

DINITROL DESIGN MANUAL

NOVEMBER 2020

DESIGN GUIDE FOR
THE BRAND DINITROL



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state: 11.2020

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VISUAL IDENTITY



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Your contact

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In the past, various different versions and combinations of the DINITROL log have been used. The respective means of communication did not have a standardised design. The objective of the new brand presentation is to position the DINITROL brand so that it is unmistakeable, striking and standardised in all markets. The new brand logo should stick clearly in customer's minds as being a symbol of quality and reliability.

Consistent and standardised use of the logo is necessary to maximise brand recognition and establish DINITROL as a high-quality brand.

For this reason, the following design parameters are to be considered binding.

THE NEW DINITROL LOGO

DESIGN VARIANT 1

state: 11.2020

OPTIMISATION

Consideration of the previous design elements makes it quite clear that optimisation was urgently necessary. The triangle has prevailed and takes up its fixed place as the figurative mark in the DINITROL logo.

USE

This design variant is mainly used on packaging. It should be used in conjunction with a product and on a dark-blue background as far as possible. In addition, it is primarily used where there is little room and always whenever there is only a narrow space available.



THE NEW DINITROL LOGO

DESIGN VARIANT 1

state: 11.2020



1 WORD MARK

The word mark (DINITROL lettering) is on a white background and surrounded by a frame. It must not be used without the red shield. Original files only must be used for reproduction.

2 SHIELD

The shield is a symbol that has a fixed place in the brand and always appears together with the lettering in design variant 1.

MINIMUM SIZE

Print:

To be able to guarantee legibility, the minimum size for print media is 12 mm, taking the width of the logo as a basis. When less than 30 mm in size, the logo is used without the registered trade mark symbol.



12 mm

Digital:

For digital media the minimum size of 80 px must always be observed.



80 px

THE NEW DINITROL LOGO

DESIGN VARIANT 1

state: 11.2020



MINIMUM PROTECTION ZONE

No graphical or typographical elements may be in the defined protection zone around the logo and thus impair the legibility and the impression of the logo.

The width of the protection zone surrounding the DINITROL logo corresponds to half the frame height.

LogoNatur, sequuntum, cum rehentur ritatis nonse-
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quos et et ommodic itatem ut officio
et aut aut fugianiet evel ius solupta
spedis eat fuga. Ribus dolHarumquia
simi, tem untionsero officiis ipid quae
dolorem olorepedis maxim imillat
intetus ditatur?Parum lam iliqui sus soluptatem fuga.
Nem hit quis voluptaes i
psus cullant quiam, voluptibus.



LogoNatur, sequuntum, cum rehentur ritatis nonse-
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expliquos et et ommodic itatem
ut officio et aut aut fugianiet evel
ius solupta spedis eat fuga. Ribus
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officiis ipid quae dolorem olorep-
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soluptatem fuga. Nem hit quis voluptaes ipsus
cullant quiam, voluptibus.

THE NEW DINITROL LOGO

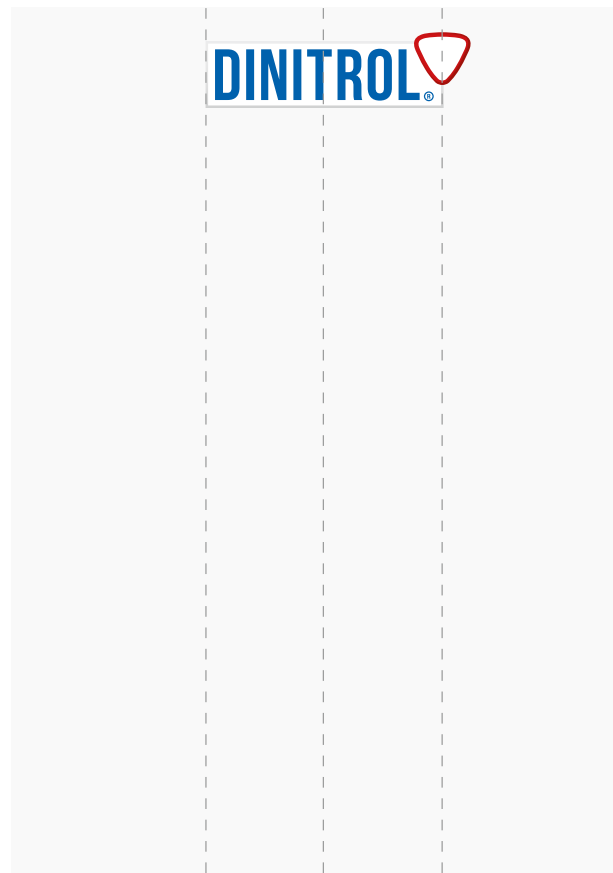
DESIGN VARIANT 1

state: 11.2020

ALIGNMENT

When used in a layout, other elements are aligned to the width of the frame and not the overall width.

