

# Internal brand elements

July 2018 – Version 1.0



# Introduction

These guidelines have been produced to help our business achieve consistent and effective internal communications across all platforms, campaigns and branded messages.

This guide has been designed to embed our Shared Purpose, “Helping Realize Life's Potential”, and our Associate Value Proposition (AVP) into our culture.

In this guide, you'll find all the information you need to develop communications that are consistent with our brand, culture and purpose.

Should you wish to discuss the guidelines or have questions on any area of the guide, please contact us using the contact information on the last page of this guide.

# Contents/index

DESIGN NOTE:

Place holder – if we feel a contents page is needed  
when the guidelines are complete, we will create this page  
based on the final running order.

# Our Shared Purpose and the AVP

Our  
Shared  
Purpose

## Helping Realize Life's Potential

Many companies talk about changing the world. At Danaher, we live it every day. Fueled by the ingenuity of our people and the power of the Danaher Business System, we're on a constant quest to make things better – for our customers, ourselves and the world.

Pillars of the  
Associate Value  
Proposition (AVP)

Realize your  
potential

Make a real  
difference

Win with the  
best team

Solve the toughest  
challenges

### Understanding this element

Our Shared Purpose is more than a mission statement; at its core, it's a bold affirmation of our reason for being in business. It conveys what Danaher stands for in ethical, emotional and practical terms. It is the driving force that enables our company to define its true brand and create its desired culture.

The four AVP pillars allow us to underpin the Shared Purpose with a series of Core Values that align closely with the working lives of our associates. In turn, this helps our associates understand the role they play in helping to support the company in its Shared Purpose.

These guidelines have been created to help us further embed both the Shared Purpose and the AVP into the everyday lives of our associates globally.

## **Internal** brand elements

# Our AVP messaging platform

### Realize your potential

**Advance your career in ways no other company or environment can offer**

- Accelerate your **experience** and **develop your skills and capabilities** in an atmosphere of continual learning, designed for growth and success at every step.
- **Grow your career** across five high-impact industries, six continents and more than 20 global operating companies – we are committed to hiring from within, wherever possible, and supporting your mobility.

### Make a real difference

**Be an agent of possibility, helping customers improve quality of life around the world**

- Play a role in **developing leading-edge innovative solutions** to help our customers solve their most complex challenges – we consider the achievements of our customers to be the measure of our personal success.
- Be part of a diverse group of operating companies, each with unique missions and challenges, yet **unified by our Shared Purpose** – our commitment to making a meaningful contribution to something bigger than ourselves.

### Win with the best team

**Excel in an environment which combines the strength of a big company with the soul of a small one**

- Enjoy the support, resources and best practices that Danaher has to offer, while having the **autonomy** and **flexibility** to lead **diverse teams** and build a winning company.
- Combine **aspiration** and **action** in a company culture that is defined by a prevailing sense of **humility**, which drives **best practice sharing** and **collaboration**.
- Stay focused on matters of substance, unhindered by bureaucracy. We achieve this by setting **high expectations** and **stretch goals**, seeking **fact-based, root-cause solutions** and holding ourselves **accountable** for delivering results.

### Solve the toughest challenges

**Achieve more than you ever thought possible with the Danaher Business System**

- Win every day. Apply and learn from DBS's **ever-evolving tools and know-how** to unlock answers and drive continuous improvement and personal achievement.
- Define the future and discover new possibilities. DBS is a powerful driver of **innovation**, sharpening focus and clearing the way for **creative** and **breakthrough thinking**.
- Contribute to a company recognized for **unparalleled performance**, a Fortune-150 science and technology innovator that has outperformed the market over the long term and transformed countless companies and customers into market-leading global businesses.

**OUR SUPPORTING MESSAGES:** Pay for Performance, Competitive Benefits, Diverse & Inclusive, Participating in our Communities, Engaging & Effective Leadership, Integrity

**OUR BRAND'S PERSONALITY IS:** Innovative, Dynamic & Action-oriented, Humble & Collaborative and Optimistic & Confident

## Tailored communications

To ensure that the AVP is embedded through more than design, its important to understand the meaning of each of the pillars and to tailor your messages accordingly. Use the framework shown above to understand which pillar your communications should fall under. If in any doubt, please contact [XXXXXXXXX@XXXXxXXXX](mailto:XXXXXXXXX@XXXXxXXXX) for guidance and support.

# Our corporate logo 1 of 3

## Our logo

The Danaher logo is composed of a symbol and a logotype. The logotype, the word DANAHER, is set in a specific font and should not be altered in any way. When scaling the logo up or down, keep the positioning and proportion of the symbol in relation to the logotype constant. As a rule, the logotype must be used in tandem with the symbol to maintain consistency of brand identity. In certain cases, the symbol may be used separately, but only with specific permission.



## Formats

There are two approved formats for the logo: a stacked version for vertical spaces and a horizontal version to fit better in wider layouts. The horizontal version is the preferred option and should be used for most applications. The proportions and placement of the symbol and logotype of each should not be altered in any way.



