

TOOLBOX – GUIDELINES WORLD CAPITAL OF ARCHITECTURE 2023



UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

01	Manifest
02	Examples
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This is a toolbox aimed at the different organisations and professionals working to promote Copenhagen internationally as UNESCO World Capital of Architecture in 2023. It is based on the national strategy “Copenhagen in Common”, but with a bit more international outreach and a little less local insider-knowledge.

Its purpose is to streamline the upcoming communication to an extent where the target groups see this is a joint effort, despite the many different stakeholders involved and a variety of logos shown in the corner.

It opens with a manifest that explains the overall concept, followed by example executions for inspiration and finally more detailed guidelines for how to write headlines, body copy and ensure a consistent layout.

Manifest

In 2023, Copenhagen will become the World Capital of Architecture – with a special emphasis on the word “World”.

Because even though we also celebrate Copenhagen’s cultural heritage and architectural achievements, this is really not about us, but all of us. Copenhagen in 2023 will bring very different countries from very distant corners of the World together to show, discuss and improve all the things we have in common and where architecture plays an important part:

the homes we live in
the neighbourhoods we engage in
our daily commutes
the public spaces
the green oasis and the blue refreshments
life between buildings
and the need to prepare for a climate-changed future

We invite the World to join us in Copenhagen in a celebration of creativity and a democratic discussion on sustainable solutions to common challenges. Using the phrase “Copenhagen is for you” we target those with an interest in architecture – no matter if their main focus is its history and heritage, its potential to help nature or its ability to create everyday wonders.

COPENHAGEN IS FOR YOU

Our core sentence is the inviting, open-arms statement “Copenhagen is for you”.

COPENHAGEN IS FOR YOU WHO...

But we narrow it down. Adding the small suffix “who”, we can target people with specific values or interests. This allows us to outline a community of people with overlapping mindset.

COPENHAGEN IS FOR YOU WHO
LOVE ARCHITECTURE

COPENHAGEN IS FOR YOU WHO
LIKE BRAINY BUILDINGS

COPENHAGEN IS FOR YOU WHO
REUSE & RECYCLE

COPENHAGEN IS FOR YOU WHO
BUILD BETTER CITIES

Examples



COPENHAGEN IS FOR YOU WHO BIKE BETWEEN BUILDINGS

Copenhagen is not a big city measured in square kilometers. But our bikes per capita ratio is high and we are often considered the most bike-friendly capital in the world.

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In 2023 Copenhagen is World Capital of Architecture. A perfect time to not only enjoy the city but also to dive into the thoughts behind it. And you don't need to bring-your-own-bike.

Get inspired at [\[insert URL\]](#)



**EVERYDAY
WONDERS OF
COPENHAGEN**

UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

COPENHAGEN IS FOR YOU WHO PREFER CITIES. NO, BEACHES. NO, CITIES.

Yes, you can have your cake and eat it too. If you waver between a beach holiday and a city break, you should really come to Copenhagen.

Originally a port (Copenhagen in Danish means Merchant's Harbour), it's no surprise that this city is built around water. But it might surprise you how much the water is built into the lifestyle. Beautifully crafted basins in the canal. Small rental boats for private dinners. An artificial island with miles of sandy beaches. Piers upon piers of pure relaxation, water sports and spontaneous barbecues.

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Get inspired at [\[insert URL\]](#)



COPENHAGEN IS FOR YOU WITH A GREEN MIND

A few years ago, this space was made up of a ventilation shaft, a couple of heat pumps and a lonely transformer box. Someone somehow saw a potential in this – and here we are. A pretty restaurant on top of a pretty boring parking house.

In Copenhagen, we love ideas like this: creative use of urban space, sustainability, healthy organic food, quality of life. If you love ideas like this, too, then Copenhagen is for you.

In 2023 Copenhagen is World Capital of Architecture. That makes it a perfect time to experience a city where sustainability is always top of mind. And sometimes on the roof.

Get inspired at [\[insert URL\]](#)



VISITCOPENHAGEN

**EVERYDAY
WONDERS OF
COPENHAGEN**

UNESCO-UIA

World Capital Of Architecture
COPENHAGEN 2023

COPENHAGEN IS FOR YOU POWERPLANT SKIER TYPES OUT THERE

This power plant generates heat – let's go skiing there. Said one person ever. And then it became a reality.

In Copenhagen, we love experimenting with solutions that might look weird on paper, but can turn out just wonderful. This one adds magical to practical and pleasure to power production. Not the most obvious combinations.

In 2023 Copenhagen is World Capital of Architecture, a perfect chance to see and ski for yourself.

Get inspired at [\[insert URL\]](#)



Banner



COPENHAGEN CAPACITY


Copenhagen Capacity

Now ·

✓ synes godt om ▾

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COPENHAGEN IS FOR YOU WHO...



UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

copcap.com

...think crazy (out loud)

Læs mere

34

1 kommentar

21 delinger

Synes godt om

Kommenter

Del

Din kommentar ...

VISIT COPENHAGEN


Visit Copenhagen

Now ·

✓ synes godt om ▾

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COPENHAGEN IS FOR YOU WHO...



UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

visitcopenhagen.dk

... bike between buildings

Læs mere

34

1 kommentar

21 delinger

Synes godt om

Kommenter

Del

Din kommentar ...

DAC


Dansk Arkitektur Center - DAC

Now ·

✓ synes godt om ▾

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COPENHAGEN IS FOR YOU.....



UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

dac.dk

...with a green mind

Læs mere

34

1 kommentar

21 delinger

Synes godt om

Kommenter

Del

Din kommentar ...

SoMe – The umbrella event

An overarching event - the “Copenhagen - World Capital of Architecture”-event. This is a year long event that works as a primary channel for everybody with an interest in architecture, in visiting Copenhagen, and preferably in both.

Here, we push news, offers and events from our many partners.

COPENHAGEN IS FOR YOU WHO

LOVE ARCHITECTURE



MAJ

11.