If the logo is positioned on the right, the right-hand edge of the frame is the visible edge. If it is positioned in the centre, the centre of the frame is used as the axis.



THE NEW DINITROL LOGO

DESIGN VARIANT 1

state: 11.2020

MONOCHROME GREY SCALE VERSION

This monochrome grey scale version is used when a coloured print is not planned or is not possible.



Filename: Logo_Dinitrol_sw.eps



MONOCHROME LINE-ART VERSION (2D)

This monochrome (line-art) version is always used when the logo in grey scale cannot be reproduced well enough, for example in fax or stamp templates.



Filename: Logo_Dinitrol_Outline.eps



Filename: Logo_Dinitrol_neg.eps

THE NEW DINITROL LOGO

DESIGN VARIANT 2

state: 11.2020

USE

This design variant is mainly used for corporate communication. It is not placed on products. In addition, it is mainly used on large areas and free-standing to a major extent.



THE NEW DINITROL LOGO

DESIGN VARIANT 2

state: 11.2020

MONOCHROME GREY SCALE VERSION

This monochrome grey scale version is used when a coloured print is not planned or is not possible.



Filename: Schild_Dinitrol_sw.eps



MONOCHROME LINE-ART VERSION (2D)

This monochrome (line-art) version is always used when the logo in grey scale cannot be reproduced well enough, for example in fax or stamp templates.



Filename: Schild_Dinitrol_Outline.eps



Filename: Schild_Dinitrol_neg.eps



THE NEW DINITROL LOGO **PROHIBITIONS**

Do not change the colour, shape or proportion!
Here are a few examples of versions of the DINITROL logo
that are prohibited under any circumstances:



The logo must not be on a background colour. Exception: The "dark blue" corporate colour.



The logo must not be used on textured images.



Do not compress, distort, stretch the logo or change its proportions.



The word mark must not be used
without the shield.



Never change the colour of the word mark or logo.



Do not use any other typefaces.

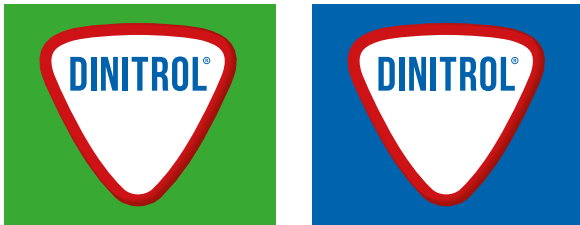


DESIGN VARIANTE 2

PROHIBITIONS

Do not change the colour, shape or proportion!

Here are a few examples of versions of the DINITROL logo that are prohibited under any circumstances:



The logo must not be on a background colour.
Exception: The “dark blue” corporate colour.



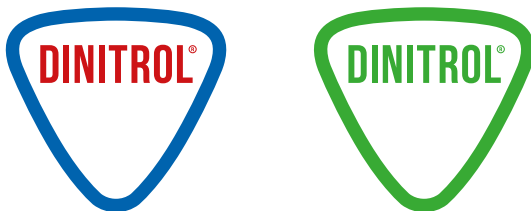
The logo must not be used on textured images.



Do not compress, distort, stretch the logo or change its proportions.



Do not use any other typefaces.



Never change the colour of the word mark or logo.



The logo must not be extended with text or graphics.

DESIGN VARIANT 1 + 2

HARD SHADOW

When the logo is used on the packaging and background colour »dark blue«, the logo has a hard shadow.



THE NEW DINITROL LOGO

THE CLAIM/SLOGAN

state: 11.2020

THE CLAIM

The claim "Qualität ist die Lösung/The Quality Solution" can be included under the Dinitrol logo. The language of the claim should be chosen accordingly.

The claim emotionalises the brand, sets benchmarks and creates consumer trust.



QUALITÄT IST DIE LÖSUNG



THE QUALITY SOLUTION



QUALITÄT IST DIE LÖSUNG

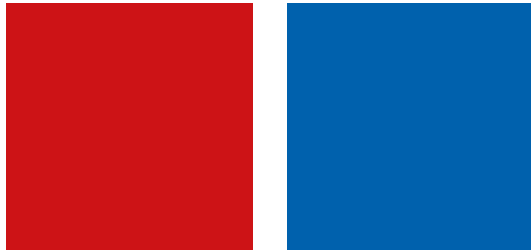


THE QUALITY SOLUTION

THE BASIC DINITROL COLOURS

COLOUR SYSTEM





state: 11.2020







Dark blue for packaging / background

PRINT		ELECTRONIC MEDIA		PAINT		FILM
CMYK	Pantone	sRGB	HEX	RAL	HKS	ORACAL

PRIMARY COLOURS

	Red	10 100 100 0	485 C	205 20 21	CD1415	3020 Traffic red	14	751 C - 032
	Blue	100 56 0 0	2935 C	0 96 172	0060AC	5017 Traffic blue	44	751 C - 057
	Black	30 0 0 100	Pro. Black C	0 0 0	000000	9011 Graphite black	88	751 C - 010
	White	0 0 0 0	-	255 255 255	FFFFFF	9016 Traffic white	-	751 C - 070

