



OFFICIAL GRAPHIC
STANDARDS MANUAL



TABLE OF CONTENTS

BRAND INTRODUCTION

Why a Graphic Standards Manual?	5
Adhering to Graphic Standards	6
Trademark Information	7
Brand Attributes	9
Brand Extensions	10

DUX LOGO BRAND SPECIFICATIONS

Logo	12
Logotype Proportions	13
Approved Color Variations	14
Unauthorized Color Variations	15
Anniversary Logos	16
Stationary and Correspondence Materials	17

DUXIANA LOGO BRAND SPECIFICATIONS

Brand Attributes	20
Logo	21
Logotype Proportions	22
Approved Color Variations	23
Unauthorized Color Variations	25
Stationary and Correspondence Materials	26



TABLE OF CONTENTS

THE DUX BED LOGO BRAND SPECIFICATIONS

The DUX Bed Logo	29
------------------	----

DUXIANA, DUX & Hotel DUXIANA BRAND TYPOGRAPHY AND COPY USAGE

Copy Usage	31
Typeface	33

COLOR PALETTE

Color Palette	35
---------------	----

GRAPHIC MATERIALS

Profile Material	38
Marketing Material	43

Hotel DUXIANA BRAND SPECIFICATIONS

Brand Attributes	46
Logo	47
Approved Color Variations	48
Stationary and Correspondence Materials	49

BRAND INTRODUCTION



Why a Graphic Standards Manual?

The DUX brand and products represent superior quality and comfort. As a world class luxury brand, our criteria for form and function are high. This is how DUX differentiates itself in the market and how we strive to be identified.

The DUX Graphic Standards Manual is a document that unifies all brands affiliated with DUX. While all DUX brand extensions have their own identity in products as well as graphic representation, the sense of the DUX brand attributes is a common thread throughout.

The DUX Graphic Standards Manual has been created to strengthen and protect our brand identity and integrity. We are dedicated to guarding and protecting the DUX trademarks and the brand promise we deliver.

Charlotte Ljung

Creative Director
DUX Headquarters



Adhering to Graphic Standards

Adherence to the guidelines in this graphic standards manual is essential in maintaining a consistent brand image.

The DUX Graphic Standards Manual details the core elements of the DUX graphic identity system and provides guidelines for the correct use of all aspects of the DUX logo and its brand extensions.

All material (printed, digital, audio, video, etc.) that use the DUX logo or any of its brand extensions must be approved by DUX headquarters. Any brand deviations will not be accepted.

If you have any questions concerning the implementation of these graphic standards, or if the need for a new application arises, please contact DUX headquarters. Your cooperation is required and appreciated. Your feedback will enable us to adapt our guidelines to changing conditions, different market aspects, and to continue creating uniform graphic solutions and standards.

Please note that the DUX trademark is not to be used within a global DUXIANA context apart from what is dictated by DUX Headquarters. This is to be used on a case by case basis, as per DUX Headquarters approval.

Please address any questions to:

Your Local Area Manager



Trademark Information

Trademarks are important and valuable business assets and should be treated with care. DUX relies on our brands' trademarks to identify our products and to distinguish ourselves from our competitors.

Trademark Basics:

Trademarks, also known as brands or brand names, identify (i) the source of a product and (ii) distinguish that product from those coming from other sources. A trademark can be a word, logo, slogan, package, design or other source indicator, or a combination of these.

What is the difference between a Trademark and Service Mark:

A manufacturer or merchant would use a trademark to identify products and a service mark to identify services.

Proper Use of a Trademark or Service Mark:

Trademarks and service marks are important and valuable business assets and should be treated with care. Trademarks and service marks can be lost if they are used improperly. When this happens the owner no longer has the right to the exclusive use of the mark. Proper trademark or service mark usage involves following five guidelines to make it clear to the public that these words or phrases being used are not generic and are not available for others to use as a trademark or service mark:

1. Combine Trademark with Generic Product Name:

Always remember to use a trademark or service mark as an adjective describing a generic product or service.

For example, use DUX mattresses or DUXIANA sheets

2. Provide Public Notice:

Provide public notice by placing an "®" at the top or bottom right corner of a federally registered trademark. If the mark is not registered or registered for different goods or services, then place "TM" at the top or bottom right corner of the mark.

For example, use "DUX®" or "The bed your back has been aching for™"



Trademark Information cont.

3. Avoid Variations:

Do not vary the trademark or service mark by using it as the basis for another word, abbreviation or coined term. Don't change the spelling, or insert or delete hyphens or make one word into two or two words into one. If you are using a slogan don't vary the wording of the slogan.

For example, do not use DUXAXION as DUX AXION.

Copyright Basics

A copyright protects the original way an idea is expressed, not the idea itself. Advertising or promotional materials as well as websites may be entitled to copyright protection. There is only one form of copyright notice which can be used to prevent unauthorized copying. If copyright notice is used the correct form to protect a copyrighted work such as a brochure, advertisement or website is:

1. © or "Copyright" or "Copr."
2. Year of first publication
3. Name of the owner of the copyright

Example: "© 2010 DUX Design AB"



Brand Attributes

Since 1926, the DUX brand has represented core values of timeless quality, luxurious comfort, and technological innovation.

The consistency of the DUX brand throughout time is unique, and builds a credibility that reinforces the brand values. A sophisticated sense of pride and modesty underlines the exclusivity, design, and tradition of the DUX brand. All graphic representations of DUX must reflect this luxury caché.



Brand Extensions

The following is an inventory of all DUX brand extensions.

DUX translates into “leader” in Latin.
DUX is the product name of our
beds and furniture.



DUXIANA is our retail concept
where the DUX Bed is presented,
displayed and experienced.



Hotel DUXIANA is our Hotel concept
profiled with DUX beds and furniture.



Lagans is a DUX sub-brand of quality beds
which implements our expertise of bed
construction and technology at a different
price level. Style and attitude are additional
core values of this modern designed bed.



The DUX-manufactured Pascal® Spring
System provides comfort and flexibility
for a variety of applications and
industries, including bedding.



