



COPENHAGEN  
INDUSTRIES

# IDENTITY

## A MANUAL IN EXPRESSION

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## **This style guide is important.**

Branding = Consistency + Consistency

The purpose of the style guide is to have a visual strategy in place, to give credibility and establish the company's place within the industry, and to provide uniformity in the communication of Copenhagen Industries.

This guide is our communication platform that provides consistency on every level of interaction with our customers, community, team and stakeholders.

Please adhere to this guide whenever possible.

Be inspired by it and keep it as a reference tool. The world is your canvas -- but this is your brush.



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# IDENTITY

# IDENTITY

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## Who we are

### Vision

*"Bringing all shots in-camera again."*

### Mission

*"We reinvent how stories are told, by crafting technologically superior tools for filmmakers everywhere."*

### Company Tagline

*"Shoot Your Story"*

### Product Tagline

*"Violette by Copenhagen Industries"*

### Platform Tagline

*"Fired by Violette Technology"*



## Rules of Engagement

### **We Build Friendships**

*Long-term relations weigh heavier than short-term benefits.*

### **We Break Barriers**

*If it can't be done; Watch us do it.*

### **We Keep Going**

*We try. We try harder. We try different. We succeed.*

### **We Know Our Product**

*We build for Safety, for Reliability, for Usability and for Experience.*

### **We Simplify**

*We think complex. We do simple.*

### **We Strive**

*Excellence is not an act; but a habit.*

### **We Produce Art**

*We pour our hearts into it.  
We don't skip corners.  
We always improve.*

### **We Dream with Dreamers**

*We build for artists, for instigators, for storytellers; for dreamers.*

### **We are Relevant**

*Our customers are our greatest critics and our strongest allies.*

### **We are Misfits**

*We are Weird. We are Curious. We are Passionate.  
We are Who we Are*



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# AESTHETICS

## The Name

The name **Copenhagen Industries** is an aesthetic juxtaposition of associative terms.

### COPENHAGEN INDUSTRIES

*Clean*

*Design Oriented*

*Peaceful*

*Light*

*“Hygge”*

*Harmony*

*Innovative*

*Playful and open*

*Ethical and responsible*

*Furniture and architecture*

*Hero*

*Natural*

*Futuristic*

*Familiar*

*Dirty*

*Industrial*

*Confrontative*

*Dark and heavy*

*Threatening*

*Conflict*

*Technological*

*Serious and closed*

*Immoral and devious*

*Weapons and arms*

*Villain*

*Synthetic*

*Retro*

*Anonymous*

The name creates a contrast between the friendly and open societies of Scandinavia, with the heavy and darker notes of the industrial, warmachine-like and anonymous megacorps of multiple cinematic universes.





## Intertextuality

Copenhagen Industries exists in a world by and for storytellers. In our communication and expression we illustrate that we understand the film industry through subtle and tongue-in-cheek intertextual references to cinematic, game, and narrative history.

Examples:

- Our name is a reference to companies such as Stark Industries and Weyland-Yutani Corp.
- Our business cards (and list of facilities) include “LV-426,” the planet on which the Xenomorph eggs are found in the Alien universe.
- Our warning labels include the Deathly Hallows sign, next to other triangular warning symbols.
- Our logo is a reference to Umbrella Corp., Omni Consumer Products, and Nakatomi Corporation
- Our product beltpack is named after the “Proton Pack” from Ghostbusters



## Intertextual References

The list of cinematic, gaming, and literary universes we use for cultural and pop-cultural references is extensive and include the following:

### Sci-Fi

12 Monkeys  
5th Element  
2001  
Alien  
Blade Runner  
District 9  
Jurassic Park  
Maniac  
Mars Attacks  
The Matrix  
Predator  
RoboCop  
Star Trek  
Tron  
West World

### Action

Die Hard  
Hunger Games  
James Bond  
Marvel  
Max Mad  
Resident Evil  
The Terminator

### Other

Fight Club  
Harry Potter  
Star Wars  
X-Men  
Zombieland

## Images

We use images with a dramatic, cinematic look and feel.

For marketing and branding materials, we tend to use images with low contrast and often in grey tones.

In images, to highlight specific elements, we allow these to remain in color, while the rest of the scene is grey tones.

In addition, images used on SoMe, Medium, and other communication channels will appear in color. In general, these images will reflect our target audience and will contain a cinematic, high-quality filter..

All images are selected for their ability to engage the audience or reader.



## Style

Copenhagen Industries' expression is based on simple and clean design principles.

We mimic design principles from fictional corporations, groups, and aforementioned cinematic universes in order to appear as if we were one.

Our visual style is a reflection of the contrast of our name, and utilizes heavy elements (such as the monogram), juxtaposed with lighter elements (such as the wordmark).

