

**GREATER
CoPENHAGEN**

Design Manual

Logo

Greater Copenhagen

Logo

The Greater Copenhagen-logo comes in two variations: As "Greater Copenhagen" and as "Part of Greater Copenhagen."

The logos may only be used according to the guidelines described in this design manual.

The Greater Copenhagen logos may in no way be changed graphically.

GREATER
CoPENHAGEN

PART OF
GREATER
CoPENHAGEN

Greater Copenhagen

Logo

GREATER
CoPENHAGEN

PART OF

GREATER
CoPENHAGEN

GREATER
CoPENHAGEN

PART OF

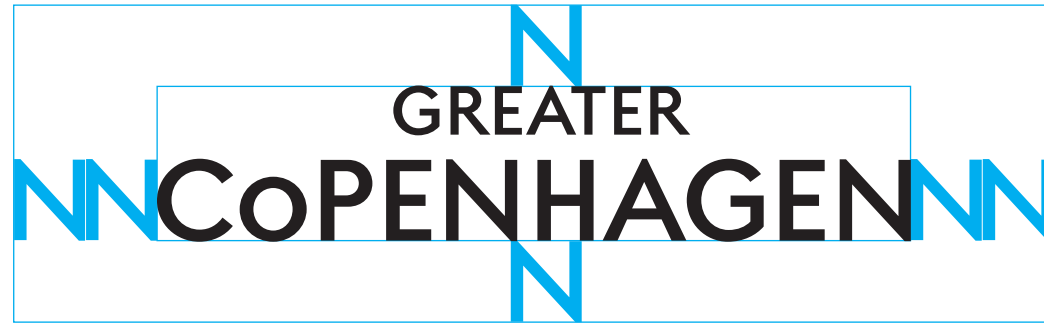
GREATER
CoPENHAGEN

Greater Copenhagen Logo

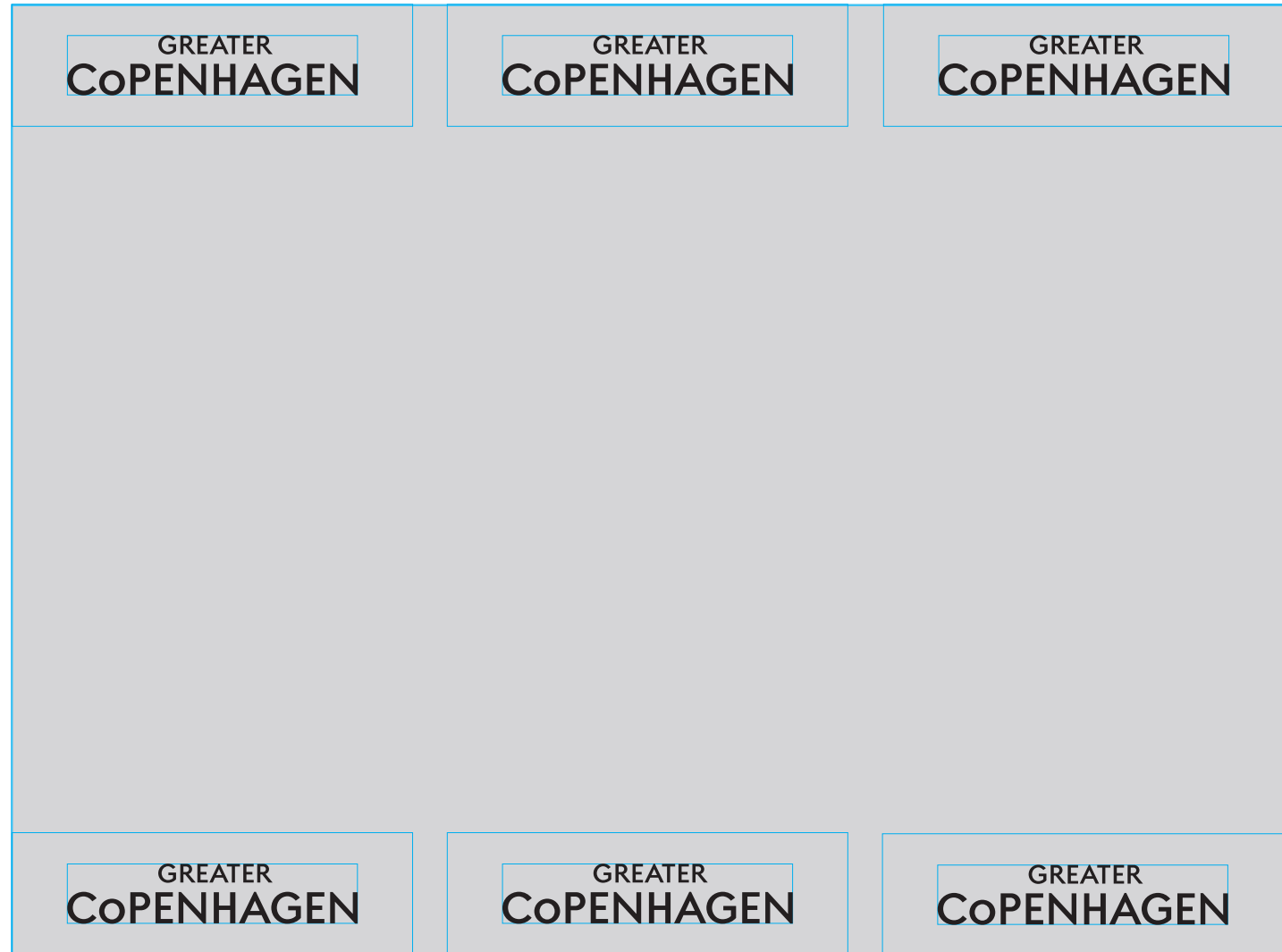
The Greater Copenhagen logo should always have a certain spacing to nearby design objects to ensure that these are not perceived as part of the logo.

This spacing must always be respected when the Greater Copenhagen logo is used.

The spacing described on this page indicates the absolute minimum of spacing between the Greater Copenhagen and other objects such as logos, images or text.



The placement of the Greater Copenhagen logo may never be closer than the spacing indicates.



Greater Copenhagen Logo

All organisations with a geographic link to Greater Copenhagen can use the Greater Copenhagen logo and terminology as a "Part of" organisation to indicate that the organisation is a part of Greater Copenhagen.

Logo hierarchy

It is the placement of the logo that indicates if Greater Copenhagen is the main sender of the material or if the logo is used as "Part of Greater Copenhagen" and placed as co-sender of the material with the organisation itself as the main sender.

Greater Copenhagen as the main sender

Greater Copenhagen can be the main sender on material if fx. a group of organisations in Greater Copenhagen choose to make a joint campaign or project to promote the entire region.

When Greater Copenhagen is the main sender, the design of the material must be as defined in this design manual and the final edition of the material has to be approved by the brand operators (either Copenhagen Capacity or Business Region Skåne).

The "Part of Greater Copenhagen"-logo may never be used as the main sender.

Greater Copenhagen as "Part of" co-sender

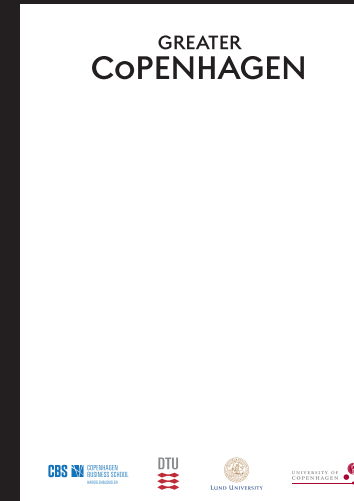
The "Greater Copenhagen"-logo and the "Part of Greater Copenhagen"-logo can both be used to indicate a "Part of" relationship when the logos are placed in a co-sender position.

Organisations are free to choose between the two logo variations to indicate "Part of" relationship and the organisation is free to use either its own visual identity or the design defined in this manual.

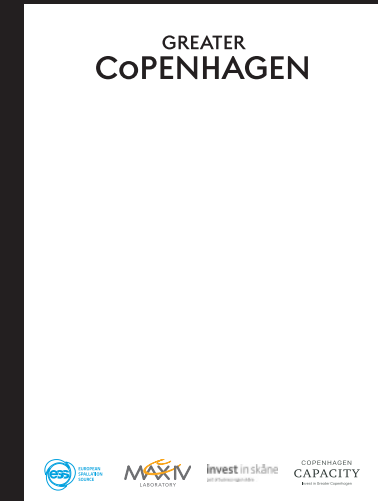
Hierarchy & Placement

Greater Copenhagen used as main sender

Example B

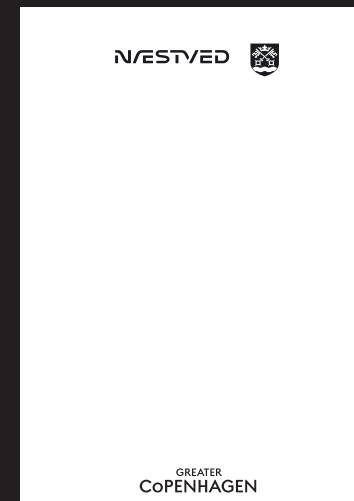


Example B

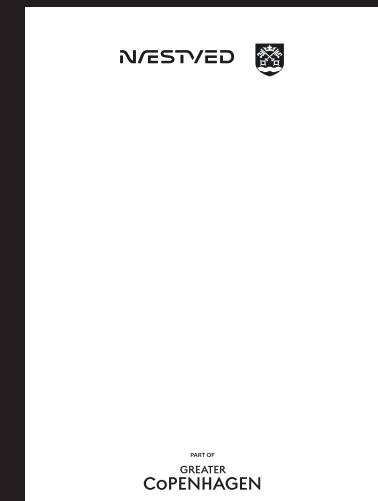


Greater Copenhagen used as "Part of"

Example A



Example B



Colours

Greater Copenhagen

Main colour

Greater Copenhagen's identity appears most often in **Black** and **White** or in gray tones emanating from pure black.

This spectrum is used for anything from photo overlays in print and digital to accent colors in print materials.

Our **Grey** colour is used specifically for text, and when the Greater Copenhagen logo should appear in a grey colour.

Printing

The Greater Copenhagen Brand prefers muted tints of Black and Grey for print materials.

Offset

To achieve the "Greater Copenhagen Black" in offset printing, use 90% Black (0 / 0 / 0 / 90) for large graphics, content boxes, and text.

Digital

To achieve the same look in digital prints, use our Grey colour (70 / 55 / 60 / 60).

When setting up files for professional print jobs, always confirm if you are printing in offset or digital.

Black



CMYK: 0 / 0 / 0 / 0
RGB: 0 / 0 / 0
HEX: #FFFFFF

White

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: #000000

Grey



CMYK: 70 / 55 / 60 / 60
RGB: 60 / 64 / 64
HEX: #3D4040

Greater Copenhagen

Secondary colours

Greater Copenhagen material can use one of the 4 secondary colour together with the main colour.

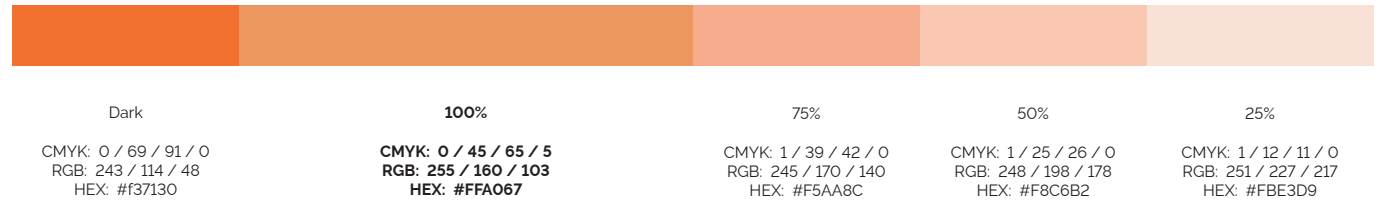
The 4 secondary colours are:

- Orange** C0 M45 Y65 K5
- Green** C60 M23 Y74 K4
- Blue** C71 M45 Y0 K21
- Red** C0 M76 Y72 K1

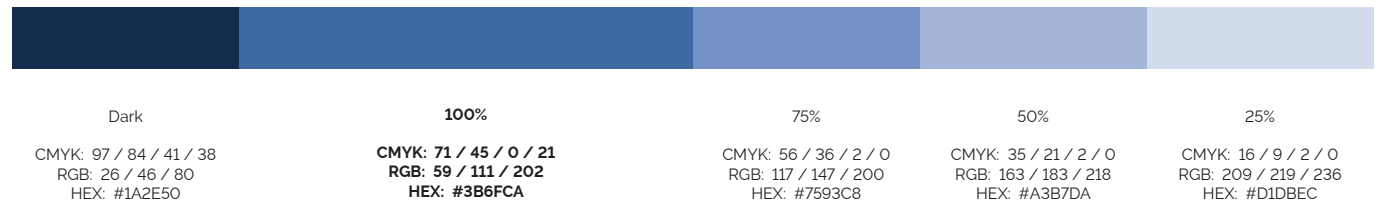
Normally the secondary should not be mixed, but if needed any secondary colour's complementary color may be used as a contrast color when designing materials.

The secondary colours are used in 5 shades: **Dark, 100%, 75%, 50% og 25%.**

Orange



Blue



Greater Copenhagen Secondary colours

Greater Copenhagen material can use one of the 4 secondary colour together with the main colour.

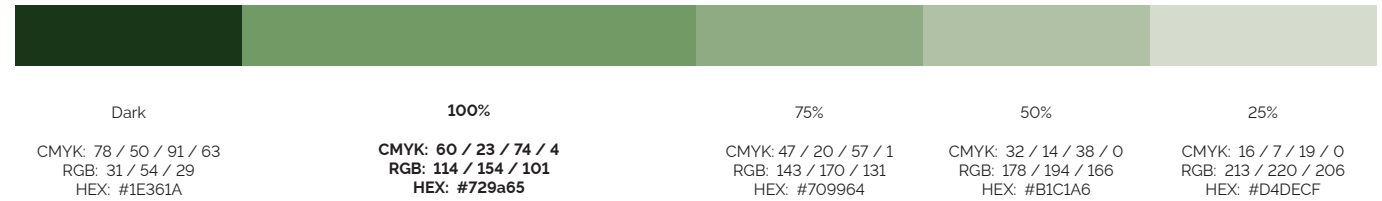
The 4 secondary colours are:

Orange C0 M45 Y65 K5
Green C60 M23 Y74 K4
Blue C71 M45 Y0 K21
Red C0 M76 Y72 K1

Normally the secondary should not be mixed, but if needed any secondary colour's complementary color may be used as a contrast colour when designing materials.

The secondary colours are used in 5 shades: **Dark, 100%, 75%, 50% og 25%.**

Green



Red



Greater Copenhagen Substitute colour

When there is a need to soften the visual expression, an accent color - "Warm Gray" with 4 color code is used: C0 M10 Y10 K35.

Tints of Warm Gray may be used for powerpoint presentations, accent colours on our corporate-level printed material, and overlays of photos in print and digital campaigns.

This colour should be used sparingly.

Warm Grey



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Greater Copenhagen
Logofarver og fotos

Examples of the Greater Copenhagen logo used in colours over images.



Greater Copenhagen
Logofarver

Examples of the Greater Copenhagen logo used in colours over images.



Greater Copenhagen
Logofarver

Examples of the Greater Copenhagen logo used in colours over images.



Images

Greater Copenhagen Images

Images used in the Greater Copenhagen design should express the values communicated in the overall Greater Copenhagen narrative.



Typography

To keep the branding of Greater Copenhagen consistent, the typeface "Raleway" is used in all online and offline graphic material, such as in print and digital ads, campaigns briefs, and on websites.

The main font weights of "Raleway" are used in Light, Regular, Italic, Medium, Semibold, and Bold. If necessary, other variants in the font family can be used for graphic materials.

The font "Raleway" is an OpenType and is free to use both online and offline.

"Raleway" can easily be downloaded from Google Web Fonts (<https://www.google.com/fonts>).

Raleway

Light

ABC
123

Cras elementum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam eu eros et odio egestas hendrerit. Vestibulum convallis ligula ut arcu. Sed ac est vel justo commodo faucibus. Pellentesque quam. Duis in magna id justo dictum mollis.

Regular

ABC
123

Cras elementum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam eu eros et odio egestas hendrerit. Vestibulum convallis ligula ut arcu. Sed ac est vel justo commodo faucibus. Pellentesque quam. Duis in magna id justo dictum mollis.

Bold

**ABC
123**

Cras elementum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam eu eros et odio egestas hendrerit. Vestibulum convallis ligula ut arcu. Sed ac est vel justo commodo faucibus. Pellentesque quam. Duis in magna id justo dictum mollis.

Greater Copenhagen Typography

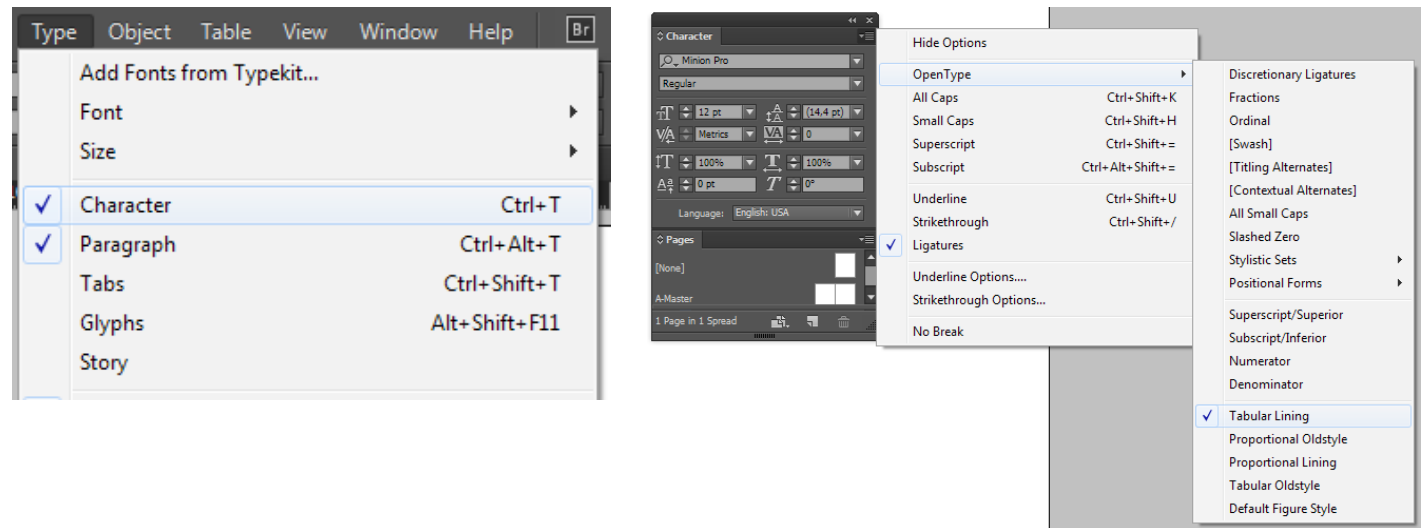
Lined numerals

The "Raleway" API font does not have lined numerals as standard.

To line numerals in online use, add the following CSS code to the website:

```
body {  
  font-family: "Raleway", Arial, sans-serif;  
  -webkit-font-feature-settings: "lnum";  
  -moz-font-feature-settings: "lnum";  
  -ms-font-feature-settings: "lnum";  
  -o-font-feature-settings: "lnum";  
  font-feature-settings: "lnum";  
}
```

To line numerals the for offline use, edit the OpenType settings. Example shows the steps in InDesign:



The font "Arial" is used when Raleway is not available, and serves as the default system font in non-graphic material such as in Office programs like Microsoft Word, PowerPoint, Outlook, etc.

Arial

Regular

ABC
123

Cras elementum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam eu eros et odio egestas hendrerit. Vestibulum convallis ligula ut arcu. Sed ac est vel justo commodo faucibus. Pellentesque quam. Duis in magna id justo dictum mollis.

Bold

**ABC
123**

Cras elementum. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Etiam eu eros et odio egestas hendrerit. Vestibulum convallis ligula ut arcu. Sed ac est vel justo commodo faucibus. Pellentesque quam. Duis in magna id justo dictum mollis.

"Charter ITC Std" may be used only for numbers that should be highlighted in infographics or content boxes for print and online material.

Font weights are used in Regular, Italic, Bold, Bold Italic, Black, and Black Italic.

See page 16 for example of using "Charter ITC Std".

Charter ITC Std

Regular

1234567890 \$£€ %

Bold

1234567890 \$£€ %

Black

1234567890 \$£€ %

Icons

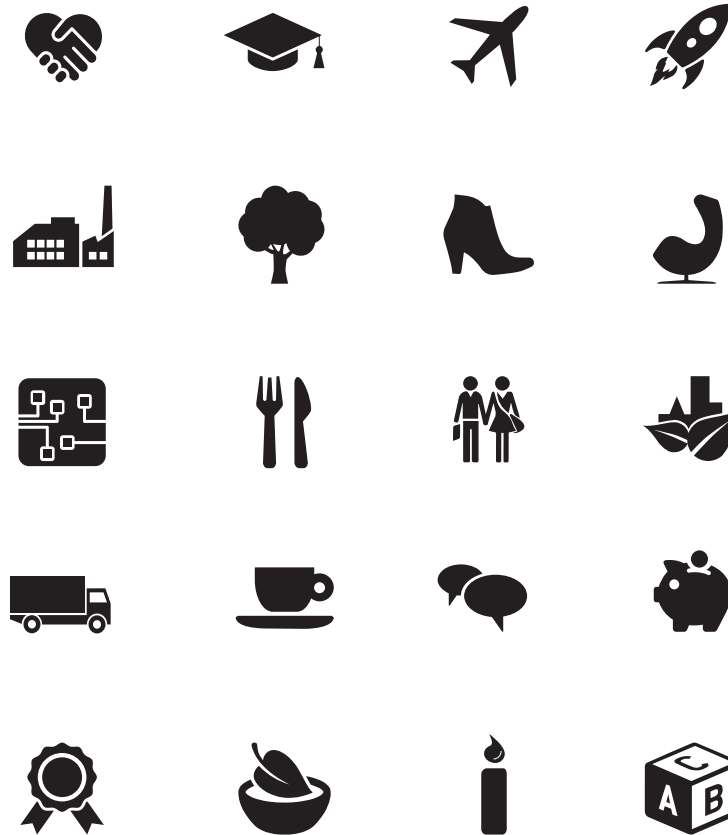
Our icons supplement our written communication online and offline.

Style

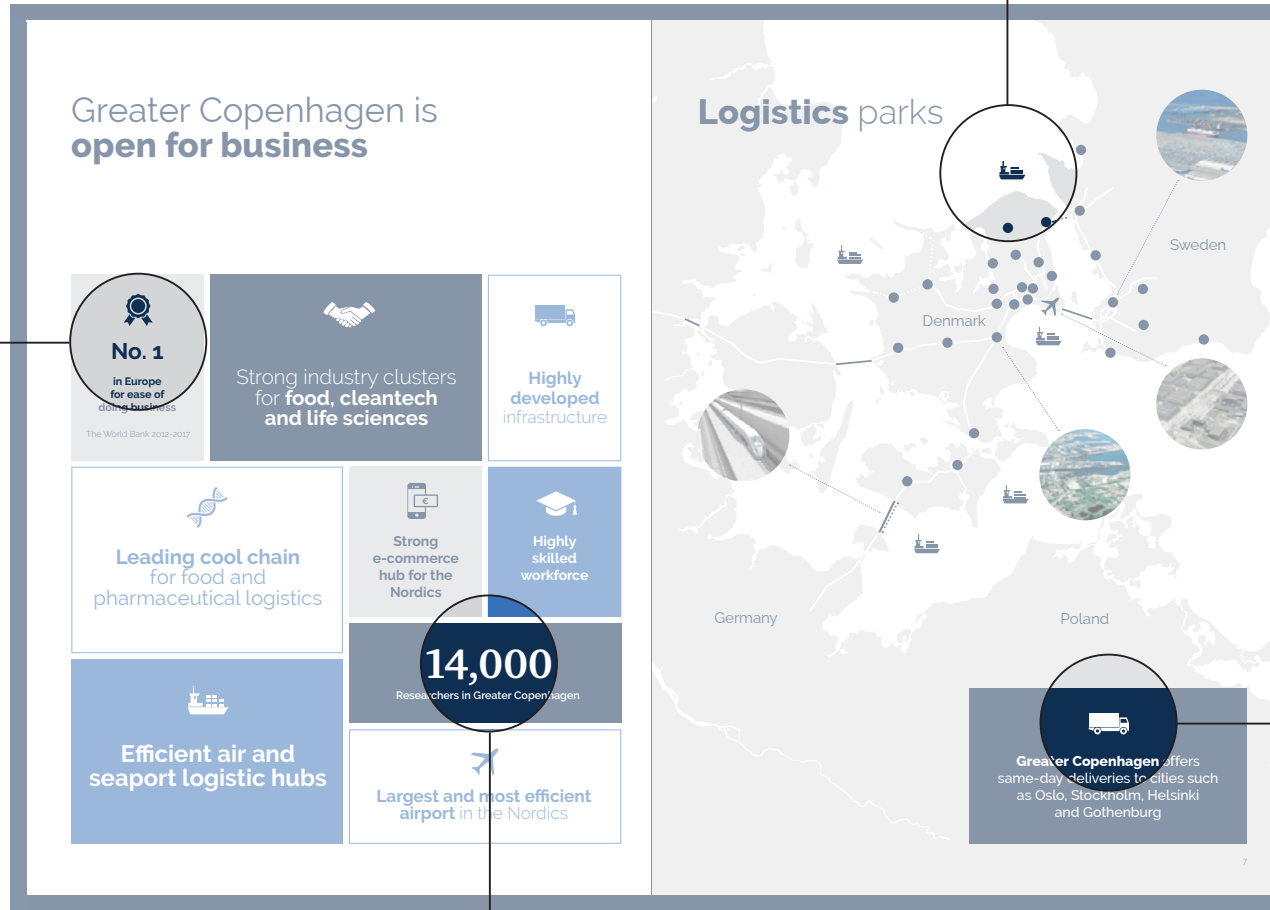
Icons should be in full-color, with a good balance of sharp and rounded edges.

Usage

Icon size might differ, depending on the icon itself and the relationship it has with the text and other content on a page. This applies to icons online as well as in printed material.



Icons in Content Boxes
Icons are most often used in content boxes to emphasize the text within the content box.



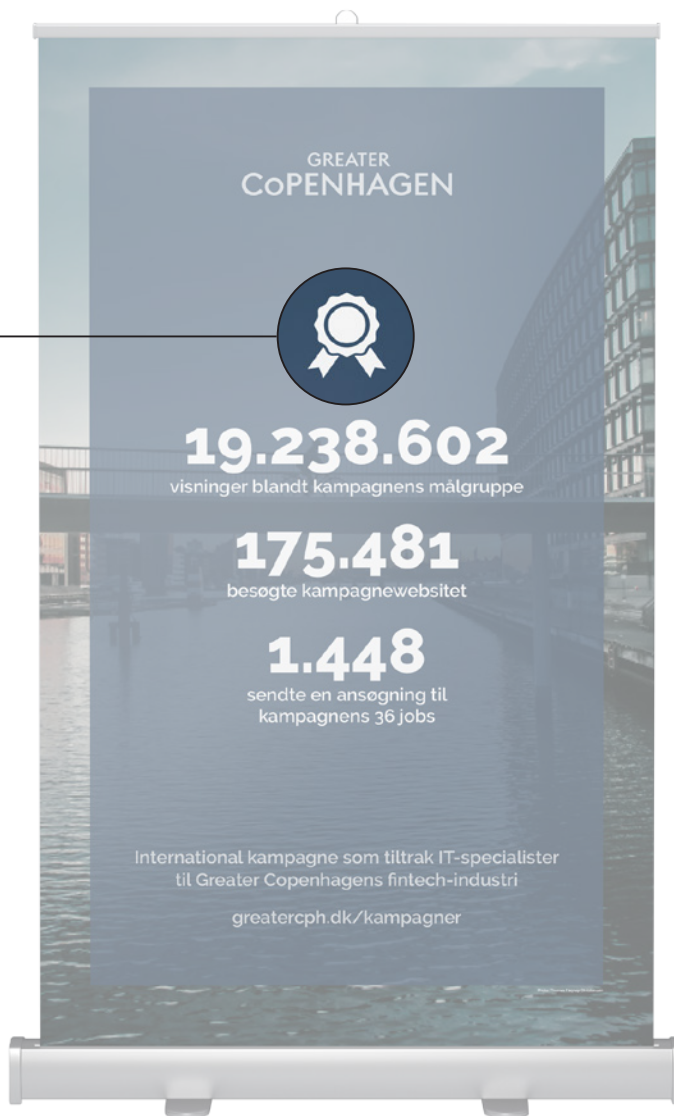
Icons in Maps
Icons may be used on maps to communicate landmarks and concepts that relate to the theme of the brief

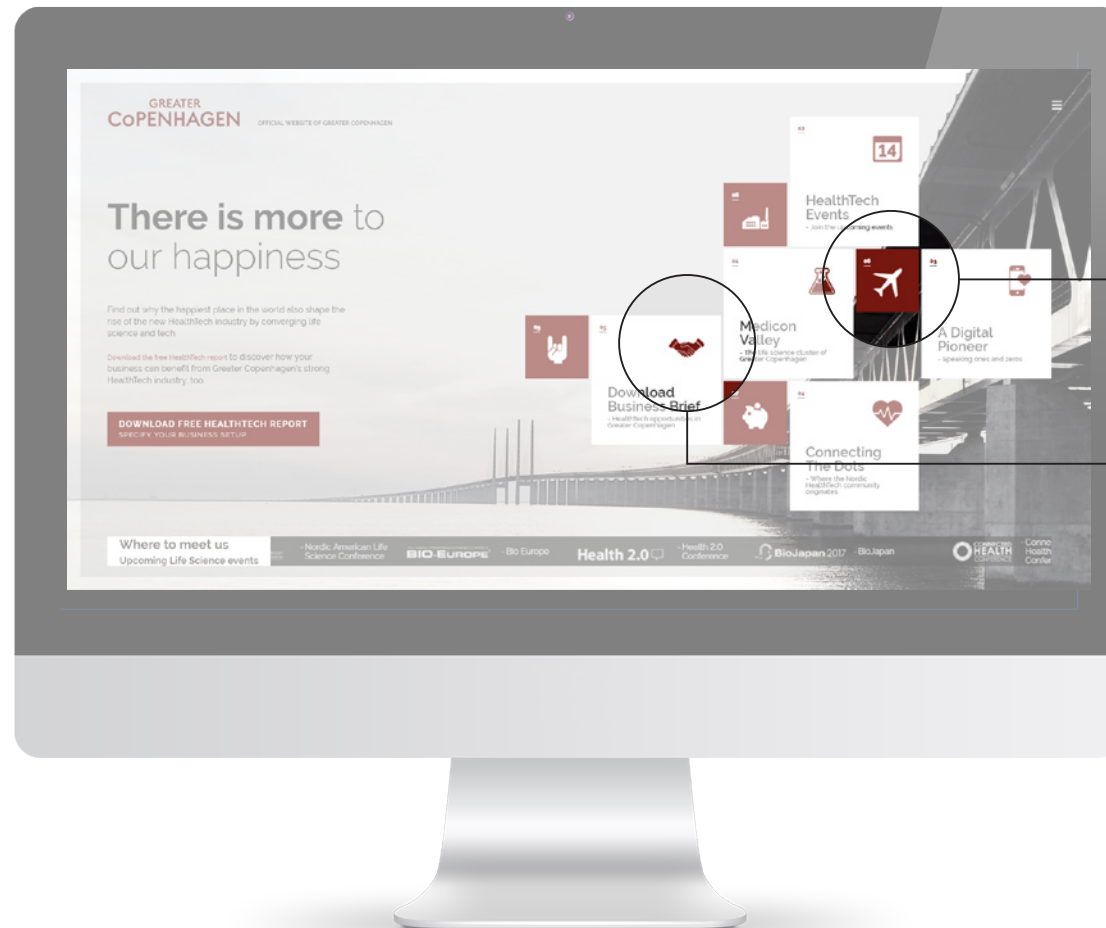
Emphasis on Numbers
Infographics or content boxes that use large numbers for emphasis use the font 'Charter ITC Std'.

Icons in Content Boxes
Always use one icon per box. Icons should always be the same color as the text in the content box.

See page 50 for more examples of content boxes in print.

Icons can vary in size depending on the format of the collateral. In roll-ups, icon size should reflect the size of text or headings.





Icons in Content Boxes
Icons are most often used in content boxes to visualize content. Always use one icon per box.

PowerPoint

Greater Copenhagen PowerPoint

Template

The Greater Copenhagen toolbox contains a PowerPoint template that can be used for PPT presentations in Greater Copenhagen design.

The template comes in a light and a dark version in both 4:3 and 16:9 PowerPoint format.

The template is available here: <https://www.greatercph.dk/pressebank>



Online

Greater Copenhagen Website

Online

Our website is a simple white canvas that holds content in a basic grid.

