

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

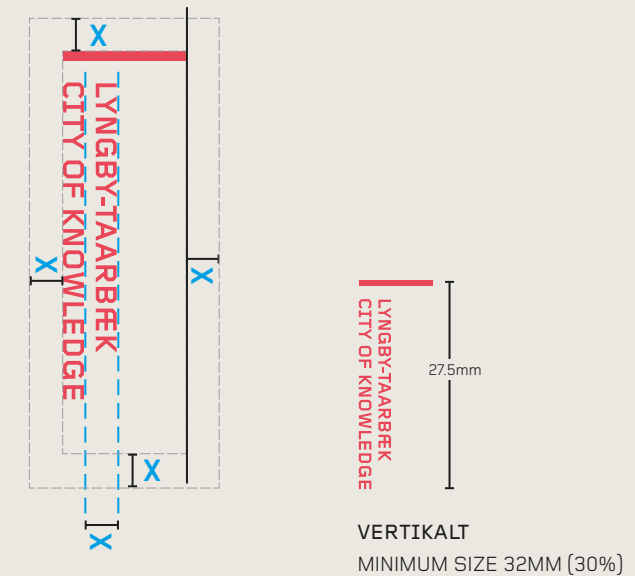
Body tekst font: Foundry Monoline

Foundry Monoline Light
 Foundry Monoline Regular
Foundry Monoline Regular
 Foundry Monoline Medium
 Foundry Monoline Bold

System font: Arial

Arial Regular
Arial italic
 Arial Bold
Arial Bold italic

THE PRIMARY (VERTICAL) SHORT LOGO



x = The minimum separation distance

THE SECONDARY (HORIZONTAL) SHORT LOGO

