

GREATER
COPENHAGEN
REGION

BRAND IDENTITY

GUIDELINE 2025

VERSION 2.0

The background of the entire page is a photograph of several wind turbines silhouetted against a sunset sky. The sky transitions from a deep orange near the horizon to a dark purple at the top. The turbines are of varying sizes and are positioned at different depths, creating a sense of perspective. The overall mood is serene and modern, emphasizing renewable energy.

GREATER CoPENHAGEN REGION

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HOW TO USE THESE GUIDELINES

By defining together who we are, what we want and where we are going, we create a platform that helps us coordinate the communication and image of our brands.

This platform contains our key messages, core values and visual identity and provides us with valuable support, both in our daily work and in the long term.

When we uniformly use everything from visual identity to messaging and strategy, we build a stronger brand – together.

The following guidelines apply to the place brand Greater Copenhagen Region. The responsibility for leading and developing the work with the brand lies with Copenhagen Capacity. Greater Copenhagen Region is the name of the shared place brand, created to drive growth and development across Eastern Denmark and Southern Sweden.

COMMUNICATION CONCEPT

SPACE FOR BIG IDEAS

Greater Copenhagen Region is much more than a dot on the map – it's space for big ideas. Where life and work are in balance. Where you are free to speak your mind and be yourself. Where air and water are clean. Where you can cycle to work and swim in the harbour. Where people connect across sectors, industries, cultures and countries. Where freedom makes people and businesses thrive. Where Denmark meets Sweden and Scandinavia meets the world. Where big ideas have space to grow.

SPACE

FOR

BIG

IDEAS



OUR VALUES

OUR VALUES

The concept "Space for Big Ideas" rests on five core values. They are the very foundation of our communication. The values are what we want people to associate us with and should be used for guidance in everything we do.

SPACE FOR BEING YOU

In the Greater Copenhagen Region, human rights and equality are high priority. Your voice matter both in society and at work – regardless of your gender, sexual orientation or religion. We believe that big ideas thrive in an open-minded and allowing environment.

SPACE FOR BALANCE

Life in the Greater Copenhagen Region means close access to stunning nature as well as vibrant cities. You can cycle to work and not be stuck in traffic because you are forced to drive a car. We value a healthy work-life balance. You can have an exciting and challenging job and still be able to enjoy your free time to the fullest.

SPACE FOR SPEAKING UP

The Greater Copenhagen Region stretches over the borders of two democratic countries – Denmark and Sweden. We are an open region, both in constitution and culture, with a strong tradition of freedom of speech, religion and association. More perspectives bring better innovation!

SPACE FOR SUSTAINABILITY

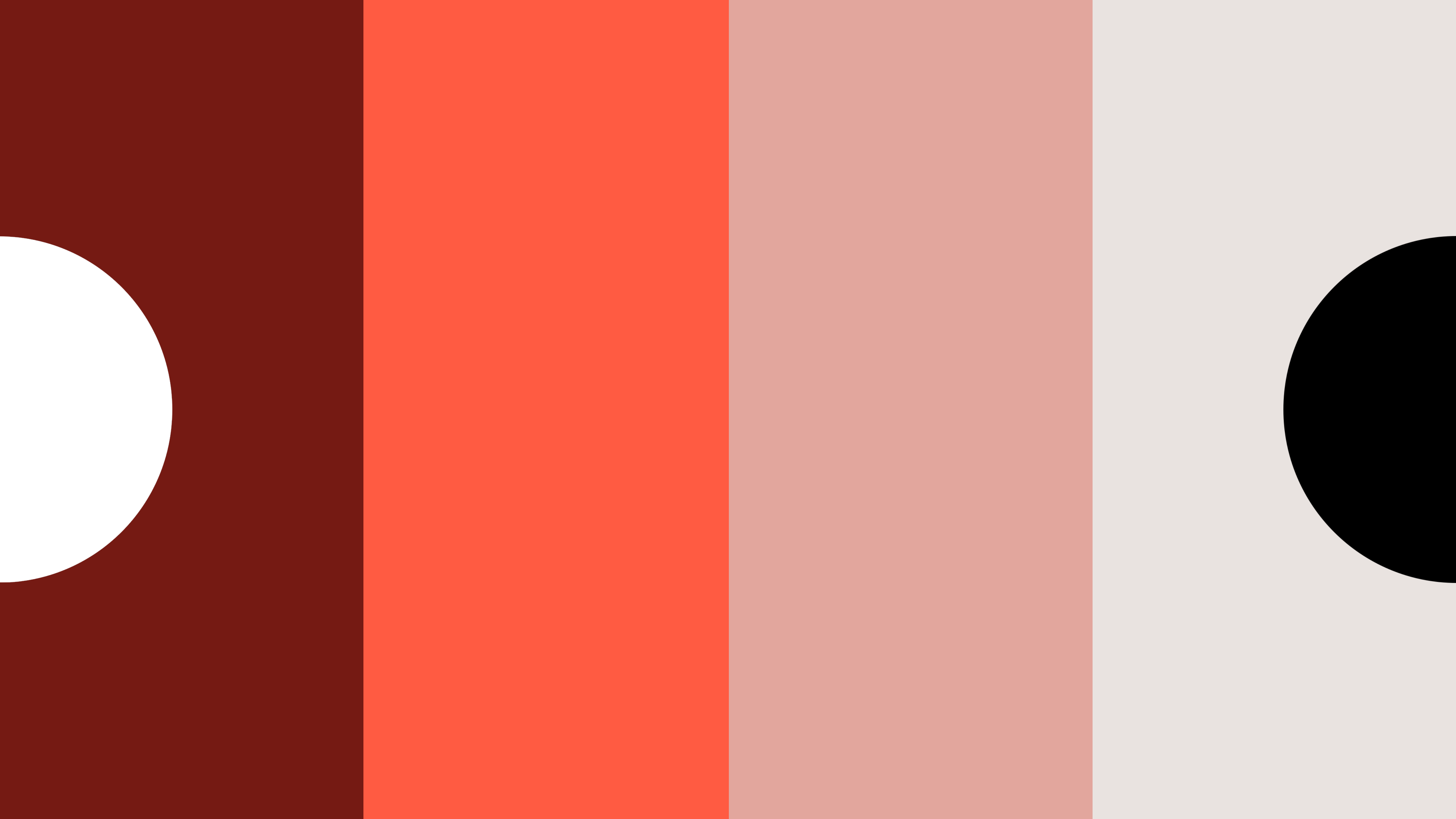
The Greater Copenhagen Region is world leading in green transition – in spirit and practice. But our sustainable lifestyle applies to more than climate issues. Denmark and Sweden are two well-functioning welfare states, so investing in the Greater Copenhagen Region is a smart long-term choice.

