



How we look

BRAND GUIDELINES

A BRAND IS A STORY
THAT IS ALWAYS
BEING TOLD.

SCOTT BEDBURY

THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BRAND. IT WILL LET YOU GET TO KNOW US BETTER.

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What is a Brand Identity?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines

CEFCO Convenience Stores needs to manage how our brand is represented across all visual media in various different situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand consistently across different applications and in various markets to maintain the integrity of our company.

The following brand identity guidelines establish the basic brand elements that we all need to follow to protect, support and strengthen the CEFCO brand in everything we do.

This document is also available to download at:
cefcostores.com/media





CEFCO

BRAND GUIDELINES

CEFCO LOGO

The primary logo is the main mark for the CEFCO brand and is the means by which our company and stores are recognized. The primary logo has been created and must never be recreated or changed. This logo should never appear in any way other than those designated by these guidelines. No matter the size, the CEFCO logo should always be produced at a 1:3.4 ratio.

THE LOGO

01



02



01

This is the version of the logo with the descriptor (CONVENIENCE STORES) and is the preferred version to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

02

This is the version of the logo without the descriptor.

THE OPEN LOGO

01



02



01

This is the version of the OPEN logo with the descriptor (CONVENIENCE STORES) and can be used as an alternative version to the primary logo, when a more open layout is needed.

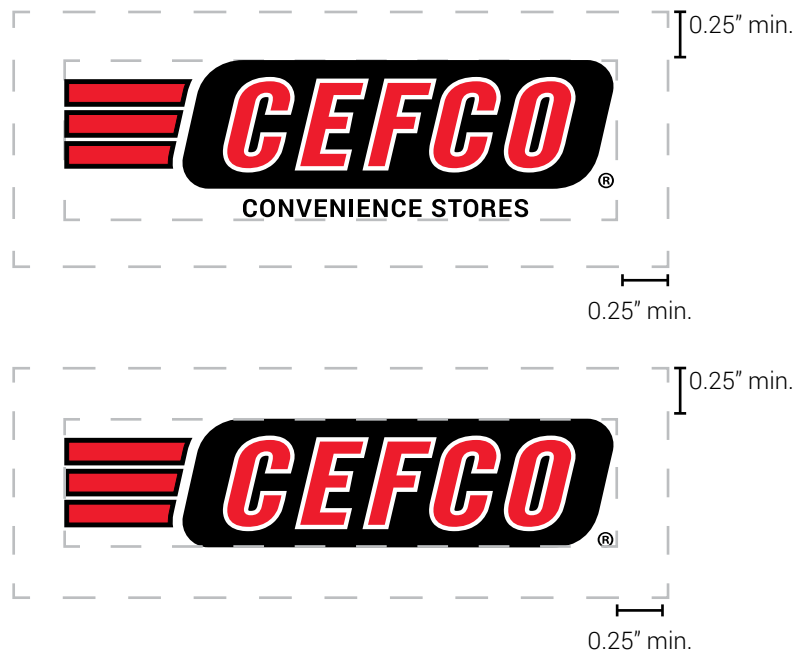
02

This is the version of the OPEN logo without the descriptor.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element, other than our tagline, may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.

* Also applies to the OPEN logo.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the "scale strokes" option is selected.
- If you are manually scaling the primary logo, hold down the shift key as you click on and drag using your mouse.

* Also applies to the OPEN logo.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

LOGO MINIMUM SIZE

The preferred logo must not be reproduced at a size smaller than 0.45" in height. Logo without the descriptor must not be reproduced at a size smaller than 0.3625" in height.

* Also applies to the OPEN logo.



0.45" min.



0.3625" min.

CEFCO LOGO APPLICATION

There is a correct way and an incorrect way to present the CEFCO logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

01



02



02 Dark background

Use the logo with the white outline when using on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

03



04



04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too cluttered.

05



06



06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

* Also applies to the OPEN logo.

CEFCO LOGO FAMILY

Our CEFCO logo exists in both a version with and without a descriptor. While the version with the descriptor is the preferred logo, use of either the logo with the descriptor or without should be determined according to their suitability for the layout.

There is one full-color option of our logo for each of the versions when used on white or on a background. There are also options for single color for reproduction on red, black and white backgrounds.

