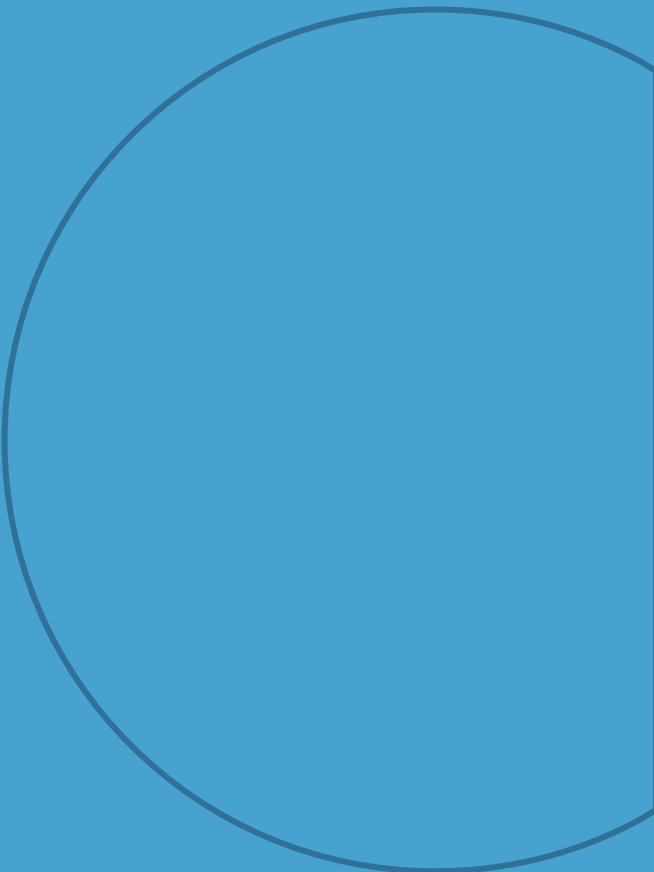


Branded Environments



May 2024



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01 Introduction

02 Welcome area

03 Work area

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01

Introduction

About this playbook

This playbook aims to present the foundations of applying our brand identity in office environments. We have selected three archetypal areas where you can observe and draw inspiration, aiming to demonstrate the thinking behind each area and how it can be applied to your specific context:

- Welcome area: Set the tone for clients, visitors and employees
- Work area: Facilitate a pleasant working atmosphere that evokes our brand essence
- Socialize area: Bring the brand to life in a less formal setting

The core idea is that by understanding the approach for these three example areas, you will learn how to effectively apply the brand in any environment you encounter, while considering the unique functions of that space.

For any further queries on how to apply the brand identity, you can refer to the Brand Center and the Brand Experience Playbook or contact the Brand team.

Brand on a page

Here are the core elements of our brand.

As you work with the brand, please think carefully about how you bring all the elements together into your thinking.

Of particular note is how we combine our purpose (We bring progress to life) with the three forces to create a powerful, ownable and differentiating connection between why we exist as a business and how we deliver it (by uniquely combining the essential, the desirable and the sustainable).

More information regarding the strategy is available in the Brand Center.

Innovators in nutrition, health and beauty

Perfumery & Beauty, Health, Nutrition & Care,
Taste, Texture & Health, Animal Nutrition & Health

**We bring progress to life
by combining the essential,
the desirable and the sustainable**

OUR EXPRESSION

**Full of life,
in all its glory**

dsm-firmenich ●●●



OUR CULTURE

Shape the future — Be a force for good — Own the outcome
Together, with our customers

Building blocks

These are the visual assets of our brand identity. In the following sections we illustrate how they harmonize and interact within various spaces.

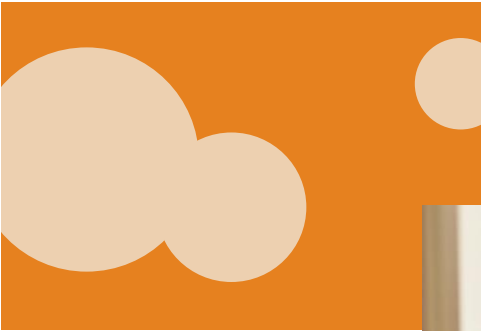
Our goal is to craft environments that foster inspiration, motivation, and a sense of connection amongst employees, customers and visitors whilst maintaining consistency and balance between the assets.

In consideration of the space's key usage and audience, you may want to seek a more subtle or vibrant environment, as illustrated on the next page.

01. Color



02. Dots



03. Typography



04. Photography



05. Materials



06. Biophilia



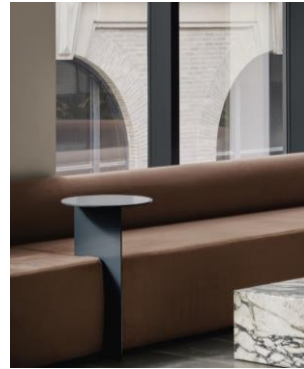
Setting the style

Subtle

We have two approaches for the interior design:

1. Subtle:

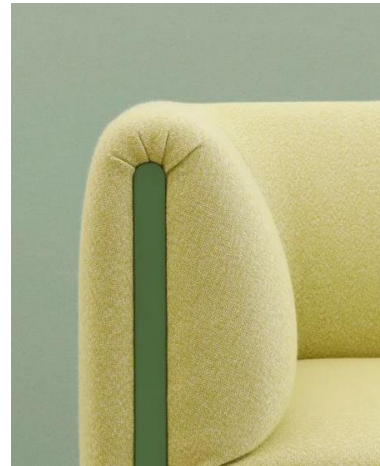
This is a refined approach, where synthesis and subtraction take center stage. The colors of the palette are used in a subtle manner and create accents that complement the materiality of the furniture. This approach can be used to convey a sense of elegance and refinement.



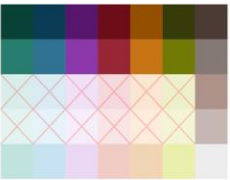
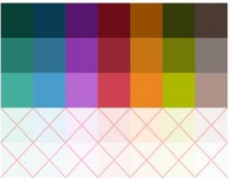
Vibrant

2. Vibrant:

This is a more colorful approach, where spaces are defined by combining chromatic fields, with colored furnishings and bold tones. This approach should be used if the environment needs to appear more playful and energetic.



Implementation matrix

	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lv. 1/2 Outline ☐ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

- Use this chart as a useful tool to help you design your environment (perhaps print it out and keep handy).
- Depending on the function of the space, choose the type of style you are going to create: Subtle or Vibrant.
- Ensure balance when selecting visual assets. Choose a maximum of one box in each column.
- Look at examples of the three archetypal areas in the following pages and conclusions for more information on how to apply this matrix.

02

Welcome area

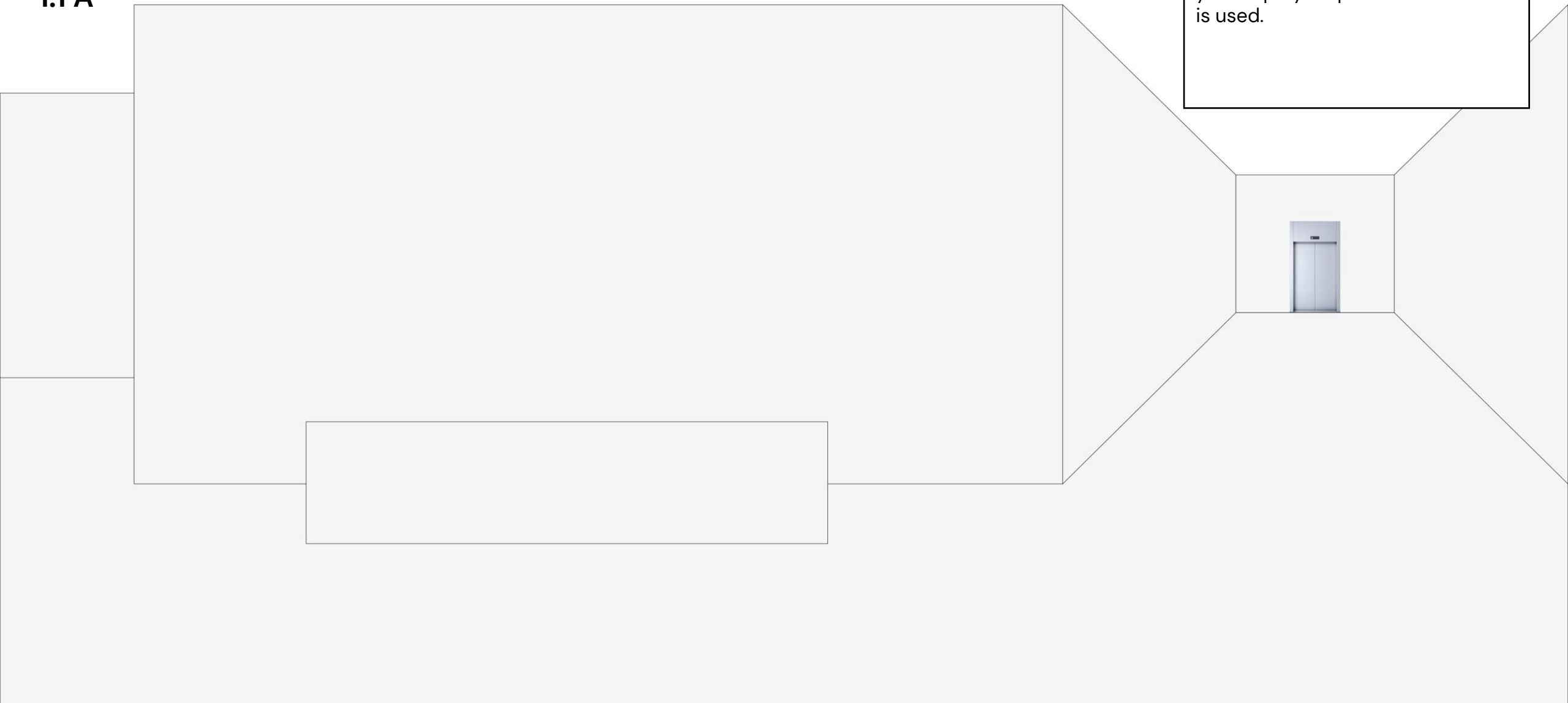
The goal of this area is to welcome clients, visitors and employees. It should convey the brand's assets in a way that serves as the first point of contact with the brand.

As the first contact point of the dsm-firmenich branded environment, it should clarify where people are, make them feel comfortable, provide the information they are seeking, and convey the essence of the brand.

We want to make this welcome area: subtle

1.1 A

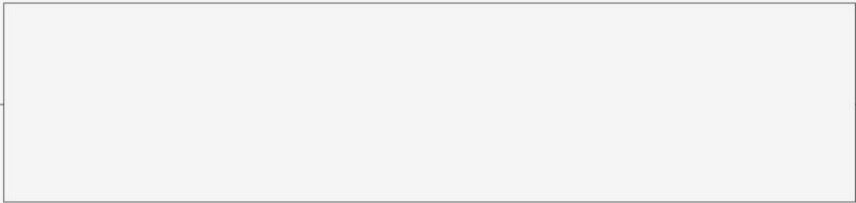
In this first example, we show you step by step how the matrix is used.



We want to make this welcome area: subtle

1.1 A

We have created a handy tool, the implementation matrix, that makes applying the brand in environments much easier.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lv. 1/2 Outline ☐ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

We want to make this welcome area: subtle

1.1 A

Depending on the location, you can opt for vibrant or subtle branding. The implementation matrix helps in this choice. In the following example, we show how to apply a subtle approach.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lv. 1/2 Outline ☐ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Welcome area – Subtle
1.1 B



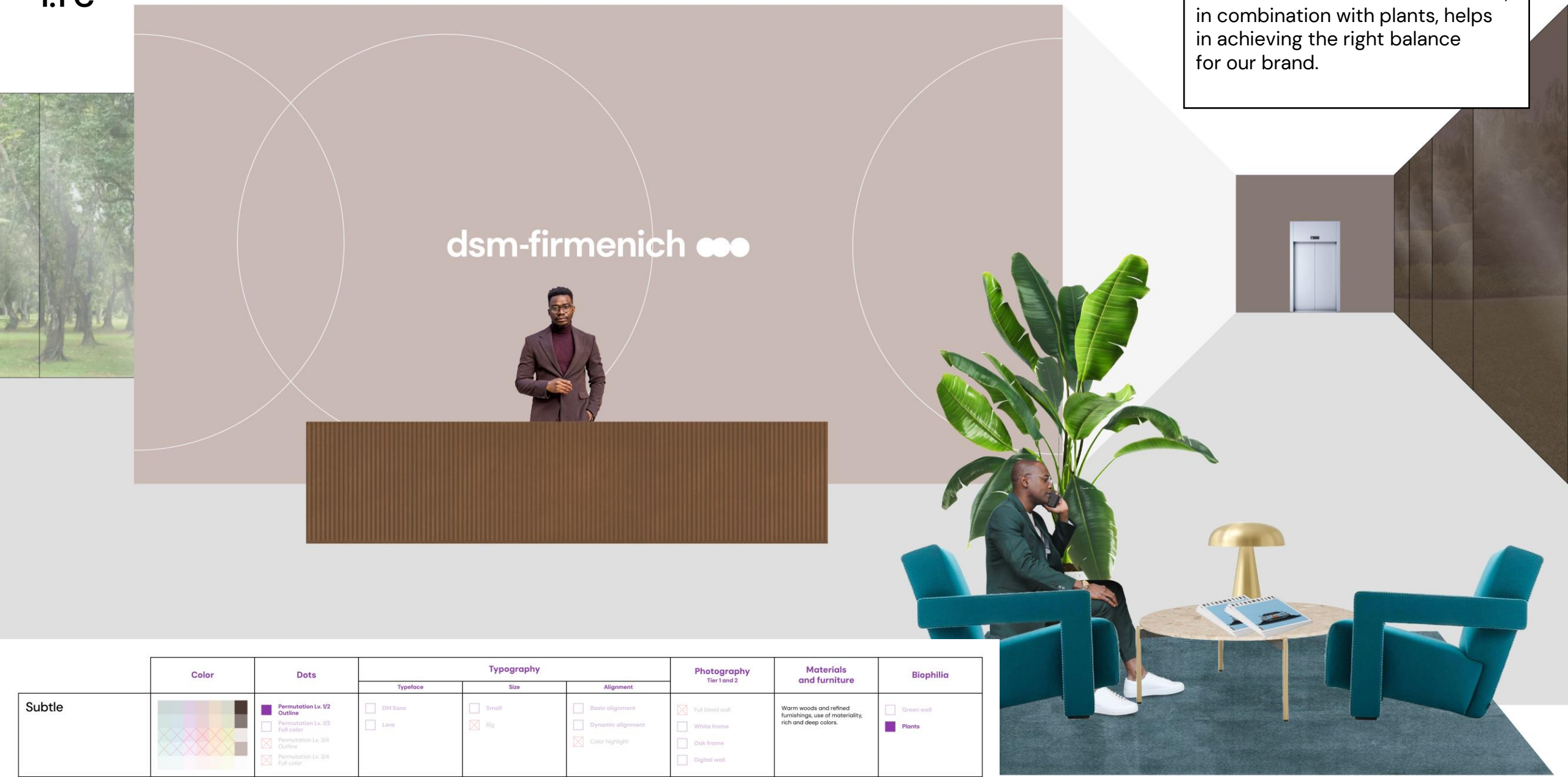
As the context of this location requires a subtle approach we've selected the more natural, less outspoken, colors from our palette in combination with white.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		Permutation Lx: 1/2 Outline ☐ Permutation Lx: 1/2 Full color ☒ Permutation Lx: 3/4 Outline ☒ Permutation Lx: 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants

Welcome area – Subtle
1.1 C

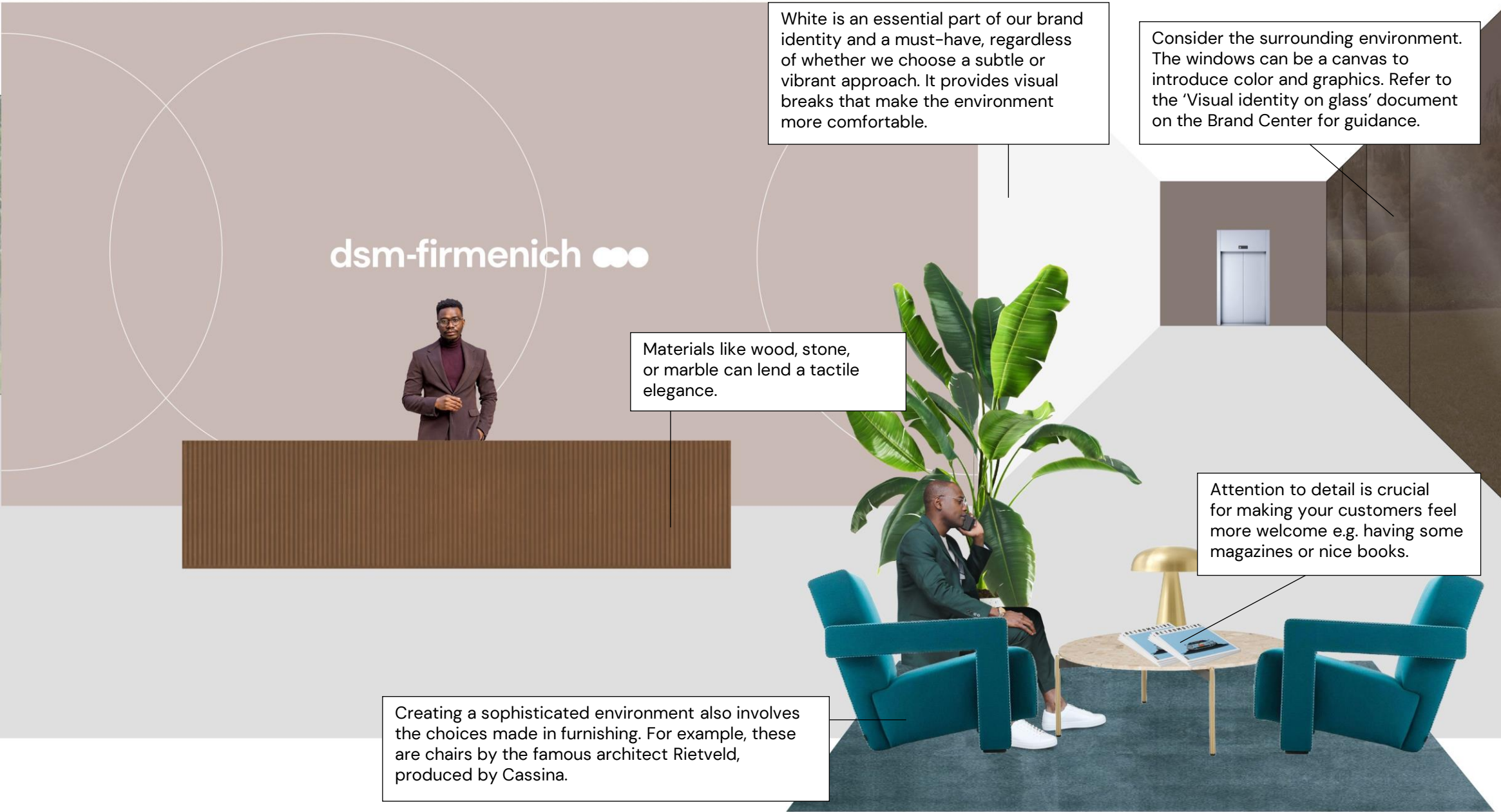
Adding premium materials and furniture with a bit more color, in combination with plants, helps in achieving the right balance for our brand.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		Permutation Lx: 1/2 Outline ☐ Permutation Lx: 1/2 Full color ☒ Permutation Lx: 3/4 Outline ☒ Permutation Lx: 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☒ Plants

Welcome area – Subtle

1.1 C



White is an essential part of our brand identity and a must-have, regardless of whether we choose a subtle or vibrant approach. It provides visual breaks that make the environment more comfortable.

Consider the surrounding environment. The windows can be a canvas to introduce color and graphics. Refer to the 'Visual identity on glass' document on the Brand Center for guidance.

Materials like wood, stone, or marble can lend a tactile elegance.

Attention to detail is crucial for making your customers feel more welcome e.g. having some magazines or nice books.

Creating a sophisticated environment also involves the choices made in furnishing. For example, these are chairs by the famous architect Rietveld, produced by Cassina.

We want to make this welcome area: subtle

1.2 A

The next example represents a new take on the subtle approach.

There isn't a single correct application, but multiple ones, and the implementation matrix is a great tool to help guide the way.

	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx. 1/2 Outline ☐ Permutation Lx. 1/2 Full color ☒ Permutation Lx. 3/4 Outline ☒ Permutation Lx. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lx. 1/2 Outline ☒ Permutation Lx. 1/2 Full color ☐ Permutation Lx. 3/4 Outline ☐ Permutation Lx. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

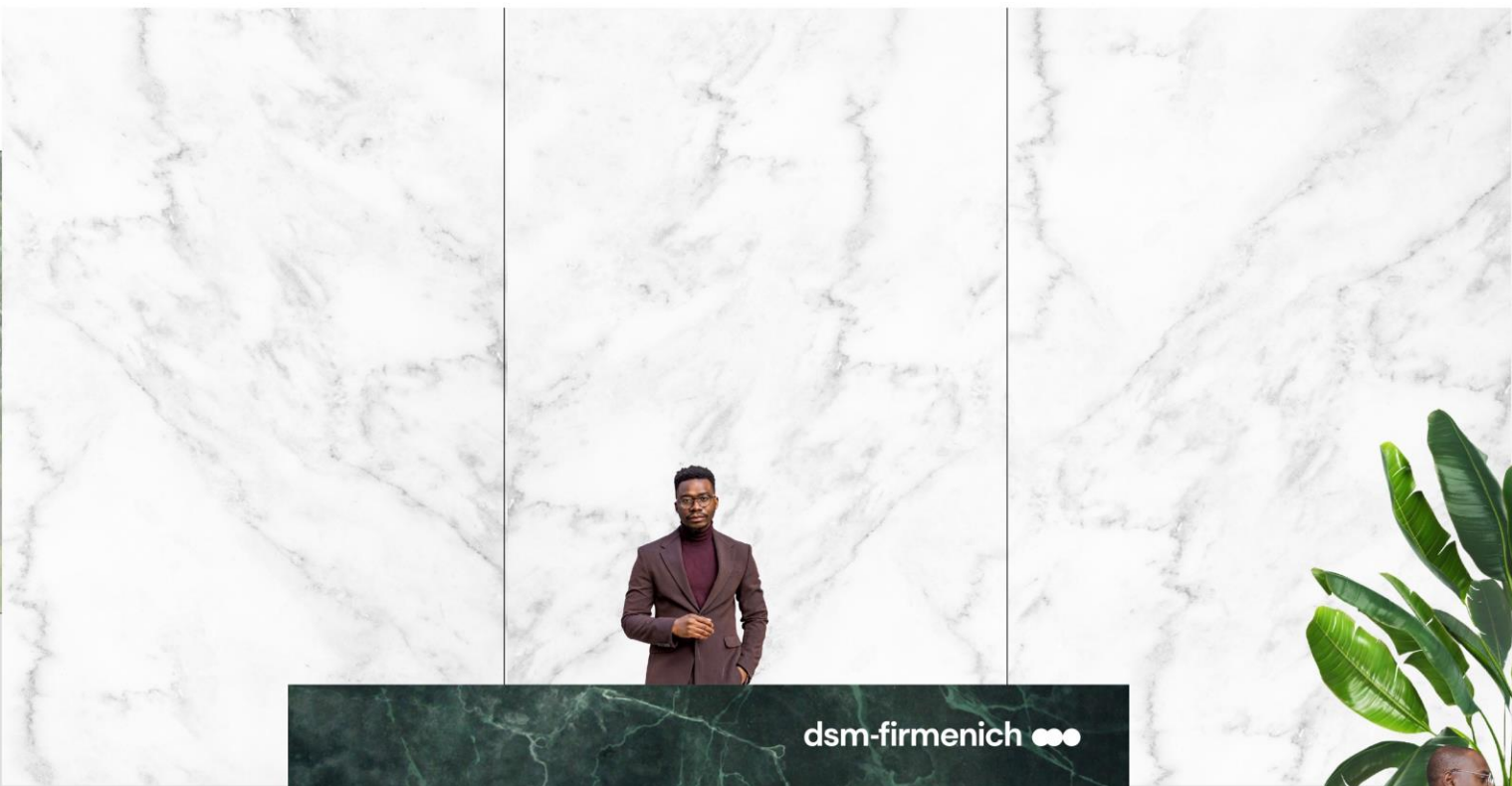
There isn't a single correct application, but multiple ones, and the implementation matrix is a great tool to help guide the way.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lv. 1/2 Outline ☐ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Welcome area – Subtle: alternative option

1.2 B



Refined furniture and premium materials can help shape our environments.

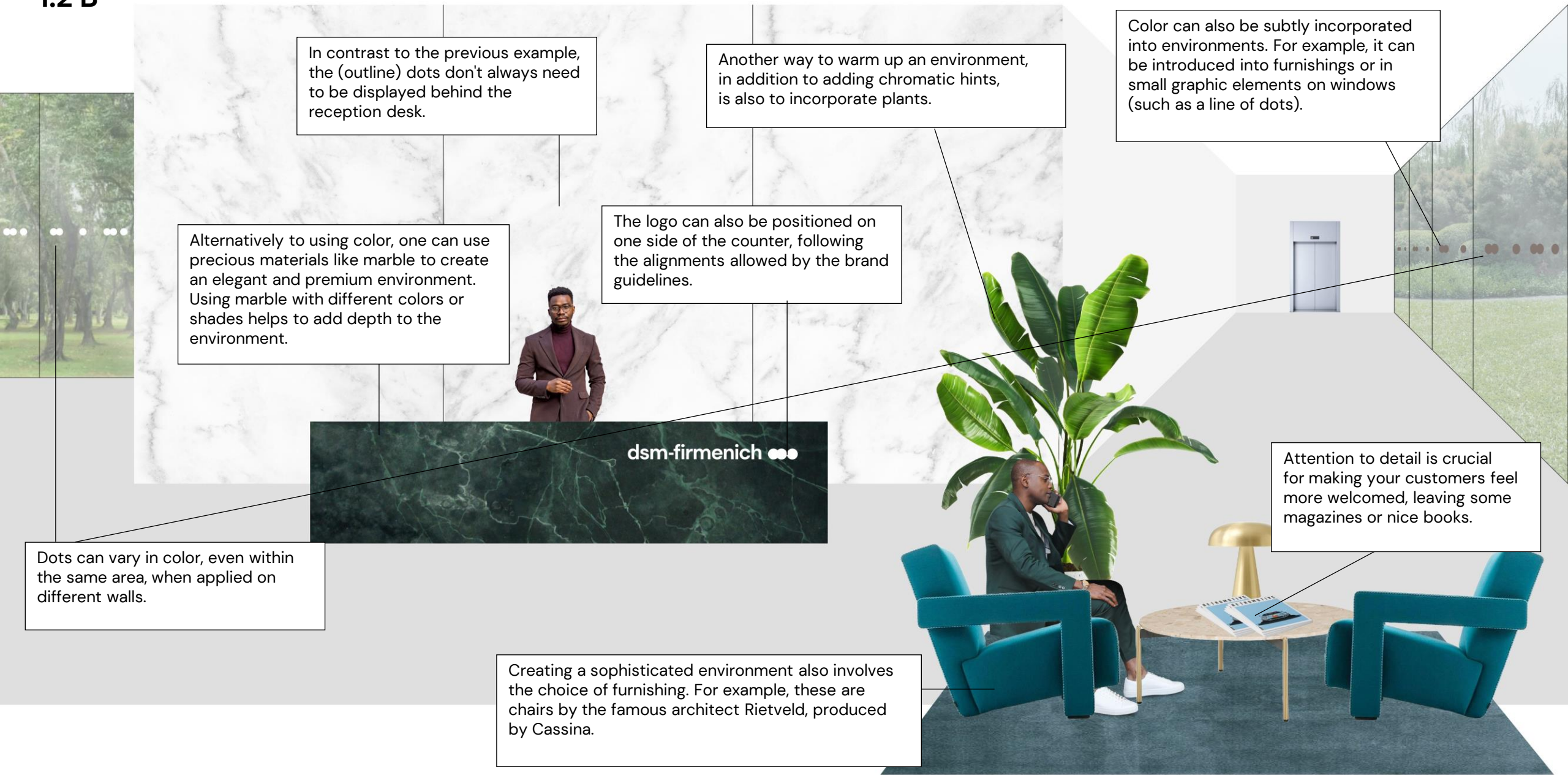
Color can be conveyed through furniture or through dots applied to the windows.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx: 1/2 Outline ☐ Permutation Lx: 1/2 Full color ☒ Permutation Lx: 3/4 Outline ☒ Permutation Lx: 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☒ Plants