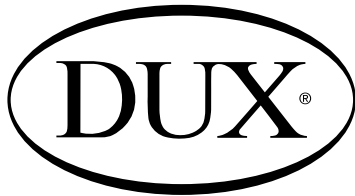
DUX LOGO
BRAND
SPECIFICATION



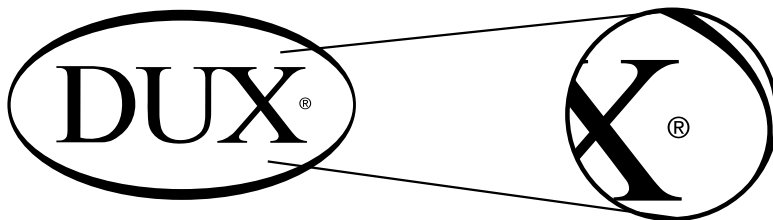
Logo

DUX translates into "leader" in Latin. The main mark of the DUX brand is a bold, authoritative, and sophisticated representation. DUX is the product name of our beds and furniture.

The DUX logo:



The trademark symbol should at all times accompany the DUX logo.



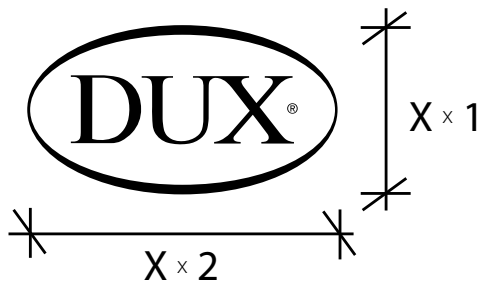


Logotype Proportions

The area of isolation around the logo protects the brands' integrity by keeping a clear distance from other elements that surround it.

Make sure that the DUX logo is surrounded by enough "air and space" and avoid graphic distractions in the close proximity of the logo. The height ("x") should correspond with the length ("x multiplied by two") as indicated below.

The relationship is 1:2.

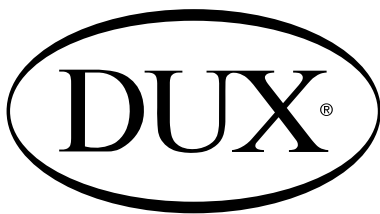




Approved Color Variations

The current established concept and esthetics of the DUX brand has a base in black/grey colors, with elements of silver/brushed-steel finishes.

Approved color variations to the DUX logo:



Logotype BLACK



Logotype GREY 80% black



Logotype GREY 45% black



Logotype GREY PMS 877
(Silver)



Logotype GREY 60% black



Logotype WHITE on black background



Logotype WHITE on grey (60%) background



Unauthorized Color Variations

Any variations beyond the approved color alterations must be verified by DUX headquarters.

Examples of unauthorized color variations to the DUX logo:





Anniversary Logos

For historical reference, the following displays anniversary logos.
Anniversary logos are created by DUX Headquarters only. No deviations or other versions
will be approved.





Stationary and Correspondence Materials

The following details DUX stationary and correspondence materials including design, dimensions, paper weight and color specifications. Deviations may apply from market to market. They all have to be approved by DUX Headquarters.

