

Basic Elements

01

Office  
Communication

02

Publications

03

Advertisements

04

Product Design

05

Multimedia

06

Applications

07

Trade Shows and  
Events

08

Language and  
Tonality

09

# 01

## Basic Elements

<b>Introduction</b>		<b>Corporate color</b>		<b>Additional information and contact person</b>	
	3	Primary colors	17		49
		Secondary colors	18		
		Secondary colors – Shaded	19		
		Background colors	20		
<b>Dräger logo</b>		<b>Corporate type</b>			
Dräger logo	4	Dräger fonts	21		
Logo offset	5	Dräger Europe fonts	22		
Allowable color versions	6	Dräger Global fonts	25		
Logo sizes and applications	7	Dräger font licenses	28		
File names	8	Dräger fonts worldwide	29		
<b>Guiding philosophy</b>		<b>Design grid</b>			
Logo and guiding philosophy	9	Grid	30		
Positioning	10	Baseline grid	31		
Deriving the size	11	Positioning text element	32		
International version	12	Positioning images	33		
Guiding philosophy –		<b>Design concept</b>			
Application sizes	13	Horizon design	34		
National languages	14				
File names	16	<b>Visual language</b>			
		Photography style	35		
		Illustration style	44		
		Icons	46		

## Introduction

The Dräger Corporate Design Manual describes the underlying principles to create the company appearance that forms the basis of an unmistakable brand image.

- The Dräger logo is the core of the brand. It is normally positioned in the top right corner of a medium.
- The guiding philosophy “Dräger. Technology for Life®” describes the core message. The guiding philosophy is normally positioned in the bottom right-hand corner of the medium, lined up with the right-hand side of the logo.
- The unobstructed horizon is another design element. A concise layout increases the recognition value.
- The brand image is defined by white and Dräger blue.
- The company fonts are Dräger Walbaum and Dräger Sans.
- The Dräger grid defines the relationship between all corporate design components.

All microtypography information in this Manual refers to the QuarkXPress layout program. If a different graphics program is used, the specified values need to be adjusted.

## Dräger logo

The image shows the word "Dräger" in a large, bold, blue sans-serif font. The letter 'D' is significantly larger than the other letters. The 'ä' has two distinct dots above it. The 'o' is also quite large and rounded.

**The Dräger logo is the most important part of the overall corporate design.**

As a registered trademark, the logo text is protected by copyright and must not be changed. Distorting or modifying the logo in any way is prohibited. The logo does not use a default font.

Using the logo into body text is not permitted.

The spelling "Draeger" used in English-speaking regions is not permitted in the body text.

Optimized logo files are available for a variety of applications such as web or print.

The Dräger logo is administered by "communications" department of Drägerwerk AG & Co. KGaA. It may be obtained directly from the department or downloaded from the Dräger intranet "D-world" under "Materials – Corporate Design – Basics".

## Logo offset

In order to realize its full communication potential, the Dräger logo must be surrounded by empty space.

The offset between the logo and other elements is derived from the height of the Dräger capital “D”. This prevents other design elements from reducing the impact of the logo.

There are two versions of the logo offset – a large and a minimum offset.

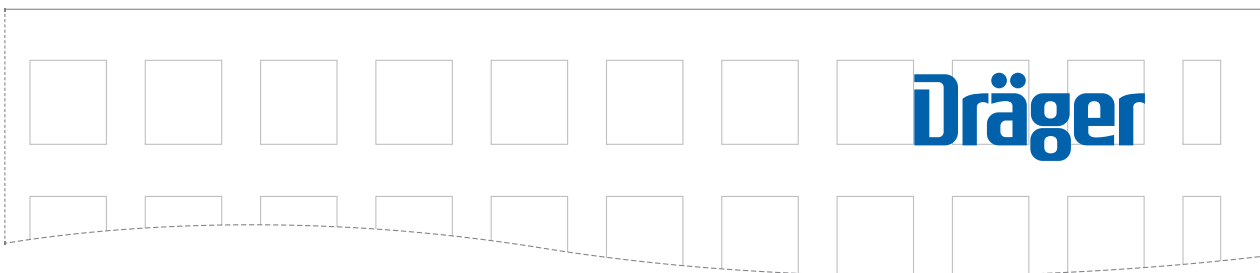
In classic applications, the Dräger logo is positioned on the design grid. Detailed information is provided in the respective Manuals.



Large logo offset



Minimum logo offset



Position in the design grid of the publication

## Allowable color versions



Dräger blue, positive/negative



Black and white implementation, positive

The logo is normally in Dräger blue on a white background.

A black and white version of the logo has been defined for specific applications (fax, copies, stamps, and monochrome printed matter).

In exceptional cases, the logo may also appear white on a blue background.

The logo must not be depicted in the secondary or background colors or with any other background colors. Placing it on photos is not permitted.

The logo is always positioned horizontally; the spine of a book constitutes the only exception where a vertical orientation is permitted. It must not be tilted or rotated.

## Logo sizes and applications

### Size 1



Width 1.2 inch/30.5 mm

#### Applications

Brochures, 8.27 x 11.02 inch/210 x 280 mm;  
US format 8.25 x 11 inch; DIN A4;  
business documents (letters, faxes, forms)

### Size 2



Width 1.0 inch/25.5 mm

#### Applications

Brochures and magazines in the DIN A5 for-  
mat/5.8 x 8,3 inch; DIN long 3.66 x 8.27 inch/  
93 x 210 mm; DIN A6/4.1 x 5.8 inch, organiza-  
tion documents

### Size 3



Width 0.83 inch/21.0 mm

#### Applications

Business cards; address labels

Standard logo sizes as well as clearly stipu-  
lated positions for the logo have been defined  
in order to guarantee a consistent, harmo-  
nious appearance.

The chosen logo size depends on the applica-  
tion format. Recommended sizes have been  
specified for the classic formats. However, the  
size must be verified on a case-by-case basis.

Sizes below the specified minimum are not  
permitted. Size 0 (width 9.61 inch – not shown  
here) is the largest standard logo size. Larger  
applications may use any desired scale.

### Miniature



Width 0.6 inch/15.25 mm

#### Applications

Giveaways e.g. ball point pens

## File names

Format	Logo size	Pantone	CMYK	RGB	Black	Negative
EPS	0	D_0_Pan.eps	D_0_4C.eps	D_0_RGB.eps	D_0_BW.eps	D_0_neg.eps
	1	D_1_Pan.eps	D_1_4C.eps	D_1_RGB.eps	D_1_BW.eps	D_1_neg.eps
	2	D_2_Pan.eps	D_2_4C.eps	D_2_RGB.eps	D_2_BW.eps	D_2_neg.eps
	3	D_3_Pan.eps	D_3_4C.eps	D_3_RGB.eps	D_3_BW.eps	D_3_neg.eps
	Miniature	D_Mini_Pan.eps	D_Mini_4C.eps	D_Mini_RGB.eps	D_Mini_BW.eps	D_Mini_neg.eps
	0	-	D_0_4C.jpg	D_0_RGB.jpg	D_0_BW.jpg	-
	1	-	D_1_4C.jpg	D_1_RGB.jpg	D_1_BW.jpg	-
JPEG	2	-	D_2_4C.jpg	D_2_RGB.jpg	D_2_BW.jpg	-
	3	-	D_3_4C.jpg	D_3_RGB.jpg	D_3_BW.jpg	-
	Miniature	-	D_Mini_4C.jpg	D_Mini_RGB.jpg	D_Mini_BW.jpg	-
	0	-	D_0_4C.tif	D_0_RGB.tif	D_0_BW.tif	-
	1	-	D_1_4C.tif	D_1_RGB.tif	D_1_BW.tif	-
	2	-	D_2_4C.tif	D_2_RGB.tif	D_2_BW.tif	-
	3	-	D_3_4C.tif	D_3_RGB.tif	D_3_BW.tif	-
TIFF	Miniature	-	D_Mini_4C.tif	D_Mini_RGB.tif	D_Mini_BW.tif	-
PNG	0	-	-	D_0_RGB.png	D_0_BW.png	-
	1	-	-	D_1_RGB.png	D_1_BW.png	-
	2	-	-	D_2_RGB.png	D_2_BW.png	-
	3	-	-	D_3_RGB.png	D_3_BW.png	-
	Miniature	-	-	D_Mini_RGB.png	D_Mini_BW.png	-

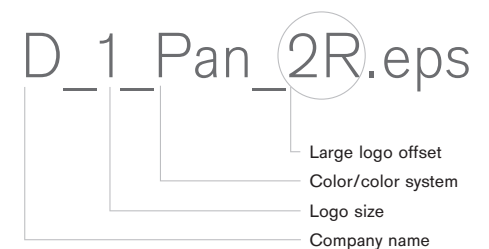
The logo files may be downloaded from the Dräger intranet “D-world” under “Materials – Corporate Design – Basics”.

