

# Design guide 2



## How we look

*“Psst, we’ve got a new name and design profile. The following pages will tell you all about it, where to find it and how to use it”*

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# Introduction

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# Background



This document gives you an overview of Ranum Efterskole College's\* new logo and design profile.

It is the result of seven months design and development, involving past and current students, their parents and employees.

It is a collective impression of how our school will be portrayed in the coming years, reflecting and strengthening our ongoing focus on the international arena.

\* We've changed our name to Ranum Efterskole College to accommodate the rest of the world

It is a set of guidelines and tools with an aim to both support and inspire each individuals desire to create.

# Why, who, what, where & how?

Why have these guidelines been produced?

Be it a letter, an email signature, a video film or a full page advertisement, consistency is the key to establishing a strong and credible brand.

Who should use these guidelines?

All employees who need to send an email, a letter, make a brochure etc. as well as external suppliers.

What will I gain from using them?

They are intended to save you time and offer a common frame to express your creativity.

Where & how do I get hold of them?

Guidelines and downloads will be available online soon, covering logo artwork, email signatures, letter templates, brochures, presentations, web banners etc.



Quick guide

# Quick guide

This is a one page summary of our Design Guide and acts as a type of contents page with links to take you to more detailed guidelines via the orange page numbers.

**VALUES / BRAND ESSENCE P??**

How we see ourselves, the bearing elements behind our new design profile.

Individual • Community  
Freedom • Diversity  
Spaciousness • World citizenship

**RANUM MEANS "PLACE IN THE MIDDLE" P??**

This is marked by a redesign of the world with us in the middle. A consistent use and central placement of logos, pictures and circular graphics enhances this throughout the design profile.



**LOGO P??** Our new logo is a further refinement of our previous version of the tree of life.



**LOGOTYPE P??** Our standard logotype introduces our new name: Ranum Efterskole College. Our logo is always centred, whilst the text breaks the centre-line expressing our desire to challenge conformity

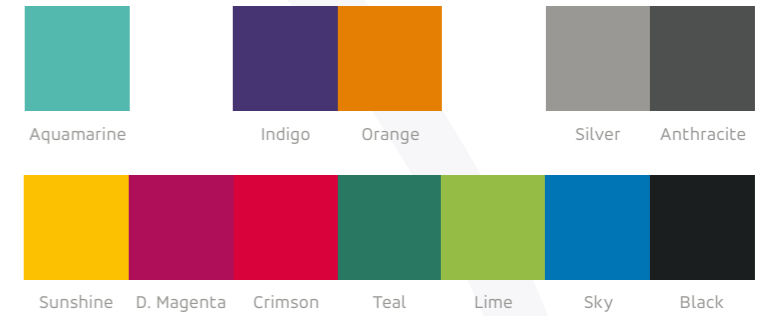


**BREATHING SPACE P??** The logotype needs space to breathe. Try to keep text and other logos away from the logotype by at least the value of "x"



"x" is the distance from the base of the logo to the base of text

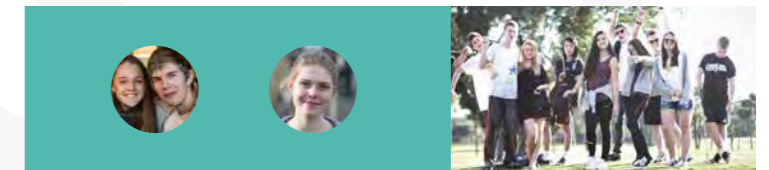
**COLOURS P??** Aquamarine is our primary colour. Indigo comes in second whilst Orange is our "call to action colour". Silver and Anthracite are mainly used for text. Sunshine, Dark Magenta, Crimson, Teal, Lime, Sky and Black are secondary colours and mainly used to personalize email signatures, business cards or brochures. Colour specs are in CMYK, PMS, RGB & HEX.



**TYPOGRAPHY P??** Accord Alternate font family is our corporate font, it fits perfectly with our logo, really looks great and is easy to read. Use it wherever possible. We also use Georgia Italic for quotes. Calibri can be used if you can't get your hands on Accord Alternate.

Accord Alternate Thin & italic  
Accord Alternate Regular & Italic  
**Accord Alternate Xtrabold & italic**  
**"Georgia Italic & Bold Italic for quotes"**  
Calibri Regular / **Bold** / Italic / **Bold Italic**

**PICTURES P??** Should express our brand personality, taken on a positive, spontaneous moment in a Scandinavian atmosphere. Some examples of the style are shown here.



**GRAPHIC DEVICES P??** Such as quotation marks, website icons, maps, the logo as a soft background and so on, are primarily based on a circle and line to fit in style with the logo and reflect a global appeal.



**EXAMPLES P??** Highlights a number of finished items such as email signature, letterhead, brochures, advertisements etc.

**DOWNLOADS P??** Logo artwork files, templates in MS word, Powerpoint, Adobe InDesign, intro and outro movies and much more will be available online in the near future.



# Our values

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# Our concept

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# Brand essence

What does individual, community, freedom, diversity, spaciousness & world citizenship mean to you in a Ranum Efterskole context?

This question was asked to past and present students and current employees through separate workshops and their answers were expressed in words, drawings and pictures. These have been summarised to the underlying definitions on the left.

These opinions have become a bearing ingredient in the creation of this design profile from the logo, to the typography, to the colours, to the pictures style and so on.

By the way... individual, community, freedom, diversity, spaciousness & world citizenship were chosen since they are some of the most expressed words in Ranum Efterskole's communication literature.



# Ranum: Place in the middle

During our research we discovered that the Danish town of Ranum means “Place in the middle”.



*“The place name is known from approx. 1252 as Random, rand ‘border, boundary’ and um ‘settlement’ word environment comes from the French milieu ‘middle center’, from Latin medius locus ‘place in the middle.”*

SOURCE: DEN STORE DANSKE GYLENDALHS ÅBNE ENCYKLOPÆDI

This is has been implemented in the design profile by a consistent use of circles representing the earth together with a central placement of graphic elements such as logos, pictures and text.

We have even taken the liberty of re-positioning Ranum to be a little more central

# Logo history

We inherited our original logo from Ranum Seminarium.  
Our new version continues to build on the “tree of life”

Our new logo 2014



Our tree of life growing in our courtyard



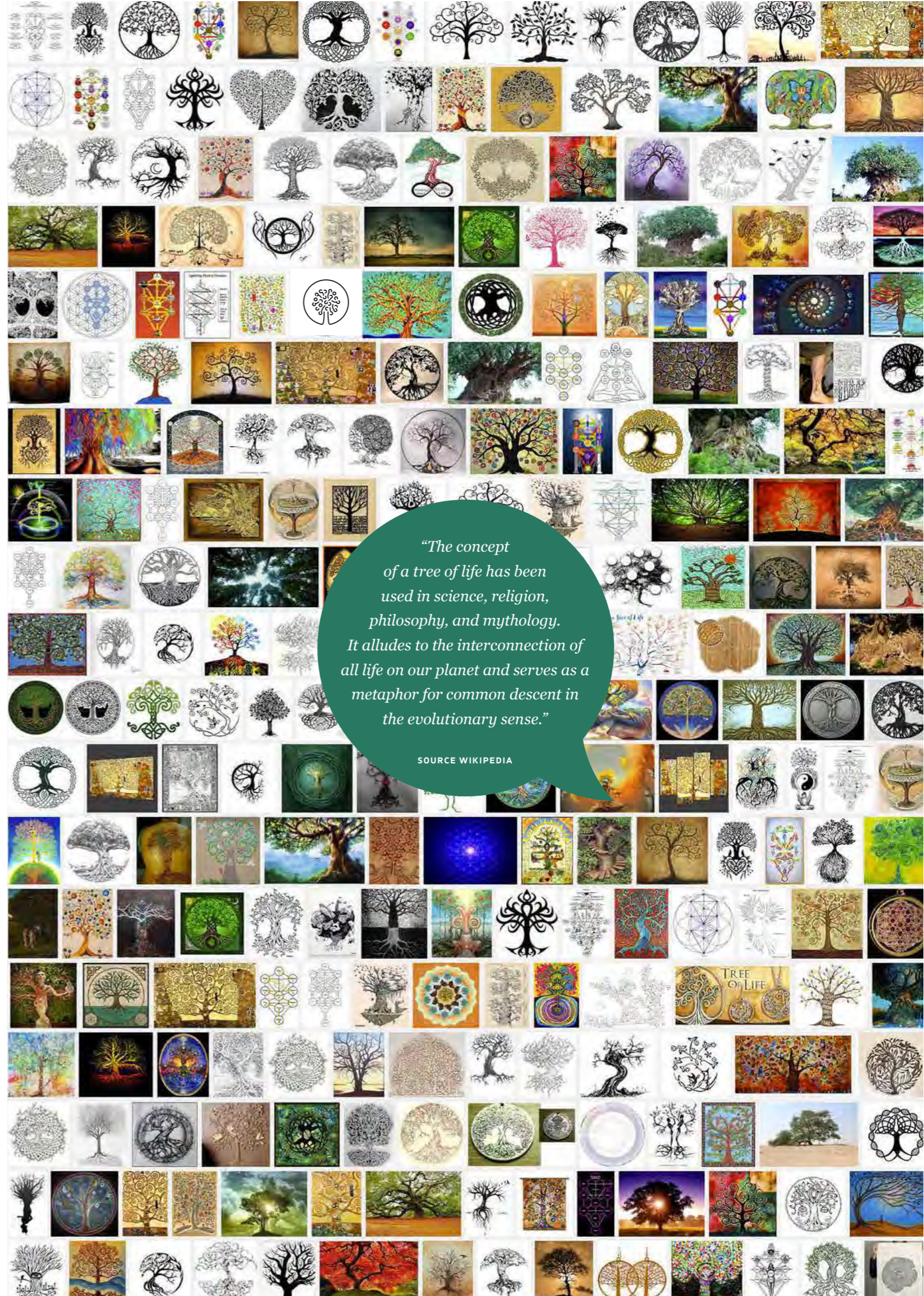
Our logo 2004-2014



Ranum Seminariums logo from 2001



Ranum Seminariums logo up until 2001



*“The concept of a tree of life has been used in science, religion, philosophy, and mythology. It alludes to the interconnection of all life on our planet and serves as a metaphor for common descent in the evolutionary sense.”*

SOURCE WIKIPEDIA

*“71% & 141%  
are magic  
numbers”*

# Our Logo

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# Logo corporate

If anyone asks for our logotype send them one of these they are how we want to be most remembered.



LOGO: Negative



LOGO: positive



LOGOTYPE: Negative



LOGOTYPE: positive

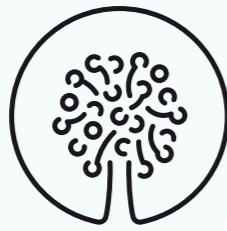
This positive logo and logotype are to be used above all others. Use for our main letterpaper, envelopes, website header, main facebook page and all other social media sites

# Logo variations

Here's all the various types of logos and logotypes

## STANDARD LOGO

Which can also be used as a graphic device background as used on this spread and the contents page



## THE STANDARD LOGOTYPE

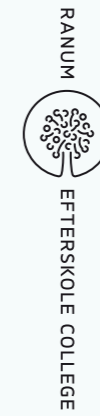


## NEW NAME LOGOTYPE

The only elements which are truly static in the logotype is "RANUM" and the tree of life logo.

The text after the tree of life can be adjusted as these two versions .

**VERTICAL LOGOTYPE**  
The logotype is also available as a vertical version when space is limited for the standard horizontal



## LOGOTYPE SEAL

A seal can be applied for special occasions where a more official impression is required

Applications: Letter seal, diploma seal / graphic, selected merchandise or a franking stamp for envelopes

Other techniques to consider: Blind embossed, foil blocking, UV lacquer or thermograph printing

it's important not to over use the seal.