* Also applies to the OPEN logo.

Descriptor Version



No Descriptor Version



CEFCO MARK

The C mark is the primary mark for the CEFCO brand and is the means by which our company and stores are recognized. The primary mark has been created and must never be recreated or changed. This mark should never appear in any way other than those designated by these guidelines. No matter the size, the CEFCO mark should always be produced at a their respected ratios.

THE MARK

01



02



01

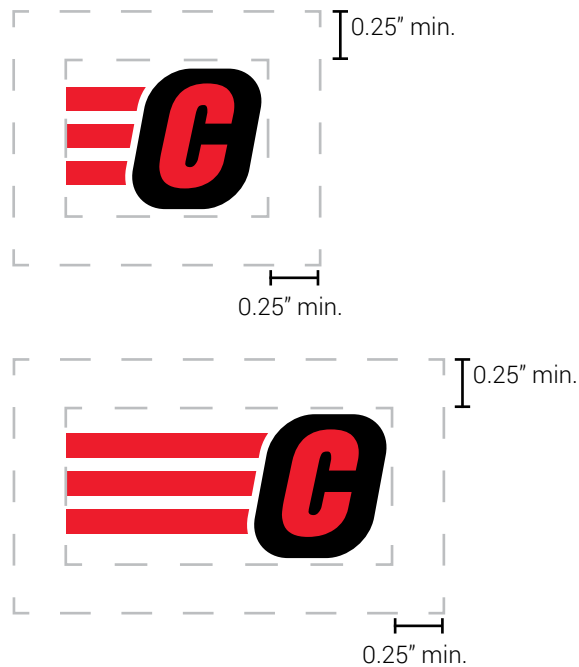
This is the version of the mark with the shorter three red bars and is the preferred version to be used for all printed collateral. The same is true for in-store signage and digital applications.

02

This is the version of the mark with longer three red bars and can be used as an alternative version of the primary mark, when a more open layout is needed.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE MARK

Do not distort the mark. To ensure proportional scaling when resizing the mark:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the "scale strokes" option is selected.
- If you are manually scaling the mark, hold down the shift key as you click on and drag using your mouse.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

MARK MINIMUM SIZE

The preferred mark must not be reproduced at a size smaller than 0.45" in height.



CEFCO MARK APPLICATION

There is a correct way and an incorrect way to present the CEFCO mark.

CORRECT

01 Space around the mark

Always leave the mark some space to breathe. Try to use white or neutral backgrounds.

01



02



02 Dark background

Use the mark with the white outline when using on a dark background.

INCORRECT

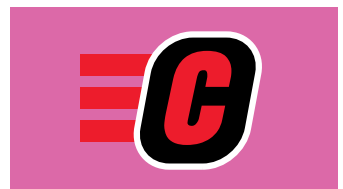
03 Not right

Do not rotate the mark.

03



04



04 Color clash

Do not place the mark on the wrong colors.

05 Not good

Do not use the mark on backgrounds that are too cluttered.

05



06



06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the mark.

CEFCO LOGO FAMILY

Our CEFCO mark exists in both a version with short bars and a version with long bars. While the version with the short bars is the preferred mark, use of either the mark with the short or long bars should be determined according to their suitability for the layout.

There is one full-color option of our mark for each of the versions when used on white or on a background. There are also options for single color for reproduction on red or white backgrounds.

Short Bar Version



Long Bar Version



CEFCO BRAND COLORS

The corporate color palette includes a red and black theme with supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



pantone 185
cmyk 0 : 100 : 92 : 0
rgb 235 : 0 : 41
hex # eb0029



pantone Black
cmyk 0 : 0 : 0 : 100
rgb 0 : 0 : 0
hex # 000000

Color Palette // Secondary

These are secondary colors for supporting graphics.



pantone 123
cmyk 0 : 23 : 91 : 0
rgb 255 : 198 : 39
hex # ffc627



pantone 348
cmyk 97 : 22 : 100 : 9
rgb 0 : 131 : 62
hex # 00833e

Color Palette // Tertiary

These are tertiary colors for supporting graphics.



pantone 2602
cmyk 56 : 99 : 0 : 0
rgb 140 : 24 : 155
hex # 8b189b



pantone 311
cmyk 69 : 0 : 12 : 0
rgb 0 : 193 : 222
hex # 00c1de



pantone 1585
cmyk 0 : 58 : 93 : 0
rgb 255 : 108 : 12
hex # ff6c0c



pantone 7572
cmyk 22 : 60 : 94 : 8
rgb 187 : 114 : 50
hex # bb7232

Automatic color conversions in applications can vary slightly. Use Cefco provided logos to insure best results for each color format.