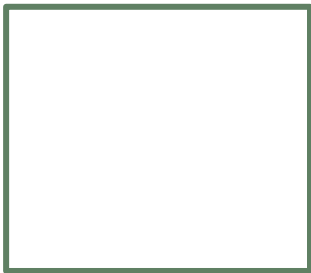
Our appearance is based on the heavy validity of the anonymous arms corporation, with the lighter and streamlined notes of modern technology.

We use simple and aesthetically pleasing visuals that signal stability, safety and innovation.



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# LOGO

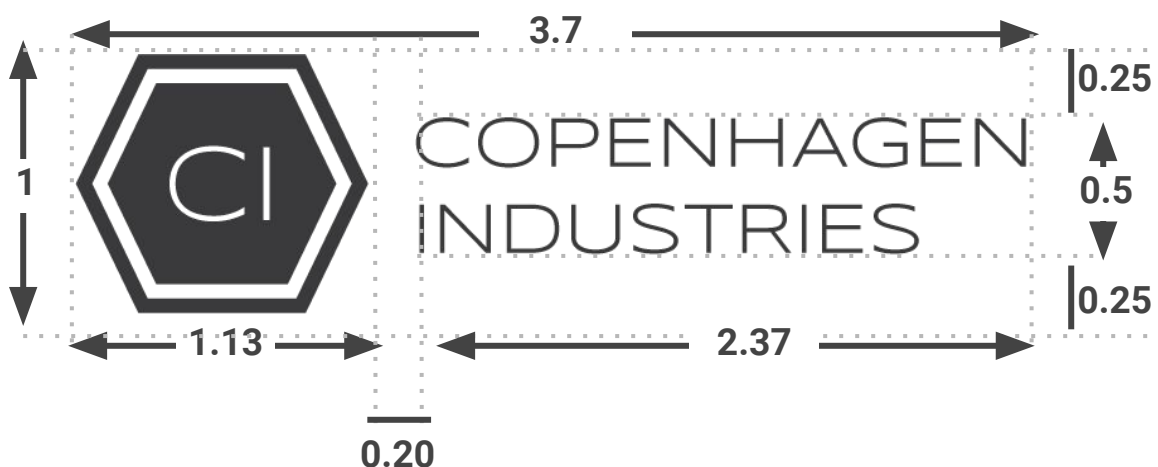


## Our Logo

The Copenhagen Industries logo consists of the monogram and the wordmark.



The ratio of the logo is **1:3.7** in the following construction.



The wordmark is set in UPPERCASE Syncopate and is vertically centered to the monogram.



## Logo Variations

The Copenhagen Industries logo comes in a Light and a Dark Version, set with either **Adamantium Grey** or white.

Use the dark logo version on lighter backgrounds and the light version on multi-colored and dark backgrounds, or whenever the original color of the logo does not fit with the rest of the color palette.



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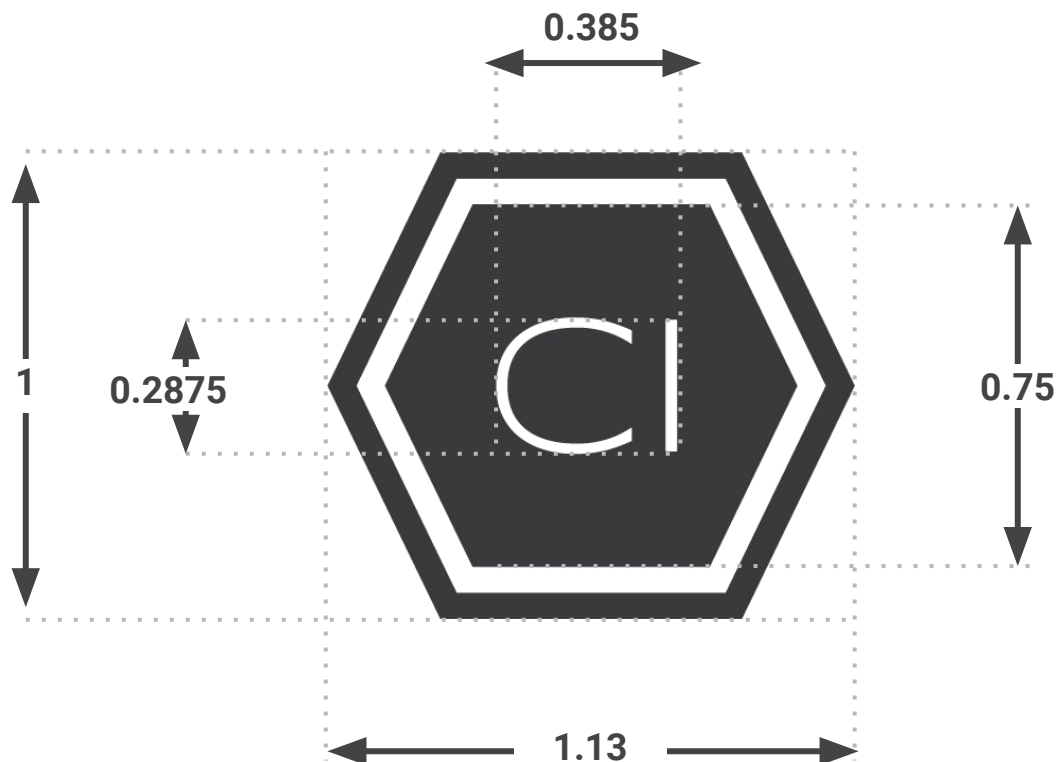
COPENHAGEN  
INDUSTRIES



## Monogram

The CI Monogram is often used as a watermark, identifying marker, and in headers and footers.

The monogram consists of a larger transparent hexagon, with a smaller (75%), solid hexagon centered vertically and horizontally on the inside, with the letters “CI” visually centered.





## Monogram Variations

As a general rule of thumb, the monogram is to be kept in either **Adamantium Grey** or white (when appropriate), but can be recolored with **Clockwork Orange**, **Soylent Green** or **The Color Violette**, when, for example, denoting section shifts in documents or similar indications.

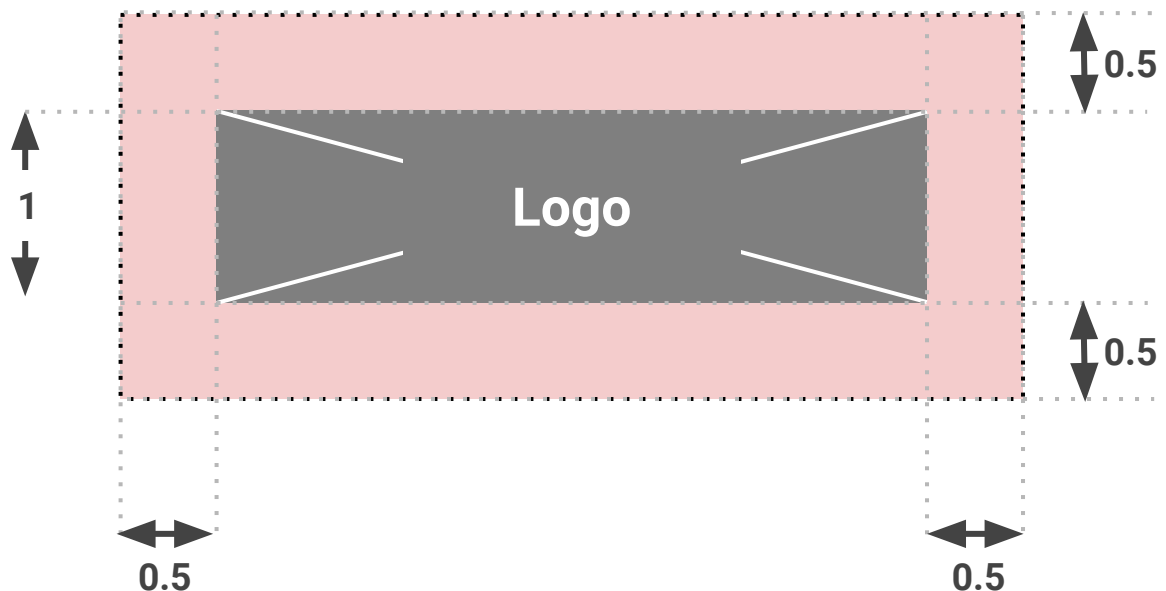
The centered “CI” and the inner of the two stroked hexagons are both transparent.



## Clearspace & Computation

Whenever you use our logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clearspace should be half the height of the logo on all sides. Example: if height of logo is 100px or 100mm, the clearspace should be 50px or 50mm respectively.



The clearspace rule applies to both the full logo and the monogram.

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# BRAND FONTS


## Logo Typeface

The typeface of the logo is set with **Syncopate**, a typeface designed in 2010 as a headline and display typeface.

Light in weight with a wide body width, it is a unicas design where the traditional lowercase x-height has been abandoned and a single uppercase height rules the design of all of the alpha and numeric glyphs.

Copenhagen Industries uses **Syncopate only** in UPPERCASE, **never** bold, and **only** as a Logo Typeface.

A B C D E F G H I J K L M N  
O P Q R T S U V W X Y Z !  
@ # \$ % ^ & \* ( ) 1 2 3 4 5 6 7  
8 9 0 / - +

*In special circumstances Syncopate can be used as headers. Typeface rules apply same as logo.*



## Typefaces Used Elsewhere

For body text, in print, and online, we use **Roboto**.

