



BRAND GUIDELINES

DECEMBER 2017

WELCOME

We believe our brand experience should be as simple, fun, fresh,
warm and timeless as our product—which is where this guide comes in.

Here, you'll find the tools you'll need to bring our brand to life.

Let's get started!



OUR BRAND FRAMEWORK

WHAT WE DO AND WHY...

WE TOUCH & ENHANCE LIVES THROUGH THE *joy* THAT IS



WHAT WE BELIEVE

We Create the Most Awesome Doughnut Experience Imaginable

WHY WE BELIEVE IT

Everyone Deserves a Happy Place: Team Members & Guests





VISUAL IDENTITY

HOW WE KEEP THAT DISTINCTIVELY *KRISPY KREME* LOOK
CONSISTENT ACROSS *all* MARKETS AND TOUCHPOINTS

KRISPY KREME BRANDMARK

PRIMARY BRANDMARK

Our brandmark is our flagship branding element. Our iconic “bowtie” shape, free-flowing script and bold colors communicate simplicity, timelessness and fun.



BRANDMARK LOCKUPS

Our lockups, “the Original Since 1937” and “Made Fresh Daily” should only be used if there is enough space above the primary brandmark.

Note: These lockups are the only approved lockups to use with our brandmark; they are available as master art vector files and should be scaled proportionately.



WORDMARK

Our wordmark is primarily used in environmental graphics, wearables and collectibles and should only be used if the primary brandmark cannot be used due to space limitations.



KRISPY KREME BRANDMARK

BRANDMARK COLOR

Consumers love our fresh and simple brand colors. Our primary brandmark colors are PANTONE® 186c for the red script and PMS 349c for the green outline of the “bowtie” shape.

If the logo is used on any background other than white, the brandmark with a white stayaway must be used. For consistency, use the master art vector file with stayaway built in whenever placing the brandmark on a color.



ONE COLOR

Simplified one color versions of our brandmark should only be used if absolutely necessary due to printing limitations.



Black



Reversed out



Black



Reversed out

Instances of the brandmark that are not shown here must be approved by the Marketing Department. Please reach out to your *Krispy Kreme* contact for more information. Internationally, contact your Regional Marketing Manager.

BRAND ICON

The brand icon should only be used as a favicon for a website icon, social media avatar or email icon.



KRISPY KREME BRANDMARK

CLEAR SPACE

The area surrounding the brandmark must always be free of any text or graphic elements, other than our dots. This clear space ensures that our brandmark stands distinctly. Clear space is defined by “X”. The height of “X” is derived from 1/2 the height of the letter form “K” in the *Krispy Kreme* wordmark.



MINIMUM SIZE

The primary brandmark should not be sized smaller than the set minimum size, as shown below.

Please note, the ® should be used whenever possible but it can be removed if the text size becomes too small to be legible or if making it legible requires changing the ratio between the brandmark and ®, and the ® becomes too prominent.



KRISPY KREME BRANDMARK

DO NOT'S

Consistent and correct use of our brandmark is critical to the strength of our brand. Our brandmark expressions should always come from master art provided by *Krispy Kreme*, and should never be recreated, changed, or modified.

Please reach out to your *Krispy Kreme* contact for more information. Internationally, contact your Regional Marketing Manager.



Don't move or alter the size of any brandmark elements.



Don't change the proportions of the brandmark.



Don't tilt/rotate the brandmark.



Don't alter the inner contents of the brandmark in any way.



Don't change the brandmark colors.



Don't add drop shadows or other effects to the brandmark.

KRISPY KREME TEXT USAGE

TEXT-ONLY USAGE

Sometimes we will have a communication piece that does not have graphic logos represented (i.e. press releases, editorials, etc...). In these instances, it's important to use the written words “*Krispy Kreme*” in the proper way and include the registered mark.

Every time we use the words “*Krispy Kreme*” in body copy, they need to be **italicized** to indicate that we’re referring to the brand. When “*Krispy Kreme*” is used as a headline, it does not need to be italicized.

The registered mark “®” should be used in the very first instance of the words “*Krispy Kreme*”, within a headline or body copy.

USAGE IN HEADLINES

KRISPY KREME
KRISPY KREME
KRISPY KREME

USAGE IN BODY COPY

Krispy Kreme
Krispy Kreme
Krispy Kreme

DO

When referring to a *Krispy Kreme* doughnut:

***Krispy Kreme* doughnut**

When referring to a *Krispy Kreme* shop:

***Krispy Kreme* shop**

DON'T

When referring to a *Krispy Kreme* doughnut:

Krispy Kreme

When referring to a *Krispy Kreme* shop:

Krispy Kreme

BRAND COLORS

CORE BRAND COLORS

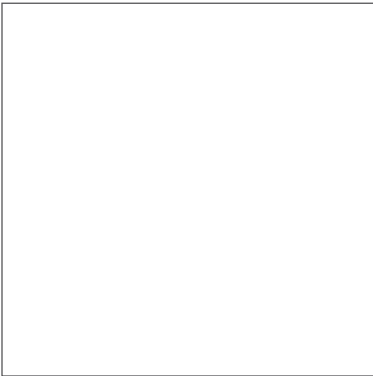
Our colors are one of our most important brand elements. Our iconic brandmark uses these three colors and bringing them consistently into the rest of our visual identity helps us stay consistent as a global brand.



