



LICENSING GUIDE*

JUNE 2015

***ALL CONTENT IS FOR PRINGLES
LICENSING ONLY!**

**NO CONTENT IS TO BE USED OR CONSIDERED
FOR ANY PRINGLES P.O.S. *EXCEPT* LICENSING.**

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EAT. PLAY. PRINGLES.

We've lived a lot through the decades. If it was fun, we were there. Seizing the play since the very beginning.

Flash-forward and here we are today—still on the scene, still the life of the party, and still bringing out the playful side in all of us. The way we see it, life's more fun when you let loose and join in. It's all about sharing the good times with friends and family, letting imaginations run wild and turning the ordinary, everyday into something more fun and exciting. That's how we roll.

All licensed materials should ring true to the Pringles' way, leveraging iconic assets like our landmark, Mr. P, the tube can, equity colors and the revolutionary saddle crisp to inspire everyone's playful side and live it up!

So think of this style guide as a wardrobe. Take what you need, try it on, see what fits best and have some fun. Because, at the end of the day, it's not what you wear that matters—it's how you wear it.

Let's get this party poppin'!



BRAND IDENTIFIERS

CAN



BRAND PURPOSE

We believe life's just better when you join in. That's why Pringles exists to inspire everyone's playful side.

BRAND PERSONALITY

Young in spirit, playful, contagiously energetic and creative.

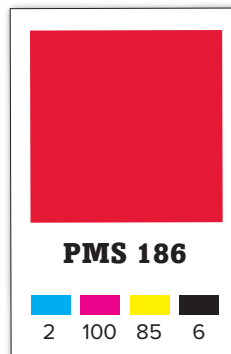
MR. P



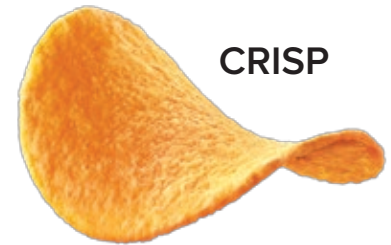
POP & CRUNCH
SOUNDS



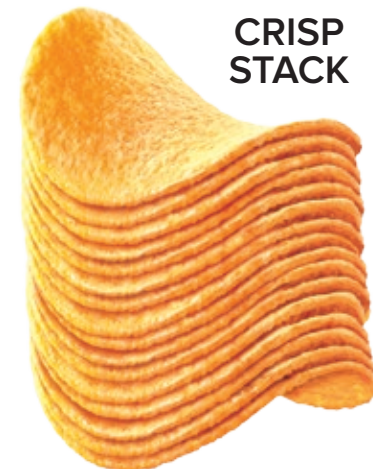
PRINGLES RED



CRISP



CRISP
STACK



TWO THEMES

Licensees are provided with two themes to choose from: Heritage and Contemporary. All assets were developed specifically for each theme. **There should be no crossover.** Approval is needed by the Pringles brand team for all final applications. See appropriate approval contact on page 72.

HERITAGE THEME BOARD



CONTEMPORARY THEME BOARD



***ALL CONTENT IS FOR PRINGLES LICENSING ONLY!**



THE Snack OF THE Age



Inspired by the Pringles' legacy of poppin' off, we set out to turn back time and resurrect the iconic assets we had on the scene in the very beginning. This nod to the past comes to life through an aesthetic that authentically reflects the good ol' days with vintage iconography and classic Pringles-speak,

**CELEBRATING THE ROOTS
OF A TRUE ORIGINAL!**

***ALL CONTENT IS FOR PRINGLES LICENSING ONLY!**

COLOR

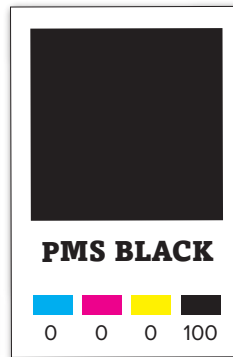
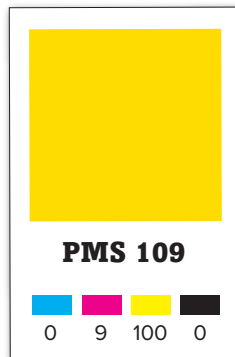
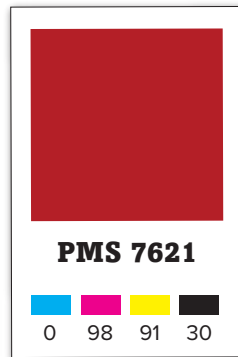
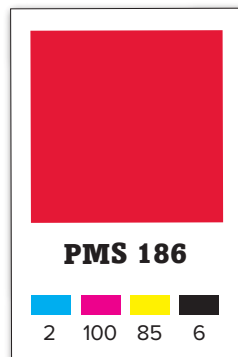
Gaining inspiration from the Pringles Heritage Theme, these colors are bold and nostalgic. They are authentic to Pringles heritage and brand equities. Below are the colors for use within the Heritage Theme.

Additional colors expanding beyond the color palette below will be reviewed on a case-by-case basis. Any proposed colors and color applications must be approved by the Pringles brand team. See appropriate approval contact on page 72.

These color guidelines apply to the use of all graphic badges and patterns in this deck as well as any item (i.e. t-shirt, mug, phone case, etc.) that the designs are applied to.

PRIMARY COLORS

Pringles brand colors



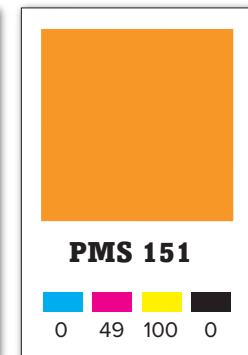
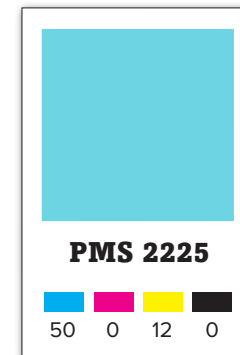
May use tints
of PMS 109

May use tints
of PMS Black

NOTE: The PMS colors are the target colors for application and should be used whenever possible. The CMYK outputs listed above are the closest match per Pantone guidelines. If CMYK must be used, choose the CMYK output that closest matches the PMS color target (it may vary from the listed above depending on application).

SECONDARY COLORS

Accent colors to be used with
primary colors



TYPOGRAPHY

PRIMARY FONT

Amasis Family - Regular • Bold • Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

http://www.fonts.com/font/monotype/amasis#product_top

SECONDARY FONTS

No. Seven Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

<http://www.myfonts.com/fonts/fenotype/no.-seven/regular/>

AMERICAN CAPTAIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

<http://www.dafont.com/american-captain.font>

MIX & MATCH FONTS



WORLD'S
FIRST
newfangled
POTATO
CRISP

A FEW TIPS:

1. Opposites attract: mix serif and sans serif, fat and skinny, elaborate and simple, uppercase and lowercase, etc.
2. Body copy needs to be simple, but headlines can be playful
3. Adjust leading (space between lines) and kerning (space between letters)
4. Limit the fonts, 3-5 font styles at most
5. Embellish fonts with details for added personality

LOGO

PRIMARY LOGO



Full Color



Full Color Distressed



Mr. P's face must remain white for the full color logo.



One Color



One Color Distressed



Mr. P's face can be transparent (take on background color) or remain white for one color logo.

Primary logos are provided in full color and one color options, both distressed and solid. One color logos can be changed to any of the provided colors in the Heritage Theme color palette on page 07. Full color logos must remain as provided.

Secondary logos are provided as a sketched logo and the Pringles wordmark. They can be changed to any of the provided colors in the Heritage Theme color palette on page 07.

All logos must live on a solid color or on a simple pattern. There are patterns available which include the logos starting on page 17.

SECONDARY LOGO



LOGO DO NOTs



DO NOT stretch or squeeze



DO NOT rearrange



DO NOT add elements



DO NOT remove wordmark



DO NOT place on busy pattern



DO NOT create
logo colors - choose
from Heritage Theme
color palette pg. 07



DO NOT create
two color logo



DO NOT change
colors on full
color logo

SLOGANS

On the following pages many of these slogans have been graphically designed for licensing merchandise starting on page 12. When using these slogans outside of the graphic badges be sure to follow all guidelines.

Additional slogans beyond this list will be reviewed on a case-by-case basis. Any proposed slogans must be approved by the Pringles brand team. See appropriate approval contact on page 72.

1. **The snack of the ages**
2. **We wore the mustache before it was cool**
3. **Since 1968**
4. **Crunchy! Stacked! Perfectly Groomed!**
5. **Perfectly Groomed!**
6. **Still stackin'**
7. **'Stached**
8. **Old School, newfangled.**
9. **The edible marvel of science**
10. **Julius Pringles**
11. **Hipster**
12. **The stack that made history**
13. **American Classic**
14. **Truly Original**
15. **The Originator**
16. **The world's first newfangled potato crisp**
17. **Once You Pop You Can't Stop**
18. **Be Brave Resist the Shave**

GRAPHIC BADGES



The following pages include graphic badges inspired by the Heritage Theme board.

The Pringles logo, the crisp shape and the can are integral to the brand identity. All graphic badges should overtly celebrate Pringles with at least one of these identifiers.

