Blue Bunny ICE CREAM™

BRAND GUIDELINES

DECEMBER 04, 2015

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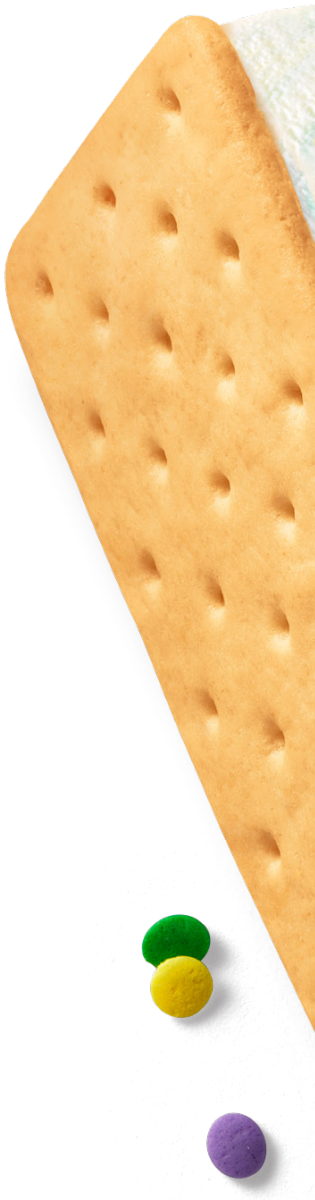

STRATEGY

STRATEGY

BRAND ESSENCE

Blue Bunny is the most playful ice cream.

CORE BENEFITS

EMOTIONAL: Makes me laugh, smile and feel a little more child-like.

RATIONAL: Premium quality ice cream in delicious flavors and varieties.

REASONS TO BELIEVE

Our lovable bunny, Blu, personifies our playful nature.

Our flavors & varieties are more fun and entertaining than the other guys out there

Our ice cream has been locally sourced in Le Mars, IA for over 80 years.

BRAND VOICE

BRAND VOICE

The Blue Bunny voice should reflect our fun-filled ice cream. It should elicit the same happy-go-lucky feeling as a scoop of your favorite flavor.

PERSONALITY ATTRIBUTES

Fun, Clever, Mischievous, Genuine, Sweet, Modern, Playful

BLUE BUNNY IS...

Delightfully playful

Happy and contagiously enthusiastic

Irresistibly lovable

... with a mischievous wink and something up his furry sleeve, all in the spirit of good fun.

BLUE BUNNY ISN'T

Off the wall, Tricky or Smarty pants, Pesky or Troublemaking, Overly serious, Saccharine, Hip, Childish

BRAND VOICE

PRINCIPLES

The following principles shape and guide our tone of voice. So, when writing on behalf of the Blue Bunny brand, let the following inspire and focus content across all media platforms. Oh, and please have fun in doing so. We insist.

1. STAY FRESH - *Stay cool (but not too cool) and always know the scoop.*

We stay current and up-to-date on cultural trends and events, and we weave these happenings into communication with our consumers. We're not hip or supercool. We're just tuned in.

2. BUNNY AROUND - *Say things with a smile and a knowing wink.*

We goof around a good deal. Sometimes we speak tongue-in-cheek. We don't take ourselves too seriously. We're delightfully playful without crossing over into obnoxious, offensive, or absurd.

3. KEEP IT REAL - *Reach 'em on a human level.*

We speak with an ease and casualness that allows our audience to feel at home—comfortable enough to confess they may or may not have polished off the last two Mini Swirls (and there's nothing wrong with that).

4. BE SWEET - *Sweeten the ice cream experience.*

Everyone's considered and no one's left out. Blue Bunny has a sweet tooth for generosity and kindness. We're out to prove that nice guys—and girls—finish first.

5. CUT TO THE CHASE - *Be brief, and leave them wanting more.*

The last thing we want to do is get in the way of people and our ice cream, so instead, we get to the point. Less is more, unless we're talking about scoops of ice cream.

6. SCREAM FOR ICE CREAM - *Eat, sleep, and dream ice cream.*

While other companies jump on the trendy bandwagon (hello, gelato), we scream for ice cream. We're ice cream's biggest fan so it only makes sense for us to be its self-appointed spokesperson.

