

# Index

## DAE'S Identity Manual

### Manual

This guide is an essential tool for anyone responsible for working with the DAE Identity. The information in these guidelines will be updated as the brand continues to evolve — always make sure you are using the latest version.

### DAE Core Values

Design Academy Eindhoven (DAE) is one of the world's leading design schools, recognised internationally for its forward-thinking and renowned professors and alumni. For over 70 years it has trained aspiring designers to make their mark on the future by thinking freely and openly about what design can achieve, consistently exploring design as an instrument of material, social, environmental and critical innovation. Today it is home to a community of many nationalities and cultures, offering an environment where personal perspectives on the world can be translated into meaningful and daring propositions. They are guided in this by a team of professional designers, architects, researchers, writers and curators, all active within the academy as well as in the professional field.

DAE is a University of the Arts, offering both BA and MA degrees, specialised in training students in different design perspectives in order to produce critical and socially engaged designers. In conjunction with the educational programmes, DAE has international Readerships focussed on collaborative research projects. The commonality at DAE is the shared political values of an inclusive society that embraces diversity in every aspect. In addition, the hybrid, conceptual, contextual and international approach to design makes DAE's programmes distinctive.

	Chapter 1.0
02	Typography
03	Primary Typeface
04-05	Alternative Typeface options
	Chapter 2.0
06	Logos
07	Primary Logo (1.0-4.0)
08-10	Logotypes
11	Clearspace
12	Sizing
13-14	Positioning
15	Basic Raster
	Chapter 3.0
16	Color specifications
17	Color specifications
18	Diapositive
	Chapter 4.0
19	Photography
20	Rounded Corners
21-24	Imagery
	Chapter 5.0
25	ID basic Grids
26	ID basic Grids
27-28	Graduation Grid
	Chapter 6.0
29	Deliverables Offline
30-31	Letterhead
32	Businesscards
33-34	Studentcards
35-37	Spatial Deliverables
38	De Witte Dame Banner
39-41	Textile
	Chapter 7.0
42	Deliverables Online
43	Instagram Post
44	Instagram Story
45	Dezeen Foorter, Press Release & Facebook Header
46	LinkedIn Header
47	Mailchimp Twitter
48	Email Signature
49	Keynote/Presentation

# Chapter 1.0

## Typography

### Primary Typeface

MAD Sans Fill has been chosen as the primary typeface for the whole identity, including the logotype. The typeface in the weights: Regular & Bold provide a large amount of design flexibility for all graphic communications.

### Alternative Typeface

When the primary typeface, MAD Sans Fill is unavailable, use Inter, an open-source typeface, as alternative typeface. (available at: <https://rsms.me/inter/>) When Inter can't be used, Arial is used instead. Arial is readily available within word processing, spreadsheets and is used for DAE's email signature.

02	Typography
03	Primary Typeface
04-05	Alternative Typeface options

DAE Typeface: MAD Sans Fill  
 Dries Wiewauters, 2015  
 Colophon Foundry  
 Weights: **Bold**, ***Bold Italic***  
 Regular & *Regular Italic*

MAD Sans Fill **Bold**  
 Dries Wiewauters, 2015  
 Colophon Foundry

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @

MAD Sans Fill ***Bold Italic***  
 Dries Wiewauters, 2015  
 Colophon Foundry

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @*

MAD Sans Fill Regular  
 Dries Wiewauters, 2015  
 Colophon Foundry

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @

MAD Sans Fill *Regular Italic*  
 Dries Wiewauters, 2015  
 Colophon Foundry

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @*

**NOTE:** Be sure you have the DAE version of Mad Sans Fill in use where Stylistic Set 1/2 (See below, a/g) are the default.  
 In emergencies: Indesign: Paragraph Style → OpenType Features → Stylistic sets → Activate (Set 1 & 2).

Minimum fontsize usage print: +- 9pt Bold/+ Regular



Alternative Typeface: Inter  
 open-source typeface at <https://rsms.me/inter/>  
 Weights: **Medium**, **Medium *Italic***,  
**Regular** & ***Regular Italic***

Inter **Medium**  
 open-source typeface at <https://rsms.me/inter/>

A B C C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @

Inter **Medium *Italic***  
 open-source typeface at <https://rsms.me/inter/>

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @

Inter **Regular**  
 open-source typeface at <https://rsms.me/inter/>

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @

Inter ***Italic***  
 open-source typeface at <https://rsms.me/inter/>

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↖ ↗ ↘ ↙ ↔ ↕ ! ? \* @

Alternative Typeface: Arial  
 Monotype  
 Weights: **Bold**, ***Bold Italic***,  
**Regular** & ***Regular Italic***

Arial Bold  
 Monotype

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↔ ↕ ! ? \* @**

Arial Bold Italic  
 Monotype

***A B C D E F G H I J K L M N O P Q R S T U V W X Y Z***  
***a b c d e f g h i j k l m n o p q r s t u v w x y z***  
***1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↔ ↕ ! ? \* @***

Arial Regular  
 Monotype

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↔ ↕ ! ? \* @

Arial Italic  
 Monotype

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*  
*a b c d e f g h i j k l m n o p q r s t u v w x y z*  
*1 2 3 4 5 6 7 8 9 0 ← → ↑ ↓ ↔ ↕ ! ? \* @*

# Chapter 2.0

## Logos

06	Logos
07	Primary Logo (1.0-4.0)
08-10	Logotypes (2.1/3.1/4.1)
11-12	Sizing
12	Clearspace
13-14	Positioning

Design Academy Eindhoven is always written on two lines  
Removing lowercase letters reveals the logo.

leading = typesize + 2pt

Logo 1.0

Design Academy  
Eindhoven

filename:  
DAE\_Logo1.0.eps

Logo 2.0

D A  
E

filename:  
DAE\_Logo2.0.eps

Design Academy  
Eindhoven +2pt

D A  
E +2pt

Logo 3.0

If used together, DAE is always presented right with the exact same space inbetween.

<sup>1</sup> D <sup>1</sup> A Design Academy  
E Eindhoven

D A Design Academy  
E Eindhoven

filename:  
DAE\_Logo3.0.eps

Logo 4.0

If used together, DAE is always presented right with the exact same space inbetween.

