

Phase 3 - Brand Identity Guidelines

Organization's name: Cheerios

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Date: March 28, 2025

Introduction: Describe the new brand identity system and how it achieves the objectives and goals you set out in Phase 2. Re-state the brand concept, values, and primary attributes.

The brand concept of Cheerios is, Cheerios is a heart-healthy, family-friendly cereal brand which uses natural ingredients during the production process. The values of Cheerios include protecting people’s heart health, bringing goodness and happiness to people’s daily lives and bringing families together. The primary attributes of Cheerios are natural, cheerful and family friendly.

Re-design Goals from Phase 2

1. use of more pop colors to make the brand look more modernized and refreshing



New Brand Identity System for Cheerios

1. used a lot of pop colors and colorful colors in overall brand identity system

2. mascot can have a modernized design and represent the whole brand instead of only one type of cereal



2. designed 8 mascots, each represent one type of cereal flavour of Cheerios, and all 8 mascots together represent the brand of Cheerios

3. Logo can look more modernized, with the change of font type



3. Re-designed a modernized logo, with bubble letters and sketchy style

4. box packaging can look more eyecatching and modernized



4. Re-designed 4 box packaging with the use of large white space, pop colors and cute mascots to make the cereal boxes eye-catching and modernized

5. images and videos should emphasize more on cereals’ good taste, family friendly feature, brand values and naturalness of cereals



5. Re-designed social posts emphasized on cereals good taste by having words such as ‘fruity’ and ‘yum’ to emphasize on the good taste of cereals, and combined sketchy style illustrations and mascots with cereal images to make the posts look more family friendly

6. show people that the cereal can be eaten in other different ways, instead of just eating it as breakfast food



6. One of the social post shows that a carrot is eating Cheerios cereal as a snack. This reminds people that Cheerios can be eaten as a snack

Logo Suite

Large & Regular size

This is the primary version of the logo. Where possible, use this version.
Minimum width = 6 in



Micro size

For vertical applications less than 1 in or 96px wide, use the following version.
Minimum width = 0.5 in



Small Size

If the width is too narrow for the primary horizontal logo, first assess whether the primary vertical logo would make sense. Otherwise, for horizontal applications less than 3 in or 250px wide, use the following version.



