



# DESIGN GUIDE



UPDATED IDENTITY

**USE OF LOGO  
EXTENSION OF COLOUR PALETTE  
ILLUSTRATION STYLE  
TYPOGRAPHY AND STYLE  
PICTURE STYLE  
EXECUTION CONCEPT**

CONTENT

**LOGO  
COLOURS  
ILLUSTRATIONS  
TYPOGRAPHY  
PICTURE STYLE  
EXECUTION**

## LOGO

Use of DEKO logo in positive,  
negative and monocolour.



CONTENT

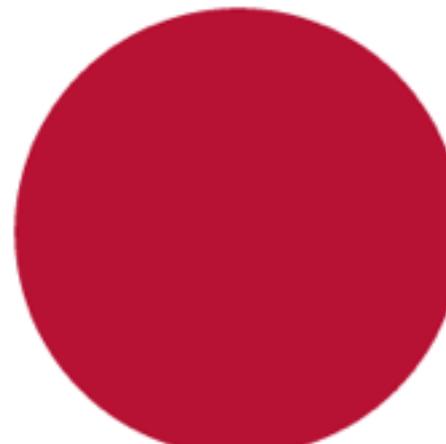
**LOGO  
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# COLOURS

## INTRODUCTION OF NEW COLOURS

The new colour palette consists of the basic colours from DEKO's existing identity, and a introduction of a new colour range with petroleum, mint, copper and sand.

### PRIMARY COLOURS



Bourdoux  
Pantone 200  
CMYK: 0, 100, 65, 15  
RGB: 183, 18, 52

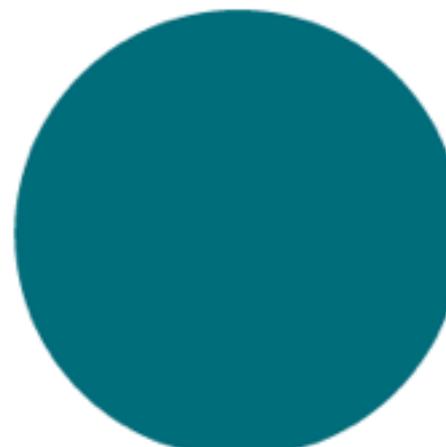


Sort  
Pantone Black 6  
CMYK: 100, 79, 44, 93  
RGB: 17, 17, 17

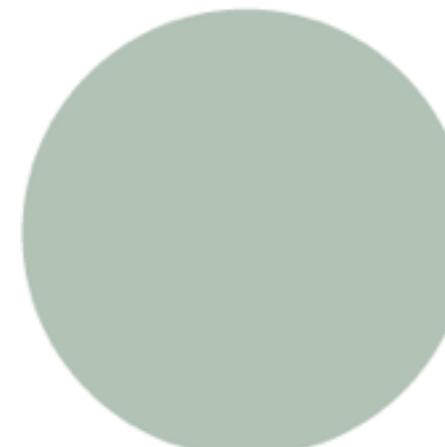


Hvid  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

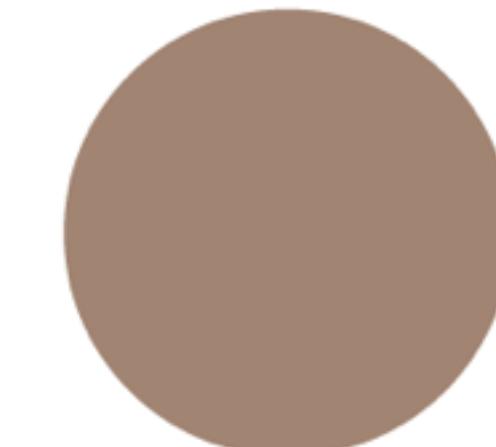
### SECONDARY COLOURS



Petroleum  
Pantone 5473  
CMYK: 86, 20, 32, 53  
RGB: 0, 109, 123



Mint  
Pantone 5507  
CMYK: 28, 5, 16, 18  
RGB: 178, 194, 181



Copper  
Pantone 7504  
CMYK: 17, 36, 47, 38  
RGB: 161, 132, 114



Sand  
Pantone Warm Gray 1  
CMYK: 3, 3, 6, 7  
RGB: 245, 245, 241

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## ILLUSTRATIONSSTIL

The illustration style is a reference to architectural/technical drawings with high level of details, that go into the making of a DEKO product.



DEKO GV

A minimum of 39 dB sound insulation\*

**DEKO GV DOUBLE GLAZED PARTITION WITH HIGH SOUND REDUCTION**

DOUBLE GLAZED LINING  
THE UNICODE INSURES EXTRA SOUND INSULATION ON BOTH 4 & 6 MM GLASS

All our glass walls are tested to withstand a minimum of 39 dB sound insulation. It is proven that daylight has a considerable effect on general well-being and job satisfaction, and that unacceptable levels of noise in the working environment disturb concentration.

