



COPENHAGEN
CAPACITY

Brand Communication Tool Kit

October | 2022

Index

Brand values

Brand Promise

What drives us

Vision

Mission

Brand Narrative

Brand Personality

Tone of Voice

Boiler Plate

Brand values

These are the values that identify our culture and us as a company



Business-minded

We are commercially-minded business professionals, that like working dynamically and are determined to make business work.

Being experienced and knowledgeable in our field gives us the edge and know-how that our customers want from us.



Collaborative

All our achievements are built upon collaboration, both internally across departments and externally with all stakeholders.

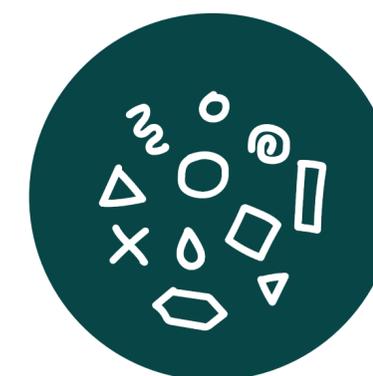
Our partnerships release business potential in Greater Copenhagen for the benefit of Denmark and the world at large.



Passionate

We care for each other and about what we do. We put our heart into it.

Our passion for building sustainable business means we make things happen, work as a team and ensure a business ecosystem that drives the world's sustainable transition.

