



SEA Brandguide

External version
January 2026

Welcome

This is a guide. A manual. Not a set of rules that stifles creativity. The guide contains a few important rules. The rest is inspiration and a good dose of freedom. Material produced on behalf of SEA must be approved by SEA Marketing.

Enjoy!



Contents

How to write for SEA ... Page 3

Logo ... Page 4

Colours ... Page 8

Typography ... Page 9

Graphic elements ... Page 10

Photography, video and animation ... Page 11

How to write for SEA

The way you write matters

When you write texts, you help shape how SEA is perceived. Your words make a difference. By following the guidelines below, you help create a clear and recognisable expression so that SEA sounds and feels the same every time the target group encounters us. And remember, SEA is always written in capital letters.

Language

We communicate in Danish as a rule. However, SEA is an international educational institution, so we also communicate in English. When writing in English, you should always use British English. This is part of our identity and gives our communication a consistent and professional tone.

Talk to the reader

Our target audience is at the heart of everything we do. That's why we don't just talk about ourselves – we talk to the

reader. People want to read about what we can do for them. In practice, this means that in our texts, you should use “you” rather than “we” wherever possible.

Remember the benefits

When writing about educational programmes, be sure to explain what students gain from them and how they can be used. Otherwise, it will simply become a list of the curriculum. Help the reader understand the benefits of the programme.

At eye level – but serious

There are three target groups at play when you communicate on behalf of SEA: students and potential students, the business community and our local communities. Both local stakeholders and businesses have an interest in attracting students. That is why we communicate in an informal and welcoming language – but always with a serious undertone.

In practice

When you read our texts, you should feel that we are talking with you – not to you.



Logo

A symbol of the present and the future

SEA's logo is simple, open and welcoming – yet distinctive enough to stand out from the crowd. The constructed letters serve as a symbol, not only of what is to come, but also of what is happening right now. The three shapes can be read as steps that lead you forward; as three open signs that invite new opportunities; as a sentence that goes on.

The logo embodies both today's reality and the direction of the future. It points to the journey that SEA helps students take – from curiosity to skills, from education to meaningful careers. And it reflects our role in the business community, where we contribute new talent that can meet specific needs today and help shape the solutions of tomorrow.

The logo is available in different versions:

- without tagline
- with tagline below logo
- with tagline after logo
- SEA red and white



business
academy

Logo

Logo package

From 5 January 2026, the logo package can be downloaded at s-e-a.dk/presse. Employees can find it on Padlet and the intranet.

If you have any questions, please contact marketing@s-e-a.dk
41 77 57 74

When the logo is reproduced in such a small size that it becomes difficult to read 'South Danish Business Academy', this is omitted.

business
academy

business
academy

Logo

Right-aligned tagline

For formats with low height – for example, web banners – the tagline can be placed to the right of the logo. This version only works with the fixed tagline and must not be expanded or adapted.

From 5 January 2026, the logo package can be downloaded at s-e-a.dk/presse. Employees can find it on Padlet and the intranet.

If you have any questions, please contact marketing@s-e-a.dk
41 77 57 74



Logo

Additions

In special cases, the logo may need to be supplemented with a city name or category.

It is not permitted to simply invent additions. Any additions must be approved by SEA's management, after which the logo variant will be designed by SEA Marketing.

This means that you can only use the extended logos shown here, which must be requested from SEA Marketing.

From 5 January 2026, the logo package can be downloaded at s-e-a.dk/presse. Employees can find it on Padlet and the intranet.

If you have any questions, please contact marketing@s-e-a.dk
41 77 57 74



syddansk
erhvervsakademi
online



syddansk
erhvervsakademi
efteruddannelse



syddansk
erhvervsakademi
sønderborg



syddansk
erhvervsakademi
tønder



syddansk
erhvervsakademi
esbjerg

Colours

Use of colours

SEA red is our signature colour. It is the most striking colour in the palette, which is why we use it primarily for the logo, short pieces of text, buttons and other elements that need to attract attention. When used too heavily, it loses its effect – so use it wisely.

Although this section is about colours, white space is an important part of our expression. Give the elements space – it lifts the overall look.

The muted colours

The dusty colours complement SEA red and deep blue. All colours can be used in both 100% and 25%. The light shades work well as backgrounds, e.g. under text on the website, when you want to add colour without stealing the focus.

The deep blue

Deep blue is also used as an alternative to black – especially for text. Black can appear harsh, while deep blue gives a calmer and more inviting look.