Copenhagen – World Capital of Architecture

Offentligt • Organiseret af [DAC](#) og [Visit Copenhagen](#)

★ Interesseret

✓ Deltager

↗ Del

⋮

🕒

Lørdag den 11. maj 2023 kl. 14.00-23.59

📍

Sted

Copenhagen Denmark

[Vis kort](#)

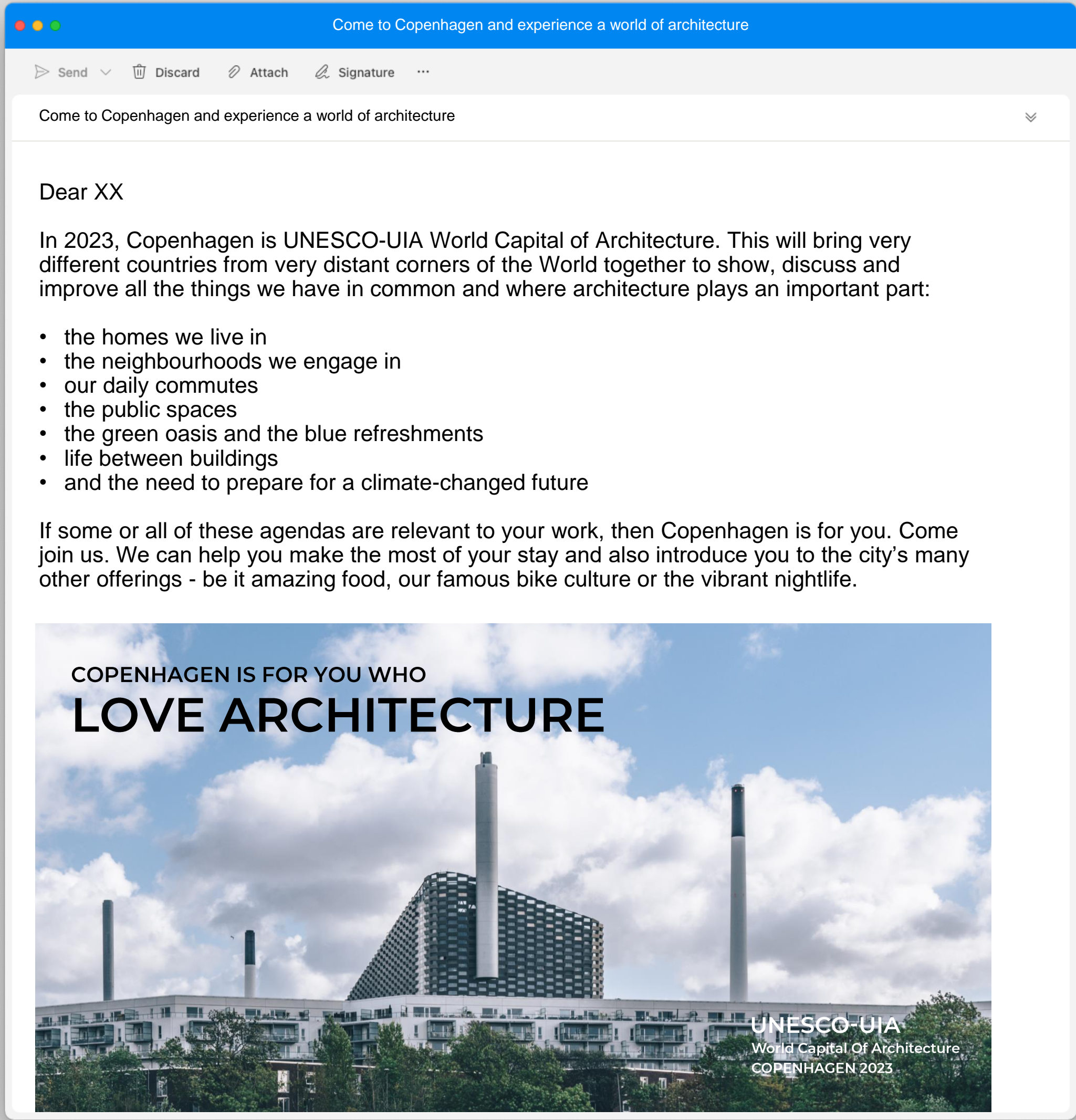
👥

1,4 tusind personer har svaret

Om

Debat

Inviting the press



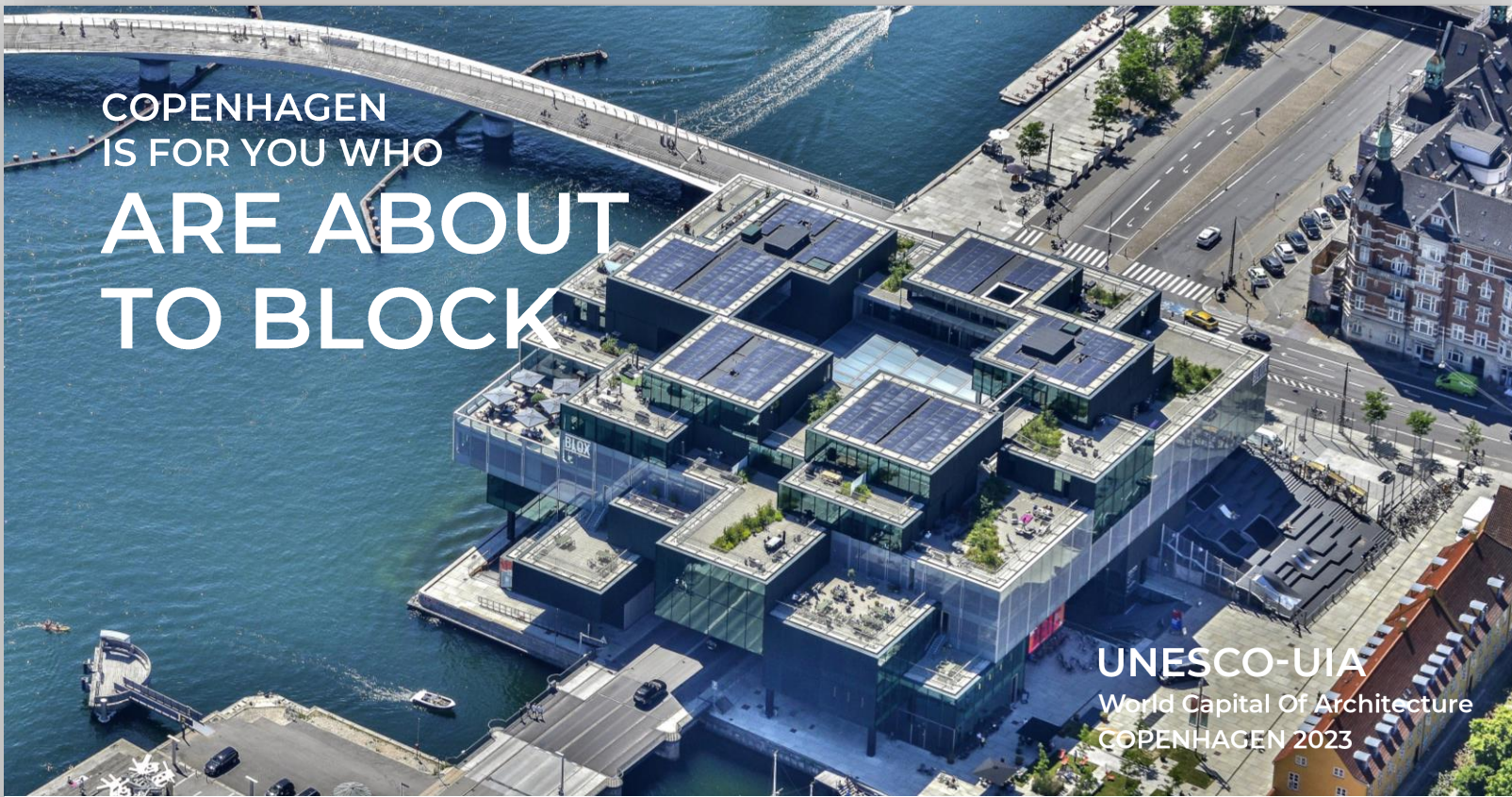
Invitation to event

Open House is a rare chance to peak behind bricks and open doors otherwise closed to the public. Historic mansions, power plants, a unique kindergarten, a control room, private homes – if you are curious to see architecture in all its many sizes, shapes and functions, Copenhagen is for you.