HORIZONTAL LOGO



STACKED LOGO

**PLEASE NOTE:** The horizontal version is the preferred option and should be used for most applications.



## **Internal** brand elements

# Our corporate logo 2 of 3

### Safe area

Make sure the logo stands out on your page by leaving space around it. A “clear zone”, the space surrounding the logo on all sides, is equal to the height of the symbol. This space should be kept clear of any graphics, illustrations, charts, text or other forms of visible material under all circumstances. Take care not to place the logo among many other elements or crowd it into a corner of your layout. Giving it space and reasonable prominence ensures resonance in our viewers’ minds.



### Minimum size

To ensure readability and clear reproduction keep the logo larger than 1/4" (6.35mm). Measure from the top of the symbol to the bottom of the symbol.



### Color options

Our logo should be used in full color whenever possible but may also be shown in all black with a white background or all white with a colored background.



## **Internal** brand elements

# Our corporate logo 3 of 3

### Position

The Danaher logo should typically be placed in the top left of the page and its height should be one third of the top margin. Although it should never be set any smaller than its minimum height of 0.25" (6.35mm).

For sizes above US letter (A4) please use your best judgement for a rough guide. Do not make it any greater than the width of one column plus one gutter.

Please see page XX for guidance on grids and the positioning of our "Helping Realize Life's Potential" Shared Purpose.



### Do's and don'ts

The Danaher logo represents our identity and it is important to display it with as much consistency as possible. Always keep the colors and proportions consistent, and give the logo as much clear space as you can to help it stand out and have visual prominence.



**Don't** add outlines or alter the colors



**Don't** alter the proportions



**Don't** change the typeface of the logotype



**Don't** rearrange the logo elements



**Don't** add shadows or other visual techniques



**Don't** add other elements to the symbol or logotype

## Internal brand elements

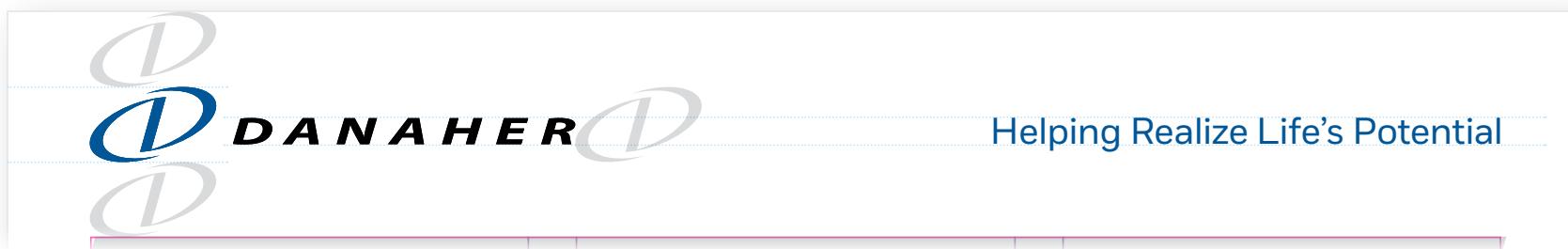
# Positioning our Shared Purpose

### An always present word mark

Our Shared Purpose, “[Helping Realize Life’s Potential](#)”, should be present, at least once, on all of our internal documents. Its presence helps reiterate the importance of our Shared Purpose as a guiding principle. As such, we have created a word mark as an asset and given it equal standing with the main Danaher logo. The Shared Purpose word mark should be set to the right of your frame on the opposite side to the logo and aligned centrally to the letters in DANAHER and to the same height of those characters. For landscape layouts, the distance between the two elements should increase according to the page size.

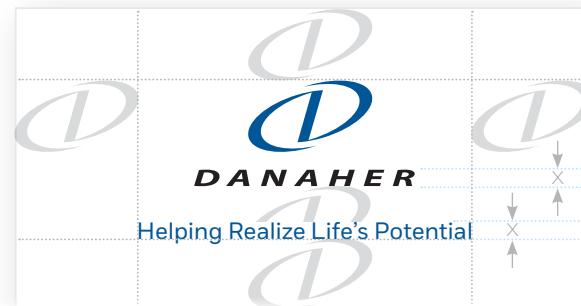


[Download our logo package including the purpose word mark](#)



### The stacked logo alternative

Where possible you should use horizontal logo and position it as shown above. On the very rare occasions where you need to use the stacked version of the logo, please follow the guide to the right. The Shared Purpose word mark should be centered under the logo, half the height of the symbol below the logotype. The purpose should be set to the same height as the letters in DANAHER.



## **Internal** brand elements

# Colors

### About our colors

We continue the tradition of using colors core to our brand palette, with the addition of a vibrant new green.

Furthermore, our color strategy going forward relies on careful application of our secondary palette to bring vitality to our communications and further underline our AVP and Shared Purpose.

The secondary palette should be used to enhance and support the corporate palette and the AVP.

The goal with this palette is to use it without overwhelming the corporate colors.

### General use

The colors may be used to highlight specific information or call out specific points. They may be used as solid backgrounds, in graphs and charts, or to divide sections in a report or presentation but they should always be secondary to the corporate palette.

When setting typography in color, be sure that the color allows for enough contrast and clear readability.

