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## Introduction

This document was developed to promote appropriate and consistent use of Dana's updated Corporate Identity Standards.

The elements of image and identity are among the most obvious things we notice when we are first exposed to printed or published materials from any company. Whether it's an advertisement, a web site, or even a business card, we immediately make judgments about a company based on the appearance, quality, and consistency of its identity.

Careless or haphazard identity usage can reflect negatively on our company. On the other hand, recognizable and consistent identity standards strengthen the Dana name, our brands, and our products.

This web site is designed to help you easily locate the most current Dana identity information. It includes usage examples and electronic graphic files that support and simplify a consistent identity.

You can contribute to the strength of Dana's identity by making use of this important resource. If you have questions relating to the use of the corporate mark (logo), or any of the other standards provided herein, please contact Corporate Communications.

Thank you for helping Dana maintain and grow its world-class image.

**“The continuity of our message is strengthened by the consistency of our image.”**

## Understanding Image and Identity

The Dana image begins and ends with how we each manage ourselves, serve our customers, and maintain quality in our products and services.

The Corporate Identity Standards specify the exact way to use the Dana Diamond, themeline, organization names, and primary brand logotypes each time they are reproduced. Our Corporate Identity Standards communicate quality and a recognizable, professional image. When used consistently and properly, this image is reinforced. Inconsistent or improper use of our logos and names lessens their impact and diminishes our brand equity.

With uniformity in all applications, OEMs, distributors, retail customers, shareholders, and all Dana people will more likely recognize people, processes, products, and services of Dana as part of one global family. And our new products will benefit from this powerful association.

As we move into new markets, a consistent, positive image is a powerful asset. If our current markets view us favorably, that will directly promote our success in new markets. In short, the continuity of our message is strengthened by the consistency of our image.

The value and effectiveness of the Dana corporate image rely on two very important elements:

- **The Dana Corporate Identity Standards.** This includes the corporate mark (logo), organization signatures, primary brand logotypes and primary brand product logos. Proper use of the Corporate Identity Standards is essential in presenting a dependable and trustworthy image to our customers and the general public.
- **The legal protection of our identity.** The utmost level of attention must always be given to legal protection for our brand names. Improper and/or inconsistent use of Dana trademarks dilutes the value associated with our people, products, processes, and services. These comprehensive guidelines provide trademark and copyright usage which, if followed, will help maintain our exclusive property.

Dana's Corporate Identity Standards cover graphic applications that do not vary, such as stationery and business cards, as well as applications that leave some room for creativity, such as trade advertisements.

All Dana people are responsible for accurate implementation, reproduction, and management of Dana's identity. The Dana Corporate Identity Standards offer information, samples, and electronic files that will help Dana people, ensuring that a proper and consistent image is always communicated.

## The Corporate Mark / Use of the Dana Diamond

The Dana Diamond, consisting of two chevrons and the word “DANA,” is the corporate mark and primary element of the Corporate Identity Standards. It must, therefore, occupy a prominent position in the design of any communication. The Dana Diamond is custom artwork that **must be used without modification or distortion**. Do not re-create or alter the Dana Diamond. Always use approved electronic artwork and/or templates. Complete guidelines are contained on the following pages.

The Dana Diamond exists in two basic versions: **1.** The Traditional Diamond (below) and **2.** The Special Purpose “Dimensional” Diamond (page 5), both of which are available in various forms and file formats to accommodate a range of applications. The following pages provide detailed instructions and guidelines for correct usage of both versions and their variations.

When referring in words to the Dana Diamond, use initial capitalization. The text reference appears like this: **the Dana Diamond**.

Use of the Dana Diamond (by non-Dana companies and/or non-Dana organizations) requires verbal or written permission from a Dana person who has apparent authority or Corporate Communications Department. For further information, contact Dana’s Corporate Communications Department at (419) 535-4618 or [identity@dana.com](mailto:identity@dana.com).



## The Corporate Mark / Special Purpose “Dimensional” Dana Diamond\*

The dimensional Dana Diamond represents the “Next Generation” of Dana. Building on a solid 100-year foundation, this upgraded, Dimensional Diamond will grow to symbolize what Dana is becoming – a multifaceted organization that focuses on adding value through its innovations.



\*Because it is for special purposes, all usage of this version of the Dana Diamond must be approved by Corporate Communications.

## The Corporate Mark / Traditional Diamond



Example A1\*

For use on printed backgrounds with a tonal value of 21% or more



Example A2

For use on printed backgrounds with a tonal value of 20% or less

### Provides high level of recognition and color impact for two-color and some full-color applications

- Lower-profile full-color marketing communications (specification sheets, handouts, and some brochures)
- Blue and black two-color printing applications (when using Pantone® Process Blue as second color)
- Business cards and stationery
- Large format (signs, banners, etc.)
- Merchandise
- Word processing and desktop publishing (e.g. Microsoft® Word)
- Electronic media (e.g. Microsoft® PowerPoint®, Front Page®, etc.)
- Information screen

### Use as alternate for

- Higher-profile marketing communications (print ads and collateral materials)

### Full-Color Reproduction

The examples on this page show the Dana Diamond in the preferred blue and black color break. There are two primary ways to achieve this look:

**Four-Color Process** version of the Dana Diamond is preferred for most four-color printing applications. The top chevron of the Diamond is made of CMYK. The bottom chevron and “DANA” are “rich black”. An alternate version uses Pantone® Process Blue in place of CMYK for the top chevron.

**Two-Color (Blue and Black)\*\*** version of the Dana Diamond is preferred for most two-color printing applications. The top chevron of the Diamond is 100% Pantone® Process Blue. The bottom chevron and “DANA” are 100% black.

### Paper Stock / Background Colors

When using this version of the Dana Diamond, it is essential that the Diamond is reproduced on a white (or nearly white) stock. Avoid reproducing this Diamond on colored stock or with a background color that conflicts with or detracts from the Diamond. The inside of this Diamond must always appear white.

**Clear space surrounding Diamond** – equal to height of the “D” in the word DANA

**Minimum size** – 3/4 inches wide, excluding white border, with the exception of pre-approved merchandise items

**Maximum size** – no restrictions

**Minimum line screen** – 133 lines per inch (applies to offset printing applications only, large format or screen printing may be less)

This document is not intended to be used for color matching purposes. Please see a Pantone® Color Formula Guide for exact color replication.

\*There is a white border around this diamond for the purpose of separating the mark from the background. The white border is part of this particular version of the mark and should not be recreated or deleted.

\*\*There is a difference between Pantone® Process Blue and process cyan. No part of the Dana Diamond is to ever be reproduced in 100% process cyan.

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## The Corporate Mark / “Dimensional” Dana Diamond

**FOR SPECIAL PURPOSES** (All usage of this version of the Dana Diamond must be approved by Corporate Communications)

- Recommended for higher-profile, full-color marketing communications
- Annual Report
- Print advertisements
- Collateral materials (select product sheets, catalogs, brochures, etc.)
- Electronic media (e.g. Microsoft® PowerPoint®, Front Page®, etc.)
- Television advertising

### Use as alternate for

- Large format (posters, banners, etc.) if production methods allow

### Color

- This version of the Dana Diamond is an Adobe® Photoshop® EPS file and will only support full-color replication, either CMYK or RGB.

### Paper Stock / Background Colors

When using this version of the Dana Diamond, it is essential that the Diamond is reproduced on a white (or nearly white) stock. Avoid reproducing this Diamond on colored stock or with a background color that conflicts with or detracts from the Diamond. The inside of this Diamond must always appear white.

**Clear space surrounding Diamond** – equal to height of the “D” in the word DANA

**Minimum size** – 1 inch wide

**Maximum size** – no restrictions

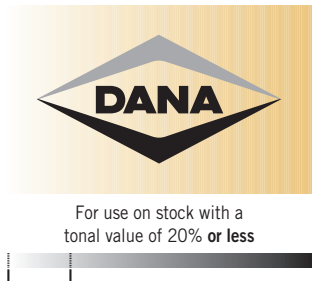
**Minimum line screen** – 133 lines per inch (applies to offset printing applications only, large format or screen printing may be less)

**NOTE:** There is NO white border around this Diamond and no attempt should be made to add one.

This document is not intended to be used for color matching purposes. Please see a Pantone® Color Formula Guide for exact color replication.

