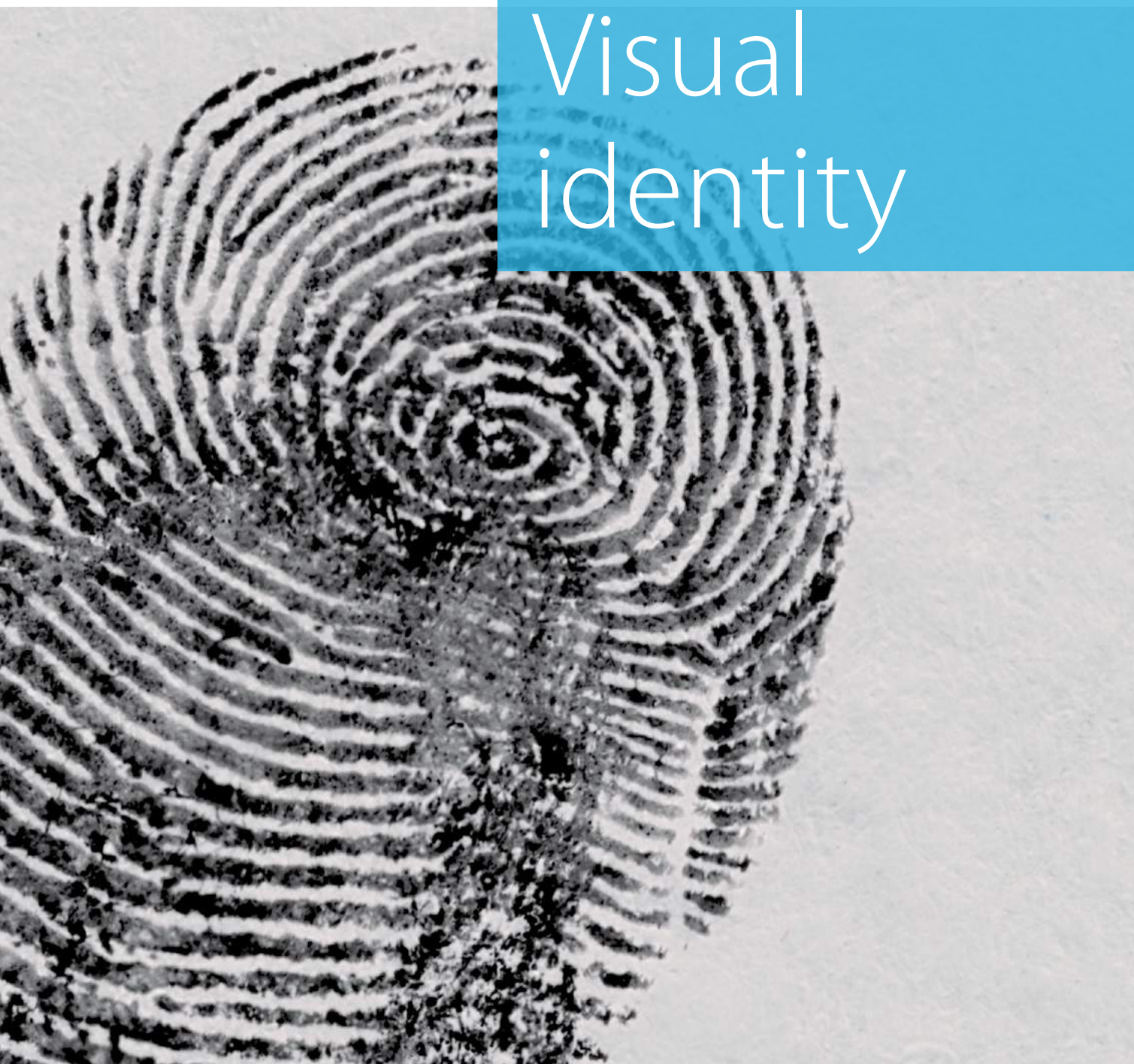




Visual identity



One unified brand – one look
Version 12-2017

Advantages

With this interactive PDF we want to ensure you quickly find back the information you are looking for. Within this catalogue or via direct links to our business portal:

mydaikin.eu

Navigation

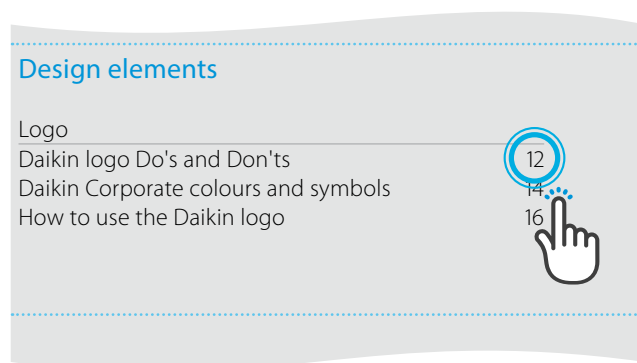


Sidebar links

The different chapters in the catalogue are shown at the side. You will be taken directly to the index page of the chapter with a single click.

All page numbers clickable

Click any page number you see and you will go directly to the page.



Click to go back



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Visual identity

Ambassador for brand identity

Message and evidence at the same time

Much more than products, brand identity (BI) is about a company's values, habits and personality.

A brand's visual identity (VI) goes beyond the specific content of a publication. It is about what can be read between the lines within a brand-specific style.

There are two key issues in the relationship between BI and VI.

- › Visual identity should serve as an ambassador for the core values, representing the brand and its claimed attributes.
- › The visual identity must create, and at the same time preserve, a brand-specific style as a visual symbol and proof of the existing, non-visual brand identity.

Consistency and continuity

Visual identity is not achieved using visual highlights. It is a result of consistency in the visual appearance of different publications and the continuity of this specific style over the years.

Brand identity

Our promise ...

... is to ensure that customers can depend on Daikin for the ultimate in comfort, so that they are free to focus on their own working and home lives

... is to give that additional positive unexpected touch that creates customer value

... is to have respect for our environment and to optimise the use of resources

Our promise is built on solid foundations

Our personality

Respectful

- › Considerate
- › Investing in long-lasting relationships
- › Loyal
- › Taking care of people and planet

Leading

- › Expert
- › Passionate
- › Know-how

Accessible

- › Global brand with local focus
- › User-friendly solutions
- › Accessible sales people

Smart

- › Entrepreneurial people with a positive attitude

Our DNA

What you can expect

- › Value/quality
- › Long-lasting relationships
- › Respect for people and planet
- › Solid sales network
- › Trustworthy proven history

Who we are

- › Multinational
- › HVAC-R specialist
- › Manufacturer and supplier
- › Japanese

Where we aim for

- › Leadership
- › Pioneering
- › Forward-thinking

Our core values

- › Absolute credibility
- › Enterprising management
- › Harmonious personal relationships

Our focus

Global leadership

- › Worldwide leader in HVAC-R solutions

Specialist expertise

- › In residential, commercial and industrial solutions
- › For heating, cooling, refrigeration and services

Innovation

- › Investing in research and developments
- › with the future in mind
- › Meeting the real needs of people and business

Demonstrating respect

- › Towards our employees
- › Towards customers
- › Towards stakeholders
- › And future generations

Therefore we should be, build and communicate

To build

- › Passionate
- › Smart
- › Proud

To strengthen

- › Trust
- › Technological excellence
- › Quality
- › Responsibility
- › Design-focused
- › Results-driven

Overview

Different types of publications

Communication relevant to target group needs

Each type of publication within the Daikin range plays a specific role in a communication process that leads from inspiration to information.

The publication types are characterised by the number of pages, content, typical target group and promotional aim. **The definitions below describe basic characteristics and are subject to change.**

Solution Guide

Primarily aimed at end users, the guide inspires solutions based on Daikin technologies and products. It should contain references and/or case studies. Details highlighting technical features play a less important role. Specification tables are reduced to a minimum or even not integrated.

Reference Book

Collection of references for a specific product range or target group. Primarily aimed at (professional) end users/customers, selection criteria for references are image oriented. Dominated by high-quality photos and description of the reference.

Product Profile

Detailed information highlighting innovations or products of great importance. This type of publication is benefit-oriented and aimed at customers (installers, consultants) as well as end users. Often used for product launches, it contains product photos, infographics and specification tables.

Focus Topic

Primarily aimed at installers, consultants, includes detailed information and argumentation to support end-users. Background information focusing on current topics related to products, technologies, target groups, etc.

Product Flyer

Condensed information focusing on a single product with key benefits and usefull specification tables towards end-customers.

General Catalogue / Product Catalogue

Complete range of products with benefits and specification tables. Includes photos of products in use. Key products and recently launched models and available products for sales with additional pages explaining benefits. Distributed to affiliates, installers and consultants. May be produced as a general catalogue (all products) or product catalogue focusing on a range like applied systems, refrigeration, etc.

Product Portfolio

Condensed overview of a complete product range. Includes a list of features, image of the product and indication of available product capacities. Aimed at installers, consultants, end users.

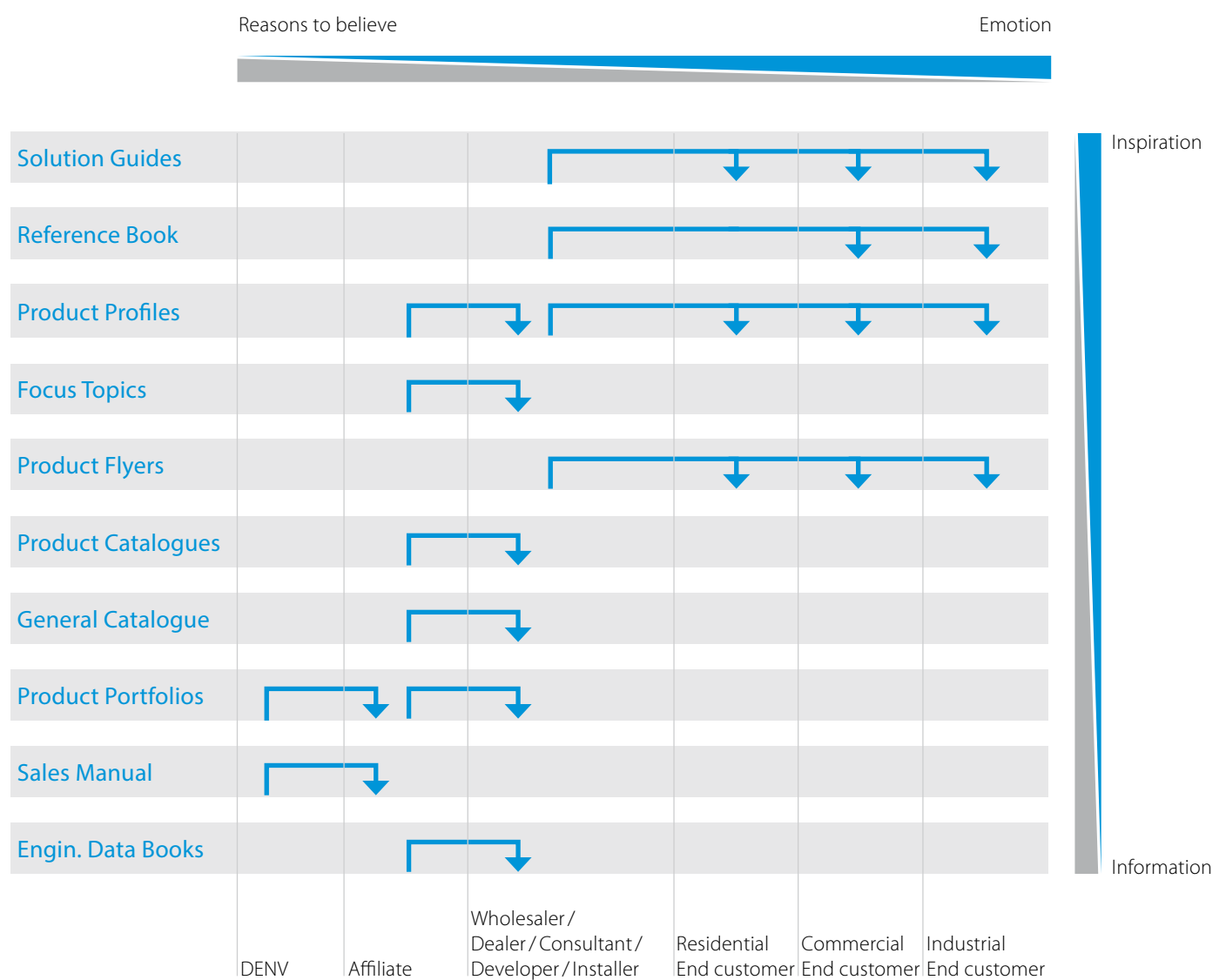
Sales Manual

Detailed technical information. Explanation on technical features, comparison with competition, background information, technical drawings, full specifications. Aimed at affiliates and Daikin sales force.

Engineering Data Book

Comprehensive information including all technical data, details and drawings for a specific product. Primarily for installers.

Types of literature



The Daikin visual identity

General ideas

The purpose of all literature is to communicate with our target groups.

Our target group: Customers

When designing and creating Daikin literature, the main goal is to make the information interesting so that our readers – customers – can grasp the information as easily as possible.

With that in mind, here are three simple guidelines:

- › Limited cognitive capability

Reduce information density

- › Limited attention span

Focus on relevant information for the reader

- › Limited senses

Make information easy to read

Basic rules for page layout

- › Maximise overview for the reader
- › Communicate Daikin leadership with a timeless, elegant design style
- › Reduce page complexity

Basic rules for graphic style

- › Maximise overview for the reader
- › Use homogeneous design elements to express Daikin's reliability and confidence
- › Avoid trendy styles for new text or design elements!
- › Keep it stylish and simple
- › Design with style– sophisticated and credible

Avoid showiness:

Don'ts

No shadows

Information

No colour gradients

Information

No 3-D effects

Information

No skewing

Information

No path texts

Information

Dos

The new style is clearly defined and confident

Information

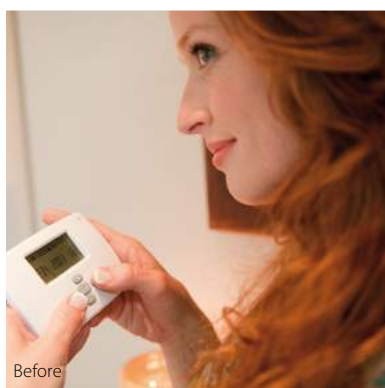
Information

Information

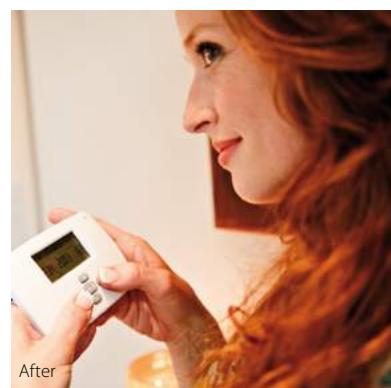
Basic rules for photography

General

- › Large-format images are preferred
- › Use slightly enhanced contrast and colour saturation



Before

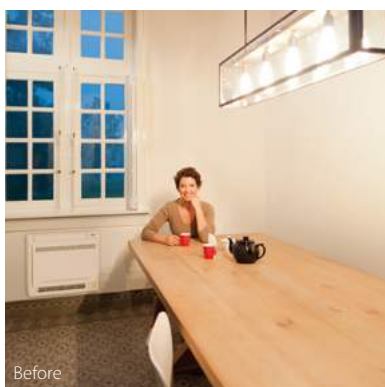


After

There should be more contrast and brighter colours.

Images of people and products

- › Use close-up images. People and products should be close together
- › Irrelevant surroundings should not distract from product



Before



After

Irrelevant objects distract attention from the main focus (the product).

Focus on the relation between user and product.

Product photos

- › Avoid flat light. Use accent lighting to give the product more plasticity and make it appear more interesting.
- › Quality pictures for quality products: sharp and clear



Before

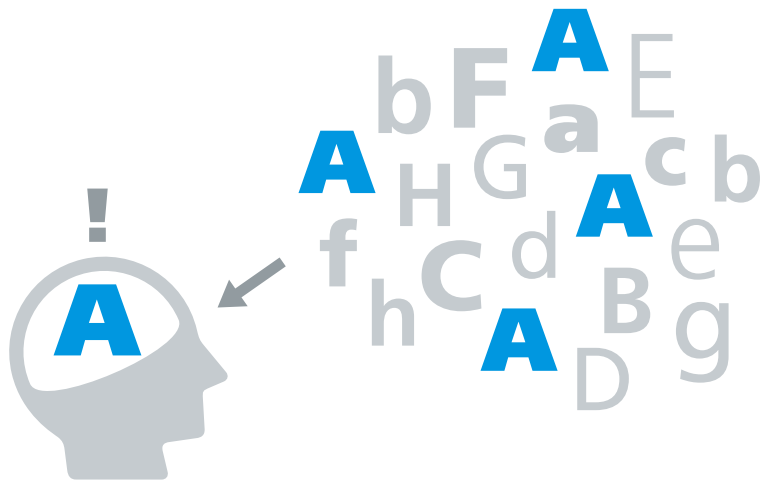


After

The quality of the photography should reflect the outstanding quality of Daikin products.

VI is a consistent visual expression to identify or differentiate oneself from others.

Showing a consistent visual expression helps differentiate oneself from others.



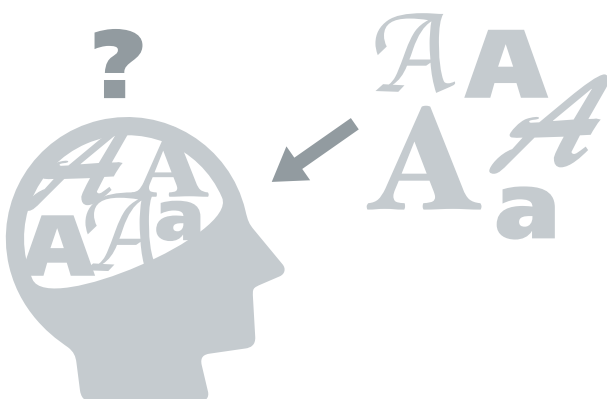
Always show a consistent visual expression every time.

A VI system is a set of rules that ensure a company and its products maintain consistency in all visual expressions.

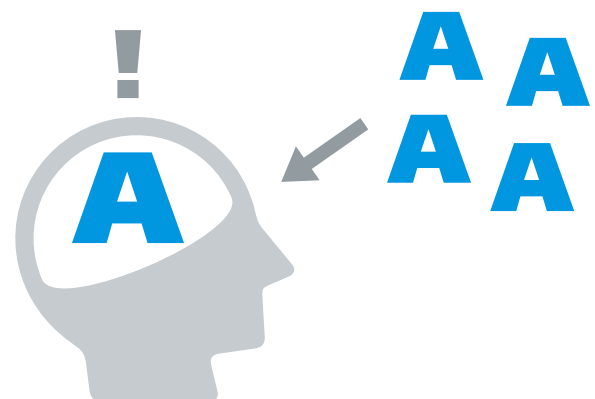
Presenting a consistent visual image creates a positive company and brand image in stakeholders' minds.

Inconsistent visual image

Consistent visual image



No unified image in mind → Weak brand



One consistent image in mind → Strong brand

Using a VI system ensures consistency, which creates a positive impression of our company and our brand, fostering a better environment for doing business.

When people encounter a consistent visual image across many different situations and settings, they steadily acquire a clear impression of a company and its products. It also effectively builds a corporate and brand image. If what a person sees is different every time, that means a company risks creating the wrong impression.

By following and making the most of a VI, we can build trust, enhance our marketability and create a better environment for our business.



The Daikin VI System is composed of basic rules that apply to the entire Daikin Group and for particular applications and purposes.

The basic rules must be followed by the entire Daikin Group. The application rules are specific guidelines that comply with the basic rules, and apply to specific applications and purposes. The application rules may be revised, or new rules may be created in the future, as needed.

The regional bases and business divisions below have their own application rules, which suit the situation, region, or special needs of each business division. For details, please contact them directly.

Daikin Europe N.V.:
corporate@daikin.zendesk.com

Daikin VI System

Basic Design Manual

Basic rules that apply to the entire Daikin Group

Daikin Logo, corporate colors, company name logotypes, and designated typefaces

Application rules

Specific rules that comply with the basic rules and apply within a certain scope to particular applications and purposes

Examples

Applications for specific items

- Corporate items (business cards, envelopes, stationery, letterheads, business forms, etc.)
- Marketing tools (advertisements, catalogs, flyers, websites, promotional goods, TV commercials, etc.)
- Digital use (app icons, banners, favicons, etc.)
- Vehicles (service, sales, etc.)
- Showrooms

Applications for particular users

- For dealers (shop signage, vehicles, various sales promotion tools, etc.)

Applications for particular purposes

- To ensure a consistent visual image (photographs, colors, typefaces, etc.)

This manual provides the common basic rules on the Daikin VI System which must be followed by the entire Daikin Group.

The basic rules, which are the same worldwide, specify how to use and display the basic elements. The Daikin VI is made up of four basic elements: the

Daikin Logo, the corporate colours, the company name logotype, and the designated typefaces.

Basic elements of the Daikin VI

Daikin Logo



Company name logotypes

DAIKIN INDUSTRIES, LTD.

Designated typefaces

ABCdef123

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01293456789

Corporate colors



The Daikin Logo is a valuable asset of the Daikin Group. It must be treated with utmost care.



The Daikin Logo is composed of the triangle and logotype. The Daikin Logo symbolises Daikin's corporate and brand image. It's imperative that the Daikin Logo is always displayed correctly and looks great. That way, every time people see it, the positive impression they have of Daikin will grow even stronger.

Ideas and aspirations symbolised

by the Daikin Logo

The Daikin Logo is the symbol of our bold, continuous pursuit of high ideals. The sharp triangle, composed of two colours, Daikin Light Blue and Black, represents the three technological fields of machinery, chemicals, and electronics, and the integrated technologies that Daikin develops in those fields. The logo's orientation, up and to the right, expresses the pioneering spirit of the Daikin Group, forging ahead into the future.

These are the most important rules for ensuring that the Daikin Logo is displayed correctly and looks great.

1 Maintain the combination

Never use any part of the logo by itself

The triangle and the logotype should never be used separately.



2 Maintain relative size

Never change the relative size of the parts

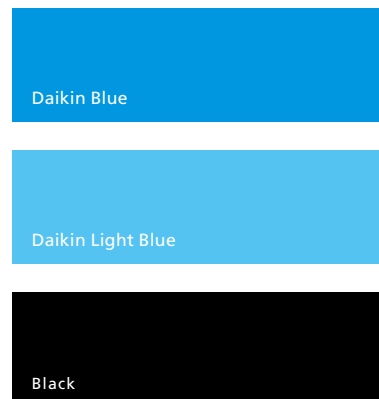
The combination of the triangle and the logotype and the relative size of the two parts should never be changed.



3 Use the right colours

Strictly use the corporate colours

The Daikin Logo should be displayed using corporate colours. Corporate colours should always be reproduced correctly, using the proper specifications.



4 Maintain clear space

Observe the clear space rules

When displaying the Daikin Logo, maintain the specified clear space, and clearly display the logo separate from all other elements.



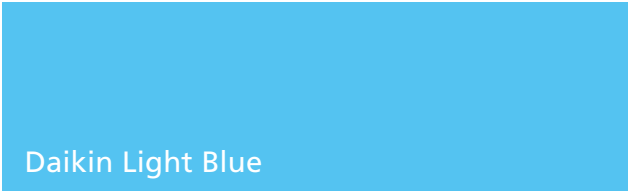
The Daikin corporate colours have a special meaning and are used to express the image of Daikin.

The Daikin corporate colours for the Daikin Logo are: Daikin Blue, Daikin Light Blue and Black.



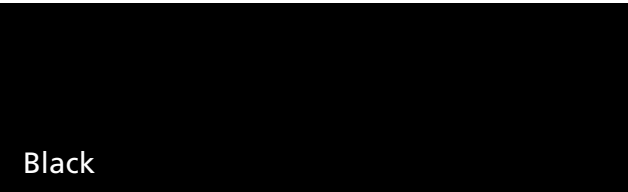
Daikin Blue

Intelligence, Brightness



Daikin Light Blue

Intelligence, Brightness



Black

Robustness, Presence, Stability

The colour of the Daikin Logo, like its shape, conveys our corporate and brand image at a glance. It also differentiates us from other companies. Actively using the corporate colours in materials and settings is important to maximise the impact of our visual identity.

Meaning behind the corporate colours

Daikin Blue and Daikin Light Blue suggest the unique intelligence and brightness of the Daikin Group as it leverages its technological capabilities to pioneer the future. Black expresses the robustness, presence, and stability of the Daikin Group.

These are the most important design elements of the Daikin VI.

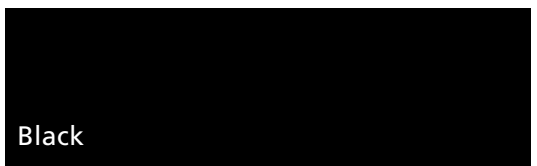
1 Daikin Logo

This element maximises the visual appeal of the corporate and brand image of the Daikin Group.



2 Corporate colours

This element conveys the corporate and brand image of the Daikin Group at a glance.



3 Company name logotypes

This logotype uses a typeface originally produced for the Daikin Group to communicate the company name accurately.

DAIKIN INDUSTRIES, LTD.

4 Designated typefaces

These typefaces build and maintain a consistent corporate and brand image for the Daikin Group.

ABCdef123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01293456789

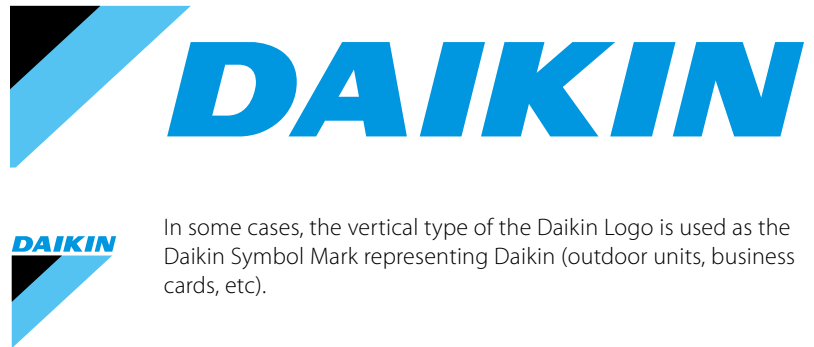
To represent the Daikin Group, the Corporate Symbol Mark is used on the corporate flag and employee badges.

The Corporate Symbol Mark of the Daikin Group is the vertical type of the Daikin Logo. It should always be used on the corporate flag and employee badges.



As the symbol of the Daikin Group, the Daikin Symbol Mark is used broadly on advertisements, websites, signage, pamphlets, and more.

As the symbol of the Daikin Group or of Daikin brand products, the Daikin Symbol Mark should be used on advertisements, websites, signage, pamphlets, envelopes, business forms, and promotional items.



In some cases, the vertical type of the Daikin Logo is used as the Daikin Symbol Mark representing Daikin (outdoor units, business cards, etc).

This is the minimum size for the Daikin Logo to ensure it does not smudge or become too small to see.

Printed materials



Depending on the printing conditions, the Daikin Logo can smudge or become difficult to see, even at sizes above the minimum size. Avoid cases like this by printing the Daikin Logo bigger than the minimum size if needed to ensure that it is clearly visible.

Screens

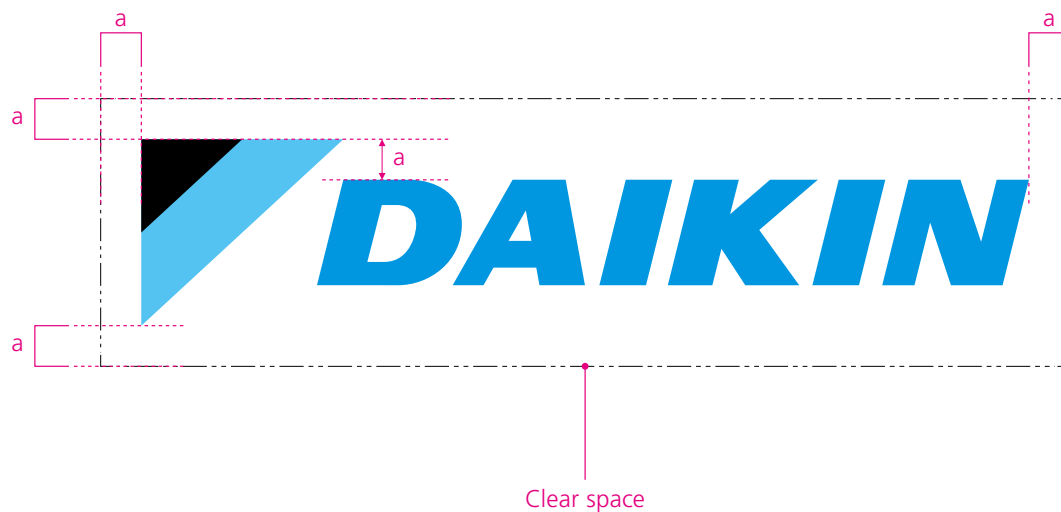


The minimum size shown here assumes a standard display resolution of 72 dpi. As a result, in other environments, such as on high-resolution displays or smartphones, the Daikin Logo can appear too small, or when zoomed into, can appear pixelated. Avoid cases like this by displaying the Daikin Logo bigger than the minimum size if needed to ensure that it is clearly visible.

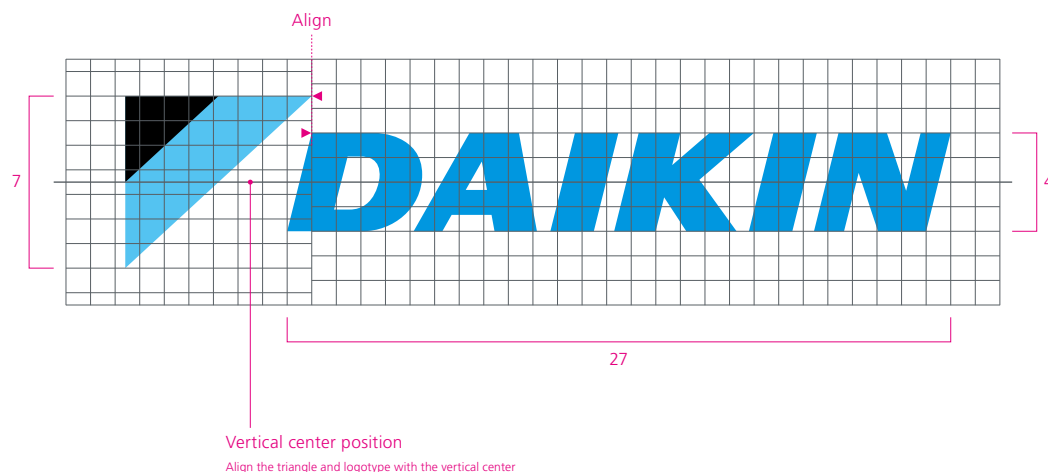
A clear space must come around the Daikin Logo to ensure its separate from other elements and that the colour and form stand out.

Be sure to leave the specified clear space blank all around the Daikin Logo to ensure that its colour and form stand out and it is unaffected by any other element. Avoid positioning elements in a way that

compromises the visibility or independence of the Daikin Logo, even if they are outside the specified clear space.



When the logo cannot be reproduced from data on items such as large signs, use the grid scale below to be sure it is correctly reproduced.



If a Daikin Logo in full colour is not possible, these alternative colour treatments are permitted.

Single colour (with screening)

Use this alternative when printing is limited to a single colour and screening can be rendered cleanly.



Single colour (with slit)

Use this alternative when printing is limited to a single colour but screening cannot be rendered cleanly.



Single colour (with slit, reversed)

Use this alternative when displaying the Daikin Logo on the corporate colours or a dark background.



These are the rules for displaying the Daikin Logo Vertical Type as the Daikin Symbol Mark.

Daikin Logo Vertical Type



Minimum size

Printed materials



Screens



Color display

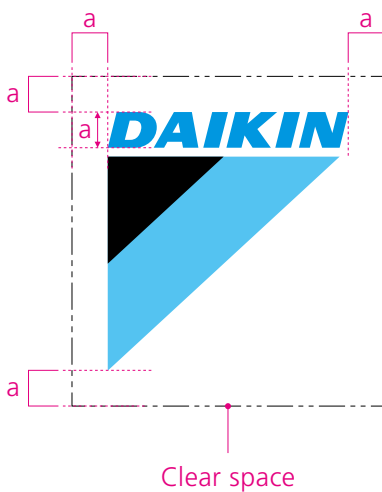
Full color



Single color (with screening)



Clear space



Single color (with slit)



Small size usage

Features a wider slit in the triangle

Width: 9mm-15mm



Single color (with slit, reversed)



Small size usage

Features a wider slit in the triangle

Width: 9mm-15mm



As an exception to the normal rule, the Daikin Logo can be displayed on special materials, for instance using stamped foil or relief processing on metal materials.

When displaying the Daikin Logo on metals or special materials, ensure that the Daikin Logo remains distinct by using a different finish for the Daikin Logo and the surrounding material, applying a relief treatment to the Daikin Logo, or using another such technique. In a size less than 50mm wide, the slit can lose definition, so apply the small size usage one, which has a wider slit.

This alternative is used in single colour printing when screening can be rendered cleanly.

This alternative is used when reproduction is limited to a single colour and screening can be rendered cleanly. The recommended display colours are the corporate colours or similar colours. Although the form of the Daikin Logo stands out best against a white background, it may also be displayed on other light coloured backgrounds that properly maintain its visibility.

This alternative is used when printing in a single colour but screening cannot be rendered cleanly.

This alternative is used when reproduction is limited to a single colour and screening cannot be rendered cleanly. The recommended display colours are the corporate colours or similar colours. Since there is a risk of the slit smudging when printing the logo in a size less than 50mm wide, apply the small size usage one, which has a wider slit. Although the form of the Daikin Logo stands out best against a white background, it may also be displayed on other light coloured backgrounds that properly maintain its visibility.

Gold



Small size usage

Features a wider slit in the triangle

Width: 22mm–50mm



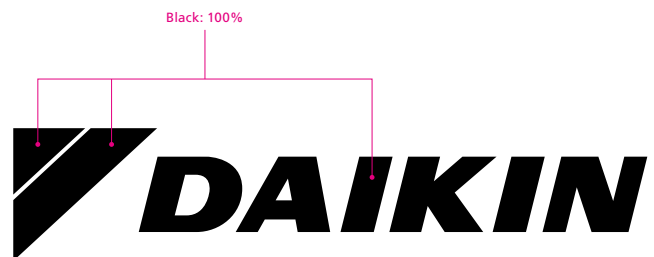
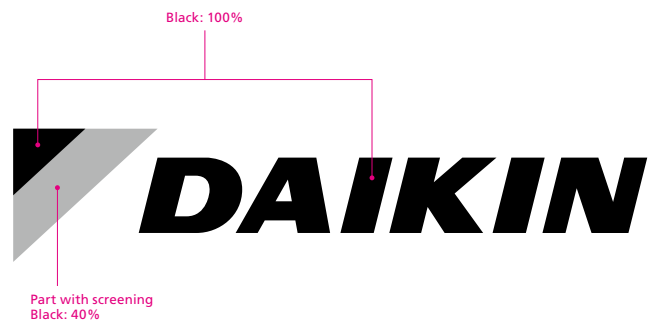
Silver



Small size usage

Features a wider slit in the triangle

Width: 22mm–50mm



Width: 22mm–50mm



This alternative is used when displaying the Daikin Logo on the corporate colours or dark colours.



This alternative is used when displaying the Daikin Logo on the corporate colours, similar colours, or a dark background. When using this alternative, the corporate colours are the optimal background colours for conveying the Daikin corporate and brand image. When the corporate colours cannot be used, select a colour as similar as possible. Since there is a risk of the slit smudging when printing the logo in a size less than 50mm wide, apply the small size usage one, which has a wider slit.



When selecting background colours, it is vital to ensure that the Daikin Logo is used correctly and looks great.

The full colour display on a white background is optimal.

It is best to employ a design treatment that enables the Daikin Logo to appear on a white background.

Examples

Left: Use two different colours Right: Use a gradient

Examples of proper usage



The Daikin Logo can be difficult to see, depending on the combination of background colour and display colour, and this can give the wrong impression. Refer to the examples of proper usage, and employ design treatments, etc., to avoid displaying the logo improperly as in the examples below.

Examples of improper usage



Reversed display on colors different from the corporate colors risks conveying an improper corporate and brand image.



Displaying the full color on a bright background irritates the eye.



Reversed display on a yellow background, even if it has a high intensity, makes it difficult to see the Daikin Logo.

When selecting background photographs, it is vital that the Daikin Logo is used correctly and looks great.

Examples of proper usage

The full colour display on a white or other light coloured background is optimal.



Examples of improper usage

The Daikin Logo can be difficult to see, depending on the combination of background photograph and display colour, and this can convey an improper impression. Refer to the examples below, and employ design treatments, etc., to avoid displaying the logo improperly.

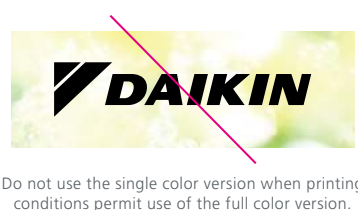


The busy background photograph reduces the visibility of the Daikin Logo.

When selecting background colours, it is vital that the Daikin Logo is clearly displayed.

K 10%							K 60%
K 20%							K 70%
K 30%							K 80%
K 40%							K 90%
K 50%							K 100%

If the Daikin Logo is not correctly displayed, it fails to convey a positive corporate or brand image.



If the Daikin Logo is not always displayed correctly, it is impossible to build a consistent visual image or strengthen the corporate or brand image. On the contrary, it can actually damage the Daikin

brand. The types of improper usage shown here are only examples. Gain a good understanding of the principles and be sure to display the logo correctly at all times.

The company name logotypes are used to publically or legally indicate a company name, and are used in designs with an address block.

Examples of company name logotypes

DAIKIN INDUSTRIES, LTD.

DAIKIN EUROPE N.V.

DAIKIN AMERICA, INC.

These logotypes use a typeface originally produced for the Daikin Group to ensure that the names of companies in the Daikin Group are accurately communicated. They should be displayed in Black as a general rule. Always use the correct data supplied by Daikin Industries, Ltd. for the company name

logotypes. Never change the form or combination. Company name logotypes are produced by Daikin Industries, Ltd. Group companies, etc., other than Daikin Industries, Ltd. are not permitted to produce company name logotypes on their own using a similar typeface. When there is a need to produce a company name logotype, contact:

For procedures for obtaining approval to use the Daikin Marks, contact: Publicity Group,
General Affairs Department Daikin Industries, Ltd.
E-mail: vis@daikin.co.jp

If the company name logotypes are not displayed correctly, legibility is compromised, and it can convey an improper corporate and brand image.

Examples of company name logotypes

**DAIKIN
INDUSTRIES,
LTD.**

Do not change the combination, size, or position.

DAIKIN INDUSTRIES, LTD.

DAIKIN INDUSTRIES, LTD.

Do not change the character spacing, use italics, change weight, or apply any other treatment.

DAIKIN INDUSTRIES

Do not abbreviate company names.

DAIKIN INDUSTRIES, LTD.

Do not display in two or more colors.

DAIKIN INDUSTRIES, LTD.

DAIKIN INDUSTRIES, LTD.

Do not change the character spacing, use italics, change weight, or apply any other treatment.

 **DAIKIN INDUSTRIES, LTD.**

Do not combine with the triangle.

DAIKIN INDUSTRIES, LTD.

Do not display in two or more colors.

The company name logotypes not only serve to maintain the corporate and brand image of the Daikin Group, they also accurately communicate company names. The types of improper usage shown here are only examples. Always be sure they are displayed correctly.

Colour world

Corporate colours

Primary colours

Blue, black, white and grey

These four primary colours must be used in every publication printed in colour. Different media have different colour systems: four-colour printing (CMYK), spot colour printing (Pantone) and display screens (RGB).

If necessary, colour tints can be used as shown. **Avoid gradients and rainbows!**

White should be used generously. White space is an important element of Daikin corporate design.

Daikin blue DIC 577, Pantone Process Blue, CMYK 100/10/0/0, RGB 0/151/224, Munsell 7.6 B 5.2 / 12.9, RAL 5015, NCS 1070-B, HTML #0097E0 Usage: Logo blue tone, secondary text colour, mainly used for text boxes with 80 % transparency, graphics	80 %	60 %	30 %
Daikin light blue DIC 68, Pantone 305, CMYK 60/0/0/0, RGB 84/195/241, Munsell 5.5 B 6.8 / 8.8, RAL 5012, NCS 0040-B10G, HTML #4cbbceff Usage: Logo blue tone, eye-catching elements, graphics	80 %	60 %	30 %
Black DIC 582, Pantone Process Black, CMYK 0/0/0/100, RGB 0/0/0, Munsell 4.9 YR 0.9 / 0.1, RAL 9017, NCS 9500-N Usage: Logo black tone, primary text colour, graphics	80 %	60 %	30 %
White CMYK 0/0/0/0, RGB 255/255/255 Usage: Negative text, logos, graphics			
Daikin dark grey CMYK 0/0/0/80, RGB 85/85/85 Usage: Main headlines, grey text boxes	80 %	60 %	30 %
Daikin grey CMYK 0/0/0/40, RGB 180/180/180 Usage: Lines (tables), graphics	80 %	60 %	30 %
Daikin light grey CMYK 0/0/0/13, RGB 231/231/231 Usage: Boxes for products, graphics			

Secondary colours

Secondary colours may be used. They should support the clear blue/white/black look of the VI, not disrupt or replace it. Don't use more colours than necessary on one page.

If necessary, colour tints can be used as shown. **Avoid gradients or rainbows!**

100 %	80 %	60 %	30 %	
				Berry: CMYK 50/95/55/25, RGB 120/36/66
				Red: CMYK 30/95/85/10, RGB 168/37/46
				Orange: CMYK 0/68/100/4, RGB 228/107/8
				Yellow: CMYK 0/30/100/0, RGB 251/186/0
				Green: CMYK 100/0/100/10, RGB 0/134/52
				Light green: CMYK 65/0/100/0, RGB 104/176/34
				Lime: CMYK 30/0/100/0, RGB 200/210/0
				Violet: CMYK 80/100/0/10, RGB 81/32/120
				Purple: CMYK 45/95/0/15, RGB 140/29/118
				Brown: CMYK 35/80/100/60, RGB 94/41/18
				Light brown: CMYK 45/50/60/8, RGB 150/124/98

Web colours

With the exception of images, this colour palette should be reflected in all Daikin materials for the website.

Daikin online blue #0097E0	80 %	60 %	30 %
Daikin online dark grey #515151	80 %	60 %	30 %
Daikin online orange #E46A07	80 %	60 %	30 %
Daikin online light grey #F5F5F5			

How to use the Daikin colour world

Primary colours in the first line

The predefined primary colours are based on the Daikin logo and represent the brand. Secondary colours are available to augment the colour scheme and are only used to create accents or in small areas. Extensive use of secondary colours detracts from the brand's look and feel.

Colour hierarchy

Secondary colours are used as necessary in diagrams to differentiate figures. Start with the primary colours and continue with secondary colours. Larger coloured segments should be filled with primary colours.

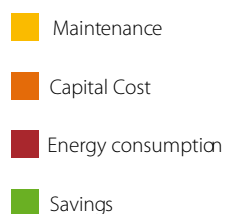
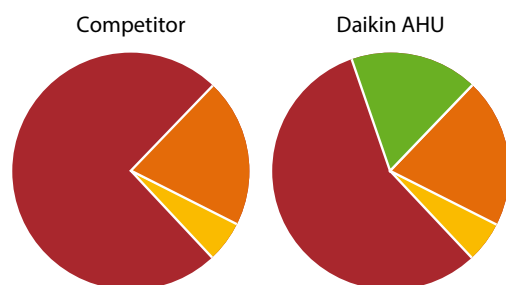
Do not tamper with the visual identity

Although extensive use of secondary colours attracts attention, it can also make the visual identity confusing. The maximum space for secondary colours is limited to the size of the text box.

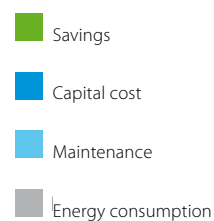
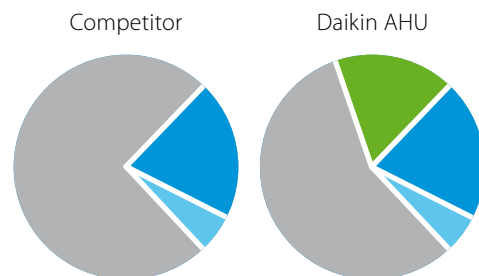
No colour coding

The colours have no coding function in terms of target groups or product segments. Except for the orange colour for heating products, "pillar" colours are no longer used.

Example 1: Before



After



Use colours in the visual identity according to their hierarchy. Primary colours are used first followed by secondary colours in smaller amounts.

Example 2: Before

The new and unique

Ururu Sarara

- ✓ 5 air treatment techniques in 1 system
- ✓ Lowest environmental impact
- ✓ Perfect comfort

Heating a room in winter tends to dry the air, which can lead to sore throats, colds and other ailments. During summer a high degree of humidity, even with moderate temperatures, can be very uncomfortable. To enjoy year-round comfort, you need more than just temperature control; you need control over the humidity level, combined with the energy of fresh clean air to give you perfect comfort. Daikin's new Ururu Sarara, with its unique combination of humidification, dehumidification, ventilation and purification provides the exact room comfort you want, any time of the year.

"Pillar" colours are not used any more. Use primary colours, preferably Daikin blue.

After

"Fresh air without opening the window! I don't have allergies when I'm at home."

The new and unique Ururu Sarara

Heating, domestic hot water and cooling

Sustainable & efficient energy solutions

for residential and commercial use

You and your customer have decided to switch to an energy-efficient heating system that produces low CO₂ emissions. Daikin Altherma is a **total heating and domestic hot water system** based on air source heat pump technology. One that represents a flexible and cost-effective alternative to a fossil fuel boiler. It also has an option for cooling!

The inherent energy-efficiency characteristics of Daikin Altherma make it an ideal solution for **reduced energy consumption and low CO₂ emissions**. In high- and low-temperature heating systems provide optimal comfort. Highly **energy-efficient** heat pumps with advanced compressor technology transform unused and inexhaustible heat from the surrounding air into usable heat, either as part of the overall climate-control system or to heat domestic hot water. Moreover, the system is easy to install.

Secondary colours are used as background for the text box or headline colour and not for lines or columns. In this example orange is used as the example is a heating brochure.

Sustainable and efficient energy solutions for residential and commercial use

Heating, domestic hot water and cooling

Daikin Altherma is a total heating and domestic hot water system based on air source heat pump technology. One that represents a flexible and cost-effective alternative to a fossil fuel boiler. It also has an option for cooling!

The inherent energy-efficiency characteristics of Daikin Altherma make it an ideal solution for reduced energy consumption and low CO₂ emissions. In high- and low-temperature heating systems provide optimal comfort. Highly energy-efficient heat pumps with advanced compressor technology transform unused and inexhaustible heat from the surrounding air into usable heat, either as part of the overall climate-control system or to heat domestic hot water. Moreover, the system is easy to install.

Example 3: Before

FVXG-K / RXLG-K Floor standing unit with radiant heat panel Designed for colder climates

down to -25°C

Heating & Cooling

FVXG-K		RXLG-K		FVXG-K		RXLG-K	
Model	Power (kW)	Model	Power (kW)	Model	Power (kW)	Model	Power (kW)
FVXG-K100	10.0	RXLG-K100	10.0	FVXG-K150	15.0	RXLG-K150	15.0
FVXG-K200	20.0	RXLG-K200	20.0	FVXG-K250	25.0	RXLG-K250	25.0
FVXG-K300	30.0	RXLG-K300	30.0	FVXG-K400	40.0	RXLG-K400	40.0
FVXG-K500	50.0	RXLG-K500	50.0	FVXG-K600	60.0	RXLG-K600	60.0
FVXG-K800	80.0	RXLG-K800	80.0	FVXG-K1000	100.0	RXLG-K1000	100.0

Colours are not used for coding product groups.

After

FVXG-K / RXLG-K nexura Seasonal Classic

Nexura floor standing unit with radiant heat panel

Designed for colder climates

- The aluminum part of the front panel of the Nexura indoor unit has the capability of warming up just like a traditional radiator, to add even more comfort on cold days.
- The noise produced amounts to barely 23 dB(A) in cooling and 19 dB(A) in heating mode. In comparison, the ambient sound in a quiet room amounts to 40 dB(A) on average.
- Comfortable vertical air flow ensures draught-free operation and prevents ceiling soiling.
- Control via smartphone, laptop, pc, tablet or touch screen.
- Can be installed against a wall or recessed.
- Extended operation range down to -25°C in heating.

FVXG-K		RXLG-K		FVXG-K		RXLG-K	
Model	Power (kW)	Model	Power (kW)	Model	Power (kW)	Model	Power (kW)
FVXG-K100	10.0	RXLG-K100	10.0	FVXG-K150	15.0	RXLG-K150	15.0
FVXG-K200	20.0	RXLG-K200	20.0	FVXG-K250	25.0	RXLG-K250	25.0
FVXG-K300	30.0	RXLG-K300	30.0	FVXG-K400	40.0	RXLG-K400	40.0
FVXG-K500	50.0	RXLG-K500	50.0	FVXG-K600	60.0	RXLG-K600	60.0
FVXG-K800	80.0	RXLG-K800	80.0	FVXG-K1000	100.0	RXLG-K1000	100.0

Typography

Corporate typeface

Myriad® Pro

Myriad Pro is a modern, humanist sans-serif antiqua typeface.

The typeface includes a large number of fonts, special characters and numerals. This makes it a universal typeface that looks good in every application, from a narrow table to a prominent headline.

Type to use

- › Light (standard font)
- › Regular (subheadlines and tables)
- › Semibold (text highlights and product names in the catalogues)
- › Bold (table headers)

In general

- › No other typefaces are used
- › Never use italics
- › No artificial compression
- › In tables with space issues: SemiCondensed and Condensed (regular and bold)

Font colour

Default base colour: black
Base colour black 80% used only for main headlines

Alignment

Text should be left-justified and except tables (values and other information).

Alternative

In MS Office applications, Myriad Pro is replaced by Calibri.

Myriad Pro Light
Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold

A B C D E F G a b c d e f g h
* € % ä ö 1 2 3 4 5 6 7 8 9 0

A B C D E F G a b c d e f g h
* € % ä ö 1 2 3 4 5 6 7 8 9 0

A B C D E F G a b c d e f g h
*** € % ä ö 1 2 3 4 5 6 7 8 9 0**

A B C D E F G a b c d e f g h
*** € % ä ö 1 2 3 4 5 6 7 8 9 0**

This is Myriad Pro
This is Calibri

The text box

The text box is an important design feature in the Daikin VI. On the front cover it addresses the topic and provides space for quotes or introductory texts.

The box is transparent and could be used in combination with images (overlay) or it can also be set on a white background. To provide consistency on the page, it should always extend over the margin into the bleed. It is always aligned with the columns and the baseline grid.

Colour

The box is generally Daikin blue, 70% colour tint with 80% transparency. In monochrome publications, the box may also be Daikin dark grey. For publications related to heating products, the box may also be orange (e.g. heating flyer). See colour values on page 26.

Content

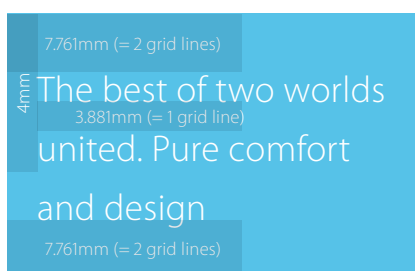
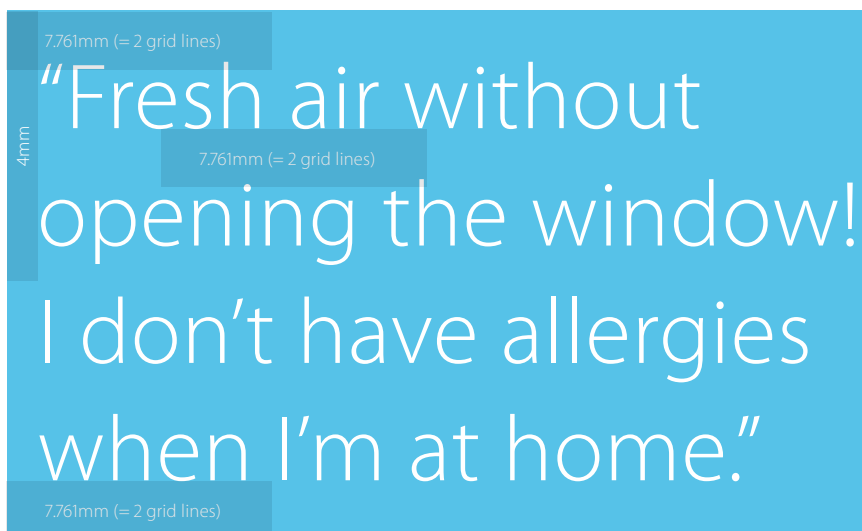
Boxes can contain text and logos. Text is always in white, Myriad Pro Light, standard size 14pt. The font may be larger, but only slightly smaller (min. 12pt.), so that it is always easy to read.

Boxes on cover pages follow the principle of mixed sized headlines (MS headlines, see page 32-33).

Logos in boxes should be the negative version, if possible. If for technical reasons there is no white version of a logo, the logo must be set in a white box (see the example of a double page spread on page 37).

Size and shape

The size of the box is not fixed and depends on the content. The text must be a distance of 7.761mm (= 2 grid lines, see page 44, page grid) from the top and bottom of the box, and 4mm from the right and left sides. The shape of the box should be a uniform rectangle.



Typography

Headline concept

The main headline on a double page is a distinctive and recognisable design element. It introduces the main topic of one or more double page spreads.

The MS headline principle

MS stands for “mixed size” and means that the main headline always goes over two lines in two different font sizes. The smaller font size is always half the size of the larger, e.g. 60pt and 30pt or 28pt and 14pt.

Sequence – large / small, small / large

It does not matter which line is smaller or larger (top or bottom). It depends on the stress or emphasis of the headline (more important words should be larger).

Type colour and size

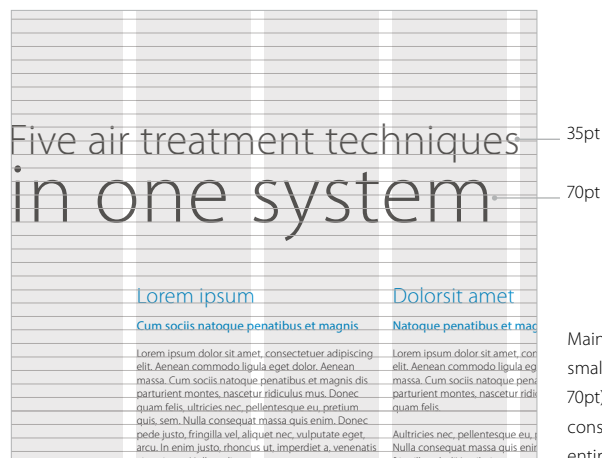
Standard size is 60pt/30pt. The size can vary depending on the length of the headline, or for better placement of longer headlines in different languages. The 2:1 ration must always be maintained. Mixed sizes in one headline (one large word, one small word) are not allowed!

- › Myriad Pro Light
- › Maximum size: 70pt / 35pt, minimum size: 28pt / 14pt (MS headline principle)
- › Spacing: 10
- › Colour: Daikin dark grey

All headlines in a publication must be the same size, without exception.

All lines in the headline must be aligned with the baseline grid! The distance between the bottom line and the following copy text or copy text headlines must be at least four grid lines (see page 44 page grid).

The MS headline principle also applies for cover pages and text in text boxes.



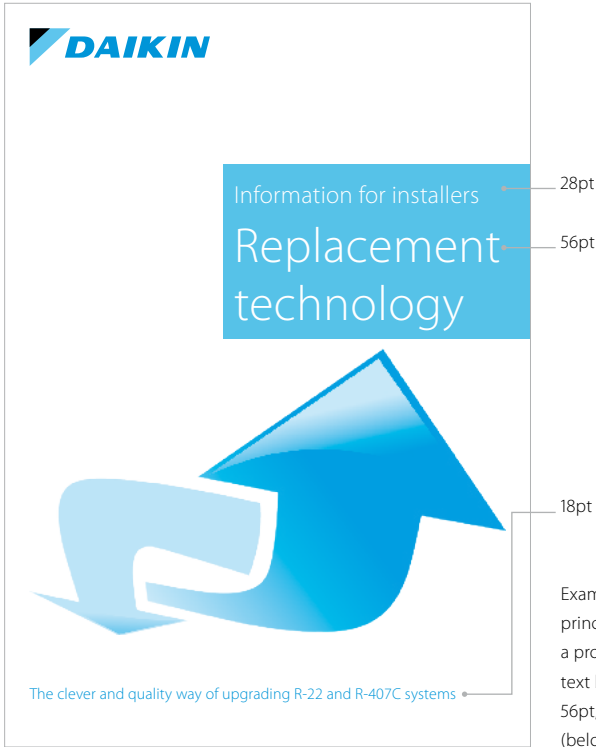
Main headline beginning with smaller font size (here: 35pt/70pt). The font size has to be consistently throughout the entire brochure.



