



Logo usage guideline

Version 1 - January 2026

Guideline

Logo versions

Logo with tagline (for main use)

Negative

Better buildings
Better tomorrows **:hager**

Positive

Better buildings
Better tomorrows **:hager**

Heritage logo

Negative

:hager

Positive

:hager

Our logo exists in three versions: a logo with an added tagline, the heritage logo and a simplified logo.

The logo with the added tagline is a new addition to our logo package, intended to highlight our new concept across communication assets. It should be dominantly used in negative version, in white on a blue background. All other logo versions are intended for auxiliary use.

The heritage logo has been with us for years and will continue to serve as our brand identifier.

The simplified logo is intended for use in situations where the heritage logo would become too small to remain legible, e.g. as SoMe avatar and favicon.

All three versions are available in both positive and negative variants. Use the negative version in your communications as a priority.

Simplified logo (only for social media avatars and favicons)

Negative



Positive



Guideline

Logo minimum sizes: print and digital

Logo with tagline (for primary use)

Negative



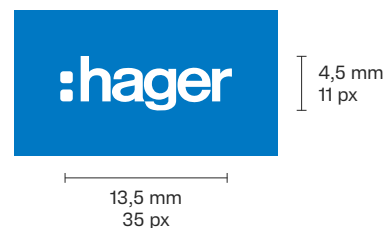
Positive



To guarantee optimal visibility, the Hager logo must never be used below the minimum sizes specified on this page.

Heritage logo

Negative

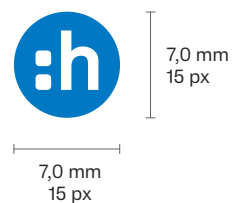


Positive

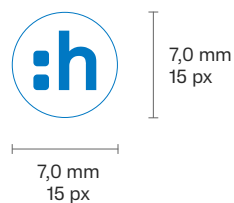


Simplified logo (only for social media avatars and favicons)

Negative



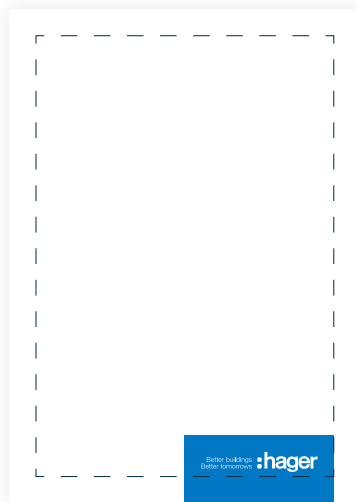
Positive



Guideline

Logo box

Hager logo box – A

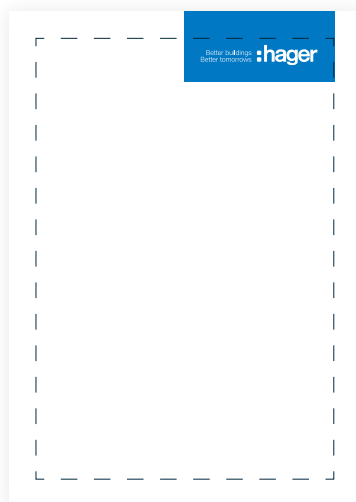


To frame our logo and tagline, we are introducing a Hager Blue logo box. This serves to reinforce the presence of Hager Blue across our assets, particularly where the colour is otherwise absent.

The Hager Blue logo box is available in two versions: one intended for placement at the bottom of a layout (A), and one for placement at the top (B).

The Hager Blue logo box is always hinged to either the top or bottom edge of the format and is aligned with the vertical margin.

Hager Blue logo box – B



Guideline

Logo box and backgrounds

Primary background usage



The Hager Blue logo box is used on both colour and photo backgrounds.

On full Hager Blue backgrounds, the Hager Blue logo box will therefore appear invisible, leaving only the logo and tagline in white.

It is essential, when the Hager Blue logo box is applied to elements with a full-bleed image background, that it maintains balanced contrast and coherence with the background to ensure an overall light expression.

Secondary background usage



Guideline

Logo do's and don't

Colour



Do not change the logo colour

Idem

Idem



Idem

Idem

Idem

There are some norms to use the logo in the correct way. Here are some examples of right and wrong usage.

Form and image



Do not change the position of the logo within the box

Do not split the logo in several parts

Do not touch the logo geometry



Do not amend the logo type styles

Do not remove the logo two dots

Do not fill the box with an image

Guideline

Colours: scheme

Primary colours

Hager Blue RGB 0 / 120 / 195 HEX #0078c3 CMYK 100 / 25 / 0 / 0 Pantone 2194 C Oracal ¹ 052	White RGB 255 / 255 / 255 HEX #ffffff CMYK 0 / 0 / 0 / 0 Pantone — Oracal ¹ 010	Deep Blue RGB 0 / 40 / 65 HEX #002841 CMYK 100 / 85 / 55 / 40 Pantone 282 C Oracal ¹ 050	Mid Blue RGB 0 / 70 / 115 HEX #004673 CMYK 100 / 55 / 25 / 5 Pantone 7691 C Oracal ¹ 057
		Sky Blue RGB 140 / 205 / 250 HEX #8ccdfa CMYK 45 / 0 / 0 / 0 Pantone 283 C Oracal ¹ 056	Pale Blue RGB 220 / 240 / 255 HEX #dcf0ff CMYK 15 / 0 / 0 / 0 Pantone 2707 C Oracal ¹ 172

The updated Hager colour palette consists of six primary colours: Hager Blue, White, Deep Blue, Mid Blue, Sky Blue, and Pale Blue.

Hager Blue is our core brand blue colour and, as such, a key element of our visual identity. It should always be present to some extent in our communication.

The remaining colours may be used supportively to reinforce the blue expression and provide flexibility.

Our secondary colour palette comprises a range of neutral greys and a single orange accent colour.

Secondary colours

Grey 1 RGB 40 / 40 / 40 HEX #282828 CMYK 0 / 0 / 0 / 85 Pantone Cool Gray 11 C Oracal 073	Grey 2 RGB 70 / 70 / 70 HEX #464646 CMYK 0 / 0 / 0 / 75 Pantone Cool Gray 9 C Oracal 752	Grey 3 RGB 100 / 100 / 100 HEX #646464 CMYK 0 / 0 / 0 / 65 Pantone Cool Gray 7 C Oracal 071	Grey 4 RGB 165 / 165 / 165 HEX #a5a5a5 CMYK 0 / 0 / 0 / 40 Pantone Cool Gray 4 C Oracal 074
Grey 5 RGB 230 / 230 / 230 HEX #e6e6e6 CMYK 0 / 0 / 0 / 15 Pantone Cool Gray 1 C Oracal 072	Grey 6 (only for digital) RGB 247 / 247 / 247 HEX #F7F7F7	Orange (standard) RGB 253 / 80 / 0 HEX #fd5000 #CMYK 0 / 74 / 100 / 0 Pantone 021 C Oracal 034	Orange (compliant with EU accessibility web standards) RGB 204 / 68 / 0 HEX #cc4400

The neutral greys add depth and sophistication to the overall visual expression, while the orange accent colour can be used strategically to draw attention or highlight key elements.

It is important to note that the orange accent colour should be applied sparingly and with intention, ensuring it supports the design without dominating the overall composition.

Although not recommended, the orange can be used with white text on top, provided the text size is 18pt or larger to comply with accessibility standards.

Thanks!

If you have any further queries
– don't hesitate to ask the
Group Communications Team

Brand Experience Communications department
brand@hager.com

More information about new branding
<https://hagergroup.sharepoint.com/sites/brandinghub>

hager.com/global

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