—

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the homes we live in
the neighbourhoods we engage in
our daily commutes
the public spaces
the green oasis and the blue refreshments
life between buildings
and the need to prepare for a climate-changed future.



MAR

25.

Open House

Puplic • Organised by [DAC](#) og [Visit Copenhagen](#)

★ Interested

✓ Attending

Del

...

Saturday 25 - 26th March 2023 kl. 14.00-23.59

Place

Copehagen Denmark

Show map

1,4 tusind personer har svaret

About

Debate

Guidelines

Writing “UNESCO-UIA World Capital of Architecture COPENHAGEN 2023” ads

The basis of this concept is a potential overlap between Copenhagen as a city and the reader as a person. For instance: Copenhagen has sustainability high on the agenda. If sustainability is high on your agenda too, dear reader, then you guys are a good match – Copenhagen is for you.

By addressing people with a relevant (in this case sustainable) mindset or professional experience directly, we indirectly describe Copenhagen as a city.

Examples in their simplest form:

Copenhagen is for you who think green

Copenhagen is for you who love sustainability

As the core sentence (“Copenhagen is for you”) is already four words, the headlines will inevitably become quite long. Just embrace it and don’t be afraid to play around with it:

Copenhagen is for you who is not afraid to think crazy (out loud)

COPENHAGEN IS FOR YOU WHO BIKE BETWEEN BUILDINGS

Copenhagen is not a big city measured in square kilometers. But our bikes per capita ratio is high and we are often considered the most bike-friendly capital in the world.

This is no coincidence. Copenhagen was planned this way. Bikelanes crisscross the entire city, follow all the main roads and new, beautiful bike-bridges rise above both the busy traffic and the beautiful canal – bringing people to and from work, to and from friends and from stop to stop in their urban exploration.

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Get inspired at [insert URL]



**EVERYDAY
WONDERS OF
COPENHAGEN**

Always open with the concept line (with or without “who”)

Describe a quality/interest/value within target audience

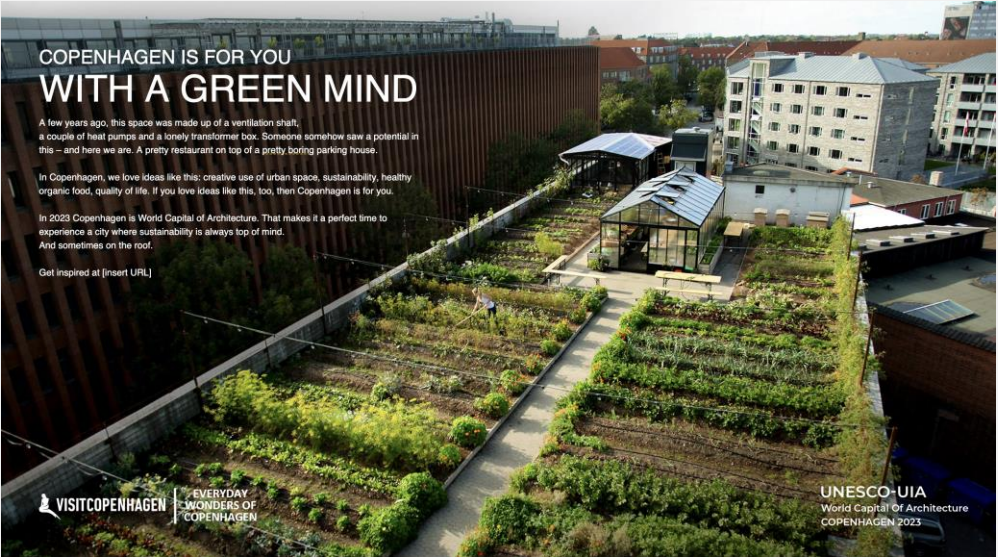
Explain/expand on the headline

A WCA-call to action and preferably a link/pun to the headline.

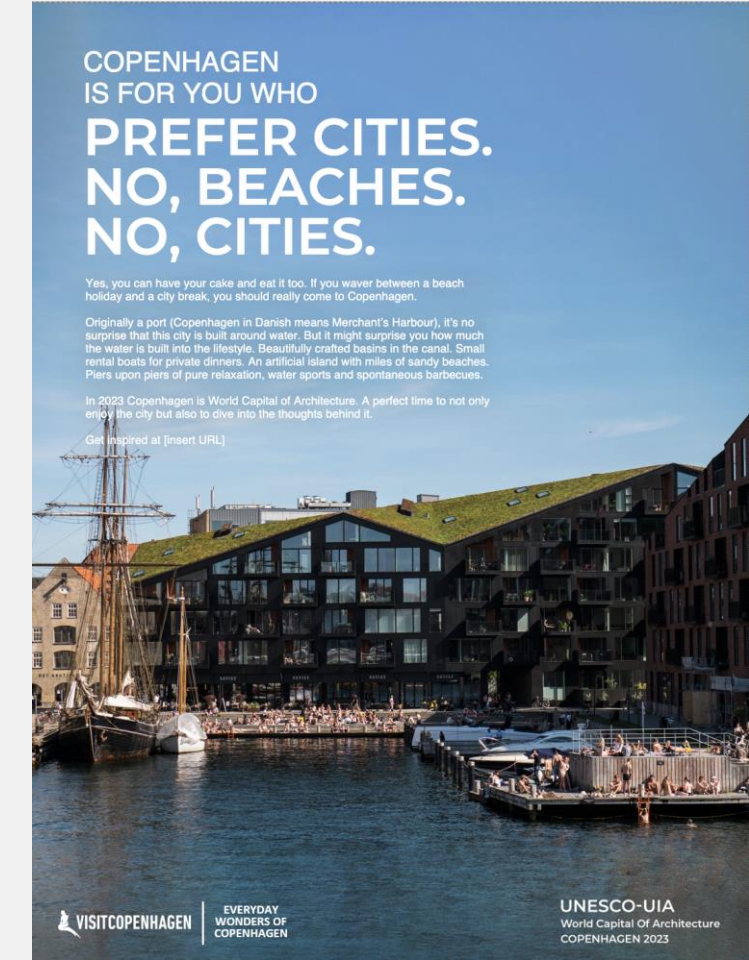
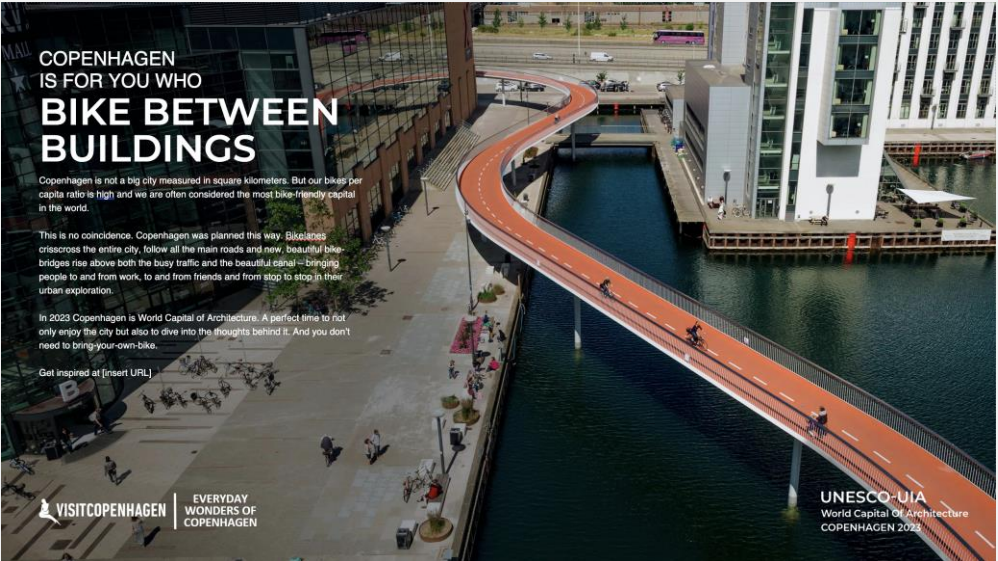
UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

