



MeetDenmark Designguide 2023

Primær logo. Bruges kun i dark blue, positiv
(sort) og negativ (hvid)

The image features a low-angle, upward-looking view of a modern building's facade. The building's exterior is composed of a complex, curved grid of dark metal slats, creating a rhythmic pattern of light and shadow. The sky is a clear, pale blue. In the center, the 'MeetDenmark' logo is displayed in white. The logo consists of a stylized icon on the left, made of three white squares of varying sizes arranged in a 2x2 grid with the bottom-right square missing, followed by the text 'MeetDenmark' in a clean, sans-serif font.

 MeetDenmark



Sekundær logo
Bruges når primær logo bliver for langt.
Bruges kun i dark blue, positiv (sort) og
negativ (hvid)



 Meet
Denmark



Tertiær logo
Bruges på SoMe og andre steder
hvor primær- og sekundær logoer
ikke kan bruges.
Bruges kun i dark blue, positiv (sort)
og negativ (hvid)

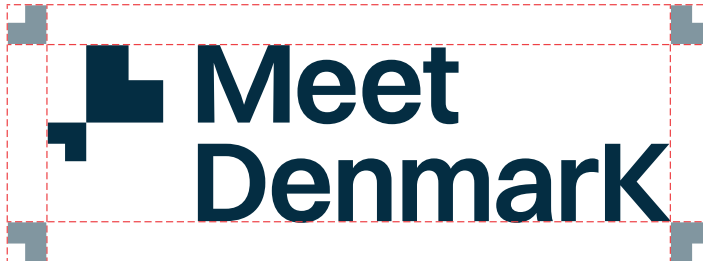
The logo consists of a white icon on the left, which is a stylized 'M' shape composed of three rectangular blocks of varying sizes. To the right of the icon, the text 'Meet' is stacked above 'DK'. Both words are in a clean, white, sans-serif font. The background is a low-angle shot of a modern building with a curved, copper-colored facade and a grid of windows, set against a clear blue sky.

Meet
DK

Tertiær logo
Bruges ikke sammen med tagline.
Bruges til SoMe



Ved brug af alle 3 logoer skal man bruge følgende respektafstand.



Regler ved brug af logo.
Gælder også for sekundær- og
tertiær logo.



Logoet må ikke forvrænges



Logoet må ikke blures



Logoet må ikke bruges i andre farver end dark blue,
positiv (sort) og negativ (hvid)



Logoet må ikke stå skævt



Logoet må ikke outlines



Logoet må ikke have skygge

Alle billeder har fået en colorgrading med Light Blue 20% Multiply





Bomærke kan bruges på følgende måder



Bomærke må bruges i 75% transparent ovenpå billeder



Primær typografi

SWITZER

Kan hentes her

[HTTPS://WWW.FONTSHARE.COM/FONTS/SWITZER](https://www.fontshare.com/fonts/switzer)

Bruges til alt kommunikation på online og trykte medier.

Aa

SWITZER BOLD / SÆRLIGE FREMHÆVELSER
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789!"#€%&/()=?

SWITZER SEMIBOLD / OVERSKRIFTER
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abcdefghijklmnopqrstuvwxyzæøå
123456789!"#€%&/()=?

SWITZER REGULAR / BRØDTEKSTER
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abcdefghijklmnopqrstuvwxyzæøå
123456789!"#€%&/()=?

Sekundær typografi

ARIAL

Systemfont

Bruges til word dokumenter, powerpoint præsentationer, faktura og mail.

Aa

ARIAL BOLD / OVERSKRIFTER
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789!"#€%&/()=?

ARIAL REGULAR / BRØDTEKSTER
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Eksempler



Welcome!

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Denmark

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+45 33 95 74 86



Peter Dyhr Andreassen
Head of Stakeholder Relations



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Direct +45 33 95 74 86
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It's about better meetings and congresses

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MeetDenmark
Danish Business Tourism Association

It's about more than just meetings and congresses



It's about better meetings and congresses



MeetDenmark
Danish Business Tourism Association



It's about better meetings and congresses



MeetDenmark
Danish Business Tourism Association



Indsatsområder

- Fortsat fokus på branchens grønne omstilling**
De danske erhvervs- og medieturismevirksomheder er fuld i gang med den grønne omstilling, men der er fortsat behov for initiativer, som kan hjælpe dem med at opnå det fulde potentiale.
- Maksimering af dansk erhverv og medieturisme**
Erhvervs- og medieturismen skal også være en katalysator for en positiv udvikling og forbedring af destinationerne og regenerativt erhverv og medieturisme.
- Styrket international bistrøygighedsprofil**
Behov for en styrket kommunikation af alle de gode tilbud, resultater og ambitioner, så Danmark får en stærkere og differentieret international profil.

Dagens punkter

- Præsentation af MeetDenmark v/ Peter Dyrh Andreassen, sekretariatsleder, MDK
- Præsentation af ny analyse v/ Peter Kvistgaard, konsulent, Kvistgaard-HRD
- Frokost og networking
- Præsentation og drøftelse af indsatsområder og initiativer v/ Jesper Grenaa, projektleder, MDK
- Tak for i dag v/ Peter Dyrh Andreassen, sekretariatsleder, MDK & Jesper Grenaa, projektleder, MDK



