Visual Identity Cascade

Retail Marketing

Scope of work

Phase 1: Analysis

- 1a. Situation Analysis
- 1b. Customer Journey Exploration (Current)
- 1c. Brand Drivers & Segmentation Study

Phase 2: Strategy

- 2a. Brand Strategy Refinement
- 2b. Customer Journey Mapping (Future)
- 2c. Brand Architecture & Nomenclature

Phase 3: Brand Expression

- 3a. Visual Identity, Visual System & Guidelines
- 3b. Packaging System & Guidelines
- 3c. Retail Design & Guidelines
- 3d. Brand Engagement

Jollibee Masterbrand Logo

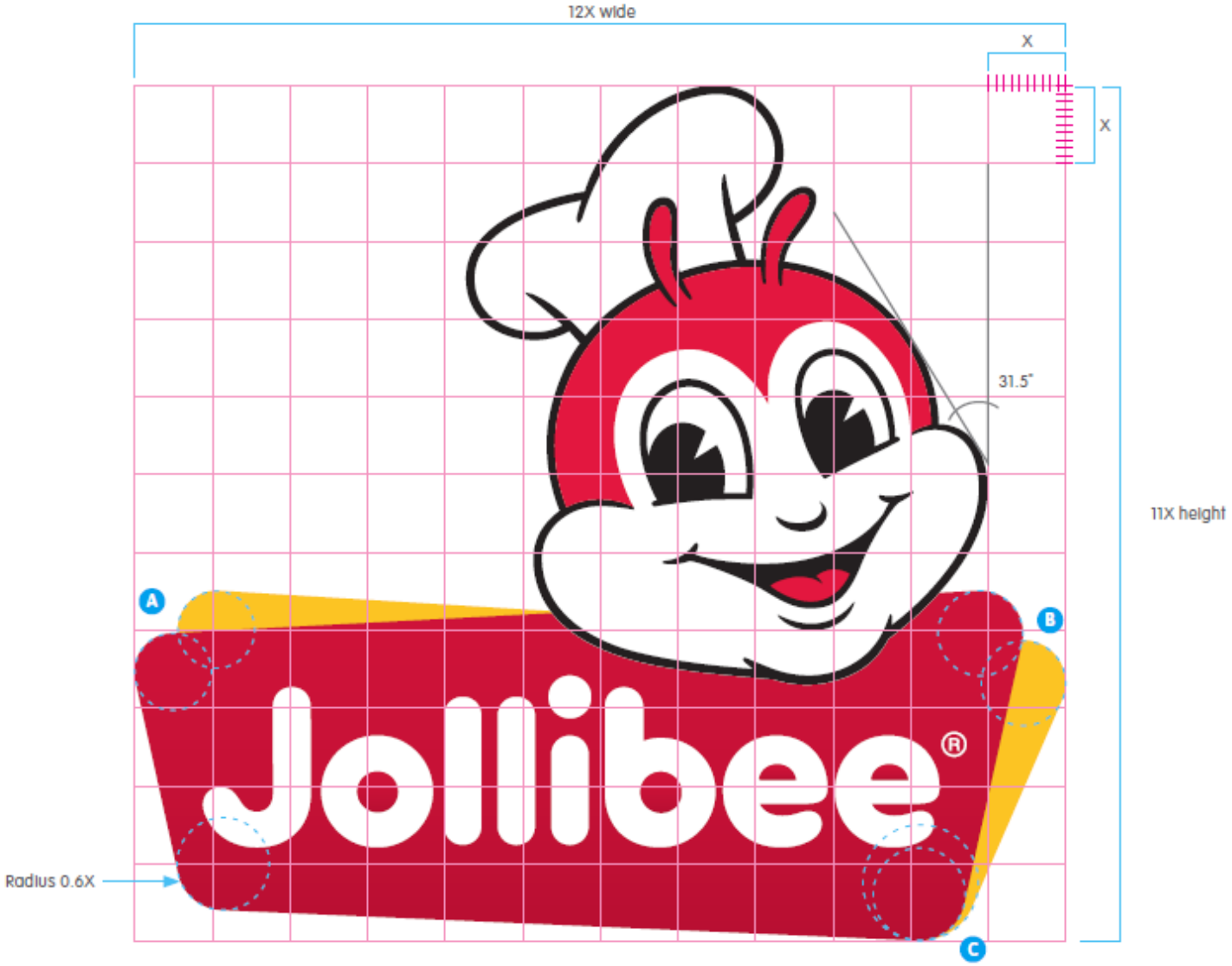
The new logo comprises of the wordmark “Jollibee”, the “bee icon” and two new “trapezium” shapes

