



Branding Style Guide

CEO Statement and Approval

“As a global brand, it is important to allow everyone and anyone to spread information about Applebee’s. With that being said, it is also important that when people do want to talk about Applebee’s and use our logo to represent our brand, that they respect these guidelines while doing so. These guidelines will allow them to best represent us as a brand. This guidebook will be used by employees, press, and other outlets that wish to talk about Applebee’s with our consent.

This style guide is made by people who understand the goals of the brand so well that they are able to help others visualize what the best ways are to represent Applebee’s. Those who do not follow these guidelines do not share our views and therefore will not be permitted to represent us.”

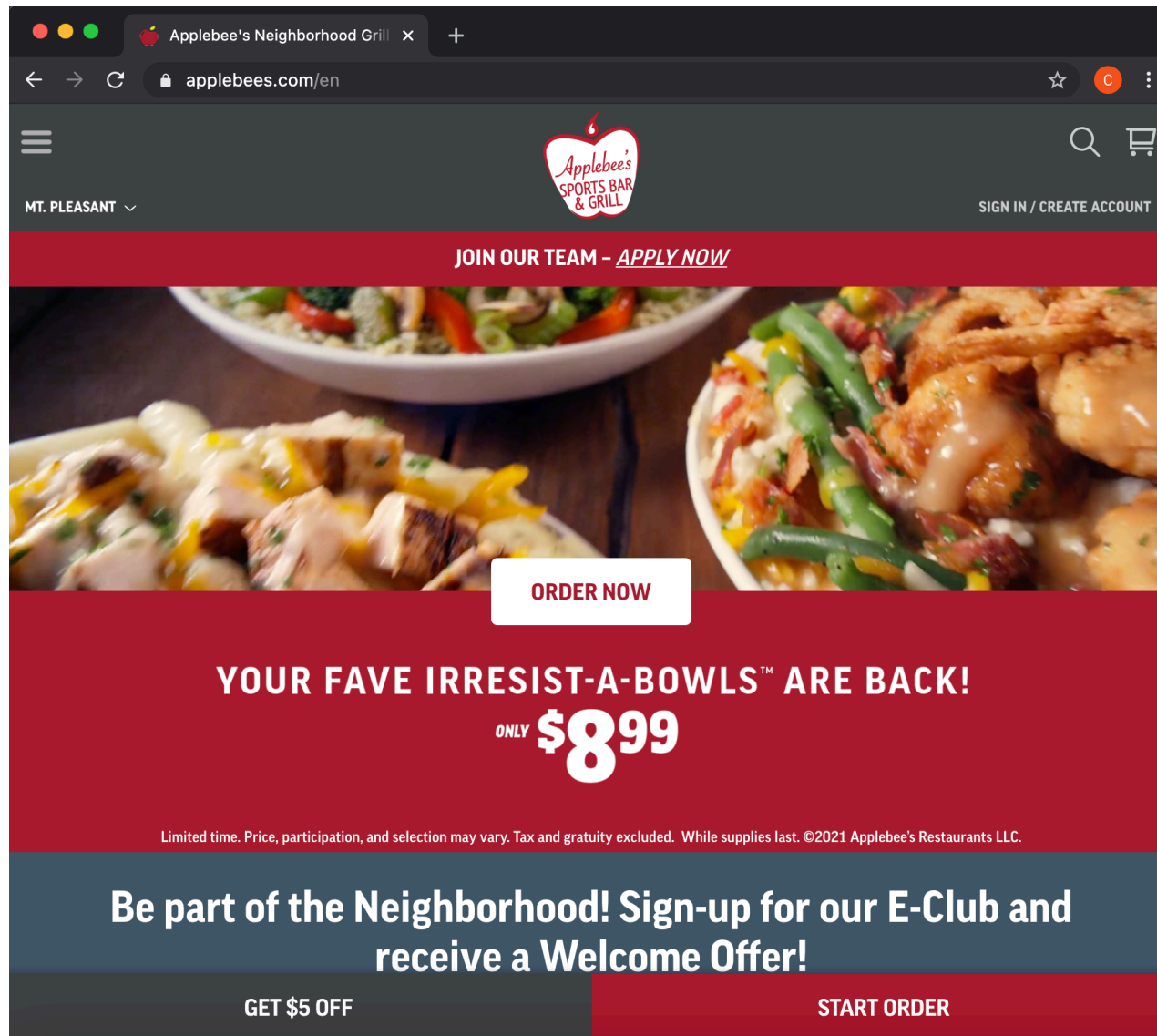
General Guidelines

- Logo Uses

- Web

Websites, Social Media,
Online Article

Website example



Social Media example



Articles example

SECTIONS

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Tractor Supply Co. opening new Lehigh Valley store

university in Pennsylvania: Penn.

