

Design Manual



**MT Højgaard Design Manual**

This design manual offers a brief presentation of MT Højgaard's visual identity and a review of the elements making up its corporate profile.

The design programme is an important means of underpinning MT Højgaard's values and reinforcing the company's position as Denmark's largest contracting company.



# MTHøjgaard

## Basic elements

MT Højgaard's logo consists of two elements: A brandmark and a logotype.

Together, these two elements make up the core of MT Højgaard's visual identity.

The logo constitutes a single entity, which must **never** be deconstructed. It must **always** be used in the approved standard versions.

Please contact the Marketing Department if any doubts in use of the logo.

## Horizontal version

The horizontal version of the logo is the most commonly used.

There are two versions of the horizontal logo:

1. With a grey logotype (positive version).

This must only be used on white backgrounds. Except some ads which uses a tone of the grey corporate colour. The logo is used primarily for stationery, in advertisements and on sales materials.

2. With a white logotype (reversed-out version).

This is used on coloured backgrounds – including on the special grey corporate colour (see page 5).

This version is used for certain types of signs and on garments.



# MTHøjgaard

## Centred version

To supplement the horizontal version of the logo, a version has been created in which the brandmark is the dominant element, with the logotype centred below.

There are two versions of the centred logo:

1. With a grey logotype (positive version). This version is used for flags, on hard hats, etc. This version is only used on white backgrounds.

2. With a white logotype (reversed-out version). This is used on coloured backgrounds – including on the special grey corporate colour. This version is used for certain types of signs and on garments.



## Svend Åge Nielsen & Brandt



## ScandiByg

## Subsidiaries

The logos and visual identities for subsidiaries, such as Svend Åge Nielsen & Brandt and ScandiByg, match the corporate design.



# MTHøjgaard

**Reversed-out version**

The logo with the white logotype is used on coloured backgrounds – including on the special grey colour that is on signage.



**Stand-off**

The logo has a defined minimum stand-off zone in which no other elements may appear. This ensures that the logo is presented in the best possible light and also ensures legibility and easy recognition.



The "head" from the landmark is used here to illustrate the recommended stand-off.



**Colour version**

Used, for example, on stationery, in advertisements and on sales materials.



**Colour cersion (negative)**

Used on signs and garments



**Black and white version**

Used, for example, for letter templates and plant marking, where use of the colour version is not possible for technical reasons.

## Typography

MT Højgaard uses four typefaces in its standard design programme. They all play a significant part in the company's visual identity and must be used consistently.

Dax and Melior are used in advertisements, brochures, etc. Please refer to the Marketing Manual or contact your immediate superior or Marketing for further information.

Verdana is used for print in e.g. letters, memos, minutes etc., as well as on the website and in PowerPoint presentations.

This is an easy-to-read, open-faced font, which contributes to the presentation of MT Højgaard as a modern business.

Frutiger has been chosen for printed communications to supplement Verdana. Frutiger is a standard typeface, well-suited to material marking, signage on buildings etc.

## Verdana *Verdana Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz Ææ Øø Åå  
0123456789

## Verdana Bold *Verdana Bold Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz Ææ Øø Åå  
0123456789

## Frutiger Light *Frutiger Light Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz Ææ Øø Åå  
0123456789

## Frutiger Roman *Frutiger Roman Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz Ææ Øø Åå  
0123456789

## Frutiger Bold *Frutiger Bold Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz Ææ Øø Åå  
0123456789

## Frutiger Black *Frutiger Black Italic*

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz Ææ Øø Åå  
0123456789

## Colours

MT Højgaard has four corporate colours which are used in the brandmark, the logotype and the standard logo background.

The colours can be used as supplementary colours in printed matter, marketing, electronic media and for promotional gifts.

However, they should never be used in such a way as to undermine the perception of the brandmark and the logotype. Equally, they must not be casually used in other shades.

The colour references indicated cover all normal areas of usage.