**Roboto** has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, **Roboto** doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Abcdefghijklmnopqrstuvwxyz  
æøåABCDEFGHIJKLM  
NOPQRTSUVWXYZÆØÅ  
!@#\$%^&\*()  
1234567890/-+



## Uses of Typefaces

Roboto comes in a variety of weights: *Thin*, *Light*, *Normal/Regular*, **Medium**, and **Bold**.

For body text, we use *Regular*. For headers, we use **Bold**, set in a darker shade of whichever color is being used. The same applies for subheaders, but with the use of **Medium**. Emphasis is set in *Italic* for lingual emphasis or proper names. **Bold** is used for technical or hard emphasis.

*Thin*

*Thin Italic*

*Light*

*Light Italic*

*Regular*

*Regular Italic*

**Medium**

***Medium Italic***

**Bold**

***Bold Italic***

### Header

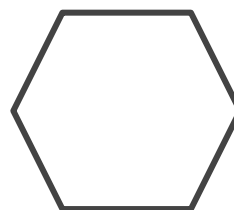
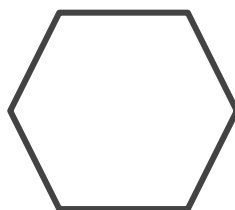
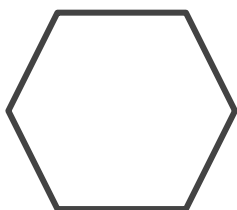
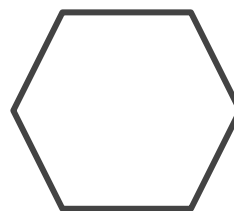
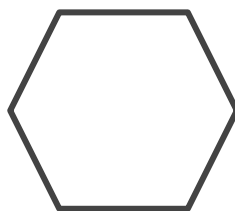
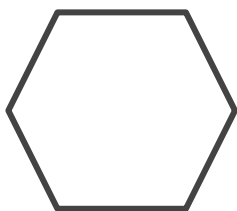
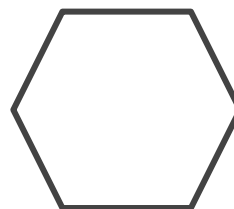
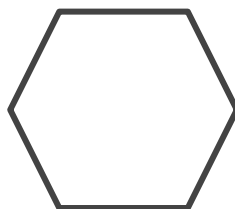
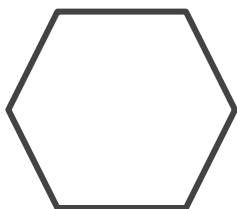
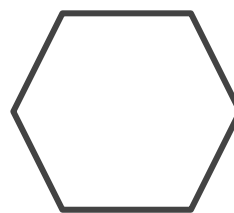
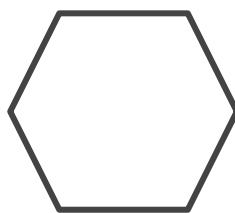
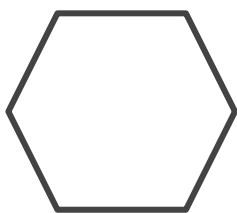
### Subheader

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do **eiusmod** tempor incididunt ut labore et dolore magna aliqua. Ut enim ad *Mr. Lorum*, quis nostrud exercitation ullamco laboris nisi ut **aliquip** ex ea commodo consequat.



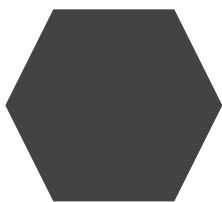
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# COLORS

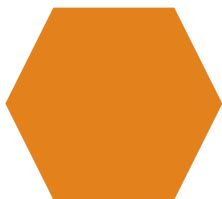
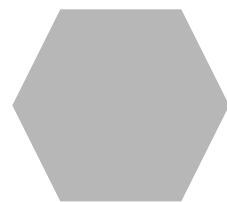
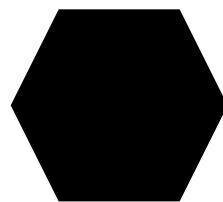


## The CI Color System

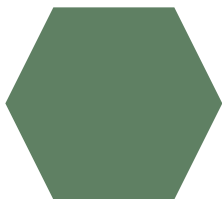
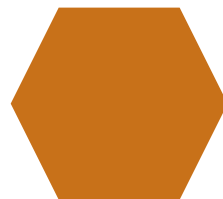
We developed a palette of colors that consists of one primary color plus two shades (lighter and darker). Consistent use of these colors will contribute to a cohesive and harmonious look.



