

Corporate Design Guidelines

Brand Basics and Design principles
for partners



What's new in 2024? We are dispensing with the use of the blue diamond, the typical design element of Hawa Sliding Solutions. The marketing department will be happy to answer any questions you may have.

The corporate design is the visual expression of our brand positioning and our leading position in the market. It implements our claim to inspire our partners to an optimal interior design.

The following pages explain our brand architecture, brand strategy and communication levels. The corporate brand logo and the various categories of our imagery are presented.

1.1

Brand architecture

Our brand architecture regulates the relationship between our brands and describes how they are used.

Hawa Sliding Solutions is a sub-brand. Subordinate to it are the product brands such as Hawa Concepta or Hawa Junior.



Corporate brand

Hawa Sliding Solutions

- Basis for relationships with all relevant stakeholders
- Carrier of the manufacturer’s competence and leading role in the market
- Sender of all marketing and communication tools



Product brand

Product brands

- The use in communication takes place in combination with the corporate brand.
- The names of the product brands are composed of the word Hawa and a word that expresses the product benefit.
- For the development of new product names, there is a guideline that specifies the procedure, the criteria and the search fields.
- All product names must be trademarked.



Product brand logos
(Examples)

1.2

Logo corporate brand

The logo is a key element of our corporate design.

For color specifications in the logo, see the "Colors" chapter in these Corporate Design Guidelines.

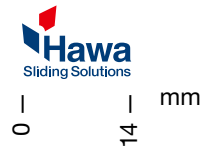
The following aspects must be observed:

- The logo consists of the Hawa Sliding Solutions word mark and the Hawa Sliding Solutions figurative mark. The two elements together form a single unit.
- Larger logos, e.g. for signaletics, can be created by proportionally scaling the logo template.
- The minimum size of the logo is 14 mm logo width.
- The logo must always be reproduced from the original artwork.
- The logo must not be modified in any way.
- The logo is available in all common file formats for graphic use.

The logo of the corporate brand



Minimum size of the logo



Special version (monogram)



mm
— 0

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

— 90



1.3

Logo corporate brand: color variants

The Hawa Sliding Solutions logo is used in color and on a neutral background whenever possible. Alternative color variants should be used with caution and only in consultation with the person responsible for the brand.

The following aspects should be considered:

- The grayscale logo consists of 100% black and a 40% screened black. It can be used for monochrome print media, fax or co-branding.

- The special formats "Line" and "Negative" should only be used in special cases (textile conversions, CAD productions, etc.).

Logo in color



Dos & Don'ts



Correct!



Wrong!
Too little contrast



Wrong!
Restless background

Logo grayscale



Logo line



Logo negative



1.4

Logos and spelling product brands

The logos and the spelling of the product brands are new and will be completely replaced.

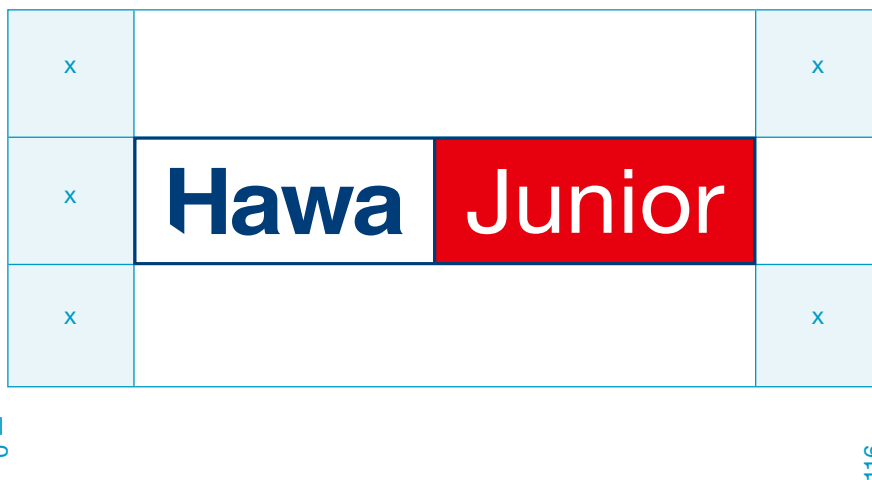
- The new product brands form a unit with the corporate brand and have a uniform design.

