

Brand & Design guide

March 2020



Introduction

This brand & design guide describes the Poul Due Jensen Foundation's brand hierarchy and how to present us visually, both via the masterbrand and the three underlying visual universes: Water, Inclusion, and Research.

The guide is a set of simple rules to ensure that our brand is respected in our own and in our partners' communication activities. It is also a source of inspiration and hopefully, it will ensure creativity within its boundaries, allowing the Foundation to appear professionally and easily recognisable.

In the following pages you will find all of our visual universe: Logo, typography, colours and graphical elements as well as examples of how to use them.

Contact and guidance

If you have questions in relation to our appearance, please contact:

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Masterbrand

OUR MINDSET

The Masterbrand has its source in the Founder's values which can be condensed in the following quote::

"There are obligations that go beyond those derived from legislation and tax payments."

This thinking has developed into the following brand mindset:

Durability:

Quality and thoroughness are an integrated part of all of the Foundation's activities

Sustainable change:

A holistic and inventive approach to long-term changes with the aim of making the world and society a better place as the key target

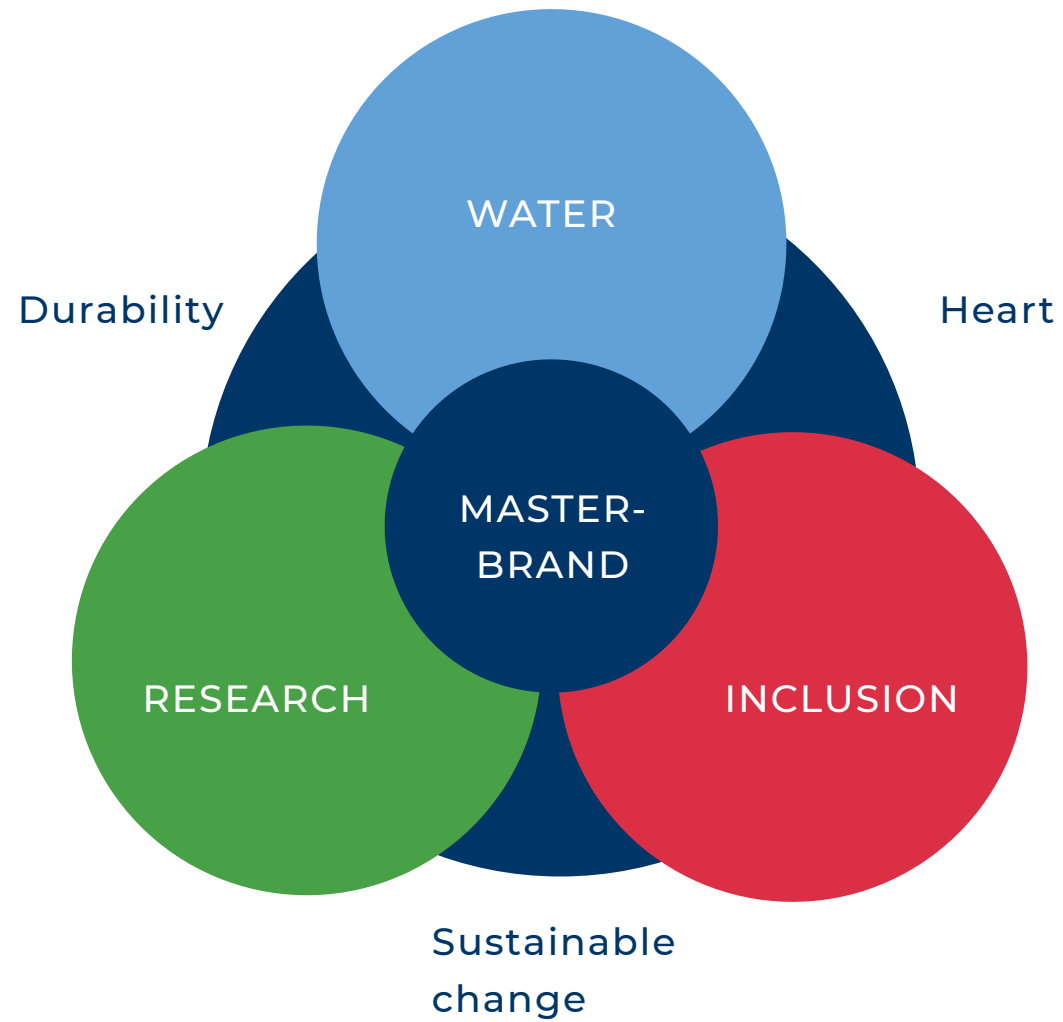
Heart:

Respect and care for all of those whose lives are affected by our activities

Everything we say and do should respect this mindset.

“**There are obligations that go beyond those derived from legislation and tax payments.**”

Brand wheel - Masterbrand & Subbrands



Basic elements

Logo

The Foundation's logo was designed to create a strong connection between the Foundation and its subsidiary, Grundfos. The two logos should also work in relation to each other.

The diagonal cuts of the F and T in the word FOUNDATION replicate the letter F of the Grundfos logo, and the shape of the A is inspired by the design of the Grundfos icon.

The A also acts as a /, separating POUL DUE JENSEN from GRUNDFOS in the Foundation's logo. The word FOUNDATION connects everything again.

The letter O of FOUNDATION is replicated in the bubble graphics (see p. 15).

The letter A of FOUNDATION as a symbol/icon is currently only used as favicon of the website, but with time it could become a central design element in our graphical expression.



Logo concept I

FREE SPACE (FRIZONE)

There should always be a minimum free space around the logo equal to the size of the letter F in FOUNDATION.

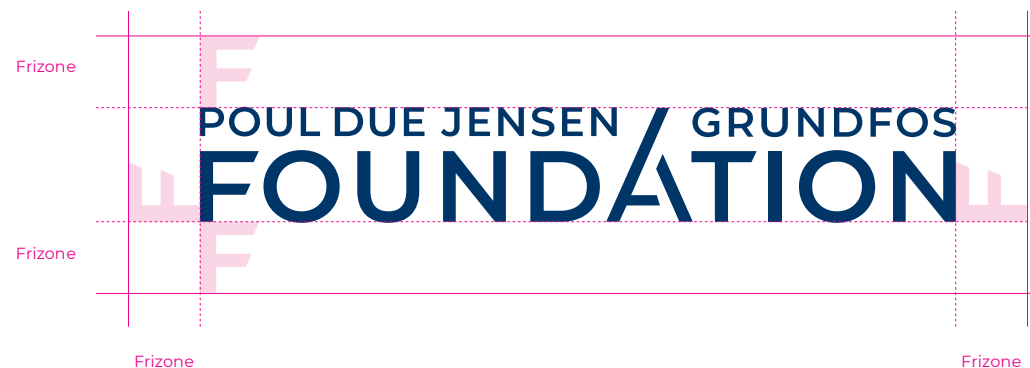
LOGO SIZE

The logo is 100 mm wide in 100%, and if the needed size is 45mm, it should be placed in 45%.

Dimensions within the logo elements must never be changed.

MINIMUM SIZE

To ensure readability, the logo should never be reproduced less than 15mm wide.



Logo concept II

Poul Due Jensen / Grundfos Foundation's logo has three variations that are used across all media and platforms.

The logo is available as a vector graphic EPS (very scalable) or as pixel graphic JPEG and PNG files (limited scalability).

The primary version is blue on a white background..

The secondary version is negative white on a blue (or dark/coloured) background.

If only one colour is available, the logo is reproduced in black.

IMPORTANT: Never try to alter or recreate the Foundation's logo. Always use the original Adobe® Illustrator EPS file provided by the Foundation.

