DANALOCK BRAND GUIDE

Danalock is a leader in smart, secure access control solutions for residential and business. With more than a decade of experience in the smart lock industry, danalock provides a full family of elegantly designed and secure smart lock products compatible with any standard door throughout the world and supports an unrivalled array of home automation protocols. With headquarters in Denmark, danalock is the preferred partner for service providers, a variety of home delivery and cleaning services, and rental and hospitality companies all over the world.

| Danalock V3 | Danapad V3 | Universal Module V3 | Danabridge V3 |

Identity keywords

Danish heritage
Through graphics, communications and our product line, we illustrate our Danish heritage. It is a heritage that we are proud of and want to associate with high quality and intriguing design.

Elegant simplicity
The elegance of "less is more". Through graphics, communications and our product line, we illustrate an elegant simplicity. In our product line, we operate with few but well-crafted product features, our communication is focused on keeping things short and sweet, and graphics focus on only showing essential elements in an elegant and simple way with a touch of minimalism.
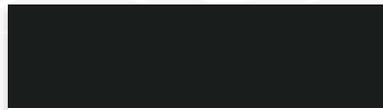
Straightforward
In our communication, we're straightforward, meaning we communicate in a way that's uncomplicated and easy-to-understand. We're friendly, honest and frank. Graphics illustrate this through minimalism, straight lines and balanced colours.

COLORS

The danalock color palette makes use of both bold and soothing colors, offering flexibility for use on both web and in printed materials. Percentage tints may be used in any of these colors. The three most used primary colors are: Danalock Green, Danalock Dark and Danalock Blue.

Primary Color Palette
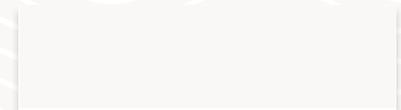
Danalock Dark	Danalock Green	Danalock Blue	Danalock Orange	Danalock White
HEX #302E33	HEX #A2C517	HEX #223C63	HEX #E6872E	HEX #FAF7F7
CMYK 72, 65, 54, 65	CMYK 45, 0, 100, 0,	CMYK 96, 77, 34, 24	CMYK 0, 57, 100, 0	CMYK 2, 3, 3, 0
RGB 48, 46, 51	RGB 162, 197, 23	RGB 34, 60, 99	RGB 230, 135, 46	RGB 250, 247, 247

Secondary Color Palette

Danalock Light Blue	Danalock Teal	Danalock Light	Danalock Red	Danalock Purple
HEX #4882BD	HEX #49AABF	HEX #E8E3E1	HEX #D14524	HEX #503E80
CMYK 74, 42, 5, 0	CMYK 68, 13, 23, 0	CMYK 11, 11, 11, 0	CMYK 12, 83, 93, 2	CMYK 82, 83, 17, 4
RGB 72, 130, 189	RGB 73, 170, 191	RGB 233, 227, 225	RGB 209, 69, 36	RGB 80, 62, 128
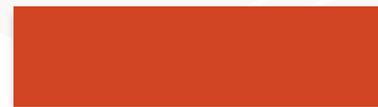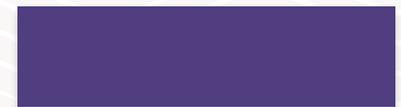
TYPOGRAPHY

The official danalock typefaces are Exo 2 and Open Sans and these are suggested for use on both print publications and on websites. The typefaces are available via services such as Adobe Typekit and Google Fonts.
To ensure a consistent look, make sure fonts are used in a consistent manner and the weights of the font have been considered, using heavier weights for headers and to highlight key messages.

Header and subheaders

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890(,.;:?!$&*)

Exo 2 Regular
Weight: 500
Style: normal
Color: Danalock Dark

Body, lists etc

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890(,.;:?!$&*)

Open Sans Light
Weight: 400
Style: normal
Color: Danalock Dark

Color usage

All text should be using "Danalock Dark" as default color. When on dark backgrounds, or other cases where suited, all primary colors are allowed for use.

LOGO

The danalock master logo should be used at all times. If it is not possible to use the logo, for instance on a very dark background, the all-white logo can be used instead.

Clear space requirements

To ensure the integrity and visual impact of the logo, the appropriate "clear space" must be maintained on all sides. There should always be 1/2 the distance "x" between any part of the logo and any other page element or the edge of the page, where "x" is equal to the height of the well.

Unacceptable usage of the logo

- Do not configure the elements into a different logo.
- Do not crop or remove any part of the logo.
- Do not distort the logo.
- Do not tilt the logo in any direction.

- Do not add any shadows, effects or other elements to the logo.
- Do not alter the proportions of the logo typography.
- Do not surround logo with other competing shapes.