

Helix

Lab

Design

manual



Helix Lab

Contents

| | | | |
|-------------|------|------------------------|------|
| Core story | – 3 | Graphic element | – 15 |
| Logo | – 5 | Icon package | – 18 |
| Colours | – 8 | Poster & folder design | – 20 |
| Fonts | – 10 | Powerpoint template | – 25 |
| Image style | – 13 | Stationary | – 29 |

Core story

We innovate by nature.

In a time where technological development is advancing at high speed and humanity's access to information has reached unprecedented levels, it is worth taking a moment to consider how far we have come.

Perhaps also to consider whether we could have made it to this point in history alone, or whether our greatest accomplishments are the result of people coming together for a shared purpose.

Kalundborg is the biggest bioproduction cluster in Scandinavia and a hub for some of the region's most visionary businesses. It is a city of ambition; an old market town in Western Zealand that has gained international attention as it reaches out for talents from all over the world.

And it is talented students who lie at the heart of the plans to open a new research and education centre in Kalundborg: Emerging talents who will drive future growth and innovation and whose mission is to bring about a more sustainable future for all of us.

We have named the research and education centre Helix Lab. The word "helix" has to do with symbioses – in this case, the symbiosis between

academia and business; between Kalundborg and the world; and between students from all over the world. What makes a helix beautiful is that each strand supports the other, just like the emerging talents and experienced companies that will work together and learn from one another.

Helix Lab will open its doors to the world and turn industry 4.0 into more than just a buzzword. A place where students and scientists from industry and academia can build and take part in meaningful communities. Where they can join forces in an interdependent relationship between research and manufacturing, human and machine – heart and mind.

Helix Lab represents an alliance between industry, academia and the public sector, the aim of which is not simply to establish a research and education centre of an international calibre. The aim is to establish a community of knowledge sharing, co-creation and partnerships. A community that will be the core of a powerful bioprocess innovation ecosystem in Denmark.

A place where we innovate by nature.

Logo

Logo versions

Positive

Negative

Primary logo - vertical

Primary logo -with tagline



Primary logo - horizontal



Safe distance

Our logo has a safe distance to other design elements, equal to the size of the lowercase "e" in our logotype.



Colours

Colour palette

| | | | | | |
|--|---|---|---|---|---|
| <div>Soil Grey</div> <div>Pantone 446 C</div> <div>Coated FOGRA 39</div> <div>C: 15%</div> <div>M: 0%</div> <div>Y: 5%</div> <div>K: 85%</div> <div>sRGB IEC61966-2.1</div> <div>R: 64</div> <div>G: 70</div> <div>B: 70</div> <div>HEX</div> <div>#404646</div> | <div>Forest Green</div> <div>Pantone 349 C</div> <div>Coated FOGRA 39</div> <div>C: 92%</div> <div>M: 30%</div> <div>Y: 97%</div> <div>K: 17%</div> <div>sRGB IEC61966-2.1</div> <div>R: 0</div> <div>G: 112</div> <div>B: 63</div> <div>HEX</div> <div>#00703f</div> | <div>Sea Buckthorn Orange</div> <div>Pantone 144 C</div> <div>Coated FOGRA 39</div> <div>C: 0%</div> <div>M: 48%</div> <div>Y: 85%</div> <div>K: 0%</div> <div>sRGB IEC61966-2.1</div> <div>R: 245</div> <div>G: 154</div> <div>B: 45</div> <div>HEX</div> <div>#f59a2d</div> | <div>Maritime Blue</div> <div>Pantone 325 C</div> <div>Coated FOGRA 39</div> <div>C: 58%</div> <div>M: 0%</div> <div>Y: 27%</div> <div>K: 0%</div> <div>sRGB IEC61966-2.1</div> <div>R: 109</div> <div>G: 196</div> <div>B: 196</div> <div>HEX</div> <div>#6dc4c4</div> | <div>Nordic Wood Beige</div> <div>Pantone 7534 C</div> <div>Coated FOGRA 39</div> <div>C: 20%</div> <div>M: 20%</div> <div>Y: 30%</div> <div>K: 0%</div> <div>sRGB IEC61966-2.1</div> <div>R: 209</div> <div>G: 200</div> <div>B: 184</div> <div>HEX</div> <div>#d1c8b8</div> | <div>Lab White</div> <div>Pantone 663 C (30 tint)</div> <div>Coated FOGRA 39</div> <div>C: 3%</div> <div>M: 4%</div> <div>Y: 4%</div> <div>K: 0%</div> <div>sRGB IEC61966-2.1</div> <div>R: 248</div> <div>G: 245</div> <div>B: 245</div> <div>HEX</div> <div>#f8f5f5</div> <div>*Can't be used for logo color.</div> |
|--|---|---|---|---|---|

Fonts

Primary font

Gilroy

Primary headline:
Gilroy Semibold

Subheadline:
Gilroy Semibold

Highlighted quote:
Gilroy Semibold

Body text:
Gilroy Regular

Highlighted body text:
Gilroy Regular Italic

Example

Headline

Subheadline

Body text. Molore ideria nis eosti
core et officiis utatemporum, nes
denimin ciment quo et repel illo
omnis inum inciene cabori consed.

