

This document conveys our understanding of the dormakaba corporate design and outlines the principles and rules governing the use of co-branding elements.

2017-09-06



Corporate Design Guidelines

Co-Branding



01	Introduction	03
02	Legal issues	04
03	Co-Branding overview	05
04	Solution provider logo	
	Introduction	06
	Application versions	07
05	Solution provider logo – how to use	
	Website	08
	Business card	09
	Print communication	10
	Point of Sale	11
	Car branding	15
	Trade fairs	18
06	Partner logo	
	Introduction	19
	Systematics	20
	Application versions	21
07	Partner logo – how to use	
	Website	22
	Business card	23
	Print communication	24
	Point of Sale	27
	Car branding	31
	Trade fairs	33
08	Special cases	
	Exceptional logo use	34

For further general and media-related information
on the dormakaba corporate design, please go to:
brandnet.dormakaba.com

The co-branding design consistently visualizes the relationship of our trade partners to the dormakaba brand.

02 Legal issues

All brands form an important part of intangible assets as expressed and valued in the form of goodwill. The management, protection and control of these substantial assets is a corporate task.

Compliance with the dormakaba brand strategy ensures not only a strong legal position but also the value of our brand. Any misuse may harm our rights and lead to dilution of our brand.

PLEASE REMEMBER THAT OUR BRANDS FORM AN IMPORTANT, VERY VALUABLE ASSET.

You are obligated to:

- comply with this co-branding guideline
- ensure that any relevant third party adheres to this guideline
- include provisions on full compliance with this guideline in business agreements with third parties
- report any misuse to Group Legal

03 Co-Branding Overview

These guidelines define the use of the dormakaba co-branding logos.

There are three different logo applications:

- Solution provider logo for sellers or distributors of dormakaba products
- Partner logo for specialised partners who are members of a dormakaba partnership program
- pure logo version for the combination with other logos or products

CO-BRANDING OVERVIEW

For sellers, distributors or partners

Solution provider logo

The logo consists of the word "dormakaba" in blue lowercase letters, followed by a red stylized icon of three slanted bars. Below this, the words "Solution Provider" are written in a smaller, blue, sans-serif font.

The solution provider logo can be used by sellers or distributors of dormakaba products. It's also available for dormakaba partners if wanted.

The subline can be changed to more common terms in the respective markets. Suggested terms are "solution provider", "product dealer" or "product trader". If you want to change the subline, please request approval for your suggestion from Group Communications and Group Legal.

For partners

Partner logo

The logo features the word "dormakaba" in blue lowercase letters with the red stylized icon. Below this, the word "Partner" is written in white, bold, sans-serif font on a solid blue rectangular background.

The partner logo can be used by specialized partners who are members of a dormakaba partnership program.

In combination with other logos or products

Pure logo version

The logo shows the word "dormakaba" in blue lowercase letters followed by the red stylized icon.The logo consists of the words "ASSA ABLOY" in a bold, black, sans-serif font.The logo features the word "GEZE" in a bold, blue, sans-serif font, enclosed within a yellow rectangular border with rounded corners.The logo shows the word "ABUS" in a bold, white, sans-serif font, centered within a red oval border.

The pure logo version has to be used if it is positioned in combination with logos of other companies or in combination with products as photo or text.

04 Solution provider logo

Introduction

The solution provider logo is a graphic element to visualize the relationship of sellers or distributors of dormakaba products to the dormakaba brand.

The solution provider logo is a combination of the dormakaba logo and the subline "Solution Provider". It has a width of minimum 23,4 mm.

SOLUTION PROVIDER LOGO

Standard 4C logo



Default size: 100%

The solution provider logo is part of the dormakaba co-branding logo package.

"Solution Provider" is printed in dormakaba blue.

DEFINITION

Standard 4C logo



Default size: 100%

04 Solution provider logo

Application versions

There are different application versions of the solution provider logo for colored or white backgrounds.

APPLICATION VERSIONS

Version on colored background
(dormakaba logo and subline including white container)



Version on white background
(dormakaba logo and subline)



Protected area on colored background



Protected area on white background



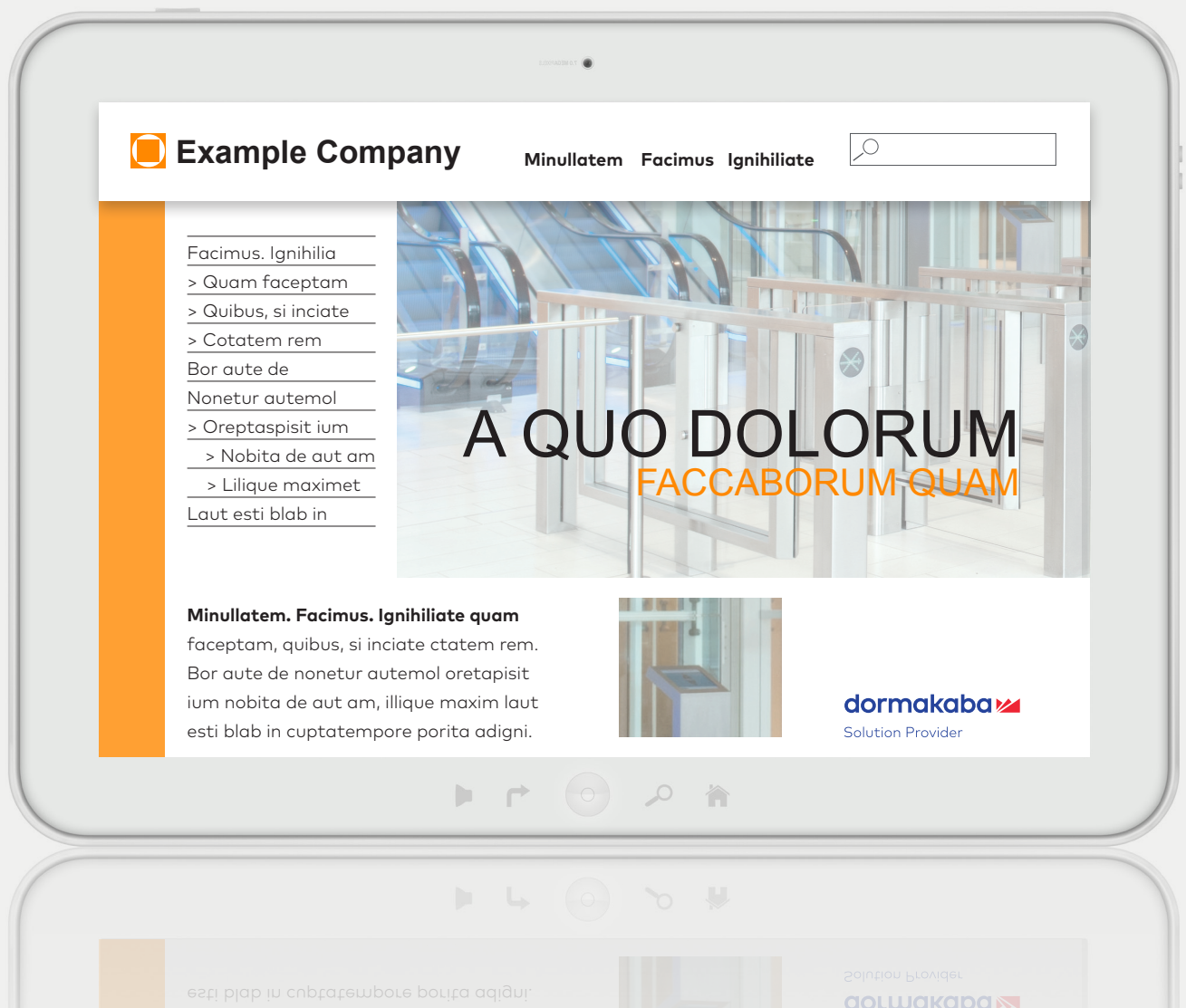
The protected area defines the minimum amount of free space around the solution provider logo. To guarantee optimal presentation of the logo, this space must not be compromised by any typographic or graphic elements.

The protected area is defined by the height of the letter "k" in the dormakaba logotype.

05 Solution provider logo – how to use Website

The solution provider logo can be positioned on websites in the design of sellers or distributors of dormakaba products as shown in the example below. In any case the logo should correspond to design elements of the website.

POSITIONING ON WEBSITES



05 Solution provider logo – how to use

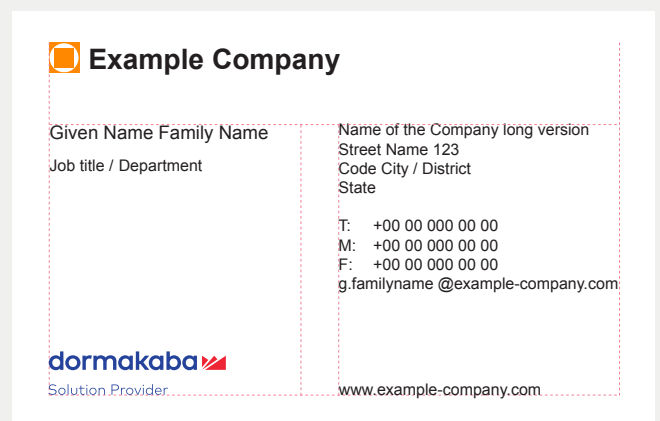
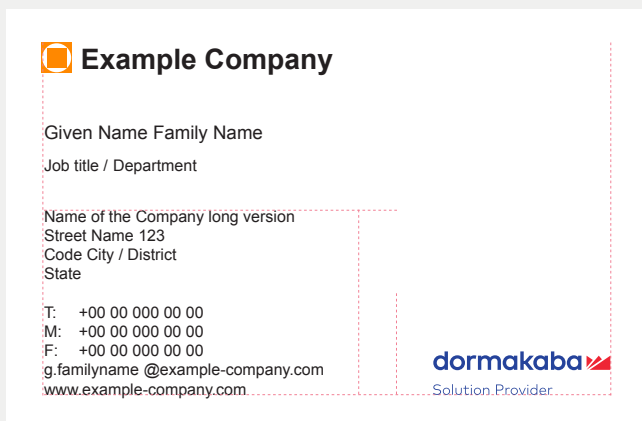
Business card

The solution provider logo can be positioned on business cards in the design of sellers or distributors of dormakaba products as shown in the examples below. In any case the logo should correspond to design elements of the business card.

