Interior Design Manual
Jotun interior design manual

WHAT

This document has been created to ensure that Jotun’s buildings in different parts of the world have a clear and recognisable interior profile. It is intended as a tool for project managers and architects, so that the choices made in building and renovation processes will ensure that the building and interior are in line with Jotun’s profile. This manual provides guidelines for material, colour and furniture choices for the interior of the buildings, and should be used in combination with existing rules for building design, signage and printed media.

The principles shown have been developed in connection with the construction of Jotun’s offices at Gimle and Vindal in Sandefjord, Norway. Some specific materials are proposed, but these can be adapted to the materials available locally. When it comes to selecting colours, however, it is important that the directions are followed as closely as possible, within the limits given in the manual.

WHY

Jotun beautifies and protects property. Jotun produces paints for iconic buildings and beautiful homes. When inside a Jotun building, the premises should be inspiring and create enthusiasm – for both employees and visitors. Employees should recognise Jotun’s identity in the walls every day – and feel proud. Employees shall feel they are in familiar surroundings when they come to one of Jotun’s buildings around the world.

HOW

Four main areas are highlighted for decoration:

1. **Corporate identity**
   - Jotun corporate identity: Through the selection of colours and the overall experience
   - Jotun products: The choice of surfaces enabling the demonstration of Jotun’s products including paints, varnishes and lacquered surfaces.
   - Jotun colours: Highlighting colours and their perception within Jotun premises.
   - Jotun’s global presence: The global presence shall be clearly visible in its interior designs.

2. **Products**

3. **Colours**

4. **Global presence**
Corporate identity for interiors

Based on Jotun’s standard colour range, a variety of additional colours has also been developed which supplement and create more depth to the standard colour range.

The principles in the manual are based on Jotun’s main colours, but these are aligned and muted to work on wall surfaces and on décor in an interior context. When colours from the global colour cards are proposed, these colours can be adapted to suit specific preferences, within the principles stated in the manual.
Values (visible at reception area)

When planning the interior, Jotun’s core values shall be reflected and be introduced within the various areas:

**LOYALTY** – All interior furnishings shall support Jotun’s identity and reflect the brand.

**CARE** – The entrance and reception area shall be welcoming and clearly reflect that Jotun cares about its staff and visitors.

**RESPECT** – Office premises will be quiet and calm, and offer the ultimate ambience for concentration and intensive work.

**BOLDNESS** – Colourful areas where you will be energized thus clarifying bold choices.

The illustrations show examples of how value words can be used, either as letters directly on the wall, or for example as oak panels recessed into a lattice wall.

The values should be clearly and centrally visible close to the entrance area.
Buildings

The main exterior colour for buildings should be white, RAL 9010 Pure White, according to Jotun’s engineering standard. The only contrast colour permitted is Jotun blue.

Jotun factories and buildings shall thus whenever possible be white, with active use of Jotun blue as the only contrast colour.

Any deviations from this practice require the written approval of Jotun Corporate in Norway.
The interior of the entrance area must be clearly linked to the facade colours and Jotun’s corporate colours, with blue being the dominant colour of the décor. Here, many shades of blue can be used in combination with leather, slats and light oak surfaces, as well as more muted tones of white and grey. The colours will be displayed on coloured wall surfaces and carpets, as well as on loose fixtures and light sources. The areas where colour is added will be experienced as “colour bombs” where all décor within the area is decorated in colour.

**Wall:** Jotun 4477 Deco Blue  
**Textile:** Kvadrat Matrix 762  
**Metal details:** (e.g. underframe) RAL 5011  
**Metal details:** (e.g. underframe) RAL 5022  
**Textile:** Gabriel Luna 4608  
**Cognac coloured leather. (e.g. imitation leather of type PUxx nr.2 22 3049)**
Reception area

Reception is the heart of the office building and shall welcome staff and guests. The reception is smart and professional but at the same time inviting with soft touches that symbolize CARE. The front of the reception area should be white or in light oak slats, with white pendant lamps above the reception desk. The wall behind the reception desk shall be blue. A sophisticated blue colour is both warm and professional. The recommended colour is Jotun Deco Blue 4477.

