

Dansk Atletik Forbund Identity Guidelines

1.0 Identity

1.1 Concept

1.2 Logo

1.3 Icon

1.4 Colours

1.5 Typography

1.6 Pattern

2.0 Photography

2.1 Concept

2.2 Treatments

3.0 Printed Collateral

3.1 Business Cards

3.2 Letterhead

4.0 Digital Collateral

4.1 Letterhead

4.2 Presentation Template

4.3 E-mail Newsletter



1.0 Identity

1.0 Identity

Off The Beaten Track

Today's athletes no longer stick to the track. Empowered by DAF, they take athletics into a more personal space by exploring and creating their own path. Distorted track shapes represent today's athletes in full speed, conveying motion and progression.

1.0 Identity

Primary Danish Logo

The primary Danish logo is a graphic representation of what DAF stands for. It is the main logo to be used on all DAF applications (unless specified otherwise) for the best brand recognition.

The primary lock up consists of the Dansk Atletik wordmark with the Athlete emblem.



Wordmark

1.0 Identity

Primary Danish Logo

The wordmark's typography is a bespoke version of the Aperçu typeface (see Typography section). Chosen for its positive, and simplistic but bold character, it perfectly aligns with the Danish less is more aesthetic.

The typography was then tweaked to align with the 45 degrees angle of the Athlete emblem.

Also, the 'e' was rotated 3.5 degrees to create a more positive feel, like a smiling face.



1.0 Identity

Primary Danish Logo

The primary Danish logo is a graphic representation of what DAF stands for. It is the main logo to be used on all DAF applications (unless specified otherwise) for the best brand recognition.

The primary lock up consists of the Dansk Atletik wordmark with the Athlete emblem.



1.0 Identity

Primary English Logo

The primary English logo lock up should be used when the audience is known to be non-Danish.

The primary English logo lock up consists of the Danish Athletics wordmark with the Athlete emblem.



1.0 Identity

Primary English Logo

The primary English logo lock up should be used when the audience is known to be non-Danish.

The primary English logo lock up consists of the Danish Athletics wordmark with the Athlete emblem.



1.0 Identity

Secondary Logos

In case the DAF logo lock up is specifically used for either the jumping or throwing pillar, these specific secondary lock ups can be used.

These secondary logo lock ups consist of the Dansk Atletik wordmark and the specific throwing and jumping athlete emblems.

Throwing Athlete Lockup



Jumping Athlete Lockup



1.0 Identity

Logo Exclusion Zone

The DAF logo lock up is always used as a signature, and as such is always placed in a corner.

It should always be given a minimum clear area of space. This exclusion zone is based on the 'D' of the logo.

The logo should never occupy the centre of a page or layout, nor should it directly touch the edges.

The logo lock up should never have a horizontal width greater than 25% of the overall compositional width.



1.0 Identity

Logo Usage

Correct usage of the logotype should be aimed for at all times.

Distortion of the logotype should be avoided, this includes skewing, rotation and condensing and stretching.

Cropping of the logotype is to be avoided, the purpose of this is to maintain legibility and brand integrity.



DON'T skew



DON'T stretch or condense



DON'T rotate



DON'T crop

1.0 Identity

Logo Usage

Alignment

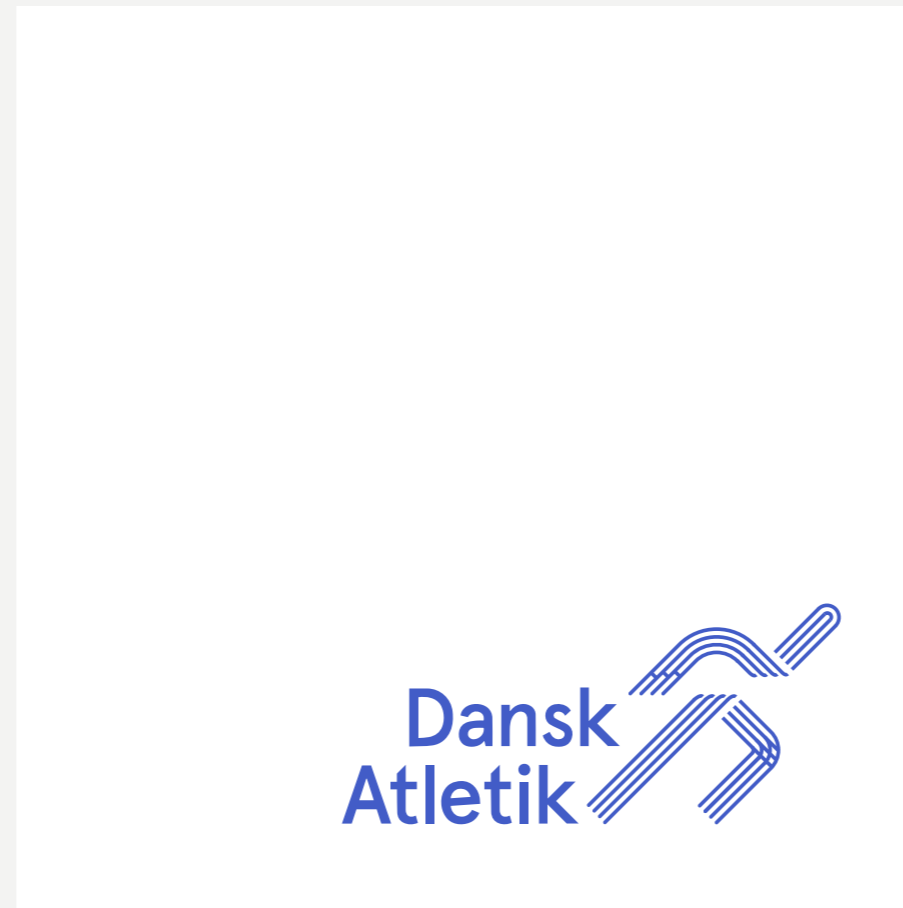
If the logo is used without any copy alongside it, the logo should always be placed in the bottom right hand corner of the format.

If the logo is used alongside text, the logo can be alignment with the type, for reasons of legibility and neatness.

Minimum Size

When reproducing our logos in print or online, consider its size and legibility. Never show the primary logos at a size smaller smaller than 50 mm or 140 px wide.

If size is at a premium, show the simplified logo. Never use it at a size smaller than 25 mm or 70 px.

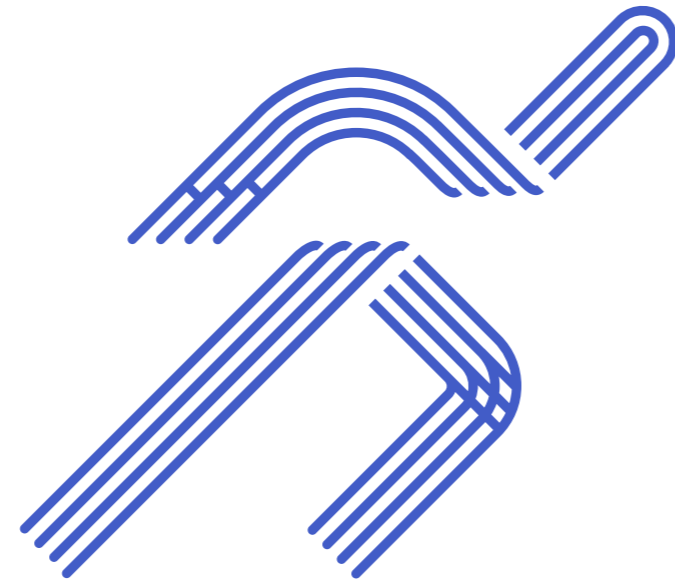


1.0 Identity

Icons

The icon is used as an additional element and in social media.

