



# BRAND MANUAL

Version 11/2008



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## Our Corporate Identity

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Dear partners,

Mul-T-Lock is a strong and dynamic global company, that hasn't stopped growing since it was first founded in 1973. With a constantly increasing portfolio of advanced products, prominent presence in almost 100 countries worldwide, and new selling units established every year in high-potential markets, Mul-T-Lock's future looks very promising indeed!

One of Mul-T-Lock's greatest assets in the highly competitive international marketplace is its BRAND: our name and muscleman logo are familiar to millions around the world. But that is not enough. Our vast and rapidly growing operations necessitate a much broader statement - a fully developed, unique and unified brand language that consolidates our brand identity, conveys a clear and consistent message, and presents us to the entire world as one solid, powerful entity.

This new BRAND MANUAL constitutes a major step forward in the ongoing effort to develop and protect our brand. The comprehensive guidelines you will find herein have been thoughtfully put together, to accommodate the company's continuing change and growth and empower our brand.

To maximize its effect, we now place this powerful tool in your trustworthy hands. We rely on each and every one of you, our dedicated partners, to use it widely and wisely in your own markets so that together we will ensure:

Mul-T-Lock - One Brand, One Voice!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Shimon Shekel', with a large, sweeping flourish extending to the left.

Shimon Shekel  
President

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# The Mul-T-Lock Company



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## 1. The Mul-T-Lock Company

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### Introduction

Mul-T-Lock, known in the past by its Hebrew name Rav-Bariach, commenced operations more than 35 years ago with a patented four-way lock, developed by two young inventors. From the very beginning the company placed emphasis on the development and manufacture of quality High Security products. Over the years Mul-T-Lock has developed hundreds of High-Security locks, cylinders, padlocks and complementary products and a global distribution network in nearly 100 countries.

### Company History

Moshe Dolev and Avraham Bahri, two young Israeli entrepreneurs, founded Mul-T-Lock in 1973 in Holon near Tel Aviv. At first they were engaged in the design, manufacture and installation of their innovative four-way lock. Sales initially took place from branches in the Tel Aviv region and subsequently throughout Israel, while overseas marketing started in 1976.



The company began developing a steel door, which incorporated the four-way lock. In 1977 Mul-T-Lock started developing cylinders to replace those it had to import for its doors and locks. In 1979 the company moved to its plant in Yavne.

By 1982 Mul-T-Lock had greatly expanded its product line to include a wide range of cylinders, locks and High Security accessories. Financial strength was assured in 1982 when Discount Investment Corporation of Israel Discount Bank invested in the company. Further expansion abroad and at home was achieved when Mul-T-Lock opened a selling unit in the US in 1984 and an additional Israeli factory at Barkan in 1985, which has become the company's largest plant.

In the years that followed Mul-T-Lock greatly expanded its overseas operations and by 1990-92 several European selling units had been established. The company's capital standing was consolidated in 1990 by a successful share issue on the Tel Aviv Stock Exchange, and the first half of the 90's saw massive sales expansion both in Israel and through its selling units in the US, UK and France.

In 1995 Mul-T-Lock moved to new and larger premises in Yavne, which until today remain the company headquarters.

The company broadened its operations by starting to manufacture automatic key-cutting and assembly machines for external customers, and at the end of 1996 Mul-T-Lock was split into three Divisions: Doors; Cylinders; and Vehicle Protection Products. In 1998 the Canadian selling unit was established.



At the end of 1999 the Locking and Cylinder Divisions of Rav Bariach were acquired by the ASSA ABLOY Group, and the company officially changed its Hebrew name to Mul-T-Lock in April 2000. A new organizational structure was instituted and the number of products was dramatically increased, while global sales were greatly expanded and extended. From January 2002 even greater emphasis was placed on R&D, with specialist departments responsible for different types of products. In 2007 the R&D Department was divided into two

major Divisions: Mechanical R&D, which continues to develop our advanced mechanical locking solutions, and EDS (Electronic Door Solutions), established to meet the ever-growing demand for electronic locking products. On the global marketing front, Mul-T-Lock established several more selling units, in the Czech Republic (2003), Argentina (2005), Turkey (2006), Italy (2007) and South Africa (2008). Penetration into markets in the Far East, Eastern Europe, the former Soviet Union, Africa and Latin America was also expanded significantly.

## **Markets**

Mul-T-Lock specializes in developing, manufacturing and marketing High Security cylinders, locks and padlocks, electromechanical and EDS products and automatic machinery for institutional, commercial, industrial and residential applications. The company's global network encompasses 9 selling units in the US, Canada, UK, France, the Czech Republic, Argentina, Turkey, Italy and South Africa, and distributors in nearly 100 countries operating 20,000 service centers equipped to provide service to more than 100 million users.

## Our Future

Our future vision is to maintain Mul-T-Lock's tradition of innovative, top quality patented products and the highest standards of service, while developing new High Security products. All present products comply with the most rigorous international standards. New products will include a broad range of innovative Electronic Door Solutions offerings, more electromechanical items and new



generations of advanced mechanical platforms, as well as complex master-key systems, which enable users to operate a large number of locks according to specific authorization. At the same time Mul-T-Lock will continue to maintain its position as the leading locking solutions provider in Israel, while expanding its global marketing reach through existing selling units, the establishment of additional selling units, and the development of existing and new distributors.

## Why have we composed a Mul-T-Lock Brand Manual?

This manual is an important tool in achieving our goals for the Mul-T-Lock brand. It has three objectives.

- ▶ To ensure that Mul-T-Lock's quality, positioning and communications are consistent around the world.
- ▶ To identify and explain the clear, deliverable values which make the Mul-T-Lock brand unique.
- ▶ To underline the importance of having a clear internal vision about Mul-T-Lock, and establish strict guidelines in order to achieve that vision.

# The Mul-T-Lock Brand





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## 2. The Mul-T-Lock Brand

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### The Brand

The meaning of a brand does not reside in one application. It goes beyond the confines of an ad or poster. It surrounds us and our customers. It lives in the hearts and minds. It is the idea of Mul-T-Lock born out of a thousand small moments: a phone conversation with a service rep, a meeting with a sales force, the sign on a storefront, an ad, a poster, a website.

Every one of these moments is a moment that builds the brand. Every one of these moments should say the same thing in one way or another.

The purpose of this manual is to help ensure that our communications have one look and feel that will help shape customers' perceptions of Mul-T-Lock in the same way, no matter where we advertise and what language we speak.

### The Brand Platform

A brand needs a plan to fulfill its full potential. We call that a brand platform.

A brand platform consists of six elements:

**Brand Vision:** The world as our brand sees it

**Brand Mission:** The brand's mission in the world, based on the vision

**Brand Ambition:** How we want the brand to be perceived by our target audiences

**Area of Competence:** The territory within which our brand is performing

**Core Values:** What really makes our customers buy

**Brand Idea:** What we communicate to our target audiences

Here is the Mul-T-Lock Brand Platform in detail:



## **The Mul-T-Lock Brand Vision**

### **The world as our brand sees it**

In an insecure and rapidly changing world, people increasingly seek peace of mind.

It is common to talk of an insecure world. People feel threatened from all directions – from their physical security to their overall psychological security. People want to feel reassured and in control of their lives so that they can get on with their lives.

What's more, in a world with seemingly so many choices, customers want to know they made the right choice, especially when it involves the security of their home or business. For our trade partners, they want to be sure they have offered their customer the right solution. Their credibility is at stake. Customer satisfaction is critically important to growing their business.

### **The Brand Mission**

#### **The brand's mission in the world, based on the vision**

With its readiness to rapidly respond to any challenge, Mul-T-Lock provides peace of mind through offering comprehensive, customized, top security cylinder and locking solutions and service worldwide.

To rapidly respond to any challenge, means to be customer focused, and to be adaptable and to use acquired knowledge to provide new solutions in real time.

