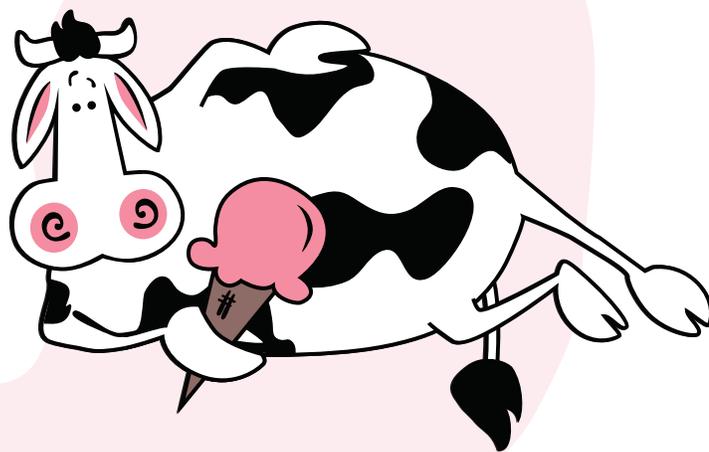


The Comfy Cow[®]



Crazy Good ICE CREAM

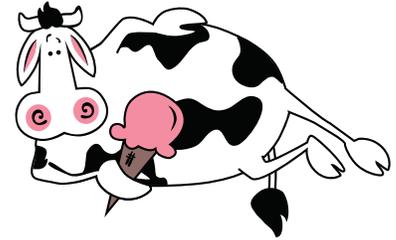
Brand Guide



The Comfy Cow® brand is about more than super premium ice cream or the quality of its ingredients. The Comfy Cow represents a joyfully immersive and distinctly satisfying brand experience. The Comfy Cow branding is designed to vividly portray that experience across any platform.

This guide is designed to establish strict rules for deploying The Comfy Cow brand identity, as well as preserving the personality of the brand wherever it may appear.

The Comfy Cow®



Crazy Good ICE CREAM



The Comfy Cow logo comes in two forms - the “Cow” logo (shown here), as well as an all-type logo (see page 4). The “Cow” logo embodies the fun and wholesome personality of the brand and its products. It is vitally important that it be deployed in a manner that protects its visual integrity and optimizes its overall visual effectiveness.



A



B

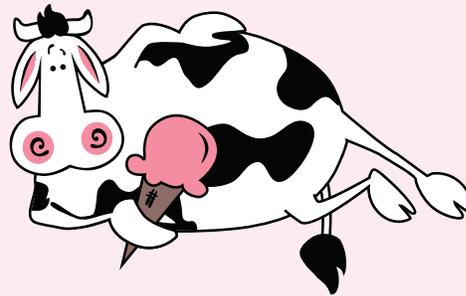
To give the logo adequate “breathing room,” a minimum safety area equal to twice the height of the capital “C” in “Comfy” should be maintained (fig. A). To protect the readability of the logo, it should never be used at less than 1 inch in width (fig. B)



The Cow version is the primary logo for the brand. To maximize visibility, The Comfy Cow logo should be used first and foremost in its color version (Figure A). However, we understand there may be instances where the full-color application is not possible, so a grayscale version is available for limited applications (Figure B). Swatches for the grayscale values are included on page 6 of this guide.

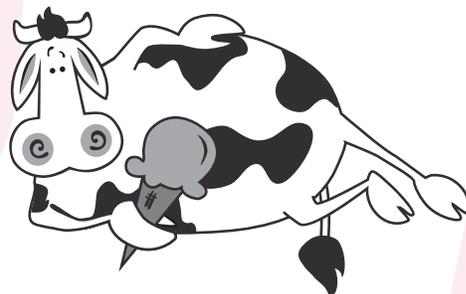
Because of the unique design and structure of the Cow logo, a white or reversed version is not available. An alternative is outlined on the next page.

**The
Comfy Cow[®]**



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**The
Comfy Cow[®]**



Crazy Good ICE CREAM



The Cow logo should always be considered the primary branding mark. However, the brand may be represented by an all-type logo. This simplified logotype treatment is specifically designed for situations where:

- space is limited
- a brand logo must appear on a background where the standard Cow logo would be difficult to read
- a brand logo must be used at a size that makes the tagline on the standard logo unreadable.

Remember, the all-type version's use is secondary to the Cow logo and should only be used in these limited situations.

**The
Comfy Cow[®]**

**The
Comfy Cow[®]**



As with the “Cow” logo, the type logo should be given adequate “breathing room” wherever it is deployed. A minimum safe space around the logo is established by using the height of the “C” in “Comfy” as a guide.





This guide establishes fundamental rules for the application of The Comfy Cow logo and the protection of branding integrity. As such, there are incorrect applications of the logo that should be avoided.

While these examples don't depict every situation, they represent the majority of issues to avoid when applying the logo.

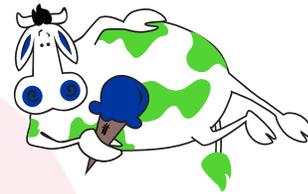
The Comfy Cow®



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DO NOT skew or stretch the logo.

