



ASSA ABLOY

BRAND GUIDELINES

THE PURPOSE OF THIS DOCUMENT

These guidelines are designed to help Securitech create, reinforce, and strengthen on-brand communications and experiences for our end users.

When all enclosed elements are properly used, these guidelines will:

- Effectively express our brand pillars and market leader positioning
- Assure visual and tonal consistency
- Simplify and clarify our communications both internally and externally
- Protect Securitech's core brand

Table Of Contents

Values & Spirit
Using These Guidelines
Brand Pillars
Culture
Mission
Tone of Voice/Personality
Logo Guidelines
Colors
Brand Position
Typography
Graphical Elements
Photography
Examples

VALUES + SPIRIT

Innovating a safer, more protected future...
one door at a time.

Securitech is more than a name; it's a promise. We stand as an industry innovator, synonymous with ingenuity and reliability.

From classrooms to critical infrastructure, **we secure your most important doors**. Our relentless pursuit of forward-thinking solutions has empowered us to tackle the most complex door security challenges across diverse industries. A Securitech solution has a place in every commercial, institutional, and industrial facility.

Securitech was founded on one philosophy – building trust with the communities we serve. Responsiveness is our strength, and by fostering connections to understand the needs of end users, we're able to provide more than innovative locking solutions. We provide peace of mind.

Each Securitech solution is a cornerstone of not just safety, but also the confidence it unlocks.

Join us in shaping a safer tomorrow.



USING THESE GUIDELINES

In the following pages, you'll find guidelines on how to properly express our brand positioning visually and tonally. Maintaining a consistent brand experience is vital. It makes us memorable. It enhances our image. It builds brand equity.

We invite you to use these guidelines to truly bring the Securitech brand to life.

| BRAND PILLARS

Brand pillars are the fundamental principles or core values that define and guide a brand's identity, culture, and messaging. In this section, we delve deeper into the core of Securitech by exploring three encapsulating words:



Who we are

With decades of hard work, steadfast reliability, and a commitment to code compliance, trust is etched into our DNA. We craft each product, ensuring it surpasses expectations through rigorous quality control and transparent communication. We listen, understand, and secure peace of mind. We focus on safety so our end users can focus on what matters most to them.



What we do

We don't settle for the industry standard; we aim higher. By closely listening to the needs of our end users, we craft purposeful, user-focused locking solutions that elevate industry standards for real-world impact and safety. We believe the status-quo is just the jumping-off point, and we are continually challenging ourselves to go one step further to solve the most difficult problems.



How we do it

We connect beyond just doors and locks. We build bridges between people and industries through understanding and empowering end users' wants and needs on a global level. From classrooms to medical institutions, to critical infrastructure, we listen, empathize, and adapt to unique challenges. What matters most to our end users is what matters most to us.

Our **culture** is woven into every project, interaction, and innovation.



Collaboration drives growth.

We thrive on diverse perspectives, fostering open communication where every voice matters.



Pioneering more secure solutions.

Curiosity fuels our fire, pushing boundaries and redefining what "secure" can mean.



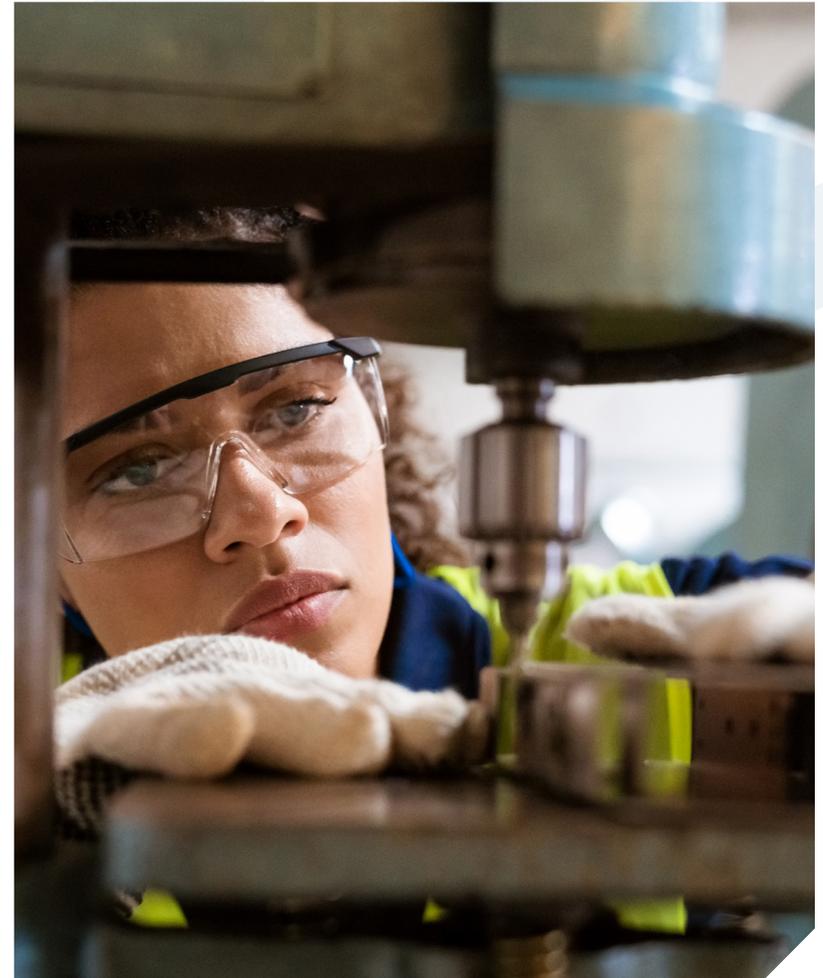
Never compromise on integrity.

Transparency and honesty are the cornerstones of trust, the foundation on which we build lasting relationships.



Embrace passion, not apathy.

We believe in our mission, not just as employees, but as architects of a safer future.



Our **mission** is to develop forward-thinking, high-protection solutions surpassing industry solutions and build unwavering trust for a safer world.



WE STRIVE TO



Continuously **raise the bar** in commercial, institutional, and industrial door protection with life safety and forced entry solutions.



Go beyond traditional protection solutions with innovation and global connectivity.



Earn trust through consistent reliability and transparent communication.

| VOICE & PERSONALITY

We speak directly, clearly, and with the confidence of expertise. We're not afraid to be a little bold, but we always stay professional and approachable. We don't waste words, but we make every one count.

THINK OF US AS:

The reliable neighbor

Always there for our end users, closely listening to their needs and offering practical, bespoke solutions.

The smart problem-solver

We understand the challenges behind securing spaces and craft innovative solutions that thoroughly address end-user needs.

The honest communicator

We tell it like it is, with transparent, open communication, and integrity leading the way.

KEYWORDS

Direct ▪ Clear ▪ Concise ▪ No-Nonsense ▪ Professional ▪ Expert ▪ Reliable
Trustworthy ▪ Approachable ▪ Friendly ▪ Helpful ▪ Relatable ▪ Confident
Assured ▪ Capable ▪ Solution-Oriented ▪ Excellent Listeners

✓ DOS

- Use simple, active language
- Focus on the message, not the fluff
- Speak directly and realistically to the audience's needs – real problems need real solutions
- Be clear and concise
- Show, don't tell

✗ DONT'S

- Be overly formal or stuffy
- Use excessive jargon
- Overpromise or exaggerate
- Sound condescending or preachy
- Get lost in the details; keep it focused
- Use every sentence as a sales pitch