BRAND WORLD RECOMMENDATIONS

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MASTER BRAND MARK RULES

MASTER BRAND MARK RULES: BRAND MARK

"B" (TAIL & EARS)

The alliterative nature of the brand name allowed us the opportunity to consolidate the two B's into one. With the addition of rabbit ears, a tail, and some finessing of the shape of the letter B, we were able to consolidate the two B's and the bunny from the old brand mark into one simple, identifiable and ownable brand icon that can stand alone.

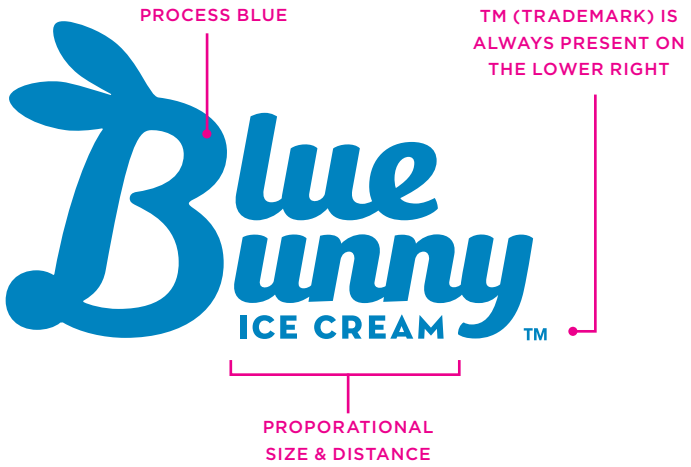
MASTER BRAND MARK RULES

WITH ICE CREAM:

- Predominantly, the Brand Mark appears in Process Blue

- The Brand Mark locked up with the word "icecream is used ONLY on Core PIC "ice cream" SKUs.

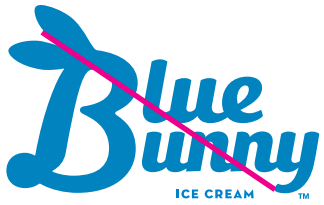
- The proportion and distance of "ice cream" to "Blue Bunny" should always be constant.



DON'T stretch the brand mark or distort in any way

WITHOUT "ICE CREAM":

The Blue Bunny Brand Mark appears without the word "ice cream" locked up to it on other offerings like Sweet Freedom, Frozen Yogurt, Novelties & C-Store ?????



DON'T modify or change the proportion of the Blue Bunny: Ice Cream lock up

IN REVERSE:

When the brand mark falls on a process blue back-ground, convert it to white

IN BLACK:

The Logo can appear in black or white on merchandise

or one color print jobs

DON'T change the color of the brand mark in any way

MASTER BRAND MARK RULES

PROCESS BLUE BRAND MARK ON PASTEL COLOR BACKGROUNDS

Always place the Process Blue Brand Mark on white and pastel/lighter color backgrounds that don't vibrate with Process blue.

DON'T PLACE PROCESS BLUE BRAND MARK ON VIBRATING COLOR BACKGROUNDS

Never place process blue brand mark on background colors that vibrate

PREMIUM ICE CREAM

PREMIUM ICE CREAM: BRAND MARK

PROCESS BLUE

Process Blue

TM (TRADEMARK)

TM is always present in the lower right

"ICE CREAM"

Use Blue Bunny Logo with word "ice cream" locked up to it on all "Core" SKUs

BLUE BUNNY BRAND MARK SIZE 100%

Blue Bunny brand mark size on Core SKUs is at 100%

NO "ICE CREAM"

Remove word "ice cream" on brand mark lock up on all Frozen Yogurt SKUs

BLUE BUNNY BRAND MARK SIZE 75%

Blue Bunny Brand Mark on Frozen Yogurt SKUs are 75% of the Blue Bunny brand mark size on Core SKUs

NO "ICE CREAM"

Remove word "ice cream" on brand mark lock-up on all Sweet Freedom SKUs

BLUE BUNNY BRAND MARK SIZE 65%

Blue Bunny Brand Mark on Sweet Freedom SKUs are 65% of the Blue Bunny brand mark size on Core SKUs

