

Welcome to the Corporate Visual Identity of the Carlsberg Group

Carlsberg Group designguide, version 1
February 2017

Introduction

Our visual identity is the face of our brand. It presents our personality, our attitude and our values to the world around us – and it is one of the key assets that unites us across our global group.

This designguide presents the core elements of our visual identity. An identity created to represent our Carlsberg heritage while being modern, dynamic and bold.

Please take inspiration in this guide – its simple guidelines and best practice examples on how to use the different building blocks of our visual identity – when creating any Carlsberg Group expression.

Every piece of Carlsberg Group design contributes to our brand appearance – let's look sharp and coherent.

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Logo

Logo

Our Carlsberg Group logo comes in our two primary colours, Carlsberg green and White.



Logo

Minimum distance

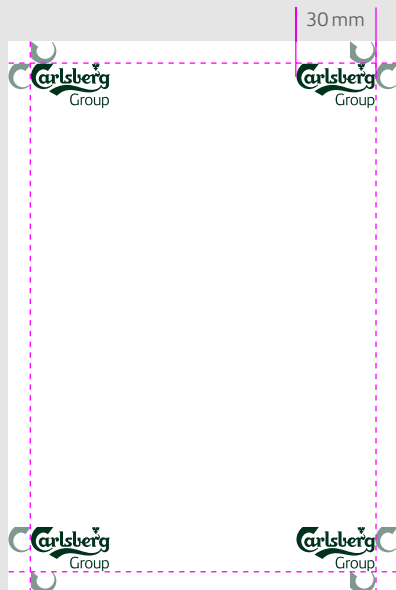
The minimum distance around the logo is defined by the width of the Carlsberg 'C' as shown below. This should always be respected when working with layouts.



Logo

Fixed placement – Vertical format

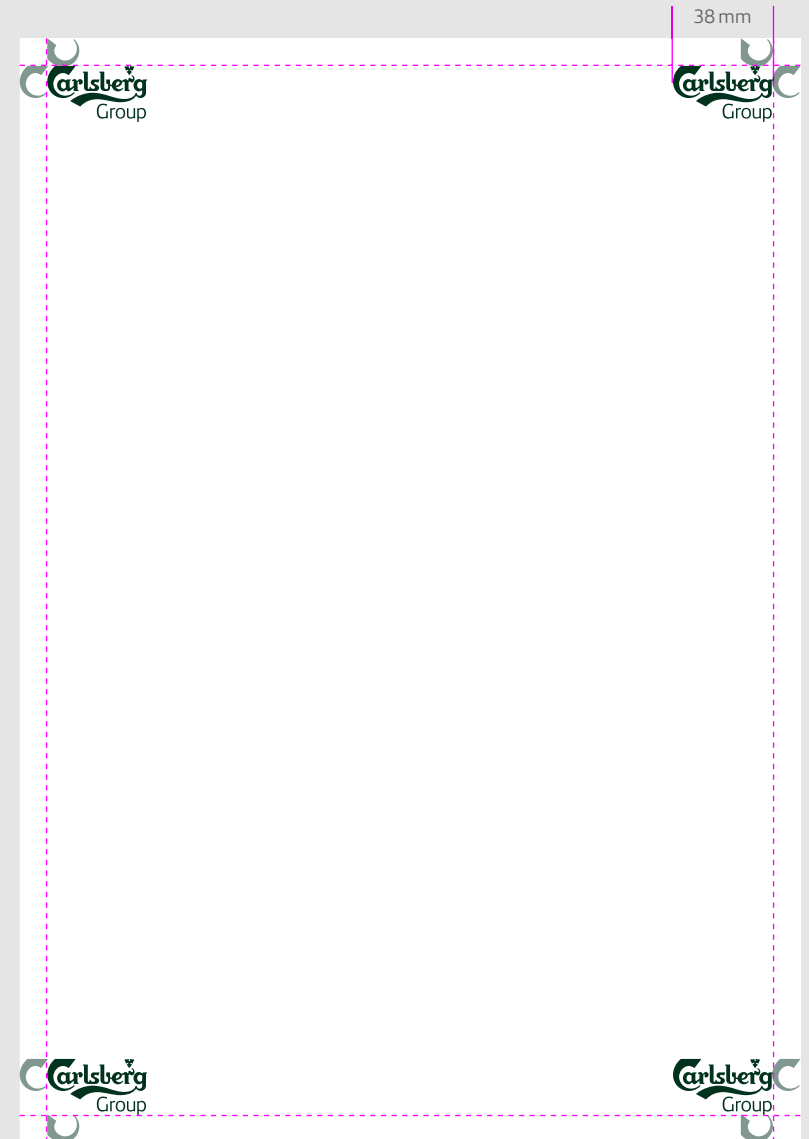
The Carlsberg Group logo can be placed in each corner of the format according to the best suitable placement. The minimum distance to the border is defined by the width of the 'C' from the Carlsberg Group logo.



Vertical A5
Logo size: 30mm / Margin: 8,5mm



Vertical A4
Logo size: 30mm / Margin: 8,5mm

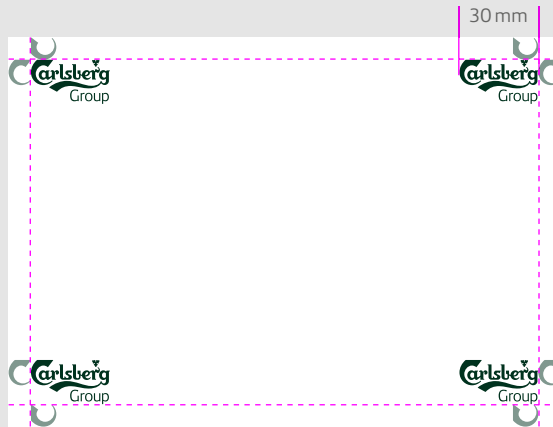


Vertical A3
Logo size: 38mm / Margin: 10,5mm

Logo

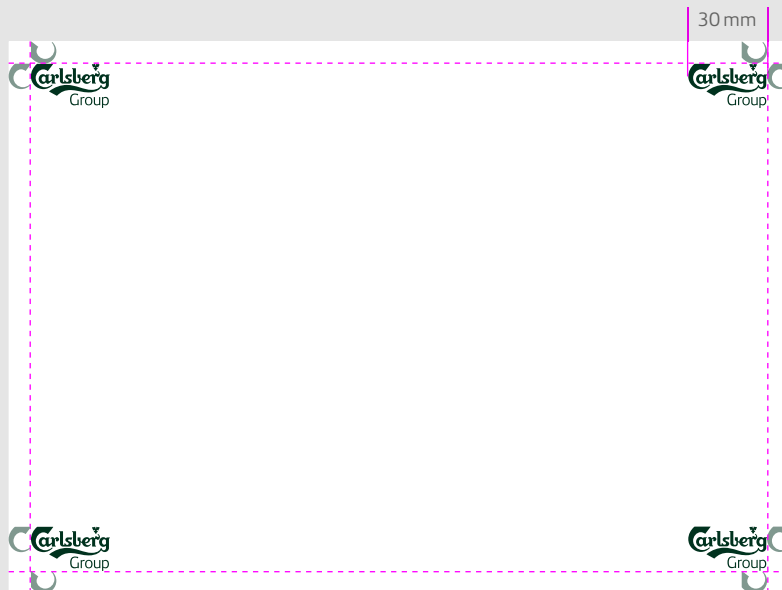
Fixed placement – Horizontal format

The Carlsberg Group logo can be placed in each corner of the format according to the best suitable placement. The minimum distance to the border is defined by the width of the 'C' from the Carlsberg Group logo.