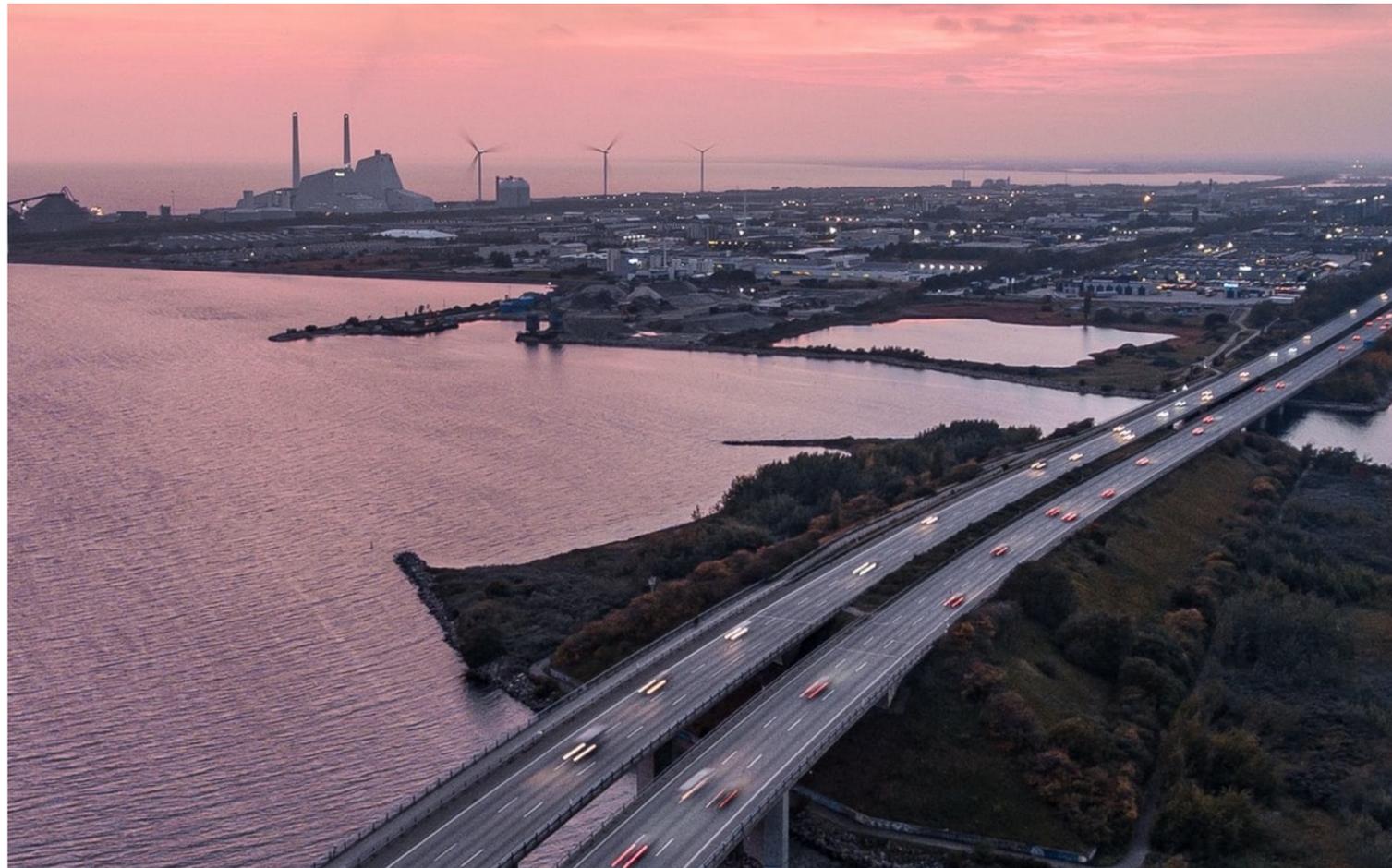


Open-Minded

We believe an open, international approach will make Denmark stronger, better, and more competitive. We ensure diversity internally to be more effective externally.

Being receptive to new ideas and approachable enables the partnerships we rely on, and the team spirit that makes every day fun.

Brand Promise



We attract international companies, talent, and investment by promoting Greater Copenhagen Region and Denmark, for continuous sustainable growth

Vision

To enable the world's
sustainable transition



Mission

We support the growth of international business in Denmark and Greater Copenhagen Region to enable the world's sustainable transition



Brand Narrative

Ideas are born in an instant,
But it's what came before that enables them to happen.
The groundwork, the research, and the professionalism.
The experience to know which path to take, and the
flexibility to double back and take a new one.
To persist until we succeed.

We do things differently because we're different,
18 nationalities and counting. All with unique, international
perspectives and deep expertise that connects industry, academia,
and the public sector.

We inspire the world to create the future in Denmark and the
Greater Copenhagen Region. We have a strong belief in what
Denmark can offer – and what the world can teach us.

That's why we're on a mission to invite bright minds
and fresh ideas in. International companies that will enable our
sustainable future, And International professionals that will take
these businesses to the next level.

Every connection we make, every piece of advice we give is about
believing business can be better and working towards the
sustainable transition of the entire world.

That's why we're connecting our clients with business opportunities,
landing international companies,
nurturing international talent and inspiring possibilities.

Tagline

Inspiring Possibilities

Brand Personality

Open-Minded / Business-Minded

We're down-to-earth and enjoy a laugh, but still have what it takes to guide a fortune 500 company through their opportunities in Denmark.

Nothing new came from the status quo so we do things differently.

But making business work is about commitment, flexibility and seeing things through.

We hate red tape and we cut through it, so we can get on with doing what we do best – make business work.

That's why we are:

“Open-minded – business-minded”.



Tone of Voice

Our tone of voice is the tonality we want to convey in all communication. Through adopting a consistent tonality, we can build the Copenhagen Capacity brand according to our strategy and deliver a memorable impression upon everyone who interacts with the brand.

Confident (fun/ bold / outgoing)

Be professional but make a statement

We're not afraid to have edge, whether that's through humour or bold statements.

A little swag in communication never hurt anyone. Don't forget the twinkle in your eye while you fold out all your rational, professional arguments.

Informed (cultured/ smart / wise)

People come to you for advice.

Being experienced and knowledgeable is what our customers want from us so we show them we are enlightened, up-to-date, always smart and sharp.

Inspiring (motivated / energetic / positive / fiery)

Point out the possibility. We're all about "What if?", the future and potential success.

We focus on opportunities and possibilities, using inspiring examples to motivate and excite.



Tone of Voice

- Examples

Nurturing your business to net zero

Copenhagen is aiming to be the world's first CO2 neutral city by 2025. Discover how Copenhagen Capacity can help establish your business here in Denmark and reduce your carbon footprint.

Employ the world's best (before the competition does)

Somewhere in a small office in Guatemala is the coder who is going to disrupt your entire business. Let us put you in touch.

Relocate to the world's no.1 sustainable country

The Environmental Performance Index (EPI) named Denmark no.1 in Green Transition. Find out how you can start your sustainable journey with free business advice from Copenhagen Capacity.

Ever tried a Brazilian?

Our talent pool includes some of the most ambitious coders from around the world – including Brazil. Discover the international talent that will take your company to the next level, with Copenhagen Capacity.

