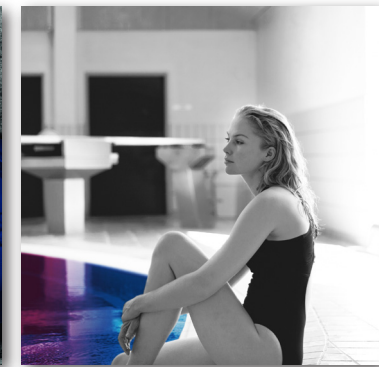
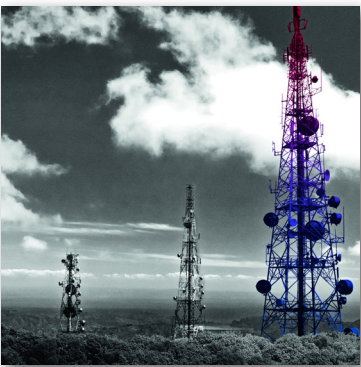


# DANTHERM DESIGN GUIDE



# HOW TO ...

## OUR LOGO

Our logo is true to the original Dantherm logo, but adapted graphically to improve its usefulness and readability.

To be more specific, we have removed the propeller and modernised the letters by enlarging them, removing left-side serifs and increasing space between the letters.

By implementing the changes mentioned above, our logo is now easier to read, recognize and remember.

One of the outcomes of Project Dantherm is a new claim displayed with our logo. The logo can be used with or without the claim.

The claim can develop over time, whereas our logo will not be updated quite as often.

We use the claim with our logo for all marketing purposes, with few exceptions only.

- Our business cards are printed *with* "CONTROL YOUR CLIMATE" on the back.
- On products for Ventilation, Dehumidification and Mobile Heating & Cooling we display the logo *without*

Remember to use the correct logo file. The EPS-file is best choice in both Word and Excel.

claim. The rationale behind this decision is that most of our target audience, being customers or people who have seen the products installed, will recognize our products as climate control units.

For the Electronics Cooling segment, the global decision is to always display our logo *with* the claim, since the products are also part of branding Dantherm. This way, our electronics cooling products, which are often installed at unmanned sites, help us tell the story of Dantherm and overcome the "Dan-who factor". To further strengthen our products as parts of our branding strategy, a new design line has been created by Kjærulff Design. This to ensure that our electronics cooling products are unique in design and will be recognized as Dantherm products in time, backed up by featuring the logo with claim.

On buildings, the logo is displayed *without* claim.

When making Dantherm design, always use the original logo files. These files may not be altered in any form nor may parts of the logo be used for separate design purposes.

The "®" symbol may never be omitted.

**Dantherm®**

**Dantherm®**  
CONTROL YOUR CLIMATE

**Dantherm®**

**Dantherm®**  
CONTROL YOUR CLIMATE

# THE GRADIENT

Use the gradient with caution - the eyecatcher effect disappears if you use it on everything and everywhere.

One of the technologies mastered by Dantherm is that of thermodynamics – a technology binding our business segments together and building the foundation of our climate control solutions.

To symbolize this thermodynamic know-how, we have introduced the gradient: a coloured line changing from red to blue illustrating the dynamics used in our technologies. This being a change from hot to cold, from cold to hot or from wet to dry.

Our new logo, claim and gradient are meant to create visibility, awareness and preference which will ultimately lead to more customers.

The elements should be used wherever they seem to make an impact. We find most of our potential audience online,

where our new website is a good example of how the three elements cooperate.

The gradient should be used moderately and is meant for branding purposes where black and white are dominant and the gradient will be a dramatic element. The gradient is a design element used as a light, but visible eye catcher. The gradient is slim and elegant – not long and bold. If used below text as underlining, please make sure that the gradient levels with the above sentence. If in doubt, please contact marketing.

As seen on [www.dantherm.com](http://www.dantherm.com) and other types of our branding material, the gradient is also used on images to attract attention. On product or site images the gradient or the element of black/white are not used - just use the original colour photo.