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## The Corporate Mark / Traditional Diamond



**Preferred for one-color or two-color printing applications when second color is not Pantone® Process Blue**

### Use as alternate for

- Large format (signs, banners, etc.)
- Word processing and desktop publishing (e.g. Microsoft® Word)

### Color

- Top chevron – 40% screen of black
- Bottom chevron and Dana logotype – 100% black

**Clear space surrounding Diamond** – equal to height of the “D” in the word DANA

### Paper Stock / Background Colors

When using this version of the Dana Diamond, it is essential that the Diamond is reproduced on a stock with a tonal value of 20 percent or less. Examples of this would be kraft or manila mailing envelopes. Avoid reproducing this Diamond on a stock with a tonal value that conflicts with or detracts from the Diamond. The inside of this Diamond allows the color of the stock to show through.

**Minimum size** – 3/4 inches wide

**Maximum size** – no restrictions

**Minimum line screen** – 133 lines per inch (applies to offset printing applications only, large format or screen printing may be less)





## The Corporate Mark / Traditional Diamond

### Preferred for these applications

- Embossing
- Debossing
- Foil stamping
- Etching
- Engraving
- Cut vinyl adhesive

### Use as alternate for

- One-color or two-color printing applications when second color is not Pantone® Process Blue
- Large format (signs, banners, etc.)
- Word processing and desktop publishing (e.g. Microsoft® Word)

### Color

- Offset printing – 100% black
- Foil stamping – gold or silver foil only

**Clear space surrounding Diamond** – equal to height of the “D” in the word DANA

### Paper Stock / Background Colors

When using this version of the Dana Diamond, it is essential that the Diamond is reproduced on a stock with a tonal value of 20 percent or less. Examples of this would be kraft or manila mailing envelopes. Avoid reproducing this Diamond on a stock with a tonal value that conflicts with or detracts from the Diamond. The inside of this Diamond allows the color of the stock to show through.

**Minimum size** – 3/4 inches wide, with the exception of pre-approved merchandise items

**Maximum size** – no restrictions

**Minimum line screen** – does not apply

## The Corporate Mark / Traditional Diamond



For use on printed backgrounds with a tonal value of 40% or more

### Use as alternate for

- Lower-profile full-color marketing communications (specification sheets, handouts, and some brochures)
- One-color or two-color printing applications when second color is not Pantone® Process Blue
- Large format (signs, banners, etc.)
- Information screen

**Clear space surrounding Diamond** – equal to height of the “D” in the word DANA

### Paper Stock / Background Colors

When using this version of the Dana Diamond, it is essential that the Diamond is reproduced on a white (or nearly white) stock. It should be reversed out of any darker (value) background color. Avoid reproducing this Diamond on colored stock or background patterns or colors that could conflict with or detract from the Diamond. This version of the Diamond must always appear white.

**Minimum size** – 3/4 inches wide

**Maximum size** – no restrictions

**Minimum line screen** – does not apply

# The Corporate Mark / Clear Space

Establishing a clear space around the corporate mark is very important. If crowded by other text or design elements, the Diamond may appear hidden. On every application, we need our identity to be obvious and proudly displayed so it can be instantly recognized.

The Dana Diamond must occupy a prominent position in the design of any visual communication. For stationery, upper left corner; for presentations and advertisements, upper or lower right corner is preferred. Minimum clear space equal to the height of the "D" in the word Dana must surround the Diamond, and must be devoid of borders, text, patterns, and images.



## Corporate Mark Misuse



The correct use of Dana Identity Standards is essential to the integrity of our corporate image. The corporate mark and supporting elements should always appear exactly as they are supplied in approved artwork form. Modifying these elements will not only undermine our overall image, but could jeopardize our legal right to exclusive use of the corporate mark.

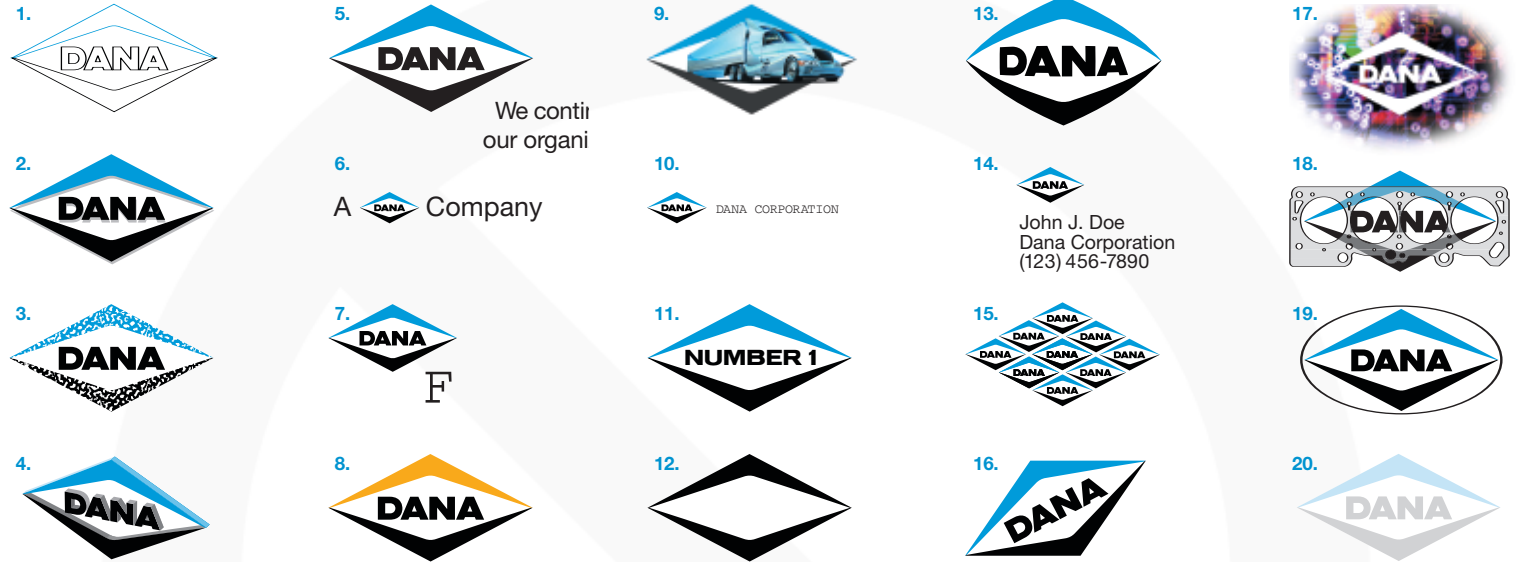
Two of the most common misuses of an identity system are inconsistent signature construction and scanning of art for computer use. To insure proper usage, the corporate mark artwork is available for download at <http://identity.dana.com> or by contacting Corporate Communications.

The elements that compose the Dana Diamond should never be modified in relationship to each other. The Diamond may only be re-sized as a unit.

Illustrated on this page are typical misuses of the corporate mark and misinterpretation of basic standards. This sampling is clearly not all inclusive, but will provide an indication of modifications that must be strictly avoided.

This document is not intended to be used for color matching purposes. Please see a Pantone® Color Formula Guide for exact color replication.

