



BRAND & VISUAL IDENTITY GUIDELINES



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Introduction

Parker is driven by thousands of diverse team members from around the world. By leveraging the power of the Parker brand, we speak with one voice to deliver a consistent message in all of our communications. To achieve this, it’s important to understand each element of our brand identity and how to use it.

This manual provides an overview with specific examples of the proper and consistent use of our corporate identity. More specific guides around each element of our brand can be found online. Go to www.parkerid.com to view and download comprehensive Parker brand identity principles, creative assets, templates and guidelines.

These guidelines must be followed whenever our brand identity elements are used to continually maintain the integrity of our brand.

Why Our Brand Standards Matter

Our brand is how we present ourselves to the world; it creates a sense of belonging and ensures we stand out in a crowded marketplace across every platform — collateral materials, our website, video, social. Everything.

As a Parker team member, when you uphold our brand standards, you help set us apart from our competitors by:

- Reinforcing and strengthening Parker as a global leader and as the owner of all its brands and products.
- Ensuring customers identify with Parker and understand who we are and what we offer, making it easier for them to choose us in their decision-making process.
- Building brand equity and trust with customers globally.



How We Say What We Say

Our voice should always be consistent in every aspect of our communications — advertising, email, website, public relations or social media.

We should always think about our brand voice from our customers' points of view. They depend on us for our knowledge and expertise as they navigate their engineering challenges.

Our tone of voice is **helpful**, **smart** and **human**. There's a sense of partnership and experience without arrogance. As such, we're the experts who give engineers the confidence to create.

Our style is relatable and engaging.

We don't speak in impersonal pronouns such as "anybody" or "one." We refer to ourselves in the first person and present ourselves as a highly capable partner enabling the breakthroughs that make the world a better place.

Our voice. Our tone.

We use storytelling to bring experiences to life. The experience of engaging with our company, our products, our thinking. Our stories should be authentic and inspirational and excite people about the possibilities that could unfold when they partner with us. We want our audience to see themselves as our next success story.

We believe in active language.

We speak in a confident yet human style. We don't ever talk down. We talk to and with. We use active sentences whenever possible, highlighting what we've done, and what we can do, for all of our stakeholders.

The Power Behind our Logo

We've spent decades building our brand to ensure that when people see the Parker logo, they feel trust, confidence, stability and leadership.

Our logo is available in two formats. The primary logo is always preferred and should be used whenever reproduction methods allow. The secondary format should only be used when placed on a dark background.



PRIMARY LOGO

PRIMARY LOGO SHOWN ON COLOR BACKGROUND



SECONDARY LOGO SHOWN ON DARK BACKGROUND

Clear Space

The Parker logo should be clear of competing text, images and graphics. The logo should not fall within any trims, edges, or folds. The area of isolation on all sides should never be less than half the height of the Parker logo. Whenever possible leave more space than the minimum permitted.



Minimum Size

For legibility, do not use the Parker logo smaller than the minimum size. In these cases, use the word Parker in text only.



.5" / 12.7 MM / 24 PX
MINIMUM

The Art Behind Our Tagline

Our tagline "Engineering Your Success" speaks to how we innovate by listening to our customers and meeting their toughest challenges. It supports Parker's Vision and Purpose in that Parker's priority is the success of our customers.

The tagline is a piece of custom artwork and should never be recreated. The area of isolation on all sides must be at least the height of the tagline. And, the tagline must always appear in English.

GRAY & BLACK (PREFERRED PRIMARY TAGLINE)

ENGINEERING YOUR SUCCESS.

WHITE & BLACK

ENGINEERING YOUR SUCCESS.

WHITE & GOLD

ENGINEERING YOUR SUCCESS.

Communicating with Color

The Parker color palette plays an integral role in visually identifying and distinguishing the Parker brand.

Our primary color palette consists of three colors: **Parker Gold**, **Charcoal** and **Purpose Blue**. Use these colors as the foundation for all Parker branded applications.

