

# Emerson Brand Guidelines

November 11, 2020



# Brand Basics

Our brand mark is a seal that represents a consistent and trusted level of quality and service wherever it appears.

It is a confident symbol of how Emerson is developing to face the future. While reflecting the strength of our formidable engineering heritage, it acknowledges how we are leveraging technology to meet future possibilities.

## The double helix

The double helix symbol not only signifies this integration of technology and engineering, but also the Emerson businesses working together to create solutions for our customers. The active swirl of the symbol also implies Emerson's technology supporting a world in action.

The symbol's diamond-like form centered over the uppercase type creates a strong, stable mark. This communicates Emerson's size and stature in a contemporary and authoritative way.

Do not change the form or font of the brand mark. Do not translate the brand mark into any other languages. Only use the versions specified in these Guidelines.



- ! In text content, the preferred style is to use the Emerson name in Western (Latin) letters (with the letter E capitalized) rather than translating into local language characters unless the majority of the target audience in that country will not readily understand the word when written in the Western alphabet. In this case, it is permitted to use local language characters to spell out Emerson – in text content only.
- ! The brand mark type has been specially drawn to complement the symbol. Please always use official artwork when reproducing the brand mark. Neither the symbol nor type should be recreated or originated locally.

As our brand mark is a strategic asset, it must be legally protected.

All official artwork contains the TM symbol. The symbol should not be removed. If you are not sure whether it is necessary to include the symbol on a document on which it might appear better without it, please consult Emerson Corporate Marketing and Legal for approval.

The Emerson brand mark (also referred to as a logo) is a valuable corporate asset and its use should not be licensed to others or authorized without the prior express written consent of Emerson Corporate Marketing and Legal.

## Legal sign-off line

On materials where the Emerson brand mark appears, a legal sign-off must be included. The exact wording is as follows:

**The Emerson logo is a trademark and a service mark of Emerson Electric Co.**

This does not have to be a prominent feature of the design. It does not have to be placed in a highly conspicuous area. It can be typeset as small as possible but still legible; we recommend using DTL Argo Light.

## Legal review

All advertising and website content must go through a legal review from the appropriate attorneys before being released.



## Legal Sign-Off Line

The Emerson logo is a trademark and a service mark of Emerson Electric Co.

**!** The legal sign-off line is not needed on merchandise, signage or flags featuring the Emerson brand mark. It is also not required on digital banner ads and other small spaces where it would not fit or need to be so small as to be illegible. Any other use of the brand mark without the legal sign-off line requires legal approval.

## Referencing of legal entities

When referencing a business name in a legal document — whether it be an invoice, a check or a contract — it is important to understand how to identify accurately your legal entity. All businesses are generally a part of the legal entity Emerson Electric Co., not all legal documents should include Emerson Electric Co. as a party to the transaction. Please consult with appropriate attorneys to verify.

## Contracts

Written contracts can be created on standard branded stationery but must specifically name the legal entity involved in the transaction and on the signature line of the contract.

## Product and packaging

On a product, it is legally necessary only to display the name of the legal entity that manufactured it (preferably on the name plate). Packaging should reflect product brand strategy; this assumes continuity with the Emerson Brand Architecture. This would include placing both the product brand logo and the Emerson brand mark on the packaging.

**> Separate guidelines for product packaging can be accessed through the Emerson Industrial Strength Marketing hub.**

## Trade Name Businesses

[Business Name] is a business of Emerson Electric Co. [or other legal entity].

## Incorporated Businesses

[Business Name] is a subsidiary [or joint venture] of Emerson Electric Co. [or other legal entity].

A copyright notice is required on any original marketing or communication materials created by or for Emerson. This notice and any required legal disclaimers should not be conspicuous. They should be set in DTL Argo Light, as small as possible and can also be screened back to help lessen the intrusiveness while maintaining legibility.

The one exception is small space digital executions (e.g. 160x600 static banners) where there is no room to include legal.

For executions with the color bar, placement should be above the bar on the left or below the bar on the right as shown in the examples on the right.

When needed, a product brand logo should be placed on the left with its baseline aligned with the baseline of the Emerson brand mark. Legal copy goes beneath the product brand logo, with the top of the line aligned with the top of the color bar as shown.

**It is Emerson policy that all advertising must receive legal review by the appropriate attorney before it is released.** The purpose of the review is to avoid unsupportable claims and overzealous product statements. It also ensures proper and consistent use of trademarks and trade names. It must be emphasized that the review is for legal clearance for liability only; the lawyer is not to act as a creative judge (i.e. copy editor, moral or subject editor).

Make sure that additional disclaimers are as brief as legally possible and do not contain extraneous or unnecessary verbiage.

## Trade Name Businesses

The Emerson logo is a trademark and a service mark of Emerson Electric Co. © YEAR Emerson Electric Co.

## Legal Placement Examples



The Emerson brand mark requires stringent care and focused usage rules.

## Minimum clear space

Maintaining a minimum amount of space around the brand mark ensures that it is always clear and legible. Always respect this exclusion zone and do not allow any other graphic elements or words such as group or product name in this area.

## Minimum size

Respecting the minimum size of the brand mark will ensure that the typography is always at a readable size and that the symbol can be reproduced through most production methods. Contact Emerson Corporate Marketing about applying the mark on items smaller than this minimum size.

## The double helix

**The double helix should never be used as a standalone icon** and it is improper to display it separately from the Emerson brand mark type without the express permission of Emerson Corporate Marketing.