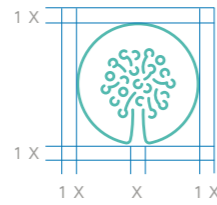
The seal can also be adapted into gift items such as this one which has been casted in bronze (Ø8cm) as a gift to friends of Ranum Efterskole College



## FAVICON UNDER DEVELOPMENT

# Logo space, placement & size

*“The 71% & 141% magic numbers work here!”*



LOGO: “x” is the with of the trunk of the tree of life

### LOGO & LOGOTYPE BREATHING SPACE

The logo & logotype needs space to breathe. Try to keep text and other logos away from them by at least the value of “x”

Remember, this is a minimum space, more space is better in a lot situations



LOGOTYPE: “x” is the distance from the base of the logo to the base of text

71% = A5 TO A6 SIZE



### LOGOTYPE SIZES

This is the standard size ->

The standard size of the logotype is intended for A4 and A5 paper sizes



141% = A4 TO A3 SIZE



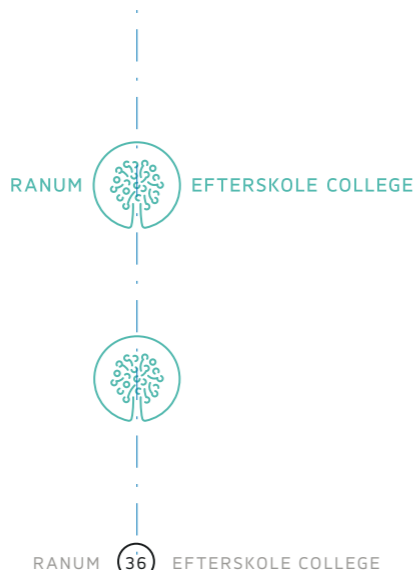
141% = A3 TO A2 SIZE



### PLACEMENT

The optimal placement for both logo and logotype is to centre the tree of life (logo) right bang in the middle of the page

If this is not possible then place it at the top or bottom of the vertical centre-line







# Our colours

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# Colour palette

## Primary colours

	<b>ORANGE</b> Screen: RGB: R228 G125 B7 HEX: #E47D07 Print: CMYK: C7 M59 Y100 K0 PANTONE 145	
<b>SILVER</b> Screen: RGB: R153 G153 B153 HEX: #999999 Print: CMYK: C0 M0 Y0 K40 PANTONE Cool Grey 6	Aquamarine is our primary colour. Indigo comes second whilst Orange is our "call to action colour". Silver and Anthracite are mainly used for text. Use these colours for the main website, corporate brochures, app logos and main social media pages.	
<b>ANTHRACITE</b> Screen: RGB: R82 G82 B82 HEX: #525252 Print: CMYK: C0 M0 Y0 K82 PANTONE Cool Grey 11		
	<b>INDIGO</b> Screen: RGB: R76 G50 B114 HEX: #4C3272 Print: CMYK: C84 M91 Y20 K9 PANTONE 2747	<b>AQUAMARINE</b> Screen: RGB: R77 G186 B178 HEX: #4DBAB2 Print: CMYK: C66 M0 Y36 K0 PANTONE 3252



This is our No 1 colour

## Secondary colours

<b>DARK MAGENTA</b> Screen: RGB: R176 G26 B90 HEX: #B01A5A Print: CMYK: C22 M98 Y33 K14 PANTONE 227	<b>CRIMSON</b> Screen: RGB: R220 G18 B57 HEX: #DC1239 Print: CMYK: C6 M99 Y72 K0 PANTONE 192 U		<b>SUNSHINE</b> Screen: RGB: R252 G191 B0 HEX: #FCBF00 Print: CMYK: C0 M27 Y100 K0 PANTONE 109
	Dark Magenta, Crimson, Sunshine, Lime, Teal, Sky and Black are secondary colours Use these colours to personalize email signatures, business cards, jazz up other brochures or other things		<b>LIME</b> Screen: RGB: R148 G190 B71 HEX: #94BE47 Print: CMYK: C50 M4 Y86 K0 PANTONE 382 U
		<b>TEAL</b> Screen: RGB: R46 G121 B102 HEX: #2E7966 Print: CMYK: C80 M30 Y62 K17 PANTONE 3415	
<b>BLACK</b> Screen: RGB: R0 G0 B0 HEX: #000000 Print: CMYK: C0 M0 Y0 K100 PANTONE Black U		<b>SKY</b> Screen: RGB: R11 G115 B1852 HEX: #0073B9 Print: CMYK: C86 M48 Y1 K0 PANTONE 2925	

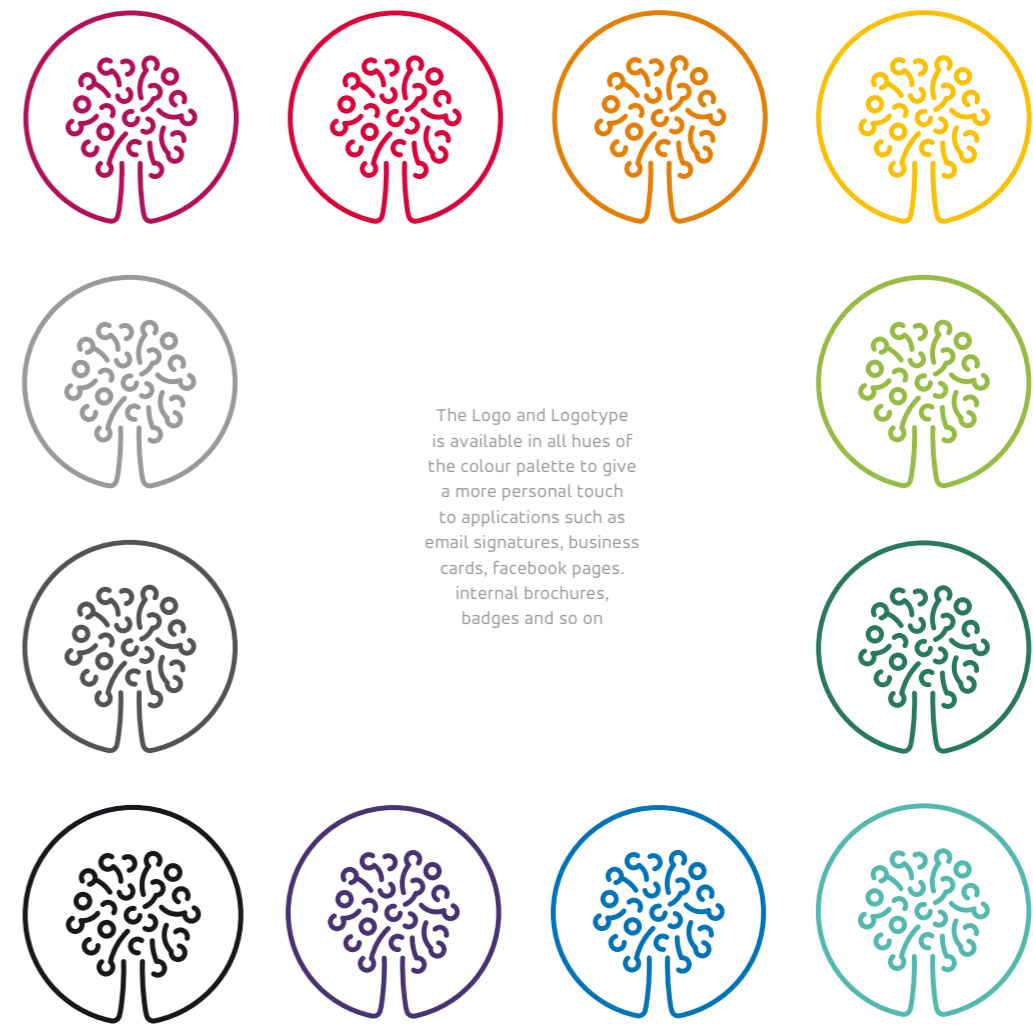
# Colour logos

Choose your favourite logo colour in negative



This is our No 1 colour

...or positive



This is our No 1 colour

# Colour logotypes

Choose your favourite logotype colour in negative...

or positive



The logo and Logotype are always white on a coloured background.



The Logo and Logotype is available in all hues of the colour palette to give a more personal touch to applications such as email signatures, business cards, facebook pages, internal brochures, badges and so on

# Colour combinations

Pick and mix



White is also an important colour and is used throughout

For instance the Logo and Logotyp, headlines and most text work best when they're white on a coloured background

# Colour combinations

Pick and mix



There are so many combinations to choose from and many that look good together.



# Our typography

6.1 STANDARD FONTS

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# Standard fonts

Accord Alternate is our corporate font, it fits perfectly with our logo, is easy to read and really looks great. Use it wherever possible. We also use Georgia for quotes

Accord Alternate Thin needs to be installed - check first with the IT Department

abc defghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZÆØÅ 1234567890 &! ? @ “

Accord Alternate Regular needs to be installed - check first with the IT Department

abc defghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZÆØÅ 1234567890 &! ? @ “

Accord Alternate Xtra Bold needs to be installed - check first with the IT Department

**abc defghijklmnopqrstuvwxyzæøå**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**XYZÆØÅ 1234567890 &! ? @ “**

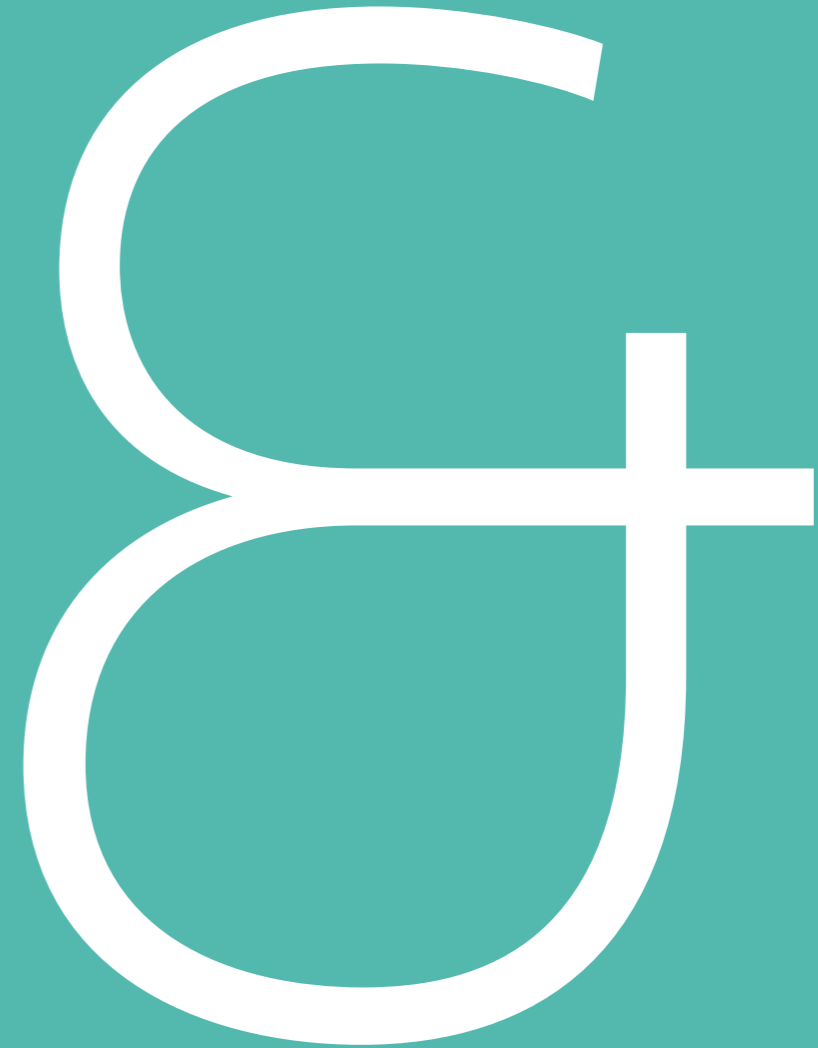
Georgia Italic and bold italic is always used for quotes. Georgia is available on all computers

*abc defghijklmnopqrstuvwxyzæøå*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*XYZÆØÅ 1234567890 &! ? @ “*

Calibri can be used if you cant get your hands on Accord Alternate. Calibri is available of all computers

abc defghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZÆØÅ 1234567890 &! ? @ “

Isn't that just gorgeous



# Type styles

## Accord Alt

### Thin 84/90

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AUTHOR



FIRST NAME SECOND NAME

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# Our pictures

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# Picture style

Pictures should ideally answer yes to the following questions. Is the picture...