Welcome area – Subtle: alternative option

1.2 B



We want to make this welcome area: vibrant

1.3 A

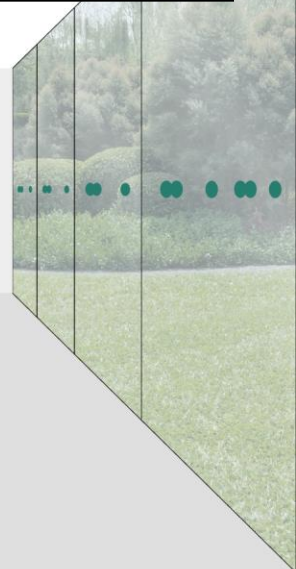
When designing an environment there isn't a single correct application, but multiple ones, and the implementation matrix is a great tool to help guide the way. In the following example, we show how to apply a vibrant approach.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx. 1/2 Outline ☐ Permutation Lx. 1/2 Full color ☒ Permutation Lx. 3/4 Outline ☒ Permutation Lx. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lx. 1/2 Outline ☒ Permutation Lx. 1/2 Full color ☐ Permutation Lx. 3/4 Outline ☐ Permutation Lx. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Welcome area – Vibrant

1.3 B



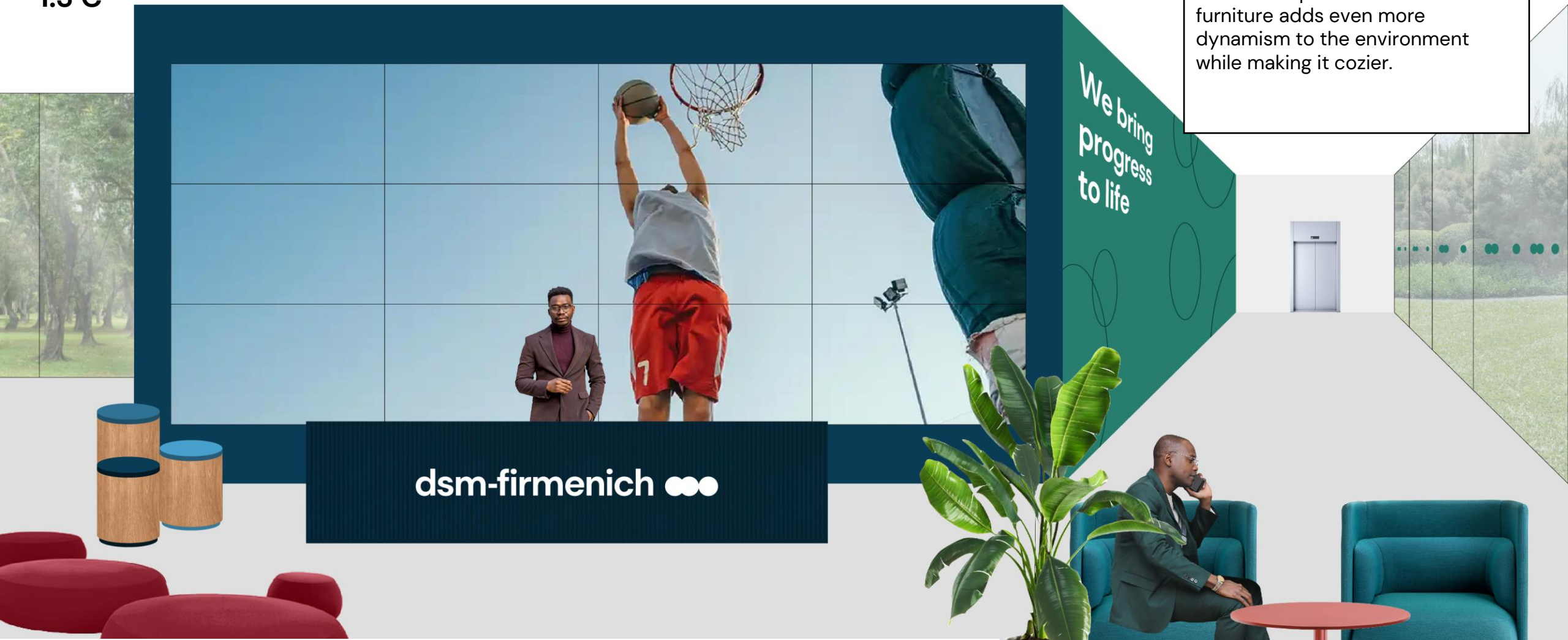
As the context of this location requires a vibrant approach we've selected the darker, richer and bolder colors from our palette. The result is a lively space still maintaining a premium feel.

	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☒ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☒ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Welcome area – Vibrant

1.3 C

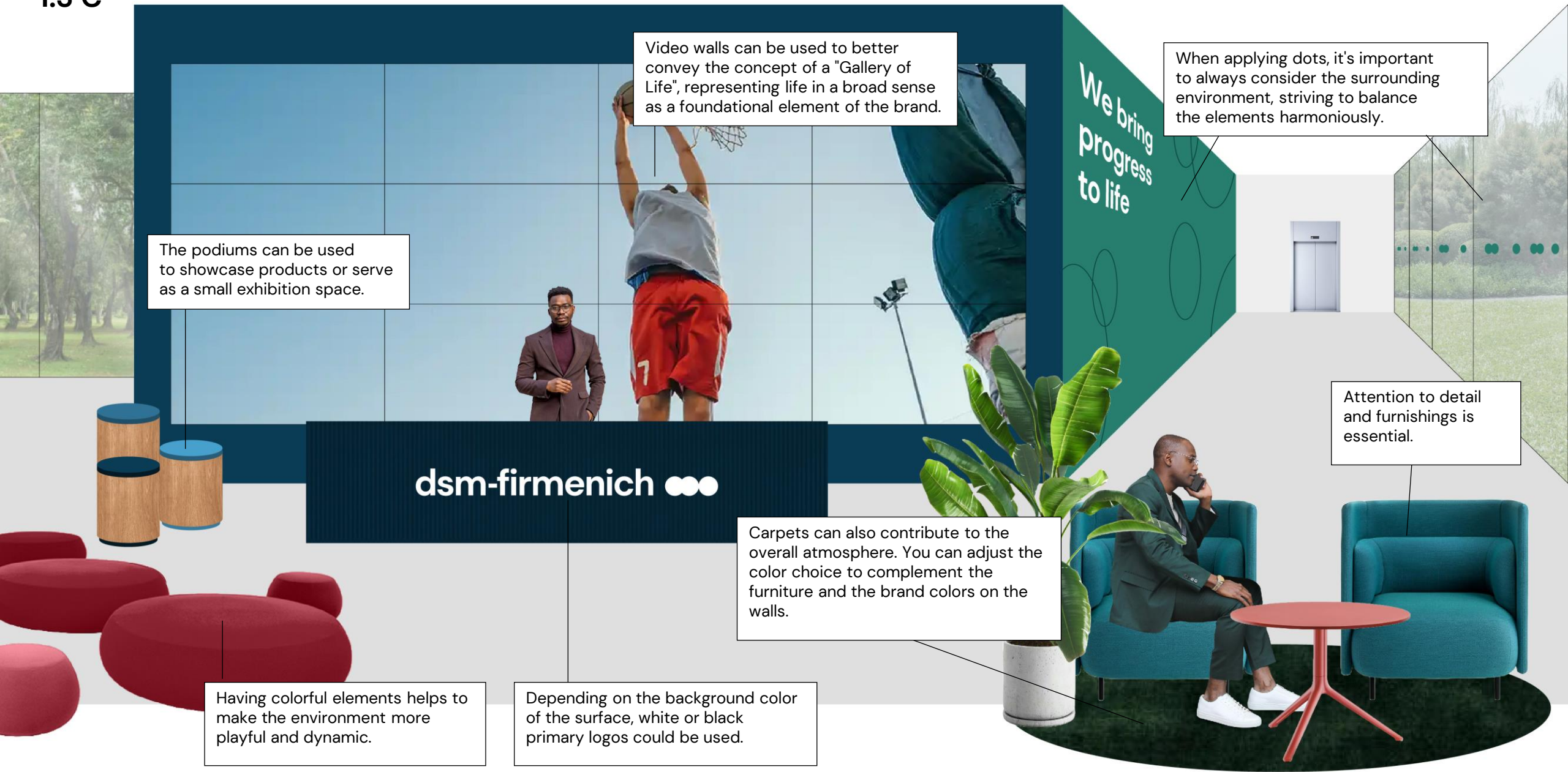
To take it a step further, the addition of plants or colorful furniture adds even more dynamism to the environment while making it cozier.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		- Permutation Lv. 1/2 Outline - Permutation Lv. 1/2 Full color - Permutation Lv. 3/4 Outline - Permutation Lv. 3/4 Full color	- DM Sans - Lora	- Small - Big	- Basic alignment - Dynamic alignment - Color highlight	- Full bleed wall - White frame - Oak frame - Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	- Green wall - Plants

Welcome area – Vibrant

1.3 C



Video walls can be used to better convey the concept of a "Gallery of Life", representing life in a broad sense as a foundational element of the brand.

The podiums can be used to showcase products or serve as a small exhibition space.

When applying dots, it's important to always consider the surrounding environment, striving to balance the elements harmoniously.

Attention to detail and furnishings is essential.

Carpets can also contribute to the overall atmosphere. You can adjust the color choice to complement the furniture and the brand colors on the walls.

Having colorful elements helps to make the environment more playful and dynamic.

Depending on the background color of the surface, white or black primary logos could be used.

Work area

The objective of the working area is to facilitate productivity, collaboration, and innovation among employees.

It should reflect the brand's values and identity while promoting a conducive environment for work. As a core space within the dsm-firmenich branded environment, it should inspire creativity, foster teamwork, and provide the necessary resources for efficient work processes.

Additionally, it should convey a sense of professionalism and dedication to quality in alignment with the brand's ethos.

We want to make this work area: vibrant

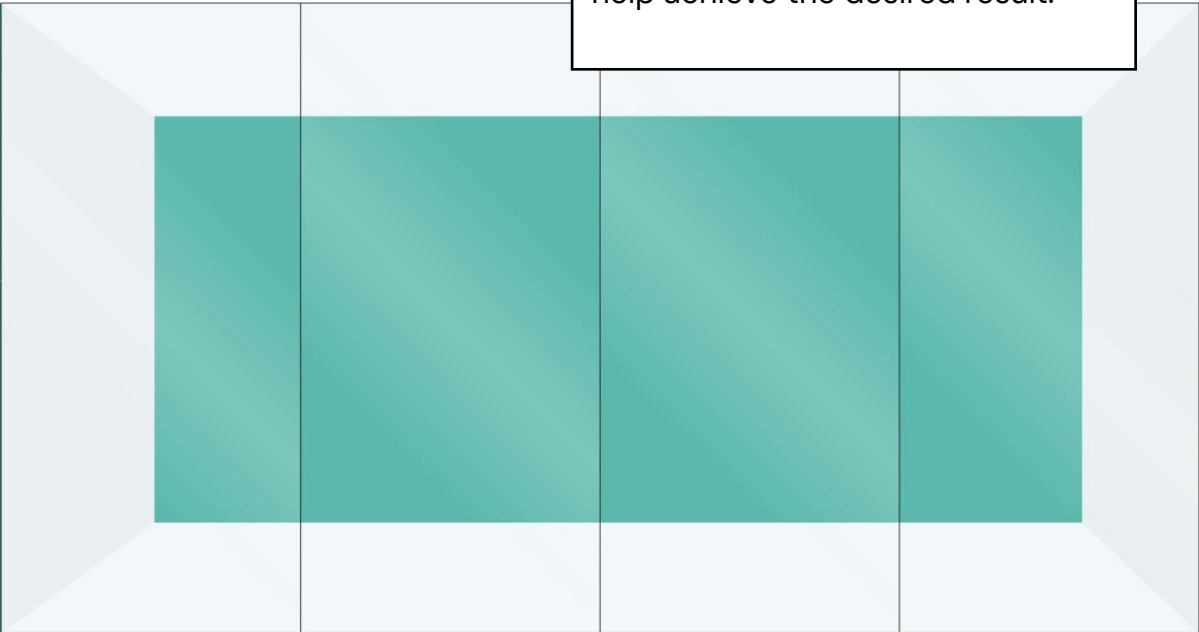
2.1 A

In this example, we want to show how to create an energetic and colorful work environment that enhances productivity and collaboration. Therefore, we will use a vibrant approach.

