dol SENSORS

Design Guidelines

dol-sensors a/s | Agro Food Park 15 8200 Aarhus N Denmark | Tel. +45 72 17 88 88 | www.dol-sensors.com

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dol-sensors a/s design guidelines

These design guidelines were made to lead you through dol sensors' design identity and visual universe.

The guidelines are aimed at graphic designers, employees, dealers of dol-sensors' sensor solutions, and others who work with dol-sensors' visual identity in order to protect dol-sensors' brand identity.

If you have any questions, feel free to contact us at info@dol-sensors.com or our Marketing Team.

ID - Elements

01

Primary logo

dol-sensors blue is the primary color, that should be used throughout all surfaces and media.

dol blue (50% / 20% / 10%) is used for icon lines and sensor element. dol green should be used in order to break blue frames and create natural contrast. Black is used mainly for text.

Take a look at ID touchpoints to get inspiration on how to use our colors.

Secondary logo

In addition to the primary logo, secondary logos are available.

1) In case of space shortage logo #1 can be used.
2) If you want tagline, logo #2 can be used.
3) Tagline can be used on its own.

1

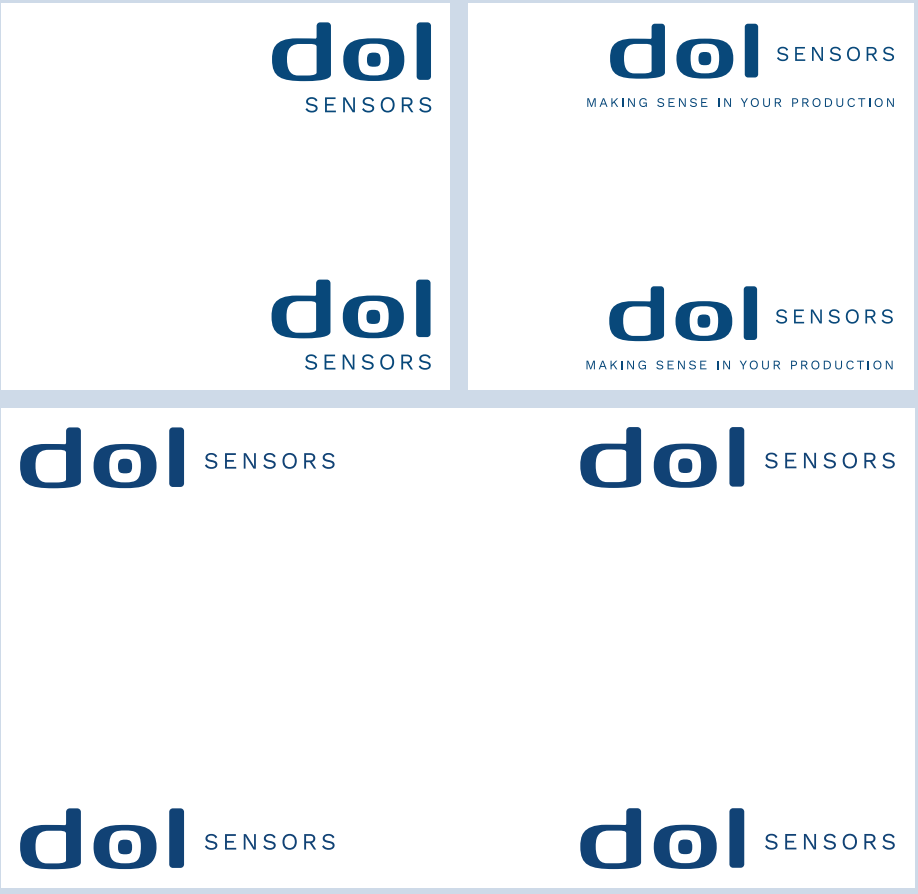
2

3

MAKING SENSE IN YOUR PRODUCTION

Logo placement

Recommended placement of 3 different logo variants.



Symbol

dol-sensors' symbol is made out of the O from the logo.

This symbol is made to create quick recognition of the brand.

Colors

dol sensors blue is the primary color that should be used throughout all surfaces and media.

dol blue (50% / 20% / 10%) is used for icon lines and sensor element.

dol green should be used in order to break blue frames and create natural contrast. Black is used mainly for text.