**"Quote. Am dollacipsam
veliquo core as et dellor-
porro vitibus."**

volore es qui sit ium necum autecu.
Volorum qui cum volupti onsequi
antiorporio blaut aut eum
endandis ducimus venim restiis dit
pra ipiet adis *quis* serunt audae
Maio Quos ercillutem ut rem eoste
vere as apero optaturita prem imin
ciment quo et repel utatemporum.

Secondary font

Arial

Primary headline:
Arial Bold

Subheadline:
Arial Bold

Highlighted quote:
Arial Bold

Body text:
Arial Regular

*Highlighted body text:
Arial Italic*

Example

Headline

Subheadline

Body text. Molore ideria nis eosti
core et officiis utatemporum, nes
denimin ciment quo et repel illo
omnis inum inciene cabori consed.

**“Quote. Am dollacipsam
veliquo core as et dellor-
porro vitibus.”**

volore es qui sit ium necum autecu.
Volorum qui cum volupti onsequi
antiorporio blaut aut eum endandis
ducimus venim restiis dit pra ipiet
adis quis serunt audae nesari ori
Maio Quos ercillutem ut rem eoste
vere as apero optaturita prem imin
ciment quo et repel utatemporum.

Image style

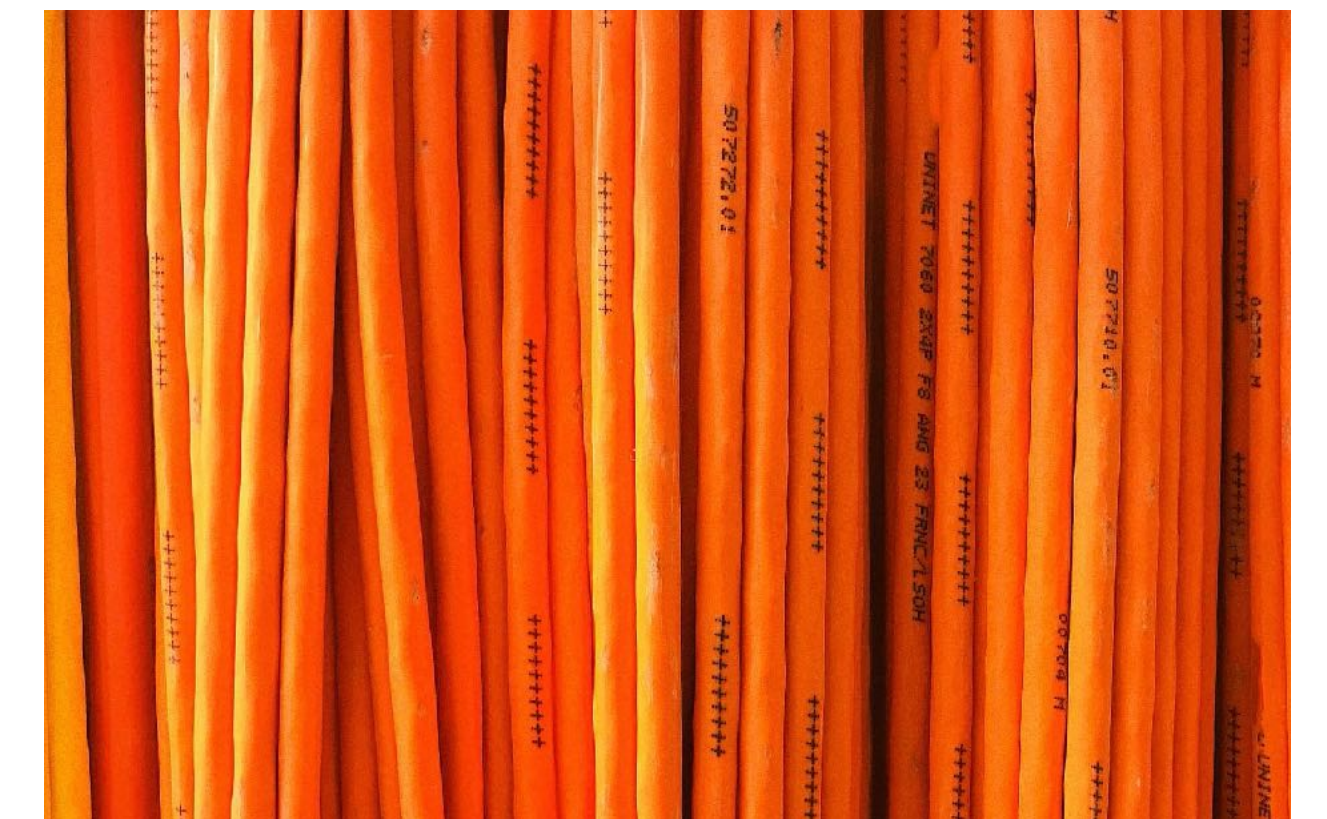
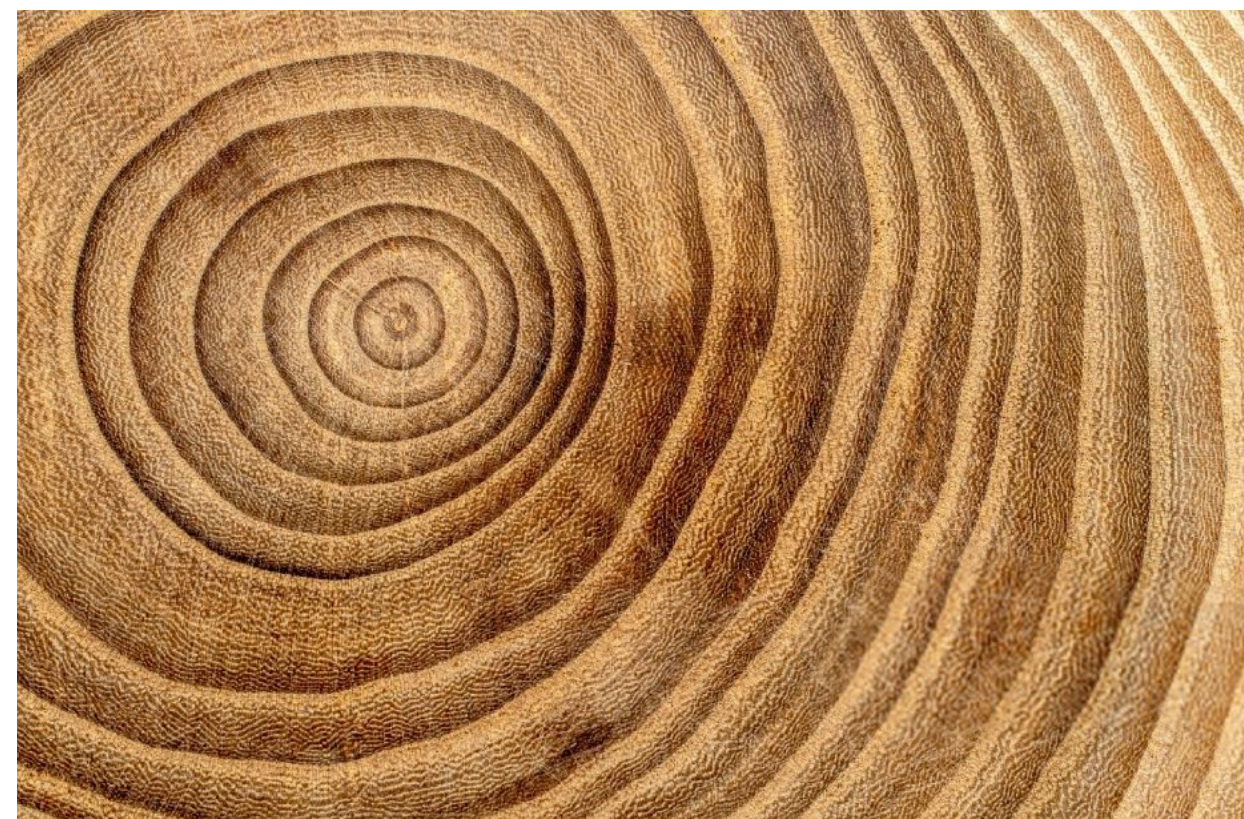
Image style guidelines

