

DKNY BRAND LOGO GUIDELINES
MASTER BRAND LOGO AND SUBSETS

MASTER DKNY BRAND

DKNY

DKNY JEANS SUBSET

DKNY
J E A N S

DKNY SPORT SUBSET

DKNY
S P O R T

DKNY PURE SUBSET

DKNY
P U R E

DKNY MASTER BRAND LOGO AND SUBSETS

THE NEW MASTER BRAND LOGO SERVES AS OUR PRIMARY CORPORATE MARK. THIS WILL BE USED ACROSS ALL INTERNAL AND EXTERNAL CORPORATE COMMUNICATIONS, AT RETAIL, AND FOR ALL LICENSEES.

BENEATH THE MASTER BRAND LOGO, 2 MAJOR SUBSETS ARE AVAILABLE FOR USAGE IN DESIGN AND BRANDING: THE STACKED LOGO AND THE TOKEN.

THE NEW MASTER
BRAND LOGO



THE STACKED
LOGO



THE TOKEN
LOGO



DKNY

DKNY SOHO 2.0 LOGO
BRAND APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY SOHO 2.0 LOGO

DKNY

USAGE PRINCIPLES:

- FOR APPLICATIONS WHEN THE LOGO CAN ONLY BE REPRODUCED GRAPHICALLY IN PRINTED OR DIGITAL FORM.
- TO BE USED WHERE PHYSICAL OR DIGITAL INTERACTION WITH THE CORE BRANDMARK CANNOT BE ACHIEVED.

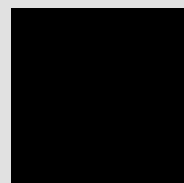
NOTEABLE APPLICATIONS:

PRINT ADVERTISEMENTS

DKNY SOHO 2.0 LOGO
COLOR

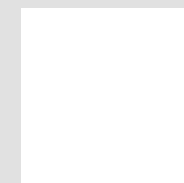
DKNY

DKNY



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

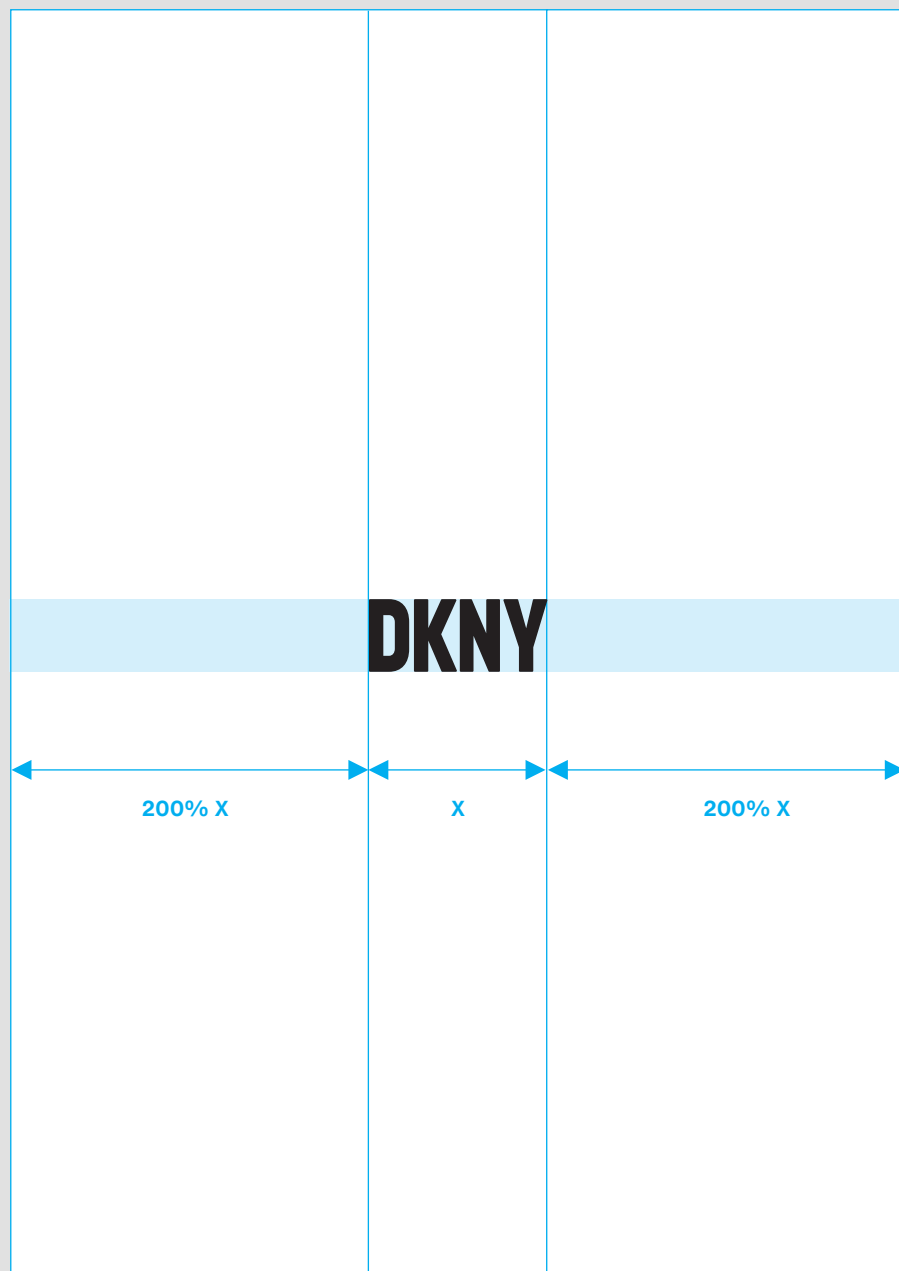


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

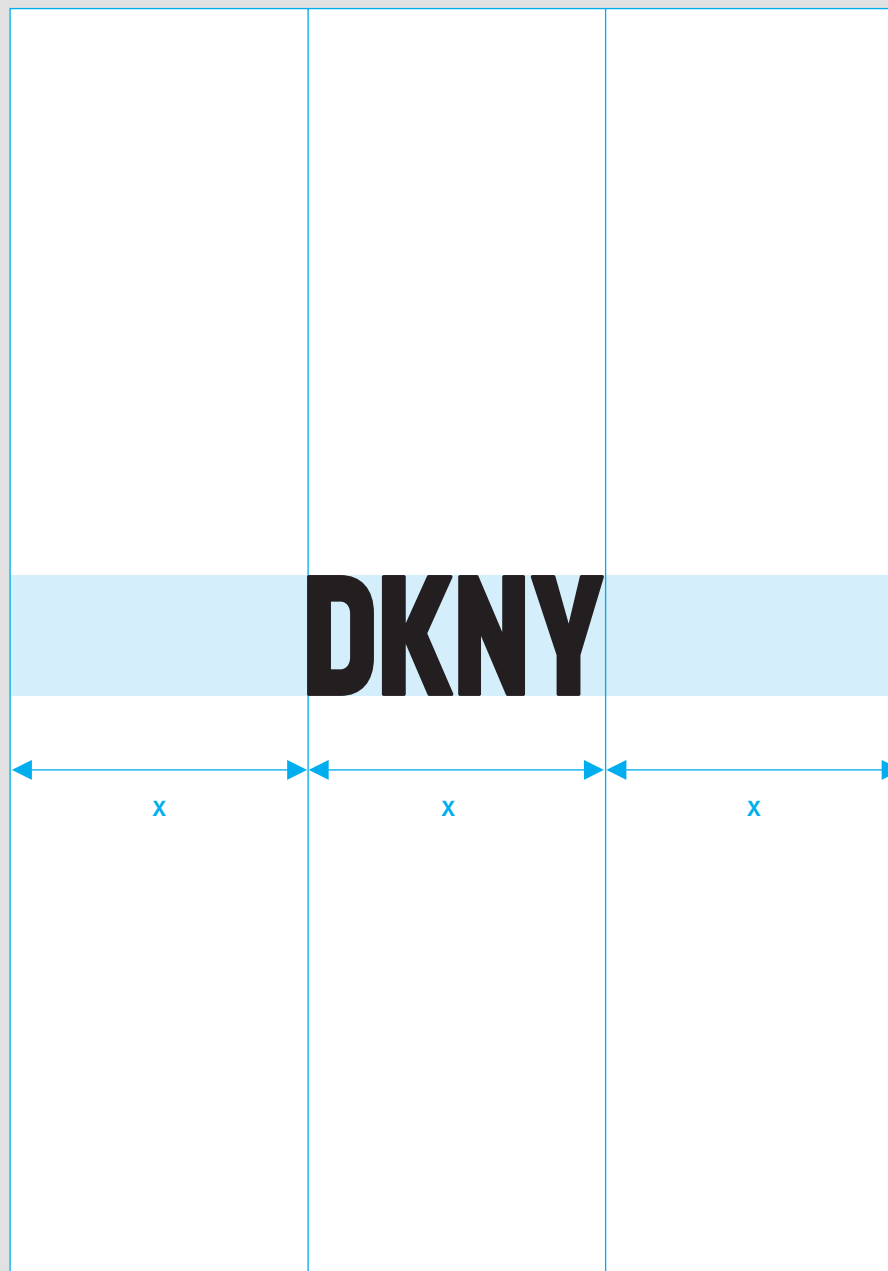
LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO GENERAL USAGE



SMALL SIZE:

SMALL SIZE WIDTH IS DETERMINED BY PLACING 200% WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



MEDIUM SIZE:

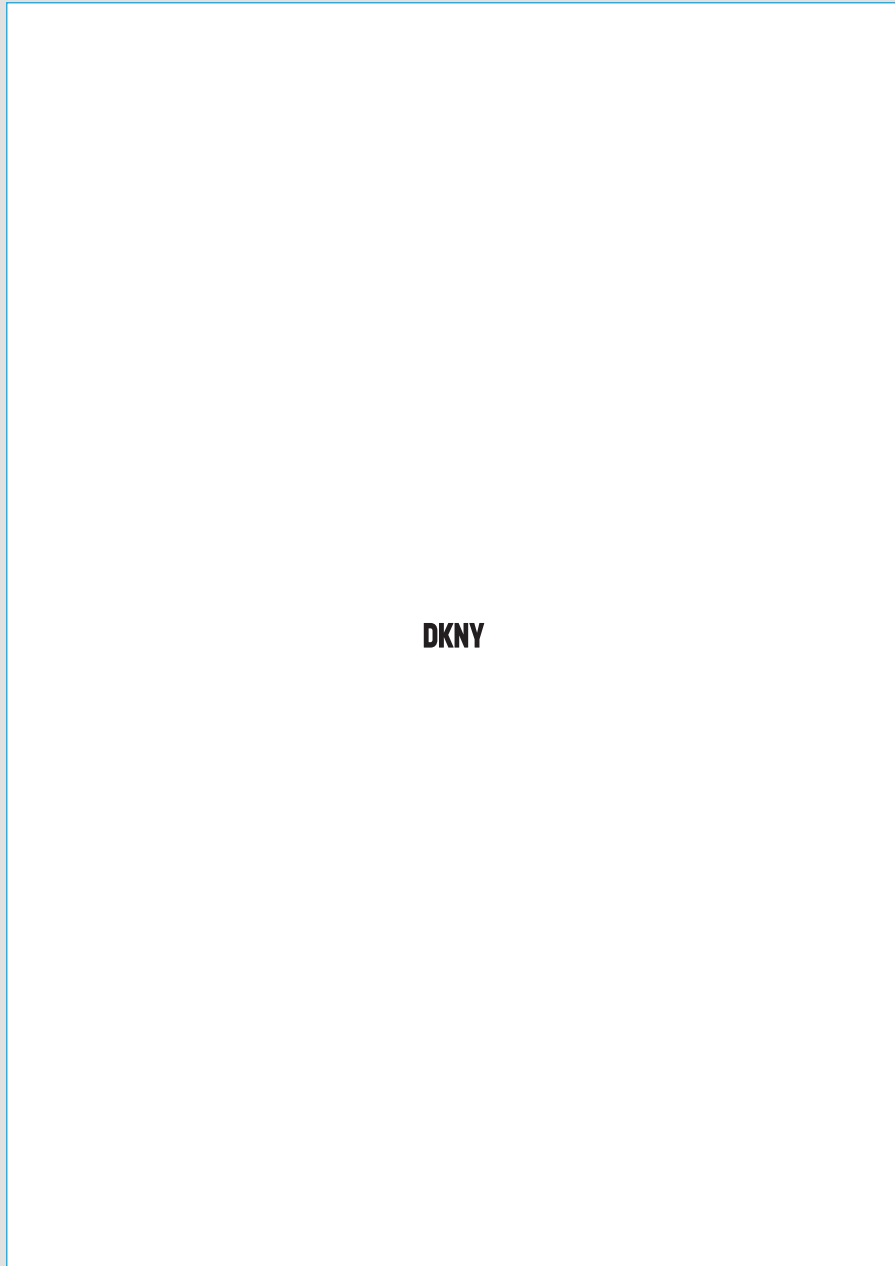
MEDIUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



LARGE SIZE:

LARGE SIZE WIDTH IS DETERMINED BY PLACING 50% WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.

DEFINING THE SIZE OF LOGO
GENERAL USAGE



MINIMUM SIZE:

THE MINIMUM WIDTH FOR THE PRINTED APPLICATION OF THE LOGO IS 8MM. NOTE: ALWAYS USE CORE BRANDMARK TO DETERMINE CENTRE POSITIONING.



MAXIMUM SIZE:

THE MAXIMUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF D ON EACH SIDES, SCALE ON EDGE TO EDGE.



INCORRECT SIZE:

UNDER NO CIRCUMSTANCES CAN THE WORDMARK BE USED EDGE TO EDGE.

LOGO EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

LOGO MISUSE

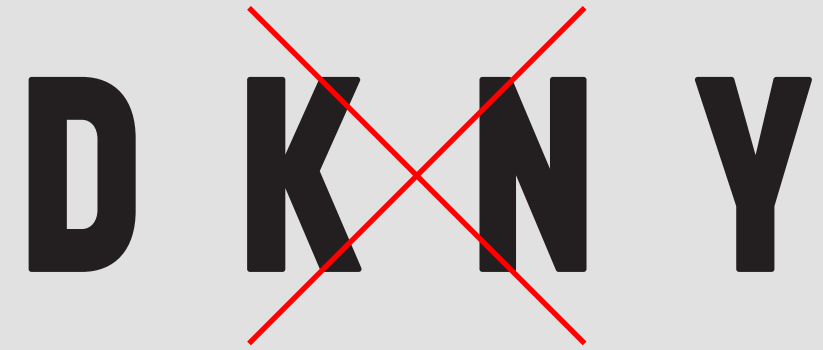
LOGO MISUSE

The DKNY logo is shown in its standard black, bold, sans-serif font but is tilted at a steep angle. A large red 'X' is drawn over the entire logo to indicate this is an incorrect usage.

DO NOT CHANGE THE ORIENTATION

The DKNY logo is shown in a bright pink color instead of the standard black. A large red 'X' is drawn over the entire logo to indicate this is an incorrect usage.

DO NOT CHANGE COLOR

The DKNY logo is shown with significantly increased spacing between the letters 'D', 'K', 'N', and 'Y'. A large red 'X' is drawn over the entire logo to indicate this is an incorrect usage.

DO NOT CHANGE THE SPACING OF LOGO

The DKNY logo is shown in a much heavier, bolder font weight than the standard. A large red 'X' is drawn over the entire logo to indicate this is an incorrect usage.

DO NOT CHANGE THE PROPORTIONS

The DKNY logo is shown with the letters 'DN' stacked on top of 'KY'. A large red 'X' is drawn over the entire logo to indicate this is an incorrect usage.

DO NOT CHANGE THE LETTER PLACEMENT

TYPEFACE + BASIC TYPESETTING

OUR TYPEFACE: HELVETICA NOW

HELVECTICA NOW DISPLAY EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?**

HELVECTICA NOW TEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

HELVECTICA NOW DISPLAY THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

TYPESETTING

LETTERSPACING SHOULD ALWAYS BE SET WITH
KERNING SET TO **OPTICAL / TRACKING 0**

SS 2020

TYPESETTING

LINE SPACING SHOULD BE SET TO “**AUTO**”

**EVERY DKNY WOMAN IS
DIFFERENT. SHE HAS HER OWN
STORY, HER OWN ATTITUDE,
HER OWN OPINION.**

**DK
NY**

DKNY STACKED LOGO
BRAND APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY SOHO 2.0 LOGO
STACKED

The image shows the DKNY logo in a stacked format. The letters 'DK' are positioned on the top line, and 'NY' is on the bottom line. The font is a bold, sans-serif typeface. The letters are black and set against a plain white background.

USAGE PRINCIPLES:

- FOR APPLICATIONS WHEN THE LOGO CAN ONLY BE REPRODUCED GRAPHICALLY IN PRINTED OR DIGITAL FORM.
- TO BE USED WHERE PHYSICAL OR DIGITAL INTERACTION WITH THE CORE BRANDMARK CANNOT BE ACHIEVED.