### Primary



Dark blue



Black



White



Cool Grey 9



Cool Grey 4

### Secondary



Light blue



Dark teal



Green



Gold



Yellow



Orange



[Download Adobe 'ase' palettes of our colors](#)

## **Internal** brand elements

# The AVP and color use

### A color per pillar

To help further embed the AVP into our culture we use color to identify each of the pillars.

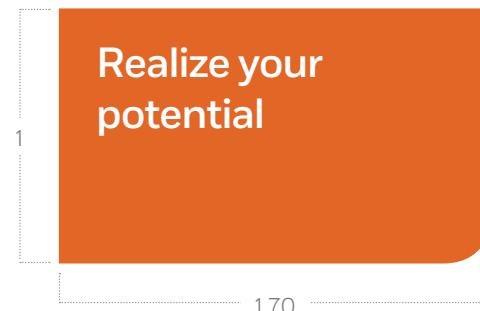
To help determine which color to use, please refer to our messaging framework on page XX of these guides.

Coupled with the other elements outlined in this guide, our AVP can be effectively and consistently communicated to all associates.

### AVP tags

The graphic device for holding the AVP should have height to width ratio of 1:1.70 so, for example 1.969" x 3.347" (50 x 85mm).

For guidelines on how to use this element in your communications, please turn to page XX.



Realize your potential



Win with the best team



Solve the toughest challenges

Make a real difference



# Typography 1 of 2

## Primary

We use Fort for all text in our communications. Fort offers a lot of weights and a contemporary style. It is also a core font and may be used for headlines, subheads, callouts and body copy. Take care with the lighter weights when setting smaller sizes.

## Web alternative

Lato is a Google, Open Source font available at: <https://www.google.com/fonts>. Lato Normal is the preferred font for body text.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()=/\*-+,<>/?;':\"|

*Lato Light*  
*Lato Light Italic*  
*Lato Normal*  
*Lato Normal Italic*  
**Lato Bold**  
**Lato Bold Italic**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPQRSTUVWXYZ  
1234567890 !@£\$%^&\*()=/\*-+,<>/?;':\"|

Fort Thin  
Fort Extra Light  
Fort Light  
Fort Book  
Fort Medium  
**Fort Bold**  
**Fort Extra Bold**



To purchase the Fort Typeface  
Click here or use the link below:  
<https://vllg.com/mckl/fort>

# Typography 2 of 2

## How to use

The most important part of setting the copy is legibility. Consider the hierarchy of information you wish to convey.

## Headlines

This is a core element to the overall look and feel. It should be to the point and set in Fort Bold, or the equivalent in Lato. To maintain the personality of the headlines, these should be set to optical kerning, with the tracking between -10 and -30. Leading should be adjusted to ensure that the ascenders and descenders do not blend together.

## Subheads

These should be set in the Fort Bold font at approximately half the size of the headline. Kerning should be set to optical and tracking set to -20.

## First paragraph and body copy

Set the first paragraph in Fort Bold and the body copy in Fort Light. Kerning should be optical and tracking at -20. Leading should be font size x 1.2 and paragraph spacing should be set to font size x 0.6, e.g:  
 $10pt \text{ (font size)} \times 1.2 = 12pt \text{ leading}$   
 $10pt \text{ (font size)} \times 0.6 = 6pt \text{ paragraph spacing.}$

**Fort Bold**  
Size 36pt, leading 36pt  
Optical kerning  
Tracking -30

**Fort Light**  
Headline 36pt (font size)  $\times 0.5 = 18pt$   
Size 18pt, leading 18pt  
Optical kerning  
Tracking -30

**Fort Bold**  
Size 12pt, leading 14.4pt  
Optical kerning  
Tracking -20  
Paragraph spacing 6pt

**Fort Light**  
Size 10pt, leading 12pt  
Optical kerning  
Tracking -20  
Paragraph spacing 6pt

**Fort Bold**  
Size 10pt, leading 12pt  
Tracking and kerning as body copy  
Left indent 14pt  
First line left indent -14pt  
Paragraph spacing 3pt

**Fort Light**  
Size 10pt, leading 12pt  
Tracking and kerning as body copy  
Left indent 28pt  
First line left indent -14pt  
Paragraph spacing 3pt

# Headline

## Subheads

### Easy to read first paragraph set.

Followed by body copy. This is example copy using placeholder text. doluptature, unt ut. Ucia dempori occullia que veliqua eperior ectempo ritaquia dolorerum ut quae si utem nit, tet laut aut velleseque mi, ut elligent.

Ut officium remped quos aut ut et ad que sandipsam, undendisci officiae ptatur aut laudae. Es aspedipid uta is et alis molorio repelestio. Nemporum earum et, voluptam, sam fuga. Rae volupta simpor acid utem quaerit am.

#### 1. Acea voluptatur

Volum endiorum inctor renisi nonestr upto. Tio offic te ditamus at inctor renisi nonestr.

- Imi, tem quo magnat magnatet alis exeri sam voluptae aces eicaepudita nos et alicius simagnit
- Ihit quati testiis nis magnim quatiis utat
- Vidis dis quam, quiate es dit harionetur re volupta sperepedisi dolorep tatur, teceat.

## **Internal** brand elements

# Photography

### Authenticity

All photos should feel candid and real, capturing our associates in brightly lit, vibrant environments.

