

Logotype

rumsans

Typography

Faktum

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz Ææ Øø Åå
0123456789

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz Ææ Øø Åå
0123456789**

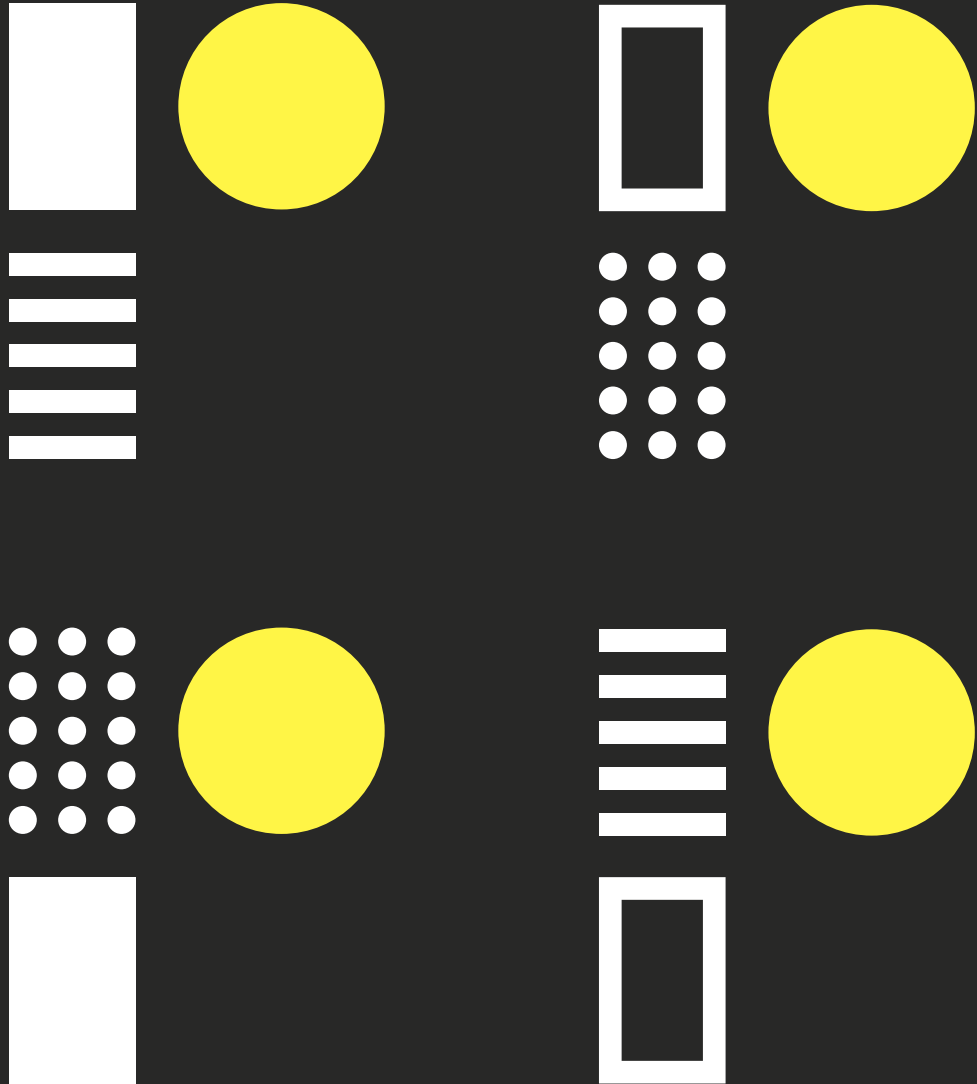
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz Ææ Øø Åå
0123456789

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz Ææ Øø Åå
0123456789**

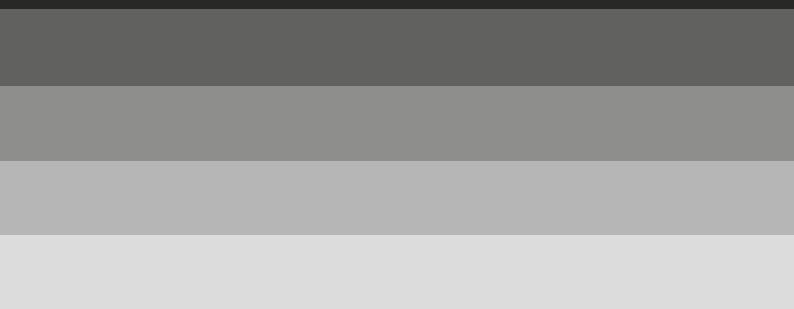
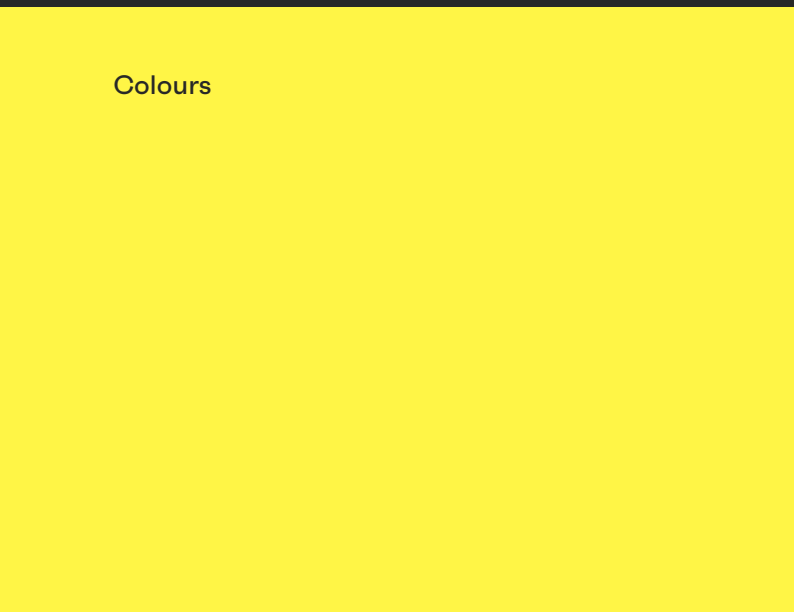
Highlighted text

