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copyright

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- Client** KI Casala
- Project** A series of 18 catalogues illustrating the Casala Chair Collection
- Objective** Create a standardised catalogue system to promote chairs for purchase (international use/ 3 languages)
- Schedule** Period of 2 years
- Result** A clear & simple catalogue system which informs consumers about the design & the technical details of the products

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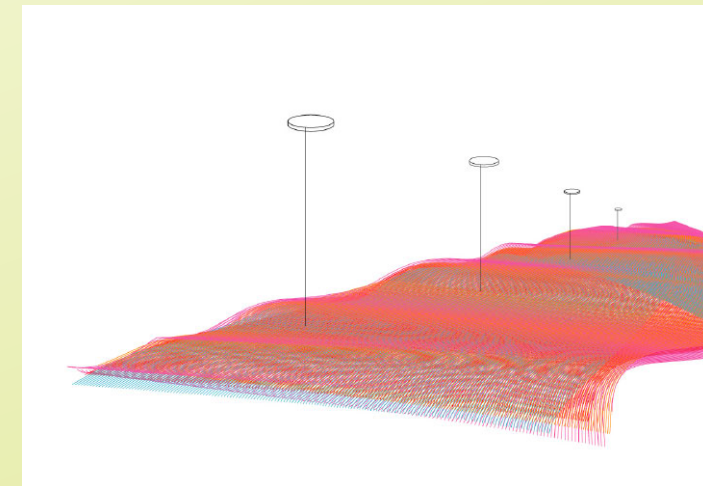
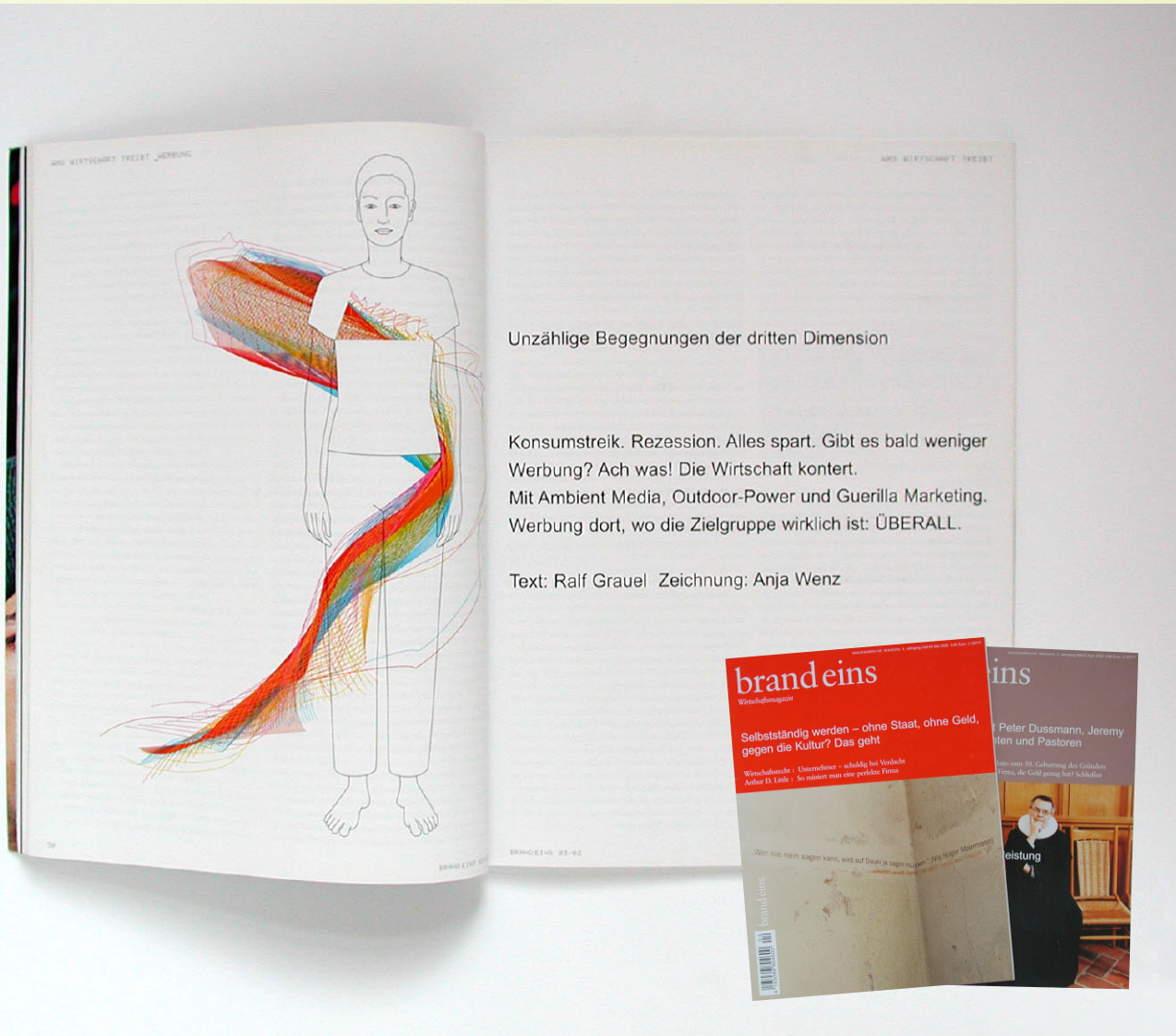
Client Messe Frankfurt
Project Produce a catalogue of new products, posters and invitations for the trade fairs "Ambiente" and "Paperworld"
Objective Catalogue the winners of the product design contest "DESIGN PLUS" in 2001
Schedule Realised in 5 weeks
Result Guests were informed about the latest design products while attending the trade fairs