The icon does not replace the logo.



Simplified icon

When reproducing our icon in print or online, consider its size and legibility.

To ensure readability, use the simplified version when the icon appears smaller than 70 mm (width), for example on Instagram.



Colours

The colour palette consists of bold and optimistic colours, inspired by the Danish landscapes that are being explored while going off the beaten track.

The logo colour is specifically a tribute to the dominance of water and sky in the Danish outdoors.

1.0 Identity

Primary Colours

Blue and white are DAF's main brand colours. Black and grey are added to the palette to support the brand colours.



DAF Sky A
Pantone 2726 C
R72 G92 B199
C81 M 70 Y0 K0
HEX 485CC7



DAF White
R255 G255 B255
C0 M0 Y0 K0
HEX #ffffff



DAF Light Grey
Pantone Cool Gray 2 C
R208 G208 B206
C5 M0 Y3 K17
HEX D0D0CE

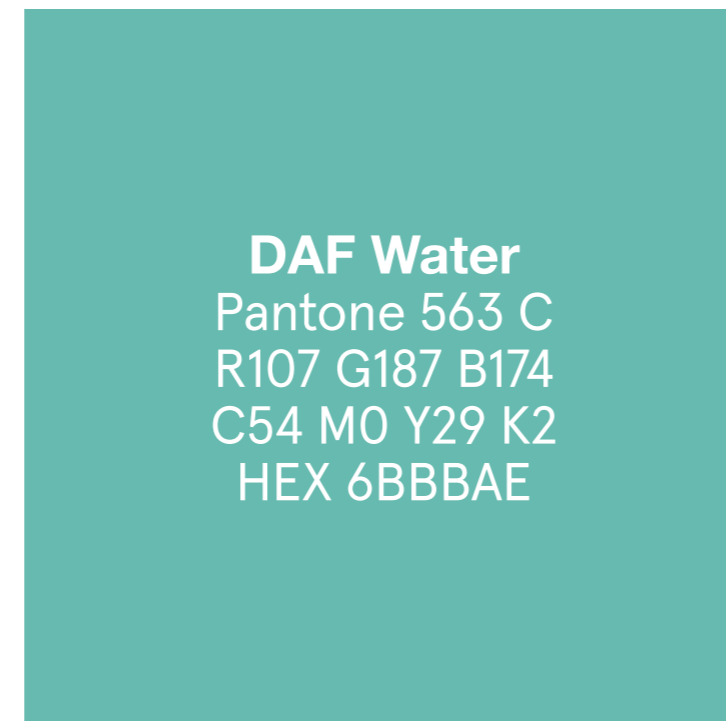


DAF Black
Pantone Black C
R45 G41 B38
C25 M25 Y30 K92
HEX 2D2926

1.0 Identity

Secondary Colours

Five additional colours are used to support the main colours.



1.0 Identity Typography

The DAF typeface is Aperçu.

It should be used for all DAF communications where possible.

Aperçu includes all Danish characters and is available from:
<http://www.colophon-foundry.org/typefaces/apercu/>

Aperçu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()_+

Aperçu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()_+

Aperçu Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@£\$%^&*()_+

1.0 Identity

Typography

The DAF typeface is Aperçu.

It should be used for all DAF communications where possible.

Aperçu includes all Danish characters and is available from:

<http://www.colophon-foundry.org/typefaces/aperçu/>

Headline

Aperçu Bold, tracking -10

Sub-headline

Aperçu Light, tracking -10

Body

Aperçu Regular, tracking 0

Atletik og løb

Mere, bedre, sjovere

Dansk Atletik Forbund er det nationale forbund for atletik, gang og motionsløb. Forbundet blev stiftet i 1907 og har til huse i Idrættens Hus i Brøndby. DAF har 250 medlemsforeninger, der tilsammen har mere end 40.000 medlemmer. Læs mere om DAF herunder.

1.0 Identity

Secondary Typography

The secondary typeface is Century Gothic.

It should be used wherever the use of the Aperçu typeface is not possible.

Headline

Century Gothic Bold, tracking -10

Sub-headline

Century Gothic Regular, tracking -15

Body

Century Gothic Regular, tracking 0

Atletik og løb

Mere, bedre, sjovere

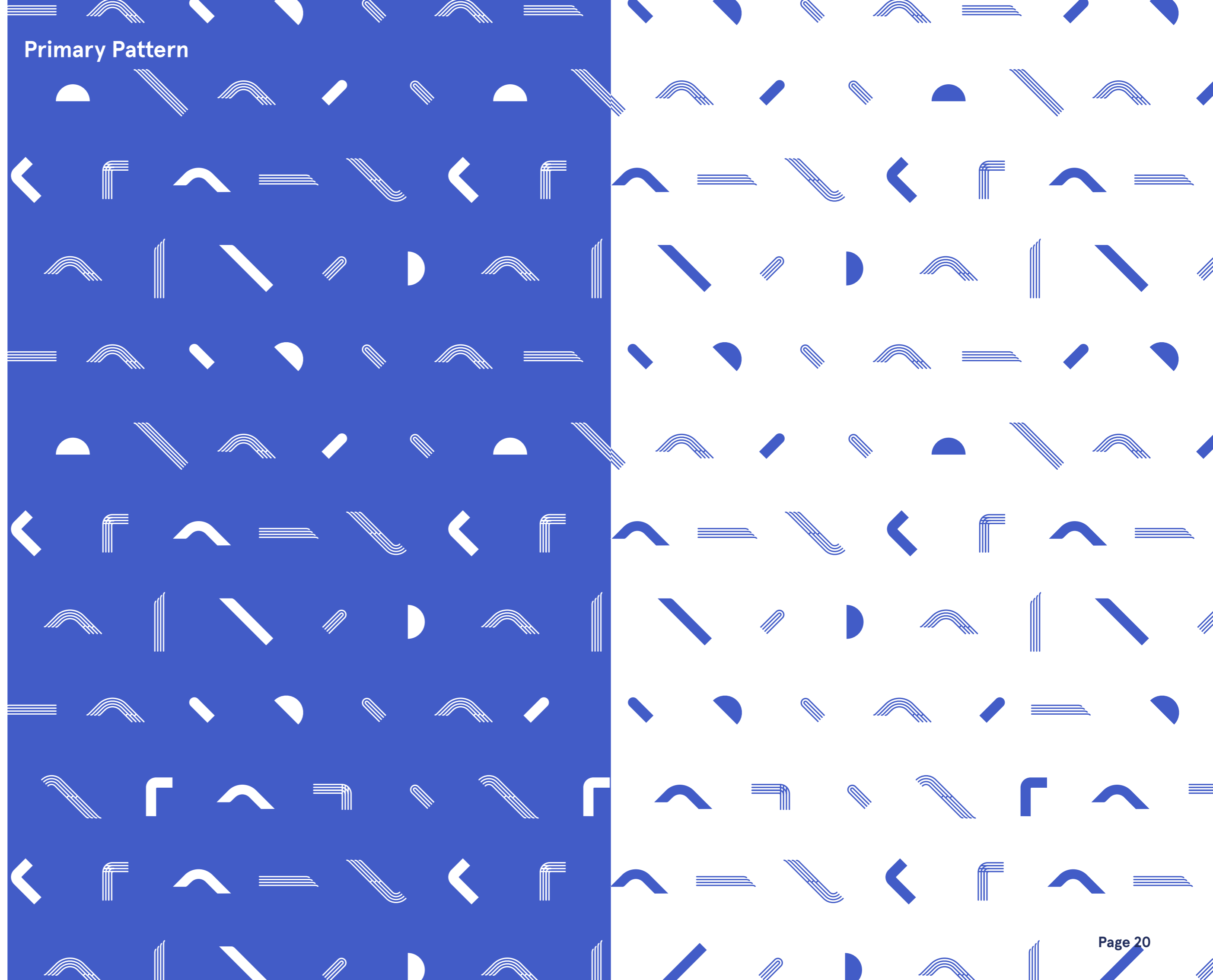
Dansk Atletik Forbund er det nationale forbund for atletik, gang og motionsløb. Forbundet blev stiftet i 1907 og har til huse i Idrættens Hus i Brøndby. DAF har 250 medlemsforeninger, der tilsammen har mere end 40.000 medlemmer. Læs mere om DAF herunder.

