

## GENERAL DESIGN PRINCIPLES

Colors, typography (sans-serif font) and logo animation is based on the official BAA design guide.

We recommend using vector illustrations, especially this one with a good sense of humor.



## Style Tile

Color palette:



BUSINESS ACADEMY  
AARHUS



Font family: Poppins

**Poppins bold**

Poppins regular

**PRO**  
**TIP**  
**#1**

Illustrations:



## Tone of voice inspiration

moderncollegestu... • Follow

Time to do homework

Actually, I'll do it tomorrow

Actually, let me check the due date

Your work Due tomorrow

+ Add work

I'm doomed

#schoolmemes

when other people present and u realize how bad your presentation is

fieryteenager Follow

Who else has experienced this feeling

fieryteenager · Original Audio

Dear students! 📢📢

For the first time ever, we have arranged a GRAND Friday Bar in the Canteen at Sønderhøj 30!

It will happen next Friday, the 4th of March, starting at 12:00! 🕒

We will have a live DJ, games, tournaments and various prizes! 🎉

So get together with your classmates and come join the fun! 🥳

See you soon! 🤝

!!! Basement will be closed Friday March 4, due to the event in the Canteen !!! See less

Dear all students! 📢📢

We are excited to see you all this Friday in the Canteen at Sønderhøj 30 from 12:00! 🥳🥳

Come and hang with your fellow students while supporting a great cause! 🇺🇦🇺🇦

//The Basement Crew 🤝

**BASEMENT**

facebook.com/basementbaaa

**BASEMENT INVITES YOU TO GRAND FRIDAY BAR**

FRIDAY MARCH 4 – CANTEEN @ Sønderhøj 30  
12:00-18:00

12:00 – Opening  
12:30 – Bingo & Prizes  
13:15 – DJ Simon Kynde (all day)  
14:00 – Beer Pong Tournament

BINGO & PRIZES  
BEER PONG TOURNAMENT  
GAMES  
DJ

BASEMENT

**BASEMENT INVITES YOU TO GRAND FRIDAY BAR FOR UKRAINE 🇺🇦**

Date? ✓ Friday, April 22nd  
Location? ✓ Canteen, SH 30  
Time? ✓ 12:00-18:00

**ACTIVITIES**

12:00 Opening w. DJ (all day)  
12:30 Live Auction for Ukraine  
13:45 Pubquiz by Guldhornene  
14:45 Beer Pong Tournament

BASEMENT

teachergoals • Follow

Assignment expectations

Student work