

# 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

<b>RED</b> PANTONE: 805 U CMYK: 0/84/54/0 RGB: 238/66/81 WEB: #ee4251	<b>BLACK</b> CMYK: 0/0/0/100 RGB: 0/0/0 WEB: #000000	<b>SAND</b> 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

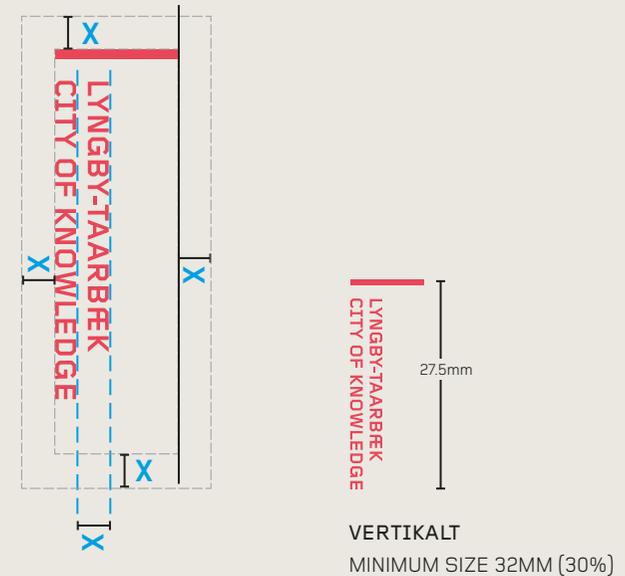
Body tekst font: Foundry Monoline

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

