



BRAND GUIDELINES



Incredible

**FOOD
& FUN**

Display Typeface

FONT

Alkaline

FOUNDRY

Fort Foundry

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789*

Functional Typeface

FONT

Alkaline

FOUNDRY

Fort Foundry

*Aa Aa Aa Aa
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789*

Aa

Aa

- Strong, bold, appearance
- Functional but also distinct
- Visual equity can be built in it
- Will pair nicely with secondary
- 1 typeface for both display and functional typography
- Multiple weights & italics

Display Typeface

FONT _____

Proxima
Soft

FOUNDRY _____

Hofler & Co.

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

Functional Typeface

FONT _____

Proxima
Soft

FOUNDRY _____

Hofler & Co.

Aa Aa Aa Aa
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789

Aa
Aa

- Bold, Playful, Simple
- Functional but also distinct
- Visual equity can be built in it
- 1 typeface for both display and functional typography
- Multiple weights & italics

INCREDIBLE FOOD AND FUN COLOR PALETTE

RED

- energy, excitement, appetite

BLUE

- trust, coolness, family connection

GOLD

- warmth, joy, celebration

Arcade
BLUE

PANTONE 7683 C
HEX: 426DA9
RGB: 66,109,169
CMYK: 83,55,0,0

Incredible
RED

PANTONE 179
HEX: E03C31
RGB: 224, 60, 49
CMYK: 0, 87, 85, 0

Party
GOLD

PANTONE 115 C
HEX: FDDA24
RGB: 253, 218, 36
CMYK: 0, 6, 87, 0

White

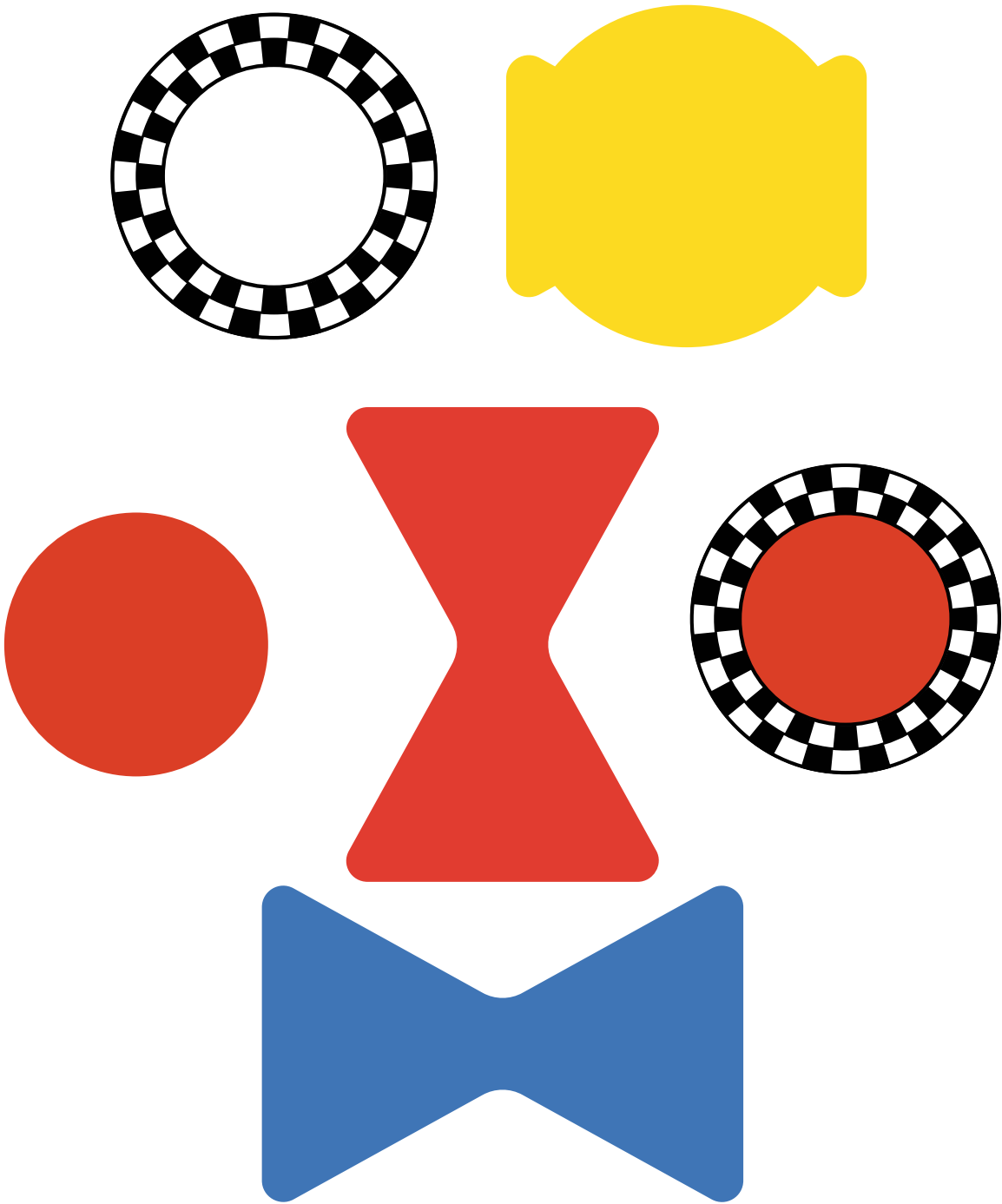
HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Black

