This document conveys our understanding of the dormakaba corporate identity and outlines the principles and rules governing the visual brand expression.

2016-12-06

dormakaba

Corporate Identity Guidelines
Basic Elements

01

dormakaba Basic Elements Guidelines
Table of contents

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

Note:
The use of the color cyan is only permitted for dimensioning. Cyan is not part of the dormakaba brand colors.

Our corporate design is the foundation for the visual communications that give dormakaba a unique and distinctive appearance.

The one-line-version is our primary logo.
It is used across all dormakaba media,
including print, signage and digital
applications.

ONE-LINE-VERSION (PRIMARY LOGO VERSION)

dormakaba one-line 4C logo with protected area

Default size: 100%

TWO-LINE-VERSION (EXCEPTIONAL CASES ONLY)

dormakaba two-line 4C logo with protected area:
to be used only in special cases and with approval from Group
Communications

Default size: 100%

All logos (office, print, screen)
are part of the dormakaba
logo package, which can be
downloaded from:
brandnet.dormakaba.com.
The two-line, one-color positive
and negative versions are to
be used only in special cases
and with approval from Group
Communications.

Our logo is a critical part of our brand presence, visible in every area in which dormakaba operates. It must be used only as provided by dormakaba, and must not be altered in any way. The logo should appear in blue and red (positive) whenever possible. Black (positive) and white (negative) versions are also available. Pantone and CMYK versions of all logos are provided for print applications. RGB versions are provided for use in office communications and online.

LOGO POSITIVE

dormakaba one-line 4C logo with protected area

dormakaba one-line 1C positive logo with protected area

All logos (office, print, screen) are part of the dormakaba logo package, which can be downloaded from: brandnet.dormakaba.com.

LOGO NEGATIVE

dormakaba one-line 1C negative logo with protected area

Default size: 100%

The protected area defines the minimum amount of free space around the 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 dorma kaba logotype.

For special cases the protected area is defined by the height of the letter "a" in the dormakaba logotype e.g. online, give aways or endorsement.

PROTECTED AREA

Default size: 100%

Default size: 100%

LOGO SIZES

Defined sizes in relation to DIN/US formats:

Format	Size in mm	Size in %
Minimum size	15 mm	15%

Portrait Format	Size in mm	Size in %	Landscape Format	Size in mm	Size in %
DIN Lang	35 mm	35%			
DIN A5	35 mm	35%	DIN A5	38,5 mm	38,5%
DIN A4	50 mm	50%	DIN A4	54 mm	54%
US Letter	50 mm	50%	US Letter	50 mm	50%
DIN A3	70,5 mm	70,5%	DIN A3	76,5 mm	76,5%
DIN A2	100 mm	100%	DIN A2	108 mm	108%
DIN A1	141 mm	141%	DIN A1	153 mm	153%
DIN A0	200 mm	200%	DIN A0	216 mm	216%
Roll-up (850x2100 mm)	300 mm	300%			

02 **Logo**
Don'ts

The logo must be used only as provided. Proportions, spacing and colors are clearly defined and must not be altered.

DON'TS

DON'T/Neither the proportions nor the size of the logotype may be altered

DON'T/Outlines, shadows and similar effects may not be used

DON'T/The logo may not be placed on busy photographic backgrounds

DON'T/The logo may not be used in any other color besides one-color black (positive) or white (negative)

DON'T/The logo may not be placed on gradient backgrounds

DON'T/Never use a project title instead of our logo
DON'T/Never use key visuals or pictograms instead of our logo
DON'T/Never weaken the power of our logo by combining it with other logos

DON'T/The specified minimum protected area around the logo may not be compromised by any graphic or typographic elements. No additions or descriptive elements may be placed near the logo

DON'T/Never separate the logo elements (wordmark/crown) from each other

dormakaba is always written and spoken as dormakaba. Within copy, the dormakaba brand name is treated like normal text, using only lower-case letters. The dormakaba logo must not be embedded in copy, nor may the brand name be abbreviated.

If the names Dorma or Kaba are used singly, e.g in combination with products, they are always written as Dorma or Kaba.

WRITTEN FORM

DO

Nam dormakaba nisime a volore dolor lorem que sit.

DON'T

Nam DormaKaba nisime a volore dolor lorem que sit.
Nam dorma+kaba nisime a volore dolor lorem que sit.

