



BRAND IDENTITY GUIDELINES WEBSITE

1 BRAND IDENTITY

Brand

dk3 is a Scandinavian furniture brand founded in 2009. It features a collection of reissues of classics by Danish designers as well as contemporary designs. The material being used is mostly wood combined with steel, copper and brass. dk3 focuses on sustainable organic design.

Tagline

“ We create uniquely designed furniture that is shaped by nature and crafted by true enthusiasts ”

Collections

dk3 offers two main collections:

- The Contemporary Collection
- The ROYAL SYSTEM® shelving system designed by Danish designer Poul Cadovius in 1948



Roboto

Bodycopy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Abril Fat Face

Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Montserrat

Subtitles & Navigation

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Header 1

HEADER 2

— HEADER 3 —

Header 4

HEADER 5

The quick brown fox jumps over the lazy dog
[external link](#)

internal link >

Navigation slider



Expand Buttons



Back to Top Button



Social Media Buttons



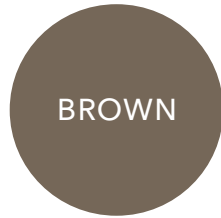
Icons



4 COLOUR PALETTE



#ffffff
0% 0% 0% 0%



#766859
50% 51% 62% 21%
pantone 410 C



#28231f
67% 65% 68% 73%
pantone neural black C



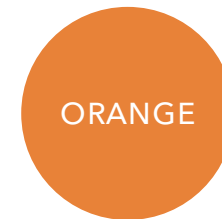
#e8e2df
8% 9% 9% 0%
pantone 9080 C



#c0b6ad
26% 24% 29% 0%
pantone 9084 C



#a79a8c
36% 36% 44% 2%
pantone warm grey 6 C

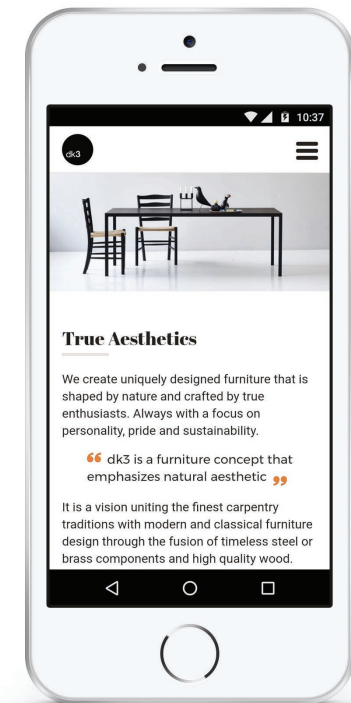
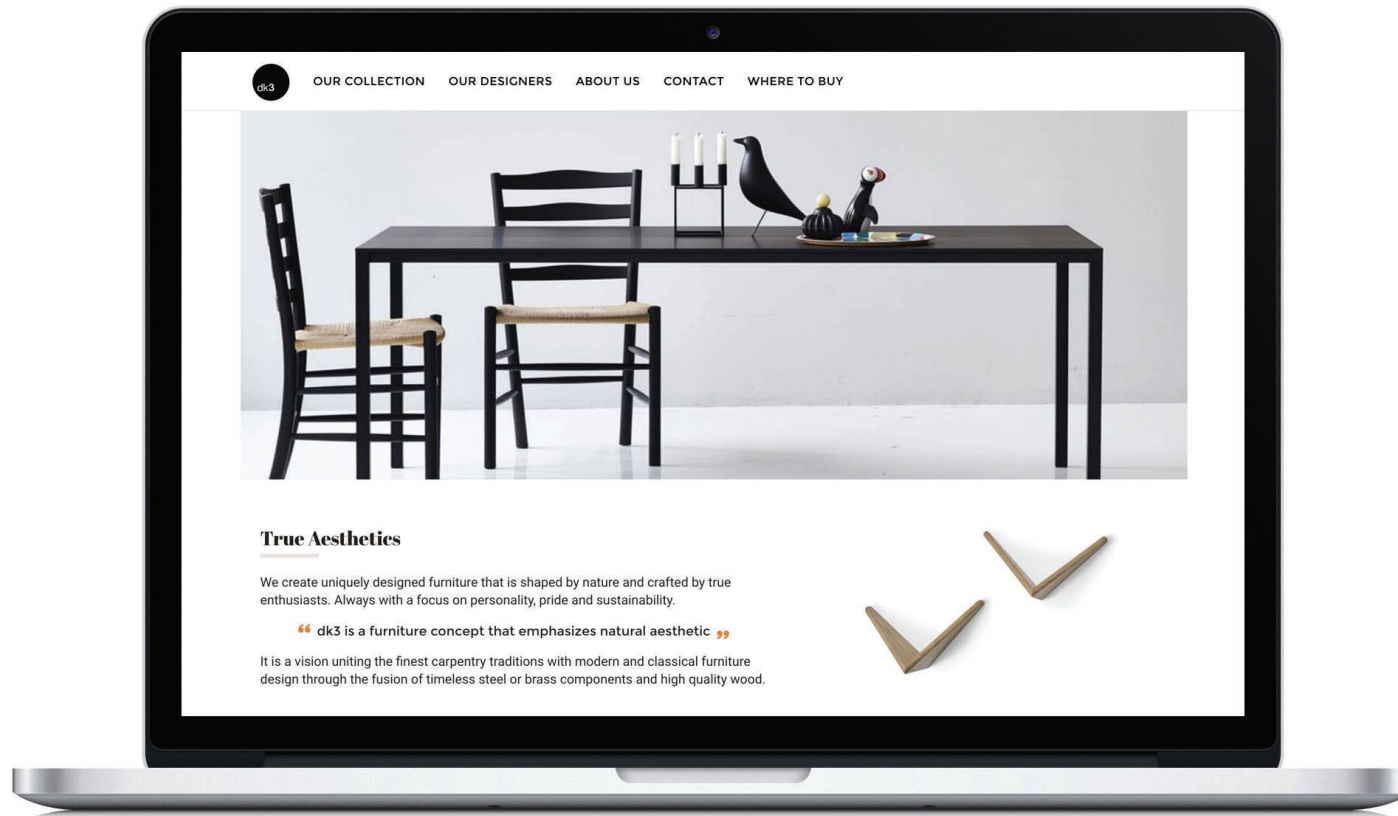


#e78238
6% 59% 89% 0%
pantone 7577C

Scandinavian Minimalist Style



6 WEBSITE LAYOUT





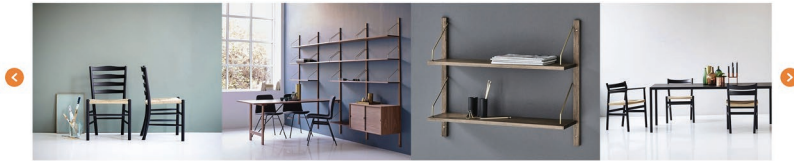
Our Designers

Our collection includes both Danish classics from designers such as Poul Cadovius and Kaare Klint as well as contemporary creations by Borge Mogensen, Jeppe Utzon, Søren Juul, Asger Soelberg and others...

Discover our designers >



Discover our Products



Our Collection



Our Designers



KAARE KLINT



POUL CADOVIVS



SØREN JUUL



BØRGE MOGENSEN



RAINER BACHSCHMID



JEPPE UTZON



KNUDSEN, BERG, HINDENES & MYHR



JACOB PLEJDRUP



Dining Tables



SHAKER TABLE
Design by Borge Mogensen, 1958



DK3_3 TABLE
Design by Jacob Plejdrup, 2009



TREE TABLE
Design by Jacob Plejdrup, 2011



LESS IS MORE TABLE
Design by Jacob Plejdrup, 2012



JEWEL TABLE
Design by Søren Juul, 2013



LOWLIGHT TABLE
Design by Jacob Plejdrup, 2014