### Photo style

Subject matter typically shows the workplace and associates in their daily roles and environments.

Aim to capture authentic, non-posed moments. Keep framing straightforward and avoid overly complex backgrounds, focus on faces and really zoom in so that the people in the photographs are the stars of the piece.

When selecting photos please consider diversity across geographies, age, race and gender.

The balance of subject matter depends on the intention of the communication.

Avoid using “clip art” or cartoon photos or photos that don’t include people.



**DESIGN NOTE:**  
Final version will feature unwatermarked images.

# Grids and guides 1 of 2

## Part of the brand

The grids we use are as important to our brand as color, typography and photography. They are clean and structured to help us achieve a consistency across everything we produce, while still allowing flexibility to produce stunning layouts.

### First, set the margins:

Use the table below as a guide to setting your margins.

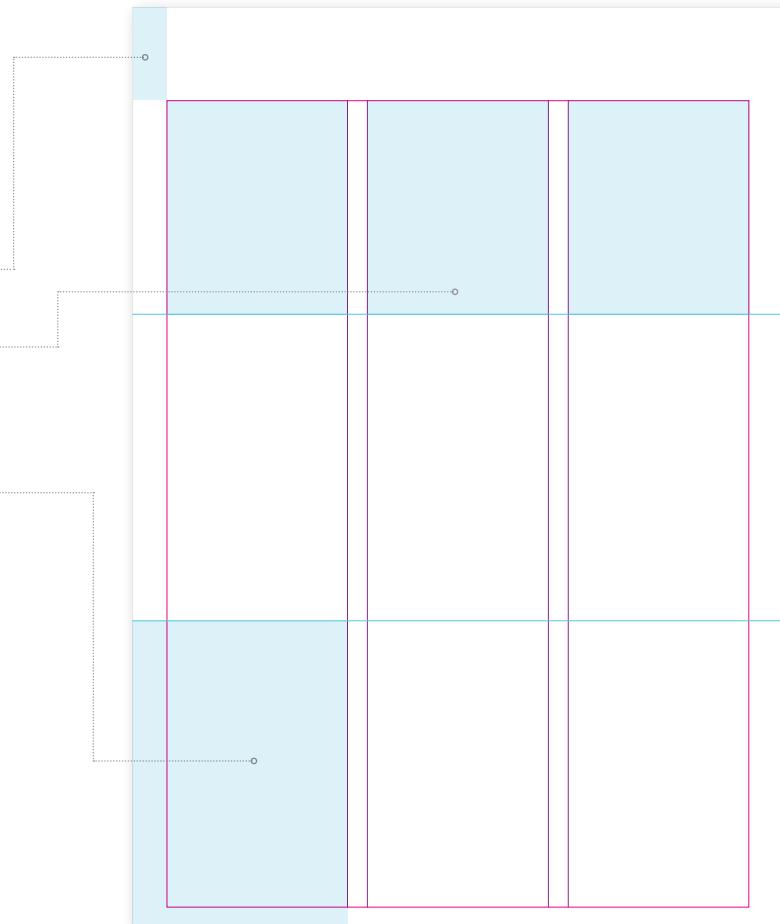
### Next, set the columns:

We recommend three columns on a Portrait format layout and five columns with a landscape format layout. Use the table below as a guide to the gutter width. See page XX for the landscape version.

### And finally, the rows:

Typically this will be three rows set across the full height of the page.

	Top	Left	Right	Bottom	Gutter
Half letter/A5 (and below)	0.768" / 19.5mm	0.433" / 11mm	0.433" / 11mm	0.256" / 6.5mm	0.256" / 6.5mm
Letter/A4	1.181" / 30mm	0.433" / 11mm	0.433" / 11mm	0.256" / 6.5mm	0.256" / 6.5mm
Tabloid/A3	1.653" / 42mm	0.610" / 15.5mm	0.610" / 15.5mm	0.374" / 9.5mm	0.374" / 9.5mm
ANSI C/A2	2.362" / 60mm	0.866" / 22mm	0.866" / 22mm	0.512" / 13mm	0.512" / 13mm
ANSI D/A1	3.307" / 84mm	1.220" / 31mm	1.220" / 31mm	0.748" / 19mm	0.748" / 19mm
ANSI E/A0	4.724" / 120mm	1.732" / 44mm	1.732" / 44mm	1.024" / 26mm	1.024" / 26mm



# Grids and guides

2 of 2

## Landscape version

The landscape version follows the same formula as the portrait version but has five columns instead of three.

### First, set the margins:

Use the table on page XX as a guide to setting your margins.