To provide comprehensive, customized solutions involves listening more than talking. It means paying attention to what the market needs and creating products based on those needs.

### **The Brand Ambition**

#### **How we want the brand to be perceived by our target audiences**

Mul-T-Lock is determined to rapidly and creatively solve any cylinder and locking solution and service challenge around the world.

Mul-T-Lock believes that when customers needs a solution, they need it in real time.

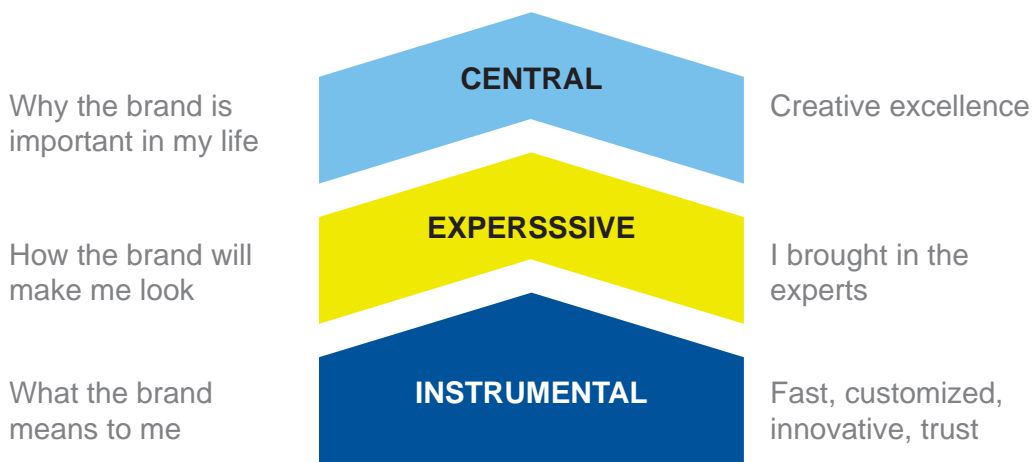
## The Area of Competence

### The territory within which our brand is performing

With its unparalleled commitment to providing fast, creative and reliable top security customized cylinder and locking solutions and service, Mul-T-Lock is the professional's preferred partner of choice.

## Core Values

### What really makes our customers buy



## The Brand Idea

### What we communicate to our target audiences

READY FOR ANY CHALLENGE

## Tone of Voice

The tone and manner of all pieces of communication should reflect Mul-T-Lock's brand personality. This means that communication should follow the following basic guidelines:

- ▶ **Clarity.** Clear in format and in language.
- ▶ **Straightforward** and easy to understand. Use simple language to explain even the most complex of details.
- ▶ **Knowledgeable.** All communications should reflect our expertise and leadership in the field but without being boastful.
- ▶ **Professional.**
- ▶ **Reassuring.** Our position of brand leadership and the confidence with which we communicate should translate into peace of mind for our partners and customers.
- ▶ Never criticize competitors.

# Basic Guidelines



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## 3. Basic Guidelines

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### 3.A. Logo

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#### Structure

The Mul-T-Lock logo is a unique entity. It is made of the Mul-T-Lock logotype and the muscleman image together with the ® trademark and should never be changed or recreated.

When the Mul-T-Lock logo is used, it must only be used in its original format. This can be obtained from the relevant marketing desk, or from the Mul-T-Lock website/Partner Zone.



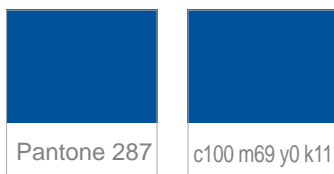
Note:

- ▶ The logo includes the white space between the muscleman and the word Mul-T-Lock.
- ▶ The Mul-T-Lock logo must not be produced in any other format, represented in three dimensions, distorted, or used as a background image.
- ▶ The logo may not be used in body text.
- ▶ When the Mul-T-Lock logotype is used in body text, it must always be written in caps for the first letter of each part of the name.
- ▶ The Mul-T-Lock logotype must always be hyphenated.

#### Colors

The color of the logo is blue:

- ▶ Pantone 287
- ▶ Process colors printing (CMYK) Cyan-100% Magenta-69% Yellow-0% Black-11%



- ▶ In case of black and white printing, the logo may be printed in black.
- ▶ In case of printing on a dark background, the logo must be printed in white on a blue (Pantone 287) or black background.



- ▶ In special cases the logo can be printed in silver (Pantone 877).

### Space Area

The clear space around the logo should be at least the height of an upper case character (see X).



### Size

The minimum length of the logo for all printed matter is 30 mm.



### Position

The logotype may not be placed near the edges when used in printed matter.

### Trademark

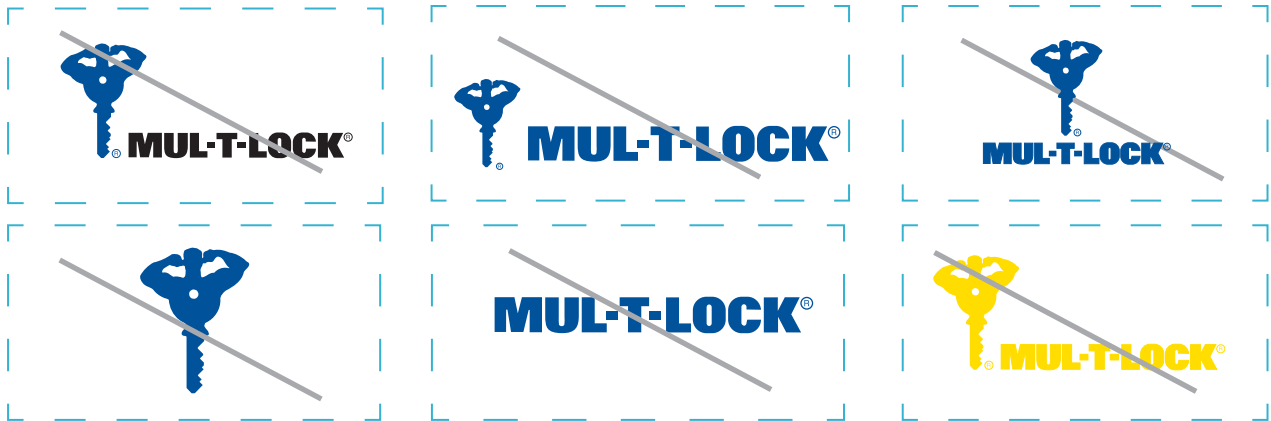
Mul-T-Lock is a registered trademark, however do not use the ® with:

- ▶ Communicative name in text  
(Do: Mul-T-Lock announced today... Don't: Mul-T-Lock® announced today...)
- ▶ Headlines and titles
- ▶ After the first mention in body text

## Some Do's & Dont's

Following are a few examples of how the logo must never be used:

- ▶ The logo cannot be in different colors.
- ▶ The logo must never be separated or placed apart.
- ▶ The logo must never be presented in different proportions.



Only with permission in advance, the following logo may be used, when limited space does not allow usage of Mul-T-Lock logo:



## Legal Text

- ▶ All publications using the Mul-T-Lock logo must appear alongside the Mul-T-Lock legal text: "The Mul-T-Lock name and muscleman logo, and any other name, mark or logo used by Mul-T-Lock and marked by an ® or ™ sign, are registered/pending trademarks of Mul-T-Lock Ltd. in various countries. Mul-T-Lock reserves the right to make any product improvements or modifications without prior notice."
- ▶ In cases where there's a shortage of space, a shorter version of the Mul-T-Lock legal text must be used: "The Mul-T-Lock name and muscleman logo are registered/pending trademarks of Mul-T-Lock Ltd".