Communicating
UNESCO-UIA
World Capital of Architecture
COPENHAGEN 2023

Abroad (Copenhagen is for you)



UNESCO-UIA
World Capital of Architecture
COPENHAGEN 2023



UNESCO-UIA
World Capital of Architecture
COPENHAGEN 2023

Home (Copenhagen in Common)



Communicating
UNESCO-UIA
World Capital of Architecture
COPENHAGEN 2023
– Overlapping elements

Use the VisitDenmark font
(As in Denmarks international
brandplatform and Copenhagens
international sustainability campaign)



Use a large image.
(As in Copenhagen in Common)

UNESCO-UIA logo
(As in Copenhagen in Common)

Visual guideline – Layout

The graphic grid consists of the concept line in the upper left corner followed by a unique headline that fits the photo and a body copy when needed.

Company logo always goes in the bottom left corner.

UNESCO-UIA

In the right corner we put the UNESCO-UIA logo which provides a strong link to the national Copenhagen in Common-campaign and high credibility in general.

Concept line (regular)

Headline (bold)

Body copy (regular)

COPENHAGEN
IS FOR YOU WHO
**BIKE BETWEEN
BUILDINGS**

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Get inspired at copenhagenisforyou.dk

Full bleed image

Partner logo

 VISITCOPENHAGEN | **EVERYDAY
WONDERS OF
COPENHAGEN**

UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

Unesco-UIA
+ WCA 2023

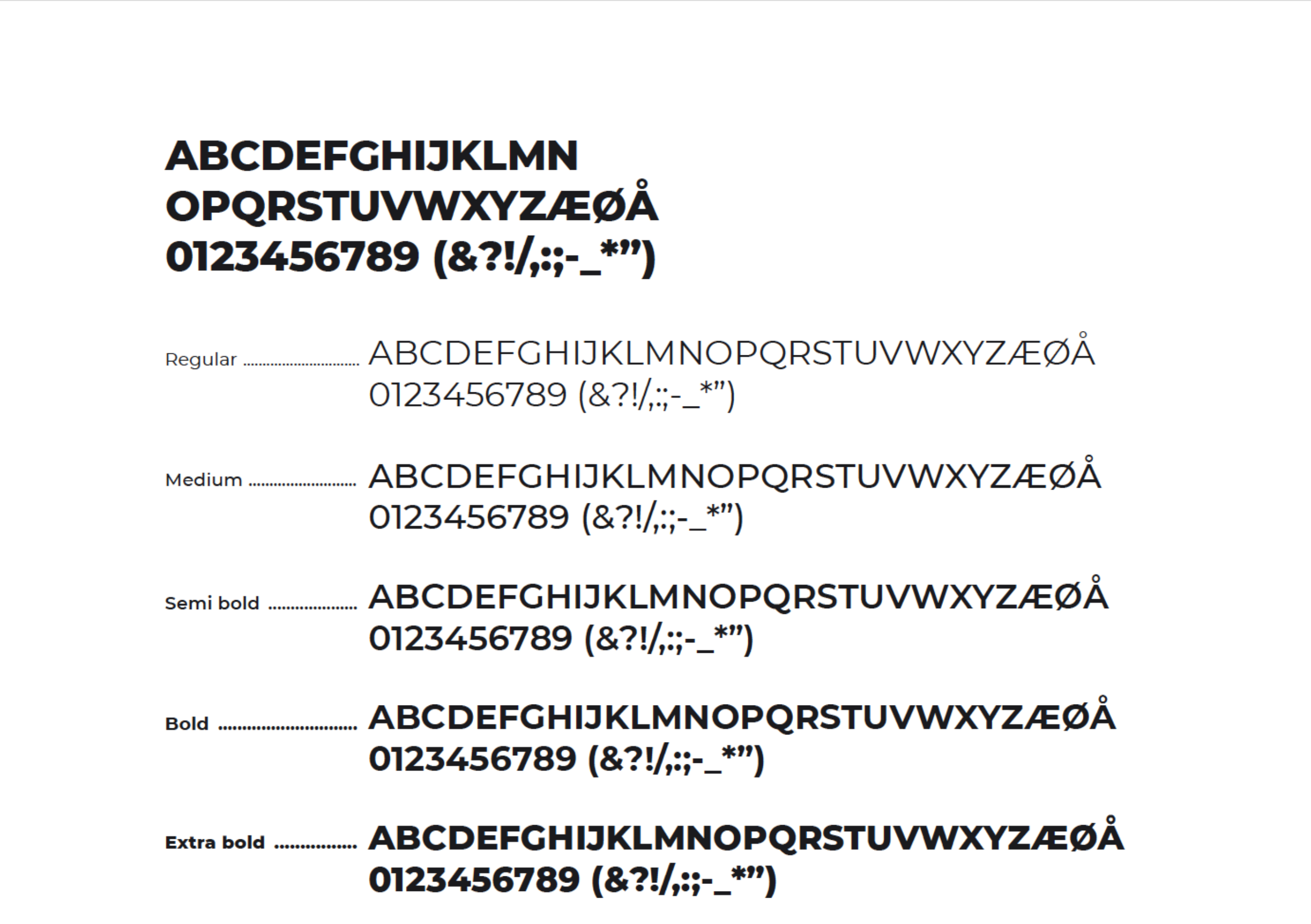
Visual guideline – Typography

All text should be written in our proprietary VisitDenmark-font – a derivative of the Montserrat-font to secure a coherent look and feel across campaign elements.