Pantone: 349c
CMYK: 100/0/90/35
RGB: 51/102/51
HEX: #0a683a



Pantone: 186c
CMYK: 9/100/85/0
RGB: 176/42/49
HEX: #cb1530



Pantone: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff

All core colors should be used as 100% solid ink.
Tints are not allowed.

ACCENT BRAND COLOR

We use an accent color to bring pops of warmth and variety to our brand. This color should be used less frequently than our core brand colors.



Pantone: 7409 C
CMYK: 2/26/100/0
RGB: 226/175/45
HEX: #f0b138

PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this document are not intended to match the PANTONE® Color Standards. For accurate standards, refer to the current edition of the PANTONE® color Specifier Guide.

CMYK, RGB, and HEX color mixes listed above are just meant as a guide, all colors should be matched to the current edition of the current PANTONE® color Specifier Guide.

BRAND COLORS

SECONDARY 2018 SEASONAL COLORS

Our secondary brand colors are inspired by the seasons and bring surprise and delight to our Limited Time Offers (LTO) and promotions. **We'll review these colors every three years to stay relevant.** Additional colors may be used for co-branded promotions or other special promotions, but need to be approved by the Marketing Department in advance.

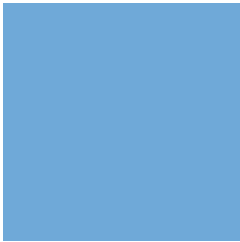
Please reach out to your *Krispy Kreme* contact for more information. Internationally, contact your Regional Marketing Manager.

Note: All secondary colors should be used as 100% solid ink. Screens or tints can only be used when it exists with the same color at 100% solid.

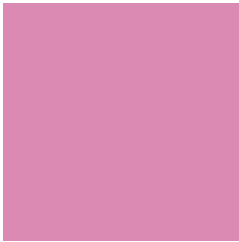
SPRING/SUMMER/VALENTINE'S DAY (PINK ONLY)



Pantone: 369c
CMYK: 60/5/100/0
RGB: 102/153/51
HEX: #669933



Pantone: 284c
CMYK: 50/15/0/0
RGB: 153/153/204
HEX: #9999cc



Pantone: 237c
CMYK: 10/48/0/0
RGB: 196/137/176
HEX: #c489b0

FALL



Pantone: 158c
CMYK: 0/60/100/0
RGB: 208/117/38
HEX: #d07526

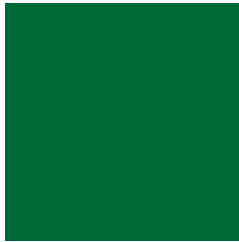


Pantone: 161c
CMYK: 45/68/95/37
RGB: 90/64/37
HEX: #5a4025



Pantone: 7657c
CMYK: 60/95/25/8
RGB: 102/51/102
HEX: #663366

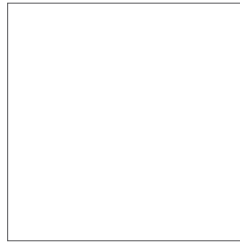
WINTER/HOLIDAY (USES CORE BRAND COLORS)