Example of a multi-line headline (here: 35pt/70pt). **Important:** The order of small and large lines must be consistent and may not alternate (not: first line large, second line small, third line large ...)



Example of the MS headline principle in a text box. Headline: 28pt, copy text 14pt



Example of the MS headline principle on a front cover of a product profile. Headline in text box (above) 28pt and 56pt, additional blue headline (below) 18pt.

VRV	60pt
Medium to large commercial applications	30pt
Total solution concept	172
VRV outdoor units	174
Products overview – VRV outdoor	176
Heat pump	
RYTQ-T/RXTQ-T	180
RXYSQ-PBW/PBY1	183
RTSTQ-PA	184
RXTQ-A	185
Heat recovery	
REYQ-PB/PB	186
REYHQ-P	188
REYAQ-P	189
Replacement VRV	
RQCEQ-P	192
RXTQ-T/RXTQ-P	193
Water-cooled VRV	
RWEYQ-T	194
Branch selector (B5 box)	
VRV indoor units	
Products overview – VRV indoor	
Benefits overview – VRV indoor	
Cassette units	
FXTQ-A	
FXCQ-A	
FXCQ-A	
FXMQ-MA	
Concealed ceiling units	
FXDQ-M9	
FXDQ-A	
FXSQ-P/FXMQ-P7	
FXMQ-MA	
Wall mounted unit	
FXAQ-P	
Ceiling suspended units	
FXHQ-A	
FXUQ-A	
Floor standing units	

Example of a table of contents in a general catalogue. Here: 60pt/30pt

Typography

Structuring information

The different font hierarchies are used to give the text structure, create order and make the information easy to grasp.

Mainly three colours are used in the typography: **black** (and tints), **white** and **Daikin blue**. If desired, orange can also be used (e.g. in context to heating products). See colour values on page 26.

Except in tables, all text is always aligned to the baseline grid (see page grids, page 44).

Examples

On the following pages, the various typographic rules are explained using a variety of examples. These are merely for illustration and do not correspond to any real existing pages.

Save time and use the templates

There are InDesign CS6 templates for **paragraph styles**, **character styles** and **object styles**. This VI book and templates are available on extranet under New From Marketing (extranet.daikineurope.com, select New From Marketing, Corporate, click VI book)

Visuals and text should generally be relevant to the target group. The following pages offer an overview of the design concept by showing examples of mock-up page layouts. The images and text do not correspond to any actual pages or content.



Information for installers

Replacement technology



The clever and quality way of upgrading R-22 and R-407C systems

Title of the publication (28pt / 56pt in white)

Depending on the medium, the title of the product / application described in the profile or catalogue. There should be no headlines or advertising text. The headline can consist of up to four lines. Line spacing: 2 grid lines (see page 31).

- › Myriad Pro Light
- › 28pt / 56pt (maximum 70pt, minimum 45pt, MS headline principle)
- › Spacing: 10
- › Colour: White

Additional headline (18pt in blue)

Depending on the medium, promotional headlines are placed here (maximum two lines). The headline should be easy to understand and grab the reader's attention.

- › Myriad Pro Light
- › 18pt
- › Spacing: 10
- › Colour: Daikin blue, optional orange

Typography

for brochures and similar media

Main headlines

Main headlines are a distinctive element of the visual identity. They always consist of at least two lines (according to the MS headline principle, see pages 32-33). The headline can begin with either the larger or the smaller font size. **All headlines in one document must be the same size** (here: 60pt/30pt).

- › Myriad Pro Light
- › Size: 60pt / 30pt
- › Spacing: 10
- › Colour: Daikin dark grey

Headlines

The headlines can be used if an additional header is needed in addition to the subheadline, or as an accent headline for graphics, etc.

- › Myriad Pro Light
- › Size: 18pt
- › Spacing: 10
- › Colour: Daikin blue, optional orange or for graphics also Daikin dark grey

Subheadlines

There should be an empty line between these headlines and the copy text.

- › Myriad Pro Regular
- › Size: 10.5pt
- › Spacing: 10
- › Line spacing: 11pt
- › Colour: Daikin blue, optional orange

Copy text

There should be an empty line before each new paragraph in the copy text, and two empty lines before the next headline. Use semibold highlights in the copy text (character style).

- › Myriad Pro Light / Semibold
- › Size: 9pt
- › Spacing: 10
- › Line spacing: 11pt
- › Colour: Black

Captions

Captions can also be used to explain graphics.

- › Myriad Pro Light
- › Size: 7pt
- › Spacing: 10
- › Line spacing: 11pt
- › Colour: Black

Five air treatment techniques in one system

• Lorem ipsum

• Cum sociis natoque penatibus et magnis

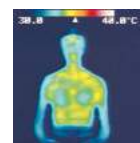
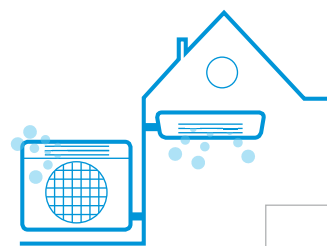
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam di.

Dolorsit amet

Natoque penatibus et magnis

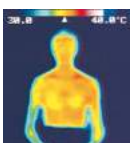
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis.

Aultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliventilation



Temperature: 22°C,
Humidity: 20%

You feel **cold** in dry air even at a higher temperature



Temperature: 22°C,
Humidity: 50%

You feel comparatively **warm** in humidified air

Ventapenatibus

Ascetur ridiculus mus

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Consectetur adipiscing

Aenean commodo ligula

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, ali.

Natoque penatibus

Nulla consequat massa quis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis.



5

Text box headlines, copy text and lists

The text box is an essential part of the VI and has many functions. The MS headline principle also applies here to headlines and copy text. See also pages 32-33.

Headline:

- › Myriad Pro Light
- › Size: 28pt
- › Spacing: 10
- › Line spacing: 24pt
- › Colour: White

Copy:

- › Myriad Pro Light
- › Size: 14pt
- › Spacing: 10
- › Colour: White

Paging

numbers are set in the same font size as the copy text. They are used for publications with 8 pages or more.

- › Myriad Pro Light
- › Size: 9pt
- › Spacing: 10
- › Line spacing: 11pt
- › Colour: Black

Typography

for catalogue pages

Topline

Toplines help orient the reader, but should not be too intrusive. They are located on every page, on the outer margin.

- › Myriad Pro Regular
- › Size: 10.5pt
- › Spacing: 20
- › Colour: Daikin blue, optional orange

Text box copy text

- › Myriad Pro Light
- › Size: 14pt (minimum size)
- › Spacing: 10
- › Colour: White

Product name

Product series / names always appear in this format for quick recognition. Indoor and outdoor units are linked with a plus (+). If there are multiple unit names, they are separated by commas.

- › Myriad Pro Semibold
- › Size: 18pt
- › Line spacing: 18.5pt
- › Colour: Black

Headlines

- › Myriad Pro Light
- › Size: 18pt
- › Spacing: 10
- › Colour: Daikin blue, optional orange

Subheadlines

- › Myriad Pro Regular
- › Size: 10.5pt
- › Spacing: 10
- › Line spacing: 11pt
- › Colour: Daikin blue, optional orange

Copy text

- › Myriad Pro Light
- › Size: 9pt
- › Line spacing: 11pt
- › Spacing: 10
- › Colour: Black

FVXG-K



The best of two worlds united.
Pure comfort and design

Nexura floor standing unit

nexura

Radiant heat is the most comfortable heat

Nexura makes your world a comfortable one.

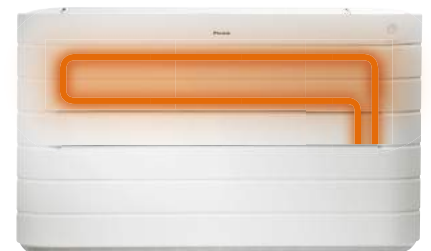
The coolness of a summer breeze or the cosiness of an extra heat source brings a feeling of well-being to your living space all year round. Its unobtrusive yet stylish design with a front panel that radiates additional heat, its low noise level and reduced air flow turn your room into a haven.

Optimized controlling

With the option of the online controller your can control indoor unit from any location via smartphone, laptop, pc, tablet or touch screen

Perfect heating

Radiant heating Runt, at quias apere quam conem fugit preris et pro que conecate nihillorro voles et quis es dolorep elescip sapiducis quia num deliciis molore perum ventibe aquunt as explatium arcus solore parum qui sed quiam sendips anderum labo. Itas dolorem vent eos inversp ersperf enbear chiciis et eatium et et qui aut aut verae.



97

FVXG-K + RXLG-K

Nexura floor standing unit with radiant heat panel

Designed for colder climates

- The aluminium part of the front panel of the Nexura indoor unit has the capability of warming up, just like a traditional radiator, to add even more comfort on cold days
- The noise produced amounts to barely 23 dB(A) in cooling and 19dB(A) in radiant heat mode. In comparison, the ambient sound in a quiet room amounts to 40 dB(A) on average.
- Comfortable vertical auto swing ensures draughtfree operation and prevents ceiling soiling
- Online controller (optional): control your indoor unit from any location via smartphone, laptop, pc, tablet or touch screen
- Can be installed against a wall or recessed
- Extended operation range down to -25°C in heating



Efficiency data (combination IU + OU)		FVXG + RXLG	25K + 20L	35K + 35L	50K + 50L	
Capacity	Cooling	Min./Nom./Max.	kW	1.3/2.0/2.8	1.4/3.5/3.8	1.7/5.0/5.3
	Heating	Min./Nom./Max.	kW	1.3/2.5/4.3	1.4/4.0/5.0	1.7/5.8/6.5
Power input	Cooling/Heating	Nom.	kW	0.41/0.50	0.88/0.98	1.4/1.59
	Cooling/Heating	Energy label		A+++/A+++	A++/A++	A++/A+
Seasonal efficiency according to EN14825	Pdesign		kW	2.00/2.30	3.50/3.30	5.00/4.60
	SEER/SCOP	AEC	kWh	8.52/4.71	7.41/4.60	6.69/4.24
Nominal efficiency	EER/COP	AEC	kWh	82/684	165/1,003	262/1,519
	AEC		kWh	4.88/5.00	3.98/4.08	3.40/3.65
		Cooling/Heating	Energy label		A/A	7/5

Indoor unit		FTXG	25K	35K	50K
Casing	Colour			White	
	Height	mm		303	735
Dimensions	Width	mm		998	
	Depth	mm		212	
Weight	Unit	kg		12	
Air filter	Type			lorem ipsum	
	Flow rate	m³/min	8.8	11	11.3
Fan - Air flow rate	Cooling	High	m³/min	10.1	12.3
	Heating	High/Low	Pa	000/000	000/000
Sound power level	Cooling	High	dB(A)	54	59
	Heating	High	dB(A)	56	60
Sound pressure level	Cooling	High/Nom./Low/Silent	dB(A)	38/32/25/19	45/34/26/20
	Heating	High/Nom./Low/Silent	dB(A)	40/34/28/19	47/41/35/32
Power supply		Phase/Frequency/Voltage	Hz/V	1~/50/220-240	
Infrared remote control reference				ARC466A1	
Wired remote control reference				BRC994	

Outdoor unit		RXLG	20K	35K	50K
Dimensions	Height	mm	550		735
	Width	mm	765		825
Weight	Depth	mm	300		315
	Unit	kg	34		48
Sound power level	Cooling	High	dB(A)	61	63
	Heating	High/Low	dB(A)	46/43	48/44
Sound pressure level	Cooling	High	dB(A)	47/44	48/45
	Heating	High/Low	dB(A)	47/44	48/45
Operation range (ambient)	Cooling	Min.-Max.	°CDB	00	00
	Heating	Min.-Max.	°CWB	-30/-46	-15/-20
Refrigerant		Type/GWP		R-410A/1975	
Additional refrigerant charge	Charge	kg	00.0	00.0	00.0
	Max. piping length	OU-IU	m	00.0	00.0
Piping connections	Max. level difference	IU-OU	m	20	30
	Liquid/Gas	OD	mm	15	20
Power supply	Phase/Frequency/Voltage	Hz/V	00.0	00.0	00.0
	Current - 50Hz	Maximum fuse amps (MFA)	A	16	20

Nominal efficiency: cooling at 35/27°C nominal load, heating at 7/20°C nominal load

Feature headline

- Myriad Pro Light
- Size: 10.5pt
- Colour: Daikin blue

Product captions

- Myriad Pro Light, centred
- Size: 6pt
- Colour: Black

Table headers

Table headers are either left-justified (unit description in the first column) or centred (values columns).

- Myriad Pro Bold, left-justified (with a left indent of 0.5mm) / centred
- Size: 7pt
- Colour: Black

Table bodies

Table text is left-justified (left description columns) and centred (values and other information).

- Myriad Pro Regular, left-justified (without indent) / centred
- Size: 7pt
- Colour: Black

Table captions

- Myriad Pro Light
- Size: 6pt
- Spacing: 10
- Colour: Black

Paging

Page numbers are in the same font size as the copy text.

- Myriad Pro Light
- Size: 9pt
- Spacing: 10
- Line spacing: 11pt
- Colour: Black

Typography

for product flyers

Automated product flyers

Product flyers contain a minimum number of two A4 pages, in portrait format, and are generated automatically using the Simplified Leaflet Generator. Some content may vary, such as images, pictograms, tables, etc., depending on the device being described.

In general, there is one defined look for the front page. Two variants are possible on the back:

- › Product pictures positioned in upper right corner (for short to middle-long tables), and
- › No product pictures are used for longer tables or when several tables are used.

Specifics

- › The body text on the front is 10.5pt (rather than the standard body text font size 9pt).
- › Area for copy text and columns differs between the front and back covers: the front has five columns; the back has ten (sub)columns – please see page 42-43.
- › The back cover has a footer. The body text is separated from the footer by a minimum of two grid lines – please see page 47.



Example of front cover with defined areas for product logo, installation image, additional logos, pictograms with explanatory text and body text. Please see also page 48-49.

[illegible]

Example of a back cover with product images.
The font sizes follow the same typography rules
of catalogue specs pages – see page 39

[illegible]

Example of a back cover without product images
to win more space for bigger tables



Defined area for product logo or if no logo is available, the name of the product group will be added. E. g.: Split, Applied systems

Defined area for installation image, reference picture, illustration, product image

Text box headlines, copy text and lists

The text box is fixed on the upper right hand corner. If more space is needed, the box can be enlarged downwards. For correct font size, please see also pages 32-33.

Product name:

- › Myriad Pro Light
- › Size: 34pt (minimum 28pt)
- › Spacing: 10
- › Line spacing: 24pt
- › Colour: White

Product code:

- › Myriad Pro Light
- › Size: 17pt (minimum 14pt)
- › Spacing: 10
- › Colour: White

Defined areas for additional logos (max. 3) – right justified

Feature headline

- › Myriad Pro Light
- › Size: 10.5pt
- › Colour: Daikin blue

Copy text product flyers

- › Myriad Pro Light
- › Size: 10.5pt
- › Line spacing: 11pt
- › Spacing: 10
- › Colour: Black

Defined area for pictograms (max. 5) with explanation texts – see also page 61

Caption

- › Myriad Pro Light
- › Size: 7pt
- › Line spacing: 11pt
- › Spacing: 10
- › Colour: Black
- › Not in line with page baseline grid (see page 44)

Page grids

Type area and columns

Consistency and continuity

To achieve design continuity, layouts are based on various aligned design grids.

Although the reader can't see the invisible grid in the printed material, they unconsciously follow it as it guides them through the information.

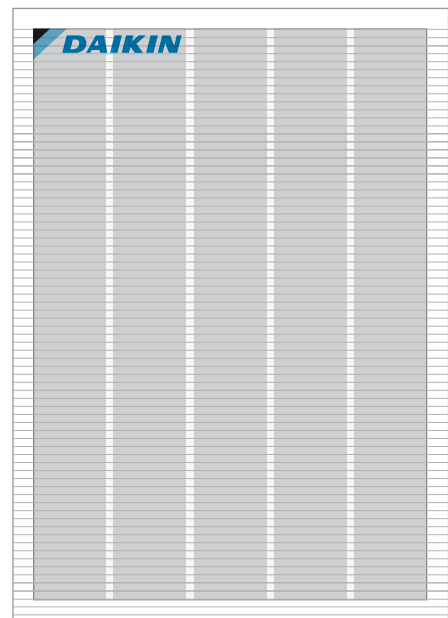
The layout follows a grid-like construct. Horizontally, lines of text are aligned to the baseline grid. Vertically, the type area is divided into multiple columns.

Type area

The type area is an imaginary rectangle in which the content (i.e. text and images) is set.

There are three different type areas (see examples at right). In all type areas, five columns are set 4mm apart. Catalogues and product flyers can use an extended version with 10 columns for more flexibility with multiple product images. The baseline grid is the same for all margins (see page 44). Start 10mm, leading 11pt.

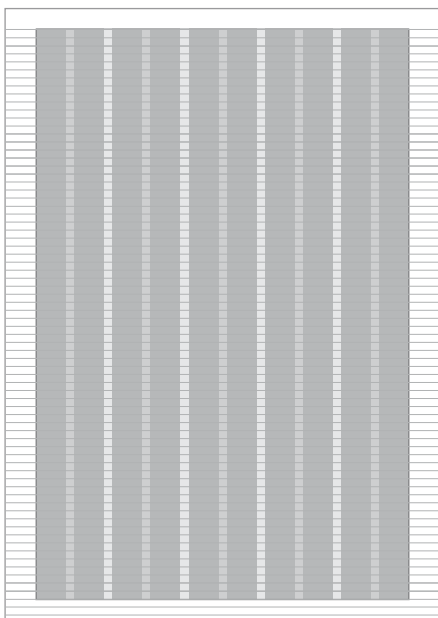
Type area for front covers



Type area margins: above 10mm
below 11.361mm
left and right 10mm

Five columns with 4mm column spacing

Type area for inside pages and back covers of catalogues and product flyers



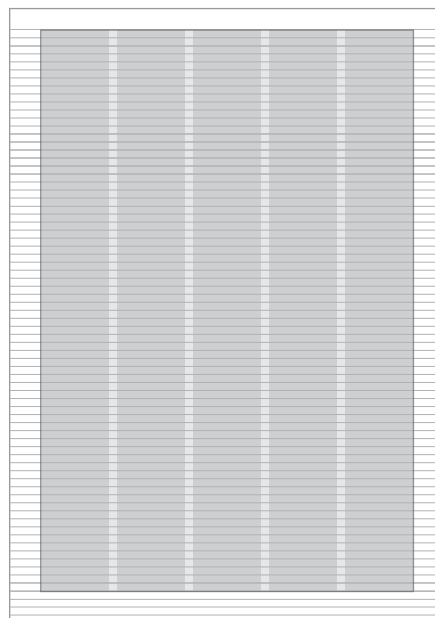
Type area: above 10mm
below 11.3mm
left and right 15mm

Five columns / ten sub-columns with 4mm column spacing

Literature examples:

Product catalogues, general catalogue, product flyers

Type area for inside pages and back covers of all publications, except catalogues and product flyers



Type area: above 10mm
below 15.242mm
left and right 15mm

Five columns with 4mm column spacing

Literature examples:

Solution guides, reference books / case studies, product profiles, focus topics, product portfolios, sales manual

Page grids

Baseline grid

Horizontal orientation for all

The baseline grid (BLG) is an important part of the layout grid. Among other things, a baseline grid ensures that text is printed consistently on both sides of a sheet. In the VI, all design elements (text, image or graphics) generally follow the baseline grid. Exceptions are made for information like table contents or captions for complex diagrams.

Standard format for DIN A4:

Start 10mm, increment every 11pt. This baseline grid should also be used in publications with paper sizes smaller than A4.

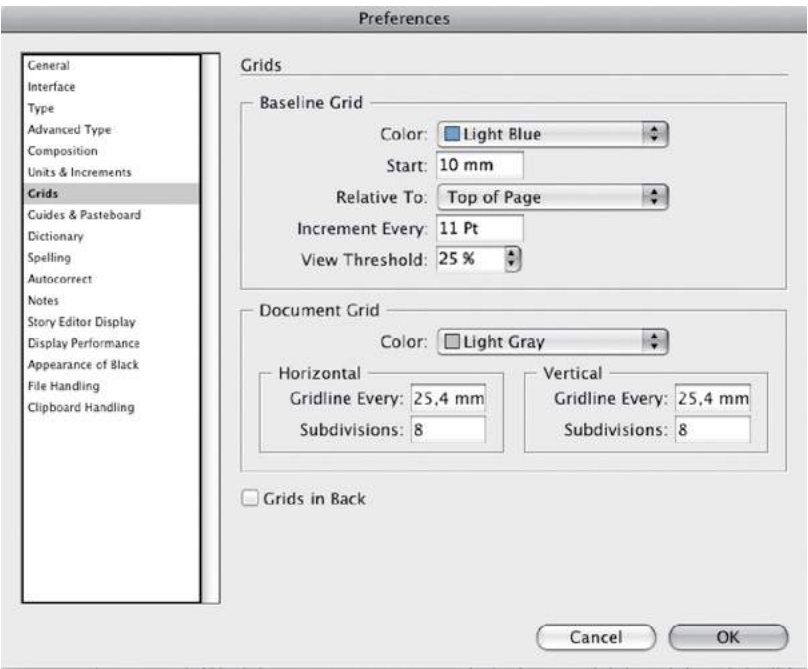
Main headlines are also aligned with the BLG, using the MS principle with a 2:1 ratio. As shown: 70 pt / 35 pt. Font size is variable, but must be consistent within each publication.

Maintain a distance of four lines between the main headline and images or copy text.

Subheadlines are set directly on the BLG.

Copy text is set directly on the BLG.

Images are set directly on the BLG.



Min. 4
grid lines

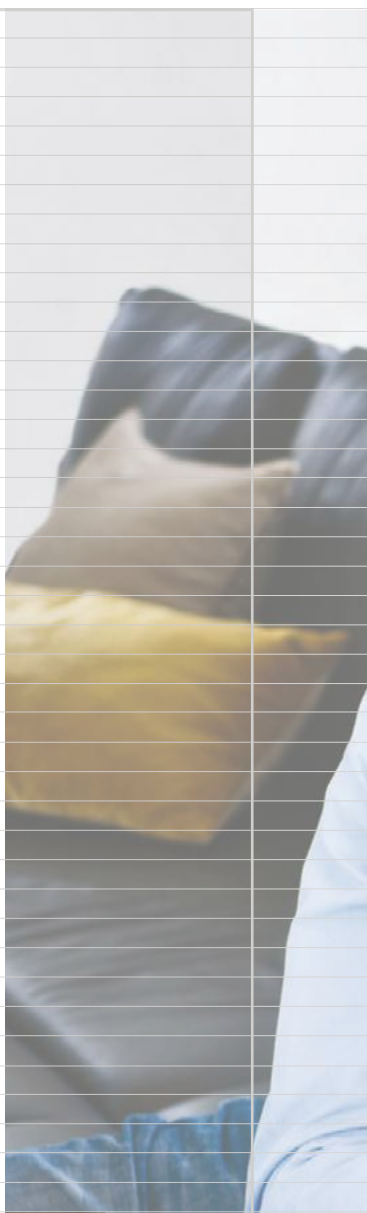
2 grid lines

2 grid lines

2 grid lines

Min. 4
grid lines

Min. 4
grid lines



Seasonal efficiency

raising the bar on energy efficiency

1 grid line

Nulla consequat massa qui

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringill

1 grid line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis.

1 grid line



1 grid line

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

1 grid line

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

1 grid line

Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, conse

Page grid

and layouts for front and back covers

Cover pages also follow a five-column grid (with 4mm column spacing) and a type area of 10mm for all pages. The page length is divided into four or eight parts. This creates three main shoulder lines and three sub-shoulder lines used to structure text. The shoulder are aligned to the nearest base lines.

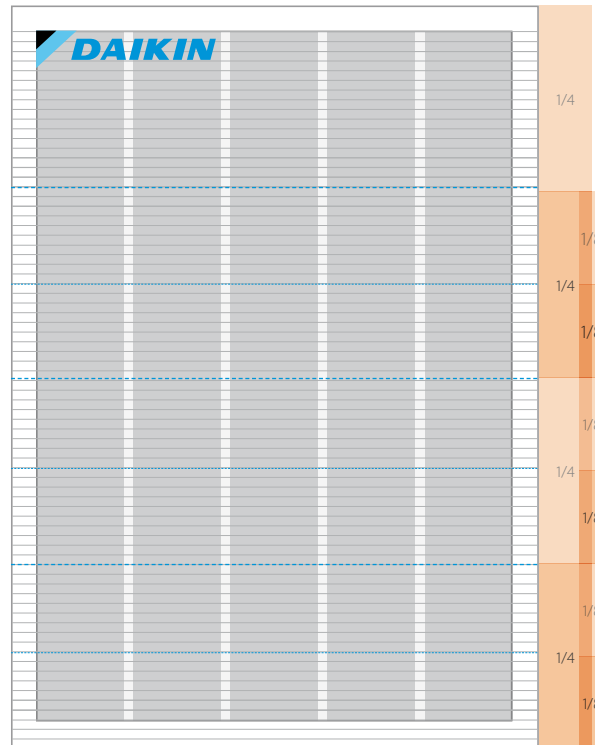
The top quarter of the page is reserved for logos. There should be no headlines, images, icons, etc.

Layout

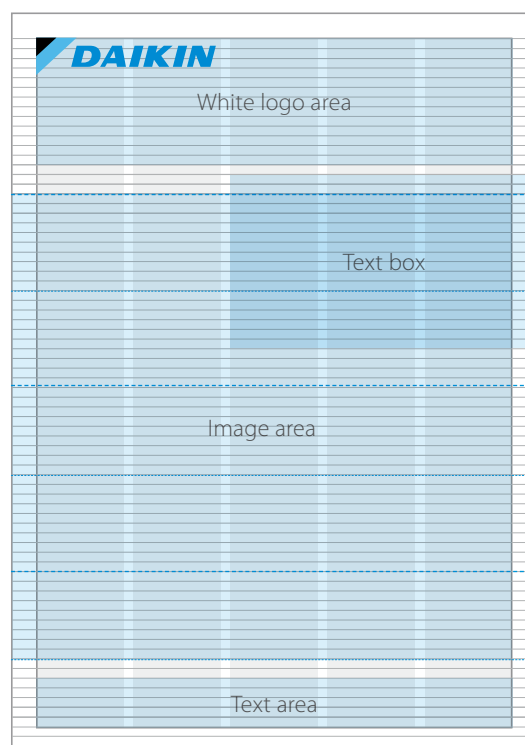
The size, emphasis and position of the cover page elements differ depending on the type of publication.

The following general guidelines apply for cover pages:

- › Daikin logo always appears in the top left corner (in the standard size of 72mm). There should be a generous amount of white space in this area (no images, coloured areas, etc.)
- › A text box with a short text in white overlaps the image area. Minimum width of two columns, maximum width of three columns. It must extend into the bleed on the right.
- › A large-format photo/image area that extends into the bleed on the left and is aligned to the type area on the right (10mm from the margin). The height is variable, but the image should create a visual focus point, i.e. it should not be too small!
- › There can be a title headline (MS headline principle, see pages 32-33)



Design grid for front cover – 5 columns, 3 main and 3 sub-shoulder lines



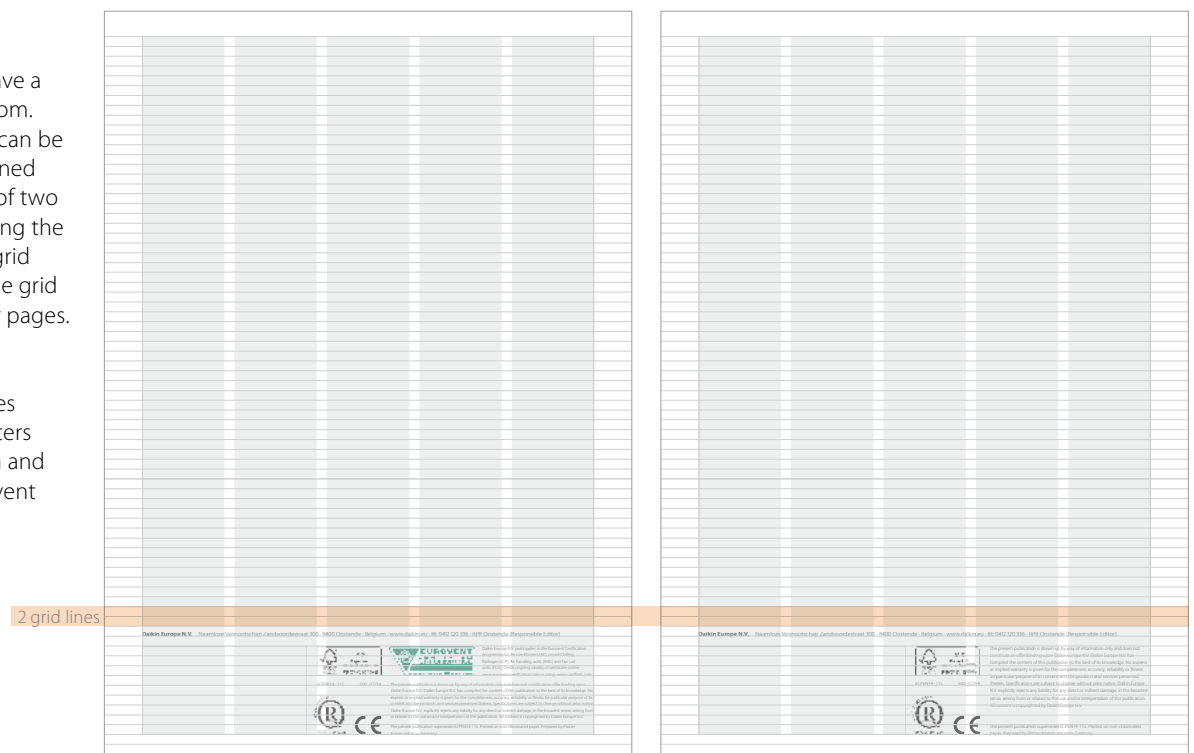
The cover pages shown are for demonstration purposes only and intended as a tool to explain the layout. This is preliminary information and not the final version! Please see pages 48-49 for further information about the cover concept.



Back covers

All back covers have a footer at the bottom. The space above can be individually designed with a minimum of two grid lines separating the footer. The page grid corresponds to the grid used for the inner pages. See page 42.

Two different types of back cover footers are available: with and without the Eurovent logo.



Different types

of front covers

Each type of publication has its own title visuals. The following basic rules apply to the front cover design.

Image sizes

The size of the image on the cover depends on the proportion of technical content. The only exception is the general catalogue. As a key advertising medium, this publication has a large image on the cover, even though it contains the most technical information.

Text box

The upper edge of the text box always extends into the bleed at the right side of the page, two grid lines above the front cover image. Whereas the height of the box is variable, the width is limited to a maximum of three columns (see page 46). The colour of the text box is limited to Daikin blue and Daikin grey (or orange for heating products). The headline follows the MS headline principle (see pages 32-33) and may be up to four lines long. If necessary, an additional line of text can be integrated below the image separated by two grid lines in Myriad Pro Light, Daikin blue, 18pt.

Additional headline

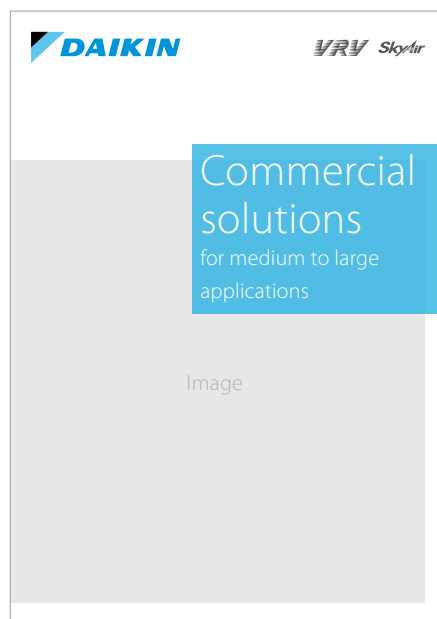
For product profiles and focus topics (see below), an additional promotional message (one or two text lines) is allowed underneath the front page picture.

Other logos/product segments

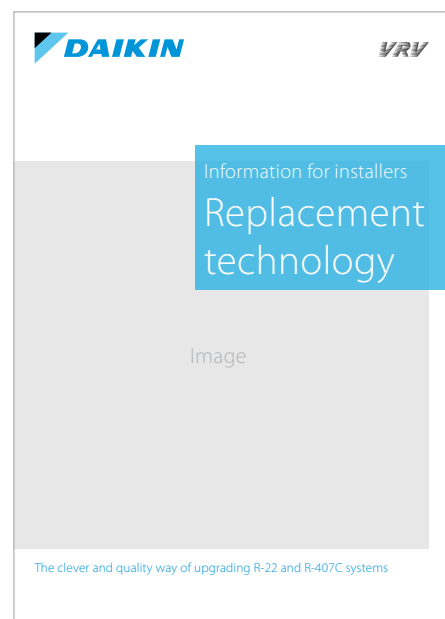
If product logos are placed on the cover page, only the logos (in Daikin dark grey) or text (in black, Myriad Pro Light, 14pt) may appear on the top right, and are never mixed. They are set on the Daikin baseline and are a maximum of two gridlines high.

Back cover

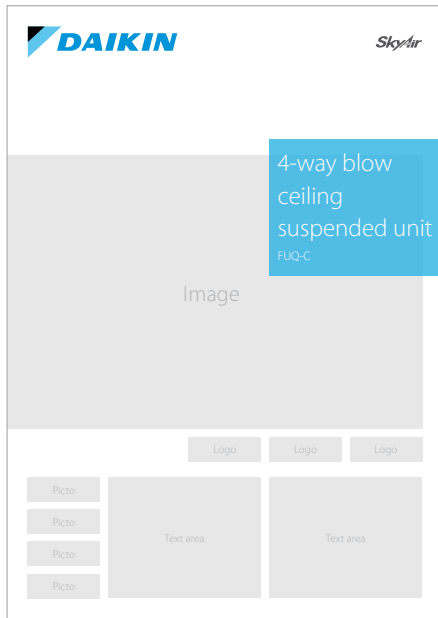
Since the type of publication determines the information requirements, a complete back cover design is not predefined. Only the visual appearance, position and content of the footer is specified (see page 47).



Solution guides and **reference books** are the key promotional, image-focused publications presented by Daikin on an emotional level. Therefore, these covers proportionally have the largest pictures. The orange text box can also be used for these publications. Text box content: "Residential / Commercial / Industrial solutions" + application



Focus topics and **product profiles** describe a specific topic or product. The product is the "star" in product profiles and should be appropriately presented. The orange text box can also be used for these publications. Text box content: topic / commercial product name + additional informative line (above or underneath)



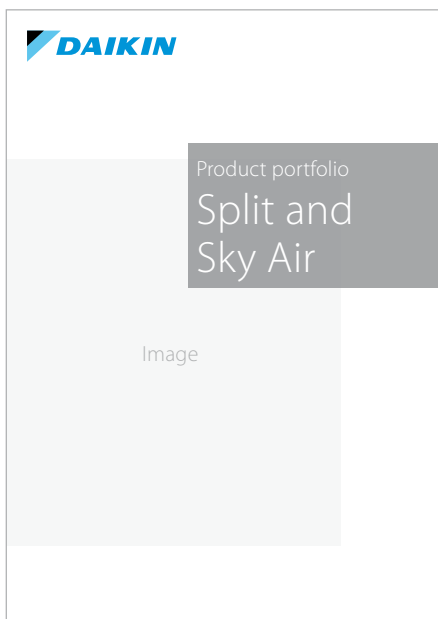
Two-page **product flyers** provide the least amount of space for presenting single products. The cover image is proportionally small to allow more space for the product description. Orange text boxes can be used.

Text box content: commercial product name + product code



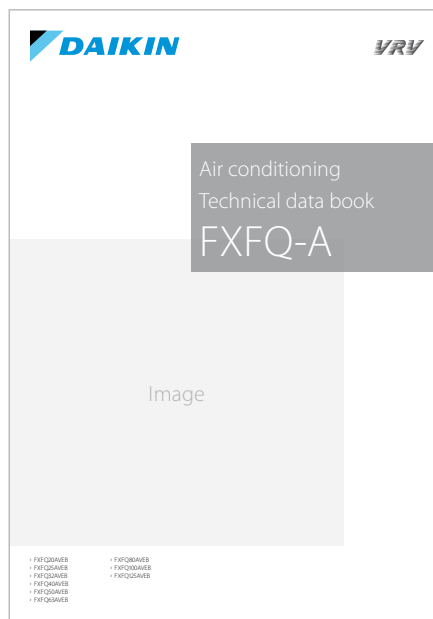
Product catalogues contain a large amount of detailed information and the cover image is correspondingly small. An exception is the **general catalogue**, which is the most important publication and has a large image on the front cover. Text boxes are always in Daikin blue; for product catalogues also orange can be used.

Text box content: "Product catalogue <year>" + product range



Product portfolios (and data books, right) are technical publications and have the smallest images. Text boxes are always grey with a short headline that includes "product portfolio" and the product segment.

Text box content: "Product portfolio" + product range



Data books are limited to the respective product image (isolated) on a grey background. Text boxes are always grey. If necessary, additional technical information can be included under the image (same size font as the copy text).

Text box content: product range + "Technical data book" + product code

Page grids

for double page layouts

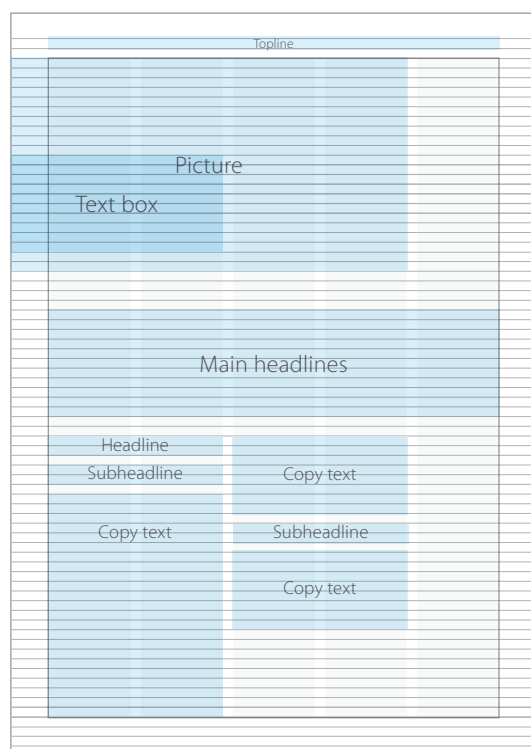
Many pages are laid out in a double-page format. This means that images and text blocks must be arranged to create a uniform spread. Only five-column layout is used.

Images may be placed across the centre of the spread. They can also extend into the bleed, but there should still be a white margin on one side.

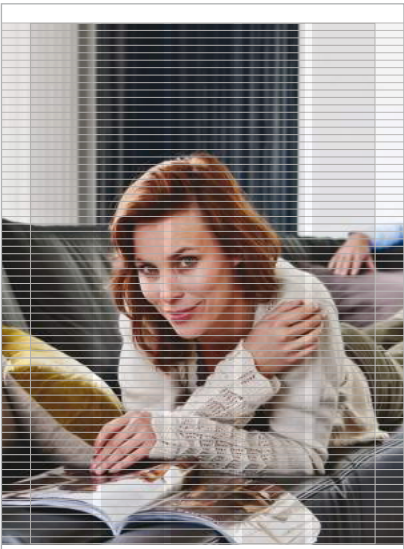
The layout on these pages should be dynamic and diverse with plenty of white space. Consequently, there are no fixed shoulder lines. The layouts for these kinds of publications is aligned to the bottom edge of the type area (skyline layout). The bottom edge of the lowest element on the double page spread is set on the lower type area (see examples at right). This creates a grounded, stable and structured visual impression that invokes a sense of security and self-confidence.

Guidelines for columns

- › Copy text can only extend over max. two columns
- › Two columns must always be arranged side by side without a column between them
- › Avoid tiers: Several blocks of text on a page must be aligned at the top
- › Text columns should be separated by at least four grid lines between the main headline and large images.
- › A symmetrical static page structure is to avoid.



Double page design grid with five columns. Blue areas show what is permissible.



"Fresh air without opening the window! I don't have allergies when I'm at home."

The new and unique Urini Satara

Urini Satara is a revolutionary air conditioning system that allows you to enjoy fresh air without opening the window. It is a perfect solution for people with allergies or those who want to keep their home cool and comfortable without the hassle of opening the window. Urini Satara is a compact, stylish unit that can be installed in a variety of locations, making it a versatile choice for any home.

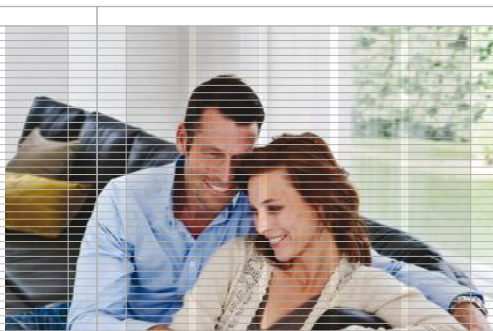
2 grid lines

2 grid lines
Min. 4 grid lines

2 grid lines

Seasonal efficiency

raising the bar on energy efficiency



Urini Satara is a revolutionary air conditioning system that allows you to enjoy fresh air without opening the window. It is a perfect solution for people with allergies or those who want to keep their home cool and comfortable without the hassle of opening the window. Urini Satara is a compact, stylish unit that can be installed in a variety of locations, making it a versatile choice for any home.

Urini Satara is a revolutionary air conditioning system that allows you to enjoy fresh air without opening the window. It is a perfect solution for people with allergies or those who want to keep their home cool and comfortable without the hassle of opening the window. Urini Satara is a compact, stylish unit that can be installed in a variety of locations, making it a versatile choice for any home.

Urini Satara is a revolutionary air conditioning system that allows you to enjoy fresh air without opening the window. It is a perfect solution for people with allergies or those who want to keep their home cool and comfortable without the hassle of opening the window. Urini Satara is a compact, stylish unit that can be installed in a variety of locations, making it a versatile choice for any home.

Min. 4 grid lines

Text blocks aligned at the same height

Bottom edge of the lowest element aligns with the edge of the type area

Your benefits for VRV-Q to raise your profit

Success stories of the VRV-Q strategy

Main guidelines for a quality replacement with VRV-Q

Optimise your business

VRV-Q is a revolutionary air conditioning system that allows you to enjoy fresh air without opening the window. It is a perfect solution for people with allergies or those who want to keep their home cool and comfortable without the hassle of opening the window. VRV-Q is a compact, stylish unit that can be installed in a variety of locations, making it a versatile choice for any home.

Success stories

The Palace of Westminster, United Kingdom

The complete replacement of the 12 years old VRV-Q system at the Palace of Westminster, United Kingdom. The project was a major success, as it allowed the building to maintain its historical integrity while upgrading its air conditioning system. The new VRV-Q system is more efficient, quieter, and easier to maintain than the old system.

Main guidelines

Refrigerant branch pipes

Refrigerant oil

Maximum piping lengths and level distances

Refrigerant oil

Min. 4 grid lines

Bottom edge of the lowest element aligns with the edge of the type area. Elements are arranged from bottom to top.

Page grids

for catalogue page layouts

Catalogue pages are usually full of images and data. A complex and defined layout with set shoulder lines is necessary.

Text, images and tables must be set in predefined areas. The only exception is on the “explanation pages” (see page 53, 2nd row). Compulsory fixed templates are defined for all pages whose specifications must be followed.

The tables cover the entire width of the page. Since the type area (with 15mm margin) is the same as in the catalogue pages, tables can be copied unmodified from one document to another.

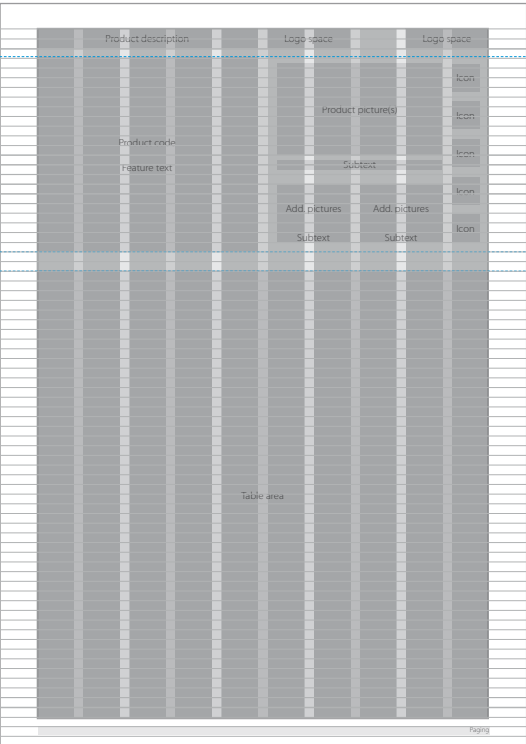


Table page –
5 columns / 10 sub-columns

FTXG-LW/S + RXG-L

DAIKIN

Daikin Emura

• Remarkable blend of iconic design and engineering excellence with an elegant finish in matt crystal white or silver

• Completely new European design, while keeping the identity of the 1st generation Daikin Emura

• SEER up to A++

• Whisper quiet in operation: the operating of the unit can hardly be heard. The sound pressure level goes down to 19dB(A)

• Online controller (optional): control your indoor unit from any location via smartphone, laptop, pc, tablet or touch screen

FTXG+RAG+FTXG+S

RAG-L

RAG-M

Efficiency data (nomination EU CoP)	FTXG + RAG	20LW/S + 20L	25LW/S + 25L	35LW/S + 35L	50LW/S + 50L		
Capacity	Cooling	Min./Nom./Max.	kW	1.3/2.0/2.8	1.3/3.5/5.0	1.4/3.5/5.0	1.7/5.0/7.5
	Heating	Min./Nom./Max.	kW	1.3/2.0/4.3	1.3/3.4/4.5	1.4/3.0/5.0	1.7/3.8/6.5
Power input	Cooling/Heating	Max.	kW	6.4/6.1/5.0	6.5/5.7/7	6.8/6.5/6	1.4/1.3/9
Seasonal efficiency	Cooling/Heating	Energy label		A++/A++/A++	A++/A++/A++	A++/A++/A++	A++/A++/A++
	Energy	Max.	kWh	2.0/2.3/3.0	2.3/2.8/3.5	3.0/3.3/3.8	3.5/4.0/4.5
according to EN14825	SEER/SCOP			8.5/8.7/1	8.5/8.7/1	7.6/8.0/5	8.8/9.3/4
Min./Nom./Max.	A/C			8.1/8.4	9.0/9.3	9.0/9.3/9.3	9.0/9.3/9.3
Min./Nom./Max.	A/C			4.1/4.4/2	4.1/4.4/2	3.9/4.0/3	3.4/3.5/5
Min./Nom./Max.	A/C			2/3	2/3	4/5	7/9

Indoor unit	FTXG	20LW/S	25LW/S	35LW/S	50LW/S		
Capacity	Cooling	Min./Nom./Max.	kW	1.3/2.0/2.8	1.3/3.5/5.0	1.4/3.5/5.0	1.7/5.0/7.5
Dimensions	Height	mm	200	200	200	200	
	Width	mm	190	190	190	190	
	Depth	mm	210	210	210	210	
Weight	Unit	kg	2	2	2	2	
Air filter	Type	High	0.8	0.8	0.8	0.8	
Fan - Air flow rate	Cooling	High	m³/min	10.4	10.4	10.4	10.4
	Heating	High	m³/min	10.4	10.4	10.4	10.4
Fan - External static pressure	High/Low	Pa	100/100	100/100	100/100	100/100	
Sound power level	Cooling	High	dB(A)	54	54	54	54
	Heating	High	dB(A)	54	54	54	54
Sound pressure level	Cooling	High/Low/Low/Low/Low	dB(A)	38/32/25/19	38/32/25/19	40/34/28/20	40/34/28/20
	Heating	High/Low/Low/Low/Low	dB(A)	40/34/28/19	40/34/28/19	40/34/28/20	40/34/28/20
Power supply	Phase/Frequency/Voltage	V/Hz/V	400/4/230/50	400/4/230/50	400/4/230/50	400/4/230/50	
Indoor remote control reference			ARC-05401	ARC-05401	ARC-05401	ARC-05401	
Indoor remote control reference			ARC-05401	ARC-05401	ARC-05401	ARC-05401	

Outdoor unit	RAG	20L	25L	35L	50L		
Capacity	Cooling	Min./Nom./Max.	kW	1.3/2.0/2.8	1.3/3.5/5.0	1.4/3.5/5.0	1.7/5.0/7.5
Dimensions	Height	mm	200	200	200	200	
	Width	mm	190	190	190	190	
	Depth	mm	210	210	210	210	
Weight	Unit	kg	2	2	2	2	
Sound power level	Cooling	High	dB(A)	54	54	54	54
	Heating	High	dB(A)	54	54	54	54
Sound pressure level	Cooling	High/Low/Low/Low/Low	dB(A)	38/32/25/19	38/32/25/19	40/34/28/20	40/34/28/20
	Heating	High/Low/Low/Low/Low	dB(A)	40/34/28/19	40/34/28/19	40/34/28/20	40/34/28/20
Operation range	Cooling	Min./Max.	°CDB	5/45	5/45	5/45	5/45
	Heating	Min./Max.	°CDB	5/45	5/45	5/45	5/45
Refrigerant	Type/GWP		R410A	R410A	R410A	R410A	
Additional refrigerant charge	kg	0.0	0.0	0.0	0.0	0.0	0.0
Piping connection (Max. piping length)	CU/OU	mm	10	10	10	10	
Max. level difference	CU/OU	m	15	15	15	15	
Power supply	Phase/Frequency/Voltage	V/Hz/V	400/4/230/50	400/4/230/50	400/4/230/50	400/4/230/50	
Current - 50Hz	Max. current (Max. kW)	A	16	16	16	16	
Current - 60Hz	Max. current (Max. kW)	A	16	16	16	16	

Min./Nom./Max. Cooling at 37°C/°C, nominal load, heating at 7°C/°C, nominal load

107

[illegible]

TRUCK CHASE



It's a modern, sleek, black, rectangular unit with a minimalist design. It's mounted on a wall in a room with large windows and a modern interior. The unit is a wall-mounted air conditioning unit, designed for use in trucks and other vehicles. It features a sleek, black, rectangular design with a minimalist aesthetic. The unit is mounted on a wall in a room with large windows and a modern interior. The unit is a wall-mounted air conditioning unit, designed for use in trucks and other vehicles. It features a sleek, black, rectangular design with a minimalist aesthetic.

Wall mounted unit

Optimal design and comfort for the whole home

Top performance

With 1000 W power, 12000 BTU/h cooling capacity and 12000 BTU/h heating capacity, the TRUCK CHASE is the perfect choice for your home.

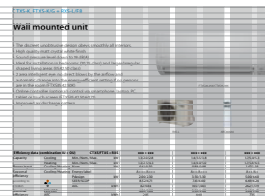
The right indoor fan light system

The TRUCK CHASE is equipped with a modern, sleek, black, rectangular indoor fan light system. The system is designed to provide optimal lighting and ventilation for your home. The system is made of high-quality materials and is designed to be easy to install and maintain. The system is a perfect choice for your home.



TRUCK CHASE - 12000 BTU/h

Wall mounted unit

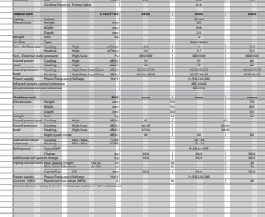


The TRUCK CHASE is a wall-mounted air conditioning unit with a sleek, black, rectangular design. It is designed for use in trucks and other vehicles. The unit features a modern, minimalist aesthetic and is made of high-quality materials. The unit is easy to install and maintain. The unit is a perfect choice for your home.

Model	TRUCK CHASE 12000 BTU/h	TRUCK CHASE 12000 BTU/h	TRUCK CHASE 12000 BTU/h	TRUCK CHASE 12000 BTU/h
Power	1000 W	1000 W	1000 W	1000 W
Cooling capacity	12000 BTU/h	12000 BTU/h	12000 BTU/h	12000 BTU/h
Heating capacity	12000 BTU/h	12000 BTU/h	12000 BTU/h	12000 BTU/h
Dimensions	1200 mm x 1200 mm x 1200 mm	1200 mm x 1200 mm x 1200 mm	1200 mm x 1200 mm x 1200 mm	1200 mm x 1200 mm x 1200 mm
Weight	1200 kg	1200 kg	1200 kg	1200 kg

TRUCK CHASE - 12000 BTU/h

Wall mounted unit



The TRUCK CHASE is a wall-mounted air conditioning unit with a sleek, black, rectangular design. It is designed for use in trucks and other vehicles. The unit features a modern, minimalist aesthetic and is made of high-quality materials. The unit is easy to install and maintain. The unit is a perfect choice for your home.

Model	TRUCK CHASE 12000 BTU/h	TRUCK CHASE 12000 BTU/h	TRUCK CHASE 12000 BTU/h	TRUCK CHASE 12000 BTU/h
Power	1000 W	1000 W	1000 W	1000 W
Cooling capacity	12000 BTU/h	12000 BTU/h	12000 BTU/h	12000 BTU/h
Heating capacity	12000 BTU/h	12000 BTU/h	12000 BTU/h	12000 BTU/h
Dimensions	1200 mm x 1200 mm x 1200 mm	1200 mm x 1200 mm x 1200 mm	1200 mm x 1200 mm x 1200 mm	1200 mm x 1200 mm x 1200 mm
Weight	1200 kg	1200 kg	1200 kg	1200 kg

Daikin Altherma low temperature split

Key technical features and benefits:

- Low seasonal efficiency and providing the highest heating and cooling costs**
 Up to 10% higher efficiency than other heat pumps due to ultra-low ambient air infiltration and low heat loss in the condenser coil.
- Perfect for low block, as well as for the individual house**
 Compact design that fits into any size block building, including high-rise buildings, low-rise, or individual houses.
- Heating, cooling and domestic hot water with one device**
 Heating, cooling and domestic hot water with one device.
- Energy efficient and compact design**
 Energy efficient and compact design.
- Wide choice of indoor units and accessories**
 Wide choice of indoor units and accessories.
- Low noise level**
 Low noise level.
- Easy control possible**
 Easy control possible.
- Safe for each individual water supply**
 Safe for each individual water supply.

Daikin Altherma low temperature monobloc

Key technical features and benefits:

- Low seasonal efficiency and providing the highest heating and cooling costs**
 Up to 10% higher efficiency than other heat pumps due to ultra-low ambient air infiltration and low heat loss in the condenser coil.
- Perfect for low block, as well as for the individual house**
 Compact design that fits into any size block building, including high-rise buildings, low-rise, or individual houses.
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 Low noise level.
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 Easy control possible.
- Safe for each individual water supply**
 Safe for each individual water supply.

[illegible][illegible]

Spines

Logo and graphical layout

The spine is used primarily to quickly identify a publication on a shelf or from among a stack of publications. Because information must be communicated quickly and easily, keep it simple and readable.

Generally, spines display the Daikin logo (horizontal version, see page 16) and the title of the publication.

No pictures, coloured backgrounds, borders, other logos or product logos are allowed.

To guarantee an adequate logo size, only spines with a minimum thickness of 9mm receive a design. Thinner spines are left white and empty.

The title displayed on the spine is identical to the cover – the text on the spine may not exceed one line – if necessary, it is possible to reduce the font size (minimum 15pt). If it is still too long, the title has to be shortened. To achieve a uniform appearance, the **text is right-justified** to the edge of the publication with **reading direction from top to bottom**.

Only the logo versions shown here may be used for spines. The logo may not be modified or distorted. Do not use other versions (e.g. Daikin logos with a tagline or in a different shade of blue, for example). Only the horizontal full-colour version is allowed. The monochrome version may be used for technical publications. See also page 18.

Examples of spines

Proportionally 1:1, A4 portrait – the minimum width of 9mm is shown on the right

Examples of full-colour logo and monochrome logo version for spines with a width of at least 9mm

DAIKIN
Catalogue for lorem ipsum isar inumalirntom ursana 2015



Daikin logo

- › Only one logo width is allowed for all spine thicknesses: 32mm
- › Position: 10mm distance to the upper edge of the publication
- › Minimum distance to the text: 10mm
- › Centred horizontally on the spine
- › Use the full-colour horizontal version; for monochrome publications, use single-colour horizontal version, page 18

Title

- › Myriad Pro Light, right-justified
- › Size: standard 18pt (minimum 15pt)
- › Spacing: 10
- › Do not write the title only in capital letters – use lower case and upper case letters
- › Position: 10mm distance to the lower edge of the publication and horizontally centered on the spine
- › Colour: Daikin blue, optional orange (for monochrome publications black; 100K)

Charts, infographics and symbols

Easy to understand

Charts and infographics should be designed to make it easy for readers to understand complex information and analyse figures. These graphic elements serve as the visual focus of the page layout and are often used in presentations or reprinted in trade magazines. Consequently, they should use colours and shapes that establish a typical Daikin look. This makes them clearly identifiable as Daikin graphics, even when they are viewed out of context. It is important to ensure that all charts and infographics correspond to the Daikin visual identity guidelines.

