

# DAT designmanual

**Fonte / skrifter**

- navn
- de forskellige snit vi bruger
- regler med overskrifter i versaler, brødtekst i store/lille

**Farver**

- logo farver i CMYK
- logo farver i Pantone coated
- logo farver i Pantone uncoated
- logo farver i RGB
- skriftfarver

**Design**

- visitkort
- brevpapir
- email signatur
- kort med ruter

# Indhold

### **Fonte / skrifter**

DAT fonten hedder **DIN Next LT Pro**, og bruges til alt tekst på trykt materialer, herunder bannere, annoncer, outdoor, roll-ups og flyer/brochure.

De steder hvor det ikke er muligt at bruge DIN Next LT Pro; nyhedsbreve, online text og i emails, kan man bruge den sekundære fint **Calibri**

# Skrifter



**Skriftnit**

**DIN Next LT Pro**, indeholder en lang række skriftsnit, DAT bruger som udgangspunkt disse X forskellige skriftsnit:

DIN Next LT Pro (Light Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
12345678910,.-+@!“#€%&/()=?

**DIN Next LT Pro (Bold Condensed)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**abcdefghijklmnopqrstuvwxyzæøå**  
**12345678910,.-+@!“#€%&/()=?**

DIN Next LT Pro (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
12345678910,.-+@!“#€%&/()=?

**DIN Next LT Pro (Bold)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**abcdefghijklmnopqrstuvwxyzæøå**  
**12345678910,.-+@!“#€%&/()=?**

DIN Next LT Pro (Condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
12345678910,.-+@!“#€%&/()=?

**DIN Next LT Pro (Black Condensed)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**abcdefghijklmnopqrstuvwxyzæøå**  
**12345678910,.-+@!“#€%&/()=?**

DIN Next LT Pro (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
abcdefghijklmnopqrstuvwxyzæøå  
12345678910,.-+@!“#€%&/()=?

**DIN Next LT Pro (Black)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**abcdefghijklmnopqrstuvwxyzæøå**  
**12345678910,.-+@!“#€%&/()=?**

# Skrifter

## Skrifter

Overskrifter skrives altid med versaler (store bogstaver) og som udgangspunkt bruges de Condensed skriftsnit til overskrifter

Skydningen i overskrifter skal lægge i **80%** af punkt størrelsen på overskriften  
Skydningen i underoverskrift skal lægge i **100%** af punkt størrelsen på underoverskriften  
Skydningen i brødtekst skal lægge i **2 pt** over størrelsen på brødteksten

# HER KUNNE DER VÆRE EN OVERSKRIFT

HERNEDE KAN DER SÅ VÆRE EN UNDEROVERSKRIFT, SOM YDERLIGERE BESKRIVER BUDSKABET, MEN HELT IKKE MERE END 2-3 LINJER

Brødtekst Optatur si tempore, aut quo eum nessini minciis imuscim odignatus sedi dolum lam ut volut officid ut lit ut rempori onsequa ssitet quatus et laceseq uiaturio eum hitatur erchil mi, odia voluptaeped qui sanda eos rempor receaquo corepudi nimus dolor repeles tionsernam sam dist et quatumqui am vent audam, cusande perore lab incium ventori onsenihil id modi volendio velecto endit remoditam qui delest quamentis es sum ea debit landi ut inulluptatus eum quo blab illaturibus.  
Ihiciasinus quodis qui ullene porro omnienditae necatem. Itae. Sequuntinime omnimendae

**EX.**

Tekst 50 pt  
Skydning 40 pt

**EX.**

Tekst 20 pt  
Skydning 20 pt

**EX.**

Tekst 11 pt  
Skydning 13 pt

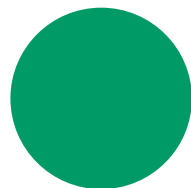
# Skrifter

## Logo farver CMYK

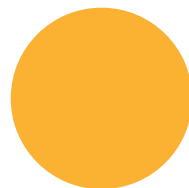
DAT logo består af 5 forskellige CMYK farver



