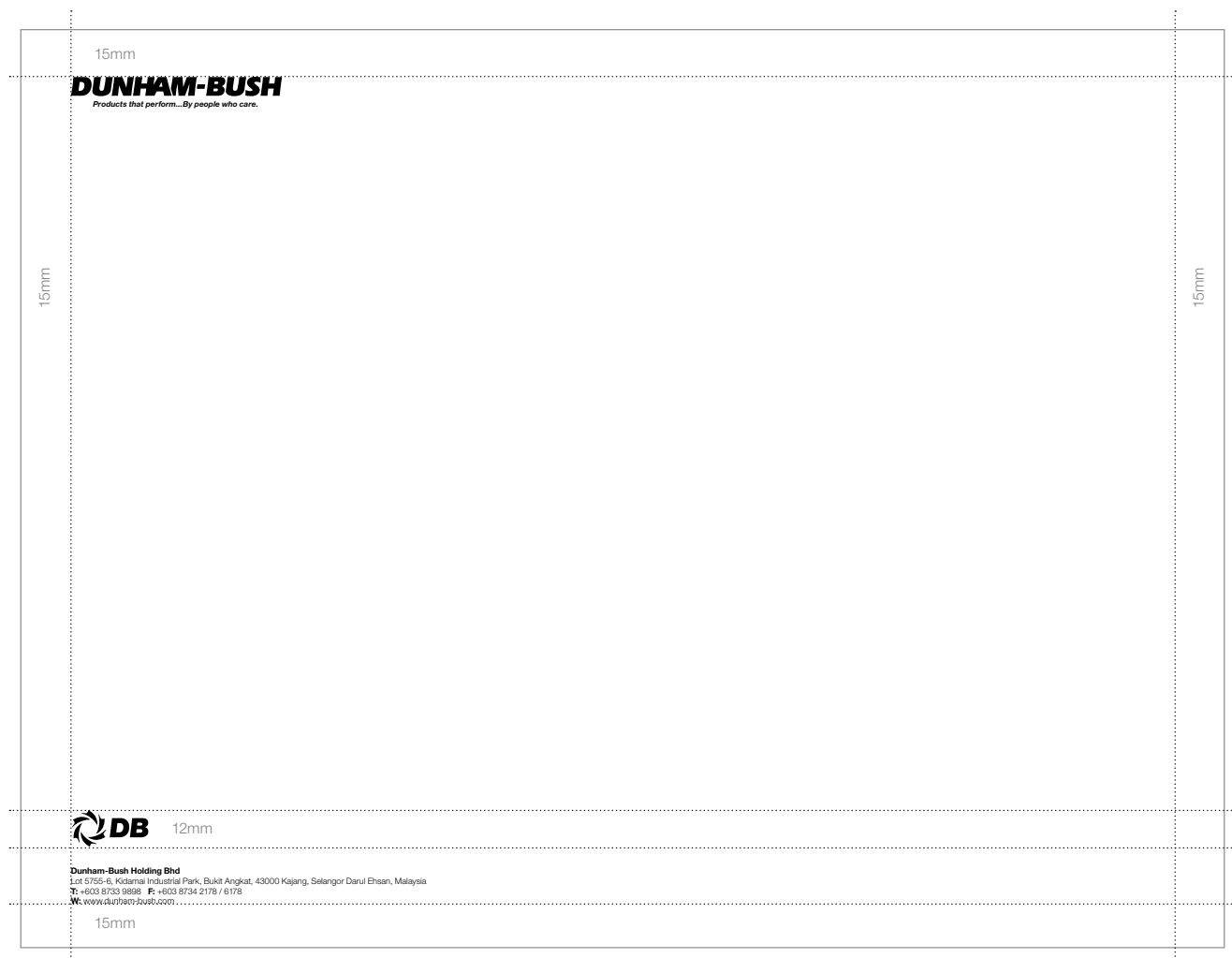
Simili

Thickness: 100gsm

## Size

Width 400 mm x Height 305 mm

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



42% of actual size

# FAX

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

Prints: 1c x 0c

## Paper

Simili


Thickness: 100gsm

## Size

A4

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

BLACK 70% —

15mm	
<b>DUNHAM-BUSH</b> <i>Products that perform...By people who care.</i>	