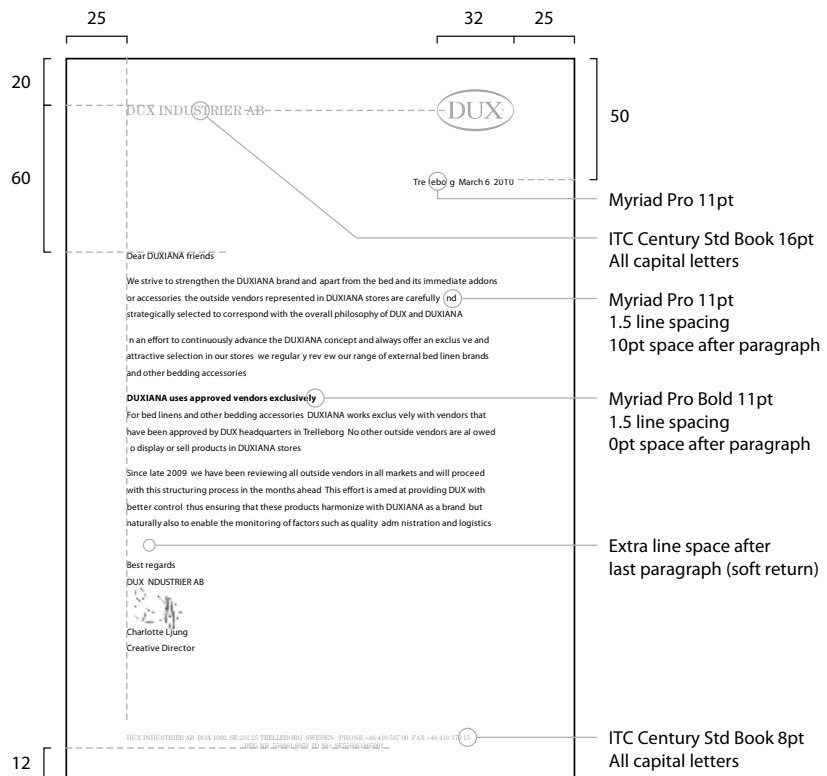
DUX Letterhead

Dimensions: A4

Print color: PMS Cool Gray 8

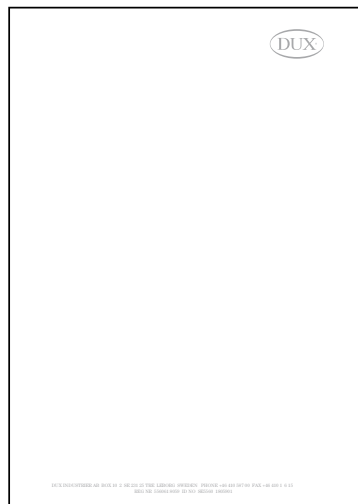
Text color: 100% black

Paper: Uncoated white, 90 gsm



DUX Letterhead following Page

Only logo and
address remain





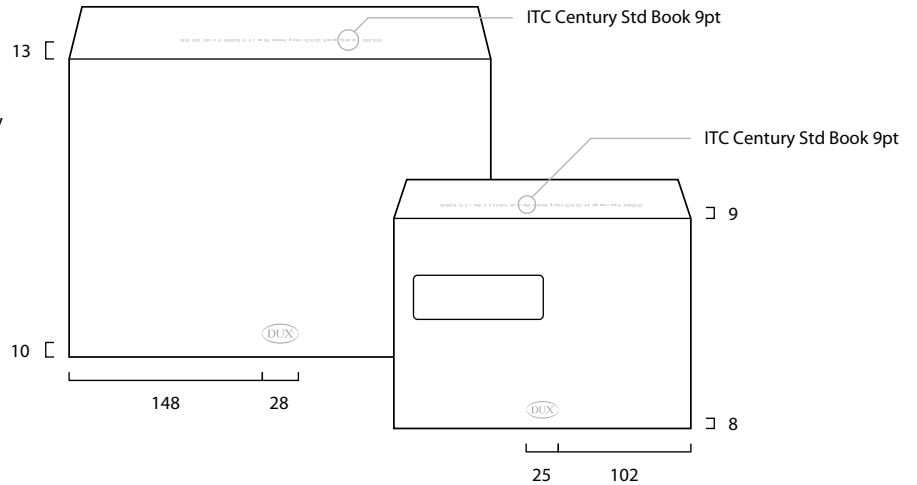
Stationary and Correspondence Materials cont.

DUX Envelopes

C4 Dimensions: 324 x 229 mm
 Paper: Uncoated white, 100 gsm,
 preferably with interior light
 grey tint

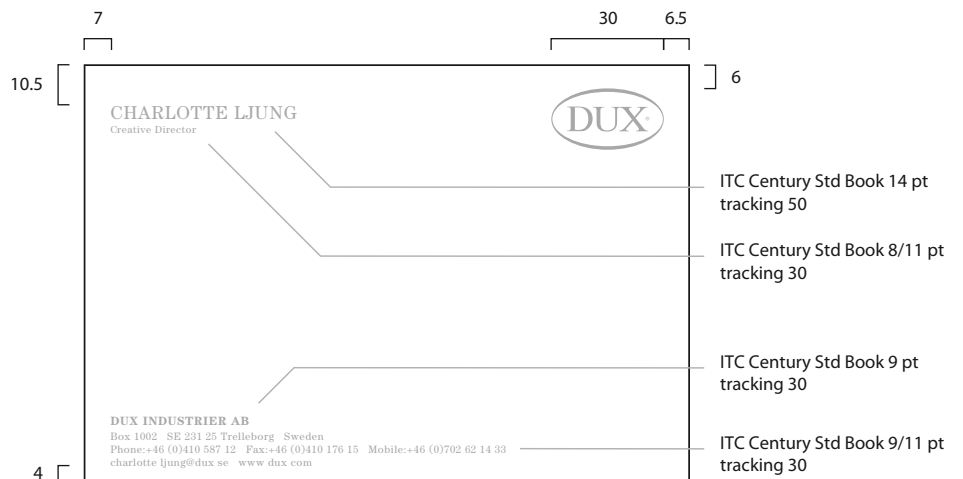
C5 Dimensions: 229 x 162 mm
 Paper: Uncoated white, 90 gsm,
 preferably with interior light
 grey tint

Print color: PMS Cool Gray 8



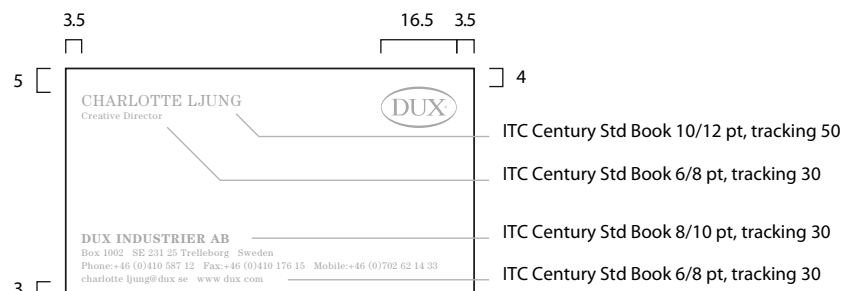
DUX Correspondence Card

Dimensions: 160 x 110 mm
 Print color: PMS Cool Gray 8
 Paper: Uncoated white,
 270 gsm



DUX Business Card

Dimensions: 90 x 50 mm
 Print color: PMS Cool Gray 8
 Paper: Uncoated white,
 270 gsm



DUXIANA LOGO
BRAND
SPECIFICATION

DUXIANA®

Brand Attributes

DUXIANA is our retail concept where The DUX Bed is presented, displayed, and experienced. It is what we call, "The Home of the DUX Bed."

Since its establishment in 1987, when the first DUXIANA store opened, the DUXIANA brand has co-existed with the DUX brand, representing integrity and class.

Visitors to any of the DUXIANA stores worldwide are welcomed into an inspiring, exclusive, and professional retail environment. The product line is presented through an established and consistent marketing concept based on the DUX core values: timeless quality, luxurious comfort, and technological innovation.

DUXIANA®

Logo

The word "DUXIANA" is a DUX invention. The DUXIANA brand is equally bold and authoritative, extending the integrity of the DUX brand.

The DUXIANA logo:

DUXIANA®

The trademark mark should at all times accompany the DUXIANA logo.



The "descriptive" underlining the DUXIANA logo ("Advanced Technology in Sleeping") exists in order to disclose the purpose of the DUXIANA concept. In new markets, it is vital to use this descriptive to explain the brand. In more established markets, it is not always necessary. The application of the descriptive is determined by DUX headquarters on a case-by-case basis.

DUXIANA®
ADVANCED TECHNOLOGY IN SLEEPING

DUXIANA®

Logotype Proportions

The area of isolation around the logo protects the brands' integrity by keeping a clear distance from other elements that surround it.

