Welcome to the Corporate Visual Identity of the Carlsberg Group
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
Our Carlsberg Group logo comes in our two primary colours, Carlsberg green and White.
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
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.
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.
Logo
Free placement – Vertical format

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

Examples of free placement of the logo – vertical format.
Use of typography
Carlsberg Sans
This is our Carlsberg Group typography, called Carlsberg Sans. It comes in three weights, that all include an italic cut.
VISIONARY BREWERS
WE ALWAYS LOOK AHEAD TO INNOVATE AND EVOLVE THE CRAFT OF QUALITY BREWING

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.
We will create a winning culture

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.
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

BREWING FOR A BETTER TODAY

Correct use
ALL CAPS

Brewing for a better today

Wrong use
Lowercase

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.
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.
Typography
Length 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.

Correct use
The format should always feel light and vibrant i.e. using different font weights and space

Wrong use
Overfill the format with heavy and long text
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
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.

<table>
<thead>
<tr>
<th>Colours</th>
<th>Secondary colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light green</td>
<td>RGB 23-177-105, CMYK 75-0-70-0</td>
</tr>
<tr>
<td>Blue</td>
<td>RGB 30-100-170, CMYK 95-40-0-0</td>
</tr>
<tr>
<td>Light blue</td>
<td>RGB 70-165-185, CMYK 80-0-15-0</td>
</tr>
<tr>
<td>Golden yellow</td>
<td>RGB 180-145-50, CMYK 25-40-90-0</td>
</tr>
<tr>
<td>Sun yellow</td>
<td>RGB 255-180-0, CMYK 0-20-100-0</td>
</tr>
<tr>
<td>Bordeaux</td>
<td>RGB 120-40-58, CMYK 20-100-30-40</td>
</tr>
<tr>
<td>Dusty pink</td>
<td>RGB 245-165-150, CMYK 0-40-30-0</td>
</tr>
</tbody>
</table>
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.

**Colours**

**Use of colours**

- Carlsberg green / White / Light green
- Carlsberg green / White / Golden yellow
- Carlsberg green / White / Yellow
- Carlsberg green / White / Bordeaux
- Carlsberg green / White / Pale pink
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
Our prominent graphic element is an interpretation of our iconic hops leaf mark – inspired by the fine crafted lines of our heritage labels.
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.

**Graphic element**
Crafted hops leaf.

**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.
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.
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.
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.
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.
**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.
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.
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.
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.
Inspiration
BREWING FOR A BETTER TODAY & TOMORROW
BREWING FOR A BETTER TODAY & TOMORROW
BREWING FOR A BETTER TODAY & TOMORROW
BREWING FOR A BETTER TODAY & TOMORROW
Inspiration

BREWING FOR A BETTER TODAY & TOMORROW

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.
BREWING FOR A BETTER TODAY & TOMORROW

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

VISIONARY BREWERS

WE WILL CREATE A WINNING CULTURE

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
WE WILL CREATE A WINNING CULTURE
Inspiration

WE WILL CREATE A

WINNING CULTURE
WE WILL CREATE A WINNING CULTURE
We will create a winning culture
WE WILL CREATE A WINNING CULTURE

BREWING FOR A BETTER TODAY AND TOMORROW

A PROUD HERITAGE

VISIONARY BREWERS
WE ALWAYS LOOK AHEAD TO INNOVATE AND EVOLVE THE CRAFT OF QUALITY BREWING
BREWING FOR A BETTER TODAY & TOMORROW

WE STILL PERSUE PERFECTION
WE STRIVE TO ALWAYS IMPROVE AND BREW EXCELLENT BEERS
Inspiration

BREWING FOR A BETTER TODAY

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

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

BREWING FOR A BETTER TODAY

TOMORROW

WE STILL PERSUE PERFECTION

WE STRIVE TO ALWAYS IMPROVE AND BREW EXCELLENT BEERS
BREWING FOR A BETTER TODAY & TOMORROW

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Inspiration

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Various layouts – same colour combination
WE WILL CREATE A WINNING CULTURE

WE WILL CREATE A WINNING CULTURE

WE WILL CREATE A WINNING CULTURE

WE WILL CREATE A WINNING CULTURE
Inspirations

Various layouts – same colour combination

BREWING FOR A BETTER TODAY AND TOMORROW

BREWING FOR A BETTER TODAY AND TOMORROW

BREWING FOR A BETTER TODAY AND TOMORROW

BREWING FOR A BETTER TODAY AND TOMORROW
Thank you