New!

BRAND STYLE GUIDE

FANCI FREEZ®

INTRODUCTION

The updated Fanci Freez brand gives a nostalgic nod to the restaurant's long history as a Boise favorite, while also making us feel competent and capable of performing on today's grocery store shelves. We are preserving the existing visual "flavor" of Fanci Freez in a way that doesn't feel dated, which is the main goal of this redesign.

This document includes specifications and usage guidelines for the new Fanci Freez logo, along with color, typography, imagery, and other supporting assets included in the brand update. It is intended to serve as a reference for anyone creating marketing collateral, social media graphics, or other materials on behalf of Fanci Freez.

The chief aim of this document is to help Fanci Freez use our updated brand system to present ourselves clearly and consistently.

IDAHO'S FAVORITE DRIVE-THRU RESTAURANT

CELEBRATING OVER 75 YEARS
of Boise's Best Milkshakes.

FANCI FREEZ

FULL "RIBBON" LOGO

The classic Fanci Freez ribbon logo has been spruced up, and is available in multiple colorways. Alternate versions with text reading "Estd. 1947," "Burgers & Shakes," and "Voted Boise's Best Milkshake" are also available.

MONOGRAM "FLAG" LOGO

The shortened FF monogram flag can be used as a shorthand identifier, or as a "sign-off" for short phrases or taglines, provided there's enough context elsewhere for customers to identify Fanci Freez.

Additional supporting graphics, holding shapes, and patterns are also available; these are addressed starting on pg. 7.

CLEAR SPACE

Be sure to leave enough "clear space" around the logo for it to remain visually separate from other design elements. The height of the uppercase "F" can be a good guide.
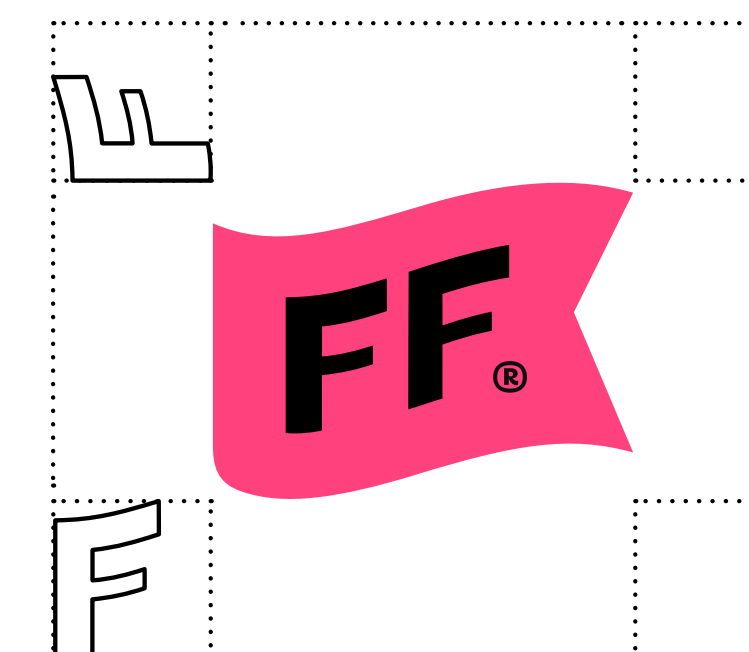
FULL "RIBBON" LOGO (PRIMARY):

MONOGRAM "FLAG":

CLEAR SPACE EXAMPLES

LOGO USAGE (CONT'D.)

Make sure the logo stands out clearly from its surroundings (for example, use a darker-colored logo on a light background, or a light-colored one on a dark background).

THINGS TO AVOID:

In the interest of maintaining good brand recognition, it's best to avoid the following:

- Stretching the logo horizontally or vertically

- Changing the color of individual elements within the logo

- Using a version of the logo that does not contrast sufficiently with the background.

- Using harsh/obvious drop shadows or other visual effects on the logo.

DO:

DON'T:

COLOR PALETTE

These are the colors in Fanci Freez's brand palette.
The pink, black, off-white, and yellow are primary; the other colors
are meant to play a supporting role and should see less use.

PINK

CMYK
0, 88, 25, 0

RGB
255, 66, 125

PMS
191 C

HEX
ff427d

OFF-WHITE

CMYK
2, 3, 4, 0

RGB
246, 242, 239

PMS
30% Warm Gray 1 C

HEX
f6f2ef

BLACK

CMYK
73, 67, 67, 83

RGB
16, 16, 15

PMS
Black 3 C

HEX
10100f

YELLOW

CMYK
4, 16, 100, 0

RGB
247, 201, 1

PMS
116 C

HEX
f7cf01

DARK BLUE

CMYK
100, 82, 15, 2

RGB
28, 74, 140

PMS
7684

HEX
1c4a8c

LIGHT BLUE

CMYK
25, 2, 7, 0

RGB
189, 224, 232

PMS
290 C

HEX
bde0e8

LIGHT PINK

CMYK
0, 46, 0, 0

RGB
255, 161, 209

PMS
2037 C

HEX
fea1d1

TYPOGRAPHY

In a nod to the eclectic look & feel of existing Fanci Freez drive-thru restaurant signage, the new Fanci Freez brand combines a number of different type styles, widths, and weights.

