

Our brand mark is a seal that represents a consistent and trusted level of quality and service wherever it appears.

It is a confident symbol of how Emerson is developing to face the future. While reflecting the strength of our formidable engineering heritage, it acknowledges how we are leveraging technology to meet future possibilities.


## The Double Helix

The double helix symbol not only signifies this integration of technology and engineering, but also the Emerson businesses working together to create solutions for our customers. The active swirl of the symbol also implies Emerson's technology supporting a world in action.

The symbol's diamond-like form centered over the uppercase type creates a strong, stable mark. This communicates Emerson's size and stature in a contemporary and authoritative way.

Do not change the form or font of the brand mark and only use the versions specified in these guidelines.



 The brand mark type has been specially drawn to complement the symbol. Please always use official artwork when reproducing the brand mark. Neither the symbol nor type should be recreated or originated locally.

The Emerson brand mark requires stringent care and focused usage rules.

## Minimum Clear Space

Maintaining a minimum amount of space around the brand mark ensures that it is always clear and legible. Always respect this exclusion zone and do not allow any other graphic elements or words such as group or product name in this area.

## Minimum Size

Respecting the minimum size of the brand mark will ensure that the typography is always at a readable size and that the symbol can be reproduced through most production methods. Contact Emerson Corporate Marketing about applying the mark on items smaller than this minimum size.

## The Double Helix

**The double helix should never be used as a standalone icon** and it is improper to display it separately from the Emerson brand mark type without the express permission of Emerson Corporate Marketing.

- ❗ To preserve the integrity of our brand mark, please ensure that the Emerson brand mark is always scaled proportionally and is not distorted in any way.
- ❗ The size of the TM relative to the brand mark may be decreased in size only when using the brand mark in very large sizes so the brand can be protected without the TM becoming visually distracting.

## Minimum Clear Space



## Minimum Size

20 mm  
0.8 in



## Hierarchy and Proportion

To maintain a clear and consistent brand hierarchy across all product brands and with the Emerson brand, we have established a few simple rules that are easy to see, quantify and implement.

When used in any communication that also includes the Emerson brand mark, the size of the product brand identity is determined by matching the height of the initial cap letter to the height of the “E” in Emerson. This holds true regardless of the length of the product brand name. Not only will this maintain a proper relationship between an individual product brand and the Emerson brand, it will also avoid a messy and variable look when displaying multiple product brand identities together.

## Minimum Clear Space

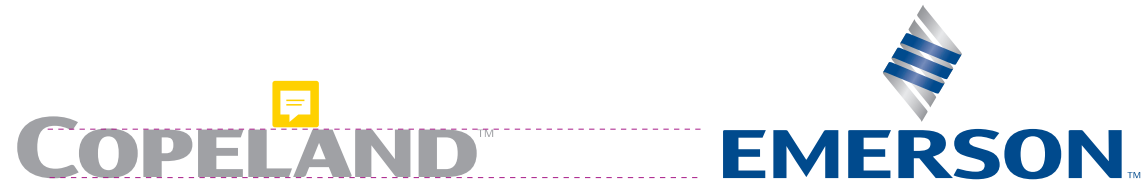
Maintaining a minimum amount of space around the brand identity ensures it is always clear and legible. Always respect this exclusion zone and do not allow any other graphic elements or words in this area.

**!** Exceptions have been made for certain approved lockups. More information can be found in the Partners, Distributors and Representatives section of the guidelines.

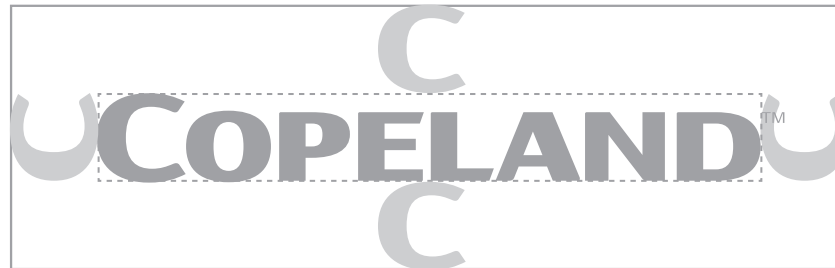
## Minimum Size

Respecting the brand identity’s minimum size will ensure that the typography is always at a readable size, and that the symbol can be reproduced through most production methods.

## Heirarchy and Proportion



## Minimum Clear Space



## Minimum Size

20 mm  
0.8 in



**!** The examples used above are for Emerson’s Copeland product brand. Find the correct artwork for your brand on the Industrial Strength Marketing hub.