Nam DK nisime a volore dolor lorem que sit amet ipsum.
Nam dk nisime a volore dolor lorem que sit amet ipsum.

Nam D+K nisime conet a volore dolor lorem que sit.
Nam d+k nisime conet a volore dolor lorem que sit.

Nam **dormakaba** nisime a volore que sit amet ipsum.
Nam **dormakaba** nisime a volore que sit amet ipsum.

SPOKEN FORM

DO

dormakaba is always spoken as dormakaba.

02 **Logo**
Nomenclature

The dormakaba logo is available in a variety of formats suitable for use in most applications. These files must not be altered in any way or converted into different file formats. The only exception to this rule is the RGB master file, which may be used to create GIF and JPG files in the required sizes.

dormakaba

Scaled size: 50%

The file name provides detailed information on the format of the logo file:

DOKA_logo_one_line_4C_pos.eps

1. Company name
DOKA   full logo

2. Version
one-line
two-line

3. Color model
4C   four-color euroscale (CMYK) for print
P   Pantone spot color
RGB   RGB (Screen)

4. Additional color information
pos   positive black
neg   negative white

5. File format
.eps   Encapsulated PostScript
.png   Portable Network Graphics

The two-line-version of the dormakaba logo may be used only when there is insufficient space to use the one-line-version legibly, such as in small applications of product branding, or in social media or apps. Please refrain from using the two-line-version in any other situation. Before using the two-line logo, please obtain approval from Group Communications.

LOGO POSITIVE

dormakaba two-line logo positive
with protected area

All logos (office, print, screen) are part of the dormakaba logo package, which may be requested from Group Communications.

Before using the two-line logo, please obtain approval from Group Communications.

Default size: 100%

LOGO NEGATIVE

dormakaba two-line logo negative
with protected area

Default size: 100%

The protected area defines the minimum amount of free space around the logo. To guarantee optimal presentation of the logo, this space must not be compromised by any elements. The protected area is defined by the height of the letter "k" in the dormakaba logotype.

For special cases the protected area is defined by the height of the letter "a" in the dormakaba logotype e.g. for apps.

PROTECTED AREA

dormakaba two-line logo positive with protected area

Before using the two-line logo, please obtain approval from Group Communications.

Default size: 100%

Default size: 100%

02   **Logo**
Nomenclature (Two-line-version)

The dormakaba logo is available in a variety of formats suitable for use in most applications. These files must not be altered in any way or converted into different file formats. The only exception to this rule is the RGB master file, which may be used to create GIF and JPG files in the required sizes.

LOGO

Scaled size: 50%

The file name provides detailed information on the format of the logo file:

DOKA_logo_two_line_4C_pos.eps

1. Company name
DOKA   full logo

2. Version
one-line
two-line

3. Color model
4C   four-color euroscale (CMYK) for print
P   Pantone spot color
RGB   RGB (Screen)

4. Additional color information
pos   positive black
neg   negative white

5. File format
.eps   Encapsulated PostScript
.png   Portable Network Graphics

FF Mark Pro is dormakaba's corporate typeface. It is used for all printed communications and supports dormakaba brand identity recognition. For online communication, Poppins is used as an alternative to FF Mark Pro.

In office communications, Arial is used as an alternative to FF Mark Pro.

FONT OVERVIEW

Print communication
FF Mark Pro Light/Bold

FF Mark Pro Light

FF Mark Pro Bold

Online communication
Poppins Light/Semi-Bold

Poppins Light

Poppins Semi-Bold

Office communication
Arial Regular/Bold

Arial Regular

Arial Bold

Typography is an essential part of the dormakaba brand identity. FF Mark Pro's wide range of styles and special characters ensure flexibility for all future typographic requirements.
FF Mark Pro is available in Open Type format and contains all the special

characters necessary for Central European and other languages. For Cyrillic and Greek typography, use the system font Arial.

Special fonts are defined for:
– Chinese: Microsoft YaHei
   Horizontal Scale: 90%,
   Font tracking: 50
– Korean: Malgun Gothic
– Japanese: Kozuka Gothic Pr6N
Except numbers and any English word.