- ! To preserve the integrity of our brand mark, please ensure that the Emerson brand mark is always scaled proportionally and is not distorted in any way.
- ! The size of the TM relative to the brand mark may be decreased in size only when using the brand mark in very large sizes so the brand can be protected without the TM becoming visually distracting.

## Minimum Clear Space



## Minimum Size

20 mm  
0.8 in



Our corporate colors are integral to the visual personality of our company. It is important that we are as vigilant as possible when maintaining the consistency and veracity of these colors across all items, from printed material to stationery to the Internet.

A full-color (five, four or two) mark is always the preferred brand mark. While other versions exist, we do not recommend using them unless the situation requires it (see the instructions for using these alternate versions on the following pages).

While the Emerson brand mark can be used on many color backgrounds — either solid or images — always ensure that there is sufficient contrast between the brand mark and the background to maintain its clarity. The goal is to use the logo closest to the preferred four-color version as possible while ensuring clear readability.

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## Four-Color Brand Mark



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## Four-Color Brand Mark in Reverse on Corporate Blue





A full-color (five, four or two) mark is always the preferred brand mark. While other versions exist, we do not recommend using them unless the situation requires it (see the instructions for using these alternate versions on the following pages).

Versions of our brand mark were designed to accommodate various printing methods while still maintaining the highest quality standards.

## Five-color

When possible, use our **five-color brand mark** with silver foil or metallic silver ink. When five-color silver ink printing is an option, use the formula specified following the percentages shown to create the graduated tint for the double helix.

## Four-color

Most applications will allow the use of the **four-color brand mark**. When using a four-color process, you must use the CMYK formula specified, following the percentages shown to create the graduated tint for the double helix.

When applied to a dark background, the Emerson brand mark type is reversed out in **white**. The double helix does not change.

### Five-Color (5C) CMYK + Silver

Cyan 100% – 50% – 100%  
Magenta 72% – 36% – 72%  
Black 20% – 10% – 20%  
Graduated tint at a 30° angle



**EMERSON**<sup>TM</sup>

Pantone® 877 C or Silver Foil  
100% – 20% – 100%  
Graduated tint at a 30° angle

### Four-Color (4C) CMYK Standard Blue

Cyan 100% – 50% – 100%  
Magenta 72% – 36% – 72%  
Black 20% – 10% – 20%  
Graduated tint at a 30° angle



**EMERSON**<sup>TM</sup>

Black 50% – 10% – 50%  
Graduated tint at a 30° angle

### Four-Color (4C) White

Cyan 100% – 50% – 100%  
Magenta 72% – 36% – 72%  
Black 20% – 10% – 20%  
Graduated tint at a 30° angle



**EMERSON**<sup>TM</sup>

Black 50% – 10% – 50%  
Graduated tint at a 30° angle

## Two-color

For the rare instances when a four-color process is not an option, our brand mark can be reproduced using Pantone® spot colors. Please follow the percentages shown to create the graduated tint for the double helix.

## Two-color no halftone

For two-tone embroidery or other very rare instances when a halftone screen cannot be effectively reproduced, but Pantone® 2146 C and Pantone® 877 C are available, the brand mark prints as solid colors.

Always consult your vendor as to what options are available and encourage them to work with you to find solutions that utilize the halftone dot screen.

### Two-Color (2C) Standard Blue

Pantone® 2146 C  
100% – 50% – 100%  
Graduated tint at a 30° angle



Pantone® 877 C  
100% – 20% – 100%  
Graduated tint at a 30° angle

### Two-Color (2C) White

Pantone® 2146 C  
100% – 50% – 100%  
Graduated tint at a 30° angle



Pantone® 877 C  
100% – 20% – 100%  
Graduated tint at a 30° angle

### Two-Color (2C) No Halftone

Pantone® 2146 C  
100%



Pantone® 877 C  
100%

Due to costs or production medium, there will be instances when the brand mark will not be reproduced in the full corporate colors. We have created versions of the brand mark for these circumstances.

Production methods using a halftone dot screen allow us to reproduce the graduated tints in the symbol. This version of the brand mark is intended for use when a halftone dot screen is available, but the luxury of full-color is not.

Applications include: memos, faxes, black and white publications and single-color ads.

We have created one-color versions in **Pantone® 2146 C (Blue), Pantone® 877 C (Silver), Black and White** for special cases. These can be used if absolutely necessary. The blue can only be used on a white or very light background. While the silver or white can be used on a black or very dark background.

## One-Color (1C) Blue Halftone

Pantone® 2146 C  
100% – 50% – 100%  
Graduated tint at a 30° angle



## One-Color (1C) Silver Halftone



## One-Color (1C) White Halftone



## One-Color (1C) Black Halftone



## Solid-line

This version of the brand mark is only to be used when production methods preclude a halftone dot screen (such as engraving, embroidery or silver foil stamping). Always consult your vendor as to what options are available and encourage them to work with you to find solutions that utilize the halftone dot screen.


**One-Color (1C)  
Solid Line Blue**

Pantone® 2146 C



**One-Color (1C)  
Solid Line Silver Foil**



 This file will print pink if silver foil is not used.

**One-Color (1C)  
Solid Line White**



**One-Color (1C)  
Solid Line Black**



## RGB

RGB files have been created for use in video, web, mobile and other creative assets that will be displayed on a screen or monitor. The RGB files have been rendered in PNG and JPG file formats. The PNG format has a transparent background and is useful in PowerPoint or Keynote presentations when you want to place the brand mark over a background color.