These examples may be altered if needed for final application but must follow the guidelines outlined. Approval is needed by the Pringles brand team for final application. See appropriate approval contact on page 72.

DO NOT

Yes, Mr. P has a mustache. No, you cannot use it.

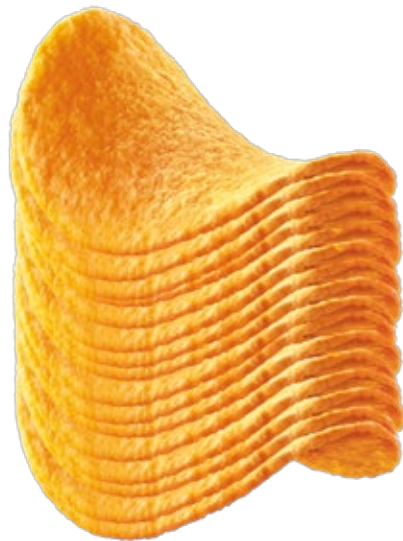
Mr. P's mustache cannot be removed from his face. Though trendy, it is not part of the Pringles equity and therefore cannot be used.

References to the mustache and slogans around the mustache are acceptable but the mustache as a graphic or pattern is not.



DO NOT use
Mr. P's *actual*
mustache or a
generic mustache

WORLD'S
FIRST
newfangled
POTATO
CRISP



STILL
STACKIN'



THE
Snack
OF THE
Ages


SINCE
1968

1968 ANNUAL WORLD
MUSTACHE
COMPETITION



CRISP



PRINGLES™
The Originator




PRINGLES™
BE BRAVE
RESIST THE
SHAVE

*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

Since 1968

WE WORE THE
MUSTACHE

BEFORE IT WAS
COOL



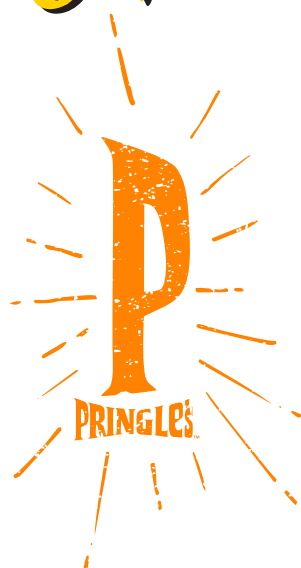
Since
1968

NOTE: This badge must be used with another Pringles identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

OLD SCHOOL,  *newfangled.*



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

PATTERNS



DO NOT

Yes, Mr. P has a mustache. No, you cannot use it.

Mr. P's mustache cannot be removed from his face. Though trendy, it is not part of the Pringles equity and therefore cannot be used.

References to the mustache and slogans around the mustache are acceptable but the mustache as a graphic or pattern is not.

The following pages include patterns inspired by the Heritage Theme board. There are examples of simple and complex patterns.

The simple patterns are designed to be used with complex patterns or with a Pringles identifier. They should not be used alone.

These patterns may be tossed or altered in color if needed for final application but must follow the guidelines outlined. Approval is needed by the Pringles brand team for final application. See appropriate approval contact on page 72.



DO NOT use
Mr. P's *actual*
mustache or a
generic mustache

COMPLEX PATTERNS



COMPLEX PATTERNS



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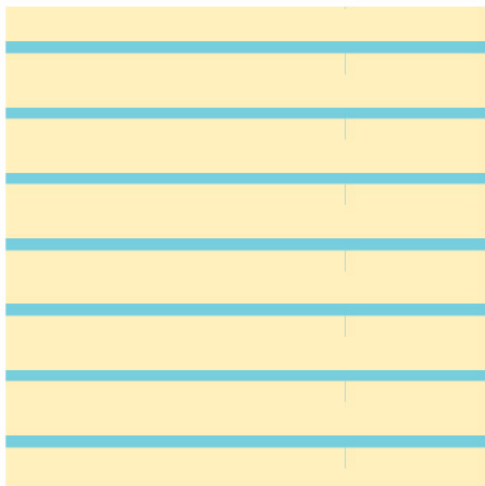
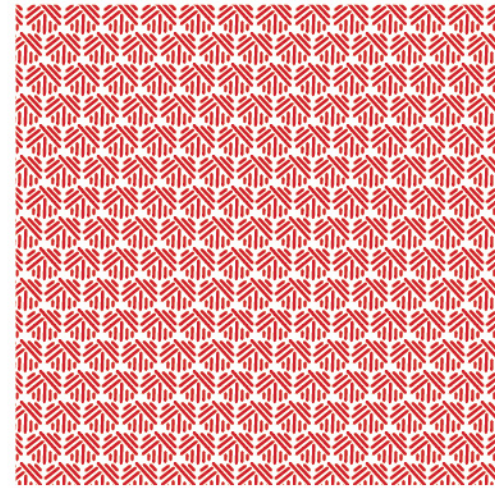
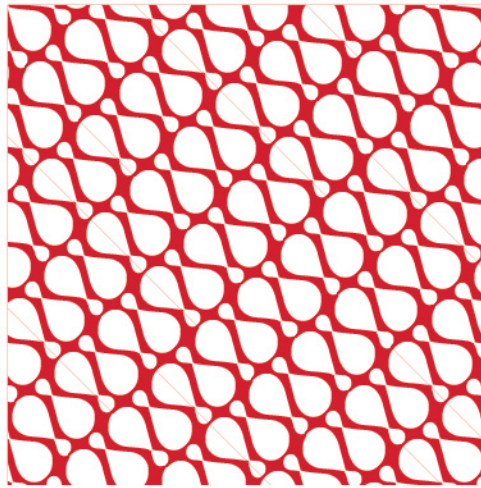
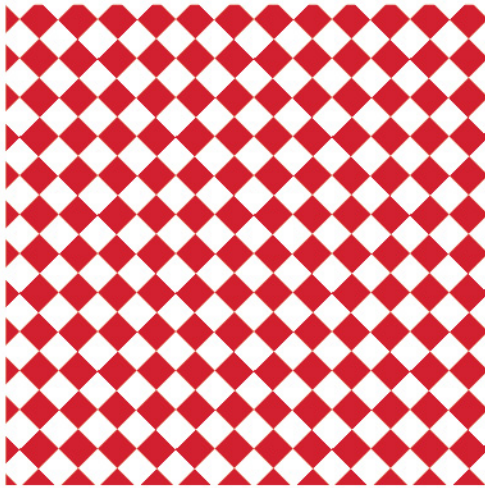
COMPLEX PATTERNS



COMPLEX PATTERNS



SIMPLE PATTERNS

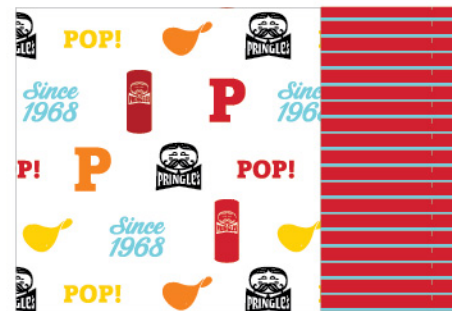
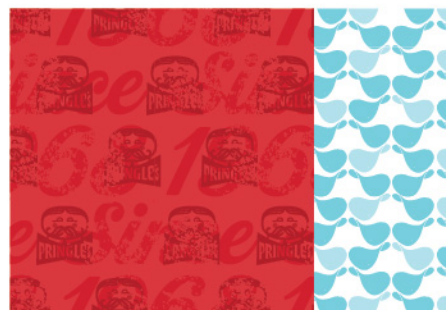


PATTERN PAIRINGS

MIX & MATCH PATTERNS

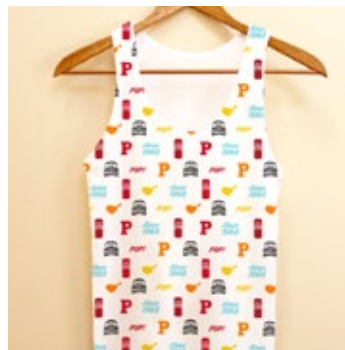
A FEW TIPS:

1. Opposites attract: mix complex and simple, structured and organic, small and large, multi-colored and monochromatic
2. Pick different patterns that share a single color
3. Use the same pattern but invert the colors or change up the scale
4. Break the patterns up to make less busy with solid colors or simple patterns
5. Use large patterns on large pieces, small patterns on small pieces
6. Choose dominate patterns and accent patterns per application
7. Use varying scales of the patterns for variety



APPLICATIONS

APPAREL



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APPLICATIONS

ACCESSORIES



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

APPLICATIONS

HOUSEWARES



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

APPLICATIONS

ELECTRONIC ACCESSORIES



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

EAT PLAY PRINGLES



The snack that puts
the **P** in **PLAY**



At Pringles, we're all about seizing the play—whenever, wherever. We've always been the right snack for the time, and that's what inspired us to use iconic assets like Mr. P to create a vibrant, kinetic world that dials up the hipness of here and now. Using playful humor and elements of today's pop culture, our world is brought to life through a colorful, vivid aesthetic that reflects our relevance to "the scene" today and our ability to transform the ordinary, everyday into **EXTRAORDINARY FUN!**

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CONTEMPORARY CLASSIC

The Contemporary Theme is broken down into two sub-themes: Contemporary Classic and Contemporary Neon.

