



The land
of the free

A STATE OF
DENMARK[®]

Brand communication toolkit - 2024



White
#FFFFFF
Cmyk: 0, 0, 0, 0

Night black
#1a1a1a
Cmyk: 76, 65, 63, 81

Ocean blue
#1a3a5a
Cmyk: 100, 79, 37, 30

Sunset orange
#ff7f50
Cmyk: 0, 64, 64, 0

Spring green
#66cc66
Cmyk: 72, 11, 63, 0

Spring green
#66cc66
Cmyk: 8, 7, 11, 0

Clear skies
#e0f2f1
Cmyk: 11, 2, 1, 0

Light grey
#f0f0f0
Only for web



01.

The Brand's Vision & Mission

02.

Brand Values

03.

Brand Personality

04.

Tone of Voice

05.

Visual identity shortcut



Vision

More people should attain a happy, meaningful, and good life in Denmark.



Mission

To showcase Denmark as a great place to live and work and to offer excellent services for internationals looking to move and stay here.



The brand's core values:



Trust

We want and believe everyone to do and be their best.



Community

Together, we keep each other happy and safe.



Freedom

Everyone can lead the life they want while respecting and supporting others to do the same.

Let's get to know each other!

A State of Denmark is the friendly face that welcomes you to a new country. We're here to inspire you to think of your (potential) relocation as an easier, smoother process, and support your first steps in building a new life in Denmark.

Our organisation is half Danish, half international - **and totally cosmopolitan.**

You can think of the brand's personality the same way - someone who both understands having grown up here, and what it's like to integrate from another culture. It ultimately doesn't matter where the persona was born - they feel they are from Denmark, and part of it.

The brand is highly knowledgeable about Denmark - and eager to share its expertise about integration, the ins-and-outs of Danish life, its working culture and career opportunities.

But it doesn't shy away from laughing at Denmark's funny or strange quirks, either. It loves to celebrate what's great about Denmark without taking itself too seriously - so there's a sprinkle of self-deprecating humour, too.

From A State of Denmark's perspective, the future is bright, diversity is wonderful, and when it comes to Denmark - **the more the merrier.**

In a nutshell, A State of Denmark's personality is:

Empathetic

Authentic

Knowledgeable



Tone of Voice - In a nutshell



We're empathetic

We speak with an inclusive, open mindset and we're empathetic to the experience of moving abroad.



We're authentic

We're genuine – aiming to paint a positive picture of Danish life while being realistic about it.



We're knowledgeable

We know the Danish job market and the relocation struggle, and we share our knowledge generously.

This is how we sound

A State of Denmark speaks as you would to a friend or close colleague.
The brand's tone of voice is likeable, informal, and charming.

The tone is caring and warm, but the brand has a good sense of humour and can make fun (*especially of itself*).

DO

- Use the active voice over the passive voice. E.g. *We're hosting a panel at International Citizen Days.*
NOT: *The panel is being hosted at International Citizen Days.*
- Use everyday language. E.g. *We can help you with* NOT: *We can assist you with*

DON'T

- Be too "salesy" or wear rose-tinted glasses.
- Put other cultures down to celebrate Denmark – i.e. *"You're probably not used to this much work-life balance back home!"*

Writing Guidelines: Being empathic



Use inclusive language

There's no "us vs them" here – everyone who lives in Denmark is part of what makes it great. We use phrases like "locals" or "citizens" over "Danes" – although "Danish" is a fine descriptor, i.e. "Danish architecture." We're also Denmark-focused, not urban-centric!



Write one-to-one

Write like you're having a conversation with just one person – use the first and second person. By referring to "We" (A State of Denmark) and "You" (the reader), we put the audience at the centre. Adding a rhetorical question can be useful to draw a reader into conversation.



Speak sensitively

Be mindful of pronouns and culturally-sensitive terminology. Nod to differences in cultural context and privilege – we're speaking to people from all over the world. And while we like to celebrate what Denmark does well, we don't do it by putting other countries, cultures or lifestyles down.

Writing Guidelines: Being authentic



Build emotional facts

Show, don't tell. Paint a visual picture of daily life in Denmark. Incorporate the emotional storytelling behind buzzwords and facts like "work-life balance" and "happiest country." Speak to people's lived experience and all the little nuances that make up Danish life - like clocking off work at 5pm.



Be conversational

Make your writing sound human and informal. Contractions like "they're" instead of "they are" add a conversational tone. Just like in real life, start sentences with conjunctions like and, or, but and so. Use everyday language that's understandable and accessible. Sprinkle wit generously throughout your text - we're not only human, but a charming, playful human.



Be honest about Denmark

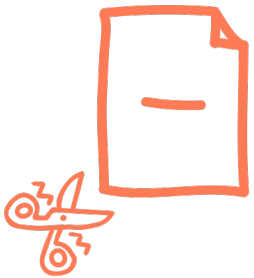
Look, we know it's a great place to live - but it's got its quirks and downsides like anywhere, and we'll come across as more authentic and trustworthy if we own up to it. Use self-deprecating wit and show that we have a sense of humour about ourselves. We're more into bragging humbly, than pure bragging. Don't come across too salesy, saccharine or sentimental - be playful and tongue-in-cheek instead.

Writing Guidelines: Being knowledgeable



Explain easily

Explain concepts simply with straightforward language. Think about whether your reader understands the Danish context – or if you need to break it down more. You could also invite reflection and turn it into a two-way conversation.



Keep it short

Don't make grand, sweeping statements or over exaggerate with bombastic claims – communicate knowledge with concise and clear language. Let text flow without too much clutter. Be mindful of reader attention spans and avoid large blocks of text. Break up paragraphs and longer sentences.



Be consistent

Imagine if a reader is met with a casual, emoji-laden message on one page, and an impersonal and dry voice the next? For readers to trust your knowledge, it's important to be consistent with your language, how you approach subjects and what you say about them.



This is how we look

We use Campton as our typeface. It's a wonderful typeface that makes us, well - us! It's elegant and has nicely rounded geometric features and be both quiet and **loud!**

Quick reference for brand colors below



White
#FFFFFF
Cmyk: 0, 0, 0, 0

Night black
#1d1d1b
Cmyk: 74, 65, 63, 81

Ocean blue
#12355b
Cmyk: 100, 79, 37, 30

Sunset orange
#ff7b55
Cmyk: 0, 64, 64, 0

Spring green
#f41a47b
Cmyk: 73, 11, 63, 0

Spring green
#feeebe4
Cmyk: 8, 7, 11, 0

Clear skies
#e9f3fb
Cmyk: 11, 2, 1, 0

Light grey
#fff7fa
Only for web

Visual identity in use:

