



TEKNOLOGISK
INSTITUT

Design guide

OCTOBER 2013

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Welcome to the Danish Technological Institute's design manual

The design manual is meant to give the Danish Technological Institute an even stronger and more recognisable profile.

The design manual reflects the professionalism represented by the Danish Technological Institute. By observing the rules of the manual, it is ensured that our many diverse sections, divisions and business areas appear as one brand.

This is paramount for the Institute. We have therefore tightened the rules – the manual must be observed, and all new productions with the Danish Technological Institute as sender must be approved by IT and Communications. The design has also been made to make room for different appearances.

Contact IT and Communications in case of doubt about the set-up rules in connection with a communication task.

Please enjoy!

Base logo, staggered:

This is the original staggered set-up of the symbol and name. As a general rule, this set-up must always be used where possible.



**TEKNOLOGISK
INSTITUT**

Base logo, lined up

The logo may be lined up when warranted by space restrictions. However, this is subject to permission from IT and Communications.



Minimum distances



Background colour

The Danish Technological Institute's logo does not work optimally against a black background which is therefore not recommended.



Minimum size

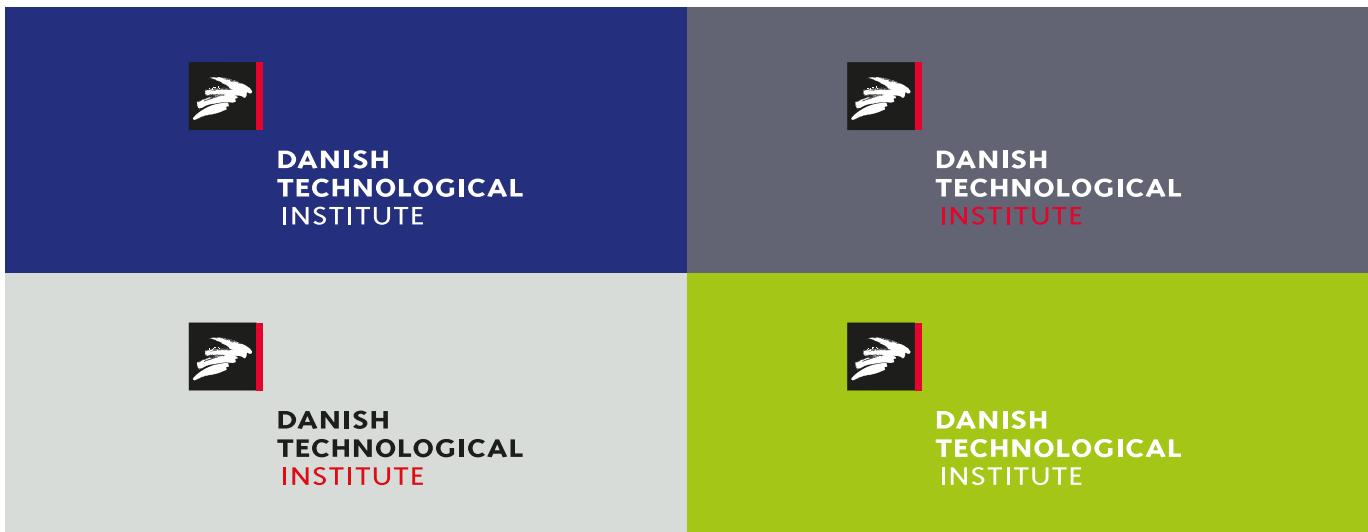


When the logo is used together with other logos, it is important that the distance to the other logos allows it to appear harmonious and strong. When a minimum of space is available for the logo, the symbol and name may be lined up. However, this is always subject to permission from IT and Communications.



English logo, staggered:

This is the original staggered set-up of the symbol and name.
As a general rule, this set-up must always be used where possible.



Minimum distance



When the logo is used together with other logos, it is important that the distance to the other logos allows it to appear harmonious and strong. When a minimum of space is available for the logo, the symbol and name may be lined up. However, this is always subject to permission from IT and Communications.



The following applies to Danfysik's logo: Symbol and name must be lined up. The name is half the height of the symbol.

Base logo, lined up



Minimum distance



DMRI is placed as part of and beneath the name to indicate that DMRI is a unit under the Danish Technological Institute. The logo and symbol may only be lined up subject to approval from IT and Communication.

Base logo, staggered:



Base logo, lined up



Minimum distances



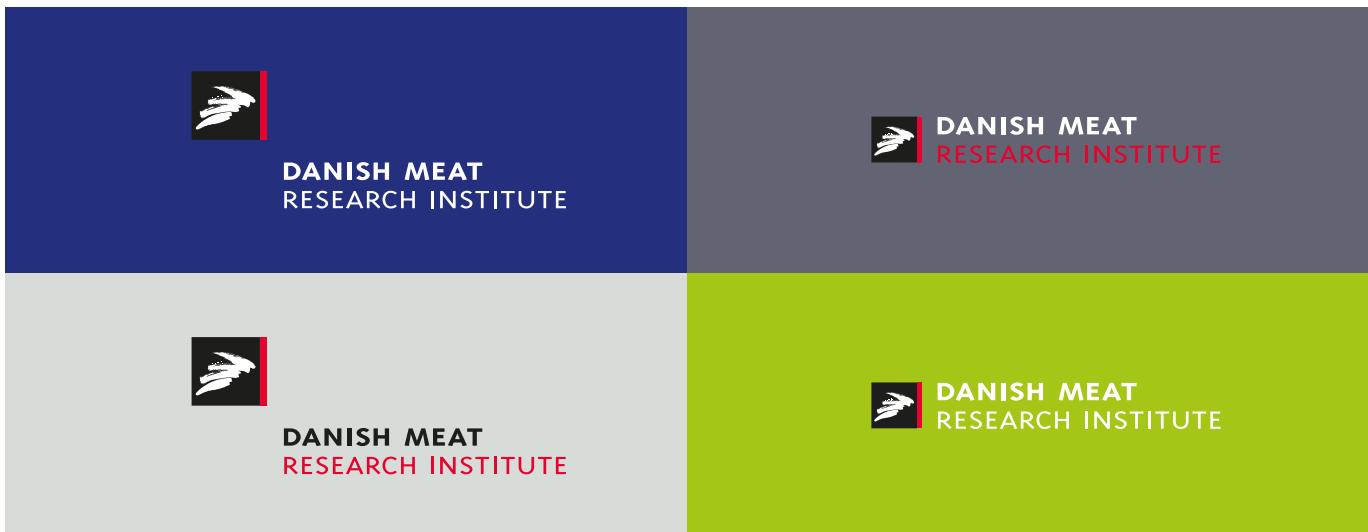
Abroad, we maintain the known name for DMRI – Danish Meat Research Institute – which is placed beneath the logo according to the same rules as Teknologisk Institut/Danish Technological Institute.

Base logo, staggered:



DANISH MEAT
RESEARCH INSTITUTE

Base logo, lined up



Minimum distances



DANCERT is placed as part of and beneath the name to indicate that DANCERT is a unit under the Danish Technological Institute. The logo and symbol may only be lined up subject to approval from IT and Communication.

Base logo, staggered:



Base logo, lined up



Minimum distances



The following applies to DTI Polska's logo: The logo follows the original staggered set-up of the symbol and name. As a general rule, this set-up must always be used where possible. The logo may be lined up when warranted by space restrictions. However, this is subject to permission from IT and Communications.

Base logo, staggered:



Base logo, lined up