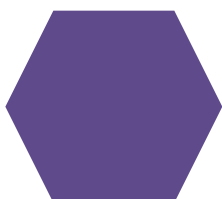
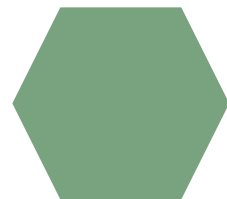
**Adamantium  
Gray**



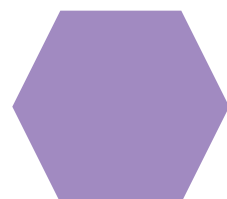
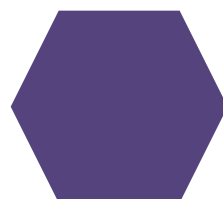
**Clockwork  
Orange**



**Soylent  
Green**



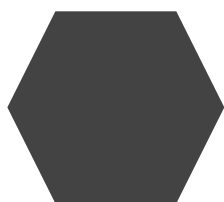
**The Color  
Violette**



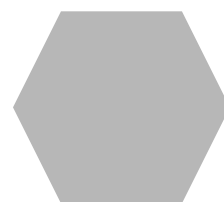
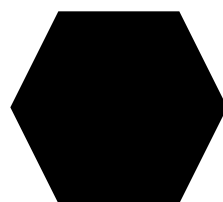


## Adamantium Grey

Our primary color of use is **Adamantium Grey**.



**Adamantium  
Gray**



**434343**

67 / 67 / 67

446C

67% 60% 59% 45%

**000000**

0 / 0 / 0

Black 6 C

75% 68% 67% 90%

**b7b7b7**

183 / 183 / 183

Cool Gray 4 C

29% 23% 23% 0%

It is to be used for bodytexts, most uses of the logo, and most rendered components of websites, collaterals, and print communications.

**Adamantium Grey** is easy to read, inoffensive, and provides a cool and smooth reading experience. Headers and even **single terms** are emphasized by using the darker shade (100% black).



## Clockwork Orange & Soylent Green

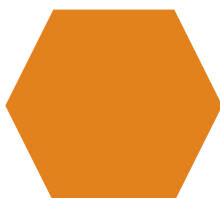
Both of these colors are chosen as high contrast and accent colors and are to be used in general communications about Copenhagen Industries. Often, **Clockwork Orange** will be appropriate, as it is lighter and blends easier in most use cases.

**E3811d**

227 / 129 / 29

158 C

9% 58% 100% 0%



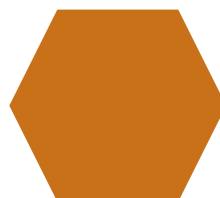
**Clockwork  
Orange**

**c87119**

200 / 113 / 25

153 C

18% 63% 100% 4%



**ff9020**

255 / 144 / 32

1495 C

0% 53% 95% 0%



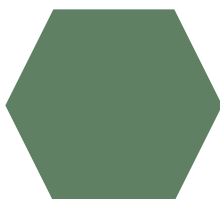
**Soylent  
Green**

**5f8063**

95 / 128 / 99

5555 C

65% 33% 67% 13%

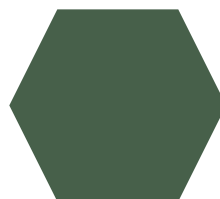


**47604a**

71 / 96 / 74

7736 C

71% 43% 72% 31%

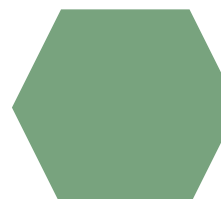


**78a37e**

120 / 163 / 126

556 C

57% 20% 60% 2%



## The Color Violette

The **Color Violette** is specifically and **only** used in conjunction with the Violette product or product series/platform.

**Violette** was previously used as main accent color, which may have be in remnants throughout CI documents.

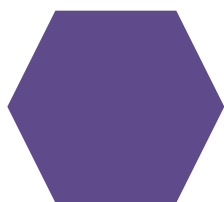
These are to be corrected with either Clockwork Orange or Soylent Green.

**5f4b8c**

95 / 75 / 140

7672 C

75% 82% 14% 2%

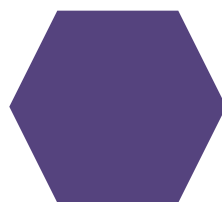


**55437e**

85 / 67 / 126

269 C

79% 85% 21% 7%

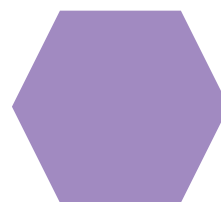


**a18ac1**

161 / 138 / 193

2645 C

38% 48% 0% 0%

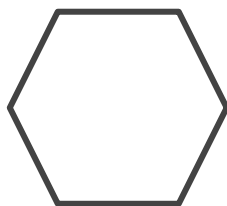
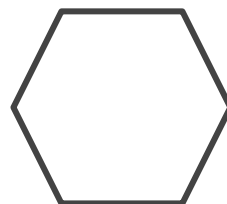
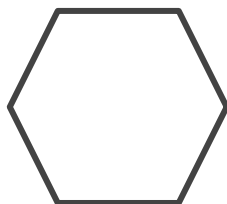