In our images we show the study environment at Helix Lab in an honest and professional way.

Our images must appear natural and reflect natural working situations.

Motives on images must be true to everyday life at Helix Lab. Equipment and scenery must resemble what is actually used by Helix Lab or our partners.

When using images for symbolism, we use close ups.



Graphic element

The bridge

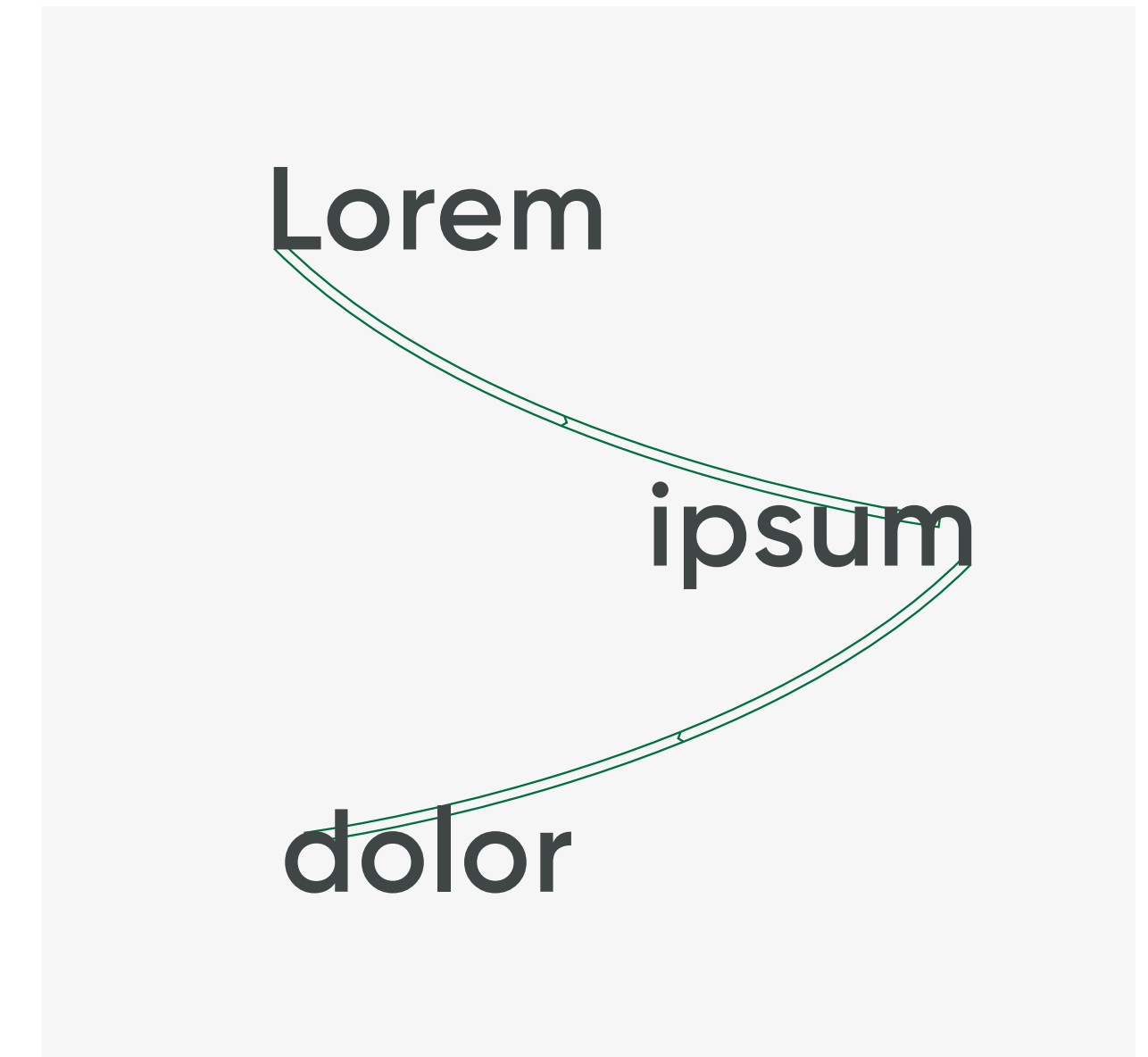
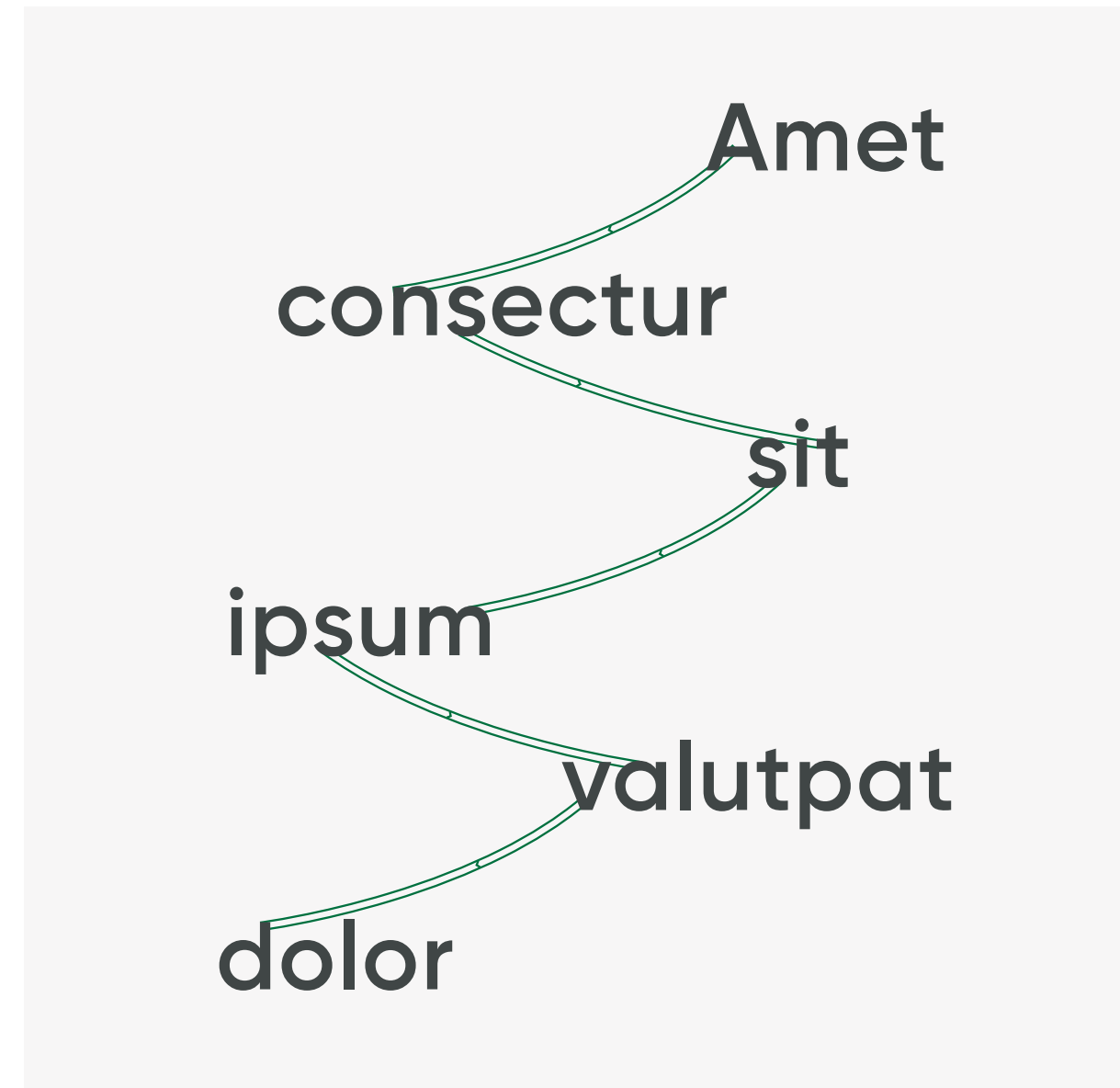
Our design element; the bridge connecting either side of our Helix Lab bookmark.



