



# Brand Guidelines

Version 1.2

# Type

# Aa

AaBbCcDdEeFfGg

23456789!&%

## HEADINGS

# Archivo Semibold for headings

## PARAGRAPHS

Archivo Regular for longer paragraphs of text

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## GET THE FONT

Archivo is an open license font that can be downloaded from [Google Fonts](#)

## IMPORTANT

Don't use italics in headings. Italic text is only allowed in paragraph text.

~~*italic headings*~~

# RGB colors

## Marine

#06163E  
R6 • G22 • B62

## Blue

#8EC1F0  
R142 • G193 • B240

## Yellow

#FFD28D  
R255 • G210 • B141

## Orange

#F65E4A  
R246 • G94 • B74

## Black

#1D2225  
R29 • G34 • B37

## Gray

#737B81  
R115 • G123 • B129

## Light gray

#F1F4F5  
R241 • G244 • B245

## White

#FFFFFF  
R255 • G255 • B255

### NOTE

Although the main color of DNS is Marine, the color palette was designed to be used by combining the different colors. You can see examples of this throughout this document. It is **not** required to use all colors in the palette, but it **is** required to use more than one.

# CMYK colors

**Marine**

90 • 64 • 0 • 75

**Blue**

40 • 10 • 0 • 4

**Yellow**

0 • 14 • 44 • 2

**Orange**

0 • 67 • 68 • 2

**Black**

20 • 20 • 0 • 90

**Gray**

10 • 0 • 0 • 55

**Light gray**

1 • 0 • 0 • 3

**White**

0 • 0 • 0 • 0

# Logos

## NOTE

Det Nationale Sorgcenter has 3 official logos. They can all be used on White, Light Gray and a photo background. As long as the logos are clearly visible and legible. The default logo color is Marine, but white is allowed when used on top of photo backgrounds.



## IMPORTANT

Make sure there is reasonable spacing surrounding the logo when incorporating it into a layout with other elements.

# Logo clearance

## NOTE

When using any of the 3 logos make sure there is reasonable spacing surrounding the logo. As a rule of thumb the clearance should be **at least** the size of the Heart shape.



# Logo alignment

## NOTE

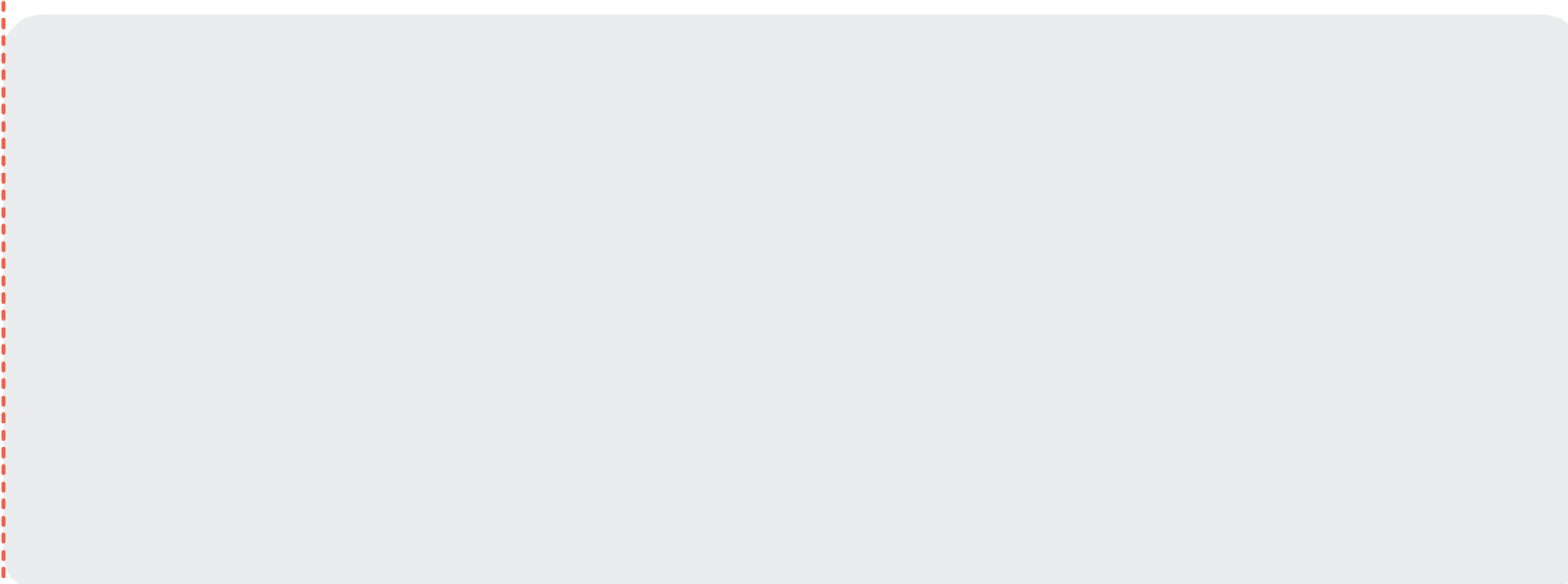
When aligning the logo to other elements, use the letters in the logo as the point of reference.