**The Color  
Violette**



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# GRAPHICS



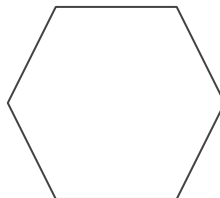
## Elements

Copenhagen Industries utilizes a few graphical components, namely the “Bar” and an equiangular, convex hexagon, either alone, the “Solitary Hexagon”, or two concentric ones, nested in each other (the “Nested Hexagon”). The latter is the main element of the logo.

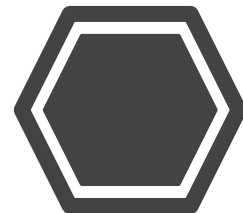
**The Bar**



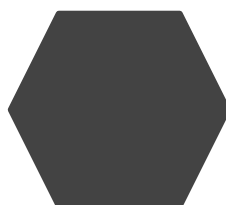
**Solitary Hexagon  
Stroke**



**Nested  
Hexagon**



**Solitary Hexagon  
Solid**

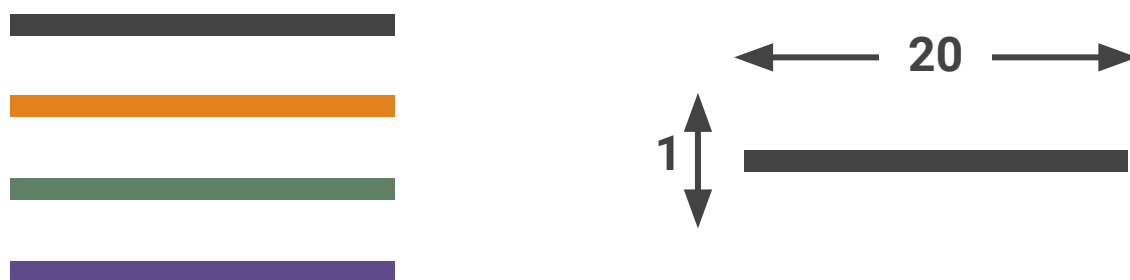


## The Bar

The Bar is primarily used in documents, presentations and similar files, both in print and online.

The Bar can be used in any of the four colors of the CI Color System, as long as it maintains the original ratio, and is used consistently within the document.

The aspect ratio for the Bar is **1:20**.



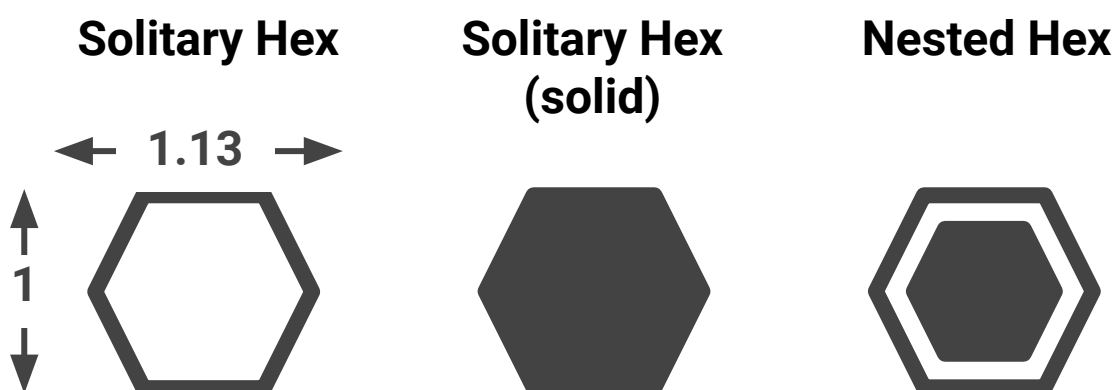
*The Bar may, under special circumstances, for instance on the cover of this Manual, appear in white.*



## The Hexagon

The Hexagon is a single polygon construction, either transparent or solid, with an unbroken stroke.

The ratio of the Hexagon is **1:1.13**



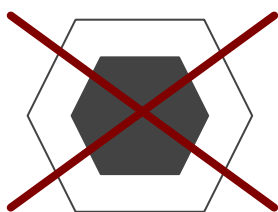
The Nested Hexagon contains a solid Hexagon of same proportions, with a white or transparent stroke of equal width to the surrounding stroke. The Solid and the Outside Stroke **must always** be the same color.