POUL DUE JENSEN / GRUNDFOS
FOUNDATION

POUL DUE JENSEN / GRUNDFOS
FOUNDATION

POUL DUE JENSEN / GRUNDFOS
FOUNDATION

Logo concept III

Poul Due Jensen / Grundfos Foundation's logo has three variations that are used across all media and platforms.

The primary version is blue on a white background. The secondary version is negative white on a blue (or dark/coloured) background. If only one colour is available, the logo is reproduced in black.

The download folder contains the following variations:

Print / logos
Digital / logos
Web / logo

IMPORTANT: Never try to alter or recreate the Foundation's logo. Always use the original Adobe® Illustrator EPS file provided by the Foundation.

POUL DUE JENSEN / GRUNDFOS
FOUNDATION



POUL DUE JENSEN / GRUNDFOS
FOUNDATION

Logo blue

Print:

PDJ_foundation_logo_blue_cmyk_coated.ai
PDJ_foundation_logo_blue_cmyk_uncoated.ai
PDJ_foundation_logo_blue_pantone_7693C.ai
PDJ_foundation_logo_blue_cmyk.jpeg

Digital:

PDJ_foundation_logo_blue_rgb.ai
PDJ_foundation_logo_blue_rgb.png

Web:

PDJ_foundation_logo_blue_rgb.svg

Logo white

Print:

PDJ_foundation_logo_white_cmyk.ai

Digital:

PDJ_foundation_logo_White_rgb.ai PDJ_foundation_logo_White_rgb.png

Logo black

Print:

PDJ_foundation_logo_black_cmyk.ai

Digital:

PDJ_foundation_logo_black_rgb.ai PDJ_foundation_logo_black_rgb.png

Primary colours

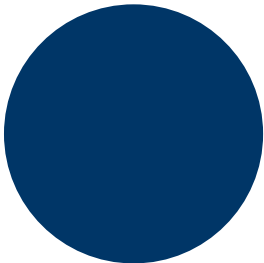
MASTERBRAND & SUBBRANDS

The Foundation's primary colours are Masterbrand Blue (Grundfos blue) and three subbrand colours: Water Blue, Inclusion Red and Research Green.

CMYK, RGB, and HEX definitions are described here.

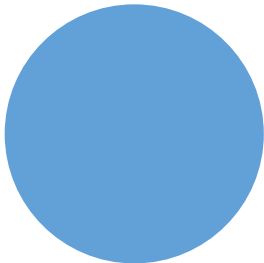
The colours are always used in 100% unless otherwise specified.

Masterbrand



C 100 . M 55 . Y 0 . K 55
R 17 . G 73 . B 123
HEX # 11497b

Water



C 60 . M 25 . Y 0 . K 0
R 100 . G 160 . B 215
HEX # 64a0d7



50 %

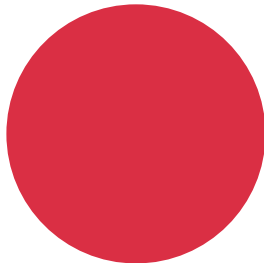


10 %



Water Blue may be used in 50% (graphs) and 10% when used in bubble graphics (see p. 15).

Inclusion



C 10 . M 95 . Y 75 . K 0
R 220 . G 50 . B 70
HEX # dc3246



50 %

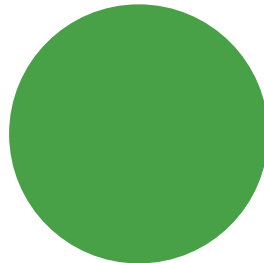


10 %



Inclusion Red may be used in 50% (graphs) and 10% when used in bubble graphics (see p. 15).

Research



C 75 . M 15 . Y 100 . K 0
R 75 . G 160 . B 70
HEX # 4ba046



50 %



10 %



Research Green may be used in 50% (graphs) and 10% when used in bubble graphics (see p. 15).

Secondary colours

SUBBRANDS

Secondary colours

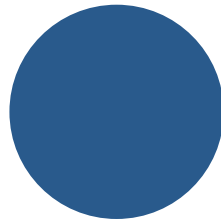
Secondary colours may be used as a supplement to the primary colours. The primary colours should always be more dominant in the Foundation's visual materials (such as the annual review).

Each subbrand has its own secondary colour, described in CMYK og RGB.

The colours may only be used in 100%

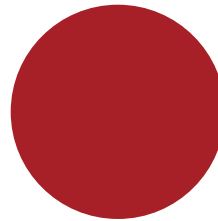
The black and the two grey colours may be used in relation to all 3 subbrands.

Water



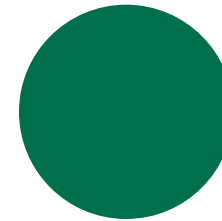
C 100 . M 80 . Y 20 . K 5
R 20 . G 75 . B 135

Inclusion



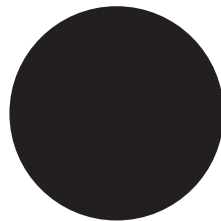
C 25 . M 100 . Y 95 . K 15
R 165 . G 30 . B 40

Research

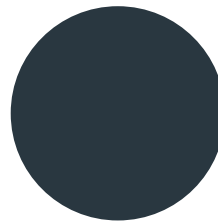


C 100 . M 30 . Y 85 . K 20
R 0 . G 115 . B 75

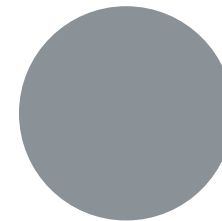
All 3 subbrands + masterbrand



C 0 . M 0 . Y 0 . K 100
R 0 . G 0 . B 0



C 23 . M 0 . Y 0 . K 90
R 46 . G 54 . B 58



C 5 . M 0 . Y 0 . K 50
R 150 . G 154 . B 156

Primary typography

The Foundation's primary font is used in graphical reproductions and in the logo.

The license-free Google font "Montserrat" was created by the Argentinian designer Julieta Ulanovsky in 2017.

Montserrat is a sans-serif font, inspired by the Montserrat Quarter in Buenos Aires. It is flexible and useful both in small and big sizes.

Download it from:
www.fonts.google.com

Montserrat



ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890 .,:;! ? • -- „ ” “ ” » « () / ½ @

Poul Due Jensens Fond
Poul Due Jensen Foundation

Montserrat thin
Montserrat thin italic

Montserrat extralight
Montserrat extralight italic

Montserrat light
Montserrat light italic

Montserrat regular
Montserrat italic

Montserrat medium
Montserrat medium italic

Montserrat semibold
Montserrat semibold italic

Montserrat bold
Montserrat bold italic

Montserrat extrabold
Montserrat extrabold italic

Montserrat black
Montserrat black italic

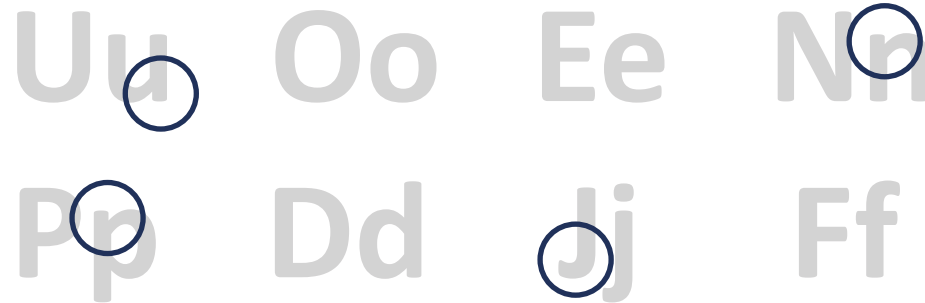
Secondary typography

Our secondary font is Calibri.

Calibri is available in Microsoft Office and in general available to everyone.