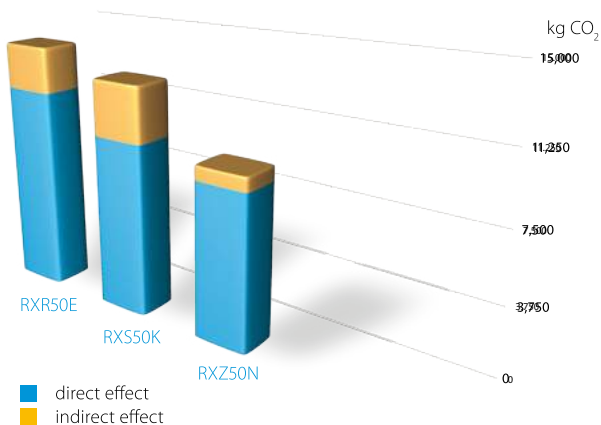
- › Reduce unnecessary information
- › Avoid indirect information that requires explanation
- › Use legends only if the information cannot be integrated into the chart
- › Use the specified typography (see page 30) – no bold or italics
- › Use the described colours according to the rules (see page 26)
- › No bubble view or 3-D effects
- › No patterns

Example 1 – reducing information

- › **Reduce/remove unclear/unnecessary information** (details showing CO₂ in kilos cannot be clearly defined in terms of amounts or time periods; the footnote is thus irrelevant)

- › **Define and communicate clear statements** (What does direct/indirect effect mean? Why is an RXR50E compared to other products? It has to do with the refrigerant.)
- › Use only **colours defined in Daikin VI guidelines**
- › **Remove 3-D effects**

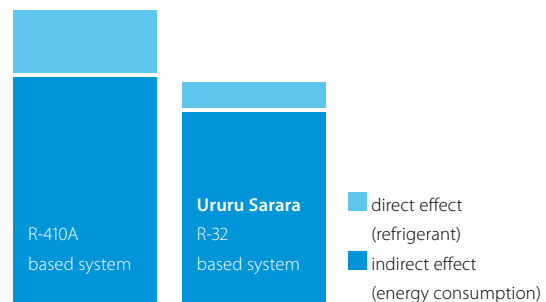
Before



Notes:
 GWP according to IPCC Fourth Assessment Report 2007
 AEC based on LOT 10

After

CO₂ equivalent emissions



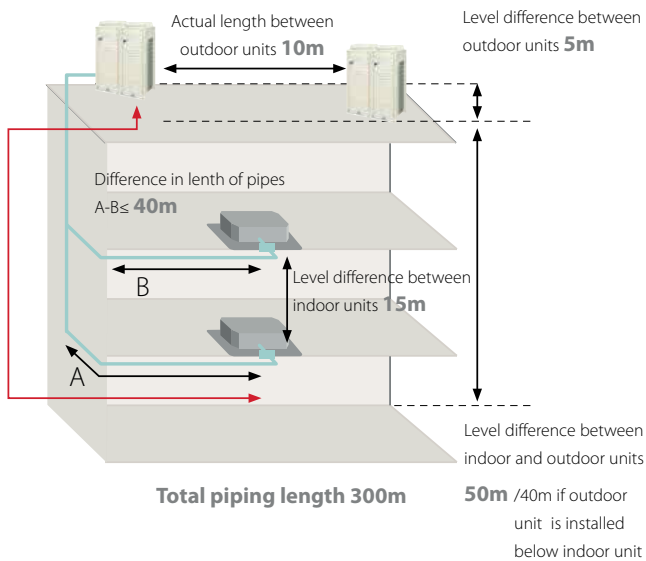
Example 2 – no 3-D effects

In order to establish the **typical Daikin look**, all schematic diagrams are presented in flat, 2-D images using DAIKIN colours.

Before (detail)

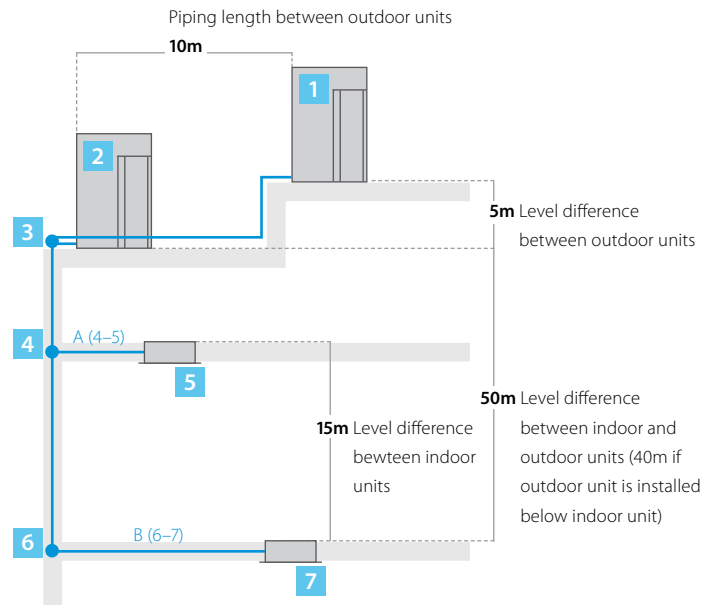
Maximum piping lengths

Check if piping lengths are within the parameters.



After (detail)

Maximum piping lengths and level distances



Example 3 – a picture paints a thousand words

The details from a complex, information-packed text are integrated into a concise, understandable infographic. The message remains the same, but is much easier for the reader to grasp and recall.

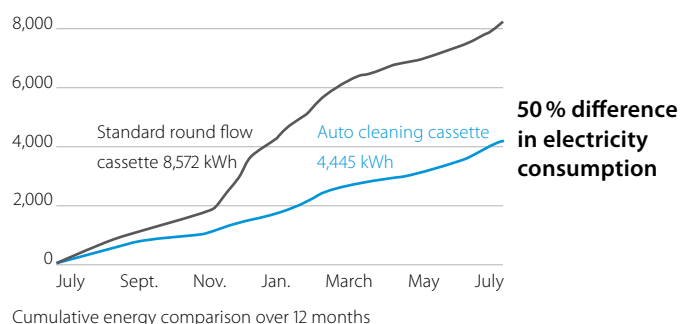
Before

Field tests have shown that energy costs for the self-cleaning Daikin round flow indoor unit are 50% less than for the standard round flow cassette. Energy consumption for a reference object in Wolverhampton was recorded over a 12-month period. The unit with conventional round flow cassette consumed 8,572 kWh of power during the testing period. The Daikin round flow indoor unit with automatic filter cleaning used only 4,445 kWh of power.

After

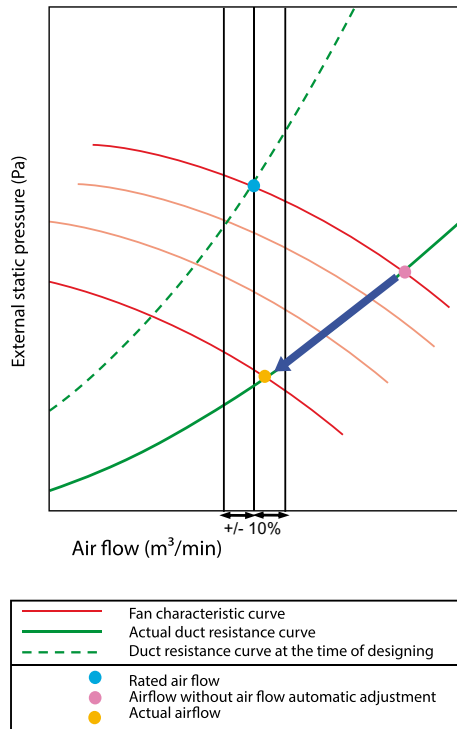
Energy consumption (kWh)

Reference: Wolverhampton, UK



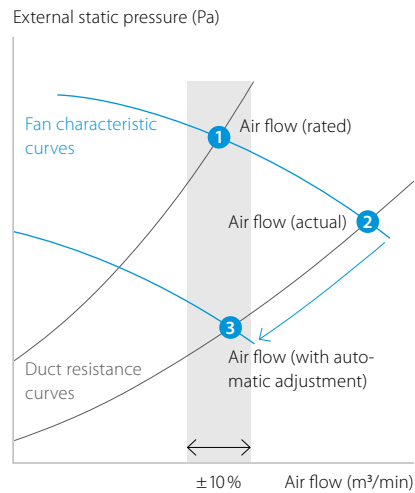
Example 4 – avoid legends

Before



After

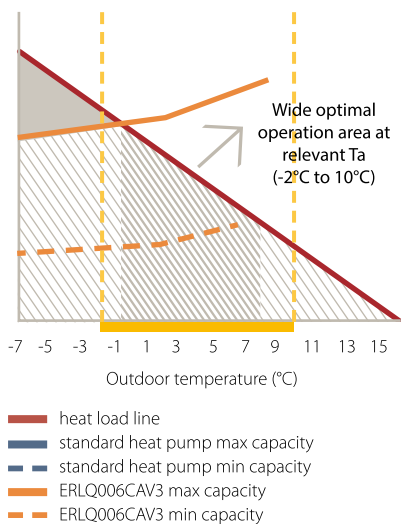
Automatic air flow adjustment



Example 5 – no patterns

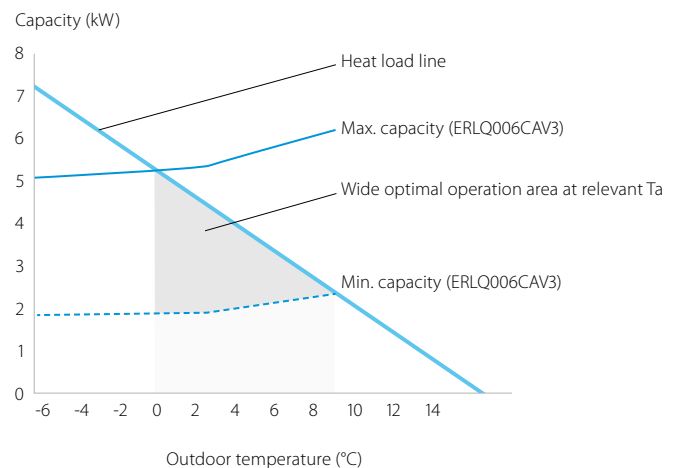
Before (detail)

Daikin Altherma



After (detail)

Extended modulation range for improved annual operation figures

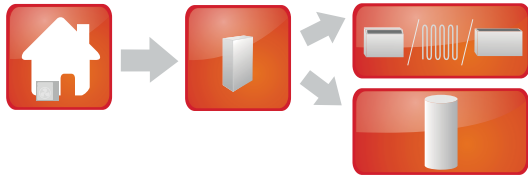


Example 6 – no bubble view

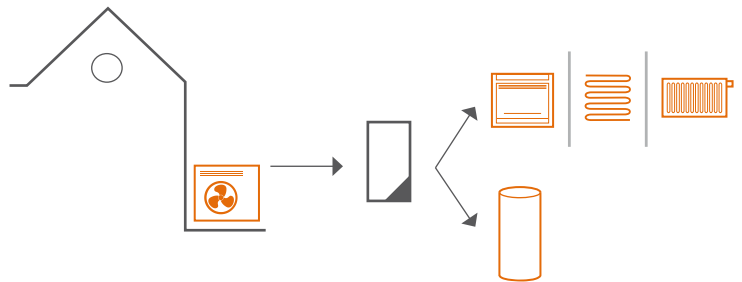
Project prepared by the agency La Movida

- › Clear and concise visuals
- › Secondary colour for heating products optional

Before

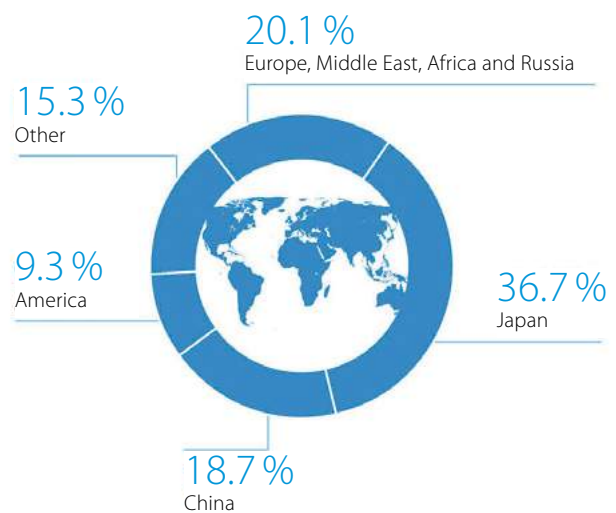
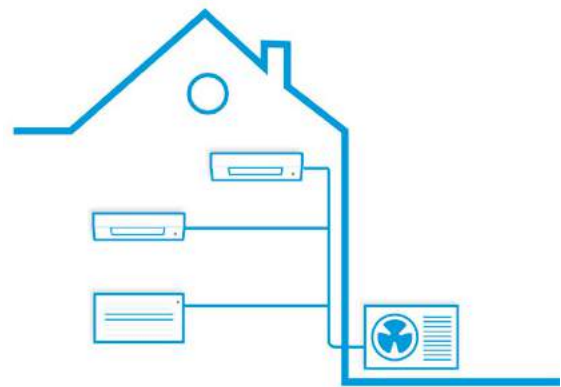
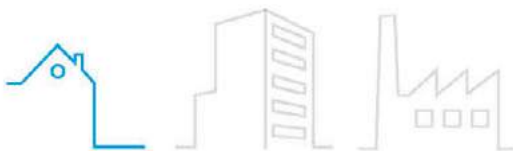


After



Additional examples showing the look & feel of symbols and infographics (details)

Project prepared by the agency La Movida



Pictograms

and usage rules

The basic form of the icons remains unchanged in order to improve recognition and maintain consistency (the icons are also used on remote controls, packaging, etc.). The heavier look of the negative graphics has been replaced by a positive outline image. The borderline is thickest. Lines are gradually thinner from the outside to the inside of the frame.

Redesigned pictograms are available on the extranet (> document library > logos) and as template files.

Simple design rules

- › Use outlines wherever possible
- › Three sizes of outlines are permissible: 1.5pt, 1pt, 0.5pt
- › No 3-D effects or shadows
- › No patterns
- › Harmonise the look by consistently using the same images/motifs (e.g. same tree, moon, stars, etc.)

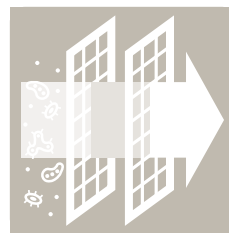
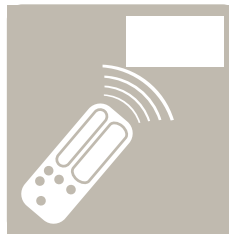
Colours

Only three colours are used for pictograms: Daikin blue, Daikin light blue and light green for the "we care" icons (see examples at right). This colour scheme should be closely followed to keep the Daikin look recognisable.

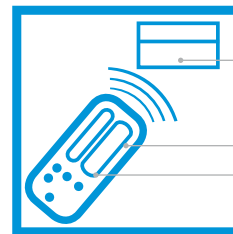
Please see page 27 for details on colour values.

An overview of pictograms created by Daikin can be found on the Business Portal: my.daikin.eu, go to Asset finder and select Picto

Before



After



0.43mm

0.5pt

1pt

0.5pt

The measures mentioned above only apply to the standard size of 11mm.



Econo mode



Auto-cleaning filter



Movement sensor



2 area intelligent eye



Fan only



Energy saving during operation standby



Free cooling



Night set mode



Inverter technology

Pictograms: when and where

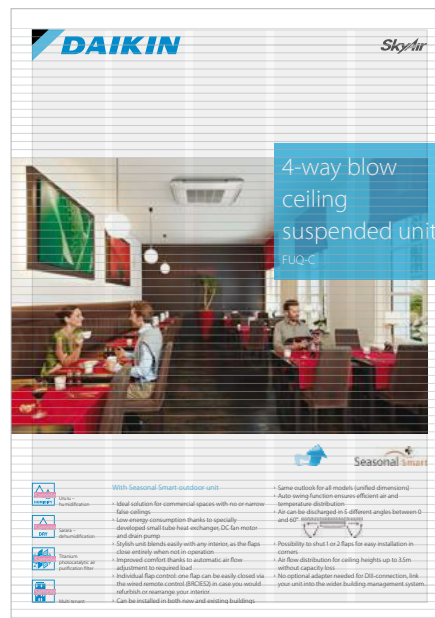
Pictograms are used primarily on table pages of the catalogues and product flyers. They are intended to provide information in minimal space and can also be used occasionally to attract attention on other page layouts.

Size

Minimum size is 11 x 11mm (in a catalogue or product flyer) to maintain good readability.

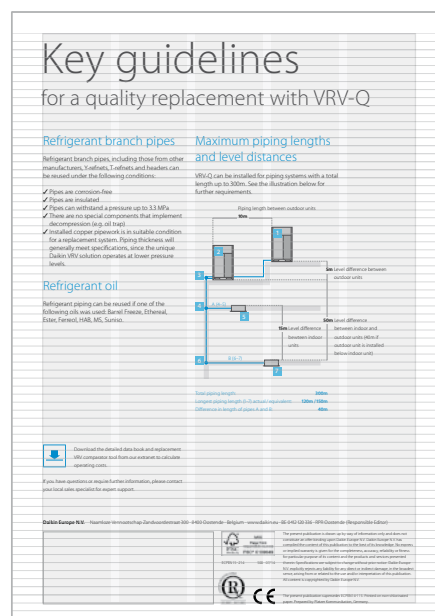
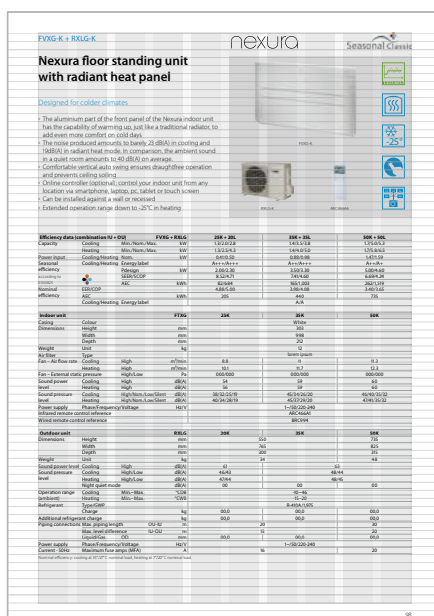
Variations and positioning

Pictograms align with the baseline grid. They can be used with or without explanatory text, depending on the type of publication – see examples at right.



Example cover product flyer:

- › Position: left-aligned on page grid
- › Size: 11 × 11mm with explanation text. Text size: 7pt (paragraph style "caption")

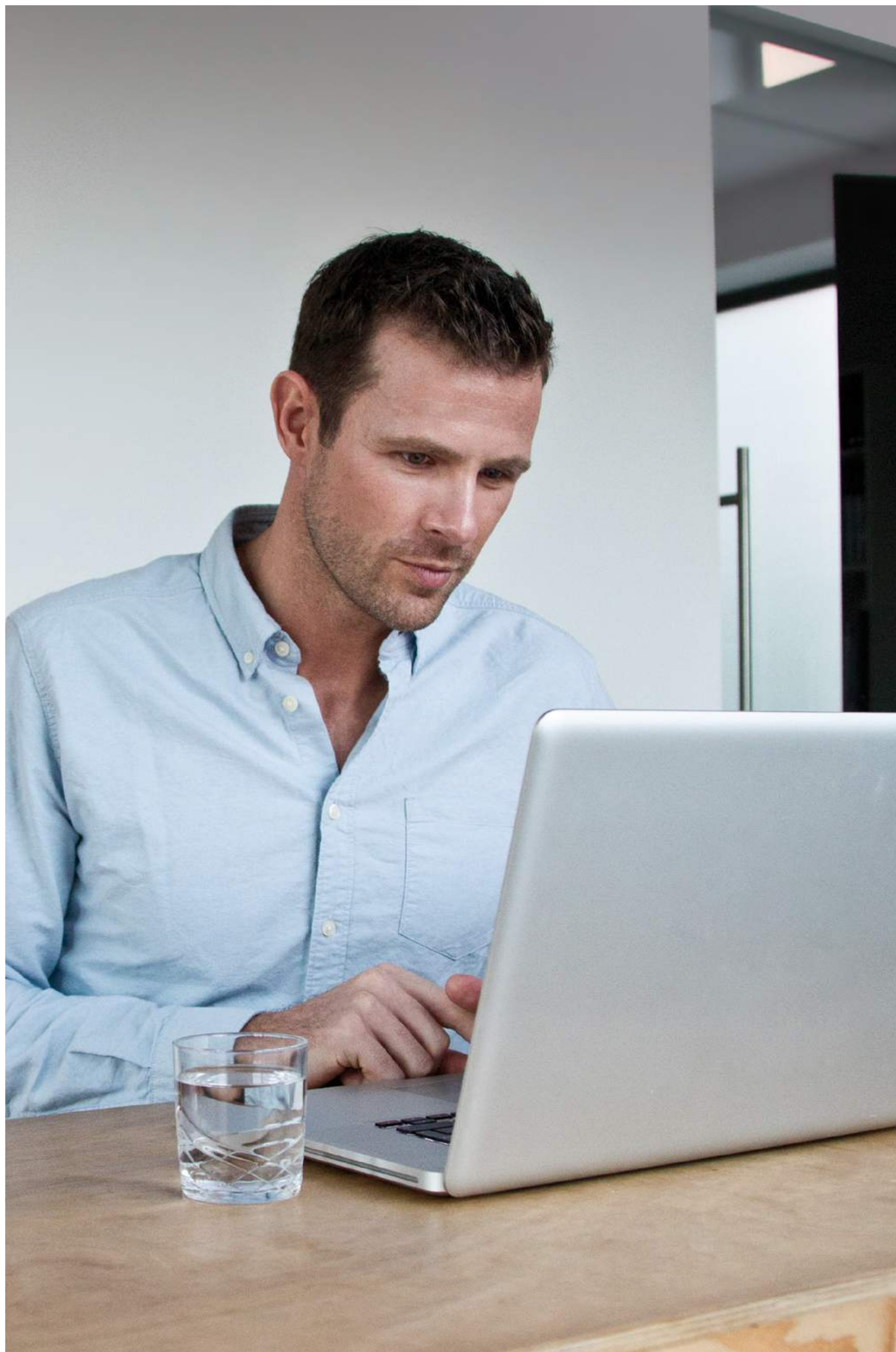


**Example (left) table page
general catalogue:**

- › Position: right-aligned in grey product box
- › Size: 11 × 11mm

Example (right) focus topic:

- › Position: left-aligned on page grid
- › Size: 11 × 11mm with explanation text
- › Text size: 7pt (paragraph style "caption")



Presentations

The visual identity of Daikin

PowerPoint presentations

Presentation setup	64
Basic elements	
Colours	66
Typography	67
Charts	68
Clip art	69
Dos and don'ts – a brief guideline	70

The basic setup of your presentation

Aspect ratio

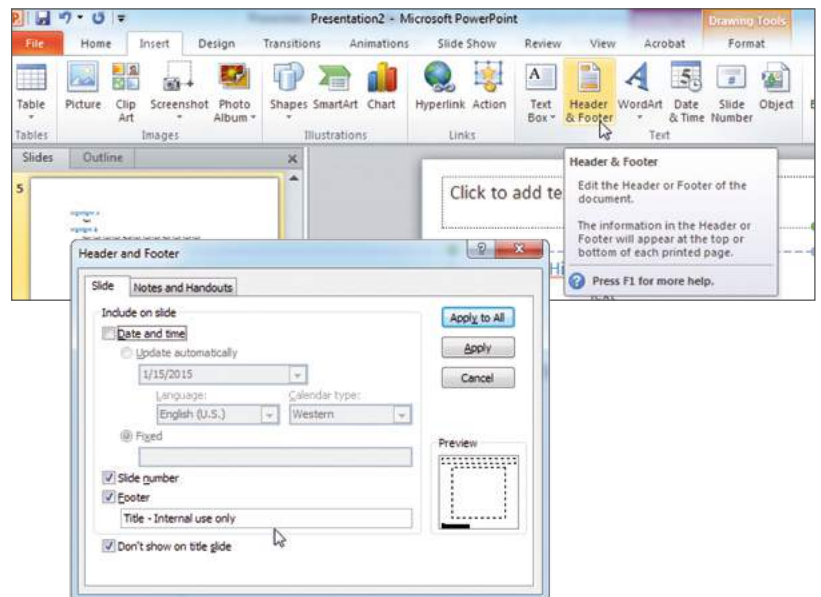
PowerPoint templates are offered in two different aspect ratios. 3:4 for conventional screens and 16:9 for wide screens.

If you do not know which aspect ratio you will need for your finalised presentation, we recommend you select 16:9. This offers more flexibility when combining text with pictures or charts and provides a better usage of space on most possible devices.

Basic settings

Footer

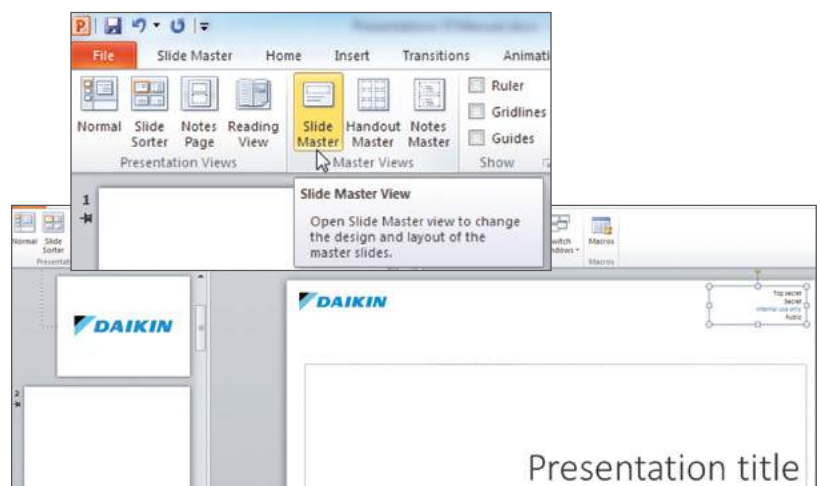
For changing the footer displayed on every slide, simply choose "Header & Footer" from the "File" tab.

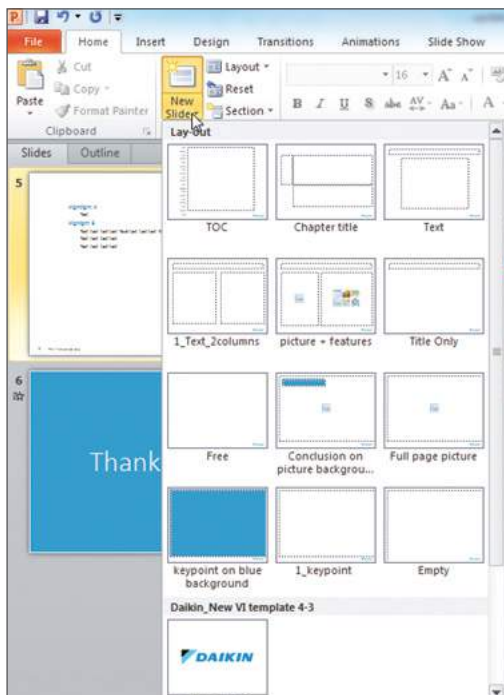


Security status

Choose "Slide Master" from the tab "File" and click on the title slide in the left column. Here you can change the security status in the upper right corner. You can select "Top secret", "Secret", "Internal use only" or "Public" by changing the text colour to Daikin blue. The inapplicable status lines are set in black.

After closing the slide master, these changes will be applied to your current presentation.



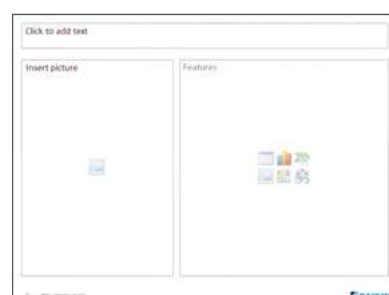
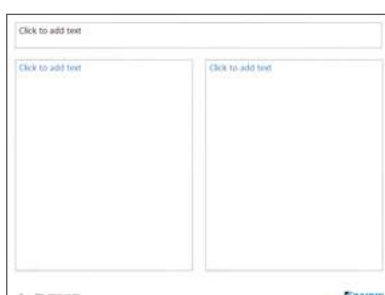
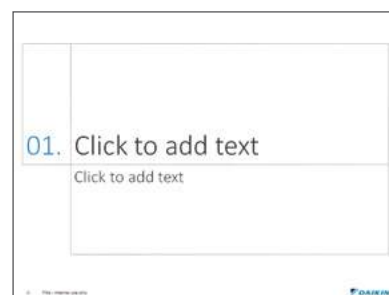


Adding new slides

Different slide templates have been predefined for your convenience.

On the "Home" tab, click on "New Slide" to view the different predefined layouts. Select the layout that best suits your message.

Examples for predefined slide templates



Basic elements

Colours and typography

Primary colours

Blue, black, white and grey

In general, only these primary colours are to be used for presentations. They strongly support the visual appearance of the Daikin brand and will assure that Daikin will be recognised easily.

Using a high proportion of white space strengthens Daikin's visual identity.

If necessary, colour tints can be used as shown. **Avoid gradients and rainbows!**

PowerPoint colour tints
(brightening percentage)

Daikin blue RGB 0/160/198 Usage: Logo blue tone, secondary text colour, graphics	40 %	60 %	80 %
Daikin light blue RGB 76/187/206 Usage: Logo blue tone, eye-catching elements, graphics	40 %	60 %	80 %
Black RGB 0/0/0 Usage: Logo black tone, graphics	40 %	60 %	80 %
White RGB 255/255/255 Usage: Background, negative text, graphics			
Text grey for PowerPoint RGB 65/65/65 Usage: Primary text colour, slide titles, graphics	40 %	60 %	80 %

Secondary colours

These secondary colours should only be used to support the look of the VI, so don't use more secondary colours than necessary.

If necessary, colour tints can be used as shown. **Avoid gradients or rainbows!**

	100 %	40 %	60 %	80 %
Red: RGB 168/37/46				
Orange: RGB 228/107/8				
Yellow: RGB 251/186/0				
Light green: RGB 104/176/34				
Purple: RGB 140/29/118				

This is Myriad Pro
This is Calibri

Corporate typefaces

The corporate typeface is Myriad Pro. In MS Office applications such as PowerPoint, Myriad Pro is replaced by Calibri.

In general

- › No other typefaces are used
- › Never use italics

Alignment

Text should be left-justified (title slide excepted).

Font colour

Default base colour for all text elements is Daikin dark grey. For subheadlines (list level zero) Daikin blue is used.

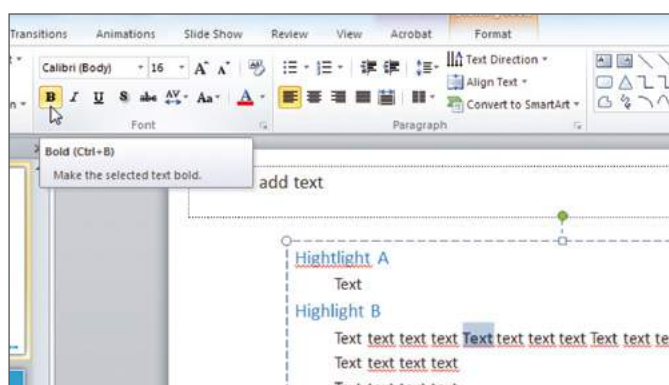
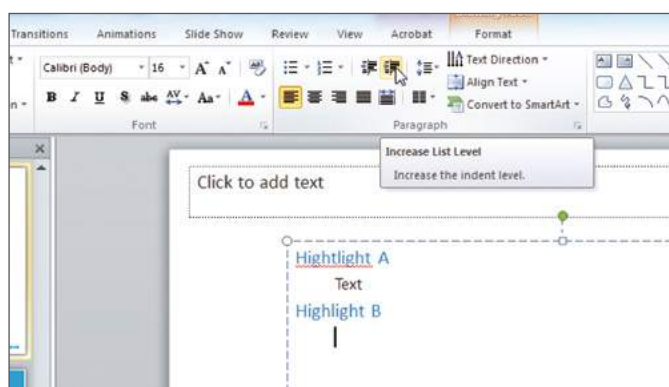
List levels

On every new slide, the default text colour will be Daikin blue, which is used for subheadlines.

When increasing the list level, the body text formatting colour will be black. Use the “Decrease/Increase List Level” button for this.

Highlighting text

If you want to highlight text, please use the “Bold” button only. Do not change the font, colour, font size or anything else to highlight text.



Basic elements

Charts and clip art

Using charts – less is more

The look of Daikin's new VI is based on a clear structure, following simple design rules. It uses basic geometric elements and avoids unnecessary accentuation.

In presentations using charts, this is of particular importance because a large amount of information has to be communicated in a short period of time.

Try to reduce the content of a chart to its core message. Leave out unnecessary information that is not needed for understanding the message even if it is correct, such as captions, axis lines, axis labeling, grid lines or additional information/elements. You can find some more examples starting on page 56 in this VI book.

Your presentation is your business card

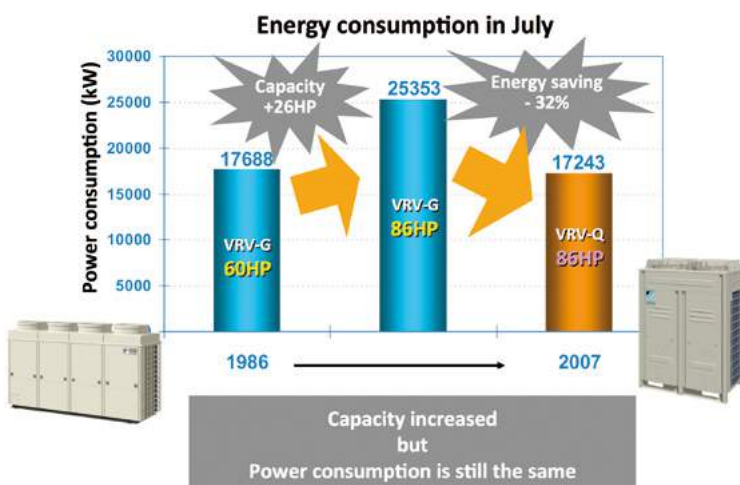
All presentations shall be recognisable as Daikin presentations, not as expressions of individual taste.

In PowerPoint you can select different chart looks. Please always select the flat chart look without any 3-D effects. Avoid gradients or shadows.

The preferred look for chart objects is filled, with one solid colour and no outline. Reasonable exceptions are allowed, e. g. for line diagrams.

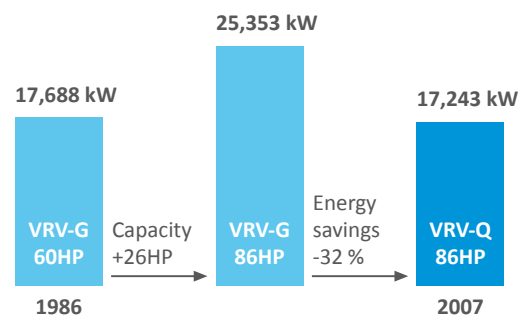
Never use any patterns or hatchings. There is always a way to highlight information on a plain surface that conforms with Daikin VI.

Before



After

Energy consumption in July



Benefits:

- Capacity increased
- Power consumption is still the same

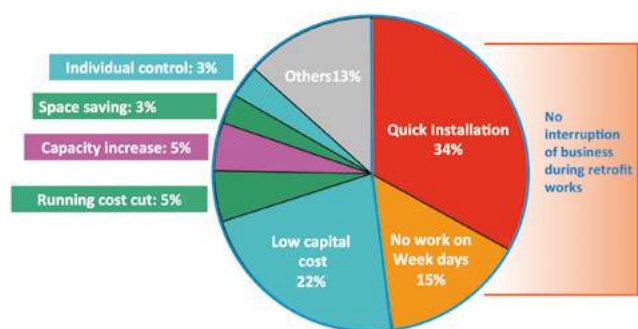
Colours and messages

In a chart, different colours may be used to improve understanding, show relationships or highlight something important. Using colours randomly or in rainbow fashion has the opposite effect and weakens the Daikin VI.

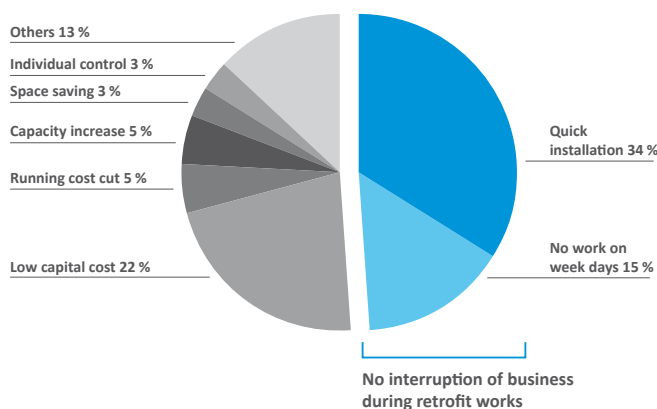
If possible, use only the Daikin primary colours for charts. If you need more colours, you can use the primary colour tints that PowerPoint offers you.

If there is a good reason, you can also use the secondary colours, e.g. orange, to indicate heating. Do not use more than one secondary colour per slide.

Before



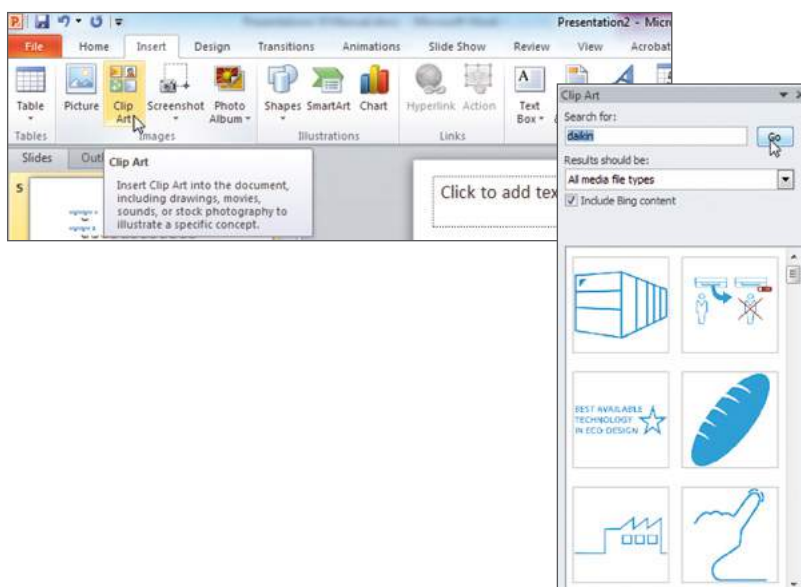
After



Clip art

We offer you clip art objects that have been prepared by DENV marketing for literature and other marketing purposes. Use them to highlight your message or to communicate it visually.

On the "Insert" tab, click on "Clip Art". Search for the keyword "Daikin" and you will find all Daikin clip art.



Dos and don'ts

A brief guideline

VI conformity

No matter what message you are communicating in your presentation, it is a Daikin presentation. It may be distributed in several different countries and be repurposed for other presentations:

- › Your colleagues may copy slides and charts into further presentations
- › Advertising agencies and designers may use it for several publications
- › It may be used for press releases

All of these new creations may be reused as well. That's why it is important to spend a little time on VI conformity, both for new slides you create, and slides you take over from other presentations. Often, just a few clicks are all you need to dramatically improve the visual identity. It may be as easy as deleting an element or changing its colour.

To reach a uniform appearance in all presentations, please follow the rules on the previous pages and remember the following **basic graphic rules**:

- › Build up visually **well-structured** slides, do not sprinkle many tiny elements over the whole slide
- › Do not present every message **in a frame** or placed within a geometric element
- › When showing **tables**, leave out as many lines and background colours as possible
- › Use **clip art and graphics** to explain or to improve the reader's understanding but use them sparingly
- › Do not use **tiny graphics** because they are difficult to understand and cause confusion
- › Do not use photos in outlines
- › Filled areas are preferred over outlined forms. Do not use a combination of both
- › Rectangles are the preferred geometric element. Do not use rounded corners or stars
- › The Daikin VI uses **white space** generously. This also applies to presentations

Getting the message across

The purpose of a presentation is to transfer information. Otherwise the presentation fails. **So which factors can prevent your success?** Recognise that our own human limitations – such as cognitive ability, attention span and visual sensibility – can undermine our ability to successfully communicate a message.

If we respect these limitations, we can significantly improve the success level of our presentations.

Information quantity

The task is clear: **You have a lot of information to convey in a short period of time.** The more information you try to share per minute, the higher the risk that the audience will not be able to assimilate the content.

Since you cannot make time go slower, you have to adjust the quantity of information you plan to convey. Do this by:

- › cutting down the total number of slides
- › incorporating fewer messages per slide
- › reducing the number of elements per slide
- › using fewer words per slide
- › focusing on the core message and leaving out secondary information

Readability

Presentations are often given under imperfect conditions: for instance, the screen is too small, ambient light distracts viewers or participants sit too far away. For the most part, we have no influence on this.

Font size is a simple factor that you can control. Use the predefined font sizes in the PowerPoint templates. If you need to decrease the font size on your slide, you ought to reevaluate your design and content.

Another underestimated aspect is the **contrast**. This means brightness contrast as well as colour contrast. Use dark text on light backgrounds and vice versa. Using coloured text on a coloured background is a bad idea.

Text should always be presented horizontally.

No skewing, no path text. This also applies to axis labelling on charts.

Avoid visual effects like shadows, gradients or any 3-D effects. They negatively influence readability and are not part of the Daikin VI.

Conclusion

Less is more. Concentrating on the core message improves VI conformity and aids memory.

DAIKIN

GREAT NEWS

VRV IV sets the standard ... again



VRV IV

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units. Its advanced VRV configurator software is a time-saver that simplifies commissioning, configuration and customisation. This is backed up by automatic refrigerant charging and remote refrigerant containment check allowing quick and easy installation.



Find out more on www.daikin.eu



The functionality of the unit depends on fluctuating greenhouse gases. Model ZRX50-00X: Refrigerant R410A, CNP 2.580 s, load capacity 0.0 kg, 0.0 tonnes

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with the average
d 2010.

Y. CHEAA aims to
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(RoHS). Overall, by 2015,
ap aims to increase refrig-
ergy efficiency by 20 percent
h another 15 percent by 2020
2015.

on research conducted by TVJ
ch 2012

Advertising

The visual identity of Daikin

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Online advertising – under preparation

Find further information in the chapter
“Guidelines for Daikin websites”

Basic layout

Presenting Daikin

The general idea

In order to recognise Daikin on the market as one brand, we need to apply the Daikin VI's typical, unique look to all media.

Basic structure

When structuring an advertisement, adopt the same process that European cultures usually follow for structuring ideas on paper: begin at the upper left-hand corner and end at the lower right-hand corner. Daikin VI communicates messages in exactly this way, presenting the most general information at the top and adding more details towards the bottom. With a final element as a full stop. One possible example of this process is illustrated here.

1. The Daikin logo is placed in the upper left-hand corner. This establishes who the message is from and maintains a respectful distance from all other subordinated elements.
2. The main area is reserved for the core message represented by a brief headline (following the mixed-size-rule) and the main image motif.
3. Additional Information (body text/picture/ infographic) presents facts and benefits of the core message.
4. A call-to-action element links the ad to further information.
5. The brand slogan rounds off the advertisement, so that Daikin forms brackets around the message (work in progress).

Basic design rules

All design rules presented in the beginning of this VI book also apply to this chapter. This includes particularly

- › the Daikin logo (see page 12)
- › the primary colours (see page 26)
- › the secondary colours (see page 27)
- › the typography (see from page 30; for online advertising see page 102 – under preparation)

Always conform to the new design style. Keep the layout stylish but simple and well arranged. Do not overload the design area and avoid trendy styles. No skewing, no 3-D effects, no shading, no colour gradients. There is no reason for exceptions.

In this way, we emphasise Daikin's leading position by presenting a timeless, elegant design style.

Minimising for maximum success

Do not step into the trap of trying to list every single benefit in an ad. This will make the ad fail.

Advertising is a volatile medium that commands a very short average viewing time. Viewers rarely plan to look at an ad, they just happen to notice it. So if we don't make our point instantly, the chance is lost.

Provide only one strong and simple message that is easy to remember. Opt for short headlines, concise copy and think twice before adding additional elements to the ad.



GREAT NEWS

VRV IV sets the standard ... again



VRV IV

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Find out more on www.daikin.eu

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Page grid

Squares that rule our world

A unique grid system

In contrast to publications, advertising takes many forms and comes in different sizes and formats. This means we cannot simply take over the publication page grid, which is based on fixed millimetre and point values. For ads, we use a flexible measurement system based on correlations with any possible page size.

The idea is to have a guideline system that allows us to align all elements used in a simple and highly flexible way.

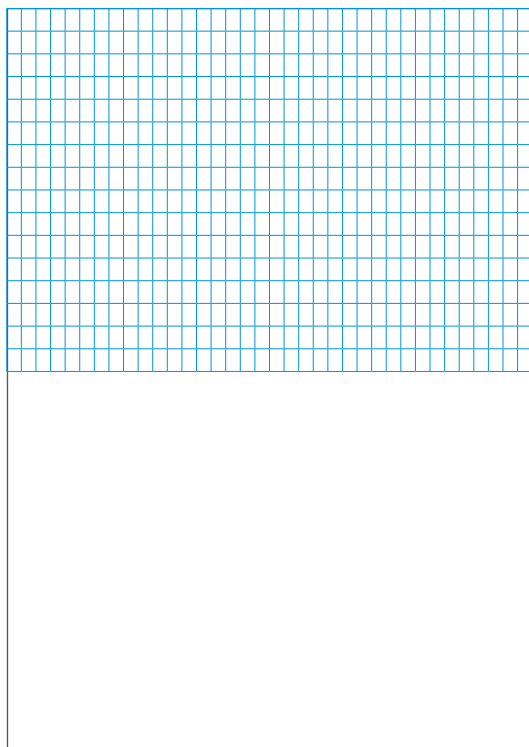
The 36 units rule

- › Take the shorter side's length of the needed format.
- › Divide it by 36. This is the basic unit.
- › Subdivide the whole ad in squares with a length of one basic unit.
- › All key elements are aligned to this grid.

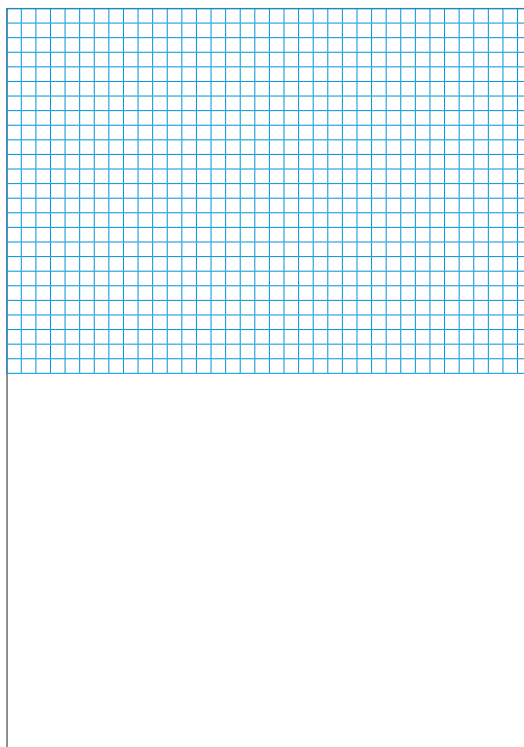
Example

Print advertisement in A4 portrait (210 × 297mm).
The shorter dimension is 210mm.
 $210\text{mm} / 36 = 5.83\text{mm} = \text{one basic unit}$

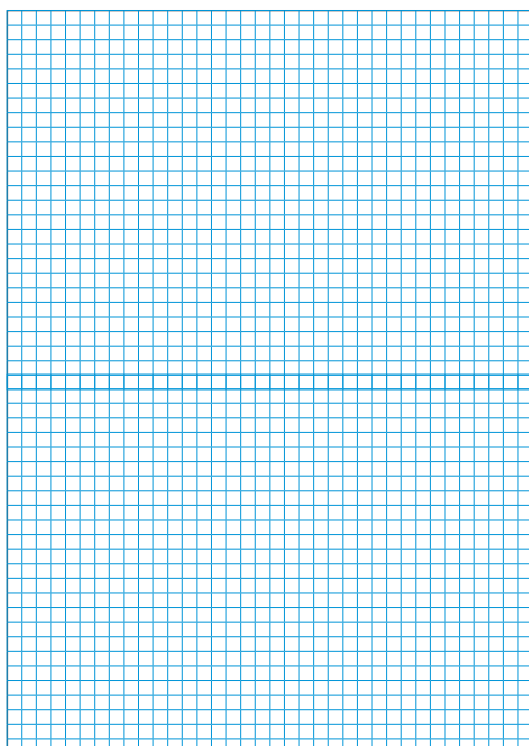
Step 1



Step 2



Step 3



One-minute grid construction

Normally, graphic designers use lots of guidelines and column lines to position elements in the right place. But we do not set one single line. We do not even calculate how long one unit has to be. We let InDesign do the full job:

1. In InDesign, simply define a table covering the entire half page and choose 36 table rows and 36 table lines. InDesign calculates the correct table cell width by itself.
2. Now select all table cells and copy the cell width value to the cell height. **Now each table cell has the height and width of exactly one basic unit.** Set the line width to zero. The table will always be visible on the screen but will not be displayed when printed.
3. Now copy this table to the second half of the ad. That's it: any table cell overlap at the page's centre is irrelevant.
4. Lock the tables as their own layer.

Key elements of the advertisement

Background

The background colour for the entire advertisement is always white. All elements (including all logos) used in the ad are always set on a white background.

Daikin logo

Only use the horizontal version of the logo. The Daikin logo is always placed in the top left corner. **Its width is 12 units.** The distance between logo and the corners or other elements is 2 units. The minimum distance on the right side of the logo is 4 units.

Design area

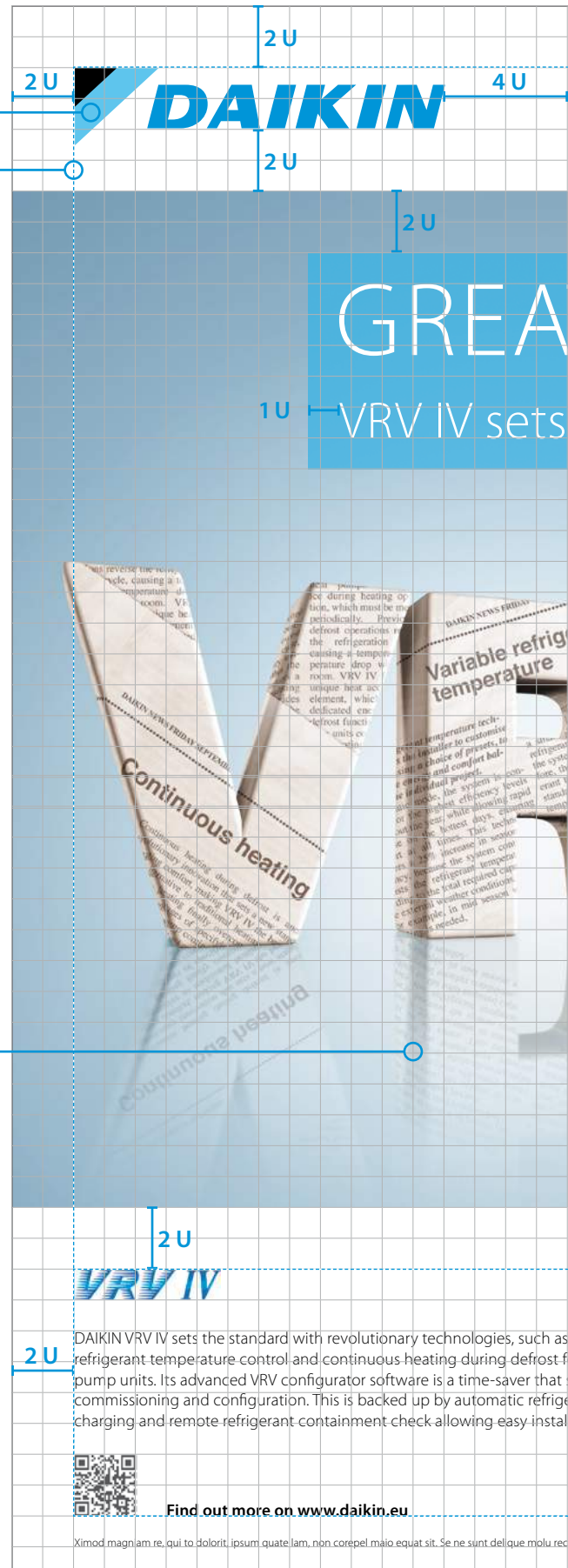
In general, maintain a distance of 2 units between all elements and any of the four margins. The only exceptions are the main image area, the headline box and a possible caption.

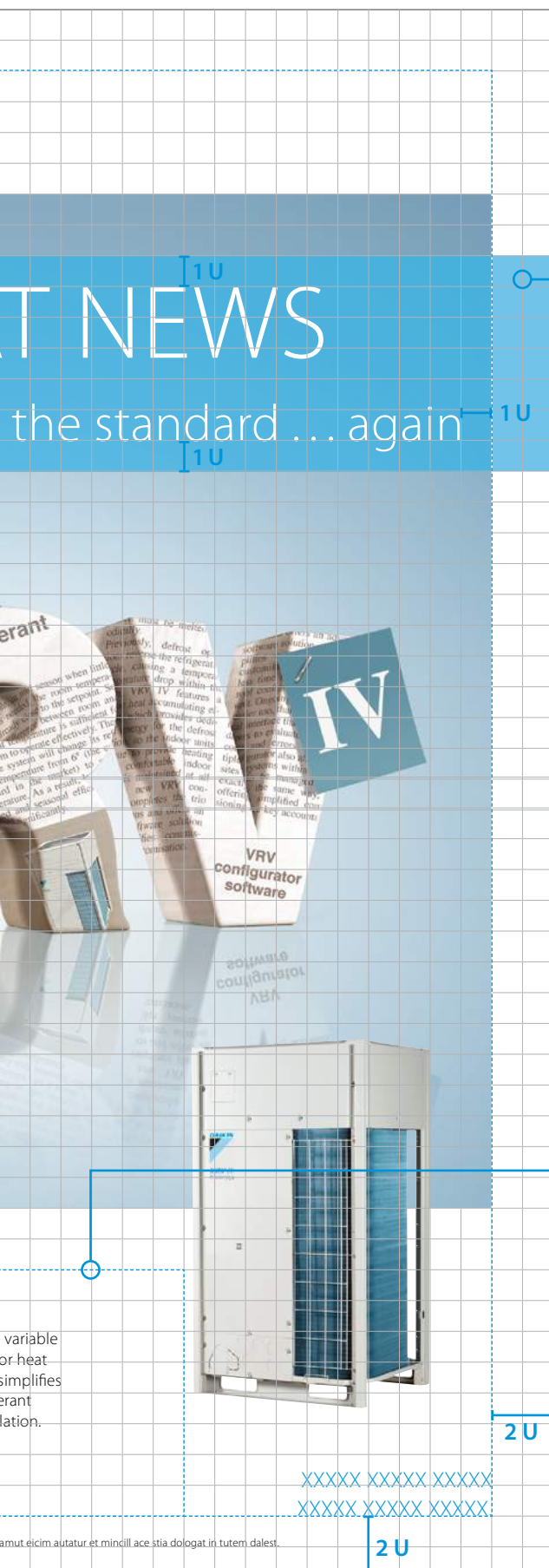
Main image

The image area makes up the biggest space on the ad. It starts 2 units underneath the Daikin logo. **Its height is variable** in full unit steps. It holds a distance of 2 units to the following elements. The minimum size of the image area is 50 % of the whole ad size.

The preferred horizontal position of the image area begins at the left margin of the ad and ends 2 units from the right margin. For ads on a left page begin preferably at the right margin.

If needed, this can be reversed. This will influence the headline box position (see from page 87).





Text elements

The same font sizes that apply to publications (see chapter literature) are also used for print advertisements. Adaptive rules for large-scale outdoor advertising can be found on page 99.

The headline box

Always use the blue version of the headline box. The only exception is for ads about heating, in which orange is also permitted (colour definitions see page 31). The box is always placed on the image area, overlapping the image area horizontally on one side. The headline box starts horizontally at the margin from the opposite side of the image area.

The preferred position of the headline box is on the upper right-hand corner of the image area. If there is a danger of disrupting the content of the image area, the headline box can also be put on one of the other three corners. When placed on the left, the image area starts from the right margin.

The vertical distance between headline box and the closer horizontal margin of the image area is 2 units. For horizontal advertising only, an additional vertical overlap of exactly 2 or 4 units is suitable, too (see page 89).

The size of the headline box depends on the amount of text. The distance between the text content and the image area margin on the overlapping side is **1 unit**. The distance between the text content and the other three headline box margins also is **1 unit**. Always use Myriad Pro light, character spacing is 10. Font size and line spacing is free to your choice. When using two different font sizes in the headline box, the **mixed size headline rule** with a required font size ratio of 1:2 applies.

Text area

The text area provides additional information. You can use all corresponding paragraph styles from the publications. Alignments to baseline grid do not apply with advertising. Using two columns instead of very long text lines is recommended.

The distance to the left margin and to the image area is 2 units. **The text area height is variable.** The distance to the bottom and to other elements on the right is variable, the minimum is 2 units.

The text area is always aligned on the left side. **Its width is variable up to 70 % of the full design area width**, rounded to full units. Here: 32 units × 70 % = 22 units. The text length is variable to your needs.

