

# Design Guidelines



# Logo



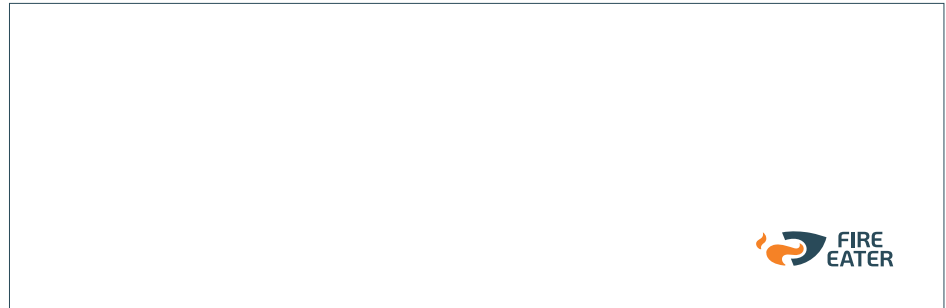
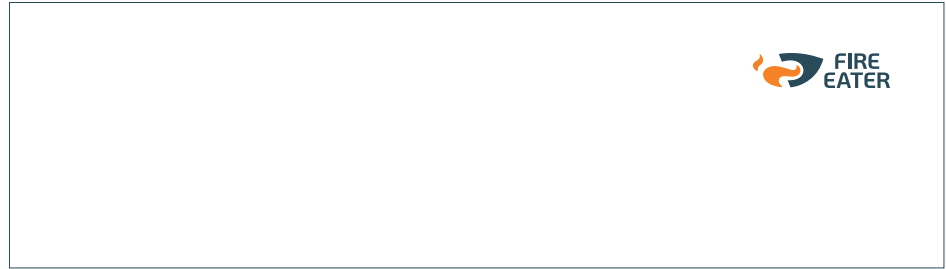
Primary Logo



# Logo



Position of logo  
in the right side  
top or bottom



Size: 1/6 part  
of the width  
(by margin)

32 mm wide  
an A4 high  
format

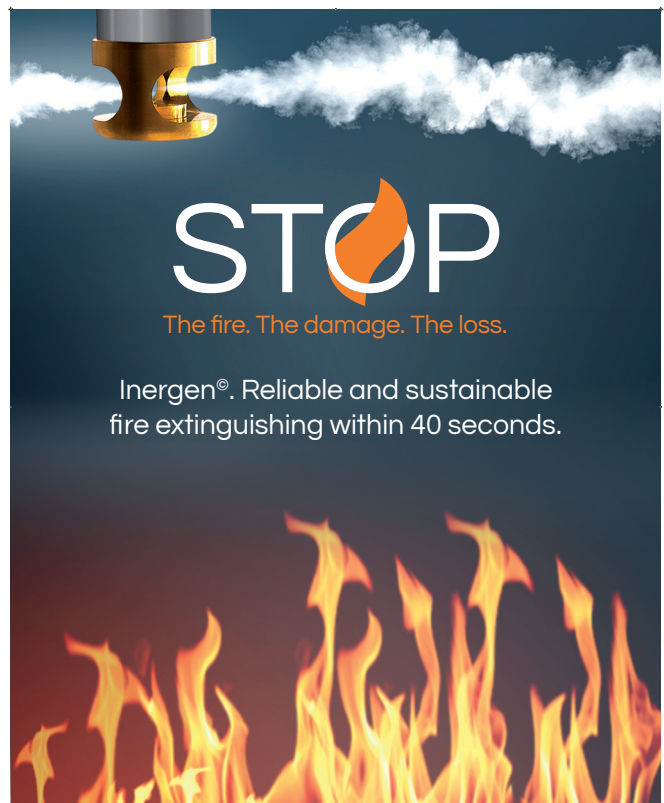


# Statement



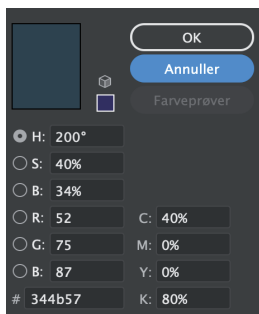
The Fire Eater statement is placed visibly on the front page of the website, on brochures or the like, but not in connection with the logo.

INERGEN. RELIABLE AND SUSTAINABLE FIRE EXTINGUISHING WITHIN 40 SECONDS.



