



***Brand Guidelines***

# ***Introduction***

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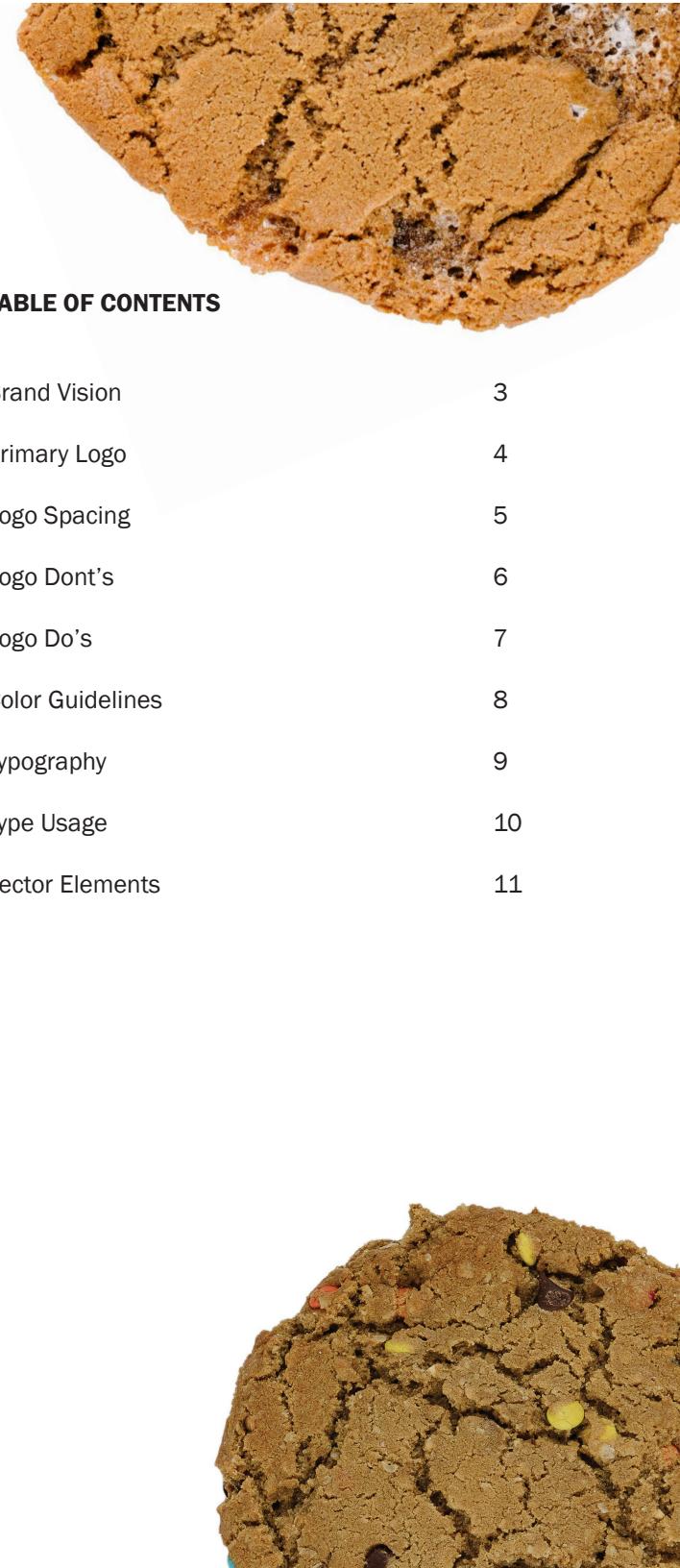
You'll find detailed information on graphic standards as well as helpful sample applications demonstrating how the provided tools and assets work together. Please use these guidelines to ensure we maintain the integrity of our brand.



**Brand Guidelines - T-Rex Cookie**

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# ***Brand Story & Vision***

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Tina Rexing founded the T-Rex Cookie Company in 2015 after spending over 20 years in Corporate America. Taking her passion for baking to the next level, she began by selling her 1/2 pound cookies at the Minneapolis Farmer's market. The brand and product quickly became a fixture at local markets. Thanks to her strong social media presence, Rexing appeared on the Today Show in December 2015 highlighting her Sea Salt Caramel Chocolate Chip Cookie, only eight months after selling her first cookie. Rexing and her products have been featured in numerous television and radio appearances including The Jason Matheson Show, Twin Cities Live, Jason DeRusha Eats and KFAN's Power Trip Morning Show among others. T-Rex has developed strong partnerships with the MN Orchestra and US Bank Stadium and has gained national distribution through Goldbely.com. In 2018, T-Rex Cookie launched wholesale programs with US Foods, Sysco & Reinhart which extended partnerships with a number of restaurants in the Twin Cities Metro area and surrounding communities.