PREMIUM ICE CREAM: TYPOGRAPHY

NEUTRAFACE 2 DISPLAY

Use as primary typeface on product name, flavor names, flavor descriptors and primary Back Of Pack romance copy

NEUTRAFACE 2 DISPLAY
ABCDEF1234567890!@#$%

CORE RHINO 85 BLACK

Use as typeface on Sub-brand names, sub-brand call-outs/descriptors and seals

CORE RHINO 85 BLACK
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!@#$%

NEUTRA TEXT (DEMI)

Use as typeface on secondary Back Of Pack romance copy

Neutra Text (Demi)
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz1234567890!@#$%

PREMIUM ICE CREAM: TYPOGRAPHY

TYPE SIZE

Flavor name appears in 2 consistent sizes across the system determined by length of name. One for short; one for long.

TYPE COLOR

Flavor name should match ice cream color.

FLAVOR DESCRIPTOR

- Flavor descriptor is a consistent type size across all SKUs
- Flavor descriptor color is based on inclusions; if there are no inclusions, then they are based on ice cream color or flavor propping if present.

BULLET POINTS

Bullet points are to be used in between ingredients in flavor descriptors that share a line; to to hang off ends of lines.

DISCLAIMER
System and reference image is based on files released by Pearlfisher. The type size & setting have been modified in 'roll-out' SKUs. Please reference Shawck Files

PREMIUM ICE CREAM: SEALS

TIER 1 SEAL

Use on Tier 1 PIC SKUs to help separate from Tier 2 PIC SKUs

BETTER-FOR-YOU SEALS

Use better-for-you Seals to call attention to claim

TOP LEFT (LOCATION OF SEAL)

All seals should fall on the top left of the tub

PREMIUM ICE CREAM: SEALS

SEASONAL ICONS

Seasonal SKUs have an illustrated seasonal icon on right of the Label.

Never placed on the left so that it doesn't interact with other seals on pack

Seasonal Icons are always in the brand blue color.

LIMITED EDITION SPOON

"Limited Edition" SKUs are represented with an illustrated blue spoon on the right of the pack.

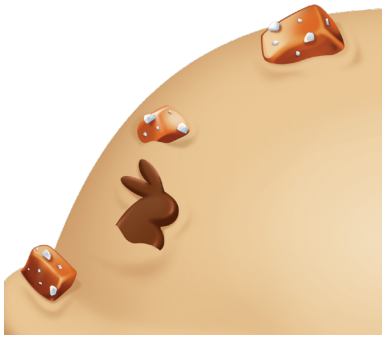
Never placed on the left so that it doesn't interact with other seals on pack

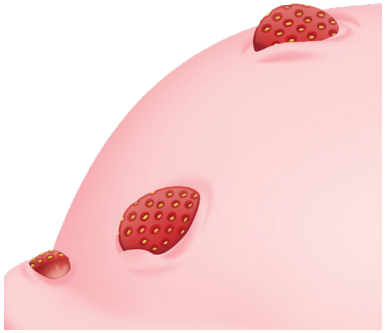
Limited Edition Icons are always in the brand blue color.

PREMIUM ICE CREAM: ILLUSTRATION

ILLUSTRATION STYLE

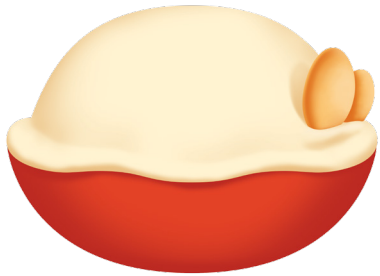
All SKUs must maintain the same illustration style (animated, pixar-like graphics).





FLAVOR COLORS

- Ice cream should always be lighter (using pastel, pale colors) than the bowl.
- Bowl color is pulled from color in the inclusion illustration, always a bolder, darker color in order to compliment the ice cream color and increase shop-ability by flavor. Each ice cream flavor is assigned a unique bowl color.