	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx. 1/2 Outline ☐ Permutation Lx. 1/2 Full color ☒ Permutation Lx. 3/4 Outline ☒ Permutation Lx. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lx. 1/2 Outline ☒ Permutation Lx. 1/2 Full color ☐ Permutation Lx. 3/4 Outline ☐ Permutation Lx. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Work area – Vibrant
2.1 B

Even working with a limited number of colors from the palette could result in a vibrant environment, simply by using the brighter tones. Additionally, the use of dots can help achieve the desired result.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☐ Basic alignment ☒ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Work area – Vibrant
2.1 C

Adding an additional layer of color through furniture or the use of plants creates a livelier and more vibrant environment.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☐ Basic alignment ☒ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☒ Plants

Work area – Vibrant

2.1 C

White is a must-have color and should be used to visually break the rhythm of color in an environment.

The walls can be used to display brand messages.

When a screen is present, it's often preferable to have it on a white wall to avoid interference with the projected content.

This is typically a setting where safety and privacy vinyl is preferred for application. Besides enhancing safety, it also prevents distractions from both sides, making it suitable for a working environment. Use a matte finish to increase privacy if necessary.

Innovators
in health, nutrition
and beauty



The color doesn't necessarily have to be applied on the walls; even furniture elements, such as desk dividers, can bring a touch of color.

Furniture also plays a role in finding the right balance of the colors in an environment. For example you can have vibrant walls and neutral furniture.

Incorporating plants or material elements like wooden panels or phono-absorbing panels, helps to sophisticate the room and create more privacy.

We want to make this work area: subtle

2.2 A

In this example, we want to show how to create a delicate and premium work environment that helps in creating a relaxing feel. Therefore, we will use a subtle approach.

	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lv. 1/2 Outline ☐ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

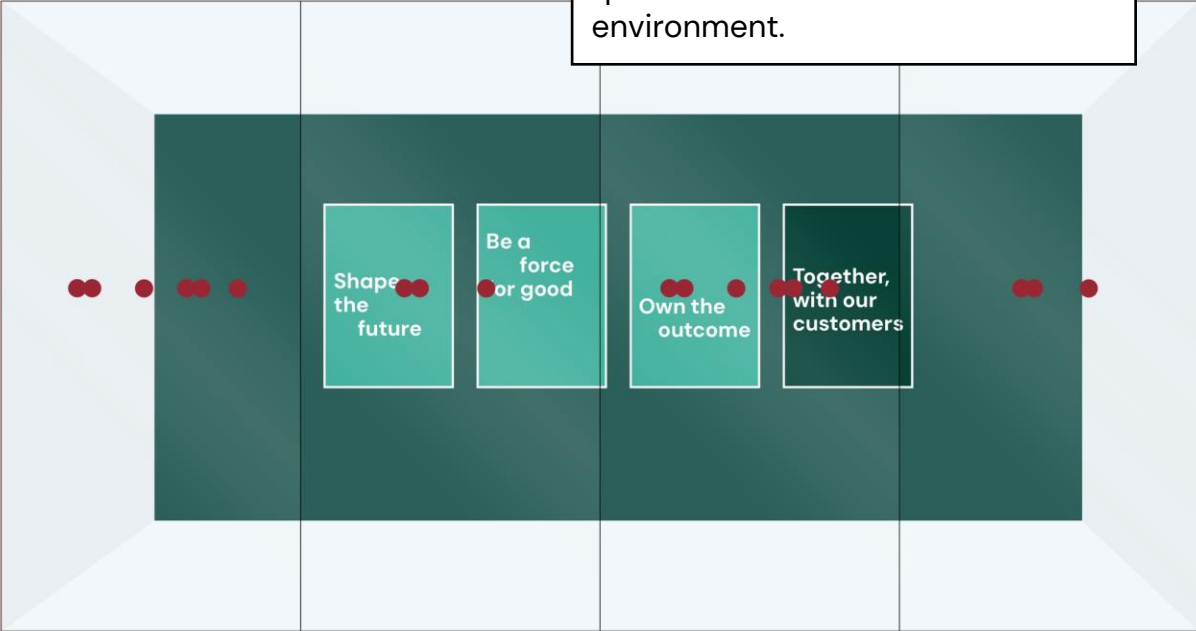
Work area – Subtle
2.2 B

“We’re on a great journey,
bringing progress to life,
building a category of one company
and we’re all in this together.”

Dimitri de Vreeze



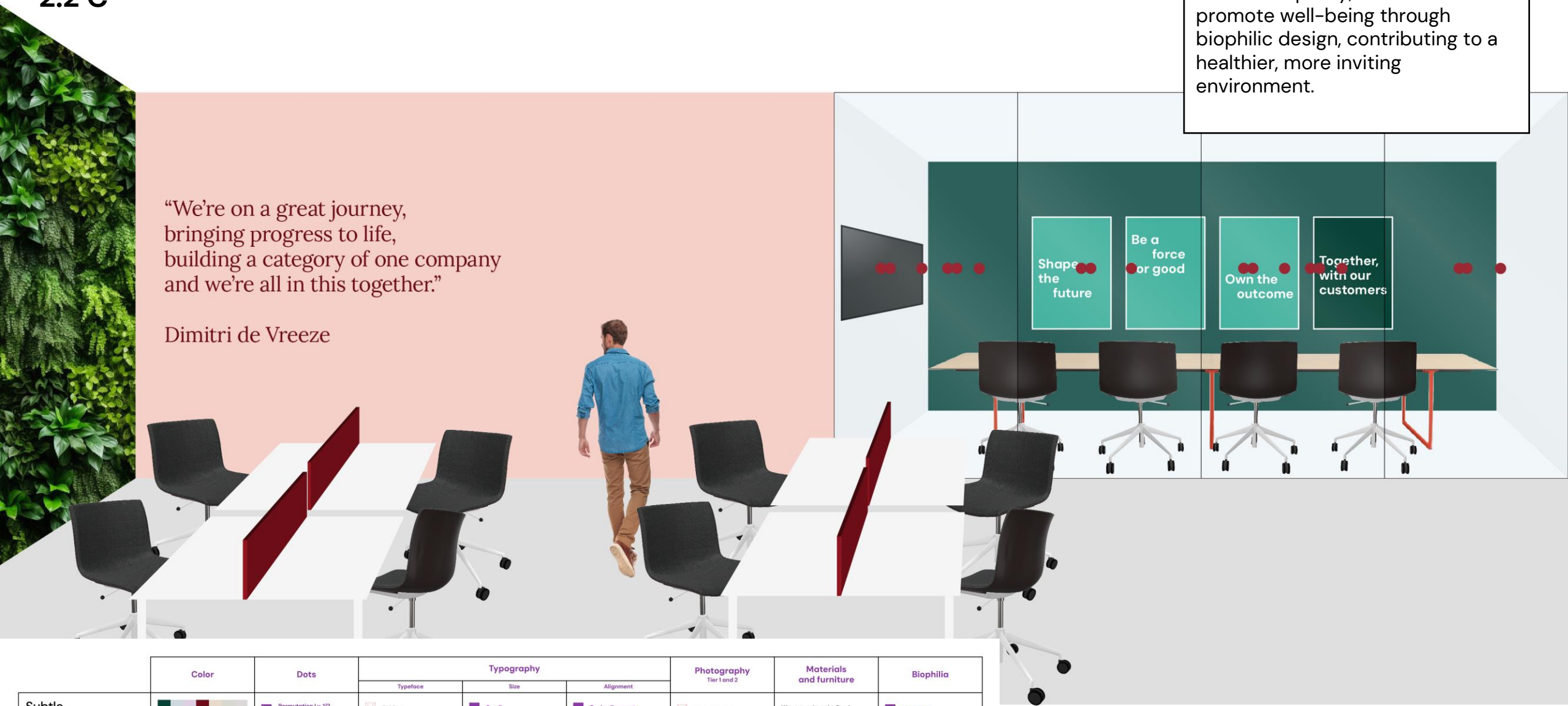
Using delicate or strong colors from our palette creates a beautiful contrast that adds personality to the space. In addition, the use of aspirational quotes enhances the work environment.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		Permutation Lx: 1/2 Outline ☐ Permutation Lx: 1/2 Full color ☒ Permutation Lx: 3/4 Outline ☒ Permutation Lx: 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☒ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants

Work area – Subtle

2.2 C

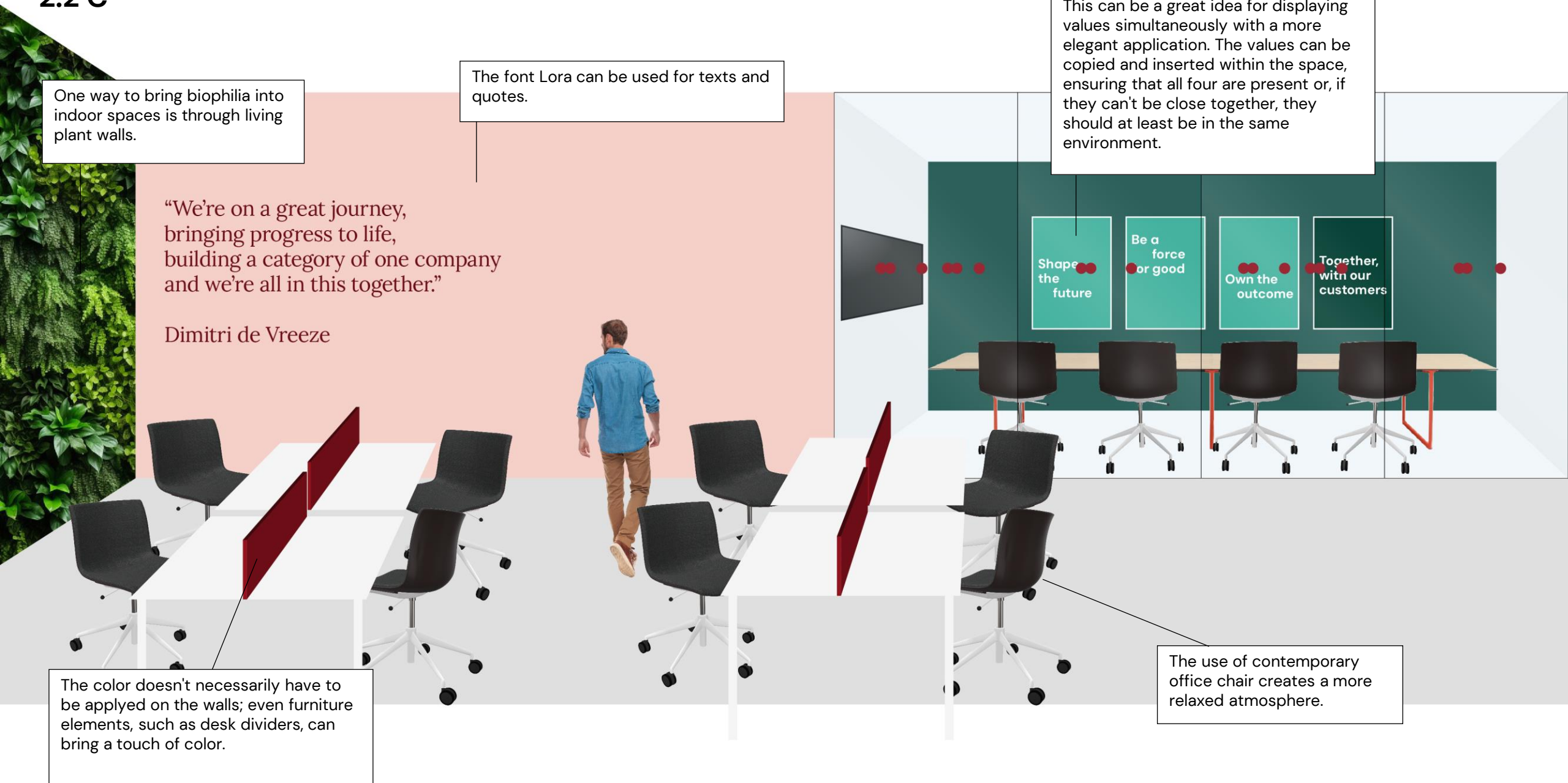


Indoor living plant walls enhance indoor air quality, reduce noise and promote well-being through biophilic design, contributing to a healthier, more inviting environment.

	Color	Dots	Typography			Photography	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		- Permutation Lx: 1/2 Outline - Permutation Lx: 1/2 Full color - Permutation Lx: 3/4 Outline - Permutation Lx: 3/4 Full color	- DM Sans - Lora	- Small - Big	- Basic alignment - Dynamic alignment - Color highlight	- Full bleed wall - White frame - Oak frame - Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	- Green wall - Plants

Work area – Subtle

2.2 C



One way to bring biophilia into indoor spaces is through living plant walls.

The font Lora can be used for texts and quotes.

“We’re on a great journey, bringing progress to life, building a category of one company and we’re all in this together.”

Dimitri de Vreeze

The color doesn't necessarily have to be applied on the walls; even furniture elements, such as desk dividers, can bring a touch of color.

This can be a great idea for displaying values simultaneously with a more elegant application. The values can be copied and inserted within the space, ensuring that all four are present or, if they can't be close together, they should at least be in the same environment.

The use of contemporary office chair creates a more relaxed atmosphere.

04

Socialize area

The purpose of the socializing area is to encourage interaction, relaxation, and create connection amongst colleagues.

It serves as a space where employees can unwind, connect with one another on a personal level, and recharge during breaks. By fostering a sense of community and belonging, this area contributes to a positive work culture and enhances overall employee satisfaction.

Additionally, it provides opportunities for informal collaboration and idea-sharing, ultimately promoting creativity and innovation within the workplace.

