

Flux Festival

for Games Denmark



Design guide »

Rules of design

by Lasse Holmlund / Arkaden

2026

Lockup

Logo type



The logo for Flux Festival is displayed in a black, glossy, hand-drawn style. The word "Flux" is written in a large, bold, cursive font with thick, rounded strokes and a slight shadow effect. Below it, the word "Festival" is written in a smaller, more fluid cursive script. The overall appearance is that of a thick marker or paintbrush stroke on a white background.

Lockup

Examples



Lockup



Examples

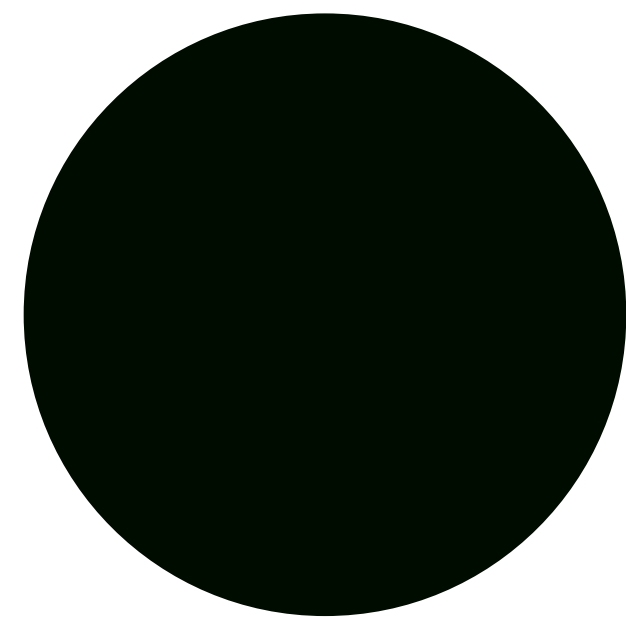




Colors »

