Corporate Identity Guidelines

VINTAGE
Kellogg's
™

(1am on Thursday)

Do not use these images as depicted on the page

How to use this Manual

The aim of this program is to create a unified and consistent approach for the *Vintage Kellogg's* brand. This *Vintage Kellogg's* Visual Standards Manual has been designed to assist licensees and designers in creating, maintaining and broadening quality *Vintage Kellogg's* product. It visually communicates the 'look and feel' of the *Vintage Kellogg's* brand and sets a strong platform for licensees and designers to work from.

The primary purpose of this manual is to ensure that all *Vintage Kellogg's* design elements (logo, color, typography, taglines, packaging and signage) are used correctly and to the specified guidelines outlined.

It is necessary to follow these specifications to ensure consistent applications of the *Vintage Kellogg's* identity across all areas of the brand.

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® TM © 200X Kellogg NA Co.

Trademark + Copyright

The *Vintage Kellogg's* identity and design elements depicted within these guidelines are the exclusive property of, or are used under license by © 2005 Kellogg NA Co. All rights reserved. They are protected under trademark and copyright laws throughout the world.

This mandatory trademark information proclaims that all product developed for this program is the legal copyright property of Kellogg NA Co. The trademark year 'X' must correlate to the year of product manufacture.

Use long form of the trademark copy wherever possible. If space is restricted, short form of the trademark can be used.

It does not need to appear on the front face of the product, however it must appear at least once, on every product and must be legible and clear. Options for displaying this mandatory information include; back neck labels, side tab labels or printed/etched/embroidered on product.

Stacked Red Version
VK_Stack_Red_CMYK.tif
VK_Stack_Red_PMS.tif
VK_Stack_Red_RGB.tif

Stacked Craft Version
VK_Stack_Craft_CMYK.tif
VK_Stack_Craft_RGB.tif

Stacked Cream Version
VK_Stack_Crm_CMYK.tif
VK_Stack_Crm_PMS.tif
VK_Stack_Crm_RGB.tif

Horizontal Red Version
VK_Horiz_Red_CMYK.tif
VK_Horiz_Red_PMS.tif
VK_Horiz_Red_RGB.tif

Horizontal Craft Version
VK_Horiz_Craft_CMYK.tif
VK_Horiz_Craft_RGB.tif

Horizontal Cream Version
VK_Horiz_Crm_CMYK.tif
VK_Horiz_Crm_PMS.tif
VK_Horiz_Crm_RGB.tif

Logo Rationale

The *Vintage Kellogg's* logo is based upon a set of three graphic elements. The *Vintage* Logotype, the *Kellogg's* Logotype and a Colored Carrier.

/ The *Vintage* Logotype, with its distressing and slight stamped effect, conveys and suggests age and authenticity.

/ The *Kellogg's* Logotype; a symbol that consumers know and trust, remains unchanged and visually communicates to consumers the link to the *Kellogg's* brand.

/ The Colored Carrier unifies and contains the two logotypes and acts as a strong visual communication device for instant and easy brand recognition.

There are two versions of the logo; a stacked version and a horizontal version, each with three colorways. The use of either of these logos is dependent on product, packaging and marketing requirements and specifications. The *Vintage Kellogg's* logo must always be used in this format and no deviations may be made from any of the standards.

PMS Red 199

Cyan 0%
Magenta 100%
Yellow 62%
Black 0%

R 249
G 0
B 48

PMS Process Black

Black 100%

R 35
G 31
B 32

Corporate Colors

The *Vintage Kellogg's* corporate colors are **PMS Red 199** and **PMS Process Black**

4 Color Process
When only 4 color process colors are available for printing it is necessary to use the CMYK breakdown of the *Vintage Kellogg's* corporate identity.
Red **Cyan:0% / Magenta:100% / Yellow:62% / Black:0%** and Black **Black:100%**

Digital Color RGB
For screen applications such as Powerpoint, it is necessary to use the RGB breakdown of the *Vintage Kellogg's* corporate identity.
Red **R:249 / G:0 / B:48** and Black **R:35 / G:31 / B:32**

