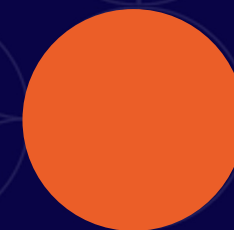


COPENHAGEN
CAPACITY

Design guide

Visual identity guidelines | Updated October 2022



Index

Introduction	03
Visual identity principles	04
Our logo	05
Colors	12
Typography	15
Icons	26
Imagery	27
Employee photos	29
Graphic elements (3 rd element)	30
Powerpoint template	35
Social Media	36
E-mail signature	38
Website	43
Infographics and charts	44
Templates	47
Design examples (Inspiration)	48

Introduction

Hi there!

This is a brand guide describing our main brand assets — our logo, colors, image typography and new graphic elements.

Please follow this guide to obtain a consistent visual representation of the Copenhagen Capacity brand.

If in doubt, don't hesitate to get in touch with marketing — we'll be happy to assist.

Fastlane: Go the visual examples now!

Visual identity principles

Our visual identity is key to obtaining a consistent and concise look and feel in all of our channels and created materials. It's how we present ourselves outwards towards the world.

Our core visual identity consists of these elements:

- Our logo
- Typography
- Color
- Imagery
- 3rd element

These elements all together become our visual expression towards the world alongside the written communication that goes into the design.

When working with a specific design

- consider the principles below :

Communication, audience, hierarchy, balance , contrast, proportions, whitespace and aesthetics.

Our approach working with design

- Establish a clear hierarchy
- Design to strengthen the message
- Use colors with clear intentions
- Use more whitespace
- Strive to keep the design simple and uncluttered
- Be consistent

Our logo

Regular use version

COPENHAGEN
CAPACITY

Our logo

Tagline version

COPENHAGEN
CAPACITY

Inspiring possibilities

Our logo

Versions

Our logo comes in two variants:

Our primary logo would be the one to use in most cases.

If you're working with materials that require extra attention to our brand and its story, prospects and future perspectives – then consider using our logo with the tagline: **Inspiring Possibilities.**

COPENHAGEN
CAPACITY

COPENHAGEN
CAPACITY
Inspiring Possibilities

COPENHAGEN
CAPACITY

COPENHAGEN
CAPACITY
Inspiring Possibilities

Our logo

Usage and respect distance.

- A. Use of the primary logo on light backgrounds (positive logo) and on dark backgrounds (negative logo).
- B. Use of the secondary logo with tagline on light backgrounds (positive logo) and on dark backgrounds (negative logo).
- C. To keep the logo clear and free of visual clutter, please always insure a minimum clear space around it.
NEW: The minimum clear space equals 2 x the “C” letter of the logo all around.

The minimum print size of the logo is 20mm in width.

When following these principles, the logo will always be presented in the best contrast.

A



B



C



Our logo

Placement and sizing

The placement of the Copenhagen Capacity logo should never be closer than the spacing indicated on the visual on your right hand.

This will ensure that we always have a minimum clear space around it and will also make sure it stands out clearly.

Aim to always place the logo at the top first. It can be placed top left, center or right, depending on the layout. Same rules apply if the logo is placed at the bottom.

–

On digital media, such as films or banners, you may place the logo center-center. **Don't** make the logo unnecessary big here as we want our brand to signal balance, clarity, and space.



Our logo

Brand hierarchy

A:

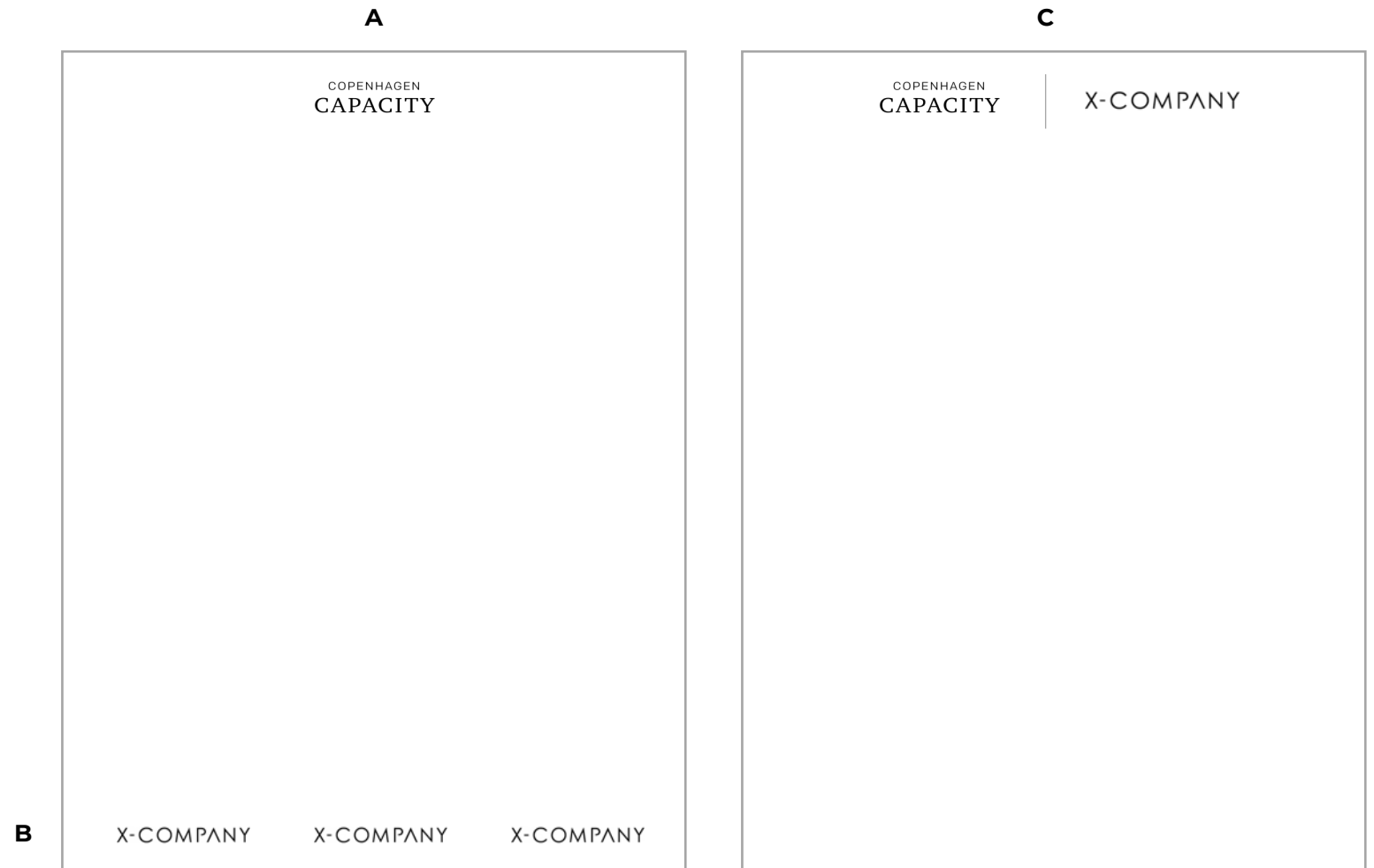
When Copenhagen Capacity is the main sender on materials, please make sure that the Copenhagen Capacity logo is represented from top, going down.

B:

We strive to place partner and similar co-working project visuals secondary – meaning placing those secondary in the visual hierarchy.

C:

If partner logos need to be at the top, together with our logo (*for some extreme reason*) – Then make sure our logo is placed first - going left to right.



Our logo

What to avoid

Use the correct logo version depending on the application.

Always make sure there is sufficient contrast between the logo and background.

Please don't distort the logo — don't modify or alter the logo in any way, don't rotate or skew it or add any effects or shadows to it.

No exceptions.

Please try to avoid using our logo on disposable items, as we don't want our logo to end up in the trash bin, on the streets, or in the ocean.

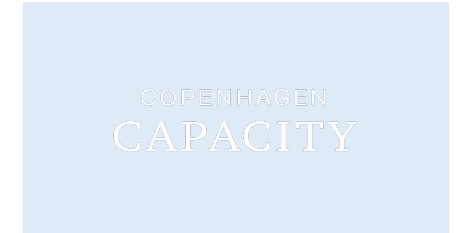
X



X



X



Always use the correct version / variant of the logo to ensure the highest contrast and visibility – and also stay away from using non-brand colors

X



X



X



When using the logo on images – please ensure as much contrast as possible so the logo stands out. Also, don't force the logo in boxes with not enough clear space

X



X



X



Never – **as in NEVER!** – distort our logo. If you need help – we'd gladly help you out. Also, try not to use our logo on materials that will be disposable.

Brand colors

Our brand colors have been updated and tweaked to visually express a cleaner and modern palette, but with respect to our company's legacy colors.

Our new palette was developed with a direct inspiration from our home; The city of Copenhagen

We derived the colors from our surroundings – old colourful buildings, roof tiles and the canals. All hallmarks of Copenhagen. The aim was to incorporate the city into our visual identity.



Primary brand colors

We want our company and brand to come across as direct and transparent.
That's why we also strive to create our designed materials within that philosophy.

Important: When working with colors – use colors primarily to highlight important details. Use the colors with care to avoid a “rainbow” and cluttered effect.

Principle #1:

Use colors as accents when designing.
Don't over do it. Less is more. Think about what to highlight and do that!

Principle #2:

When designing something that needs a large visual impact, choose a color that helps you do just that. Don't overcomplicate or overcrowd our visuals. Think about what you're trying to achieve.

RGB (0,0,0)
CMYK (0,0,0,0)

#FFFFFF

RGB (248,248,249)
CMYK (1,1,0,0)
PANTONE P 179-1

#F8F8F9

RGB (0,0,0)
CMYK (75,68,67,90)

#000000

RGB (43,117,124)
CMYK (65,6,0,51)
PANTONE 2213 C

#2B757C

RGB (8,70,70)
CMYK (90,45,57,57)
PANTONE 3302 C

#084646

RGB (9,4,70)
CMYK (87,94,0,73)
PANTONE 275 C

#090446

RGB (235,94,40)
CMYK (0,60,83,8)
PANTONE 2026 C

#EB5E28

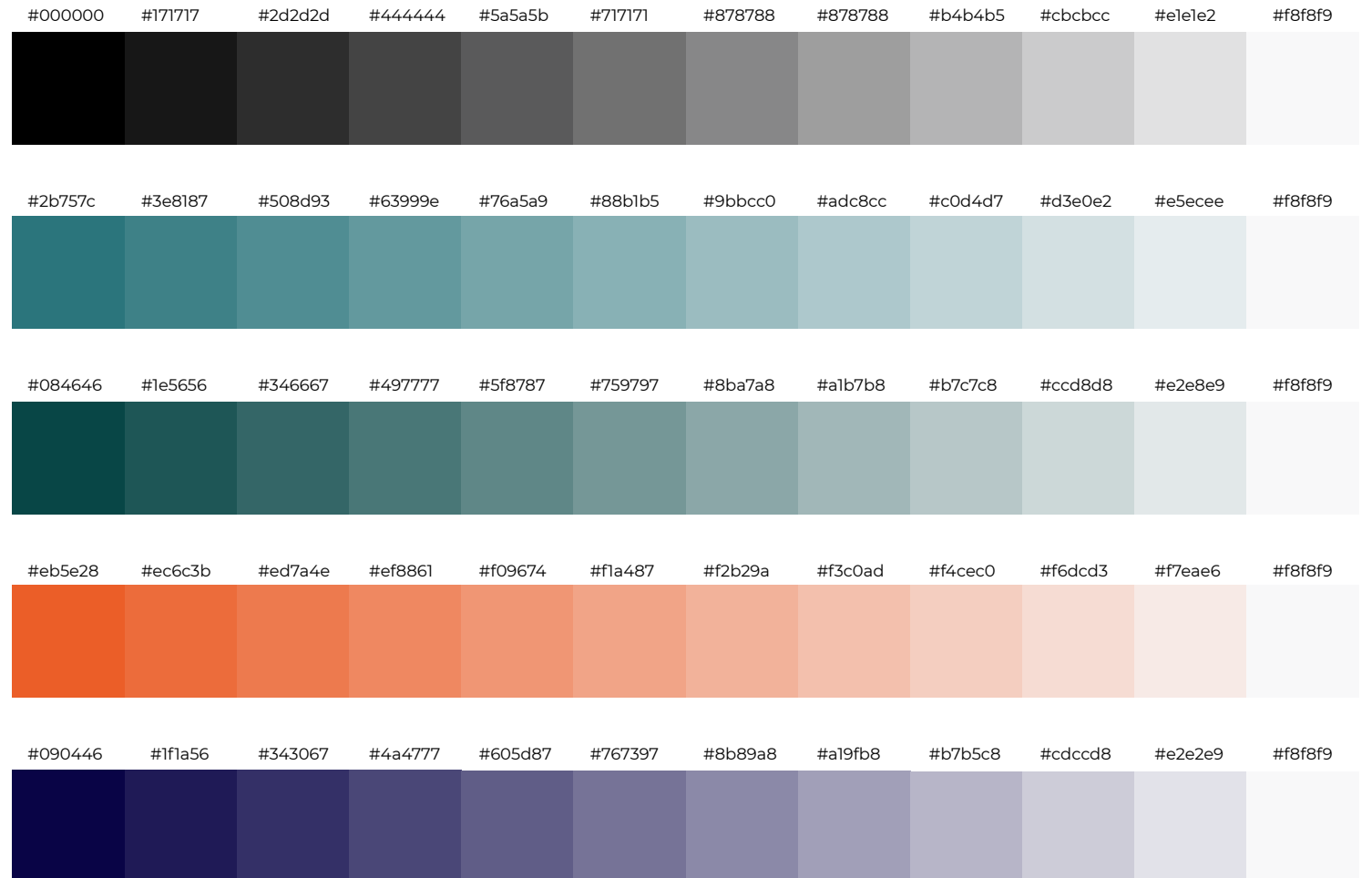
Secondary colors

Tints and shades | Tonality

To enable designers to use a more subtle visual expression, (on a webpage background section or in reports, for example) – we now provide a few options when working with balancing the visual tonality.

