

KIDS COOKIE BREAK



Construction

When reproducing the logo, use only the artwork supplied with these guidelines. The logo must appear clearly and in the approved colors. To ensure the consistency necessary to build a recognizable identity, it is critical that the Kids Cookie Break logo appears only in the colors approved in these guidelines.



Color

The coloration of the Kids Cookie Break logo is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity and reinforces the welcoming, fun, and playful nature of the identity system. Tints of both main colors may be used.

MAIN COLORS

Yummy Turquoise

Pantone® 7710 C

C 77 **M** 16 **Y** 30 **K** 1

R 25 **G** 157 **B** 171



Pantone® 7710 C

Delicious Orange

Pantone® 144 C

C 5 **M** 55 **Y** 97 **K** 0

R 233 **G** 135 **B** 22



Pantone® 144 C

SECONDARY COLOR

Sweet Chocolate

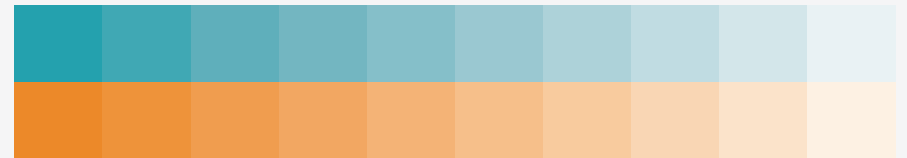
Pantone® 7596 C

C 40 **M** 67 **Y** 69 **K** 54

R 94 **G** 59 **B** 48



Pantone® 7596 C





Alternate Color Usage

The coloration of the Kids Cookie Break logo is an essential element in setting a recognizable tone and look for the identity. Consistent use of color enhances the strength of the identity and reinforces the welcoming, fun, and playful nature of the identity system.

It is best to use color logos, when applicable, however, a black and white or grayscale logo can be used.

A white version of the logo can be 'knocked out' of a colored background.

Clear Space

To ensure its integrity and visibility, the Kids Cookie Break logo should always be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space—a space equal in size to half of the height of the 'S' in 'KIDS'.



Clear space is necessary to give the logo prominence and helps to identify the brand. Without clear space, text and mark may not read correctly.



Do not stretch the logo



Do not recreate the logo with any other typeface



Do not crop the logo in any way

Logo: Don'ts

The Kids Cookie Break logo should always be seen clearly and dramatically. When using the logo do not alter it in any form. To ensure a consistent brand, the logo should be used as it is provided by the designer. Failure to adhere to these standards may confuse the viewer.

Do not alter colors in any way
Do not stretch the logo
Do not recreate the logo with any other typeface
Do not crop the logo in any way

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moxie house

Designed by Moxie House
153 East King Street, Lancaster, PA 17602
717.394.7737 moxiehouse.com