Take a look at ID touchpoints to get inspiration how to use our colors.

Primary colors

Dol — Blue	CMYK: 100, 60, 0, 40	RGB: 0, 64, 119	#004077	Pantone: 541 C	100%
					50%
					20%
					10%

Secondary colors

Dol — Green	CMYK: 83, 10, 89, 1	RGB: 0, 153, 76	#00994c	Pantone: 347 C	100%
					80%
					60%
					40%
					20%

Dol — Black	CMYK: 78, 68, 61, 86	RGB: 21, 21, 21	#151515	Pantone: Black 6 C	100%
					80%
					60%
					40%
					20%

Typography

Work Sans is used throughout the brand's visual identity and can be downloaded from Google Fonts.

Different font weights can be used through visual identity.

- Extra Light
- Light
- Regular
- Medium

Work Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz Ææ Øø Åå.

1234567890!"#€%&/()=?

– Extra Light
– Light
– **Regular**
– **Medium**

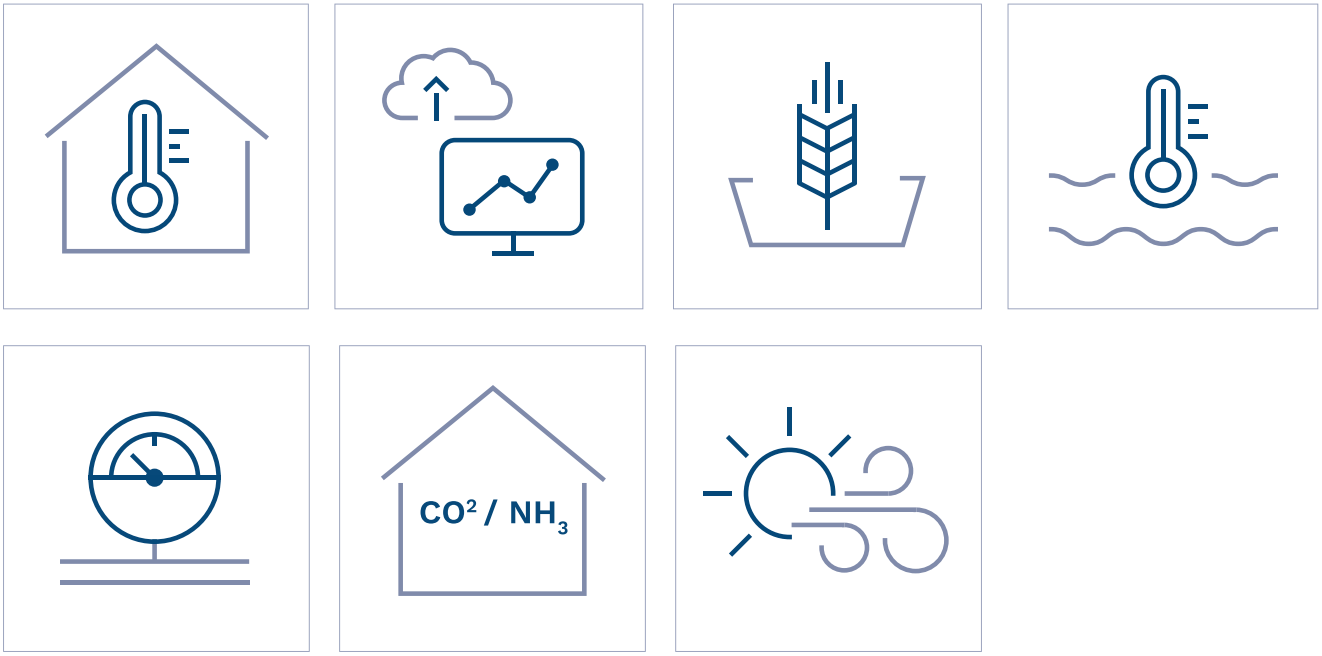
Icons

Icon styles consist of sharp and geometrical lines in two different colors.

The primary line’s opacity is 100% and the secondary one is 50%.

Icons are primarly used to support the message and increase the brand’s visual recognition.

On the next page you can see how icons can be used.