Use these supplementary color tints if you feel the need for a more subtle expression on specific visual elements. The colors here can also be used to create nice gradients working harmonically.

If in doubt – stick to using our primary colors or get assistance from a designer from Copenhagen Capacity.



Typography

We have updated the typefaces we use all across our new visual identity.

We have changed the typefaces, to re-position and re-strengthen our own brand in relation to the many sub-brands we operate, as many of the sub-brands now uses the same typeface.

We now use two typefaces:

Ibm Plex Serif (For headlines and display)

Montserrat (For Body text and infographics)

The two typefaces compliment each other and are a great mix of human and machine fused together – just like us!

Both two typefaces are part of large families, so we now also have much more dynamics when working with weights and expressions.



Typography

IBM Plex Serif is now used for headings

IBM Plex was designed to illustrate the unique relationship between mankind and machine.

This typeface truly represents us as human beings - working together as a company.

The result is a neutral, yet friendly Grotesque style typeface that has excellent legibility in print, web and on mobile interfaces.

The unexpectedly expressive nature of this type family gives you even more expressive options for your designs.

These fonts are licensed under the Open Font License.

You can use them in your products & projects

– print or digital, commercial or otherwise.

Use IBM Plex Serif for headings

Human,
yet
machine

Ibm Plex Serif

A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z Æ Ø Å

1 2 3 4 5 6 7 8 9 0

@ € \$

Headline typography

a b c d e f g h

i j k l m n o p

q r s t u v w x

y z æ ø å

1 2 3 4 5 6 7 8 9 0

@ € \$

Typography

IBM Plex Serif: Typeface weights

IBM Plex Serif Thin *Italic*

IBM Plex Serif ExtraLight *Italic*

IBM Plex Serif Light *Italic*

IBM Plex Serif Regular *Italic*

IBM Plex Serif Medium *Italic*

IBM Plex Serif SemiBold *Italic*

IBM Plex Serif Bold *Italic*

humanistic

business

exquisite

friendly

bold

classic

engineered

individual

nerdy curves

The crowd yells
and *screams* for
more memes.

Typography

Used on all text except headlines.

Montserrat

This paragraph is written with Montserrat.

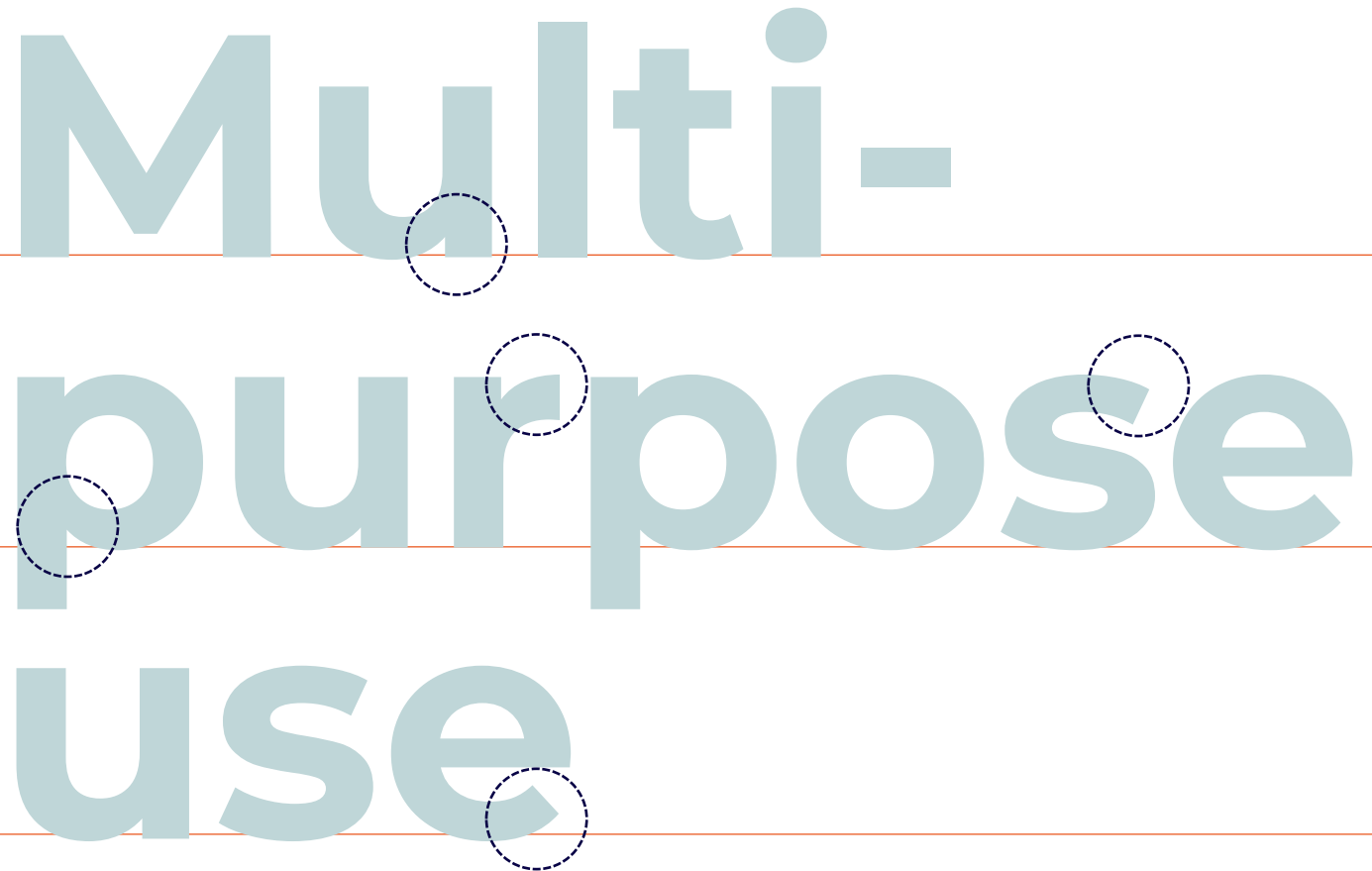
Montserrat is a geometric sans-serif typeface first released in 2011.

The typography was inspired by posters, signs and painted windows from the first half of the twentieth century.

This specific typeface is known for its high legibility. Montserrat's ease of scaling makes it a suitable typeface for printed material, such as brochures, signage, infographics - and even books.

Use Montserrat for bodytext and subheadings

Multi-
purpose
use



Montserrat

A B C D E F G H

I J K L M N O P

Q R S T U V W X

Y Z Æ Ø Å

1 2 3 4 5 6 7 8 9 0

@ € \$

Body text typography

a b c d e f g h

i j k l m n o p

q r s t u v w x

y z æ ø å

1 2 3 4 5 6 7 8 9 0

@ € \$

Typography

Montserrat: Typeface weights

Montserrat Thin

Italic

Montserrat ExtraLight

Italic

Montserrat Light

Italic

Montserrat Regular

Italic

Montserrat Medium

Italic

Montserrat SemiBold

Italic

Montserrat Bold

Italic

Montserrat ExtraBold

Italic

Montserrat Black

Italic

Montserrat: Example in use.

Plans for this

weekend

include turning

wine into water.

Typography

Example of both typefaces together

The year in focus:

We support foreign companies, investors and talents in making a successful start in Greater Copenhagen.

**Who are your preferred customers, your competitors,
business partners and service providers?**

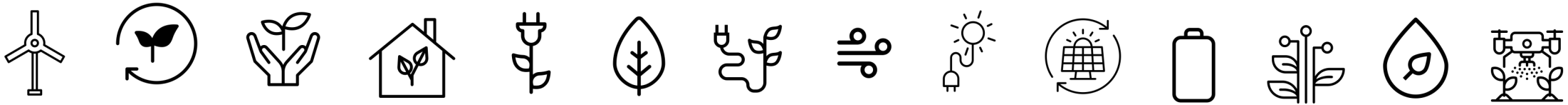
Denmark is home to 22% of the scaleups in the Nordics – and together the Nordic countries have almost 6 times as many scaleups as the average country in continental Europe, and 9 times more than in Southern Europe. What is your market share potential?

How do you access public authorities? Who and where are the startup hubs and communities? And are there funding schemes or investor opportunities?

Icons

Examples of our new icon style. Simplistic, elegant yet modern. Below icons are all included in our company PPT template. Need help? – Contact marketing.

Green Transition



Life Science



Technology

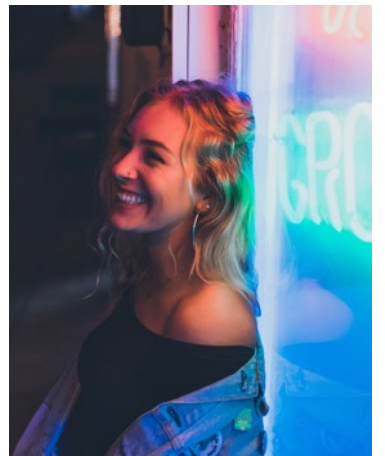
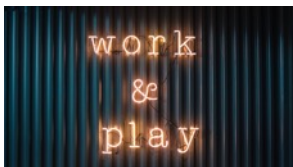
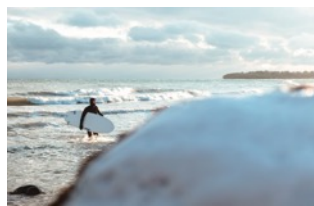
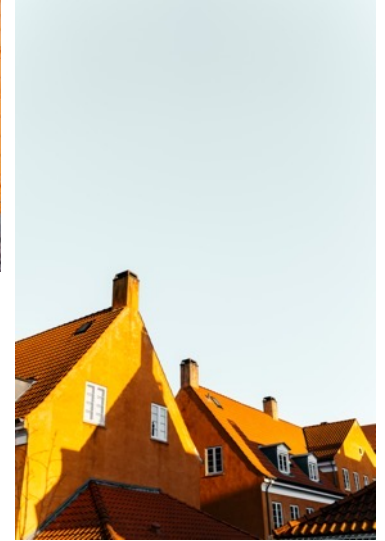
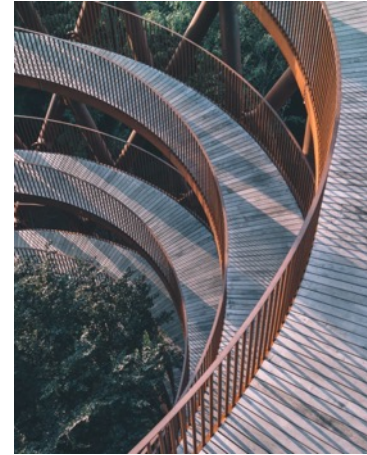
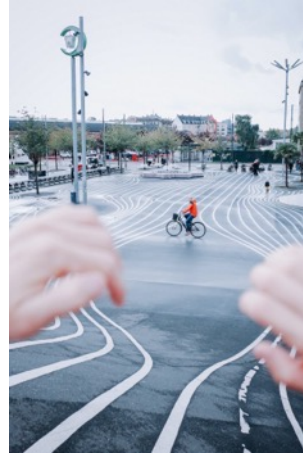


Imagery

General use

When finding or briefing photographers on new images use this mood-board as reference.

These images support and complement our tone of voice, utilizing our new tag line: **"Inspiring possibilities!"**



Imagery:

Press photos

When shooting press photos – be sure to shoot them in the same or similar style like the examples below. Preferably shot outside in natural environment, in color and with the subjects' own unique personality shining through.