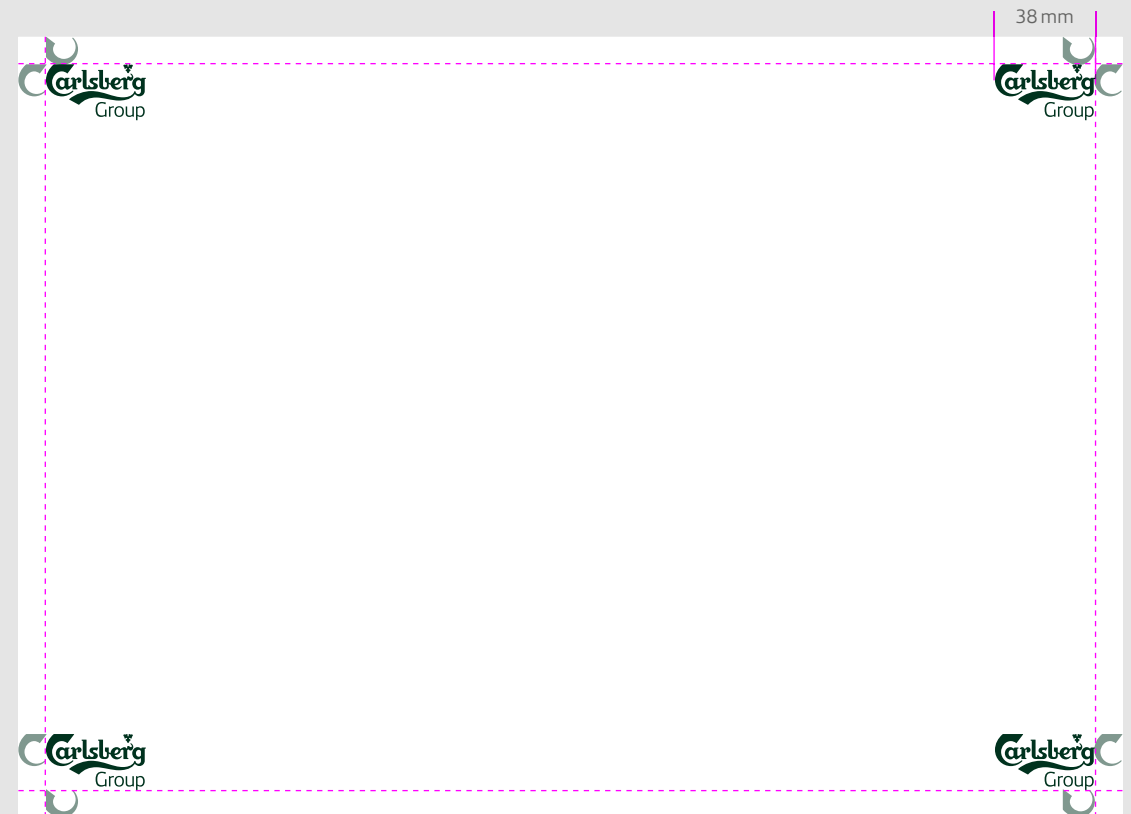
Horizontal A5

Logo size: 30mm / Margin: 8,5mm



Horizontal A4

Logo size: 30mm / Margin: 8,5mm



Horizontal A3

Logo size: 38mm / Margin: 10,5mm

Logo

Free placement – Vertical format

An alternative to the fixed placement is a free placement of the Carlsberg Group logo. A rule of thumb is to down-scale the logo 50% – 80% from CAPS-height and to centre it somewhere suitable in relation to the typography, considering the overall balance of the layout.



Vertical format
Logo size: 80% of CAPS-height

Logo

Free placement – Vertical format

Examples of free placement of the logo – vertical format.



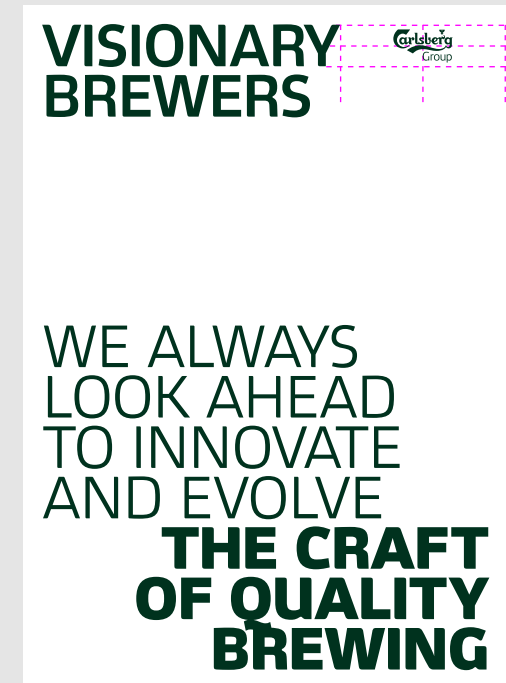
Vertical format
Logo size: 70% of CAPS-height



Vertical format
Logo size: 70% of CAPS-height



Vertical format
Logo size: 70% of CAPS-height



Vertical format
Logo size: 70% of CAPS-height

Logo

Free placement – Horizontal format

An alternative to the fixed placement is a free placement of the Carlsberg Group logo. A rule of thumb is to down-scale the logo 50% – 80% from CAPS-height and to centre it somewhere suitable in relation to the typography, considering the overall balance of the layout.

**Horizontal format**

Logo size: 50% of CAPS-height

Logo

Free placement – Horizontal format



Horizontal format

Logo size: 60% of CAPS-height



Horizontal format

Logo size: 60% of CAPS-height

Examples of free placement of the logo – vertical format.



Horizontal format

Logo size: 70% of CAPS-height



Horizontal format

Logo size: 70% of CAPS-height

Use of typography

Carlsberg Sans

Typography

Carlsberg Sans

This is our Carlsberg Group typography, called Carlsberg Sans. It comes in three weights, that all include an italic cut.

Carlsberg Sans Light

abcdefghijklmnopqrstvwxyzæøå !@#&()%?*
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890

Carlsberg Sans Light Italic

abcdefghijklmnopqrstvwxyzæøå !@#&()%?
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890*

Carlsberg Sans Bold

**abcdefghijklmnopqrstvwxyzæøå !@#&()%?*
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890**

Carlsberg Sans Bold Italic

***abcdefghijklmnopqrstvwxyzæøå !@#&()%?*
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890***

Carlsberg Sans Black

**abcdefghijklmnopqrstvwxyzæøå !@#&()%?*
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890**

Carlsberg Sans Black Italic

***abcdefghijklmnopqrstvwxyzæøå !@#&()%?*
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ 1234567890***

Typography

Layout principles

Working with display text and headlines, we use our Carlsberg Sans typography in a flexible and bold way, playing around with it to gain a vibrant and modern expression.