- Reflecting a spontaneous moment in time?
- Depicting more than 1 person enjoying themselves?
- Reflecting a Danish/Scandinavian atmosphere
- In colour?

Furthermore picture should be inspired by the following matrix

	Brand Essence	Picture guidelines
Individual	Different compared to others	More than 1 person in every picture. Individual in focus - others out of focus in front or behind
Community	Feeling good, close together with others. Having fun, learning and looking after each other,	Pictures of groups of people very close to each other, intimate. Always doing something together, doing different things. Natural, fun and relaxing
Freedom	Choice possibilities, participate, influence, change. Break borders. Realise your dream*	Pictures of people discussing lot's of possibilities, workshops, activities. Stop motion creating things from nothing
Diversity	Room for each others differences	Pictures of people doing different things together, unexpected things, mix sport and imagination, skateboard-guitar,
Spaciousness	Openness, respect, acceptance and tolerance	Aerial picture of RE buildings and rooms
World Citizenship	Understanding each other. Involvement / complexity. Preparing to meet the world	Pictures of different cultures having a good time together



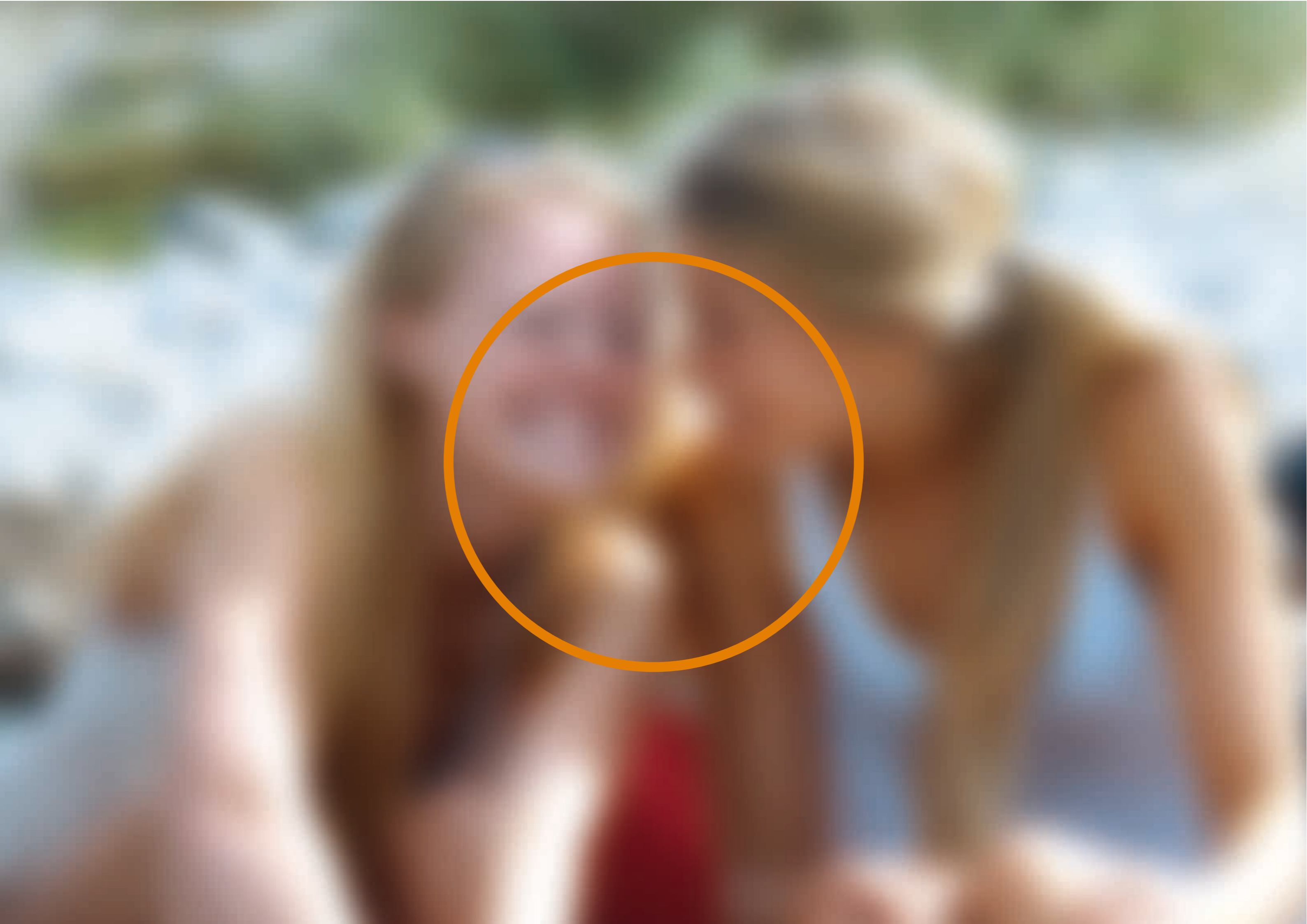
# Picture placement

Pictures can be placed in a circle in the middle of the page as illustrated on the following pages.  
See examples for further guidelines.

# Global learning and beyond...



An unparalleled opportunity to  
combine the “Danish Efterskole” with  
internationally acclaimed qualifications.