Icons - application

Blue- 100% / 50%

White- 100% / 50% W

hite- 100% / 50%

Picture style

In general, images should reflect reality, be simple, and show environment and surroundings that customers are familiar with. Images should be well lit and portray warm environments from the industry.

When using images of people, make sure it can be used in the future to ensure the longevity of graphic material. The use of images of dol-sensors' employees is not recommended, unless it is for a SoMe post from an event.

Images can be either bought or free as long as their style fits to the brand's visual identity.

*Images used in design guidelines, were used only as an example, therefore cannot be used again.

Sensor element 1/2

The sensor element is a graphic pattern taken from a dol-sensors logo. It represents sensor waves that slowly grow out from its center.

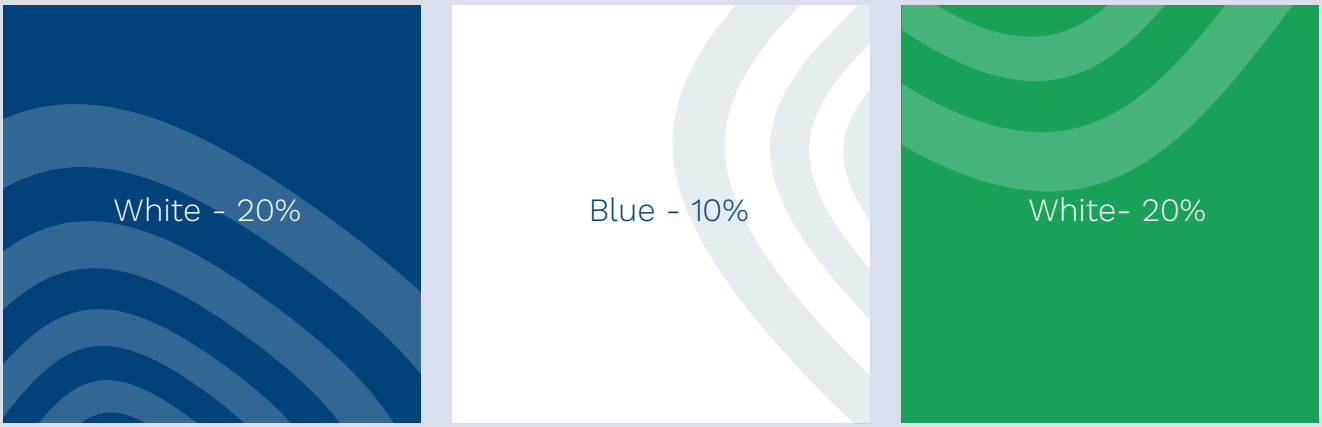
The element is never used in its full form, as shown below. See next page for proper use example.

This element is used on surfaces where it supports dol-sensors' identity. Use of the element should provide balance that should be considered every time it is being used. Therefore, avoid giving it too much attention on the selected surface.

Sensor element 2/2

The element can fill maximum 60% of the space it is placed on.

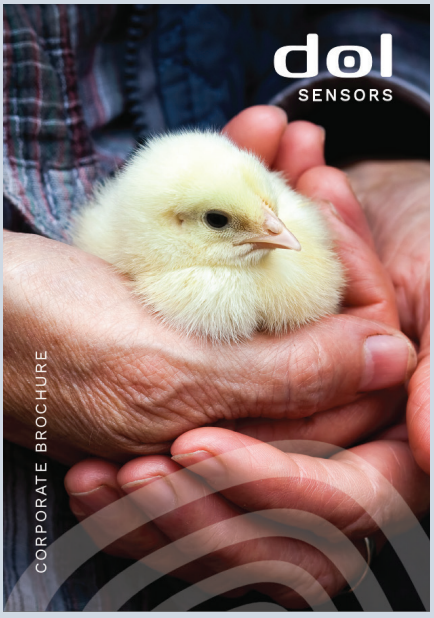
- On blue surfaces, 20% white element should be used
- On white surfaces, 10 % blue element should be used
- On green surfaces, 20 % white element should be used

