

 **INSPIRE**®

BRAND GUIDELINES

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Welcome to the Brand Guidelines for Inspire Brands.

FOLLOW THESE GUIDELINES AS YOU CREATE INTERNAL AND EXTERNAL COMMUNICATIONS.

OUR DESIGN FOUNDATION

Our brand is more than our logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognizable as Inspire Brands.

This guide will help to familiarize you with the core brand elements to assist you in designing and producing dynamic and powerful communications with a degree of flexibility.

If unsure, just ask us, (Don't worry, we're friendly).



INSPIRE[®]

Inspire Brands is a multi-brand restaurant company whose portfolio includes more than 32,000+ Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', SONIC Drive-In, Rusty Taco, and Jimmy John's locations worldwide.

We are creating a family of brands with maverick qualities, each with their own unique positioning, guest experience, and product offering. Our brands are diverse, distinctive, and fan favorites. In a sense, you could say we seek those who provide something different than the norm.

IDENTITY

Our Logos

We really like our logo. So much that we have a couple of different versions and are specific about what we call them and how we use them. Please consult the following pages as you use our logos.

Logo



Portfolio Logo



Portfolio Logo Variation

Horizontal



Our Logo

This is our logo. It's simple. Easy to understand. No drop shadows, no glossy reflections, and no flashy graphic effects.

Our logo is a bold, sharp, graphic statement.

The logo is made up of two elements: the symbols and the logotype.

While it is a simple logo, we must treat it with respect. The following pages cover the correct usage to ensure the logo always looks its best.



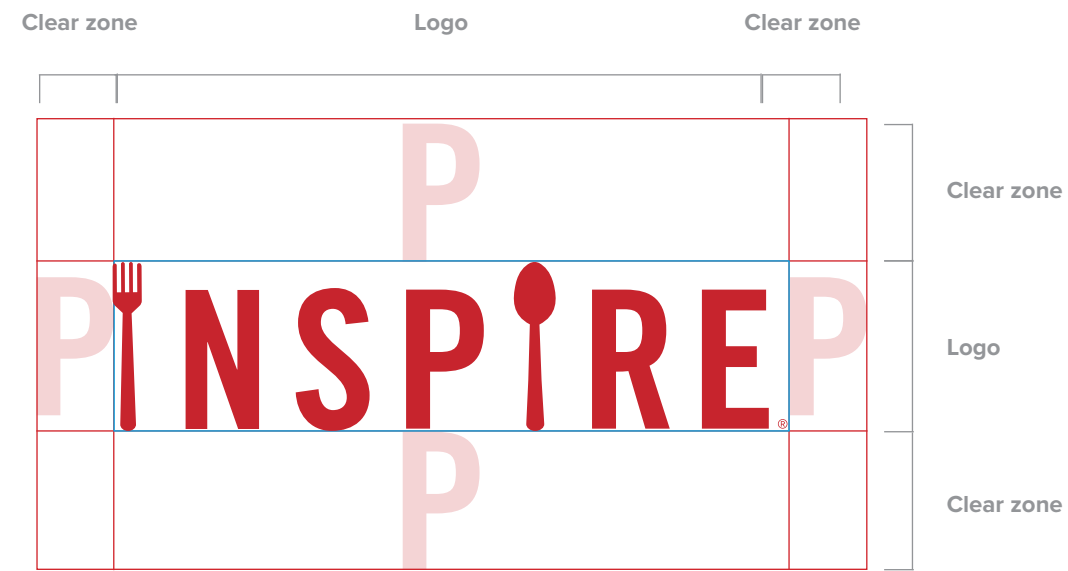
Logo

Logo Spacing

To ensure that our logo is clearly visible in all applications, surround it with sufficient clear zone—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo, the area directly surrounding them should be protected.

Use the “P” from the logo to determine the width of clearance space on all four sides.



Logo in the right place

On any given format—landscape or vertical—the preferred logo placement is in any corner position, or center aligned.



LOGO SIZING

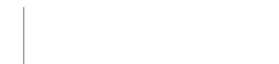
Minimum Logo sizing

There are no predetermined sizes for the Inspire Brands logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility.