Imagery:

Employee photos on website

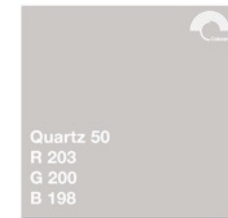
When new employees start at Copenhagen Capacity - new photos will be taken and published on our website together with their contact details. Colored photos of employees will be taken with a vivid colored background matching each department. A photo on white wall will also be provided for ease-of-use in cutouts or special situations



Talent



Investment promotion



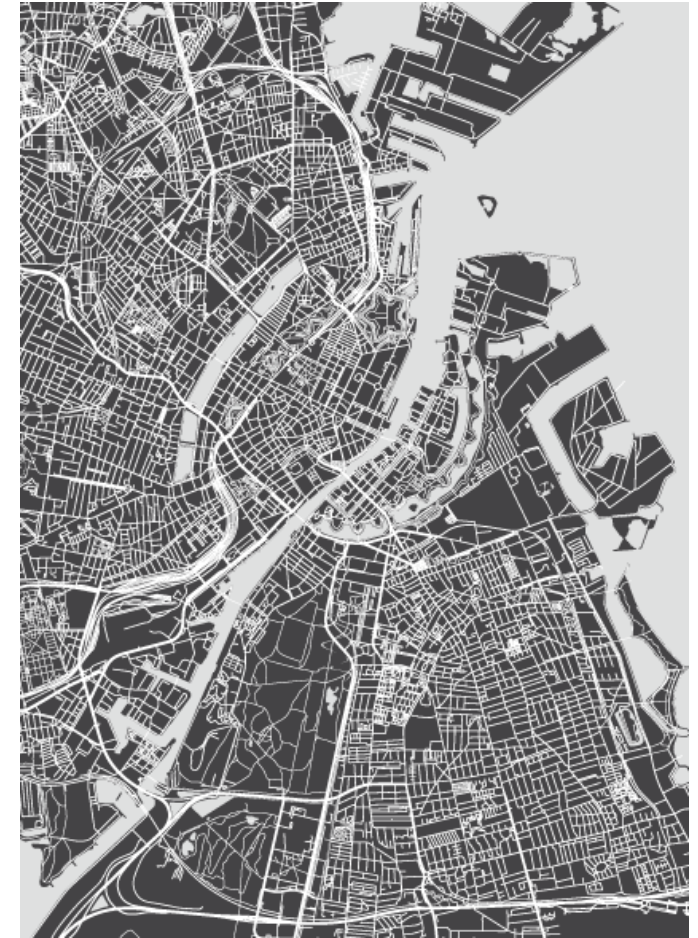
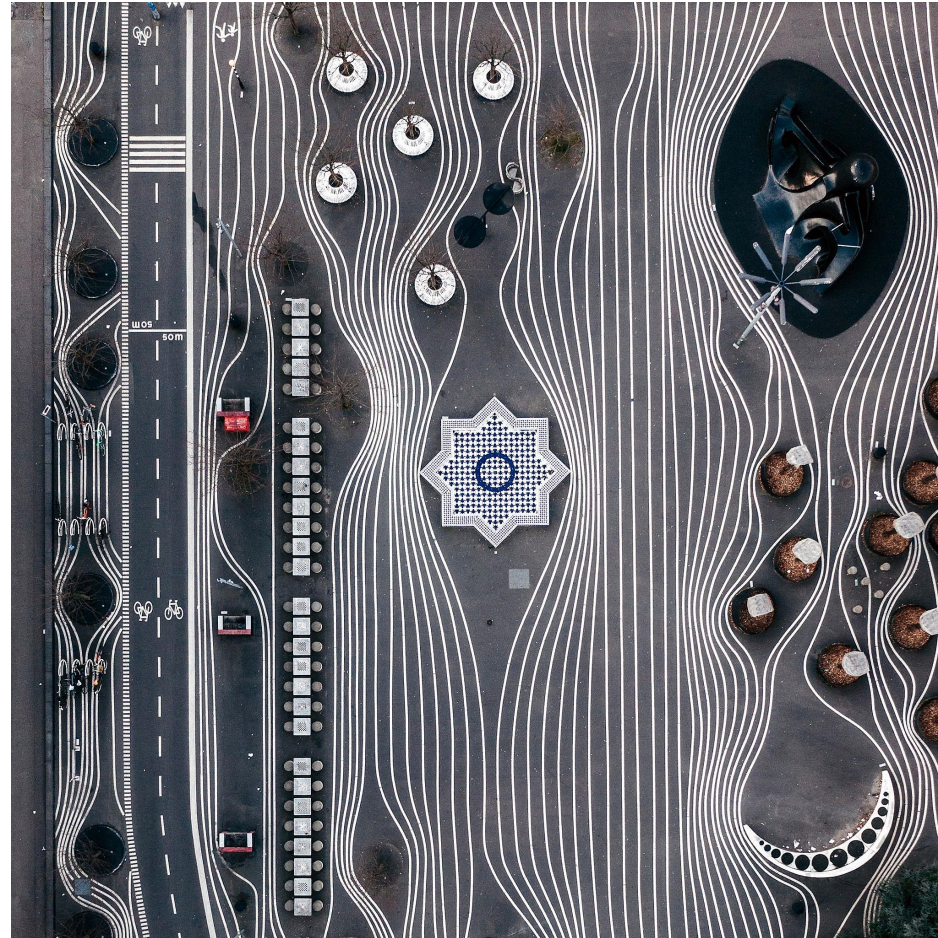
Strategy & Innovation



Marketing

Graphic elements

To enhance our visual identity we have created a system where we can easily generate dynamic 3rd elements into our designs (if needed). The system can also be used directly when working with specific projects or municipalities.



Graphic elements

Development of 3rd element – Examples: Shapes taken from Denmark

Kastellet

55.69446301167679,
12.598624719201954



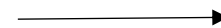
Panum

55.6932128999336,
12.562746549369425



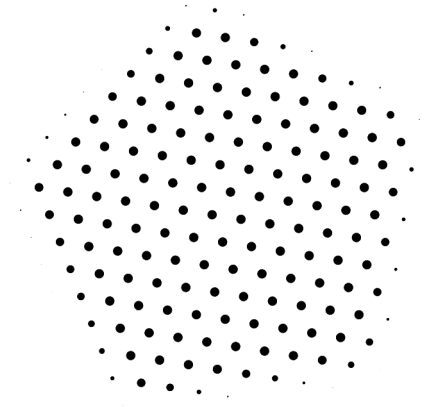
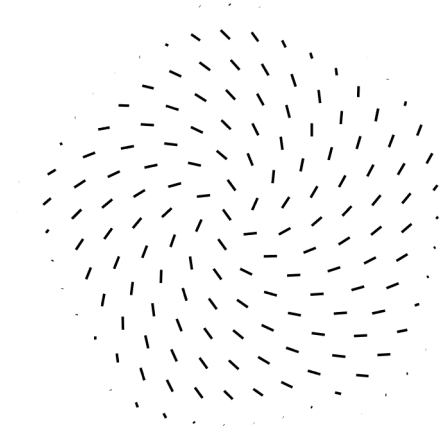
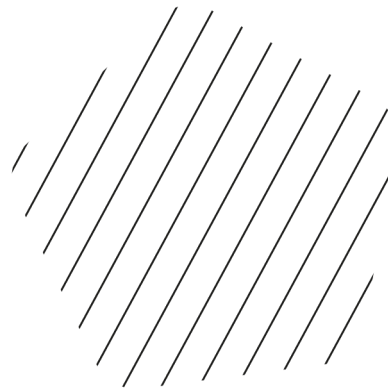
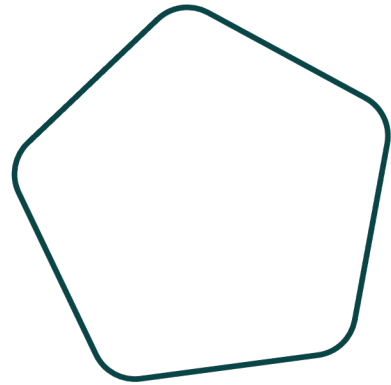
Amalienborg