The Jotun logo is positioned behind the reception desk as shown in the illustration.

The recommended size is 1300 mm wide. Otherwise the colours in the reception area should be neutral/light with a touch of colour in some areas.

The floor of the reception area should be grey stone or grey or black tile.
Stairwells

In the stairwells, playing with colours is encouraged, to create stairwells that provide a colourful experience when one moves within them. The strong colours of the stairwells should motivate people to use the stairs and provide energy. The rooms are designed for short stays, so you can therefore use colour variations reflecting BOLDNESS, which makes people want to choose the stairs rather than the lift.

The colours that can be used must either be linked to Jotun corporate colours or taken from the Jotun global colour cards. See colour samples on the next page. Walls, floors and interior elements here can be decorated in colour.

Example 1:
Stairwell decorated with colours from a Global colour card. Here, vertical colour fields of varying width fill the entire stairwell, with a gradual transition from cold blue tones, over to green tones, and up to yellowgreen colours at the top. The colours of the different levels are picked up again in other rooms on the same floor.

Example 2:
Stairwell decorated with Jotun corporate colours in yellow and red tones. Here, each floor is given an identity by using one colourtone for each floor, where the deepest colour tones are at the bottom of the building with a transition to a lighter tone for each floor. The colours are used on walls, floors, furniture and interior details.
Stairwells – examples of colours from previous page

Jotun 10428 Masala

Textile: Steelcut Trio 3 466

Laminate: Formica F 8857

Jotun 4618 Evening Light

Jotun 1337 Dark Pine

RAL 1024

Jotun 10683 Cashmere

Jotun 4477 Deco Blue

Jotun 2600 Red Earth

20149 Pomegranate

20150 Red Desire

Jotun 7163 Minty Breeze

Laminate: Formica F 7966

Textile: Steelcut Trio 3 636

RAL 3011

Jotun 5030 St. Pauls Blue

Laminate: Formica F 6902

Floor: Tarkett Estrusco x2 044

Jotun 10683 Golden Bronze

Jotun 8252 Green Harmony

Colour scheme developed from Jotun’s corporate colours

Colour scheme from global colour card

Floors in stairwells can either be decorated in the same colour range, or in grey tile, stone or linoleum. Light oak is also allowed as flooring.
Corridors and offices

In corridors and offices, some colour elements may be used. Here, the colours used can be calmer, and often within the same colour family, where you have lighter and darker shades of the same colour. These colours shall be from Jotun’s global colour card.

Offices should preferably have glass walls or glass panels in the doors so that they open up to the corridors.

The colours can be combined with a neutral main colour, such as Jotun 10679 Washed Linen and/or details in Jotun 9918 Classic White / Morning Fog. The offices can also be in the neutral main colour, while colours are used in break areas.

Recommended colour decoration principles for offices:

Gradient light to dark

Example:
4618 Evening Light
4638 Elegant Blue
4477 Deco Blue
4744 Sophisticated Blue

Example:
10678 Space
7627 Refresh
7628 Treasure
7629 Antique Green
7613 Northern Mystic

Example:
1622 Reflection / Edelweiss
12086 Rustic Pink
2024 Senses
20120 Organic Red
3377 Slate Lavender
Office furnishings

The default office layout consists of:

Work desk:
Underframe, white lacquered RAL 9016
Table top with a high pressure laminate surface in colour NCS S 0500-N, white.
(Yellow-white NCS S 0502-Y will not be accepted)

Work chair: Black

Storage cabinets: Cabinet colour NCS S 0500-N, white.

Work lamp: Black

If the office has a visitor’s chair, it can pick up colours that are used in the premises.
Open-plan office

In open-plan offices, the whole can be kept in neutral colours, following the principles of furnishing and colour decoration on previous page.

