

Signage family playbook

January 2025

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Introduction

About the signage family playbook

This signage family playbook serves as a foundational guide for integrating our brand experience through signage and wayfinding touchpoints.

Signage represents one of the biggest and boldest representations of our visual identity. It helps make us proud of what we are part of, a company that aims to bring progress to life.

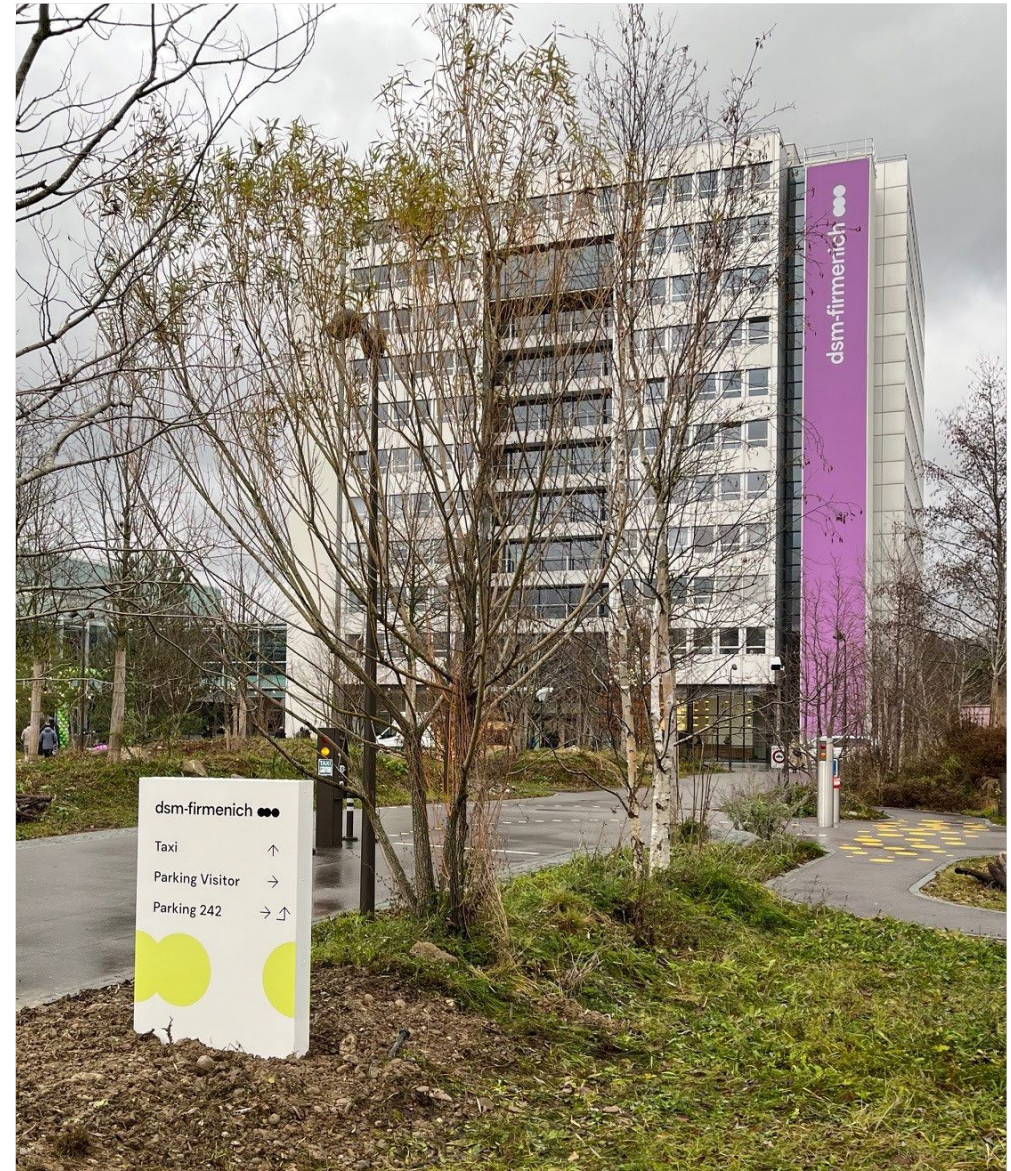
Of course, signage also fulfills the practical function of guiding visitors to our facilities and once there, to help them (and us!) find their way around.

In addition to this signage playbook, we offer more tools to help bring our brand to life in offices, laboratories and manufacturing facilities. Please refer to the “Branded environments” playbook as well as the “Visual identity on glass” guidelines.

Together, these guidelines will help us boost our brand, improve communication and create a sense of belonging among our employees.

All environment-related guidelines can be found under Branded Environments (www.dsm-firmenich.com/brandcenter/guidelines/branded-environments.html).

For enquiries or approval please reach out to branding.support@dsm-firmenich.com. We are here to support.



Introduction

Signage principles

Everything is connected

To create a strong and cohesive brand experience across our signage touchpoints, the signage family has been designed based on our dsm-firmenich brand experience and build principles.

Giving what you need

Our signage is based on a single, consistent design that can be applied to various sizes and dimensions depending on location-specific needs. Most components have fixed sizes and cannot be customized to prevent small sizes/high costs. This also applies to the option to add illumination, which is also related to budget.

Group-steered signage rollout

For the rebranding of the dsm-firmenich merger-related locations, the signage project is steered at the group level by the global brand team, in close cooperation with GREW, site managers, and supported by VIM Group.

To enable a uniform and cohesive brand representation across our locations, we ask all locations to strictly adhere to the group-steered signage rollout and not undertake any local rebranding actions.

Experience Principles

1. **Infuse life:** white is the prominent color, it stands for purity and cleanliness
2. **Embrace the forces:** the essential, the desirable and sustainable are the drivers for the signage development
3. **Make it simple yet flexible:** “less is more” is used for designing the signage family
4. **Spark curiosity:** dsm-firmenich is not a middle-of-the-road company, which is why some signage is not centred and is aligned differently.

Build Principles

The build principles work together with the experience principles and help to deploy experience in space. The build principles are:

1. **Modularity**
2. **Accessibility**
3. **Biophilia**
4. **Immersion**
5. **Product life-cycle**

To learn more about brand experiences visit: [Brand Center](#).

01

Overview of exterior elements

High-level signage

Overview exterior elements

This page shows a brief visual overview of available high-level signage to mark our premises. High-level signage is available in the following versions:

- The default is to use primary logo in white. Only if the box letters are installed on the roof, or the white version has little contrast with the background, should the black variant be used.
- A light box for facades (if box letters cannot be used)
- The secondary logo is the more compact version of the logo and should **only** be used when the primary logo doesn't fit or provide sufficient readability or visibility.
- The three-dot symbol for identifying the entrance. It is not allowed as high-level signage on a roof. It should only be applied in combination with a high-level box letter sign within the same view point.

Further details on size, materialisation and layout can be found in the 'Supplier information' section at the end of this document.



A great example of how the three-dot symbol and a letter box sign together build optimal brand presence on a facade in Maastricht, the Netherlands

Primary logo black and white

dsm-firmenich ●●●

1st use

dsm-firmenich ●●●

2nd use

Secondary logo black and white



dsm-firmenich



dsm-firmenich

Three dots symbol white



Lightbox

dsm-firmenich ●●●

Company wall

Overview exterior elements

This page shows a brief visual overview of how the Legal Entity name should be shown on a company wall in China and India.

For some countries it's common and compulsory to mark the location with the legal entity name. For this we use the company wall which showcases our brand (logo) in combination with the legal entity name aligned proportionally. The dsm-firmenich logo should be installed using box letters and the legal entity name* should be installed using milled letters. Further information on acrylic letters can be found on page 39.

* Since the legal entity names have not yet been updated (and still refer to legacy brand names), we will NOT apply the English translation of the legal entity name on the company walls. In time, when the legal entity name update is completed and the English version added, the text will be aligned. Until that time it looks a bit off balance. Given budget restraints, we cannot afford to reposition all parts. Therefore, until the legal entity name has changed, we need to live with an imperfect alignment in the current setting.



A great example of our company wall in Shanghai, China.

This information is solely for providing an overview of signage elements. Please follow the process and instructions of the group-steered signage rollout.

Company wall - China



Company wall China rules

1. Logo - 100%
2. Legal entity name (local) - 75%
3. Legal entity name (English) - 50%
4. Address1 (local) - 40%
5. Address2 (English) - 30%

Font: Noto Sans/Serif Simplified Chinese

Company wall - India



Company wall India rules

1. Logo - 45% of height
2. Legal entity name - 10% of height
3. Address x 2 - 45% of height

Font: Noto Sans/Serif

Site markers and directionals

Overview exterior elements

This page shows a brief visual overview of available site markers and signage to guide visitors to our facilities and once there, to help them (and us!) find their way around.

Safety information should NOT be used on directionals.

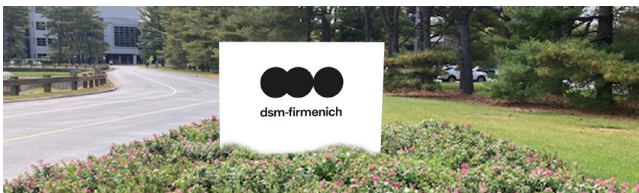
Further details on size, materialisation and layout can be found in the 'Supplier information' section at the end of this document.

Fixed element sizes

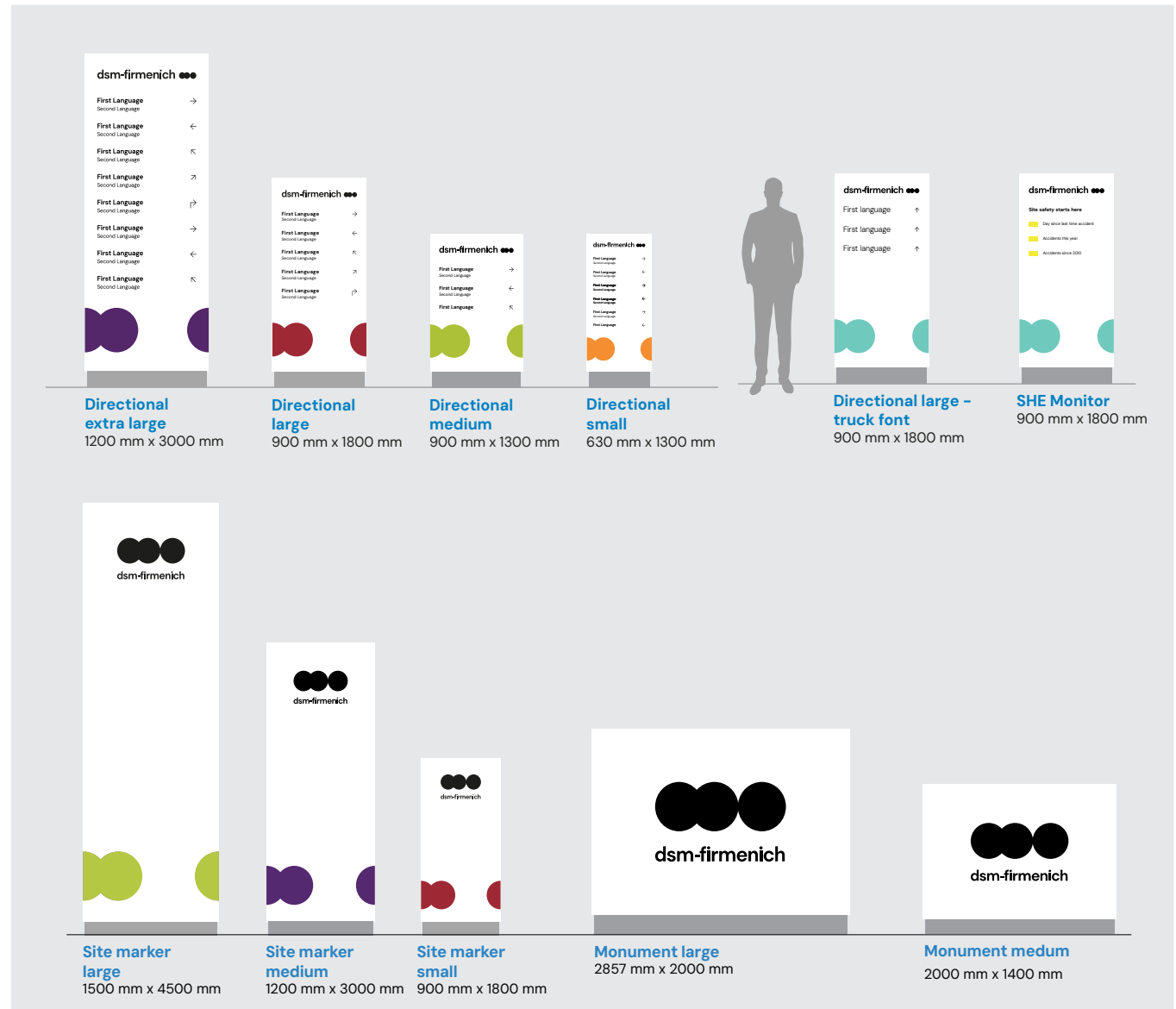
All components have fixed sizes and cannot be customized to prevent small production sizes/high costs.

Color variation throughout signage family

Each element has its own color. The colors need to be mixed. Never use one color for all signage elements at a location. Further information on colors can be found on page 31 and 32. The recommended vinyl should be used as these have been specifically selected to match our color palette and have the best available UV protection layer with a guarantee which is crucial for exterior signage elements being constantly exposed to the sun.



An example of the monument sign in our Plainsboro, US site.



Wayfinding

Overview exterior elements

Within our premises it is not always easy to find your way, this page shows a brief visual overview of available exterior wayfinding.

All wayfinding signs and safety signs can have a variable height and have two fixed widths – 1350 mm or 900 mm.

There is a clear difference between exterior wayfinding (which is per default branded at the top right corner) and exterior safety signs, which are per default non-branded.

Parking signs always have the same color blue assigned to them and cannot be changed.

Further details on size, materialisation and layout can be found in the 'Supplier information' section at the end of this document.



An example of a safety sign in our Plainsboro, US site.



Flags and banners

Overview exterior elements

This page shows a brief visual overview of available flags and banners.

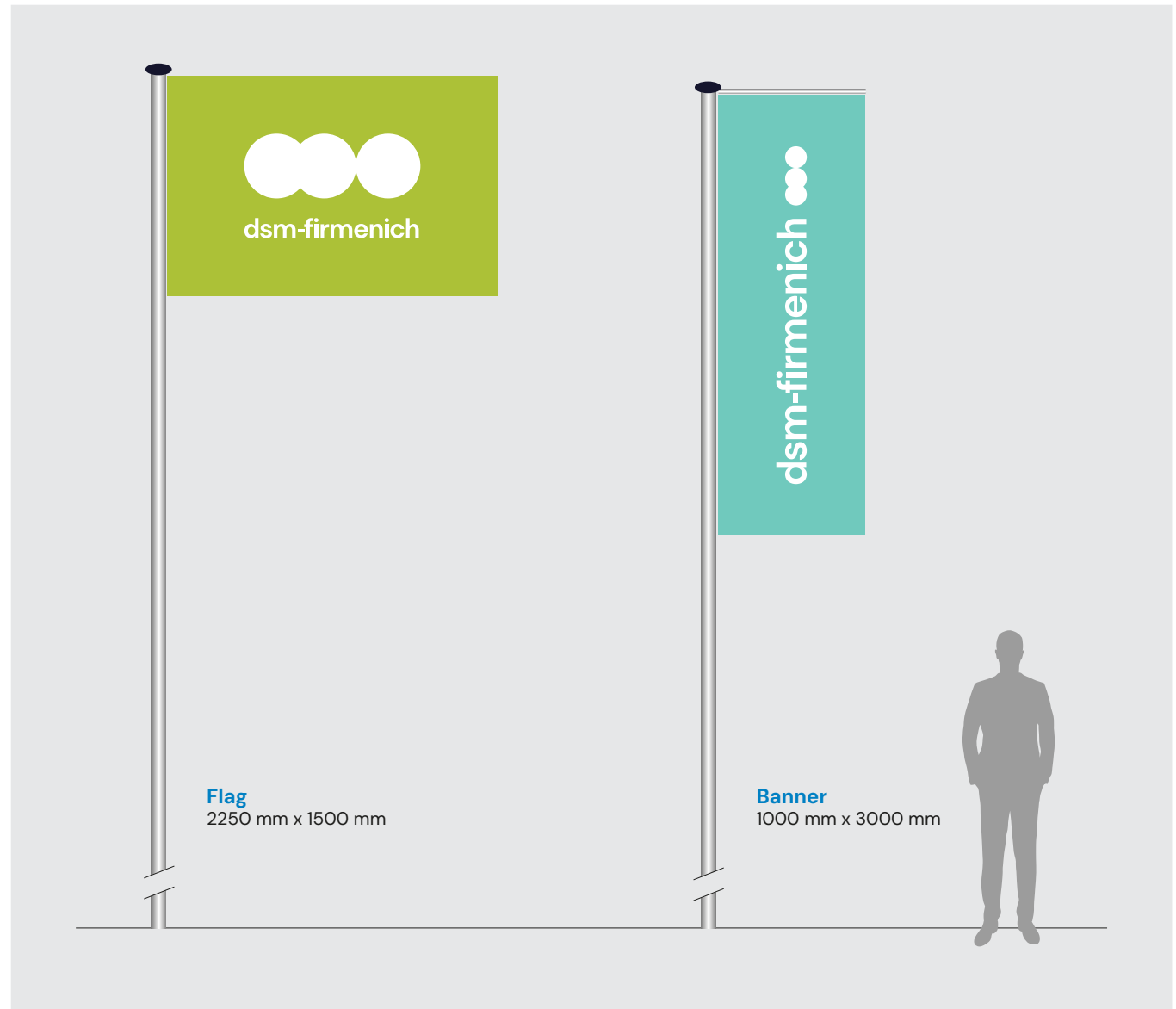
It is our preference to display a range of flags and/or banners depicting three different colors of our color palette in order to highlight that dsm-firmenich is a colorful brand.

Further details on size, color, materialisation and layout can be found on page 23 and in the 'Supplier information' section at the end of this document.