D A  
E  
1  
.5

Design Academy  
Eindhoven

filename:  
DAE\_Logo4.0.eps

D A  
E

Design Academy  
Eindhoven

Logotype 3.1

1
2  
 D A Design Academy Contextual  
 E Eindhoven Design

filename:  
DAE\_Logo3.1-ContextualDesign.eps

D A Design Academy Social  
 E Eindhoven Design

filename:  
DAE\_Logo3.1-SocialDesign.eps

D A Design Academy Information  
 E Eindhoven Design

filename:  
DAE\_Logo3.1-InformationDesign.eps

D A Design Academy GEO—  
 E Eindhoven Design

filename:  
DAE\_Logo3.1-GeoDesign.eps

D A Design Academy Critical  
 E Eindhoven Inquiry Lab

filename:  
DAE\_Logo3.1-CriticalInquiryLab.eps

Logotype 2.1

1  
 D A Foundation  
 E Year

filename:  
DAE\_Logo2.1-FoundationYear.eps

D A The  
 E Arena

filename:  
DAE\_Logo2.1-TheArena.eps

D A Lecture  
 E Series

filename:  
DAE\_Logo2.1-LectureSeries.eps

D A Readerships  
 E

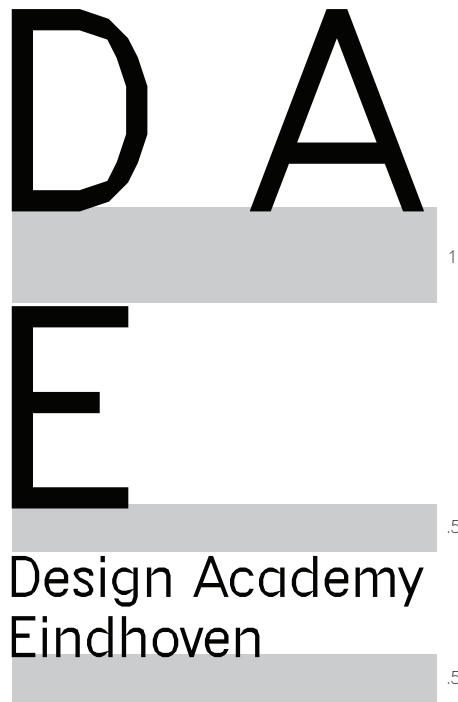
filename:  
DAE\_Logo2.1-TheArena.eps

D A Lexicon  
 E

filename:  
DAE\_Logo2.1-Lexicon.eps



Logotype 4.1

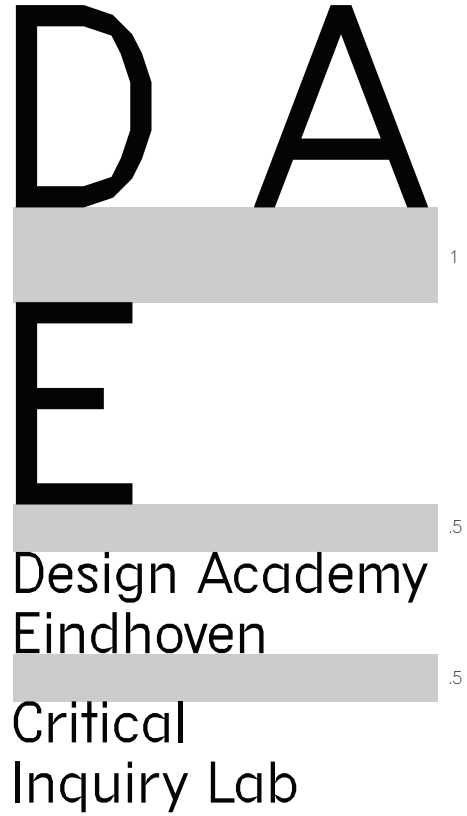


filename:  
DAE\_Logo4.0.eps



Information  
Design

filename:  
DAE\_Logo4.1-InformationDesign.eps



filename:  
DAE\_Logo4.1-CriticalInquiryLab.eps



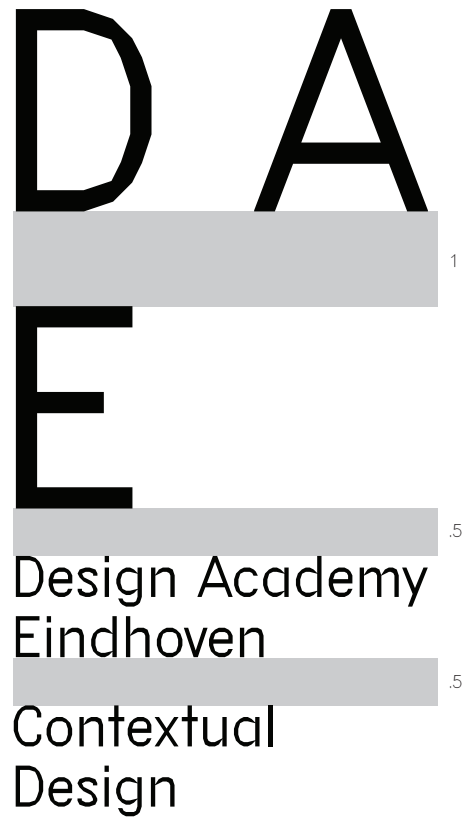
Social  
Design

filename:  
DAE\_Logo4.1-SocialDesign.eps

Logotype 4.1



filename:  
DAE\_Logo4.1-GeoDesign.eps



filename:  
DAE\_Logo4.1-ContextualDesign.eps

		Logo 1.0	Logo 3.0
Minimum height (~19px/~7mm) (~45%)		Design Academy Eindhoven	Minimum height (~19px/~7mm) (45%) D A Design Academy E Eindhoven
		Logo 2.0	
Minimum height (~19px/~7mm) (45%)		D A E	
45%	D A E	Design Academy Eindhoven	
60%	D A E	Design Academy Eindhoven	
100%	D A E  filename: DAE_Logo2.0.eps	Design Academy Eindhoven  filename: DAE_Logo1.0.eps	
120%	D A E	Design Academy Eindhoven	
140%	D A E	Design Academy Eindhoven	
160%	D A E	Design Academy Eindhoven	
180%	D A E	Design Academy Eindhoven	
200%	D A E	Design Academy Eindhoven	

Logo 4.0

Minimum height (~119px/~42mm)  
(~45%)

D A

E

Design Academy  
Eindhoven

45%

D A  
E

Design Academy  
Eindhoven

60%

D A

E

Design Academy  
Eindhoven

80%

D A

E

Design Academy  
Eindhoven

100%

D A

E

Design Academy  
Eindhoven

filename:  
DAE\_Logo4.0.eps

D A

E

Design Academy  
Eindhoven

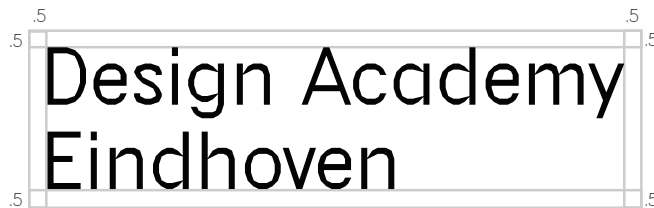
An clearspace zone around the logo has been created to protect its integrity and make sure the logo is easy to read. For digital or print applications the logo must adhere to the correct size and usage.

Minimum clearspace dimensions are here .5 Measured with the space between n and A of Design Academy. Keep things away from the logo.

These rules are applicable to all logos and logotypes of DAE.

The clearspace is included within the eps files. Open the top layers in your .eps file and check the layer called clear-space or follow the instructions on the right.

Logo 1.0

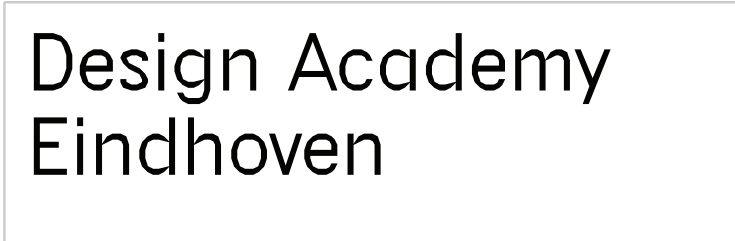


Logo 2.0



For digital or print applications the logo must adhere to the correct positioning.

Logo 1.0 is always aligned to the top or bottom left. however, aligned to the bottom left is the most preferred version.



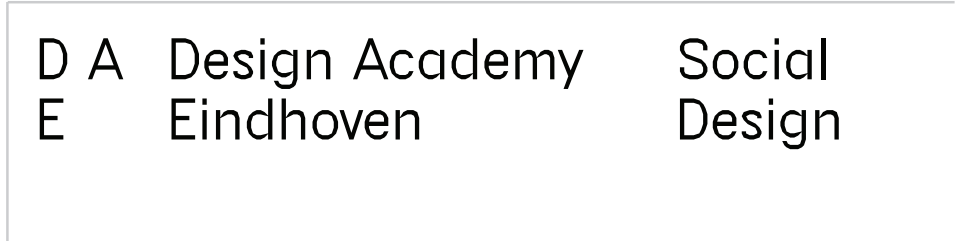
Logo 2.0 is always aligned to the top or bottom on the left or right, however, aligned to the top or bottom left is the most preferred version.



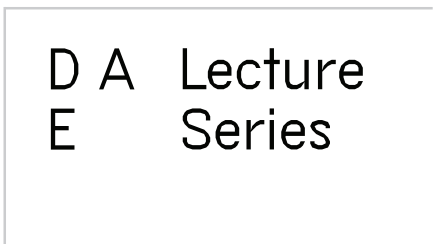
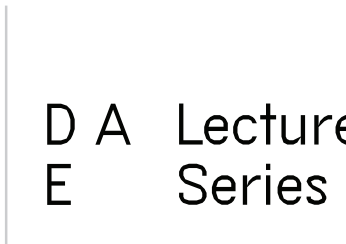
The DAE logo is never placed in the center of the application. Always aligned to a corner.



Logo 3.0 or Logotype 3.1 is always aligned to the top or bottom left. however, aligned to the bottom left is the most preferred version.



Logotype 2.1 is always aligned to the top or bottom on the left, however, aligned to the bottom left is the most preferred version.



Logotype 4.0 or 4.1. is always aligned to the top or bottom on the left. Aligned to the bottom left is the most preferred version.