SPACE FOR BIG IDEAS

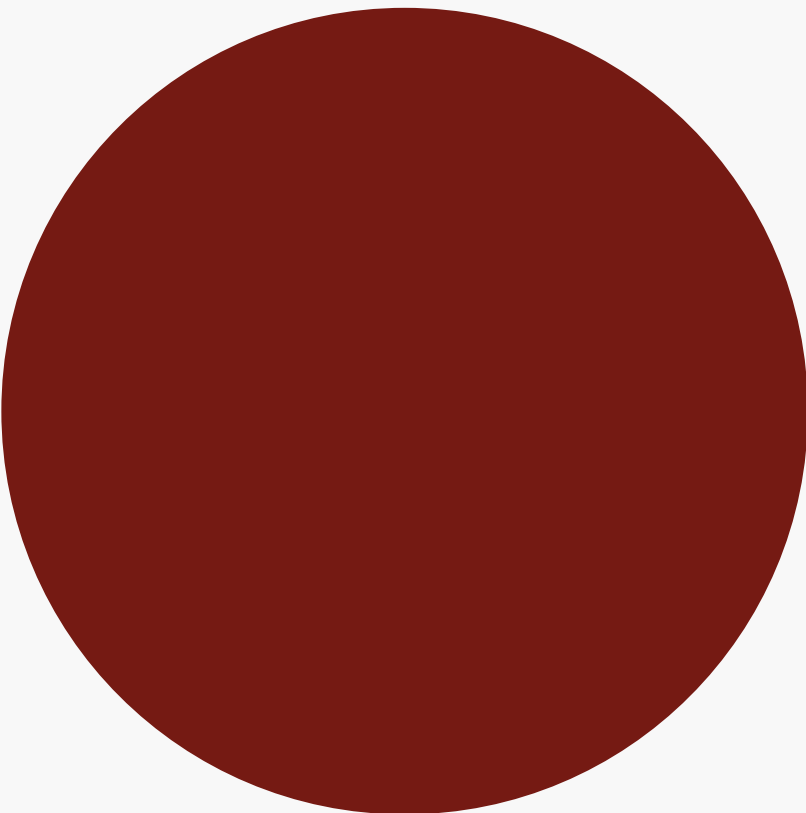
The Greater Copenhagen Region is full of resources for both individuals and companies. We have cutting edge research facilities, a strong quadruple helix ecosystem, clusters and incubators – and a well-educated population with English as their second language. Here's where ideas and innovation flourish!

COLOURS

To reflect the open minded and modern lifestyle of our region, we have a happy and welcoming palette to work with. A palette that allows us to tweak our tonality depending on who we want to attract – business or talent. Orange is used in talent communication, and Aubergine and Pink when talking business.



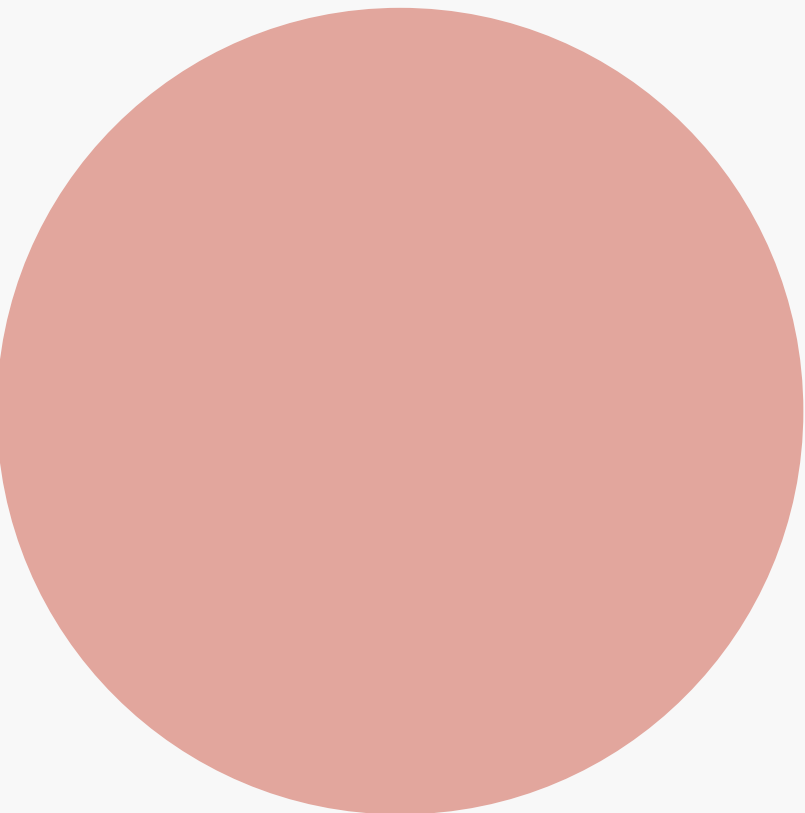
COLOUR CODES



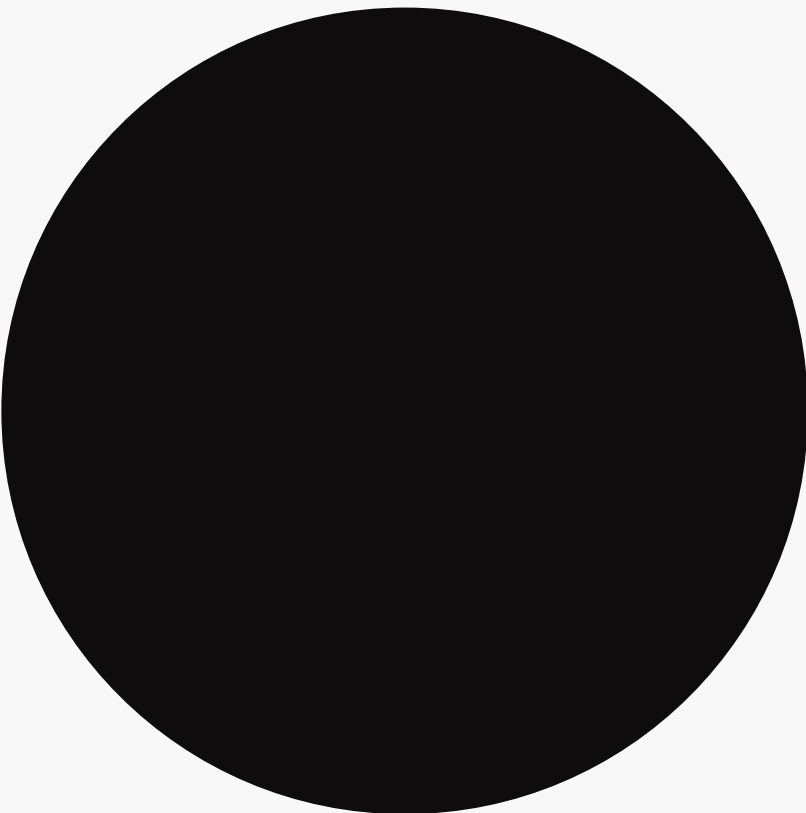
AUBERGINE
HEX: #751A13
CMYK: 31|96|100|42
PANTONE: 202C