SEA Red
C0 M79 Y69 K0
R234 G83 B71
#ea5347

SEA Red 25 %
C0 M23 Y14 K0
R250 G212 B209
#fad4d1

Mint green
C40 M0 Y35 K0
R151 G218 B186
#97daba

Mint green 25 %
C13 M0 Y10 K0
R229 G246 B238
#e5f6ee

Sand
C12 M14 Y13 K0
R222 G212 B210
#ded4d2

Sand 25 %
C4 M5 Y4 K0
R247 G244 B244
#f7f4f4

Aqua
C46 M3 Y17 K0
R134 G203 B210
#86cbd2

Aqua 25 %
C15 M0 Y6 K0
R225 G242 B244
#e1f2f4

Deep blue
C92 M71 Y56 K64
R0 G36 B48
#002430

Deep blue 25 %
C29 M16 Y18 K1
R191 G200 B203
#bfc8cb

Light clay
C9 M41 Y29 K0
R227 G163 B159
#e3a39f

Light clay 25 %
C2 M11 Y7 K0
R248 G232 B231
#f8e8e7

Petrol
C78 M37 Y41 K7
R60 G125 B135
#3c7d87

Petrol 25 %
C23 M7 Y12 K0
R206 G222 B225
#cedee1

Light lavender
C26 M36 Y0 K0
R185 G163 B206
#b9a3ce

Light lavender 25 %
C7 M10 Y1 K0
R237 G232 B243
#ede8f3

Typography

Poppins

Poppins is not new to SEA. We are continuing to use it because its rounded, graphic appearance fits naturally with the new logo. It is also a Google font that works perfectly on websites – and it is free to use.

Many typefaces

There are many fonts to choose from. However, the extremes are either too bold or too thin, compromising readability. Therefore, do not choose anything bolder than Bold or thinner than Extra Light.

Poppins bold

abcdefghijklmnopqrstuvwxyzaeoå
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
0123456789

Poppins extra light

abcdefghijklmnopqrstuvwxyzaeoå
 ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
 0123456789

a b

Graphic elements

Using circles

Circles are a central part of SEA's design because they are directly linked to the logo's design language. Feel free to use them – but always with care. Circles can create dynamism, as seen here on this page or on the front page, or they can be used in a more restrained and graphic way. They function both as colour surfaces and as frames for images.

Circles are not unique to SEA, and other educational institutions use them too. But when we use them consistently and let them be a key part of our visual identity, we create our own unique expression. So, bring on the circles!



Photography, video and animation

Professional, authentic and at eye level

SEA communicates with students, continuing education students, companies, partners and local stakeholders. Therefore, our visual style must be professional, vibrant and in tune with reality.

Professional productions

All main material must be professionally produced. This applies in particular to:

- portrait photos
- campaign and hero images
- major video and animation productions
- material for press and official publications

The professional standard ensures that our visual expression reflects the quality of our higher education programmes.

Authentic content

To keep pace with reality, we supplement professional productions with more informal recordings – especially on digital platforms:

- handheld videos from students
- small glimpses from teaching, everyday life and events
- stories, reels and behind-the-scenes

Authentic content creates energy, closeness and credibility.



Photography, video and animation

Digital-first

All visual content is planned for digital channels first. This ensures that communication works on the platforms where the majority of the target group encounters SEA. That is why we work with clear guidelines for:

Formats

We adapt formats to the platform so that content is displayed optimally:

- 1:1 – social media posts
- 16:9 – videos, YouTube, presentations and banners
- 9:16 – stories, reels and vertical ads
- 4:5 – image content on Instagram that takes up more space in the feed

Online advertisements and banners

Digital advertisements should be easy to understand and clearly sent from SEA.

Use:

- SEA red for call-to-action
- circles as graphic elements

- high contrast between text and background
- short messages, max. 8–12 words
- always clean background around the logo

Stories and reels

Vertical formats are a key part of SEA's online identity.

Here's what to keep in mind:

- keep the pace fast
- use authentic clips from everyday life
- use text overlays (Poppins) in clear colours
- max 6–8 seconds per scene
- use subtitles – most people watch without sound

Cropping and colour use

Image cropping should always be smooth and have 'space'.

Avoid:

- hard cropping of faces

- many elements in the same image
- dark backgrounds without contrast

Instead, use:

- deep blue for text when black seems too harsh
- 25% shades of muted colours under text
- SEA red for markings and buttons

Digital design principles

When the new website is ready, this section will be expanded to include:

- components and UI style
- buttons, links and microinteractions
- spacing, white space and grid
- use of circles in digital layout
- image style for web
- accessibility guidelines (contrast, colours, text sizes)

The entire digital section will serve as a practical tool for anyone who produces digital content for SEA – both internally and externally.

Contact Marketing

marketing@s-e-a.dk

Telephone 41 77 57 74

s-e-a.dk