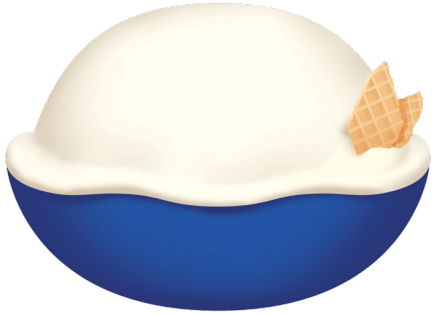
PREMIUM ICE CREAM: INCLUSION ILLUSTRATIONS

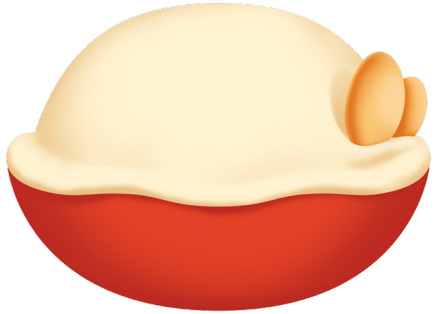
INCLUSION GRID

Inclusions (ingredients) always follow an identical grid for layout and placement around the Brand Mark, excepting SKU's with no inclusions.

SINGLE INCLUSION

Inclusion is always propped on far right of label illustration.





MULTIPLE INCLUSIONS

Inclusions are always propped in identical positions whenever possible, following the grid illustrated to the right.

PREMIUM ICE CREAM: BRAND MARK/TYPE PLACEMENT

ALL SKUS

- There should always be a clear space in the illustration to accomodate the Brand Mark on the ice cream, as well as product identity information on the bowl.
- Inclusions (single and multiple) are positioned in the same place to create an identical clear space across all SKUs.

SWIRL FLAVORS

- Specifically on flavors with Swirls on multiple ice cream bases (like Neapolitan & Coco Mango), no edge of any color should split the brand mark.
- Flavor colors must be similar in value (light/pastel) to ensure appropriate contrast with the brand mark.

PREMIUM ICE CREAM: ALL PANEL & LAYOUTS

ALL PANEL

Use all panel layout as formula to extend to all 46 FL OZ PIC

DISCLAIMER
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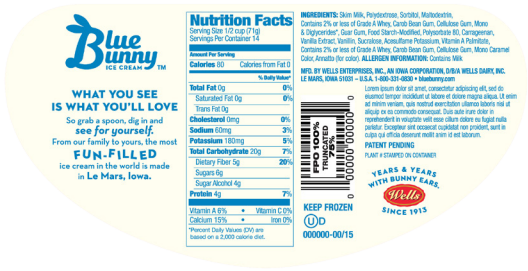
FRONT OF PACK



BACK OF PACK

LIDS

All lids are an extension of the FOP Inclusions (ingredients) always follow an identical grid for layout and placement around the Brand Mark, excepting SKUs with no inclusions

INCLUSION PLACEMENT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque faucibus ex erat, placerat elementum massa vulputate vel.

No inclusions; single flavor propping instead

PREMIUM ICE CREAM: ROMANCE COPY

ROMANCE COPY

Copy block is always centered under the brand mark. The copy is set playfully, with letters angled, words emphasized, and blocks of copy swerved or titled in order to emphasize particular words or phrases.

When the Wells logo should appear on Blue Bunny products, arch and center the copy above the logo. Copy below the logo should also be centered and curve slightly upwards like a smile.

DISCLAIMER
System and reference image is based on files released by Pearlfisher. Back of back has been modified in 'roll-out' SKUs. Please reference Shawck Files

PREMIUM ICE CREAM: COLOR SYSTEM

Complete color system break down
for existing PIC SKU

Banana Split

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 2348
4C 0/0/40/0	4C 5/96/80/22	4C 0/76/65/0

Birthday Cake

ICE CREAM	ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	CMYK	PANTONE 254
4C 0/0/7/0	4C 34/0/40/0	4C 60/0/14/0	4C 48/96/0/0

Butter Pecan

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7412
4C 0/11/40/0	4C 0/76/87/35	4C 2/58/96/10

Caramel Cake

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7566
4C 1/3/14/0	4C 0/24/67/0	4C 7/67/98/23

Caramel Praline

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7594
4C 1/3/14/0	4C 8/70/95/5	4C 0/67/70/60

Caramel Toffee

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7594
4C 1/3/14/0	4C 12/62/100/0	4C 0/67/70/60