We want to make this socialize area: subtle

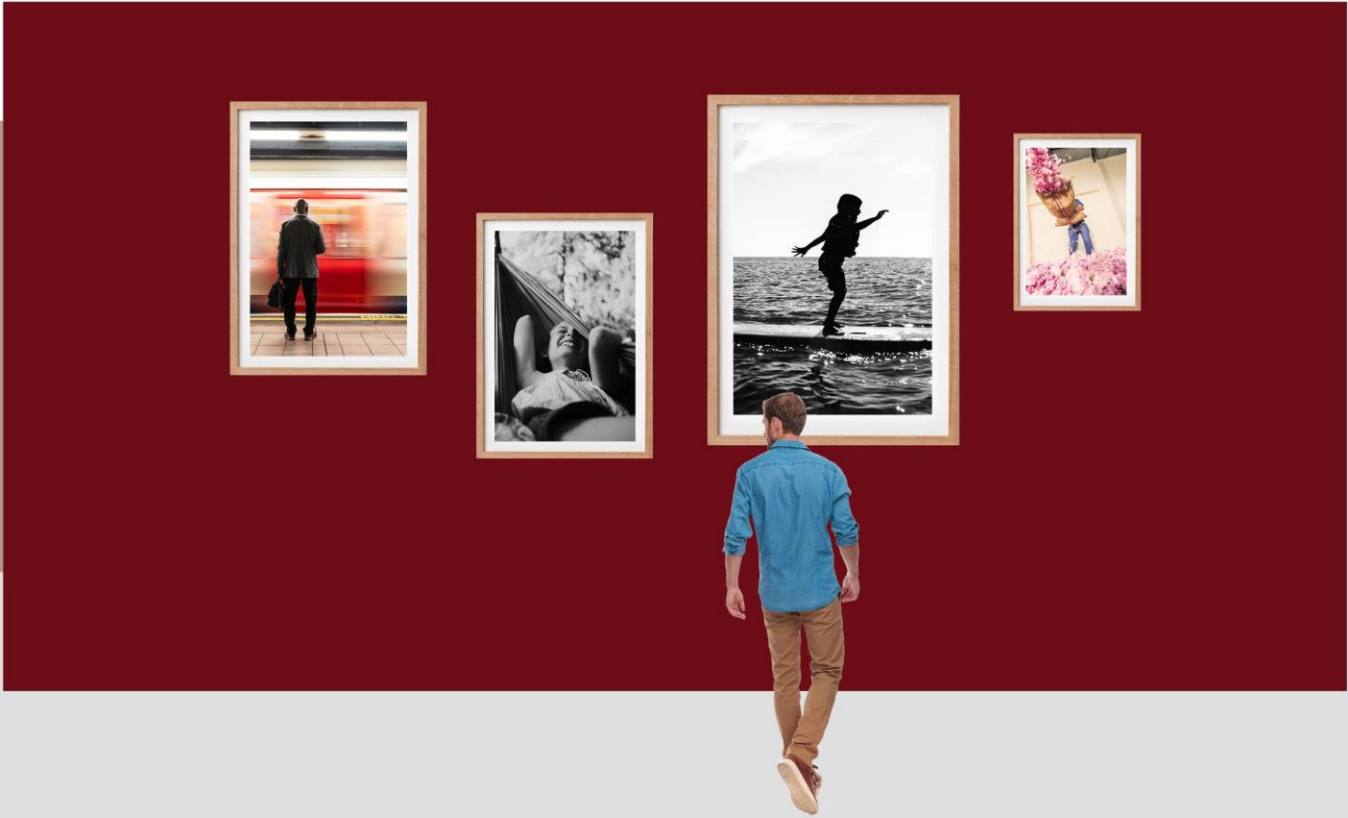
3.1 A

The social area should function as a meeting and recreational point, therefore we have decided to apply a subtle approach to create a refined and premium environment.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lv. 1/2 Outline ☐ Permutation Lv. 1/2 Full color ☒ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☐ Permutation Lv. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Socialize area – Subtle
3.1 B



Dark colors from the palette paired with wooden photo frames create a cozy and sophisticated environment, perfect for stimulating creativity and fostering moments to relax.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx: 1/2 Outline ☐ Permutation Lx: 1/2 Full color ☒ Permutation Lx: 3/4 Outline ☒ Permutation Lx: 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants

☐ DM Sans☐ Lora

Socialize area – Subtle
3.1 C



Adding wooden elements such as sideboards or entire wall applications, along with colorful furnishings, further enhances the warmth and character of the space.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx: 1/2 Outline ☐ Permutation Lx: 1/2 Full color ☒ Permutation Lx: 3/4 Outline ☒ Permutation Lx: 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☒ Plants

☐ DM Sans☐ Lora☐ Small☒ Big☐ Basic alignment☐ Dynamic alignment☒ Color highlight

Socialize area – Subtle

3.1 C

The tactile aspect can also be integrated into walls. Apply only one type of wood per environment for consistency.

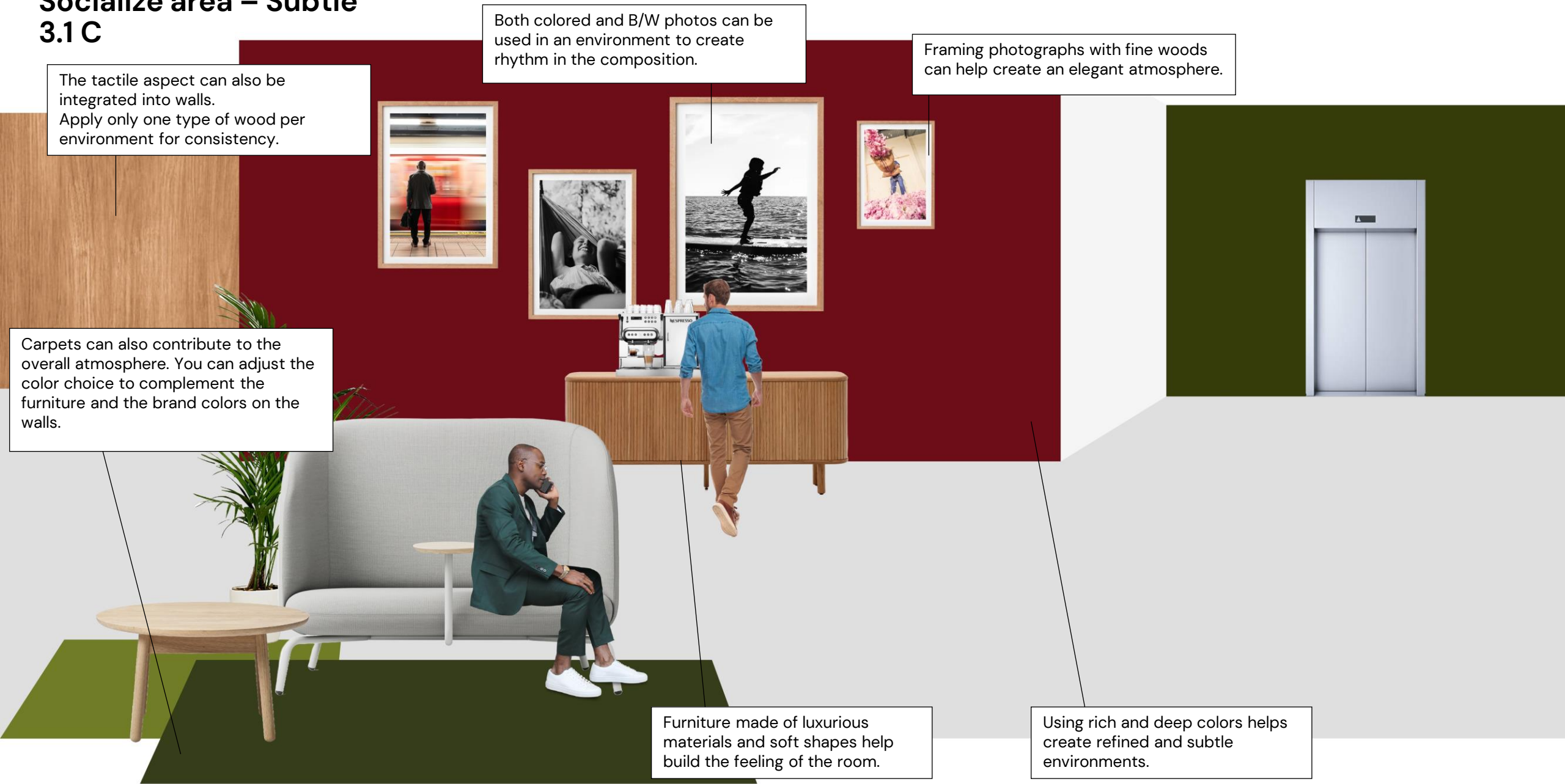
Both colored and B/W photos can be used in an environment to create rhythm in the composition.

Framing photographs with fine woods can help create an elegant atmosphere.

Carpets can also contribute to the overall atmosphere. You can adjust the color choice to complement the furniture and the brand colors on the walls.

Furniture made of luxurious materials and soft shapes help build the feeling of the room.

Using rich and deep colors helps create refined and subtle environments.



We want to make this socialize area: vibrant

3.2 A

In addition to serving as a relaxation point, social areas can also serve as spaces to stimulate and inspire employees. Therefore, we have decided to use a vibrant approach for this application.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx. 1/2 Outline ☐ Permutation Lx. 1/2 Full color ☒ Permutation Lx. 3/4 Outline ☒ Permutation Lx. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lx. 1/2 Outline ☒ Permutation Lx. 1/2 Full color ☐ Permutation Lx. 3/4 Outline ☐ Permutation Lx. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Socialize area – Vibrant
3.2 B



Large photographic applications on entire walls with aspirational messages help convey the brand's values. Additionally, bright colors and the use of dots make the environment more engaging.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☒ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☒ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Socialize area – Vibrant
3.2 C



Also, the use of colorful furnishings with soft shapes, or podiums to showcase products can enhance the aesthetic appeal and functionality of the space.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		☒ Permutation Lv. 1/2 Outline ☒ Permutation Lv. 1/2 Full color ☐ Permutation Lv. 3/4 Outline ☒ Permutation Lv. 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☒ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☒ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☒ Plants

Socialize area – Vibrant
3.2 C



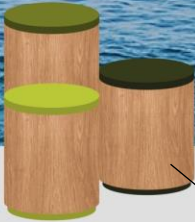
Using photographs as large as the wall maximizes their impact.



Soft and colorful furnishings help people relax, fostering tranquility.



Elevator doors can, at times, be used to display brand messages.



The podiums can be used to showcase products or serve as a small exhibition space.

We want to make this socialize area: vibrant

3.3 A

Introducing vibrant branded areas within the manufacturing environment plays a crucial role in bringing the brand to life among blue-collar workers.



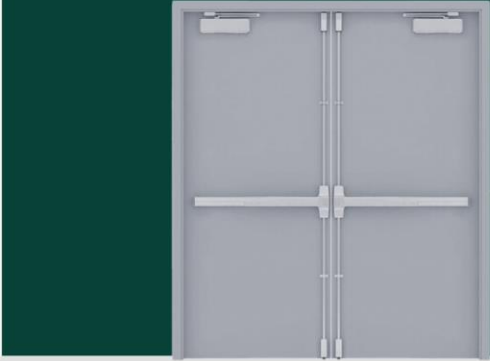
	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Subtle		☐ Permutation Lx. 1/2 Outline ☐ Permutation Lx. 1/2 Full color ☒ Permutation Lx. 3/4 Outline ☒ Permutation Lx. 3/4 Full color	☐ DM Sans ☐ Lora	☐ Small ☒ Big	☐ Basic alignment ☐ Dynamic alignment ☒ Color highlight	☒ Full bleed wall ☐ White frame ☐ Oak frame ☐ Digital wall	Warm woods and refined furnishings, use of materiality, rich and deep colors.	☐ Green wall ☐ Plants
Vibrant		☒ Permutation Lx. 1/2 Outline ☒ Permutation Lx. 1/2 Full color ☐ Permutation Lx. 3/4 Outline ☐ Permutation Lx. 3/4 Full color	☐ DM Sans ☒ Lora	☒ Small ☐ Big	☐ Basic alignment ☐ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☐ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☐ Plants

Socialize area – Vibrant: alternative option

3.3 B



By incorporating bold colors or brand messages, we not only enhance the physical workspace but also cultivate a sense of brand belonging among employees on the production floor.



	Color	Dots	Typography			Photography Tier 1 and 2	Materials and furniture	Biophilia
			Typeface	Size	Alignment			
Vibrant		☒ Permutation Lx. 1/2 Outline ☒ Permutation Lx. 1/2 Full color ☐ Permutation Lx. 3/4 Outline ☒ Permutation Lx. 3/4 Full color	☒ DM Sans ☒ Lora	☒ Small ☒ Big	☐ Basic alignment ☒ Dynamic alignment ☐ Color highlight	☐ Full bleed wall ☒ White frame ☒ Oak frame ☐ Digital wall	Colored fabrics, playful and less formal environments, modular furnishings.	☒ Green wall ☒ Plants

Socialize area – Vibrant: alternative option

3.3 B

Using white frames for photographs helps to lighten the visual weight of the room's color.



Remember to tailor the brand application according to both the function and the audience of the area.

Walls can be used to convey the core messages of the brand.

Establishing these branded areas within the manufacturing space helps bring the brand to life for all our employees..



Furniture can also be simple, but adding a hint of color remains crucial.