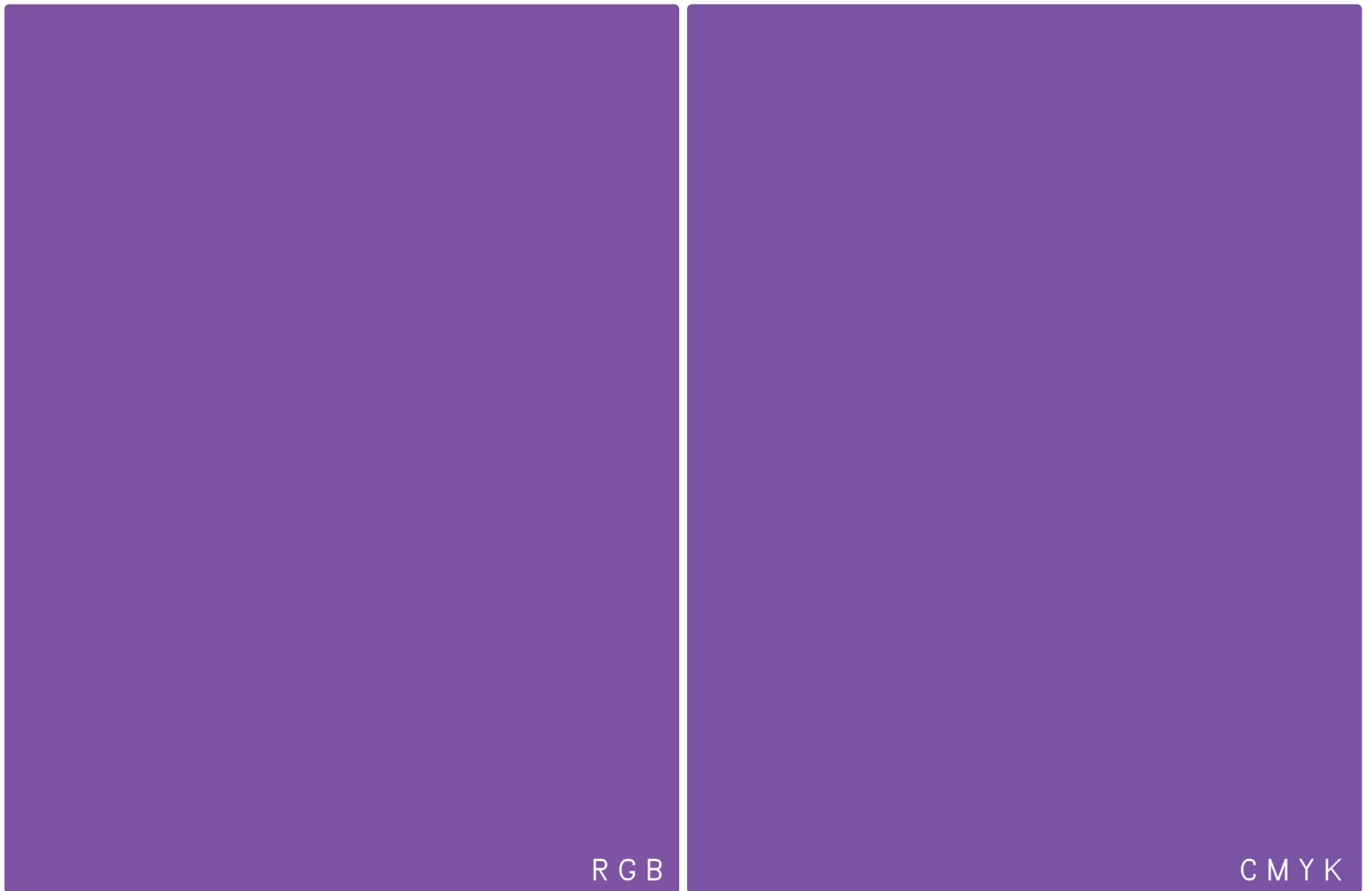








# Chapter 3.0

## Color Specifications

16	Color specifications
17	Color specifications
18	Logo Application





Color	Pantone	C	M	Y	K	R	G	B	Web #
 Black	Black	0	0	0	100	0	0	0	#000000
 Grey	PANTONE 5315	15	16	4	0	213	205	221	#D5CDDD
 Purple	PANTONE 7442	62	78	0	0	156	50	246	#9C32F6
 Coral	PANTONE 4058	7	85	60	0	226	78	89	#E24E59
 Yellow	PANTONE 3935	8	1	78	0	242	233	90	#F2E95A
 Green	PANTONE 353	42	0	56	0	134	248	158	#86F89E



# Chapter 4.0

## Photography

### Manual

There are a number of guidelines for photography and the use of imagery for external & internal communication.

For the photography the DAE prefers a documentary photography style. The photography mostly features people/communities, rather than stylized products or spaces. Featuring people happens with an aesthetic eye, not simply snaps. People must look natural or be in action, preferably never looking at the camera. Take into account the privacy of the persons presented on the pictures.

### Digital work

When presenting digital work, no screen-shots, unless process images. Instead of screenshots, people/hands/body parts are presented with devices featuring the work.

### Portraits

For portraits DAE prefers 'natural' shots above studio photos that are stylized.





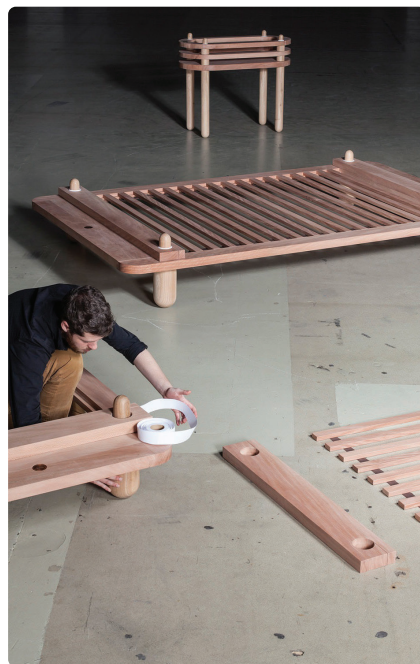
For the photography the DAE prefers a documentary photography style. The photography mostly features people/communities, rather than stylized products or spaces. Featuring people happens with an aesthetic eye, not simply snaps. People must look natural or be in action, preferably never looking at the camera. Take into account the privacy of the persons presented on the pictures.





When presenting digital work, no screenshots, unless process images. Instead of screenshots, people/hands/body parts are presented with devices featuring the work.











# Chapter 5.0

## ID Basic Grids

25	ID Basic Grids
26	ID Basic Grids
27-28	Graduation Grid

Raster Portrait:  
8 columns (mostly print)  
10 columns (mostly web)



