

Brand guide 2026

What do we look and sound like?

Tone of voice

Expert. Honest. Practical. Forward-looking.

Danish AM Hub speaks as an independent innovation partner for Danish industry.

We make new technology understandable, relevant and useful — with a clear focus on real value for companies, products, production and sustainability.

When we communicate, we should:

Make technology concrete

Talk about impact, not buzzwords: better products, shorter development time, less waste, lower CO₂e and stronger competitiveness.

Be honest and independent

We do not sell technology. We help companies understand what makes sense — and what does not.

Speak clearly and practically

Use simple, active language. Make it easy to understand where a company can start.

Set direction

We can challenge old ways of thinking, but always in a constructive, informed and industry-focused way.

Rule of thumb

Write less like a technology seller — and more like a smart, honest partner helping Danish industry move forward.

Color palette

Digital colors, greyscale and print reference colors for Dansk AM Hub presentations.

Core / digital



AM Hub Blue

#0903D4 · primary



Pink accent

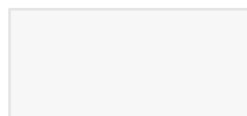
#F9CFC4 · accent



White

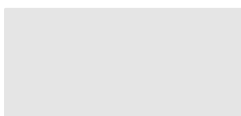
#FFFFFF · base

Greyscale



Soft grey

#F7F7F7 · background



Light grey

#E5E5E5 · cards



Medium grey

#B7B7B7 · lines



Dark grey

#6E6E6E · notes



Ink

#121212 · body

Usage

Use blue for structure and emphasis. Use pink sparingly for highlights. Use greys for cards, dividers, labels and source notes. Keep body text in ink/dark grey for readability.

Typography

Inter is the master font for headings, body copy, labels, charts and icon-library notes.

Typography - Inter

Inter type scale

Hero / cover

48–56 pt · Bold

The future is additive

Slide title

32–40 pt · Bold

A clear slide headline

Section label

12–14 pt · Semi Bold

CORE INSIGHT

Body copy

17–20 pt · Light

Use short paragraphs for context, explanation and speaker-friendly reading.

Caption / note

9–11 pt · Regular

Source notes, chart labels and footer text stay light and quiet.

Data / numbers

42–72 pt · Semi Bold

72%

Recommended use

Blue
major emphasis

Ink
main reading text

Grey
supporting notes

Pink
rare accent only

Usage

Use Inter as the single presentation font. Keep hierarchy clear through size and weight, not by mixing font families.

Hierarchy

Hero and slide titles carry the idea. Body copy explains it. Labels, captions and notes should stay smaller and quieter.

Rules

Avoid long all-caps text, ultra-light weights and stretched type. Use generous line spacing and keep body text in ink or dark grey.

Logo use

Logos identity and recognition

Core logo versions



English 5-line

horizontal / primary



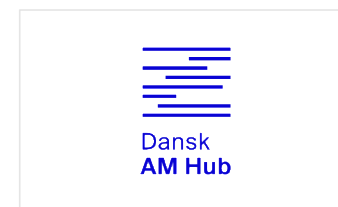
Danish 5-line

inverse / blue fields



English 8-line

stacked / square use



Danish 8-line

stacked / editorial use

Background use



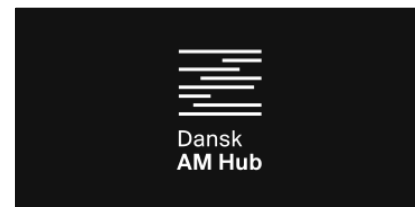
Light backgrounds

Use AM Hub Blue logo



Blue backgrounds

Use white logo



Dark backgrounds

Use white logo only
Generally, avoid this

Usage

Use blue logos on white or light grey. Use white logos on AM Hub Blue, ink or dark image areas. Keep all marks in the original proportions.

Versions

5-line horizontal logo: narrow formats, web and banners. 8-line stacked logo: square, A4 and editorial formats.

Do not

Do not recolor, stretch, rotate, add shadows or place the logo on busy backgrounds. Keep clear space around the mark.

Logo use

Logos identity and recognition

Minimum clear space

Example slide area

The logo sits inside the safe area, not on the edge.

A full line-set fits
between logo and
edge.



Safe margin shown

Preferred placement



White slide

Use the blue logo and keep the same margin to the top and right edge.



Blue slide

Use the white logo and preserve the same clear space.