Full color: CMYK / RGB
(Refer to page 1.10 for Jollibee Red gradient specifications)

Single color: Jollibee Red
No gradient fill but solid flat Jollibee Red

Single color: Black

The new VID guide provides the correct <u>Gridline Reference with exact bee head tilt</u>



Key Design Elements

The design elements below are used alone or in combination to represent the Jollibee brand in all communications.

Jollibee logo

Bee icon

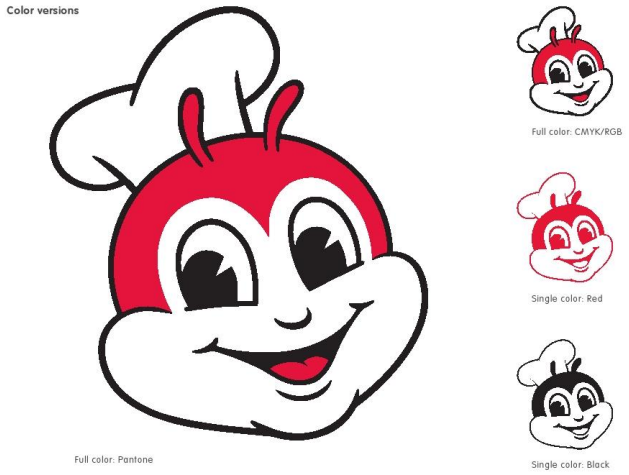
Color palette

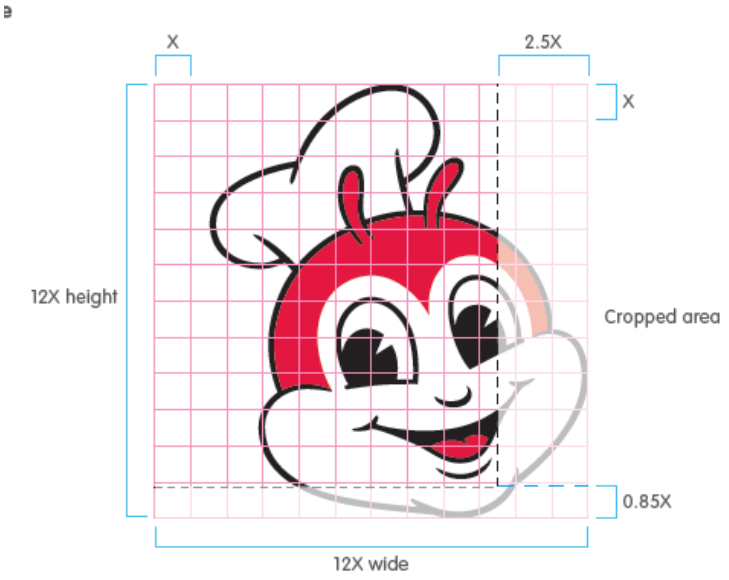
The wordmark

Single color logo

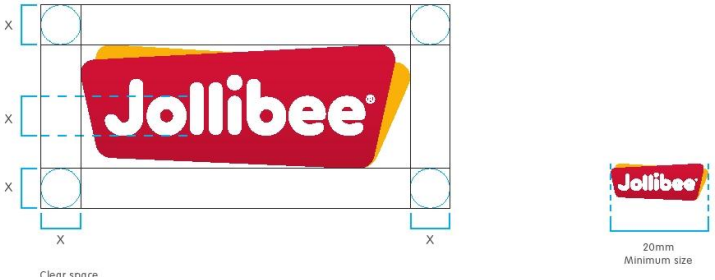
The Bee Face

- **Personifies happines and is used in various applications to evoke the feeling of joy.**
- **It can be used as stand-alone icon in the tagline or as part of the masterbrand logo**
- **The peeking bee must follow exact grid line shown below.**



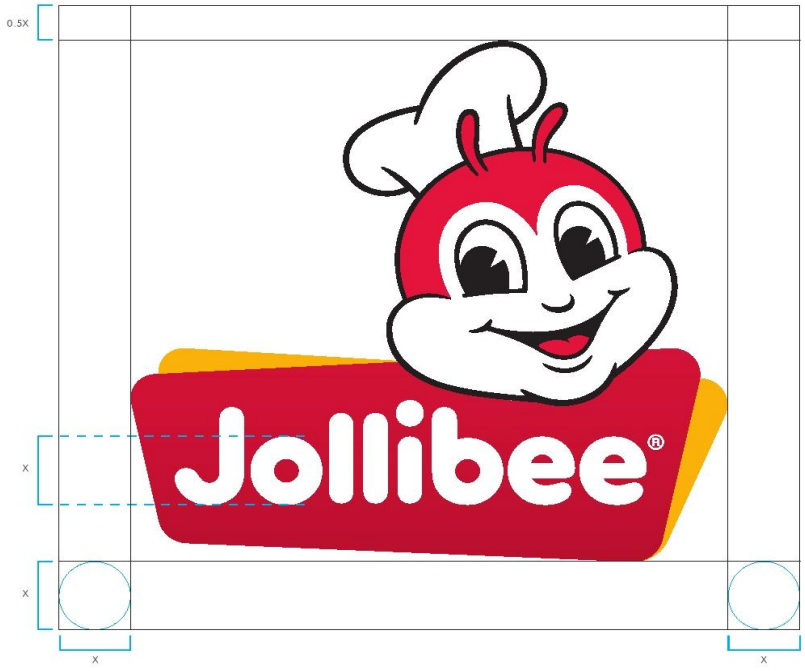


The Jollibee logo without the bee icon should only be used in combination with the Peeking Bee.



Logo clear space and minimum size

- ✓ **In order to protect its integrity, the Jollibee masterbrand logo must be kept clear of any other elements. There should be a minimum clear space around the logo.**
- ✓ **To ensure legibility, a minimum size restriction has been placed on the logo which is not smaller than 20mm in width.**



Incorrect use of logo

X Do not stretch logo

X Do not use other typeface

X Do not create reversed white on dark background

X Do not change color in any other way

X Do not tilt any of the elements

X Do not move or resize any of the elements

New Jollibee Typography

Headline fonts

Gator Regular
for headlines

Corporate fonts

VAG Rounded
Bold for subheads
Light for body text

System font

Arial
Bold for headlines
Regular for body text

Uses of typography

Headline Fonts

Gator is our communication headline. This is the primary typography used in sub-brands (ie: Yum, Champ,Chickenjoy,Spaghetti,etc). This font type captures Jollibee's fun personality.

Sub-brands

Corporate Fonts

Vag rounded is used as corporate typeface ie: statutory signs and other advertising communication

System Fonts

Arial is used for internally produced documents eg. powerpoint, letters, website.