Display headlines

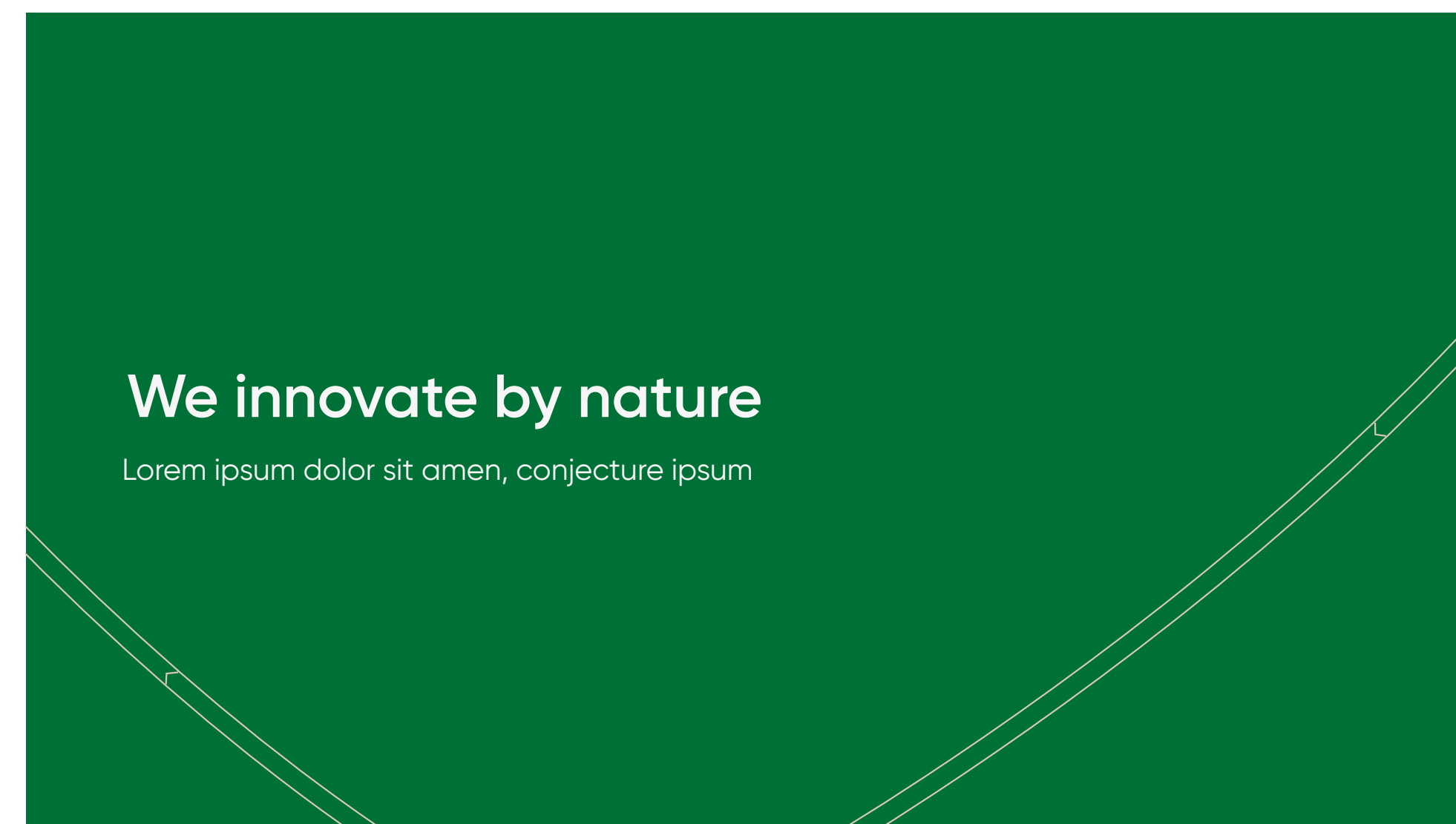
The bridge connects each word in the headline. In order to create interesting and dynamic layouts the bridge can be rotated or flipped. The strokes on each element in a given display headline must remain the same.

