Visual identity on glass

April 2024

dsm-firmenich

About this playbook

This playbook aims to present the foundations of how to apply our brand identity on glass in an architectural context. Please note that the proposals in this document are not to be intended as final.

Instead they can be used as a source of inspiration for future developments and briefing session to internal teams and partners.

Index

01 Building blocks 4
- Our core assets
- An integrated approach
- Point of attention
  - Same visual unit
  - Color to indentify spaces
  - Using the Dots
  - A canvas for storytelling
  - Avoid visual clutter
- Suggestion for finishes
  - Transparency as a tool
  - Examples
  - Selecting multiple colors

02 In action 15
- Example of application
  - Single module window
  - Double module window
  - Multiple module window
- What to avoid

03 Considering the bigger context 29
- Piece in the Puzzle
- Harmony, at a glance
  - Some contexts let us experience things all at once...
- Harmony, unfolding
  - In other occasions people will be exposed to a sequence of stimuli. One after the other.
- Use of color
- Conclusion

01 Building blocks

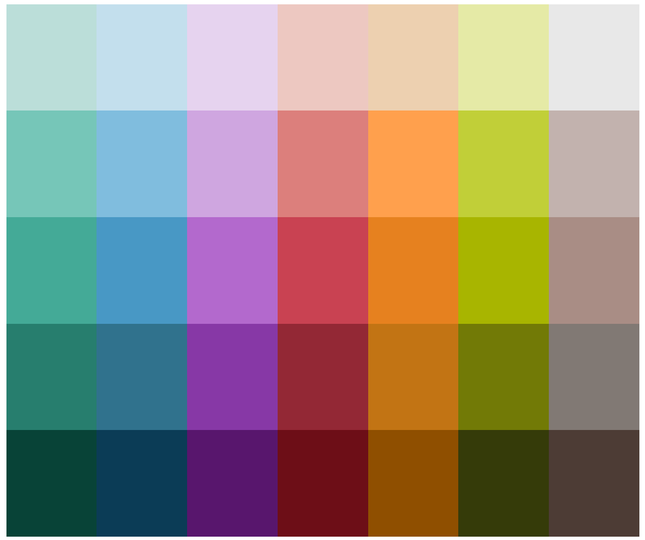
Building Blocks

Our core assets

The identity of DSM-Firmenich is rich in proprietary assets that can be used to generate recognition and enhance brand visibility.

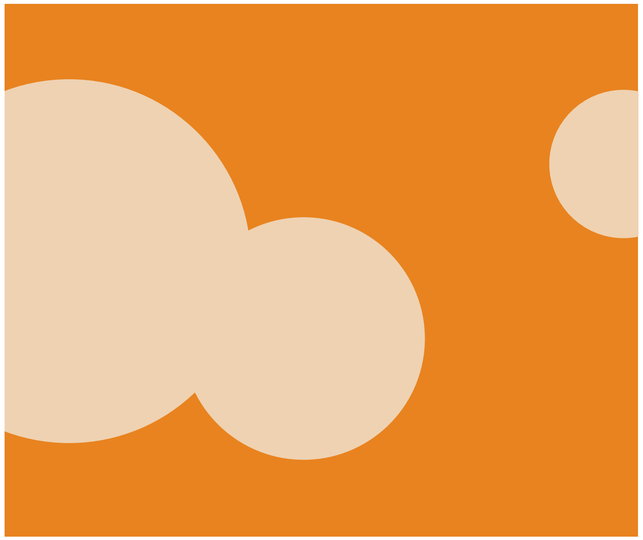
This page highlights the main assets of the brand.

Color



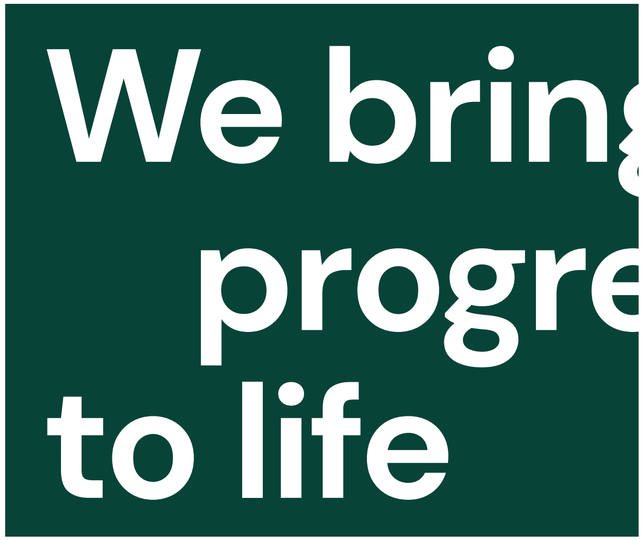
The extensive dsm-firmenich color palette provides us with high expressive flexibility.

Dots



The dots are one of the key asset of the visual identity and constitute a highly recognizable element.

Typography



The proprietary typography allows us to create inspirational phrases and instill brand values, imparting stature and elegance.

An integrated approach

The brand assets are like the ingredients of a sophisticated dish, they can be used individually, but it's together that they create the perfect combination.

By combining the assets, you can gain a greater expressive flexibility, allowing the creation of a more dynamic and sophysticated language.

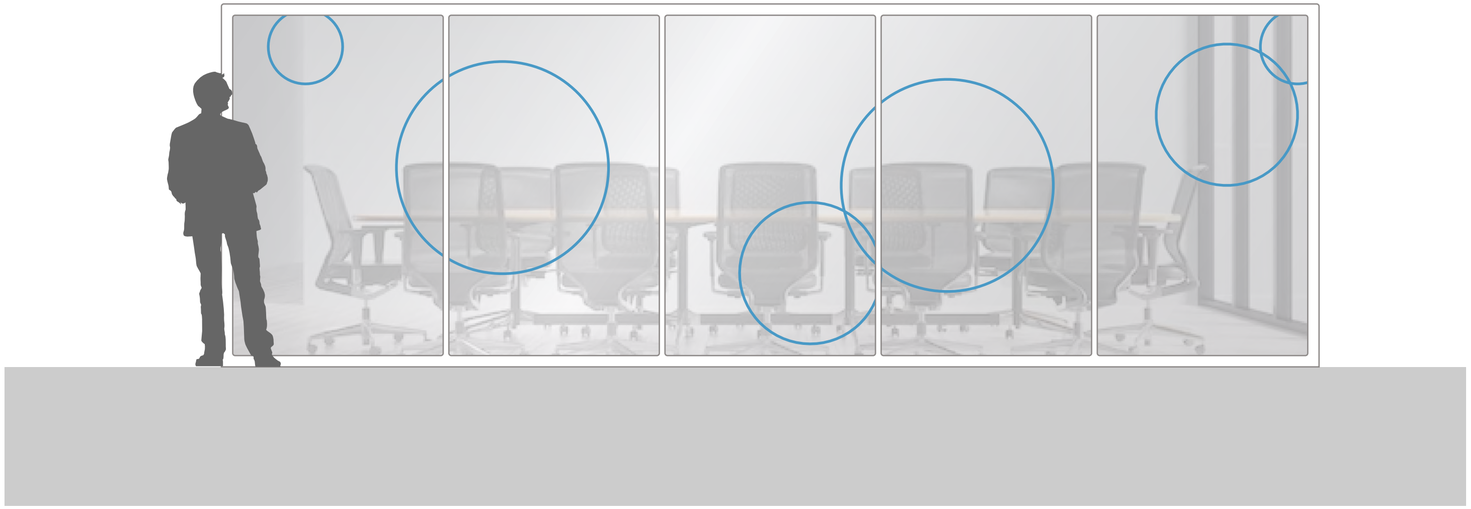
Please pay attention to the following point when designing.

Point of attention
Same visual unit

To avoid a chaotic result and to maintain a cohesive and visually consistent result, it's essential to treat multiple windows as a single canvas.

This means not applying different colors, styles, or elements in the same space but designing the application as part of a unified layout.

Example



Reference





Point of attention
Color to indentify spaces

Color plays a significant role in wayfinding, which refers to the process of navigating and orienting oneself within a physical environment.