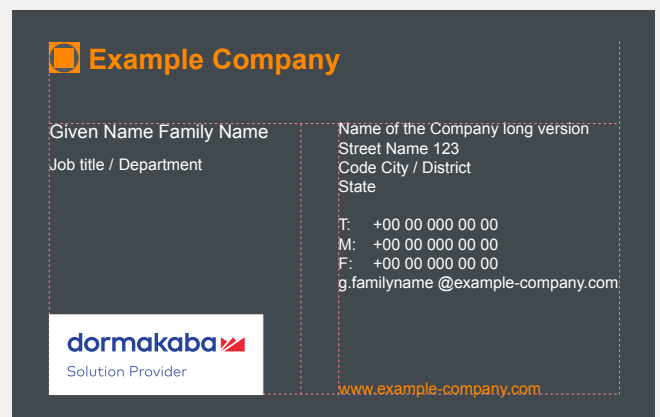
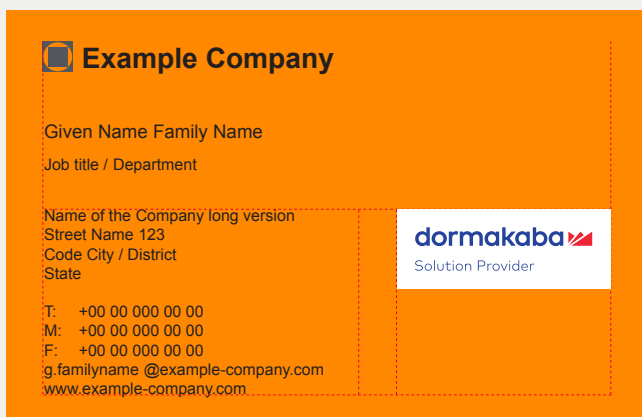
The solution provider logo has a width of minimum 23,4 mm.

POSITIONING ON BUSINESS CARDS

Solution provider logo on white background



Solution provider logo on colored background



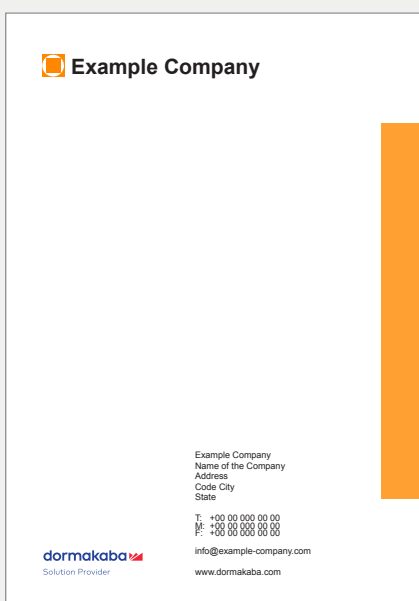
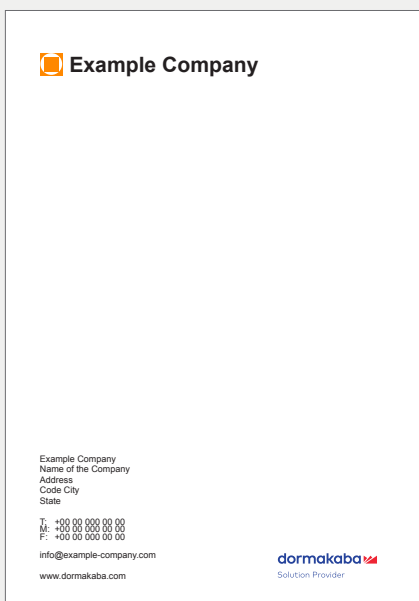
05 Solution provider logo – how to use

Print communication in the design of sellers or distributors of dormakaba products

The solution provider logo can be positioned on brochures in the design of sellers or distributors of dormakaba products as shown in the examples below. In any case the logo should correspond to design elements of the back or front cover.

The solution provider logo has a width of minimum 23,4 mm.

POSITIONING ON BACK OR FRONT COVER



05 Solution provider logo – how to use

Print communication in dormakaba design

The solution provider logo must not be used on brochures that are produced by dormakaba for sellers or distributors of dormakaba products. In this case the solution providers's adress including a header line is imprinted as shown below.

The wording of the line has to be locally defined.

POSITIONING ON BACK OR FRONT COVER



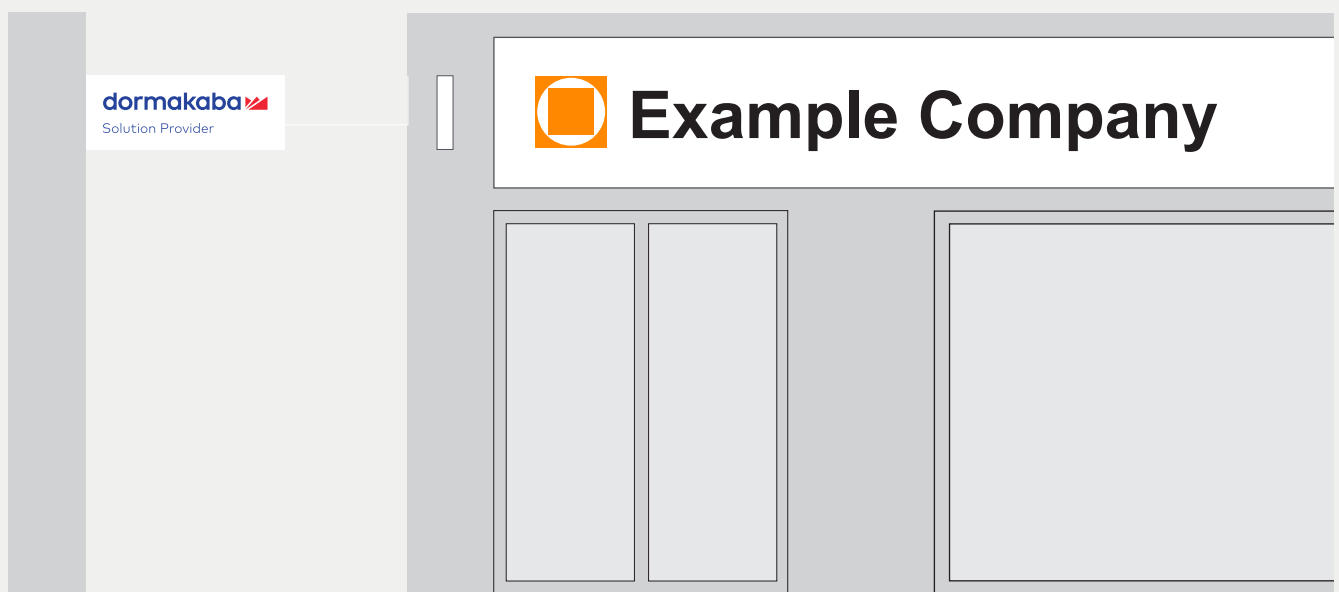
05 Solution provider logo – how to use

Point of Sale

The solution provider logo can be used at the point of sale as a single sign or in combination with the company logo of sellers or distributors of dormakaba products.

In any case it should correspond to the size and placement of the company logo.

