

# Brand Manual

Version 2008

**ASSA**  
ASSA ABLOY

ASSA ABLOY, the global leader  
in door opening solutions.



# Brand Manual

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in door opening solutions.

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# 1 ASSA Brand Name



## 1.1 Introduction

Our corporate identity and our company signature strategy are the keys to the ASSA ABLOY Group's development.

In a world of rapid change, individuals want to be sure they make the right choice when making a major purchase. There is a lot to choose from; expert advice is often expensive or hard to come by.

The combination of our brand name and ASSA ABLOY as master brand sends a strong signal. We are seen as a single entity and more than just a product vendor. This will give us even greater impact in relation to our customers.

The strategy of ASSA ABLOY as co-vendor is still the most suitable for us all. We maintain and strengthen the local brand name based on established values, while we develop the ASSA ABLOY brand name internationally. This creates a strong, global corporate identity built on security.

As the largest group of brand names in an industry that is already highly fragmented, we embrace a number of contradictions:

- We have great insight into our local markets, but with the benefit of global knowledge.
- We mix traditional products with modern technology.

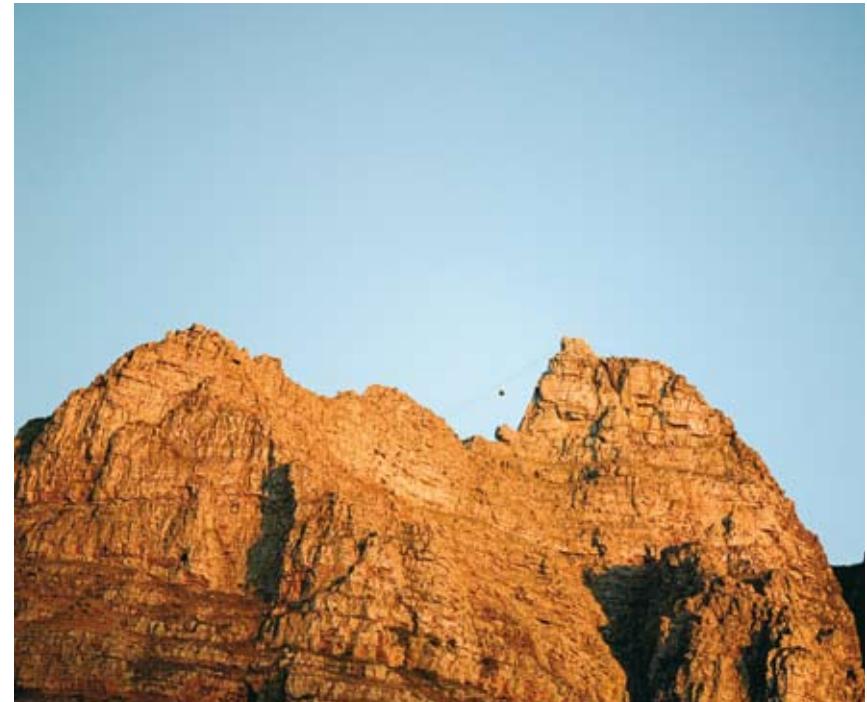
- We have many older, well-established companies, but as a group, we are very young, with a fresh perspective on the world we serve.
- We take care of the needs of the mass market while offering specialized solutions for the market segment.

These seemingly contradictory ideas are actually some of the unique qualities that comprise the extra strength that we at ASSA ABLOY put into our brand name.

In any event, we must all realize that as ASSA ABLOY becomes more visible in the lock manufacturing industry, it will become even more important for us in the group to present our message consistently. With the ASSA ABLOY addition, it is possible to further reinforce our brand name. Let's do it and do it well.



Stockholm, March 2008  
Dan Enquist  
President and CEO



## 1.2 ASSA and ASSA ABLOY Brand Names

Since the group was formed from ASSA and Abloy in 1994, we have been on a fascinating journey of growth chiefly driven by acquisitions. These purchases have given us a strong presence in many countries around the world. This has also provided a strong foundation that we now plan to develop. The challenge moving ahead is to utilize to the fullest the synergies we have as a global team. Strengthening our ties to ASSA ABLOY gives us strength and makes us more than just a product vendor. It makes us an important part of a global leader.

A decisive step we are taking in the ASSA ABLOY group is to change our graphic profile. We are a global leader and should market that fact and make it known. We are combining our strength behind fewer brands in order to gain greater recognition and have more impact. At the same time that we have the opportunity to clean up a sprawling profile, collaboration among our companies is increasing. We are viewed as more visible and stronger--and we are becoming more cost-effective.



## 1.3 Brand Name Platform and Values

To specify the content of the ASSA brand name, we have created a brand name platform that builds on ASSA ABLOY's platform. It consists of six parts:

### **The brand name's vision**

A world that is safe and secure represents a world with greater freedom for the individual.

### **The brand name's mission**

By offering the best possible door opening solutions, the ASSA ABLOY group makes the world safer and more secure, which, in turn, results in more freedom in people's lives.

### **The brand name's ambition**

The ASSA ABLOY group, the leader in door opening solutions, really cares about my need for security and safety and makes me feel freer.

### **Areas of expertise**

With its incomparable global resources and unique focus, the ASSA ABLOY group offers its customers security, comfort and convenient door opening solutions.

### **Core values**

- Core values: conscientious leadership (why the brand is important in my life)
- Expressive values: in control, self-con-

fident, "makes the smart choice" (how the brand makes me look)

- Basic values: safe, secure, convenient in door opening solutions (what the brand means to me)

### **Brand name slogan**

Unlock your life



## 1.4 Brand Name Slogan

Unlock Your Life is ASSA ABLOY's brand name slogan. That is why it is important that all messages drawing on the "Unlock Your Life" concept reflect the values in the brand name platform. These values should always be connected to ASSA ABLOY as a global group of companies and not to ASSA or any specific brand. The philosophical explanation below is a guide for helping create messages relating to the Unlock Your Life concept. Of course, words can be changed to fit the context, but the ultimate message should be the same.

### Philosophical explanation

"Ultimately we know deeply that the other side of fear is freedom." Marilyn Ferguson.

Life in the 21st century is built on a contradiction. There have never been more opportunities or freedom for people. Never has there been more fear or uncertainty that potentially could hinder people from experiencing this freedom. In order to realize our potential, we must first feel absolutely safe and secure.

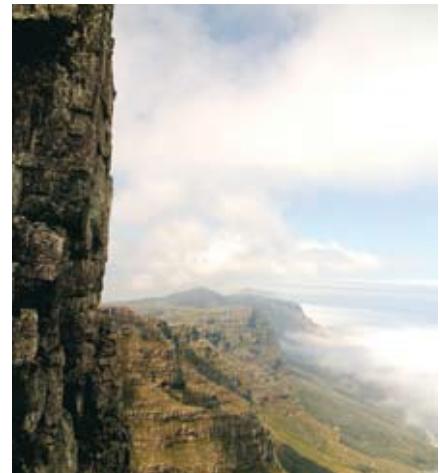
At ASSA ABLOY, we understand that a world that is safe and secure is a freer world. We create high-quality products that give people peace of mind at home and at work. We are engaged in this work because we know that without peace of mind, none of us will be in a position to



open the doors to life's possibilities. A physical and mental sense of security are the prerequisites for opening the door to freedom.

What is freedom? Freedom is the universal hope for all mankind. It means living our lives the way we want. Becoming the best we can be. Being capable of realizing our potential and making reality based on our inspiration. And freedom is personal. There are as many expressions of freedom as there are individuals.

ASSA ABLOY is more than a building, more than a group of people, more than a



company. It is a frame of mind, a spirit. We understand that freedom enriches us and uncertainty impoverishes us. Every member of the ASSA ABLOY group, from factory to installation, is devoted to surpassing themselves in an effort to create the best door opening solutions so that we can all see the potential in our lives.

ASSA ABLOY. Unlock Your Life.

## 1.5 Tone and Style

When writing about ASSA or ASSA ABLOY, always consider this: Get straight to the point, keep it down to earth, and do not embellish the text.

- Be positive and self-confident, without standing out.
- Never criticize colleagues or competitors.
- If you write in English for an international audience, use American spelling and British grammar.
- Base your arguments on safety for property, security for people, and convenience for end-users.
- Remember that previous marketing of locks was often built on fear; today we stress creating greater freedom.
- The body copy in advertisements should support and summarize the freedom message.

The text could end with a claim illustrating the "Unlock Your Life" slogan.



## 1.6 Freedom Message



A large part of our brand name's mission is to create freedom. We charge the freedom message with these claims:

- Freedom for end-users, for they feel safer in an uncertain world.
- Freedom for our customers, for they get solutions that truly meet their security needs.
- Freedom for our partners, for they are able to offer positive solutions, rather than solve negative problems.
- Freedom for us, as we develop our brand name in the group, based on our common platform.

# 2 Graphic Elements



## 2.1 Logotype with Background

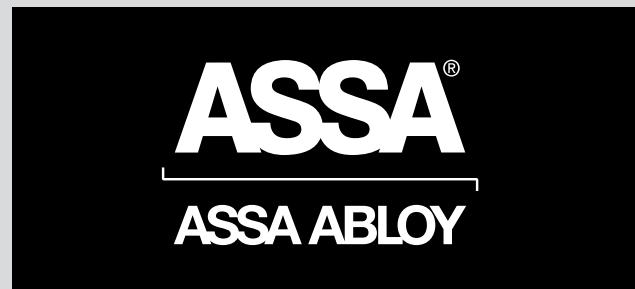
Here is an example of how to use ASSA's logotype.

Minimum size of logotype: 15 mm in width  
Logotype in four colors: CMYK



Logotyp i fyrfärg:  
CMYK:  
Cyan 100%  
Magenta 69%  
Yellow 0%  
Black 11%

White logotype  
on a black back-  
ground



Color logotype,  
Pantone® 287  
C and black on  
white back-  
ground



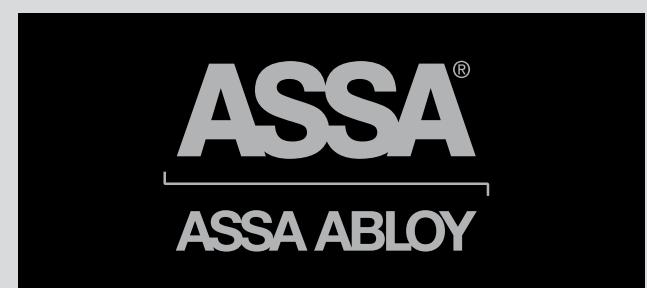
Black logotype  
on a white back-  
ground



White logotype on  
silver background,  
Pantone® 877C



Silver logotype,  
Pantone® 877C on  
white background



Silver logotype on  
black background,  
Pantone® 877C

## 2.2 Logotype, Free Space around Logotype

Our logotype should always have empty space on all sides. It is important for creating maximum impact and maintaining the logo's integrity.

