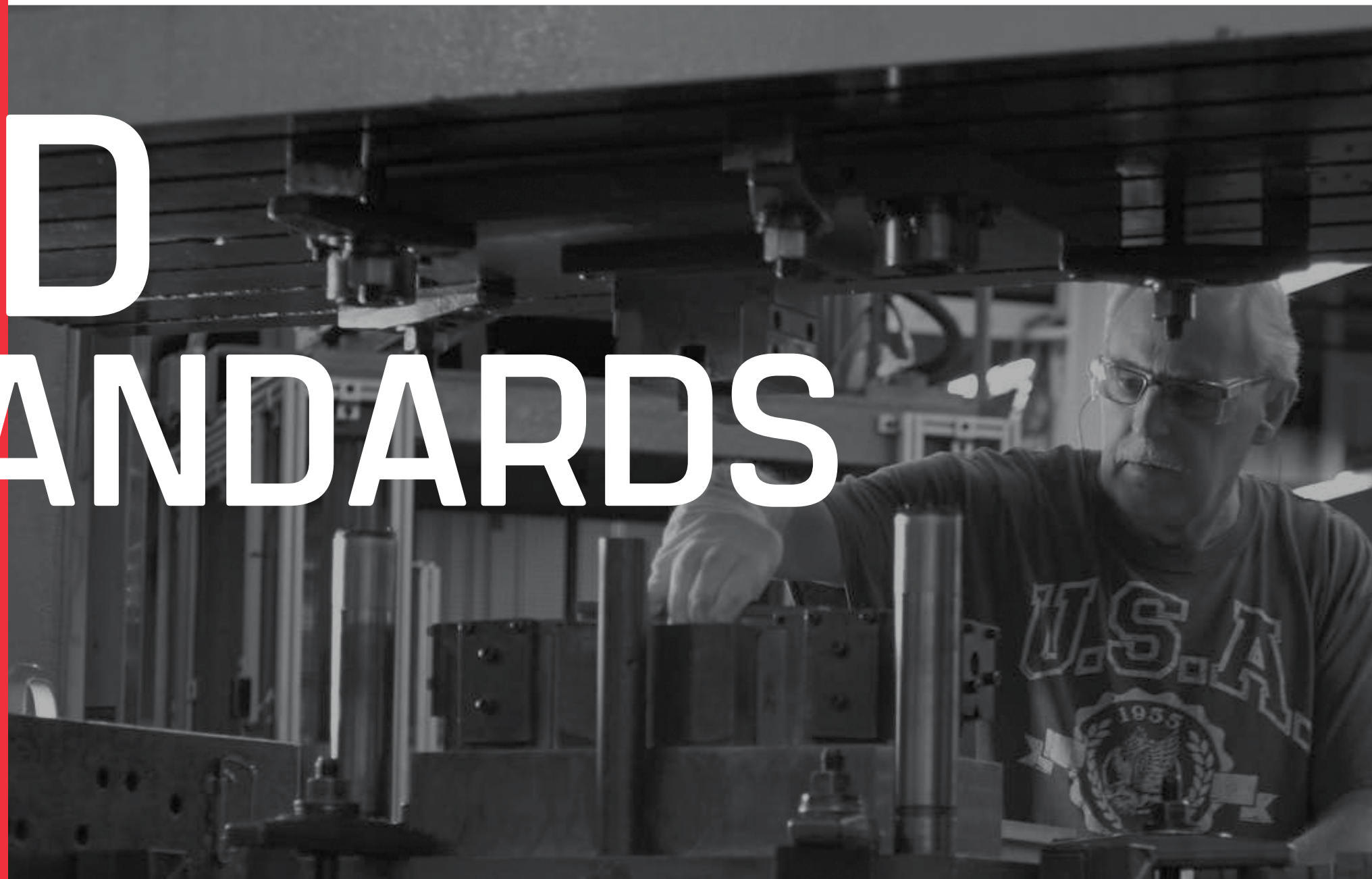


BRAND STANDARDS



NOV 2019

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For print-ready artwork and actual design templates, or if you have use-related questions,
please contact Kim Prauda at marketingURL@dormakaba.com.



OUR Positioning

You can't get better than BEST.

Door hardware products engineered to fit institutional applications and outlast expectations in even the most demanding & complex of projects, from the brand that set the standard.

**DOOR HARDWARE FOR PEOPLE WHO TAKE
"CONTROL FREAK" AS A COMPLIMENT**

OUR Personality

When we say something be it written or verbal, we are sincere, clear, down to earth, and focused on the task at hand. We are diligent in our aim to understand our customers' needs and take pride in meeting the challenges they face. We also have a sense of humor where appropriate. So it's okay to tell a joke or two, so long as it's PG-rated.