Minimum distances



The following applies to DTI Robotics logo: The logo follows the original staggered set-up of the symbol and name. As a general rule, this set-up must always be used where possible. The logo may be lined up when warranted by space restrictions. However, this is subject to permission from IT and Communications.

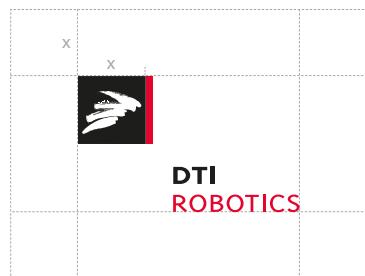
Base logo, staggered:



Base logo, lined up



Minimum distances



A ready-made solution is available.
Contact IT and Communications

54 mm

27 pt

NYHEDSBREV BYGGERI

NR. 6 - JULI 2012



17 mm



Image field
-6 degree slope



12/15 pt
bold

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9/13 pt

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Emne: [Innovation, Byggeri](#)

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bold

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8.1/11 pt

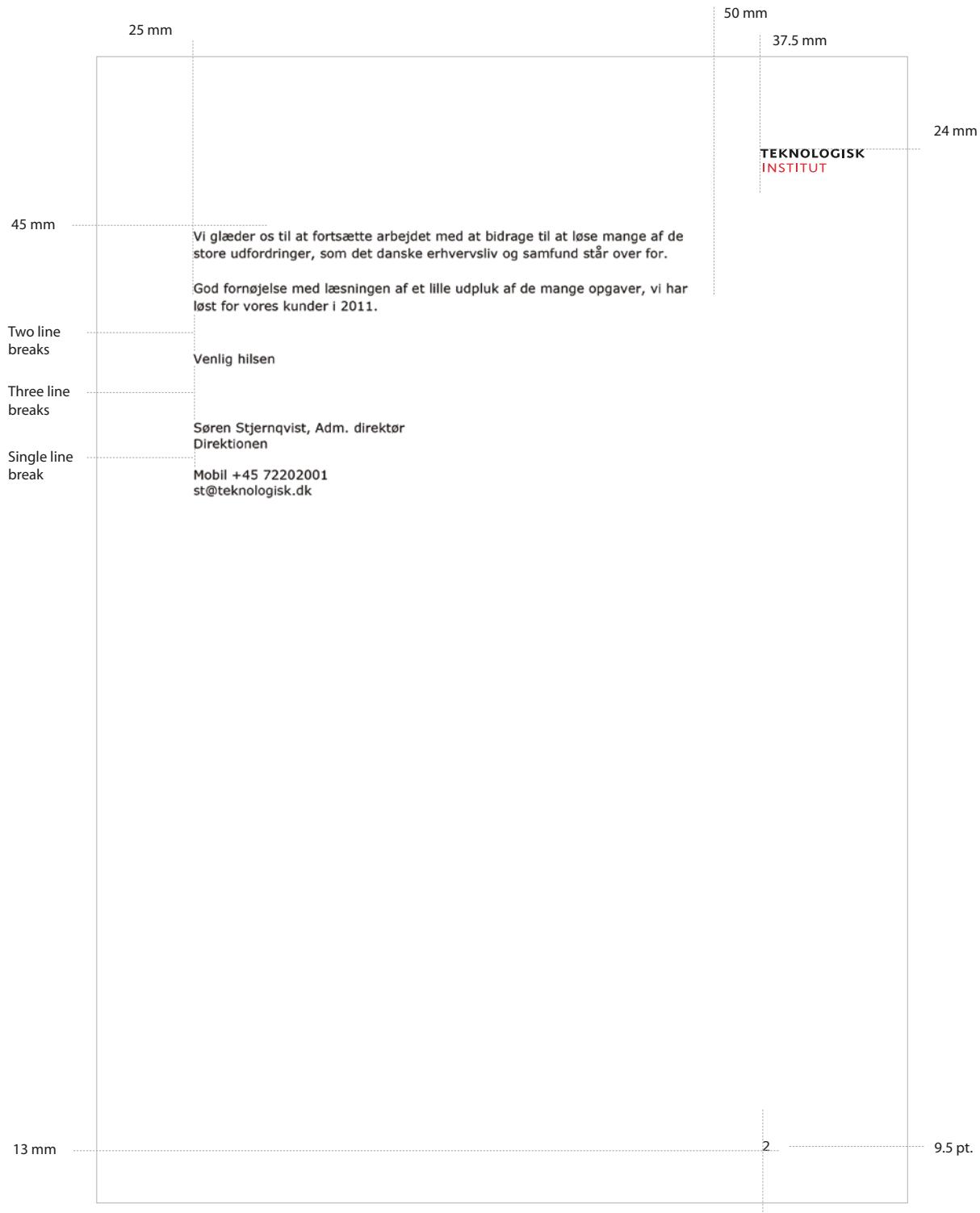
Updated templates will be available at TI Folders, the Intranet and from the Office suite.