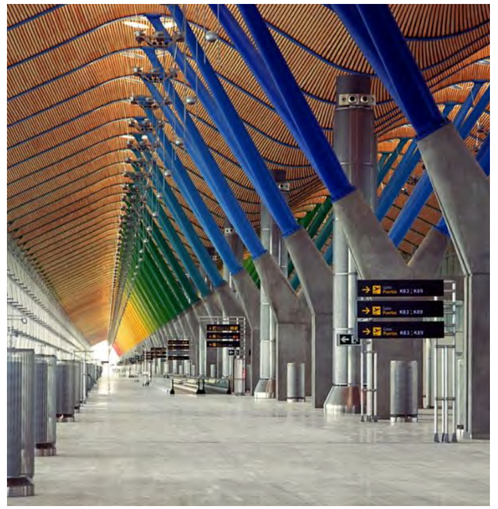
Wayfinding use color to convey information, guide people, and enhance overall navigation.

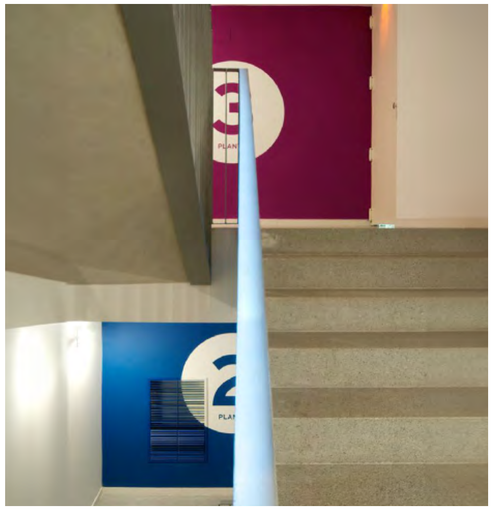
Later in the presentation, we will delve deeper into how color should be considered within a broader context.

Example



Reference





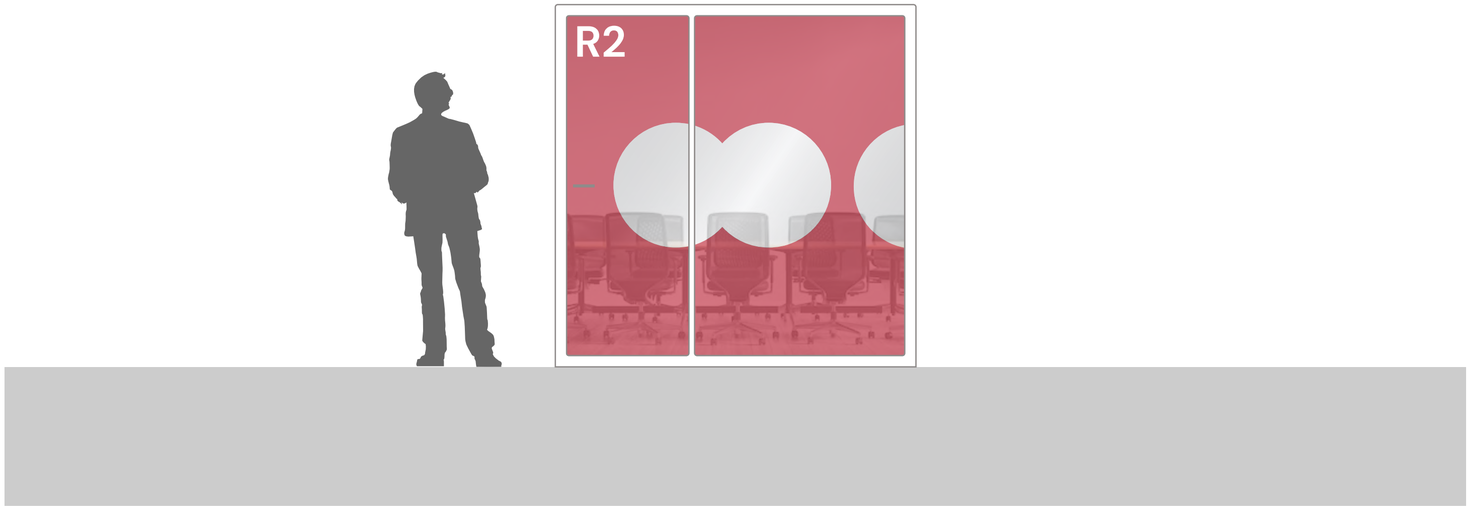
Point of attention
Using the Dots

Dots can help define spaces or become a decorative element.

They can be applied both in outline or in solid color.

Moreover, they can be used as a cutout element in a larger graphic.

Example



Reference







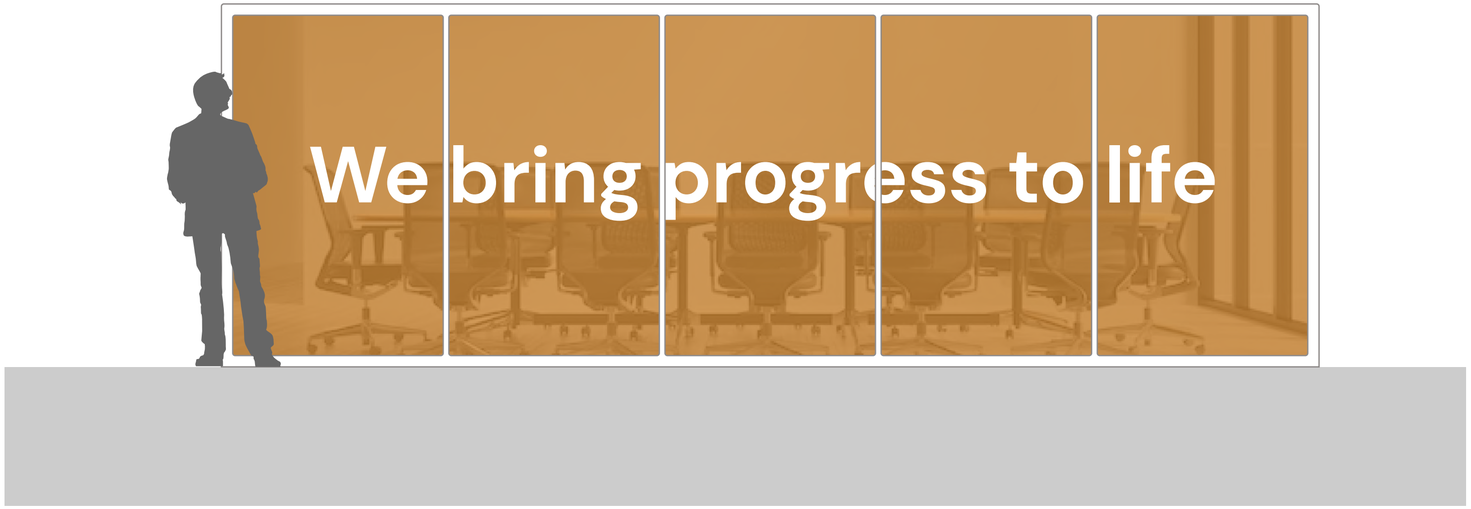
Point of attention
A canvas for storytelling

Typography with brand-related messages could be another way to personalize spaces, helping to create a varied look and feel.

In this initial exploration, we used ‘we bring progress to life’ as illustrative text.

Tailor-made copies for individual spaces and offices could became a viable solution to have a full customization.

Example



Reference







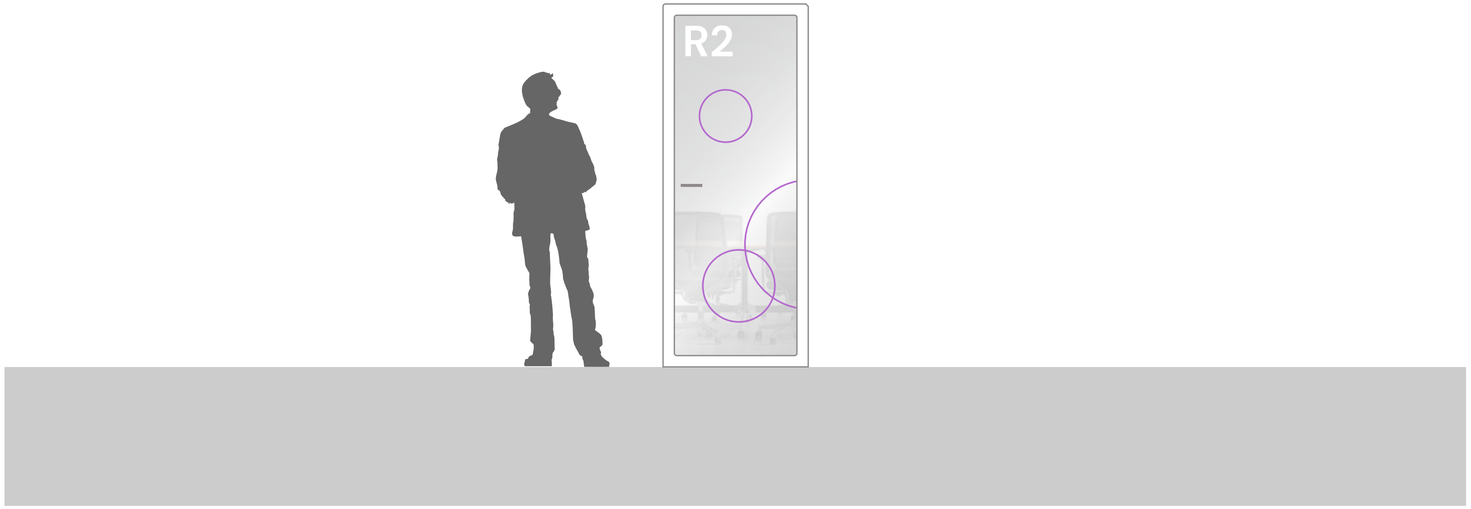
Point of attention
Avoid visual clutter

Try to avoid applying too many assets when the application space is very limited, such as a door.

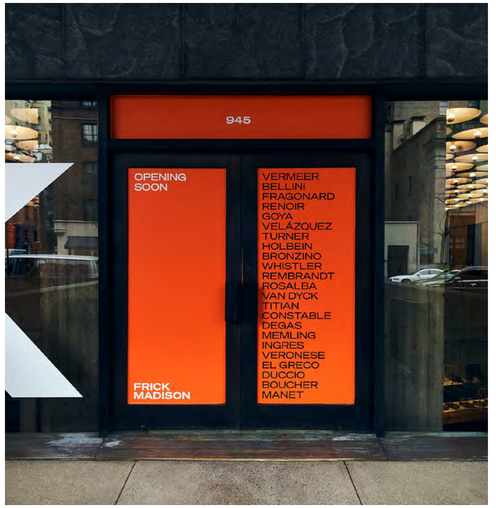
The result may lead to significant visual clutter.

To avoid this, we recommend maintaining a simpler and cleaner design for small spaces and exploring expressive possibilities more on larger surfaces.

Example



Reference





Suggestion for finishes
Transparency as a tool

For a better effect and in order to maintain brightness in the spaces, we recommend using semi-transparent window graphics, especially when applied in full-colored backgrounds.

This concept of semi-transparent window graphics can be integrated with the consideration of cutouts of dots, creating a more dynamic language on the relationship between the external and internal space.

To ensure a lower chromatic impact within individual rooms, it is recommended to apply the colored film only on the windows facing the internal corridors of the building.

Example



Reference





Suggestion for finishes Examples

The suggested options will need to be validated based on feasibility and context.

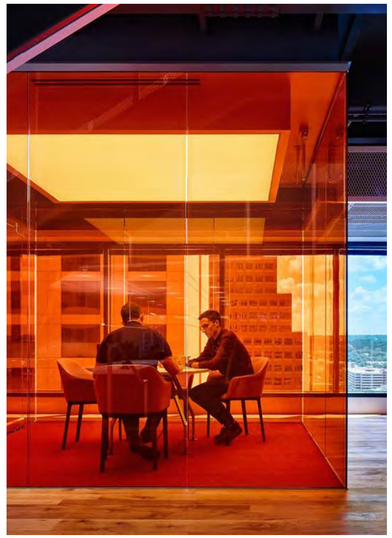
As a general note, it should be considered that the colored frosted film effect also contributes to achieving the goal of privacy, extending beyond aesthetic enhancement.

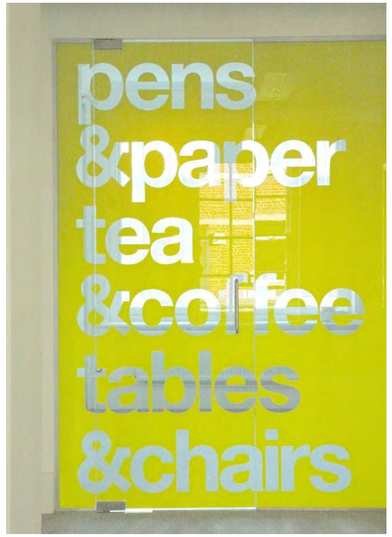
The treatments represented in this page are:
- Colored frosted film
- Colored semi-transparent film
- Cut out text











Suggestion for finishes
Selecting multiple colors

Mixing colors with different brightness levels will achieve a more diverse and sophisticated look and feel.

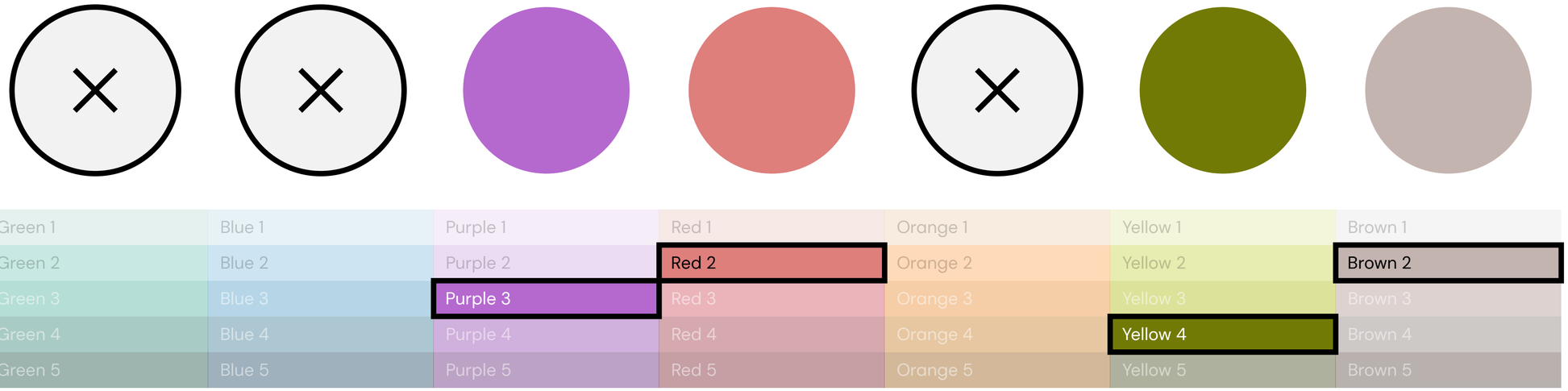
There is no magic formula to select a good color combination, it's a matter of sensibility to the context.

As a general rule, avoid excessive use of colors; the aim is to create a thoughtful and harmonious environment.

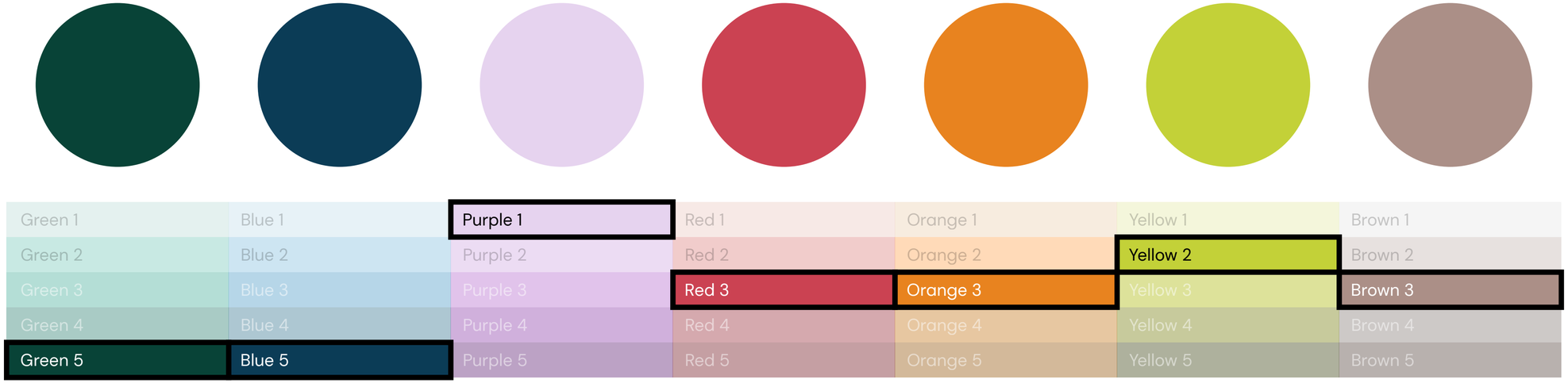
In section 3, we will explore the criteria for color selection and delve into strategies to ensure a balanced and cohesive color combination.