Content boxes within the grid hold text or photo content that stand out against the white canvas, putting images and stories about Greater Copenhagen in focus.

Languages

Our website comes in three languages: Danish, Swedish, and English.

greatercph.dk
greatercph.se
greatercph.com

OBS! "Greatercph" is nearly the web address for the Greater Copenhagen brand. Never promote Greater Copenhagen as Greater CPH.



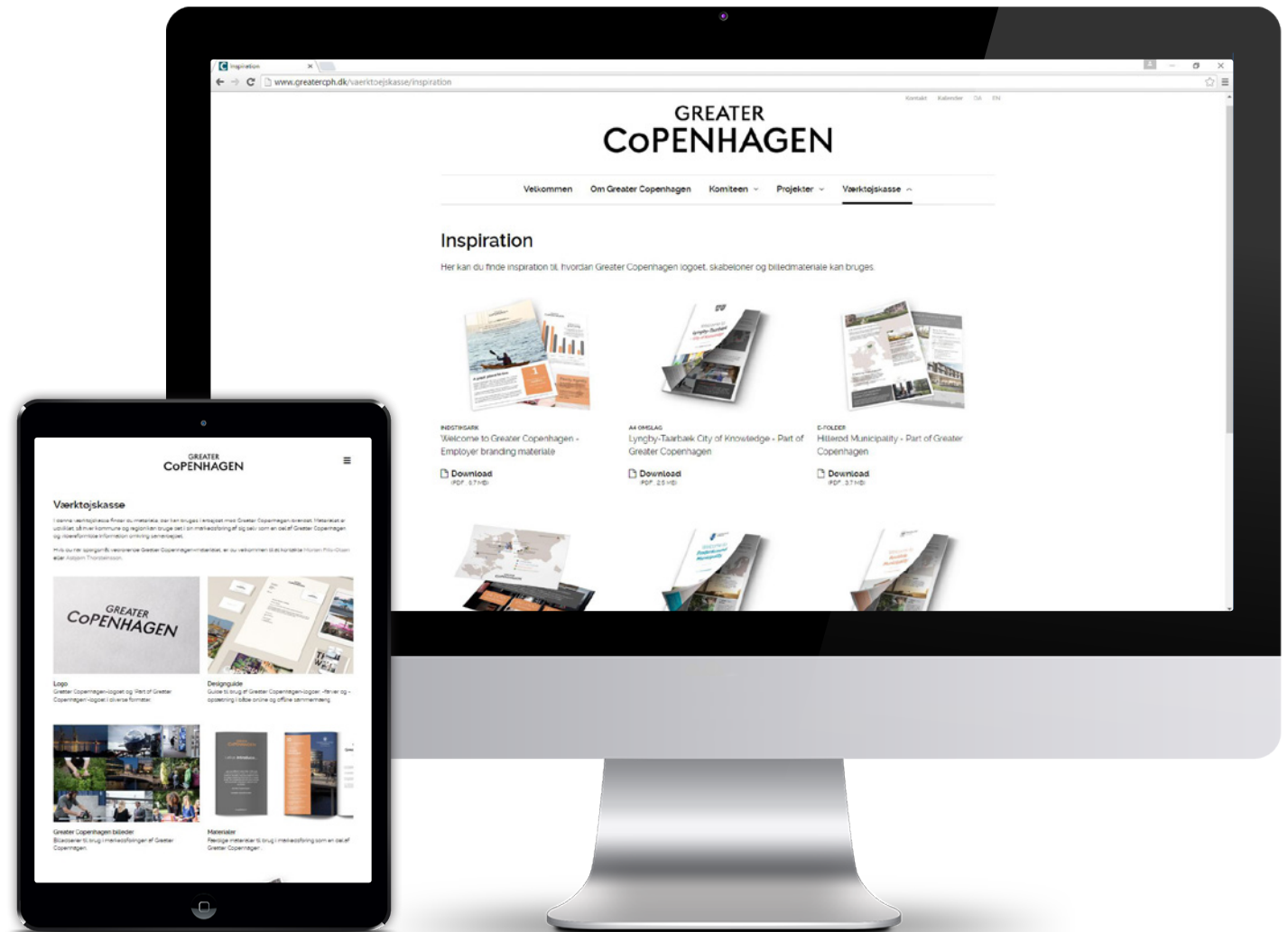
Greater Copenhagen Toolbox

<https://www.greatercph.dk/pressbank>

The Greater Copenhagen toolbox contains material that can be used freely to promote Greater Copenhagen.

The material is made so that each organisation or municipality can adjust it and use it in their own marketing as a "Part of Greater Copenhagen" organisation.

Online



Video Design

Greater Copenhagen Video Design

Our videos help tell the story of Greater Copenhagen.

Text

Any text within a movie (headlines, lower thirds, etc.) should be set in the font **Raleway**. Any running facts in videos should be set in **Raleway Regular** or **Medium**.

Lower Thirds

Lower Thirds (nametags) are set in **Raleway** in white. Titles are set in **All Caps** in **Raleway Medium**, with job titles and company names set in **Raleway Regular**, separated by two slashes. Refer to the images on this page for examples.

Only Greater Copenhagen colours should be used for text boxes in videos.

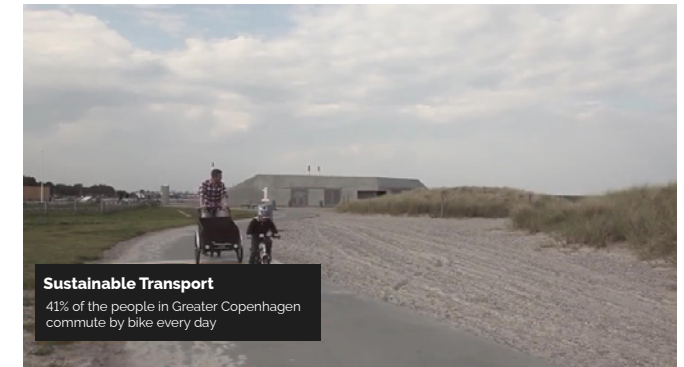
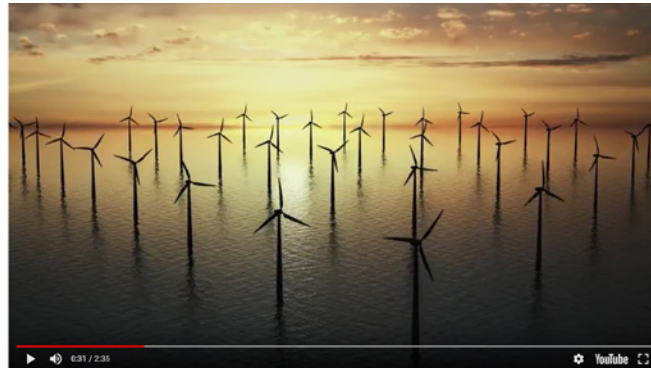
Voiceover/Narration

Our company language is in British English, so any narration in videos should also be in British English.

