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.

Index

Logo

Logo

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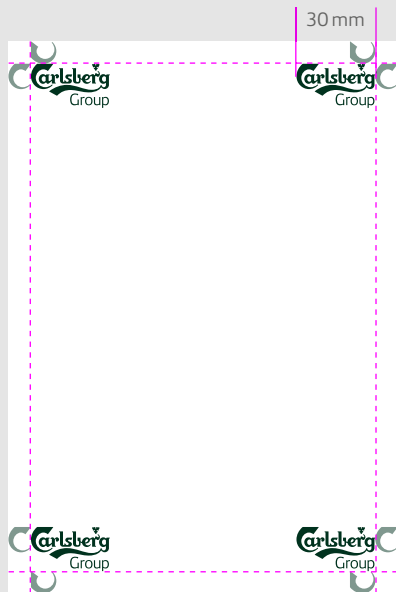
Logo
Minimum distance

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.

30 mm

38 mm

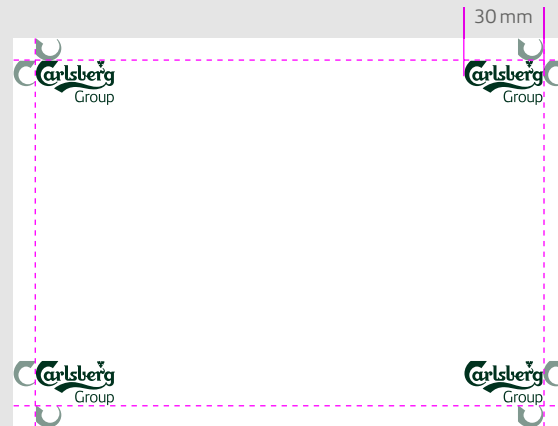30 mm

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.

30 mm

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

38 mm

30 mm

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 center it somewhere suitable in relation to the typography, considering the overall balance of the layout.

WE WILL CREATE A

WINNING CULTURE

80%

Carlsberg
Group

Vertical format
Logo size: 80% of CAPS-height

Logo
Free placement – Vertical format
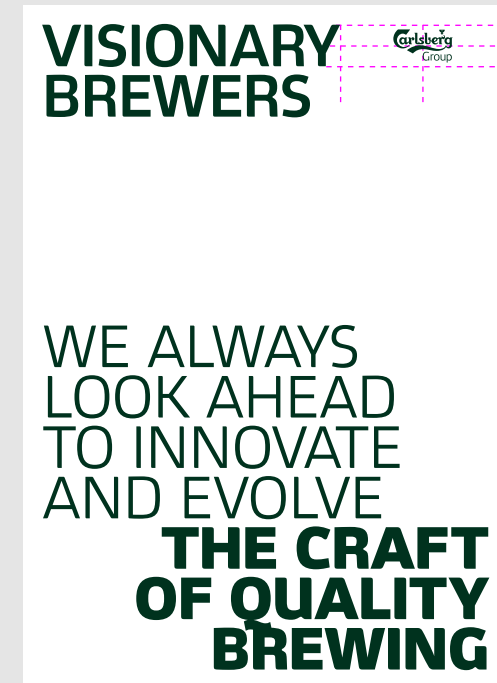
Examples of free placement of the logo – vertical format.

BREWING FOR A BETTER TODAY

Carlsberg Group

& TOMORROW

Vertical format
Logo size: 70% of CAPS-height

BREWING FOR A BETTER TODAY

Carlsberg Group

& TOMORROW

Vertical format
Logo size: 70% of CAPS-height

BREWING FOR A BETTER TODAY

Carlsberg Group

& TOMORROW

Vertical format
Logo size: 70% of CAPS-height

VISIONARY BREWERS

Carlsberg Group

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

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 center it somewhere suitable in relation to the typography, considering the overall balance of the layout.

WE WILL
CREATE A

Carlsberg
Group

WINNING
CULTURE

Horizontal format
Logo size: 50% of CAPS-height

Logo
Free placement – Horizontal format

Examples of free placement of the logo – vertical format.

BREWING
FOR A BETTER
TODAY

**AND
TOMORROW**

Horizontal format
Logo size: 60% of CAPS-height

BREWING
FOR A BETTER
TODAY

**AND
TOMORROW**

Horizontal format
Logo size: 60% of CAPS-height

BREWING
FOR A BETTER
TODAY

**AND
TOMORROW**

Horizontal format
Logo size: 70% of CAPS-height

**VISIONARY
BREWERS**

THE CRAFT
OF QUALITY
BREWING

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

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

Carlsberg Sans Light Italic

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

Carlsberg Sans Bold

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

Carlsberg Sans Bold Italic

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

Carlsberg Sans Black

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

Carlsberg Sans Black Italic

***abcdefghijklmnopqrstuvwxyzæøå !@#&()%?*
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.

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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.

