



BRAND LOGO GUIDELINES

VOLUME 1



9.13.17



R FAMILY

EROUS



OUR BRAND MARK

Our brand mark speaks for itself - reflecting our name through a custom word mark incorporating our variety of offerings and housed in a ribbon to communicate our top quality. The ribbon is comprised of blue gradients to create depth and dimension. The brand mark typography is custom made to add character to the mark. The "i" in ribbon has been replaced with an ice cream scooper to symbolize generosity. The center on the "o" in ribbon is a simple novelty shape to reflect our offerings beyond scooped ice cream. The quality statement is an accent of gold to add a premium touch.



OUR ONE COLOR BRAND MARK

Our one color brand marks should only be used in when there is limited printing capabilities or within the designated Blue Ribbon pattern. When possible use Blue Ribbon Blue, PMS 7462. If color printing is not an option the black and white brand marks may be used. When used in Blue or Black, the ribbon should be backed in white to prevent the show through of elements between the ribbon and tails. When used in white, the ribbon should be backed in Blue Ribbon Blue, PMS 7462, if possible.



ONE COLOR
PMS 7462



ONE COLOR
BLACK



ONE COLOR
WHITE

BRAND MARK SIZING

When using our brand mark, a minimum amount of space must be free of any graphics or text to protect the visual integrity of the mark. The clear space is defined by the width of the popsicle in the “o” of Ribbon and surrounds the mark on all sides. Whenever possible, try to allow for more clear space than the minimum amount indicated.

The minimum printed size of the our brand mark is 1.8 inches wide by 2.5 inches tall.



BRAND MARK DOS & DON'T S

Consistency is the key to brand recognition. There are certain things that are not allowed to be done to our brand mark. These rules are in place to ensure a consistent brand impression and to maintain the integrity of the brand identity. Below are key examples of what not to do with the logo:



**DO NOT ROTATE THE
BRAND MARK**



**DO NOT CHANGE THE SIZE OF
ELEMENTS WITHIN THE
BRAND MARK**



**DO NOT REMOVE ELEMENTS
FROM THE BRAND MARK**



**DO NOT CHANGE THE COLOR OF
THE BRAND MARK**



**DO NOT SKEW THE
BRAND MARK**

BRAND MARK · NO RIBBON

When the full brand mark cannot be used, this “no ribbon” version is to be utilized.
Whenever possible use Blue Ribbon Blue, PMS 7462.

BLUE RIBBON CLASSICS®

MINIMUM SIZE:

1 inch



BLUE
RIBBON
CLASSICS®

1.3 inches




BRAND MARK · NO RIBBON · ONE COLOR

One color, "no ribbon" logos should only be used when there is limited space and limited printing capabilities. If color printing is not an option, the black and white brand mark "no ribbon" options may be used.

**BLUE
RIBBON**
CLASSICS®

**BLUE
RIBBON**
CLASSICS®

**BLUE
RIBBON**
CLASSICS®



**VANILLA
CRUNCH**



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BLUE RIBBON CLASSICS BLUE
PANTONE 7462

We own the color blue - it is part of our name!
Always default to PMS 7462 when using a brand color.

LE MARS, IOWA



ICE CREAM

1913



F



GENEROUS

SMILES