55.684373298369806,
12.593384878884846



Graphic elements

3rd element – Example: Shapes being developed

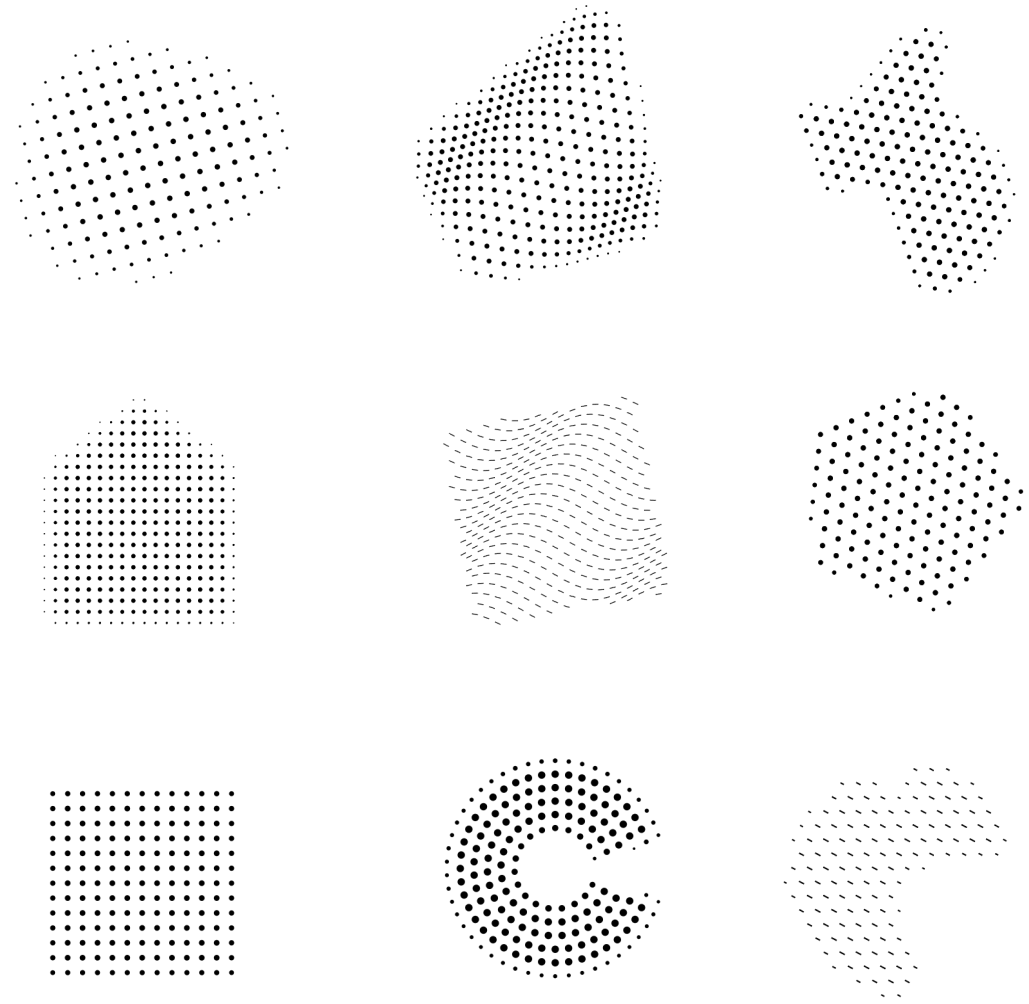


Graphic elements

3rd element – Shapes taken from Denmark

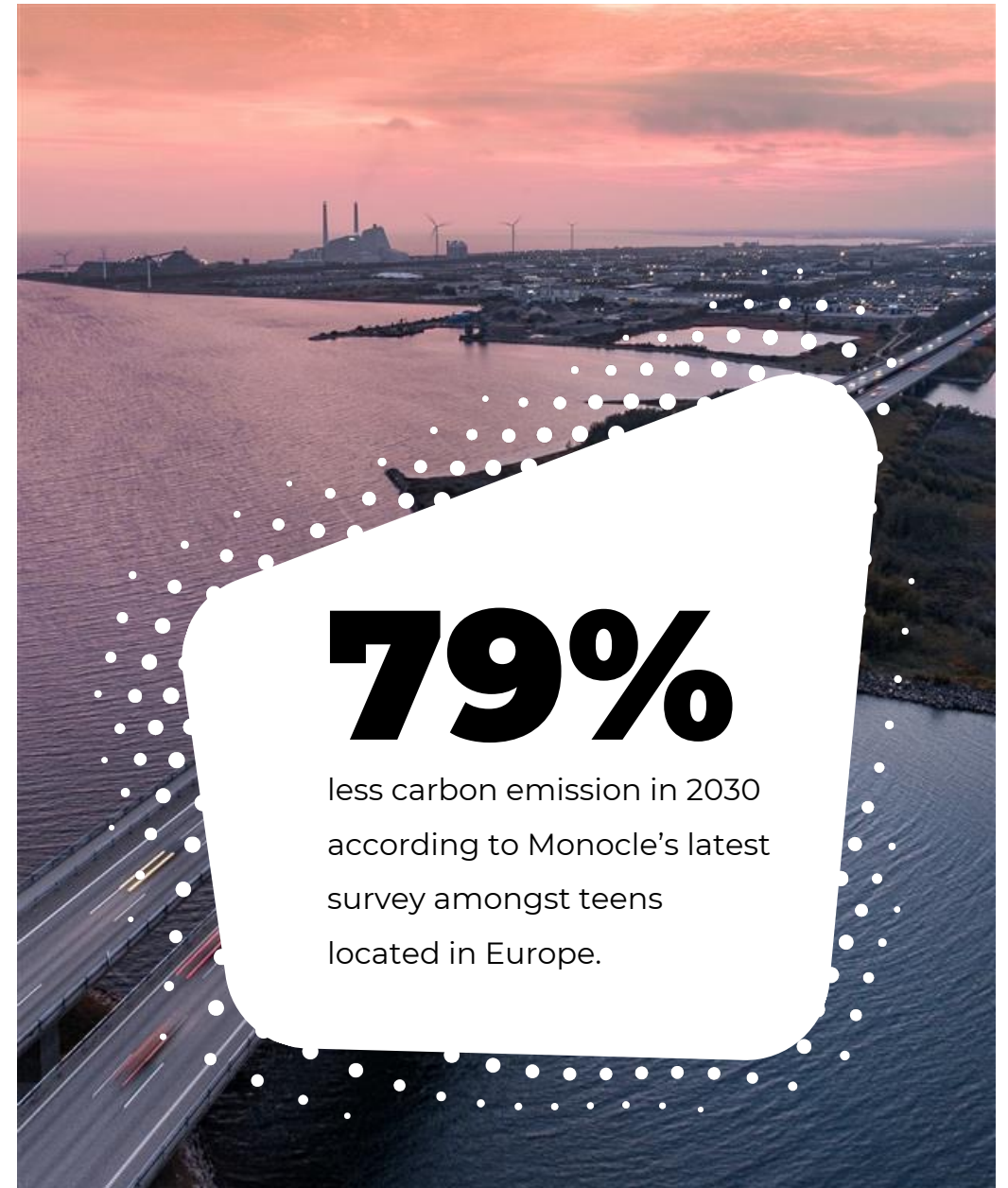
The shapes here can be used to add dynamics to your designs.
The shapes and patterns are taken from around the
Copenhagen area – but you could also create them from
a specific geographic area of your current project.

[Download shapes \(.png and .svg\)](#)



Graphic elements

Example of use of the 3rd element as callouts.



Powerpoint template

A new updated Powerpoint template is now available for your presentations.

In the Layout pane in Powerpoint, you will find various easy-to-use layouts and slide designs for your inspiration.

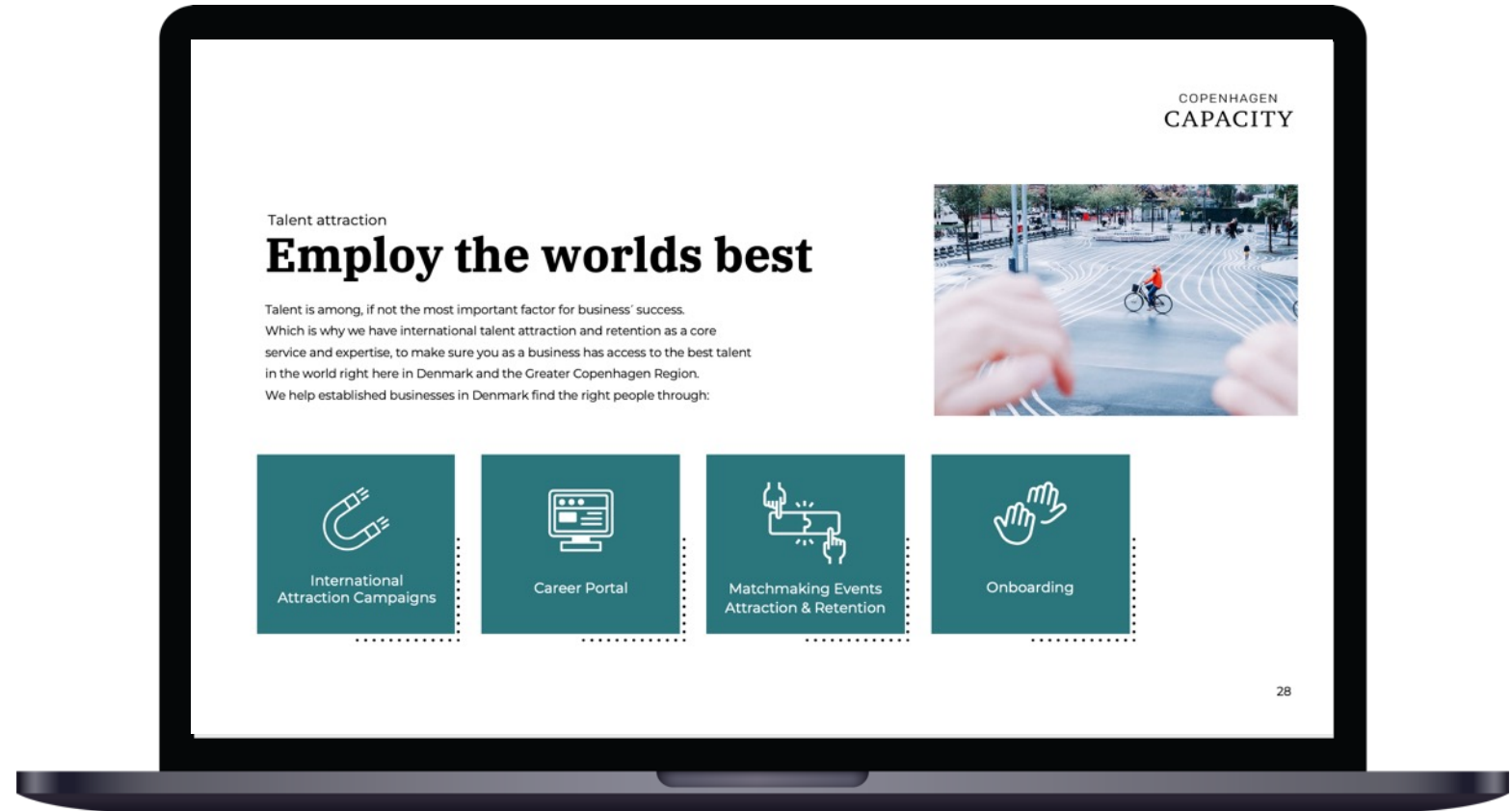
Try to keep your slides nice and clean.

Pro tip:

Ask yourself: *“What’s the key message I want to tell my audience with this slide”*

If you feel the slides are too crowded – they probably are – So break them into more slides instead.

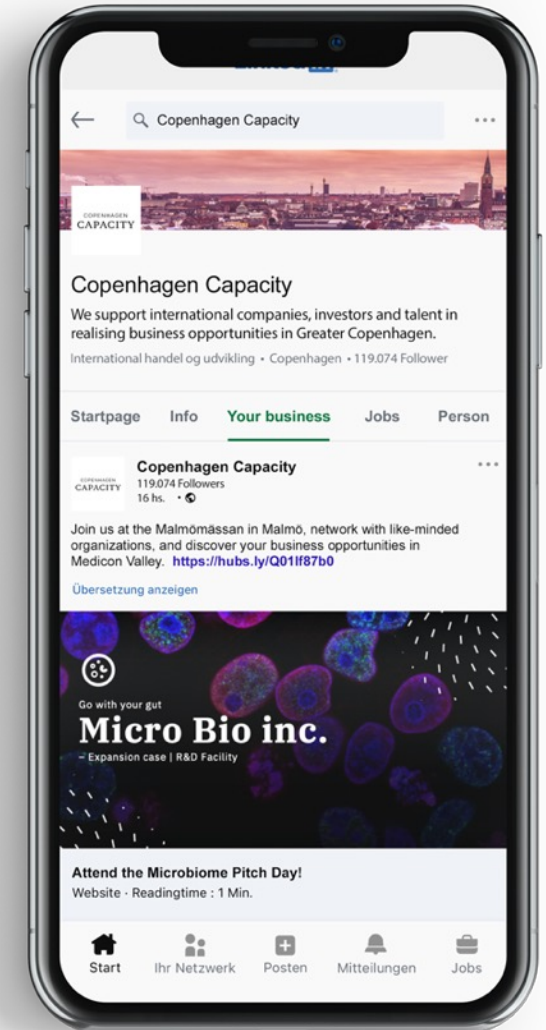
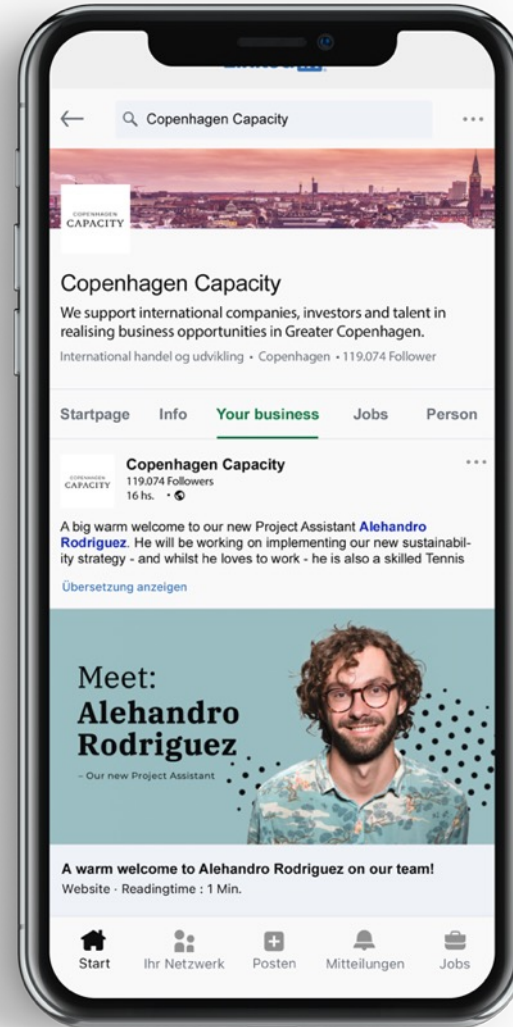
[Download Powerpoint template](#)



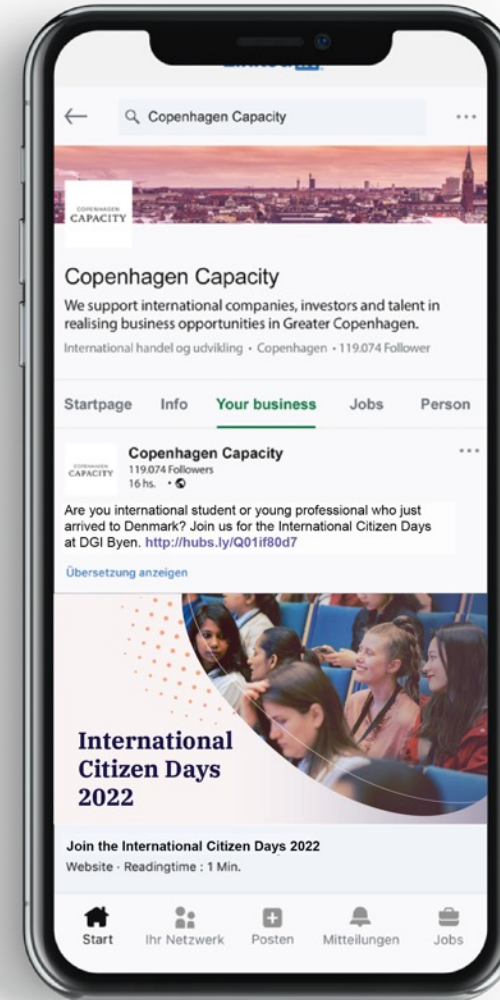
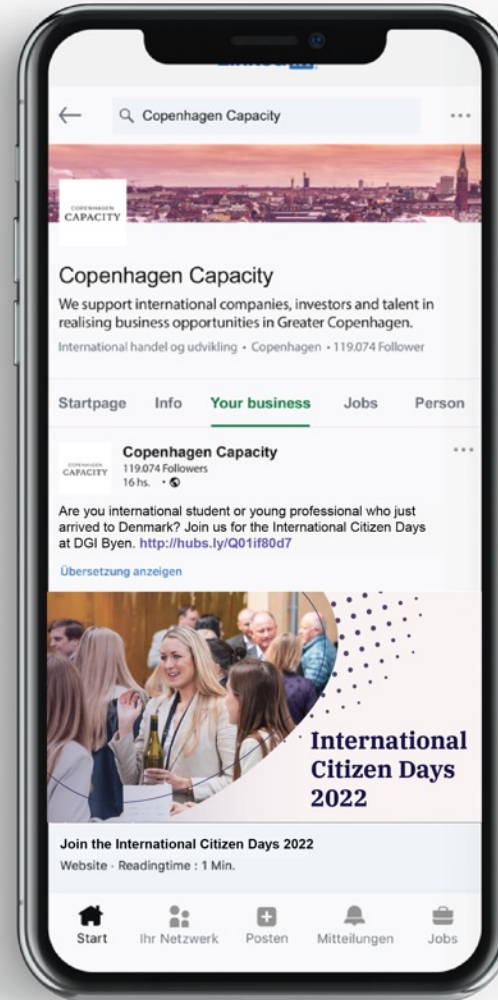
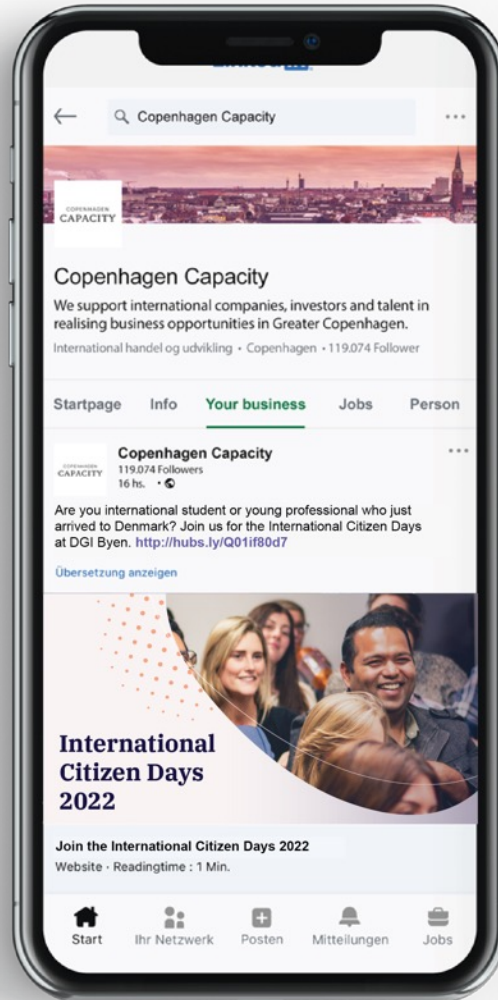
Social Media

