



# Dansko Marketing Brand Guidelines

## ABOUT DANSKO

At Dansko, not one part of our branding is defined by a single element. All elements combine together to make a consistent statement that we care not only about producing an incredible product, but we also care for the people that take on their day in our footwear.

## LOGO

Below are acceptable logo uses.



Dansko Logo in Black or White



Classic Rocker Logo in Black or White.

For use on select styles: Professional, Sonja, Ingrid, Frankie & Sigourney.

## USE OF THE DANSKO LOGO

Our logo is clean and timeless. The wing design emulates the rocker motion of the clog. The lockup pictured is the primary logo for Dansko. It is important that the logo is used consistently. It must always be used in the locked and approved format. The logo must never be redrawn, adjusted or modified in any way.

### DO'S



### DONT'S



## COPY TONE

The Dansko tone of voice is authentic, engaging, friendly and full of joy, while also being approachable, informative, clever and fun. We want to inspire others to embrace their individuality and live their lives to the fullest.

## TYPOGRAPHY

HEADLINE COPY

**Open Sans Bold**  
**Aa Bb Cc Dd Ee Ff Gg**  
**0123456789**

BODY COPY

Open Sans Regular  
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.



# Marketing Development Fund Guidelines

Dansko values its partnerships with retailers and is eager to support marketing efforts that align with our brand initiatives through Marketing Development Funds. These discretionary funds aim to boost Dansko brand awareness and drive traffic to your store through activities such as direct mail, exterior signage, PR, social media campaigns, and radio and print advertising.

To be eligible for Dansko Marketing Development Funds, details of your marketing plan must be **pre-approved** by Dansko in writing and conform to our guidelines described in this document.

## MARKETING DEVELOPMENT FUND ELIGIBILITY

We invest in retailers that offer the best opportunities for our brands' mutual success. Retailers must provide a detailed plan with associated cost and submit their request through the retailer portal, [Retailer.Dansko.com](https://Retailer.Dansko.com) for review. Funds are allocated based on several factors, including a retailer's growth with Dansko, the strategic alignment of their plan with our brand, and the historical performance of their marketing efforts.

For help planning an ad campaign or an event, or for help with artwork, please email [MarketingSupport@dansko.com](mailto:MarketingSupport@dansko.com) or call us at 800.DANSKO.4 (800-326-7564) and ask for the Marketing Department.

**Please note:** Marketing Development Funds (MDF) are not guaranteed season-to-season, year-to-year nor are they held in an accruing account.

## STEP 1: REQUEST MARKETING SUPPORT

To request MDF for your marketing activity, please submit a new marketing support request located on [Retailer.Dansko.com](https://Retailer.Dansko.com). If artwork is complete, please submit a copy of your artwork along with request.

- You will be notified by Dansko within 3 business days after submission of your request regarding the status of Development Funds allocated. If approved, you will receive a confirmation email with a confirmation number confirming level of support.
- All marketing requests should be received at least 4 weeks prior to advertisement/publication print deadline or event date.

**Please note:** The Dansko retailer site is password protected. To create a login, click "Create a New Account" and provide the required information. The next time you visit the retailer site, simply log in with your account credentials. Should you forget your login credentials, please contact [MarketingSupport@dansko.com](mailto:MarketingSupport@dansko.com) for assistance. We are happy to help!

## STEP 2: ARTWORK REVIEW

If you did not include your artwork with your marketing support request, you must submit it for pre-approval, as this is required to receive MDF. We strongly recommend using the seasonal assets created by our marketing team, which are consistent with the Dansko brand. These assets are available for selection on [Retailer.Dansko.com](https://Retailer.Dansko.com). Artwork must be submitted for pre-approval at least two weeks prior to the print deadline or event date to allow sufficient time for review and feedback. Please upload your artwork in the marketing portal at [Retailer.Dansko.com](https://Retailer.Dansko.com).

The marketing portal, [Retailer.Dansko.com](https://Retailer.Dansko.com), is a resource for all your lifestyle & social assets, Dansko logos and other marketing downloads. Advertisements that feature other brands may not be eligible for Marketing Development Funds, please seek pre-approval prior to artwork release.

**SEE FOLLOWING PAGE FOR MORE DETAILS.**



# Marketing Development Fund Guidelines

## STEP 3: REIMBURSEMENT

Once the **approved** marketing plan activity has come to its conclusion, please complete and submit your reimbursement request, with the appropriate documentation, in the marketing portal [Retailer.Dansko.com](https://Retailer.Dansko.com). The reimbursement request must be submitted to Dansko no later than 60 days from the date of the advertisement or event conclusion, and you will need to provide:

- A copy of the original invoice and tear sheet with actual advertisement.
- A copy from the publication in which the advertisement appeared.
- Written confirmation of actual air-times and copy from the advertisement for radio and/or TV advertisement, **signed by a notary**.
- Social/Digital ads must include a copy of original receipt with ad date, actual advertisement and supporting documentation, such as performance, click rate and impressions.

**Please note:** If you did not receive prior approval to create the advertising material, your request for reimbursement may not be approved.

The following activities are **NOT** eligible for MDF:

- SEO
- Email list generation
- Posts on social media pages
- Ads on a retailer's own website
- Online directories and review sites
- Website maintenance
- Other activities NOT PRE-APPROVED by Dansko

**Please note:** Dansko will not reimburse for any advertising that includes pricing lower than Dansko's MSRP.

## USE OF THE DANSKO LOGO

Always use the Dansko logo in its original form without any changes, including when used 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. According to studies, brand recognition only occurs after a consumer has seen a logo 12 times or more; consistent use of the Dansko logo will help drive consumer recognition with your store. Always use a high-resolution logo file in layout or artwork. **Do not** stretch, crop, recolor, change the color, or otherwise modify the Dansko logo.

All of Dansko's other policies and terms apply to these guidelines, and eligibility to participate in MDF is subject to an account **not** being in violation of any of Dansko's other policies and terms. The foregoing includes, but is not limited to, **the requirement that an account be in good credit standing with Dansko in order to participate.**

For additional questions about these Marketing Development Fund Guidelines, please contact [MarketingSupport@dansko.com](mailto:MarketingSupport@dansko.com).