

**For a brand
with charisma:
Corporate
Design Guidelines
for Partners**

Valid from
01/01/2021

For a brand with charisma

Hawa Sliding Solutions AG stands for a clear brand promise: We inspire customers and partners in the use of sliding systems and ensure their success.

What is changing on 01/01/2021?

We are simplifying our product brand portfolio: Starting then, all products will be distributed under the name Hawa. The EKV product name is being discontinued.

Why this change?

Simplifying and unifying our brand presence lends charisma to our product brands as well as greater clarity to the broad product portfolio.

As a partner, for you this means: Day-to-day operations become simpler and you will be able to distinguish yourself among your customers with an even stronger brand.

When do these changes take effect?

The new product brands are being introduced on 01/01/2021.

What do sales partners need to do?

The product names have to be changed in all communication media and sales materials, and the old product logos have to be replaced with the new product logos. Please also note the new spelling of the product names (Chapter 3, page 5).

Where do I find all of the documents?

All the documents you need regarding the new product brands can be found at: www.hawa.com/en/design-guidelines

These Corporate Design Guidelines show you how to correctly use the corporate and product brands.

New

The important changes are specially marked on the following pages.

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Corporate brand logo

- The logo consists of the Hawa Sliding Solutions word mark and the Hawa Sliding Solutions pictorial symbol. The two elements together form a unit.
- The minimum size of the logo is 14 mm logo width.
- The logo must always be reproduced from the original artwork.
- The logo may not be modified in any way.

The logo of the corporate brand



Minimum size of the logo



When using the logo, the protection zone (H) must be followed. It defines the minimum distance to the format edge and other design elements.

Logos corporate brand: Color variants

- The Hawa Sliding Solutions logo is always used on a white background and, whenever possible, used in color.
- If use of color is not possible, the grayscale logo may be used as an exception.
- The grayscale logo is 100% black and 40% rasterized black. It can be used for monochrome printing devices, faxes or co-branding.

Important! The logo is protected by copyright. Changes to the logo are not permitted, with the exception of enlarging or reducing the logo at constant proportion. Changes in the color, the proportion or omission of elements of the logo (text line/signet) are not permitted.

Logo in color



Dos & Don'ts



Correct!



Incorrect!
Too little
contrast



Incorrect!
Busy back-
ground

Logo grayscales



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Logo and spelling of the product brands

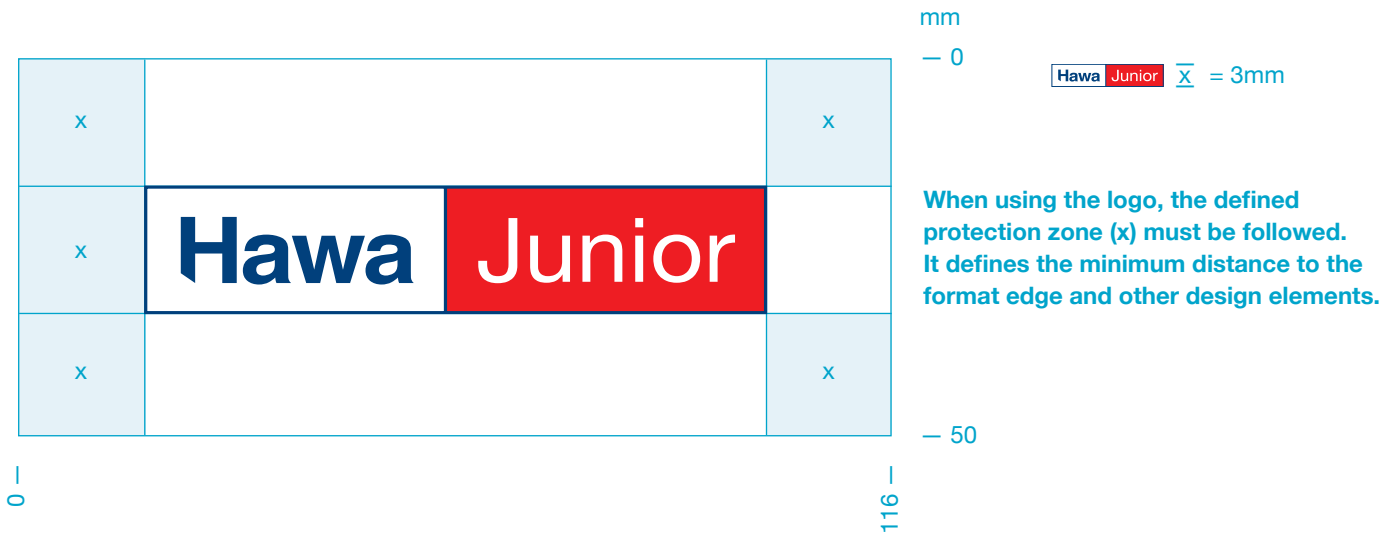
New The logos and spelling of the product brands are new and are being completely replaced.