Align to the letters in the logo - not the Heart



## Lorem ipsum dolor sit

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# Logo colors

## NOTE

The main logo color is **Marine**. You should use the main logo color in primary layout placements, but we encourage you to use the logo in other colors whenever possible.

Background: White or Light Gray • Logo: Marine



Background: Marine • Logo: Blue



Background: Blue • Logo: Marine



Background: Orange • Logo: Black



Background: Photo • Logo: White



Background: Yellow • Logo: Black



## IMPORTANT

Background color and logo color should always be combined like you see on this page. This means that all other color combinations are **not** allowed.

# Boxed logo

## NOTE

The boxed logo is an alternate version of the logo that can be used on top of other elements. The boxed version of the logo may **only** be used in the colors you see here. The boxed logo is always slightly transparent.

Make sure the the element underneath intersects in the center of the Heart's Teardrop



  
Det  
Nationale  
Sorgcenter

  
Børn,  
Unge & Sorg  
En del af  
Det Nationale Sorgcenter

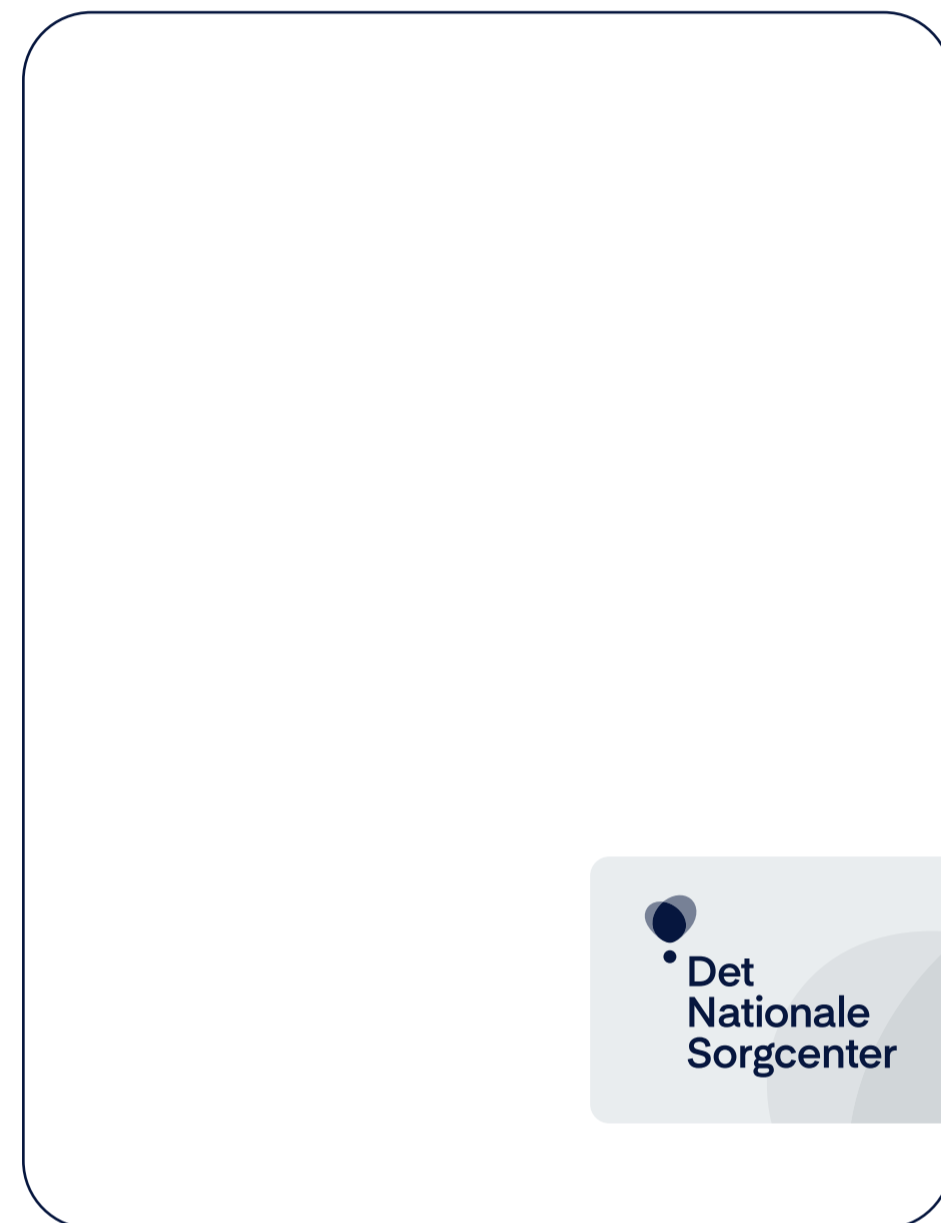
  
Danish  
National  
Center *for* Grief



# Logo placement

## NOTE

The preferred logo placements are top left and bottom right. Other placements are allowed if the restrictions of the medium makes other placements look better.