The *Vintage Kellogg's* logo should always appear in the colors specified in these guidelines. No other combinations should be used.
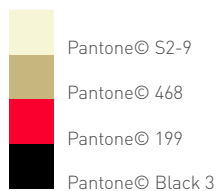
Pantone© S2-9	
Pantone© 468	
Pantone© 199	
Pantone© Black 3	

Stacked Red Version
VK_Stack_Red_CMYK.tif
VK_Stack_Red_PMS.tif
VK_Stack_Red_RGB.tif

Stacked Craft Version
VK_Stack_Craft_CMYK.tif
VK_Stack_Craft_RGB.tif

Stacked Cream Version
VK_Stack_Crm_CMYK.tif
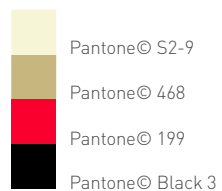VK_Stack_Crm_PMS.tif
VK_Stack_Crm_RGB.tif

Logo Color Usage

Spot Colors - The *Vintage Kellogg's* logos in Pantone© Colors.

The *Vintage Kellogg's* identity should always be reproduced in the depicted colorways.

/ The *Vintage Kellogg's* Red full color logo Pantone© colors are - Pantone© Black 3 and Red 199

/ The *Vintage Kellogg's* Craft logo is supplied with a craft carrier. For vector artwork color usage the colors are - Pantone© Black 3, Red 199 and Pantone© 468

/ The *Vintage Kellogg's* Cream full color logo Pantone©colors are - Pantone© Black 3, Red 199 and Pantone© S2-9

Pantone© S2-9	
Pantone© 468	
Pantone© 199	
Pantone© Black 3	

Horizontal Red Version
VK_Horiz_Red_CMYK.tif
VK_Horiz_Red_PMS.tif
VK_Horiz_Red_RGB.tif

Horizontal Craft Version
VK_Horiz_Craft_CMYK.tif
VK_Horiz_Craft_RGB.tif

Horizontal Cream Version
VK_Horiz_Crm_CMYK.tif
VK_Horiz_Crm_PMS.tif
VK_Horiz_Crm_RGB.tif

Logo Color Usage

Spot Colors - The *Vintage Kellogg's* logos in Pantone© Colors.

The *Vintage Kellogg's* identity should always be reproduced in the depicted colorways.

/ The *Vintage Kellogg's* Red full color logo Pantone© colors are - Pantone© Black 3 and Red 199

/ The *Vintage Kellogg's* Craft logo is supplied with a craft carrier. For vector artwork color usage the colors are - Pantone© Black 3, Red 199 and Pantone© 468

/ The *Vintage Kellogg's* Cream full color logo Pantone©colors are - Pantone© Black 3, Red 199 and Pantone© S2-9

Grayscale + Mono

For black and white application such as newsprint, Greyscale and Mono *Vintage Kellogg's* Stacked and Horizontal logos are available.

Stacked Red Version
VK_Stack_Red_CMYK.tif
VK_Stack_Red_PMS.tif
VK_Stack_Red_RGB.tif

Stacked Brown Version
VK_Stack_Brown_CMYK.tif
VK_Stack_Brown_PMS.tif
VK_Stack_Brown_RGB.tif

Stacked Cream Version
VK_Stack_Crm_CMYK.tif
VK_Stack_Crm_PMS.tif
VK_Stack_Crm_RGB.tif

Horizontal Red Version
VK_Horiz_Red_CMYK.tif
VK_Horiz_Red_PMS.tif
VK_Horiz_Red_RGB.tif

Horizontal Brown Version
VK_Horiz_Brown_CMYK.tif
VK_Stack_Brown_PMS.tif
VK_Horiz_Brown_RGB.tif

Horizontal Cream Version
VK_Horiz_Crm_CMYK.tif
VK_Horiz_Crm_PMS.tif
VK_Horiz_Crm_RGB.tif

Vector Artwork Color

The *Vintage Kellogg's* vector color logos are for alternative flat color reproduction when fine detail can not be achieved.

Wherever possible the *Vintage Kellogg's* full color logos should be used.

The *Vintage Kellogg's* identity should always be reproduced in the depicted colorways.

Vector Artwork Greyscale + Mono

The *Vintage Kellogg's* Vector Greyscale and Mono logos are for alternative flat black and white reproduction when fine detail can not be achieved. Wherever possible the *Vintage Kellogg's* primary greyscale or mono logo should be used. The *Vintage Kellogg's* identity should always be reproduced in the depicted colorways.