Contemporary Classic stays true to Pringles equities as seen in market.

Contemporary Neon embraces current marketplace trends and stretches Pringles equities.

THESE SUB-THEMES SHOULD NOT HAVE ANY CROSSOVER.



COLOR

CONTEMPORARY CLASSIC

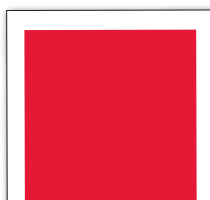
Gaining inspiration from current Pringles, these colors are bold and playful just like our Pringles cans and brand equities. Below are the colors for use within the Contemporary Classic Theme.

Additional colors expanding beyond the color palette here will be reviewed on a case-by-case basis. Any proposed colors and color applications must be approved by the Pringles brand team. See appropriate approval contact on page 72.

These color guidelines apply to the use of all graphic badges and patterns in this deck as well as any item (i.e. t-shirt, mug, phone case, etc.) that the designs are applied to.

PRIMARY COLORS

Pringles brand colors



PMS 186

2 100 85 6



PMS 109

0 9 100 0



PMS BLACK

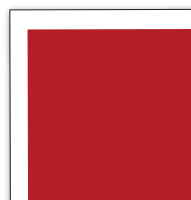
0 0 0 100

May use tints
of PMS 109

May use tints
of PMS Black

SECONDARY COLORS

Accent colors to be used with
primary colors



PMS 7621

0 98 91 30



PMS 151

0 49 100 0

NOTE: The PMS colors are the target colors for application and should be used whenever possible. The CMYK outputs listed above are the closest match per Pantone guidelines. If CMYK must be used, choose the CMYK output that closest matches the PMS color target (it may vary from the listed above depending on application).

TYPOGRAPHY

PRIMARY FONT

Amasis Family - Regular • Bold • Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

http://www.fonts.com/font/monotype/amasis#product_top

SECONDARY FONTS

Gotham Family - Regular • Bold • Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

<http://www.typography.com/fonts/gotham/styles/>

PRINGLES FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Font provided in assets

HAND DRAWN:

Hand-drawn fonts can be actually drawn by the artist or can be a font that looks hand drawn.

mustache **MUSTACHE**
MUSTACHE *MUSTACHE*

MIX & MATCH FONTS

THE SNACK THAT PUTS
THE **P** IN **PLAY**
YOU DON'T JUST EAT 'EM
YOU STACK 'EM
PARTY IN A CAN
EAT. PLAY.
EAT. PRINGLES.
PARTY IN A **CAN**
THE STACHE STAYS
CRISPS WITH A TWIST

A FEW TIPS:

1. Opposites attract: mix serif and sans serif, fat and skinny, elaborate and simple, uppercase and lowercase, etc.
2. Body copy needs to be simple, but headlines can be playful
3. Adjust leading (space between lines) and kerning (space between letters)
4. Limit the fonts, 3-5 font styles at most
5. Embellish fonts with details for added personality

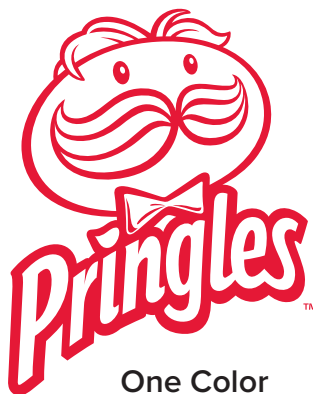
LOGO

CONTEMPORARY CLASSIC

PRIMARY LOGO



Full Color



One Color

SECONDARY LOGO



One Color Flat



Full Color Flat

NOTE: This logo MUST be used on gray or black.

Primary logos are provided in full color and one color options. Full color logos must remain as provided. One color logos can be changed to any of the provided colors in the Contemporary Classic color palette on page 30.

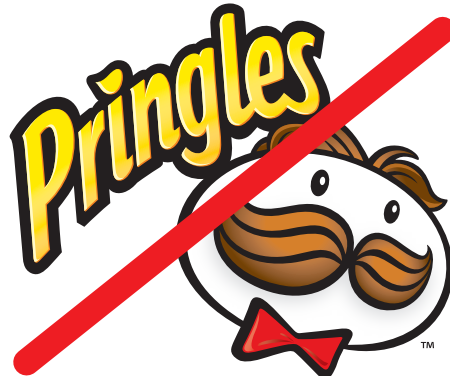
Secondary logos are provided as one color flat and full color flat for added playfulness. The full color flat logo must remain as provided. The one color flat logo can be changed to any of the provided colors in the Contemporary Classic color palette on page 30.

All logos must live on a solid color or on a subtle pattern. There are patterns available which include the logos starting on page 40.

LOGO DO NOTs



DO NOT stretch or squeeze



DO NOT rearrange



DO NOT add elements



DO NOT remove wordmark



DO NOT create logo colors - choose from Contemporary Classic color palette pg. 30



DO NOT create two color logo



DO NOT place on busy pattern

SLOGANS

On the following pages many of these slogans have been graphically designed for licensing merchandise starting on page 35. When using these slogans outside of the graphic badges be sure to follow all guidelines.

Additional slogans beyond this list will be reviewed on a case-by-case basis. Any proposed slogans must be approved by the Pringles brand team. See appropriate approval contact on page 72.

- 1. The snack that puts the P in Play**
- 2. The man. The mustache.**
- 3. POP!**
- 4. Eat. Play. Pringles.**
- 5. The mustache stays**
- 6. Will play for Pringles**
- 7. You Don't Just Eat 'Em...You Stack 'Em**
- 8. An American Classic**
- 9. Party in a can**
- 10. I started. Now I can't stop.**
- 11. Crisps with a twist**
- 12. Beards are overrated**
- 13. Be Brave Resist the Shave**

GRAPHIC BADGES



At Pringles, we're all about seizing the play—whenever, wherever. We've always been the right snack for the time, and that's what inspired us to use iconic assets like Mr. P to create a vibrant, kinetic world that dials up the hipness of here and now. Using playful humor and elements of today's pop culture, our world is brought to life through a colorful, vivid aesthetic that reflects our relevance to "the scene" today and our ability to transform the ordinary, everyday into

EXTRAORDINARY FUN!

The following pages include graphic badges inspired by the Contemporary Theme board.

The Pringles logo, the crisp shape and the can are integral to the brand identity. All graphic badges should overtly celebrate Pringles with at least one of these identifiers.

These examples may be altered if needed for final application but must follow the guidelines outlined. Approval is needed by the Pringles brand team for final application. See appropriate approval contact on page 72.

DO NOT

Yes, Mr. P has a mustache. No, you cannot use it.

Mr. P's mustache cannot be removed from his face. Though trendy, it is not part of the Pringles equity and therefore cannot be used.

References to the mustache and slogans around the mustache are acceptable but the mustache as a graphic or pattern is not.



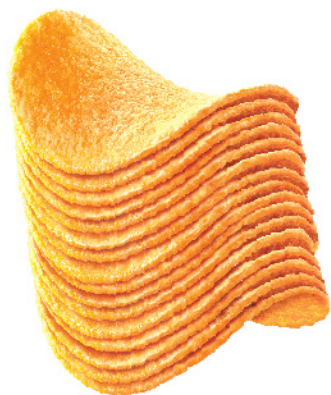
DO NOT use Mr. P's actual mustache or a generic mustache



PRINGLES



**EAT PLAY
PRINGLES**



BE BRAVE
RESIST THE
SHAVE 

*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!



the man
the mustache

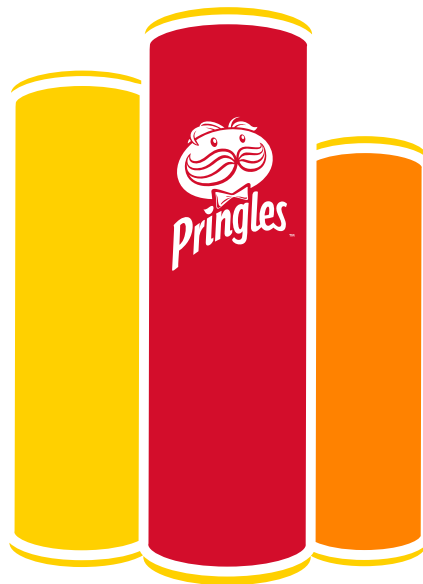
NOTE: This badge must be used with another Pringles identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).



party **IN** a can

*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

THE SNACK THAT PUTS
 THE **P IN PLAY**
 YOU DON'T JUST EAT 'EM
YOU STACK 'EM
 PARTY IN A CAN
EAT. PLAY.
 CRISPS **PRINGLES.**
WITH A TWIST
PARTY IN A CAN
 YOU DON'T JUST EAT 'EM
YOU STACK 'EM
AN AMERICAN
CLASSIC