<p>25 mm</p> <p>40 mm</p> <p>84 mm</p> <p>100 mm Single line break</p> <p>24 mm</p>	<p>DANAK Att.: Jesper Høj Dyregårdsvej 5B 2740 Skovlunde</p>	 <p>TEKNOLOGISK INSTITUT</p> <p>Gregersensvej 2630 Taastrup 72 20 XX XX info@teknologisk.dk www.teknologisk.dk</p>	<p>50 mm</p> <p>37.5 mm</p> <p>12 mm</p> <p>7/10 pt</p> <p>9.5/13 pt</p> <p>10.5/13 pt bold</p> <p>9.5/13 pt</p>	<p>25. september 2012</p> <p>Innovation, produktivitet og forskning – en vej ud af krisen</p> <p>På Teknologisk Institut føler vi et stort ansvar for at hjælpe Danmarks små og mellemstore virksomheder ud af krisen. Vi bestræber os hele tiden på at tilpasse vores konsulentydeler og teknologiske input til kundernes behov for at bidrage mest muligt til værdiskabelsen i dansk erhvervsliv. Vi bruger vores overskud på ny forskning og investering i nye avancerede laboratorier, hvor fremtidens teknologier udvikles og afprøves, inden de er klar til at bringes i anvendelse i virksomhederne og samfundet. Vores målsætning er at gøre en større indsats de kommande år for at opsoge, møde og arbejde med endnu flere danske virksomheder, så vi ved fælles kraft forhåbentlig kan sikre, at investeringen i forskning i endnu større udstrækning omsættes til værdi for virksomhederne, deres kunder og det danske samfund.</p> <p>Hver eneste dag er Instituttets konsulenter ude for at afprøve nye og åbne modeller til at sikre innovationskompetencen, produktivitetsforbedringer og nye innovationsformer i små og mellemstore danske virksomheder. Ved at involvere samarbejdspartnere, kunder og andre interesserter hjælper vi virksomhederne med at afprøve og generere ny viden og nye teknologier. Ved at indgå i åbne samarbejder og strategiske partnerskaber får danske fremstillings- og servicevirksomheder og højteknologiske virksomheder adgang til flere idéer og en større indsigt i markedet og herved bedre mulighed for at udvikle nye produkter og services.</p> <p>Vi har styrket vores forretning inden for fødevareområdet i hele landet og også oplevet en stor vækst inden for energi og klima. Derudover har vi løst forskellige opgaver for mange danske produktionsvirksomheder.</p> <p>Den positive udvikling for Instituttet betyder, at vi fremover har gode forudsætninger for at bidrage til at løse mange af de væsentlige udfordringer, som præger fremtiden. Mange små og mellemstore danske virksomheder mærker stadig krisen, og vi er desværre i en situation, hvor der forsvinder danske arbejdspladser hver eneste dag. Der er mere end nogensinde brug for, at virksomhederne hurtigst muligt øger produktiviteten, får styrket konkurrenceevnen og kommer tilbage i vækstsporet. Det skal ske gennem innovation og forskning. Nytænkning og højteknologi er trumper i konkurrencen med udlandet.</p>
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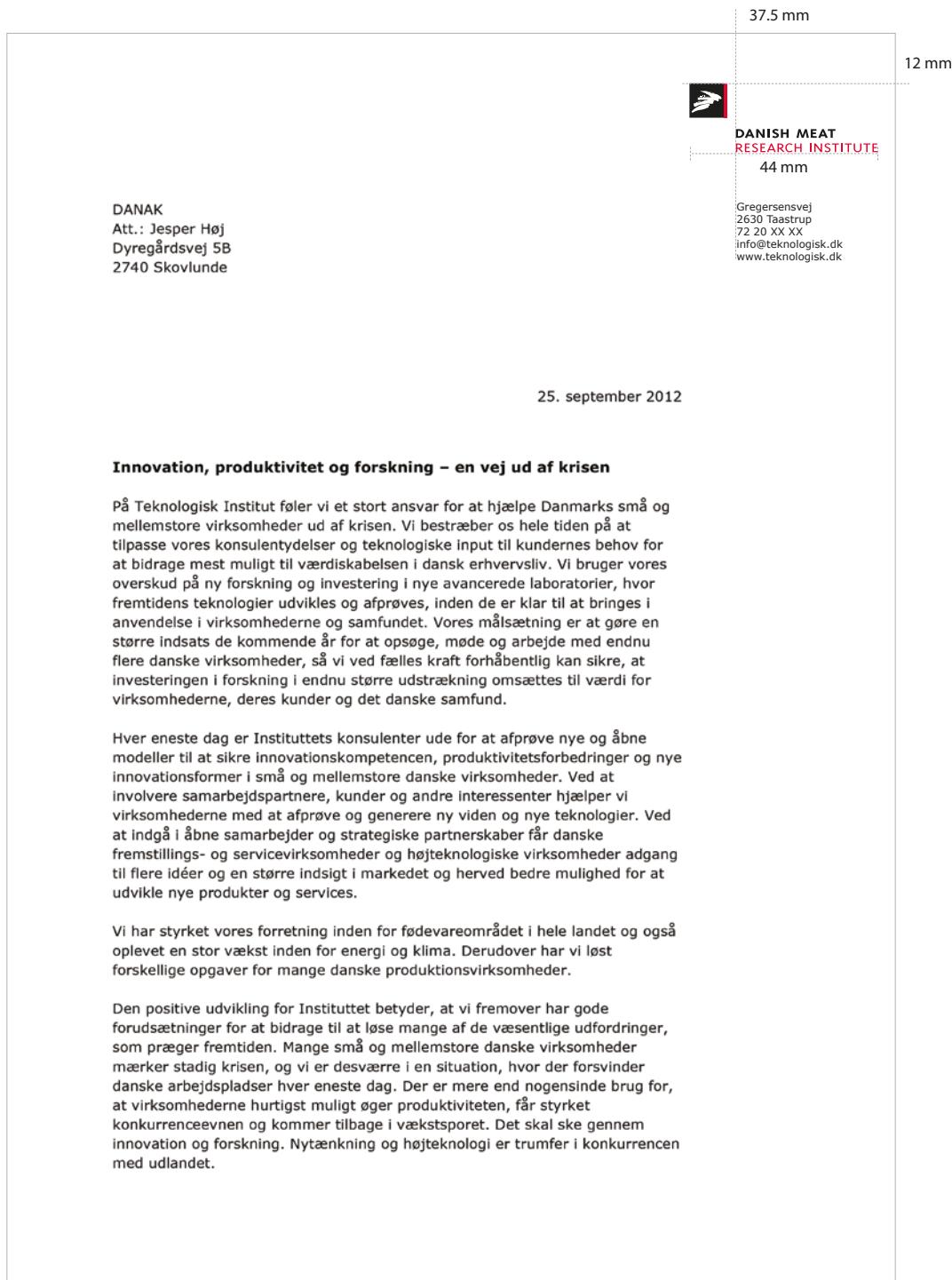
The symbol is left out on page 2 of the headed notepaper, so that the name stands alone.