The adjacent table lists the logo files with the minimum logo offset. Logo files with the large logo offset are also available. For identification purposes, the file names with the large offset end in “2R”.

– Sample file name with minimum logo offset:



– Sample file name with large logo offset:





## Logo and guiding philosophy



The guiding philosophy “Dräger. Technology for Life®” describes the core message and responsibility of the Dräger brand.

The message of the logo is supported by the guiding philosophy.

- The company name “Dräger” always precedes the guiding philosophy and is separated from it by a period.
- The Dräger Walbaum font is used exclusively.
- Just like the logo, the guiding philosophy is normally positive in Dräger blue on a white background.

The logo and guiding philosophy are aligned as follows:

- The guiding philosophy is positioned below the logo, lined up with the right-hand side. Alignment is based on the last vertical line of the final letter, not on the serif or the registration symbol (®) in the registered trademark.
- The offset between the logo and guiding philosophy should be as large as possible. The minimum offset is equal to the height of the capital “D” in the logo (equal to the large logo offset).

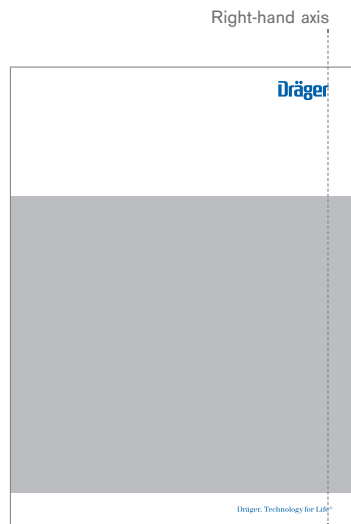
## Logo and guiding philosophy – Positioning

**The combination of the solitary logo and the guiding philosophy forms the core of the brand image.**

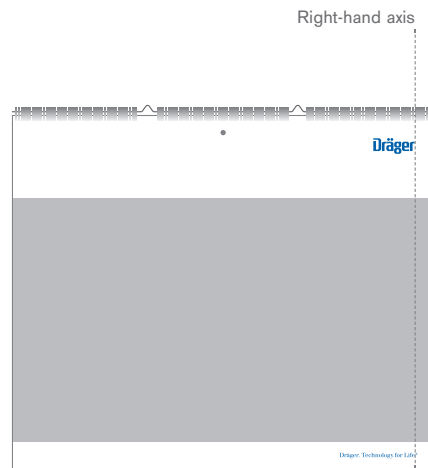
The logo stands alone on the horizon whenever possible. The guiding philosophy is aligned with a right-hand axis and is positioned at the bottom of the format. Placement of the logo and guiding philosophy constitute key design principles.

The horizon layout is supported by the position of the logo and guiding philosophy. In this way it creates an effective stage for all types of communication.

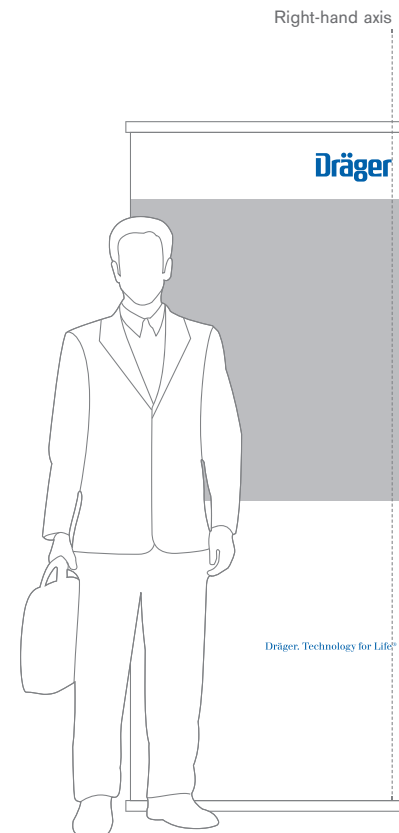
The offset between the logo and edges of the format as well as the guiding philosophy depends on the respective medium and is documented in the Manuals.



Sample application – Publication

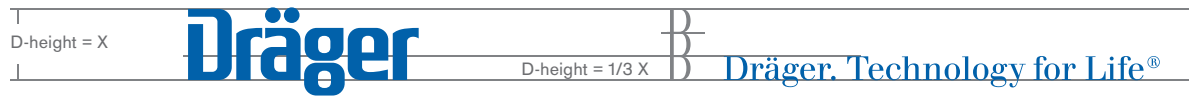


Sample application – Calendar

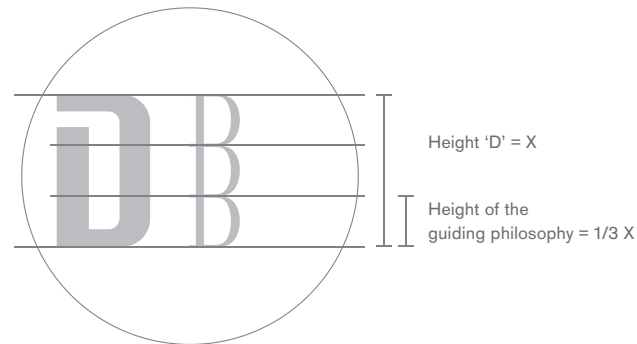


Sample application – Roll-up

## Logo and guiding philosophy – Deriving the size



### Deriving the size of the logo and guiding philosophy



The ratio of the size of the guiding philosophy to the size of the logo is fixed: the height of the capital “D” in the guiding philosophy corresponds to 1/3 of the height of the capital “D” in the logo.

The proportion of the logo to the guiding philosophy applies to all languages. This guarantees uniform sizing.

## Logo and guiding philosophy – International version



As a rule the guiding philosophy is used in the local language. In international communications the guiding philosophy is applied in English.

Both the English and the German versions are registered trademarks.

There are some applications which only use the English version of the guiding philosophy such as in outer packaging.

Additional information can be found in the respective Manuals.

The rules described on page 9 apply to the alignment of the logo and guiding philosophy.

## Guiding philosophy – Application sizes

Logo size 1

Font size 13.30 pt

**Dräger**

Dräger. Technik für das Leben®

Dräger. Technology for Life®

The size of the guiding philosophy depends on the size of the logo.

When the guiding philosophy is set in the Dräger Walbaum font using the QuarkXPress DTP program, the font sizes are predefined.

- The registration symbol (®) is set in superscript using the same size as the Dräger Walbaum font. The space between the “n” or “e” of the word “Leben” or “Life” and the registration symbol is “10”.

The following applies to the English version:

- The space between the “g” and “y” of the word “Technology” is “16”.

For other applications, the guiding philosophy may be downloaded as a file from the Dräger intranet “D-world” under “Materials – Corporate Design – Basics”.