Additional elements of the advertisement

Packshots and additional pictures

Isolated packshots or other pictures can be shown beside the text area respecting the minimum distances of 2 units. Only the isolated packshots are allowed to overlap the image area. Do not use shading for any element on the ad.

Third-party logos

Third-party logos are not allowed in or above the image area. We recommend a **maximum size of 4 units** (horizontal and vertical). Respect the minimum distance of 2 units towards all other elements.

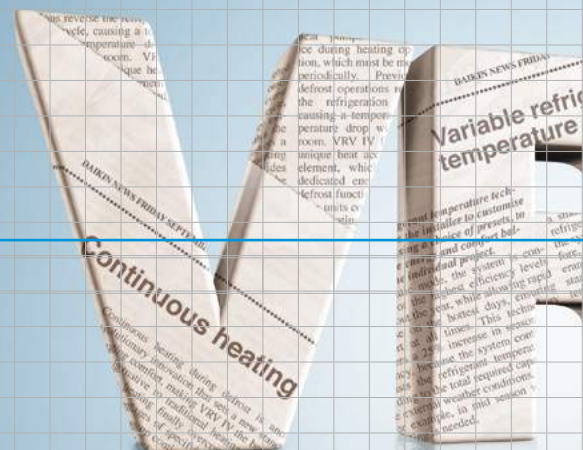
Caption

In general, avoid captions. However, when products with capacity class are mentioned, additional legal sentences should be mentioned (e.g. F-gas regulation, Seasonal Efficiency). For more information on exact requirement, please refer to your marketing contact at Daikin.

Position the caption on the left bottom edge. Distance to the left margin is 2 units, to the bottom use 1 unit. If two text lines are necessary, the design area is decreased from the bottom by 1 unit.



GRE
VRV IV sets



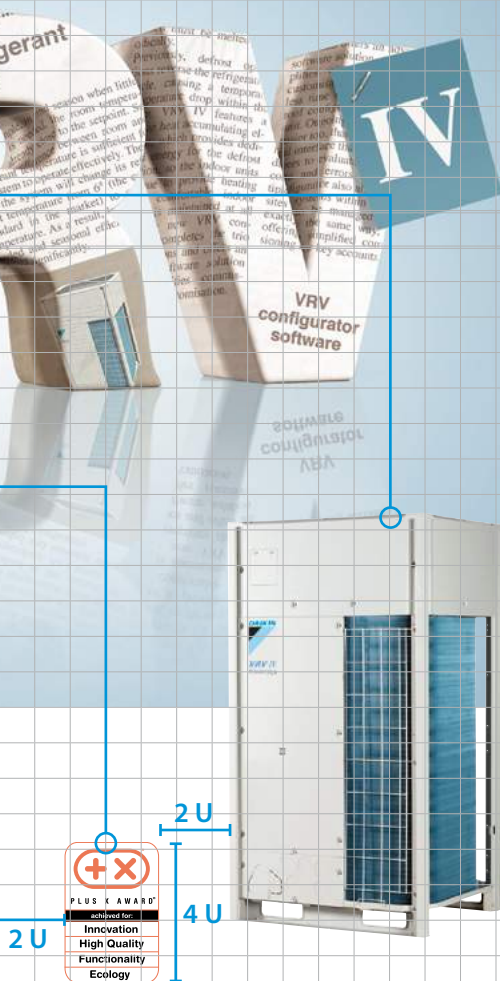
VRV IV

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units. Its advanced VRV configurator software is a time-saver that simplifies commissioning and configuration. This is backed up by automatic refrigerant charging and remote refrigerant containment check allowing easy installation.

Find out more on www.daikin.eu

T NEWS

the standard ... again



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XXXXX XXXXX XXXXX

Call to action

Every advertisement (brand advertisement excepted) should have a call to action element, such as a short URL, a telephone number or a QR code. Highlighting in an appropriate way is allowed.

Show QR codes only if there is adequate content for mobile devices available. For a perfect scan, the dot size is much more important than a maximum contrast. Set the QR code in Daikin dark grey (use black for newspapers) and hold a minimum dot size of 0.5mm for print ads. Try to use a length-optimised URL to keep code complexity low and the QR code small.



High complexity:
QR code referring to a lengthy
web address



Low complexity:
QR code referring to a
shortened web address

Brand slogan

Showing the brand slogan is obligatory. It is positioned in two text lines in the lower right-hand corner of the design area. For print ads, use Myriad Pro light in 12pt, right-justified, line spacing 15pt with a character spacing of 10. For large-scale outdoor advertising, see page 99. Use the colour Daikin blue. Minimum distance to other elements is 2 units.



Imagery

A brief guide

The winning idea

The basic design rules for maximum success from page 74 also apply to imagery.

Main image motif

Whatever you display, the main image will be the most important element on the ad as it attracts the most attention. When choosing the main image, please keep the BI of Daikin in mind.

If the attention is not attracted instantly, even the best benefit will be worthless.

Additional packshot

In a product advertisement, a packshot provides a good first visual impression of the subject without even needing to read the text.

Awards

Sometimes it is easier to make a decision when we believe that we have all the facts. A third-party award is a fact that cannot be denied and may be viewed as more credible than a benefit put down in words on paper, especially in B2C advertising.

Infographics

Using a chart to enhance or validate a message should be carefully considered because in most cases it will exceed the capabilities of an advertisement, especially in B2C advertising. If you decide a chart is necessary, keep it as simple as possible.



Questions

and answers

What will change if my print advertisement has another size than A4?

Nothing. The 36 units rule works with all sizes.

We need a landscape advertisement. Will there be enough space for the body text?

For landscape ads, there is an alternative layout incorporating only a few minimal changes described on page 89.

We need a very narrow half-page advertisement. The grid would become too tiny, wouldn't it?

For advertisements with extreme aspect ratios, there is a special grid rule described on page 90.

We don't want to produce print ads, just City Light posters. What about the font sizes?

For large-scale outdoor advertising, the font sizes are defined on page 99.

We want to place an online banner. Which rules apply here?

There is a pixel-based grid for online advertising. Find more information on page 102 (under preparation) and in the chapter "Guidelines for Daikin websites".

Where can I get the template files for advertisements?

Templates with the basic page layout including colours, character styles and paragraph styles, the Daikin logo and the page grid can be found on "New From Marketing": extranet.daikineurope.com, select New From Marketing, Corporate, click VI book

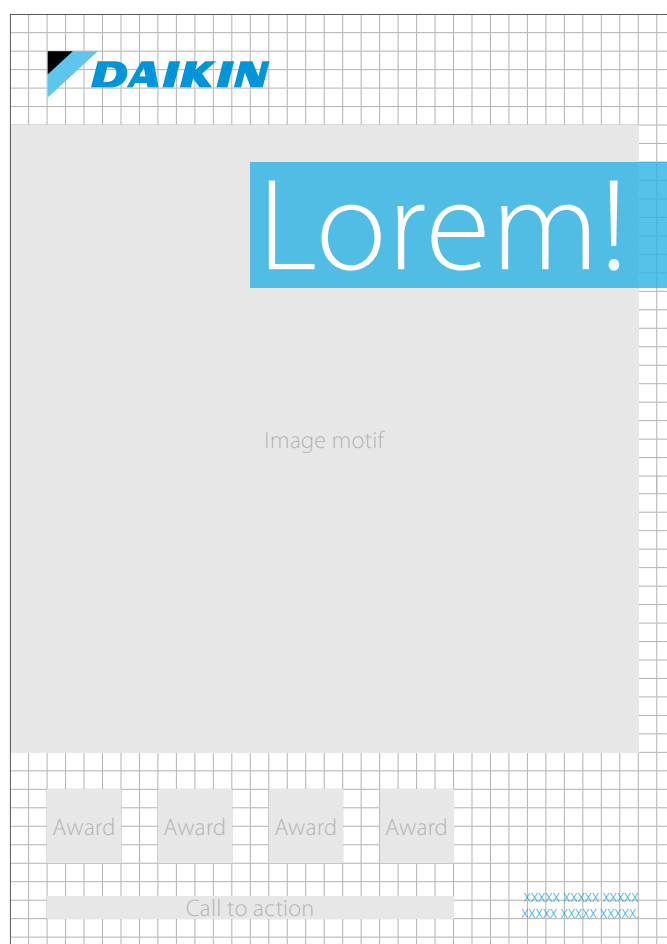
One solution for different needs

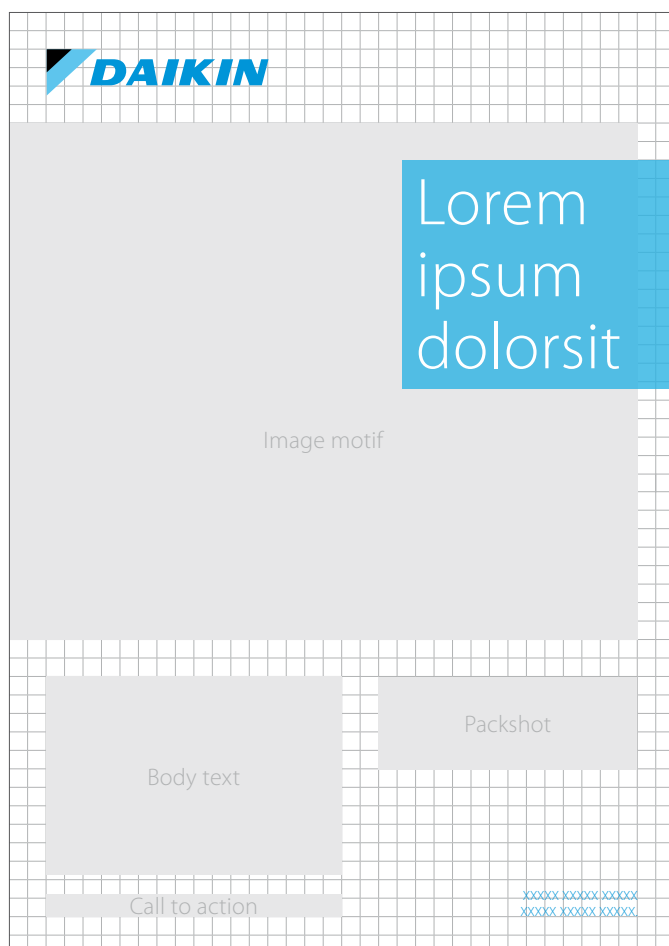
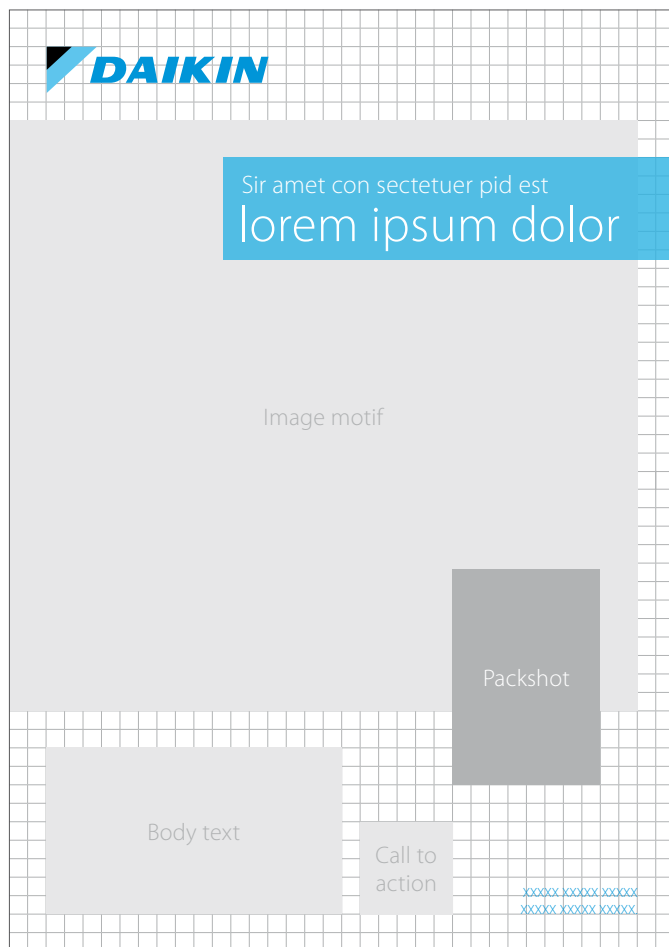
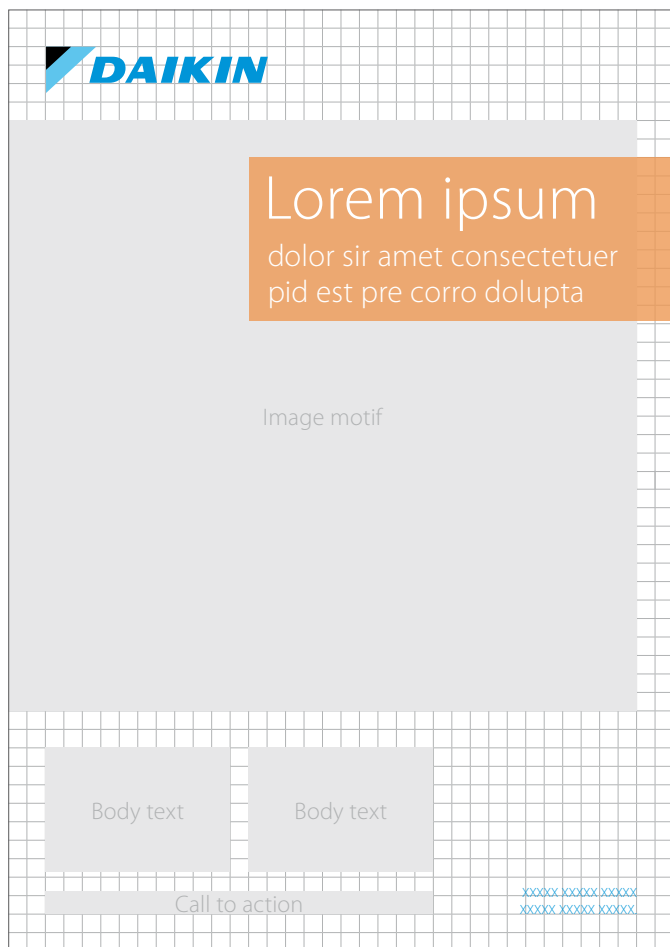
The modular basic page layout is suitable for all standard advertisements, no matter whether B2B or B2C, no matter whether product ad or image ad.

Using just one main layout for a longer period improves the recognition value and will strengthen the brand in the long run. It is of little use when the reader remembers the catchy image motif but not the sender. It is better to express local needs or individuality by customising the content, not the page layout.

Here you can see several examples how an ad could look like. Many more combination of elements are possible with respecting the rules from pages 78–81.

Further variations (right-page advertisements, other page formats etc.) are described on the following pages.





Variations

of the page layout

On the following pages you can find all possible modifications of the basic page layout for ads, depending on the application case.

Alternative headline box positions

In the recommended standard page layout, the main image area starts from the left margin and the headline box starts from the right margin of the ad.

Right-page advertisements

The right-hand page is normally preferred for print ads (cover advertisements excepted). Shown here, the headline box is on the right margin – the outer edge of the publication – which is obviously advantageous.

The preferred headline box position is at the upper right-hand corner (position 1). If the content of the main image requires a lot of space in the upper part of the main image area, the headline box can also be placed at the lower right-hand corner (position 2).

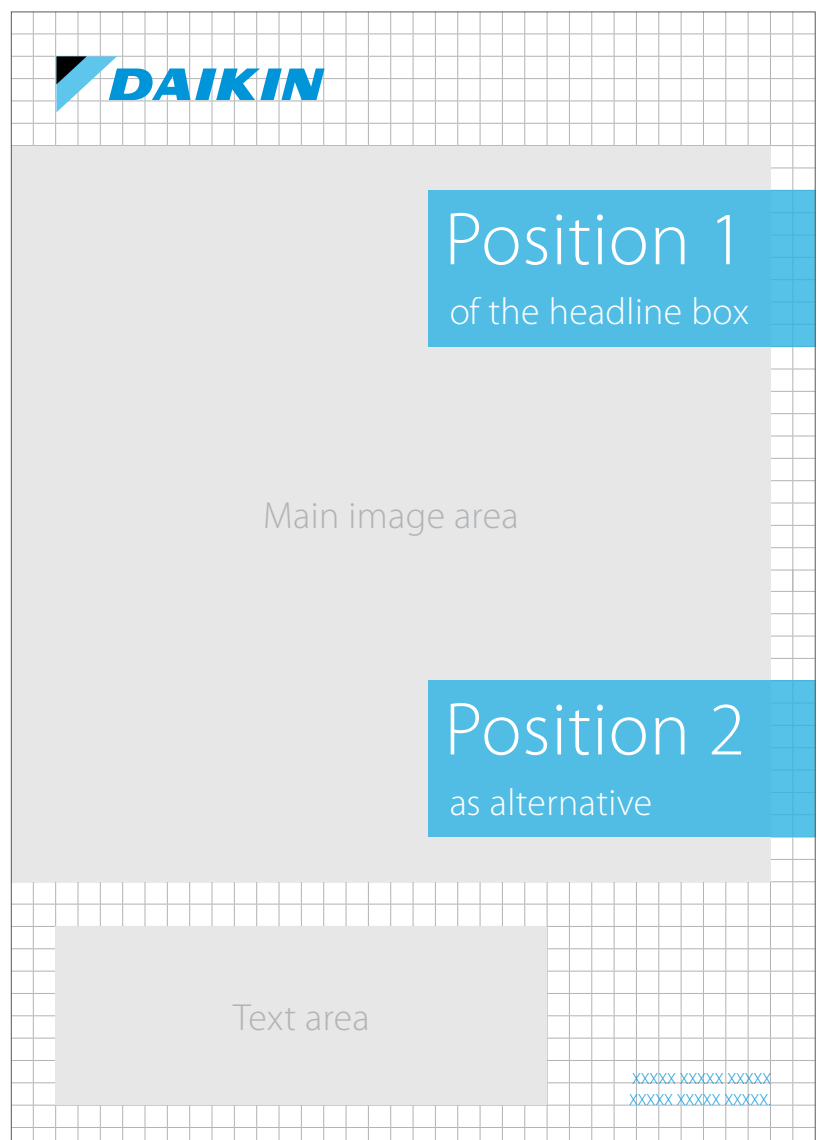
For ads on a back cover, the page layout for right-page ads is preferred.

Left-page advertisements

In this case, the preferred position of the main image area starts from the right margin (see example next page), which means the headline box starts from the left margin.

In this case too, the upper headline box position (position 3) is the preferred one. Position 4 is used only if the upper space of the main image area is definitely needed to present the image motif.

If a non-full-size advertisement is placed on a left page but not close to the binding edge, you can also use the right-page layout with the preferred headline box positions 1 or 2.



Possible headline box positions for a left-page advertisement



Adhesive binding

Optimised visibility

When opening a publication with saddle stitch binding, the pages lie almost flat on the table, making it easy to see the full content of the whole page.

With some adhesive bindings this is not the case – when the glue is not flexible enough, it is sometimes hard to see what is printed close to the binding edge.

In these cases, **the design area for full-size advertisements is decreased** on the binding edge by 1 unit for right-page ads (as shown below) or for left-page advertisements (as shown right).

This influences neither the size of the text area nor the main image area, but be aware of the limited visibility of the main motif close to the binding edge.

Margin allowance of 1 unit at the binding edge – right page



Margin allowance of 1 unit at the binding edge – left page



Landscape formats

Optimised design area

When the ad proportions change, it is obvious that the content has to follow this new presetting. One solution would be to leave all elements in their relative position and simply squeeze the proportions. However, the more horizontal the ad format is, the more challenging a task it is to display the elements to their best advantage.

To ensure a more usable format for the main image area, it is allowed to **place the text area and other elements to the right of the main image area**. All defined (minimum) distances between the elements still apply, with only one exception:

If any elements beside the main image area are shown, the distance between the text content in the headline box and the right ad margin is 2 units. In this case, **only the headline box position 1 is possible** (see also pages 86-87).

To gain more space for the main image area and text area, it is permissible to allow **the headline box to overlap the main image area at the top by 2 or 4 units**, by shifting it up for 4 or 6 units. In this case, be sure to keep the minimum distance of 4 units to the Daikin logo.

Example for A5 landscape format

DAIKIN 2 U or 4 U

GREAT NEWS

VRV IV sets the standard ... again

VRV IV

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units. Its advanced VRV configurator software is a time-saver that simplifies commissioning and configuration. This is backed up by automatic refrigerant charging and remote refrigerant containment check allowing easy installation.

Find out more on www.daikin.eu

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Extreme aspect ratio

of 1:2 or greater

Advertisements with an extreme aspect ratio often limit creative possibilities (see examples). That's why it is wise to consider carefully if such a compromise makes sense. But in some special cases, other proportions might not be possible.

The shorter dimension of the ad format defines the unit size. The more extreme the aspect ratio, the smaller the grid. The smaller the grid, the smaller the Daikin logo and all distances between the elements.

To be able to correct this effect for ads with extreme aspect ratios, **subdivide the shorter dimension by 24** instead of 36 to get the basic unit. This rule applies for aspect ratios that reach or exceed 1:2.

Example 210 × 105mm landscape (ratio 1:2)

DAIKIN

GREAT NEWS
VRV IV sets the standard ... again

Continuous heating

Variable refrigerant temperature

VRV IV

VRV configurator software

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units.

Find out more on www.daikin.eu

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XXXXX XXXXX XXXXX

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Example 105 × 297mm portrait (ratio 1:2.8)



GREAT NEWS

VRV IV sets the standard ... again



VRV IV

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units. Its advanced VRV configurator software is a time-saver that simplifies commissioning and configuration. This is backed up by automatic refrigerant charging and remote refrigerant containment check allowing easy installation.



Find out more on www.daikin.eu

Ximod magniam re, qui tō dolorit, ipsūm quate lām, non corepel maio equat sit. Se ne sunt delique mōlu recamut eicim autatur. et mincill ace stia dologat in tūtem dalest.

Example 100 × 210mm portrait (ratio 1:2.1)



GREAT NEWS

VRV IV sets the standard ... again



VRV IV

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units. Its advanced VRV configurator software is a time-saver that simplifies commissioning and configuration. This is backed up by automatic refrigerant charging and remote refrigerant containment check allowing easy installation.

Find out more on www.daikin.eu

Ximod magniam re, qui tō dolorit, ipsūm quate lām, non corepel maio equat sit. Se ne sunt delique mōlu recamut eicim autatur. et mincill ace stia dologat in tūtem dalest.

Type area advertisements

When creating type area advertisements, the same rules apply as for full-size advertisements. Simply apply the 36-units rule to the type area, not to the full-page size.

Most publishers will automatically put a frame around type area ads, especially when only a partial page is booked. To ensure this, frame any type area advertisement with a black outline (width 0.5pt) to guarantee maximum cohesion.

Allowed page layout as defined



Not allowed modified page layout



Monochrome

advertising



GREAT NEWS

VRV IV sets the standard ... again



VRV IV

DAIKIN VRV IV sets the standard with revolutionary technologies, such as variable refrigerant temperature control and continuous heating during defrost for heat pump units. Its advanced VRV configurator software is a time-saver that simplifies commissioning and configuration. This is backed up by automatic refrigerant charging and remote refrigerant containment check allowing easy installation.



Find out more on www.daikin.eu

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XXXXX XXXXX XXXXX

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Daikin logo

Use the appropriate single-colour version as described on page 12.

Headline box

The background colour for the box itself is Daikin grey instead of Daikin blue. Use 70 % colour tint with 80 % transparency.

Text area

Use black for all paragraph styles that use a different colour. This applies mainly to headlines and subheadlines.

Company slogan

As text colour, use black instead of Daikin blue.

Sales ads

for end customers

Sales ads also follow the existing rules for ads. The primary differences are the missing brand slogan and the main image area that can be left off if needed.

Logos

The Daikin logo is always positioned at the upper-left edge. The existing rules for placement, size and minimum distances to other elements apply (see page 78).

The optional dealer/installer logo is regarded as an addendum to the text area. For narrow portrait ads, the preferred placement of the logo is at the lower left of the design area. For landscape ads, position it to the right of the body text. Contact information is displayed below or to the right of the logo.

Company slogan

The company slogan is not included on sales ads as it cannot be clearly allocated to the Daikin brand when a dealer/installer logo is displayed near it.

Image area or packshot pictures?

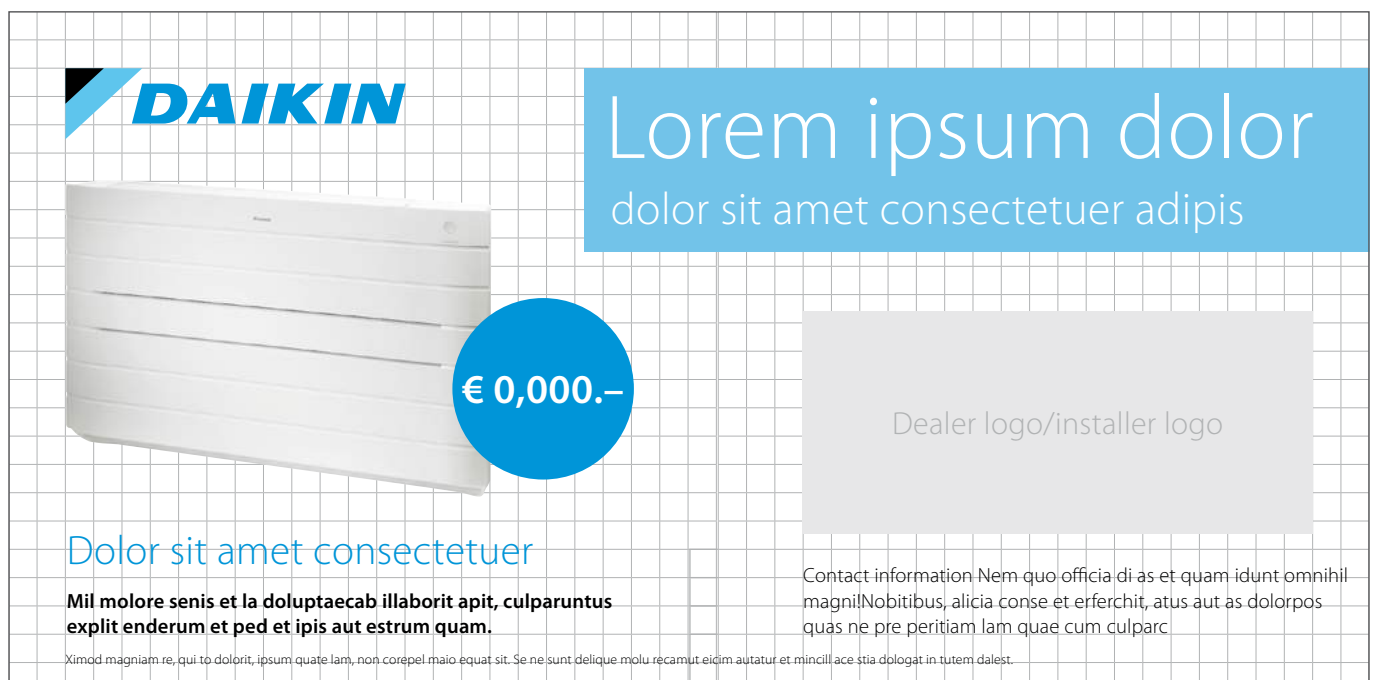
Instead of just one main image, simple product packshots may be used. Reasons could be the absence of appropriate picture motifs, a lack of space or the wish to display several different units.

When **using one main image**, the previously defined rules apply.

When **using product packshots instead**, use isolated units and avoid adding shadows or mirroring effects. The standard placement is left-aligned to the design area and a the minimum distance of two grid units must be kept to other elements.

Using a main image combined with additional packshots is also permissible according to the existing definitions from pages 68-69.

Example 210 × 105mm landscape (ratio 1:2)



DAIKIN

€ 0,000.-

Lorem ipsum dolor
dolor sit amet consectetur adipisicing

Dealer logo/installer logo

Dolor sit amet consectetur

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Contact information: Nem quo officia di as et quam idunt omnihi magni! Nobitibus, alicia conse et erferchit, atus aut as dolorpos quas ne pre peritiam lam quae cum culparc

Typography

The generally defined rules for typography in advertisements apply here, too.

When displaying more than one product packshot, additional text areas can be used close to the packshots.

Price quotations

Position prices in Daikin blue circles and center them. For heating products, orange can be used as an alternative. The prices are set in Myriad Pro semibold. The text colour is white, the character spacing is 10. The recommended font size is 18pt, but can be altered to special needs. Do not use skewed text. This eye-catcher may overlap the product packshot.

Examples 105 × 297mm portrait (ratio 1:2.8)



Lorem ipsum dolor sit amet



from € 000.-

Lorem ipsum dolor



from € 0,000.-

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Dealer logo/
installer logo

Contact information Nem quo officia di as et quam idunt omnihi magni! Nobitibus, alicia conse et erferchit, atus aut as dolorpos quas ne pre peritiam lam quae cum culparc

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Dolor sit amet consectetur

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from € 0,000.-

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Dealer logo/installer logo

Contact information Nem quo officia di as et quam idunt omnihi magni! Nobitibus, alicia conse et erferchit, atus aut as dolorpos quas ne pre peritiam lam quae cum culparc

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Small text ads

for short messages

There is a special default which can be used for brief announcements, spreading over one or two columns in newspapers or journals.

Basic elements

All elements are set with a minimum distance of 4mm from the border and from each other.

The ad has a black outline; line width is 0.25pt.

Logo

Always put the Daikin logo in the upper-left edge. The logo always has a width of 30mm. Detailed logo definitions can be found on page 12.

Typography

Use the same InDesign character styles and paragraph styles predefined for publications; aligning the text on a line grid does not apply here.

For monochrome ads, all typography is black.

Headline box

Using a headline box is optional. It is placed on the upper-right edge of the ad, starting at the ad border on the right side. Respect the minimum distance of 4mm from the Daikin logo.

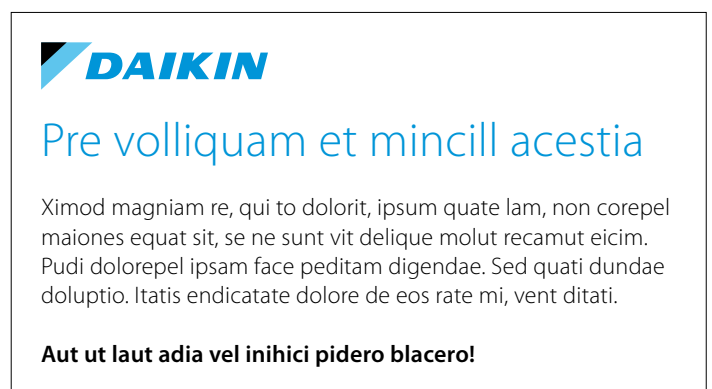
For monochrome ads, the background colour for the box itself is Daikin grey instead of Daikin blue. Use 70 % colour tint with 80 % transparency.

As font, use Myriad Pro light in 18pt with a line spacing of 21pt and a character spacing of 10.

Company slogan

The company slogan is not included on small text ads.

Example text ads in original size





Large-scale posters

with recognition value

Basic idea

For outdoor advertising, the primary aim is always visibility. Viewers have very little time to take in the information on a billboard and may also be travelling or viewing from a great distance.

Improve cognition by

- › reducing complexity
- › minimizing content
- › concentrating on the core message
- › improving readability

For outdoor advertising, “more is better” is definitely the wrong approach.

Skipping defined design rules is a strong temptation in the desire to improve visibility, but this conclusion is incorrect. Each successive design change weakens the brand perception dramatically.

The brand comes first. Always. An excellent mean to obtain **a strong brand appearance** is to stick exactly to a clearly defined corporate design – making as few exceptions as necessary to fit the medium.

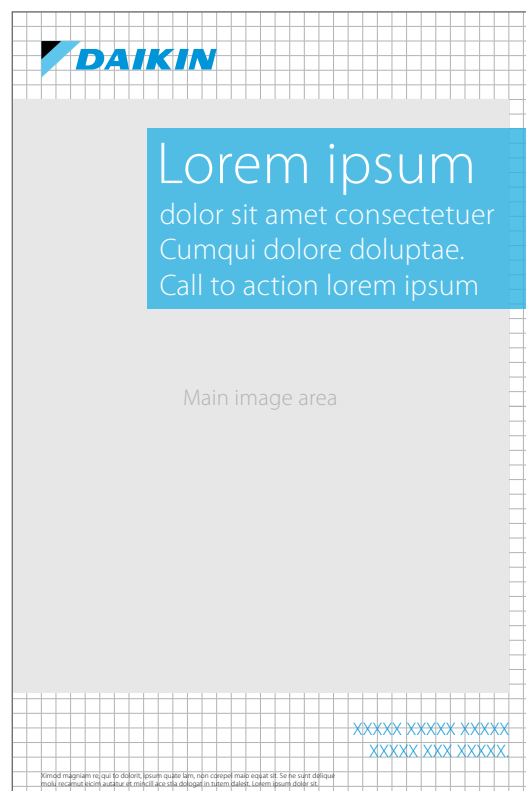
In general, the same design rules apply to outdoor advertising and print advertising.

The improvement in cognition and visibility are mainly achieved by selecting an adequate content.

Example A: 6 sheet poster
(bus stop poster; aspect ratio 2:3)



Example B: 6 sheet poster
(bus stop poster; aspect ratio 2:3)



Page grid

The defined rules for print advertising also apply here. The shorter side's length of the format is divided by 36 to get the basic unit. For aspect ratios that reach or exceed 1:2, the shorter dimension is subdivided by 24 (see page 76 and page 90).

Background

The background colour for the entire poster is always white. The white background is an important element of the Daikin visual identity and cannot be edited out.

All elements (including all logos) are always set on a white background.

Key elements and additional elements

All definitions, sizes and minimum distances from pages 78-81 also apply here.

Typography

There are a few differences from print advertising that improve readability from distance.

Changes of font size and style

The rules for **headline boxes** from pages 79 and 89 do not change. Font style is Myriad Pro light, character spacing is 10. Font size and line spacing is free to your choice. Alternative positions as described on page 86 are possible, too.

The new body text size is exactly the height of a basic grid.* The correct value for line spacing is 120 % of the font size (this is equivalent to "auto" in Adobe InDesign). Use Myriad Pro regular. For text highlights, use Myriad Pro bold.

For additional blue headlines, use 200 % of the body text font size. Set line spacing to "auto" and use Myriad Pro regular as your font.

For captions, use 50 % of the body text font size. Set line spacing to "auto" and use Myriad Pro regular as your font.

For the brand slogan, use 125 % of the body text font size. Set line spacing to "auto" and Myriad Pro light as your font.

* The font size is not identical with the cap size. The font size is calculated from the x-height and might sometimes be identical to the cap height. This does not apply in the Myriad Pro family. This is the reason why the capital letters appear smaller than one basic grid although the same value is used.

A wide range of possibilities

Examples and alternatives

The existing rules offer many design variations for all possible billboard dimensions.

To be able to reach a maximum possible main image size, there are alternative positions for the brand slogan and a possible caption.

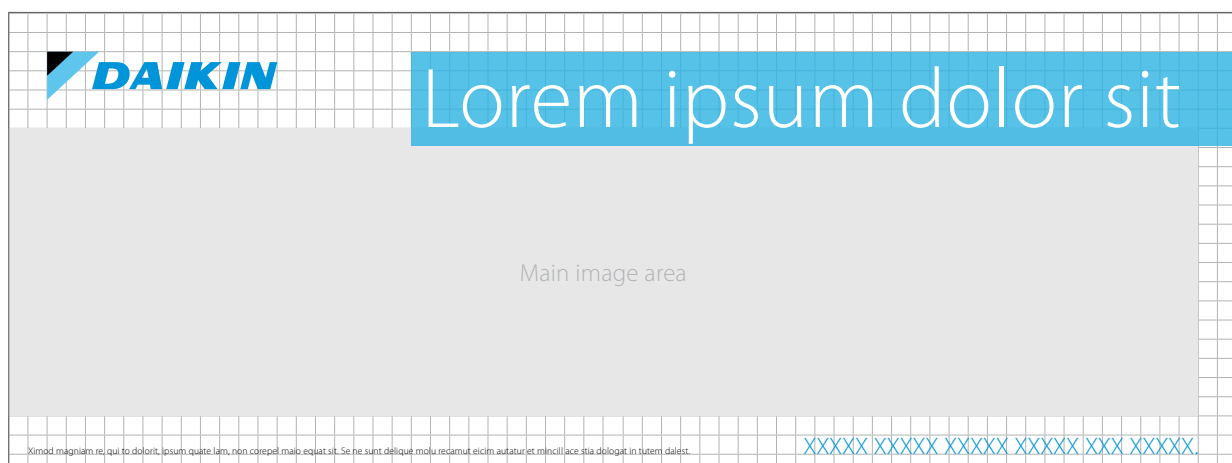
The brand slogan may be positioned below the main image area with a minimum vertical distance of 1 unit from the main image and from the lower edge (see example D and F).

For extreme landscape formats, the main image area may exceed the design area at the bottom until it reaches the lower edge (see example C). A possible caption is placed in the text area above the brand slogan.

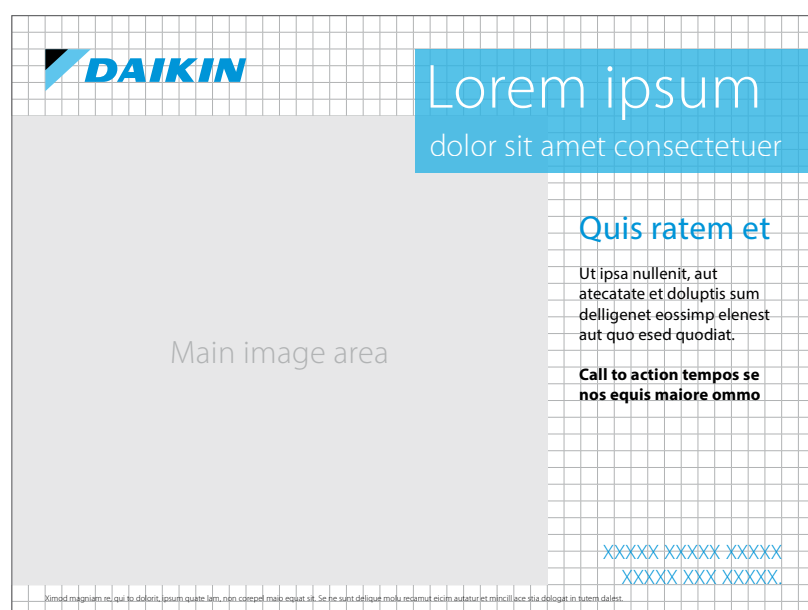
Example C: 64 sheet poster (aspect ratio 8:3)



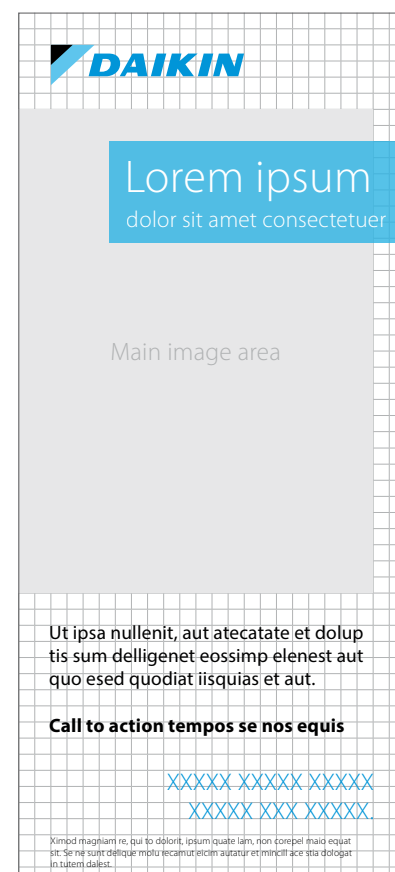
Example D: 64 sheet poster (aspect ratio 8:3)



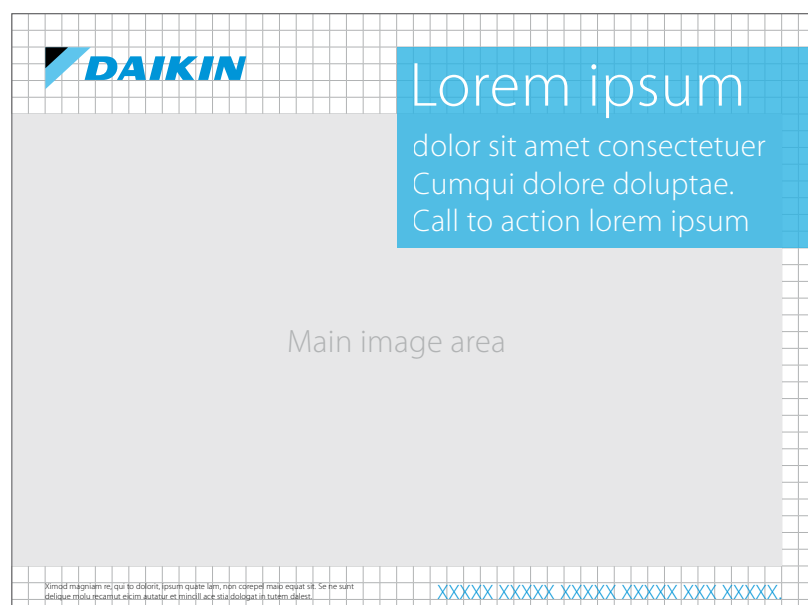
Example E: 32 sheet poster (aspect ratio 4:3)

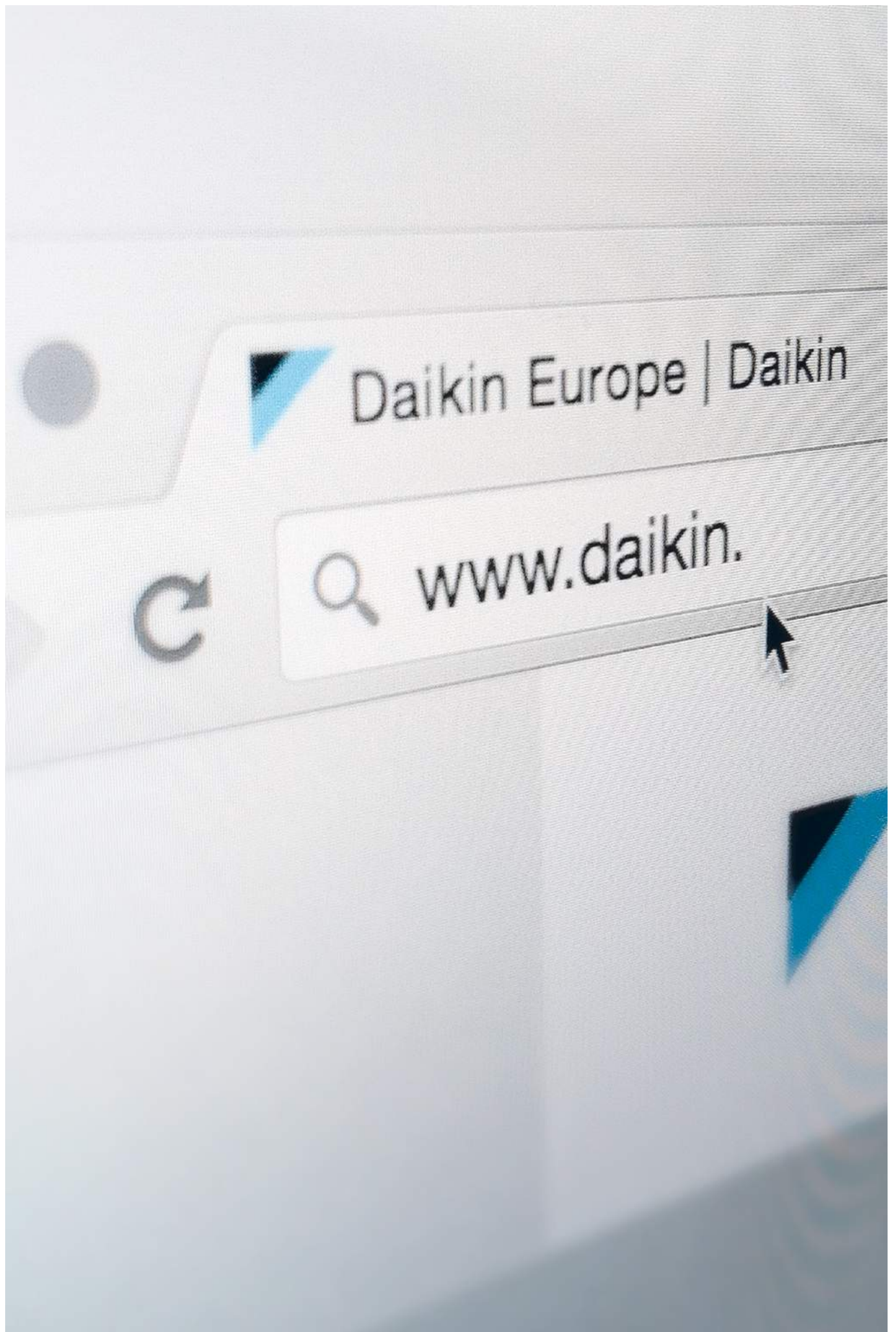


Example G: portrait poster, roll-up poster (aspect ratio 4:9)



Example F: 32 sheet poster (aspect ratio 4:3)





Guidelines

Daikin Europe website

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Visual Guide Daikin Europe

Intro

Welcome to the Visual Guide for the Daikin Europe website. Webmasters can use this Visual Guide to add, create and manage content for web pages on the Daikin website. While the Daikin website contains some fixed templates, there are a lot of web pages that can be edited. This Visual Guide shows web masters how to create content and manage and adapt it to align with Daikin's visual identity. For more information about adding content blocks or other components, please see the Daikin Website Manual.

Why use a visual guide?

With this Visual Guide, web masters will learn how to create high-quality content and ensure consistency between text and images. By creating a thorough overview, we reinforce Daikin's visual identity and create a single message in all communication materials.

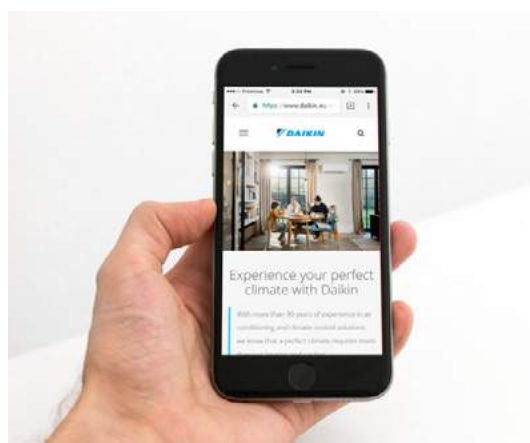
How is this guide structured?

This Visual Guide contains general guidelines for specific and general Daikin Europe web pages.

General

Responsive web design

The Daikin Website is built for desktop, tablet and mobile. In addition to ensuring a web page adheres to the Visual Guide, web masters must also check to see that a web page is viewable on various applications.



Web colours

With the exception of images, this colour palette should be reflected in all Daikin materials for the website.

These colour palettes are only available for the Daikin websites, online banner and campaign websites.

To find the correct colour palettes and codes for Daikin print materials, please see section: Colour world (p26)

Daikin online blue #0097E0	80 %	60 %	30 %
Daikin online dark grey #515151	80 %	60 %	30 %
Daikin online orange #E46A07	80 %	60 %	30 %
Daikin online light grey #F5F5F5			

Copywriting

When writing copy for the website, the text should give clear, concise and accurate information. The goal is to ensure that all visitors to the Daikin website, especially those not familiar with Daikin or its products, will be able to read and understand the content.

Don't create run on sentences packed with information



With your complete comfort in mind, Daikin Emura is designed with a sleek, stylish appearance and a curved front panel that allows it to easily fit into any room.

Do write sentences that are easy to read and understand



Its sleek design and stylish appearance makes Daikin Emura the best looking air conditioner on the market. Recognised internationally for its design, Daikin Emura is available in white and silver to suit any interior.

The voice of Daikin and formatting

Upholding the Daikin tone of voice is also key to creating great copy. Whether it be a short description, bullet points or a longer text, the Daikin tone of voice should be professional, direct and credible. From a visual perspective, if you are copying text from another source (Word file or PDF document), make sure that the style, text effects and original font formats are removed.

SEO

Best practices for SEO content:

- › Create engaging, high-quality content
- › Use infographics, product reviews, unpacking videos
- › stop-motion videos to enhance existing content
- › Focus on internal link structure and anchor text links to other sections
- › Update your website often!

How to use keywords:

- › Use keywords in the title of a page
- › Plan titles with 55 to 60 characters to ensure text will not be cut off
- › in the search result
- › Use keywords in the URL
- › Use variations of keywords throughout a web page
- › Use keywords in meta tags, especially in meta descriptions and alternative text for images

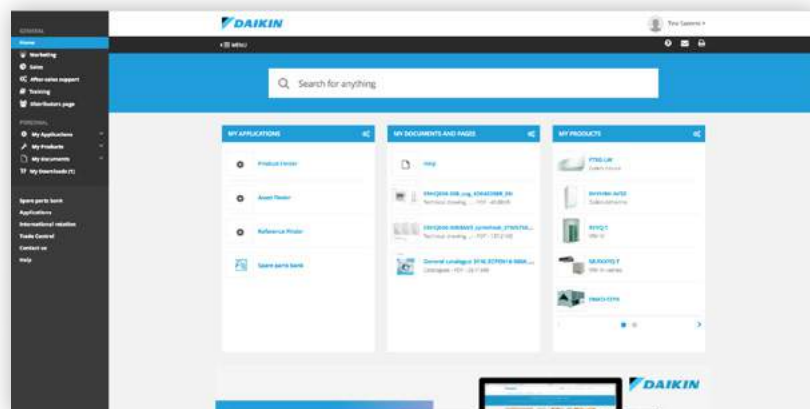
For more information about SEO, please refer to the Daikin CMS Website Manual.

Images, graphs, videos and icons

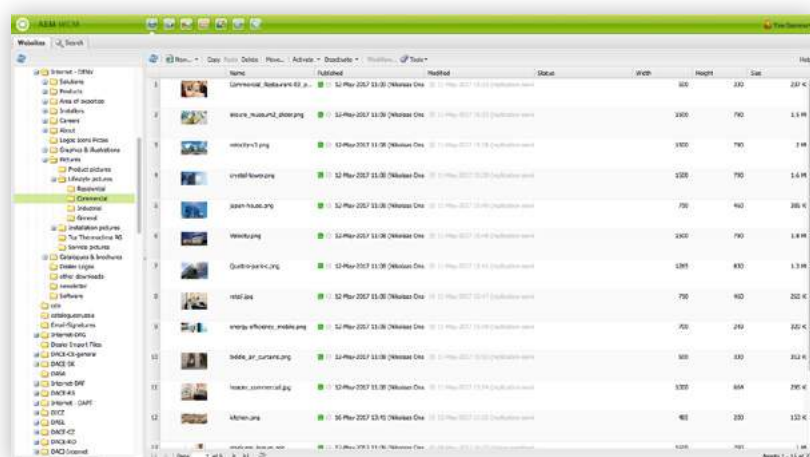
Great content is about more than just the copy.

Adding graphs, images and icons can complement existing text and make it more dynamic for users.

Daikin uses fresh, bright and clean images on the website. Webmasters should only use the DENV asset folder or a separate folder for their own country.



Business portal:
<https://my.daikin.eu>



Asset library/AEM:
<https://aem.daikin.eu/damadmin#/content/dam/internet-denv/pictures>

Types of images

Lifestyle images



Always use a cleaned up high-resolution image



Do not use images with faint contrast



Do not use low-resolution images

Large (compressed) format images are preferred (.jpg or .jpeg), at 300kb max.
Use images with slightly enhanced contrast and colour saturation.



Installation images



Images should have high contrast and saturated colours



Do not use images with low contrast



Focus on the relation between user and product



Do not use wide angle shots that lose focus of the product

Products must be the main focus for all installation images.



Product images



Images should use accent lighting to highlight product features. All images must be sharp and clear to ensure the highest quality



Do not zoom in on the product



Do not position product on the side

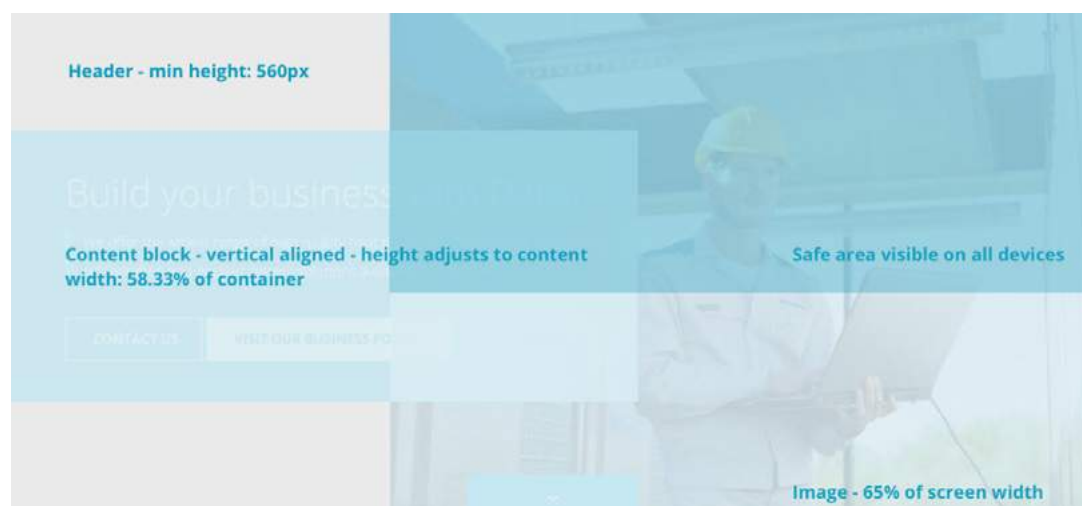
Best practices for images

- › Use images sparingly
 - › All images must focus on highlighting Daikin systems or units
 - › If it is a product or installation picture, do not mirror the images
 - › Do not add text or logos to the image
 - › Do not include images with a faint contrast or low resolutions.
 - › It's also important to avoid using images that are zoomed in/out.
 - › Upload all images as "progressive jpg or jpeg." If an image is transparent, use "png."
- For more information, please refer to the Daikin CMS Website Manual.



Aspect ratios of the images

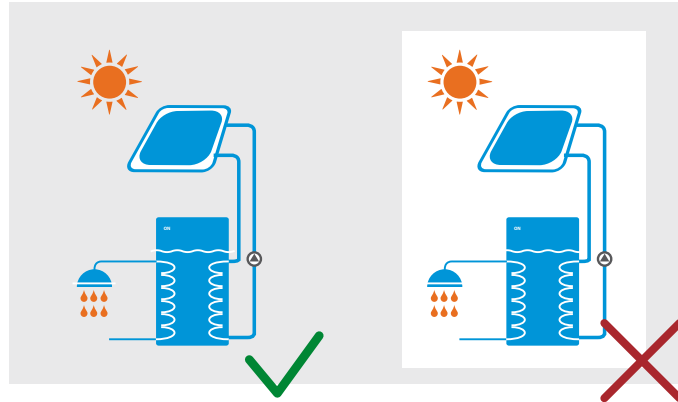
- › Header: 930 x 870 px - used in the header
- › Backgrounds for containers & tabs (depending on the length of the copy): 1530 x 545 px
- › Backgrounds for containers & tabs (depending on the length of the copy): 1530 x 545 px
- › Full width images: 1200 x 340 px – for images in the tekst + image component + images in one column component
- › Normal images (to be used in a two column): 710 x 460 px – Image component within columns, tekst + image
- › Hero shot image: 1670 x 860 px – used in Hero Shot
- › List - photo grid: 500 x 330 px – within manual or automatic list or in the page properties
- › List - article grid: 485 x 200 px – within manual or automatic list or in the page properties
- › Slider – with text: 1500 x 790 px – For image slider
- › Slider – without text: 1150 x 830 px – For image slider
- › Thumbnail – 160 x 180px – For documents



Graphs

Graphs are another element that can enhance content. When adding a graph to a web page, keep these practices in mind:

- › Make graphs transparent or adapted for a white background
- › If the graph is on a white background it must blend in, i.e. no white frame around the graph
- › Avoid adding text to a graph - but if text is required, please make a request to receive a custom graph via Zendesk*



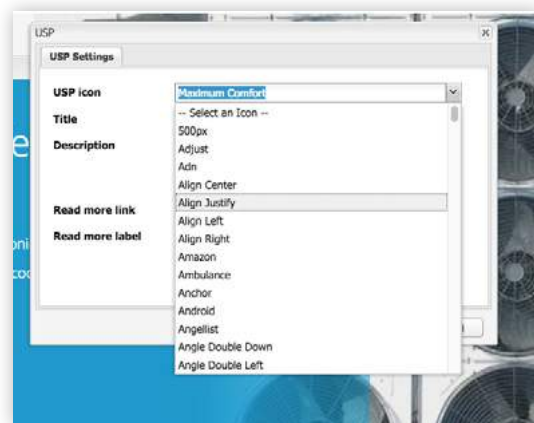
Videos

When adding a video to a web page, keep these best practices in mind:

- › Always use high-quality videos
- › Avoid placing multiple videos on one web page
- › Before adding a video to a web page, the video must already be uploaded onto your Daikin YouTube channel

Icons

Icons are made by our communication agency and then added to the icon section in the CMS (AEM). To request an icon, you can create a ticket via Zendesk*.



