

The Central is a new communications agency,  
based in in Copenhagen.

Offering a range of strategic communication  
advisory services, The Central works to connect  
people, brands and companies with the right  
stakeholders, and advise clients on navigating in  
an increasingly complex media landscape.

# THE CENTRAL NTR

Offering a dual perspective on the company name, the logo denotes both a focal point and a framed space for what's central.

Based entirely on repositioned type, the design is simple and straightforward, yet playful and unconventional within the sector.









In static form, the logo is solid and compact, easily applied across key touch points.

In animation, the logo expands and contracts dynamically, adapting to different formats, while always maintaining a centred composition.

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