

LYNGBY TAARBÆK VIDENSBY

IDENTITETS GUIDE

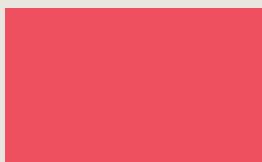
Der er to versioner af Lyngby-Taarbæk Vidensby logoet. Et primært og et sekundært.

Det primære, vertikale logo skal såvidt muligt altid stå til højre af dokumentet og gå til kant.

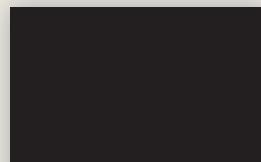
Det sekundære, horizontale logo bruges når der ikke er mulighed for at bruge det primære, feks. email signatur, roll ups o.lign.

Respekt afstanden opstår ved x højden på typografien + linjeafstanden (se illustration x). Denne respekt afstand er en minimums afstand og skal holdes til andre elementer ved placering på formatet.

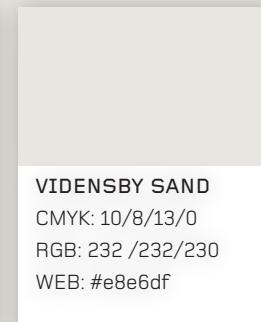
FARVEPALETTE



VIDENSBY RØD
PANTONE: 805 U
CMYK: 0/84/54/0
RGB: 238/66/81
WEB: #ee4251



VIDENSBY SORT
CMYK: 0/0/0/100
RGB: 0/0/0
WEB: #000000



VIDENSBY SAND
CMYK: 10/8/13/0
RGB: 232/232/230
WEB: #e8e6df

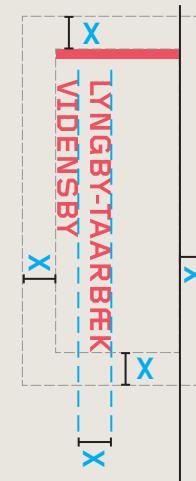
TYPOGRAFI

Display typografi: Foundry Gridnik
FOUNDRY GRIDNIK LIGHT
FOUNDRY GRIDNIK REGULAR
FOUNDRY GRIDNIK MEDIUM
FOUNDRY GRIDNIK BOLD

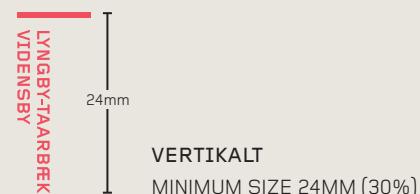
Brød tekst: Foundry Monoline
Foundry Monoline Light
Foundry Monoline Regular
Foundry Monoline Regitalic
Foundry Monoline Medium
Foundry Monoline Bold

System-skrift: Arial
Arial Regular
Arial italic
Arial Bold
Arial Bold italic

PRIMÆR (VERTIKALT) LOGO

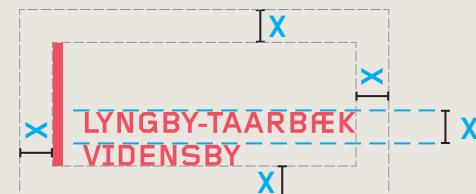


x = respekt afstand



VERTIKALT
MINIMUM SIZE 24MM (30%)

SEKUNDÆRE (HORISONTALT) LOGO



HORISONTALT
MINIMUM SIZE 24MM (30%)

LYNGBY-TAARBÆK CITY OF KNOWLEDGE AND URBAN DEVELOPMENT IDENTITY GUIDE

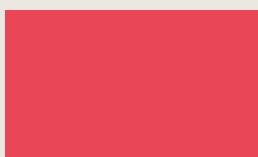
Lyngby-Taarbæk City of Knowledge and Urban Development (Vidensby) has a primary (vertical) and a secondary (horizontal) logo.

The primary, vertical logo should always, to the extent possible, be placed on the right side of the document and be aligned with the edge.

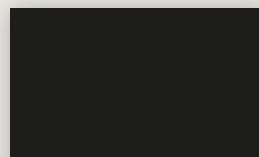
The secondary, horizontal logo should only be used when it is not possible to use the primary, vertical logo, for example in email signatures, on roll ups, together with other logos, etc.

The **minimum separation distance** is reached by x the height of the font style + spacing (see illustration X). The minimum separation distance is a minimum distance and should be kept to all other elements when used in the format.

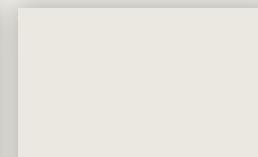
COLOURS



RED
PANTONE: 805 U
CMYK: 0/84/54/0
RGB: 238/66/81
WEB: #ee4251



BLACK
CMYK: 0/0/0/100
RGB: 0/0/0
WEB: #000000



SAND
CMYK: 10/8/13/0
RGB: 232/232/230
WEB: #e8e6df

FONT STYLE

Display font: Foundry Gridnik
FOUNDRY GRIDNIK LIGHT
FOUNDRY GRIDNIK REGULAR
FOUNDRY GRIDNIK MEDIUM
FOUNDRY GRIDNIK BOLD

Body tekst font: Foundry Monoline
Foundry Monoline Light
Foundry Monoline Regular
Foundry Monoline Regitalic
Foundry Monoline Medium
Foundry Monoline Bold

System font: Arial
Arial Regular
Arial italic
Arial Bold
Arial Bold italic

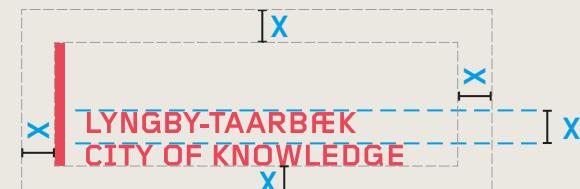
THE PRIMARY (VERTICAL) SHORT LOGO



VERTIKALT
MINIMUM SIZE 32MM (30%)

X = The minimum separation distance

THE SECONDARY (HORIZONTAL) SHORT LOGO



HORISONTALT
MINIMUM SIZE 27.5MM (30%)