Please note that the specific colors are going to be decided in advance in collaboration with the suppliers to obtain an accurate list of color codes for the adhesive films to be used. Once finalized, they will be published on the brand center.

Example 1



Example 2

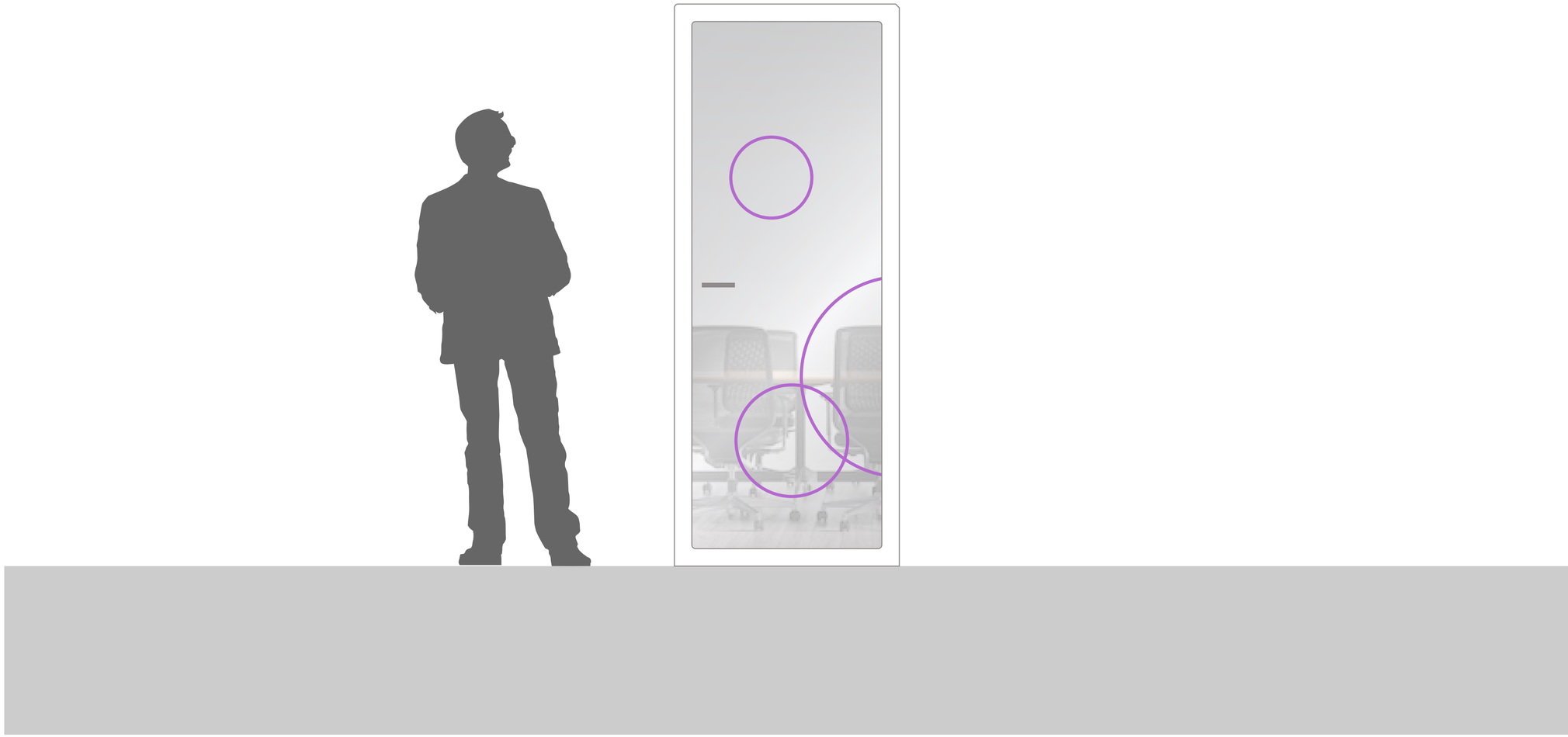


02 In action

Example of application
Single module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●●○
Privacy ●○○○
Safety ●●○○



Technical description
The example shows a plain window, upon which non-transparent outline colored vinyl dots have been applied.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the glass.
In this scenario, the non-transparent colored vinyl dots would be applied on top of the frosted vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Single module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●●○
Privacy ●●○○
Safety ●●●●



Technical description
The example shows a plain window, upon which semi-transparent colored vinyl dots have been applied.
The room number (R2) is a non-transparent white vinyl.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the glass.
In this scenario, the semi-transparent colored vinyl dots and the non-transparent white vinyl room number would be applied on top of the frosted vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Single module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●○○
Privacy ●●●●
Safety ●●●●



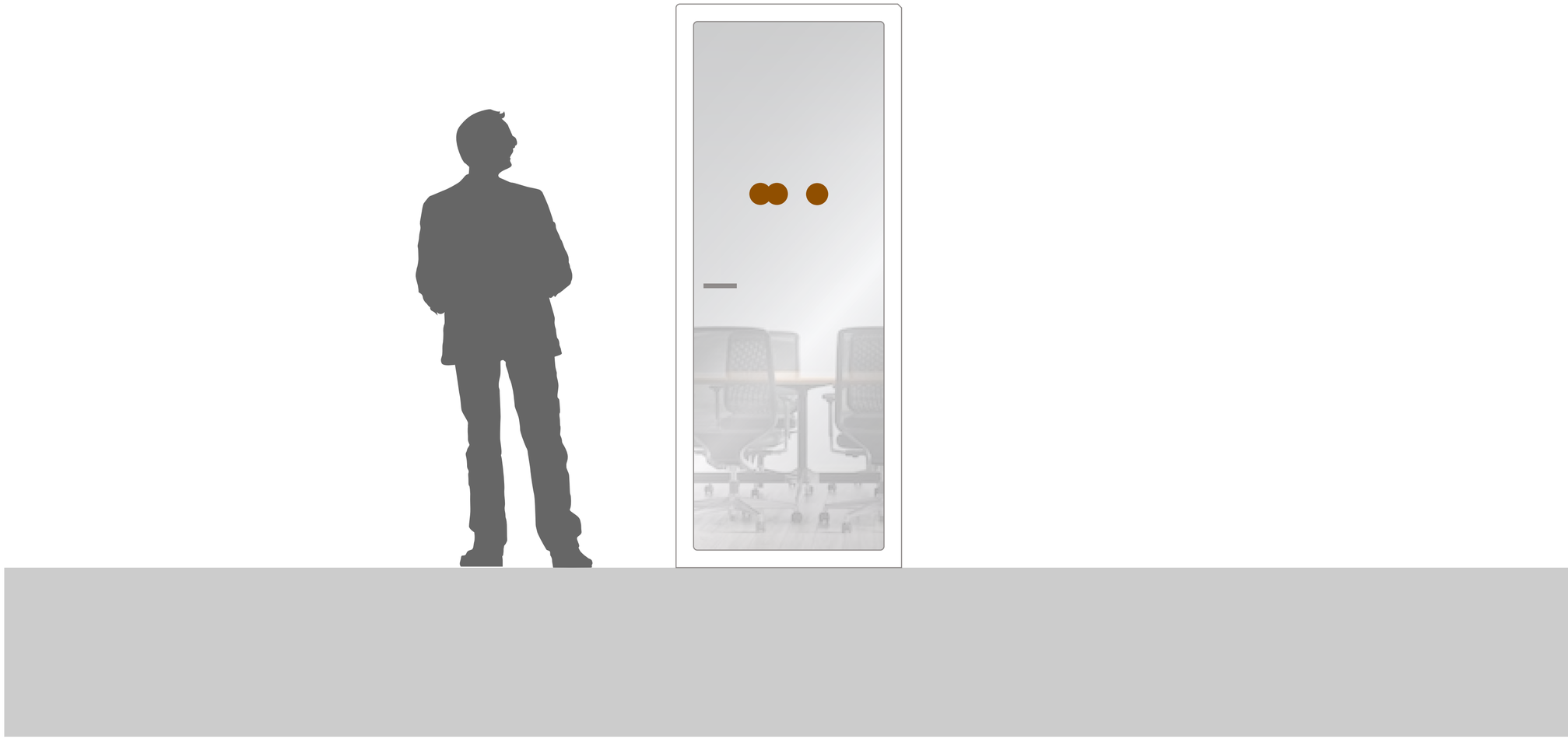
Technical description
The example shows a window with semi-transparent colored vinyl applied to the entire surface.
The room number (R2) is a non-transparent white vinyl applied on top of the semi-transparent colored vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Single module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●○○
Privacy ●○○○
Safety ●●●●



Technical description
The example shows a plain window, upon which non-transparent colored vinyl dots have been applied.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the glass.
In this scenario, the non-transparent colored vinyl dots would be applied on top of the frosted vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Double module window

Brand expression ●●○○
Privacy ●●●●
Safety ●●●●

These examples showcase different applications of graphic film vinyls on various window modules.



