

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 a simple circle. The 'g' has a small tail at the bottom.

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.

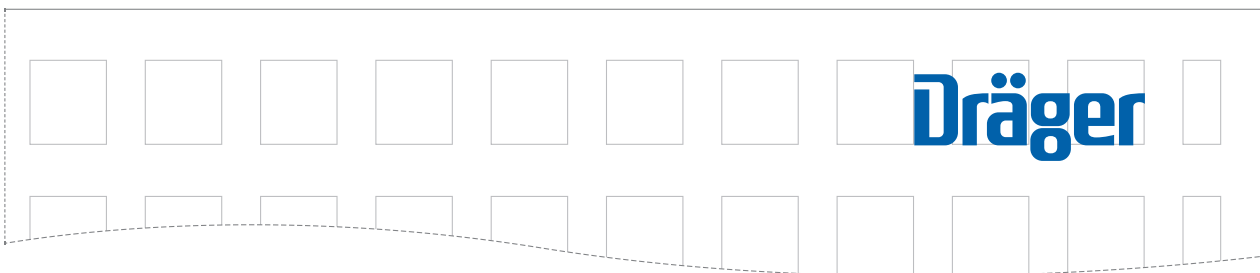
In classic applications, the Dräger logo is positioned on the design grid. Detailed information is provided in the respective Manuals.



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	
	JPEG	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	-
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	-	
TIFF	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	-	
	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:

