

# 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 background, 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

