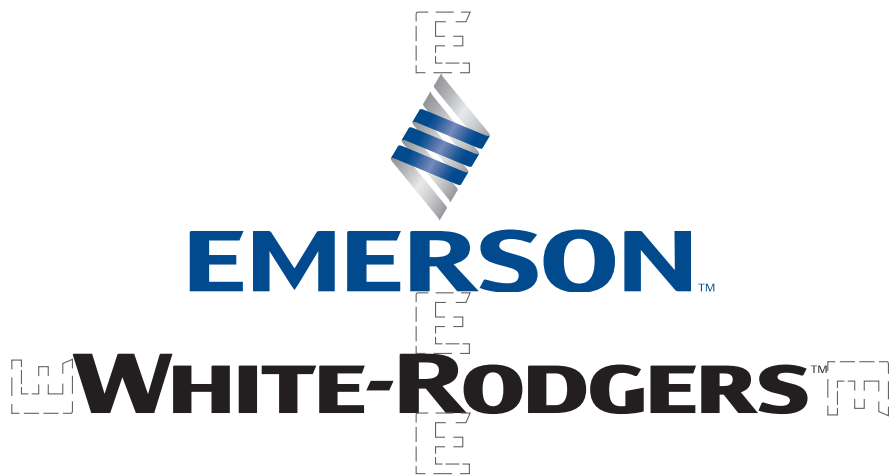# Emerson and White-Rodgers
Logo Lockup

- The height of the "W" in the WR Logo should be the same height of the "E" in the EMERSON logo.
- Clear space around the White-Rodgers logo should be no less than the height of the "W."
- The White-Rodgers Logo with the ™ should not be smaller than .9" in width.
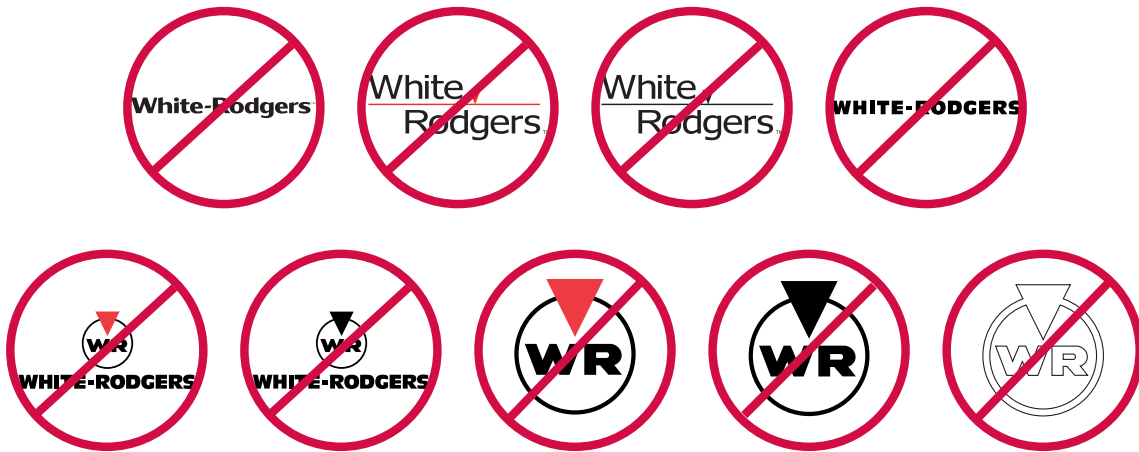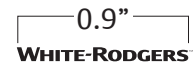
White-Rodgers Brand
Logo Guidelines

Current logo

WHITE-RODGERS™

WHITE-RODGERS™

WHITE-RODGERS™

Background used to showcase white logo

Minimum Size

|—— 0.9" ——|
WHITE-RODGERS™

Current logo

EMERSON™

Minimum Size

|—— 0.8" ——|
EMERSON™