## Product Logos

Some Mul-T-Lock products have their own logos. The logos must only be used in their original format:

- ▶ Many of the product names/logos are registered/pending trademarks of Mul-T-Lock. When using a product name/logo the appropriate legal text must follow the Mul-T-Lock legal text (For example: “The Interactive name and logo, marked with an ® or ™ symbol, are registered/pending trademarks of Mul-T-Lock Ltd.”)
- ▶ Product logos may not be used in running text.
- ▶ The relevant ® or ™ sign must be used when product names are used in running text, when they appear for the first time.

## Platform Logos

### Logos

### Use in Running Text

**7X7®**

7x7®

**Classic**

Classic

**Integrator®**

Integrator®

**Interactive®**

Interactive®



MT5®, MT5®+

## Mechanical Logos

### Logos



**MATRIX**



### Use in Running Text

OMEGA

mini-bars

MATRIX

High Security Locks

OUTLOCKS

Hercular®

## EDS Logos

### Logos



### Use in Running Text

Interactive® CLIQ®

Interactive® CLIQ® 4U

MT5® CLIQ®

MT5®+ CLIQ®

ProQsimity™

IntelleQt®

IntelleQt® Pro

SynerKey™

SynerCLIQ®

## Other Logos

Logos



Use in Running Text

KC5™

## The Mul-T-Lock Cylinder & Lock Inside Logo

This logo is used to brand a cylinder/lock which is inside another company's product.

There are two clear circumstances where this logo must be used:

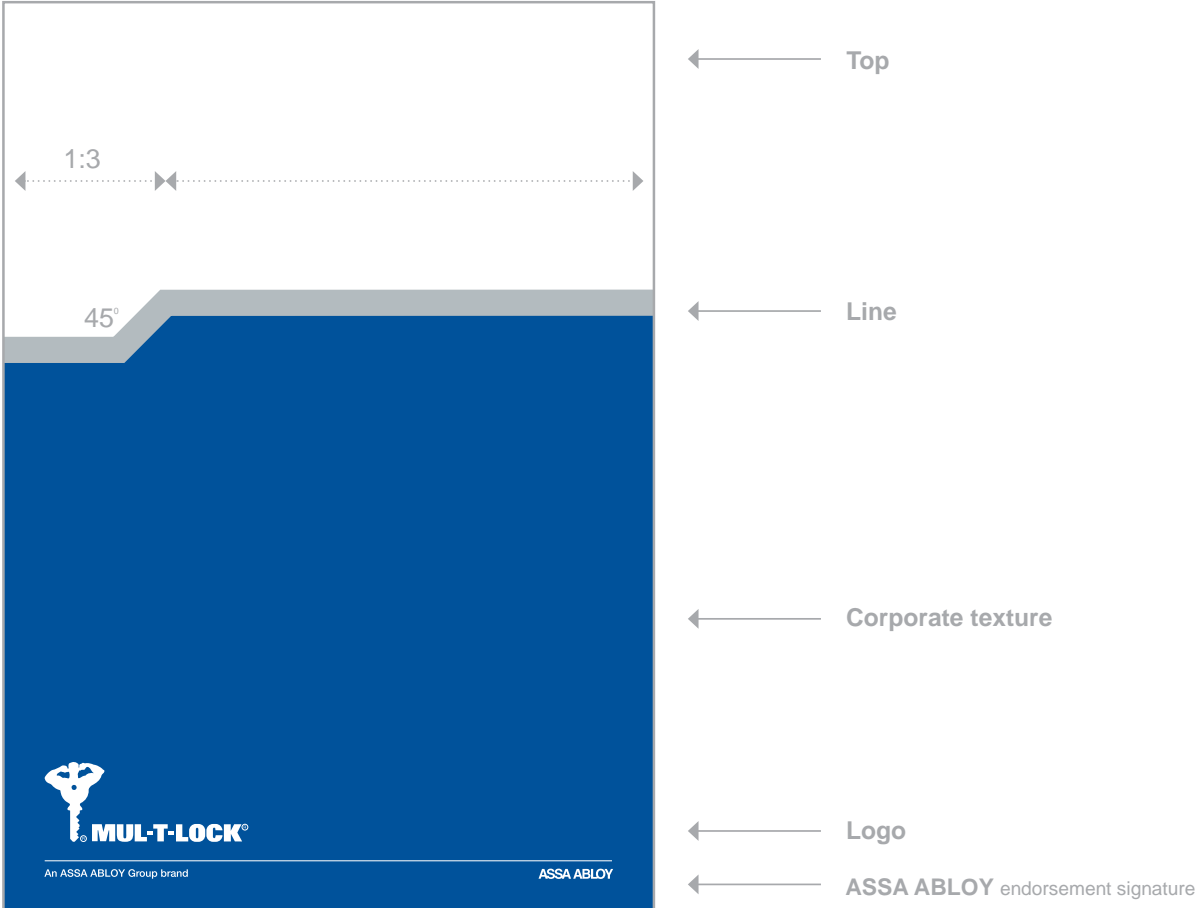
- ▶ On packaging that is branded by an OEM or other strategic partner.
- ▶ In OEM or other company advertising where the Mul-T-Lock cylinder/lock is part of the company's product.



### 3.B. Grid

#### 3.B.1 Corporate Grid

##### Corporate Texture



▶ Top

The upper part is always in white. On brochure covers and POS materials, the map may be used. The map appears at a 20% opacity in the background.

### Corporate Texture with Map



▶ Line

The line divides the page in a 1:2 proportion. If needed, the line can be flexible and can be set at 1:3 or 1:4.

In cases of horizontal formats the line will be vertical and must be used in the same proportions. The corporate line is grey. Stroke (thickness) = 20 p., Angle = 45°, Step position = 1:3.

▶ Texture

The corporate texture is blue Pantone 287. In different categories the texture changes.

▶ Logo

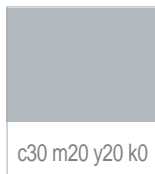
For more details see Chapter 3.A. pages 14-16.

▶ ASSA ABLOY endorsement signature

For more details see Chapter 7 page 52.

## Corporate Colors

The corporate colors are blue Pantone 287 and grey Pantone 429.



Note: The colors will appear slightly different depending whether you use Pantone or CMYK and also whether you print on coated or uncoated paper. Always consult your printer.

To ensure the colors of your work, it is possible to receive an Iris from your marketing desk upon request.

## Corporate Typography

To ensure clear identity, Mul-T-Lock has chosen the font Helvetica as its corporate typeface for body text. The headlines are in the font Impact.

When using corporate fonts is not possible, use Arial.

### Headlines

# Headline

Impact

### Body Text

Text Text Text Text Text Text Text Text  
Text Text Text Text Text Text Text Text  
Text Text Text Text Text Text Text Text

45 Helvetica Light

Text Text Text Text Text Text Text Text  
Text Text Text Text Text Text Text Text  
Text Text Text Text Text Text Text Text

55 Helvetica Roman

**Text Text Text Text Text Text Text Text**  
**Text Text Text Text Text Text Text Text**  
**Text Text Text Text Text Text Text Text**

55 Helvetica Roman-Bold

Text Text Text Text Text Text Text Text  
Text Text Text Text Text Text Text Text  
Text Text Text Text Text Text Text Text

75 Helvetica Bold



## Corporate Packaging

A basic package is used for all products that do not have a branded package.

