



DANSKO MARKETING BRAND GUIDELINES

ABOUT DANSKO

Dansko is a brand of premium comfort footwear, 100 percent employee owned and a Founding Member of B Corporation. Established in 1990 by wife and husband team, Mandy Cabot and Peter Kjellerup, Dansko leads the comfort footwear market in award-winning design and customer service. Today, Dansko is more than 140 employee-owners strong, changing the quality of people's lives through our products, our passion and our commitment to a better tomorrow.

COPY TONE

The copy tone should be genuine, honest, and conversational and reflect the true nature of Dansko. The tone should stay consistent across channels.

- Optimistic
- Inspiring
- Engaging

TYPOGRAPHY *(Used by Dansko)*

HEADLINE COPY

Apex, Bold

Aa Bb Cc Dd Ee Ff Gg 0123456789

BODY COPY

Apex, Book

Aa Bb Cc Dd Ee Ff Gg 0123456789

TRADEMARK USAGE

Trademarks should always be used as an adjective modifying a noun. When using the Dansko brand and trademark, please note the following:

• Acceptable use:

I am always comfortable wearing my Dansko shoes.

• **NOT Acceptable use:**

I am always comfortable wearing my Dansko.

LOGO

Below are acceptable logo uses.



Logo in black



Logo in grey



Logo in cabernet



White logo can be used on the color fields black, grey or cabernet

USE OF THE DANSKO LOGO

Always use the Dansko logo in its original form without any changes. This applies whenever you use the Dansko logo (such as in print, digital or television advertisements). By using the logo in its original form, you help ensure that customers recognize your store as an authorized Dansko retailer.

Always use a high-resolution logo in layout or artwork.

DO NOT stretch, crop, recolor, resize, or otherwise modify the Dansko logo.

SIGNATURE BRAND COLOR



CMYK: C 35 M 97 Y 58 K 35

RGB: R 131 G 30 B 65

HEX: 7d2248

PANTONE: PMS 216



CMYK: C 0 M 0 Y 0 K 70

RGB: R 109 G 110 B 113

HEX: 6D6E71

PANTONE: PMS 424