At a minimum, the empty space should correspond to the height of the "A" in ASA ABLOY. That measurement applies to all sides of the logotype. Note that this is a minimum distance--normally there is a larger margin around the logotype.



At a minimum, the empty space  
should correspond to the height of  
the "A" in ASA ABLOY.

## 2.3 Typography - ASSA Vesta

ASSA Vesta is the new common typeface in ASSA ABLOY. It should be used in all printed material: advertisements, brochures, sales material, etc.

Vesta is easy to read and has a unique look that gives the brand name a strong and clear identity. The name Vesta comes from the Roman temple in Tivoli of the same name. Vesta is used in headings, sub-headings, etc., and in the body text.

The three weights to be used are Light, Regular and Bold (also applies to italic version). The typeface is available from branding "assaabloy.com".

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890(&@?!£\$;%)

Vesta Light 14/18 pt

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890(&@?!£\$;%)

Vesta Regular 14/18 pt

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890(&@?!£\$;%)

Vesta Bold 14/18 pt

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890(&@?!£\$;%)

Vesta Light Italic 14/18 pt

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890(&@?!£\$;%)

Vesta Regular Italic 14/18 pt

abcdefghijklmnopqrstuvwxyzåäö  
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
1234567890(&@?!£\$;%)

Vesta Bold Italic 14/18 pt

# ASSA Vesta...

## 2.4 Typography - Verdana

Use Verdana when it is not possible to use Vesta, for instance in letters, email and presentations. Verdana is a standard typeface found on all computers. By using Verdana, we avoid typeface problems when a document is shared among different users.

Verdana is also used on the Internet. There a typeface such as Vesta is not optimal, as the typeface specified in the html code must be installed on the computer in order to display correctly. Otherwise the computer automatically selects another typeface.

Verdana Regular is standard for all body text. Verdana Bold may be used for headings, subheadings, etc. The italic variation may be used to emphasize individual words, but should not be used in longer texts.

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(&@?!£\$;.%)  
*Verdana Regular 12/16 pt*

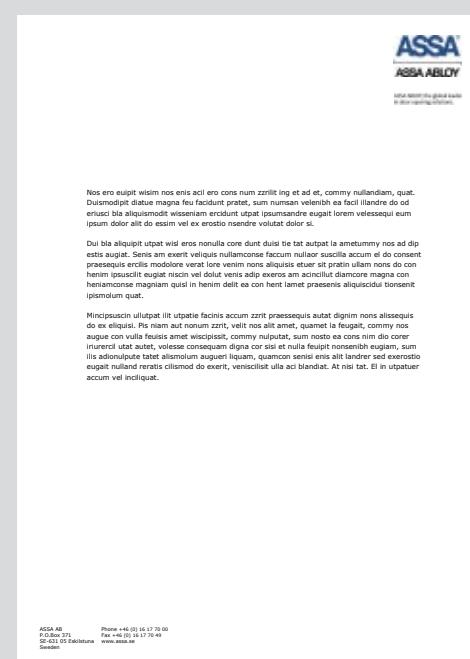
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**1234567890(&@?!£\$;.%)**

*Verdana Bold 12/16 pt*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890(&@?!£\$;.%)  
*Verdana Light Italic 12/16 pt*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**1234567890(&@?!£\$;.%)**

*Verdana Bold Italic 12/16 pt*



## 2.5 Corporate Colors

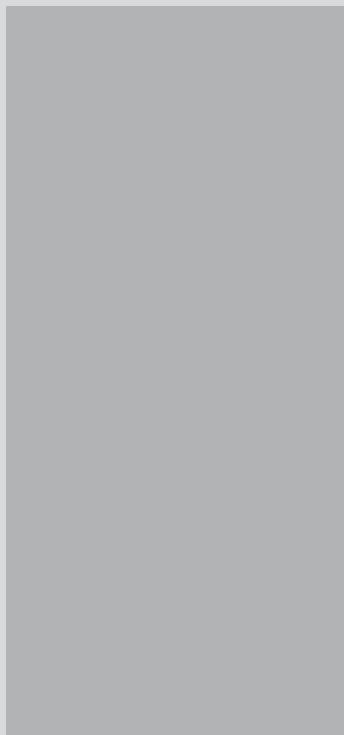
Color is a powerful means of expression. For that reason, color is important when we communicate the corporate identity.

Four colors have been selected in ASSA ABLOY: Silver, blue, white and black.

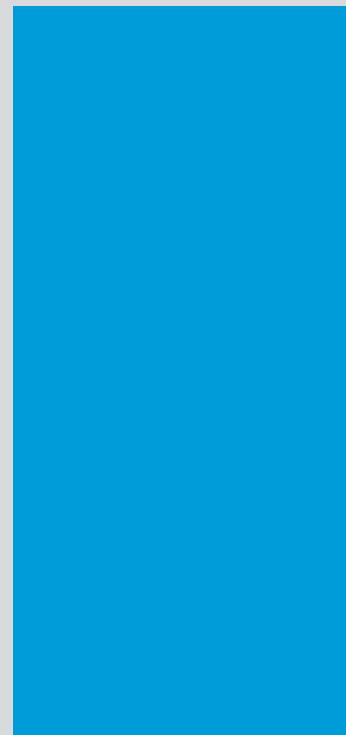
Consistent use creates a clear identity and strengthens our position as a strong leader.

Silver stands for leadership, quality and advanced products. Blue signals high-technology and vision, as well as a feeling of freedom. White is for openness and creates balance by lifting the other colors. Black represents know-how and trust.

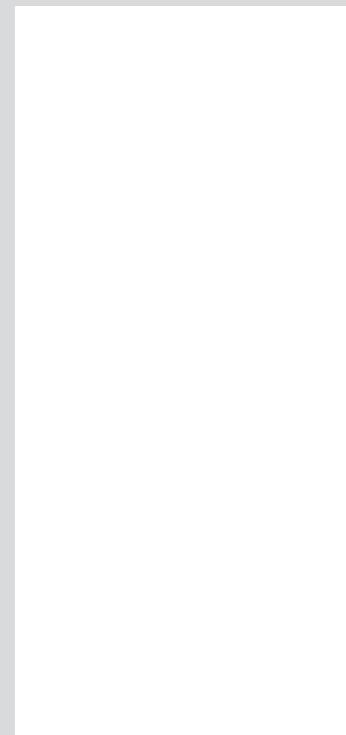
When Pantone 877 Silver is used it must be printed as a separate spot color. For ASSA ABLOY Blue, four-color printing is preferred.



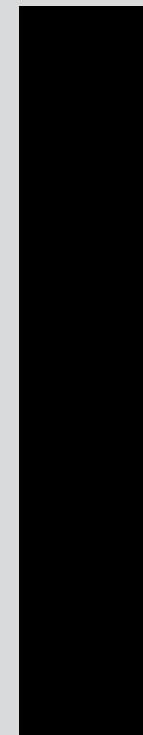
ASSA ABLOY Silver  
Pantone® 877C  
Pantone® 877UC  
CMYK:  
Black 30%  
RGB:  
R:188, G:190, B:192  
#BCBEC0  
RAL:9006



ASSA ABLOY Blue  
Pantone® 2995C  
Pantone® 639UC  
CMYK:  
Yellow 12%  
Magenta 10%  
Cyan 80%  
Black 0%  
RGB:  
R:0, G:170, B:208  
#C3C4BE  
NCS:S 1060-B



White

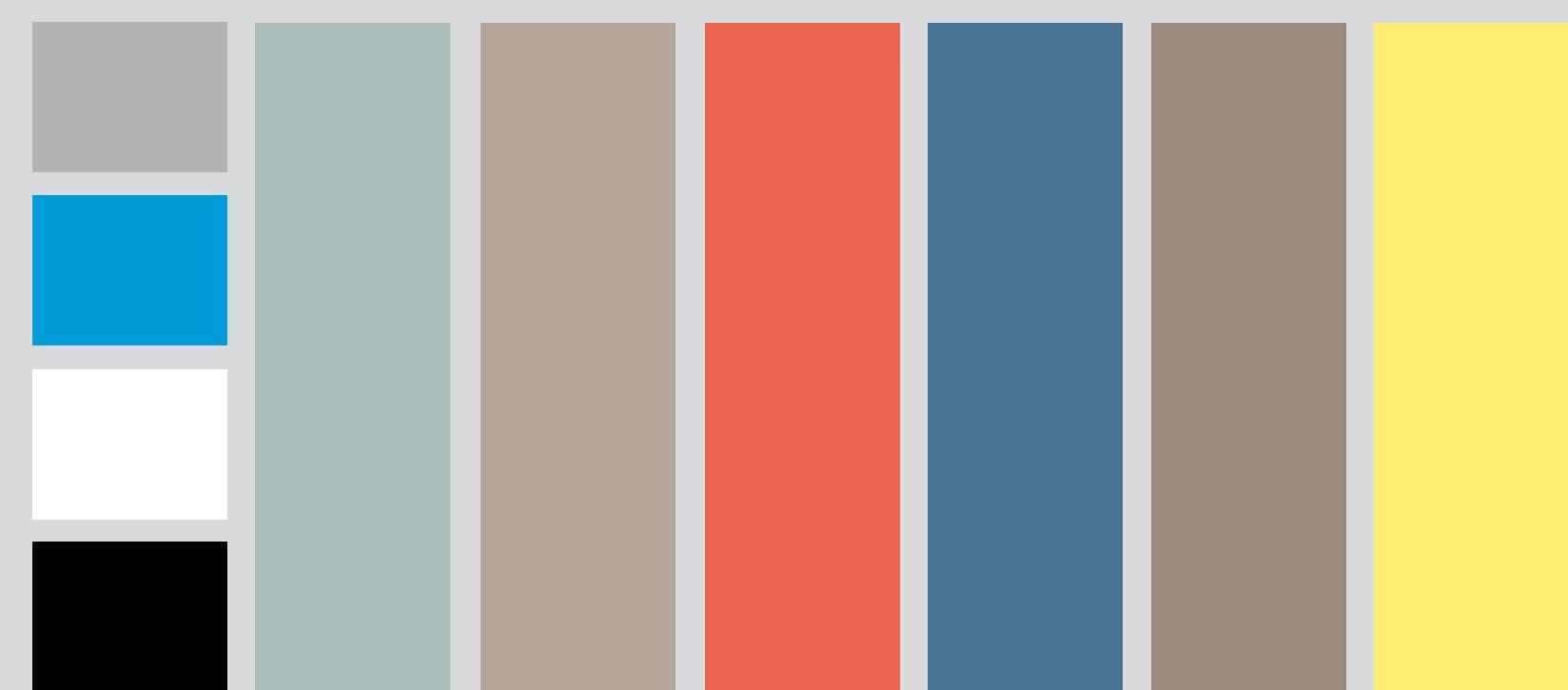


Black

## 2.6 Complementary Colors

Our four main colors are silver, blue, black and white. However, in some contexts--for instance in graphics and illustrations--complementary colors are needed. These colors are not viewed as equal alternatives to silver and blue, but are used as complements when additional colors are needed.