**!** The color formula for the RGB version of the Emerson brand mark has been adjusted to optimize the blue for screen display. Use the RGB files with its specific color formula for any digital application. Do not use this color formula in any offline application.

### RGB Digital Blue

Red 0 – 119 – 0  
Green 75 – 138 – 75  
Blue 141 – 187 – 141  
Graduated tint at a 30° angle



Red 147 – 230 – 147  
Green 149 – 231 – 149  
Blue 152 – 232 – 152  
Graduated tint at a 30° angle

### RGB White



# Our Brand Mark

For applications using the Emerson Corporate colors, the artwork shown on the right should be used.

- When using the brand mark on a white or silver, the Emerson brand mark type is printed in blue.
- When using the brand mark on the corporate blue background, the Emerson brand mark type is reversed out in white.
- When using the brand mark on a silver gradient, it is preferred that it be placed on the lightest area of a graduated silver background. This will best prevent the symbol from disappearing.

**!** Alternatively, the silver bands of the symbol can be printed as a graduation of black, with the darkest part printing 50% black and the lightest printing 10% (50% – 10% – 50% graduated tint at a 30° angle).



Four-color brand mark in blue



Four-color brand mark on flat silver



Four-color brand mark in reverse on corporate blue



Four-color brand mark on silver with highlight

# Our Brand Mark

Just as good design and effective presentation can enhance our position in the global marketplace, poor design and inconsistent implementation can make us appear uncoordinated and unprofessional.

Correct application of our brand mark will ensure that its visual impact and overall integrity are maintained. **Ensure that the approved electronic artwork is always used.** Do not use damaged artwork, laser prints, photographs, photocopies or hand rendering.



✘ **Do not** substitute another font for the Emerson brand mark type



✘ **Do not** alter the official color arrangement



✔ An exception to the color rule can be made for tone-on-tone embroidery in order to achieve a more subtle look



艾默生

✘ **Do not** translate Emerson



✘ **Do not** put the brand mark over busy images that make it difficult to stand out



Type/ image

EMERSON™

✘ **Do not** ignore the Minimum Clear Zone



✘ **Do not** put any other identities under the Emerson brand mark



✘ **Do not** distort the brand mark



✘ **Do not** rearrange the elements or separate the double helix from the Emerson brand mark type














# Our Brand Mark

We have created versions of the brand mark artwork in multiple file formats to support the different specifications you will encounter. All of these official artwork files follow the same naming convention. The name will enable you to identify the specifications of the artwork without opening the file in advance.

- CMYK color versions of the brand mark work best for printed materials. AI and EPS files are vector art so they can be scaled to any size without loss of quality. PDF files are available for those not using design programs suited for AI and EPS. TIFF files are available for those who need that format.
- Two-color and one-color versions are available for specific applications.
- RGB color versions of the brand mark are available as JPG and PNG files. These are best suited for creative assets that will be displayed on a screen or monitor. Unlike the JPG, the PNG format has a transparent background and is useful when you want to place the brand mark over a background color, e.g. in PowerPoint or Keynote presentations.
- Because JPGs are flat files with the brand mark on a white background, there are no JPGs for any White versions of the brand mark.
- A DXF file for the solid line artwork is available for CAD CAM programs used in architectural design.

For any other file format needs, please contact Corporate or your business platform marketing.

> **The brand mark electronic files can be found on the Emerson Industrial Strength Marketing hub.**

Color Variation	Specifications	File Types	Examples
<b>Five-Color (5C) CMYK + Silver</b>	Silver Ink Silver Foil	AI, EPS AI, EPS	  <b>EMERSON.</b> <b>EMERSON.</b> Corp_5C_SilverInk.ai      Corp_5C_SilverFoil.eps <i>NOTE: 100% Magenta indicates Silver Foil for stamping</i>
<b>Four-Color (4C) CMYK</b>	Standard Blue White	AI, EPS, PDF, TIF AI, EPS, PDF	  <b>EMERSON.</b> <b>EMERSON.</b> Corp_4C_Standard_      Corp_4C_White.png Blue.tif
<b>Two-Color (2C)</b>	Standard Blue Halftone White Halftone No Halftone	AI, EPS, PDF AI, EPS, PDF AI, EPS, PDF	  <b>EMERSON.</b> <b>EMERSON.</b> Corp_2C_Standard_      Corp_2C_ BlueHalftone.ai      NoHalftone.pdf
<b>One-Color (1C)</b>	Blue Halftone Silver Halftone White Halftone Black Halftone Solid Line Blue Solid Line Silver Foil Solid Line White Solid Line Black	AI, EPS, PDF AI, EPS, PDF AI, EPS, PDF AI, EPS, PDF AI, EPS, PDF, PNG, DXF AI, EPS, PDF AI, EPS, PDF, PNG, DXF AI, EPS, PDF, PNG, DXF	  <b>EMERSON.</b> <b>EMERSON.</b> Corp_1C_      Corp_1C_ BlueHalftone.pdf      WhiteHalftone.eps   <b>EMERSON.</b> <b>EMERSON.</b> Corp_1C_      Corp_1C_SolidLine_ SilverHalftone.pdf      Black.eps
<b>RGB</b>	Digital Blue White	JPG, PNG PNG	  <b>EMERSON.</b> <b>EMERSON.</b> Corp_RGB_      Corp_RGB_White.png DigitalBlue.jpg



As we look to the future and build our capabilities and reputation as a global solutions provider and partner, it is more important than ever that we are consistent in how we present our product and service brands worldwide. To achieve that goal, we have retired (with the exception of select consumer and Professional Tools brands) legacy signature, synergy, independent and product brand logos and migrated them to a new company-wide brand identity system.