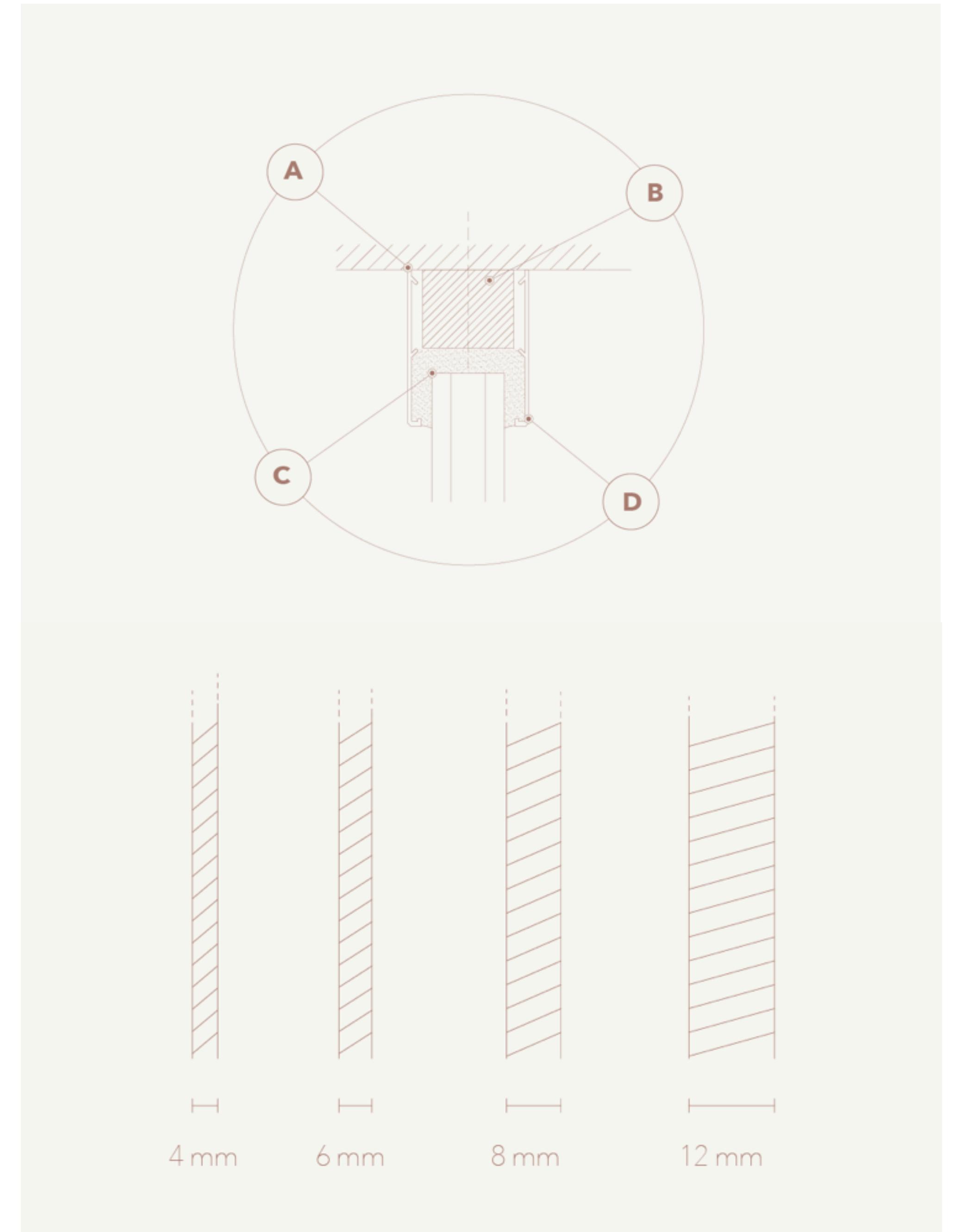
DEKO GV is a perfect solution when effective sound reduction is required while maintaining a light and elegant interior.

DEKO GV is based on a contemporary design, so it harmonises with many types of interiors including traditional office buildings, schools, public buildings, and laboratories, as well as modern state of the art buildings.

\* Proven in real life test set ups by Danish Technical University

PAGE // 3

PAGE // 4



CONTENT

**LOGO  
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# PRIMARY TYPOGRAPHY

## AVENIR NEXT

License can be bought for web and graphic production as well for inhouse use. For PowerPoint and Word DEKO use a system font - see slide 12.

Avenir Next can be purchased here: <http://www.fonts.com/font/linotype/avenir-next>

A modern sans serif with a 1234 æøå  
**A modern sans serif with a 1234 æøå**  
**A modern sansserif with a 1234 æøå**

## SEKUNARY TYPOGRAPHY

### TEX GYRE SCHOLAR

Tex Gyre Schola is a free font  
and can be downloaded here:  
[http://www.fontsquirrel.com/  
fonts/TeX-Gyre-Schola](http://www.fontsquirrel.com/fonts/TeX-Gyre-Schola)

For PowerPoint and Word DEKO  
use a system font - see slide 12.

A modern serif with a 1234 æøå  
*A modern serif with a 1234 æøå*  
**A modern serif with a 1234 æøå**  
*A modern serif with a 1234 æøå*

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ΨΩΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧ

## SYSTEM FONTS

### FOR POWERPOINT AND WORD

For use in Word and Powerpoint, which works across borders and operating systems. Both fonts support Greek characters.