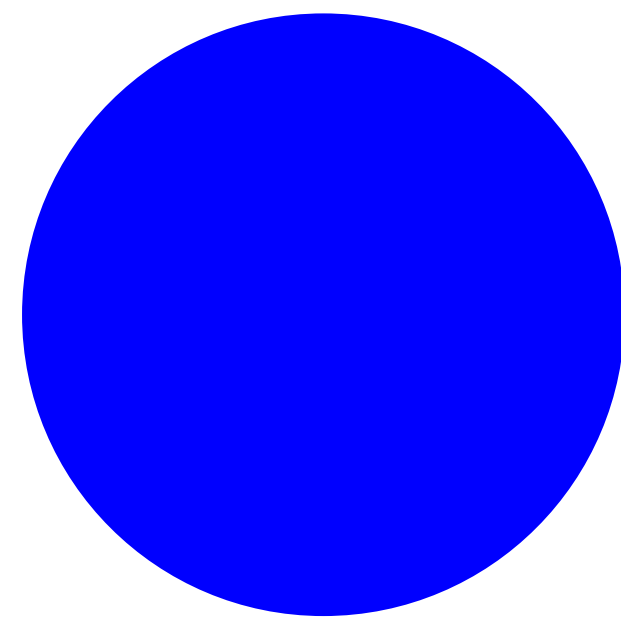


Primary colors



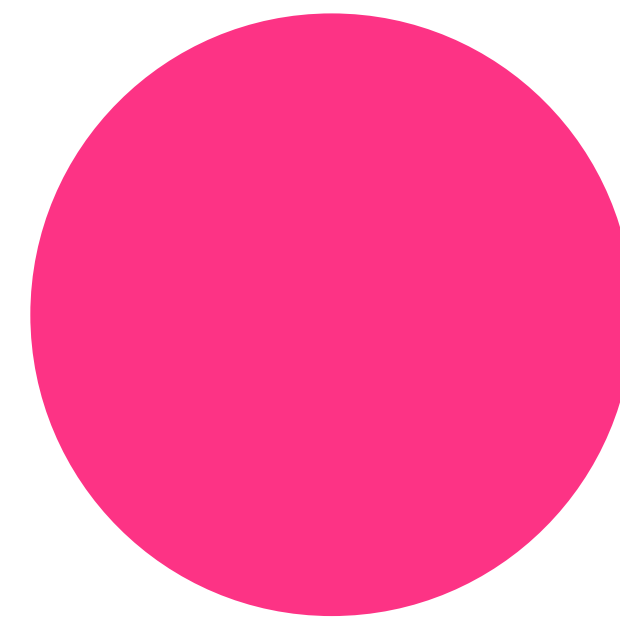
Black

HEX: 000c00
RGB: 0,12,0
CMYK: 86 71 67 92



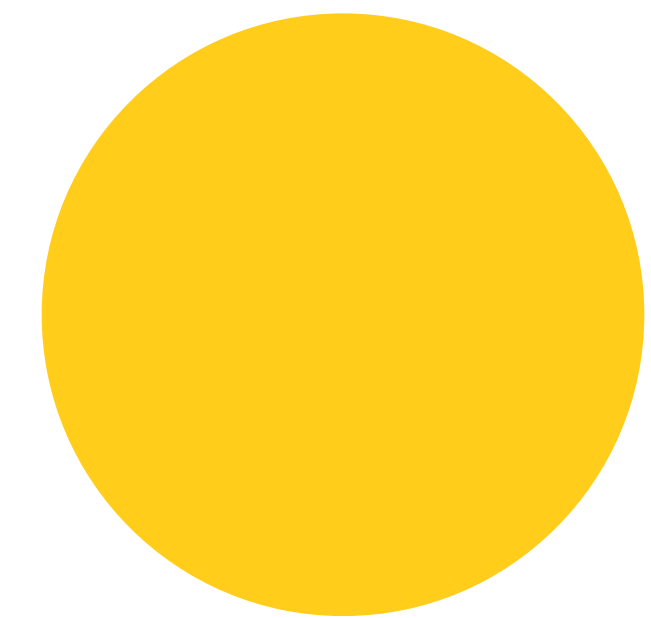
Blue

HEX: 0000ff
RGB: 0,0,255
CMYK: 93 75 0 0



Pink

HEX: fd3385
RGB: 253,51,133
CMYK: 0 87 10 0



Yellow

HEX: ffcd1a
RGB: 255,205,26
CMYK: 0 20 90 0



Typography »—



Main font

[Link](#)

Thin
ExtraLight
Light
Regular
Medium
Bold
ExtraBold

JetBrains Mono

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

1 2 3 4 5 6 7 8 9 0

± ! @ # \$ % ^ & * () _ + - = § £ ™ ¡ ¢ ∞ § ¶ • ° - ≠



Body font

[Link](#)

- Light
- Regular
- Medium
- Bold**
- ExtraBold**
- Black**

Figtree

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

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Examples

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H3 **Lorem ipsum dolor sit amet**

H4 **Lorem ipsum dolor sit amet**

Body

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Slides »



Examples



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Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet consectetur adipiscing elit



