ADD-ON PRINT GUIDE

DANSK KULTUR-INSTITUT

DANISH CULTURAL INSTITUTE

K:

Danish Arts Foundation

AUGUST 2021

CONTENTS

ADDING A SECTION

The Add-On section is an optional additional section to your exhibition.

The exhibition is designed so you can expand and adapt it to your local context by adding local projects working with similar themes to the exhibition, with our add-on design template.

ADDING A SECTION
TO THE EXHIBITION

You can expand the exhibition and adapt it to your local context by adding local projects working with similar themes.

You can request our add-on indesign templates by contacting print@commonities.org

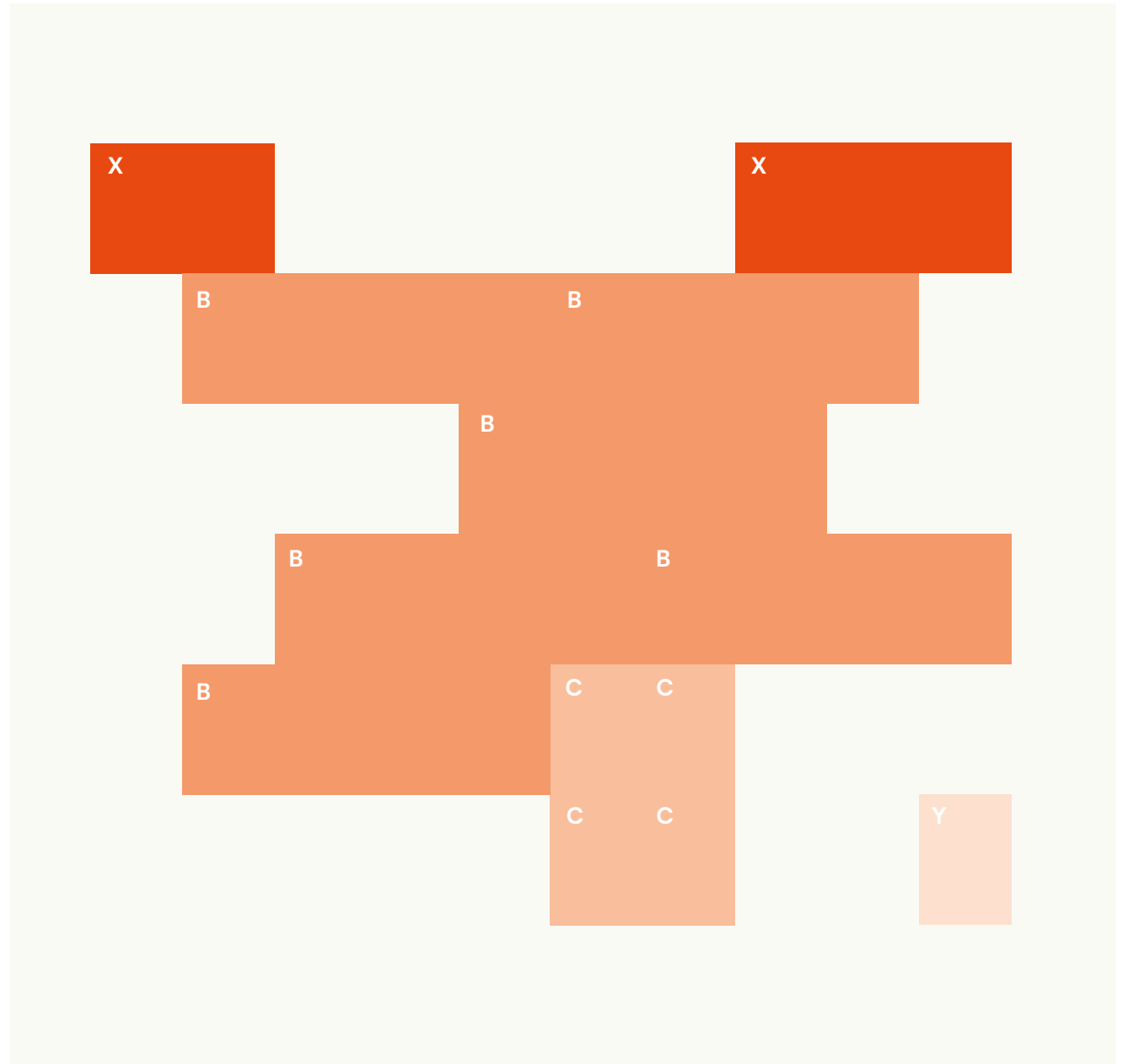If you wish to include a local add-on of your own, you can chose any of the following options:

A. DIY (Do it yourself): you can download our special design templates for local add-ons and fill in the templates yourself to create new posters. Send your posters by print@commonities.org for approval before printing.