Minimum width = 1.5 in

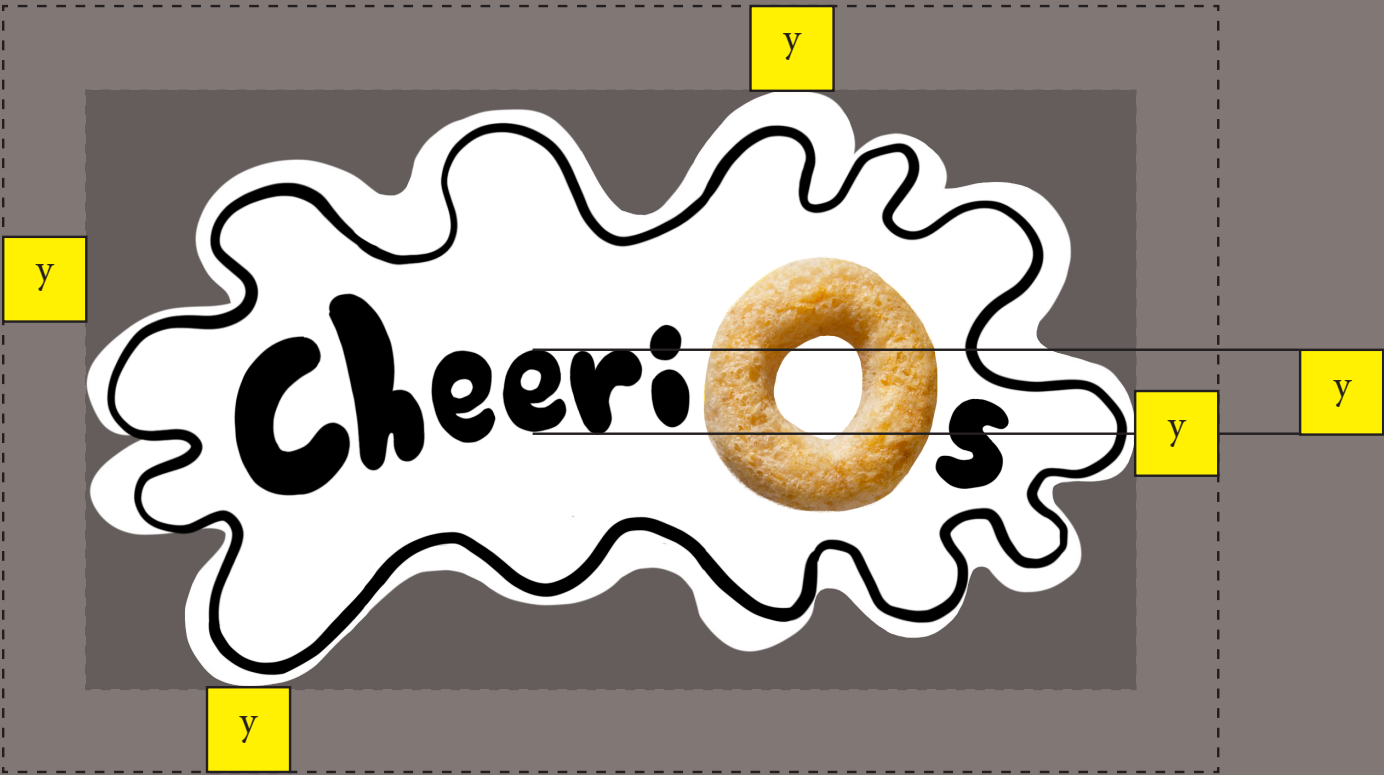
Clearspace

Standard clearspace

The following is the minimum clearspace required when reproducing the large/regular and small size of the logo. Elements should not intersect this space to ensure the logo is visible, legible, and well represented. Standard clearspace is built into raster files of the logo.

Clearspace for large/regular size of logo

This space is determined by the height of the second ‘e’ in the logo.



Clearspace for small size of logo

This space is determined by the height of the dot of ‘i’ in the logo.



Logo Color

The following colour combinations apply to all logo variations.

Primary

Logo on Yellow

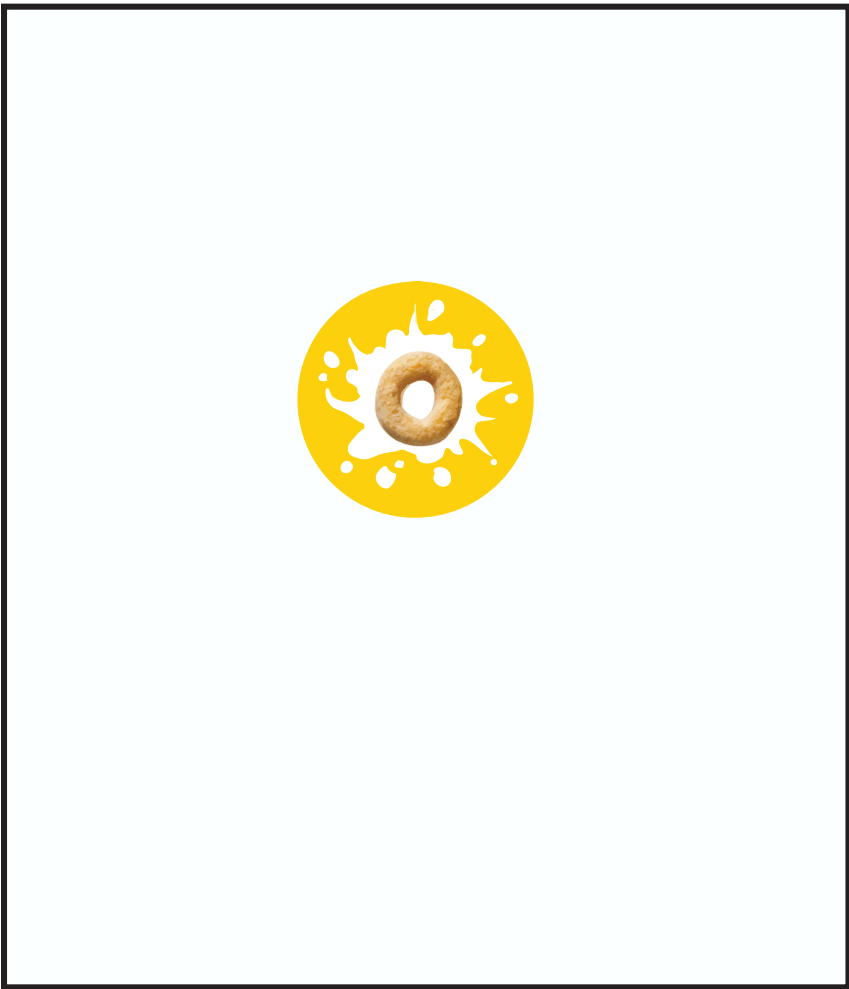
This color setting only applies to the large/regular size and small size of logo. Logo on yellow is our main brand color combination and should be used wherever possible.