### Next, set the columns:

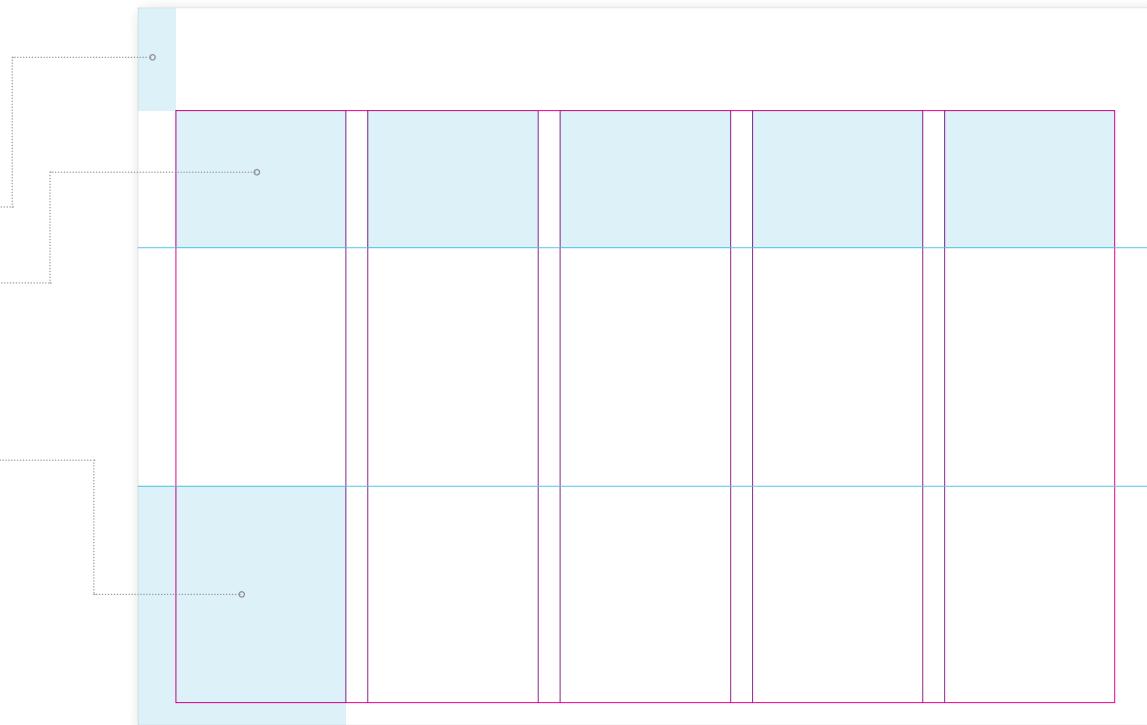
We recommend three columns on a Portrait format layout  
and five columns with a landscape format layout.

Use the table on page XX as a guide to the gutter width.

See page XX for the portrait version.

### And finally, the rows:

Typically this will be three rows set across the full height  
of the page.



## Internal brand elements

# Example layouts 1 of 5

Our internal brand aims to create a simple, clean and effective layout, that aligns to the AVP.

### The following is key to this:

#### Set the grid

**REMEMBER:** margins, columns and rows, see page XX.

#### Position and size the logo and Shared Purpose

Divide the top margin by three, sit the logo in the middle third and to the left margin. The Shared Purpose should sit to the right margin and be the same height as **DANAHER** in the logo. Please see page XX for further details on how to use the Shared Purpose across communications

#### AVP color bar

The simplest way to set this is to create a rectangle that is half the height of the symbol and the width of the three columns. Once set, select the center reference point of the rectangle and set the Shear X angle to 15°.

#### Image area

This is the preferred area to place all images and the AVP message.

Page XX explains how to size and layout these shapes.

#### Copy area

Sitting in the lower third of the page. Page XX explains how to size and layout this copy.

#### Program identity area

Use the lower third of the page and the width of the third column to place any secondary identity. This should be placed to the bottom right of the area and scaled to fit the width of the column, but not be greater than the height of the copy area. For guidance on the creation of program identity logos, see page XX.



## Internal brand elements

# Example layouts 2 of 5

The landscape version follows the same principles of creating a simple, clean and effective layout, as the portrait version.

### Set the grid

**REMEMBER:** margins, columns and rows, see page XX.

### Position and size the logo and Shared Purpose

Divide the top margin by three, sit the logo in the middle third and to the left margin. The Shared Purpose should sit to the right margin and be the same height as **DANAHER** in the logo.

### AVP color bar

The simplest way to set this is to create a rectangle that is half the height of the symbol and the width of the five columns. Once set, select the centre reference point of the rectangle and set the Shear X angle to 15°.

### Copy area

Starting in the upper third of the page.

Page XX explains how to size and layout this copy.

### Program identity area

Use the lower third of the page and the width of the first column (although it can extend to cover two columns if necessary) to place any campaign ident. This should be placed to the bottom left of the area and scaled to fit the width of the column, but not be greater than the height of the lower third row.

### Image area

This is the preferred area to place all images and the AVP message.

Page XX explains how to size and layout these shapes.



## **Internal** brand elements

# Example layouts 3 of 5

### Image area:

The area for images is determined by leaving the height of the symbol as a margin between the AVP color bar and the top of the image area, the bottom of the area sits at the base of the second row.

Images are typically the width of the columns, they may be one, two or all three columns wide, depending on the images used.

The vertical spacing between the columns is determined by the gutter width. Horizontal spacing is half the height of the symbol.

The image holding shapes have the minimum height to width ratio of 1:1.70 so 1.969" x 3.347" (50 x 85mm). The height can be greater than this ratio, but never smaller.