One principle is dividing our typographic sentences either to the left or to the right of the margin, using an invisible dividing line in the centre. Below is an example of longer text, left- and right aligned from the centre.

**VISIONARY
BREWERS**

WE ALWAYS LOOK
AHEAD TO INNOVATE
AND EVOLVE
**THE CRAFT OF
QUALITY BREWING**

Typography

Layout principles

Using a combination of different Carlsberg Sans weights, furthermore contributes to give the layout a vibrant and bold expression. In this example we use Carlsberg Sans Light and Carlsberg Sans Black.

WE WILL
CREATE A
WINNING
CULTURE

Typography

Layout principles

Dividing the text into two text boxes makes it possible to both right- and left align text, although it is on the same line. This way we have even more options to play with the typography.



Typography

Use of ALL CAPS for headlines and display text

Headlines and display text should always be written in ALL CAPS, and never in lowercase letters. This is the leading principle for all headlines, except for some special formats, such as PPT templates or alike, where headlines also can be written in lowercase letters.

**BREWING
FOR A
BETTER
TODAY**

TOMORROW 

Correct use
ALL CAPS

**Brewing
for a better
today**

tomorrow 

Wrong use
Lowercase

Typography

Leading and tracking

Pay careful attention to the type leading -and tracking, when working with headlines. The leading needs some squeezing, and according to font size the tracking might need a little squeezing as well.



Correct use
Font size: 43pt / Leading: 37pt / Tracking: -20



Wrong use
Font size: 43pt / Leading: automatic / Tracking: 0

Typography

Length of text in ALL CAPS

**VISIONARY
BREWERS**

WE ALWAYS
LOOK AHEAD
TO INNOVATE
AND EVOLVE
**THE CRAFT
OF QUALITY
BREWING**

Correct use

The format should always feel light and vibrant ie. using different font weights and space

Consider keeping the length of a headline text written in ALL CAPS to a minimum, so that the overall expression of the layout doesn't appear too heavy. The maximum length should always be considered in relation to the individual context of the format, the font size and the copy in question.

**VISIONARY
BREWERS**
WITH GREAT
RESPECT
FOR OUR
PROUD
HERITAGE
WE ALWAYS
LOOK AHEAD
TO INNOVATE
AND EVOLVE
**THE CRAFT
OF QUALITY
BREWING**

Wrong use

Overfill the format with heavy and long text

Colours

Colours

The Carlsberg Group colour palette is inspired by all of our brands and bottles to make sure that our visual identity represents the scale and diversity of all the Carlsberg companies and breweries.



Colours

Primary colours

Our primary colours consist of a deep, elegant 'Carlsberg green', complemented by a clean white, that assures space and lightness.

Carlsberg green

RGB 0-50-30
CMYK 100-50-80-60
PMS Pantone 567

White

RGB 255-255-255
CMYK 0-0-0-0

Colours

Secondary colours

Inspired by all the Carlsberg Group brands and bottles, our secondary colours contribute to a modern and vibrant visual expression, reflecting the scale and diversity across our companies and brands.

Light green

RGB 23-177-105
CMYK 75-0-70-0

Blue

RGB 30-100-170
CMYK 95-40-0-0

Light blue

RGB 70-165-185
CMYK 80-0-15-0

Golden yellow

RGB 180-145-50
CMYK 25-40-90-0

Sun yellow

RGB 255-180-0
CMYK 0-20-100-0

Bordeaux

RGB 120-40-58
CMYK 20-100-30-40

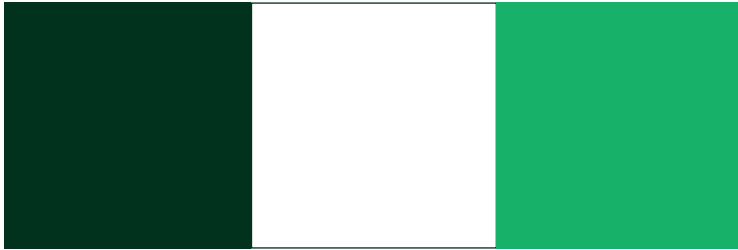
Dusty pink

RGB 245-165-150
CMYK 0-40-30-0

Colours

Use of colours

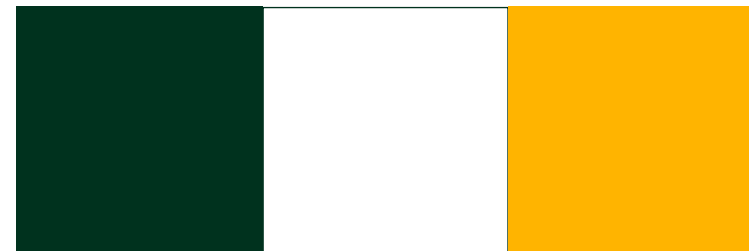
The combination within a layout should always include one or both primary colours, combined with only one secondary colour. While the Carlsberg green assures visual depth and brand recognition, the white adds lightness and space, and the seven secondary colours individually contribute to a modern, fresh and dynamic expression.