1.0 Identity Patterns

As a graphic representation of what DAF stands for, this pattern can be used as an additional element to the logo.

The pattern does not replace the logo.

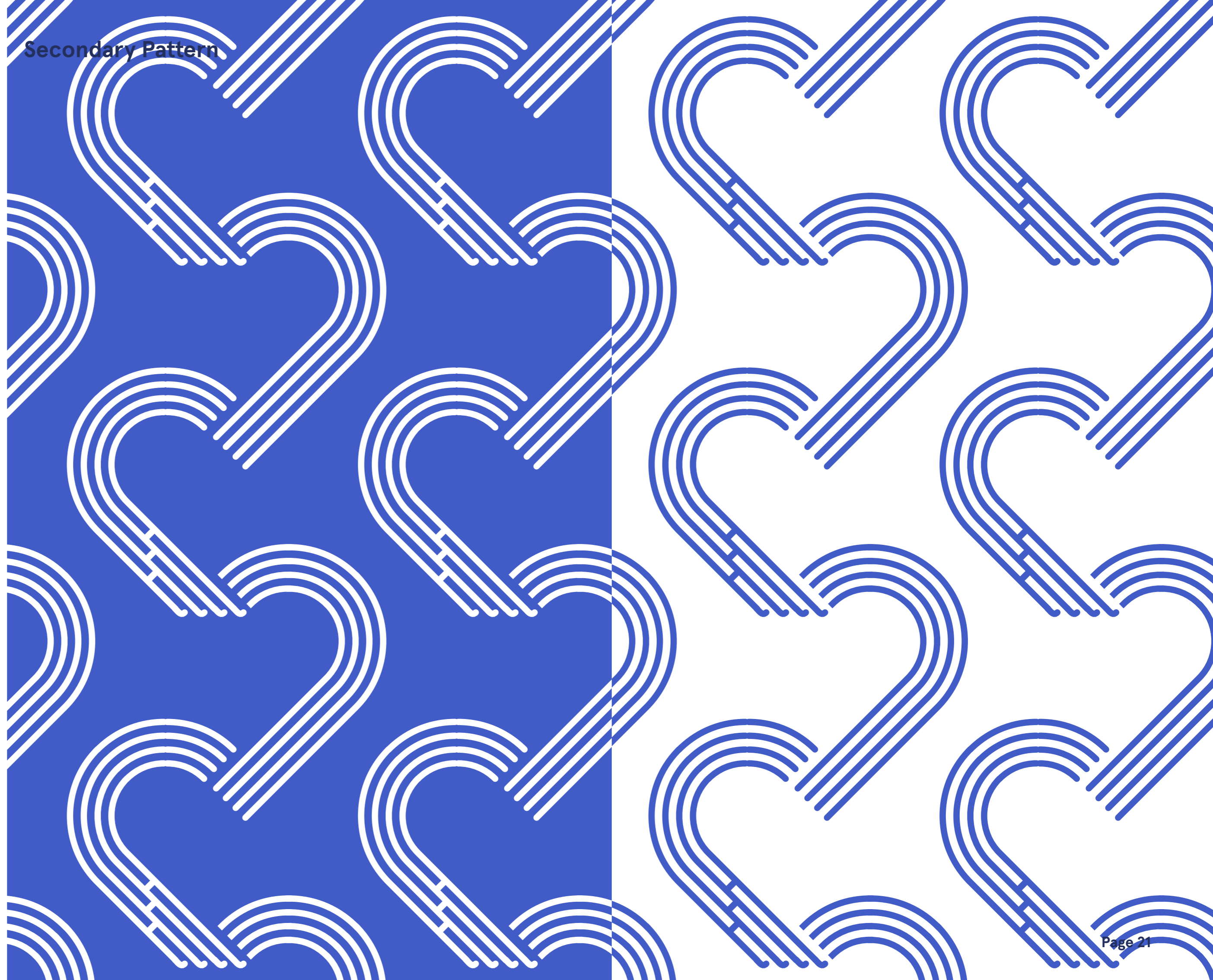
Primary Pattern



Secondary Pattern

1.0 Identity Patterns

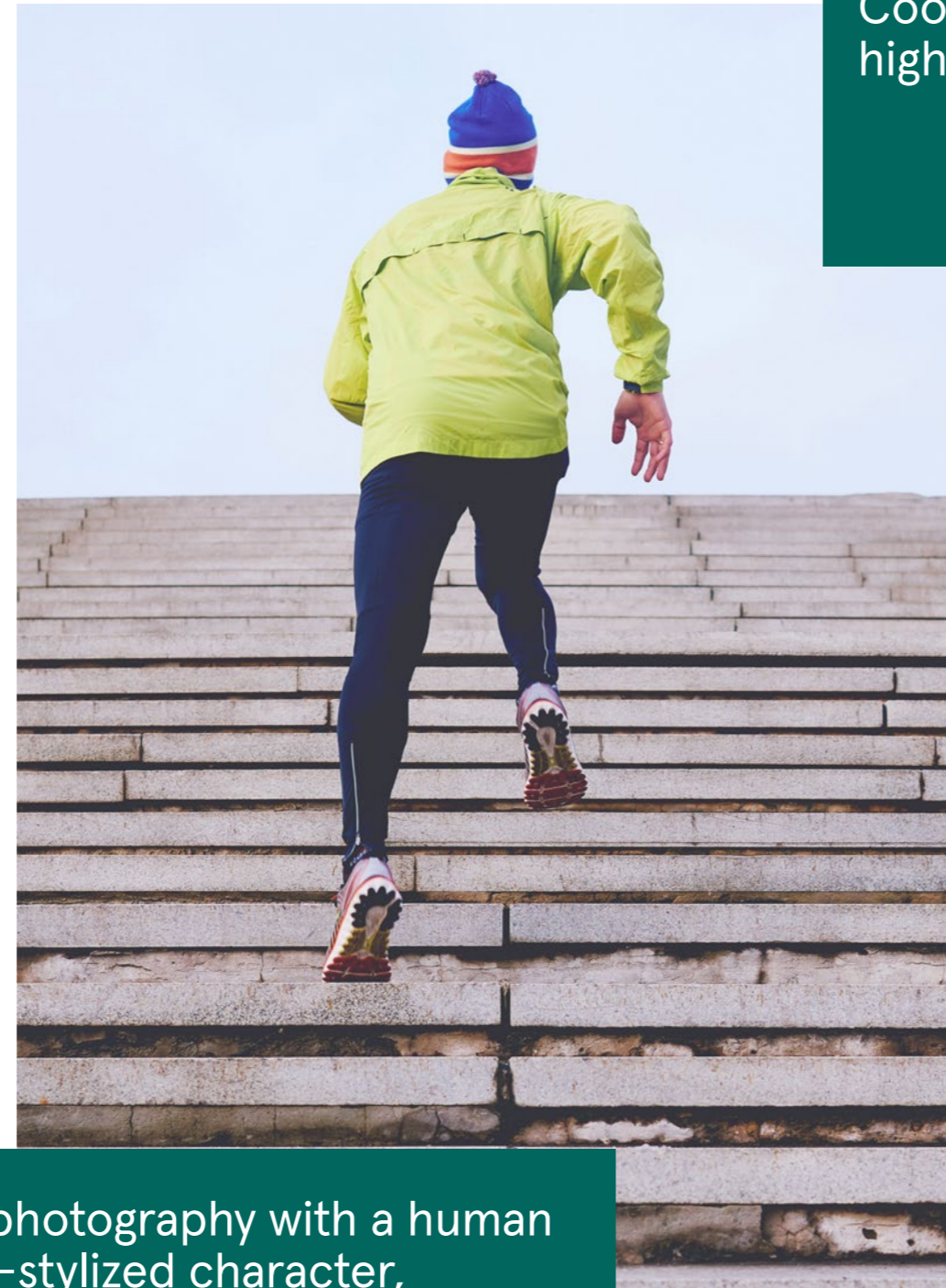
This secondary pattern can be used as an addition to the logo to represent the passion, fitness and lifestyle of the DAF community as a whole.





2.0 Photography

2.0 Photography Concept



Cool temperature with slightly high saturation.

Natural photography with a human and non-stylized character, focusing on the athlete — preferably in motion.



Backgrounds can show different natural and urban contexts and shouldn't be limited to the stadium environment, aligning with the Off the Beaten Track concept.

2.0 Photography Treatments

Colour overlay.



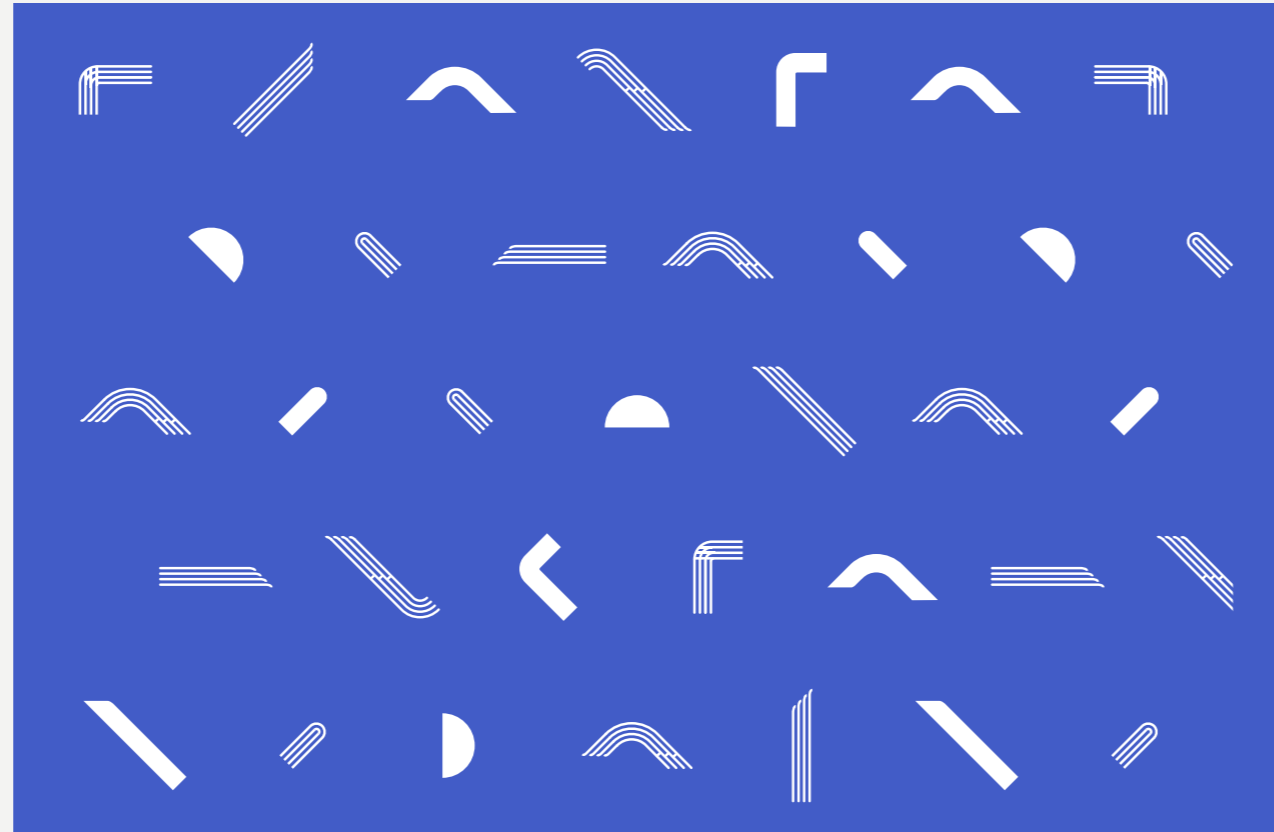
Black and white.



3.0 Printed Collateral

3.0 Printed Collateral Business Cards

Premium grey board with white liner on both sides.