Pantone: 349c
CMYK: 100/0/90/35
RGB: 51/102/51
HEX: #336633



Pantone: 186c
CMYK: 9/100/85/0
RGB: 176/42/49
HEX: #b02a31



Pantone: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #ffffff



Pantone: 425c
CMYK: 0/0/0/75
RGB: 85/85/85
HEX: #555555

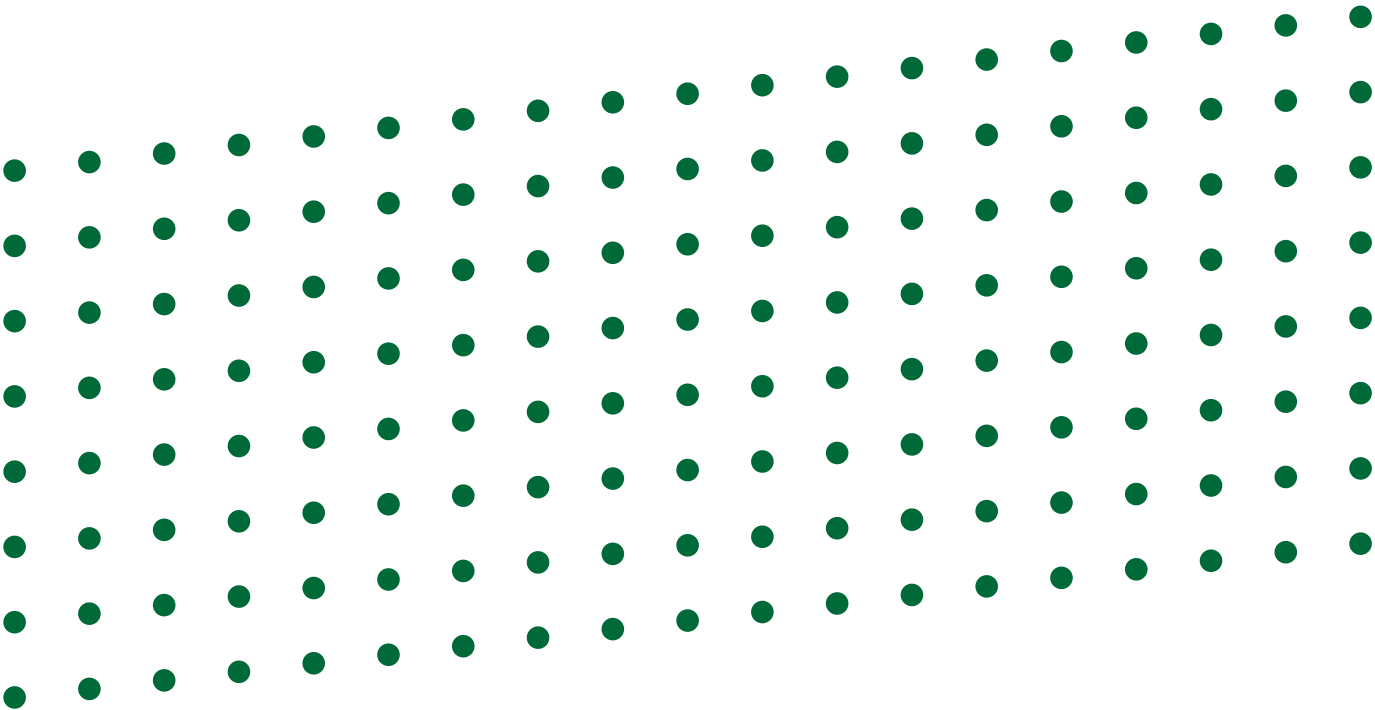
PMS 425c is specifically used for body copy in print and web when maximum legibility is needed.

OUR DOT PATTERN

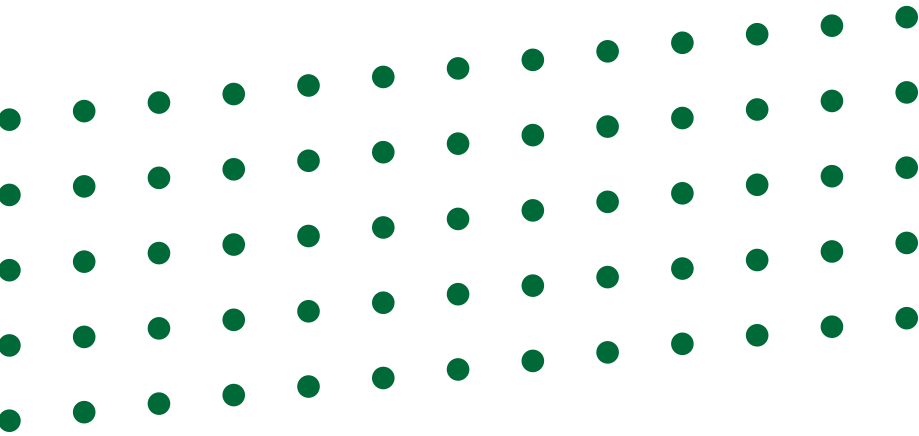
USAGE

Our unique dot pattern is a classic and iconic part of our brand identity. The green spots on a white field, or “dot pattern”, is trademarked by *Krispy Kreme*.

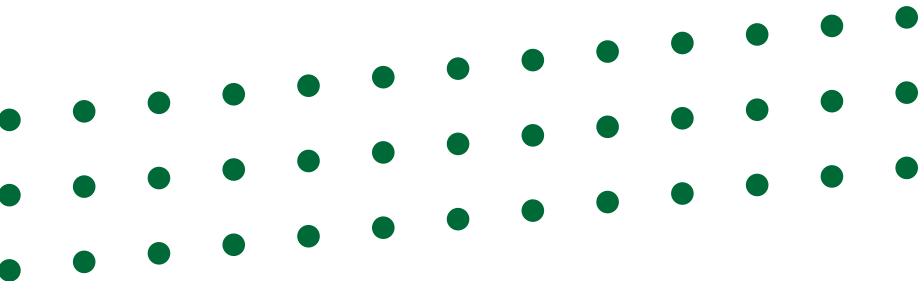
To protect this visual element, on communication where we use the dot pattern, space permitting, the statement “GREEN SPOTS ON A WHITE FIELD is a registered trademark of HDN Development Corporation” should be included.