### Basic Package

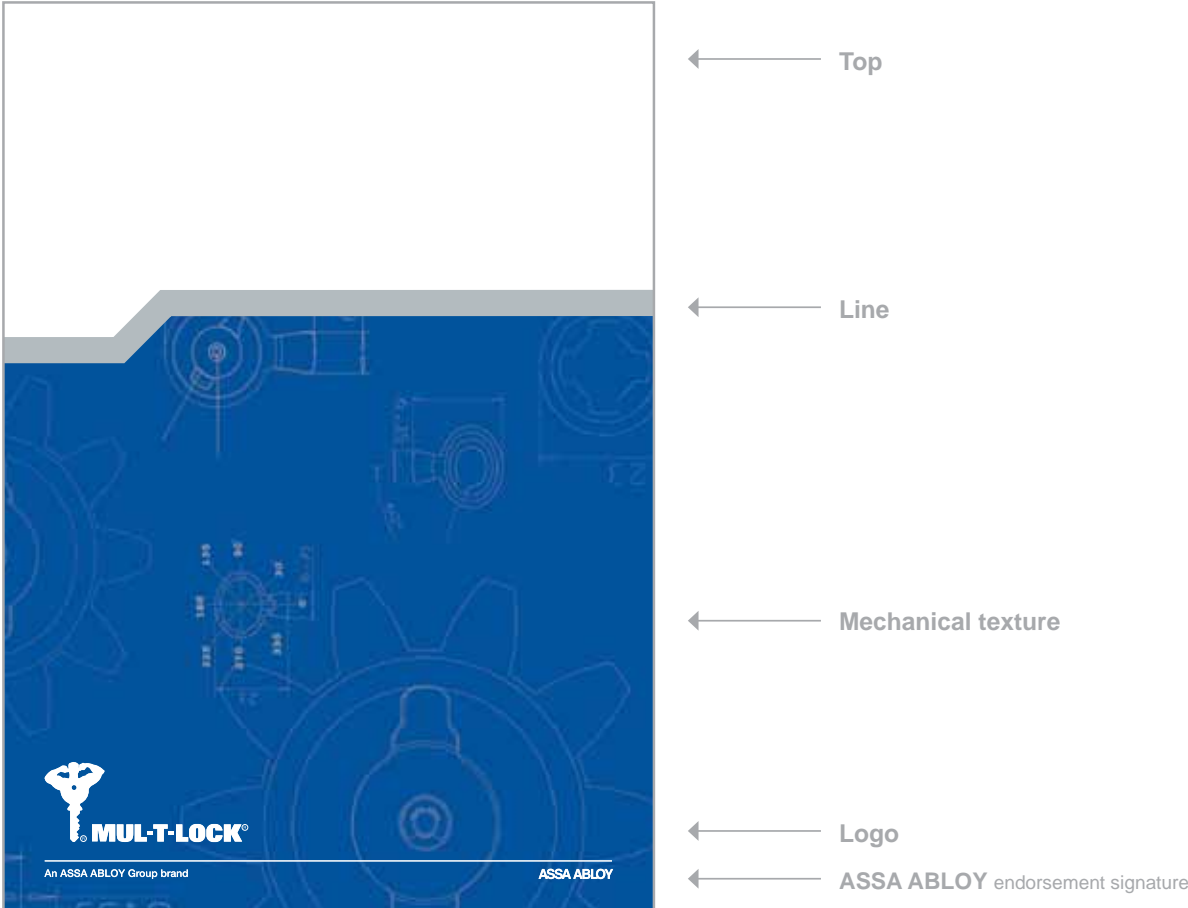


### 3.B.2 Mechanical Grid

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The mechanical grid is based on the corporate grid with one graphic change - the texture.

#### Mechanical Texture



## Mechanical Colors

Each mechanical platform has its own color:

7x7



Pantone 158



c0 m70 y100 k0

Classic



Pantone 108



c0 m10 y100 k0

Integrator

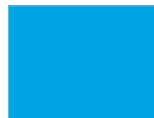


Pantone 382

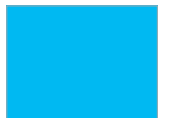


c40 m0 y100 k0

Interactive



Pantone 2995

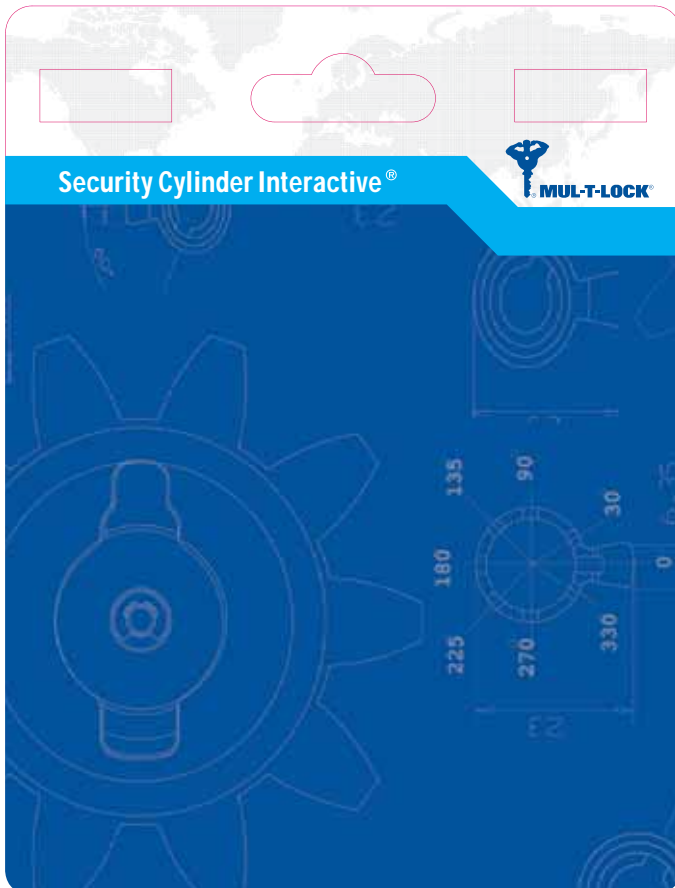
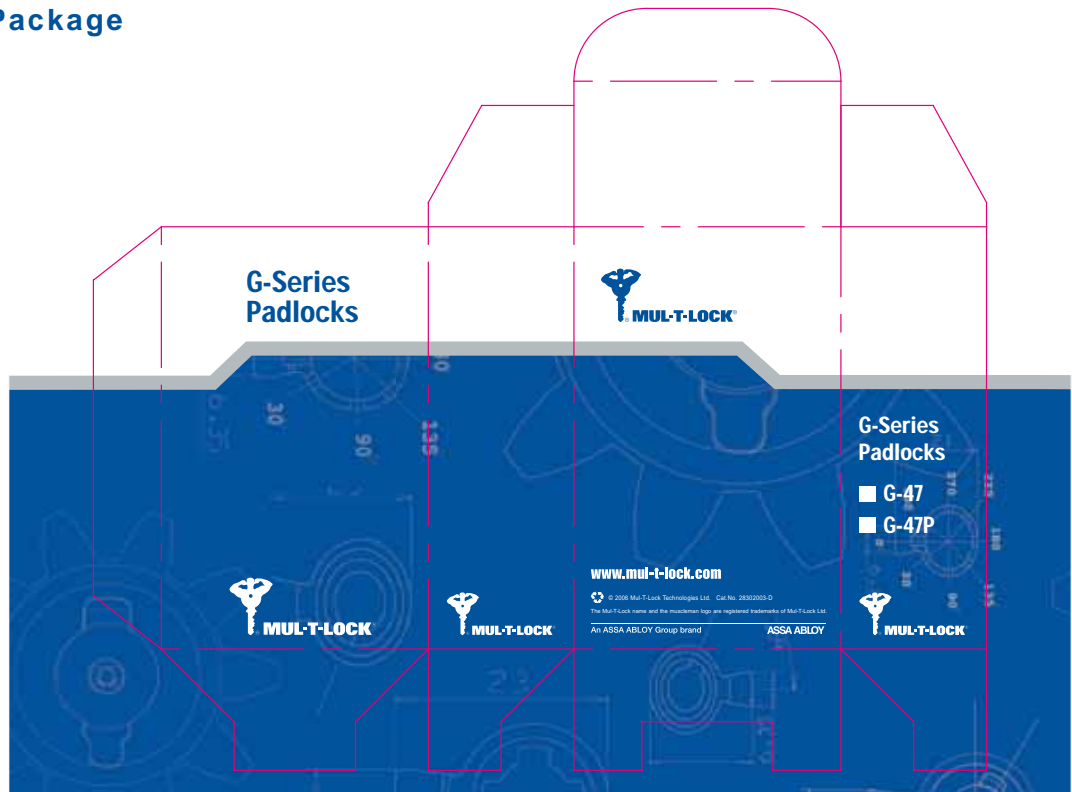


c80 m0 y0 k0

## Mechanical Applications



## Mechanical Package



## Mechanical Stickers

When using an unbranded package, each platform is labeled with its own sticker:



### 3.B.2.1 MT5 Grid

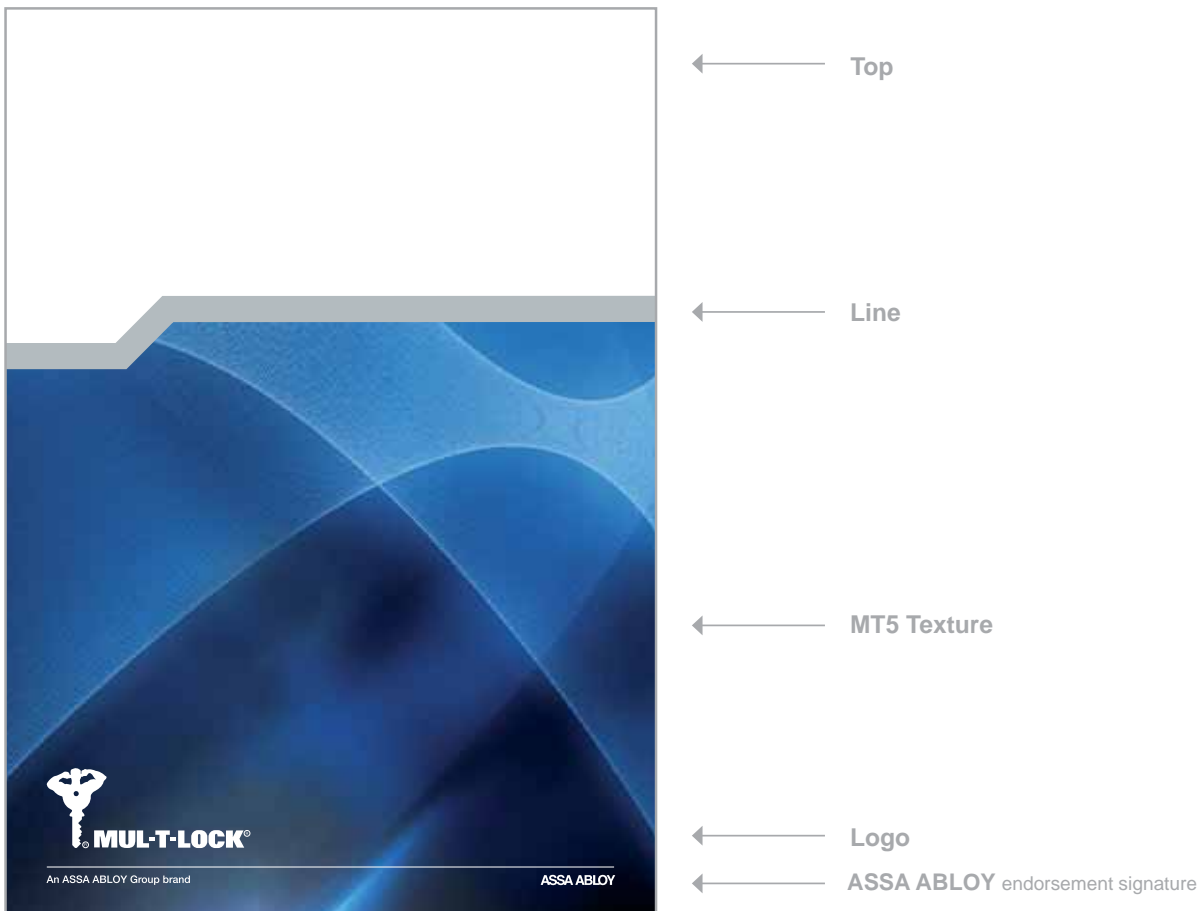
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The special positioning of MT5 derives from the fact that it is Mul-T-Lock's 5th generation technology, meriting a separate category.

The MT5 grid is based on the corporate grid with one graphic change - the texture.

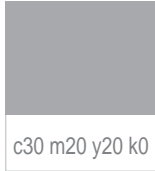
For the MT5+ application, the line's color changes as well.

#### MT5 Texture

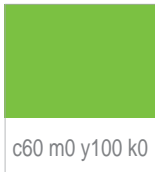


## MT5 Colors

MT5



MT5+



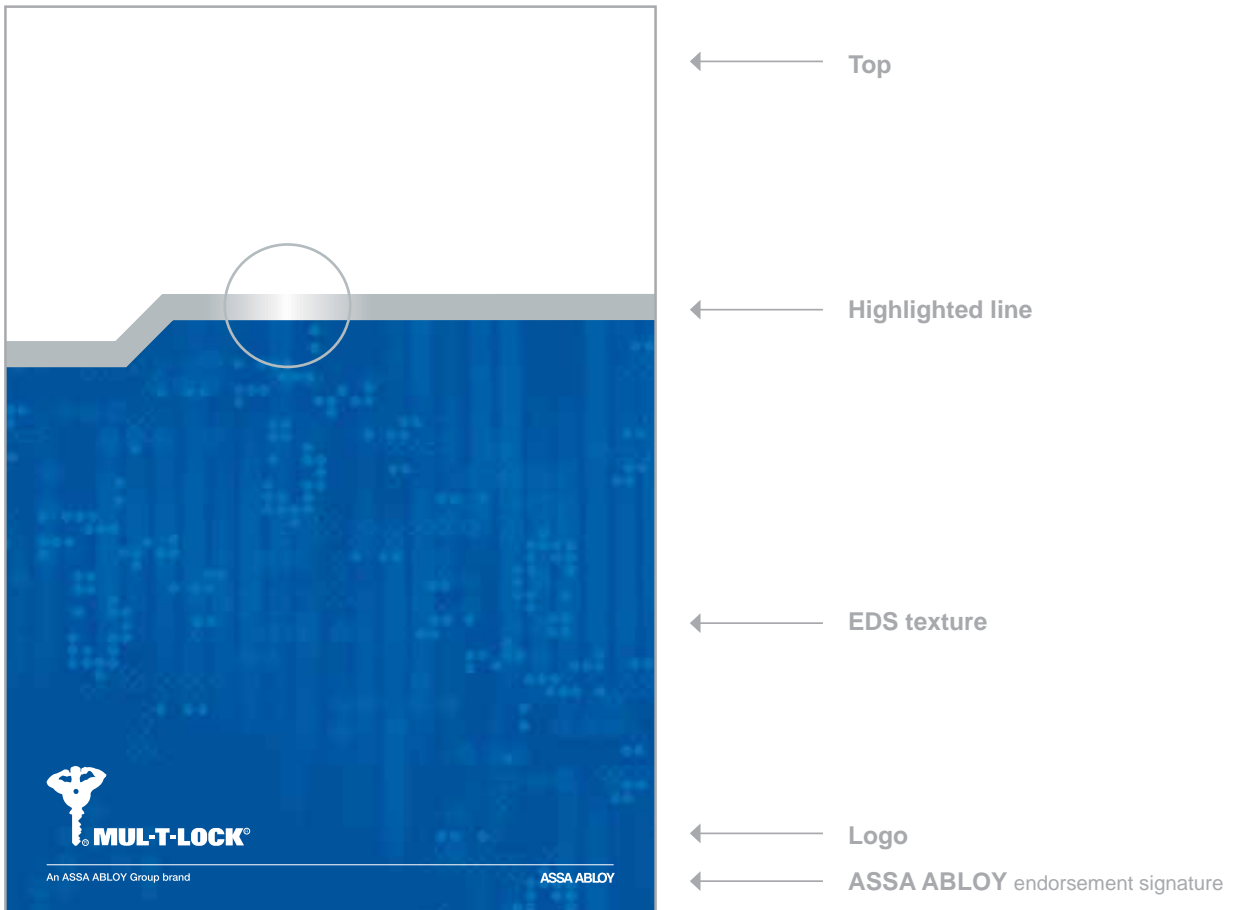
## MT5 Applications



### 3.B.3 Electronic Door Solutions Grid

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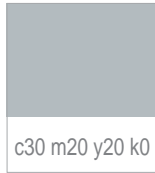
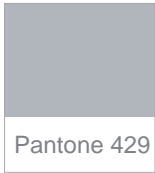
The EDS grid is based on the corporate grid with 2 graphic changes - the texture and the line. Note that the EDS line is highlighted to enhance the innovative look.