ORANGE
HEX: #FF5B42
CMYK: 0|70|70|0
PANTONE: 178C



PINK GRAPE
HEX: #E2A69D
CMYK: 9|39|31|0
PANTONE: 692C



BLACK
HEX: #000000
CMYK: 0|0|0|100
PANTONE: BLACK



GRAY
HEX: #CC
CMYK: 0|2|3|8
PANTONE: COOL GRAY 1



WHITE
HEX: #FFFFFF
CMYK: 0|0|0|0
PANTONE: BRIGHT WHITE

ACCESSIBILITY CHECK TYPE COLOUR

WHITE	Normal text: AAA Large text: AAA	Normal text: – Large text: AA	Normal text: – Large text: AA		
BLACK		Normal text: AA Large text: AAA	Normal text: AAA Large text: AAA	Normal text: AAA Large text: AAA	Normal text: AAA Large text: AAA
AUBERGINE			Normal text: AA Large text: AAA	Normal text: AAA Large text: AAA	Normal text: AAA Large text: AAA
PINK GRAPE	Normal text: AA Large text: AAA				
ORANGE	Normal text: – Large text: AA				Normal text: – Large text: AA

LOGO

**GREATER
COPENHAGEN
REGION**

The logo can be placed in any corner of the surface. Remember to keep a clear space around it. Minimum clear space is shown on the next page. The size of the logo will differ depending on the application. Make sure it is always readable, both size wise and when placed in photographs.

LOGO CLEAR SPACE

GREATER

COPENHAGEN

REGION

LOGO PLACEMENT

GREATER
CoPENHAGEN
REGION

GREATER
CoPENHAGEN
REGION

GREATER
CoPENHAGEN
REGION

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REGION

SIZE GUIDE

Sometimes there is not a lot of room for our logo, but we have to stay readable. Minimum size (width) for print is 15 mm and for digital use 120 pixels.

MINIMUM SIZE: 120 PIXELS | 15
MM



**GREATER
CoPENHAGEN
REGION**

LOGO COLOUR

GREATER
CoPENHAGEN
REGION



PRIMARY

BLACK

INVERTED

GREATER
CoPENHAGEN
REGION

GREATER
CoPENHAGEN
REGION

SECONDARY

ORANGE

AUBERGINE

LOGO ON COLOURED BACKGROUND

All these combinations are fine to use but some have better contrast than others. Choose with regards to the situation (size of logo, print, web etc). Keep visibility and clarity in mind.