- The logo must always be reproduced from the original artwork.
- The logo must not be modified in any way.

Important! The previous Hawa and EKU product logos and the previous spelling may **not** be used from the 1. January 2021.

The logo of the product brands

Minimum size of the logo



mm

— 0

$$\text{Hawa Junior } \bar{x} = 3\text{mm}$$

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

— 50

0 |

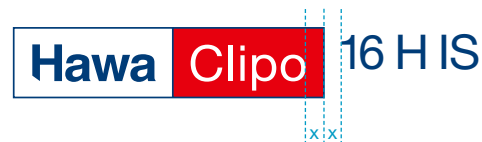
116 |

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

Spelling of the product brands in the running text (example)

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

Product brand logos with addition (example)



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

Product brand logos in color (examples)



Product brand logos in grayscale (examples)



1.5

Colors: specifications and use

A palette of primary and secondary colors is available as corporate design colors. The choice of color depends on the applicability to the communication medium to be designed.

The colors are not assigned to a specific service or function within the company. Thus, a color can be chosen to match the message or to harmoniously complement the tone of an image, graphic or illustration.

Black is primarily used for continuous text. Hawa Red and Hawa Light blue are used as accent colors in a very restrained and targeted manner.

Primary colors

Hawa Blue CMYK: 100/70/5/30 RGB: 0/60/120 HEX: #003c78	Pantone: 294 Greyscale: 100% Black RAL: 5010 Gentian blue Avery 505 EM (matt) Blue
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100%

Hawa Red CMYK: 0/100/100/0 RGB: 230/0/10 HEX: #e6000a	Pantone: 485 Greyscale: 40% Black RAL: 3028 Red Avery 523 EM (matt) Medium red
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100%

Secondary color

Hawa Grey CMYK: 0/0/0/6 RGB: 243/243/244 HEX: f3f3f3	Pantone: to be defined Greyscale: 6% Black
--	---

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

Labeling color

Hawa Light Blue CMYK: 90/10/15/0 RGB: 0/155/200 HEX: #009cc8	Pantone: 639 Greyscale: 30% Black
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100% 90% 80% 70% 60% 50% 40% 30% 20% 10%

Ratio of colors in graphic application

White	Hawa Grey	Hawa Blue	Hawa Light Blue (only if required)	Hawa Red
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Care should be taken to ensure that the total amount of color or color impression per communication medium is based on the scheme shown here.

1.6

Design templates and usage licenses

Design and reproduction templates

Layout files and sample templates for typical Hawa Sliding Solutions publications can be requested from marketing@hawa.com. New communication materials are to be created on the basis of the specifications and visualizations in these Corporate Design Guidelines and adapted as required (e.g. adaptations to other media and formats).

All logo files are available in common formats. When creating media professionally for Hawa Sliding Solutions, always supply the logo file in EPS (Encapsulated Post-Script®) or AI (Adobe Illustrator®). Other formats may be incorrect in their resolution, size and/or color reproduction for the intended use.

Use of fonts and images (licensing)

The Hawa Sliding Solutions corporate font Helvetica Neue can be licensed from the font manufacturer www.linotype.com. The font is optimized for use in print and online media.

The Cambon, title font in topic communication, can be licensed from the font manufacturer www.generaltypestudio.com. The font is optimized for use in print and online media.

All images shown in these Corporate Design Guidelines are for illustrative purposes only. If one or more of these images are to be reproduced for commercial purposes, appropriate rights of use must be clarified.

1.7

Contact

If you have any questions about the contents of this document or would like assistance in using these specifications, please contact:

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