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Client Linotype Library
Project Documentation of the typographic workshop "typomedia"
Objective To document lectures spoken by speakers from all over the World about "typografie"
Schedule Realised in 8 weeks
Result Book (2 languages)

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Client Brand eins business magazine
Project Illustrations
Objective Create a new and modern style of picture language representing business themes
Schedule Per edition: 1 week
Result Published editions: 85,000 per month (April, May 2002)

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Freitag, 15. Oktober 2004	Samstag, 16. Oktober 2004	Sonntag, 17. Oktober 2004
<p>Individuelle Anreise und Check-in im Kempferhof Hotel</p> <p>12.00 Uhr Gemeinsames Mittagessen im Clubhaus „Restaurant du Golf“</p> <p>14.00 Uhr Start des gemeinsamen 18 Loch Golf Turniers</p> <p>19.00 Uhr Gemeinsamer Transfer zum Restaurant „Au Crocodile“ in Strasbourg:</p> <p>Das elegante Haus lockt mit seinem perfekten Service und seiner hervorragenden, traditionellen Küche des Meisterskuchs Émile Jung.</p> <p>Gemeinsamer Rücktransfer zum Hotel und Ausklang an der Hotelbar</p>	<p>08.00 Uhr Frühstück im Clubhaus „Restaurant du Golf“</p> <p>09.00 Uhr - 09.30 Uhr Abschlusstageiten</p> <p>13.30 Uhr Mittagessen im Clubhaus „Restaurant du Golf“</p> <p>15.00 Uhr Zeit zur freien Verfügung</p> <p>16.00 Uhr Führung durch die Weinberge von Barr während der Weinlese</p> <p>Besichtigung des Weinkellers mit anschließender Weinprobe</p> <p>Rücktransfer zum Hotel</p> <p>19.30 Uhr gemeinsames Abendessen im „Restaurant du Golf“ des Kempferhofs</p> <p>Ausklang an der Hotelbar</p>	<p>08.30 Uhr Frühstück im Clubhaus „Restaurant du Golf“</p> <p>08.30 Uhr - 08.50 Uhr Abschlusstageiten</p> <p>13.00 Uhr Mittagessen im Clubhaus „Restaurant du Golf“</p> <p>Individuelle Abreise</p>

Client Citigroup Global Markets

Project Produce brochures for the EMEA Event and Travel Management

Objective Invite Citigroup clients to special events

Schedule Day-to-day projects

Result Inspiration and motivation of the clients. Improved customer relationship

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STATIONARY TECHNICAL GUIDE

The basic elements of the stationary ensure a standardized appearance throughout Europe in everyday correspondence as well. They are used on all business cards, letterheads, fax for ms, envelopes, press releases, circulars and message forms.

LOGOS

LOGO VERSION 01
For Fax, Transmission and Memorandum



The Dunlop logo always appears in the top left hand corner. The capital "D" in the Dunlop logo defines the left hand margin. Don't touch the flying "D" with texts or other elements in any stationary. The dotted red line in correspondence with the Dunlop namestyle is the limit.

