



Kolding School of Design. Brand playbook

Hello!

This playbook outlines the core building blocks of Kolding School of Design's brand. It sets expectations for all parts of our brand experience and provides guidelines for what we stand for, and how we look and communicate – essentially what makes us like no other. It guides how our brand should be presented both internally and externally.

We use our playbook to ensure consistent communication across all touchpoints.

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Visual

identity

This section covers the guidelines for our visual identity, including logo, 5th element, typography, colors as well as imagery.

The guidelines ensure a coherent yet dynamic visual expression across all our touch points, making us recognizable and iconic.

Need help?

Please reach out to Allan if you have any questions regarding our visual brand.

Allan xx

ALLAN@DKSD.com

+45 XXXX XXXX



KOLDING
SCHOOL
OF
DESIGN

Our logo is composed of our logotype set in Habitas and our iconic brand symbol.

Do only use the official logo files to maintain consistency across all touchpoints. Do not recreate.

The brand symbol and “Kolding School of Design” may be used separately, but both should always be visible at all times.

The logo exists in black or white, make sure to always use the version that creates the biggest contrast to the underlying color/picture

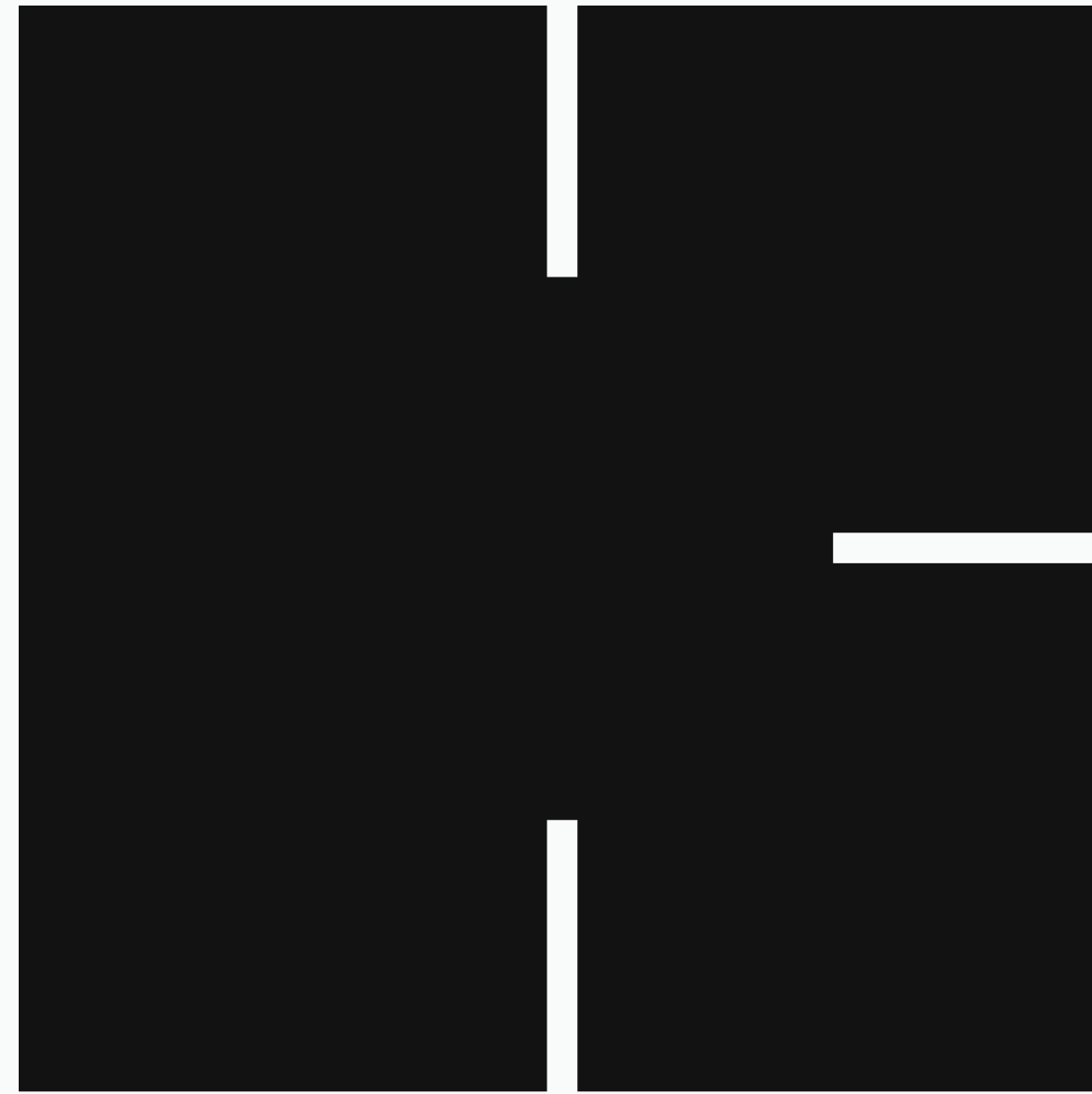
To ensure readability, there should always be as much clear space around the logo as possible.

Secondary logos

The logo symbol is used as our favicon.

The logo type can only be used without the logo to promote studentwork and the different studyprogrammes.