30mm

40mm

20mm

27mm

Logo Minimum Size Usage

The proportions of the *Vintage Kellogg's* logos are set. Specific spacing and positioning of the components must remain as provided digitally.

The logo must never be retraced, redrawn, re-typeset or modified in any way.

The *Vintage Kellogg's* Primary Stacked logo should never be reproduced any smaller in width than 30mm.

The *Vintage Kellogg's* Primary Horizontal logo should never be reproduced any smaller in width than 40mm.

The *Vintage Kellogg's* Vector Stacked logo should never be reproduced any smaller in width than 20mm.

The *Vintage Kellogg's* Vector Horizontal logo should never be reproduced any smaller in width than 27mm

Logo Isolation Area

 A minimum amount of clear space from all graphic elements or printed copy must always surround the *Vintage Kellogg's* two color logo to ensure maximum impact. For this reason, an isolation area of at least one 'x', where 'x' is equal to the height of the 'VINTAGE' logotype. This is a minimum area of isolation and should be increased where possible. The isolation area also indicates the minimum the logo should be placed to the edge of the page.

Note: The *Vintage Kellogg's* full color logos are designed to be positioned over imagery and backgrounds, however consideration should still be taken when placing these logos to ensure maximum contrast and impact.

VINTAGE *Kellogg's™*

VINTAGE *Kellogg's™*

VINTAGE *Kellogg's™*

VINTAGE *Kellogg's™*

Special Logo Usage

The *Vintage Kellogg's* logo in some instances may need to be reproduced without the unifying background carrier. In this instance the *Kellogg's* typeface takes on a white KEYLINE so that it is clearly identifiable from any background color it is placed on. This version should never be placed over an image or heavy background color. In this instance, the preferred full color *Vintage Kellogg's* logo with carrier should be used.

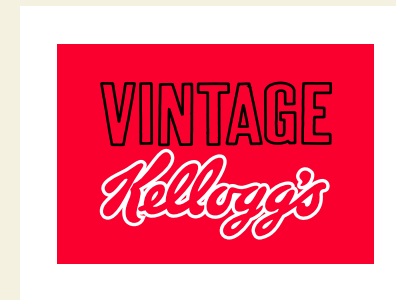01. Incorrect Use

02. Incorrect Use

03. Incorrect Use

04. Incorrect Use

05. Incorrect Use

06. Incorrect Use

Incorrect use of the logo

The following rules apply to all versions of the *Vintage Kellogg's* logos whether they be color, single color, stacked or landscape.

DO NOT:

01 Place on a different color background without white keyline around *Kellogg's*
02 Use colors other than specified
03 Disproportionately stretch or distort
04 Crop into
05 Create or add extra elements
06 Reproduce logo in outline

Berthold Akzidenz Grotesk - Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk - Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk - Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Arial - Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
1234567890

Identity Typography

The *Vintage Kellogg's* corporate typeface is **Berthold Akzidenz Grotesk** for general body text copy and **Arial - Black** for larger headings.
The type families provided have been selected for their simple but retro inspired feel and are to be used in conjunction with the *Vintage Kellogg's* logo.
The primary typeface is **Berthold Akzidenz Grotesk** to be used on all packaging for general body text and other related copy.
The typeface **Arial - Black** is to be used for larger Headings and signage.

FONT ACCESS

Berthold Akzidenz Grotesk: http://www.bertholdtypes.com/adobe_lib/089001000.html
Arial - Black: http://www.fonts.com/findfonts/detail.asp?pid=205425

YES   YES   YES   NO

Logo Positioning

Image backgrounds - The *Vintage Kellogg's* logos can be applied on an image background - for example a *Kellogg's* archive image.

Colored backgrounds - The *Vintage Kellogg's* logo's can be used on colored backgrounds that are based only on the established logo colorways and material palette. The *Vintage Kellogg's* logotype is always to be applied with it's colored carrier. The logotype is never to be applied directly over image backgrounds or colored backgrounds. Care needs to be taken to ensure that there is enough contrast so that in each case the whole logo is visually distinct from the background image.