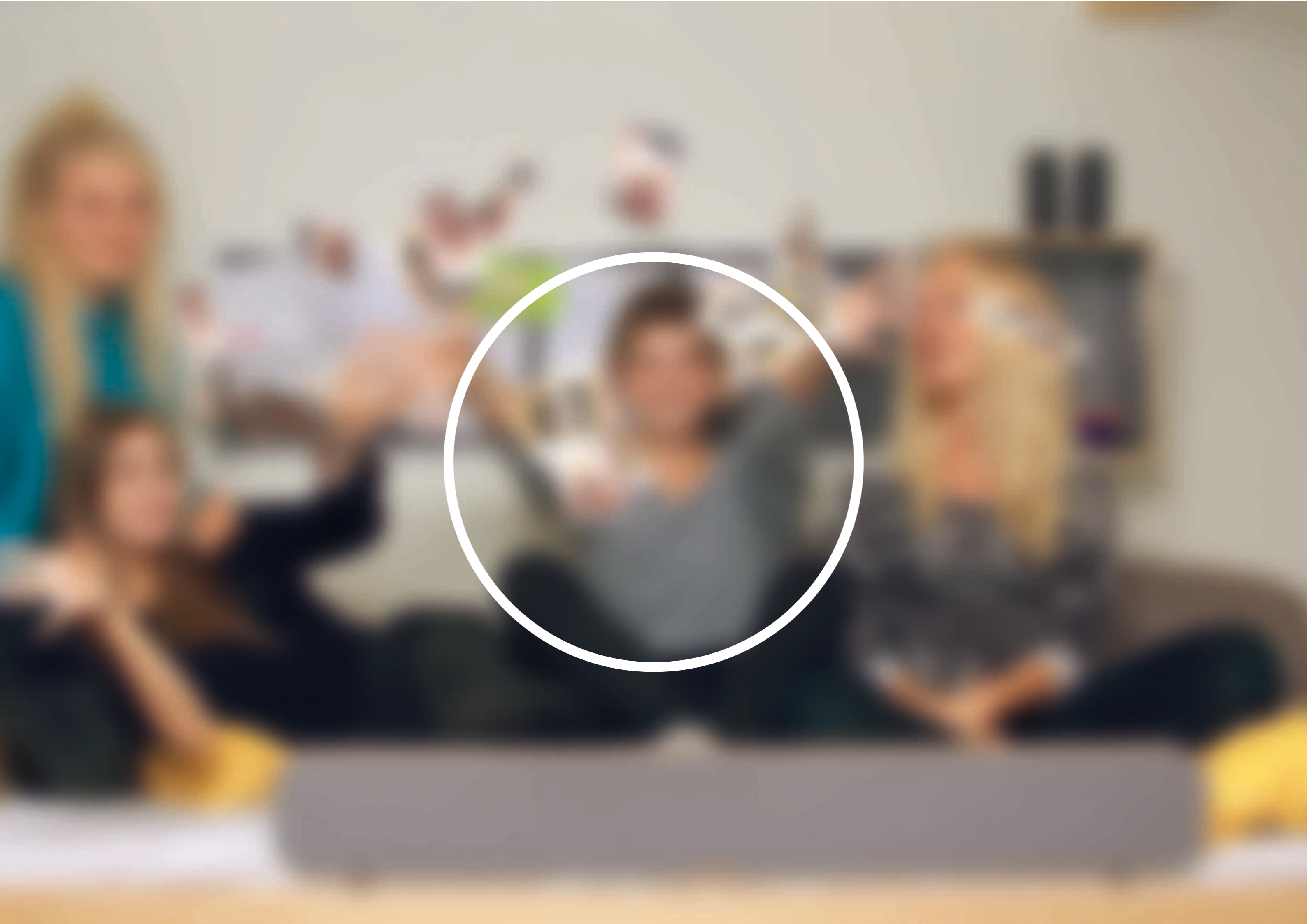






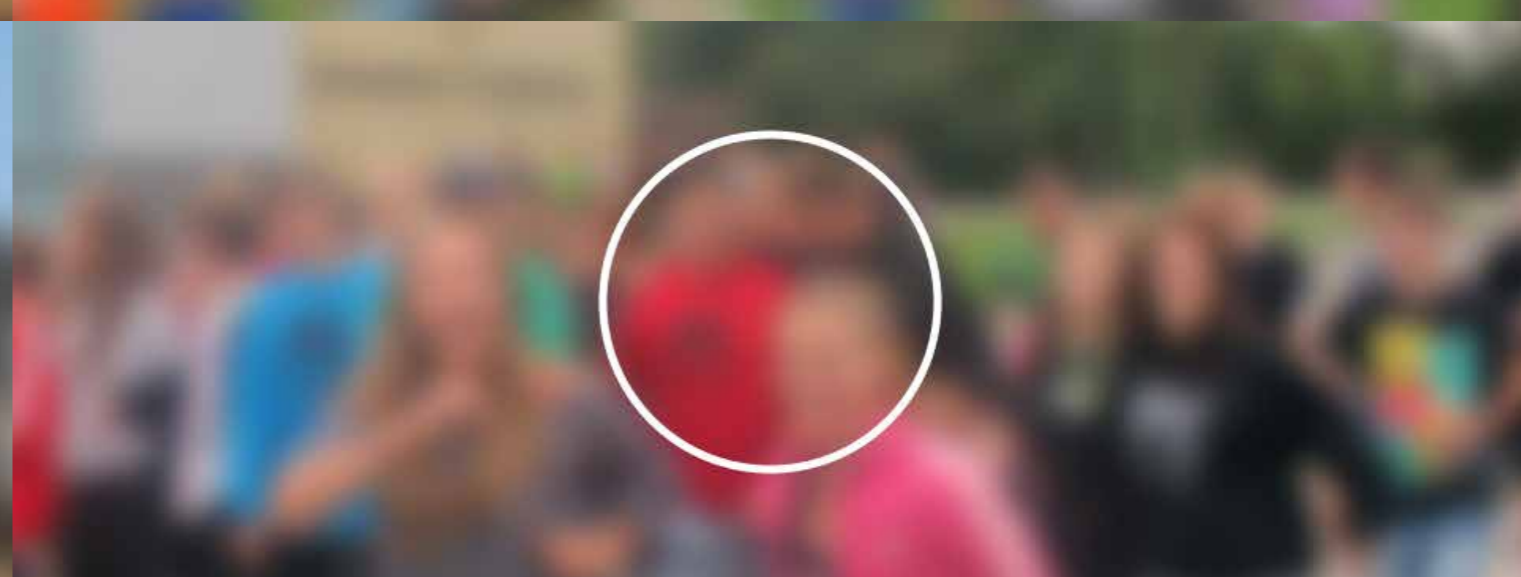
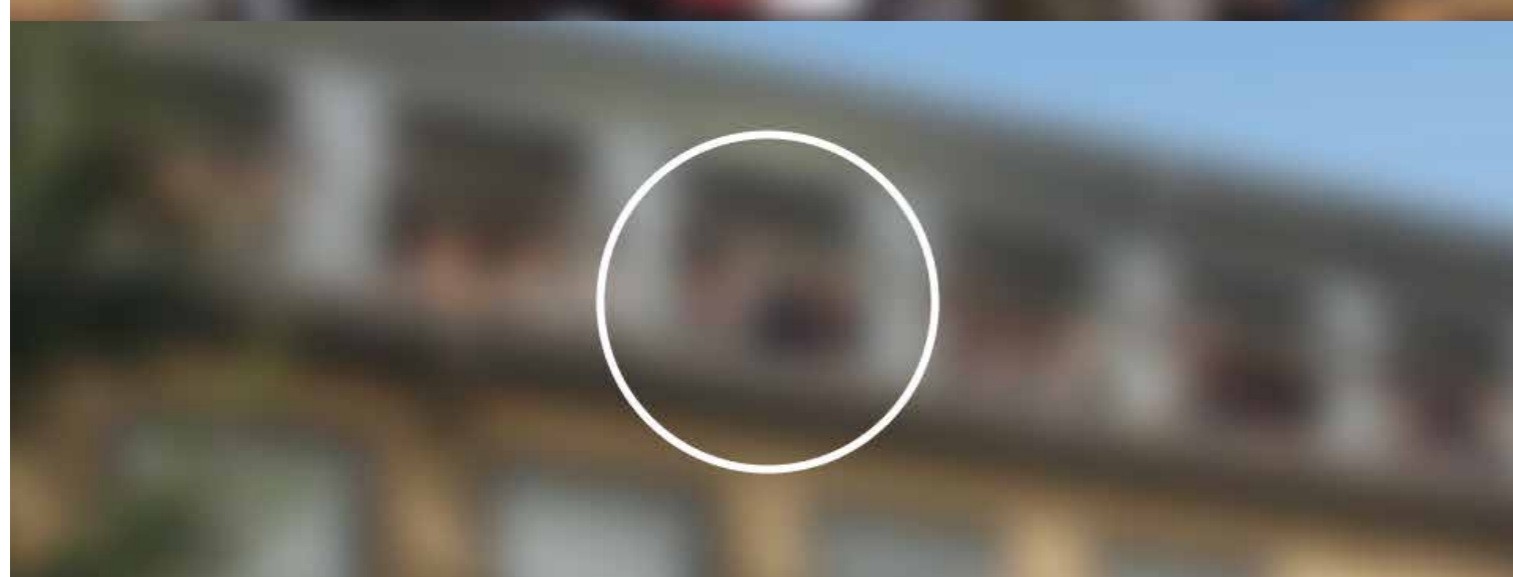
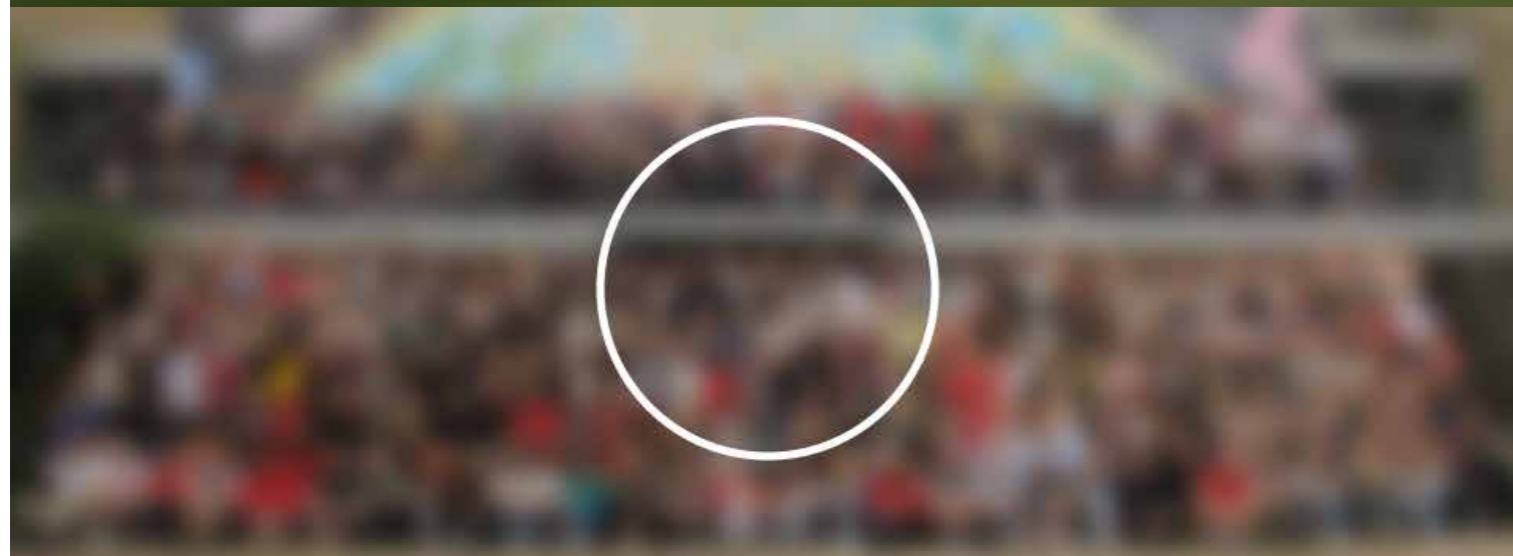