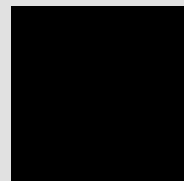
NOTEABLE APPLICATIONS:

PRINT ADVERTISEMENTS

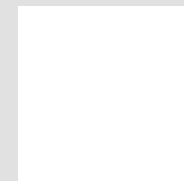
DKNY SOHO 2.0 LOGO
STACKED COLOR

**DK
NY**

**DK
NY**



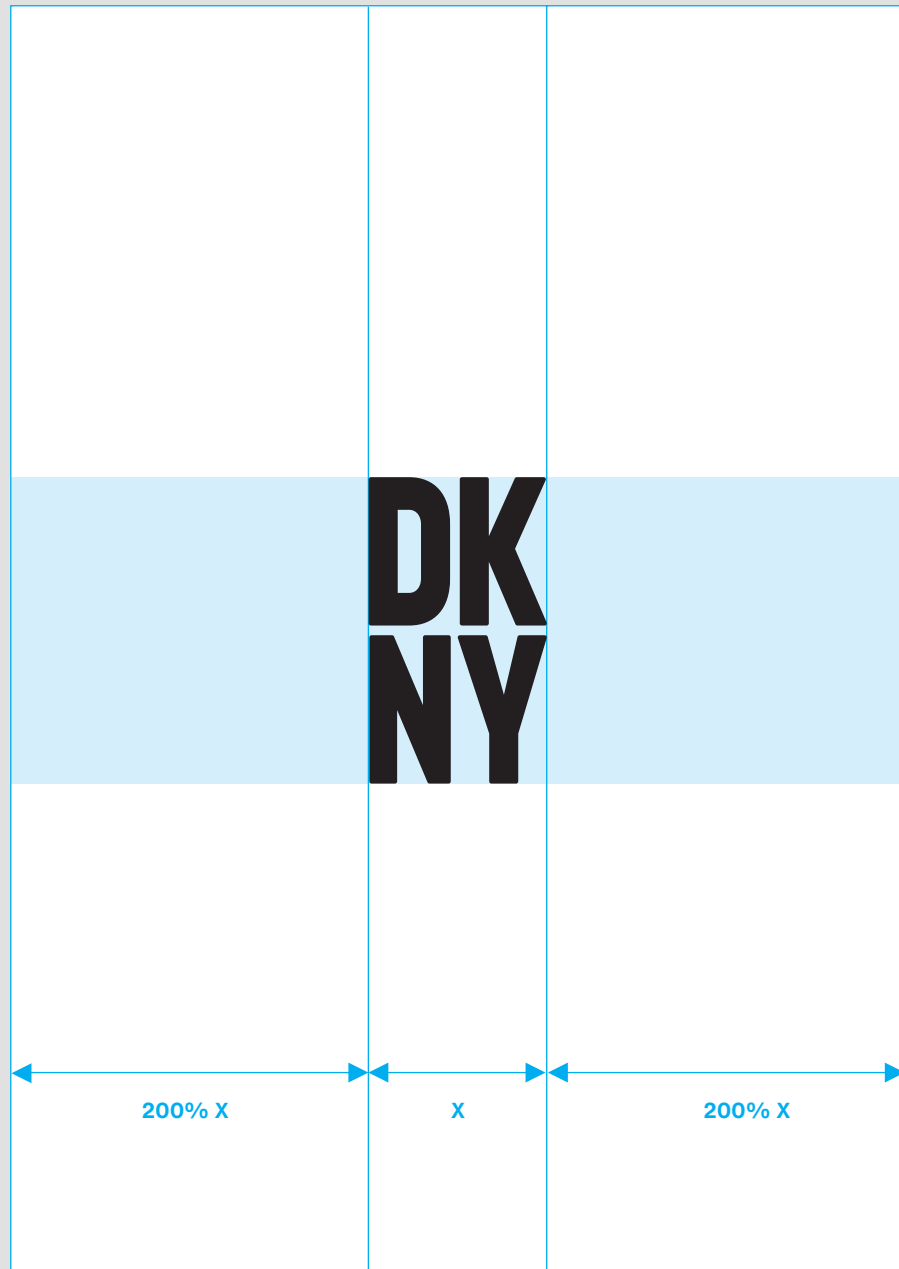
BLACK
R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK



WHITE
R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO
GENERAL USAGE



SMALL SIZE:

SMALL SIZE WIDTH IS DETERMINED BY PLACING 200% WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



MEDIUM SIZE:

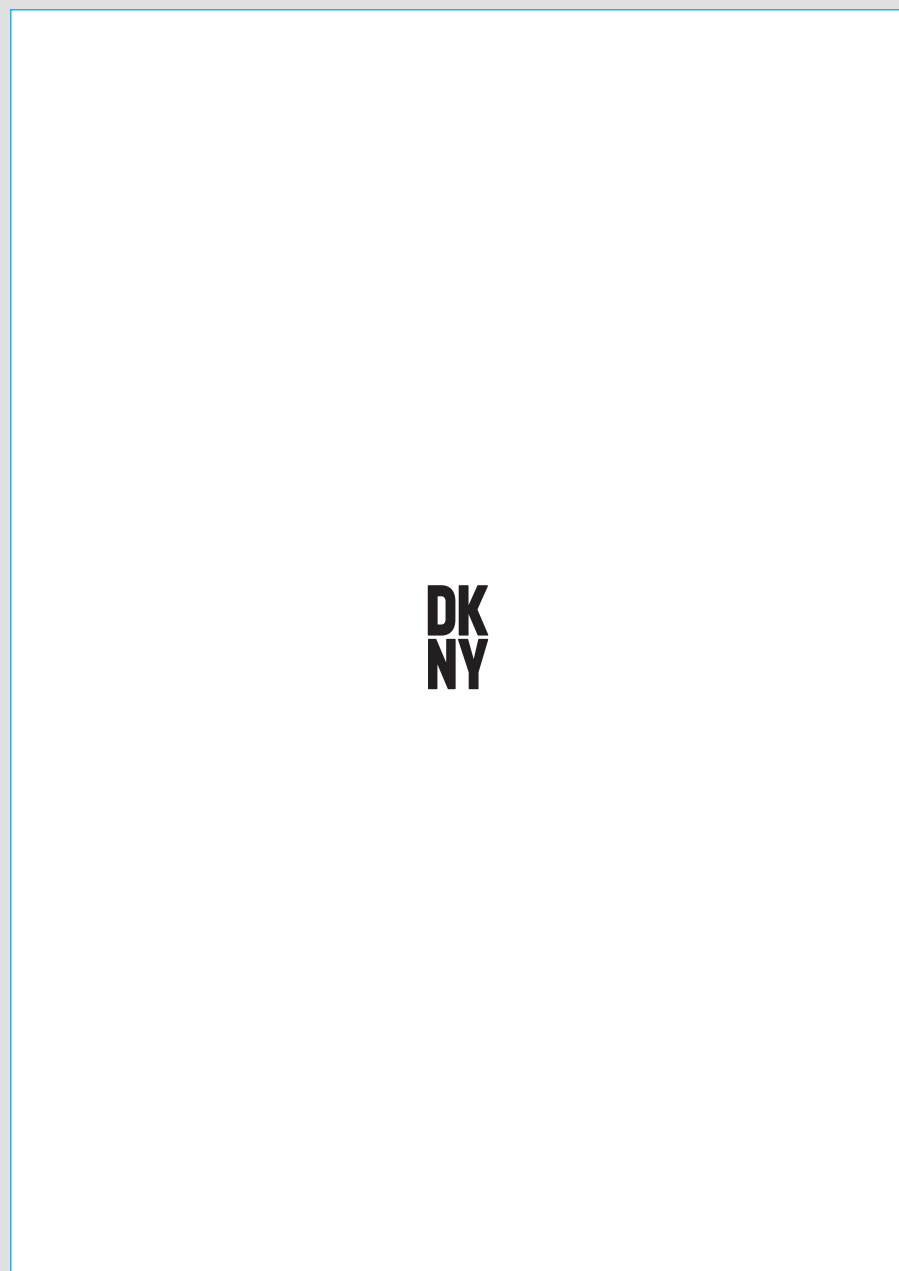
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DEFINING THE SIZE OF LOGO
GENERAL USAGE



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MAXIMUM SIZE:

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INCORRECT SIZE:

UNDER NO CIRCUMSTANCES CAN THE WORDMARK BE USED EDGE TO EDGE.

LOGO EXCLUSION ZONES
STACKED



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
N HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

LOGO MISUSE

LOGO MISUSE
STACKED



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE SPACING OF LOGO

TYPEFACE + BASIC TYPESETTING

OUR TYPEFACE: HELVETICA NOW

HELVECTICA NOW DISPLAY EXTRA BOLD

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abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?**

HELVECTICA NOW TEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

HELVECTICA NOW DISPLAY THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

TYPESETTING

LETTERSPACING SHOULD ALWAYS BE SET WITH
KERNING SET TO **OPTICAL / TRACKING 0**

SS 2020

TYPESETTING

LINE SPACING SHOULD BE SET TO “**AUTO**”

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HER OWN OPINION.**

DKNY
J E A N S

DKNY JEANS SOHO 2.0 LOGO
BRAND APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY JEANS SOHO 2.0 LOGO

DKNY
J E A N S

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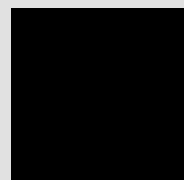
NOTEABLE APPLICATIONS:

PRINT ADVERTISEMENTS

DKNY JEANS SOHO 2.0 LOGO
COLOR

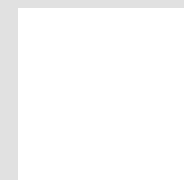
DKNY
J E A N S

DKNY
J E A N S



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

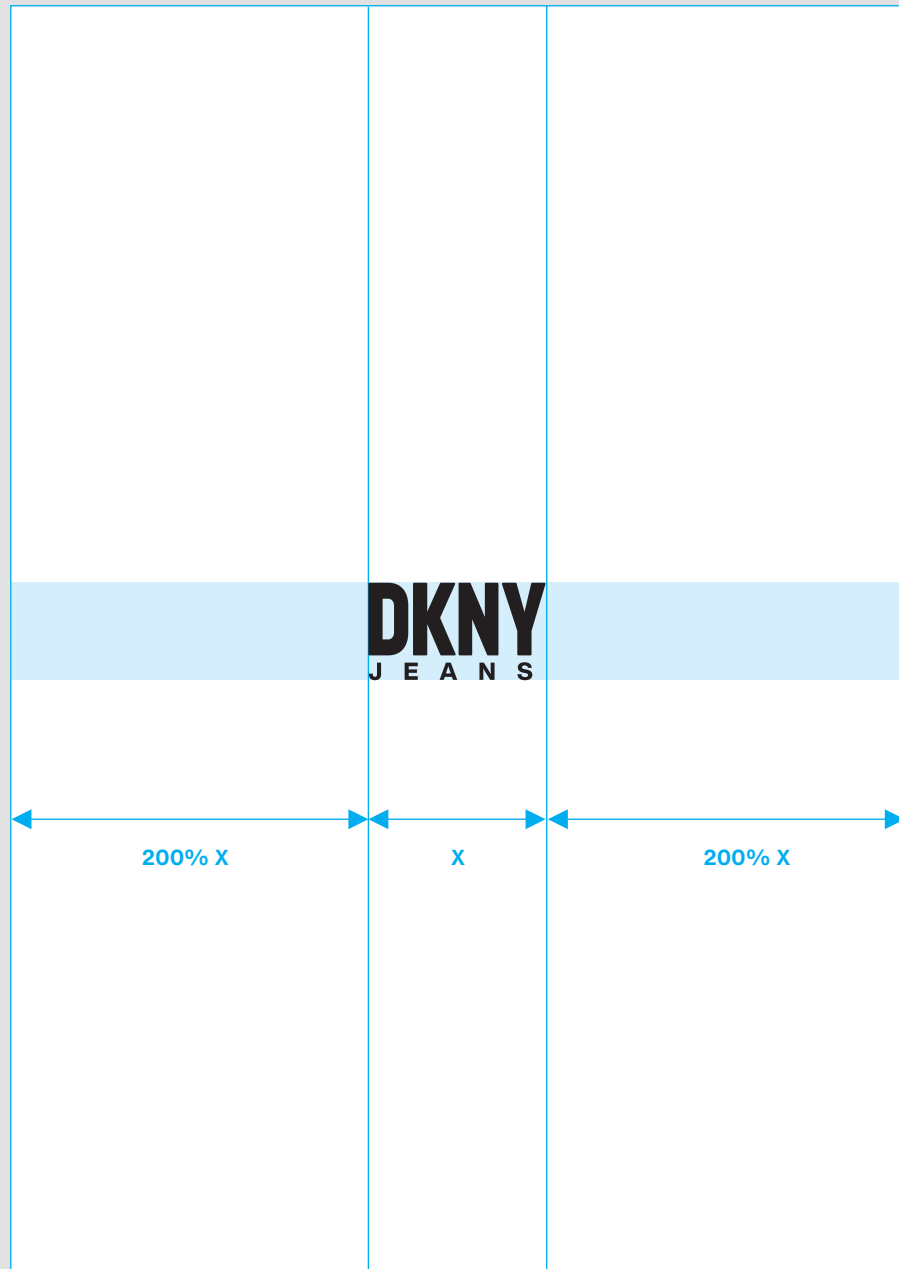


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO GENERAL USAGE



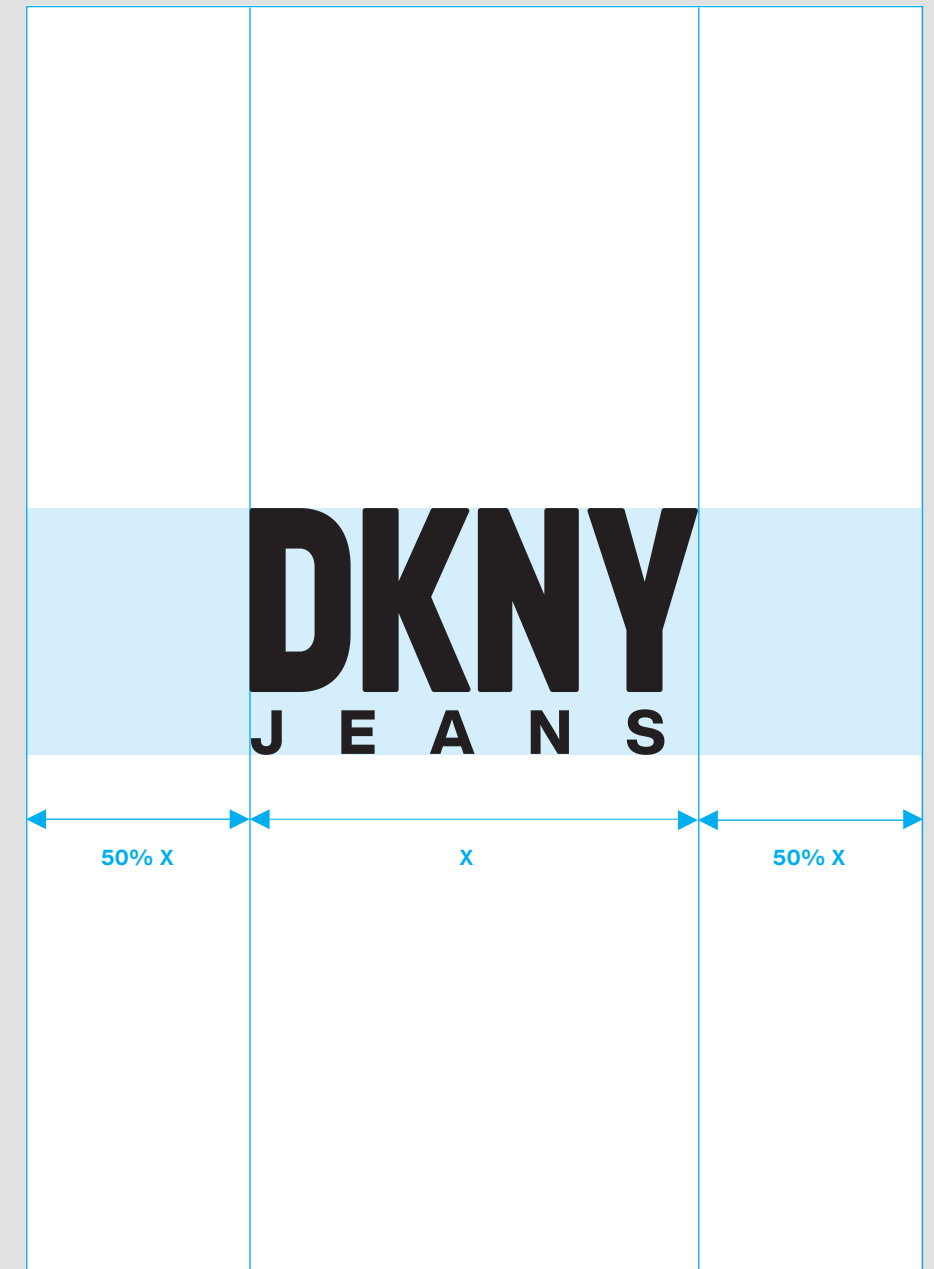
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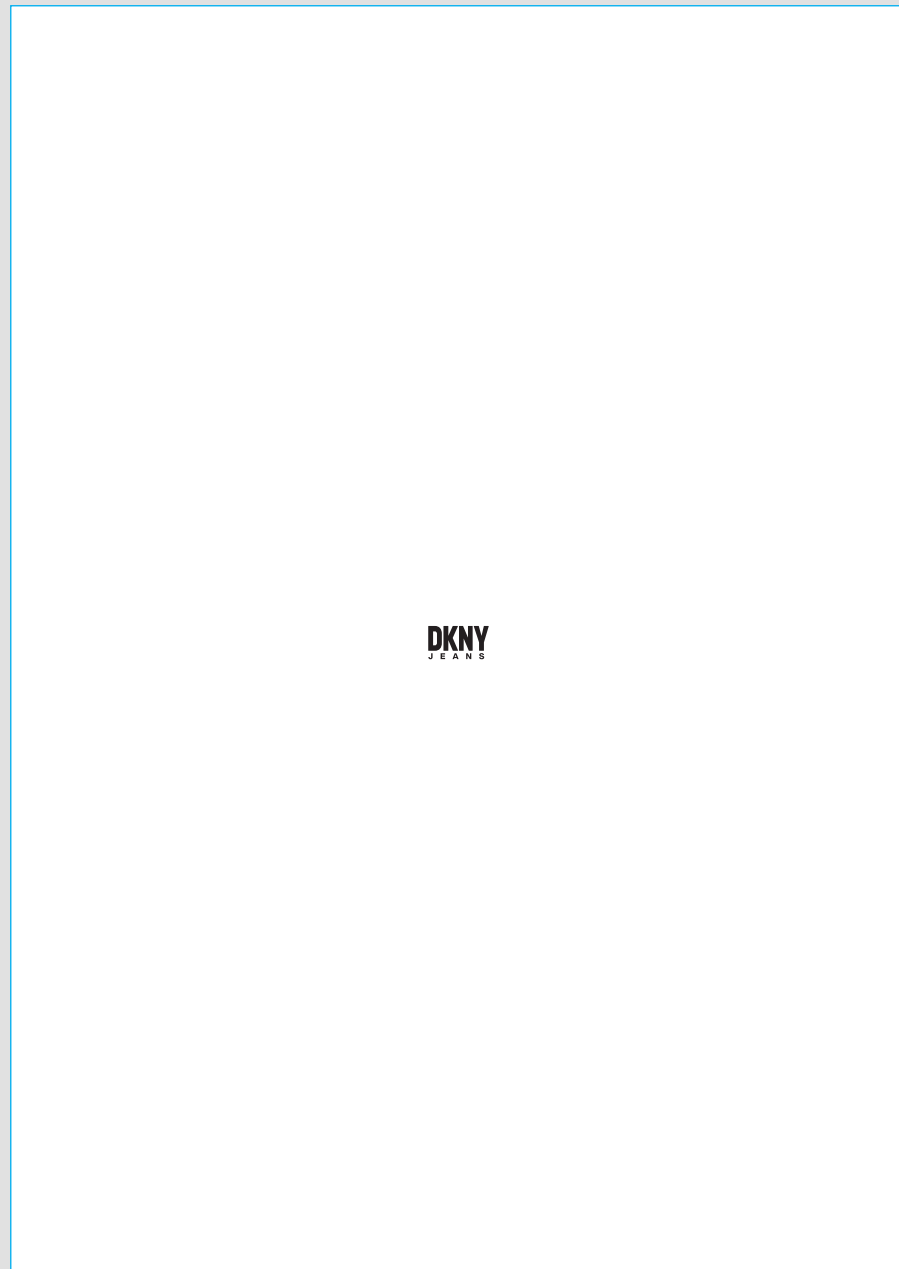
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DEFINING THE SIZE OF LOGO
GENERAL USAGE



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INCORRECT SIZE:

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LOGO EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

LOGO MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE LETTER PLACEMENT

TYPEFACE + BASIC TYPESETTING

OUR TYPEFACE: HELVETICA NOW

HELVECTICA NOW DISPLAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

HELVECTICA NOW TEXT REGULAR

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abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

TYPESETTING

LETTERSPACING SHOULD ALWAYS BE SET WITH
KERNING SET TO **OPTICAL / TRACKING 0**

SS 2020

TYPESETTING

LINE SPACING SHOULD BE SET TO “**AUTO**”

**EVERY DKNY WOMAN IS
DIFFERENT. SHE HAS HER OWN
STORY, HER OWN ATTITUDE,
HER OWN OPINION.**

DKNY
S P O R T

DKNY SPORT SOHO 2.0 LOGO
BRAND APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY SPORT SOHO 2.0 LOGO

DKNY
S P O R T

USAGE PRINCIPLES:

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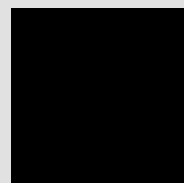
NOTEABLE APPLICATIONS:

PRINT ADVERTISEMENTS

DKNY SPORT SOHO 2.0 LOGO
COLOR

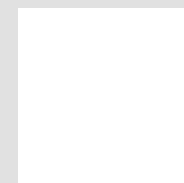
DKNY
S P O R T

DKNY
S P O R T



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

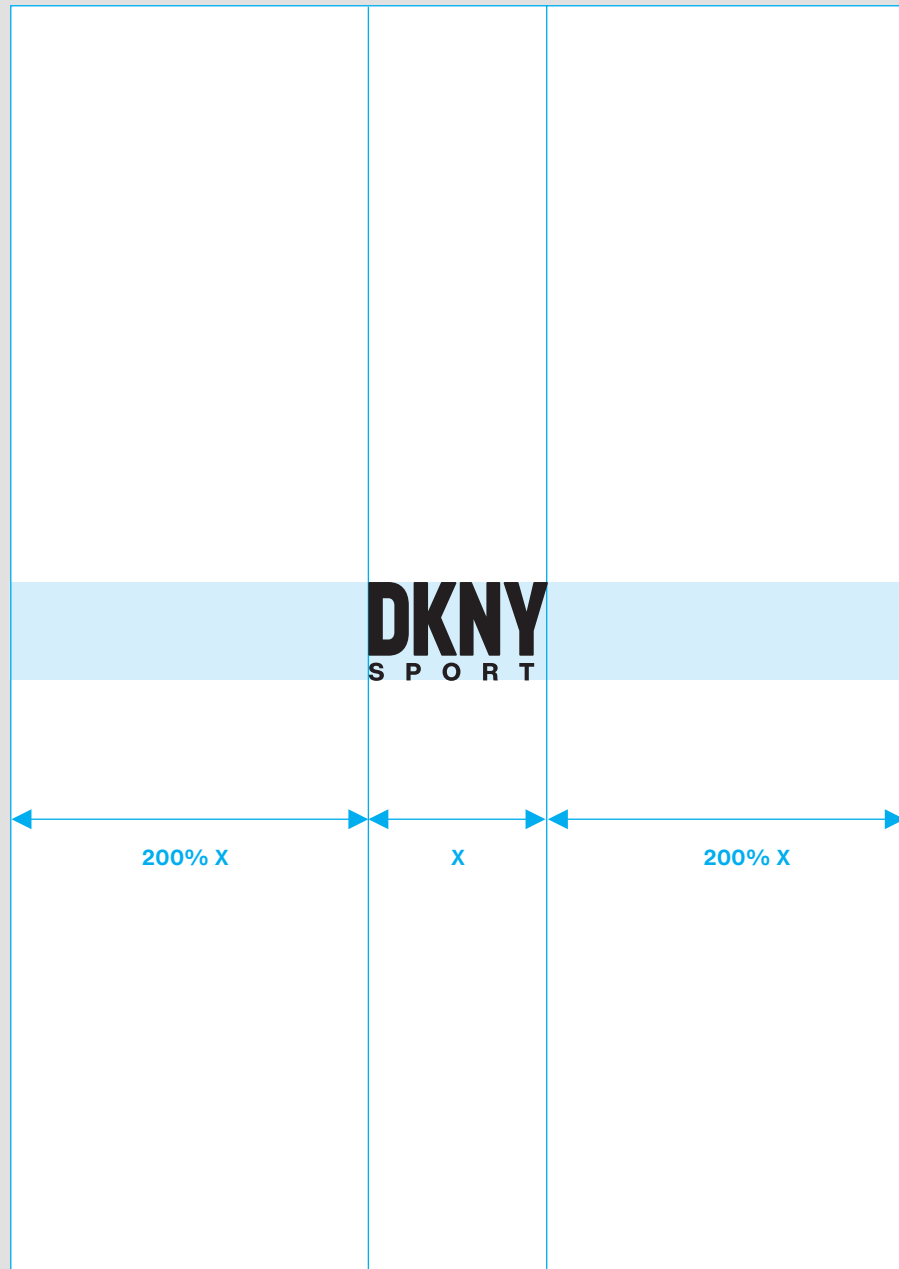


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO GENERAL USAGE



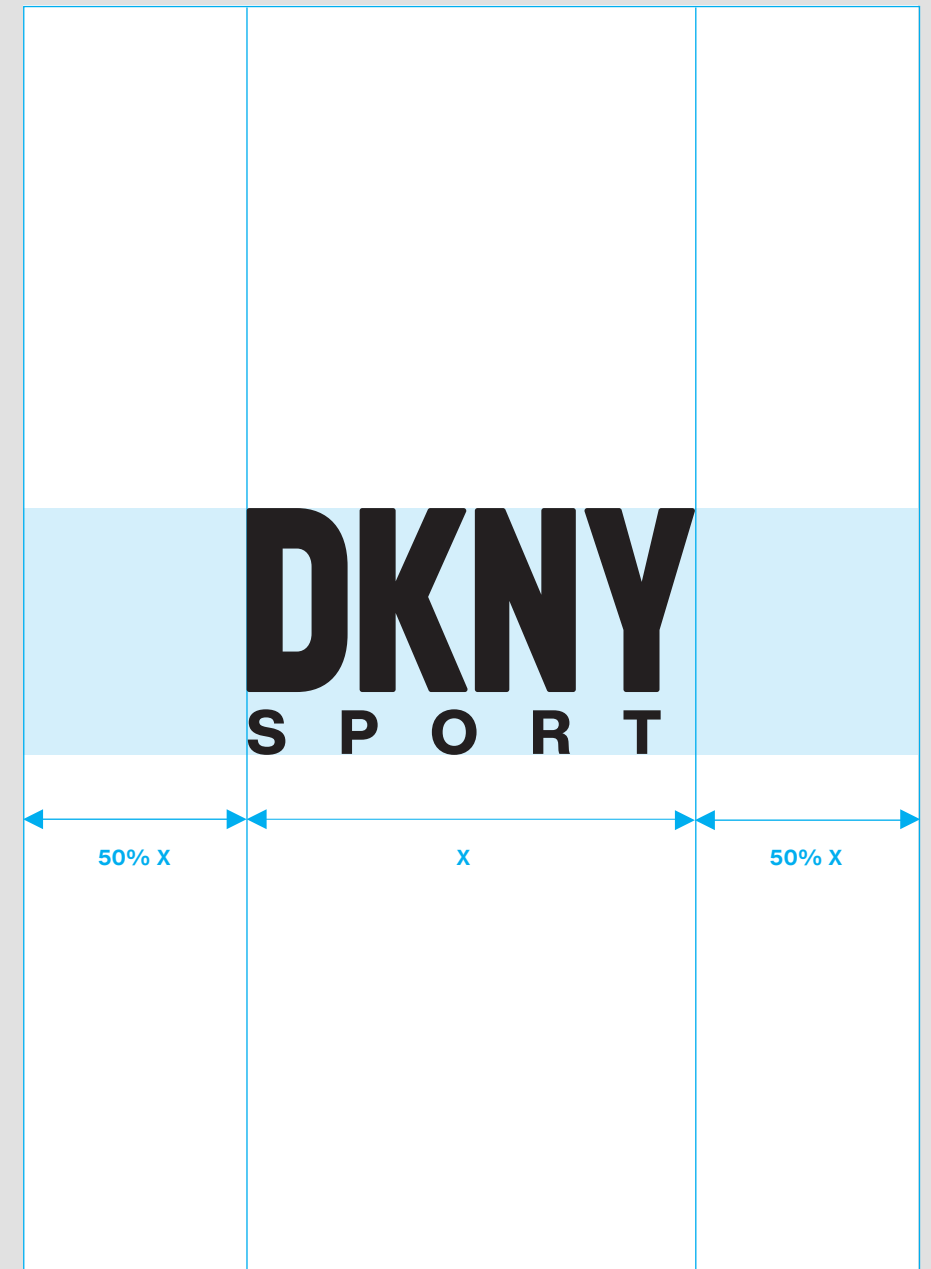
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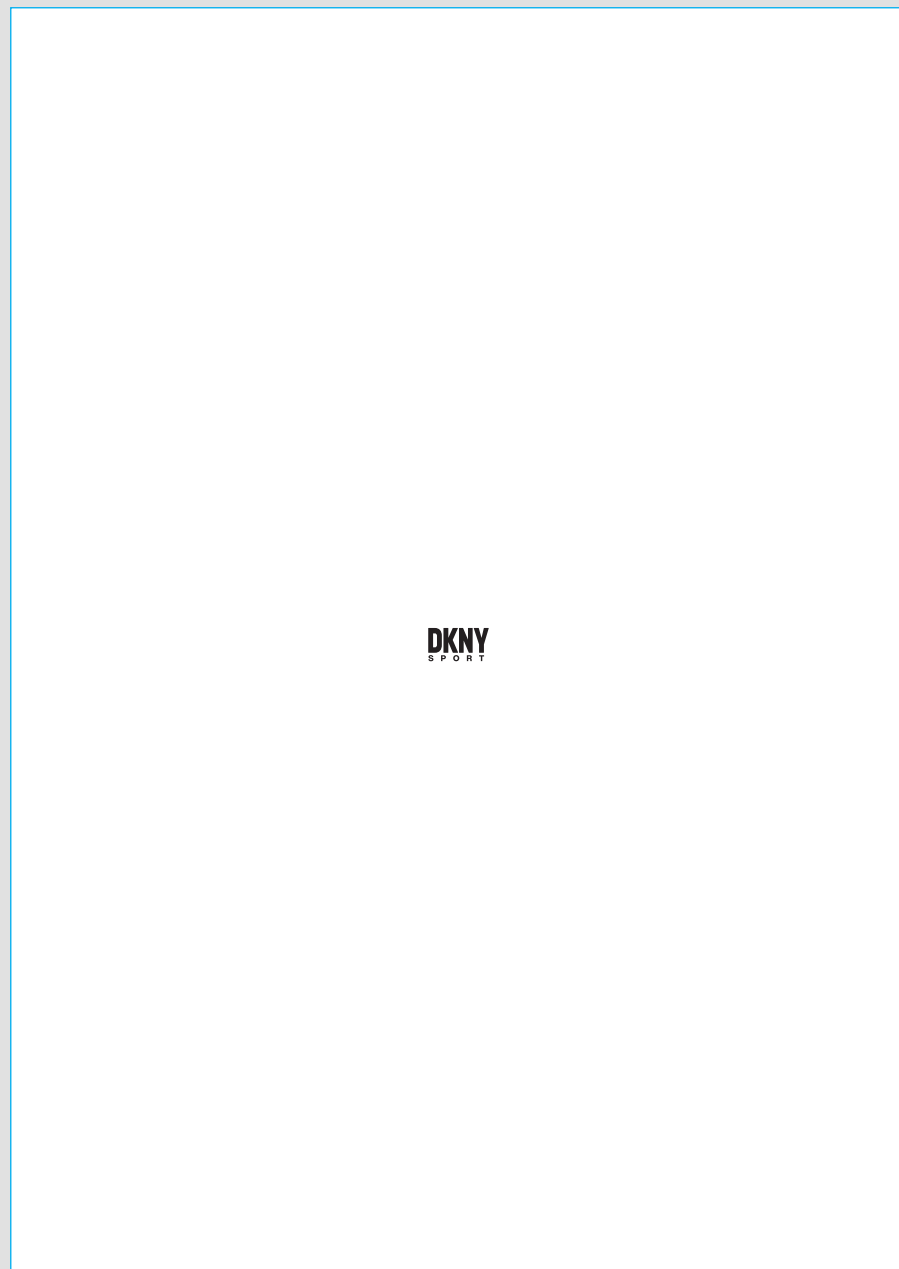
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DEFINING THE SIZE OF LOGO
GENERAL USAGE