BREWING FOR A BETTER TODAY & TOMORROW

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.

BREWING FOR A BETTER TODAY

& TOMORROW

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

BREWING FOR A BETTER TODAY

& TOMORROW

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

Typography
Lenght of text in ALL CAPS

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.

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THE CRAFT OF QUALITY BREWING
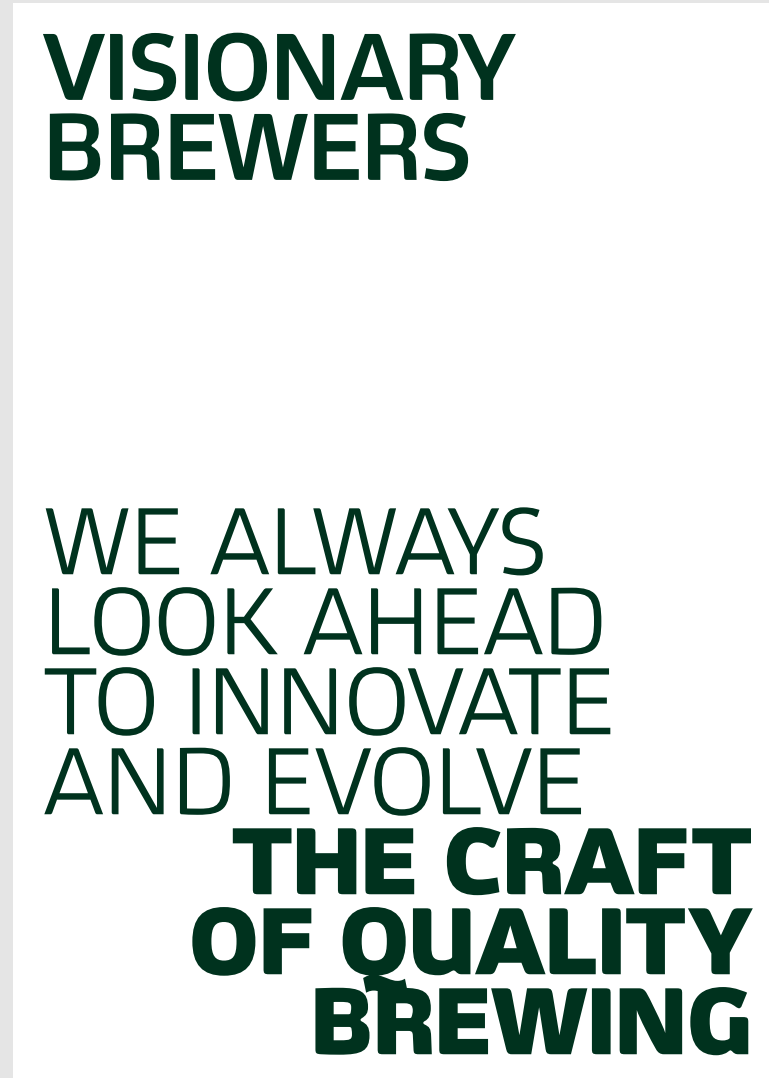
Correct use
The format should always feel light and vibrant ie. using different font weights and space

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
Seconday 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.
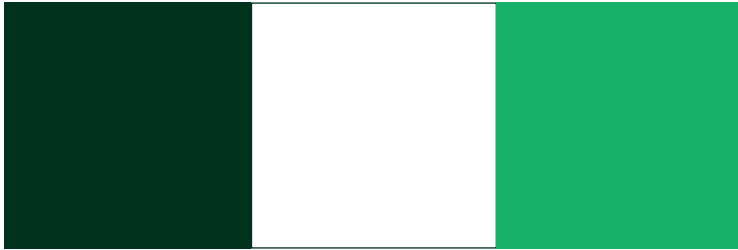
Carlsberg green / White / Light green

