# Style guide

Color

One of the key elements to building a strong brand is proper and consistent use of color. For this reason, the below color palette should be used exclusively for promotion of the company.

This applies to any materials that are either sponsored by or has an implied sponsorship of us.

The primary colors are Old Gold, Maximum Blue.

Blue Sapphire and Raisin Black are to be used as accent colors.

C9BD44

59B6CA

24627C

231F20

color-palette

coolors
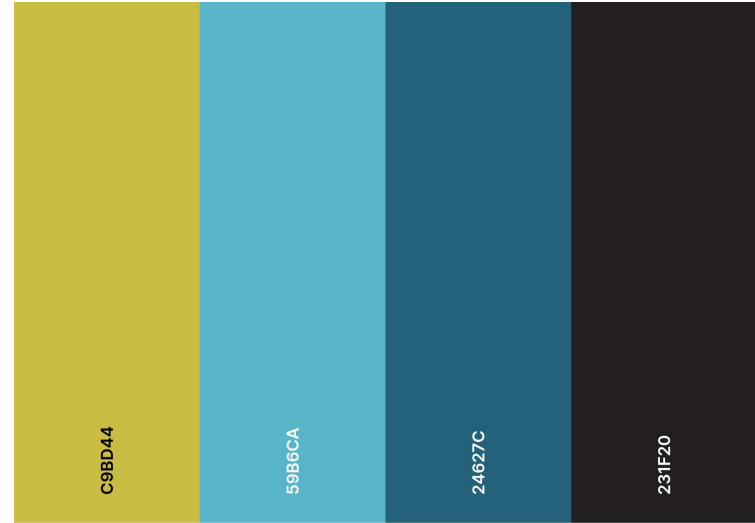
Iconography

These icons are used throughout the website, but the brand is not limited to only using these. They represent most of our content and visions.

Finding accommodation

Experience in denmark

Choosing a programme

Work and friendships and social activities

Studying in Denmark

Application Checklist

Typeface

Typography provides the framework for the content of the company's printed and digital communications. Two fonts have been selected for maximum flexibility: Comfortaa and Montserrat.

These fonts present a professional, clean look that are modern enough to project the image of a progressive, forward looking company. The two fonts - along with their complete families of regular, semibold, bold, and the occasional italic in body copy are recommended for all marketing publications.

Main Heading
25px, Comfortaa Bold

Secondary Heading
20px, Comfortaa Normal

Some body text here
25px, Montserrat Normal

Logo

Business academy Aarhus full logo
When used, the PS logo should only be reproduced from authorized sources and should not be redrawn, re-proportioned, or modified in any way.

Business academy Aarhus branding mark
Should only be used in situations the full logo does not make sense or look good.

Social Media Guidelines

Instagram

- Reels
- Posts
- Carousels
- Story Ads

Facebook

- Posts
- Articles
- Stories

YouTube

- Videos
- Shorts