**PMS** references are used primarily for stationery and for screen-printing of promotional gifts and garments.

**CMYK** colour references are used for all printed matter.

**RGB** values are used for electronic media.

**Foil colour** references apply to sign-cutting of the brandmark and the logotype.

**RAL** references are used only where NCS and PMS cannot be used.

**NCS** references are used for painted surfaces.

### Light blue

PMS	285
CMYK	85-45-0-0
RGB	73-127-191
3M Scotchcal	-
Avery FasCal	510 EG
RAL	(5015)
NCS	-
3M Foil	100-003
EV Silk	G 470-301

### Dark blue

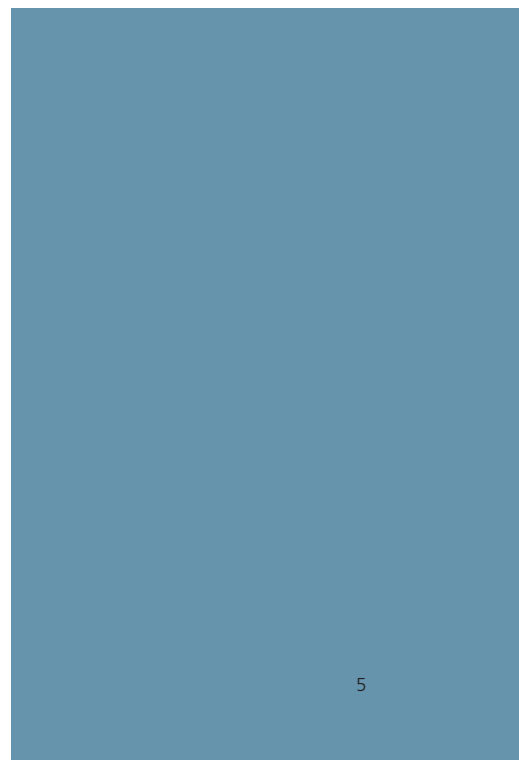
PMS	654
CMYK	100-70-0-40
RGB	26-56-105
3M Scotchcal	100-003
Avery FasCal	-
RAL	(5003)
NCS	-
3M Foil	100-003
EV Silk	G 470-303

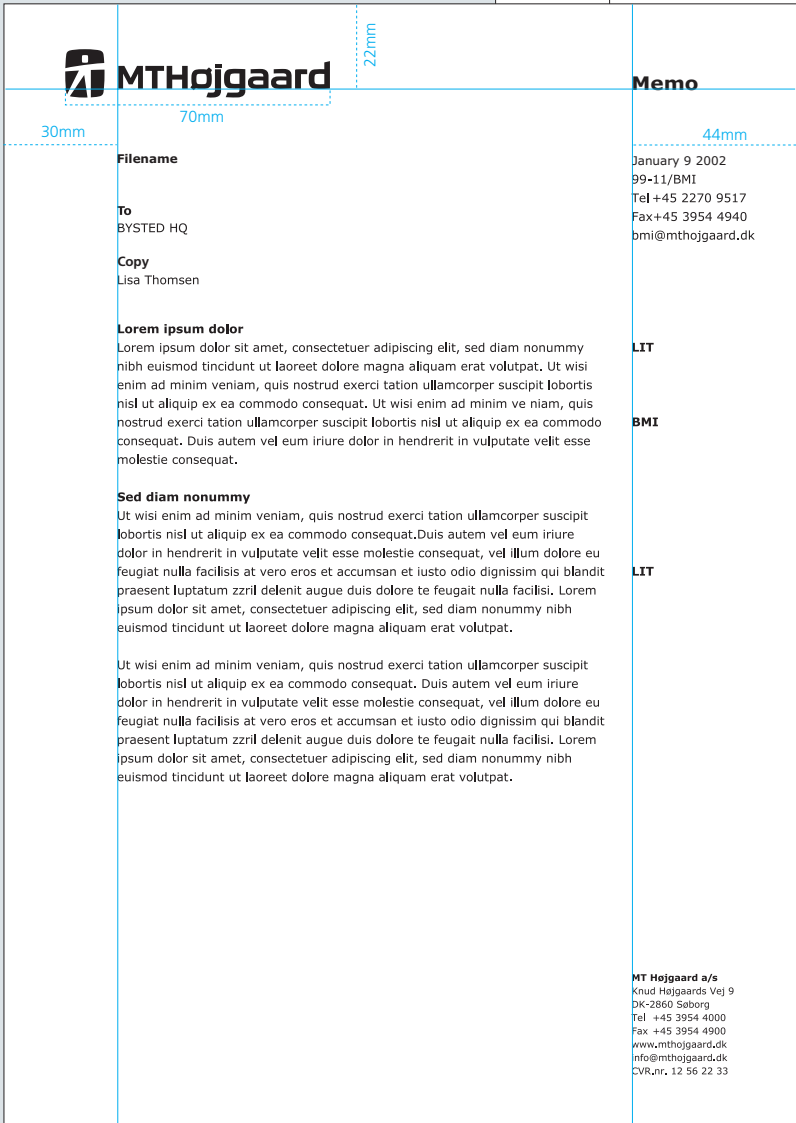
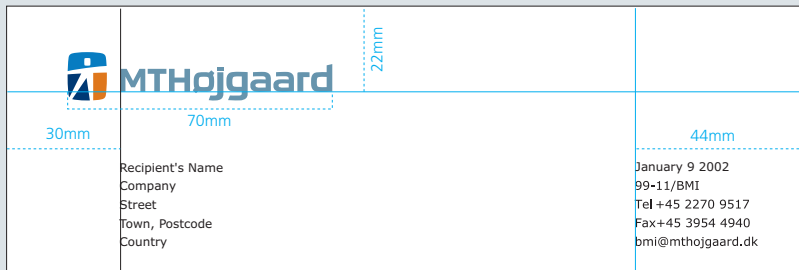
### Orange

