

Visual identity on glass

Focus on how to apply vinyl dots on glass

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01

Vinyl dots – opaque

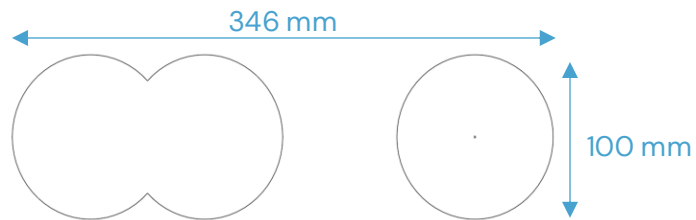
Vinyl dots – opaque – external

How to apply the three dots on glass doors

Vinyl dots can be used for safety purposes or to add some brand identity feel to glass doors and windows.

Note:

- Opaque vinyl should always be used on the outside of the glass
- The front door should always be white dots
- External dots are always 346mm wide x 100mm high and are usually 1500mm from the floor



- The dsm-firmenich logo should never be used on glass.



An example of vinyl safety dots used on the doors to reception in our Chifeng, China site.

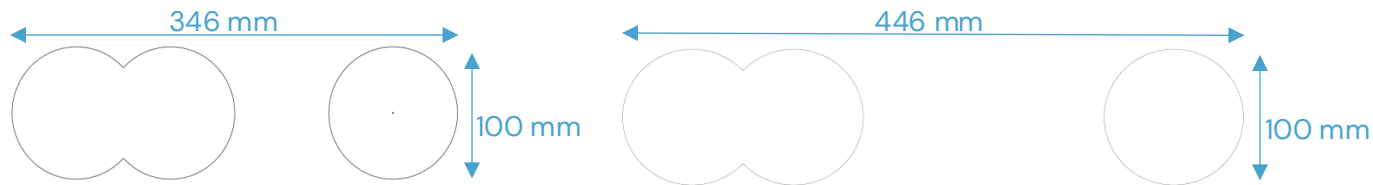
Vinyl dots – opaque – internal

How to apply the three dots on glass doors

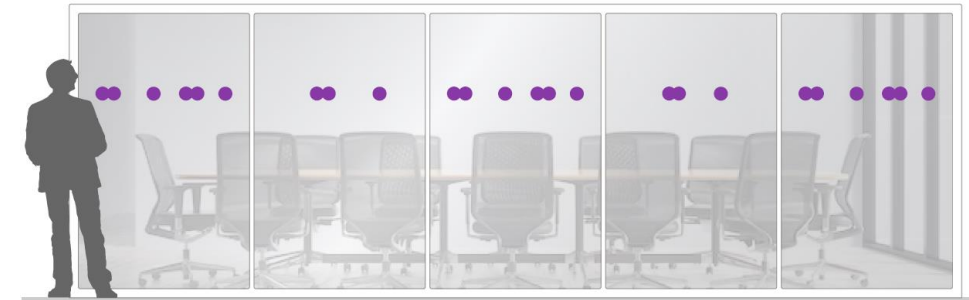
Vinyl dots can be used for safety purposes or to add some brand identity feel to glass doors and windows. Opaque vinyl should always be used.

Note:

- Internal windows can be either white or one of the colors on page 11 of this playbook
- To create a lighter dot arrangement, you have the option to alternate between the two different layouts of dots below and as depicted on the right bottom image



An example of colored vinyl safety dots used on meeting rooms in our Guangzhou Jiadu, China site.