* Zendesk: send an e-mail to extranet@daikin.zendesk.com with your request.

Make sure to add as much information as possible: request, source files/screenshots if applicable and a deadline.

Social media buttons

These buttons make it possible to share content and images from the Daikin website via email, Facebook and Twitter.



Forms

For form sections, it's best to keep them brief and not ask too many questions. If you ask too many questions, some visitors may leave the web page before completing the form.

Formstack is the tool we use to create forms for the Daikin Europe website. To integrate Formstack to a web page, please refer to the Daikin CMS Website Manual.

Page templates

Daikin internet homepages

The customer home page is the main home page for Daikin.eu, but there are also two other home pages: the installer home page and the architect & consultant home page. Each home page is structured differently, but they all contain a header and USP component. Each of the homepages contains a clear overview of the products and solutions. This will add depth to the user experience and make information easy to find.



Daikin internet landing pages

We recommend using a landing page when you have a clear call to action (CTA) for the visitor. For a marketing campaign, instead of using banners on a website, you can create a landing page to give the visitor more information about a product or service.

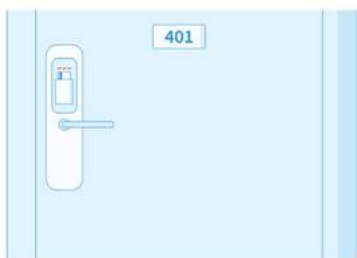
To create a landing page for the Daikin Europe website, keep these best practices in mind:

- › The landing page must contain a clear CTA above the fold (either part of the header or another component).
- › The copy needs to be consistent with other advertisements or offline marketing materials, if these materials are available.
- › The landing page should also include the site navigation, a contact block and footer. These three elements are fixed features for every standard landing page on the Daikin Europe website.

Error pages

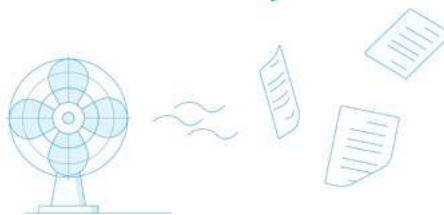
There are 4 types of predetermined error pages in the CMS.

Oops, you don't have the proper credentials...



[Take me home](#)

Oops, this page seems to have blown away...



[Take me home](#)

Oops, connection lost...



[Take me home](#)

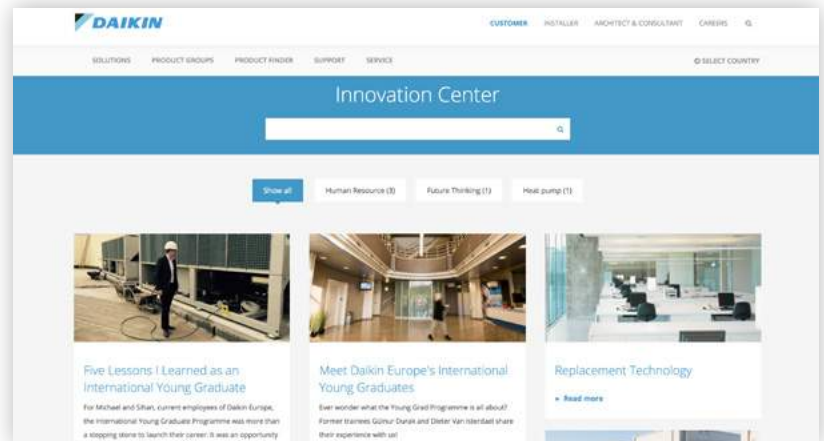
Oops, access denied...



[Take me home](#)

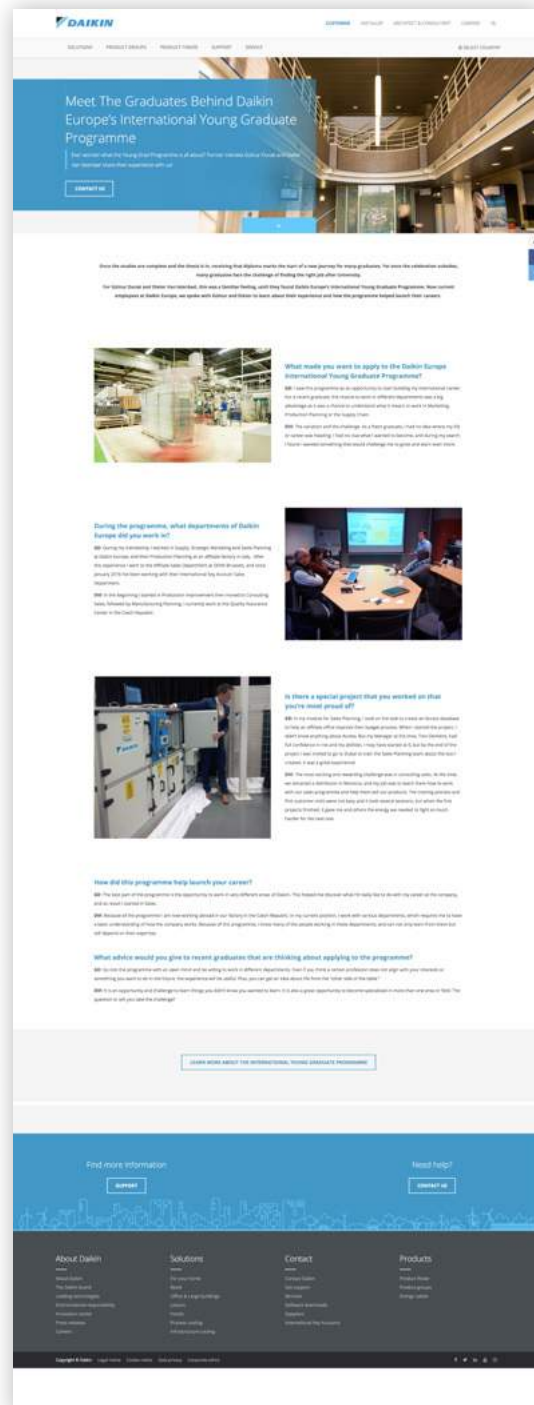
Innovation center

The Innovation center overview page contains basic content about Daikin, and features articles, press releases and much more.



Innovation center article

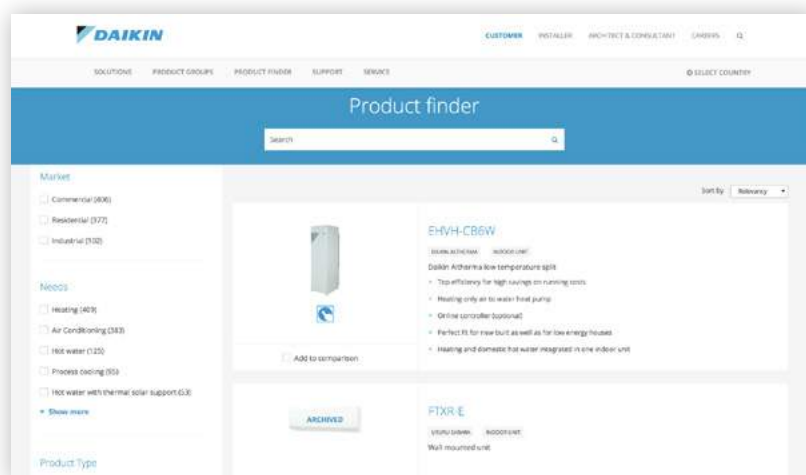
The Innovation center overview is a fixed template, with content already in the CMS. To build a grid on a web page, you need to link it to pages that already exist in the CMS: the Innovation center articles. The blocks in the grid are created based on information from these existing pages and cannot be edited individually.



Search products template

This section of the Daikin Europe website helps visitors search for more information about Daikin products. The visitor can also narrow their search by market, product type/ range and more.

Product information for this template is hosted on the MDM database. If you have questions about a specific product feature (adding more information or images), please contact our MDM representative.



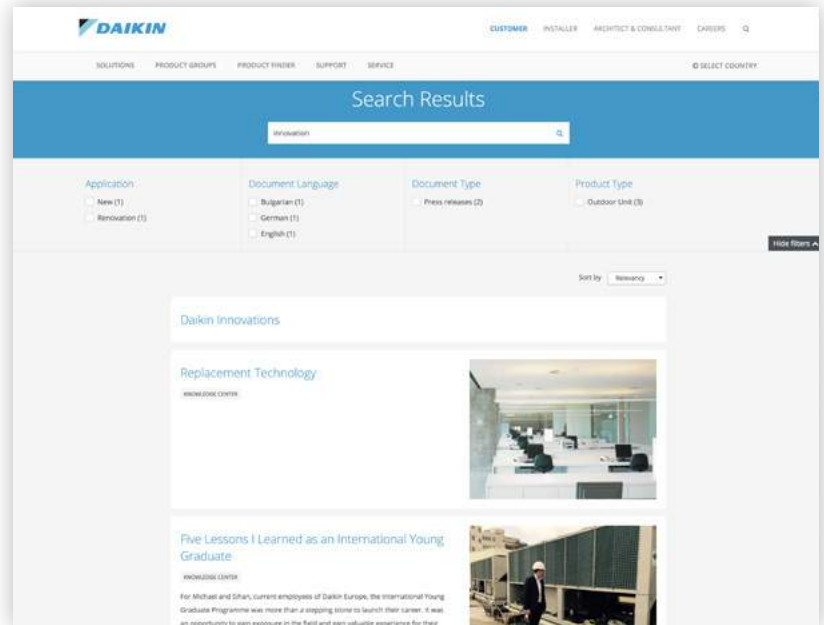
Product comparison template

This section of the website allows a user to compare up to 3 Daikin products.



Search template

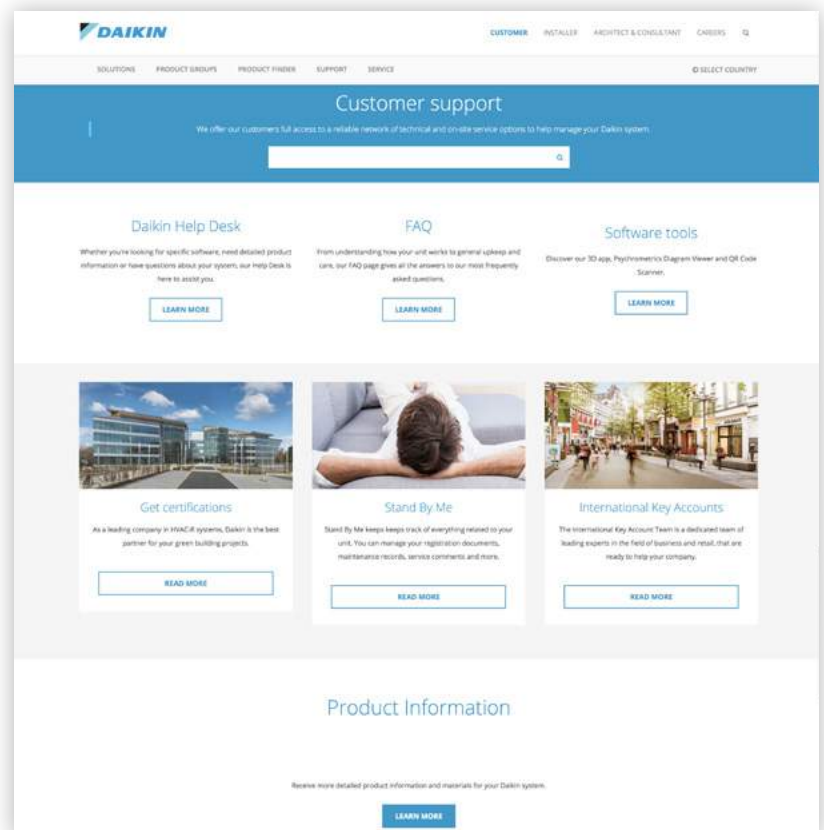
This section of the website allows a user to search and find relevant information about Daikin products, solutions and more.



Support overview

The "Support Overview" web page allows people to search for more information about Daikin products and services. This web page contains a search function at the top with featured content underneath. Based on the keywords the visitor uses, the original content on the page will change to show an overview of relevant articles, press releases and brochures.

While the webmaster can add as many components to this page as they wish, it is important to remember the main goal of the page is to give visitors an overview page with a search function and support materials.



Find an installer

All visitors to the Daikin Europe website can search and find the nearest Daikin installer via the “Find an Installer” web page. Although webmasters cannot change the visual layout of this page, they are allowed to access the content to update and adapt it whenever necessary.

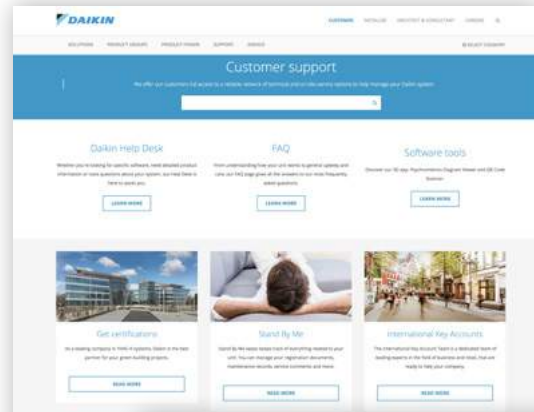
Contact an installer

Once a visitor adds their information to the “Find an Installer” web page, they will then be directed to another web page featuring detailed contact and location information for a nearby Daikin installer. Although webmasters cannot change the visual layout of this page, they are allowed to access the content to update and adapt it whenever necessary.

Structural elements

Segmentation

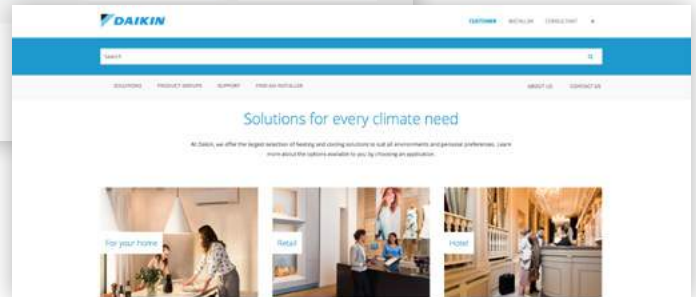
Established layout (this section cannot be changed)



Search bar section

The search bar always contains the same layout: a blue background with a white search bar. It is only available for headers in overview and product search web pages.

The search bar is also included in the top part of the website for navigation purposes.



Main navigation

Users can search for content such as solutions, products or segments, i.e. installers, customers, architects, etc.



Contact section

Established layout (this section cannot be changed)

Contains:

- › 2 - 3 columns, and/or 2 items
- › Up to 3 CTA's
- › A doormat with four columns: About Daikin, Solutions, Contact and Products

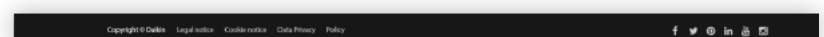


Footer

Established layout (this section cannot be changed)

Includes:

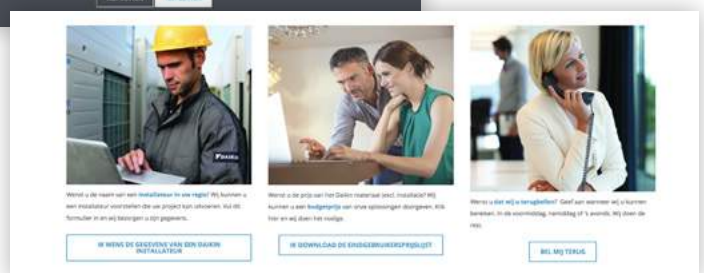
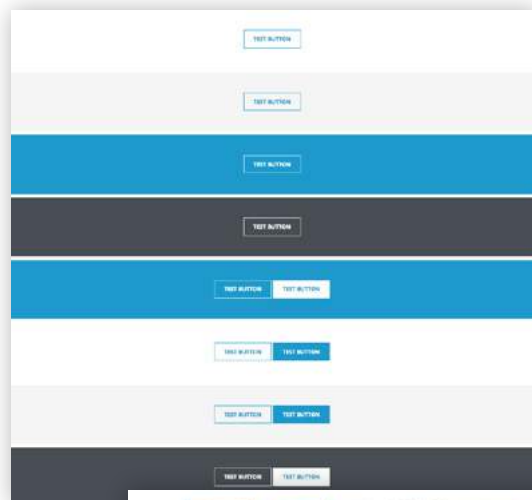
- › Copyright information
- › Legal links
- › Social media links



Call to action buttons (CTA)

Daikin uses a standard button to let a user know when an action on a page can be taken. These buttons should contain a clear call to action and be used sparingly on a landing page. To distinguish these CTA buttons and ensure visual consistency, we offer several fixed buttons based on the Daikin colours, including:

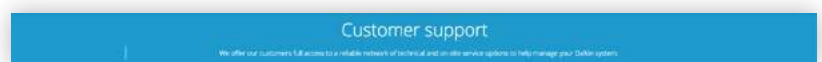
- › Blue border – blue text – transparent background
- › White border – white text – transparent background
- › Blue border – white text – blue background
- › White border – blue text – white background



When adding more than one CTA button to a web page, it's important that the text within each button is justified, (i.e. the text is in the centre). These buttons are only available on the innovation center detail pages.

Header without an image

This component is a header without an image, and is only available in blue.

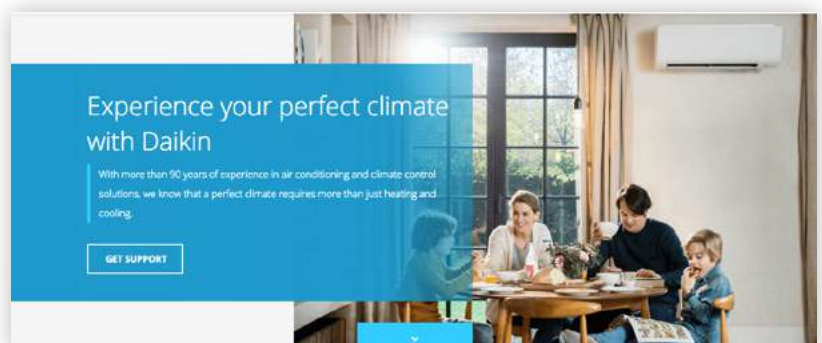


Header with an image

This component is a header with photos, it contains:

- › 1 blue content block with white text
- › 1 image
- › 1 - 2 CTA's

If a webmaster adds an image to a header, the subtext will not be displayed. The header can contain up to 2 CTA buttons. Adding alt text to an image is also important for SEO. For more information, see SEO section.



Components

Internet content blocks

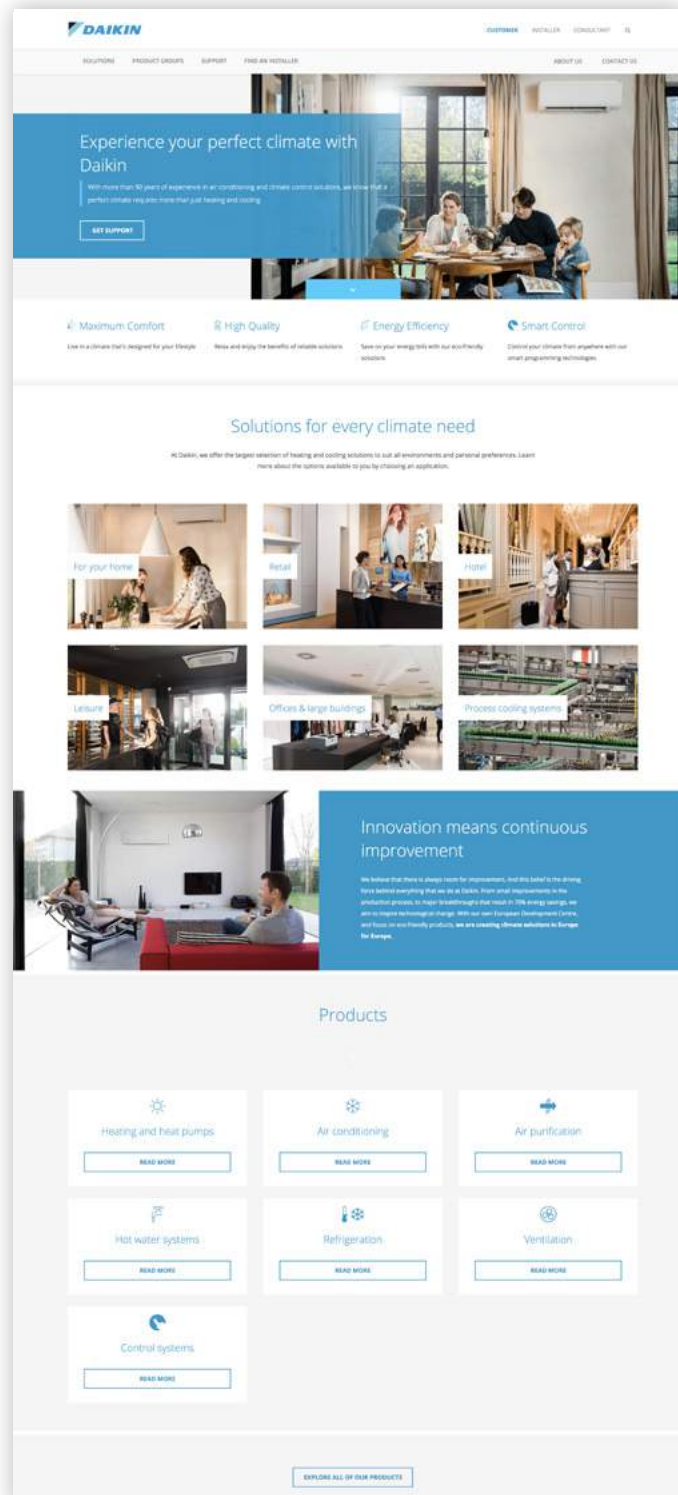
Content blocks display information on a web page, and are separated by a white line to create coherence and structure.

It's important to remember that content blocks need to contain variation. Webmasters should avoid placing 2 or more content blocks of the same colour next to or under each other. The only exception is when a title block and content are combined to create 1 full block.

If you use 2-column components, make sure that images, graphs and/or visuals alternate from left to right.

You can choose from the following content block colours:

- › White background – black text
- › Blue background – white text
- › Dark grey background – white text
- › Light grey background – black text



Content block #1

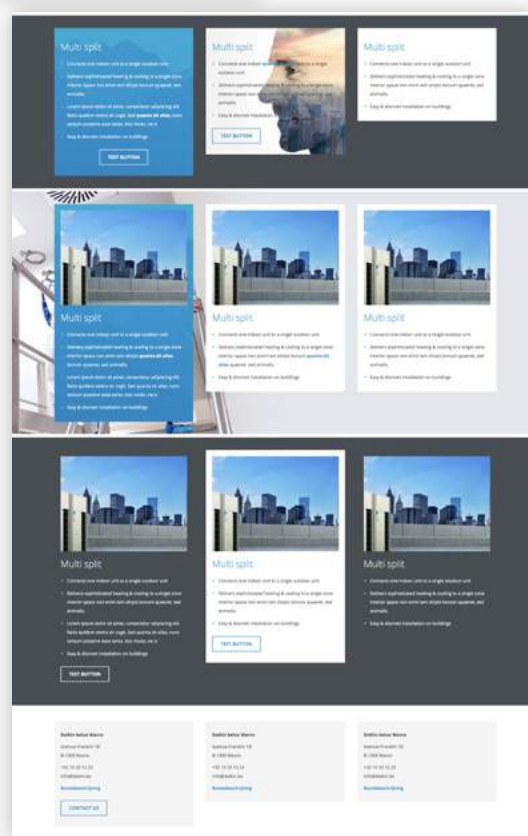
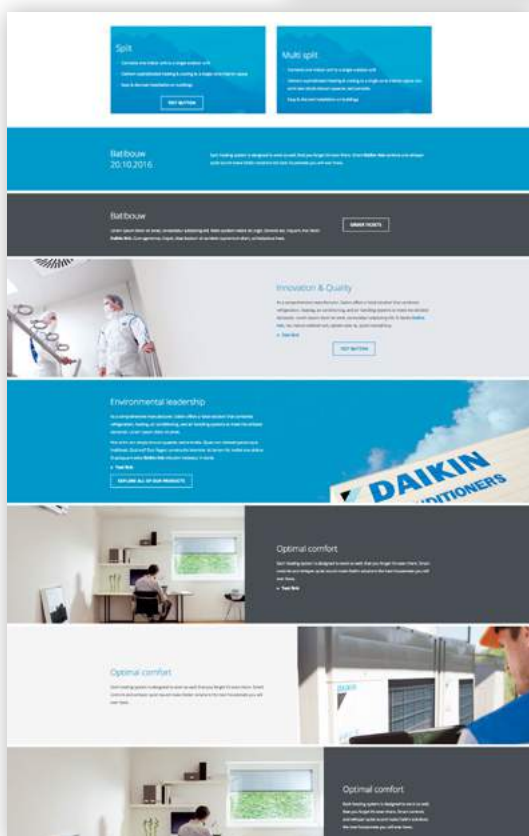
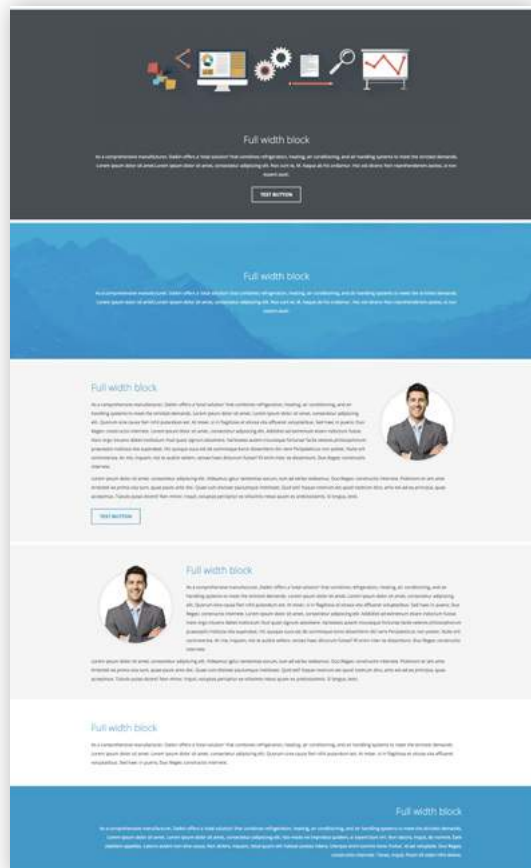
This content block only uses one column.

Content block #2

This content block uses two columns.

Content block #3

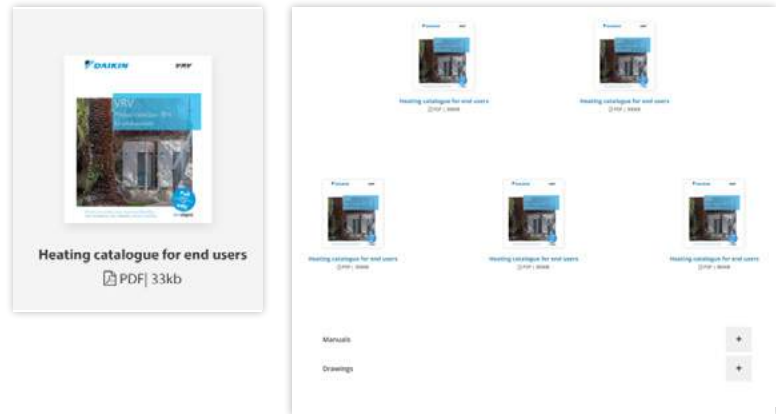
This content block uses three columns.



Download component

This fixed component indicates when a user can download one or more files. Choosing an appropriate title and thumbnail is desirable.

Not: "brochure-v4.pdf".

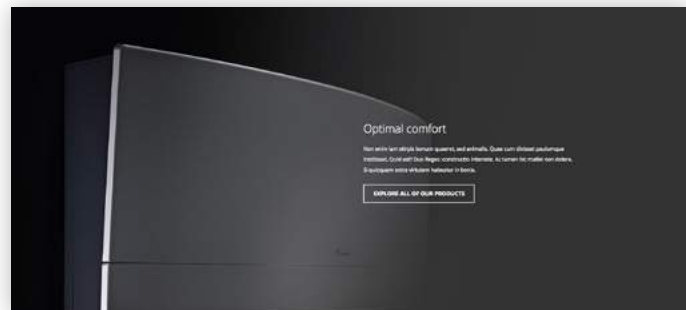


Hero shot

The hero shot highlights a Daikin product. To reinforce Daikin's visual identity, webmasters can choose a Daikin theme that contains a fixed background and font colours.

We offer the following Daikin themes:

- › White background – black text
- › Blue background – white text
- › Dark grey background – white text
- › Light grey background – black text



Infographic

An infographic gives a great illustration of how Daikin products look in a residential, commercial and industrial setting. Daikin Europe creates and delivers custom infographics just for the website. If you want to add an infographic to a web page, webmasters can request one via Zendesk*



* Zendesk: send an e-mail to extranet@daikin.zendesk.com with your request.

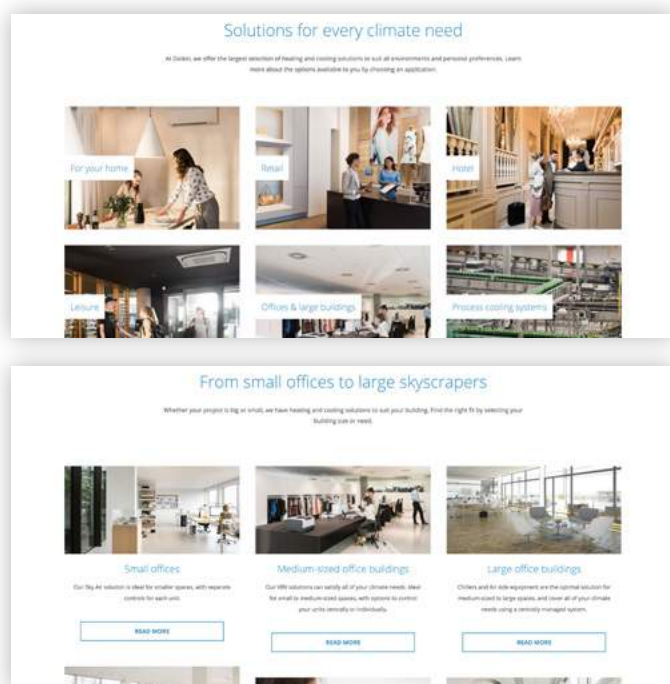
Make sure to add as much information as possible: request, source files/screenshots if if applicable and a deadline.

Lists

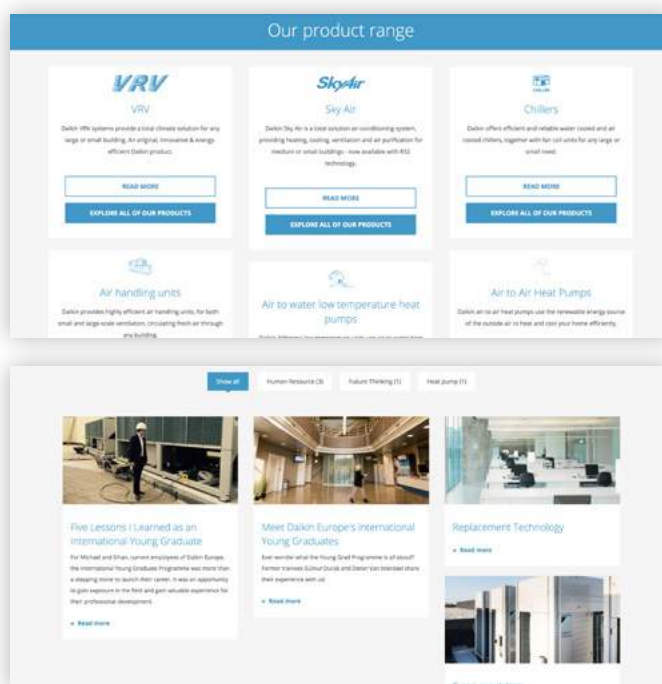
Lists are a great way to condense information in a content block. When creating a list, a webmaster can choose up to 3 blocks and place them horizontally on a web page. The height of a content block can vary, depending on the images and/or length of text. Images must also be consistent e.g. no product images next to installation images.

Webmasters can also customise this section to include icons or images and a background colour. The background is based on a fixed selection of colours from the Daikin palette, which includes: blue, light grey and dark grey.

Picture grid



Card icon grid

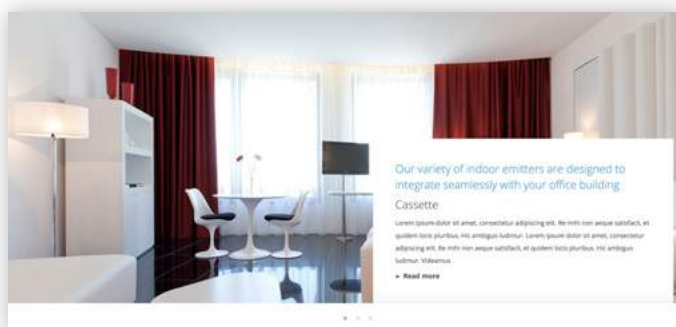


Card picture grid

Article grid

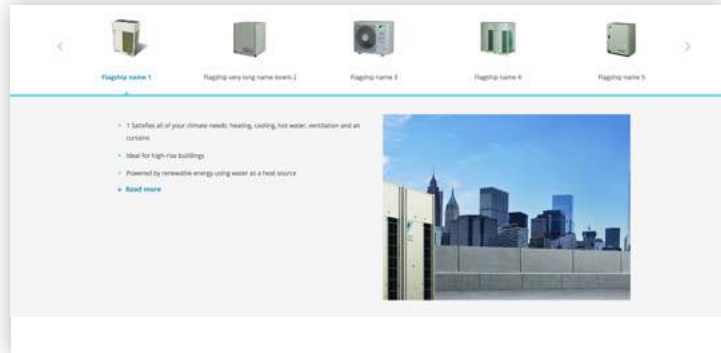
Image slider

This feature combines high-quality images to showcase a theme on the Daikin website with an optional text. For example, the image slider can be used to showcase Daikin products, different Daikin locations, etc.



Flagship slider

The flagship slider can be used when having multiple items/products to display but also want to provide an extensive explanation (in which case the manual list item or the picture slider are insufficient).



Tab block

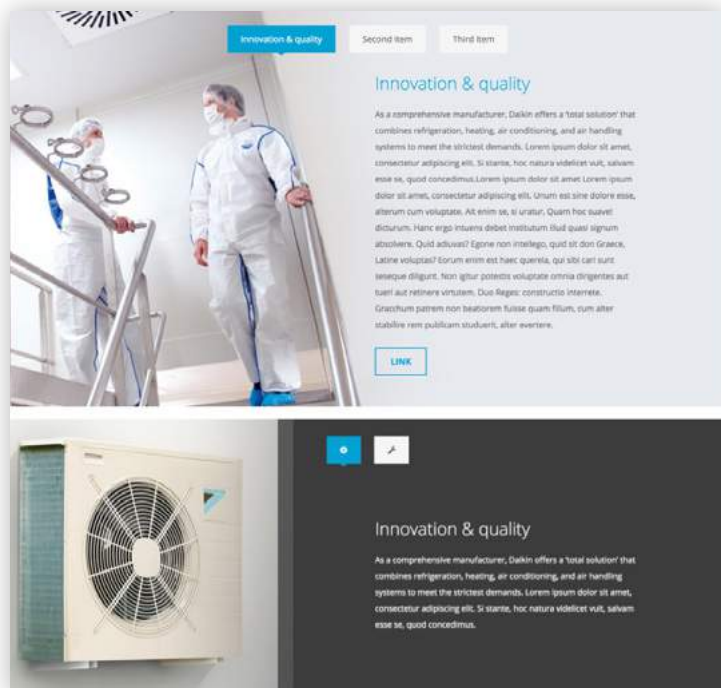
The tab block (min. 2 tabs) allows a visitor to gain more insight about a Daikin product, and is organised according to subject, e.g. solutions for the home, solutions for leisure, etc. Webmasters can customise tab blocks by including icons or text, a background image and a clear CTA button.

Keep in mind: You cannot use both icons and text. And if text is chosen, keep the text to just one line.

If a background image is chosen, the image is automatically adjusted to be either on the left or right of the text. A background colour is also automatically added next to the image to ensure the text remains the focal point of the content block and is easy to read.

The Daikin themes for this component are:

- › White background – black text
- › Blue background – white text
- › Dark grey background – white text
- › Light grey background – black text



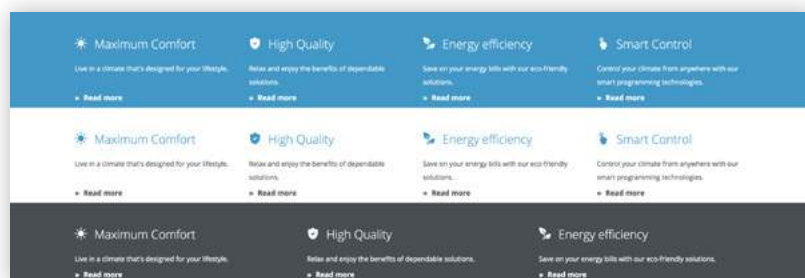
Title block

The main purpose of a title block is to define different sections of the website. This block is often used in conjunction with another block to create 1 content block.



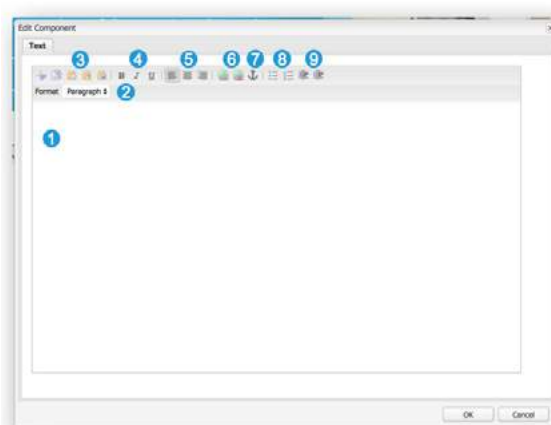
USP block

The USP block is a feature on all three Daikin home pages and showcases the 3 – 4 USPs of a product or section. The background colour can be either white or blue. If needed, this block can also be used to display content other than USPs; webmasters will just need to fill in the title and include a link. The USP component is only used underneath the header of a web page.



Text block

The text block is the only component on the website where you can choose the font size and customise the design.



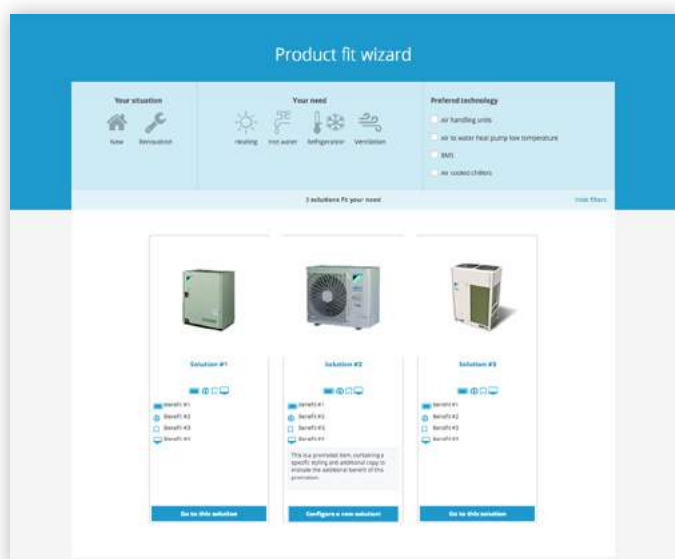
1. Enter the copy
2. Select the styling (heading vs paragraph)
3. Cut/Copy/Paste
4. Bold/Italic/Underline
5. Alignment
6. Add or remove link
7. Define Anchor
8. Numbered vs bullet list
9. Outdent vs Indent

Product fit wizard

The product fit wizard is a tool where users can search for and find Daikin products. By selecting filters, visitors can narrow down their choices to find the best product that meets their needs.

The layout and design of the product fit wizard is predefined, but product images can be added separately. Please refer to our best practices for product images from this guidebook.

To add a product fit wizard to your website or web page, check the Daikin CMS Manual.



Questions?

If you have any questions about this Visual Guide, please contact: support@daikin.zendesk.com



Displaying products and solutions

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Visual identity

for displaying products and solutions

Message

The first chapter of the Visual Identity Book is the basis for preparing the new guidelines for displaying products and solutions.

To achieve visual identity there should be no conflict between these areas.

The VI Book for displaying products and solutions establishes guidelines on how future areas should be designed (shops, flagship stores, displays, ...).

The VI Book serves both as a planning aid and as a basis for future areas designs.

It offers ideas which should be implemented as far as possible in cooperation with a design agency and / or a local architect.

Main idea

Basic principles of brand-identity

How to display products & solutions

The very core of the brand must be conveyed: through technology, clarity, customer-focus and superiority.

Technology

The products are of sophisticated technology and of high quality. The focus is not just on the display of dry technical specifications but on how the technology makes a positive contribution to existing needs.

Clarity

The primary focus is not only on displaying products but on solutions. This relationship (product <—> solutions) should be presented clearly.

Customer & Consumer-focus

- What interests the customers and consumers?
- What do they respond to?
- What are their wishes / concerns?
- How can you help them?

These questions differ from country to country, from region to region.

An atmosphere in which the customers and consumers feel understood can easily and effectively be created through quotes and emotional images.

All equipment must be connected and functioning properly in order to show them the benefits live, directly and immediately.

Superiority

It is important that next to competing products Daikin products look stronger, more elegant, more intelligent and more valuable, e.g. in wholesale dealers or multibrand stores.

Look & Feel

Representation of brand-identity

Description of the new “Look & Feel”

Daikin wants to be perceived as an international premium brand and demonstrate market leadership. The company looks back on a long tradition, has developed great expertise in its field and is a leader in innovation.

Daikin's excellent customer service, very good supply network and convincing solutions must be emphasised.

Step 1

The first impression should create an association of clarity.

The Daikin brand is elegantly presented without being overbearing.

For the atmosphere you want to create the brand needs to be presented fully in line with the VI-Book guidelines: white-blue-black and tidy.

The logo is a key element, clearly visible and well-proportioned (preferably slightly smaller rather than too large).



Step 2

On second glance, or closer up, the customer is "drawn in" at different levels.

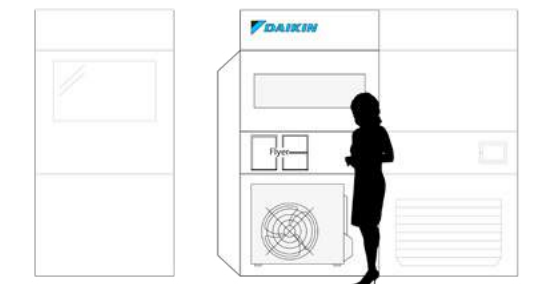
Desires, visions and solutions are directly addressed in an atmosphere that is technical and clear, but also conveys a certain sense of security and closeness. In addition to quotes and slogans, emotion images serve to achieve this. Where space allows, situations should be created that favour pleasant and comfortable informative and sales discussions (at the lounge, coffee bar or desk if available).

Ideally, these situations involving working installations serve as examples of how the products are used.



Step 3

At the third look, the customer is already directly at the product and its immediate vicinity, where relevant details are presented and solutions demonstrated.



Exterior

Representation of shop facades

Exterior finish

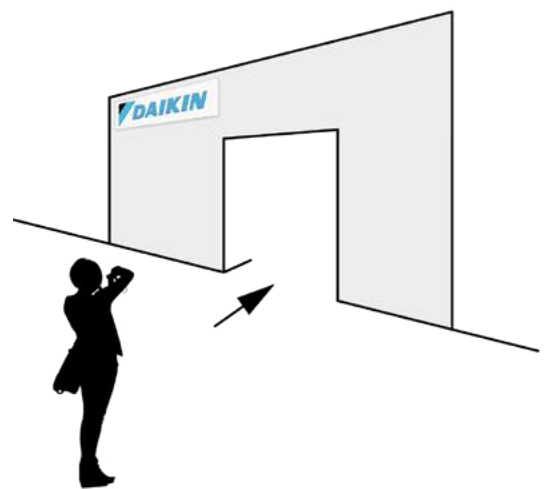
Shop facades vary greatly depending on the properties in which they are located.

The perfect location of a Daikin shop is on the ground floor in a highly frequented area.

It is important that the facade is clean and in good condition so as to leave a good first impression. A white coloured facade is recommended.

The outside space should have room for the mandatory signboard, and the display windows must be suited for promotional messages by means of labelling.

Additional advertising measures, such as pylons or roll-up posters are welcome.



Shop with frontal logo



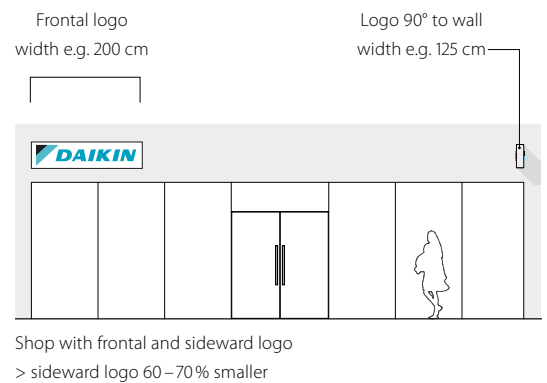
Shop facade with frontal and sideward logo

Exterior Signboard

In addition to its function as a “signpost”, the exterior signboard is key to displaying the Daikin brand in public. It is often the first point of contact, the one associated with the brand, and should therefore be of high quality, properly sized and well placed.

In any case the Daikin logo / signboard has to be setup horizontally, never vertically.

In case of applying a frontal AND a sideward (90° to wall) signboard it is recommended that the sideward signboard is 60 – 70 % smaller than the frontal signboard.



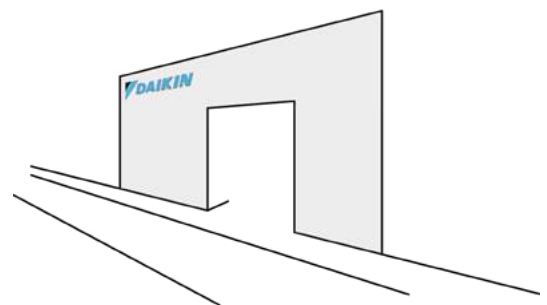
Implementation

The best implementation of the signboard would be to illuminate it for creating a better visibility during day and night. The following rules also apply if you do not use illumination.

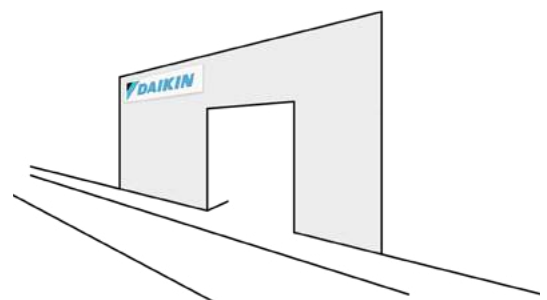
There are two recommended possibilities:

- The best implementation of the signboard would be to use single letters as they appear fresher and of higher quality.
- Another possibility would be to use a white box with pre-assembled (illuminated) single letters.

In case of a non white facade (e.g. colour / bricks) it is preferred to use a white box with single letters. Otherwise you might create brand irritation.



Single letters



White box with single letters

Exterior Signboard

Signboard dimensions

Signboard measurements

The size of the logo and the distances are defined in chapter “Daikin Logo” and on the Daikin business portal “my.daikin.eu” > select marketing / guidelines / logo guidelines.

The basis for this applied example is the Daikin logo with a length of 72 mm and a surrounding clear zone of 10 mm. The same proportion should be applied for logos on shop facades.

Signboard size:

Minimum height of logo including clear zone:
53.5 cm / Minimum length: 140.5 cm

Info:

The logo is always surrounded by a clear zone.

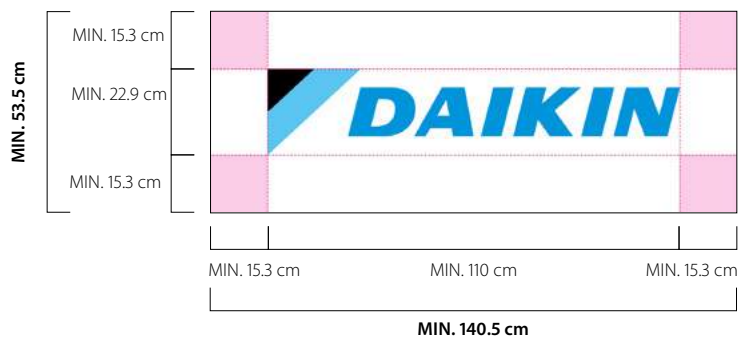
Do not have any other items in this area.

The clear zone is also the measurement of the signboard position on a shop facade > see next page “Signboard position”.

Basis logo sizes



Minimum signboard sizes



Material

For the (illuminated) single letters it is recommended to use transparent acrylic glass which is blue/black laminated on the front of the letters.

If you do not use any illumination it is also possible to use blue/black powder coated metal for the letters.

The finish of the box should either be made of white acrylic glass or white powder coated metal.

Please check the colour of the letters if you use illumination.

Only use white daylight colour (4000 K – 5000 K).

Signboard position

There are different possibilities of placing a Daikin signboard:

Version 1

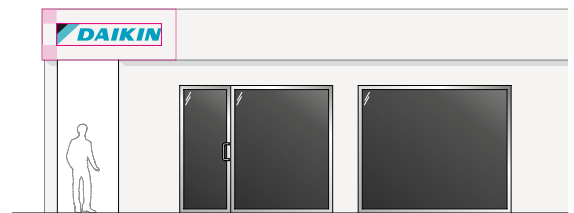
The logo is located above the first left window / door.



Version 1 / Daikin logo made of single-letters

Version 2

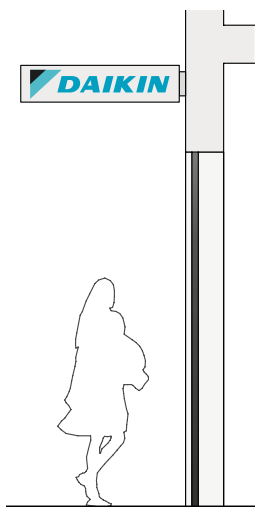
The logo is adapted to specific architectural conditions. The distance must be measured from the outer left edge of the facade.



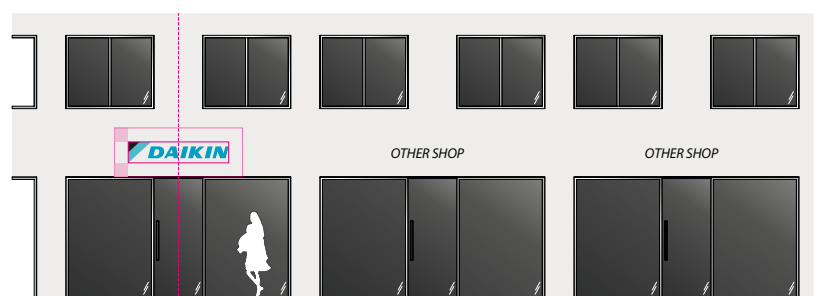
Version 2 / Daikin logo made of single-letters

Version 3

The logo is located above the middle of the shop facade or door.



Signboard 90° to wall



Version 3 / Daikin logo made of single-letters

Exterior Signboard

Signboard box

Box sizes

By choosing a signboard made of a box with single letters, a **minimum size of 125 cm × 29 cm** is specified. The distances from the Daikin font and triangle are shown in the illustration below.

The maximum length is not limited, but it is preferably recommended to choose a small signboard rather than a big one to keep it more elegant.

The size of signboard boxes has to be proportionally adjusted (e.g. 170 cm × 39.4 cm).

Please make sure that the logo is always surrounded by a clear zone.



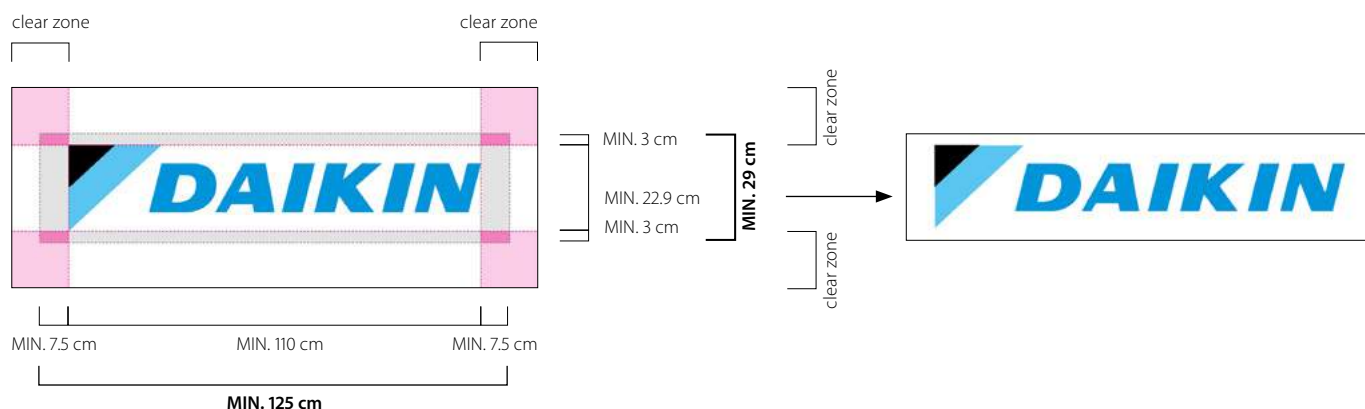
DAY VIEW — lightbox with single letters / both made of acrylic glass



NIGHT VIEW — single letters on wall

Basic signboard box

> Please adjust your signboard size proportionally to these dimensions



Signboard box with additional text

Additional text for company name or business area

If you wish to add a text to "DAIKIN" such as your company name or business area (e.g. heating & air conditioning), please read carefully the Daikin logo manuals on the Business Portal: my.daikin.eu, select marketing and then Logo Guidelines.

Different manuals are available:

- › General use of Daikin logo: Daikin logo_Do and Dont
- › Daikin logo combined with logo business partners
- › Daikin logo combined with logo certified dealer

If questions, please do not hesitate to contact the marketing department of Daikin Europe N.V. (corporate@daikin.zendesk.com)

The distances from the outer frame should be exactly the same as distances of the basic signboard box.

Additional text could be placed below the "DAIKIN" font. The distance between the "DAIKIN" font and additional text should have the same height as the clear zone of the frame. The text needs to be right-aligned, beginning from the edge of the outer "N".

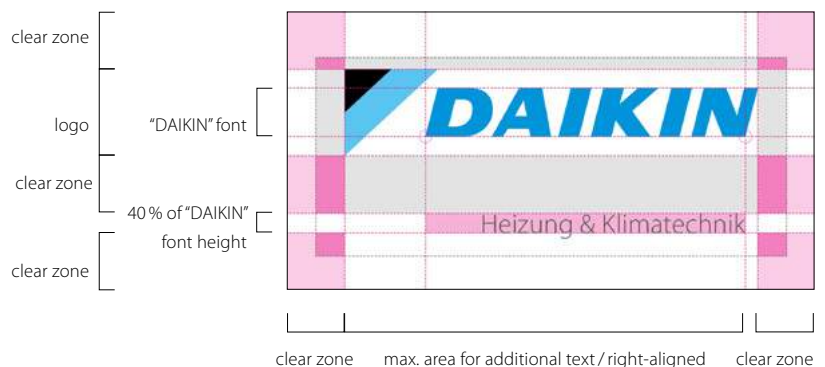
The height of the text font should be 40% of the "DAIKIN" font height.

The width of the text is limited to the width of the "DAIKIN" font.

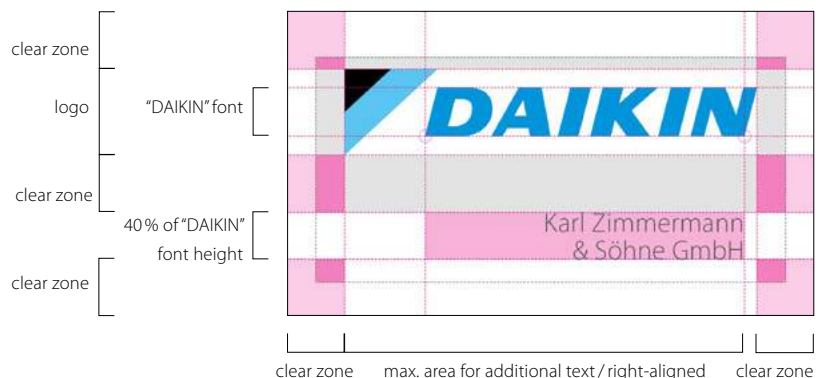
If you need more space for text you can add a second line in the same font size > see examples.

The only difference is that the distance from the lower outer frame should be double the size of the upper frame > see example.

Signboard with Text in 1 line



Signboard with Text in 2 lines



Exterior

Display windows

General rules

The basic rule is: The bigger the display windows, the better. The presentation of Daikin should be as open and inviting as possible.

The main idea is to use the whole shop as a display.

Display windows and labels should be used in a way that ensures no restriction on the view of the show room and the product presentation.

Material & colours

Printed and transparent adhesive foils or stickers are suggested to use for labels and advertising because of their flexibility.