- The new product brands form a unit with the corporate brand and share uniform design.
- The logo must always be reproduced from the original artwork.
- The logo may not be modified in any way.

Important! Use of the previous Hawa and EKU product logos and the previous spelling must **not** continue after January 1, 2021.

The logo of the product brands

Minimum size of the logo

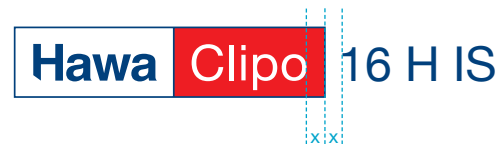


New The product names are written in upper-case/lower-case and without a hyphen between Hawa and the product name.

Spelling of the product brands in scrolling text (example)

- Hawa Junior 80 B Pocket
- Hawa Junior 80 B
- Hawa Clipo 16 H 2-track
- Hawa Frontino 20 H OS FS

Product brand logos with additions (example)



Additional information for product brands must be placed in the same font size and at the same height. The distance between the addition and the logo corresponds to that between the product name and logo frame (x).

Product brand logos in color (examples)



Product brand logos in grayscale (examples)



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Logo and product colors specifications

All logos, whether in print or digital applications, must be created exactly according to specifications as shown below.

Primary colors

Hawa Blue CMYK: 100/70/5/30 RGB: 0/60/120 HEX: #003c78	Pantone: 294 Grayscale: 100% Black RAL: 5010 Gentian blue
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100%

Hawa Red CMYK: 0/100/100/0 RGB: 230/0/10 HEX: #e6000a	Pantone: 485 Grayscale: 40% Black RAL: 3028 Pure red
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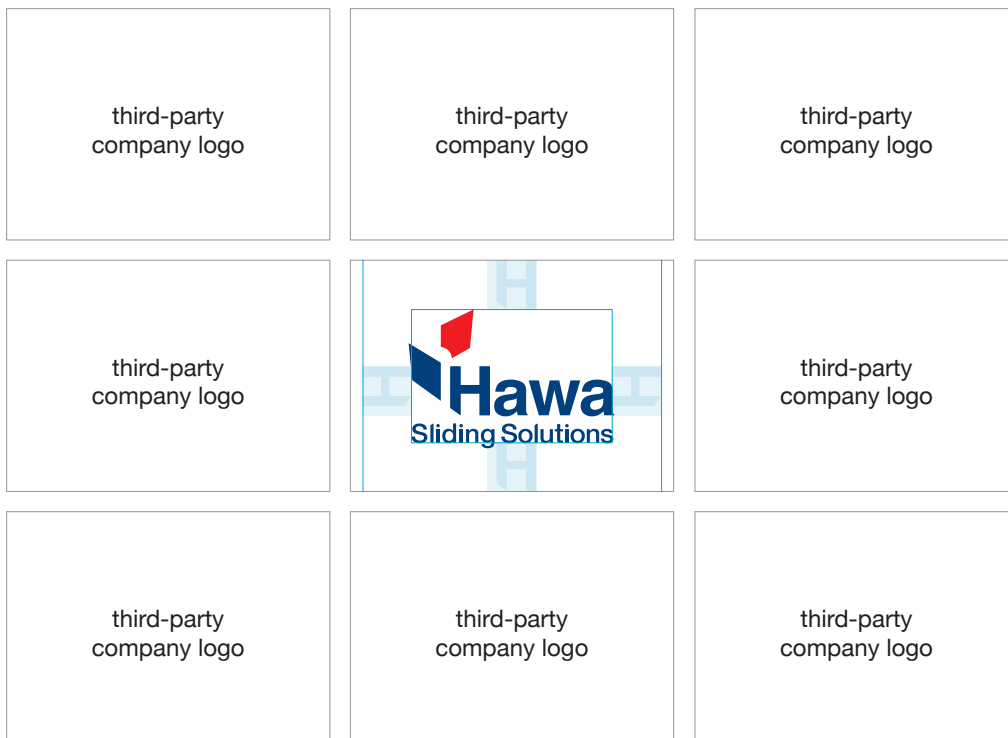
100%

5

Applications

For brochures, leaflets, advertisements, mailings, websites, social media platforms and labels in stores. Use in posters and other special advertising materials on request.

Web




Catalog page

x	
x	
x	Hawa Junior 120 B

Beschlag für oben laufende Holztüren bis 120 kg, mit aufgesetzter Laufschiene. Optional mit Dämpfeinzug. Wand- oder Deckenmontage. Einbauhöhe.

Produkt-Highlights

-  **Ästhetik** Geringe Einbauhöhe – nur minimale Fuge zwischen Türe und Laufschiene





If you have any questions about the content of this document or require help in using these guidelines, please contact:

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