Color palette

Corporate colors

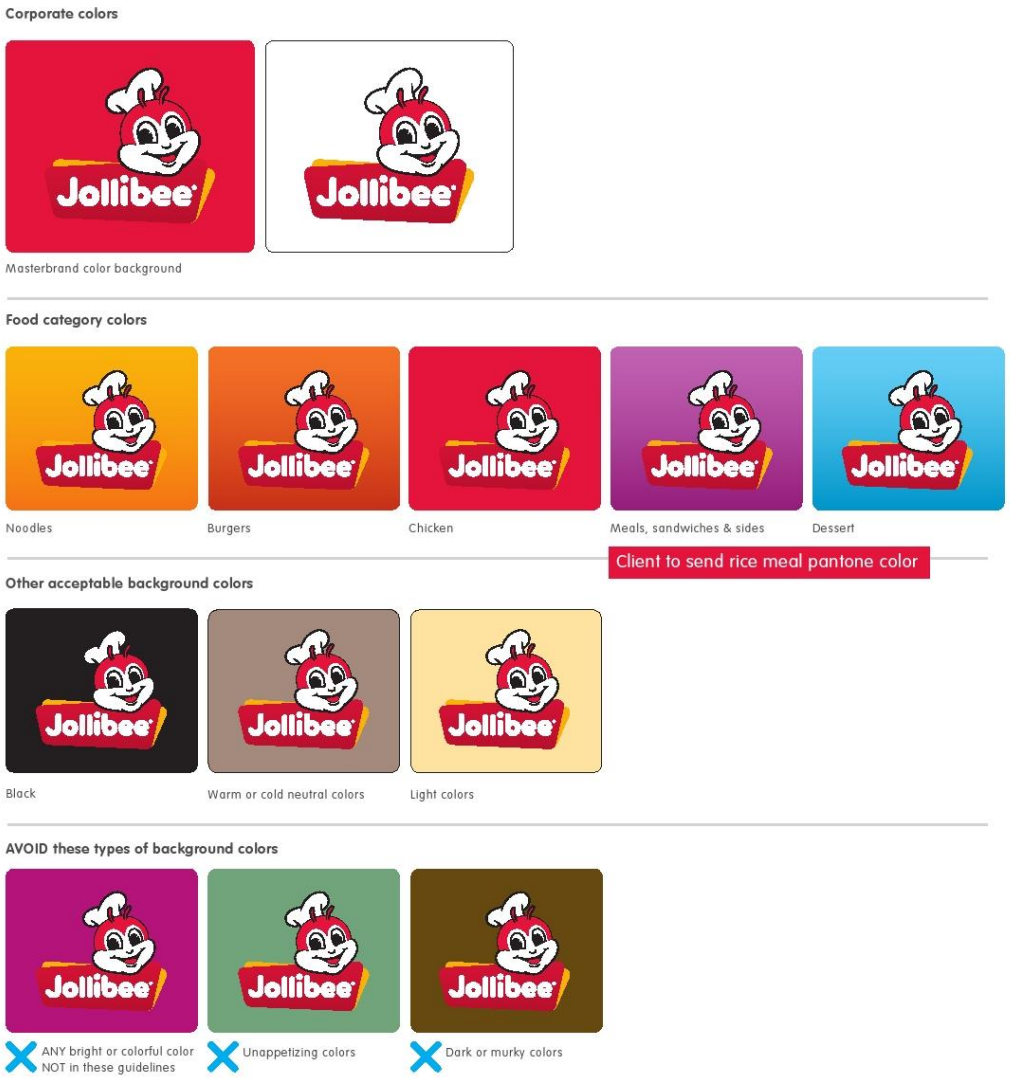
Pantone 186C 100M 75Y 4K R227 G24 B55 Pantone 032U	100M 75Y 13K R207 G23 B51 100M 75Y 26K R186 G19 B47	Pantone 186C with black gradient 9K to 22K overprint	Pantone 7408C 30M 100Y R255 G194 B34
Jollibee Red	Jollibee Red CMYK / RGB gradient	Jollibee Red Pantone gradient with black overprint	Jollibee Yellow

Full color: Pantone

✓ **When logo is placed on red background make sure it uses the gradient red so logo stands out. Adding a drop shadow will also help.**

✓ **Other acceptable colors are black, warm, neutral and light colors.**

✓ **Avoid placing logo on colors that are unappetizing, dark or patterned background**