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### Avoid displaying the Dana Diamond in any of the following forms: *(This is not a complete list)*

1. Outlined, 2. shadowed, 3. textured, 4. 3-D\* or with a “padded” effect, or 5. without clear space around it.
6. As a word in a sentence, phrase, or name
7. Combined with another corporate mark or company logo\*\* or with a non-primary brand logo
8. Re-colored or used in any color combination other than those approved by Corporate Communications
9. As a decorative device; in general, avoid any “cute” or “clever” applications
10. With the words “Dana Corporation” next to it (exception: Annual Report, Dana.com home page)
11. With any text other than “DANA” within the Diamond Border
12. With a blank center area (exception: security reasons)
13. Stretched or distorted
14. In e-mail signatures or electronic letterhead not provided as part of Dana’s Corporate Identity Standards
15. In repetition, or as a pattern
16. At an angle (the Diamond must always be horizontal)
17. On a visually competitive background (one that affects the Diamond’s ability to “stand out”)
18. With photography, text, or graphics across any part of the Diamond
19. With a confining shape around the Diamond
20. With the color density at less than 100%

\*except “B” version of the Dana Diamond where approved

\*\*except in cases of joint-venture, partnerships, etc. and when approved by Dana Law Department and Dana Corporate Communications.

## Creating Logos

The Dana Diamond is the primary identifier of the company and its business units. For external communications, no logos, symbols, or graphics other than the Dana Diamond or pre-approved Dana primary brand logos are to be used to identify the company, its business units, locations, groups, services, or organizations. This policy supports a strong presence of the Dana Diamond and Dana name in the marketplace.

There may be some cases, such as joint-ventures, partnerships, or co-branding arrangements, where it is acceptable to create a logo. However, ALL exceptions must be approved by both the Law Department and Corporate Communications before the initial business alliance is negotiated

## Dana Corporate Colors

### Color Matching

To insure a uniform Dana Blue reproduction of the Dana Diamond, a color swatch should be provided to your printer.

Color swatches on coated and uncoated stock can be ordered from [orders@hecksprinting.com](mailto:orders@hecksprinting.com).

### Paint Applications

The Dana Blue color is a custom paint formula and cannot be matched by using the traditional Pantone® color swatches. Because of the amount of pigment in the paint, many paint and home improvement retailers cannot mix the color (i.e. - Home Depot, Lowe's, etc.)

Please contact Corporate Communications at 419-535-4618 or [identity@dana.com](mailto:identity@dana.com) for more information on Dana Blue paint color matching.

Color plays a very important role in establishing a consistent and recognizable image for any corporation. In Dana's Corporate Identity Standards, a specific bright blue and black are our corporate colors. When choosing secondary colors, avoid colors that will visually "fight" with, or detract from our corporate colors.

### "Dana Blue" and Black

What we sometimes refer to as "Dana Blue" and Black (shown at right) are actually colors consisting of different formulas, depending on the application (see table below). CMYK refers to the (C)yan, (M)agenta, (Y)ellow, and Blac(K) colors that are used in standard four-color printing.

### Quality Control

- Always strive for consistency in all color applications by maintaining accurate color density. This can be accomplished by matching specified colors with industry-approved color samples.
- To insure a uniform Dana Blue reproduction of the Dana Diamond, a color swatch should be provided to your printer. Color swatches on coated and uncoated stock can be ordered from [orders@hecksprinting.com](mailto:orders@hecksprinting.com).
- When printing in full color there are times that a very dense or "rich" black is desired. Use of this "rich" black is encouraged when printing equipment and budget allow.

### Corporate Colors Formulas

PMS* "Spot" Colors	4-Color Process Colors				On-screen (RGB) Colors			Web Colors
Pantone® No. / Name	Cyan	Magenta	Yellow	Black	Red	Green	Blue	HEX No.
■ Pantone® Process Blue**	100%	8.5%	0%	6%	0	153	204	0099CC
■ Pantone® Process Black	0%	0%	0%	100%	0	0	0	000000
■ Rich Black (not spot)	40%	30%	30%	100%	0	0	0	000000
■ Pantone® 032 Red	0%	91%	87%	0%	226	49	48	E23130

	"Dana Blue" and Victor Reinz® Blue	Black	Perfect Circle® and Spicer® Red
PMS* "Spot" Colors	Pantone® Process Blue**	Pantone® Process Black	Pantone® 032 Red
4-Color Process Colors		Rich Black	

This document is not intended to be used for color matching purposes. Please see a Pantone® Color Formula Guide for exact color replication.

\* Pantone Matching System – Pantone® is a registered trademark of PANTONE, Inc.

\*\* There is a difference between Pantone® Process Blue and process cyan. No part of the Dana Diamond is to ever be reproduced in 100% cyan.

## Dana Fonts

The Dana font family is custom made, and cannot be substituted or approximated by other fonts.

These fonts play an important role in our identity system. The Dana font family is available in three styles: Dana Bold, Dana Regular, and Dana Bold Italic. Each style is available in both PostScript® and TrueType® formats.

PostScript® fonts are intended to be printed on high-resolution desktop and off-set printers. The fonts come in two parts: one part is the screen font – used for display. When you print, the screen font references a second file called the printer font. The Type 1 format (Type 2 does not exist and Type 3 is of inferior quality) is the standard in the publishing world. For professional results, use PostScript® Type 1 fonts.

TrueType® fonts have their place. They are great for designs that will appear on screen, like web work and database applications. They are also good for cross-platform consistency. Unfortunately, they suffer in quality and consistency when printing to a high-resolution output device.

Microsoft® Support Fonts  
Arial and Times New Roman font families should be used for complementary text in applications such as forms, Microsoft® PowerPoint® presentations, etc. Because of licensing restrictions, Corporate Communications cannot distribute fonts. Dana Suppliers must supply their own fonts.

**DANA BOLD** is used for the organization name in organization signatures. It is also used for personal names and organization names on stationery and forms. Dana Bold supports only capital letters.

**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 6 7 8 9 0**

Dana Regular is used for titles, legal organization names, and address information for stationery and forms. Titles and addresses are upper- and lowercase; legal names are uppercase. Dana Regular supports both upper- and lowercase letters.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

**DANA BOLD ITALIC** is used exclusively for primary brand logotypes.

**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**

The Dana fonts may be used for text other than organization names and primary brands. Avoid overuse of the Dana fonts as it will reduce the effectiveness of the unique appearance of our signatures.

### A Word About Typesetting

Proper kerning is to be used at all times when editing the copy portion of any Dana stationery or form element. Kerning is the term used to describe the altering of the spacing between words and letters in a line of type, with the intention of making it more aesthetically pleasing and more readable. Some typefaces, when simply typed, leave something to be desired where letter spacing is concerned and need to be “kerned.” Examples of proper and improper kerning follow:



In this example, the poor kerning in the first example looks like HEA VY V EHICLE TECHNOLOGIES (exaggerated to make a point). Rule of thumb: words should “flow”visually and not look broken.

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## Legal Entities/Naming Conventions

The growing number of Dana subsidiaries and partnerships combined with ongoing organizational change can make naming a challenge. Proper use of these names is important for legal reasons and for clear communication to various audiences.

The following basic guidelines have been developed to assist Dana people in correct naming conventions, as applicable to stationery and signage.

**Legal entity name** – the formal legal name for legal entities such as Dana Corporation and its subsidiaries and partnerships.

Either the legal entity name or “Dana Corporation” must appear here – whichever is appropriate.



**SAMPLE NAME**  
TITLE  
C L E A R   S P A C E  
**ORGANIZATION NAME**  
DANA CORPORATION OR LEGAL ENTITY NAME  
P.O. BOX 0000, ANYTOWN, STATE 12345  
122 MAIN STREET, ANYTOWN, STATE 12345  
TEL: (123) 456-7891 EXT: 1234 FAX: (123) 456-8901  
MOBILE: (123) 123-4567                      sample.name@dana.com

### Stationery and Forms

- The correct legal entity name must appear on stationery and forms (letterhead, business cards, purchase orders, invoices, bills-of-lading, checks to suppliers, etc.).
- A legal entity name other than “Dana Corporation” may be used in combination with the Dana Diamond; however, the words “Dana Corporation” may not be used.
- If the legal entity is represented by a logo other than the Dana Diamond, then the Dana Diamond is not to be used. However, the words “Dana Corporation” may appear.
- It is acceptable to use a legal entity name in combination with an organization name.
- Partnerships and marketing agreements require individual evaluation. In some cases, these agreements provide exceptions to the rules listed above. Direct inquiries to identity@dana.com.