Visual Identity on Glass guidelines – page 27

02

Vinyl circles – opaque

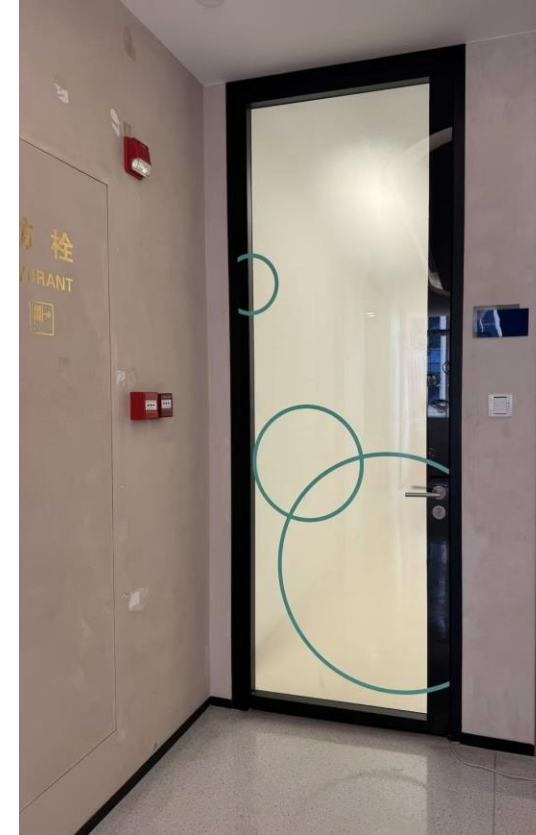
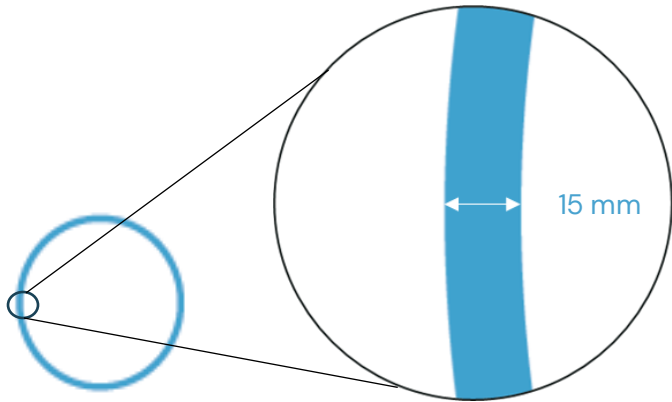
Vinyl circles – opaque

How to apply the three dots on glass windows

Vinyl circles can be used to add some color / branding to **internal** glass where privacy is not required.

Note:

- Circles should always be used in a multiple of three
- Check the dot guidelines (level 3 and 4) [here](#)
- Use multiple glass panes as one canvas
- Internal use only
- Circles can be added to either clear or frosted glass
- The width of the outline should be 15mm



An example of vinyl circles used in our Guangzhou Jiadu, China site.

03

Vinyl dots – transparent

Vinyl dots – transparent

How to apply the three dots on glass windows

Vinyl dots can be used to add some color and/or brand identity feel to an interior or to help with creating some kind of privacy. The transparent vinyl can be combined with frosted glass to add additional privacy.

Note:

- Dots should always be used in a multiple of three (for more details please check the Brand Center)
- Use multiple glass panes as one canvas
- Dots can be either colored on clear glass or clear dots on a colored background



An example of vinyl dots in our Seoul, South Korea site.

04

Colors

Opaque vinyl

Vinyl suppliers and codes

Opaque vinyl should be used for circle outlines and safety / colored dots only. These are the codes which should be used:

Green 2	Avery 965 SC Mint	Blue 3	3M 100-453 Soft Blue
Purple 5	Avery 868 Purple Gloss	Red 4	3M 100-53 Cardinal Red
Orange 3	3M 100-717/5 Light Orange	Yellow 3	Avery 814-01 Wasabi Green Gloss
Brown 2	MacTac 9889-104 PRO Pearl Grey	White	Avery 800 White Gloss



An example of vinyl circles used in our Guangzhou Jiadu, China site.

Transparent vinyl

Vinyl suppliers and codes

Transparent vinyl should be used for vinyl dots on internal glass. These are the codes which should be used:

	Green 3	Aslan CT113-11364K		Blue 2	Aslan CT113-11383K
	Red 4	Aslan CT113-11357K		Red 5	Aslan CT113-11359K
	Orange 2	Aslan CT113-11336K		Orange 3	Aslan CT113-11357K
	Yellow 2	Aslan CT113-11388K		Purple 4	Aslan CT113-11395K



An example of transparent vinyl circles in our Leeuwarden, Netherlands site.

05

Definitions

Definitions

The various ways how to apply vinyl

Opaque: Vinyl that is not “transparent” or “translucent” is opaque – meaning no light is permitted through at all. This is used for small vinyl dots (page 4, 5) or the outline circles (page 7).

Transparent: Vinyl that transmits light clearly and doesn't diffuse it. This is used for vinyl dots (page 9).

Translucent / Frosted: Vinyl that allows light and has a matte, frosted appearance. You can see the general outline of items placed behind translucent films but not the details. This will only be used as a method of providing privacy in white.

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