LOGO VERSION 02
For Letterhead, Letterhead Management, Confirmation sheet, Invoice, Circular Letter, Commitment slip, Business Card, Address label, Envelopes, Press Release

COLOURS

DUNLOP YELLOW
Pantone 100C

DUNLOP RED
Pantone 485C

DUNLOP BLACK
Process Black



The logo should always be printed in colour (exceptions: Fax Transmission and Memorandum). Corporate guidelines must be followed strictly to make sure the colours are correct.

TYPEFACES

FRITS
72 Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The brand typeface for Dunlop is Helvetica Neue. The two weights of Helvetica Neue shown here must be used.

75 Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

For correspondence Arial 11pt must be used.

MARKER

COLOURS:
DUNLOP YELLOW
Pantone 100C

DUNLOP BLACK
Process Black

LINE
0.2mm thickness



A fine line in combination with a marker always appears on the top to the right. The position of the marker may vary up or down, on other forms, but is always centred on the line. The name "Dunlop" appears centred with the marker, in 75 Neue Helvetica Bold. Underneath, the telephone and the fax numbers of the Goodyear Dunlop Tyres sales company. The Marker is an element that makes important functions visible.

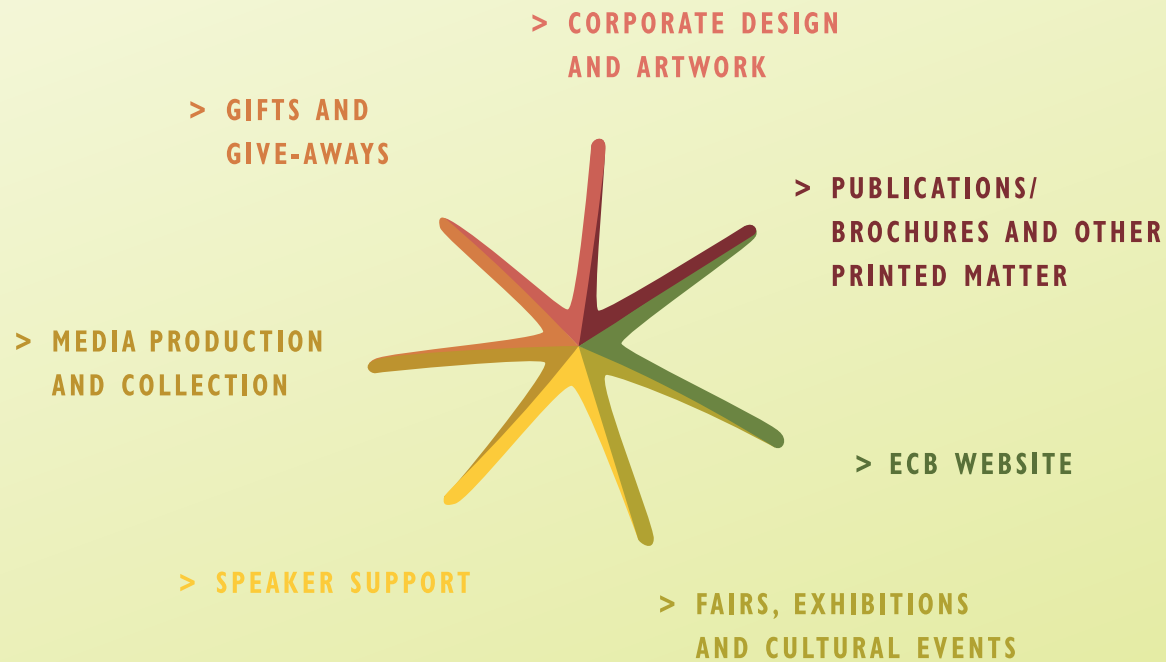
EXAMPLE

Country specific details (country codes, Business, Dark- accents, legal registration etc.) 00000000 00 0000 00 000000 X 0000000 0000000 0000000 0000000 0000000 000000 0000 0000000 000000 00000 00000 0000000 0000 00000	00000000 0000 0000 0000000 00 0000000 0000000 0000000 0000000 0000000 000000 0000 0000000 0000000 00000 0000 0000000 0000 00000 0000000 0000000 000000 0000 0000000 000000 00000 00000 0000000 0000 00000	000000000000 0000000 0000000 0000000 00000000 00000000 0000000 00000000 00000 0000 0000000 0000000 00000 0000 0000000 0000 0000 00000 00 0000000 0000000 000000 0000 0000000 0000000 00000 0000 0000000 0000 0000 00 00000 X	Goodyear Dunlop Tyres 00000000 00000000 0000 0000000 00000000 0000 0000000 0000000 00000 0000 0000000 0000000 00000 0000 0000000 0000 0000 00 00000 00 0000000 0000000 000000 0000 0000000 0000000 00000 0000 0000000 0000 0000 00 00000 X
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- ▼ CORPORATE DESIGN MANUAL
 - ▼ CONTENT
 - ▶ 01 PREFACE
 - ▶ 02 INTRODUCTION
 - ▶ 03 BRAND
 - ▶ 04 ADVERTISING
 - ▼ 05 STATIONARY
 - 05.1 TECHNICAL GUIDE
 - ▶ 05.2 ELEMENTS
 - ▶ 06 TYRE LABELS
 - ▶ 07 LITERATURE
 - QUIT