### Signage

- Minimally, the legal entity name must appear on signage on or near the building entrance.
- The Dana Diamond may appear on building signage in combination with an organization name or legal entity name.

If you are not sure of the correct legal entity name to use, please contact your SBU controller.

**Organization name** – a name which is not a legal entity but which serves as either an internal reference or an external marketing name and identifies world headquarters, regions, SBUs, divisions, groups, facilities and operations, etc.

- Organization names are used in a variety of marketing and communications materials, including stationery, signage, trade shows, advertising, web and collateral materials, and exterior signage.
- Organization names may be used in combination with a legal entity name.
- Organization naming conventions are determined by the SBU marketing director and are not specified in Dana’s Corporate Identity Standards.
- Organization names must not confuse or cause conflict with Dana Corporation, its legal entities, or any of its brands.

Contact the appropriate SBU marketing director for more information on correct application of organization names.



## Organization Signatures

Organization signatures identify specific regions, SBUs, groups, divisions, subsidiaries, or other Dana entities. An organization signature consists of two graphic elements:

- The Corporate Mark (Traditional Diamond)
- The Organization Name (in exact size and position relationship with the corporate mark)



The organization signature format must be used by all Dana entities in which Dana has at least 50 percent equity, and may not be used by entities affiliated with Dana in which Dana has less than 50 percent equity. If the organization name used in the signature is not the legal entity name then the legal entity name must appear in the address block on the letterhead. Organization signatures should not be used on business cards.

The established size relationship of the two elements reflects equal emphasis of the corporate mark and the organization name. The samples shown on the following pages demonstrate the consistent appearance that must be maintained. The format should never be modified.

Signature copy should be displayed in one line whenever possible, but can be displayed in two lines for extremely long organization names. The organization entity name is typeset in Dana Bold, and the Dana Corporation or legal entity name is typeset in Dana Regular. Some entities within Dana have chosen not to use the term “Division” or “Group” as part of their organization name on printed materials and/or signs. Please check with the SBU Controller for exact information about a specific Dana entity.

The organization name is always typeset in the authorized Dana Bold font (upper case). Organization signatures are used for stationery, print, signs, and other applications that relate to the communication and endorsement of a corporate entity, and not its products. Primary brand logotypes cannot be used in the organization signature format.

Contact Corporate Communications for organization signature artwork request.

### A Word About Typesetting

Proper kerning is to be used at all times when editing the copy portion of any Dana stationery or form element. Kerning is the term used to describe the altering of the spacing between words and letters in a line of type, with the intention of making it more aesthetically pleasing and more readable. Some typefaces, when simply typed, leave something to be desired where letter spacing is concerned and need to be “kerned.” Examples of proper and improper kerning follow:



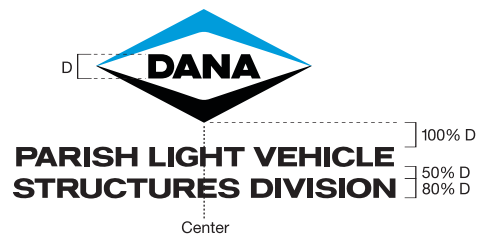
In this example, the poor kerning in the first example looks like HEA VY V EHICLE TECHNOLOGIES (exaggerated to make a point). Rule of thumb: words should “flow”visually and not look broken.

The horizontal format is preferred and should be used whenever possible.

## Organization Signatures / Formatting



The centered format is acceptable and should only be used when the application area width is limited and prohibits proper sizing of a horizontal format.



## Organization Signatures / Examples

### Region

The regional organization signature will build upon the Dana name and the country of operation. All organizations will fall under a broad regional identity, such as: Dana North America, Dana Europe, etc.



### Country

Under a regional identity, specific countries are identified preceded by the corporate mark.



### Primary Brand

Whenever a specific product brand is involved, the corporate mark will be followed by the primary brand plus the country.



## Organization Signatures / Examples (cont.)

### Corporate Entity

The world headquarters signature will be used worldwide to proudly promote our corporate-wide image and capabilities. **Note:** The corporate mark paired with “Dana Corporation” is reserved for use on corporate financial reports such as quarterly reports, stock purchase plans, etc.



**WORLD HEADQUARTERS**



**AUTOMOTIVE SYSTEMS GROUP**



**HEAVY VEHICLE TECHNOLOGIES  
AND SYSTEMS GROUP**

### Strategic Business Unit (SBU)

The group signature will display the name of the group preceded by the corporate mark.

**Specific Facility/Operation  
(for limited usage)**

Specific facility or operation signatures will feature the corporate mark, followed by the division name and a bullet in Dana Bold, followed by the facility or operation name in Dana Regular.

## Organization Signatures / Examples (cont.)



**WIX FILTRATION PRODUCTS • DILLON PLANT**



**SPICER OFF-HIGHWAY AXLE DIVISION • DIVISION OFFICE**

**General Guidelines**

Proper color treatment for the organization signatures follows the same rationale as color usage for the Traditional Dana Diamond.

Pay special attention here to the color of the text following the Diamond.

## Organization Signatures / Color Options



color guidelines for the "A1" version of the Diamond



color guidelines for the "A2" version of the Diamond (preferred)



color guidelines for the "C" version of the Diamond



color guidelines for the "D" version of the Diamond



color guidelines for the "E" version of the Diamond

## Primary Brands

**A Dana Primary Brand** is a leading brand in a foundation business\* category that is not private labeled for customers. “Primary” is synonymous with the term “premium” or “first line”. A primary brand represents quality, leadership, and manufacturing excellence. Primary brand status allows the brand logotype to be used on advertisements, packaging, apparel and promotional items, collateral materials, and trade show (but not building) signage.

**A primary brand must meet all of the following criteria:**

- Dana owns the brand name and/or has sole use of the brand name worldwide.
- Dana manufactures more than 50% of the product line.
- The product is a segment leader (No. 1 or No. 2) in its market.
- It is not a private label or second line.
- There is strong customer awareness based on history and equity studies.
- The product is one of Dana’s foundation products.
- It is a registered trademark that is owned by Dana.
- Primary brand status must be approved by the Policy Committee.

\*A foundation business must have \$500 million in sales to be considered a Dana primary brand.

## Primary Brand Logotypes

A primary brand logotype has a unique look which must be adhered to at all times and appears with the registered trademark symbol (®). The examples shown here and on other pages of this document have been professionally created with precise kerning (letter and word spacing) to achieve optimum readability and consistency. In order to maintain this consistency throughout Dana, it is recommended that you download pre-approved files rather than attempting to re-create them. Please contact Corporate Communications should the need arise for a new primary brand logotype. A primary brand logotype must be approved by the Policy Committee.

### Color Standards

Primary brand logotype color options in order of preference are:

- Black (for use on backgrounds with a tonal value of 20% or less)
- Reversed white from a medium- to dark-colored background (for use on backgrounds with a tonal value of 21% or more)
- Exception: tone-on-tone embroidered merchandise (section 3)

Only a primary category descriptor may be added to a primary brand logotype to create a primary brand product logo (page 23). Do not add any other copy or symbol elements to the primary brand logotype, such as region or country reference(s), product name(s), or model designation(s).

### Size

Minimum size for a primary brand logotype is 5/32 inches tall.

### Stationery and Business Cards

Primary brand logotypes are not to be preprinted on any stationery element, with two exceptions. A news release for the Automotive Aftermarket Group may include a primary brand logotype (section 2). Also, business cards may include primary brand logotypes, product information, graphically, or in text form, on the **back** of the card only (section 2).

### Organization Signatures

Organization signatures and primary brand logotypes are not interchangeable. Do not use an organization signature format to promote a primary brand name or vice versa.

### Association with the Dana Diamond

A primary brand logotype or primary brand product logo are the only two graphic elements that may associate with the Dana Diamond on any advertisement, apparel, promotional item, printed material, or signage. However, the logotype must appear separate from the Dana Diamond. This separation provides a clear brand identity which easily accommodates new products while identifying with Dana. If you believe that your application may be an exception to this, please contact Corporate Communications.