Packaging Guidelines

Key elements to the packaging system

1. *Vintage Kellogg's* Logo

2. Type and Voice

3. Feature Archive Image

4. Archive Grid

5. Color and Material Palette

Packaging Introduction

There are 5 main elements that are used to create and determine a piece of *Vintage Kellogg's* packaging. These elements are:

1. The *Vintage Kellogg's* logo

2. *Vintage Kellogg's* Type and Voice

3. *Vintage Kellogg's* Feature Archive Images

4. *Vintage Kellogg's* Archive Grid

5. Colour and Material Palette

These elements have been designed to work and mix together to form interesting and exciting combinations in retail and will be explained in detail in the pages following.

Yes

No

Logo Usage: Packaging

Always use the full color *Vintage Kellogg's* logo supplied.

/ The logo versions in the carriers are the preferred option for all packaging pieces.

/ The red carrier is the preferred colorway for packaging due to its impact and presence. However the creamy and craft versions may be used as substitutes where the red does not work.

/ Both landscape and stacked versions of the logo can be used. Their use is determined by packaging variations.

/ There should be a minimum amount of clear space surrounding the logo carrier. The minimum amount is the distance 'x', where 'x' is equal to the height of the Vintage logotype. This applies when the logo is positioned near an edge or corner.

Yes

No

Range right

Centered

Logo Usage: Packaging

/ The *Vintage Kellogg's* logo has been designed to be positioned over imagery and backgrounds – however consideration should still be taken when placing these logos to ensure maximum contrast and impact.

/ When placing the logo near a corner or edge there should always be a minimum amount of clear space determined by 'x', where 'x' is equal to the height of the Vintage logotype.

/ The *Vintage Kellogg's* logo must be prominently displayed on the packages main face to ensure instant brand recognition. As a secondary placement it can also be positioned on the top or side face.

/ When the logo appears on a circular format (eg. hat box, cylinder top or round tin) care should be taken with its placement. Logo can either be positioned range right or centered.

EXPERIENCE IT AGAIN™

Proposition

THE ORIGINAL & BEST™

Positioning

BRINGING YOU BREAKFAST FOR 100 YEARS™

Message

Identity Voice and Tone

These three slogans reflect the mood and feel the *Vintage Kellogg's* brand wishes to communicate:
Heritage, Tradition, Americana, Breakfast and Nostalgia.

The key brand proposition, unifying *Vintage Kellogg's* to any campaign is 'Experience It Again'.

Two secondary taglines 'Bringing you Breakfast for 100 Years' and 'The Original and Best' support the hero proposition.

Supporting Voice

The two brand communicators above send an informative message to consumers, outlining *Vintage Kellogg's* the brand and W.K.Kellogg the man.

There are two different voices:

1. The *Vintage Kellogg's* Voice: informs consumers about the exclusive release of 100 years of Archive material and artwork.

2. The 100 Year Anniversary Voice: gives a brief synopsis of W. K. Kellogg the man, and the brand he founded.

These stories can be applied and used on packaging and signage or printed as tags or stickers on open stock products to reinforce the Kellogg brand message.

Voice Application

The examples above demonstrate how the brand voice is translated and applied to packaging and other marketing material.

Vintage Kellogg's Classic Archive Grid

Generic Archive Grid

The richness, beauty and heritage of *Vintage Kellogg's* archive imagery stands as a very strong and prominent element in the whole packaging system.

To make full sense of the vast amount of imagery available, two generic archive grids have been created to be used across all *Vintage Kellogg's* programs.

The grid also acts as a visual representation of 100 years of social history. Following is a list of guidelines that must be adhered to in order to ensure grid consistency across all areas.
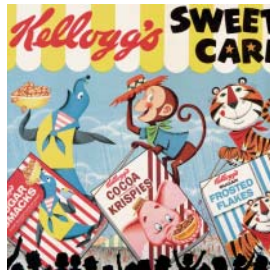
/ The grids cannot be stretched or distorted in any way.

/ They can be scaled up or down to suit individual packaging requirements.

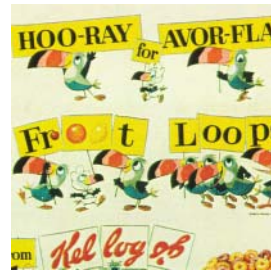/ The grids must always be used with the cream uncoated paper/card stock.