In the signature, the employee may choose two alternatives for business:

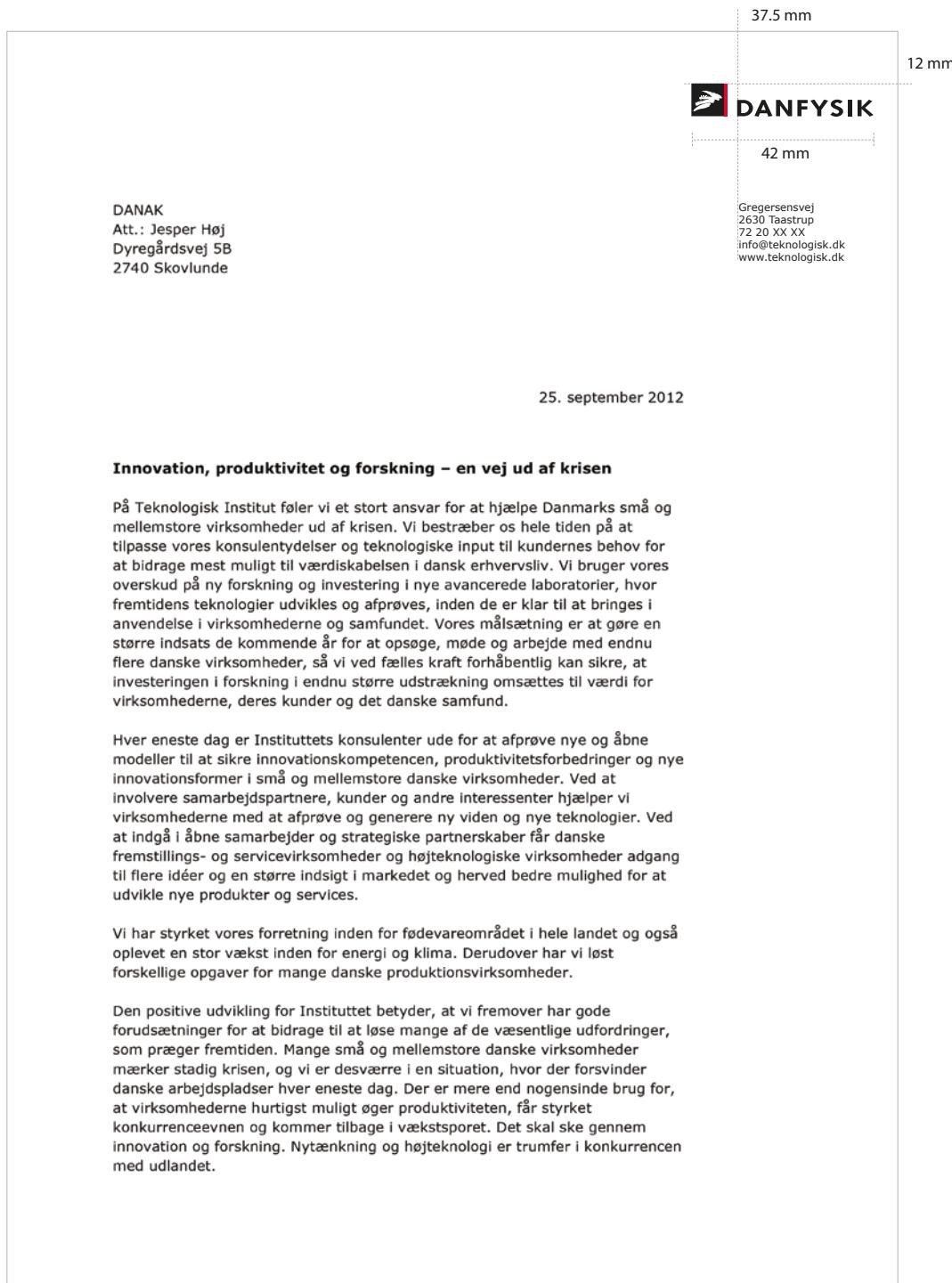
- 1) Division, Centre
- 2) Centre



Since the name "Danish Meat Research Institute" is very long, we make an exception and make this logo smaller on the notepaper templates. The logo width is 44 mm, and the name is placed so that it follows the left margin together with the address field.

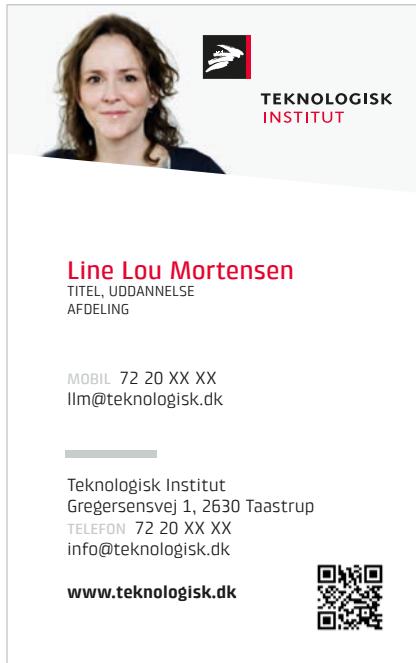


Since the name "DANFYSIK" has a larger and therefore longer typography, we make an exception and make this logo smaller on the notepaper templates. The logo width is 42 mm, and the name is placed so that it follows the left margin together with the address field.



The business card can be set up with or without a photo.
 "Cell", "Phone" and horizontal line are coloured (cmyk 31, 25, 24, 0). In versions without photo, the top field has 12% of this colour.

It is possible to add a QR code that links to
www.teknologisk.dk/employee



Autoreply: All text in Verdana, to be set-up and formulated as below.

E-mail signature: All text in Verdana, alternatively all text in 70% black. The organisational unit can be written in three ways:

- 1) division
- 2) centre
- 3) division, centre

10 pt/auto Tak for din mail. Jeg er på kontoret igen den 8. januar 2012.
Din mail bliver ikke videresendt. Kontakt eventuelt Lotte
Frost på lf@teknologisk.dk

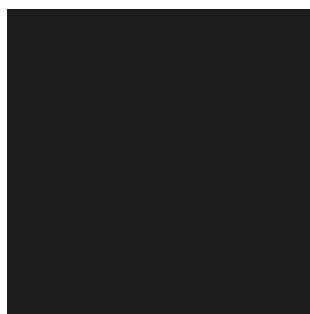
Venlig hilsen

8 pt/auto **Peter Vendelboe Hjortshøj**
Line break
IT-chef, M.sc., HD
IT og Kommunikation
Mobil 72 20 XX XX
pvh@teknologisk.dk
Line break
Bold **Teknologisk Institut**
Gregersensvej 1
2620 Taastrup
Telefon 72 20 XX XX
Line break
<http://www.teknologisk.dk>

10 pt/auto I am currently out of the office. I will be back 8th January
2012. Mails will not be forwarded. If it is urgent, please c
ontact Lotte Frost lf@teknologisk.dk

Best Regards

8 pt/auto **Peter Vendelboe Hjortshøj**
Line break
CIO, M.Sc.
IT and Communication
Mobile +45 72 20 XX XX
pvh@teknologisk.dk
Line break
Bold **Danish Technological Institute**
Gregersensvej 1
2630 Taastrup
Denmark
Phone +45 72 20 XX XX
<http://www.dti.dk>

**Pantone Black**

C: 000 R: 000
M: 000 G: 000
Y: 000 B: 000
K: 100

**Pantone 186**

C: 000 R: 237
M: 100 G: 026
Y: 080 B: 059
K: 000

**Pantone Cool Gray**

C: 000 R: 147
M: 000 G: 149
Y: 000 B: 152
K: 050

Replaces red when the logo is used in grey tones.

