



KEEP YOUR EGGS IN ONE BASKET

PLAY PEN

The Chick-Fil-A Experience



KEEP YOUR EGGS IN ONE BASKET

PLAY PEN

The Chick-Fil-A Experience



What is the Play Pen?

Play Pen is the rebranding going forward at every Chick-Fil-A that is a part of the program. This branding will take place in the Kid's Menu, being renamed to such immediatly alongside new graphics, the Chick-Fil-A Play app being rebranded, and Chick-Fil-A locations that feature play areas inside the establishment. We have always stayed committed to providing guest with the best experience possible, and we hope these changes will continue that gesture, emphasizing our devotion to entire families enjoying their visits.



Play Pen Trademark

Our company's current logo being used for the Play Pen.

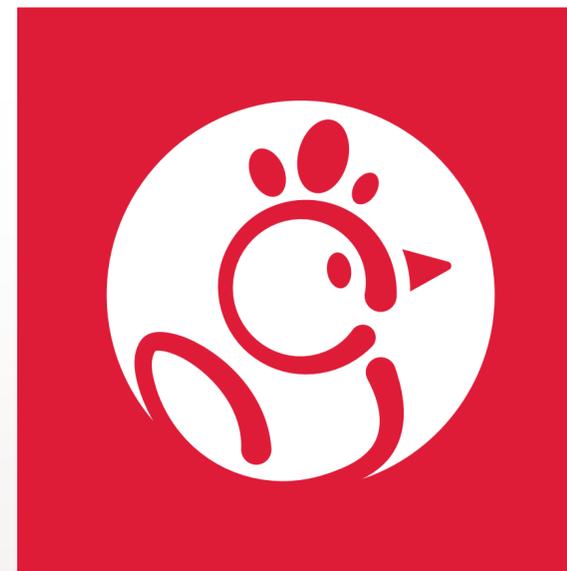
The logomark for the brand has been created to play off of the companies main logo, while appealing more to children and showcasing the intended audience at the same time.





Play Pen Trademark Variants

With the branding for Play Pen built to work off of the pre-existing Chick-Fil-A branding and atmosphere, we are maintaining the same guidelines for the logo, that being variants of the logo encased in a circle such as the main one, and a standalone logo. These designs can have colors inverted in the instance of the composition warranting it, an example being a pure red screen to have the logo pop out more.

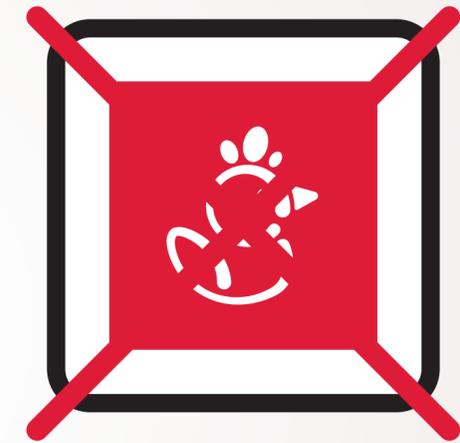




Applying our Trademark

Mistakes to avoid:

- Containing the logo in a square.
- Logo variant blending into the background
- Using non-brand colors. Red and white are the only colors allowed for the logo.





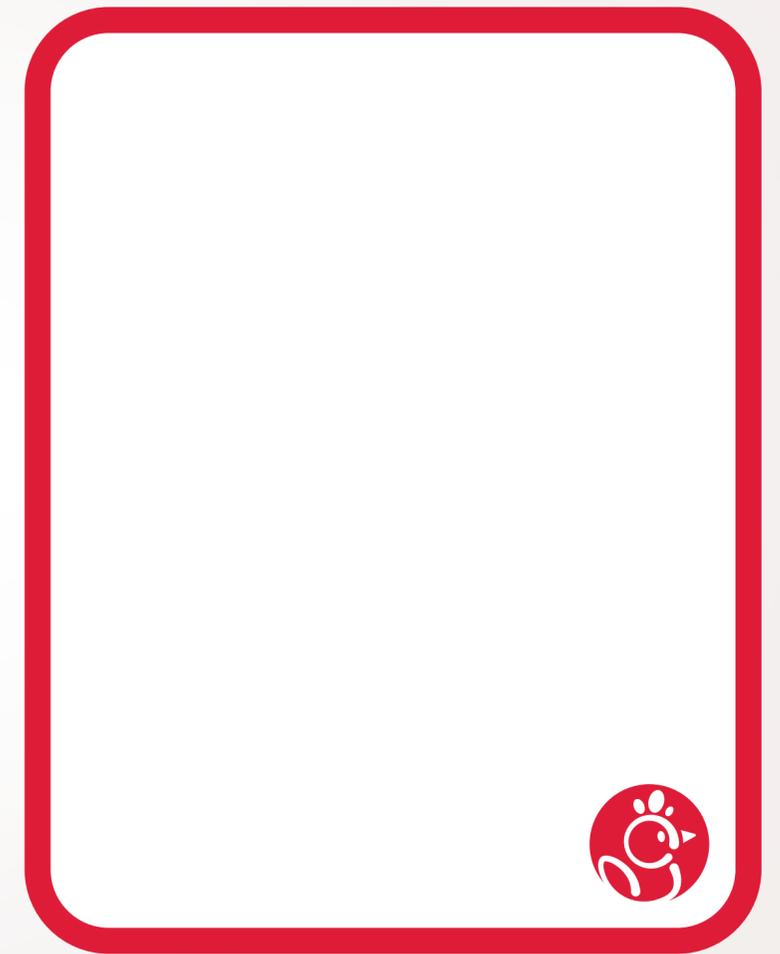
Trademark Size and Placement



Top left hand corner.
Following the standards of
how to place the log on
websites, and menus.



Central, horizontal, and
vertical. In motion media as
the logo shot at the end of
the video.



Bottom right hand corner.
As the sender of
communication such as ads,
PPT and brochures.



Typeface and Fonts



Main Font

A-OTF Std DB

AaBbCc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(!@#\$\$%&)



Secondary Font

Gill Sans MT

AaBbCc | 23

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(!@#%&)



Brand Font Usage

We do not mix regular, bold, italic, or differing size within text for design effects. Neither fonts should ever be bold in any instance,

~~>Lorem ipsum **dolor sit amet**,
consectetur adipiscing elit,
sed diam *nonummy* nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim ad
minim veniam, quis nostrud
exercitation ullamcorper
suscipit lobortis nisl ut aliquip
ex ea commodo consequat.
Duis autem vel eum iriure
dolor in hendrerit in vulputate
velit esse molestie consequat,~~

~~>Lorem ipsum dolor sit amet,
consectetur adipiscing elit
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore **magna aliquam**
erat volutpat. Ut wisi enim ad
minim veniam, quis nostrud
exercitation ullamcorper
suscipit lobortis nisl ut aliquip
ex ea commodo consequat.
Duis autem vel eum
iriure dolor in hendrerit~~



Brand Font Title

The only instance both A-OTF Std and Gill Sans should be present is when A-OTF Std is used as a title for text.

TEST TITLE

~~Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet
dolore magna aliquam
erat volutpat. Ut wisi
enim ad minim veniam,
quis nostrud exerci
tation ullamcorper
suscipit lobortis nisl ut~~

TEST TITLE



Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna aliquam erat
volutpat. Ut wisi enim ad
minim veniam, quis nostrud
exercitation ullamcorper
suscipit lobortis nisl ut aliquip
ex ea commodo consequat.
Duis autem vel eum iriure



Branding Decoration

Do not use any typographical or graphical altercations.

~~>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat. Ut
wisi enim ad minim veniam, quis
nostrud exerci tation
ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo
consequat. Duis autem vel eum
iriure dolor in hendrerit in
vulputate velit esse molestie
consequat, vel illum dolore eu~~

~~*>Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis
nostrud exerci tation
ullamcorper suscipit lobortis nisl
ut aliquip ex ea commodo
consequat. Duis autem vel eum
iriure dolor in hendrerit in
vulputate velit esse*~~



Letter Spacing and Traction

Do not tighten or spread out the letter or line spacing for design effect.
Use the auto setting and adjust for legibility within 10% if needed.

~~Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed
diam nonummy nibh
euismod tincidunt ut
laoreet dolore magna
aliquam erat volutpat.
Ut wisi enim ad minim
veniam, quis nostrud
exercitation
ullamcorper suscipit
lobortis nisl ut aliquip
ex ea commodo~~

~~Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis
nostrud exercitaton ullamcorper
suscepit lobortis nisl ut aliquip ex
ea commodo consequat. Duis
autem vel eum iriure dolor in
hendrerit in vulputate velit esse
molestie consequat, vel illum
dolore eu feugiat nulla facilisis at~~

~~Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut
laoreet dolore magna
aliquam erat volutpat. Ut
wisi enim ad minim veniam,
quis nostrud exercitaton~~



Proportional Scaling

Do not stretch or distort the typography. Always leave the proportional scale at 100%.

~~PLAY PEN~~

~~PLAY PEN~~



Color Schemes

With red and white being the iconic color scheme for the Chick-Fil-A brand the color scheme for Play Pen will stay the same for a majority of its branding.