It is important that all colors be reproduced correctly. In printing, a color can vary in nuance and density, depending on the print surface. Therefore, always follow our recommendations as regards the paper type and quality.



**Corporate Colors:**  
ASSA ABLOY Silver  
ASSA ABLOY Blue  
White  
Black

**ASSA ABLOY Green**  
Pantone® 5507 C/U  
Four-color process:  
Yellow 16%  
Magenta 5%  
Cyan 28%  
Black 18%  
RGB:  
R:185,  
G:190,  
B:188

**ASSA ABLOY Beige**  
Pantone® 7530 C/U  
Four-color process:  
Yellow 25%  
Magenta 18%  
Cyan 10%  
Black 30%  
RGB:  
R:185,  
G:172,  
B:151

**ASSA ABLOY Orange**  
Pantone® 7416 C/U  
Four-color process:  
Yellow 66%  
Magenta 73%  
Cyan 0%  
Black 0%  
RGB:  
R:244,  
G:133,  
B:102

**ASSA ABLOY**  
Dark Blue  
Pantone® 5405 C/U  
Fyrfärg process:  
Yellow 0%  
Magenta 17%  
Cyan 58%  
Black 46%  
RGB:  
R:58,  
G:110,  
B:143

**ASSA ABLOY Brown**  
Pantone® 437 C/U  
Four-color process:  
Yellow 49%  
Magenta 45%  
Cyan 46%  
Black 0%  
RGB:  
R:149,  
G:138,  
B:125

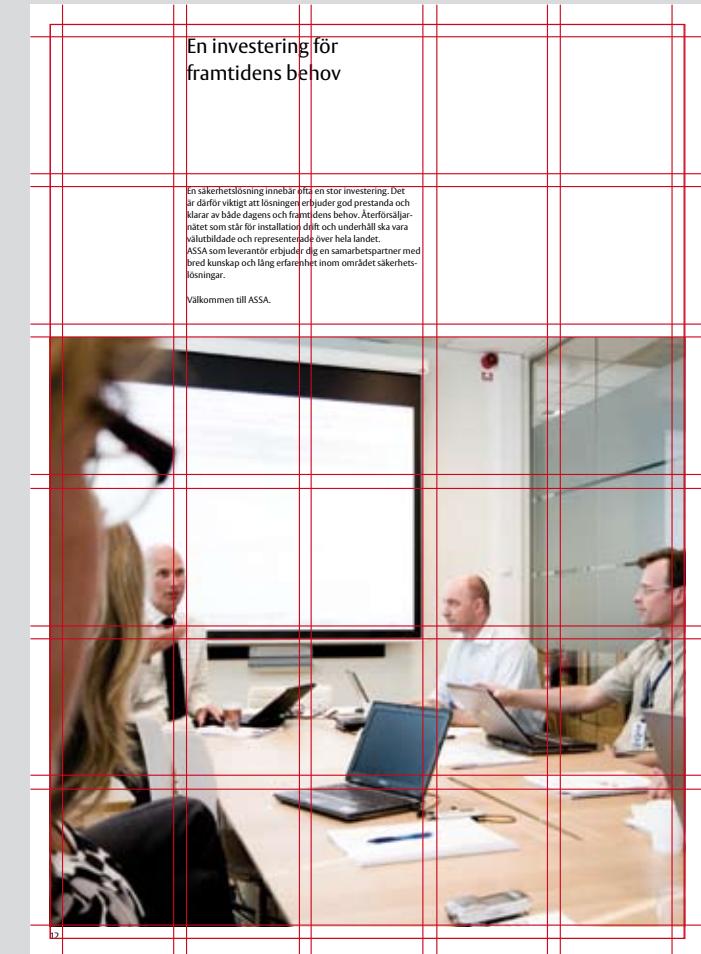
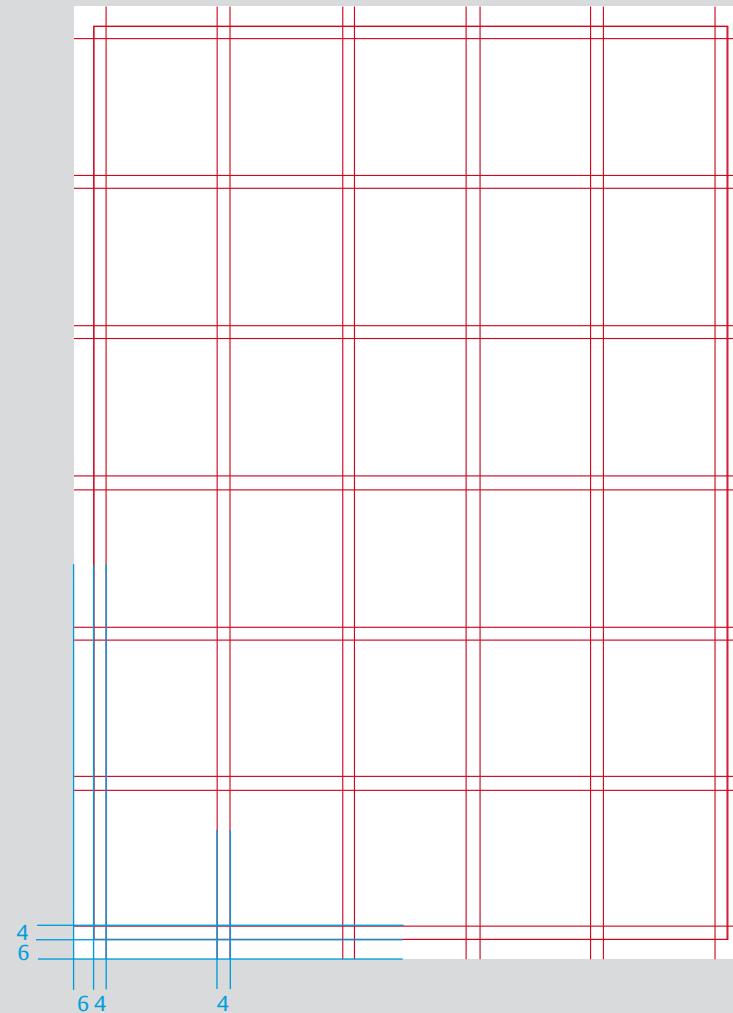
**ASSA ABLOY Yellow**  
Pantone® 127 C/U  
Four-color process:  
Yellow 65%  
Magenta 1%  
Cyan 0%  
Black 3%  
RGB:  
R:255,  
G:237,  
B:123

## 2.7 Grid System

We have chosen to work with a grid system based on five columns with six rows. The grid spacing is 4 mm. The margin is 6 mm.

The grid system holds together the visual identity and makes production easier and more effective. The grid system consists of a pattern of horizontal and vertical lines that intersect in regular intervals.

In graphic design, a grid system is a method for organizing and making the text clearer on the page while enhancing its meaning.

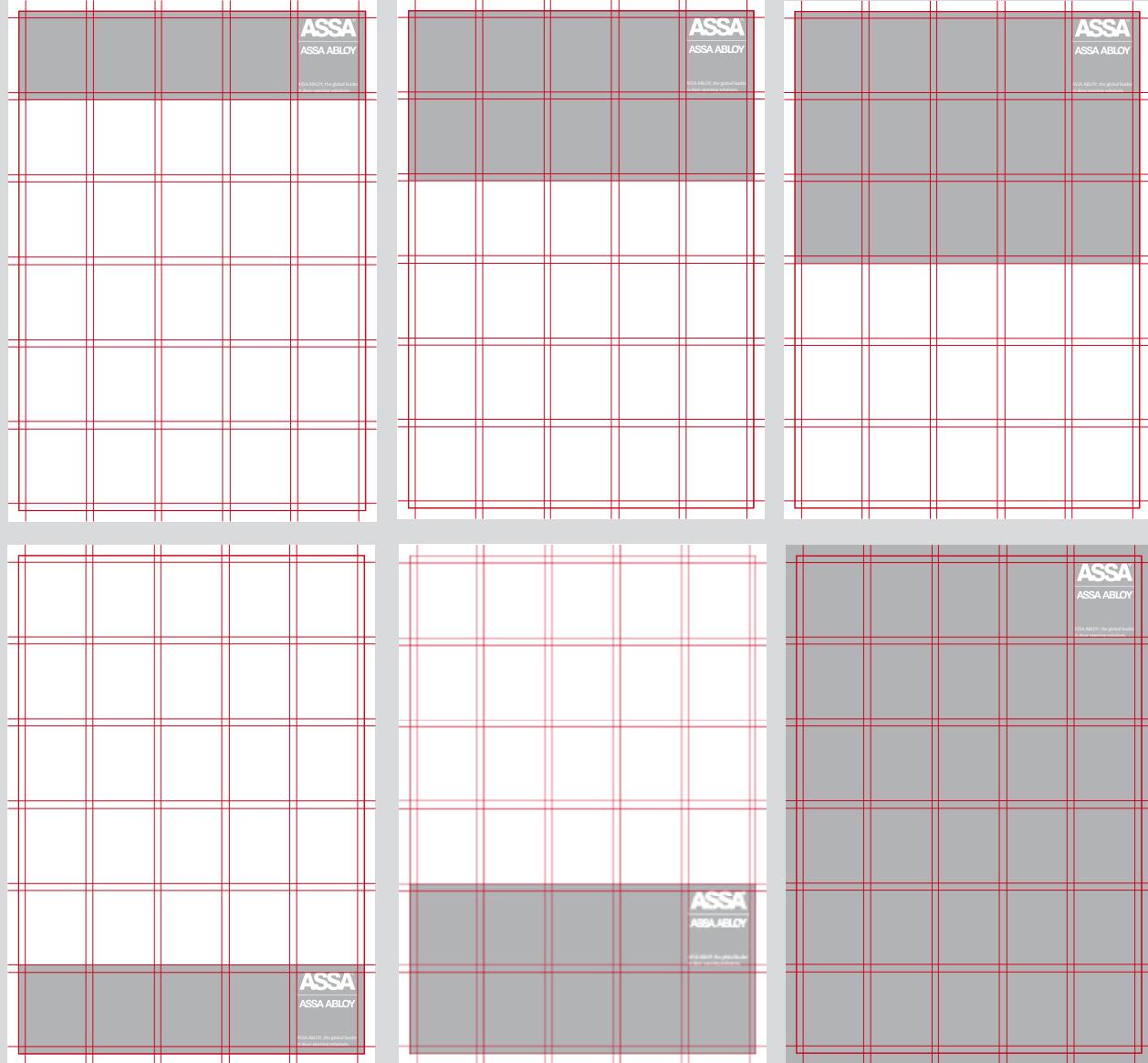


## 2.7 Grid System

All our literature follows the grid system. The system is built around color plates containing text information such as heading, subheading, ASSA's logotype and our tagline.

