

Festival Identity 2023

Guidelines & Design Elements



Logo usage

Logos

3daysofdesign logo comes in two variations. The logos can be used interchangeably.

1. Logo
2. Logo with byline

1. LOGO

The logo consists of the text "3daysofdesign" in a bold, sans-serif font. The "3" is a large, stylized number. The word "of" is in a smaller, italicized, sans-serif font. The words "days" and "design" are in the same bold, sans-serif font as the "3".

3daysofdesign

2. LOGO WITH BYLINE

The logo consists of the text "3daysofdesign" in a bold, sans-serif font. The "3" is a large, stylized number. The word "of" is in a smaller, italicized, sans-serif font. The words "days" and "design" are in the same bold, sans-serif font as the "3".

3daysofdesign

Denmark's Annual Design Festival

Space

The 3daysofdesign logo should always be clearly visible. Keep the logo separated from other visual elements by at least a distance equal to the height and width of the number 3 in the logo.

This distance is considered the minimum uninterrupted space surrounding the logo. We call it the area of isolation, or clear space, and it should be adhered to in most situations.



Logo placement

If possible, the logo should always be placed as the last logo to the right.



Dronning Margrethes og Prins
Henriks Fond



3daysofdesign



Dronning Margrethes og Prins
Henriks Fond



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Logo placement

Right aligned layout

TEKLA *3days***ofdesign**

Logo placement

Left aligned layout

BO BEDRE *3*days*of*design

Logo placement

Center aligned layout

CPH:DOX *
COPENHAGEN
INTERNATIONAL
DOCUMENTARY
FILM FESTIVAL

*3***days***of***design**

Size

The size of the logo should be in the same proportion as the rest of the logos. For example, measuring width: 27 mm

The example shown is the size as it would appear on a magazine page measuring 210 mm in width.



Dronning Margrethes og Prins
Henriks Fond



3daysofdesign



Dronning Margrethes og Prins
Henriks Fond



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Writing the brandname

How to write our brand name

When writing ‘3daysofdesign’ in text, the name should always appear as one word using lower-case letters.

Written without spaces or hyphens.

3daysofdesign



3 Days of Design



3 days of design



3 days of
design



3 days
design



How to write our brand name

When mentioning the festival or our brand in copy, the name should always appear as one word using lower-case letters.

Written without spaces or hyphens.

If you are in Copenhagen during the summer, we invite you to experience 3daysofdesign, where you will see a variety of ...

Identity Elements

Festival Main Image

In order to meet your needs, the main image is available in several different sizes. We are providing a PSD source file this year so that you can edit the placement of the main subject.



Colors

RGB

R: 255 G: 216 B: 0 #FFD900	R: 112 G: 113 B: 112 #707170	R: 0 G: 0 B: 0 #000	R: 255 G: 255 B: 255 #FFFFFF
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CMYK

C1 M12 Y100 K0	C57 M47 Y48 K14	C60 M60 Y60 K100	White
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Festival Theme

WHERE WOULD WE
BE WITHOUT YOU?

Visualizations

