



# Festival Identity 2025

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



3 days of design

2. LOGO WITH BYLINE



3 days of design

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



*3*daysofdesign



Dronning Margrethes og Prins  
Henriks Fond



*3*daysofdesign

# Logo placement

Right aligned layout

**TEKLA** *3daysofdesign*

# Logo placement

Left aligned layout

**BO BEDRE** *3daysofdesign*

# 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



3daysofdesign

# 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 AI source file this year so that you can edit the placement of the main subject.



# Primary Colour

## RGB

R 202  
G 207  
B 192  
#CACFC0

## CMYK

C 25  
M 13  
Y 27  
K 1

# Festival Theme

KEEP  
IT  
REAL

# Visualisations