In print, the minimum size is 1.38" width. For digital uses the minimum size for the standard logo is 100 pixels width.

100 pixels width is the smallest size apart from when using an ICO. There is a specific file for ICO's which is a 16px tall file.

Logo



Minimum size
1.38" / 100px

Icon



Minimum size
0.56" / 40 px

Flag



Minimum size
0.56" / 133 px

Favicon (ICO file)



16px

Logo scale use

Scale width between:
3.1" – width
224px – width



Small scale use

Scale width between:
1.38 - 3.1"
100px - 224px



Logo Colors

Our logo should only appear in red* on white backgrounds. Use all red or all white in situations where print is limited and/or monochromatic situations. This will ensure the high contrast of the symbol.

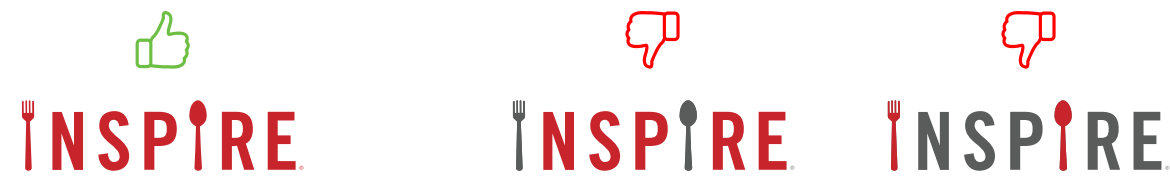
*

Hex: c9252c
RGB: 201,37,44
Color: 20,100,100,0

Color logo on white backgrounds

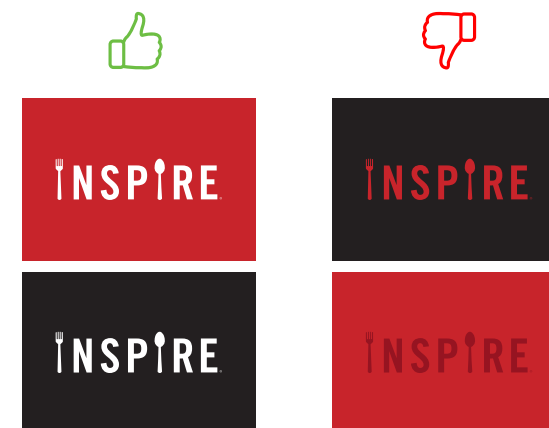


INSPIRE



INSPIRE INSPIRE INSPIRE

White logo on color backgrounds



INSPIRE INSPIRE
INSPIRE INSPIRE

Monochrome logos

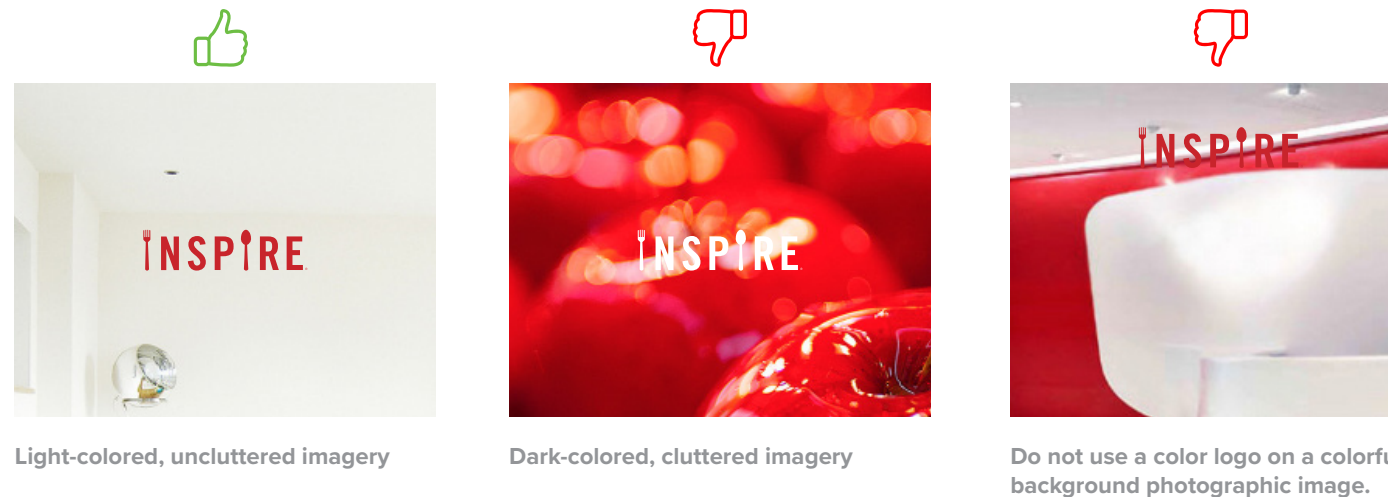
In some cases, a full color logo may not be practical or possible due to limitations in printing.

