



BRANDING GUIDE 2024

Library Cafe Branding Guide

TYPOGRAPHY

**HEADER - SERAVEK BOLD.
ALL CAPS. AUTO TRACKING.**

**SUBHEADER - SERAVEK BOLD.
ALL CAPS, TRACKING 200.**

Subheader (Condensed) – DIN Condensed Bold. Normal caps. Auto Tracking.

Body Text - Seravek Light

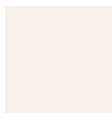
Also acceptable in Seravek Medium. Normal caps. Auto tracking.

COLORS

Primary Colors



HEX: #19315B
RGB: 25, 49, 91
CYMK: 73, 46, 0, 64



HEX: #F5F2EB
RGB: 245, 242, 235
CYMK: 0, 1, 4, 4



HEX: #FFFFFF
RGB: 255, 255, 255
CYMK: 0, 0, 0, 0

Secondary Colors



HEX: #96C892
RGB: 150, 200, 146
CYMK: 25, 0, 27, 22



HEX: #5598AA
RGB: 85, 152, 170
CYMK: 50, 11, 0, 33



HEX: #D46F3C
RGB: 212, 111, 60
CYMK: 0, 48, 72, 17

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.



Library Cafe Uniform Guide

UNIFORM GUIDE

Student Employees Shirts

Vendor: 4imprint

Color: navy

Item: silk touch performance sport polo



Hats

Vendor: 4imprint

Color: navy blue

Item: price-buster twill



Visors

Vendor: 4imprint

Color: navy

Item: cotton twill lightweight visor



Supervisor Polos

Vendor: 4imprint

Color: black

Item: silk touch performance sport polo



Library Cafe Uniform Guide

DRESS & GROOMING

We support the University Dress and Grooming policy, and adhere to the standards set in the CES Dress & Grooming Principles and Expectations. As a Dining Service employee, you represent both Dining Services and BYU. Because you will be visible to campus customers and guests, you are required to wear a uniform. Employees are responsible for the proper care and washing of uniforms. Employees are required to have a clean uniform each time they work. Uniforms should also be free of holes, stains, and wrinkles. If uniforms have holes or stains, employees can request a new uniform from their supervisor.

- **Shirts:** All shirts must be tucked in. If an employees shirt is not the right size, please talk to their supervisor.
- **Pants:** Pants must reach the ankle, and cannot have any holes or significant signs of wear. They must be blue denim, black, grey, or tan colored. Athletic pants, sweats, shorts, leggings, or knit pants (i.e. Spandex) are not acceptable.
- **Shoes/Socks:** Shoes must be closed-toed. Slip-resistant shoes are recommended. Shoes should be clean and sturdy. Sandals, heels, and any open-toed shoes (including shoes that don't cover the entire top of the foot) are not allowed. Socks must always be worn.
- **Aprons:** Aprons should never be taken into a restroom and should be donned upon clocking in, not before. Aprons should only be worn in the store and nowhere else.
- **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 have an official BYU beard card). If worn, mustaches should be neatly trimmed.

Please refer to your store manager for specific uniform questions.