

Designguide

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1.0 Introduction

- 1.1 Vision
- 1.2 Designguide
- 1.3 Tone of voice

1.0 Introduction

1.1 Vision

Strategic focus areas: Sustainability, Welfare, and Play

Kolding School of Design Strategic Framework Contract 2022–2025 with the Minister for Education and Research serves as the school's strategy.

Research in Design

Kolding School of Design achieved the status of a research-based institution in 2010 and has a research and educational structure that follows the principles of the Bologna Declaration. The development of education and the establishment of a research environment in design are key tasks for the school in the coming years, as society and industry continue to place increasing demands on the designers being educated. Designers must be able to understand and participate in increasingly complex contexts, both in terms of production and society.

Collaboration with Industry

Collaboration with Danish and international businesses is a cornerstone of Kolding School of Designs strategy. The school aims to continuously build and maintain good relationships with industry. Representatives from the Danish Industry and the design sector sit on the school's representatives and board, directly participating in discussions regarding the goals and content of design education. The school is continuously working to expand its close collaborative ties with the industry.

The school's increased efforts regarding larger development projects, corporate collaborations, and internships have garnered much greater attention both internally and externally regarding the innovative potential of the education and a broader employment perspective.

International Collaboration

Internationally, Kolding School of Design holds a leading position. The school is part of well-functioning collaboration networks in the Nordic countries and the EU and also has cooperation agreements with several design schools outside the EU. To ensure that Kolding School of Design continues to develop and can measure up to the best, it is a strategic area for the school to continuously maintain and develop international contacts, networks, and collaborative relationships, as well as benchmark the school's programs with some of the best design schools in the world.

Danish Design and Danish Design Education continue to enjoy high international recognition, a view that representatives of the design education encounter in the EU network of the education, as well as in the design community in Europe and China. In an increasingly competitive global market, design and innovation serve as central competitive factors, both currently and in the future of Denmark, which naturally will focus attention on improving the quality of design education.

1.2 Designguide

The purpose of this design guide is to create the framework for a clear and cohesive graphic expression for Kolding School of Design.

The core idea behind the guidelines and principles of the design guide is that customers, students, and users should have the same experience of Kolding School of Design, regardless of the context in which they encounter us.

With this in mind, you should work with this guide.

1.3 Tone of Voice

Instagram

Targeted at both prospective students and the creative industry followers/future employers.

Don't hold back, **go all out with the jargon**. You are a highly specialized program. There can never be too much 'design'. It's difficult to get into the school - it's not for everyone, it's for "nerds"/future specialists. Becoming curious about a field is very much about the terminology that belongs to the field. See 'Words from the Five Lines'.

Still, speak **informally**; it's inviting and social.
Use 'you' and 'we'. Use the students' first names.

Speak **poetically**. You are also an institution that loves aesthetics and art.

Talk about **feelings, hopes, and dreams**. Design processes are emotional and often stem from strong values, humanity, political awareness, personal "direction" – micro-activism.

Unleash **chaos** in stories. That's how stories work best.
Both in terms of words, music, and "scrappy images".
You're playful: show it, don't tell it.

Bring the **personal** motivations into play. They are completely absent. Why are the students making church benches and dildos? Who are the people behind it? It's strong storytelling about 'why design?'.

LinkedIn

Targeted at companies/future employers of graduated designers.

Talk specifically about the **field, purpose, and qualifications**.
Less informal, less chaotic.

2.0 Basic elements

- 2.1 Logo
- 2.2 Logo colours
- 2.3 Logo minimum space
- 2.4 Logo placements
- 2.5 Uncorrect use of logo
- 2.6 Colours
- 2.7 Typography
- 2.8 Photostyle
- 2.9 Graphic element

2.0 Basic elements

2.1 Logo

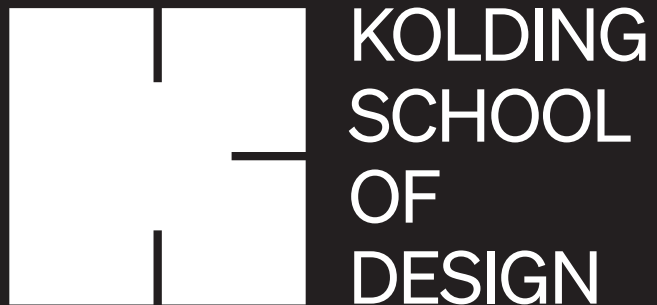
The logo must always appear in our primary black or white color.

In alternative scenarios, it is possible to use the logo in a color for special occasions.

A) Primary logo

B) Secondary logo
May only be used on avatars/profile pictures or specific formats by agreement with the communication/marketing manager.
See section 6.1 Support/contact.

A)



B)



A)



B)



2.2 Logo minimum space

Always ensure there is a good amount of space around the logo in all situations. This applies to all logo sizes.

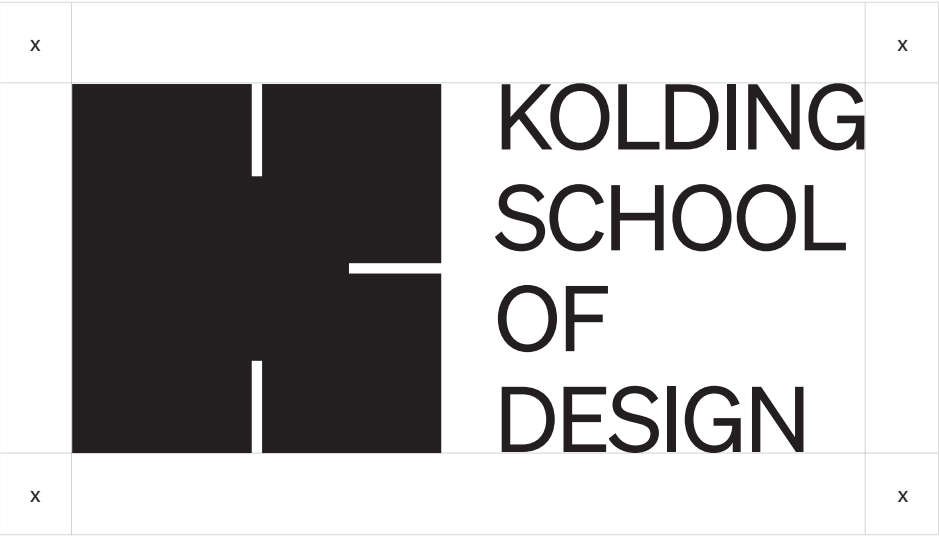
This important rule ensures a prominent logo presence.

Never use the logo smaller than the minimum size specified below.

Continuing and Further Education
Signature

See below. When communicating about our continuing and further education programs, a graphic signature has been developed, which must always be placed above our master logo, Kolding School of Design.

