
PINGVIN
BRAND
GUIDELINES

CONTENT

5 HERITAGE

8 THE PINGVIN CHARACTER

9 LOGO

12 TYPOGRAPHY

14 PACKAGING DESIGN

16 BAG COLOURS

17 PHOTOGRAPHY

24 MOTION

25 SO-ME

26 DON’TS

ALL-TIME SWEETS

Some sweets last only a season.
Others last for generations.
Much of it comes from Pingvin.

Liquorice, gummies, and dragée.
Sweet, sour, salty and strong – often all at once.
Bags and sticks. Small pieces and big bites.

Since 1902, Pingvin has had a taste for what people in Denmark love.
And more than 100 years of experience creating sweets you keep coming back to.

Old classics and new favourites.
Enjoyed and shared – again and again.

PINGVIN

ALL-TIME SWEETS

ALLE TIDERS SLIK

Noget slik holder kun en sæson.
Andet holder i generationer.
Meget af det kommer fra Pingvin.

Lakrids, vingummi og dragée.
Sødt, surt, salt og stærkt – og gerne det hele på én gang.
Poser og stænger. Små stykker og store bidder.

Siden 1902 har Pingvin haft god smag for det, danskerne holder af.
Og mere end 100 års erfaring i at skabe slik, man vender tilbage til.
Gamle klassikere og nye favoritter.

Smag, der bliver nydt og delt – igen og igen.

PINGVIN

ALLE TIDERS SLIK

A DISTINGUISHED HERITAGE

Pingvin traces its roots back to 1902, when Høgh's Lakridsfabrik was founded as one of Denmark's first liquorice producers.

As the company expanded internationally, it adopted the name Pingvin – a name that travelled easily across borders. The penguin figure was introduced to make the brand recognizable to children who could not yet read.

The name and logo are also said to have been inspired by the factory manager, Viktor B. Strand, who was known for wearing a tailcoat – popularly referred to in Danish as a "penguin suit." The black-and-white visual identity echoed the colours of the factory's popular confectionery, Amagerstang. In 1962, Pingvin became part of Toms.

Built on Danish quality and craftsmanship, Pingvin remains known for playful sweetness and beloved classics enjoyed across generations.



The Pingvin brand expression in 1962



THE HISTORY THAT BUILT THE BRAND

Pingvin has a long and proud history on Danish retail shelves.

As this timeline shows, Pingvin has consistently evolved with the times – adapting and refining the brand while staying true to its character.

PINGVIN

1902

1902
Høgh's Lakridsfabrik is one of the first licorice manufacturers in Denmark



1950'S

1950's
Some of today's first licorice icons are created



1960'S

1962
Toms purchases Høgh's and Pingvin is introduced



1970'S

1970's
Several of today's most popular licorice icons are created



1980'S

1985
Pingvin Blanding is introduced



2000'S

2009
Pingvin figure and bags are redesigned





2010'S

2012
Pingvin figure and bags are redesigned





2020'S

2024
Pingvin Premium Licorice launches





2024
Pingvin Masterbrand is re-launched on candy bags





2016
Toms masterbrand is launched on candy bags



DEFINITION OF ICONIC DESIGNS

Shown here is a selection of our classic bags and an overview of how their designs have evolved over time.

PINGVIN BLANDING
Created 1985



2008



2010



2011



2012



2018



2020



2023

THE PINGVIN CHARACTER

The Pingvin is a friendly and cheerful figure, almost always shown with a smile.

Expressive and adaptable, it can hold different objects in its flippers and wear hats or accessories to help tell a story or reflect a particular mood. Warm, playful and instantly recognizable, the Pingvin is a familiar presence – bringing character, charm and a sense of comfort wherever it appears.

The Pingvin may change its facial expression, wear costumes, or hold different elements, but its original appearance must always be preserved.

It is important that it does not come to resemble other penguins.

The Pingvin is trademark registered.

PINGVIN



THE PINGVIN LOGO

The logo features a white outline and may be applied on any background colour.

Its versatility reflects the concept that Pingvin bags can exist in any colour, ensuring consistent visibility and brand recognition across diverse colour applications.

The word Pingvin was designed in a special typeface inspired by licorice candy when the name changed from Høghs Lakrids to Pingvin. The logo's appearance has not changed since.

The logo is trademark registered.









THE PINGVIN LOGO PT. 2

We use the ‘P’ as a standalone element, which can, for example, be used as a profile image on social media and similar applications.





