



MOVE
BEYOND



BRAND BOOK





WELCOME TO THE NEW TKE BRAND

TKE is the new global brand of TK Elevator.

It represents the company, services and product portfolio in their entirety. It is the expression of what we work to do every day, and plays a critical role in our relationship with our customers, partners and anyone else who comes into contact with us. And the brand unites us and provides a new home to all employees of TK Elevator, independent of which area we work.

Our new branding builds on the company's heritage, accentuating our strengths to lay the foundations for the future.



Our purpose acts as our compass, guiding our brand and the decisions that we make.

Transforming people's lives through pioneering mobility solutions.

A new brand story for our future

It started with a single-minded passion. To design precision-engineered products with the best technology. To improve the way people move.

That's why, in today's on-the-go landscape, we want to enrich people's lives with services and products that make life easier. And so we evolve in every direction. Forward. Upward. To re-imagine the way of moving through the world. With solutions and platforms that reflect the changing way we live.

We're creating designs for modern living fueled by seamless experiences that put people at the center of everything we do. And we're delivering services and products that understand people's individual relationships with the tools and technologies that move them. Reliable. Smart. Intuitive.

Technology and service that unleash positive, lasting impact on global markets – and the people who live and work in them every day.

We look to the future of mobility, and we go over and above to deliver the best products and services that have set us apart since our humble beginnings.

Our new claim channels the essence of our purpose into a clear, powerful call to our customers.

MOVE BEYOND



禁止跨越
No striding



禁止跨越
No striding



NEW BRAND

New independence. New impact.

As a newly independent company our TKE brand builds on its successful legacy: a strong, reliable company with a tradition of excellent engineering.

Our independence, coupled with a tight focus on our business, gives us the opportunity to refine and strengthen our reputation in the market.

Our new brand brings to light the essence of what makes us TK Elevator. It is modern, energetic and purposeful, and empowers us to demonstrate our technical leadership and best-in-class product and service.

The energy of the new brand embodies our agility and our ingenuity, tying together what we do, who we are and who we do it for in a closer relationship than we have ever had before.

A fundamental aspect of this is our strong purpose and a people-centric mindset, putting customers at the heart of everything we do



Our new logo

The TKE logo type is bold, clear, and dynamic.

Inspired by the movement of people and way-finding, our logo type brings to life our optimistic and creative future. Because of its impact, this mark is easy to apply to all touchpoints.

There is a simple rule: always select the version with the greatest amount of contrast to the background.



TKE TYPE BOLD
TKE TYPE MEDIUM
TKE TYPE REGULAR
TKE TYPE BOOK
TKE TYPE LIGHT

ONE STEP
BEYOND



TKE MOVE
BEYOND



TEST TOWER

ORANGE / CMYK 075,100,0
PANTONE / CMYK 75,100,0

BLACK / CMYK 0,0,100

WHITE / CMYK 0,0,0



SEED CAMPUS

NEW IDENTITY

Our visual language

Design at TKE is beyond the visual. Our design brings us close to people, and brings them close to us. Our design is there to build bonds, not to dictate rules.

It is not one way, and not stagnant. It is not a statement, it is a dialogue—between us and our users. It is there when you need it, and inconspicuous when you don't. It is bold when it needs to be, to guide, to inspire. It opens doors for users of all kinds without barriers or friction.

It is as flexible as it is powerful, as adaptable as it is solid. Its modularity and scalability allow it to be reliable, intelligent and intuitive, just like we are.





TKELEVATOR.COM

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Please send questions regarding
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