Our social media team have different templates available to create social posts ranging from presenting new employees to sharing a new case.

If you need help writing, designing or scheduling a social post - just reach out to some@copcap.com



Social Media



E-mail signature:

Standard signature

To keep our e-mail communication clear and concise, it's equally important to end our conversations with partners and stakeholders without a homemade or messy signature. Our signature typeface is Arial which will work across all devices.

This is our standard and most clean and purest company signature. It can be found here:

[Download standard signature here](#)

Venlig hilsen/Best regards,

Name Middlename Surname
Title goes here
(Department if needed)

-

Mail: xxx@copcap.com
Phone: (+45) xx xx xx xx
Mobile: (+45) xx xx xx xx

LinkedIn: Write-and-link-to-linkedin-here
Twitter: Write-and-link-to-twitter-here
Other channel: Write-and-link-to-channel here

Copenhagen Capacity
Nørregade 7B
DK-1165 Copenhagen K
T +45 33 22 02 22
www.copcap.com

COPENHAGEN
CAPACITY

E-mail signature:

Adding a campaign banner

If you have a running campaign that requires special attention – you can add one banner below your standard mail signature.

If you need a banner for a campaign please reach out to:

artwork@copcap.com

Venlig hilsen/Best regards,

Name Middlename Surname
Title goes here
(Department if needed)

-

Mail: xxx@copcap.com
Phone: (+45) xx xx xx xx
Mobile: (+45) xx xx xx xx

LinkedIn: Write-and-link-to-linkedin-here
Twitter: Write-and-link-to-twitter-here
Other channel: Write-and-link-to-channel here

Copenhagen Capacity
Nørregade 7B
DK-1165 Copenhagen K
T +45 33 22 02 22
www.copcap.com

COPENHAGEN
CAPACITY



E-mail signature:

Adding partners into our signature

When working with a lot of different projects, partners and stakeholders there can sometimes be a need to include those in our communication when sending mails.

That's why we have now created a new systematic approach with a few options.

In order to maintain clarity in brand structure and hierarchy, please follow the visual example on the right.

Venlig hilsen/Best regards,

Name Middlename Surname
Title goes here
(Department if needed)

-

Mail: xxx@copcap.com
Phone: (+45) xx xx xx xx
Mobile: (+45) xx xx xx xx

LinkedIn: Write-and-link-to-linkedin-here
Twitter: Write-and-link-to-twitter-here
Other channel: Write-and-link-to-channel here

Copenhagen Capacity
Nørregade 7B
DK-1165 Copenhagen K
T +45 33 22 02 22
www.copcap.com

COPENHAGEN CAPACITY



E-mail signature:

Adding both partners and a campaign banner

If you would need both partner logos and a banner, then follow the example shown on the right.

Note: Do not add multiple banners.

Venlig hilsen/Best regards,

Name Middlename Surname
Title goes here
(Department if needed)

-

Mail: xxx@copcap.com
Phone: (+45) xx xx xx xx
Mobile: (+45) xx xx xx xx

LinkedIn: Write-and-link-to-linkedin-here
Twitter: Write-and-link-to-twitter-here
Other channel: Write-and-link-to-channel here

Copenhagen Capacity

Nørregade 7B
DK-1165 Copenhagen K
T +45 33 22 02 22
www.copcap.com

COPENHAGEN CAPACITY



E-mail signature:

Adding rankings

If you wish to add some of the latest rankings of Denmark / Copenhagen please add them below your standard signature as shown on the example on the right.

Do not add a huge list of too many rankings here – keep it to a maximum of six rankings and chose the ones that makes the best sense for your line of work.

REMEMBER to update the rankings text, placement and the links yourself when copying in from our template below!

[Download ranking template here](#)

Venlig hilsen/Best regards,

Name Middlename Surname
Title goes here
(Department if needed)

-

Mail: xxx@copcap.com
Phone: (+45) xx xx xx xx
Mobile: (+45) xx xx xx xx

LinkedIn: Write-and-link-to-linkedin-here
Twitter: Write-and-link-to-twitter-here
[Other](#) channel: Write-and-link-to-channel here

Copenhagen Capacity

Nørregade 7B
DK-1165 Copenhagen K
T +45 33 22 02 22
www.copcap.com

COPENHAGEN CAPACITY

Denmark ranks:

- #1 Worldwide: Monocle Quality of Life survey 2022
- #2 Worldwide: United Nations World Happiness Report 2022
- #1 Worldwide: IMD World Competitiveness Ranking 2022
- #1 Worldwide: United Nations SDG Report 2022
- #1 Europe: World Bank Doing Business 2020
- #2 Europe: EU Digital Economy and Society Index 2022

Copenhagen Capacity have updated its Privacy Policy to provide you with clearer and more specific information on the processing of your personal data and your rights in this regard. You can read our Privacy Policy [here](#)

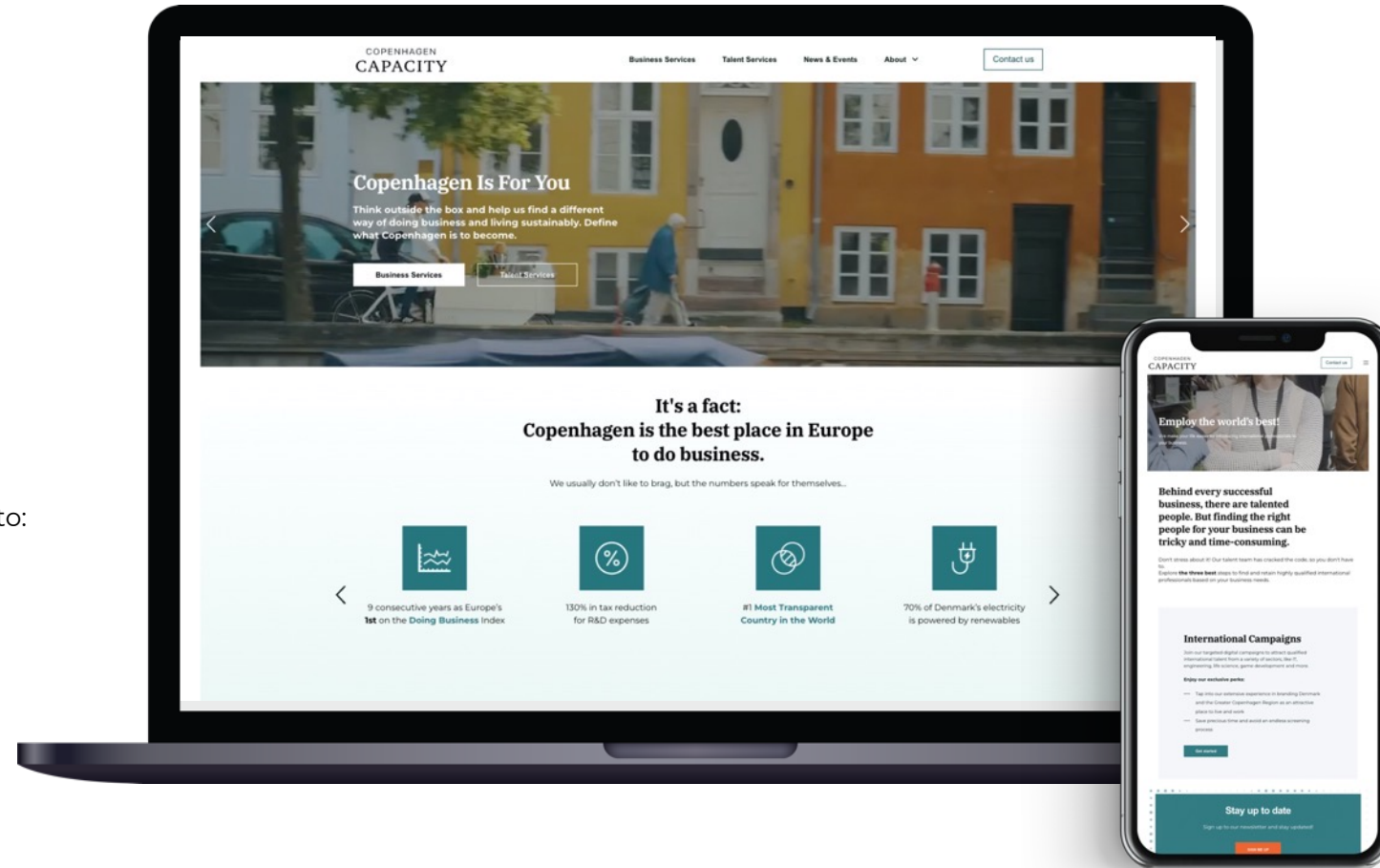
Website

Our digital home and public business card is our website **copcap.com**.

The new design is built on a new flexible grid with more storytelling, simplicity and modularity in focus.

If you have specific content suggestions or corrections for the website please reach out to:

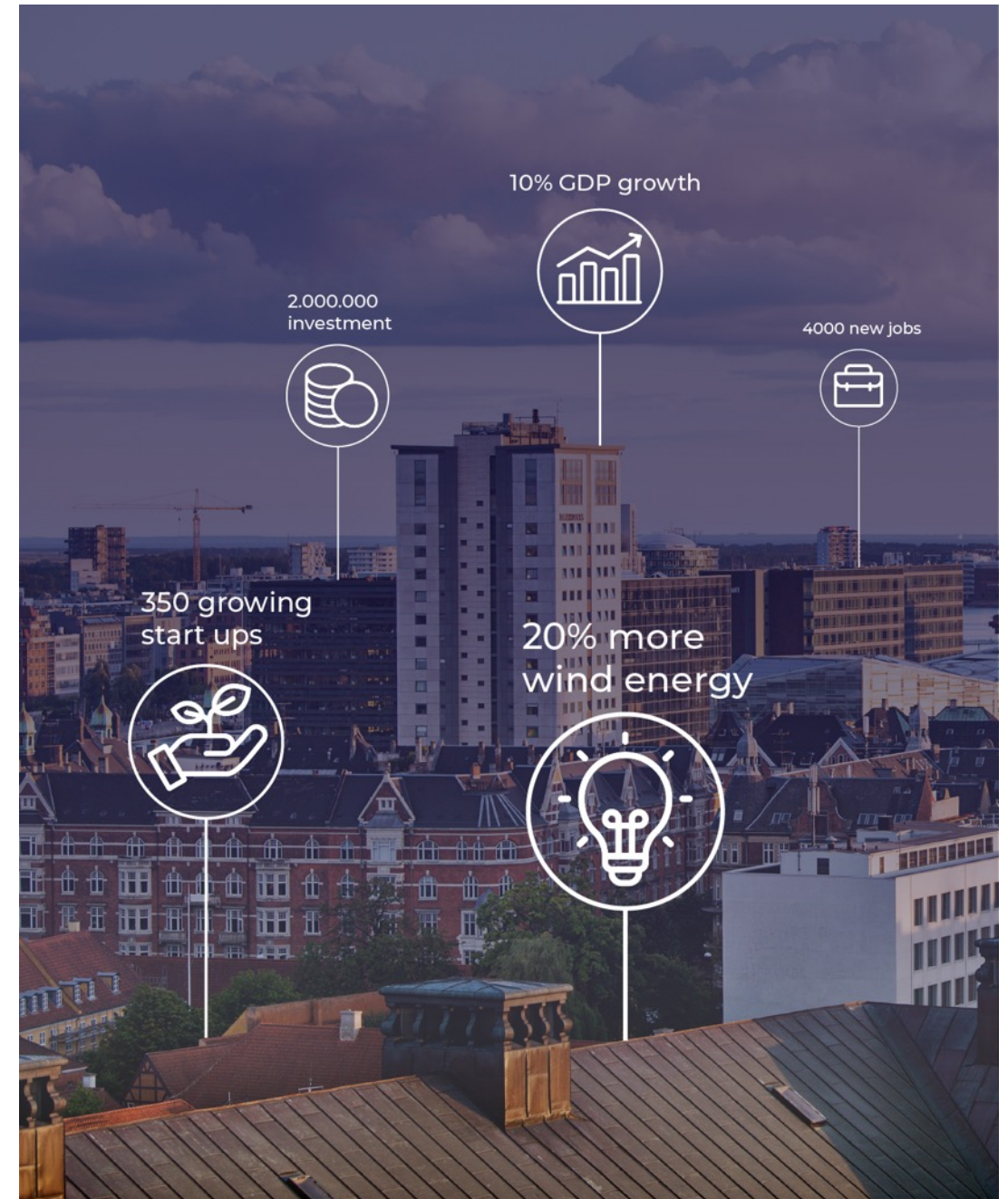
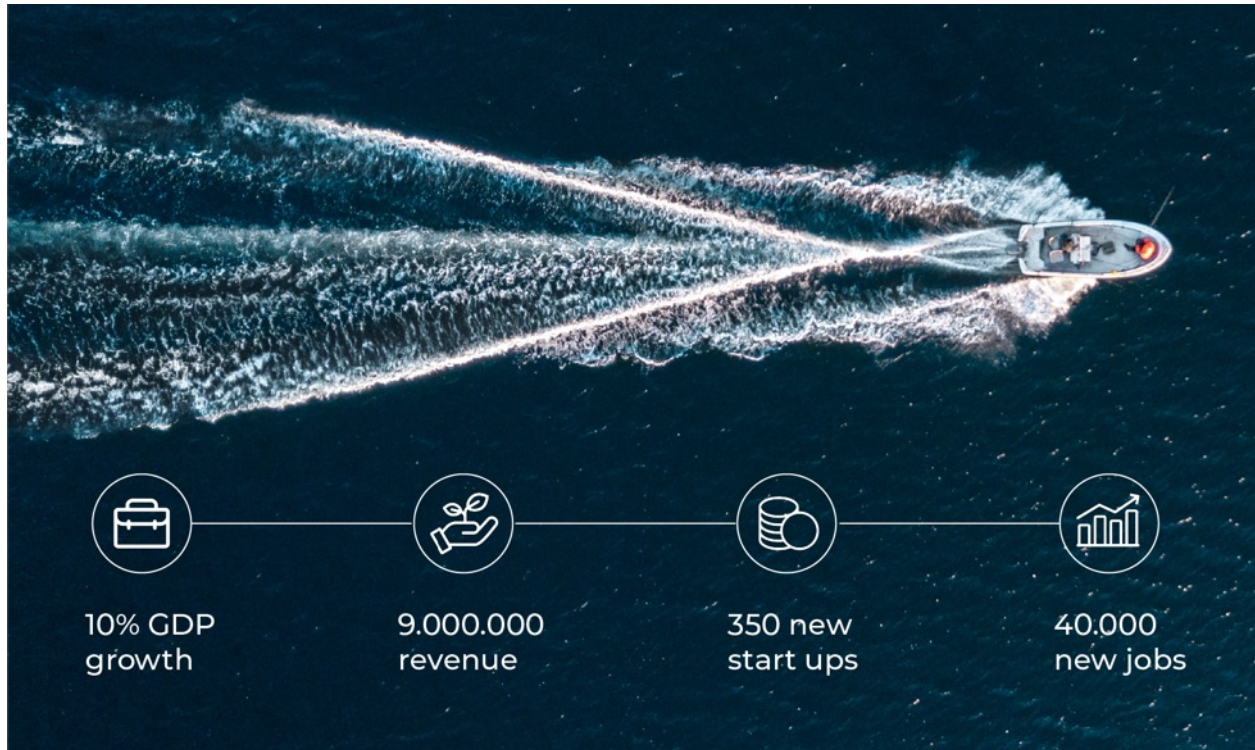
website@copcap.com



Infographics

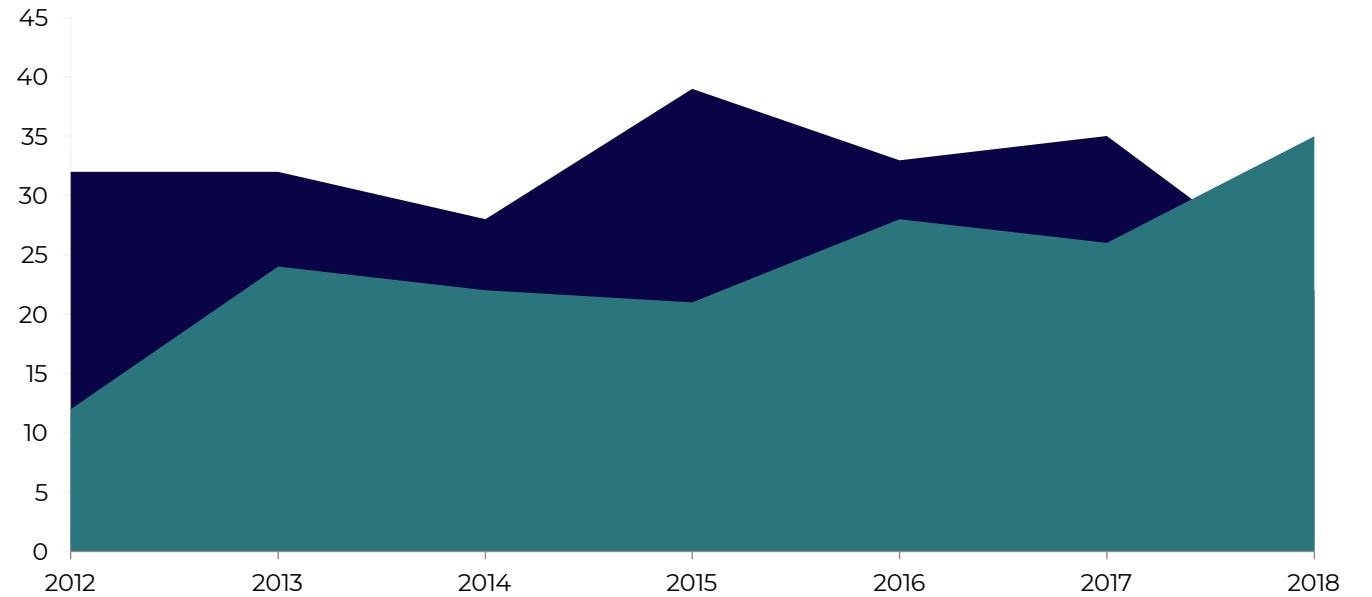
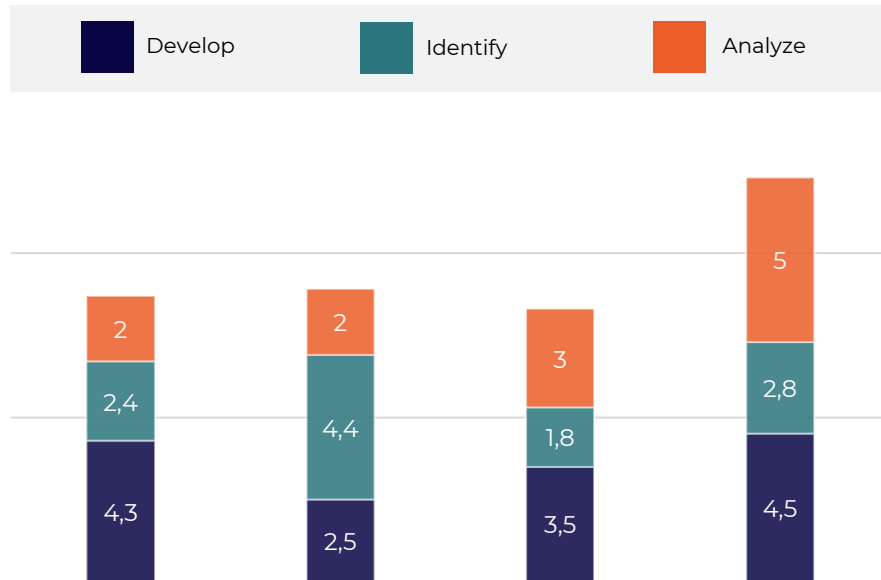
There are various ways of using images together with infographics, but as a rule, try to keep it as simple as possible so the content is easily understood.

If you need help with design please contact marketing.



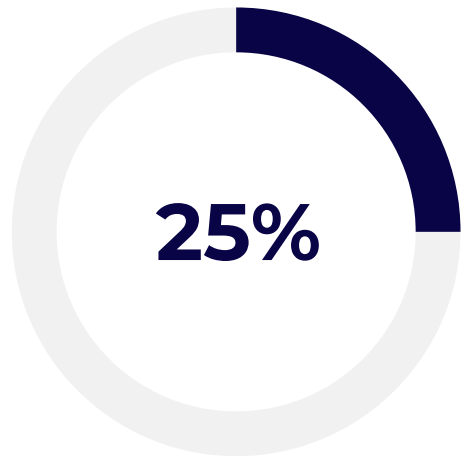
Charts and infographics

Examples for working with numbers and digits in presentation formats



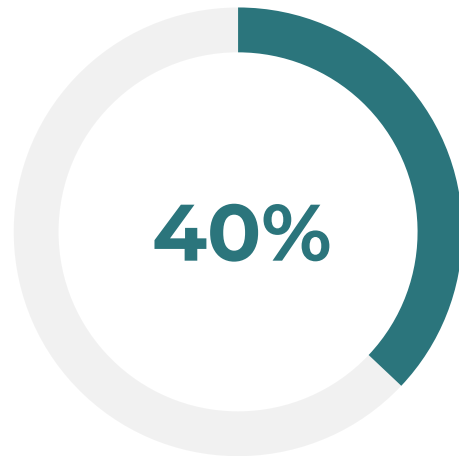
Charts and infographics

Examples for working with numbers and digits in presentation formats



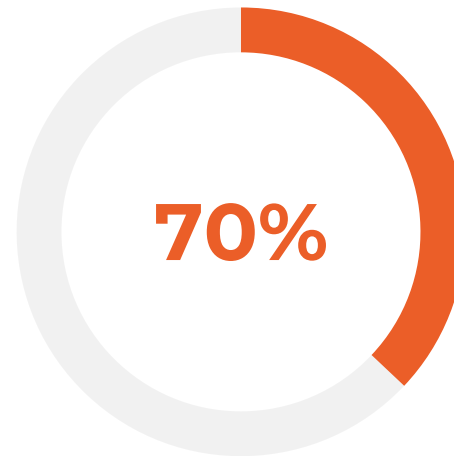
Revenue

Ne cum lorem errem definitiones.
Sonet gubergren et has, eum minim
referrentur te, harum audiam cu qui.



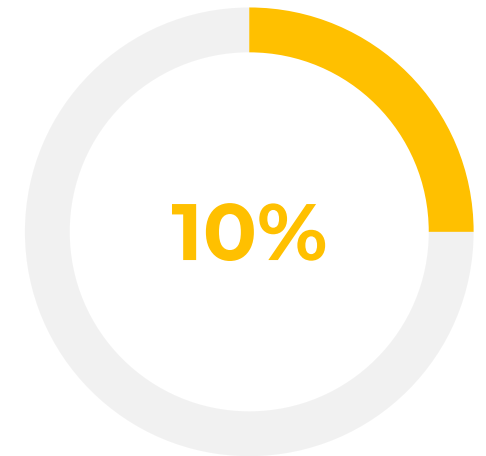
Jobs

Ne cum lorem errem definitiones.
Sonet gubergren et has, eum minim
referrentur te, harum audiam cu qui.



Scoping

Ne cum lorem errem definitiones.
Sonet gubergren et has, eum minim
referrentur te, harum audiam cu qui.



Markup

Ne cum lorem errem definitiones.
Sonet gubergren et has, eum minim
referrentur te, harum audiam cu qui.