New menuboard colors

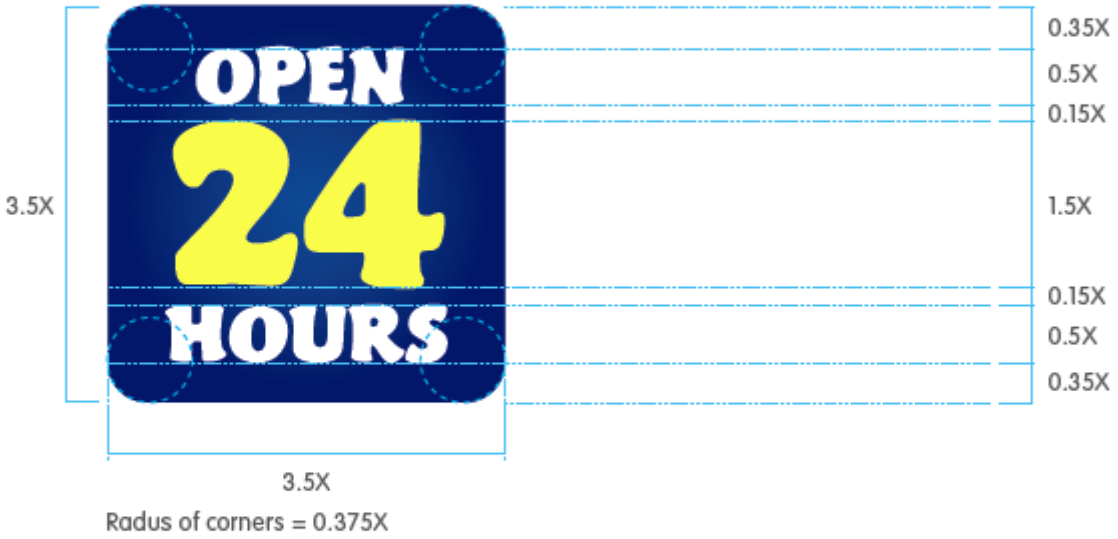
Free standing store: Open 24 Hours sign

The Open 24 Hours sign has been designed for minimal fuss and optimal clarity and impact. This design for the store exteriors as shown in this section, is consistent to the pylon as shown in section 1 of these guidlines.

Grid
The grid here can be used as reference to create or check the set up production.

Open 24 Hours sign material and finishes
- **Material:** brushed stainless steel channel lettering light boxes with white acrylic.
- **Graphics:** printed or vinyl applied sticker.
- **Open 24 Hours color:** match yellow to PMS 3945C and blue to PMS 2768.
- **Color note:** the gradients shown in the above visuals are to simulate lighting affect.

Position
The Open 24 Hours sign needs to be located in a clearly visible position, ideally:
- close to entrance (to the left preferably).
- just above eye-level.



PYLON WITH 24 HOUR LOGO

The Drive Thru and Open 24 Hours signs have been designed for minimal fuss and optimal clarity and impact. They can be used individually or together.

Grid
The grid here can be used as reference to create or check the set up production.

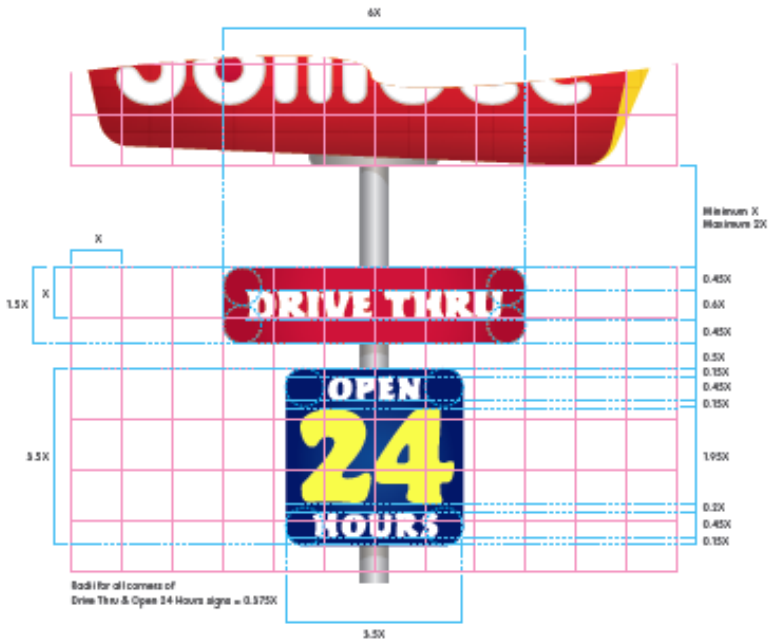
Size
For all standard sizes, match the grid to the 60ft standard pylon width. See the next page of these guidelines for more details.

