
October 2018

**DESIGN GUIDE FOR
COPENHAGEN
BUSINESS ACADEMY**



kea
KØBENHAVNS ERHVERVSAKADEMI

In this design guide for Copenhagen School, we describe how we apply the students at KEA in our communication.

Payoff Full Time:

Do not just know. You should be able to.

- theory and practice-oriented

Here we are talking about both the theoretical and practical content of the programs. We promise that you can do something extra than through purely theoretical education. You can lead the theories and dreams into reality.

The payoff part-time (KEA Competence):

Improve your knowledge and skills.

- focus on the personal skills
- theory and practice-oriented

For part-time studies - continuing education - is there a need to communicate on a level where the people you meet, seeking to enhance their personal skills.

After years in the workforce, they are more focused on developing themselves and thus become a greater capacity of its existing or future workplace.

portraits

We use KEA's own students in KEA's communication and marketing. It is crucial that they have a natural and genuine charisma with positive energy, thoughtfulness, ambition and ingenuity.

Each person stands in front of a colored background, which match their attire. It provides a calm, highlighting the person and a visual expression that creates consistency across portraits and provides a clear visual identity for the KEA.



KEA's logo

The logos must be used on all communication platforms, both internally and externally.

The logos in black used for documents or newspapers, which printed in black.



Danish version



English version



Danish version, black



English version, black

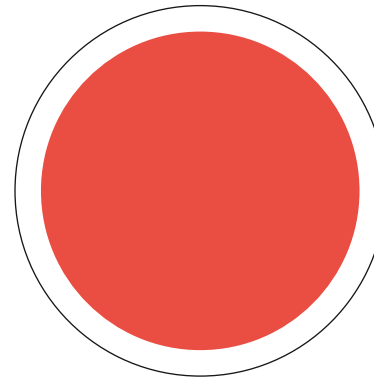
KEA's logos

KEA's logos used by a colored rectangle for maximum visual recognizability and readability across formats.



Colour

At KEA we have a common logo color for full time and part time. KEA red becomes the key to tell a common story and show that KEA is one professional community from higher education to continuing education.



For KEA's full-time education and part-time courses used KEA red

C = 0 M = 80 Y = 70 K = 0 R =

234, G = 80 B = 69 Pantone

485 C

minimum size

The logos should not be used in smaller sizes than those shown.

without text

Logo Clean be used without text where the text would be unreadable.



29 x 13.2 mm



29 x 15 mm



without text

KEA Typography

KEA primary font is **Helvetica Neue LT Std.**

Alternatively, Arial * used instead of Helvetica regular. The alternative for the condensed version of Helvetica is Arial Narrow *.

*The alternative fonts should be used only in cases where it is required to use the system fonts. For example, in PowerPoint presentations, Word templates and email signatures.

ABC 123
&?

#

Helvetica Neue LT Std

Regular

35 to 96

ABC
123
&?

#

Helvetica Neue LT Std

Condensed

27 two 107

Text style (Example)

Different typefaces adds dynamism to the text, making it easier and more appealing to read.

1. Headline

Helvetica Neue LT Std 77

Bold Condensed size: 30pt

2. Subhead

Helvetica Neue LT Std 77

Bold Condensed size: 14pt

3. Body

Helvetica Neue LT Std 55

Roman size: 9pt

4. Between Headline

Helvetica Neue LT Std 77

Bold Condensed size: 9pt

1 DO NOT JUST KNOW. YOU MUST BE ABLE.

2 THEORY AND PRACTICE RELATED

3 An IUS libris evertitur, ne vix graeci reformidans. Te nam mundi Populo viderer, cum nominavi facilisis eu mode nostrum omnesque eu pro. MEA EA integrated adversarium, pri halls to inermis, suavitate gubergren definitionem EU mei. Pri Mutat tamquam depends. Sumo consul usu tea.