The two hexagons can be used as graphical elements where appropriate. It should not be overused and never appear in colors not part of the CI Color System.

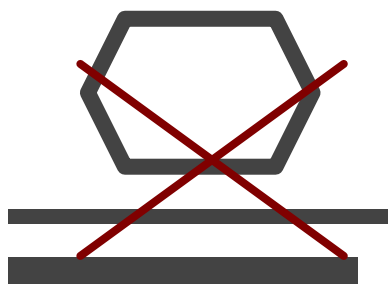


## Don'ts

**Wrong Proportions**



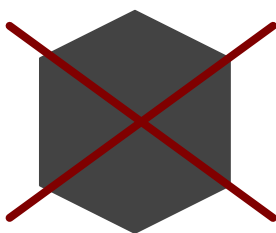
**Wrong Ratio**



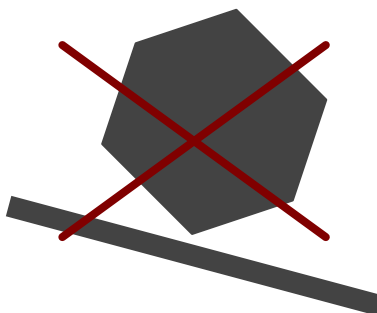
**Mixed Colors**



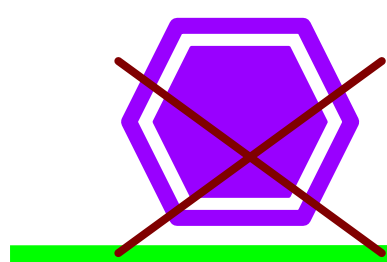
**Flipped**



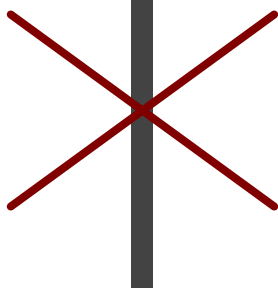
**Rotated**



**Wrong Colors**



**Break the Stroke**





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# LOGO USE



## Correct Use of Backgrounds

Images you use for the background should:

**Have a minimalistic look**



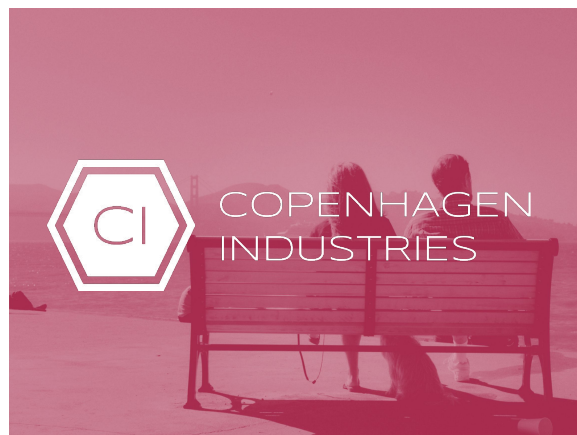
**Avoid sharp details**



**Keep low contrast on background image**

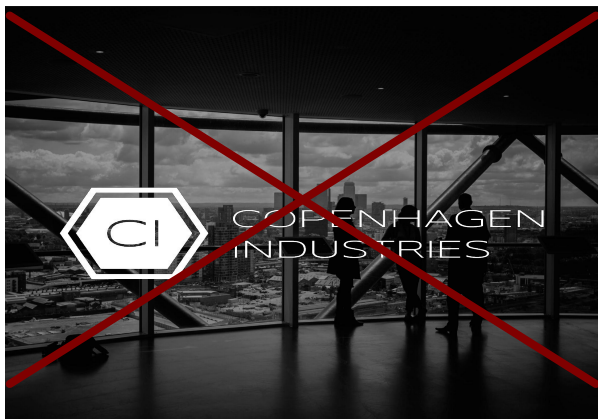


**Use solid color overlay (if overlay is used)**



## Incorrect Use of Logo

Do no skew the logo



Do not rotate the logo



Adhere to Clearspace rules



Beware of the bottom



## Incorrect Use of Backgrounds

**High contrast images**



**Highly detailed images**



**Images with small centered objects**



**Background with colors too similar to the logo**



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# STYLE GUIDE





# STYLE GUIDE

## Our Name

When using the Copenhagen Industries name in the context of its logo, always use all capital letters.

**DO** COPENHAGEN INDUSTRIES  
**DO NOT** COPENHAGEN INDUSTRIES

When writing the Copenhagen Industries name, always capitalize the first “C” and “I”, but not the rest of the wording.

**DO** Copenhagen Industries  
**DO NOT** copenhagen industries / COPENHAGEN INDUSTRIES

If abbreviation is needed use “CI”, *never* “cph” unless it is in context of a URL or SoMe handle.

