

MPP

VISUAL IDENTITY

CBS



COPENHAGEN
BUSINESS SCHOOL

HANDELSHØJSKOLEN

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THE STORY

The design of the visual identity for the logo was requested to mark the 25 year anniversary of the department of management, politics and philosophy at CBS.

The departments set itself apart for its overriding concern for the human within its multiple environments: work, nature, economy, civil association, the state, and the corporation.

The department has been constantly evolving and reshaping itself since it got started 25 years ago. The concept of humanity and evolution was the base for the design of the new logo for the MPP. In the design process we searched for a complementing style to the current CBS identity, yet unique enough to give the MPP its own branding.



Original MPP logo

THE LOGO

The former logo of the MPP department was an image that was based on the first depiction of humans found in Denmark. This image represents five figures that were supposedly dancing, and the image was carved into a piece of bone. This first discovery of human culture in Denmark was a fitting representation for the concept of the first MPP logo. Therefore we decided to modernize the logo, to do justice to the history of the MPP but also to show the progress that the department had made. In the logo we choose to represent a non-gender specific depiction of a human.

The progress was to show the remaining focus on humanity and the evolution of the department through the digitalization of the MPP and the fight for equality.

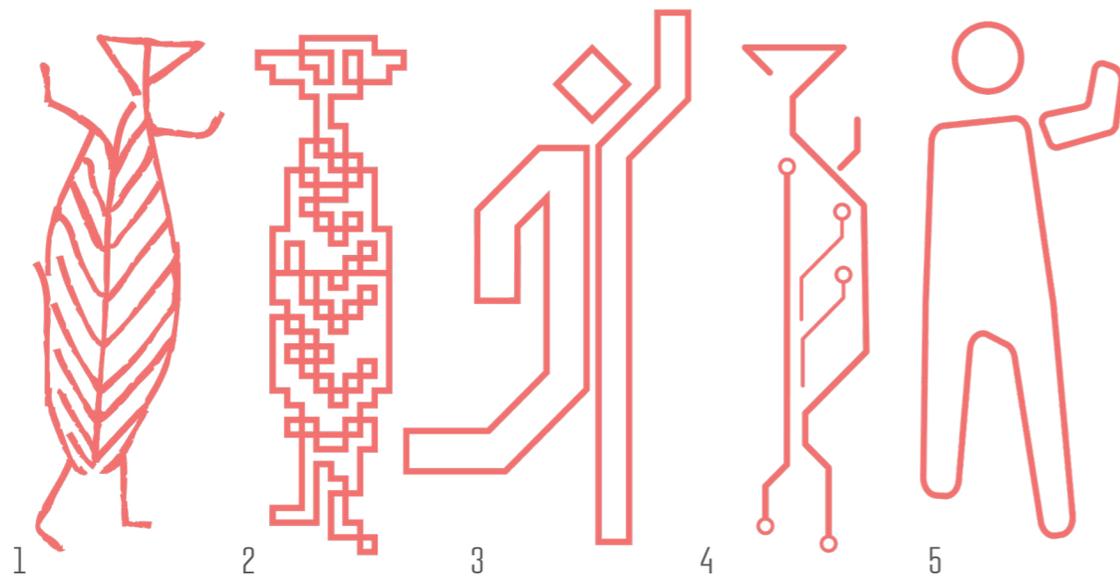


Figure 1: Based on the first logo. It stands for the origins of the MPP

Figure 2: The start of the MPP department in the early days of digitalization.

Figure 3: The basic shape of a human depiction as often found on toilet signs. The character is still seen dancing/moving forward.

Figure 4: This figure is about connection; in both a digital sense and a human sense

Figure 5: This final figure is more organic and more true to the human form

THE VARIATIES

The logo can be used on its own as an illustration or in combination with the letters and main titles of the MPP department. The simplified version of the logo (showing only the heads) can also be used.

The figures can be used in a line or the individual figures can be used as illustrations.

