



# 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**  
**COLOURS**  
**ILLUSTRATIONS**  
**TYPOGRAPHY**  
**PICTURE STYLE**  
**EXECUTION**

# 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



CONTENT

**LOGO**  
**COLOURS**  
**ILLUSTRATIONS**  
**TYPOGRAPHY**  
**PICTURE STYLE**  
**EXECUTION**

# 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**

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.

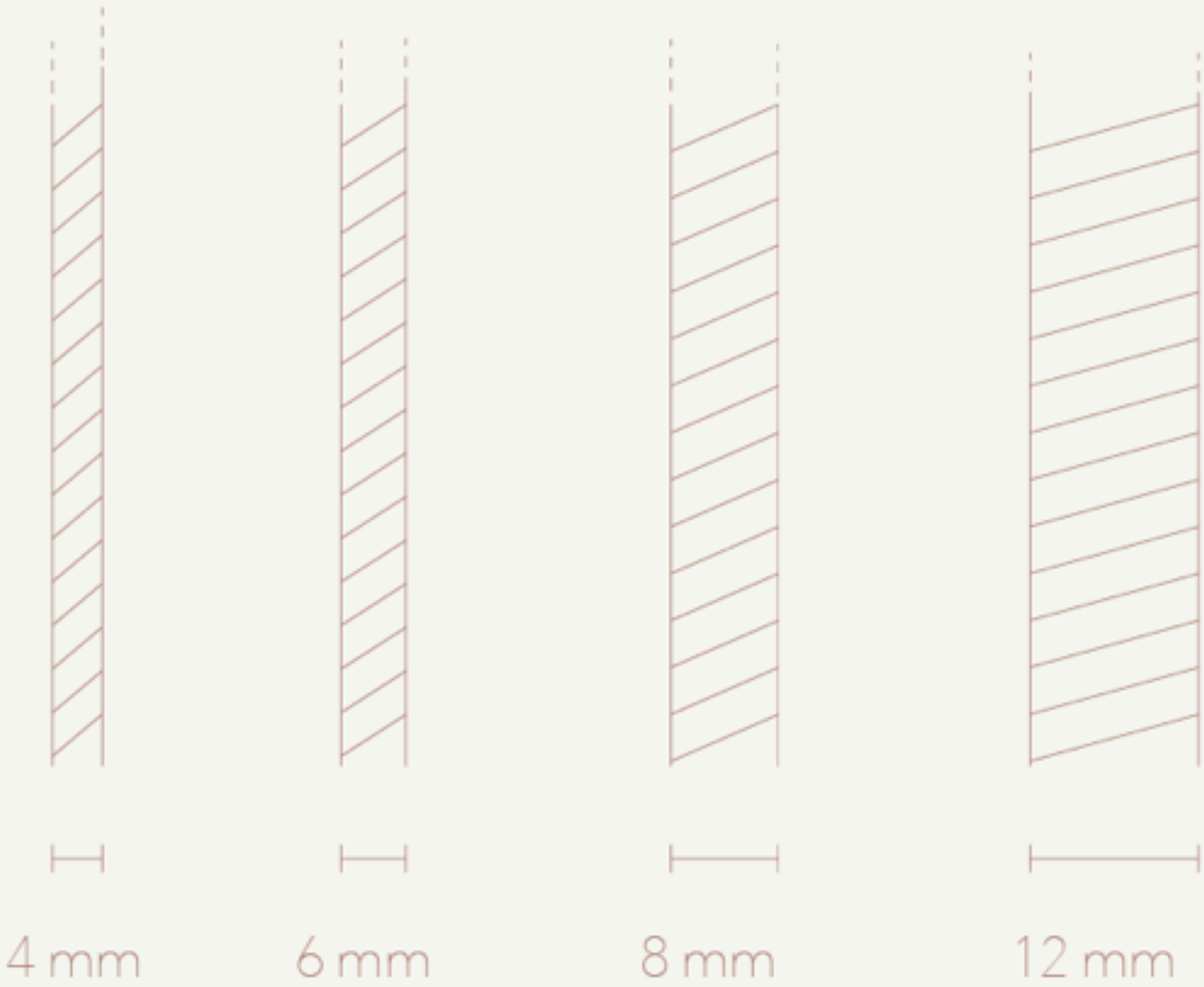
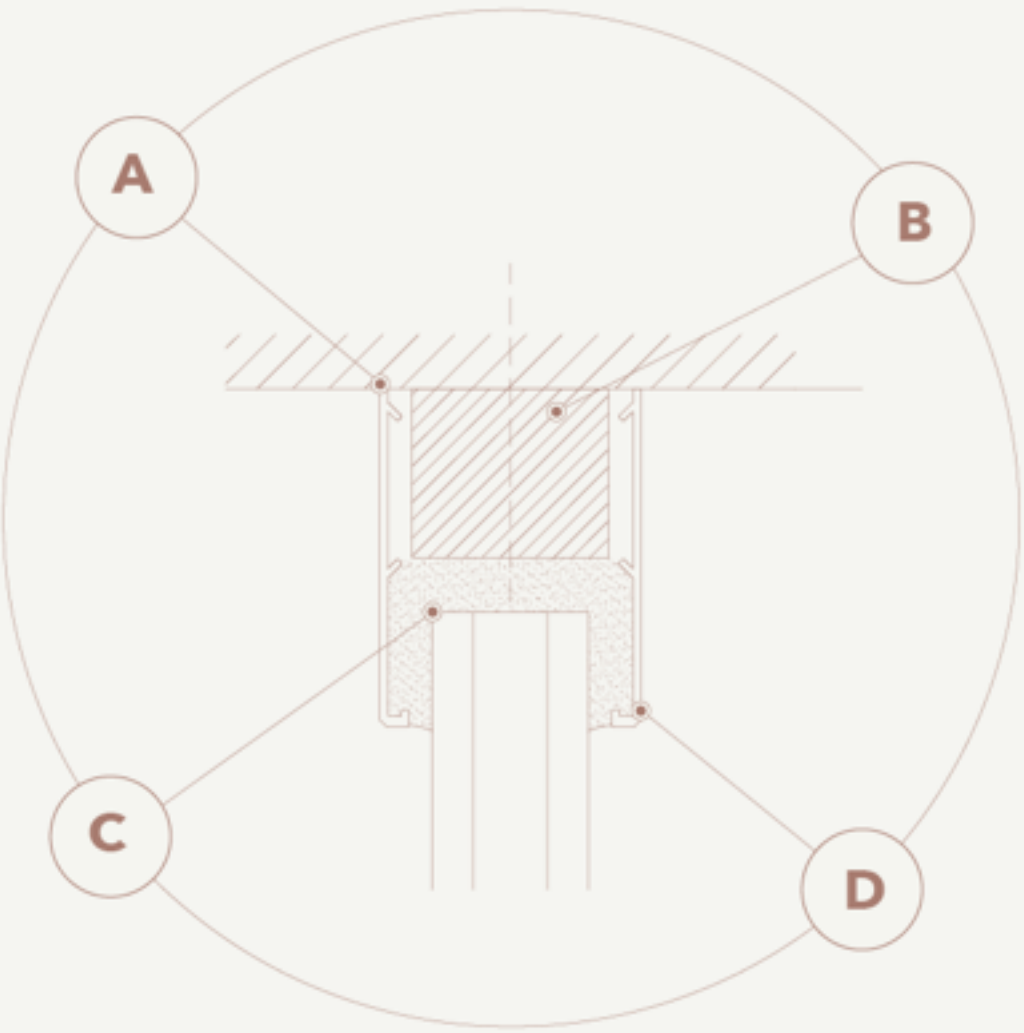
**DOUBLE GLAZED LINING**

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

PAGE // 3

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

PAGE // 4





CONTENT

**LOGO**  
**COLOURS**  
**ILLUSTRATIONS**  
**TYPOGRAPHY**  
**PICTURE STYLE**  
**EXECUTION**

## 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 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**

fl;ç£¥¿ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎ

ÐÑÒÓÔÕÖ×ØÙÚÛÜÝÞßàáâãäå

æçèéêëìíîïðñòóôõö÷øùúûüýþÿĀā

ĂăĄąĆćĈĉĊċČčĎďĐđĒēĔĕĖėĘę

ĚěĜĝĞğĠġĢģĤĥĦĥŔŕŖŗŘřŚśŜŝŞşŠ

šŤťŢţŮůŪūŬŭŴŵŶŷŽžŽžǴǵǴǵǴǵǴǵ

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧ

ΨΩαβγδεζηθικλμνξοπρςστυφχψω



# 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***

*fl ꝛ £ ¥ ¸ À Á Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï  
Ð Ñ Ò Ó Ô Õ Ö × Ø Ù Ú Û Ü Ý Þ ß à á â ã ä å  
æ ç è é ê ë ì í î ï ð ñ ò ó ô õ ö ÷ ø ù ú û ü ý þ ÿ Ā ā  
Ă ă Ą ą Ć ć Ĉ ĉ Ċ ċ Ď ě Đ đ Ē ē Ĕ ĕ Ė ė Ę ę  
Ě ě Ğ ğ Ġ ġ Ģ ģ Ĥ ĥ Ħ ħ Ĭ ĭ Ĳ ĳ Œ œ Š š Ś ś Ţ ţ  
š ŧ ŧ Ŧ ŧ Ũ ũ Ū ū Ŭ ŭ Ŵ ŵ Ŷ ŷ Ź ź Ż ż Ǵ ǵ Ƕ Ƿ  
Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ  
Ψ Ω α β γ δ ε ζ η θ ι κ λ μ ν ξ ο π ρ σ τ υ φ χ ψ ω*

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 —

ABOUT US

TEX GYRA SCHOLA  
BOLD —

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

AVENIR NEXT  
REGULAR —

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

— DEKO FG SILENT  
FULDGLASVÆGGE

AVENIR NEXT  
REGULAR

— 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.



CONTENT

LOGO  
COLOURS  
ILLUSTRATIONS  
TYPOGRAPHY  
**PICTURE STYLE**  
EXECUTION



# 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.

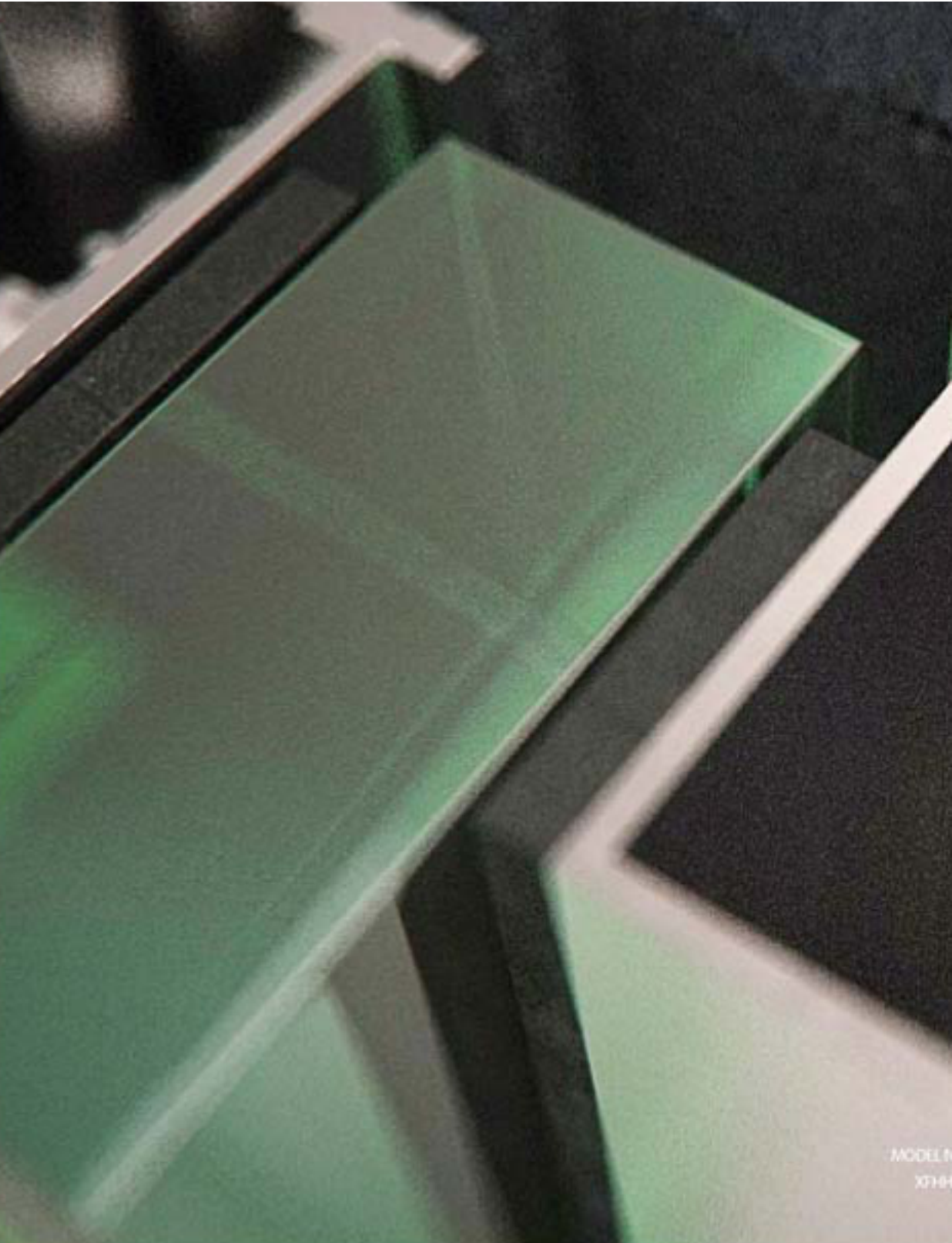
Examples on useful pictures.





# 3D RENDERING

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



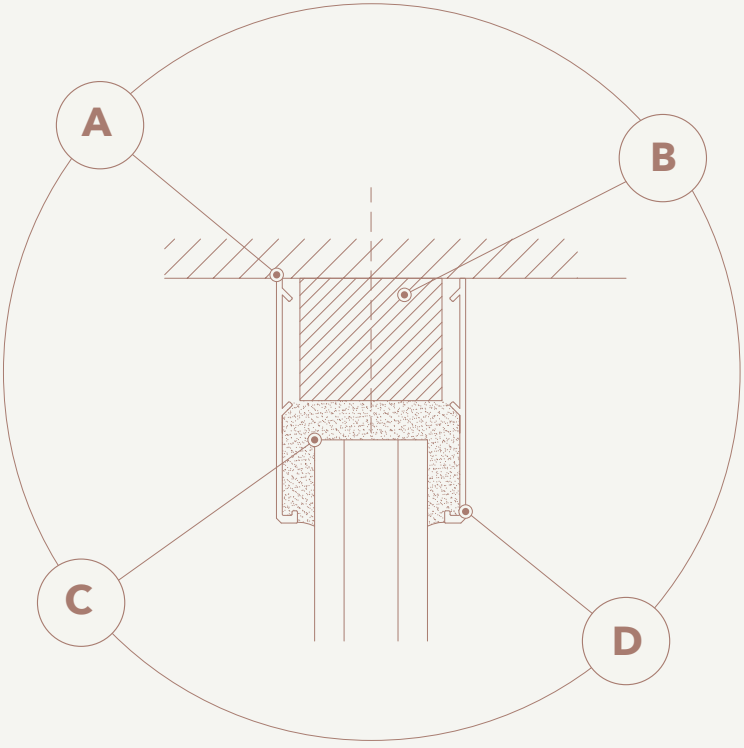


CONTENT

**LOGO**  
**COLOURS**  
**ILLUSTRATIONS**  
**TYPOGRAPHY**  
**PICTURE STYLE**  
**EXECUTION**



CONSTRUCTION DETAILS  
FRAME SETTING



A

B

C

D

B

IMPROVED FRAME

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

C

IMPROVED FRAME

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

D

IMPROVED FRAME

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

DEKO

40 years of progress

ABOUT US

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

OUR MISSION

CUSTOMISABLE FRAME OPTIONS

COATED GLASS

ANTI GLARE

DEKO X4758

Sound silence system

DEKO GV

A minimum of 39 dB sound insulation\*

DEKO GV DOUBLE GLAZED PARTITION WITH HIGH SOUND REDUCTION

DOUBLE GLAZED LINING


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

PAGE // 3

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




Always making sure everything is up to the Deko standard

With every product we strive to deliver the best quality product for the market.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae


DANIEL BUCHWALD


CHIEF DESIGNER

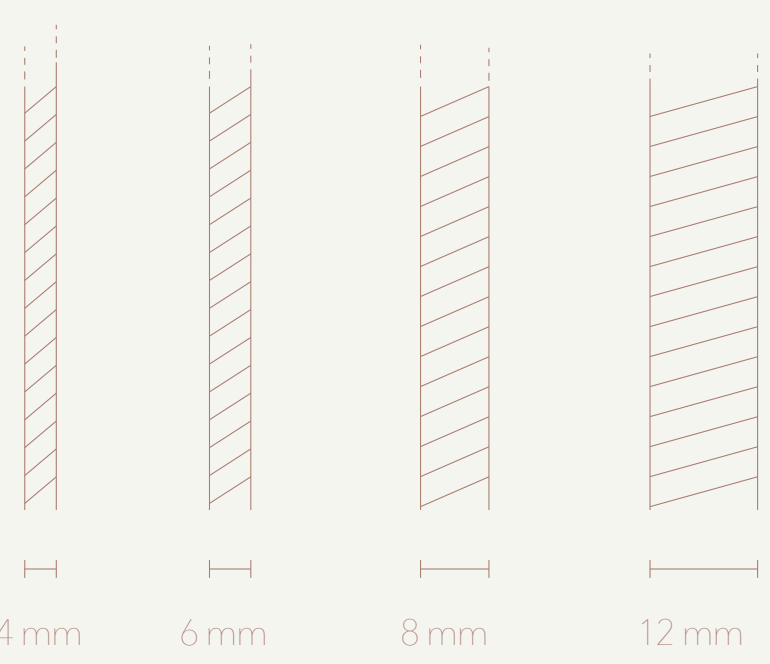


Unique doors made for unique buildings

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







4 mm6 mm8 mm12 mm

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.

MODEL NAME

XFHM5566

PAGE

DEKO

Rw'

39

(44 dB)



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

**COATED GLASS**  
FOR EXTRA SCRATCH PROTECTION

**ANTI GLARE**

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

**DEKO X4758**

Sound silence system



#### 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





# 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 with stand a minimum of 39 db sound insulation .



### SPECIFICATIONS

39 (44)dB\*

SOUND INSULATION

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

F30

FIRE RESISTANCE

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

4MM FLOAT GLASS + 7 MM FIRE RATED GLASS



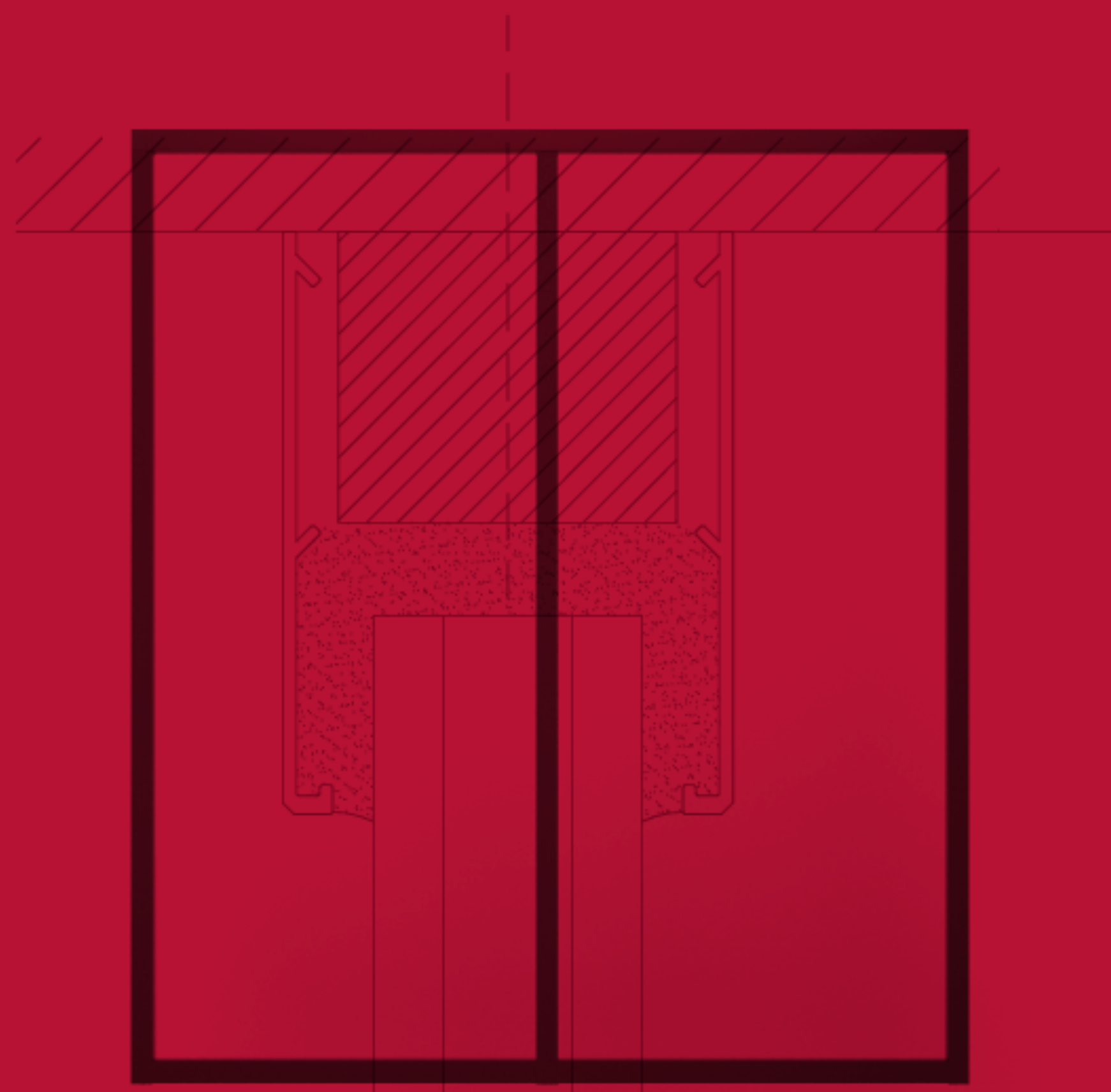
**Engineered for the Scandinavian way**

DEKO



## MODEL: 1090 - F30

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



### SPECIFICATIONS

39 (44)dB\*

SOUND INSULATION

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

F30

FIRE RESISTANCE

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

4MM FLOAT GLASS+ 7 MM FIRE RATED GLASS



**Engineered for silence**

DEKO



# A

## IMPROVED FRAME

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

**B**

## IMPROVED FRAME

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

(C

## IMPROVED FRAME

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

(D

## IMPROVED FRAME

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

