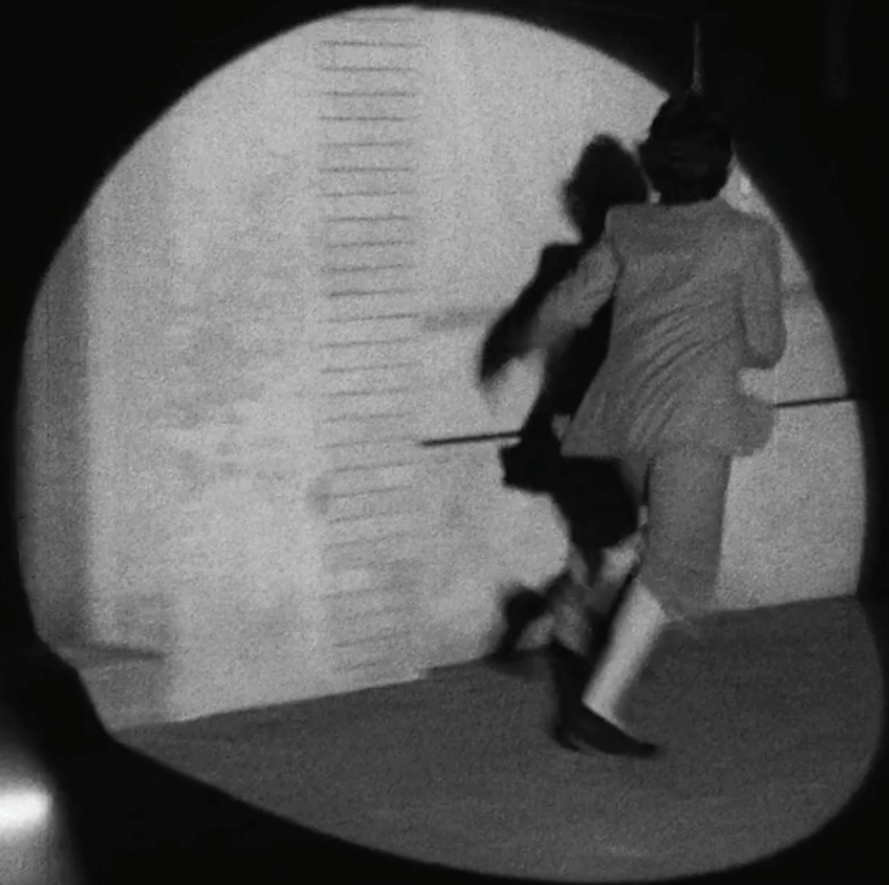




**DEN
ØSTDANSKE
FILMFOND**

design guide

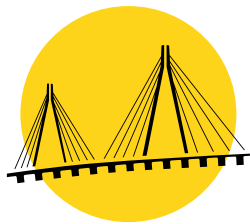




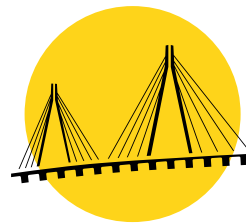
LOGOTYPE

Farø Bridges

Film Reel



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INSPIRATION



The bridge in the logo references the Farø Bridges (Farøbroerne), connecting the Danish islands of Falster and Zealand – an important landmark in Eastern Denmark.

Beyond its geographic reference, the bridge symbolizes connection and transition.

It reflects the role of the Eastern Denmark Film Fund in:

- Connecting filmmakers, industries, and audiences
- Bridging local talent with international productions
- Linking stories, cultures, and creative communities

In cinema, bridges often represent moments of change or transformation.

Within the identity, the bridge becomes a symbol of film as a passage between worlds.

INSPIRATION



The circle is the central element of the identity, referencing both the camera lens and the cinematic spotlight. It symbolizes the core of filmmaking – capturing light and focusing the viewer’s attention. The form also evokes the sun, a powerful symbol in cinema representing time, transformation, and the pursuit of the perfect shot. From sunrise to sunset, filmmakers constantly chase light, making the circle a metaphor for the creative process itself. Conceptually, the circle represents continuity and timeless storytelling. Like film, it reflects the passage of time and the enduring cycle of stories shared across generations. Visually, the circular form acts as a natural focal point, guiding the viewer’s eye and creating a strong, clear centre within the composition.

The logo must always have space around it, so it appears undisturbed and keeps distance to the paper or other edge. Minimum size for a so-called free zone around the logo is proportional to the size of the logo and must correspond to the S in "SSP".