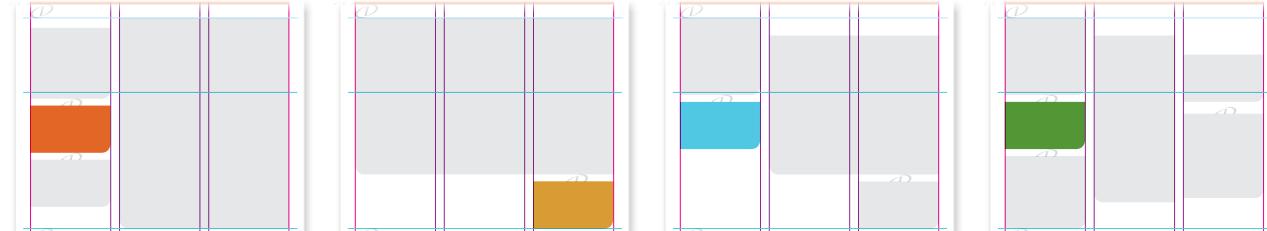
Corner radius is determined by gutter width, so if the gutter is 0.256" (6.5mm) that is the radius of the corner. Only ever radius one corner of the shape, but it can be any corner.

To create a feeling of movement and flexibility, try not to align the images at the top and bottom of the area.



### Alternative layout examples

The image area is designed to be as flexible as possible, so that the designs can remain fresh but familiar.



# Example layouts

4 of 5

### Copy area:

Occupying the lower / third row of the grid, the copy usually starts with a headline that sits the height of the symbol below the image area.

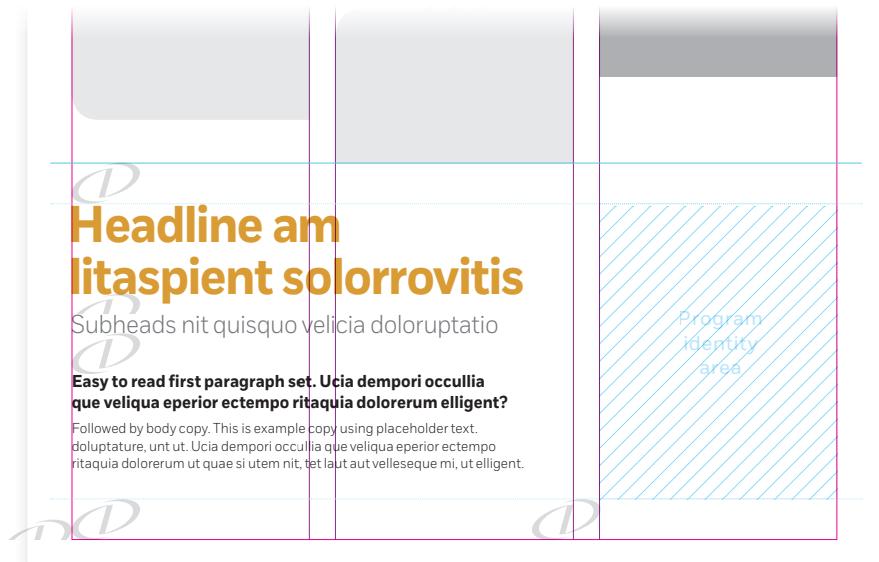
**REMEMBER:** See page XX for how to set typography.

For the landscape version the follows the same principles as discussed below, but always starts with the height of the symbol below the AVP color bar, extends down to the height of a symbol above the third row and covers the first two columns of the grid.

The copy always starts from the top of the copy area and works down the page.

The space between the headline and subhead is half the height of the symbol. The space between the subhead and first paragraph is the full height of the symbol. If there is no subhead the space between the headline and first paragraph would be the full height of the symbol.

The copy should finish a full symbol height before the bottom margin.



## Internal brand elements

# Example layouts 5 of 5

If you have an execution that is not aligned to a specific AVP message pillar, the grid and layout style still applies across all internal communications. In this case, either use multiple colors from the secondary color palette or choose blue from the primary color palette. Sample executions shown here.

**DANAHER**

**Helping Realize Life's Potential**

**Headline am litaspie solorrovitis**

Subheads nit quisquo velici doloruptatio

**Easy to read first paragraph set.**

Followed by body copy. This is example copy using placeholder text. doluptature, unt ut. Ucia dempori occulla que veliqua eperior ectempo ritquia dolorerum ut quae si utem nit, tet laut aut velleseque mi, ut elligent.

Pos as undant odigeniet est parumquas eaque sectaqui atio inis ad mossit volenda ecearup taquatq utiam ipis vid ut officipsum volora as accatur?

**DANAHER**

**Helping Realize Life's Potential**

**Headline am litaspient solorrovitis**

Subheads nit quisquo velicia doloruptatio

**Easy to read first paragraph set. Ucia dempori occulla que veliqua eperior ectempo ritquia dolorerum elligent?**

Followed by body copy. This is example copy using placeholder text. doluptature, unt ut. Ucia dempori occulla que veliqua eperior ectempo ritquia dolorerum ut quae si utem nit, tet laut aut velleseque mi, ut elligent. Resequ ipsum, simagnam, sequae exerem quideni moluptae se.

## **Internal** brand elements

# Limiting our use of secondary identities

### Logo use and development

The development and use of logos for projects, teams and campaigns will be carefully monitored by the Corporate Communications team. If you feel that your team, function, or campaign needs to develop a logo or other visual identity elements, you must provide background and gain approval from the Corporate Communications team prior to starting the design work.