PREMIUM ICE CREAM: COLOR SYSTEM

ADDITIONAL PIC SKUS

Color system break down

Cherry Cheesecake

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 181
4C 0/0/7/0	4C 0/97/85/0	4C 21/93/88/50

Cherry Vanilla

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 1817
4C 0/8/6/0	4C 19/100/84/27	4C 30/85/59/70

Chocolate Vanilla Swirl

ICE CREAM	ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	CMYK	PANTONE 4645
4C 0/0/7/0	4C 16/34/52/2	4C 25/75/83/47	4C 11/46/64/30

Chunky Choc Chip

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7613
4C 0/0/7/0	4C 20/72/72/55	4C 21/47/46/0

Cookies and Cream

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7614
4C 0/2/2/0	4C 42/72/75/35	4C 35/50/49/0

Mint Choc Chip

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7613
4C 18/0/17/0	4C 0/70/70/60	4C 21/47/46/0

PREMIUM ICE CREAM: COLOR SYSTEM

ADDITIONAL PIC SKUS

Color system break down

Mocha Choc Chip

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 479
4C 3/24/46/0	4C 32/68/75/40	4C 14/48/53/26

Pistachio Almond

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7578
4C 32/0/25/0	4C 20/80/100/20	4C 0/39/51/0

Red Velvet

ICE CREAM	ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	CMYK	PANTONE 180
4C 0/8/6/0	4C 0/75/55/4	4C 25/100/87/23	4C 3/91/86/12

Rocky Road

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7602
4C 16/34/52/0	4C 35/82/100/65	4C 11/68/95/25

Strawberry Banana

ICE CREAM	ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	CMYK	PANTONE 701
4C 0/0/35/0	4C 0/20/8/0	4C 0/97/85/18	4C 0/58/13/0

Toasted Almond Fudge

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7578
4C 16/34/52/0	4C 20/75/94/42	4C 0/39/51/0

PREMIUM ICE CREAM: COLOR SYSTEM

ADDITIONAL PIC SKUS

Color system break down

Vanilla Home Made

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 1565
4C 0/3/20/0	4C 5/90/100/0	4C 0/39/51/0

White Mint Chocolate Chunk

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7613
4C 0/0/7/0	4C 100/53/72/0	4C 21/47/46/0

SuperFudgeBrownie

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7602
4C 13/38/53/12	4C 20/78/65/55	4C 11/68/95/25

Chocolate

ICE CREAM	BOWL	DESCRIPTOR
CMYK	CMYK	PANTONE 7602
4C 13/38/53/12	4C 77/100/20/16	4C 11/68/95/25

NOVELTIES

NOVELTIES: BRAND MARK

PANTONE 9064 LOGO ON PROCESS BLUE BACKGROUND

Use reversed Blue Bunny Logo without word “ice cream” locked up to it. The logo always falls on a process blue background.

CENTRAL POINT & FIXED DISTANCE OF LOGO TO THE CURVED BAND

Logo should always be aligned to the central point of the curved flavor band and should maintain a fixed, proportional distance to it.

NOVELTIES: TYPOGRAPHY

NEUTRAFACE 2 DISPLAY

Use as primary typeface on product name, flavor names, flavor descriptors and primary Back Of Pack romance copy

NEUTRAFACE 2 DISPLAY
ABCDEF1234567890!@#$%

PRODUCT NAME

The product name is always set playfully, with each letter angled differently. Tip: Use the “touch type tool” in illustrator to set the type as described.

ILLUSTRATION CALL OUTS

The back-of-back illustration call outs are always set playfully, with each letter angled differently.

Product Name

BOP illustration callouts

NOVELTIES: PHOTOGRAPHY

PRODUCT

All product should be shot with the same lighting and top down. Shadows and light should be natural, soft and not harsh.

