

02 Logo Overview

One-line version - main logo: The one-line-version is our main logo. It is used throughout the entire dorma+kaba chain of experience such as in print media, on signage or in digital applications.

ONE-LINE-VERSION

dorma+kaba one-line logo positive
with protected area

The image shows the dorma+kaba one-line logo in blue text on a white background. The word "dormakaba" is written in a lowercase, sans-serif font. To the right of the text is a red graphic element consisting of three upward-pointing triangles of increasing size, creating a stylized arrow or mountain shape.

Default size: 100%

TWO-LINE-VERSION (EXCEPTIONAL CASES ONLY)

dorma+kaba one-line logo positive
with protected area; only to be used in exceptional cases
and with confirmation from Group Communications

The image shows the dorma+kaba two-line logo in blue text on a white background. The word "dorma" is on the top line and "kaba" is on the bottom line, both in a lowercase, sans-serif font. To the right of the text is a red graphic element consisting of three upward-pointing triangles of increasing size, creating a stylized arrow or mountain shape.

Default size: 64%

All logos (office, print, screen) are part of the dorma+kaba logo package, which can be requested from Group Communications

02 Logo

One-line-version

Our logo is a critical part of our brand presence, visible in every area in which dorma+kaba operates. It must only be used as provided by dorma+kaba, 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

dorma+kaba one-line logo positive
with protected area

The logo consists of the word "dormakaba" in a bold, blue, lowercase sans-serif font. To the right of the text is a red graphic element composed of three overlapping triangles pointing upwards and to the right.The logo consists of the word "dormakaba" in a bold, black, lowercase sans-serif font. To the right of the text is a black graphic element composed of three overlapping triangles pointing upwards and to the right.

All logos (office, print, screen) are part of the dorma+kaba logo package, which can be requested from Group Communications

Default size: 100%

LOGO NEGATIVE

dorma+kaba one-line logo negative
with protected area

The logo consists of the word "dormakaba" in a bold, white, lowercase sans-serif font. To the right of the text is a white graphic element composed of three overlapping triangles pointing upwards and to the right, set against a black background.

Default size: 100%

02 Logo Don'ts

The logo must only be used 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 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 (word-mark/crown) from each other

02 Logo

Protected area

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.

PROTECTED AREA



Default size: 100%

LOGO SIZES

Defined sizes in relation to DIN/Letter formats:

Format	Size
– DIN A5	35 mm
– DIN A4	50 mm
– DIN A3	tbd

02 Logo Nomenclature

The dorma+kaba 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

The Dormakaba logo consists of the word "dormakaba" in a blue, lowercase, sans-serif font, followed by a red graphic element consisting of three slanted bars of increasing height.

Scaled size: 50%

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

DOKA_logo_one_line_4C_neg.eps

1. Company name

dormakaba 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

02 Logo

Two-line-version

Two-line version: The two-line version of the dorma+kaba logo is exclusively used in small applications of product branding, where there is insufficient space for applying the one-line version in a high quality and legible manner. Please

refrain from using the two-line version in any other scenario. Before using the two-line logo, please obtain confirmation from Group Communications.

LOGO POSITIVE

dorma+kaba two-line logo positive with protected area



Default size: 100%

All logos (office, print, screen) are part of the dorma+kaba logo package, which can be requested from Group Communications

LOGO NEGATIVE

dorma+kaba two-line logo negative with protected area



Default size: 100%

02 Logo

Protected area

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 dorma+kaba logotype.

PROTECTED AREA



Default size: 100%

LOGO SIZES

Defined sizes in relation to products:

Format	Size
tbd	tbd

02 Logo Nomenclature

The dorma+kaba 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_neg.eps

1. Company name

dormakaba 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