

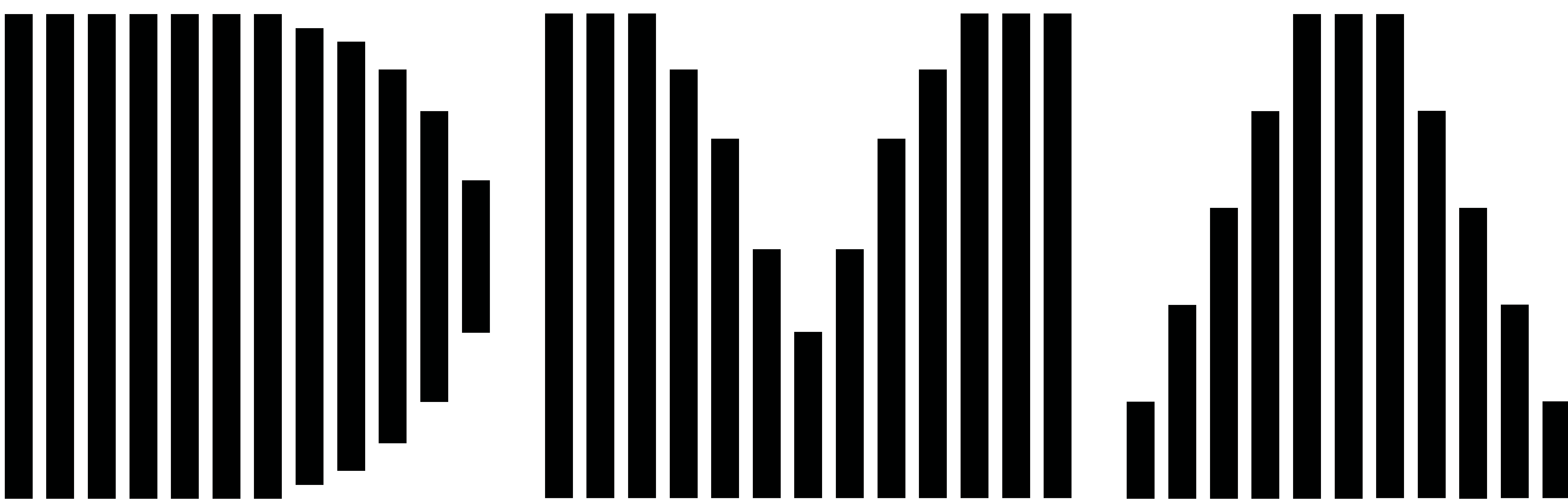
STATIC LOGO

When creating the logo for Danish Music Awards, we proposed designing a distinctive and dynamic logo system. Inspired by waveforms, the logo can take endless of shapes depending on the musical input. Taking cues from music, the logo graphically represents the music industry, the individual artists and not least the culture itself. The primary

idea was to add an institutional and contemporary look and feel to the rebranding of Danish Music Awards through the use of music. The identity all come together during their annual event celebrating the latest and best in Danish music. Because it's for the music. By the music.