Examples



## Graduation

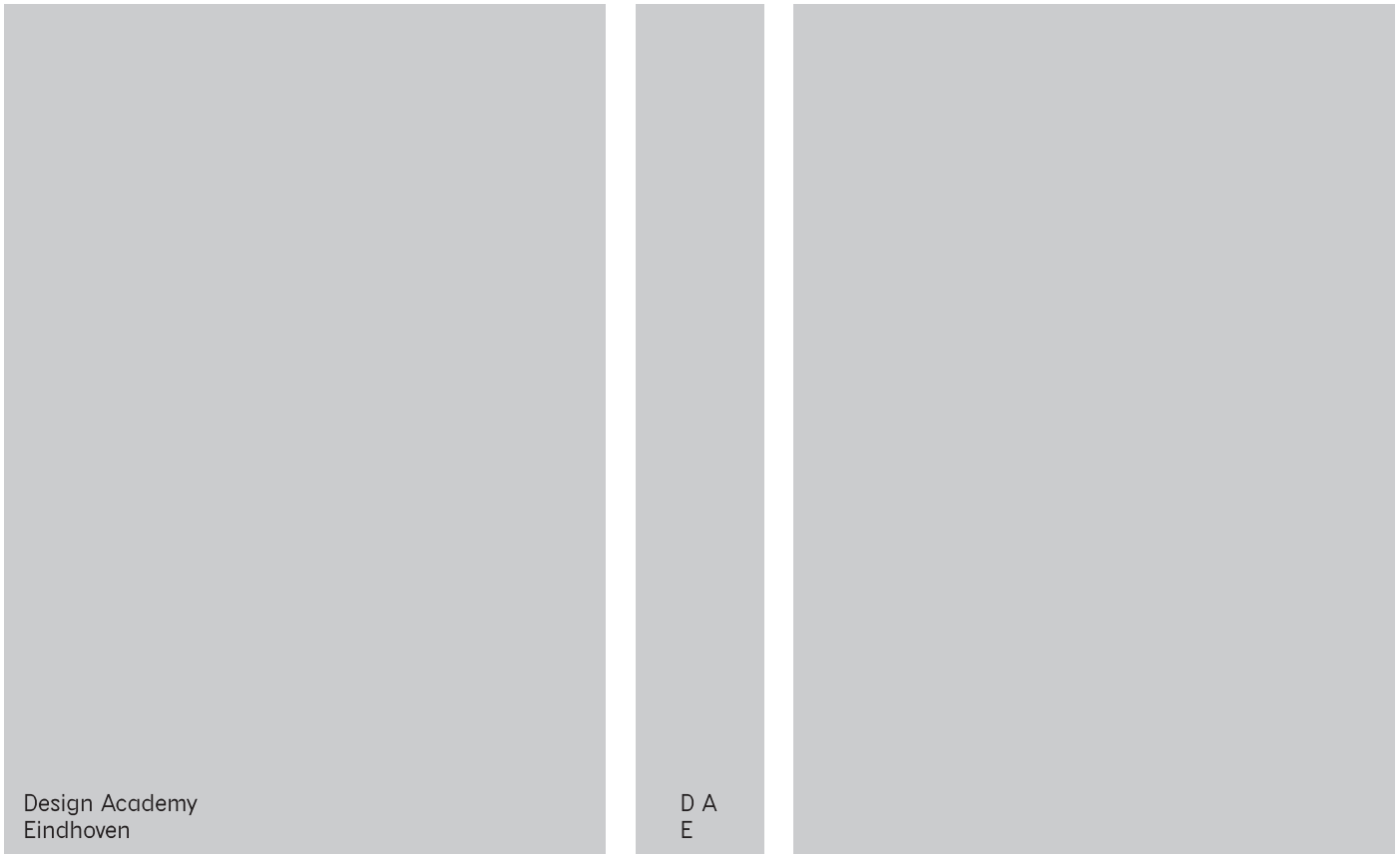
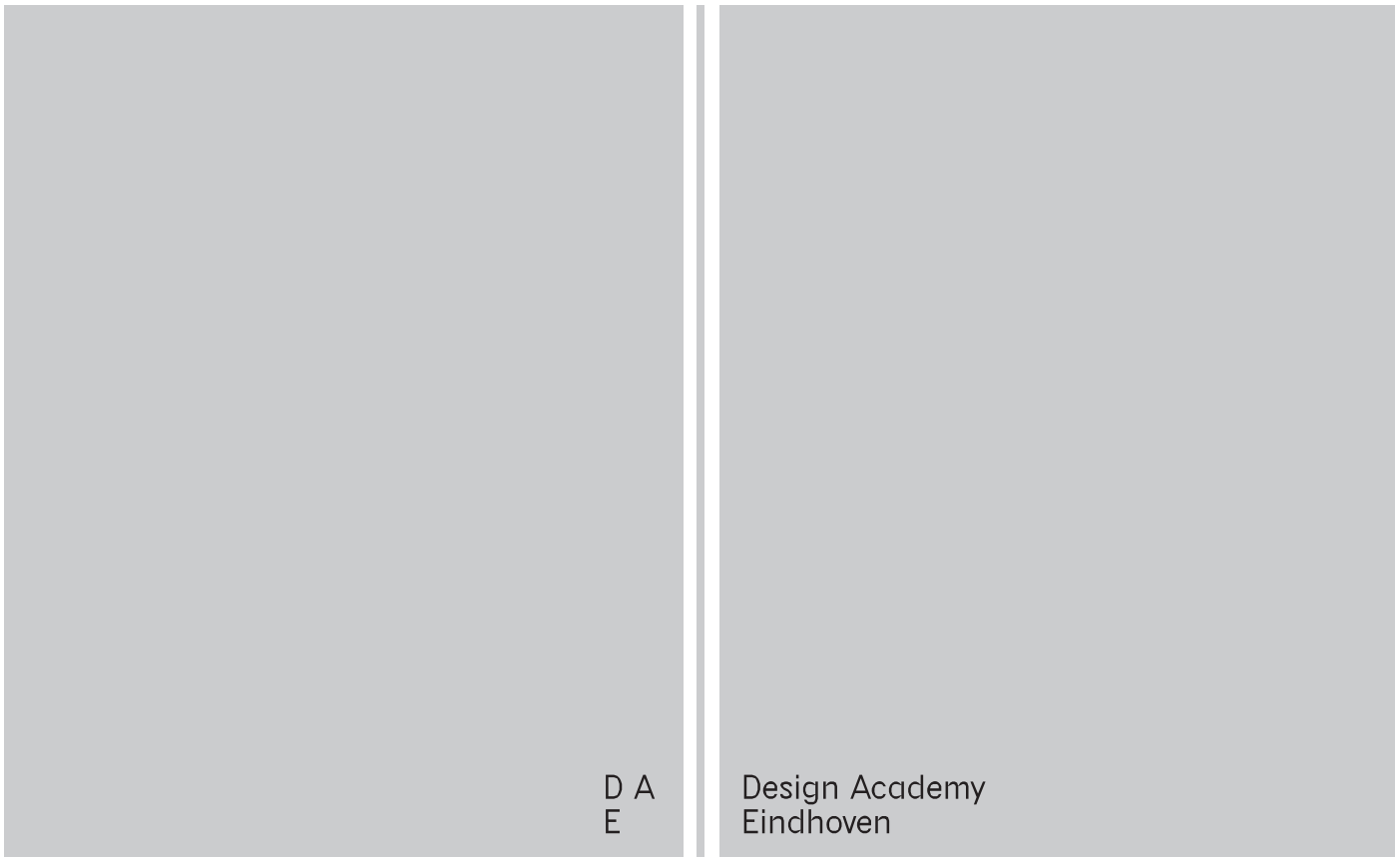
As part of the new DAE Identity the design of the Graduation Catalogue and the Spatial Design System of the Exhibition in 2020 is commissioned by one or more recent alumni of the academy. In this first year of the new strategy the process is a direct commission. Some heads of the different Bachelors and Master departments pointed out talented alumni. In the future the project will be announced as an Open Call. The size of the catalogue is 170 x 240 mm. This new format allows consistency throughout the coming years while a different team of designers is in charge of the visual execution. Furthermore, the format is usually used for textbooks and as such underlines the new direction of the catalogue as a journalistic documentation of the past academic year, with content additional to the Graduation Projects. The aim is to produce a publication that is a document outlining a global as well as academic context for the graduation work, embedding it in a wider environment.

For the additional context, Eames' short film 'Powers of Ten' serves as inspiration. Project texts, Project photography, Work categorisation (themes rather than departments), DAE internal journalist: All of these aspects of the catalogue aim to provide different perspectives and scales. In the case of the Graduation Show, a new position of Spatial Design System is defined. In this role a designer works closely with the designer of the catalogue in developing an overall concept. In execution however, the designers are free to decide how closely they collaborate. The position of Spatial Design System is tasked with the execution of signage and the campaign as well as developing design elements to include the overall concept in the show as it is also present in the catalogue.

As such the show is a physical and temporal manifestation whereas the catalogue is 'permanent'. Both instances aim to create and showcase the wider context within which the student work was produced.

D A Graduation  
E 2020

D A Graduation  
E --



# Chapter 7.0

## Deliverables Offline

29	Deliverables Offline
30-31	Letterhead
32	Businesscards
33-34	Studentcards
35-37	Spatial Deliverables
38	De Witte Dame Banner
39-41	Textile

D A Design Academy  
E Eindhoven

Emmasingel 14  
5611AZ Eindhoven

T +31 (0)40 239 3939  
E contact@designacademy.nl

designacademy.nl

A vertical grid of 20 columns and 30 rows, used for drawing or sketching.

DA Design Academy  
Eindhoven

Page 1/2      24 March 2020      Location      Attn. Name Surname  
Address  
Zipcode  
State

**Regarding:** Lorem ipsum dolor sit ametconsectetur adipiscing elit.

Dear recipient,

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"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia.

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**Lorem ipsum dolor sit amet**  
"At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat."essitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque maiores alias consequatur aut perferendis doloribus asperiores repellat." dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam

Emmasingel 14      T +31 (0)40 239 3939      designacademy.nl  
5611AZ Eindhoven      E contact@designacademy.nl

DA Design Academy  
Eindhoven

Page 2/2      Regarding

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D A	Raffaela	Manager
E	Vandermuhlen	Communications, Relations and Events
T	+31 (0) 40 239 3939	
E	Raffaela.Vandermuhlen@designacademy.nl	





Student Card                      Proof of Enrolment                      2020/2021

The student card proves official registration as a student at Design Academy Eindhoven for the academic year 2020-2021. The rights, obligations and commitments entailing from official enrolment are stated in the "Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek (WHW)" and also in the students charter and regulations of Design Academy Eindhoven. The student is obliged to always carry the student card and an official identification document during educational activities and must show this card on request.

