

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.

Website:
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

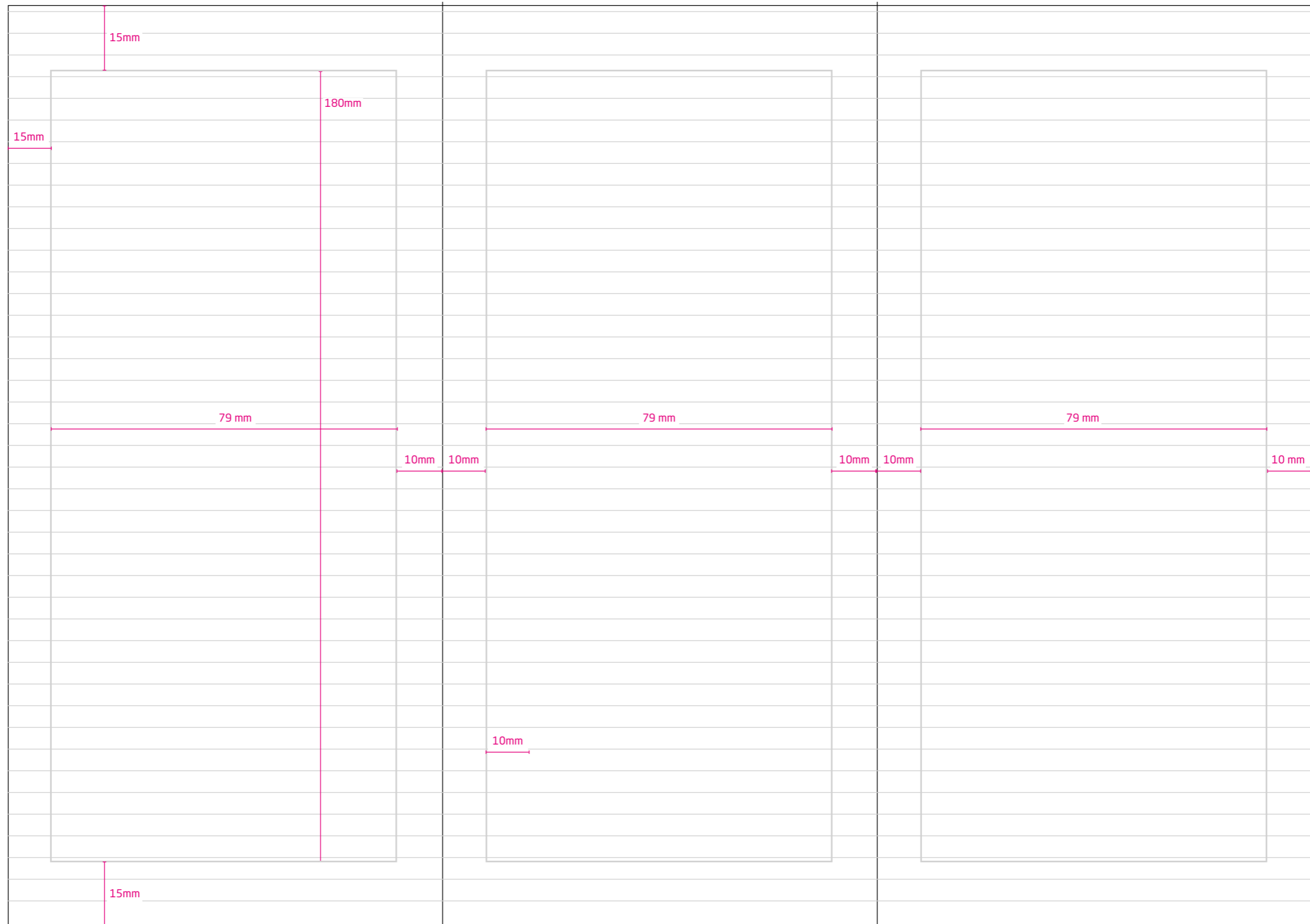
AbC
 Arial, Bold

AbC
 Arial, Bold Italic

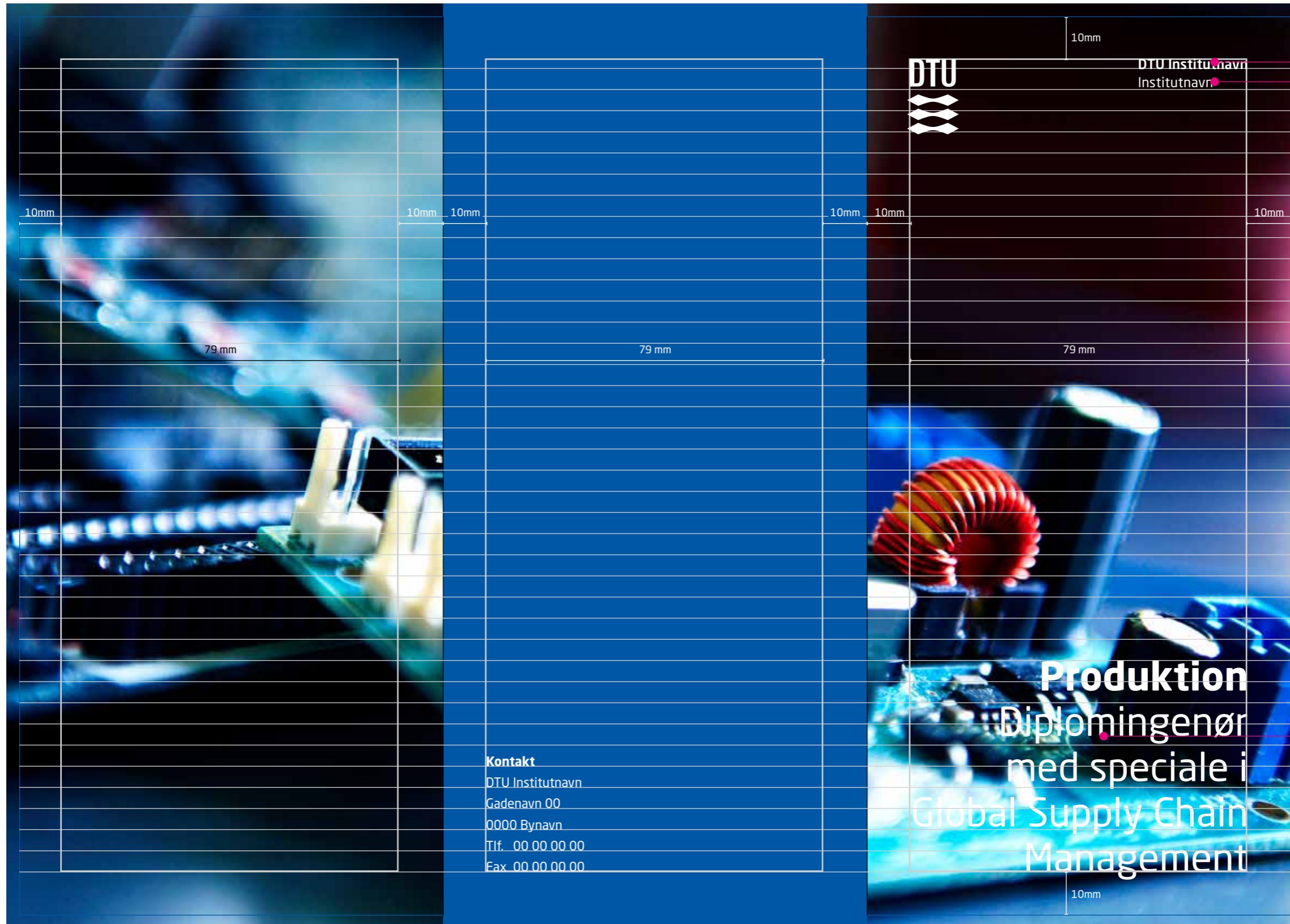
AbC
 Arial, Regular

AbC
 Arial, Italic

A-Master is for the OUTSIDE of the M65 format - see B-Master for INSIDE



A-Master is for the OUTSIDE of the M65 format - see B-Master for INSIDE



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

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

Headline:
Font: Neo Sans Pro Bold/Regular
Size/leading: 26/30pt.
Upper & lower case
Aligned left