Templates

Click each category to download pre-made templates

Print:

Letter – A4

Memo | Notes – A4

Reporting template – A4

Digital:

E-mail signature

Rankings in signature

Powerpoint template 16:9

General presentation with readymade company slides

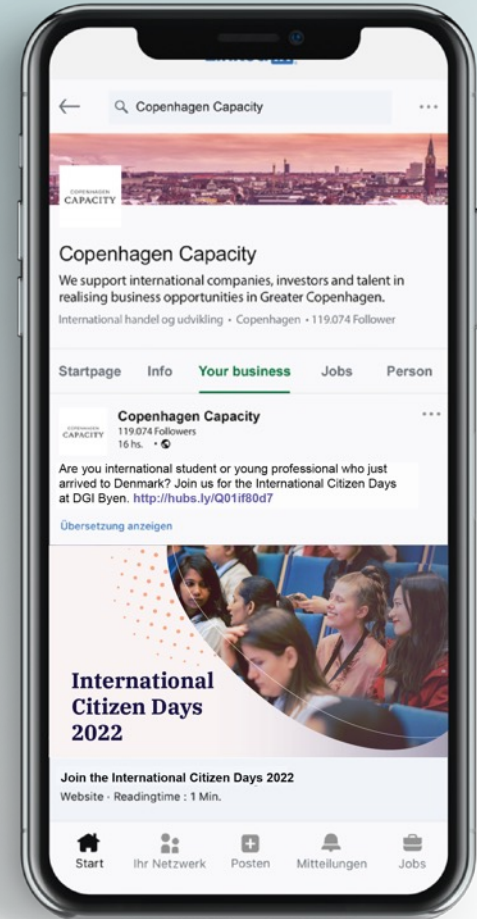
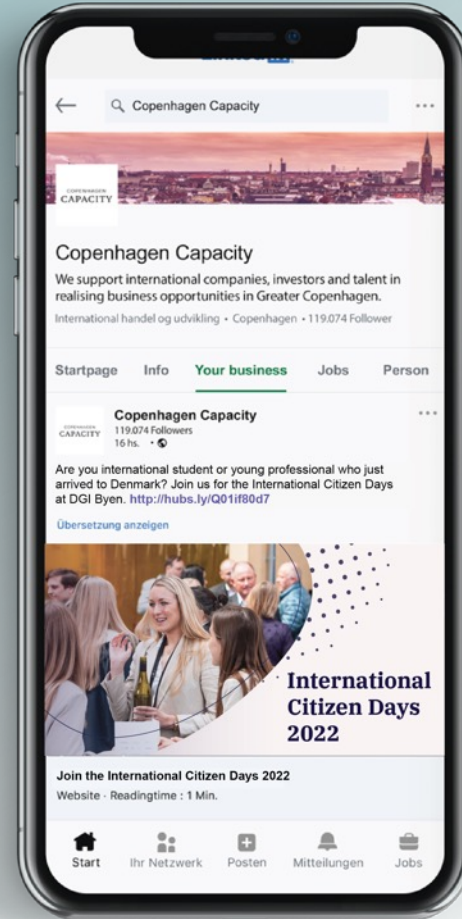
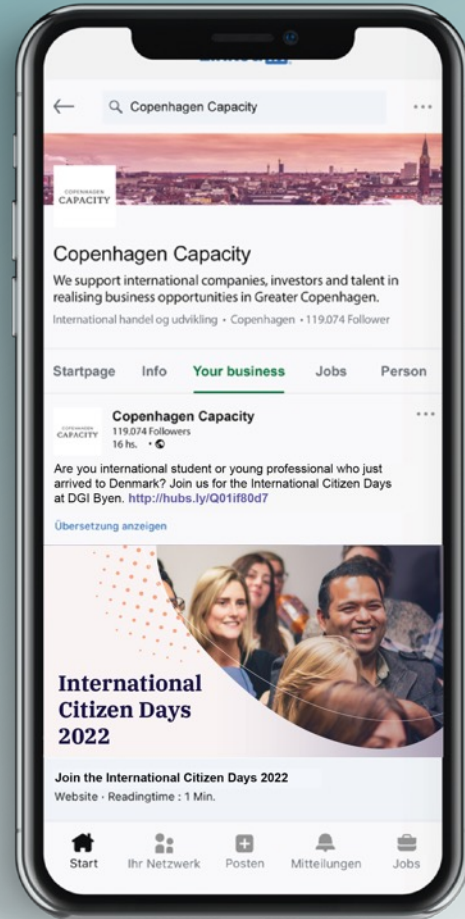
Powerpoint template 16:9

A clean fresh start presentation with blank slides

Animated logo (film)

Design examples

The following slides are examples of how the identity can be unfolded, used in practice and serve as inspiration.



COPENHAGEN
CAPACITY

World Capital of *Architecture*

May 19th 2023

Experience everything that Copenhagen
has to offer to the world within architecture
– From how we work with urban planning to
how we attract the businesses and
the talents from all over the world.



CopCap Friday Bar

Join your cool colleagues
for a beer in canteen!

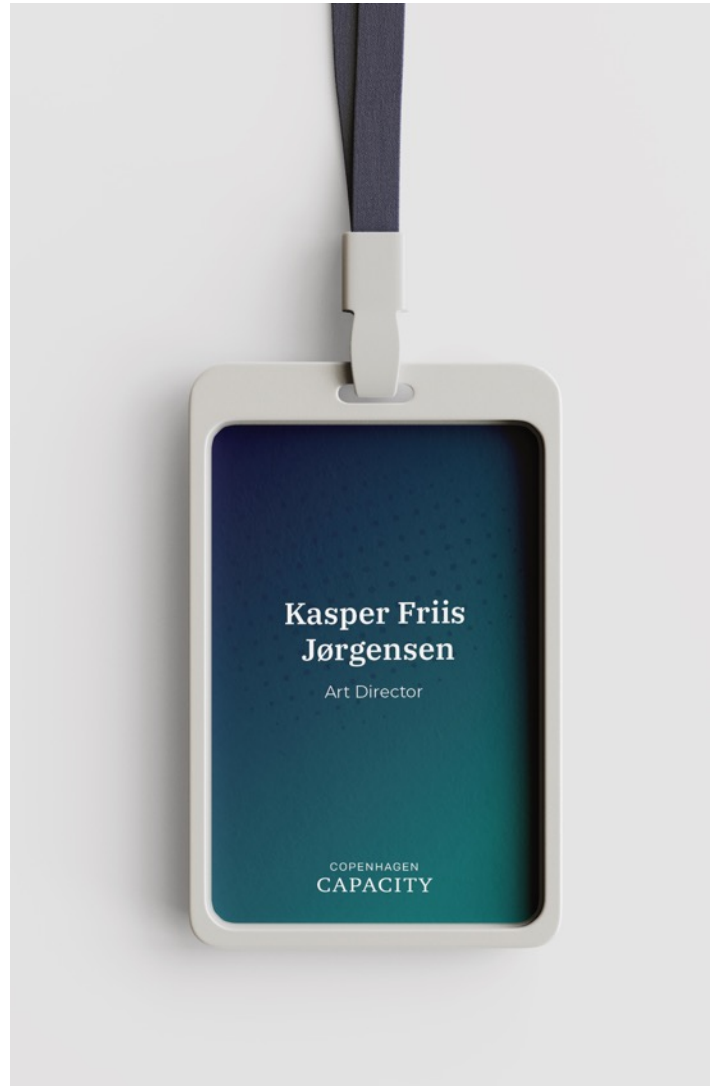


**23 Oct
2025**

Inspiration mockups



Inspiration mockups



Inspiration mockups



Inspiration mockups





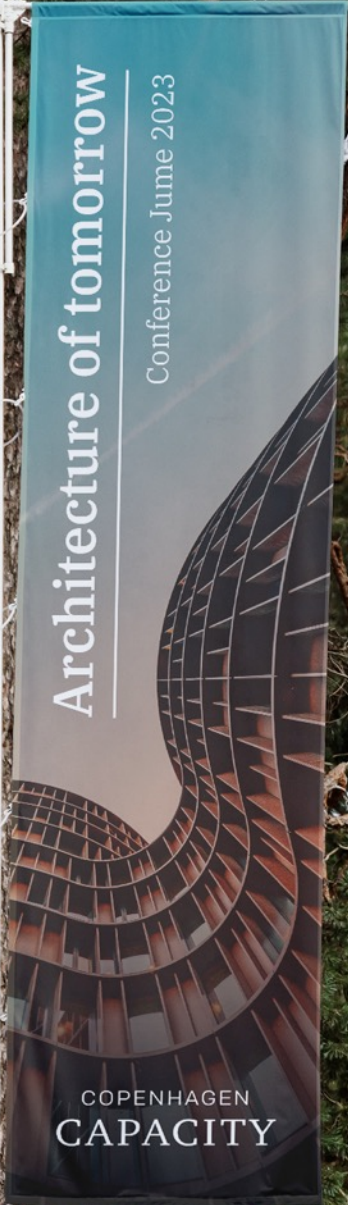
COPENHAGEN
CAPACITY

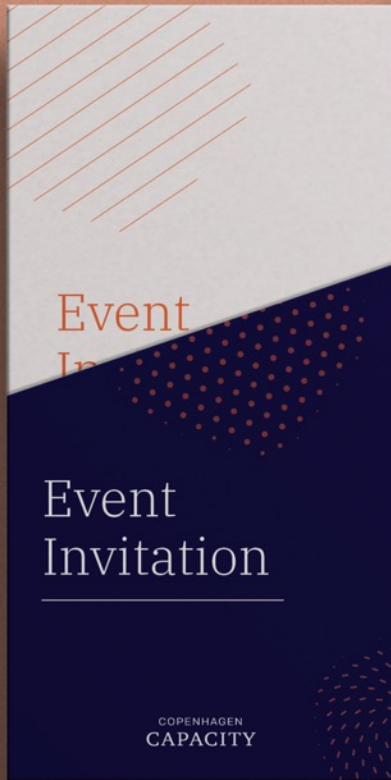


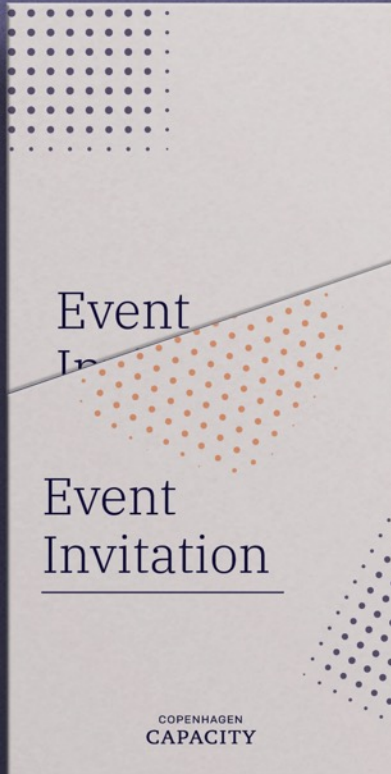
Copenhagen
World Capital
of Architecture