Designed by Uncle Grey  
Released in October, 2022

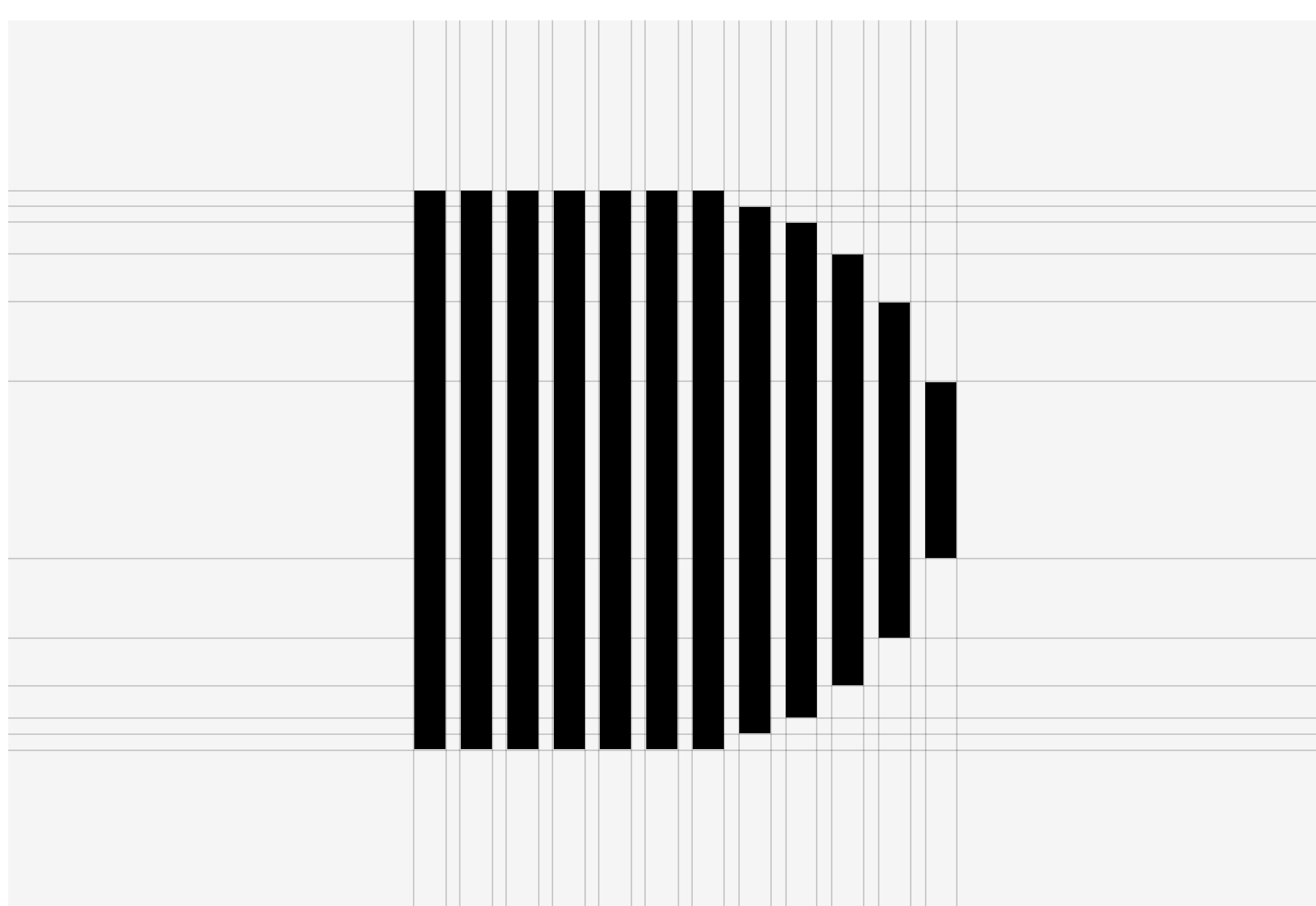
LOGO



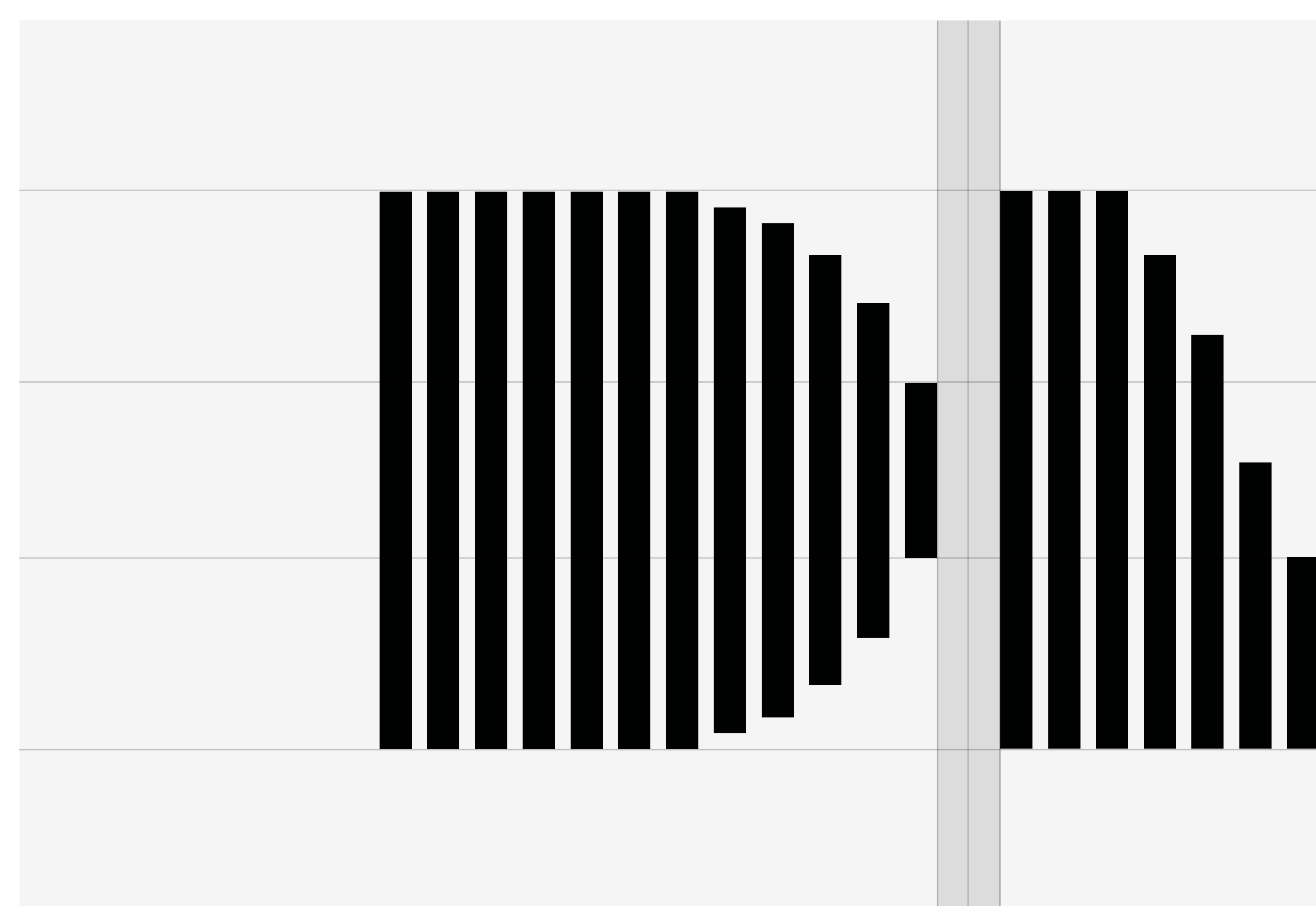
LOGO CONCEPT

The custom designed logo for Danish Music Awards takes direct cue from music by imitating waveforms found in sound levels. The logo contains a minimal, yet subtle and strong graphical expression that clearly communicates what it's all about: the music.