When using dots over a larger area, use a minimum of **five lines** or more of the pattern.



When using dots in a smaller area, use a minimum of **three lines** of the pattern.



OUR DOT PATTERN

USAGE WITH BRANDMARK

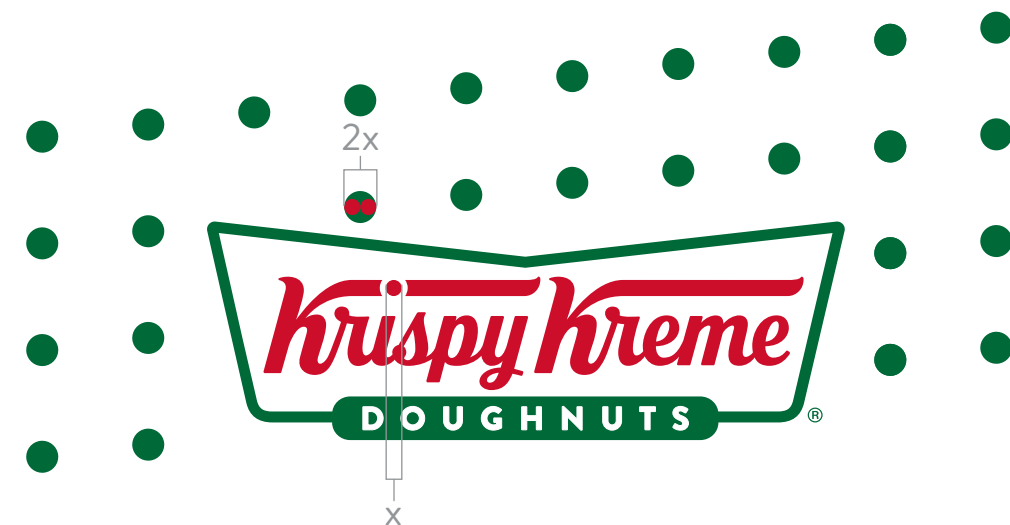
It is acceptable to lockup the dot pattern with the *Krispy Kreme* brandmark. The lines in the dot pattern are angled to match the lines in the brandmark’s “bowtie” shape, creating a cohesive and energetic design system for our brand.

Do not overlap the brandmark to the dots. Remove dots that intersect the brandmark art and ensure clearspace around it.

In the row above the top of the “bowtie” shape, a minimum of one dot must appear to the left of the center point, see examples on the right.

SCALE & PROPORTION

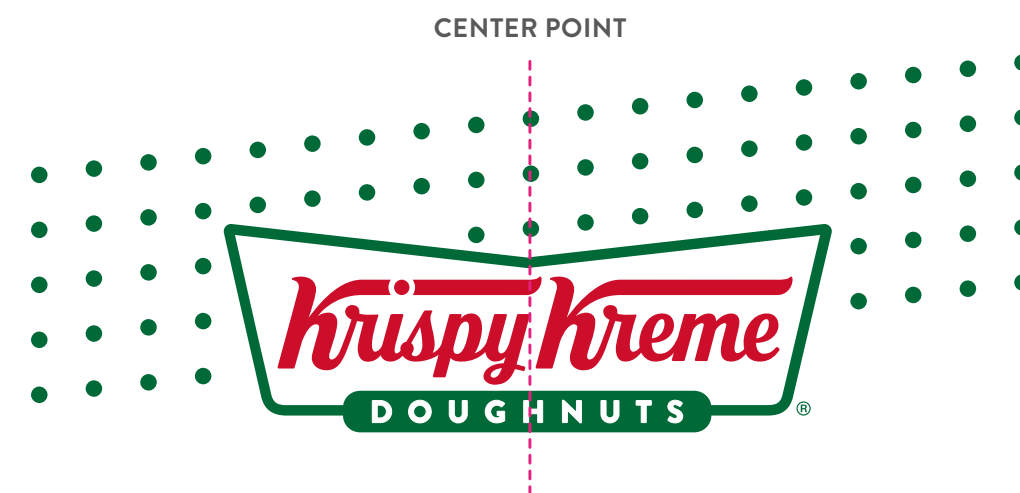
The dots should be no larger than twice the width (2X) of the red dot in the “i” of the “*Krispy Kreme*” wordmark.



