

# design hardware brand guide

## how to use

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In order to create a consistent tone and personality, please reference this brand guide when creating marketing materials.

## positioning

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Door hardware products designed for commercial applications where speed, flexibility, and support are highly valued.

## personality

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**candid**  
**experienced**  
**hard working**

## logo

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Use the full logo to represent the Design Hardware brand. Use the full color logo on white backgrounds only. Use the single color applications on varying backgrounds.

## icon

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Use the icon in places where the brand is already established (i.e. social media, email, internal communications.) Use the full color icon on white backgrounds only. Use the single color applications on varying backgrounds.

## type

Primary Typeface

# Mark Pro

BOOK / **BOLD** / **BLACK**

A B C D E F G H I J K L M N O P

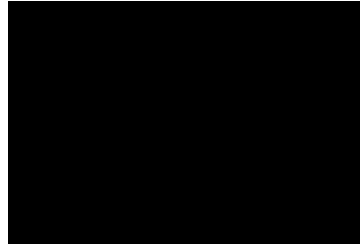
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

## color



### DH Black

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



### DH Blue

Pantone 7690 C  
(Specified for spot print only)  
CMYK 83 / 51 / 28 / 5  
RGB 55 / 110 / 144  
HEX #376E90



DH Blue 75%



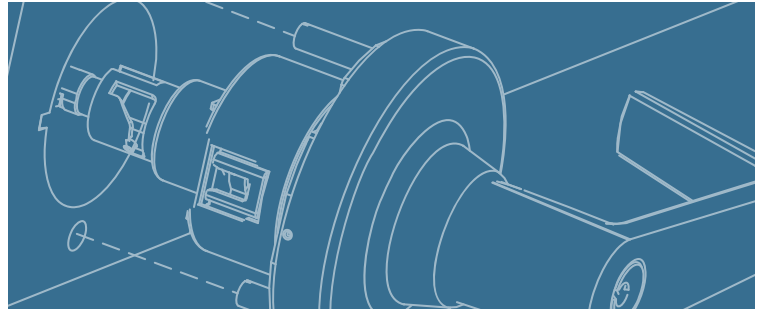
DH Blue 50%



DH Blue 25%

## texture

Create meaningful design elements in marketing materials derived from the technical drawings of Design Hardware products. Use contour drawings only, with low contrast against the background, allowing for readable text over top.



## examples

**our toughest cylindrical lock.**

**z-series**  
extra heavy duty

- Designed to endure over 1M opening cycles
- Good choice for medium- to high-traffic applications

design hardware

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Design Hardware has excellent shipping times. We count on them to quickly solve any problems and to provide us with technical assistance.

**General Manager**  
South Carolina

**designed to endure over 1,000,000 opening cycles.**

design hardware