CEFCO BRAND TYPOGRAPHY

Typefaces // Print

Our corporate typeface is Roboto. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces // Online

When technology allows for it, Roboto should be used in any web applications. Roboto is a free to use Google font.

Typography // Style

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

Roboto Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

Roboto Bold

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

Roboto Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,;?!£\$&@*) 0123456789

Roboto Light

Fresh Joe





FRESH JOE

BRAND GUIDELINES

FRESH JOE LOGO

The Fresh Joe logo is the main mark for the CEFCO coffee brand. It is used on cups and store signage to promote our coffee, cappuccino and hot chocolate products.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the primary Fresh Joe logo should always be produced at a 1:3.5 ratio. The stacked Fresh Joe logo should always be produced at a 1:1.4 ratio.

THE LOGO

01



02



01

This is the version of the logo that is the preferred version to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

02

This is the version of the stacked logo.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the "scale strokes" option is selected.
- If you are manually scaling the logo, hold down the shift key as you click on and drag using your mouse.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

LOGO MINIMUM SIZE

The preferred logo must not be reproduced at a size smaller than 0.3625" in height. The stacked logo must not be reproduced at a size smaller than 0.625" in height.



FRESH JOE LOGO APPLICATION

There is a correct way and an incorrect way to present the Fresh Joe logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use on white or light backgrounds.

01



02



02 Dark background

When necessary, the logo can be used on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

03



04



04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too cluttered.

05



06



06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

FRESH JOE LOGO FAMILY

Our Fresh Joe logo exists in both a full color and black and white version. While the full color version is the preferred logo, use of either logo should be determined according to their suitability for the layout.

Full Color Version



Full Color on Background Version



Full Color Stacked Version



Full Color Stacked on Background Version



Black and White Version



Black and White on Background Version



Black and White Stacked Version



Black and White Stacked on Background Version



FRESH JOE COLORS

The Fresh Joe color palettes are shown below. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are the primary colors for our logo, text and headers.



Color Palette // Secondary

These are secondary colors for supporting graphics.



Automatic color conversions in applications can vary slightly. Use Cefco provided logos to insure best results for each color format.

FRESH JOE TYPOGRAPHY

Typefaces // Print

The typeface Roboto should be used on all print communications. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces // Online

When technology allows for it, Roboto should be used in any web applications. Roboto is a free to use Google font.

Typography // Style

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Goudy Sans Black Italic

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Light

Typefaces // Signage

The typeface Goudy Sans Black Italic should be used on all in-store signage, way finding graphics or packaging.

fresh yo!



Enjoy

2. fill it up

3. top it off

4. weigh n' pay





FRESH YO!

BRAND GUIDELINES

FRESH YO! LOGO

The Fresh Yo! logo is the main mark for the CEFCO frozen yogurt brand. It is used on cups and store signage to promote our line of frozen yogurt.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the fresh yo! logo should always be produced at a 1:3.8 ratio.

THE LOGO

01



02



01

This logo is to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

02

This is the version of the logo with the descriptor.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the "scale strokes" option is selected.
- If you are manually scaling the logo, hold down the shift key as you click on and drag using your mouse.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

LOGO MINIMUM SIZE

The preferred logo must not be reproduced at a size smaller than 0.3625" in height. Logo with descriptor must not be reproduced at a size smaller than 0.5125" in height.



0.3625" min.



0.5125" min.

FRESH YO! LOGO APPLICATION

There is a correct way and an incorrect way to present the Fresh Yo! logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

01



02



02 Dark background

When necessary, the logo can be used on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

03



04



04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too cluttered.

05



06



06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

FRESH YO! LOGO FAMILY

Our Fresh Yo! logo exists in a full color and black and white version, with and without a descriptor. While the full color with no descriptor is the preferred logo, use of any of the logos should be determined according to their suitability for the layout.