Centered dots



Top aligned dots



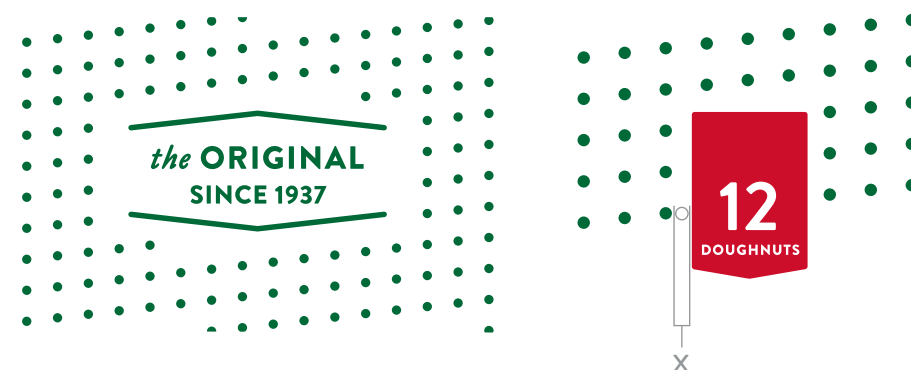
OUR DOT PATTERN

CROPPING

When cropping the dot pattern over a larger area, the dots should not be cut by less than half.



If the dot pattern interacts with graphic elements or type, a clearspace must be maintained around the dots. The minimum clearspace is defined by “X”, where “X” is the width of one dot.



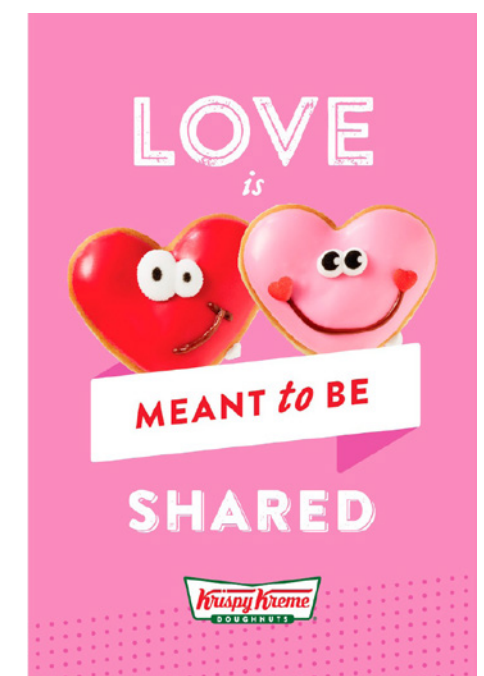
When using product photography over the dot pattern, the dots can intersect and be covered by the image.



COLOR

The color of the dots are Pantone 349c green on a white background. Generally, reversed dots or dots used in a color other than green should not be used. However, dots used in a color other than green can be utilized for seasonal or promotional offers.

The dots must be screened or tinted on a colored background. 100% solid colored dots may not be used on a white background.

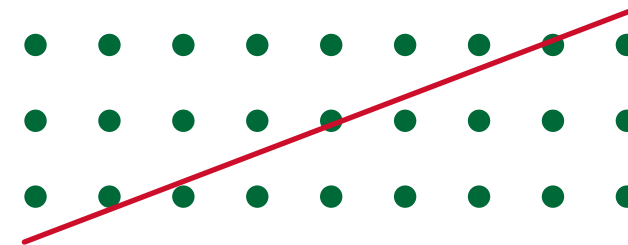


OUR DOT PATTERN

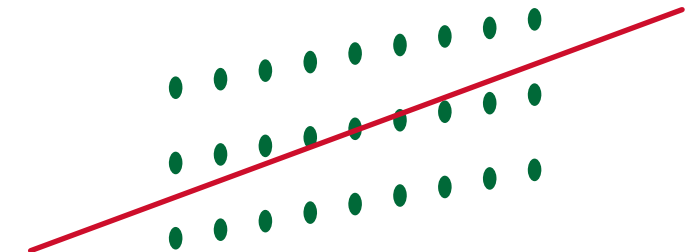
DO NOT'S

Consistent and correct use of our dot pattern with the brandmark and other graphic elements is critical to the strength of our brand. Our brand expressions should always come from master art provided by *Krispy Kreme*, and should never be recreated, changed, or modified.

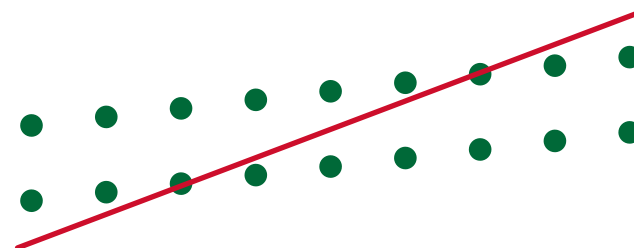
Please reach out to your *Krispy Kreme* contact for more information. Internationally, contact your Regional Marketing Manager.