### Approved Primary Brand Logotypes

***SPICER®***

***PERFECT CIRCLE®***

***VICTOR REINZ®***



## Primary Brand Product Logos

Primary Brand Product Logos identify a particular product category within a primary brand.

A primary brand product logo consists of three elements; the primary brand logotype, the primary brand color bar, and the primary category descriptor. To qualify as a primary brand product logo, all three elements must be present and should never be modified in relationship to each other. The primary brand product logo may only be re-sized as a unit. A primary brand product logo must always appear with the registered trademark symbol (®). Do not add any other copy or symbol elements to the primary brand product logo, such as region or country reference(s), product name(s), or model designation(s).

The examples shown here and on other pages of this document have been professionally created with precise positioning of graphic elements and kerning (letter and word spacing) to achieve optimum readability and consistency. In order to maintain this consistency throughout Dana, you may download pre-approved files. Re-creation of a primary brand product logo is forbidden. Please contact Corporate Communications should the need arise for a primary brand product logo not shown here. Each new primary brand product logo must be approved by the Policy Committee.

### Stationery and Business Cards

Primary brand product logos are not to be preprinted on any stationery element. However, business cards may include primary brand product logos, product information, graphically, or in text form, on the **back** of the card only.

### Competing with the Dana Diamond

A primary brand product logo or primary brand logotype are the only two graphic elements that may compete with the Dana Diamond on any advertisement, apparel, promotional item, printed material, or signage. However, the logotype must appear separate from the Dana Diamond. This separation provides a clear brand identity which easily accommodates new products while identifying with Dana.

## Approved Primary Brand Product Logo Examples\*



### Size

Minimum size for a primary brand product logo, top to bottom (measured on an angle) is 5/16 inches tall.

### Color Standards

Primary brand product logo color options in order of preference are:

- Full color\*\*, as shown above
- All black (for use on backgrounds with a tonal value of 20% or less)
- All white on a medium- to dark-colored background (for use on backgrounds with a tonal value of 21% or more)
- Exception: tone-on-tone embroidered merchandise (section 3)

\*Note: The Primary Brand Product Logo is always positioned at a 14 degree angle.  
\*\* See page 13 for Primary Brand color specifications.

## Non-Primary Brands

A non-primary brand refers to any brand, product name, or model designation that is not a primary brand or is not directly linked to a primary brand. The non-primary brand may NOT be graphically associated with the Dana Diamond, however it may use any of the following terminology as text in advertisements or packaging:

- Dana Corporation
- A product manufactured by Dana Corporation
- Product distributed by Dana Corporation

Use of the term “Dana Corporation” for non-primary brands (as shown above) must be approved by the Policy Committee. Dana non-primary brands, product names, or model designations may not be combined with the Dana Diamond to create a look similar to the organization signature or to any primary brand product logo.

## Co-Branding/Partnerships/Joint-Ventures

Dana often forms alliances with other companies to work on various programs. Some of these programs result in the Dana name, Dana Diamond, and other Dana trademarks appearing with the names and trademarks of other companies on a variety of promotional materials and even product packaging. In every case, it is important that Dana's name and/or trademarks maintain their own identity and distinctiveness. To maintain this distinctiveness, a specified clear space area (see page 11) must surround Dana trademarks, especially the Dana Diamond. It must be clear that Dana and the other company are separate entities and that the respective trademarks are not co-owned.

These programs typically are governed by detailed written program agreements. The program agreement must be consistent with these guidelines and should specify how the names and trademarks are to be used. Strict compliance with the both program agreement and these guidelines is required.

## Corporate Themeline

The corporate themeline, *People Finding A Better Way*<sup>®</sup>, is optional for use in select applications throughout the Dana Identity system.

The following guidelines and examples will assist you in the proper use of the themeline.

When used in text format, the term *People Finding A Better Way*<sup>®</sup> must appear with the ® symbol and should be CAPITALIZED completely, or at the very least, italicized.

The themeline should always appear in English. **Translation is not permitted.** Special attention must be given to situations where the themeline is used in combination with the corporate mark.

Download corporate themeline artwork at <http://identity.dana.com>

### Usage Guidelines

The themeline is used on letterheads (but not other stationery components). Use the themeline as often as possible on communications materials such as advertising, apparel and promotional merchandise, newsletters, web sites, signs, posters, banners, and packaging (but not on products).

- Do not use the themeline on business cards or other applications where space is limited.
- The themeline is custom artwork and not a font. It must never be translated or re-created and must be placed or inserted in its original artwork format.
- The themeline is a registered trademark. The “®” symbol is part of the artwork, and must not be eliminated.
- Use the themeline near photos of Dana people.

### Size

Minimum size for the corporate themeline is 17/8 inches wide.

### Color Standards

Themeline color options:

- Black (for use on backgrounds with a tonal value of 20% or less)
- 40% screen of black (for print applications, reproduce at a minimum line screen of 150 lpi)
- Reversed white from a medium- to dark-colored background (for use on backgrounds with a tonal value of 21% or more)

### Themeline / Corporate Mark Relationship

The themeline must always appear with the corporate mark. This does not mean that they must always appear in the horizontal or vertical formats shown here, but that the corporate mark must be included somewhere on the same page, spread, or panel. When using the themeline in close proximity to the logo, follow the guidelines below. When the two elements are separated on the page, spread, or panel, the size relationships can be more flexible. If uncertain about the themeline/corporate mark size relationship for your particular application, you are encouraged to contact Corporate Communications for guidance.



*People Finding A Better Way*<sup>®</sup>

*People Finding A Better Way*<sup>®</sup>

*People Finding A Better Way*<sup>®</sup>

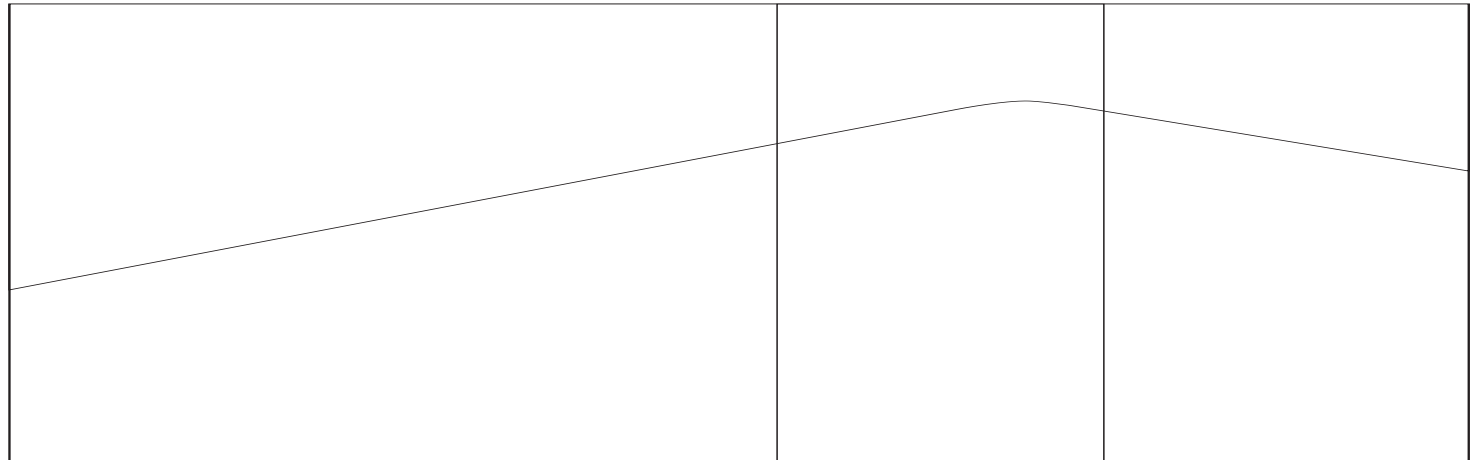
## Dana Apex

### Proper Use of the Dana Apex

Within the new “look and feel” for print and electronic communications, the Dana Apex becomes an important design element that complements the corporate mark. The Dana Apex is a design element that creates a recognizable visual break between two sections of a communications piece. In fact, proper placement of the apex (usually right of center) is largely determined by the placement of the Diamond (almost always right of center).