CLUSTERS

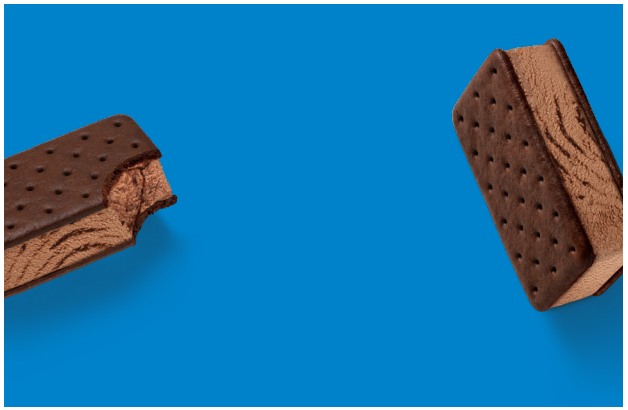
All Novelties have flavor/ingredient clusters to support the product photography

Cluster

NOVELTIES: PHOTOGRAPHY

All images are a combination of retouched photography and 3D rendering.

Especially maintain consistency in angle and position withing product lines.



NOVELTIES: ROMANCE COPY

PRODUCT NAME & PRIMARY COPY:

The product name and primary copy are always set playfully, with each letter angled differently and certain words enlarged and bolded for added emphasis. The primary copy should always be in the yellow tone seen on this page.

PRODUCT NAME & ILLUSTRATION CALL OUTS

There should consistently be 3-4 callouts accompanying each product illustration. An arrow points to the part of the ice cream the copy is referring to. The copy is set playfully, with letters angled, words emphasized, and blocks of copy swerved or titled. Tip: Use the “touch type tool” in illustrator to set the type as described.

BLU KNOWS BEST

The “Blu Knows Best” lockup will be consistent across all packs. There will always be one key word within each copy block that is bigger and bolder with angled letters for added oomph.

NOVELTIES: ALL PANEL & LAYOUTS

The Novelties portfolio has 3 master layouts - 1 product shot layouts (for regular size cones etc.), 2 product shot layouts (for sandwiches and bars) and 3 product shot layouts (for minis).

Use all panel layouts as a formula to extend to all Novelties SKUs. Ensuring product photography on Front Panel and “Blu-Print” on the back.

1 PRODUCT SHOT LAYOUT

(Regular size cones etc.)

2 PRODUCT SHOT LAYOUT

(Sandwiches and bars)

3 PRODUCT SHOT LAYOUT

(Minis)

NOVELTIES: ALL PANEL & LAYOUTS

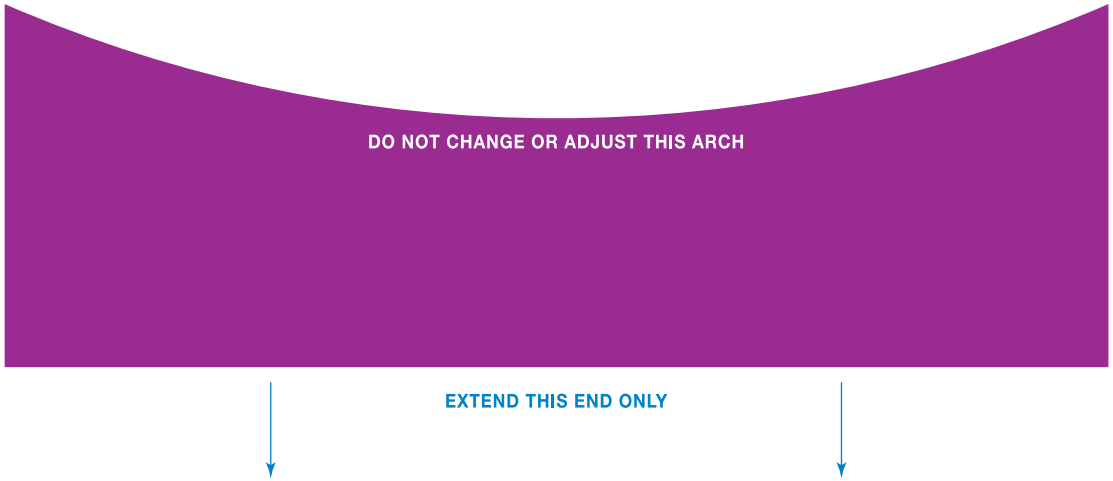
HOW TO ADAPT BAND FOR DIFFERENT LAYOUTS

This same shape is used for all panels across all SKUs

Do not change or adjust arch angle!

