



BRANDING GUIDE 2024

# HARVEY'S BRANDING GUIDE

## LOGOS



### 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.



### SECONDARY LOGO

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.



### LOGO CLEARANCE

To ensure that clear space is maintained around the logo for legibility and prominence, follow these clearance guidelines: Use the letter 'T' from the logotype 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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## TYPOGRAPHY

HEADER - HERO REGULAR.  
ALL-CAPS. AUTO TRACKING.

**HEADER - AVENIR NEXT BOLD.**  
**ALL-CAPS. AUTO TRACKING.**

Body - Avenir Next Regular  
Normal Caps. Auto tracking.

\* Fonts can be used in combination with each other or with other variation of font style within the recommended font families.

## COLORS

### PRIMARY COLORS



**HEX:** #17C9E8  
**RGB:** 23, 201, 232  
**CMYK:** 65, 0, 8, 0



**HEX:** #ED8012  
**RGB:** 237, 128, 18  
**CMYK:** 4, 60, 100, 0

### SECONDARY COLORS



**HEX:** #0A82AB  
**RGB:** 10, 130, 171  
**CMYK:** 85, 38, 19, 1



**HEX:** #F2C40D  
**RGB:** 242, 196, 13  
**CMYK:** 6, 21, 100, 0



**HEX:** #ED4A14  
**RGB:** 237, 74, 20  
**CMYK:** 1, 86, 100, 0

### GRAYSCALE PALETTE



**HEX:** #EDF2F2  
**RGB:** 237, 242, 242  
**CMYK:** 6, 2, 3, 0



**HEX:** #C2C9CC  
**RGB:** 194, 201, 204  
**CMYK:** 24, 15, 16, 0



**HEX:** #646A6D  
**RGB:** 135, 143, 143  
**CMYK:** 50, 37, 39, 3



**HEX:** #636B6E  
**RGB:** 99, 107, 110  
**CMYK:** 62, 49, 48, 17



**HEX:** #303038  
**RGB:** 48, 51, 56  
**CMYK:** 74, 65, 58, 56

**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.



# HARVEY'S UNIFORM GUIDE

## UNIFORM GUIDE

### COATS

**Coat type:** 10 Button 3/4 Sleeve Chef Coat

**Coat color:** Black

**Design color:** Original colors

**Print type:** Embroidered

**Logo location:** Left chest

**Logo size:** 3 7/8". Can be scaled up on larger sizes.



### HATS

**Vendor:** 4imprint

**Color:** black

**Item:** price buster cotton twill cap - embroidered



### APRON

**Vendor:** Chefsuniforms.com

**Type:** Value Chef Premium Apron, X4150

**Apron color:** Black

**Design:** Logoless



### STUDENT EMPLOYEE SHIRTS

**Vendor:** Print & Mail

**Color:** black, with a white logo

**Item:** Next Level shirts



# HARVEY'S 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.