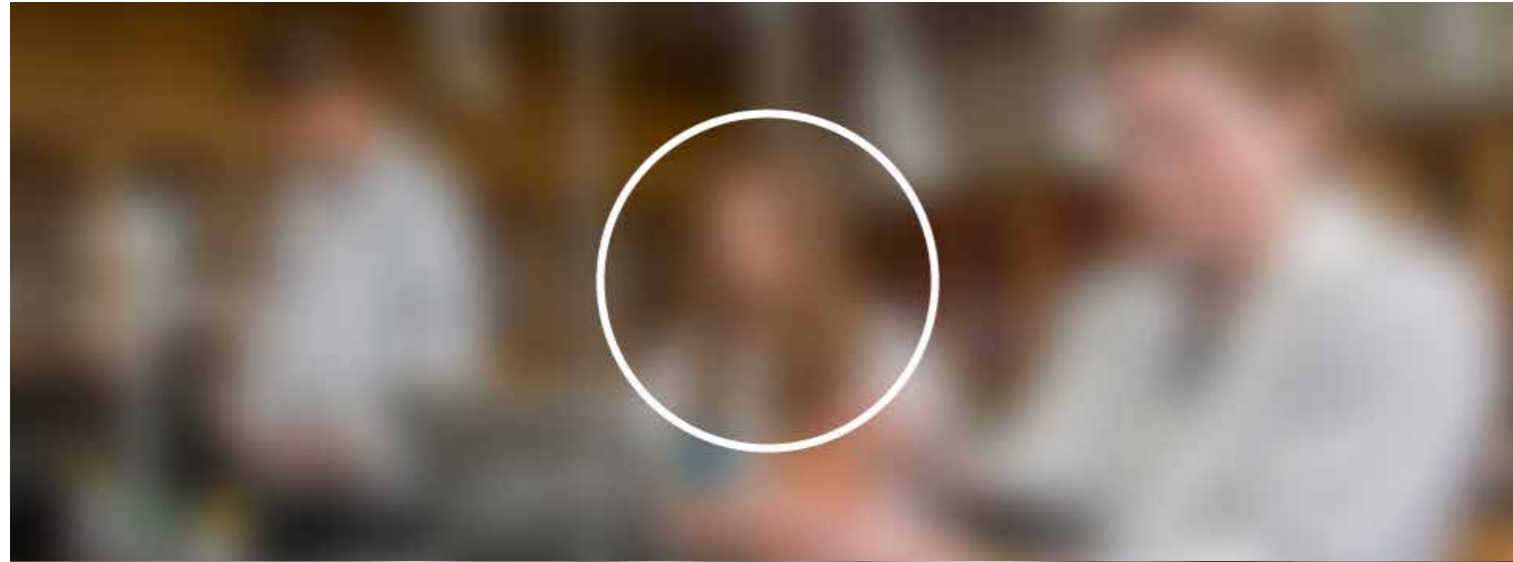














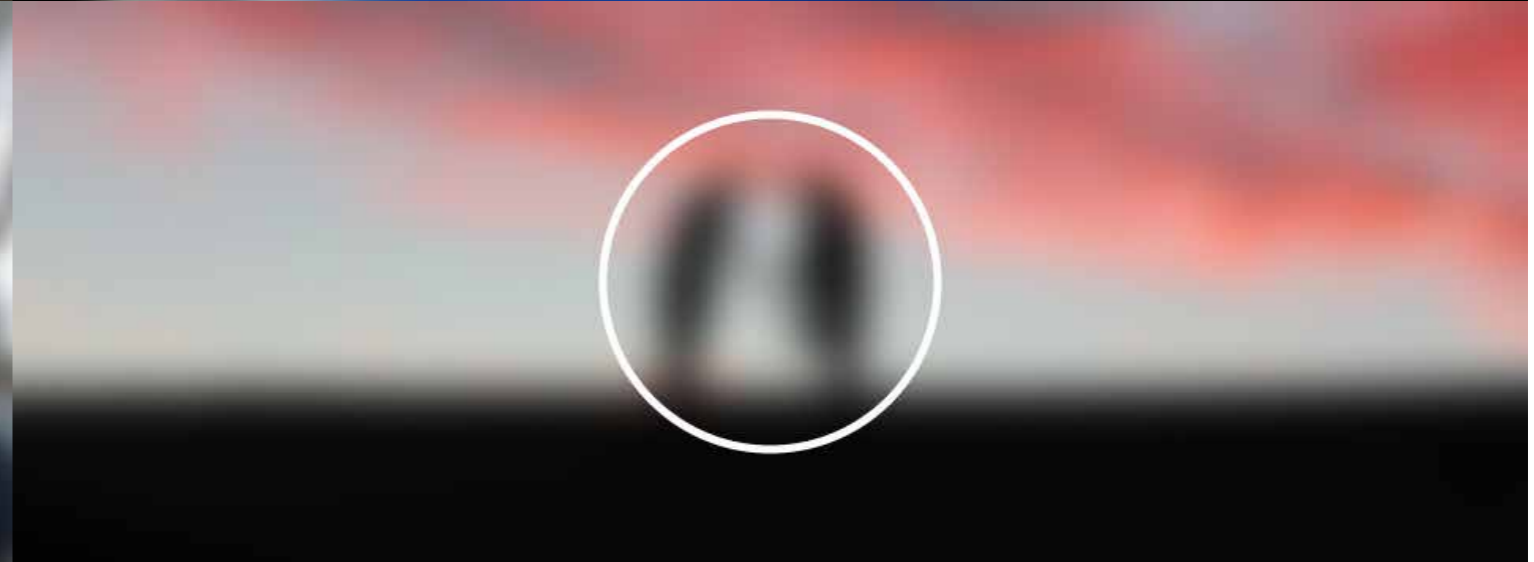








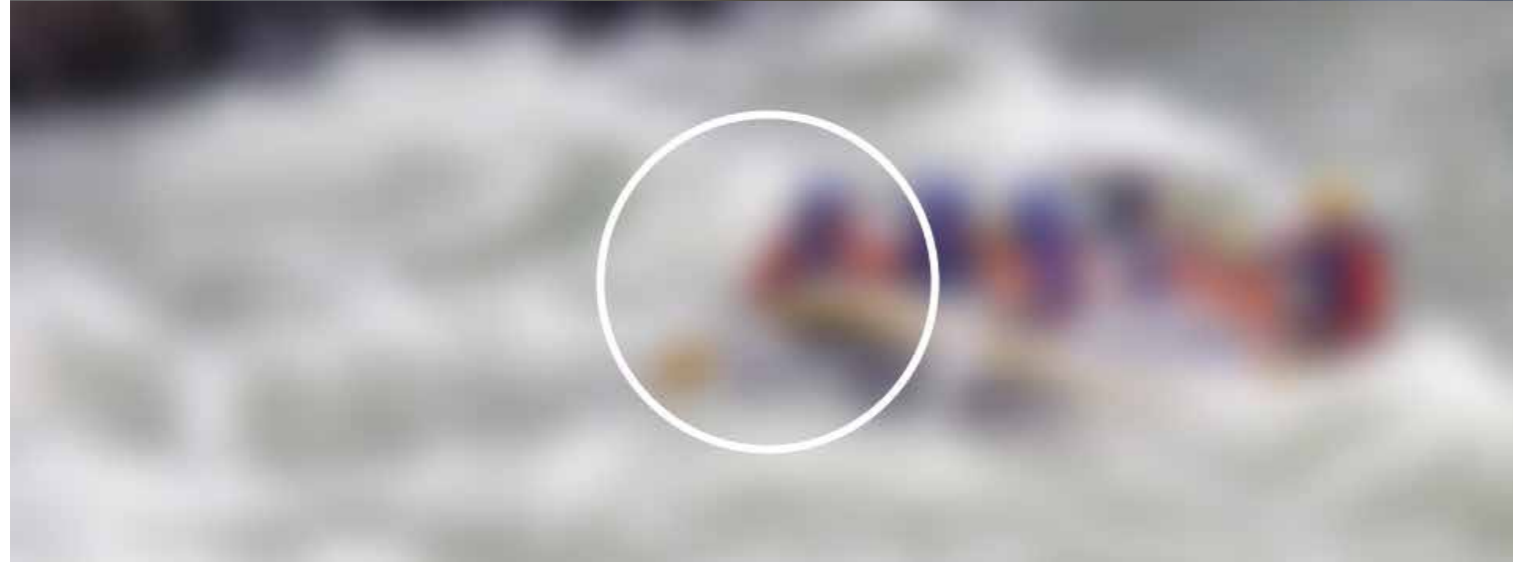
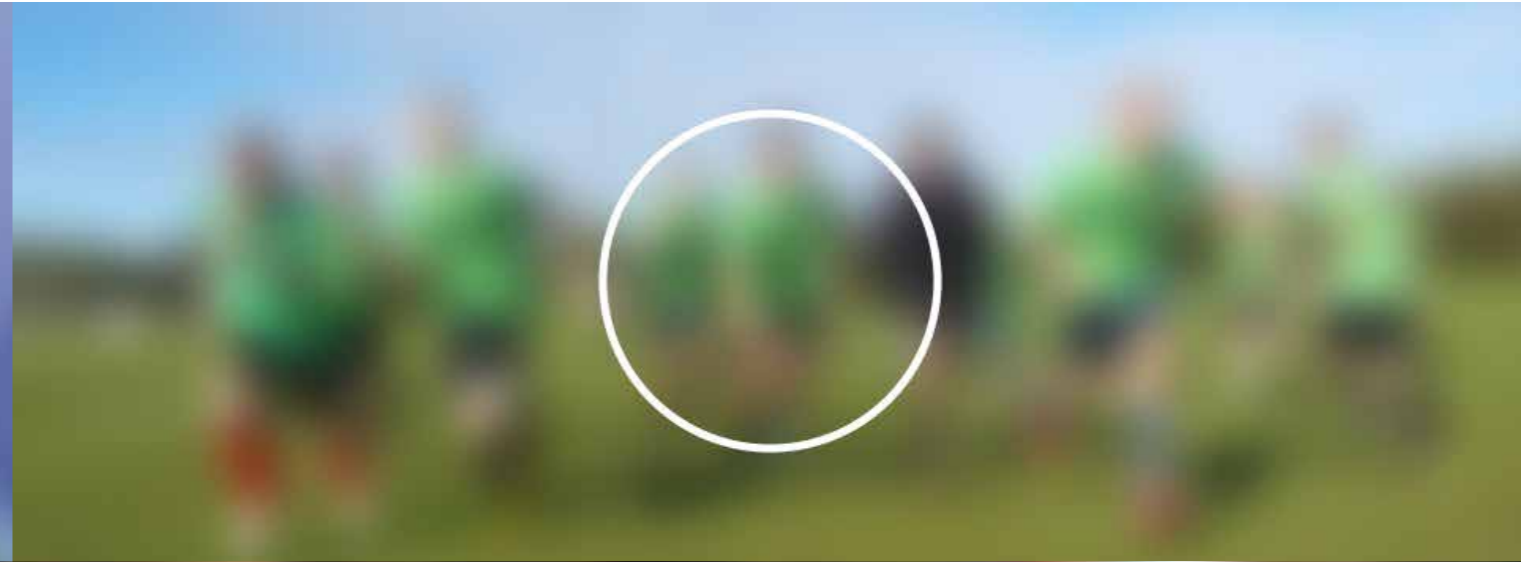
















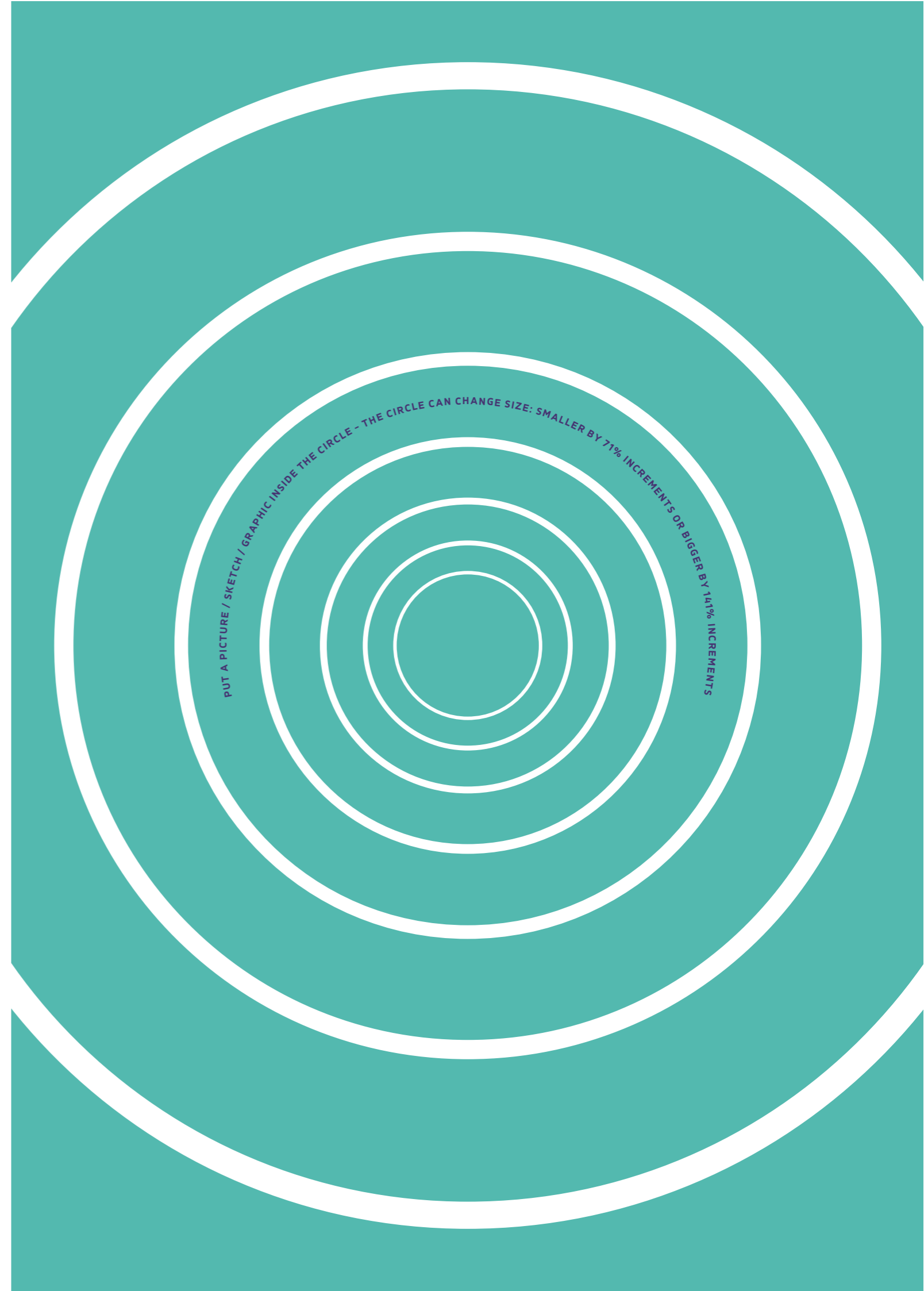
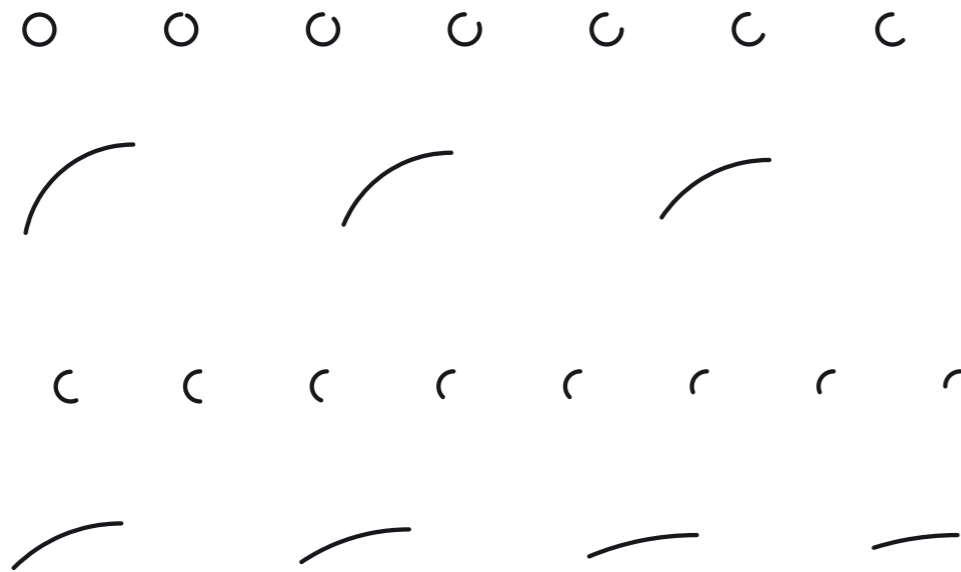


# Graphic devices

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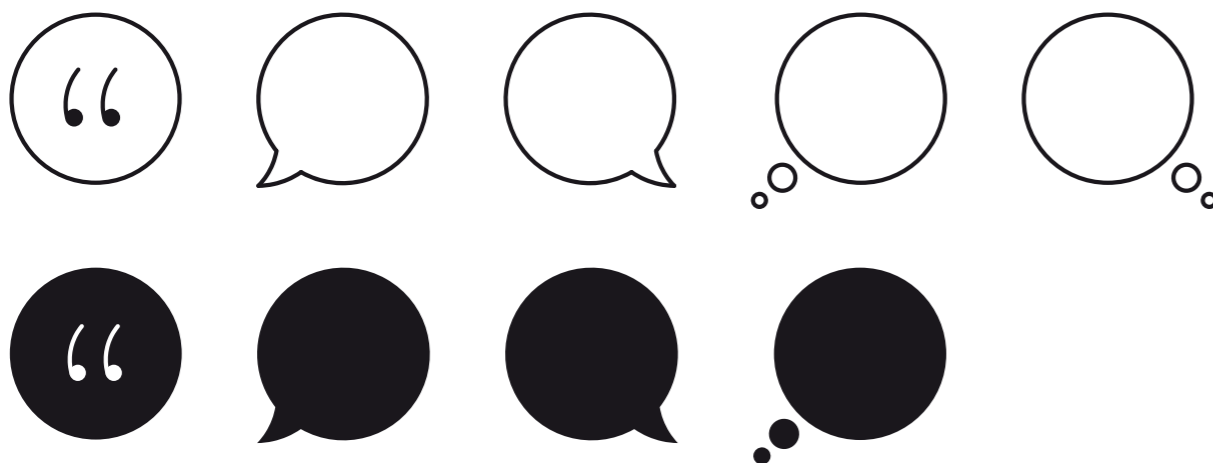
# Logo elements

These basic elements have been used to create the tree of life logo and can be re-used to create further graphic elements; the circle being the element we use most



# Quote marks

Here are some examples of quote marks and how they can be used



“ Georgia Italic 20/32  
Osamet incilitas mi,  
iunti ut a voluptia ab  
id quo et plia volupta  
elite amet eget orus!

