

BRAND GUIDE

ISU DINING



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ELEMENTS

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LOCATION IDENTITIES

- Clyde's
- The Hub
- Heaping Plato*
- The Roasterie*
- Lance and Ellie's
- Memorial Union Food Court

Pico Picante

The Mix

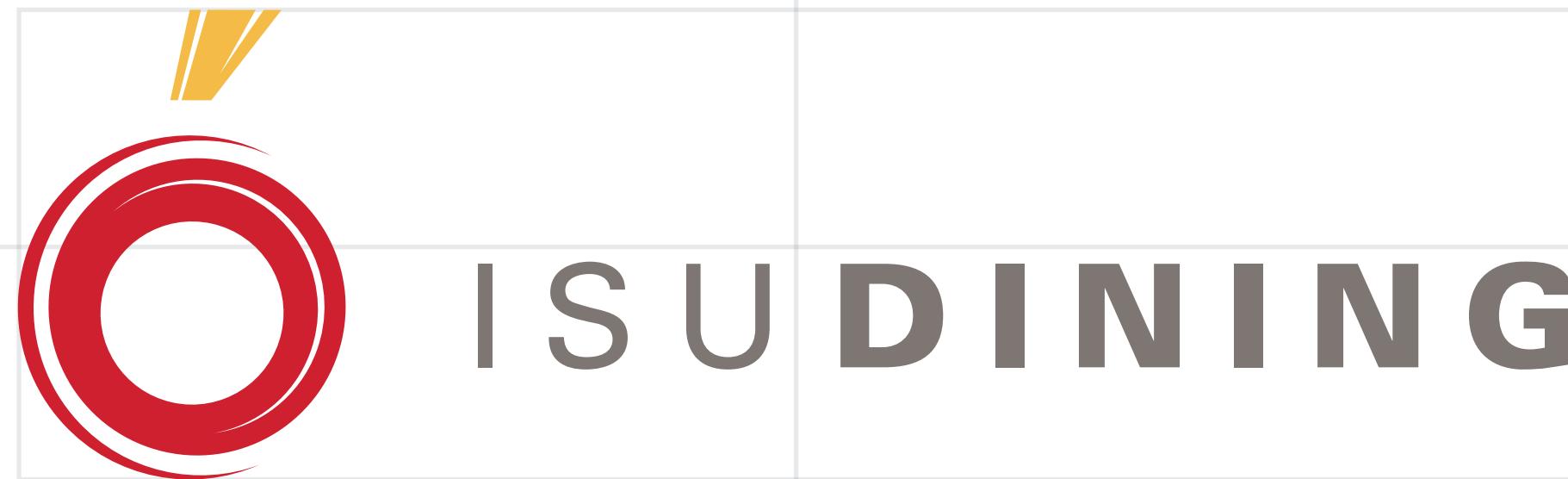
Rowdy Rooster

Yum!burger

Zodiac Pizza

Whirlybird's

LOGO



Main Logo - Full Color



Location Logo



Catering Logo

Logo color variations



COLORS

Dining Red

Pantone 186 C
CMYK: 12 / 100 / 91 / 3
RGB: 206 / 14 / 45
#cd0e2c

Primarily Used For

- Backgrounds
- Main Word/s in Key Message (white background)

Dining Dark Red

Pantone 187 C
CMYK: 23 / 100 / 90 / 18
RGB: 166 / 29 / 42
#a51d2a

Primarily Used For

- Icons (red background)

Dining Yellow

Pantone 142 C
CMYK: 4 / 27 / 83 / 0
RGB: 243 / 189 / 72
#f3bc48

Primarily Used For

- Offset Outline on Main Word in Key Message (red or white background)
- Subheaders (red or black opaque background)
- Secondary words in Key Message
- Quote Heading
- Heading Box on Chart
- Bullets

Dining Grey

CMYK: 0 / 0 / 0 / 75
RGB: 99 / 100 / 102
#626366

Primarily Used For

- Body Text (white background)
- Dashed Line (white background)
- Heading Box on Chart

White

Primarily Used For

- Background
- Main Word/s in Key Message (red or yellow background)
- Body Text (red, yellow, black opaque background)
- Quote Heading
- Block Photo Overlay

COUNT YOUR CREDITS
NOT **YOUR MEALS**

Where can you eat?