B. DIY with layout check: You can download and fill in the template yourself and purchase a layout check from our graphic designer.

C. Full layout: You can purchase a full layout of your local add-ons from our graphic designer and send us all your material for layout.

ADD-ON SECTION

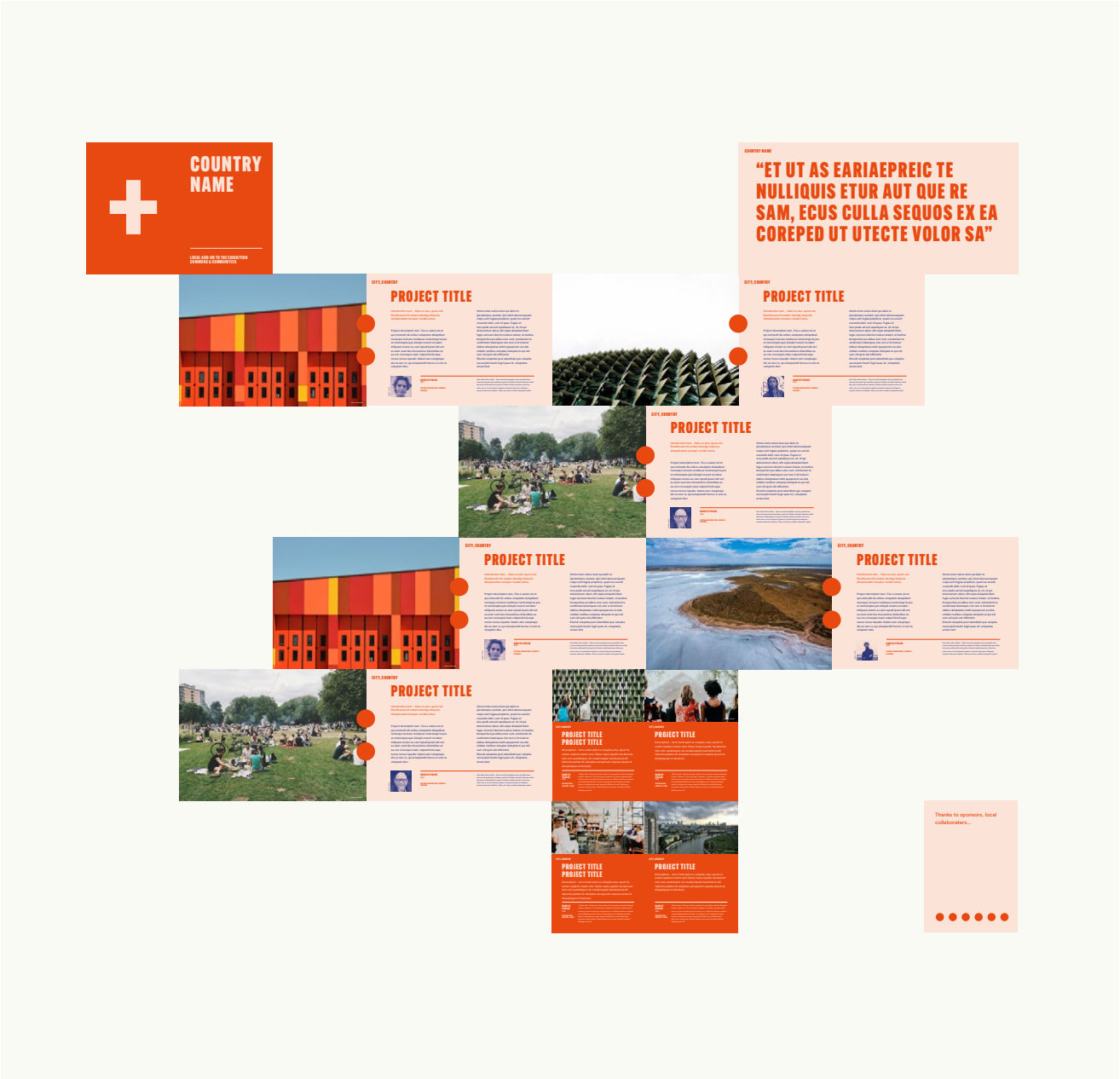The Add-On section is used to exhibit local or regional projects in the form of:

- Country name and quote boards (X)

- Long Case Studies (B Boards)

- Short Case Studies (C Boards)

- An optional local sponsor board (Y)

The amount of case studies is not fixed and you can also choose to add previously displayed add-on sections from other places – refer to the download folder at www.kunst.dk/cc

ADD-ON SECTION

A red and blue colour set-up creates a visual difference from the main sections of the exhibition.

PRINTING & SETTING UP

PRINTING

Format
The exhibition is designed for printing on A3 format (297x420mm) in portrait mode.

Bleed or no bleed
Depending on budget/available print-ers you can select to print with bleed on A3+ format and trim to A3 allowing ink to the edge of the paper or you can simply print directly to A3 – with-out bleed – and the printer will in most cases add a thin white frame around the edge of the page.

Materials
Print on at least 160gm coated paper or 120g uncoated paper. The coated paper can be made more durable by applying a silk or matte laminate. We encourage to select environmen-tally friendly FSC-certified paper.

Type of printing
CMYK

A3
297x420mm
(portrait mode)

SETTING UP

The Add-On section can be mounted anywhere within the exhibition, as long as it follows the basic rule of mounting as one complete section.

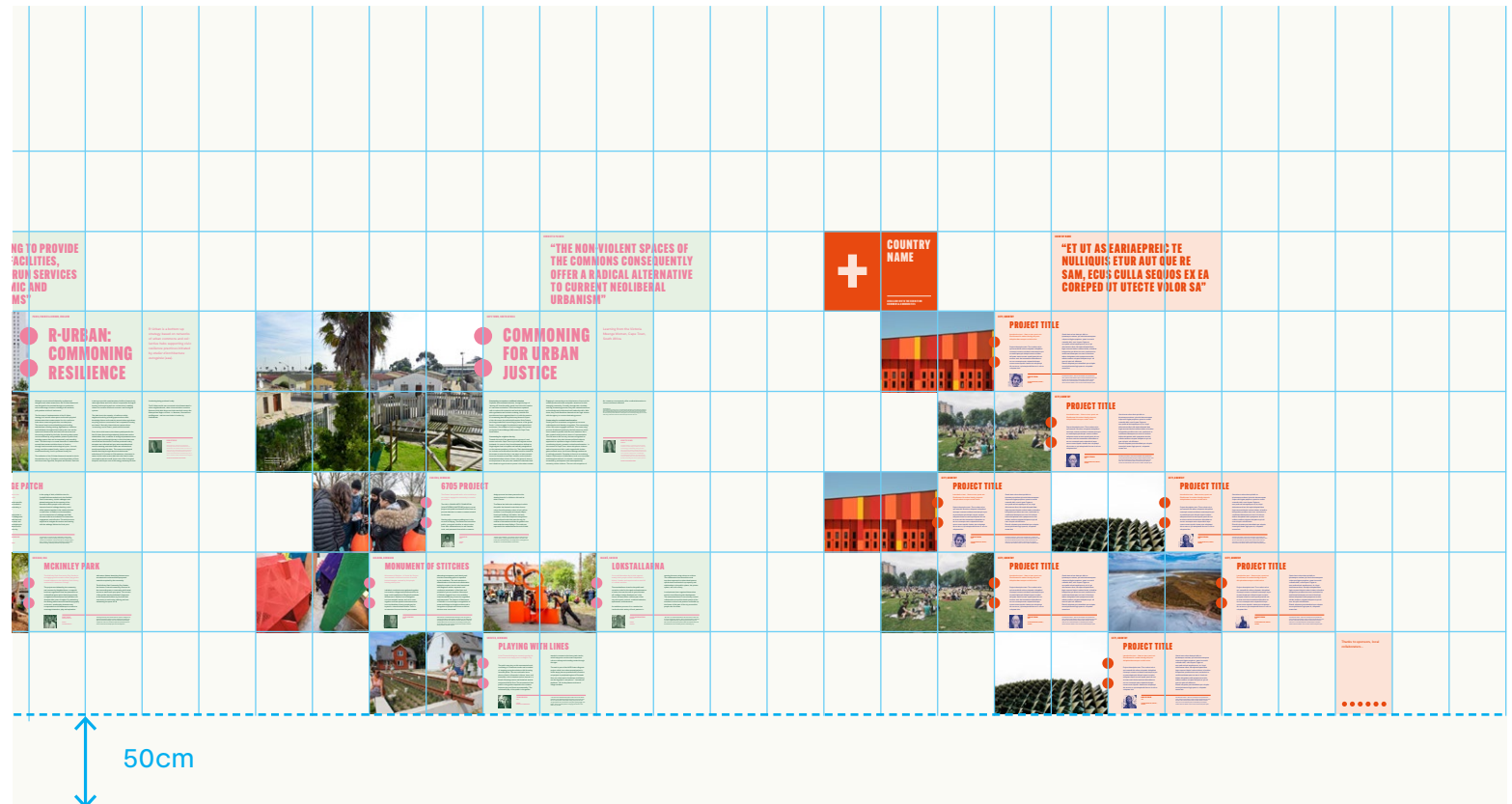Prints can simply be mounted by pins, tape or wallpaper paste.