We use Calibri when we want to make sure that (digital) texts look the same across platforms - such as in our e-mail signatures.

Calibri



Calibri regular
Calibri bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890 .,:;!?"'»«()/½@

Bubble graphics | USE AT MASTERBRAND LEVEL

THE "5TH ELEMENT"

The bubble graphics recreate the O from the word Foundation. The pattern symbolises change, growth and air bubbles in water.

At masterbrand level, the bubble graphics may be used in the iconic Masterbrand Blue on white and as white overlay to images and coloured backgrounds.

At subbrand level, the bubble graphics may be used in the three colours on a white background and as overlay to images and coloured backgrounds. At subbrand level, the bubble graphics may only be used in the primary colours and as white overlay to images and coloured backgrounds.

DO NOT TRY TO RECREATE THE BUBBLE GRAPHICS

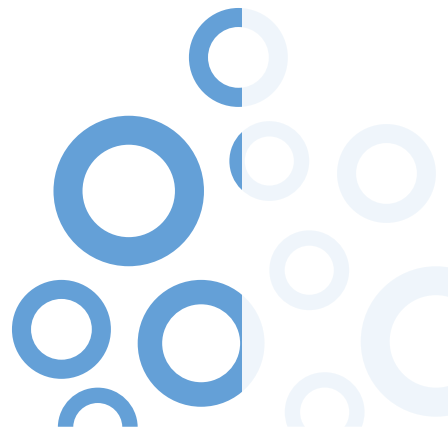
Please contact the Foundation if you wish to use the bubble graphics (e.g. for signposting or other project communication purposes):

Anne Bisgaard Christensen
abchristensen@grundfos.com
+45 2628 7248



Masterbrand Blue bubble graphics may be used on a white background in opacity: **100%, 30%, or 10%**

USE AT SUBBRAND LEVEL

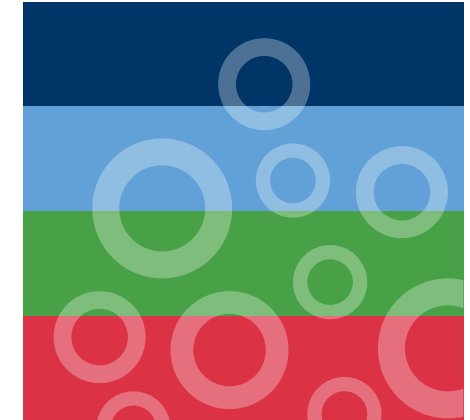


Water Blue bubble graphics may be used on a white background in opacity: **100%** or **10%**

WHITE OVERLAY



White bubble graphics as overlay to a photo must always be used in opacity: **30%**



White bubble graphics as overlay to a coloured background must always be used in opacity: **30%**



Research Green bubble graphics may be used on a white background in opacity: **100%** or **10%**



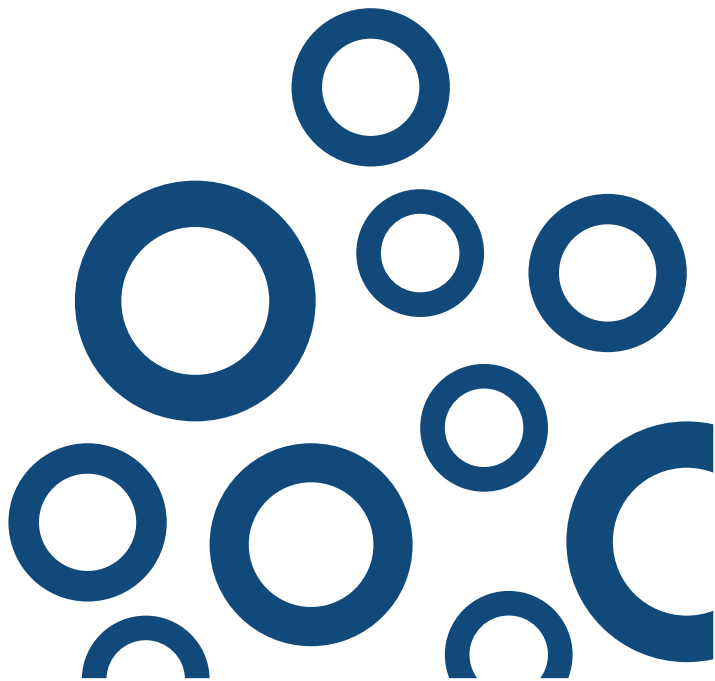
Inclusion Red bubble graphics may be used on a white background in opacity: **100%** or **10%**