*eat
 play
 Pringles*



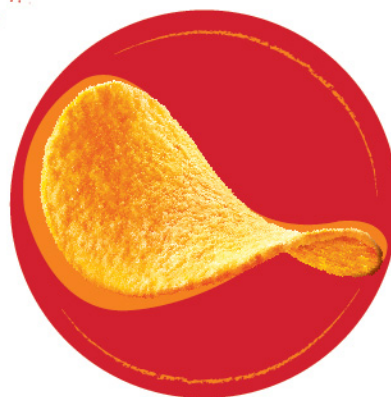
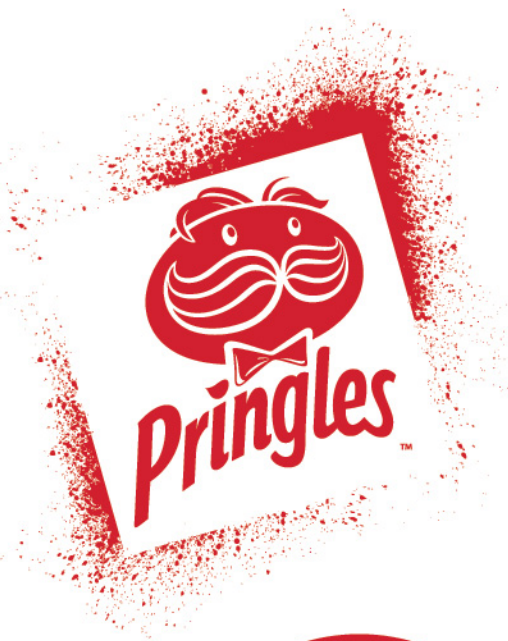
NOTE: This version of the Pringles logo
 MUST live on gray or black.

**BEARDS
 ARE
 OVER-
 RATED.**



NOTE: This badge must be used
 with another Pringles identifier
 (i.e. Pringles Logo, Pringles
 wordmark, or crisp).

NOTE: This badge must be used with another Pringles Identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).



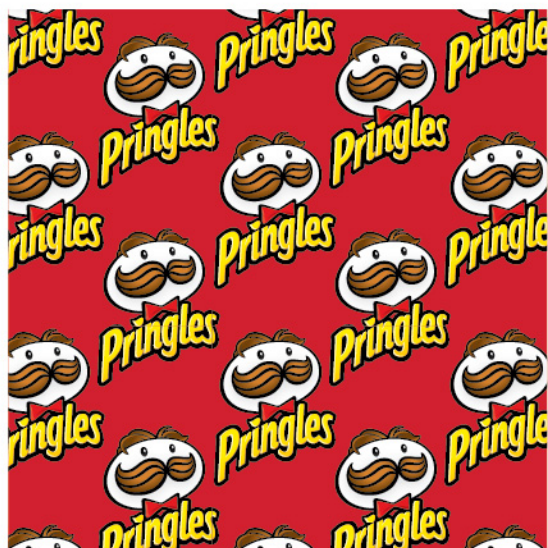
A word cloud featuring the word "PRINGLES" repeated in various sizes, orientations, and weights. The words are arranged in a circular pattern, with some appearing horizontally, some vertically, and some at angles. The colors are primarily red and white, with a yellow circle on the left and a red starburst on the right.

PRI NGL ES



***ALL CONTENT IS FOR PRINGLES LICENSING ONLY!**

PATTERNS



The following pages include patterns inspired by the Contemporary Theme board. There are examples of simple and complex patterns.

The simple patterns are designed to be used with complex patterns or with a Pringles identifier. They should not be used alone.

These patterns may be tossed or altered in color if needed for final application but must follow the guidelines outlined. Approval is needed by the Pringles brand team for final application. See appropriate approval contact on page 72.

DO NOT

Yes, Mr. P has a mustache. No, you cannot use it.

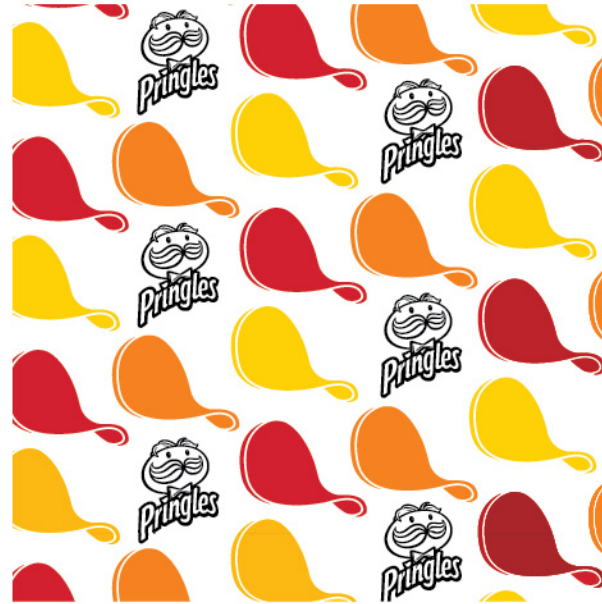
Mr. P's mustache cannot be removed from his face. Though trendy, it is not part of the Pringles equity and therefore cannot be used.

References to the mustache and slogans around the mustache are acceptable but the mustache as a graphic or pattern is not.

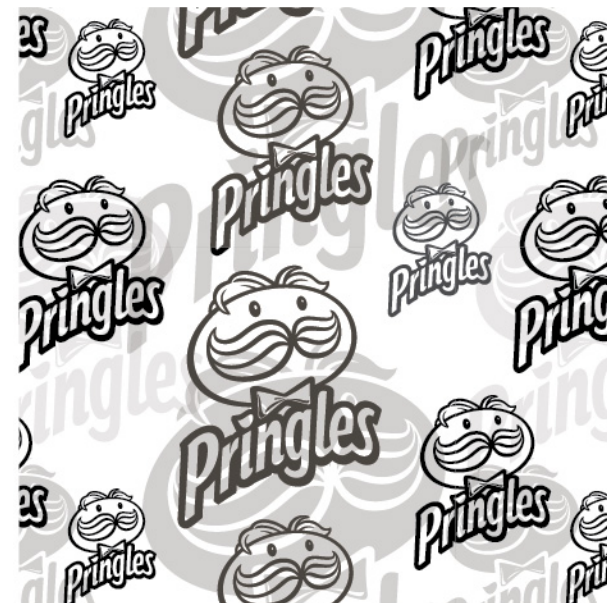
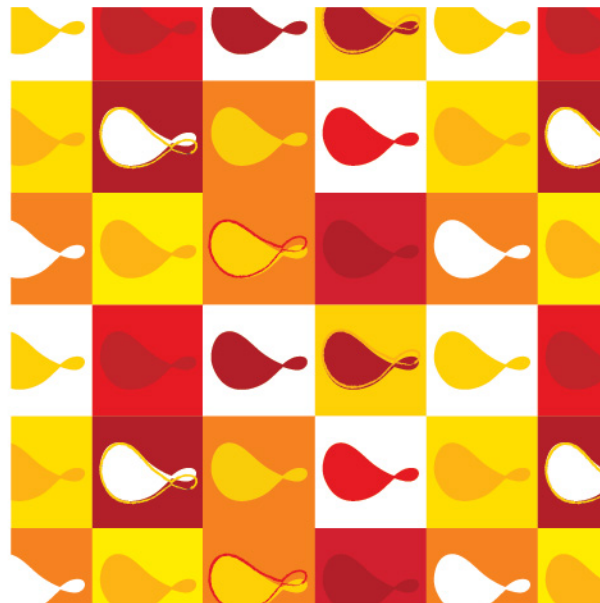