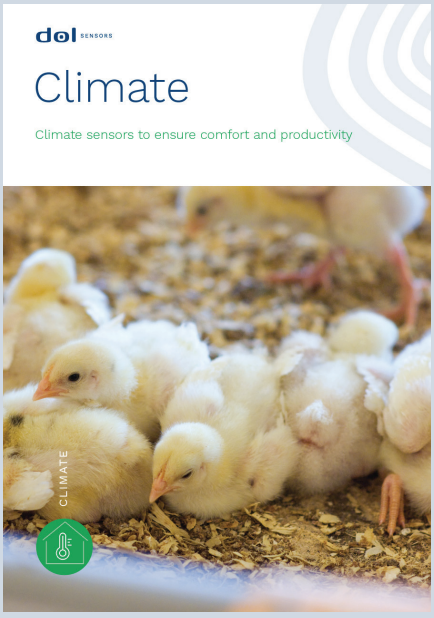


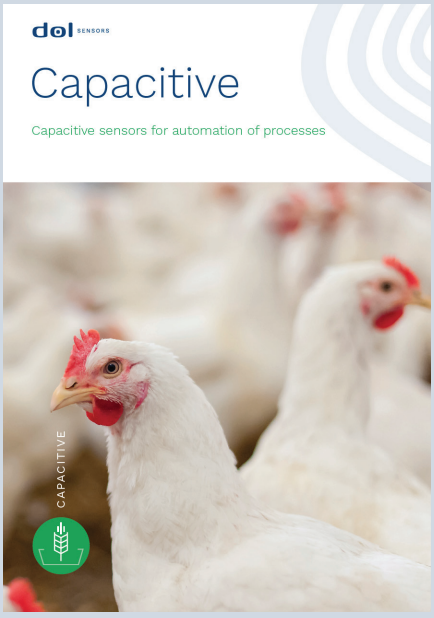
ID - Touchpoints

02

Product folder







Product one pager

Folders

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Folders

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DOL 53 ammonia sensor

Sensors for automation processes in the agricultural and industrial sectors.

The highly negative effects of high ammonia concentration in livestock production are well known, and with the introduction of the DOL 53 the farmer is now finally able to monitor the ammonia concentration continuously and take corrective actions, if ammonia levels are increasing.

he DOL 53 features accurate ammonia measurements in both low and high concentrations, negligible cross sensitivity to other gasses and a long lifetime without the need for calibration.

The DOL 53 can be mounted inside the livestock house, without any need for tubes or pumps.

The DOL 53 features accurate ammonia measurements in both low and high concentrations, negligible cross sensitivity to other gasses and a long lifetime without the need for calibration.

FEED

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Folders

dol SENSORS

The DOL 53

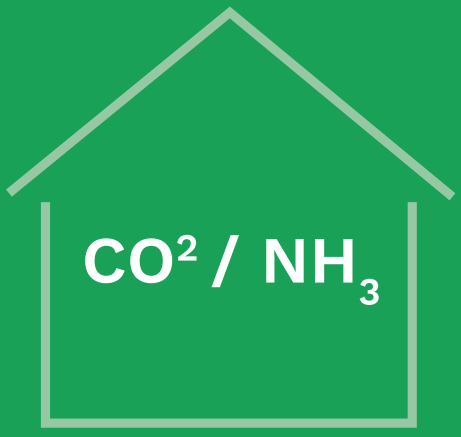
Features accurate ammonia measurements in both low and high concentrations, negligible cross sensitivity to other gasses and a long lifetime without the need for calibration.

Imagetext here —

Concentrations

From 1,5 to 100 ppm.

02



Folders

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Humidity / Temperature

Dol 53 Ammonia sensor

The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply. Compared to discrete light solutions, the DOL 28R is very easy to install and can be used also for upgrading existing feed systems with an integrated light solution. The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply.

Dol 104 - humidity sensor

The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply. Compared to discrete light solutions, the DOL 28R is very easy to install and can be used also for upgrading existing feed systems with an integrated light solution. The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply.

Dol 114 - humidity and temperature sensor

The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply. Compared to discrete light solutions, the DOL 28R is very easy to install and can be used also for upgrading existing feed systems with an integrated light solution.

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Gas

Dol 19 - CO_2 sensor

The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply. Compared to discrete light solutions, the DOL 28R is very easy to install and can be used also for upgrading existing feed systems with an integrated light solution. The DOL 28R is intended for feed pans in poultry production.

