BYU CREAMERY®

BRANDING GUIDE 2024

CREAMERY BRANDING GUIDE

LOGO

Primary Logo

This colored logo is preferred in most cases. The primary logo is to be used as is without modification to color, gradient, or opacity. The copyright logo goes at the end of the Creamery line. It doesn't go above or below.

Secondary Logos

This logo is to be used when a simplified logo is preferred over the full colored logo. It is to be used as is without modification to color, gradient, or opacity.

Circle Icon Logo

This logo is to be used when a circle icon is required (Instagram, Facebook, etc.).

Logo Clearance

To ensure that clear space is maintained around the logo for legibility and prominence, follow these clearance guidelines: Use the cone portion of the ice cream as a measuring tool to help maintain clearance around it.

NOTE: Use proportional scaling with all logos to avoid stretching and warping the logo. Keep on horizontal axis without rotating.

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Area Specific Logo

When an area specific logo is appropriate, use the logos saved in the master logo file. The areas are written below the general Creamery logo in Rockwell Bold font in all caps.

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75th Anniversary Creamery Logos

Use the colored 75th Anniversary logo without changing its colors, gradients, or opacity. Only use this logo in 2024 for projects related to the Creamery's 75th anniversary. Place the copyright logo at the end of the Creamery line, staying within this boundary. This logo represents the Creamery's commitment to quality and service during this special year.

Color Logo

This colored logo is preferred in most cases. The color logo is to be used as is without modification to color, gradient, or opacity. The copyright logo goes at the end of the Creamery line. It doesn't go above or below.

Secondary Logos

This logo is to be used when a simplified logo is preferred over the full colored logo. It is to be used as is without modification to color, gradient, or opacity.

LOGOED MERCHANDISE

Tote Bag

Vendor: Custom Ink

Item: Hercules Zippered Insulated Grocery Tote

Bag Size: 15" H x 13" L x 9" W

Bag Color: Royal Blue

Logo Color: White

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LOGO

Previous Logos

Avoid using previous logos. Specifically, logos that have a prominent Registered mark and area specific logos that use Windsor Roman font. Windsor Roman is not legal for commercial use. Do not use the Creamery logo with imbalanced C/Y, or any logo that has wobbly lines when zoomed in on

TAGLINE

Bright, happy, nostalgic atmosphere that the whole family can enjoy. The Creamery is not just for students, we serve the whole community. The Creamery voice is friendly, relaxed, and reliable. The tagline "Serving Sweet Memories" must always capitalize the first letter of each word, or be all-caps. All lowercase text cannot be used.

" Serving Sweet Memories "

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MICROMARKETS

Micromarkets are in collaboration with BYU Vending.
The word micromarket should be one word, not two.

BYU CREAMERY EXPRESS MARKETS

BYU CREAMERY ASB EXPRESS

BYU CREAMERY BROADCAST EXPRESS

BYU CREAMERY CTB EXPRESS

BYU CREAMERY HBLL EXPRESS

BYU CREAMERY HERITAGE EXPRESS

BYU CREAMERY ITB EXPRESS

BYU CREAMERY MTC EXPRESS

BYU CREAMERY MTC NORTH EXPRESS

BYU CREAMERY MTC SOUTH EXPRESS

BYU CREAMERY SHC EXPRESS

BYU CREAMERY STADIUM EXPRESS

BYU CREAMERY ULB EXPRESS

BYU CREAMERY UPB EXPRESS

BYU CREAMERY WEST EXPRESS

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TYPOGRAPHY

HEADER - FATFRANK HEAVY.
ALL CAPS, AUTO TRACKING.

Sub Header - FatFrank Heavy.
Normal Caps. Auto Tracking.

SUB HEADER - ROCKWELL BOLD.
ALL CAPS or Normal Caps. AUTO TRACKING.

Script - Pauline Bold
Also acceptable in Regular, Oblique, and Bold Oblique. Normal caps. Auto tracking.

Body Text - Montserrat Regular
Also acceptable in Montserrat Medium. Normal caps. Auto tracking.

ALTERNATE CREAMERY TYPEFACE - BRANDON GROTESQUE BLACK
ALL CAPS. AUTO TRACKING.