FF MARK PRO

FF Mark Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & $ fi fl fi fl g ¤ § @ ();C

FF Mark Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & $ fi fl fi fl g ¤ § @ ();C

FONT USAGE

Defined media where the font is used:

Media/Application	Font/Cut	Comment	Licensing
• Advertisment • POS • Trade-Fair graphics • Newsletter • Business Stationery • etc.	• FF Mark Pro Light/Bold	• Numbers in "proportional lining" • Numbers in table in "tabular lining" • Individual pre-printed elements	• Desktop license required for all external suppliers: https://www.linotype.com/de/quote-107051-3398101

For online communication, Poppins is used as an alternative to FF Mark Pro. Poppins is a geometric sans serif typeface that supports both Devanagari and Latin languages. As an open source typeface, it is designed by the Indian Type Foundry, based in Ahmedabad, Gujurat, India, which designs contemporary Indian typeface families.

POPPINS

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & $ fi fl fi fl g § @ ();c

Poppins Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & $ fi fl fi fl g § @ ();c

FONT USAGE

Defined media where the font is used:

Media/Application	Font/Cut	Comment	Licensing
• Web	• Poppins Light/Semi-Bold	• None	• Licence free: https://www.google.com/fonts

03   **Font**
Office communication

In office communications, Arial is used as an alternative to FF Mark Pro. Arial is a system font supported by all commonly-used office software. It is available internally on all computers within the dormakaba Group, and it is guaranteed to transfer externally.

ARIAL

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & $ fi fl fi fl g § @ ();C

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & $ fi fl fi fl g § @ ();C**

FONT USAGE

Defined media where the font is used:

Media/Application	Font/Cut	Comment	Licensing
• Publications • Business Stationery • Price list • Microsoft Office • CRM/ERP Application • Email	• Arial Regular/Bold	• All business stationery except pre-printed elements on compliment slips, invitations and on envelopes • Languages not covered by FF Mark Pro	• Licence free

The primary colors determine the dormakaba brand presentation. dormakaba blue, complemented by dormakaba red, is used across the entire dormakaba Group. Together with the secondary colors dormakaba dark gray, dormakaba light gray and dormakaba

white, these colors express the engaging and inspiring aspects of the dormakaba brand identity. They may be used in display elements, graphics, and throughout all communication media.

PRIMARY COLORS

dormakaba blue	dormakaba red
PMS 661 C	PMS 185 C
PMS 661 U	PMS 185 U
CMYK 100/70/0/10	CMYK 0/95/80/0
RGB 0/53/148	RGB 228/0/43
HEX # 003594	HEX # e4002b
NCS S 3560-R80B	NCS S 0580-Y90R
RAL D. 280 30 40	RAL D. 030 50 60
Scotchcal 100-1024	Scotchcal 100-368
80% 60% 40% 20%	80% 60% 40% 20%

COLOR APPEARANCE

Color use by percentage:

dormakaba blue	15%
dormakaba red	15%
dormakaba cool gray 11C	5%
dormakaba cool gray 1C	10%
dormakaba white	55%

(Percentage is measured across the full publication)

COLOR TINTS

Tints of dormakaba blue and dormakaba red may be used only for graphs and tables.

04   Colors
Secondary colors

The secondary colors dormakaba dark gray, dormakaba light gray and dormakaba black and white are colors that express the engaging and inspiring aspects of the dormakaba brand identity. They may be used in display elements, graphics, and throughout all communication media.

SECONDARY COLORS

dormakaba dark gray

PMS COOL GRAY 11C
PMS COOL GRAY 11U
CMYK 10/0/0/85
RGB 72/72/72
HEX # 484848
NCS S 8000-N
RAL D. 220 30 05
Scotchcal 100-2290

| 80% | 60% | 40% | 20% |

dormakaba light gray

PMS COOL GRAY 1C
PMS COOL GRAY 1U
CMYK 0/0/6/12
RGB 237/237/235
HEX # ededeb
NCS S 1502-R
RAL D. 060 80 05
Scotchcal 100-11

1C COLOR DEFINITION

dormakaba dark gray 0/0/0/85
dormakaba light gray 0/0/0/12

dormakaba white

PMS –
PMS –
CMYK 0/0/0/0
RGB 255/255/255
HEX # ffffff
NCS S 0502-G
Scotchcal 100-10

dormakaba black

PMS   Black C
PMS   Black U
CMYK 0/0/0/100
RGB 0/0/0
HEX # 000000
NCS S 9000-N
Scotchcal 100-12

COLOR TINTS

Tints of dormakaba cool gray 11C may be used as background colors for product cut outs.

There are two special colors:
dormakaba yellow and dormakaba
green. Along with dormakaba red
(primary color), they are mainly used
as the traffic light colors.

SPECIAL COLORS

dormakaba red

PMS 185 C
PMS 185 U
CMYK 0/95/80/0
RGB 228/0/43
HEX # e4002b

dormakaba yellow

PMS 109 PC
PMS 109 UP
CMYK 0/10/100/0
RGB 255/221/0
HEX # ffdd00

dormakaba green

PMS 369 PC
PMS 369 UP
CMYK 75/0/100/0
RGB 95/168/42
HEX # 5fa82a

TRAFFIC LIGHT REPRESENTATION

dormakaba yellow and
dormakaba green are only
used with dormakaba red
in traffic light applications.

Icons are schematic representations that are reduced to their most essential elements. Depending on the context and medium in which they are used, they serve to visually depict facts, highlight information or explain actions in a non-verbal way. The design of the

dormakaba icons is derived from the geometric qualities of the FF Mark Pro typeface and from the distinctive shape of the crown within the logo. It combines round edges in contrast with sharp angles.

OVERVIEW

Size 52 x 52 pixel
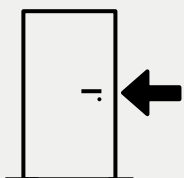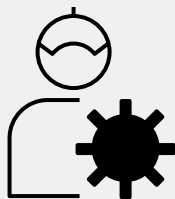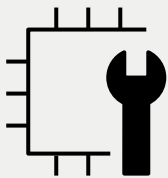
Size 28 x 28 pixel

05   Icons
Composition

The dormakaba icons are character-ized by a two-dimensional, linear composition. A combination of edged and round design elements, as well as open and closed shapes are a reference to the general dormakaba design characteristics. All icons are available in two different sizes. The small version with reduced design elements is intended mainly for online applications. The large, more detailed version is intended for most other uses.

BASIC GRID

Size 28 x 28 pixel

2   2

Size 52 x 52 pixel

2   2

COMPOSITION

dormakaba icons are built on a basic grid of 28 x 28 or 52 x 52 pixels, with a line width of one pixel and additional-ly two pixel. A protective zone of two pixels on all sides must be used for icon application in digital media. Icons may be scaled up from the basic composition as required.

Size 52 x 52 pixel

Imagery is an important tool in brand differentiation, particularly in the highly-competitive communications market. Our photographic subjects and style serve to open a doorway into the dormakaba world. A consistent image style is used across the entire range of dormakaba communications, thus achieving maximum recognition of our corporate design. The following pages provide an overview of all dormakaba image levels. Please choose the image level and style that best fit your communication needs.

IMAGE STYLE OVERVIEW

Many dormakaba images show moments from our clients' lives. Apart from people, there are four additional dorma+kaba image categories: campaign, structures, architecture and product. All cover imagery must follow the d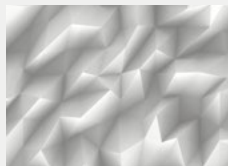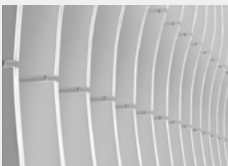ormakaba image style. In addition, the content of dormakaba imagery must be carefully considered and tailored to each audience.
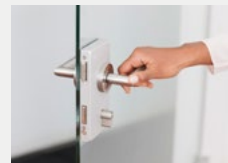
CATEGORY OVERVIEW

Campaign

Structure
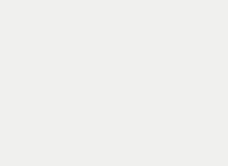
Architecture

Product

People

The key visuals for the new global brand campaign consist of three image layers as shown below.

Alternatively the key visuals can show persons of the target groups in locations with or without dormakaba solutions.

Also pure product solutions in environment can be used for campaign visuals.