Full Color Version



Full Color with Descriptor Version



Full Color on Background Version



Full Color with Descriptor on Background Version



Black and White Version



Black and White with Descriptor Version



Black and White on Background Version



Black and White with Descriptor on Background Version



FRESH YO! TO GO! LOGO

The Fresh Yo! To Go! logo is the main mark for the CEFCO take-home frozen yogurt brand. It is used on cups and store signage to promote our line of to-go frozen yogurt.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the fresh yo! TO GO! logo should always be produced at a 1:2.3 ratio.

THE LOGO



This logo is to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the “scale strokes” option is selected.
- If you are manually scaling the logo, hold down the shift key as you click on and drag using your mouse.



LOGO MINIMUM SIZE

The logo must not be reproduced at a size smaller than 0.5" in height.



FRESH YO! TO GO! LOGO APPLICATION

There is a correct way and an incorrect way to present the Fresh Yo! To Go! logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

01



02



02 Dark background

Use the logo with the white "TO GO!" when using on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

03



04



04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too cluttered.

05



06



06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

FRESH YO! TO GO

Our Fresh Yo! TO GO! logo exists in a full color and black and white version. While the full color is the preferred logo, use of any of the logos should be determined according to their suitability for the layout.

Full Color Version



Black and White Version



Full Color on Background Version



Black and White on Background Version






FRESH YO! COLORS

The Fresh Yo! color palettes are shown below. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.




Color Palette // Primary

These are the primary colors for our logo, text and headers.

	pantone cmyk rgb hex #	2602 56 : 99 : 0 : 0 140 : 24 : 155 8b189b
	pantone cmyk rgb hex #	1585 0 : 71 : 98 : 0 255 : 108 : 12 ff6c0c
	pantone cmyk rgb hex #	363 74 : 24 : 100 : 8 76 : 139 : 43 4c8b2b

Color Palette // Secondary

These are secondary colors for supporting graphics.

	pantone cmyk rgb hex #	1797 12 : 95 : 84 : 2 209 : 50 : 57 d13239
	pantone cmyk rgb hex #	376 55 : 3 : 100 : 0 130 : 188 : 0 82bc00
	pantone cmyk rgb hex #	311 69 : 0 : 12 : 0 0 : 193 : 222 00c1de
	pantone cmyk rgb hex #	115 0 : 12 : 94 : 0 255 : 217 : 35 ffd923

Automatic color conversions in applications can vary slightly. Use Cefco provided logos to insure best results for each color format.

FRESH YO! TYPOGRAPHY

Typefaces // Print

The typeface Roboto should be used on all print communications. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces // Online

When technology allows for it, Roboto should be used in any web applications. Roboto is a free to use Google font.

Typography // Style

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Goudy Sans Black Italic

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Typefaces // Signage

The typeface Goudy Sans Black Italic should be used on all in-store signage, way finding graphics or packaging.



ats

Fresh Eats

Chobani
Yogurt

\$1.99

Fresh Eats



ats

Fresh Eats

Fresh Eats





FRESH EATS

BRAND GUIDELINES

FRESH EATS LOGO

The Fresh Eats logo is the main mark for the CEFCO grab and go offerings. It is used on packaging and store signage to promote our foodservice line.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the Fresh Eats logo with the vegetables should always be produced at a 1:1.6 ratio. The Fresh Eats logo without the vegetables should always be produced at a 1:5.13 ratio.

THE LOGO

01



02

The logo features the stylized text "Fresh Eats" in a bold, rounded, sans-serif font with a white outline and a dark red fill. The text is centered and has a slight shadow effect.

