

SLUSH PUPPIE

The Original



Style Guide



Pantone Colors, Fonts & Legal

PMS Colors for SLUSH PUPPIE®



PMS 2935



PMS 186



PMS 2935 (50%)



PMS 108



BLACK

Fonts for SLUSH PUPPIE®

- **COOPER BLACK**

- *Lobster 1.3*

- **THE BOLD FONT**

Legal Line SLUSH PUPPIE®

Official Legal Line:

SLUSH PUPPIE is a registered trademark of The ICEE Company, a Subsidiary of J&J Snack Foods Corp.

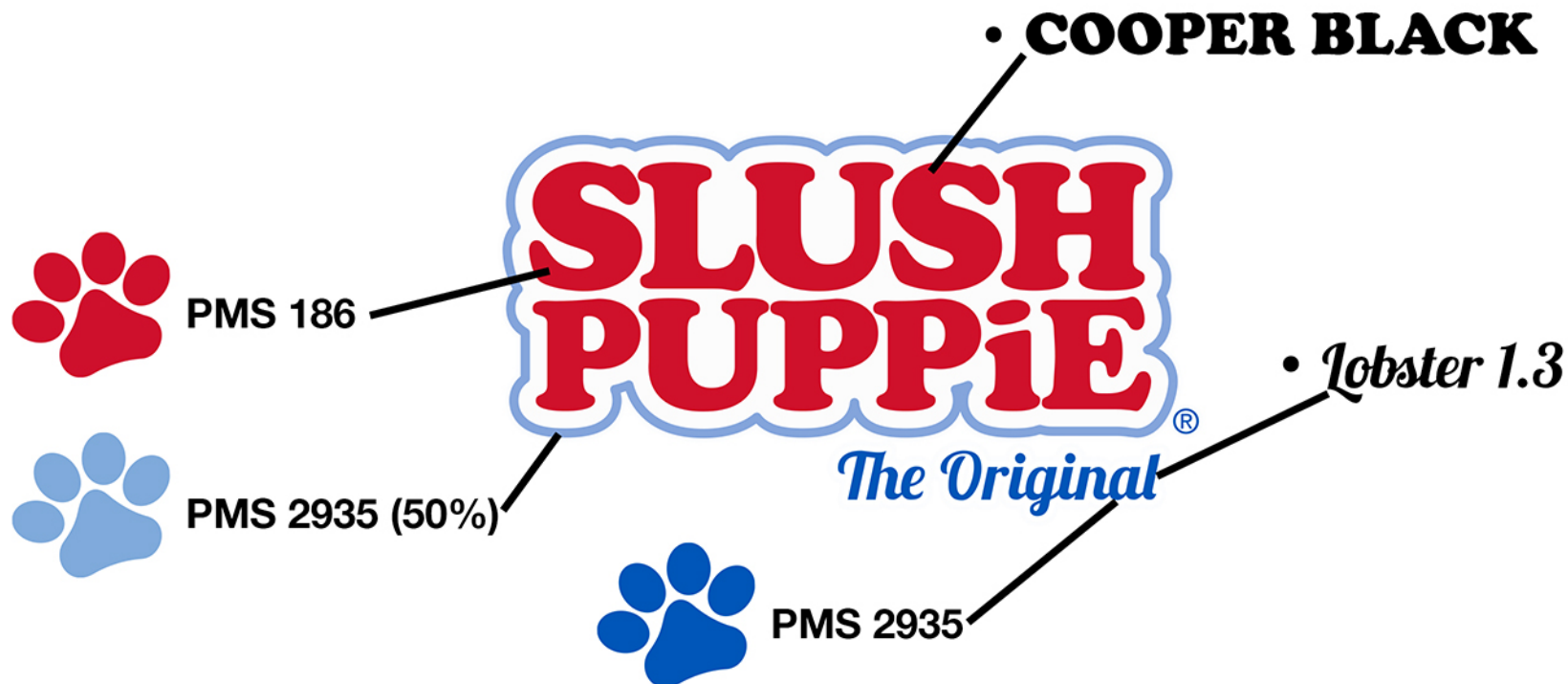
® is to be placed after all SLUSH PUPPIE logos.

