



# PLANCKS 2019 Odense

# Brand & Style Guide

## Logo



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Left: Logotype, variant A

Below: Logomark & variants:

The logo has five colour variations, suited for different purposes. Variant A is preferred.



A. Primary



B. Single colour



C. Single colour, Alternate



D. Dark background

E. Colourful background

## Colours

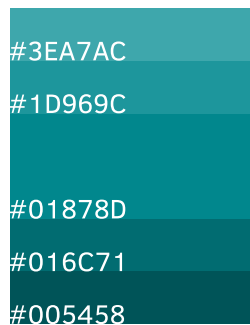
Base colour:

**Æter-orange**

Complimentary colour:

**Turquoise**

Greys



## Typefaces

Headline: Montserrat (Semi-Bold for logo, normal width for headlines etc.)

Body: FreeSans

Headline font size should be roughly 2x the size of the body font size (12 and 24, for instance). Line distance should be 1.5x. The typefaces can be found in the Dropbox folder.

## Organising Committee logo



# PLANCKS 2019 Odense

**ORGANISING COMMITTEE**