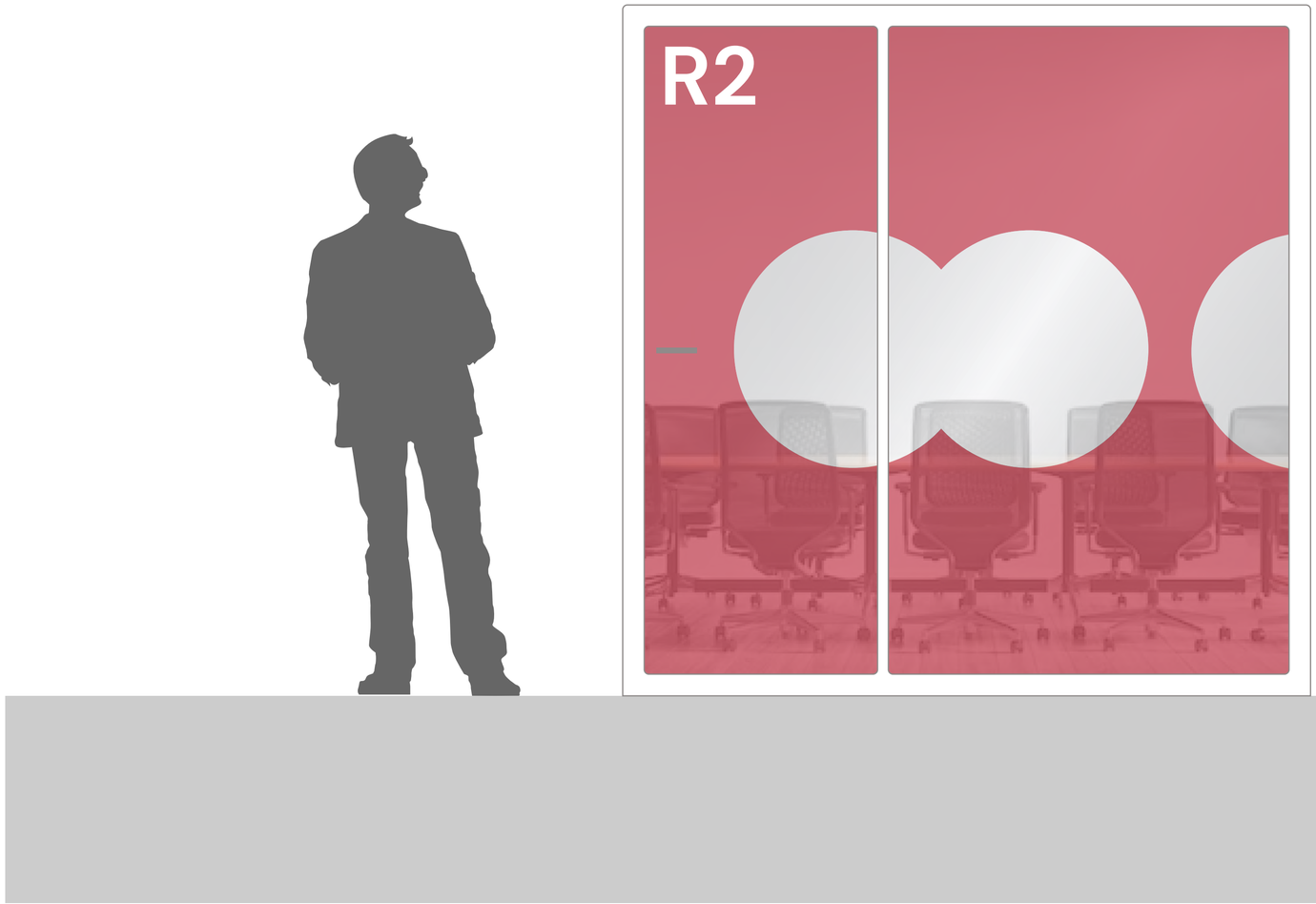
Technical description
The example shows a window with semi-transparent colored vinyl applied to the entire surface.
The room number (R2) is a non-transparent white vinyl applied on top of the semi-transparent colored vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Double module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●○○
Privacy ●●○○
Safety ●●●●



Technical description
The example shows a window with semi-transparent colored vinyl applied to the entire surface, with a cut out of three dots with frosted vinyl applied.
The room number (R2) is a non-transparent white vinyl applied on top of the semi-transparent colored vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Double module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●●●
Privacy ●●●○
Safety ●●●●



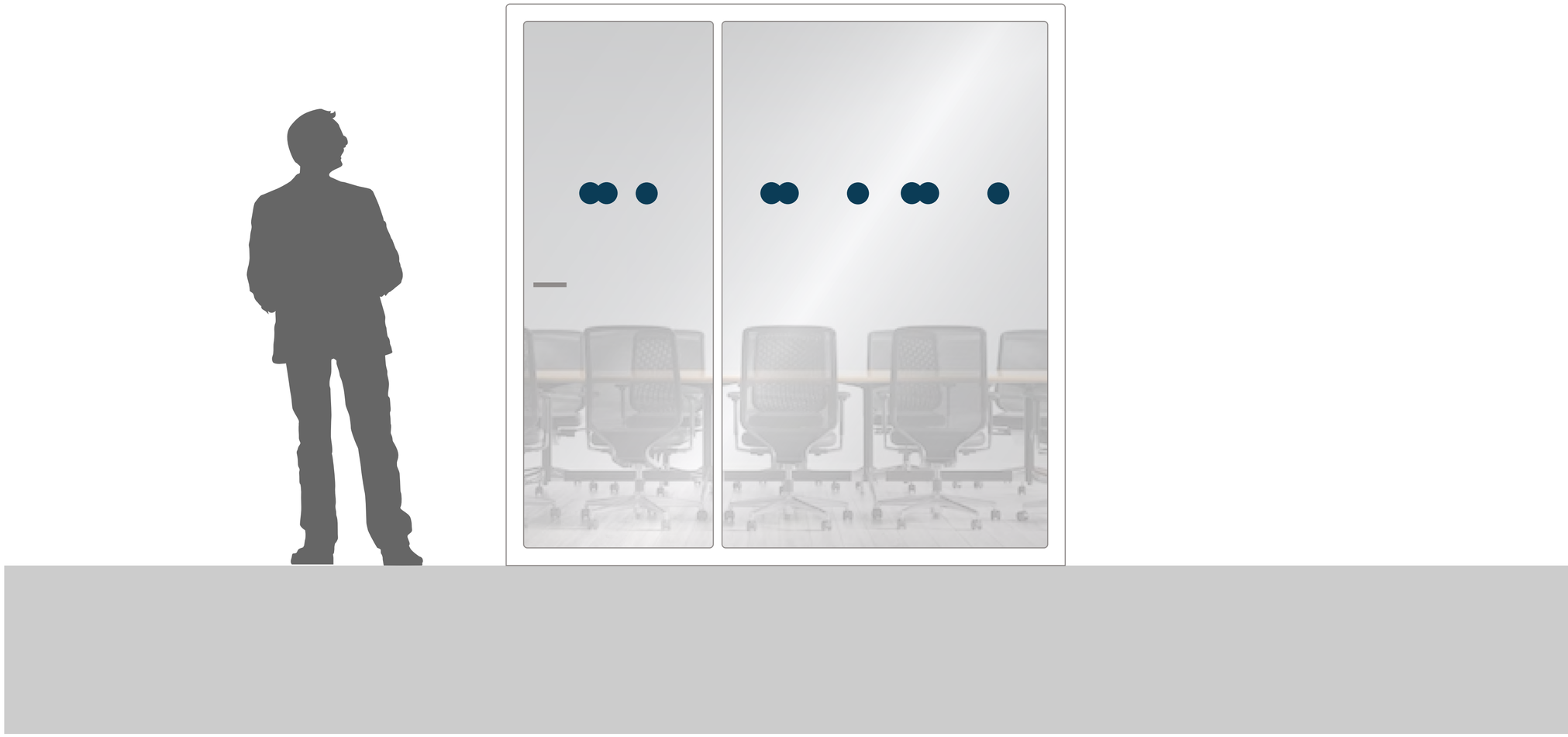
Technical description
The example shows a plain left window, upon which non-transparent white vinyl room number (R2) have been applied.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the left glass.
In this scenario, the non-transparent white vinyl room number would be applied on top of the frosted vinyl.
On the right window a semi-transparent colored vinyl has been applied to the entire surface.
The three dots outlines are made of non-transparent colored vinyl.
"We bring progress to life" is made of non-transparent white and non-transparent colored vinyls.
Both the three dots and "We bring progress to life" are applied on top of the semi-transparent colored vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Double module window

These examples showcase different applications of graphic film vinyls on various window modules.