Templates for the flags and banners can also be found here –
<https://www.dsm-firmenich.com/brandcenter/templates.html>



An example of our flags and banners applied to our dual HQ in Maastricht, the Netherlands. (Multiple colors possible).



This information is solely for providing an overview of signage elements. Please follow the process and instructions of the group-steered signage rollout.

02

Overview of interior elements

Acrylic 3D logo

Visualisation

When guests enter the reception area, our reception desk and logo should feel a sense of pride. This is a good opportunity to showcase the colors within our palette.

The default is to install a white primary dsm-firmenich logo on a painted wall with a color chosen from our color palette. If a colored wall is not an option, you may use the black version of the logo. The acrylic logo should be 8mm thick to give a premium 3D feel. Further information on acrylic letters can be found on page 58.

Further information can be found in the 'Visual identity on glass' and 'Branded environments' playbooks here – <https://www.dsm-firmenich.com/brandcenter/guidelines/branded-environments.html>



Wayfinding

Overview interior elements

This page shows a brief visual overview of available interior wayfinding.

All wayfinding components can have a variable height and a fixed width. The other interior elements have a fixed size.

Further details on size, materialisation and layout can be found in the 'Supplier information' section at the end of this document.

Color variation throughout the signage family

Each element has its own color. The colors needs to be mixed. Never use one color for all signage elements at a location.

To create a global standard in destination signs and avoid confusion when visiting offices, destination signs like the restroom and restaurant have a fixed color.

The methodology for assigning colors to floors on the Elevator signage can be found on page 26.

Please refer to page 70 for a complete overview and download link of all signage wall icons and arrows.



03

Exterior signage

Application rules

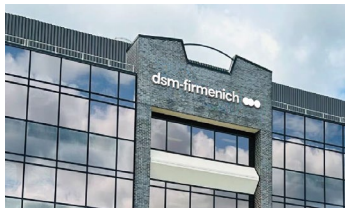
High level signage – Primary logo

The default is to use primary logo in white. Only if the box letters are installed on the roof, or the white version has little contrast with the background, should the black variant be used.

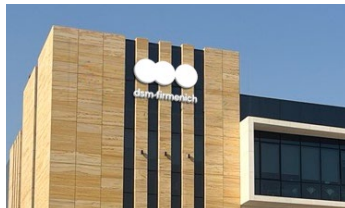
The secondary logo is the more compact version of the logo and to be used when the primary logo doesn't fit or does not provide sufficient readability or visibility.

Every exception to this rule requires Brand Team Approval.

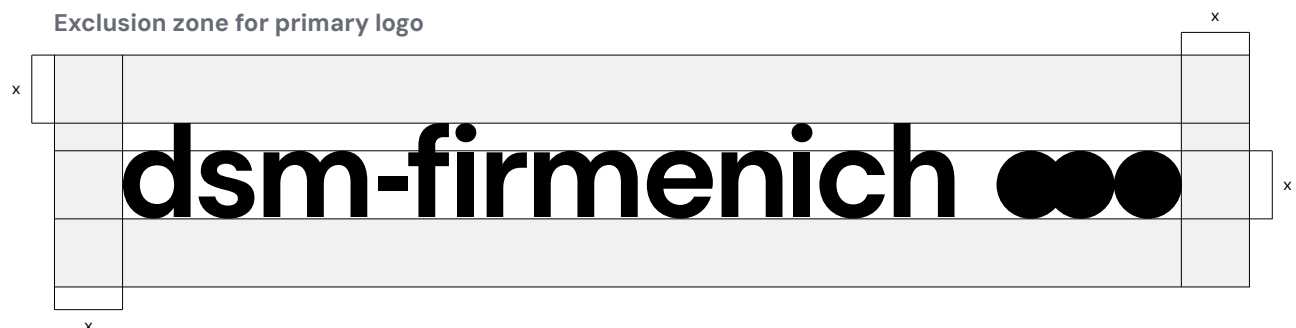
An exclusion zone as shown MUST be observed/ applied for the logo and the dots. No other elements or background color changes may appear within it.



An example of the primary logo box letters applied to Plainsboro, US site.



An example of the secondary logo applied to our Dubai, UAE site.



Application rules

Three dots symbol

The three dots symbol may only be used in combination with the primary or secondary logo high level signage.

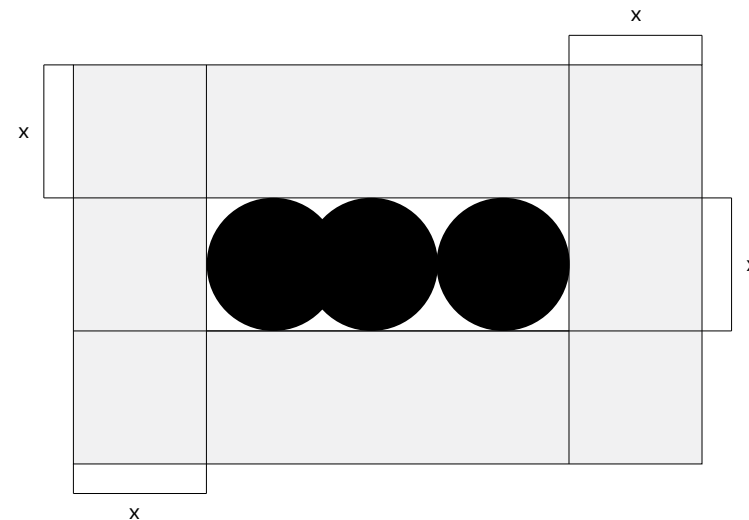
Only a white version of the three dots symbol should be used.

Every exception to this rule requires Brand Team Approval.

An exclusion zone as shown MUST be observed/ applied for the logo and the dots. No other elements or background color changes may appear within it.



An example of our primary logo and the three dots symbol is applied to our dual HQ in Maastricht, the Netherlands.



Application rules

Monument & Site Marker

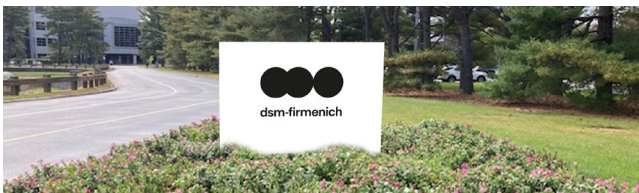
The monument is suitable for placement at the main entrance of a site and is non-illuminated. While monuments are typically found in America and site markers are more commonly used in Europe, locations have the flexibility to select either option based on their specific needs.

To enhance readability, the secondary logo is used, though the primary logo is generally preferred.

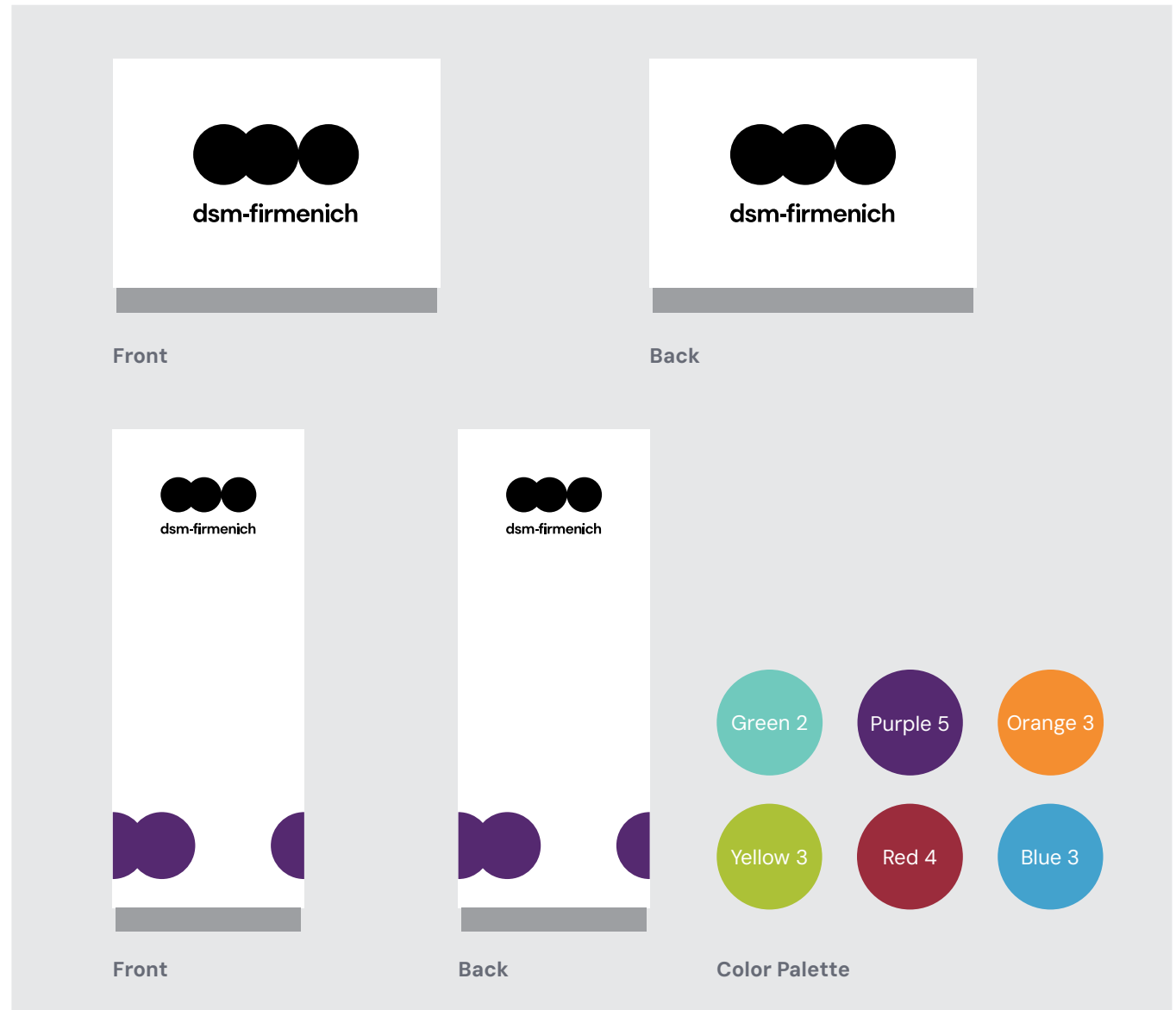
Whenever possible, a monument and/or site marker should be positioned perpendicular to the main street for optimal visibility.

The palette for the colors which are permitted for use on the site marker can be found to the right. Further information on these colors can be found on page 31.

If a site has more than one site marker, each of the six color options should be used before repeating the original color.



An example of the monument used in our Plainsboro, US site.



Application rules

Directional

The use of wayfinding on the site must have added value to properly guide traffic flows. The directionals are non-illuminated.

The various available sizes can be found on page 45.

The palette for the colors which are permitted for use on the directionals can be found to the right. Further information on these colors can be found on page 31.

If a site has more than one directional, each of the six color options should be used before repeating the original color.



An example of a large directional used in our Cotia 2, Brazil site.



Application rules

Wayfinding sign

The use of wayfinding on the site must have added value to properly guide traffic flows.

Exterior wayfinding signs will always feature the logo positioned at the top right corner. This ensures brand visibility and recognition for visitors as they approach the premises.

Interior wayfinding signs, in contrast, do not include the logo at the top right corner. It is clear to both employees and visitors that they are within the dsm-firmenich premises, making the logo unnecessary for navigation purposes.

This distinction helps maintain a cohesive visual identity while providing effective wayfinding in different environments.

All components can have a variable height and a fixed width.

Further information on the font size and layout is shown on page 49 and 61.



An example of external wayfinding used in our Seclin, France site.

dsm-firmenich

First Language

Second Language

→

First Language

Second Language

←

First Language

Second Language

↖

First Language

Second Language

↗

First Language

Second Language

↘

First Language

Second Language

↑

Exterior Wayfinding

First Language

Second Language

→

First Language

Second Language

←

First Language

Second Language

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First Language

Second Language

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First Language

Second Language

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First Language

Second Language

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First Language

Second Language

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Interior Wayfinding

Application rules

Entrance sign

The entrance sign next to the door serves multiple purposes. It identifies the company, reinforces branding, and assists with wayfinding by guiding visitors to the correct entrance.



An example of an entrance sign used in our Moorebank, Australia site

dsm-firmenich ●●●

Application rules

Safety sign

Safety signs must comply with ISO 7001 standards for color and icons and should remain non-branded. They are always displayed as standalone on a white panel, with icons and rules never used on other signage-family items.

Do not add logos or the three dots device to safety signs, as they must remain unbranded at all times.

Further information on the layout and font is shown on page 51.



Warning xxxxx

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Warning xxxxx

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Application rules

Parking sign

Unlike most other elements in the signage family, parking signs are consistently presented in blue, both for interior (e.g., indoor parking) and exterior applications.

This shade of blue is known as 'Blue 3'. Further information on color codes can be found in the Colors section on page 34.

In addition to designated parking signs at specific locations, directional signage may also be used to guide visitors to the parking areas. Please ensure compliance with the specified color standards.

The use of the parking icon, both with and without the white circle, is mandatory. For a complete overview of all signage-family icons, refer to page 70.



An example of directional indicating a parking area without using the blue assigned color. Used in our Kingstree, USA site.

This information is solely for providing an overview of signage elements. Please follow the process and instructions of the group-steered signage rollout.



Application rules

Flags and banners

Flags and banners can be used to identify the main entrance or the outside of the premises.

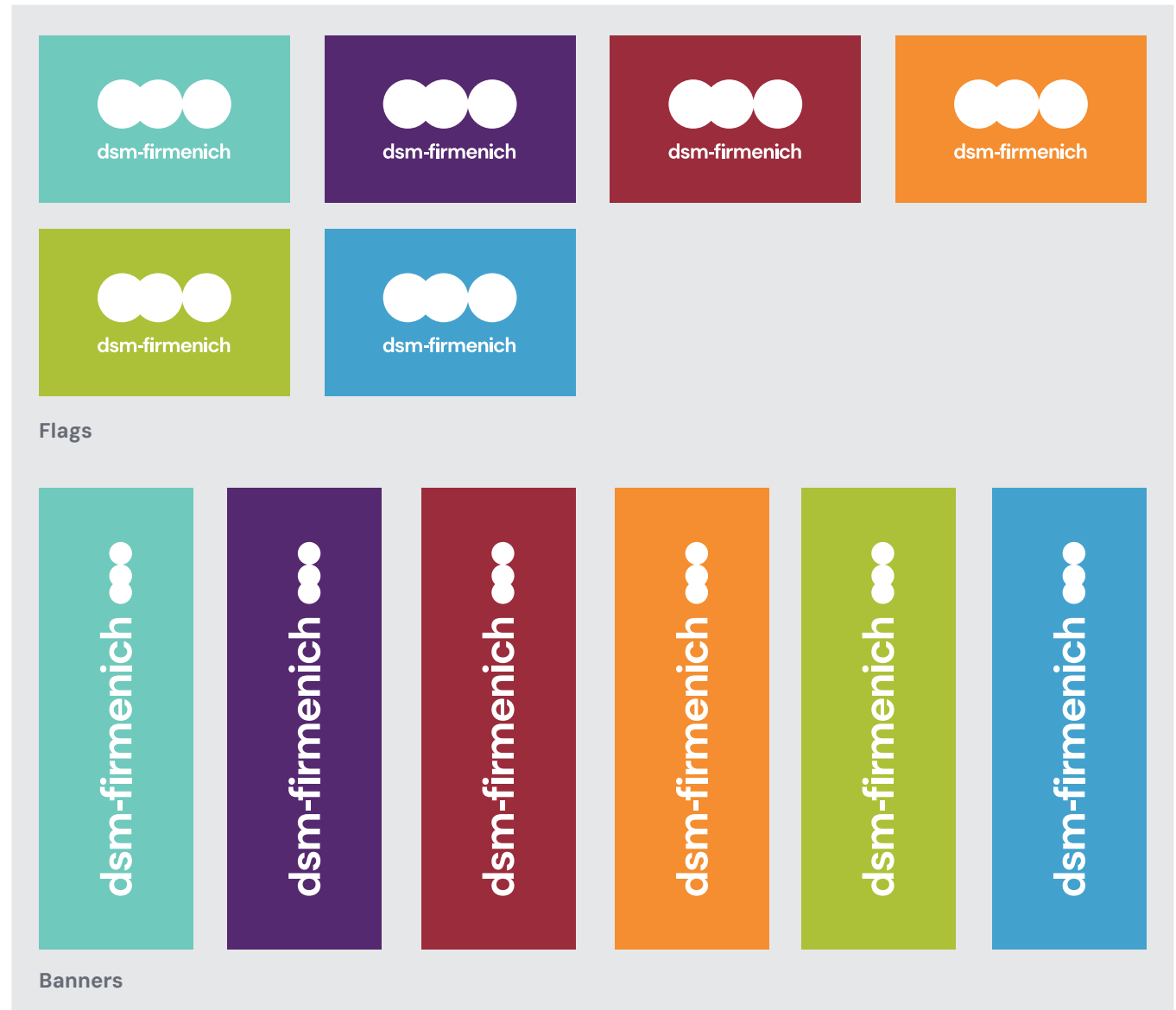
It is our preference to display a range of flags and/or banners depicting three different colors of our color palette in order to highlight that dsm-firmenich is a colorful brand. Mixing colors will achieve a more diverse and sophisticated look and feel.

There's no magic formula to select a good color combination: it's a matter of sensibility to the context.

Our branded flags can be used in combination with one Europe and/or country flag. Any other branded flag is not allowed.

Please only use the colors shown in the palette below. Further information can be found in the Colors section on page 31.

Color palette



04

Interior signage

Application rules

Wayfinding sign

The use of wayfinding on the site must have added value to properly guide traffic flows.

Interior wayfinding signs, in contrast to the exterior wayfinding, do not include the logo at the top right corner. It is clear to both employees and visitors that they are within the dsm-firmenich premises, making the logo unnecessary for navigation purposes.

This distinction helps maintain a cohesive visual identity while providing effective wayfinding in different environments.

All components can have a variable height and a fixed width.

Further information on the font size and layout can be found on page 61.



An example of internal wayfinding from our Cotia 2, Brazil site.