Color tints

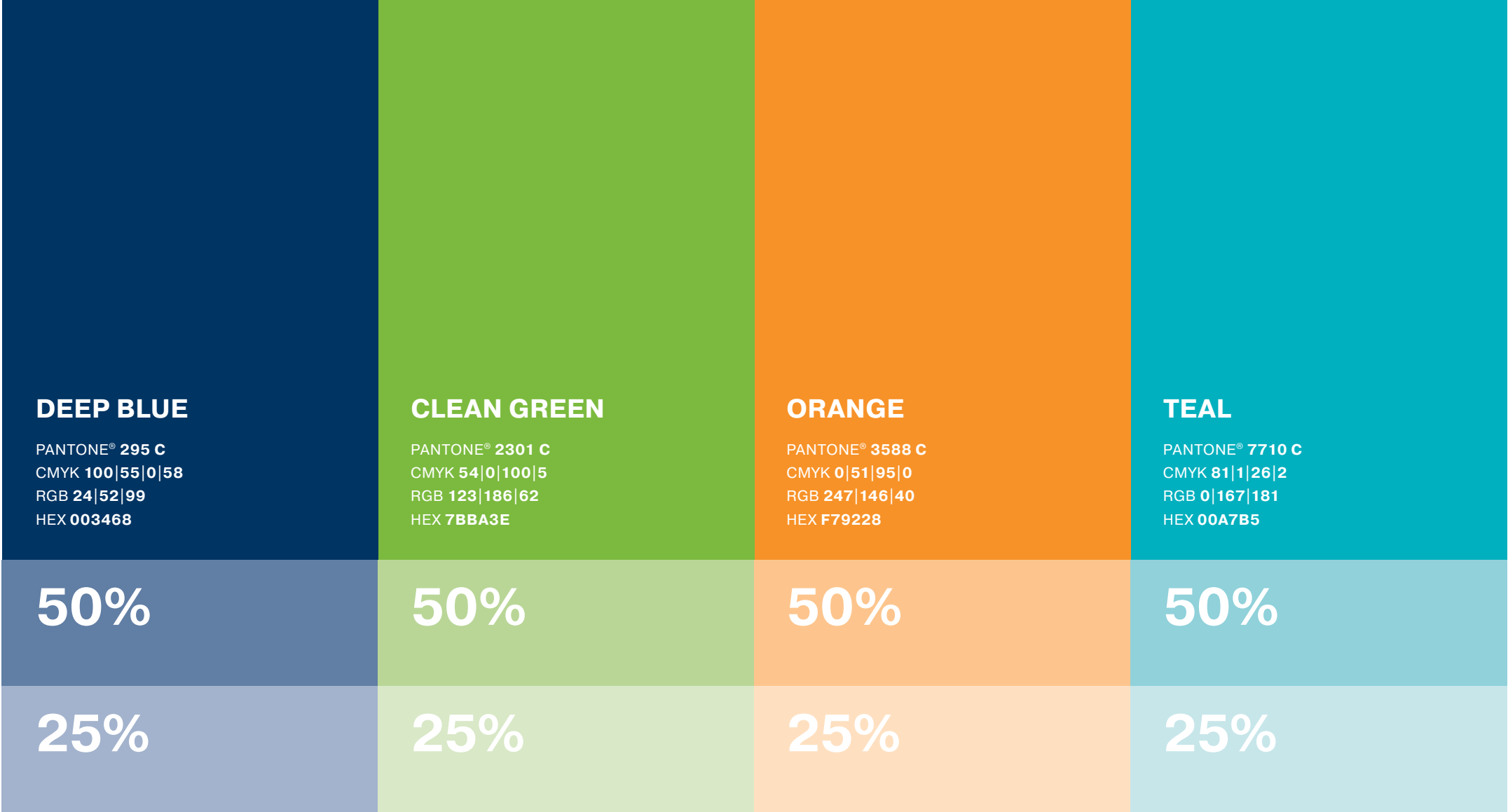
Colors can be tinted for ancillary applications such as charts and graphs and are limited to only two tints, 50% and 25%. This ensures that the tints work well with other Parker colors and will have a consistency across different applications.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

PARKER GOLD	CHARCOAL	PURPOSE BLUE
PANTONE® 1235 C CMYK 0 30 100 0 RGB 253 189 19 HEX FDB913	PANTONE® 432 C CMYK 65 43 26 78 RGB 21 43 57 HEX 1C2B39	PANTONE® 3005 C CMYK 100 30 0 6 RGB 0 130 196 HEX 0082C4
50%	50%	50%
25%	25%	25%

Supporting Colors

The secondary color palette includes **Deep Blue**, **Clean Green**, **Orange** and **Teal**. These colors may be used in conjunction with the primary palette to complement photography and other graphic elements.