Brand expression ●●○○
Privacy ●○○○
Safety ●●●●



Technical description
The example shows a plain window, upon which non-transparent colored vinyl dots have been applied.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the glass.
In this scenario, the non-transparent colored vinyl dots would be applied on top of the frosted vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Multiple module window

Brand expression
Privacy
Safety

These examples showcase different applications of graphic film vinyls on various window modules.



Technical description
The example shows a window with semi-transparent colored vinyl applied to the entire surface.
"We bring progress to life" is a non-transparent white vinyl applied on top of the semi-transparent colored vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Multiple module window

Brand expression ●●●●
Privacy ●●○○
Safety ●●●●

These examples showcase different applications of graphic film vinyls on various window modules.



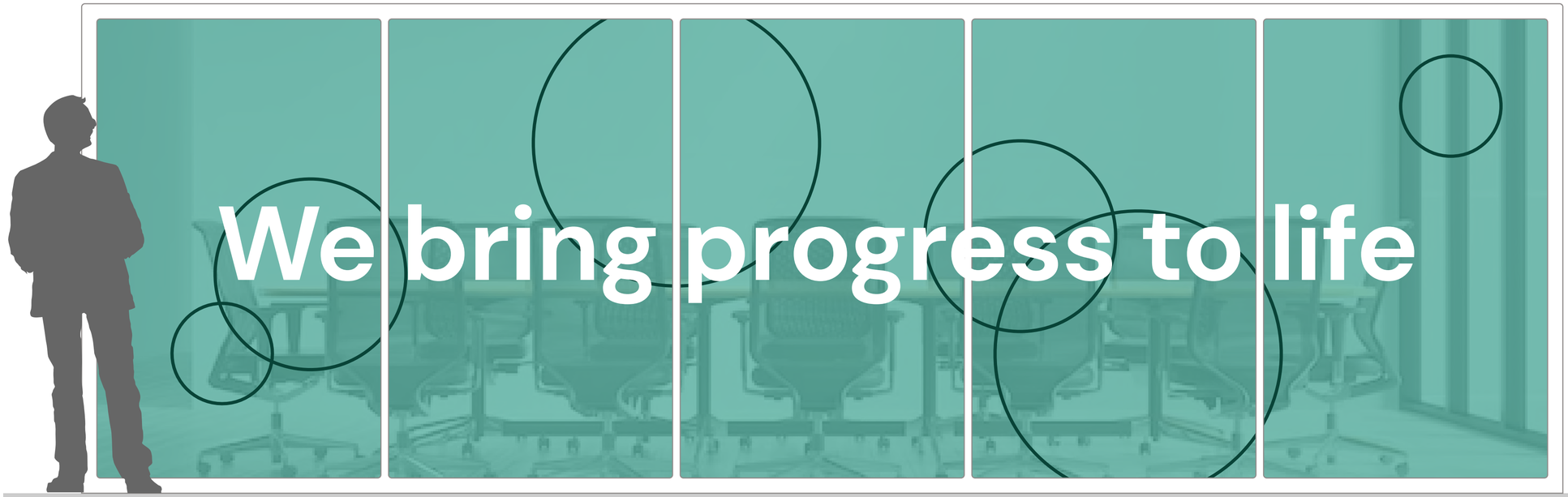
Technical description
The example shows a plain window, upon which non-transparent colored vinyl dot outlines have been applied.
"We bring progress to life" is a non-transparent colored vinyl.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the glass.
In this scenario, the non-transparent colored vinyl dot outlines and the non-transparent colored "We bring progress to life" would be applied on top of the frosted vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Multiple module window

Brand expression
Privacy
Safety

These examples showcase different applications of graphic film vinyls on various window modules.



Technical description
The example shows a window with semi-transparent colored vinyl applied to the entire surface.
The dot outlines are made of non-transparent colored vinyl.
"We bring progress to life" is made of non-transparent white vinyl.
Both the dot outlines and "We bring progress to life" are applied on top of the semi-transparent colored vinyl.

The technical feasibility should be evaluated with the chosen supplier.

Example of application
Multiple module window

Brand expression ● ● ○ ○
Privacy ● ○ ○ ○
Safety ● ● ● ●

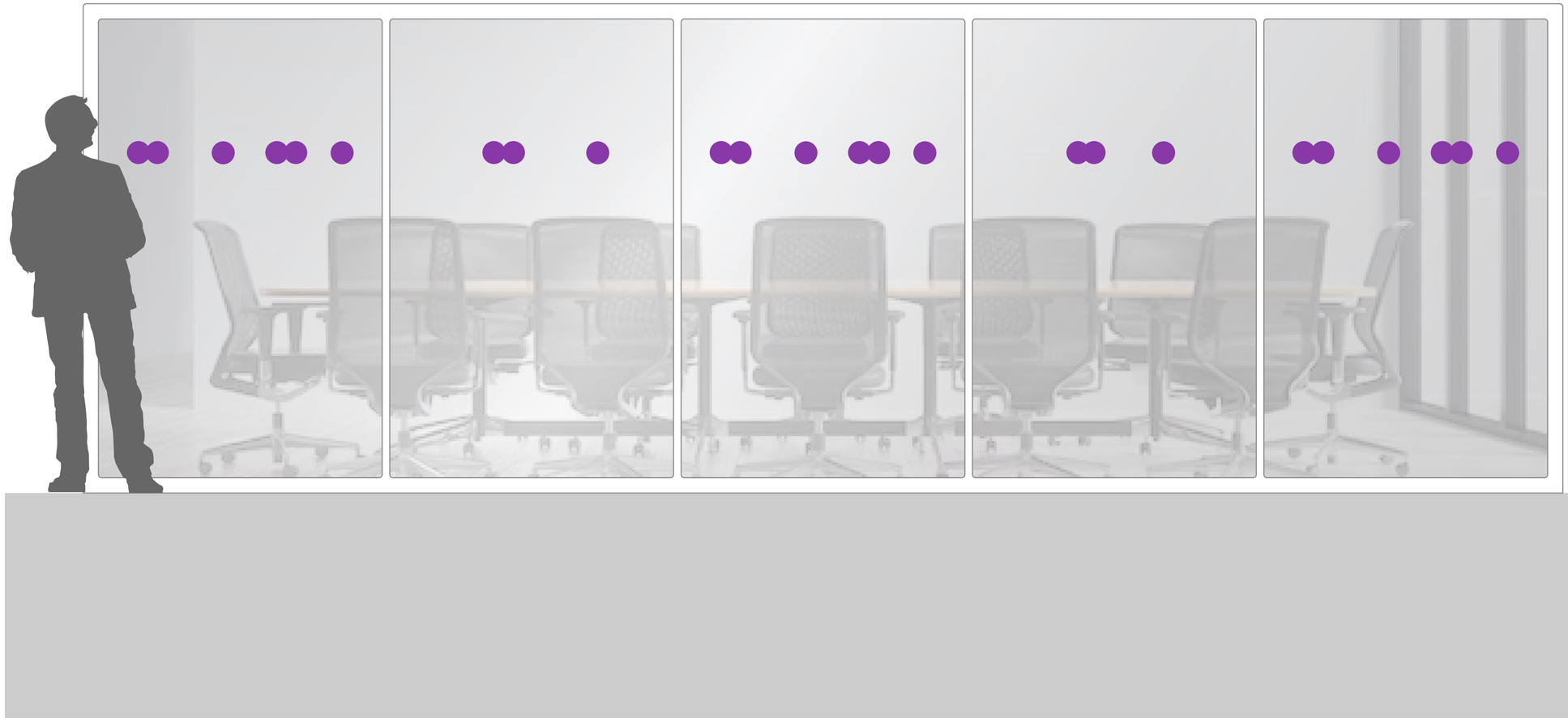
These examples showcase different applications of graphic film vinyls on various window modules.

To create a lighter dot arrangement, you have the option to alternate between compositions of three and six dots.
In this specific example, the dots should be interpreted more as a continuous line than as a standalone graphic element. The idea is to use them to enhance the safety level of the window rather than to enhance privacy or brand expression.