First Language	→
Second Language	
First Language	←
Second Language	
First Language	↖
Second Language	
First Language	↗
Second Language	
First Language	↘
Second Language	
First Language	↑
Second Language	
First Language	↑
Second Language	

Application rules

Elevator sign

The elevator sign is placed directly above or near to the elevator button. Each floor has a different color assigned to it.

If a site has more than six floors, please start again with the color from floor 1, then floor 2, etc.

The color methodology is only for elevator signs and all other interior signs should be a mix of colors.

Color palette to define floor



Blue 3

Floor 1



Yellow 3

Floor 2



Red 4

Floor 3



Orange 3

Floor 4



Brown 2

Floor 5



Purple 5

Floor 6

6
Floor Information
Floor Information
Floor Information

5
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Floor Information
Floor Information

4
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3
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3
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2
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Floor Information

Application rules

Destination sign

The destination sign indicates the end of a wayfinding route. A circle around an icon is mandatory.

Color palette

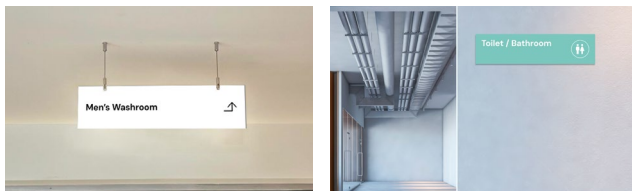


Reserved colors

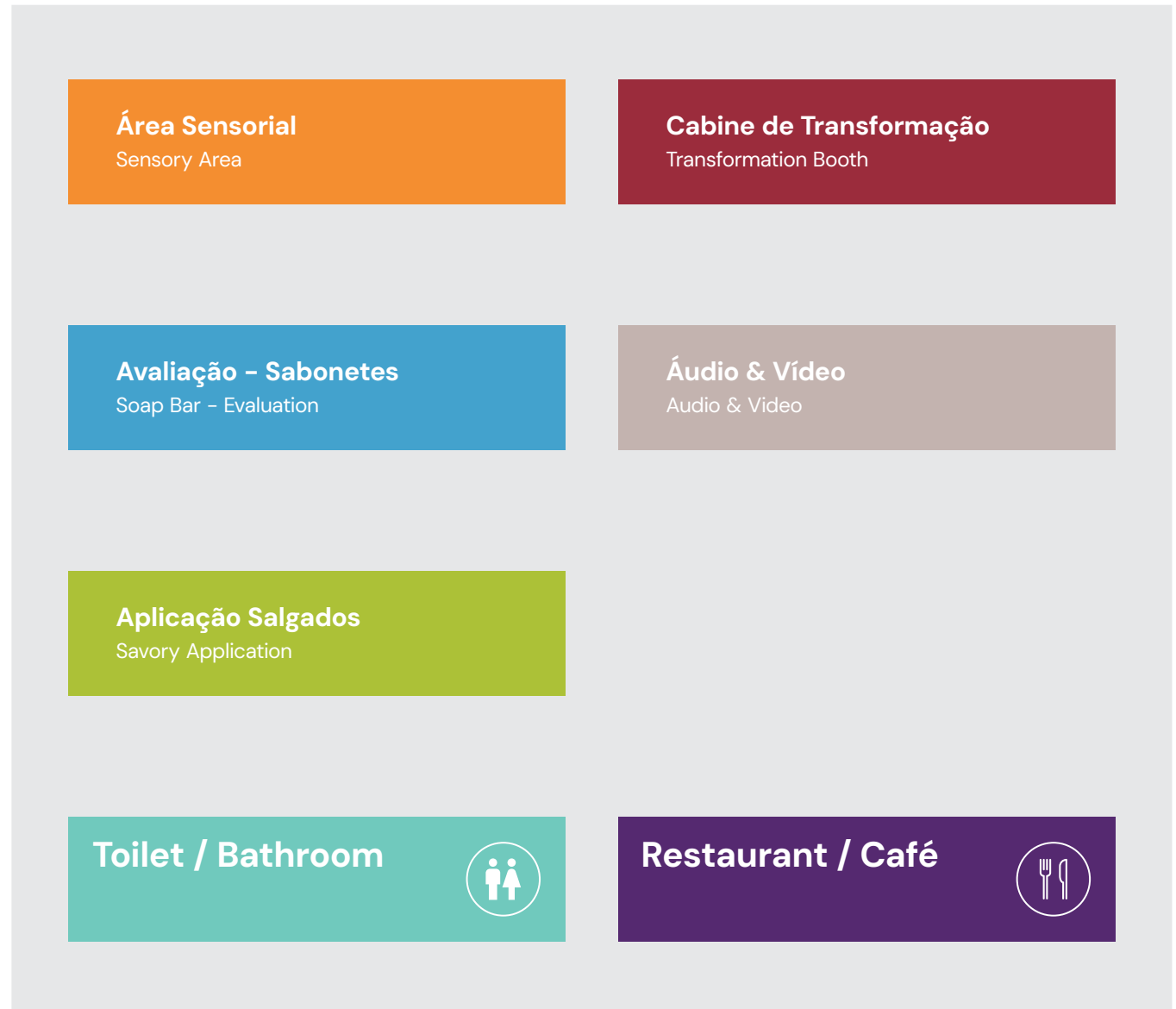


Toilets

Restaurants



An example of how interior wayfinding and destination signs can be used together.



Application rules

Wall icons

The wall icons indicate the end of a wayfinding route.

Color palette



Reserved colors



Toilets

Restaurants



Application rules

Door panels

Example of door panels.

If a site has more than six meeting rooms, please start again with the color from Meeting Room 1, then Meeting Room 2, etc.

Color palette



05

Colors

Colors

General overview

Selecting multiple colors for exterior and interior use

Our desire is to feel multichromatic, just like life. To achieve this, the user has to be exposed to multiple colors. So, how do we select multiple colors?

Mixing colors will achieve a more diverse and sophisticated look and feel. For example, if there are 5 directionals on your site, each of the 5 color options available should be used.

There's no magic formula to select a good color combination: it's a matter of sensibility to the context. The selection should depend on the material we are producing and the feeling we want to convey.

Unfortunately not every brand color we selected is matched with a standard high quality vinyl. The codes for the chosen opaque and transparent vinyls can be found on the next pages.

The full color palette with all color values can be found here: <https://www.dsm-firmenich.com/brandcenter/guidelines/color-palette.html>

The full dsm-firmenich color palette is made up of seven colors with five different hues each, to help flex the brand language and meet different context and touchpoint needs. The colors below have been chosen for exterior and interior signage.



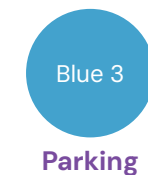
Exterior signage



Interior signage



Reserved colors



Parking



Restaurants



Toilets

Colors

Opaque vinyls

Opaque (non-transparent) vinyl is used on exterior site markers and directionals, as well as internal destination signs, door panels and elevator signs. This vinyl can also be used for three dot applications or circles as shown in the Visual identity on glass playbook (link – <https://www.dsm-firmenich.com/brandcenter/guidelines/branded-environments.html>)

The recommended vinyl should be used as these have been specifically selected to match our color palette. These vinyls have a much better UV protection than printed vinyls.

Unfortunately not every brand color we selected is matched with a standard high quality vinyl. The codes for the chosen opaque vinyls can be found to the right.



An example of opaque vinyls used on a window in our Guangzhou, China site.

Recommended vinyl codes



Green 2

Avery 965 SC Mint



Purple 5

Avery 868 Purple Gloss



Orange 3

3M 100-717/5 Light Orange



Brown 2

MacTac 9889-104 PRO Pearl Grey



White

Avery 800 White Gloss



Blue 3

3M 100-453 Soft Blue



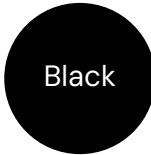
Red 4

3M 100-53 Cardinal Red



Yellow 3

Avery 814-01 Wasabi Green Gloss



Black

Avery 801 Black Gloss

Colors

Transparent vinyls

Transparent vinyl can only be used internally on glass. Please see the Visual identity on glass playbook for more information (link – <https://www.dsm-firmenich.com/brandcenter/guidelines/branded-environments.html>)

The recommended vinyl should be used as these have been specifically selected to match our color palette.

Unfortunately not every brand color we selected is matched with a standard high quality vinyl. The codes for the chosen transparent vinyls can be found to the right.



An example of transparent vinyls used on a door in our Seoul, South Korea site.

Recommended vinyl codes



Aslan CT113-11364K



Aslan CT113-11357K



Aslan CT113-11336K



Aslan CT113-11388K



Aslan CT113-11391K



Aslan E210-14210K



Aslan CT113-11383K



Aslan CT113-11359K



Aslan CT113-11357K



Aslan CT113-11395K



Aslan CT113-11391K

Colors

Vinyl application matrix

Green 1	Blue 1	Purple 1	Red 1	Orange 1	Yellow 1	Brown 1 Aslan CT113-11391K (Transparent vinyl)
Green 2 Avery 965 SC Mint (Opaque vinyl)	Blue 2 Aslan CT113-11383K (Transparent vinyl)	Purple 2	Red 2	Orange 2 Aslan CT113-11336K (Transparent vinyl)	Yellow 2 Aslan CT113-11388K (Transparent vinyl)	Brown 2 MacTac 9889-104 PRO Pearl Grey (Opaque vinyl) Aslan CT113-11390K (Transparent vinyl)
Green 3 Aslan CT113-11364K (Transparent vinyl)	Blue 3 3M 100-453 Soft Blue (Opaque vinyl)	Purple 3	Red 3	Orange 3 3M 100-717/5 Light Orange (Opaque vinyl) Aslan CT113-11357K (Transparent vinyl)	Yellow 3 Avery 814-01 Wasabi Green Gloss (Opaque vinyl)	Brown 3
Green 4	Blue 4	Purple 4 Aslan CT113-11395K (Transparent vinyl)	Red 4 3M 100-53 Cardinal Red (Opaque vinyl) Aslan CT113-11357K (Transparent vinyl)	Orange 4	Yellow 4	Brown 4
Green 5	Blue 5	Purple 5 Avery 868 Purple Gloss (Opaque vinyl)	Red 5 Aslan CT113-11359K (Transparent vinyl)	Orange 5	Yellow 5	Brown 5
Black Avery 801 Black Gloss Opaque vinyl	White Avery 800 White Gloss Opaque vinyl	The matrix above shows the available opaque and transparent vinyl color codes. To ensure we have high quality vinyls, not all colors are available. Only the vibrant boxes with codes are available. The other colors should not be used as a vinyl application.				

06

Supplier information: Exterior signage materials and content

High level signage – illuminated

Materialisation

Illumination and connection

Balt-LED (Challenger-0) White 6500K or equivalent specifications. The connection box(es) are preferably installed inside the building or on the back of the frame behind the letters (not visible at the front side).

Minimum requirements:

Light output of 90 (Black/White) cd/m² + or - 10%

Light output of 150 (White) cd/m² + or - 10%

5-years warranty

L80 for 70.000 hours

IP67

Production / Materials

Illuminated letters (Profile 4 / Profile 5):

Letters are produced from aluminum (EN AW-1050 AH14H24 or equivalent) sheet material, minimum thickness for letters (d):

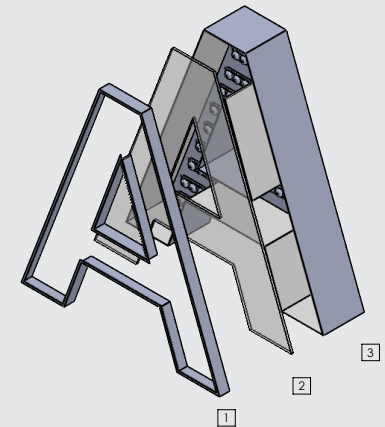
- Height of 'd' smaller or equal to 600 mm -> material thickness 1 mm (.040")
- Height of 'd' between 600 – 1500 mm -> material thickness 1,5 mm (.063")
- Height of 'd' larger than 1500 mm -> material thickness 2 mm (.080")

Sides are spot-welded to the base plate. The front of the illuminated box letters is a transparent white (040), 4 mm (3/16") (for the profile 4 letters) and 3mm 1/8" (for the profile 5) The letter is produced as a profile 4 (d > 1000 mm (39 3/8") aluminum connection profile and 4 mm (3/16") acrylic) or profile 5 (d < 1000 mm (39 1/8") elkamet connection profile and 3 mm (1/8") acrylic.) For the black box letters (Roof sign), a "Black/White" acrylic as a day/night solution must be used, according to the above-mentioned dimensions. The sides of the letters should be spray-painted RAL 9006. The inside of the letters should be white for optimal light reflection. Interior illumination by using LED modules. Illumination should be evenly distributed over the fond.

Any subframe should be spray-painted to match the local circumstances. All constructions of subframes shouldn't be visible (as little as possible). The total layer thickness of all paint should be at least 80 micrometers.

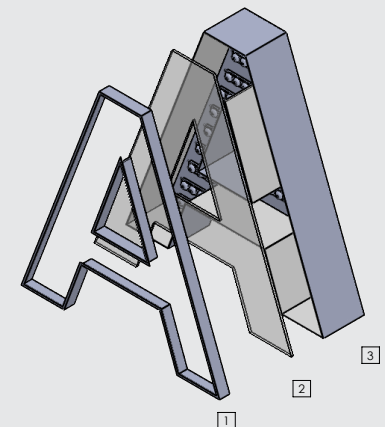
Profile 4: illuminated letters large

- 1 Aluminium
- 2 Acrylic
- 3 Aluminium



Profile 5: illuminated letters small

- 1 Elkamet
- 2 Acrylic
- 3 Aluminium



High level signage – non-illuminated

Materialisation

Purpose

Long-range site marking.

Mounting / Installation

Installation against the facade
(either directly mounted or using a subframe).

Production / Materials

Non-illuminated letters (Profile 1):

Letters are produced from aluminum (EN AW-1050 AH14H24 or equivalent) sheet material, minimum thickness for letters (d):

- Height of 'd' smaller or equal to 600 mm → material thickness 1 mm (.040")
- Height of 'd' between 600 – 1500 mm → material thickness 1,5 mm (.063")
- Height of 'd' larger than 1500 mm → material thickness 2 mm (.080")

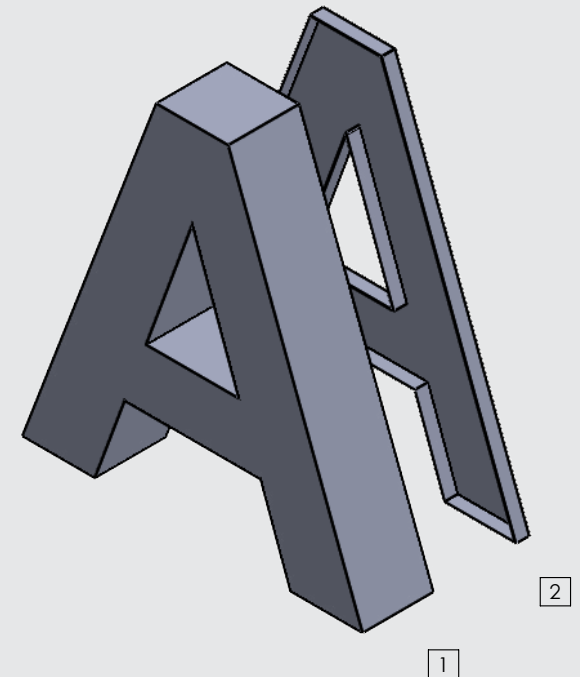
Sides are spot-welded to the base plate. The non illuminated box letters are made totally of aluminum. The letters are spray-painted in two colors:

- White version: The front in RAL 9016 and sides in RAL 9006
- Black version: The front in RAL 9005 and sides in RAL 9006

Any subframe should be spray-painted to match the local circumstances. All constructions of subframes shouldn't be visible (as little as possible). The total layer thickness of all paint should be at least 80 micrometers.

Profile 01: non-illuminated letters

- 1 Aluminium
- 2 Aluminium



High level signage – primary logo, secondary logo, 3 dots

Size chart

High level signage – primary logo	Width	Height	Depth
D-F-BL-300	3319 mm	300 mm	80 mm
D-F-BL-600	6639 mm	600 mm	80 mm
D-F-BL-900	9958 mm	900 mm	100 mm
D-F-BL-1200	13278 mm	1200 mm	120 mm
High level signage – secondary logo	Width	Height	Depth
D-F-SBL-1500	2531 mm	1500 mm	80 mm
D-F-SBL-2000	3375 mm	2000 mm	80 mm
D-F-SBL-3000	5063 mm	3000 mm	100 mm
Three dots symbol	Width	Height	Depth
D-F-BL3D-500	1362 mm	500 mm	80 mm
D-F-BL3D-600	1634 mm	600 mm	80 mm
D-F-BL3D-900	2451 mm	900 mm	100 mm

Acrylic letters

Materialisation

Purpose

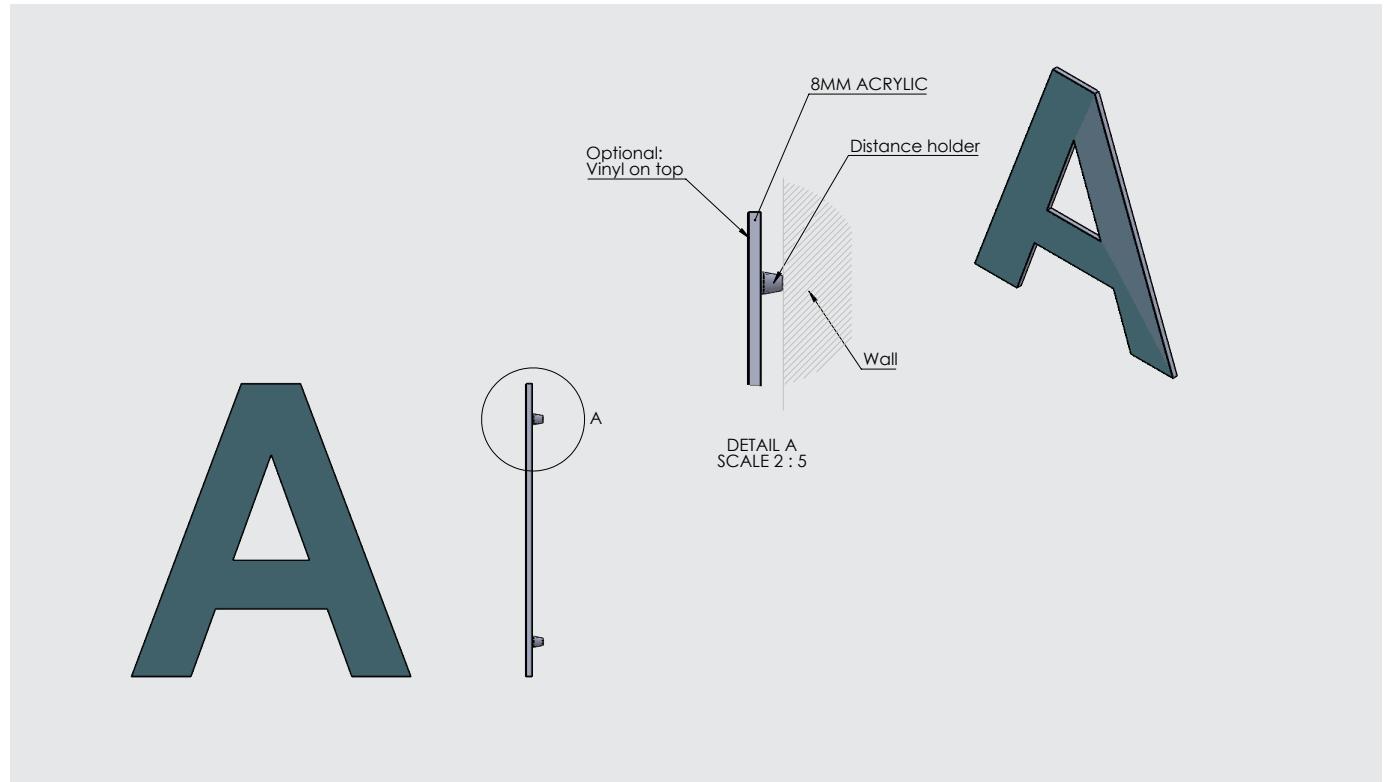
Long-range site marking. Usually used for legal entity names but also in other situations.