Examples



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Examples



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Examples



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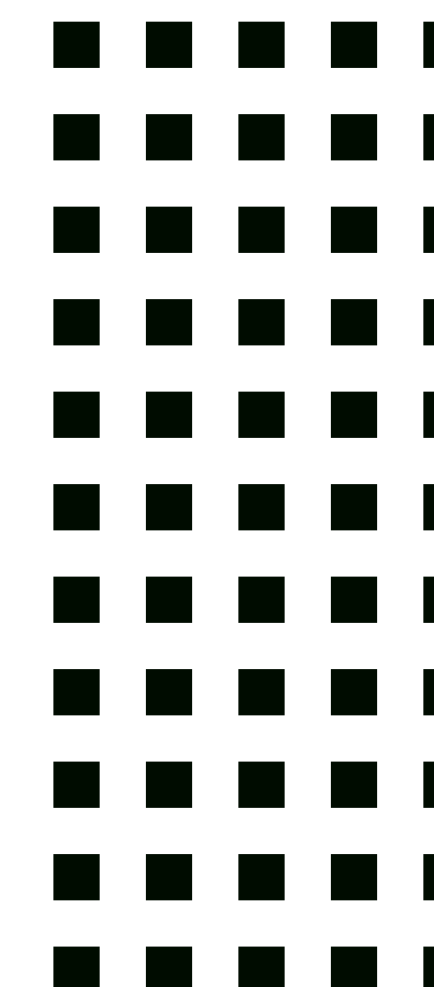
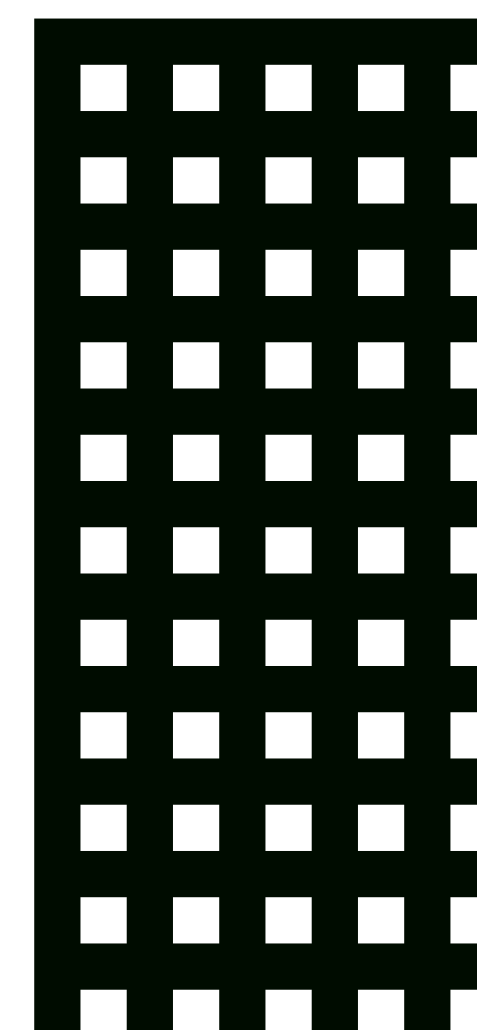