Introduction

The Danish Technological Institute produces a large number of brochures, information folders and other printed matter each year. Together, all these publications constitute a substantial part of our public image. It is therefore crucial that the design manual is observed when publications are made. Uniformity through different appearances creates a vibrant and consistent brand.

We have developed a strict concept for publications. However, when you work with this concept, you will see that you have many possibilities of creating different appearances while maintaining the familiarity with other publications from the Danish Technological Institute.

The perfect photo is a key element. It promotes the message of the publication and lifts the design. You have automatic access to the photo library at Specialphoto.dk.

Front pages without photos can be used if you want a neutral and abstract design. You can see examples of this on the following pages.

The photo can be taken to the edge, made with a frame or be cropped at the top or bottom using the characteristic 6° slope.

The logo is placed in the top right-hand or bottom left-hand corner. The logo can also be placed in the photo, if the background is sufficiently calm and does not change the legibility of the logo.

Title/heading is written in minuscule (small letters), e.g. ending with a horizontal dash. This may also serve as a separator for the subheading or other text. The title is often placed in a box cropped at a 6° angle at the top or bottom. The title can also be placed outside the box, if it is used for a different text type.

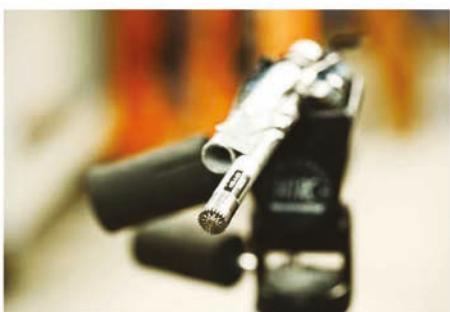
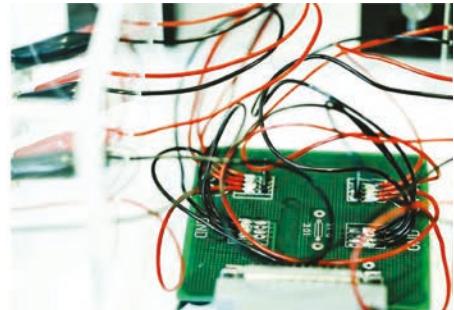
Any quotes, headwords, highlights, etc. must be placed after a small square (with quotation marks if it is a quote, exclamation marks if it is a highlight, etc.)

Front pages with photo

The perfect photo is a key element for the Danish Technological Institute. A full-size photo is always chosen for the front page.

Photos should always be provided by professional photographers. The photos can be found at the Danish Technological Institute's photo library, Specialphoto.dk.

A good photo presents the message creatively, catches the eye and stimulates curiosity and is of a high technical quality.



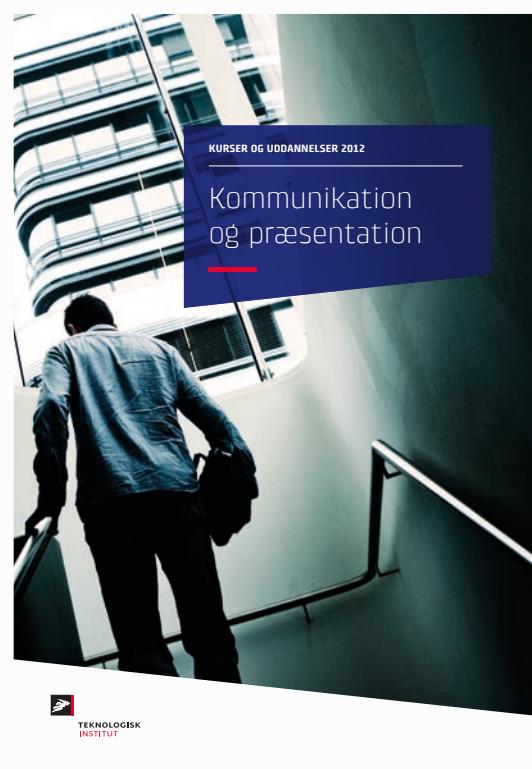
Case photos

- large contrast and cold colour scheme
- both details, people and total picture
- it is OK to use photos where the foreground or background is blurred
- natural light and colour scheme - no flash shadows
- must highlight the technical aspects of the case and the persons behind
- High quality and size for printing
- calm
- aesthetic
- close-up of technology, material structure, pattern, etc.
- some areas of the picture may be blurred.

Photos of persons

All employee photos are in colour. The person must sit at an angle of approx. 30 degrees to the camera. Smile with your eyes.

Composed or highly orchestrated photos are not allowed.



Front pages with graphics

Fields cropped at a 6° angle may be composed in an endless number of ways when you want a purely graphic front page. Regardless of whether you want a simple or a more wild design, it is important that the graphics are harmonious, carefully executed and look professional.

Similarly, abstract photos may be used – for inspiration, see Specialphoto.dk (search for concept/koncept). Photos can be used in full size or be cropped at the top or bottom.



The amount of publications we produce each year requires massive resource consumption, which we must try to keep at a minimum.

