



BRAND GUIDELINES

Whether a print ad, email, 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, 100% employee-owned company with an unparalleled commitment to the environment and ethical business practices, that organically achieves 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

Apex, Bold

Aa Bb Cc Dd Ee Ff Gg 0123456789

BODY COPY

Apex, Book

Aa Bb Cc Dd Ee Ff Gg 0123456789

LOGO

Below are acceptable logo uses.



SIGNATURE BRAND COLOR



CMYK: C0 M100 Y20 K35

RGB: R167 G0 B84

HEX: #A70054

PANTONE: PMS 221