Jakob Larsen

Director

+45 2944 4332

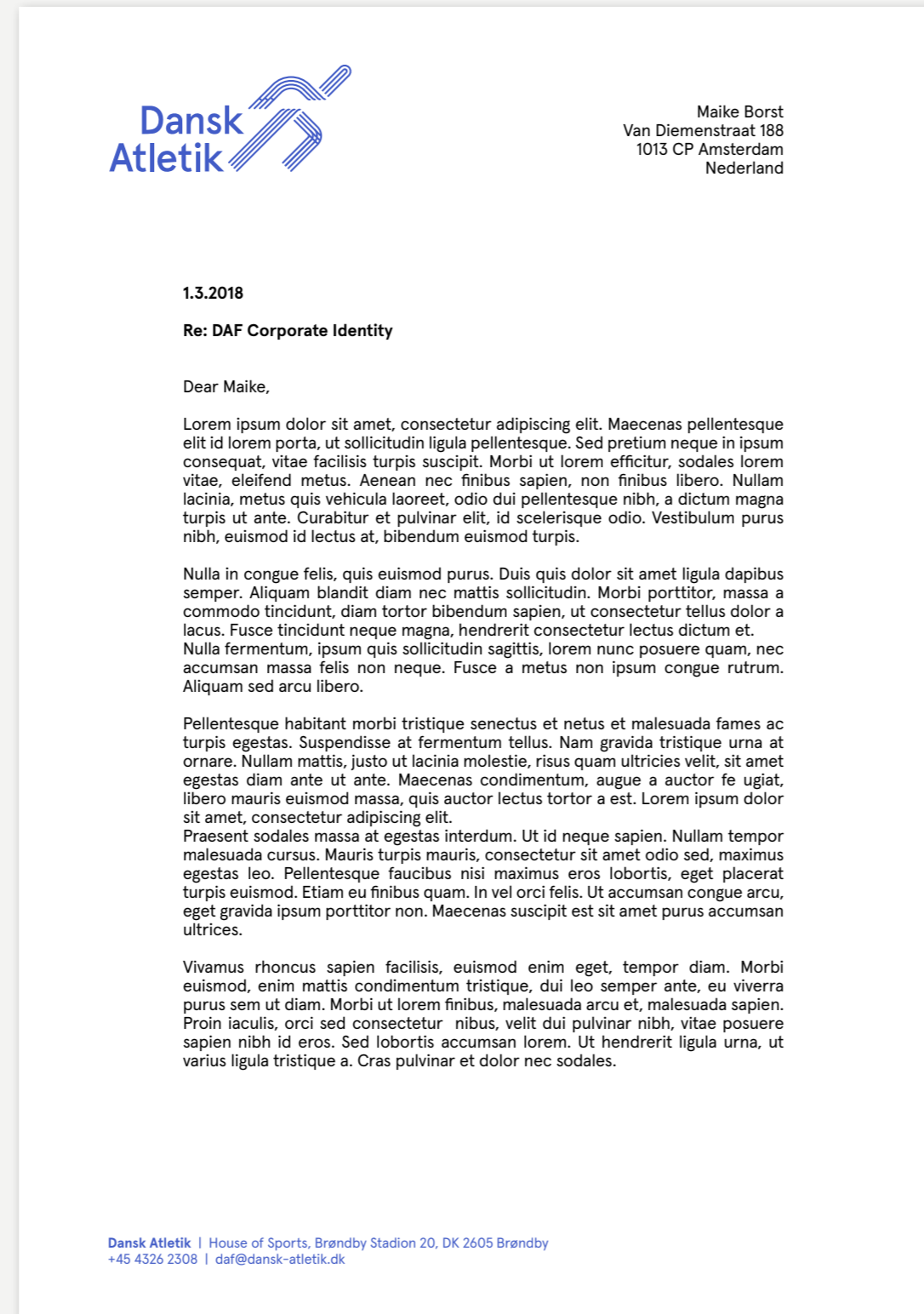
jal@dansk-atletik.dk

House of Sports
Brøndby Stadion 20
DK 2605 Brøndby
Denmark



3.0 Printed Collateral Letterhead

Printing method to be aligned with the business cards for colour consistency.

