

**radikale** 

# Radikale logotype

On a white background, the main logotype colours are combinations of blue and magenta as shown.  
Either with or without a tag line.

The logotype and B symbol must be shown exactly as below and not altered in anyway

**radikale** **B**

**radikale** **B**  
Tag line

**radikale** **B**

**radikale** **B**  
Tag line

# Logotype variations

When appropriate the versions as shown below can be used

- 1 Single colour version - black or white only
- 2 White with a magenta B
- 3 White with a blue B
- 4 On photographs with a magenta or blue B

At all times the colour of the logotype and B must have the highest contrast for maximum legibility.

No other variations or alterations can be used.

**radikale** **B**

**radikale** **B**  
Tag line

**radikale** **B**  
Tag line

**radikale** **B**  
Tag line

# Typeface

Milo is a deliberately restrained font stylistically, with very distinctive details to demonstrate a human touch and organic friendly flow.

Milo Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Milo Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Milo bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

# Style

Upper and lower-case letters are more legible than setting text in UPPER-CASE, as we read the shapes of words rather than each letter in a word, which is what you have to do with UPPER-CASE.

WORDS IN CAPITALS MEANS ALL THE LETTERS ARE THE SAME HEIGHT, but upper and lower-case gives ascenders, descenders along with the occasional upper case letter. This variety is how you identify a word when you read. That's the reason why it is quicker to read upper and lower-case words.

USING UPPER-CASE LETTERS IS THE UNIVERSAL METHOD FOR SHOUTING AND CAN APPEAR TO BE UNCIVIL AND IS IN FACT VERY HARD TO READ.

When Radikale communicate it is done in a calm and measured upper and lower-case way.

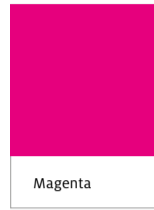
**lower-case  
looks like you are  
talking**

**UPPER-CASE  
LOOKS LIKE  
SHOUTING**

# Colour

It is necessary to have a colour palette option available for any practical situation.

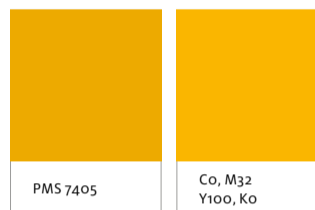
**Magenta is the colour for Radikale.**



To support the magenta, the colour palette has evolved to reflect the Radikale DNA.

