COUGAR DASH

BRANDING GUIDE 2024
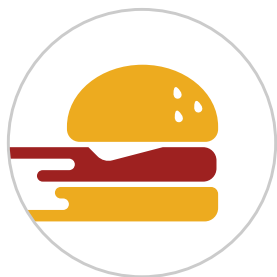
COUGAR DASH BRANDING GUIDE

LOGO

Primary Logos

These colored logos are preferred in most cases. The primary logo is to be used as is without modification to color, gradient, or opacity.
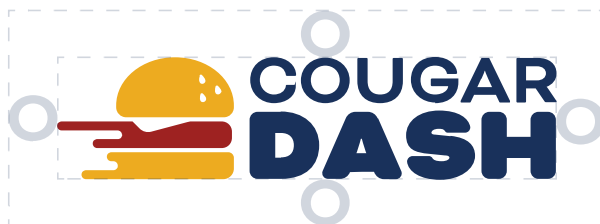
Secondary Logos

These logos are to be used when a simplified logo is preferred over the full colored logo. They are to be used as is without modification to color, gradient, or opacity.

Circle Icon

This circle icon logo is to be used in cases where space is limited, i.e. for website favicons and social media posts. 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 'O' 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 - FUTURA MEDIUM. ALL CAPS, AUTO TRACKING.

Sub Header - Futura Medium. Normal Caps. Auto Tracking.

Body Text - Montserrat Light
Also acceptable in **Semibold** or **Bold**. Normal Caps. 10 + Tracking.

COLORS

Primary Colors

HEX: #EDAB20
RGB: 237, 171, 32
CMYK: 6, 35, 100, 0

HEX: #19315B
RGB: 25, 49, 91
CMYK: 100, 87, 36, 29

Secondary Colors

HEX: #252C16
RGB: 37, 44, 22
CMYK: 70, 56, 85, 70

HEX: #9E2221
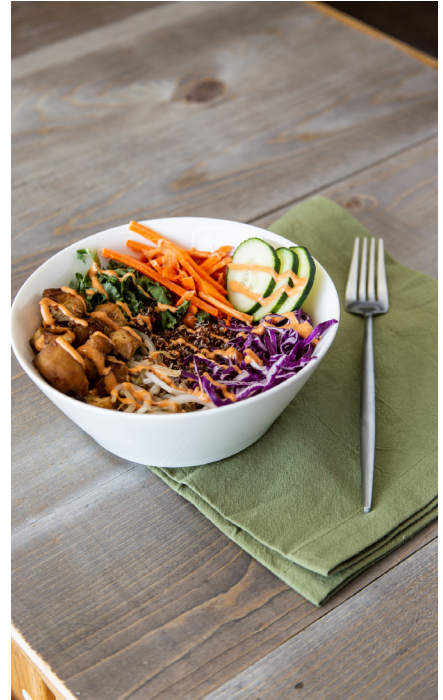**RGB:** 158, 34, 33
CMYK: 25, 98, 100, 21

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

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.

COUGAR DASH UNIFORM GUIDE

UNIFORM

Hats

Vendor: 4imprint
https://www.4imprint.com/product/4893-3D/Price-Buster-Cap-3D-Puff-Embroidery

Color: Athletic Gold

Design: Blue Cougar Dash Logo

Jackets

Vendor: 4imprint
https://www.4imprint.com/product/134861-E/Pack-and-Go-Reflective-Jacket-Embroidered

Color: Navy/Navy

Design: White Cougar Dash Logo

Polos

Vendor: 4Imprint MicroMesh UV Performance Polo (Men and Women's Embroidered)

Color: River Blue Navy

Design: White Cougar Dash Logo

COUGAR DASH 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. Men should be clean shaven. If worn, mustaches should be neatly trimmed.

BYU Dining Services issues uniforms with the expectation of having the uniform returned at the end of employment. Employees who do not return their uniform (including nametag and lock) within one week of employment termination may be charged a uniform replacement fee as follows: **Cougar Dash up to $85**

Please refer to your store manager for specific uniform questions.