DINING CENTERS

Conversations Dining, Oak-Elm Hall
Seasons Marketplace, MWL Commons
Storms Dining, Knapp-Storms
Union Drive Marketplace, Union Drive
Community Center
Friley Windows

FAST CASUAL

Clyde's Fresh Express, Union Drive
Community Center
Hawthorn, Frederiksen Court
MU Food Court, Memorial Union
Lance and Ellie's (*opening Spring 2018*)

KEY AA Anytime Access EM Express Meal
All locations accept Dining Dollars

	Cyclone	Cardinal
Meals	Unlimited	Unlimited
Flex Meals	20 / semester 40 / year	14 / semester 28 / year
Dining Dollars	300 / semester 600 / year	50 / semester 100 / year
Rates	\$2346 / semester \$4692 / year	\$2142 / semester \$4284 / year

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Conversations Dining, Oak-Elm Hall
Seasons Marketplace, MWL Commons
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Examples of color/text use on each background color.

Note: Yellow backgrounds are rarely used (only if necessary) and black overlay backgrounds are only for key messages.



TYPE

Typeface: Universe

- ① **59 ULTRA CONDENSED** *
- ② **75 BLACK** *
- ③ **65 BOLD** *
- ④ 47 Condensed
- ⑤ 67 Condensed
- ⑥ 57 Condensed
- ⑦ 57 Condensed Oblique

Primarily Used For:

- Main Word/s in Key Message (w. Offset Yellow Outline)
- Secondary Words in Key Message (Tracking: 0)

**Tracking: 40*

All Caps Only

Primarily Used For:

- Secondary Words in Key Message

**Tracking: 400*

Primarily Used For:

- Secondary Words in Key Message
- (Before or after Main Word/s)

**Outline Only*

Primarily Used For:

- Body Text

Primarily Used For:

- Subheaders (All Caps)
- Labels / Category Headers

Primarily Used For:

- Body Text

Primarily Used For:

- Descriptors
- Callouts
- Captions



④ Where can you eat?

⑤ DINING CENTERS

Conversations Dining, Oak-Elm Hall
Seasons Marketplace, MWL Commons
Storms Dining, Knapp-Storms
Union Drive Marketplace, Union Drive
Community Center
Friley Windows

FAST CASUAL

Clyde's Fresh Express, Union Drive
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Hawthorn, Frederiksen Court
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Lance and Ellie's *(opening Spring 2018)*

KEY	
AA	Anytime Access

EM Express Meal
All locations accept Dining Dollars

⑤ Cyclone Cardinal		
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KEY MESSAGE EXAMPLES

YOUR FURIOUSLY
FAST PACED
LIFE THANKS YOU



Example: Two fonts, symbol use

DON'T WORRY,
WE'RE OPEN
FOR BREAKFAST!

Example: Three fonts

BRINGING A WHOLE
NEW MEANING
TO THE TERM
"VALUE MEAL"

Example: Long title, two fonts, line bookends on 75 Black words

TAKE OUT THE NEED
FOR **TAKE OUT**

Example: Three Fonts

BLOCK OVERLAYS FOR PHOTOS

*Black - 70% Opacity
Blending Mode: Multiply*



**COUNT YOUR CREDITS
NOT YOUR MEALS**

Where do you live?

Hey, Birch-Welch-Roberts, Barton-Lyon-Freeman, Linden, Oak-Elm, Maple-Willow-Larch, Friley, Helser, Eaton, Martin, Buchanan, and Geoffroy students ... pick your plan!

Required Meal Plans			
Plan Name	Cy Power	Cyclone	*Gold (default)
Meals	Unlimited	Unlimited	200 meals/semester 400 meals/year
Express Meals	46 meals/semester 92 meals/year	34 meals/semester 68 meals/year	35 meals/semester 70 meals/year
Dining Dollars	\$200/semester \$400/year	\$0 (can add on if desired)	\$100/semester \$200/year
Rates	\$2,300/semester \$4,600/year	\$2,100/semester \$4,200/year	\$1,977.50/semester \$3,955/year

○ Express Meals and Dining Dollars can be used for guests.
○ Meals expire at the end of each semester.
○ Dining Dollars expire at the end of the academic year.

