

Brand Guidelines

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Core Idea

fabula is Copenhagen's new cultural institution for conversation. Located in the heart of the new Grønttorvet district in Valby, fabula is a living infrastructure for human encounters — a space where dialogue is not incidental, but intentional.

fabula is about weaving conversations. Every interaction is a thread. Every conversation is a superposition of voices interacting with each other.

Weaving is slow.

Weaving is intentional.

Weaving creates strength through connection.

Brand Personality

fabula is:

Simple
Intelligent
Structured
Calm
Poetic
Intentional
Modern

fabula is not:

Loud
Decorative
Trend-driven
Overcomplicated
Chaotic

Logo

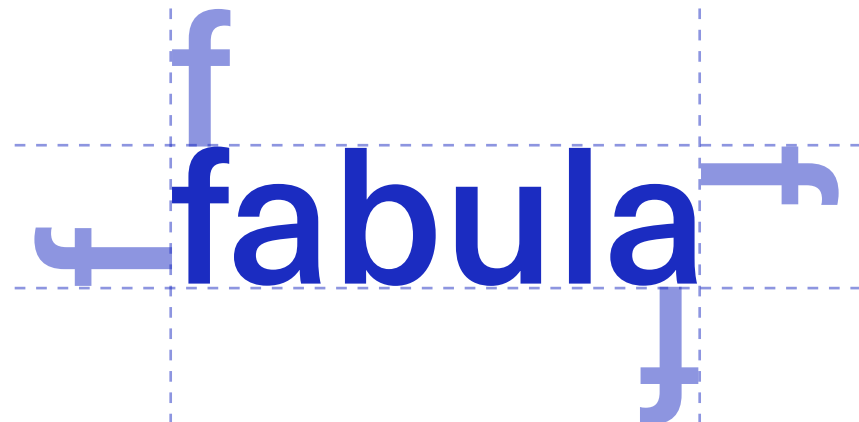
The logo is set in Neue Haas Unica Medium with all lower-case letters. The logo is allowed to be used in white (#ffffff), black (#000000), blue (#1B2CC1) or yellow (#E4D355)

fabula fabula **fabula** fabula

Usage principles:

- Always use in white on dark backgrounds.
- Do not distort.
- Do not apply shadows, gradients, or effects.
- Maintain generous white-space around the logo. Minimum clear space = height of the “f” around all sides.

Logo spacing



Font

Neue Hans Unica in medium weight is the primary font of fabula with a secondary use of the regular and bold weights.

Neue Haas Unica

Bold
Medium
Regular

Aa

abcdefg
hijklmnop
qrstuvwxyz
æøå

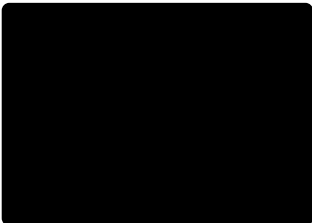
Raelis. Ut L. Fure virtui pro, orunum vit; Catur incla voc omnerum uliemnihi, nox maximac erorum perebatem publistre tea L. At L. Equis. Marions ununum, culicupiorum conloc fatqua maio, nonficerum re audes scesigitre, corum Rommolus bont.

Bonsulin Etra rem Palibut faciene avocus, quod commo et ditribus sendit, unicia ego ium dies, nos sidit.

Colors

The primary blue color of fabula is taken from the painted steel beams inside the house. The yellow color stems from the primary blue excluded on a white background.

Like a conversation the colors represent conversing on the same subject but coming from different sides with different perspectives.

PRIMARY:	SECONDARY:		
			
FABULA BLUE	EXCLUSION YELLOW	BLACK	WHITE
HEX: 1B2CC1	HEX: E4D355	HEX: 000000	HEX: FFFFFFFF
RGB: 27, 44, 193	RGB: 228, 211, 85	RGB: 0, 0, 0	RGB: 255, 255, 255
CMYK: 86, 77, 0, 24	CMYK: 12, 10, 80, 0	CMYK: 0, 0, 0, 100	CMYK: 0, 0, 0, 0

Grid

The grid is central to fabula's visual identity. Inspired by weaving the grid allows for overlapping of text and images. With the use of the blending mode 'exclusion' both image and text remains visible.

The grid symbolizes conversation structure, shared construction, and the space where different conversations exist and interconnect.

Examples of use:



