



# Logo Guidelines



# Logo Design

C.F. Møller Architects’ logo is the main symbol of our company.

The logo must always be used in its original form and must not be redrawn, stretched or altered in any way. The logo consists of two main graphic elements; our brand name: C.F. Møller Architects; and the second element: The title block.

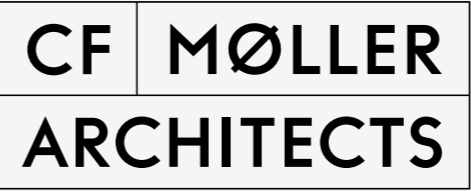
It is a valuable brand building asset that must be used consistently in all channels in formats approved.

Our brand name is written in a typography that is rooted in the geometric fonts from the 1920’s that matches our historical heritage.

When C.F. Møller started in 1924, architects were often involved in typeface design.

To ensure coherence across all platforms and legibility, these versions must always be used:

- The **primary logo** should always be used as the main logo.
- The **secondary logo** should be used when the primary logo is not legible or after the primary logo has been presented.
- The **tertiary logo** should only be used when the primary and secondary logo are not legible. It should only be used in a well-defined context.



Primary



Secondary



Tertiary



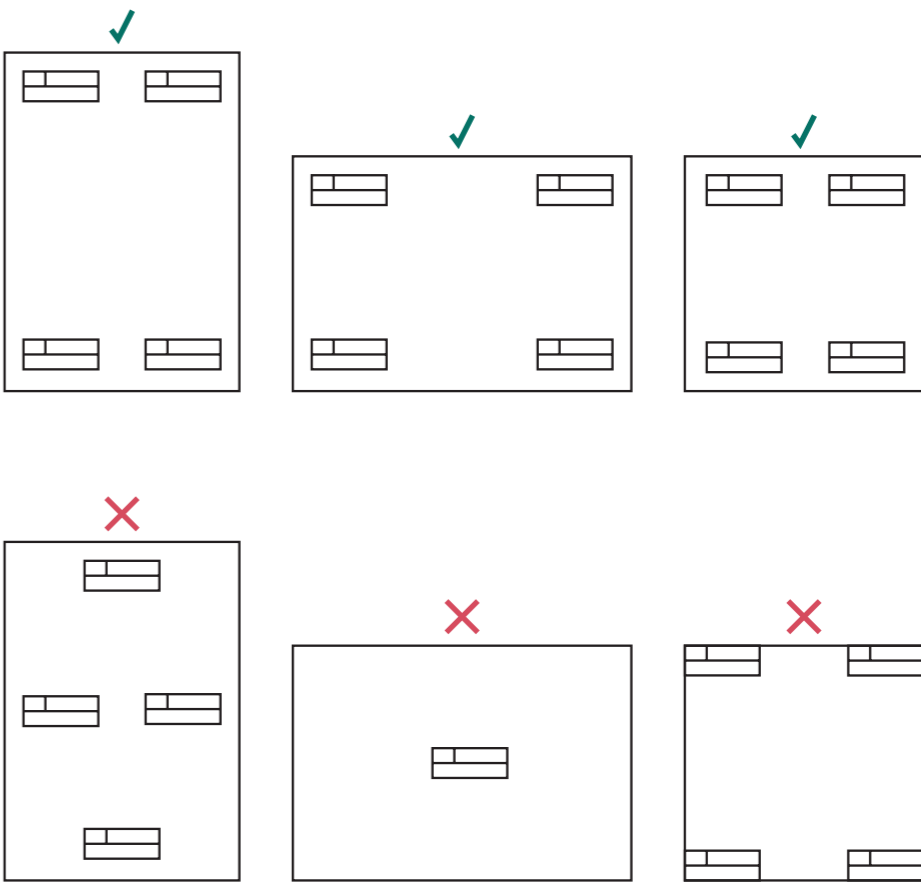
Primary



Secondary



Tertiary



**PRIMARY LOGO SIZES FOR PRINT**

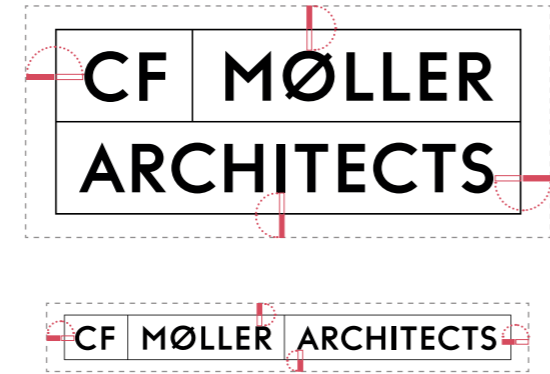
A-format	Logo width
A6	25 mm
A5	32 mm
A4	32 mm
A3	45 mm
A2	90 mm
A1	128 mm

→ Standard size logo

The standard size logo in different formats for print, screen etc. can be found here: [S:\Graphic profile\Logo](#)

**MINIMUM CLEARSPACE**

The recommended clear space must never be reduced, but it can be increased.

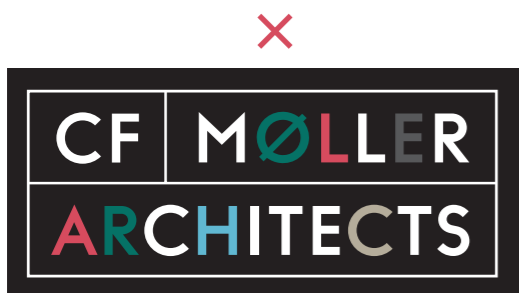
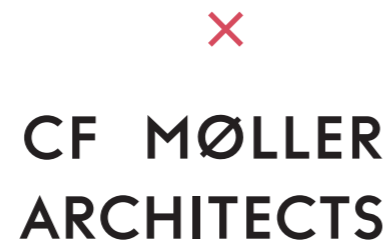
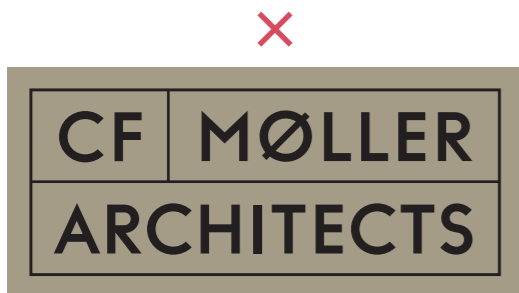
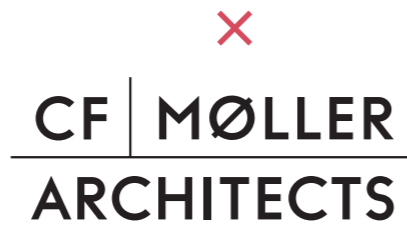
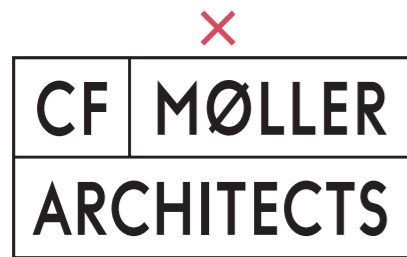


= Clearspace  
This is already assigned to the logo when you place it

**LOGO PLACEMENTS**

The C.F. Møller Architects logo should always be placed for maximum legibility. Unless it is not possible, place the logo aligned along the right hand bottom corner.

Different placements are allowed for some formats including logo and tagline and logo and partnership lockups. See the placement priority drafts above for placements.



#### LOGO DONT'S

Never try to create your own version of the logotype by writing in your own typeface, alter the frames, recolour or distort it in any way. Never use the logo with a background that affects logo legibility.



## Colours

C.F. Møller uses Black & White plus four unique colours. The colours convey a sense of dynamism and variety across all communication platforms.

The primary colours are used for logo and text.

The secondary colour palette is inspired by building materials and nature. These colours are used for secondary purposes, such as graphic elements, charts, creative drawings or illustrations. You can choose freely between all secondary colours.

Both the primary and the secondary colours may be used as gradients.

This colour scheme allows us to be creative within our identity and capture the essence of C.F. Møller Architects.

#### CODES FOR SECONDARY COLOURS

<b>Putty</b>	
CMYK	11 13 30 32
RGB	170 163 142

<b>Verdigris</b>	
CMYK	85 12 53 36
RGB	13 119 110

<b>Skyblue</b>	
CMYK	53 3 7 9
RGB	114 181 204

<b>Brick red</b>	
CMYK	8 84 52 5
RGB	194 77 82

CMYK is used for print and RGB for screen.