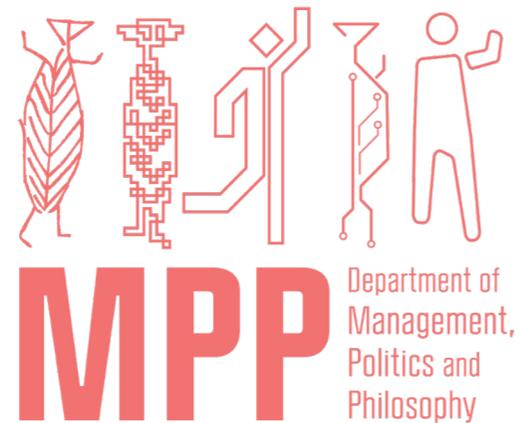
The logos can be used in the colours as found in the next chapter.

The original CBS logo should always be used in combination with the new design. More rules about the use and placement of logos of CBS, see: <https://design.cbs.dk/>

Long logo with the full title



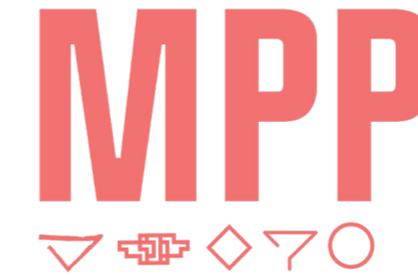
Rectangle logo with the full title



Logo with simplified forms



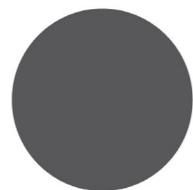
Logo with simplified forms



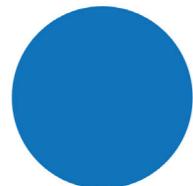
Alternative colour use



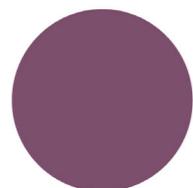
THE COLOURS



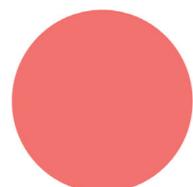
CMYK: 0,0,0,80
RGB: 88,89,91
#58595b



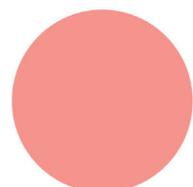
CMYK: 86,52,0,0
RGB: 26,115,186
#1a73ba



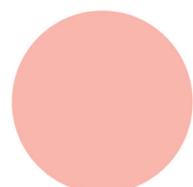
CMYK: 49,74, 34, 18
RGB: 124,79,109
#7c4f6d