Background images

Our logo may also be used on an image background with sufficient contrast. Use the red logo on light colored backgrounds, and an all-white version on dark backgrounds. When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.

Background pattern images

If you choose to place the logo over a background pattern please make sure the logo is in high contrast, so that the logo can be easily seen.



Please don't...

To maintain the integrity of the Inspire Brands logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Inspire Brands logo that should be avoided. When writing content do not use the logo inside the copy.

Using the Trademarked Logo

To protect our logo we use a trademark symbol. This is used in all outward-facing brand communications, such as our website and advertising.

The trademarked logo has been created in two sizes—large and small. The large scale version will cover most uses, and the small scale version is intended mainly for use on the web.



INSPIRE
Marketing

DON'T create a logo lockup with text



INSPIRE

DON'T rearrange the logo elements.



INSPIRE

DON'T change the kerning or tracking to logotype



INSPIRE

DON'T rotate the logo



INSPIRE

DON'T stretch the logo



INSPIRE

DON'T create a gradient logo



INSPIRE

DON'T mix colors from the palette



INSPIRE

DON'T use non-approved colors



INSPIRE

DON'T outline the logo



INSPIRE

DON'T add a drop shadow to the logo



INSPIRE

DON'T add reflections or any other graphic filters to the logo

Best Practice for using the logo on backgrounds

Use this guide as a quick reference to ensure you're using the proper designs.



Our Portfolio Logo

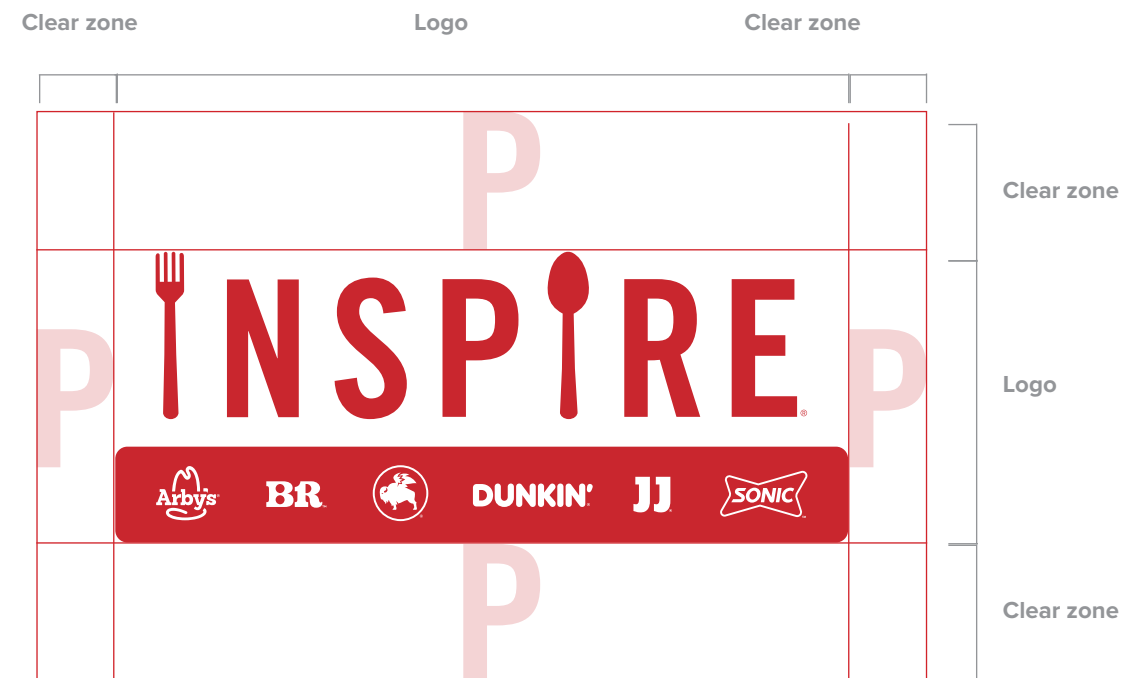
This is what we call our portfolio logo. It is identical to our logo with the addition of the brand flag beneath. While similar, the portfolio logo should be used differently than the logo. Use of the portfolio logo should be limited to official documents or for first use in external materials for an audience that may be less familiar with Inspire Brands.



Portfolio Logo Spacing

To ensure that our portfolio logo is clearly visible in all applications, surround it with sufficient clear zone—free of type, graphics, and other elements that might cause visual clutter—to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the portfolio logo, the area directly surrounding them should be protected. Use the “P” from Inspire Brands logo to determine the width of clearance space on all four sides.

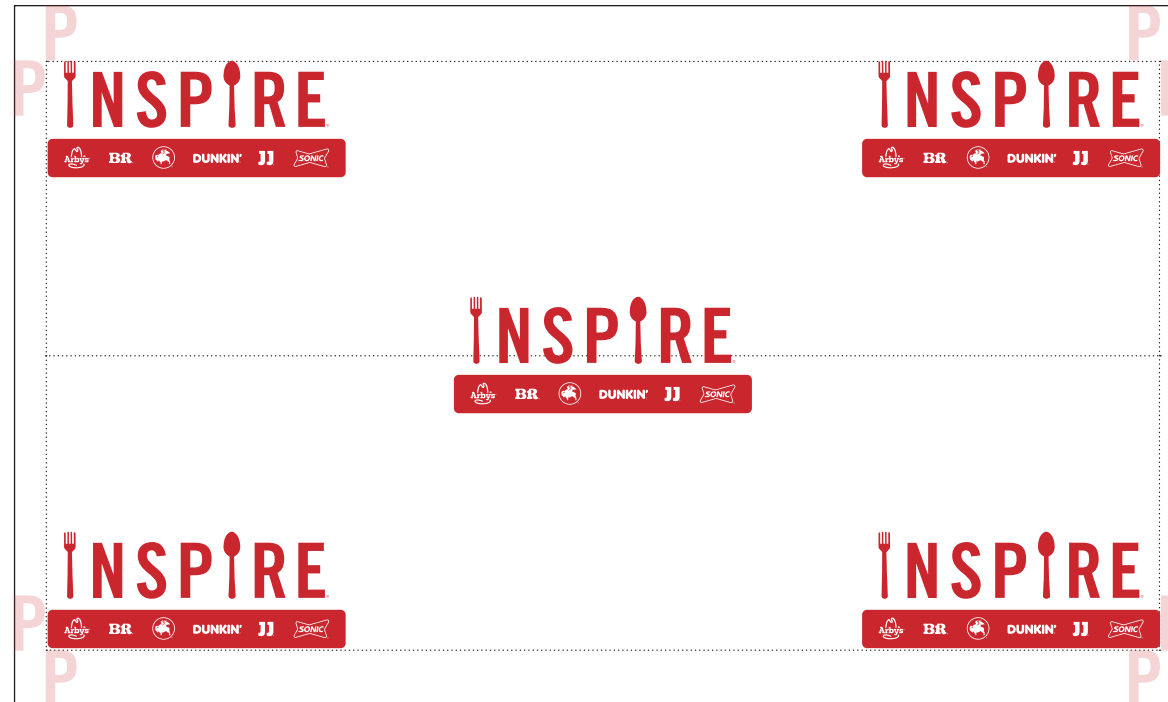


Portfolio Logo in the right place

On any given format — landscape or vertical — the preferred logo placement is in any corner position or center aligned.