If there is a wish to use the signature in another way in certain cases, please contact us. See more under section 6.0 or write to dk@designskolenkolding.dk



Digital
Minimum size
Width 300 px



Print
Minimum size
Width 35 mm

2.3 Logo colours

We recommend using the logo in black on all backgrounds. Where this is not possible, the white logo should be used.

The white logo is used on photos and without shadows/other effects. It is very important to select the right photo every time the logo is placed on top of a photo. Alternatively, the photo may be edited with a slightly darker overlay, so the logo appears clear and attractive.



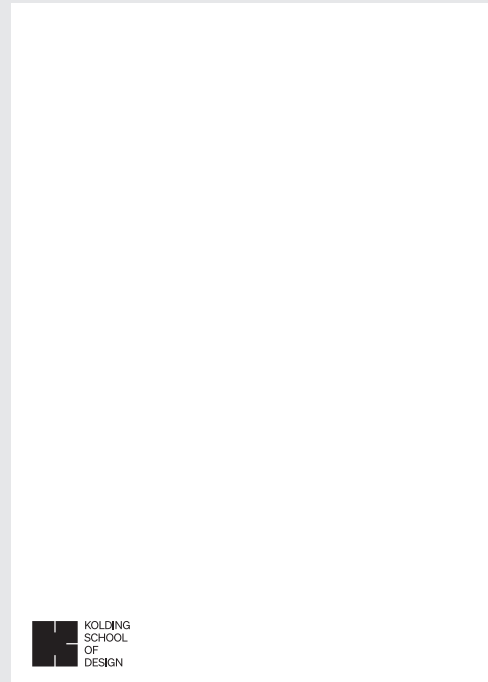
2.4 Logo placements

The logo placement is primarily in the left corner and can be scaled from there to full width. There is an option to place the logo slightly higher, but still on the left side. See page 22.

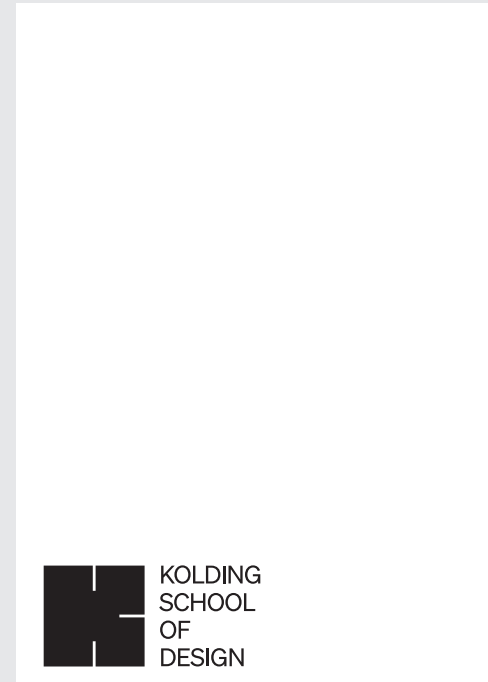
- A) Screen, print, and digital banners
- B) Brochure, ad, poster, post, story
- C) Brochure, ad, poster, post, story
- D) Brochure, ad, poster, post, story



A)



B)



C)



D)

2.5 Uncorrect use of logo

1) The logo must not be distorted.

2) The logo must not be blurred or pixelated.

3) Never use shadows around the logo.

4) Never use fonts other than the typeface for the logo.

5) Never use colors other than black/white in the logo. See more under Logo Variations (page 10).

6) The logo must not be used in a line.

7) The logo must not be tilted.

8) The logo must not be laid out differently.

9) The logo must not be used too small.
See section 2.2.

1)



2)



3)



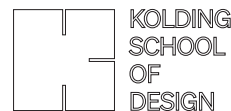
4)



5)



6)



7)



8)



9)



2.6 Colours 1/2

The primary colors are black and white.

The secondary colors are only used for special events or other occasions. They are used to create contrast, dynamics, and attention.

On the website, the colors are used more actively on digital design assets, such as buttons, etc. Alternatively, they can also be used for illustrations, infographics, charts, and columns.

PRIMARY BLACK	HEX RGB CMYK	#000000 000 / 000 / 000 000 / 000 / 000 / 100
PRIMARY WHITE	HEX RGB CMYK	#FFFFFF 255 / 255 / 255 000 / 000 / 000 / 000
SECONDARY LIGHT GREY	HEX RGB CMYK	#EAEBEE 234 / 235 / 238 007 / 005 / 004 / 000
SECONDARY GREY	HEX RGB CMYK	#AEB4BC 174 / 180 / 188 032 / 023 / 020 / 000
SECONDARY BLUE	HEX RGB CMYK	#1B4DBD 027 / 077 / 189 090 / 076 / 000 / 000
SECONDARY BORDEAUX	HEX RGB CMYK	#381317 056 / 019 / 023 051 / 079 / 067 / 074
SECONDARY PURPLE	HEX RGB CMYK	#AB82E7 171 / 130 / 231 040 / 052 / 000 / 000
SECONDARY PINK	HEX RGB CMYK	#FF6EFF 255 / 110 / 255 018 / 060 / 000 / 000
SECONDARY YELLOW	HEX RGB CMYK	#FFFF8A 255 / 255 / 138 003 / 000 / 056 / 000
SECONDARY BROWN GREEN	HEX RGB CMYK	#5B4F21 091 / 079 / 033 053 / 053 / 098 / 041

2.6 Colours 2/2

Here we look at the color hierarchy.
It shows approximately how much each
individual color should contribute to
the brand identity.



2.7 Typography 1/4

Primary fonts

Headline / Display
Victor Serif Medium

Buy font licens
<https://www.kometa.xyz/buy/victor-serif/>

AaBbCc123

Intro/manchet
Victor Serif

Buy font licens
<https://www.kometa.xyz/buy/victor-serif/>

AaBbCc123

Body
Söhne Buch

Buy font licens
<https://klim.co.nz/retail-fonts/soehne/>

Body
Söhne Halbfett

Buy font licens
<https://klim.co.nz/retail-fonts/soehne/>

AaBb

AaBb

Alternative fonts

Headline / Display - alternativ
Times New Roman

Times New Roman is a free system font that is available on all computers. It is an alternative font to Victor.

Used only for Word templates,
PowerPoint, and email signature.

AaBbCc123

Intro/manchet - alternativ
Times New Roman

Times New Roman is a free system font that is available on all computers. It is an alternative font to Victor.

Used only for Word templates,
PowerPoint, and email signature.

AaBbCc123

Body - alternativ
Arial Regular

Arial is a free system font that is available on all computers. It is an alternative font to Söhne.

Used only for Word templates,
PowerPoint, and email signature.

