DESIGN GUIDELINES

These guidelines are made to assist you when you design/produce a DTU publication.
All typography specifications are described on the following pages and the grid is explained.
There are templates available for the most commen publications, all with the DTU colours pre-defined.

COLOURS

The corporate colour of DTU is red.
All secondary colours are free to use – yet no specific institute, center or department has monopoly on a specific colour.

All colours consist of a bright 100% colour and four tints.

The secondary colour you choose should stand alone, yet there are colour combinations that can be recommended.

For further details on the colours, please see www.designguide.dtu.dk

Primary colours (for print purposes)

RED
CMYK 0 / 91 / 72 / 23
PANTONE 187 C and 187 U
| 50% | 60% | 70% | 80% |

BLACK
CMYK 20 / 20 / 10 / 100
PANTONE Neutral Black C and Black U
| 50% | 60% | 70% | 80% |

Secondary colours (for print purposes)

BLUE
CMYK 100 / 64 / 0 / 0
PANTONE 2728 C and 2728 U
| 50% | 60% | 70% | 80% |

NAVY BLUE
CMYK 100 / 90 / 0 / 60
PANTONE 655 C and 282 U
| 50% | 60% | 70% | 80% |

PURPLE
CMYK 67 / 96 / 0 / 0
PANTONE 2587 C and 2587 U
| 50% | 60% | 70% | 80% |

RED
CMYK 0 / 86 / 65 / 0
PANTONE 1785 C and U
| 50% | 60% | 70% | 80% |

ORANGE
CMYK 0 / 65 / 86 / 0
PANTONE 1505 C and U
| 50% | 60% | 70% | 80% |

PINK
CMYK 0 / 35 / 26 / 0
PANTONE 489 C and U
| 50% | 60% | 70% | 80% |

YELLOW
CMYK 0 / 19 / 84 / 0
PANTONE 116 C and 114 U
| 50% | 60% | 70% | 80% |

BRIGHT GREEN
CMYK 69 / 0 / 66 / 0
PANTONE 3385 C and 353 U
| 50% | 60% | 70% | 80% |

GREEN
CMYK 89 / 5 / 100 / 17
PANTONE 355 C and U
| 50% | 60% | 70% | 80% |

GREY
CMYK 0 / 0 / 0 / 20
PANTONE Cool Gray 1 C and U
| 50% | 60% | 70% | 80% |

TYPOGRAPHY

Our corporate font is Neo Sans Pro. It is used in all communication and marketing material produced in professional design programmes, i.e. Adobe Creative Cloud.

Recommended use:
– We mainly use Neo Sans Pro weights Bold, Medium, Regular and Light.
Less used are Ultra and Black. Italic is used for either captions or highlighted texts.
Also see examples presented in slides below.

Our secondary typeface, Arial, is used in Microsoft Office (Word and Powerpoint).

TYPOGRAPHIC STYLES

In the templates, you will find that SOME typographic styles are pre-defined in the 'paragraph styles' menu. Kindly use these. Those that are not already defined you can defi-ne more freely - according to your text length, the message you want to come across with and of course your layout.

Please see these pages as inspiration.

If you should have any questions, feel free to contact us for further details / information.

Webiste:
www.designguide.dtu.dk

E-mail:
design@dtu.dk

The primary font

AbC
Neo Sans Pro, Ultra

AbC
Neo Sans Pro, Ultra Italic

AbC
Neo Sans Pro, Black

AbC
Neo Sans Pro, Black Italic

AbC
Neo Sans Pro, Bold

AbC
Neo Sans Pro, Bold Italic

AbC
Neo Sans Pro, Medium

AbC
Neo Sans Pro, Medium Italic

AbC
Neo Sans Pro, Regular

AbC
Neo Sans Pro, Italic

AbC
Neo Sans Pro, Light

AbC
Neo Sans Pro, Light Ultra

The secondary font

AbC
Arial, Black

AbC
Arial, Bold

AbC
Arial, Bold Italic

AbC
Arial, Regular

AbC
Arial, Italic

DTU

DTU Institutnavn
Institutnavn

10mm

10mm

10mm

10mm

5mm

61,5 mm

61,5 mm

DTU Department:
Font: Neo Sans Pro Medium
Size/leading: 9/11,75 pt.
Upper & lower case
Aligned left (longest line ranges right with grid)

DTU Department:
Font: Neo Sans Pro Medium
Size/leading: 9/11,75 pt.
Upper & lower case
Aligned left (longest line ranges right with grid)

LACEA VERUM EARIT DE

Overskrift skrives her

15mm

Opening text:
Font: Neo Sans Pro Regular
Size/leading: 15/16 pt.
Upper case
Aligned right

Headline, u+lc:
Font: Neo Sans Pro Medium
Size/leading: 56/56 pt.
Upper & lower case
Aligned right

DTU

Body text bold:
Font: Neo Sans Pro Bold
Size/leading: 8,5 / 14 pt.
Upper & lower case
Aligned left

Body text:
Font: Neo Sans Pro Regular
Size/leading: 8,5 / 14 pt.
Upper & lower case
Aligned left

DTU
Anker Engelunds Vej 1
Bygning 101A
2800 Kgs. Lyngby

www.dtu.dk