

Firmakatalog, Presentation brochure, front cover

Example 210 x 297 mm

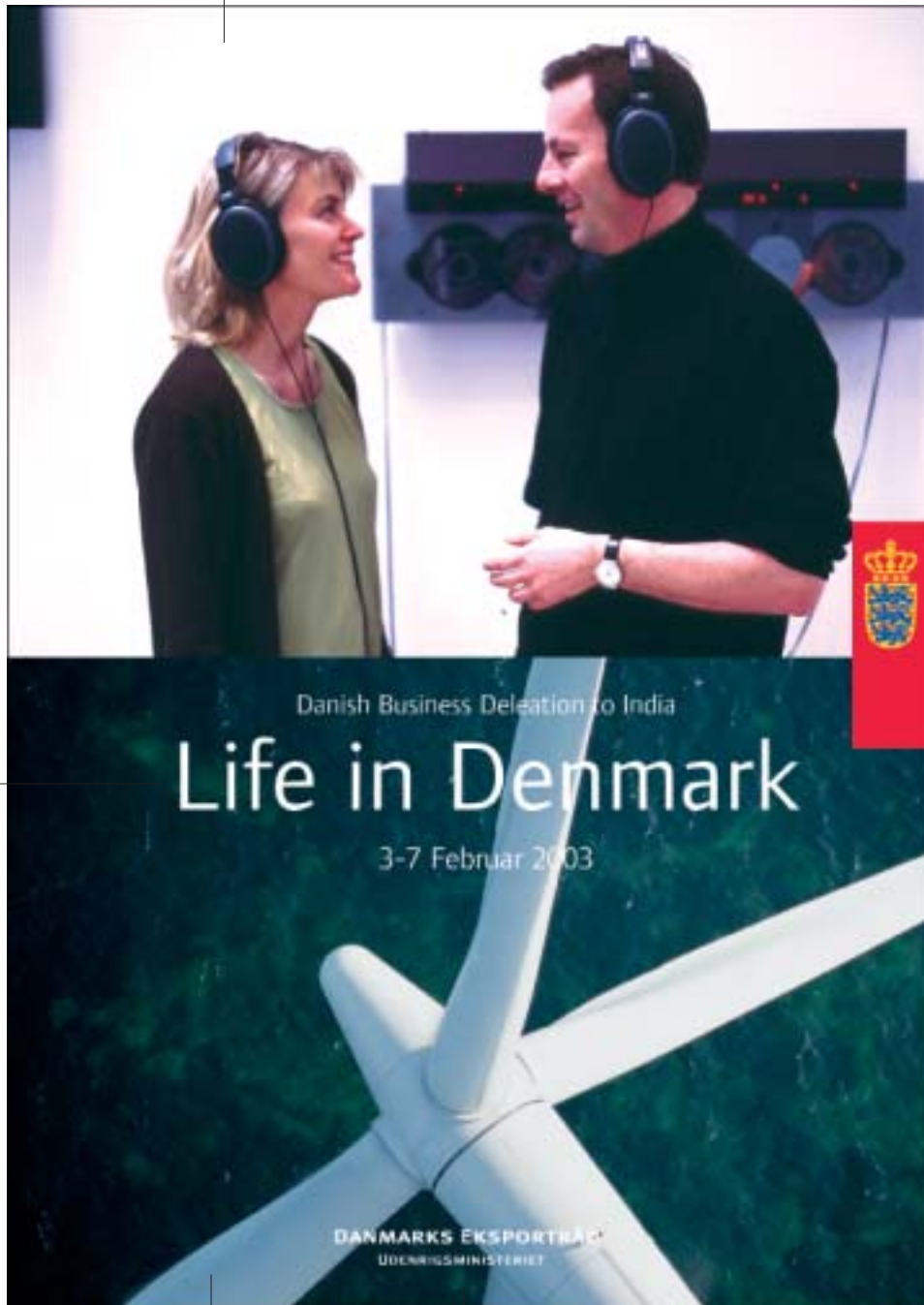
Shown in 60%
of the original

Photo from "Fotoarkiv"
(photo archive)

The front is separated
vertically

Typography:
Foundry Form Sans

Photo from "Fotoarkiv"
(photo archive)



The Royal Danish
Ministry of Foreign
Affairs logo is centred
vertically and right
aligned. With this
format, the height of
the logo is 40 mm

The official name and address are centred
at the bottom using the typography of
The Royal Danish Ministry of Foreign Affairs

Firmakatalog, Presentation brochure, preface
 Example 210 x 297 mm

Shown in 40%
 of the original

The design of a presentation brochure must be elegant and simple and signify quality.



Text to be inserted simply and clearly on a white background

Full page portrait photo in black and white (printed as CMYK)

Headlines can be printed in Foundry Form Sans in CMYK: 40-0-0-40

Firmakatalog, Presentation brochure, spread with presentation of Denmark

Example 210 x 297 mm

Shown in 40% of the original

The design of a presentation brochure must be elegant and simple and signify quality.

The Business Denmark mark can be used as an illustration



Text to be inserted simply and clearly on a white background

Headlines can be printed in Foundry Form Sans in CMYK: 40-0-0-40

Photos from "Fotoarkiv" (photo archive). The page can be divided at the centre.

Firmakatalog, Presentation brochure, spread with presentations of companies
 Example 210 x 297 mm

Shown in 40% of the original

The design of a presentation brochure must be elegant and simple and signify quality.



Double page spread with company presentations (two companies on each side)

A short text, logo and a few good essential photos from the company

If each company is presented in two languages, two different (matching) colours can be used

Firmakatalog, Presentation brochure, back
Example 210 x 297 mm

Shown in 60%
of the original

The red CMYK-colour:
40-100-90-5



On the back, logos are shown, if possible, at the bottom on the red background. They must be clear and simple together with the website address.