DO NOT use
Mr. P's actual
mustache or a
generic mustache

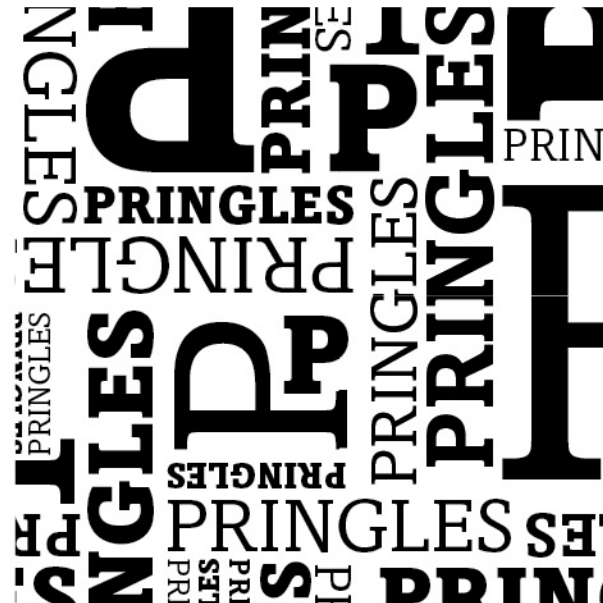
COMPLEX PATTERNS



COMPLEX PATTERNS



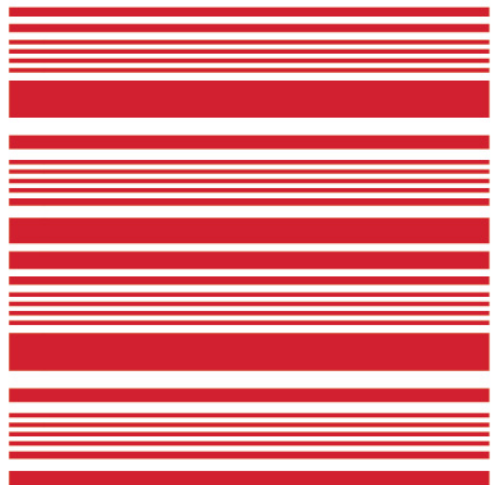
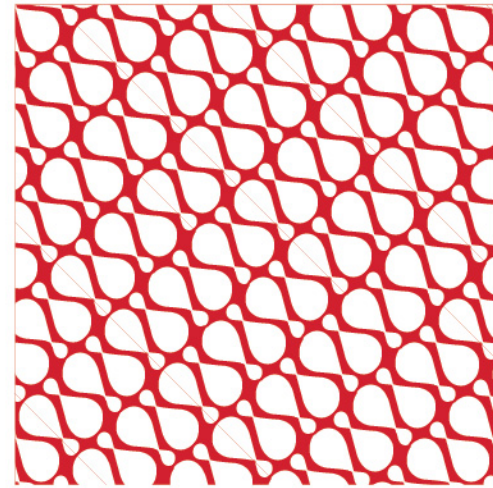
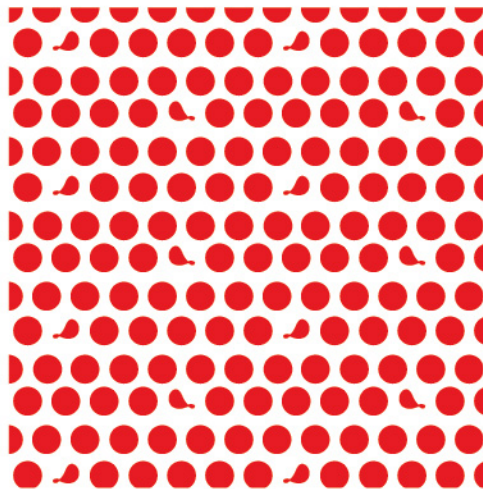
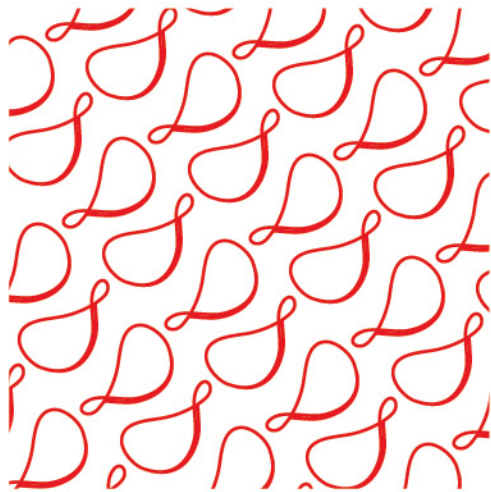
COMPLEX PATTERNS



COMPLEX PATTERNS



SIMPLE PATTERNS

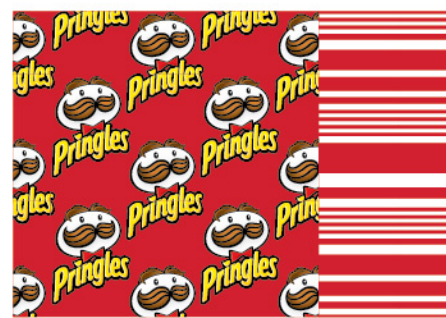
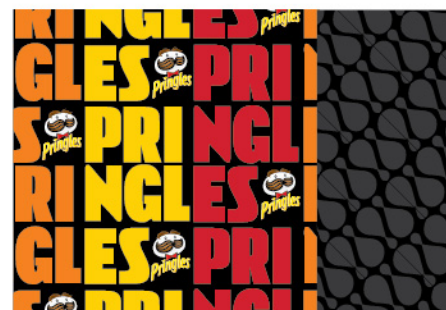


PATTERN PAIRINGS

MIX & MATCH PATTERNS

A FEW TIPS:

1. Opposites attract: mix complex and simple, structured and organic, small and large, multi-colored and monochromatic
2. Pick different patterns that share a single color
3. Use the same pattern but invert the colors or change up the scale
4. Break the patterns up to make less busy with solid colors or simple patterns
5. Use large patterns on large pieces, small patterns on small pieces
6. Choose dominate patterns and accent patterns per application
7. Use varying scales of the patterns for variety



APPLICATIONS

APPAREL



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

APPLICATIONS

ACCESSORIES & HOUSEWARES



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

APPLICATIONS

ELECTRONIC ACCESSORIES



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

EAT PLAY PRINGLES



The snack that puts
the **P** in **PLAY**

At Pringles, we're all about seizing the play—whenever, wherever. We've always been the right snack for the time, and that's what inspired us to use iconic assets like Mr. P to create a vibrant, kinetic world that dials up the hipness of here and now. Using playful humor and elements of today's pop culture, our world is brought to life through a colorful, vivid aesthetic that reflects our relevance to "the scene" today and our ability to transform the ordinary, everyday into

EXTRAORDINARY FUN!

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CONTEMPORARY NEON

The Contemporary Theme is broken down into two sub-themes: Contemporary Classic and Contemporary Neon.

Contemporary Classic stays true to Pringles equities as seen in market.

Contemporary Neon embraces current marketplace trends and stretches Pringles equities.

THESE SUB-THEMES SHOULD NOT HAVE ANY CROSSOVER.



COLOR

CONTEMPORARY NEON

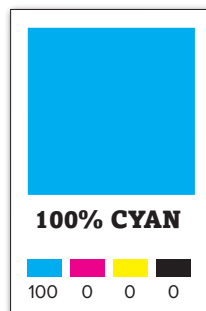
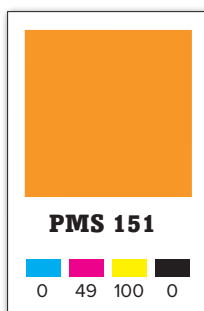
Gaining inspiration from the Pringles Contemporary Theme, these colors are bold, playful and full of energy, just like our Pringles cans and brand equities. Below are the colors for use within the Contemporary Neon Theme.

Additional colors expanding beyond the color palette here will be reviewed on a case-by-case basis. Any proposed colors and color applications must be approved by the Pringles brand team. See appropriate approval contact on page 72.

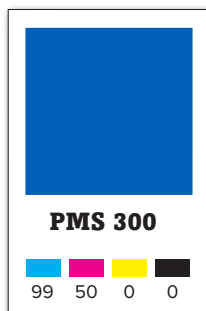
These color guidelines apply to the use of all graphic badges and patterns in this deck as well as any item (i.e. t-shirt, mug, phone case, etc.) that the designs are applied to.

PRIMARY COLORS

Bright, on-trend, neon colors

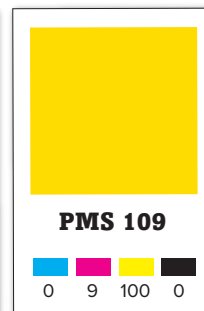
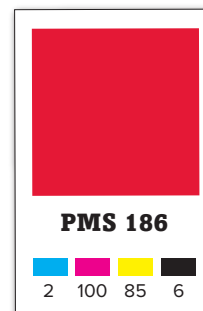


May use tints
of 100% Cyan

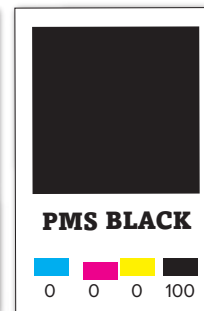


SECONDARY COLORS

Pringles brand colors



May use tints
of PMS 109



May use tints
of PMS Black

NOTE: The PMS colors are the target colors for application and should be used whenever possible. The CMYK outputs listed above are the closest match per Pantone guidelines. If CMYK must be used, choose the CMYK output that closest matches the PMS color target (it may vary from the listed above depending on application).