These color plates can vary in format from small to large, depending on how much text information needs to be included and how the object looks in the background.

When using the color plates, always use ASSA ABLOY's corporate colors: silver, blue, white or black. The remaining underlying color plate should always consist of a borderless object.



# 3 Applications



## 3.1 Business Cards

Business cards should have a white background and black text. ASSA's logotype is always in the upper right corner. The tagline is always in the upper left corner. The reverse side is silver, with no text or logotype.

Format: 85x52 mm  
Margins: 4 mm

Typography:  
Name: Vesta Light 11/10 pt (K -25)  
Title: Vesta Regular 7/8.5 pt (K +3)  
Address: Vesta Regular 7/8.5 pt (K +3)  
Tagline: Vesta Regular 7/8.5 pt  
Space between groups of numbers: (K -50)

Logotype: Pantone® 287 C and black

Color reverse side: Pantone® 877 C

Paper: A light white double-sided matte coated paper with high bulk.

ASSA ABLOY, the global leader in door opening solutions.

**ASSA**  
ASSA ABLOY

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**International**

ASSA ABLOY, the global leader in door opening solutions.

**ASSA**  
ASSA ABLOY

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117 43 Stockholm Mobil 070-766 75 85  
anne-christine.gustavsson@assa.se  
www.assa.se

**National**

Reverse side for both national and international business card

## 3.2 Envelopes, C4, C5

Always use Vesta Regular on the envelope's flap. That ensures good legibility. A typeface always looks thinner when the text is negative. This has to do with the eye being tricked and with the color bleeding in the printing process.

Format: C4, C5

Front side:

Logotype: Pantone® 287 C and black  
Tagline: Vesta Regular 6.3/8.3 pt

Reverse side:

Color on flap: Pantone® 877 C

Typography:

Address: Vesta Regular 8/9.5 pt (K+3)

Tagline: Vesta Regular 8/9.5 pt

Space between groups of numbers: (K-50)

Logotype: Negative

Paper: Make sure to use an equally good paper as the stationery and correspondence card, a light white double-sided matte coated paper with high bulk.



### 3.3 Correspondence Cards

Format: Landscape A6 (148x105 mm)

Margins: 6 mm

Typography:

Address: Vesta Light 7.5/9 pt (K +3)

Tagline: Vesta Regular 5.9/7.9 pt

Space between groups of numbers: (K -50)

Logotype: Pantone® 287 C and black

Paper: A light white double-sided matte coated paper with high bulk.



## 3.4 Correspondence Cards

Format: Landscape A6 (148x105 mm)

Margins: 6 mm

Typography:

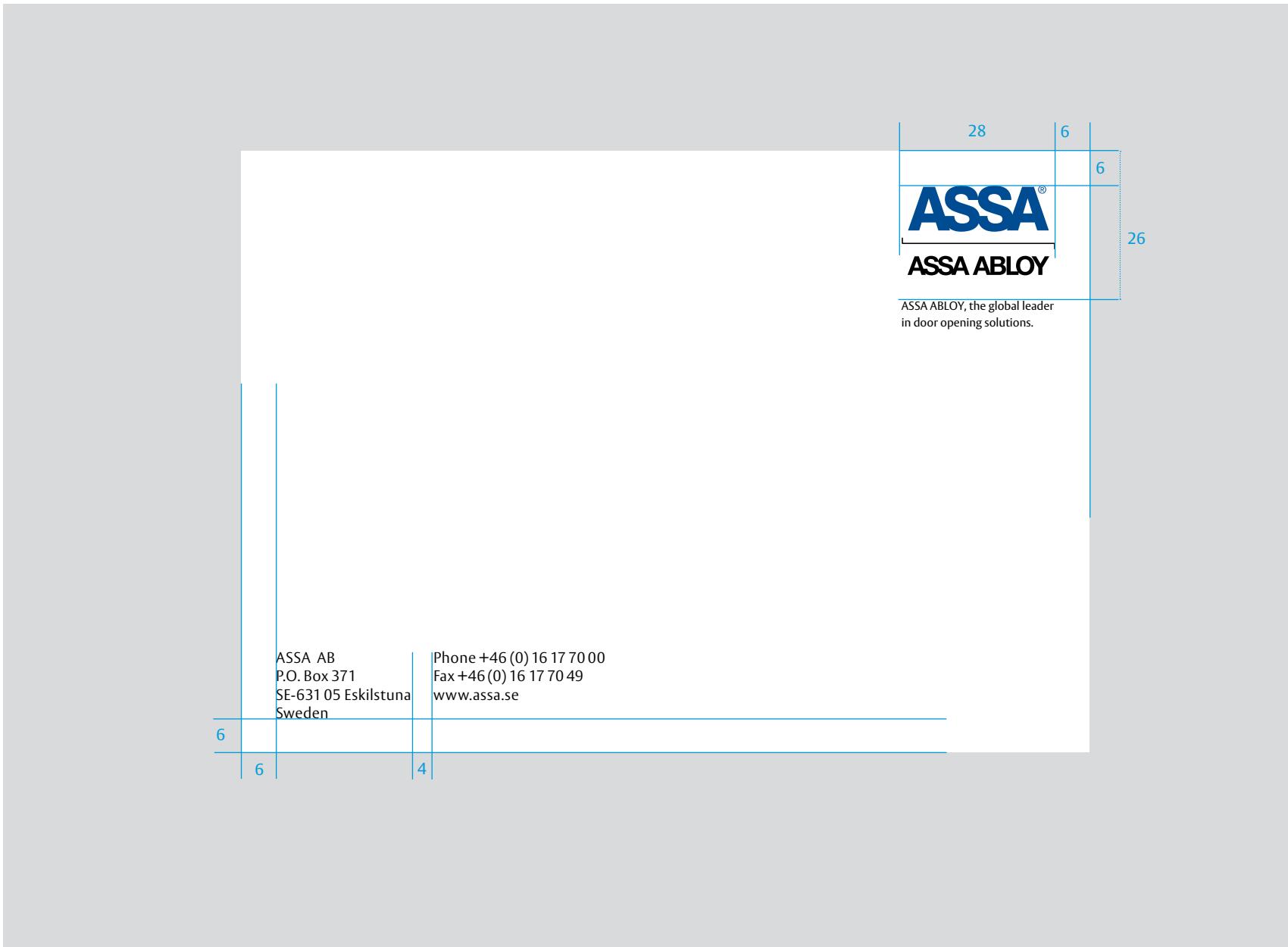
Address: Vesta Light 7.5/9 pt (K +3)

Tagline: Vesta Regular 5.9/7.9 pt

Space between groups of numbers: (K -50)

Logotype: Pantone® 287 C and black

Paper: A light white double-sided matte coated paper with high bulk.



## 3.5 Note Pads

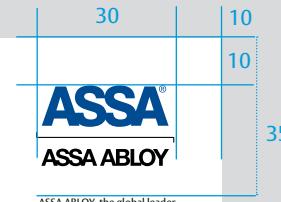
Format: A5 (148x210 mm)

Margins: 10 mm

Typography:

Tagline: Vesta Regular 6.3/8.3 pt

Logotype: Pantone® 287 C and black



ASSA ABLOY, the global leader  
in door opening solutions.

## 3.6 Brochures

The cover of the brochures has a flexible grid system with color plates with text information. A box can vary in size from small to large, depending on the length of the text information and the character of the object's background.

With the grid system, considerable variation in the layout is possible. This grid system also makes for a creatively strong profile, which also facilitates readability.

The size of the color plates follows our grid system, described in chapter 2.7. For the colors on the color plates, always follow ASSA ABLOY's corporate colors: silver, blue, white or black. On the cover, the object must be printed to edge, while the reverse side of the cover should have a white 6 mm frame. All company literature covers must consist of ASSA's logotype and tagline "ASSA ABLOY, the global leader in door opening solutions."

The cover's reverse side must always contain ASSA's logotype and the company's statement and addresses.

Format: This example is in A4 format

Margins: 6 mm

Typography:

Logotype: white logotype

Main heading: Vesta Regular 48/52 pt  
(K-25)

Subheading, if any:

Vesta Regular 18/36 pt

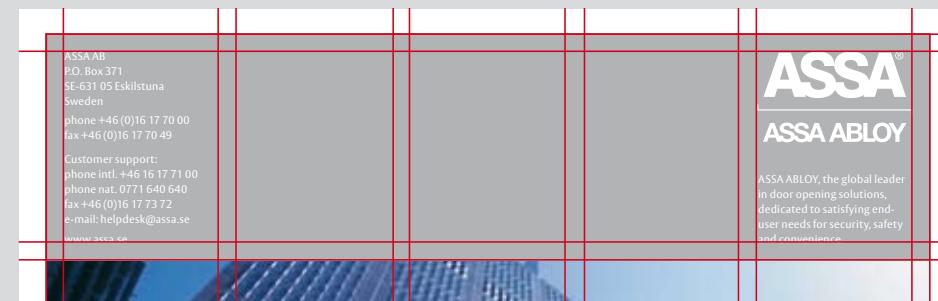
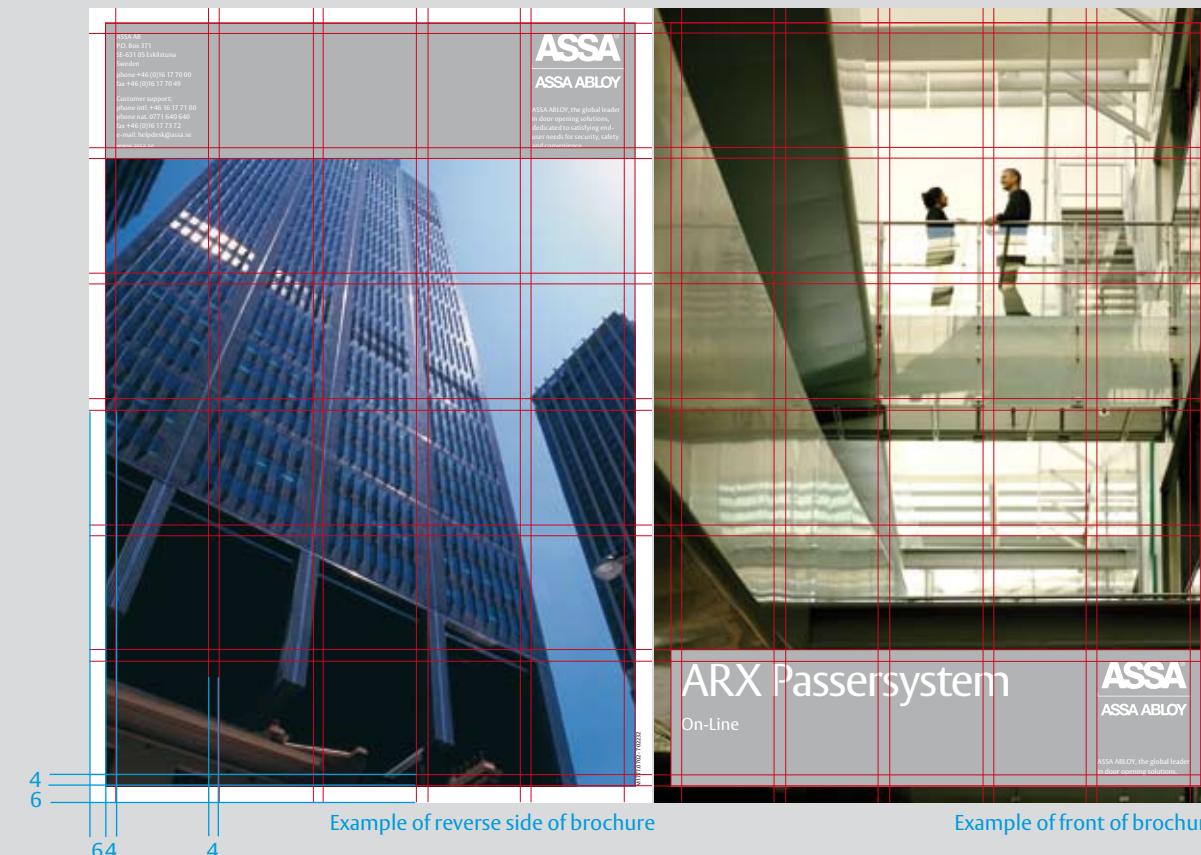
Tagline: Vesta Regular 7.3/9.3 pt

Company statement:

Vesta Regular 7/9.5 pt

Address: Vesta Regular 7/9.5 pt

Paper: A light white double-sided matte coated paper with high bulk.



## 3.6 Brochures

Here are some examples of what different covers might look like.

The variation in the size of the color plates can vary, depending on the length of the main header and the object in the background.

Using photographs on the brochure's cover is not obligatory. You might also use a print-to-edge color plate with header with large font size.

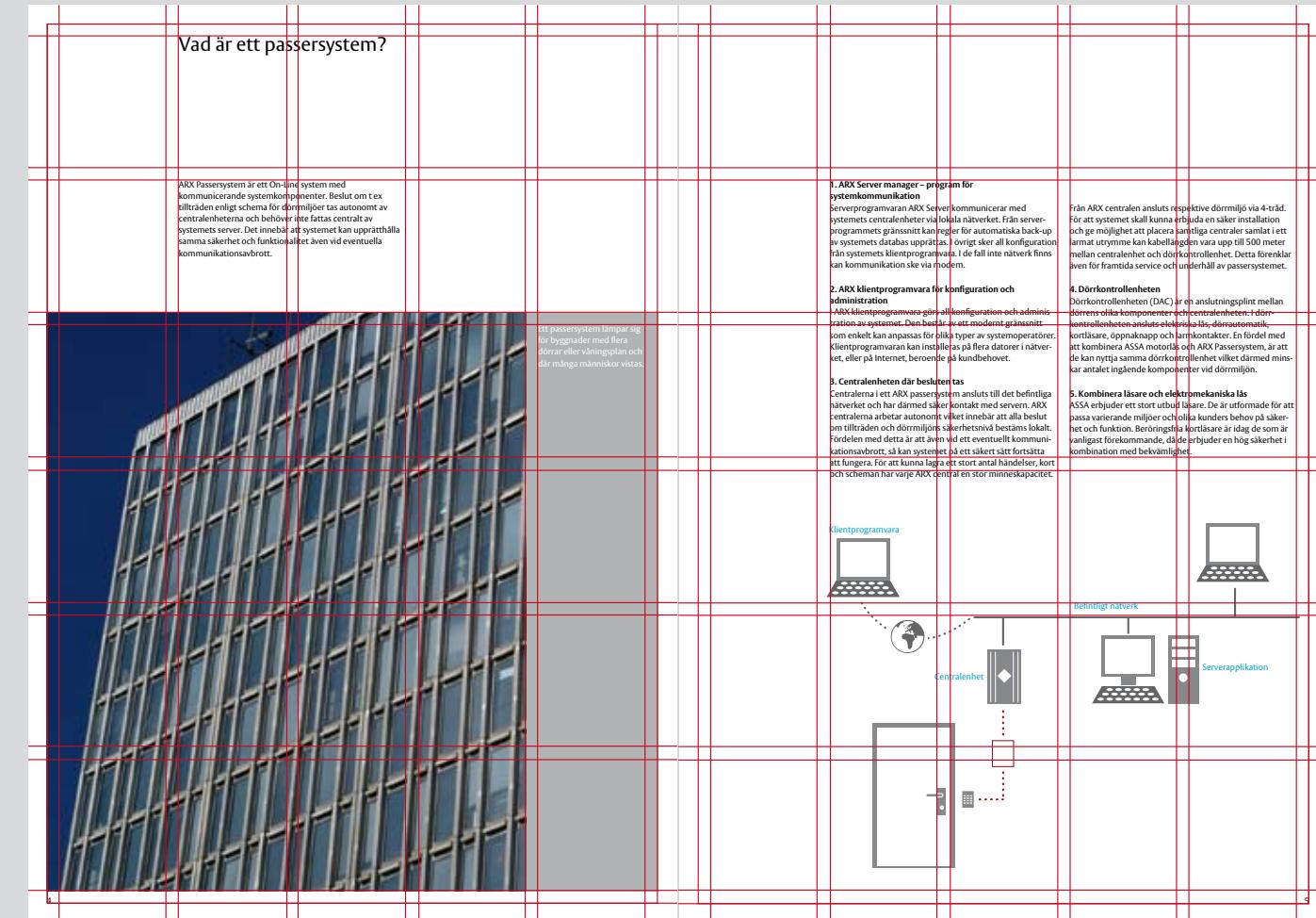


## 3.6 Brochures

Here are some examples of what the inside of a brochure might look like with the help of the grid system.

The pages inside the brochure will naturally contain more information through controlled use of typographic and photographic grid systems. These pages will be seen as relatively "free." This, together with a conscious use of the white border, encourages a "convenient" and effective use.

Always follow the grid and layout system described in chapter 2.7.



## 3.6 Brochures

Here are some more examples of what the inside of a brochure might look like with the help of the grid system.

<h3>En tryggare arbetsplats för alla</h3>			
<p>En person som känner sig trygg på sin arbetsplats gör ett bättre jobb. ARX Passersystem kan göra organisationen effektivare, vilket gör att personalen får en enklare och bekvämare vardag på en tryggare och säkrare arbetsplats.</p> <p>Läs på följande sidor av vad en investering i ARX Passersystem kan ge ditt företag.</p>	<p>Här nedan följer exempel som visar på en okad trygghet för den dagliga användaren:</p> <ul style="list-style-type: none"><li>- Ingen obehörig kan komma in på arbetsplatsen.</li><li>- Om jag tappar mitt kort, kan det sparas på några sekunder.</li><li>- När jag kommer först till arbetsplatsen, stängs larmet automatiskt av när jag passerar med mitt kort.</li><li>- Vid strömsavbrrott läses inifrån dörrenna. Låsarna har separat strömforsörjning i form av batteriback-up.</li><li>- Om något skulle hänta finns alla händelser lagrade i en loggfil.</li></ul>	<p>Det är viktigt att en sakerhetlösning inte upplevs som en belastning av användaren.</p> <p>Ett On-Line passersystem som administreras från en plats i realtid ger många fördelar för både användare och administratör.</p>	
<p>En person som känner sig trygg på sin arbetsplats gör ett bättre jobb. Många finner det tryggt att veta att om passerkortet forsvinner kan det sparas på flera sekunder.</p>		<p><b>Bekväm öppning</b></p> <p>När en låsare identifierar ett giltigt kort öppnas dörren med en automatisk dörröppnare.</p> <p>Låsare kan även identifiera en persons kort/tagg på avstånd. Avståndsläsen och automatisk dörröppning gör att personal inte behöver slappa det de har för händerna för att passera en dörr.</p> <p>En korridorsluß på ett sjukhus öppnas i god tid innan sanger, rullstolar etc. rullas igenom.</p>	<p><b>Fler funktioner via ett enda kort/tagg</b></p> <p>ARX Passersystem kan inte bara öppna dörrar. Personal kan även boka lokaler, via låsare eller internet. Allt registreras och styrs av passersystemet. Med andra ord kan funktioner i den dagliga verksamheten underlättas med hjälp av ARX Passersystem.</p>
		<p>ARX Passersystem förhindrar snödiga falskalarmer pga. saksam hantering.</p> <p>ARX Passersystem kopplar automatiskt ur inbrottssärmet då du kommer först till din arbetsplats.</p>	
		<p>För användaren ska sakerhetlösningar inte vara ett hinder. Säker identifikation och en snabil dörröppning kan betyda mycket för den dagliga verksamheten.</p>	
		<p>ARX Passersystem hanterar även en tagg på din bil som öppnar garaget för dig.</p>	

## 3.6 Broschyror

Here are some more examples of what the inside of a brochure might look like with the help of the grid system.