ARIAL

— A modern sans serif with a 1234 æøå  
*A modern sans serif with a 1234 æøå*  
**A modern sans serif with a 1234 æøå**  
***A modern sans serif with a 1234 æøå***

TIMES NEW ROMAN

— A modern sans serif with a 1234 æøå  
*A modern sans serif with a 1234 æøå*  
**A modern sans serif with a 1234 æøå**  
***A modern sans serif with a 1234 æøå***

## EXAMPLE OF TYPOGRAPHY #1 - TEX GYRA SCHOLA

The typography is used for headlines that should invoke emotions.

AVENIR NEXT BOLD —

TEX GYRA SCHOLA —  
BOLD

AVENIR NEXT  
REGULAR

**ABOUT US**

**40 years of progressive  
thinking & innovating  
processes, leads to  
great results.**

— Much emphasis has been placed on the design and development of the DEKO door range. Doors make an important statement within an interior, which makes it important that they have good appearance, are of a high quality, and function perfectly

## EXSAMPLE PÅ TYPOGRAPHY #2

### - AVENIR NEXT

The typography is used for product-oriented text that must be sharp and/or sales oriented.

AVENIR NEXT BOLD — **BRANDDØRE**

AVENIR NEXT  
ULTRA LIGHT

AVENIR NEXT  
REGULAR

— DEKO FG SILENT  
FULDGLASVÆGGE

— DEKO er Skandinaviens førende udbyder af flytbare skillevægge og en af Danmarks største tømrer- og snedkervirksomheder, med speciale inden for indvendige kontor- og erhvervs- indretninger samt institutionsbyggeri.

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# ENVIRONMENT

It is essential that the used images are not taken in bad cold, yellowish light and appear empty.

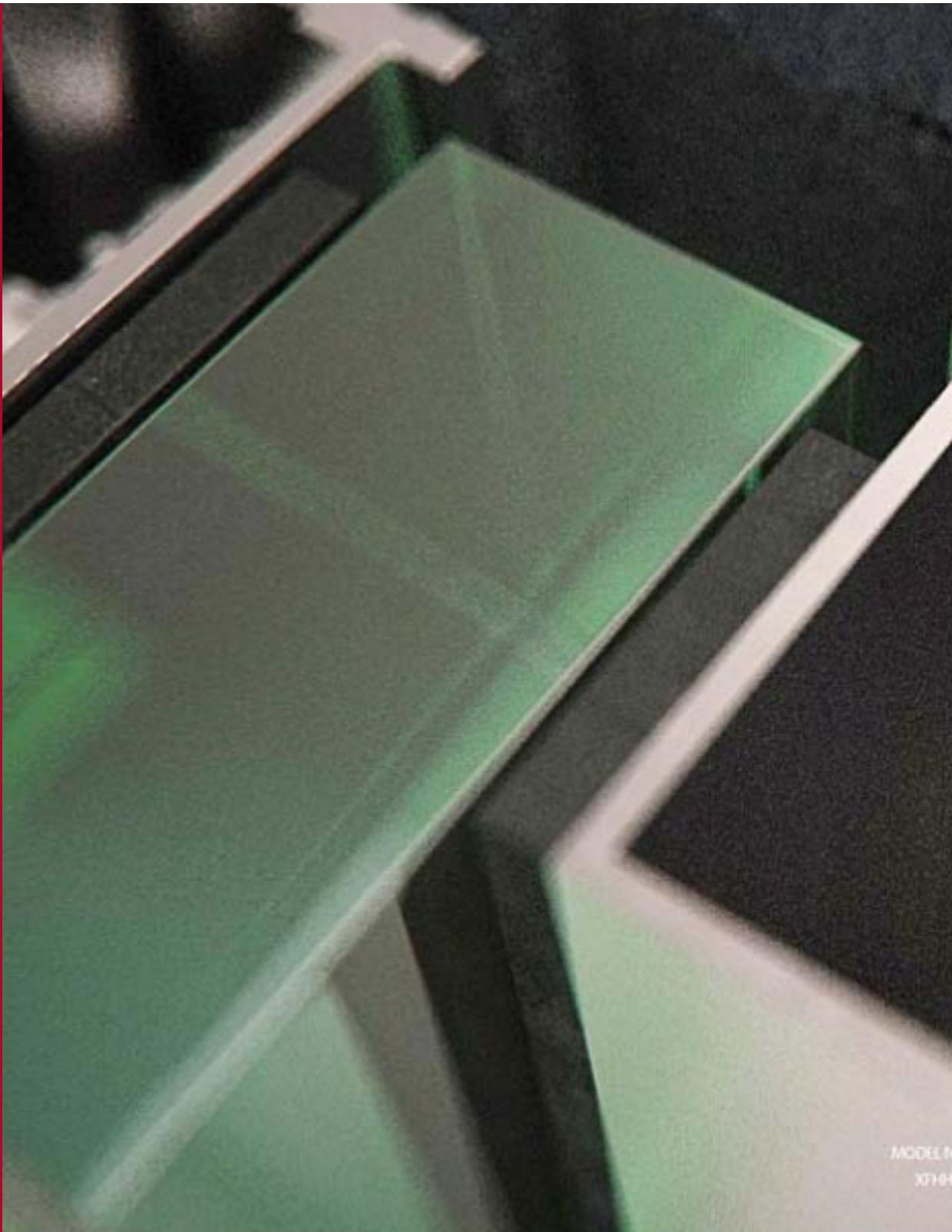
A good practice for a good visual expression is using contrasts in the images, crooked angles and the mix of life, character, warmth and soul.

Examples on useful pictures.



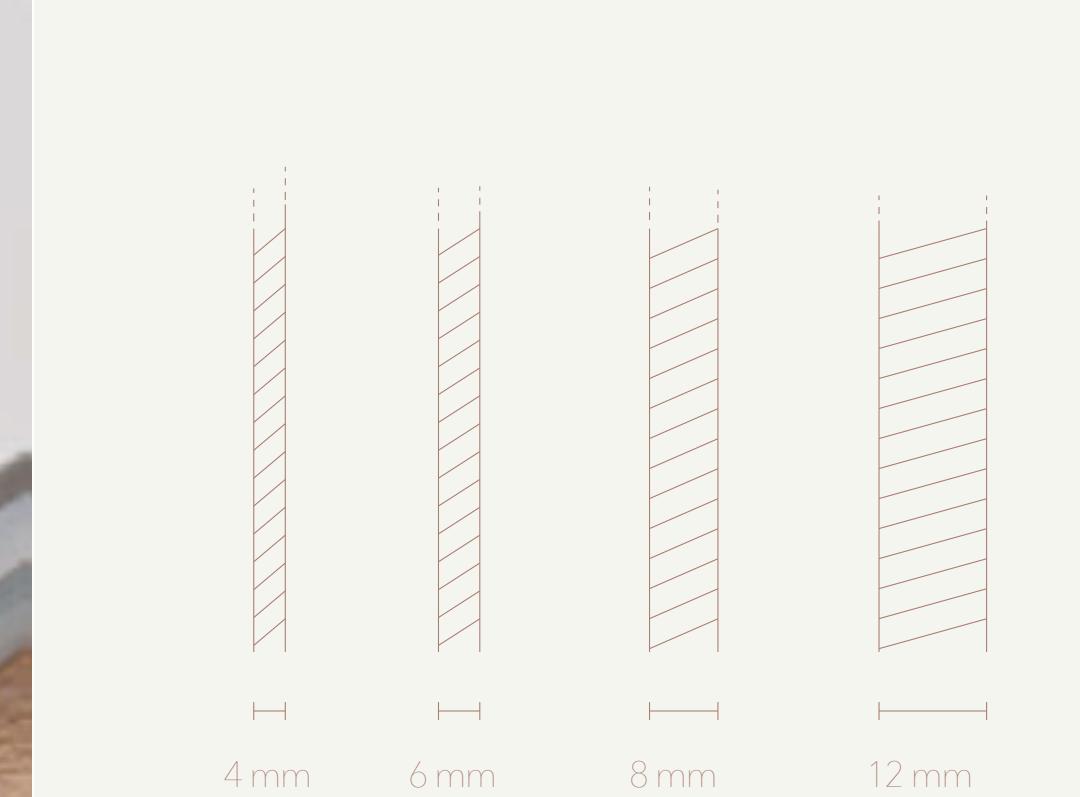
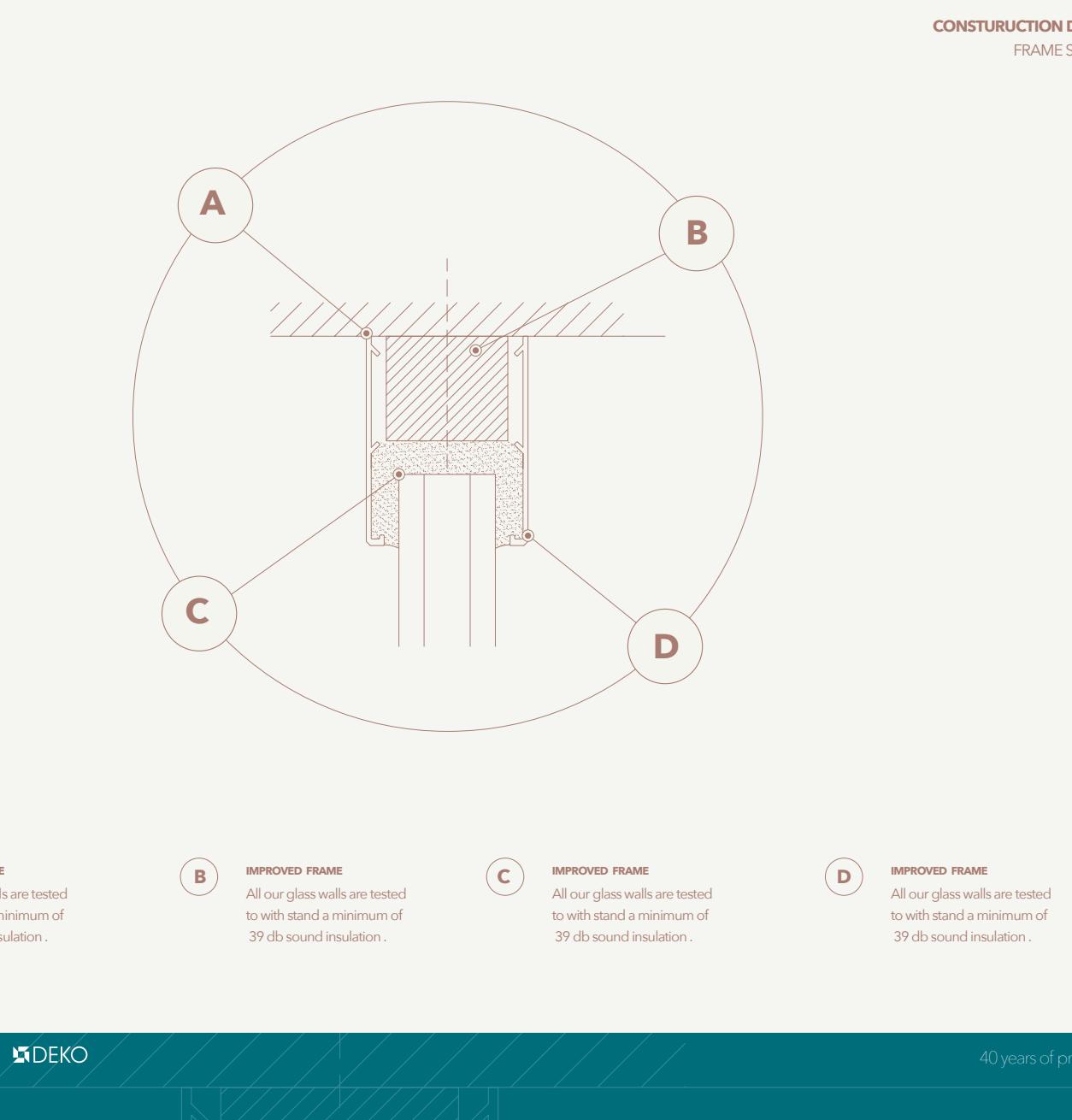
## 3D RENDERING

