



BAKER
INDUSTRIES

IDENTITY GUIDE





introduction

WE ARE BAKER INDUSTRIES

and we are committed to the success of our customers. We are your ideal partner in tooling and all that goes with it. We are designers, engineers, machinists and fabricators who are passionate about what we do – we build the tools that make your products work. We're creative, sharp, and dedicated to figuring out on every project how we can make it better – more ergonomic, lighter, more precise, faster.

AT BAKER, WE ARE...

BORN OF STRENGTH

Our story starts with a small trailblazing team with used machinery. Fast forward to the present day: 220,000 sq. ft. of plant space, state-of-the-art equipment, a robust 280+ workforce with the same focus – cutting-edge manufacturing.

COMMITTED TO CRAFTMANSHIP

Our solid foundation serving the demands of Aerospace and Automotive OEM and Tier-1 customers has prepared us to meet the product and support requirements of virtually any customer in any industry.

SOLUTION-READY

Everyone talks innovation. At Baker, we make it real. Innovation runs in our blood. We push ourselves to develop solutions to what you're trying to do – in real time. With every project, we thrive to figure out how to make it better – more ergonomic, lighter, more precise, faster.

DIVERSE

Our solid foundation serving the demands of Aerospace and Automotive OEM and Tier-1 customers has prepared us to meet the product and support requirements of virtually any customer in any industry.

POWERED BY DEDICATION

Our innovative thinking, attention to detail, and customer collaboration help us create the highest-quality products. While tooling and fixtures are the core of what we make, it is how we make them that has earned the trust and repeat business of our customers. We do whatever it takes.

logo

HISTORY

At Baker, we are relentlessly persistent as a thriving, growing enterprise that's innovating and energized. We've grown from humble beginnings as Baker Duplicating in 1992, transitioning to Baker Machining & Mold Technologies as we added equipment and capabilities to serve demands of automotive customers. Our growth trajectory shot upward in 2008-2011 as we expanded into large-scale machining and fabricating to serve demands of aerospace customers; signaling this, we added Baker Aerospace Tooling & Machining.

In 2016, we took the next step, transforming into Baker Industries. The Baker Industries name is meant to inform our Aerospace and Automotive customers as well as prospective new customers in other markets, that we bring our A-game to meet their needs and solve their challenges. Our A-game integrates our best people with the best technology, best equipment and best practices, to deliver excellence and innovation in every project.

**BAKER**
INDUSTRIES

variations

BLACK LOGO



OUTLINED BLACK LOGO



25 YEARS LOGO



WHITE LOGO



OUTLINED WHITE LOGO



placement

SPACING

To preserve the integrity of the Baker Industries logo, a sufficient amount of space should remain between the logo and nearby type or surrounding graphic elements. A good rule of thumb for ample spacing is the x-height of the capital letters in "BAKER".



SIZING

Do your best to avoid scaling the logo to less than 20 pixels in height for on-screen projects. For print, the minimum dimensions of the logo are approximately 1.06 in x 0.25 in. These guidelines have been placed to ensure the "INDUSTRIES" portion of the logo is always legible.



THE BAKER "B"

In situations where the horizontal Baker Industries logo is not applicable, the branded "B" in "BAKER" may stand alone.



brand colors

BAKER GOLD



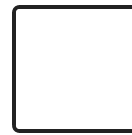
CMYK: 0, 20, 88, 0
RGB: 255, 207, 43
Hex: #ffcf2d
Pantone: 129C, 115U

BLACK



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000
Pantone Process Black

WHITE



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #FFFFFF
Pantone P 1-1



Any value of Process Black may be used as secondary colors for design or promotional materials.