Make sure that the DUXIANA logo is surrounded by enough "air and space" and avoid graphic distractions in the close perimeter of the logo. The height ("x") should correspond with the length ("x multiplied by four") as indicated below.

The relationship is 1:6.



DUXIANA®

Approved Color Variations

The current established concept and esthetics of the DUXIANA brand has a base in black/grey colors, with elements of silver/brushed-steel finishes.

Approved color variations to the DUXIANA logo:

The word "DUXIANA" is rendered in a black, double-lined outline font. The letters are tall and narrow, with a distinctive double-line structure. A registered trademark symbol (®) is located at the top right of the final letter 'A'.

Logotype BLACK

The word "DUXIANA" is rendered in a grey, double-lined outline font, identical in style to the black version. A registered trademark symbol (®) is located at the top right of the final letter 'A'.

Logotype GREY 877 C (Silver)

The word "DUXIANA" is rendered in a white, double-lined outline font, set against a solid black rectangular background. A registered trademark symbol (®) is located at the top right of the final letter 'A'.

Logotype WHITE on black background

DUXIANA®

Approved Color Variations cont.

Approved color variations to the DUXIANA logo with the descriptive "Advanced Technology in Sleeping":



DUXIANA®
ADVANCED TECHNOLOGY IN SLEEPING

Logotype BLACK



DUXIANA®
ADVANCED TECHNOLOGY IN SLEEPING

Logotype GREY 877 C (Silver)



Logotype WHITE on BLACK background

DUXIANA®

Unauthorized Color Variations

Any alterations beyond the approved color alterations must be verified by DUX headquarters.

Examples of unauthorized color variations to the DUXIANA logo:



DUXIANA®

Stationary and Correspondence Materials

The following details DUXIANA stationary and correspondence materials including design, dimensions, paper weight and color specifications. Deviations may apply from market to market. They all have to be approved.

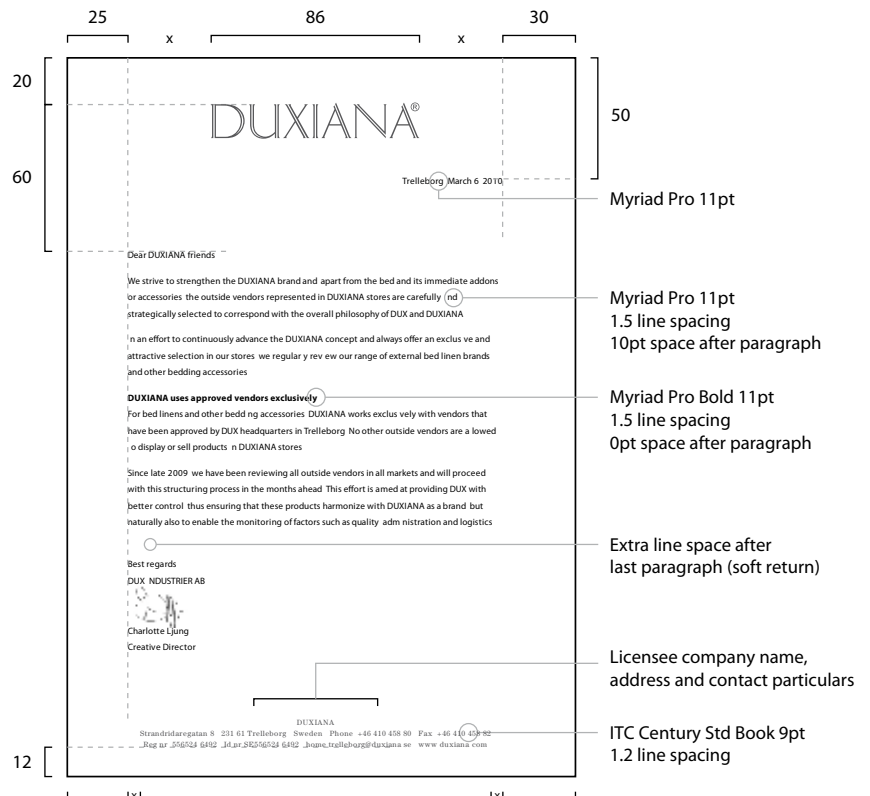
DUXIANA Letterhead

Dimensions: A4

Print color: PMS 425

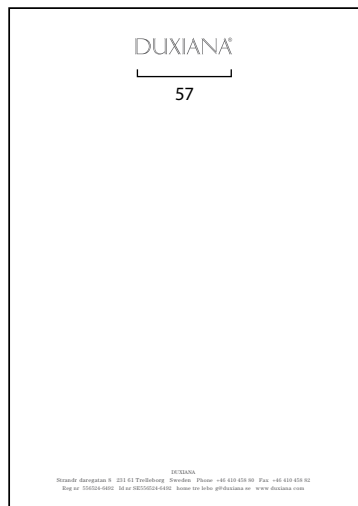
Text color: 100% black

Paper: Uncoated white, 90gsm



DUXIANA Letterhead following page

Logo is reduced in size



DUXIANA®

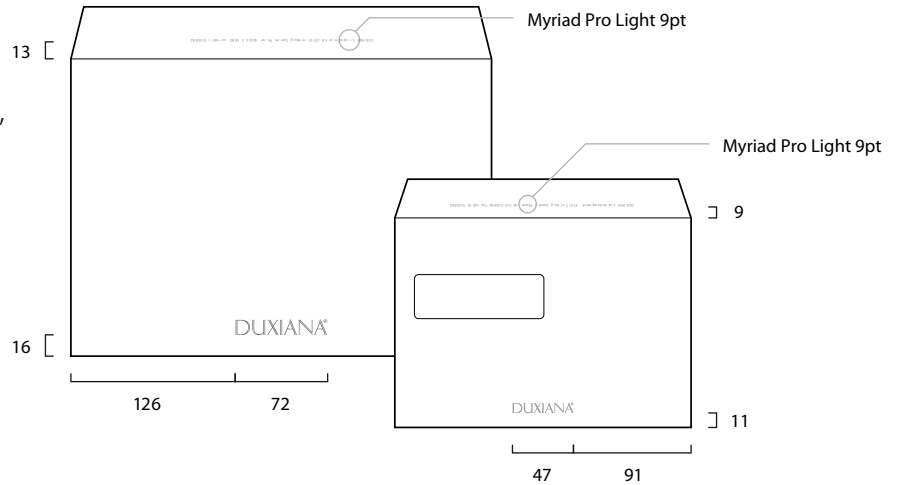
Stationary and Correspondence Materials cont.