Logo size 2

Font size 11.15 pt

**Dräger**

Dräger. Technik für das Leben®

Dräger. Technology for Life®

Logo size 3

Font size 9.17 pt

**Dräger**

Dräger. Technik für das Leben®

Dräger. Technology for Life®

## Guiding philosophy – National languages

German/de	Dräger. Technik für das Leben®	Slovakian/sk	Dräger. Technika pre život.
English/uk	Dräger. Technology for Life®	Russian/ru	Техника для жизни.
French/fr	Dräger. La technologie pour la vie.	Turkish/tr	Dräger. Yaşam için Teknoloji.
Spanish/es	Dräger. Tecnología para la vida.	Slovenian/si	Dräger. Tehnika za življenje.
Italian/it	Dräger. Tecnologia per la vita.	Norwegian/no	Dräger. Teknikk for livet.
Romanian/ro	Dräger. Tehnică pentru viață.	Dutch/nl	Dräger. Techniek voor het leven.
Croatian/hr	Dräger. Tehnika za život.	Bulgarian/bg	Техника за живота.
Danish/dk	Dräger. Teknik for Livet.	Polish/pl	Dräger. Technika dla Życia.
Hungarian/hu	Dräger. Technika az életért.	Arabic/ar	التقنية من أجل الحياة
Czech/cz	Dräger. Technika pro život.	Portuguese pt	Dräger. Tecnologia para a vida.
Swedish/se	Dräger. Teknik för livet.	Greek / gr	Τεχνολογία για την Ζωή.
Finnish/ fi	Dräger. Teknologiaa elämän puolesta.		

The adjacent table lists the predefined translations of the guiding philosophy into the respective national languages.

The following principles apply:

- In Latin writing, the company name Dräger precedes the guiding philosophy in the Walbaum font.
- For languages that do not use the Latin alphabet, such as Cyrillic or Japanese, the word Dräger is omitted since it would detract too much attention from the Dräger logo.
- Cyrillic uses the Times Regular font.

## Guiding philosophy – National languages

The adjacent table lists the predefined translations of the guiding philosophy into the respective national languages.

Asian countries use the English translation of our guiding philosophy “Dräger. Technology for Life®.”

Chinese cn	生命的技术
Thai/ th	เทคโนโลยีเพื่อการช่วยชีวิต
Indonesian/ id	Dräger. Teknologi untuk Kehidupan.
Korean/ kr	생명 존중을 위한 과학 기술
Taiwanese/ tw	生命的技術
Vietnamese/ vn	Dräger. Công nghệ phục vụ cuộc sống.
Japanese/ jp	生命を守るテクノロジー

For the purposes of orientation only (see notice on the right)

## Guiding philosophy – File names

Format	Logo size	Pantone	CMYK	RGB	Black
EPS	0	L_0_Pan_de.eps	L_0_4C_de.eps	L_0_RGB_de.eps	L_0_BW_de.eps
	1	L_1_Pan_de.eps	L_1_4C_de.eps	L_1_RGB_de.eps	L_1_BW_de.eps
	2	L_2_Pan_de.eps	L_2_4C_de.eps	L_2_RGB_de.eps	L_2_BW_de.eps
	3	L_3_Pan_de.eps	L_3_4C_de.eps	L_3_RGB_de.eps	L_3_BW_de.eps
JPEG	0	-	L_0_4C_de.jpg	L_0_RGB_de.jpg	L_0_BW_de.jpg
	1	-	L_1_4C_de.jpg	L_1_RGB_de.jpg	L_1_BW_de.jpg
	2	-	L_2_4C_de.jpg	L_2_RGB_de.jpg	L_2_BW_de.jpg
	3	-	L_3_4C_de.jpg	L_3_RGB_de.jpg	L_3_BW_de.jpg
TIFF	0	-	L_0_4C_de.tif	L_0_RGB_de.tif	L_0_BW_de.tif
	1	-	L_1_4C_de.tif	L_1_RGB_de.tif	L_1_BW_de.tif
	2	-	L_2_4C_de.tif	L_2_RGB_de.tif	L_2_BW_de.tif
	3	-	L_3_4C_de.tif	L_3_RGB_de.tif	L_3_BW_de.tif
PNG	0	-	-	L_0_RGB_de.png	L_0_BW_de.png
	1	-	-	L_1_RGB_de.png	L_1_BW_de.png
	2	-	-	L_2_RGB_de.png	L_2_BW_de.png
	3	-	-	L_3_RGB_de.png	L_3_BW_de.png

Files with the guiding philosophy can be downloaded from the Dräger intranet “D-world” under “Materials – Corporate Design – Basics”.

The adjacent table lists the file names for the guiding philosophy.



– Sample file name:

L\_1\_Pan\_uk.eps

L\_1\_Pan\_uk.eps  
 L: Logo size  
 1: Color/color system  
 Pan: National language  
 uk: Company name  
 eps: File extension



## New RGB value

Dräger Blue		White	
Pantone	286 C / U	White Pantone	
HKS	43		-
CMYK	100 / 60 / 0 / 6		0 / 0 / 0 / 0
RGB	0 / 56 / 166		255 / 255 / 255
Hexadezimal	#0038A6		#ffffff
RAL	5010		9003
			

## Primary colors









The image of the company and the Dräger brand is defined by the primary colors Dräger blue and white.

Dräger blue sets the tone while white provides the required free space.

In printed matter, Dräger blue is best represented by the custom color Pantone 286. If the custom color is not available for technical or other reasons, defined color specifications are available for the four-color printing process and all other applications.

White is defined by the material selected for printed matter.

## Secondary colors





	Orange	Green	Light blue	Red
<b>Pantone</b>	130 C / U	390 C / U	2995 C / U	167 C / U
<b>CMYK</b>	0 / 40 / 100 / 0	30 / 0 / 80 / 10	70 / 0 / 10 / 0	0 / 80 / 100 / 20
<b>RGB</b>	246 / 168 / 0	185 / 197 / 74	42 / 185 / 218	204 / 102 / 0
<b>Hexadezimal</b>	#f6a800	#b9c54a	#2ab9da	#cc6600
<b>RAL</b>	1006	–	–	2001
				
<b>CMYK</b>	0 / 24 / 60 / 0	18 / 0 / 48 / 6	42 / 0 / 6 / 0	0 / 48 / 60 / 12
<b>60 %</b>				

The secondary colors can be used in informative graphics or illustrations, for example.

The secondary color palette includes four shades with a spectrum harmonized with the primary color Dräger blue.

All four secondary colors can be produced using the four-color process (CMYK).

## Secondary colors – Shaded

	Orange, shaded	Green, shaded	Light blue, shaded	Red, shaded
<b>CMYK</b>	0 / 40 / 100 / 10	30 / 0 / 80 / 20	70 / 0 / 10 / 10	0 / 80 / 100 / 30
<b>RGB</b>	228 / 156 / 0	169 / 182 / 69	42 / 186 / 218	179 / 65 / 19
<b>Hexadezimal</b>	#e49c00	#a9b645	#2abada	#b34113
				

In order to decrease the brightness of the colors, black may be added at a specific raster value for printed matter. Rastering the shaded colors is not permitted.







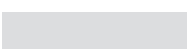
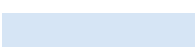
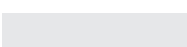
## Background colors


The following colors are available for use as a background and in graphics:

- Five blue shades rastered from primary color Dräger blue
- Four shades of gray rastered from black
- One shade of sand
- One shade of gray

The CMYK values account for the technical peculiarity that Dräger blue tends to have a red cast when shaded. The specified values counteract this tendency.

In special cases and upon approval, additional shades in the range from 100% to 60% may also be used in addition to black and Dräger blue as full colors.