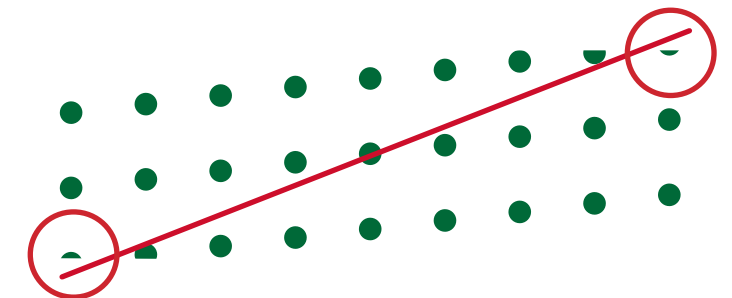
Don't straighten out the dot pattern.



Don't move or alter the proportions of the dot pattern.



Don't use only two lines of dots.



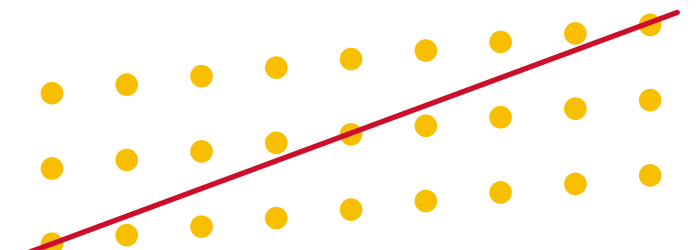
Don't cut the dots by more than half.



Don't show dots through the bowtie shape of the brandmark.



Don't scale the size of dots larger than the approved ratio to the brandmark.



Don't change the color of the dots on a white background.

TYPOGRAPHY

CORE FONTS

Our core fonts help to convey our brand’s personality; simple, timeless, fresh and fun. For **primary points of communication**, use our primary typeface, Brandon Grotesque Black & Bold, and our accent typeface, Claude Sans Bold Italic. For **secondary points of communication**, use our secondary typeface: Brandon Text Regular, Medium and Bold. See page 19 for usage.

PRIMARY TYPEFACE

BRANDON GROTESQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRANDON TEXT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRANDON TEXT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRANDON TEXT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Brandon Grotesque and Brandon Text typeface families can be purchased from HVD Fonts.
www.hvdfonts.com

ACCENT* TYPEFACE

*Use sparingly with Brandon Grotesque

CLAUDE SANS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Claude Sans Bold Italic font can be purchased from ITC Fonts.
www.fonts.com

MICROSOFT OFFICE SYSTEM FONT

For internal marketing collateral created with Microsoft Office, use Century Gothic.

CENTURY GOTHIC REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CENTURY GOTHIC BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TYPOGRAPHY

LIMITED USE FONTS

Seasonal typefaces may be used sparingly to add some special delight to our seasonal/promotional offers in support of our core typography. Seasonal typefaces may be used as key headlines on season-specific messaging.

Note: While the “distressed” texture gives a lot of personality, if overused, the typefaces can look retro and detract from our core brand personality.

Trade Gothic Bold Condensed No. 20 may only be used for legal or mandatory copy.

SEASONAL TYPEFACES

BRANDON PRINTED INLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SPREAD LOVE

BRANDON PRINTED TWO
ABCDEFGHIJKLMNOPQRSTUVWXYZ

PUMPKIN SPICE

LEGAL/MANDATORY COPY FONT

TRADE GOTHIC BOLD CONDENSED NO. 20

©2017 KKDC GREEN SPOTS ON A WHITE FIELD is a registered trademark of HDN Development Corporation

TYPOGRAPHY

USAGE

Combining our core fonts and limited use fonts, along with our core color palette, can create fun and fresh typographic elements.

Primary points of communication use uppercase letters of Brandon Grotesque, see **example 1**, and can include lowercase letters of Claude Sans Bold Italic, see **example 2**.

Claude Sans Bold Italic should be used as an accent font and should always be accompanied by Brandon Grotesque. It should not be used as the only font for headlines or body copy. It is meant for emphasizing key words or short phrases, see **example 3**.

KEY HEADLINE LAYOUT

When typesetting key headlines, ample letter spacing and leading is used to create a sense of lightness and airyness, just like our product attributes.

Uppercase letters should be used in key headlines or short phrases to create emphasis. Do not typeset longer body copy with uppercase letters.

If using Claude to emphasize words within a phrase, do not use capital letters. See **example 4** for incorrect usage.

EXAMPLE 1

ORIGINAL GLAZED®
DOUGHNUT

EXAMPLE 2

MADE *fresh* DAILY
THE DOUGHNUT THAT *started* IT ALL

EXAMPLE 3

Better Together
COFFEE & DOUGHNUTS

Spread
LOVE

EXAMPLE 4 (INCORRECT)

FILLED WITH *DELICIOUS*
OUR ICONIC YEAST-RAISED DOUGHNUT IS FILLED TO
THE BRIM WITH A JUICY RASPBERRY CENTER.

OUR LOCK-UPS

Our iconic visual language builds on our *Krispy Kreme* heritage in a way that is fun, fresh and modern. Our suite of approved typographic lock-ups can be used for graphic representation of our select trademarks and proprietary messaging.