Side
The signs are intended to be brushed stainless steel channel box to "clip into" the support pole visually. Dimensions should be determined when considering production.

Radii
The corner radii have been carefully considered and documented here. Please adhere to these with absolute accuracy.

Color
The gradients shown in these visuals are intended to simulate internally lit lightbox effect. They should be reproduced using flat colors:

- Drive thru color: match PMS 186C
- Open 24 Hours color: match yellow PMS 3945C and blue to PMS 2768.



Jollibee pylon with Drive Thru and Open 24 Hours signs

Jollibee pylon with Drive Thru sign

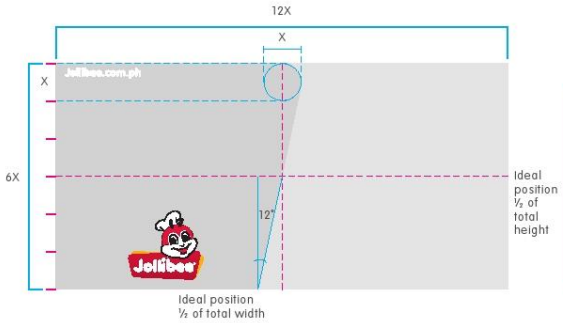
Jollibee pylon with Open 24 Hours sign

Advertisement

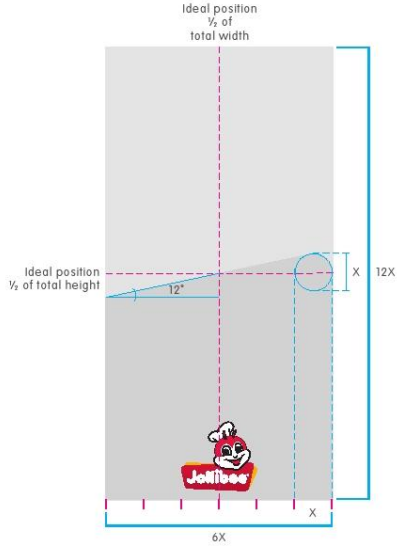
Jollibee advertisement should be colorful, fun and impactful. They should bring forth the Jollibee essence.

Graphic Device – Horizontal & Vertical

Horizontal layout



Vertical layout



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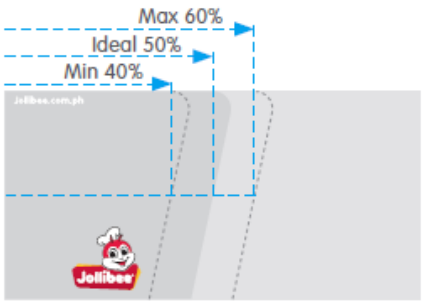
Summary of grids- Horizontal 2x1

All text is center-aligned. Headline text is Gator.