## Creating new identities

To ensure consistency across the entire organization, new brand identities can only be created by the marketing agency for Emerson Corporate Marketing using our specially created, proprietary art font and following strict rules regarding letter-form heights, spacing, additional punctuation, etc. All brand identities are protected by the ™ symbol — never the ®. In some countries, it's against the law to claim that a trademark is registered locally when it isn't. Requests for a brand identity package for a migrating or new brand must be made through your business platform marketing lead or Emerson Corporate Marketing. We will have the agency create your new brand identity package.

**COPELAND**™

**FISHER**™

**TESCOM**™

The decision to standardize around a single brand identity system was not taken lightly. Great thought and care went into its development.

## Art font

This visual identity system clarifies brand hierarchy and relationships while still leveraging product brand equity. The system utilizes a special art font specifically and specially designed to match and complement the Emerson brand mark with strict rules for spacing and alignment to maintain the integrity of a unified look.

## Capitalization

Because this art font matches the Emerson brand mark, it was important to visually signal the correct brand hierarchy. That is why brand names are rendered in a large cap/small cap format. Please confirm with the relevant attorneys about the need for trade or registered marks.

The only exception is for any brand identity that is less than 3 letters and is pronounced as individual letters and not like a single name (e.g. A.M.S. not ams). In this case, the brand is rendered in an ALL LARGE CAP format. If hyphens are part of the original brand name, they can be maintained in the new brand identity system (e.g. T-O-D).

Any brand identity that is 4 or more letters AND/OR pronounced as a name and not as individual letters (e.g. Asco or Tescom) will be rendered in the large cap/small cap format.

The logo for AMS is rendered in a bold, sans-serif font. The letters are all in uppercase and are colored in a medium gray.

AMS\_gray.ai

The logo for T-O-D is rendered in a bold, sans-serif font. The letters are all in uppercase and are colored in black. Hyphens are placed between the letters T, O, and D.

TOD\_black.jpg

The logo for WHITE-RODGERS is rendered in a bold, sans-serif font. The letters are all in uppercase and are colored in white. Hyphens are placed between the words WHITE and RODGERS. The entire logo is set against a solid blue rectangular background.

WhiteRodgers\_white.eps

The logo for TESCOM is rendered in a bold, sans-serif font. The letters are all in uppercase and are colored in black.

Tescom\_black.ai

The logo for SOLAHD is rendered in a bold, sans-serif font. The letters are all in uppercase and are colored in a medium gray.

SolaHD\_gray.png

## Hierarchy and proportion

To maintain a clear and consistent brand hierarchy across all product brands and with the Emerson brand, we have established a few simple rules that are easy to see, quantify and implement.

When used in any communication that also includes the Emerson brand mark, the size of the product brand identity is determined by matching the height of the initial cap letter to the height of the “E” in Emerson. This holds true regardless of the length of the product brand name. Not only will this maintain a proper relationship between an individual product brand and the Emerson brand, it will also avoid a messy and variable look when displaying multiple product brand identities together.

## Minimum clear space

Maintaining a minimum amount of space around the brand identity ensures it is always clear and legible. Always respect this exclusion zone and do not allow any other graphic elements or words in this area. Because product labels have space restrictions due to both size and other required information, it is not always possible to maintain this minimum clear space. Refer to the Product Design Language guidelines for your brand to find the approved solutions.

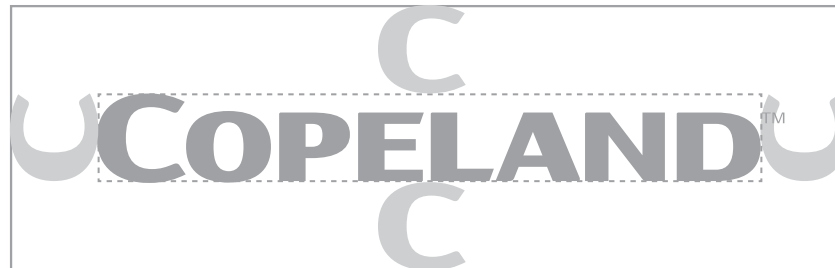
## Minimum size

Respecting the brand identity’s minimum size will ensure that the typography is always at a readable size and that the symbol can be reproduced through most production methods.

## Hierarchy and Proportion



## Minimum Clear Space



## Minimum Size

20 mm  
0.8 in



- ! Additional exceptions have been approved for certain Automation Solutions channel partner lockups. More information is in the Local Business Partners, Authorized Distributors and Representatives, and Impact Partner guidelines, which can be found on the Industrial Strength Marketing hub.
- ! The examples used above are for Emerson’s Copeland product brand. Find the correct artwork for your brand on the Industrial Strength Marketing hub.

## Color

The color options for product brand identities have been selected to complement the Emerson brand mark and to clarify the relationship between our corporate and product identities. Product brand identities are to be rendered in gray (44% of black). In certain cases, the brand identity can be used in white (for legibility to reverse out of a darker background) or in black (for packaging and product badging when no other option is available).