Overskrift

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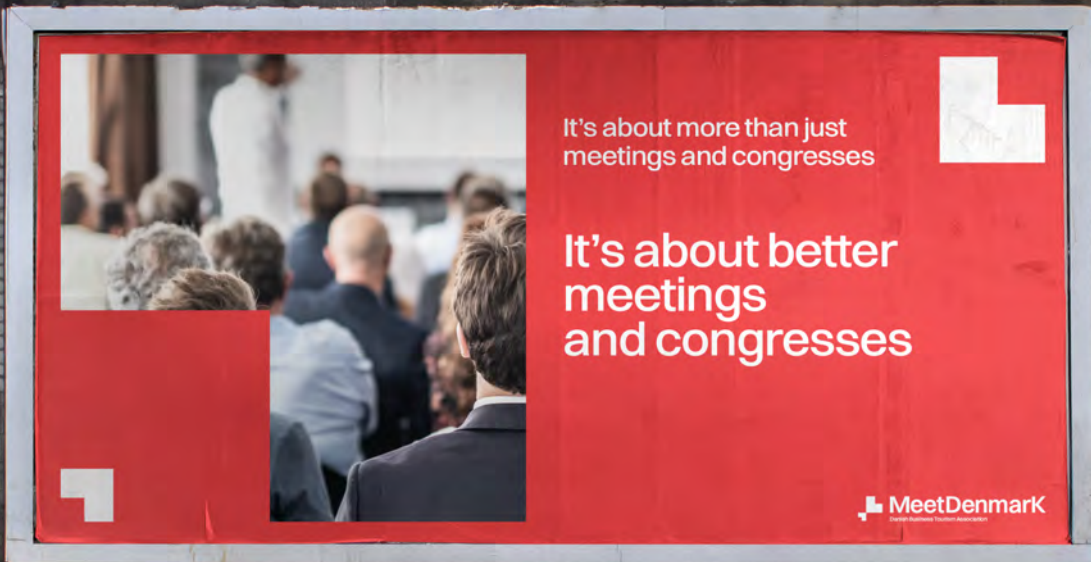
It's about more than just meetings and congresses

Quisi cullaborerum cora ped qui quaest?

- Feris aut fugitaeat volum qui- aligu untorro optatum excerpis et lata ius.
- Feris aut fugitaeat volum qui- aligu untorro optatum excerpis et lata ius.
- Feris aut fugitaeat volum qui- aligu untorro optatum excerpis et lata ius.


Overskrift

- Feris aut fugitaeat volum qui- aligu untorro optatum excerpis et lata ius.
- Feris aut fugitaeat volum qui- aligu untorro optatum excerpis et lata ius.
- Feris aut fugitaeat volum qui- aligu untorro optatum excerpis et lata ius.



It's about more than just meetings and congresses

It's about better meetings and congresses

 MeetDenmark
Denmark's National Convention Association

The billboard is set against a brick wall and a railway bridge. It features a red background with a white photo of a meeting on the left. The text is in white, and the logo is in the bottom right corner.

The image shows a LinkedIn profile page for 'MeetDenmark'. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications (with a '6' badge), Me, and Work. A search bar is located on the left. The main header features a banner with the text 'It's about more than just meetings and congresses' and a 'Meet DK' logo. Below the banner, the company name 'MeetDenmark' is displayed, along with its description: 'The Danish Business Events Association', location 'Events Services - Copenhagen K, Denmark', and '371 followers'. A button indicates 'See all 4 employees on LinkedIn'. There are three buttons: 'Following' (checked), 'Contact us', and 'More'. A section titled 'Pages people also viewed' shows four recommendations: 'Dansk Kyst- og Naturturisme' (5,240 followers), 'Wonderful Copenhagen' (18,458 followers), 'Hub for Innovation in Tourism' (677 followers), and 'VisitDenmark B...' (3,278 followers). On the right side, there is an advertisement for LinkedIn Premium for free, featuring a '#1' trophy and a 'Request €50 credit' button. Below the ad, there is another 'Pages people also viewed' section with recommendations for 'Dansk Kyst- og Naturturisme' (1 connection works here), 'Wonderful Copenhagen' (22 connections follow this page), and 'Hub for Innovation in Tourism' (677 followers). At the bottom, there is a navigation menu with 'Home', 'About', 'Posts', 'Jobs', 'People', and 'Videos'.

MeetDK MeetDenmark
421 followers
1w · Edited · 🌐

80 ASSOCIATION LEADERS CHALLENGED THE CONVENTIONAL MEETING FORMAT ...see more



👍❤️🔄 30 · 2 comments · 2 reposts

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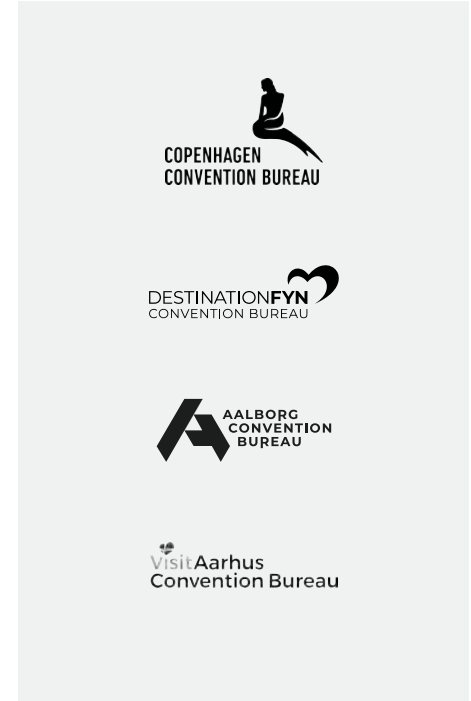
Eksempel på medlemskabspræsentationer.
Bomærket bruges ikke sammen med logoet
når logoet bruges i en sætning.



Part of MeetDenmark



Part of MeetDenmark



Part of MeetDenmark

Eksempel på samarbejdspræsentationer.
Bomærket bruges ikke sammen med logoet
når logoet bruges i en sætning.



Eksempel på placering af logoer