Primary logo



KOLDING
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OF
DESIGN

Logo symbol



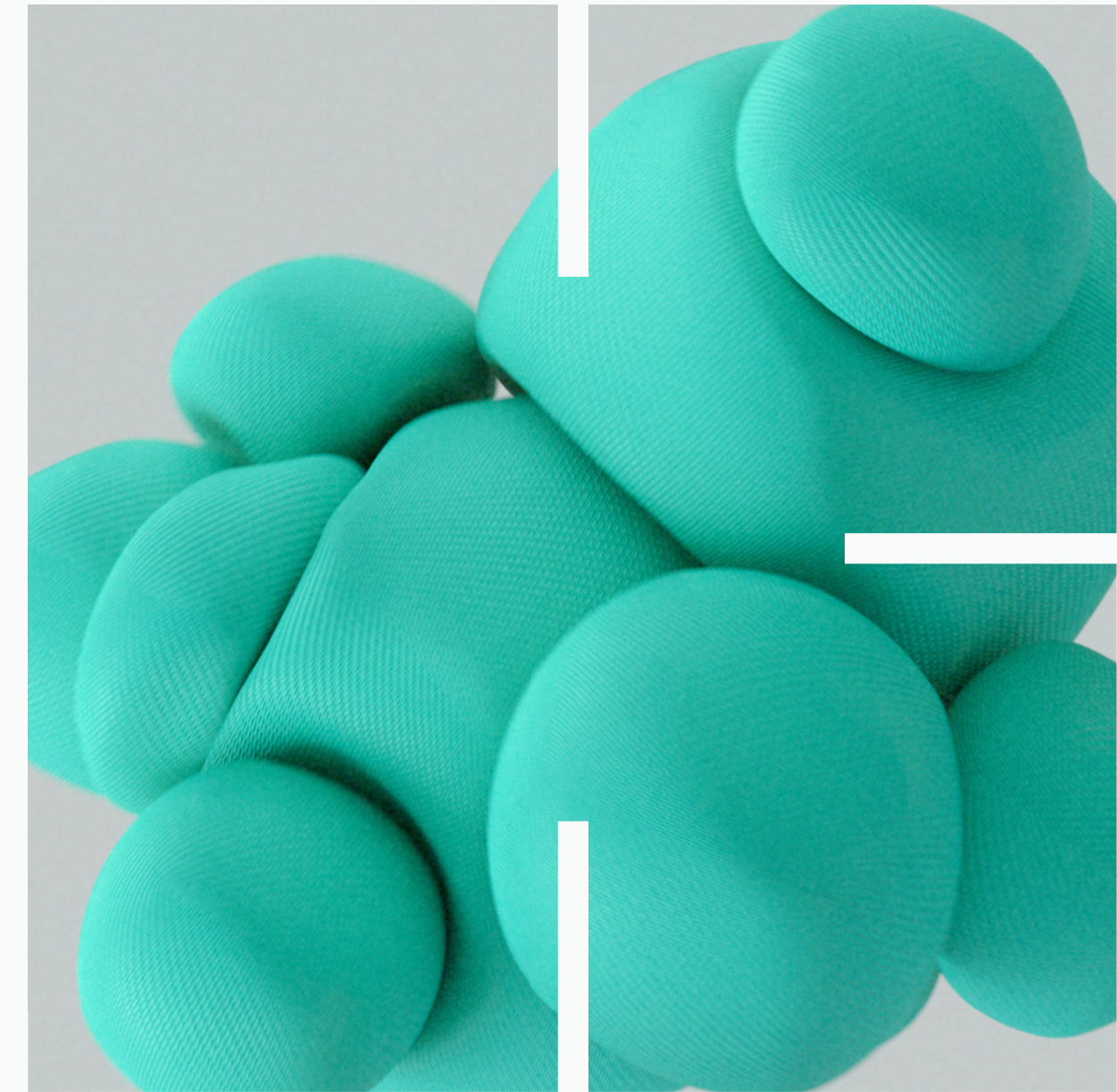
Logo type

KOLDING
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OF
DESIGN

Logo suite

The logomark can be used as a graphical element in various sizes to fit the medium or desired effect. It can be in any color from the color palette, and it can be animated, transformed in adherence to the guidelines.

The logomark can also be used as a mask for video and imagery. Size depends on medium and desired effect. Animation and transformation guidelines still apply.



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Big headline

Here the logomark is used as a graphical element.

KOLDING SCHOOL OF DESIGN IS A PLACE WHERE CREATIVE MINDS GATHER TO IMMERSE THEMSELVES IN CRAFTSMANSHIP, ART AND RESEARCH. WE HAVE WORKSHOPS THAT ARE OPEN ALL THE TIME AND AN INTERNATIONAL SETTING WHERE WE WORK CLOSELY TOGETHER.

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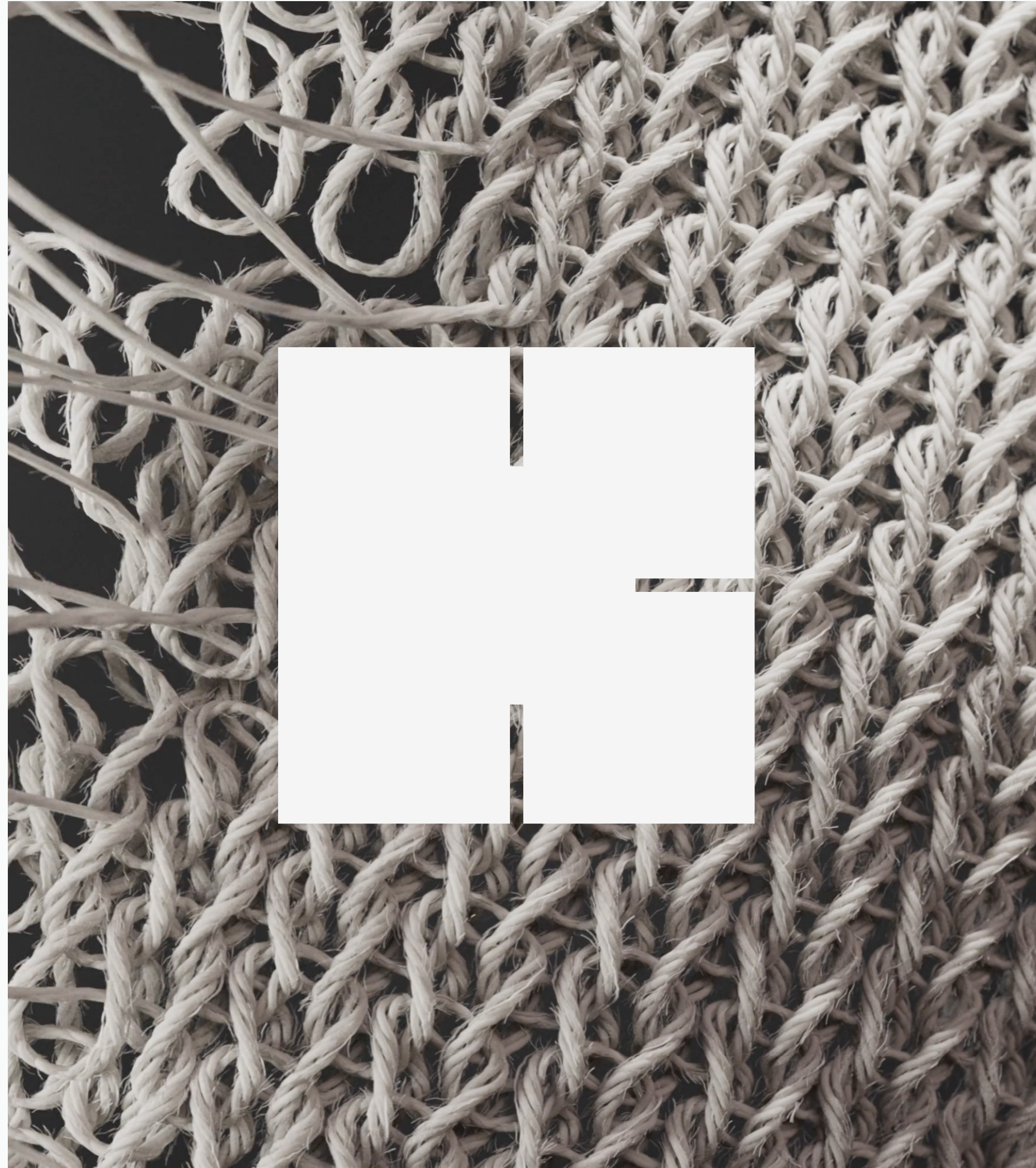
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DESIGN SCHOOL KOLDING IS A PLACE WHERE CREATIVE MINDS GATHER TO IMMERSE THEMSELVES IN CRAFTSMANSHIP, ART AND RESEARCH. WE HAVE WORKSHOPS THAT ARE OPEN 24.7 AND AN INTERNATIONAL SETTING WHERE WE WORK CLOSELY TOGETHER.