Headline too close



Avoid crowding

Do not push the logo to the edge or let it compete with titles.

Rules

Leave at least one full logo line-set between the logo and any slide edge.

Keep the clear space equal on the two nearest sides.

Placement

Default position: top-right on standard slides.

Optional position: bottom-left when the layout requires it.

Use the blue logo on light backgrounds and the white logo on blue backgrounds.

Do not

Stretch, rotate or recolor the logo.

Place it on busy imagery or too close to headlines, page numbers or the footer line.

Examples of logo use

For reference and inspiration



Icon use

Icons, pictograms and other simple figures

White icon on blue background



Blue icon on white background



Icons are used to make content easier to scan and understand. They should feel practical, precise and connected

Style

Use simple line icons. Keep the look clean, consistent and easy to read.

Colour

Use blue icons on white or light-grey backgrounds. Use inverse icons on AM Hub blue backgrounds.

Use

Icons should support the message — not decorate it. Choose icons that clearly represent the topic.

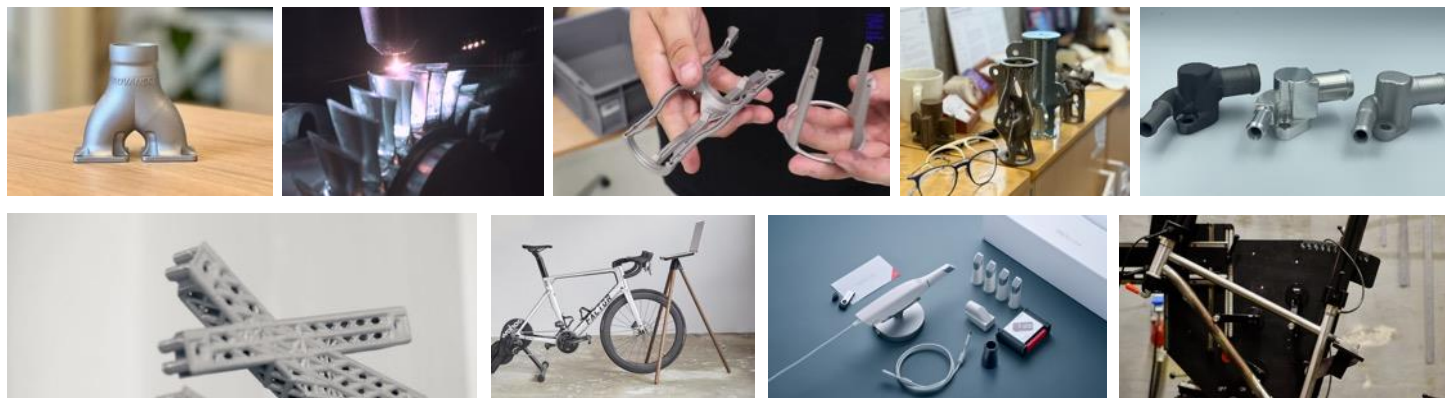
Avoid

Mixed styles, complex details, shadows, gradients, 3D effects, decorative icons or icons that feel generic or playful.

Image style

Real industry. Human expertise. Technology in use.

Product and production closeups



People



Use images that show:

People using technology

Hands-on, real environments — workshops, labs, factories, exhibitions and training settings.

Physical innovation

Close-ups of printed parts, materials, machines, prototypes and production details.

Collaboration

People sharing knowledge, exploring ideas and solving problems together.

Purposeful progress

Technology linked to better products, smarter production, sustainability and competitiveness.

Nordic credibility

Natural light, clean compositions, real settings and an optimistic but grounded feel.

Image style

Don't's



Do not

Generic tech clichés

Blue-glow networks, circuit patterns, holograms and digital brains.

Staged corporate moments

People shaking hands, pointing at screens or smiling in overly polished meeting rooms.

Obviously AI generated content

Generated AI visuals, that look and feel generated and out of touch with reality.

Too futuristic or sci-fi

Neon lighting, robots, virtual interfaces or images that feel more like concept art than real industry.

Over-polished product renders

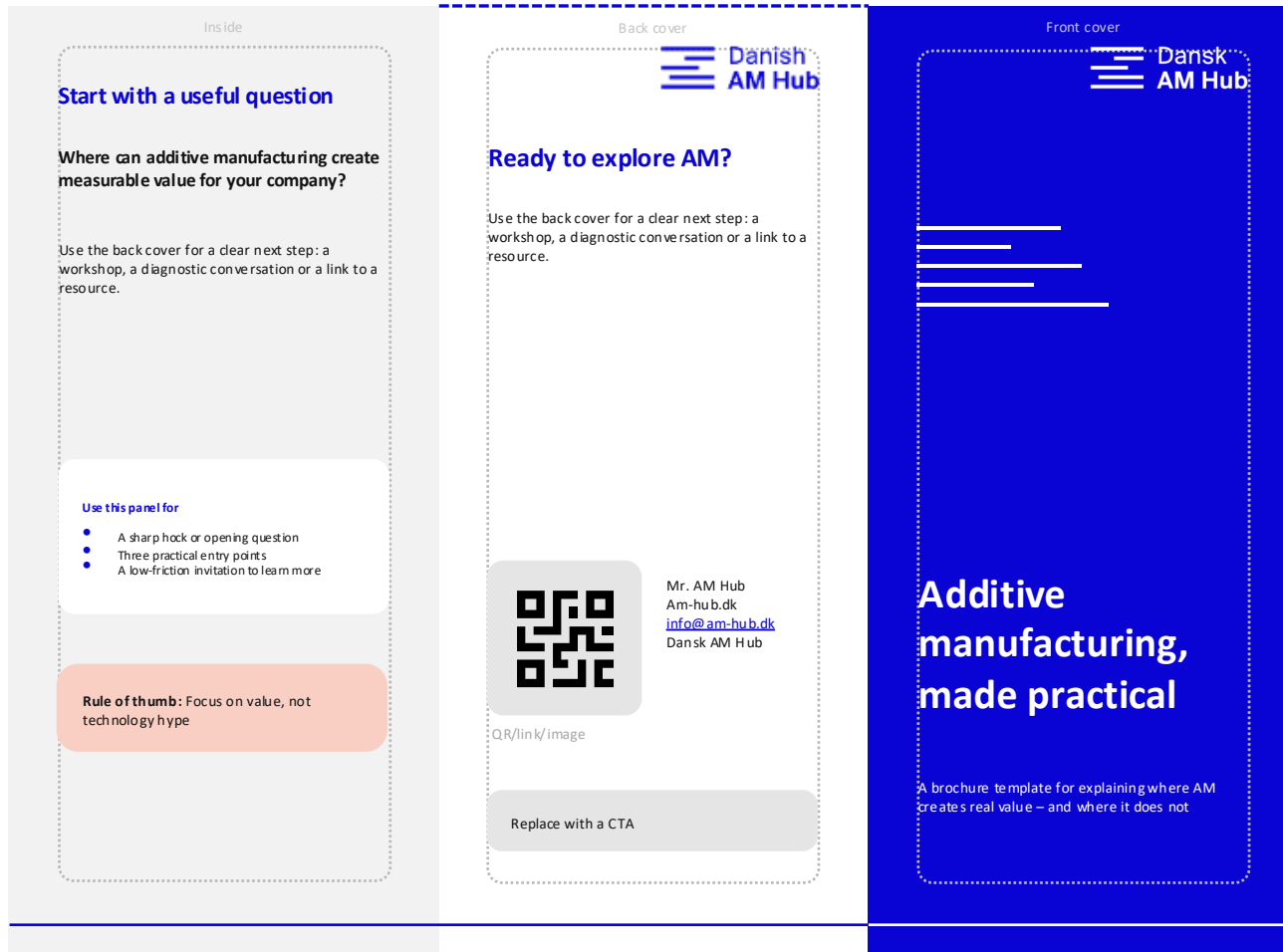
Perfect 3D visuals that feel like marketing renders rather than physical, tested innovation.

Off-brand icons

Colors or visuals that does not meet or standards

Brochure example

A4 landscape tri fold brochure



Type scale

Cover headline: 28-34 pt
Panel headline: 15-20 pt
Body text: 8.5-10.5 pt
Captions/labels: 6.5-8 pt

Layout

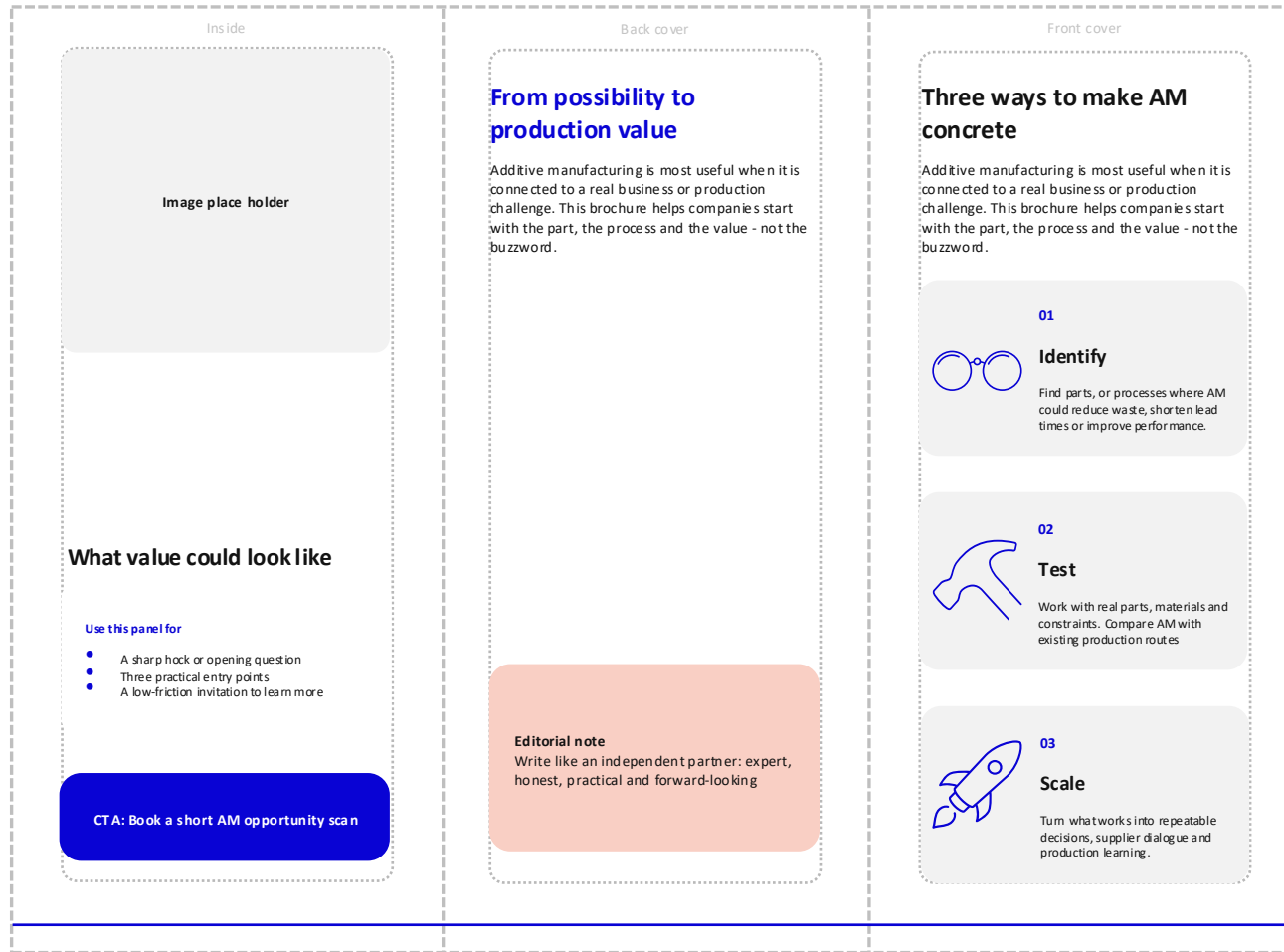
Use a clear hierarchy on each panel: one main idea, one short explanation and one visual or callout.
Keep generous margins and avoid filling every space.
Use blue lines, blocks or labels to structure the page.

Do not

Stretch, rotate or recolor the logo.
Place it on busy imagery or too close to headlines, page numbers or the footer line.