POSITIONING ON EXTERIOR HANGING SIGNS

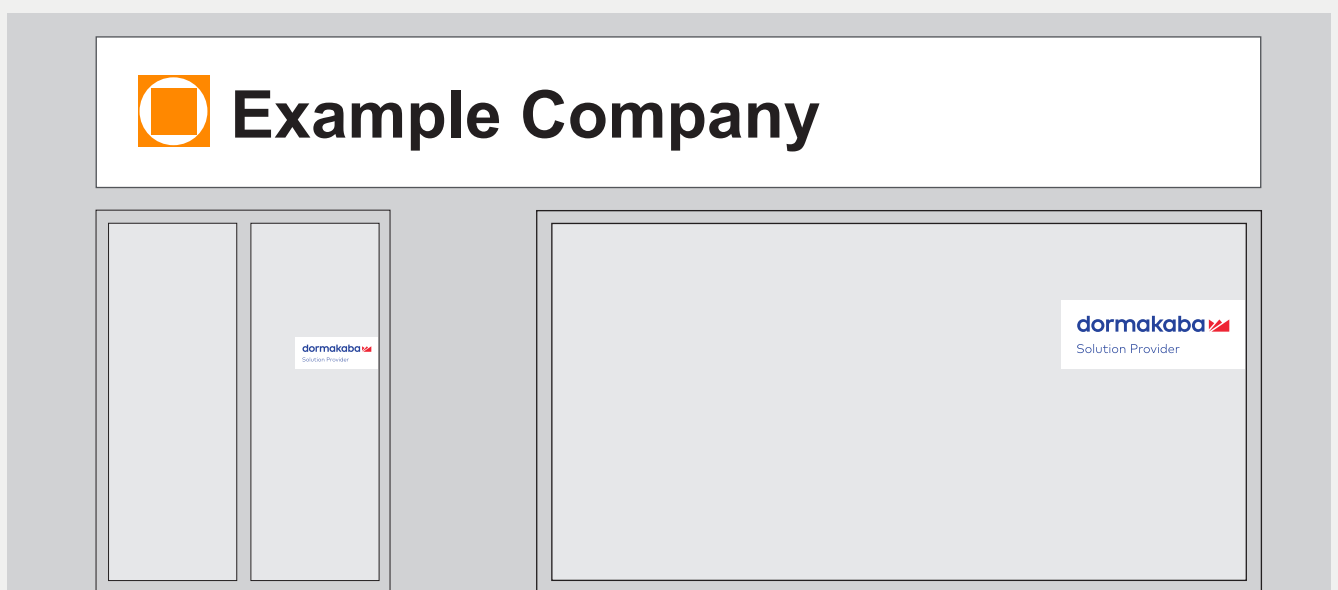
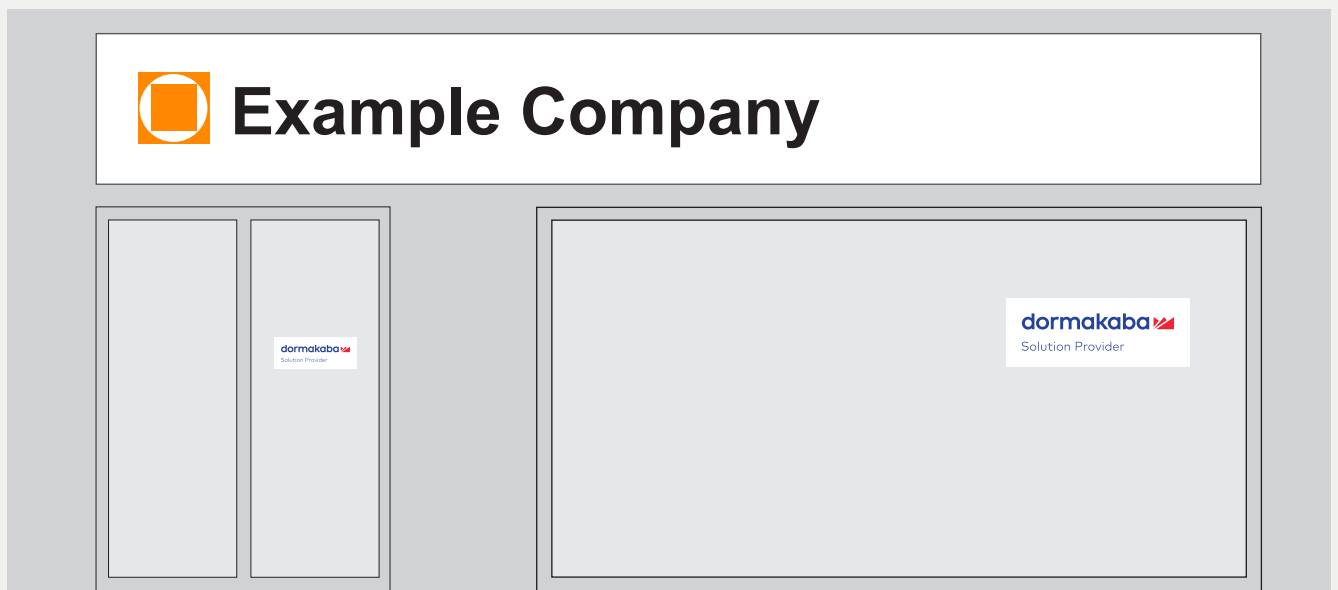


05 Solution provider logo – how to use

Point of Sale

On the entrance door and the shop window the solution provider logo can be positioned freely or in the bleed.
Recommendation: It should be placed in the upper part for good readability.

POSITIONING ON ENTRANCE DOOR AND SHOP WINDOW



05 Solution provider logo – how to use

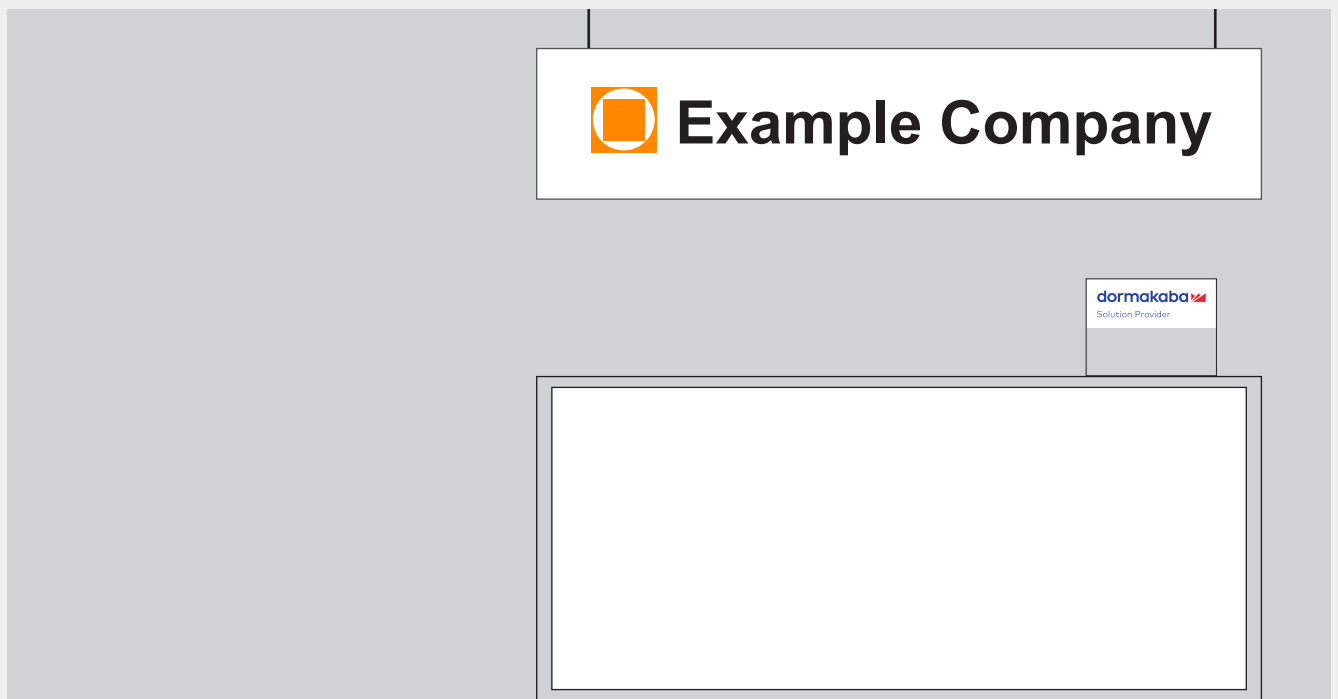
Point of Sale

The solution provider logo can be positioned as a plexiglass display or a plexiglass cube on the interior counter.

POSITIONING ON INTERIOR COUNTER



Mini display versions for placement on the counter



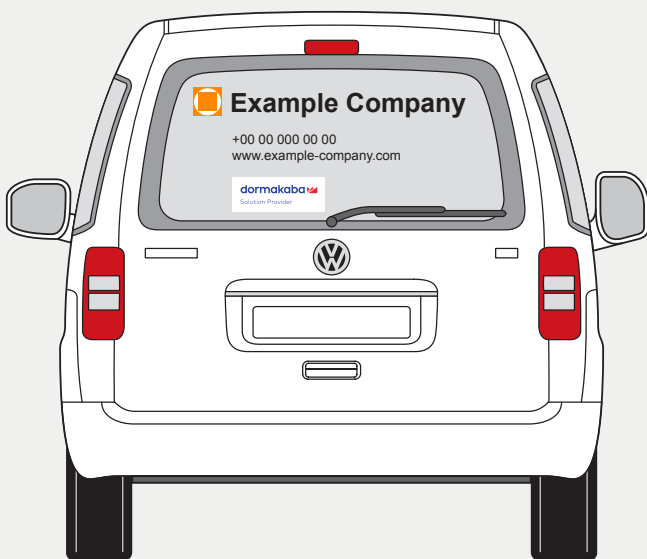
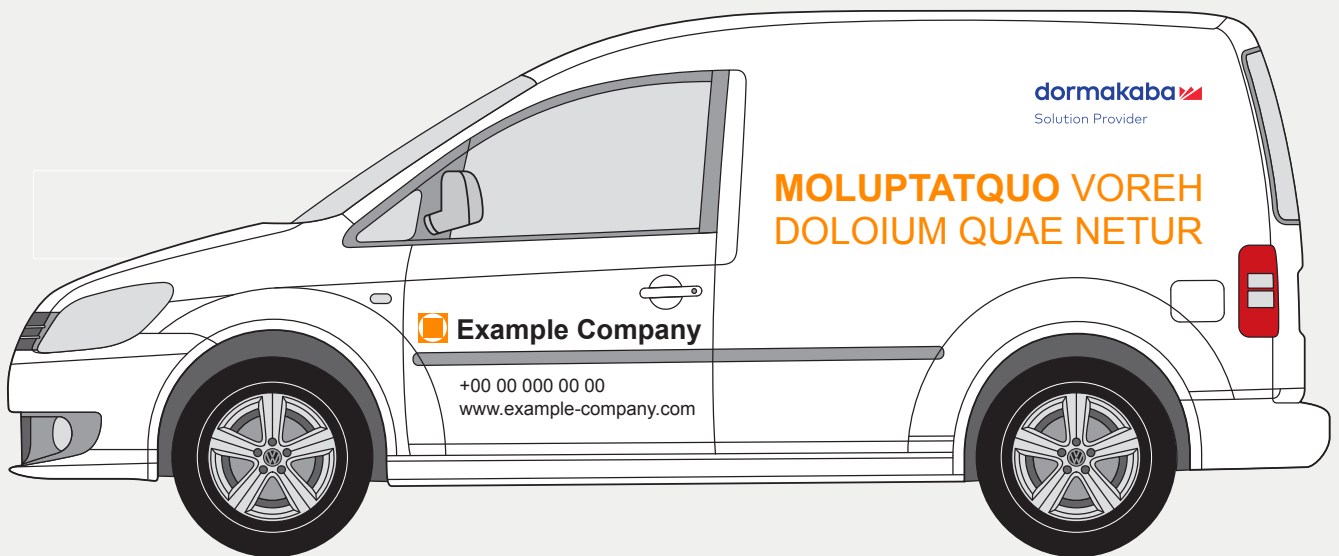
05 Solution provider logo – how to use

Car branding

The solution provider logo can be used for white cars as shown in the examples below. In any case it should correspond to the car design of sellers or distributors of dormakaba products.