DUXIANA Envelopes

C4 Dimensions: 324 x 229 mm
 Paper: Uncoated white, 100 gsm,
 preferably with interior light
 grey tint

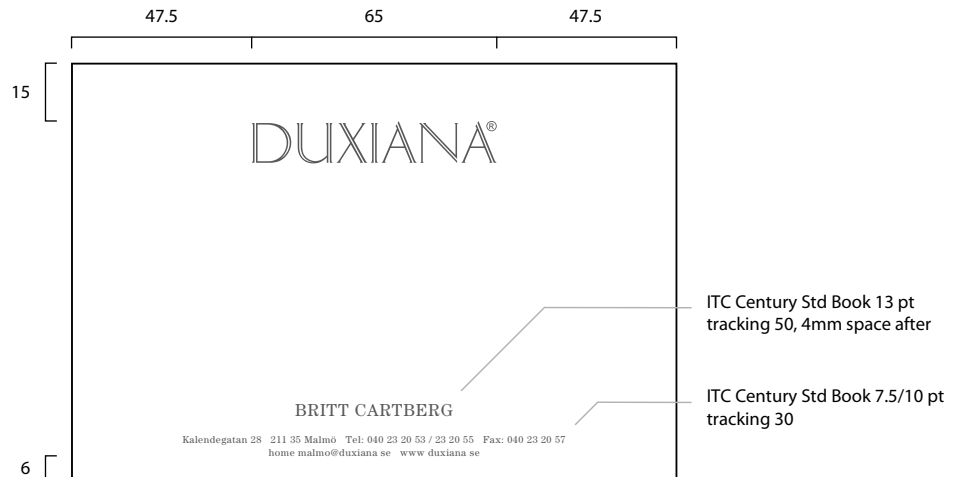
C5 Dimensions: 229 x 162 mm
 Paper: Uncoated white, 90 gsm,
 preferably with interior light
 grey tint

Print color: PMS 425



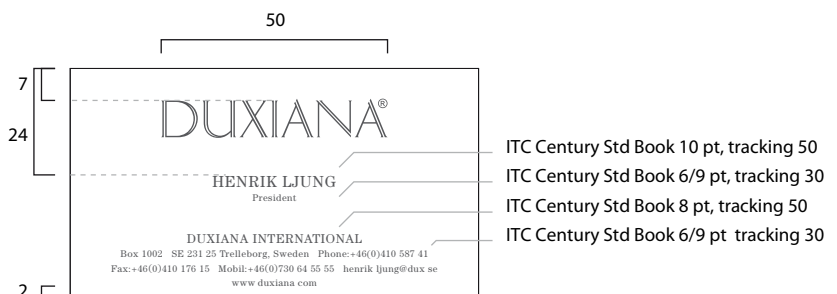
DUXIANA Correspondence Card

Dimensions: 160 x 110 mm
 Print color: PMS 425
 Paper: Uncoated white,
 270 gsm



DUXIANA Business Card

Dimensions: 90 x 50 mm
 Print color: PMS 425
 Paper: Uncoated white,
 270 gsm



THE
DUX[®], The Bed for Life[™]
LOGO BRAND
SPECIFICATIONS

DUX[®] The Bed for Life[™]

Brand Attributes

DUX[®], The Bed for Life[™] is used in our advertising concept where The DUX Bed is presented and displayed.

DUX[®] The Bed for Life[™]

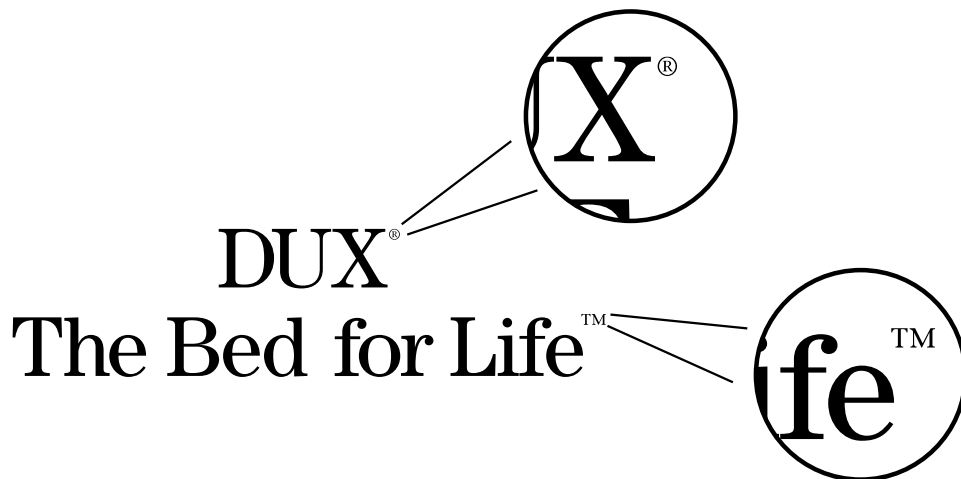
The DUX[®], The Bed for Life[™] Logo

The DUX[®], The Bed for Life[™] logo is used in our advertising.

The DUX[®], The Bed for Life[™] logo:

DUX[®] The Bed for Life[™]

The trademark symbol should at all times accompany the DUX[®], The Bed for Life[™] logo.



DUX[®] The Bed for Life[™]

Logotype Proportions

The area of isolation around the logo protects the brands' integrity by keeping a clear distance from other elements that surround it.