## File formats

All identities are provided in gray, white and black versions in the following file formats: **AI, EPS, PDF, JPG, PNG, PSD, DWG, DXF**. Because JPGs and PDFs are flat files with the brand identity on a white background, there are no JPGs or PDFs for any white versions of brand identities.

> **The brand identity electronic files can be found on the Emerson Industrial Strength Marketing hub.**

## Color Examples

The word "COPELAND" in a bold, sans-serif font, rendered in a light gray color.

Copeland\_gray.eps

The word "COPELAND" in a bold, sans-serif font, rendered in black.

Copeland\_black.jpg

The word "COPELAND" in a bold, sans-serif font, rendered in white, set against a solid blue rectangular background.

Copeland\_white.png

# Our Brand Identity System

Just as good design and effective presentation can enhance our position in the global marketplace, poor design and inconsistent implementation can make us appear uncoordinated and unprofessional.

Correct application of our brand identities will ensure that their visual impact and overall integrity are maintained. **Ensure that the approved electronic artwork is always used.** Do not use damaged artwork, laser prints, photographs, photocopies or hand rendering.

**!** The examples used above are for Emerson’s Asco product brand. Find the correct artwork for your brand on the Industrial Strength Marketing hub.



**✘ Do not** substitute another font for the brand identity



**✘ Do not** alter the official color



**✘ Do not** rearrange, resize, or remove the elements



**✘ Do not** add drop shadows



**✘ Do not** distort or skew



**✘ Do not** animate or place at an angle



**✘ Do not** ignore the Minimum Clear Zone



**✘ Do not** use in a sentence or headline

Select brands that have a more consumer face or are part of the Professional Tools group have been allowed to retain their legacy brand marks/logos and have been granted certain exceptions for items like personal identity.

Any brand not listed to the right should follow the brand identity system referenced earlier in this document.

Additionally, any approved brand extension or product name is to be rendered in the font for its brand. No new branded product logos are to be created.

It is imperative that you follow all individual brand guidelines for these brands, as well as the rules for how to present these brands in relation to Emerson and the Emerson brand mark. In some countries, it's against the law to claim that a trademark is registered locally when it isn't. So be sure to use only the ™ symbol — never the ®. Even when a ® is likely safe, it's always safer to use ™, which still provides protection.

Please contact Commercial & Residential platform marketing for more information.

**> Separate guidelines for each of these brands can be accessed through the Emerson Industrial Strength Marketing hub.**

**!** The Greenlee logo can be rendered in one of two formats. With the diamond G when used alone and without the diamond G when used in conjunction with the other Professional Tools brands: Ridgid and Klauke.

## Consumer and Professional Tools Brands with Exceptions



# Select Brand Exceptions

Due to the inherent difficulty of working with legacy logos, there is not a one-size-fits-all solution for sizing in relation to the Emerson brand mark. However, all size relationships are based on a measurable element of the Emerson brand mark — either the type or double helix.

## “E” height

The size relationships were first evaluated against the “E” height of the brand mark type. For **Ridgid**, **Greenlee**, **Klauke**, **ProTeam**, **Sensi** and **Workshop** the main typography in the consumer brand mark should be sized to match the height of the “E” in Emerson.

## Width of Emerson

Because of the unique shape and proportion of the **InSinkErator** and **Grind2Energy** logos, the width of Emerson should serve as the reference point for sizing.



# Select Brand Exceptions

When displayed together, the size relationships should be established based on the rules in relation to the Emerson brand mark, even if the brand mark is not present. This is to ensure a consistent presentation.





Emerson's brand strategy includes independent, synergy and signature brands. Because the Plantweb™ digital ecosystem portfolio includes products and services from multiple signature and synergy brands, its brand status aligns more closely with that of a platform brand.

A platform brand is defined as a brand that integrates technology and services, connecting multiple businesses and brands that are focused on a common strategic objective or industry challenge. Platform brand status is granted on an exception basis, to differentiate from the standard signature or synergy brand philosophy and can be assigned only by the Brand MLT and approved by the Automation Solutions brand officer.

That's why all Automation Solutions brands have migrated to the new Brand Identity System with the one exception of the Plantweb digital ecosystem.

**> Separate guidelines for each of these brands can be accessed through the Emerson Industrial Strength Marketing hub.**

## Size relationship

To clarify the relationship of Plantweb to the Emerson brand and our product brands, the height of the letters in the Plantweb logo should match the height of the "E" in Emerson brand mark.



## DTL Argo

The Emerson brand identity uses DTL Argo as its dominant font for all non-digital communications as well as when assets are created as artwork or image files for web-based communication. It is modern, strong and diverse, working well across a broad range of media, from collateral to billboards to TV to signage to print advertisements. DTL Argo is also sufficiently classic and serious to be appropriate for many years to come.

While having a single external corporate font will help us clarify our communications, it does not have to limit creativity. By exploring variations in color, composition and scale, this typeface can be used in countless ways.

## Arial

Because it is not always possible to use DTL Argo, we have selected a secondary typeface. Arial was chosen because this complementary font is a widely available typeface, installed on most computers.

Applications include PC-based documents, downloadable technical documents, letter body copy, PowerPoint presentations, news release headlines and body copy.



Argo

DTL Argo gets its character from its subtle detailing. The slightly calligraphic line weights and the sculpted shapes (where horizontal stresses meet uprights) give an impression of motion and dynamism.