CAMPAIGN

Key visual

Image/brand visuals

Overall key attributes

Background:
- A "universal" space provides the image with the necessary depth and creates a realistic depiction of people in a space
- In order to not distract from the image's main focal point, the background opacity should be lowered and brightness increased

Silhouette:
- Main person or persons from the dormakaba target groups are depicted in the silhouette
- Low transparency is applied.
- For further instructions, please refer to the general guidelines for people imagery

Inner Silhouette:
- A realistic situation from the depicted target group's work life is shown, illustrating dormakaba's benefits and emphasizing the promise made in the headline
- The target group people's faces should be clearly shown, and their emotions recognizable

Specific attributes

Technical:
- Exact brightness, opacity and transparency levels need to be balanced in post-production to create a warm, evocative effect, while at the same time keeping the focus of the image on the key story elements
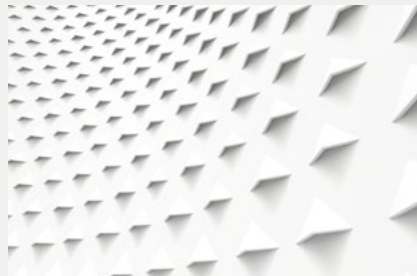
Structures are used as a metaphor to communicate different dormakaba fields of competence. Apart from representing our general affinity for aesthetic solutions, they may represent processes, and our competence as a provider of digital solutions as well as a manufacturer of high-end metal solutions.

STRUCTURE

Architectural

Metallic

Technical

Overall key attributes

Formal style elements:
- Exceptional details of high-end architecture, metallic structures or technical visualizations
- Large depth of field

Use of light:
- Bright and white, or unsaturated colors
- Bright natural contrast

Use of perspective:
- Clear vanishing points in order to convey the effect of spaciousness

Specific attributes

Technical:
- To ensure high-quality images, the location will need to be rendered (CGI) or shot by a professional photographer. The use of stock images is allowed as a fall-back option

Architectural imagery is used in several categories of communication. Close-up or aerial views are used to communicate locations or places. Showcase objects are shot in clean, long-shot perspectives.

ARCHITECTURE

Close-up

Aerial view

Long shot

© Ralph Richter, Düsseldorf

Overall key attributes
Formal style elements:
- Simple compositions with strong graphical shapes

Use of light:
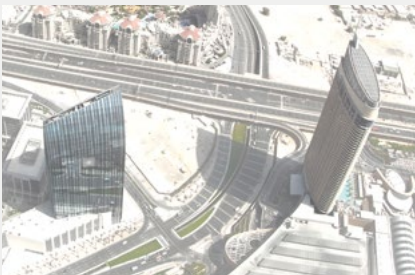- Bright, unsaturated colors
- Daylight

Use of perspective:
- Low-angle
- Aerial view perspective
- Long shot perspective
- Subject parallel to the camera lens
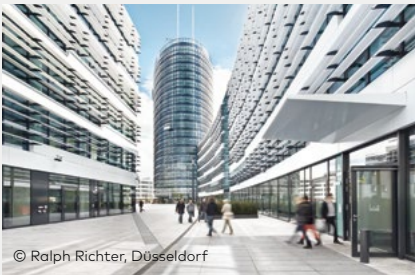
Specific attributes
Long shot:
- Images may need to be edited to reduce busyness in the foreground and background. For example, you may need to remove clouds from the sky to create a simpler composition. The image should still look realistic and natural

Technical:
- To ensure high-quality images, the location will need to be rendered (CGI) or shot by a professional photographer. The use of stock images is allowed as a fall-back option
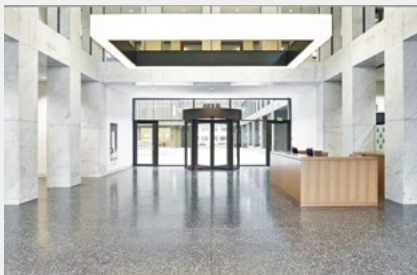
Products, and therefore product photography, are one of our main communication tools. To best represent each category, we differentiate pure close-up product shots from those that show products in their environments.

PRODUCT

Long shot perspective

© Ralph Richter, Düsseldorf

Long shot perspective

Knee shot perspective

Overall key attributes
Formal style elements:
- Products are typically not shot on an angle; however, building exteriors may be shot on an angle to give a sense of scale
- Products are portrayed in environments characterized by high-end architecture
- Large depth of field
- The product should always be photographed within a larger architectural environment

Use of light:
- Bright, natural lighting
- Unsaturated colors

Use of perspective:
- Clear structure in the composition
- Clear perspective: frontal or more angled perspective depending on the product solution and the environment
- No optical distortions

Specific attributes
Technical:
- Object or product in object should be photographed with and without people
- Product should always be photographed within a larger architectural environment

Product close ups and products in use focus on quality and functionallity.
It is important to use defined angles for the visualisation of these products. This guarantees a consistant look, especially if they are shown as an image series.