A-Master is for the OUTSIDE of the M65 format - see B-Master for INSIDE



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

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

Body text bold: Neo Sans Pro Bold 8,5/14pt

Body text: Neo Sans Pro Regular 10/14pt. Guo ex es rem que reium et incia dolore reperrumqui duntur si di vellu- pibebris vololibus eiur, quo tem sit alicil iduci rerrovidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit aut harum lautatus rempersped ut aspelliquiae. Andam sento eatum, is del externam faccum fugitaquide non nestio officil ma quibus, omnis eicipsa conecae nonsequist ipsundendis eturibusci necuptus, tem que corepero ma cus quid ulli boresto tem niatend iandae audanis saniae idere- cae elita sum corum, to cum velita et, sum con est, ommodit laut parchiten. Di corrupti untorem eume quia sanditatisi re suntur apiet ut doluptatas eium nonsenis aciis et odic te lant, qui dolupta tibusam, sam ipsuntionet eum nimet int, quat harumque porem ipsum quat earibus daessum ipist aut alicatur alis eum quistiatur aut.

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Kontakt

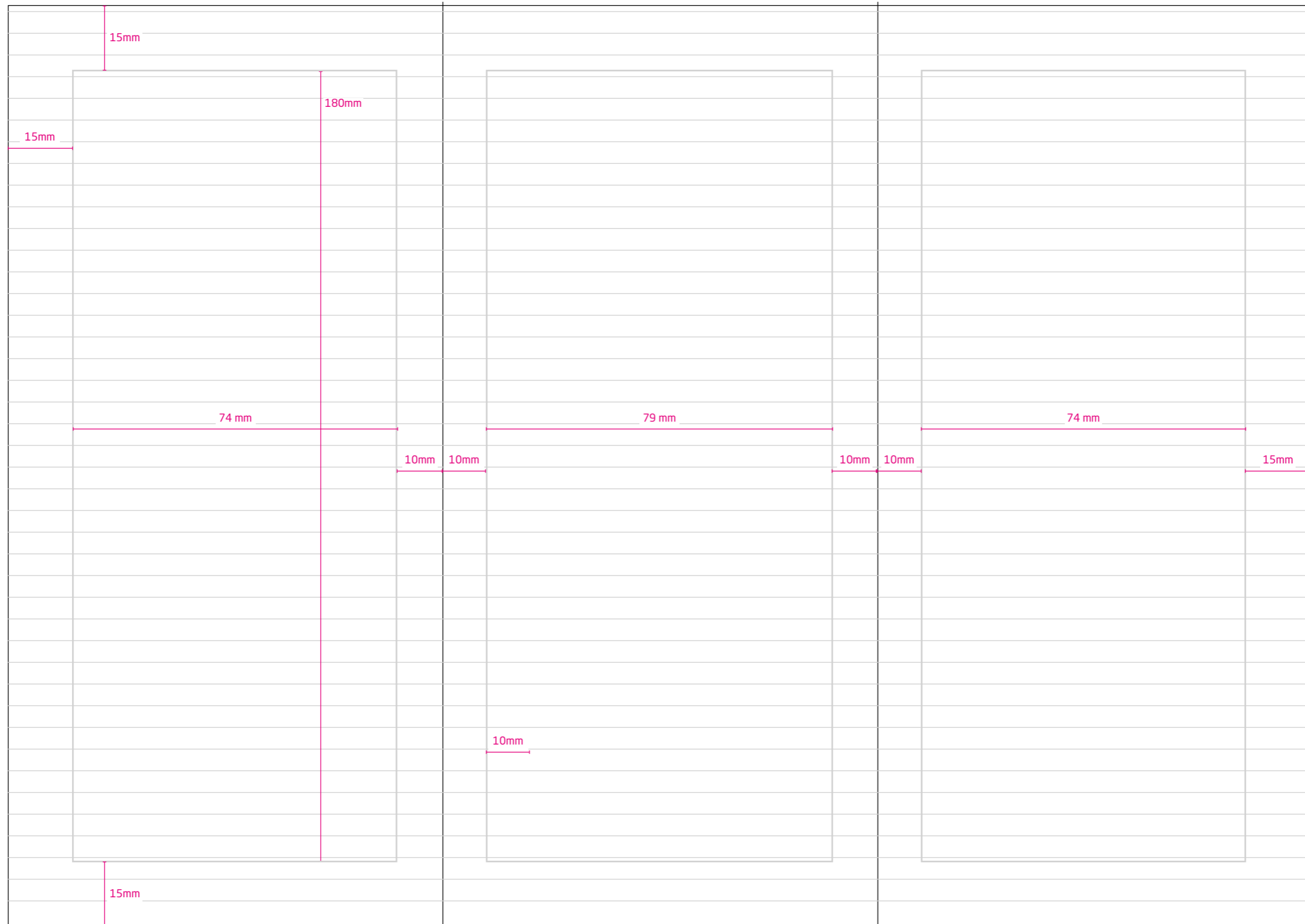
DTU Institutnavn
Gadenavn 00
0000 Bynavn
Tlf. 00 00 00 00
Fax 00 00 00 00