ICONIC “SUBBRAND” LOGOS

Pingvin’s product range includes both new items and classic products.

Historically, each classic product has had its own logo. These logos—and their associated colours—are retained on the products.

Shown on the right is a selection of logos from well-known and beloved products that consumers have purchased over many years.

PINGVIN



MAIN TYPOGRAPHY

Verlag is used as the primary typeface.

It appears on the front of the packaging as the main communication font and is primarily, and almost exclusively, set in uppercase.

SECONDARY TYPOGRAPHY

Knockout is the secondary typeface and is used for declaration text on the back of the packaging.

See the following slides for additional usage guidelines.

PINGVIN

VERLAG BLACK

ABCDEFG

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
/()&%!,.1234567890

HFJ KNOCKOUT (51 Middleweight & 30 Junior Welterweight)

ABCDEFG

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
/()&%!,.1234567890

TYPOGRAPHY IN USE

Shown on the right is how the typefaces are applied in the packaging design.

PINGVIN

TABLE OF CONTENTS AND NUTRITIONAL CONTENT TEXTS ON THE BACK OF THE PACKAGING ARE WRITTEN IN KNOCKOUT

Knockout 51 Middelweight

Knockout 30 Junior Welterweight

MAIN TEXTS ARE WRITTEN IN VERLAG BLACK

PÅ LAGER FRA
UGE 18



VI HAR LAVET SLIK SIDEN 1902. PINGVIN-FIGUREN OG NAVNET ER INSPIRERET AF VORES FØRSTE STANG, SOM VAR SORT OG HVID.



Toms

(DK/N) VINGUMMI.
Ingredienser: Sukker, glukose-fruktosesirup, glukosesirup, gelatine/gelatin, modificeret majs-/maisstivelse, syrer (æble-/eplesyre, citronsyre/sitronsyre), aromaer, vegetabilsk olie/olje, overfladebehandlingsmiddel (carnaubavoks), farvestoffer/fargestoffer (chlorophyll/chlorophyllin-kobber-kompleks,curcumin, carmin/karmin), gulerodsekstrakt.
Opbevares tørt og køligt. Oppbevares tørt og kjølig.

(S) VINGUMMI.
Ingredienser: Socker, glukos-fruktossirap, glukossirap, gelatin, modifierad majsstärkelse, syror (äppelsyra, citronsyra), aromämnen, vegetabilisk olja (kokos, raps), ytbehandlingsmedel (karnaubavax), färgämnen (Kopparkomplex av klorofyller och klorofylliner, kurkumin, karmin), morotsextrakt.
Förvaras torrt och svalt.

VI HAR LAVET SLIK SIDEN 1902. PINGVIN-FIGUREN OG NAVNET ER INSPIRERET AF VORES FØRSTE STANG, SOM VAR SORT OG HVID.



NÆRINGSINDHOLD/NÄRINGSINNEHÅLL/ NÄHRWERTE/RAVINTOSISÄLTÖ PR./PER/PRO 100 G	
Energi/Brennwert/Energia	1507 kJ/355 kcal
Fedt/Fett/Rasva -heraf mættede fedtsyrer/varav mättat fett/ davon gesättigte Fettsäuren/ josta tyydyttynyttä	<0,5 g <0,1 g
Kulhydrat/Kolhydrat/Kohlenhydrate/ Hiilihydraatit -heraf sukkerarter/varav sockerarter/ davon Zucker/josta sokereita	81 g 60 g
Protein/Eiweiß/Proteiini	7,0 g
Salt/Salz/Suola	<0,01 g

Netto 110 g

PACKAGING DESIGN
ORIGINAL VS. LIMITED EDITIONS AND ACTIVATION PRODUCTS

Here, the individual design elements that shape and define the original packaging are presented.

An activation bag is also featured, incorporating several of the same elements, with a twist.



ORIGINAL



ACTIVATION

DESCRIPTION OF TECHNICAL DETAILS

PLEASE MAKE LIKE PREVIOUS PACKAGING GUIDELINE

Here i s a technical explanation – including sizes, spacing, and colours – of how the packaging is constructed.

All proportions and percentage specifications are based on a 110 – 130 g bag (125 × 160 mm). For larger formats, all elements must be scaled proportionally following the indicated percentage values.