Prints can be mounted on foam or paperboards and non-permanent affixed to walls.

Start building your exhibition with 50cm space from the floor to your lowest print.

Use your prints as a grid to layout your exhibition. Build in sections with a minimum space of one print between sections.
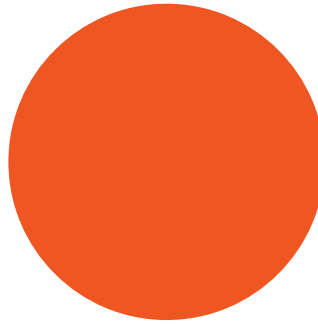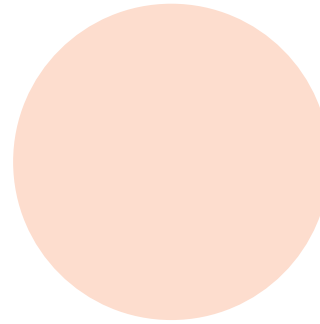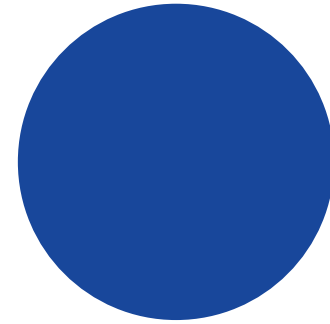
50cm

DESIGN ELEMENTS

COLOUR PALETTE

The Add-On section of the exhibition uses three different colours from the main sections of the exhibition. This creates an important visual difference.

Pantone 172 C
CMYK: 0/82/100/0
RGB: 255/83/23
#FF5317

Pantone 7064 C
CMYK: 0/15/15/0
RGB: 255/222/206
#FFDECE

Pantone 286 C
CMYK: 100/85/2/0
RGB: 0/65/160
#0041A0

TYPOGRAPHY - B BOARDS

The exhibition uses the two typefaces from the Danish Arts Foundation design guide; Alternate Gothic Extra Condensed Black, and Moderat Medium.

You will find all the type styles in the Paragraph and Character Styles settings within Indesign.

Country
Alternate Gothic Extra Condensed Black
42pt / 44pt

Headlines
Alternate Gothic Extra Condensed Black
140pt / 142pt

Introduction
Moderat Medium
24pt / 36pt

Body Copy
Moderat Medium
24pt / 36pt

System Title
Alternate Gothic Extra Condensed Black
24pt / 26pt

System
16pt / 18pt

Photo Credit
Moderat Bold Caps
10pt / 12pt

Profile
Moderat Medium Italic
16pt / 24pt

CITY, COUNTRY

PROJECT TITLE

Introduction text ... Nam se etur, quost unt. Elestibusam hit endem idundig nimporia doluptiusdam exceper rovidel estius.

Project description text...Tius a velest vel et qui ommodit dis eribus voluptatio doluptiberi nonsequi consere rovidesse nostrumqui te pre et ommolupta quis dolupti onsent occabor miliquam enetur as sam repudi ipsani alit unt as eium susti dus imusanimus dolenditas ex ea con consequis maio culparchicid expe nonse nonse repudio. Itatem etur soluptaqui dio ex etur re, qui ariaspiendit faccus si volo te voluptam idus.