Corner Position

Center Position



PORTFOLIO LOGO SIZING

Minimum Logo Sizing

There are no predetermined sizes for the portfolio logo. Scale and proportion should be determined by the available space, aesthetics, function, and visibility. There is no preset maximum size for the logo. In print, the minimum size is 1.38” width.

For digital uses the minimum size for the standard logo is 100 pixels width. 100 pixels width is the smallest size apart from when using an ICO. There is a specific file for ICO’s which is a 16px tall file.

Using the Registered Portfolio Logo

To protect our portfolio logo we use a registered symbol alongside of it. This is used in all major outward-facing brand communications, such as our website and advertising.

The registered logo has been created in two sizes—large and small. The large scale version will cover most uses, and the small scale version is intended mainly for use on the web.

Logo



Minimum size
1.38” / 100px

Icon



Minimum size
0.56” / 40 px



Minimum size
0.44” / 32 px

Flag



Minimum size
0.56” / 133 px

Favicon (ICO file)



16px

Logo scale use

Scale width between:
3.1” – width
224px – width



Small scale use

Scale width between:
1.38 - 3.1”
100px - 224px



Portfolio Logo Colors

Our portfolio logo should only appear in red* on white backgrounds. Use all red or all white in situations where print is limited and/or monochromatic situations. This will ensure the high contrast of the symbol.