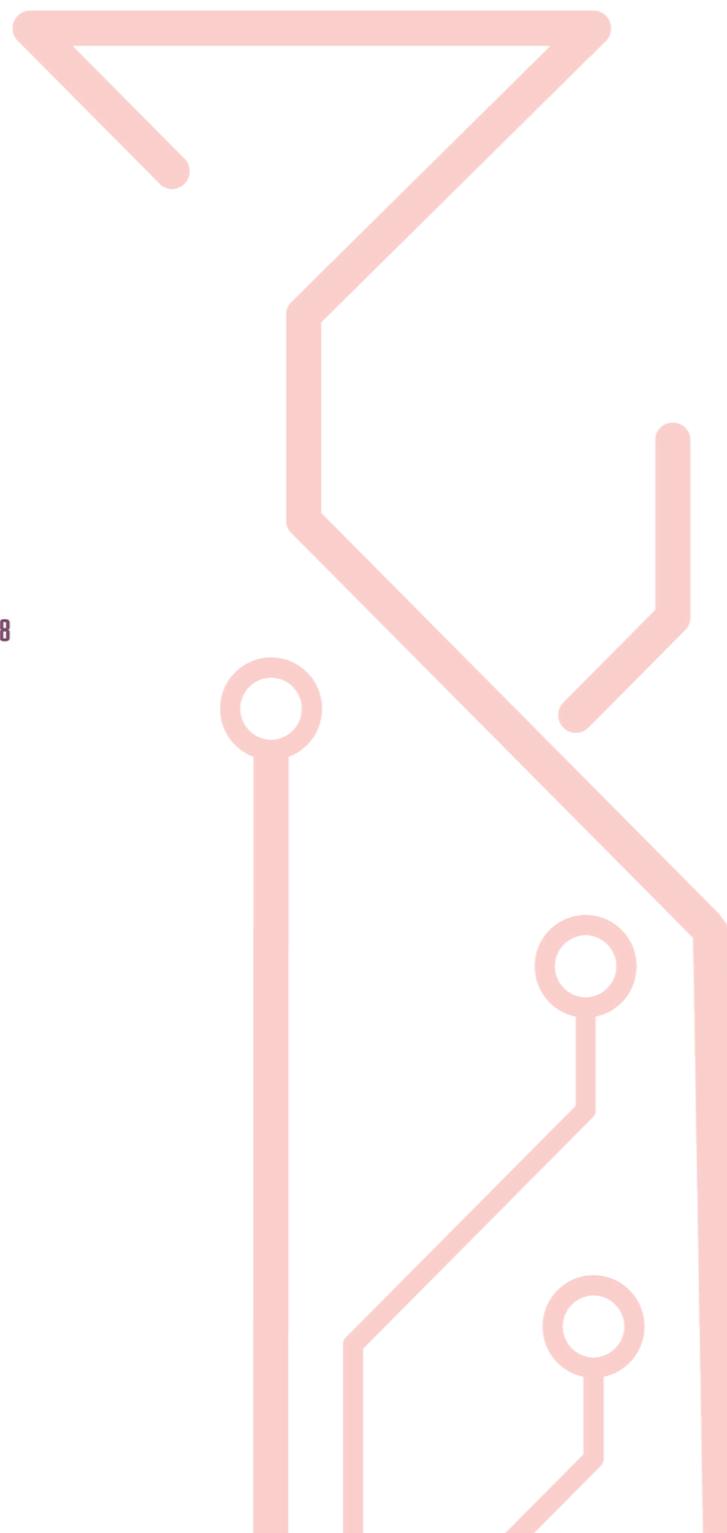
CMYK: 0,69,48,0
RGB: 243,115,112
#f37370



CMYK: 0,52,36,0
RGB: 246,148,140
#6948c



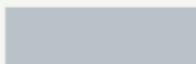
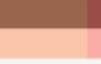
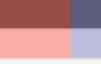
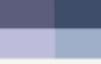
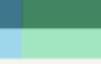
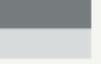
CMYK: 0,34,24,0
RGB: 249,182,172
#f9b6ac



Main colour

The main colour chosen to represent the MPP department is pink. This is a warm, and distinctive colour that compliments the CBS colour very well. The other colours in the palette can also be used to make design representing the MPP department. The other colours form the CBS colour scheme can also be used in moderation.

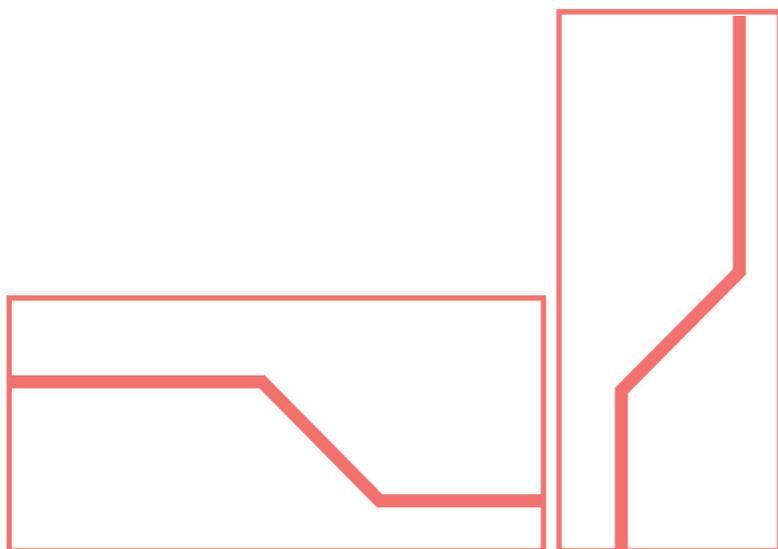
The colour can be used as a background, logo colour, or text colour. More rules about the use of colours of CBS, see: <https://design.cbs.dk/>