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Applebee's new logo, which is going for a more sleek and unique appearance.

What we don't know is if Greenstein understands the rest of Pennsylvania and its more accessible institutions, or if he has

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Leftover



Warehouse

Resturant Exterior



Resturant Interior



Logo Colors

Primary

These colors can be used as the color of the apple.

In most cases, the apple should be red. However, if you must present the logo within a red background, use green. And if you want a fiery feel, use orange.



RGB (191, 30, 46)
CMYK (17, 100, 90, 7)
PANTONE 2350 C



RGB (53, 118, 65)
CMYK (63, 0, 78, 47)
PANTONE P 150-14 C

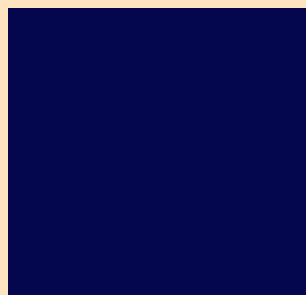


RGB (213, 90, 31)
CMYK (0, 75, 98, 13)
PANTONE P 34-16 P

Logo Colors

Secondary

These colors can be used as background colors for the logo. The yellow works well with the red or orange. The blue can be used as an outline color as well.



RGB (7, 7, 78)
CMYK (100, 94, 0, 60)
PANTONE P 101-16 C



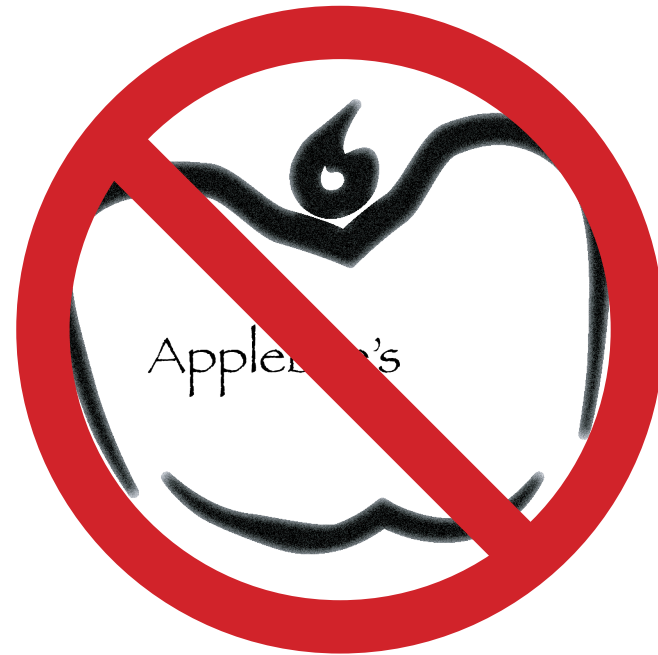
RGB (240, 236, 107)
CMYK (8, 0, 72, 0)
PANTONE P 166-6 C

Logo Adjustments



You can:

- Add a colored outline to the logo (white or black)
- Make the logo all outlines (the color of it can be one of the primary colors shown before)
- Remove the typography from the logo (but the logo must be red, whether the outline remains red or if the inside of the apple is painted red)



You can NOT:

- Add effects to the logo
- Change the typography color or font (The color of the typography must also be the color of the apple)
- Make the outlines on the apple larger
- Make the outlines on the apple connect
- Change the shape of the apple in anyway

Logo Typography

Primary Type: Savoye LET

*This type should only be used with the word
“Applebee’s” It is not very legible unless it is enlarged,
so do not use it to describe things about Applebee’s.*

Secondary Type: PT Sans

Regular, *Italic*, **Bold, ***Bold*****

***Italic*, Narrow**

This type is used to describe anything about the restaurant. It tells you within the logo about the sports bar and grill aspects of Applebee’s.

Logo Sizes

Original size:

2.855in x 3.160in

17p1.5623 x 18p11.5276

205.5623 px x 227.5276 px

(The logo can be bigger or smaller than this as long as the dimensions are the same)

General Brand Outlines

As a brand, Applebee's main goals are to be a place where people of all backgrounds are welcome and to be as friendly as possible. We want a casual and caring environment within our restaurant. We have sports, music, and limited drinking. We love to highlight the stories of locals within a restaurant's location. We like to be apart of charity events as well as preservation programs. We like to interact with people on social media and provide content on Youtube. We want to provide healthy choices for food, as well as having special menu items depending on what area a restaurant is at. We encourage people of all ages to come to Applebee's.