AaBbCc123

2.7 Typography 2/4

Headline / Display
Victor Serif Medium

Aa123

2.7 Typography 3/4

Headline / Display
Victor Serif Medium

Accessory Design (BA)
Accessory Design

Body
Söhne Halbfett and Söhne Buch

Industrial Design (BA)

Tactility, needs, tools, identity markers, concept, product development, shoes, bags, jewelry, design, sketches, collection, workshop, production drawings, visualization, communication, model, material processing, composition, form analysis, light, color theory, prototype, digital, analog, fabrication, modeling, rendering, 3D printing, casting, experiment, execution, reflection, avant-garde, commercial, function, form, staging, method, theory, aesthetics, wearable, values, vision, company analysis, production methods, value creation.

2.7 Typography 4/4

When working with headings, subheadings, and body text, it is important to create a dynamic and lively layout in the text formatting. A layout that is in balance and contrast, without becoming a heavy block of text. The headings should be simple and powerful.

Victor Serif
Medium

Victor Serif
Medium

Söhne
Buch

Söhne
Buch

Söhne
Halbfett

Strategy

Strategic focus areas:
Sustainability, welfare, and play

Kolding School of Design’s Strategic Framework Contract 2022–2025 with the Minister for Education and Research serves as the school’s strategy.

Research in Design
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2.8 Photostyle 1/2

We need to work with messages in the image, small stories. This way, the images have their justification and provide their effect. We should always have an approach, some guides to what we want to achieve in communication.

We should embrace different creative lines, environments, and cultures when shooting photos, with a clear focus on an attractive international look and feel.

On social media, we should share and actively communicate the students' process photos, primarily in stories and sometimes in posts. Curate what works well and is good to share without becoming irrelevant content. There should not be a filter regarding photos/videos, as we need to share as much creative work as possible.

It is important that we celebrate the building and highlight the beautiful surroundings, the spaces, the materials, the light, and the people.

Style/tone

- We should work with “fly on the wall” images
- Documentary look and feel
- New crop and angles in how we take the photos
- Authentic, honest, and natural expression
- Focus on professionalism and quality
- New angles, more close-ups

Photos to the right, here are some inspirational photos from other places, **which cannot be used due to copyrights**. These are just to set the style and direction for the mood and approach in the photo style.

Mood



2.8 Photostyle 2/2

We need to work with messages in the image, small stories. This way, the images have their justification and provide their effect. We should always have an approach, some guides to what we want to achieve in communication.

We should embrace different creative lines, environments, and cultures when shooting photos, with a clear focus on an attractive international look and feel.

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It is important that we celebrate the building and highlight the beautiful surroundings, the spaces, the materials, the light, and the people.

Style/tone

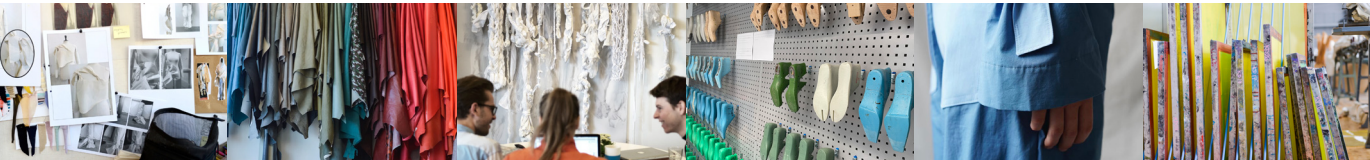
- We should work with "fly on the wall" images
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Accessory Design (BA)



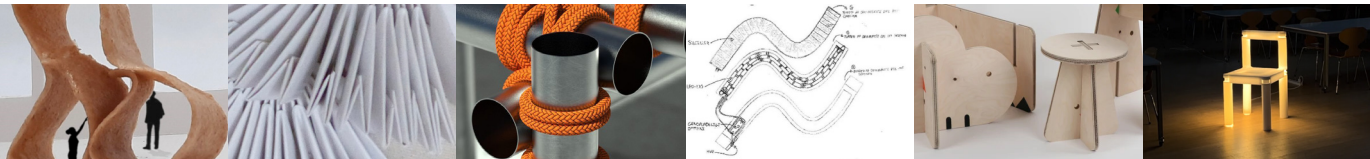
Fashion Design (BA)



Communication Design (BA)



Industrial Design (BA)



Textile Design (BA)



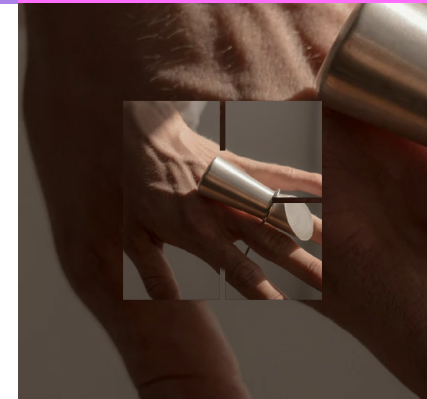
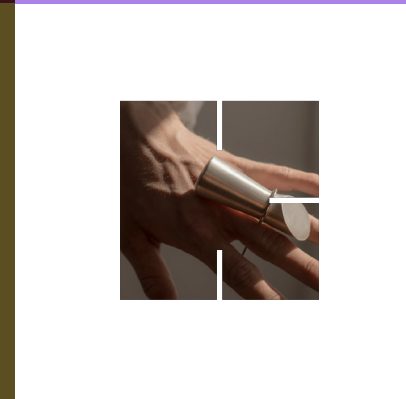
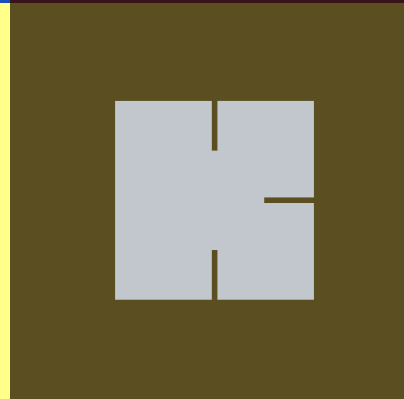
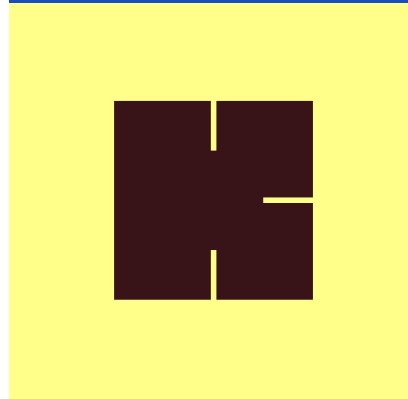
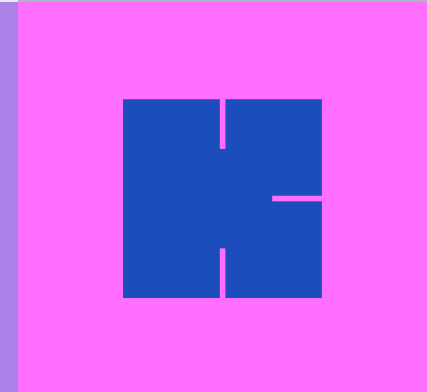
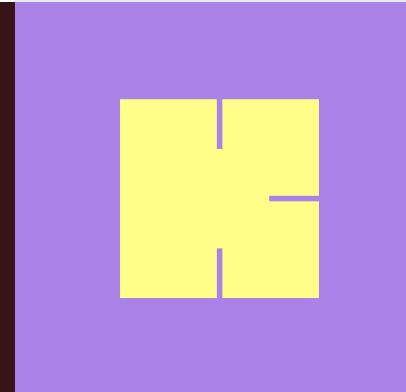
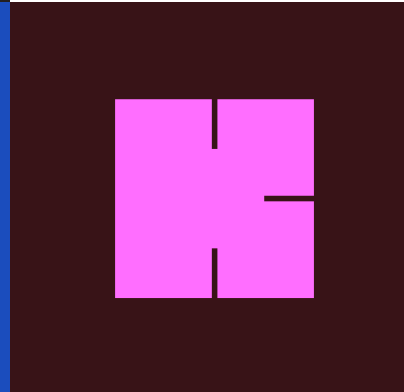
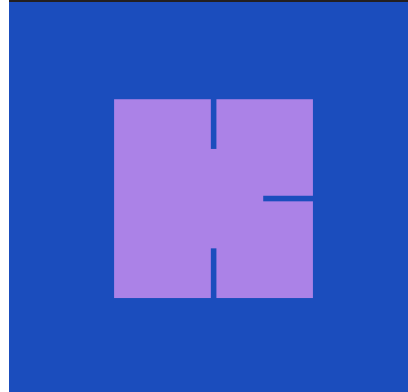
Design for People
Design for Planet
Design for Play