Make sure that the DUX[®], The Bed for Life[™] logo is surrounded by enough "air and space" and avoid graphic distractions in the close perimeter of the logo. The height ("x") should correspond with the length ("x multiplied by four") as indicated below.

The relationship is 2:6.



THE DUX BED
LOGO BRAND
SPECIFICATIONS

DUXIANA®

The DUX Bed Logo

The DUX Bed logo is used exclusively in the context of the DUXIANA logo.

The DUX Bed logo, centered:

THE DUX[®] BED

The DUX Bed logo, justified:

THE DUX[®] BED

The DUX Bed logo, centered (German):

DAS DUX[®] BETT

The DUX Bed logo, justified (German):

DAS DUX[®] BETT

DUXIANA, DUX &
Hotel DUXIANA
TYPOGRAPHY AND
COPY USAGE

DUX[®]

The Bed for Life[™]

Copy Usage

To maintain consistency and integrity, all DUX brands need to be properly portrayed, not only graphically, but in the written form as well.

The DUX brand and its brand extensions must be used in accordance with the following copy guidelines:

- The logo and the use of DUX in written text format should always be written in capital letters.

Correct:

DUX

Incorrect:

Dux, DuX, dux

- The logo and the use of DUXIANA in written text format should always be written in capital letters.

Correct:

DUXIANA

Incorrect:

Duxiana, duxiana

- When a city or location is used in conjunction with DUXIANA, there is no comma separating DUXIANA and the city.

Correct:

DUXIANA Chicago

Incorrect:

DUXIANA, Chicago

DUX[®]

The Bed for Life[™]

Copy Usage cont.

The DUX Bed logo and the use of The DUX Bed in written text format should always be written with the first letter of "The" and "Bed" capitalized and "DUX" in all capital letters.

- The logo and the use of The DUX Bed in written text format should always be written with the first letter of "The" and "Bed" capitalized and "DUX" in all capital letters.

Correct:

The DUX Bed

Incorrect:

the DUX Bed, the Dux bed, the dux bed

- The Hotel DUXIANA logo and the use of Hotel DUXIANA in written text format should always be written with the first letter of "Hotel" capitalized and "DUXIANA" in all capital letters.

Correct:

Hotel DUXIANA

Incorrect:

hotel DUXIANA, Hotel Duxiana

DUX[®]

The Bed for Life[™]

Typeface

To maintain consistency and integrity, all DUX brands need to be properly portrayed, not only graphically, but in the written form as well.

ITC Century Standard

In advertising or any printed materials, ITC Century Standard typeface is used for headlines. Wherever appropriate, variations of typeface such as light, bold, and italics, may be employed.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789+ # % & , .

Myriad Pro

In advertising or any printed materials, Myriad Pro typeface is used for the main text. Wherever appropriate, variations of typeface such as light, bold, and italics, may be employed.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789+ # % & , .

DUX on the web

Arial

All internet-based materials should use Arial typeface. Wherever appropriate, variations of typeface such as light, bold, and italics, may be employed.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789+ # % & , .

COLOR PALETTE

DUX[®]

The Bed for Life[™]

Color Palette

The use of color is a subtle tool for communicating the DUX image. The color palette is designed to convey the brand attributes.

The official colors for the DUX brands are:



BLACK
100% K



GREY
PMS 877 C (silver)
CMYK 00 00 00 40



DARK GREY
CMYK 00 00 00 80

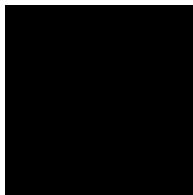
DUX[®]

The Bed for Life[™]

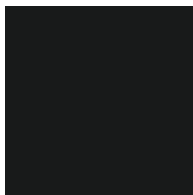
Color Palette cont.

Color specifications that DUX uses in the DUX image and DUX care brochures.

Background colors:

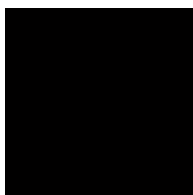


BLACK
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
Index: #000000



DARK GREY
CMYK: 73,67,66,83
RGB: 25, 25, 25
Index: #191919

Text boxes:



BLACK ONES
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
Index: #000000
Opacity: 80%

WHITE ONES
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Index: #FFFFFF
Opacity: 25%

Please note following:

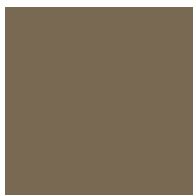
1. CMYK colors are print for printers.
2. RGB colors are for computer screen.
3. Index colors are web colors.

DUX[®]

The Bed for Life[™]

Color Palette Temporary

Background color:



BROWN

CMYK: 0, 20, 40, 65

RGB: 122, 104, 82

GRAPHIC
MATERIAL



Profile Material

All graphic material engaging the DUX brand should adhere to the guidelines presented in this graphic standards manual. These images reflect the DUX brand attributes and provide a sense of how the DUX brand is applied to various mediums.

The following images are a collection of graphic material with the DUX brand.

DUX Website



DUX Folder



DUX Pillow Case for
DUXIANA Test Beds





Profile Material cont.

DUX Plaque
Placed on a DUX Bed



DUX Branded Trailer



Memory Stick



DUXIANA®

Profile Material cont.

All graphic material engaging the DUXIANA brand should adhere to the guidelines presented in this graphic standards manual. These images reflect the DUXIANA brand attributes and provide a sense of how the DUXIANA brand is applied to various mediums.

The following images are a collection of graphic material with the DUXIANA brand. For further information please contact DUX headquarters.



- AUSTRALIA
- BELGIUM
- CANADA
- CHINA
- CYPRUS
- DENMARK
- FINLAND
- GERMANY
- GREECE
- ICELAND
- IRELAND
- NORWAY
- SAUDI ARABIA
- SPAIN
- SWEDEN
- SWITZERLAND
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- USA

Frosted Film



Signage



DUXIANA Stores



Awning

DUXIANA®

Profile Material cont.