Scale to fit width of FOP

Same curve can be used for BOP and TOP



NOVELTIES: COLOR SYSTEM

Complete color system break down
for existing Novelties SKUs

BIRTHDAY PARTY

VANILLA

CHOCOLATE

FUDGE

CARAMEL

COOKIES 'N CREAM

HOMEMADE VANILLA

VANILLA CHOCOLATE CHIP

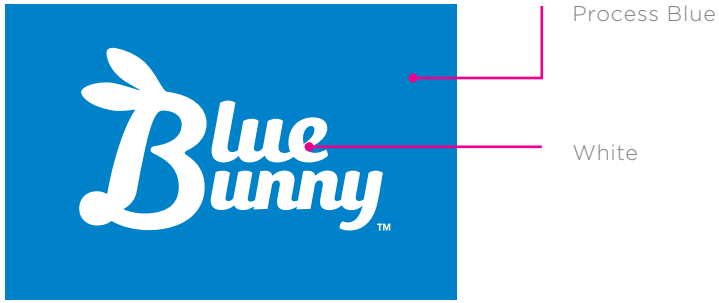
NEAPOLITAN

TOFFEE

C-STORE

WHITE LOGO ON PROCESS BLUE BACKGROUND

Use reversed Blue Bunny Logo without word "ice cream" locked up to it. The logo always falls on a process blue background.



CENTRAL POINT & FIXED DISTANCE TO THE CURVED BAND

Brand mark should always be aligned to the central point of the curved flavor band and while it can change in size to fit the layout, it should always maintain a fixed distance to the band.

C-STORE: TYPOGRAPHY

Use as primary typeface on product name, flavor names, flavor descriptors and primary Back Of Pack romance copy.

NEUTRAFACE 2 DISPLAY
ABCDEF1234567890!@#$%

PRODUCT NAME

The product name is always set playfully, with each letter angled differently.

Tip: Use the “touch type tool” in illustrator to set the type as described.

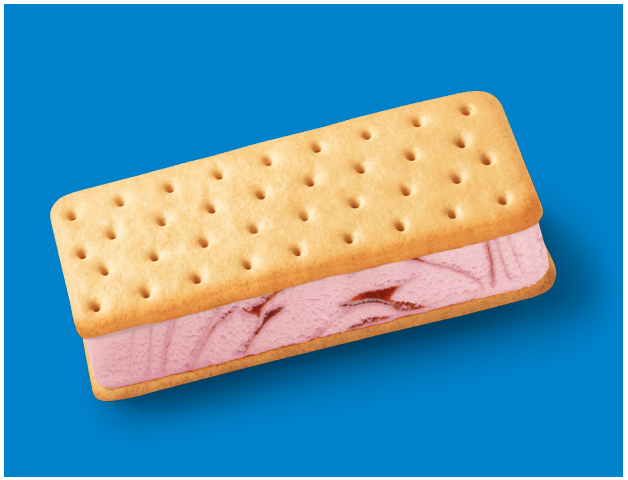
There will be instances where the SKU leads with the flavor name and has no Product name (see images on the right for reference).

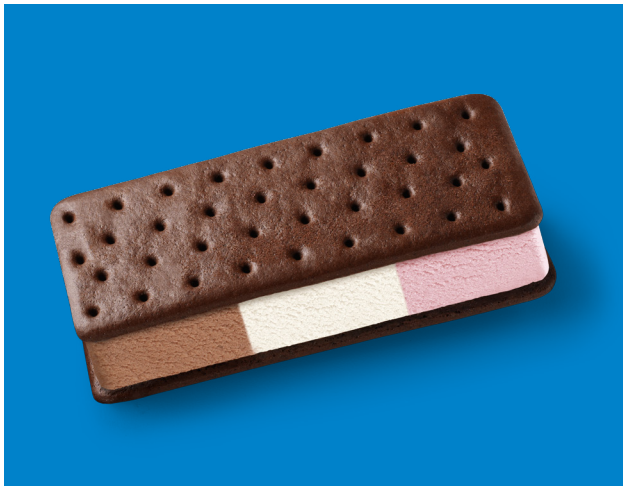
4.3 oz Big Dipper

4.6 oz Vanilla Cone

C-STORE: PHOTOGRAPHY

All products should be shot with the same lighting and top down. Shadows and light should be natural, soft and not harsh.

