Kellogg's
POP-TARTS

RETRO BRAND GUIDELINES

LOGOS

Below are the primary and secondary brand marks for the Pop-Tarts® retro program. Please select the logo that works best for your product given any space and design parameters.

One logo must be incorporated into the overall product. How it is used will depend on the type of product and overall design intent. The logo can be incorporated as part of the main design, on the sewn in label, embossed, embroidered, etched, etc. However it must be a permenent application to the product.

The brandmark is an essential element in supporting any and all brand media, licensing and merchandising opportunities.

It is proprietary art (not a font or a typeface) and thus should always be reproduced according to the specifications outlined in these guidelines and should not be altered in any way without prior approval.

The brandmark should never be used in a sentence or paragraph. When Pop-Tarts is used in a sentence or paragraph, the brand name should be written out.

Pop-Tarts is a well-recognized brand, thus it is not always necessary to use the Kellogg's® logo in association with the brandmark (when outside of packaging context). When used, the ratio between Kellogg's and Pop-Tarts shown here must be maintained.
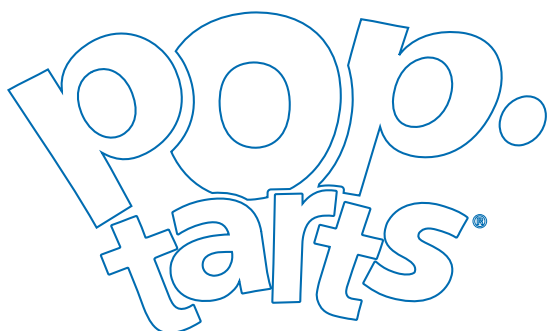
PRIMARY BRANDMARK

RPT_LOGO_001.ai

RPT_LOGO_001a.ai

RPT_LOGO_002.ai

RPT_LOGO_002a.ai

RPT_LOGO_003.ai

* For emboss and deboss applications

SECONDARY BRANDMARK

RPT_LOGO_004.psd

RPT_LOGO_005.ai


RPT_LOGO_006.ai

COLOR PALETTE

The Pop-Tarts® retro color palette is used to create a unique look that embodies the lighthearted and playful essence of the brand. Consistent use of the equity colors across various licensing and merchandising vehicles is critical to driving brand recognition and resonance. There should be a presence of Pop-Tarts equity blue across licensing and merchandising vehicles. Depending on the occasion, this presence may range from the Pop-Tarts blue that is limited to the brandmark, up to a full visual expression.
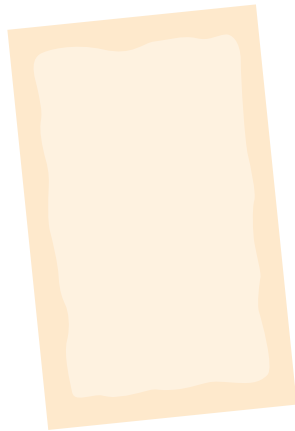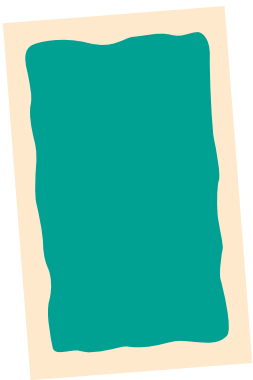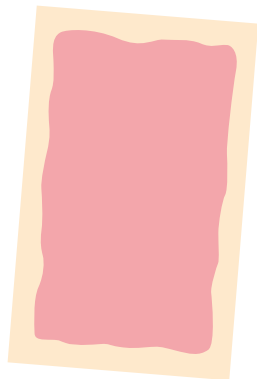
PMS 155
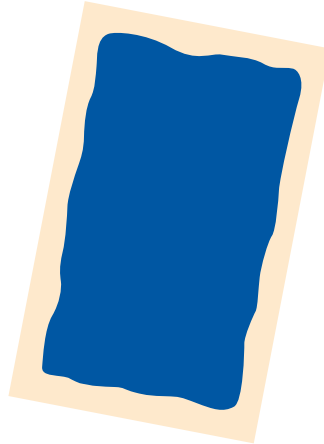
Pop-Tarts® Blue
K 525
PMS 286 Coated
CMYK: 100, 65, 0, 0
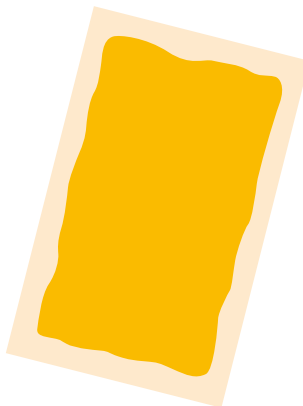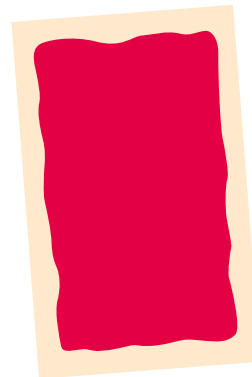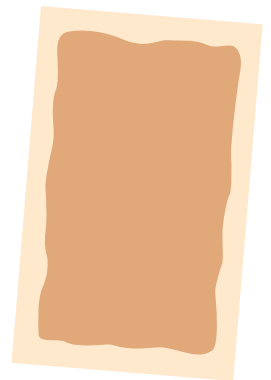RGB: 0, 97, 175

