

AN INTRODUCTION TO CARLSBERG SANS

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Introduction

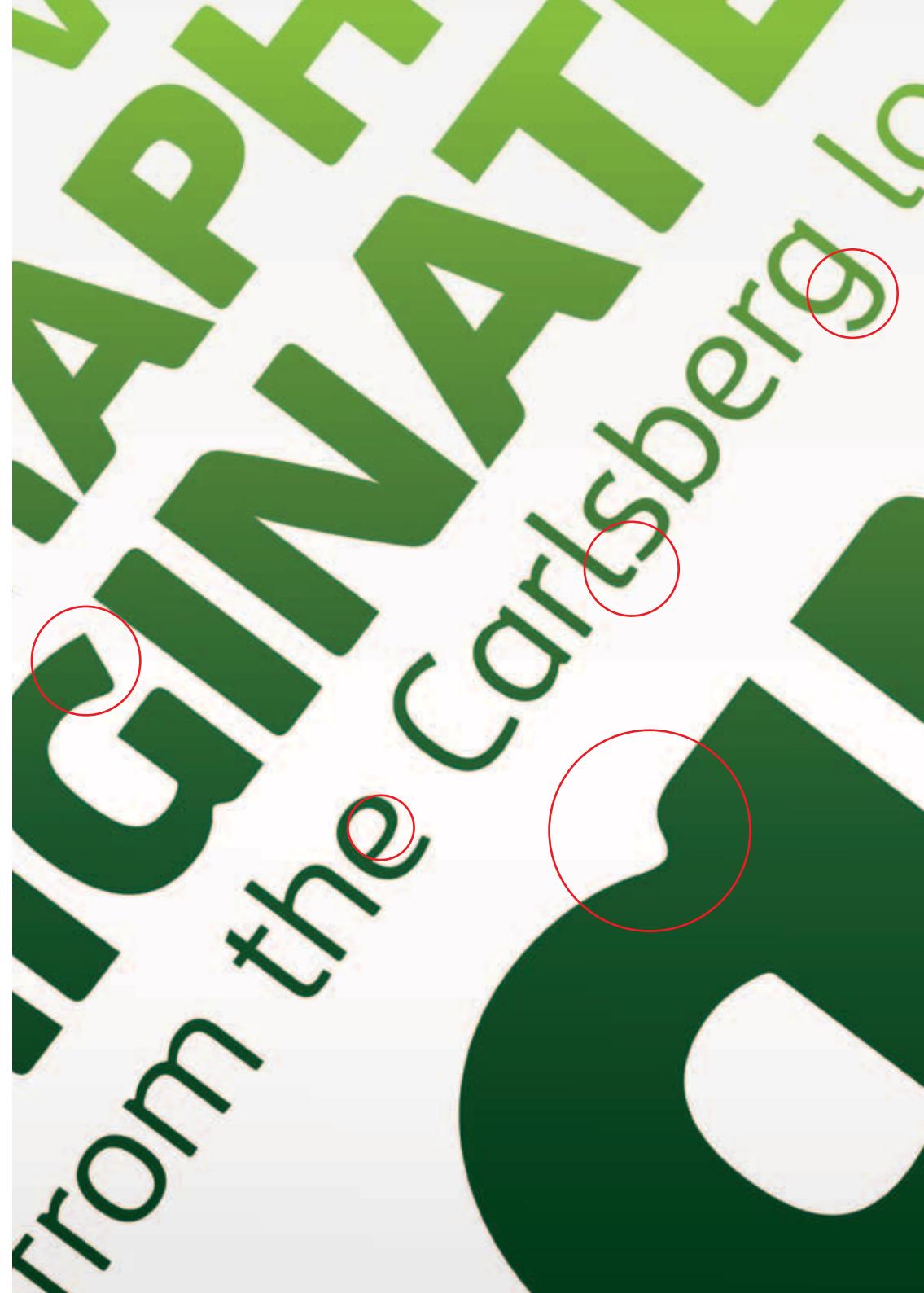
A typeface can convey just as much character as a logotype or a set of colours. In Carlsberg's case the challenge was to create a family of fonts that work across all media platforms from annual report small print to high impact promotions.

The value of a customised typeface will be seen over time. Eventually, Carlsberg will be able to brand itself by using the typeface alone. Carlsberg Sans was created to stylistically sit comfortable alongside the Carlsberg logo. Text written in Carlsberg Sans will automatically complement the logo rather than distract from it.