On Behalf of the Executive Board

This card remains property of Design Academy Eindhoven  
If found, please return to the following address:

Design Academy    Emmasingel 14    5600 CC Eindhoven    designacademy.nl  
Eindhoven            PO BOX 2125            The Netherlands    T+31(0)40 239 39 39

# DAE

Design Academy  
Eindhoven

BA Voltijdopleiding Vormgeving

Valid: 2020/2021

Firstname Lastname  
**Anne Smolders**

Date of Birth  
**08.20.2020**

Student Number  
**0928390192**

# DAE

Design Academy  
Eindhoven

BA Voltijdopleiding Vormgeving

Valid: 2020/2021

Firstname Lastname  
**Anne Smolders**

Date of Birth  
**08.20.2020**

Student Number  
**0928390192**

# DAE

Design Academy  
Eindhoven

MA Voltijdopleiding Contextual Design

Valid: 2020/2021

Firstname Lastname  
**Anne Smolders**

Date of Birth  
**08.20.2020**

Student Number  
**0928390192**

# DAE

Design Academy  
Eindhoven

BA Voltijdopleiding Vormgeving

Valid: 2020/2021

Firstname Lastname  
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Exchange Bachelor of Arts

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Student Card                      Proof of Enrolment                      2020/2021

The student card proves official registration as a student at Design Academy Eindhoven for the academic year 2020-2021. The rights, obligations and commitments entailing from official enrolment are stated in the "Wet op het Hoger Onderwijs en Wetenschappelijk Onderzoek (WHW)" and also in the students charter and regulations of Design Academy Eindhoven. The student is obliged to always carry the student card and an official identification document during educational activities and must show this card on request.

On Behalf of the Executive Board

This card remains property of Design Academy Eindhoven  
If found, please return to the following address:

Design Academy Eindhoven    Emmasingel 14    PO BOX 2125    5600 CC Eindhoven    The Netherlands    designacademy.nl    T+31(0)40 239 39 39

LOGOTYPE 2.1

- ↙ A Social Design
- ↙ A 109-202
- ↖ Information Design
- ↙ Toilet
- ↙ Contextual Design
- ↙ Room 202
- ↘ GEO— Design
- ↙ De Witte Dame Zaal
- ← Critical Inquiry Lab
- ↙ Bibliotheek Eindhoven
- Social Design
- ↙ Bezoekers Melden

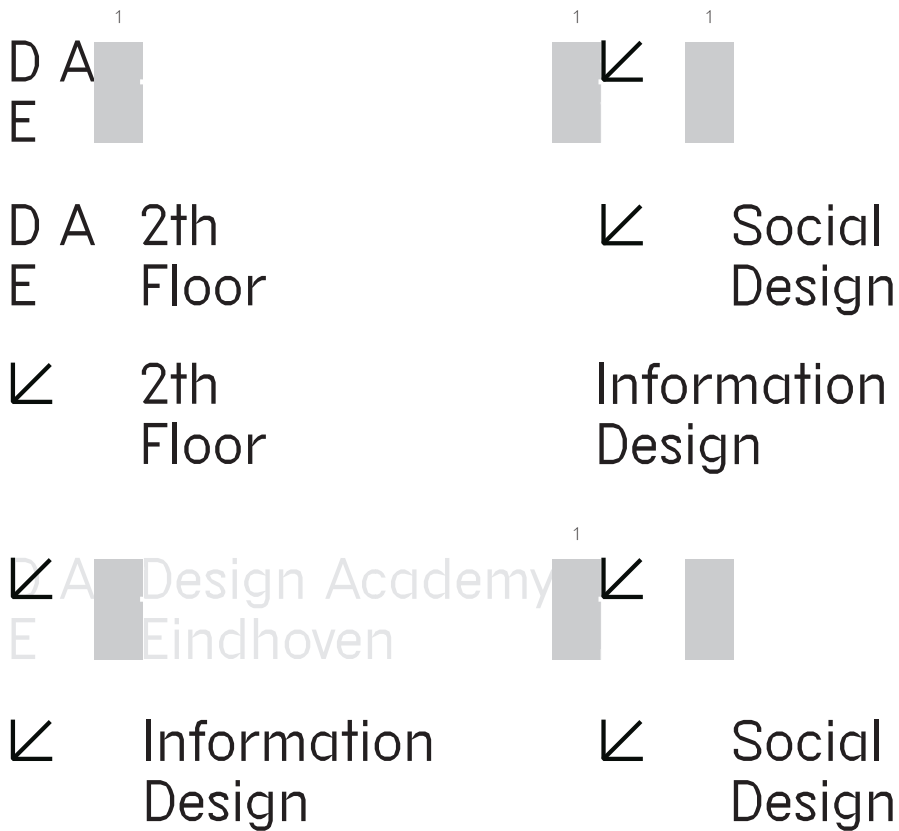
LOGOTYPE 2.1

- DAE ↙ <sup>1</sup> Social Design
- DAE ↙ Social Design

LOGOTYPE 2.1

- DAE <sup>1</sup> Design Academy Eindhoven ↙ <sup>1</sup> A Social Design
- DAE Design Academy Eindhoven ↙ Social Design

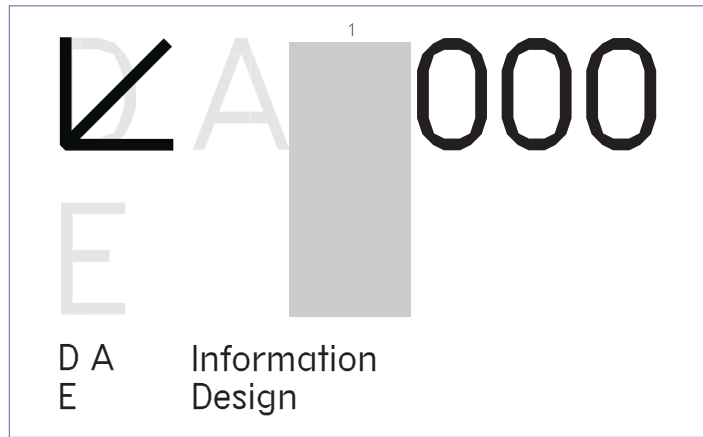
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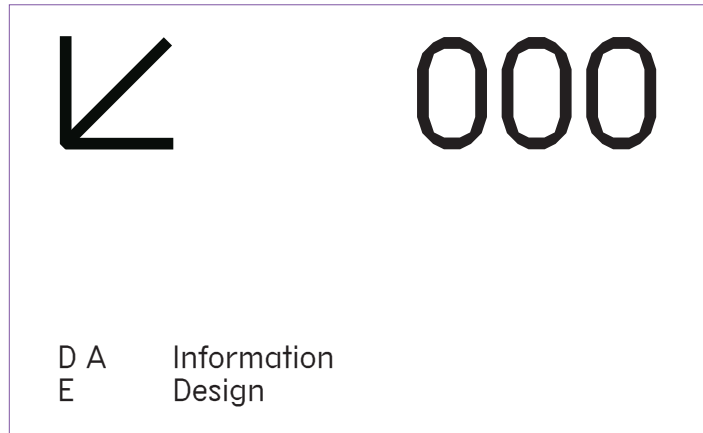
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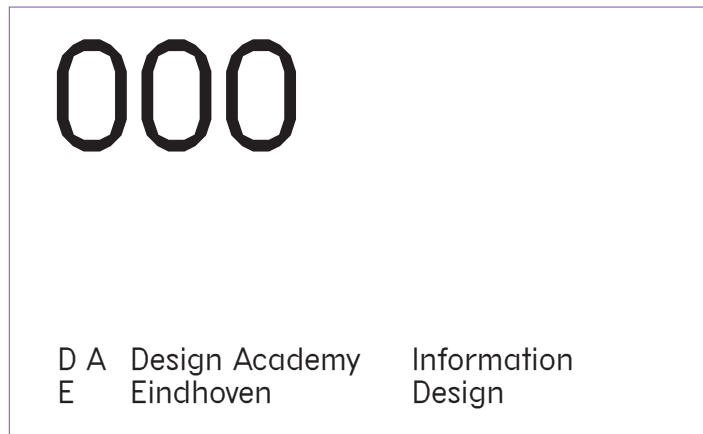
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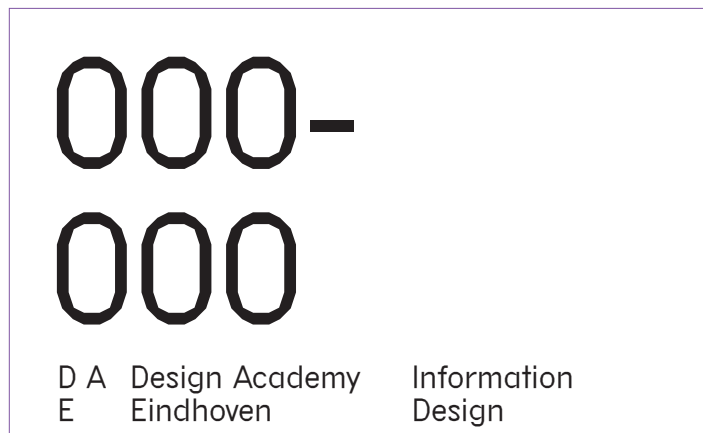
SIGNING 1.0