The colours should be predominantly white / grey / blue / black — as mentioned in chapter "Colour world".

Display label grid

The grid consists of small squares of 10 × 10 cm.

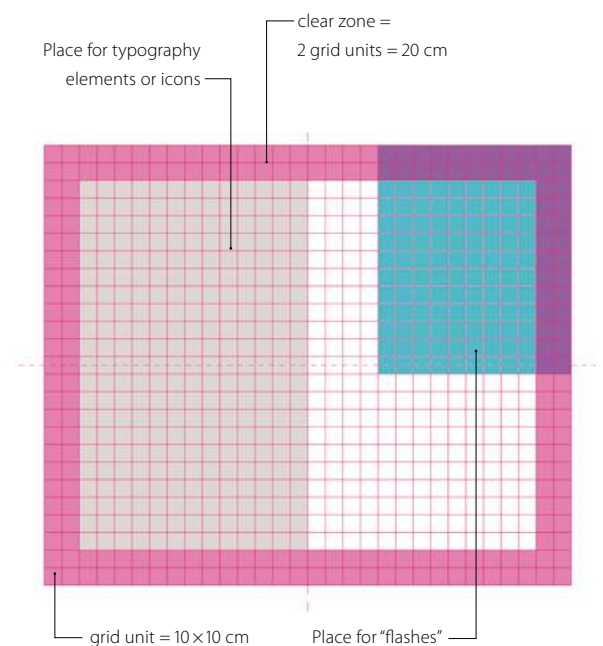
The label is surrounded by a clear zone (**pink area**) where NO TEXT should be placed.

The **grey area** (only large display windows) is reserved for icons and typographic elements. The size and proportion of it should be applied from the print applications for large formats. For these elements preferably use white or Daikin blue colour.

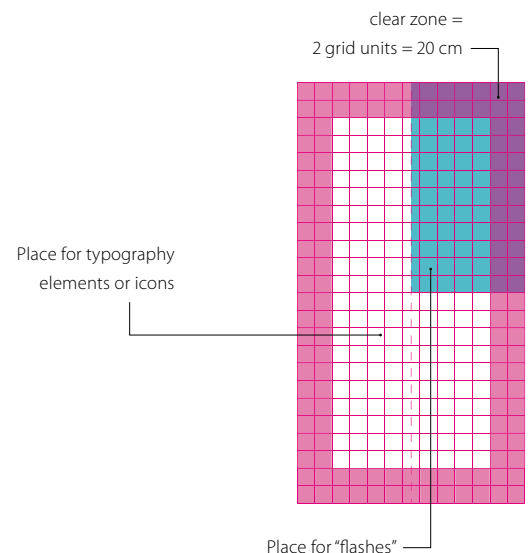
In case of having small display windows, it is possible to use the whole area in the centre for icons and typographic elements.

The **blue area** defines the possible position for advertising labels, so-called "Flashes". The surrounding clear zone for this area amount to one grid unit. The blue area with text and information content should be placed above the centre space, approximately at eye level (see examples).

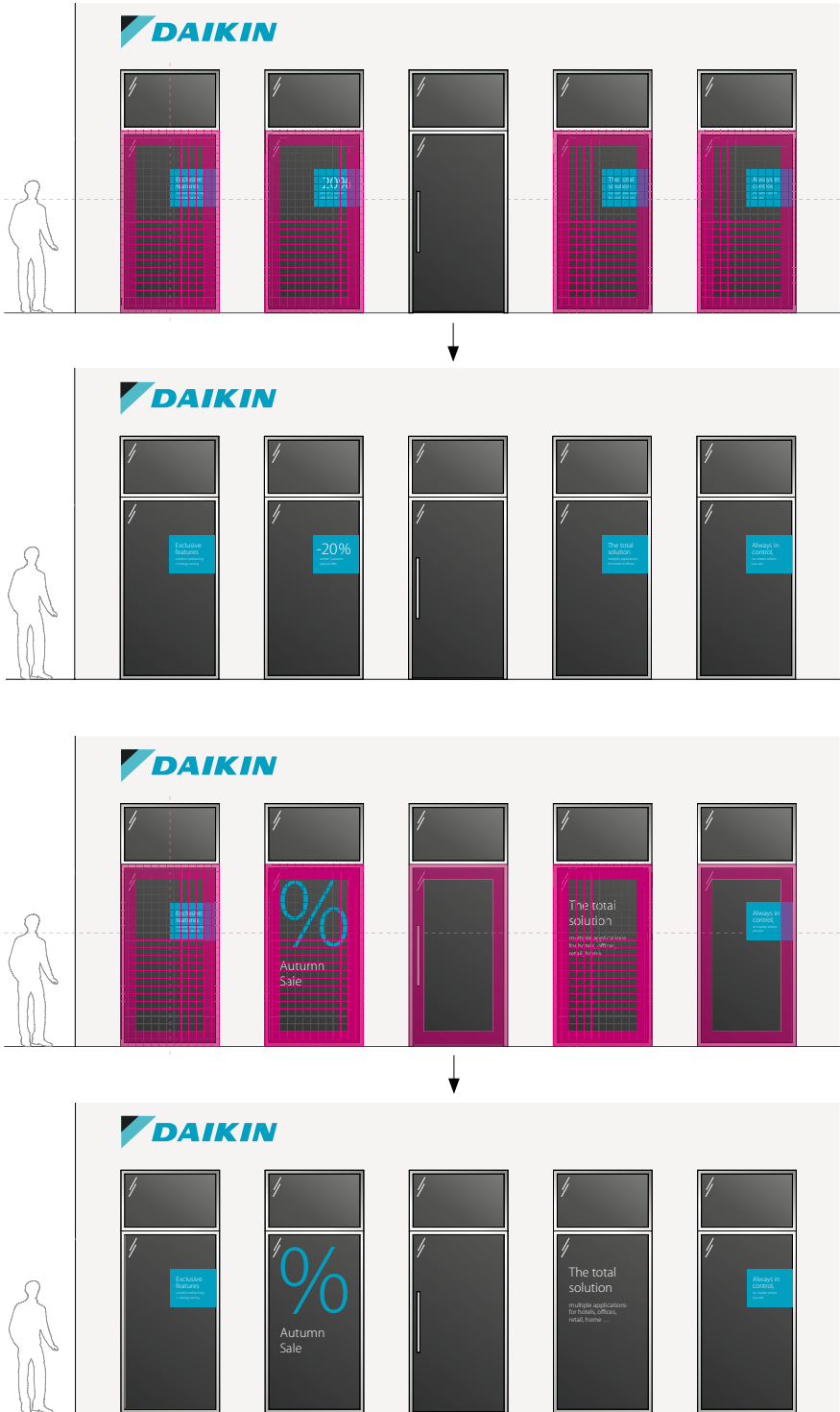
Display window — large



Display window — small



Examples



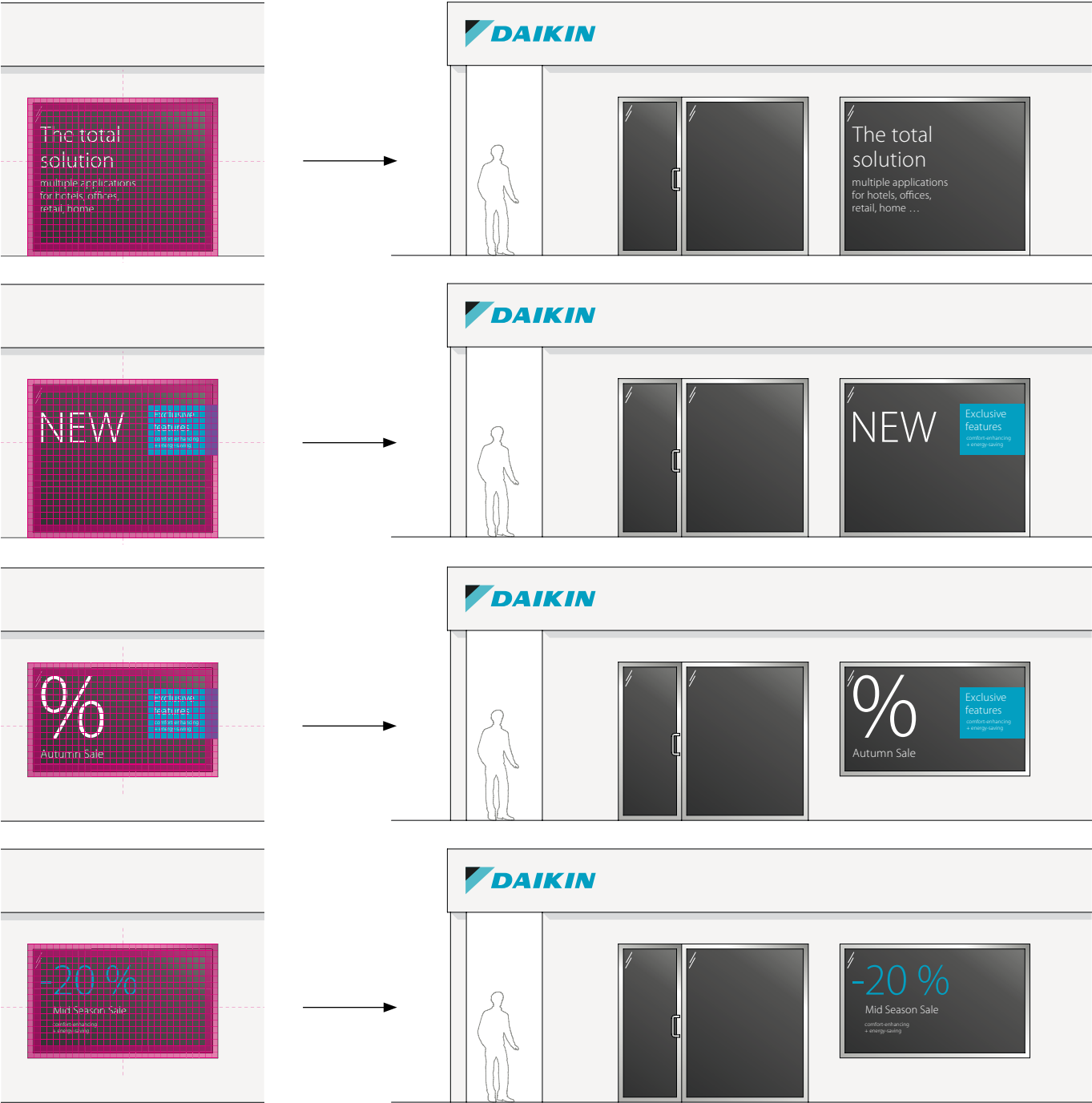
Exterior

Display windows

Examples



Examples



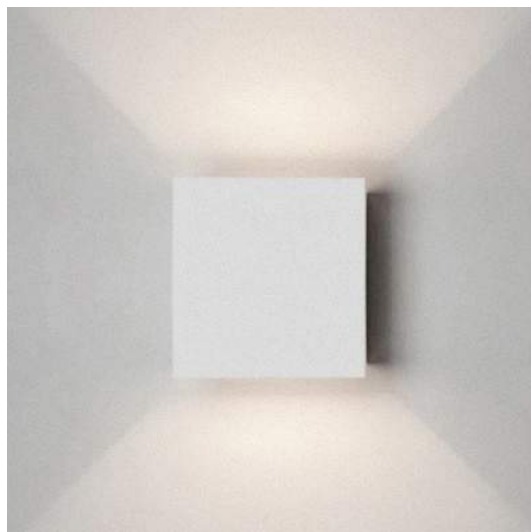
Exterior

Outdoor elements

Outdoor lighting elements

A linear and straight design is preferred.
An indirect lighting on the facade also gives a nice first impression.

Ideally the colour of the lamps should be white or light grey.



e.g. Molto Luce / Next LED, white



Shop facade / day view



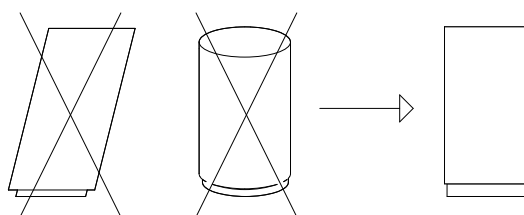
Shop facade / night view

Additional outdoor advertising elements

Beach flags, pylons and similar outdoor advertising elements are welcome.

The used elements should be of good quality and always in good condition, as well as in line with the guidelines of the VI-book, see chapter “Advertising”.

Like for the outdoor lighting elements, a straight design is recommended.



Beachflag examples



Pylon — day view



Pylon — night view

Interior

Daikin shops inside

The shop in general

Regardless of whether the space already exist or has just been found, a bright, open and manageable structure should be created. The focus should be on the products which must be easily accessible. The premises must be in good condition, as this reflects directly on the products.

A basic rule is to always display flagship products in the front and / or most visible area of the shop.

Ceilings

The type of ceilings depends on the local conditions. If possible, smooth, white and basic ceilings are preferable, since they appear fresher and more modern.

Walls

In general the walls should be white-coloured, in good condition and tidy. The wall design is dependent upon several factors: property (some with their own rules, e.g. multibrand stores), location (e.g. coffee bar, reception) and function (doors or windows).

The walls located directly around the displays should be painted in a different colour. This is described in chapter "Displays" — Artwork/ colour-frame.

Floor

A good and friendly contrast to the cool white/blue/black is established through the use of wood-coloured-floors.

Parquet flooring is preferable, but very easy-to-clean PVC with the appearance and structure of wood is also applicable.

The colour of the floor should be pale and natural (e.g. light coloured oak). It is highly recommended to use a high-quality product. The quality differs tremendously between PVC products.



Parquett floor: e.g. HARO / Plank Oak white
PVC: e.g. FORBO / Allura Commercial 0.55 mm / w60070



Light

Good lighting is essential.

In general there are two different types of lighting elements: technical light and decorative light.

Technical light illuminates the products and creates brightness in the room.

Decorative light is produced by lamps that themselves are decorative in nature and thus serves purely to create atmosphere (for decorative light — see chapter “Furniture”).

It is important to ensure that light and illuminated areas are also visible from the outside during the day, as otherwise the shop will appear to be closed.

Technical light

In accordance with the technical products, the general light colour should be white (4000 K – 5000 K) and not have the colour of artificial or warm light.

The light is ideally produced by adjustable spots which can be directly focused on the highlights (displays, products, quotes, logo, images, ...).



Track lighting system: e.g. Molto Luce / Shopstar, white



Recessed downlight: e.g. Molto Luce / Only white



Displays

How to display Daikin products & solutions

Basics of product presentation

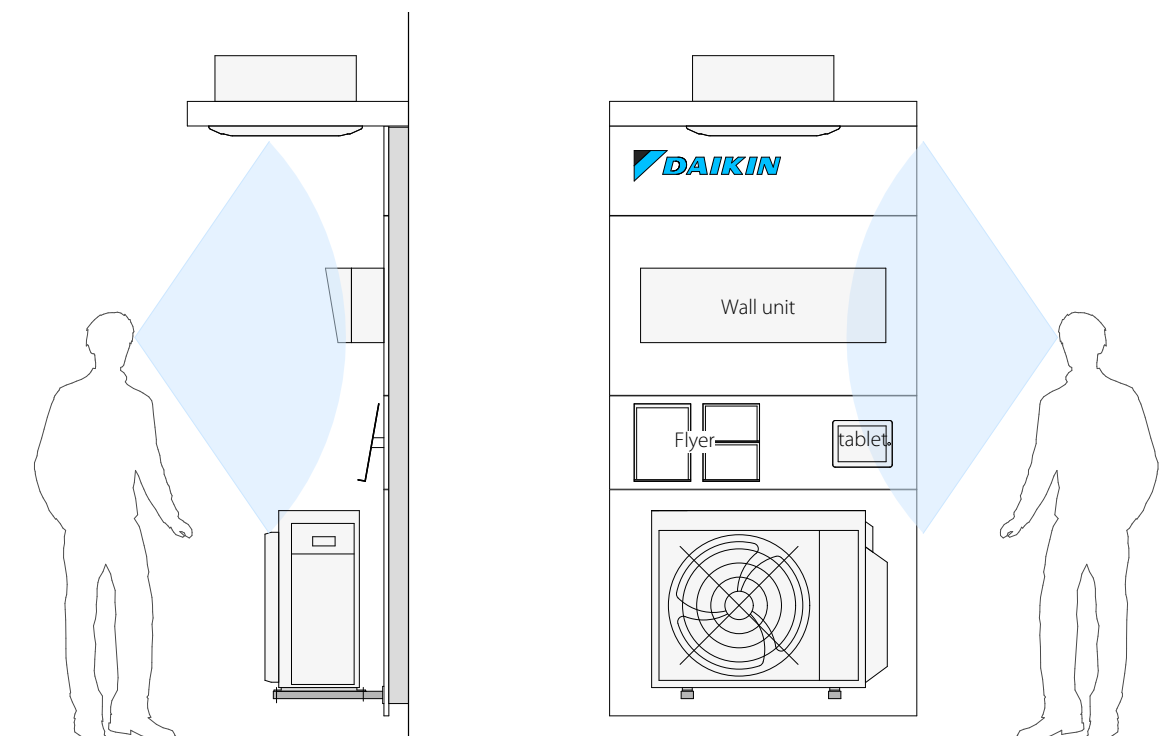
The products are the most important elements of the display areas.

Ideally, they are fully functional and positioned in the space where they would normally be used (e.g. wall unit — on wall / ceiling unit — overhead, ...).

The wall unit is used as an example to explain how the product should be positioned in general: It should be mounted on the wall in a height that allows customers to touch and inspect it, but should never be put too low so that it can only be seen from above.

Information material, multimedia hardware and remotes should also be placed at a useable height.

Under no circumstance should a product be shown WITHOUT the corresponding display (e.g. unpacked on the floor on its box).

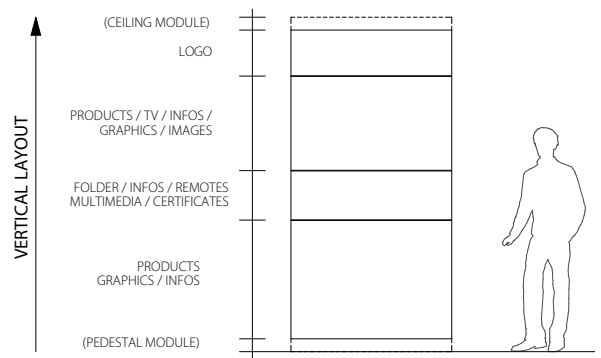


Layout — Organisation

In order to describe the products, it is recommended to use displays on which the devices are presented. These should be organised according to the following structure:

Vertical layout

A vertical layout governs the position of the logo, the positioning of the products, the placing of information brochures and the integration of multimedia and remotes.



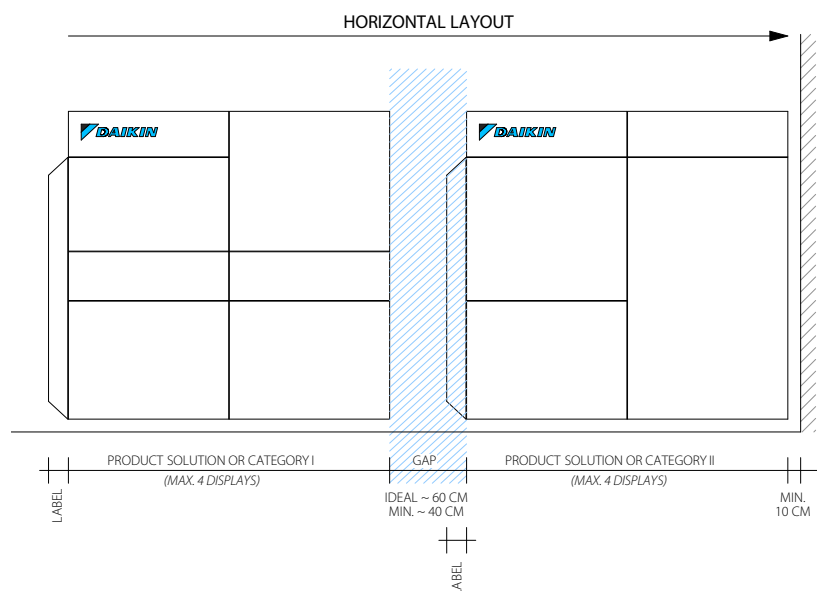
Horizontal layout

A horizontal layout stipulates the minimum spacing between the products and requires products to be thematically arranged in groups. Intermediate elements and/or colours organise the various categories.

In order to avoid an impression of overload, the maximum number of 4 displays without leaving a gap should not be exceeded. The width of the gap between the display product solutions/categories should ideally be 60 cm, the minimum being 40 cm.

The minimum distance of displays to the wall is 10 cm.

The only exception is if displays are mounted around the corner (no gap necessary).



Displays Sizes

A system of ten different display sizes has been developed depending on the dimensions of Daikin products and their location.

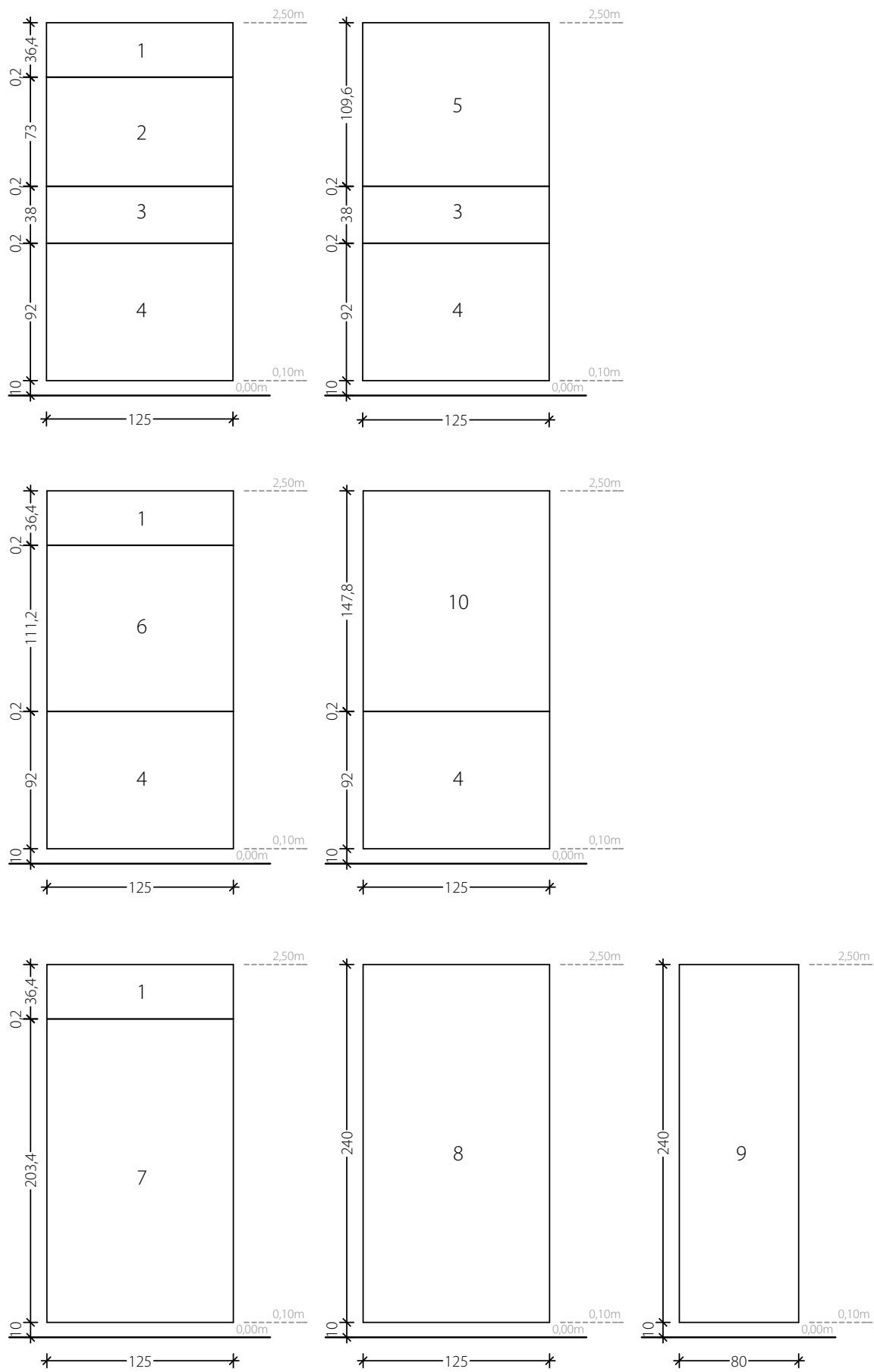
The general width of all displays should be 125 cm.

Display No.9 with a width of 80 cm should only be used if there is not enough space.

The maximum height of each configuration should not exceed 2.40 m.

Sizes

Display No.1:	36.40 × 125 cm
Display No.2:	73.00 × 125 cm
Display No.3:	38.00 × 125 cm
Display No.4:	92.00 × 125 cm
Display No.5:	109.60 × 125 cm
Display No.6:	111.20 × 125 cm
Display No.7:	203.40 × 125 cm
Display No.8:	240.00 × 125 cm
Display No.9:	240.00 × 80 cm
Display No.10:	147.80 × 125 cm



Displays

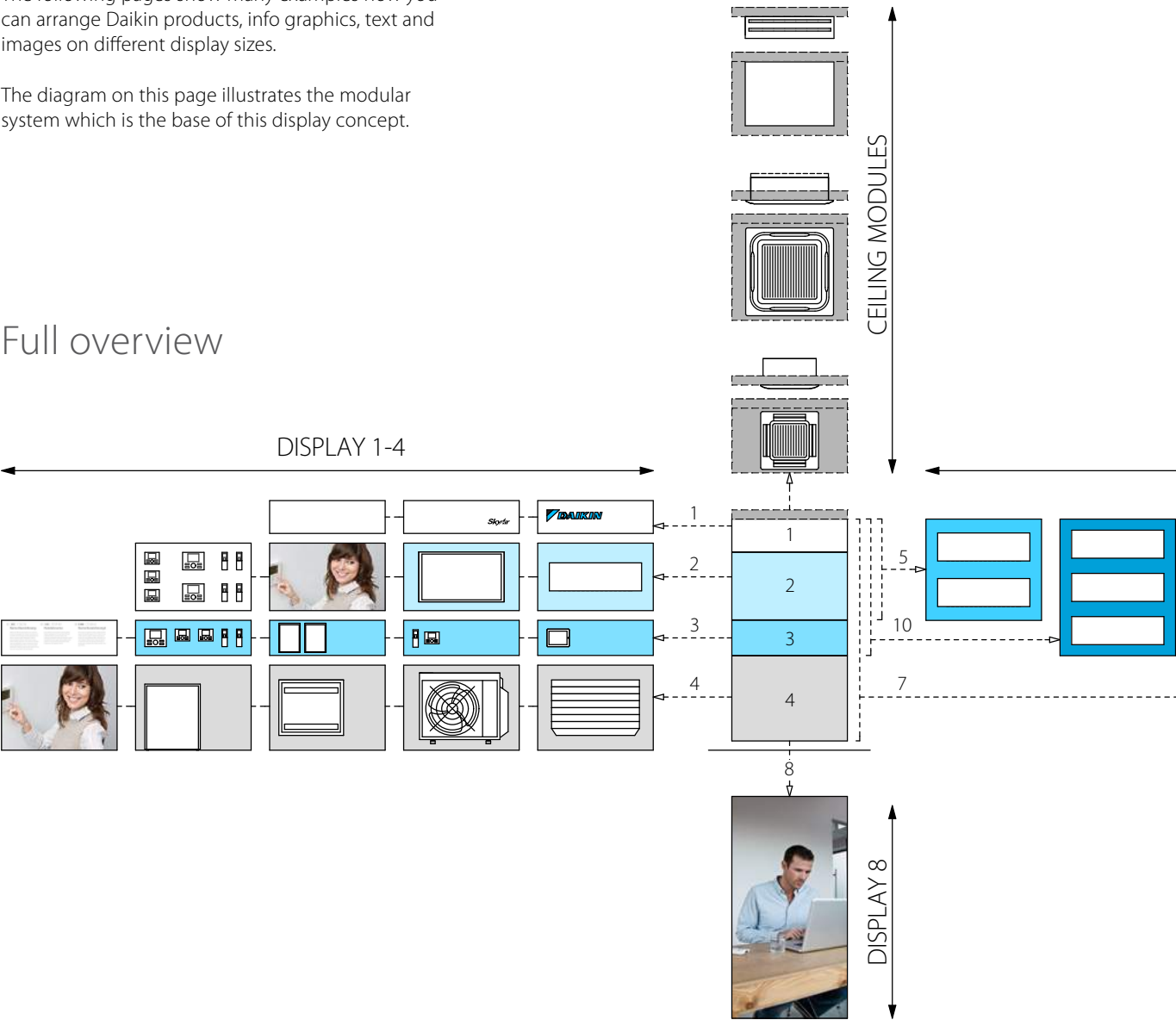
Content

There is a huge range of Daikin products that can be displayed.

The following pages show many examples how you can arrange Daikin products, info graphics, text and images on different display sizes.

The diagram on this page illustrates the modular system which is the base of this display concept.

Full overview



DISPLAY 5-7 / 10



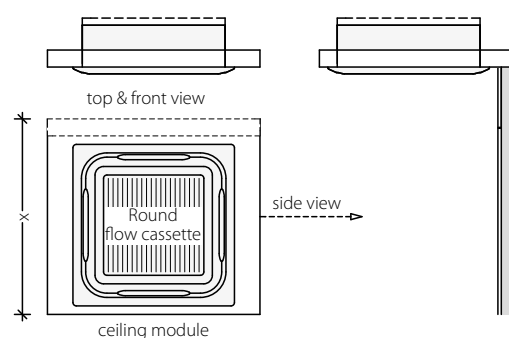
Displays

Content

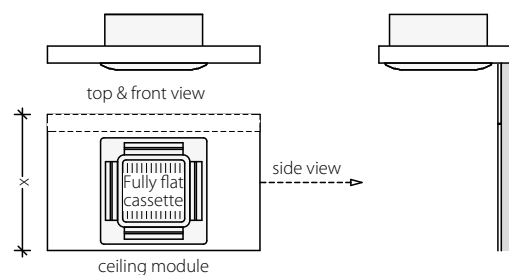
Content possibilities of
Ceiling modules



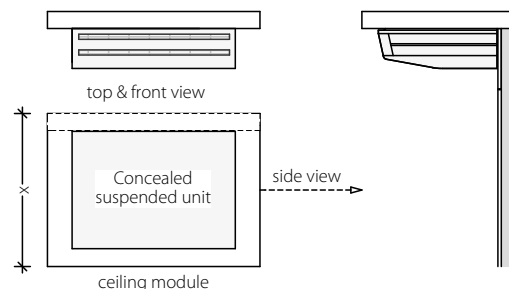
CEILING MODULE 125 x 115 cm



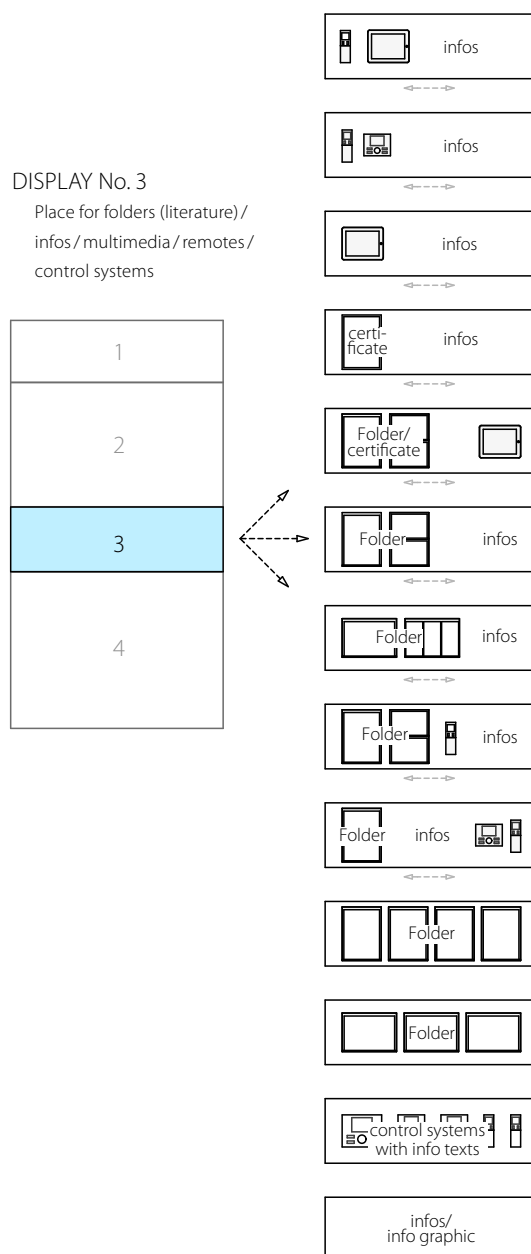
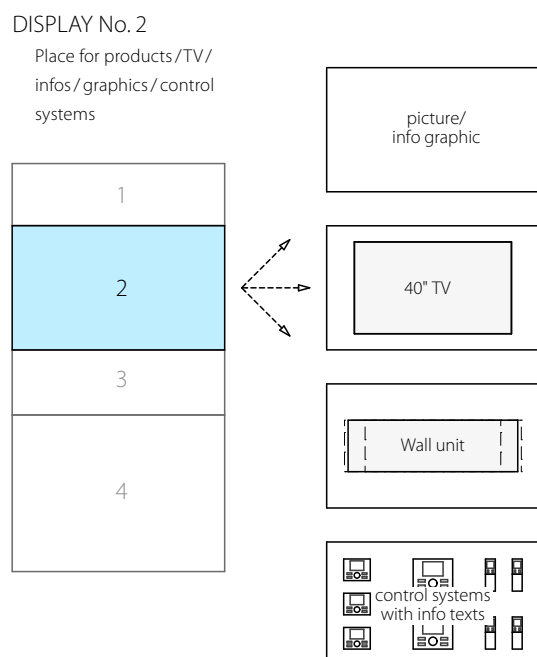
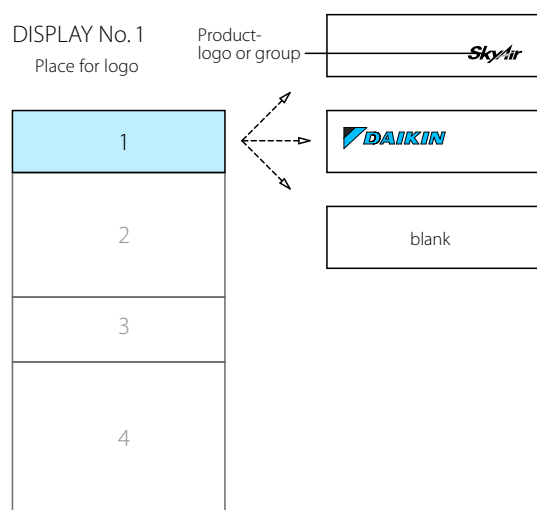
CEILING MODULE 125 x 80 cm



CEILING MODULE 125 x 90 cm



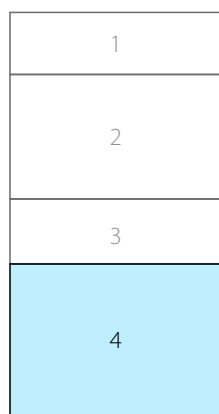
Content possibilities of Displays No. 1 – 3



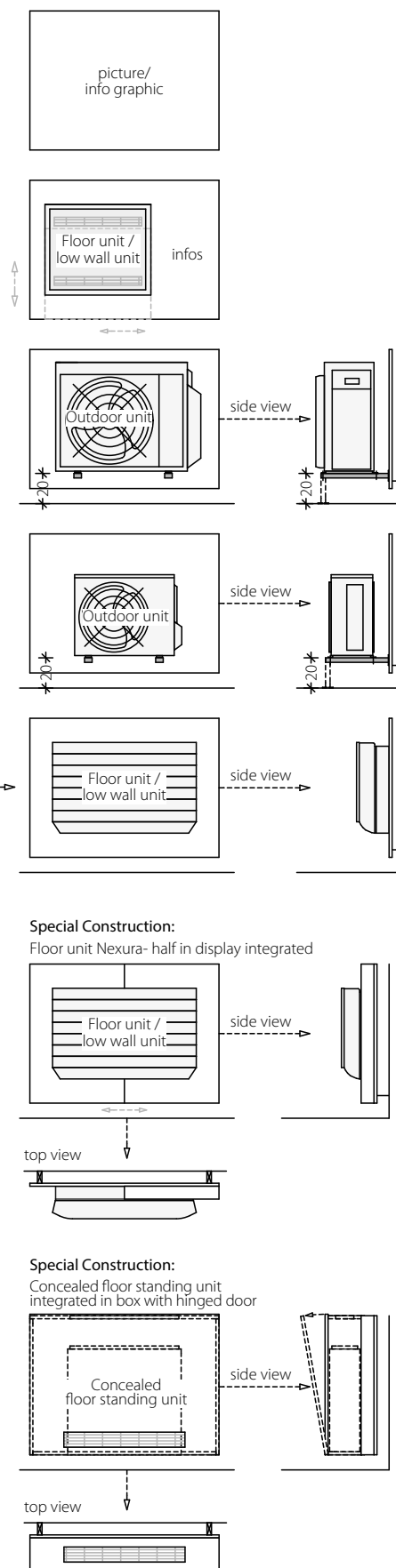
Displays

Content

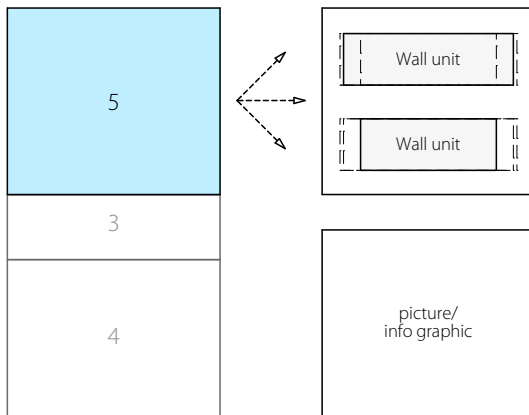
Content possibilities of
Display No. 4



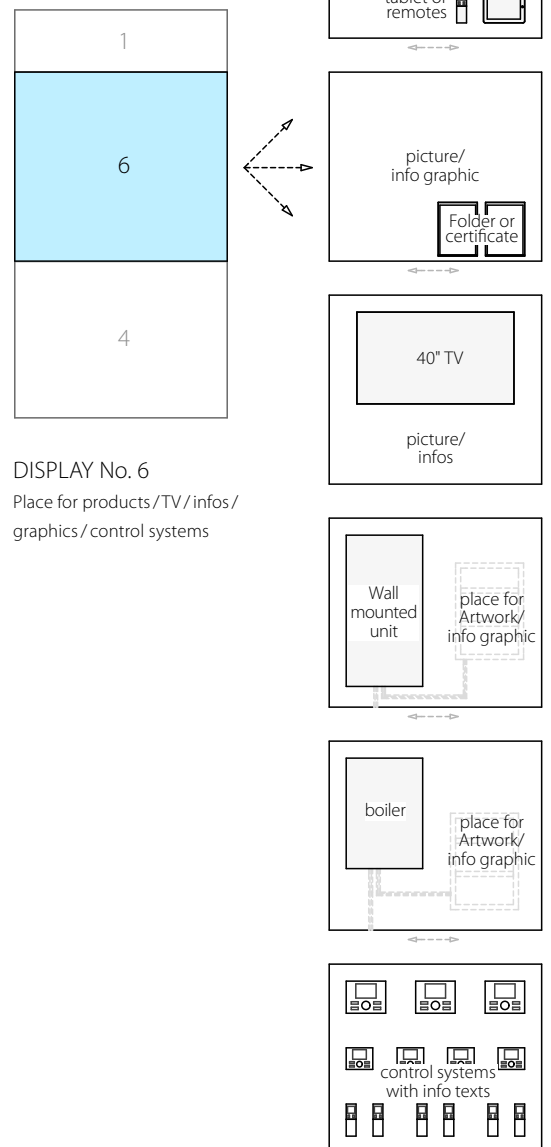
DISPLAY No. 4
Place for products / infos /
graphics



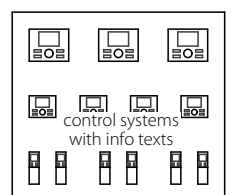
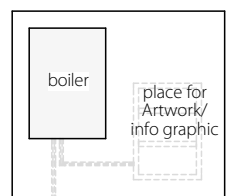
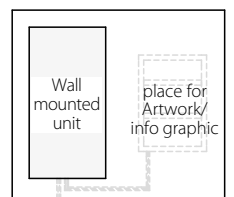
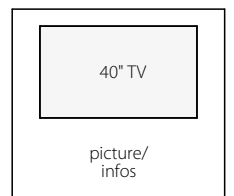
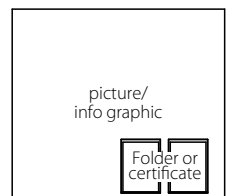
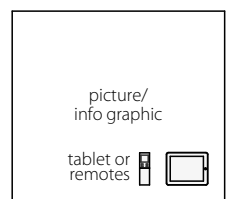
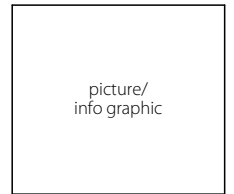
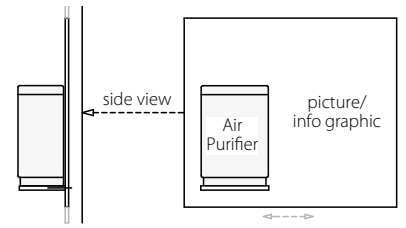
Content possibilities of Displays No. 5 – 6



DISPLAY No. 5
Place for products / infos /
graphics



DISPLAY No. 6
Place for products / TV / infos /
graphics / control systems

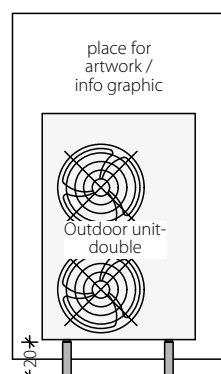
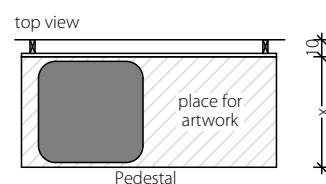
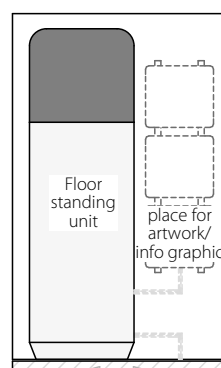
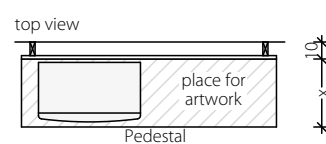
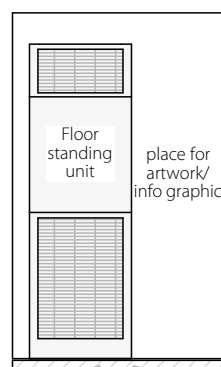
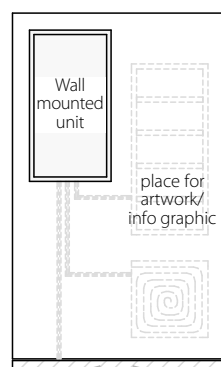
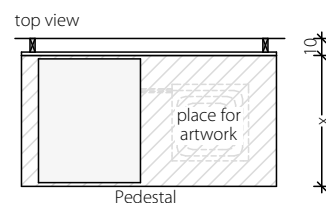
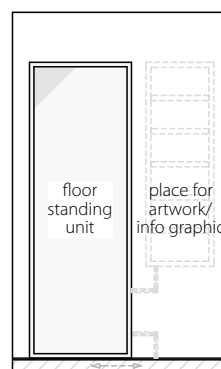
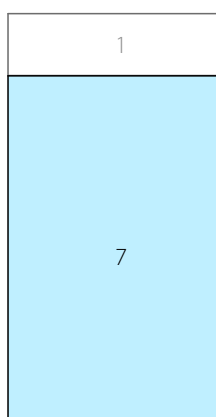


Displays

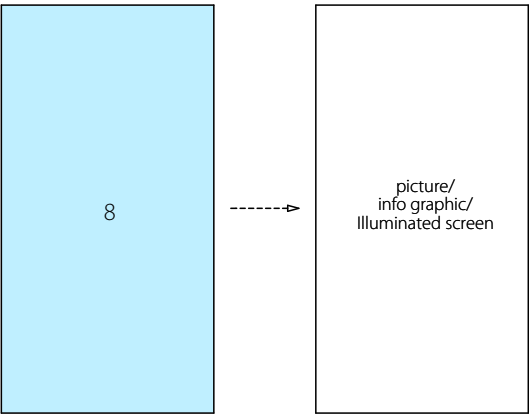
Content

Content possibilities of Display No. 7

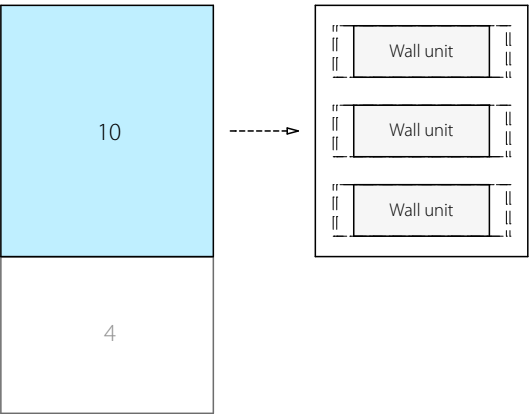
DISPLAY No. 7
Place for products / infos /
graphics



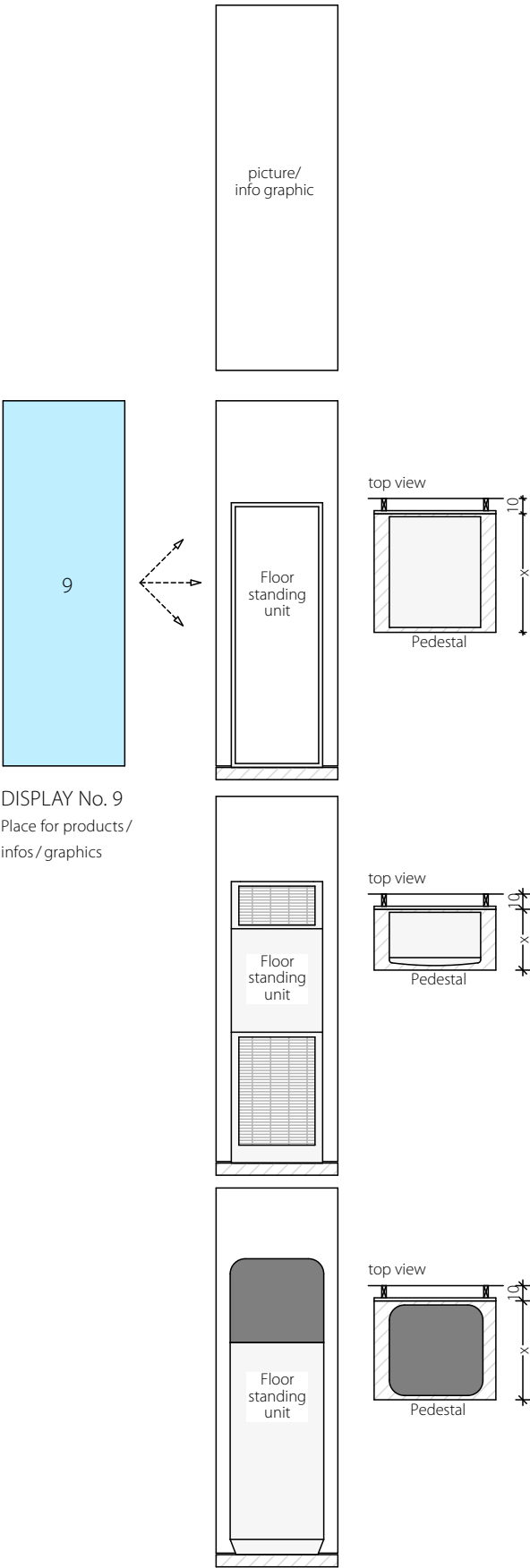
Content possibilities of
Displays No. 8 – 10



DISPLAY No. 8
Place for infos / graphics



DISPLAY No. 10
Place for products / infos



DISPLAY No. 9
Place for products /
infos / graphics

Displays

Content

Display elements

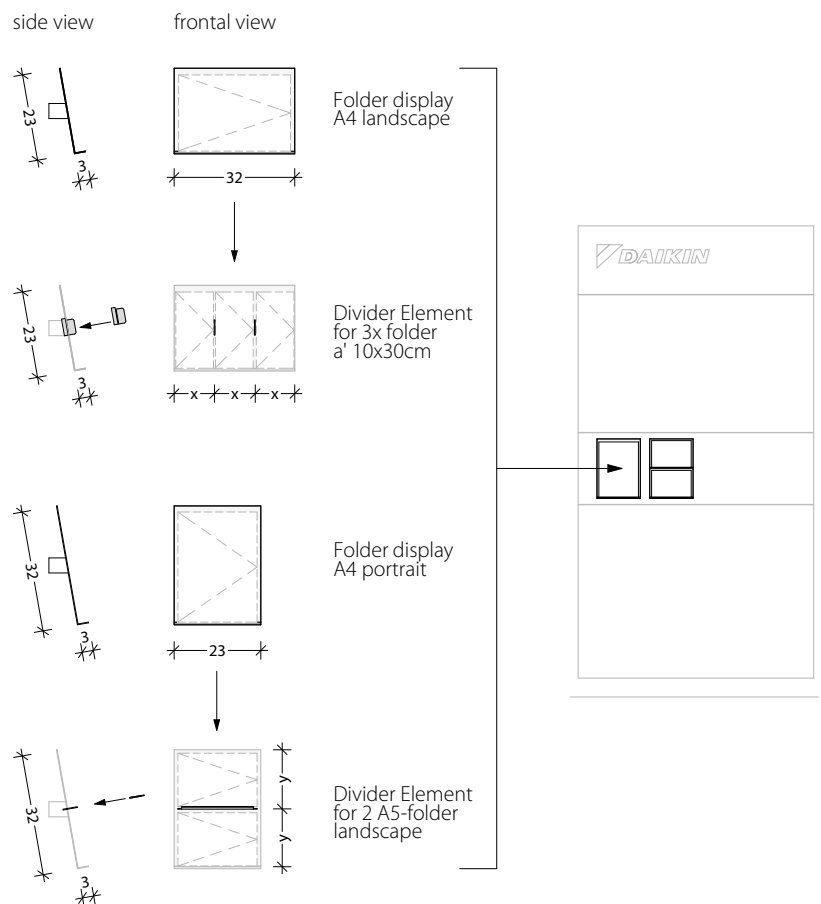
Folder displays

It is important to provide literature folders next to the Daikin products.

Due to different folder sizes two display types have been developed: A4 landscape and A4 portrait. By dividing them with intermediate elements they can also carry smaller formats like A5 or 10 × 30 cm folders.

The preferred material for folder displays is a powdered coated metal sheet. The colour should be white (e.g. RAL 9016).

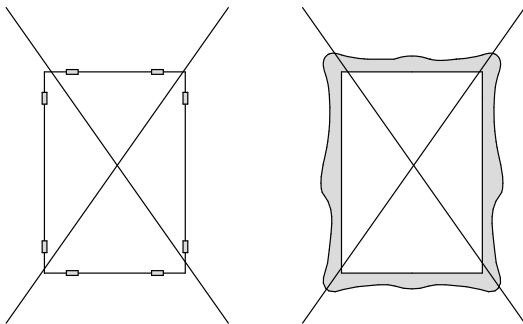
The position of the folder displays is defined in chapter "Displays — Grid".



Certificate displays

As Daikin has won a variety of certificates and awards it is recommended to display them in a simple but nicely finished picture frame.

Preferable material is a thin metal frame in white. A certificate could be placed in the same height as a folder display — the position is defined in chapter “Displays — Grid”.



Avoid the use of over-decorated frames or frameless glass elements with visible fittings.

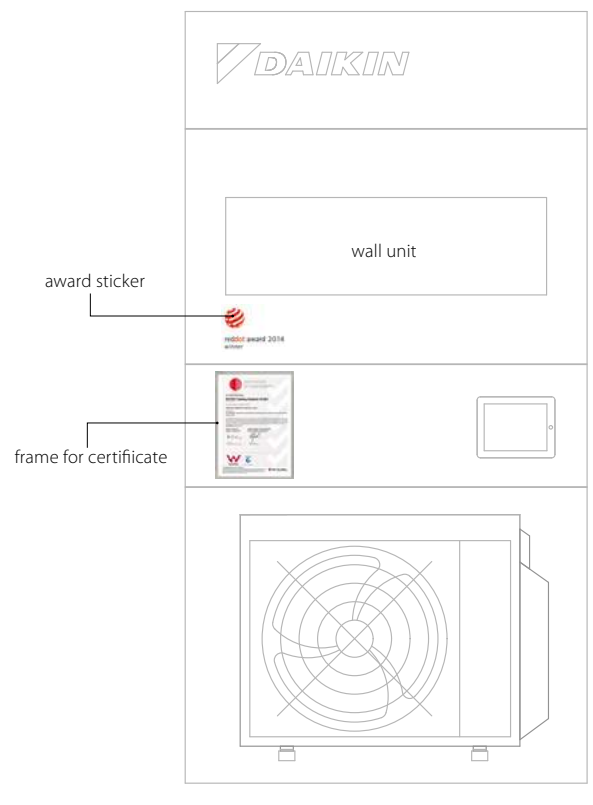
Always respect the guidelines of the awards.

Award stickers

To highlight award logos or lettering it is recommended to use stickers made of single letters which are placed next to the Daikin product.



Examples of award stickers made of single letters



Displays Grid

Display grid for Daikin devices and products

Basically the same design rules need to be applied for typography and images/artwork.

Basis structure

Same as for typography and images the basic grid consists of 24 squares. Each square consists of 5.208 mm ($125 : 24 = 5.208$ mm).

Each display is again surrounded by a clear zone (**pink area**).

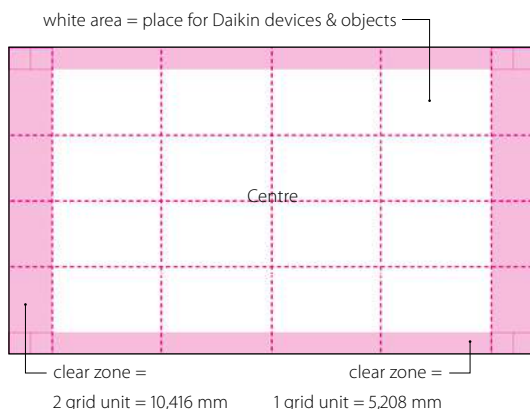
Devices should be placed in a distance of 2 grid squares from both external sides (= 10.416 mm) and 1 grid square from the top and bottom (= 5.208 mm).

The **white area** in the middle defines the mounting area for Daikin devices and objects (e.g. TV screen, folder displays, ...).

There are two ways of placing a device or object:

- Large devices and objects need to be placed in the middle of the centre.
- Small devices and objects need to be placed on the left or right side of the display.

Exception: Floor standing units should be placed on a pedestal/outdoor units on a metal base (see chapter "Displays — Construction"). Avoid putting them directly on the floor.