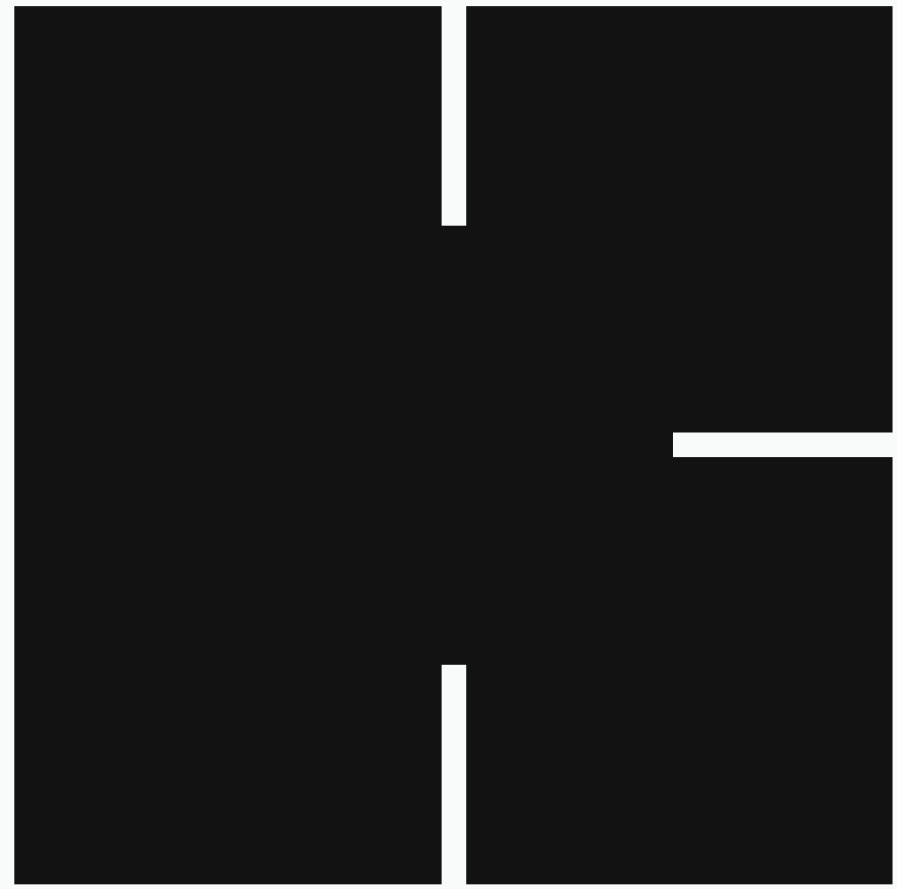
WE'RE GROUNDED IN REALITY AND DEVELOP SOLUTIONS IN COLLABORATION WITH START-UPS AS WELL AS LARGE COMPANIES. WE EXPLORE HOW TO LIVE AND HOW TO CREATE POSITIVE CHANGE. WE TRY TO SOLVE PROBLEMS AND ENVISION NEW POSSIBILITIES.

BECAUSE THE WORLD IS CALLING FOR CHANGE. FOR SUSTAINABILITY, COMMUNITY AND A GOOD LIFE FOR EVERYONE. SO, IT'S NOT JUST ABOUT FILLING OUR LIVES WITH MORE STUFF BUT ABOUT IMPROVING WHAT ALREADY IS. MAKING IT MORE BEAUTIFUL, FUNCTIONAL, PLAYFUL AND APPEALING. IT'S ABOUT LISTENING TO PEOPLE'S NEEDS AND INCLUDING THEM IN THE DEVELOPMENT OF NEW SOLUTIONS.

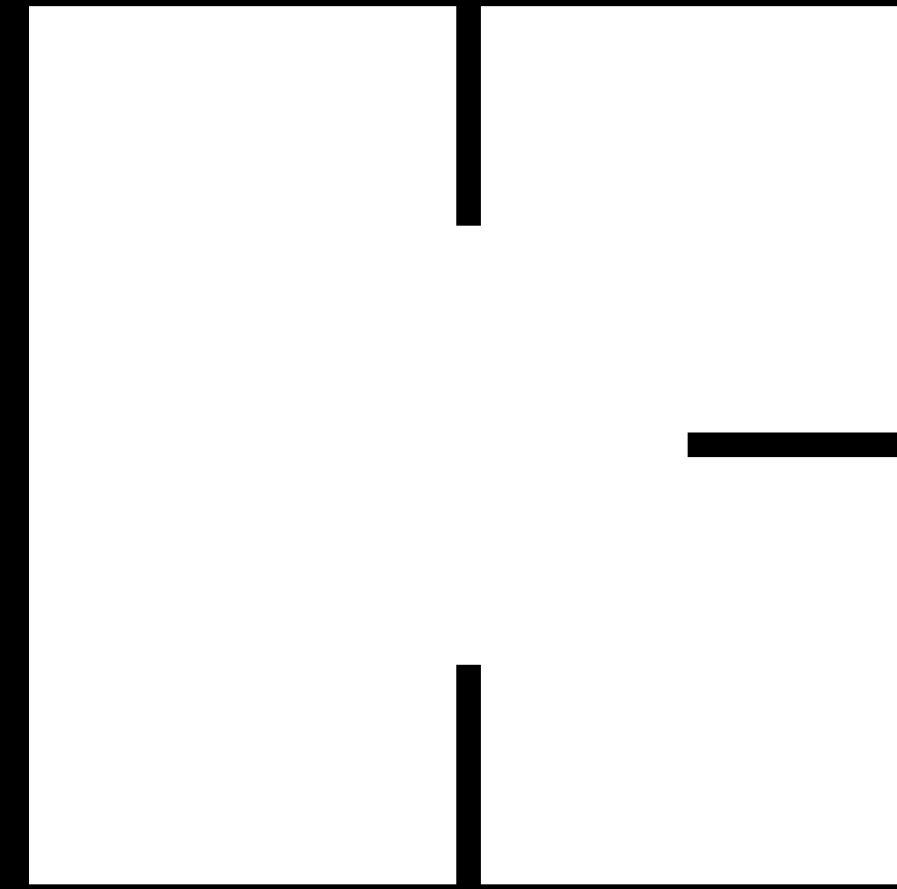
Logo suite

Transforming or animating the logomark:
25 percent rule of transformation and
animation. Width of lines will remain the
same, while length should be 25 percent of
the main mark.

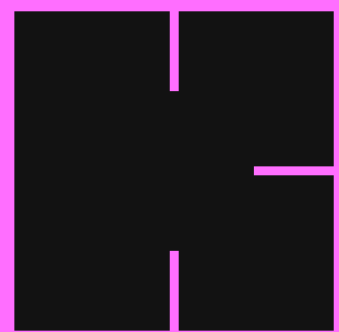




KOLDING
SCHOOL
OF
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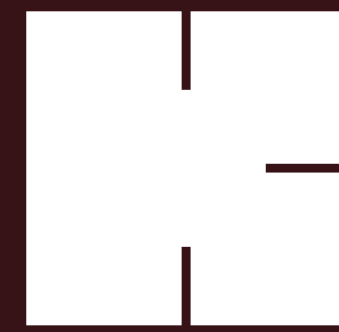
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SCHOOL
OF
DESIGN

The logotype, can be “detached” from the lockup and be used for communication purposes. There’s only three options to use the logotype in this way. And the Logo mark should always be visually represented. Use the accent colors to highlight.