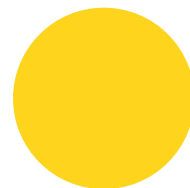
CMYK  
15 / 100 / 100 / 0



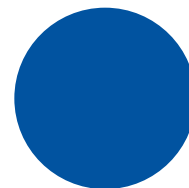
CMYK  
100 / 0 / 79 / 9



CMYK  
0 / 34 / 91 / 0

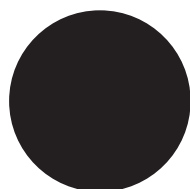


CMYK  
0 / 15 / 94 / 0

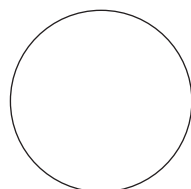


CMYK  
100 / 72 / 0 / 6

Tekster holdes i følgende to farver:

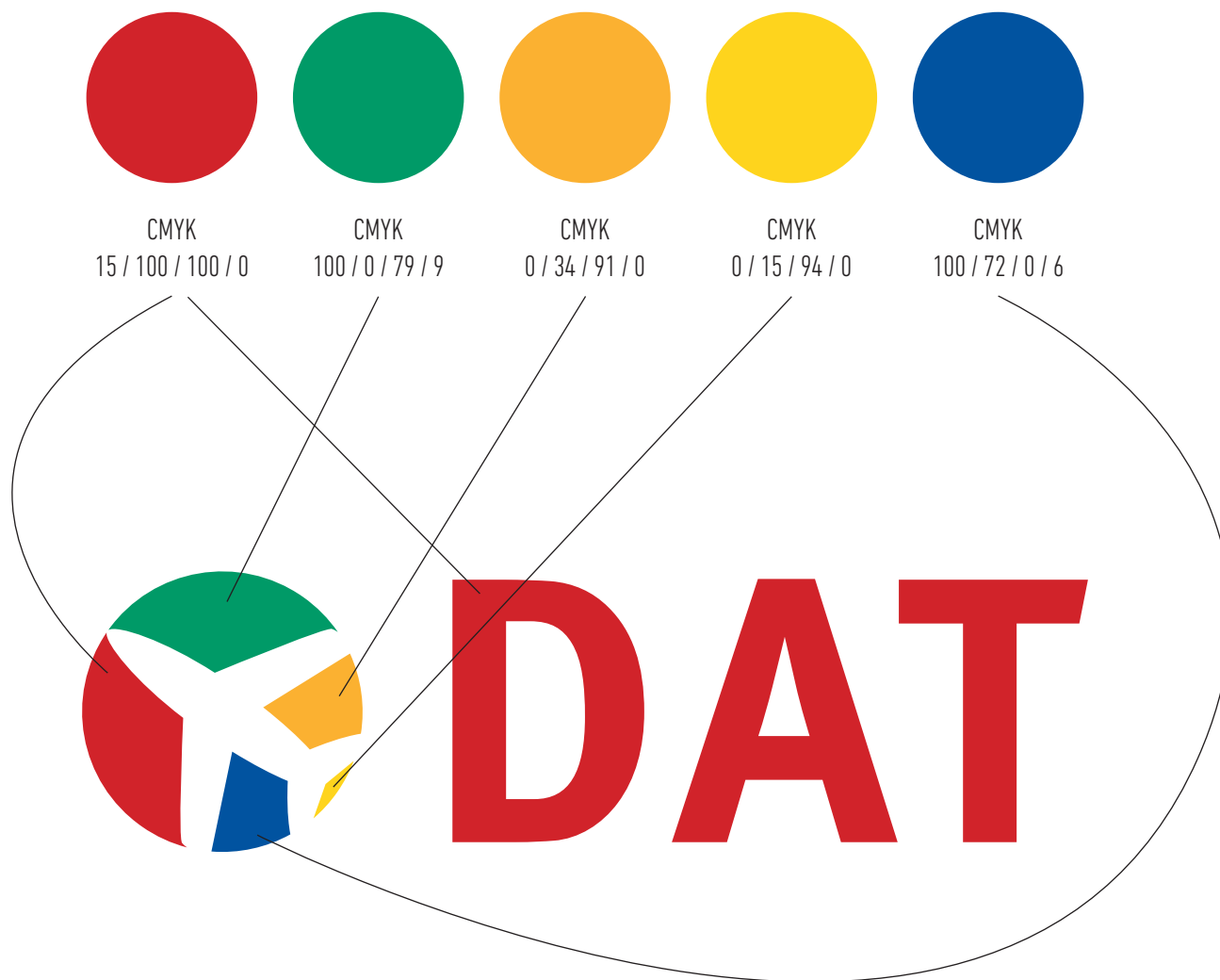


CMYK  
0 / 0 / 0 / 100



CMYK  
0 / 0 / 0 / 0

# Farver



# Farver

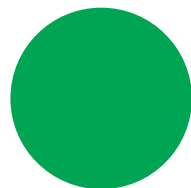
**Pantone farver**  
bruges KUN i tilfælde af  
at det ikke er muligt  
at bruge CMYK

### Logo farver Pantone Coated

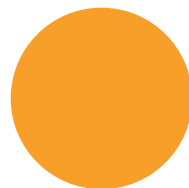
DAT logo består af 5 forskellige Pantone Coated farver



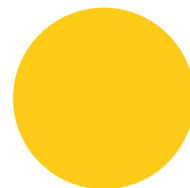
Pantone 485 C



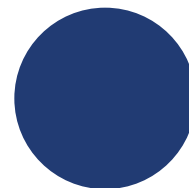
Pantone 347 C



Pantone 137 C

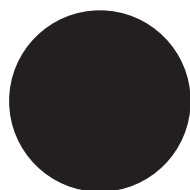


Pantone 116 C

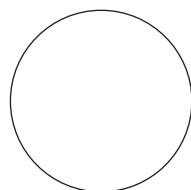


Pantone Reflex Blue C

Tekster holdes i følgende to farver:



Pantone Proce Black C



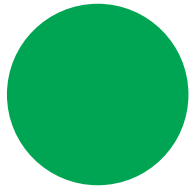
Non print  
(Paper)