# Colors

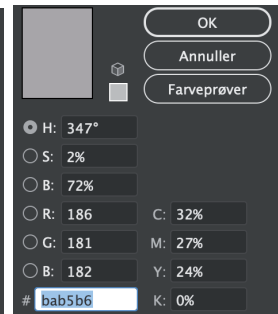
Blue Black



Hex #344b57  
Pantone 7477C

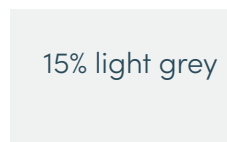
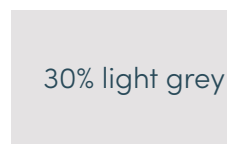
RAL 7026

Light grey

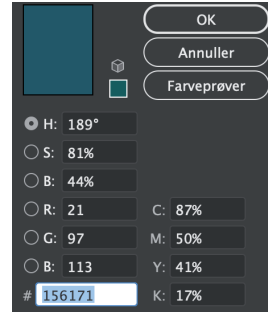


Hex #bab5b6  
Pantone Cool Grey 5C

RAL 7047



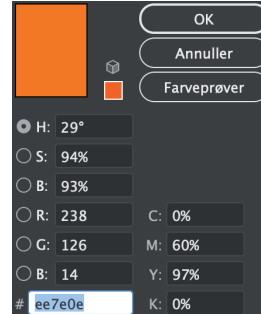
Turquoise



Hex #156171  
Pantone 7473C

RAL 5025

Orange



Hex #ee7e0e  
Pantone 716C

RAL 2000

# Beskyt dit serverrum mod brand

SOFIA PRO light  
pkt 28  
Color: Turquoise or Grey Blue  
Space 36 pkt

# BESKYT DIT SERVERRUM MOD BRAND

SOFIA PRO light  
- ALL CAPS  
pkt 24  
Color: Turquoise or Grey Blue  
Space 36 pkt

## SERVERRUM OG DATACENTRE

SOFIA PRO light  
- ALL CAPS  
pkt 15  
Color: Turquoise, orange  
or Grey Blue  
Space 19 pkt

I dag er alle uden undtagelse afhængige af computerteknologi. Serverrum og datacentre er derfor særligt følsomme overfor nedetid.

SOFIA PRO light  
pkt 15  
Color: Turquoise or Grey Blue  
Space 19 pkt

Kan vi ikke få adgang til vores data og servere, kan vi i mange tilfælde ikke komme videre med vores arbejde. Derfor er det vigtigt at beskytte dit serverrum mod brand. En brand i et serverrum kan resultere i enorme økonomiske og materielle tab - og endnu være, skade på mennesker.

SOFIA PRO light  
pkt 11  
Color: Grey Blue  
Space 15 pkt

*Med det rigtige brandslukningssystem kan du beskytte dit serverrum mod brand og nedetid.*

SOFIA PRO light italic  
pkt 9  
Farve: Grey Blue  
Space 15 pkt

Beskyt dit serverrum mod brand for optimal sikring

Dark background  
Color: Light grey 15%

# Font

POWERPOINT, WORD MV.



## Beskyt dit serverrum mod brand

## BESKYT DIT SERVERRUM MOD BRAND

### SERVERRUM OG DATACENTRE

I dag er alle uden undtagelse afhængige af computerteknologi. Serverrum og datacentre er derfor særligt følsomme overfor nedetid.

Kan vi ikke få adgang til vores data og servere, kan vi i mange tilfælde ikke komme videre med vores arbejde. Derfor er det vigtigt at beskytte dit serverrum mod brand. En brand i et serverrum kan resultere i enorme økonomiske og materielle tab - og endnu være, skade på mennesker.

*Med det rigtige brandslukningssystem kan du beskytte dit serverrum mod brand og nedetid.*

Tenorite  
point 29  
Color: Turquoise or Grey Blue  
Space 36 pkt

Tenorite ALL CAPS  
point 24  
Color: Turquoise or Grey Blue  
Space 36 pkt

Tenorite ALL CAPS  
point 15  
Color: Grey Blue, orange or  
Turquoise  
Space 19 pkt