	Dräger Blue	Black
<b>CMYK</b>	78 / 43 / 0 / 11	
<b>RGB</b>	–	
<b>Hexadezimal</b>	–	
<b>80 %</b>		
<b>CMYK</b>	65 / 32 / 0 / 0	0 / 0 / 0 / 60
<b>RGB</b>	70 / 102 / 194	102 / 102 / 102
<b>Hexadezimal</b>	#4666c2	#666666
<b>60 %</b>		
<b>CMYK</b>	37 / 17 / 0 / 0	0 / 0 / 0 / 30*
<b>RGB</b>	–	179 / 179 / 179
<b>Hexadezimal</b>	–	#b3b3b3
<b>30 %</b>		
<b>CMYK</b>	16 / 6 / 0 / 0	0 / 0 / 0 / 15
<b>RGB</b>	120 / 175 / 230	204 / 204 / 204
<b>Hexadezimal</b>	#78afe6	#cccccc
<b>15 %</b>		
<b>CMYK</b>	14 / 5 / 0 / 0	0 / 0 / 0 / 10
<b>RGB</b>	214 / 231 / 247	220 / 220 / 220
<b>Hexadezimal</b>	#b6e7f7	#dcdcdc
<b>10 %</b>		

	Sand
<b>Pantone</b>	Warm Gray 1
<b>CMYK</b>	0 / 6 / 12 / 12
<b>RGB</b>	232 / 222 / 209
<b>Hexadezimal</b>	#e8ded1
	

\* Equals Cool Gray 6

## Dräger fonts

In addition to the logo and colors, a uniform appearance also includes a characteristic typography.

The Dräger image is defined by two main fonts that assume different roles and work well together: the Dräger Sans and Dräger Walbaum fonts customized for Dräger.

Distorting, stretching, or spacing out these two fonts is not permitted.

Dräger fonts\* are available as desktop fonts and as online fonts

**Dräger Walbaum and Dräger Sans are available as Europe fonts and as Global fonts**

\* The Europe desktop and online fonts can be passed on to third parties. (The licensing department at Dräger extends the licenses for online fonts every three years.)

The Global font may not be passed on internally or externally.

es es

Dräger Walbaum (Europe)

Dräger Sans (Europe)

悄悄捺 悄悄捺

Dräger Walbaum (Global<sup>1</sup>)

Dräger Sans (Global<sup>1</sup>)

<sup>1</sup>Chinese

## Dräger fonts – Europe

es es

Dräger Walbaum

Dräger Sans

### Dräger Europe

**Latin:** Latin: Albanian, Azeri, Basque, Bretonian, Catalan, Croatian, Czech, Danish, Dutch, English, French, American, Australian, British, New Zealand, Estonian, Finnish, Flemish, German, Swiss, Austrian, Luxembourg, Greenland, Hungarian, Icelandic, Italian, Swiss, Indonesian, Kurdish, Lapland, Latvian, Lithuanian, Malay, Maltese, Moldavian, Norwegian, Polish, Portugese, Brazilian Rhaeto-Romanic, Romanian, Scotch, Serbo-Croatian, Slovak, Slovene, Sorbian, Spanish, Mexican, South American, Swedish, Turkish, Turkmen, Walloon.

**Non Latin:** Cyrillic, Belorussian, Bulgarian, Macedonian, Russian, Abasinian, Adygeish, Chechenish, Ingushian, Kabardino-Cherkesian, Kazakh, Kirghiz, Kumykish, Lkaish, Moldavian, Monoglian, Nanaish, Nenets, Nenis, Nivkh, Nogaian, Tabasaranish, Tadzhih, Uzbek, Serbian, Ukrainian, Greek (modern).

We use international standards when referring to language names.

### Dräger Europe

The European fonts are available in the languages listed on the left.

The European desktop fonts are available as OpenType fonts (suffix: .otf) and TrueType (suffix: .tff). The TrueType font is the preferred version.

The European online fonts\* are available in a variety of formats (suffixes: .eot, .ttf, .woff, .woff2). The TrueType font is the preferred version.

\* For all online applications with which the fonts are technically compatible. The Dräger online font is a Unicode font, which means it can be used almost universally. However the online font has not been fully optimized for online use when it comes to kerning and sharpness.

## Dräger fonts – Europe

### Dräger Walbaum Europe

A B C D E F H I J K L M N O  
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0  
. , ; „ “ » « / + - - = \$ ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \*

Regular

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0**  
**. , ; „ “ » « / + - - = \$ € ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \***

**Bold**

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0*  
*. , ; „ “ » « / + - - = \$ € ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \**

Regular Italic

Dräger Walbaum Bold and Regular Italic should only be used in exceptional cases.  
Headings should only be written in Dräger Walbaum Regular.

### Dräger Walbaum – Europe

Dräger Walbaum is a classic Antiqua font with a finely balanced letter design. It is perfect for use with large volumes of text thanks to its excellent readability.

The font is particularly well-suited to content describing the corporate image of Dräger. Dräger Walbaum can also be used for the emotional presentation of headings and titles.

## Dräger fonts – Europe

### Dräger Sans – Europe

Dräger Sans is a sans-serif, linear typeface with its origins in Akzidenz-Grotesk. The font has a distinct setting pattern thanks to its geometric forms. Its simplicity means that it is particularly useful for presenting figures, data, facts, and technical and product-related content.

Besides the fonts presented here there is also another separate table set in Dräger Sans Regular, Light, and Bold (name: DraegerSansTab-Bold.ttf).

#### Dräger Sans Europe

A B C D E F H I J K L M N O  
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

. , ; " » « / + - = \$ ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
. , ; " » « / + - = \$ ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \*

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
. , ; " » « / + - = \$ ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \*

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
. , ; " » « / + - = \$ ¥ \$ £ % ( ) { } @ © ? ! & ß fi fl ™ \*

Regular Italic

Dräger Sans Italic should only be used in exceptional cases



## Dräger fonts – Global

惆捺 惆捺

Dräger Walbaum (Global')

Dräger Sans (Global')

Chinese

**Dräger Global** (Die globale Schrift beinhaltet auch die Europe-Schrift)

**Non Latin:** Arabic, Farsi (Persian/Iran), Urdu, Devanagari (Indic Script), Thai, Chinese (Simplified Chinese + Traditional Chinese + Kantonese (Hong Kong) + Mandarin + Taiwanese), Japanese (Kanji + Hiragana + Katakana), Hangul (Korean), Hebrew, Armenian, Georgian.

**Dräger Europe**

**Latin:** Latin: Albanian, Azeri, Basque, Bretonian, Catalan, Croatian, Czech, Danish, Dutch, English, French, American, Australian, British, New Zealand, Estonian, Finnish, Flemish, German, Swiss, Austrian, Luxembourg, Greenland, Hungarian, Icelandic, Italian, Swiss, Indonesian, Kurdish, Lapland, Latvian, Lithuanian, Malay, Maltese, Moldavian, Norwegian, Polish, Portugese, Brazilian Rhaeto-Romanic, Romanian, Scotch, Serbo-Croatian, Slovak, Slovene, Sorbian, Spanish, Mexican, South American, Swedish, Turkish, Turkmen, Walloon.

**Non Latin:** Cyrillic, Belorussian, Bulgarian, Macedonian, Russian, Abasinian, Adygeish, Chechenish, Ingushian, Kabardino-Cherkesian, Kazakh, Kirghiz, Kumykish, Lkaish, Moldavian, Monoglian, Nanaish, Nenets, Nenis, Nivkh, Nogaian, Tabasaranish, Tadjhik, Uzbek, Serbian, Ukrainian, Greek (modern).

We use international standards when referring to language names.

### The Dräger Global

Example: Chinese

The global fonts are available in the languages\* listed on the left.

The global desktop fonts are only available as TrueType fonts (suffix: .ttf). There is no online version. Arial (PC) or Helvetica (Mac) should be used instead as online fonts.

### Important note on licenses:

The global font must not be disclosed to third parties.

“Communications” can provide further information.

\* Note:

The Dräger Global font also includes European languages (see below left, Latin and Non-Latin).

## Dräger fonts – Global

### Dräger Walbaum Global

安吧八爸百北不大海岛很的弟地东都都对多儿二方  
 港哥个关贵国过海好们会家见叫姐京九可老  
 李零六吗妈么没美妹什名明哪那南你您朋七  
 起千去人认我日三五西这六息中字系先香想小谢姓休学她台  
 天湾万王月再四张五中七  
 亿英友月再四张五中七  
 零一十二三四五六七八九十

Regular

Chinese

### Dräger Walbaum – Global

Dräger Walbaum is a classic Antiqua font with a finely balanced letter design. It is perfect for use with large volumes of text thanks to its excellent readability.