#### Apex Horizontal

#### Apex Vertical



## Apex Usage / Advertisements

### Special Circumstances

Billboards, other signage, and two-page spreads almost always involve a horizontal, rather than vertical, orientation. Modifications of the guidelines depicted below – e.g., on the billboard example, the highest point of the apex falls left of center, as opposed to right of center – should still achieve a look that honors the design interface between the apex and the Diamond.

Note that only Dana Corporate Communications oversees the production of billboard advertising. In addition, any other “special circumstances” must be defined, reviewed, and approved by Corporate Communications to maintain consistency of the Dana “look and feel.”

### Print Ads

In general, the advertising templates shown in the identity web site reflect the ideal positioning for both the Diamond and the apex.

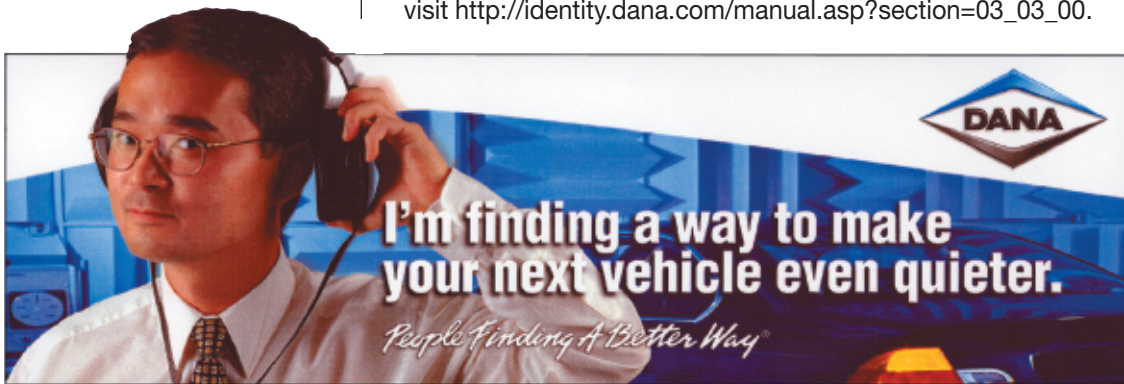
These guidelines should be followed:

- Position the Diamond in the upper right corner of the page.
- Always position the apex below the Diamond; never place it above or parallel to the corporate mark.
- Vertically align the highest point of the apex with the left point of the Diamond.
- Position the highest point of the apex so that it favors the right side of the page.
- Position the apex so that its declining side falls under the Diamond.
- Follow the recommended copy depth in relation to the apex; there should be a clear space of 1/4 inch between the last line of body copy and the highest point of the apex.
- Do not exceed the maximum allowable copy depth in relation to the highest point of the apex. If, due to space constraints, the last line of body copy must be aligned with the highest point of the apex, the final word of copy should still fall to the left of the apex.

For additional identity information, as it relates to print advertising, visit [http://identity.dana.com/manual.asp?section=03\\_03\\_00](http://identity.dana.com/manual.asp?section=03_03_00).



Primary Brand Ad



Billboard

## Apex Usage / Collateral Materials

The Dana Diamond is used in all corporate literature. When the Diamond is used in collateral pieces, which include brochures and product sell sheets, the apex should also be featured. For collateral, follow these guidelines when positioning the apex:

- Position the start of the apex's upward slope above the body copy at a distance of half the recommended height of the Diamond.
- Position the apex so that:
  - its highest point falls directly under the left point of the Diamond.
  - there is a clear space under the Diamond equal to the recommended height of the Diamond.
  - there is a clear space above the body copy equal to twice the recommended height of the Diamond.

For additional identity information, as it relates to collateral materials, visit [http://identity.dana.com/manual.asp?section=03\\_05\\_00](http://identity.dana.com/manual.asp?section=03_05_00).



Brochure



Product Sheet

## Apex Usage / Electronic Media

### Web Communications

Unlike print communications, where page sizes are fixed, the size at which web pages are viewed cannot be regulated. Additionally, whatever is created as a web page must also be effective when printed as a hard-copy version.

This lack of control, resulting in potential discrepancies between web and print versions, creates the need for a set of “positioning” principles that:

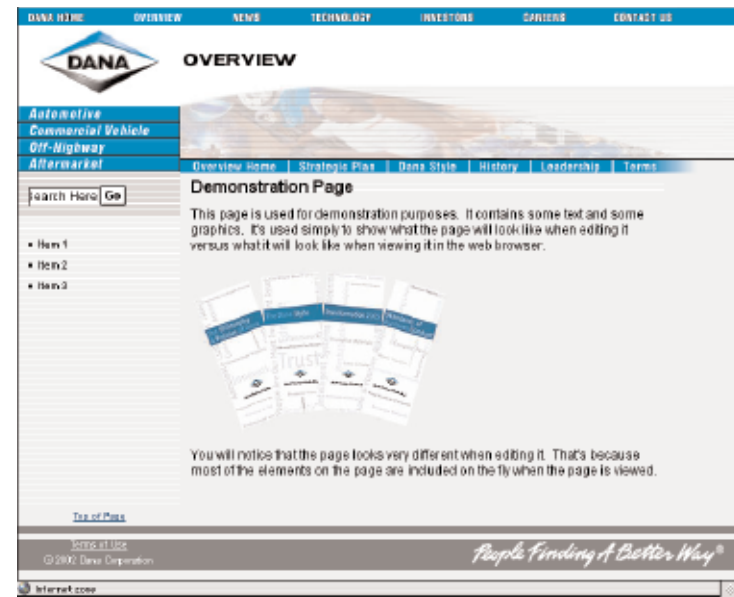
- Take into account the different settings for a web user’s screen and printer settings.
- Maximize the visibility of Dana’s key corporate identifier – the Diamond.
- Maintain the integrity of the Diamond-apex spatial relationship regardless of uncontrollable factors such as a user’s selected screen resolution, print settings, and web browser windows.
- Allow a given web page to fit left to right when printed on 8 1/2" x 11" paper using standard “portrait” setting.

In accordance with these principles, the best position for the Dana Diamond is in the upper left corner of the web page. Web pages are “anchored” in the upper left corner of a browser window regardless of screen resolution or window size.

The following guidelines are recommended when building web pages that include the Dana Diamond and Apex:

- Correct placement of the Diamond
  - Upper left corner of each web page.
  - Never positioned in right corner due to the possibility that it will get cut off.
- Correct placement of the apex
  - Left of center for standard 800 X 600 pixel web pages.
  - Centered for pages printed from web site.
  - Never positioned at right of center due to the possibility that right-side images will get cut off.

For additional identity information, as it relates to both internet and intranet, or to request a template CD, visit [http://identity.dana.com/manual.asp?section=04\\_00\\_00](http://identity.dana.com/manual.asp?section=04_00_00).





## Apex Usage / Electronic Media (cont.)

### PowerPoint® Presentations

PowerPoint® pages may feature the apex as a design element. When positioning the apex in a presentation, the highest point of the apex should favor the right side of the page. Presentations should be designed with the Dana Diamond placed in the lower right corner of the page, not in the upper right corner. Note that this placement is a deviation from the placement used in ads and collateral.

#### Follow these guidelines for PowerPoint® presentations:

- Position the Diamond in the lower right corner of the page.(exception: cover page)
- Position the highest point of the apex so that it favors the right side of the page.
- Use the dimensional Diamond for on-screen representations.
- Use the traditional Diamond for printed pages. Downloadable PowerPoint® templates are available at:  
[http://identity.dana.com/manual.asp?section=04\\_05\\_01](http://identity.dana.com/manual.asp?section=04_05_01)

## Trademarks

### Trademark Guidelines

1. Give notice of each trademark's status (®, ™, or ℠) upon first or primary reference in each advertisement or document.