Mounting / Installation

Installation against the facade
(either directly mounted or using a subframe).

Production / Materials

8mm acrylic in RAL9016 or RAL 9005



Acrylic letters – primary logo, secondary logo

Size chart

Milled letters – primary logo	Width	Height	Depth
D-F-ML-75	830 mm	75 mm	8 mm
D-F-ML-100	1106 mm	100 mm	8 mm
D-F-ML-125	1383 mm	125 mm	8 mm
D-F-ML-150	1660 mm	150 mm	8 mm
D-F-ML-200	2213 mm	200 mm	8 mm
D-F-ML-250	2766 mm	250 mm	8 mm
D-F-ML-300	3313 mm	300 mm	8 mm
Milled letters – secondary logo	Width	Height	Depth
D-F-SML-250	422 mm	250 mm	8 mm
D-F-SML-350	591 mm	350 mm	8 mm
D-F-SML-450	759 mm	450 mm	8 mm

Height is increasable by steps of 25 mm
Minimal size of dot on the 'i' has to be 10 mm

Lightbox

Materialisation and sizes

Purpose

Long-range site marking.

Mounting / Installation

Installation against the facade
(either directly mounted or using a subframe).

Illumination and connection

Balt-LED (Challenger-O) White 6500K or equivalent specifications. The connection box(es) are preferably installed inside the building or on the back of the frame behind the letters (not visible at the front side).

Minimum requirements:

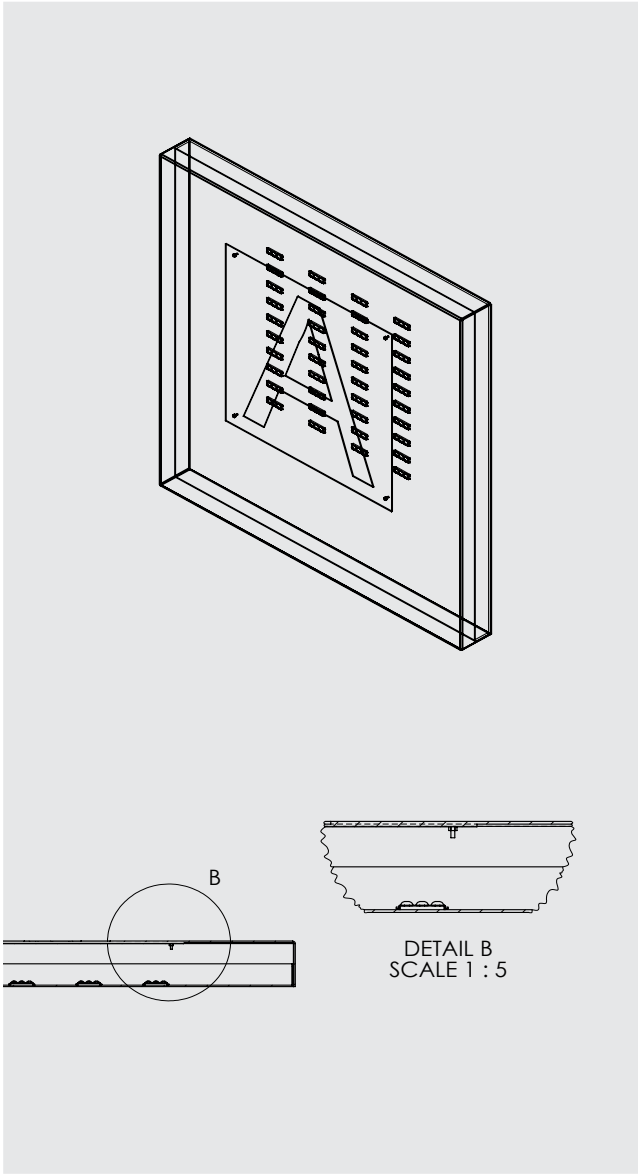
Light output of 90 (Black/White) cd/m2 + or - 10%
5-years warranty
L80 for 70.000 hours
IP67

Light box	Width	Height	Height (d)	Depth
D-F-LB-500	2588 mm	500 mm	206 mm	80 mm
D-F-LB-750	3881 mm	750 mm	309 mm	80 mm
D-F-LB-1000	5175 mm	1000 mm	412 mm	80 mm
D-F-LB-1500	7763 mm	1500 mm	618 mm	100 mm

Production / Materials

Lightbox is produced from aluminum (EN AW-1050 A H14H24 or equivalent) sheet material, minimum thickness 3 mm (1/8") .The front panel is folded over the interior aluminium backpanel, if necessary reinforced with aluminium profiles.

The logo is milled out in the front panel and on the backside there is a Black/White acrylic plate mechanically fixed as a day/night solution. The outside of the lightbox should be spray-painted RAL 9016. The inside of the lightbox should be white for optimal light reflection. Interior illumination by using LED modules. Illumination should be evenly distributed over the fond. Any subframe should be spray-painted to match the local circumstances. All constructions of subframes shouldn't be visible (as little as possible). The total layer thickness of all paint should be at least 80 micrometers.



Monument

Materialisation and sizes

Purpose

Close-range site marking.

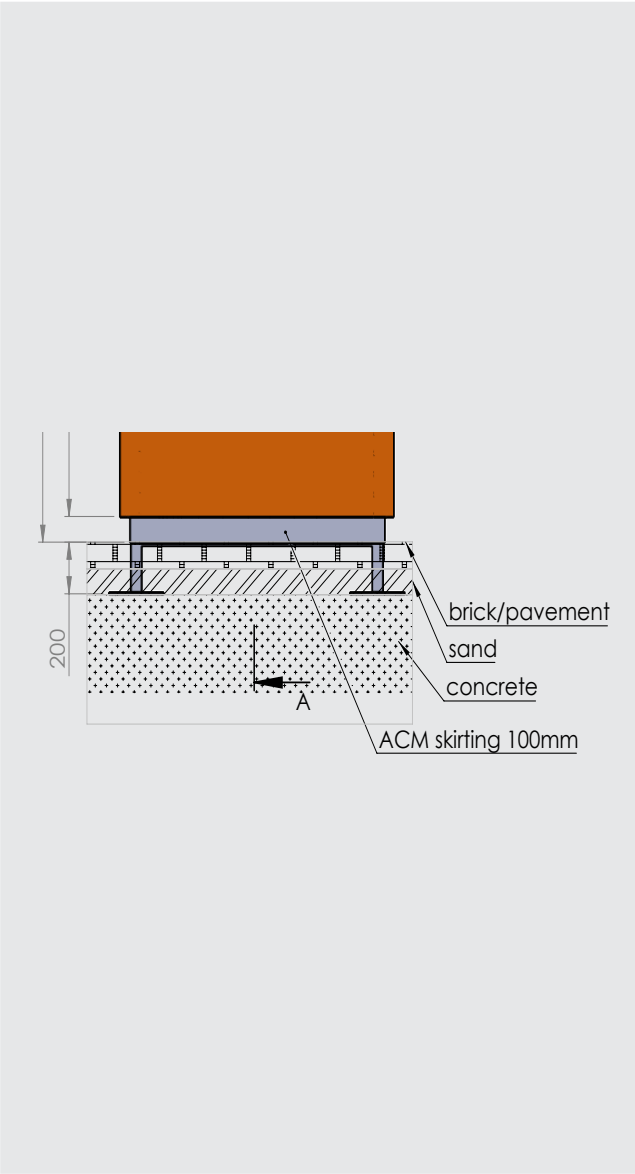
Mounting / Installation

Freestanding on concrete foundation.

Production / Materials

The folded panels are made of aluminum (EN AW-1050A H14/ H24 or equivalent) sheet material, minimum thickness 3 mm (.125"). The folded panels will be installed on an aluminum or steel interior construction using secured screws. The pillar should have two separate foot plates to connect to a foundation.

The logo, texts and arrows are a vinyl application. The panels should be spray-painted white (RAL 9016). Base plate (plinth) that covers the legs should be gray (RAL 7036). Total paint layer thickness should be at least 80 micrometers.



Monument sign, non-illuminated	Width	Height	Depth
D-F-MONI-1400	2000 mm	1400 mm	100 mm
D-F-MONI-2000	2857 mm	2000 mm	100 mm

Site marker

Materialisation and sizes

Purpose

Close-range site marking.

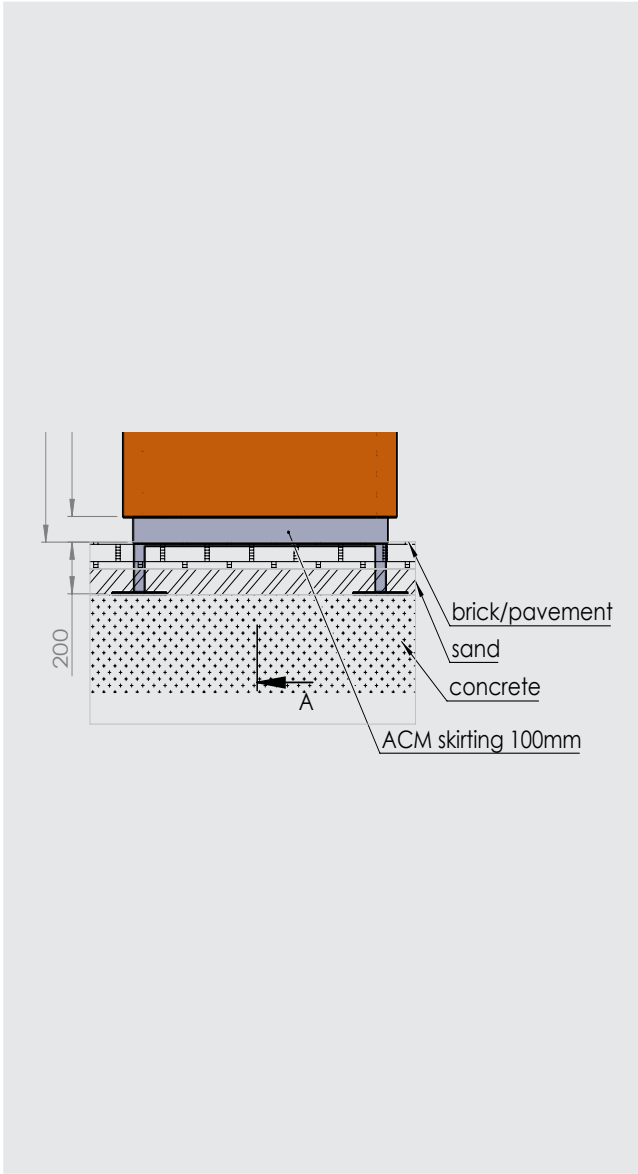
Mounting / Installation

Freestanding on concrete foundation.

Production / Materials

The folded panels are made of aluminum (EN AW-1050A H14/ H24 or equivalent) sheet material, minimum thickness 3 mm (.125"). The folded panels will be installed on an aluminum or steel interior construction using secured screws. The pillar should have two separate foot plates to connect to a foundation.

The logo, texts and arrows are a vinyl application. The panels should be spray-painted white (RAL 9016). Base plate (plinth) that covers the legs should be gray (RAL 7036). Total paint layer thickness should be at least 80 micrometers.



Site Marker	Width	Height	Depth
D-F-SM-1800	900 mm	1800 mm	80 mm
D-F-SM-3000	1200 mm	3000 mm	100 mm
D-F-SM-4500	1500 mm	4500 mm	120 mm

Directional

Materialisation

Purpose

Close-range site marking.

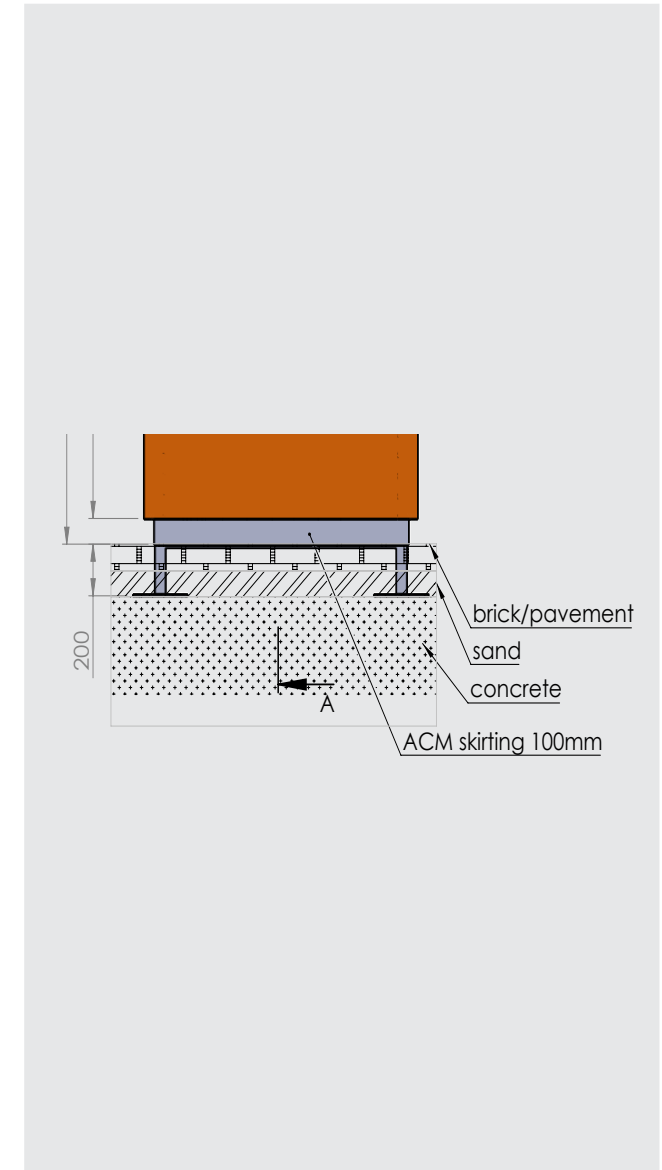
Mounting / Installation

Freestanding on concrete foundation.

Production / Materials

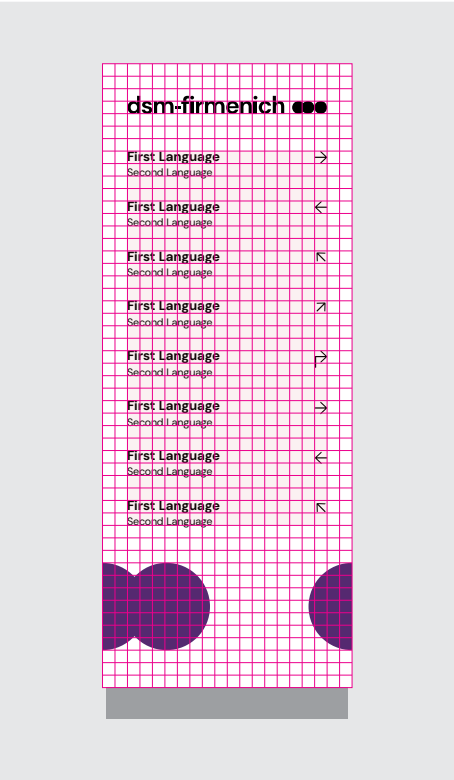
The folded panels are made of aluminum (EN AW-1050A H14/ H24 or equivalent) sheet material, minimum thickness 3 mm (.125"). The folded panels will be installed on an aluminum or steel interior construction using secured screws. The pillar should have two separate foot plates to connect to a foundation.