SIGNING 1.2



SIGNING 1.2



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Eindhoven

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De Witte  
Dame

DAE Design Accademy  
Eindhoven

Emmasingel 14

[designaccademy.nl](http://designaccademy.nl)

De Witte  
Dame

**Totebag**

Black totebag with white or DAE ID colored text

- Possibly sold as DAE merchandising
- This would be in line with the 'everyone is an editor' concept of the DAE community.
- Edit your totebag on occasion / crew / group
- GS custom design or open day question mark can be added on demand by silkscreen. Be free to add your mark on this sweater in any way imaginable within the print areas.
- This would be in line with the 'everyone is an editor' concept of the DAE community.



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**Sweater/Crewneck**

Black sweater/crewneck  
/longsleeve (if black not possible, use grey)

- green or purple embroidery
- Possibly sold as DAE merchandising
- This would be in line with the 'everyone is an editor' concept of the DAE community.
- Edit your sweater on occasion / crew / group
- GS custom design or open day question mark can be added on demand by silkscreen. Be free to add your mark on this sweater in any way imaginable within the print areas.
- The branded DAE sweaters will not 'expire' as long as we're using the new brand ID.

fontsize: 20/22pt or 24/26pt  
( 1,3cm or 1,6cm height )





**Sweater/Crewneck**  
Black sweater/crewneck  
/longsleeve (if black not  
possible, use grey)  
• green or purple embroidery

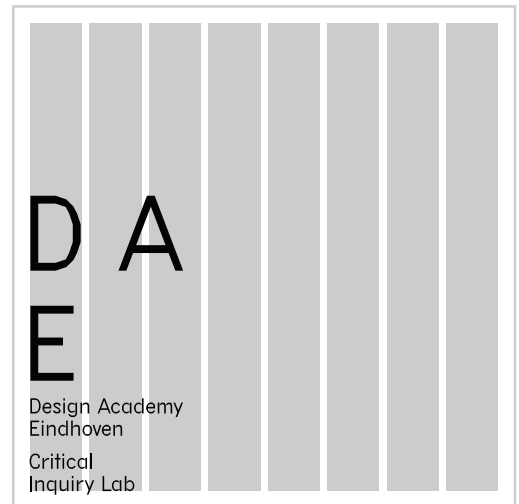
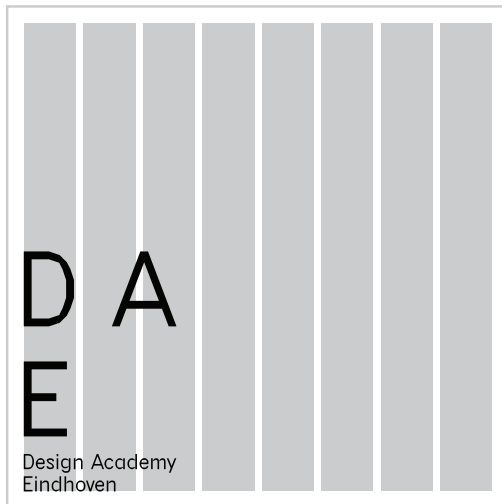
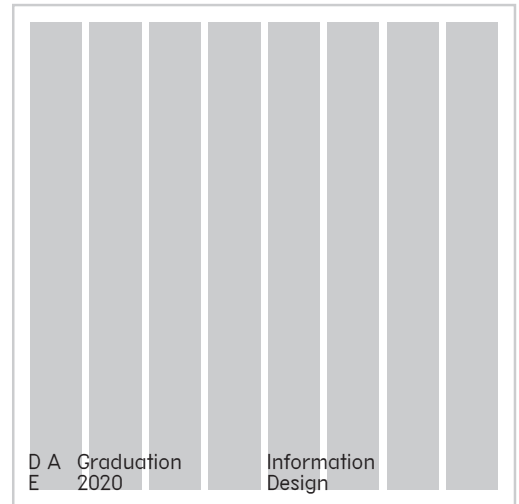
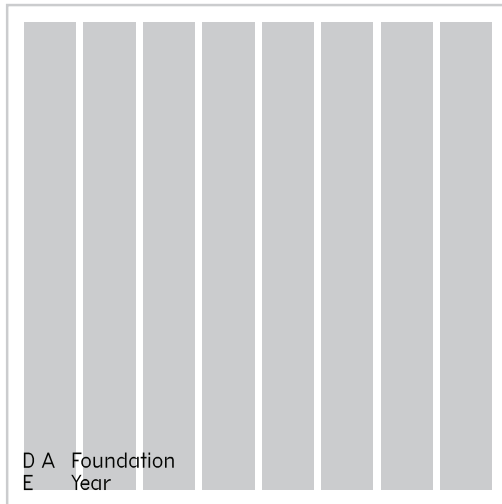
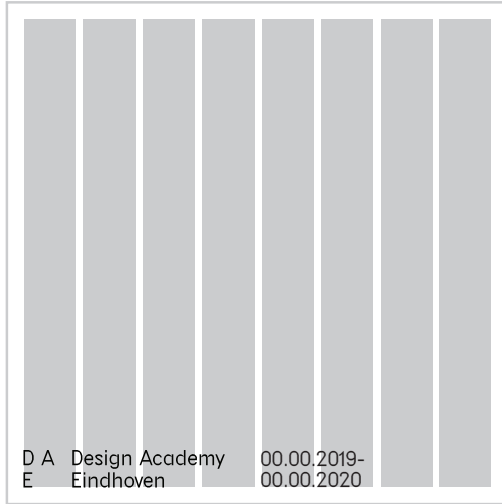


# Chapter 7.0

## Deliverables Online

42	Deliverables Online
43	Instagram Post
44	Instagram Story
45	Dezeen Footer, Press Release & Facebook Header
46	LinkedIn Header
47	Mailchimp Twitter
48	Email Signature
49	Keynote/Presentation

Template for instagram post  
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More templates available  
in .indd or .psd



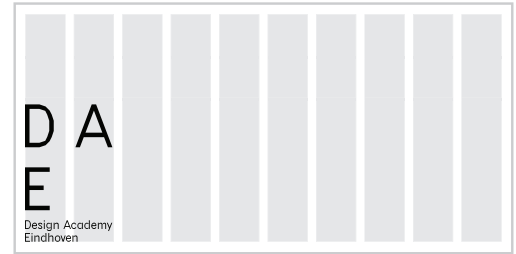
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Template for Instagram story  
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More templates available  
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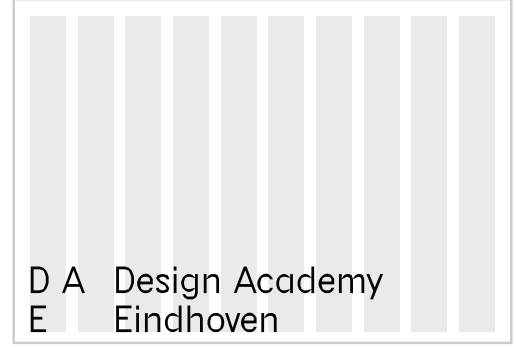
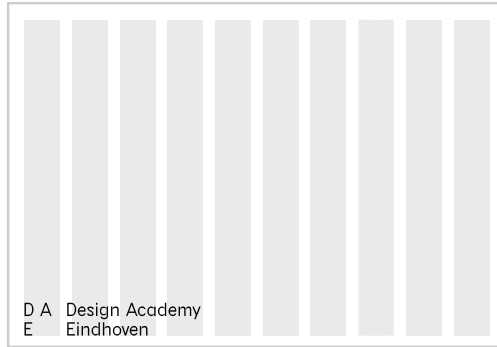
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More templates available in .indd or .psd