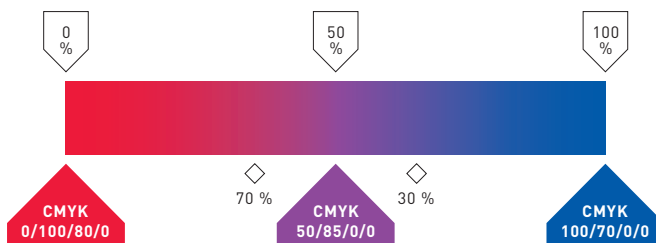
**Suggested gradient direction A**  
Vertical – blue base with red top



**Suggested gradient direction B**  
Horizontal – red left-hand to blue right-hand



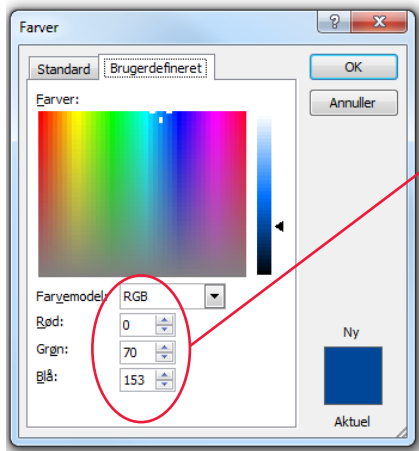
**Adjusted gradient (alt with further red and blue)**



# THE COLOUR PALETTE

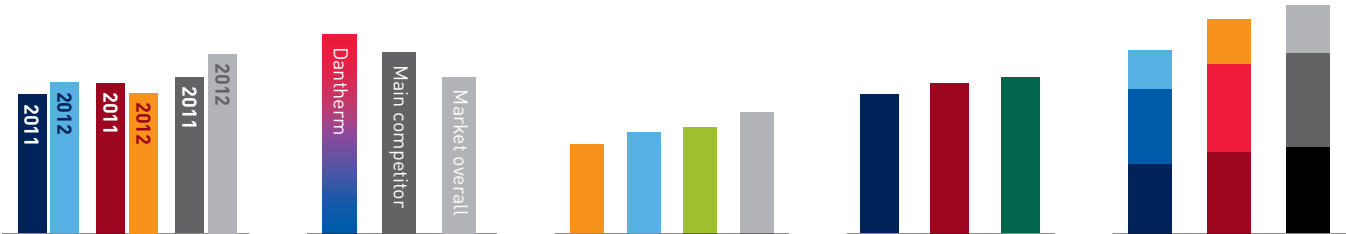
The colour palette has been extended with more colours, and the colours are now more clear than the company colours in the former marketing handbook.

Remember to use RGB colours to materials for the web and screen and when working in the Office programmes, and CMYK colours to printed materials. Shortly you will be able to find our company colours as default, when choosing colours in files. Until then you will be able to define the colours yourself by using the colour palette in the various Office programmes. If you have problems in finding the colours, please contact marketing.



Do not use too many colours together, as the result can appear rather messy and loud.

Use the gradient only together with black and white - it gives the best result.







# PHOTO GUIDE

Photos for print no less than 300 dpi, and photos for presentations no more than 150 dpi.

## Key visuals

Black & white pictures with the gradient element implemented into each picture. Our key visuals carry a strong message with the gradient as a differentiator with substantial stop-effect. The black and white photo requires in order to work as intended an extra effort when working with different paper qualities. E.g. key visuals used in a news paper need adjustments in order to get the expression when used on normal paper."



## Image pictures 1

Light color pictures with a low color density displaying positive modern professionals and architecture. They supply the communication with a light and airy feeling.