PMS	145C/152U
CMYK	0-60-100-10
RGB	203-127-33
3M Scotchcal	100-381
Avery FasCal	-
RAL	(2000)
NCS	-
3M Foil	100-381
EV Silk	G 440-304

### Blue-grey

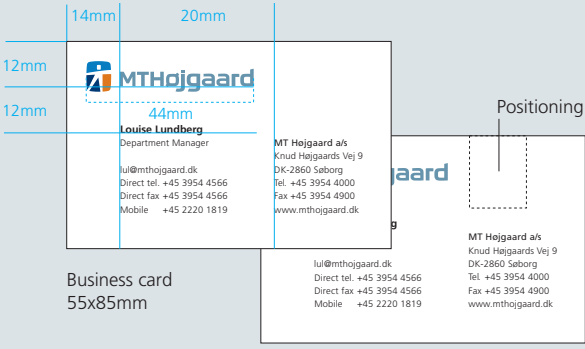
PMS	5425
CMYK	40-5-0-35
RGB	128-157-177
3M Scotchcal	100-726
Avery FasCal	-
RAL	(7001)
NCS	s3020-B
3M Foil	100-726
EV Silk	G 470-302





Letter stationery with a letter laid out

Black and white print using standard template



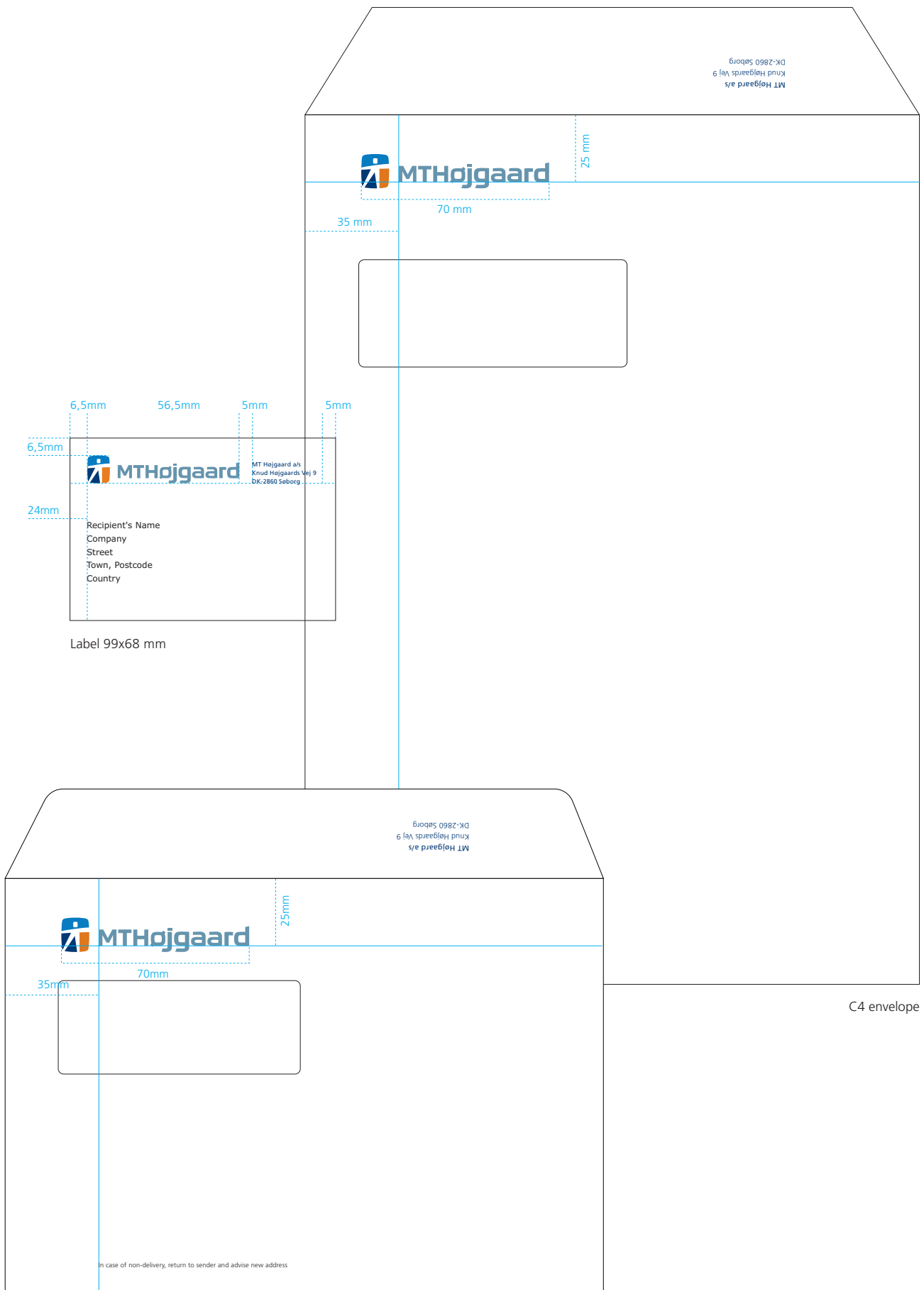
**MT Højgaard's stationery**  
MT Højgaard's stationery consists of a letterhead with brandmark and logotype printed in 4 colours.