<b>Dunham-Bush Holding Bhd</b> Lot 5755-6, Kidamal Industrial Park, Bukit Angkat, 43000 Kajang, Selangor Darul Ehsan, Malaysia <b>T:</b> 603-8733 9898 <b>F:</b> 603-8734 2178/6178 <b>www.dunham-bush.com</b>	
<b>FAX</b>	
To	Fax number
Company	Date
From	Total pages
<b>SUBJECT</b>	
20mm	
 14mm	
20mm	

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

Prints: 1c x 0c

## Paper

Simili

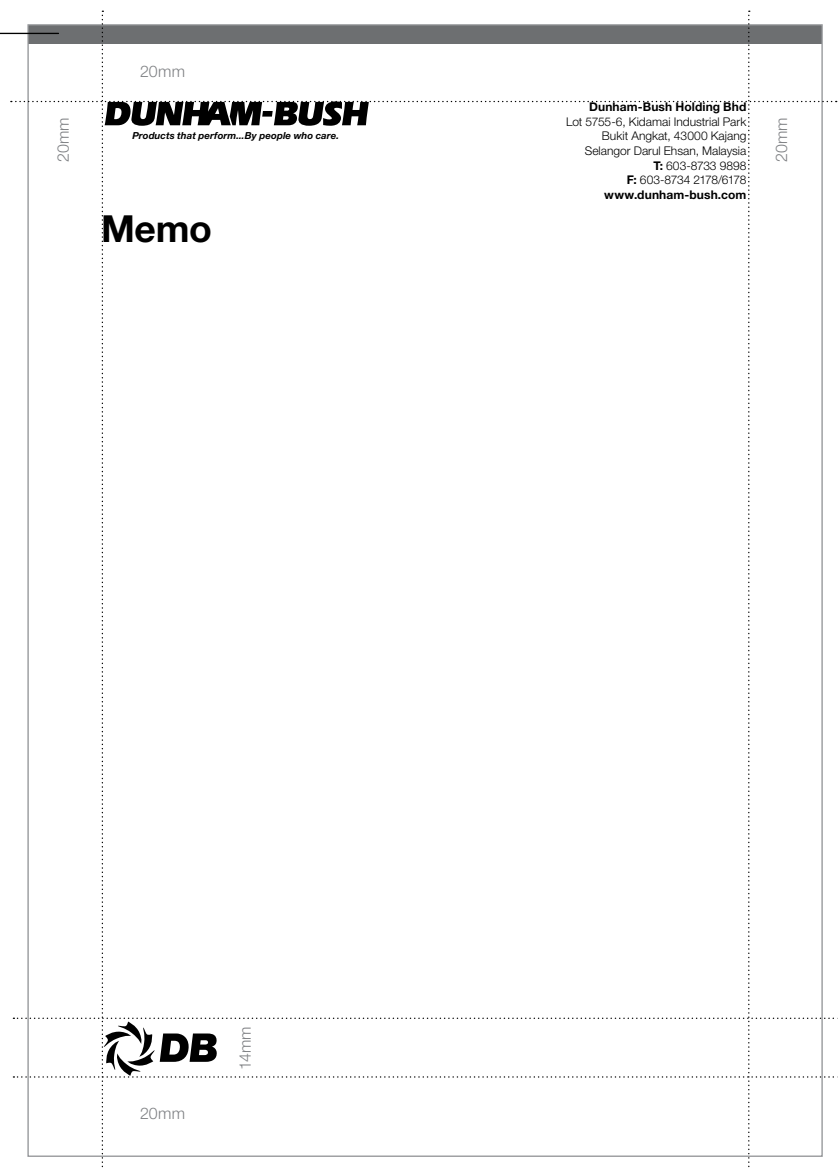
Thickness: 100gsm

## Size

A4

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

BLACK 70% —



50% of actual size