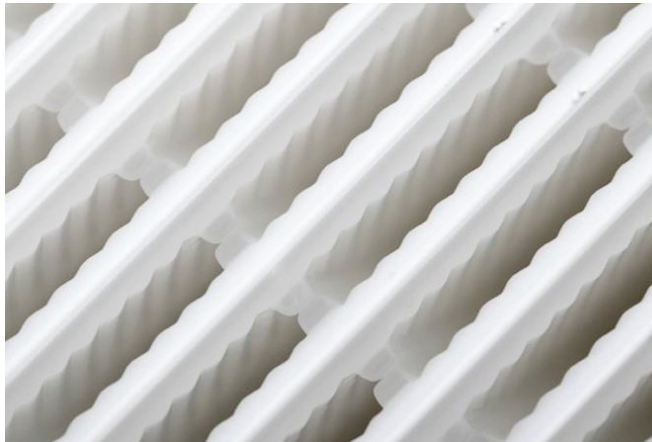
### Image pictures 2

Primarily used to show production and technical product installations. Dark pictures with a low color density and a slightly blue tone. The blue tone is created by using a blue lamp at the setting.



### Product pictures - close up

Light color pictures with a low color density displaying product parts and details.



### Product pictures - cut out

Color pictures displaying cut out products.





# EXAMPLES

On the following pages please find examples and specifications for most of our current marketing material.

If you have questions to the examples, you are always welcome to contact the marketing departments.

## Letterhead

Use the font Lucida Sans Unicode, size 10, the font most similar to Myriad.



Company name  
Address  
Postal address  
Country  
Attention

00000000 - 0000 0000

Subject

Dear Name

Add your text here

Nihilcum aut lanti de nus Adorem qui te persperem adicim daegre natet plabo. Everspe voluptis audipsam, sandunt ad ut qui odit locati onsequam ut explit asperiat.

Harugita quatis anditam que nit magnatus, expedit et ut as mod exilat lottibus poreum fugit dolum quo quatuis min nis essit pe laborem ditum audae essent et ilignam volo come vel iminctur, totatque desti ut perspedit quunt

quo magnimo te que none pellatis molorep erspelesto corpudae pize. Agrimus ab in re, andi am quibus.

Pudae acimpor epellasi nonsectem ari aut allicimpor rem ut volo cus utemque dolupitibus sa qui ut lanti is modios molum qui slatquates illi voluptat odic te mulpar uni.

Best regards,  
Dantherm A/S

Your name  
Your title  
your@email.dk

Dantherm A/S  
Industrivej 15  
7803 Sønd  
Denmark

Phone +45 99 14 90 00  
Fax +45 99 14 90 15  
info@dantherm.com  
www.dantherm.com

## Flags: 2x3 meters

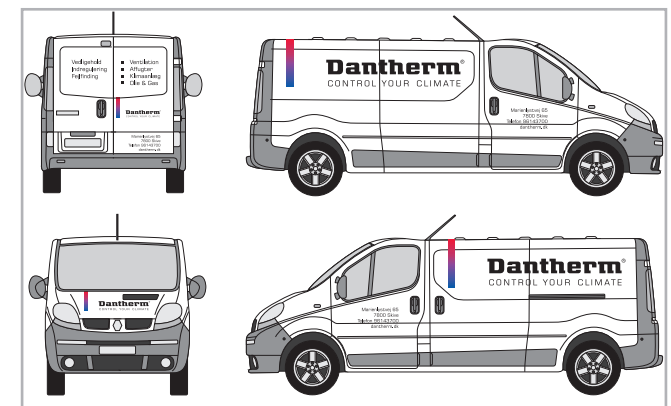


## Mats

Size 115 x 200 cm., colour: Charcoal - a practical colour.