WHITE

PMS 2368

PMS 183

PMS 130

PMS 199

PMS 7515

SLOGANS

The following approved slogans can be used in conjunction with other elements from the brand guidelines. The slogans can be treated in a multitude of ways on products - paired with brand graphics and patterns, embossed, embroidered, using various printing techniques, etc.

When incorporating slogans on to products please be sure the phrase correlates with the graphic it is being paired with and is incorporated in a well designed manner, not slapped on as an afterthought.

We are open to other trend-right phrases given they are brand right. Please submit for approval.

It's what's on the inside that counts

Goodness in every bite

Let's Get Toasting

Delicious Pop-Tarts Breakfast

Hot From the Toaster

Savor the Memories

Real Fruit Real Joy

Just Drop In Toaster

Toasting Since '64

ORIGINAL ARCHIVE GRAPHICS

The following pages include original Pop-Tarts® graphics that are available at medium to high resolution. These graphics are scans of archived boxes, collateral, and advertisements.

The graphics can be treated in a multitude of ways on products - use individually, extract key elements, mix and match, create a pattern or grid, etc.
Be creative in your approach.

Please note, because these are scans of original packaging, the files may require a bit of color correcting or general clean up before use.
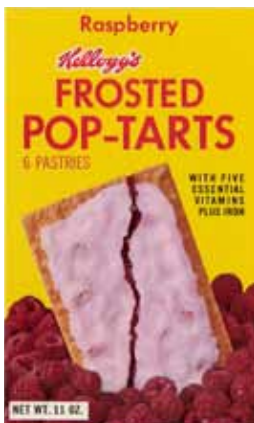
PACKAGING

RPT_BOX_001.jpg

RPT_BOX_002.jpg

RPT_BOX_003.jpg

RPT_BOX_004.jpg

RPT_BOX_005.jpg

RPT_BOX_006.jpg

RPT_BOX_007.jpg

RPT_BOX_008.jpg

RPT_BOX_009.jpg

RPT_BOX_010.jpg

RPT_BOX_011.jpg

RPT_BOX_012.jpg

ADVERTISEMENTS

RPT_OAG_001.tif

RPT_OAG_002.tif

RPT_OAG_003.tif

RPT_OAG_004.jpg

RPT_OAG_005.jpg

RPT_OAG_006.jpg

RPT_OAG_007.tif

RPT_OAG_008.tif

RPT_OAG_009.jpg

COLLATERAL

RPT_OAG_010.psd

RPT_OAG_011.psd

RPT_OAG_012.psd

RPT_OAG_013.psd

CHARACTER FOCUSED

RPT_OAG_014.tif

RPT_OAG_015.tif

RPT_OAG_016.tif

RPT_OAG_017.tif

RPT_OAG_018.tif

RPT_OAG_019.jpg

RPT_OAG_020.tif

RPT_OAG_021.tif

GRAPHICS & ICONOGRAPHY

Below are the primary icons which represent the Pop-Tarts®
retro program. The icons can be used in combination which
one another or seperatly. They can also be used to build
patterns and borders.