Recommendation: It should be placed in the upper part of the service car for good readability.

POSITIONING ON WHITE SERVICE CAR



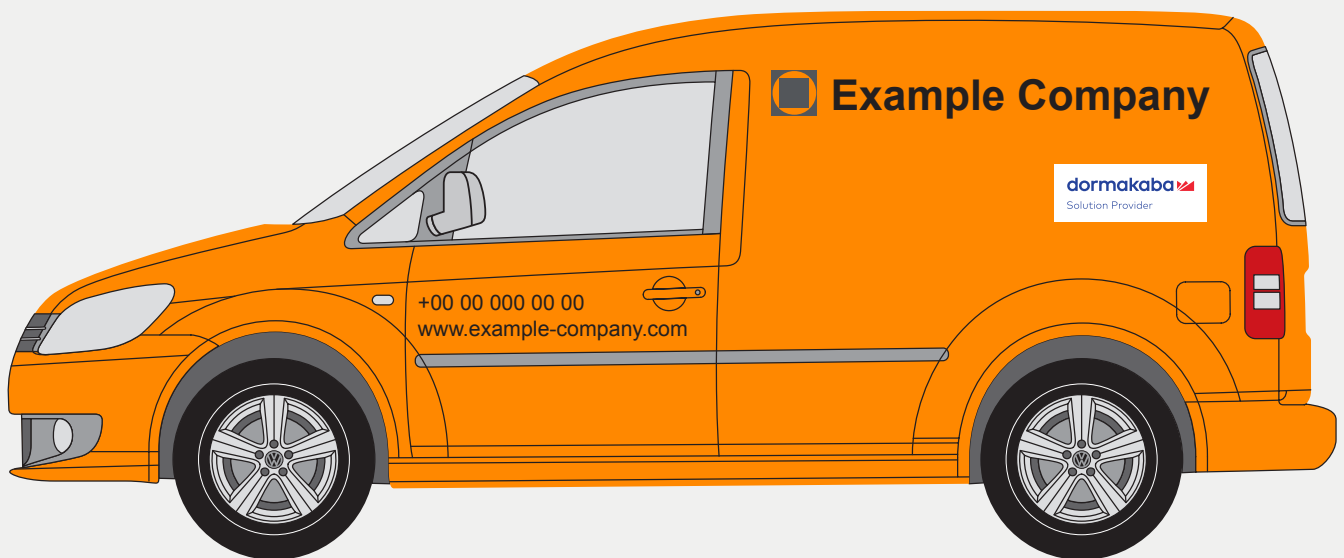
05 Solution provider logo – how to use

Car branding

The solution provider logo can be used for colored cars as shown in the examples below. In any case it should correspond to the car design of sellers or distributors of dormakaba products.

Recommendation: It should be placed in the upper part of the service car for good readability.

POSITIONING ON COLORED SERVICE CAR



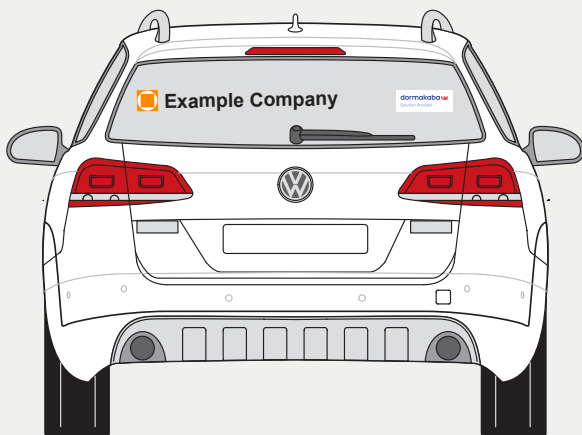
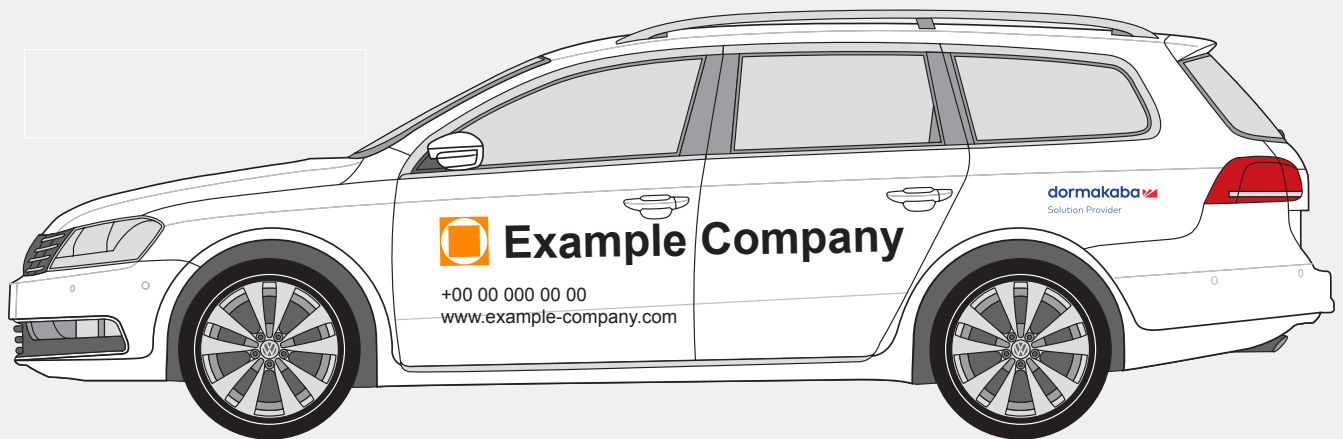
05 Solution provider logo – how to use

Car branding

The solution provider logo can be used as shown in the examples. In any case it should correspond to the car design of sellers or distributors of dormakaba products.

Recommendation: It should be placed in the upper part of the sales car for good readability.

POSITIONING ON WHITE SALES CAR

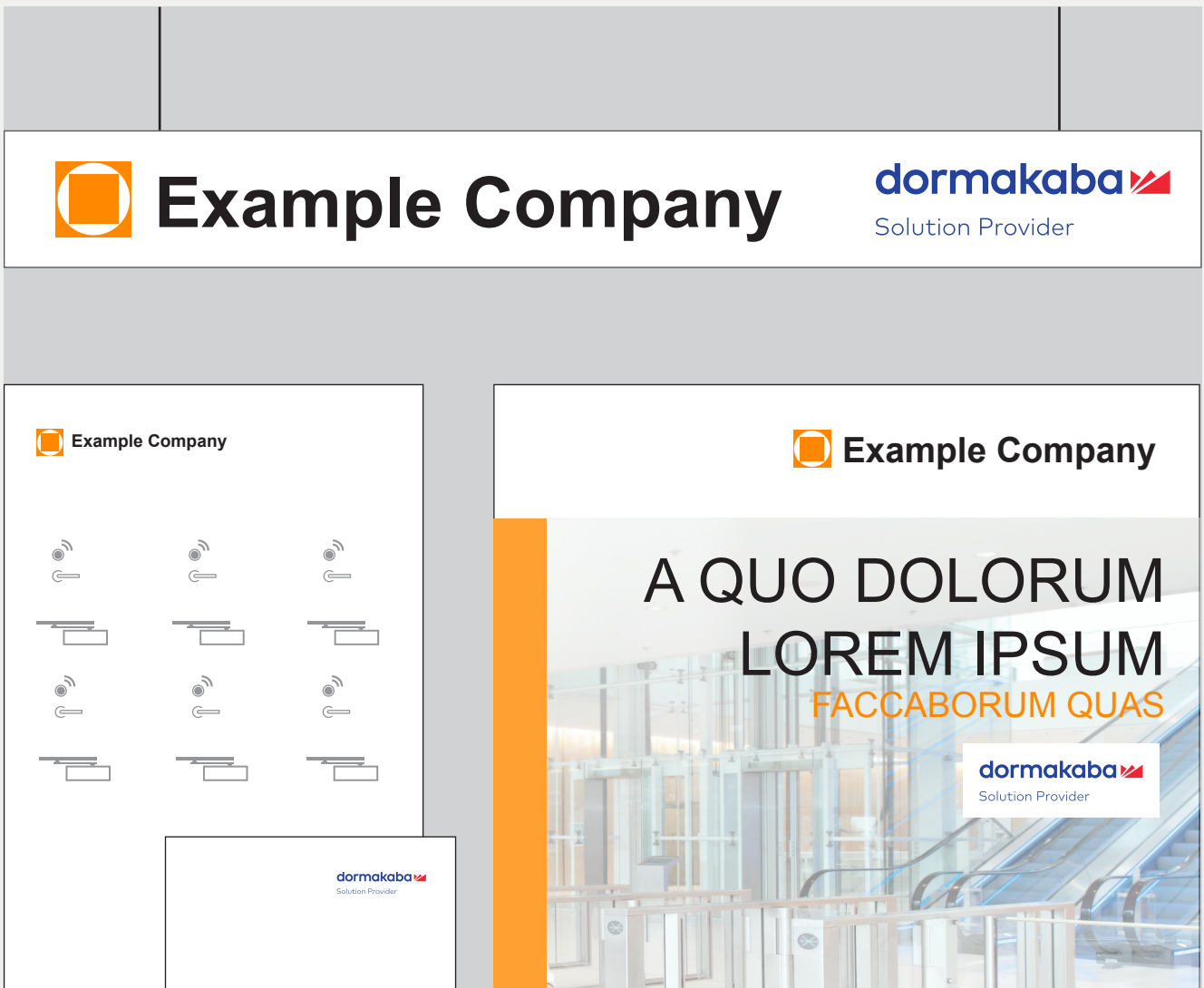


05 Solution provider logo – how to use

Trade fairs

The solution provider logo is positioned as shown below. In any case it should correspond to the trade fair design of sellers or distributors of dormakaba products.