Designing with Type

Parker's licensed fonts are Pragmatica and DIN 2014. These are the only fonts that can be used in branded applications. No styling should be applied to the fonts such as drop shadows, stretching or italicizing.

Exceptions are made for Microsoft® documents, such as Word and PowerPoint, and web applications. In these two instances, the default typefaces are Arial and Roboto, respectively.

Aa

Pragmatica Bold

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$£%^&*()

PRIMARY TYPEFACE
FOR HEADLINES, TITLES AND
AND IMPORTANT ITEMS

Aa

Pragmatica Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$£%^&*()

PRIMARY TYPEFACE
FOR SUBHEADS

Aa

DIN 2014 Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$£%^&*()

SECONDARY TYPEFACE
FOR BODY COPY AND
SUPPORTING TEXT

Typography Principles

For a strong and consistent brand presence across all of Parker’s marketing materials, see suggested uses below.

Headlines

Uppercase Pragmatica Bold.

Subheads

Upper and lowercase Pragmatica Medium.

Body Copy

Upper and lowercase DIN 2014 Regular.

HEADLINE

PRAGMATICA BOLD, UPPERCASE
LEADING THE SAME AS POINT SIZE
OPTICAL KERNING

SUBHEAD

PRAGMATICA MEDIUM
LEADING THE SAME AS POINT SIZE
OPTICAL KERNING

BODY COPY

DIN 2014 REGULAR
LEADING 125% OF POINT SIZE
OPTICAL KERNING

PARKER’S CARBON COMMITMENT

Our Path to Carbon Neutral

Parker has made great progress on our sustainability journey, and we know we need to do more. We’ve made a commitment to achieve carbon neutral operations and established a series of emissions targets.

This commitment to reducing our carbon emissions is another step we are taking to create a sustainable future.

Using Pictures to Tell Our Story

Obviously, words matter. But combined with the right imagery, we can build a powerful emotional connection with our brand. Ask yourself when you're seeking the right image, is this image capturing my story?

Visit parkerid.com to access Parker's Getty Media Manager and Premium Access account.

Note: When using original photographs or video of individuals in your promotional materials and media, it is imperative to have a signed release/consent form from the subject(s) before the material is made public. Release forms are available for download on parkerid.com.



Selecting Dynamic Images

As you're thinking about imagery, ensure it's more than decorative and that it's truly adding value to the story you're trying to tell. The imagery you use should be compelling and dynamic in composition. Some basics to keep in mind:

- Always use professional, color, high-quality images.
- Avoid complicated or highly conceptual images.
- Do not apply any effects such as montages and gradients.
- Do not use illustrations or illustrative effects.
- Avoid using images with dated equipment, people and products.
- Do not use images that show other company's logos.
- Use the highest resolution available. In print, use images that are at least 300 dpi at size.



Showcasing Products

To best showcase products, use crisp images that highlight Parker's craftsmanship and attention to engineering detail.

- Products must be photographed on a white background.
- To ground the images, products must have a natural shadow.
- There may be cases where you will need to use a technical illustration to render engineering details. You may use a high-quality, photo-like illustration only in these instances.
- Use the highest resolution available. In print, use images that are at least 300 dpi at size.



The Human Element

We are all the face of Parker and every image we choose reflects our people, our culture, and our brand. Our diversity, teamwork and expertise help to tell our story.

- Capture real moments in authentic environments.
- Avoid images of people with outdated attire.
- Do not use images that show other company's logos.
- When appropriate, consider using original photographs of Parker team members.
- Use the highest resolution available. In print, use images that are at least 300 dpi at size.

