

Jollibee

Brand Guide Book





Jollibee®

1996 - present

Jollibee Foods Corporation was founded in the Philippines in 1975 as an ice cream cafe and then transformed into a fast food restaurant after the founder saw an opportunity to sell hot food. Now Jollibee is considered one of the largest companies not only in its native Philippines and Asia but also in the world. Today the company has more than 1500 locations in 12 countries all over the world and is often called the gym rod between KFC and McDonalds.



1978-1980



1980 - 1983



Jollibee®

1983 - 1996

Typography

The current logo is a minimalist typeface. It has round corners and it looks friendly and plump. it is a modified version of VAG Rounded Pro Black

A B C D E F J H I J K L M N O P Q R S T U V
W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

36px Jollibee

72px Jolli

Jollibee

Colors

The only colors that survived over the years were Red and Black. It has been the official colors since 1978.



“

*Savor the Flavor.
Embrace the Color!* “

Tagline

Tagline is a catch phrase or slogan, especially as used in advertising, or a short text which serves to clarify a thought for or is designed with a form of dramatic effect.

Over the years, Jollibee has the following tag lines.

Langhap - Sarap

smells delicious

Bida sa sarap

delisciously on top

Number 1 sa saya

number 1 in happiness

Products

Jollibee is a fast food restaurant with American-influenced items as well as casual filipino fare.

Chickenjoy

A key product of Jollibee is the crispy breaded fried chicken meal.

Yumburger

A hamburger that contains a beef patty topped with mayonaise. Also has different variety. With cheese, pickles, pineapple, bacon, lettuce and many more.

Spaghetti

The distinctive sweet taste of the sauce compared to the regularly sour tomato sauce of the Italian version. It has groundbeef, spam slices, vienna sausages and garnished with grated cheese.



Mascot

Jollibee is a large bee dressed in a red blazer, shirt and a chef's hat. It was introduced in 1980. During the mascot's conception, Mickey Mouse of Disney was made as the benchmark for Jollibee's design. The mascot was designed to epitomize Filipino optimism. Tony Tan, chairman and founder has compared the mascot's character to the Filipino working folk reasoning that the bee "hops around and produces sweet things for life, and is happy even though it is busy". Other mascots were also made for the Jollibee fast-food chain, some of them featured in Jollitown, a children's show aired in the Philippines.

**Philippines'
Best Tasting**



Merchandise



Build a fun city with our Jolly Friends. Get one toy for every purchase of Jolly Kiddie Meal.

Jolly Fun City
“Take me home with you”

Ang tagal pa ng sweldo!!!



NOOOOOOOO.....

“ When someone talked about Jollibee and
the payday is still two weeks away! ”



chickenjoy® PERFECT PAIRS



Which one is perfect for you?

“
Don't be guilty, just satisfy
your cravings.
”