Moreover, in situations where the individual window is very long, the total number of dots may be greater than the one described previously.

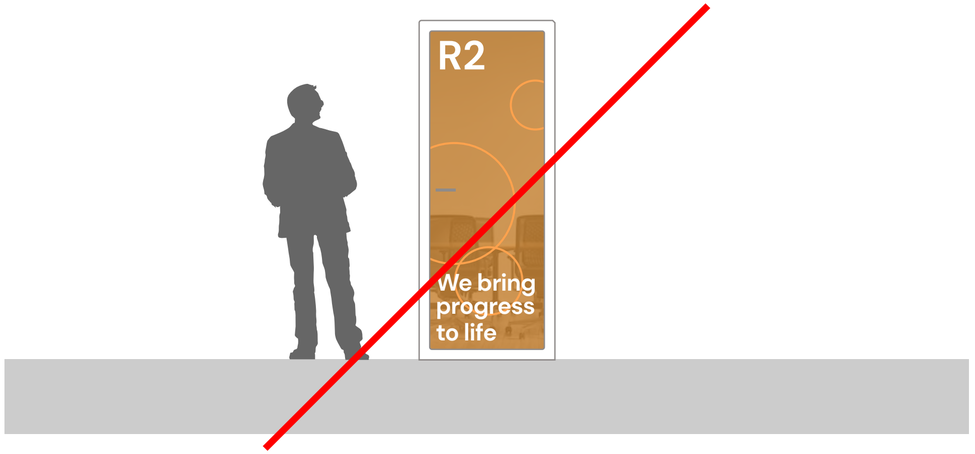
Technical description
The example shows a plain window, upon which non-transparent colored vinyl dots have been applied.
To enhance the privacy of the room, frosted vinyl can be applied to the entire surface of the glass.
In this scenario, the non-transparent colored vinyl dots would be applied on top of the frosted vinyl.

The technical feasibility should be evaluated with the chosen supplier.



What to avoid

On this page are shown some incorrect applications of vinyl stickers.



NO

Do not add to much complexity



NO

Do not use more than one group of color on a windo group



NO

Do not overfill the layout with text



NO

Do not consider each window as a single layout

03 Considering the bigger context

Piece in the Puzzle

What we have illustrated so far are the building blocks, and it's necessary to consider the whole in a broader context to ensure a harmonious and coherent result.

The single applications should be designed in the context of a broader experience.

Considering the bigger context

Harmony, at a glance Some contexts let us experience things all at once...

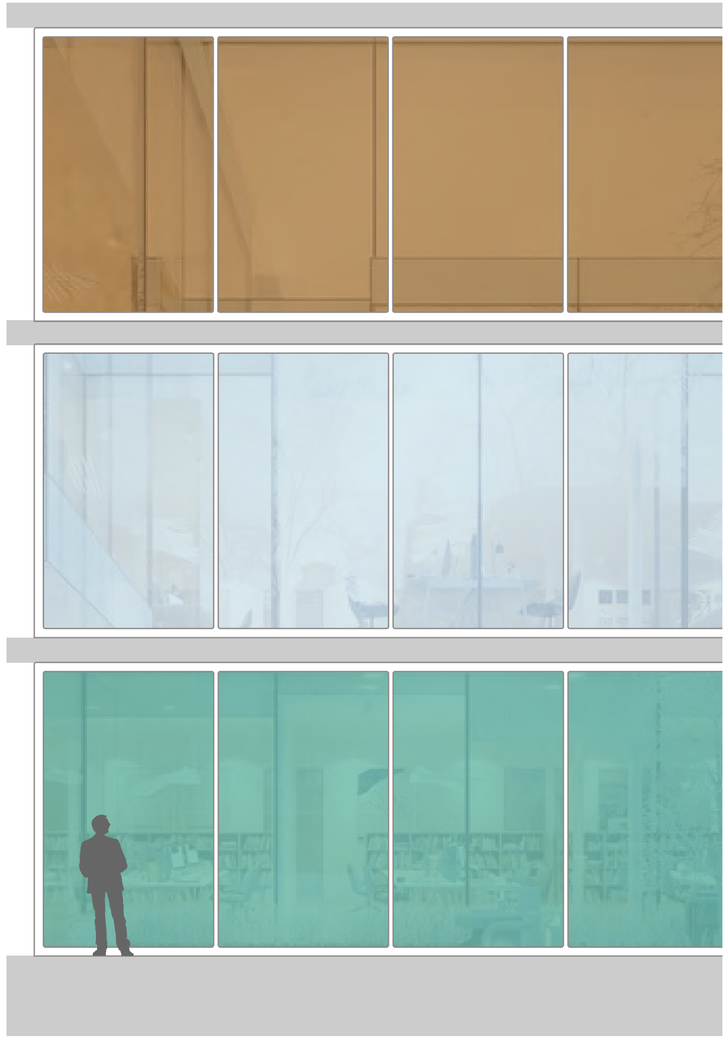
Contextualization is crucial in the application of individual elements.

The context can influence and guide the application methods of the treatments described in this document.

The creation of harmony and coherence should be the ultimate goal of any space customization intervention, ensuring synergy among the elements and a vibrant integration with the surrounding environment.

In occasions like this, opting for a single treatment with one degree of variation (e.g. color) creates a nice impression.

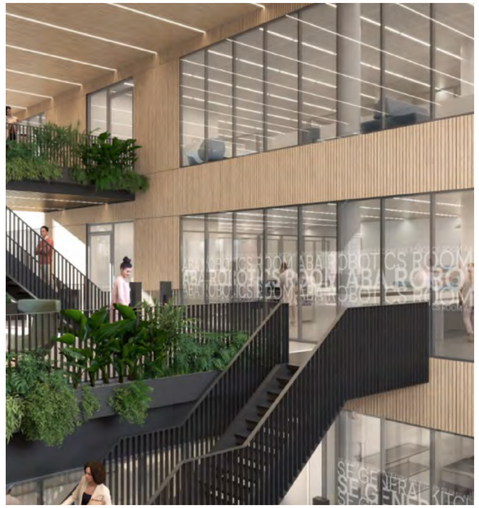
Example 1 – Full color application



Example 2 – Dots application



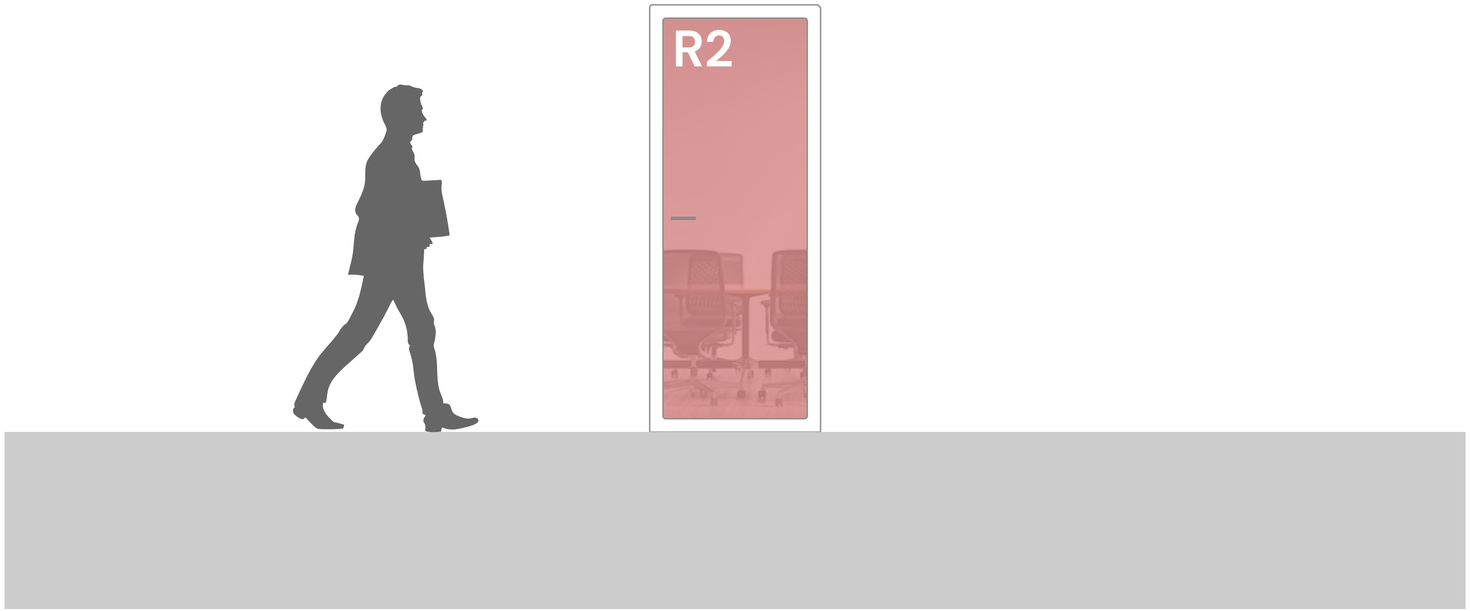
Reference



Considering the bigger context

Harmony, unfolding
In other occasions people will be exposed to a sequence of stimuli. One after the other.