The T-Rex Cookie brand focuses on producing a consistent, high quality, half pound and five pound cookies. This branding is directly tied to a strong product and logo recognition through continuous social media and traditional marketing.

## **BRAND TRAITS**

- Youthful
- Fun
- Professional
- Exciting
- Modern
- Team Oriented



# *Primary Logo*

## **USAGE**

This version of the logo should be used whenever possible. Special usage cases are covered on the following page.



## **PRIMARY LOGO ALTERNATE**

This version of the logo should be used whenever designated to do so by T-Rex Cookie.



# *Logo Spacing*

## **SPACING**

The logo should have a minimum distance on all sides as illustrated on the left.

No other content should be within the “exclusion zone.”



## *Logo Don't's*



### Proportion

Do not skew, squish, or stretch the logo. Even if it is 'necessary' in order to fit into a specified space. Keep all original proportions correct.



### Coloring

Do not reproduce the logo in an unapproved color. Must use specified brand colors at all time. Do not change colors to fit associated events etc.



### Orientation

Do not orient the logo in any other way than designated on pages 4 and 5.



### Inverting

Do not invert logo color. Alternate logo versions may only use specified logo on page 3.

# *Logo Dos*



## COLOR USE & SPACING

Ensure that adequate space is given to the logo by following spacing guidelines on page 7.



## CORRECT CONTRAST

Do not apply the logo to a background where contrast is high enough to easily distinguish the logo from the background.



## CORRECT VERSION OF LOGO FOR SIZE

Because the logo would be illegible if any smaller than this size.



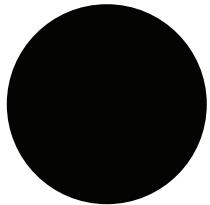
## CORRECT LOGO FOR PHOTO BACKGROUND

Logo should have enough contrast to be legible on photography background.

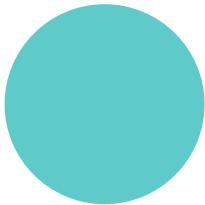
# *Color Guidelines*

## **PRIMARY COLOR PALETTE**

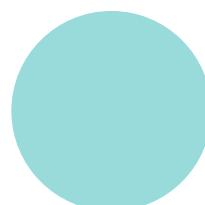
The primary color palette has been established as a bright, reliable, strong collection of colors.



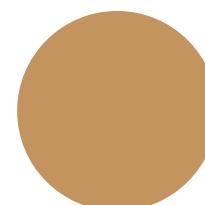
Black  
CMYK 75.68.67.90



PANTONE 365C  
CMYK 57.0.25.0



PANTONE 324C  
CMYK 38.0.17.0



PANTONE 465C  
CMYK 26.40.73.03

Please refer to actual PANTONE color chips to accurately match and reproduce these brand colors on the surface you are using. The CMYK formula should be used as a “starting point” and you should work with your printer to determine the correct formula for your specific project.

The colors reproduced in this guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards.

PANTONE is a registered trademark of Pantone, Inc.

# Typography

*Consistent use of typography helps build visual familiarity with our brand and ensures that all T-Rex Cookie affiliate materials have a consistent look.*

## PRIMARY SANS-SERIF TYPEFACE

Magneto Bold - should only be used for headlines.

Gotham Bold - should be used for smaller subheads.

Gotham Book - is a sans serif typeface selected for its sleek, contemporary design which visually balances classic serif letters. Gotham Book should be used for smaller headlines, and most body copy.

Market Deco - should only be used when listing menu items.

### Magneto Bold

AaBbCcDdEe

### Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789

### Market Deco

ABCDEFGHIJKLMNPQRSTUVWXYZ  
0123456789

# Type Usage

# Type Usage

Large Headline - Title Case Only  
**Magneto Bold**

## SIT SOLlicitudin

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia.

Headline 1  
**Gotham Bold**

Body Copy  
**Gotham Book**

## SIT SOLlicitudin

Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Cras justo odio, dapibus ac facilisis in, egestas eget quam. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia.

Headline 2  
**Gotham Bold**

CHOCOLATE CHIP

S'MORE

SEA SALT CARAMEL

CHOCOLATE CHIP

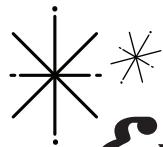
SNICKERDOODLE

SUGAR

Listing Menu Items  
**Market Deco - Uppercase Only**



# *Vector Elements*



*Example*

Star Vector Element



Dashed Line Element



Vector Banner Element on Stripes