COLORS

Primary Colors

HEX: #002E5D
RGB: 0|46|93
CMYK: 100|51|0|64
PMS: 648C

HEX: #EF5DA2
RGB: 239|93|162
CMYK: 0|61|32|6
PMS: 232C

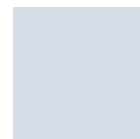HEX: #F9A13A
RGB: 249|161|58
CMYK: 0|43|87|0
PMS: 1375C

Secondary Colors

HEX: #E11F3E
RGB: 225|31|62
CMYK: 0|86|72|12

HEX: #838483
RGB: 131|132|131
CMYK: 1|0|1|48

HEX: #d4dbe4
RGB: 212|219|229
CMYK: 16|8|5|0
PMS: 642C

Note: Treat secondary colors as accent colors and use them sparingly. Tints and shades of the above colors are also acceptable.

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PHOTOGRAPHY

Full bleed photographs from our in-house photographers are preferred over vector art or illustrations. Photographs should be bright and colorful. The light blue, dusty pink, and white linen backdrops can be used for Creamery photographs and promotions.

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UNIFORMS

Aprons

Vendor: 4 Imprint
Apron type: Butcher Apron with Two Patch Pockets
Apron color: Navy
Design Color: White Logo
Print type: Embroidered
Logo location: Centered, uppermost part of the apron

Shirts

Vendor: BYU Print & Mail
Shirt type: Gildan 5000 100% Cotton
Shirt color: Royal Blue
Design Color: White
Print type: Imprint
Logo location: Back
Logo size: Between 9"-10" wide

Manager Polos

Vendor: 4 Imprint
Shirt Type: Gildan 6 oz. DryBlend 50/50 Jersey Polo - Embroidered
Shirt Color: Navy
Design Color: White
Print Type: Embroidered
Logo Location: Left Chest

Supervisor Polos

Vendor: 4 Imprint
Shirt Type: Silk Touch Performance Sport Polo
Shirt Color: Brilliant Blue
Design Color: White
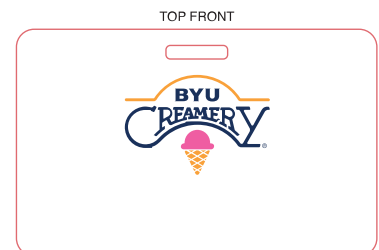Print Type: Embroidered
Logo Location: Left Chest

Hats

Vendor: 4 Imprint
Hat type: Cotton Twill Lightweight Visor, #107256- E
Hat color: Navy
Design Color: White
Print type: Embroidered
Imprint location: Front

Nametag

Vendor: BYU Print & Mail
Print material: Metal white sublimation (refer to project B5204)

TOP FRONT

CREAMERY UNIFORM GUIDE

DRESS & GROOMING POLICY ──────────

We support the University Dress and Grooming policy, and adhere to the standards set in the CES Dress & Grooming Principles and Expectations. Creamery employees represent both the Creamery and BYU. Because employees will be visible to campus customers and guests, ALL employees are required to wear a Creamery uniform which includes:

- **Uniform**: Creamery shirt, and as applicable, an apron and a Creamery visor.

- **Pants**: Pants for all employees must meet University standards, i.e., not form-fitting or revealing, and not ragged. Employees are required to wear full-length blue, black, or khaki pants that do not have holes. Sweatpants, capris, leggings, or shorts are prohibited.

- **Shoes**: Closed-toed, closed-heeled shoes in good repair are required for the protection of employees. Socks covering the ankles are also required for protection.

- **Grooming**: Hair should be clean, neat, modest, and avoid extremes in styles and colors. Men's hair should be cut short and neatly trimmed (unless the employee has a cultural exemption from the Honor Code office). Men should be clean-shaven unless they possess a current beard card. If worn, mustaches should be neatly trimmed.

- **Shirts**: Employees are responsible to launder their shirts. Employees are expected to keep their visors in their locker, grab a clean apron at the beginning of each shift, and place dirty aprons in the hamper at the end of each shift.

- **Clocking In**: Employees will change into their uniform before clocking in for their shift and will clock out before changing out of their uniform.

- **Lockers**: Lockers are available if employees prefer to keep work clothes at the Creamery.