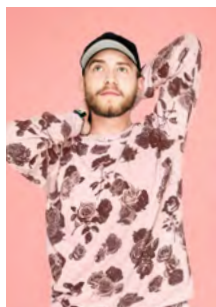
4 AN IUS LIBRIS EVERTITUR

An IUS libris evertitur, ne vix graeci reformidans. Te nam mundi Populo viderer, cum nominavi facilisis eu mode nostrum omnesque eu pro. MEA EA integrated adversarium, pri halls to inermis, suavitate gubergren definitionem EU mei. Pri Mutat tamquam depends. Sumo consul usu tea.

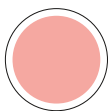
secondary colors

The campaign elements using a color defined by the background of the pictures.

The colors are used for example. for background printed and graphical elements like. tables and boxes.



Alexander

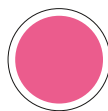
**Pantone 169 C**

RGB: 255, 180, 170

C = 0 M = 44 Y = 30 K = 0



Cindy

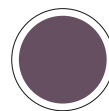
**Pantone 212 C**

RGB: 240, 78, 152

C = 0 M = 76 Y = 16 K = 0



Frank

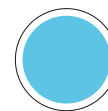
**Pantone 7448 C**

RGB: 76, 55, 75

C = 61 M = 67 Y = 44 K = 25



Elisabeth

**Pantone 305 C**

RGB: 89, 203, 232

C = 60, M = 0 Y = 8 K = 0



Signe

**Pantone 2387 C**

RGB: 7, 98, 200

C = 88 M = 56 Y = 0, K = 0

secondary colors

The campaign elements using a color defined by the background of the pictures.

The colors are used for example. for background printed and graphical elements like. tables and boxes.