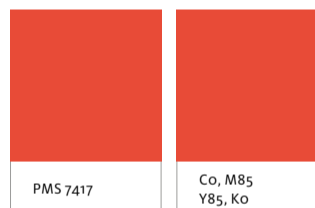
**Liberal - Yellow**

Happy, free, warm, open-minded, liberal



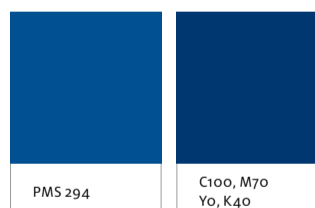
**Magnanimous - Orange/red**

Bright, generous, optimistic



**Responsible - Blue**

Dutiful, trustworthy & accountable



**Visionary - Teal**

Outward looking, balance and stability



Pantone CMYK

# Letterhead

A4  
40mm Blue logo  
Milo bold & Regular 9/11 pt

145mm

25 mm

**radikale** **B**

**Radikale Venstre**  
Christiansborg Slotsplads 1  
1240 København K

T 3337 4747  
F 3313 7251

radikale@radikale.dk  
radikale.dk

57mm

62mm

91.3mm

# Continuation

A4  
8.5mm Magenta B

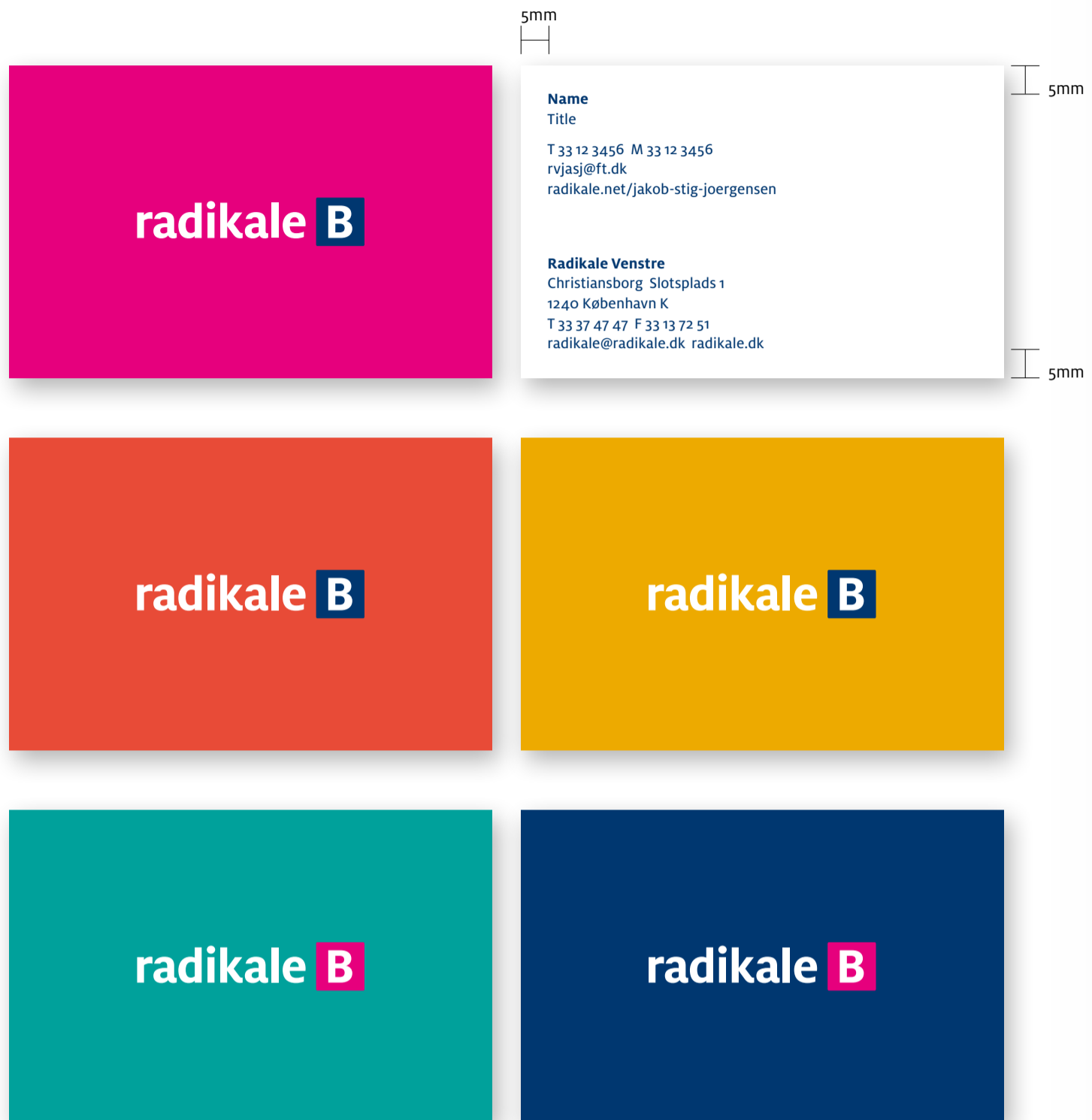
25 mm

**B**

57mm

# Business card

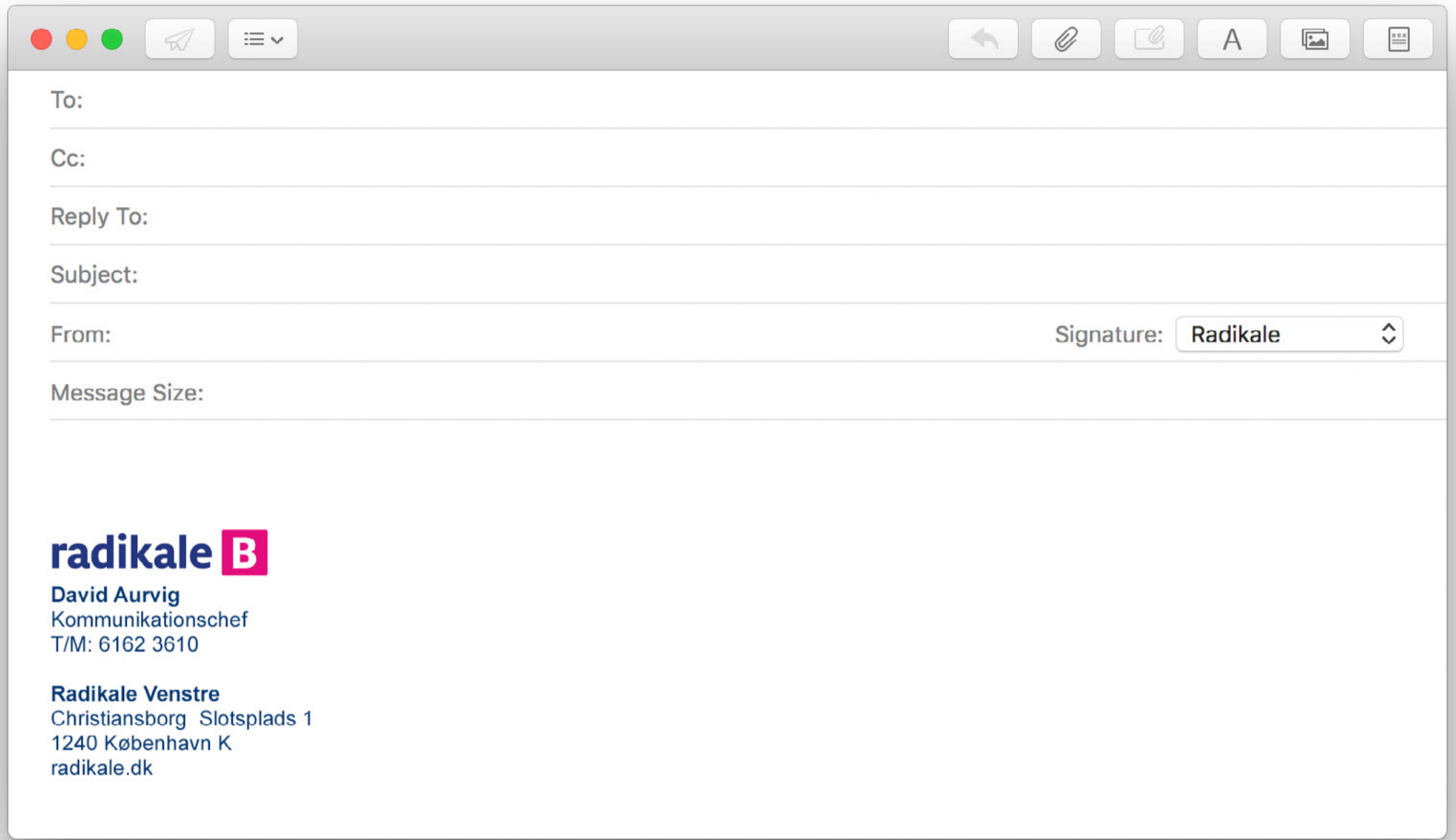
Background: full colour with centred logo  
40mm logo White logo with appropriate coloured B  
Milo bold & Regular 8/10 pt





# email signature

250 px logo blue logo with magenta B  
Arial bold & Regular 12/14pt



The image shows a screenshot of an email client window. The window has a standard macOS-style title bar with red, yellow, and green window control buttons on the left, and several utility icons (back, forward, search, font size, image, and text) on the right. The main content area is divided into several sections:

- To:** (empty)
- Cc:** (empty)
- Reply To:** (empty)
- Subject:** (empty)
- From:** (empty)
- Signature:** A dropdown menu showing "Radikale" with a double-headed arrow icon.
- Message Size:** (empty)

Below the email fields, there is a signature block for David Aurvig. The signature starts with the "radikale B" logo, where "radikale" is in blue and "B" is in a magenta square. Below the logo, the text reads:

**David Aurvig**  
Kommunikationschef  
T/M: 6162 3610

Below this, the text reads:

**Radikale Venstre**  
Christiansborg Slotsplads 1  
1240 København K  
radikale.dk

**radikale** 

**Radikale Venstre**

Christiansborg Slotsplads 1  
1240 København K

T 3337 4747

F 3313 7251

[radikale@radikale.dk](mailto:radikale@radikale.dk)

[radikale.dk](http://radikale.dk)