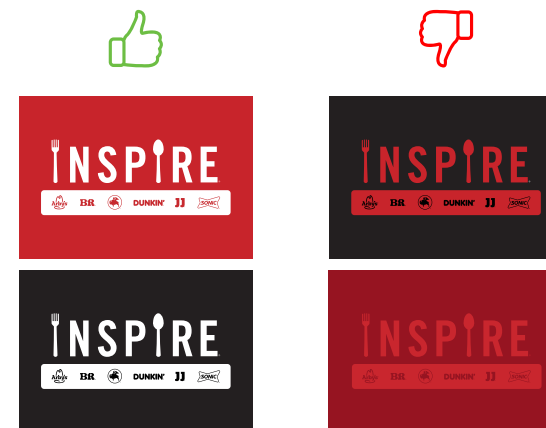
*

Hex: c9252c
RGB: 201, 37, 44
Color: 20, 100, 100, 0

Color logo on white backgrounds



White logo on color backgrounds



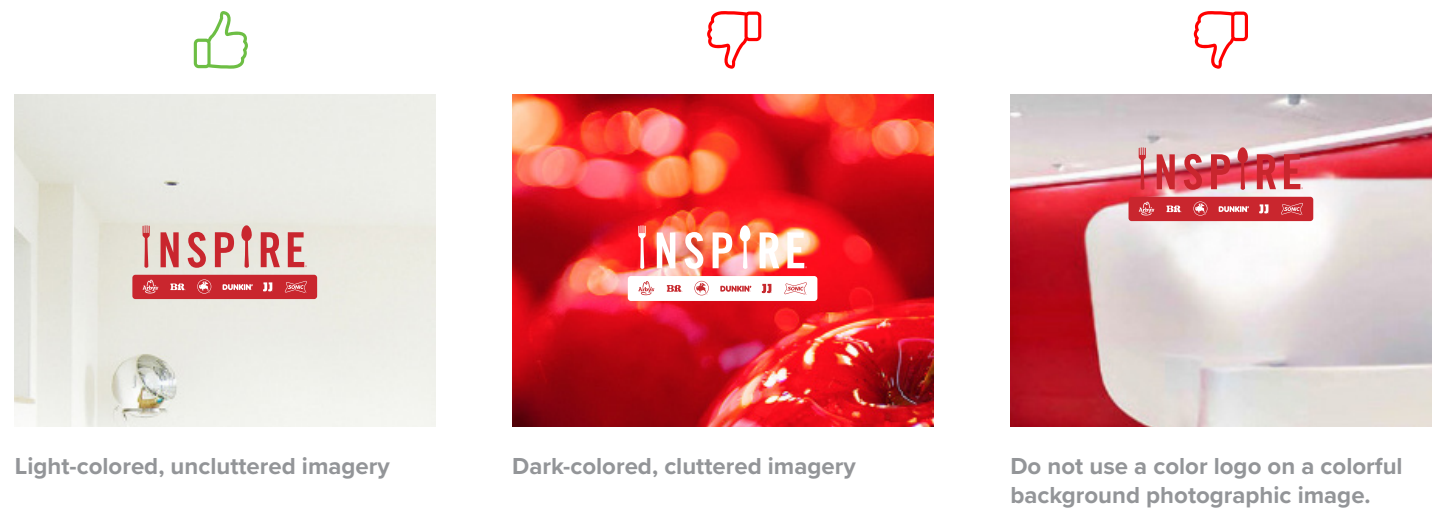
Monochrome logos

In some cases, a full color logo may not be practical or possible due to limitations in printing.



Background images

Our logo may also be used on an image background with sufficient contrast. Use the original logo on light colored backgrounds, and an all-white version on dark backgrounds. When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



Please don't...

To maintain the integrity of the full logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of the Inspire Brands logo that should be avoided.

When writing content do not use Inspire Brands (logo symbol graphic) inside the copy.



DON'T create a logo lockup with text



DON'T rearrange the logo elements.



DON'T change the proportions between the symbol and logotype



DON'T rotate the logo



DON'T stretch the logo



DON'T create a gradient logo



DON'T mix colors from the palette



DON'T use non-approved colors



DON'T outline the logo



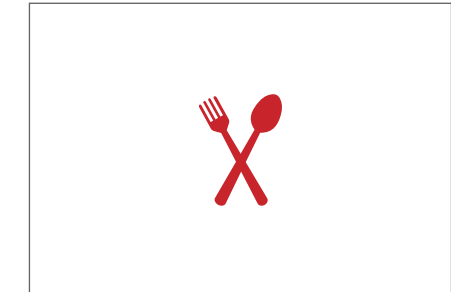
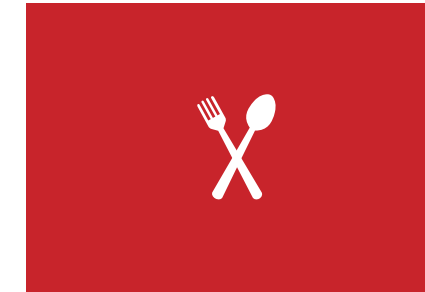
DON'T add a drop shadow to the logo



DON'T add reflections or any other graphic filters to the logo

Best Practice for Portfolio Logo, Symbol and Background use

Use this guide as a quick reference to ensure you're using the proper designs.



Portfolio Logo

We have two approved methods for displaying our brand logos alongside the Inspire logo. Brand logos should appear either beneath or to the right of the Inspire logo and always separated by a thin line.

When displaying the Inspire logo with our brand logos, we use an all or one approach – meaning that the Inspire logo should appear next to one or all brand logos. The portfolio logo should never appear as incomplete.