Freja

**Pantone 165 C**

RGB: 255, 103, 31

C = 0 M = 70 Y = 100 K = 0



Nasir

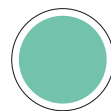
**Pantone 121 C**

RGB: 253, 215, 87

C = 1, M = 13, Y = 78 K = 0



Alexander

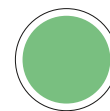
**Pantone 338 C**

RGB: 110, 206, 178

C = 57, M = Y = 0 K 40 = 0



Christina

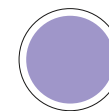
**Pantone 2256 C**

RGB: 86, 194, 113

C = 57, M = Y = 0 K 62 = 0



Jolan

**Pantone 2094 C**

RGB: 142, 127, 174

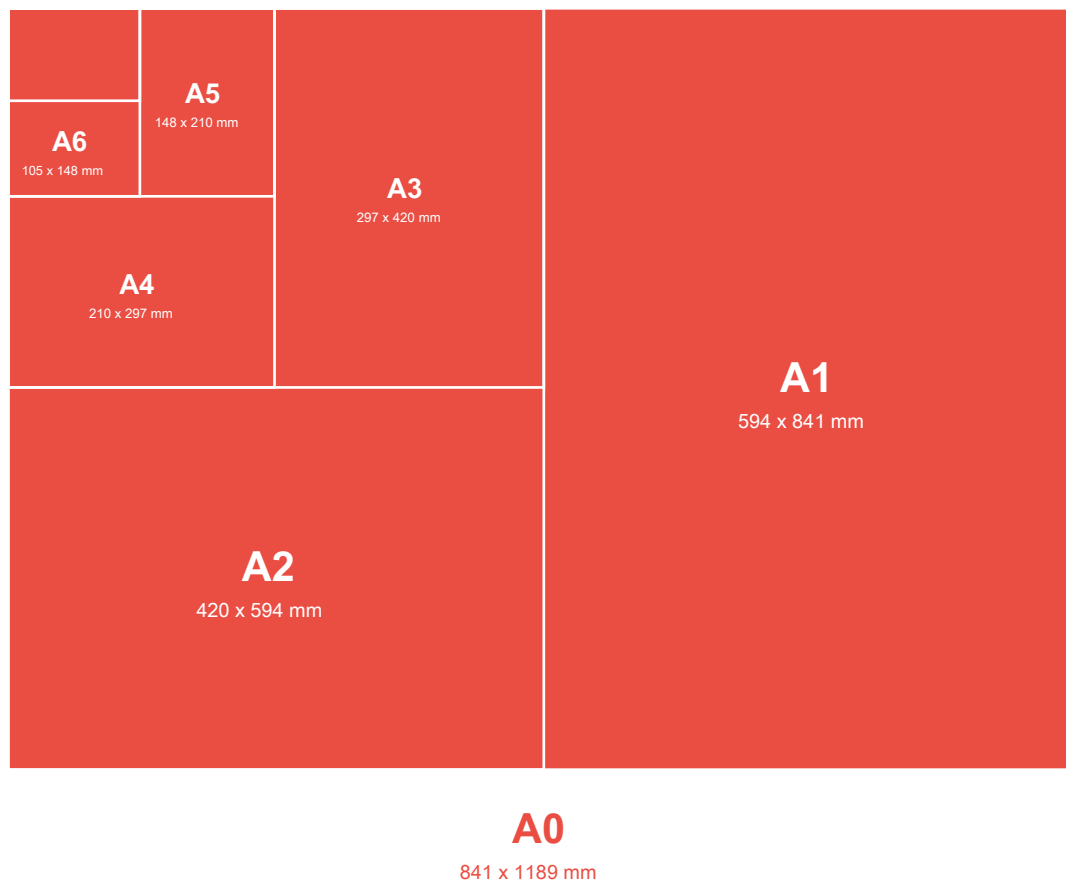
C = 43 M = 42 Y = 0, K = 0

formats

It is possible to print in various formats. The most common are the standard formats as shown at right.

A0, A1, A2 are large format, ideal for promotions or 'event' posters.

A3 is recommended for small information posters, and the smaller sizes A4, A5 and A6 suits letters, flyers and postcards.



advertisements

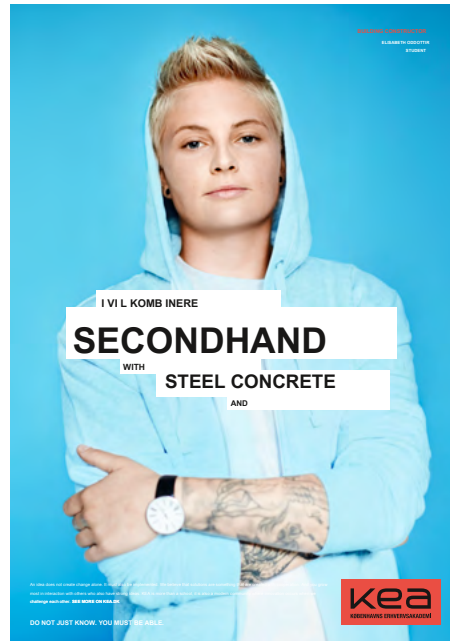
In the ads are the images to the edges.

Quote block in a central location without having to get to grips with the details in the picture.

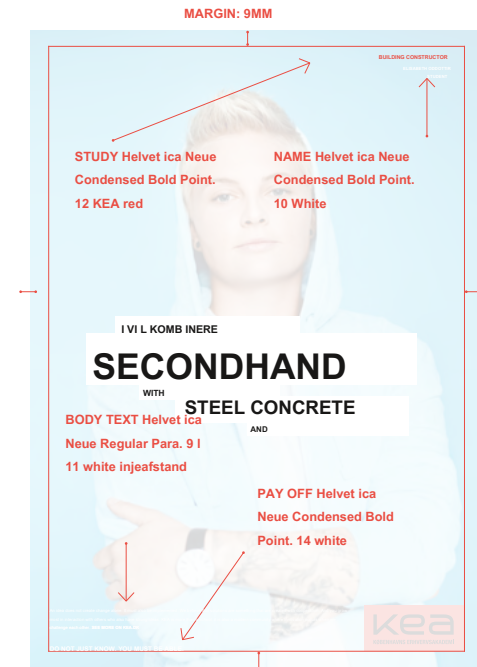
All other text follows KEA design guide.

Logo placed at the bottom right corner.

This means that only when it is the student who says that there used quote blocks. Other elements must follow KEA design guide.



Example ad



Objectives and font sizes Ad

A4 format

citations

The quotations used when a student who caters to the recipient.

