

MISO





MSO-Logo-1-M (Monochrom)



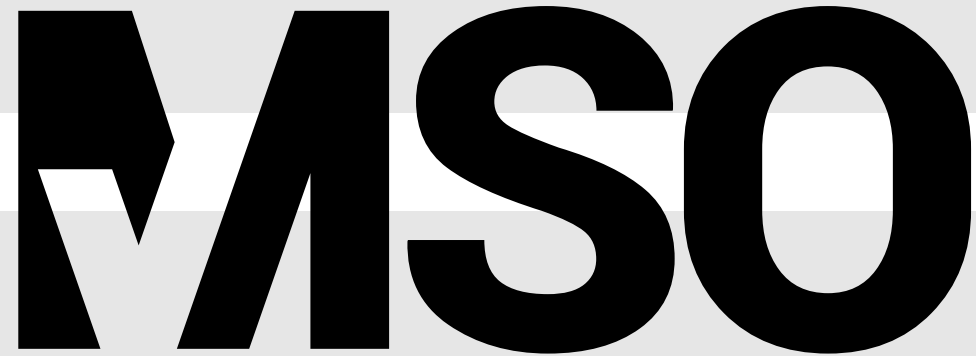
MSO-Logo-1-M



MSO-Logo-1-M (Monochrom, Invertiert)

The logo consists of the letters 'MSO' in a bold, sans-serif typeface. The 'M' is a stylized, blocky letter. The 'S' and 'O' are also bold and rounded. The entire logo is rendered in a vibrant blue color.

MSO-Logo-2-MSO

The logo consists of the letters 'MSO' in a bold, sans-serif typeface. The 'M' is a stylized, blocky letter. The 'S' and 'O' are also bold and rounded. The entire logo is rendered in a solid black color.

MSO-Logo-2-MSO (Monochrom)

The logo consists of the letters 'MSO' in a bold, sans-serif typeface. The 'M' is a stylized, blocky letter. The 'S' and 'O' are also bold and rounded. The entire logo is rendered in a solid white color.

MSO-Logo-2-MSO (Monochrom, Invertiert)



MSO-Logo-3-MSO-Quadrat (Monochrom)



MSO-Logo-3-MSO-Quadrat



MSO-Logo-3-MSO-Quadrat (Transparent, Monochrom)



MSO-Logo-3-MSO-Quadrat (Transparent, Monochrom, Invertiert)



MSO-Logo-3-MSO-Quadrat (Transparent)

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Solutions

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Strategie-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Projekt-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Maßnahmen-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Aufgaben-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Solutions

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Strategie-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

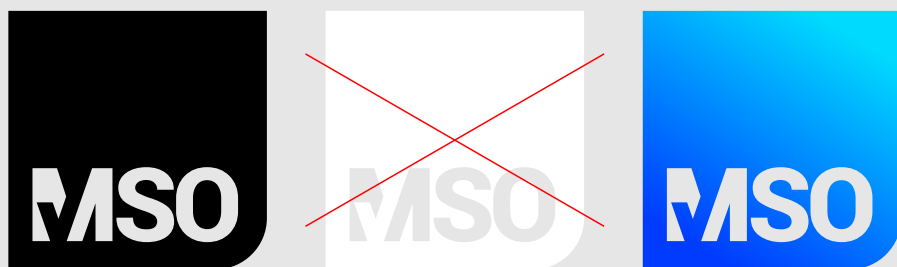
Projekt-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Maßnahmen-Manager

The MSO logo consists of the letters 'MSO' in a bold, white, sans-serif font, positioned inside a blue square with rounded corners. The blue square has a vertical gradient, being lighter at the top and darker at the bottom.

Aufgaben-Manager





Solutions

ROBOTO BLACK UPPERCASE LETTER SPACING -30% LINE HEIGHT 80%

Roboto Light -15%
Letter Spacing -15%
Line Height 80%

You will find the
fonts in the zip-archive
or just download it at
<https://fonts.google.com/specimen/Roboto>
**and please care never
ever use any italic!!**

~~No italic!!~~

Roboto Normal + Bold makes a good copy

Set the Lorem ipsum and the copytext as Roboto regular all at 100% except the line height could be a bit more 120% looks just fine, bold and regular is good but lets continue with the Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren,

Corner -45° (120°)
Borderdistance: 13%



#00DAFE to #003AFE
r0 g218 b254 to r9 g58 b254



#003afe / r0 g58 b254



#00a3ff / r0 g163 b255



#00cbff / r0 g203 b255



#00dafe / r0 g218 b254

Black is Black
#000000 and
White is White
#ffffff nothing else.
Please note that
there's no CMYK
defined but if you
need to print
something
use
c100 m30 b0 y0
as the only blue
and no fade at all!

MSO-Colors

and add some
pretty grey in the background

grey1
#e6e6e6
r230 g230 b230

grey2
#666666
r102 g102 b102

To apply the correct
MSO color effects
please use the
layers and layer-
compositions
from the Photoshop-
File attached:
[MSO-Color-
Effect-Template.psd.](#)



50% 100%

MSO

Vorteile und Nutzen

Transparenz

Sehen, wie viele und welche Themen wo stehen, in welchem Bearbeitungsstatus, in welcher Termsituation
Wissen, was der aktuelle und erwartete Effekte-/Zielebeitrag ist
Beliebige Sichten: Standort, Standort übergreifend, weltweit

Compliance

Regel-/Workflow-Einhaltung, Freigaben
Rückverfolgbarkeit (wer, was, wann)

Chancen-/Risikooptimierung

Fokusthemen; Reporting Top-Maßnahmen

Kostenersparnis

Kosten für Nachverfolgung, Klärung, Auswertung, Reporting
Konsolidierung
„All in One“ Lösung für bestehende Anwendungen

MSO

Vorteile und Nutzen

Transparenz

Sehen, wie viele und welche Themen wo stehen, in welchem Bearbeitungsstatus, in welcher Termsituation
Wissen, was der aktuelle und erwartete Effekte-/Zielebeitrag ist
Beliebige Sichten: Standort, Standort übergreifend, weltweit
Compliance

Regel-/Workflow-Einhaltung, Freigaben
Rückverfolgbarkeit (wer, was, wann)

Chancen-/Risikooptimierung

Fokusthemen; Reporting Top-Maßnahmen

Kostenersparnis

Kosten für Nachverfolgung, Klärung, Auswertung, Reporting
Konsolidierung
„All in One“ Lösung für bestehende Anwendungen

MSO

SOLUTIONS FOR A
BETTER MANAGEMENT

M

100%

100%

100%

MSO

Vorteile und Nutzen

Wissen was läuft

Sehen, wie viele und welche Themen wo stehen, in welchem Bearbeitungsstatus, in welcher Termsituation
Wissen, was der aktuelle und erwartete Effekte-/Zielebeitrag ist
Beliebige Sichten: Standort, Standort übergreifend, weltweit
Kinderleicht



Chancen-/Risikooptimierung

Fokusthemen; Reporting Top-Maßnahmen
All in One“ Lösung für bestehende Anwendungen



for any requests please contact
schönereWelt! +498976702900
team@swelt.com

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schönereWelt!
entwicklung durch gestaltung