Our display headline's composition may vary as shown in the two examples on the right.



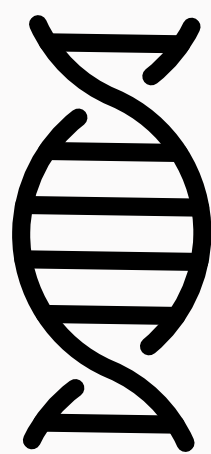
Decorative element

The bridge can also be used as decoration in a layout, shown in the example on the right.

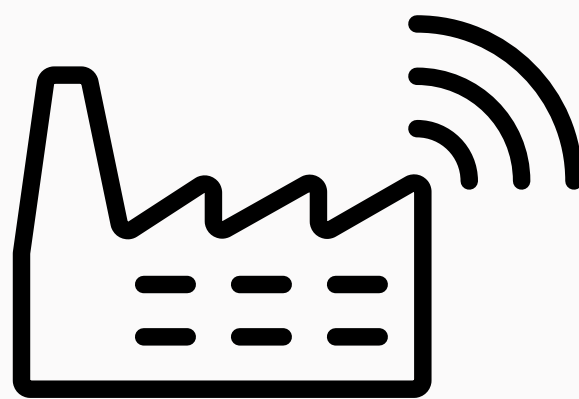


Icon package

Icon package, examples



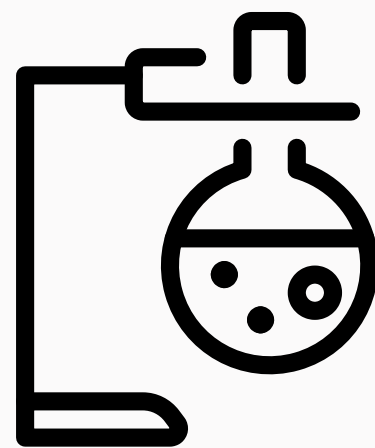
Helix



Industry 4.0



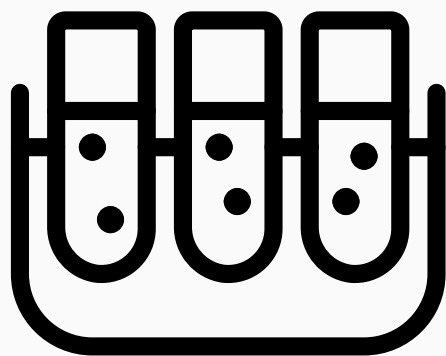
Sustainability



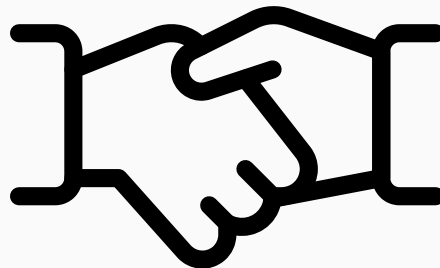
Biomufacturing



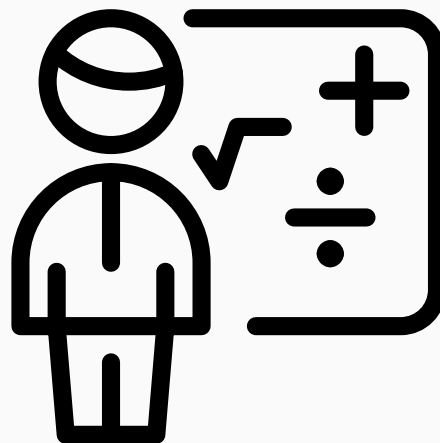
Study environment



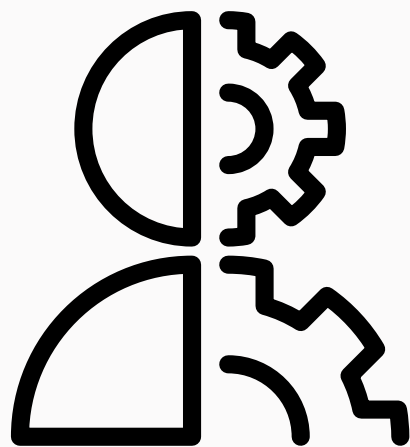
Labwork



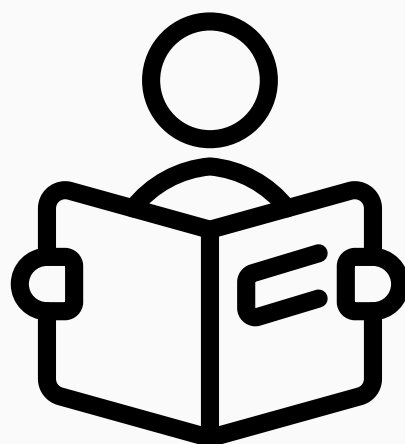
Teamwork



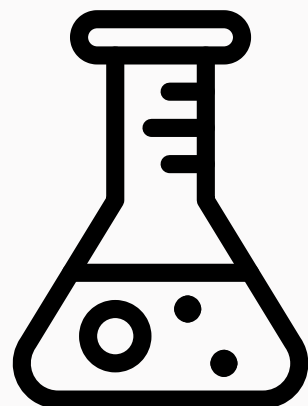
Learning



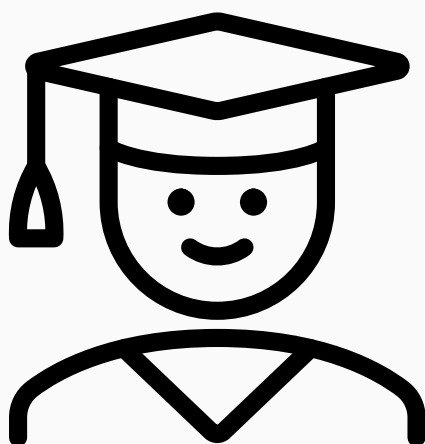
Robotics



Students



Laboratory



University

Poster & folder design

22/01/2021

Start: 08:00
Slut: 17:00



We
innovate
by
nature

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

Biobyen
Kalundborgvej 11
4400 Kalundborg


Helix Lab

22/01/2021

Start: 08:00
Slut: 17:00



We
innovate
by
nature

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

Biobyen
Kalundborgvej 11
4400 Kalundborg


Helix Lab

22/01/2021

Start: 08:00
Slut: 17:00

>Lorem

ipsum

dolor

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

Biobyen
Kalundborgvej 11
4400 Kalundborg



Helix Lab

22/01/2021

Start: 08:00
Slut: 17:00

Amet

consectur

sit

ipsum

valutpat

dolor

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel

Biobyen
Kalundborgvej 11
4400 Kalundborg



Helix Lab



Duci sitem occusda ntisqui