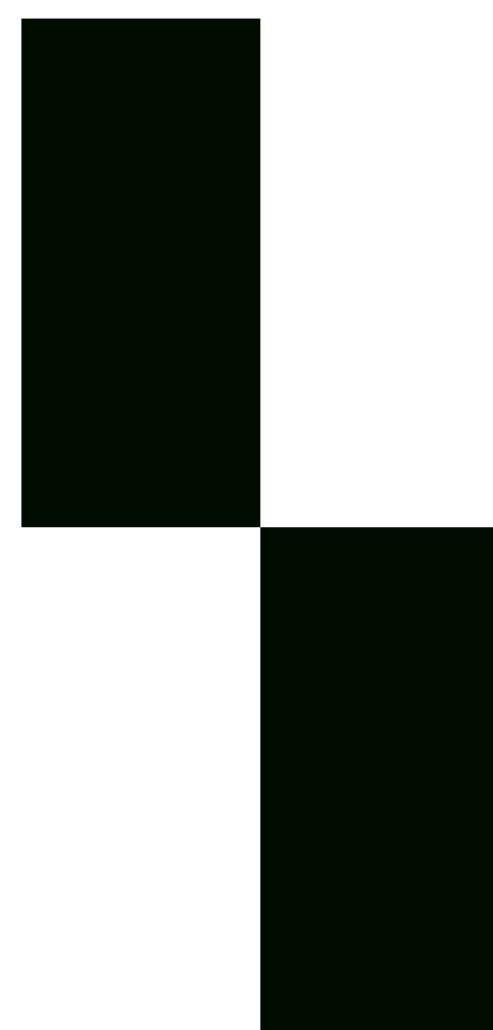
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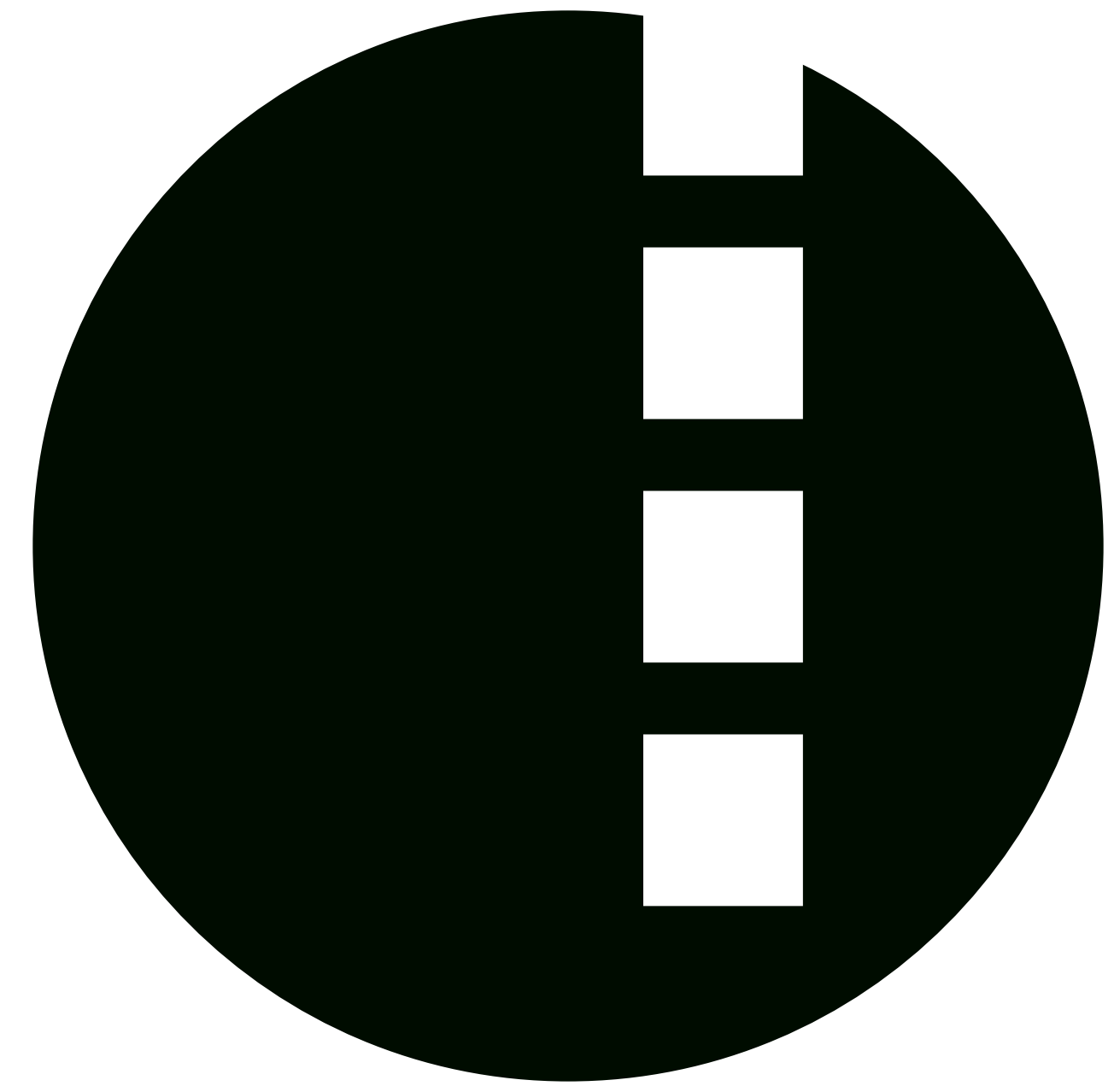