*Only available for 2017-18



Callout Box

*White - 88% Opacity
Blending Mode: Normal*

ELEMENTS

Dashed Line

The “Dashed (4 and 4)” preset is used for line elements. Keep line weight small, but large enough to recognize the spaces between dashes from reading distance. Use white line color on a red or yellow background, or grey on a white background.

Key Message Symbols

Usually placed behind top or bottom of Key Message words at an angle.



Header Symbols

Only used behind Header Quotes. Simple, outlined symbols at 30% opacity (Pantone 187 for red background, Pantone 142 for white background).



Where can you eat?

Made Fresh Daily

SYMBOLS

Nutrition Icons



Halal



Vegetarian



Vegan



Dairy



Soy



Peanuts



Tree Nuts



Fish



Shellfish

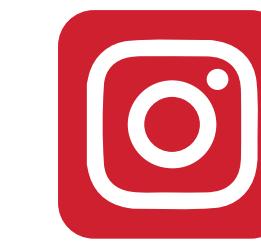
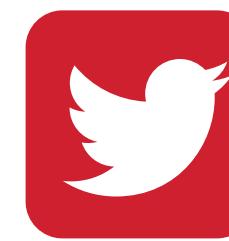
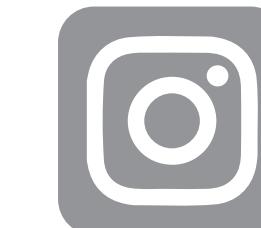


Eggs



Wheat/Gluten

Payment Icons



INDIVIDUAL

LOCATION

IDENTITIES

The following pages contain the elements used for the ISU Dining locations with individual identities. Any elements (colors, shapes, textures, type treatments, etc.) outside of the main brand are only to be used with their respective locations, and should not be used for other locations or for the main brand.

GRIDIRON 1879 GRILLED

CLYDE'S

GASTRO·DINER



CLYDE'S
BREAKFAST OF
CHAMPIONS

BURGERS

BURGERS

All burgers come with lettuce, tomato, onion, pickles and Clyde Sauce

\$4.25

Made-to-order breakfast sandwich

BREAKFAST SANDWICH

ALTERNATIVE BREADS 0.50

COMBO

Add fries and a drink to any entree for **2.50**

SOUP BISQUE

SALADS

SHAKES

Birthday Cake 921 cal 0.00

vanilla ice cream, frosted vanilla cake,
and milk topped with whipped cream and sprinkles

Brownie 1,113 cal 0.00

chocolate ice cream, salted caramel brownie,
and milk topped with whipped cream and caramel sauces

Oreo Blast 971 cal 0.00

chocolate and vanilla ice cream, oreos, and milk topped
with whipped cream, chocolate sauce and oreos

Chocolate 726 cal 0.00

chocolate ice cream and milk topped with whipped cream

Strawberry 678 cal 0.00

strawberry ice cream and milk topped with whipped cream

Vanilla 768 cal 0.00

strawberry ice cream and milk topped with whipped cream

SEASONED SIDES

HAND SCOOPED ICE CREAM

1 SCOOP 1.50 **2 SCOOPS** 2.50

Chocolate 158 cal Strawberry 146 cal Vanilla





LUNCH

PITAS, BOWLS, AND SALADS

All items above are topped with lettuce, tomatoes, onions, feta, harissa, and tzatiki sauce, on your choice of pita, mixed greens, or turmeric rice.

Cup (8oz) 2.99

Bowl (12oz) 4.99

THERE'S A
LOT ON YOUR
PLATE.

DESSERT

THE
ROASTERIE
AIR-ROASTED COFFEE



HOT SIZES

12 OZ 16 OZ 20 OZ

ICED AND BLENDED SIZES

16 OZ 20 OZ 24 OZ

TEAS AND OTHER DELIGHTS

12 OZ 16 OZ 20 OZ 24 OZ

DARK HOT CHOCOLATE	2.90	3.40	3.60
WHITE HOT CHOCOLATE	3.40	3.90	4.10
CHAI LATTE	3.60	4.15	4.45
MATCH TEA LATTE	3.50	3.95	4.25
ICED TEA		1.85	2.25
			2.50