TYPOGRAPHY

PRIMARY FONT

Amasis Family - Regular • Bold • Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

http://www.fonts.com/font/monotype/amasis#product_top

SECONDARY FONTS

Gotham Family - Regular • Bold • Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

<http://www.typography.com/fonts/gotham/styles/>

PRINGLES FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Font provided in assets

HAND DRAWN:

Hand-drawn fonts can be actually drawn by the artist or can be a font that looks hand drawn.

mustache **MUSTACHE**
MUSTACHE *MUSTACHE*

MIX & MATCH FONTS

THE SNACK THAT PUTS
THE **P** IN **PLAY**
YOU DON'T JUST EAT 'EM
YOU STACK 'EM
PARTY IN A CAN
EAT. PLAY.
PRINGLES.
PARTY IN A **CAN**
THE STACHE STAYS
CRISPS WITH A TWIST

A FEW TIPS:

1. Opposites attract: mix serif and sans serif, fat and skinny, elaborate and simple, uppercase and lowercase, etc.
2. Body copy needs to be simple, but headlines can be playful
3. Adjust leading (space between lines) and kerning (space between letters)
4. Limit the fonts, 3-5 font styles at most
5. Embellish fonts with details for added personality

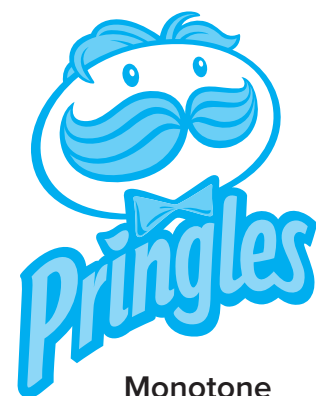
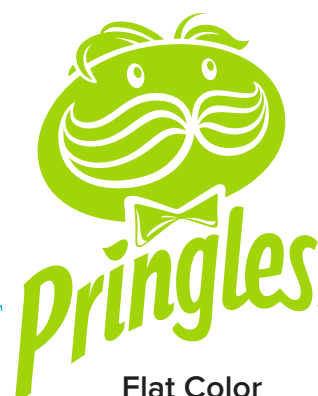
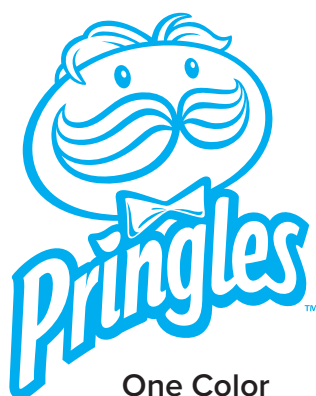
LOGO

CONTEMPORARY NEON

PRIMARY LOGOS



SECONDARY LOGOS



Primary logos are provided in two multi-color options. Multi-color logos can be changed to any of the provided colors in the Contemporary Neon color palette on page 52.

Secondary logos are provided as one color, flat color and monotone for added playfulness. They can be changed to any of the provided colors in the Contemporary Neon color palette on page 52.

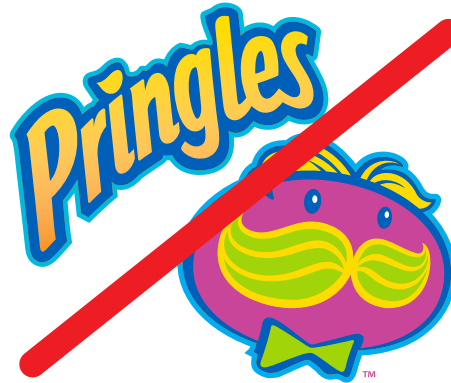
All logos must live on a solid color or on a subtle pattern. There are patterns available which include the logos starting on page 62.

Multi-Color logos can change in color but must be approved by the Pringles brand team. See appropriate approval contact on page 72.

LOGO DO NOTs



DO NOT stretch or squeeze



DO NOT rearrange



DO NOT add elements



DO NOT remove wordmark



DO NOT create
logo colors - choose
from Contemporary Neon
color palette pg. 52



DO NOT create
two color logo



DO NOT place on busy pattern

SLOGANS

On the following pages many of these slogans have been graphically designed for licensing merchandise starting on page 57. When using these slogans outside of the graphic badges be sure to follow all guidelines.

Additional slogans beyond this list will be reviewed on a case-by-case basis. Any proposed slogans must be approved by the Pringles brand team. See appropriate approval contact on page 72 .

1. **The snack that puts the P in Play**
2. **Y[chip]L[chip] (YOLO)**
3. **The man. The mustache.**
4. **POP!**
5. **Eat. Play. Pringles.**
6. **The mustache stays**
7. **Will play for Pringles**
8. **You Don't Just Eat 'Em...You Stack 'Em**
10. **Party in a can**
11. **I started. Now I can't stop.**
12. **Crisps with a twist**
13. **Generation P**
14. **Beards are overrated**
15. **Be Brave Resist the Shave**

GRAPHIC BADGES



At Pringles, we're all about seizing the play—whenever, wherever. We've always been the right snack for the time, and that's what inspired us to use iconic assets like Mr. P to create a vibrant, kinetic world that dials up the hipness of here and now. Using playful humor and elements of today's pop culture, our world is brought to life through a colorful, vivid aesthetic that reflects our relevance to "the scene" today and our ability to transform the ordinary, everyday into

EXTRAORDINARY FUN!

The following pages include graphic badges inspired by the Contemporary Theme board.

The Pringles logo, the crisp shape and the can are integral to the brand identity. All graphic badges should overtly celebrate Pringles with at least one of these identifiers.

These examples may be altered if needed for final application but must follow the guidelines outline. Approval is needed by the Pringles brand team for final application. See appropriate approval contact on page 72.

DO NOT

Yes, Mr. P has a mustache. No, you cannot use it.

Mr. P's mustache cannot be removed from his face. Though trendy, it is not part of the Pringles equity and therefore cannot be used.

References to the mustache and slogans around the mustache are acceptable but the mustache as a graphic or pattern is not.



DO NOT use
Mr. P's actual
mustache or a
generic mustache



THE
MAN
THE
MUSTACHE

eat
play
Pringles

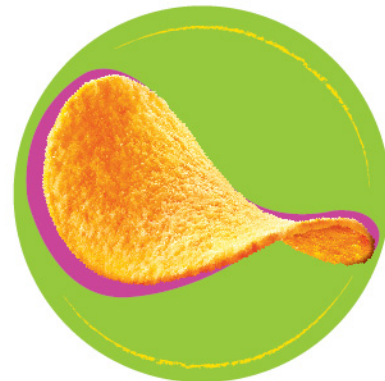


NOTE: This badge must be used with another Pringles Identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).

THE SNACK THAT PUTS
 THE **P** IN **PLAY**
 YOU DON'T JUST EAT 'EM
 YOU STACK 'EM
 PARTY IN A CAN
EAT. PLAY.
 PRINGLES.
 PARTY IN A CAN
 THE PRINGLES
 CRISPS WITH A TWIST
 AN AMERICAN
 CLASSIC
 PRINGLES.
 CRISPS WITH A TWIST
 PARTY IN A CAN
 YOU DON'T JUST EAT 'EM
 YOU STACK 'EM
 AN AMERICAN
 CLASSIC



NOTE: This badge must be used with another Pringles Identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).



PRINGLES

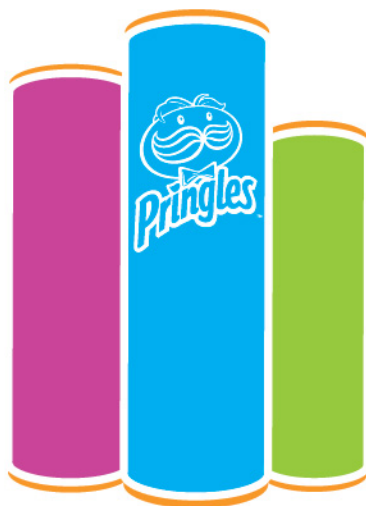


NOTE: This badge must be used with another Pringles Identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).

party IN a can



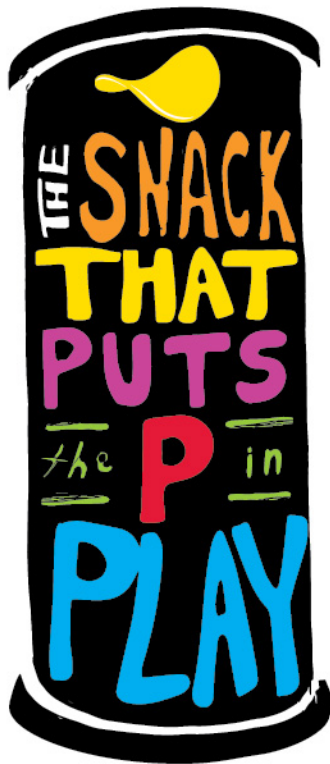
BE BRAVE
RESIST THE
SHAVE 



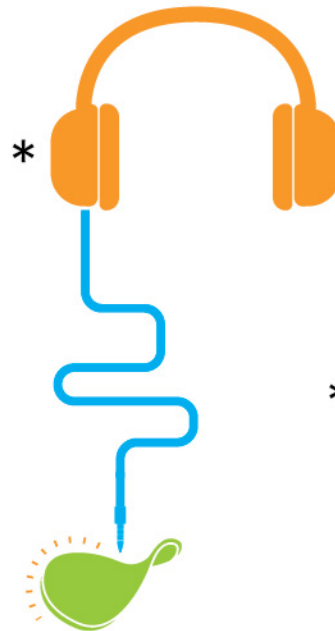
BEARDS
ARE
OVER-
RATED.