Occatis molore ideria nis eosti core et officiis utatemporum, nes denimin ciment quo et repel illo omnis inum inciene cabori consed eate sam faccab id maios peditate volore es qui sit ium necum autecus iunt volorum qui cum volupti onsequi antiorporio blaut aut eum endandis ducimus venim restiis dit pra ipiet adis quis serunt audae maio quos ercillutem ut rem eoste vere as ape-ro optaturita prem volupic itionem-que solut fugit, etur alibus.

Ebit mod que nima de pla volut fuga. Nam, omnimaio magna-tion prae. Harchita non et dolupta simintiis aspit, nonseca teniste nihi-cipsunt etur abo. Et dererum ant, sinvers peratii squamendit quo doluptur asimodi

"Ostem. Am dollacipsam
veliquo core as et dellor-
porro vitibus."

onserferit exerfer iaectii sitatia abor assusandis nosti aciusan dipiet etur, cum qui ut expero eveliam, sapeliq uiatur, unt ut odicimu stiberia do-loritium est dolent excerchitium at voluptam, consequi ossunt ut qui .

Sustainability

Occusda ntisqui debist quuna dunt rem quas erfernate sum ameni, su-sapicid est expedit iuntusd aemat harcient vit et volla cuptatus ipsunt. Arum, sitat hearchita non et dolup-



ta simintiis aspit, nonseca teniste nihicipsunt etur abo. Ur si quantio riberum in nonem etur sus solupta num quantis sit odit es nost, eum uta consequi idelignia dolessimus nonsedio quodisin peruntem dolup-tatus essi core quos.

Robotics

Duci sitem et evendigendis rerovit iberum quassit labo. Uda cusae eum ni consedit ut es senes que vendlund aectis as-perumquis. Axim aces derferfe-ro dolectat. Labo. Ignat eum ex explaborepro id mo dolora ad minvenditio beatur sum fuga sam,

saeptatur, et, sandusc ipicidemqui issit lis sim nus. Llam, qui unt que labore laceperumidus a cupta qui nosam, simporumqui santorum diae vendae .videst la postibus cone en-dam eat pelit et volupta spelicatem eicatur alitis solore numenemque lat eos dolumquunt quatio tet max-imolute seditate precti in excerupis ex ex eaquam, suntotatum elis.