“ Georgia Italic 20/32  
Osamet incilitas mi,  
iunti ut a voluptia ab  
id quo et plia volupta  
elite amet eget orus!

14/23  
Værdigrundlag  
sigter mod at forberede  
eleverne på at kunne begå  
sig i en kompleks og  
foranderlig.

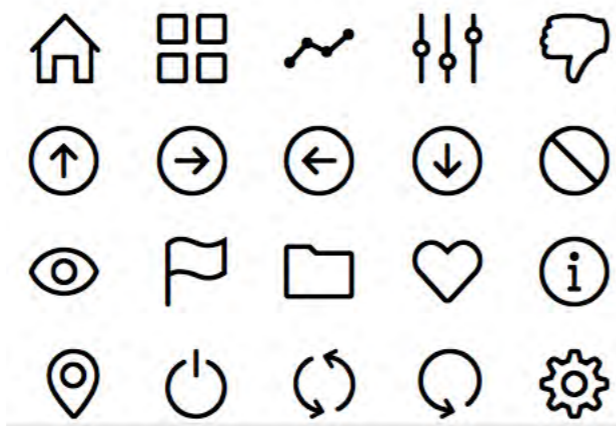
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14/23pt Georgia Italic  
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debitatur modi omnis  
voluptaquam nullorume  
veribusapiet voles

“Værdigrundlag sigter  
mod at forberede eleverne  
på at kunne begå sig i en  
kompleks og foranderlig.”

“Quote:  
14/23pt Georgia Italic  
”Imodignation cus sapisci  
debitatur modi omnis  
voluptaquam nullorume  
veribusapiet voles

# Web icons

All web icons follow the same style as the logo, quote marks. They have a very thin line and live in a circle on mouseover.



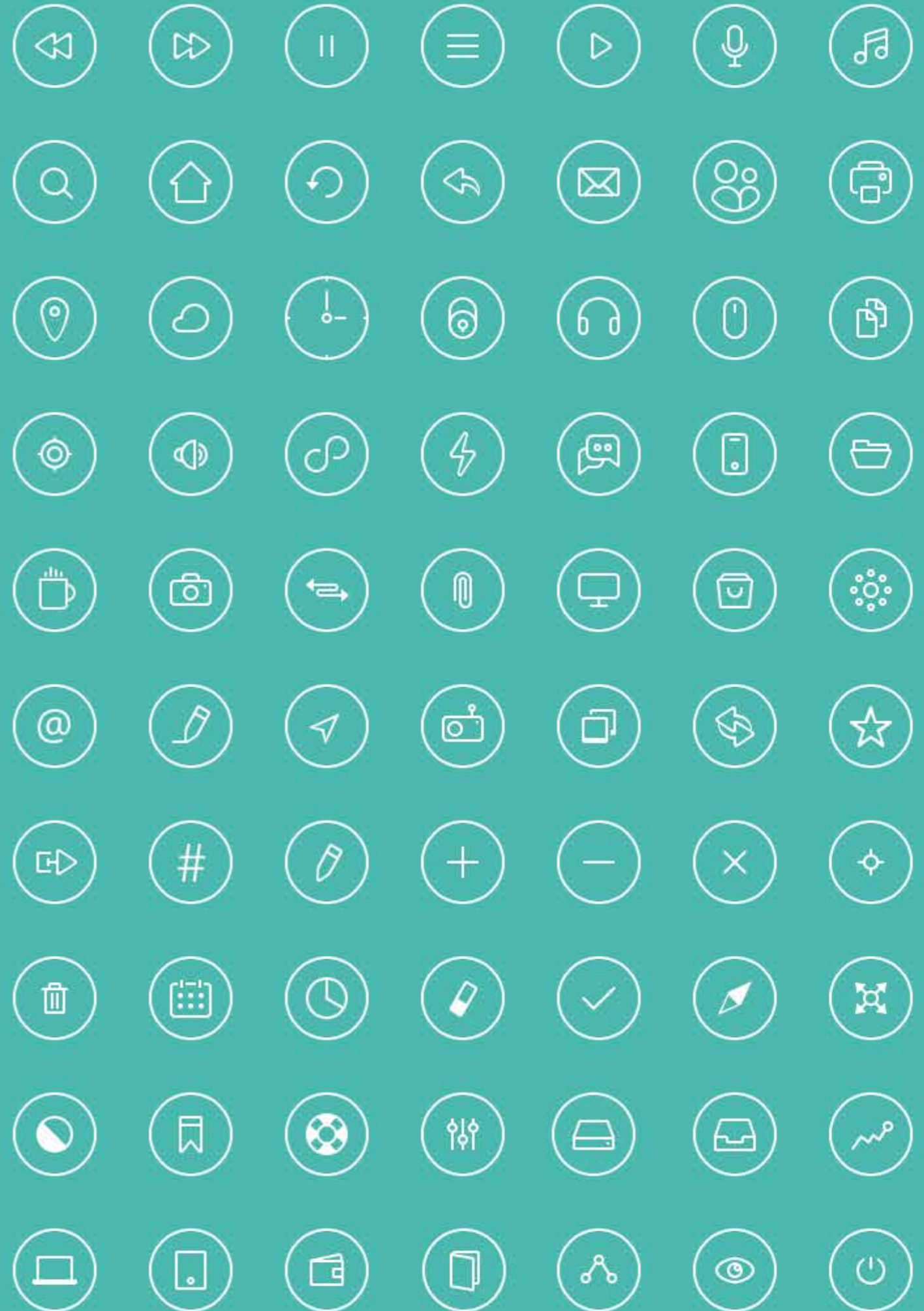
Under construction



# Web icons

All web icons follow the same style as the logo, quote marks. They have a very thin line and live in a circle on mouseover.

Under construction





# Globes

Various graphic globe to use when highlighting various destinations



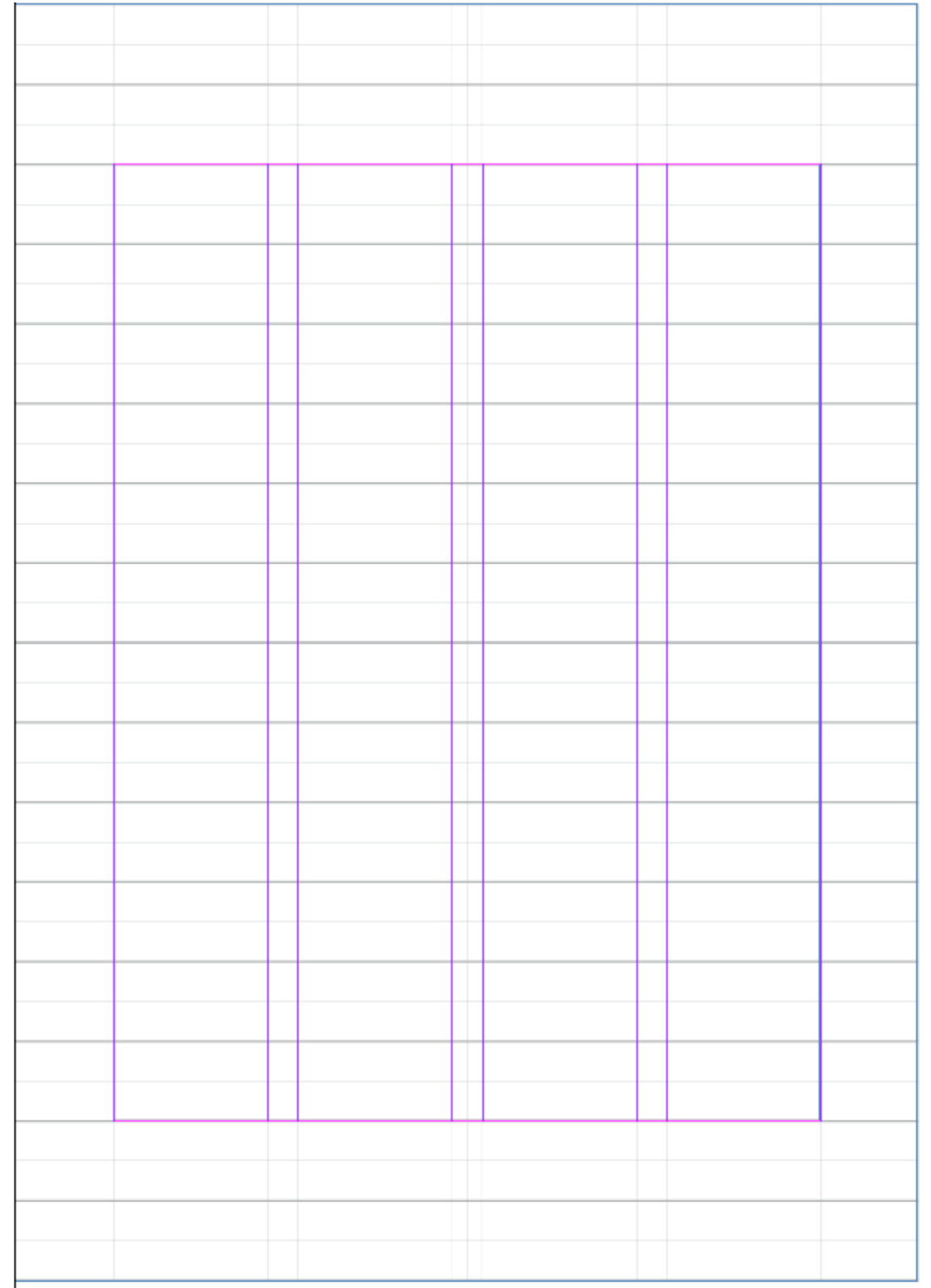
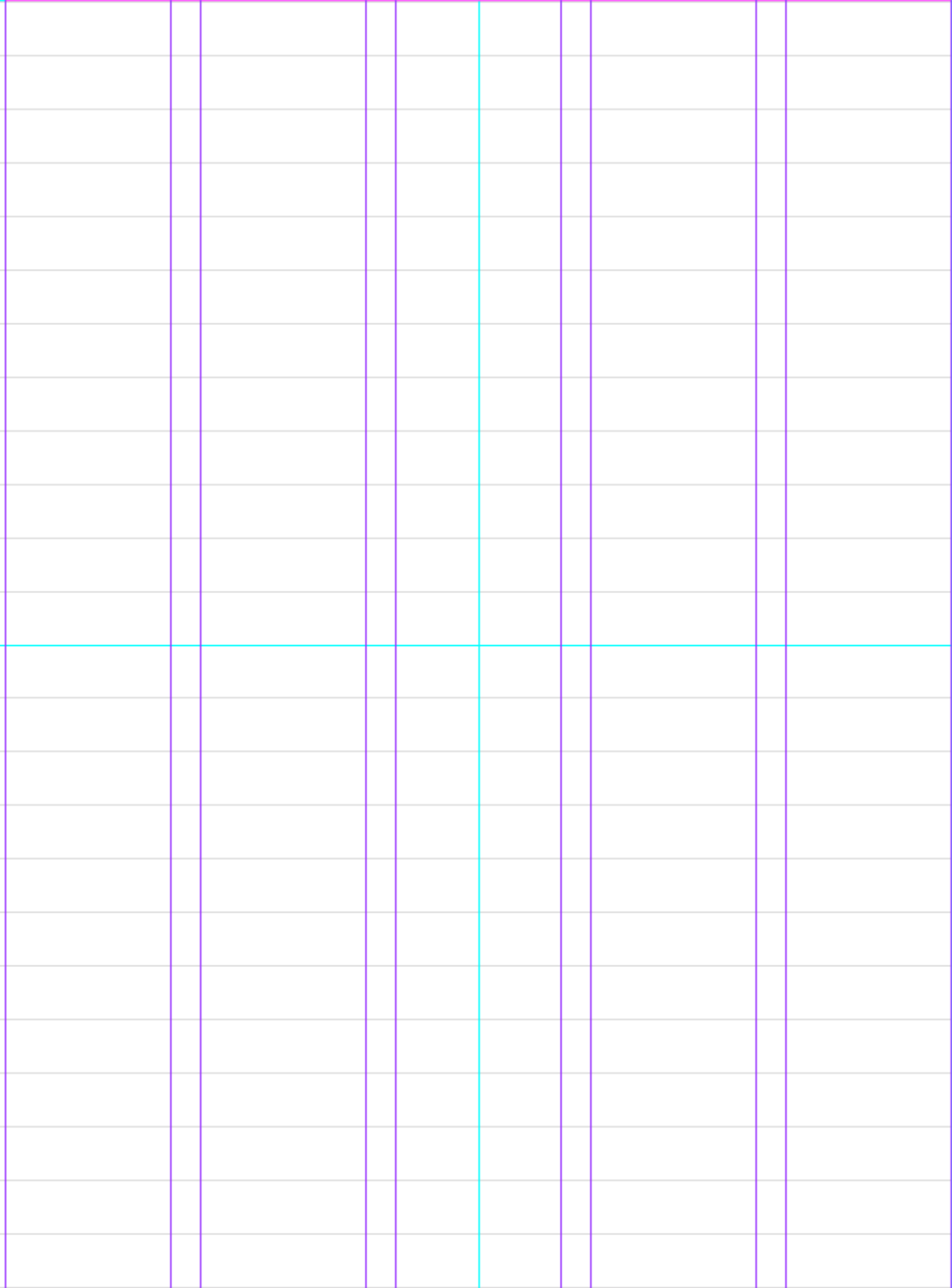
# Layouts & grids