Chick Red
CMYK* 0 / 86 / 74 / 14
sRGB 220 / 30 / 57
HEX #DC1E39



Cow White
CMYK* 0 / 0 / 0 / 0
sRGB 225 / 225 / 225
HEX #FFFFFF



Branding Put to Use

Alongside typical advertisements like commercials and signs, we will be putting the branding to use on kids meal tray papers, alongside the kids menu.



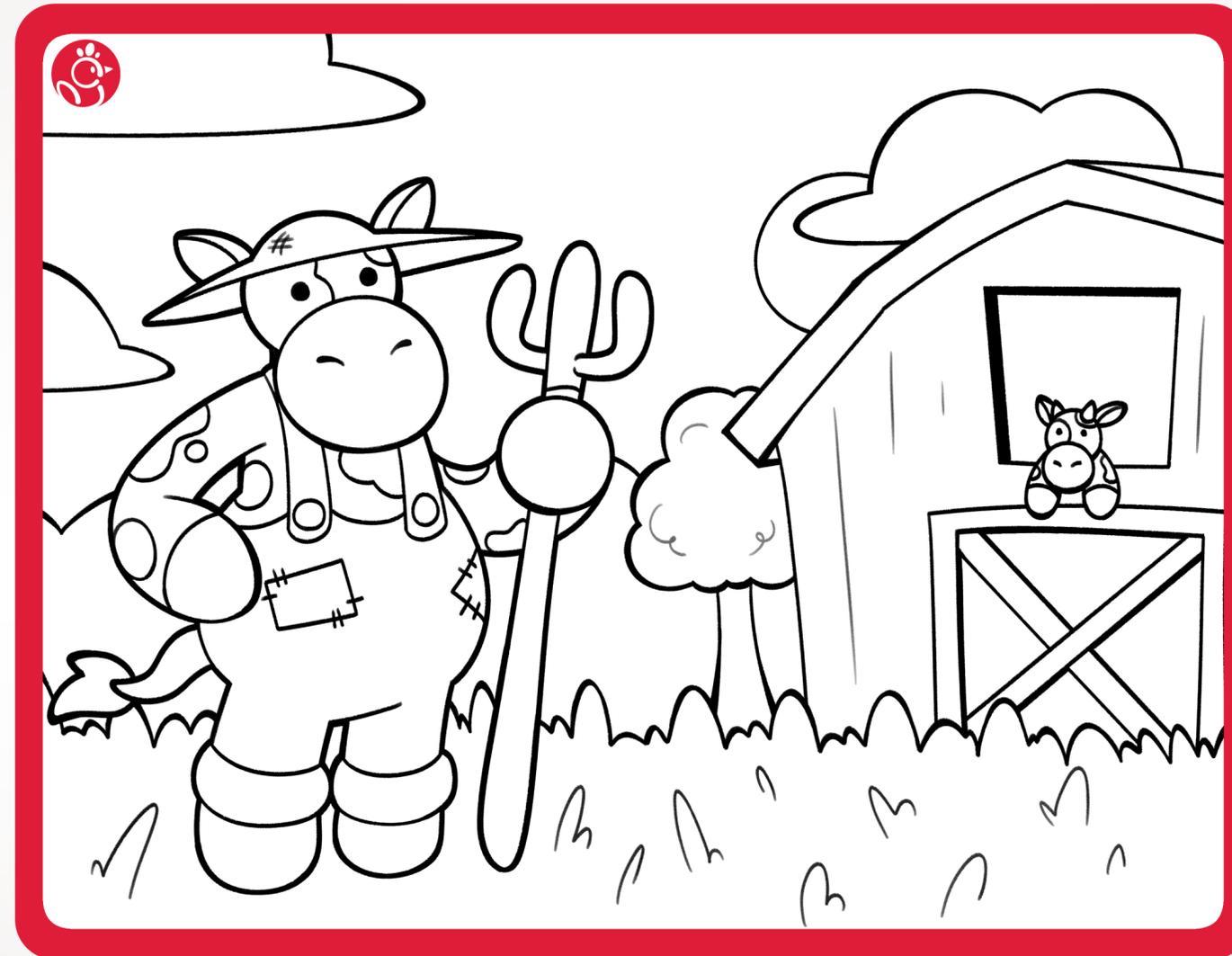
General Advertising Approach

Base Guidelines:

- Do not create sub-brands.
- Simple and graphic.
- Illustrations are encouraged to stay close to branding style.
- Chickens must not be the main animal used on Illustrations.



Branding in Practice



Kid's Coloring Playmat



Branding in Practice



Playpen Advertisement Graphic



Branding in Practice



Playpen Area Entrance



Branding in Practice



Playpen Area Car