The logo, texts and arrows are a vinyl application. The panels should be spray-painted white (RAL 9016). Base plate (plinth) that covers the legs should be gray (RAL 7036). Total paint layer thickness should be at least 80 micrometers



Directional

Content



D-F-DI-XL-3000

Element

1200 mm x 3000 mm x 100 mm

Font size large

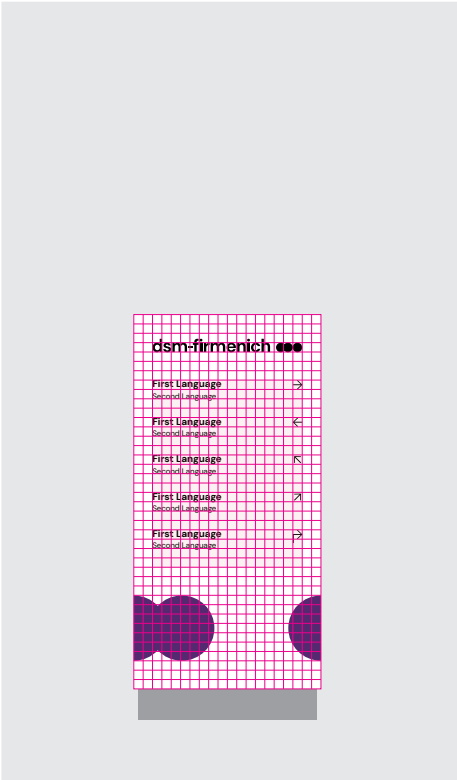
181 pt

Font size small

146 pt

Grid

20 x 50



D-F-DI-L-1800

Element

900 mm x 1800 mm x 80 mm

Font size large

135 pt

Font size small

109 pt

Grid

20 x 40



D-F-DI-M-1300

Element

900 mm x 1300 mm 80 mm

Font size large

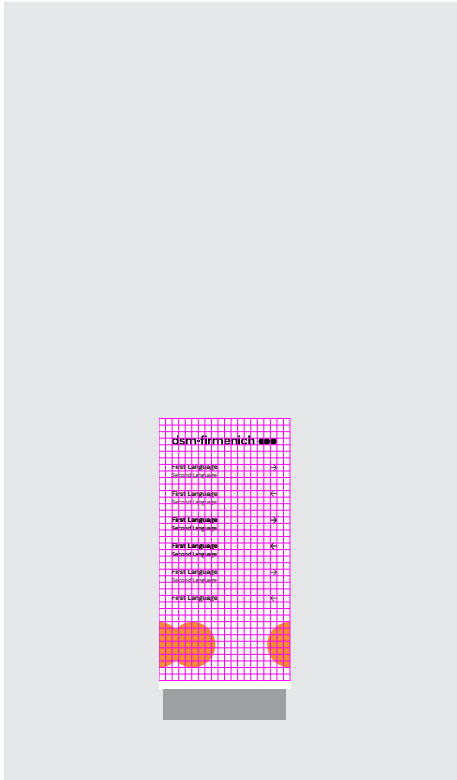
95 pt

Font size small

76 pt

Grid

20 x 30



D-F-DI-S-1300

Element

630 mm x 1300 mm 80 mm

Font size large

95 pt

Font size small

76 pt

Grid

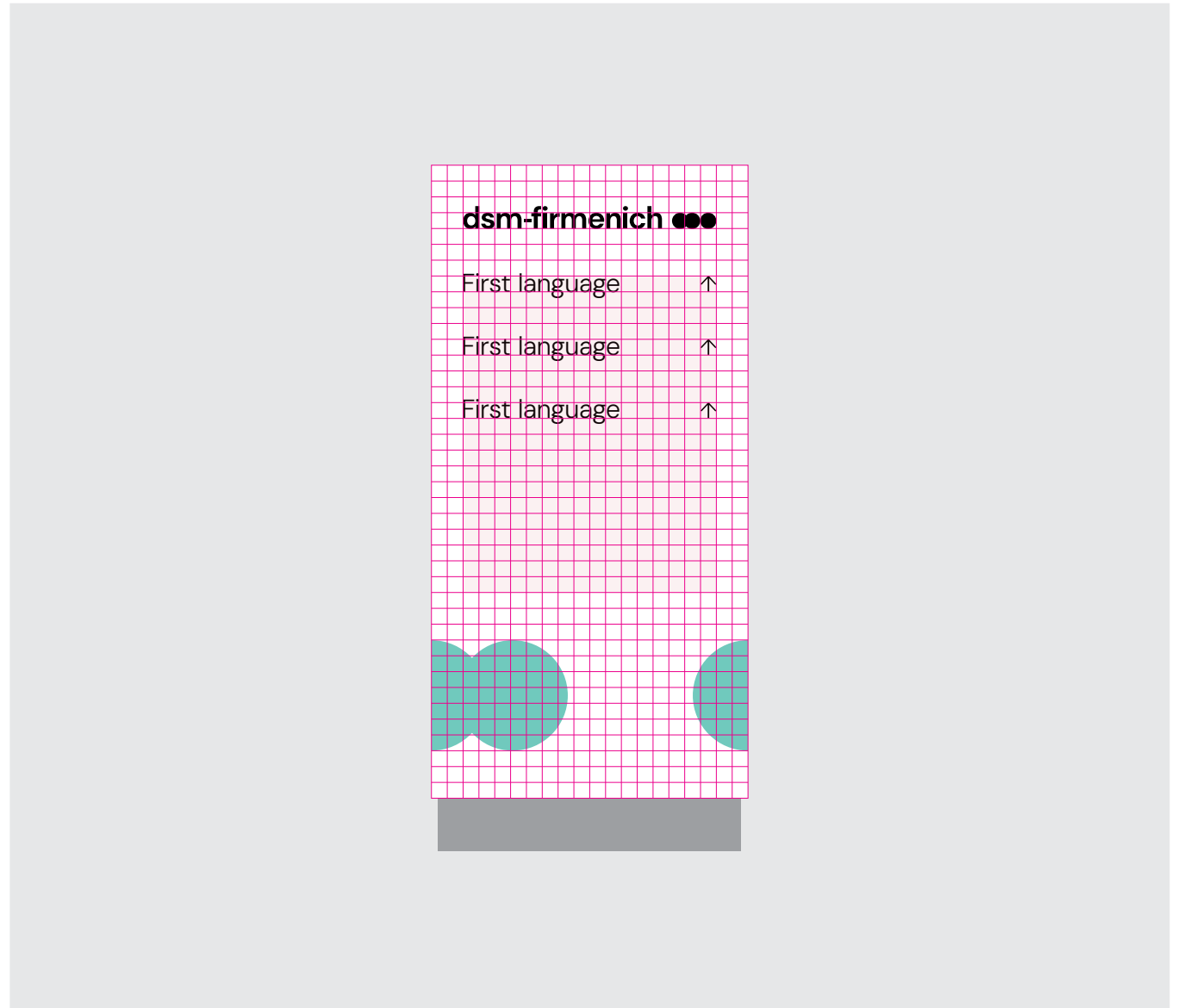
20 x 40

Directional large (Truck font)

Content

Catalog number D-F-DI-1800-Truck

Element	900 mm x 1800 mm x 80 mm
Font size large	210 pt
Grid	20 x 40



Directional (SHE Monitor)

Content

Catalog number D-F-DI-1800

Element	900 mm x 1800 mm x 80 mm
Font size large	135 pt
Font size small	109 pt
Grid	20 x 40



External panels

Materialisation and sizes

Purpose

Close-range site marking.

Mounting / Installation

Wall-mounted

Production / Materials

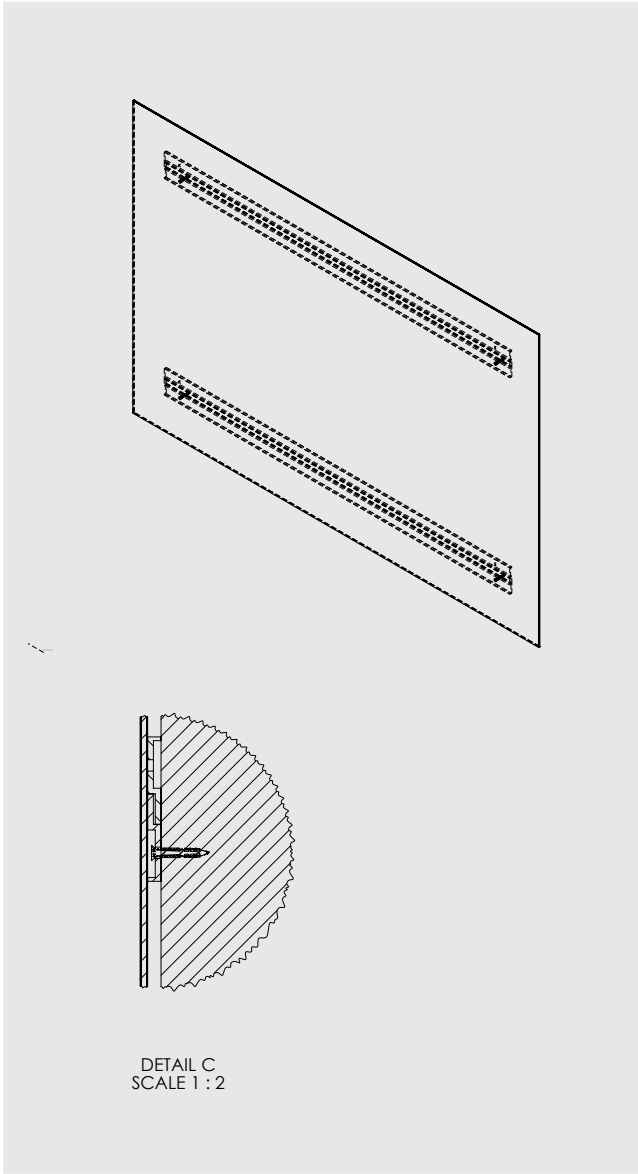
The 4 mm ACM panel is installed with a standard available aluminium installing profile glued on the backside.

The logo, texts and arrows are a vinyl application. The panels should be white (RAL 9016).

Entrance sign	Width	Height	Depth
D-F-ES-600P	600 mm	360 mm	4 mm
D-F-ES-600S	600 mm	360 mm	4 mm
D-F-ES-600T	600 mm	360 mm	4 mm

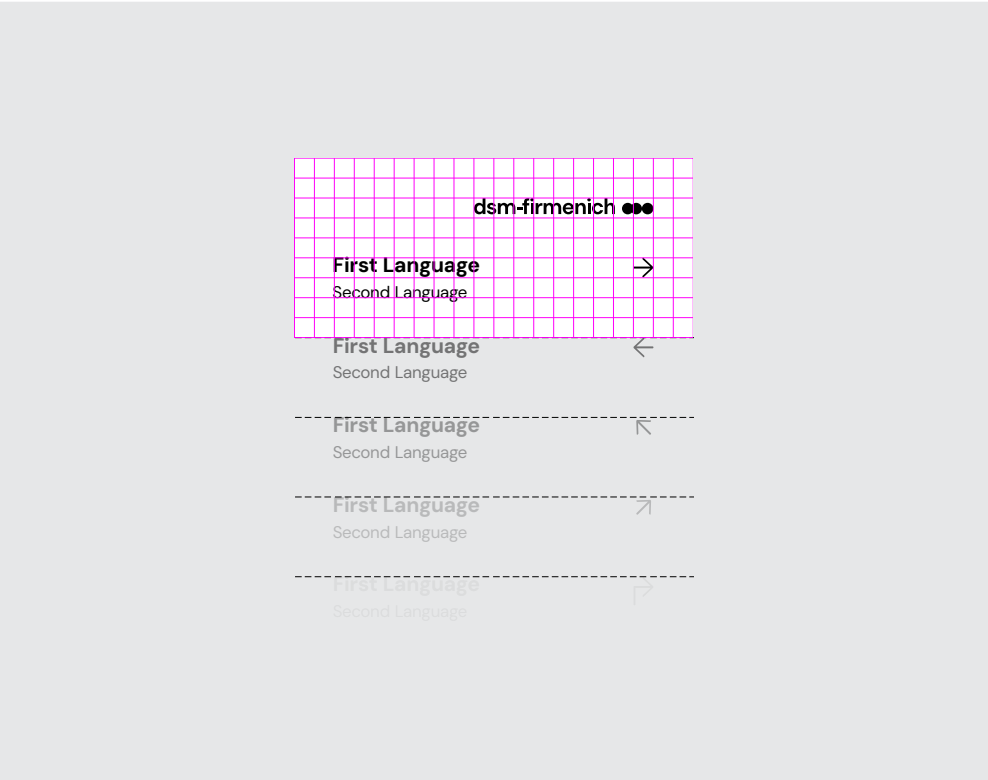
Wayfinding panel, exterior	Width	Height	Depth
D-F-WF-1350	900 mm	Extendable	4 mm
D-F-WF-900	1350 mm	Extendable	4 mm

Safety sign	Width	Height	Depth
D-F-SF-600	600 mm	Extendable	4 mm



Wayfinding panel

Content

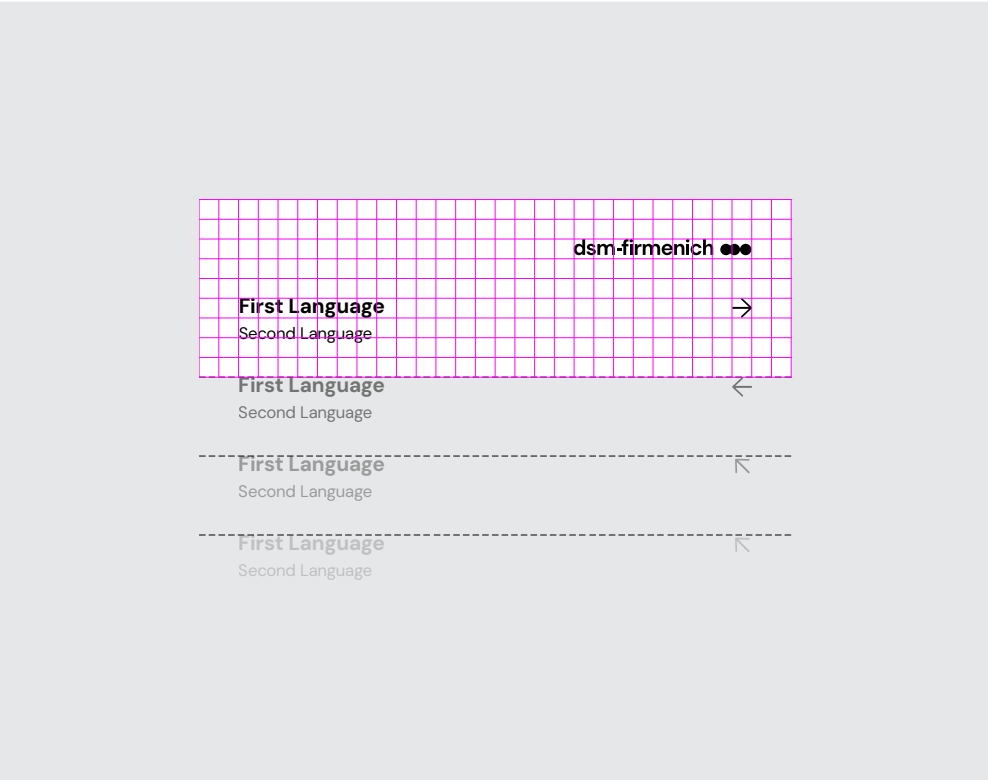


Layout specifications

D-F-WF-900

Element	900 mm x ... mm
Font size large	135 pt
Font size small	108 pt
Grid	20 x 9

Height of this sign is extendable



Layout specifications

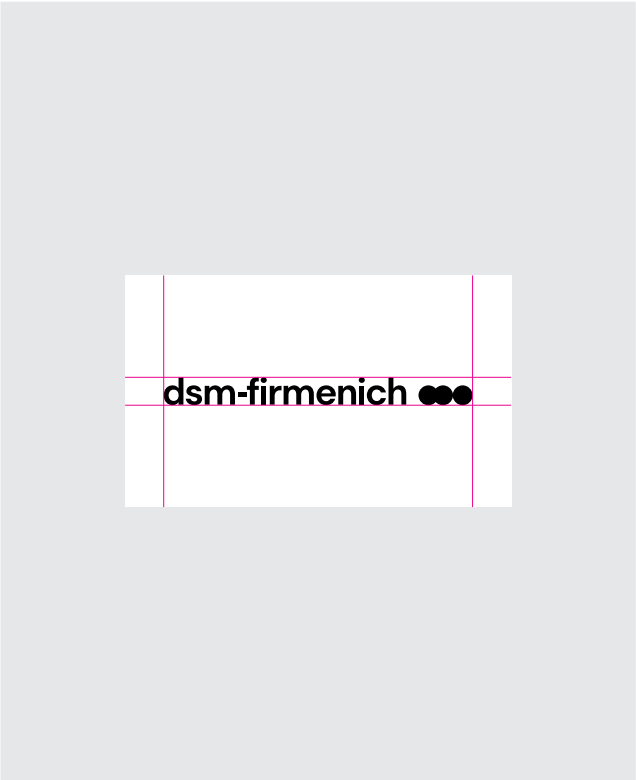
D-F-WF-1350

Element	1350 mm x ... mm
Font size large	135 pt
Font size small	108 pt
Grid	30 x 9

