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 Logo design 1/4

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.





The Central Logo design 2/4

## CE THE AL NTR

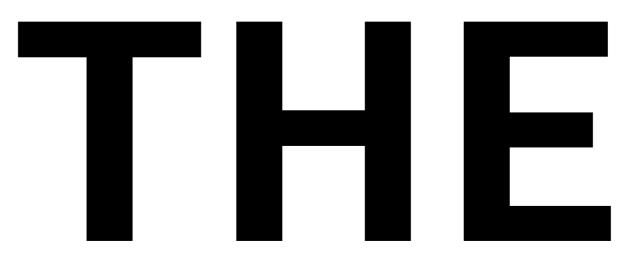
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thecentral.dk



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

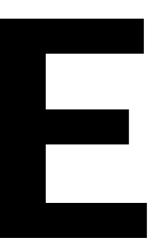
In animation, the logo expands and contracts dynamically, adapting to different formats, while always maintaining a centred composition.



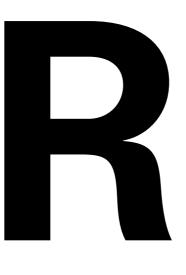












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