Colour can be applied to smaller seating areas zones or wall areas that capture the colours of the global colour card or corporate identity.
Break areas and waiting zones

In break areas and informal social meeting places, small rooms can be created with the help of coloured surfaces on the wall.

The colours to be used in the break areas should be from the global colour chart, or as a toned-down version of the corporate colours, such as the colour combinations shown on the left.

Design can be adapted to available space on site (width and height).

Floors in these zones should be as in adjacent areas, but carpet in the “zone colour” can be used to reinforce the three-dimensional.

Recommended colour combinations of

Corporate blue:
- 4477 Deco Blue
- 4618 Evening Light
- 4744 Sophisticated Blue

Corporate yellow:
- 10683 Cashmere
- 1337 Dark Pine
- 10428 Masala

Corporate red:
- 2600 Red Earth
- 20149 Pomegranate
- 20150 Red Desire
Meeting rooms

Meeting rooms should be in comfortable and calm colours. Here too, one or two walls can be decorated in the same colour. Colours from the Jotun global colour cards can be applied to walls decorated in colour. Other walls shall be decorated in a neutral base colour, either Jotun 10679 Washed Linen or Jotun 9918 Classic White / Morning Fog.

Details in Jotun 9918 Classic White / Morning Fog. Meeting rooms should be white and formal in their design. Colour equivalent to NCS S 0500 - N, Classic White / Morning Fog.

Meeting room chairs should be in a neutral colour, either black or dark grey. Alternatively, small meeting rooms may have meeting room chairs in textiles that match the wall colour.

Pendant lamps above the table can be used if desired, provided they do not conflict with AV equipment. The pendant lamps should be in a neutral colour, dark grey or black.
Auditorium

The auditorium should be kept in calm and neutral colours, with touches of light oak if desired. The following surfaces are permitted and recommended:

Walls:
- Panels or slats in light oak.
- And/or painted, light wall surfaces:
  - Jotun 9918 Classic White / Morning Fog
  - Jotun 10679 Washed Linen

Permissible floor materials:
- Parquet in light oak
- Grey stone or tiles in grey or black terrazzo
- Grey linoleum, e.g. Forbo Marmoleum Concrete 3704 Satellite
- Black vinyl, e.g. Tarkett IQ Eminent Black 21030 130

Seats should preferably be fully padded and covered in blue fabric.
- Textile equivalent to Gabriel Luna 2, colour 4701

Example of materials:
The canteen is a social zone that should be appealing and inviting, while at the same time be practical in terms of flexible remodelling. By combining different types of seating groups, e.g. a combination of bar stools/high tables, dining chairs/tables and sofa groups, an exciting and diverse canteen can be created.

By using green plants indoors, a more organic, calm and vibrant expression is achieved.

The canteen can either have walls with oak slats, or be decorated with light blue and/or blue walls. There may be one or more walls decorated in colour, perhaps combined with oak slats as shown in the example. Furnishings shall be in grey, blue and oak.

The canteen should have grey flooring in the permitted materials, or oak.
Penguin decoration on glass walls

Penguin foil on glass walls
The penguin with all its properties is an important character in Jotun’s organisation. It appears in many forms and shapes. All internal glass panels where there is a risk of collision/damage shall be foil-coated. Contrast and height shall be taken into account when designing décor for the glass panels. The design of the decor shall be penguins in different settings. The foil should be of matt type to provide the best contrast with the glass panels.

Production files are available in a variety of penguin designs and can be customized to glass walls and glass panels in the building. The foil is mounted on the outside of the room so that the matte surface is visible against the corridor. Matte, white solid foil NCS S 0500-N

Penguin foil on solid walls
Penguin foil can also be customized and used as an element on a solid wall. The same type of production files and designs are used.

On dark or coloured walls, white matte NCS S 0500-N is used, for white or light wall surfaces matt black NCS 8500-N is used.

Penguin design is customized to fit