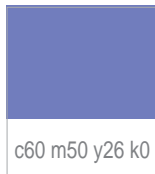


## EDS Colors

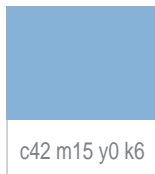
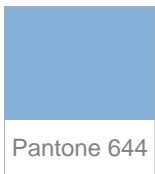
### Basic



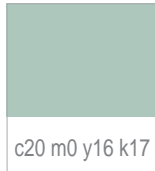
### IntelleQt



### CLIQ Products



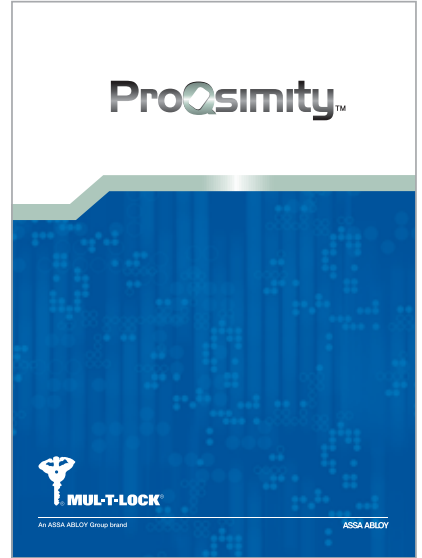
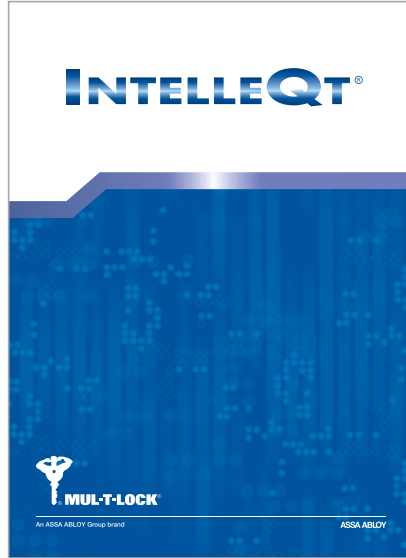
### ProQsimity



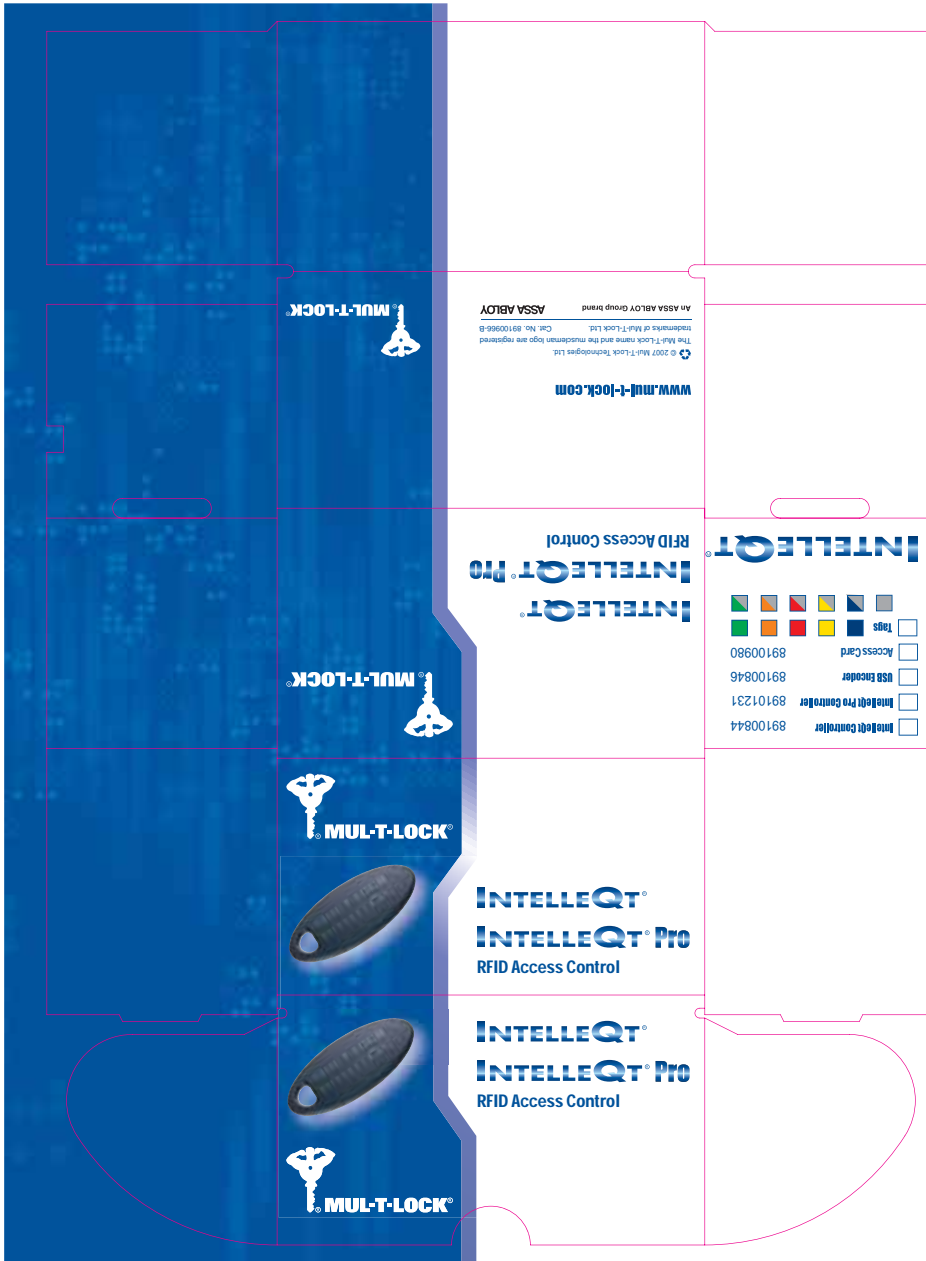
If no specific color has been designated for a particular product, use the basic color.

## EDS Applications

### Basic



EDS Package



# Corporate Applications

A decorative graphic consisting of a solid blue background. A grey stepped border runs horizontally across the top, starting from the left edge, moving right, then down at a 45-degree angle, then right again, and finally down at a 45-degree angle to meet the right edge.