**Modern teknik från dörr till dator**

ARX Passersystem har komponenter som är utvecklade för att passa varandra.

Logiskt granskants driftsäkerhetslösningar och en smidig leverans. ARX Passersystemet är utvecklat för att passa dagens och framtidens elektroniklösningar. Systemet är dessutom utvecklat av ASSA ABLOY Sveriges största säkerhetsleverantörer, med egen testläb och återförsäljarkrävande.



En sakerhetslösning synas ofta ur användarens perspektiv, men det är lika viktigt att produkter och mjukvaran är kostnadseffektiva att installera, driftsätta och underhålla.

**Smart producenter för både myntändare och installerar**

ARX Passersystemet har en central enhet "Door and Key". Centralerna är självkonfigurerande, dvs. de hittar själv sin plats i nätverket när de ansluts. De arbetar helt självständigt och fortsätter styra dörrlådorna även om kontakten till systemets server bryts. ARX systemuppgenget gör därmed att installationsiden och risken för problem minskar, samt att hela driftsättningen förenklas.

**Direktstyrd motorlös**

En viktig fördel med ett ARX Passersystem är möjligheten till integrerad styrning av ASSA ABLOYs dag- och nattfunktion i fastigheten. Funktionen ger två alternativ:

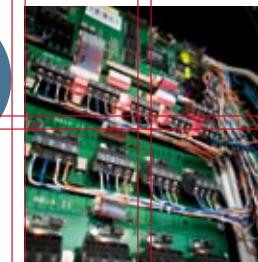
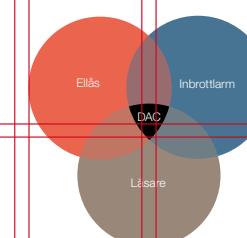
Ett alternativ är att öppna och sluta direkt när schemat för "öppningsfunktionen" motoriseras dagtid "dag" eller inlägningen "dag/natt" påverkas.

En annan möjlighet är att låta första giltiga passage styra. Då går motorlåset till dagloppet tills vid första giltiga passage.

**En leverantör att ligga på**

Som installatör är det en fördel att en och samma leverantör erbjuder ett komplett system, allt ifrån gångarn till mjukvaran som systemet administreras ifrån.

Vi förstår att dialog med våra återförsäljare är viktig för att skapa bättre lösningar. Vi kan påverka allt ifrån framtagnings av manualer till nya kommunikationsstandards för dörrmiljön. Vi är en trygg och stabil partner som hela tiden sträver efter att bli bättre.



DAC - den intelligenta kopplingsplinten

Centralen ansluts direkt till det befintliga nätverket med hjälp av en nätverkskontakt.

## 3.7 Product Sheets

The product sheets naturally follow the grid system. The grid system enables readers to absorb the product sheet's information.

**ASSA DBL34**  
On-line dörrbladsläsare

DBL34 är en kompakt dörrbladsläsare för berörningsfria kort och taggar. Läsaren är manuelleringsfri och har all intelligens säkert på insidan och endast antennen delen på utsidan.

DBL34 läsaren består av läsaren med samt ett ASSA ellys 883 med splitspinnel. Inga extra häm behöver höras i dörren för montering av läshus eller läsarenhet då kabels förläggning är enkel och utanpå dörren. Enheten kompletteras med trycke och läscylinder efter önskemål.

DBL34 är en inbyggd dörrkontrollenhets (DCE), vilket möjliggör en enkel installation då den kopplas direkt till centralenheter i ANX Passersystem.

DBL34 är endast framställd i europeiska länder som har spänning 24V. I lokaler som inte har 24V längre kan läsaren (passer) kräva 12V.

Exempel på sådana lokaler är omklädningsrum, interna förvärd, innerdörrar, källardörrar och kontor.

DBL34 är en miljöanpassad produkt utan miljöpåverkande PBB eller PBDE i kretslekten.

ASSA ABLOY, the global leader in door opening solutions, dedicated to satisfying end-user needs for security, safety and convenience.

**ASSA**  
**ASSA ABLOY**

ASSA ABLOY, the global leader in door opening solutions

Indikeringar	<ul style="list-style-type: none"> <li>Dör ölstå</li> <li>Giltig passage</li> <li>Sparad för passage</li> <li>Oglitigt kort</li> </ul>	Kan anslutas till	<ul style="list-style-type: none"> <li>Direktansluts till ARX eller RITA Passersystem</li> </ul>
Data	<ul style="list-style-type: none"> <li>Matningsspänning:</li> <li>• Matningsspänning: 12 - 24V AC/DC vid 24V 30 mA</li> <li>• Stromförbrukning:</li> <li>• Forbrukning vid ölstå: vid 24V 35 mA</li> </ul>	Övrigt	<ul style="list-style-type: none"> <li>• Har inbyggd sabotagekontakts</li> <li>• Gjutna kläpor</li> </ul>
Artikelnummer	SS56 701 002	Material	• Mattborstad krom
	SS56 701 001		• PBB (Polybromerade dibenyleter)
Vikt:	1.3 kg inkl. läshus	PBDE (Polybromerade dibenyleter)	I fråga om kretslekten
Temperaturområde:	-20°C till +65°C		
Relativ fuktighet:	20-70%		
Läsarteknologi:	EM4102		
Stromförbruknings exempel:			
Customer support:	En fullt bestyrkad ARX LC109016 med sexton DBL34 har en strömforbrukning på ca 800-1000 mA		
e-mail: helpdesk@assase			
www.assa.se			

**CE** CE-kontrollerad och godkänd

ark/150702  
Amp/20230

## 3.7 Product Sheets

The product sheets have a uniform layout, which strengthens our identity.

### ASSA DBL34

On-line dörrbladsläsare



DBL34 är en kompakt dörrbladsläsare för beröringsfria kort och taggar. Läsaren är manipuleringsskyddad då den har all intelligens säkert på insidan och endast antennen på utsidan.

DBL34 läsaren består av läsarenhet samt ett ASSA ellis 983 med splitspindel. Ingå extra hål behöver borras i dörren för montering av läshus eller läsarenhet då kabeln förläggs inne i eller utanpå dörren. Enheten kompletteras med trycke och läscylinder efter önskemål.

DBL34 används främst på innendörrar som spriegskyddade lokaler som inte kräver högsta säkerhet (personlig kod). Exempel på sådana lokaler är omklädningsrum, interna förträd, innendörrar, källardörrar och kontor.

All programmering av systemet sker via ARX eller RITA programvara och all konfigurationsdata sparas i en central databas.

För delarna med centrala slutenhet dörrbladsläsare är många. Administratören av behörigheter är enkel då individuella kort omgående kan spärras i systemet. De senaste handelserna sparas i en loggfil i systemet.

DBL34 har inbyggd dörrkontrollenhet (DAC), vilket möjliggör en enkel installation då den kopplas direkt till centralenheterna i ARX Passersystem.

DBL34 är en miljöanpassad produkt utan miljöpåverkande PBB eller PBDE i kretskorten.

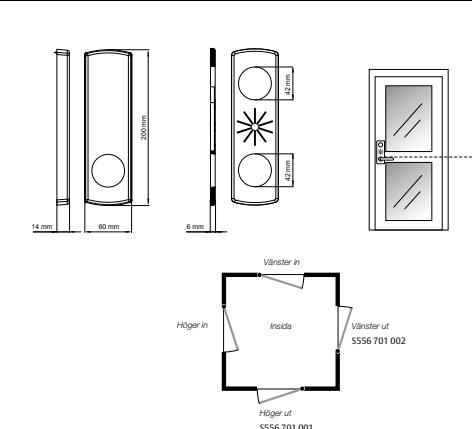
**ASSA**  
ASSA ABLOY

ASSA ABLOY, the global leader in door opening solutions.

Example of front of product sheet

### ASSA DBL34

On-line dörrbladsläsare



Vänster in  
Höger in  
Inuti  
Vänster ut  
Höger ut  
SS56 701 002  
SS56 701 001

All anslutas till  
• Direktanslut till ARX eller RITA Passersystem

Indikeringar  
• Dörr oläst  
• Giltig passage  
• Spärrad för passage  
• Ogligt kort

Övrigt  
• Har inbyggd sabotagekontakt  
• Gjutna kapor

Data  
• Matningsspänning: 12 - 24V AC/DC  
• Stromförförbrukning: vid 24V 30 mA  
• Förförbrukning vid oläst: vid 24V 35 mA  
• Vikt: 1.3 kg inkl. läshus  
• Temperaturområde: -20°C till +65°C  
• Relativ fuktighet: 20-70%  
• Läseteknologi: EM4102  
• Stromförförbruknings exempel:  
En fullt bestyrkåd ARX LCL9016 med sexton DBL34 har en stromförförbrukning på ca 800-1000 mA  
• Upplyft kraven för IP54

Material  
• Mattberstad krom  
• PBB (Polybromerade bifenyly) samt  
PBDE (Polybromerade difenylyeter) fria kretsarkort

Artikelnummer  
• DBL34 med läshus, höger ut SS56 701 001 ES8 761 52  
(Kan även användas som vänster in)  
• DBL34 med läshus, vänster ut SS56 701 002 ES8 761 53  
(Kan även användas som höger in)

CE CE-kontrollerad och godkänd

ARW072233  
ARW07002

Example of back of product sheet

## 3.8 Advertisements

This is what a few examples of our advertisements look like. The advertising material helps to strengthen the brand name and the contact between our target groups and the brand name.

Always follow the grid and layout system described in chapter 2.7.

**Bekväm säkerhet via ditt befintliga nätverk**

För enkelhetens skull: sända all information från din dator till din nyckel och sammansätt med ditt passersystem.

[www.assa.se](http://www.assa.se)



När du väljer AXR passersystem till din fastighet väljer du både bekvämlighet och funktion. AXR är byggd för att komma ihåga via ditt befintliga nätverk utan kräng, anpassningar och extra utrustning. Du kan få till exempel portöppnare, vattenturshäckning, postboxar, mycket beterings och alltannära utrymmen i ett system.