Logos

All videos end with our Greater Copenhagen Logo. The logo should always be centered. Add stakeholder logos, if necessary.

Look to logo hierarchy and placement on page 8 as a guide for ordering logos.



Greater Copenhagen Campaign Identity

Greater Copenhagen Campaign Identity

Every Greater Copenhagen campaign identity is built from a template. This visually aligns all of our campaigns as well as link them to the Greater Copenhagen brand.

1. Framed boarder

The framed boarder is the key element of Greater Copenhagen campaigns, and helps seperate campaigns from the corporate Greater Copenhagen identity. This framed boarder is reflected both in print and online.

In print, a colored framed boarder is used in the campaigns theme colour.

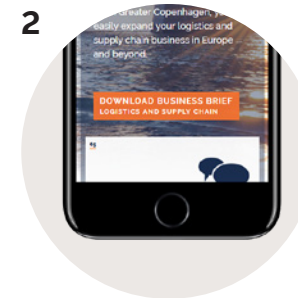
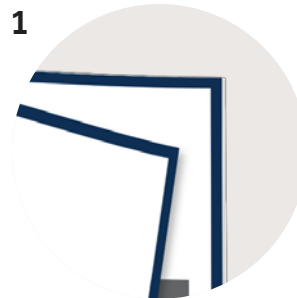
Online, a transparent overlay over the background photo creates a framed boarder. Refer to page 60 for more information.

2. Mobile-first

Our online experience focuses on mobile first for every campaign site we design.

3. Content Boxes

Coloured content boxes that hold text and icons are the building blocks of campaign sites and business briefs.



Greater Copenhagen Campaign Identity

Our Business Briefs give an overview of the running campaign from Greater Copenhagen.

The overall brochure combines text, icons, boxes, vector maps, and photography.

Headings on Cover

Headings and subheadings can be left or right aligned on the cover of a business brief. Start by aligning to the 15mm margin, and play around with placement based on the photo. Headings and subheadings should have the same alignment.

Business Brief Cover

Logo size
11 mm x 55 mm

Logo distance
Our logo sits at the top of a business brief cover and backpage, centered, and 12.5mm away from the framed boarder

Logo colour
On campaign brief covers, our logo should be in the 'campaign color' (in this example, Dark Blue) or White. Never use black for logos on campaign briefs.

Cover Image
Cover image should showcase the Greater Copenhagen region. Take into account the theme of the brief, location of stakeholders in the campaign, and readability of text on the photo.

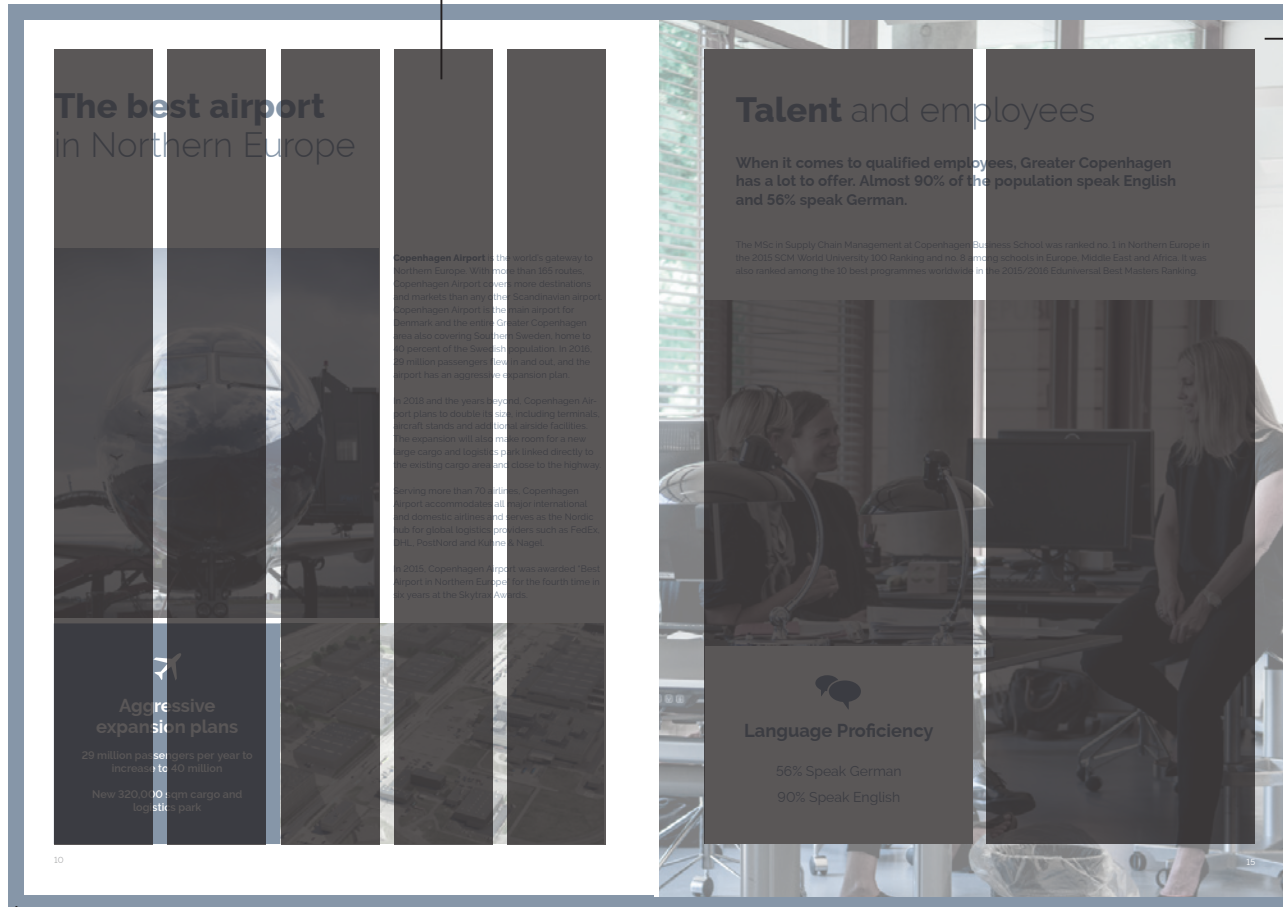
Heading Text
38/42 font size with a clear and concise message about what the brief is about. Use a mixture of contrasting weights for visual interest

Subheading Text
18/auto font size, with supplementary text

Lower Description
8/auto font size, describing the nature of the brief

Running Framed Boarder
8mm boarder (5mm visual boarder on all pages + 3mm bleed)

Grid
Alternating 5, 3, or 2 column grid,
with 5mm gutter depending on content



Margins
15mm margins on all content or
10mm from framed boarder

Running Framed Boarder
8mm boarder (5mm visual boarder
on all pages + 3mm bleed). Color
should be the same as the
overall campaign color.