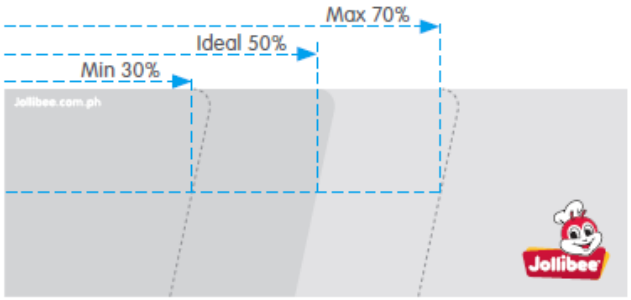
Percentage of total width

Horizontal 2x1 grid



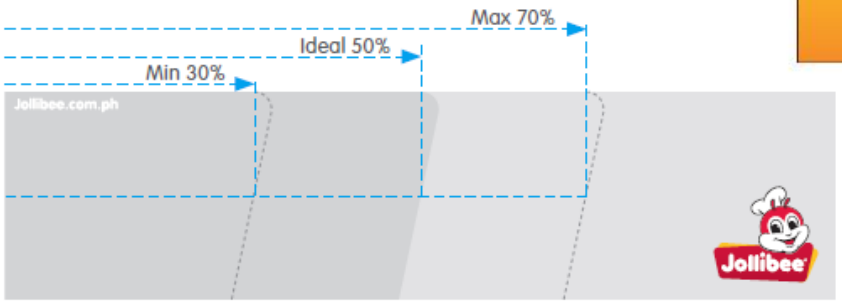
Percentage of total width

Horizontal 3x1 grid



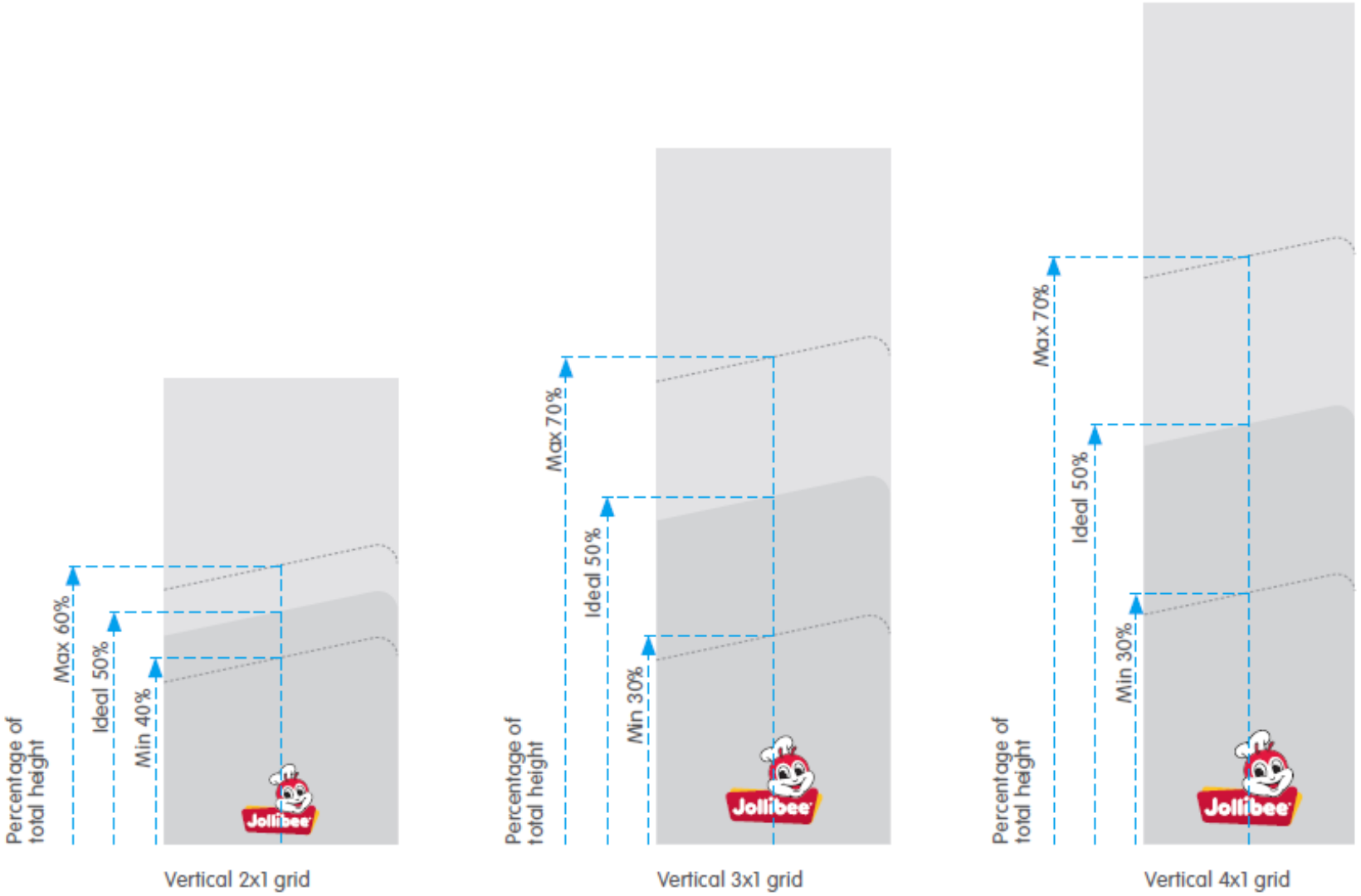
Percentage of total width

Horizontal 4x1 grid



Examples