05

Conclusion

Key consideration 1

Balancing colors

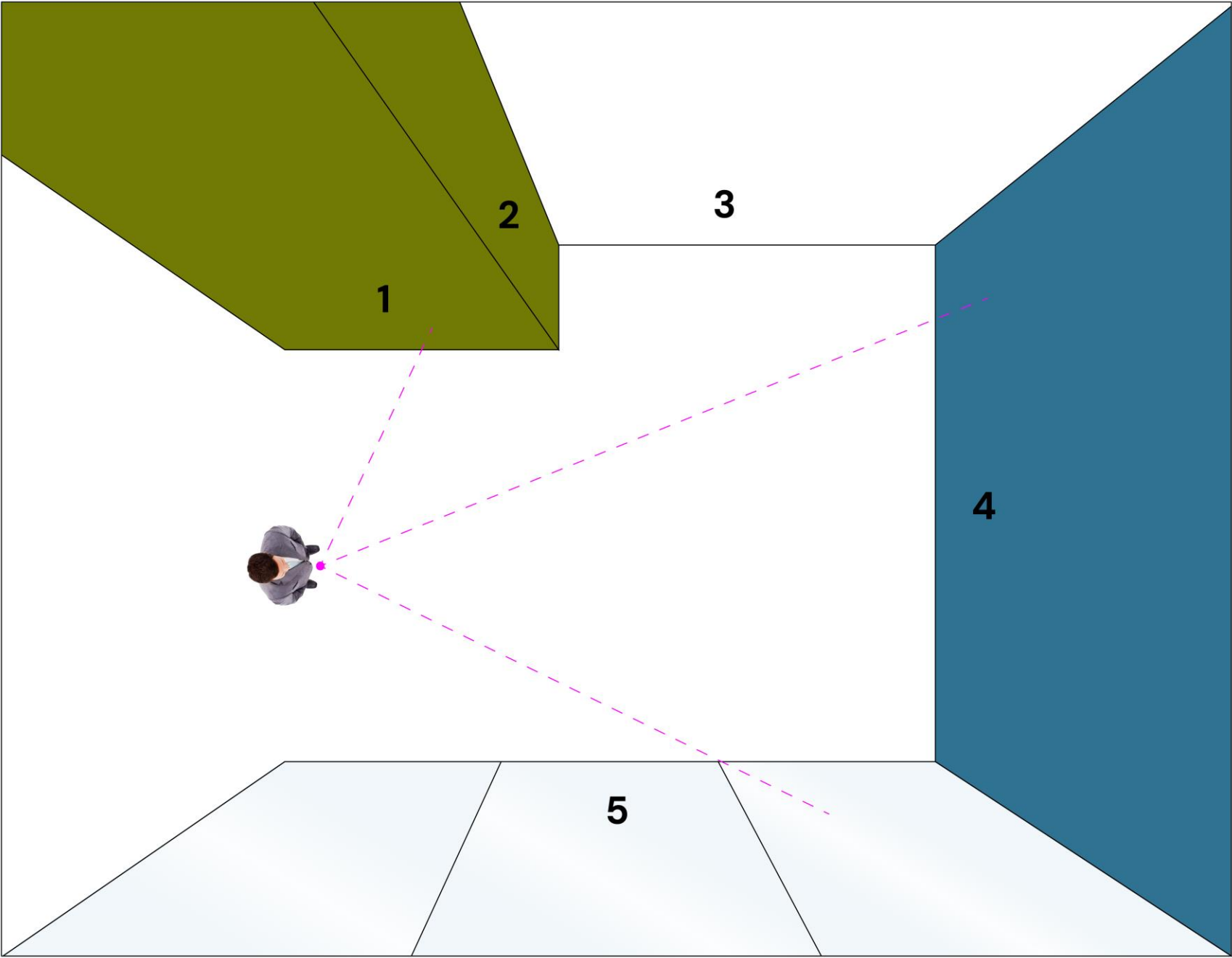
In the application of color, the overall effect is very important.

Do not consider the wall as a single element, but in relation to all the walls, ceiling, and floor of the surrounding area.

General harmony is always to be sought.

The glass panels should also be considered as an integral part of the environment.

For further details on the treatment of glass panels and how to apply dots on them, please refer to the specific sections in the Brand Center.

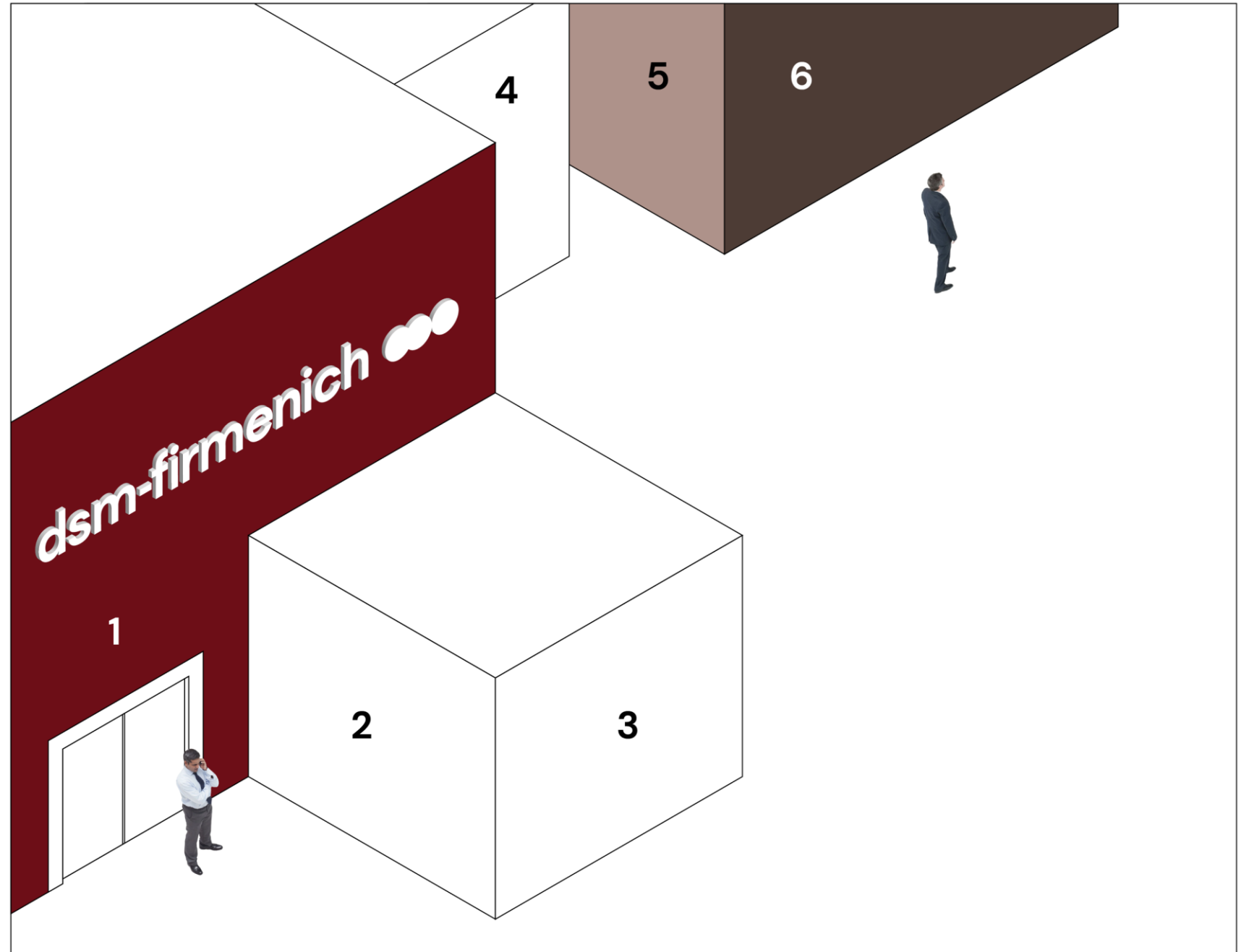


Key consideration 2

Balancing colors

The same concept of harmony and chromatic balance should be sought both inside the spaces and in the external areas.

The color of the exterior walls of the buildings must be well calibrated and never overwhelming, in harmony with all the other elements.



Key consideration 3

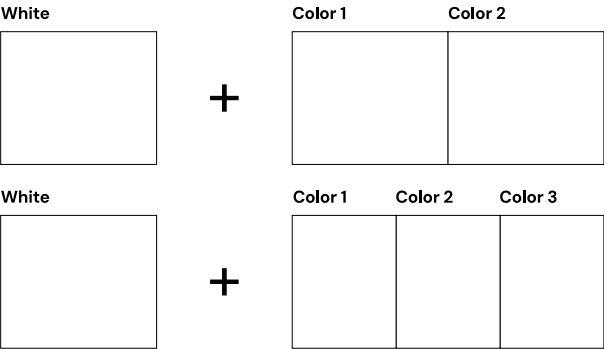
Balancing colors

On this page, we've included possible color combinations (focusing on two or three colors) divided to assist in creating subtle and vibrant environments.

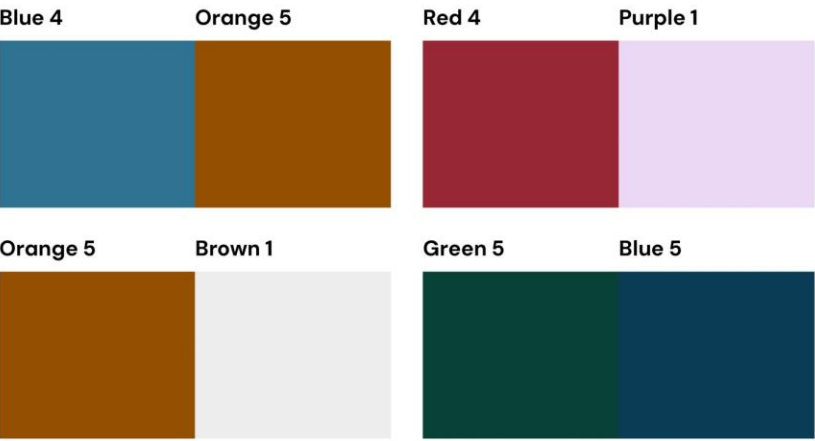
However, these are just suggestions; there's limitless space for creativity, which is encouraged, for creating infinite numbers of color combinations.

Keep in mind that in every application, white is one of the colors that must always be present. White is an essential part of our brand identity and a must-have, regardless of whether we choose a subtle or vibrant approach.

Therefore, these options of two and three colors must always be accompanied by the color white as shown below.



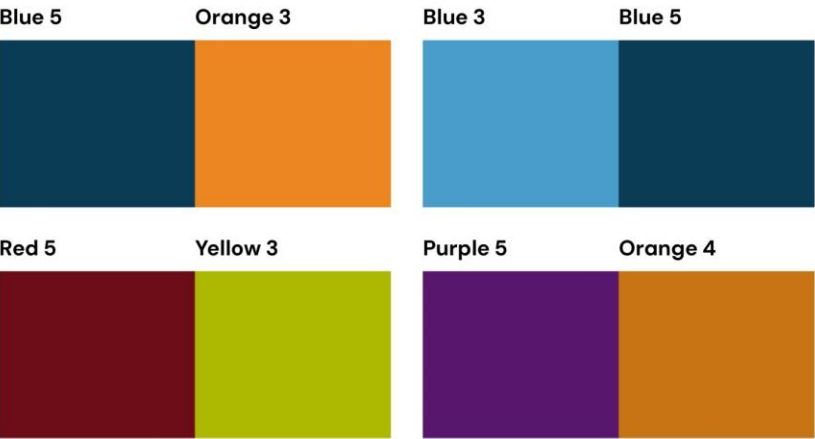
Two colors options – Subtle



Three colors options – Subtle



Two colors options – Vibrant



Three colors options – Vibrant



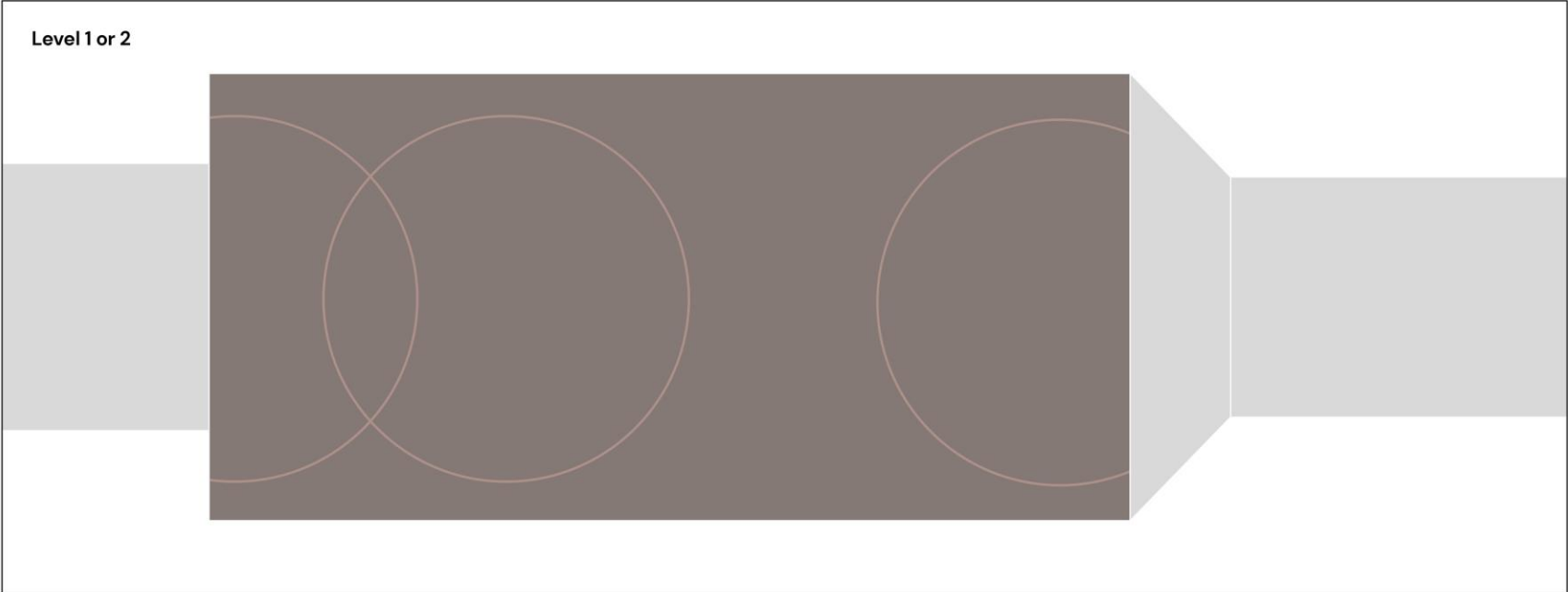
Key consideration 4

Choose the right dots

Our Three Dots can be applied in two main ways.