CLASSIC BLACK AND MANGO

HARNEY & SON'S HOT TEAS 1.95 FOR ANY SIZE, ONE TEABAG

MINT VERBENA, EARL GREY,
ENGLISH BREAKFAST, CINNAMON,
SENCHA, CHAMOMILE, PARIS,
WHITE VANILLA GRAPEFRUIT

16 OZ 20 OZ 24 OZ

STILL OR SPARKLING DRINKS	2.75	3.25	3.50
GINGER LEMONADE, RASPBERRY GREEN TEA			
ITALIAN SODA	1.75	2.00	2.25
ITALIAN CREAM SODA	1.95	2.25	2.50
ADD ANY SYRUP TO FLAVOR YOUR SODA			
SMOOTHIES	4.75	5.75	6.75
MANGO, PEACH, STRAWBERRY BANANA			



STACK

Sourdough sub bun | 403 cal
Whole wheat sub bun | 490 cal

ROLL

Whole wheat wrap | 274 cal

TOSS

Salad-house blended greens | 17 cal

- STACK, ROLL, TOSS -

Stacks available toasted.

Anti-Pasta	\$5.80
Ham, salami, pepperoni, and provolone cheese 354 cal	
So-Cal	\$6.50
Turkey, bacon, Swiss cheese, and avocado puree 251 cal	
Duo	\$5.80
Turkey, ham, cheddar cheese, and Swiss cheese 192 cal	
Farmer	\$6.50
Turkey, ham, cheddar cheese, chopped egg, and bacon 280 cal	
The Monster	\$5.80
Turkey, ham, pepperoni, and Muenster cheese 294 cal	
Pepper Chicken	\$5.80
Roasted chicken breast and three pepper Colby-jack cheese 192 cal	
The Roast	\$6.50
Roast beef and horseradish white cheddar cheese 248 cal	
Smoke House Turkey	\$6.50
Turkey and smoked Gruyere 192 cal	
Soy Harvest	\$5.80
Soy marinated fried tofu and sesame dressing 342 cal	

- HOT STACK -

Always served hot and toasty!

Veggie Pit Master	\$4.95
Jackfruit, Carolina barbecue sauce, and coleslaw 151 cal	
Southeast Asian Pork	\$5.25
Slow roasted cilantro-nouc cham marinated pork, sesame-lime cabbage slaw, and peanut sauce 372 cal	

TOPPINGS

Lettuce 4 cal	Green Peppers 3 cal
Tomatoes 9 cal	Banana Peppers 0 cal
Red Onions 2 cal	Black Olives 33 cal
Cucumbers 3 cal	House Made Dill Pickles 34 cal

DRESSINGS

Mayonnaise 49 cal
Mustard Dressing 25 cal
Stoneground Mustard 5 cal
Lemon Basil Vinaigrette 37/373 cal
Ranch Dressing 26/349 cal
Red Wine Vinaigrette 43/429 cal

- COMBOS -

#1

+ Chips
+ Fountain Soda

+ \$1.95

#2

+ Cookie, Bar, or Side Salad
+ Fountain Soda

+ \$2.35

#3

+ Fruit Cup
+ Fountain Soda

+ \$2.90

HOURS:

M-TH | 10am – 8 pm
FRI | 10 am – 7 pm

SAT | 10 am – 3 pm
SUN | Closed

- SIDES -

Potato Salad	\$2.30
Potatoes, celery, onions, chopped eggs, and pickles in a creamy dressing 383 cal	
Edamame Salad	\$2.30
Edamame, red and green cabbage, green onions, bell peppers, toasted sesame, and teppanyaki dressing 226 cal	
Seasonal Fruit Cups 40 cal	\$2.50
Assorted Chips 208-218 cal	\$1.10
Fountain Soda	\$1.35

- TREAT YOURSELF -

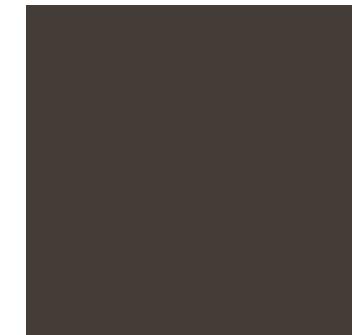
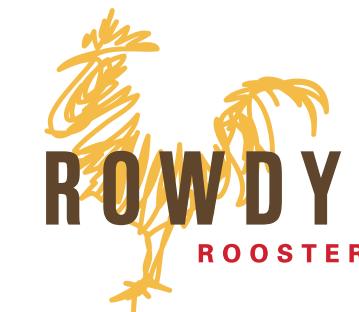
Marble Cookie 318 cal	\$1.60
Mocha Brownie 417 cal	\$1.90



ISU DINING

MU FOOD COURT

The following restaurants in the MU Food Court each have their own storefront "logo" designs that are only to be used for in-location designs. For marketing purposes, use the main ISU Dining MU Food Court location logo.