Dol 53 Ammonia sensor

The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply. Compared to discrete light solutions, the DOL 28R is very easy to install and can be used also for upgrading existing feed systems with an integrated light solution.

The DOL 28R is intended for feed pans in poultry production, where the light will ensure that the pan with the sensor gets attention from the birds, which again ensures a stable feed supply.

For more information on dol-sensors visit our website at dol-sensors.com

Folders

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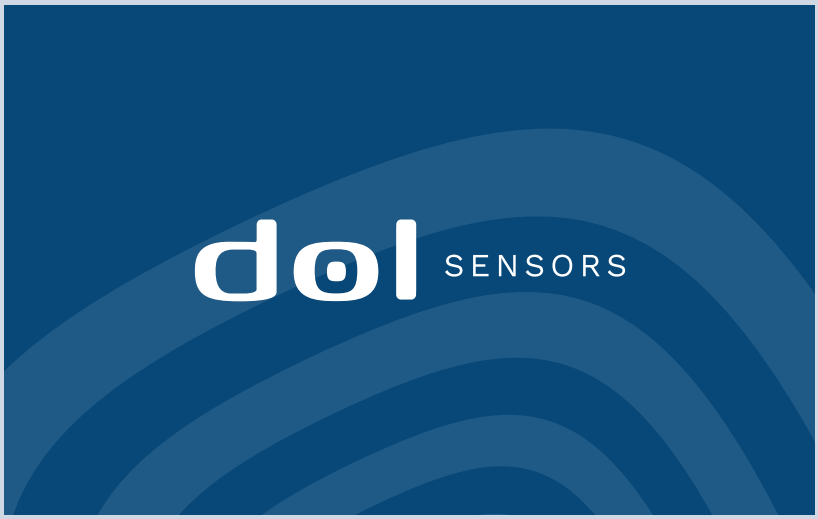
Different versions for different needs
DOL 26 capacitive sensor is available with both a straight and an angled cable exit as well as SCR, PNP, and NPN output options and smooth and threaded housings. The cable-return option is especially suited for feeding pans.

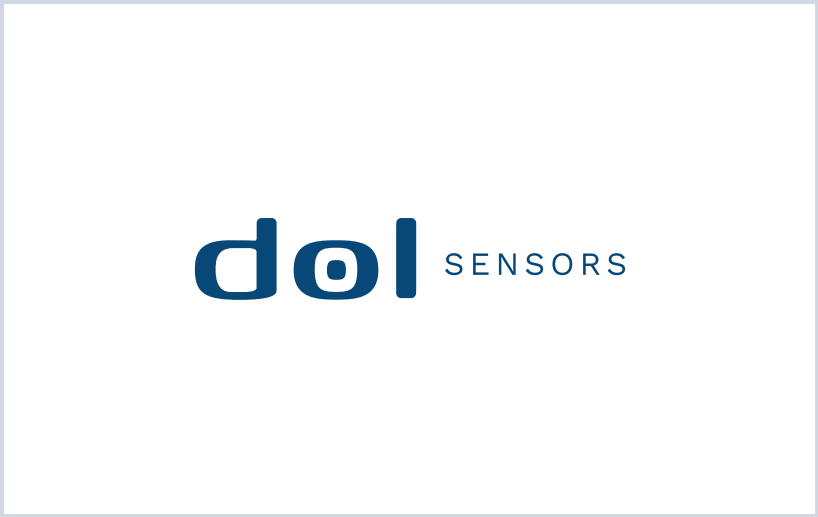
Low power consumption
DOL 26 capacitive sensor has a very low power consumption in off state, which gives the possibility for sensors working in parallel on the same contactor.

