





# LOGO —



# LOGO

The iconic Halo Top mark is emblematic of feeling indulgent in our cravings. And one that doesn't weigh you down deserves a brand identity that's equally as heavenly.

You know what they say: consistency is key. This is how we like the Halo Top logo looking in our content.



Main Logo



Logo Mark

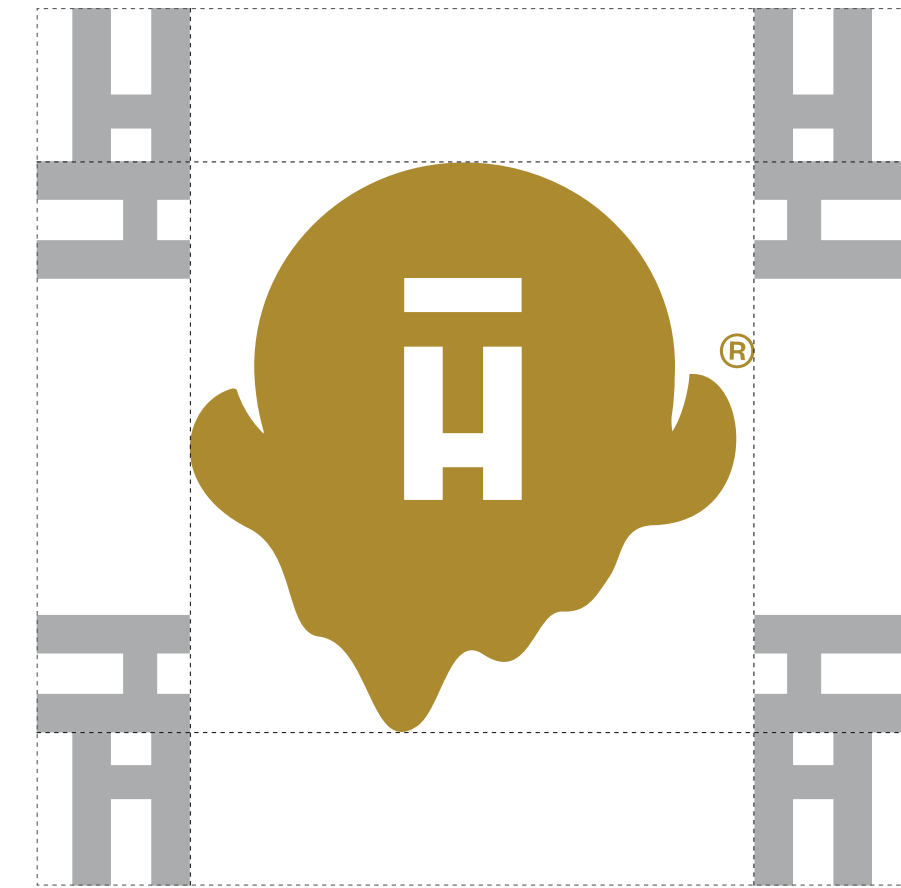


# LOGO SPACING

To ensure legibility of the logo, it should always have a clear space on all sides. To calculate the appropriate space, use the width of the “H” inside the scoop as the increment of measurement.



Main Logo



Logo Mark

# LOGO USAGE

To make sure our logo is instantly recognizable, we like to stay away from any variations that are outside of the Halo Top look and feel.

It's versatile, but there are a few things to consider to ensure it's being presented in the best way possible.



**DO** keep the logo proportions.



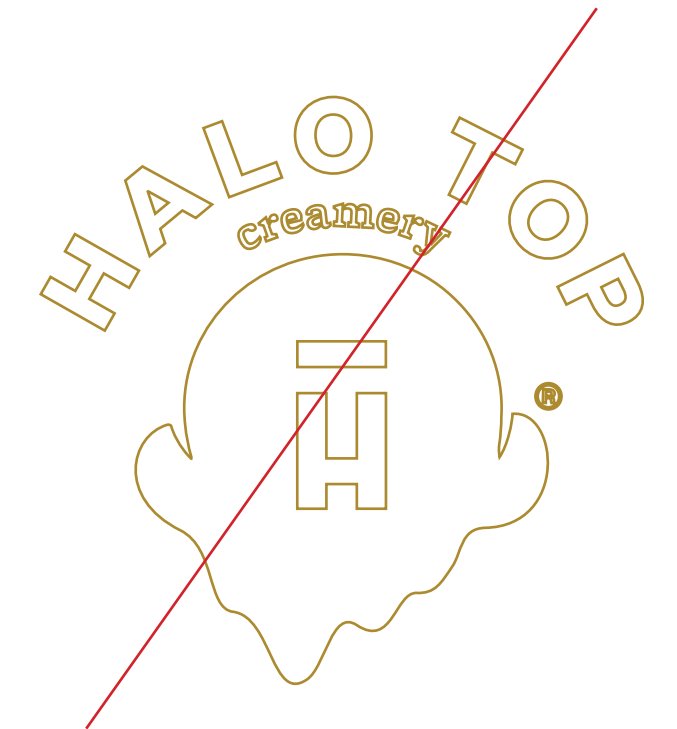
**DO** use brand colors and simple photography.



**DON'T** stretch or skew the logo.



**DON'T** crop the logo.



**DON'T** outline the logo.



**DON'T** remove different elements.



**DON'T** rotate the logo.



**DON'T** add a drop shadow.



**DON'T** use any colors outside of the brand.




**DON'T** place logo on busy imagery.

# TM RULES

The “Halo Top” name is a registered TM, so it should generally be followed by the ® symbol. You don’t have to do this if you’re using the name in text (i.e., referencing the brand in a sentence), but you should always include the symbol with the logo or any standalone use of the brand name.

## HALO TOP EXPRESSION

TRADEMARK	GOODS	REG. NO.
	<p>Class 30: Frozen confections; Ice cream; Ice cream mixes</p>	<p>5413040</p>

The Halo Top logo is registered in the U.S. (details below). It is listed on the TM chart as “H (AND DESIGN).”

## STOP SHOULDING YOURSELF EXPRESSION

Always include the **TM to the ‘Stop shoulding yourself’ lockup.** (Client’s legal counsel has confirmed that retroactive application is unnecessary)

The **TM also applies in text when ‘Stop Shoulding Yourself’ is written out**, but this isn’t mandatory.

### Halo Top Technical References (regulatory information)

- Halo Top Pints: Light Ice Cream
- Halo Top Keto: Frozen Dessert
- Halo Top Non-Dairy: Frozen Dessert
- Halo Top Pops: Light Ice Cream
- Halo Top Keto Pops: Frozen Dessert
- Halo Top Fudge Pops: Frozen Dairy Dessert
- Halo Top Fruit Pops: Fruit Bars



