design guide

Big ideas
come in
all shapes





COPENHAGEN
GAMING/FILM/MEDIA
FUND

the inspiration



Gaming, film, and media are, at their core, mirrors of how we think, feel, and relate to the world.
Using many different shapes adds visual interest and depth, it allows the brand to express versatility, creativity, and adaptability in a single mark.

The triangle feels dynamic and directional. It suggests movement, play, progression and action.
The sharp diagonal also gives it an energetic, youthful character, which fits gaming naturally.

The circle feels cinematic and iconic. It can evoke a camera lens, film reel, spotlight, or the idea of a “frame.”
Its continuous form also suggests storytelling and the cinematic experience.

The square feels like a screen, interface, social post, or media window.
The rounded corners make it contemporary and digital rather than rigid,
which makes it a strong fit for the broader media category.

The X feels more like connection, convergence, collaboration, or production,
something that brings gaming, film and media together.

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 colored shapes group.



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



the dont's

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

Stretch or transform



Outline



Adding shadows



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.

COPENHAGEN GAMING/FILM/MEDIA 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.

the typography

To keep the branding of CGFM 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
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ? ! ”# @ / & : ; , . *€

ALBERT SANS MEDIUM

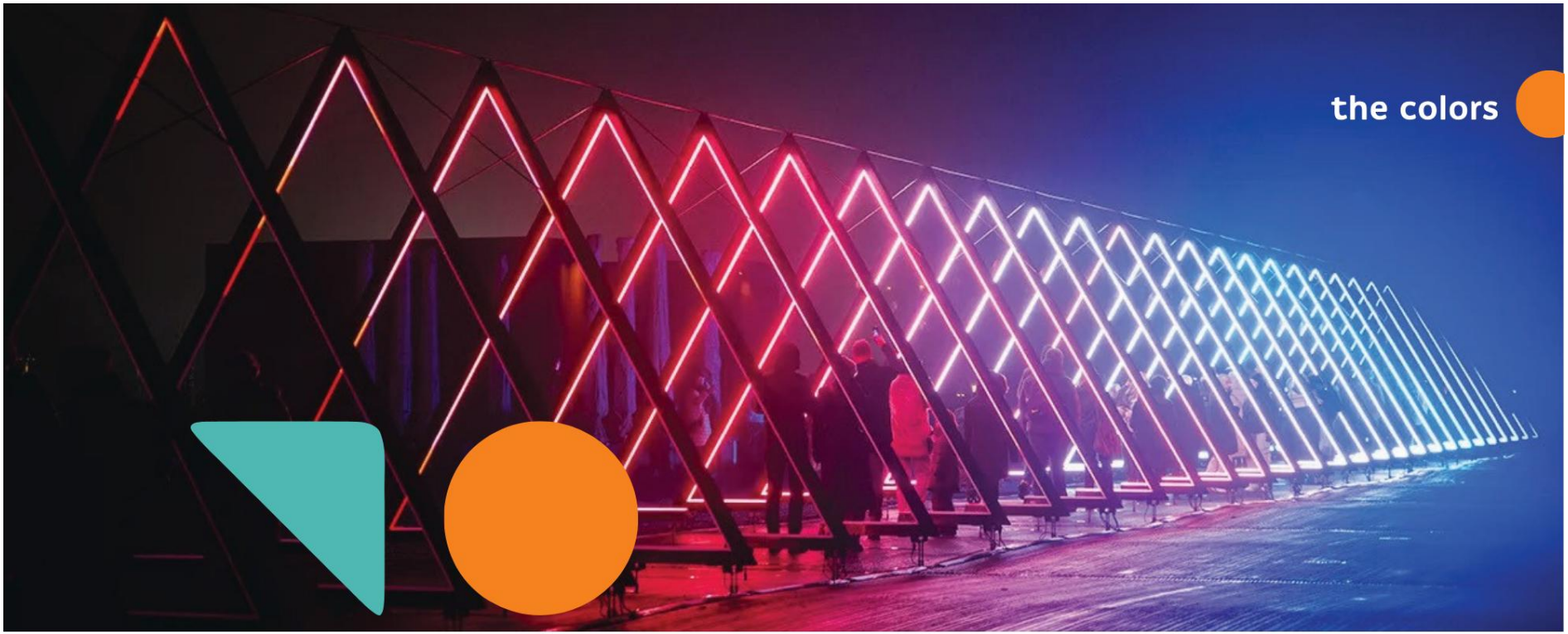
abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
0123456789 ‘ ? ! ”# @ / & : ; , . *€

ALBERT SANS BLACK

abcdefghijklmanñopqrstuvwxyz
ABCDEFGHIJKLMANÑOPQRSTUVWXYZ
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



Bright, saturated, synthetic, playful, and contemporary.
Teal, orange, magenta, and blue have that quality, which can work particularly well for gaming and contemporary media.

Together, the colors create a distinctive, optimistic identity balancing technology, creativity and entertainment.

Using a vibrant palette has also a nice advantage for entertainment branding,
it can work on a very dark background extremely well without requiring gradients or special effects.

White, black, and gray are also allowed to be used in combination with these colors.

the colors

C65 M5 Y35 K0
R80 G184 B177
HEX #50b8b1

C0 M60 Y100 K0
R245 G130 B32
HEX #f58220

BLACK C60 M40 Y40 K100 / RGB 0 / HEX #0

C0 M100 Y0 K0
R236 G0 B140
HEX #ec008c

C85 M55 Y0 K0
R40 G111 B183
HEX #286fb7

the logo variations



MAIN LOGO



ABBREVIATED LOGO



HORIZONTAL LOGO



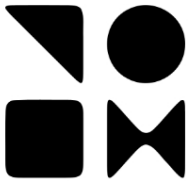
ABBREVIATED
HORIZONTAL LOGO



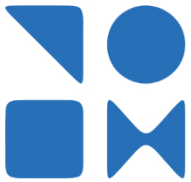
COPENHAGEN
GAMING/FILM/MEDIA
FUND

ON DARK BACKGROUND
VERSION

the logo variations



COPENHAGEN
GAMING/FILM/MEDIA
FUND



COPENHAGEN
GAMING/FILM/MEDIA
FUND

MONOCHROMATIC
VERSION

the examples

As secondary graphics, feel free to mix, match, resize and reposition the shapes to suit different applications. This flexibility is one of the key strengths of our brand identity. The individual colors and shapes can be combined to support different contexts, creative projects, and communication needs, allowing the identity to remain dynamic, playful, and distinctive while staying recognizably CGFM.



FAVICON