## Service cars decoration

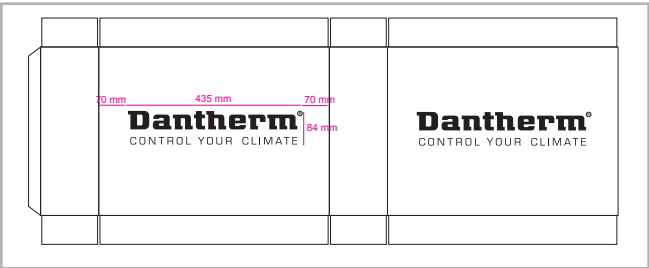


## Front page employee handbook, China

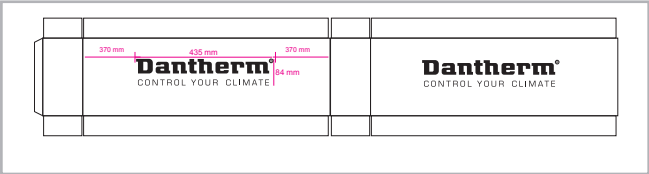




Packaging box 57x14x47



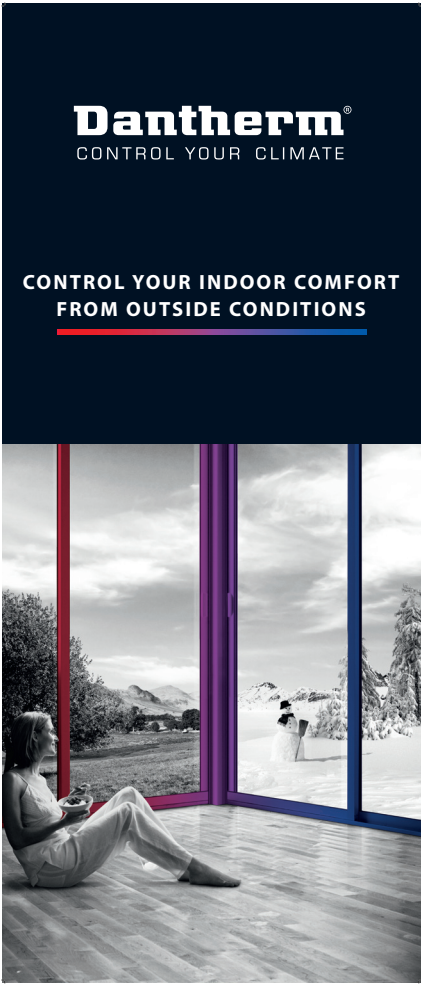
Packaging box 57x14x47



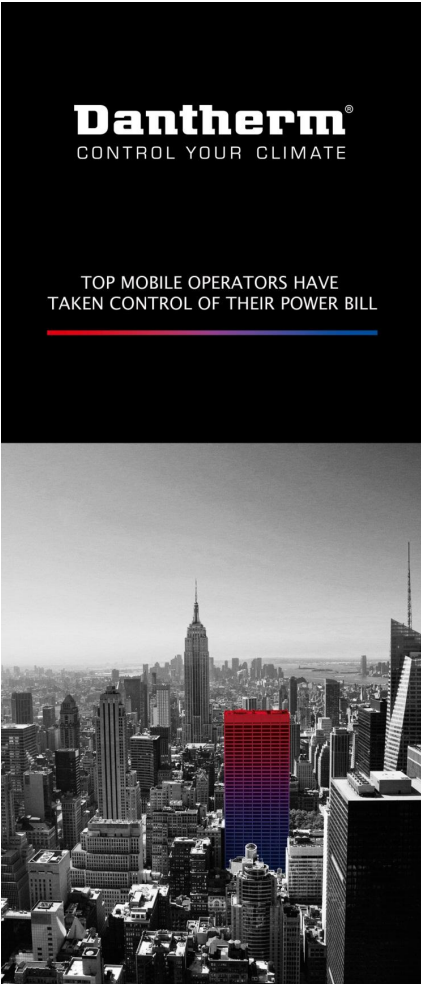
Packaging tape with logo  
Black logo on white background, width 50 mm.



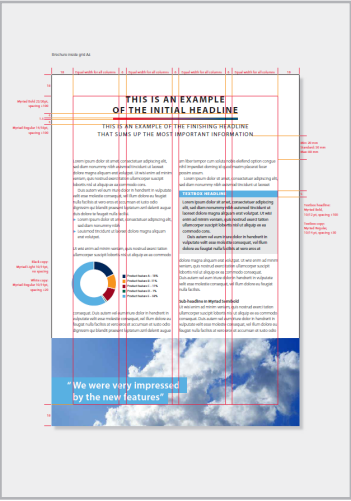
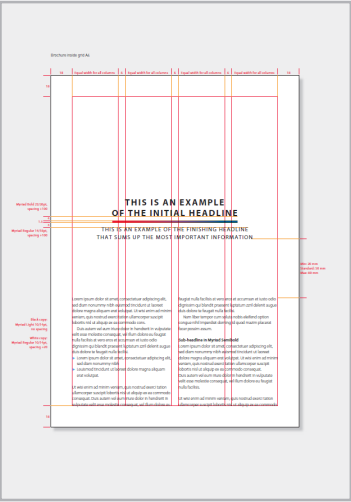
Roll ups  
85x200, let the gradient level with the lower sentence and use the words 'control', 'your' or 'climate' in your statement.