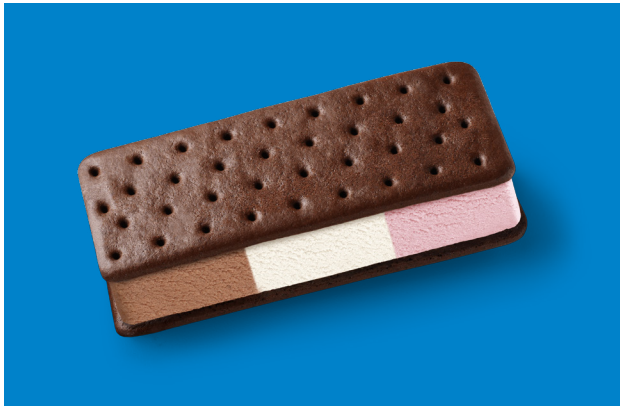


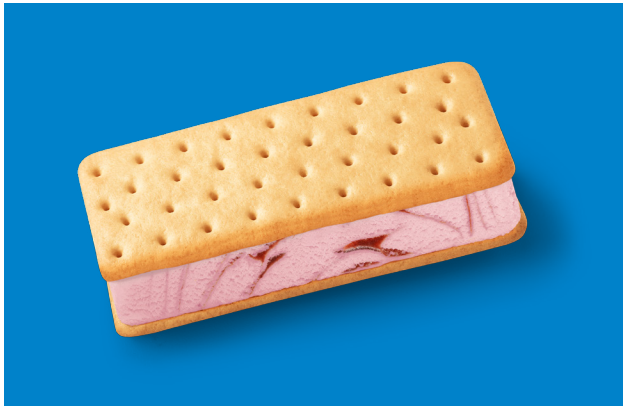


C-STORE: PHOTOGRAPHY

All images are a combination of retouched photography and 3D Rendering

Especially maintain consistency in angle and position within product lines.

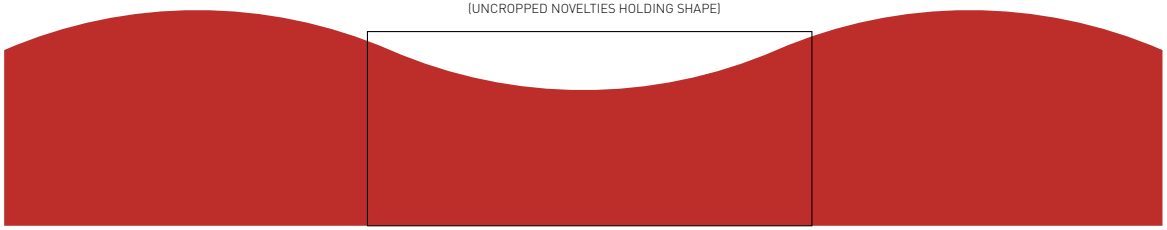




C-STORE: ALL PANEL & LAYOUTS

The C-Store curved flavor band is identical to that of Novelties, but extended in cases where more of the band is revealed.

C-STORE HOLDING SHAPE
(UNCROPPED NOVELTIES HOLDING SHAPE)



There is a horizontal and vertical layout. Use these layouts as a formula to extend to all C-Store SKUs.

VERITCAL LAYOUT (BIG DIPPER)

HORIZONTAL LAYOUT (BIG SANDWICH)

C-STORE: COLOR SYSTEM

Complete color system break down
for existing C-Store SKUs

BARS

Big Alaska

Chocolate Eclair

Cookies & Cream

NuttNBetter

Heath

Homemade Vanilla

Strawberry Shortcake

Turtle

Caramel Cashew

Chocolate Raspberry

Hot Fudge

CONES

Chocolate Lovers

Cookies & Cream

Strawberry Burst

Vanilla

Bunny Tracks

Vanilla Brownie

ADDITIONAL C-STORE SKUS

Color system break down

SANDWICHES

BIG Double Strawberry | BIG Mississippi | BIG Neapolitan | BIG Vanilla | Birthday Party

Big Bopper | Chips Galore | Cookies & Cream | Neapolitan | Vanilla

FUNWICH

Big Vanilla