## 4. Corporate Applications

### 4.A. Stationery

**MUL-T-LOCK**  
Mul-T-Lock Technologies Ltd.  
Mul-T-Lock Park P.O.B 637  
Yavne 81104, Israel  
tel. +972--8-9424242 fax +972--8-9424609  
web site: www.mul-t-lock.com

**MUL-T-LOCK**  
Mul-T-Lock Technologies Ltd.  
Mul-T-Lock Park P.O.B 637 Yavne 81104, Israel  
tel. +972--8-9424242 fax +972--8-9424609 web site: www.mul-t-lock.com

An ASSA ABLOY Group Brand **ASSA ABLOY**

230x110 mm

**MUL-T-LOCK**  
Mul-T-Lock Technologies Ltd.  
Mul-T-Lock Park P.O.B 637  
Yavne 81104, Israel  
tel: +972--8-9424242  
fax: +972--8-9424609  
mobile: +972-050-9424609  
e-mail: info@mul-t-lock.com  
www.mul-t-lock.com

Avi Cohen  
National sales manager

An ASSA ABLOY Group Brand **ASSA ABLOY**

90x50 mm

An ASSA ABLOY Group Brand **ASSA ABLOY**

297x210 mm

#### US dimensions

L.H: 8"x11", fax sheet: 8"x11", B.C: 2"x3", envelopes: 4<sup>1/8</sup>"x9<sup>1/5</sup>", 9"x12".

## 4.B. Literature

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### Front cover

For more details see chapter 3.B.1 pages 21-24.



### Back cover

#### Elements that must appear

- ← Mul-T-Lock Corporate mission
- ← ASSA ABLOY Corporate mission
  
- ← Website address
- ← Legal text & Cat. No.
- ← ASSA ABLOY endorsement signature

## 4.C. Duplication Key Card

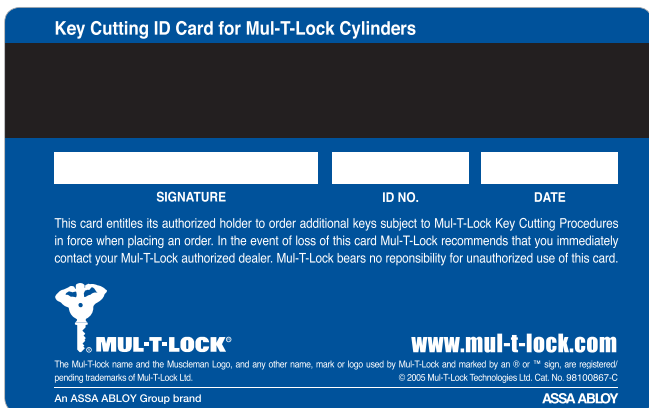
Duplication key cards have a standard design.

### Front



- ← Logo
- ← Line
- ← Image
- ← Texture
- ← Logo

### Back



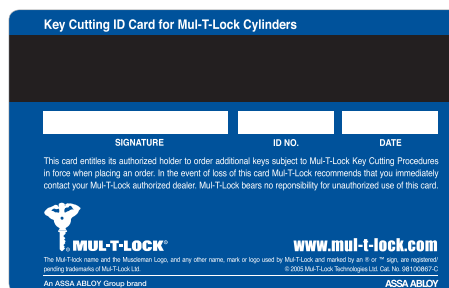
- ← Name of card
- ← Operating instructions
- ← Logo & website address
- ← Legal line & Cat. No.
- ← ASSA ABLOY endorsement signature

### 4.C.1 OEM Duplication Key Card

#### Front

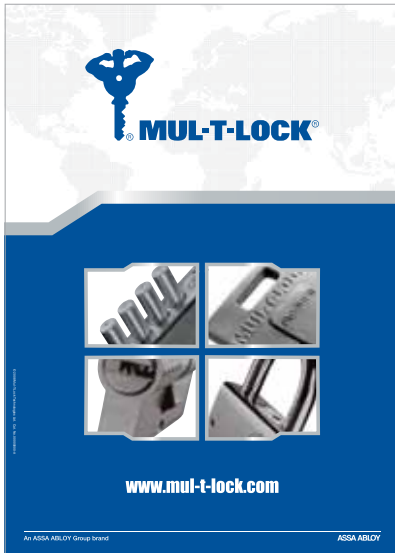


#### Back



#### 4.D. Point of Sale Materials

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Poster



Roll-up



Mobile



Window sticker

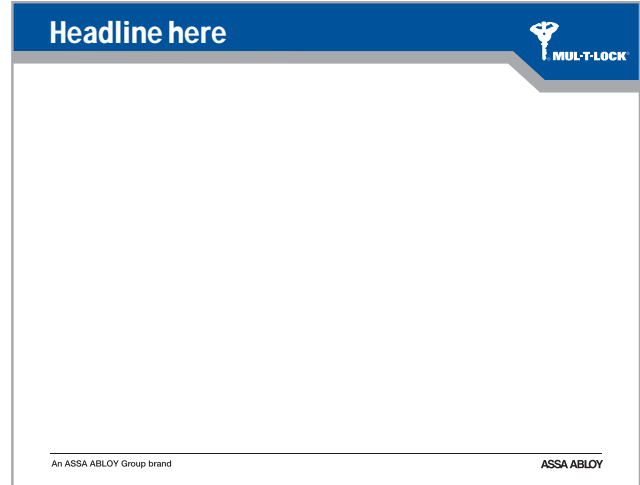


## 4.E. PowerPoint Presentation Template

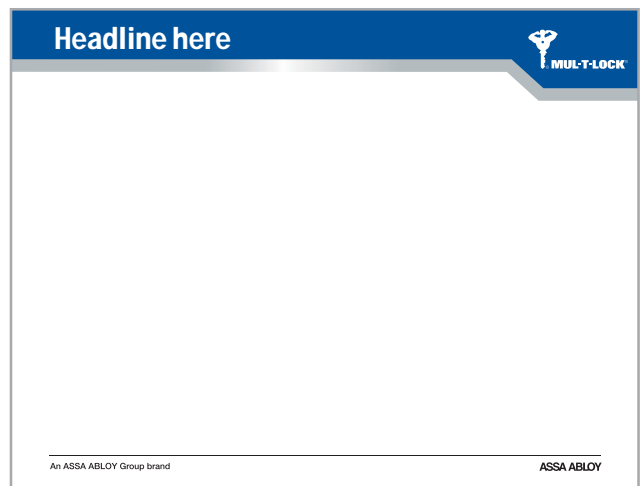
---

The following templates for P.P presentations are available on the Mul-T-Lock website/Partner Zone.

### Corporate Presentation Template



### EDS Presentation Template



## 4.F. Website

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Under preparation.



## 4.G. Exhibitions

---

Under preparation.

## 4.H. Shop Concept

---

Under preparation.

# Selling Unit Applications



## 5. Selling Unit Applications

As Mul-T-Lock owns several selling units, we must make a special effort to make sure that the Mul-T-Lock identity is carefully preserved throughout the world. This section provides guidelines for the use of the Mul-T-Lock identity. You must also refer to the ASSA ABLOY guidelines (please see Chapter 7 page 52 for instructions on proper use of the ASSA ABLOY endorsement signature).

### 5.A. Stationery



#### US dimensions

L.H: 8"x11", fax sheet: 8"x11", B.C: 2"x3", envelopes: 4<sup>1/8</sup>"x9<sup>1/5</sup>", 9"x12".

## 5.B. Literature

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Please see Corporate Chapter 4.B page 38. You may add your website address and other contact details.

## 5.C. Point of Sale Materials

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Please see Corporate Chapter 4.D page 40.

## 5.D. PowerPoint Presentation Template

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Please see Corporate Chapter 4.E page 41. Available on Mul-T-Lock's website/Partner Zone.

## 5.E. Website

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Please see Corporate Chapter 4.F page 42.

## 5.F. Exhibitions

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Under preparation.

## 5.G. Shop Concept

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Under preparation.

# **Authorized Distributor Applications**



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## 6. Authorized Distributor Applications

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All authorized distributors or dealers of Mul-T-Lock products are entitled to use the Mul-T-Lock logo, as defined in this manual, provided they have signed the Trademark Use Arrangement and Trademark Undertaking, and only in relation to original products manufactured and/or distributed by Mul-T-Lock Ltd.