The letterhead is used for all external letters, minutes, press communications, etc.

Internal letters, minutes etc. can be printed in black and white using the print templates.

(The samples are shown at 50% reduction)





Standard M5 window envelope



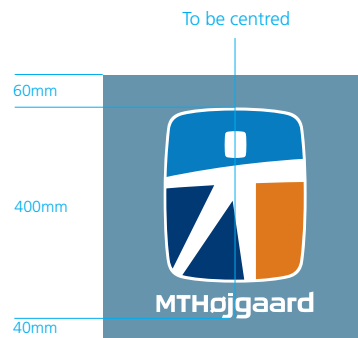
**Plant**

MT Højgaard uses two standard types of signage on portakabins and containers (horizontal, type A, and centred, type B).

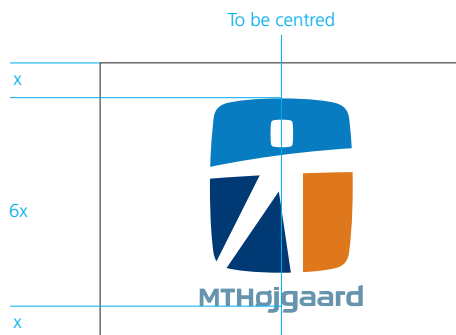
Streamers of various sizes for other plant retain the same relative proportions.