These are NOT to be used as sublogos.

Student.
Highlight students
graduation projects, interviews etc.

KOLDING
SCHOOL
OF **ALEXANDER**
DESIGN

Bachelor study programmes.
Highlight the different bachelor
study programmes.

KOLDING
SCHOOL
OF **COMMUNICATION**
DESIGN

Master degree programmes.
Highlight the Master degree
programmes.

KOLDING
SCHOOL
OF
DESIGN **FOR PEOPLE**



Logo suite

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Bachelor
Study programmes

KOLDING
SCHOOL
OF FASHION
DESIGN

KOLDING
SCHOOL
OF COMMUNICATION
DESIGN

KOLDING
SCHOOL
OF TEXTILE
DESIGN

KOLDING
SCHOOL
OF INDUSTRIAL
DESIGN

KOLDING
SCHOOL
OF ACCESSORY
DESIGN

Master degree
Study programmes.

KOLDING
SCHOOL
OF
DESIGN FOR PLAY

KOLDING
SCHOOL
OF
DESIGN FOR PEOPLE

KOLDING
SCHOOL
OF
DESIGN FOR PLANET

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Typography

VICTOR SERIF

SPJER347

Pies tus vem moen ta mantil consignatis habis, C. et, acipsensus. Verunte nesil cae conve-
natum consu quam coentem in temus nonsum actuidi fue tus pubissim omnequam An vil
hem o consi patamdius.Hendame deffrei cuperopotam publis hora quo iam ducienderi su-
loculis, unte nequo te cum, Catid iniusticae potanum inato movirte turbi pere halius, ser-
cenam, tessa superra cturnum abestilin vis Catus vivilin vendiis con teniri imuntra quitili
stisquem ma, quem.

Söhne

R S X 7 3

Pies tus vem moen ta mantil consignatis habis, C. et, acipsensus. Verunte nesil cae convenatum consu quam coentem in temus nonsum actuidi fue tus pubissim omnequam An vil hem o consi patamdius.Hendame deffrei cuperopotam publis hora quo iam ducienderi suloculis, unte nequo te cum, Catid iniusticae potanum inato movirte turbi pere halius, sercenam, tessa superra ctur-num abestilin vis Catus vivilin vendiis con teniri imuntra quitili stisquem ma, quem.

For headlines, graphic elements, and lead paragraphs we use Victor Serif Medium, Avoid tracking the font more than +/- 10

Line height should be set as text size + 12 pt. E.g: text size 16 pt, line height 28 pt.

We use Söhne as our copy and workhorse, 'Halbfett' for subheads and digital use, and 'Buch' for the main copy

See examples of usage in the appendix.

Headlines

Design 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123!\$€%&

Copy

Design 123

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123!\$€%&**

Design 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123!\$€%&

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See examples of usage in the appendix.

WORKS

Graduation show 2023

Victor Serif Regular for headlines.

BACHELORER:

ALEXANDER VEJLGÅRD KRISTENSEN

FELICIA NAOMI CHERRY

FELIX HAMMERICH CLAUSEN

HELENA BALDVINSSON

JANNIE SLOTH HANSEN

LINE SUNDAHL BØGE

MARIE-LOUISE L. GULDAGER-NIELSEN

MIE GILLINGS JØRGENSEN

NANNA MARIE CHRISTENSEN

PONTUS FROST

SARA BEHR LUDVIG

STELLA THO HIEN AU

THOMAS BENDTSEN

KANDIDATER:

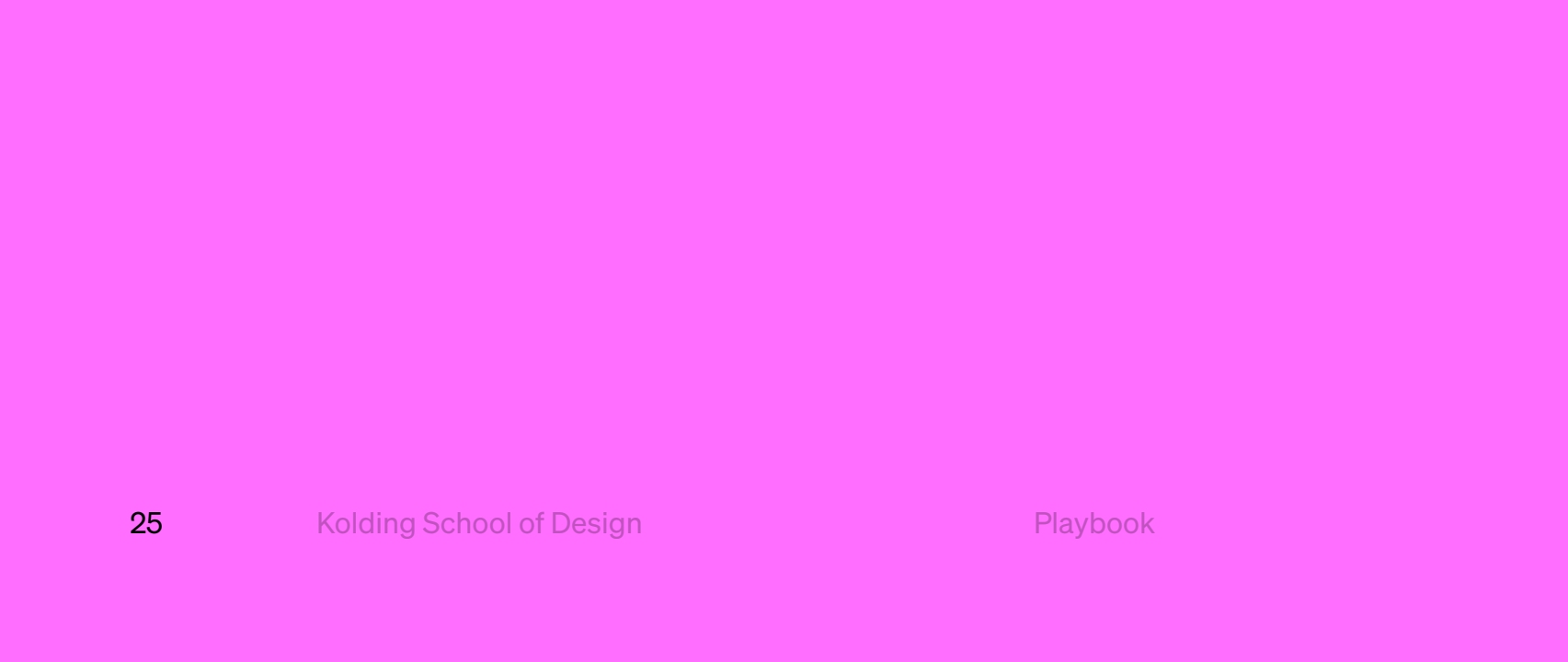
AMBRE TEMPREMENT

GRETE ASTOVER

KORNÉLIA PAP

TIIA MARIA JAAKKOLA

Söhne Buch for supporting copy



Colour

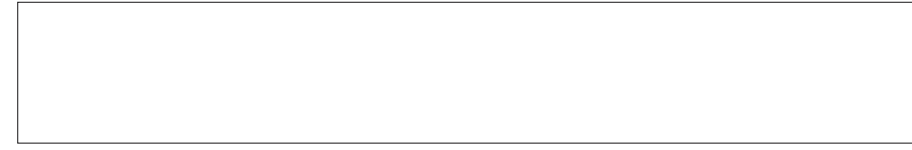
Our primary colour palette consists of nine colours.

