

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 common 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 define 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

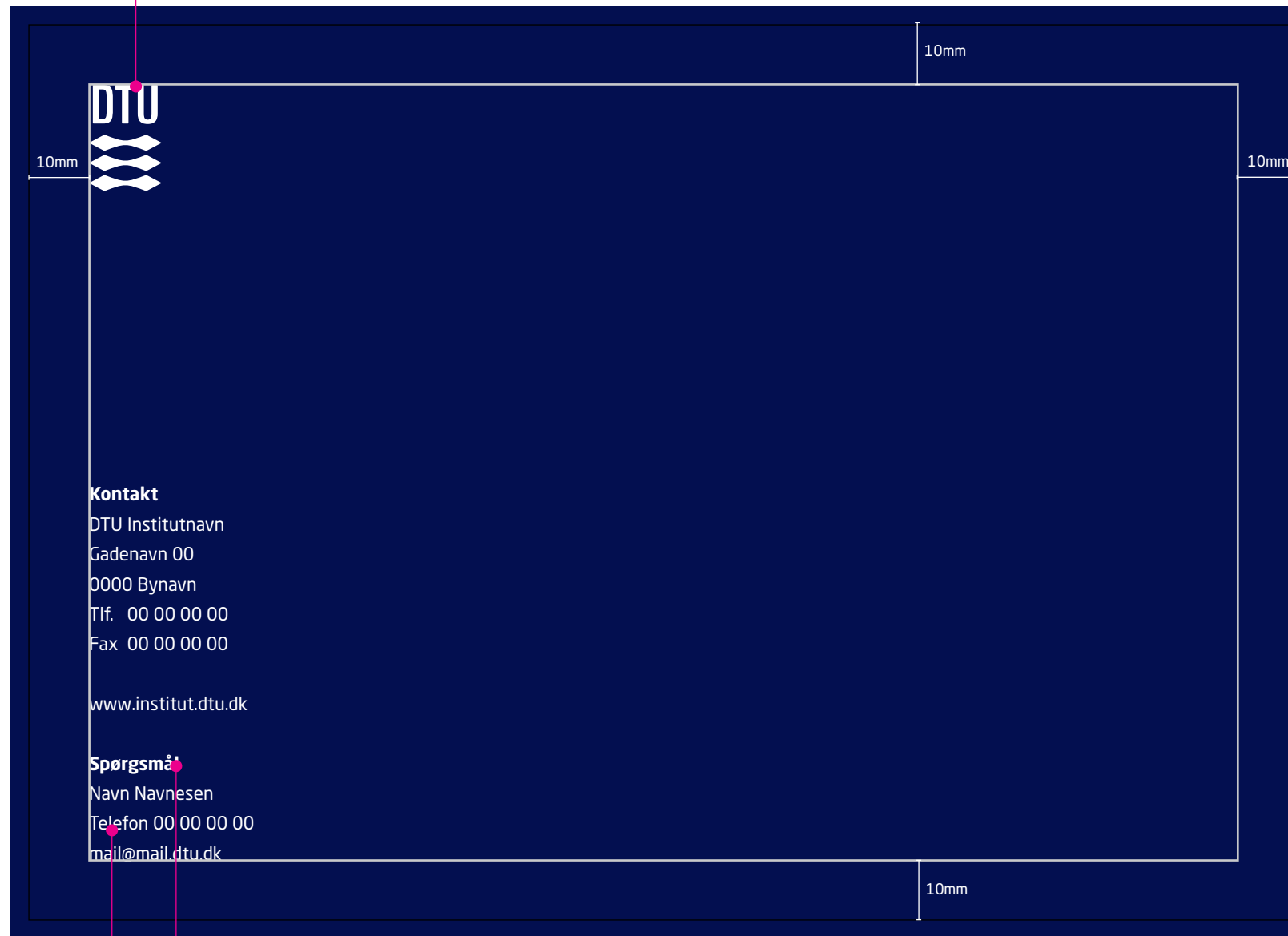
AbC
 Arial, Bold Italic

AbC
 Arial, Regular

AbC
 Arial, Italic

DTU Logo:
Height: 18 mm

OUTSIDE pages



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