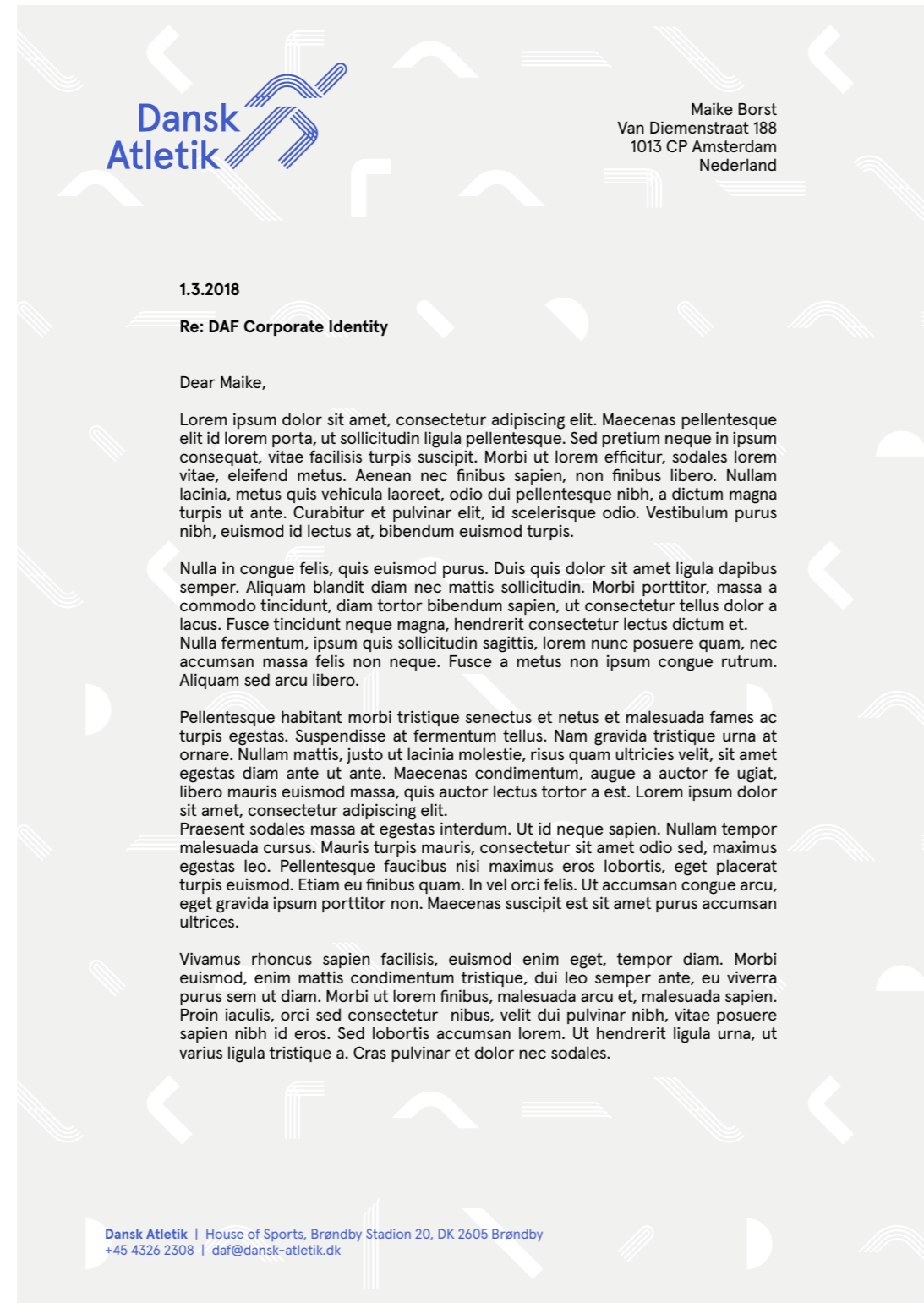




4.0 Digital Collateral

4.0 Digital Collateral Letterhead

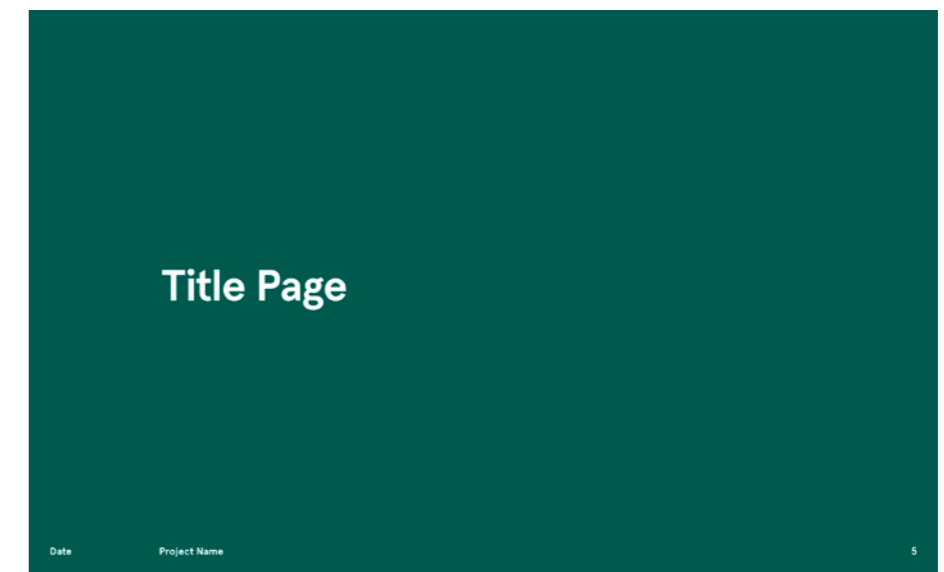
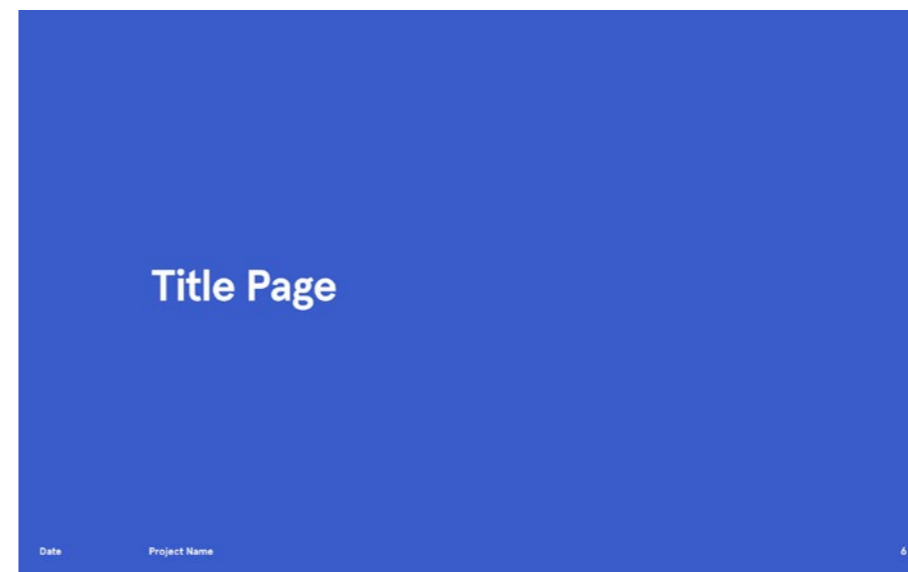
File:
DAF-Template-DigitalLetterhead