Standard sign type A, 2400x500mm

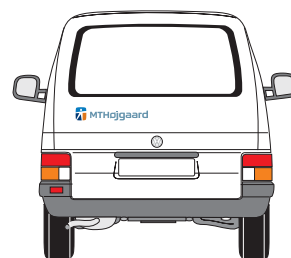
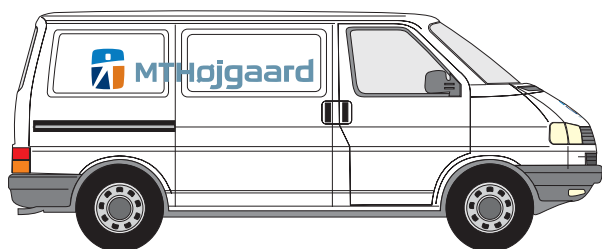
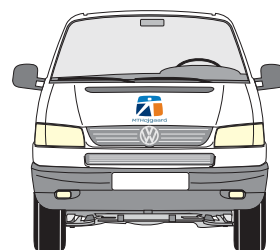
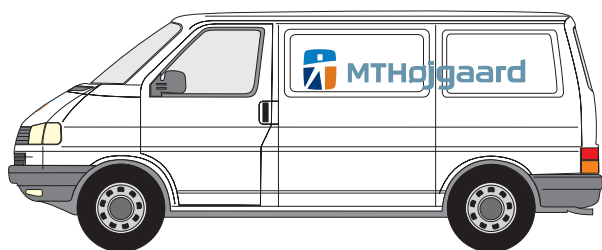


Standard sign type B, 500x500mm



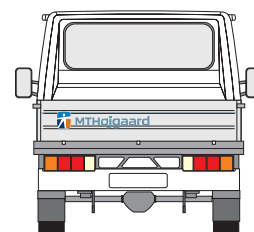
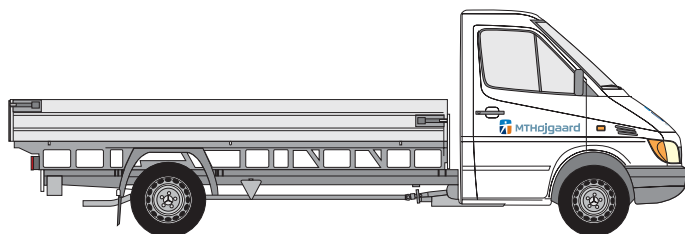
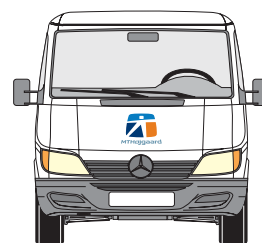
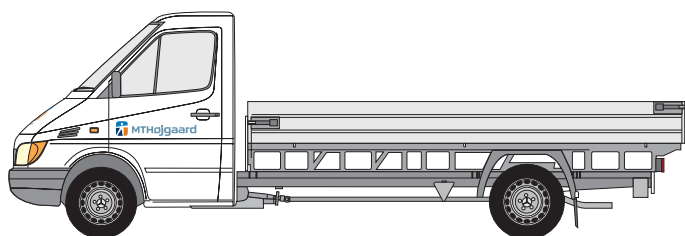
Positioning of logo on flag