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

DTU Logo:
Height: 18 mm



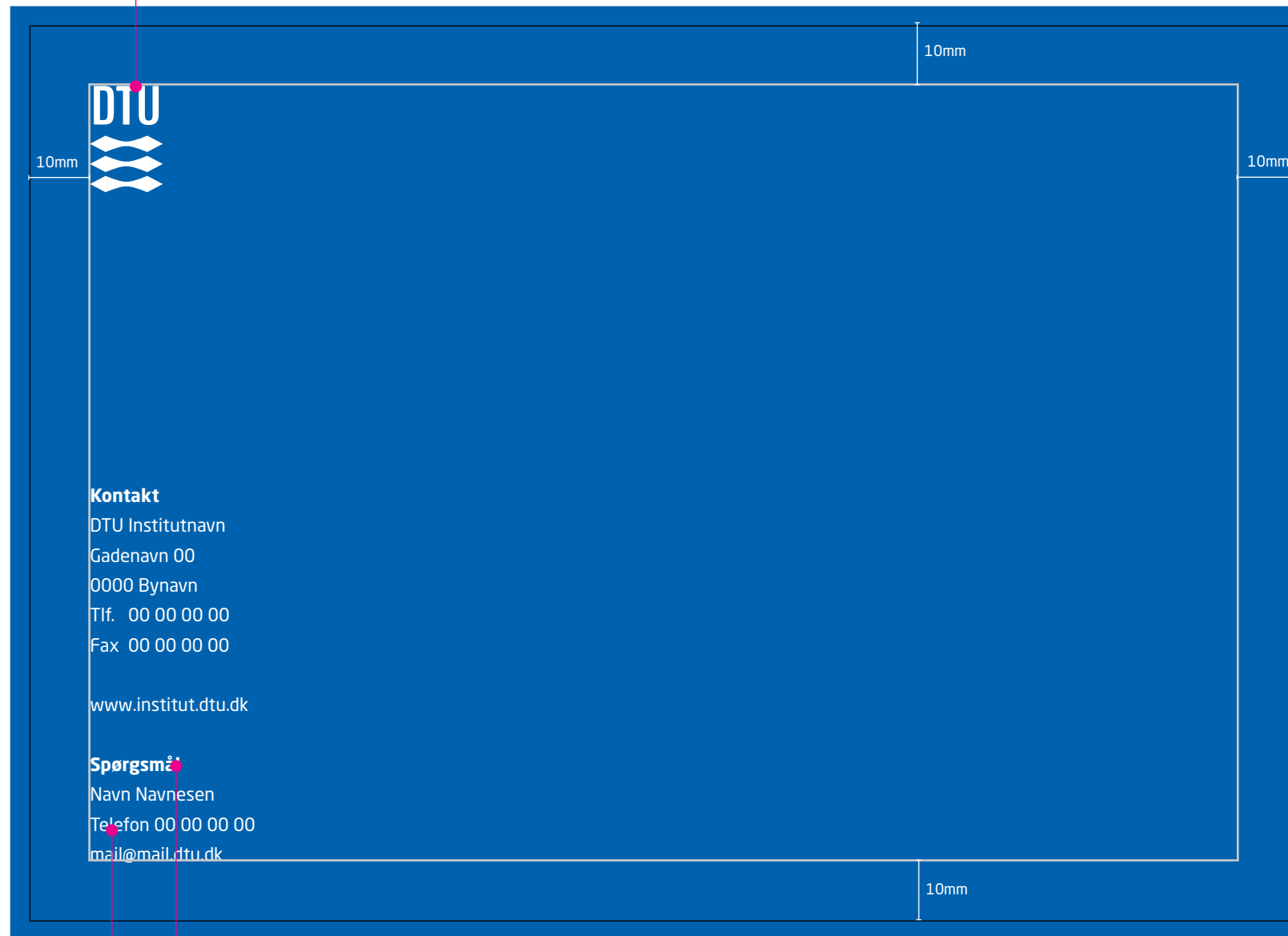
Department:
Font: Neo Sans Pro Regular
Size/leading: 9 / 11,75 pt.
Upper & lower case
Aligned left (longest line ranges with grid)

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

Headline:
Font: Neo Sans Pro Medium
Size/leading: 42 / 39 pt.
All caps
Aligned right