As a rule, we should not have any identities which use the Danaher logo as part of their overall design or use the Danaher name as part of their wording.

In an effort to simplify and maintain consistency across our brand, do not create or use any new icon sets without seeking guidance and approval.

If in doubt, please contact [XXXX@XXXXXXXXXX](mailto:XXXX@XXXXXXXXXX) for guidance and support.



# Our tone of voice

## Tone of voice

**Voice** is how the unique, distinctive voice of our brand sounds. Its personality, rhythm, pace and vocabulary. **Tone** is how to use our voice in different situations, depending on who we're talking to. **Style** is the choice of words, sentence structure, and paragraph structure, used to convey the meaning effectively.

### Voice

Our voice is approachable, always, underpinned by elements of professional ambition. We are a respected brand. We are respectful of our associates. We employ self-directed, passionate people who do brilliant things that we're proud of. We use the acronym APPEAR to describe our tone of voice, which stands for: approachable, professional, passionate, empowering, ambitious, respected.

### Tone

Our tone considers the audience or end-reader, every time. We are inclusive, limit complexity and enable our associates with the tools they need while empowering them to achieve great results. We ensure our associates don't feel isolated, while trusting them to do a great job. We use facts and examples in longer-form copy to make our communications credible.

### Style

Brevity is our style of choice. Keep it short, simple and jargon-free.

When writing longer copy, break up the text with short, engaging subheads that drive the story on. We shouldn't expect our associates to read very long pieces of copy. It can help if, between subheads, we divide our longer writing into bite-sized chunks of three or four short paragraphs generally of no more than 120 words in total.

We should try to make all our copy as concise as possible, especially when writing for the web.

# Our tone of voice

## Tone of voice scale



Where 1 on the scale equals very formal, and 5 on the scale equals very informal, we sit between 2 and 3.

### Our voice is: approachable

**We write like this:** Come and join us as we host our associate sessions in the lunchroom. Let's talk about what makes Danaher the place it is, and where we can improve.

**Not like this:** We need to demonstrate that we're listening to our associates so make sure you turn up promptly to sessions in the lunchroom.

**Why:** We're not authoritative or arrogant with our associates. The first example is more inclusive and encourages two-way communications.

### Our voice is: professional

**We write like this:** With diverse skills and a Shared Purpose, our leaders believe in Danaher, encourage professional growth on all levels and lead by example.

**Not like this:** Our passion for our people has stayed with us – from our beginnings in the dorm room, to the garage, and to this very day.

**Why:** We need to write with a degree of authority and the second example lacks that. Professionalism always.

# Our tone of voice

### Golden rules

- Use **we** and **our**, not **them** and **they**
- Strive for **brevity**. Be **concise** and **exact**.
- Use contractions: **it's, we've, they'll**
- Always use the active tense and be direct.  
**Everyone had a good time** is more concise than **a good time was had by all**.
- Make sure every word adds value:  
Consider:  
**We should meet quarterly to ensure our goals are met**  
Over:  
**In order to ensure that our goals are met,  
we should meet quarterly**