# Farver

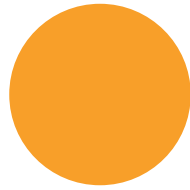




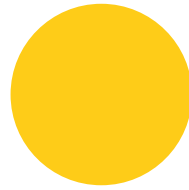
Pantone 485 C



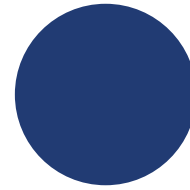
Pantone 347 C



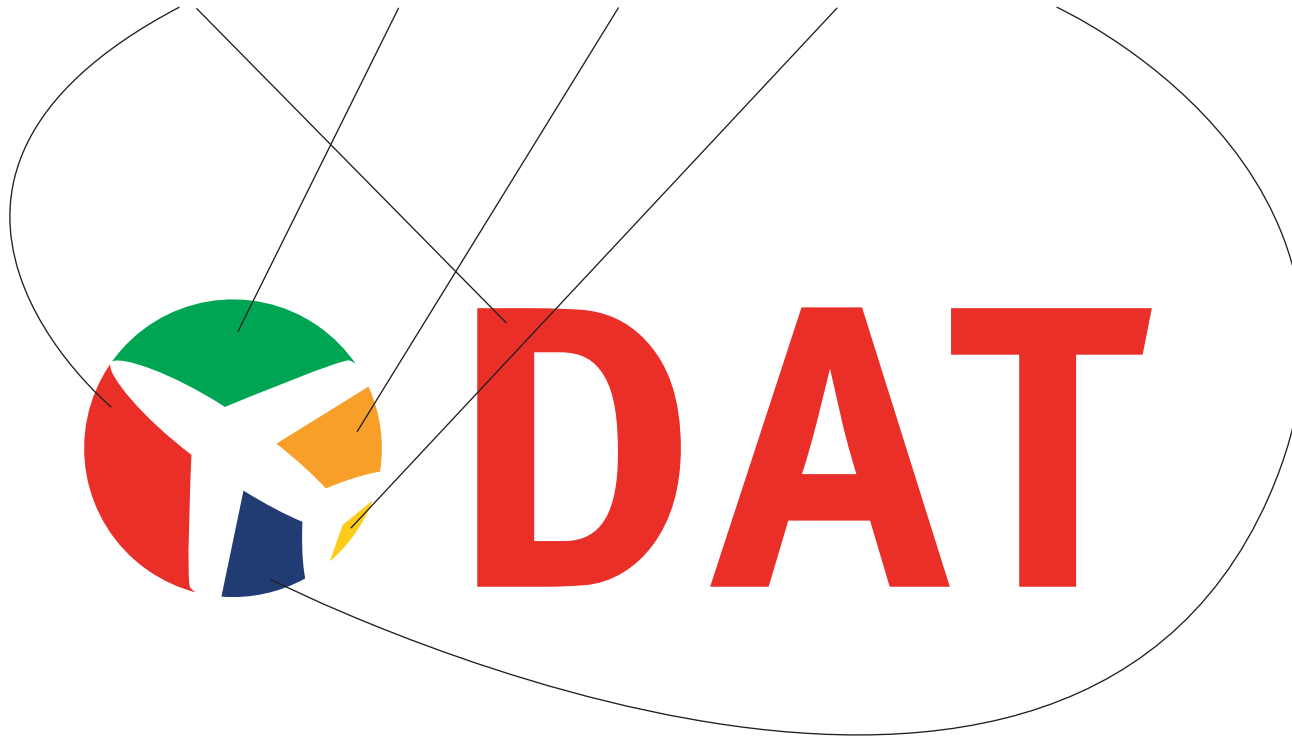
Pantone 137 C



Pantone 116 C



Pantone Reflex Blue C

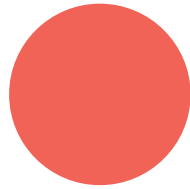


Farver

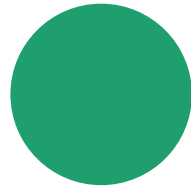
**Uncoated  
Pantone farver**  
bruges KUN i tilfælde af  
at det ikke er muligt  
at bruge CMYK eller  
Coated Pantone

**Logo farver Pantone Uncoated**

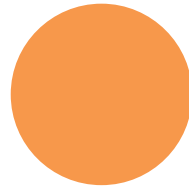
DAT logo består af 5 forskellige Pantone Uncoated farver



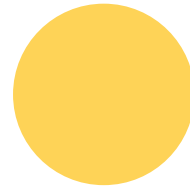
Pantone 485 U



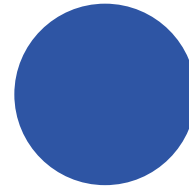
Pantone 347 U



Pantone 137 U

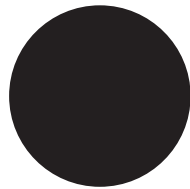


Pantone 114 U

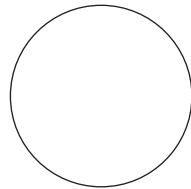


Pantone Reflex Blue U

Tekster holdes i følgende to farver:

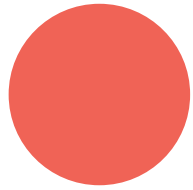


Pantone Proces Black U

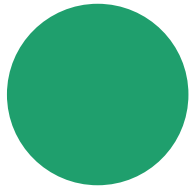


Non print  
(Paper)