01

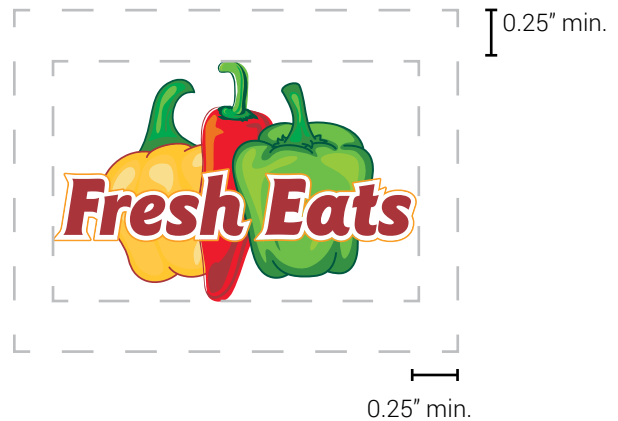
This logo is to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

02

This is the version of the logo without the vegetables.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the "scale strokes" option is selected.
- If you are manually scaling the logo, hold down the shift key as you click on and drag using your mouse.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

LOGO MINIMUM SIZE

Logo must not be reproduced at a size smaller than 0.625" in height. Logo without vegetables must not be reproduced at a size smaller than 0.215" in height.



0.625" min.



0.215" min.

FRESH EATS LOGO APPLICATION

There is a correct way and an incorrect way to present the Fresh Eats logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use on white or neutral backgrounds.

02 Dark background

When necessary, the logo can be used on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



06



FRESH EATS LOGO FAMILY

Our Fresh Eats logo exists in a full color with vegetables and a full color with no vegetables version, as well as black and white. While the full color with vegetables version is the preferred logo, use of any of the logos should be determined according to their suitability for the layout.

Full Color Version



Full Color on Background Version



Black and White Version



Black and White on Background Version



Full Color no Vegetables Version



Full Color no Vegetables on Background Version



Black and White no Vegetables Version



Black and White no Vegetables on Background Version



FRESH EATS CAFÉ LOGO

The Fresh Eats Café logo is the main mark for the CEFCO in-store brand. It is used on store signage to promote our foodservice line.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the Fresh Eats café logo should always be produced at a 1:1.5 ratio.

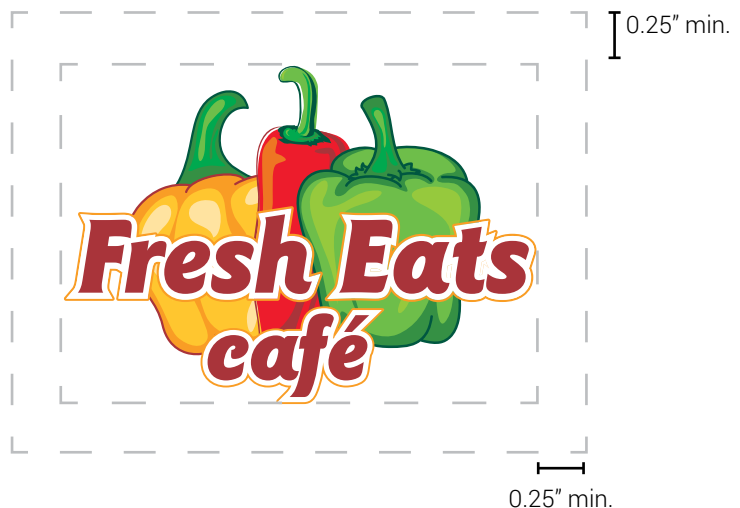
THE LOGO



This logo is to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the “scale strokes” option is selected.
- If you are manually scaling the logo, hold down the shift key as you click on and drag using your mouse.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

LOGO MINIMUM SIZE

Logo must not be reproduced at a size smaller than 0.625" in height.



0.625" min.

FRESH EATS CAFÉ LOGO APPLICATION

There is a correct way and an incorrect way to present the Fresh Eats Café logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use on white or neutral backgrounds.

02 Dark background

When necessary, the logo can be used on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

04 Color clash

Do not place the logo on the wrong colors.

05 Not good

Do not use the logo on backgrounds that are too cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

01



02



03



04



05



06



FRESH EATS CAFÉ LOGO FAMILY

Our Fresh Eats Café logo exists in full color as well as black and white version.

While the full color version is the preferred logo, use of any of the logos should be determined according to their suitability for the layout.

Full Color Version



Full Color on Background Version



Black and White Version



Black and White on Background Version





FRESH EATS COLORS

The Fresh Eats color palettes are shown below. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.