To support the high level of details and the craftsmanship of the products, we display 3D renderings along with the technical drawings.



CONTENT

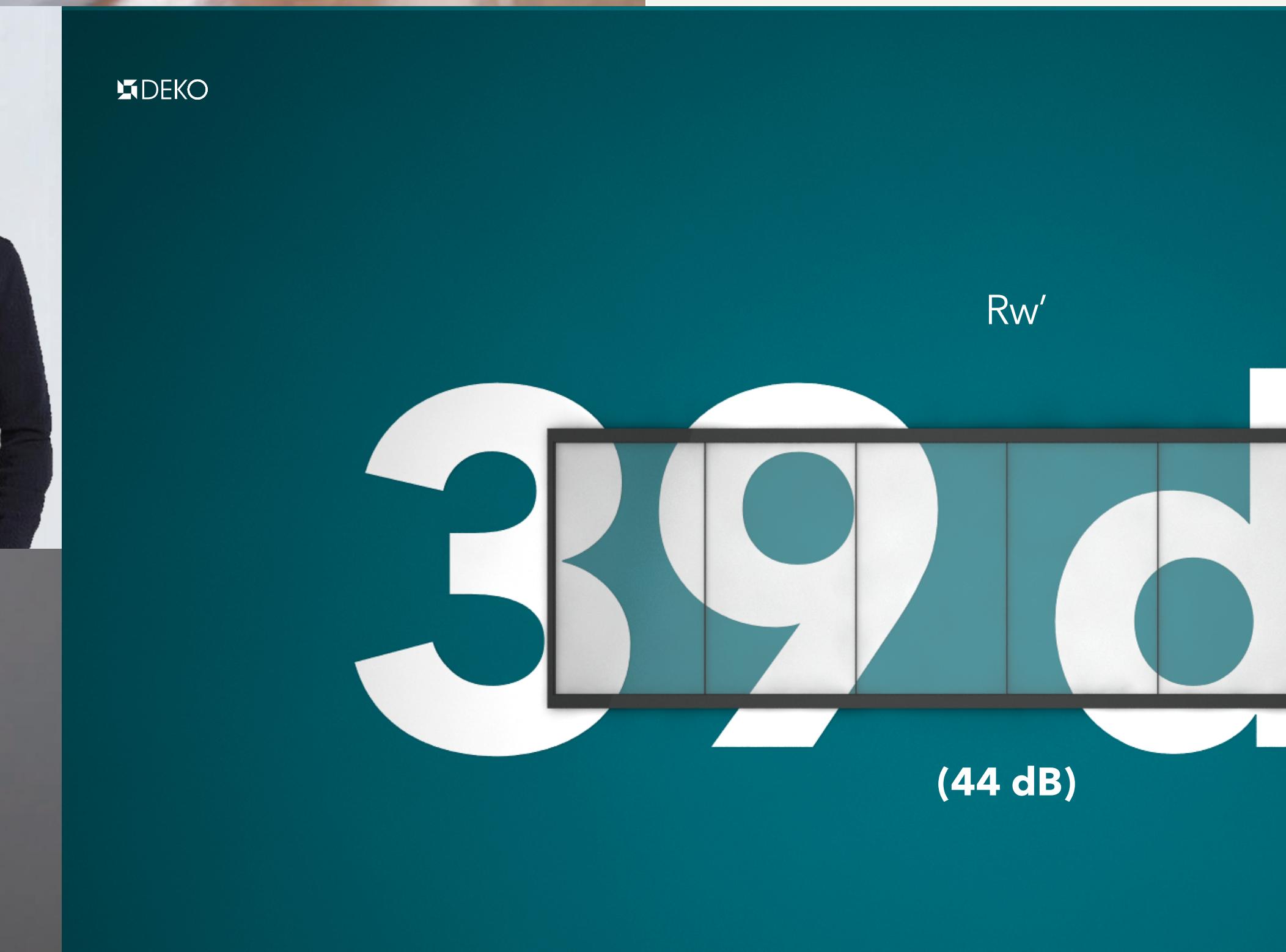
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**GLAZED SOLUTIONS  
TO MEET ALL REQUIREMENTS**

