

A new chapter for Danish Shipping

The Danish Shipowners' Association has always kept up with the times - a fundamental requirement ever since a group of visionary shipowners established the association in 1884 under the Danish name 'Dampskibsrhederi-Foreningen' - The Steam Shipowners' Association. The name was modified in 1900, and later the name was updated again to the Danish Shipowners' Association.

Now, as then, the organisation speaks on behalf of the Danish shipping industry, as it strives to ensure the best possible framework conditions for future growth.

Now we take the next step as the Danish Shipowners' Association becomes Danish Shipping.



A common identity that encompasses the entire shipping industry

The new visual identity unites the three organisations that represent all areas of the shipping industry in Denmark. This gives the industry a unified appearance in its interaction with stakeholders. The three distinct colours originate from the cartographic colours of the shipping industry's subsectors. With deep-ocean blue for Danish Shipping's logo, the light-blue, which represents the offshore sector and coastal traffic for the Danish Shipowners' Association of 2010, and the green that references Denmark's interconnected regions and represents the Danish Ferry Association.



Based in Denmark with an international outlook

Danish Shipping's visual identity combines a Danish footing with an international outlook - two elements characteristic of today's shipping industry in Denmark.

The new logo is based on the international morse code, which for many years has been the principal mode of communication for global shipping. The juxtaposition of the two morse letters in the logo - D and K - also evokes the Danish flag.

The international morse code

A	· - · -	J	· - - - -	S	· · ·
B	- · · · ·	K	- · - · -	T	-
C	- · - · -	L	· - · · ·	U	· · · -
D	- · · ·	M	- -	V	· · · - ·
E	·	N	· · -	W	· - · -
F	· · · ·	O	- - -	X	· - · - -
G	- - ·	P	· - · · ·	Y	- · - - -
H	· · ·	Q	- · - - -	Z	- · - · -
I	· · · ·	R	· - · ·		