Height of this sign is extendable

Entrance sign

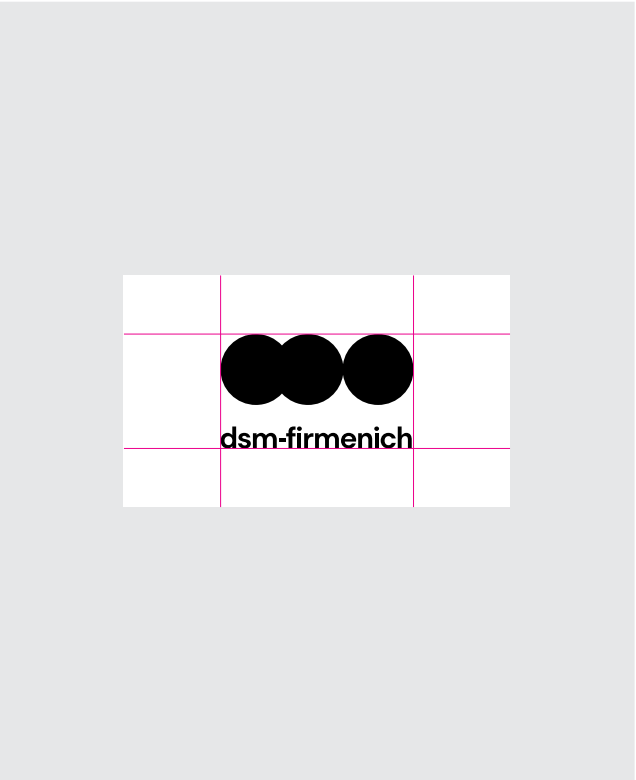
Content



Layout specifications

D-F-ES-600P

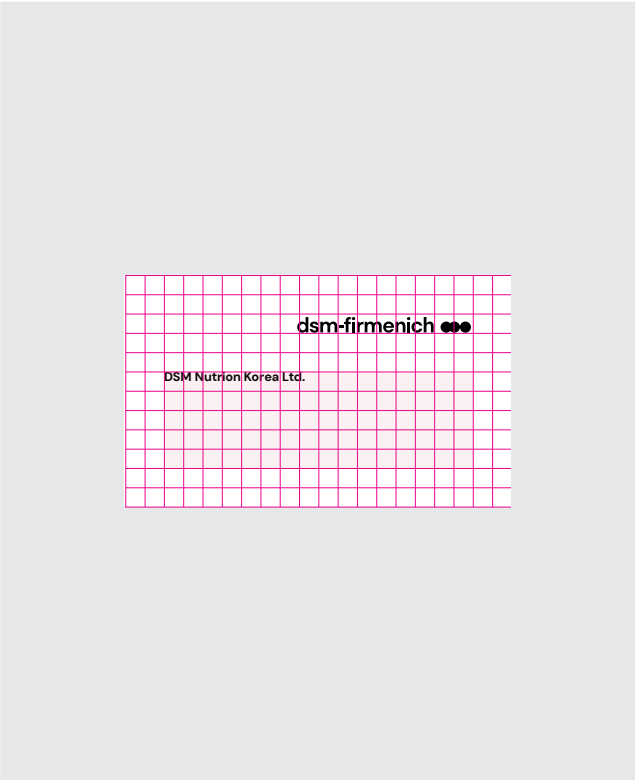
Element 600 mm x 360 mm
Align content to the center



Layout specifications

D-F-ES-600S

Element 600 mm x 360 mm
Align content to the center



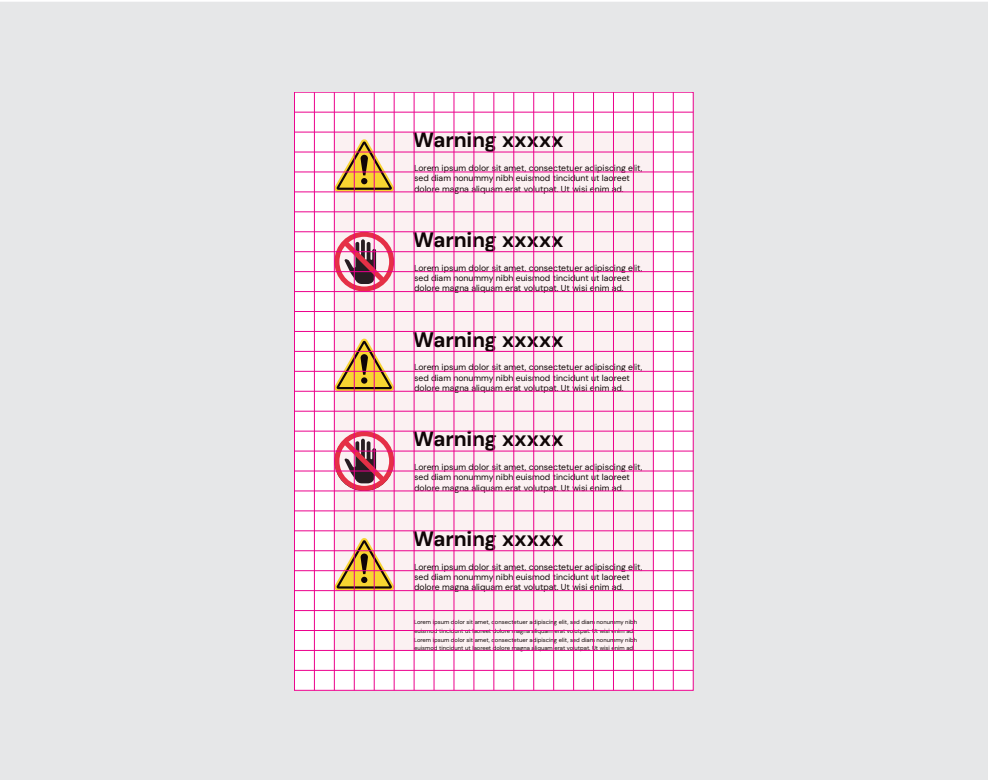
Layout specifications

D-F-ES-600T

Element 600 mm x 360 mm
Font size 56 pt
Grid 20 x 12

Safety sign

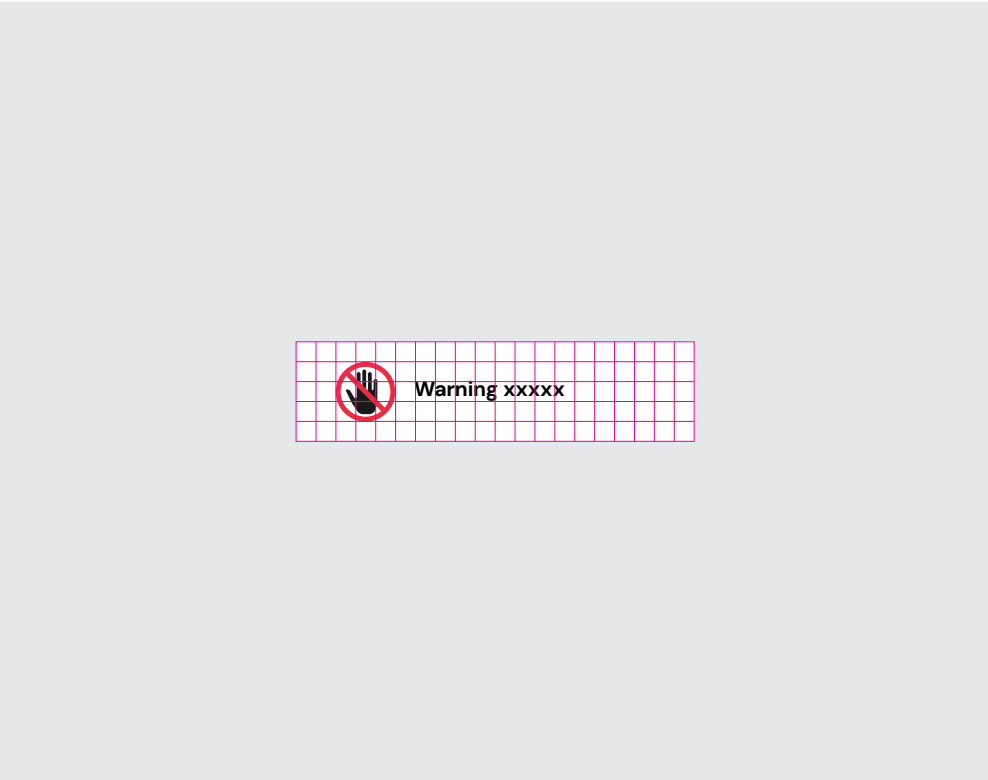
Content



Layout specifications

D-F-SF-600

Element	600 mm x ... mm
Font size large	Can change per element
Font size small	Can change per element
Grid	20 x 30
Height of this sign is extendable	



Layout specifications

D-F-SF-600

Element	600 mm x 150 mm
Font size large	Can change per element
Font size small	Can change per element
Grid	20 x 5
Height of this sign is extendable	

Parking sign

Materialisation and sizes

Purpose

Parking

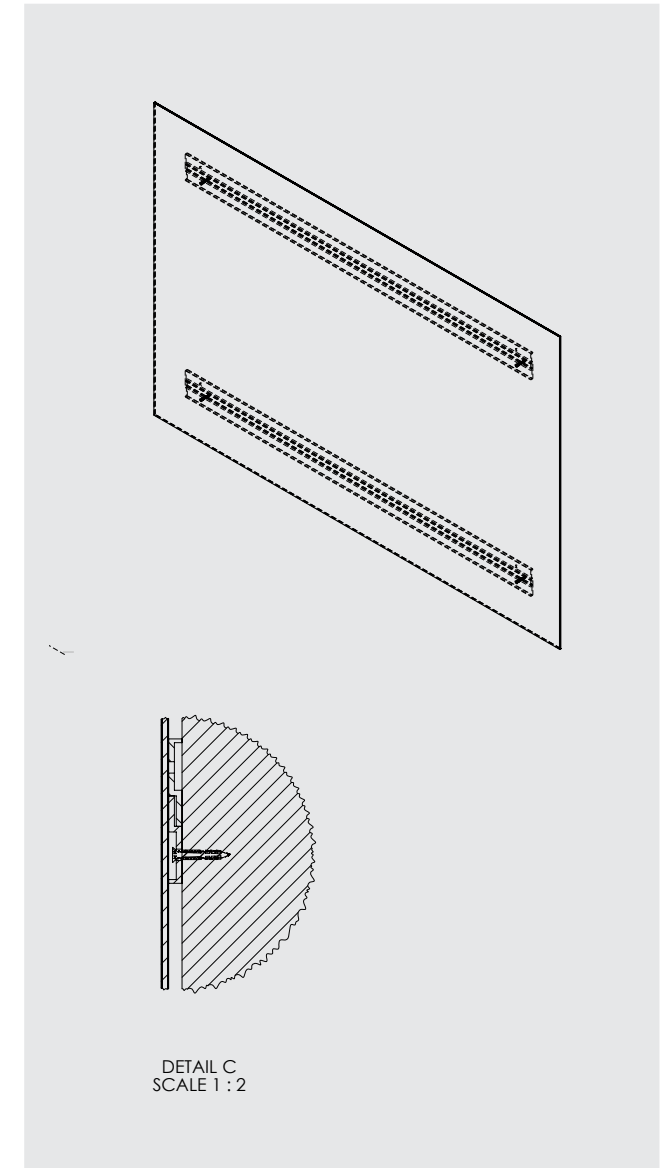
Mounting / Installation

Wall-mounted or freestanding

Production / Materials

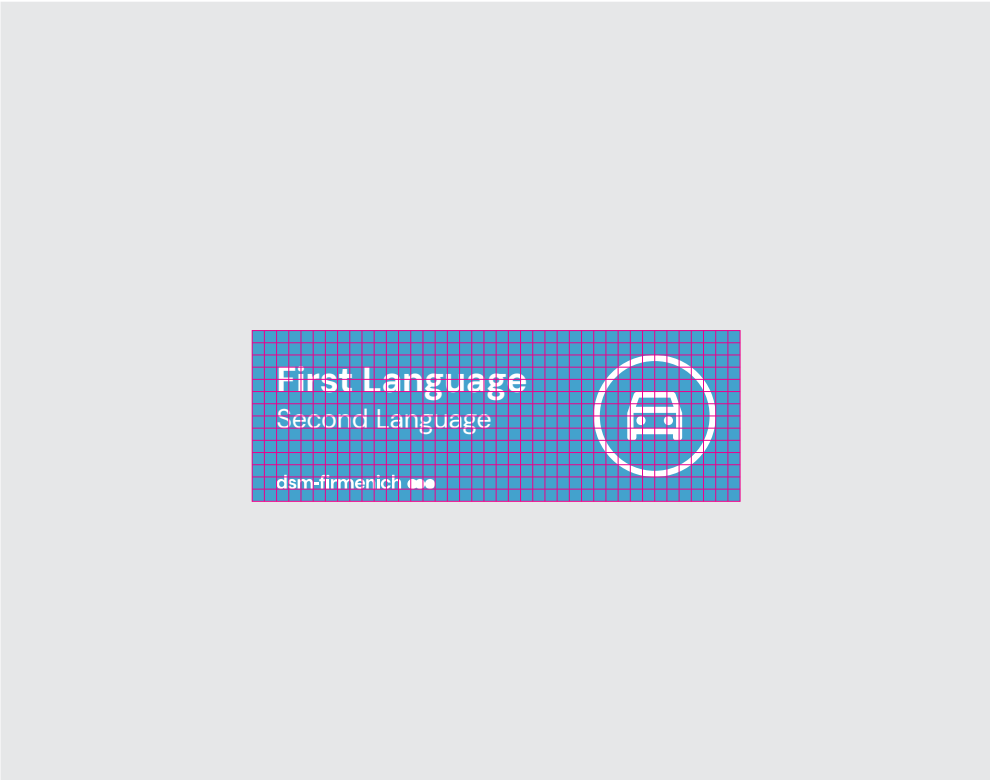
The 4 mm ACM panel with a vinyl-application, where the text and icon are cut out. Wall-mounted Parking signs must be installed with a standard available aluminium installation profile glued on the backside.

Freestanding Parking signs have to be mounted on an blank aluminium square pole (40x40x3) with #10 X 3/4" White Painted Truss Head Double Sq Dr Self-Drilling Screws Zinc Type 3 Point 100/PKG. The top of the pole is closed with a grey PVC sealing cap.



Parking sign

Content

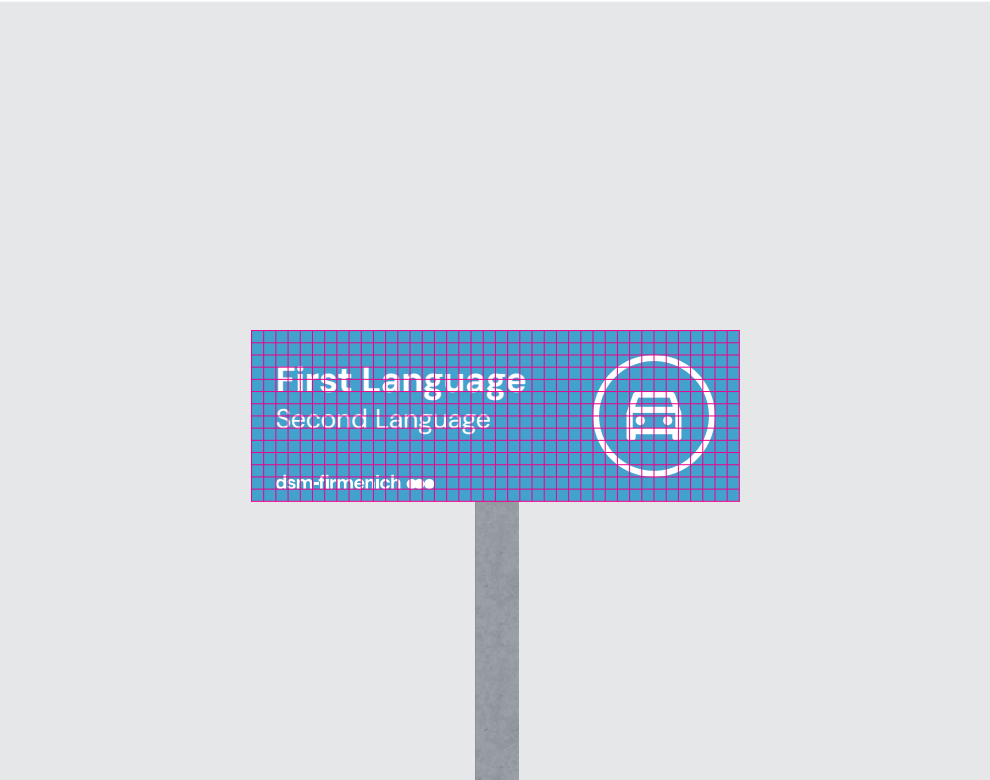


Layout specifications

D-F-PS-600 (wall-mounted)

Element	600 mm x 210 mm
Font size large	125 pt
Font size small	94 pt
Grid	40 x 14

Height of this sign is extendable



Layout specifications

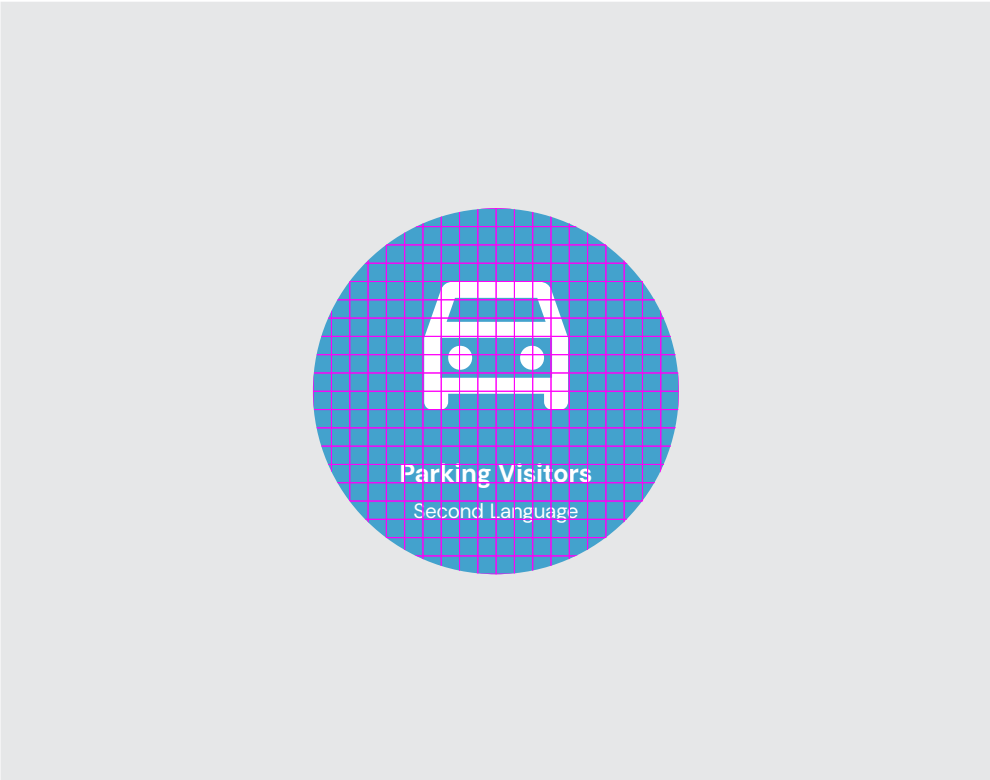
D-F-PSP-600 (pole)

Element	600 mm x 210 mm
Font size large	125 pt
Font size small	94 pt
Grid	40 x 14