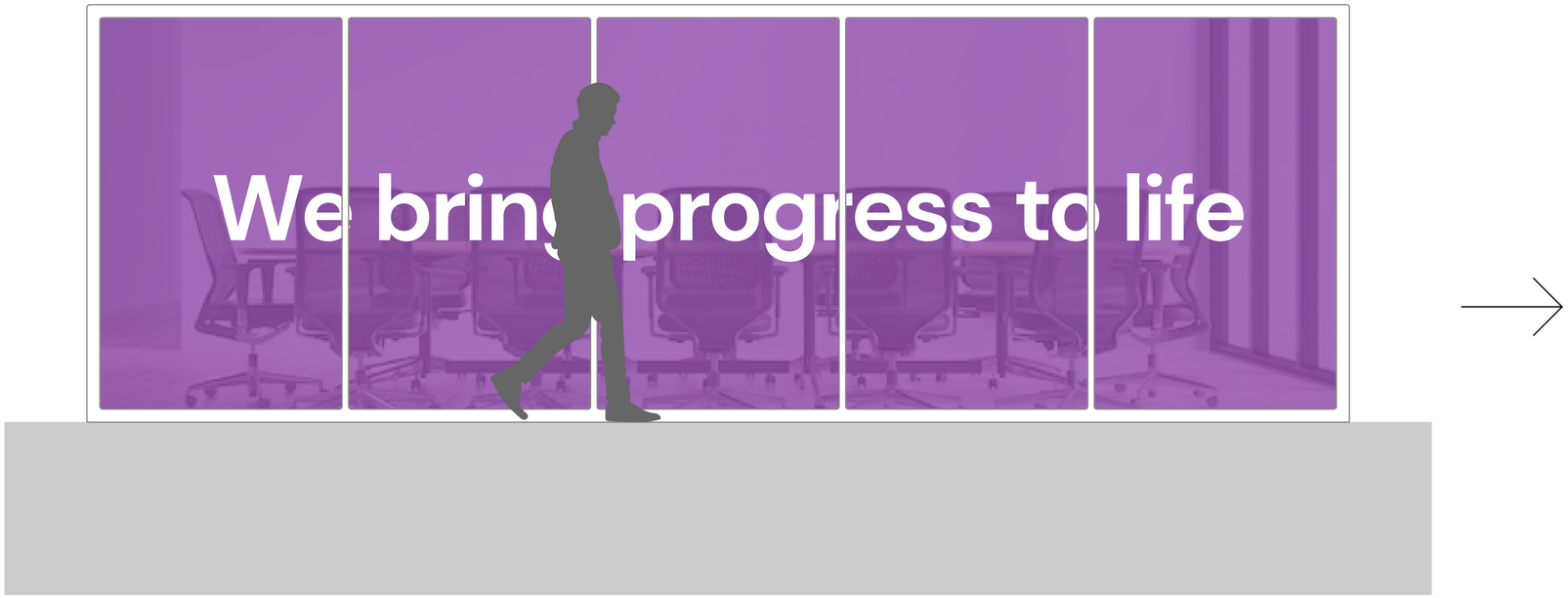
In this occasions a more varied set of treatments can be confidently used to create a more interesting experience.



Considering the bigger context

Harmony, unfolding
In other occasions people will be exposed to a sequence of stimuli. One after the other.

In this occasions a more varied set of treatments can be confidently used to create a more interesting experience.



Considering the bigger context

Harmony, unfolding
In other occasions people will be exposed to a sequence of stimuli. One after the other.

In this occasions a more varied set of treatments can be confidently used to create a more interesting experience.

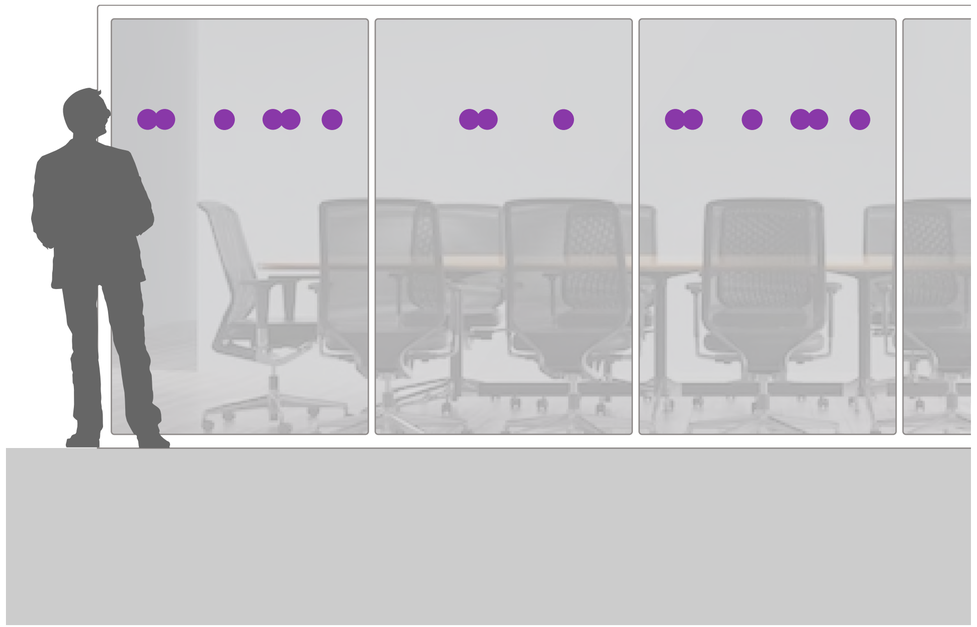


Considering the bigger context

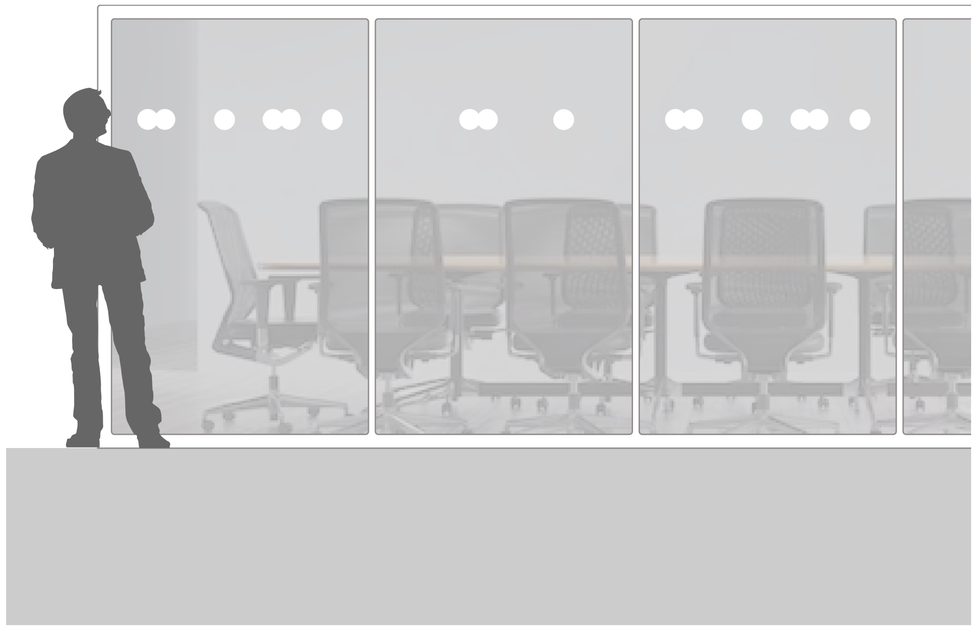
Use of color

Sometimes, especially for repeated applications, using a neutral white color treatment can be the right choice to establish the right feelings.

Colored application



White application



Conclusion

Ask yourself, how it this element going to be experienced? How would the single element experience relate with other elements that are close?

An important final point
Do not overwhelm the space (and its inhabitants!) with too many branding applications.
Balance the applications to feel elegant and considered.

We bring progress to life

© 2026 dsm-firmenich group.

dsm-firmenich