Even though mixing & matching fonts is part of Fanci Freez's aesthetic, try to use the combinations shown at right as a general guide, and avoid combining styles willy-nilly. Type is a big part of maintaining a consistent look & feel. It also allows you to communicate more clearly by creating a clear visual heirarchy of information.

When choosing type sizes, it's less about choosing a "correct" pt. size, and more about maintaining general size relationships between titles, headings, paragraphs, etc.

FONTS SHOWN AT RIGHT ARE AVAILABLE FOR PURCHASE HERE.

TITLE — FIGURE CONDENSED HEAVY + FIGURE EXTENDED HEAVY

OVER 75 YEARS OF GREAT SHAKES.

HEADING — ALKALINE BOLD

Voted Boise's Best Milkshake.

PARAGRAPH — FIGURE CONDENSED MEDIUM/DEMI

This is paragraph/body text. It uses the default spacing and is in sentence case. Idunte est, officiis a vent laborestiori aut as voluptatqui aut ea none doluptat arcid et volorio nsequiant lam ressima.

SUBHEADING — ALKALINE CAPS HEAVY

BOISE'S FAVORITE DRIVE-THRU RESTAURANT.

TAGLINES & CALL-OUTS

A few handy accents and attention-grabbers which draw on vintage restaurant aesthetics and Fanci Freez's long-held status as a Boise favorite. Try to limit them to one or two per design, so that people know where to look, and things don't feel too cluttered.

Got some empty space to fill? Feel free to make 'em nice and big...or check the next page!

OLD-TIME BURGERS, FRIES & MILKSHAKES

GET FANCI FF.

OVER **75 YEARS** of **GREAT** SHAKES

New!

SINCE **1947**

VOTED "The **BEST** of BOISE"

VOTED *Boise's Best Milkshake*

IDAHO'S FAVORITE *Drive-thru* RESTAURANT

PATTERNS

The taglines, call-outs and other supporting graphics from the previous page can also be combined to create repeating patterns.

Certain verbiage within the pattern may need to be changed to fit the specific usage (for example, "locally-sourced, never-frozen beef" is used on the burger wrap shown at right, instead of "real strawberries in real soft-serve" which appears in the gusset of the retail milkshake packaging).

TEXT FRAMES

A variety of holding shapes are available for placing headlines and body copy when creating website or social media content.

ORIGINAL RECIPE FF.

BURGERS & SHAKES
"The Best of Boise"
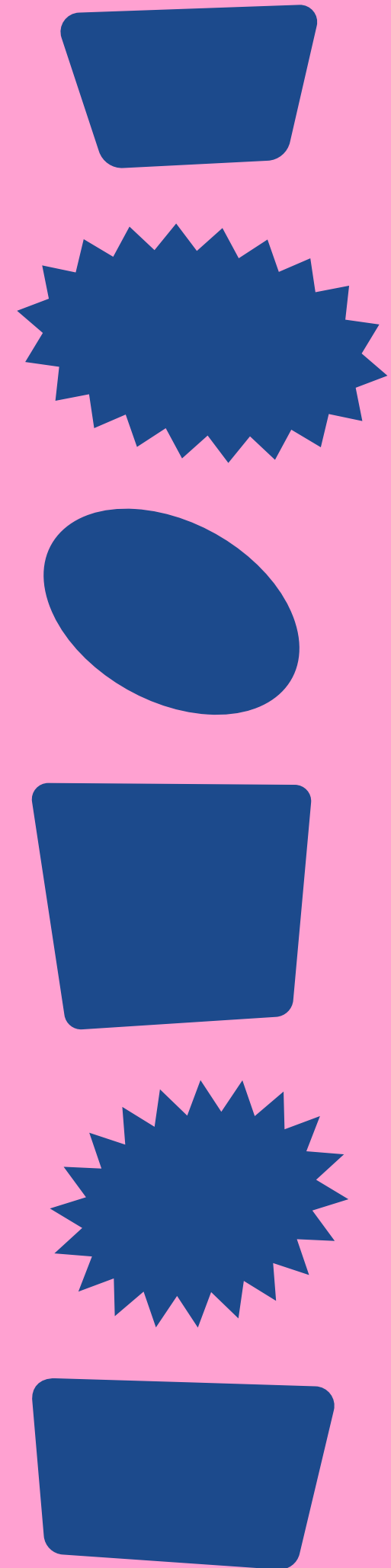
PHOTOGRAPHY

The ideal Fanci Freez photography is candid, upbeat, vibrant, well-lit, and food-forward. Make them smell that burger & fries, or taste the milkshake! Bonuses for grill smoke, ice cream drips, and cup condensation. A little messy is A-OK.

THE RIBBON

The profile of the Fanci Freez ribbon logo can be extrapolated as a holding shape for images; a little photo editing can allow the image to "break out" of the ribbon as shown below.

It should always bleed off the page to one side, just past the "crimp." It is especially effective for displaying products/menu items, and works best on light-colored backgrounds. When possible, tilt the image within the ribbon toward the upper-right in the manner shown; this creates synergy between the image and the ribbon, and makes things feel dynamic.