MINIMUM SIZE:

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INCORRECT SIZE:

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LOGO EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

LOGO MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE LETTER PLACEMENT

TYPEFACE + BASIC TYPESETTING

OUR TYPEFACE: HELVETICA NOW

HELVECTICA NOW DISPLAY EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?**

HELVECTICA NOW TEXT REGULAR

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TYPESETTING

LETTERSPACING SHOULD ALWAYS BE SET WITH
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SS 2020

TYPESETTING

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HER OWN OPINION.**

DKNY
P U R E

DKNY PURE SOHO 2.0 LOGO
BRAND APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY PURE SOHO 2.0 LOGO

DKNY
PURE

USAGE PRINCIPLES:

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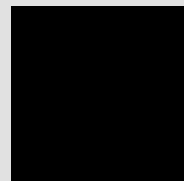
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PRINT ADVERTISEMENTS

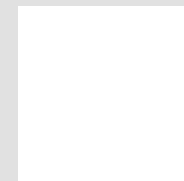
DKNY PURE SOHO 2.0 LOGO
COLOR

DKNY
P U R E

DKNY
P U R E



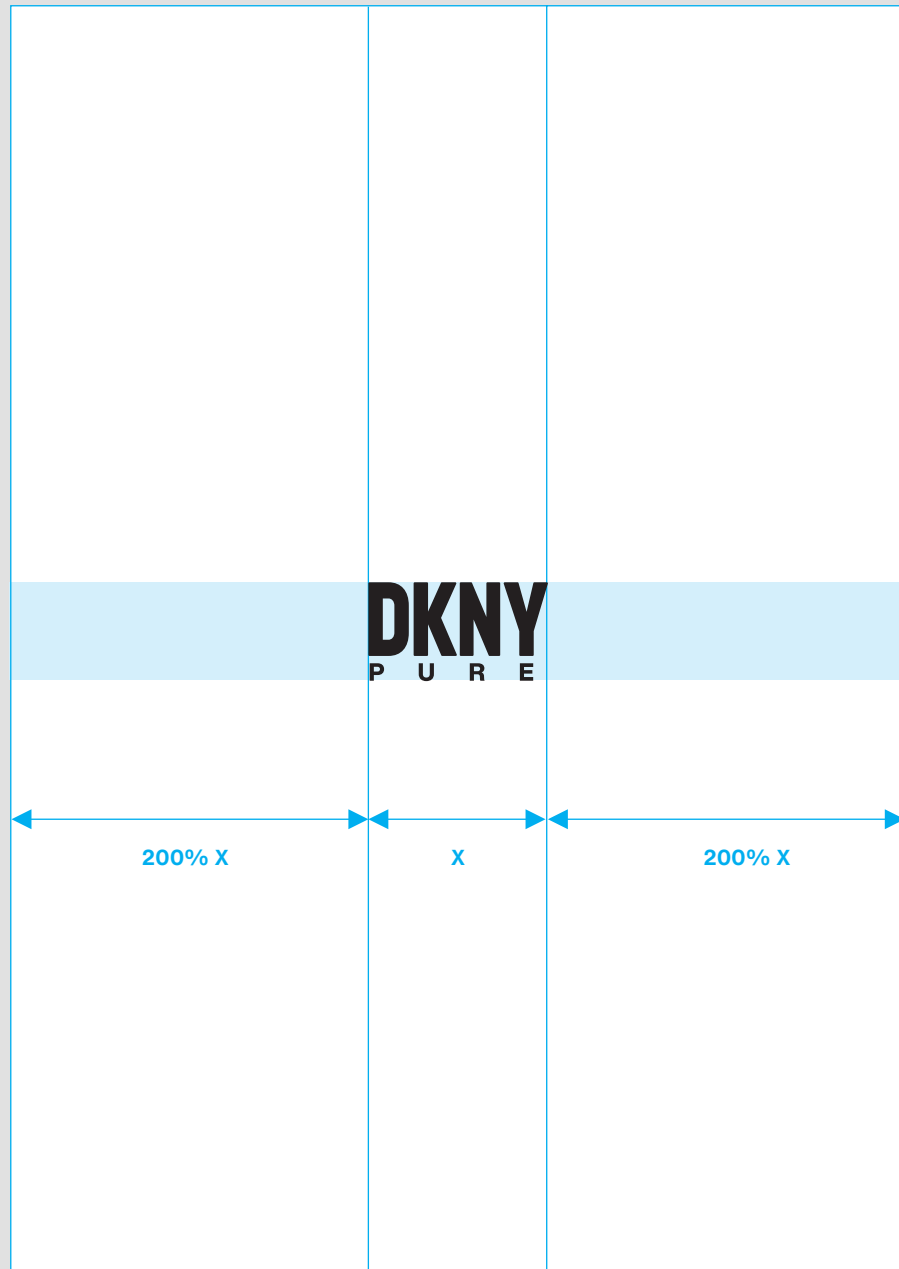
BLACK
R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK



WHITE
R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

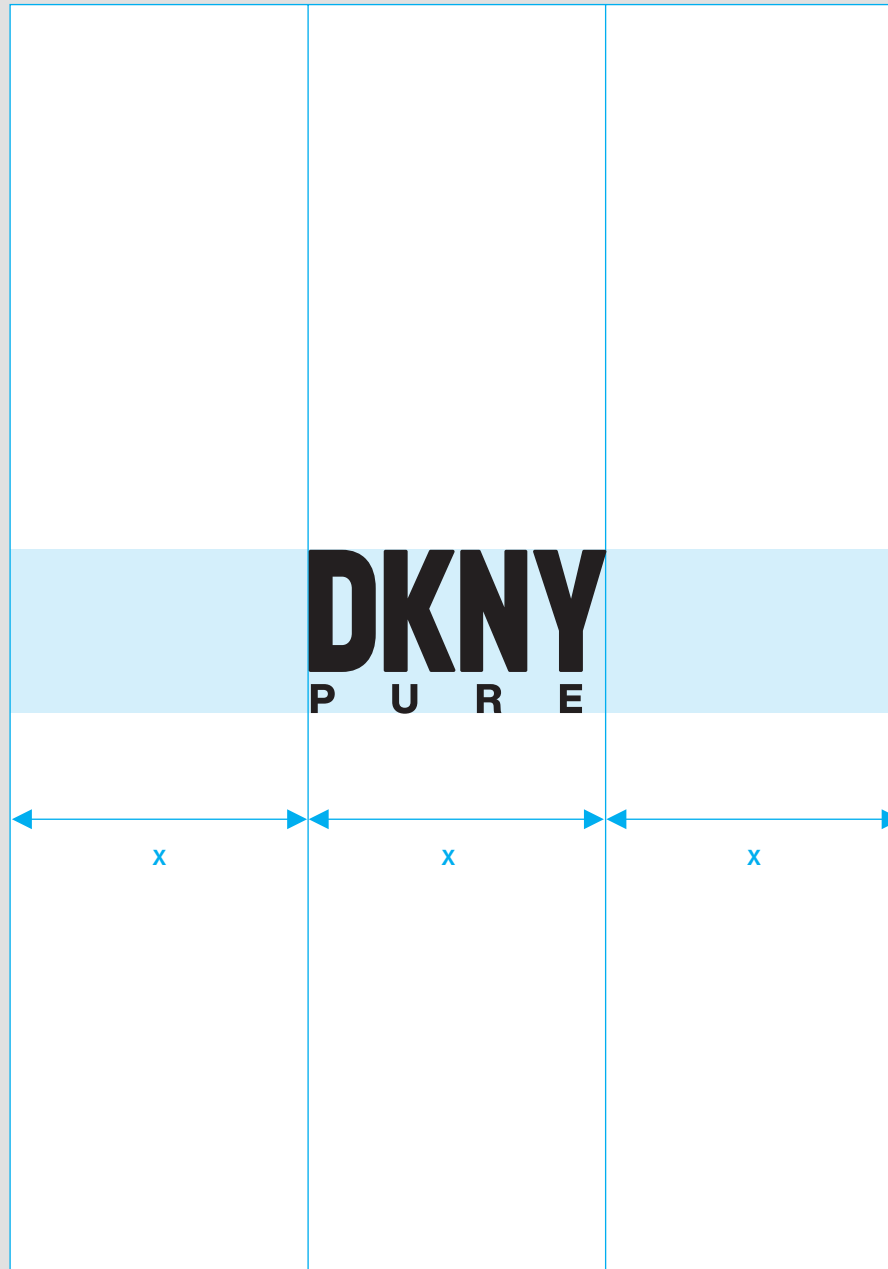
LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO
GENERAL USAGE



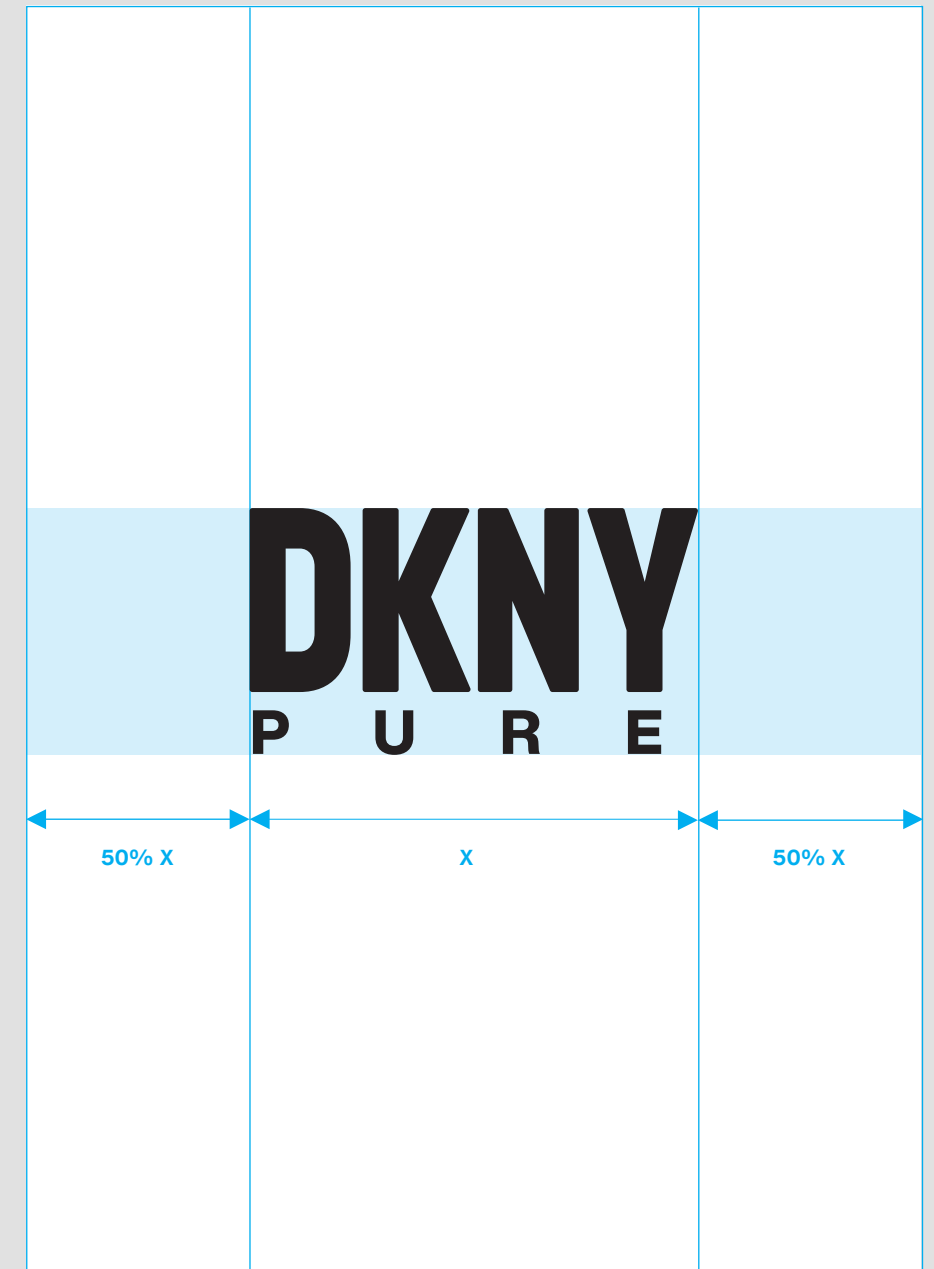
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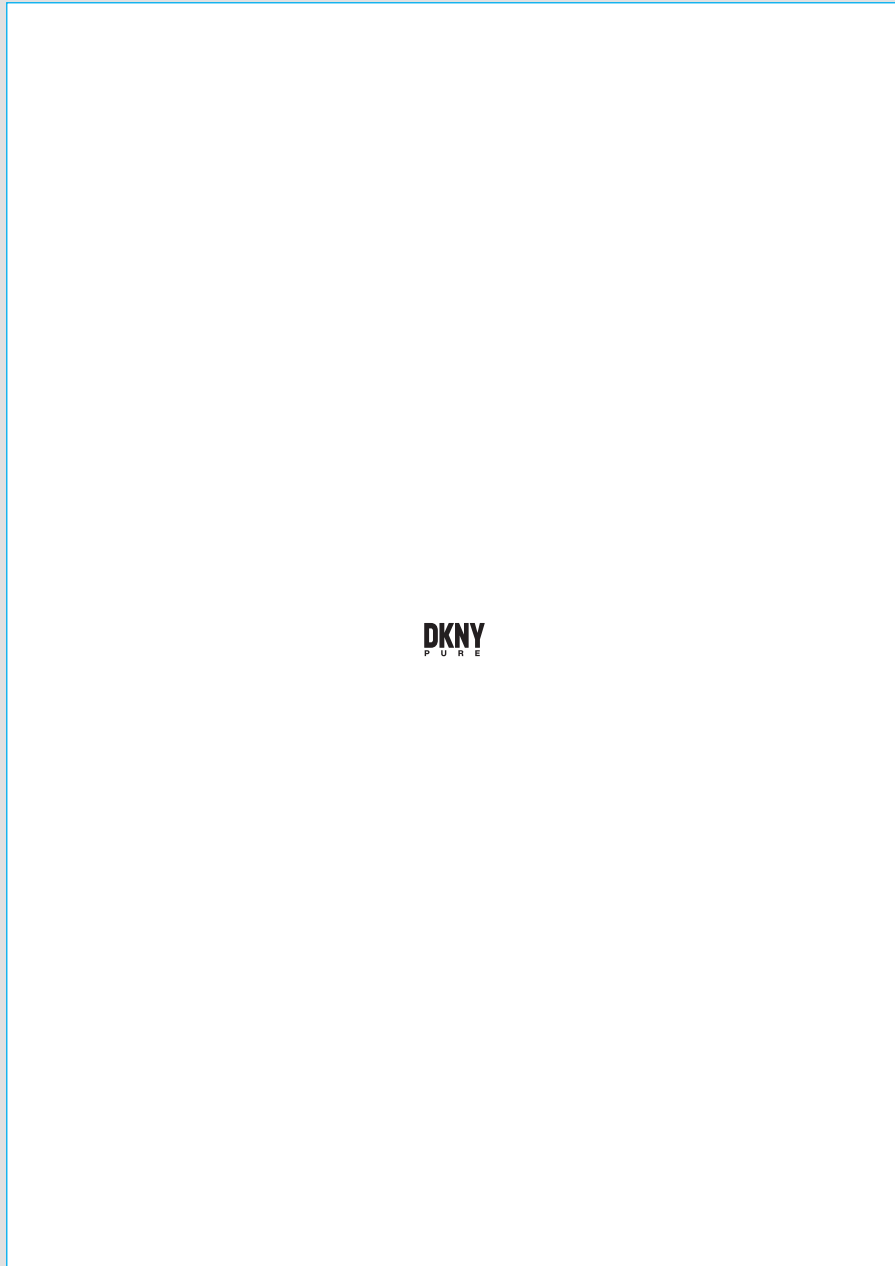
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DEFINING THE SIZE OF LOGO
GENERAL USAGE



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INCORRECT SIZE:

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LOGO EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
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LOGO MISUSE

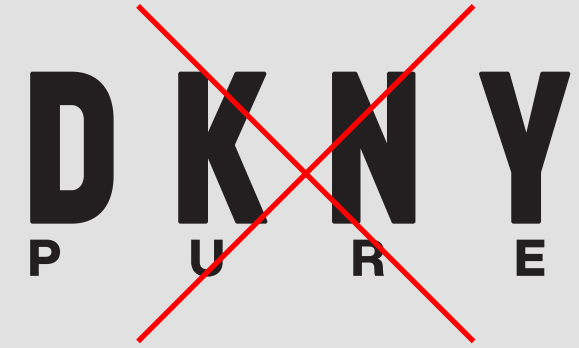
LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE LETTER PLACEMENT

TYPEFACE + BASIC TYPESETTING

OUR TYPEFACE: HELVETICA NOW

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1234567890 ,;:!?