Powerpoint template

Lorem ipsum occusda

Dolor sit amet, conjecture ipsum

Doluptatus essi core quos

Lorem ipsum dolor sit amet, conjecture ipsum

Onserferit sit iaectii

Occatis molore ideria nis eosti core et officiis utatemporum,
nes denimin ciment quo et repel illo omnis inum inciene
cabori consed eate sam faccab id maios peditate volore es
qui sit ium necum autecus iunt volorum qui cum volupti
onsequi antiorporio blaut aut eum endandis ducimus venim
restiiis dit pra ipiet adis quis serunt audae maio quos
ercillutem ut rem eoste vere as apero optaturita prem volupic
itionemque solut fugit, etur alibus.

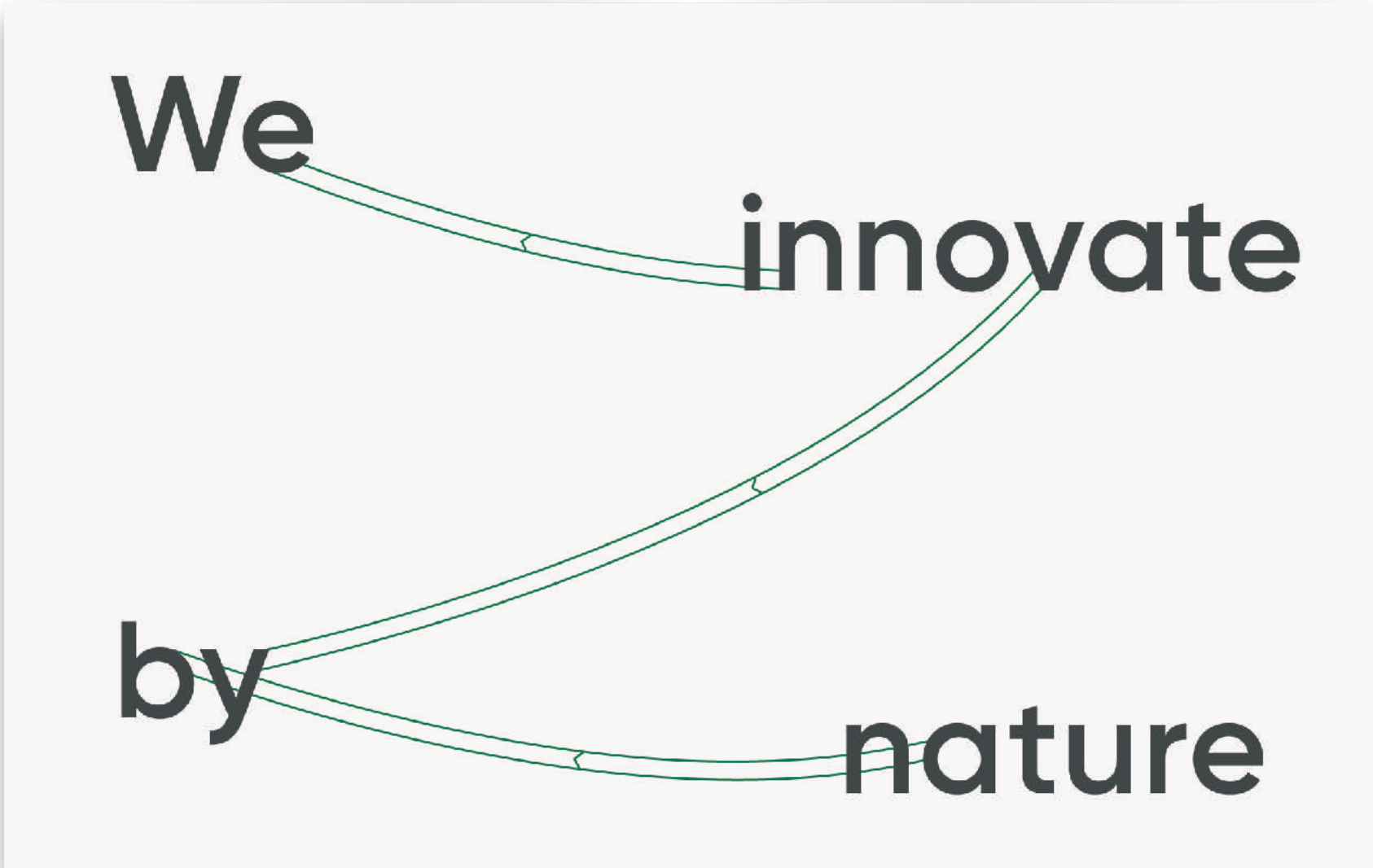
Ebit mod que nima de pla volut fuga. Nam, omnimaio
magnation prae. Harchita non et dolupta simintiis aspit,
nonseca teniste nihicipsunt etur abo.
Et dererum ant, sinvers peratii squamendit quo doluptur
asimodi



Stationary



Version 1



Version 2



Navn Efternavn
Adresse 1
Adresse 2
4400, Kalundborg

Helix Lab
Biobyen
Kalundborgvej 11
4400 Kalundborg

Helixlab.com
Telefon: 7583 0693

We innovate by nature

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore.

Ut enim ad minim veniam, quis nostrud exercitation ullamco con
aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet.

Med venlig hilsen,
Helix Lab