In a more subtle approach, they can be applied with permutations of levels 1 and 2, resulting in a more elegant and refined appearance.

In a more vibrant approach, they can be applied with permutations of levels 3 and 4, resulting in a more dynamic and energetic appearance.



Key consideration 5

Typographic sizes matter

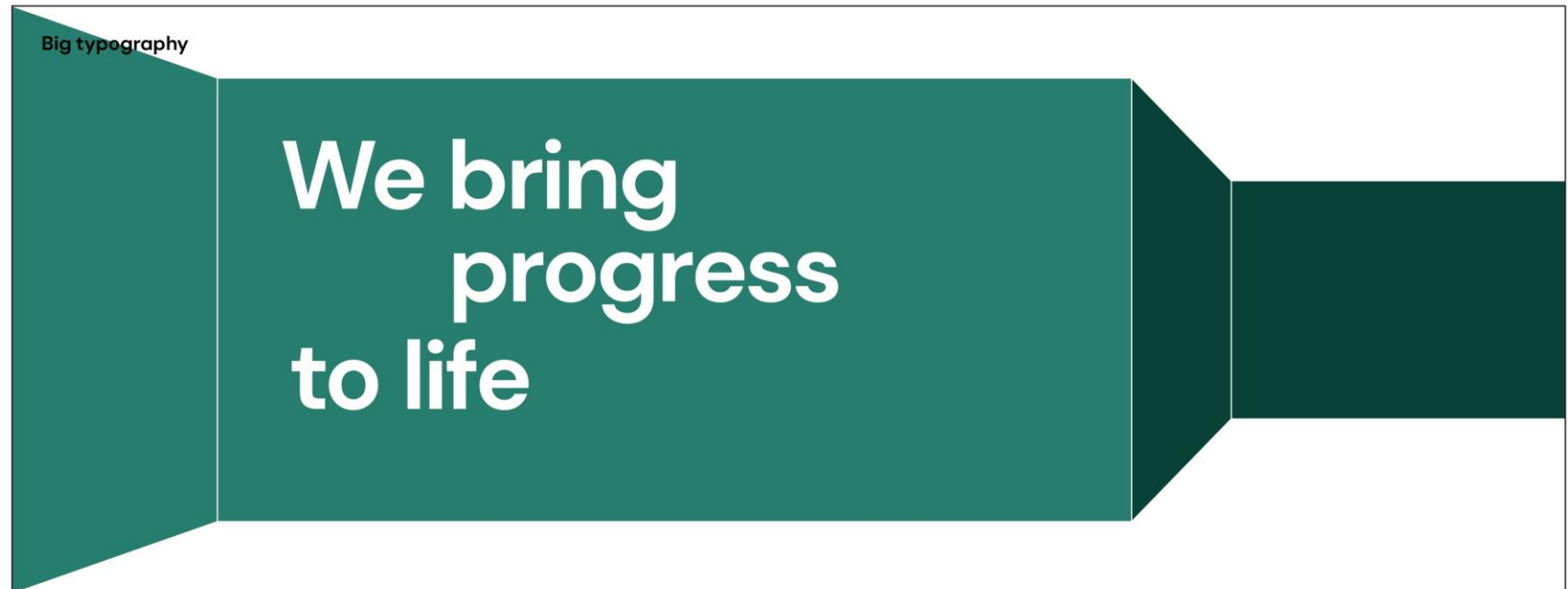
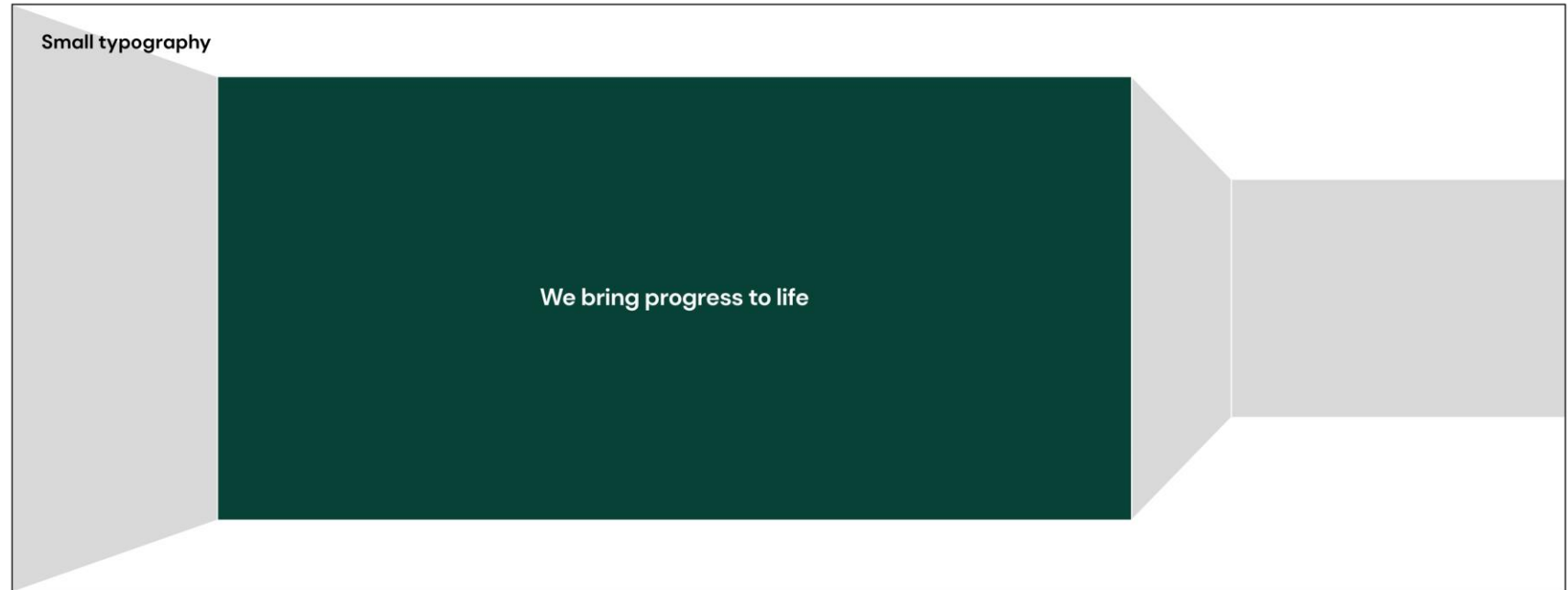
Typography should always be considered in context with its intended application.

Depending on the chosen interior design approach, typography can be utilized in smaller sizes to convey concepts with elegance and subtlety, or in larger sizes for a more impactful and emphasized message.

To facilitate copywriting, here are some examples of possible phrases to use for wall applications:

- We bring progress to life
- Full of life, in all its glory
- Innovators in nutritions, health and beauty
- Shape the future.
Be a force for good.
Own the outcome.
Together, with our customers.

Contact the brand team for any copy suggestions.

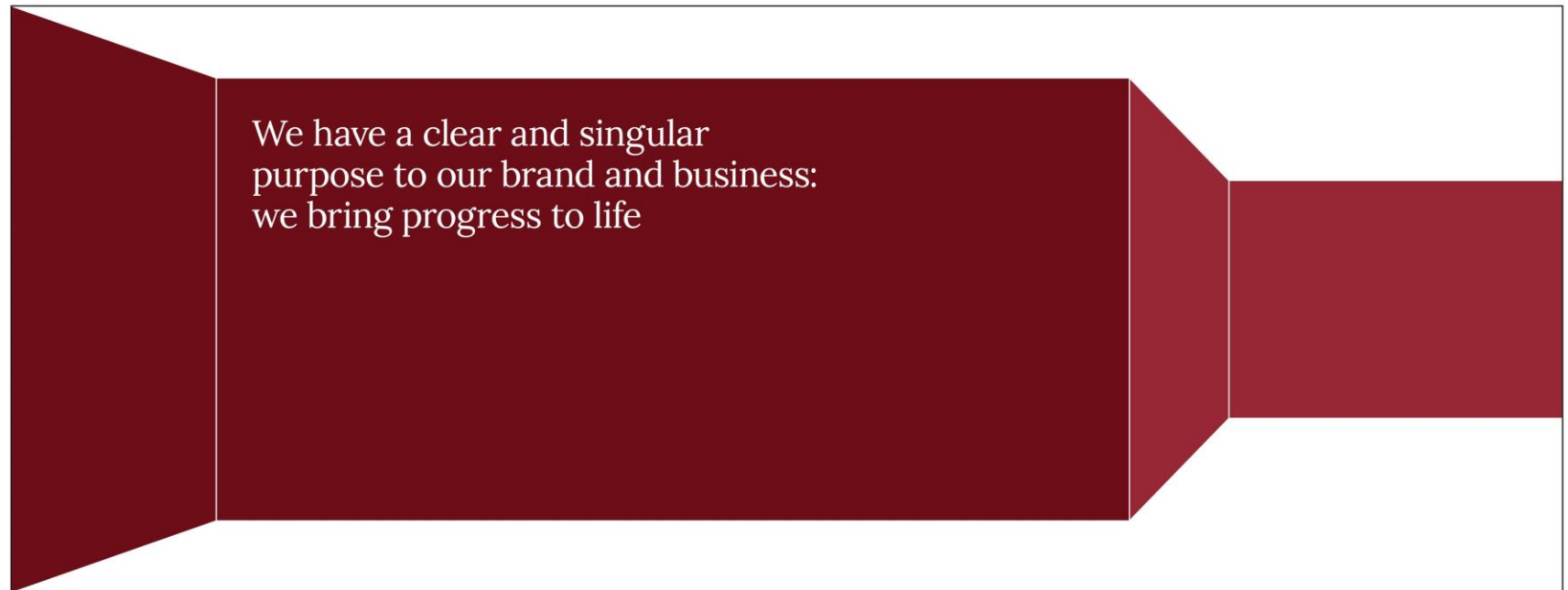
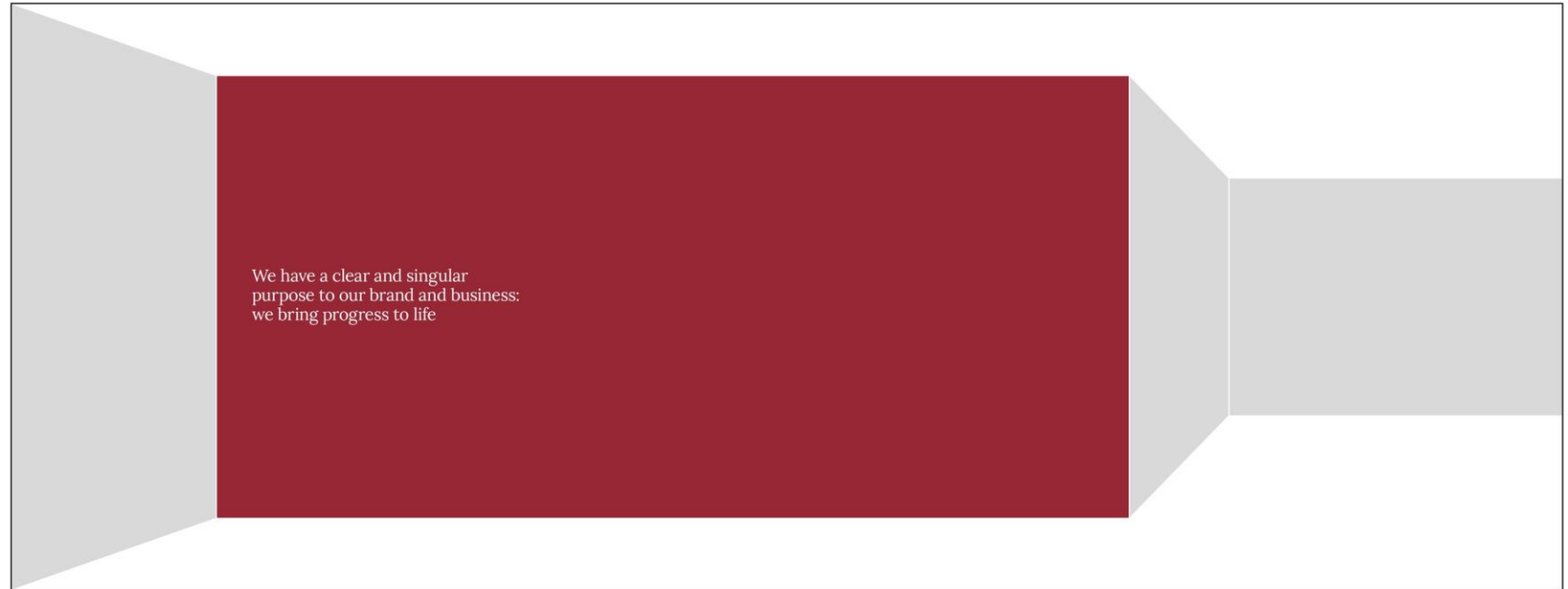


Key consideration 6

Typographic sizes matter

Remember that in some cases, it's also possible to insert quotes using the Lora typeface.

These should adhere to the rules of application and remain as simple as possible, avoiding dynamic alignments and color highlights.



Key consideration 7

More images, more life

Our 'Gallery of Life' images portray authentic life, abundant in genuine moments, representing a fundamental pillar of dsm-firmenich's visual communication.