POSITIONING ON TRADE FAIRS



06 Partner logo

Introduction

The partner logo is a graphic element with a high recognition value to visualize the special relationship of the partner to the dormakaba brand. It can be used by dormakaba partners to show that they are specialised members of a dormakaba partnership program.

The standard version of the partner logo is a combination of the dormakaba logo and the dormakaba container system.

The partner logo has a width of minimum 28 mm.

PARTNER LOGO

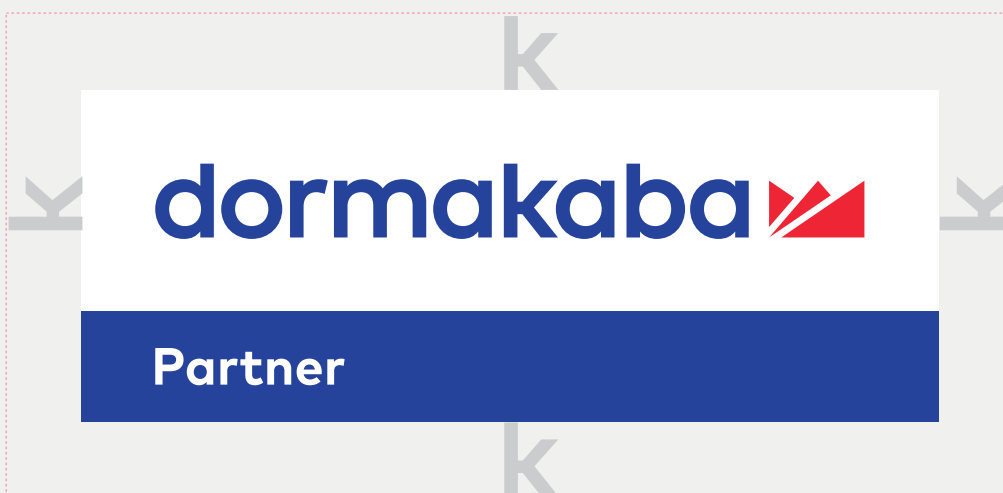
Standard 4C logo



Default size: 100%

The partner logo is part of the dormakaba co-branding logo package.

Standard 4C logo with protected area



The protected area defines the minimum amount of free space around the partner logo. To guarantee optimal presentation of the logo, this space must not be compromised by any typographic or graphic elements.

The protected area is defined by the height of the letter "k" in the dormakaba logotype.

06 Partner logo Systematics

The logo versions must be used as provided. Proportions, spacing and colors are clearly defined and must not be altered. The partner logo can also be placed in the bleed.

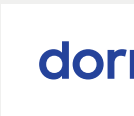
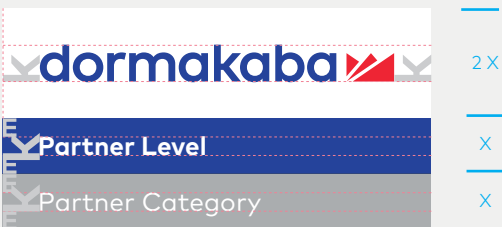
The wordings for partner level information and partner category information have to be locally defined concerning to their requirements.

PARTNER LOGO SYSTEMATICS

Standard version

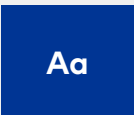


Extended version



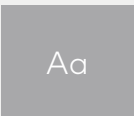
White container

Only used for dormakaba logo placement



dormakaba blue container

- Used for partner level information
- Typography: dormakaba white, FF Mark Pro Bold
- Color:
CMYK 100/70/0/10
RGB 0/53/148
PMS 661
RAL D. 280 30 40



dormakaba dark gray container

- Used for partner category information
- Typography: dormakaba white, FF Mark Pro Light
- Color:
CMYK 10/0/0/85 (40% tint)
RGB 72/72/72 (40% tint)
PMS COOL GRAY 11 (40% tint)
RAL D. 000 75 00

The different logo versions (office, print, online) are part of the dormakaba co-branding logo package.

06 Partner logo

Application versions

There are different application versions of the partner logo for colored or white backgrounds.

If the partner logo is positioned on a white background, the white container with the dormakaba logo has a blue line

on the left, right and upper side. If this version is placed in the bleed, the line is dropped on this side.

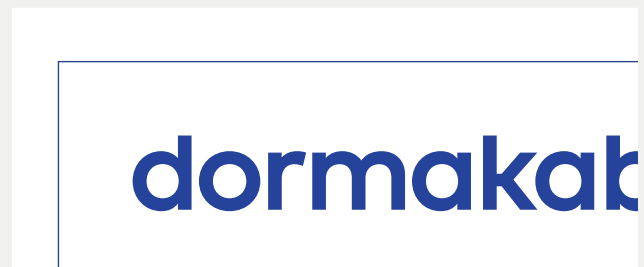
A special version for small sizes for embroideries on textile fabrics is also available.

APPLICATION VERSIONS

Version on colored background



Version on white background



Default size: 100%

Line thickness 0.5 pt, dormakaba blue 100%

VERSIONS ONLY FOR SMALL SIZES FOR TEXTILE FABRICS

Version for embroideries on colored background



Version for embroideries on white background



Default size: 100%

Line thickness 1.5 pt, dormakaba blue 100%

07 Partner logo – how to use Website

The partner logo can be positioned on websites in the partner design as example show below. In any case the logo should correspond to design elements of the website.

POSITIONING ON WEBSITES



07 Partner logo – how to use

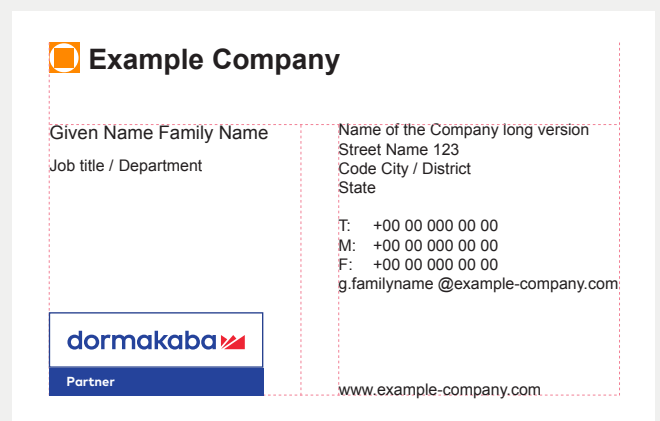
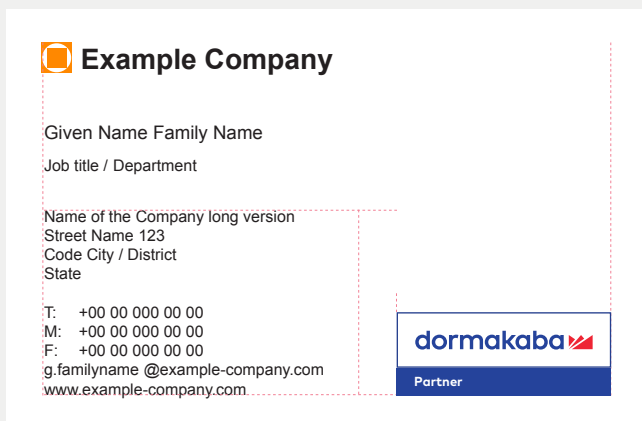
Business card

The partner logo can be positioned on business cards in the partner design as examples show below. In any case the logo should correspond to design elements of the business card.

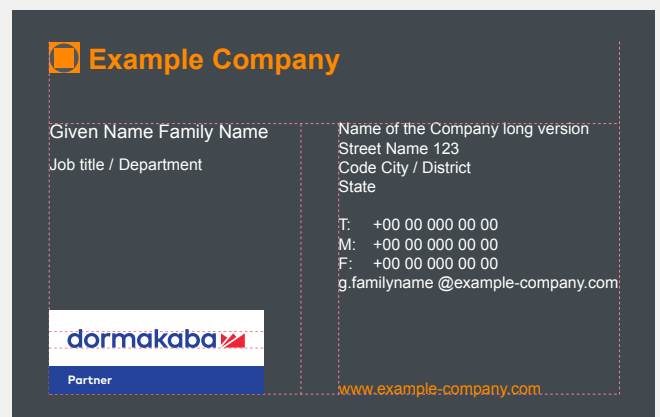
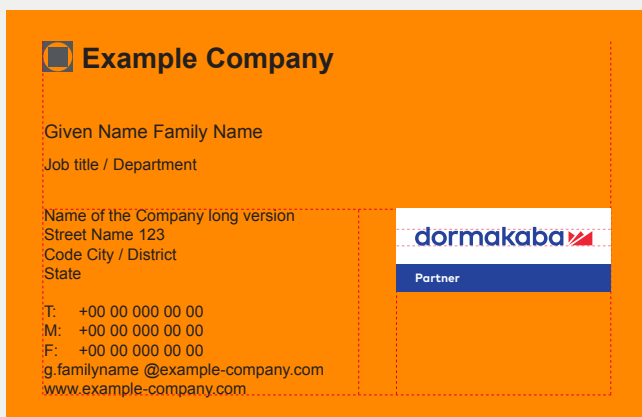
The partner logo has a width of minimum 28 mm.