Arial

Arial is most frequently used in Regular, Italic, Bold and Bold Italic, but other weights and styles can be used as needed.

## DTL Argo T


We have secured a corporate discount for the Argo font family from the Dutch Type Library. You can purchase the Emerson Argo font package DTL Argo T for Western Languages on the special Emerson webshop.

You will see three exclusive Emerson package options:

- The original **Base Package** includes light and bold weights in italic and non-italic versions.
- If you have already purchased the original “Base Package,” the **Additional Package** contains the regular, medium, black and heavy weights in italic and non-italic versions.
- If you have not purchased DTL Argo T before, the **Extended Package** contains all six weights in italic and non-italic versions.

The selection of the six weights was a cost consideration; it was not meant to limit creativity or functionality. If you would like to be more distinctive in the use of the Argo font, you may purchase additional weights.

> **Links, login and purchase instructions can be found on the Emerson Industrial Strength Marketing hub.**

 To ensure licensing compliance and avoid legal issues, it is extremely important that we ensure that all our internal teams, partner agencies and any third-party firms working on our behalf have correctly purchased these fonts. We strongly advise that you download and save a copy of the licensing information at time of purchase.

## DTL Argo T Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## DTL Argo T Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[]?

## Nimbus Sans


For those world areas that do not use the Roman alphabet, we have selected a font family that may be appropriately substituted. Nimbus Sans was chosen to as closely as possible convey the same brand attributes as the Emerson Corporate font for a variety of languages.

Fonts are available in different weights, though the exact number varies by language. As with DTL Argo, you can use whichever weight(s) works best for your creative needs as long as you stay within the approved font family.

## DTL Argo Non-Roman

For Russian and Eastern European languages, you will find the appropriate fonts (DTL Argo CT or DTL Argo ET) on the Emerson DTL Argo font webshop. Purchasing instructions are the same as the Western languages.

> **Links, login and purchase instructions can be found on the Emerson Industrial Strength Marketing hub.**

 To ensure licensing compliance and avoid legal issues, it is extremely important that we ensure that all our internal teams, partner agencies and any third-party firms working on our behalf have correctly purchased these fonts. We strongly advise that you download and save a copy of the licensing information at time of purchase.

### Nimbus Sans: Chinese

Light, Regular, Medium and Bold

万与专业丛东丝严丧个丰临为

### Nimbus Sans: Korean

Light, Regular, Medium and Bold

한국적 조형미와 친근한 감성을 보

### Nimbus Sans ME: Arabic

Regular, Light, Light Italic, Regular Italic, Demi, Bold and Bold Italic

خطوط عربية

### Nimbus Sans: Japanese

Light, Regular, Demi and Bold

ステムは、文字表現技術における

### Nimbus Sans: Thai

Light, Light Italic, Regular, Regular Italic, Medium, Bold and Bold Italic

ธินุษยชนเป็นหลักทางศีลธรรมแจกแ

### Nimbus Sans: Devanagari

Light, Regular, Medium and Bold

लचकनहि वर्णित बीसबतेबोध हिंदी पसंद

#### Respective supported languages:

Hindi, Kashmiri, Konkani, Marathi, Nepali, Sanskrit, Sindhi, Bodo, Dogri, Maithili

### DTL Argo CT: Russian

Regular, Regular Italic, Medium, Medium Italic, Light, Light Italic, Heavy, Heavy Italic, Demi, Bold, Bold Italic, Black, Black Italic

Именно это позволяет нам всегда

### DTL Argo ET: Eastern European

Regular, Regular Italic, Medium, Medium Italic, Light, Light Italic, Heavy, Heavy Italic, Demi, Bold, Bold Italic, Black, Black Italic

Ne ajută sa ne respectăm promisiunile.

**Respective supported languages:** Croatian and Serbo Croatian, Czech, Hungarian, Moldavian, Polish, Slovak, Slovene, Sorbian


## Whitney ScreenSmart

Because our Emerson brand font, DTL Argo, is not designed for digital applications, we have chosen Whitney ScreenSmart for all live text on your website or other digital applications. As previously outlined, DTL Argo should be used in digital media in the form of an image or artwork, just not as live text.

Whitney was selected to as closely as possible convey the same brand attributes as the Emerson Corporate font. Similarly, while having a single font for online live text will help us clarify our communications, it does not have to limit creativity. By careful selection of weights, sizes and color, this typeface can be used in countless ways.

Whitney ScreenSmart is available in different weights. As with DTL Argo, you can use whichever weight(s) works best for your creative needs as long as you stay within the approved font family.

> [Links, login and purchase instructions can be found on the Emerson Industrial Strength Marketing hub.](#)

 To ensure licensing compliance and avoid legal issues, it is extremely important that we ensure that all our internal teams, partner agencies and any third-party firms working on our behalf have correctly purchased these fonts. We strongly advise that you download and save a copy of the licensing information at time of purchase.

## Whitney SSm Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

## Whitney SSm Book


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

## Whitney SSm Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

## Whitney SSm Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

 Whitney ScreenSmart is an update from the previously used version of Whitney. ScreenSmart® fonts are designed for web and mobile applications and are engineered to deliver precise results on all platforms in even very small text sizes.

## Whitney SSm Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

## Whitney SSm Book Italic


ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

## Whitney SSm Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

## Whitney SSm Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()[ ]?

 The full online style guide for Emerson.com and other approved sites can be accessed through the Industrial Strength Marketing hub.