**Plant**

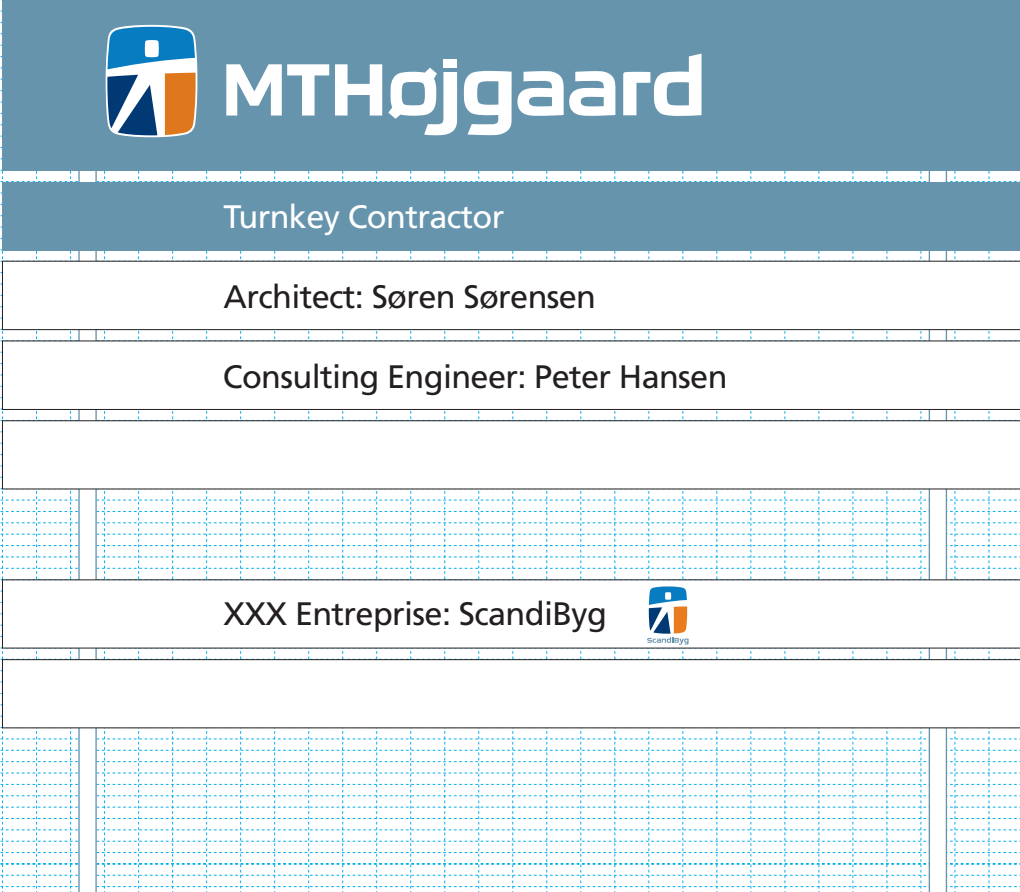
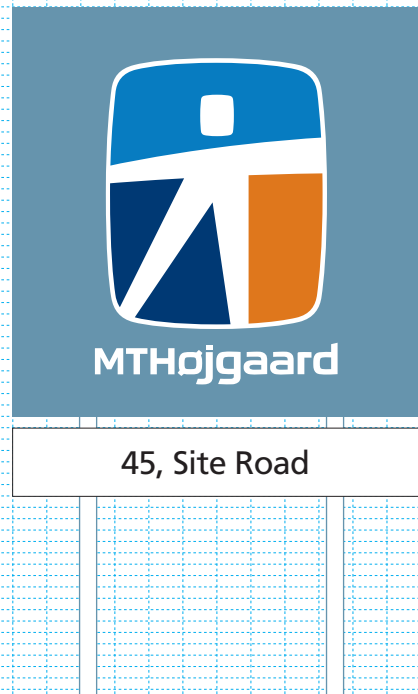
MT Højgaard's vehicles are some of the most important carriers of the group's visual profile. It is therefore important not to deviate from the designated design.



**Site signage**

Site signs bearing the logo follow the same principles as for plant.

Signs can be scaled to fit the space available but must keep to the specified proportions (see page 9).



**Sign in white background with right**  
To be used exclusively on sites on which it is not possible to erect a reversed-out version of the sign. (The grey corporate colour with the logo)



### Garments

The garments worn by the employees are an important aspect of the corporate image.

The corporate workwear range is labelled with the landmark and the logotype using a simple format to ensure recognition regardless of garment type.





Hard-hat label,  
front, 60 x 84mm



Hard-hat label,  
side, 42 x 57mm