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REGION

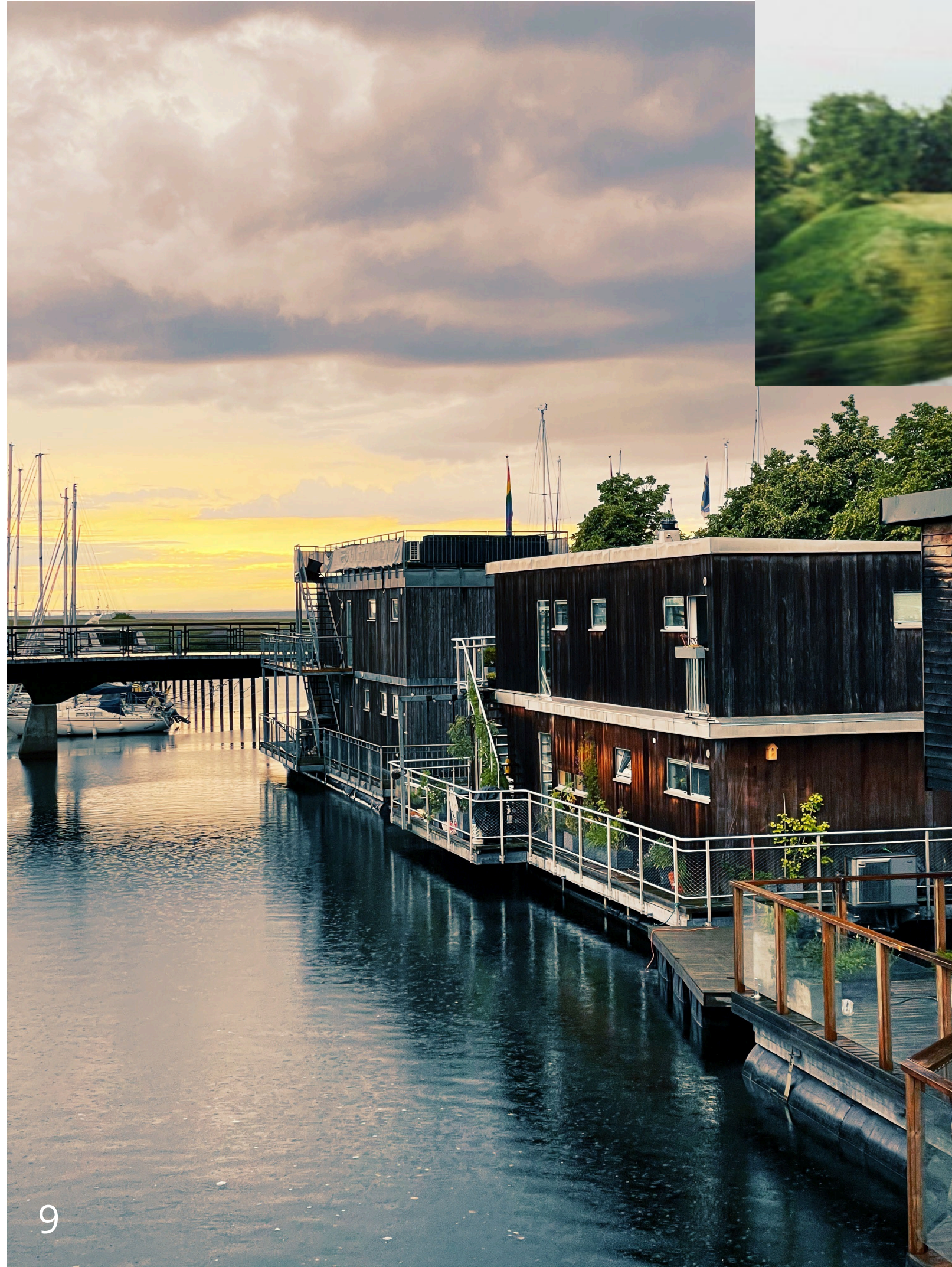
IMAGES

When choosing images, remember our concept Space for Big Ideas.

We take on new perspectives, make room for a lot of air and show people enjoying the positive things with our region (described in our values).







TYPEFACE

FONTS WE USE

When working with text as a graphical element, as seen in this guideline, use **RALEWAY BOLD** in capitals. Raleway is also used for main headlines. For all other copy use Open Sans, in the weight most suited for your purpose.

To express our concept Space for Big Ideas, we use typography in a playful and dynamic way. Short headlines can be spread over a surface to draw attention and visually tell our story. We use the font **Raleway** in bold capitals. Keep the readability in mind, and aim for balance.

SPACE

FOR

BEING

YOU

GREATER
COPENHAGEN
REGION

LIVE

FREE

THINK

BIG

GREATER
COPENHAGEN
REGION

FREE

YOUR

FULL

POTENTIAL

GREATER
COPENHAGEN
REGION

ROOM

FOR

GREAT

BUSINESS

GREATER
COPENHAGEN
REGION

EXAMPLES

EXAMPLES

Our visual identity is very flexible. The following pages show examples of what it can look like when we put colour, typography, images and messages together. Sometimes less is more, just a simple layout consisting of a great picture and a strong message. But sometimes we need to be more bold and expressive in order to differentiate ourselves. The concept Space for Big Ideas will be our guiding star, and the feeling we always aim to communicate.

GREATER
CoPENHAGEN
REGION



LIVE
FREE

THINK

BIG

GREATER
CoPENHAGEN
REGION

“I want to be
challenged
at work,
not feel that
every day is
a challenge”