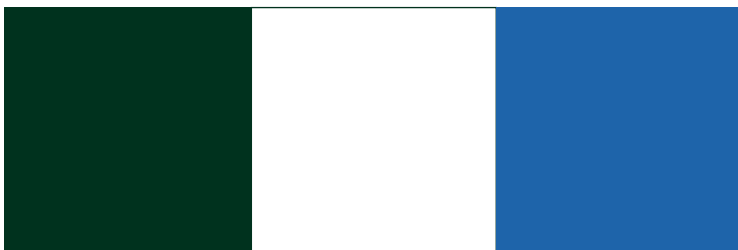
Carlsberg green / White / Light green



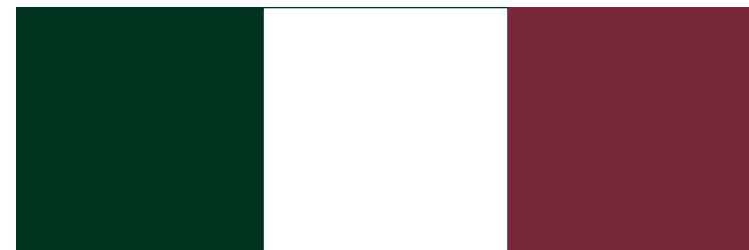
Carlsberg green / White / Golden yellow



Carlsberg green / White / Yellow



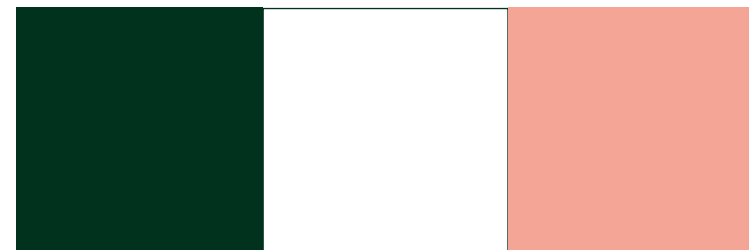
Carlsberg green / White / Blue



Carlsberg green / White / Bordeaux



Carlsberg green / White / Light blue



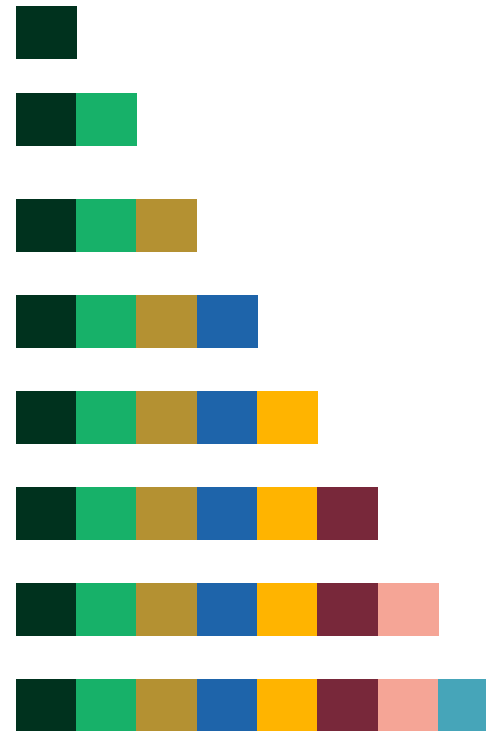
Carlsberg green / White / Pale pink

Colours

Priority of colours in graphs etc.



In graphs and alike, both primary and several secondary colours can be used together. The colours should preferably be used in the recommended order and combinations below.



Graphic element

Graphic element

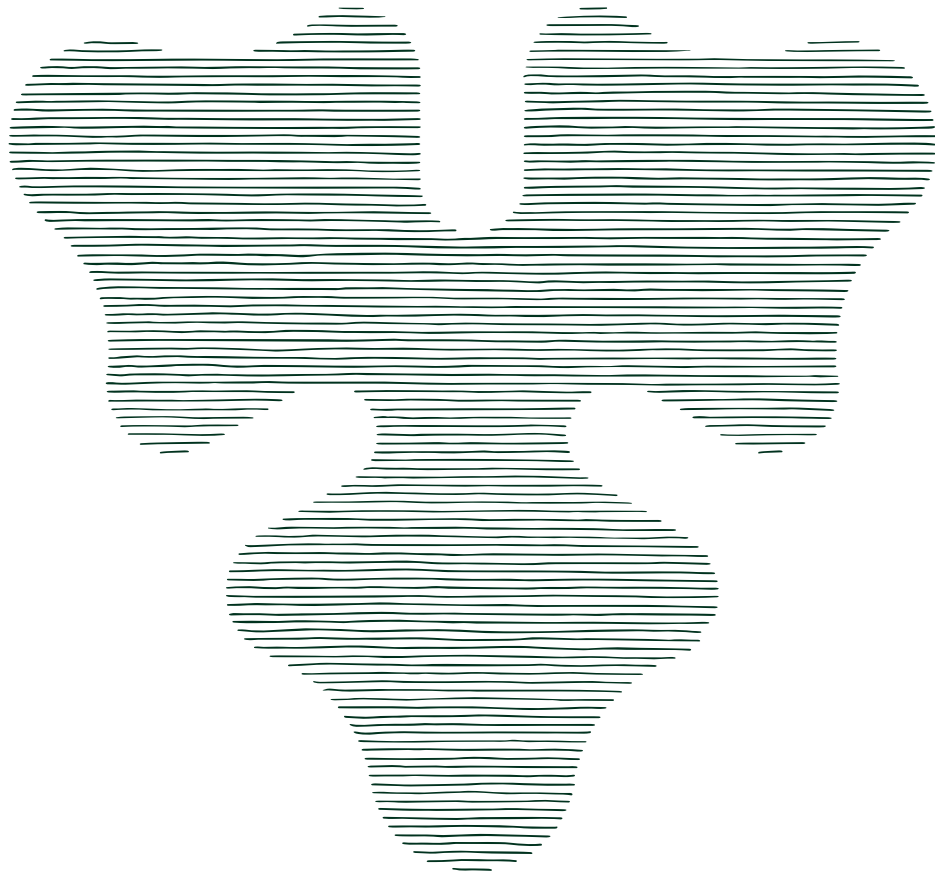
Our prominent graphic element is an interpretation of our iconic hops leaf mark – inspired by the fine crafted lines of our heritage labels.



Graphic element

Crafted hops leaf.

The hops leaf is hand crafted with fine delicate lines that link it to our heritage bottles and give it a light texture and a human character. The crafted hops leaf comes in two sizes, which we use dynamically in different crops and colours.

**Large hops leaf**

Used for up-scaling 120% or down-scaling 80% in relation to the format in use.

**Small hops leaf**

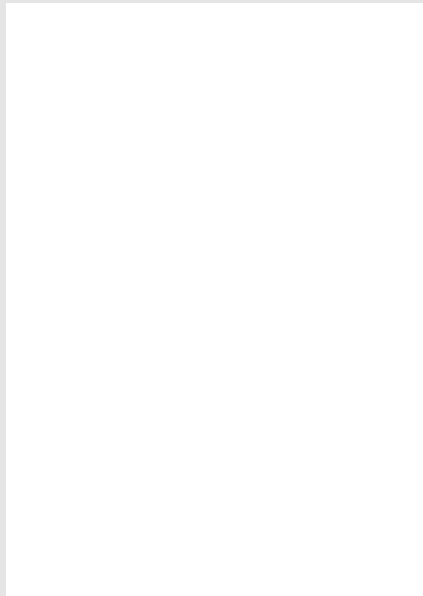
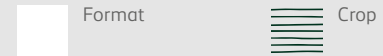
Used for free placing in relation to a text box within a layout.

Graphic element

Large hops leaf – Up-scaling 120%

Vertical format

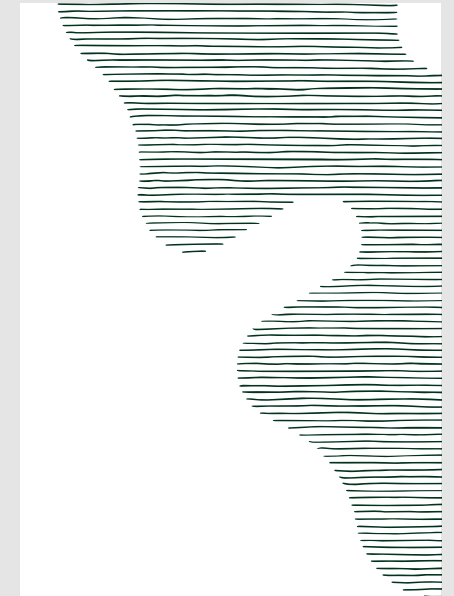
Our large hops leaf up-scales 120% or down-scales 80% in relation to the height of the format in use. Here exemplified on a vertical format.