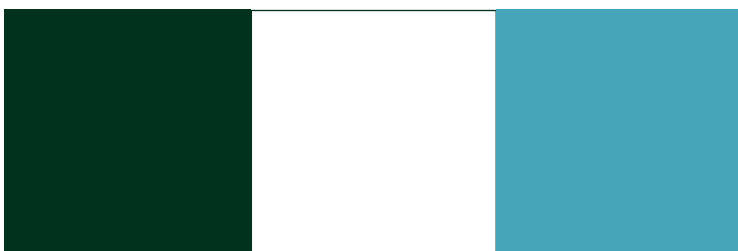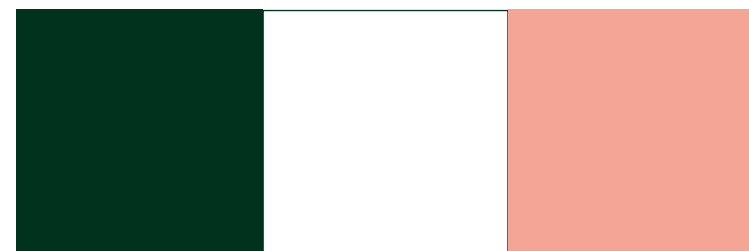Carlsberg green / White / Golden yellow
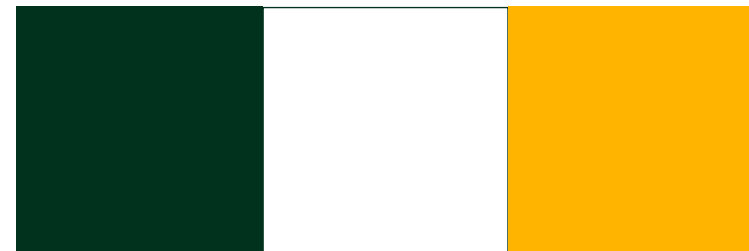
Carlsberg green / White / Yellow
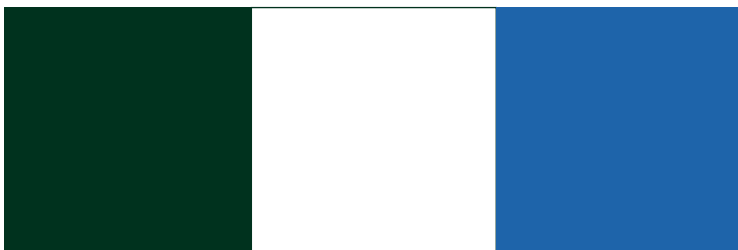
Carlsberg green / White / Blue
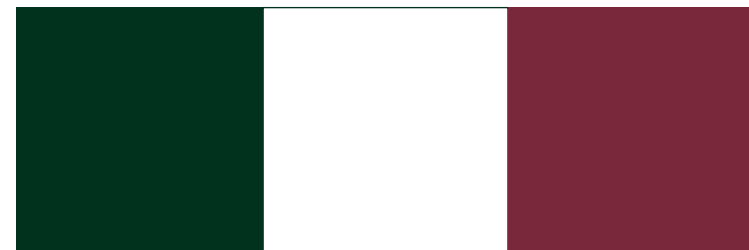
Carlsberg green / White / Bordeaux

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.
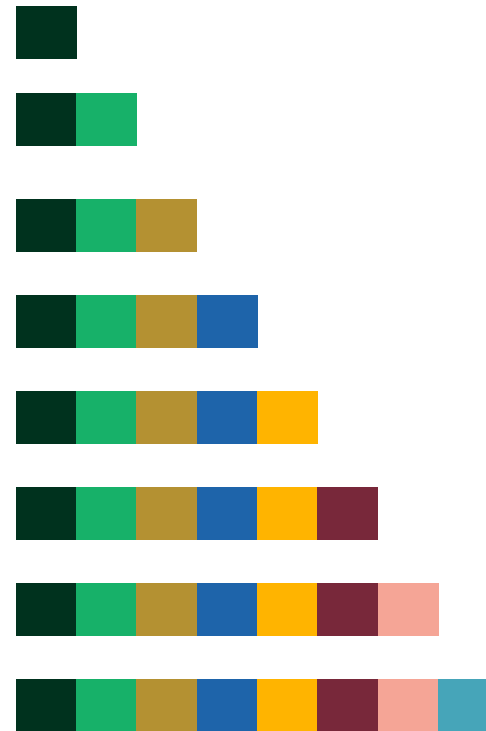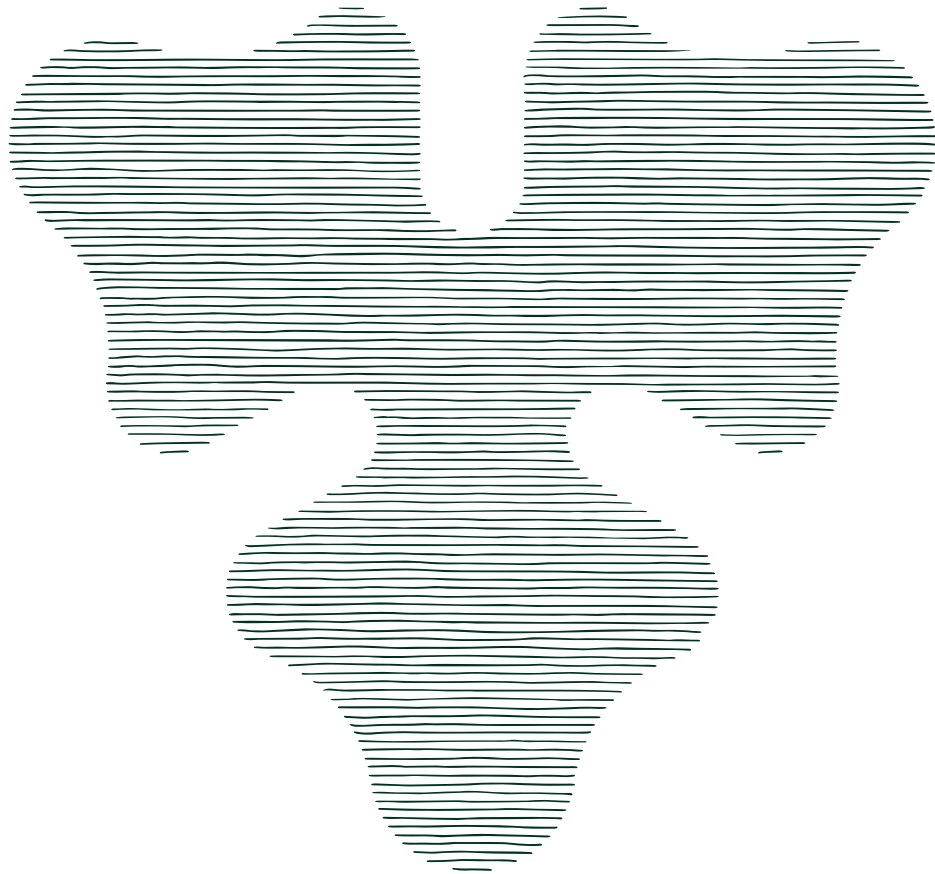
Graphic element