SALAD AND HOT BAR
7.99 / LB.

THE MIX

SALAD AND
HOT BAR

ADD A
PROTEIN

SOUPS

3.10 / CUP (8 oz)

4.10 / BOWL (12 oz)

POCO PICANTE

POCO PICANTE

CHOOSE BURRITO OR BOWL 6.50

CHICKEN ROJA OR **SHREDDED PORK** OR **CILANTRO LIME BEEF** OR **JACKFRUIT MOLE**

TOPPINGS

TOPPING ONE 120 cal	TOPPING SIX 120 cal	TOPPING ELEVEN 120 cal
TOPPING TWO 120 cal	TOPPING SEVEN 120 cal	TOPPING TWELVE 120 cal
TOPPING THREE 120 cal	TOPPING EIGHT 120 cal	TOPPING THIRTEEN 120 cal
TOPPING FOUR 120 cal	TOPPING NINE 120 cal	TOPPING FOURTEEN 120 cal
TOPPING FIVE 120 cal	TOPPING TEN 120 cal	TOPPING FIFTEEN 120 cal



ROWDY ROOSTER

ENTREES

SIDE

COMBO: FRENCH FRIES +
FOUNTAIN DRINK **2.20**

YUM!BURGER

burgers

HAMBURGER **5.95** 120 cal

CHEESEBURGER **5.95** 120 cal

BACON CHEESEBURGER **5.95** 120 cal

BLACK BEAN BURGER **5.95** 120 cal

BLACK BEAN CHEESEBURGER **5.95** 120 cal

ZODIAC PIZZA



THREE CHEESE PIZZA

5.95 120 cal

PEPPERONI PIZZA

5.95 120 cal

SAUSAGE PIZZA

5.95 120 cal

HAWAIIAN PIZZA

5.95 120 cal



WHIRLYBIRD'S

MIX | DRINK | FLY

SHAKES

Made with hand scooped vanilla ice cream.

\$4.79 \$5.99

16 oz 24 oz

COOKIES N' CREAM

666 | 1042 cal

Oreo cookies, chocolate chips, chocolate syrup, and milk

AVOCADO DELIGHT

559 | 865 cal

Avocado, coconut cream and apple juice

PIÑA COCO

549 | 848 cal

Coconut cream, pineapple, and pineapple juice

PEANUT BUTTER DREAM

1104 | 1533 cal

Peanut butter, banana, chocolate chips, chocolate syrup, and milk

STRAWBERRY RUNNER

215 | 397 cal

Strawberries and pineapple juice

+ BOOSTS

All yogurt and fruit smoothies, shakes, and steamed drinks come with 1 boost.

Choose from: Energy, Soy Protein, Whey Protein, Immunity, Trim and Fit, and Multi-Vitamin

BUILD YOUR OWN PROTEIN SHAKE

\$7.99

24 oz

CHOOSE: JUICE or MILK

- Apple
- Orange
- Cranberry
- Pineapple
- 2%, Skim, or Soy Milk
- Water

CHOOSE: TWO MIX-INS

- Mango
- Pineapple
- Banana
- Raspberry
- Blueberry
- Strawberry
- Melon
- Peanut butter

CHOOSE YOUR BASE

- Ice Cream or Greek Yogurt

CHOOSE YOUR PROTEIN

- Isopure Vanilla or Isopure Chocolate

ACAI BERRY OAT CUP

\$4.50

16 oz

Greek yogurt steeped oats, a puree of acai, blueberries, raspberries and cranberry juice topped with honey oat granola and your choice of 2 toppings. 357 cal.

TOPPINGS

Choose 2

- Banana - 52 cal
- Almonds - 52 cal
- Goji Berries - 21 cal
- Toasted Coconut - 130 cal
- Chia Seeds - 20 cal



**MIX IT UP,
SLURP IT
DOWN.**



**NOW ACCEPTING
FLEX MEALS!**

D I N I N G

S P E C I A L

E V E N T S