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SS 2020

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LINE SPACING SHOULD BE SET TO “**AUTO**”

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STORY, HER OWN ATTITUDE,
HER OWN OPINION.**

MASTER DKNY BRAND

DKNY

DKNY SPORT HORIZONTAL

DKNY JEANS HORIZONTAL

DKNY SPORT

DKNY JEANS

HORIZONTAL GRAPHICS TO BE USED **FOR PRODUCT ONLY**.
DO NOT USE FOR BRANDING/MARKETING PURPOSES.

DKNY SPORT

DKNY SPORT SOHO 2.0 LOGO HORIZONTAL PRODUCT APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY SPORT

USAGE PRINCIPLES:

- FOR APPLICATION ON PRODUCT ONLY
- PLEASE REVIEW APPLICATIONS WITH DESIGN/LICENSING AND/OR MARKETING PARTNER FOR APPROVAL

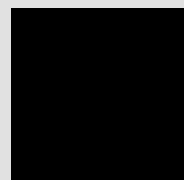
NOTEABLE APPLICATIONS:

LEGGING OR PANT WAISTBANDS

DKNY SPORT SOHO 2.0 HORIZONTAL LOGO
COLOR

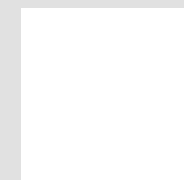
DKNY SPORT

DKNY SPORT



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

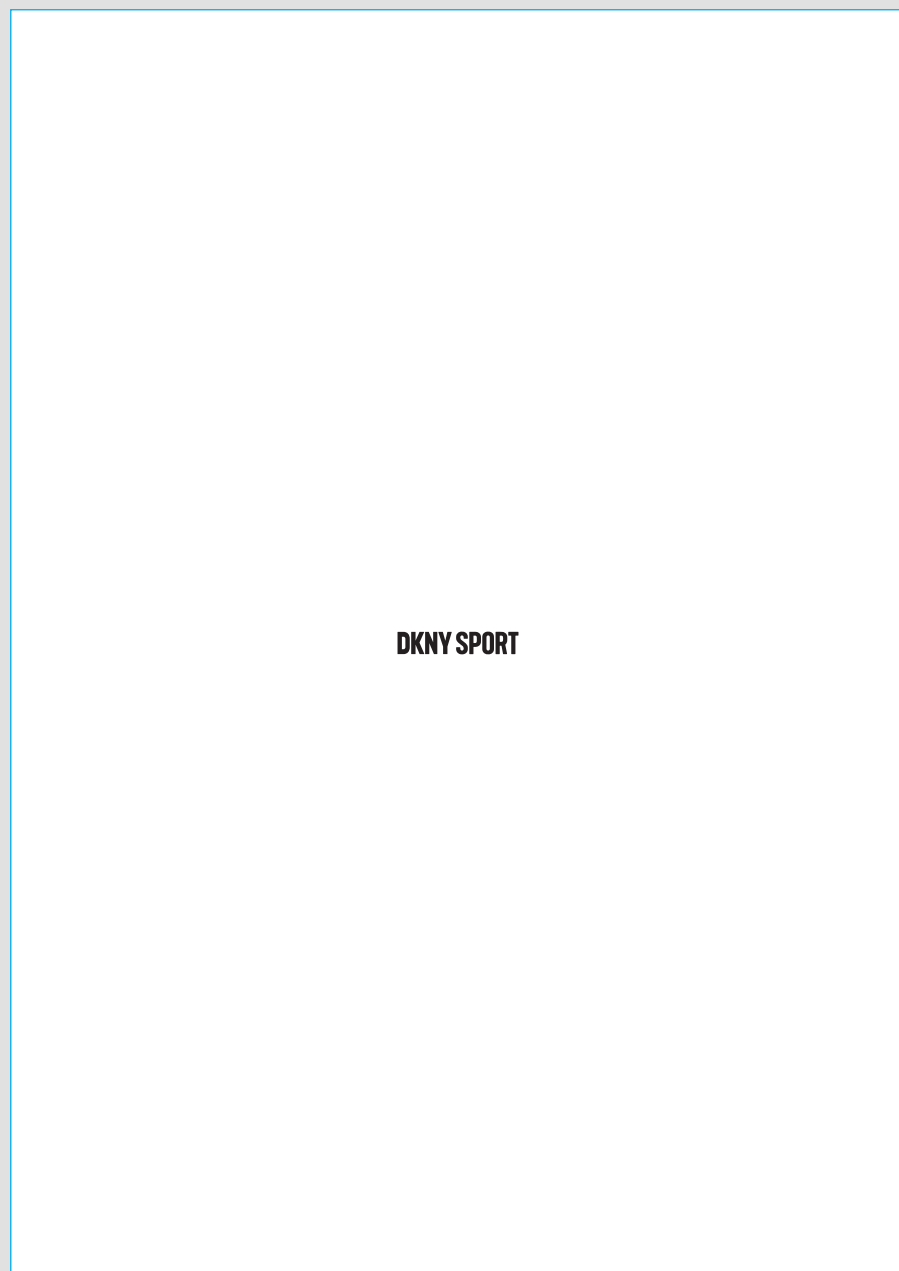


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO
GENERAL USAGE



MINIMUM SIZE:

THE MINIMUM WIDTH FOR THE PRINTED APPLICATION OF THE LOGO IS 16MM. NOTE: ALWAYS USE CORE BRANDMARK TO DETERMINE CENTRE POSITIONING.



MAXIMUM SIZE:

THE MAXIMUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF D ON EACH SIDES, SCALE ON EDGE TO EDGE.



INCORRECT SIZE:

UNDER NO CIRCUMSTANCES CAN THE WORDMARK BE USED EDGE TO EDGE.

EXTREME HORIZONTAL APPLICATION



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
VERTICAL STROKE OF D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED SPACE
ON THE Y-AXIS, AND THE RECOMMENDED SPACE BETWEEN REPEATED LOGOS.

LOGO EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

LOGO MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE LETTER PLACEMENT

DKNY JEANS

DKNY JEANS SOHO 2.0 LOGO HORIZONTAL PRODUCT APPLICATION PRINCIPLES

LOGO STANDARDS

DKNY JEANS

USAGE PRINCIPLES:

- FOR APPLICATION ON PRODUCT ONLY
- PLEASE REVIEW APPLICATIONS WITH DESIGN/LICENSING AND/OR MARKETING PARTNER FOR APPROVAL

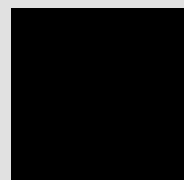
NOTEABLE APPLICATIONS:

LEGGING OR PANT WAISTBANDS

DKNY JEANS SOHO 2.0 HORIZONTAL LOGO
COLOR

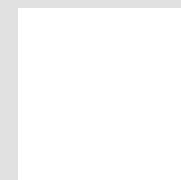
DKNY JEANS

DKNY JEANS



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

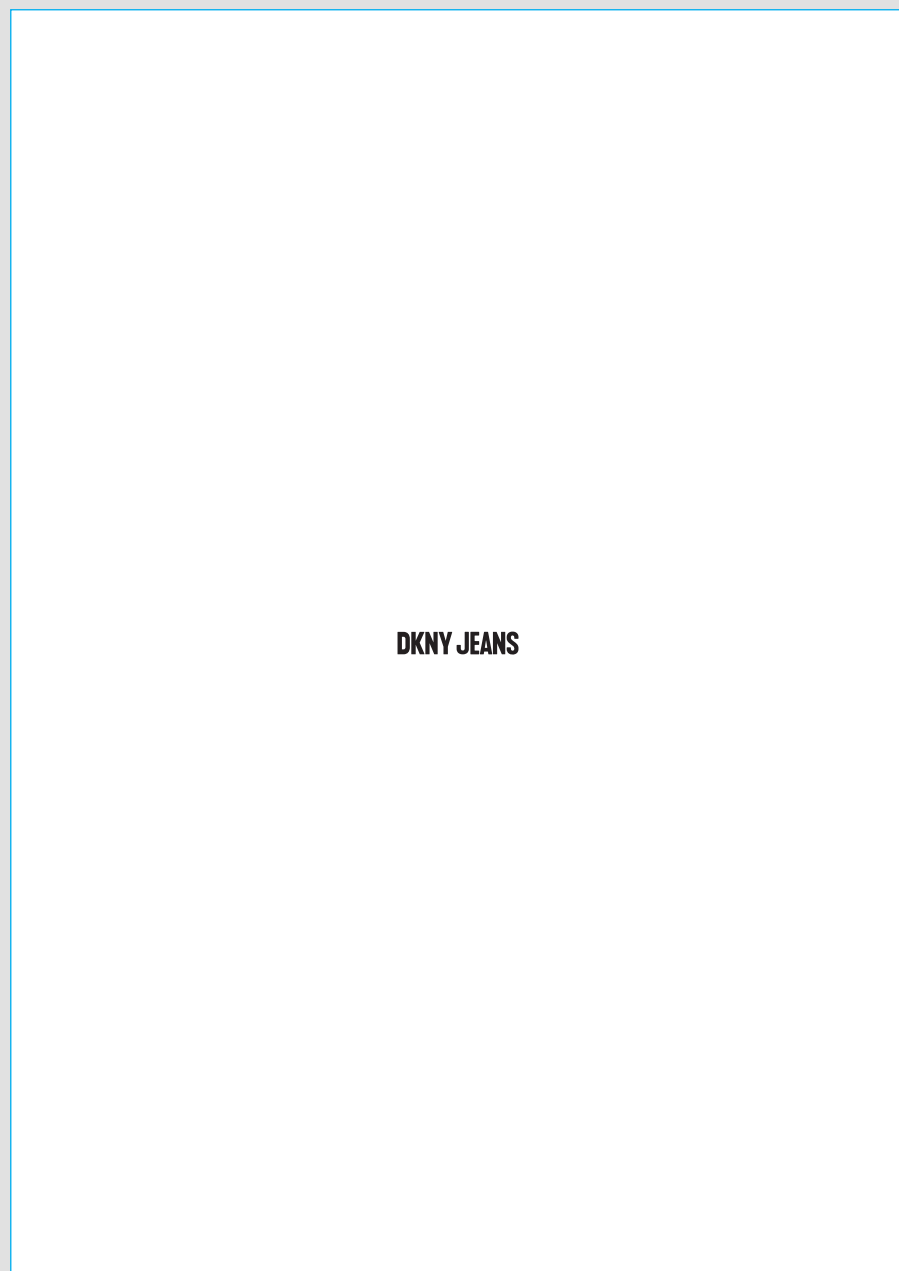


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

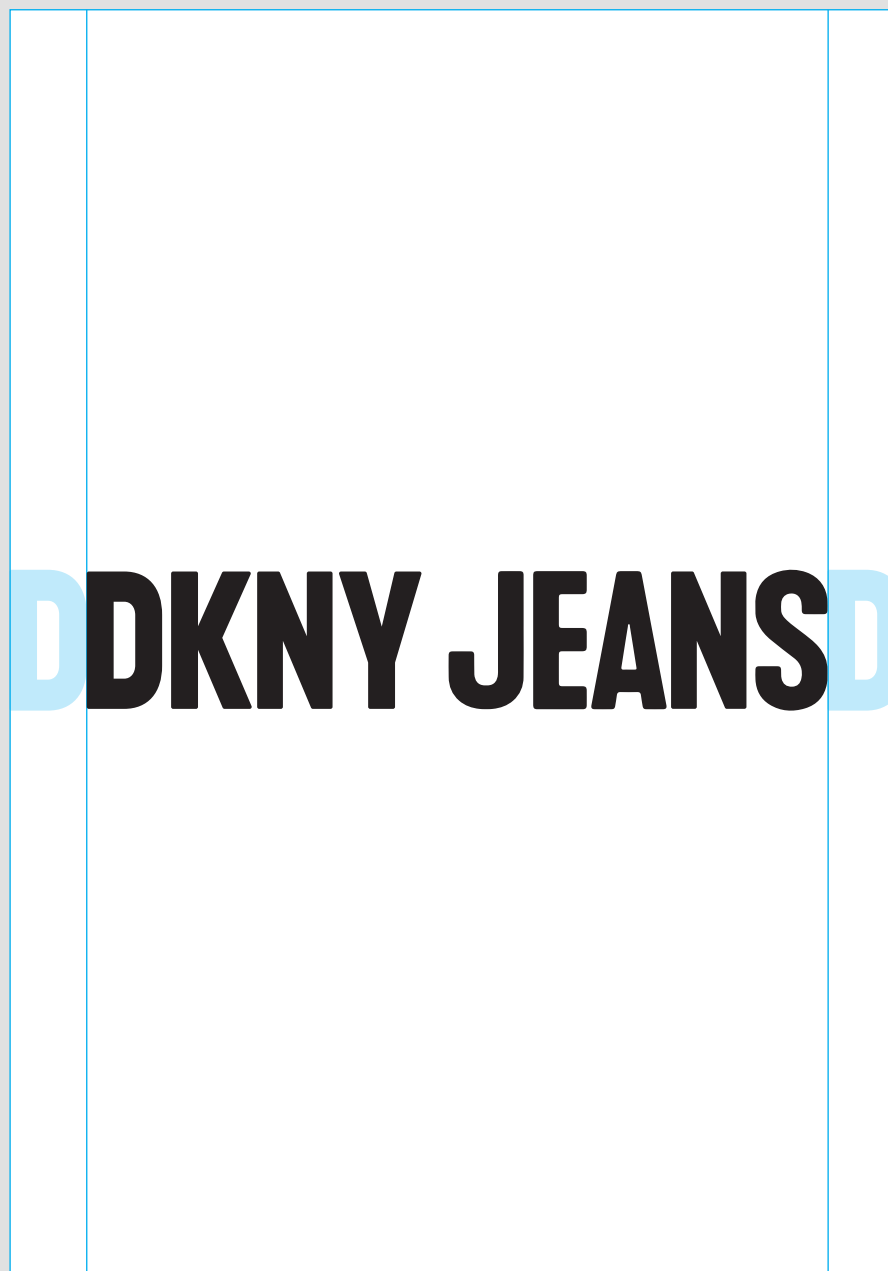
LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO
GENERAL USAGE



MINIMUM SIZE:

THE MINIMUM WIDTH FOR THE PRINTED APPLICATION OF THE LOGO IS 16MM. NOTE: ALWAYS USE CORE BRANDMARK TO DETERMINE CENTRE POSITIONING.



MAXIMUM SIZE:

THE MAXIMUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF D ON EACH SIDES, SCALE ON EDGE TO EDGE.



INCORRECT SIZE:

UNDER NO CIRCUMSTANCES CAN THE WORDMARK BE USED EDGE TO EDGE.

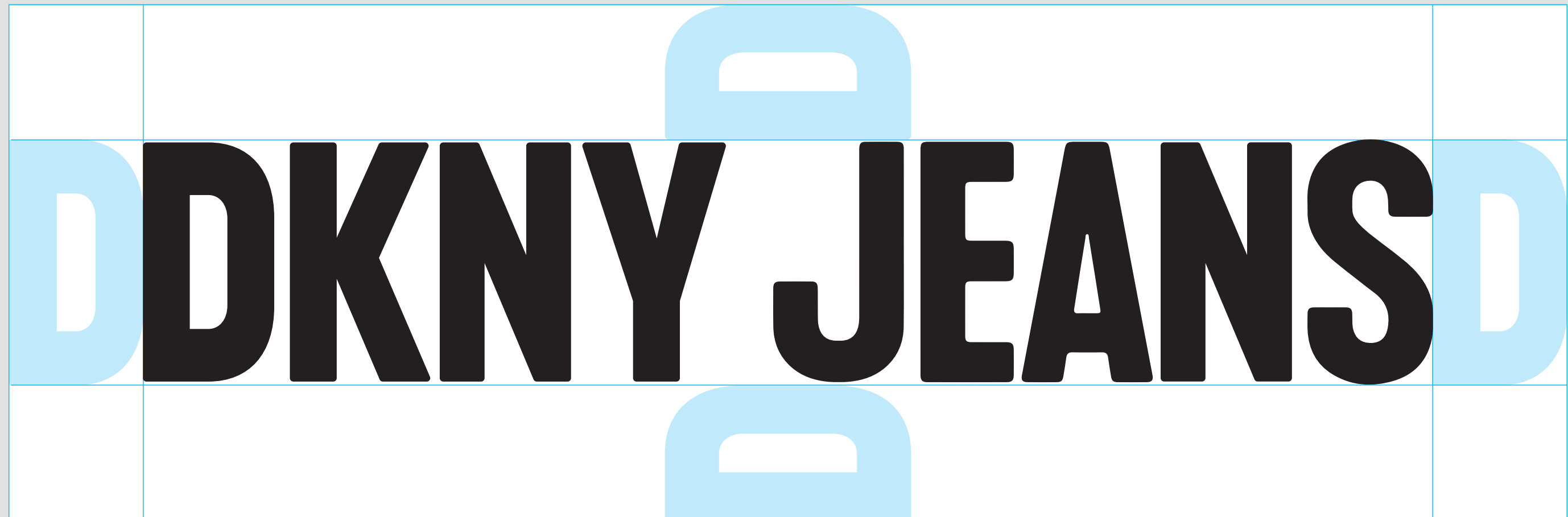
EXTREME HORIZONTAL APPLICATION



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
VERTICAL STROKE OF D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE Y-AXIS. 2 D STROKES USED BETWEEN REPEATED LOGOS.