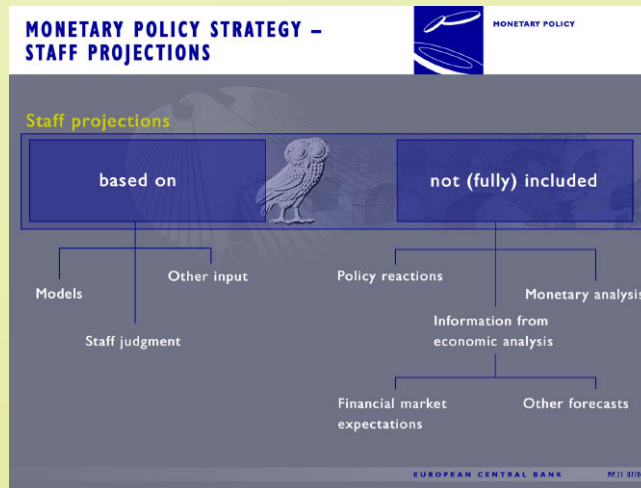
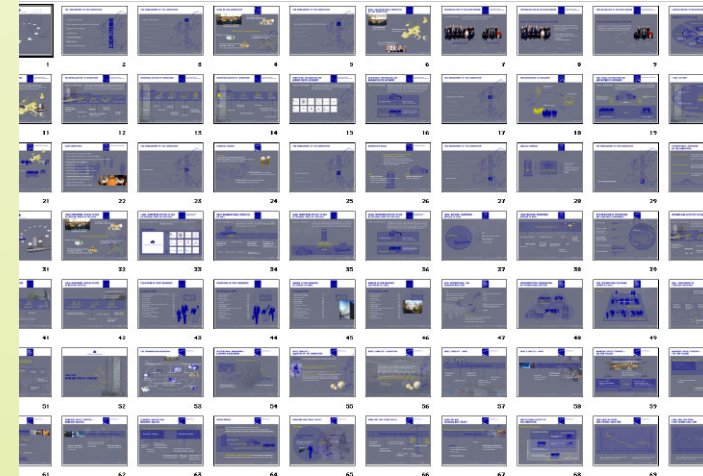
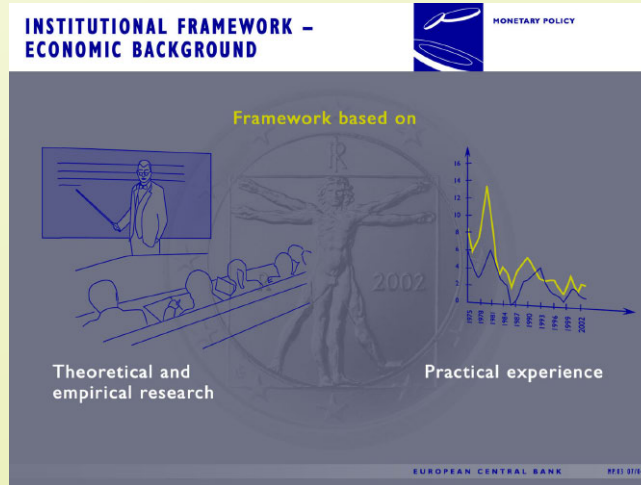
Client: Goodyear Dunlop Tyres
 Project: Corporate Design Manual
 Objective: Create a style guide for all publications of the brand
 Schedule: Realised in 4 months
 Result: An overview of the application of the brand

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Client	European Central Bank
Project	Logo design
Objective	Design a logo for the division "Publications and Library" of the European Central Bank
Schedule	Realised in 2 weeks
Result	To be able to communicate and inform clients about the different working areas of the division

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Client European Central Bank
Project Produce training material for seminars
Objective Illustrate information about "ECB, ESCB and the Eurosystem"
Schedule Ongoing
Result Significant improvement of the training material. More interest and understanding of the Eurosystem