Headlines are always written in caps.

The Full-variant of the VisitDenmark-font has a one-color solid fill. This variant is to be used in body copy, middle headings etc. as shown here in a range from Regular to Extra Bold, depending on the need.

Find the font [here](#)



Visual guideline – Logo placement examples



COPENHAGEN
IS FOR YOU WHO
**BIKE BETWEEN
BUILDINGS**

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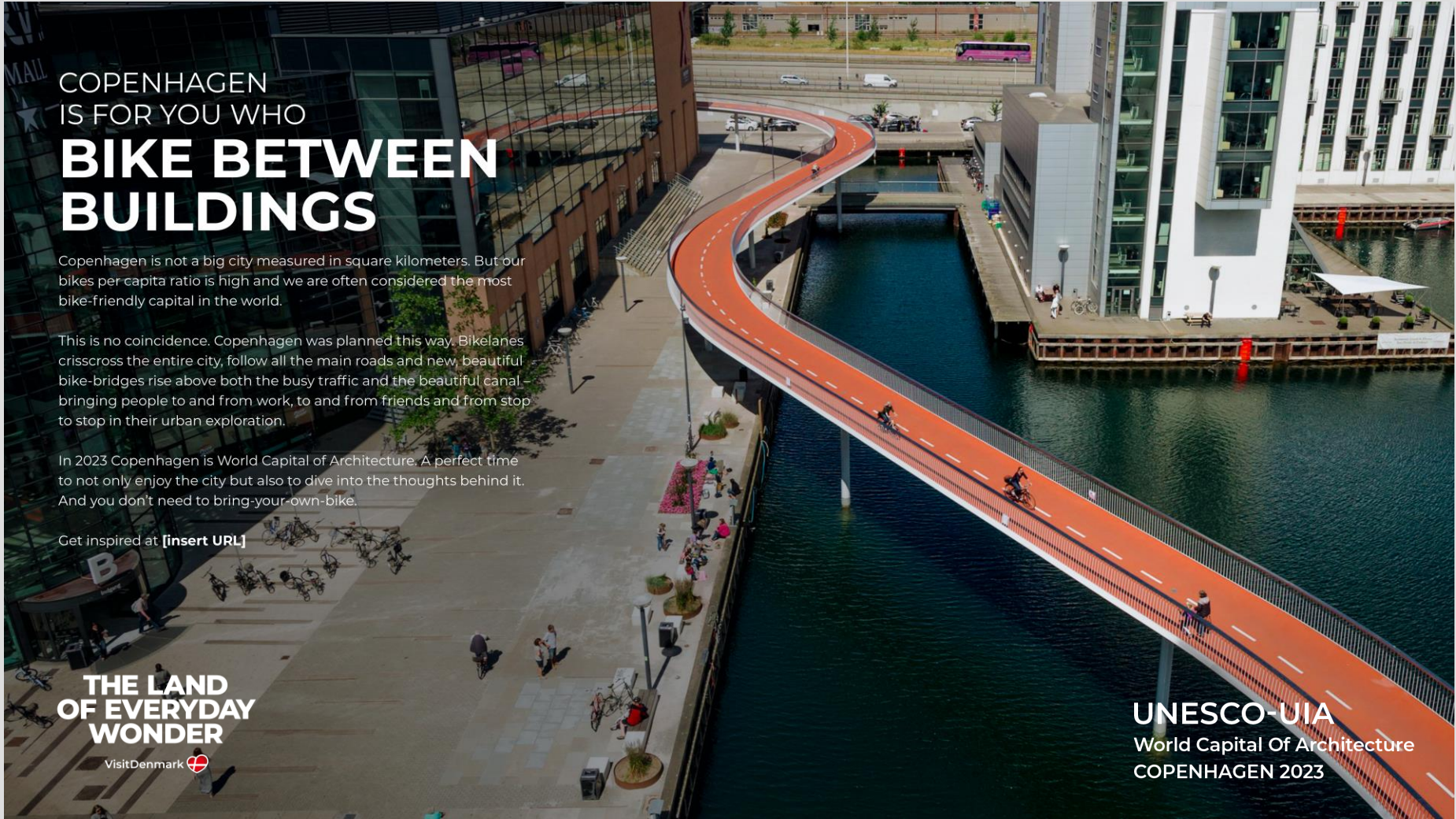
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Get inspired at [\[Insert URL\]](#)

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WONDERS OF
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UNESCO-UIA
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COPENHAGEN 2023




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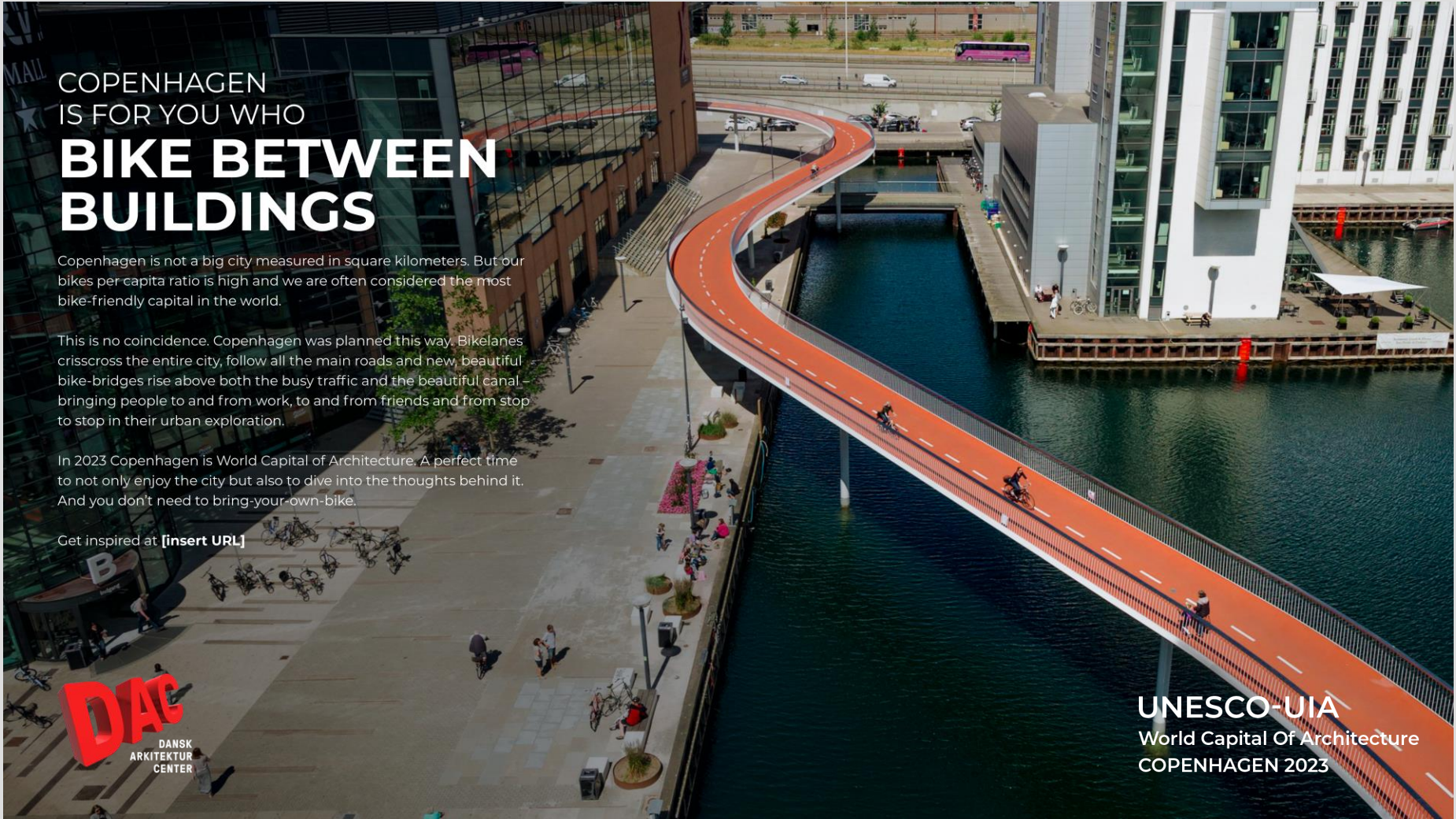
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Get inspired at [\[Insert URL\]](#)