## Helvetica and Arial

Because it is not always possible to use Whitney, we have selected two secondary typefaces. Helvetica and Arial were chosen because they are both widely available typefaces that are installed on most computers.

### Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?

### *Helvetica Light Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?*

### Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?

### *Helvetica Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?*

### Helvetica Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?

### *Helvetica Medium Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?*

### Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?**

### ***Helvetica Bold Oblique***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?***

---

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?

### *Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?*

### **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?**

### ***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$\$%^&\*()[ ]?***



To ensure licensing compliance and avoid legal issues, it is extremely important that we ensure that all our internal teams, partner agencies and any third-party firms working on our behalf have correctly purchased these fonts. We strongly advise that you download and save a copy of the licensing information at time of purchase.


## Noto Sans

For those world areas that do not use the Roman alphabet, we have selected a font family that may be appropriately substituted for the Whitney font. Developed by Google, Noto Sans was designed to support all languages with a harmonious look and feel. As with Whitney, it was chosen to as closely as possible convey the same brand attributes as the Emerson Corporate font.

Fonts are available in different weights, though the exact number varies by language. As with DTL Argo and Whitney, you can use whichever weight(s) works best for your creative needs as long as you stay within the approved font family.

Noto Sans is available for free download.

> **Links and download instructions can be found on the Emerson Industrial Strength Marketing hub.**

 To ensure licensing compliance and avoid legal issues, it is extremely important that we ensure that all our internal teams, partner agencies and any third-party firms working on our behalf have correctly purchased these fonts. We strongly advise that you download and save a copy of the licensing information at time of purchase.

### Noto Sans CJK JP: Japanese

Thin, Light, DemiLight, Regular, Medium  
Bold, Black

すべての人間は、生まれながらにして自由であり

### Noto Sans CJK SC: Simplified Chinese

Thin, Light, DemiLight, Regular, Medium  
Bold, Black

人人生而自由，在尊严和权利上一律平

### Noto Sans: Arabic

Thin, ExtraLight, Light, Regular, Medium,  
SemiBold, Bold, ExtraBold, Black

قد وهبوا عقلاً و ضميراً و

### Noto Sans Devanagari: Hindi

Thin, Light, ExtraLight, Regular, Medium,  
SemiBold, Bold, ExtraBold, Black

सभी मनुष्यों को गौरव और अधिकारों के

Respective supported languages:

Hindi, Kashmiri, Konkani, Marathi, Nepali,  
Sanskrit, Sindhi, Bodo, Dogri, Maithili

### Noto Sans CJK KR: Korean

Thin, Light, DemiLight, Regular, Medium  
Bold, Black

나랏말싸미 중동국·궐·에달·아 文문字

### Noto Sans CJK SC: Traditional Chinese

Thin, Light, DemiLight, Regular, Medium  
Bold, Black

人人生而自由，在尊嚴和權利上一律

### Noto Sans Thai: Thai

Thin, Light, DemiLight, Regular, Medium,  
SemiBold, Bold, ExtraBold, Black


เราทุกคนเกิดมาอย่างอิสระ เราทุกคน

Color is a core building block of our identity. The colors have been chosen to represent our brand proposition and to support the idea that Emerson is where technology and engineering come together.

The **blue** is retained from our original Emerson identity to reinforce the company's evolution from a strong historical base of success. It is complemented by **silver** which helps to position Emerson as being both prestigious and technological.

The proportions of one color to another can greatly affect the message of a document; extensive use of blue is more traditional and corporate, while extensive use of silver (especially when used with white) creates a clean technological appearance.

Here, we are providing you with the corresponding Pantone® colors, correct CMYK and RGB configurations and web-safe hex numbers to accurately reproduce our corporate brand colors.

 Please use the CMYK, RGB configurations and hex numbers specified, not the automatic Pantone conversions.

## Gradients

The corporate colors can be used as a graduated tone to reflect the detailing of the brand mark. This is a particularly effective technique when using Pantone® 877 C Silver in offset lithography.

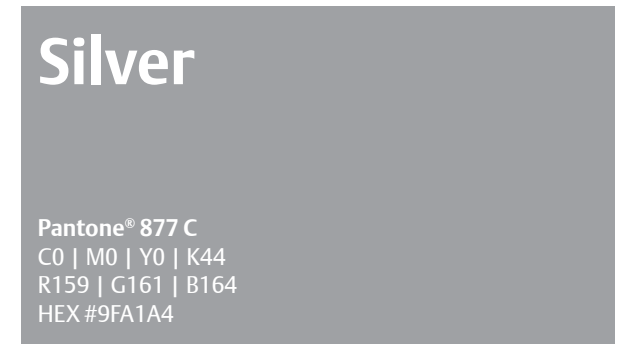
Pantone® is a registered trademark of Pantone, Inc.

## Corporate Colors



**Blue**

Pantone® 2146 C  
C100 | M72 | Y0 | K20  
R0 | G75 | B141  
HEX #004B8D

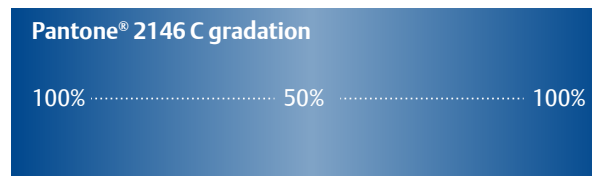


**Silver**

Pantone® 877 C  
C0 | M0 | Y0 | K44  
R159 | G161 | B164  
HEX #9FA1A4

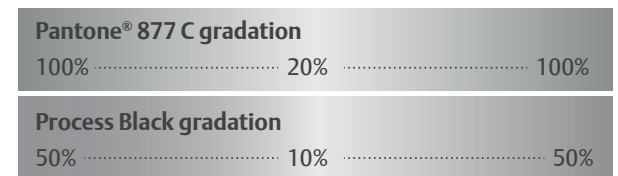
 PMS 877 C is a metallic ink. The color breakdowns render as the approved gray equivalent.