Quote font

Quotes written in font GT Walsheim Black, only in capital letters.

quote Blocks

Scripture is always in a white text block. The distance from the font to the edge of the block varies in size in order to create a dynamic look.

highlight

Highlight the words that are important in relation to the students' project or study.

Contrast

Create good contrast between small and big words, but it still hangs together.



Example of quotation

Brochure

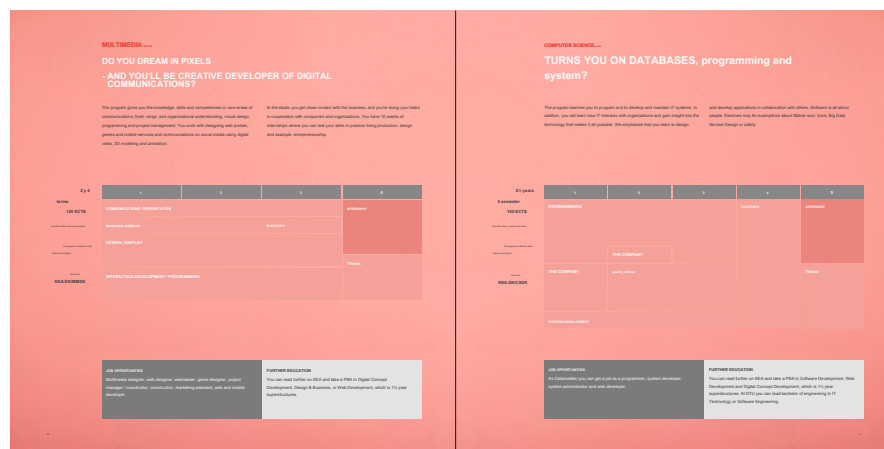
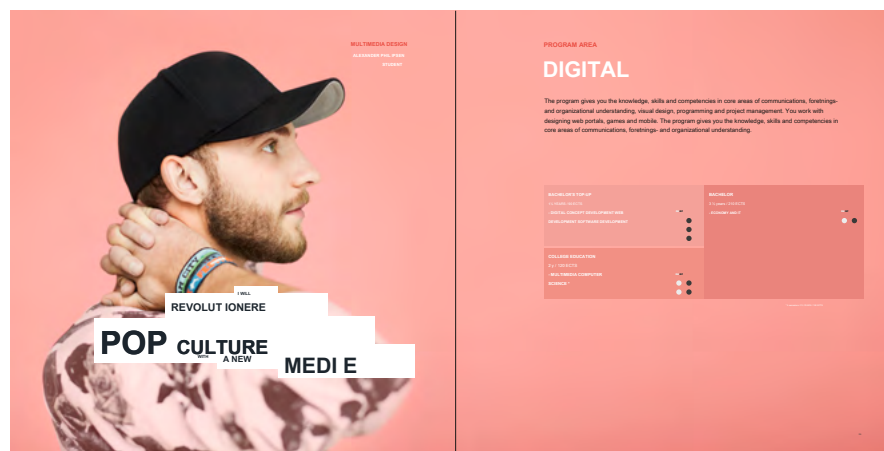
Examples of color and use of the quote in the brochure.

Print materials such as brochures, catalogs and leaflets should be developed in the square format.

typography

Helvetica Bold Condensed used for headlines and subheads.

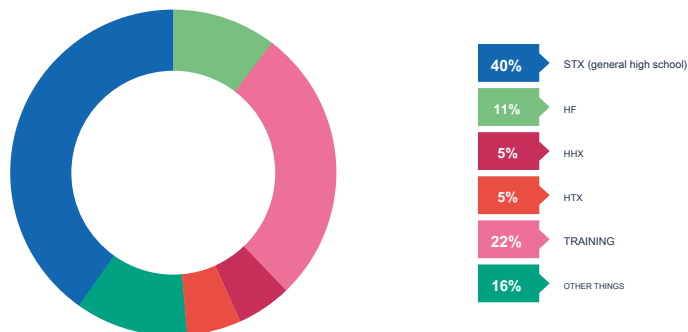
For body text used Helvetica Bold.



infographic

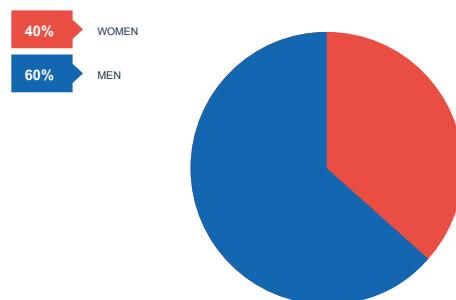
For infographic is based on the secondary colors used in addition to the red color.