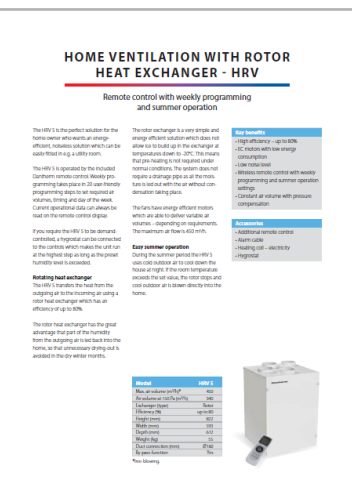
Roll ups  
Another example from Telecom



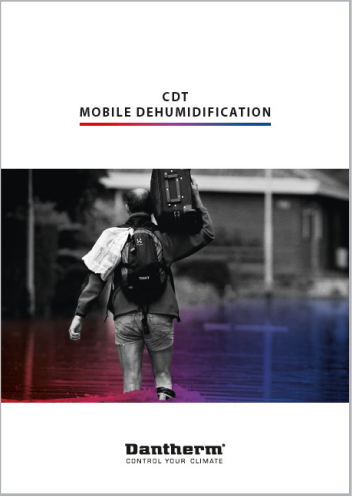
Brochure grid with two columns



Brochure grid with three columns



Example of brochure with gradient



Front page

Back page

Use the lower part or one of the columns to pictures, technical drawings or text boxes with 'engineer' information.

See to that there is enough space on the page - do not fill in too much text. The eye needs places to rest.

The font used here is Myriad Light. This font gives the brochure a very light and airy expression.

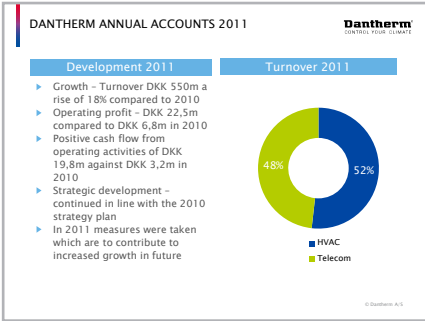
Use the light blue colour (Sky) to create recognition to the website.



Power point



TOP 42 MEETING PROGRAM 25TH SEPTEMBER 2012		
The Dantherm Group		
Recap from TOP 2010 and 2011		
Business update		
Dantherm Power		
Strategy 2012 – 2015		
Project Dantherm		
Top priorities 2012/2013		



If possible use one of our key visuals to the front page, or else use a total white or black front page.

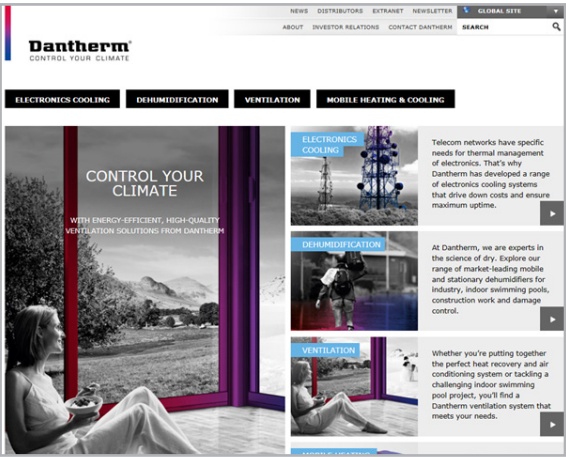
Use the colours with caution - to many colours may result in a messy look.

To emphasise the headlines you can use capital letters.