PRODUCT

Close up / In use
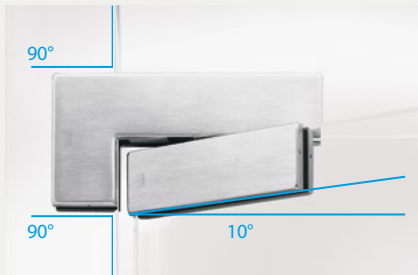
Overall key attributes

Formal style elements:
- Clean environment, no disruptive elements in adjacent areas
- Focus on quality and functionality
- Large depth of field shows product in sharp focus throughout

Use of light:
- Bright natural lighting, gentle shading
- Unsaturated colors

Use of perspectives:

Frontal perspective:
- Using vertical and horizontal angles, if needed with slight downward or upward viewing angle

Slightly angled perspective:
- Using an angle of 10° for the frontal or side view of the product referring to the horizontal line
- Using optimally vertical angles for the product edges
- Using pespective lines for a more dynamic view of the product

Specific attributes

Close-up:
- Gentle, graduated light variations reflecting from the product

In use:
- Cut out people show the functionality of the product
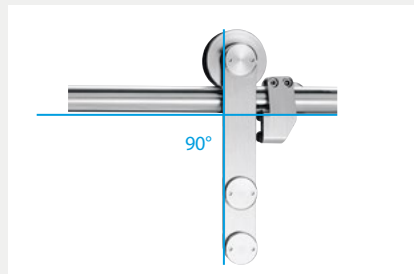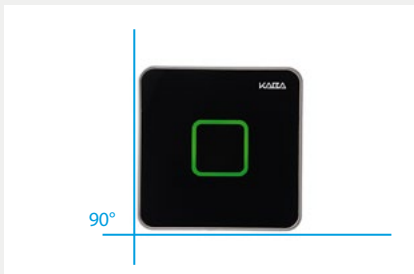- Small depth of field, focus on product with both foreground and background fading out of focus

Product cut outs are used for showing product details. It is important to use defined angles for the visualisation of these products. This guarantees a consistant look, especially if they are shown as an cut out series.

PRODUCT

Cut outs in frontal perspective

Overall key attributes
Formal style elements:
- Focus on quality
- No relief shadow or drop shadow effects

Use of light:
- Bright natural lighting, gentle shading
- Unsaturated colors

Use of perspectives:
Frontal perspective:
• Using vertical and horizontal angles

Frontal perspective with view from slightly above:
- Using vertical and horizontal angles
- The position of the camera is slightly tilted at an angle of 12° or more, if necessary.

Specific cut out attributes:
- Gentle, graduated light variations reflecting from the product
- Object should be silhouetted and placed against a flat, neutral background.

Cut outs in frontal perspective with view from slightly above

Camera position tilted at an angle of 12°.
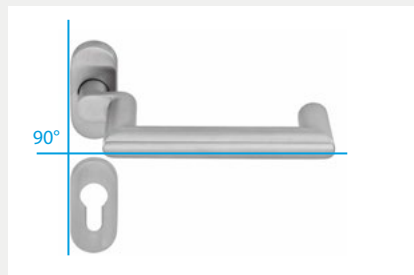
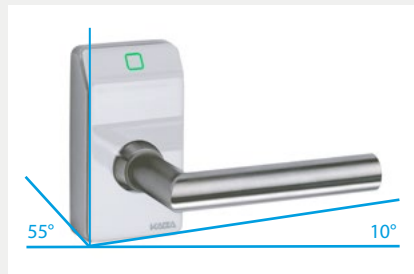Camera position tilted at an angle of >12°.

Product cut outs are used for showing product details. It is important to use defined angles for the visualisation of these products. This guarantees a consistant look, especially if they are shown as an cut out series.

PRODUCT

Cut outs in slightly angled perspective

Camera position tilted at an angle of 12°.

Camera position tilted at an angle of 12°.

Cut outs in more angled perspective
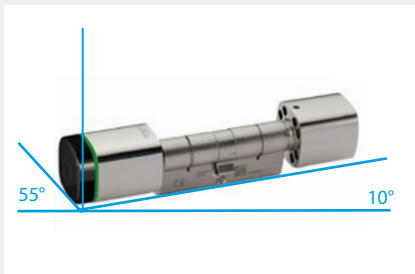
Camera position tilted at an angle of >12°.