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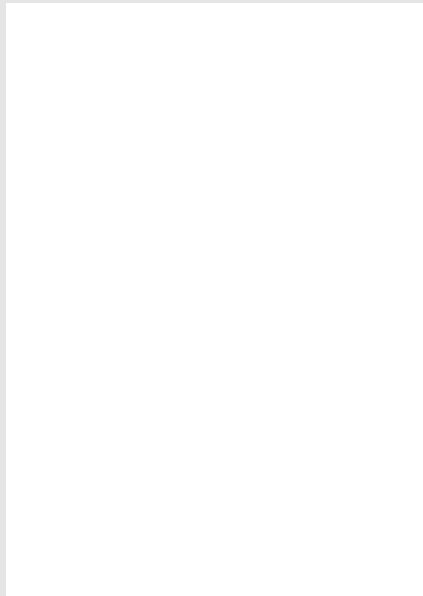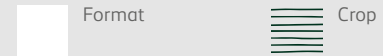
Small hops leaf
Used for free placing in relation to a text box within a layout.

Graphic element
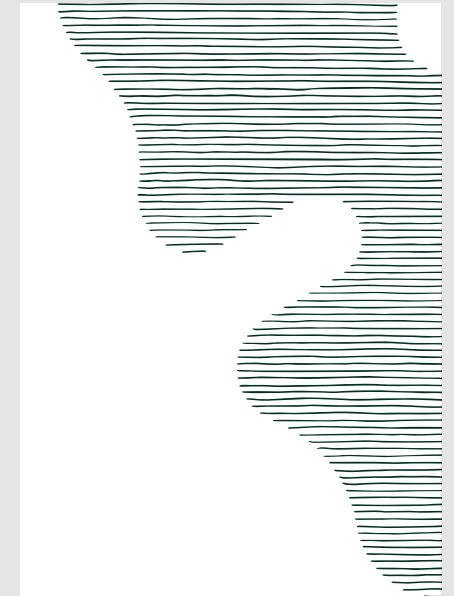Large hops leaf – Up-scaling 120%
Vertical format

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.

Format   Crop

1   The HEIGHT of the format counts as 100%   2   Up-scale hops leaf 120% and find the proper crop   3   Placement
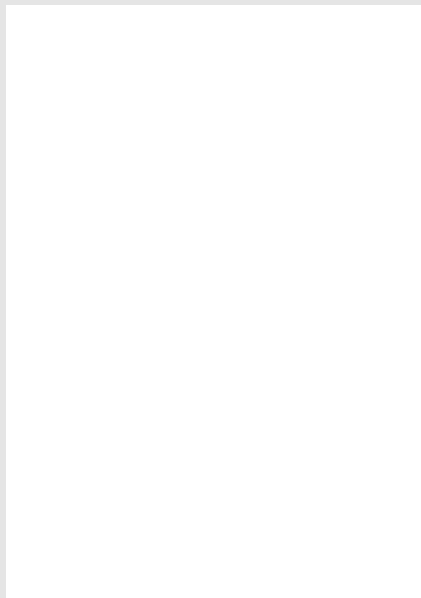
Graphic element
Large hops leaf – Down-scaling 80%
Vertical format

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.