Primærfarver			
			(Papir)
PANTONE 661 U CMYK 86 52 0 0 RGB 73 103 170	PANTONE PROCESS Black U CMYK 0 0 0 100 RGB 51 51 51	PANTONE PROCESS Black U 65% CMYK 0 0 0 65 RGB 112 112 112	BAGGRUNDSFARVE skærm CMYK 2 1 3 0 RGB 247 247 243
Sekundære farver			
			
PANTONE 7404 U CMYK 0 10 100 0 RGB 253 207 65	PANTONE 157 U CMYK 0 37 75 0 RGB 255 150 100	PANTONE Warm red U CMYK 0 70 60 0 RGB 255 102 94	PANTONE 272 U CMYK 44 40 0 0 RGB 133 134 198
			
PANTONE 2985 U CMYK 65 0 3 0 RGB 72 184 231	PANTONE 353 U CMYK 48 0 46 0 RGB 80 214 145	PANTONE 729 U CMYK 15 36 53 2 RGB 210 162 124	PANTONE 7543 U CMYK 7 0 0 30 RGB 185 194 200
50% tint og 50% tint på sort			
			
			

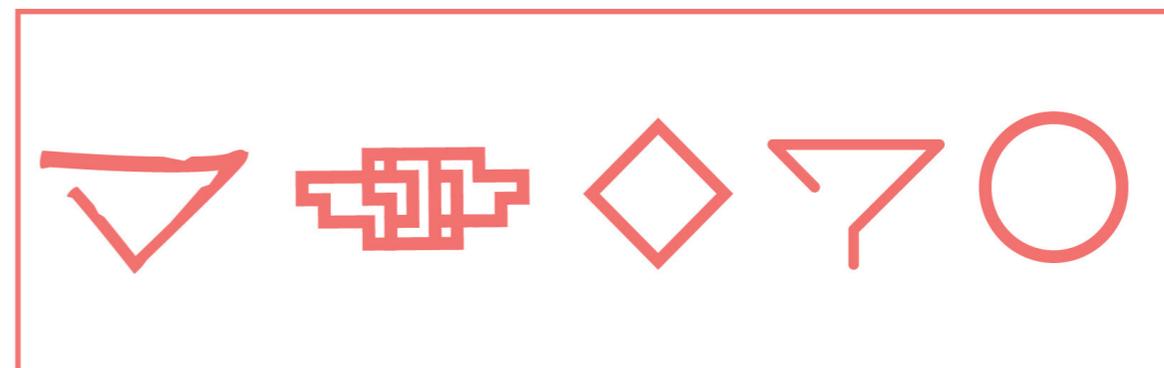
CBS COLOUR SCHEME

VISUAL ELEMENTS

To create designs that reflect the MPP identity, you can also choose to use visual elements that are based on the new logo of the department. The lines are based on the lines in which the characters are built up.



The lines are moving straight or at 45° into one direction. The lines can be used as borders, to separate text or as decorative elements.



The border of the simplified logo can be used as borders, to separate text or as decorative elements.

More rules about the use of lines, see: <https://design.cbs.dk/>



THE FONTS

The fonts that are being used for the MPP department are the same as the ones chosen for CBS. However, the colour of the MPP can be applied to these fonts when creating designs.

More rules about the use of fonts of CBS, see: <https://design.cbs.dk/>

CBS NEW BOLD

CBS NEW REGULAR

CBS OLD REGULAR

CBS SIXPENCE

CBS new Bold

CDB new Regular

CBS old Regular

CBS SIXPENCE

EXAMPLES