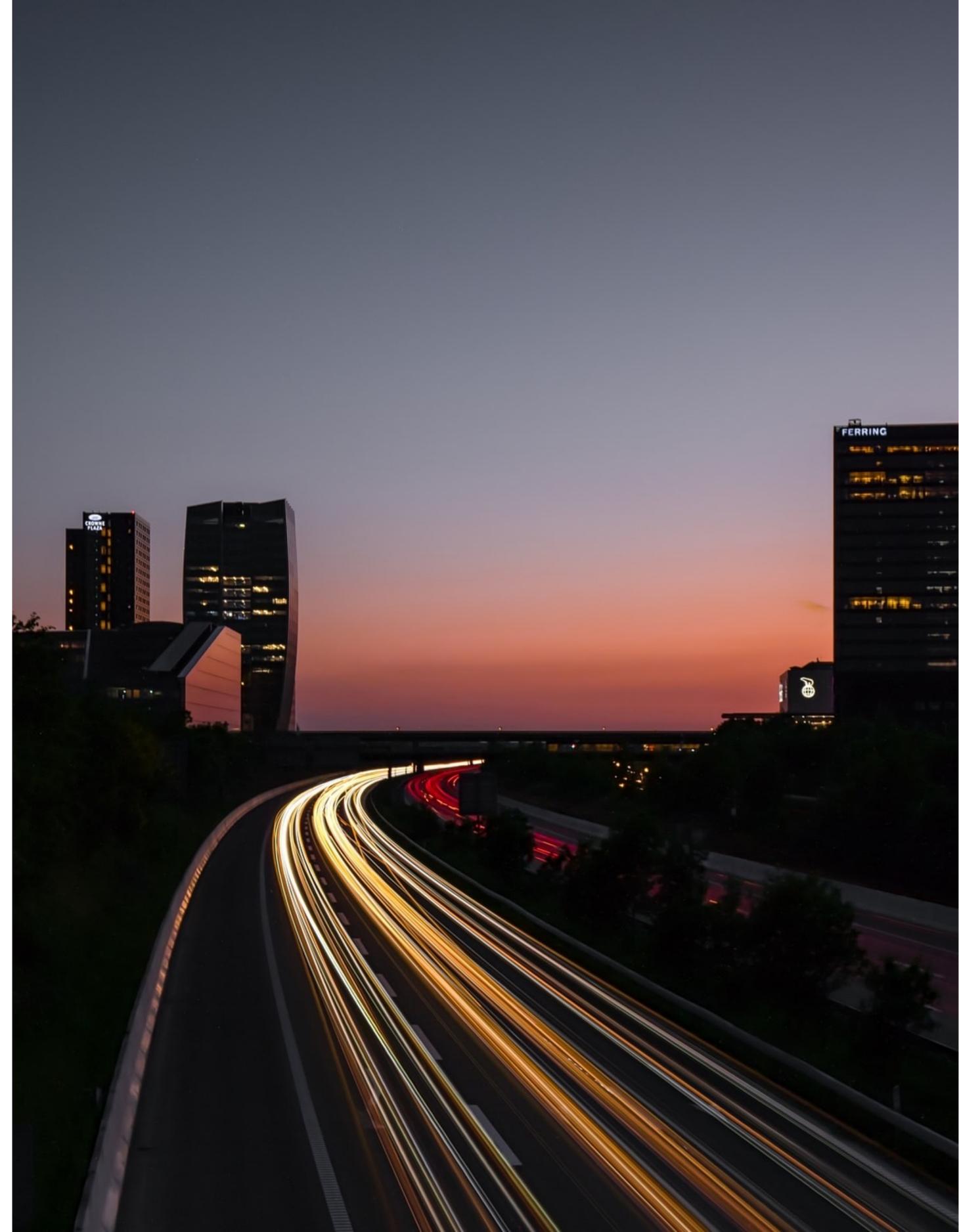
Boiler Plate

– Short version

We attract and support international companies, investors and professional talent, to ensure continuous, sustainable growth in Denmark and the Greater Copenhagen Region.

We do this by promoting our metropolitan region and country globally and using our network and experience across industry, academia, and the public sector to guide our customers through their business opportunities.

Copenhagen Capacity is a not-for-profit marketing and business development foundation financed by public organisations as well as private funds and companies.



COPENHAGEN
CAPACITY

Thank you!