

✓ Visual identity

The frame for Milestone Competences' visual identity is a dark gray bar in the top and a narrower orange bar at the bottom of the layout (see colors on page 3). This layout will be present in PowerPoint presentations, on business cards and eventually on official papers.

The logo will most often be present in the upper left corner or the lower right corner.

✓ The Fifth Element

A fifth element is an element from the design that is recognizable and continuously recurs. Here, the "V" from the logo is applied as the fifth element. The "V" is used as a tag, e.g. as bullet points in a PowerPoint presentation. It is also used in connection to the menus on the website and in some headlines.



✓ LOGO



✓ LOGOTYPE



The logotype can be used on the website and in presentations, where the logo cannot take up too much space.

✓ Colors

The colors on the website is the same as the ones in the logo. The two gray colors and the white color gives the website a pure style, while the orange color dominates a little more and provides contrast.



CMYK: 0 85 95 0

f04e2a



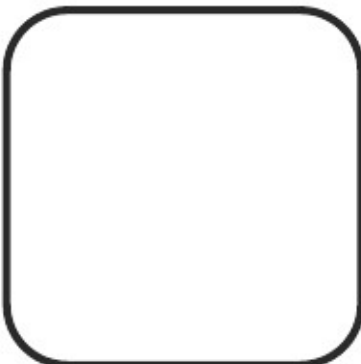
CMYK: 66 60 57 39

4a494a



CMYK: 31 24 25 0

b2b3b3



CMYK: 0 0 0 0

ffffff

✓ Fonts for online use

✓ Headlines

Trajan Pro

The font in the Milestone Competences logo is Trajan Pro, which is a font with “feet” and capital letters only.

To maintain recognizable elements from the logo in web design, Trajan Pro will recur in the headlines.

GEORGIA

If an Internet browser is not compatible with Trajan Pro, this font will be replaced by Georgia, which is quite similar to Trajan Pro.

✓ Body text

ARIEL

As the body text is often smaller than the headlines and contains more words it can be difficult to read a font with feet on the screen. Thus, Ariel has been chosen as the body text font. It has a pure and simple style and signals business.

✓ Business cards

Front



Back



VistaPrint measurements:

Product size
87mm x 49mm

1028 x 579 pixels

Size for cutting
90mm x 52mm

1062 x 615 pixels

Type of paper:

Premium, 80 lb. (215 gsm) mat.

✓ Front

In the upper right corner we have used the logotype, which is identical to the one used at the website. In the middle of left-hand side the name is stated (here: Karsten Bobek) with large letters. Position (here: Partner) and other activities (here: Associate Professor at CBS) are written with smaller letters. On the right-hand side practical information is stated, i.e. phone number, e-mail and website.

✓ Back

On the back of the business card the logo is depicted with the e-mail address underneath.

✓ Email Signature

Best regards / Med venlig hilsen

Karsten Bobek
Partner



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For the e-mail signature the Milestone Competences logotype has been used. A thin grey line has been added on top of the logo, whereas a thin orange line has been added on the bottom. This has been done to maintain the consistency in the design, but without letting it dominate too much, as it has to be appear quite small.

✓ PowerPoint

Below it is shown how the general layout appears in the PowerPoint presentations as well. Once again, the “V” represents the fifth element.