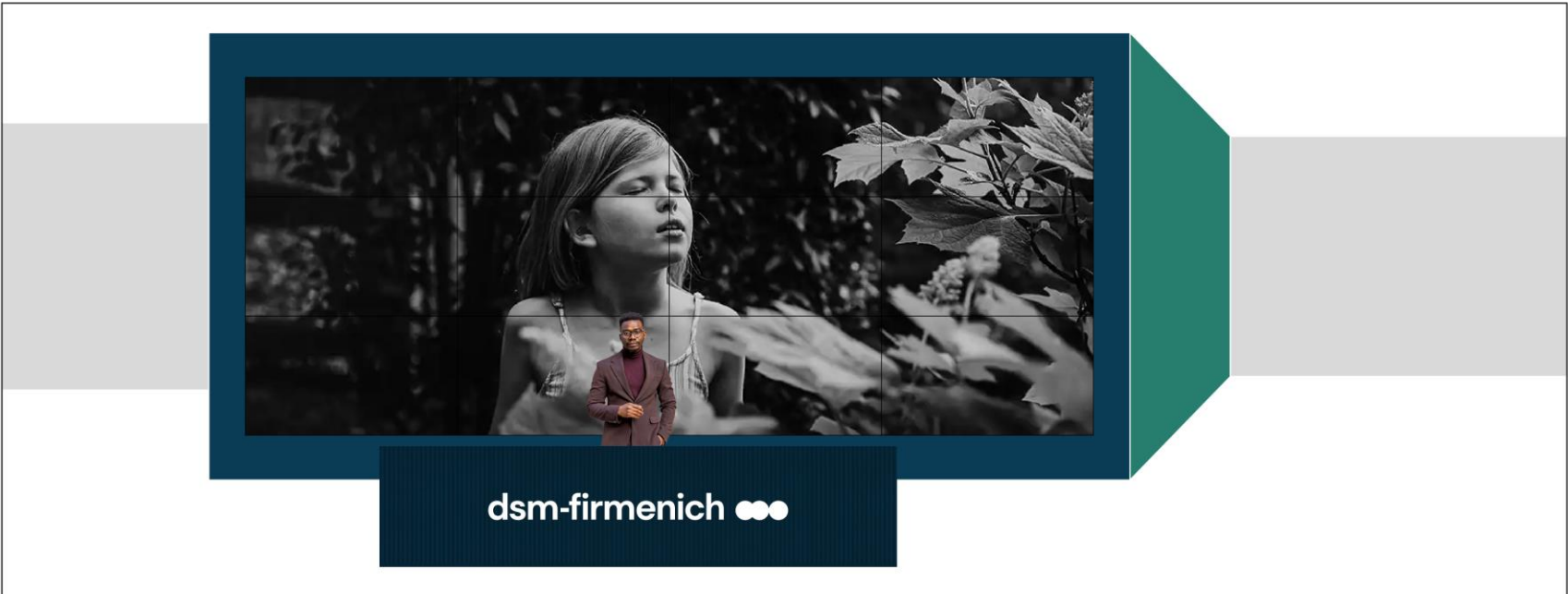
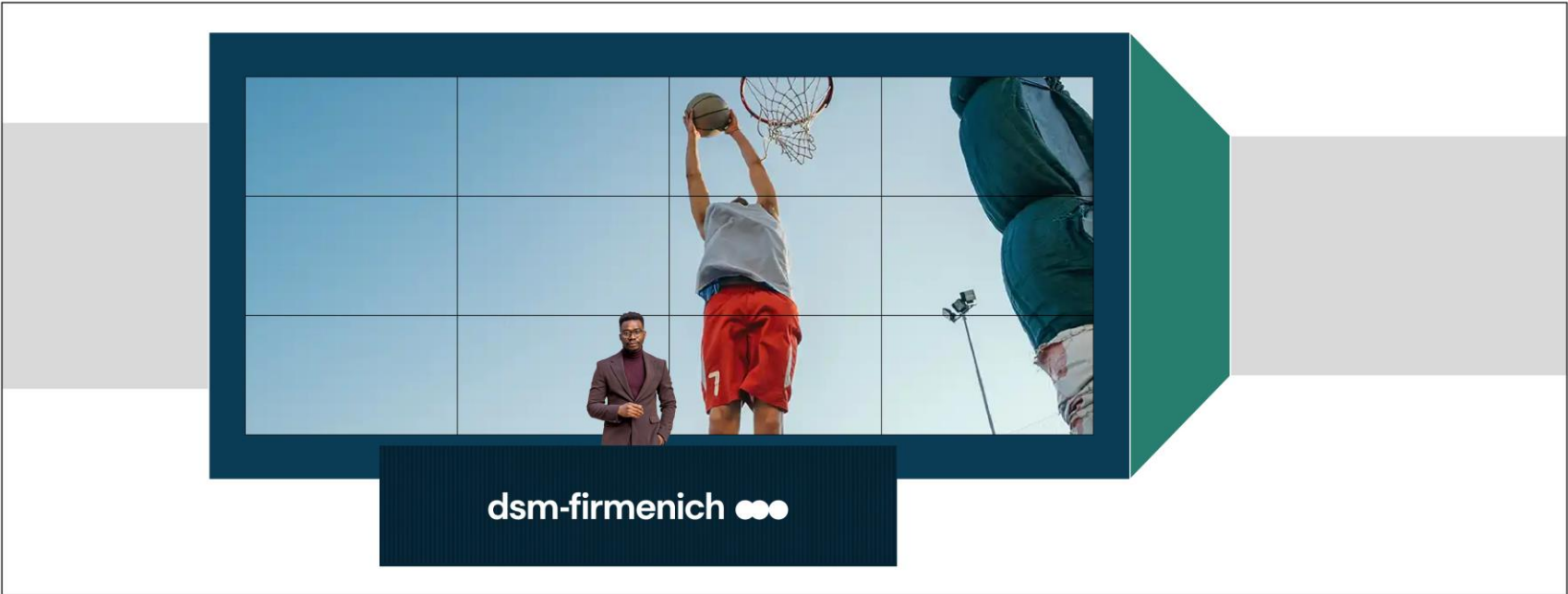
In areas with higher interaction with external users (e.g., welcome area), it is recommended not to use a single image but rather to showcase a wide spectrum of images.

Video walls offer the ability to display multiple images, thereby immersing users more effectively in the dsm-firmenich world.

For these applications, it's advisable to use only Tier 1 or Tier 2 photographs, or footage from the brand movie.

Black and white photographs or footage can also be used.

Sound should be used to create a welcoming and comfortable atmosphere, so it should never be too loud.



Key consideration 8

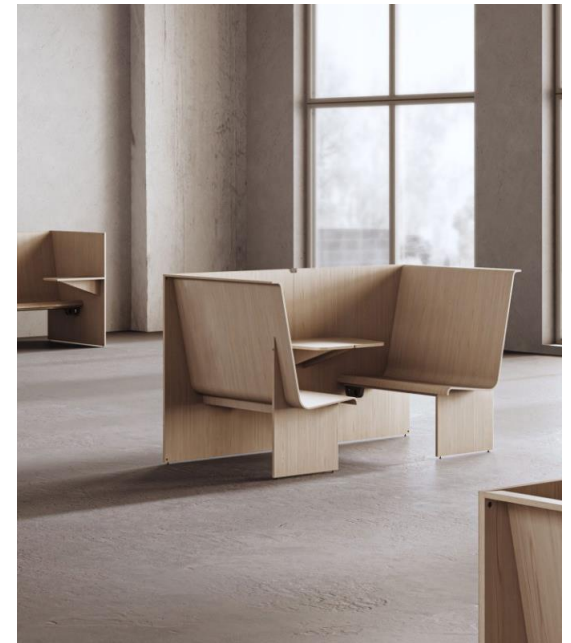
Focus on materials

Pay close attention to the use of materials.

Juxtapose warm materials like woods with brightly colored fabrics.

The right balance between the two approaches creates an overall environment in which rooms with different styles coexist perfectly in harmony.

Also, use acoustic panels on the walls to help isolate the environments, always aiming to apply colors in line with our color palette.

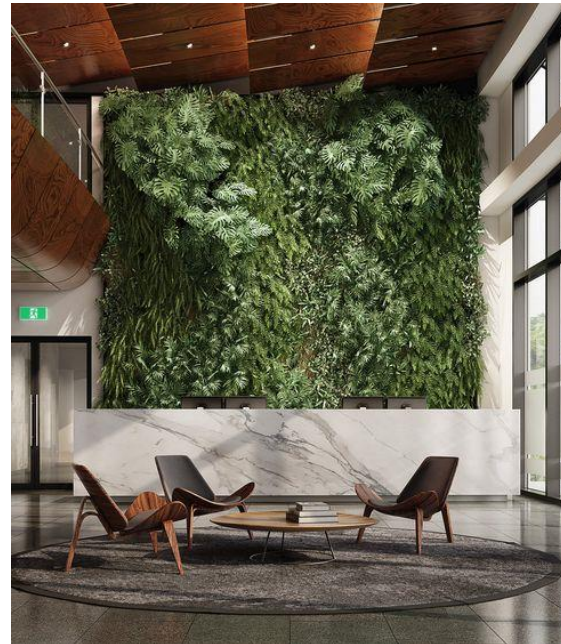


Key consideration 9

Biophilia

Using plants helps create welcoming environments, whether they are more premium or dynamic.

Plants can be incorporated into environments through less invasive applications like in pots, all the way to larger applications such as entire walls of greenery.



Key consideration 10

How to frame images

Photography framing is a crucial aspect to consider when crafting an environment. Whether opting for wooden or metal frames, each choice imbues a distinct aesthetic to the space. Wooden frames evoke warmth and premiumness, while metal frames offer a contemporary and modern touch.

Furthermore, the decision between full-bleed photographs and the use of mats (or passepartout) adds another layer of consideration. Full-bleed images create a bold and immersive experience, seamlessly blending into the surroundings, while photographs with mats (or passepartout) provide visual breath and draw attention to the artwork itself.

Frame materials

Wood frame



Metal frame



Types of framing

Full bleed



Mat / Passepartout



Key consideration 11

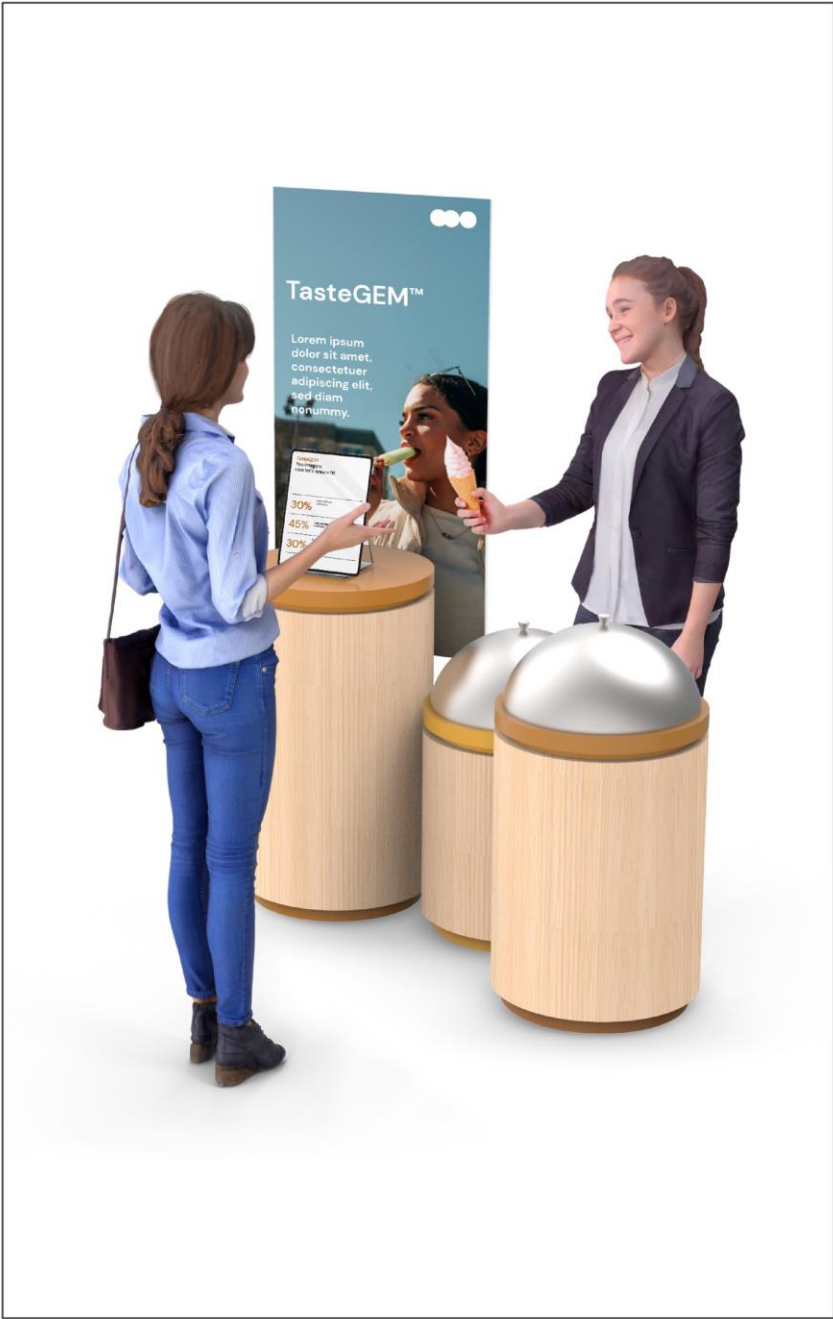
Highlight your products

Transforming displays into immersive experiences reinforces the notion that less is more.

By curating each showcase to highlight a single, impactful product, we ensure that every display resonates with quality and sophistication.

This approach not only captivates attention but also leaves a lasting impression of excellence, setting a high standard for our brand representation.

For further informations on displays, please refer to the Brand Experience Playbook in our Brand Center.



This checklist can serve as a helpful guide before starting a branded environment project.

- 01 ☐ Who are you designing the space for?
- 02 ☐ What feeling should the environment convey?
- 03 ☐ Does the furniture reflect the style you've chosen?
- 04 ☐ Have you used the assets in the most cohesive way possible?
- 05 ☐ Does your integrate with the adjacent spaces?

We bring progress to life