The font is particularly well-suited to content describing the corporate image of Dräger. Dräger Walbaum can also be used for the emotional presentation of headings and titles.

## Dräger fonts – Global

### Dräger Sans – Global

Dräger Sans is a sans-serif, linear typeface with its origins in Akzidenz-Grotesk. The font has a distinct setting pattern thanks to its geometric forms. Its simplicity means that it is particularly useful for presenting figures, data, facts, and technical and product-related content.

Besides the fonts presented here there is also another separate table set in Dräger Sans Regular, Light, and Bold (name: DraegerSansTab-Bold.ttf).

### Dräger Sans Global

安吧八爸百北不大岛的弟地东都对多儿二方港哥个关贵国过  
海好很会家见叫姐京九可老李零六吗妈么没美妹们名明哪那  
南你您朋七起千去人认日三上谁什生师十识是四他她台天湾  
万王我五西息系先香想小谢姓休学也一亿英友月再张这中字  
零一二三四五六七八九十

Regular

Chinese

安吧八爸百北不大岛的弟地东都对多儿二方港哥个关贵国过  
海好很会家见叫姐京九可老李零六吗妈么没美妹们名明哪那  
南你您朋七起千去人认日三上谁什生师十识是四他她台天湾  
万王我五西息系先香想小谢姓休学也一亿英友月再张这中字  
零一二三四五六七八九十

Light

安吧八爸百北不大岛的弟地东都对多儿二方港哥个关贵国过  
海好很会家见叫姐京九可老李零六吗妈么没美妹们名明哪那  
南你您朋七起千去人认日三上谁什生师十识是四他她台天湾  
万王我五西息系先香想小谢姓休学也一亿英友月再张这中字  
零一二三四五六七八九十

Bold

## Font licenses – download

es es

Dräger Walbaum (Europe)

Dräger Sans (Europe)

悄悄捺 悄悄捺

Dräger Walbaum (Global<sup>1</sup>)

Dräger Sans (Global<sup>1</sup>)

<sup>1</sup>Chinese

### Dräger-Europe

#### Dräger internal

Dräger has acquired a corporate license for the fonts. As a result, the fonts may be used and published internally in perpetuity\* on all computers all over the world.

#### Dräger external

Dräger service providers may use the desktop fonts Dräger Sans and Dräger Walbaum Europe without a license. The same applies to the online fonts, which are relicensed\* by Dräger every three years.

#### › Internal download:

Dräger intranet: D-World/Arbeitsmittel/  
Corporate Design/Basiselemente

### Dräger-Global

Service providers must purchase the Dräger Sans and Dräger Walbaum Global fonts.

“communications” can provide further information.

The Dräger Global font also includes European languages.

\* (as of Q4 2015)

## Dräger fonts – worldwide



Dräger Walbaum (Global)

Similar typefaces are essential in ensuring a uniform corporate design worldwide. For this purpose Dräger uses Dräger Europe, which covers a large number of languages. Dräger Global is used for all languages not covered by Dräger Europe.

The following license-free fonts can be used in exceptional cases for technical or cost-related reasons.

### Alternative desktop fonts:

Japanese	MS Gothic <sup>1</sup>
Chinese	HYZhongHeiJ (HYDaHeiJ)
Korean	AppleGothic
Thai	Arial Unicode MS
Vietnamese	ArialMT <sup>1</sup>

### Alternative online fonts:

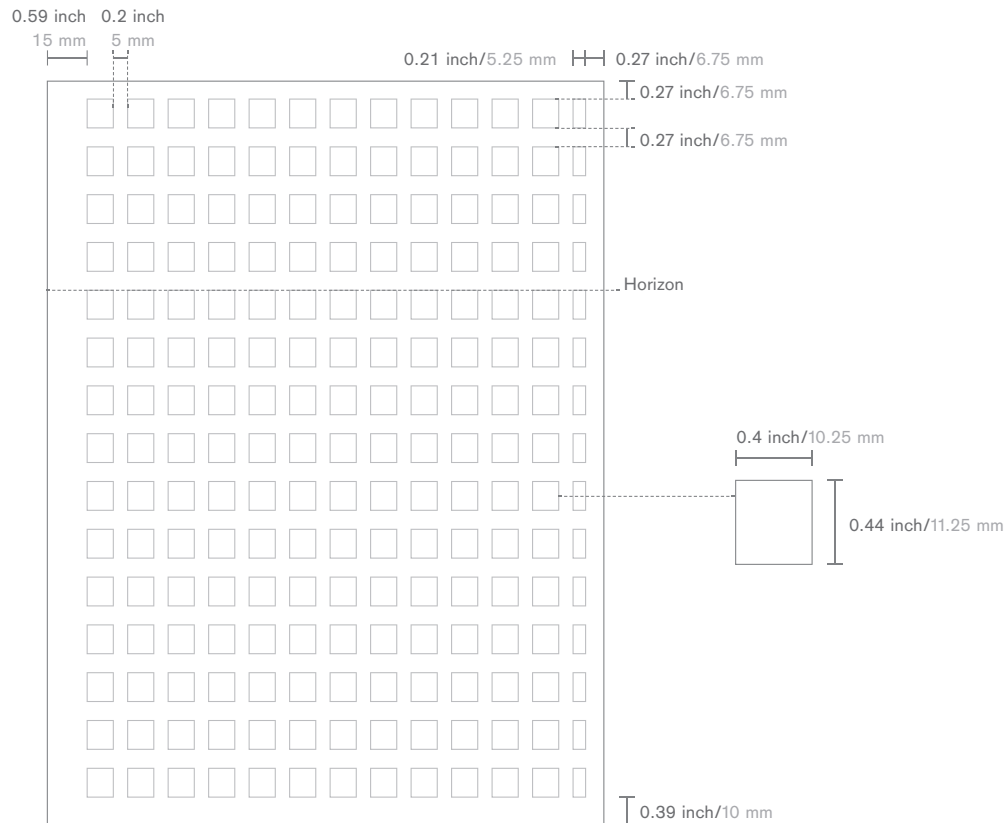
Dräger Sans	Arial*
	Verdana*
Dräger Sans	Helvetica**
Dräger Walbaum	Times

\* Microsoft-system fonts

\*\* Apple-system fonts

<sup>1</sup> Fonts must be slightly reduced in size, usually by 0.25 to 0.5 pt.

## Grid



Design grid using the mixed format 8.27 x 11.02 inch/  
210 mm x 280 mm as an example

**The Dräger grid defines the relationship between all corporate design elements.**

The grid consists of discrete units with fixed offsets:

- Size of each unit: 0.4 x 0.44 inch
- Horizontal offset: 0.2 inch
- Vertical offset: 0.27 inch

The grid can be adapted to any format. This does not affect the size of the units; the only change is in the margins and the number of units per page.

The Dräger grid is very flexible. Possible image formats and columns of text are explained on the following pages of this section.