Omnis i
ipicater
culpa s
cusand
mos pe
dolores
fugia ve
borepe
venihic
iatibus
sollabo
sum vid
Ehendi
secea i
ernam l

PHOTO: XXXXXX

NAME OF PERSON
TITLE

OPTIONAL ORGANISATION / COMPANY / PARTNERS

Info about
nimus prat
dia eium v
natur ma r
maxime di

TYPOGRAPHY - C BOARDS

The exhibition uses the two typefaces from the Danish Arts Foundation design guide; Alternate Gothic Extra Condensed Black, and Moderat Medium.

You will find all the type styles in the Paragraph and Character Styles settings within Indesign.

Photo Credit
Moderat Bold Caps
10pt / 12pt

Country
Alternate Gothic Extra
Condensed Black
24pt / 26pt

Headlines
Alternate Gothic Extra
Condensed Black
70pt / 72pt

Introduction
Moderat Medium
24pt / 36pt

System Title
Alternate Gothic Extra
Condensed Black
24pt / 26pt

System
Alternate Gothic Extra
Condensed Black
16pt / 18pt

Profile
Moderat Medium Italic
16pt / 24pt

PHOTO: XXXXXXX

CITY, COUNTRY

PROJECT TITLE PROJECT TITLE

Description... lorro totat epta ne voluptas etur, quunt la estem explanis maion etur. Deles repra aspello tecaborem imin rem autatempos sin recaboreped maximoloria dit laborem pellate ilis doluptas exceperum sequiae ipsam et doluptaquat et ducienis.

NAME OF PERSON
TITLE

ORGANISATION / COMPANY / VENUE

"Quote text...Xeraes ium dus rehent ut in porempe rnatum ditaspid eosam, aditi cus. Ut et rem quo voluptum, omnimin ctemolu ptint, cones ex eum ra alitis que dis ipsa qui re, offictium hillorro endebis aut oditatquia doloria conseri onsequiam unt voluptas dolupta tentior rumenda eum apis expedit officiduciis evel idellenimo exerume volore prem. Emqui iliquiae cum sunt, temolup tatenih illaboga equi de."

PHOTOGRAPHY

The exhibition photography reflects the range of supported projects. Photography can be supplied by both professional and amateurs. Adjust contrast and colours to match the rest of the exhibitions look.

Image requirements

– B Boards
Format: JPEG
Colour: RGB/CMYK
Resolution: 150dpi (minimum)
Dimensions: 597 x 426mm

– Portrait (B boards)
Format: JPEG
Colour: Greyscale
Resolution: 150dpi (minimum)
Dimensions: 65 x 65mm
InDesign image colour:
CMYK 100/85/2/0
InDesign image effect:
Multiply

– C Boards
Format. JPEG
Colour. RGB/CMYK
Resolution. 150dpi (minimum)
Dimensions. 303 x 170mm

FILES

InDesign folder structure
InDesign files are avalable to make it easy to layout your own Add-On boards.

You can request the Add-On InDesign files by writing to print@commonities.org.

The folder contain all necessary InDesign files and graphic elements to produce the add-on exhibition.

Export PDF for print
When you have designed your Add-On boards export them as high resolution CMYK PDFs for print on either A3 or A3+.

CC Exhibition ADDON

Files
CC_ADDON_COUNTRY.indd
CC_ADDON_SPONSOR.indd
CC_ADDON_BOARD B.indd
CC_ADDON_BOARD C.indd

CONTACT

DANISH CULTURAL INSTITUTE

Danish Cultural Institute is a self-governing institution. Since 1940 we have been engaged in creating mutual understanding between people.

Together with partners, we develop international activities that challenge boundaries and create mutual value and inspire. Especially when it comes to equal rights, education, sustainable development, democracy and active citizenship. Important values in the world and in Denmark.

Our vision is to show that the exchange of art, culture and knowledge can contribute to handling global challenges and strengthen the Sustainable Development Goals.

VISIT US AT WWW.DANISHCULTURE.COM

CONTACT

Danish Cultural Institute
Vartov, Farvergade 27 L, 2
DK-1463 Copenhagen K
Denmark

mail@danishculture.com

DOWNLOAD

Write to print@commonities.org for help and request the link to the download folder for add-ons.