1 The HEIGHT of the format counts as 100%



2 Up-scale hops leaf 120% and find the proper crop



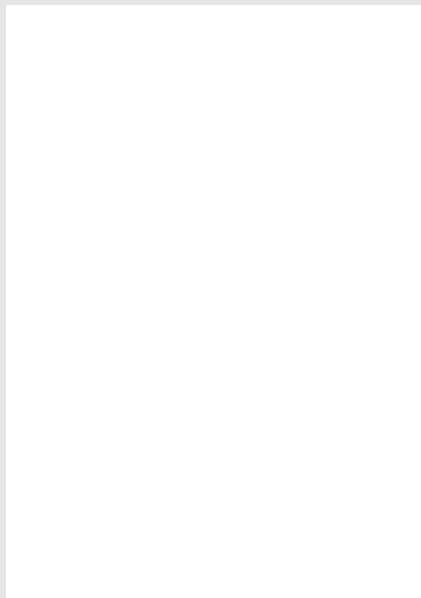
3 Placement

Graphic element

Large hops leaf – Down-scaling 80%

Vertical format

Our large hops leaf up-scales 120% or down-scales 80% in relation to the height of the format in use. Here exemplified on a vertical format.



1 The HEIGHT of the format counts as 100%



2 Down-scale hops leaf 80% and find the proper crop



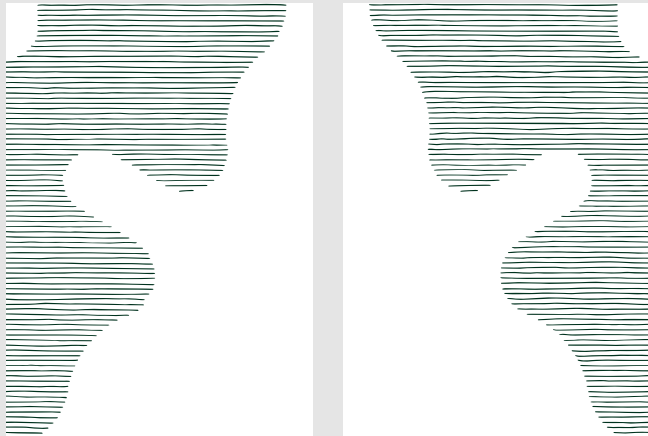
3 Placement

Graphic element

Large hops leaf – Best practice crops

Vertical format

Examples of best practice crops and placements, when working with our large hops leaf on a vertical format.



Up-scale 120%



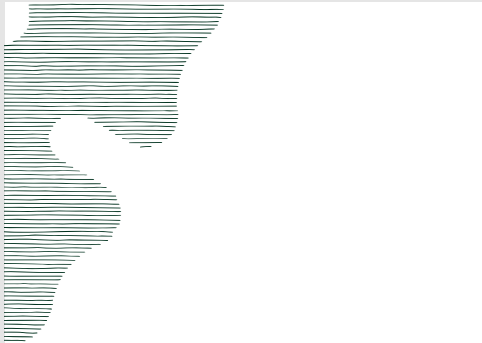
Down-scale 80%

Graphic element

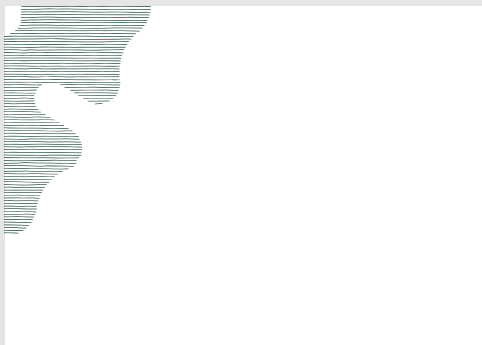
Large hops leaf – Best practice crops

Horizontal format

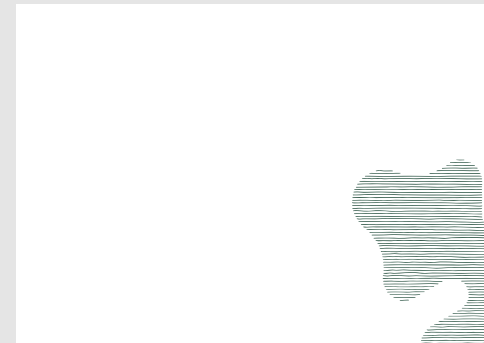
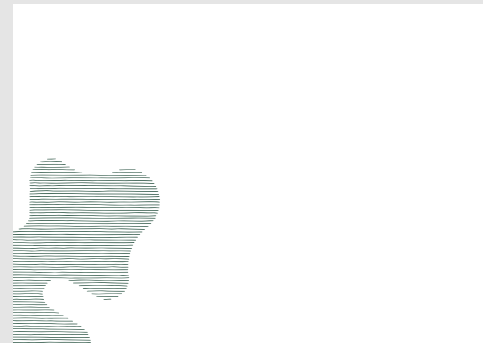
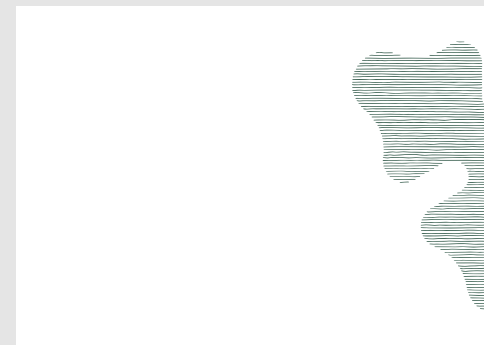
Examples of best practice crops and placements, when working with our large hops leaf on a horizontal format.



Up-scale 120%



Down-scale 80%



Graphic element

Small hops leaf – Free use on format

Vertical format

Our graphic element is also used in a smaller size, presenting the leaf in its full shape. In this case, the hops leaf is down-scaled 50–80% and aligned in relation to the text box in use.

**Vertical format**

Logo size: 80% top text-box height

**Vertical format**

Logo size: 80% top text-box height

**Vertical format**

Logo size: 80% top text-box

Graphic element

Small hops leaf – Free use on format

Horizontal format

Horizontal format Logo size: 80% top text-box height

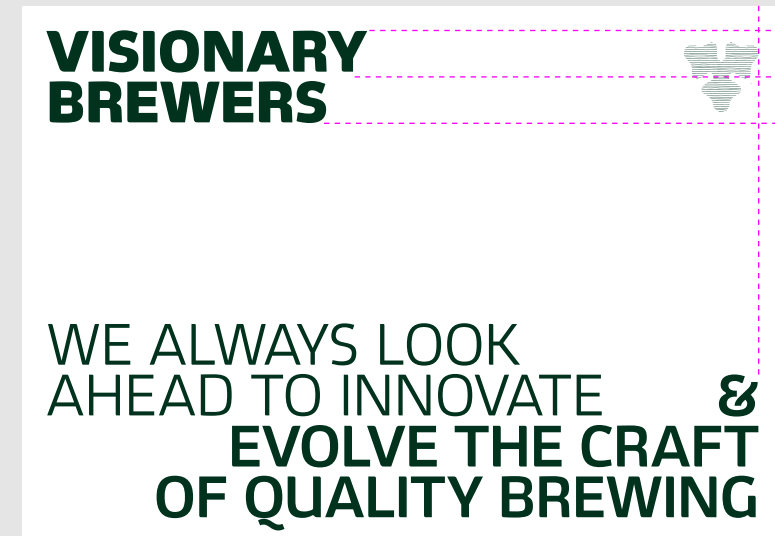


Horizontal format Logo size: 70% of top text-box height

Our graphic element can also be used in smaller size, presenting the leaf in its full shape. In this case, the hops leaf is down-scaled 50–80% and aligned in relation to the text box in use.