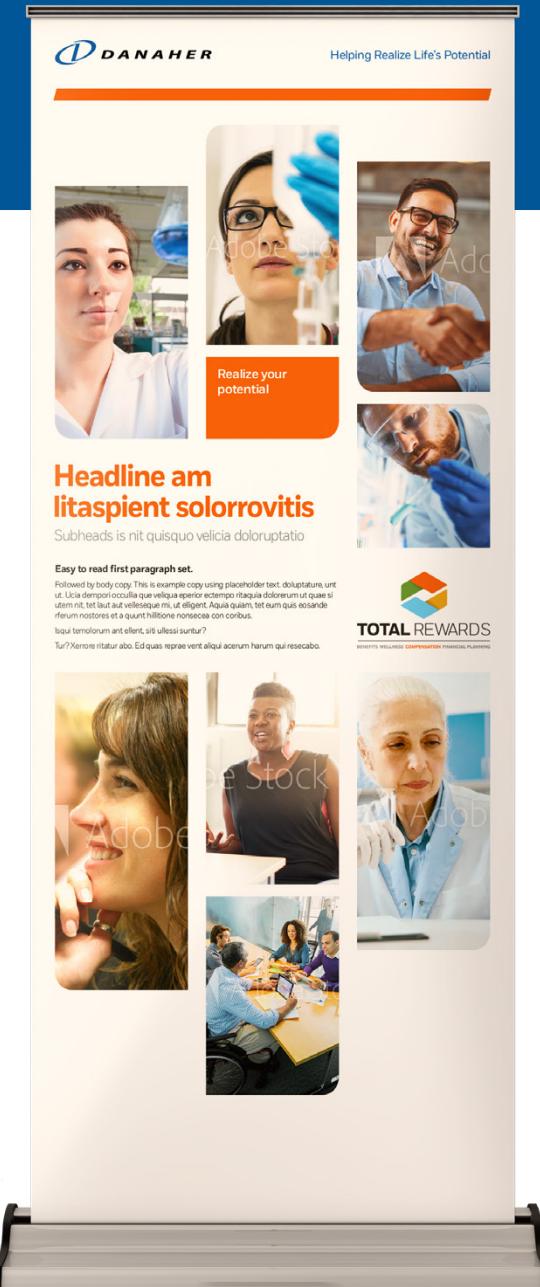
### Checklist

- ✓ Does your writing provide information in an impactful, encouraging and respectful manner?
- ✓ Is the language appropriate and relevant to your audience – think of associates that don't have English as their first language.
- ✓ Is the story you're telling addressing what your audience wants to know? Have you prioritized the message or messages you're delivering?
- ✓ Does your writing show understanding of the stakeholders it's intended for?
- ✓ Have you backed up claims and assertions with facts, evidence, testimonials, examples or case histories?
- ✓ Have you achieved your business reason for writing it?
- ✓ Will what you've said, presented or written promote a dialogue, start a conversation or help build a relationship?
- ✓ Does it leave you with a reason for continuing the dialogue?
- ✓ Is it simple and straightforward?
- ✓ Did you enjoy reading or listening to it?
- ✓ Does it sound natural and convincing both when you read it to yourself and when you read it out loud?

## Internal brand elements

# Putting it all together

**INTERNAL LAYOUTS:** When designing for internal pages follow the same grid guidelines as previously shown. Use the example below as a guide for style; the Danaher logo and the Shared Purpose should be reserved for the document cover and/or single page communications.



## Internal brand elements

# Putting it all together

DANAHER

**Heading text to go here and here**

Subtitle text to go along this line

DANAHER

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Helping Realize Life's Potential

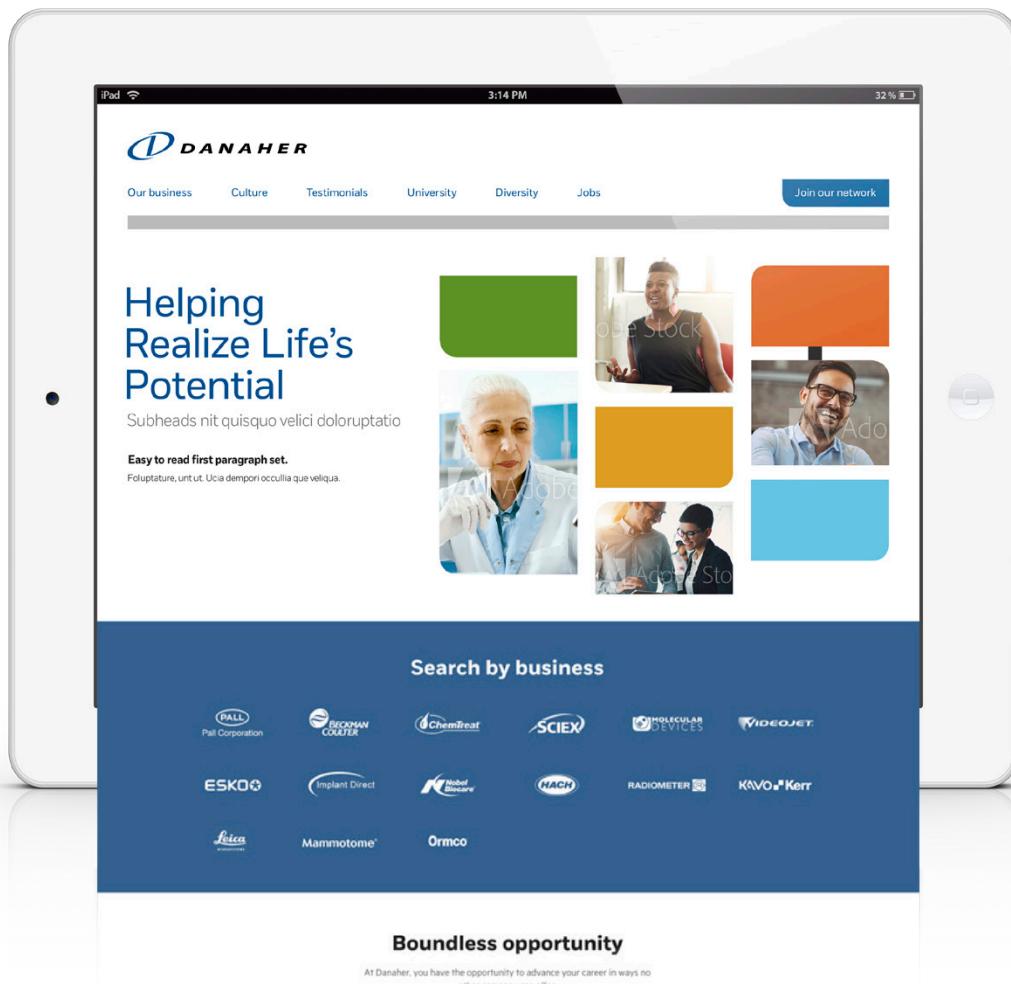
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MacBook Air

DESIGN NOTE: This is an example of how a PPT template could look we will update this once templates are designed and approved, following approval of the brand guidelines.

**Internal** brand elements

# Putting it all together



# Contact and support

DESIGN NOTE:

The final page of the document should include contact details for agreed support and guidance teams.