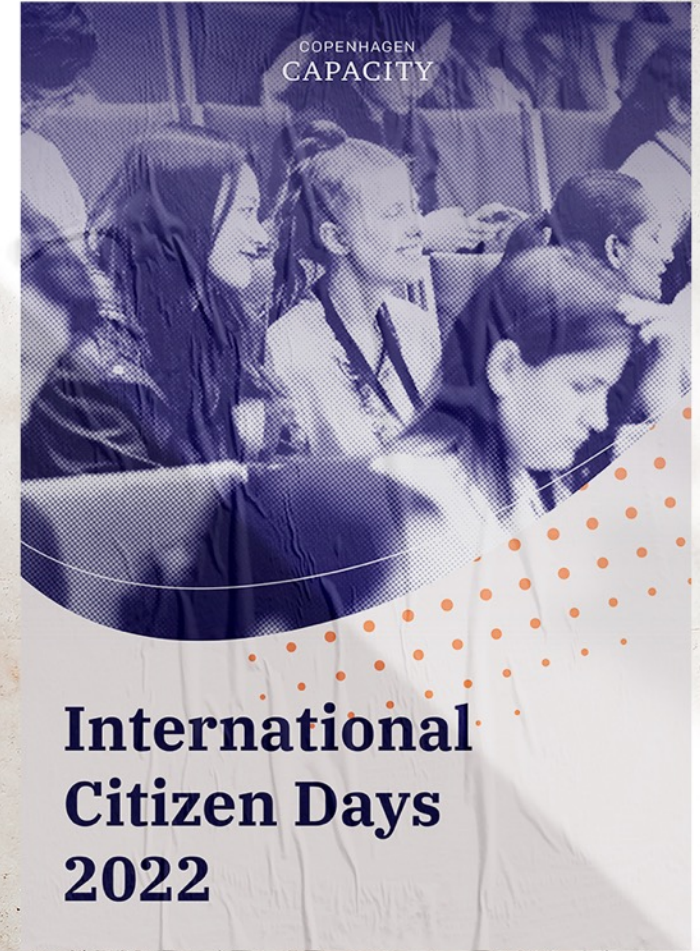
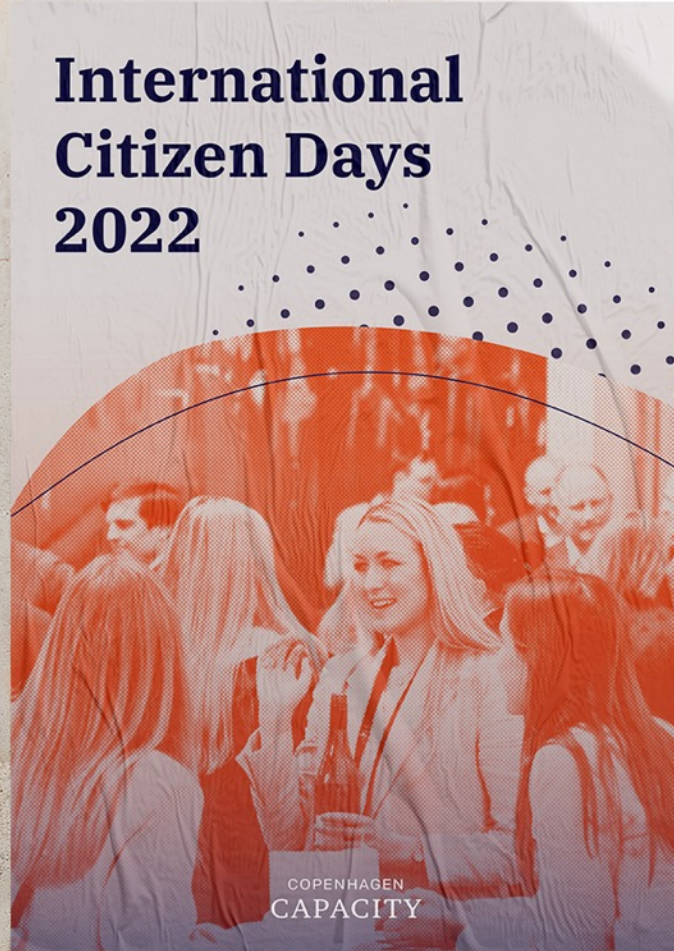
2030

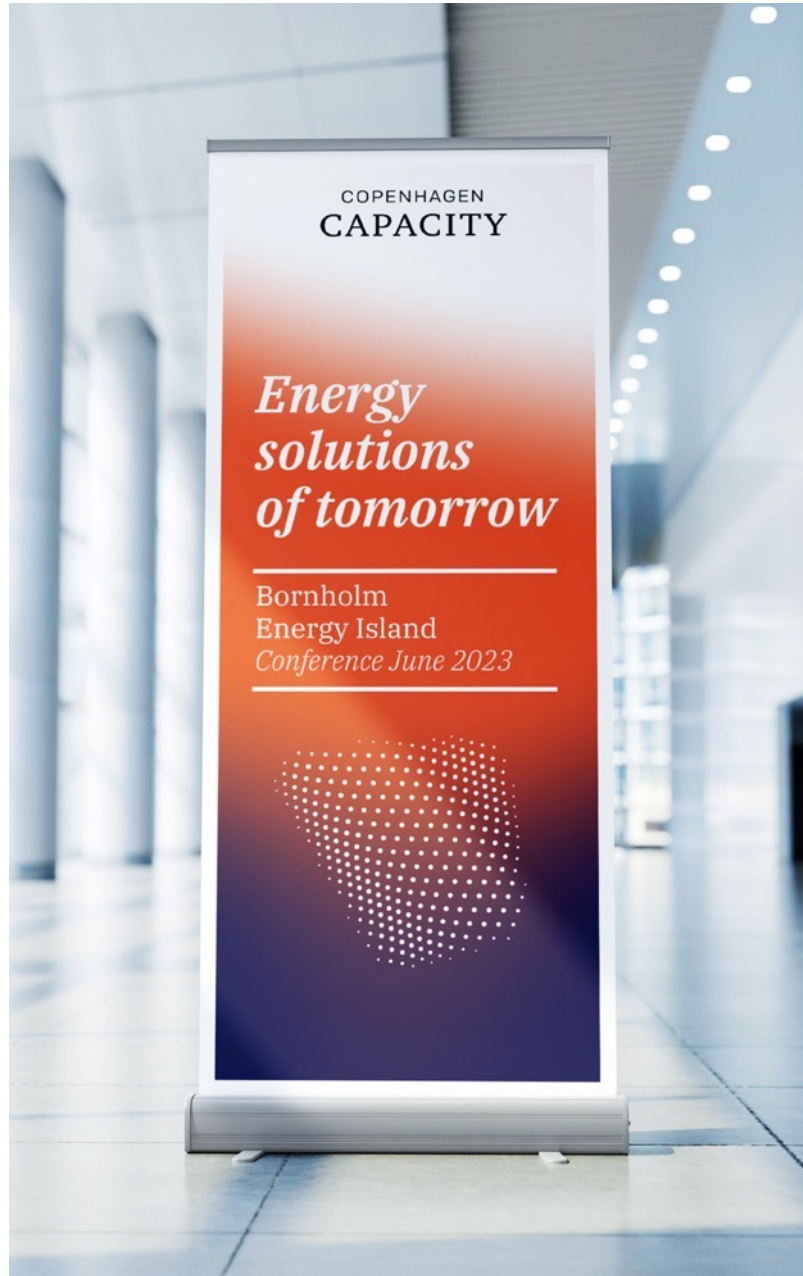
BRIANNA WIEST
the princess saves herself

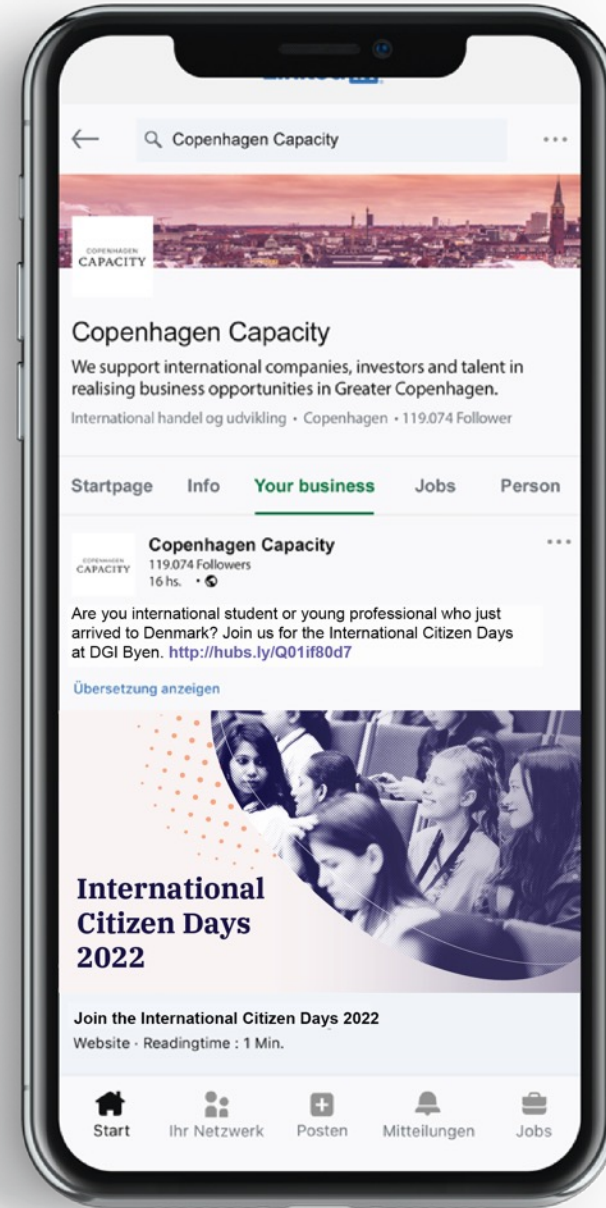
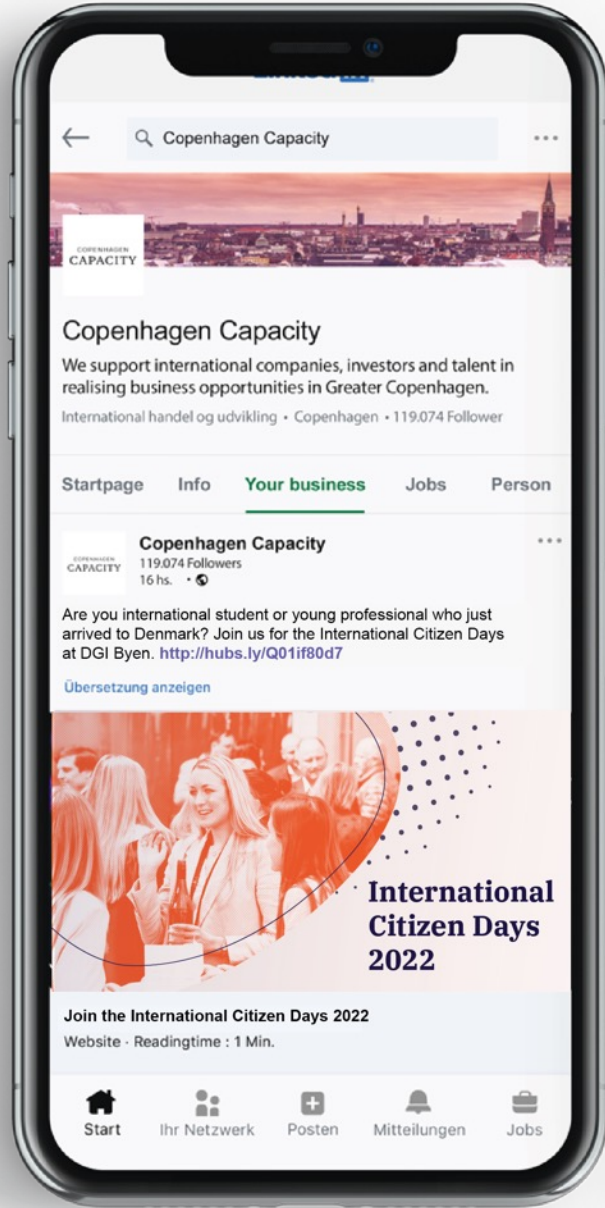
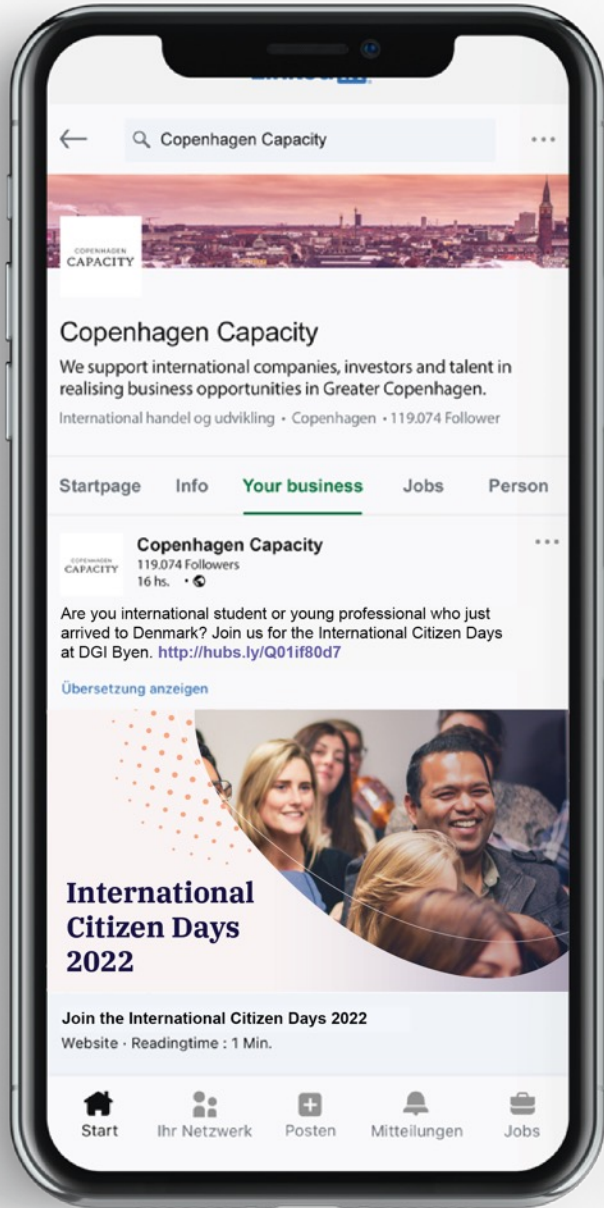












Thank you!



Marketing

marketing@copcap.com

**“
*Design is thinking
made visible*
”**
Saul Bass