



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.



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.

SIGNATURE BRAND COLOR

Color serves as a primary means of visual identification that elicits a vibrant, emotional response that resonates with our "Embrace Your Journey" messaging. Our colors convey that we are an energetic, forward-looking brand.

CARDINAL RED

CMYK: C 2 M 96 Y 71 K 6
 RGB: R 219 G 41 B 67
 HEX: da2942
 PANTONE: 186C

COOL GRAY 9C

CMYK: C 55 M 46 Y 44 K 11
 RGB: R 119 G 119 B 121
 HEX: 777779
 PANTONE: COOL GRAY 9C

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 Poly
 Aa Bb Cc Dd Ee Ff Gg
 0123456789

BODY COPY Open Sans Light
 Aa Bb Cc Dd Ee Ff Gg
 0123456789

MESSAGING SS VANILLA GELATO
 Aa Bb Cc Dd Ee Ff Gg
 012345678

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.