Color Palette // Primary

These are the primary colors for our logo, text and headers.

	pantone cmyk rgb hex #	1807 24 : 92 : 78 : 15 169 : 52 : 57 a93439
	pantone cmyk rgb hex #	1375 0 : 45 : 96 : 0 255 : 158 : 22 ff9e16

Color Palette // Secondary

These are secondary colors for supporting graphics.

	pantone cmyk rgb hex #	185 0 : 100 : 92 : 0 235 : 0 : 41 eb0029
	pantone cmyk rgb hex #	360 61 : 0 : 96 : 0 108 : 192 : 74 6cc04a
	pantone cmyk rgb hex #	7484 91 : 40 : 79 : 37 0 : 86 : 63 00563f
	pantone cmyk rgb hex #	123 0 : 23 : 91 : 0 255 : 198 : 39 ffc627
	pantone cmyk rgb hex #	1205 3 : 10 : 53 : 0 250 : 223 : 141 f9df8d

Automatic color conversions in applications can vary slightly. Use Cefco provided logos to insure best results for each color format.

FRESH EATS TYPOGRAPHY

Typefaces // Print

The typeface Roboto should be used on all print communications. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Typefaces // Online

When technology allows for it, Roboto should be used in any web applications. Roboto is a free to use Google font.

Typography // Style

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Headline Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Goudy Sans Black Italic

Body Copy Fonts

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!E\$&@*) 0123456789

Roboto Light

Typefaces // Signage

The typeface Goudy Sans Black Italic should be used on all in-store signage, way finding graphics or packaging.





CEFCO CARDS

BRAND GUIDELINES

CEFCO CARD LOGOS

The Cefco Card logo is the main mark for the Cefco Card brand. It is used on the cards and store signage to promote our line of Cefco Cards.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the fresh yo! logo should always be produced at a 1:3.8 ratio.

THE LOGOS

01 CREDIT



02 EasyPay



03 FLEET



04 GIFT CARD



01

There are 4 types of card logos. Credit, Debit, Fleet and Gift Card. These logos are to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element, other than our tagline, may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



DO NOT DISTORT THE LOGO

Do not distort the logo. To ensure proportional scaling when resizing the logo:

- Use the scale tool and type in the desired percentage to enlarge or reduce. Be sure that the "scale strokes" option is selected.
- If you are manually scaling the primary logo, hold down the shift key as you click on and drag using your mouse.



CORRECT



DO NOT COMPRESS



DO NOT STRETCH

LOGO MINIMUM SIZE

The preferred logo must not be reproduced at a size smaller than 0.45" in height. Logo without the descriptor must not be reproduced at a size smaller than 0.3625" in height.



0.45" min.

CEFCO CARDS

Each of the four Cefco branded card types are represented by single color selected from the official Cefco color palette. In order to maintain consistency, for each card type, the primary color for each card should be utilized in all promotional and merchandising materials.

01 CREDIT



02 EASYPAY CARD



03 FLEET CARD



04 GIFT CARD



CEFCO CARD COLORS

The Cefco Cards color palette are shown below. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

Color Palette // Primary

These are the colors for our each of the 4 cards.

01 CREDIT



pantone	185
cmyk	0 : 100 : 92 : 0
rgb	235 : 0 : 41
hex #	eb0029

02 DEBIT



pantone	123
cmyk	0 : 23 : 91 : 0
rgb	255 : 198 : 39
hex #	ffc627

03 FLEET



Pantone	Black
cmyk	0 : 0 : 0 : 100
rgb	0 : 0 : 0
hex #	000000

04 CREDIT CARD

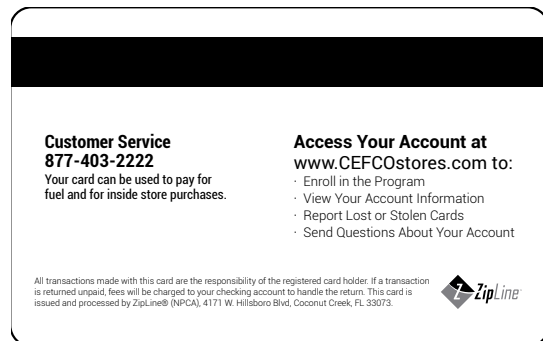


pantone	348
cmyk	97 : 22 : 100 : 9
rgb	0 : 131 : 62
hex #	00833e

Automatic color conversions in applications can vary slightly. Use Cefco provided logos to insure best results for each color format.