# Teardrop Heart

## NOTE

The Teardrop Heart from the logo can be used as a decorative element on its own. It can be used in headings, on top of images or in backgrounds - as seen on this page and throughout the Brand Guidelines.

## USE IN HEADINGS

# Teardrop Heart in headings

NOTE: The color of the Teardrop Heart should match the color of the heading



## IMPORTANT

When using the Teardrop Heart as background elements, it is important that the Teardrop Heart do not take too much focus. Lower the opacity of the Teardrop Heart to make sure it stays out of focus and avoid drawing too much attention. See this document for examples of proper use.

# Teardrop Heart Colors

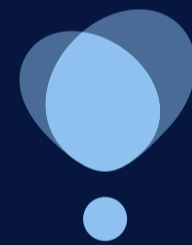
## NOTE

The Teardrop Heart's main color is Marine, but you are encouraged to use it in multiple colors in the same layout. Background color and logo color should always be combined like you see on this page. This means that all other color combinations are **not** allowed (except when used in headings on white background).

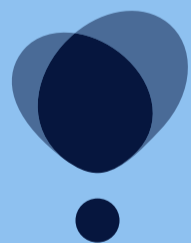
Background: White or Light Gray • Teardrop Heart: Marine



Background: Marine • Teardrop Heart: Blue



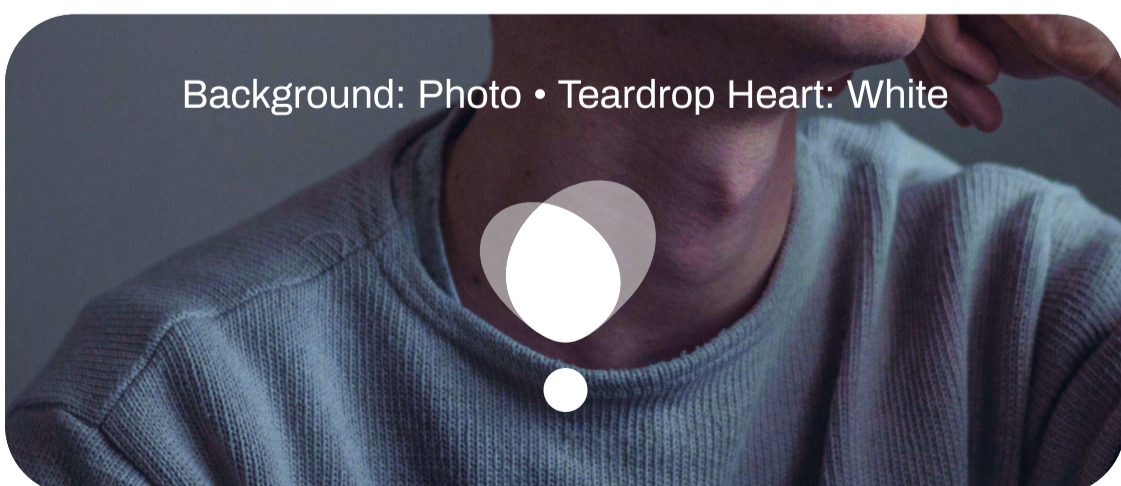
Background: Blue • Teardrop Heart: Marine