PINGVIN

Example 110-130 g bag
125 x 160 mm

Distance from the top of the bag to the PINGVIN logo is 25 mm or 15,6% of the total height

Logo width, 34 mm or 37% of the total width

Heksehyl häxvråL measures 20% of the total height of the bag, and is placed behind the Pingvin

The Pingvin measures 60% of the total height

The “window” measures 23,5% of the total height

Verlag Black
Size 10.3 pt.
Leading 10.3 pt.
Kerning -8



Distance from the bottom of the bag to the “window” 20 mm or 8% of the total height

FRONT

Toms logo
15,75 mm wide or
12.7% of the total width

x height min. size 1.2 mm.
Applies to all text.

Knockout
HTF51 Middleweight
Size 7.3 pt.
Leading 6.7 pt
Kerning -15

Verlag Black
Size 6.5 pt.
Leading 6.5 pt.
Kerning -5

Knockout
HTF50 Welterweight
Size 7.3 pt.
Leading 6.5 pt
Kerning -15

Knockout HTF29
Junior Liteweight
Size 7.3 pt.
Leading 6.7 pt
Kerning -20

Knockout
30 Junior Welterweight
Size 7.3 pt.
Leading 6.7 pt
Kerning -15

Knockout
30 Junior Welterweight
Size 7.3 pt.
Leading 7.5 pt
Kerning -10

White boxes x 2
36 x 20 mm

Knockout
HTF49 Liteweight
Size 7.3 pt.
Leading 6.7 pt
Kerning +60



Knockout HTF30
Junior Welterweight
Size 14.5 pt.
Kerning -5

Knockout
HTF49 Liteweight
Size 7.3 pt.
Leading 6.7 pt
Kerning -5

BACK

BAG COLOURS

Bag colours may vary across the spectrum but must follow two principles:

1. The colour should reflect the product inside.
2. Avoid using colours already assigned to other variants in the range.

PORTFOLIO COLOUR RULES

Certain iconic products are closely associated with specific colours and must always retain them. Background colours serve as a clear navigation tool and must not create confusion within the portfolio.

Black and blue are the primary signifiers of liquorice. Green may be used as an exception when clear differentiation is needed.

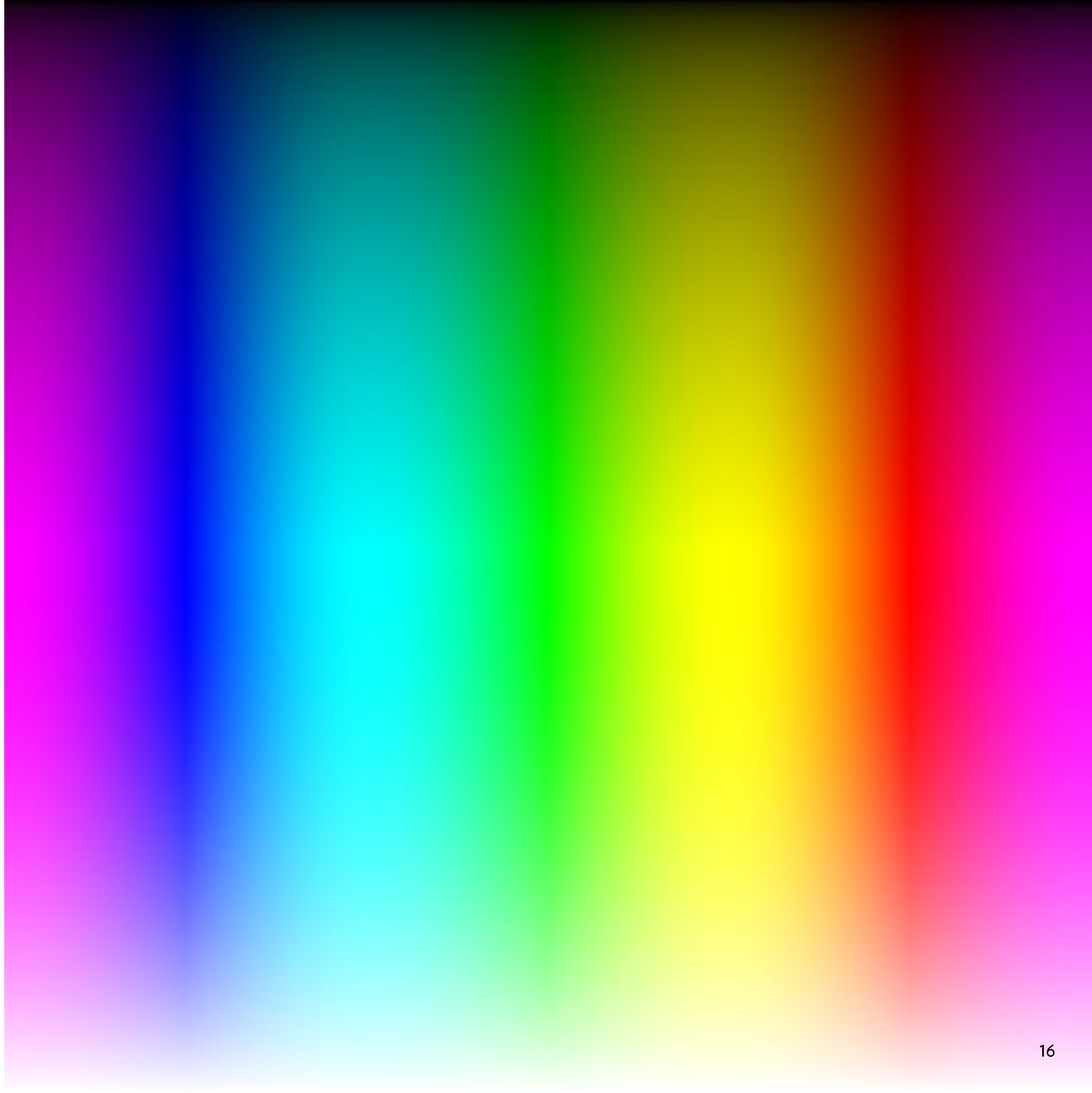
New products should use strong, saturated colours to ensure shelf impact — avoid pastels.