Secondary

Logo on White

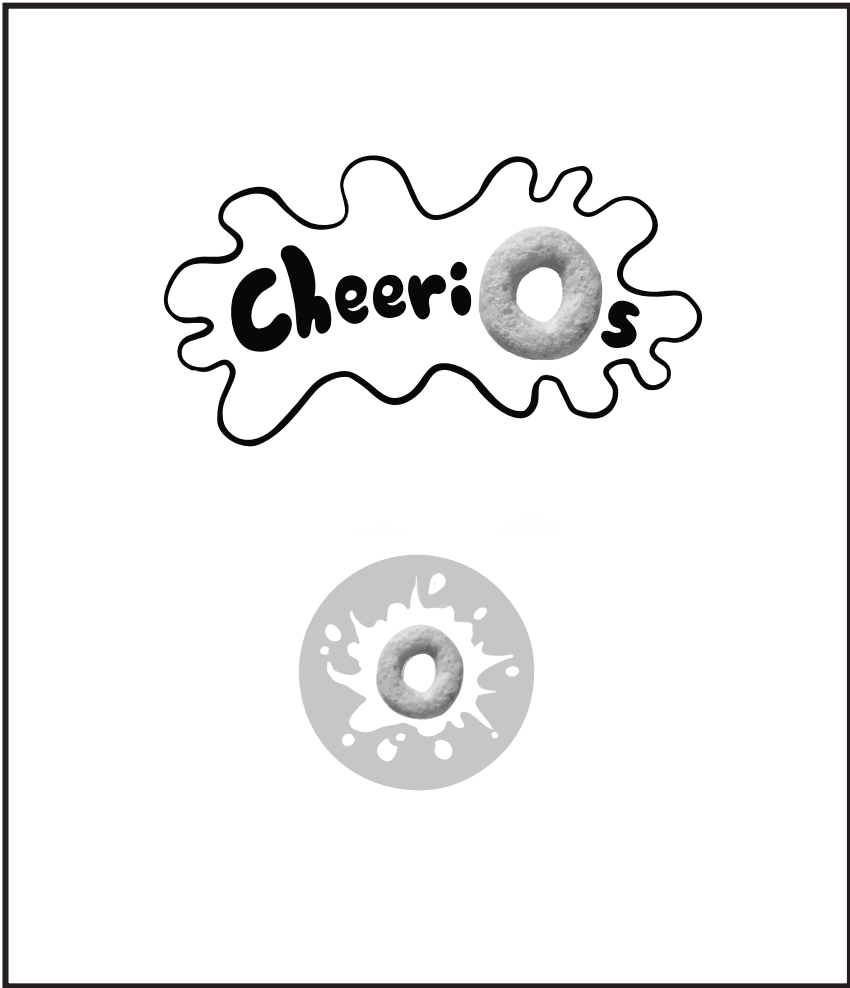
This color setting only applies to the micro size of logo. Logo on white can be applied when logo is placed on white color backgrounds, eg. white website space