STUDENTS AND THEIR BACKGROUND

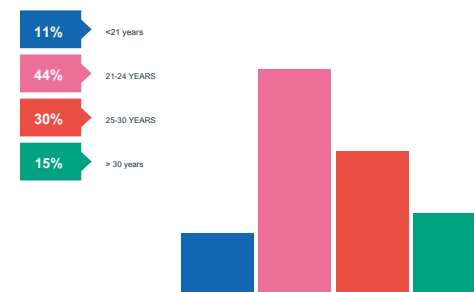


Source: Student Satisfaction Survey 2016

GENDER BREAKDOWN



AGE DISTRIBUTION



Source: Student Satisfaction Survey 2016

PowerPoint template

We have templates for full time and competence. There are various options for PowerPoint slides: Simple white background, colorful background and sliding wear with different portraits.

The purpose of the various templates for slides is that they make it easier to build a presentation, adapting it to the content. Therefore, one can freely choose the templates that best suits a presentation, and delete the rest.

One should use the fonts in the system (system fonts), so it's easy for anyone to edit a presentation.

The selected format is 4: 3, so it is possible to view the presentation via a projector. And 6: 9 TV screens.

PowerPoint templates (Danish and English) is available on kea.dk/designguide and Fronter.



E-mail signatures

There are several different signatures that promote KEA's interim and full-time education.

The signatures are on Fronter and kea.dk/designguide along with a guide to setting up the mail.



Some examples of e-mail signatures - Full time

E-mail signatures

There are several different signatures that promote KEA's interim and full-time education.

The signatures are on Fronter and kea.dk/designguide along with a guide to setting up the mail.



Some examples of e-mail signatures - Part time

Business card

The head of the program area or center decides who can get business cards since the cost lies with the individual manager.

After the formal approval will have to access the link to the business card (in management room on Fronter).

Visikortet available in Danish and English.

John Doe

Job position
KEA Department

mail@kea.dk
+45 0000 0000

Københavns Erhvervsakademi

Prinsesse Charlottes Gade 67-74, 2200 København N

KEA.DK

kea
KØBENHAVNS ERHVERVSAKADEMI

John Doe

Job position
KEA Department

mail@kea.dk
+45 0000 0000

Copenhagen School of Design and Technology

Prinsesse Charlottes Gade 6, 2200 Copenhagen, Denmark

KEA.DK

kea
COPENHAGEN SCHOOL OF DESIGN
AND TECHNOLOGY

Roll-ups

There are different roll-ups for fuldtidsog part-time courses which can be used to promote KEA's programs at fairs and various events. The measuring 100 x 200 cm.

write to kommunikation@kea.dk, if you want to borrow them - like 10 days before an event.

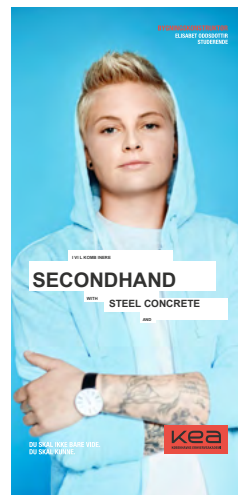
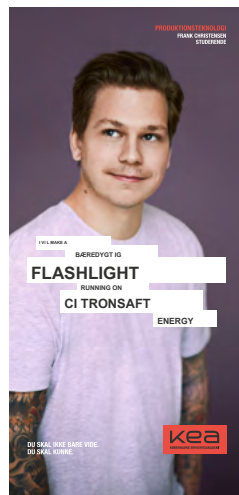


October 2018

Keas DESIGN GUIDE

22

Roll-ups



October 2018

THANK YOU FOR YOUR TIME