ARCHIVE PULLOUT GRAPHICS

RPT_ICON_001.psd

RPT_ICON_001a.psd

RPT_ICON_002.psd

RPT_ICON_002a.psd

RPT_ICON_003.psd

RPT_ICON_004.psd

RPT_ICON_004a.psd

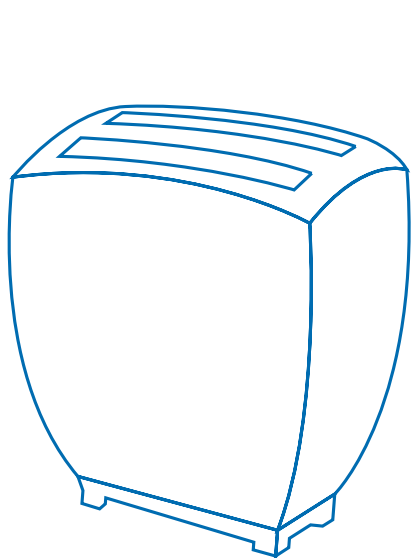
RPT_ICON_005.tif

SUPPORTING GRAPHIC ELEMENTS
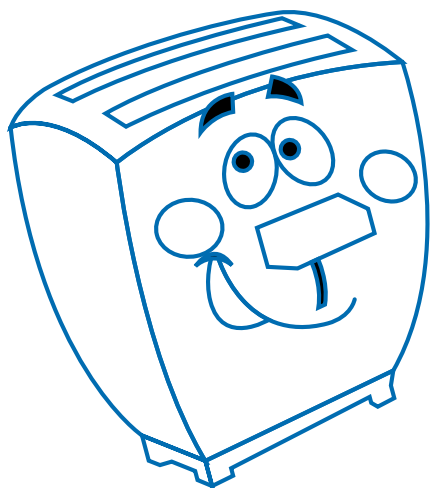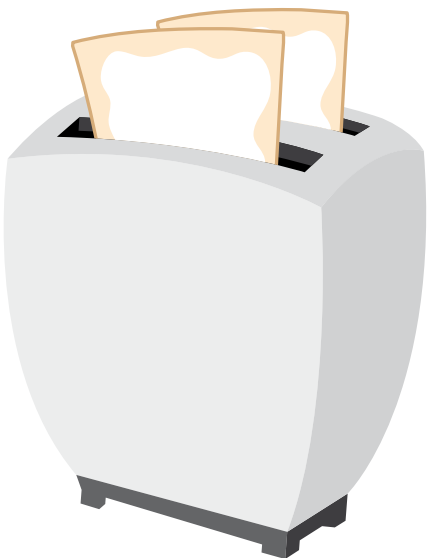

RPT_ICON_006.ai
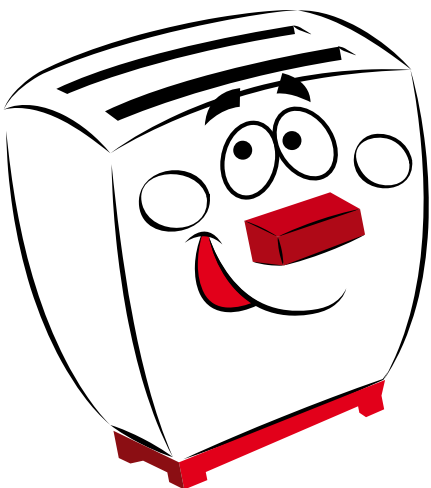
RPT_ICON_007.ai

RPT_ICON_008.ai

RPT_ICON_009.ai

RPT_ICON_010.ai

RPT_ICON_011.ai

RPT_ICON_012.ai

RPT_ICON_013.ai

PATTERNS

The use of pattern is not required for the brand. However, we are providing an assortment of signature patterns that can be used alone or mixed and matched for a brand right look. In addition, the entire world of market patterns is open to you as long as they fall within the brand guidelines. If at any time you would like some help identifying trend- right patterns that are on brand, the team at JLG and Kellogg's can help.
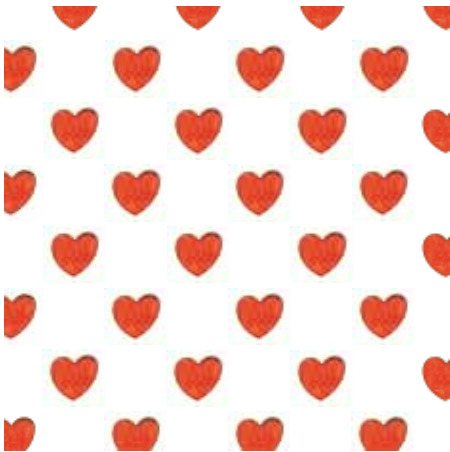
SIGNATURE PATTERNS