CONFIDENT + RELIABLE + GOOD NATURED

BEST Logo

BEST is now part of a global company—dormakaba Group. We are launching new categories of products like exit devices and hinges under the BEST name. And we are making bold moves into the electronic access and data space. Seems like a good time to evolve our logo.

We changed the logo to reflect how we're changing, but kept much of what made the BEST name and mark recognizable to our market.

Wordmark: We simplified the type and pulled it into the dormakaba family.

Globe icon: We streamlined the globe and moved it to the right of the name.

BEST



dormakaba Group

And we left the colors well enough alone.

BEST Fonts

In addition to our new logo, we have new colors and typefaces.

Our new typeface for headlines and body copy is Manifold CF. It feels both highly engineered and modern.

Secondary:
Manifold CF Light,
Manifold CF Bold

Manifold CF

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0 - = _ + < > ? / . , : "

Manifold CF Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0 - = _ + < > ? / . , : "

Default typefaces for PPT and online use.

Verdana Regular

A B C D E F G H I J K L M
N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n
o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0
- = _ + < > ? / . , : "

Verdana Bold

A B C D E F G H I J K L M
N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n
o p q r s t u v x y z
1 2 3 4 5 6 7 8 9 0
- = _ + < > ? / . , : "

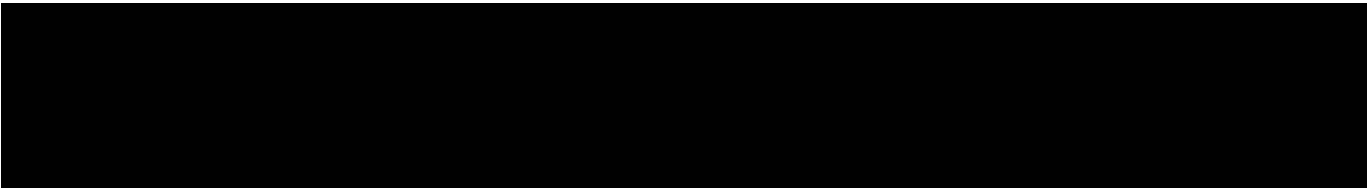
BEST Colors

Our color palette includes our brand red and black and is supported by grays and a darker red

PRIMARY

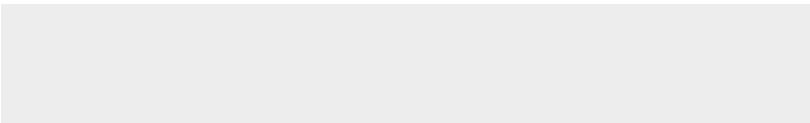


PMS 185 C
CMYK 0/95/80/0
RGB 238/48/60
HEX # EE303C



PMS Process Black
CMYK 0/0/0/100
RGB 0/0/0
HEX # 000000

SECONDARY



CMYK 5/4/4/0
RGB 238/238/238
HEX # EEEEEE



CMYK 0/0/0/60
RGB 128/130/133
HEX # 808285



CMYK 0/0/0/90
RGB 65/64/66
HEX # 414042



CMYK 22/100/100/14
RGB 174/32/36
HEX # AE2024

BEST Logo usage

Please follow these rules when using our logo. For most uses, the logo must include the dormakaba group endorsement.

Minimum size and relationship of icon to wordmark



The logo should be used no smaller than shown here for most marketing materials, signage and promotional items.



Clear space

Leave 1/8 inch or 12 pixels of clear space around the logo on all four sides. No elements, type or blocks of color should extend into the clear space.



-  = 1/8"
-  = 12 pixels

BEST Logo usage

Please follow these rules when using our logo.

Primary logo:



Reversed logo, red globe icon, black background:



Reversed logo, red globe icon, 87% black background:



Primary logo, 25% black background:



Black logo:



Black logo, BEST red background:



Black logo, 25% black background:



Gray logo, 50% black:



Reversed logo, black:



Reversed logo, BEST red background:



Reversed logo, 75% black background:



Reversed logo, 50% black background:



BEST Logo usage

Please follow these rules when using our logo.

Dos and don'ts

Choose background images and positions that allow sufficient contrast between photo and logo.
Always use the brand colors.

Do not:

- Use logo on busy backgrounds.
- Alter the proportion of the logo.
- Use scanned, pixelated or low-resolution versions of the logo.
- Embellish the logo.

PROPER LOGO USAGE



Choose images and positioning that allow sufficient contrast between photo and logo.
Use reverse logo on dark backgrounds.



Choose images and positioning that allow sufficient contrast between photo and logo.
Use color logo on light backgrounds.

IMPROPER LOGO USAGE



Do not use white logo on light backgrounds.



Do not use color logo on dark backgrounds.



Do not use logo on busy backgrounds.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
 
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Do not screen the logo behind text, place over text, or use as a watermark.