Brochure example

Logos identity and recognition



Type scale

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Panel headline: 15-20 pt
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Layout

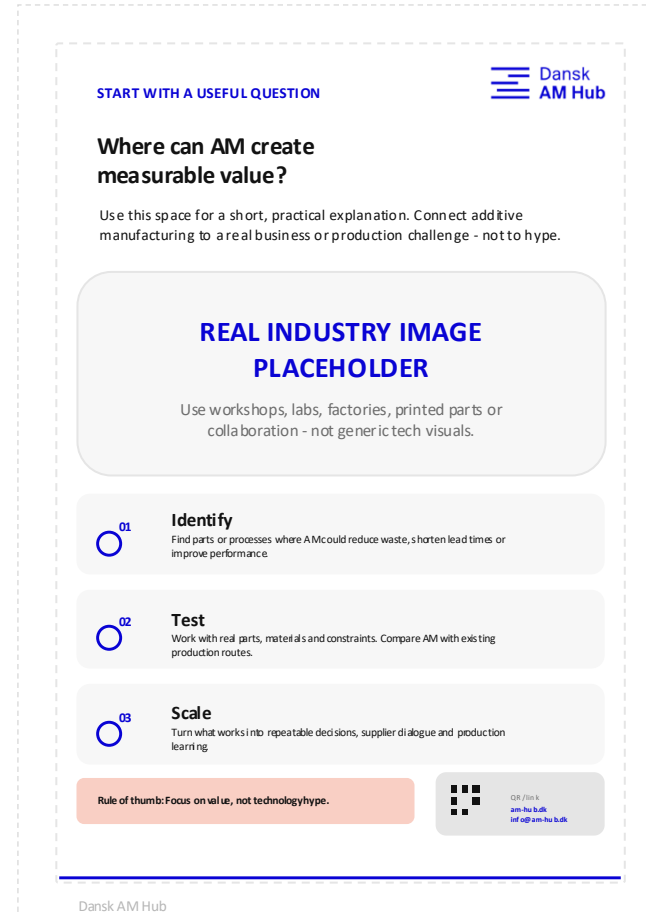
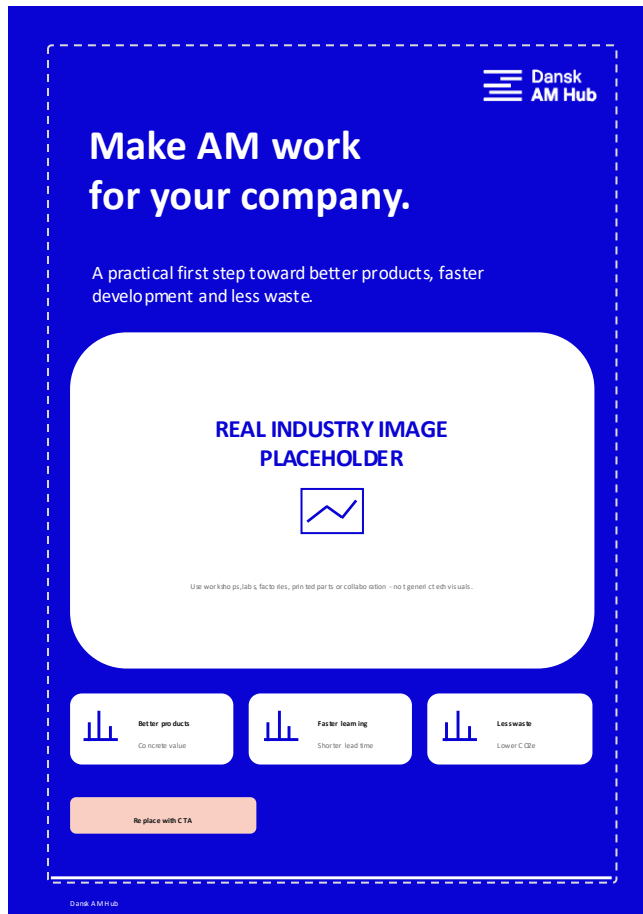
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A5 flyer example