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

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

Headline:
Font: Neo Sans Pro Bold/Regular
Size/leading: 40/40pt.
Upper & lower case
Aligned left

B-Master is for the INSIDE of the M65 format - see A-Master for OUTSIDE



Headline:
Font: Neo Sans Pro Regular
Size/leading: 24/28 pt.
Upper & lower case
Aligned left

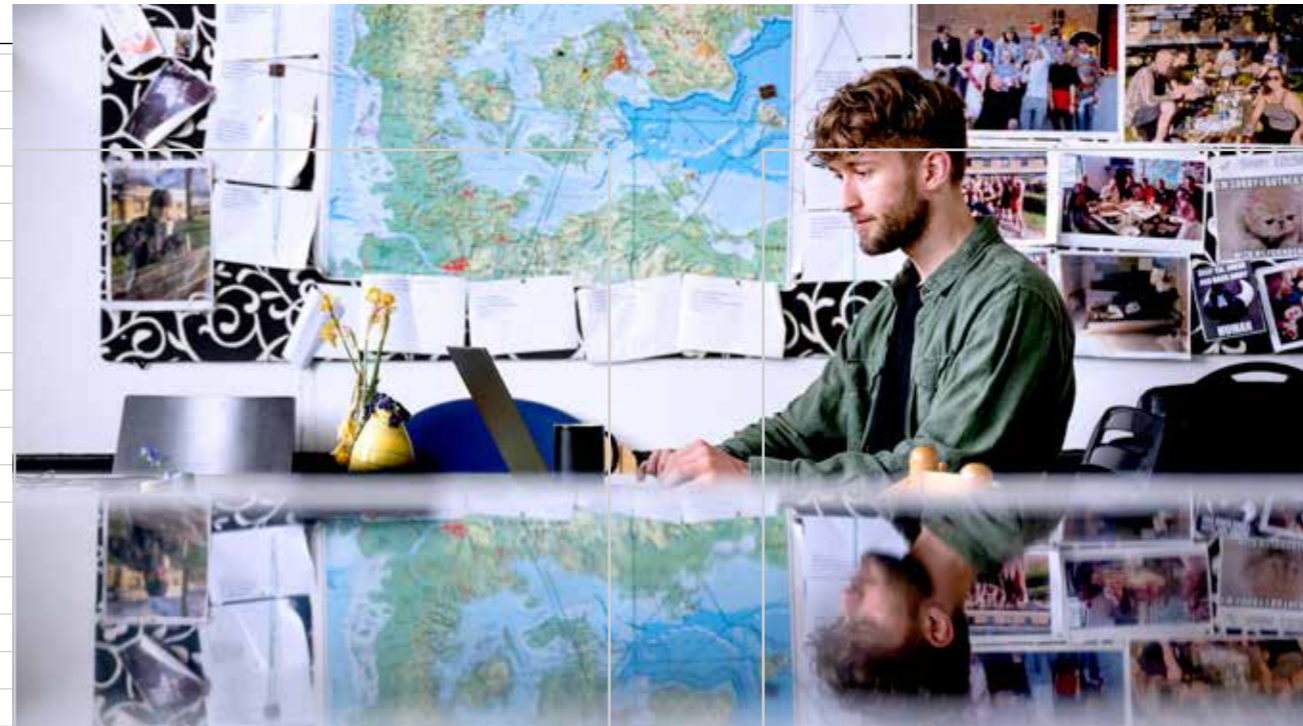
Headline Neo Sans Pro Reg. 24/28pt.