Sedan kan du se fram emot en bekväm hantering via internet. Och god ekonomi på köpet. Besök oss gång på [www.assa.se/ellerbostad](http://www.assa.se/ellerbostad) eller ring 016-17 70 00.

**ASSA  
ASSA ABLOY**  
The global leader in door opening solutions.

**Kör passersystemet säkert i ditt befintliga nätverk**

[www.assa.se](http://www.assa.se)



Det här passersystemet är det snabbaste och enklaste sättet att säkra ditt hem. Det är enkelt att installera och det är enkelt att hantera. Det är enkelt att komma ihåg och det är enkelt att använda.

Det här passersystemet är det snabbaste sättet att säkra ditt hem. Det är enkelt att installera och det är enkelt att hantera. Det är enkelt att komma ihåg och det är enkelt att använda.

**ASSA  
ASSA ABLOY**  
The global leader in door opening solutions.

**Säkerhet i alla miljöer**

[www.assa.se](http://www.assa.se)



ASSA ABLOY är en ledande leverantör inom hörningslösningar som uppfyller världsmarknadens krav på trygghet, säkerhet och användarvänlighet. Dessa säkerhetslösningar möter de högsta kraven på kvalitet, design och teknik. Vi har över 150 bemedel och över 4000 års erfarenhet av läsprocesser för en mängd olika användningsområden och miljöer.

Med över 150 bemedel i mer än 40 lander är drygt 10 procents andel av världsmarknaden inom koncernens branschen in i globala aktier.

**ASSA  
ASSA ABLOY**  
The global leader in door opening solutions.

## 3.8 Advertisements

This is what a few examples of our advertisements look like. The advertising material helps to strengthen the brand name and the contact between our target groups and the brand name.

**Bekväm säkerhet via ditt befintliga nätverk**

www.assaseffel.se



För enkelheten skull sända all information och styring på ett och samma ställe med ARX passersystem.

När du väljer ARX passersystem till din fastighet väljer du både teknikum och funktioner. ARX är beryggt för att kommunicera via ditt befintliga nätverk utan kringloop, anpassningar och extra bokar. Du kopplar enkelt samman porttelefon, rörelsesökning, portboxar, nyckelhantering och allmänna utrymmen i ett system.

Sedan kan du fram emot en bekväm hantering via internet. Och god ekonomi på köpet.

Besök oss gärna på [www.assaseffel.se](http://www.assaseffel.se) eller ring 016-17 70 00.

ASSA  
ASSA ABLOY  
in door opening solutions.

Kör passersystemet säkert i ditt befintliga nätverk

www.assaseffel.se



Om du redan tagit investeringen i ett nätverk har du kommit långt. Men det finns fortfarande saker du inte har. Med ARX passersystemet kommunicerar du nämligen i befintligt nätverk. Och IT-chefer kan lugnt släppa in trafiken från passersystemet till deras krypterade och förtroendeärliga trådlösa nätverk. Krypteringen är en del av standarden för ARX ekip. Antingen via telefoner eller lösenordsgeneratrar. Allt gjöksamt med högsta säkerhet.

Även om du har en befintlig porttelefon kan du få god ekonomi. Lämpligast används befintliga nätverksekvenser som utlösning av tillfälliga IP-adresser (DHCP-DNS) och koppling till företagets Active Directory-tjänst.

Från det öppna generatören som hjälper in externa applicatörer att styra dina portar till förtroendeärliga säkerhetskommunikation. Med ARX passersystemen finner du alltså automatisk kommunikation med PNI och SSL.

Verkar det klogigt? Kontaktta oss så berättar vi hur du kan överlämna operatören med högsta säkerhet och bra ekonomi.

ASSA  
ASSA ABLOY  
in door opening solutions.

Säkerhet i alla miljöer

www.assabloy.com



ASSA ABLOY är världselitande inom dörrlösningar som uppfyller slutsändarnas krav på trygghet, säkerhet och användarvänlighet. Vi sätter stor betydelse i att höja den säkerheten på kvalitet, design och funktionalitet och bygger på världens största urval av låsprodukter för en mångfald olika användningsområden och miljöer.

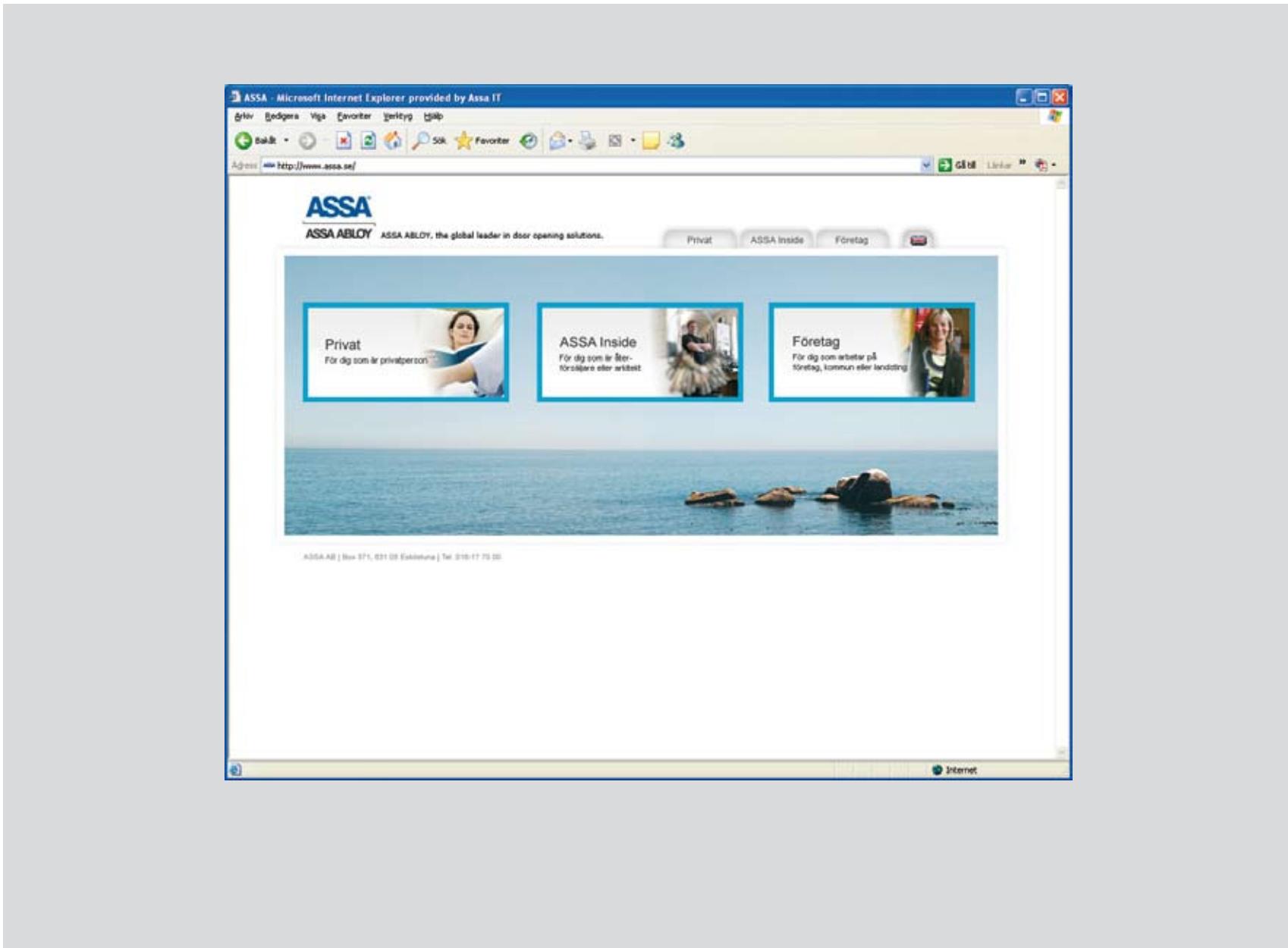
Med över 150 bolag i mer än 40 länder och drygt 10 procent andel av världsmarknaden är koncernen Hållbarhets största globala aktör.

ASSA  
ASSA ABLOY  
in door opening solutions.