To ensure readability, the logo must be a minimum width of 25mm. It must not be scaled out of those dimensions.



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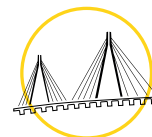
It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.



Stretch or transform



Outline



EASTERN
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Adding shadows



EASTERN
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Place on non visible background





Danish typography is characterized by a minimalist, functionalist approach rooted in 20th-century architecture and sign-painting, often featuring clean sans-serifs, geometric shapes, and high legibility.

EASTERN DENMARK FILM FUND

We selected the OVINK FONT for the logo, inspired by the principles of Danish typography. This font by a Danish designer is a versatile, rounded sans-serif typeface, influenced by 1920s Danish signage engineered for high legibility.

To keep the branding of EDFF consistent, the typeface "ALBERT SANS" is used as the main font in all online and offline graphic material.

The ALBERT SANS family can be used in all weights. It solves hierarchy issues in a easy and clean way.

ALBERT SANS LIGHT
 abcdefghijklmanñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 ' ? ! " # @ / & ; , . * €

ALBERT SANS MEDIUM
 abcdefghijklmanñopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789 ' ? ! " # @ / & ; , . * €

ALBERT SANS BLACK
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ' ? ! " # @ / & ; , . * €

The font is free to use and can easily be downloaded from Google Web Fonts

<https://fonts.google.com/specimen/Albert+Sans?preview.script=Latn>



Primary Colours

Golden **Yellow** is inspired by both the sun and Denmark's iconic rapeseed fields.

It symbolizes energy, optimism, creativity, and light – the essential element of cinema.

The colour also reflects the vibrant landscapes of Eastern Denmark and helps create a bold, visible identity.

Black in cinema serves as a powerful tool to signify power and define mood.

It focus viewer attention on composition, texture, and emotional, timeless storytelling.

Secondary Colours

The supporting palette draws inspiration from Eastern Denmark's landscapes, architecture, and coastal environment, expressed in vivid tones suited to a contemporary film identity.

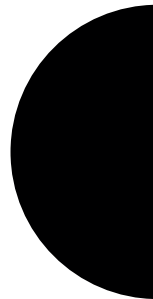
Teal Inspired by the oxidized copper roofs of Danish castles such as Kronborg and Frederiksborg.

Blue Reflects the sky and surrounding sea, canals, and coastline.

Orange Drawn from the warm brick architecture common across Danish towns and historic buildings.



CMYK
C0 M15 Y95 K0
RGB
R255 G212 B28
HEX
#ffd41c



CMYK
C60 M40 Y40 K100
RGB 0
HEX
#0

Primary Colours

EDFF primary corporate colour is Yellow (circle) and Black (text).



CMYK
C0 M75 Y100 K0
RGB
R242 G101 B34
HEX
#f26522



CMYK
C80 M15 Y50 K5
RGB
R12 G153 B140
HEX
#0c998c



CMYK
C100 M70 Y0 K0
RGB
R0 G91 B170
HEX
#005baa



Secondary Colours

The supporting palette is Orange, Teal, Blue and Grey (20% of the primary black). These colours should be used for secondary information such as background colours and textual highlights, to support primary colors and create depth.

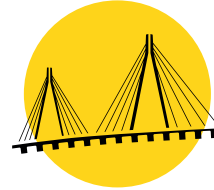
Together, these colours create a bold, modern palette that complements the primary yellow and works strongly alongside black.

LOGO VARIATIONS



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MAIN VERSION



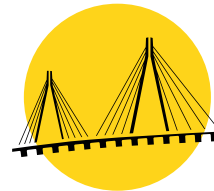
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FILM FUND

HORIZONTAL VERSION



DEN ØSTDANSKE
FILMFOND

MAIN DANISH VERSION



DEN
ØSTDANSKE
FILMFOND

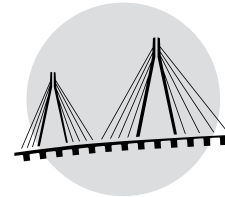
HORIZONTAL VERSION

LOGO VARIATIONS



EASTERN
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ON DARK BACKGROUND
VERSION



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EASTERN
DENMARK
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MONOCHROMATIC
VERSION



APPLICATIONS IN SPO

The circle of the logo can be used, both as a complete shape and as a half-circle to add a bit more versatility.



FAVICON

