

LA GARD Partner Toolkit



As our valued partner in the safe lock industry, dormakaba wants to make it as easy as possible for you to carry and promote our LA GARD product portfolio. This guide should answer most, if not all, of your questions about how to reference LA GARD products on your website and in other sales and marketing materials.

Identity

LA GARD is two words, all caps.

- ✓ Correct: LA GARD
- ✗ Incorrect: LaGard, lagard, La Gard

In a listing of brands you carry, LA GARD products should be listed under the dormakaba brand.

- ✓ LA GARD (dormakaba)

The LA GARD wordmark may be used in copy, but is not a logo. (See examples)

The only logo associated with LA GARD is the dormakaba logo.

Linking

When referring customers to support content or other product information from your website, link to the dormakaba safe lock landing page.



- ✓ **Correct:**
Types LA GARD in the copy

- ✓ **Correct:**
Uses dormakaba logo



- ✓ **Correct:**
Uses wordmark in the copy

- ✗ **Incorrect:**
Connects wordmark to logo

<https://www.dormakaba.com/us-en/solutions/products/safe-locks>

For marketing questions, or to request specific marketing assets, please contact:

Jill Delaney

AVP, Brand & Marketing Communications

dormakaba USA Inc.
616 E. 75th St.
Indianapolis, IN 46250
www.dormakaba.us

P: 317.806.3874
M: 513.519.0851
jillian.delaney@dormakaba.com