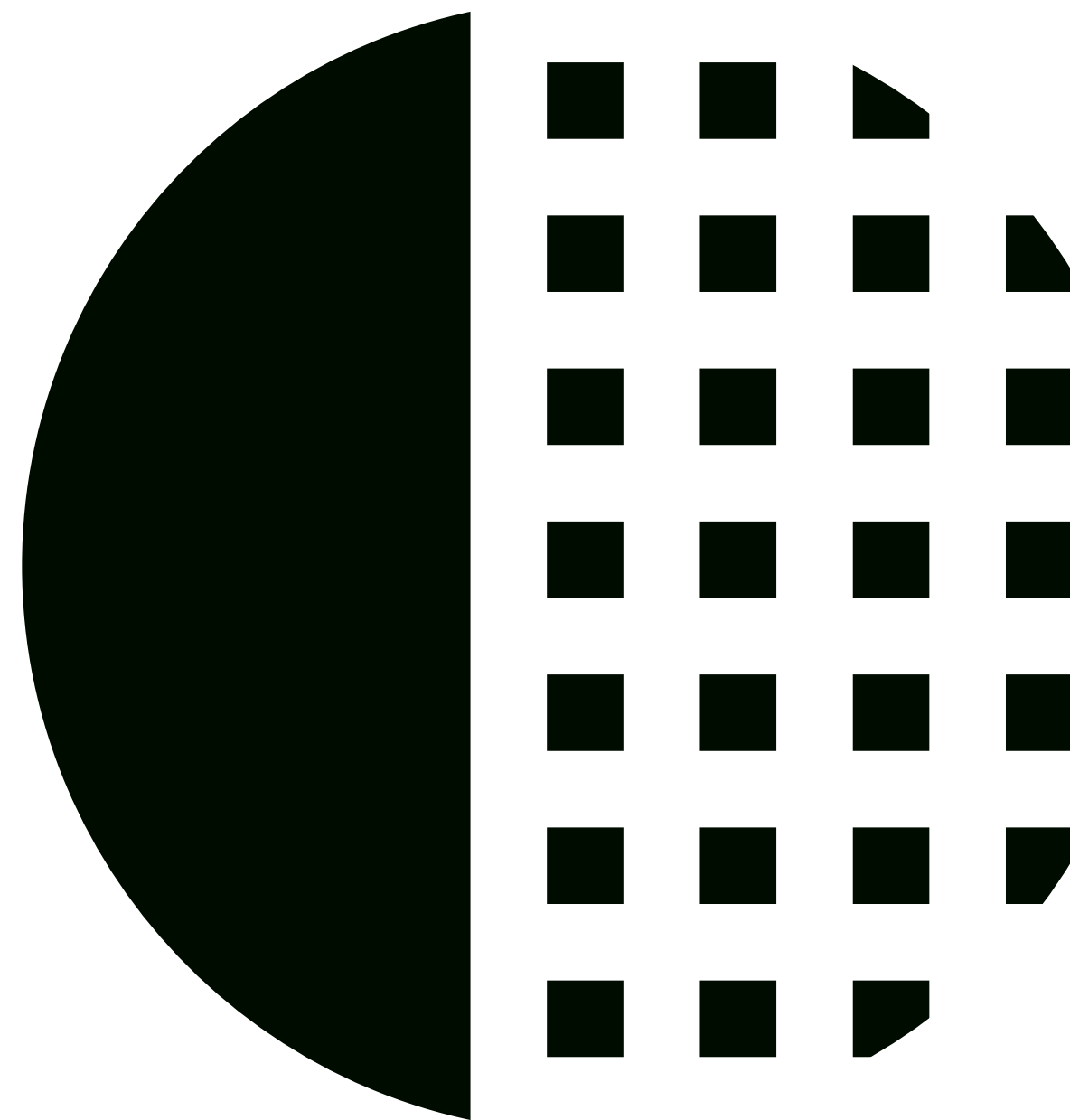
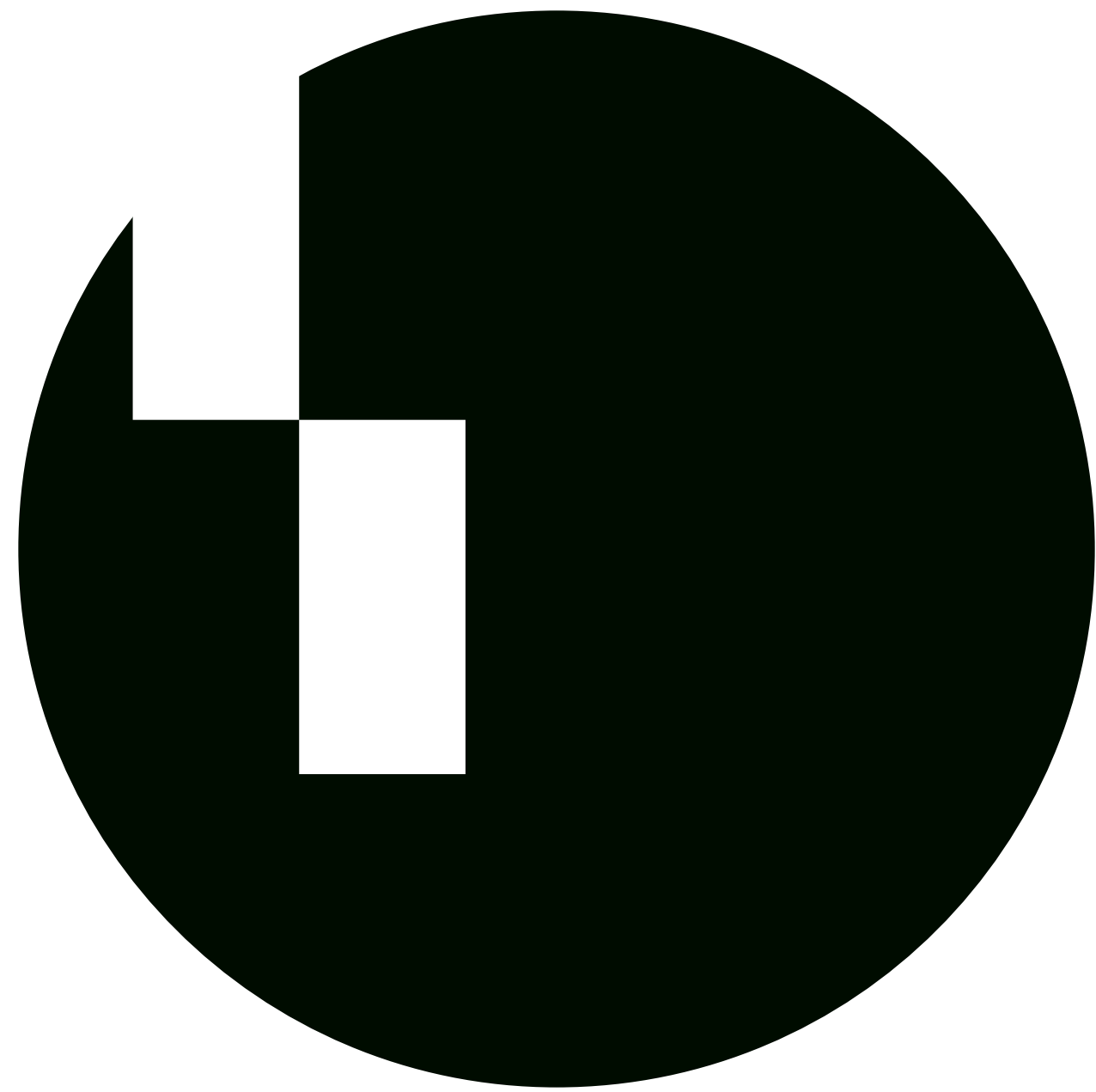
Assets »



Glitch elements



Examples





End »