**DO** CI  
**DO NOT** Cph Industries / CPH Industries / Copenhagen Ind. / C-I / C. I.

When speaking of our company, only use “Copenhagen Industries” as a name, never vary into different word types.

**DO** Copenhagen Industries makes replica firearms.  
**DO NOT** The COPENHAGEN INDUSTRIES makes replica firearms / The Copenhagen Industries’ replica Firearms.

Never put a full stop after Copenhagen Industries when used as a headline/subheadline

**DO** Copenhagen Industries / COPENHAGEN INDUSTRIES  
**DO NOT** Copenhagen Industries./ COPENHAGEN INDUSTRIES.



## SoMe Writing Rules

Communication on SoMe varies slightly from professional Copenhagen Industries branded communications. Formal writing rules, logo use, etc. will remain the same, in addition to the rules described below.

Always write Copenhagen Industries branded text in American English, not British English.

<b>DO</b>	Color
<b>DO NOT</b>	Colour

Keep writing short, but smart

<b>TWITTER</b>	280 characters max
<b>FACEBOOK</b>	No limit, aim for 1-2 sentences.
<b>INSTAGRAM</b>	No limit, aim for 1-2 sentences
<b>LINKEDIN</b>	No limit, aim for 2-4 sentences

Emoji use varies by channel. All emojis will follow a sentence, omitting the punctuation mark in the event that it is a full stop. Only question marks and exclamation marks may precede an emoji.

Example:

<b>DO</b>	Check this out :)
<b>DO</b>	Check this out! :)
<b>DO NOT</b>	Check this out. :)
<b>TWITTER</b>	No limit, aim for 0-2 emojis
<b>FACEBOOK</b>	0-2 emojis
<b>INSTAGRAM</b>	No limit, aim for 0-3 emojis
<b>LINKEDIN</b>	No emojis



## SoMe Writing Rules (cont.)

All sources for 3rd party content must be referenced in social media posts. References are to be separated by a "|" preceding the @ and tag.

<b>DO</b>	Check this out!   @Medium
<b>DO NOT</b>	Check this out! @Medium

When appropriate, tag the subject of the post on SoMe, but avoid directly tweeting at or otherwise publicly tagging a post subject with messages like, "Hey, we wrote about you!" Never ask for retweets, likes, or favorites.

<b>DO</b>	We talked with @Medium about filmmaking.
<b>DO NOT</b>	Hey @Medium can you RT this?

We employ hashtags deliberately. We may use them to promote an event or connect with users at a conference. We also use them to establish our brand, and therefore will use our branded hashtag #shootyourstory. Do not use hashtags entirely irrelevant to the Copenhagen Industries brand.

<b>TWITTER</b>	0-2 hashtags
<b>FACEBOOK</b>	0-1 hashtags
<b>INSTAGRAM</b>	5-30 hashtags (separated from caption)
<b>LINKEDIN</b>	0-2 hashtags

When engaging with audiences, all SoMe writing rules must be appropriately adhered to. The tone of voice of all engagements must directly reflect the tone on the respective SoMe page (e.g. Facebook engagements should reflect the same style as that on the Facebook feed). In addition, GIFs will commonly be used.





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# USE CASES



## Business Cards

CI Business Cards are following a template stored with our print provider (Vistaprint). The front of the card is white, with Adamantium Grey print, while the back is Adamantium Grey (Dark), with Silver print.



# USE CASES

## Email Signature

An official email signature of Copenhagen Industries employees adheres to the following design, and **always** appear in a Sans Serif font.

**Firstname Lastname**

Title



COPENHAGEN  
INDUSTRIES

**Mail** xx@Cph.Industries

**Cell** +xx xx xx xx xx

**About** About.me/Karpantschof

**Timezone** Central European Time (UTC+1)

[Personal note: For instance Nominated Best XXX or Read our latest blog post...]



# USE CASES

## Car Decals

For the most part, when CI employees operate vehicles, we attach the magnetic decals, stored in HQ, to the side of the vehicle.



COPENHAGEN  
INDUSTRIES

**UNIT**



## Document Headers

On some documents, official reports, and corporate communiquees, a logo variation can appear with the Wordmark broken in two lines, centered underneath the Monogram



## End Credits

Whenever a Copenhagen Industries product is being used by film- or tv-production our Terms of Service dictate that CI is credited in the rolling end credits with the following text and logo:



**Shot with**  
COPENHAGEN  
INDUSTRIES  
**firearms**





COPENHAGEN  
INDUSTRIES

# CONTACT

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For further questions about this Style Guide and general use of the Copenhagen Industries branding, please contact our team directly at [hq@cph.industries](mailto:hq@cph.industries).