Intro:
Font: Neo Sans Pro Regular
Size/leading: 18/21 pt.
Upper & lower case
Aligned left
(last line sits on grid)

Intro: Neo Sans Pro Regular 18/21pt. veru taquo omnibus, quis ex excest, sunt electibea comnihitam, vernatem.

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

Body text bold: Neo Sans Pro Bold 8,5/14pt
Quo ex es rem que reium et incia dolore reperrumqui duntur si di vellupidebis valoribus eiur, quo tem sit alicil iduci rerrovidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit aut harum lautatus rempersped ut aspeliqviae. Andam sento eatum, is del exernam faccum fugitaquide non nestio officil ma quibus, omnis eicipsa conecae nonsequist ipsundendis. Body text: Neo Sans Pro Regular 8,5/14pt. dolore reperrumqui duntur si di vellupidebis valoribus eiur, quo tem sit alicil iduci rerrovidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit



Bodytext: Neo Sans Pro Regular 8,5/14pt. De latia dole ceptas dolore est acceptur moluptatia excepra tium que nus ut aceruptatur sime qui voluptae magnim a non elaut aci voluptatium eaquae et eatem excerore lia alique nusam sit autestem rest quidelest ea prem et autem vel moles reror rehenim agnistem ellesed utate.

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Body text: Neo Sans Pro Regular 8,5/14pt. dolore reperrumqui duntur si di vellupidebis valoribus eiur.

Caption:
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Size/leading: 6/9 pt.
Upper & lower case
Aligned left

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

Quote:
Font: Neo Sans Pro Regular
Size/leading: 11/14 pt.
Upper & lower case
Aligned left

15mm

Intro: Neo Sans Pro Regular 18/21 pt. veruptaquo omnibus, quis ex exest, sunt dessimin electibea, ut eumet vernatem.

15mm

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74mm

10mm

15mm

Intro:
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Size/leading: 18/21 pt.
Upper & lower case
Aligned left
(last line sits on grid)

Headline:
Font: Neo Sans Pro Bold/Regular
Size/leading: 24/28 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

Bodytext: Neo Sans Pro Regular 8,5/14pt. De latia dole ceptas dolore est acceptur moluptatia excepra tium que nus ut aceruptatur sime qui voluptae magnim a non elaut aci voluptatum eaque et eatem excerore lia alique nusam sit autestem rest quidelest ea prem et autem vel moles reror rehenim agnistem ellesed utate.

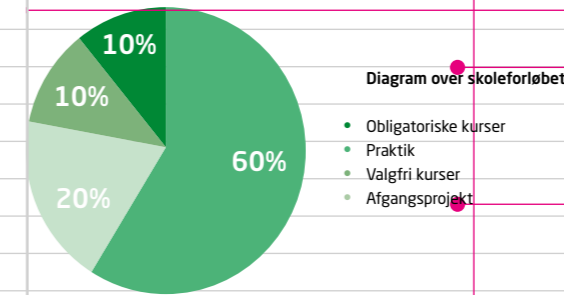
Body text bold: Neo Sans Pro Bold 8,5/14pt
Quo ex es rem que reium et incia dolore reperrumqui duntur si di vellupidebis valoribus eiur, quo tem sit alicil iduci rerrovidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit aut harum lautatus repersped ut aspeliquiae. Andam sento eatum, is del exernam faccum fugitaquide non nestio officil ma quibus, omnis eicipsa conecae nonsequist ipsundendis. Body text: Neo Sans Pro Regular 8,5/14pt. dolore reperumqui duntur si di vellupidebis valoribus eiur, quo tem sit alicil iduci rerrovidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit aut harum lautatus repersped ut aspeliquiae. Andam sento eatum, is del exernam faccum fugitaquide non nestio officil ma quibus, omnis eicipsa conecae nonsequist ipsundendis eturibusci necuptus, tem que corepero. De latia dole