CEFCO CARD BACKS

Card back information and layouts will be based on card vendor specifications. Be sure to check card vendor specifications for each card type as vendor and specifications may vary from card to card.



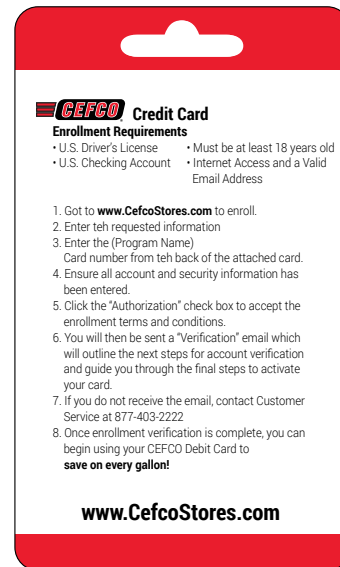
CEFCO CARD CARRIER

Each of the four Cefco branded card types will be merchandised with individual card carriers. Pictured below are the standard carrier layout for each card type. Note: benefit shown below the Cefco card will vary with each card type.

CREDIT: FRONT



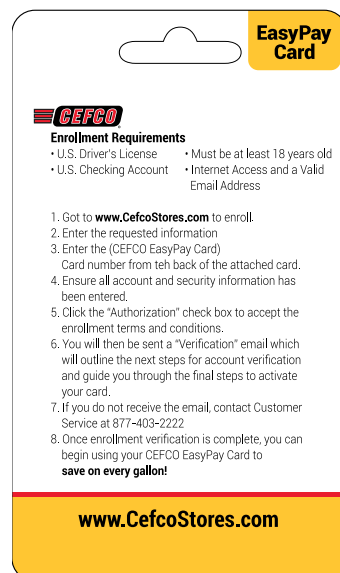
CREDIT: BACK



EASYPAY:
FRONT



EASYPAY:
BACK



Not shown at actual size. Refer to Card Carrier vendor dimensions and specifications for final production.

**GIFT CARD:
FRONT**

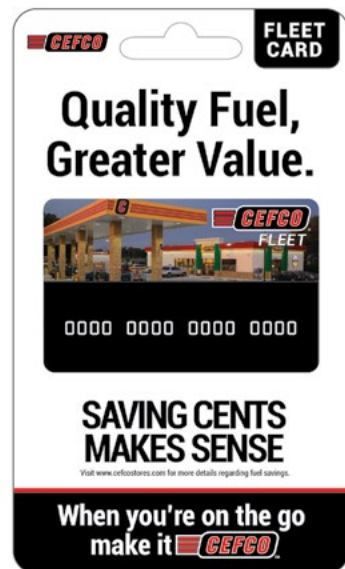


**GIFT CARD:
BACK**

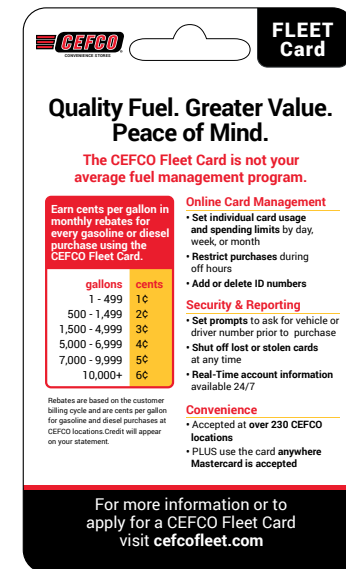


Not shown at actual size. Refer to Card Carrier vendor dimensions and specifications for final production.

**FLEET CARD:
FRONT**



**FLEET CARD:
BACK**



Not shown at actual size. Refer to Card Carrier vendor dimensions and specifications for final production.



49¢

Start Here

I grab a cup





CEFClub

BRAND GUIDELINES

CEFCLUB LOGO

The CEFCLUB logo is the primary mark for CEFCO's social media presence. It is used on social media posts, website graphics, and promotional graphics that pertain to CEFCO Convenience Store deals.

This logo has been created and must never be recreated or changed. It should never appear in any way other than those designated by these guidelines. No matter the size, the primary Fresh Joe logo should always be produced at a 1:3.5 ratio.