GREATER
CoPENHAGEN
REGION



SPACE FOR
BIG IDEAS

GREATER
CoPENHAGEN
REGION

SPACE

FOR

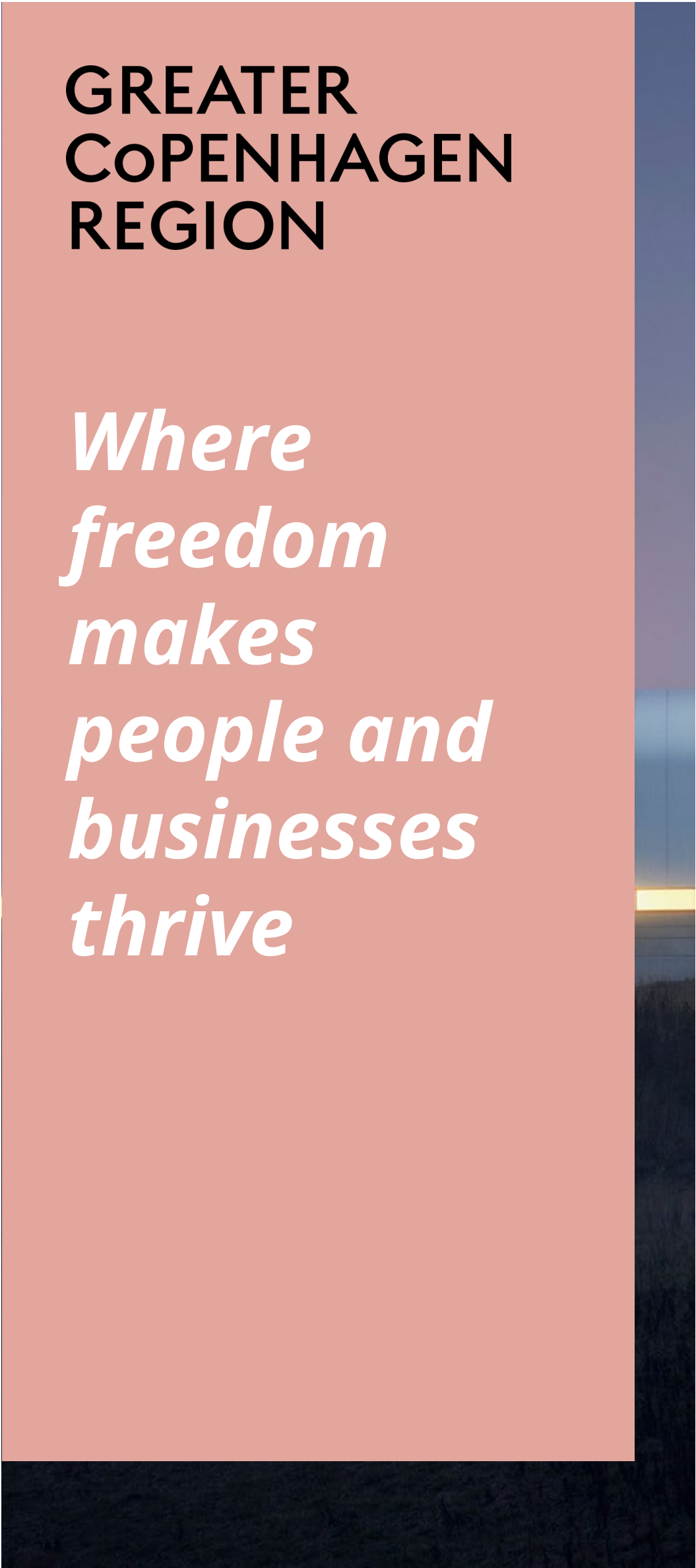
BIG

IDEAS



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REGION

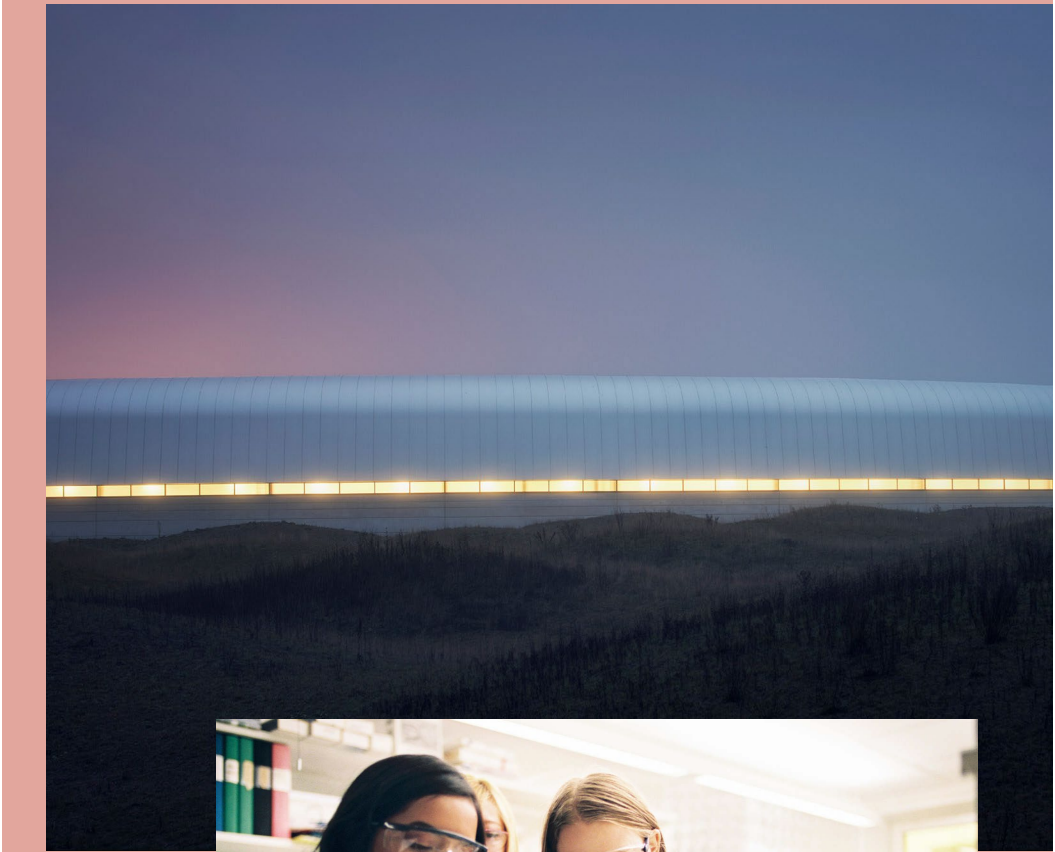
*Where
freedom
makes
people and
businesses
thrive*



GREATER
CoPENHAGEN
REGION



SPACE
FOR
BIG
IDEAS



25-03-2016

Friday

Lorem ipsum dolor sit amet

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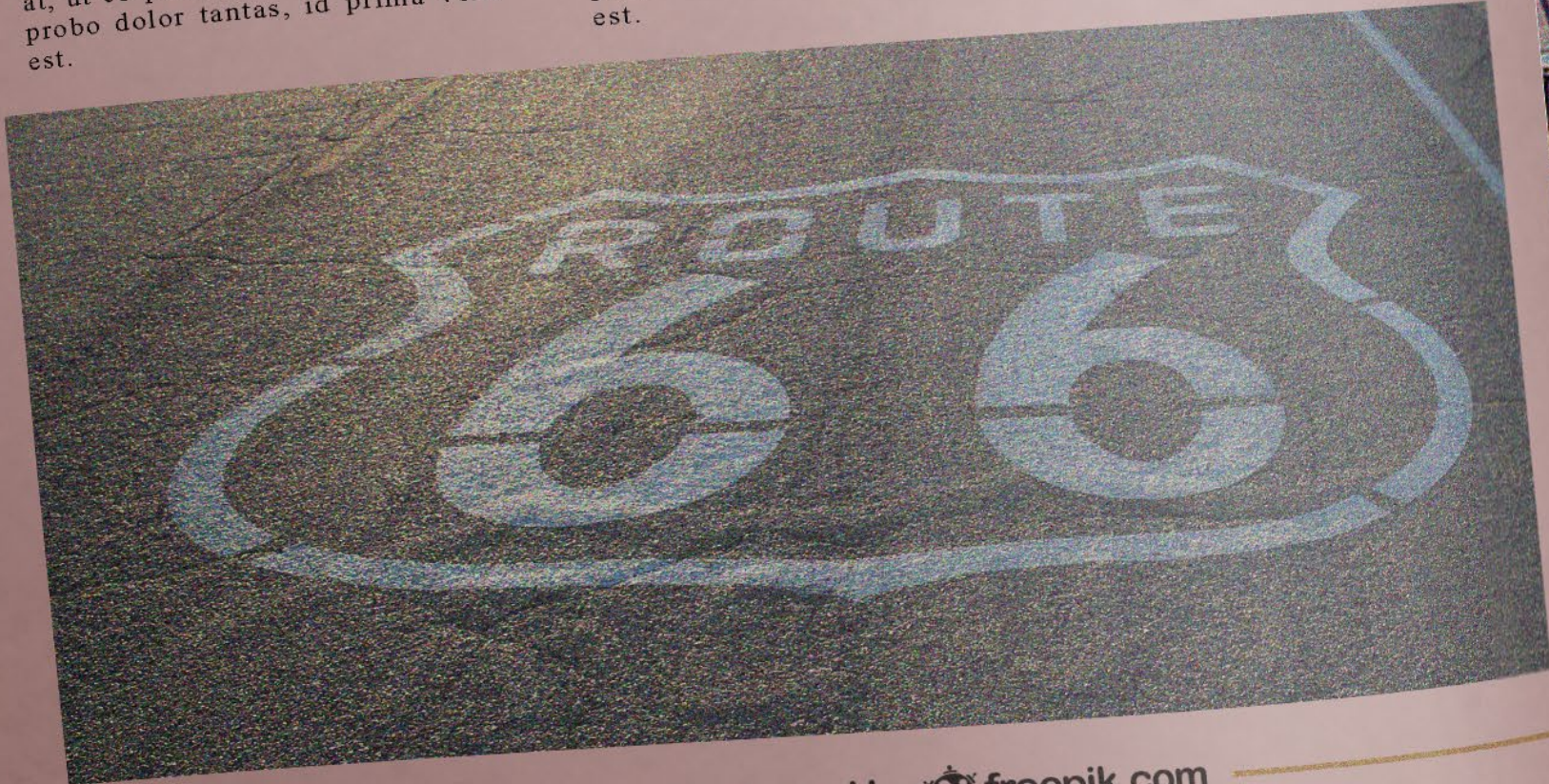
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designed by freepik.com