Horizontal format Logo size: 80% of bottom text-box height



Horizontal format Logo size: 75% of top text-box height

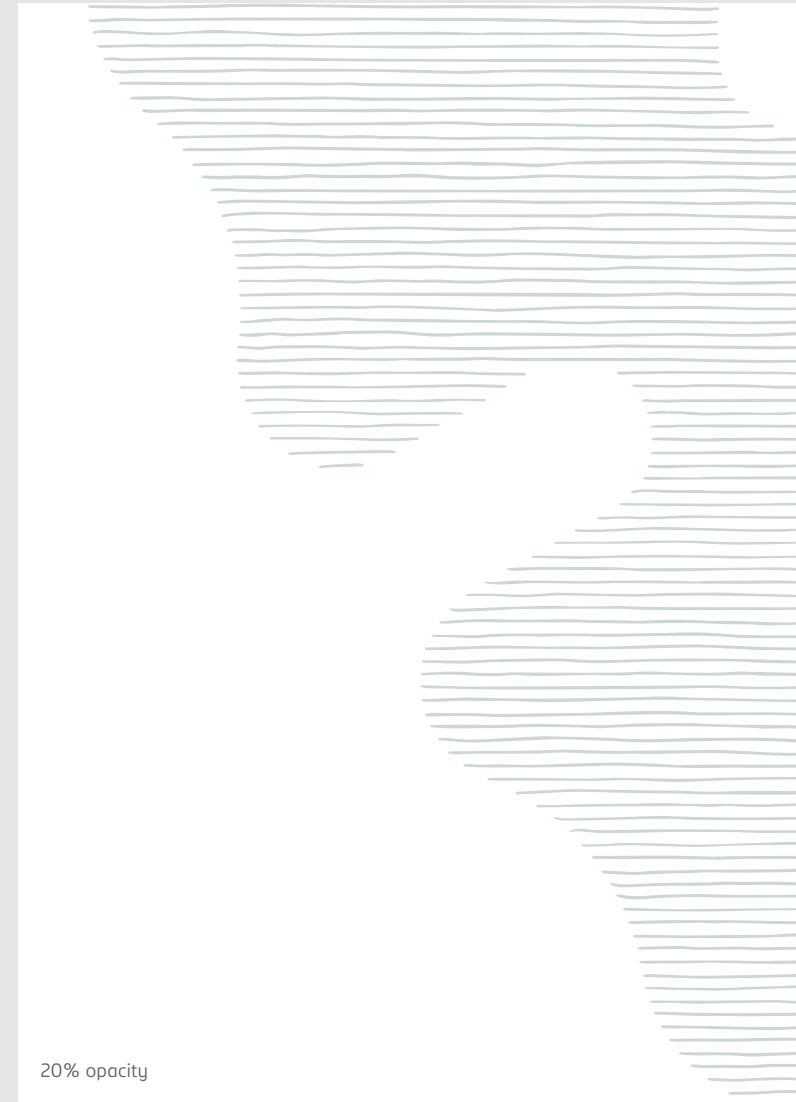
Graphic element

Working with colours

The crafted hops leaf comes in our two primary colours, Carlsberg green and white, and in our seven secondary colours. The white hops leaf is used on all coloured backgrounds, whereas the Carlsberg green and the secondary coloured hops leaves are used on white backgrounds. The hops leaf is meant to have a subtle, tone in tone expression and is therefore toned down in opacity.



White hops leaf on Carlsberg green background

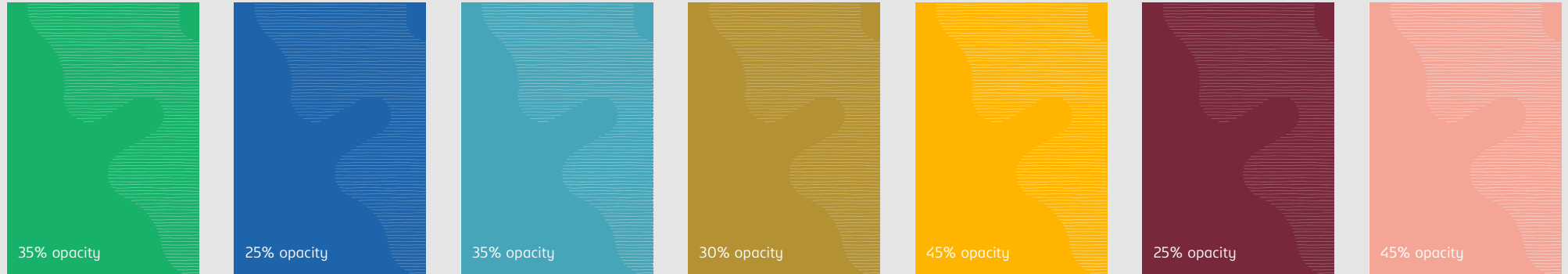


Carlsberg green hops leaf on white background

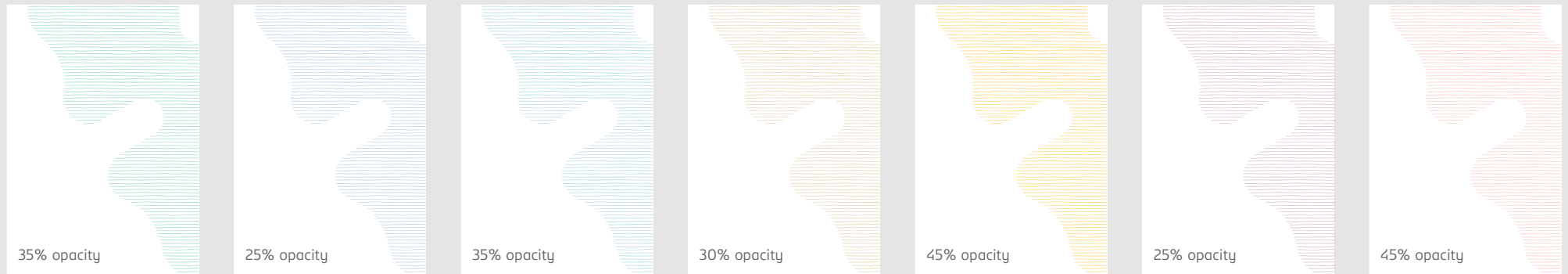
Graphic element

Working with colours

The hops leaf is meant to have a subtle, tone in tone expression and is therefore toned down in opacity. Below you will find the recommended opacity setting for the different colour combinations. The numbers are not fixed, but guiding indications that should always be considered and set appropriate to the background in use. Please follow the best practice examples in this guide for further guidance and inspiration.