Bag for down utilities



Tags for pillow and blanket



Down tags



Fabric sample



Fabric book



Fabric sample, fabric with a specific brand.

DUXIANA®

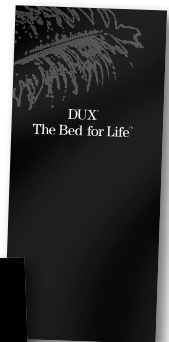
Profile Material cont.



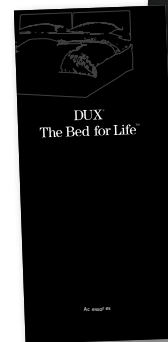
Beds



Tri-fold brochures



Down



Accessories



Digital brochure



Map



Shop Guide



Bag tag

DUXIANA®

Profile Material cont.



Gift wrap



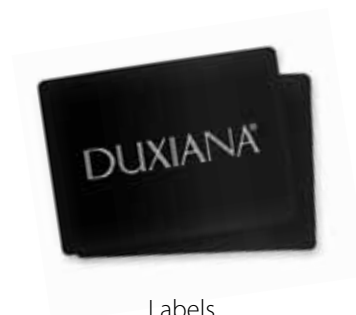
Tissue paper



Receipt holder



Ribbon



Labels

DUXIANA®

Marketing Material

DUXIANA marketing material must exemplify the DUX brand reflecting history, heritage, comfort, innovation, health and luxury.

All DUXIANA marketing material is uniquely tailored for each market and audience. Marketing outlets include magazines, newspapers, billboards, direct mail, web ads, e-mail correspondence, etc. Additional communication channels may apply depending on each specific market.

The following graphics demonstrate permanent and activity based marketing material of DUXIANA marketing.

All DUXIANA marketing material must be approved by DUX headquarters.

DUXIANA®

Marketing Material cont.

Taxi Cabs London



Taxi Cab Receipts London



Banners for Web

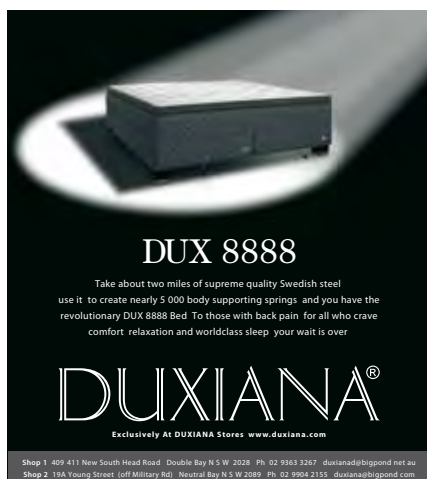
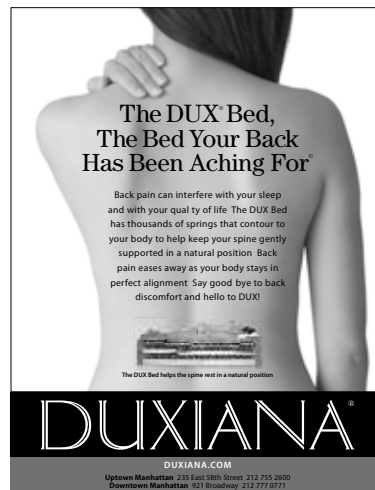


Image Ad



Health Ad

Hotel DUXIANA
BRAND
SPECIFICATIONS



Brand Attributes

The Hotel DUXIANA concept offers the DUX sleep experience at its highest level.

As experts in comfort, it was only natural that DUX would seek to extend the DUX quality into a Hotel DUXIANA concept. Designed for the discerning business traveler who wants to have a little bit of home abroad, Hotel DUXIANA offers an oasis of comfort and sanity.



Logo

The Hotel DUXIANA logo is a direct extension of the DUXIANA brand.

The relationship is 1:3.

The Hotel DUXIANA logo:



The trademark mark should at all times accompany the Hotel DUXIANA logo:





Approved Color Variations

The current established concept and esthetics of the DUX brand has a base in black/grey colors, with elements of silver/brushed-steel finishes.

Approved color variations to the Hotel DUXIANA logo:



Logotype BLACK



Logotype WHITE on black background



Stationary and Correspondence Material

The following details Hotel DUXIANA stationary and correspondence materials including design, dimensions, paper weight and color specifications.