2.9 Graphic element

The K logo mark can also be used as a graphic element in animations or other specific formats/campaigns.

It can be used on various color backgrounds, and photos may be inserted into it.



3.0 Office line

- 3.1 Letterhead
- 3.2 Businesscards
- 3.3 Labels
- 3.4 Email signature

3.0 Office Line

3.1 Letterhead (A4)

Designskolen Kolding
Ågade 10
DK-6000 Kolding

+45 91 33 30 34
@designskolenkolding.dk
CVR / VAT NO.: 8923944



Press release

Designskolen Kolding
Ågade 10
DK-6000 Kolding

+45 91 33 30 34
@designskolenkolding.dk
CVR / VAT NO.: 8923944



3.2 Businesscards



3.3 Labels

Designskolen Kolding
Ågade 10
DK 6000 Kolding



Designskolen Kolding
Ågade 10
DK 6000 Kolding



Designskolen Kolding
Ågade 10
DK 6000 Kolding



Designskolen Kolding
Ågade 10
DK 6000 Kolding



3.4 Email signature

To: |

Cc:

Subject:

Signature: None

Hej Maria

Angående projektet vollibu scimi, te nis dolut pora verum facerempe
exero totae simention porehenimus odi omniaectia ilicillendia doll labo,
impora veligenis aut pedis ipitatendusa nonsequamus.

Bedste hilsner / All the Best

Tine Teudt Jessen
Projektleder
+45 91 33 30 34
ttj@dskd.dk

 KOLDING
SCHOOL
OF
DESIGN

Designskolen Kolding
Agade 10, DK 6000 Kolding

Font: Arial Bold
Font Str. 7 pt
Colour: HEX #000000

Font: Arial Regular
Font Str. 7 pt
Colour: HEX #000000

4.0 Communication

- 4.1 Social Media
- 4.2 Website
- 4.3 Magazine/brochure
- 4.4 Ads
- 4.5 Posters
- 4.6 Project sign
- 4.7 Sceens (animations)

4.0 Communication

4.1 Social Media 1/7

Avatar/profile photo



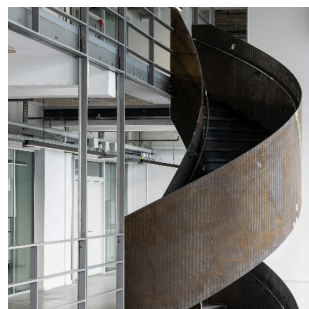
4.1 Social Media 2/7



The Instagram feed is shown to the right. We need to work with contrast and dynamics in the way we communicate.

Mostly using images and videos, and in some places, create pauses with text/ graphic messages.

In general, work with strong and simple messages.



Lorem del mores
via quares

Discover



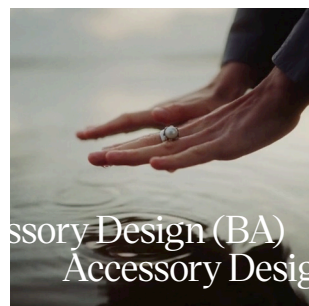
Lorem del mores
via quares

What design can do?

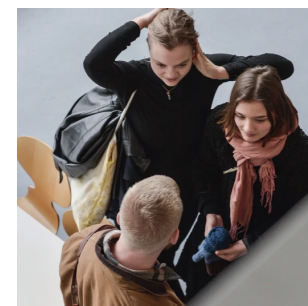
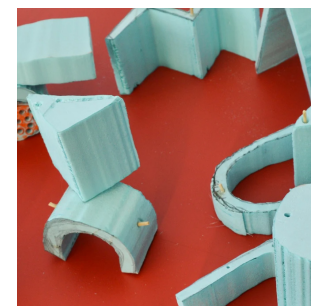


Lorem del mores
via quares

About Design for Play

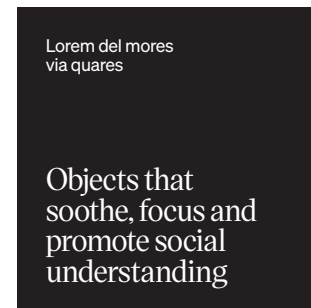


ssory Design (BA)
Accessory Design



1. FEB + 6. FEB

nt Hus 2025
Åbent Hus 202



Lorem del mores
via quares

Objects that soothe, focus and promote social understanding



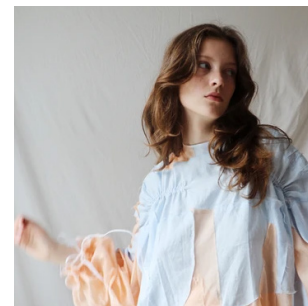
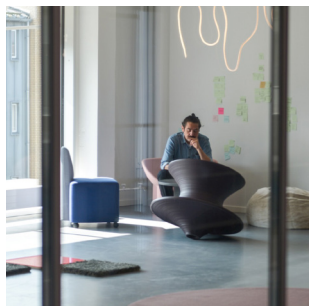
4.1 Social Media 3/7

