



D i g i l o c k[®]

B R A N D C O D E





BRAND CODE

PURPOSE

BRAND ARCHITECTURE

COMMUNICATION

GRAPHICS

DIGILOCK BRANDS



“

The broader one's understanding
of the human experience,
the better design we will have.

Steve Jobs



PURPOSE

At its very core, this document is an integral element to a well-functioning Digilock brand. Its role is to serve as a comprehensive tool that provides direction on how to develop all communication in a consistent manor that aligns with the brand strategy laid out here within.

It is written for three audiences, internal stakeholders, marketing partners and the sales system. With these audiences in mind, this book delivers a brand architecture, the rationale for that architecture and a battle cry for all of the system to rally behind. It will crystallize the brand positioning. It will add depth, resonance and meaning to all marketing efforts moving forward.

This document defines Digilock.



BRAND FOUNDATION

The fundamental truth on which we are built

Digilock is a turnkey solution... without the key. Our singular purpose is delivering peace of mind and support for our customers and those they serve.



Digilock®

BRAND PILLARS

The most important attributes and principles that are communicated in everything we do.

INNOVATION

Digilock will continue to set the bar for the best materials, designs and innovations in secure personal storage - for today, tomorrow and beyond.

SERVICE

Digilock works with our customers - from design to installation and beyond - to provide efficient, personalized service for their business.

DEPENDABILITY

Digilock knows that the very foundation of our business is providing reliable security that works from the first to the millionth lock.

PARTNERSHIP

Digilock enjoys partnering with our customers to continue offering the best in personal storage - and to keep their patrons' belongings right where they belong.

Digilock®

BRAND PROMISE

Our commitment to defining our place in the lives of our consumers.

To combine technological innovation with unsurpassed customer service to deliver the best in secure personal storage available anywhere.



Digilock®

BRAND VISION

The physical manifestation of our commitment to consumers.

From inspiration to installation, we partner with our customers to ensure that their facilities offer the latest in personal security solutions, convenience, and peace of mind.



Digilock®



A manufacturer will often lean on the function of their products in delivering a brand promise. But what if Digilock wanted to transcend technology? What if we wanted to inject a more human element into that message? What happens when we not only talk about the products, but those seemingly intangible, emotional benefits they provide our customers - and those they serve?

S A F E A N D S O U N D

“Safe and Sound” is an emotional approach designed to integrate the human condition into the ultimate promise of Digilock’s products. It’s a deeper, more personal sense of security. It’s the nostalgic reminder of a parent’s voice giving them the assurance of safety and peace of mind. And ultimately, “Safe and Sound” validates their decision to trust their business to Digilock - the global leader in personal storage security.



SAFE AND SOUND

ABOUT - SHORT

At Digilock, we're leading the way for the innovation, design and manufacture of personal security solutions. With best-in-class materials and service that's second to none, we give our customers and those they serve, the peace of mind that their most important items are secure. A partnership with Digilock isn't just about providing security solutions. It's about making you secure, safe and sound that Digilock has you and your business covered.



SAFE AND SOUND

VERTICALS

WORKPLACE



GOING TO WORK FOR THE WORKPLACE

The offices and workspaces of today are focusing more on being open and collaborative. Designed to integrate as well as they innovate, Digilock offers several scalable systems that keep employees on task while their important files and belongings are secure, *safe and sound*.

FITNESS



FOCUSED ON FITNESS

Today's fitness center and spa guests trust their facility owners to provide the security they need so they can stay focused on what's important. At Digilock, we create electronic locks to secure personal storage that look as good as they work. With industry-leading design and the highest quality materials, we don't just keep your guests belongings secure, we keep them feeling *safe and sound*.

SAFE AND SOUND

VERTICALS

HEALTHCARE



TAKE CARE OF THE CAREGIVERS

Digilock goes to work every day in hospital systems around the world, providing secure solutions for patients, doctors and staff. From bedside storage to protecting the most sensitive of supplies, Digilock's array of products for the medical field are the best medicine for safe, sound and secure storage.

LOGO

Digilock®

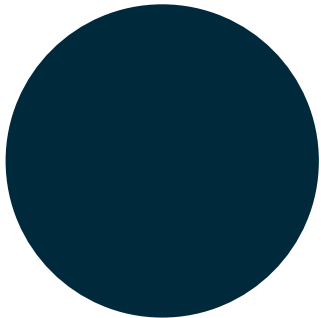
Digilock®

PRIMARY



SECONDARY MARK

PRIMARY



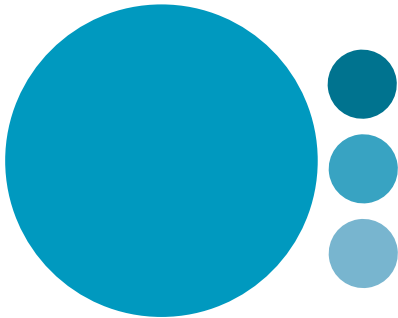
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CMYK : 97, 73, 52, 56
PANTONE: 303 C 6