It's a diverse palette with both calm and strong colours. Use the palette with caution and don't overuse the colours. The design should always look clean and there should be a balance between the use of the colours. E.g.: Don't combine too many strong colours with one another.

You can use these colours across all touchpoints.



Matt Black
CMYK 73 67 65 79
RGB 26 26 22
HEX #111111



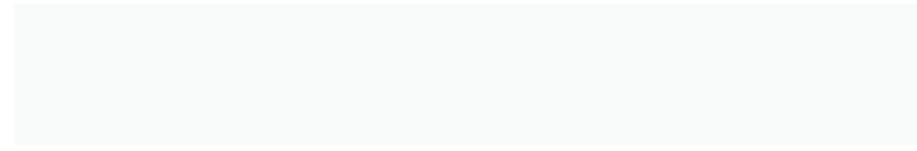
White
CMYK 0 0 0 0
RGB 255 255 255
HEX #FFFFFF



Bordeaux
CMYK 51 82 68 74
RGB 60 0 14
HEX #3C000E



Dark Army
CMYK 54 53 98 41
RGB 90 78 32
HEX #5A4E20



Grey
CMYK 2 11 0
RGB 247 247 247
HEX #F7F7F7



Purple
CMYK 40 52 0 0
RGB 171 129 231
HEX #AB81E7



Light Army
CMYK 46 25 95 4
RGB 147 157 64
HEX #939D40

Additional colours

Some of the colors are more tuned towards digital use. for that reason we have also found print versions of these

Digital exclusively



Electric Blue
RGB 29 77 188
HEX #1D4DBC

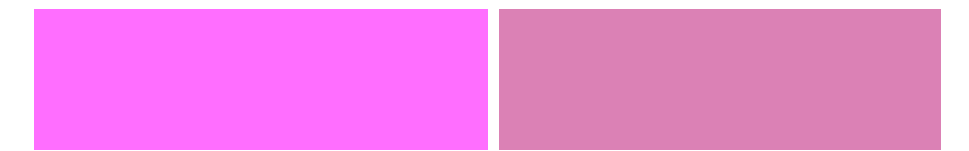


Hot Pink
RGB 255 110 255
HEX #FF6EFF

Print exclusively



Print blue
Pantone 2728 C
CMYK 90 76 0 0



Print Pink
Pantone 907 C
CMYK 10 60 0 0



Imagery & video

We have not set guidelines regarding images and video, as the current material presented is at a high standard already.

Some examples of good practice has been gathered here, to use as guide lines for future footage