Black & White

Black on White

In instances where color is not available, such as black and white printing, black on white is first choice. This color setting only applies to the large/regular size and micro size of logo.



Logo Color

Tertiary

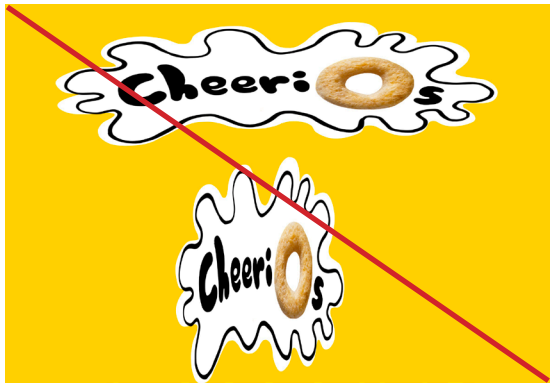
Logo on other colors

Logo can be also be used on different color backgrounds other than yellow and white, such as pink, green and orange colors. This color setting can be applied to the re-designed cereal boxes or website. This color setting applies to all logo sizes.



Logo Absolutes

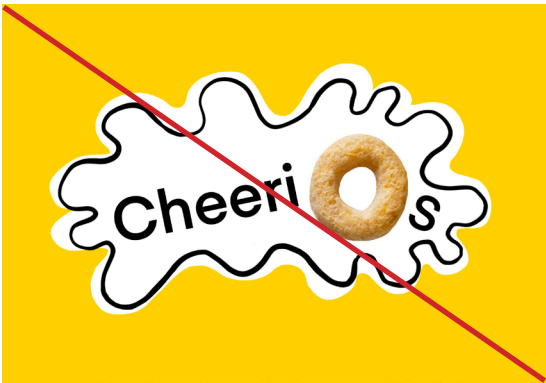
Consistent application of the logo is important in building credibility and establishing our brand presence. Below are examples of things to avoid in order to maintain brand integrity.



Do not stretch or compress the logo.



Do not warp, distort, or set the logo on a path.



Do not recreate the logo in a different typeface.



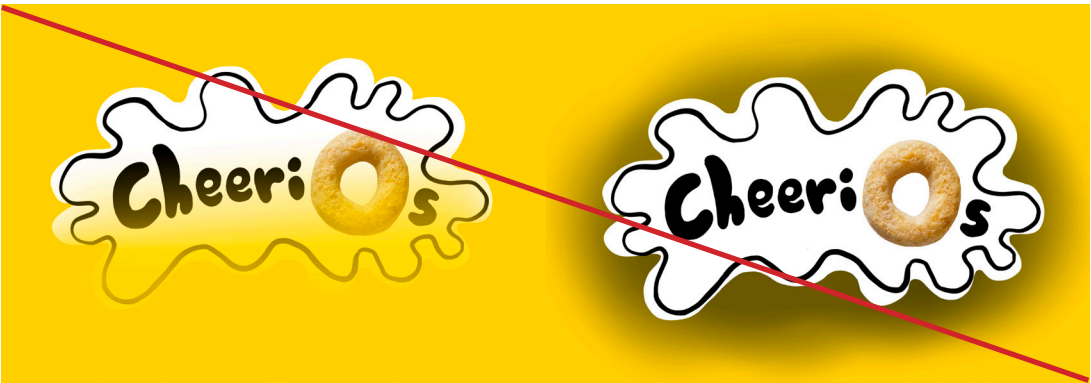
Do not break up the logo or selectively use pieces.