C: 0 R: 0
M: 0 G: 0
Y: 0 B: 0
K: 100

HEX: 000000
PANTONE: BLACK C

C: 0 R: 255
M: 0 G: 255
Y: 0 B: 255
K: 0

HEX: FFFFFF
PANTONE: –



STYLE OF PHOTOGRAPHY

Products are portrayed in a neutral and realistic manner when photographed.

There is always a good balance between contrast and highlights, and the colours are rich and saturated. Products are consistently shown with a shadow beneath them.

A special feature is the stacked candy pieces, which are used on the front of the packaging and in other contexts. These are created through digital editing.

PINGVIN



STYLE OF PHOTOGRAPHY

Shown on the right is the use of stacked product displays.





STYLE OF PHOTOGRAPHY

Examples of packaging photos (mock-ups) are shown here.

NOTE that the background colour is a lighter shade of the bag's background colour..



PINGVIN

STYLE OF PHOTOGRAPHY

A floating version of the bags can also be used, allowing for more dynamic and playful presentations of the products in layouts and visuals.



STYLE OF PHOTOGRAPHY

Alternatively, the bags can be laid down on a surface, allowing for a different presentation of the products.

PINGVIN







PICTURES OF PORTFOLIO

The bags can also be arranged in a ‘family photo’ composition.

NOTE the horizon line in the background, which creates the illusion of a three-dimensional space.




PINGVIN
PINGVIN BLANDING
VINGUMMI LÆKRE STÆN
INGEN KUNSTI FARVER
PINGVIN
SKILTE LAKRIDS
GOD STÆRK LAKRIDS
IKKE TILSAT FARVESTOFFE
PINGVIN
LAKRIDS WIRE
BLØD, SØD LAKRID
IKKE TILSAT FARVESTOFFER UDEN GELATIN
PINGVIN
SALTY KARMELLA
STÆNGER MED SALTET KARAMEL FYL
IKKE TILSAT FARVESTOFFER UDEN GELATIN
PINGVIN
MINI GODTER
INGEN KUNST FARVER
PINGVIN
LAKRIDS WIRE
BLØD, SØD LAKRID
IKKE TILSAT FARVESTOFFER UDEN GELATIN
PINGVIN
LAKRIDS HITS
LAKRIDSSTÆN LAKRITSSTÅN
INGEN KUNSTI FARVER – UDEN GELATIN
PINGVIN
PINGVIN BLANDING
VINGUMMI LÆKRE STÆN
INGEN KUNSTI FARVER
PINGVIN
HEKSEHYL
HÄXTRÅL
STÆRK SALTLAKRI STARK LAKR MED SALMI
INGEN KUNSTI FARVER – UDEN GELATIN
PINGVIN
HIT MIX
VINGUM LAKRIDS DRAGÉBIB
INGEN KUN FARVER
PINGVIN
MINI GODTER
SMÅ STÆNGER VINGUMMI MED SM AF JORDBÆR, ANAN & CITRON
INGEN KUNSTIG FARVER
PINGVIN
SALTY KARMELLA
STÆNGER MED SALTET KARAMEL FYL
IKKE TILSAT FARVESTOFFER UDEN GELATIN
PINGVIN
VINGUMMI HITS
MED SMAG PÆRE, HINDB ÆBLE, CITRO FERSKEN
INGEN KUNSTI FARVER
PINGVIN
SKILTE LAKRIDS
GOD STÆRK LAKRIDS
IKKE TILSAT FARVESTOFFE
PINGVIN
LAKRIDS HITS
LAKRIDSSTÆ LAKRITSSTÅ
INGEN KUN FARVER UDEN GELA

ANIMATED MOTION

Shown here are examples of animated use of a few of the elements we looked at earlier in this guide: product photography and logo.



PINGVIN

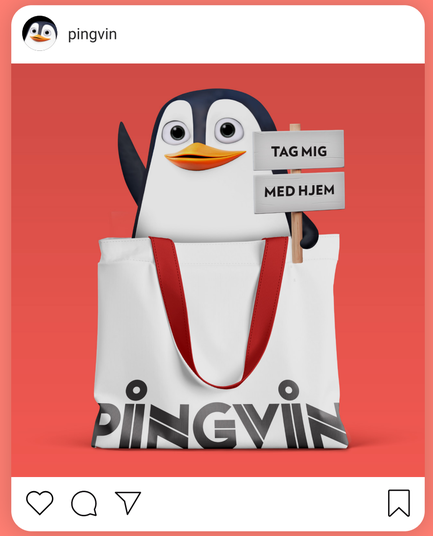
IP

SO-ME

On social media, Pingvin is presented in a playful and fun universe, using humour, charming elements, and lively visuals to engage the audience and reflect the brand's cheerful personality.

SoMe changes constantly with trends, but it is important not to alter Pingvin's appearance. The Pingvin must not resemble other penguins due to trademark protection.

The Pingvin should be used with care and must not appear childish, in accordance with regulations regarding marketing to children. Please contact Toms Marketing for the code of conduct.









DON'TS

Avoid incorrect use of Pingvin elements to ensure a consistent and correct brand presentation.

Here are a few examples to be aware of.

CLAIMS

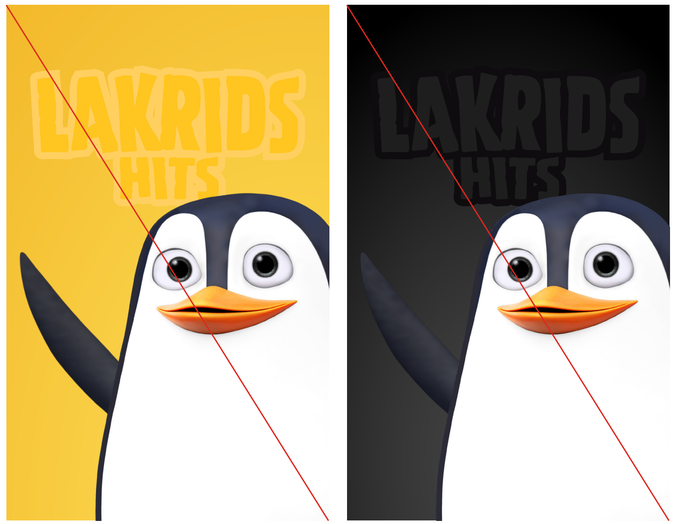
Taste must always be formulated as:
"med smag af XXX" or **"XXX-smag."**
All flavour claims must follow one of these formats.

"Ikke tilsat farvestoffer" is used to describe liquorice, as all our liquorice gets its colour from the liquorice itself rather than from added colourings.

"Ingen kunstige farver" describes that we do not use artificial colours. All colour claims must be formulated in this way.

PINGVIN

DO NOT USE LIGHT COLOURS ON LIGHT BACKGROUNDS
OR DARK COLOURS ON DARK BACKGROUNDS:





DO NOT ALTER, ROTATE OR RECOLOUR THE PINGVIN LOGO IN ANY WAY.
DO NOT USE THE LOGO IN INCORRECT RESOLUTION. DO NOT USE THE LOGO WITH THE TOMS LOGO PLACED ABOVE.

PINGVIN PINGVIN PINGVIN PINGVIN
PINGVIN PINGVIN PINGVIN toms PINGVIN