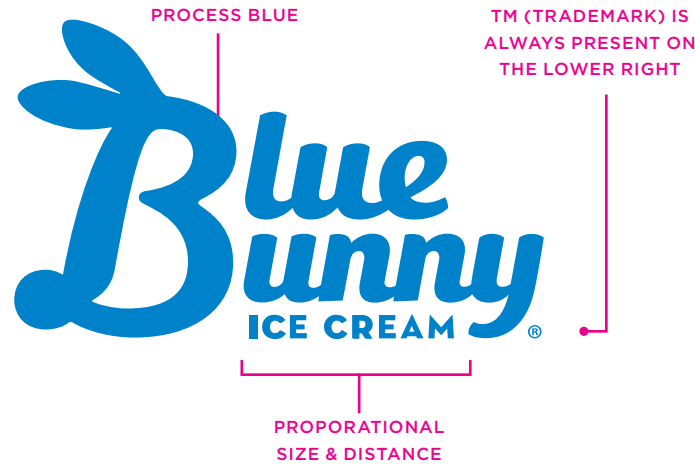


MASTER BRAND MARK RULES

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