DO use the vertical lockup as the primary portfolio logo



DO use the horizontal lockup as a secondary portfolio logo when called for



DO use a single brand lockup, only when relevant



DON'T make the Inspire logo smaller than a brand logo



DON'T rearrange the brand logos



DON'T use a portfolio flag lockup that does not include all 6 brand logos



DON'T arrange the Inspire logo between brand logos



DON'T arrange a brand logo below the Inspire logo



DON'T use a multi-brand lockup



DON'T arrange a single brand logo to the left of the Inspire logo



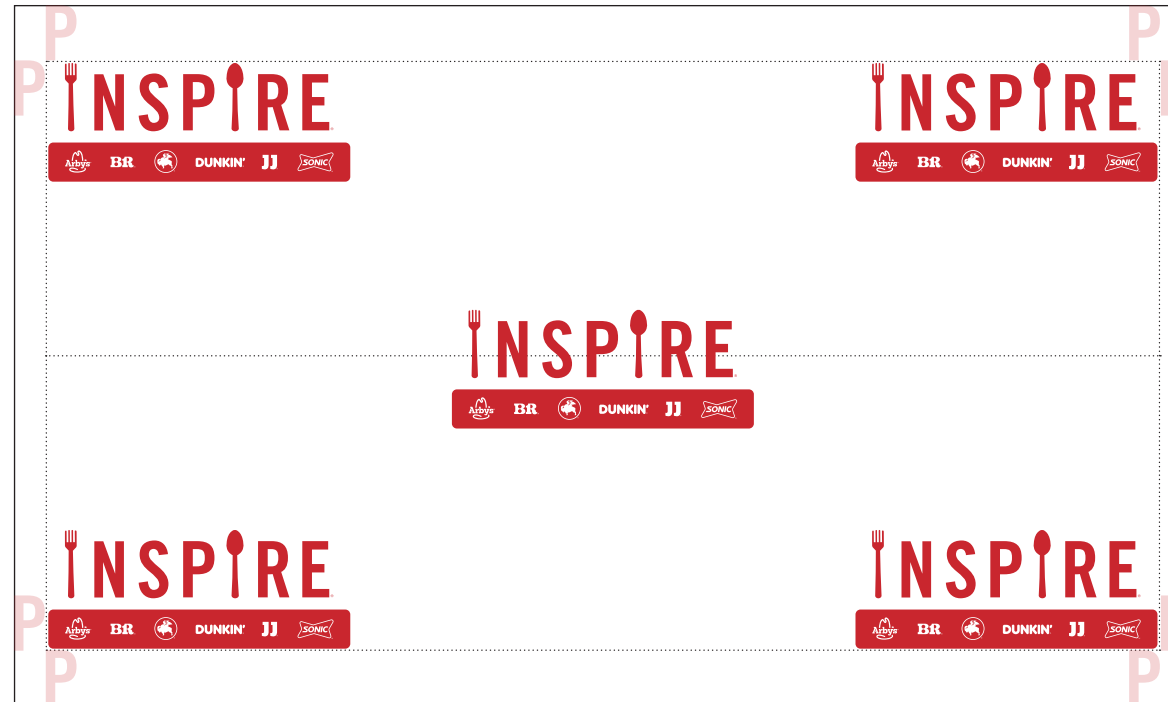
DON'T arrange all 5 brand logos to the left of the Inspire logo

Portfolio Logo in the right place

On any given format — landscape or vertical — the preferred logo placement is in any corner position or center aligned.

Corner Position

Center Position



TEXT

Inspire Brands text format rules

Our Name

Inspire Brands should always be spelled out. An abbreviated “IB” should never be used in any external or internal communication material.

Trademark

Please consult with the Legal department on the proper use of (TM) next to Inspire Brands.

Possessive

Avoid the use of making Inspire Brands possessive. For example:

Company Structure

Our company’s organizational structure is as follows:

Inc.

Inspire Brands, Inc. is the formal description of the company. This name is typically used in financial and legal documents. Please consult with the Legal department on proper use.

Second Reference

“Inspire” may be used without “Brands” on second reference in text.

Plural

Inspire Brands should always be plural. Communicating “Inspire Brand” without an “s “ is incorrect and should never be used.



Inspire Brands’ Support Centers are located in Atlanta, Minneapolis, and Oklahoma City.



The Support Centers of Inspire Brands are located in Atlanta, Minneapolis, and Oklahoma City.

Parent Company: Inspire Brands is the parent company of Arby’s.

Portfolio: SONIC is a part of the Inspire family of restaurant brands.

TONE OF VOICE

Inspire Brands Tone of Voice



WELCOMING

We are in the experiences business and interactions with Inspire Brands should be polite and friendly.



REAL

We put an emphasis on the authentic. We're not afraid to have a little fun, learn from our mistakes and not take ourselves too seriously – at least not all the time.



OPTIMISTIC

We're building something new and different at Inspire and this should come out in the way we talk, particularly in regard to our work and the future.



DYNAMIC

We're full of energy, new ideas and we march to the beat of our own drum.



CONFIDENT

We believe in Inspire, and are proud of our achievements. Never arrogant, we exude a quiet and positive confidence.

TYPOGRAPHY

Proxima Nova is our typeface. We use it in a variety of weights — Thin, Light, Regular, Medium, Semibold, Bold and Black.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

The Proxima Nova typeface is neither overly mannered nor excessively literal in its approach.