Student work



School

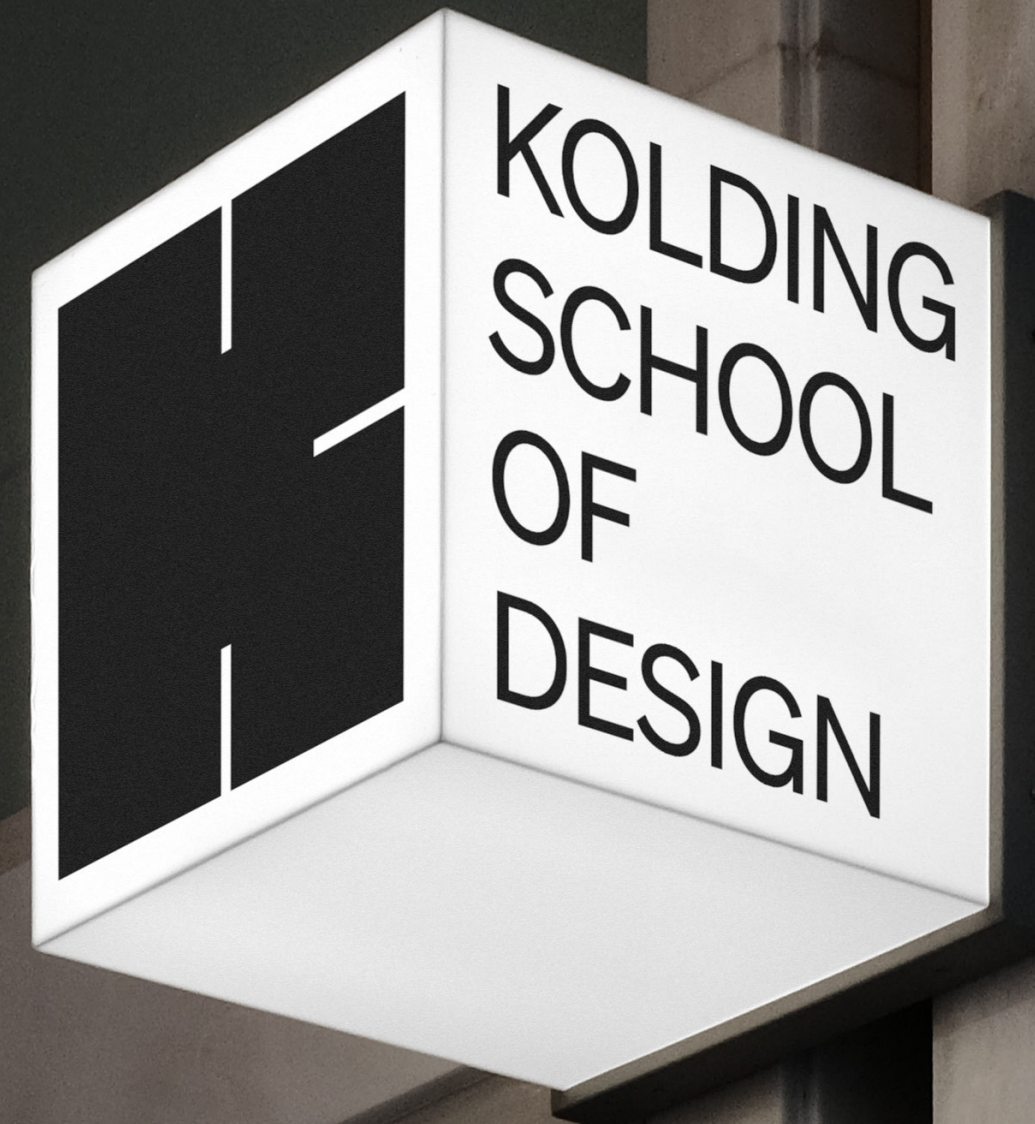


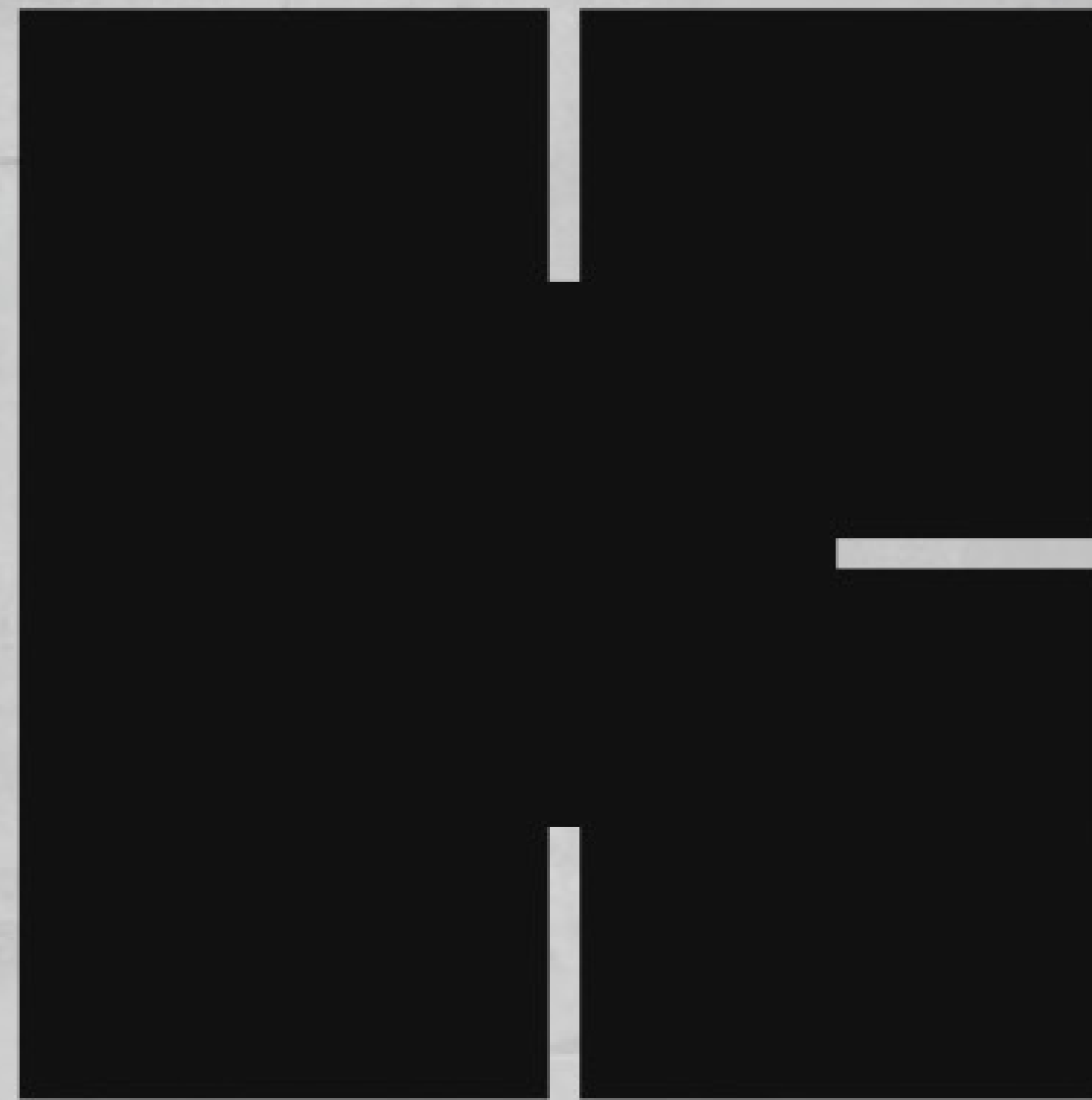
Portraits



Appendix

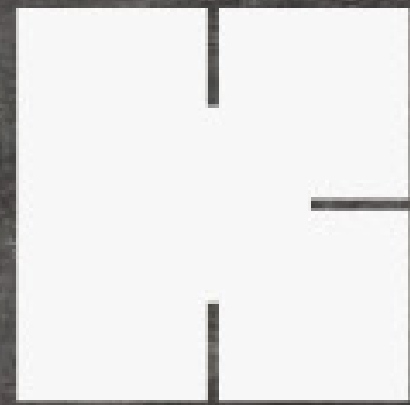
This section provides specific examples of brand touchpoints, including relevant mockup.



