

FALL 2011 BRAND GUIDELINES

Whether a print ad, e-mail, webpage, catalog, point-of-purchase, or piece of merchandise, all communication must be true to the Dansko brand definition. If it doesn't hold up to the brand definition, it is not Dansko.

DANSKO DEFINED

Dansko is a genuine, socially active, independent company with an unparalleled commitment to the environment and ethical business practices, who organically achieved success by crafting true lifestyle shoes with an unmatched level of comfort and a distinct fashionable style.

COPY TONE

The copy tone is meant to be genuine, honest, and conversational, reflecting the true nature of Dansko, the tone should stay consistent across all audiences.

- Optimistic
- Committed
- Conversational (never didactic)
- Approachable
- Genuine (never hokey)
- Inspiring
- Quirky
- Fun to read

TYPOGRAPHY

HEADLINE COPY

Lux Sans, Black

Aa Bb Cc Dd Ee Ff Gg 0123456789

BODY COPY

Apex, Book

Aa Bb Cc Dd Ee Ff Gg 0123456789

COLOR PALETTE, SPRING 2011

For each season, the color palate should consist of a limited number of bright, saturated, pop colors designed to contrast with the neutral color of the shoes.



C 0
M 86
Y 100
K 0

HEX eb4b2d



C 0
M 51
Y 100
K 0

HEX f3902e



C 47
M 100
Y 21
K 0

HEX 952a79



FALL 2011 LOGO GUIDELINES

LOGO

Below are acceptable logo uses.



FALL 2011 BRAND COPY

SAVOR THE MOMENT (DRESS COPY)

When Dansko is invited to the party, everyone walks away happy. There are styles to delight every taste and any occasion, keeping you comfortable no matter what. So go ahead, live it up and enjoy what Dansko brings to the table.

IN FULL SWING (ARCADIA COPY)

For your active life, you need a shoe that looks great and plays well with others. That's why Dansko designs shoes that keep up with the fun. They also return energy with each step to keep you moving no matter what swings your way.

PACK UP & GO (WOMEN'S STAPLED)

Our shoes are always ready when you are, up for any adventure. They help you feel comfortable, supported and carefree. So wherever life takes you, Dansko gives you confidence with every step.

WEATHER OR NOT (SANIBEL RAIN)

Being prepared is always in style. Dansko waterproof boots and shoes laugh at rain and mud – but don't save them for a rainy day. Indoors and out, in dry weather and wet, Dansko keeps you looking and feeling great, no matter what life sends your way.

PACKED WITH STYLE (KIDS' STAPLED)

Great things come in small packages. Take Dansko shoes for children. Each pair is loaded with the same all-day comfort, foot loving features, great looks and exceptional quality we offer grown-ups. That's why there are millions of Dansko fans both young – and young at heart.

NATURALLY COMFORTABLE (BOOTS)

Be yourself with Dansko. With beautiful materials, great styling and unbeatable all day comfort, you can relax knowing your feet, legs and back will be taken care of day to night. So, go ahead, pick your favorites. With Dansko, it just comes naturally.