SHARP
SIMPLE
CLEAR
ELEGANT
PRECISE
RELIABLE
STRONG

Our Typeface: Use in web, print

Proxima Nova Thin, Light, Regular, Semibold, Bold, and Black are available for web use.

-- Adobe TypeKit
-- Google Fonts

Proxima Nova Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Proxima Nova Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Proxima Nova Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Proxima Nova Extrabold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Proxima Nova Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+(.,:;)

Secondary typeface: Web, PowerPoint, Word, email and etc.

In cases where a standard system font is required—such as email communications or Powerpoint presentations—Arial Book and Bold should be used.

Arial / **Arial Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our Scripted Typeface

Thirsty is our scripted typeface. The use of thirsty should be selective and limited to a few words at a time for things like proper nouns and action verbs. Never use Thirsty in caps or as part of an acronym.

Thirsty Script - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 – &#@?!/+(!,::)*

COLORS

Usage

Use these colors to guide your designs and layouts, both online and off, to ensure you're staying consistent with the Inspire Brands brand.

Inspire Brands red color:
Hex: c9252c
RGB: 201,37,44
Color: 20,100,100,0
Pantone: 711 C

Swatches

Primary Colors



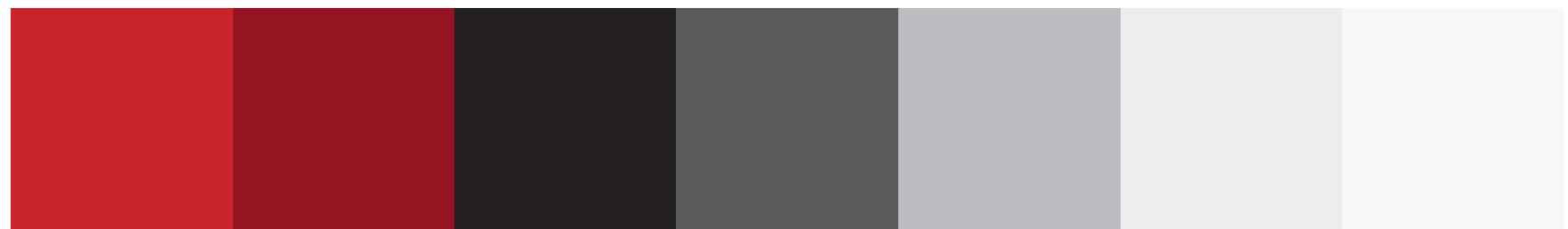
HEX: c9252c
CMYK: 20,100,100,0
RGB: 201,37,44



HEX: 231F20
CMYK: 0,0,0,100
RGB: 35,31,32

Family

This color palette represents the Inspire family of approved colors.



HEX: 961622
CMYK: 20,100,90,30
RGB: 150,22,34

HEX: 5B5B5B
CMYK: 63,54,54,27
RGB: 91,91,91

HEX: BCBEC0
CMYK: 0,0,0,30
RGB: 188,190,192

HEX: EEEDEE
CMYK: 5,4,4,0
RGB: 238,237,238

HEX: F7F8F8
CMYK: 2,1,1,0
RGB: 247,248,248

PATTERN & BACKGROUND

Usage

The brand behaviors background encompasses the core values of Inspire Brands. This background can be used to provide visual interest in both printed and digital collateral. It may be used at a variety of scales and opacity.

Behaviors Background

VISIONARIES ACHIEVERS GOOD CITIZENS MAVERICKS ALLIES VISIONARIES ACHIEVERS GOOD CITIZENS MAVERICKS ALLIES VISIONARIES ACHIEVER
GOOD CITIZENS MAVERICKS ALLIES VISIONARIES ACHIEVERS GOOD CITIZENS MAVERICKS ALLIES VISIONARIES ACHIEVERS GOOD CITIZENS MAV
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SIONARIES ACHIEVERS GOOD CITIZENS MAVERICKS ALLIES VISIONARIES ACHIEVERS GOOD CITIZENS MAVERICKS ALLIES VISIONARIES ACHIEVER

 **INSPIRE**  [®]

**Have Questions or need help? Just ask!
That's what we're here for.**

Inspire Communications
communications@inspirebrands.com