KOLDING
SCHOOL
OF
DESIGN

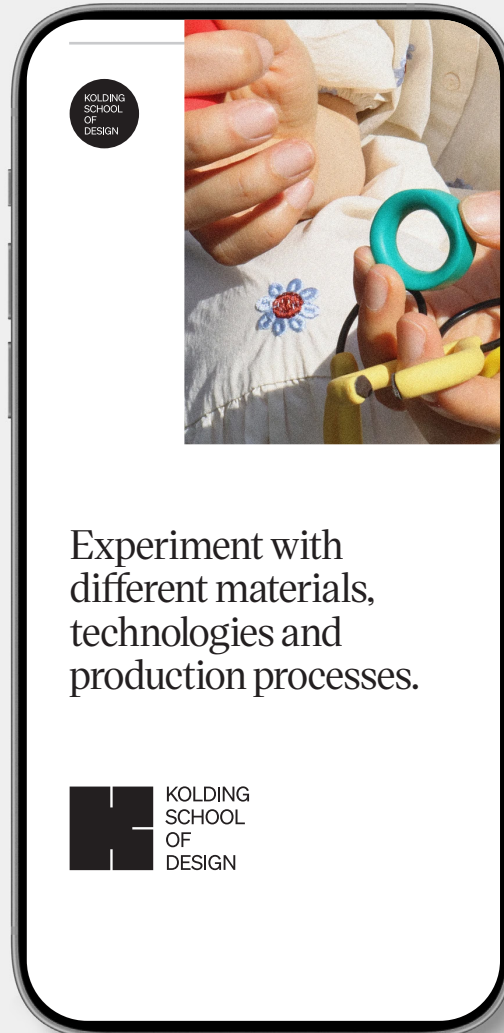
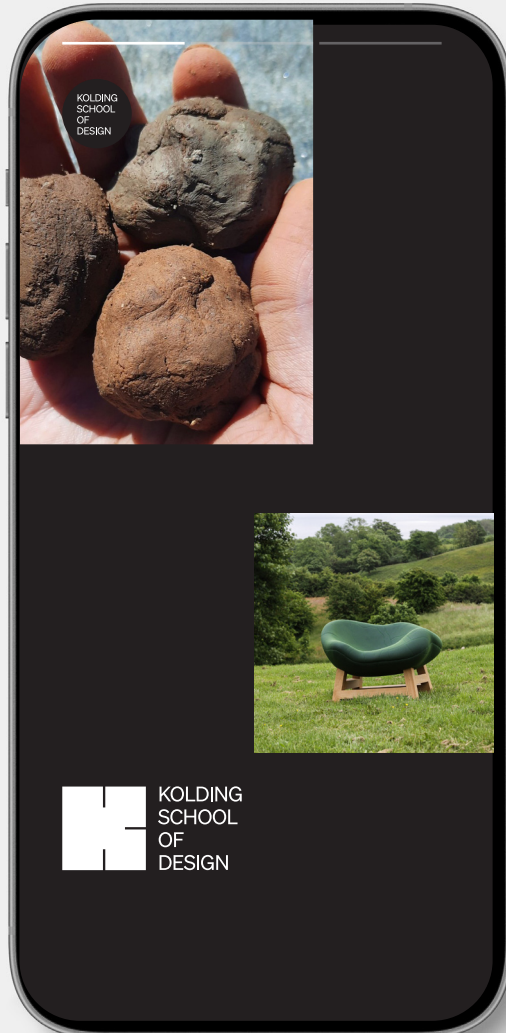
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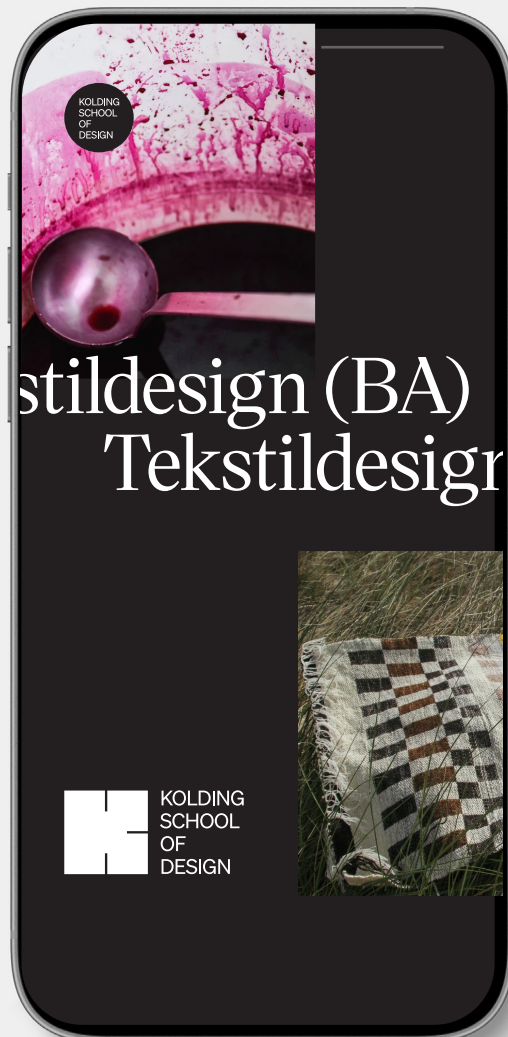
In general, work with strong and simple messages.



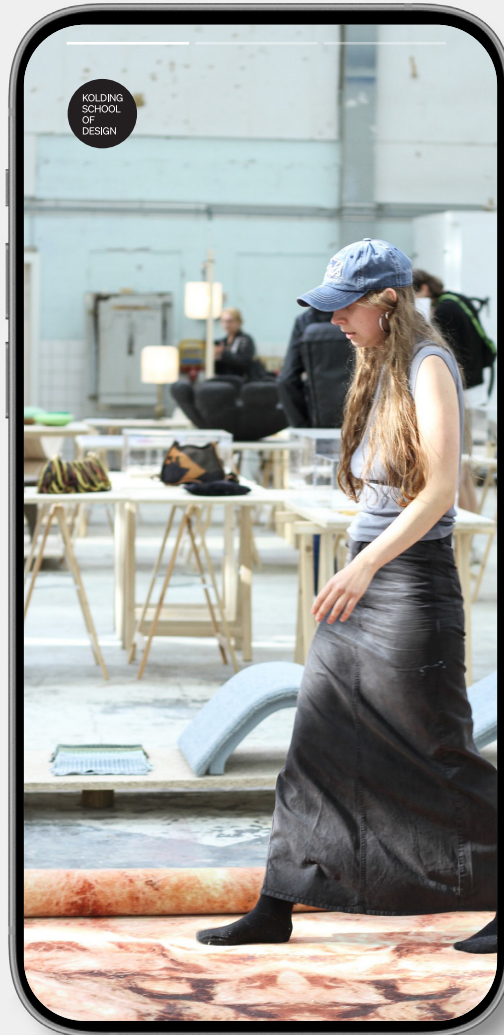
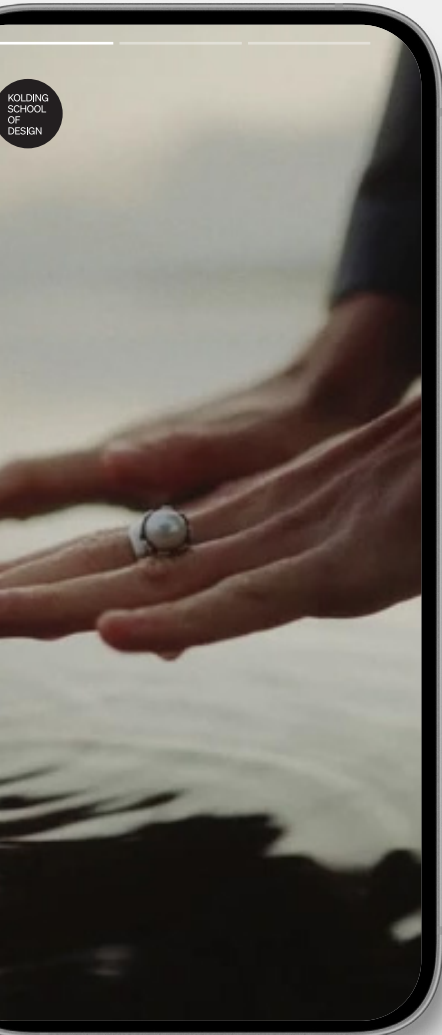
4.1 Social Media 4/7