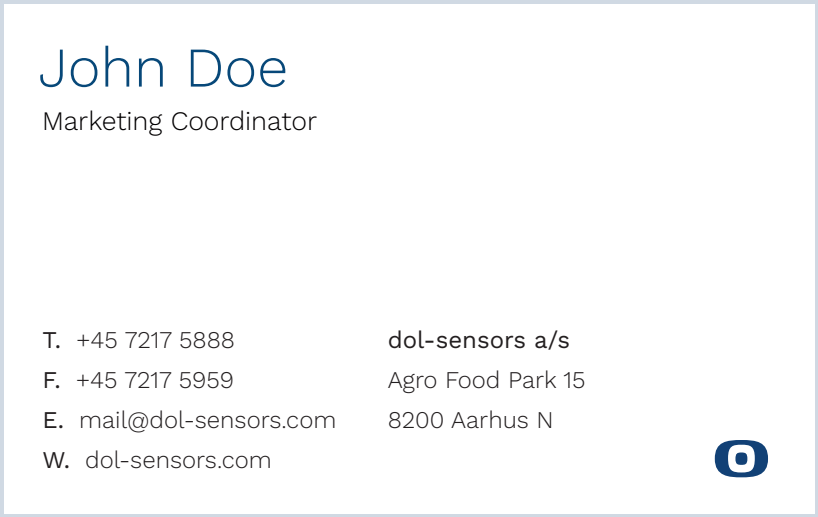
Easily trimmed
DOL 26 is easily trimmed with only the use of a screwdriver. The sensitivity of the sensor can be fixed or adjusted using a trimmer to suit different types of feed. The ON/OFF delay and MaxRunTimer of the sensor can be fixed or adjusted using a trimmer to suit different motor control units.

Click the Play icon below and watch the video about DOL 26

Business card







SOME posts

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Sensors for automation processes in the agricultural and industrial sectors.

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“dol-sensors helps us in our daily routines“

John Doe, poultry farmer

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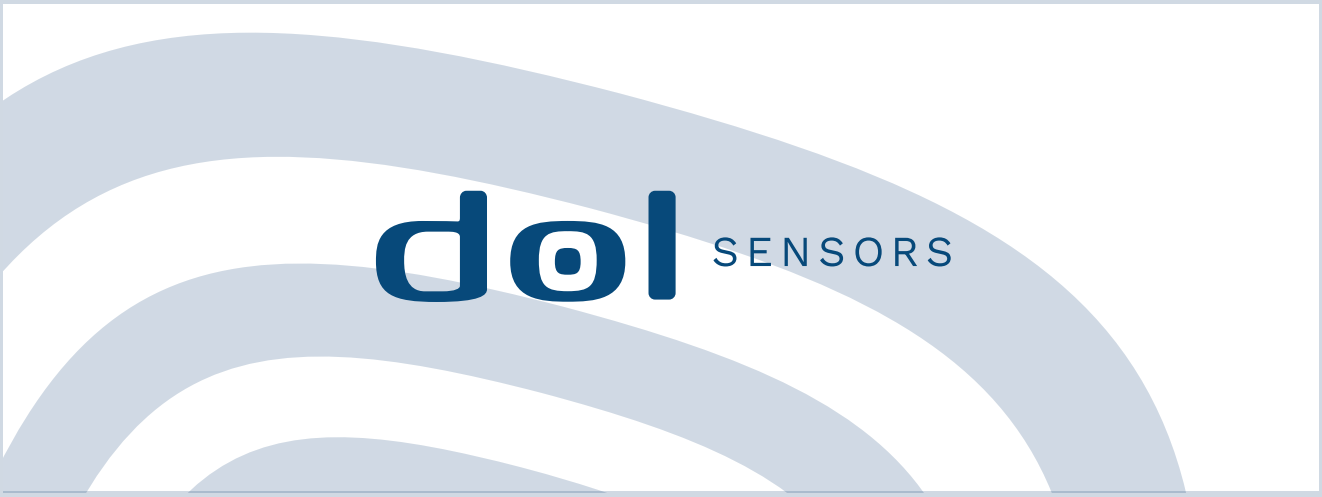
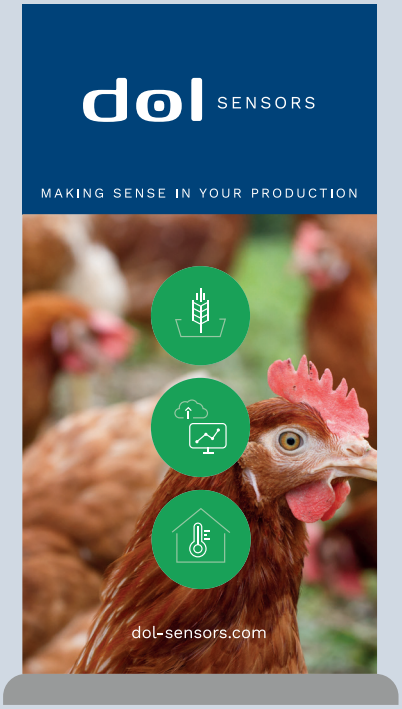
DOL 53
ammonia sensor