BEST Logo usage

Smaller sizes may be used where necessary for *digital applications* or *promotional items*. When using the logo in smaller sizes, eliminate the dormakaba Group endorsement. You may also use the icon on its own for webpage favicons.



Print = 0.75" minimum
Digital = 100 pixels minimum

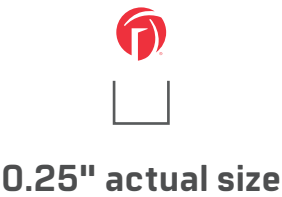


0.75" actual size

Optimized globe icon: use this icon version for sizes under 1.5".



0.25" minimum



0.25" actual size



32*32 pixel favicon

BEST Logo product application

Starting immediately, all **new products** will be introduced with the new logo. The logo may be printed or stamped depending on the product. Logo must be one color (black or gray) if printed or stamped / etched to match the finish of the product. Do not use the dormakaba Group endorsement with the logo on any product. Never use the globe icon on its own for product applications.



Horizontal orientation

Wherever practical and aesthetically pleasing, the logo should be used in full, horizontally.



Vertical orientation

Where a horizontal application would make the globe icon smaller than 1/4 inch in diameter or if it doesn't fit the logo space on the product (example: padlocks), use the vertical orientation.



Wordmark only

For products where the full logo would be less than one inch in length or would not fit the product aesthetic, use the BEST wordmark alone.

BEST Logo product application

Legacy logo application

Over the next two years the BEST legacy logo will be strategically sunset, and the new logo will replace it. Our goal is to have all products converted by the 2022 production runs. In the meantime, use of the BEST legacy logo is acceptable on all products currently in production.



The BEST legacy logo and legacy wordmark
will continue being used for some product applications through 2021.

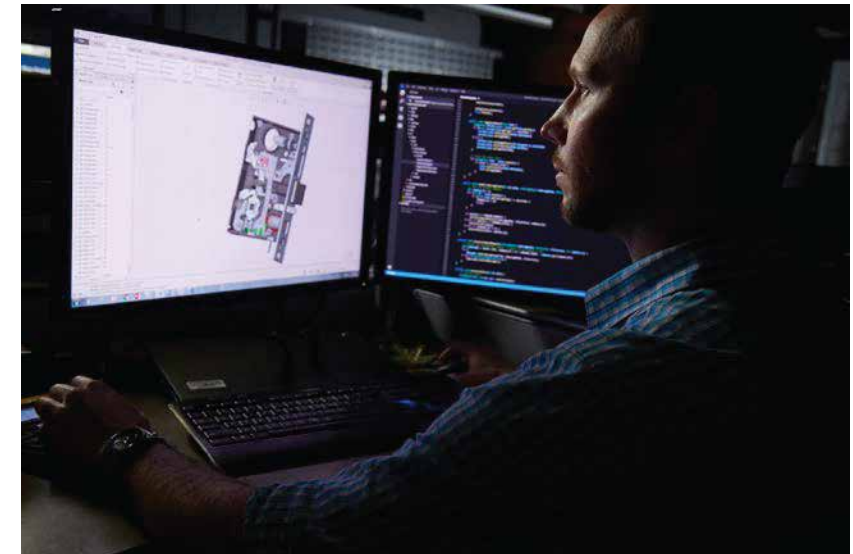
Photography

BEST sets the standard for

how we engineer, *what* we build, and *where* we compete. Our mix of photography tells that story.

How imagery:

We have a select set of brand images intended to show the trusted people and process behind the trusted name that is BEST. These should be reserved for high-profile uses such as advertising, web and sales materials for category-leading products.



Photography

What imagery:

We have a select set of brand images that show the quality of what we do and how we do it. These too should be reserved for high-profile uses such as advertising, web and sales materials for category-leading products. We also have a set of 3D product images. These can be used as they always have in catalogs, online and for a range of marketing materials.



Photography

Where imagery:

We've curated a library of images that show our customers and the facilities we secure across industries. These will be useful for rounding out marketing materials and for using with highly vertical products like SHELTER.



Endorsement and Co-Branding

BEST gains significant value through its connection to dormakaba. Endorsing as part of the group helps to ensure the full advantage of that. In materials where there's room, use the full group endorsement. All materials should include the legal endorsement.

Full group endorsement

Font size: 6pt
Leading: 8pt

BEST is a member of the dormakaba Group, one of the top three providers for access and security solutions in the global market.
BEST is a trademark of dormakaba USA Inc. ©2019 All rights reserved.

Legal endorsement

Font size: 6pt

BEST is a trademark of dormakaba USA Inc. ©2019 All rights reserved.

Co-branding

The only acceptable co-branding for BEST and dormakaba is the use of the dormakaba Group endorsed logo as shown here. To ensure clarity between the parent company (dormakaba) and the product brand (BEST) avoid using the two logos together.

Correct:



Incorrect:

