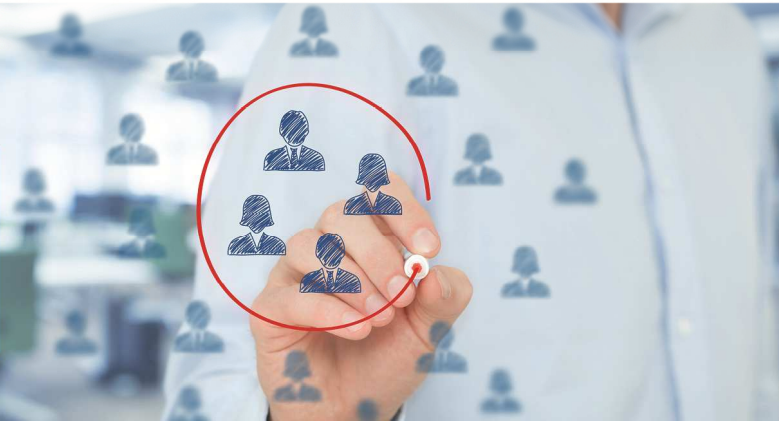


Marketing Information
Door Solutions
Remarks "How to use -
New Brand Communication"



Remarks - how to use - new brand communication

The new brand logo with the new brand claim is to be used internationally in all media, with immediate effect.

The brand claim is only omitted where

- high-level identification is the purpose, not advertising, e.g. on columns, signage, on buildings, etc.
- it would be illegible due to very small scale representation, e.g. on products, product components, replacement parts, images etc.

In these cases the logo may be used alone.



The new brand logo and the new brand claim replace all logo and claims versions used in the past:



...

Use that is not permitted

The following modifications are not permitted:



Protected area

When the brand logo is used a protected area must be kept free around it.

On all four sides a minimum space must exist from the bottom of the logo to the baseline of the brand claim. No other elements may appear in this protected space.



Minimum size of printed materials

The logo may be expanded as needed. If you wish to reduce it, then there is a minimum size which you must respect, as it may no longer be legible below this.



Minimum size: 25 mm



Minimum size: 20 mm

The minimum width of the displayed logo

- with brand claim is 25 mm
- without brand claim is 20 mm

Exceptions

If the logo for special printed items is smaller than the minimum size and cannot be produced legibly, the lower line may be dropped.

Size of image in DIN A4 format

Fixed sizes are prescribed for different DIN formats. The presentation size for DIN A4 format is based on a width of 50 mm.



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DIN A4: Width: 50 mm

Black and white version

Black and white version; ellipse and claim: 100% depth

It may not produced using grayscale tones.

The black and white versions (positive, negative) are used whenever multi-colour and different shades cannot be implemented for economic or technical reasons.



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