Skab rum der kan opleves af alle

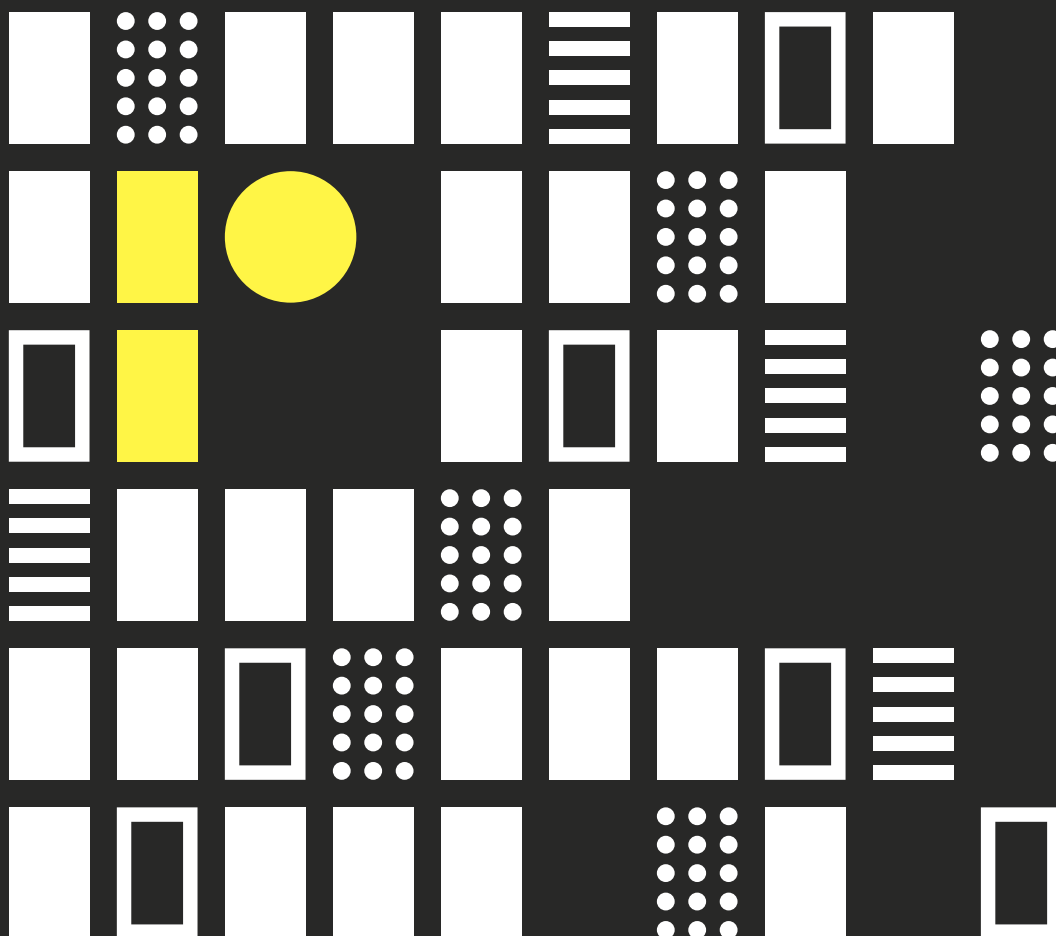
Logomark



Colours



Pattern



The bold pattern consists of building blocks inspired by the visual language of street signage, wayfinding, and accessibility, i.e. the visual navigation indicators that we all see on the streets, tactile pavings, line markings, and marked spaces.

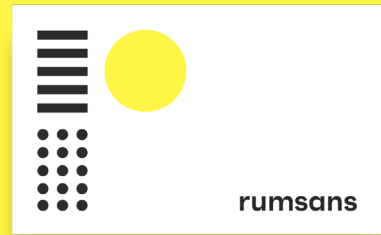
The yellow “r” breaking up the pattern depicts Rumsans as a fresh inspiration in a world full of misconceptions about universal design.

rumsans

CCA 2020



Small Business Identity





A poster with a black background and a subtle, embossed texture. The word "rumsans" is written in white in the top right corner. The central area is filled with a grid of white geometric shapes: squares, rectangles, circles, and clusters of dots. A single yellow circle and a yellow square are placed within the grid. At the bottom, the text "Universelt design-dag" is in white, "26. marts 2020" is in yellow, and "For mere information www.ud-dag.dk" is in white.

rumsans

Universelt
design-dag
26. marts 2020

For mere information www.ud-dag.dk



A poster with a black background and a subtle, embossed texture. The word "rumsans" is written in white in the top right corner. The central area is filled with a grid of white geometric shapes: squares, rectangles, circles, and clusters of dots. A single yellow circle and a yellow square are placed within the grid. At the bottom, the text "Skab rum der kan opleves af alle" is in white, and "For mere information www.rumsans.dk" is in white.

rumsans

Skab rum der
kan opleves
af alle

For mere information www.rumsans.dk