The glass in DEKO GV partitions is chosen with reference to the safety, sound and fire requirements of the partition required. 4 to 12 mm thick glass can be incorporated according to specific requirements.

DEKO GV double glazed partitions are provided with 4 and 6 mm clear toughened safety glass or with float glass if safety glass is not required.



**ABOUT US**

**40 years of progressive thinking and innovating processes, leads to great results.**

**OUR MISSION****CUSTOMISABLE FRAME OPTIONS**

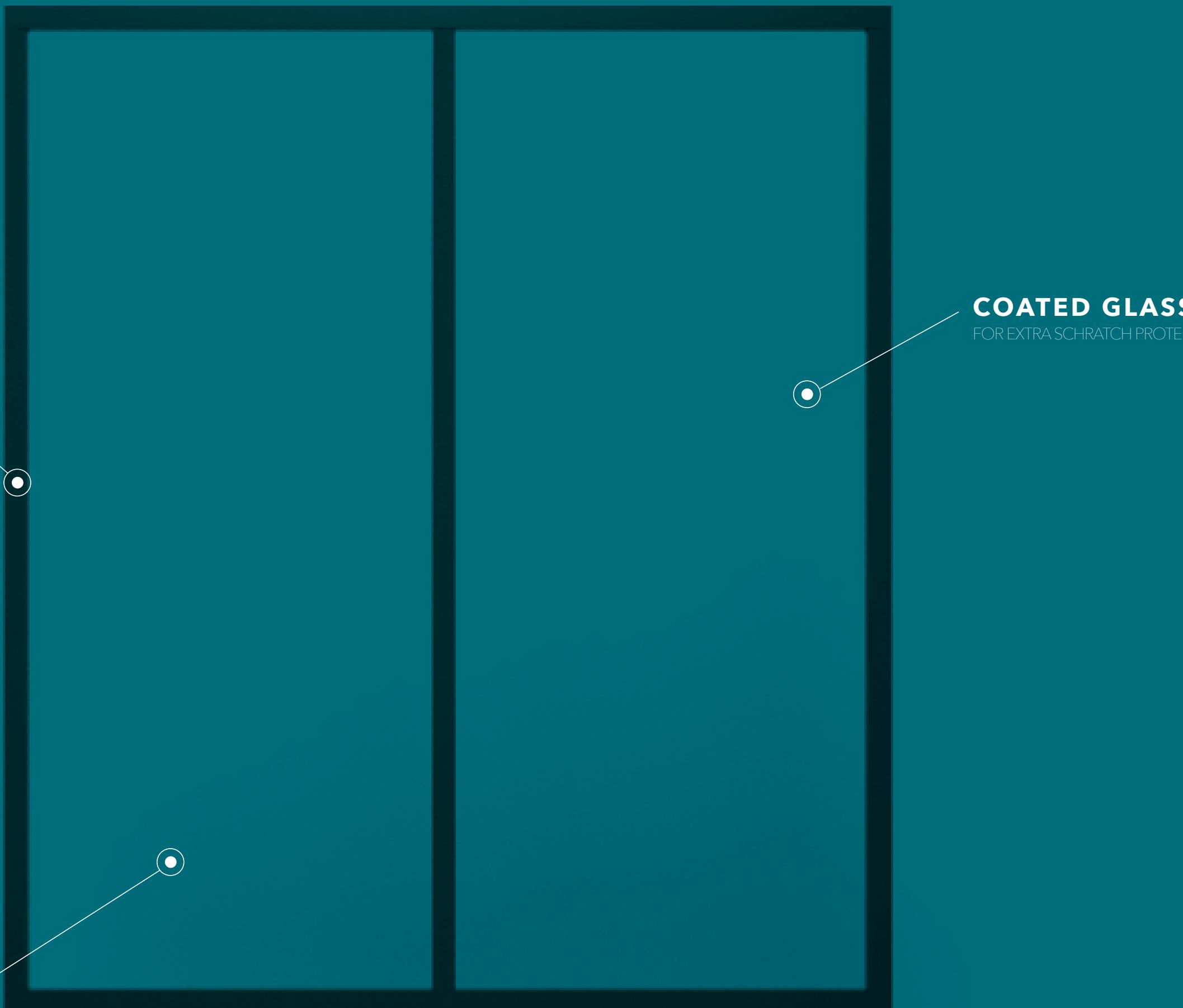
THE FRAMES COMES IN ALL COLOURED METAL, ALUMINIUM AND WOOD