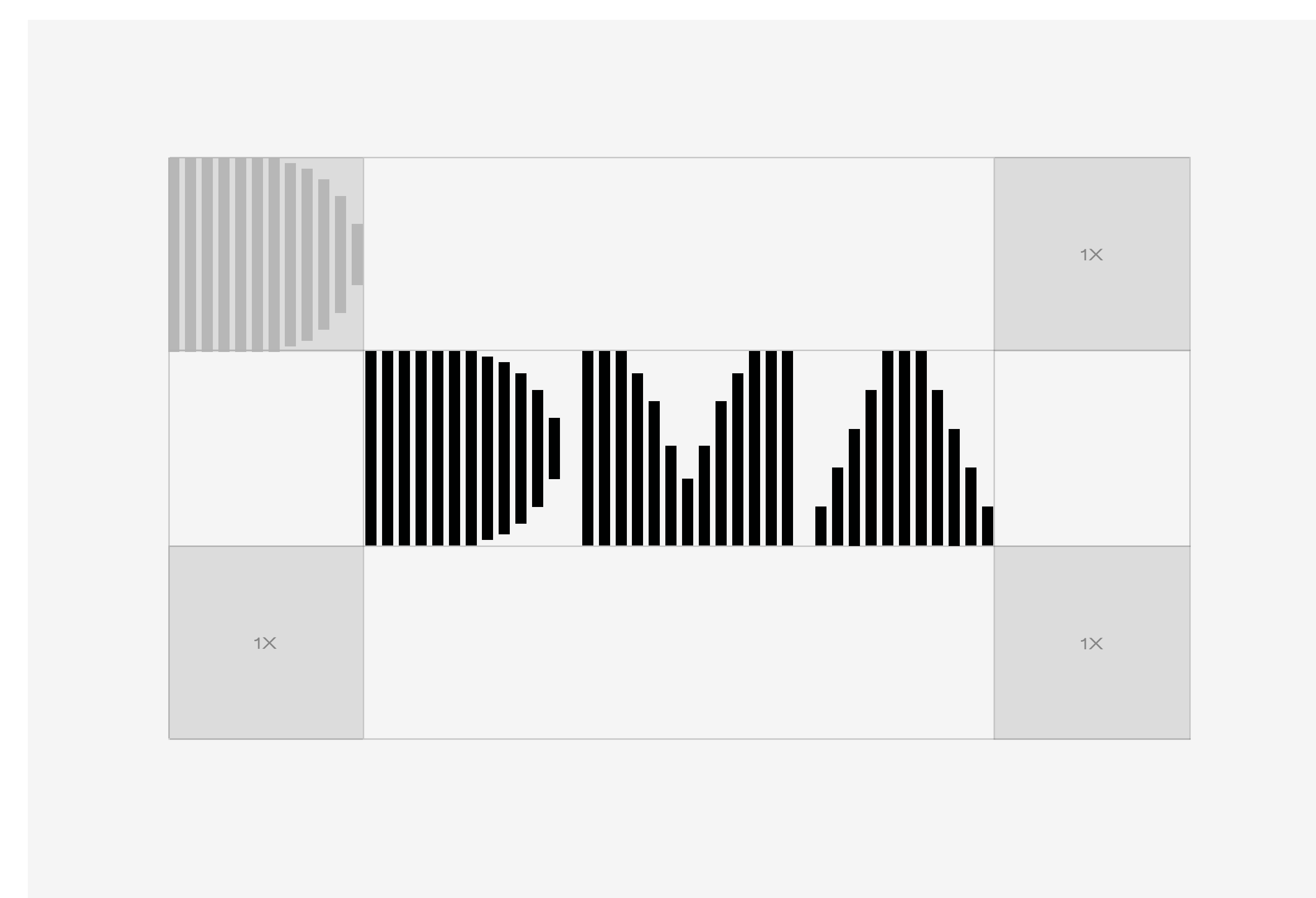
SYMBOL CONSTRUCTION



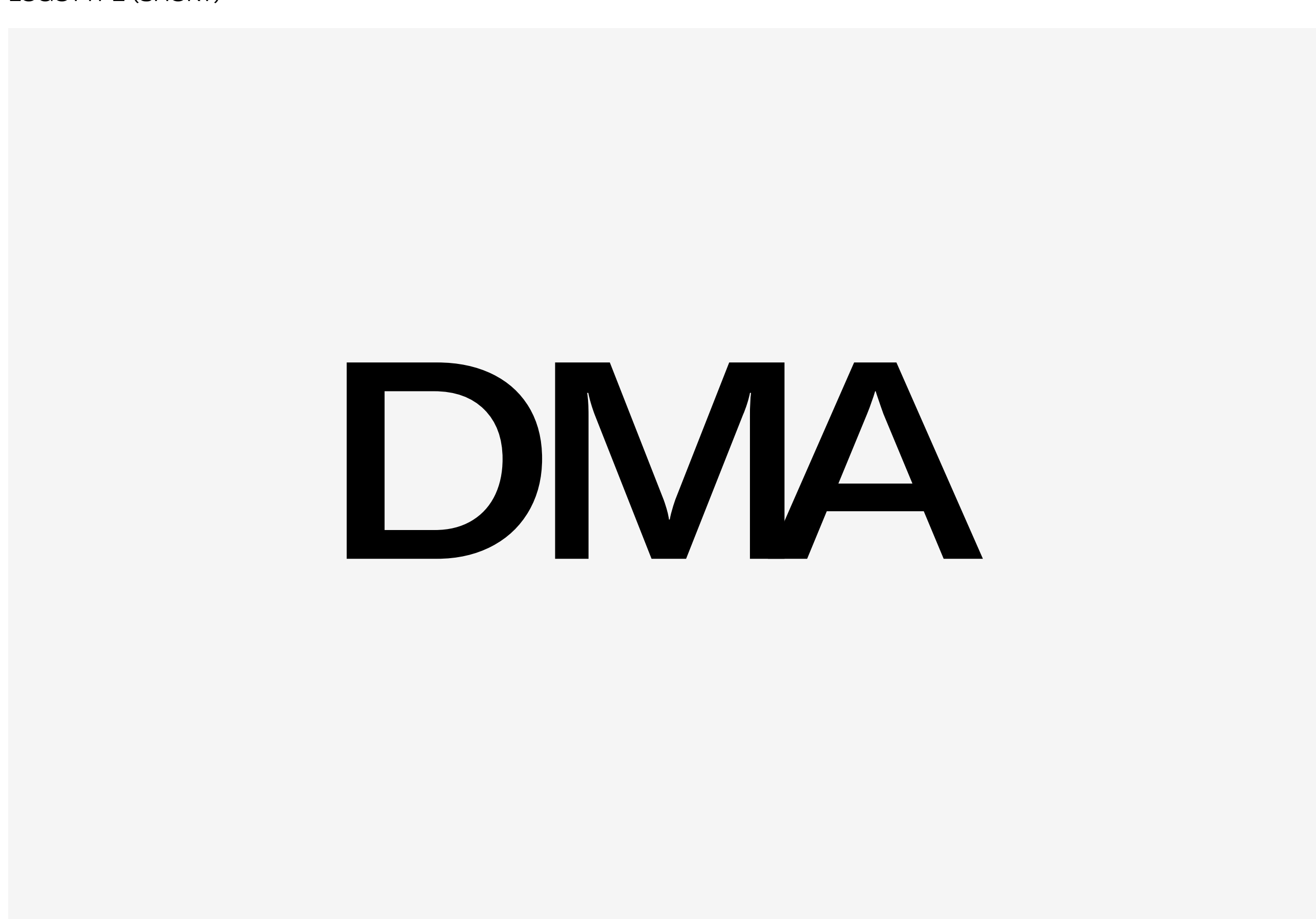
LOGO ALIGNMENT AND SPACING



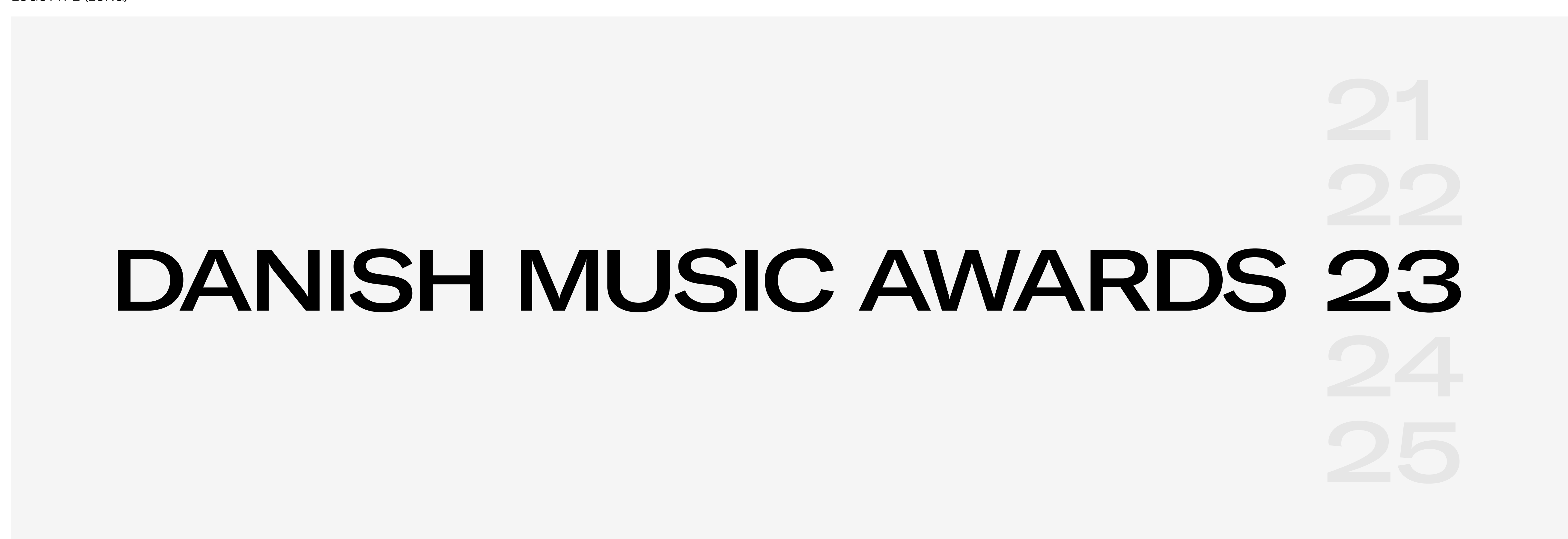
LOGO SAFE ZONE



LOGOTYPE (SHORT)



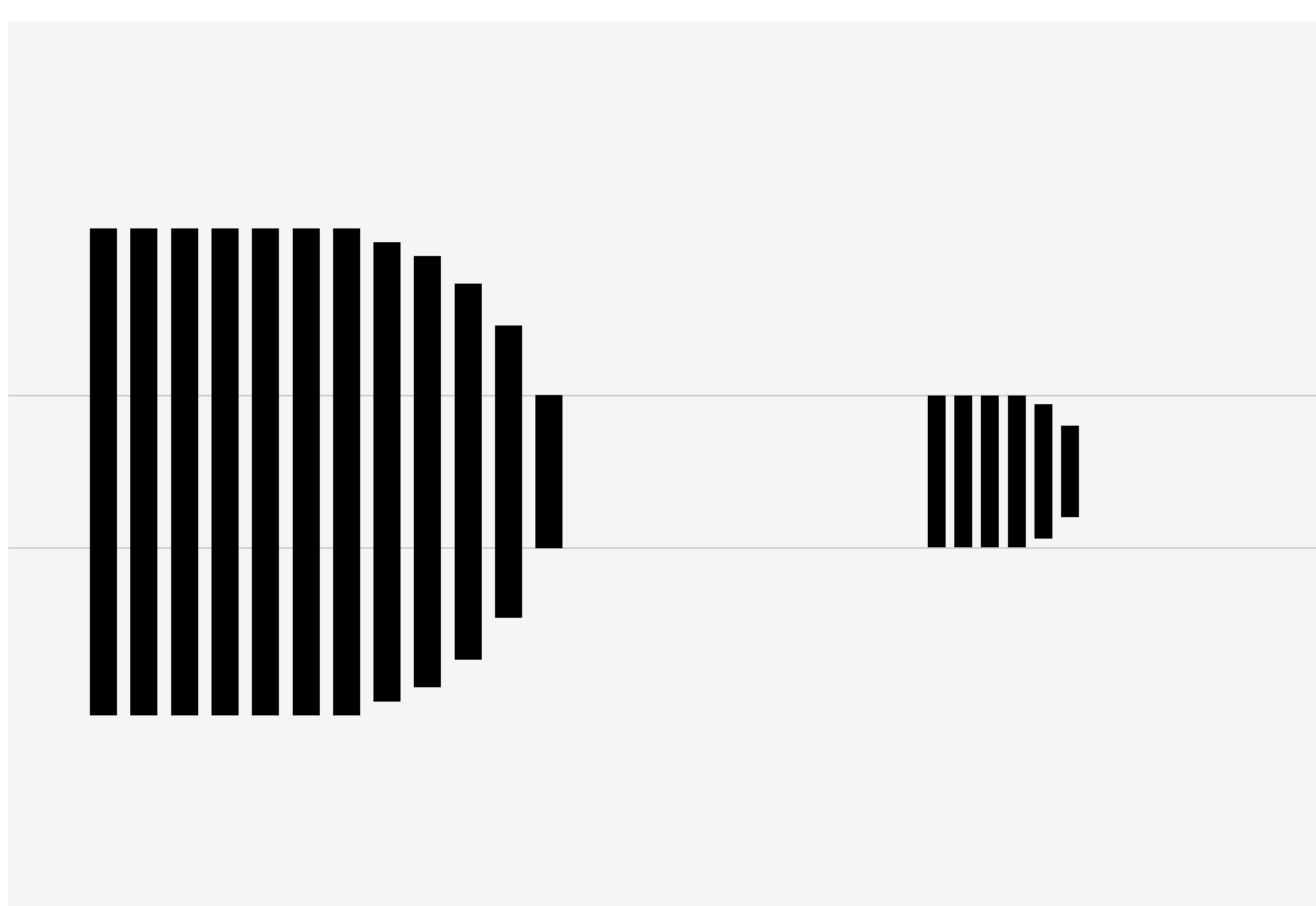
LOGOTYPE (LONG)