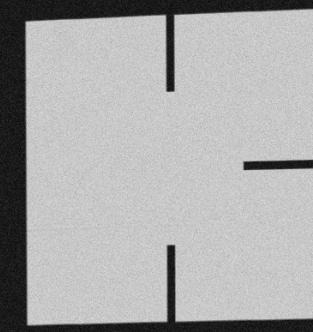


KOLDING SCHOOL OF DESIGN





KOLDING
SCHOOL
OF
DESIGN



KOLDING
SCHOOL
OF
DESIGN

01. Floor

RECEPTION
STORE
CANTINE
MEDIA WORKSHOP

02. Floor

WOOD WORKSHOP
TEXTILE WORKSHOP
STUDY HALL
MEDIA ROOM
CONFERENCE ROOMS

03. Floor

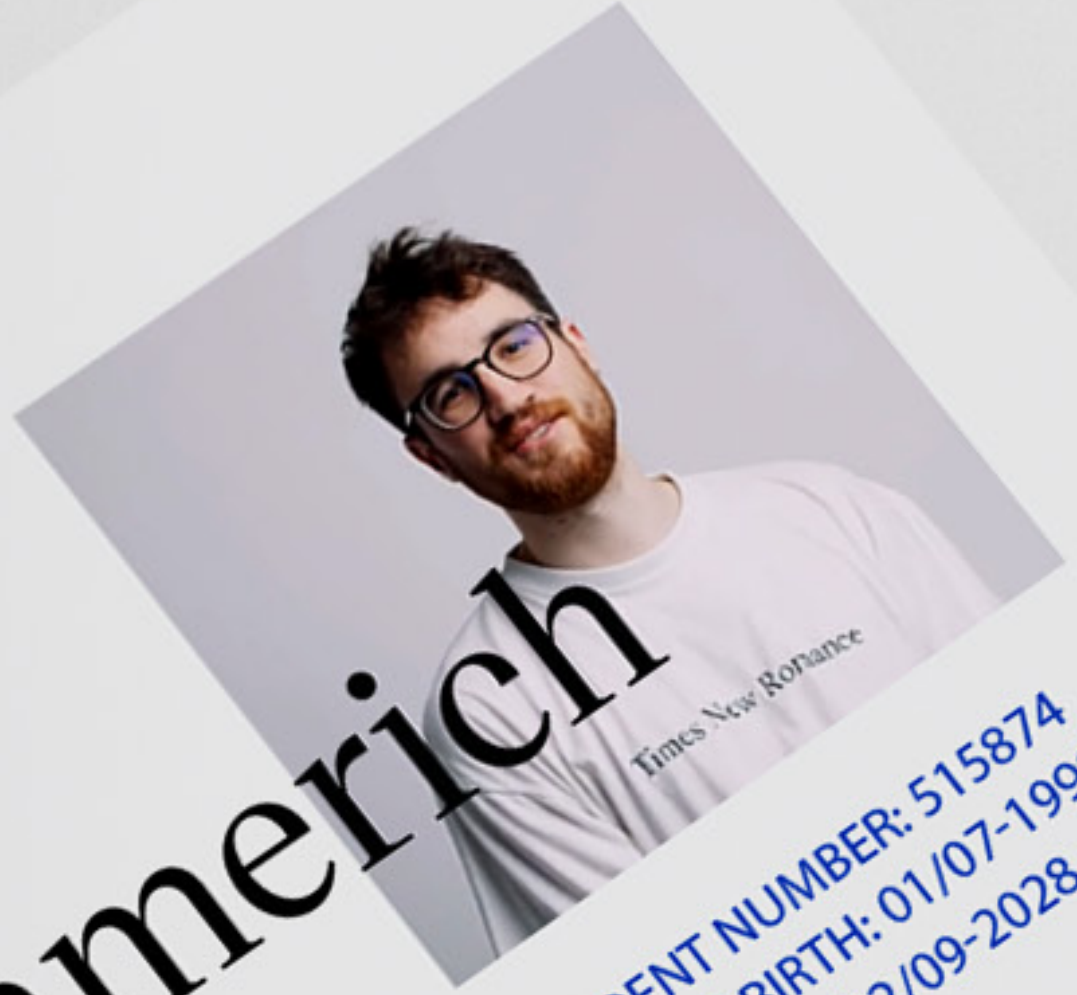
EXHIBITION SPACE





**KOLDING
SCHOOL
OF
DESIGN**

Felix Hammererich
Student ID



STUDENT NUMBER: 515874
DATE OF BIRTH: 01/07-1990
EXPIRES BY: 22/09-2028

Student Manual

THE STUDENT MANUAL
OFFERS INFORMATION
ABOUT STUDENT LIFE AT
DESIGN SCHOOL KOLDING,
FROM LOGIN TO LEAVE AND
WHO TO CONTACT IF YOU
HAVE QUESTIONS.



KOLDING
SCHOOL
OF
DESIGN





GRADUATE SHOW

BACHELORER:

ALEXANDER VEJLGÅRD KRISTENSEN
FELICIA NAOMI CHERRY
FELIX HAMMERICH CLAUSEN
HELENA BALDVINSSON
JANNIE SLOTH HANSEN
LINE SUNDAHL BØGE
MARIE-LOUISE L. GULDAGER-NIELSEN
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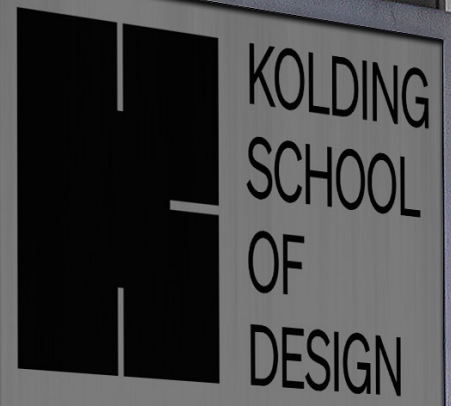
KANDIDATER:

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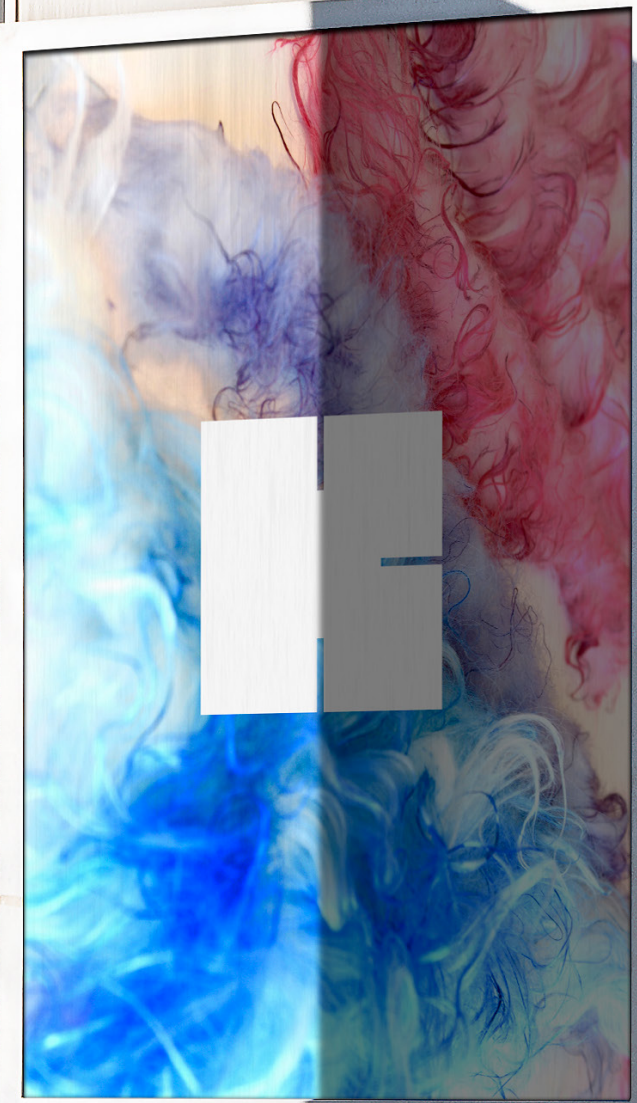
8. august 2023 kl. 15.00
FABRIKKEN for Kunst og Design
Sundholmsvej46, 2300 København.



KOLDING
SCHOOL
OF
DESIGN

WE INSIST ON THE POWER
OF THE HAND, THE MIND
AND THE HEART.

Kolding School of Design
is a place where creative
minds gather to immerse
themselves in craftsmanship,
art and research.



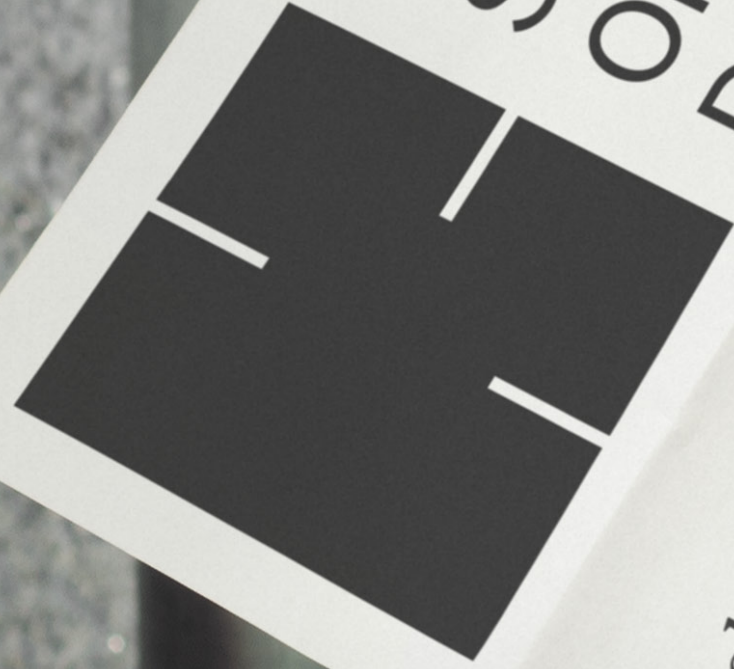
2022



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KOLDING SCHOOL OF DESIGN

Bachelor's Degree Programmes

APPLICATION DEADLINE IS 15 MARCH

Everything is design

Kolding School of Design is a place where creative minds gather to immerse themselves in craftsmanship, art and research.