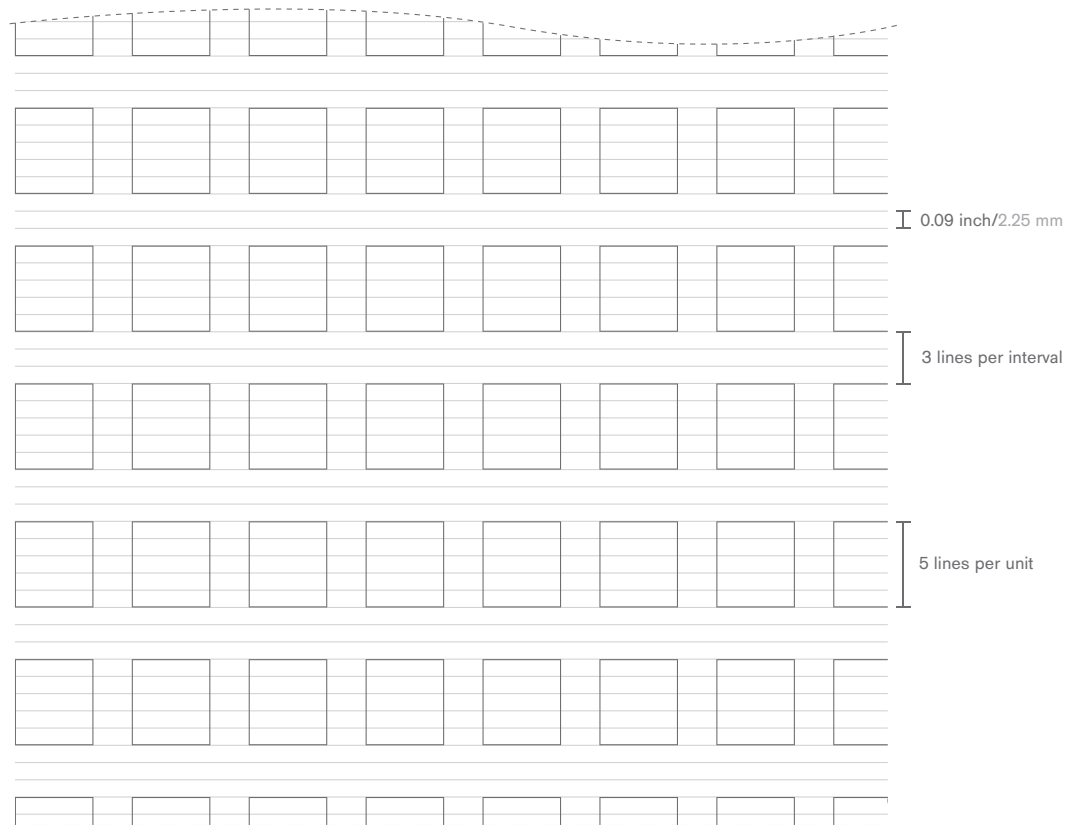
The design grid shown here (page 30 – 33) is the basis for a variety of templates. Additional information is available in the Publications Manual.

## Baseline grid

The design grid has an underlying baseline grid used for text alignment.

Line spacing of 12.755 pt for the body text is exactly equal to twice the gridline interval of 0.18 inch.

The font sizes and concrete specifications for fonts and font styles depend on the medium and are addressed by the corresponding manuals.

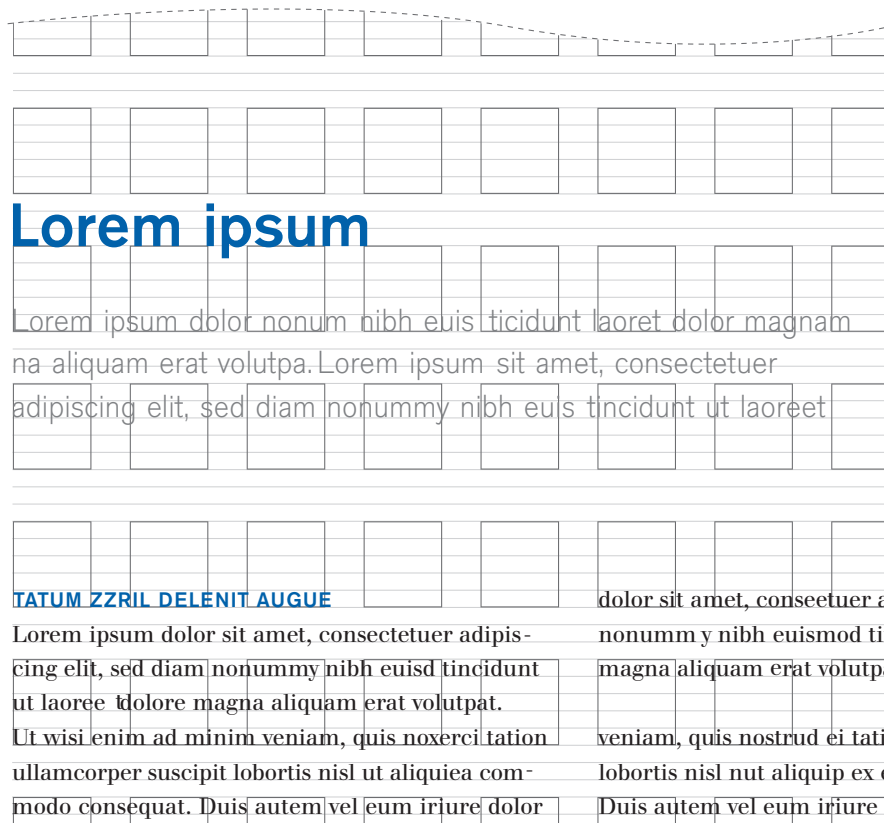


## Positioning text elements

Text blocks are positioned on the grid so that they are vertically and horizontally aligned with the units and the intervals between them, taking up several units and the corresponding gaps.

The width of text blocks and the intervals between them are based on the grid. To ensure legibility, a gap always has to be left between adjacent text blocks.

The column design is adjustable, permitting a wide range of applications in various media.





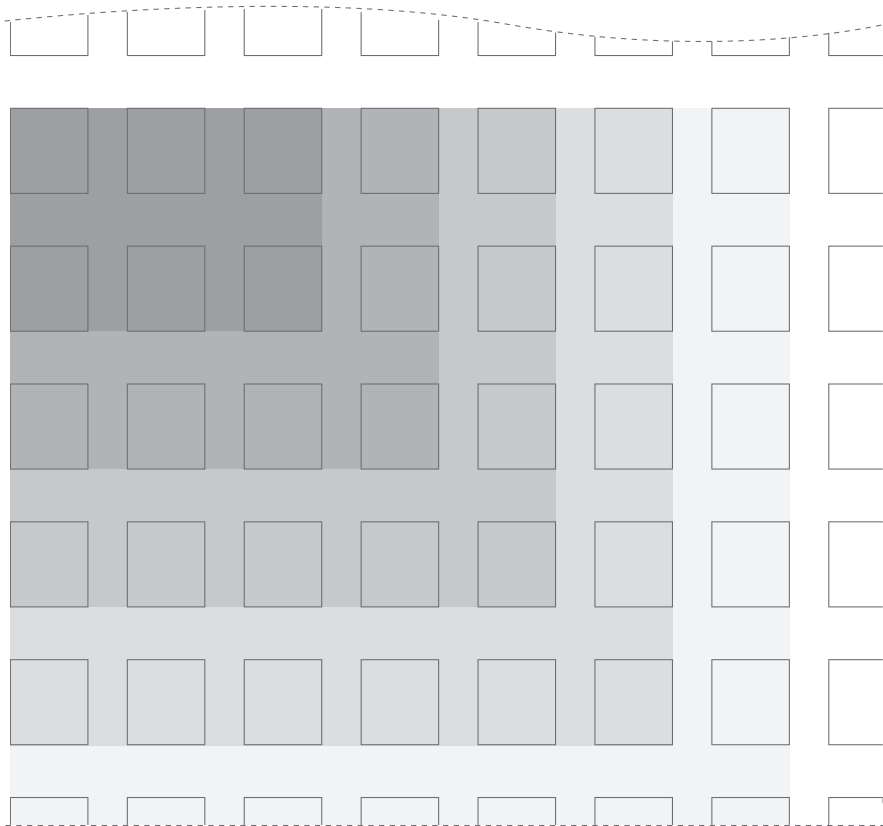
## Positioning images

Images are vertically and horizontally aligned with the units in the grid.