9.1 A4 GRID PORTRAIT

122

9.2 A5 GRID

123



# Examples

10.1 EVERYDAY COMMUNICATION

10.2 WEBSITE

10.3 ADVERTISEMENTS

10.4 SIGNS

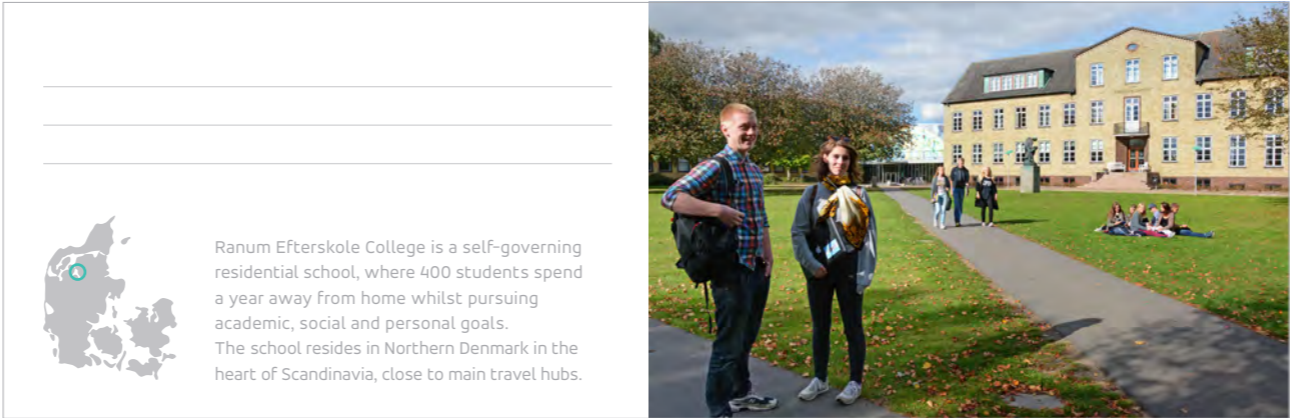
10.5 BROCHURES

10.6 MERCHANDISE

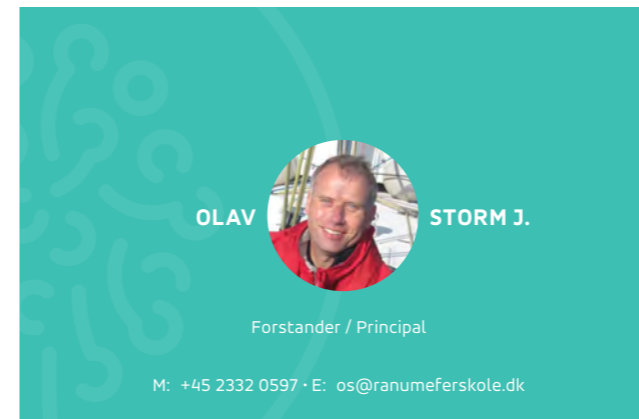
# Business card



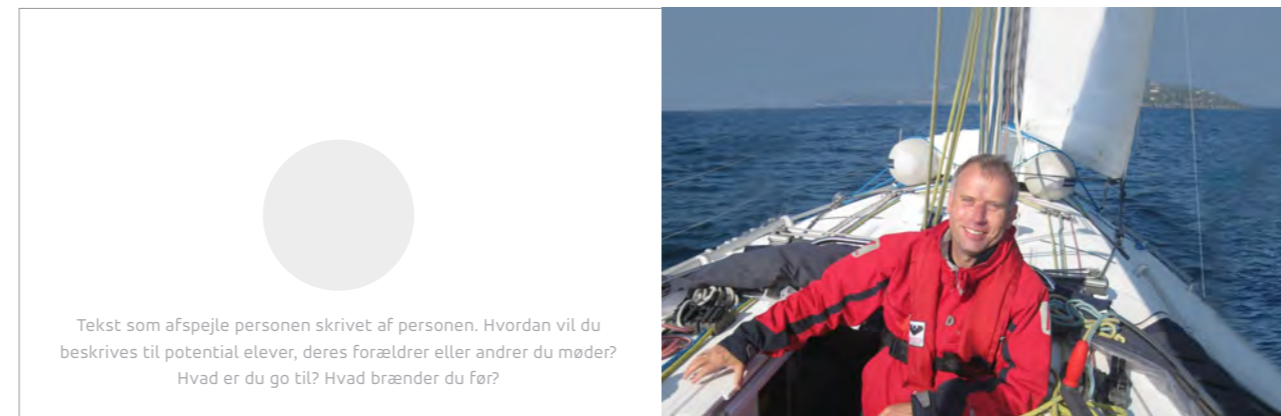
General business card



# Business card



Personal business card



# E-mail signature

Med venlig hilsen

**Olav Storm Johansen**  
Forstander / Principal



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Mobile: +45 2332 0597  
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[www.ranumefterskole.dk](http://www.ranumefterskole.dk)

Med venlig hilsen

**Ann-Sophie Høffner**  
Sekretar og elev admin.  
Secretary and student admin.



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Email: [ah@ranumefterskole.dk](mailto:ah@ranumefterskole.dk)

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[Følg os på Facebook](#)

Med venlig hilsen

**Jørn Nielsen**  
Leder af teknisk afdeling



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9681 Ranum, Himmerland, Danmark  
[www.ranumefterskole.dk](http://www.ranumefterskole.dk)

# Letterhead

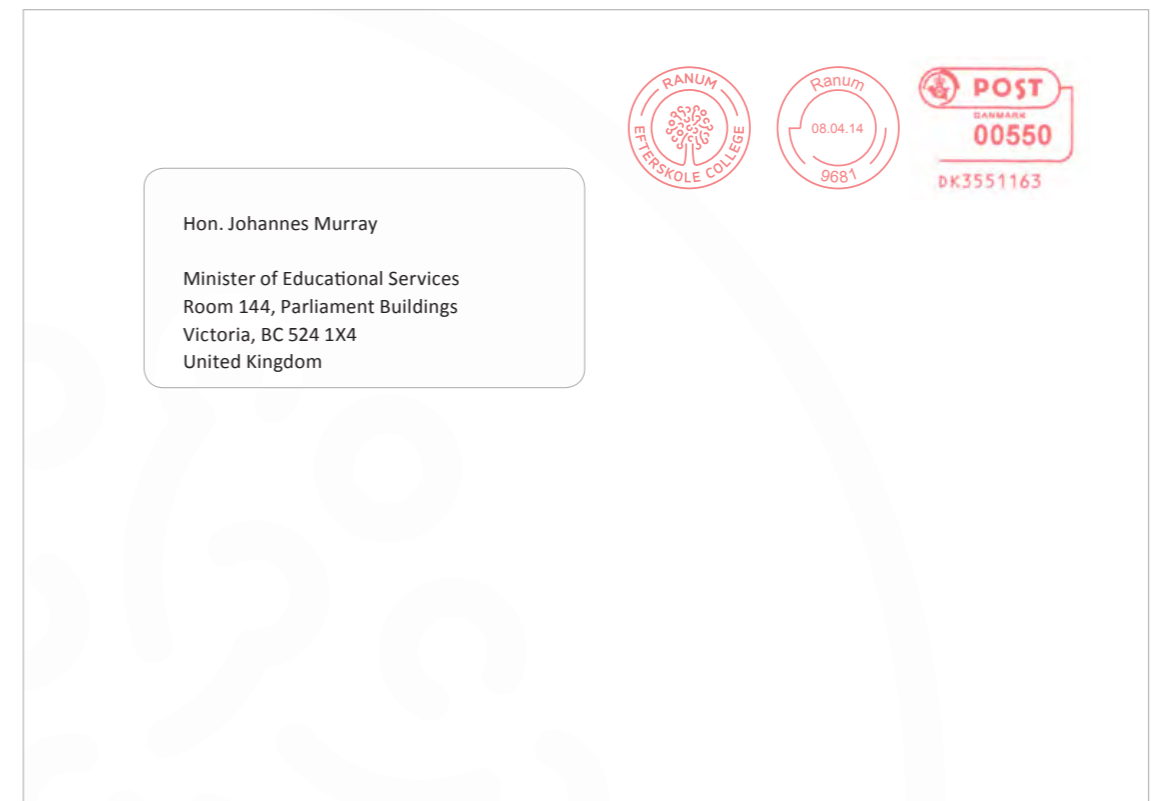
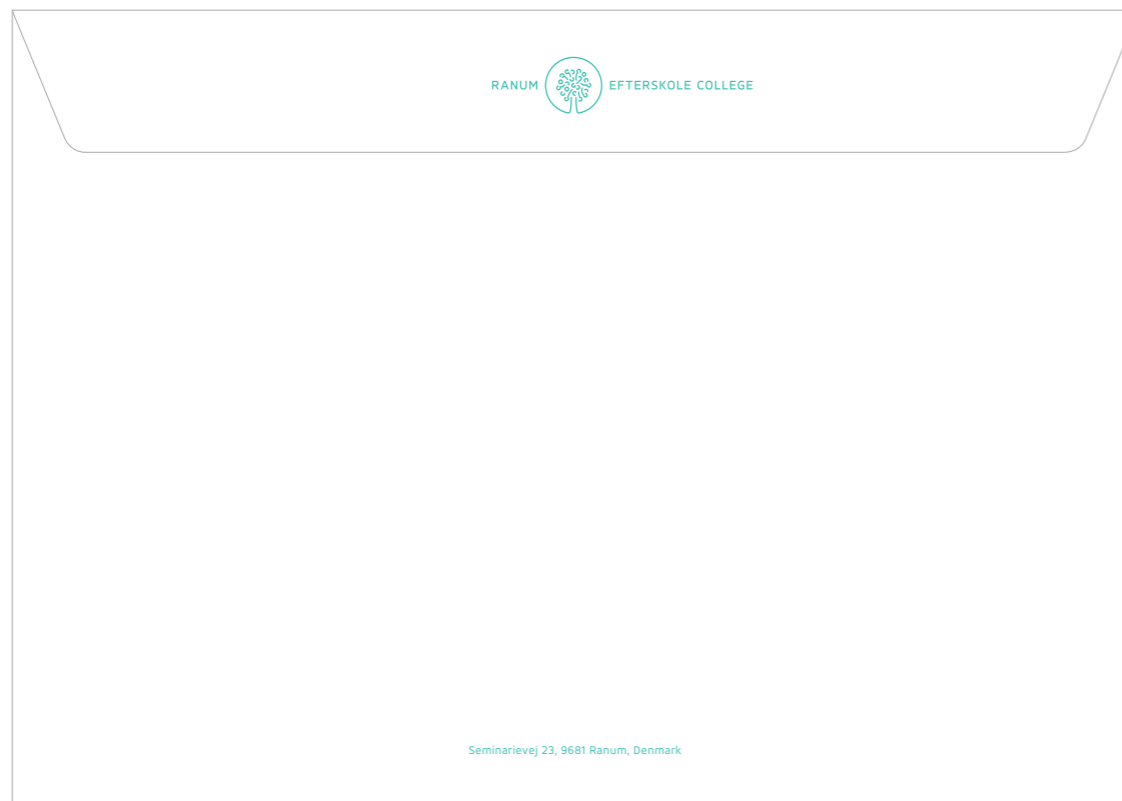
65%