Format

Crop

1   The HEIGHT of the format counts as 100%

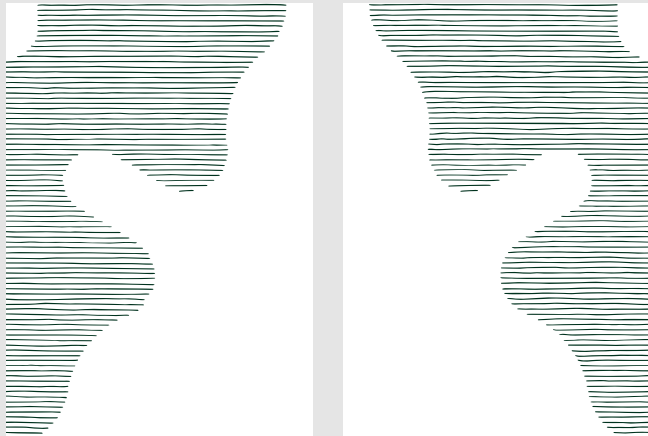2   Down-scale hops leaf 80% and find the proper crop

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.
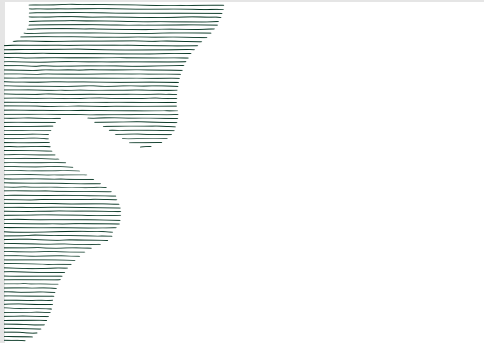

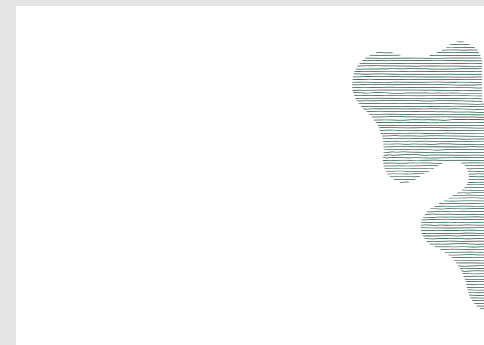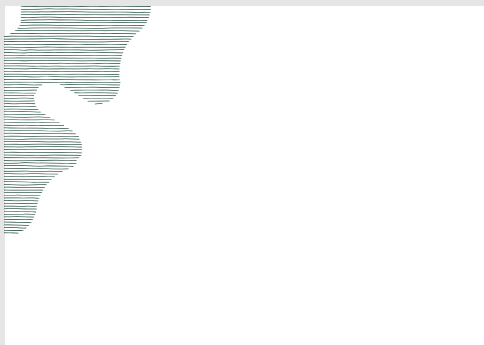Up-scale 120%

Down-scale 80%

Graphic element
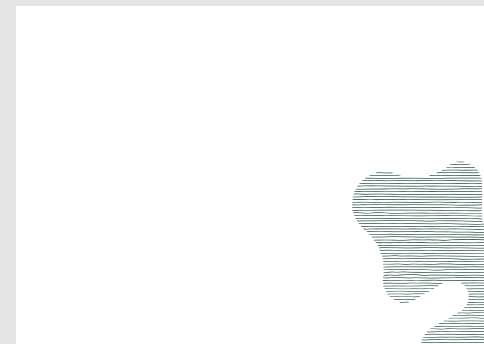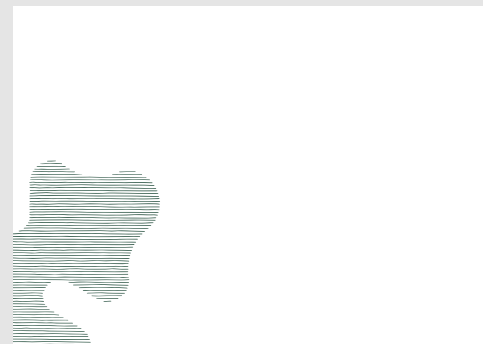Large hops leaf – Best practice crops
Horizontal format

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.