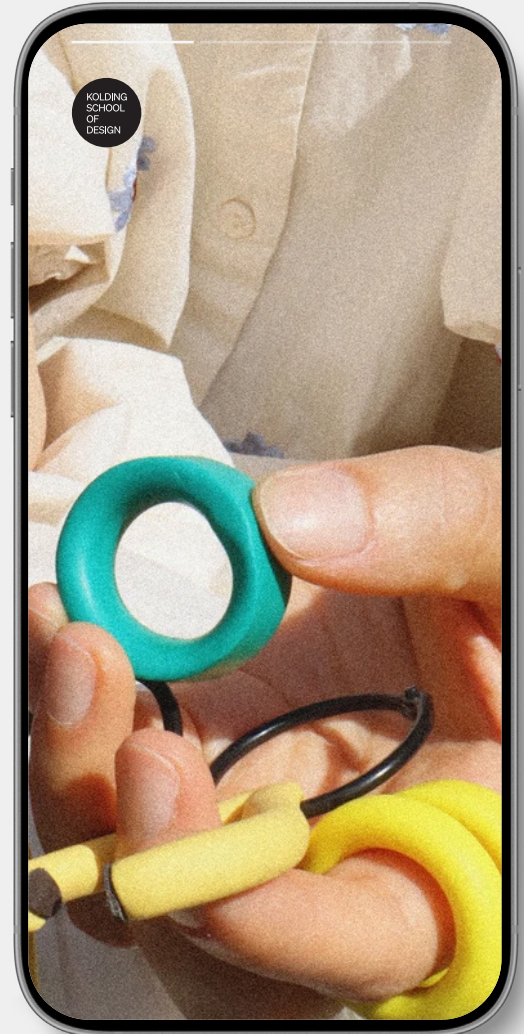
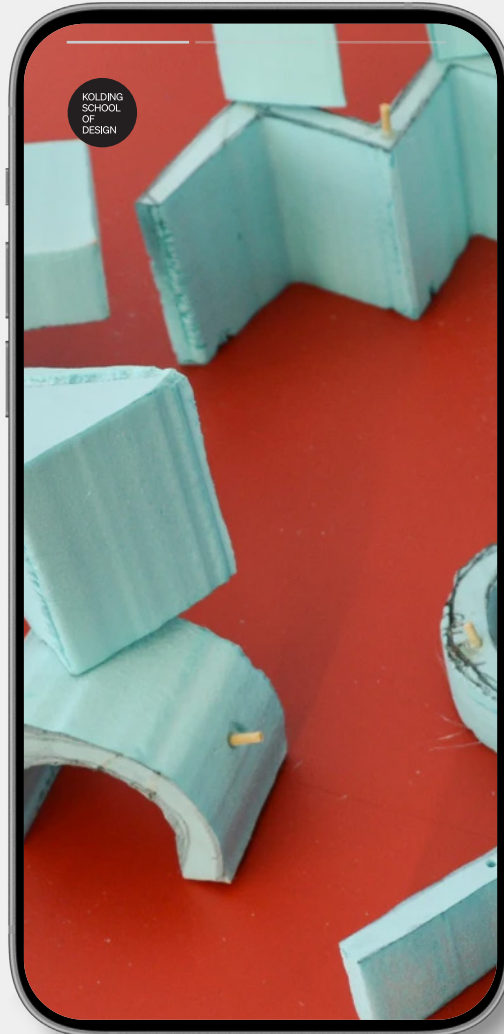
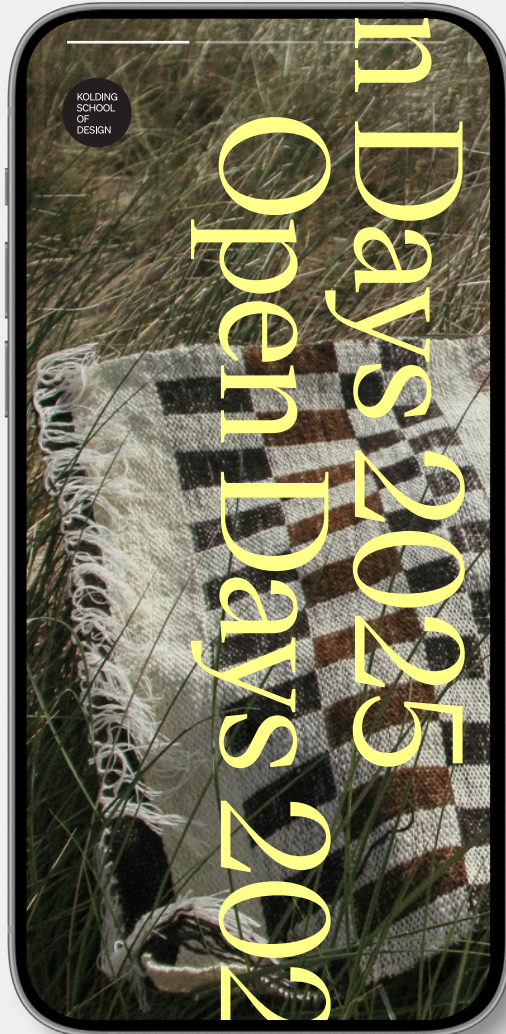
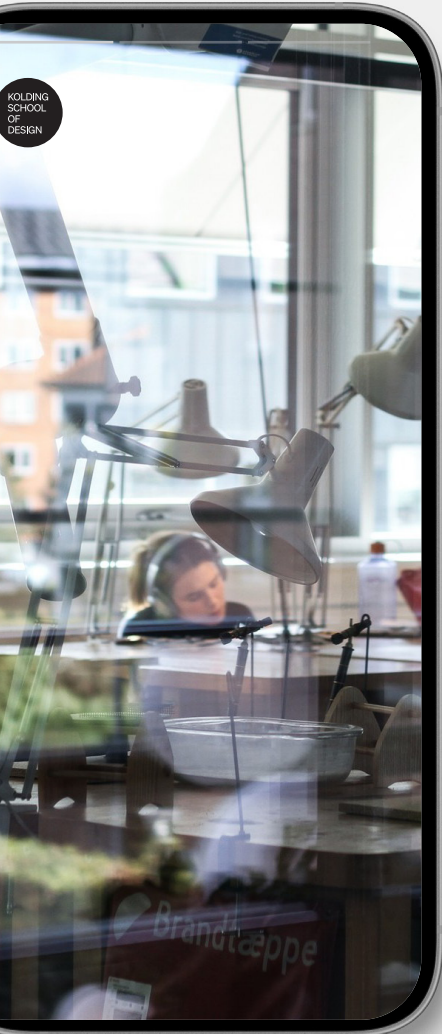
4.1 Social Media 4/7