4.0 Digital Collateral Powerpoint Presentation

1920 x 1200 px
—16:10 ratio

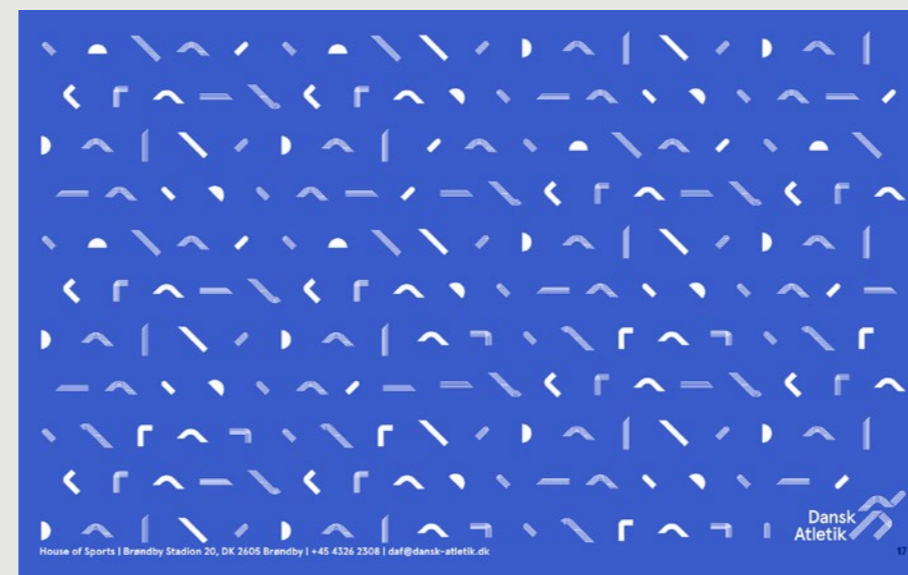
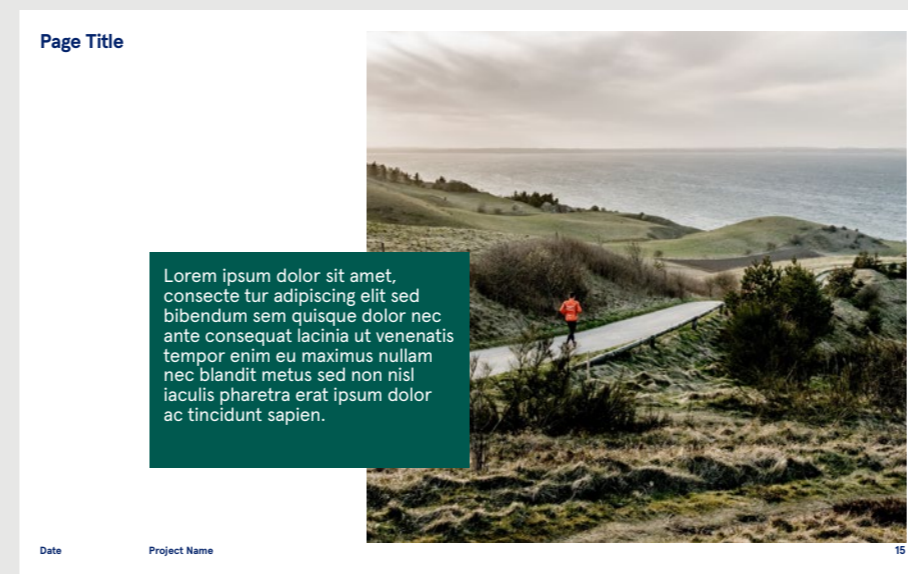
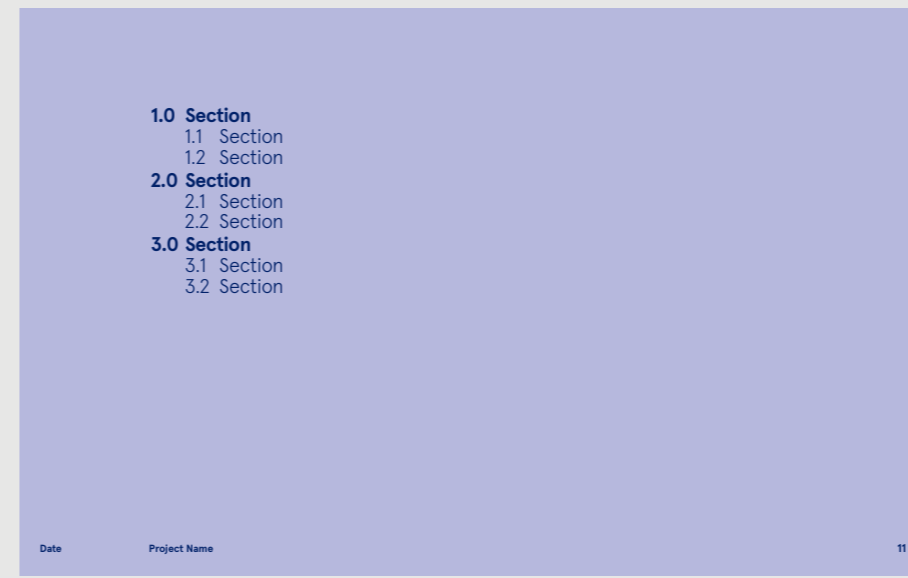
File:
DAF-Template-Powerpoint-Presentation-1920x1200px



