



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.



Logo in Black



Logo in Cool Gray 9C



White Logo can be used on the color fields Black, Cool Gray or Cardinal Red

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



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.



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



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

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.