In addition, the Mul-T-Lock brand name must always be accompanied by a clear notification that: “The Mul-T-Lock name and muscleman logo are registered trademarks of Mul-T-Lock Ltd.”

In all cases the brand guidelines must be followed and the graphic application must be approved by the relevant marketing desk.

### 6.A Logo

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When using the Mul-T-Lock logo on material containing the distributor logo (such as business cards, letterhead etc.) you must use the logo shown below.





- ▶ The font for the text is Helvetica.
- ▶ The color is black.
- ▶ The size of the text should be the same as the height of the Mul-T-Lock logotype.
- ▶ The first letter of each part of the Mul-T-Lock name must always be written in caps.
- ▶ The logo should never be changed or recreated. It must only be used in its original format.
- ▶ The logo can be obtained from the relevant marketing desk, or from the Mul-T-Lock website/ Partner Zone.

## 6.B Stationery

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<p>Your Logo</p>	<p>Your name here Your title here</p>
	<p>Company name xxxxxx xxx xx xxxxxxxx xxx xx xxxxx xxx Tel: + xx xx xx xx xx Fax: + xx xx xx xx xx xxxxx@xxxxxxxxxxxxx www.xxxxxxx</p>

<p>Your Logo</p>
<p>Your Logo</p>
<p>Company name xxxxxx xxx xx xxxxxxxx xxx xx xxxxx xxx Tel: + xx xx xx xx xx Fax: + xx xx xx xx xx xxxxx@xxxxxxxxxxxxx www.xxxxxxx</p>





## 6.C Literature

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- ▶ In a catalogue or brochure produced by the authorized distributor, the Mul-T-Lock logo may only appear on pages on which Mul-T-Lock's original products appear.
- ▶ If products from competing companies also appear on the same page, the Mul-T-Lock logo must be placed next to the Mul-T-Lock products.
- ▶ If products include Mul-T-Lock's Cylinder/Lock Inside, please use the relevant logo (Please see Basic Guidelines Chapter 3.A page 20).

## 6.D Advertising & POS Material, Packaging

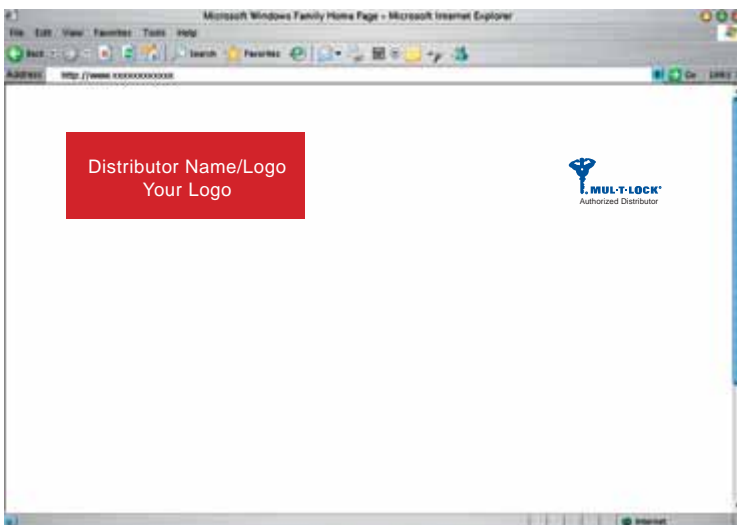
---

- ▶ Advertising material must adhere to Mul-T-Lock's branding guidelines. Original graphic files may be obtained from the relevant marketing desk. Any changes require Mul-T-Lock's approval.
- ▶ All graphic materials include a space on the back cover for dealers to place a sticker or stamp with their contact details.
- ▶ All printed materials must include the appropriate legal text mentioned in Basic Guidelines Chapter 3.A Page 16.

## 6.E Website

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- ▶ You may not use the Mul-T-Lock name in your site domain name or e-mail.
- ▶ It must be clear that the website belongs to a distributor who is authorized to market Mul-T-Lock products.



This is how the Mul-T-Lock distributor's logo can appear on the site

## 6.F Exhibitions

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The Mul-T-Lock logo must comply with the guidelines of this brand manual. It must be clear that the booth belongs to the distributor who is authorized to market Mul-T-Lock products.

## 6.G Shop Concept

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Any area assigned to Mul-T-Lock, and/or any special materials created, must be branded following Mul-T-Lock guidelines.

# **ASSA ABLOY Guidelines**



## 7. ASSA ABLOY Guidelines

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### **ASSA ABLOY Corporate Statement**

The ASSA ABLOY corporate statement should appear in English only, never translated:

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

### **ASSA ABLOY Endorsement Signature**

The ASSA ABLOY endorsement signature should be in silver (Pantone 877) - not grey.

In case of regular process printing, it should appear in black on white/light colored background or white on dark colored background.

An ASSA ABLOY Group brand

**ASSA ABLOY**

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An ASSA ABLOY Group brand

**ASSA ABLOY**

For how to use see chapter 4.B page 38.

# FAQ



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## 8. FAQ

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Frequently Asked Questions (FAQ's)

**Q-** Where can I obtain a copy of the Mul-T-Lock logo?

**A-** The logo is available through the relevant marketing desk or in the Partner Zone of the website:  
**[www.mul-t-lock.com](http://www.mul-t-lock.com)**

**Q-** How do I spell the brand name?

**A-** There is only one correct way to spell the brand name: Mul-T-Lock. When used in running text it should not appear in logo form. When using it in a logo format, use only as in the original artwork available through our marketing department.

**Q-** How many ®'s (registered trade marks) do I need in every logo unit?

**A-** What may look like two is really one for each. The muscleman figure needs a ® symbol. The logotype "name" part of the logo is a separate unit and also needs to be followed by the ®. The original digital file includes the symbols as required and therefore you will not need to make any adjustments.

**Q-** Why is there a requirement for clear space around the Mul-T-Lock logo? It is sometimes difficult to maintain this.

**A-** When it is used well, a logo is a powerful symbol that carries all the company brand messages and associations. Without the designated clear space, it cannot achieve the same level of visibility and clarity, thereby risking the loss of some of its value.

**Q-** I have signed the "Trademark Use Arrangement". Can I reproduce the logo for my van and storefront?

**A-** First, you need to sign the TRADEMARK UNDERTAKING as well. Second, you cannot create the logo on your own. Mul-T-Lock will provide you with the logo in digital form. As the logo is a precise piece of artwork you should never attempt to recreate it. The original artwork is freely available. In addition, the pieces you create must adhere to the brand manual.

**Q-** I have many road signs to direct my customers to my store. Can I lower the muscleman's right hand so that it points in the right direction?

**A-** No. It is absolutely forbidden to alter the logo in any way.

**Q-** My storefront is decorated with Mul-T-Lock logos that are yellow with black & red stripes. Now I see your logo is in blue. What should I do?

**A-** You should update your materials to reflect the brand's new identity. Contact your Mul-T-Lock representative, and he will gladly help you redecorate with the most up-to-date material.

## PARTNER WITH A LEADER

- ▶ A member of the world leading ASSA ABLOY Group
- ▶ One of the top ten High Security locking solution companies in the world
- ▶ Over 3 decades of innovative High Security
- ▶ More than 500 patent registrations worldwide
- ▶ Serving every sector: industry, commerce, institutions, OEMs and residential
- ▶ 9 selling units, 20,000 service centers, 5 continents, almost 100 countries

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With its readiness to rapidly respond to any challenge, Mul-T-Lock provides peace of mind through offering comprehensive, customized, top security cylinder and locking solutions and service worldwide.

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

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[www.mul-t-lock.com](http://www.mul-t-lock.com)

The Mul-T-lock name and Muscleman Logo, and any other name, mark or logo used by Mul-T-Lock and marked by an ® or ™ sign, are registered/pending trademarks of Mul-T-Lock Ltd. in various countries. Mul-T-Lock reserves the right to make any product improvements or modifications without prior notice.

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