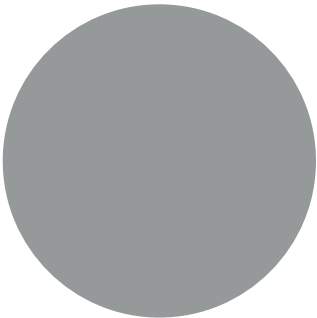
CLEAN

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CMYK : 0, 0, 0, 0



TRUST

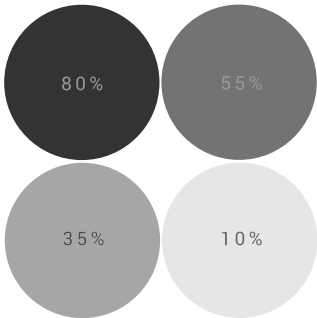
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RGB : 0, 154, 191
CMYK : 82, 21, 17, 0
PANTONE: 7703 C



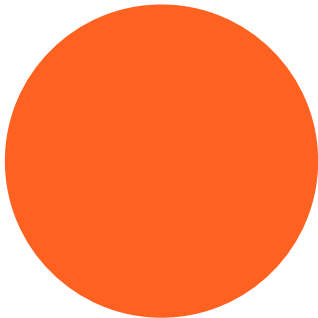
INNOVATION

HEX : #96989A
RGB : 152, 152, 154
CMYK : 43, 35, 35, 1
PANTONE: COOL GRAY 7

SECONDARY



% OF BLACK



CREATE

HEX : #FF6020
RGB : 255, 96, 32
CMYK : 0, 77, 96, 0
PANTONE: Bright Orange C

TYPOGRAPHY / FONT

AVENIR NEXT ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT ULTRA LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AVENIR NEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AVENIR NEXT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

AVENIR NEXT MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

AVENIR NEXT DEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AVENIR NEXT DEMI BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

AVENIR NEXT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AVENIR NEXT BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

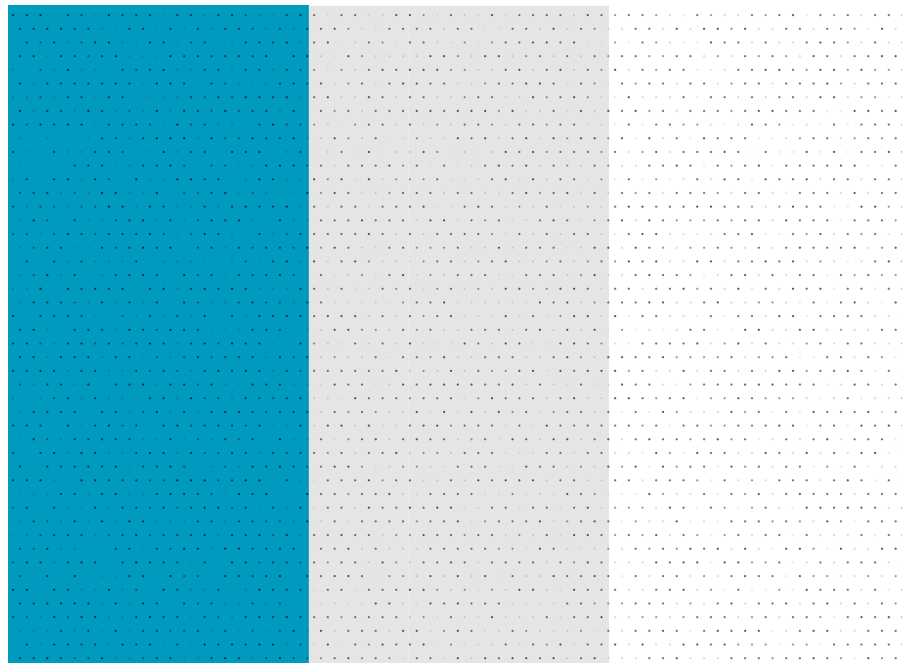
AVENIR NEXT HEAVY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz**

AVENIR NEXT HEAVY ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz***

GRAPHIC ELEMENTS



PACKAGEHOLD

PackageHld[®]
By Digilock[®]

PackageHld[®]
By Digilock[®]

PACKAGEHOLD COMMUNICATION

RETAIL

HAND-OFF HANDS FREE

With almost four decades creating the smartest and safest personal storage security solutions, Digilock's PackageHold is the perfect fit for a wide array of retail environments. Your customers will enjoy the convenience and peace-of-mind of secure, personalized delivery - while your business benefits from streamlined operations and hands-free, fully-trackable notifications and delivery. And in today's world of increased social distance, eliminating PackageHold is one way to deliver with contact-less payment & pick up.

AUTOMATION THAT'S PERSONAL

Digilock integrates within your current retail sales ecosystem to streamline the ordering process from sale to delivery. Once an order is filled and ready, your customer is notified via SMS or email that their package is waiting, complete with a custom-generated one-time-use code to open their PackageHold locker. Your store is notified throughout the process on the progress of every transaction, helping you stay informed of available space, overdue orders and deliveries.

BE HUMAN RESOURCEFUL

When your store gets busy, you need your staff to be where they matter most. With PackageHold, your in-store pickup process is streamlined and simplified, keeping your representatives available for other in-store customers. By eliminating longer wait-times and having your staff more available on the floor, PackageHold is like having extra employees there, right when you need them the most.

WORKPLACE

YOUR MAILROOM ASSISTANT

With almost four decades creating the smartest personal storage security solutions, Digilock's PackageHold is the perfect fit for a wide array of workplace environments. PackageHold is designed to eliminate the burden of managing deliveries while providing a secure solution for convenient package delivery regardless of carrier. Employee satisfaction and increased productivity makes PackageHold a win win. PackageHold - Safe. Sound. Secure.

JUICEBAR

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By Digilock[®] By Digilock[®] By Digilock[®]

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