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

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

BREWING FOR A BETTER TODAY

AND TOMORROW

Vertical format
Logo size: 80% top text-box
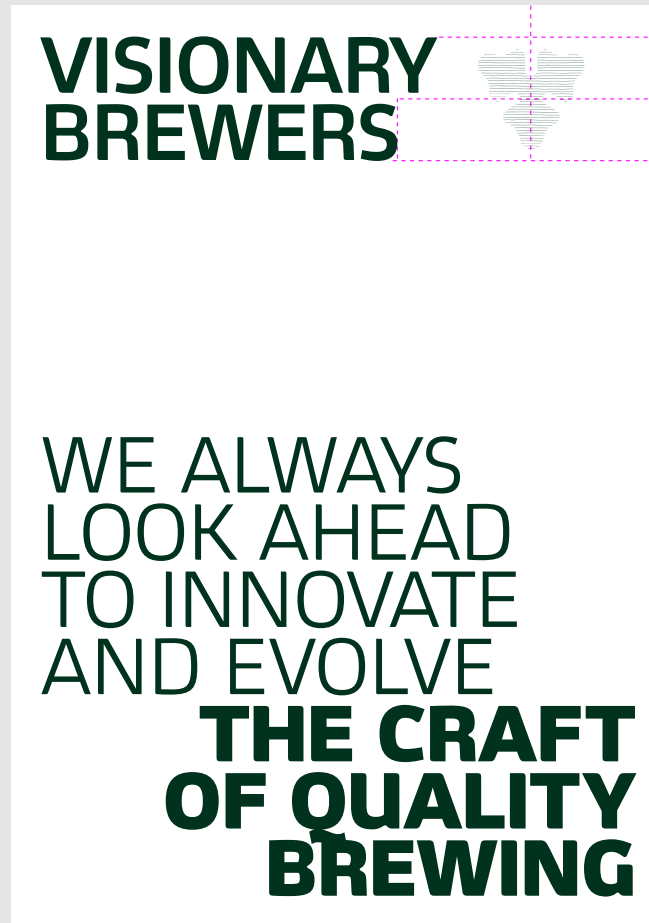
Graphic element
Small hops leaf – Free use on format
Horizontal format

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.

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& EVOLVE THE CRAFT OF QUALITY BREWING

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

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& TOMORROW

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

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

VISIONARY BREWERS

WE ALWAYS LOOK AHEAD TO INNOVATE & EVOLVE THE CRAFT OF QUALITY BREWING
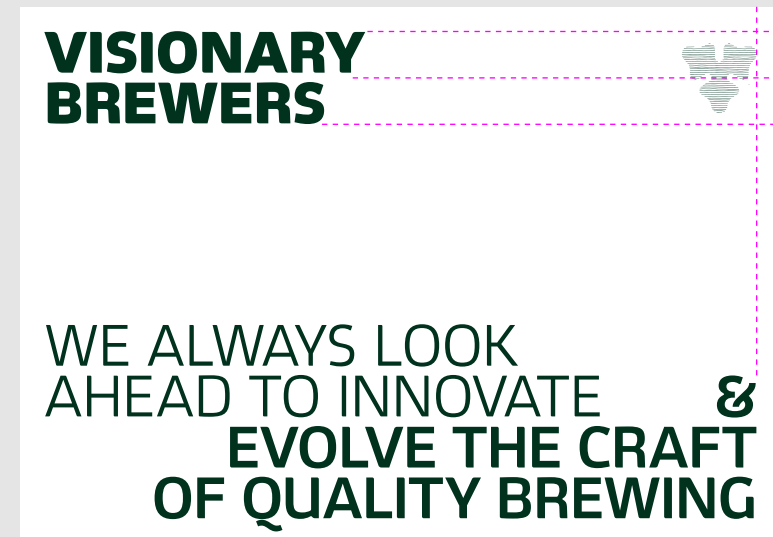
Horizontal format Logo size: 75% of top text-box height

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.

20% opacity

White hops leaf on Carlsberg green background
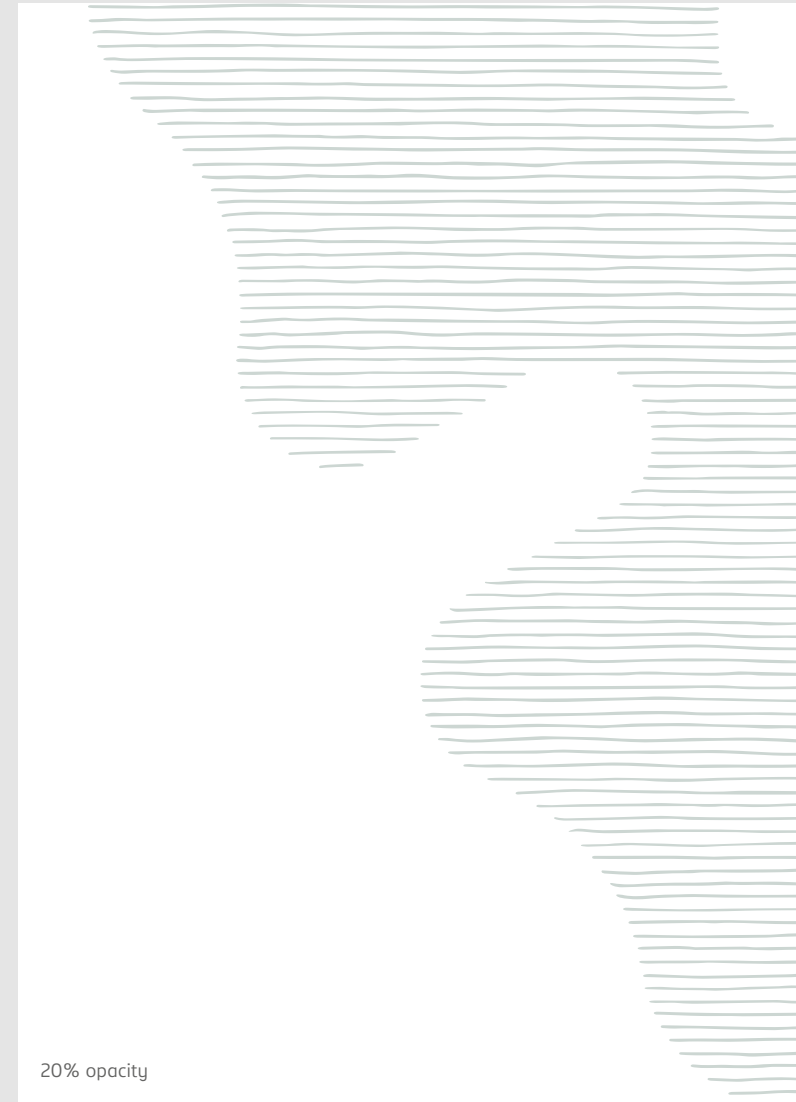
20% opacity