The Comfy Cow®



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DO NOT apply any other colors to the logo not prescribed in this guide.

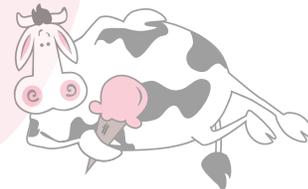
The Comfy Cow®



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ICE CREAM

DO NOT alter any of the logo elements.

The Comfy Cow®



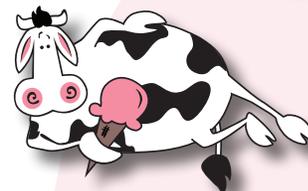
Crazy Good ICE CREAM

DO NOT alter the opacity of the logo



DO NOT place the logo inside a box or shape

The Comfy Cow®



Crazy Good ICE CREAM

DO NOT apply a drop-shadow to the logo.



Colors for The Comfy Cow represent a fun, inviting, and joyful brand, as well as reflect the exciting array of available flavors.

The colors below are the **PRIMARY** brand colors. Each color swatch provides PANTONE®, CMYK, RGB, HEX codes, and grayscale equivalents for correct application in any medium.

Primary Brand colors



PANTONE - 701 CP
CMYK - 0, 56, 16, 0
RGB - 225, 124, 144
HEX - E17C90

Gray - 40% Black
 RGB - 153, 153, 153
 HEX - 999999



PANTONE - 419 CP
CMYK - 76, 65, 66, 90
RGB - 41, 47, 45
HEX - #292F2D

Gray - 95% Black
 RGB - 13, 13, 13
 HEX - 0d0d0d



PANTONE - 7615 CP
CMYK - 33, 51, 46, 24
RGB - 134, 104, 95
HEX - 86685F

Gray - 60% Black
 RGB - 102, 102, 102
 HEX - 666666



Below are the **SECONDARY** colors. These colors are to be used for highlighting points of emphasis, provide options for buttons and design elements, and other accents for the web and documents.

They are placed in their order of use, from most to least.

Secondary Brand colors



PANTONE - 543 CP
CMYK - 35, 7, 0, 0
RGB - 169, 201, 226
HEX - #A9C9E2



PANTONE - 2432 CP
CMYK - 1, 48, 64, 3
RGB - 222, 149, 100
HEX - #DE9564



PANTONE - 1685 CP
CMYK - 1, 79, 95, 48
RGB - 142, 65, 42
HEX - #8E412A



PANTONE - 3593 CP
CMYK - 42, 63, 0, 0
RGB - 157, 115, 173
HEX - #9D73AD



PANTONE - 7499 CP
CMYK - 1, 1, 29, 0
RGB - 244, 234, 169
HEX - #F4EAA9



Branded design elements can add flavor and visual interest to things like social media posts, web pages, and marketing materials. Below are a couple of examples.

The Spot

The Comfy Cow “Spot” is a design element that can be applied several creative ways, but is most effective as a “wallpaper” or background (as seen on the pages of this guide.) Points to consider when utilizing this element:

- Always use brand colors when applying The Spot.
- When used as a background pattern, be sure to apply at a density that keeps the copy readable. For example, on this page, the color is PANTONE 701 CP applied at a density of 15%.
- Leave adequate space between Spots, offering enough white space so that there is clear contrast and a visible pattern is recognizable.
- Always mix the orientation of spots when applied in groups to offer variety and to display a more “random” pattern.

The Cone



The Comfy Cow “Cone” is a fun representation of the joy that one experiences holding The Comfy Cow product in your hand. Like The Spot, The Cone is derived from the one depicted in The Comfy Cow logo. It’s more simplified so it can be more easily applied as a design element, such as the paragraph markers in this guide.

A few tips to remember:

- Only use brand colors when applying the Cone.
- Always use contrasting colors that make visual sense when portraying the scoop and cone in a singular application (see example at left).
- Utilizing the Cone as a background pattern similar to the Spot can be considered, but the same rules regarding color should be applied - the Cone should be all one color and density should be applied in a way that doesn’t interfere with copy readability.



Fonts chosen for The Comfy Cow reflect the fun, wholesome, and flavorful spirit of the brand, while maintaining a user-friendly, easy-to-read presentation.

Fonts are designated according to proper application.

Headlines (Display and print)

Nueve Standard Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Headlines and Subheads (Web and print)

Yorkten Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Yorkten Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Body Copy (Web and Print)

Muli Light (Print)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Muli Regular (Web)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Muli Bold (Print or web)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

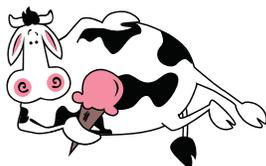
abcdefghijklmnopqrstuvwxyz

123456789



This document offers guidelines for applying The Comfy Cow brand iconography, colors, and fonts. If you have any questions about the proper application and use of these brand elements, please contact chip@thecomfycow.com or our agency NerdBrand at hello@nerdbrandagency.com.

**The
Comfy Cow®**



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