## Gradients



Pantone® 2146 C gradation

100% ..... 50% ..... 100%



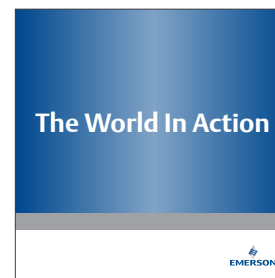
Pantone® 877 C gradation

100% ..... 20% ..... 100%

Process Black gradation

50% ..... 10% ..... 50%

## Gradients In Use





This supporting color palette is designed to be used on all marketing materials, both internal and external. It has been chosen not only to complement our blue and silver corporate colors, but also to accommodate a wide variety of messaging.

The palette ensures consistency while being broad enough to cover any eventuality — from dark, rich colors to bright highlight colors. Most importantly, color is a powerful way of communicating the excitement and intensity within the company, as well as challenging the expectations of our audiences.

Remember, bold color choices also need to be selective choices. Avoid using too many colors in any one piece. Use secondary and especially tertiary colors to accent or highlight.

The colors are shown in Pantone® colors, CMYK and RGB configurations and web-safe hex numbers. **To ensure proper color reproduction, be sure to use the formulas specified in the chart.**

In all cases, remember that color matching is part science, part art. The material you're printing on, the press itself, one color vs four-color application, temperature, humidity, etc. will all affect the look of the colors, so you may need to make adjustments to eye-match to the Pantone color.

> **Downloadable Adobe swatch libraries can be found on the Emerson Industrial Strength Marketing hub.**

<p><b>Pantone® 2146 C</b> C100   M72   Y0   K20 R0   G75   B141 HEX #004B8D</p>	<p><b>Pantone® 877 C</b> C0   M0   Y0   K44 R159   G161   B164 HEX #9FA1A4</p> <p>NOTE: PMS 877 C is a metallic ink. The color breakdowns render as the approved gray equivalent.</p>		
<p><b>Pantone® 124 C</b> C0   M25   Y94   K0 R254   G192   B38 HEX #FEC026</p>	<p><b>Pantone® Rubine Red C</b> C4   M100   Y15   K0 R227   G10   B124 HEX #E30A7C</p>	<p><b>Pantone® 7458 C</b> C57   M14   Y22   K0 R109   G178   B191 HEX #6DB2BF</p>	<p><b>Pantone® 382 C</b> C28   M0   Y92   K0 R195   G217   B65 HEX #C3D941</p>
<p><b>Pantone® 7409 C</b> C0   M40   Y90   K0 R250   G166   B52 HEX #FAA634</p>	<p><b>Pantone® 240 C</b> C18   M94   Y0   K0 R202   G48   B146 HEX #CA3092</p>	<p><b>Pantone® 313 C</b> C100   M0   Y10   K5 R0   G164   B210 HEX #00A4D2</p>	<p><b>Pantone® 7489 C</b> C41   M0   Y78   K0 R160   G207   B103 HEX #A0CF67</p>
<p><b>Pantone® 144 C</b> C0   M50   Y95   K0 R247   G148   B40 HEX #F79428</p>	<p><b>Pantone® 2415 C</b> C33   M100   Y0   K4 R168   G28   B136 HEX #A81C88</p>	<p><b>Pantone® 2995 C</b> C80   M7   Y0   K0 R0   G175   B233 HEX #00AFE9</p>	<p><b>Pantone® 363 C</b> C65   M0   Y100   K0 R98   G187   B70 HEX #62BB46</p>
<p><b>Pantone® 7578 C</b> C5   M58   Y90   K5 R222   G125   B50 HEX #DE7D32</p>	<p><b>Pantone® 2603 C</b> C69   M100   Y0   K2 R110   G41   B141 HEX #6E298D</p>	<p><b>Pantone® 279 C</b> C80   M30   Y0   K0 R0   G145   B208 HEX #0091D0</p>	<p><b>Pantone® 3278 C</b> C95   M0   Y70   K0 R0   G170   B126 HEX #00AA7E</p>
<p><b>Pantone® 200 C</b> C0   M100   Y63   K12 R211   G18   B69 HEX #D31245</p>	<p><b>Pantone® 7685 C</b> C95   M68   Y0   K10 R0   G85   B157 HEX #00559D</p>	<p><b>Pantone® 300 C</b> C100   M44   Y0   K0 R0   G121   B193 HEX #0079C1</p>	<p><b>Pantone® 7726 C</b> C100   M0   Y90   K20 R0   G140   B79 HEX #008C4F</p>

**!** Please use the CMYK, RGB configurations and hex numbers specified, NOT the automatic Pantone conversions.

The CMYK and RGB equivalents shown in the Pantone Matching System (PMS) Book **DO NOT** accurately represent or reproduce our color palette. Use the Emerson color formulas given here to create the PMS color match. For one-color applications, use the Pantone (PMS) color numbers indicated.