Bubble graphics II

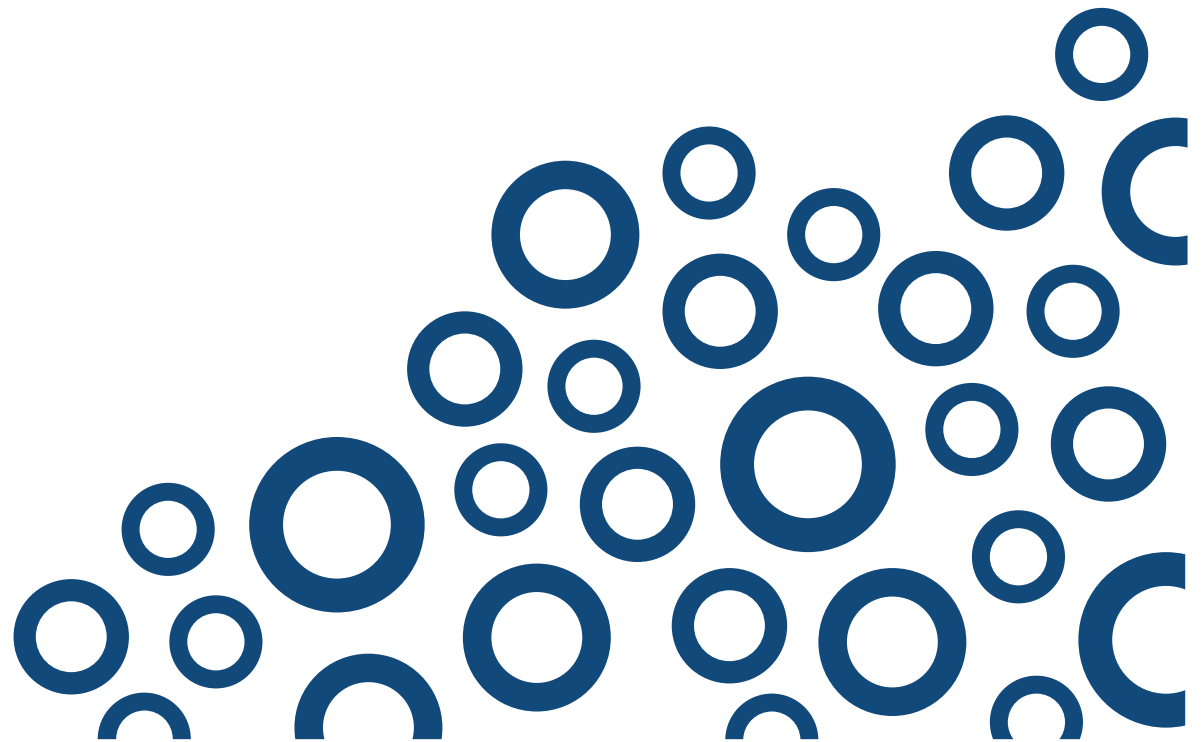
VARIATIONS

The bubble graphics come in two sizes depending on how much space is available where it is used.

BUBBLE GRAPHICS / SMALL



BUBBLE GRAPHICS / LARGE



BUBBLE GRAPHICS III

WITH FOTO

The bubble graphics may be used as a frame for photos.

See p. 15 for rules regarding colours and opacity.