2. Visually distinguish our trademarks through the appropriate display of logotypes and organization signatures in copy text form, using capitalization, bold, or italics, as shown in these standards.

3. In text, use trademark names as adjectives followed by the generic names (nouns) of the associated product, for example, Spicer® products. Trademark names are never to be used in the possessive or plural forms when referring to products. For instance, it is incorrect to use "Spicer's products" or "Spicers products."

4. Whenever possible, applications using Dana trademarks should include a trademark notice. For example, Spicer® is a registered trademark of Dana Corporation. This copy can be placed anywhere on the application, preferably in the closing, and in no smaller than 6-point type. On copyrighted material, this text should follow the copyright notice.

### Give similar consideration to the trademarks of other companies:

Jeep® is a registered trademark of Daimler Chrysler AG

Teflon® is a registered trademark of E. I. duPont de Nemours & Co.

A trademark is a name, symbol, or other device used to identify or distinguish a company and/or its products and services from those of others. Properly used, a trademark can become and remain the exclusive property of the user, which cannot be used by others in a manner that will cause confusion.

Improper use will damage a trademark by diluting its recognition and capacity to be legally protected. Improper use can also open the door to competitors to benefit from or degrade the equity of a well-established product or service name. Dana trademarks must be properly used to remain our exclusive property.

### Advertising and Promotional Materials

In order to present a consistent image of Dana products, we have established the following guidelines for the use of Dana trademarks in advertising and promotional materials:

- Dana trademarks may not be combined or used in close association with trademarks belonging to others.
- Dana trademarks may be used only in the exact form used by Dana on products. Different type styles, for example, are not permitted.
- Dana trademarks may be used only in conjunction with the sale of genuine Dana products. Substitute products from other manufacturers may never be advertised in connection with Dana trademarks.
- Dana trademarks used in advertisements and promotional materials must be those actually used by Dana on the specific products covered in the advertisement or literature. For example, products purchased from Dana without the Dana Diamond must not be advertised with the Dana Diamond.
- Dana trademarks may never be used in a way which could mislead the public to believe that the user is part of Dana Corporation.

### Trademark Law

In the U.S., the mere use of a trademark establishes a company's trademark rights, which are customarily registered with the federal government. Before a name, symbol, or other device becomes registered with the United States government, the ™ (trademark) or ℠ (service mark) symbol may be used. Once it is registered, the ® symbol should be used. Trademarks must be used consistently and continuously to maintain maximum protection in most countries. In most countries, registration of a trademark lasts 10 years and may be renewed for subsequent 10-year periods as long as the trademark is used with the products for which it was registered.

Whether the trademark is a word or a logo or merely in text form, if it is registered, it should be identified with the ® symbol in order to maintain maximum protection. Throughout these Corporate Identity Standards, the ® symbol will be specified where it is required. Consistent use of these standards is critical to the protection of our legal rights and to maximizing the value of our assets.

Please contact the Intellectual Property Department at 419-535-4190 for Trademark information pertaining to Dana. Dana people can access the Intellectual Property web site at <http://danavision.dana.com/danalaw/trademarks/trademarks.page%20one.htm>. Additional Trademark information is available from the International Trademark Association at 212-768-9887 or [www.inta.org](http://www.inta.org).

## Copyrights

Copyright law protects original works such as advertising and brochures from being copied. It protects the specific form of the message, but not the message itself. Text, design, dialogue, photography, and other actual expressions used in the promotional format can be protected by a copyright.

For maximum protection of all Dana materials, we should include proper copyright notice on all external advertising, promotional, web, presentations and print collateral materials. It is very simple and inexpensive to include a copyright notice in any appropriate application.

To indicate copyright in print material, use a © symbol, year of publication, and name of the entity.

**For example:**

© 2004 Dana Corporation

This line, like the trademark notice, can be placed anywhere on the application. Preferably it should be placed in the closing, no smaller than 6-point type.

Any questions regarding trademark or copyright application criteria or guidelines should be directed to the Intellectual Property Department.

## Dana Communications Style Guide

The Dana Communications Style Guide provides basic standards of word usage, grammar, and punctuation, as well as to establish Dana-specific communication standards. This resource is available to Dana people and may be accessed via the company's intranet at <http://danavision.dana.com/communications/identitystyle>. Public access is not available via the internet. For more information contact Todd Romain ([todd.romain@dana.com](mailto:todd.romain@dana.com)).

## Glossary of Terms

### **BMP** (Bitmapped)

A computerized image made up of dots or pixels. While satisfactory for pixel-based screen displays, bitmap images give a jagged appearance on paper or film. For high-quality print output, bitmap images must be translated to raster images.

### **Chevrons**

The top and bottom shapes of the Dana Diamond. Should not be modified or recreated. Dictionary: a figure, pattern, or object having the shape of a V or an inverted V.

### **Clear Space**

Open area around the Dana Diamond. The minimum distance surrounding the Diamond which must remain clear of other imagery.

### **CMYK Image**

A four-channel image containing (C)yan, (M)agenta, (Y)ellow, and blac(K) channels. Generally used to print a 4-color separation (used in full-color printing).

### **Color Correction**

The editing of the pixel colors in an image, including adjusting brightness, contrast, mid-level grays, hue, and saturation to achieve optimum printed results.

### **Color Proof**

Typically the last visual representation seen before printing a document. Used for checking color accuracy and other graphic elements. Should be thoroughly reviewed.

### **Color Separation**

The process of making individual pieces of film output for each printing color.

### **Continuous-tone Image**

A grayscale (black and white) image containing gradient tones ranging from black to white. This image does not contain dots as found in a halftone.

### **Copyright**

The right to prevent copying of an original work.

### **Corporate Colors**

“Dana Blue” and “Black”. Each color plays an important role in the company’s Corporate Identity Standards.

### **Corporate Mark** (logo)

Cornerstone of the Dana identity system and an integral element of all organizational signatures. The corporate mark, also referred to as the Dana Diamond, consists of the Dana logotype and top and bottom chevrons.

### **DCS** (Desktop Color Separation)

A file format that creates four-color separations.

### **DPI** (Dots per Inch)

A measure of image resolution pertaining primarily (but not exclusively) to photographs. The more dots per inch, the more digital information. The more digital information, the larger the image may be reproduced OR the finer the line screen that may be used OR both. Measured in kilobytes and megabytes.

### **Dana Blue**

Internal name representing the corporate color. It does not have a formula as it can be achieved by using one of two approved formulas.

### **Dana Bold**

One of three Dana fonts used for the organization name in organization signatures. It is also used for personal names and organization names on stationery and forms. Dana Bold supports only capital letters.

## Glossary of Terms (cont.)

### **Dana Bold Italic**

One of three Dana fonts used exclusively for the text portion of Primary Brand Product Logotypes.

### **Dana Font Family**

Also referred to as Dana fonts. There are three fonts which belong to this family: Dana Bold, Dana Regular, and Dana Bold Italic.

### **Dana Logotype**

The word “Dana” within the chevrons of the corporate mark. This logotype should not be modified, replaced, or altered in any way.

### **Dana Regular**

One of three Dana typestyles used for titles, legal organization names, and address information for stationery and forms. Titles and addresses are upper- and lowercase; legal names are uppercase. Dana Regular supports both upper- and lowercase letters.

### **Diamond Border**

The border is the white line surrounding the Dana Diamond on the full-color “A1” version of the corporate mark. It should not be modified or recreated.

### **EPS (Encapsulated PostScript)**

Pronounced as separate letters, EPS is the graphics file format used by the PostScript language. EPS files can be either binary or ASCII. The term EPS usually implies that the file contains a bitmapped representation of the graphics for display purposes. In contrast, PostScript files (without encapsulation) include only the PostScript commands for printing the graphic. EPS files can be imported into most desktop publishing software.

### **Flush Left, Rag Right**

A typographic specification indicating that copy will appear aligned on the left margin and will break naturally on the right, giving a ragged appearance to the right margin.