Summary of grids- Vertical



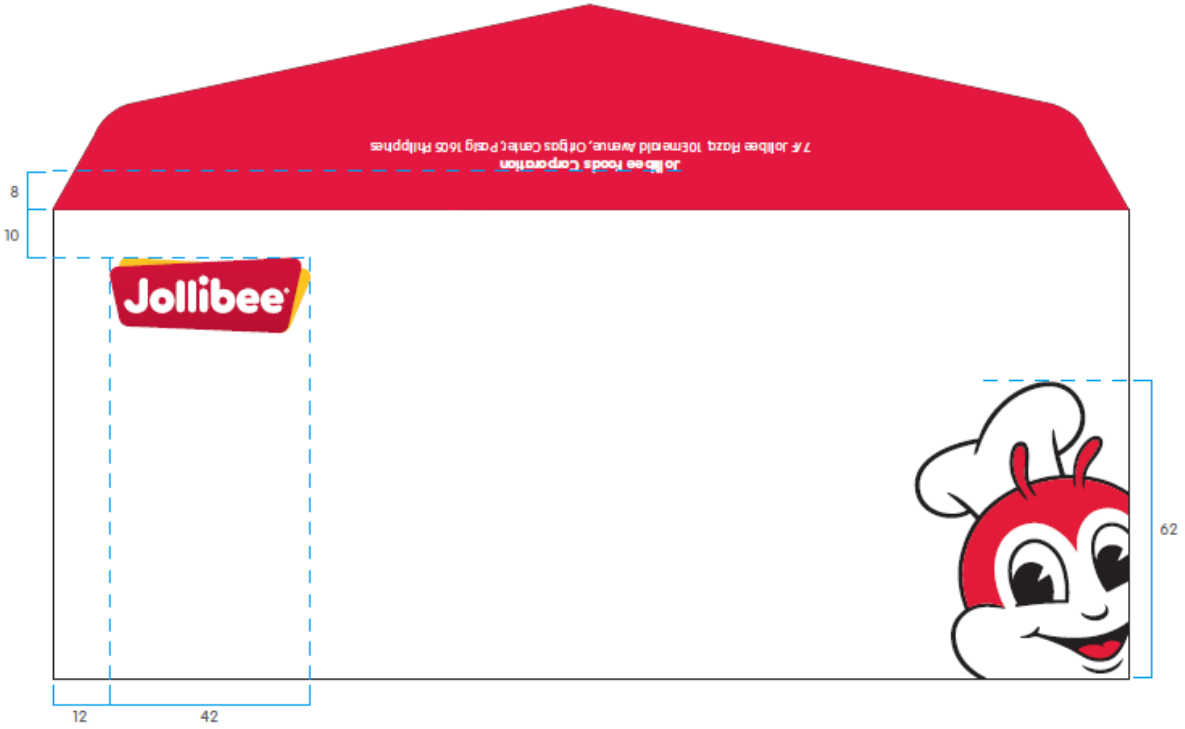
New Corporate Stationery

Corporate Stationery : Business Cards

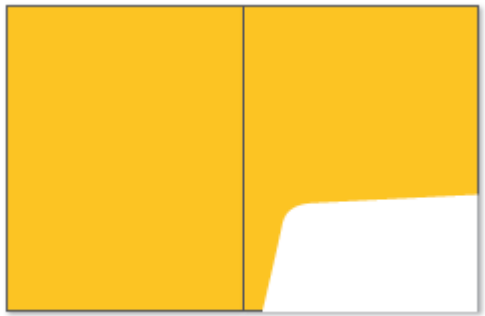
Front

Corporate Stationery : Letterhead

Corporate Stationery : Envelope



Corporate Stationery : Folder



Thank you