Check page 10 "Language coverage" to find out whether your language is supported by Carlsberg Sans or not. If not, please refer to the pdf "Alternatives for Carlsberg Sans" to see which typeface to use instead.



Carlsberg Sans takes stylistic hints and typographic quirks from the Carlsberg logo yet manages to remain timeless, versatile and practical.



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CULTURALLY ADJUSTED

The aim was to create a typeface that can be set correctly with respect for the typographic tradition of the countries in which Carlsberg communicate. Furthermore the Polish Kreska accent has been introduced, usually ignored by standard character sets.

TABULAR FIGURES

In addition to the default lining figures, Carlsberg Sans contains tabular figures as well. Tabular figures are figures designed to align vertically and are better suited for e.g. the financial review in the annual report. The Opentype format makes it easy to switch between the two sets of figures. See how in the last part of this presentation.

ДИЛЦҚҚҰҒ

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CYRILLIC

The Carlsberg Sans family also includes a Cyrillic character set, incorporating the same stylistic details as the Latin characters. On top of the standard Cyrillic character set, Uzbek and Kazakh characters have been added.

ELEPHANTS

One of the images that occur throughout the history of Carlsberg is the elephant. Details have been incorporated, e.g. in the at and paragraph characters, inspired by trunks, tusks and other elephant features.

The weights of Carlsberg Sans

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Carlsberg Sans Light

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Carlsberg Sans Light Italic

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Carlberg Sans Bold

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Carlsberg Sans Bold Italic

**АБВГГДЕЖЗИЙКЛМНОРСТУФХЦЧШЩЬЫЭЮ
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Carlsherg Sans Black

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a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å
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**АБВГДЕЖЗИЙКЛМНОРСТУФХЦЧШЩЬЫЭЮ
ЯЁ҆Т҆Е҆СІЇЇЛЬНЋКЎ҆У҆ТFXХУ**
**абвгдежзийклмнопрстуфхцишщъю
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Carlsberg Sans Black Italic

The full character set

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The Latin character set

The Cyrillic character set

Lining figures, punctuation
marks, symbols, etc.

Tabular figures with
monospaced punctuation marks
and symbols

Carlsberg's other activities include development and sale of real estate and operation of the Carlsberg Research Center.

OTHER ACTIVITIES

In addition to beverage activities, Carlsberg has interests within the development and sale of real estate, primarily of former brewery sites, and

at its former brewery sites, operation of the Carlsberg Research Center. These activities generated operating profit of DKK 261m in 2009, against DKK 49m in 2006.

In common with a number of other European markets, the Danish real estate market has experienced something of a slowdown over the past year, with sales of off-plan flats declining; a result,

The brewery in Valby will close at the end of 2011 and the subsequent sale of real estate is expected to have a substantial positive effect on Carlsberg's net interest-bearing debt and balance sheet in the medium term. The Carlsberg site at Høje Hagen covers a total of approximately 100,000 m² of the preparations, an open day was held to explore the site. The management of

Carlsberg Sans Light is primarily used for body texts and short texts like quotations, captions, entry texts and forerunners.

Carlsberg Sans Light is primarily used in mixed cases. Body texts are always in black, grey or white. Other texts like quotations, captions, forerunners and entry texts can have any colour from the palette. These relatively short text blocks are set with tight line spacing.

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Carlsberg Sans Bold is primarily used for content headings and to highlight text. Carlsberg Sans bold is occasionally used for small headings e.g. in magazine layout. The line spacing is tight when used for small headings. By-liners are written in Carlsberg Sans Bold with an uppercase in the same colour as the body text. As an exception, negative body text on coloured background can be set in Carlsberg Sans Bold to ensure good legibility on e.g. newspaper print.

Financial
statements

Carlsberg Sans Black is primarily used for headings in uppercase with very tight line spacing. Big tilted headings are always set in uppercase Carlsberg Sans Black with very tight line spacing.



Language coverage

Almost every Western and Eastern European language apart from Greek is fully covered by the Latin character set – including Turkish, Azeri and Vietnamese.

The Cyrillic character set is the Russian, but extended with Uzbek and Kazakh characters.

Vietnamese, Azeri and Kazakh characters are only included in the OTF font files.

If your language is not supported by Carlsberg Sans, please refer to the pdf "Alternatives for Carlsberg Sans" to see which typeface to use instead.

Two font formats

WHAT FORMAT TO CHOOSE?