Do not outline the logo.



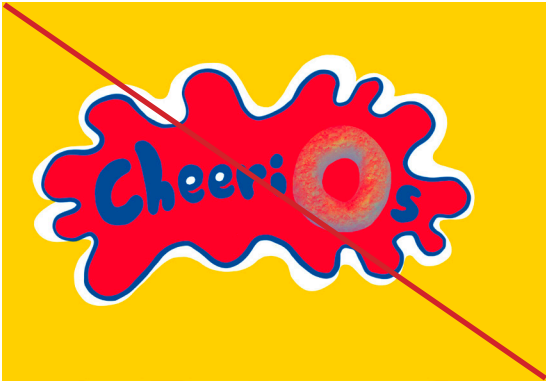
Do not change the shape or outline of the logo.



Do not add effects such as drop shadows or gradients to the logo.



Do not fill the logo with images.



Do not use multiple colours within the logo.



Do not alter individual elements of the logo including



Do not put logo on backgrounds that can't show the outline of logo.

Brand Colors

It is important that brand colours are reproduced as accurately as possible to maintain consistency in the brand. Digital applications should use RGB or hex values, while printed matter should use Pantone if available, and CMYK if not.

Yellow		Dark Blue		Red	
PMS	109 C	PMS	2727 C	PMS	2028 C
CMYK	0-18-100-0	CMYK	82-55-0-0	CMYK	0-933-91-0
RGB	255-209-1	RGB	62-113-222	RGB	254-41-1
HEX	#ffd101	HEX	#3e71de	HEX	#fe2901
				White	
				PMS	-
				CMYK	0-0-0-0
				RGB	255-255-255
				HEX	#ffffff
				Black	
				PMS	Black 6 C
				CMYK	75-68-67-90
				RGB	0-0-0
				HEX	#000000

Typography on Color

Text: Black Background: Yellow	Text: Dark Blue Background: Yellow	Text: Black Background: White
Text: White Background: Dark Blue	Text: White Background: Red	

Brand Typefaces

All computer typed brand typefaces are available through Adobe Fonts.

Primary display font: Pain de Mie

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

The primary display typeface should be used sparingly for short headlines. For example, being used as short headlines on social media posts. Only upper case letters will be used for headlines.

Secondary display font: Felt Tip Woman Bold

A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z

The secondary display typeface can be used as a supporting subhead to the primary display typeface. For example, this typeface can be used on website headings and subheadings, and cereal box subheadings. Please ensure you are always using the bold weight.

Body font: Sofia Pro Soft

Sofia Pro Soft Bold
A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z

Sofia Pro Soft Regular
A a B b C c D d E e F f G g H h I i J j K k L l M m
N n O o P p Q q R r S s T t U u V v W w X x Y y Z z

The body font is meant for supporting and body copy. It is legible at medium to small sizes, and is only available in the bold weight and regular weight.

Typography Examples

Below are examples of the relationship between the three brand typefaces.

HEADLINE

Pain de Mie
Size: 88
Leading: 43

Lorem ipsum dolor

Felt Tip Woman Bold
Size: 36
Leading: 43

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ante mi, consectetur non tortor id, auctor egestas ex. Morbi vitae suscipit odio. Nulla facilisi. Curabitur ac est a nulla ultrices porta. Sed lobortis sollicitudin lobortis. Vestibulum in lacinia nibh, nec euismod urna. Praesent eget ex ac metus fringilla.

Sofia Pro Soft Regular
Size: 12
Leading: 14

Lorem ipsum dolor

Sofia Pro Soft Bold
Size: 20
Leading: 24

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ante mi, consectetur non tortor id, auctor egestas ex. Morbi vitae suscipit odio. Nulla facilisi. Curabitur ac est a nulla ultrices porta. Sed lobortis sollicitudin lobortis. Vestibulum in lacinia nibh, nec euismod urna. Praesent eget ex ac metus fringilla.