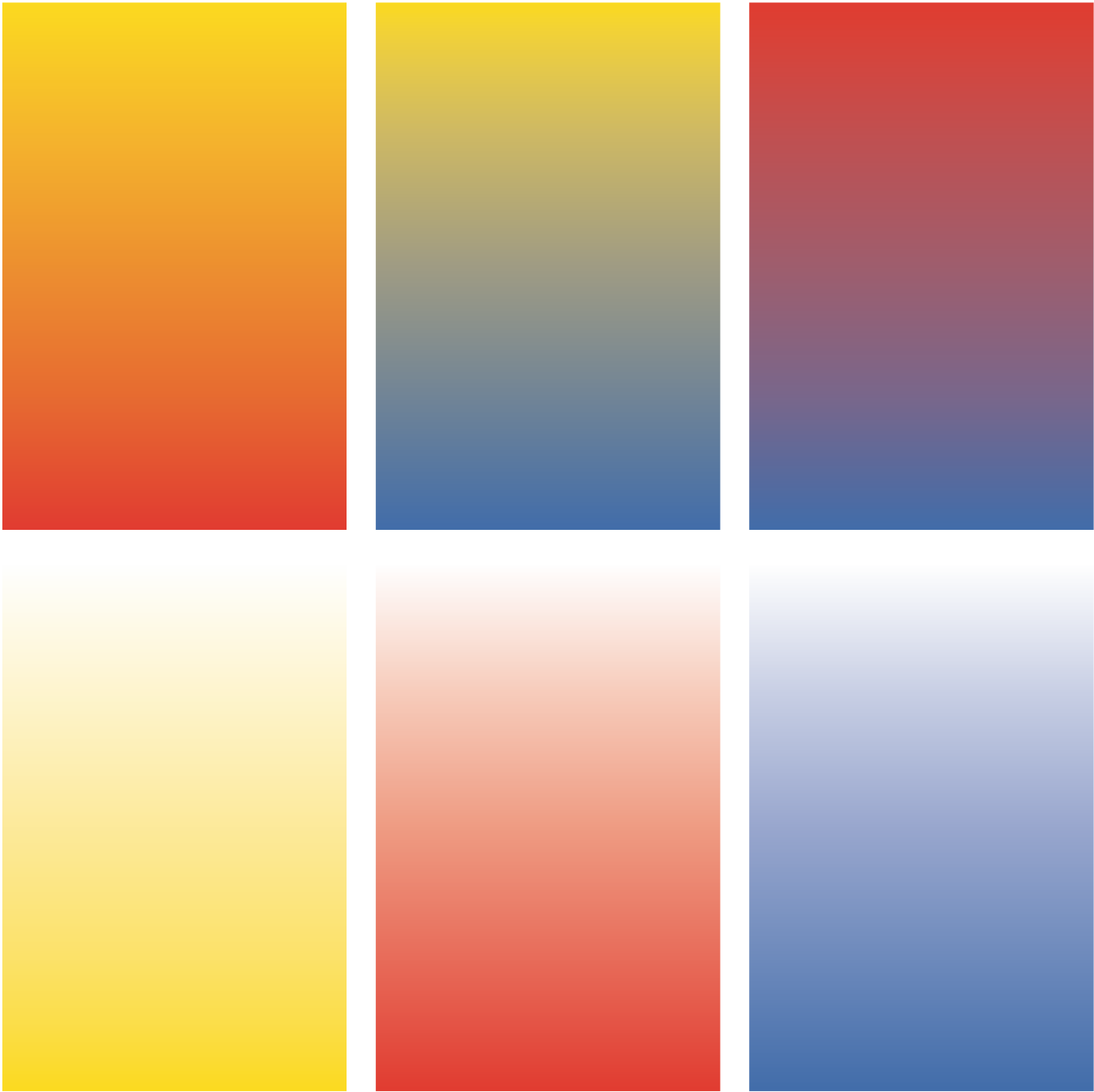
HEX: 000000
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100