Camera position tilted at an angle of >12°.

Overall key attributes
Formal style elements:
- Focus on quality
- No relief shadow or drop shadow effects

Use of light:
- Bright natural lighting, gentle shading
- Unsaturated colors
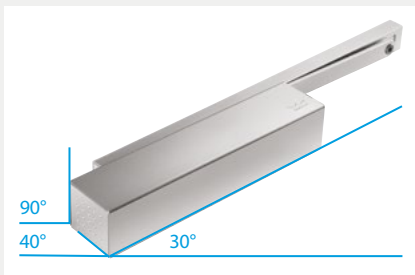
Use of perspectives:
Slightly angled perspective (Standard version):
- Using angles of 10° for the frontal view and 55° for the side view of the product referring to the horizontal line
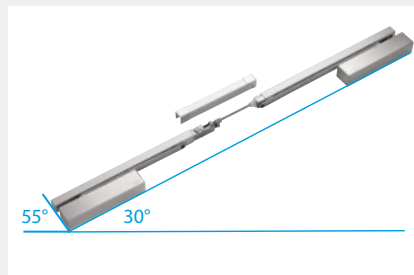- The position of the camera is slightly tilted at an angle of 12°.

More angled perspective (Exceptional version for door closers and door drives):
- Using angles of 30° for the frontal view and 40° or 55° for the side view of the product referring to the horizontal line
- Using optimally vertical angles for the product edges
- The view of the camera is slightly tilted at an angle of > 12° depending on the product dimensions.

Specific cut out attributes:
- Gentle, graduated light variations reflecting from the product
- Object should be silhouetted and placed against a flat, neutral background.

In special cases e.g. for launching products or to highlight products beauty shots can be used. These shots present the single product or a product range as high-class fascinating design objects.

As shown below the setting can be a wide and bright area defined by a suggested horizon that creates a profuse space for the perfect product staging.

PRODUCT

Beauty shots

Overall key attributes
Formal style elements:
- A bright stage that creates spaciousness by using a suggested horizon
- Products are presented as high-class, fascinating design objects

Use of light:
- Bright, friendly lighting, not too contrasty
- Motives illuminated and appear light (effortless)
- Achromatic, desaturated, homogenous colouring
- No compounds or hard shadows

Use of perspectives:
- Dynamic views that do not deform the visual perception of the product

Specific attributes:
- Gentle, graduated light variations reflecting from the product
- Products are placed on the stage with a shadow and a reflection

There are four categories of imagery that include people, each with a specific photography style that is determined by the intended audience for a particular communication. The first category depicts people in context with our products. Here the focus is on presenting functionality. In all other categories, people are photographed to humanize the content of the image and support our brand promise, "Trust".

PEOPLE

Product
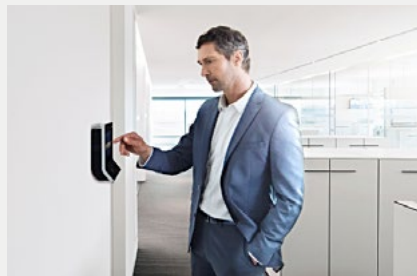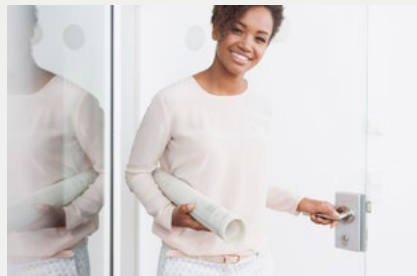
Work

Overall key attributes
Formal style elements:
- Reportage photo style
- Realistic situations with authentic, natural poses
- The clothing is modern and in decent colors that fit to the location
- Small depth of field, focus on person/ product with both foreground and background fading out of focus

Use of light:
- Bright natural lighting, daylight whenever possible
- Unsaturated colors with natural contrast

Use of perspective:
- Clear composition and perspectives are preferred
- Extreme perspectives and converging lines should be avoided
- Eye-level or view from slighty above or below

Specific attributes
Product:
- Gentle, graduated light variations reflecting from the product

PEOPLE

Life

Portrait

Overall key attributes
Formal style elements:
- Reportage photo style
- Realistic situations with authentic, natural poses
- The clothing is modern and in decent colors that fit to the location
- Small depth of field, focus on person with both foreground and background fading out of focus