Vintage Kellogg's Pop Archive Grid

/ Images cannot be removed or replaced.

/ For large scale formats the grids can be joined and repeated. We have selected a stepped repeat

/ When cropping the grids to fit packaging dimensions make sure the crop always falls on a grid line, never crop directly through an image. The only exception is when the grid appears in a circular format.

/ Grids can be used with a 4mm cream border to define and highlight.

/ Never use the grids on a whole box. Limit their use to the lid or body only and combine with cream uncoated stock.

/ Use classic archive grid for 1920's kitchen, 1930's women and Classic Vintage artpacks.

/ Use the pop archive grid for Retro Characters, Retro froot loops, Kitsch Kitchen and Retro Box artpacks.

Classic Vintage   Retro Characters   Retro Froot Loops   Kitsch Kitchen   1920's Kitchen   1930's Women   Retro Box

Hang tag production art available for download

Feature Archive Imagery

In total, seven *Vintage Kellogg's* artpacks have been developed. Each artpack has been issued with a hero archive shot that best represents the mood and feel of the program. The seven hero archive images have been displayed above for easy reference.

/ The hero archive art can be used on packaging, signage and other marketing material.

/ For brand consistency be sure to select the appropriate hero archive image relevant to your artpack.

/ Care should be taken when placing and cropping into an image.

/ The hero archive shots have been designed to work with and compliment other key packaging elements outlined in these guidelines.

/ The hang tags shown above indicate how the hero archive image can be inserted into a generic form while still maintaining overall brand consistency .

Color and Materials

Vintage Kellogg's packaging creates a feeling of history and tradition communicated through the use of natural, textured materials and simple form.

Two base materials define the packaging mood and must be used for all the packaging pieces throughout the *Vintage Kellogg's* brand.

These are:

/ Cream uncoated paper/card

/ Brown craft uncoated paper/card

Two highlight materials can be added to the palette to further enhance the vintage mood:

/ Printed tissue paper for box linings and wrapping ceramic ware and gifts

/ Natural cream colored cloth (for example muslin, linen or calico) can be made into bags for items such as T-shirts or books, to act as novelty packaging pieces.

These packaging materials encourage human touch and tactile exploration and have been chosen for their honesty and old world charm. It's important to adhere to this palette to ensure that a cohesive packaging system is maintained for the *Vintage Kellogg's* brand.

/ Never mix the base materials together in one item.

/ Printing imagery over brown craft stock is not recommended. It dulls and flattens the image. An archive image should always be printed on creamy stock.

Cream uncoated paper/card

Brown craft uncoated paper/card

Cream/white tissue

Cream cloth - muslin, linen, calico

Packaging application

Insert hero archive image here

Insert hero archive image here

Packaging Execution

This system is indicative of how separate branding elements are united to form a strong, cohesive, merchandised retail program.

/ In the generic packaging system visualised above, certain areas have been highlighted. It is these areas in the template that we suggest the hero archive artwork can be placed.

/ The *Vintage Kellogg's* archive grids can only be used with cream.

/ The grids cannot be used to cover a full box. Grids can be rescaled to fit individual box dimensions but must always finish on a grid line.

/ It is advisable to use the following ratios when designing packaging for extensive product groups consisting of 10 or more sku items. 40% Grid: 40% Archive: 20% Plain.

/ Be sure that the correct archive image is chosen that is representative of your artpack.

/ Plain pieces need to be injected into the program to offset the archive image and grid. The plain colours are vintage cream and craft.
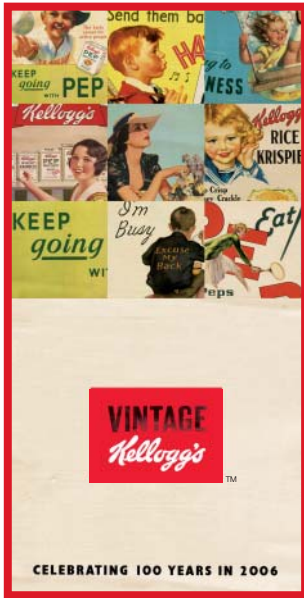
OS_VERTICAL01

OS_VERTICAL02

OS_VERTICAL03

OS_SQUAREfront

OS_SQUAREback

OS_LOGOFront

OS_LOGOback

Open Stock Guidelines

The above variations for open stock packaging can be reproduced as packaging and product stickers, hang tags, holding cards etc. They can be applied across all product categories within the *Vintage Kellogg's* program that require open packaging.