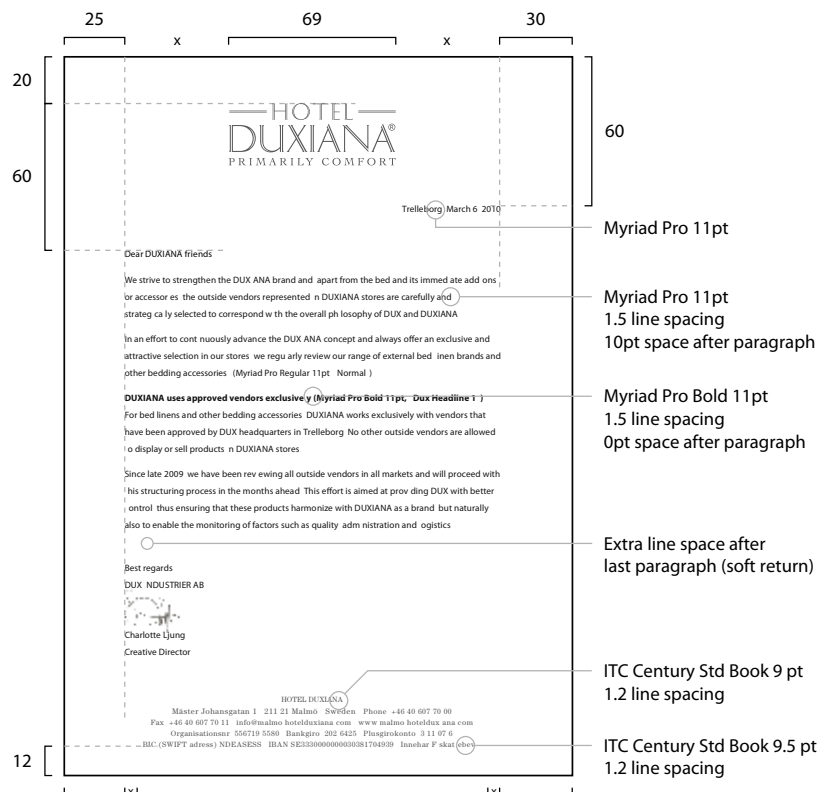
Hotel DUXIANA Letterhead

Dimensions: A4

Print color: PMS 425

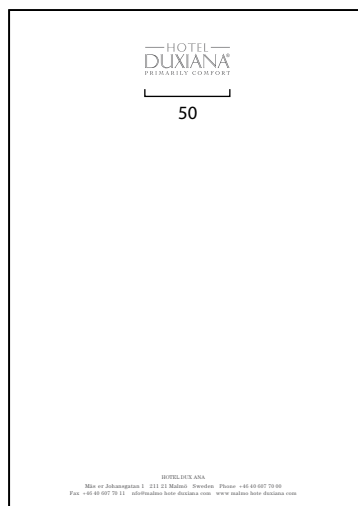
Text color: 100% black

Paper: Uncoated white, 90 gsm



Hotel DUXIANA Letterhead following page

Logo is reduced in size and abbreviated address used



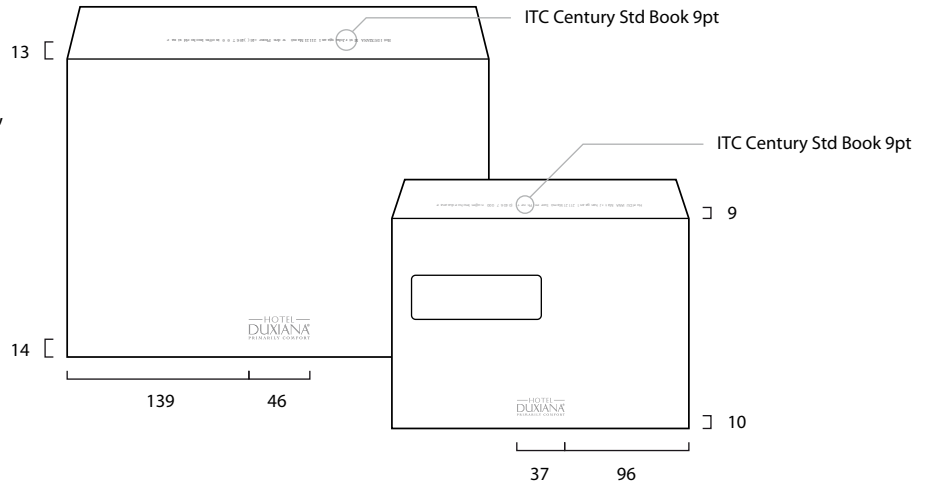
Stationary and Correspondence Material cont.

Hotel DUXIANA Envelopes

C4 Dimensions: 324 x 229 mm
 Paper: Uncoated white, 100 gsm,
 preferably with interior light
 grey tint

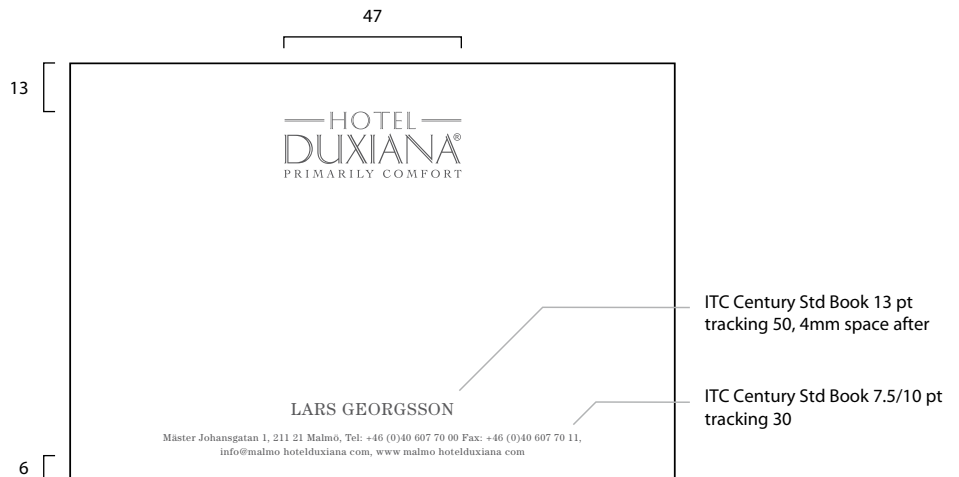
C5 Dimensions: 229 x 162 mm
 Paper: Uncoated white, 90 gsm,
 preferably with interior light
 grey tint

Print color: PMS 425



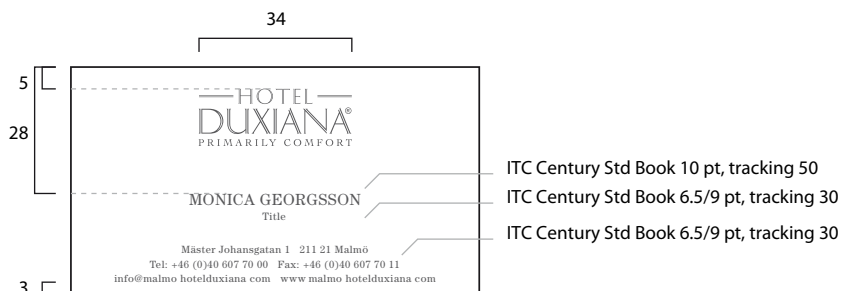
Hotel DUXIANA Correspondence Card

Dimensions: 160 x 110 mm
 Print color: PMS 425
 Paper: Uncoated white,
 270 gsm



Hotel DUXIANA Business Card

Dimensions: 90 x 50 mm
 Print color: PMS 425
 Paper: Uncoated white,
 270 gsm





Notes

A series of horizontal dashed lines for writing notes.