Carlsberg green hops leaf on white background

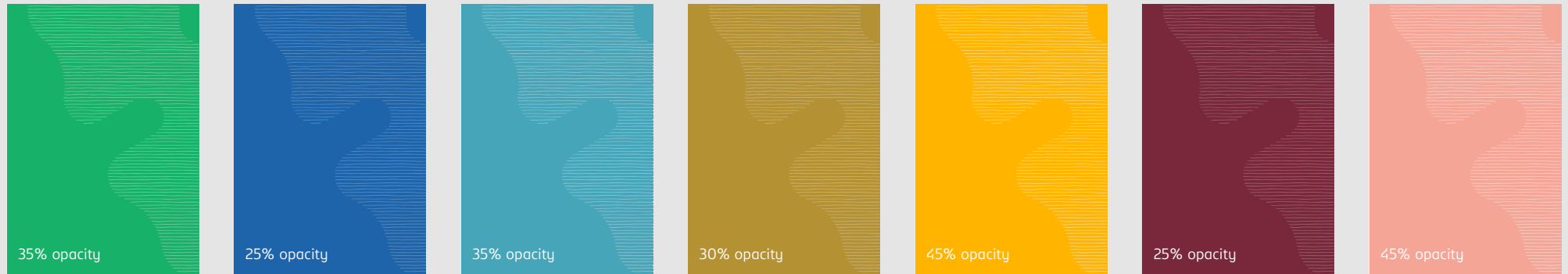**Graphic element**
Working with colours

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.

| 35% opacity | 25% opacity | 35% opacity | 30% opacity | 45% opacity | 25% opacity | 45% opacity |

White hops leaf on background in Carlsberg colours

| 35% opacity | 25% opacity | 35% opacity | 30% opacity | 45% opacity | 25% opacity | 45% opacity |
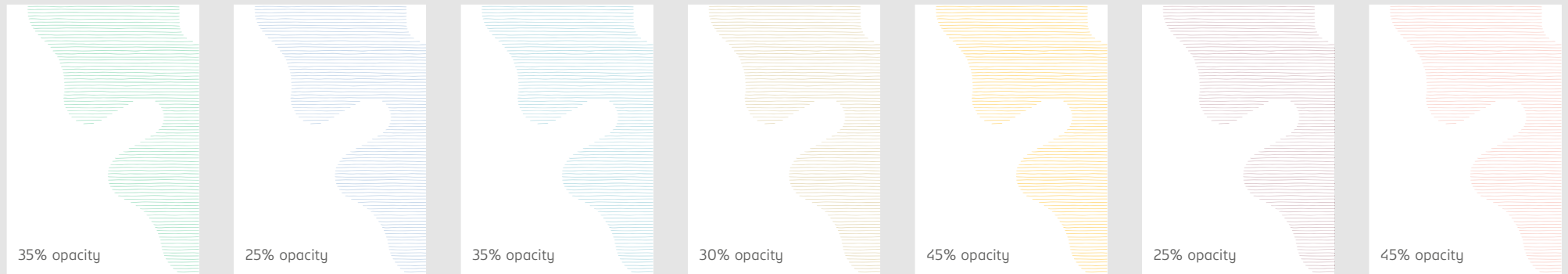
Coloured hops leaf on white background

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.