Please note: that where the word (product) appears, insert the actual product name.

Open Stock Application

The above examples demonstrate how the open stock packaging is translated and applied to product as a swing tag. To illustrate this, we have used as an example product from the *Vintage Kellogg's* 1920's Kitchen program.

Open Stock Application

The above examples demonstrate how the open stock packaging is translated and applied to product as a header card.
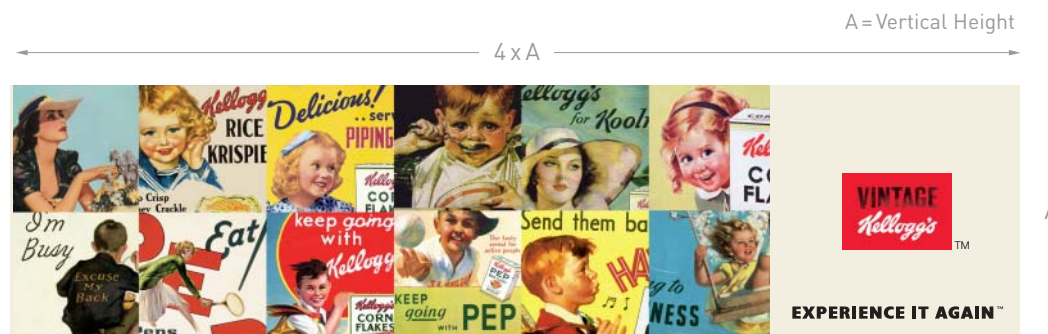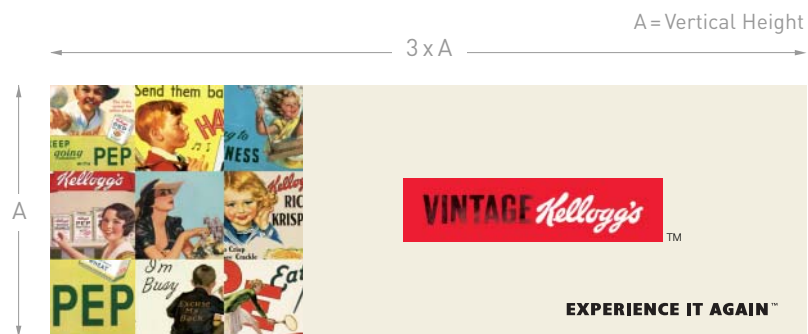
Open Stock Application