**ANTI GLARE**

ALL WINDOWS ARE COAT WITH AN ANTI GLARE COAT FOR REDUCING REFLECTIONS

**DEKO X4758**

Sound silence system

**COATED GLASS**  
FOR EXTRA SCRATCH PROTECTION

**ABOUT US**

# 40 years of progressive thinking & innovating processes, leads to great results.

Much emphasis has been placed on the design and development of the DEKO door range. Doors make an important statement within an interior, which makes it important that they have good appearance, are of a high quality, and function perfectly.



MODEL NAME  
**XFHH8586**



# Unique doors made for unique buildings

Much emphasis has been placed on the design and development of the DEKO door range. Doors make an important statement within an interior, which makes it important that they have good appearance, are of a high quality, and function perfectly



## MODEL: 1090 - F30

All our glass walls are tested to withstand a minimum of 39 db sound insulation.



### SPECIFICATIONS

39 (44)dB\*

F30

30 kg/sqm<sup>2</sup>

SOUND INSULATION

\*4mm float glass + 7 mm fire rated glass

FIRE RESISTANCE

4MM FLOATGLASS + 7 MM FIRE RATED GLASS

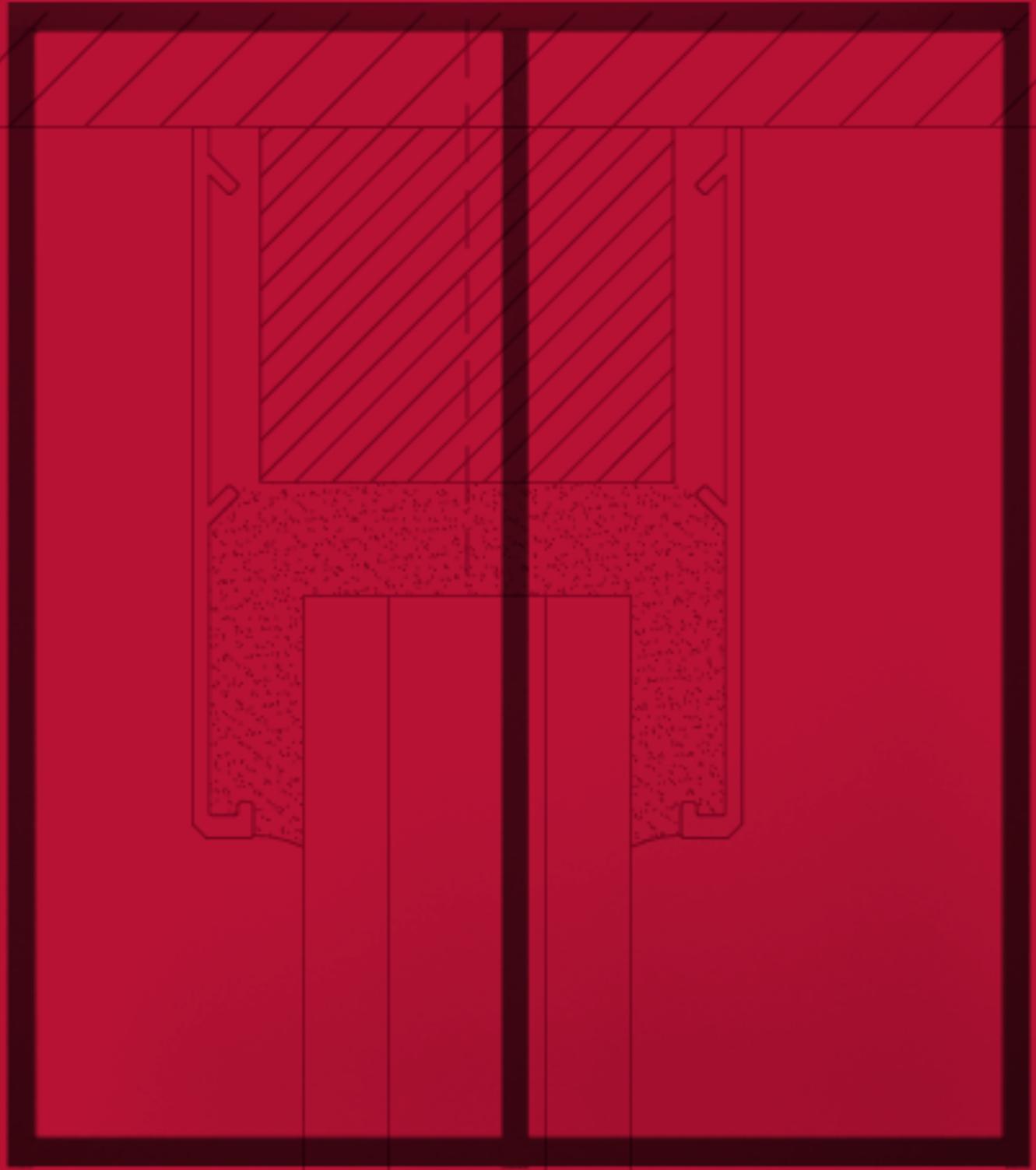


**Engineered for the Scandinavian way**

DEKO

## MODEL: 1090 - F30

All our glass walls are tested to withstand a minimum of 39 db sound insulation.