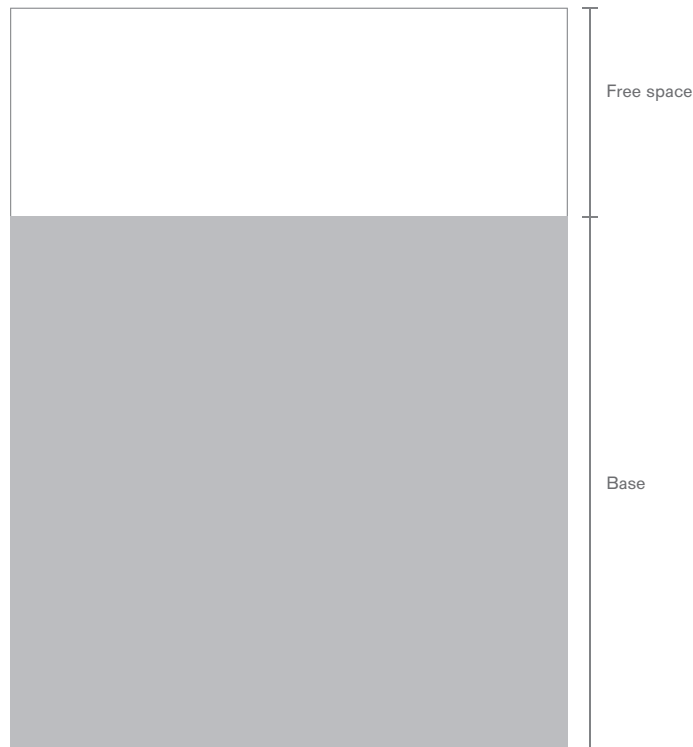
They are positioned in the grid so that they fill several grid units and the gaps between them.

Images or banners are always suspended from the horizon. This clearly identifies the horizon.

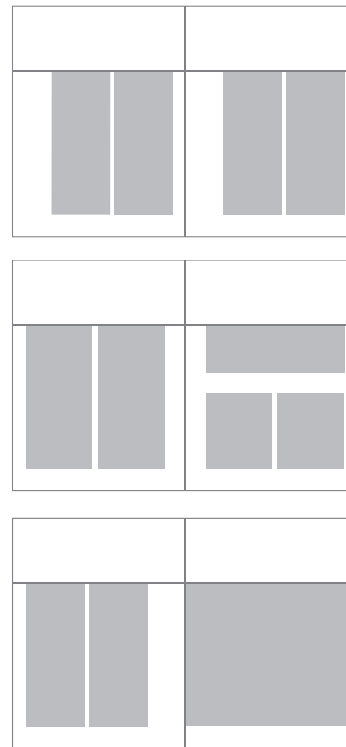
- Images usually do not touch; they are separated by a narrow blank gap. Specific offsets are described in the relevant design manuals.
- There has to be a clear difference in the colors and contrast of directly adjacent images.



## Horizon design



Horizon line: Title page for mixed format, 8.27 x 11.02 inch/210 mm x 280 mm



Horizon line: Inside

The empty horizon reflects an important core message of the company: With its technologies, Dräger creates and protects space to live, breathe, and act. The layout of pages opens towards the top and visualizes this space.

The format is divided into two areas: the narrow upper section is used as white space. The stage in the lower section is used to present essential content. All information is presented in this area. With its density of text and images, the stage creates a design contrast to the empty horizon.

The horizon dimensions for specific media are included in the corresponding Manuals.

The horizon design illustrated here represents the basic concept for the publications provided as templates by “communications” department. Additional information is available in the Publications Manual.

## Photography style



### Authenticity

Dräger's visual language can be summarized by the term "authenticity."

Dräger images are authentic, genuine, and unaltered. In the majority of cases they are not staged, they appear natural, and portray genuine emotions. Ideally, the observer feels part of the scene. Depicting the vivid and real-life working environment of our customers underlines our customer intimacy.

Authentic, vibrant images in a realistic working environment, coupled with technical and modern product images, visualizes our guiding philosophy Technology for Life.

Dräger's visual language applies across the board, whether in photography or in film.

\* According to the Wall Street Journal, internet users click on authentic photographs twice as frequently.

\*\* Promotional photographs can deviate from this principle.

## Photography style



### Authenticity and emotions

Authenticity is the most important theme of Dräger's visual language.

This must be clearly portrayed in all photographs — whether it be in the safety division, the medical division, in service, or in other areas of the company.

### Features of the visual language:

- Authentic and natural scenes
- Proximity to the subject but no snapshots
- Credibility through real-life scenes
- Variety in depth of field (blurring must not be created artificially)
- Create depth of space through contrasts in size
- Exciting perspective, but without exaggerating
- Distorting perspectives (super-wide angles) must be avoided
- Natural lighting
- Healthy skin tones
- Consistent colors\* (slight desaturation)

\* Colors must be natural. They must not visibly and artificially distort the scene. Warm tones should be used in the safety division and cooler tones in the hospital segment.

## Photography style

### Scenes

Photographs of scenes should stand out through their intimacy. They should focus on the subject but should not appear staged. The presence of the photographer must not be noticeable. Light should appear natural, as should the perspective. Perspectives that appear artificial, such as the “worm’s eye view,” should be avoided. Super-wide-angle lenses that distort images excessively should also not be used.



## Photography style



Nothing portrays more intimacy than a portrait. Portraits are perfect for showing emotion.

### Portraits in a working environment

The photographer is eye to eye with the subject. Portraits should be taken front-on if possible.



## Photography style



### Sequences

To be authentic, photographs must depict people, situations, spaces, and light realistically. Sequences tell a story and convey emotions in a short series of photographs. The direction of the light in a sequence must be consistent and reflect the natural lighting conditions.

## Photography style



### Product in use

The product must be shown in use. It should be presented in a real-life setting and not idealized or made to look more appealing. The product should be presented in a situation that the customer can understand. The Dräger product should not be placed in the foreground, but should be clearly identifiable as a Dräger product through its color.\*

\* All elements of the brand (logo), typography, colors, and materials must reflect reality and the real product.



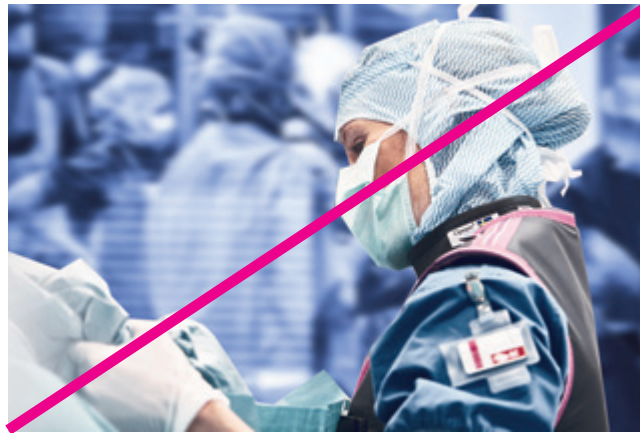


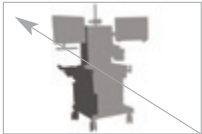
## Photography style

### Things to avoid

Any form of obvious retouching, collage or color distortion within the defined visual language must be avoided

Staged and unnatural-looking photographs are also prohibited in any form.





Visual axis



## Photography style

### Objective product photography\*

Clear and detailed product photography used as a stylistic device complements the authentic visual language.

Products must be photographed objectively, without alteration, and in great detail. They must be presented against a white background without any shadows.

- 1** Exception: light shadowing is permitted if a product is to be highlighted in a particular position, such as in a hanging position.

The product can be positioned slightly off-center depending on the image focus. The line of sight should move from right to left. (See example) It must be ensured that the same perspective is used for series of products, such as those on the Dräger website.

The method of presentation here is not mandatory for promotional campaigns.