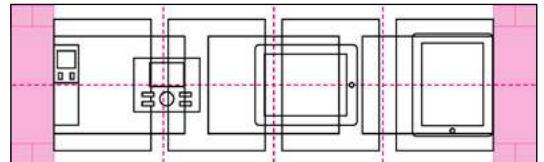


DISPLAY 2



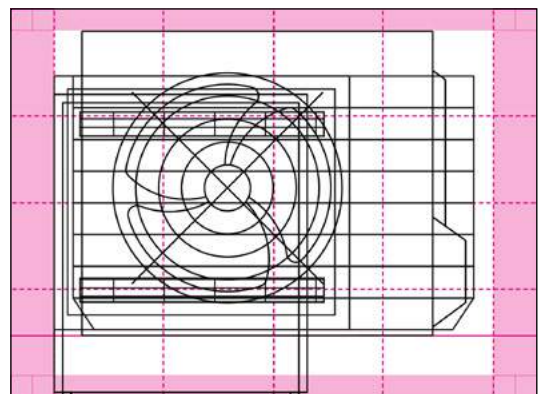
Examples of placing wall units/TV-Screen

DISPLAY 3



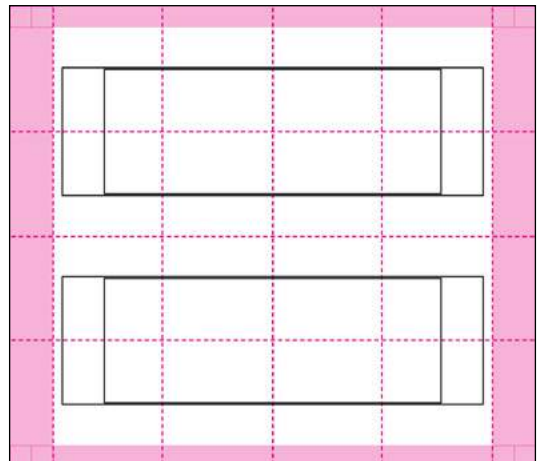
Examples of placing folder displays / remotes / multimedia / certificates

DISPLAY 4



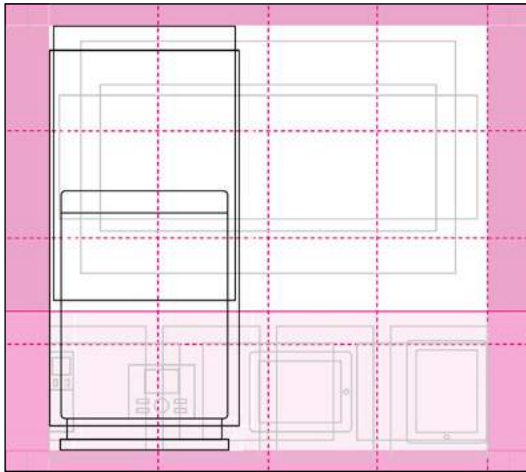
Examples of placing outdoor units / floor standing units

DISPLAY 5



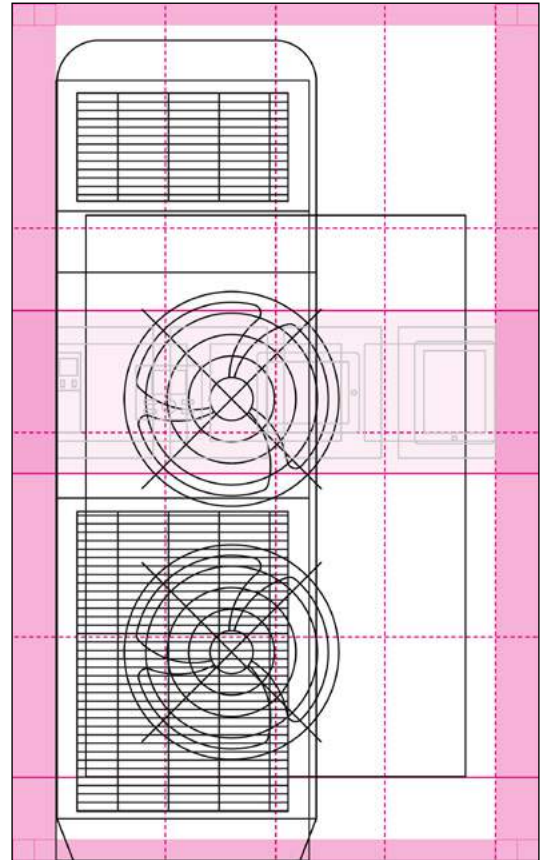
Example of placing 2 wall units

DISPLAY 6



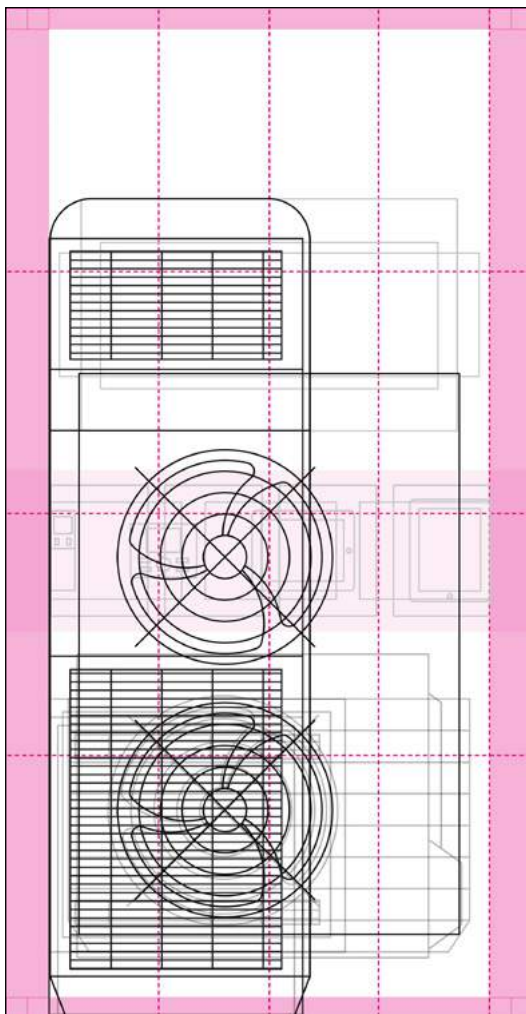
Examples of placing wall units / boiler / air purifier on extra shelf / TV-Screen

DISPLAY 7



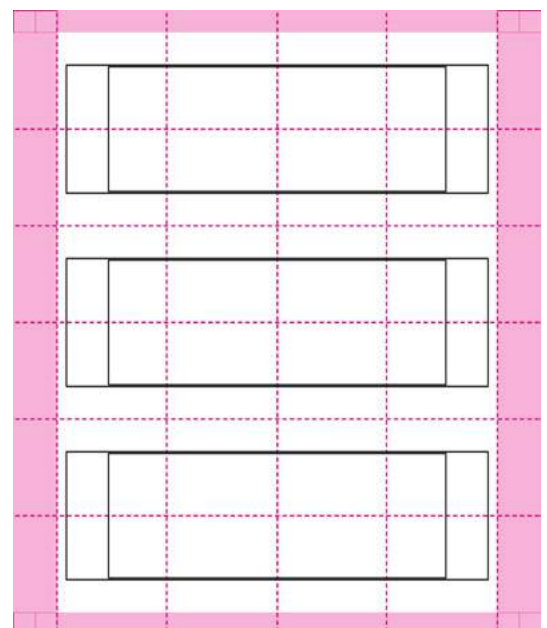
Examples of placing large floor units & large outdoor units

DISPLAY 8



Examples of placing large floor standing units & large outdoor units

DISPLAY 10



Example of placing 3 wall units

Displays

Setup Possibilities

There is a big range of setup possibilities of Daikin display configurations.

On the following pages you can find different examples of display sets (wall and free-standing racks).

Basic principles

Do not overload displays!
Less is more!

As mentioned in the chapter "Artwork", images and graphics like diagrams are very important for an emotional and adaptive appearance. By overloading displays with products you can easily create irritation which hinders an elegant brand performance.

The maximum number of 4 displays in one line should not be exceeded without leaving a gap.

Using the correct artwork, quotes and images with the specific product categories or solution is obligatory.

If not enough retail space is available you can extend the space virtually by using a screen and technical features like tablet computers to show products and solutions.

A basic rule is to always display flagship products in the front and / or most visible area of the shop.

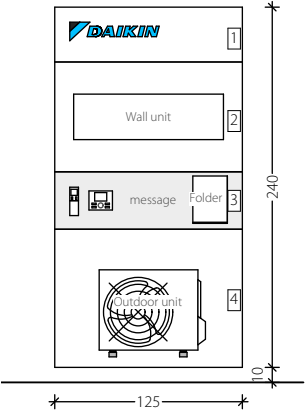


Wall rack

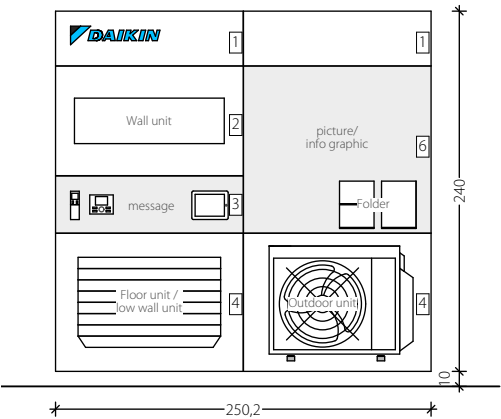
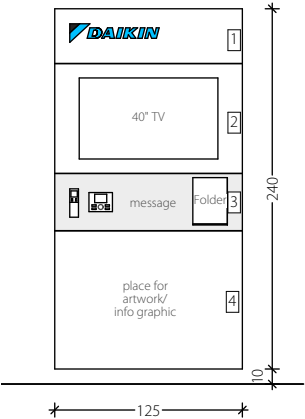
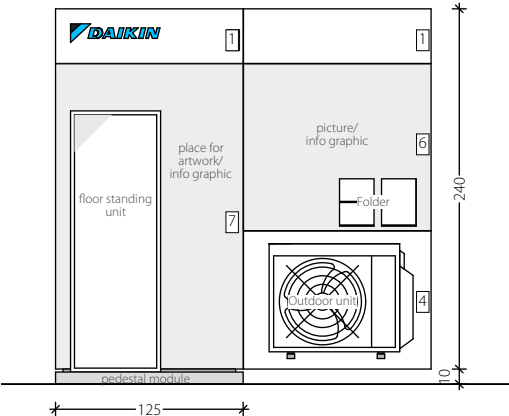
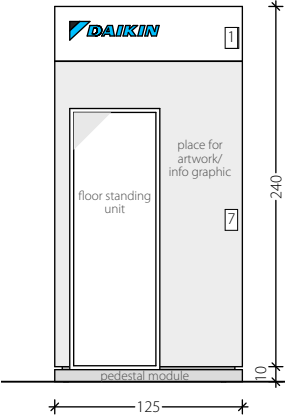
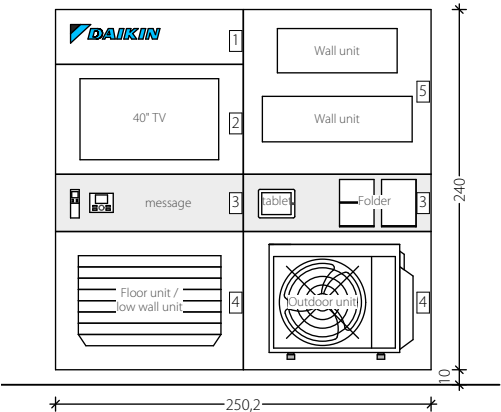


Free-standing rack

1 DISPLAY



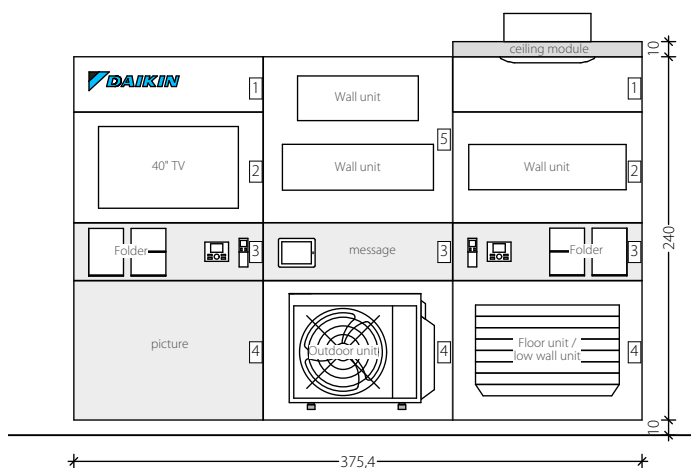
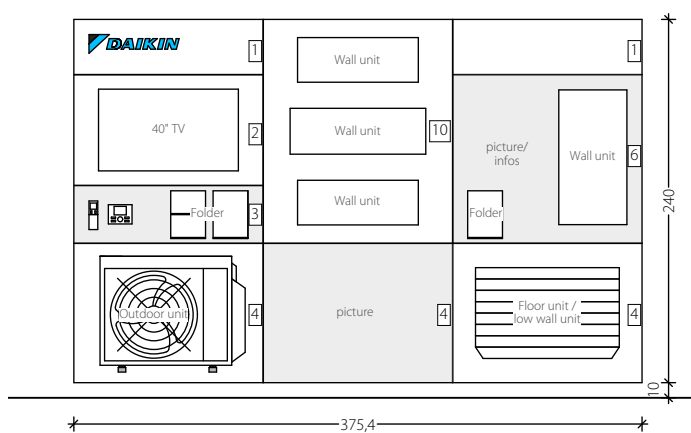
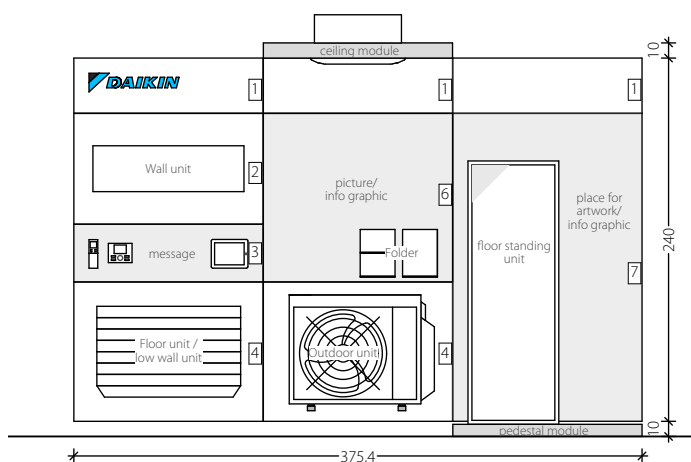
2 DISPLAYS



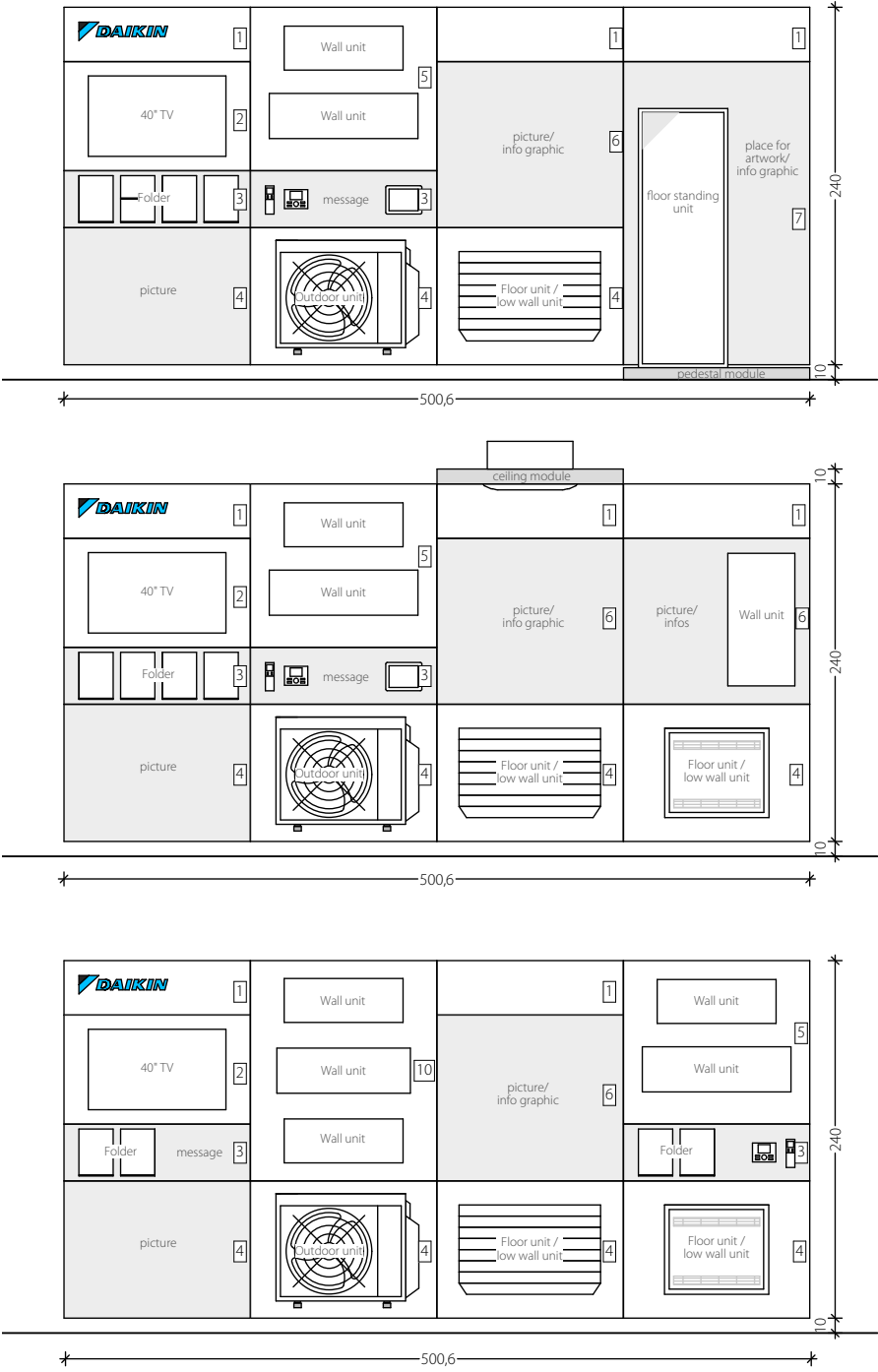
Displays

Setup Possibilities

3 DISPLAYS

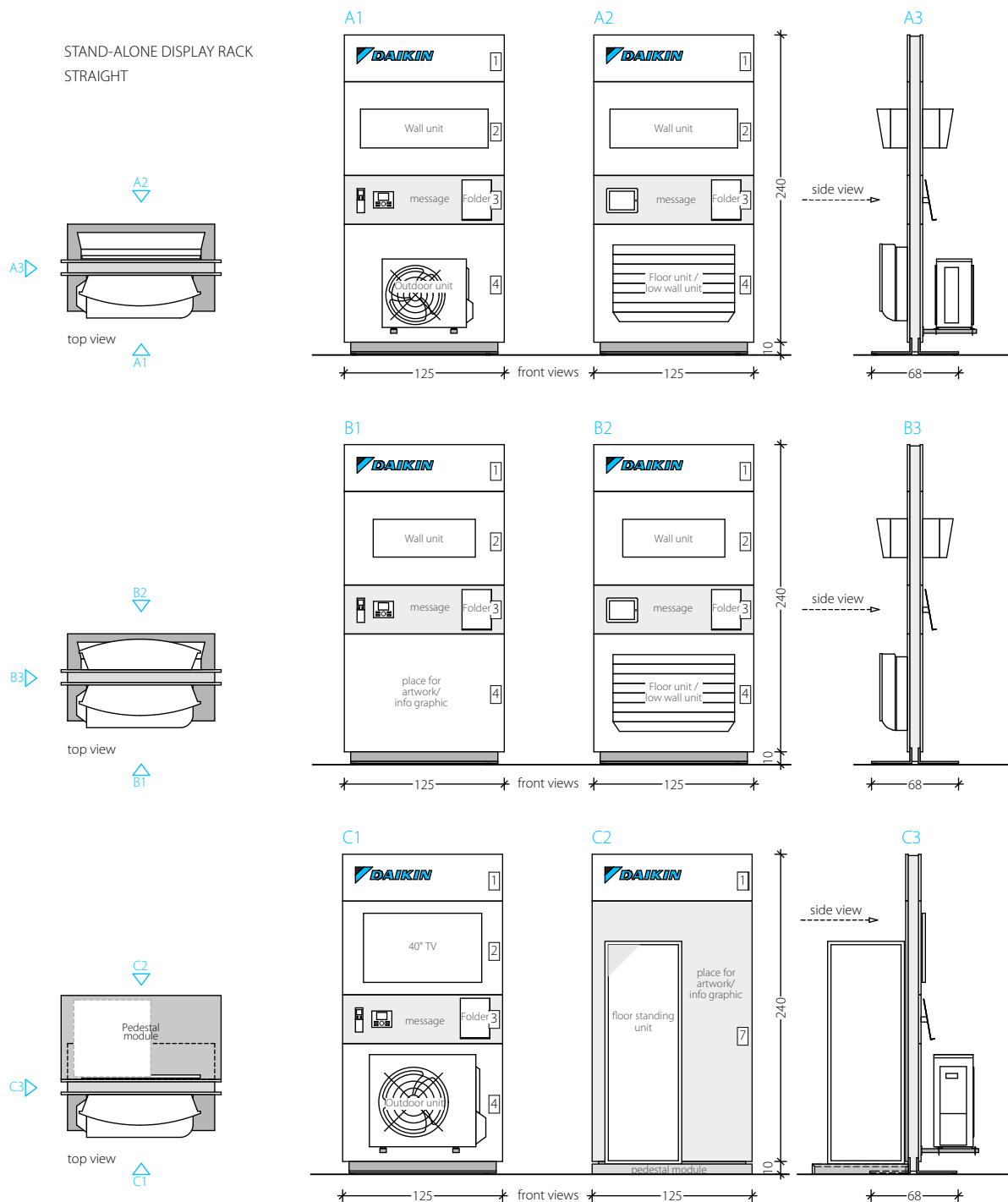


4 DISPLAYS

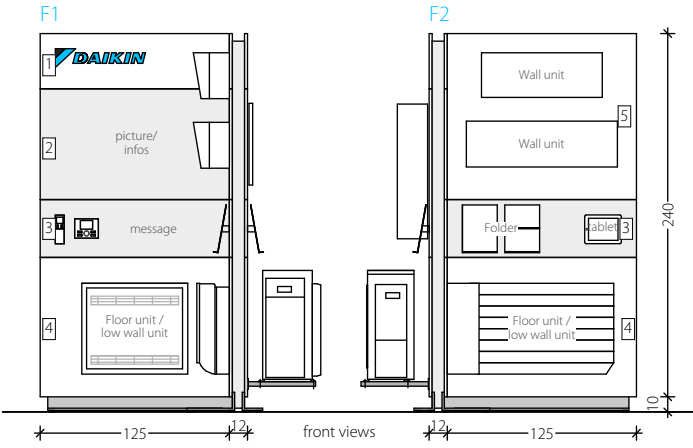
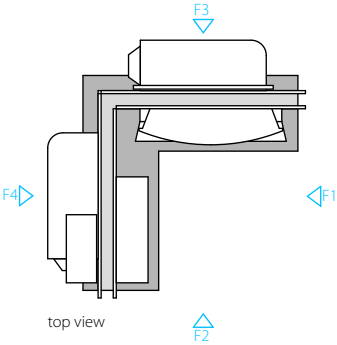


Displays

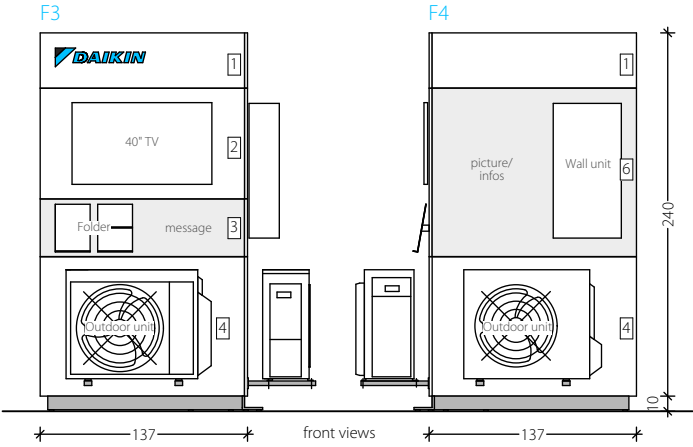
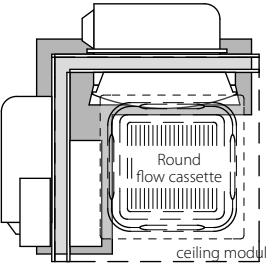
Setup Possibilities



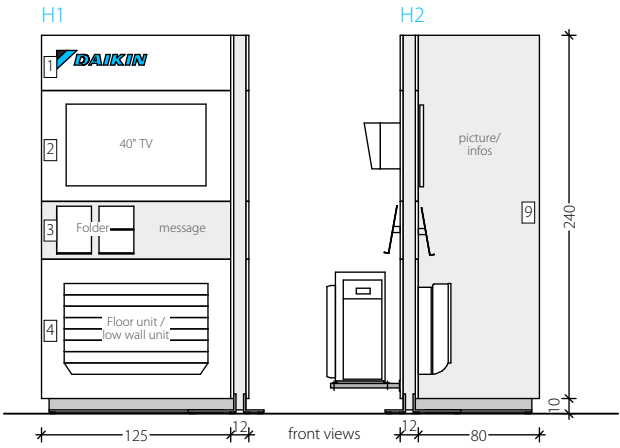
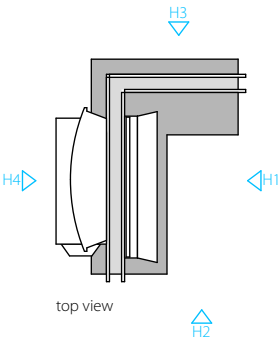
STAND-ALONE DISPLAY RACK
L-SHAPE



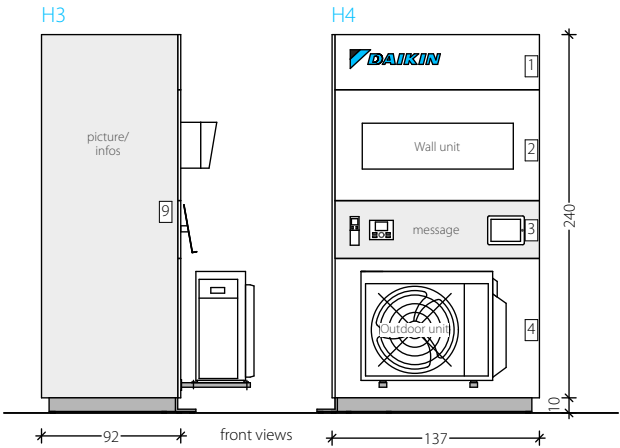
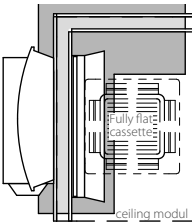
STAND-ALONE-DISPLAY RACK
L-SHAPE WITH CEILING MODULE



STAND-ALONE-DISPLAY RACK
L-SHAPE small



STAND-ALONE-DISPLAY RACK
L-SHAPE small WITH CEILING MODULE



Displays

Artwork

Artwork on displays

Apart from any sublogo, artwork in shops is limited to the displays. It follows the principles of the described perceptual area: the closer you get to the products, the more detailed and specific information you will get.

In addition to the built structures, the artwork is used for the categorisation of products, for the information and the emotional content.

Images / Info graphics

Images are often more meaningful than words but only if they can get across their intention. Emotional images should preferably be used on a large scale and should not be broken up by spatial constructions.

Quotes

Quotes are good, but also need to be carefully considered and targeted. The principle is similar to that for the logos:

A maximum of ONE quote in the respective perceptual field.

Superstructures

Superstructures showing complete solutions, such as a heating system with a heat pump, boiler, underfloor heating, radiators, sinks, etc., should not contain any actual elements that do not come from the company's range of products.

The relationships and connections between the individual elements can be resolved by means of artwork. This avoids undesired positioning arising from the use of non-company products whose design may stand for / against something.

If products used are disproportionately large (i.e. solar cells), then they must either be scaled down or just used in parts.

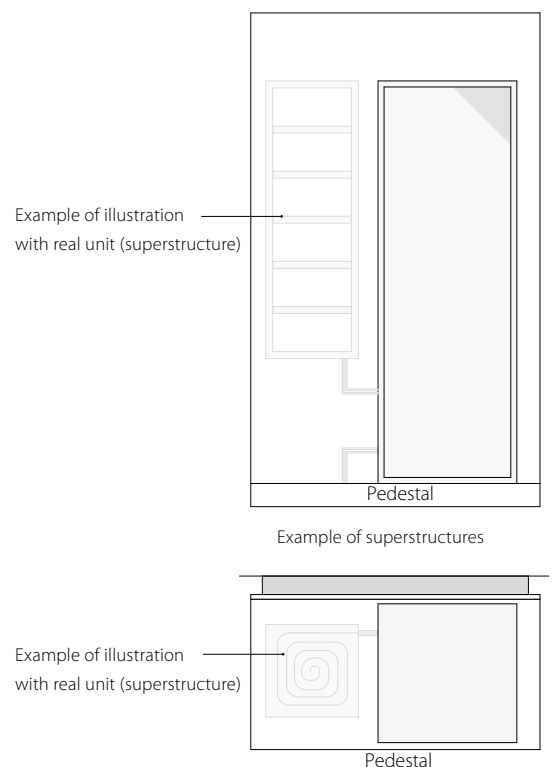
Colour

The main colours of the display artwork should be blue, white, grey and black > see chapter "Colour world". Black should only be used for texts, but not for whole display surfaces.

Blue and white should be the dominant colours.

Only in case of displaying Daikin Altherma products, blue colour can be replaced with orange.

Supportive colours can also be applied but the use of it should be limited.

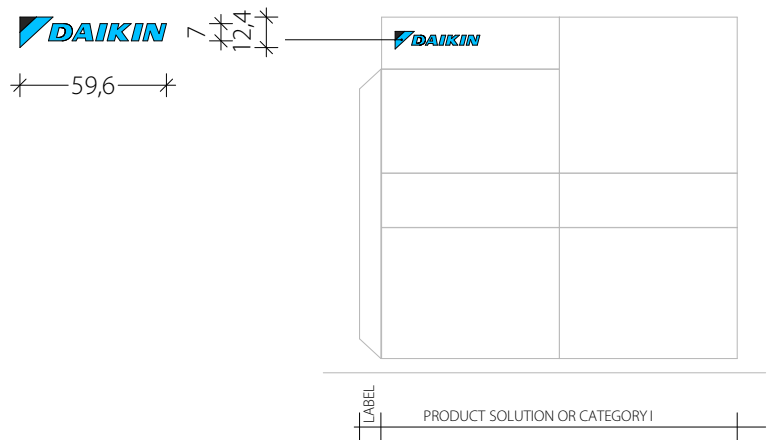


Logo

The logo should be used in a targeted manner. Avoid "over-branding".

It is recommended to use a smaller number of logos but in a high quality.

A basic rule is to use only ONE Logo for each product solution (see drawing). In every case the Daikin logo has to be setup horizontally, never vertically.

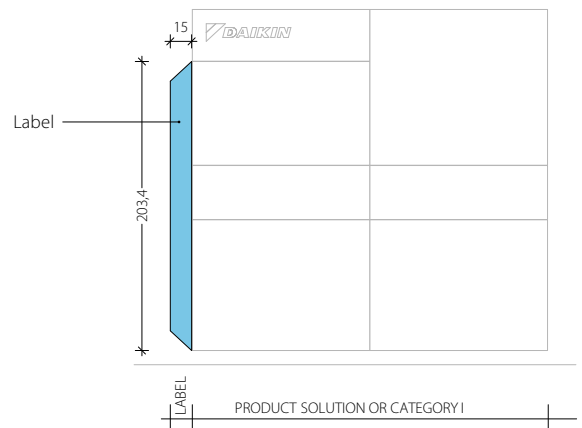


Label

To achieve differentiation e.g. between product solutions or product categories put a label on the end of each solution or category.

The name of the solution or category (e.g. "Residential products" or "Cooling") should be placed on the label.

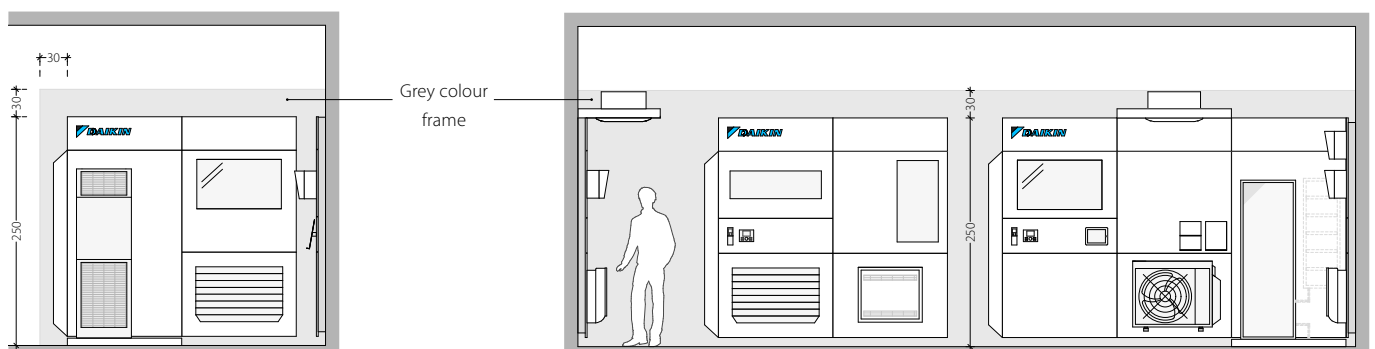
The colour of the label has to be adapted to the selected colour of the display design (Chapter Displays / Artwork — "Colour"), e.g. Daikin blue.



Colour frame

To establish a contrast between clean white walls and the white displays a light grey coloured painted part behind the displays **is possible** —> e.g. Daikin light grey (see chapter "Colour world").

- The grey coloured area above the displays should be about 30 cm OR reach to the ceiling
- On the side the grey colour should also be applied in a distance of 30 cm
- Between displays the grey colour is not interrupted



Displays

Artwork

Display grid for typography and images/artwork

Basically the same design rules need to be applied for typography and images/graphical artwork.

An InDesign template is available for each display size. All templates are defined with a grid and typography in a scale of 1:10.

The InDesign templates are available on the Daikin Business Portal:

my.daikin.eu/ select Marketing and scroll down to Visual Identity

Basic structure

The basic grid consists of 24 squares.
Each square consists of 5.208 mm (125 : 24 = 5.208 mm). Baseline grid: 5.5 pt.

Main Headline: 35 pt (Myriad Pro Light)
Headline: 15 pt (Myriad Pro Light)
Sub-headline: 11/11 pt (Myriad Pro Regular)
Copy: 9/11 pt (Myriad Pro Light)

Images, texts and graphics should be placed in a distance of 2 grid squares from both external sides (=10.416 mm).

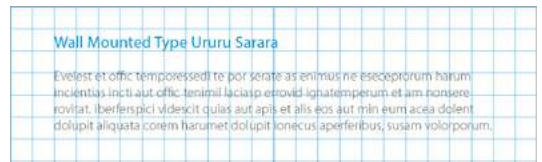
Display 1



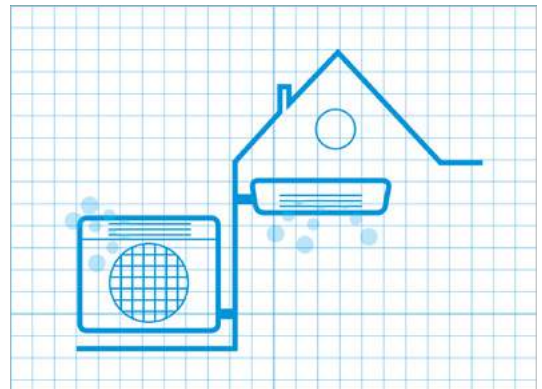
Display 2



Display 3



Display 4



Layout

Display 1

Area reserved for Daikin Logo.

For each product category or solution only one logo is applicable. The logo needs to be placed on the outer left display.

Special product logos (e.g. "SkyAir") can be placed on the outer right display.

Displays 2, 5, 6 & 7

Area for information, diagrams, images and products

Display 3

Area for more detailed specifications and product descriptions, folder displays, remotes and tablets.

1–3 columns can be applied on this display.

For each option an InDesign template is available.

The gap between the columns is 1 grid width (= 5.208 mm).

Display 4

Area for images, diagrams and low wall units; texts should be avoided (too low)

Display 8

Area for information, diagrams and images

Display 9

Area for information, diagrams, images and products. This display has a different grid size, it consists of 18 squares (instead of 24).

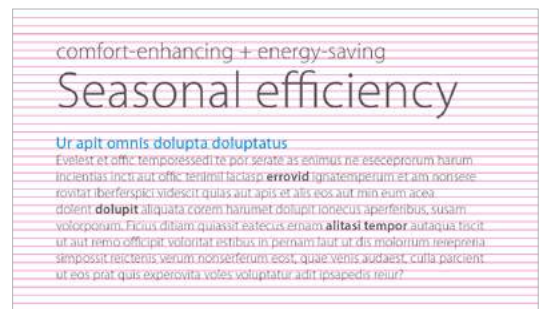
Each square consists of 4.44 mm (80 : 18 = 4.44 mm).

The baseline grid and the size of typography is the same as for all other displays.

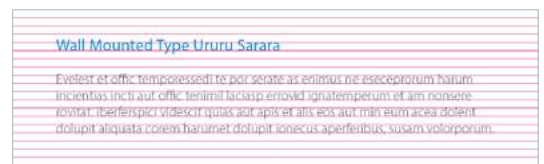
Display 10

Only used to present 3 wall units among each other.

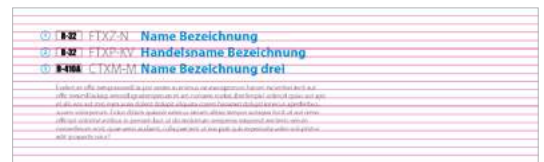
Display 2



Display 3



Display 3



Display 3



Display 3



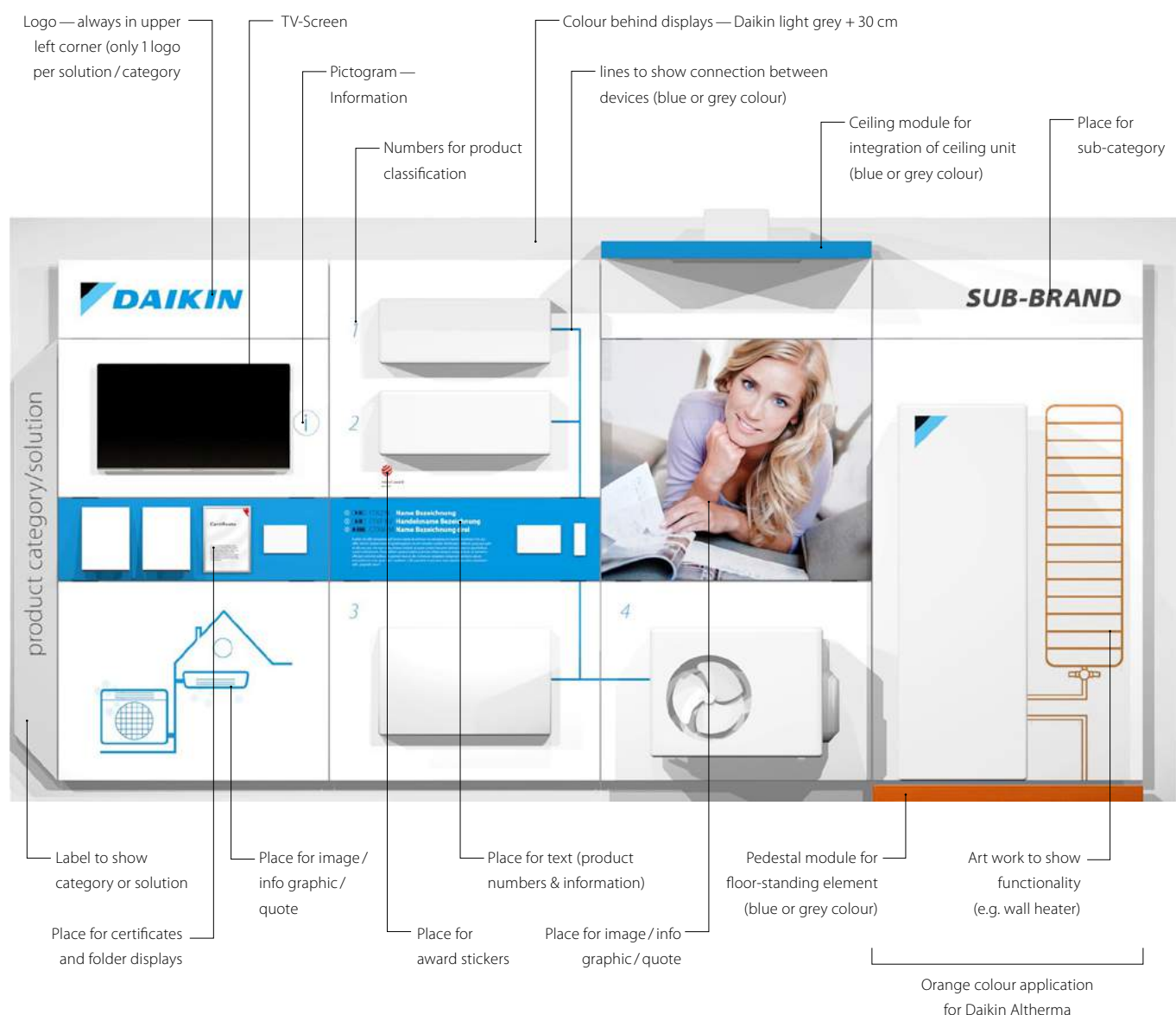
Display 5



Displays

Artwork

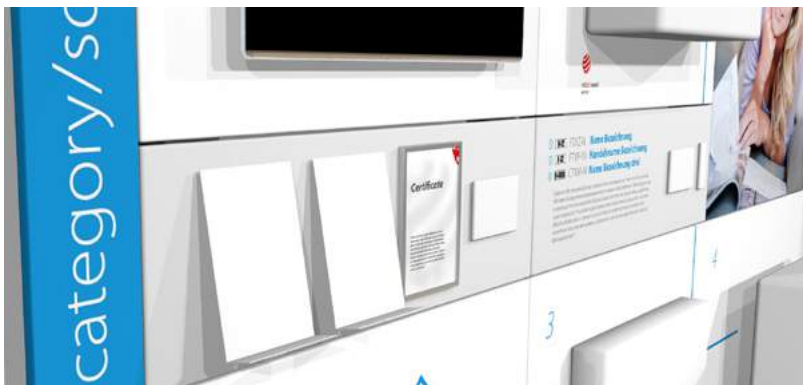
Display structure



Display set examples

Corner-configuration of 4 displays / residential products

- blue and grey / blue colour setup
- orange colour application for Daikin Altherma
- label
- product presentation with superstructure



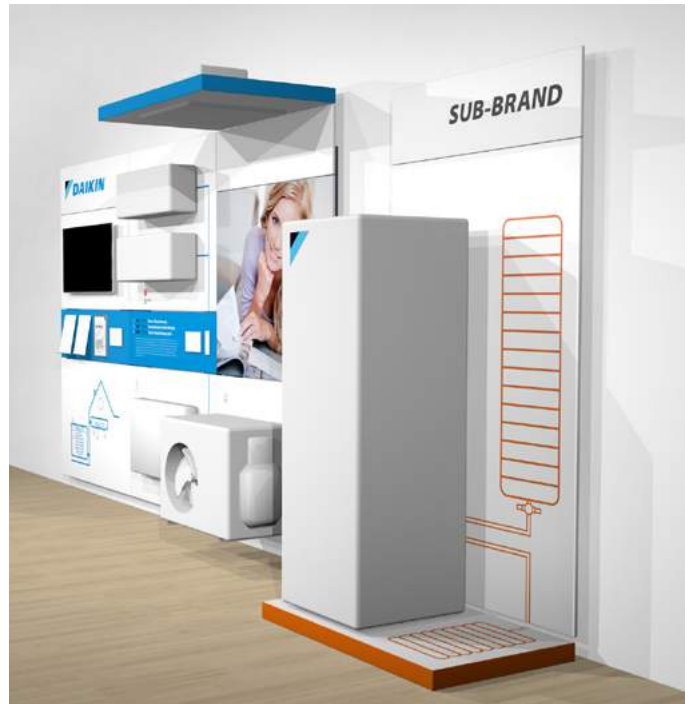
Displays

Artwork

Display set examples

Configuration of 3 displays with separate Daikin Altherma display set / residential products

- grey / blue colour setup
- orange colour application for Daikin Altherma
- with and without label
- product presentation with superstructure



Display set examples

Configuration of 4 displays / residential products

- blue and grey / blue colour setup
- with and without label
- grey frame on wall



Displays

Artwork

Display set examples

Configuration of 4 displays / industrial products

- blue and grey / blue colour setup
- with and without label
- grey frame on wall



Display set examples

Configuration of 2 displays / commercial products

- grey / blue colour setup
- with label
- additional sub-brand "VRV"



Displays

Materials

All products are mounted on displays, placed on pedestals or integrated in ceiling modules.

These are used, in addition to accommodating the products, as the basis for artwork (e.g. quotes, pictures, labels, etc.) and for other elements such as folder holders, logos, tablet computers and images.

Display — Logo

Logos can be set up in two different ways:

1. The preferred version is to use coloured acrylic glass with a thickness of 3 mm.
2. The minimum standard is to use stickers.



Logo made of acrylic glass

Display — Boards

The proposed material for display panels is chipboard panels with a high glossy finish and matching edge strip.

Display — Label

Labels can be set up in two different ways:

1. The preferred version is to use acrylic glass with a thickness of 5 mm laminated with an adhesive foil.
2. The minimum standard is to use a chipboard panel and matching edge strip laminated with an adhesive foil.



Chipboard with white high glossy decor

Display — Lettering and quotes

Lettering and quotes on a white panel:

Apply single letters or elements as stickers with matt finish.

This is easy to change and the high glossy surface from the chip boards is a wanted contrast to the foil.

Lettering and quotes on a coloured panel:

To achieve a coloured panel with text or graphic elements, a printed adhesive foil should be attached. All colour and text is achieved by the print, so that no further cut-out stickers are needed.

Display — Images

The only way to set up images is to use an adhesive foil matched to the display size.

Display — Installation

For a more elegant appearance it is recommended to use cover elements for the connection between electrical or sanitary installations and Daikin devices. Preferred colours for the cover elements are white and chrome.

Display — shelves

Small Daikin products like e.g. Daikin Air purifiers need to be attached to the display walls in the preferred height. Therefore shelves should be directly attached to the display boards.

The finish of the shelves should be the same as on the display boards. The mounting construction should be invisible.

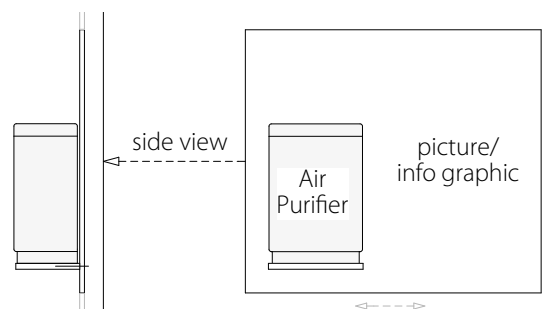
The product should fit perfectly onto the space on the board which on each side should be about 1 cm larger than the product itself.



Usage of cover elements for more elegant connection



Invisible mounting fittings



Example of Display shelf for Daikin Air Purifier

Displays

Construction

Wall-mounted or free-standing displays follow the same construction principles.

They are hung on a steel sub-construction that is either directly fixed to the wall or to the base (free standing displays).

The space between the boards and the wall or between the boards (free standing displays) is meant for setting up an easy-to-adapt installation.

The colour of the visible steel construction should be grey (e.g. RAL 9022) or white (e.g. RAL 9016).

Wall mounting system

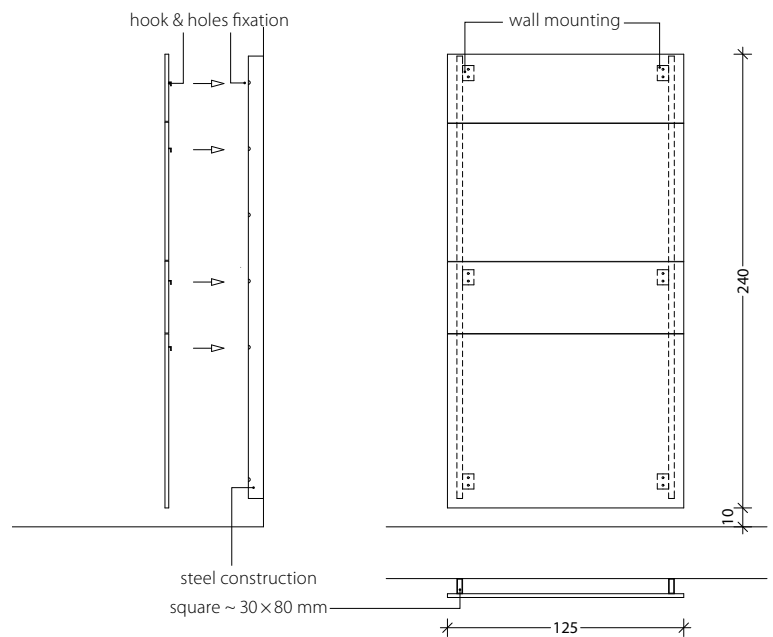
To mount the displays on the wall it is suggested to use a steel construction following the principals of a hook-and-hole-system.

Displays can be easily changed and attached to the wall.

For installing the wall display systems it is important to check the static conditions of the walls before mounting. Please consider the weight of the steel construction, display boards and Daikin devices.

Each wall display system can have a weight of about 80 kg excluding Daikin devices.

wall mounted framework



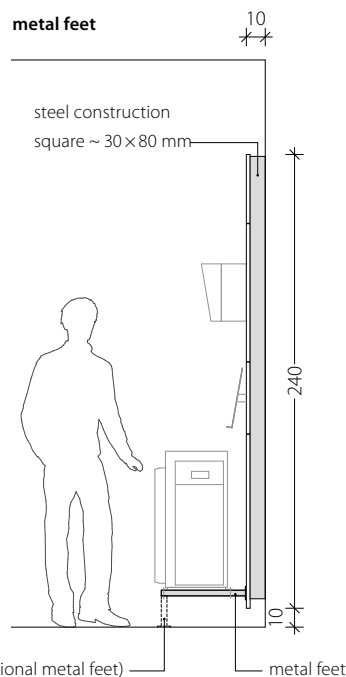
Additional modules

Outdoor unit — feet

The most elegant way would be to mount two square profiles. The profiles should not be much longer than the outdoor unit itself to achieve least visibility.

There are two options of feet:

- metal feet: two overhanging profiles which are mounted directly on the steel sub-construction. For bigger outdoor units it is recommended to apply additional metal feet which are based on the floor. The colour of the metal feet should be the same as for the steel construction.
- plastic feet: two plastic profiles which are placed directly on the ground.



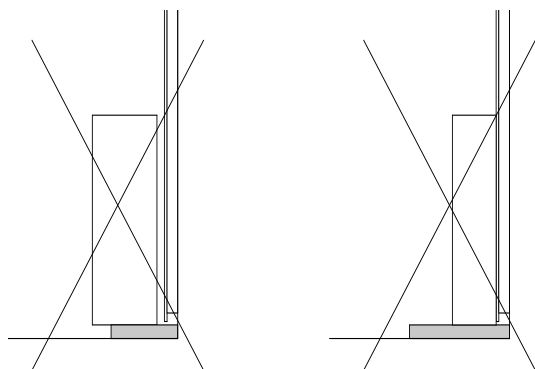
plastic feet



Pedestal module

A pedestal module needs to be produced in the right size for the product that it supports.

The product must not protrude beyond the pedestal.



The size only differs in the depth. It is always as wide as the wall mounted panel (1.25 m) in front of which it placed.

It is recommended to produce the pedestal from chipboard with plastic décor. The décor has a hammered surface with matching robust edges.

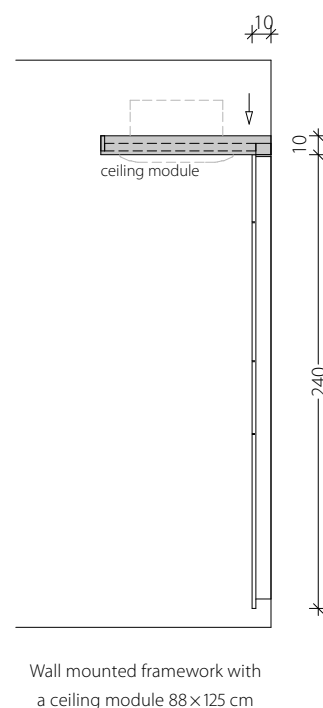
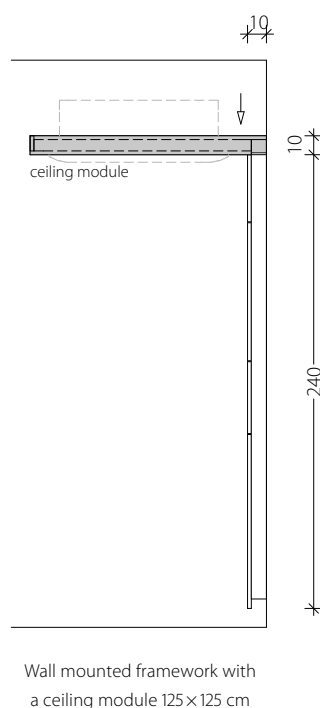
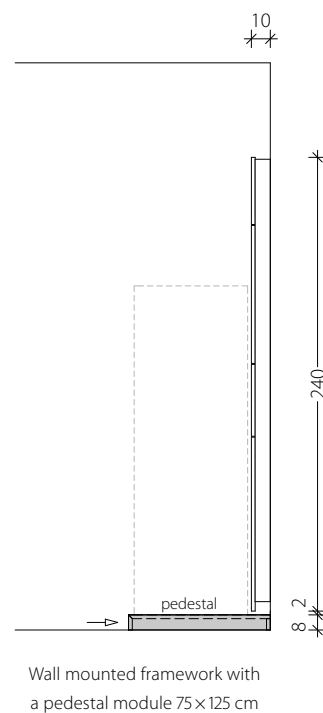
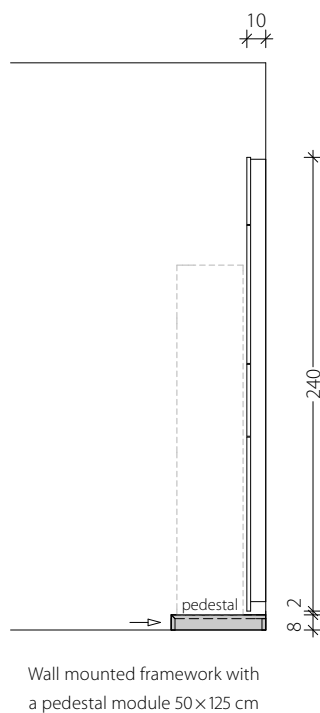
Depending on the product group or solution it can be grey / blue or orange coloured.

Ceiling module

This module should be used for all displayed ceiling modules.

The size of the ceiling module should also be adjusted to the size of the ceiling unit, just like the pedestal one. Again the adjustment is only important concerning depth and not width.

Depending on the product group or solution it can be grey / blue or orange coloured.



Displays

Construction

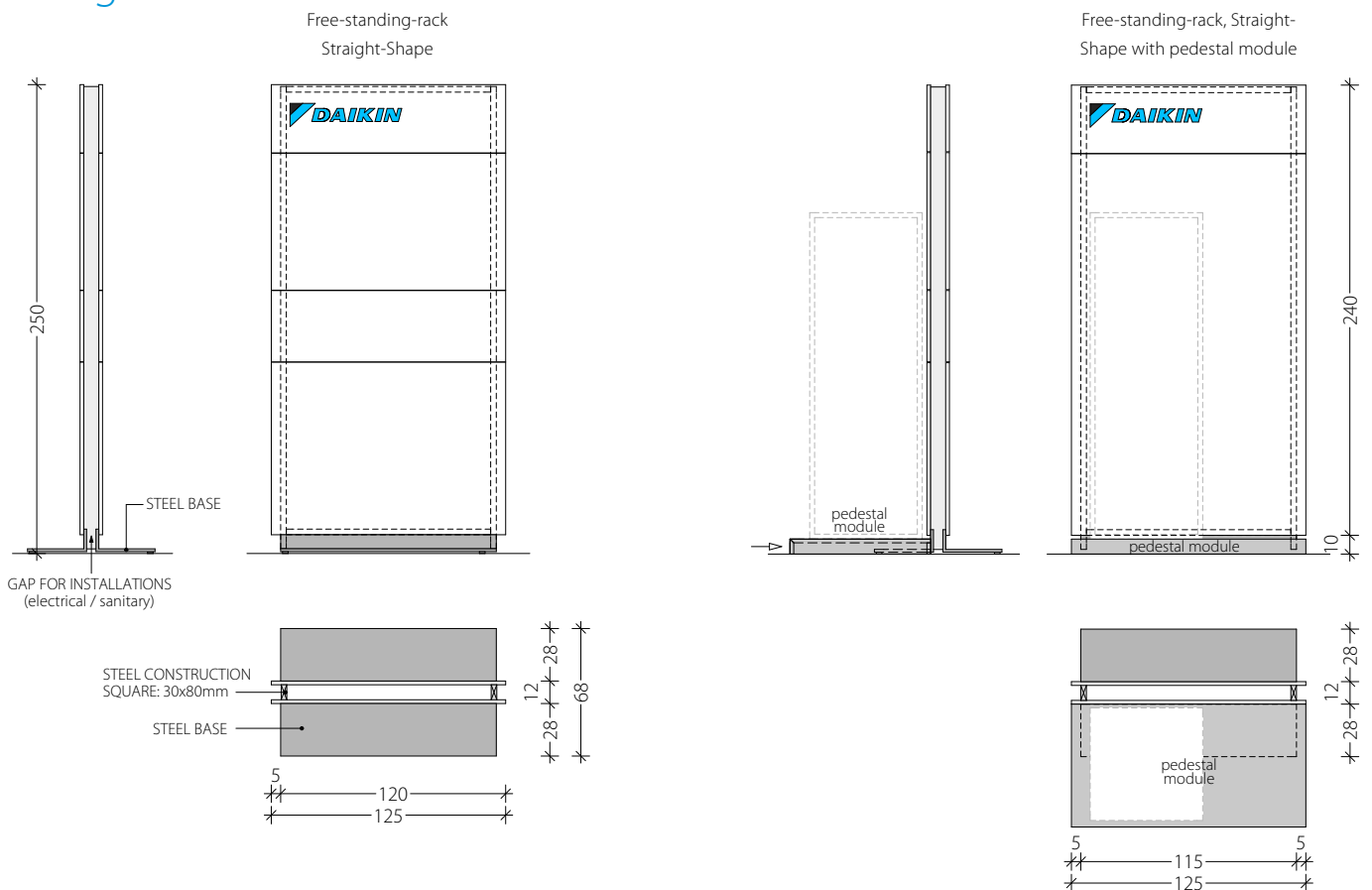
There are two types of free-standing racks:

- Straight racks
- L-shaped racks

The construction and display system for these is the same as for the wall mounted racks. You can add a pedestal module if required. By choosing a L-shaped rack it is also possible to add a ceiling module.