### SPECIFICATIONS

39 (44)dB\*

F30

30 kg/sqm<sup>2</sup>

SOUND INSULATION

\*4mm float glass + 7 mm fire rated glass

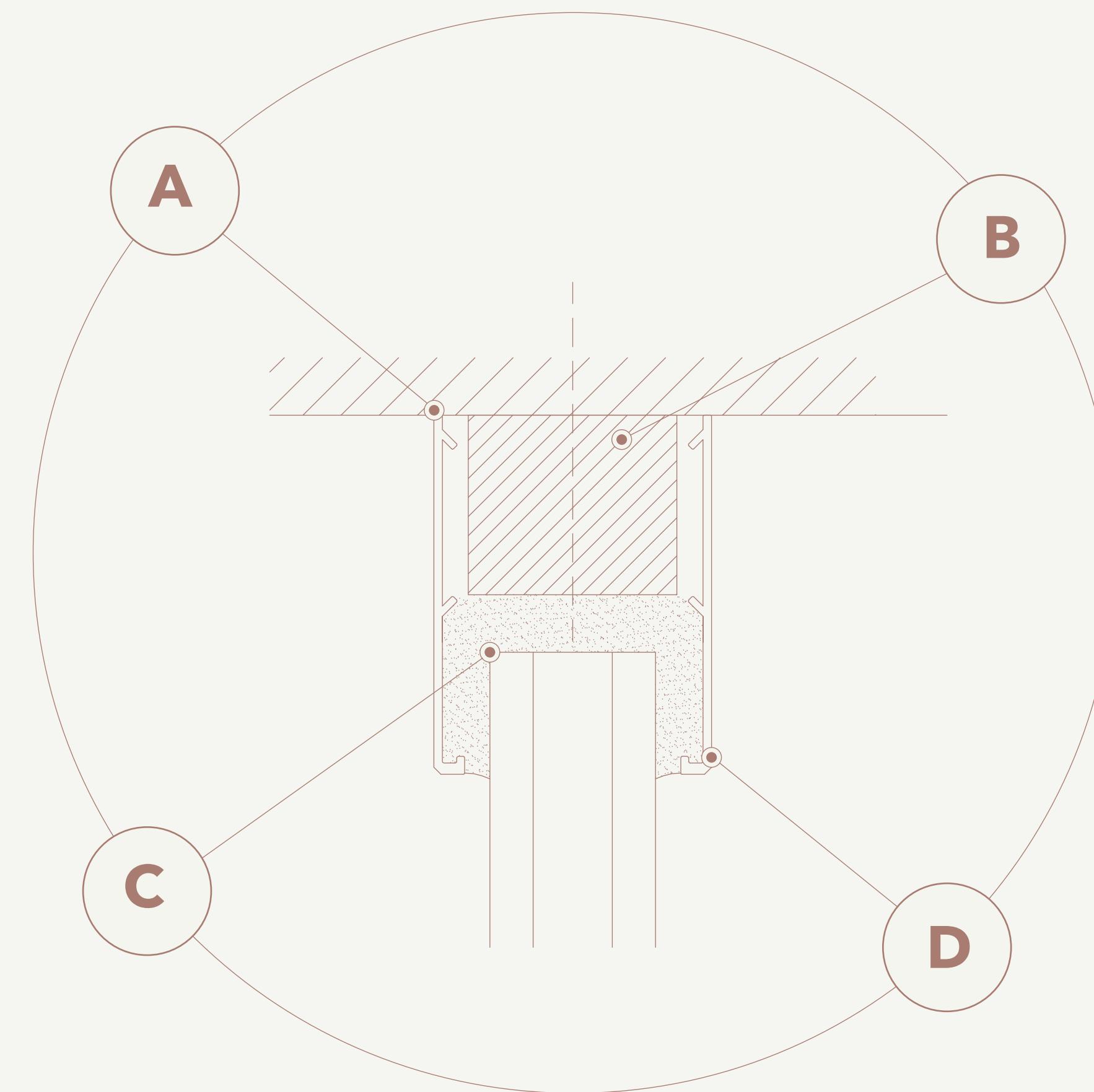
FIRE RESISTANCE

4MM FLOAT GLASS + 7 MM FIRE RATED GLASS



**Engineered for silence**

DEKO

**A****IMPROVED FRAME**

All our glass walls are tested to stand a minimum of 39 db sound insulation .

**B****IMPROVED FRAME**

All our glass walls are tested to stand a minimum of 39 db sound insulation .

**C****IMPROVED FRAME**

All our glass walls are tested to stand a minimum of 39 db sound insulation .

**D****IMPROVED FRAME**

All our glass walls are tested to stand a minimum of 39 db sound insulation .