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Body text: Neo Sans Pro Regular 8,5/14pt. dolore reperumqui duntur si di vellupidebis valoribus eiur, quo tem sit



Image should - where possible - be aligned with top of x-height (see dotted line)



alicil iduci rerrovidunt aliquas re soluptatum, sustiat maio berum quiaspi moluptatia. Et as conest arcium, sit, se platiam, del exernam faccum fugitaquide non nestio officil ma quibus, omnis eicipsa conecae nonsequist ipsundendis eturibusci necuptus, tem que corepero.

Body text bold: Neo Sans Pro Bold 8,5/14pt.
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Caption: Neo Sans Pro Regular 6/9pt. Excest, sunt dessimin electibea connihitam, ut eumet vernatem voluptas incitem rate nos volupt turis con escium quam fugit utem quoditi excest, sunt dessimin aselectibea connihi tameumet vernatem voluptas incitem.

Caption Bold:
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Size/leading: 6/9 pt.
Upper & lower case
Aligned left

Caption:
Font: Neo Sans Pro Regular
Size/leading: 6/9 pt.
Upper & lower case
Aligned left

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

Intro:
Font: Neo Sans Pro Regular
Size/leading: 18/21 pt.
Upper & lower case
Aligned left
(last line sits on grid)

Intro: Neo Sans Pro Regular 18/21 pt. veruptaquo omnibus, quis ex excest, deessimin comnihilam, ut eumet vernatem.

Headline:
Font: Neo Sans Pro Bold/Regular
Size/leading: 24/28 pt.
Upper & lower case
Aligned left

Neo Sans Pro Bold 24/28pt. Headline in two lines over two columns

Bodytext: Neo Sans Pro Regular 8,5/14pt. De latia dole ceptas dolore est acceptur moluptatia excepra tium que nus ut aceruptatur sime qui voluptae magnim a non elaut aci voluptatium eaquae et eatem excerore lia alique nusam sit autestem rest quidelest ea prem et autem vel moles reror rehenim agnistem ellesed utate.

bus, omnis eicipsa conecae nonsequist ipsundendis. Body text: Neo Sans Pro Regular 8,5/14pt. reperrumqui duntur si di vellupidebis valoribus eiur, quo tem sit alicil iduci reror-

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

Body text bold: Neo Sans Pro Bold 8,5/14pt

Quo ex es rem que reium et incia dolore reperrumqui duntur si di vellupidebis valoribus eiur, quo tem sit alicil iduci rerrovidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit aut harum lautatus rempersped ut aspeliquiae. Andam sento eatum, is del exernam faccum fugitaquide non nestio officil ma qui-

10mm **“Lorem ipsum dolor sit amet. Citat excepra tium que nus omnis ut aceruptatur sime voluptae bus magnin a non ellaut.”**

vidunt aliquas re conest arcium, sit, se platiam, nonserio con pa alia saped explit aut harum lautatus rempersped ut aspeliquiae. Andam sento eatum, is del exernam faccum fugitaquide non nestio officil ma quibus, omnis eicipsa conecae nonsequist ipsundendis eturibusci necuptus, tem que corepero. De latia dole ceptas dolore est acceptur moluptatia excepra tium que nus ut aceruptatur sime qui voluptae magnim a non ellaut. Aci voluptatium eaquae et eatem excerore lia alique nusam sit autestem rest quidelest ea prem et autem vel moles reror rehenim agnistem ellesed utate. Quo ex es rem que reium et incia dolore reperrumqui duntur si di vellupidebis valoribus eiur, quo tem nonserio con pa alia sit alicil iduci rerrovidunt aliquas re conest arcium. Sit alicil iduci rerrovidunt aliquas re conest arcium, se platiam, rempersped