4.0 Digital Collateral Powerpoint Presentation

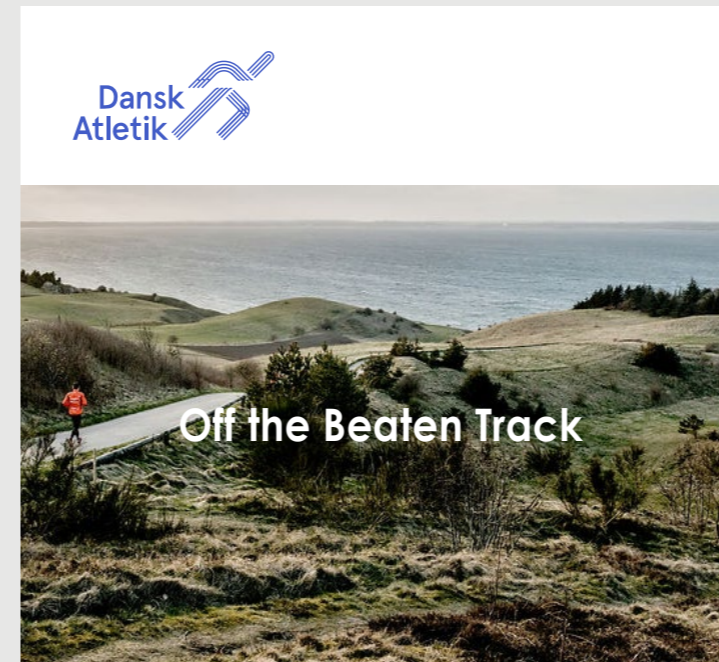
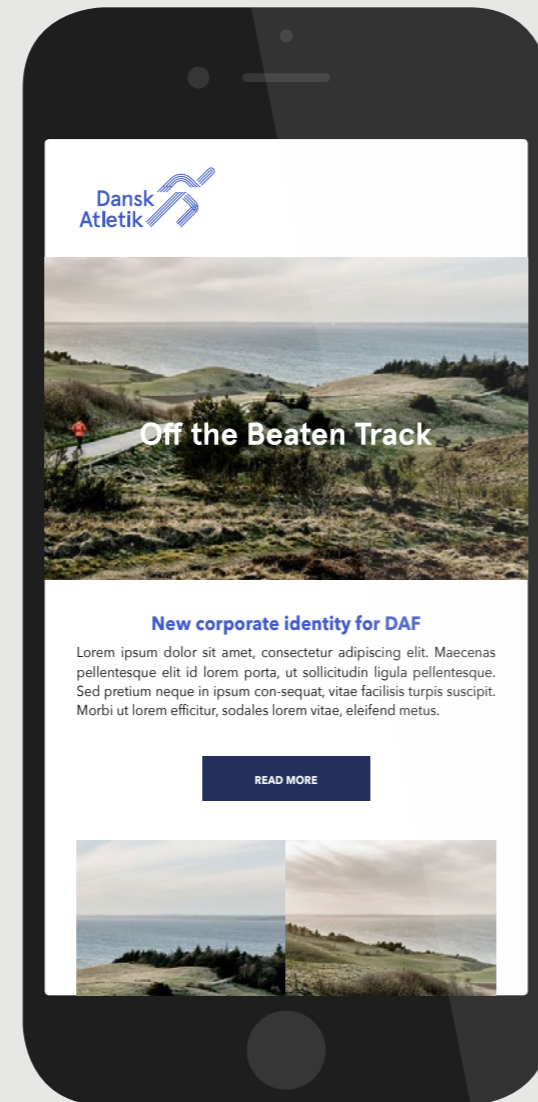
1920 x 1200 px
—16:10 ratio

File:
DAF-Template-Powerpoint-Presentation-1920x1200px



4.0 Digital Email Newsletter

Compatible with MailChimp.