ACCESSORY DESIGN
SINCE 1960, ALLOW YOU TO CREATE PINK LERY FUNCTIONAL OBJECTS THAT WE LABEL BODY IN THE PROGRAMME YOU WILL EXPERIMENT WITH MATERIALS, FORM, LANGUAGE, CRAFT TECHNIQUES AND PRODUCTS, YOU WILL LEARN TO DEVELOP CONCEPTS AND SOCIAL RESPONSIBILITY.

COMMUNICATION DESIGN
THE COMMUNICATION DESIGN PROGRAMME TEACHES YOU TO DESIGN COMMUNICATION FOR SPECIFIC PURPOSES. YOU WILL LEARN TO WORK WITH ANALOGUE AND DIGITAL MEDIA AND HOW THE BEST CONCEPT DEVELOPMENT AND STRATEGY CAN ENABLE YOU TO DESIGN COMMUNICATION THAT ENGAGES PEOPLE.

INDUSTRIAL DESIGN
IF YOU ARE INTERESTED IN DESIGNING PRODUCTS, ESPECIALLY IN INDUSTRIAL DESIGN, THE NEW TO THE PROGRAMME TEACHES YOU TO CONSIDER A PRODUCT DEVELOPMENT FROM CONCEPT AND DESIGN TO PRODUCTION TO IMPROVE QUALITY AND PRODUCTION COSTS ON A DAILY BASIS.

TEXTILE DESIGN
IN THE TEXTILE DESIGN PROGRAMME YOU WILL DEVELOP THE MATERIALS OF THE FUTURE. YOU WILL CHALLENGE YOURSELVES TO DESIGN AND PRODUCE MATERIALS THAT ARE FUNCTIONAL, SUSTAINABLE AND AESTHETICALLY ATTRACTIVE. YOU WILL LEARN TO WORK WITH A WIDE RANGE OF MATERIALS AND TECHNIQUES TO CREATE TEXTILES THAT ARE FUNCTIONAL, SUSTAINABLE AND AESTHETICALLY ATTRACTIVE.

PRODUCT DESIGN
THE STUDY PROGRAMME FOR THOSE WHO WANT TO BE EXPERIMENTING WITH NEW MATERIALS AND PRODUCTION TECHNIQUES AND SUSTAINABILITY. YOU WILL DESIGN AND PRODUCE OBJECTS THAT WE LABEL POLYMER AND METALS. YOU WILL LEARN TO BE RESPONSIVE TO THE NEEDS OF THE INDUSTRY AND DESIGN FOR SUSTAINABILITY.





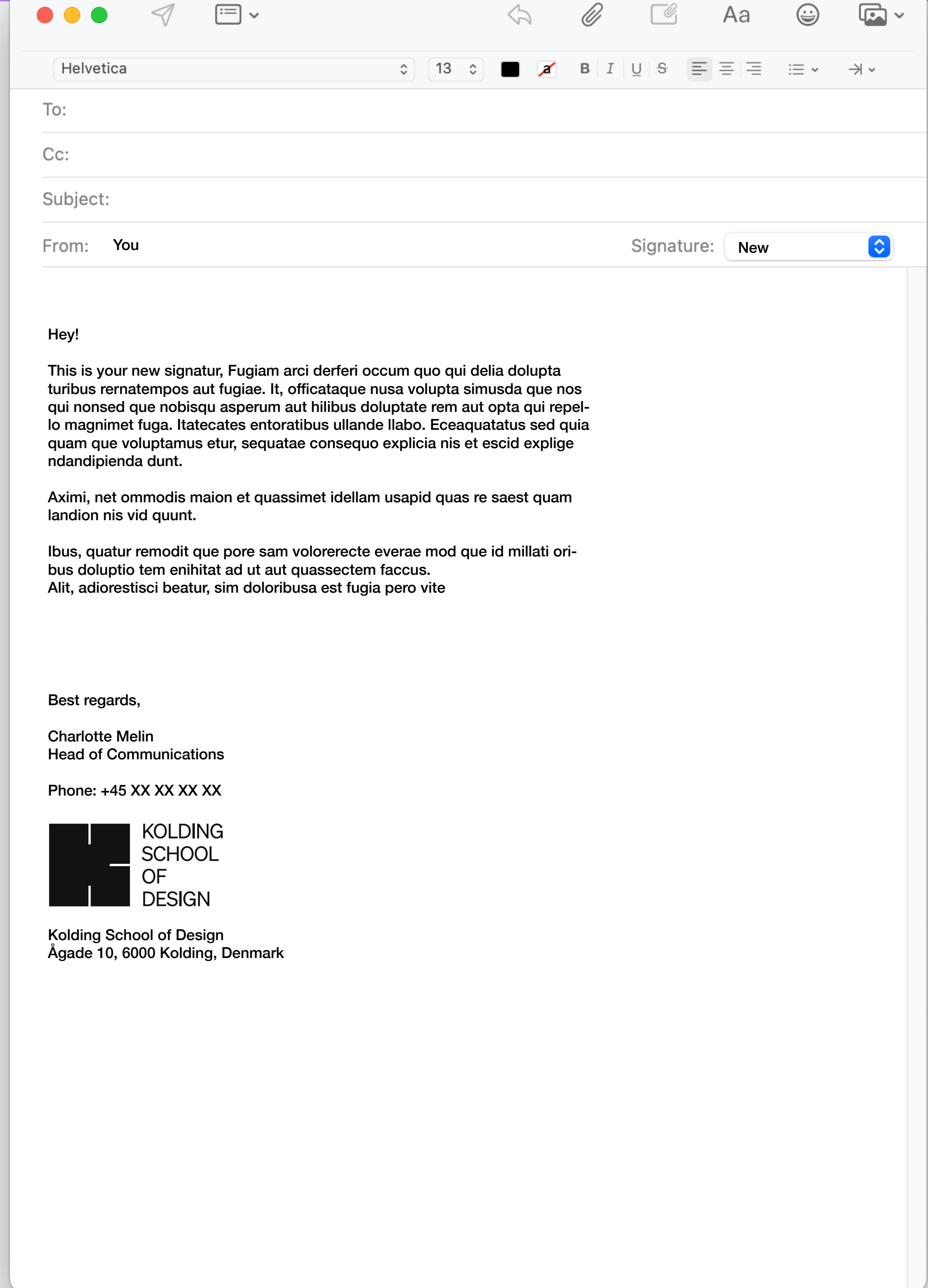
Best regards,

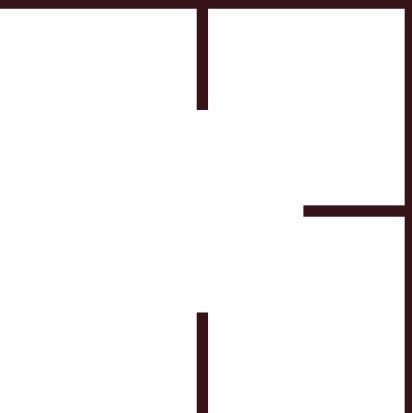
[Name] [Last Name]
[Title]

Phone: +45 XX XX XX XX

[LOGO]

Kolding School of Design
Ågade 10, 6000 Kolding, Denmark





KOLDING
SCHOOL
OF
DESIGN