

Queen Margrethe II
50-year Anniversary

M50 Logo Guidelines



**The official logo for the 50th anniversary of the
accession to the throne of Queen Margrethe II**

2022 marks the 50th anniversary of the accession of Queen Margrethe II. The Royal House of Denmark and Wonderful Copenhagen appointed design agency Kontrapunkt to create a logo to communicate and mark the celebration. The result is a colourful logo designed by graphic designer and co-founder of Kontrapunkt, Bo Linnemann.

Christian V's crown, from 1671, is found at the top of the logo. Kontrapunkt has redesigned the visual form of the well-known crown, making it more transparent and legible. The crown is flexible in sizing and usage in everything from small stationery to large-scale banners and flags.

'M50' is written in the logo's middle, referring to the Queen and the 50 years since her accession. The typeface accompanying the crown is vibrant, drawing from details of the acanthus leaf and elegance from the rococo style found in the architecture

at both Amalienborg and Fredensborg Palace. It almost looks like a painted typeface with strokes, similar to lines created by a paintbrush – a respectful nod to the Queen's artistic work.

The Queen is a versatile artist in costume designs, scenography, illustrations and paintings. Consequently, the logo embraces colours often seen in the Queen's art and personal style. The colours also emphasize the logo as one marking a national celebration.

M50 Logo Guidelines

Logos

The Queens 50th Anniversary logo exists in three versions that all consist of the same three elements: *The Crown*, 'M50' and *the descriptive text*.

The relationship between the three elements can never be changed.

The vertical logo should be used whenever possible.

For situations in which the *vertical logo* cannot be used, the *horizontal logo* can be utilised.

If the logo is used in a size in which the *descriptive text* becomes too small to be legible, *the square logo* can be used.

The logo comes in Danish and English versions.

The logos are only to be used in connection to the 50-year Anniversary celebration. The logos must be deleted after use. It is not allowed to alter the logos in any way.

Please direct any questions regarding downloads, graphics and printing to Wonderful Copenhagen via mail: woco@woco.dk.

Vertical logo

The Crown



M50



Descriptive text

MARGRETHE II
DRONNING I 50 ÅR
1972 - 2022

Horizontal logo



MARGRETHE II
DRONNING I 50 ÅR
1972 - 2022

Square Logo



MARGRETHE II
DRONNING I 50 ÅR
1972 - 2022

M50 Logo Guidelines

Logo box and minimum clear space

The logo box is the area in which the logo sits.

The logo box can be used to place the logo against the edges of a given format.

The logo box is embedded in all logo files - including those with transparent background.

The minimum clear space is the space around the logos in which no other graphic element or information may be placed.

The minimum clear space is defined as 50% of the shortest side of the logo box.

Logo Box



Minimum Clear Space



M50 Logo Guidelines

Colours

The logos can be used in one of these four colours: Magenta, Orange, Green and Blue.

Text and logos can be white on a coloured background, or use one of the colours on a white background.

These colours should be regarded as equally important, and used evenly.

Only one of the colours should be used on a single application (e.g. posters, banners etc.).

The Pantone colours are the primary colours. These colours should be used for all essential and prominent printed applications.

The CMYK colours are used for printed applications in which the *Pantone colours* cannot be used.

The RGB colours are only used for digital applications and touchpoints.

Pantone

M50 Magenta Pantone 7424 C	M50 Orange Pantone 1645 C	M50 Green Pantone 354 C	M50 Blue Pantone 2174 C
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CMYK

M50 Magenta C 0 M 85 Y 10 K 0	M50 Orange C 0 M 75 Y 95 K 0	M50 Green C 85 M 0 Y 100 K 0	M50 Blue C 95 M 50 Y 0 K 0
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RGB

M50 Magenta R 245 G 62 B 156	M50 Orange R 255 G 100 B 30	M50 Green R 20 G 165 B 6	M50 Blue R 5 G 109 B 255
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M50 Logo

Examples of use

Vertical logo

The logos can be used by themselves as graphics on e.g. city banners.

The distance to the edge of the format is defined by the *logo box*.

We encourage using and prioritising the four colours evenly, in order to gain a diverse and cheerful expression.



M50 Logo

Examples of use

Vertical and horizontal logo with background

The logos can be combined with images in a multitude of ways.

The logos can be placed along the edges of the shortest side of a format, using the *logo box* as exemplified on the right.

Colours can be chosen in order to either match tones of the content or image, or create contrast to the content or image.

(Please note: the images shown on this page are only shown as examples of content)



M50 Logo

Examples of use

Vertical logo without background

The logos can be combined with images in a multitude of ways.

Logos should never be placed closer to the edge of a format than as defined by the *logo box*, or closer to other graphical elements than as defined by the *minimum clear space*.

The logos may also be placed freely as part of a graphical composition.

Colours can be chosen in order to either match tones of the content or image, or create contrast to the content or image.

(Please note: the images and partnerships shown on this page are only shown as examples of content)



M50 Logo

Examples of use

Square logo

The square logo is only to be used in small sizes.

The logo is primarily used in its black and white versions as it is only used due to technical circumstances and never for the sake of branding.

An example could be when appearing in conjunction with partner logos as exemplified on the right.

(Please note: the partnerships on this page are only shown as examples of content)