SPACE

FOR

BIG

IDEAS



Great ideas come when you least expect it.
But favourable conditions, like a good
work-life balance, don't hurt.
greatercphregion.com

GREATER
COPENHAGEN
REGION



SPACE

FOR

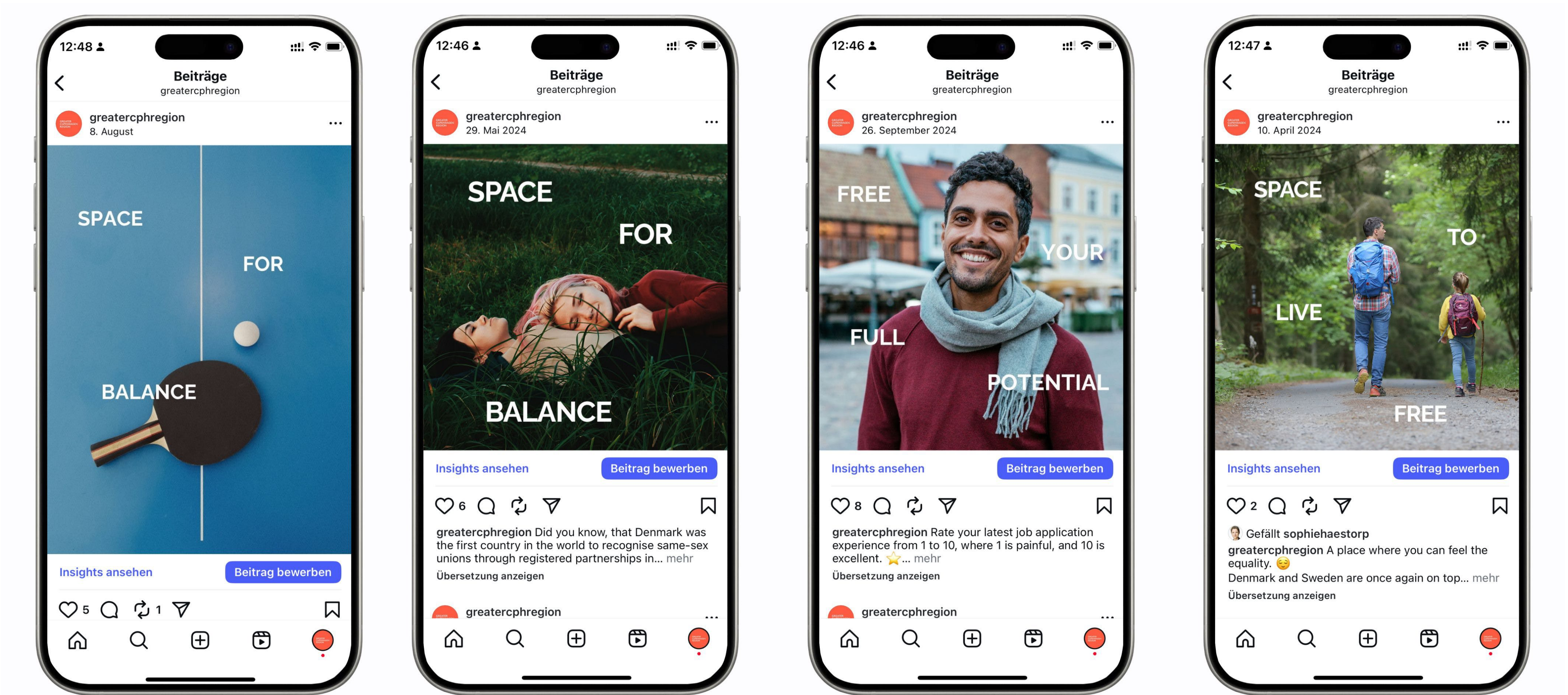