PATTERNS AND GRADIENTS

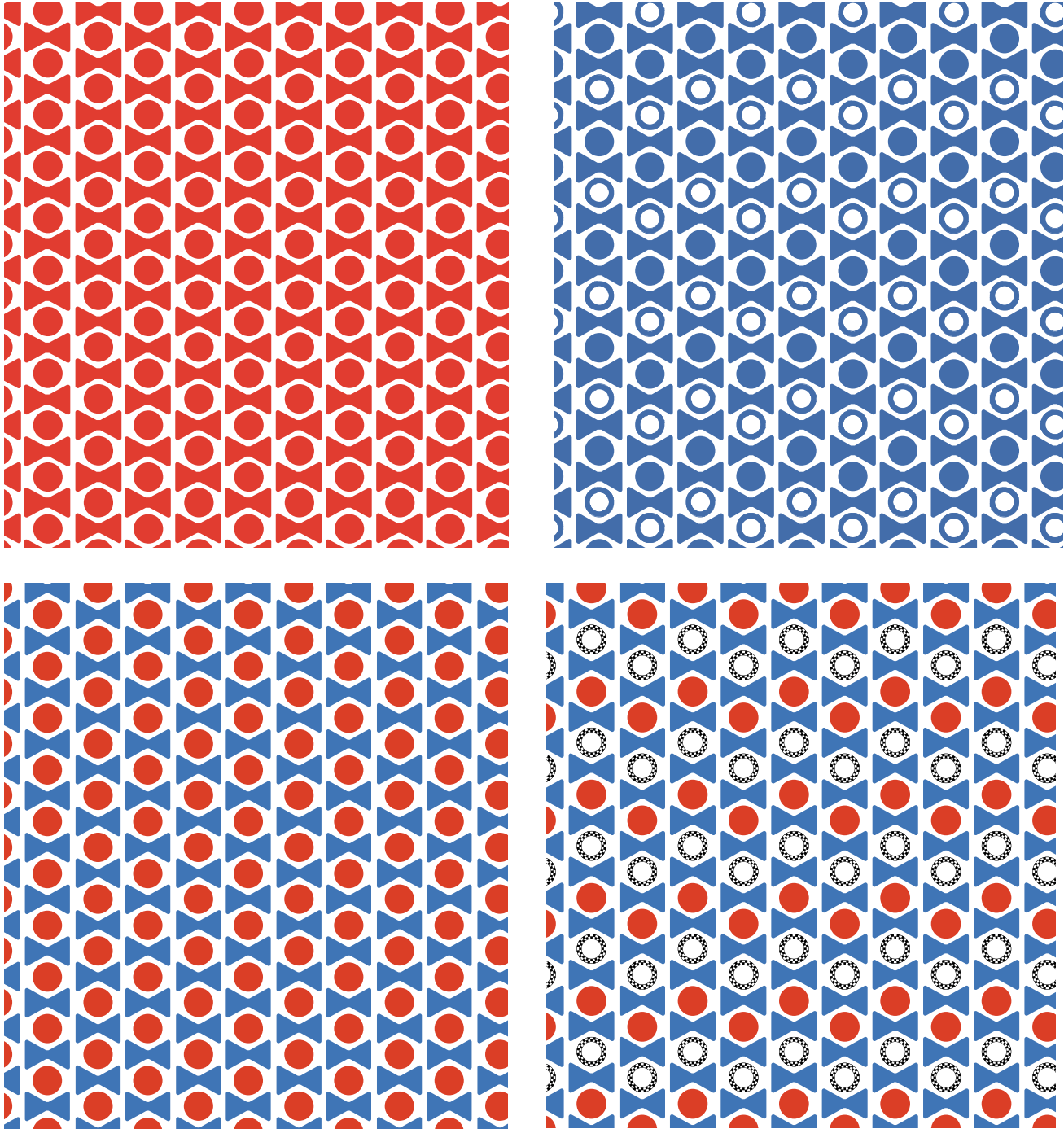
SHAPES



GRADIENTS



PATTERNS



LOGOS

MAIN LOGO

COLOR AND BLACK AND WHITE



LOGOS

SECONDARY LOGO

COLOR AND BLACK AND WHITE



LOGOS

WORDMARK

COLOR AND BLACK AND WHITE



LOGOS

HORIZONTAL WORDMARK

COLOR AND BLACK AND WHITE



LOGOS

LOCATION MARKERS

SUBJECT TO APPROVAL





Do's & DON'TS

DOS & DON'TS

All Incredible Food And Fun communications should reflect the approved brand system—maintaining consistent use of logos, colors, and type while refraining from adjustments or effects that fall outside our established visual identity.



DON'T RECOLOR LOGO
IN ANY WAY

DO KEEP THE LOGO IN ITS
APPROVED STATE



DON'T APPLY EFFECTS
TO THE LOGO

DO KEEP LOGO FLAT



DON'T USE DROP
SHADOWS ON LOGO

DO KEEP LOGO FLAT
(adding dropshadows is
not necessary due to logo
being enclosed)



DON'T ALTER THE TYPEFACE
IN ANY MANNER

DO SHOWCASE APPROVED
FONTS AND STYLES



DON'T STRETCH OR SKEW
LOGO IN ANY WAY

DO KEEP LOGO IN ITS DEVELOPED
PROPORTIONS AND PERCENTAGES



DON'T DISASSEMBLE OR MOVE
ANY PARTS OF THE LOGO

DO MAINTAIN ORIGINAL DESIGN
OF LOGO AT ALL TIMES



DON'T OUTLINE
THE LOGO

DO KEEP LOGO INTEGRITY



DON'T ADD TEXT
TO LOGO

DO KEEP VISUAL INTEGRITY



Advertising & SOCIAL MEDIA

SOCIAL MEDIA

These ads highlight how our fun, family-focused identity comes to life in real marketing examples.



ADVERTISING

These ads highlight how our fun, family-focused identity comes to life in real marketing examples.