Tenorite  
point 15  
Color: Grey Blue or Turquoise  
Space 19 pkt

Tenorite  
point 11  
Color: Grey blue  
Space 15 pkt

Tenorite italic  
point 9  
Color: Grey blue  
Space 15 pkt

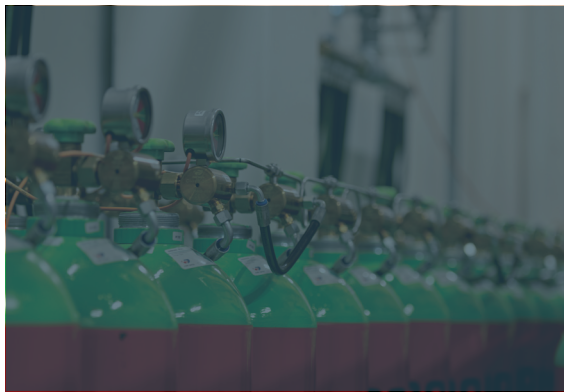
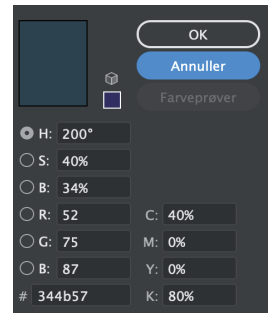
Beskyt dit serverrum mod  
brand for optimal sikring

Dark background  
Color: Light gray 15%

# Pictures



Color: blue-black  
Opacity: 85%



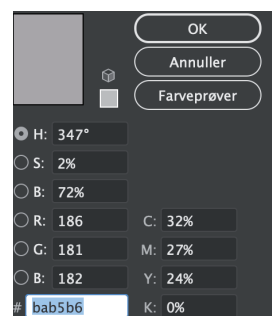
Color: blue-black  
Opacity: 70%



Color: blue-black  
Opacity: 50%



Color: Light grey  
Opacity: 70%

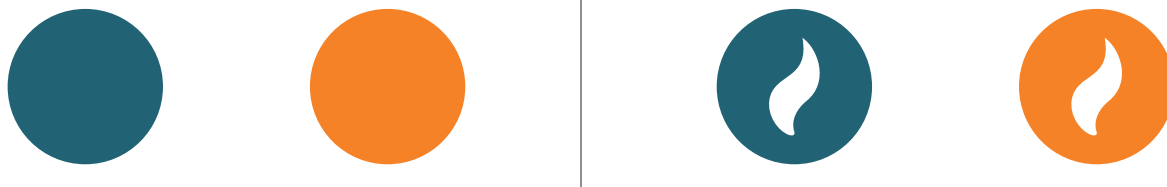




# Graphic elements



## BULLIT POINTS - WITH OR WITHOUT ICONS



## CALL TO ACTION BUTTONS



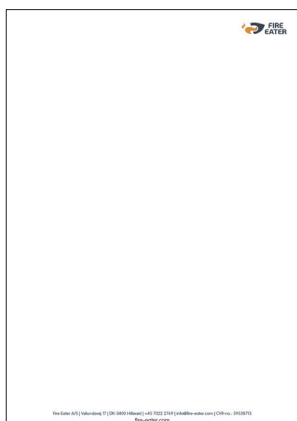
# Graphic material



## BUSINESS CARD



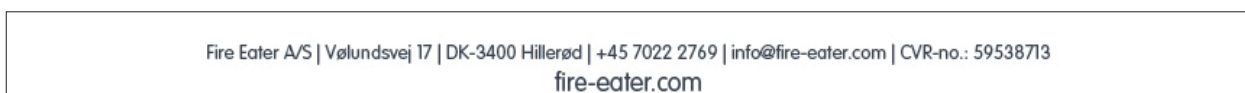
## LETTER PAPER



## ADVERTISING



## ADDRESS LINE



## EXHIBITION WALL



# Brochures



## HORIZONTAL FORMAT

Become part of the worldwide Fire Eater partner network

Being part of the worldwide Fire Eater Partner Network makes you one of the worlds leading suppliers of innovative fire extinguish solutions

– together we reach new goals and develop our mutual business

WHO IS FIRE EATER

INERGEN – THE SAFEST FIRE EXTINGUISHING SOLUTION IN THE WORLD

IWT - A POWERFUL TOOL THAT OPTIMIZES SALES AND ENGINEERING

## STANDING FORMAT

Become part of the worldwide Fire Eater partner network

Being part of the worldwide Fire Eater Partner Network makes you one of the worlds leading suppliers of innovative fire extinguish solutions

– together we reach new goals and develop our mutual business

IWT - A POWERFUL TOOL THAT OPTIMIZES SALES AND ENGINEERING

Inergen®

Person sikker brandbeskyttelse af værdier og bygninger – uden skader fra vand og kemi

5 GODE GRUNDE TIL AT VÆLGE INERGEN® BRANDSLUKNINGSLØSNING

THE INERGEN EXPERIENCE™