Heading Spacing
23mm from
framed boarder

Page Headings
32/36pt font size, with a
balance of Raleway Extra-
Bold and Raleway Light.
Always start headings with
ExtraBold, and use Extra-
bold for emphasis.

Body Text
8,5/12pt, Raleway
Regular

Leading industry clusters

The transport and logistics cluster employs 85,000 people, of which 47,000 are working directly with international transport, representing more than 20% of Denmark's total exports. Global logistic providers using Copenhagen as their Nordic hub: A.P Møller-Maersk, DFDs, DHL, UPS, TNT, FedEx, Post Nord, Kuehne & Nagel.

Medicon Valley is one of Europe's strongest life science clusters with more than 350 R&D companies, including Novo Nordisk, NovoZymes, Lundbeck, Ferring, Coloplast and Biogen. The Nordic region is one of the largest pharmaceutical markets in Europe, and 90% of pharmaceutical production in Denmark is exported.

With Europe's third-largest food cluster, Denmark offers access to world-class food producers, research-intensive universities and strong business partners. Local industry leaders include Carlsberg, Danish Crown, Kelsen Group and Arla Foods.

The cleantech industry cluster encompasses more than 600 companies such as Vestas, Grundfos, Danfoss and Haldrup Topsoe and employs around 80,000 people.



12

Running Framed Boarder
8mm boarder (5mm visual boarder
on all pages + 3mm bleed)

Three of "The Big 4" are building new data centres in Denmark



Apple's data centres will run on 100 percent renewable energy

166,000

Each of Apple's data centres will measure 166,000 square metres

“
This significant new investment represents Apple's biggest project in Europe to date. We're thrilled to be expanding our operations, creating hundreds of local jobs and introducing some of our most advanced green building designs yet.”

- Tim Cook, CEO, Apple

Global hub for data centers

Global tech giants Facebook, Google and Apple have chosen Denmark as the Nordic location for some of their largest and most advanced data centers.

Hub for temperature-controlled logistics for food and pharma

Greater Copenhagen is the hub of Northern Europe for temperature controlled Pharma, Biotech and Food Logistics.

Temperature controlled transportation and logistics providers using Copenhagen as their gateway to worldwide distribution include World Courier, DHL, Bring Fargo, UPS, FedEx, Kuehne & Nagel and Foodservice.

Transportation and logistics in the Pharmaceutical and food supply chain, especially perishables, requires a commitment on the part of 3PLs and cold storage providers to continually invest in their own operations to meet the needs of their customers' operations. Significant investment is taking place in Greater Copenhagen.

High export rates

- 90% of pharmaceutical production in Denmark is exported.
- 136,000 tons of medical products in measured doses traded with EU and EFTA member states in 2014
- 11.4% of Denmark's total exports are pharmaceuticals.
- The Danish food and beverage industry represents 25 % of total product export.



FoodService Danmark

In Q3 2017 FoodService Danmark one of the leading suppliers of food service in Denmark, will move into a newly built, state-of-the-art 30,000 sqm distribution center on a 75,000 sqm land plot. The majority of the warehouse will be temperature controlled. The location, Ishøj, only 20 km from Copenhagen city center, will give FoodService Danmark an important competitive advantage.

Nomeco

The location of Nomeco's new giant warehouse and logistics center of pharmaceuticals is now determined: it will become part of Scandinavian Transport Center, which serves as an important bridge or overland transportation between the Nordic countries and the rest of Europe.



13

Secondary Heading
14/autopt font size, in
Raleway Bold.

Page Numbers
8/12pt, Raleway Regular

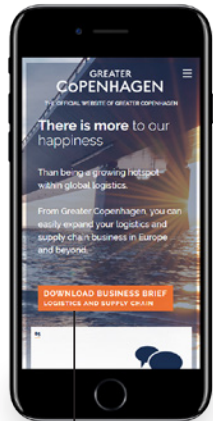
Content Boxes: Text
Any content box with text should have a 5mm boarder around the text. Any text box without an icon should be left aligned.

Greater Copenhagen Campaign Identity

Online

Our campaign sites visually mimic our print content, using our content boxes to visual communicate the specific campaign while aligning to the Great Copenhagen brand.

We have a mobile-first design philosophy for our campaign sites, focusing on the user experience on mobile, then tablet, and lastly on a computer.



Call to action button

Campaign websites may use a contrasting or theme color for the homepage call-to-action button.

Campaign colour

A campaign colour can be reflected in the Greater Copenhagen logo, the large content boxes, or in the call to action button.



Background Image and framed boarder

Campaign websites use a full-screen background photo with an overlay box, in a 60-80% color depending on the photo. This just produce a dusty, or less-saturated background photo, while creating a visual 'frame' around the webpage.

Greater Copenhagen Campaign Identity

The Greater Copenhagen campaign identity combines images with coloured overlays.

They have a consistent design across display ads, social media ads, printed ads, etc.

Original image



White Hue Layer

The colour of the image is partly removed by a white layer with Hue opacity 65% as standard - the opacity is adjusted to the specific image.

Multiply coloured layer

The bottom coloured overlay is set to "Multiply" the colour into the image with an opacity between 65-85% depending on the colour used.

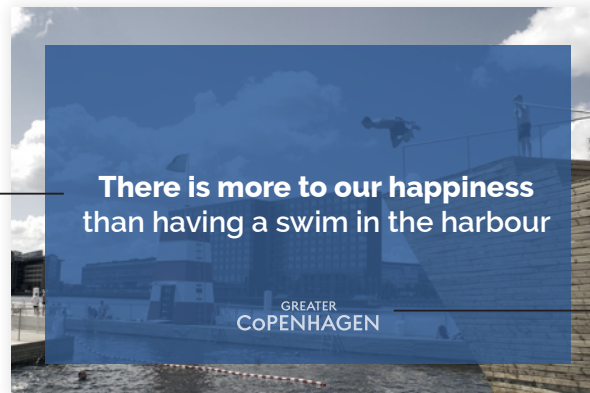


Normal coloured layer

The top coloured layer is set to "Normal" with an opacity between 60-80%. Both coloured layers are adjusted to get the right balance between the individual image and the chosen colour.

Banner text

Banner messages are highlighted by adjusting the font weight.



Logo 75% opacity

Greater Copenhagen Campaign Identity

Powerpoint

Campaign powerpoints should visually mimic the business brief of a campaign. Try to use the same imagedry, typography and layout.

Framed boarder

Campaign powerpoints should use the same framed boarder as the pop-up boxes online, as well as in the business brief.

Mimic Print Layout

Campaign powerpoints should use the same type treatment and layout as the business brief.