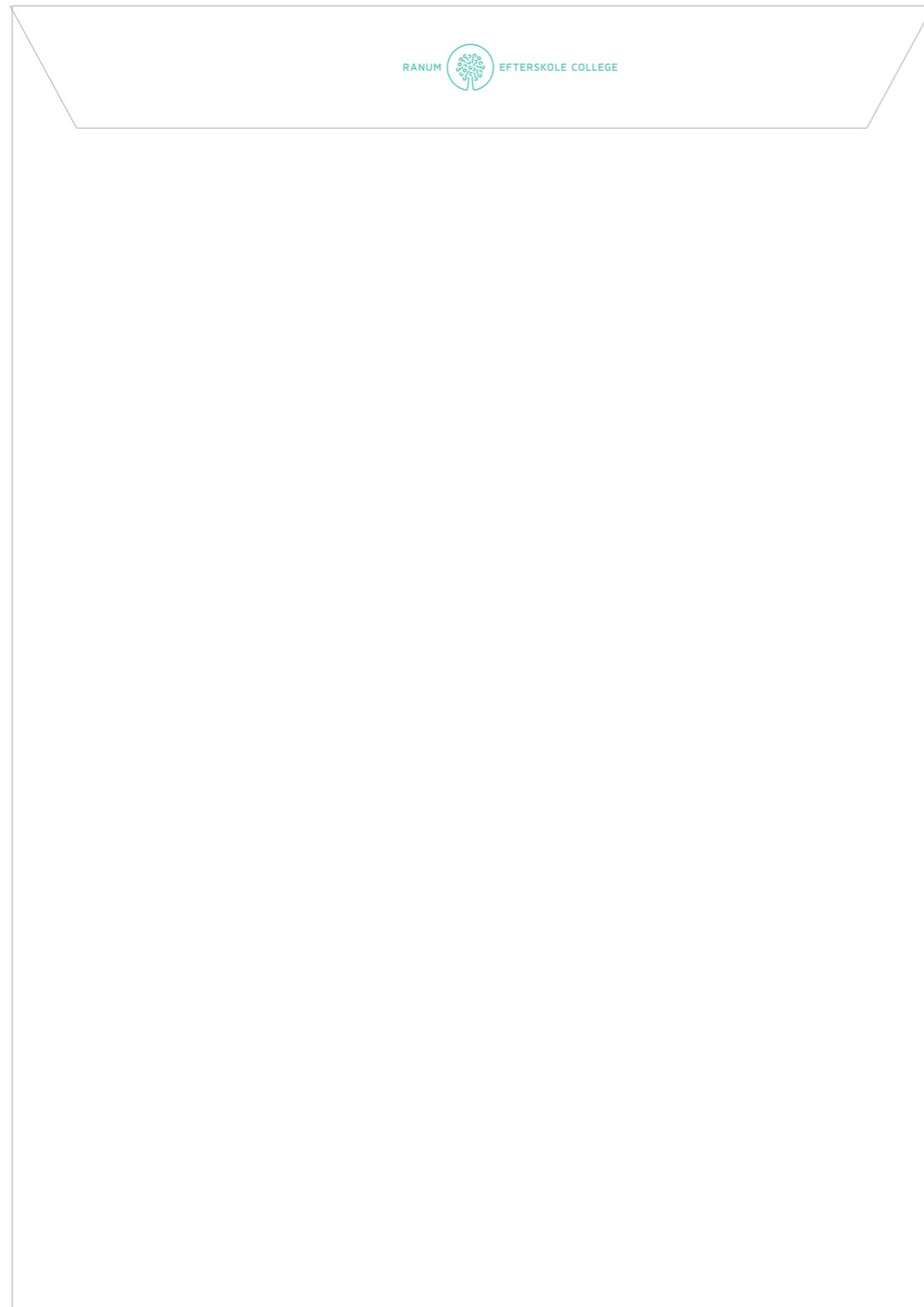


# Envelope

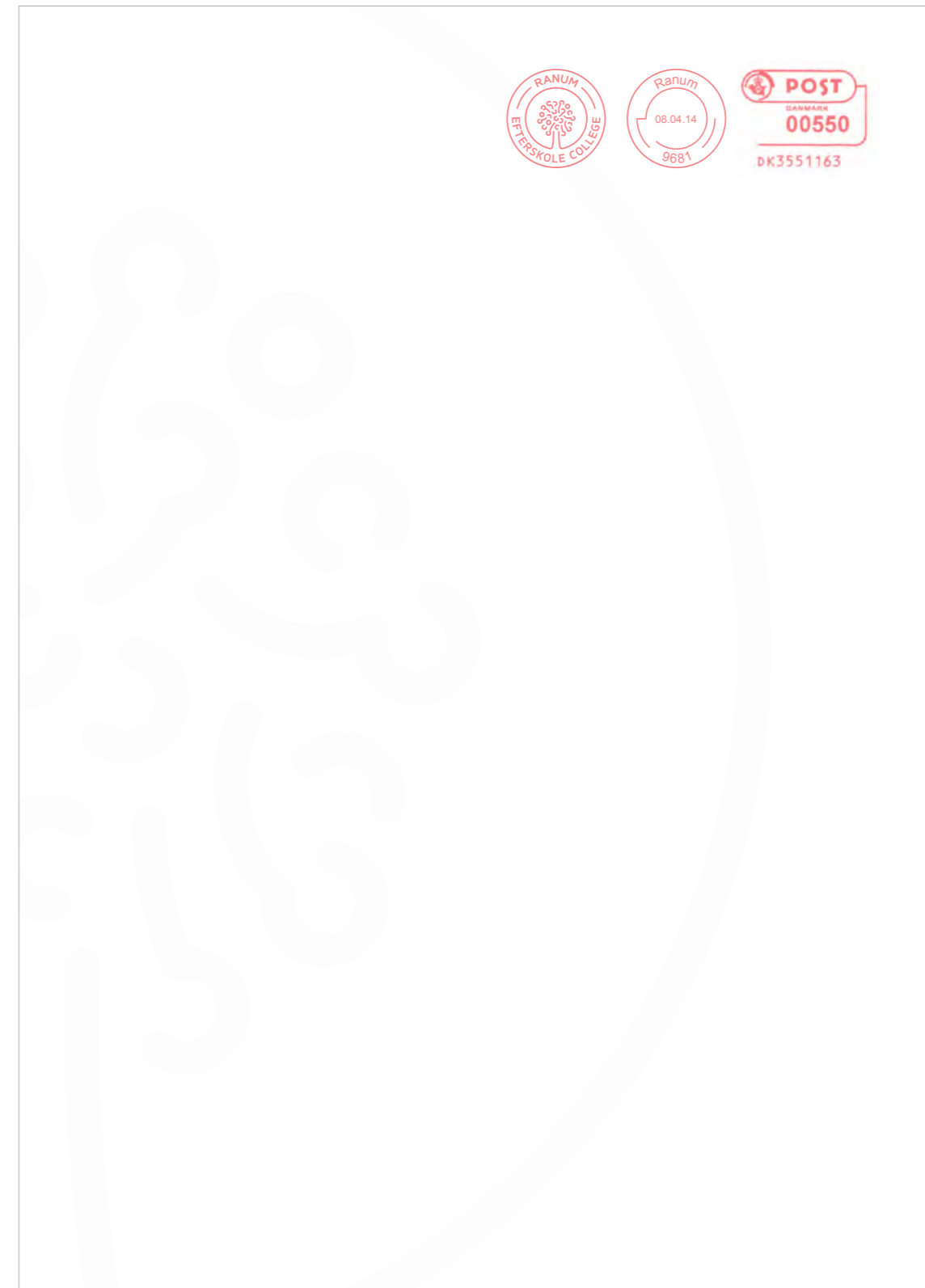
C5  
with window  
65%



# Envelope



C4  
65%



# Ranum

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ET FRIET EGET SITIUS**

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- DERIMES ELITE AMET AT ELITUSE
- TERIMITUS ALA ET FRIET CONFIUSTUSE!

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# Profilfagsvalg



2014 - 15

# Large headline here 64/70



Intro text here set in 20/26pt Accord Alternate Regular.  
Possibility for maximum three lines or approx 35  
words lorem ipsum delor elite amet agus cornthium.

# Global learning and beyond...



An unparalleled opportunity to  
combine the “Danish Efterskole” with  
internationally acclaimed qualifications.

# 10 reasons to choose Ranum Efterskole College

1. College, IB and university-preparatory
2. Highly skilled and experienced teachers
3. Three study trips to destinations world-wide
4. Combine subjects and levels that match your skills
5. Explore Danish language, culture and heritage
6. 165 years of educational heritage
7. 60+ extracurricular subjects and activities
8. 400 new friends from all over the world
9. Get prepared for a global future
10. Combine efterskole and international qualifications.

Ranum is situated in Northern Jutland, Denmark; close to major train stations and one hour from Aalborg International Airport.



For more information visit [www.ranumefterskole.com](http://www.ranumefterskole.com)  
Tel: +45 9666 4400 [info@ranumefterskole.com](mailto:info@ranumefterskole.com)  
Seminarievej 23, 9681 Ranum, Himmerland, Denmark



Ranum Efterskole College  
is affiliated with the  
following organisations:



# Tilbud på logo i bronze

bogstaver: 22stk  
små "blade": 21stk  
cirkel/træstamme: 1stk



Ranum Efterskole College planlægger renovering af den eksisterende facade over skolens hovedindgang. I den forbindelse vil vi gerne hvis Aalborg Broncestøberi Aps vil komme med et tilbud på ovenstående forslag, med skolens nye logo i bronze.

Hvis i skulle have erfaringer med en bestemt type facadebeklædning, der står godt til bronzen, vil vi gerne høre omkring det. Dette skal dog ikke medtages i tilbuddet.



Kontakt:

Anders Højris  
mail: [ahj@ranumefterskole.dk](mailto:ahj@ranumefterskole.dk)  
mobil: 30351426

# Ranum friendship plaque

Gift to Ranum Efterskole College's freindship schools and other institutions



← 2 holes Ø 0.3 cm

Scale 1:1 - Ø8cm x 0.8 cm - Bronze / casted = 138kr (250stk) = 34,500 kr excl moms - Gift box: To be defined.

# Thank you plaque

**En stor tak til Laura Glud  
for donationen, Ranum 2014**

**En stor tak til Laura Glud  
for donationen, Ranum 2014**

Sponsored by Laura Glud plaque: Scale 1:1 - Bronze plaque 8 x 2.2 cm. Engraved



# Ranum collector coin

Gift for Ranum Efterskole College friends



**Copper / gold / coins and gift box / pouch x 2,000**

Scale 1:1: Ø3.8cm x 0,3 cm (casted - with hole in the middle, same colour/material as a 20kr)





RANUM EFTERSKOLE 2013/14





# Thanks...

and let us know if you have  
any suggestions for change  
[nh@ranumefterskole.dk](mailto:nh@ranumefterskole.dk)  
or 40878602