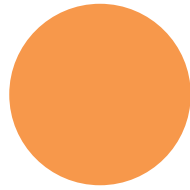
# Farver



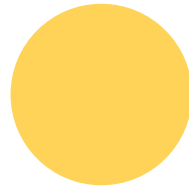
Pantone 485 U



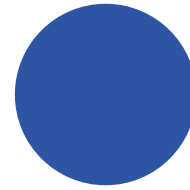
Pantone 347 U



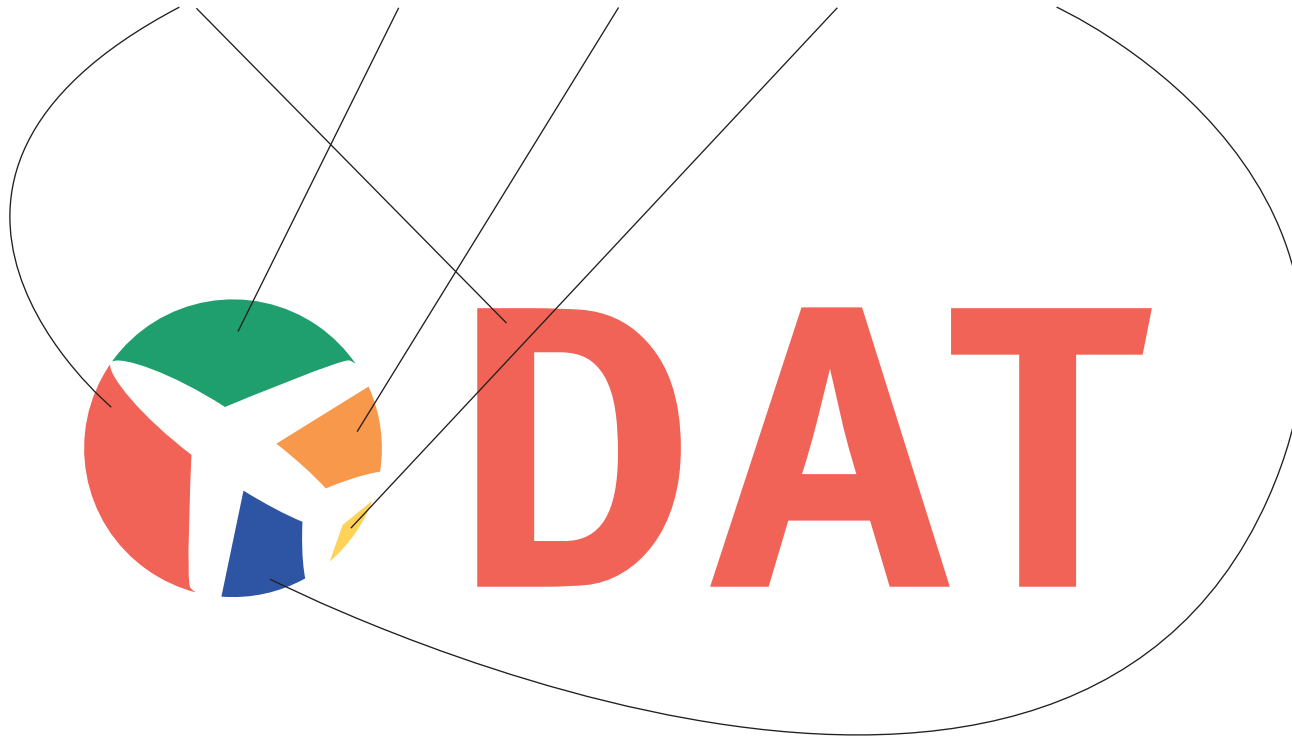
Pantone 137 U



Pantone 114 U



Pantone Reflex Blue U



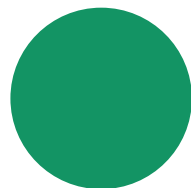
Farver

## Logo farver RGB

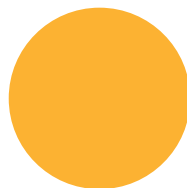
DAT logo består af 5 forskellige RGB



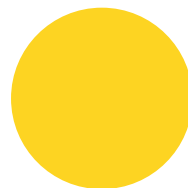
