

Brand Guidelines

Logo Usage for Partners



Logo

The dormakaba logo is a critical part of our brand presence. 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 acceptable. RGB and CMYK versions of the dormakaba logo are provided for print and digital applications. dormakaba logo can be downloaded from: dormakaba.us

LOGO POSITIVE

dormakaba 2 color logo with protected area

The image shows the Dormakaba logo in its standard 2-color positive version. The word "dormakaba" is written in a bold, blue, lowercase sans-serif font. To the right of the text is a red graphic element consisting of three overlapping triangles pointing upwards and to the right, creating a stylized arrow or mountain shape.

dormakaba one color positive logo with protected area

The image shows the Dormakaba logo in a one-color positive version. The word "dormakaba" is written in a bold, black, lowercase sans-serif font. To the right of the text is a black graphic element consisting of three overlapping triangles pointing upwards and to the right, creating a stylized arrow or mountain shape.

LOGO NEGATIVE

dormakaba one color negative logo with protected area

The image shows the Dormakaba logo in a one-color negative version. The word "dormakaba" is written in a bold, white, lowercase sans-serif font. To the right of the text is a white graphic element consisting of three overlapping triangles pointing upwards and to the right, creating a stylized arrow or mountain shape, all set against a solid black background.

The dormakaba logo is used across all media, including print, signage and digital applications. Vector files are provided for print and digital applications.

Logo

Protected area for general and special applications

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 dormakaba logotype.

For special applications, the protected area is defined by the height of the letter "a" in the dormakaba logotype e.g. online, premiums or stationary.

PROTECTED AREA

dormakaba 2 color logo with protected area for general applications



dormakaba 2 color logo with protected area for special applications



Colors

dormakaba red and dormakaba blue determine the dormakaba brand identity. dormakaba blue, is complemented by dormakaba red. Together with the secondary colors; dormakaba light gray; dormakaba dark gray; and dormakaba black;

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

PRIMARY COLORS

dormakaba blue

PMS 661 C
PMS 661 U
CMYK 100/70/0/10
RGB 0/53/148
HEX # 003594
NCS S 3560-R80B
RAL D. 280 30 40
Scotchcal 100-1024

dormakaba red

PMS 185 C
PMS 185 U
CMYK 0/95/80/0
RGB 228/0/43
HEX # e4002b
NCS S 0580-Y90R
RAL D. 030 50 60
Scotchcal 100-368

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. 000 85 00
Scotchcal 100-11

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. 000 35 00
Scotchcal 100-2290

dormakaba black

PMS Black C
PMS Black U
CMYK 0/0/0/100
RGB 0/0/0
HEX # 000000
NCS S 9000-N
RAL 9005
Scotchcal 100-12

Logo

Dont's

The logo must be used only as provided.
Proportions, spacing, protected area 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 photo-graphic 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 (word-mark/crown) from each other

Logo

Don'ts and exceptions

The dormakaba logo must not be combined with additional or descriptive elements like subtitles, images or icons. The only exception are specially defined logos.

The logo is to be used in its entirety. The crown or type treatment is never to be used as individual design elements.

DON'TS



DON'T/ Any kind of headings may not be used, no matter of which typography, color or distance



DON'T/The logo may not be combined with icons above or below except in cases stated below.

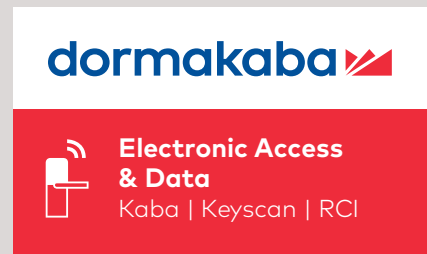


DON'T/The logo may not be combined with any kind of graphic elements



DON'T/The logo may not be combined with any kind of visual elements

EXCEPTIONS



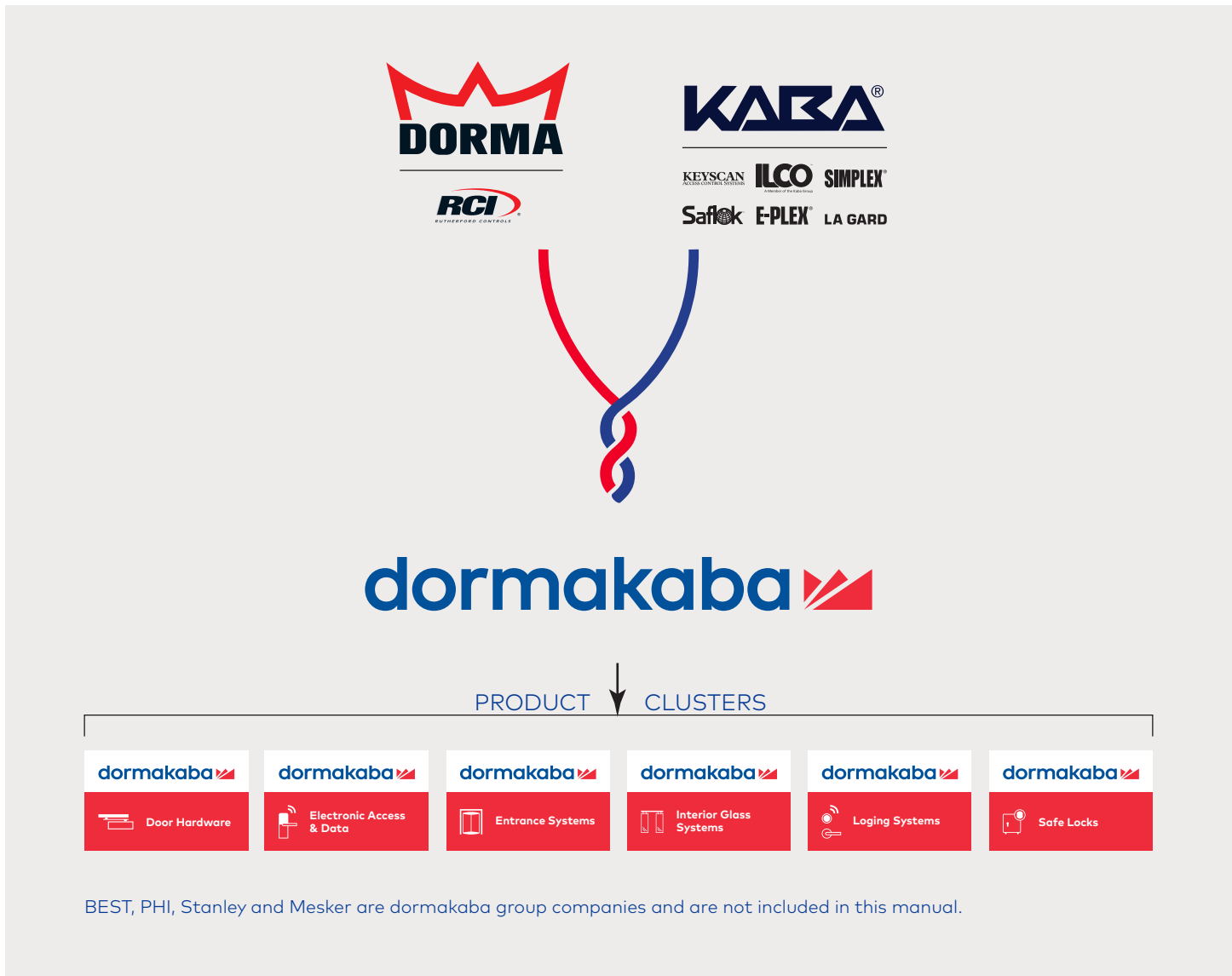
Master Brand Evolution

The merger of DORMA and Kaba, and the recent acquisitions of the Mesker Openings Group and Best Access Systems, has created a complete openings solutions product portfolio.

dormakaba now offers;

- **Door hardware** – including locks, exit devices, door closers, hinges & flat goods, wood doors, hollow metal doors & frames
- **Entrance systems** – including revolving doors, automatic sliding and swing doors turnstiles, sensor barrier personal interlocks
- **Electronic access and data** – including electronic locks, readers & switches electronic strikes, electromagnetic locks, mobile credentials, switches, fully-networked systems and access control management software
- **Safe locks**
- **Lodging systems** – including electronic guestroom locks, mobile access solutions and access management software, vacation rental and multihousing solutions
- **Interior glass systems** – including manual sliding door systems, horizontal sliding walls, fittings, pulls and handles.

Our comprehensive product portfolio is segmented into product clusters. Each cluster provides specialized products for various vertical markets including; multihousing, lodging, healthcare, financial, transportation and commercial building applications with a single goal in mind— making access in life smart and secure.



Icons

Overview

Our products are segmented into clusters.

Each cluster is identified by an icon.

PRODUCT CLUSTER ACCESS SOLUTIONS



Electronic Access & Data
(EAD)



Lodging Systems
(LGS)



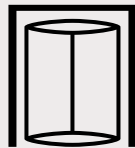
Multihousing
(MH)



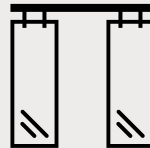
Vacation Rental
(VR)



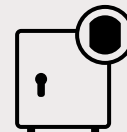
Door Hardware
(DHW)



Entrance Systems
(EWS)



Interior Glass Systems
(IGS)



Safe Locks
(SAL)















Services
(SVC)

Cluster Examples













Color

Editable vector files are available on dormakaba.us.

PRODUCT CLUSTER IDENTIFICATION

  Door Hardware	  Electronic Access & Data	  Entrance Systems
  Interior Glass Systems	  Logging Systems	  Safe Locks

PRODUCT CLUSTER IDENTIFICATION WITH PRODUCT NAMES













  Door Hardware DORMA Kaba	  Electronic Access & Data Kaba Keyscan RCI	  Entrance Systems
  Interior Glass Systems	  Logging Systems Ilco Saflok	  Safe Locks Kaba LAGARD

Cluster Examples













Black

Editable vector files are available on dormakaba.us.

PRODUCT CLUSTER IDENTIFICATION

  Door Hardware	  Electronic Access & Data	  Entrance Systems
  Interior Glass Systems	  Logging Systems	  Safe Locks

PRODUCT CLUSTER IDENTIFICATION WITH PRODUCT NAMES

  Door Hardware DORMA Kaba	  Electronic Access & Data Kaba Keyscan RCI	  Entrance Systems
  Interior Glass Systems	  Logging Systems Ilco Saflok	  Safe Locks Kaba LAGARD

Thank you for
following our
guidelines.