To ensure consistency across all markets, these lock-ups should always come from master art (provided by *Krispy Kreme*), and should never be recreated, changed, or modified. Please reach out to your *Krispy Kreme* contact for more information. Internationally, contact your Regional Marketing Manager.

Note: Do not lockup any of these elements with the *Krispy Kreme* landmark. See page 6 for approved landmark lock-ups.

THE HOT LIGHT

Our beloved Hot Light is uniquely *Krispy Kreme*. A simplified version of the original Hot Light can be utilized on applications with limited printability or space constraints.

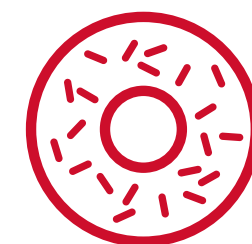
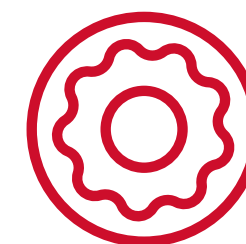


ICONS

FROM COFFEE TO DOUGHNUTS

Icons build on our fun and fresh visual identity, and speak to the *Krispy Kreme* experience. These approved icons can be used to enhance our visual storytelling.

These icons should always come from master art (provided by *Krispy Kreme*), and should never be recreated, changed, or modified. Please reach out to your *Krispy Kreme* contact for more information. Internationally, contact your Regional Marketing Manager.



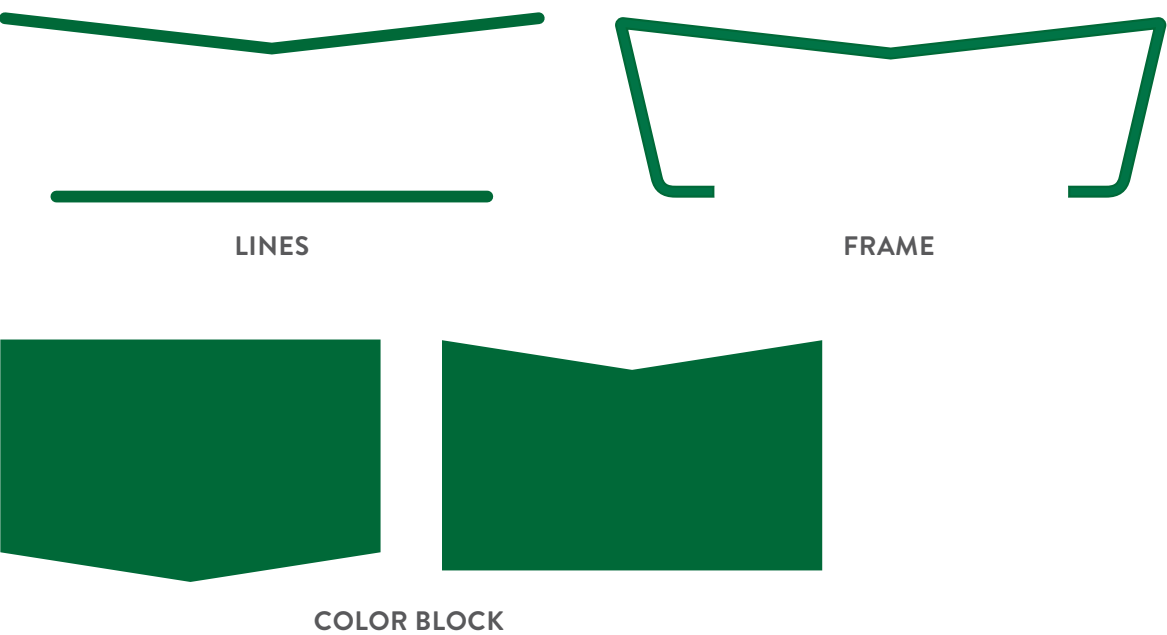
KRISPY KREME BOWTIE

AS A MESSAGING DEVICE

Our “bowtie” is one of our most recognizable brand assets. As a graphic element derived from our landmark, the *Krispy Kreme* “bowtie” shape can be used for key messaging. Usage for this device, outside of our approved lock-ups (see page 20), is restricted to non-packaging materials, such as advertising, promotions, POP displays and social media.

THE BUILDING BLOCKS

Below are three graphic elements that can be used as building blocks for design and key messaging. Lines must always be used together but can be used as shown or flex to be spaced farther apart to accommodate content. See examples on the right for possible usage.