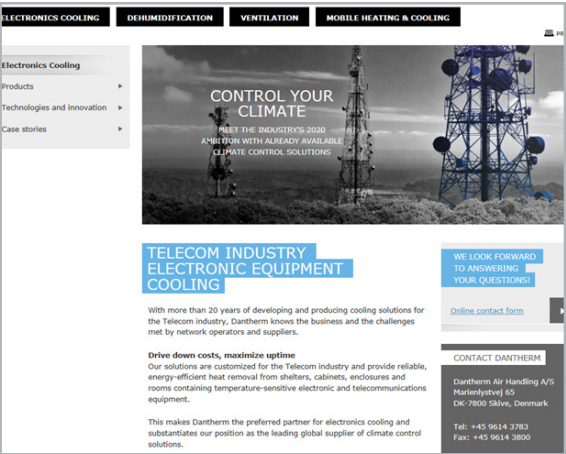
The font used is Lucida Sans Uni-code.

If you want a more exclusive look you can apply the colour code RGB 89, 89, 89 to the font in the blank pages.

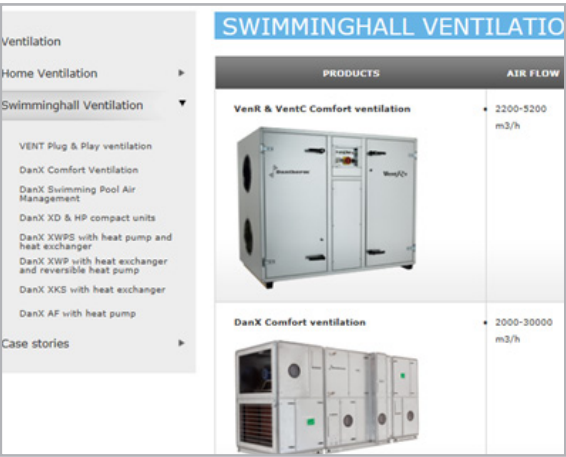
Website - frontpage



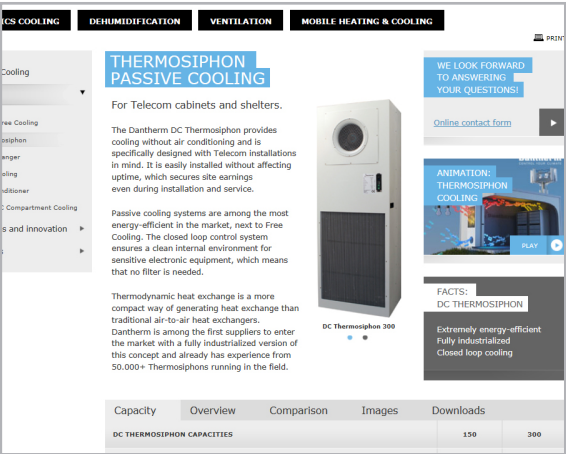
Landingpage



Product range page



Product page





# EXHIBITIONS

PassivHaus, Brussels, September 2012



Piscine, Lyon, November 2012





Expo Comm China, Beijing, September 2012



ELECTRONICS COOLING

DEHUMIDIFICATION

VENTILATION

MOBILE HEATING AND COOLING

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**Dantherm:**

With approximately 500 employees worldwide and subsidiaries in Norway, Sweden, the UK, the US and China, Dantherm is a market-leading supplier of energy-efficient climate control solutions for customers across the globe. We operate in the following four main business areas:

**Electronics cooling:**

Climate control for electronics and battery cooling in radio base stations and other Telecom infrastructure. Telecom customers include network suppliers and network operators.

**Dehumidification:**

Mobile and stationary dehumidifiers for drying buildings and for use in private pools and wellness centres.

**Ventilation:**

Large ventilation systems used in swimming pools and buildings such as shopping centres and cinemas requiring frequent air change. The range also includes domestic ventilation products based on high-performance heat exchangers.

**Mobile heating and cooling:**

Products for heating or cooling of tents and equipment used by the armed forces and international aid organisations. The customers are primarily the armed forces in NATO countries as well as tent and container manufacturers.