BIG

IDEAS

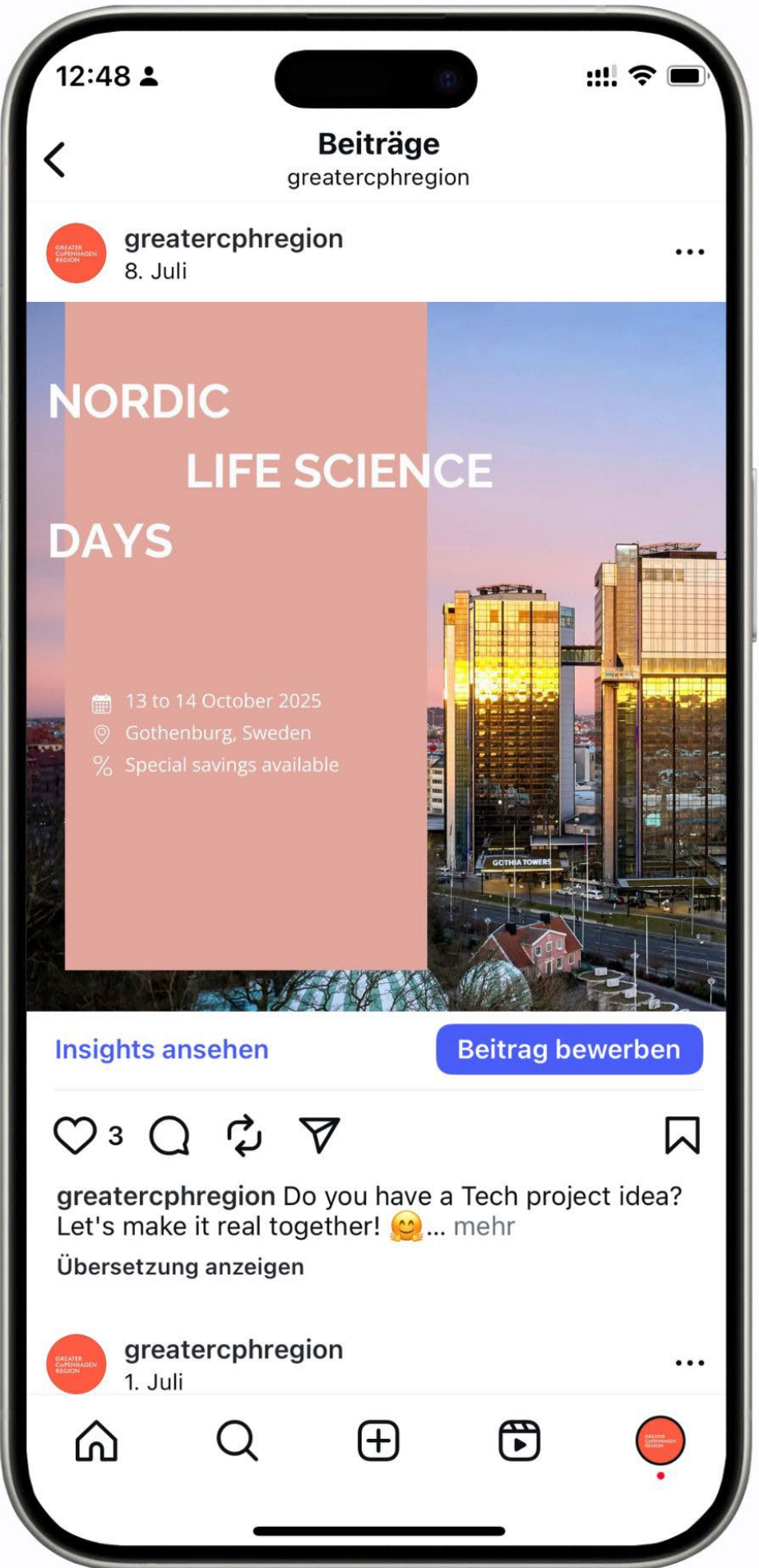
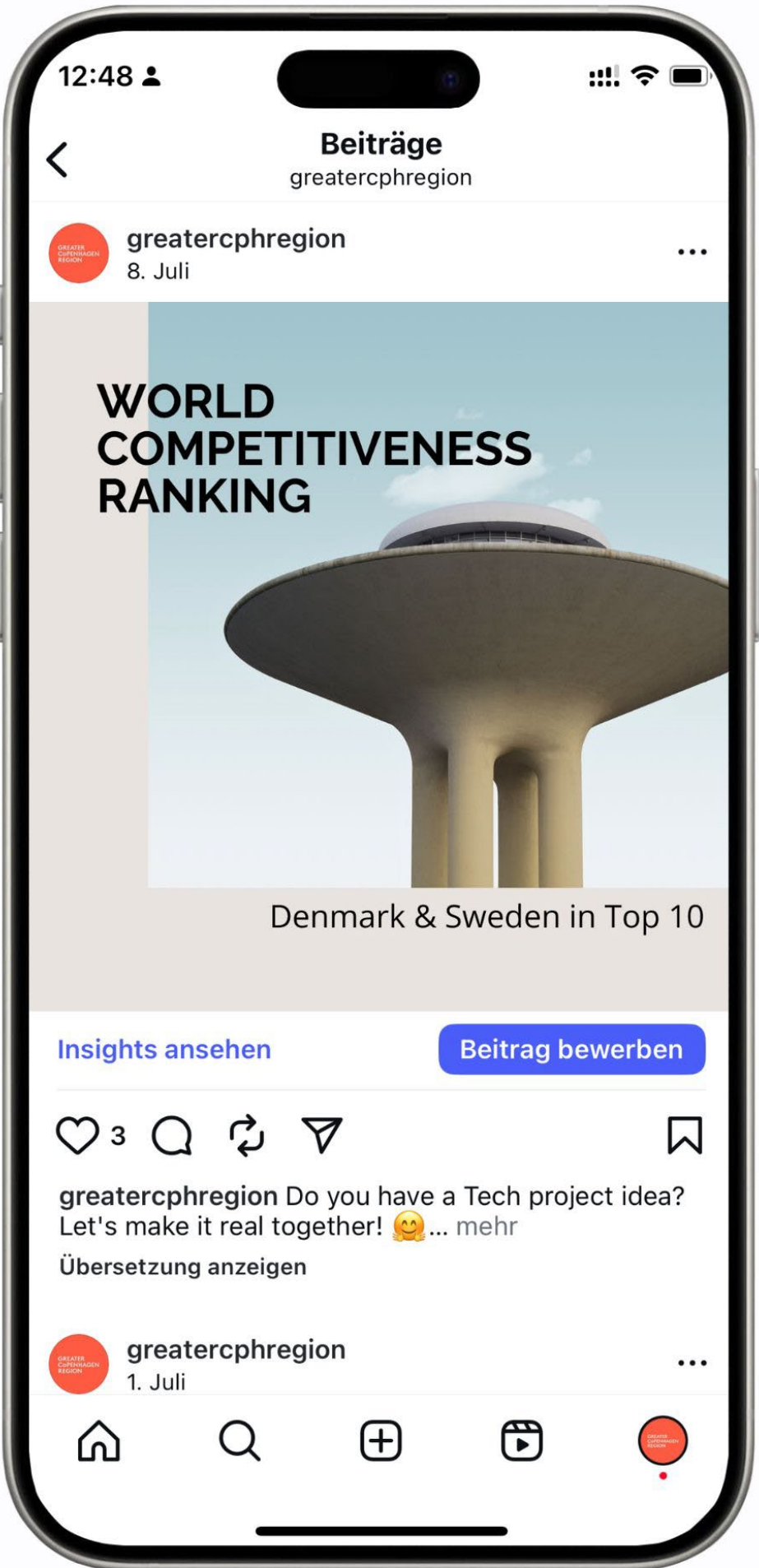
Greater Copenhagen Region – where freedom makes people and businesses thrive. Where big ideas have space to flourish.
greatercphregion.com