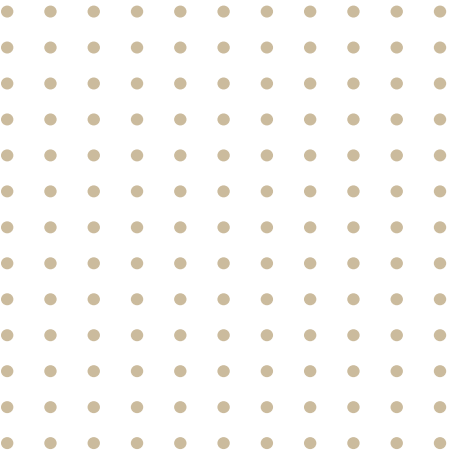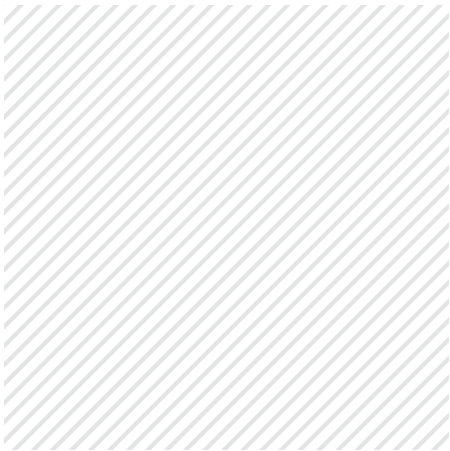RPT_PT_001.ai

RPT_PT_002.ai

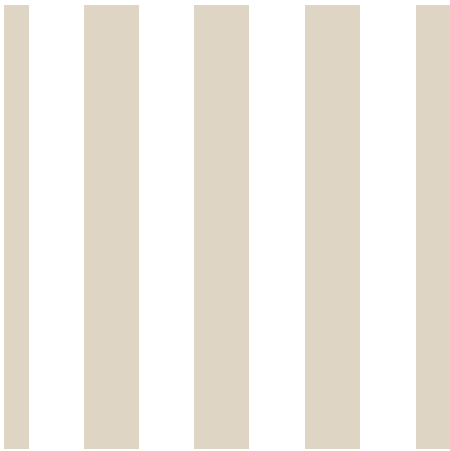RPT_PT_003.ai

RPT_PT_004.ai

RPT_PT_005.ai

SUPPORTING PATTERNS
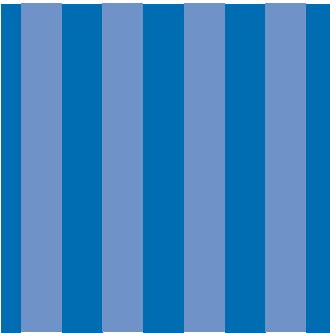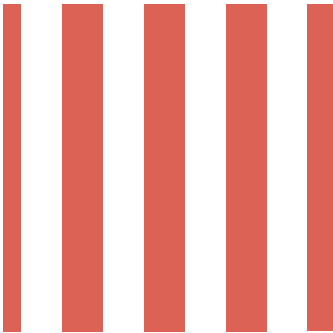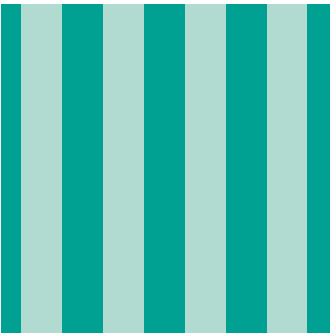
RPT_PT_006.ai

RPT_PT_007.ai

RPT_PT_008.ai

(examples of brand right color combinations)

PRODUCT EXAMPLES

Examples below show ways to utilze the assets
in this guide to develop product for the Pop Tarts
retro program.

APPAREL

TABLETOP

Tinbox