RGB  
205 / 23 / 25  
#cd1719



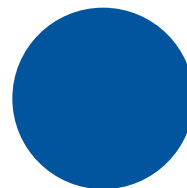
RGB  
0 / 142 / 90  
#008e5a



RGB  
250 / 179 / 30  
#fab31e

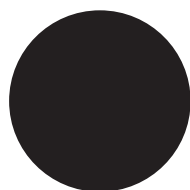


RGB  
255 / 213 / 0  
#ffd500

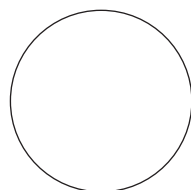


RGB  
0 / 73 / 150  
#004996

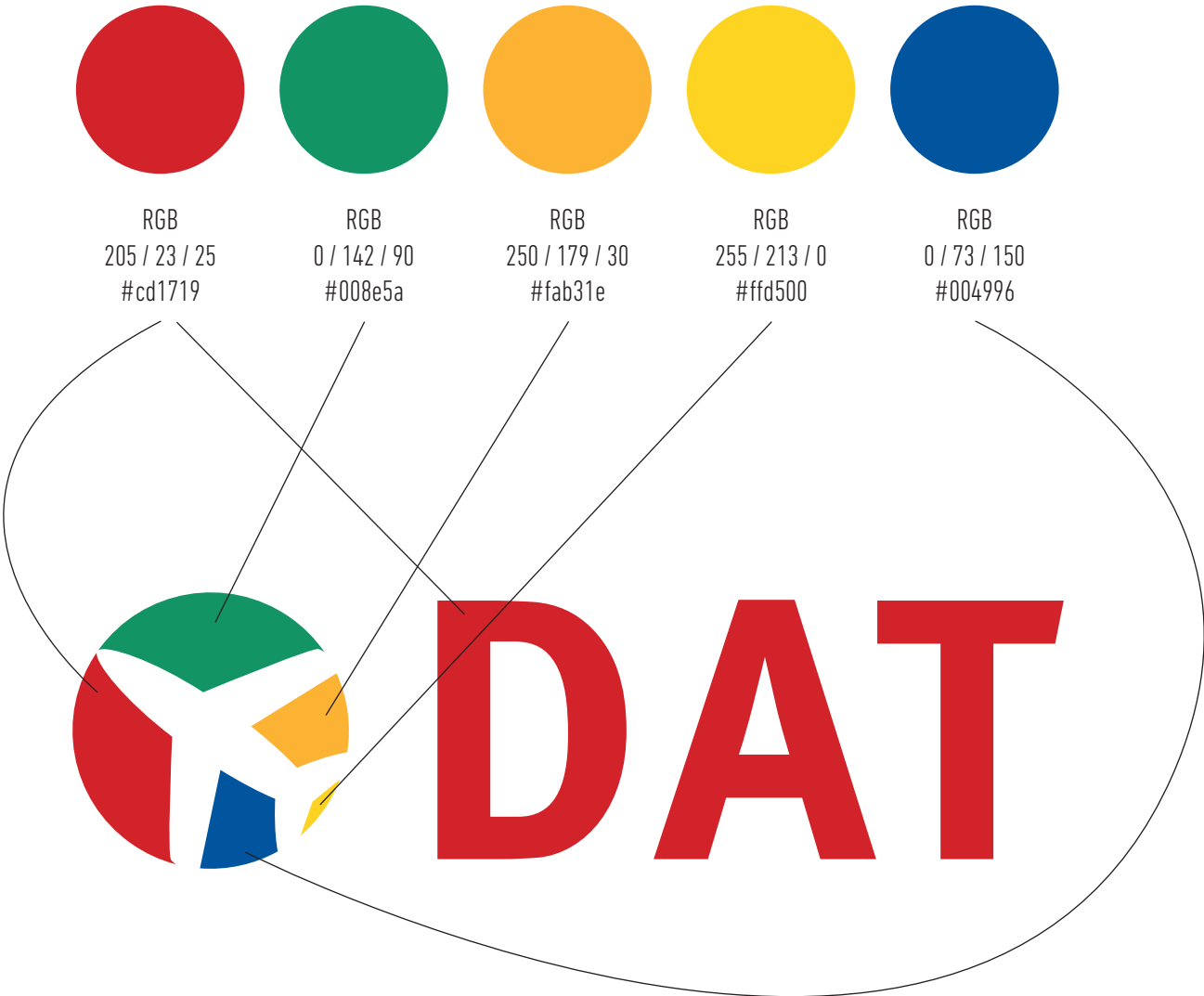
Tekster holdes i følgende to farver:



RGB  
0 / 0 / 0  
#000000



RGB  
255 / 255 / 255  
#ffffff



Farver