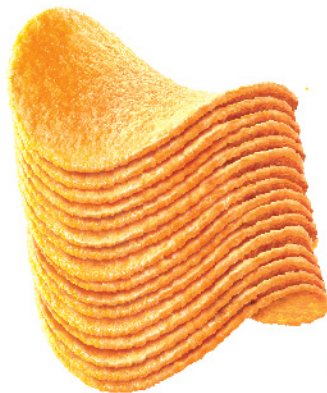
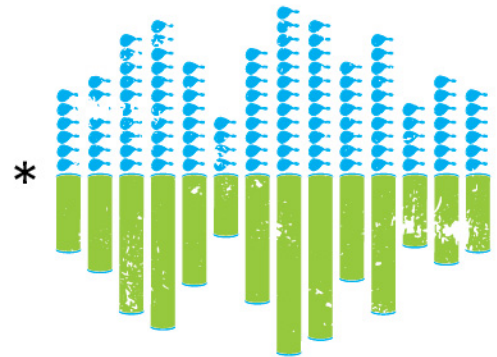
PRI NGL ES



NOTE: All music badges (*) must be used with another Pringles Identifier (i.e. Pringles Logo, Pringles wordmark, or crisp).



GENERATION



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PATTERNS



The following pages include patterns inspired by the Contemporary Theme board. There are examples of simple and complex patterns.

The simple patterns are designed to be used with complex patterns or with a Pringles identifier. They should not be used alone.

These patterns may be tossed or altered in color if needed for final application but must follow the guidelines outlined. Approval is needed by the Pringles brand team for final application. See appropriate approval contact on page 72.

DO NOT

Yes, Mr. P has a mustache. No, you cannot use it.

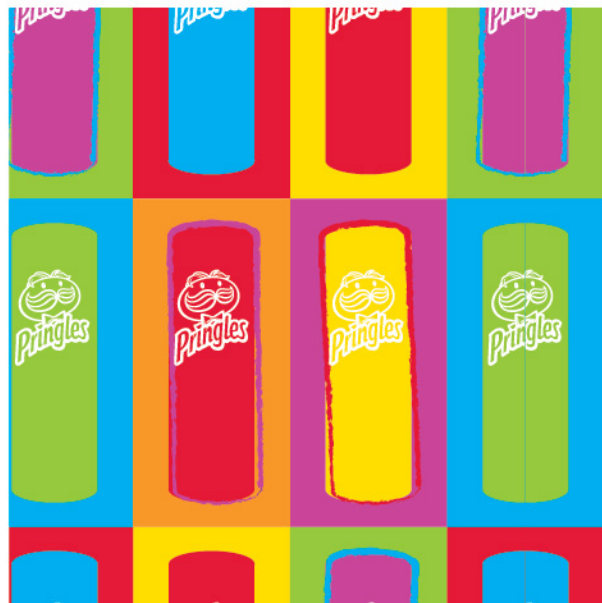
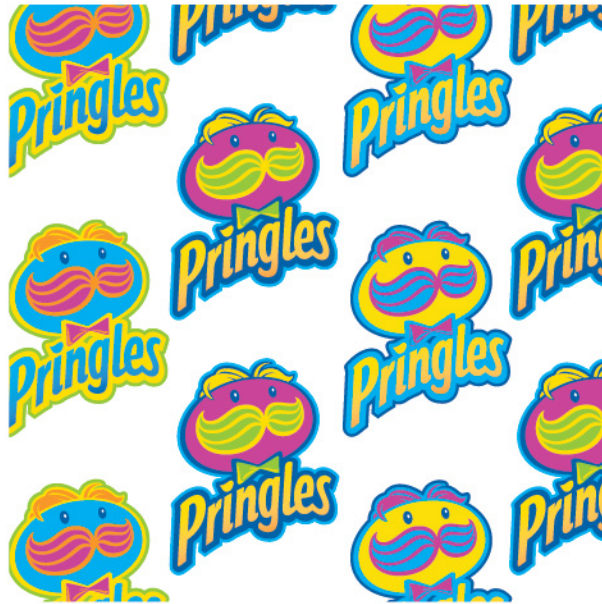
Mr. P's mustache cannot be removed from his face. Though trendy, it is not part of the Pringles equity and therefore cannot be used.

References to the mustache and slogans around the mustache are acceptable but the mustache as a graphic or pattern is not.

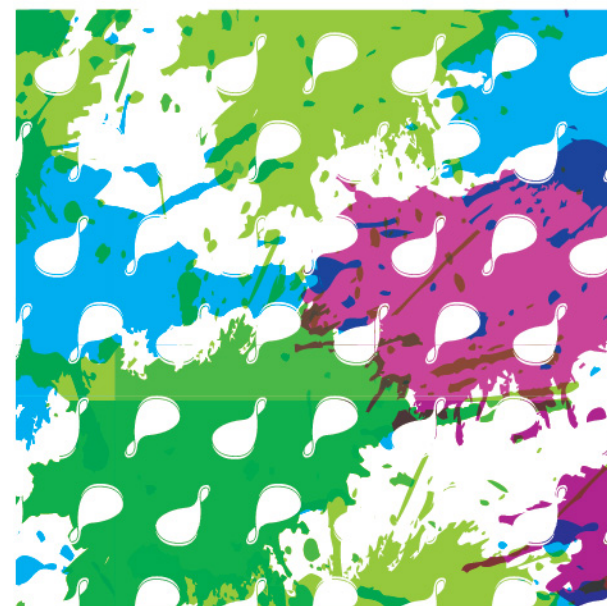
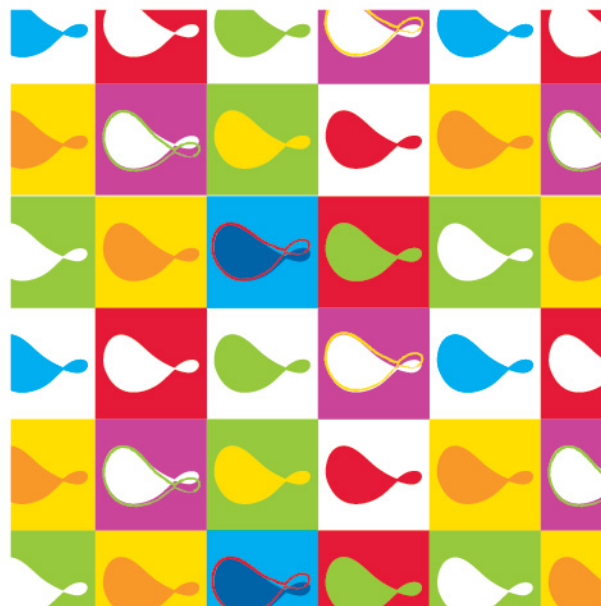
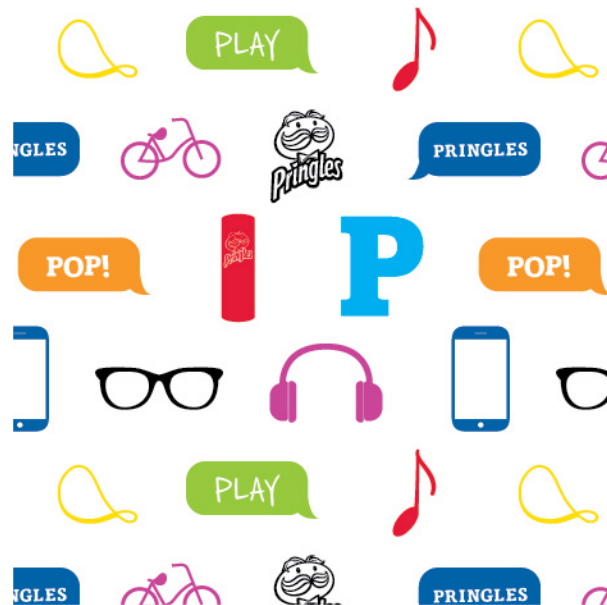