Sofia Pro Soft Regular
Size: 12
Leading: 14

Typography Absolutes

Below are examples of what to avoid with typography.



Do not use any typeface outside those outlined in this section, unless restricted by the medium.



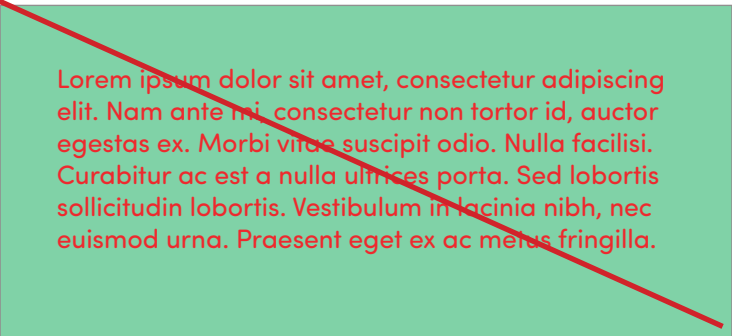
Do not use weights or styles of the brand typefaces that aren't outlined in these guidelines.



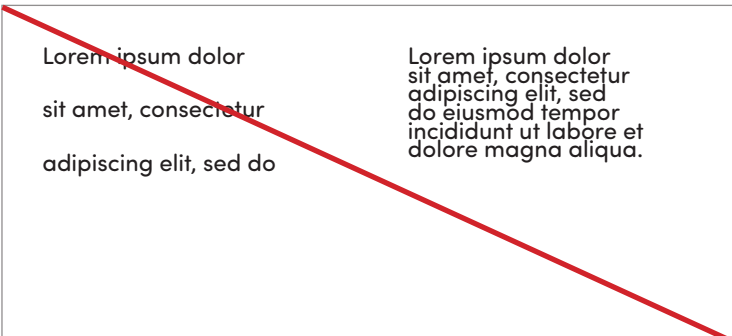
Do not use different typefaces in a same word.



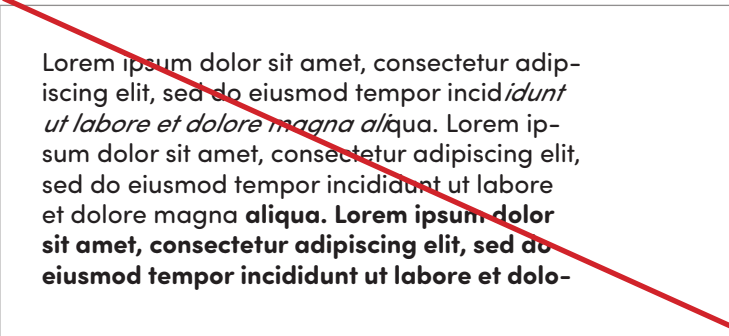
Do not break up letters in a single word.



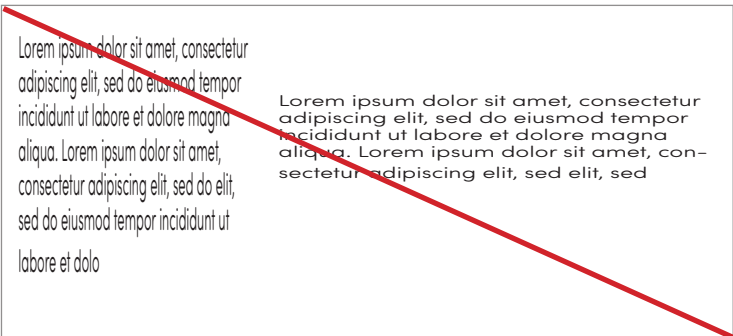
Do not use text and background combinations outside of those outlined in 'Typography on Color' section.



Do not use line spacing that is too big or too small.



