

# Corporate Design ex. : from Company Values & DNA to Visual Expression

## Brand activation & operational implications in the alignment Model

### Values/Core/Assets/Facets

*Human / easy / safe*

**trustworthy**  
**sustainable**  
**positive experience**  
**close to customers**

Hager Group Brand Alignment Model constitute valuable guidelines for work ethics and communicating within the company.

Our Visual Brand Codes are distinctive and designed to create relevant and easily identifiable positioning for Hager Group's external communication.

### Brand Codes

**simple**

**smart**

**authentic**

Brand Codes describe the Brand's personality, tone and attitude in our communication to customers and clients.

They are the foundation for our image styling and corporate wording, and guide the visual expression of the Brand. Brand codes directly guide the selection and evaluation of imagery.

### Brand Tonality

**confident & conversational**

A combination of image styling, tone of voice and corporate design elements creates confident and conversational communication for Hager Group.



**Confident**



**Conversational**

**Confident**

**We are a worldwide player.  
We are responsible for the safety of  
buildings and houses, people,  
homes and families. We provide  
high quality and reliable products  
that care for people's lives.**

**We are assured and close to the  
essentials.**

**Therefore our Corporate  
Communication is strong,  
straightforward and stable.**

# Confident

## Minimalist Swiss design

- Centred logo
- Timeless, stabilised typeface
- Simple, clear layout system
- Design elements reduced to the essentials/no graphical gimmicks
- Strong statements with big titles
- Impactful benefits

## Front view images

Direct, simple communication style

# Conversational

**From the very beginning we built up a close relationship to installers, improving our products by a constant dialog and feedback approach. We consider our customers as partners.**

**We are caring people with a warmly human understanding.**

**Therefore our Corporate Communication is intimate in images and words.**

# Conversational

**Contemporary, agile, modern,  
vibrant look & feel aligned with its  
time**

**Authentic visuals: natural light,  
human distance, real situations and  
people with attention to the details**

**Personal, honest, approachable  
wording**