For handouts and events



Type scale

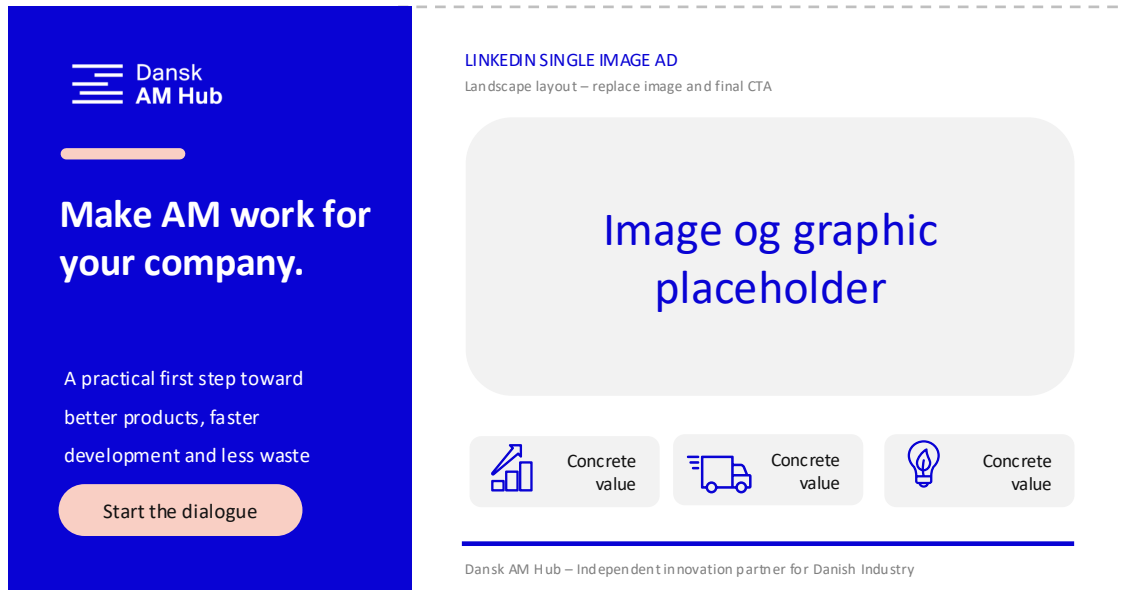
Use Inter. Keep the headline clear, short and practical. Body text should stay concise and readable.

Do not

Stretch, rotate or recolor the logo.
Place it on busy imagery or too close to headlines, page numbers or the footer line.

LinkedIn ad example

Landscape add



Type scale

Main headline: 44-64 px
Supporting text: 22-30 px
CTA / label: 16-22 px
Small notes: 12-16 px

Placement

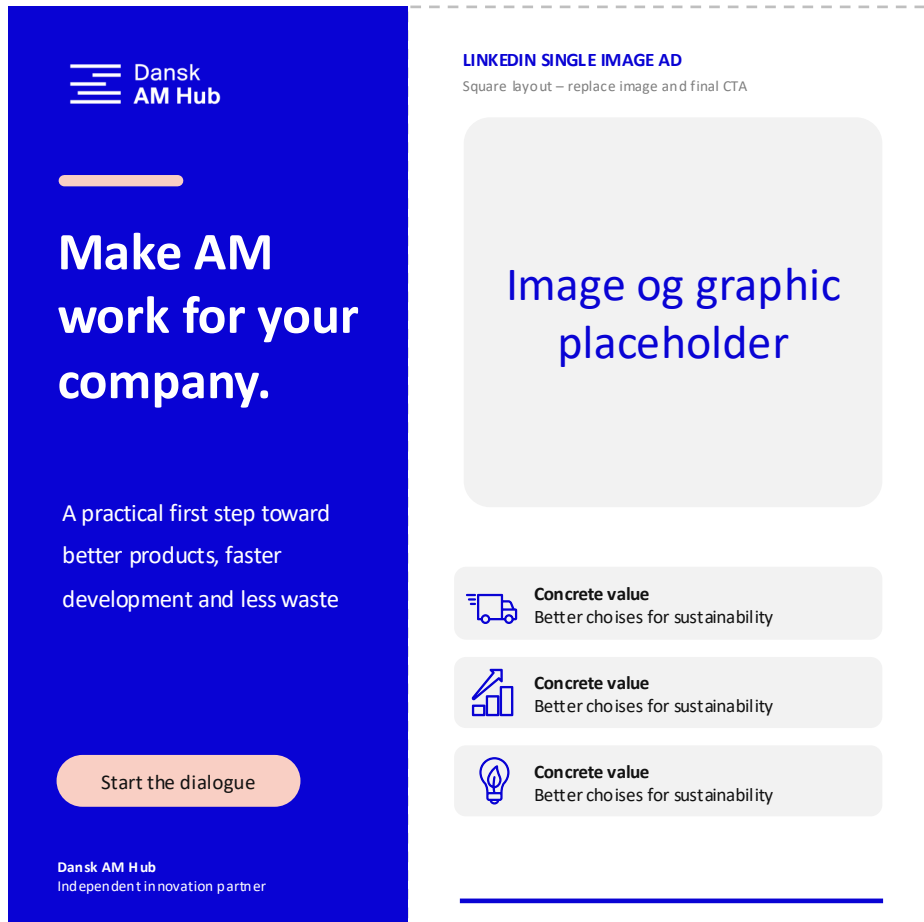
Use one clear message per ad.
Place the logo top-right or bottom-right with clear space.
Use the blue logo on light backgrounds and the white logo on blue backgrounds.
Keep the CTA visible, but secondary to the headline.