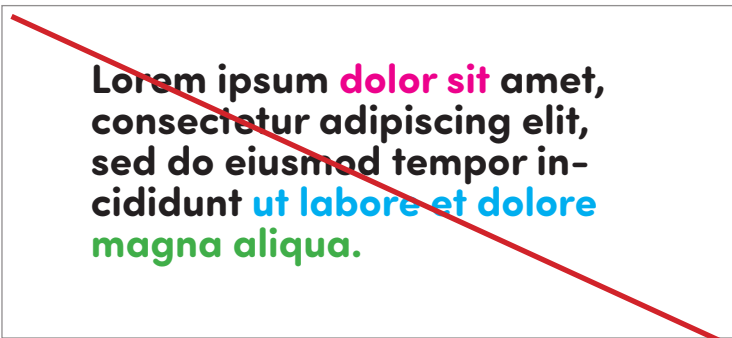
Avoid using bold or italic styles in multiple parts of the same text to better focus the emphasis.



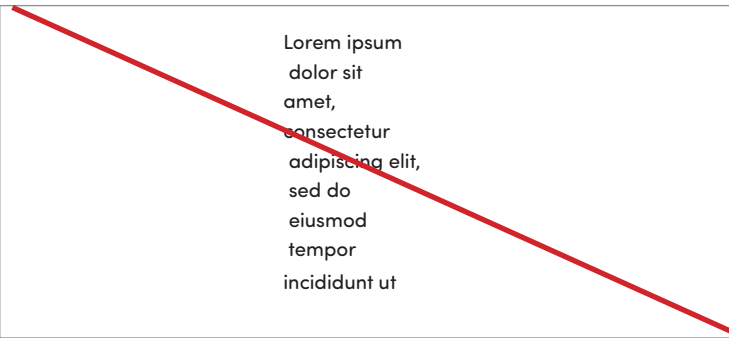
Do not stretch or distort typeface.



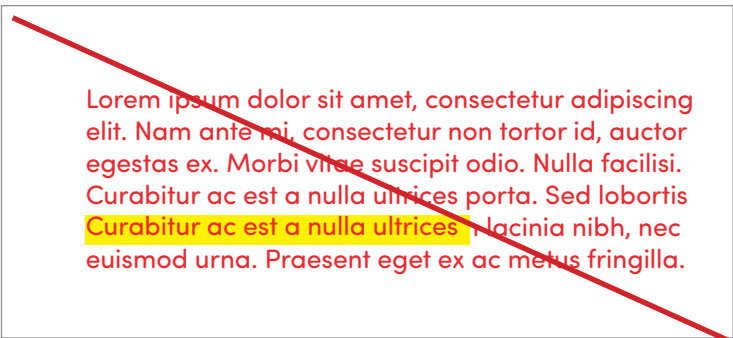
Do not add effects such as drop shadows to text.



Do not use multiple colours in-text.



Do not use line lengths that are too short



Do not highlight letters or sentences.