SECONDARY COLOURS

	Dark blue	100 56 0 60	295 C	0 48 93	073458	5013 Cobalt blue	41	751 C - 050
	Grey 50 %	0 0 0 50	Cool Grey 7 C	157 157 157	9D9D9D	7046 Telegrey 2	88 50 %	751 C - 724
	Grey 30 %	0 0 0 30	Cool Grey 4 C	198 198 198	C6C6C6	7040 Window grey	88 30 %	751 C - 072
	Grey 10 %	0 0 0 10	Cool Grey 2 C	236 236 236	ECECEC	7047 Telegrey 4	88 10 %	751 C - 109

THE GENERAL COLOUR GUIDE SYSTEM

COLOUR SYSTEM

state: 11.2020



Protecting



Bonding + Sealing






Repair

COLOUR GUIDE SYSTEM FOR THE PACKAGING

The colour guide system of the DINITROL product range is being redefined. The existing colour categories have been adapted on the basis of the new design parameters.

PRINT		ELECTRONIC MEDIA		PAINT		FILM
CMYK	Pantone	sRGB	HEX	RAL	HKS	ORACAL

COLOUR GUIDE SYSTEM

	Yellow	0 25 100 0	116 C	253 197 14	FDC50E	1023 Traffic yellow	4	751 C - 216
	Orange	0 53 95 0	144 C	241 141 41	F18D29	1007 Daffodil yellow	6	751 C - 020
	Red	15 100 100 0	485 C	203 29 34	CB1D22	3020 Traffic red	14	751 C - 032

DINITROL CORPORATE FONT

abc

Noto

TYPOGRAPHY

Taking the new logo as a basis, we recommend the use of a new corporate font. For this purpose, we have developed a classic roman type which is particularly impressive thanks to its good legibility and versatile usage possibilities.

NOTO – ONE FONT FOR ALL LANGUAGES

Noto is a font family developed by Google and Adobe which supports every language in the world. Another special feature of this font is the variety of different styles. Noto Sans alone has more than 72 styles.

NOTO SANS CONDENSED LIGHT + BOLD

DAS LAYOUT IST FERTIG,
DER TEXT LÄSST AUF SICH WARTEN.

NOTO SERIF REGULAR

Das Layout ist fertig, der Text lässt auf sich warten. Damit das Layout nun nicht nackt im Raume steht und sich klein und leer vorkommt, springe ich ein: der Blindtext. Genau zu diesem Zwecke erschaffen, immer im Schatten meines großen Bruders „Lorem Ipsum“, freue ich mich jedes Mal, wenn Sie ein paar Zeilen lesen.

DINITROL CORPORATE FONT

NOTO SANS CONDENSED LIGHT

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 abcdefghijklmnopqrstuvwxyzß
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NOTO SANS CONDENSED BOLD

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NOTO SERIF REGULAR

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TREBUCHET

We recommend use of the system font »Trebuchet« for preparing texts on web-based interfaces such as in emails.

abc

Trebuchet Regular

TREBUCHET REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzß

0123456789 ¼ ½ ¾

€ \$ £ ! ? ; % & ' () * + - = μ . , : ; () < > [] { } « »

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VISUAL IDENTITY

TYPE DESIGNATION

AVENIR NEXT CONDENSED HEAVY

Avenir Next in the Condensed heavy style is used for type designations e.g. on packaging. Type designations are always set vertically at a height in relation to the layout.

state: 11.2020

A large, bold, black vertical type designation '179' is displayed on a white background. The characters are set vertically, with the '1' at the top, '7' in the middle, and '9' at the bottom. The font is Avenir Next Condensed Heavy, characterized by its thick, condensed strokes and a slightly irregular, hand-drawn feel.

COMING SOON

1

VISUAL IDENTITY

Icons xx

Photography xx

2

BRAND IMPLEMENTATION

Packaging xx

Print..... xx

Ads..... xx

Point of Sale xx

Merchandise xx

Event/Fair xx

3

DIGITAL COMMUNICATIONS

Web..... xx

Online Ads..... xx

Social Media xx

Signature..... xx