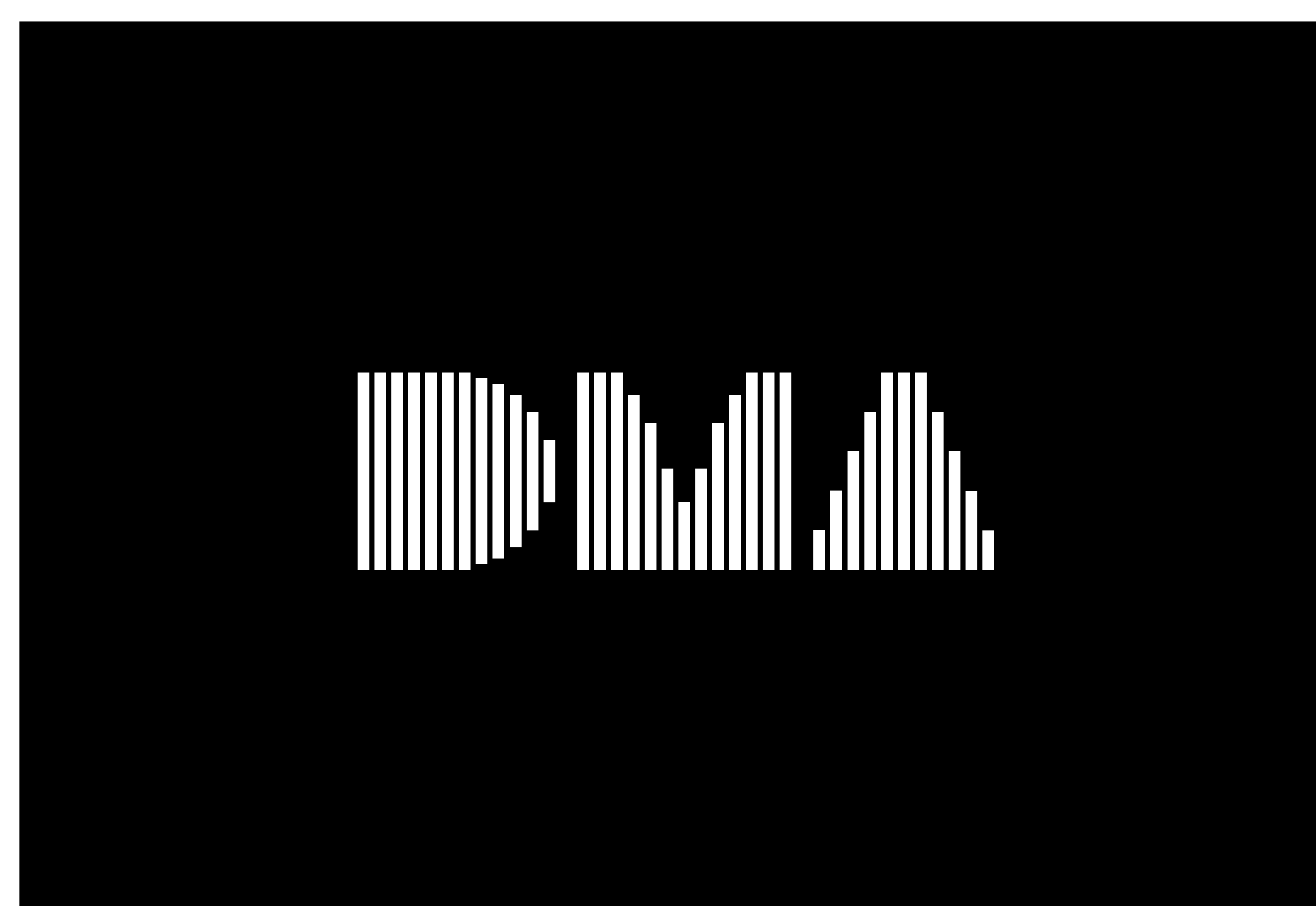
SYMBOL MINIMUM SIZE

PRINT: 18MM

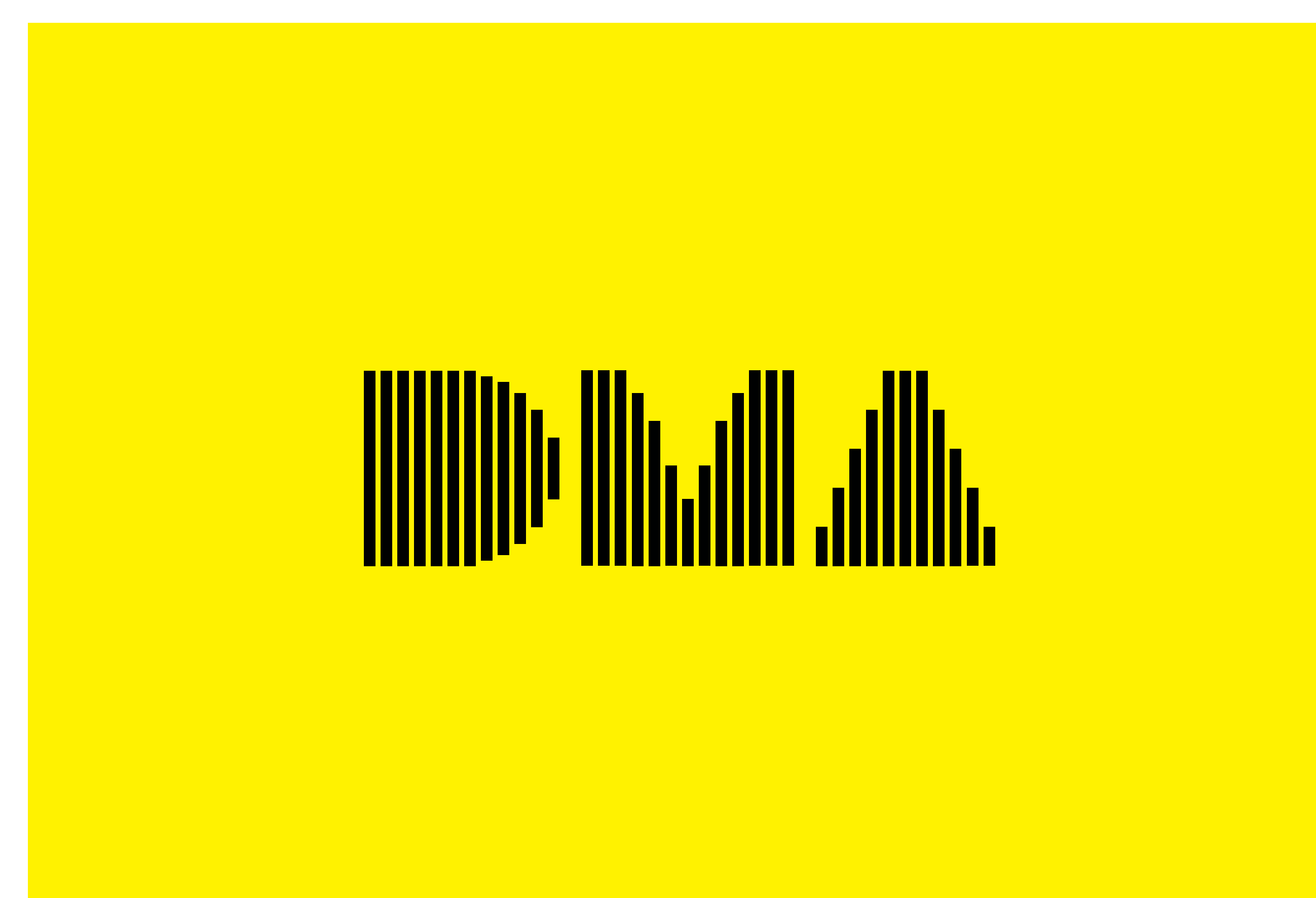
DIGITAL: 90PX