White hops leaf on background in Carlsberg colours



Coloured hops leaf on white background

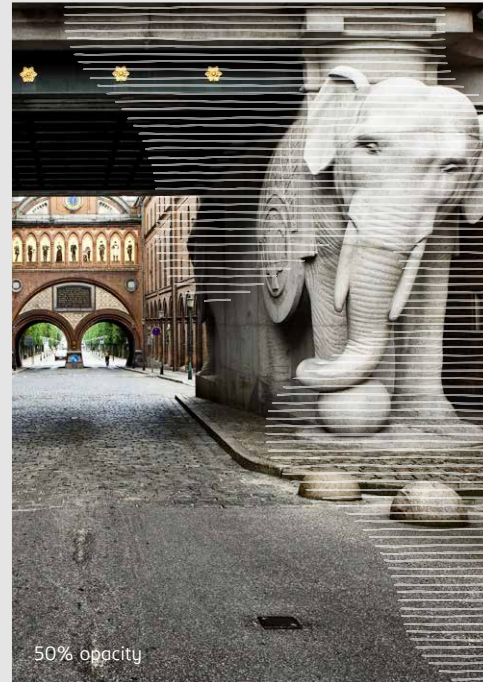
Graphic element

Working with colours

For image backgrounds we use our white and Carlsberg green hops leaf. The hops leaf is meant to have a subtle expression and is therefore toned down in opacity. Below you will find a few examples of opacity settings on image backgrounds. The numbers are not fixed, but guiding indications that should always be considered and set appropriate to the image in use. Please follow the best practice examples in this guide for further guidance and inspiration.



White hops leaf on image background



Carlsberg green hops leaf on image background



Inspiration

Inspiration

Fixed logo placement / Display text



BREWING
FOR A BETTER
TODAY &
TOMORROW

Inspiration

Fixed logo placement / Display text / Large hops leaf



BREWING
FOR A BETTER
TODAY &
TOMORROW

Inspiration

Full colour background / Fixed logo placement / Display text



BREWING
FOR A BETTER
TODAY &
TOMORROW

Inspiration

Full colour background / Fixed logo placement / Display text / Large hops leaf



BREWING
FOR A BETTER
TODAY &
TOMORROW

Inspiration

Full colour background / Free logo placement / Display text / Large hops leaf.

In this example, an exception is made in terms of placing the “&” sign in relation to the left aligned text – mixing the left and right aligned sentence. This use is only recommended in specific cases like this, where a sign or a very short word is suitable to play around with.



Inspiration

Various layouts



White background / Free logo placement / Large hops leaf



Coloured background / Fixed logo placement / Large hops leaf



Coloured background / Fixed logo placement / Small hops leaf



White background / Fixed logo placement / Large hops leaf

Inspiration

Image background / Fixed logo placement / Display text



Inspiration

Image background / Free logo placement / Display text



Inspiration

Image background / Free logo placement / Display text / Large hops leaf



Inspiration

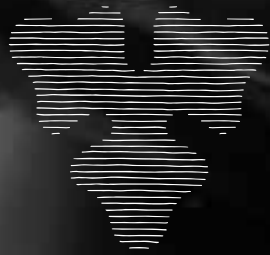
Image background / Fixed logo placement / Display text / Small hops leaf



WE WILL
CREATE A



WINNING
CULTURE



Inspiration


Various layouts



Inspiration

**BREWING
FOR A
BETTER
TODAY**

Minvelic temqui ducitat ecatut rescitio
tessim in rem, nemos nulluptas molorum.
Rempore net la sant estis ma perum aligent,
solum exces ipid eum qui adignate re enda
dolorit audae vel nemos rescitio adignate.

TOMORROW 

White background / Fixed logo placement / Display text

Minvelic temqui ducitat ecatut rescitio
tessim in rem, nemos nulluptas molorum.
Rempore net la sant estis ma perum aligent,
solum exces ipid eum qui adignate re enda
dolorit audae vel nemos rescitio adignate.



**WE STILL PERSUE
PERFECTION**

WE STRIVE TO
ALWAYS IMPROVE
AND BREW
EXCELLENT BEERS

Inspiration

**BREWING
FOR A
BETTER
TODAY**

Minvelic temqui ducitat ecatut rescitio
tessim in rem, nemos nulluptas molorum.
Rempore net la sant estis ma perum aligent,
solum exces ipid eum qui adignate re enda
dolorit audae vel nemos rescitio adignate.

**&
TOMORROW**

**Carlsberg
Group**

White background / Fixed logo placement / Display text / Large hops leaf (scale 80%)

Minvelic temqui ducitat ecatut rescitio
tessim in rem, nemos nulluptas molorum.
Rempore net la sant estis ma perum aligent,
solum exces ipid eum qui adignate re enda
dolorit audae vel nemos rescitio adignate.

**Carlsberg
Group**

**WE STILL PERSUE
PERFECTION**

**WE STRIVE TO
ALWAYS IMPROVE
AND BREW
EXCELLENT BEERS**

Inspiration



Coloured background / Fixed logo placement / Display text



Inspiration



Coloured background / Fixed logo placement / Display text / Large hops leaf (scale 80%)



Inspiration



Coloured background / Fixed logo placement / Display text / Large hops leaf (scale 120%)