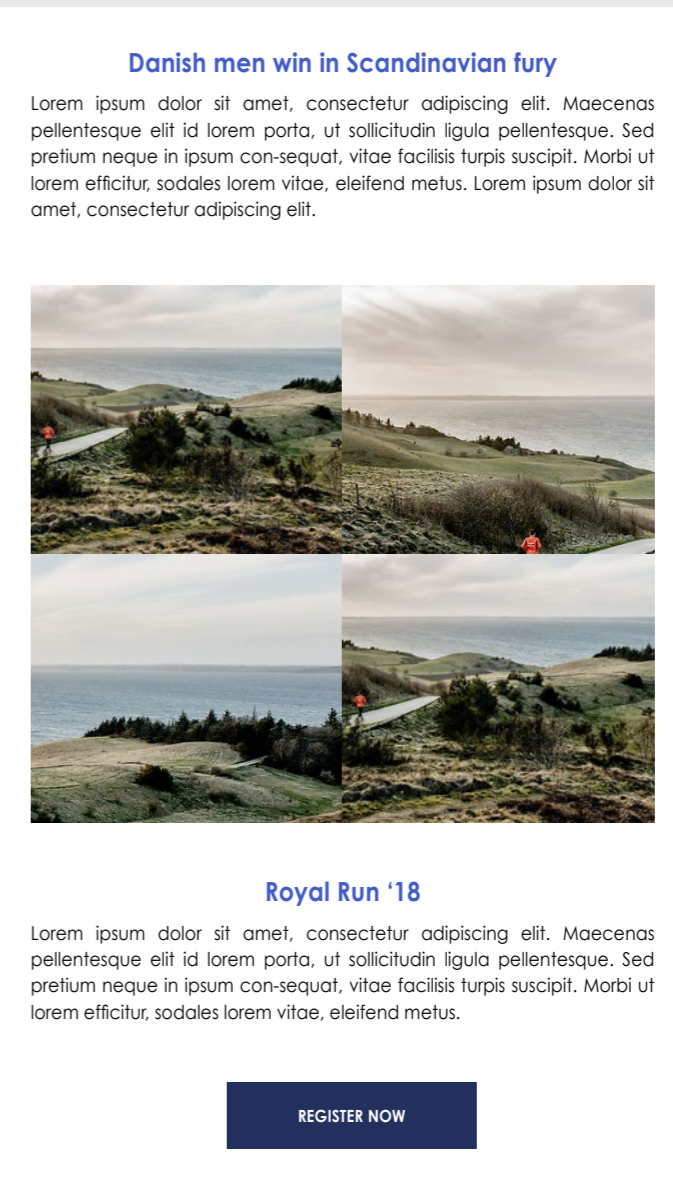


Off the Beaten Track

New corporate identity for DAF

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pellentesque elit id lorem porta, ut sollicitudin ligula pellentesque. Sed pretium neque in ipsum con-sequat, vitae facilisis turpis suscipit. Morbi ut lorem efficitur, sodales lorem vitae, eleifend metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

READ MORE



Danish men win in Scandinavian fury

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pellentesque elit id lorem porta, ut sollicitudin ligula pellentesque. Sed pretium neque in ipsum con-sequat, vitae facilisis turpis suscipit. Morbi ut lorem efficitur, sodales lorem vitae, eleifend metus. Lorem ipsum dolor sit amet, consectetur adipiscing elit.



Royal Run '18

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas pellentesque elit id lorem porta, ut sollicitudin ligula pellentesque. Sed pretium neque in ipsum con-sequat, vitae facilisis turpis suscipit. Morbi ut lorem efficitur, sodales lorem vitae, eleifend metus.

REGISTER NOW

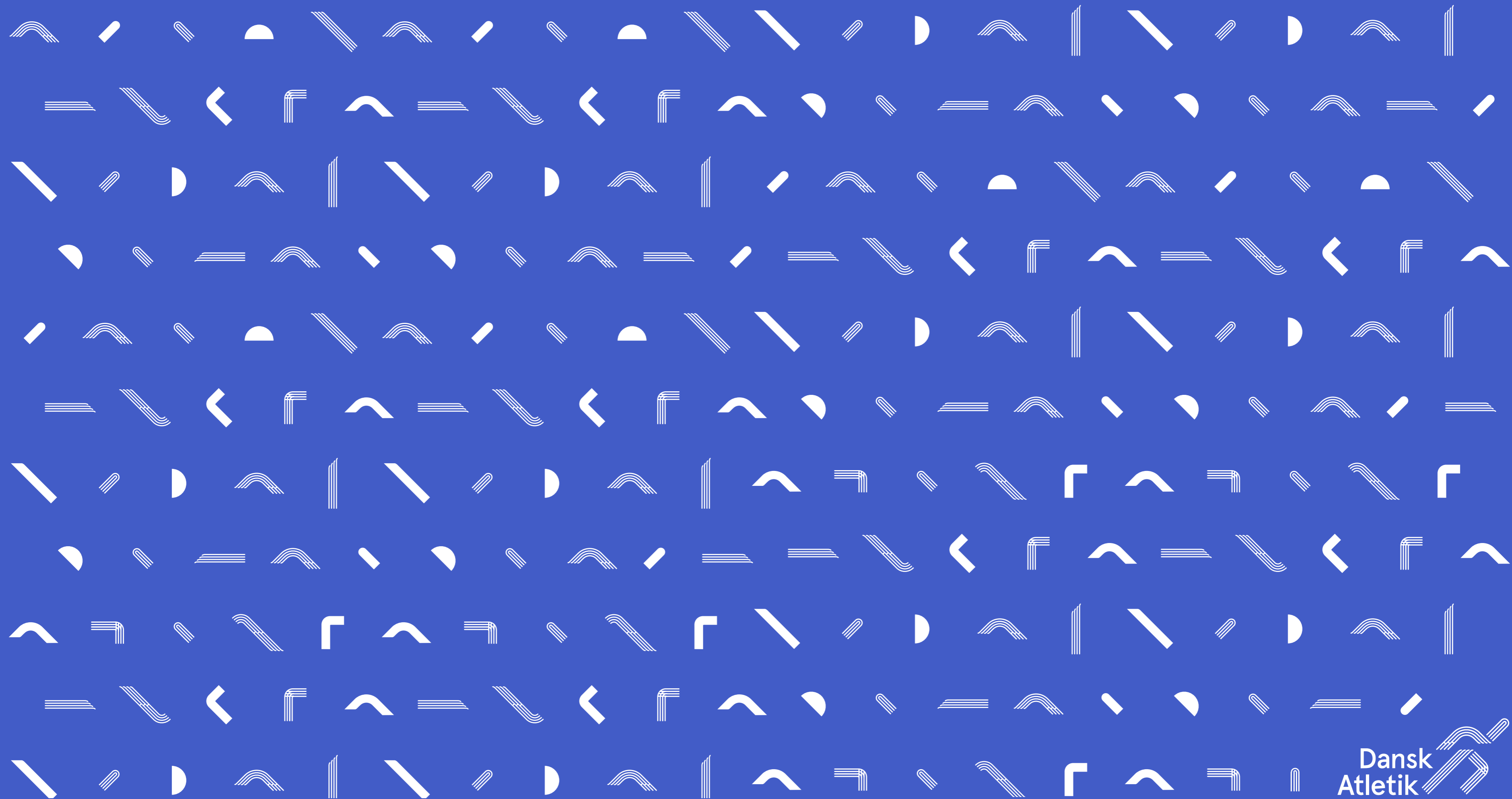


Dansk Atletik | House of Sports, Brøndby Stadion 20, DK 2605 Brøndby
+45 4326 2308 | daf@dansk-atletik.dk

To unsubscribe, please click [here](#)

[View online](#)

© 2018 Danish Athletics Federation



Dansk
Atletik