**SLUSH
PUPPIE**

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Logo Details

SLUSH PUPPIE Logo Details



SLUSH PUPPIE is always in all CAPS except the “i”

**SLUSH
PUPPIE**

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Logo Details



The Original

"The Original" Stacked Logo



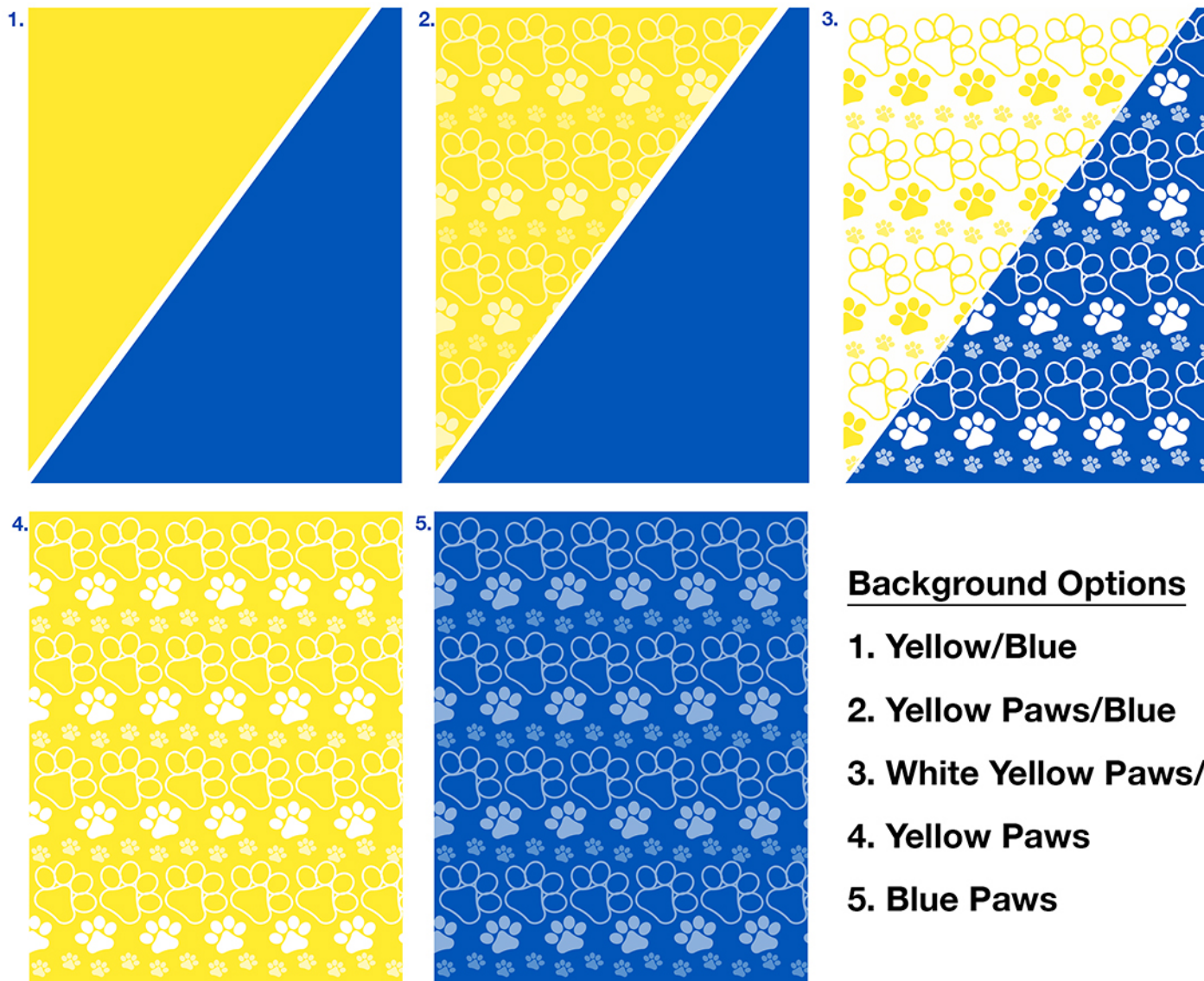
"Doghead" Logo



"Stacked" Logo



"Horizontal" Logo



Background Options

1. Yellow/Blue
2. Yellow Paws/Blue
3. White Yellow Paws/Blue Paws
4. Yellow Paws
5. Blue Paws

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The PUPPIE

COMING SOON!

PUPPIE Poses



NEW PUPPIE artwork and “poses”.

SLUSH PUPPIE Pup in a variety of fun poses to be used in POS and Marketing Materials.