



# SPRING 2012 // 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 2012

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



C 1  
 M 89  
 Y 47  
 K 0

C 1  
 M 39  
 Y 93  
 K 0

C 81  
 M 8  
 Y 68  
 K 0

HEX EC4364

HEX F7A72D

HEX 00A77A



## SPRING 2012 // LOGO USAGE

### LOGO

Below are acceptable logo uses.