## 3.9 Websites

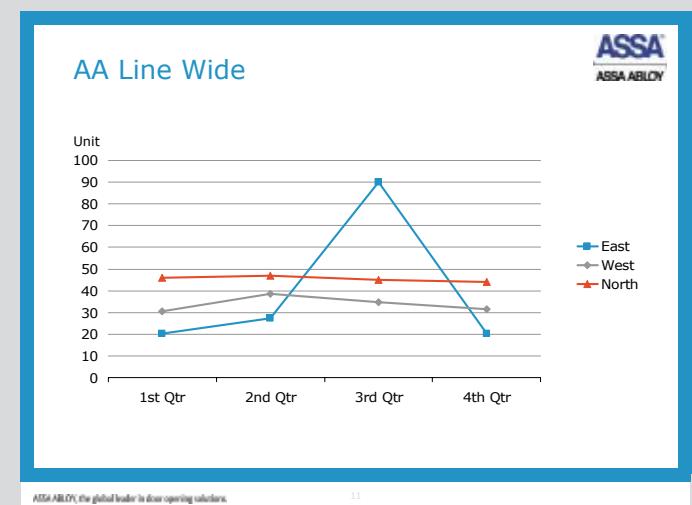
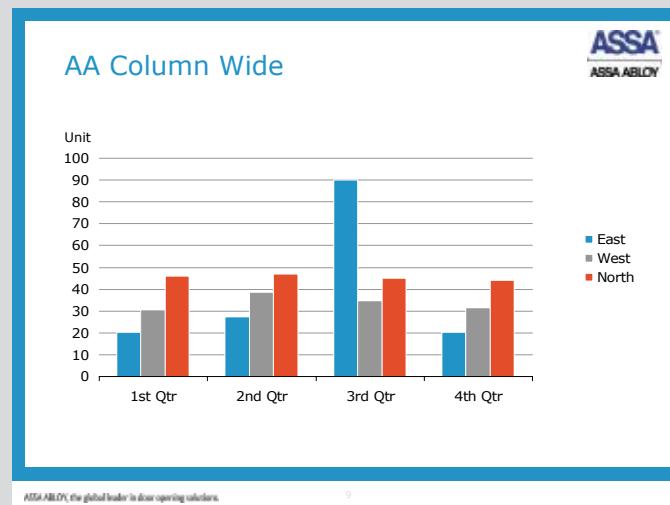
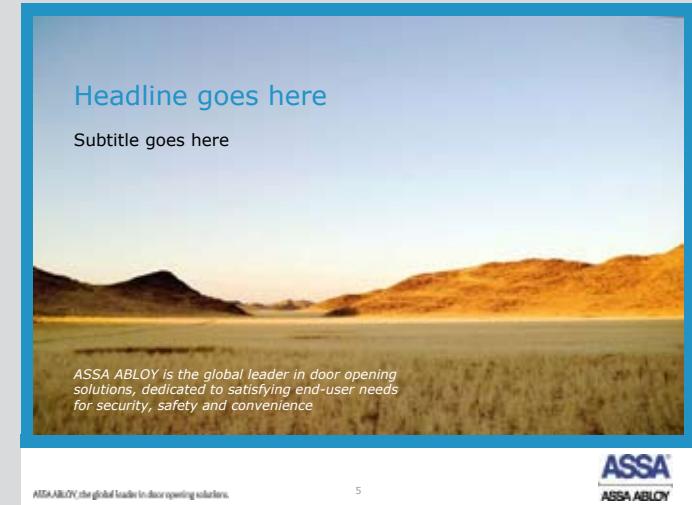
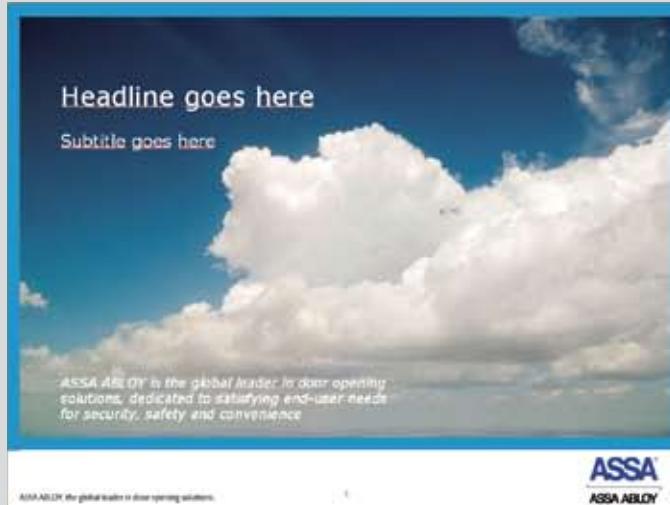
The layout of the websites should observe the new graphic profile as much as possible. In order to use the ASSA Vesta typeface, it has to be converted to a graphic object and not text.

The graphic minimum is the new combined logo and Group brand tagline.



## 3.10 PowerPoint

Here we use the Verdana typeface, as it is a standard typeface found on all computers.



## 3.11 Letter Templates, MS Word

ASSA's logotype and tagline are inserted as an image and cannot be changed. The address line uses the Verdana typeface. If we had used ASSA Vesta for the address line and made an image of it, it would have been unclear. The body text is written in Verdana.

Typography:

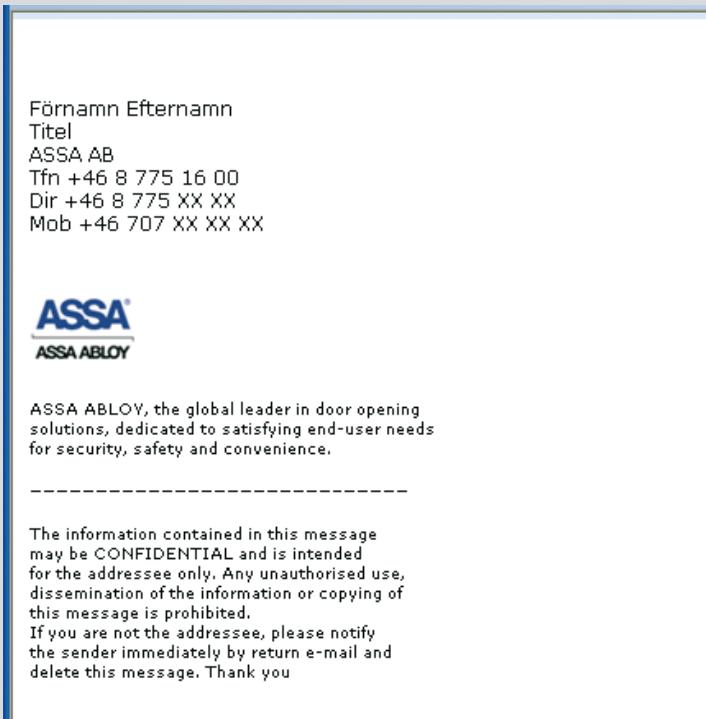
Address: Verdana 6.5 pt

Logotype: Pantone® 287 C and black and tagline are inserted as an image in Word.



## 3.12 Signature, Email

This is what our signature looks like in an email. Here we use the typeface Verdana.



### 3.13 Exhibitions

This is an example of some screens for exhibitions and fairs. One of the screens shows products, while the other shows the ASSA ABLOY corporate statement. This message must come across in a suitable visual form at all fairs and exhibits.



## 3.14 Vehicles

Here are two examples of what the logotype looks like on two different vehicles.

A white vehicle should have a blue and black logotype. A silver-colored car should have a black logotype (which is a correct exception use of the black logotype).



# Branding on Products with strengthened endorsement

- 
- 1 Introduction
  - 2 Important considerations
  - 3 Product Groups and priorities
  - 4 Methods of application

If in doubt about any point, always contact  
your local branding representative or  
[branding@assaabloy.com](mailto:branding@assaabloy.com)

# 1 Introduction

## Branding on Products with strengthened endorsement

For all Group brands with the strengthened endorsement, the new endorsed logotype should be introduced on all products where it is practical to do so.

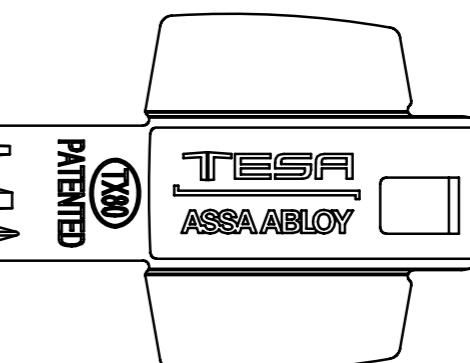
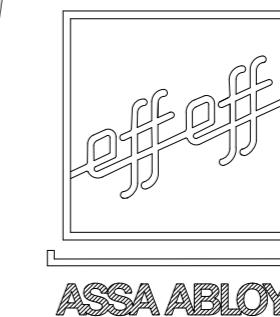
The new endorsed logotype consists of a Product or Global brand logotype and the ASSA ABLOY logotype connected with a thin graphic element between them.

A general rule when applying the new endorsed logotype to products is that it is placed where a single logotype was previously used. This is not a new way of branding products, it is about replacing existing single logotypes with the new endorsed versions.

Examples of printed versions.



Examples for application on products.



## 2 Important considerations

### Branding on Products with strengthened endorsement

On approximately 80% of the products, the logotype will be easy to replace without too much effort or raising costs. On approximately 20% of the products, this process will have some implications which will make it more difficult to replace existing logotypes with the endorsed. Our initial focus should be on the 80% where it will be easy to apply.

Please refer to the ten important considerations shown here when applying the new endorsed logotypes to products.

For more detailed rules relating to product groups & priorities, please refer to page 3.

- 1.** Where a logotype is applied today, it should simply be replaced with the endorsed version of the logotype.
- 2.** On all new products, the endorsed logotype should automatically be introduced.
- 3.** Each brand owner should establish a detailed implementation plan with an agreed timeline for the application of the endorsed logotype on existing products.
- 4.** Keys are our number one brand carriers and should be of top priority when introducing the new endorsed logotype on products.
- 5.** High volume products should be prioritized to maximize the value of the strengthened endorsement.
- 6.** The ASSA ABLOY brand should always appear together with the product brand, with a thin line in between them. It is never permitted to take away the line between the two brands.
- 7.** The ASSA ABLOY logotype must not be used in isolation.
- 8.** The endorsed logotype must always be placed horizontally.
- 9.** The ambition should be that for the transition, additional costs are kept to a minimum and costs for production thereafter are not increased.
- 10.** Consider readability in relation to size. For example when stamping, the ASSA ABLOY part is difficult to read if it is less than 12 mm long.

### 3 Product Groups and Priorities

#### Branding on Products with strengthened endorsement

Changing to the new endorsed logotype on products is a process over time. The product categories which have the highest priority are shown here to the right. Within a product category, it is important to prioritize high volume and high profile products.

Product Categories	Priority	Comments
Keys	1	Highest priority as important brand carriers
Cards	2	Always apply wherever customers accept
Door closers	2	Always apply. If necessary, where not seen after fitting
Door automatics	2	Always apply
Doors	2	Always apply
Exit devices	2	Always apply. If necessary, in a discrete position
Hotel locks	2	Apply wherever practical
Hotel room safes	2	Always apply
Padlocks	2	Always apply
Arch. Hardware	3	Apply wherever practical. If necessary, where not seen after fitting
Cylinders	3	Apply where space allows
Electromechanical	3	Apply where space allows
Lockcases	3	Apply where space allows
Industrial locks	4	Apply where space allows
Access control	4	Apply where practical
Readers	4	Apply where practical
Window locks	4	Apply where practical

## 4 Methods of application

### Branding on Products with strengthened endorsement

The following are the most commonly used methods when applying the logotype and other information onto products:

- Stamping
- Coining
- Engraving
- Acid etching
- Painting
- Sticker
- Casting
- Special tools for plastic products

Examples



Stamping



Coining



Paint



Special tools for plastic products

Technical implications apply mostly to stamping. For all other applications, it is recommended to use the same method as before in order not to raise cost when applying the new endorsed logotype.

Depending on where the logotype is stamped on metal products and the available space, it may need adjusting to include space between letters. There are three main alternatives when applying the logotype:

1. Simple lines. For use when stamping on small sizes.
2. Thicker lines than the above. For use when stamping on larger sizes.
3. Actual logotype. For all other methods.

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[www.assa.se](http://www.assa.se)

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in door opening solutions,  
dedicated to satisfying end-user  
needs for security, safety and  
convenience.

**ASSA**  
**ASSA ABLOY**