**THE LAND
OF EVERYDAY
WONDER**
VisitDenmark 

UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023




COPENHAGEN
IS FOR YOU WHO
**BIKE BETWEEN
BUILDINGS**

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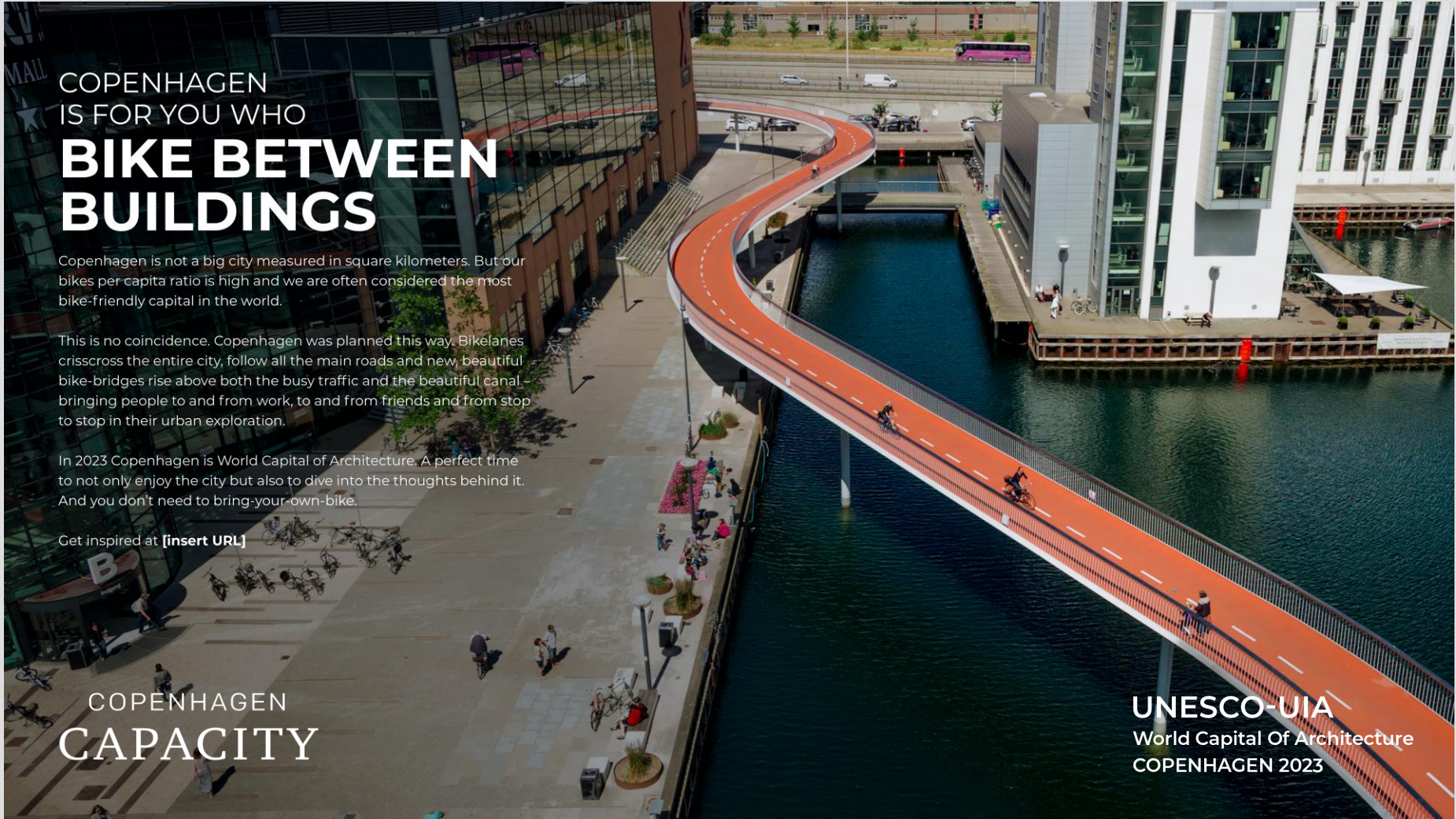
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Get inspired at [\[Insert URL\]](#)

 **DANSK
ARKITEKTUR
CENTER**

UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023



COPENHAGEN
IS FOR YOU WHO
**BIKE BETWEEN
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Get inspired at [\[Insert URL\]](#)