SOME cover and profile picture



Roll up

dol SENSORS
DOL 53
• Avoid higher FCR
• Improved animal welfare
• Increase profits by at least $3,000 per batch
dol-sensors.com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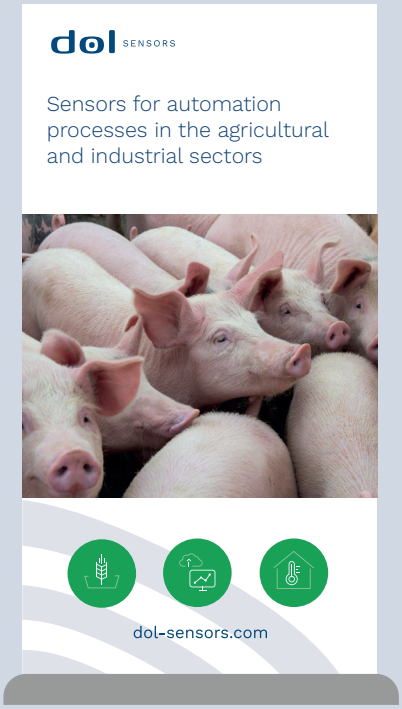
dol-sensors.com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Sensors for automation processes in the agricultural and industrial sectors
dol-sensors.com

Letter style

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John Doe
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8200 Aarhus N
Denmark

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E: mail@dol-sensors.com
dol-sensors.com

09.04.2024

New product series - 2024

Lorem ipsum dolor sit amet, ad eum meis feugait, sint mundi volutpat mea ex. Dicat libris inermis sed ut, mei eu veri complectitur. Blandit erroribus mel ne. Mel iuvaret definitiones et, fugit noster pri ex. Nusquam fabellas salutandi ex mei.

Vel te aliquid percipitur. Impedit vivendum reprimique id has, perpetua dissentias in mei. His ad dolorum perpetua interesset, qui at numquam dolorum deseruisse. Ei mei persius incorrupte instructior, has cu eleifend efficiendi, vis ut nostro admodum tibique. Vis ut scripta alienum imperdiet. Duo no aliquam maiorum platonem, qui enim aperiam torquatos in, illum veniam fabulas ne per.Lorem ipsum dolor sit amet, ad eum meis feugait, sint mundi volutpat mea ex. Dicat libris inermis sed ut, mei eu veri complectitur. Blandit erroribus mel ne. Mel iuvaret definitiones et, fugit noster pri ex. Nusquam fabellas salutandi ex mei.

Vel te aliquid percipitur. Impedit vivendum reprimique id has, perpetua dissentias in mei. His ad dolorum perpetua interesset, qui at numquam dolorum deseruisse. Ei mei persius incorrupte instructior, has cu eleifend efficiendi, vis ut nostro admodum tibique. Vis ut scripta alienum imperdiet. Duo no aliquam maiorum platonem, qui enim aperiam torquatos in, illum veniam fabulas ne per.