40% opacity

50% opacity

White hops leaf on image background

40% opacity

30% opacity
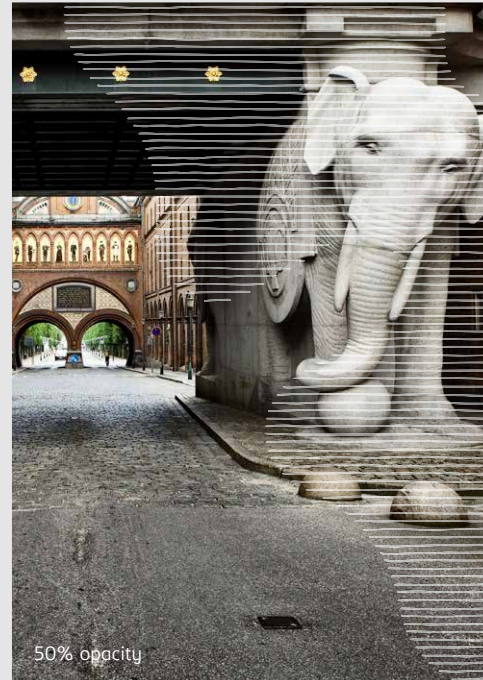
Carlsberg green hops leaf on image background

Inspiration

Inspiration   Fixed logo placement / Display text

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Inspiration   Fixed logo placement / Display text / Large hops leaf

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BREWING
FOR A BETTER
TODAY
& TOMORROW

Inspiration

Full colour background / Fixed logo placement / Display text

Carlsberg Group

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

BREWING FOR A BETTER TODAY & TOMORROW

White background / Free logo placement / Large hops leaf

VISIONARY BREWERS

Coloured background / Fixed logo placement / Large hops leaf

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Coloured background / Fixed logo placement / Small hops leaf

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White background / Fixed logo placement / Large hops leaf

Inspiration   Image background / Fixed logo placement / Display text

WE WILL CREATE A WINNING CULTURE

Inspiration   Image background / Free logo placement / Display text

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WINNING CULTURE

Carlsberg Group

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

WE WILL CREATE A

WINNING CULTURE

Carlsberg Group

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

WE WILL CREATE A WINNING CULTURE

Inspiration   Various layouts

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BREWING FOR A BETTER TODAY AND TOMORROW

A PROUD HERITAGE

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Inspiration

White background / Fixed logo placement / Display text

BREWING FOR A BETTER TODAY

Minvelic temqui ducitat ecatur 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

Minvelic temqui ducitat ecatur 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 PURSUE PERFECTION
WE STRIVE TO ALWAYS IMPROVE AND BREW EXCELLENT BEERS

Inspiration

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

BREWING FOR A BETTER TODAY

Minvelic temqui ducitat ecatur 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

Minvelic temqui ducitat ecatur 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 PURSUE PERFECTION
WE STRIVE TO ALWAYS IMPROVE AND BREW EXCELLENT BEERS

Inspiration

Coloured background / Fixed logo placement / Display text

BREWING FOR A BETTER TODAY

Minvelic temqui ducitat ecatur 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

Minvelic temqui ducitat ecatur 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 PURSUE PERFECTION
WE STRIVE TO ALWAYS IMPROVE AND BREW EXCELLENT BEERS

Inspiration

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

BREWING FOR A BETTER TODAY

Minvelic temqui ducitat ecatur 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

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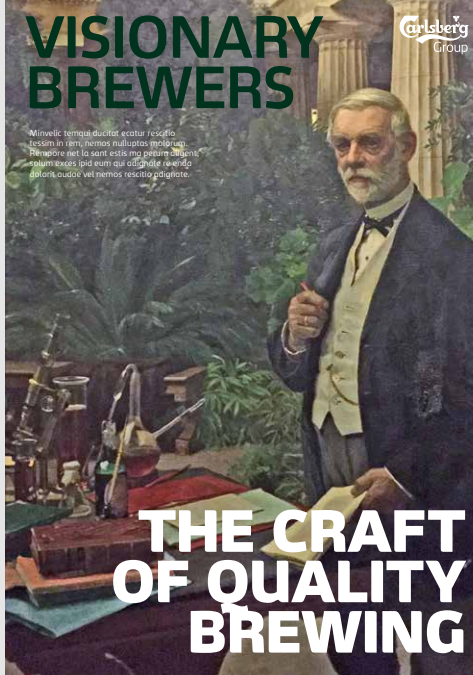dolorit audae vel nemos rescitio adignate.

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Inspiration

BREWING FOR A BETTER TODAY

Minvelic temqui ducitat ecatur 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

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Carlsberg Group

WE STILL PURSUE PERFECTION
WE STRIVE TO ALWAYS IMPROVE AND BREW EXCELLENT BEERS

Inspiration

Image background / Fixed logo placement / Display text

BREWING FOR A BETTER TODAY

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Inspiration

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

BREWING FOR A BETTER TODAY

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Inspiration

Various layouts – same colour combination

Inspiration

Various layouts – same colour combination

Inspiration

Various layouts – same colour combination

Thank you