

LOGO USAGE GUIDELINES



Dansk
Supermarked
Group

Background

The negative gray logo is for dark blue or darker backgrounds.

Clear space

Always maintain clear space around the logo. Use Helvetica's capital D to measure the correct distance.

CMYK

White: 0, 0, 0, 0
Gray: 20, 14, 12, 40

RGB

White: 255, 255, 255
Gray: 138, 136, 136

Pantone, coated

Gray: Cool Gray 7 C

Pantone, uncoated

Gray: Cool Gray 5 U