LOGO EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE LOGO.
D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

LOGO MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE LETTER PLACEMENT



DKNY TOKEN LOGO

BRAND APPLICATION PRINCIPLES

TOKEN STANDARDS

DKNY TOKEN LOGO



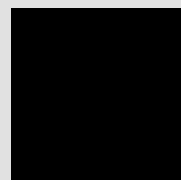
USAGE PRINCIPLES:

- PLEASE DO NOT ALTER OR EDIT THE DESIGN OF THE DKNY TOKEN IN ANY WAY
- ANY REVISIONS OR NEW VERSIONS OF THE TOKEN SHOULD BE PASSED BY MARKETING AND MERCHANDISING FOR APPROVAL.

NOTEABLE APPLICATIONS:

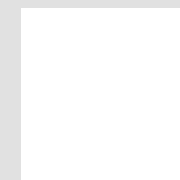
CLOTHING STAMP

DKNY TOKEN LOGO
COLOR



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

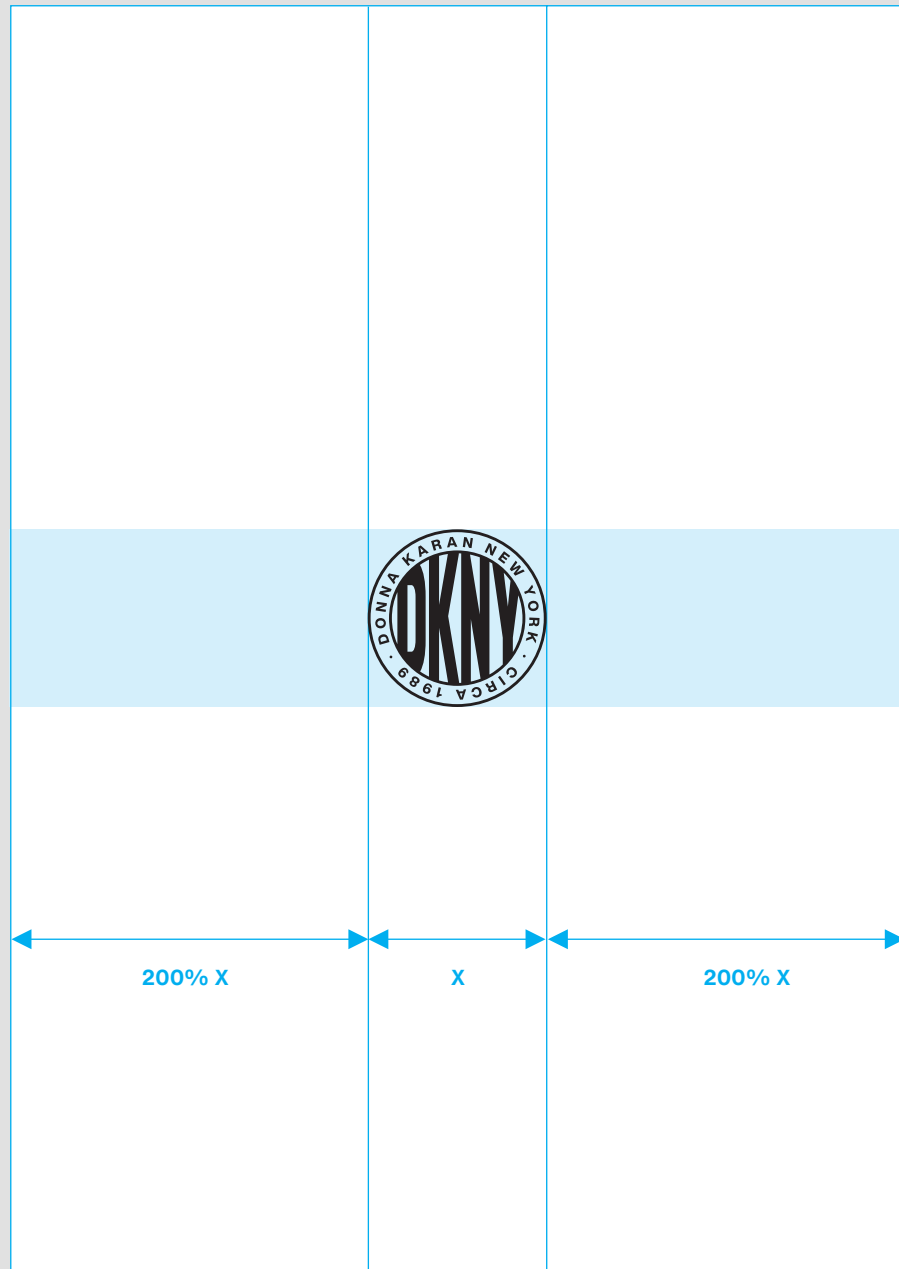


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

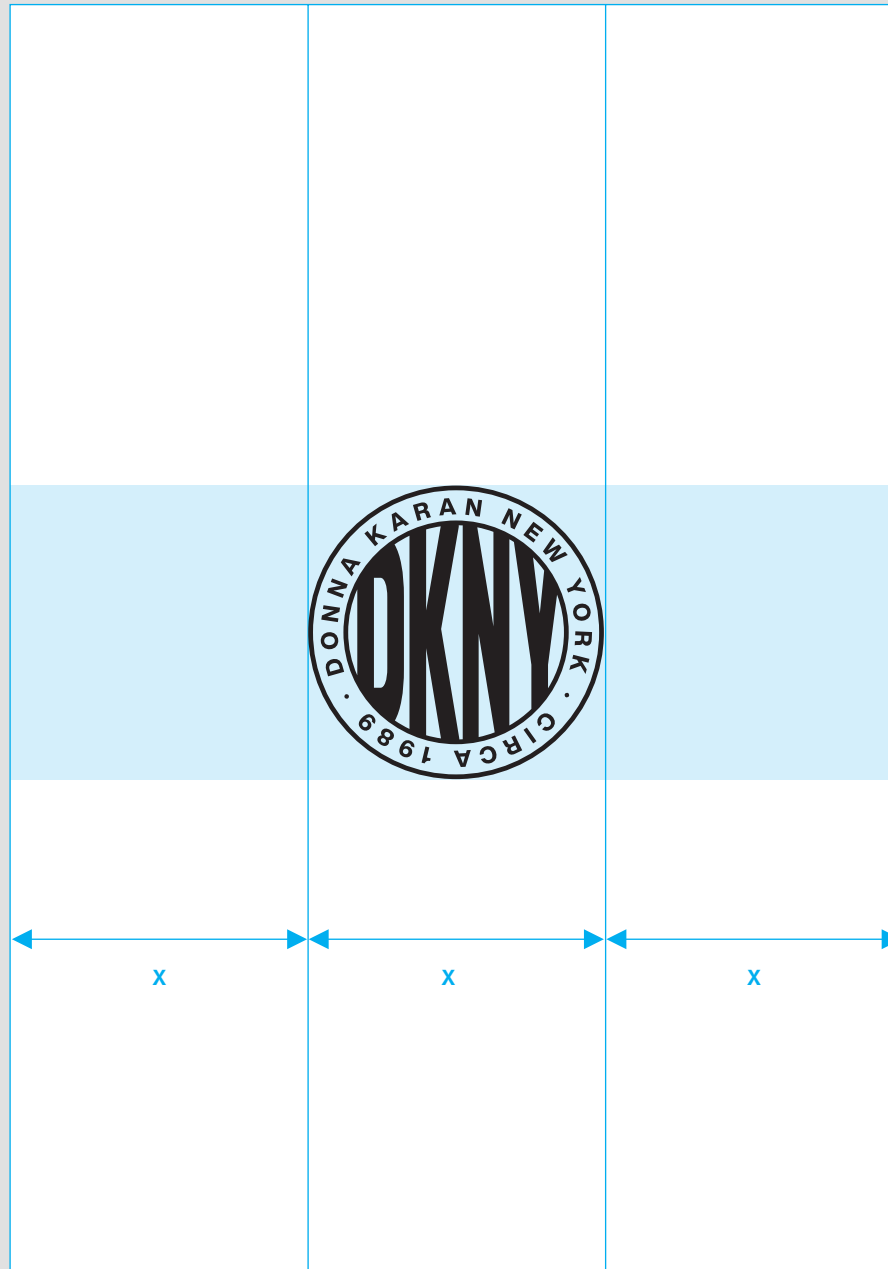
LOGO SIZING GUIDANCE

DEFINING THE SIZE OF LOGO GENERAL USAGE



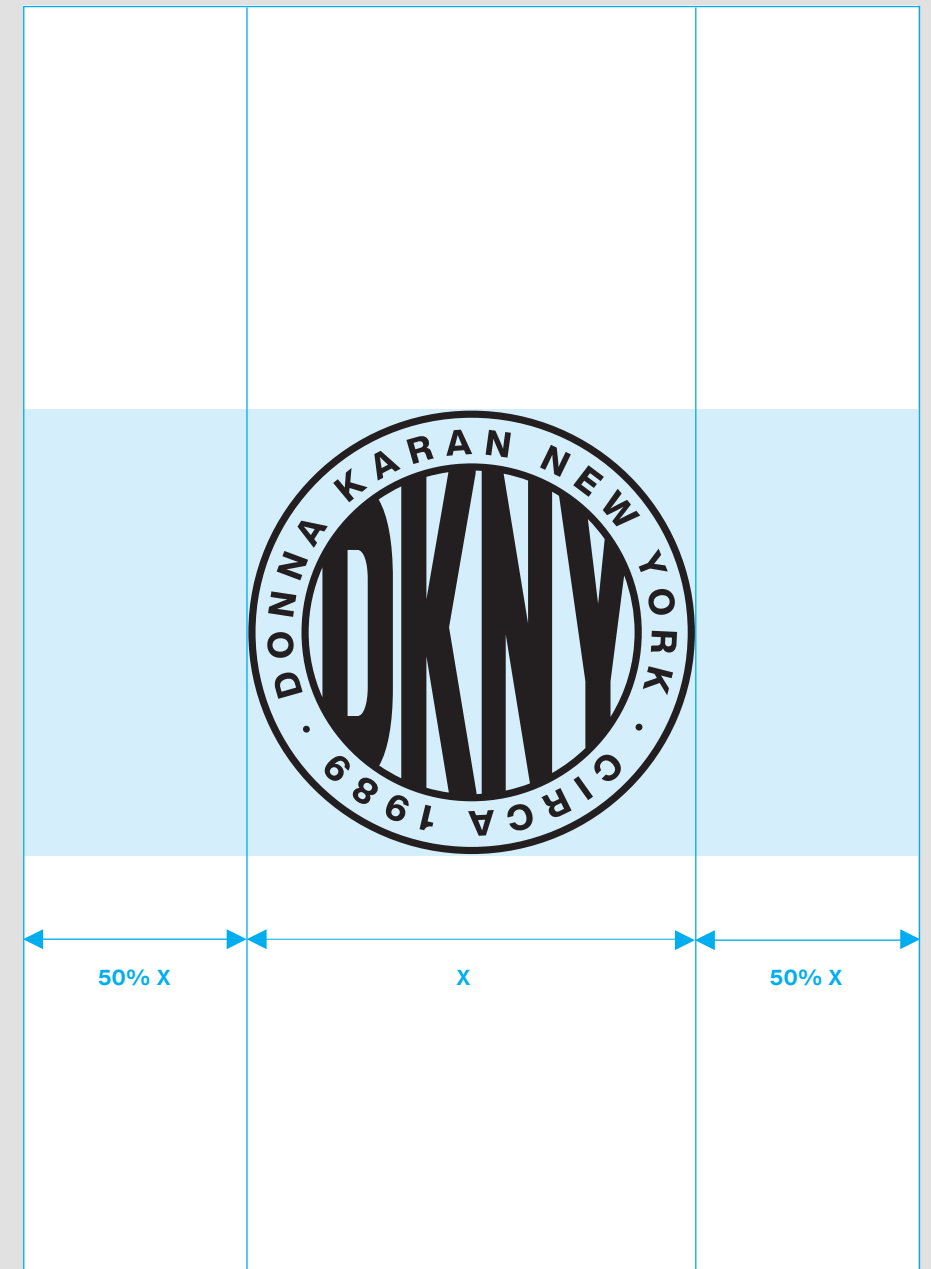
SMALL SIZE:

SMALL SIZE WIDTH IS DETERMINED BY PLACING 200% WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



MEDIUM SIZE:

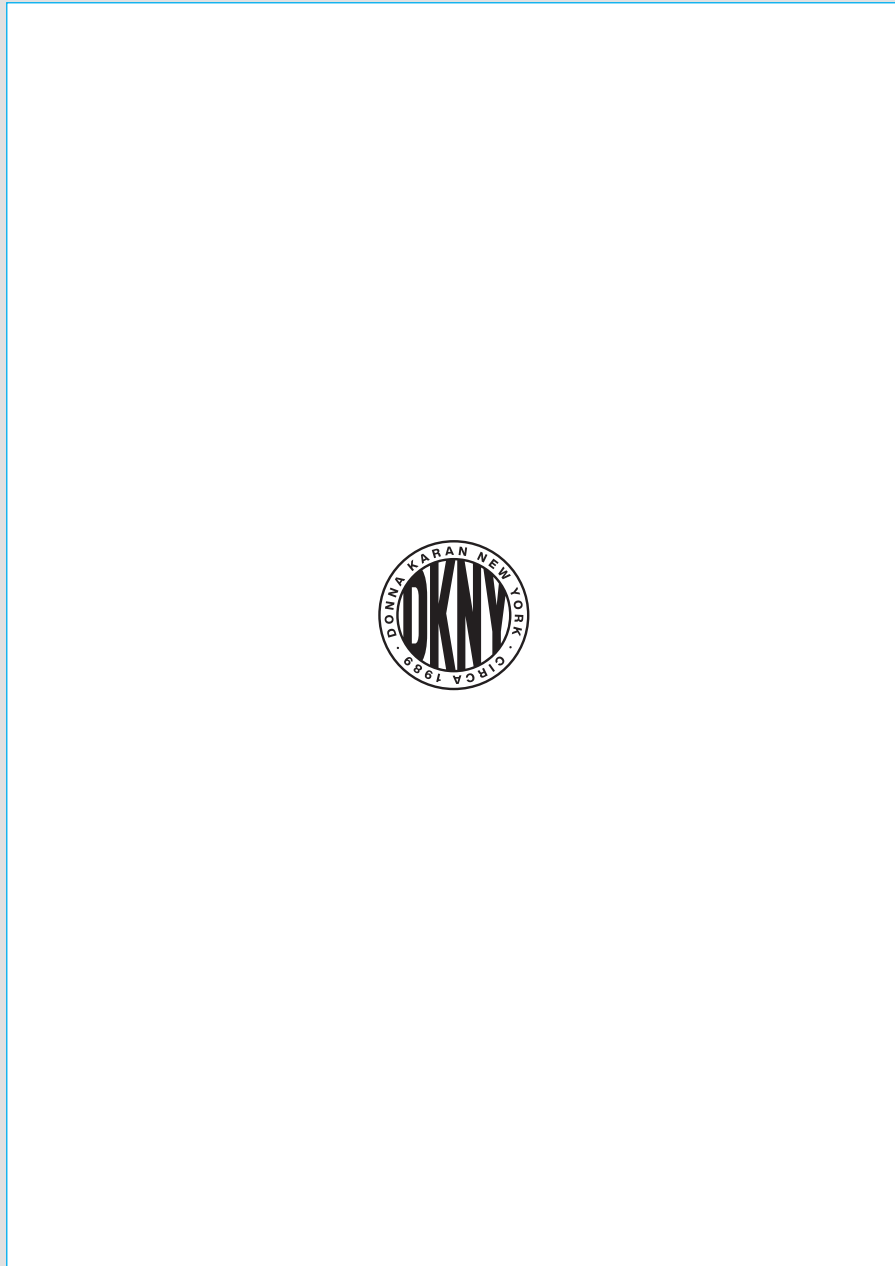
MEDIUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



LARGE SIZE:

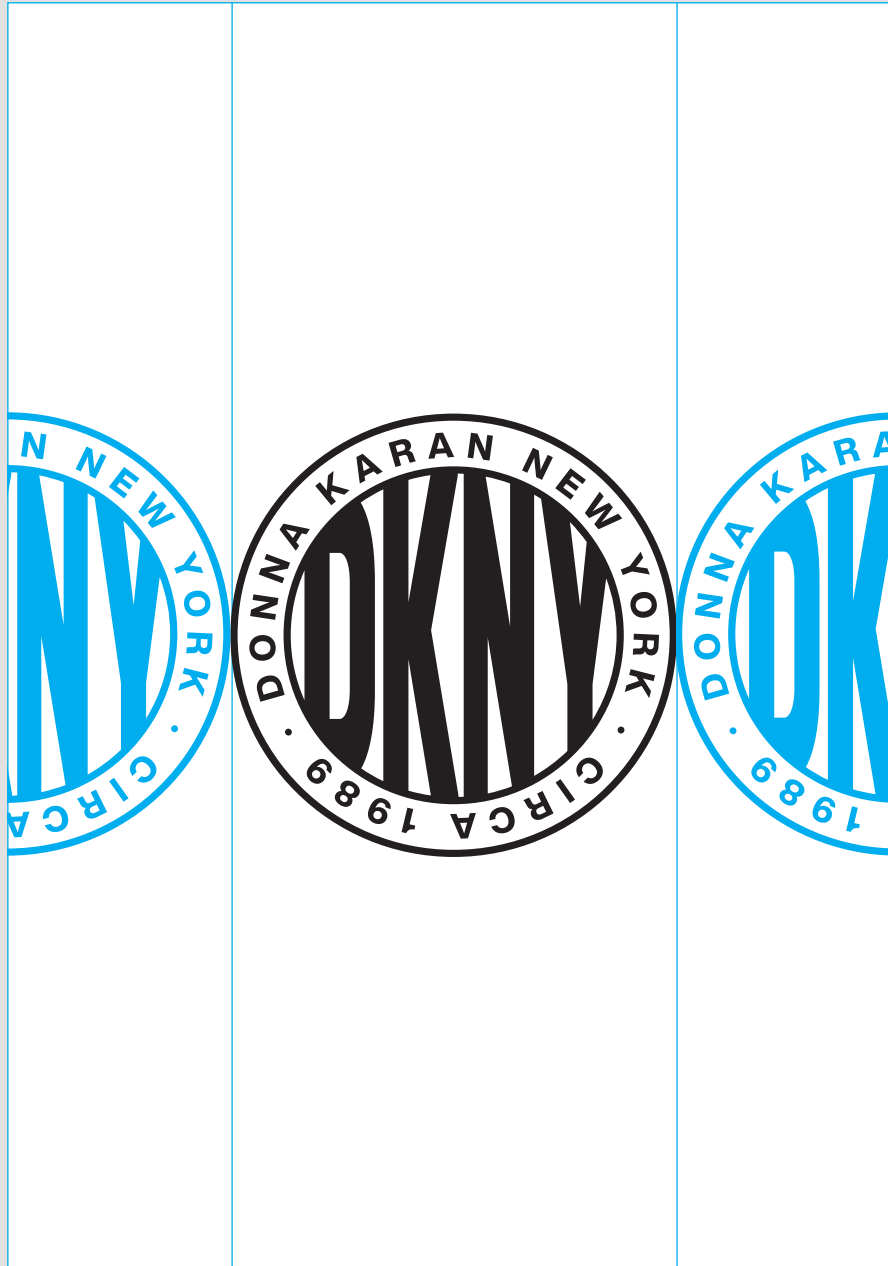
LARGE SIZE WIDTH IS DETERMINED BY PLACING 50% WIDTH OF X (THE WIDTH OF THE LOGO) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.

DEFINING THE SIZE OF LOGO
GENERAL USAGE



MINIMUM SIZE:

THE MINIMUM WIDTH FOR THE PRINTED APPLICATION OF THE LOGO IS 8MM. NOTE: ALWAYS USE CORE BRANDMARK TO DETERMINE CENTRE POSITIONING.



MAXIMUM SIZE:

THE MAXIMUM SIZE WIDTH IS DETERMINED BY 50% WIDTH OF X (THE WIDTH OF THE LOGO), SCALE ON EDGE TO EDGE.



INCORRECT SIZE:

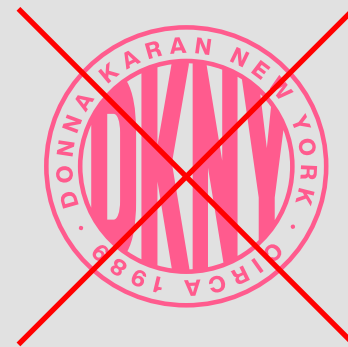
UNDER NO CIRCUMSTANCES CAN THE WORDMARK BE USED EDGE TO EDGE.

TOKEN MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOGO



DO NOT CHANGE THE PROPORTIONS



DO NOT USE LOGO WITH DIFFERENT COPY

TYPEFACE + BASIC TYPESETTING

OUR TYPEFACE: HELVETICA NOW

HELVECTICA NOW DISPLAY EXTRA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?**

HELVECTICA NOW TEXT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

HELVECTICA NOW DISPLAY THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,;:!?

TYPESETTING

LETTERSPACING SHOULD ALWAYS BE SET WITH
KERNING SET TO **OPTICAL / TRACKING 0**

SS 2020

TYPESETTING

LINE SPACING SHOULD BE SET TO “**AUTO**”

**EVERY DKNY WOMAN IS
DIFFERENT. SHE HAS HER OWN
STORY, HER OWN ATTITUDE,
HER OWN OPINION.**



DKNY SPORT SOHO 2.0 MOTIF
PRODUCT APPLICATION PRINCIPLES

MOTIF STANDARDS

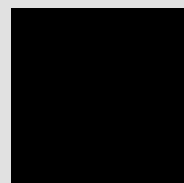
DKNY SPORT SOHO 2.0 MOTIF



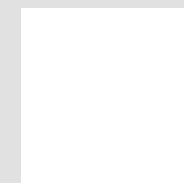
USAGE PRINCIPLES:

- FOR APPLICATION ON PRODUCT ONLY
- PLEASE REVIEW APPLICATIONS WITH DESIGN/LICENSING AND/OR MARKETING PARTNER FOR APPROVAL

DKNY SPORT SOHO 2.0 MOTIF
COLOR



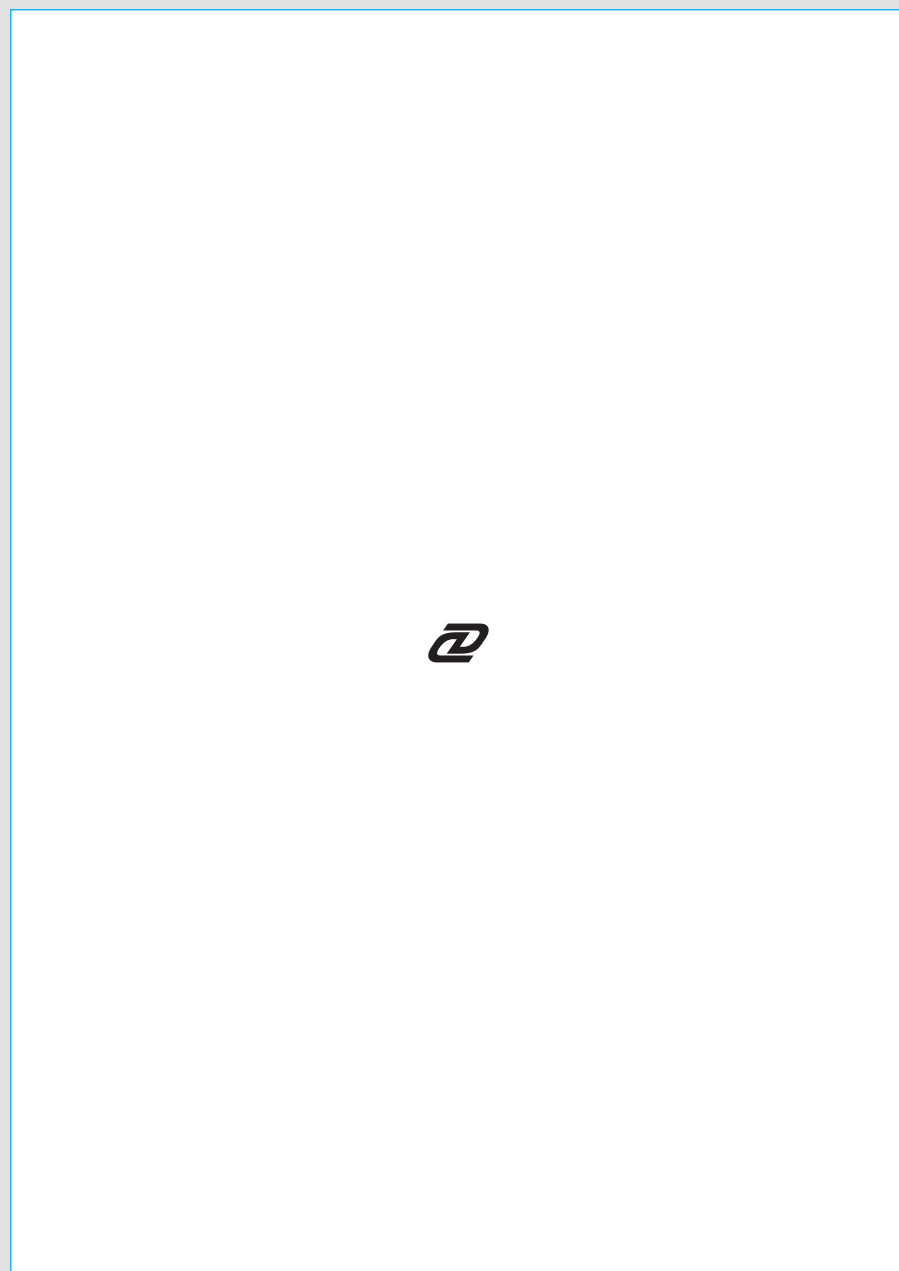
BLACK
R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK



WHITE
R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

MOTIF SIZING GUIDANCE

DEFINING THE SIZE OF MOTIF
GENERAL USAGE



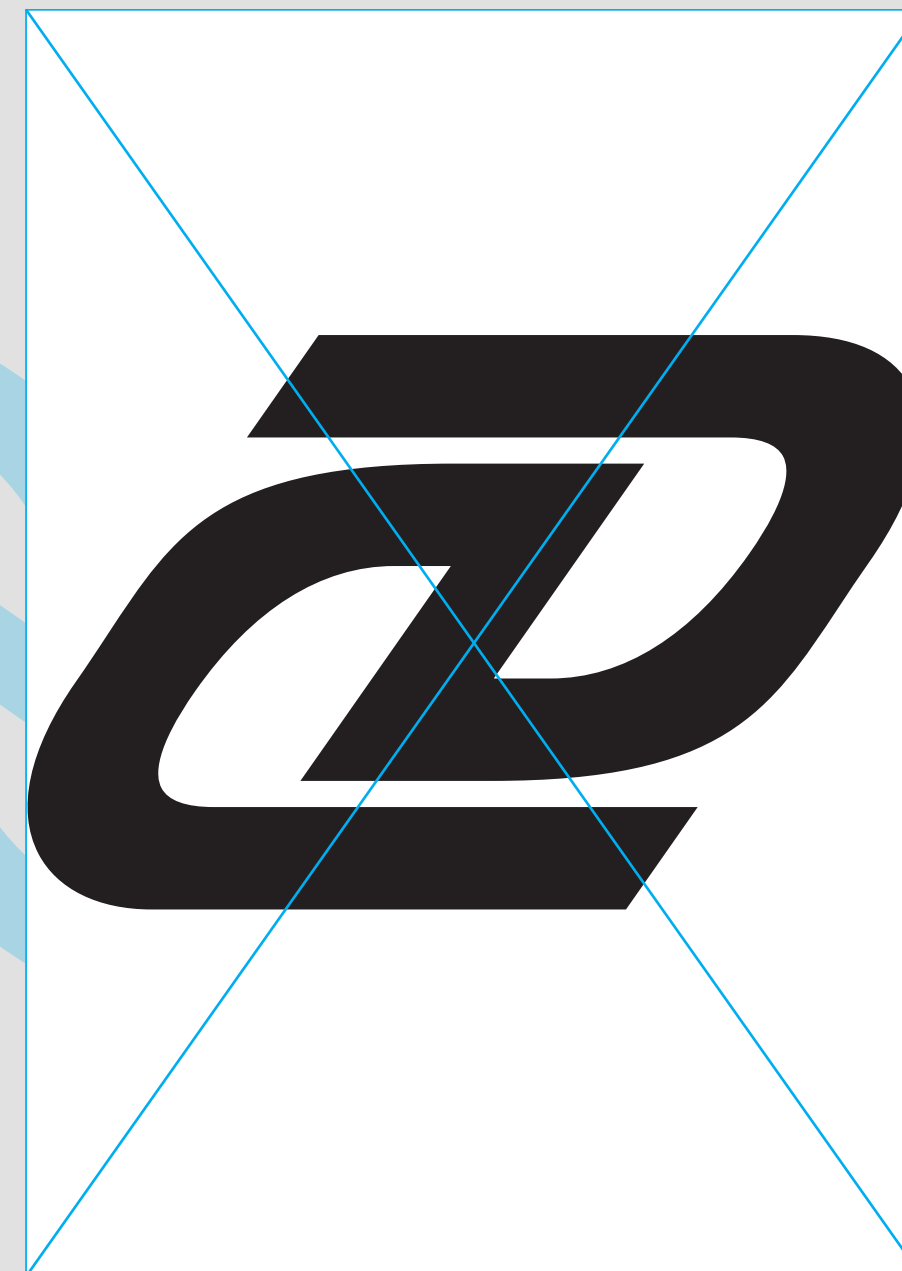
MINIMUM SIZE:

THE MINIMUM WIDTH FOR THE PRINTED APPLICATION OF THE MOTIF IS 8MM. NOTE: ALWAYS USE CORE BRANDMARK TO DETERMINE CENTRE POSITIONING.



MAXIMUM SIZE:

THE MAXIMUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF THE MOTIF STROKE ON EACH SIDE, SCALE ON EDGE TO EDGE.



INCORRECT SIZE:

UNDER NO CIRCUMSTANCES CAN THE MOTIF BE USED EDGE TO EDGE.

LOGO EXCLUSION ZONES



EXCLUSION ZONE:

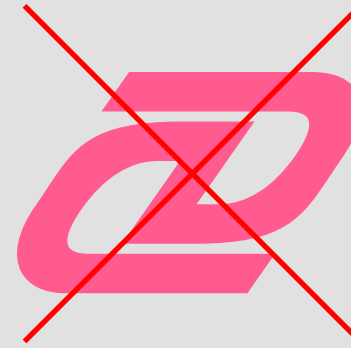
BASED ON THE PROPORTIONS OF THE MOTIF.
STROKE HAS BEEN USED AS A GUIDE FOR A RECOMMENDED
SPACE ON THE X-AXIS AND THE Y-AXIS.

MOTIF MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE PROPORTIONS

ALTERNATE MOTIF
WITH DKNY SPORT HORIZONTAL LOGO

ALTERNATE SPORT MOTIF



USAGE PRINCIPLES:

- FOR APPLICATION ON PRODUCT ONLY
- PLEASE REVIEW APPLICATIONS WITH DESIGN/LICENSING AND/OR MARKETING PARTNER FOR APPROVAL

ALTERNATE DKNY SPORT MOTIF SHOULD FOLLOW THE SAME PLACEMENT GUIDELINES AS MAIN SPORT MOTIF



DKNY SPORT SOHO 2.0 MOTIF LOCKUP
PRODUCT APPLICATION PRINCIPLES

MOTIF LOCKUP STANDARDS

DKNY SPORT SOHO 2.0 MOTIF LOCKUP



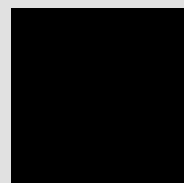
USAGE PRINCIPLES:

- FOR APPLICATIONS WHEN THE LOGO CAN ONLY BE REPRODUCED GRAPHICALLY IN PRINTED OR DIGITAL FORM.
- TO BE USED WHERE PHYSICAL OR DIGITAL INTERACTION WITH THE CORE BRANDMARK CANNOT BE ACHIEVED.