The above examples demonstrate how the open stock packaging is translated and applied to product as an open stock sticker. To illustrate this, we have used as an example product from the *Vintage Kellogg's* 1920's Kitchen program.
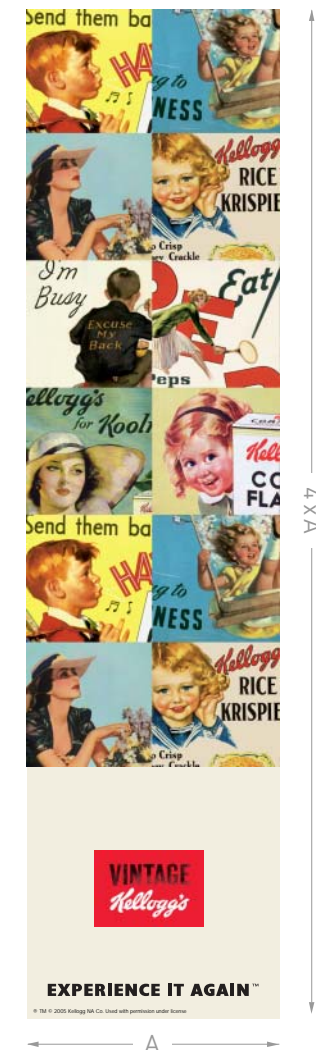
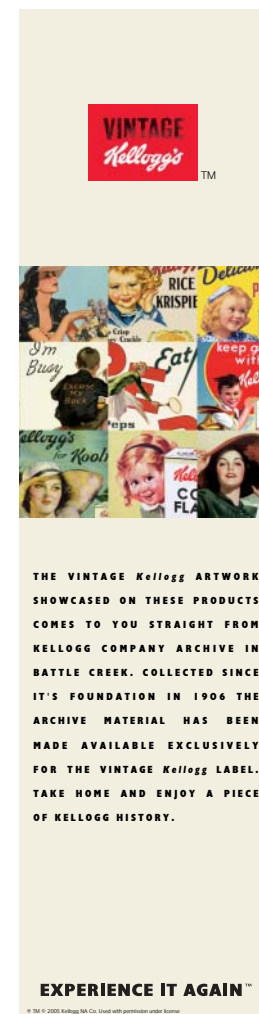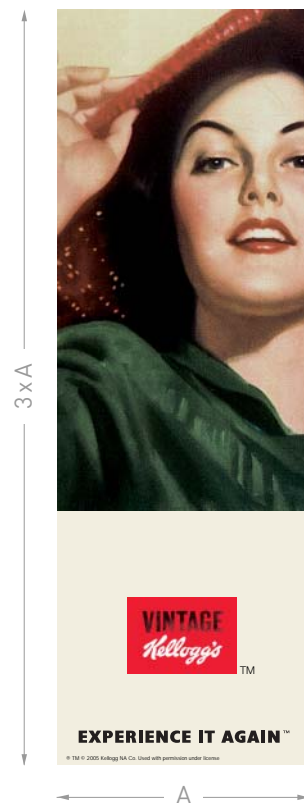# Signage Guidelines
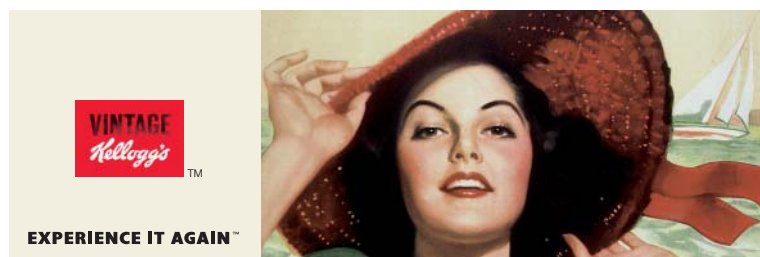
Signage Guidelines

Above are four horizontal retail banners that demonstrate the correct ratios for signage design and layout. When designing horizontal banners for the *Vintage Kellogg's* Program, there is a system that applies to calculate the horizontal length, based on the banner height.
Banner vertical height = A (see specifications above).

There are two formulas that can be used to calculate the horizontal length, using the vertical measurement 'A'.
3 x A = horizontal length or **4 x A** = horizontal length (see specifications above).

It is recommended that all branding elements such as: the *Vintage Kellogg's* logo, colorways, archive grids, typography and taglines be used in combination for signage and other marketing material. The four examples above demonstrate how to to successfully combine all *Vintage Kellogg's* branding elements into a visually powerful retail message. Please refer to previous guidelines outlined in this manual for correct and incorrect usage of these elements.

Signage Guidelines

Above are four vertical retail banners that demonstrate the correct ratios for signage design and layout. When designing vertical banners for the *Vintage Kellogg's* Program, there is a system that applies to calculate the vertical height, based on the banners horizontal width.

Banner horizontal width = A (see specifications above).

There are two formulas that can be used to calculate the vertical height, using the horizontal measurement 'A'.

3 x A = vertical height or **4 x A** = vertical height (see specifications above).

It is recommended that all branding elements such as: the *Vintage Kellogg's* logo, colorways, archive grids, typography and taglines be used in combination for signage and other marketing material. The four examples above demonstrate how to to successfully combine all *Vintage Kellogg's* branding elements into a visually powerful retail message. Please refer to previous guidelines outlined in this manual for correct and incorrect usage of these elements

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FOR 100 YEARS™

Message

Identity Voice + Tone

Advertising and marketing slogans reflect the mood and feel that the *Vintage Kellogg's* brand wishes to communicate; Heritage, Tradition, Americana, Breakfast and Nostalgia.

The key brand proposition, unifying *Vintage Kellogg's* to any campaign is 'Experience it Again'.

Supporting slogans are; 'The Original & Best' and 'Bringing you Breakfast for 100 years.