Height of this sign is extendable

Parking sign

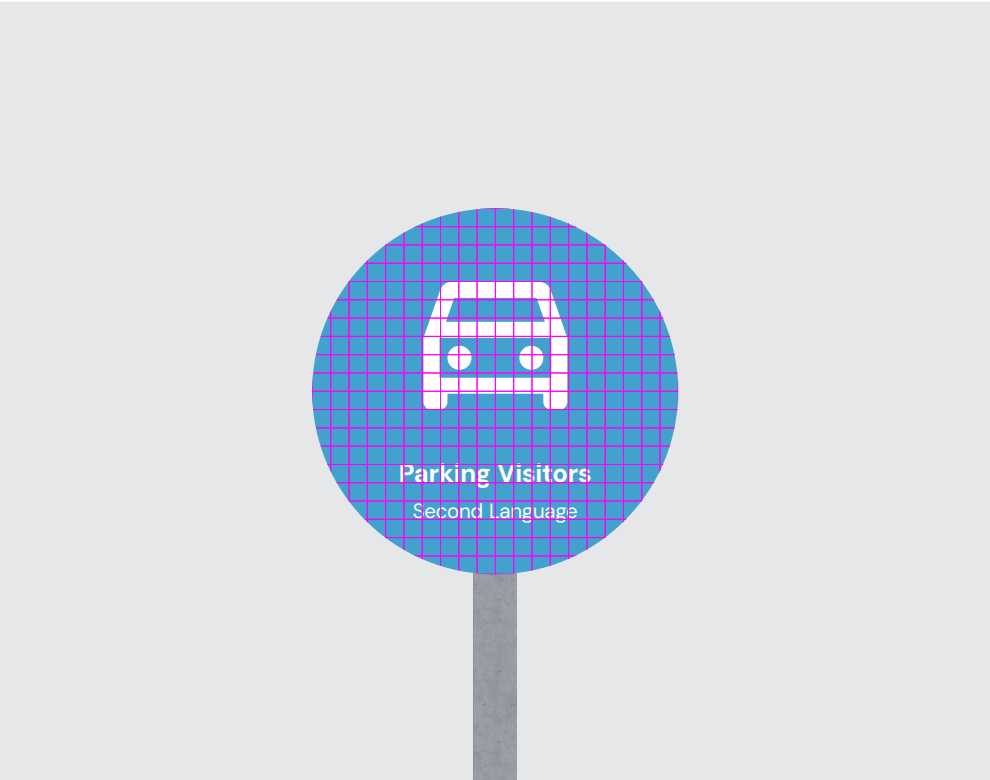
Content



Layout specifications

D-F-PSI-450 (wall-mounted)

Element	diameter 450 mm
Font size large	90 pt
Font size small	72 pt
Grid	20 x 20



Layout specifications

D-F-PSIP-450 (pole)

Element	diameter 450 mm
Font size large	90 pt
Font size small	72 pt
Grid	20 x 20

Flags and banners

Materialisation

Purpose

Long-range site marking

Mounting / Installation

Installation at the entrance of the site (perpendicular to the direction of travel) or the outer corners of the site (perpendicular to the direction of travel).

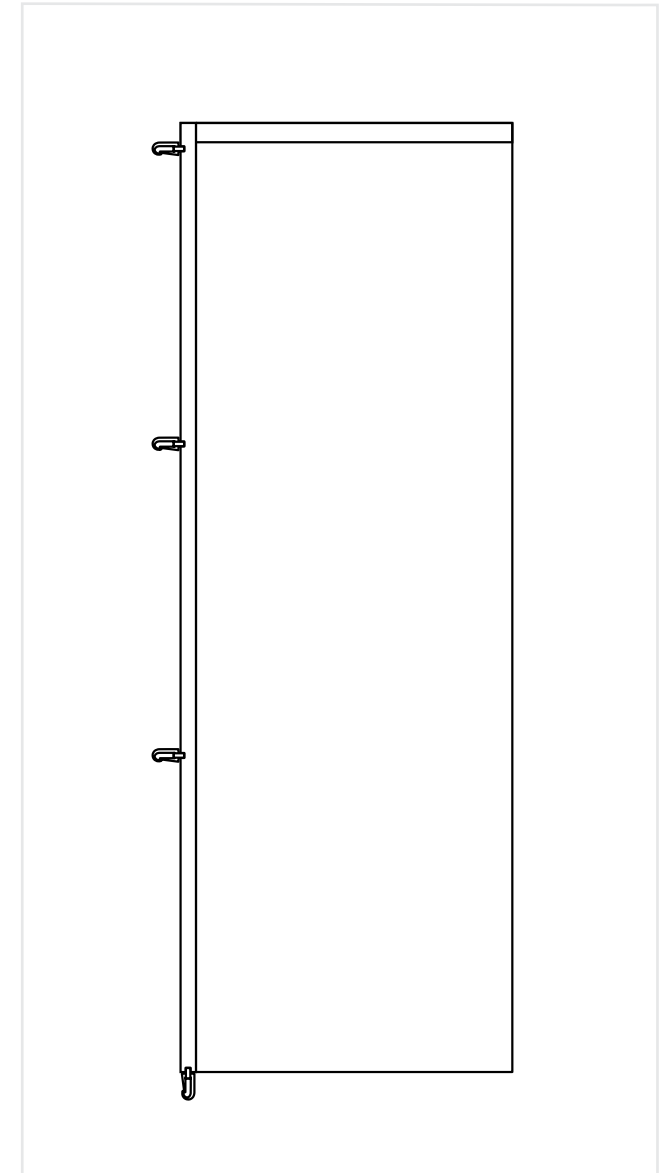
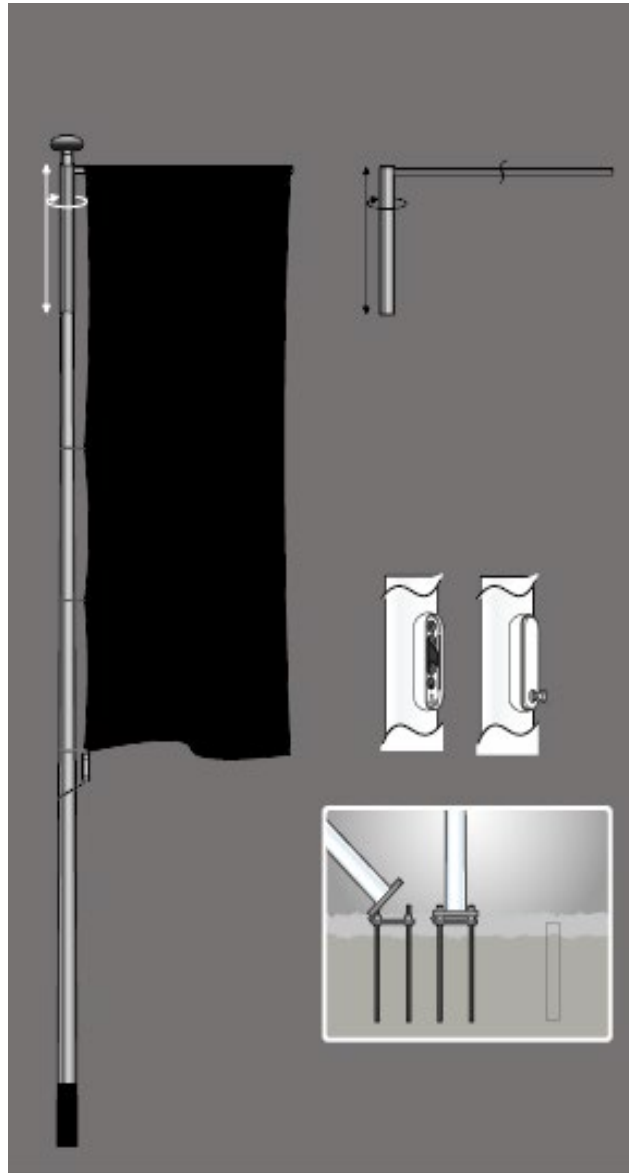
Production / Materials

Screen printing on spun polyester, +/- 160 gr/m² with reinforced seam/hem.

Pole 6m or 7m white pole (Ral 9016) with adjustable tilt anchor and ball bearing banner holder. The double ball bearing ensures long-term problem-free operation. In addition, the bracket bar can be dismantled so that the pole can also be used, for example, "normal" flags.

To include:

- Tilting anchor, adjustable hot-dip Galvanized, M20 threaded ends, including concrete foundation
- Full warranty against breakage



Flags and banners

Content



Size specifications

Flags	Width	Height	Poleheight	Banners	Width	Height	Poleheight
D-F-FL-1200	1800 mm	1200 mm	< 6 m	D-F-BA-3000	1000 mm	3000 mm	< 6 m
D-F-FL-1500	2250 mm	1500 mm	6 – 7 m	D-F-BA-3500	1200 mm	3500 mm	7 m
D-F-FL-2000	3000 mm	2000 mm	8 – 9 m	D-F-BA-4000	1200 mm	4000 mm	8 m
D-F-FL-2500	3750 mm	2500 mm	9 > m	D-F-BA-4500	1500 mm	4500 mm	9 > m

07

Supplier information: Interior signage materials and content

Acrylic letters

Materialisation

Purpose

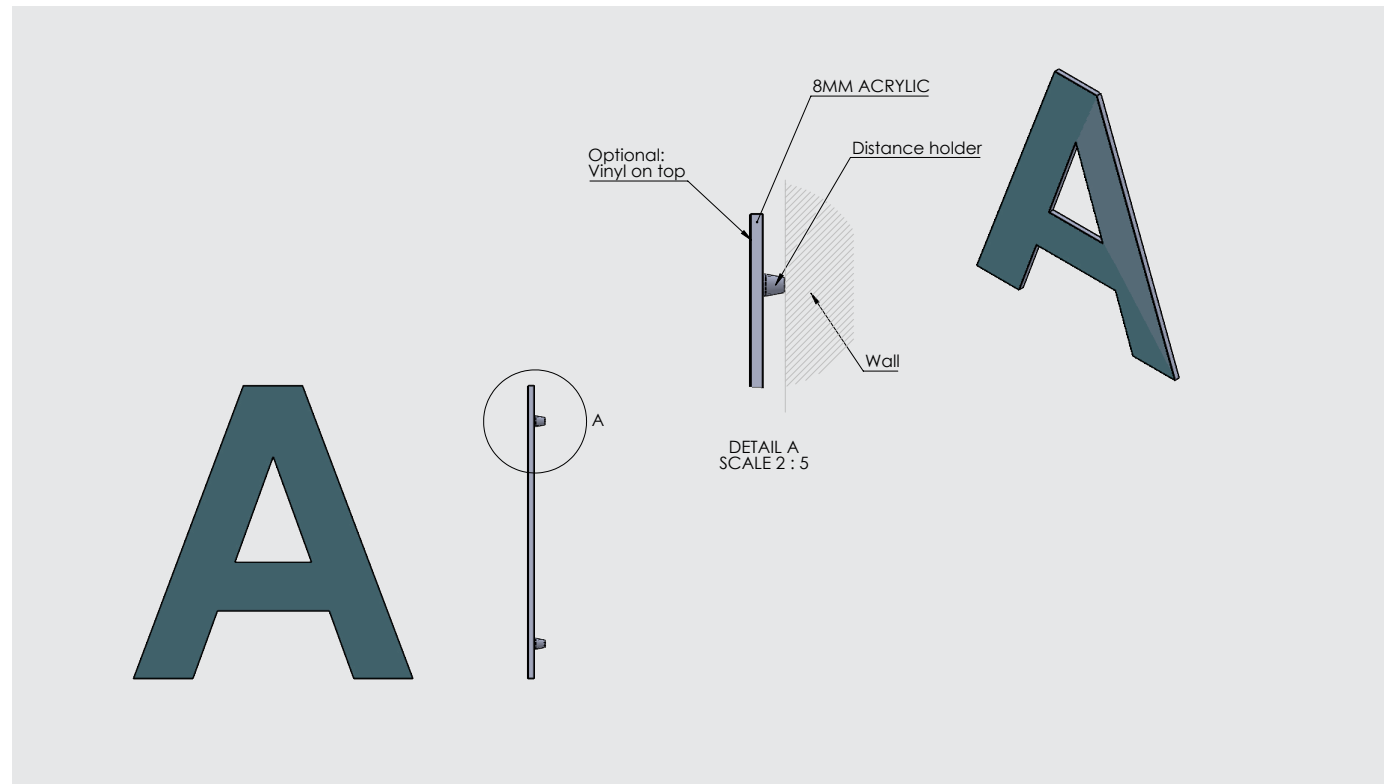
Short-range site marking.

Mounting / Installation

Installation against the facade
(either directly mounted or using a subframe).

Production / Materials

8mm acrylic in RAL9016 or RAL 9005



Acrylic letters – primary logo, secondary logo

Size chart

Milled letters – primary logo	Width	Height	Depth
D-F-ML-75	830 mm	75 mm	8 mm
D-F-ML-100	1106 mm	100 mm	8 mm
D-F-ML-125	1383 mm	125 mm	8 mm
D-F-ML-150	1660 mm	150 mm	8 mm
D-F-ML-200	2213 mm	200 mm	8 mm
D-F-ML-250	2766 mm	250 mm	8 mm
D-F-ML-300	3319 mm	300 mm	8 mm
Milled letters – secondary logo	Width	Height	Depth
D-F-SML-250	422 mm	250 mm	8 mm
D-F-SML-350	591 mm	350 mm	8 mm
D-F-SML-450	759 mm	450 mm	8 mm

Height is increasable by steps of 25 mm
Minimal size of dot on the 'i' has to be 10 mm

Internal panels

Materialisation and sizes

Purpose

Close-range site marking.

Mounting / Installation

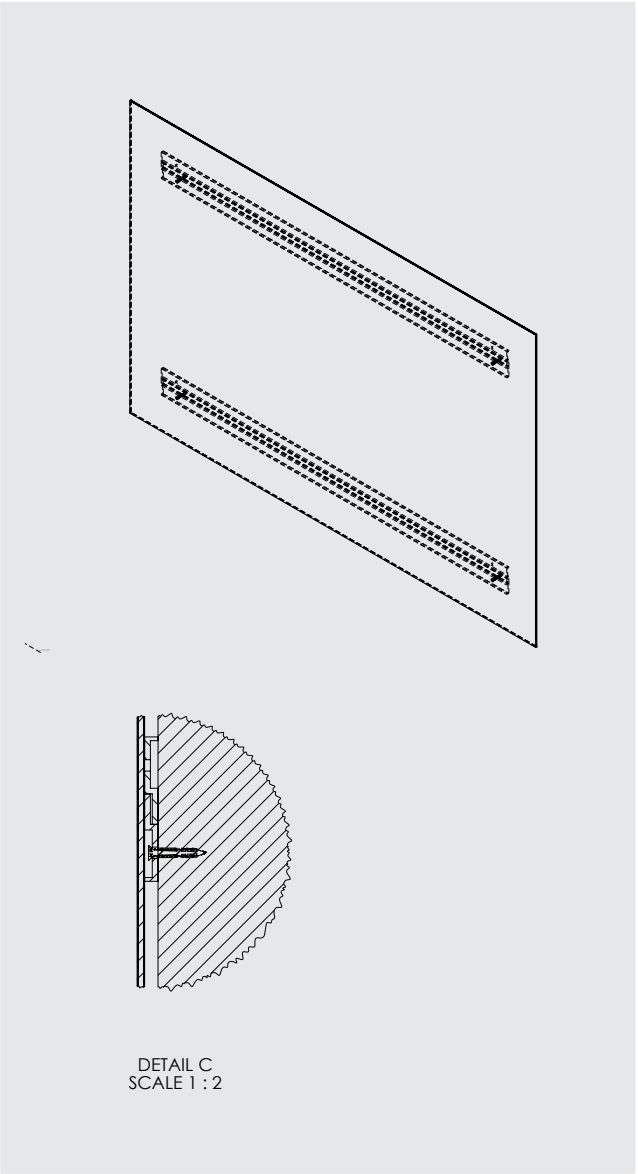
Wall-mounted

Production / Materials

The 4 mm ACM panel is installed with a standard available aluminium installation profile glued on the backside.

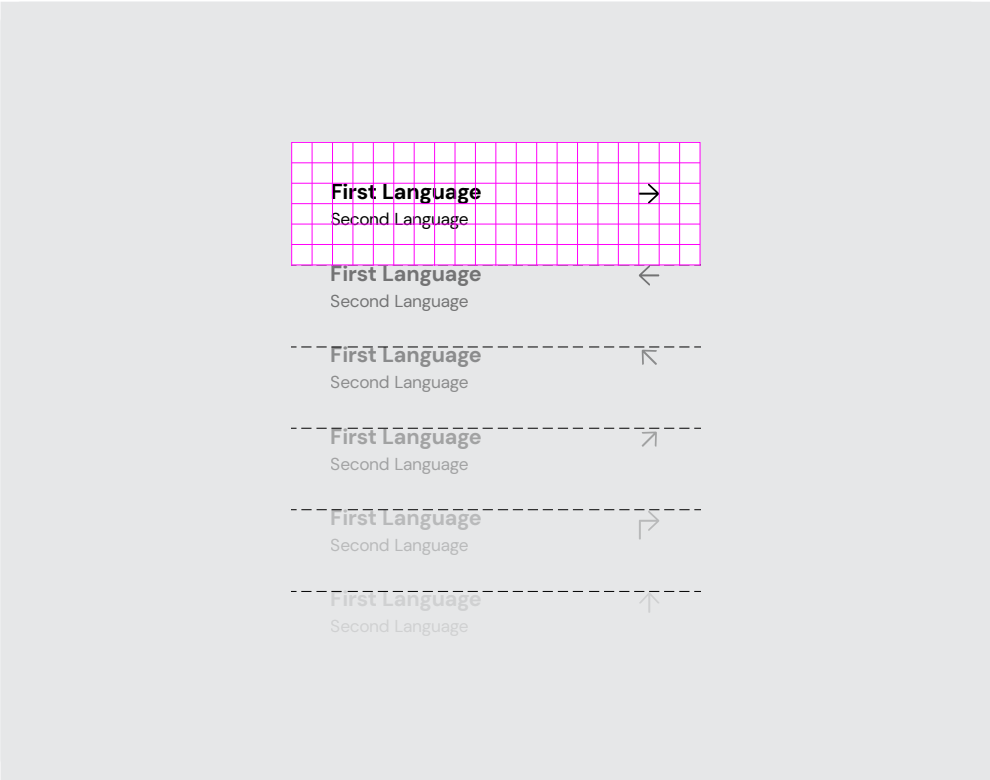
If the panel is mounted on glass, then a vinyl application can be used. The logo, texts and arrows are a vinyl application. The panels should be white (RAL 9016).

Wayfinding panel D-F-WFI-900 D-F-WFI-600	Width 900 mm 600 mm	Height Extendable Extendable	Depth 4 mm 4 mm
Elevator sign D-F-ELS-600	Width 600 mm	Height 900 mm	Depth 4 mm
Destination sign D-F-WFD-600	Width 600 mm	Height 150 mm	Depth 4 mm
Wall icon D-F-WFI-150	Width 150 mm	Height 150 mm	Depth 4 mm
Door panel D-F-FS-300	Width 300 mm	Height 300 mm	Depth 4 mm



Wayfinding panel

Content

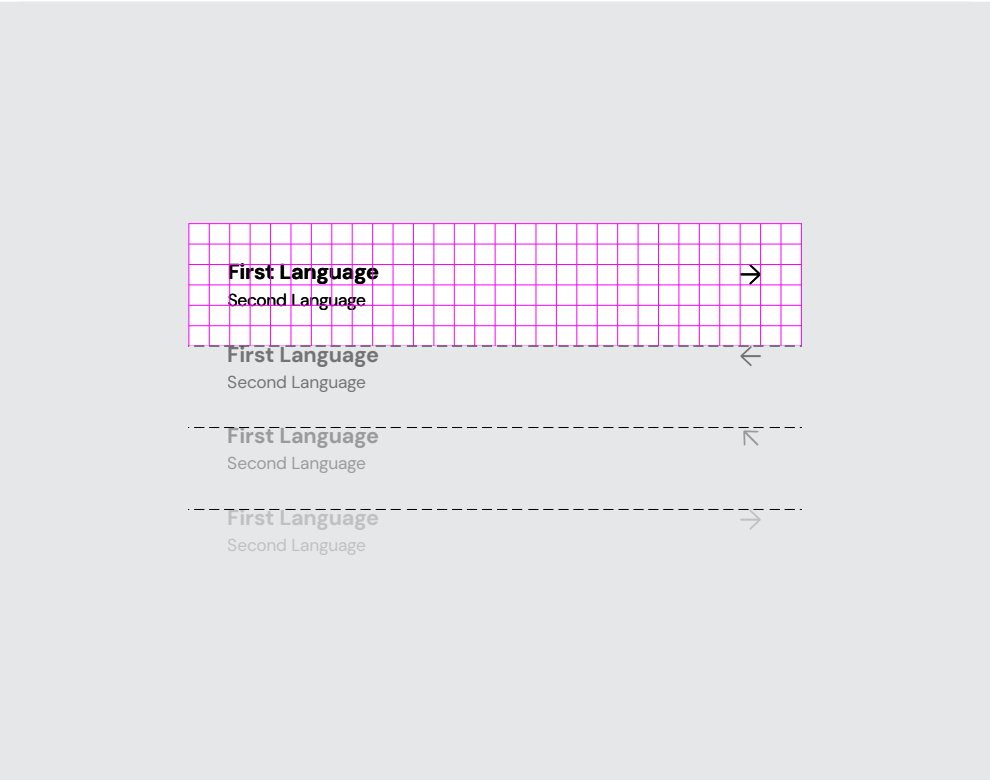


Layout specifications

D-F-WFI-600

Element	600 mm x ... mm
Font size large	90 pt
Font size small	72 pt
Grid	20 x 6

Height of the wayfinding panels are expendable



Layout specifications

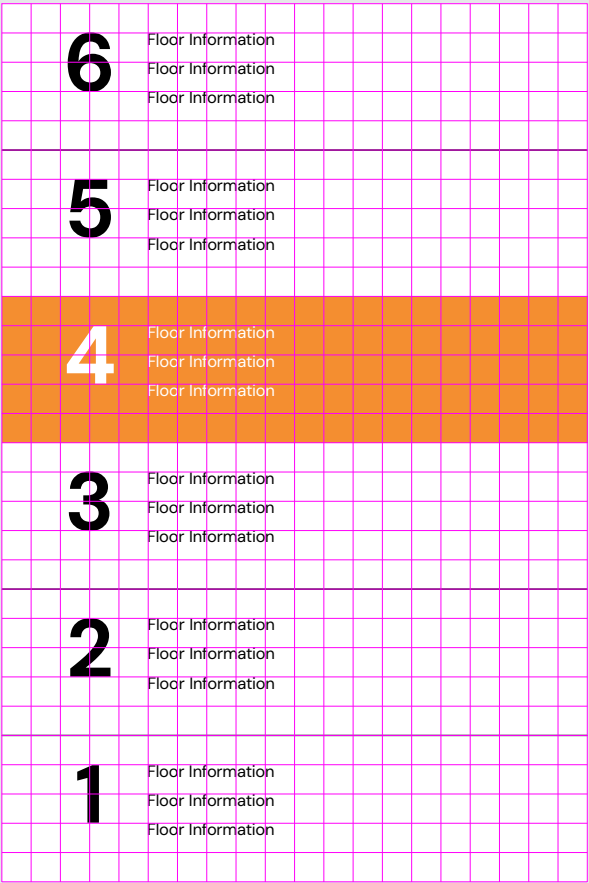
D-F-WFI-900

Element	900 mm x ... mm
Font size large	90 pt
Font size small	72 pt
Grid	30 x 6

Height of the wayfinding panels are expendable

Elevator sign

Content



Layout specifications

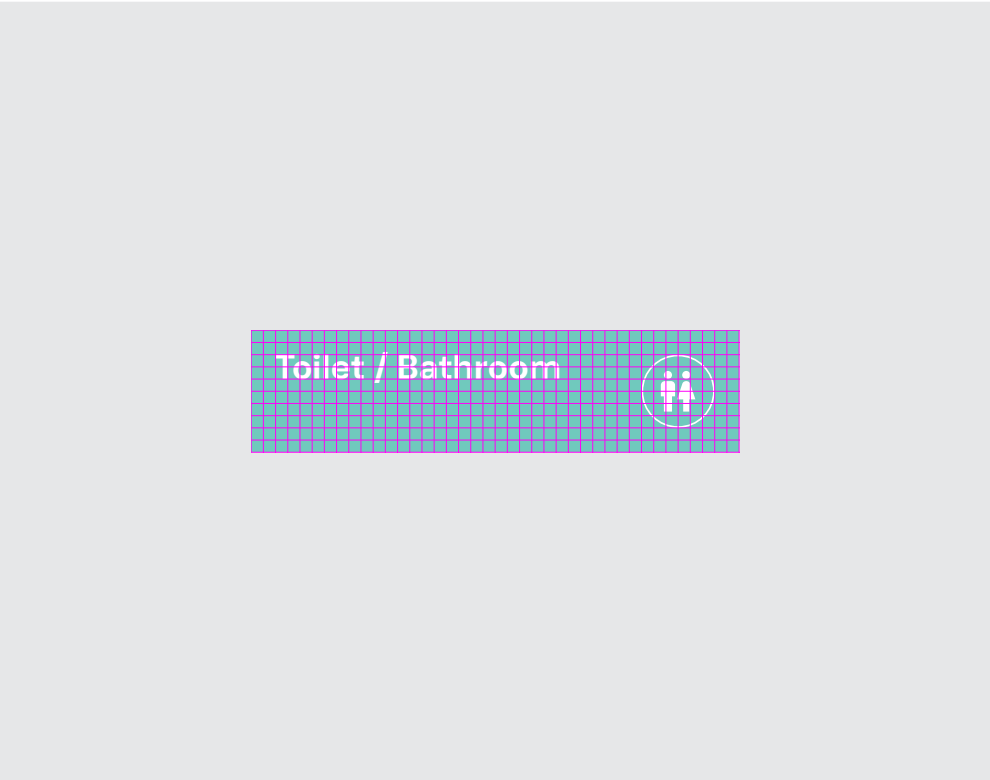
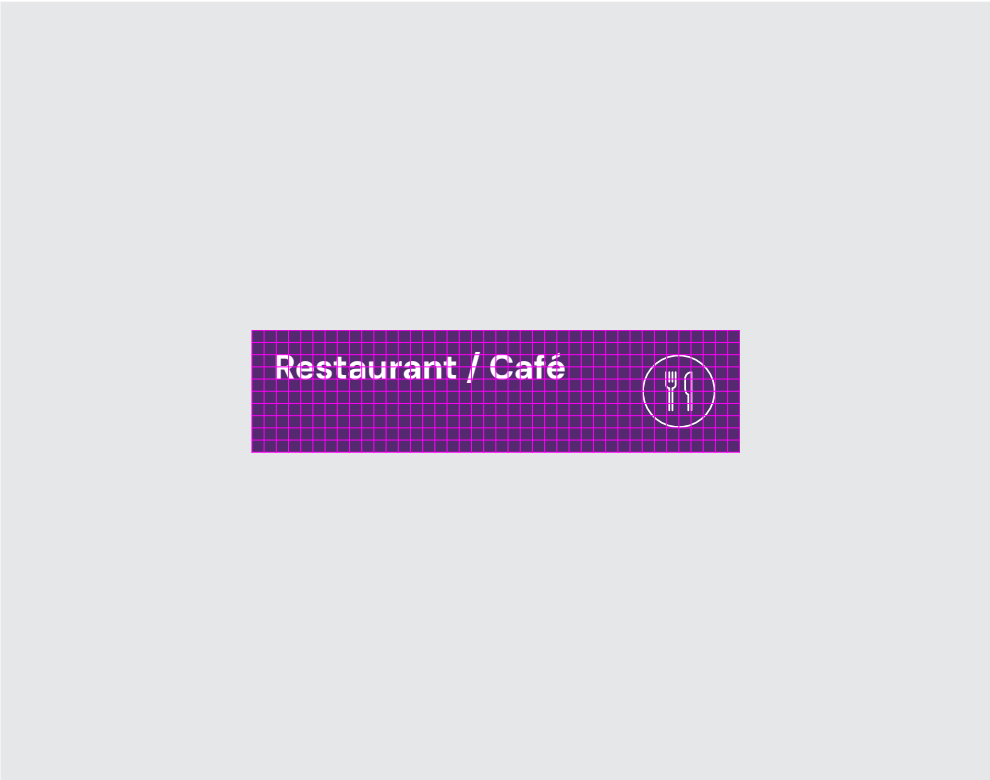
D-F-ELS-600

Element	600mm x 900 mm
Font size large	243 pt
Font size small	48 pt
Grid	20 x 30

Height of this sign is extendable

Destination sign

Content



Layout specifications

D-F-WFD-600

Element	600 mm x 150 mm
Font size large	121 pt
Font size small	94 pt
Grid	40 x 10

Layout specifications

D-F-WFD-600

Element	600 mm x 150 mm
Font size large	121 pt
Font size small	94 pt
Grid	40 x 10

Wall icons, interior

Content

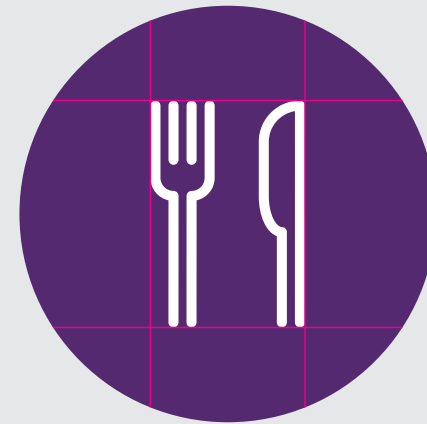


Layout specifications

D-F-WI-150

Element
Align content to the center

diameter 150 mm



Layout specifications

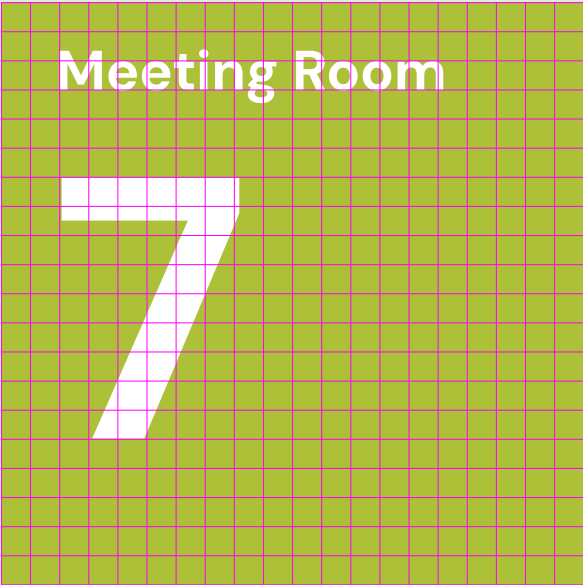
D-F-WI-150

Element
Align content to the center

diameter 150 mm

Door panel

Content



Layout specifications

D-F-FS-300

Element	300 mm x 300 mm
Font size large	272 pt
Font size small	41 pt
Grid	20 x 20

08

General requirements

General requirements

Signage family playbook

The following generic requirements apply to all elements displayed in this Signage family playbook (if applicable).

Safety

The units and construction – both interior and exterior – must not have sharp edges that could cause injury when used normally.

Foundations

Concrete to be proportionate to the size of the element. Details to be confirmed by the installer per site.

Wind resistance

The units and their supporting structures should be fit for purpose according to local regulations. A qualified design engineer must produce all applicable design engineering drawings and calculations. The aforementioned drawings and calculations must be submitted to the principal and/or their representative for monitoring and approval. The supplier remains responsible at all times for the delivery and assembly of the units, notwithstanding the approval.

Water and dust-proofing

All lighting units must be compliant with the classification IP67 or higher.

Ventilation and condensation

Condensation/overflow holes with a 5 mm / 1/8 inch diameter must be fitted to the appropriate units at the

lowest possible point of the construction. Should it be necessary to fit more holes, these should be fixed at regular intervals. The holes must be fixed in such a manner that no light can 'leak' to the outside. The holes must be in place before the illuminated sign is coated and after the coating process, it should be ensured that they are sufficiently open.

Electrical

All electronics shall be compliant with all National Electrical Standards or Codes, including but not limited to IEC 60634, NEC, ANSI, etc. All units and electrical switches should be sufficient to comply with local standards. Frontage must be connected to the safety wiring of the supply installation. Each unit must have an earth connection.

Paint

The total layer thickness of signage paint should be at least 80 micrometers. The overall finish should have a gloss between 60 and 70%. Interior walls must be painted using suitable wall paint with a matte finish. Any damage should be repaired first.

Vinyl

The use of vinyl is limited to only the preselected standard vinyls codes and suppliers because of maximum UV protection and warranties. Full color printing is of much less quality from a color and UV protection stand point.

Fastenings

Stainless steel bolts/screws, Quality A2, Class 70 Rivets should be aluminum.

Edges

All edges should be of high quality without any sharp edges.

Maintenance and repair

Sound preventative maintenance helps our signage last longer. In brief:

- Room, toilet and interior directional and wayfinding signs need to be cleaned every three years with a water-soap solution
- Other interior signs like reception signs should ideally be cleaned every two years.
- Exterior signage elements should be cleaned annually
- For preventive maintenance for all other interior and exterior signs you only need focus on replacing the LED light bulbs every 10 years

Correctional maintenance

If signs are damaged beyond economical repair, you can order a replacement via your local assigned supplier. If your sign is repairable (for example needing replacement light bulbs, covers or large vinyl parts) you simply need to order spare parts and contact your local supplier to handle the replacement.

Fonts

Font usage

Text setting for signage: getting the words right

Whether free-standing or mounted to walls and doors, the key role of interior signage is to deliver clear and concise information – which means getting the language right.

All exterior signs should be displayed in the local language (if not English); with the option of repeating the message in US English separated by a hard return, on a separate line.

For internal signage, we always use US English (with the option of adding a second language if English is not understood by most).

Header usage and main language

DM Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@!#/"

Small headlines and second language

DM Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$%@!#/"

Cross-language fonts

Font usage

The font for all non-Latin fonts is Noto Sans/Serif. It can be found here – <https://fonts.google.com/noto>

Noto Sans Simplified Chinese Noto is a global font collection for writing in all modern and ancient languages. Noto Sans SC is an unmodulated ("sans serif") design for languages in mainland China that use the Simplified Chinese variant of the Han ideograms. It also supports Hiragana, Katakana, Latin, Cyrillic, Greek and Hangul. It has multiple weights. 人生而自 Select preview text: Language 任何人不得使为奴隶或奴役 人人生而自由 人人有权享有生命、自由和人身安全	Noto Sans Arabic Noto is a global font collection for writing in all modern and ancient languages. Noto Sans Arabic is an unmodulated ("sans serif") design for texts in the Middle Eastern Arabic script. It has multiple weights and widths, and 1,642 glyphs. يولد Select preview text: Continent Language ولما كانت
Noto Sans Gujarati Noto is a global font collection for writing in all modern and ancient languages. Noto Sans Gujarati is an unmodulated ("sans serif") design for texts in the Indic Gujarati script. It has 798 glyphs. પરતપ Select preview text: Gujarati કેમ કે રાષ્ટ્રો પ્રતિષ્ઠા કેમ કે જો માણસને	Noto Sans Devanagari Noto is a global font collection for writing in all modern and ancient languages. Noto Sans Devanagari is an unmodulated ("sans serif") design for texts in the Indic Devanagari script. It has 954 glyphs. सभमन Select preview text: Continent Language चूंकि राष्ट्रों के मनुष्यों चूंकि अगर अन्याययुक्त

Icons

Icon usage

Functional icons can be sourced from Google Material Symbols and Icons – <https://fonts.google.com/icons>

The parameters to be applied are:

Fill: No

Weight: 400

Grade: 0

Optical Size: 24

Style: Outlined

If you feel parameters should be changed for your particular application, please contact the brand team.



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