NOTEABLE APPLICATIONS:

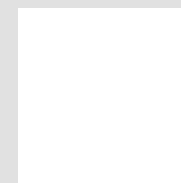
PRINT ADVERTISEMENTS

DKNY SPORT SOHO 2.0 MOTIF LOCKUP
COLOR



BLACK

R.0 G.0 B.0
C.30 M.30 Y.30 K.100
PANTONE BLACK

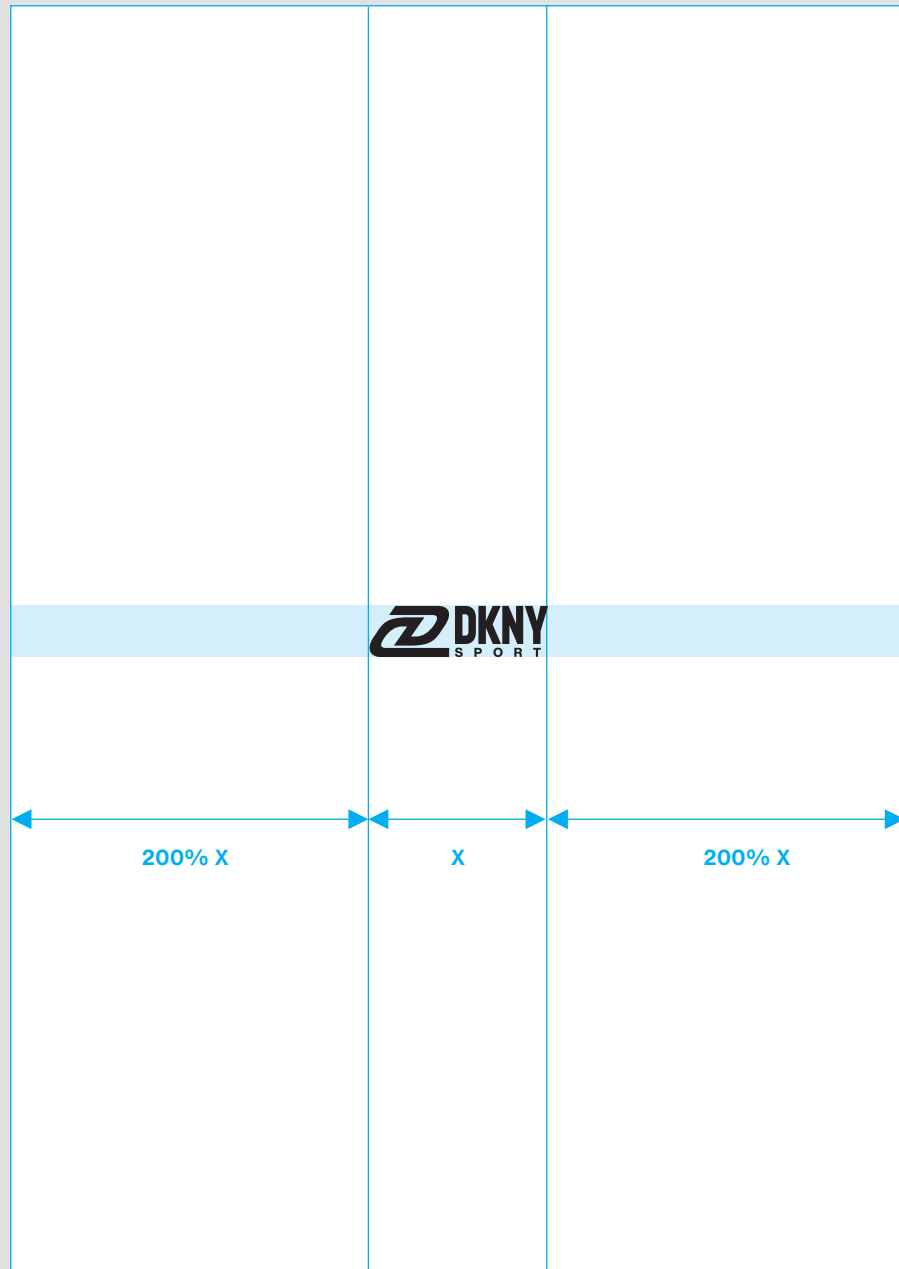


WHITE

R.255 G.255 B.255
C.0 M.0 Y.0 K.0
WHITE SPOT COLOR

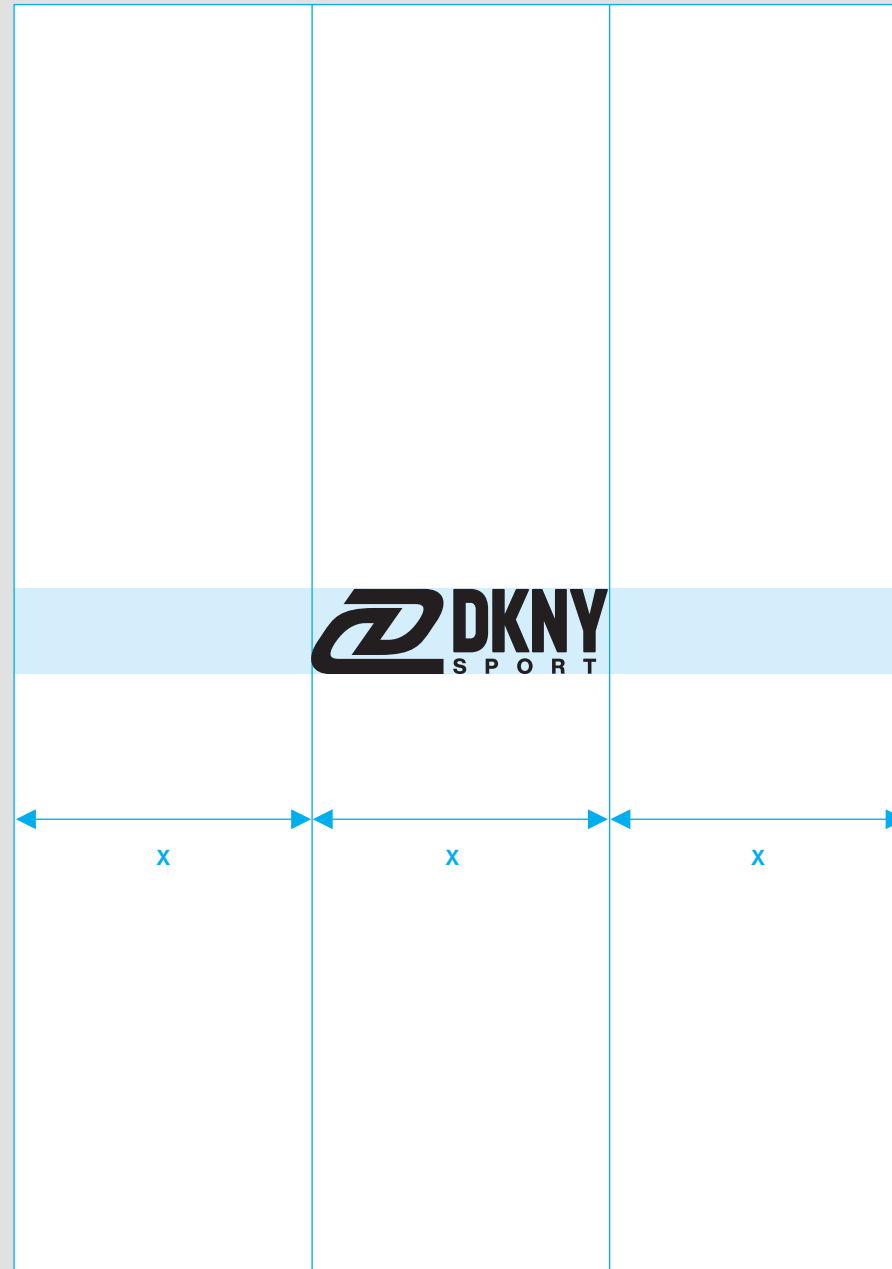
MOTIF LOCKUP SIZING GUIDANCE

DEFINING THE SIZE OF MOTIF LOCKUP GENERAL USAGE



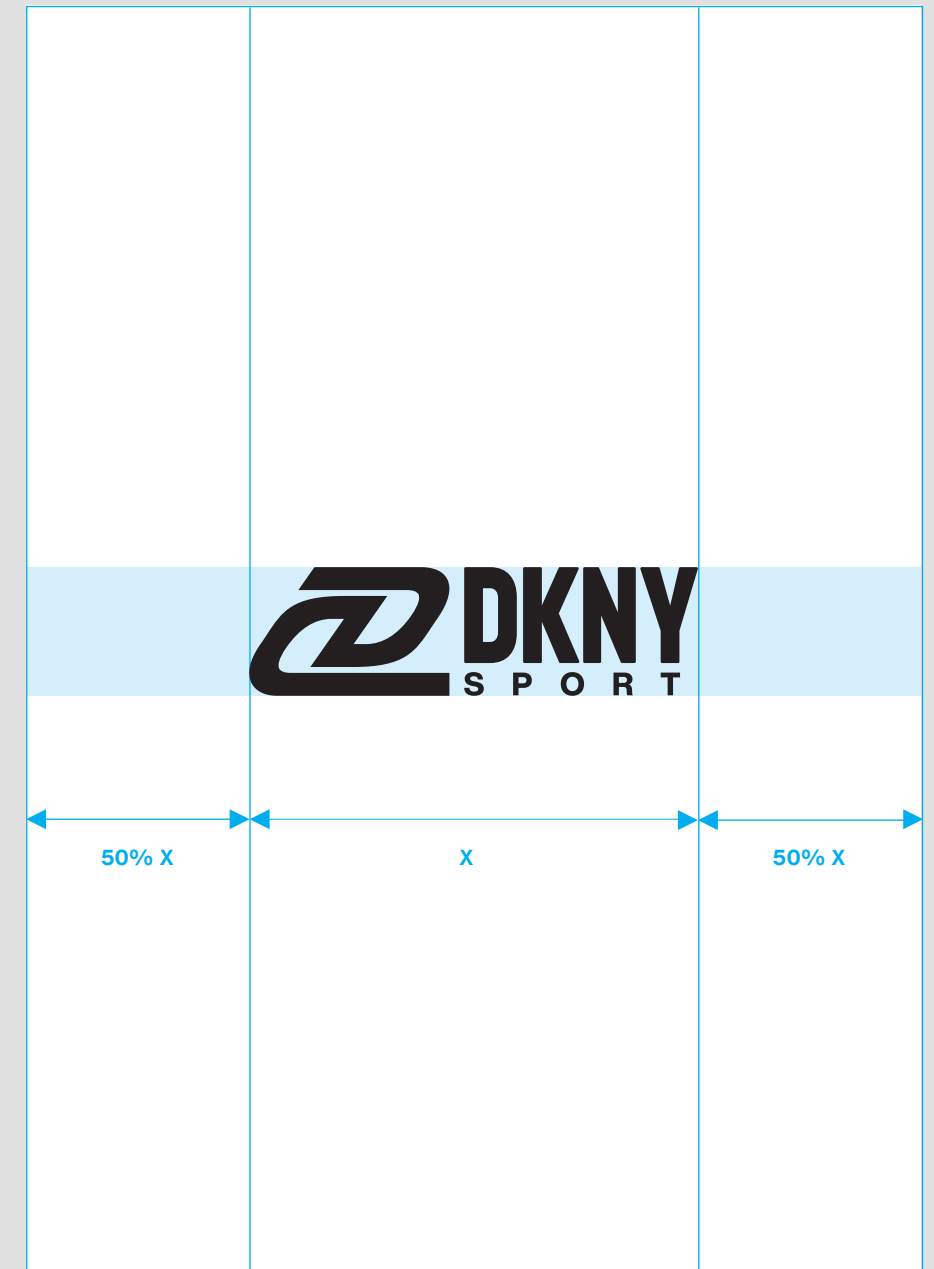
SMALL SIZE:

SMALL SIZE WIDTH IS DETERMINED BY PLACING 200% WIDTH OF X (THE WIDTH OF THE LOCKUP) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



MEDIUM SIZE:

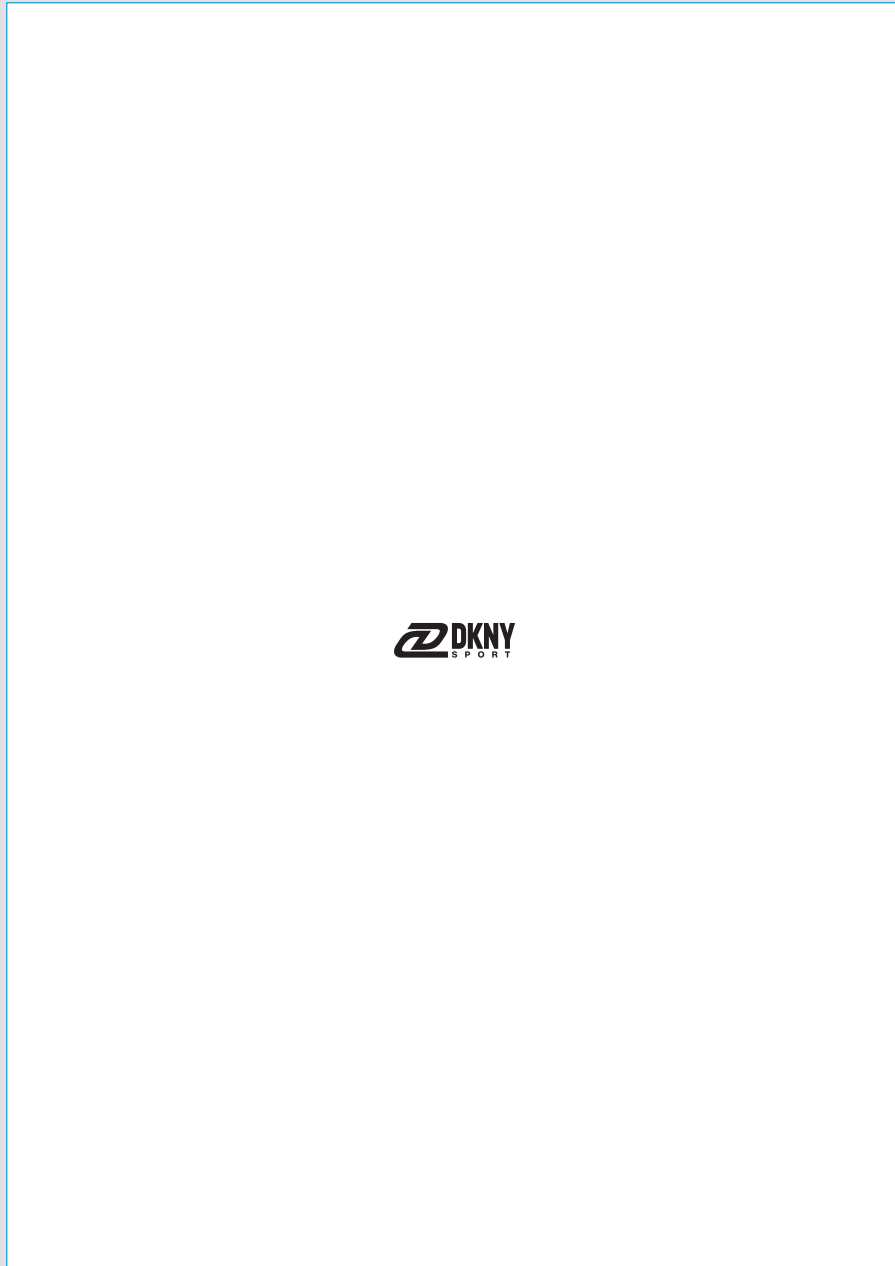
MEDIUM SIZE WIDTH IS DETERMINED BY PLACING SAME WIDTH OF X (THE WIDTH OF THE LOCKUP) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.



LARGE SIZE:

LARGE SIZE WIDTH IS DETERMINED BY PLACING 50% WIDTH OF X (THE WIDTH OF THE LOCKUP) ON THE EACH SIDES, SCALE ON EDGE TO EDGE.

DEFINING THE SIZE OF MOTIF LOCKUP
GENERAL USAGE



MINIMUM SIZE:

THE MINIMUM WIDTH FOR THE PRINTED APPLICATION OF THE LOCKUP IS 16MM. NOTE: ALWAYS USE CORE BRANDMARK TO DETERMINE CENTRE POSITIONING.



MAXIMUM SIZE:

THE MAXIMUM SIZE WIDTH IS DETERMINED BY PLACING SAME HEIGHT OF THE DKNY ON EACH SIDES, SCALE ON EDGE TO EDGE.



INCORRECT SIZE:

UNDER NO CIRCUMSTANCES CAN THE MOTIF LOCKUP BE USED EDGE TO EDGE.

MOTIF LOCKUP EXCLUSION ZONES



EXCLUSION ZONE:

BASED ON THE PROPORTIONS OF THE MOTIF LOCKUP, D HAS BEEN USED AS A GUIDE FOR A RECOMMENDED SPACE ON THE X-AXIS AND THE Y-AXIS.

MOTIF LOCKUP MISUSE

LOGO MISUSE



DO NOT CHANGE THE ORIENTATION



DO NOT CHANGE COLOR



DO NOT CHANGE THE SPACING OF LOCKUP



DO NOT CHANGE THE PROPORTIONS



DO NOT CHANGE THE LETTER PLACEMENT

DKNY SPORT MOTIF + LOGO LOCKUP
VERTICAL ORIENTATION

DKNY SPORT MOTIF + LOGO LOCKUP
VERTICAL ORIENTATION



IF PLACING THE MOTIF AND LOGO-LOCKUP IN A VERTICAL FORMAT ON PRODUCT, LOGOS MUST BE A MINIMUM OF ONE D-WIDTH AWAY FROM EACH OTHER.

D-WIDTH IS IN REFERENCE TO THE WIDTH OF THE D IN THE DKNY LOGO.