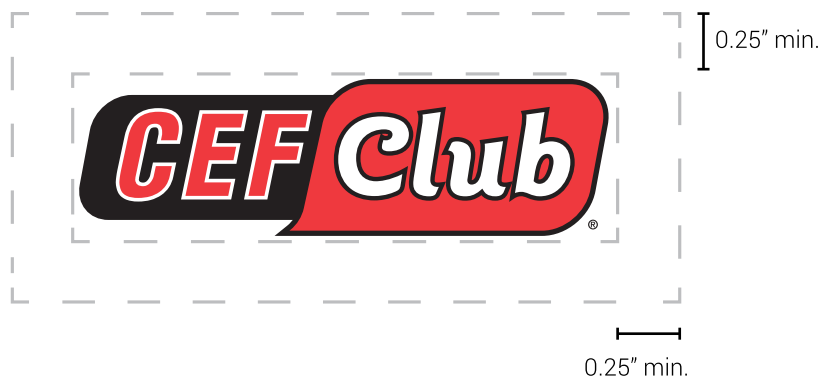
THE LOGO



This logo is to be used for all printed collateral including, but not limited to, all printed publications, advertising, billboards, posters, flyers and product packaging. The same is true for in-store signage, web applications, online advertising and social media.

EXCLUSION ZONE

On all sides, the exclusion zone should be measured from the edge of the logo. No element may encroach on this space. Elements should be kept at a minimum distance of 0.25" on all sides.



CEFCLUB SAVINGS CALLOUTS

Carrying over the visual language of the CEFClub speech bubble, the savings callouts utilize CEFCO's primary and secondary color palettes. These saving callouts may be used across a variety of printed and digital promotional assets.

The saving callout's color should always stand out within the promotion to call out the savings. Color use is advised.

Black Version



White Version



Red Version



Blue Version



Yellow Version



Green Version



Purple Version



Orange Version



CEFCLUB LOGO APPLICATION

There is a correct way and an incorrect way to present the CEFCLUB logo.

CORRECT

01 Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

01



02



02 Dark background

Use the logo with the white outline when using on a dark background.

INCORRECT

03 Not right

Do not rotate the logo.

03



04



04 Color clash

Do not place the logo on off brand colors.

05



06



05 Not good

Do not use the logo on backgrounds that are too cluttered.

06 No thanks

Do not add embellishments like drop-shadows, embossings etc. to the logo.

CEFCLUB SAVINGS CALLOUTS

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Black Version



White Version



Red Version



Blue Version



Yellow Version



Green Version



Purple Version



Orange Version



OTHER THINGS TO KNOW

Brand Design Style

Taking a direction from the Swiss Style (or International Typographic Style) allows us to emphasize and execute a clean, legible approach to our extended media and brand situations. Features include asymmetric layouts, strong grid-based structure, sans serif typefaces and unjustified body text.

An understanding of the importance of white space is also crucial in layouts, both in and around text/images.

Black body text should normally be used unless reversed out/white copy is more aesthetically appropriate. Limiting color use to our corporate palette will serve to strengthen our brand message. For our product advertising, their individual color palettes should be used.



Photographic Style

All photography used must be of high quality regardless of whether the images are black and white or color. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid 'snapshot' style imagery.



CHECKLIST

01 The Logos

Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds

The logos should not appear on cluttered images or backgrounds that are similar in color.

03 Graphics

Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our logos.

04 Typography

Check that our logo typefaces have been used appropriately where applicable.

05 Design

Be sure to provide these guidelines to third parties or collaborating partners.

A final thought

If in doubt, take a look back through this document, all the answers are there.

For more information about the use of the CEFCO, Fresh Joe, Fresh Yo! or Fresh Eats logos or questions concerning these brand guidelines, contact the CEFCO Convenience Store marketing department.

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Temple, TX 76503

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Email. branding@CefcoStores.com

Web. www.cefcostores.com/media



2. fill it up



fresh yo!



Enjoy

3. top it off

4. weigh n' pay



Fresh Eats
cafe

NEW
BREAKFAST SANDWICHES



ON THE GO?
MAKE IT 





www.cefcostores.com