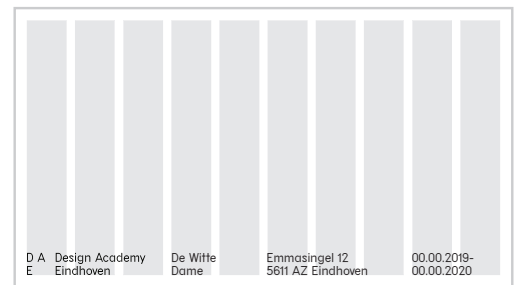
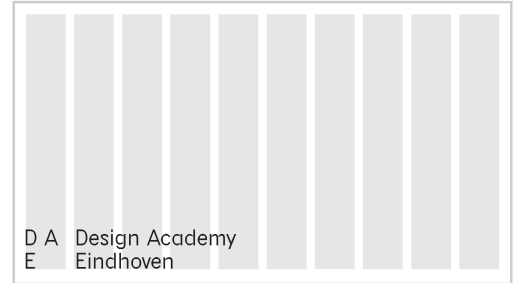
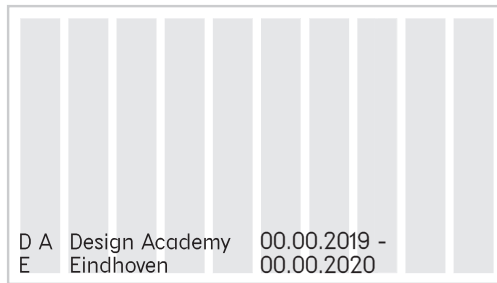
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More templates available in .indd or .psd



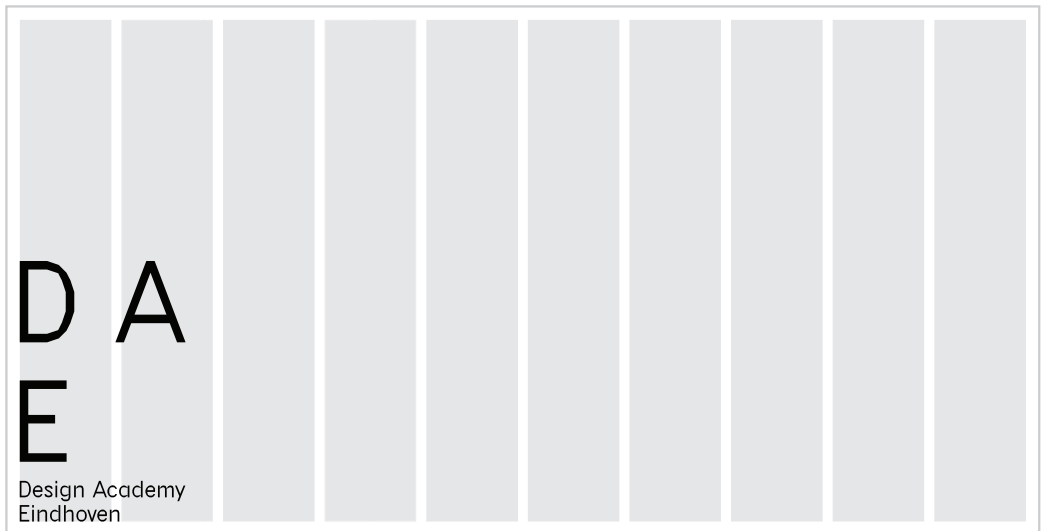
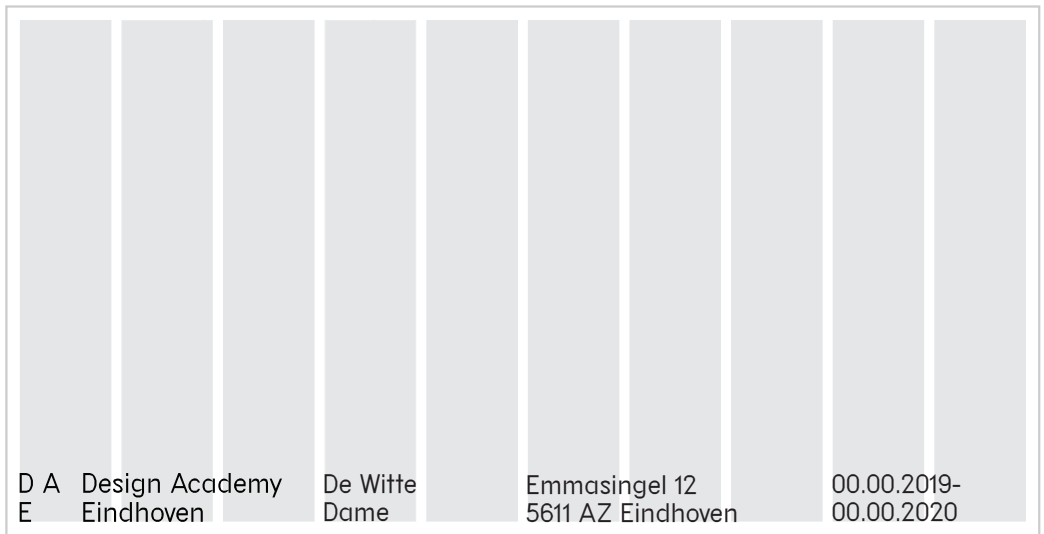
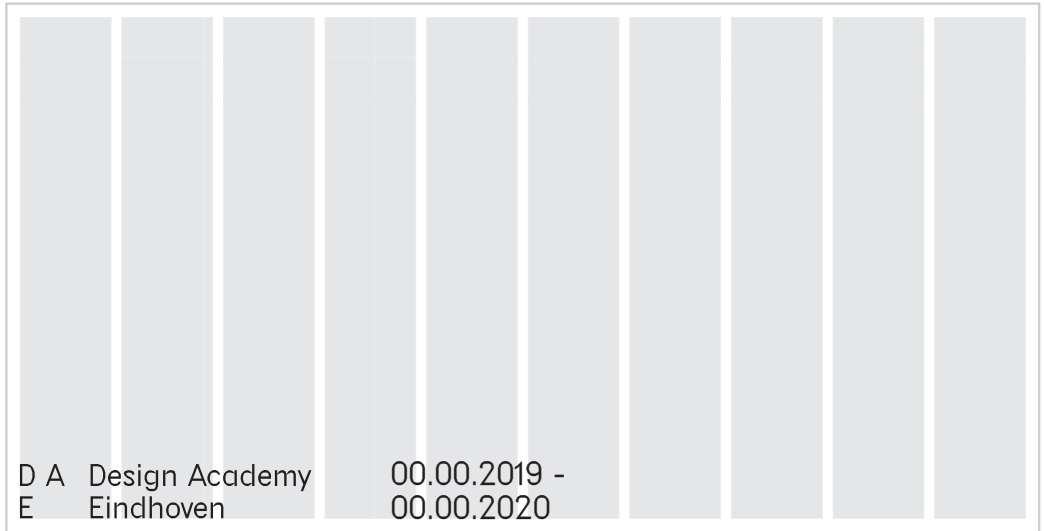
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More templates available in .indd or .psd



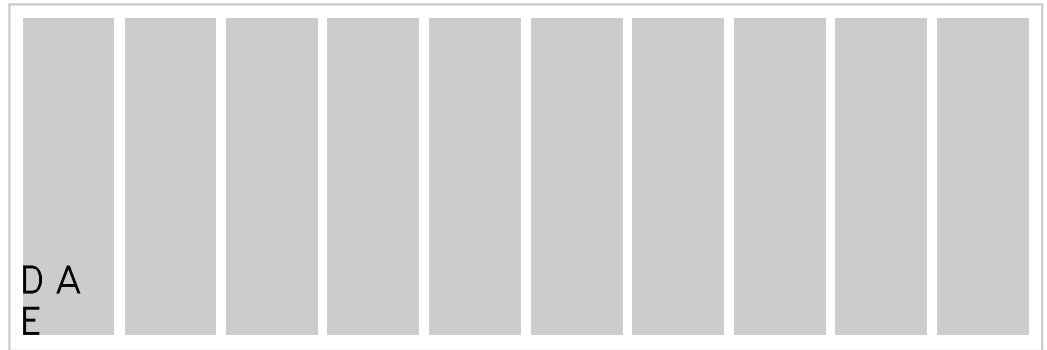
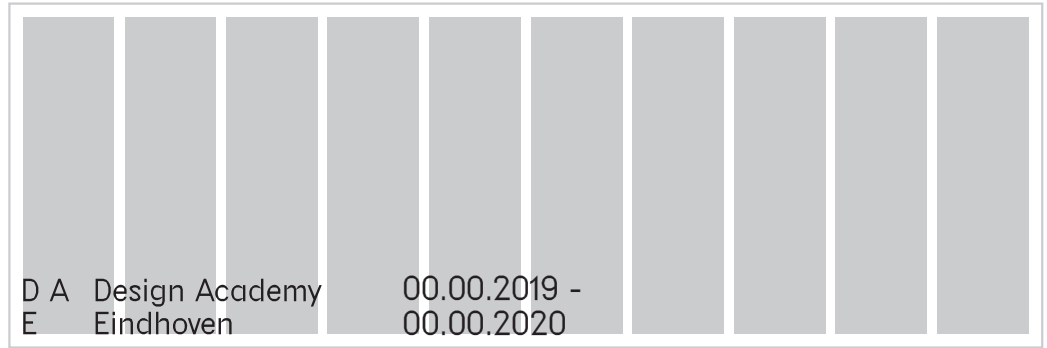
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More templates available  
in .indd or .psd