Nevertheless for design reasons it would be preferable to install ceiling modules only to wall racks.

Free-standing-racks — Straight



Examples

Free-standing-racks — Straight



Blue artwork



Blue artwork



Grey artwork



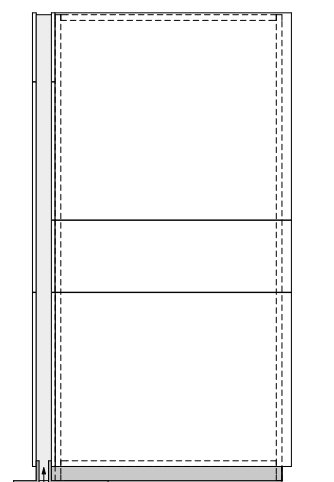
Orange artwork for Daikin Altherma

Displays

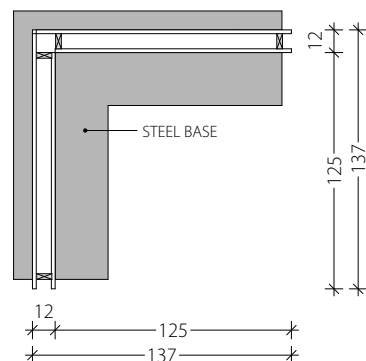
Construction

Free-standing-racks — L-Shape

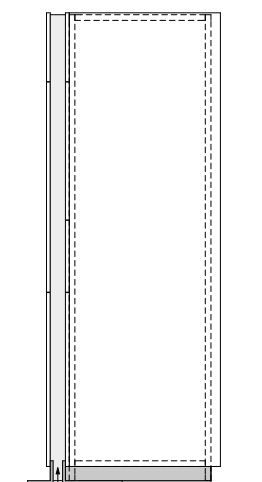
Free-standing-rack
L-Shape 137 × 137 cm



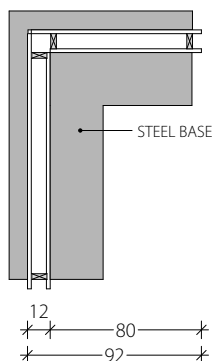
GAP FOR INSTALLATIONS
(electrical / sanitary)



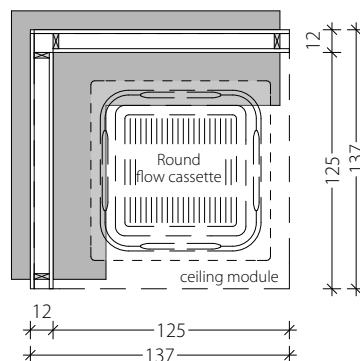
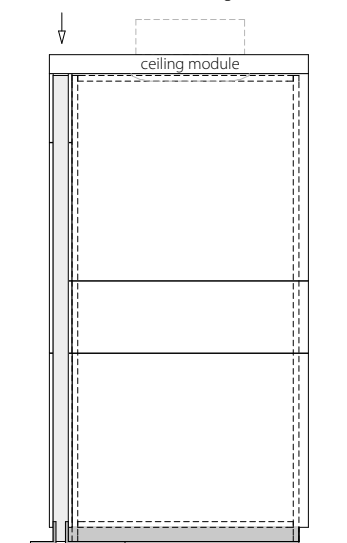
Free-standing-rack
L-Shape 92 × 137 cm



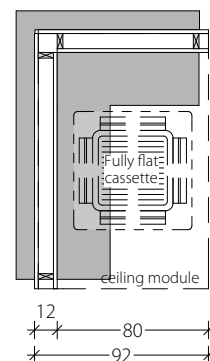
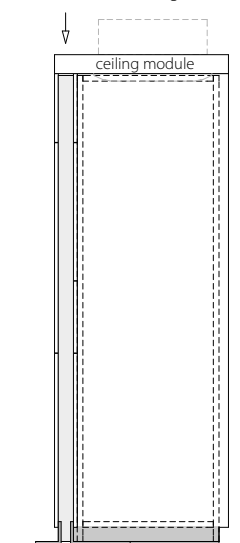
GAP FOR INSTALLATIONS
(electrical / sanitary)



Free-standing-rack, L-Shape
137 × 137 cm with ceiling module



Free-standing-rack, L-Shape
92 × 137 cm with ceiling module



Examples

Free-standing-racks — L-Shape



Grey artwork



Grey artwork/Blue label



Blue artwork



Blue artwork / Grey label

Furniture

General rules

Beautiful, simple furniture (no design classics, since they are emotionally charged) can support the atmosphere of certain areas.

The design of the furniture should be high quality and simple, thus fitting in well with the overall impression. Avoid the use of low quality products. The colour specification is: white / grey / black / wood colour.

For the upholstery of the furniture it is possible to use blue fabric, but it is important that it goes well with the colour of the Daikin logo.



3D-Rendering of reception desk & high table

Furniture

Reception desk & coffee bar

Reception desk

Other than the façade, the reception is the first point of contact and therefore substantially responsible for the first impression.

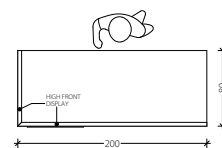
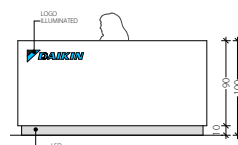
It should have a simple and straight design and can be highlighted by a luminous logo.

Customers and consumers should not be looking at the back of a large PC screen, stacks of documents or personal items. Closed doors and drawers are recommended and no open cupboards should be visible.

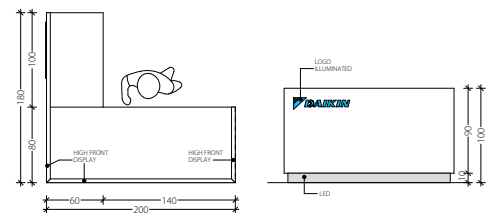
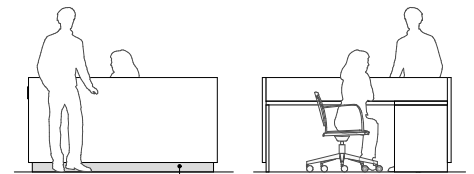
A sense of professionalism, appeal and openness should be conveyed by the furniture.

In general two different heights are possible:

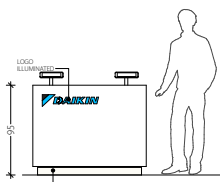
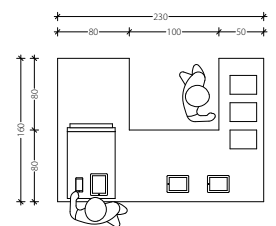
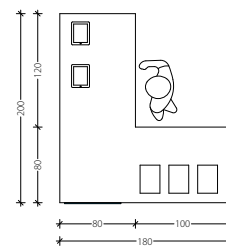
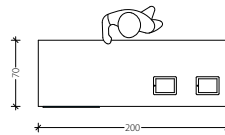
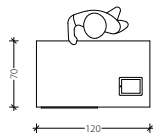
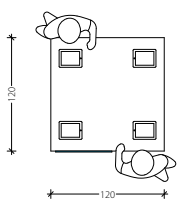
- Low desk/ seating height
- High desk/ standing height



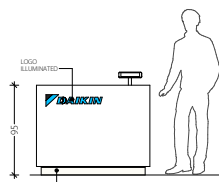
low desk 200 x 80 cm



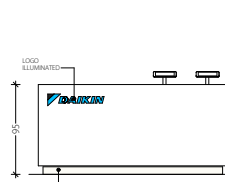
low desk 200 x 180 cm



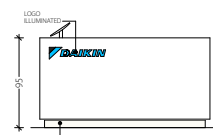
high desk 120 x 120 cm



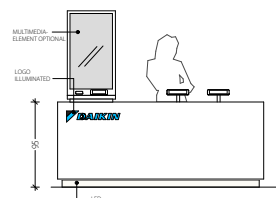
high desk 120 x 70 cm



high desk 200 x 70 cm



high desk 200 x 180 cm



high desk 230 x 160 cm

Coffee bar

The requirements for a coffee bar are similar to those of a reception desk. It is important to focus on the communicative aspect of it.

The design and look should be the same as the desk.

Furniture

High table & bar stool

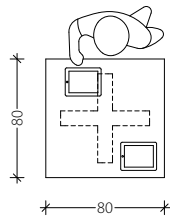
The design and look of high tables for communication and multimedia should fit in with the surrounding area.



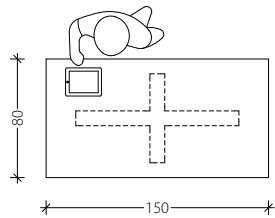
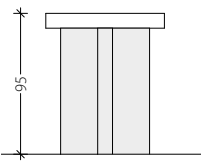
High table



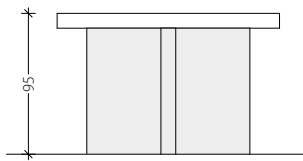
High stool (e.g. Mobitec / Moods H 62 cm)



High Table
80 × 80 cm



High Table
150 × 80 cm



Furniture

Lounge

Impact of a lounge area

- It provides an abstract living room situation, in which products may be tested.
- It acts as a waiting and information area.

In both cases, it must be suitable for sales discussions. It is important for it to be actually staged as a lounge. This includes a carpet, at least 2-3 chairs, a coffee table and a floor lamp (see "Decorative Light").

The chairs should be chosen so that they allow active discussions. Over-deep and prominent furniture is counter-productive.

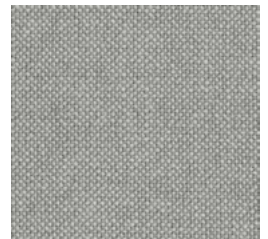
Fabric colours

It is recommended to use grey and/or blue colours for the fabrics.

In case of applying a carpet in a lounge area it is recommended to use a blue colour for the carpet and a grey colour for the lounge chairs.

If no carpet is provided the lounge chairs should be blue coloured.

Avoid the use of blue coloured chairs and a blue coloured carpet at the same time.



Fabric
(e.g. Kvadrat / Hallingdal 123)



Fabric
(e.g. Kvadrat / Hallingdal 723)



Lounge area



Carpet (e.g. Object Carpet / Rugx, Pure 1218)



Coffee Table / Light oak
(e.g. Mobitec / Pamp)



Lounge Chair grey / Light oak
(e.g. Mobitec / Pamp)

Furniture

Decorative elements

Decorative light

Beautiful, simple design (no design classics, since they are emotionally charged) support the atmosphere of certain areas: a floor lamp in a lounge area, a desk lamp or a pendant lamp above the reception desk or a coffee bar.

In comparison to the indirect lighting the colour temperature of the light should be a warm white tone: 2700 – 3000 Kelvin.



Table lamp
(e.g. Pedrali / L001TA / A)



Floor lamp
(e.g. Pedrali / L001ST / BA)

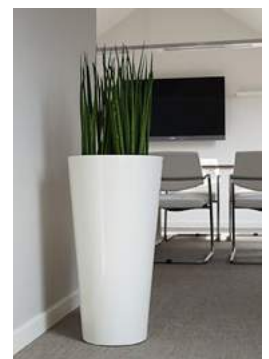
Decorative plants

Plants give a natural feel and convey a friendly atmosphere and are therefore very welcome in shop areas.

It is important to use cultivated real plants which are in a perfect condition.

Plants that are just used as gap fillers tend to be counter-productive in their effect.

The design of the flower pot should be straight-lined and preferably white in colour.



e.g. Sansevieria Mikado



e.g. Sansevieria Trifasciata
"Laurentii"

Furniture

Office desks & chairs

If desks are in the showroom, there must be sufficient shelves and storage spaces.

Do not use open shelving in shop areas.

While the tables and office chairs must of course follow the specifications of the employee guidelines, they should also appear light and modern. Desks in shop areas must not impede access to the displays. It is recommended to use grey coloured fabric for chairs and seating.

If the furniture is not visible and accessible to customers (separate rooms), it is possible to use different products and designs.



Chair
(e.g. VITRA / Physix)



Chair
(e.g. Mobitec / Pamp)



Container
(e.g. Kinnarps / Ordemo)



Table (e.g. Pedrali / Kuadro)

Furniture

Additional elements

Indoor advertising elements

In addition to large, fixed display solutions, some situations might require the use of easy, quick and mobile-solutions:

- **Roll-ups**

For the layout of roll-up posters please see chapter "Advertising".

- **Additional brochures / folder displays**

For available folder displays please see Daikin Promoshop (www.daikinpromoshop.eu).



Example of a possible folder display — suitable for various folder sizes



Example of a possible folder display — suitable for A4-folder sizes

Wall logos

It is possible to mount a Daikin logo on walls, e.g. behind a desk or reception. Only use single letters for the logo and try to avoid boxes or plates.

The logo can be mounted directly to the wall or at a distance to install an indirect illumination (LED). The colour of the light should be the same as for the technical light (4000 K – 5000 K).

Materials

Logos can be set up in two different ways:

1. Single letters made of coloured or laminated acrylic glass with a minimum thickness of 10 mm
2. Single letters made of coloured or laminated aluminium with a minimum thickness of 10 mm

Preferred sizes and heights

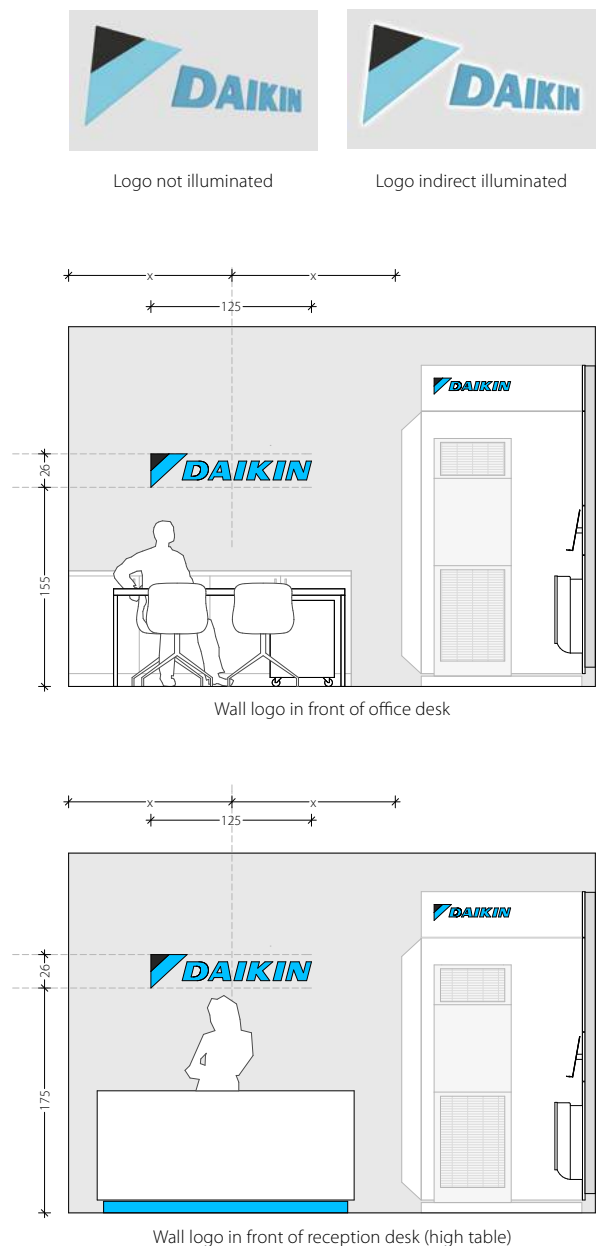
The logo should be adjusted to the centre of the empty wall or desk.

The size very much depends to the wall it will be placed on. A good size is 125 × 26 cm.

Mounting heights:

In front of office tables: 155 cm

In front of high tables: 175 cm



Multimedia

TV-Screens & Tablets

The integration of modern and interactive presentation and information technology is useful and desirable.

A distinction can be made between various applications:

TV-Screens

Screens which act purely as players of promotional and product presentation animations.

You need: An internet-compliant monitor, which plays contents of the Daikin Website or Youtube Channel with an appropriate internet connection. Good management of the channels is a prerequisite. Ideally, the screens in the areas should be located in a way that they can be viewed from inside and outside the shop.

The screen should fit to the dimensions of the panel it is mounted on. The preferable size is 40".

The technical requirements are:

- full HD resolution
- integrated browser to stream content
- built-in WIFI module
- integrated Player to play content from USB-sticks in a loop

Tablet computer

Interactively programmed "tablets" which are directly attached to the displays and/or are available on the reception desk and in the lounge.

Via an app the customer can obtain detailed information on site about the products and solutions on the display as well as other Daikin products which are not displayed.

The main prerequisites, besides the tablets, are a good WiFi connection and Daikin apps.



TV (e.g. Sony / FWL-40W705C)



Wall holder (e.g. Vogels / Thin 205)



Wall Tablet Bracket
(e.g. Bouncepad / Vesa)



Desk Tablet Bracket
(e.g. Bouncepad / Desk)

Multimedia

Video walls & illuminated screens

Video wall

For larger shops and areas (e.g. Flagship stores) a video wall is desirable, which will attract customers to the rear area of the premises. Large video displays set the scene for the product solution in emotional terms.

The video wall should ideally be as large as the neighbouring displays. A well chosen content of the video is just as important as the excellent quality of the hardware.



Large Format Display (e.g. NEC / MultiSync X555UNV)

Illuminated images

The same rules as for video walls (concerning size and location) can be applied to illuminated screens, i.e. huge images illuminated from behind.

The preferable system is a aluminium frame with a silicone edge-system that results in a frameless picture. LED is the most advanced possibility to illuminate the images.



Multi Frame LED (e.g. Best systems / Side light)

Interactive Daikin installation

For large shops, e.g. Flagship stores, exhibition events and other promotions, interactive installations are possible which inform the customers in interesting ways about the advantages of Daikin products and solutions.

A larger monitor which plays matching image content is controlled via the front end on a tablet modelled on the Daikin app for controlling the domestic system.



Applications

Flagship store

A flagship store is mainly characterised by the fact that it only represents the Daikin brand, which is clearly shown in the luminous sign.

It has a larger, more elaborate design and does not carry any endorsements such as the name of the operator.

The store is in a more prominent location, larger and its furnishings are better and more extensive.

Conditions

The size of the city and purchasing power of the surrounding area are to be determined by the individual affiliates / countries. The same applies to the sales expectations which a flagship store must be able to count on, as well as the corporate and operating structure of the operator.

Location

A flagship store is located at a top end / heavy-traffic location.

The following locations are also recommended: shopping centres, commercial areas, central locations.

Shop Inside

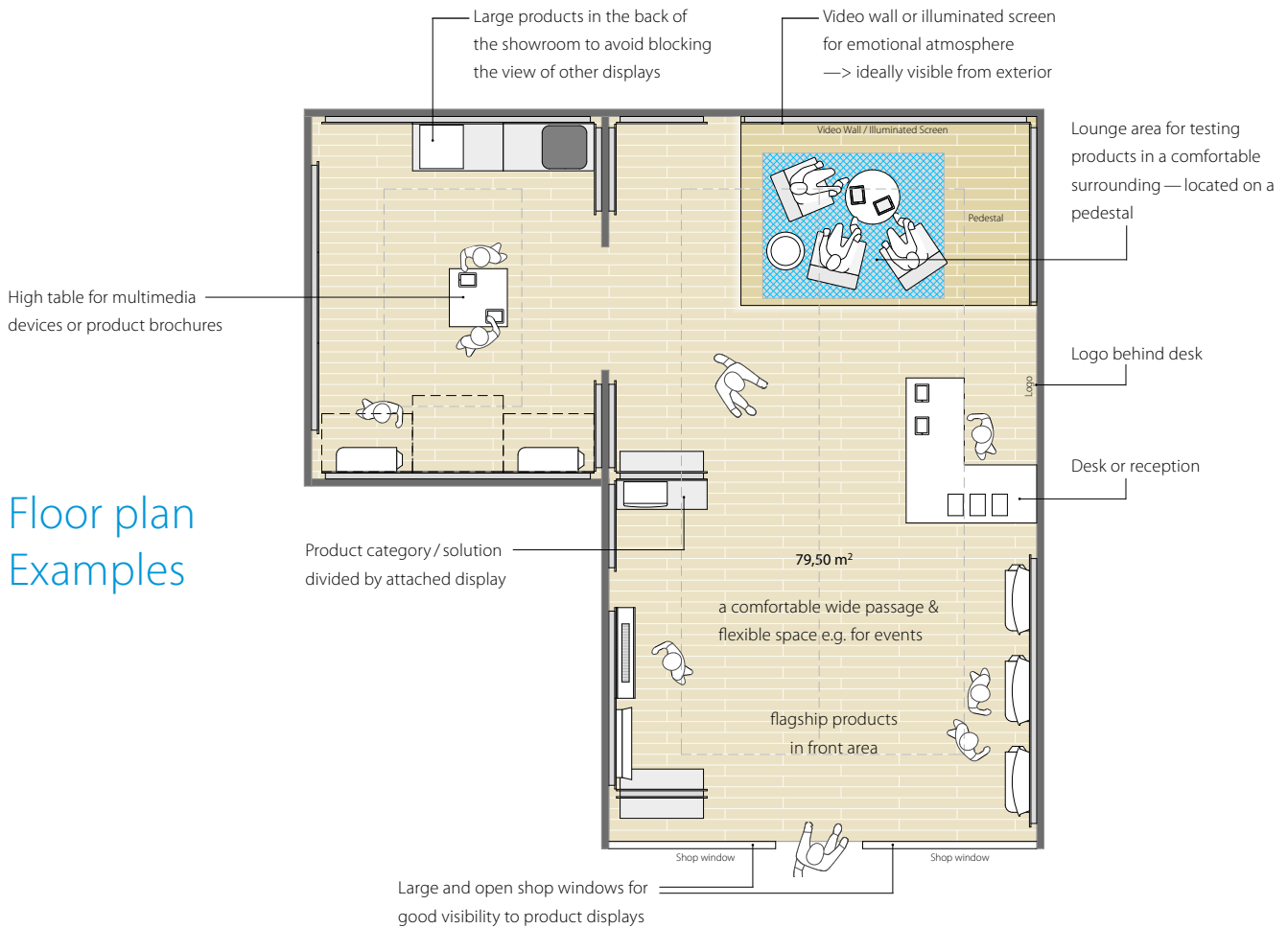
A basic rule is to always display flagship products in the front and / or most visible area of the shop.

If you look at the shop's floor plan itself, a simple, rectangular space is most suitable. Displays can be located on the wall or in the room as a standalone solution. A reception desk, lounge or coffee bar can be placed as required, but should be integrated in such a way that certain product groups / categories are not separated.

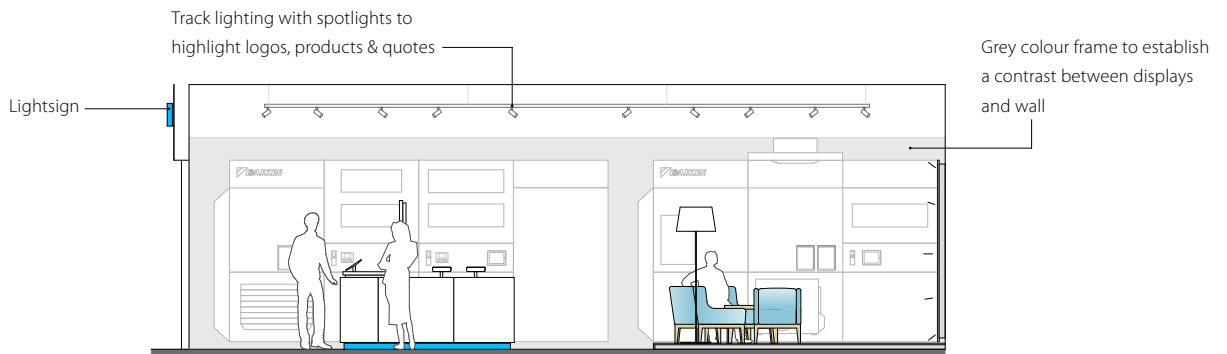
When designing the floor plan, remember to include a small, flexible area for the holding of promotions, receptions or talks.



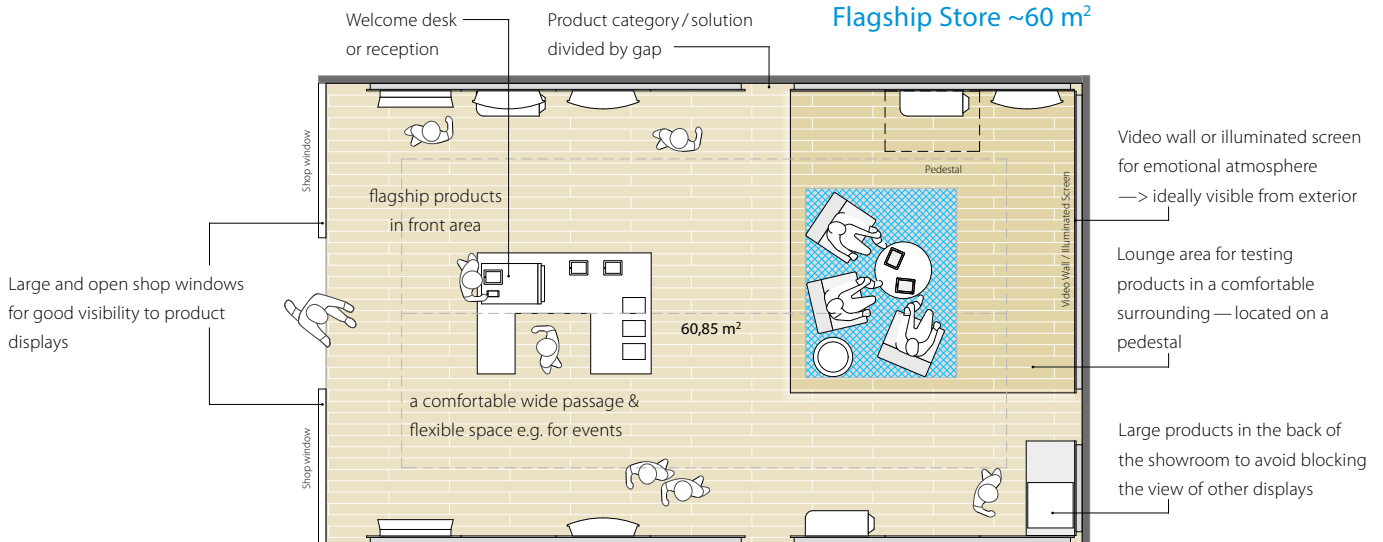
Floor plan Examples



Flagship Store ~80 m²



Flagship Store ~60 m²



Applications

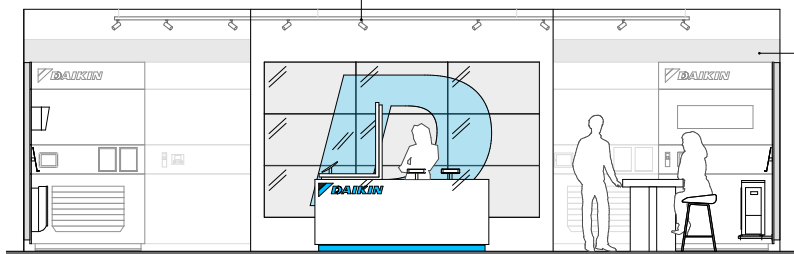
Flagship store



Floor plan Example

Track lighting with spotlights to highlight logos, products & quotes

Grey colour frame to establish a contrast between displays and wall



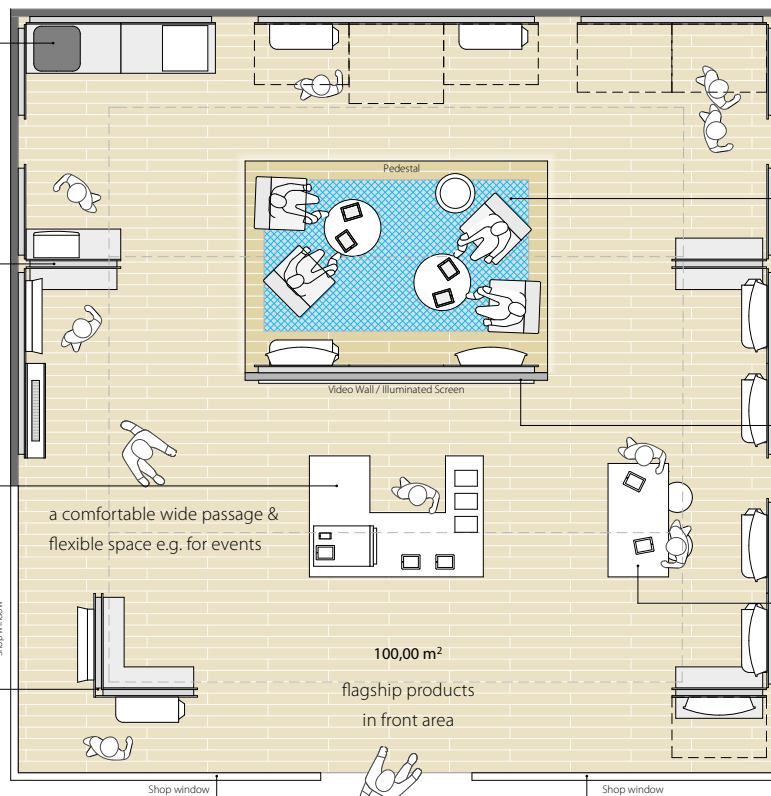
Flagship Store ~100 m²

Large products in the back of the showroom to avoid blocking the view of other displays

Product category / solution divided by attached display

Welcome desk or reception

Display presentation in both directions



Lounge area for testing products in a comfortable surrounding — located on a pedestal

Video wall or illuminated screen for emotional atmosphere —> ideally visible from exterior

High table for multimedia devices or product brochures

Large and open shop windows for good visibility to product displays

Applications

Single-brand dealer

An installer / dealer who sells only Daikin products basically operates a small flagship store which follows similar principles but can act somewhat more freely.

The sites are often already in use and the internal operation is up and running. When redesigning the showrooms, the same rules apply as set out in the "General Rules" section

Requirements for new establishment

The size of the city and purchasing power of the surrounding area are to be determined by the individual affiliates / countries.

The same applies to the sales expectations which a flagship store must be able to count on, as well as the corporate and operating structure of the operator.

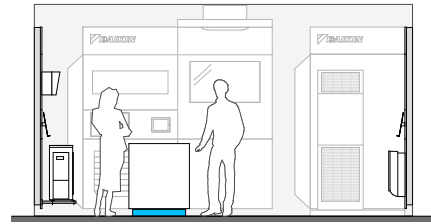
Difference to the flagship store

What makes sense for a flagship store also applies to a single-brand dealer.
Other interesting situations involve residential areas and rural locations with the appropriate catchment area.

Ground floor locations and the largest possible display windows are very welcome.



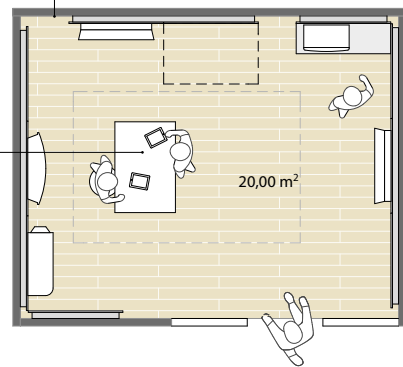
Floor plan Examples



Single-brand store ~20 m²

Product category / solution divided by gap

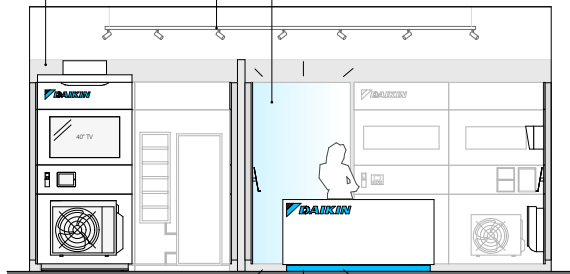
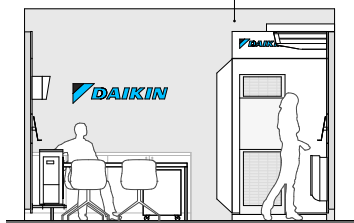
High table for consulting & multimedia devices



Track lighting with spotlights to highlight logos, products & quotes

Illuminated screen for emotional atmosphere
—> ideally visible from exterior

Grey colour frame to establish a contrast between displays and wall

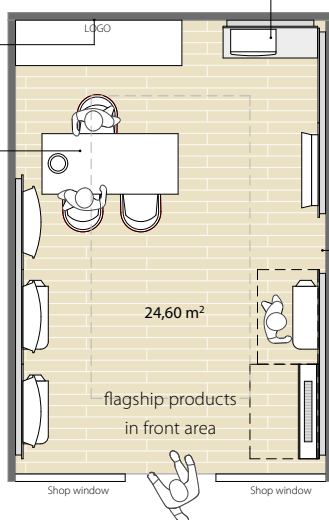


Single-brand store ~25 m²

Large products in the back of the showroom to avoid blocking the view of other displays

Logo behind the desk

Office and welcome desk

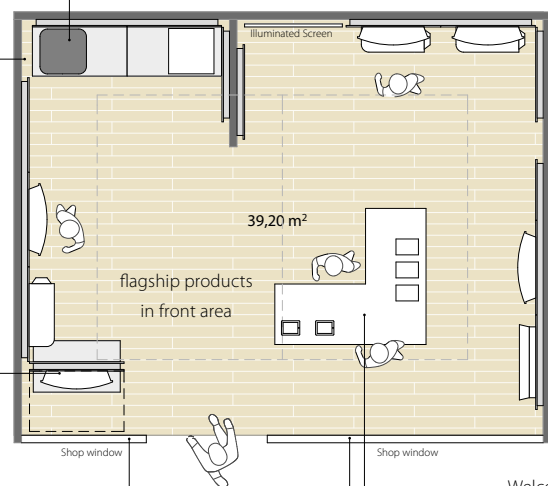


Product category / solution divided by gap

Display presentation in both directions

Large and open shop windows for good visibility to product displays

Single-brand store ~40 m²



Welcome desk or reception

Applications

Multi-brand dealer / Wholesaler / shop in shop

An installer / dealer who sells Daikin products in addition to appliances of other brands, and is encouraged to present them on their own displays. Depending on the size of the store, various solutions are possible.

The sites are often already in use and the internal operation is up and running. When redesigning or adapting the shop or area, the same rules apply as set out in the "General Rules" section.

Requirements for a new start or expansion of an existing range of Daikin products

The affiliates / countries can help evaluate the chances of success of the site and the scope of the new products to be offered.

Differences from the single-brand dealer

Location has to be taken into account.

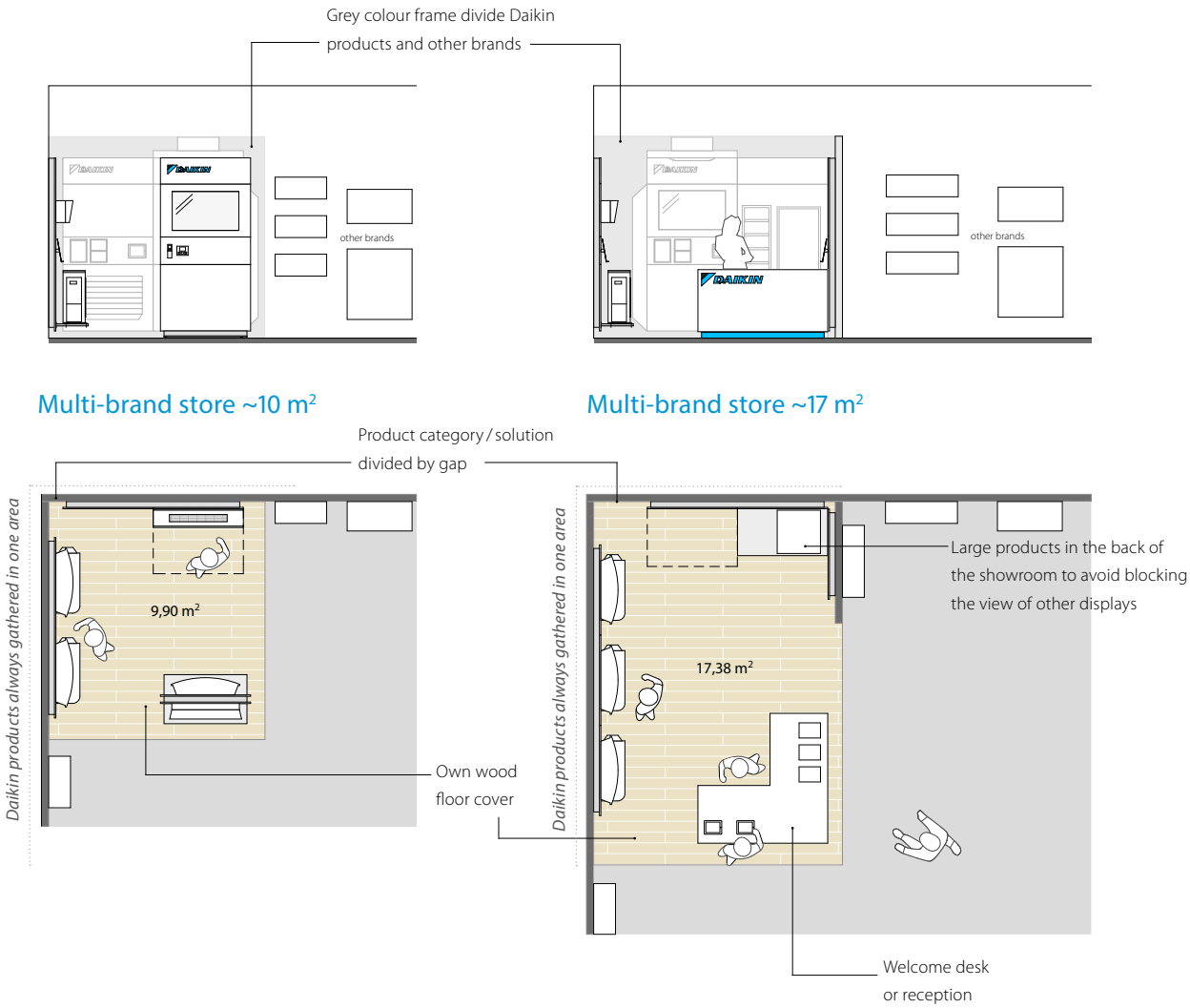
The principles relating to visibility, openness and accessibility also apply here. A luminous Daikin sign can significantly contribute to the visibility of the store.

Ground floor locations and the largest possible display windows are very welcome.

Integration into the showroom can vary greatly. The spectrum ranges from individual displays to entire shop-in-shop areas.



Floor plan
Examples



Applications

Proposal for measures on existing shops

Measures for minimum vs. maximum implementation

Maximum-measurements

The maximum measures for existing shops are to follow the instructions of the Visual Identity book for displaying products and solutions dependent on your shop size and requirements.

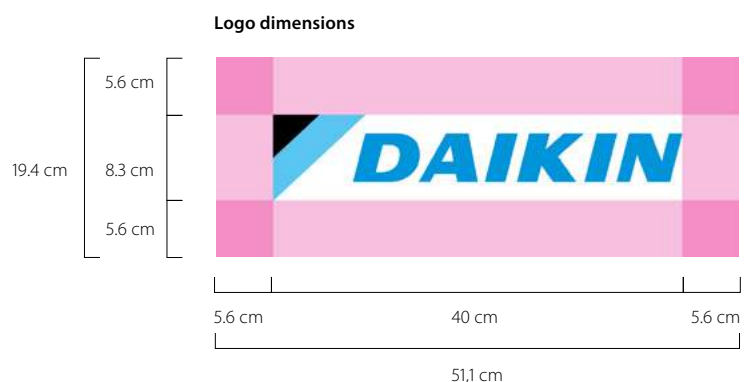
It is highly recommended to implement the proposals of the Visual Identity book. If an existing Daikin partner is not able to apply it, please follow the proposal for minimum measures.

Minimum-measurements

For the minimum measurements the following rules have to be applied:

Logo

Fixed size of 19.4 × 40 cm;
The proportions are the same as from the logo which is defined in chapter "Daikin logo".
The logo can be coloured acrylic glass or a sticker.



Info display

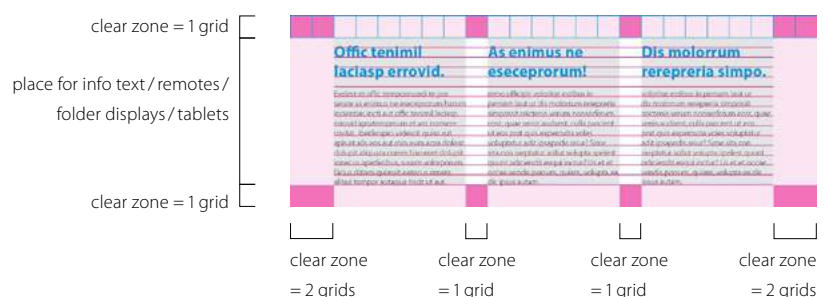
Similar as with the wall mounted display system, there should be a panel/board for information. Next to the information you can integrate folder displays, remotes and tablets.

The width of the panel is limited to the display width excluding a clear zone (= 10.4 cm) on each side.

The height of the panel is the same as for the display system (= 38.0 cm).

The material can be printed acrylic glass or a board with an adhesive foil.

For colours see chapter "Colour world".



Images

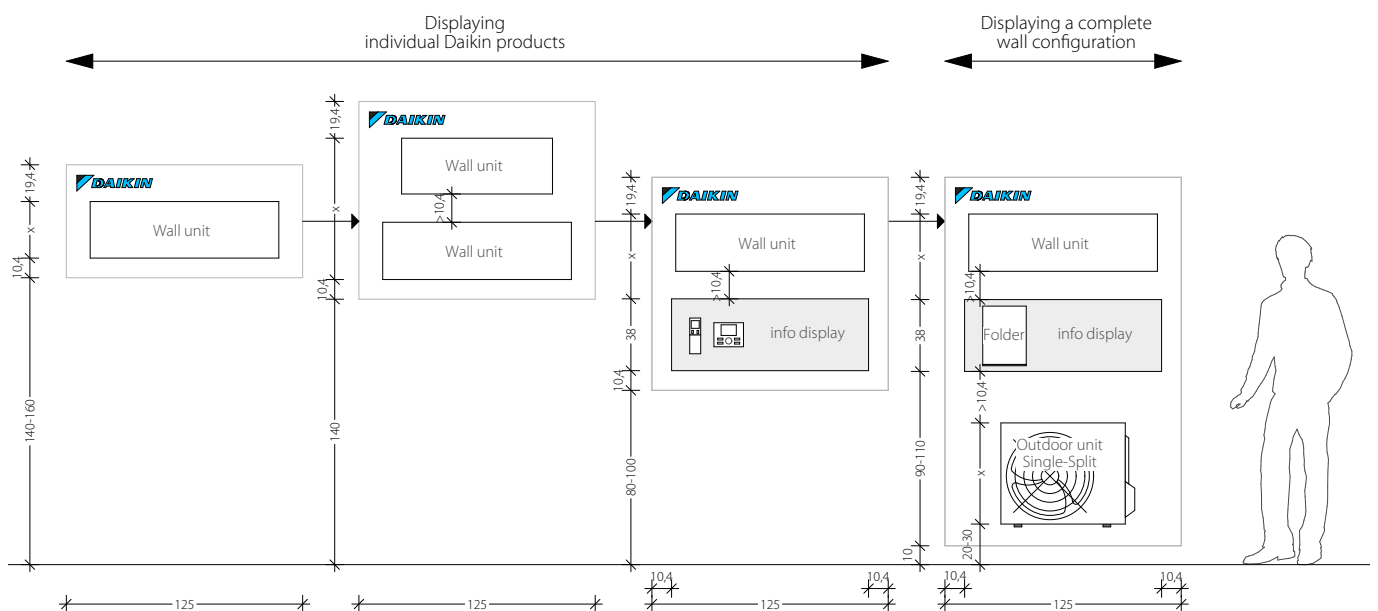
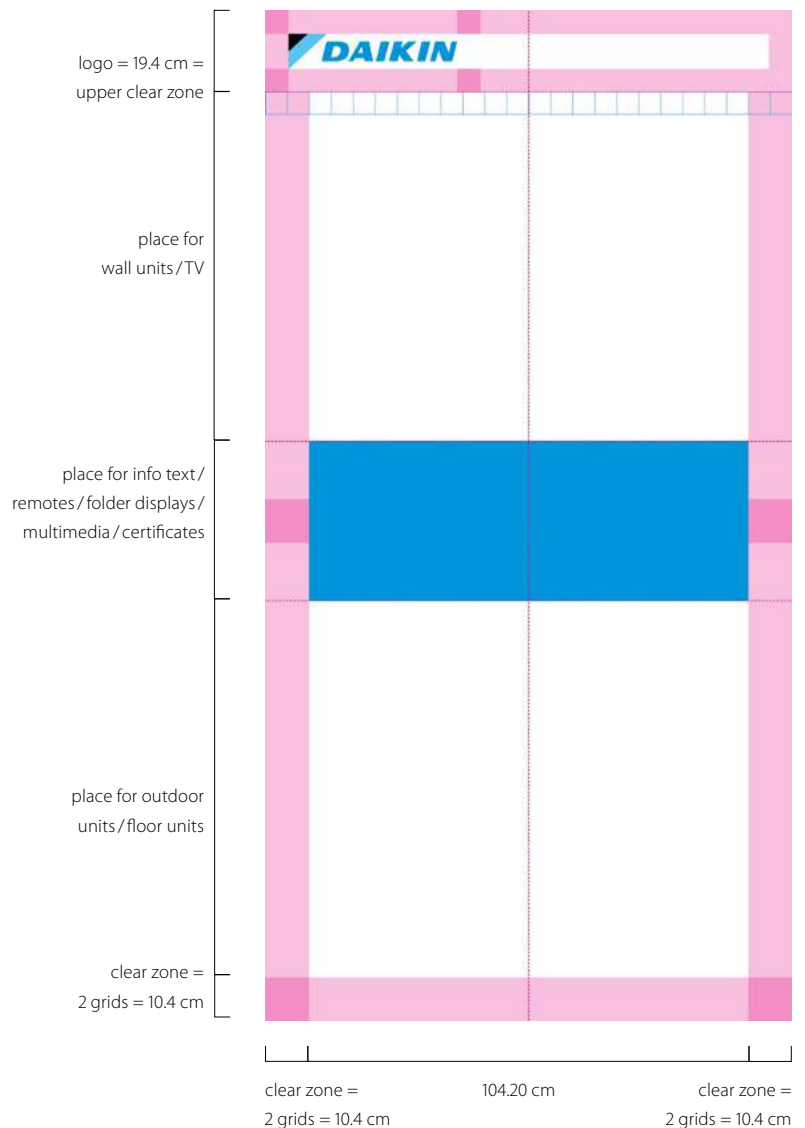
Please do not integrate emotion or campaign images on the wall. For this purpose please use roll-up posters.
For roll-up posters see chapter "Advertising".

Position of products and devices

For the exact position of Daikin devices and other display elements see chapter "Display grid for Daikin devices and products".
To arrange two or more devices or elements together, make sure that you always have at least 2 grids = clear zone = 10.4 cm in between.

Outdoor units should be mounted at a distance of 20–30 cm from the floor.

Wall structure



Different examples of minimum measures for displaying Daikin products

Applications

Proposal for measures on existing shops

Wall colour

In general there are 2 options:

1. Displaying single Daikin products among other brands

If you wish to display single Daikin products (e.g. in multibrand stores), the following rules need to be applied:

Logo:

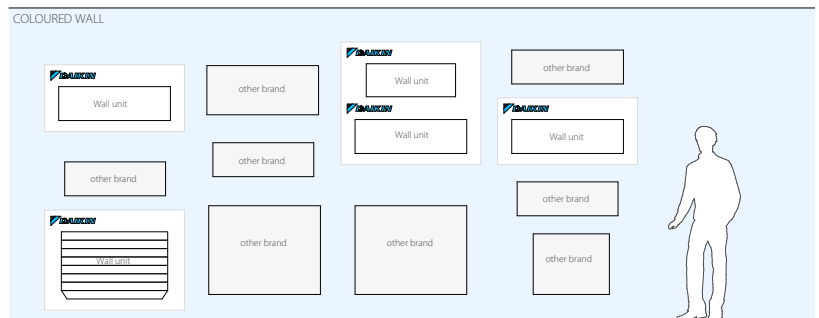
1x logo above each Daikin product

Painting:

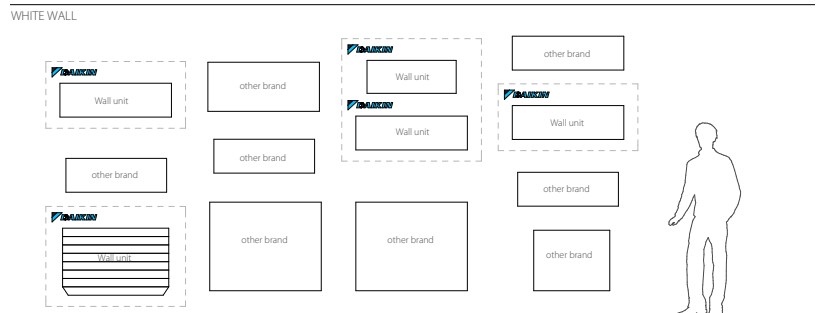
Wall colour behind Daikin products should always be white.

In case of having a white wall, no further requirements regarding the colour are necessary. A clear zone around the Daikin devices has to be provided.

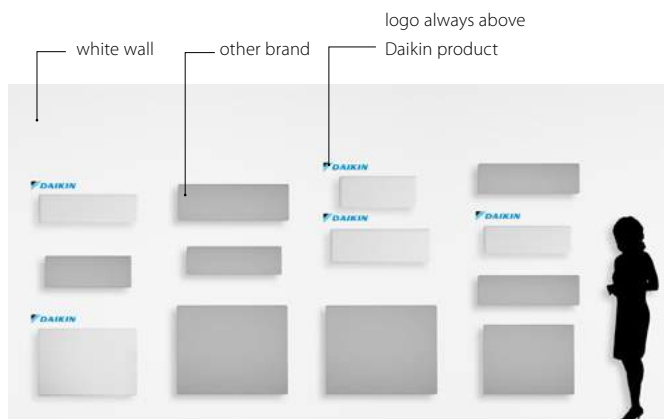
Do not apply an info display in this option → only in complete wall configuration.



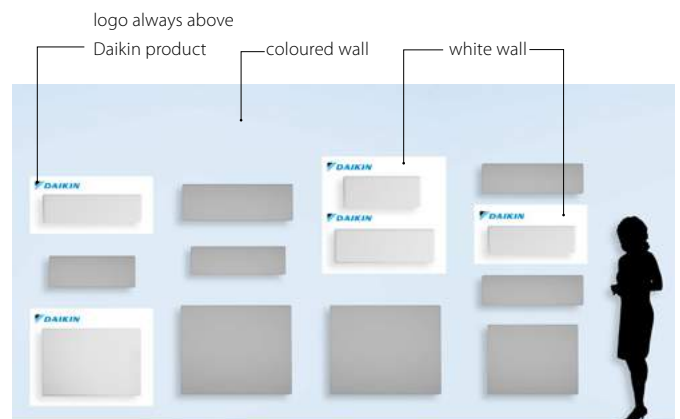
Displaying single Daikin products on a coloured wall in e.g. multibrand store



Displaying single Daikin products on a white wall in e.g. multibrand store



Displaying single Daikin products on a white wall in e.g. multibrand store



Displaying single Daikin products on a coloured wall in e.g. multibrand store

2. Displaying a complete wall configuration

If you wish to display a complete wall configuration (area from floor to the ceiling) please follow these rules:

Logo:

1x logo at the top of configuration

Painting:

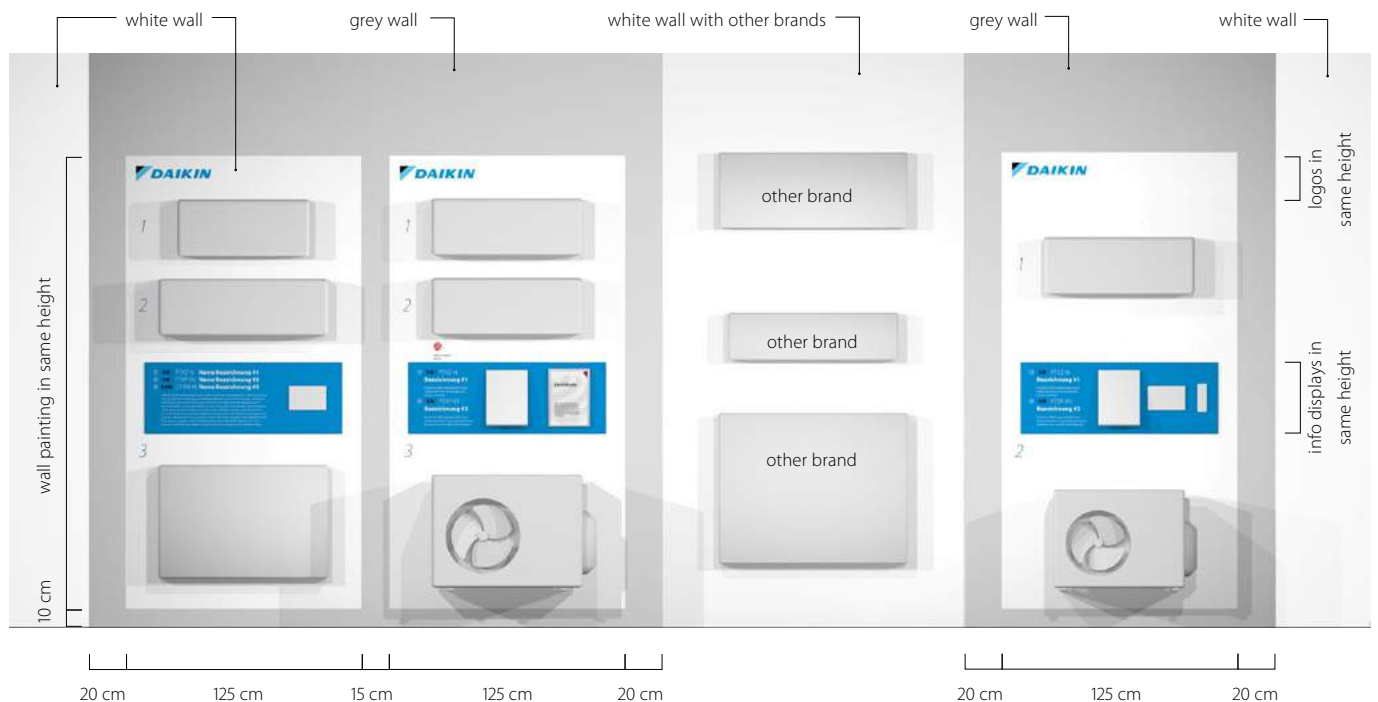
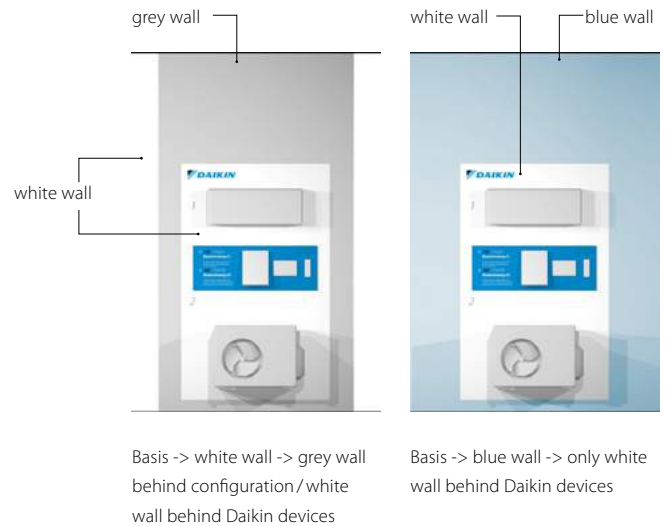
Wall colour behind Daikin products should always be white.

For exact distances see previous page.

In case of having a white wall it is recommended to paint the wall behind the Daikin configuration grey (> from floor to ceiling).

If the wall is already coloured, no extra painting is necessary.

If you have **more than one wall configuration** next to each other, it is recommended to **have the wall painting, logos and folder displays in the same height** and leave a gap between the white areas.



Daikin

Business portal

my.daikin.eu

On the Business Portal all tools prepared by Daikin can be consulted, downloaded and used free of rights:

- Advertisements
- Animations/Videos
- Presentations
- Literature
- Illustrations
- Pictures
- Point of sales material
- Promo tools
- ...

Merchandising

Visit the Daikin webshop to order Daikin's complete range of:

- Literature
- Promo tools and gifts
- Marketing materials

my.daikin.eu

> select Marketing — Marketing webshop or go to:

www.daikinpromoshop.eu



Tie



Mints

Lined area for notes, consisting of multiple horizontal lines.

Handwriting practice lines consisting of 20 sets of horizontal dotted lines on a light gray background.

