# XEA
# Ten elements of aesthetics

## What we mean by XEA

The XEA design language is based on a comprehensive, standardised position, consistently taking into account our own requirement for compatibility, high quality, innovation, perfection and aesthetics as stipulated in ten points. This all aims to unite basic designs, colours and surface finishes in a single, standardised appearance: XEA combines dormakaba's product and corporate worlds to form a universal design that speaks a recognisable language in terms of content and visual presence.



**1. Identifiable brand products**
Each XEA product can be clearly identified as a dormakaba product by features such as our logo on the front of the product.



**2. Intuitive symbols**
All symbols used are reduced to their most essential elements, are self-explanatory and have a high recognition factor.



**3. Standard surface finishes**
XEA unifies four standard basic colours, which can be easily combined for all products. The XEA colour numbering system allows different components to be brought together worldwide.



**4. Clear design language**
The XEA design language is based on monolithic structures which are defined by flat, two-dimensional surfaces. Radii and sharp edges are contrasted.

## XEA's history

**Basic shapes, colours and surface finishes unified in a standardised appearance.**

When **Bernhard Heitz,** the person responsible for product design at dormakaba, was assigned the task of developing an overall design concept, one thing was clear: the

**5. Intuitive user interfaces**
All user interfaces feature a reduced, standardised design, have a high recognition factor and are operated intuitively.

**6. Contrasting surface finishes**
XEA products stand out thanks to the contrast between light and dark and between matt and glossy surface finishes. This makes the individual functional sections easily identifiable on our products.
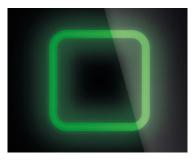
**7. Casing**
Many dormakaba products are fitted with a surrounding housing frame, which also provides protection against external influences.

**8. Multi-layered compositions**
XEA products stand out due to a visible, multi-layered structure. The decorative screens, for example, feature strong materiality due to a visible edge.

**9. LED indicator**
XEA products feature LED light strips which signal access, guide people or indicate status. Thanks to standardised form and function, the different applications are quickly learned in all products.

**10. Customised design**
Selected and specially complied materials and colours offer a wide scope of solutions, which either blend in with the architecture or add individual style to their surroundings.

design aesthetic needed to open up a whole new dimension of product uniformity for people and companies.

"The new design concept is a fusion between the different aesthetic styles of the Bauhaus philosophy with its interplay between craft and fine arts or an interaction between architecture and design if you will. The result is a clear product language and subtle origina-lity that can be harmoniously integrated into an object to form a unified whole."

Bernhard Heitz
(Strategic Product Design)