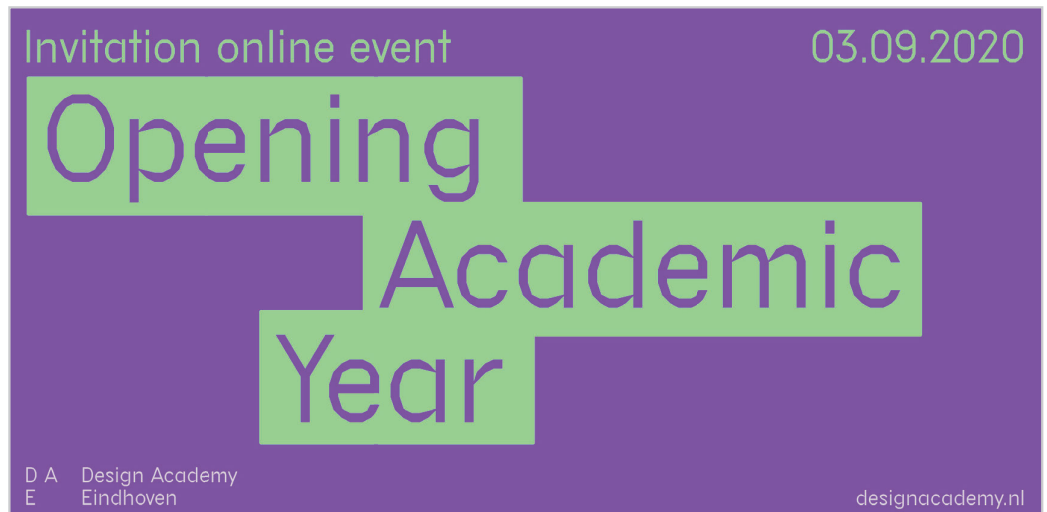
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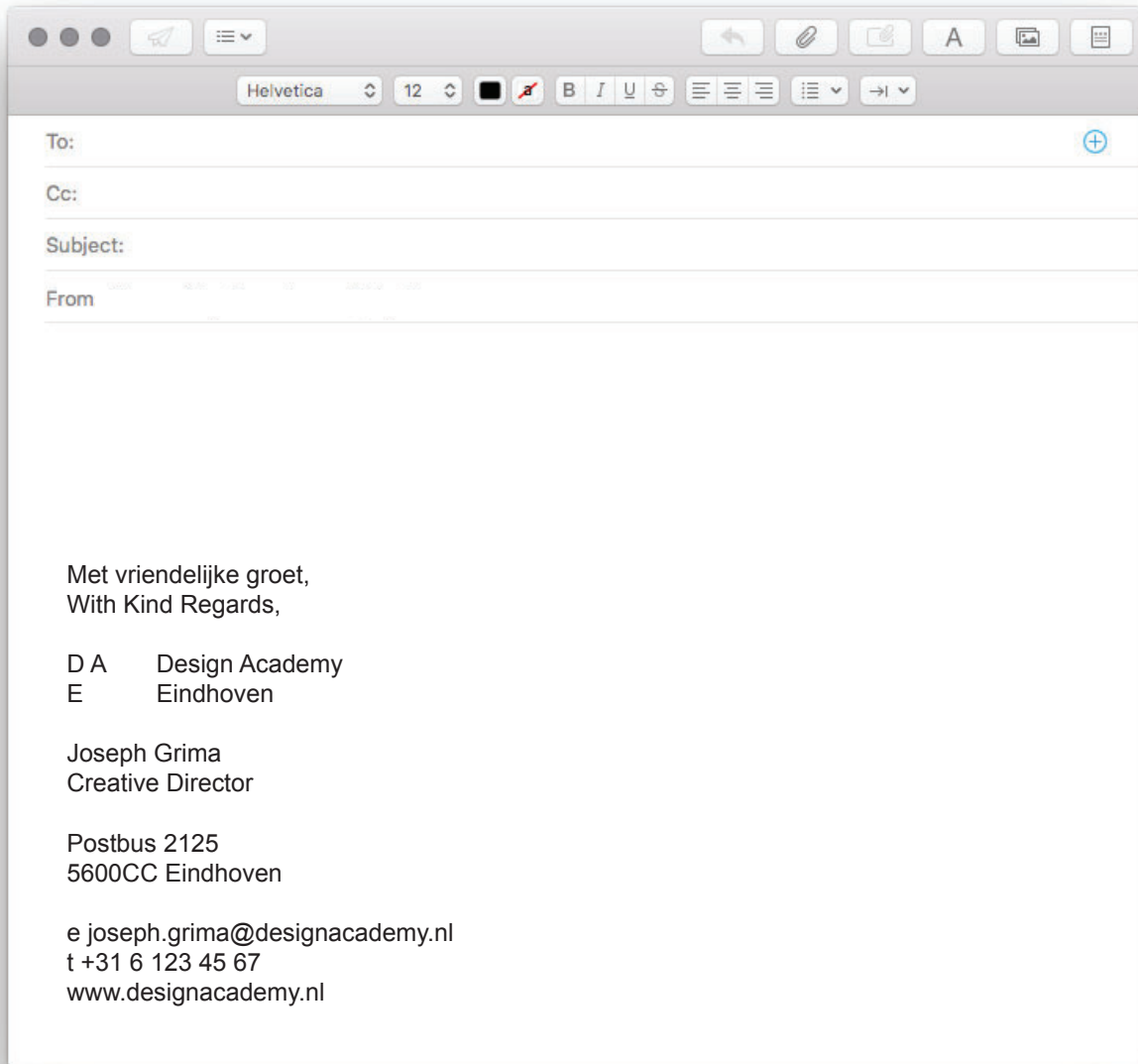
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More templates available  
in .indd or .psd



filename:  
Twitter\_Header(1500 x 500px)

Template for Mailchimp Header  
Size; 1200 x 600px  
More templates available  
in .indd or .psd







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D A Design Academy Policy  
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00/00/2020

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Main title of Presentation → Index

# Main Title of the Presentation

- Chapter title
  - Subchapter title that has a longer title
  - Subchapter title
  - Subchapter title
  - Subchapter title
- Chapter title
  - Subchapter title that has a longer title
  - Subchapter title
  - Subchapter title
- Chapter title
  - Subchapter title that has a longer title
  - Subchapter title
  - Subchapter title

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Main title of Presentation → Index

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Main title of Presentation → Alissa Rees, IV-Walk

# Social Design

Alissa Rees IV-Walk

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Main title of Presentation → Alissa Rees, IV-Walk

# Social Design

Alissa Rees IV-Walk

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Main title of Presentation → Alissa Rees, IV-Walk

# Social Design

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Main title of Presentation → Alissa Rees, IV-Walk

# Location and Facilities

Eindhoven is located in the south of the Netherlands, and with 250,000 inhabitants it is the fifth largest city in the Netherlands. Eindhoven was originally an industrial city, hometown to Philips Electronics and Lighting, and a city that emphasizes technology and engineering. It has developed into a centre for innovation, research and design. **this is a highlighted text.** Eindhoven is often referred to as the 'brainport of the Netherlands'.

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Main title of Presentation → Location and Facilities

# Location and Facilities

- Eindhoven with its 250,000 inhabitants it is the fifth largest city in the Netherlands.
- Eindhoven was originally an industrial city, hometown to Philips Electronics and Lighting, and a city that emphasizes technology and engineering. It has developed into a centre for innovation, research and design.
- With its many educational institutions and with leading companies choosing Eindhoven.

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### Alissa Rees IV-Walk



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Main title of Presentation → Alissa Rees IV-Walk

### Alissa Rees IV-Walk



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Main title of Presentation → Location and Facilities

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### End of Presentation Thanks for listing.

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