



DESIGN MANUAL

Last updated 19.09.2019

INTRODUCTION

With this design manual dk3 aims to create a red thread through graphic design and typography. The design manual will help communicating the values and stories of the dk3 brand and products.

USE OF MATERIAL

Product images, press releases etc. are available at the dk3 Newsroom <https://www.dk3.dk/news.aspx>. It is allowed to use this material. Permission is necessary by commercial use of both images and text.

Please contact Ann Plejdrup on e-mail apl@dk3.dk or phone +45 21 76 88 70.



GRAPHIC SIGNATURE

Logo

You can choose between the black or white dk3 logo, depending on the color of the background. The logo must always be placed in the upper right corner, and always equidistant from the top and the edge. The logo can be presented in different sizes, but must always retain its shape.

The dk3 logo is trademark registered.



Colors

dk3 uses 4 colors:

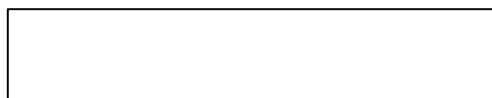
Warm Grey 10 C
CMYK 0/14/28/55
RGB 138/121/103
#908271



Warm Grey 5 C
CMYK 0/5/10/29
RGB 191/182/172
#c7c1b9



White
RGB 255/255/255
#FFFFFF



Black
CMYK 0/0/0/100
RGB 0/0/0
#000000



TYPOGRAPHY

Fonts

dk3 uses 4 fonts:

FoundrySterling Book is the general font used for text and address lines at all dk3 material such as letters, business cards, labels, advertisements, brochures, sign etc.

FoundrySterling Book Bold should be used for subheads on all dk3 material such as letters, business cards, labels, advertisements, brochures, sign etc.

Baskerville Bold should be used where a special dk3 feature is needed; such as headlines, introduction texts, quotes, names at business cards etc.

Arial Regular should only be used in cases where it is not possible to use FoundrySterling Book, e.g. websites.

Product names & trademark registration

All product names should be written in capital letter, e.g. TREE TABLE.

Products which are trademark registered must always have an ® at the end of the name. Following products are trademark registered:

- ROYAL SYSTEM®
- CADIVIUS BUTTERFLY SHELF®
- SYSTEM CADO®
- SYSTEM ULTRA®