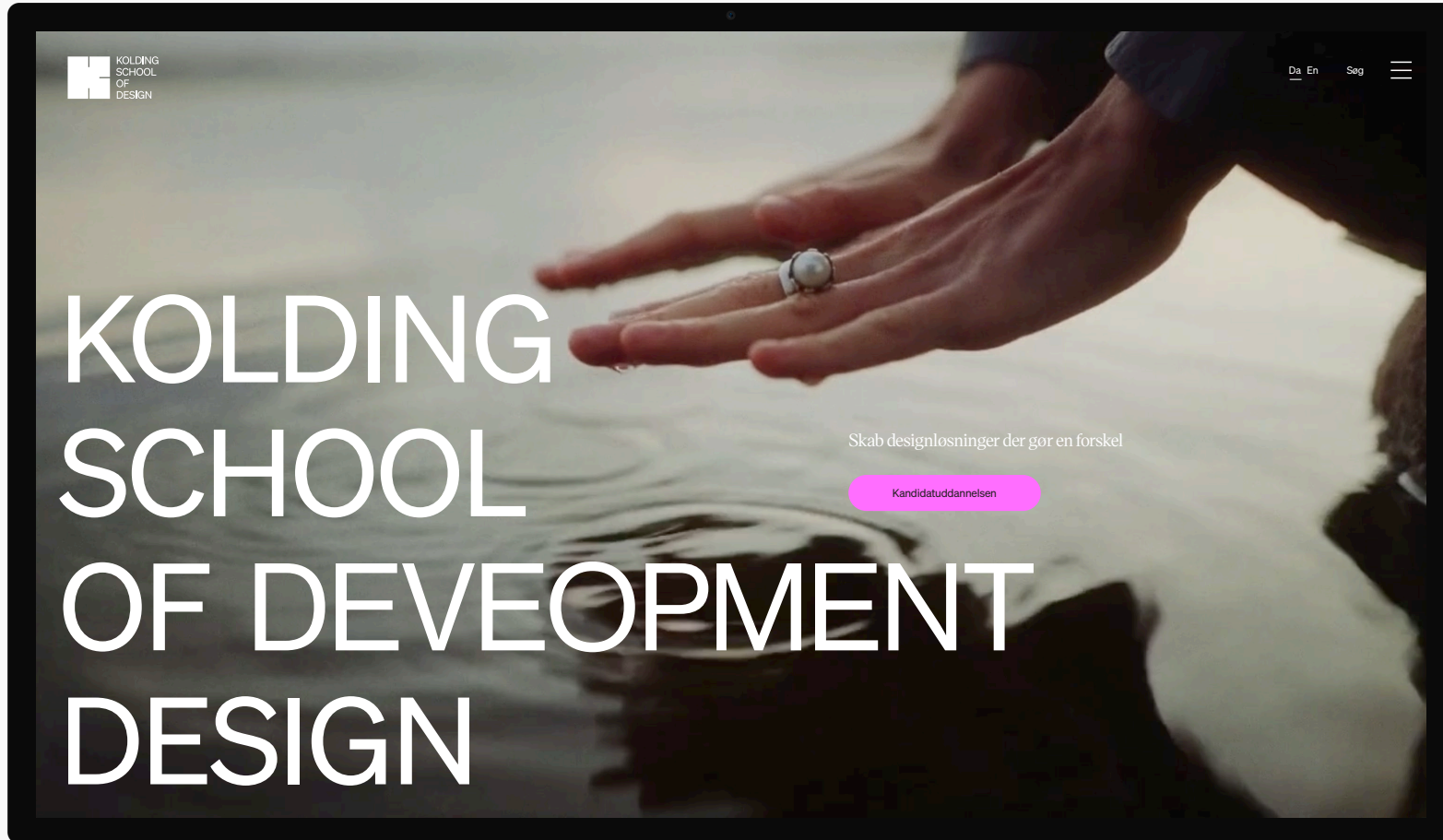
4.1 Social Media 6/7



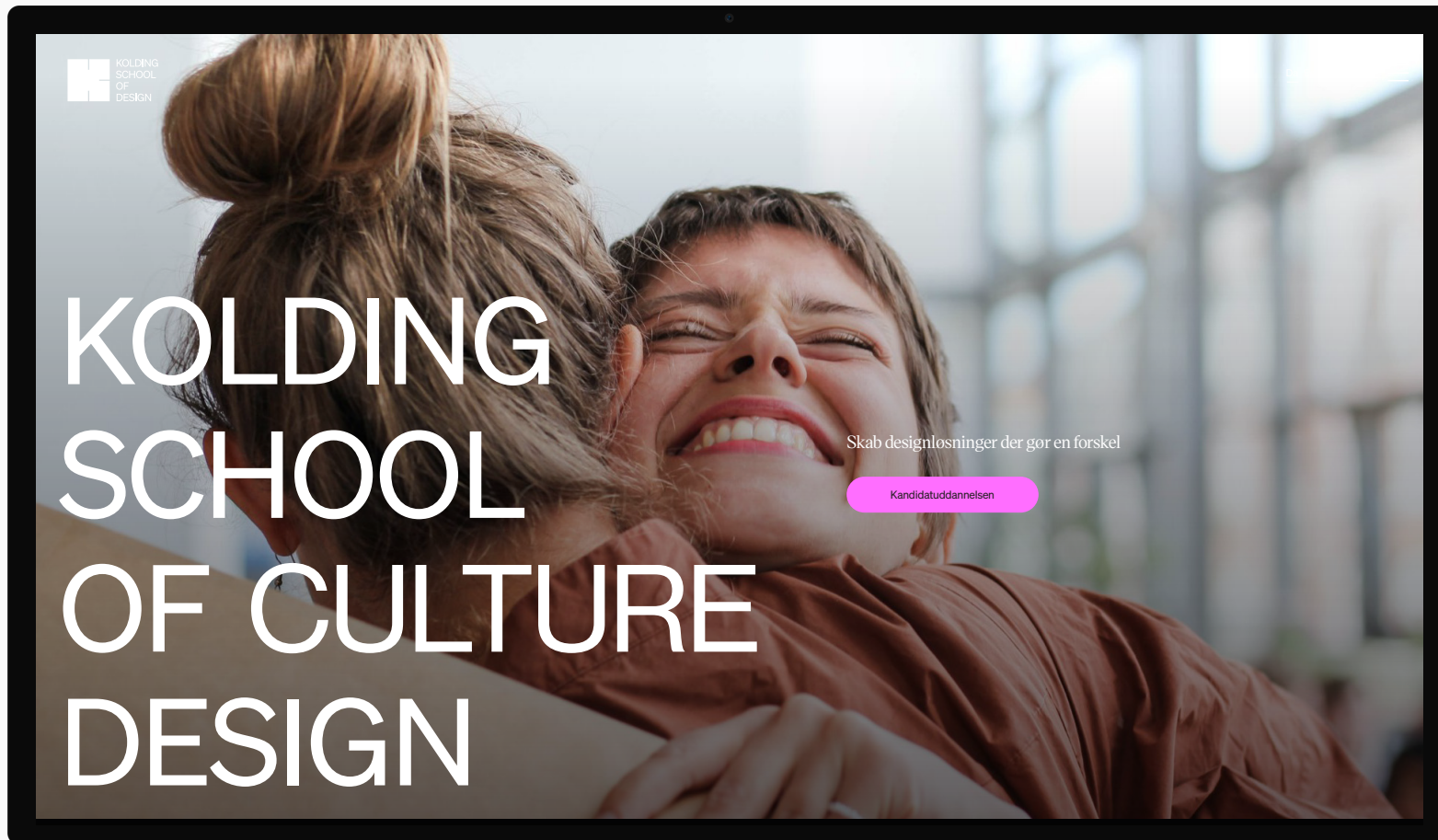
4.1 Social Media 7/7



4.2 Website 1/3



4.2 Website 2/3



4.2 Website 3/3



4.3 Magazine/brochure

Design for people



Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.

Together we design the future

Design can change



Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.

4.4 Ads

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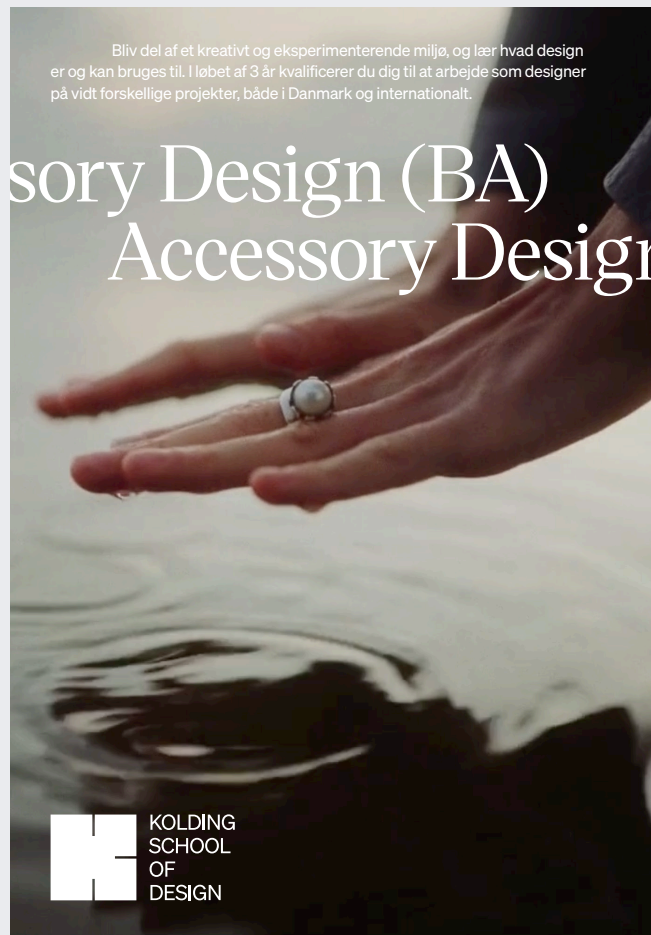
peech, conser-
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Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.

How play and design drive evolution



4.5 Posters 1/4



4.5 Posters 2/4

Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.



Industrielt Design (BA)

Industrielt Design



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Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.



Accessory Design (BA)

Accessory Design



KOLDING SCHOOL OF DESIGN

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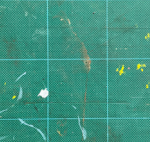
Beklædningsdesign (BA)

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KOLDING SCHOOL OF DESIGN

Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.



Kommunikationsdesign (BA)

Kommunikations



KOLDING SCHOOL OF DESIGN

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Tekstildesign (BA)

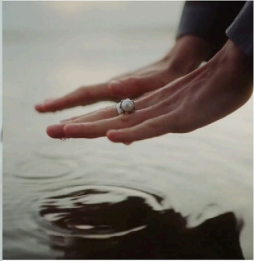
Tekstildesign (BA)



KOLDING SCHOOL OF DESIGN

4.5 Posters 3/4

Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.



sory Design (BA) Accessory Design



KOLDING
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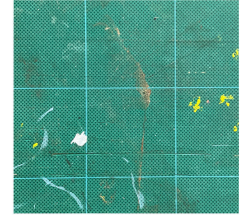
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ekstildesign (BA) Tekstildesign (BA)



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Bliv del af et kreativt og eksperimenterende miljø, og lær hvad design er og kan bruges til. I løbet af 3 år kvalificerer du dig til at arbejde som designer på vidt forskellige projekter, både i Danmark og internationalt.



ationsdesign (BA) Kommunikations



KOLDING
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4.5 Posters 4/4



4.6 Project sign

Model & materiale

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Model & materiale

(BA) 1 — 1D/ACC

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(BA) 1 — 1D/ACC

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Model & materiale

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4.7 Screens (animations)

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5.0 Inspiration

5.1 Light sign

5.2 Merchandise

5.0 Inspiration



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6.0 Support

6.1 Contact

6.0 Support

6.0 Support

How to get help

If you are unsure about how to understand or apply the guidelines in the design guide, please contact Kolding School of Design, who can put you in touch with a communication manager.

Kolding School of Design
+45 76 30 11 00
dk@designskolenkolding.dk