Background: Orange • Teardrop Heart: Black



Background: Photo • Teardrop Heart: White



Background: Yellow • Teardrop Heart: Black



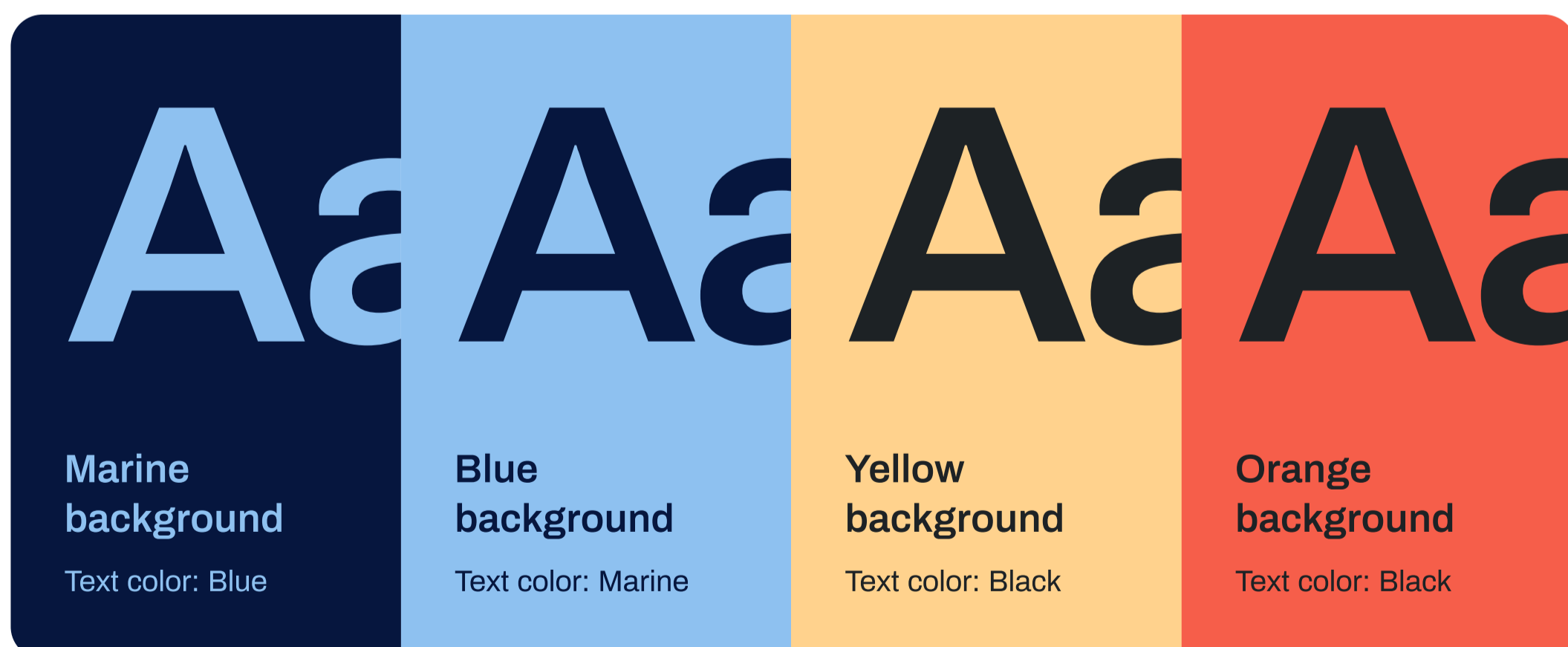
# Type colors

You can have colored boxes with text that overlays images or other elements - as seen in this document. Just make sure that the text's color and the box's color have the right combination.

When a box like this overlays another element, the box's background color should be set to 80% opacity. The text itself should always be at 100% opacity.

DEFAULT COLOR

Text on White or Light Gray backgrounds is Black



# Photo & video grading

## NOTE

Photos and videos should be color graded to achieve a calm, real-life look that does not seem artificially vibrant nor exaggerated.

WRONG



RIGHT