POSITIONING ON BUSINESS CARDS

Partner logo on white background



Partner logo on colored background



07 Partner logo – how to use

Print communication in partner design

The partner logo can be positioned on brochures in the partner design as examples show below. In any case the logo should correspond to design elements of the back or front cover.

The partner logo has a width of minimum 28 mm.

POSITIONING ON BACK OR FRONT COVER



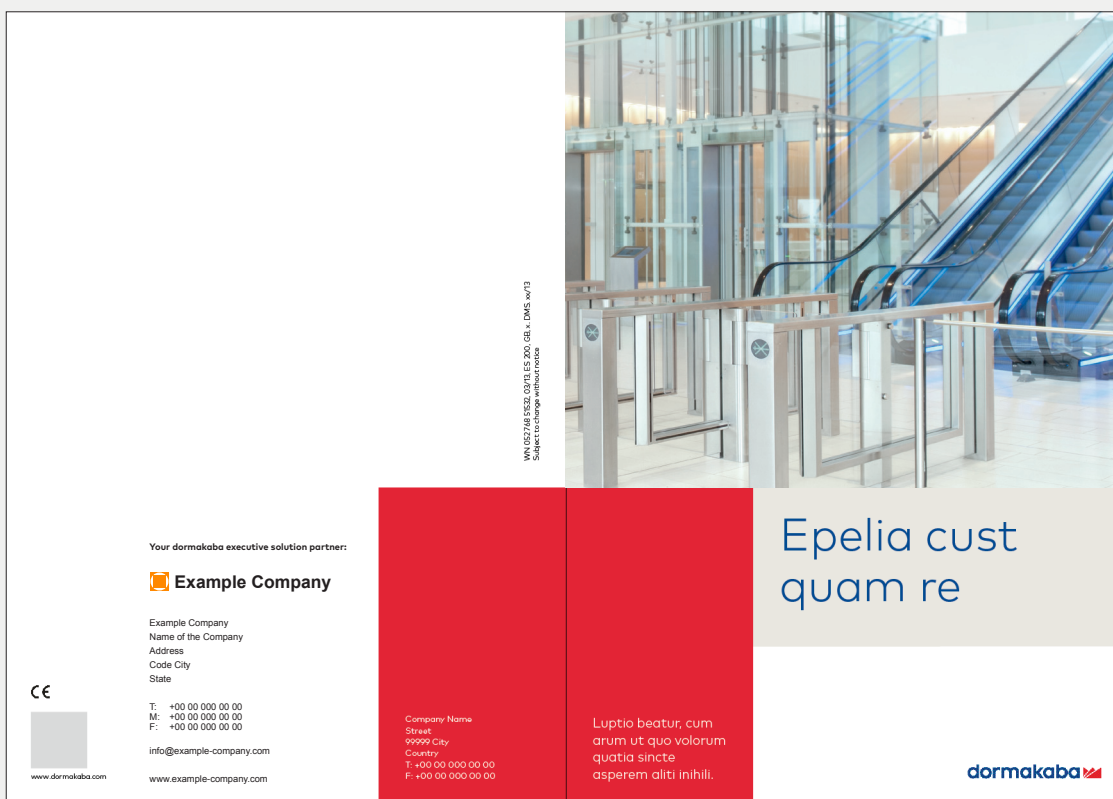
07 Partner logo – how to use

Print communication in dormakaba design

The partner logo must not be used on brochures that are produced by dormakaba for partners. In this case the partner's address including a header line is imprinted as shown below.

The wording of the line has to be locally defined.

POSITIONING ON BACK AND FRONT COVER



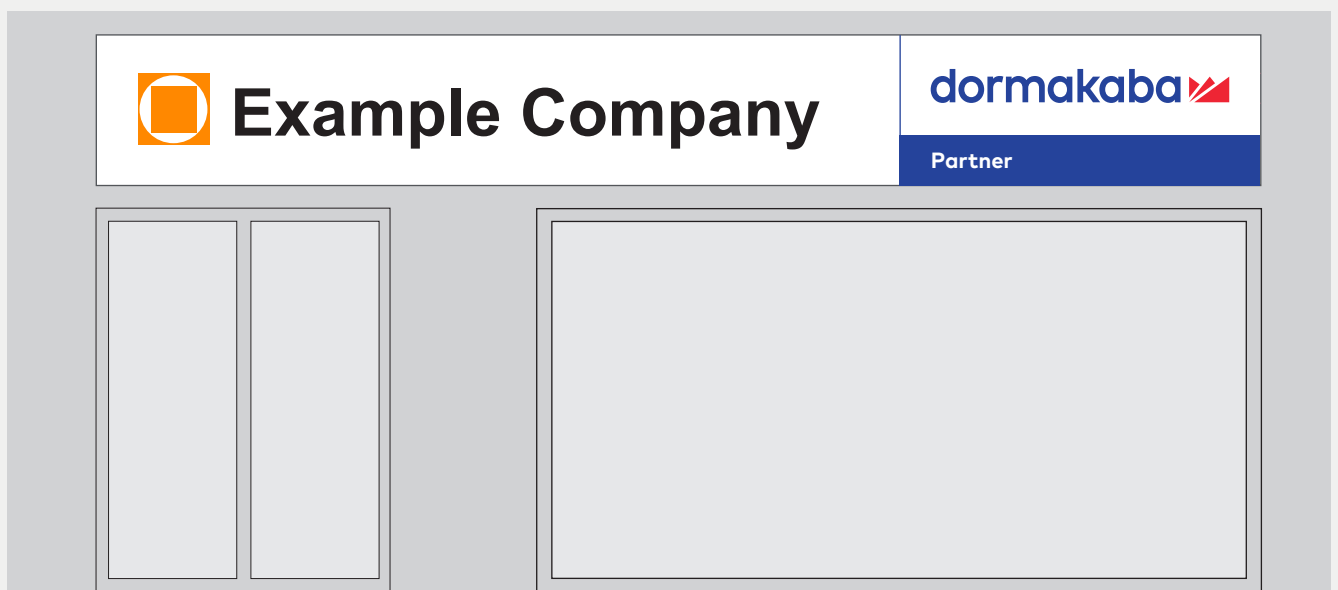
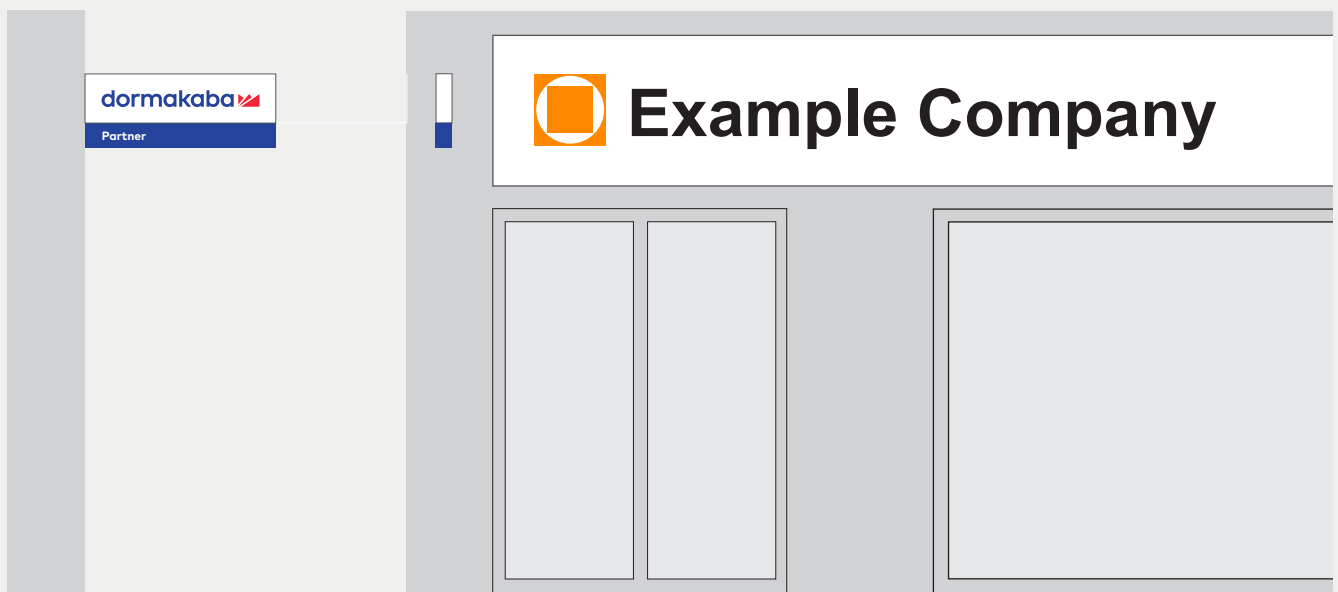
07 Partner logo – how to use

Point of Sale

The partner logo can be used at the point of sale as a single sign or in combination with the partner's company logo.

In any case it should correspond to the size and placement of the company logo.

POSITIONING ON EXTERIOR HANGING SIGNS

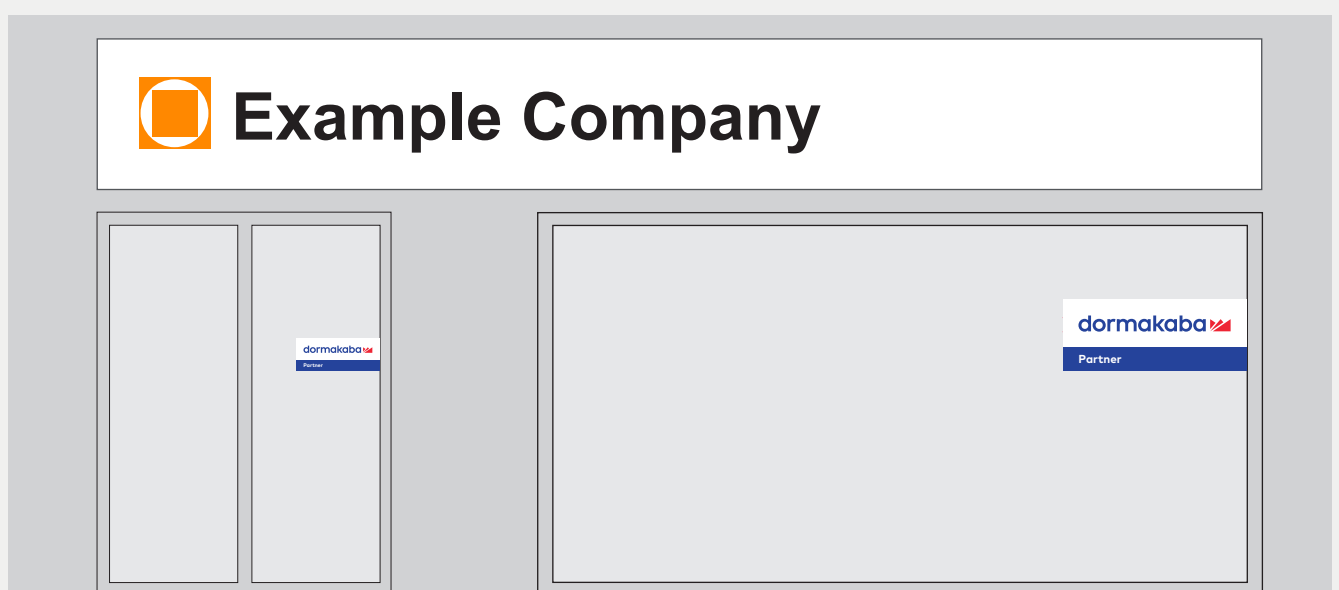


07 Partner logo – how to use

Point of Sale

On the entrance door and the shop window the partner logo can be positioned freely or in the bleed.
Recommendation: It should be placed in the upper part for good readability.

POSITIONING ON ENTRANCE DOOR AND SHOP WINDOW

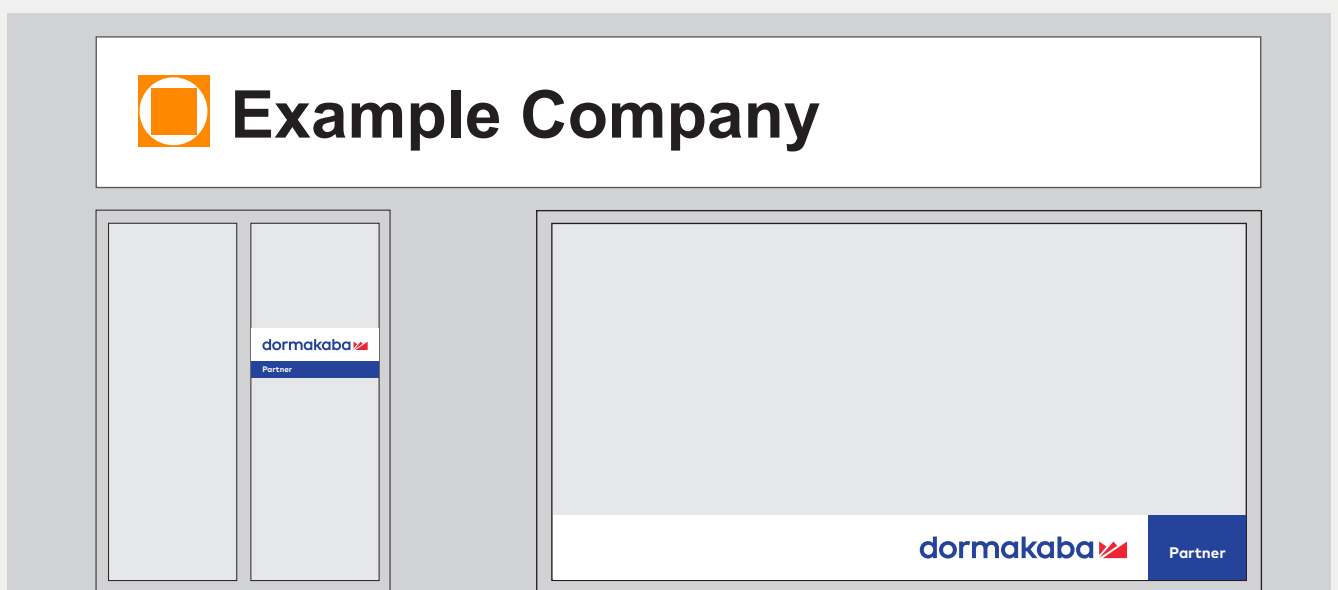
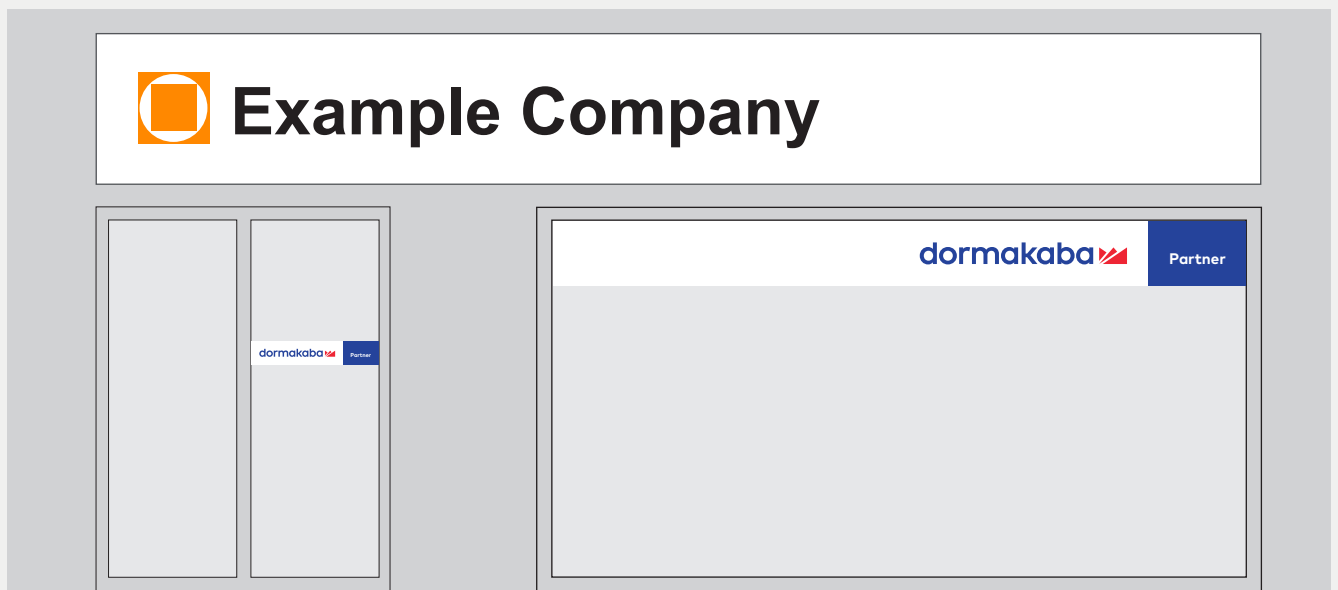


07 Partner logo – how to use

Point of Sale

On the entrance door and the shop window the partner logo can also be used as a bar. The proportions and sizes of the dormakaba logo and the word "Partner" base on the standard version of the partner logo.

POSITIONING ON ENTRANCE DOOR AND SHOP WINDOW

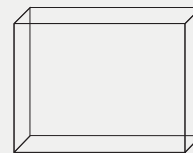
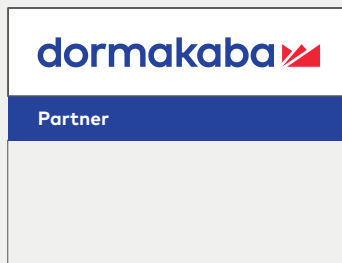


07 Partner logo – how to use

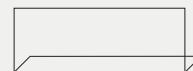
Point of Sale

The partner logo can be positioned as a plexiglass display or a plexiglass cube on the interior counter.

POSITIONING ON INTERIOR COUNTER



Plexiglass cube

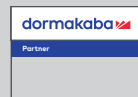


Plexiglass display

Mini display versions for placement on the counter



Example Company



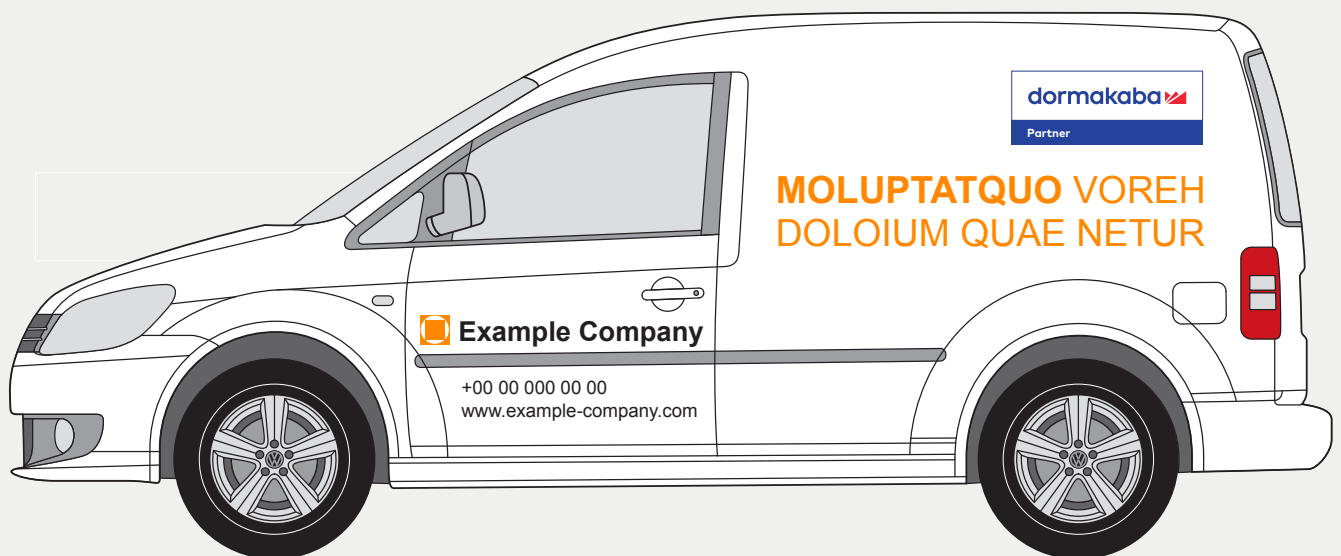
07 Partner logo – how to use

Car branding

The partner logo can be used as examples show below for white cars. In any case it should correspond to graphic elements of the partner's design.