Visit parkerid.com to download original team member photos from Parker's Getty Media Manager.

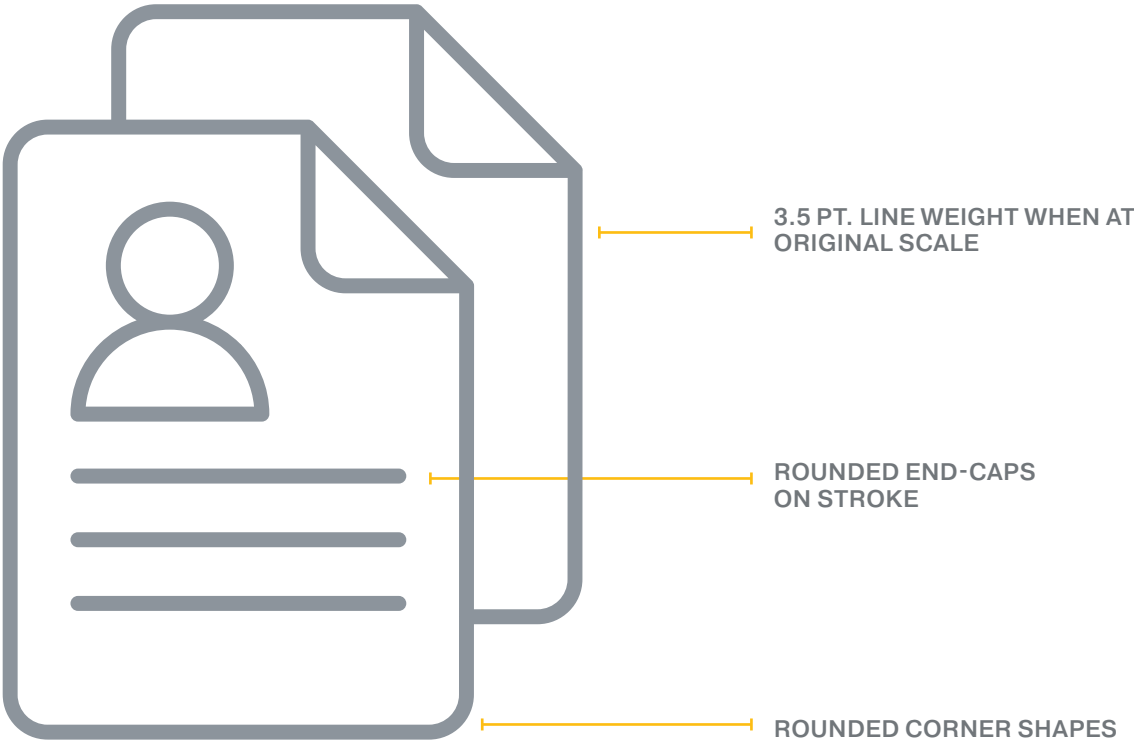


Communicating Quickly with Icons

Iconography can be a simple and effective way to visually depict an application, directions, or an idea. Use our library of approved icons to quickly relay messages in your applications. The icon color is a 50% screen of Parker Charcoal but can also be white or Parker Gold when used on dark backgrounds.

Any icons not in the approved library must be created at the same scale as the original set to ensure line-weight consistency and rounded end caps. Simple is always better.

ANATOMY OF AN ICON



SAMPLE ICONS



COLOR OPTIONS



Our Advertising Campaign

Just like other consumers, engineers have an affinity for brands they feel connected to, understand them, and share their voice and values. Parker's advertising campaign helps tell the story of how we're Enabling Engineering Breakthroughs that Lead to a Better Tomorrow.

Use engaging photography and headlines that compel readers to find out more.

Print and digital templates are available for industry, application and product ads in different sizes and standard configurations.



More Resources

This guide provides a road map to ensure consistency of our identity and image.

More specific guides around each element of our brand can be found online. Go to **www.parkerid.com** to view and download comprehensive Parker brand identity principles, creative assets, templates and guidelines.

For questions, advice and guidance on use of our branding elements, please contact:
branding@parker.com