

# Pictogram creation guide



# Checklist

Welcome to the pictogram creation guide. On the following pages, you'll find an overview of the of the pictogram creation process and a comprehensive toolkit for creating new members of the Ørsted pictogram family.

Use the checklist on the right side of the page to ensure that you're following the correct process when creating new pictograms.

- ☐ **Concept & background (page)**  
Get familiar with the  
underlying concepts (page)
- ☐ **Creating a new pictogram**  
White strokes/stencils  
Black strokes  
Optical adjustment
- ☐ **Get approval from the design team**  
(mail)
- ☐ **Get approval from customer**
- ☐ **Finalise pictogram**
- ☐ **Deliver to the Ørsted design team**  
(mail)



## Concept and background

**Pictograms are an essential element of the Ørsted brand. Together with the Orsted Sans font, they provide a recognisable visual foundation from which we build the Ørsted brand. It's extremely important that the guidelines and processes are followed when creating new pictograms.**

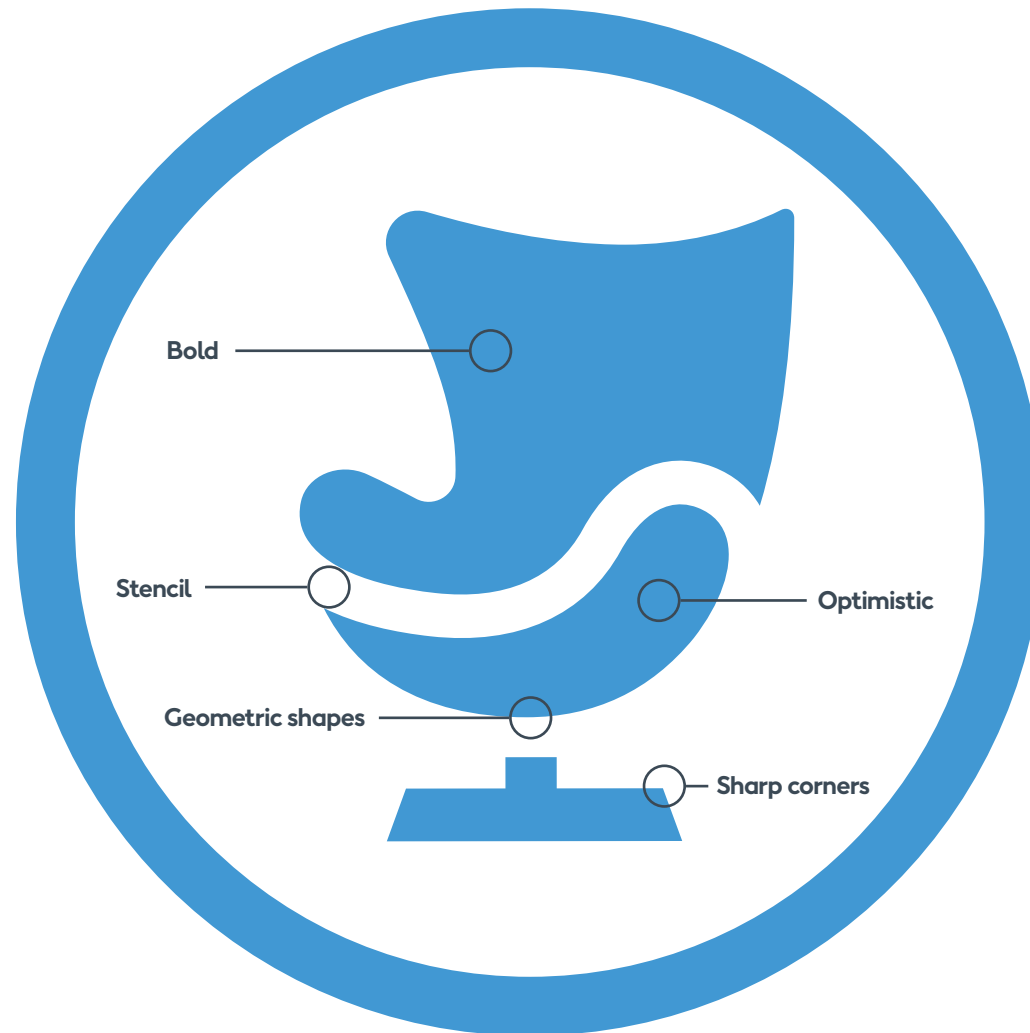
The Ørsted pictograms are a natural evolution of the Orsted Sans font. This evolutionary approach ensures that they work perfectly together – or individually – to communicate the common voice of the Ørsted brand.

Ørsted's pictograms emulate the geometric shapes of the Orsted Sans bold font and add an optimistic twist. The pictogram style was created by applying the same design drivers that were used to inspire the font: bold, inventive and optimistic.

Use inventive imagery and symbolism whenever possible, but the goal must always be to create a clear, decodable pictogram. If in doubt, ask a few colleagues how they interpret the pictogram, and how you can make it personify the brand.



