

d line brand book

Founded in 1971 by Danish architect and designer Knud Holscher, d line is one of Denmark's most famous and recognized design brands. d line primarily deals with grips but also with sanitation and 'barrier free' solutions. d line collaborates with some of the best and most recognized architects and designers in the world from Arne Jacobsen and Jean Nouvel to Henning Larsen and Bjarke Ingels. In collaboration with a designagency d line have created a brand strategy and redesigned the visual identity. The goal has been to create a one brand strategy with underlying design collections that all support and clearly communicate the brand collectively. In connection with the launch of the redesign, a brand-book was made to describe and govern all communication and the new structure that will form the basis for all future brand communication. The book was made with 2 types of paper, a dust-cover and a fabric cover with stamp. The brand-book is meant to be an external sales tool in addition to being an internal brand-guide and visual guideline for the d line organization.