Inspiration

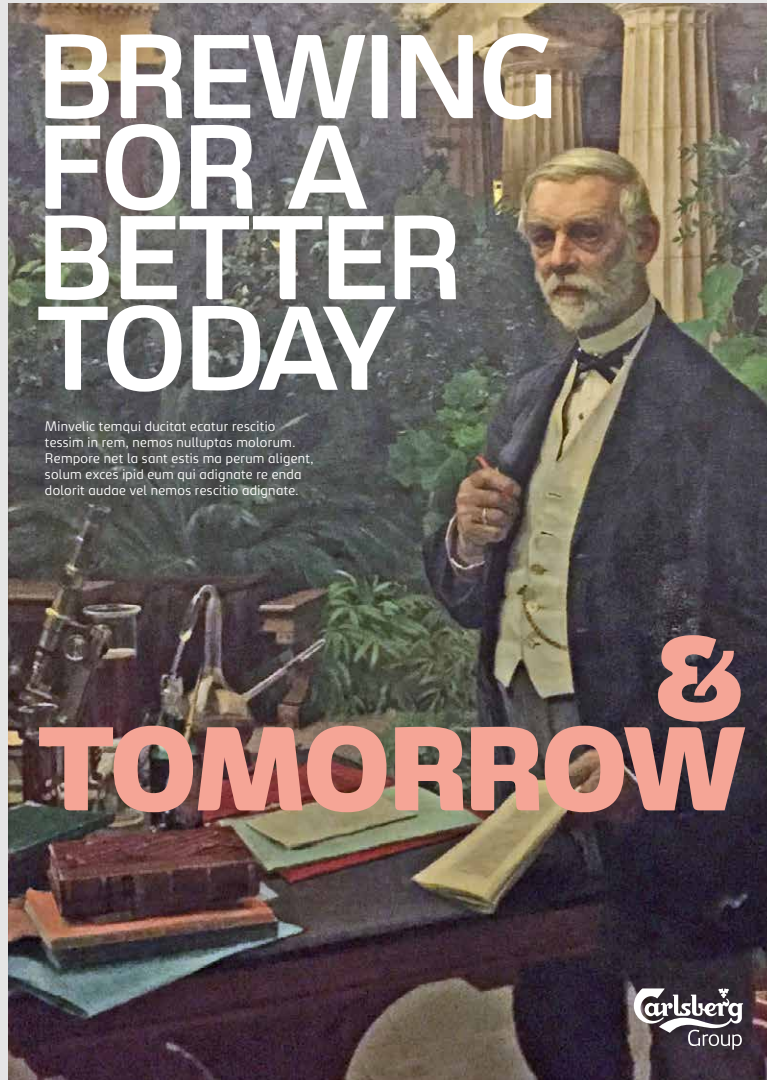


Image background / Fixed logo placement / Display text



Inspiration

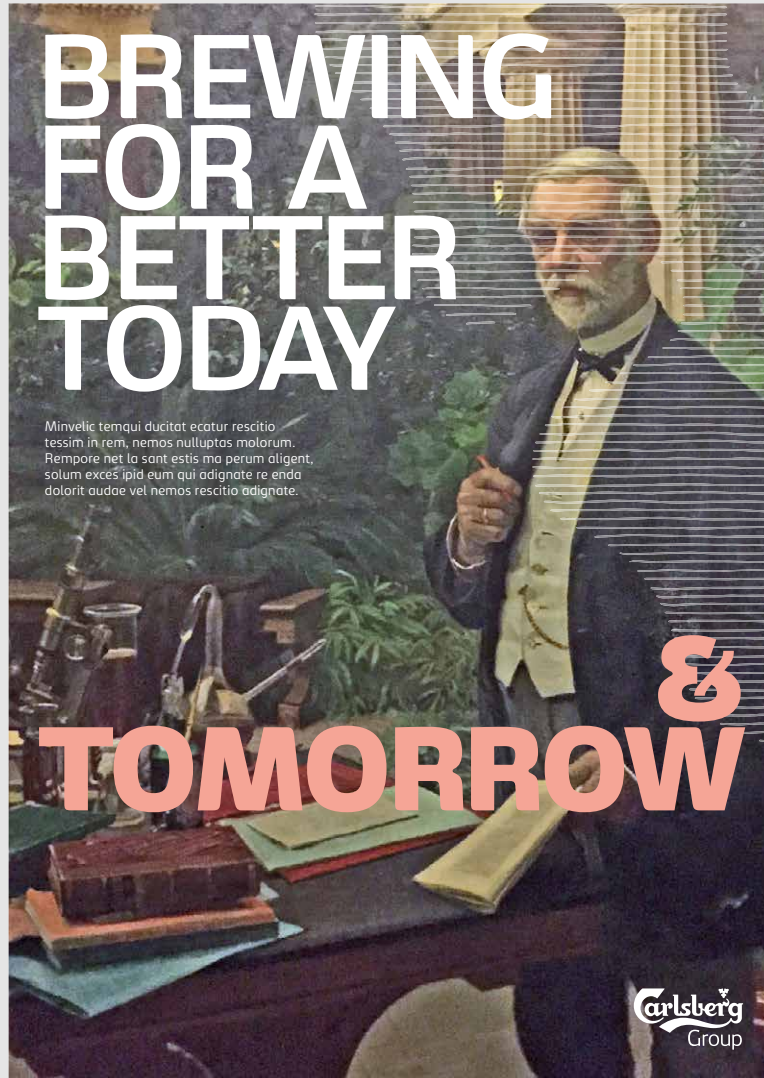


Image background / Fixed logo placement / Display text / Large hops leaf (scale 120%)



Inspiration

Various layouts – same colour combination



VISIONARY BREWERS

Minivellit tempui ductat ecatut resctio tessim in rem, nemos nulluptas molorum. Rempore net la sant estis ma perum aligent, solum exes sid eum qui adignate re endo dolarit caudae vel nemos resctio adignate.

Carlsberg Group

**WE ALWAYS
LOOK AHEAD
TO INNOVATE
AND EVOLVE**

**THE CRAFT
OF QUALITY
BREWING**

VISIONARY BREWERS

Minivellit tempui ductat ecatut resctio tessim in rem, nemos nulluptas molorum. Rempore net la sant estis ma perum aligent, solum exes sid eum qui adignate re endo dolarit caudae vel nemos resctio adignate.

Carlsberg Group

**WE ALWAYS
LOOK AHEAD
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AND EVOLVE**

**THE CRAFT
OF QUALITY
BREWING**

VISIONARY BREWERS

Minivellit tempui ductat ecatut resctio tessim in rem, nemos nulluptas molorum. Rempore net la sant estis ma perum aligent, solum exes sid eum qui adignate re endo dolarit caudae vel nemos resctio adignate.

Carlsberg Group

**WE ALWAYS
LOOK AHEAD
TO INNOVATE
AND EVOLVE**

**THE CRAFT
OF QUALITY
BREWING**

VISIONARY BREWERS

Minivellit tempui ductat ecatut resctio tessim in rem, nemos nulluptas molorum. Rempore net la sant estis ma perum aligent, solum exes sid eum qui adignate re endo dolarit caudae vel nemos resctio adignate.

Carlsberg Group

**THE CRAFT
OF QUALITY
BREWING**

Inspiration

Various layouts – same colour combination



**WE WILL
CREATE A**

Minvelic tempui ductat excur reschto
tessim in rem, nemos nulluptas molorum.
Rempore net la sant exis ma perum oligent,
solum exes pid eum qui adignate re enda
dolorit audae vel nemos reschto adignate.

**WINNING
CULTURE**

Carlsberg
Group

**WE WILL
CREATE A**

Minvelic tempui ductat excur reschto
tessim in rem, nemos nulluptas molorum.
Rempore net la sant exis ma perum oligent,
solum exes pid eum qui adignate re enda
dolorit audae vel nemos reschto adignate.

**WINNING
CULTURE**

Carlsberg
Group

**WE WILL
CREATE A**

Minvelic tempui ductat excur reschto
tessim in rem, nemos nulluptas molorum.
Rempore net la sant exis ma perum oligent,
solum exes pid eum qui adignate re enda
dolorit audae vel nemos reschto adignate.

**WINNING
CULTURE**

Carlsberg
Group

Minvelic tempui ductat excur reschto
tessim in rem, nemos nulluptas molorum.
Rempore net la sant exis ma perum oligent,
solum exes pid eum qui adignate re enda
dolorit audae vel nemos reschto adignate.

Carlsberg
Group

**WE WILL
CREATE A
WINNING
CULTURE**

Inspiration

Various layouts – same colour combination



Carlsberg Group

BREWING FOR A BETTER

Minivelle tempui ducit ecatu resctio
tesam in rem, nemo nulluptas malorum.
Rempere neq la som estis ma perum diligent,
solum exces ipid eum qui adignate re enda
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TODAY AND TOMORROW

Carlsberg Group

BREWING FOR A BETTER

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TODAY AND TOMORROW

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TODAY AND TOMORROW

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TODAY AND TOMORROW

Thank you