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REGION

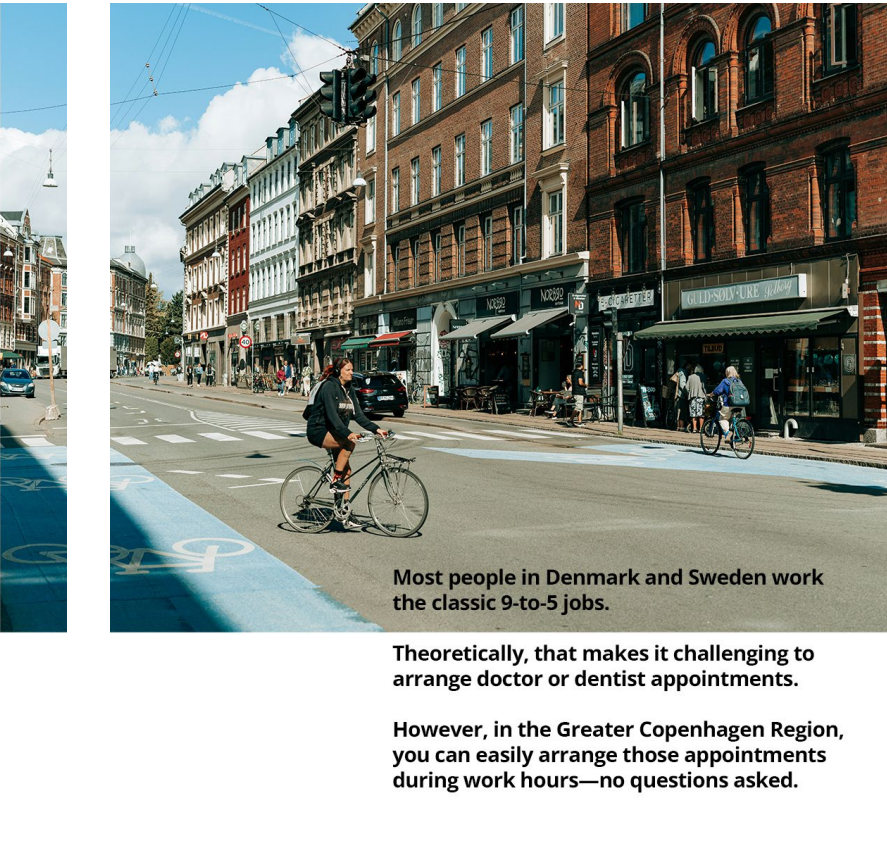
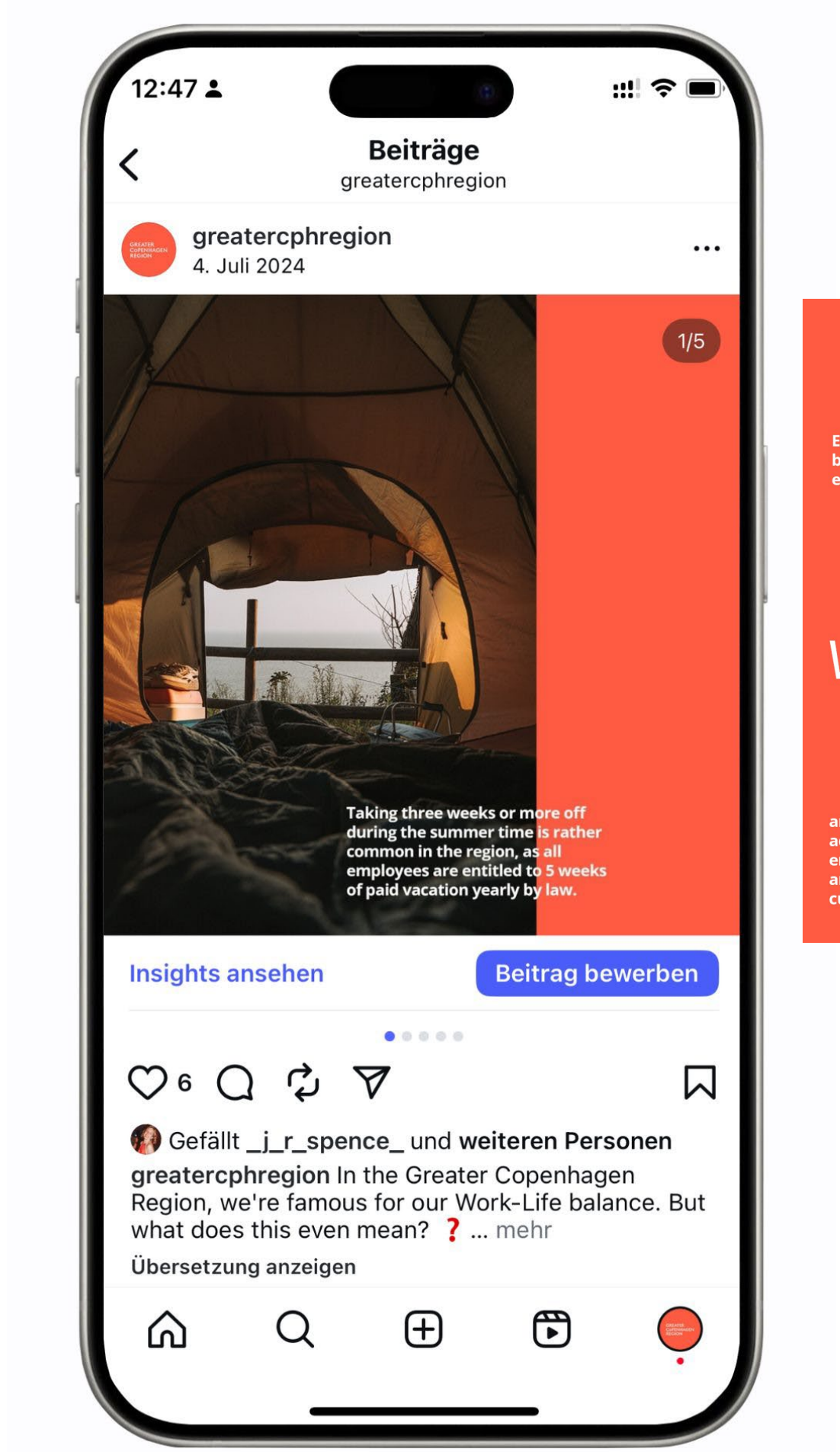
SOCIAL MEDIA - WITH HEADLINE



SOCIAL MEDIA - GRAPHICS



SOCIAL MEDIA- CAROUSELL



- Refer to the values when choosing an activity or marketing message.
- Consider representation (ethnicity, gender balance etc) in visual and written communication.
- Our strength is our size and multitude. Never use Greater Copenhagen Region as a synonym to only one city within the region.
- Last but not least: this document is a merely a guide. When in doubt, use your own good judgement.