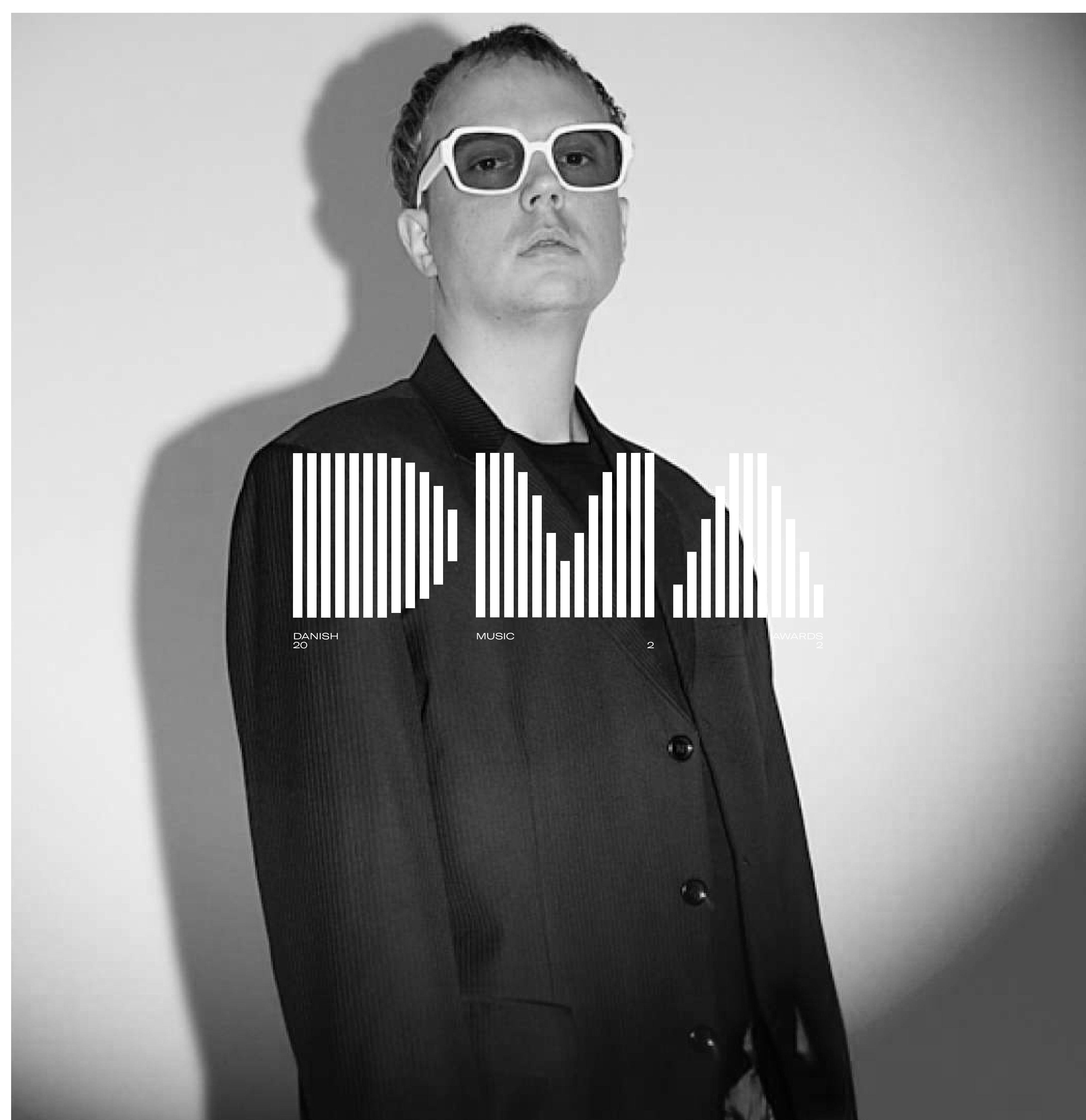
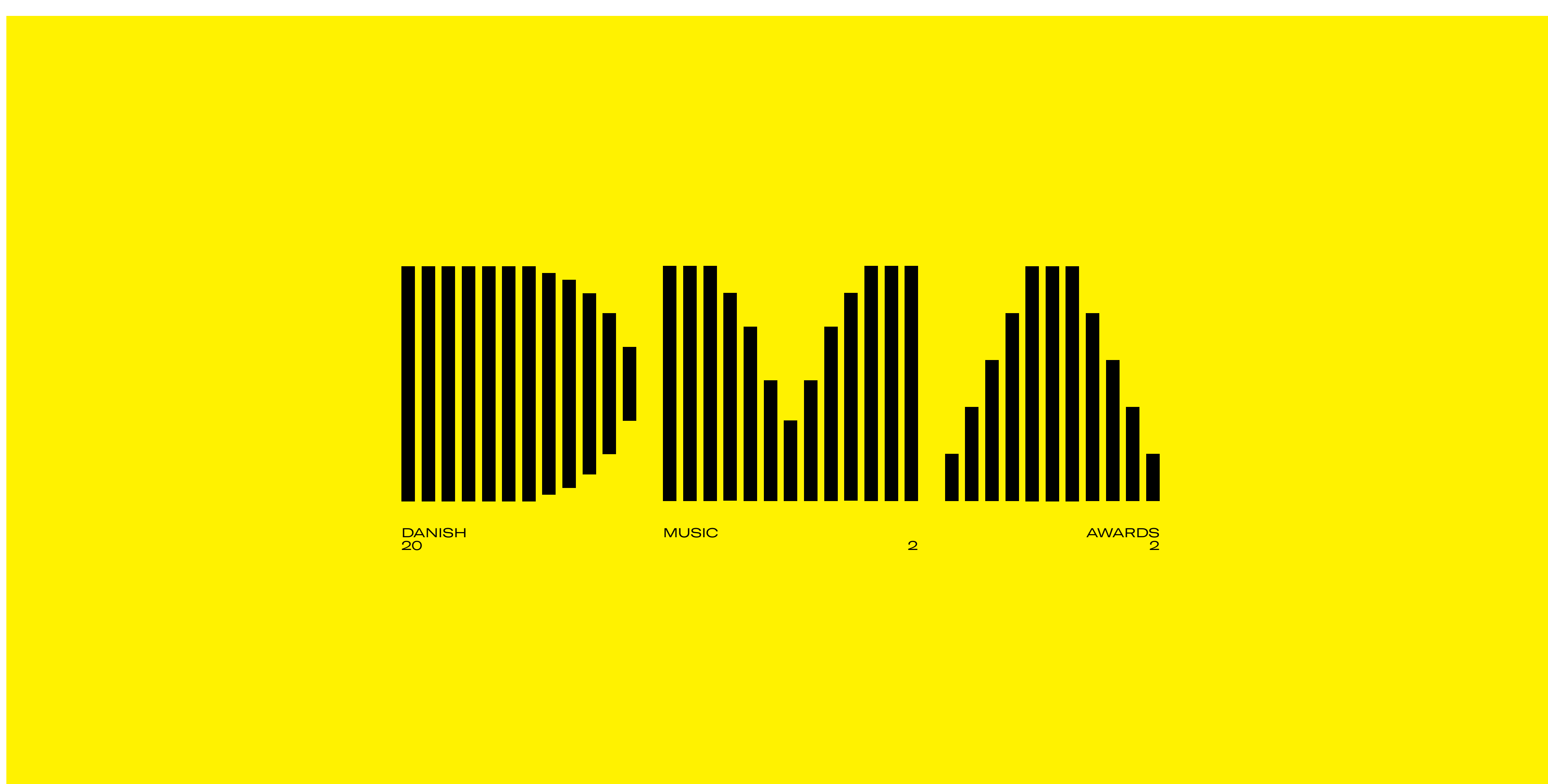
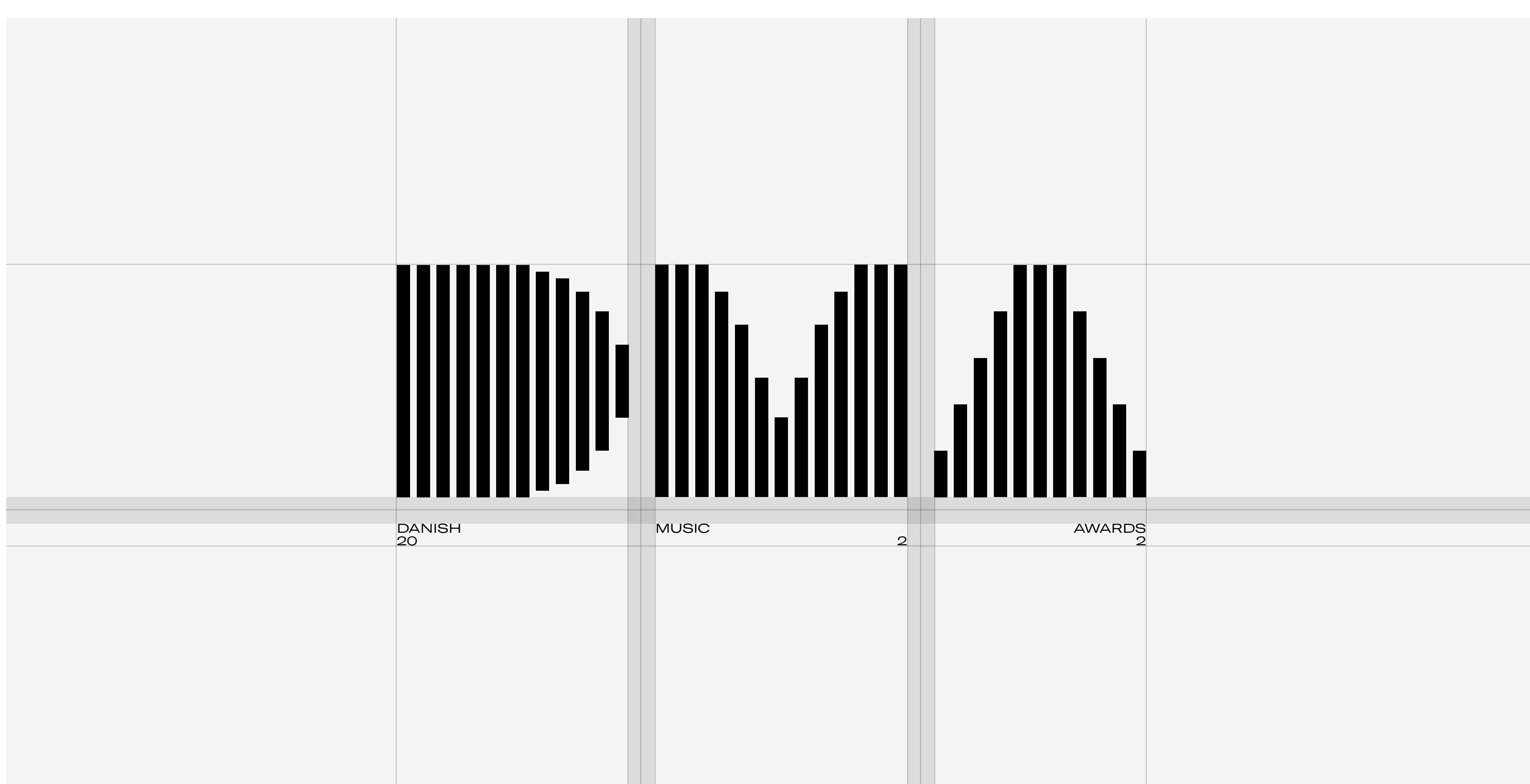
NEGATIVE LOGO



POSITIVE LOGO



TAGLINE ALIGNMENT AND SPACING



DYNAMIC LOGO



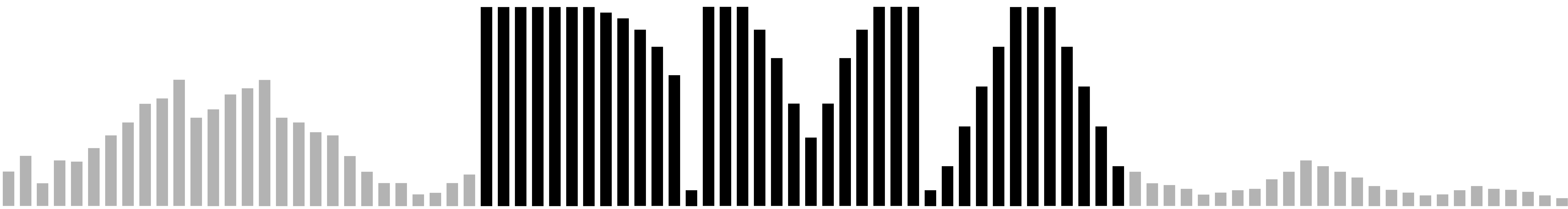
Tessa

Blæstegen

DYNAMIC LOGO

Besides the static logo, the new visual identity for Danish Music Awards also contains a dynamic logo. The logo can take endless of shapes defined by music as the input. This way the identity has the possibility to be ever-changing just like music itself, while also representing each artist exclusively through their artistic expression.

INSERT TEXT HERE



LOGO IN USE



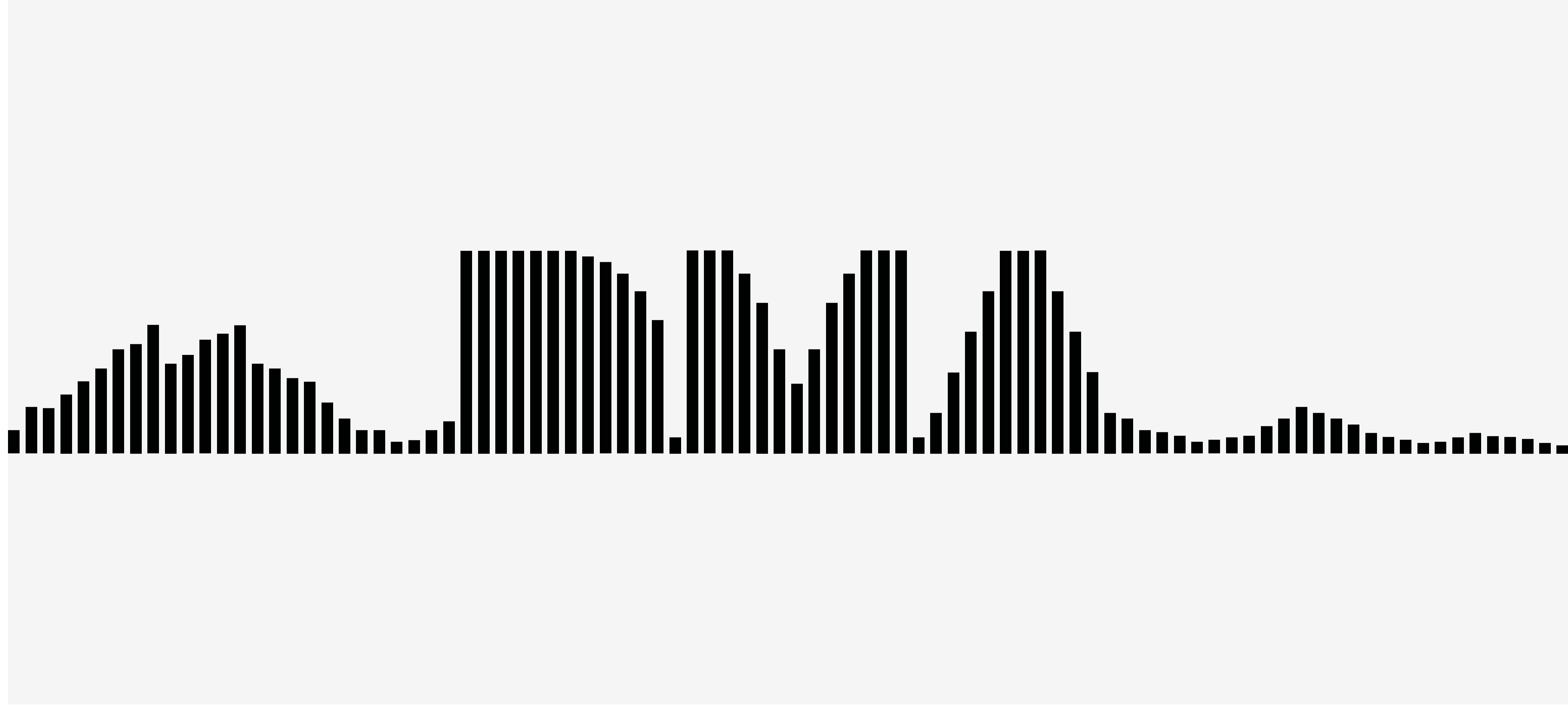
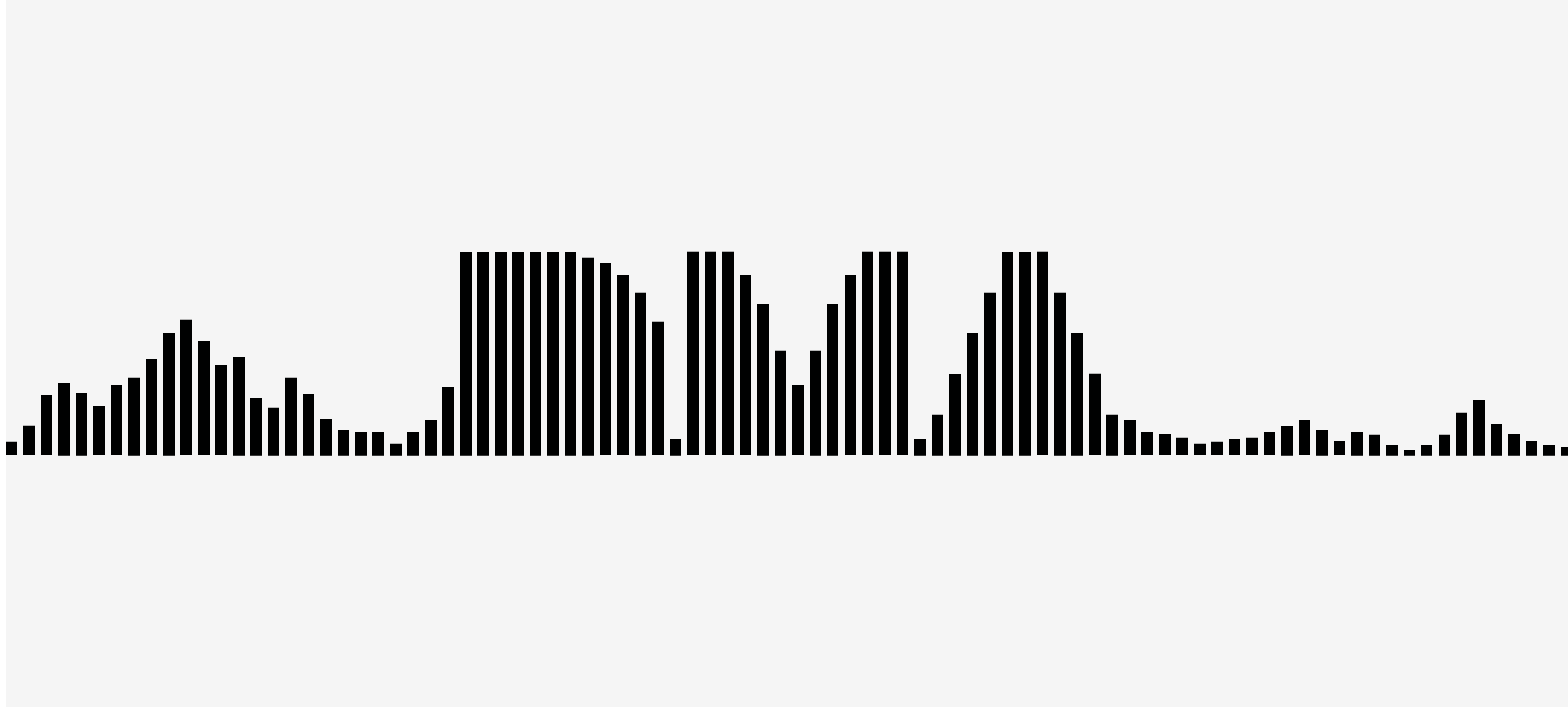
LOGO IN USE



LOGO W.O. WAVEFORMS

Here's a range of examples of a static logo with tagline made out of an artists input.