### **Font**

The style of type used. Dana uses the Dana Font Family and these supporting fonts: Arial, Arial Narrow, and Times New Roman.

### **Four-color process printing**

The basic method of recreating a broad spectrum of colors on a printing press. For more, see definition for color separation.

### **Full Justification**

A typographic specification indicating that text will appear aligned to the left and right margins, giving an even appearance.

### **GIF (CompuServe Graphics Interchange Format)**

For web. GIF files are relatively small and adequate for line art: e.g., simple logos, etc.

### **Grayscale Image**

An image consisting of up to 256 levels of gray, simulating a continuous-tone image.

### **Halftone**

The reproduction of a continuous-tone grayscale image made by using a screen that breaks the image into dots of various sizes.

### **Highlight**

The lightest part of an image (grayscale or CMYK), represented by the smallest dots or the absence of dots.

### **Hue**

The main attribute of a color that distinguishes it from other colors.

### **Identity**

The Dana image, its characteristics and uniqueness. How we present ourselves to all audiences.

## Glossary of Terms (cont.)

### **Image Resolution**

The amount of data stored in an image file, measured in pixels per inch (ppi).

### **Interpolation**

A technique for increasing the size of a graphic file by creating pixels mathematically.

### **JPEG** (Joint Photographic Experts Group)

JPEG is a compressed format designed to create files of various sizes with minimal (but some) loss of quality. JPEGs are superior to GIFs for photos or graphics that contain gradients and/or color blends. JPEGs are geared for on-screen viewing and are not recommended for use in generating films or plates for offset printing.

### **LPI** (Lines Per Inch)

A measure of screen frequency in halftone or CMYK images. The more lines per inch, the smoother the appearance. If lpi increases, there must be enough digital information (measured in dpi) to support the increase.

### **Logotype**

The insignia or specific graphic rendering of a word or words, e.g., the logotype DANA within the Dana Diamond. It cannot be set in standard typefaces. The Dana logotype is always joined with the chevrons in the approved configuration.

### **Luminance Lightness**

The highest of the individual RGB values plus the lowest of the individual RGB values, divided by two; a component of a Hue-Saturation-Lightness image.

### **Midtone**

Tonal value of dot, located approximately halfway between the highlight value and the shadow value in a grayscale or CMYK image.

### **Minimum and maximum sizes**

The traditional Dana logo minimum size is 3/4" wide (excluding white border, if present) and the three-dimensional Dana logo minimum size is 1" wide. There are no maximum size restrictions.

### **Moiré Pattern (mor-ā)**

An undesirable pattern in color printing, resulting from incorrect screen angles of overprinting halftones. Moiré patterns can be minimized with the use of proper screen angles. It is typically the responsibility of printers or service providers to create proper screen angles.

### **Organization Signature**

Identifies a Dana entity. The two elements which make up the signature include the corporate mark and the organization name. More about Organization Signatures

### **Pantone®**

A universal color monitoring system used to accurately designate specific colors in printing. Also referred to as PMS® (Pantone Matching System) colors.

### **Pantone® Process Blue**

The name of a spot ink color used to represent "Dana Blue" in certain printing applications. **Differs from Process Cyan, and is not interchangeable.**

### **Pixel**

A single dot on a computer display or in a digital image.

### **PICT File Format**

A standard file format for exchanging graphics or image information developed by Apple Computer. Capable of holding both object-oriented and bitmapped images. It is supported by all graphics programs that run on Macintosh computers.

## Glossary of Terms (cont.)

**PPI (Pixels Per Inch)**

In computer graphics, the measurement of the resolution of an electronic image. The more pixels per inch, the more digital information is contained in the image.

**PostScript**

Type fonts, invented by Adobe Systems, that look great on high-resolution printers. The fonts come in two parts: one part is the screen font used for display. The screen font references a second file called the printer font which mathematically describes the font when printed to a PostScript® printer. For professional results, use PostScript® Type 1 fonts.

**Primary Brand**

A Dana brand approved by the Policy Committee which meets the criteria for a brand to be primary.

**Primary Brand Criteria**

Policy-Committee-approved criteria for a brand to be primary.

**Primary Brand Logotype**

Artwork provided by Corporate Communications, and approved by the Policy Committee, for use as identification for primary brands.

**Primary Brand Product Logotype**

Artwork provided by Corporate Communications, and approved by the Policy Committee, for use as product identification for primary brand marketing applications.

**Printer Resolution**

The amount of detail a printer or imagesetter will reproduce, measured in lines per inch (lpi).

**Process Color**

The four color pigments; (C)yan, (M)agenta, (Y)ellow, and Blac(K) used in full-color printing.

**Raster**

Raster images are resolution dependent (the opposite of vector graphics). Because they contain built-in resolution, raster images tend to have much larger file sizes than vector-based bitmaps. Anything saved out of Photoshop, or similar photo editing programs, falls into this category.

**Resample**

To change the resolution of an image. Resampling down discards pixel information in an image; resampling up adds pixel information through interpolation. Resampling up is not recommended, as the computer program can only guess at what pixels to add to an image. It is always better to discard digital information than to add it.

**Resolution**

The number of dots per inch (dpi) in an image or the number of lines per inch (lpi) used by an output device. The higher the resolution, the smoother the appearance of text or graphics.

**RGB (Red, Green, Blue)**

The basic additive color model used for color display, as on a computer or video monitor.

**SBU (Strategic Business Unit)**

Internal term for a portion of Dana's organization structure.

**Saturation**

One of the three attributes of color, the other two being hue and brightness. Saturation is the intensity of a hue at a given lightness. The closer a color is to neutral gray or white, the less saturated the color. The farther away it is, the more saturated it is. Thus, bright red is a saturated color and pink is a less saturated color.

**Screen Angle**

The angle at which halftone dots are placed to avoid creating a moiré pattern when several screens overlap.



## Glossary of Terms (cont.)

### **Screen Frequency**

The density of dots on a halftone or CMYK screen, commonly measured in lines per inch (lpi). Also known as screen ruling.

### **Shadow**

The darkest part of an image, represented in a halftone or CMYK screen by the largest dots.

### **Subsidiary**

Organizations affiliated with Dana in which Dana has 50% equity.

### **Themeline**

The themeline “People Finding A Better Way®” is a registered trademark of Dana Corporation and a key communication element in advertising and sales promotion materials.

### **Thumbnails**

Miniature pictures, resembling slides, that represent larger images.

### **TIFF (Tag Image File Format)**

A neutral format used for exchanging bitmapped images (usually scans) between applications.

### **Trademark**

A name, symbol, or other device used to identify or distinguish a company and/or its products and services from those of others. Properly used, a trademark can become and remain the property of the user and cannot be used by others in a manner that will cause confusion.

### **TrueType® Font**

A format that was developed by Apple Computer and the Microsoft Corporation to replace bitmap fonts. Now they are native Windows and Mac system font format. TrueType fonts have their place. They are great for designs that will appear on screen, like web work and database applications. They are also good for cross-platform consistency. Unfortunately, they suffer in quality and consistency when printing to a high resolution output device.

### **Typography**

The method of displaying text. It covers arrangement and appearance of printed matter, such as font styles, sizes, and colors.

### **Typography Family**

The correct use of the Dana fonts; Dana Bold, Dana Regular, and Dana Bold Italic, as well as the Arial and Times New Roman families.

### **Vector**

A vector (or object-oriented) graphic stores the image as mathematical formulas; images are displayed by calculating the coordinates of the end points and then drawing lines between them. Vector graphics are resolution independent and can be output to the highest quality at any scale (size). Because they contain no built-in resolution, vector graphics tend to have much smaller file sizes than raster-based bitmaps. Anything saved out of Adobe Illustrator®, Macromedia Freehand®, CorelDraw® or similar drawing programs falls into this category.

### **Watermark**

The corporate mark chemically etched or “woven” into the stationery paper stock instead of the paper mill brand imprint. It adds a nice touch to Dana corporate stationery. More about Watermarks in Support section of the Corporate Identity Standards (section two).