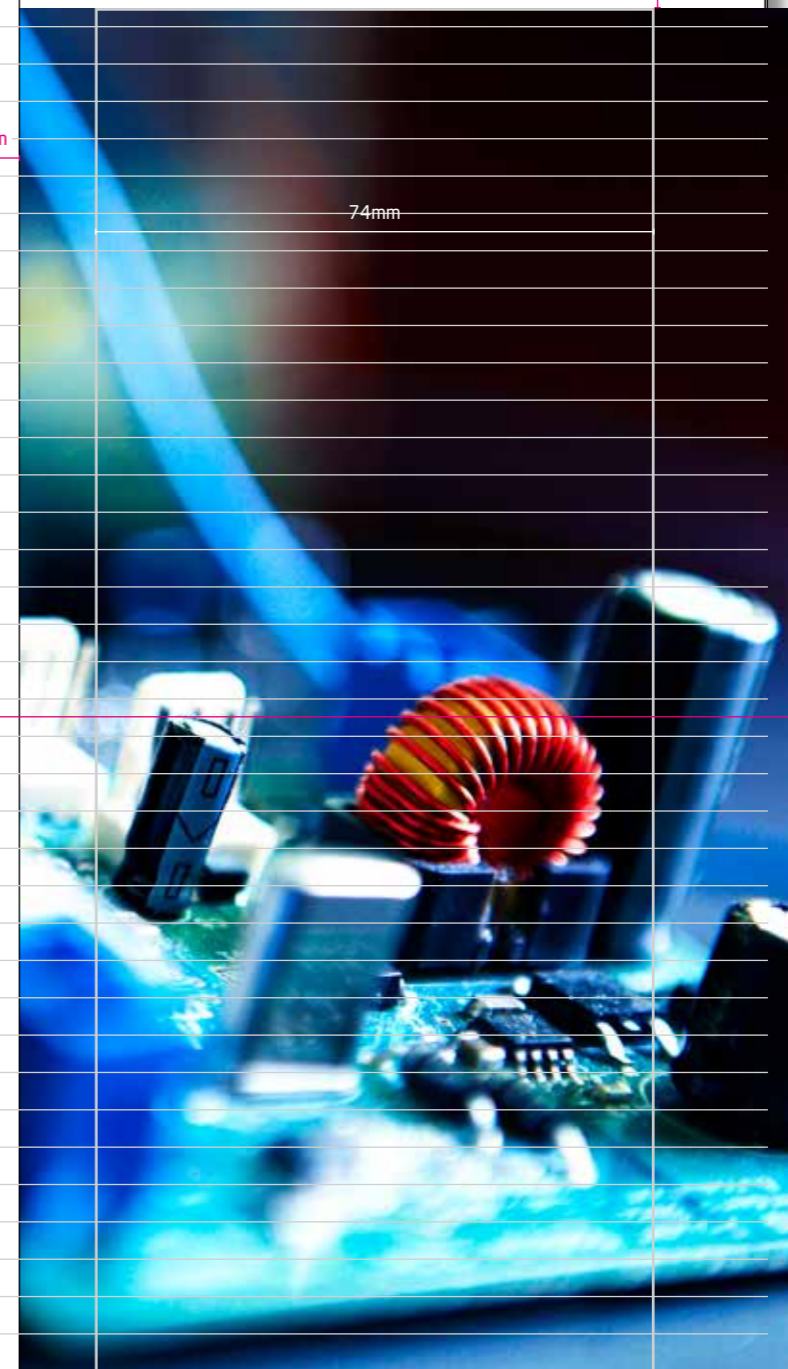


Image should - where possible - be aligned with top of x-height (see dotted line)

Quote:
Font: Neo Sans Pro Regular
Size/leading: 11/14 pt.
Upper & lower case
Aligned left