EXAMPLES IN APPLICATION



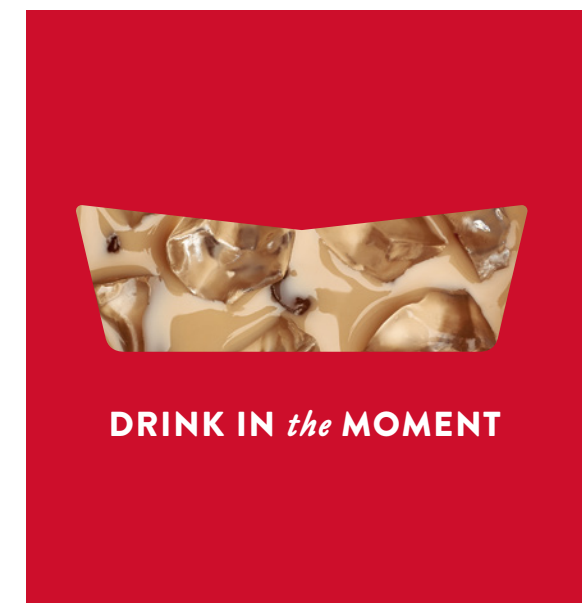
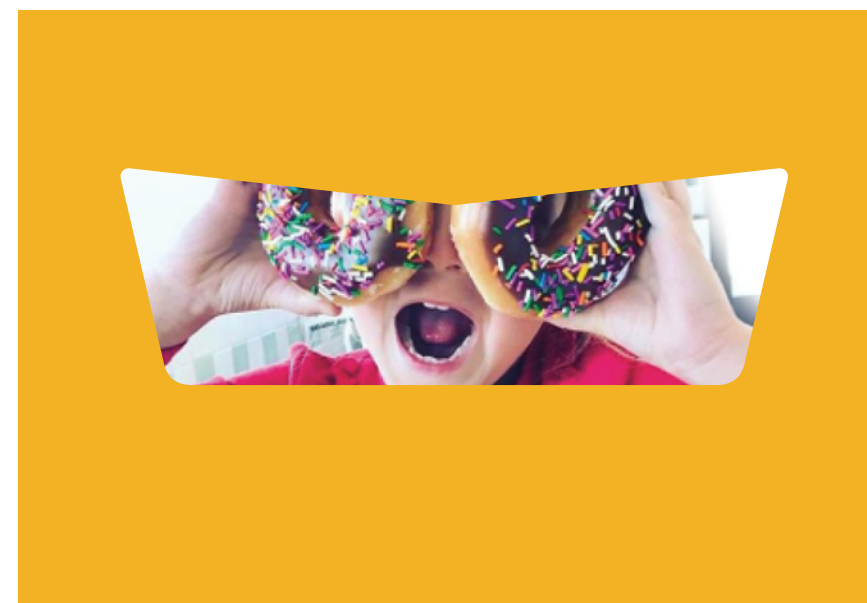
KRISPY KREME BOWTIE

AS A PORTAL

We want to transport our customers into an experience that is uniquely and specifically *Krispy Kreme*. As a graphic element derived from our landmark, the *Krispy Kreme* “bowtie” shape can be used as a portal for photography. Content for photography should closely tie to our brand story, including specific lifestyle or iconic brand equities (i.e. Hot Light). The portal is not appropriate for season-specific or heritage imagery.

The portal graphic should be nested within a solid color background and should focus on a singular subject matter.

It should not contain an overly complex or busy image.



FUNDRAISING LOGO

PRIMARY LOGO

Our Fundraising program is a fun, simple way for *Krispy Kreme* to connect with our community. We have proudly supported local organizations for over 50 years.

The Fundraising program is supported by a logo that leverages our iconic bowtie.

The primary logo should be used whenever possible.



ONE COLOR

The simplified one color versions of the Fundraising logo should only be used if absolutely necessary due to printing limitations.



Black



Reversed out

MINIMUM SIZE

The Fundraising logo should not be sized smaller than the set minimum size, as shown below.

Please note, the ® should be used whenever possible but it can be removed if the text size becomes too small to be legible or if making it legible requires changing the ratio between the brandmark and ® and the ® becomes too prominent.



REWARDS LOGO

PRIMARY LOGO

Our Rewards program celebrates our loyal customers by giving them delicious benefits. We love to connect directly with our customers, and our Rewards program app enables customers to earn points and gain access to exclusive offers.

Our Rewards program is supported by a logo that leverages our iconic bowtie and ties closely to our Delivery program logo.

The primary logo should be used whenever possible.



ONE COLOR

The simplified one color versions of the Rewards logo should only be used if absolutely necessary due to printing limitations.



Black



Reversed out

MINIMUM SIZE

The Rewards logo should not be sized smaller than the set minimum size, as shown below.



DELIVERY LOGO

PRIMARY LOGO

Our Delivery program enables us to get fresh *Krispy Kreme* doughnuts into the hands of our consumers without their having to leave home.

Our Delivery program is supported by a logo that leverages our iconic bowtie and speedy doughnut icon and ties closely to our Rewards program logo.

The primary logo should be used whenever possible.



ONE COLOR

The simplified one color versions of the Delivery logo should only be used if absolutely necessary due to printing limitations.



Black



Reversed out

MINIMUM SIZE

The Delivery logo should not be sized smaller than the set minimum size, as shown below.



THANK YOU