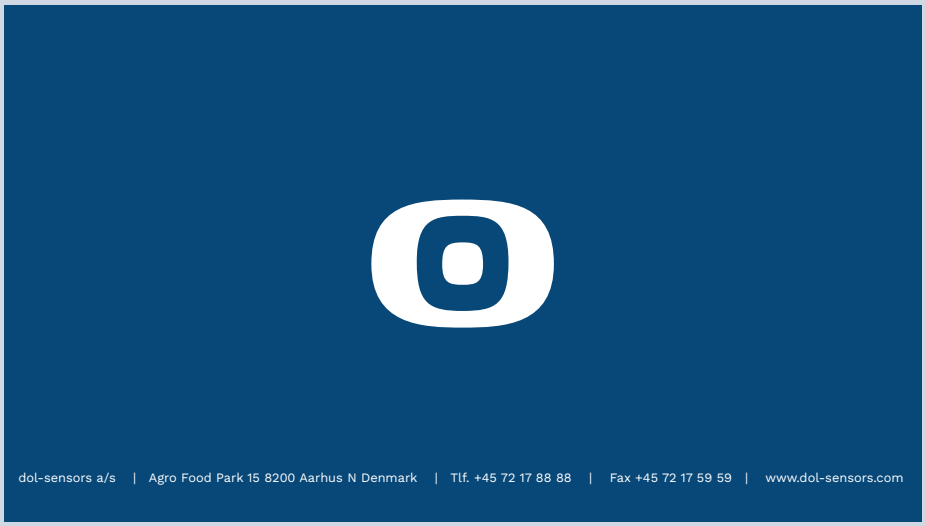
Best regards

John Doe
Marketing Coordinator — Denmark

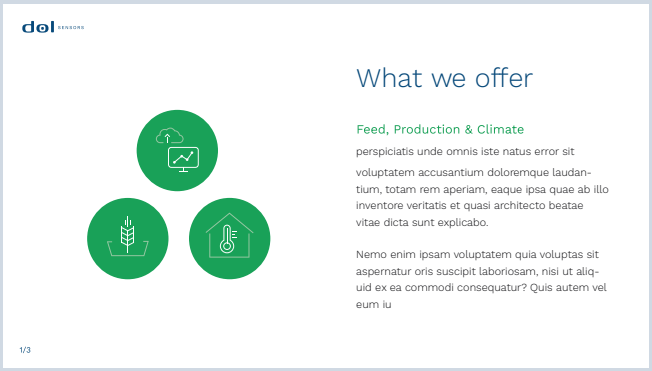
T: +45 7217 5888
F: +45 7217 5959

E: mail@dol-sensors.com
dol-sensors.com

Powerpoint - Front page/last page



Powerpoint - Content page



Email signature

Kind regards,
John Doe

Marketing Coordinator - Denmark
Phone: +45 7217 5888

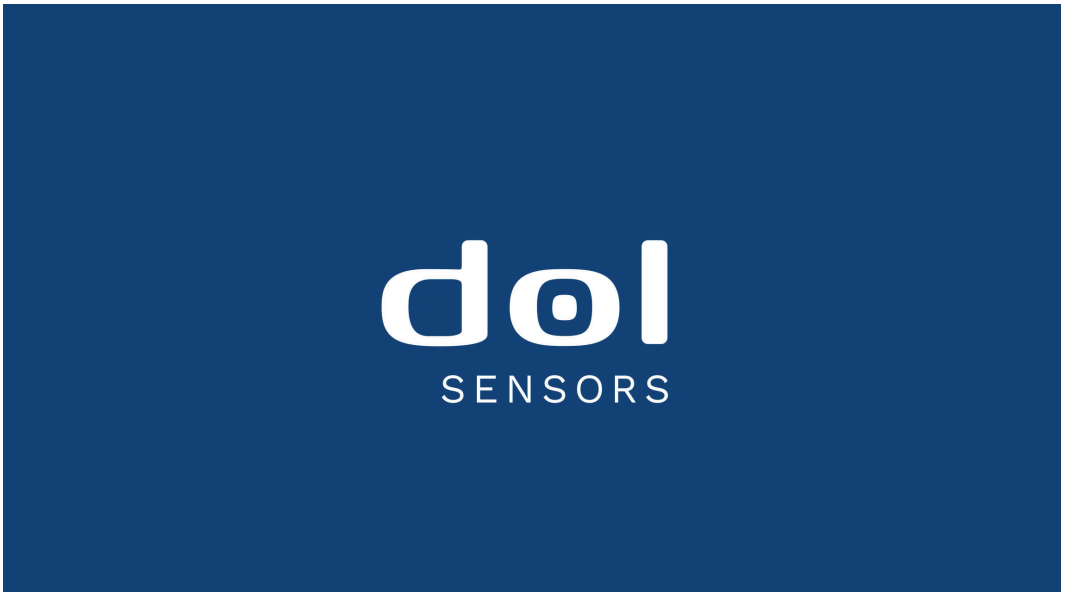
Tel.: +45 7217 5888
Fax: +45 7217 5959

dol-sensors
Agro Food Park 15 | 8200 Aarhus N
Denmark
www.dol-sensors.com

Visual product display

Video templates

Intro - title in work sans light



Outro

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