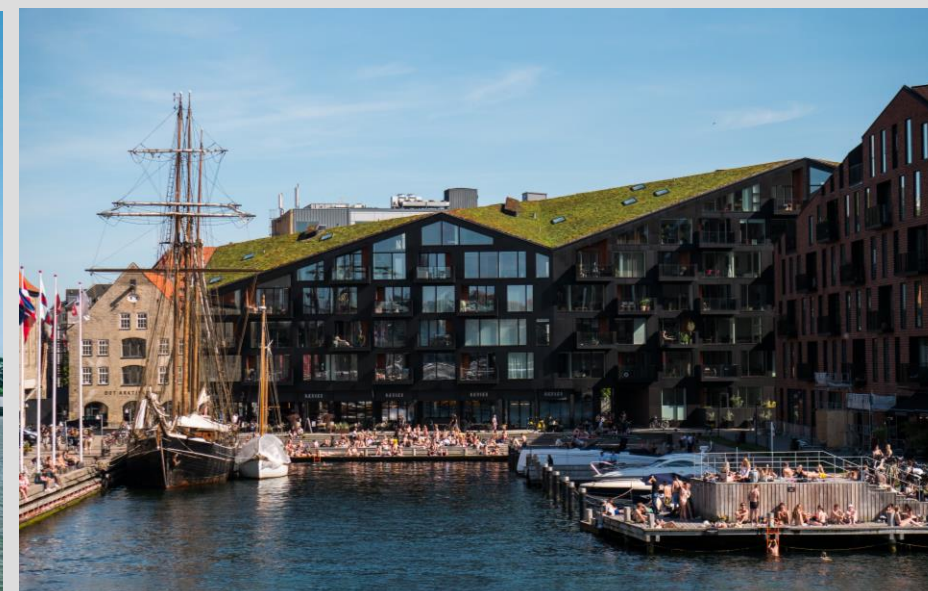
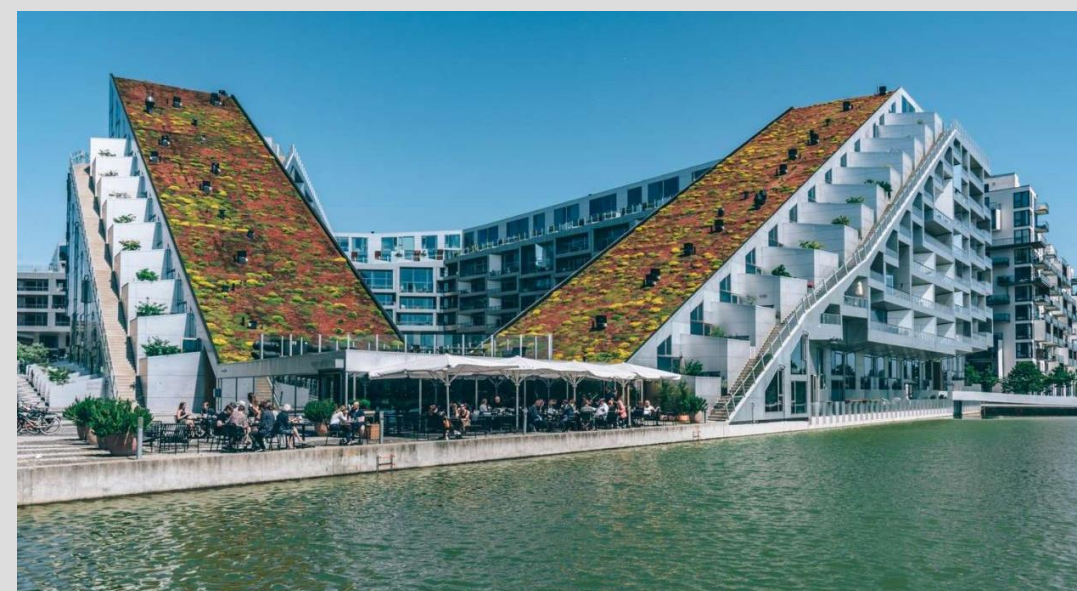
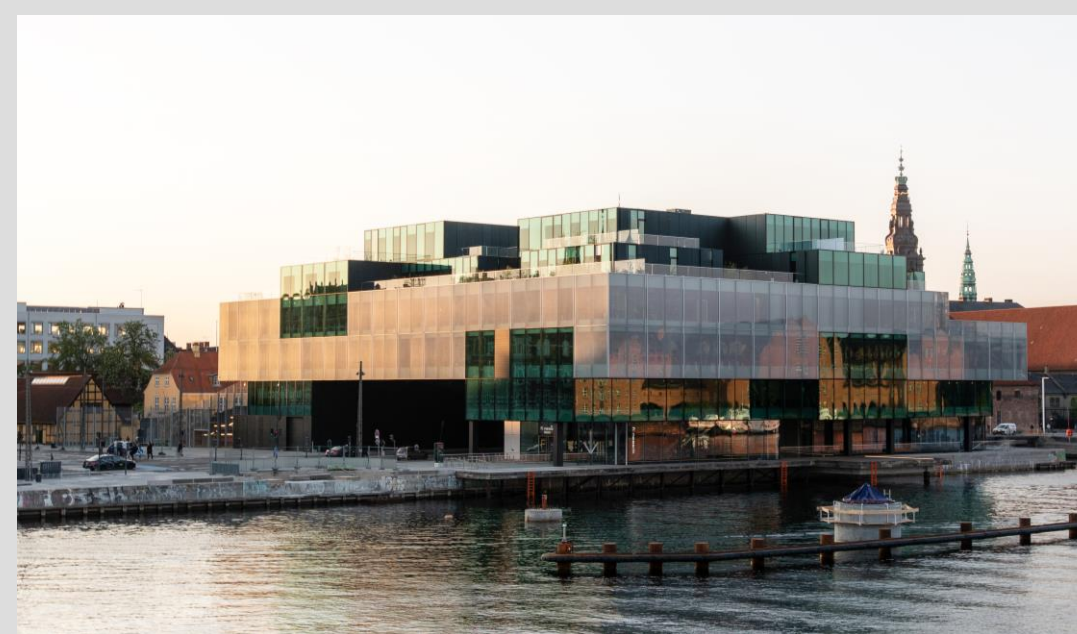
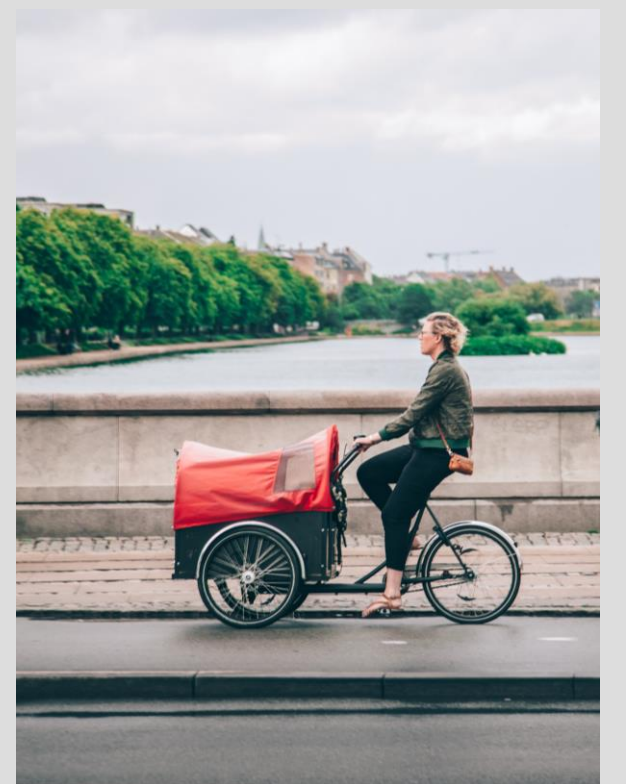
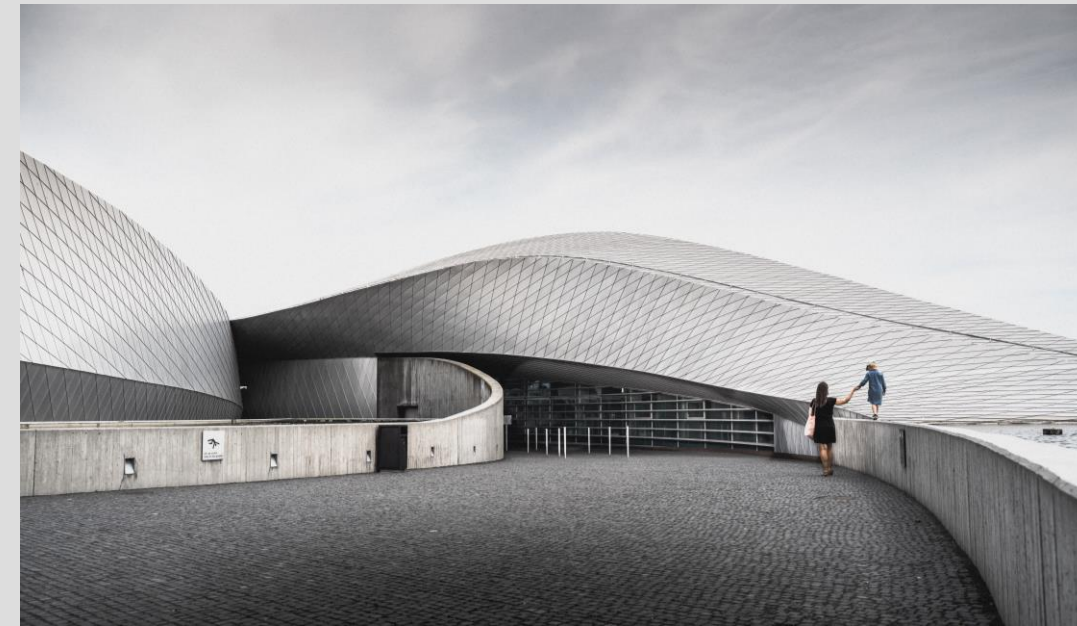
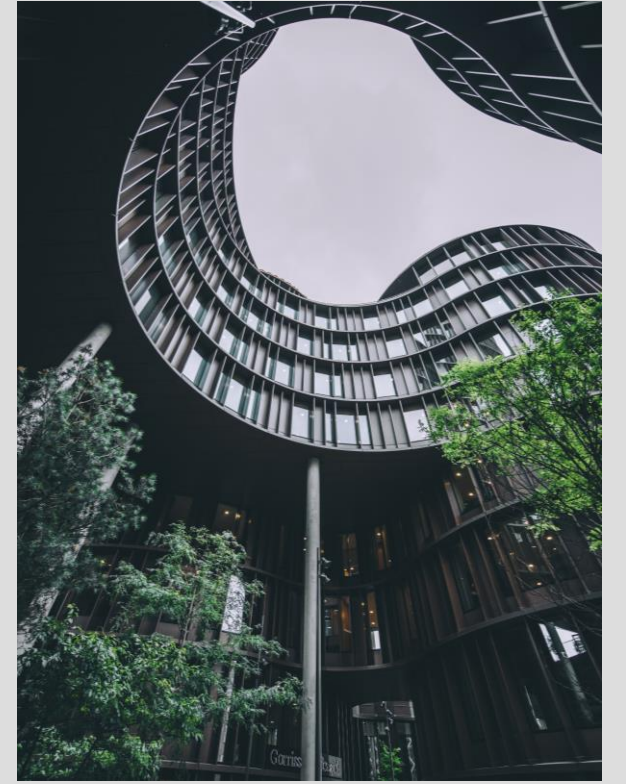
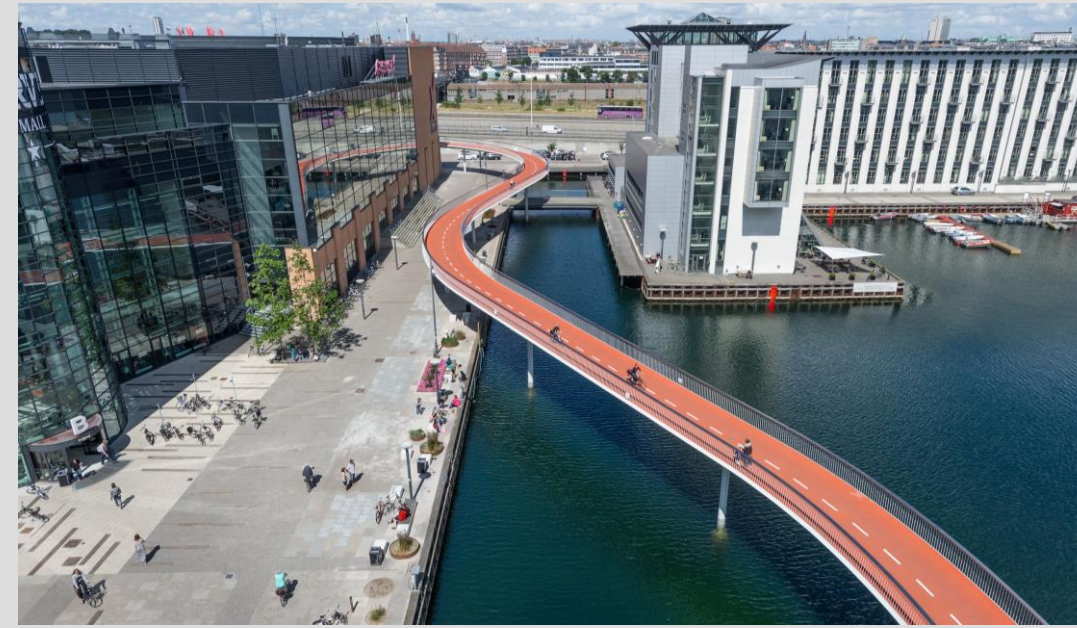
**COPENHAGEN
CAPACITY**

UNESCO-UIA
World Capital Of Architecture
COPENHAGEN 2023

Visual guideline – Images

The image is full bleed and should showcase a unique location in Copenhagen promoting a piece of architecture that stands out and gets peoples attention. The photo should make people curious about the message. It is also a plus if the image has some sort of link to our sustainable agenda and the unique way we live in our capital (i.e. bikes). Having people in the photograph is a big plus.

The photo can be extended, and darkened or made lighter behind the text for better readability but should otherwise not have added additional effects.



THANK YOU