## Points of focus

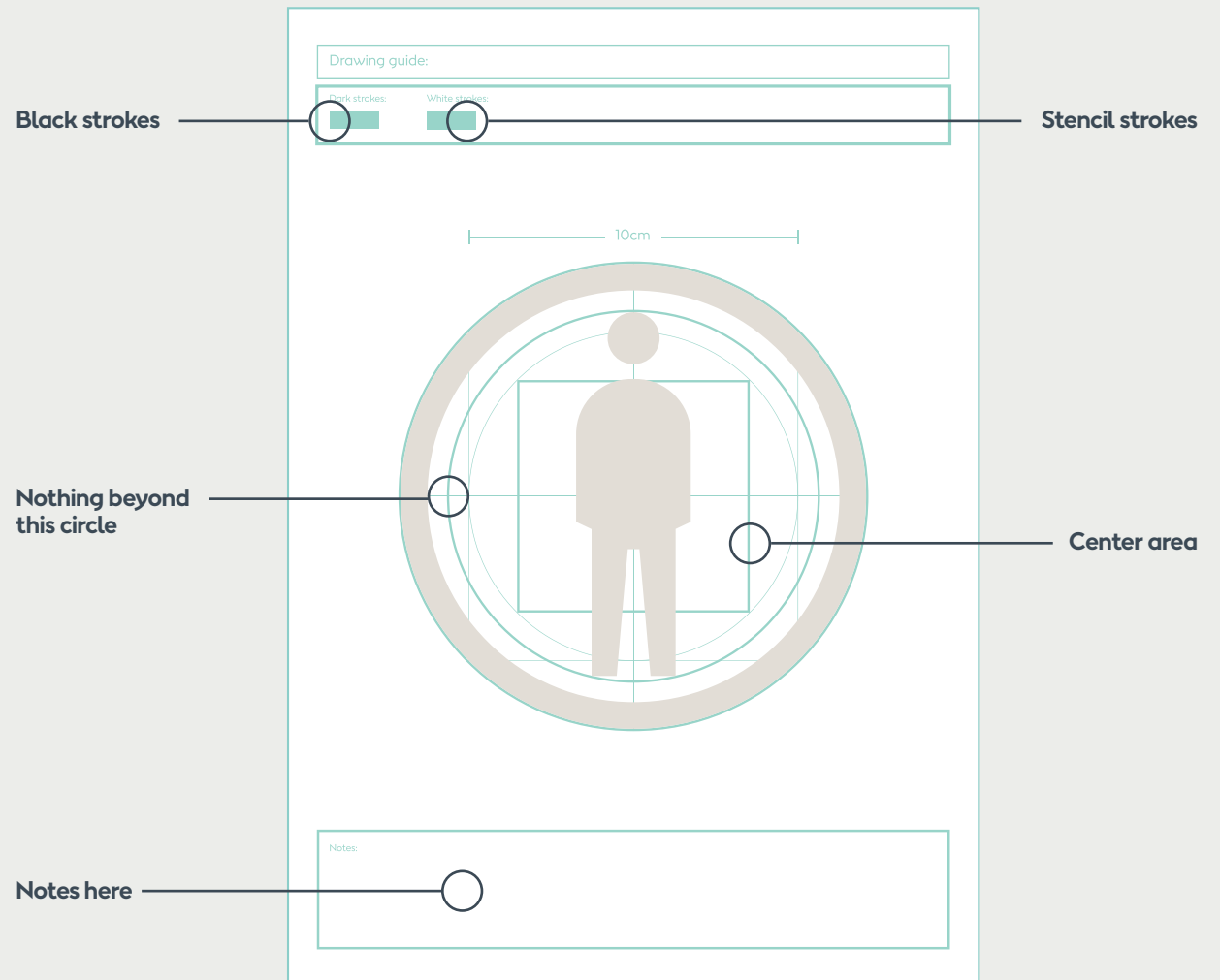


## Creating a new pictogram

You've made yourself at home with the concepts of the pictograms. On the right side of the page, you'll see an illustration of the pictogram template with the key elements highlighted.

- All pictograms must optically match the size of the other Ørsted pictograms
- Use the gridlines in the template as a guide, not as a rule.
- All pictograms should have a similar look and feel.

You can find the new pictogram template file in the package you received with this document.



## Best practice

Your quest to become a master creator of Ørsted pictograms is almost at its end. To round off the reading part of your journey, here are three best practice examples with a couple words from the Ørsted design team.

**1/**

Notice the use of geometric shapes and the diagonal stencil cut. We also love the way the rays of the sun break with symmetry and add additional life to the pictogram. The use of natural imagery only adds value when compared to our business - the light peeking out from behind dark clouds.

**2/**

Not only does this pictogram encompass a perfect balance between organic shapes and geometry, it also contains heavy reference to the functionalistic masterpiece - the Egg chair - and our danish heritage.

**3/**

The candle light has been included to exemplify how to select and prioritise imagery. The candle is used to exemplify power outages where the cliché would have been the crossed out lightening or power connector. Always try to avoid the cliché without being over complicated.

1/



2/



3/

