

HEART – new identity

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While renowned architect Steven Holl has created the new building, Kontrapunkt has created the name and visual identity for Heart – the new art museum in Herning.

heart

At the cornerstone of the new identity is a custom-made typeface, which is inspired by the ribbon-like structures of the building. Furthermore, Kontrapunkt has developed a communication concept, which actively uses the new name in a playful way. The typeface is used for bold headings in all communication – hereby strongly linking the new name to the building itself.



Signage not only makes use of this characteristic typography, but is sprayed directly onto the bare walls in order to give a more rough and changing atmosphere.

On other materials, the typeface can be used graphically with images as background, as a look-through hole to the art pieces at display. All in all, the typeface leaves plenty of room for varying the identity according to specific needs.



HEART's new identity is one of the main features in the Danish TV theme night on DR2 about typography and identity. Among other things not to be missed is Gary Hustwit's documentary 'Helvetica'. The DR2 theme night will air on June 3 at 8.30pm.

For questions or comments, please contact creative director Bo Linnemann, bl@kontrapunkt.com.

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