It is therefore decisive that we cut to the bone and deliver our messages in a short and clear manner. The reader must receive good and basic information about the topic. Then, the publication must allow for further information by referring to a website and/or personal contact to an employee. As a general rule, information folders must not exceed four pages.

The set-up of inner pages also applies graphic elements such as the bar, quotation mark in a red box, indicating text that must be highlighted, and photos and boxes cropped using the characteristic 6° slope.

TEKNOLOGISK
INSTITUT

Alligenimus dunt

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**For mere information,
kontakt:**

FORNAVN EFTERNAVN
TITEL, TEKNOLOGISK INSTITUT

Teknologisk Institut call center
+45 72 20 XX XX
www.kurser@teknologisk.dk



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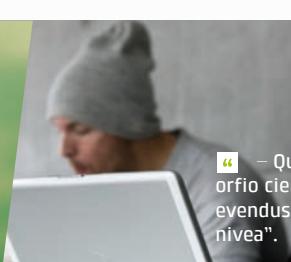
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For mere information,
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FØRNavn EFTERNAVN
TITEL, TEKNOLOGISK INSTITUT

Teknologisk Institut call center
72 20 XX XX
www.kurser@teknologisk.dk

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Kommunikation og præsentation

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Product sheets must be set up using an inviting front page with a photo and a message in a text box cropped at a 6° angle. The backside will often contain a lot of text which must be set up according to the instructions below. Break the flow of the text by inserting text boxes and/or highlighted text in quotation marks inside a red box. Product cards are set to replace product sheets.

Produkt og service innovation dagen 2012

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For mere information, kontakt:

FORNAVN EFTERNAVN
TITEL, TEKNOLGISK INSTITUT

Teknologisk Institut call center
72 20 XX XX
www.kurser@teknologisk.dk

Products, services or departments can be presented using special cards that can be joined individually using a rubber band. The product card is used at e.g. fairs or the like. This card contains short and precise information with the least amount of text. Remember to specify where the customer can find further information – either on a website or by personal contact.

The front page is set up using a photo and a text box cropped at a 6° angle. The text is set up in columns with possible figures. The QR code refers to the website, and a contact is specified.



Rapid Manufactory

bygger på den innovative **Additive Manufacturing 3Dteknologi**. Med AM maskinerne kan man i principet fremstille alt, hvad der kan tegnes i en computer. Emnerne opbygges lag på lag af det ønskede materiale i maskinen - f.eks. ved at smelte eller svejse tynde lag af pulver eller ved at hænde værke ved hjælp af laserlys.

Hvad kan du bruge teknologien til? AM teknologien er optagt til hurtig og præcis fremstilling af prototyper og til direkte produktion af små seriestørrelser med høj kompleksitet. I forhold til traditionelle fremstillingsteknologier giver AM langt større designfrihedsgrad. Det er muligt at lave geometrier, som før var umulige - f.eks. emner med optimalt placerede, frit designede indvendige kølekanaler. Med AM teknolo-

VI HAR

- Alle teknologierne med SLS-, SLA-, SLM- og Termojetmaskiner samlet et sted i vores moderne laboratorier i Aarhus
- Mere end 20 års erfaring inden for AM
- Stort internationalt og europeiske AM-netværk og samarbejdsprojekter
- Alle de dygtigste AM eksperter i vores stab
- Et setup der betyder, at vi kan levere fra dag til dag
- Rådgivning og produktion samlet et sted.

KONTAKT

Olivier Jay
Sektionsleder, Produktudvikling
Tlf. 72201713
oja@teknologisk.dk

www.teknologisk.dk



Solenergi kan anvendes til både opvarmning, varmt vand, elektricitet og køling. Gennem vores mangeårige virke på solenergiområdet har vi opbygget et omfattende praktisk og teoretisk kendskab til teknologier, standarder, markedsforhold og de enorme potentialer der findes for såvel solcelle- som solvarmesystemer.

Teknologisk Institut kan blandt andet tilbyde:

- Konsulentbistand
- Inspektion og fejfinding
- Laboratorie- og feltmålinger
- Undervisning
- Kvalitets sikring af komponenter, anlæg og installationer
- Technical Due Diligence på solcelleprojekter i ind- og udland
- Partnerskab i nationale og internationale FcU-projekter.

KONTAKT
Ivan Katic
Seniorkonsulent,
Køle- og Varmesystemteknik
Tlf. 72 20 24 82
ik@teknologisk.dk

www.teknologisk.dk

Innovation og samfund
Teknologisk Institut

Indgå i et Teknologisk partnerskab

Hvor er I om 5 år?
Det I tjener penge på i dag, er måske ikke det, I tjener penge på om 5 år. Er I gearet til forandring og har I en strategi for jeres udvikling?

Vi styrker jeres forretning
Fra viden til værdi. Fra ide til produkt. Fra netværk til udvikling. Vi sætter skub i jeres udvikling ved at bringe viden, innovation og nye partnere til jer.

TEKNOLOGISK
INSTITUT

Uanset om I er en stor eller lille virksomhed, en offentlig institution, et netværk, en brancheforening, et erhvervsråd eller noget helt andet, kan I få hjælp til at styrke og udvikle jeres organisation og forretning.

Hjem er vi?
Center for Teknologisk Partnerskab er et ud af 35 kompetencentre på Teknologisk Institut. Vores kernekompetence er at hjælpe med at få mere af input og nye samarbejdspartnere til jer. Altid med fokus på at styrke jeres nuværende forretning eller skabe grund for nye forretningsmuligheder.

Hvordan bidrager vi?
Vores bidrag til jer kommer i den form, som dækker jeres behov. Det kan være i form af rådgivning og sparring. Eller forlæb med fokus på strategi, ideudvikling og innovation. Eller professionelle søgninger efter ny viden, eksperter, nye leverandører og nye samarbejdspartnere af værdiskabelende netværk og vækstgrupper. Eller udannelse af jeres medarbejdere og ledelse. Vi hjælper både enkeltvirksomheder, organisationer eller virksomheder i netværk. Samtidig indgår vi som projektdeltagere og projektmedstyrere i landsdækkende, regionale og kommunale initiativer, der skaber vækst og erhvervsudvikling.

Kunne I tænke jer at høre mere om, hvad vi kan hjælpe jer med? Tav ikke med at kontakte os - så tager vi en snak om de udfordringer, I står med.

KONTAKT
Teknologisk Institut
Center for Teknologisk Partnerskab
Tlf. 7220 1455
tpinfo@teknologisk.dk
LinkedIn: www.linkedin/partnerskab

www.teknologisk.dk/tip

The graphic set up of roll-ups follows the same basic principles as brochure front pages. The photo may be taken to the edge, placed in a white frame or cropped at the bottom or top. Any cropping should be made at an angle of +/-6°.

The logo can be placed at the top or bottom and may be placed inside the photo, if possible. Text boxes must be cropped at an angle of 6°, and a positive or negative bar can be used.



Certificates are set up as follows: The grey and red background on the front page is always the same, meaning that the text, title, body text and any logos are placed harmoniously in respect of the amount of text. Tables are made so that alternate lines are light grey, as this increases legibility. Pure text pages are set up as ordinary notepaper.

CERTIFIKATNUMMER:

200-A-992888-60474

TEKNOLOGISK
INSTITUT

TEKNOLOGISK
INSTITUT

Test Report

13. januar 2012

Certifikatnummer:
200-T-21161

27. marts 2012

Moment

Omgivelsestemperatur: 21,2±1 °C

Indstillingssikkerhed: 0,02

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The general conditions pertaining to assignments accepted by Danish Technological Institute shall apply in full to the technical testing and calibration at Danish Technological Institute and to the completion of test reports and calibration certificates within the relevant field.

DANAK was established in 1991 in pursuance of the Danish Act No. 394 of 13 June 1990 on the promotion of Trade and Industry.

The requirements to be met by accredited laboratories are laid down in the "Danish Agency for Trade and Indu-stry's ("Erhvervsfremme Styrelsen") Statutory Order on accreditation of laboratories to perform testing etc. and GLP inspection. The statutory order refers to other documents, where the criteria for accreditation are specified further.

The standards DS/EN ISO/IEC 17025 "General requirements for the competence of testing and calibration laboratories" and DS/EN 45002 "General criteria for the recognition of testing laboratories" describe fundamental criteria for accreditation. DANAK uses guidance documents to clarify the requirements in the standards, where this is considered to be necessary. These will mainly be drawn up by the "European co-operation of Accreditation (EA)" or the "International Laboratory Accreditation Co-operation (ILAC)" with the purpose of establishing mutual recognition of accreditation. In addition, DANAK draws up Technical Regulations with specific requirements for accreditation that are not contained in the standards.

In order for a laboratory to be accredited it is, among other things, required:

- that the laboratory and its personnel are not subject to any commercial, financial or other pressures, which might influence their technical judgement
- that the laboratory operates a documented quality system
- that the laboratory has at its disposal all items of equipment, facilities and premises required for correct performance of the service that it is accredited to perform
- that the laboratory management and personnel have technical competence and practical experience in performing the service that they are accredited to perform
- that the laboratory has procedures for traceability and uncertainty calculations
- that accredited testing or calibration is performed in accordance with fully validated and documented methods
- that the laboratory keeps records, which contain sufficient information to permit repetition of the accredited test or calibration.

Side 3 af 3

In addition to group colours, the following colours can be used. The colours should mainly be used as solid colours, i.e. 100%, but may also be toned (from 10-100%). Any requests for new colours must be sent to IT and Communications.



C: 080
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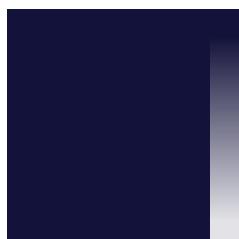
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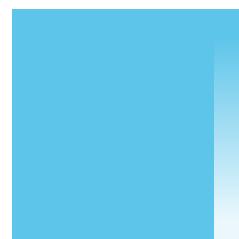
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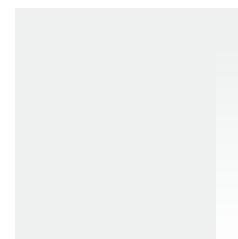
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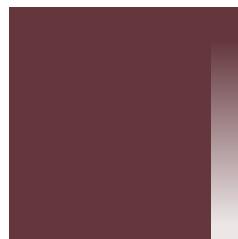
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Typography in printed form/for printed matter and websites.

Klint

Light | *Light Italic* | Regular | *Italic* | Medium | *Medium Italic*
Bold | ***Bold Italic*** | **Black** | ***Black Italic*** |

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Typography in Office programs except PowerPoint.

Verdana

Regular | *Italic* | **Bold** | ***Bold Italic***

Typography for PowerPoint presentations.

Tahoma

Regular | **Bold**