Do not

Overload the ad with text.
Use generic tech visuals, AI graphics, or sci-fi imagery.
Stretch, rotate or recolour the logo.
Place the logo on busy imagery or too close to headlines or CTA text.

LinkedIn ad example

Square ad



Type scale

Main headline: 44-64 px
Supporting text: 22-30 px
CTA / label: 16-22 px
Small notes: 12-16 px

Placement

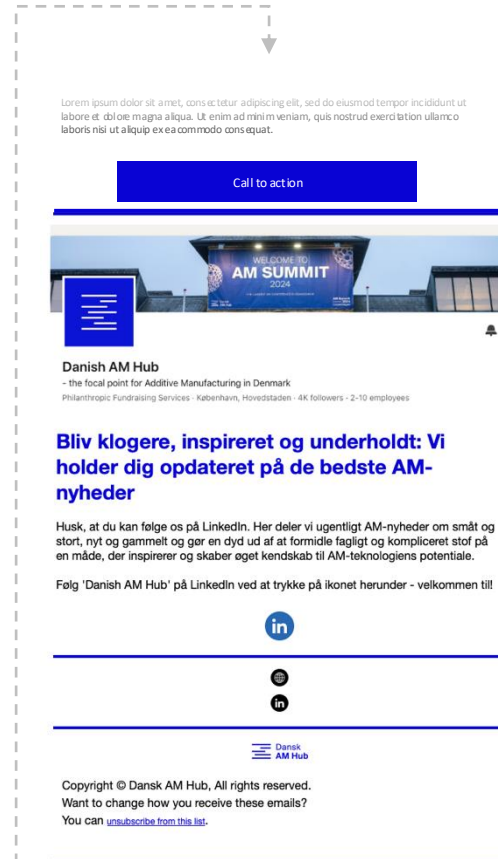
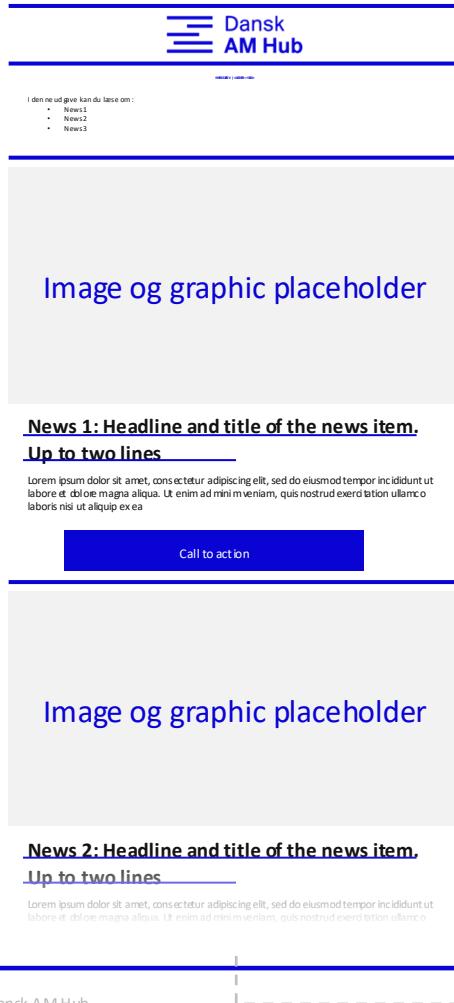
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Newsletter example

Sent out via mailchimp



Editorial note

In our Mailchimp profile, there is already a template that is made to this setup. Use feb 2026 for reference.

Purpose

The newsletter is Dansk AM Hub in editorial form: expert, honest, practical and forward-looking. Always written in Danish

Layout

Use a clean single-column layout with generous white space, clear hierarchy and AM Hub Blue divider lines

Article blocks

Each story should include one strong image or video thumbnail, one clear headline, short copy and one primary CTA.

Images

Use real industry images: people, production, workshops, events, machines, parts and collaboration. Avoid generic tech visuals, sci-fi styling and obvious AI-generated imagery.