Recommendation: It should be placed in the upper part of the service car for good readability.

POSITIONING ON WHITE SERVICE CAR



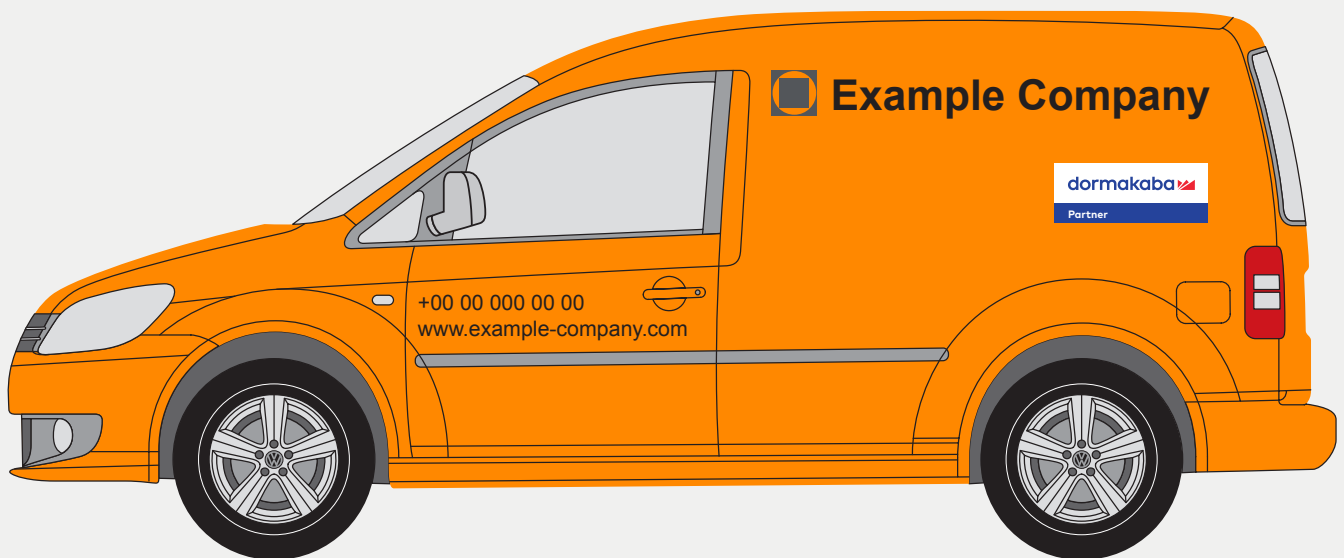
07 Partner logo – how to use

Car branding

The partner logo can be used as examples show below for colored cars. In any case it should correspond to graphic elements of the partner's design.

Recommendation: It should be placed in the upper part of the service car for good readability.

POSITIONING ON COLORED SERVICE CAR



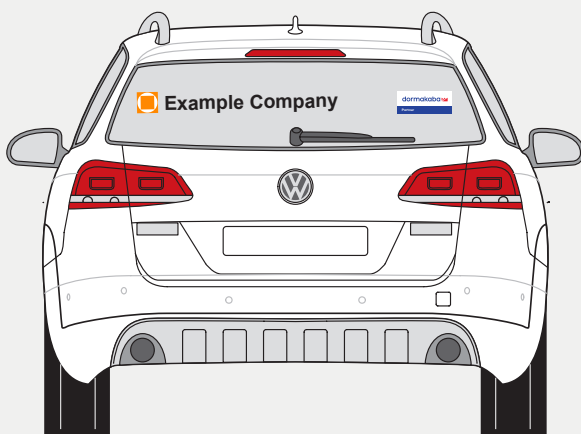
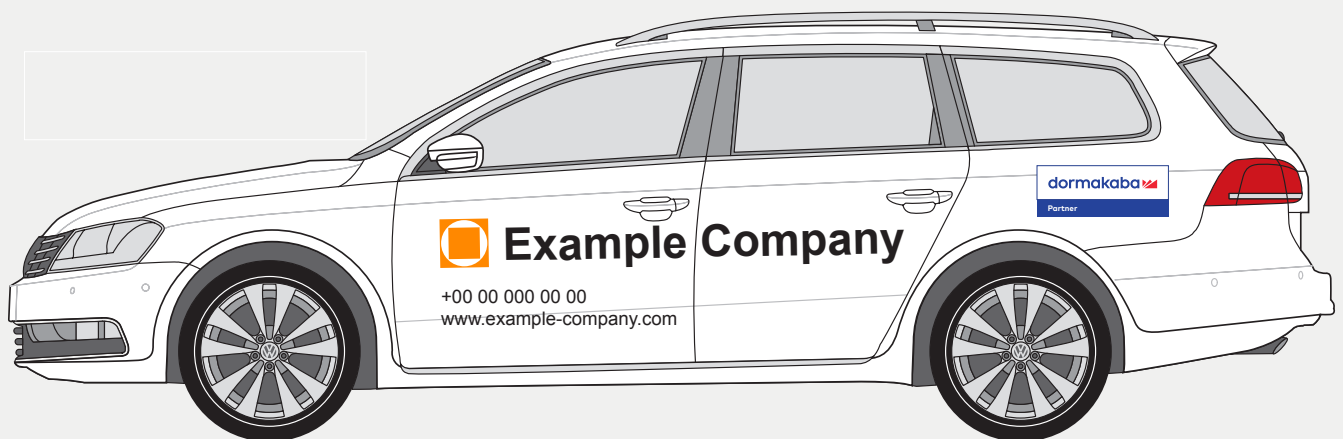
07 Partner logo – how to use

Car branding

The partner logo can be used as examples show. In any case it should correspond to graphic elements of the partner's design.

Recommendation: It should be placed in the upper part of the sales car for good readability.

POSITIONING ON WHITE SALES CAR



07 Partner logo how to use

Trade fairs

The partner logo is positioned in the trade fair design as shown below. In any case it should correspond to graphic elements of the partner's design.

POSITIONING ON TRADE FAIRS



08 Special Cases

Exceptional logo use

The pure dormakaba logo has to be used if it is combined with other logos or with products.

CASES OF EXCEPTIONAL LOGO USE

In combination with logos of other companies

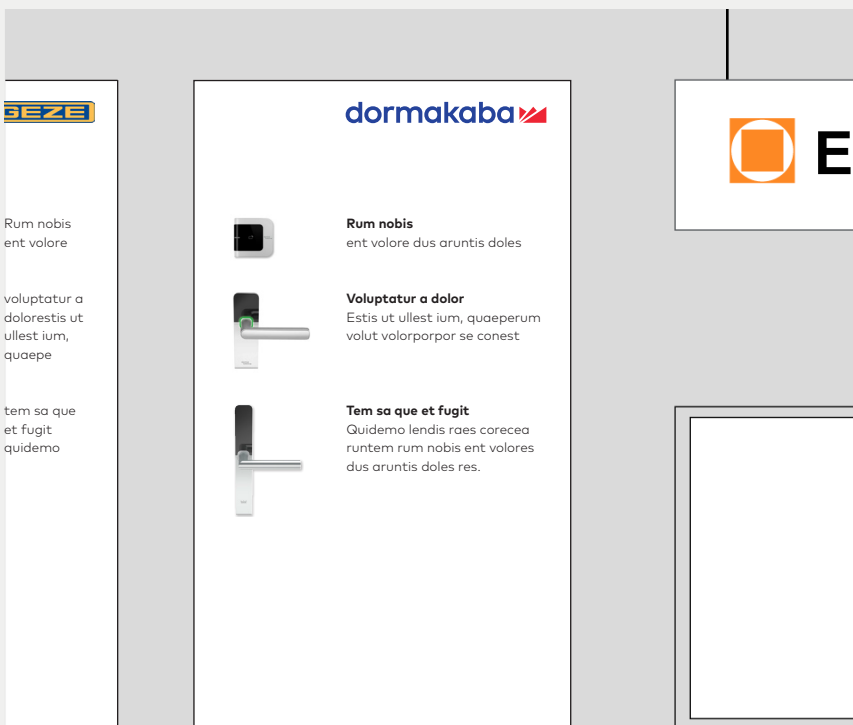
Pure dormakaba logo



The pure dormakaba logo has to be used if it is positioned in combination with logos of other companies.

In combination with products (visuals or texts)

Pure dormakaba logo



The pure dormakaba logo has to be used if it is positioned in combination with products as photo or text i.e. on catalogues, websites or at the point of sale.

Thank you for
following our
guidelines.