LOGO IN USE



LOGO IN USE



Tobias Rahim

## BRAND TYPEFACE

Gothic typeface designs in the United States and Grotesques in continental Europe did not evolve separately from each other. Yet Neo-Grotesk designs squarely build on the structure and ideals of European typefaces such as Schelterische and Akzidenz Grotesk. GT America builds a bridge between the American Gothic and European Neo-

Grotesk traditions with a Swiss approach. It uses the best design features from both type cultures in the widths and weights where they function optimally. That way, the two traditions come together to form a very large, yet coherent and functional typeface family.

Designed by Grilli Type  
Released in 2018

GT AMERICA

EXPANDED REGULAR

140PT

DA, TESSA, TOBIAS RAHIM, ICEKIID, A

GT AMERICA

EXPANDED REGULAR

140PT

REAS ODBJERG, TINA DICKOW, MØ, A

GT AMERICA

EXPANDED REGULAR

140PT

GEARDIT & LAMIN, THE MINDS OF 9

GT AMERICA  
EXPANDED REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
(?!&\$€@<>:;)0123456789

GT AMERICA  
EXPANDED MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
(?!&\$€@<>:;)0123456789

GT AMERICA  
EXPANDED BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
(?!&\$€@<>:;)0123456789

A a B b C c

## BRAND COLOURS

The colours exist of a simple, yet very recognizable colour palette with the bright yellow acting as the primary brand colour. The idea was to make Danish Music Awards "own" a tight range of distinctive colours throughout the branding.

## COLOUR PALETTE

PRIMARY BRAND COLOUR  
**AWARD YELLOW**

RGB 255, 242, 0  
CMYK 0, 5, 100, 0  
HEX #FFF200

SECONDARY BRAND COLOUR  
**SILVER GREY**

RGB 115, 129, 132  
CMYK 13, 2, 0, 48  
HEX #738184

TERTIARY BRAND COLOUR  
**NOMINEE WHITE**

RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
HEX #FFFFFF

TERTIARY BRAND COLOUR  
**FESTIVE BLACK**

RGB 0, 0, 0  
CMYK 0, 0, 0, 100  
HEX #000000

IMPLEMENTATION

Simple layout principles defines the grid system, giving space for informative text in a hierarchical way. This way legibility is taken care of meanwhile the minimal look adds a contemporary aesthetic.

PRINTED ASSETS

DANISH MUSIC AWARDS 2022 .DK

# BARKORT

LONGDRINKS → IAM Vodka  
BOOSTER, FAXE KONDI, GINGER BEER, LORINA, PEPSI MAX

ØL → Heineken  
→ Heineken 0.0%

FLASKER → IAM Vodka 0.75 L  
1.175 DKK  
→ IAM Champagne 0.75 L  
995 DKK

PRESENTED BY JBL SAMSUNG

DANISH MUSIC AWARDS 2022 .DK

# MENU

SNACKS → Torsk, ørredrogn, dild  
→ Vild tatar, parmesan, trøffel  
Tapioka, sort trompet, gran  
SPUMANTI BRUT, BOSCO DEI CIRMIOLO, VENETO

FORRET → Rødbeder, gedeost, søl tang, solbær, estragon  
2020 TOURAINE SAUVIGNON BLANC, LA CHAPINIERE

HOVEDRET → Torsk, trøffel, kål, fermenteret selleri blanquette  
2017 CALIFORNIA PINOT NOIR, AVALON WINERY

DESSERT → Yuzu tærte, syrnet kokos-crème, dehydreret yoghurt, basilikum  
DANDY SPECIEL ESPRESSO MARTINI

PRESENTED BY JBL SAMSUNG

INSERT TEXT HERE

DANISH MUSIC AWARDS 2022 .DK

# DANISH MUSIC AWARDS 2022

TIDSPUNKT 3. november, 2022

PRISSHOW Møtkes Palæ 18.00 - 22.30

NATTEFEST Langelinie Pavillonen 22.30 - 02.00 (DORNE ABNER KL. 22.00)