Use of light:
- Bright natural lighting, daylight whenever possible
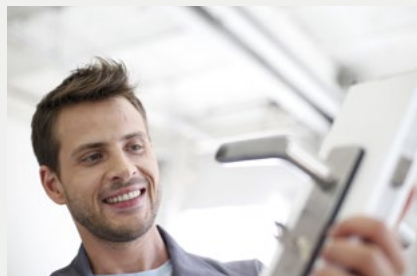- Unsaturated colors with natural contrast

Use of perspective:
- Clear composition and perspectives are preferred
- Extreme perspectives and converging lines should be avoided
- Eye-level or view from slighty above or below
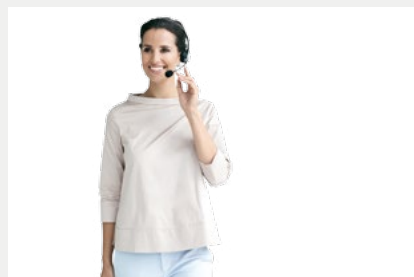
Specific attributes
Portraits:
- Shot in the person's natural surrounding with clear focus on the subject

PEOPLE

Cut out

Overall key attributes
Formal style elements:
- Realistic situations with authentic, natural poses
- The clothing is modern and in decent colors
- Small depth of field, focus on person

Use of light:
- Bright natural lighting, daylight whenever possible
- Unsaturated colors with natural contrast

Use of perspective:
- Frontal or slightly angled perspective
- Subject parallel to the camera lens
- Eye-level

Specific attributes
Cut out:
- Use simple composition that maintains focus on the subject

Our corporate identity involves more than just audio-visual content. The tonality (style and tone of written and spoken words) defines to a large extent how our communication activities are perceived by our target groups.

To represent dormakaba in an effective way to the world, to our customers and partners, we need to speak in one voice.

THESE GUIDELINES EXPLAIN THE MAIN ASPECTS OF OUR CORPORATE TONALITY

- We communicate in a clear and direct manner, where only facts are stated and avoid exaggerations
- We express our solution-orientation through positive and benefit-oriented language. The solution and the tangible related benefit for our customers and partners are at the center of our language
- We prove our reliability by communicating honestly and sticking to our promises. In other words: we do what we say. We prove this by using existing examples whenever possible

- We want to deliver added value to our customers. Therefore, we keep our communications as brief as possible so as not to waste our partners' time
- We want to meet our customers, partners and all other stakeholders with empathy. There is no room for being self-centered, or for arrogance and overstatement in our language

MANUFACTURER INFORMATION

The papers used by dormakaba are characterized by a bright white, matte appearance. We use Maxi Silk, Maxi Offset and Maxi Preprint paper for all print materials. When Maxi is not available, we choose papers based on the characteristics of Maxi.

Paper:
Maxi Silk, Maxi Offset and Maxi Preprint

Alternative paper:
Green Forest Offset

Reference address:
www.igepa.de (Europa)
or your local distributor

Usage:
Brochure and Flyer
Maxi Silk
• 2, 4, 6 Pages DIN A4 = 250 g/qm
• 8 Pages DIN A4 = 170 g/qm
• Up to 12 Pages DIN A4 = Cover
  250 g/qm, Inside 135 g/qm
• 6 Pages DIN lang = 200 g/qm

Brochure and Flyer
Green Forest Offset
• 2, 4, 6 Pages DIN A4 = 250 g/qm
• 8 Pages DIN A4 = 190 g/qm
• Up to 12 Pages DIN A4 = Cover
  250 g/qm, Inside 150 g/qm
• 6 Pages DIN lang = 190 g/qm

Certificate
Maxi Silk
• 300 g/qm
Alternative for office printer
Maxi Offset
• 190 g/qm

Letterhead
Maxi Preprint
• 80 g/qm

Business cards, Compliment slips and Invitation
Maxi Offset
• 300 g/qm

Notepad
Maxi Offset
• 80 g/qm

Printing process:
Mostly offset for small runs
Digital

Color:
4C Euroscale or Pantone (as described in the Guidelines)
Whenever possible work with color proofs before printing.

Finishing:
Folders and outside brochure covers always coated in matte laminate; inside pages with matte varnish; consider using UV spot coating to highlight specific elements.

Thank you for following our guidelines.