DO NOT use
Mr. P's *actual*
mustache or a
generic mustache

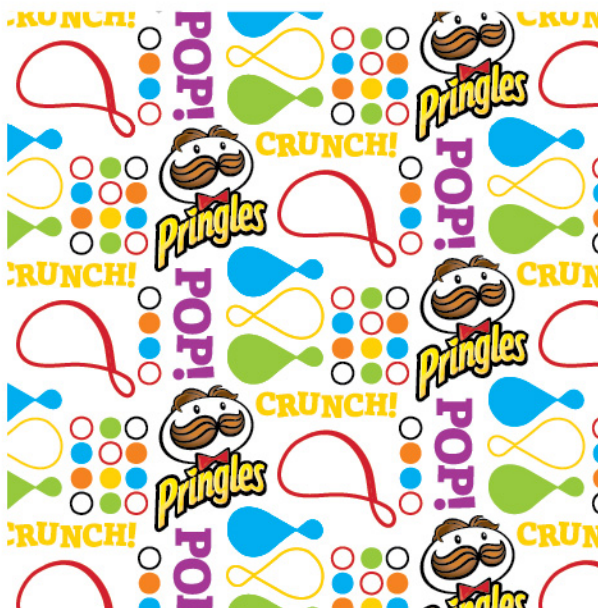
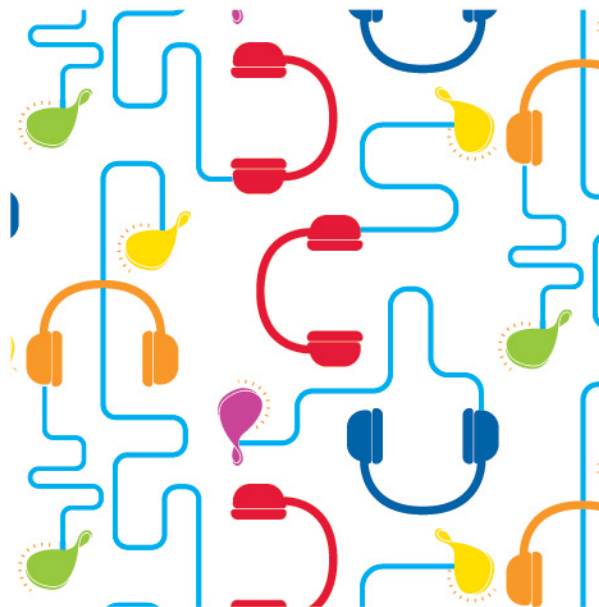
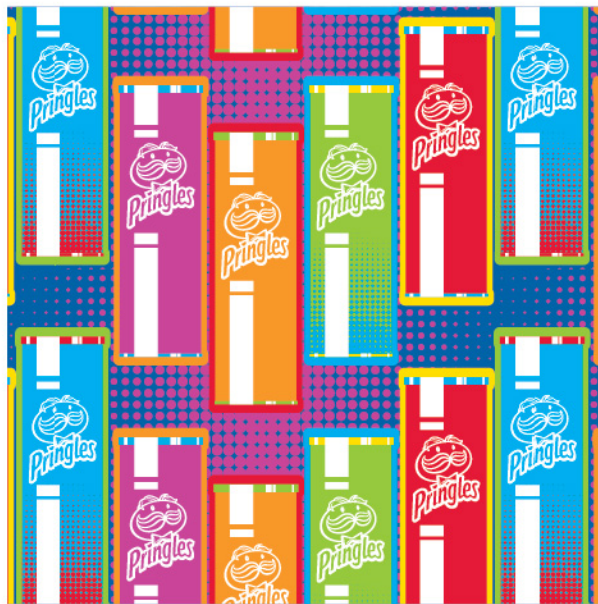
COMPLEX PATTERNS



COMPLEX PATTERNS



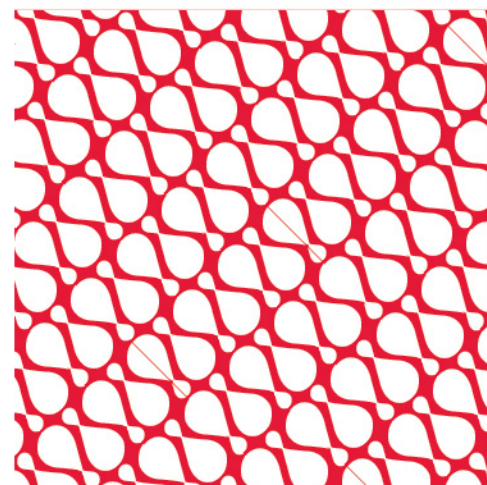
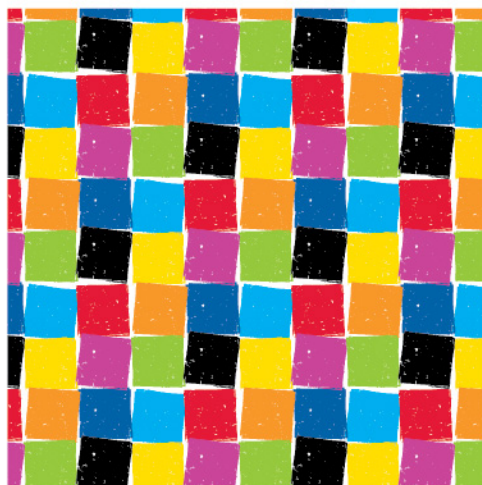
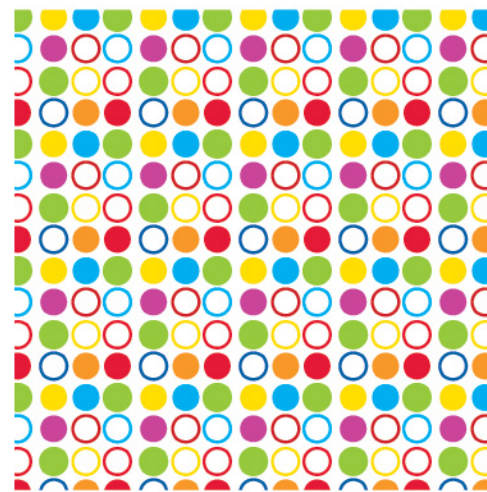
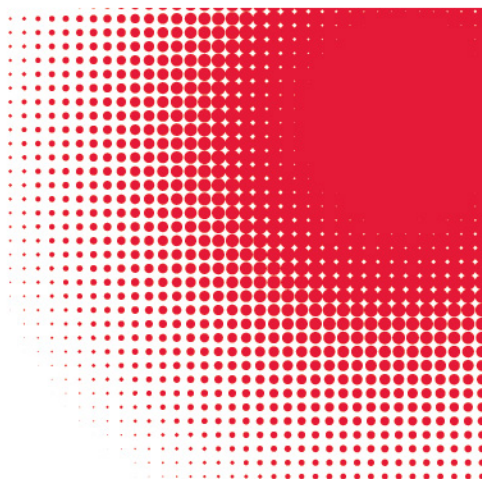
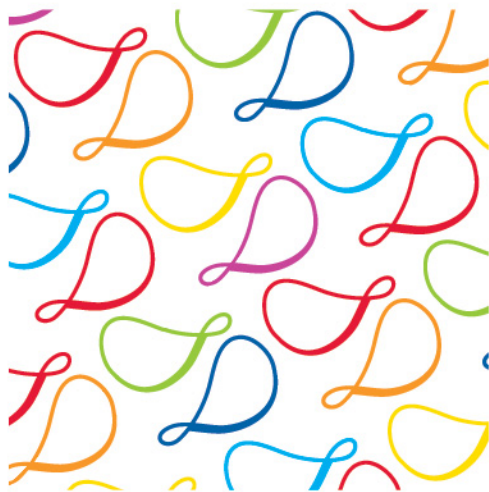
COMPLEX PATTERNS



COMPLEX PATTERNS



SIMPLE PATTERNS

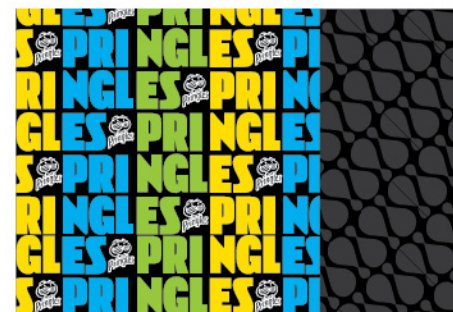
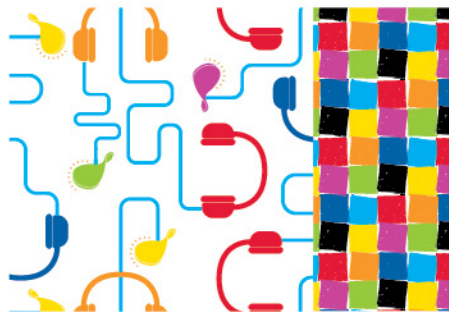


PATTERN PAIRINGS

MIX & MATCH PATTERNS

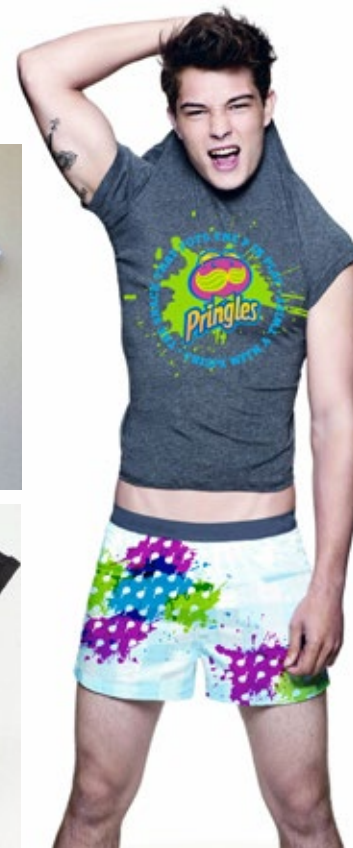
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6. Choose dominate patterns and accent patterns per application
7. Use varying scales of the patterns for variety



APPLICATIONS

APPAREL



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APPLICATIONS

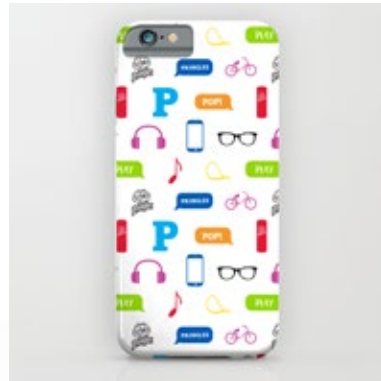
ACCESSORIES & HOUSEWARES



*ALL CONTENT IS FOR PRINGLES LICENSING ONLY!

APPLICATIONS

ELECTRONIC ACCESSORIES



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CONTACTS

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jparfitt@tjlggroup.com
Creative Director
212.683.8556