PRESENTED BY SAMSUNG JBL

INSERT TEXT HERE

JBL SAMSUNG

JBL SAMSUNG

TEE



POSTERS

DANISH MUSIC AWARDS 2022 .DK

NOVEMBER VISIT 20 WWW. 8 DMA PM .DK

SAMSUNG JBL

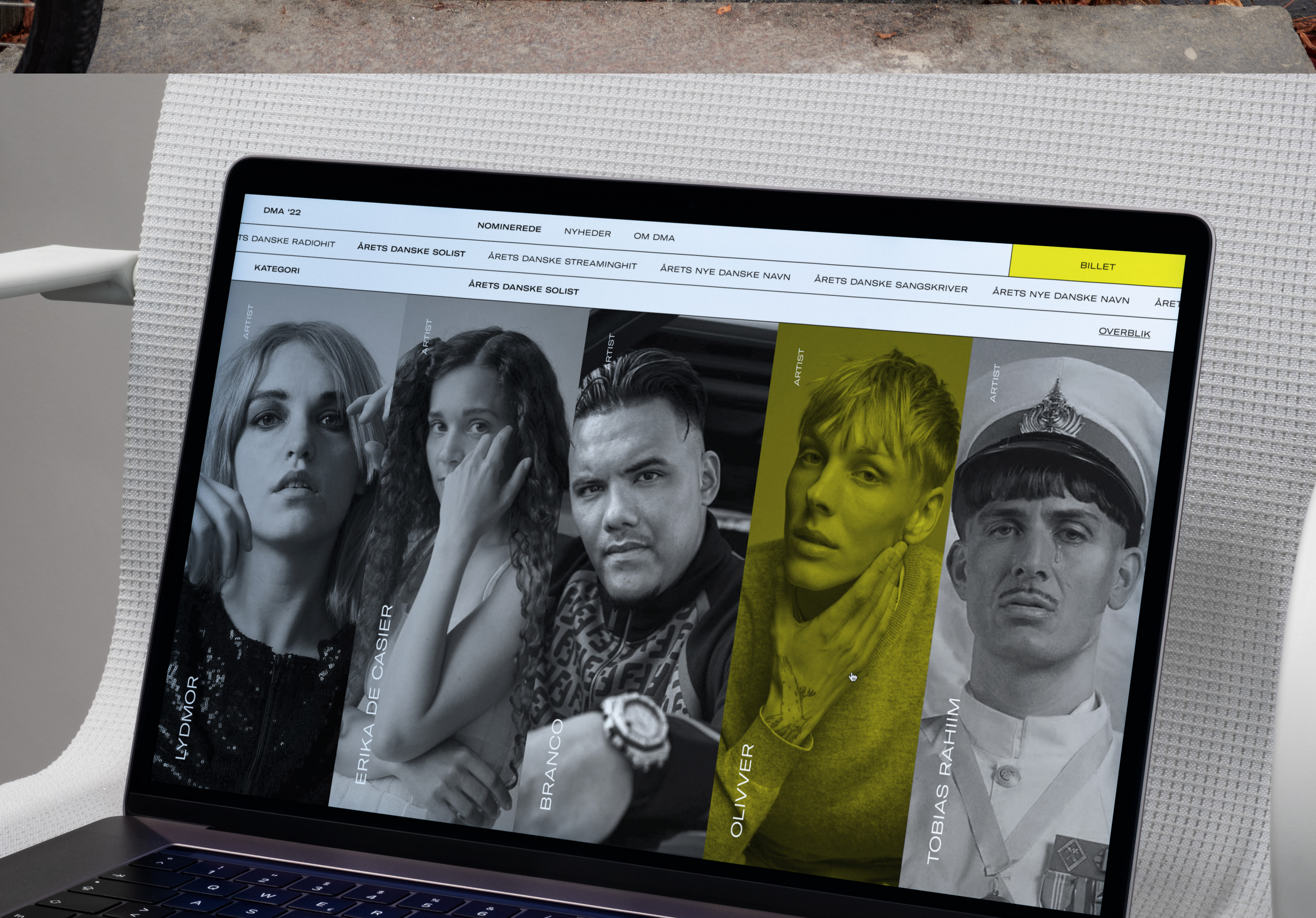
DANISH MUSIC AWARDS 2022 .DK

NOVEMBER VISIT 20 WWW. 8 DMA PM .DK

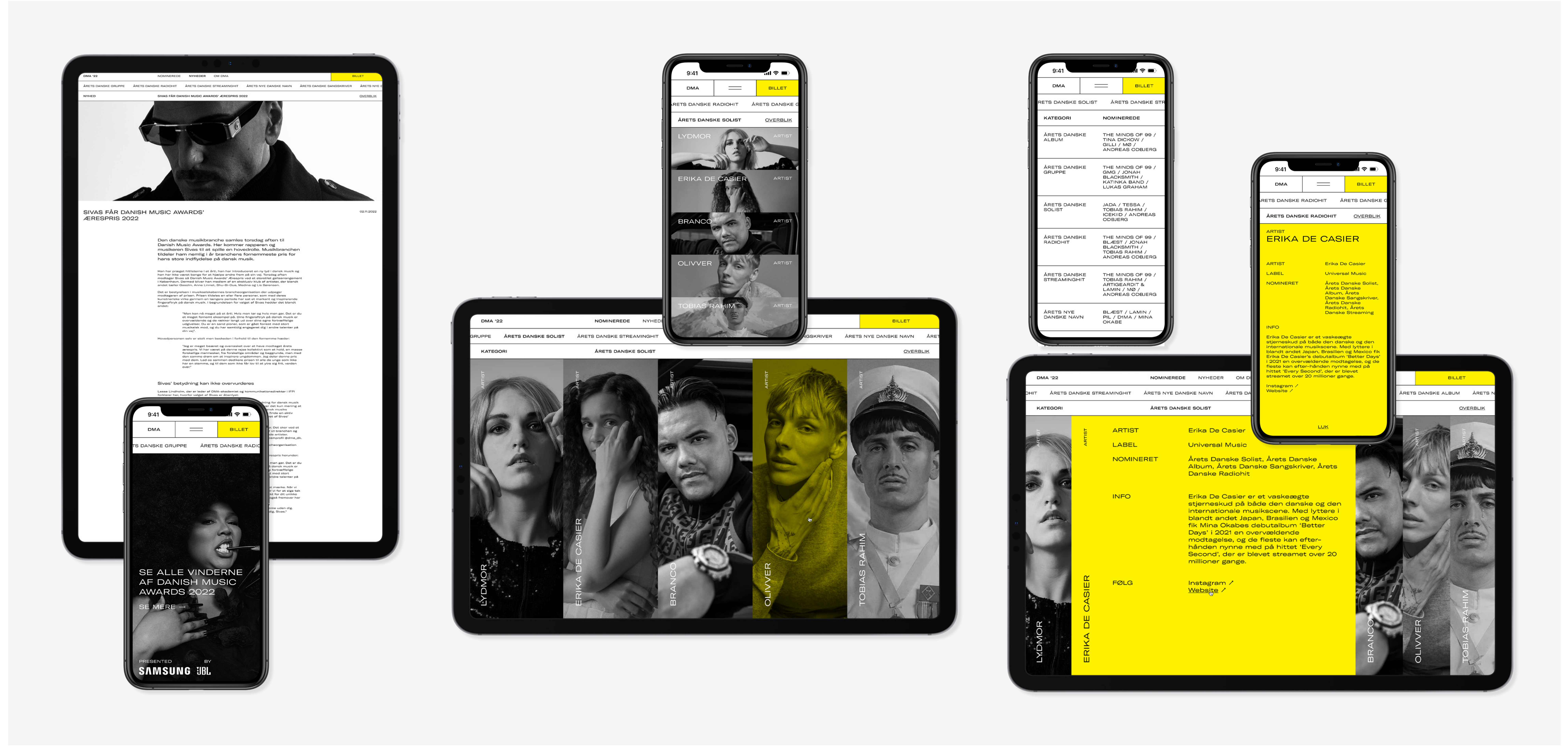
SAMSUNG JBL

BEER CAN

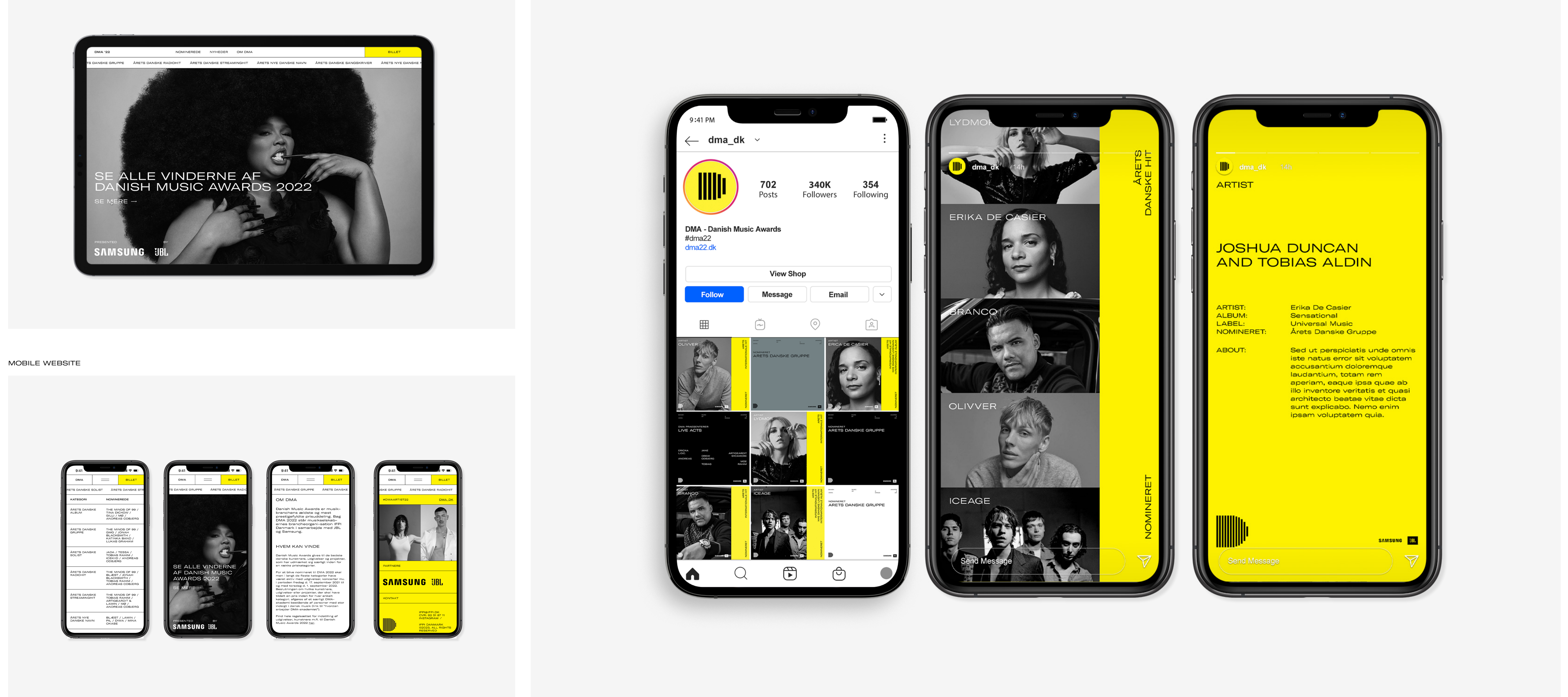




IMPLEMENTATION DIGITAL ASSETS



LANDINGPAGE INSTAGRAM - FEED AND STORIES



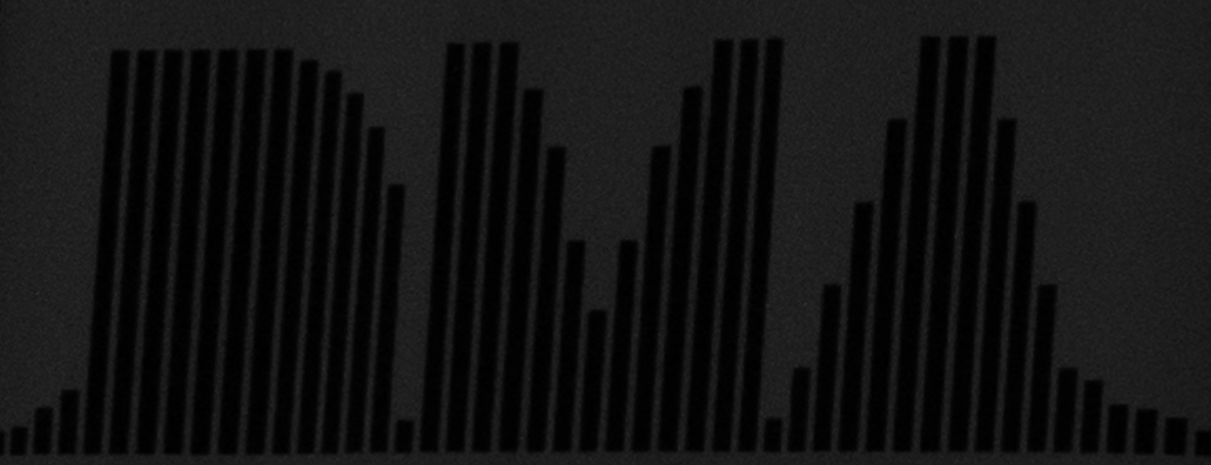


DANISH  
WWW.

MUSIC  
20

# ANDREAS ODBJERG

HJEM FRA FABRIKKEN



PRESENTED BY JBL SAMSUNG



PRINT COLLATERALS AND SCREEN DESIGN



# ARTO LOUIS ERIKSEN



OLD VISUAL IDENTITY

ASSETS FROM THE PREVIOUS IDENTITY