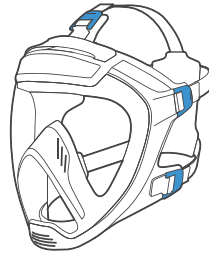
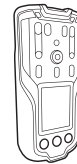
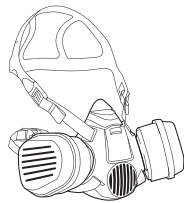
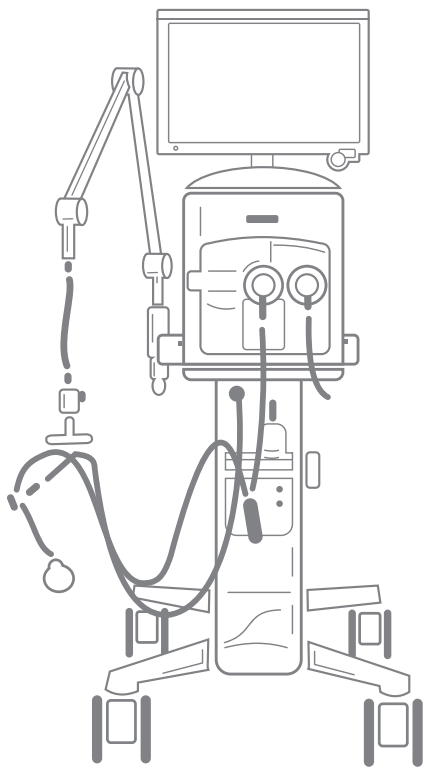
\* Objective product photography is contrasted with authentic images in brochures. They are used in the lower content area on the website.

## Illustration style

### Linear illustrations

Features of linear illustrations:

- illustrations focus on objective correlations with minor details left out
- graphical stylistic devices and the use of perspective to highlight key details
- simple, clear, descriptive
- presentation of clearly identifiable devices or products



Gray (Lines)

CMYK 0 / 0 / 0 / 60

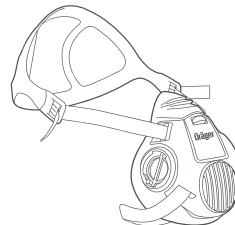
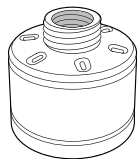
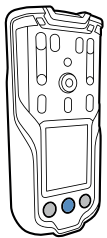
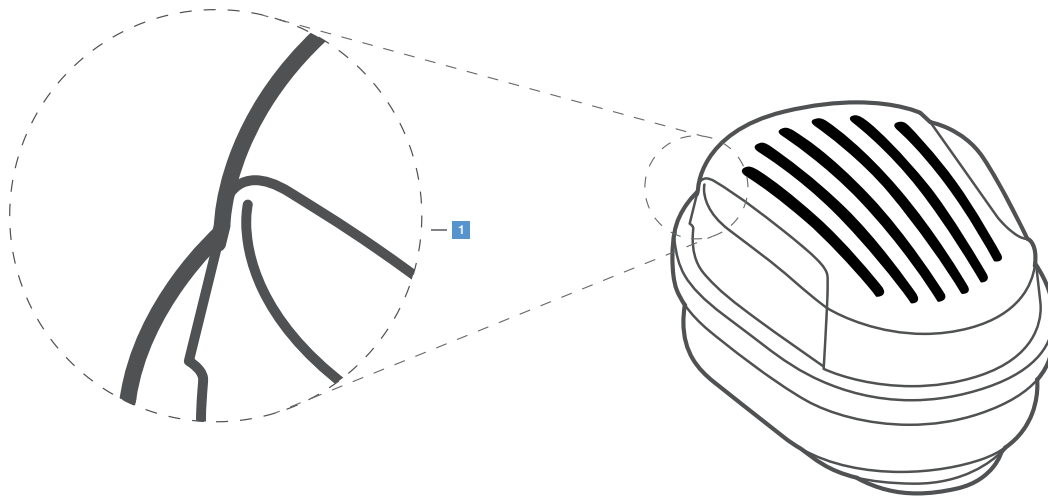


## Illustration style

### Linear illustrations

Linear illustrations should focus on significant information, with perspective and depth of space retained.

- 1 Linear illustrations should feature two different line thicknesses. This makes illustrations recognizable. Illustrations can also be used to emphasize form and function.  
Rule of thumb: the thicker line is twice as thick as the thinner line. The thicker line is only used on a targeted basis in a handful of areas.
- 2 Highlighting can be used subtly to clarify functions or depth of space.
- 3 The Dräger logo should always be displayed in filled form in such illustrations and never as an outline.



## Icons



Corporate Icons (Drägerwerk and Safety division)

### Gray

CMYK	0 / 0 / 0 / 60
RGB	84 / 89 / 92



### Dräger blue

CMYK	100 / 60 / 0 / 6
RGB	0 / 56 / 166



### Dräger blue (60%)

CMYK	65 / 32 / 0 / 0
RGB	0 / 102 / 194



These colors may be used to display the icons.

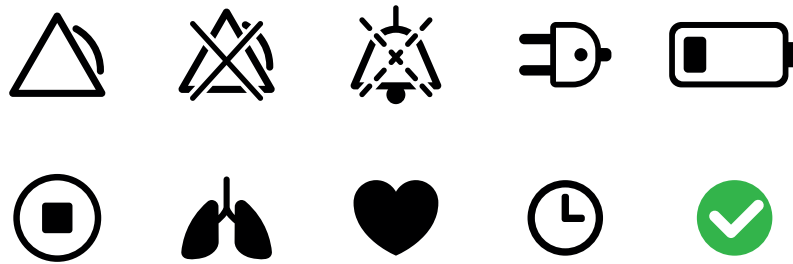
### Corporate icons

For the safety division and Drägerwerk AG

Corporate icons are used in all forms of media. They appear on the internet, in apps, in online training courses, and all other online applications in the safety division and at Drägerwerk AG. They are also used in print media.

The icons are available in .svg format and are black. Color is added through coding.

The icons are available in 24, 32, 48, 64, and 512 px and are only used in these formats.



Icons (Medical division)

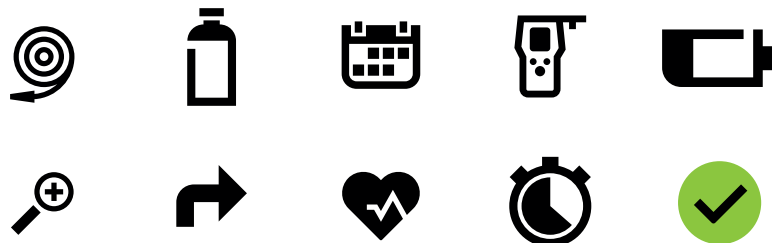
## Icons

### Icons

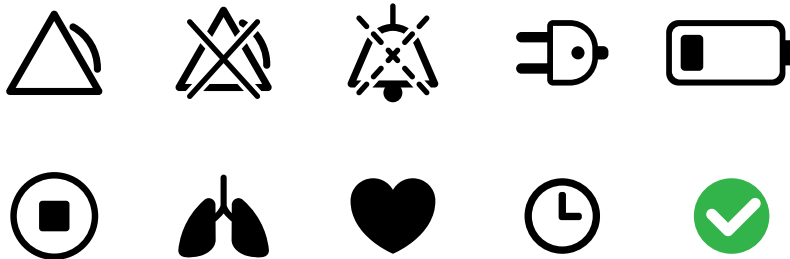
#### Medical division

The key features of the corporate icons can also be found in the medical division icons. It is not possible to implement the same form language as the corporate icons for regulatory reasons. However, the medical division icons still display a form language that is consistent with that of the corporate icons. The lines are of comparable thickness and the radii also approximate those of the corporate icons.

## Icons



Corporate Icons (Drägerwerk and Safety division)



Icons (Medical division)

### Corporate icons principles

The use of an icon set must always be consistent with the content. For online training courses this means that the medical division icon set is used whenever a medical product is being used. All areas of the safety division and Drägerwerk AG only use the corporate icons in the sizes and colors specified.



## **Additional information and contact person**

Deviations from the guidelines provided here are only permitted with the approval of the publisher.

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[thomas.gruetter@draeger.com](mailto:thomas.gruetter@draeger.com)