DTU Logo:
Height: 18 mm

OUTSIDE pages



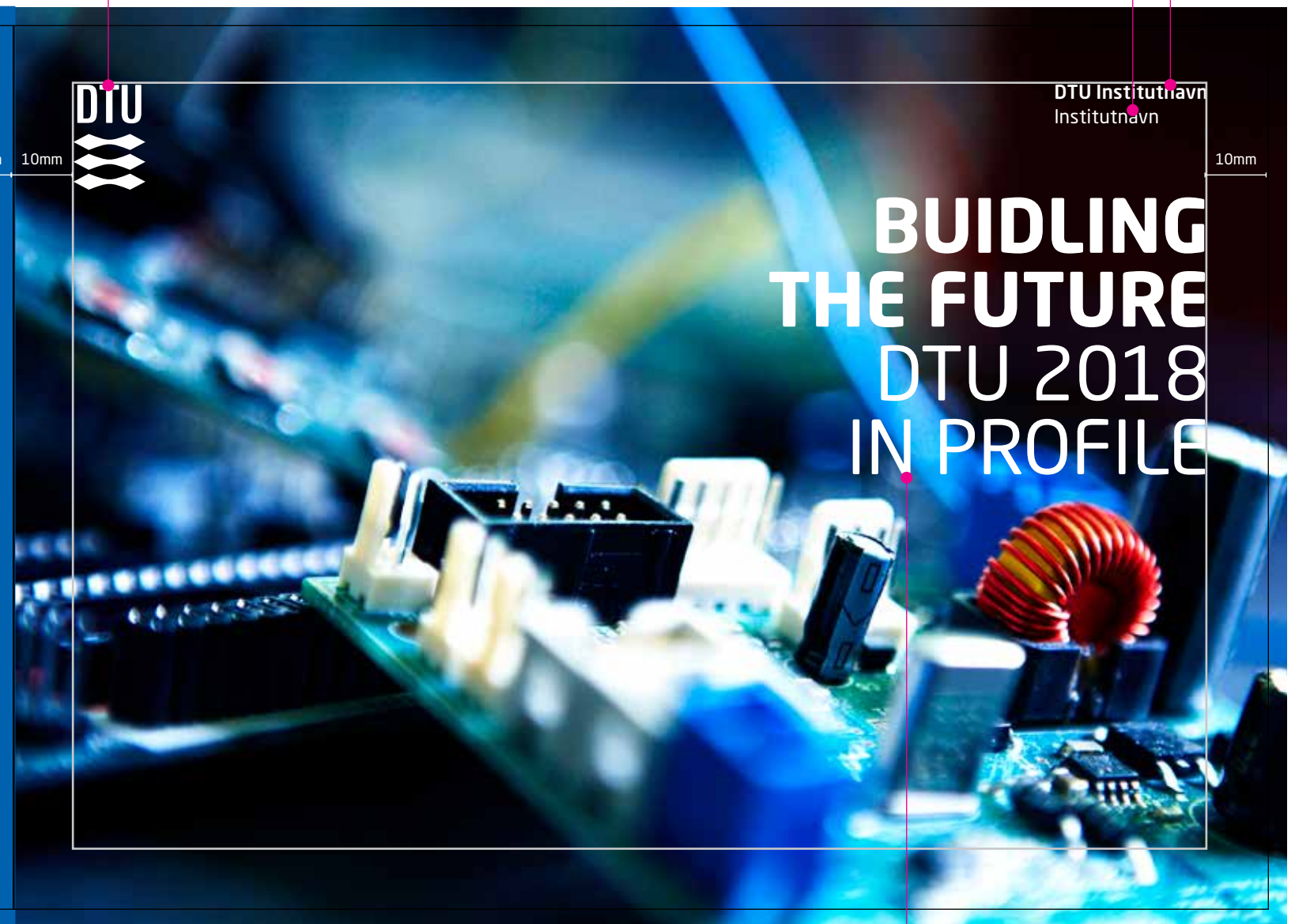
Bodytext:
Font: Neo Sans Pro Regular
Size/leading: 8,5 / 14 pt.
Upper & lower case
Aligned left

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

DTU Logo:
Height: 18 mm

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



Headline:
Font: Neo Sans Pro Medium / Regular
Size/leading: 35 / 35 pt.
All caps
Aligned right

DTU Logo:
Height: 18 mm

OUTSIDE pages



10mm

Kontakt
 DTU Institutnavn
 Gadenavn 00
 0000 Bynavn
 Tlf. 00 00 00 00
 Fax 00 00 00 00

www.institut.dtu.dk


Spørgsmål
 Navn Navnesen
 Telefon 00 00 00 00
 mail@mail.dtu.dk

10mm

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


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

DTU Logo:
Height: 18 mm



10mm

DTU Institutnavn
 Institutnavn



**NEO SANS
 PRO MEDIUM**

10mm

Headline:
Font: Neo Sans Pro Medium
Size/leading: 80 / 85 pt.
All caps
Aligned left

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