TTF FORMAT

- Carlsberg Group employee
- Working with PowerPoint and Word

OTF FORMAT

- Professional designer
- Printing office
- Working with Vietnamese, Azeri or Kazakh languages

Carlsberg Sans is available in two different OpenType formats, TTF and OTF.

- TTF is OpenType with TrueType data, optimized for screen.
- OTF is OpenType with PostScript data, optimized for print.

Most users should choose TTF. TTF is optimized for being viewed on screen and works best in e.g. Microsoft Office.

Designers working with materials for print in e.g. Adobe Illustrator or InDesign should use OTF, since curves are more precise and are optimized for printing.

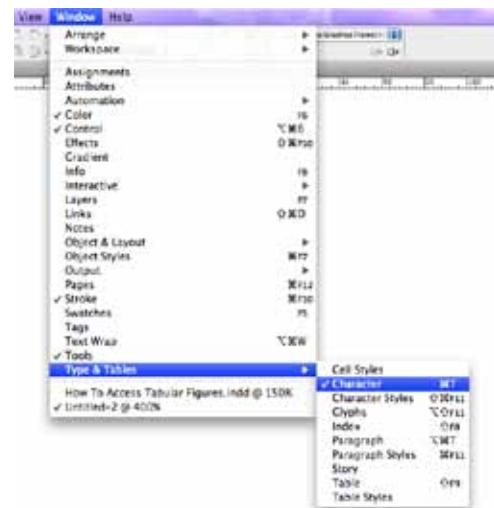
Vietnamese, Azeri and Kazakh characters are only included in the OTF font files. The OTF files can be installed and used by all users.

The choice of format is not dependent on PC or Mac. TTF and OTF both work on PC and Mac.

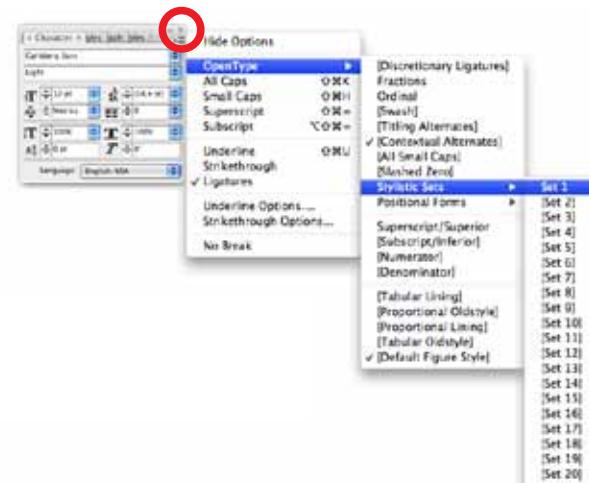
Carlsberg Sans is not available in Postscript format. Please contact the Carlsberg Group CVI team for assistance if OpenType can not be used.

How to access tabular figures in InDesign

For a further description of tabular figures, please see page 4.

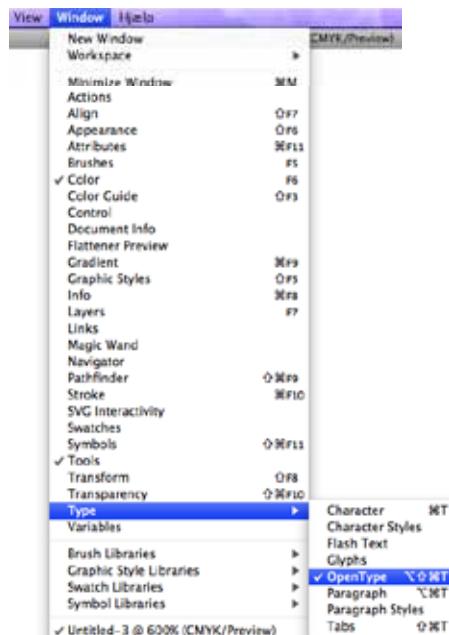


- 1: In the top menu, go to Window > Type & Tables > Character.

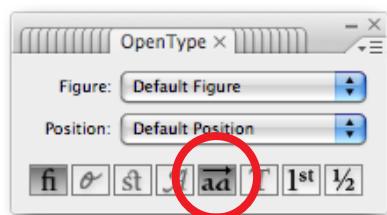


- 2: In the Character window, click on the arrow in the upper right corner.
Go to OpenType > Stylistic Sets > Set 1.

How to access tabular figures in Illustrator



1: In the top menu, go to Window > Type > OpenType.



2: In the Open Type window, activate Stylistic Alternates.