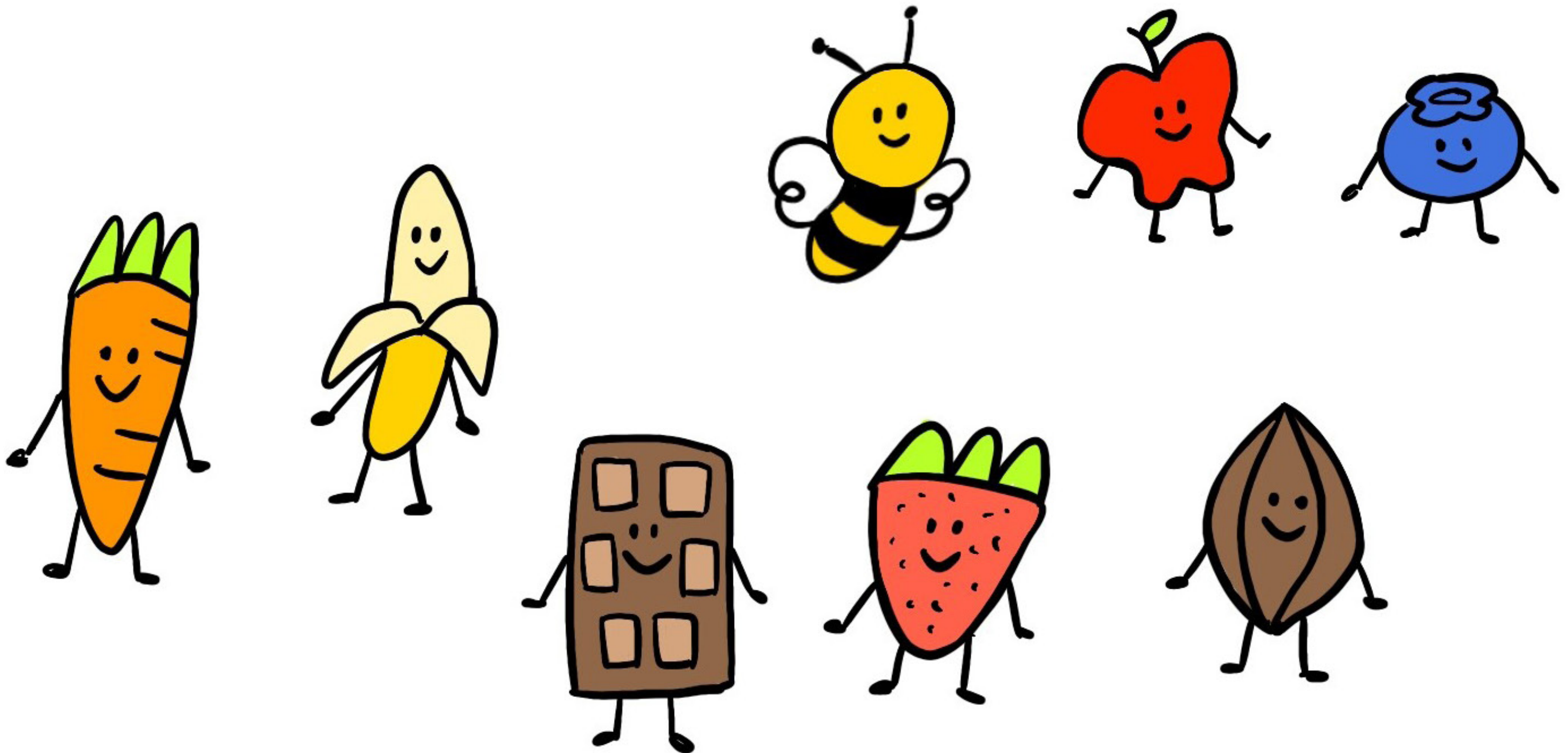
Attribute-Application Matrix

Kit of Parts/ Brand Attributes	Logo	Colors	Typography	Online Content	Illustrations & Mascots
Natural	/	- use contrasting colors to emphasize cereal's naturalness. eg. white words 'Whole Grain is the First Ingredient' written on red color batch on cereal boxes	/	-social media posts include words that describe the good taste and naturalness of cereals, such as 'Veggie Blends' and 'Fruity'	-most mascots are being drawn as natural food, such as the strawberry mascot and nut mascot. These mascots can constantly remind people of Cheerios' use of natural ingredients in cereals and emphasize on Cheerios' naturalness
Cheerful	-use of bubble letters, create childlike, playful feeling -contain illustration of milksplash, create playful, cheerful feeling	-use of bright, colorful, pop colors to make the brand look more energetic and cheerful -use a lot of yellow color, which expresses cheerfulness	-use of sketchy fonts and bubble fonts. These fonts create a childlike and cheerful feeling	-online posts include a lot of cute illustrations that bring people joy and make the brand look cheerful -posts include positive descriptions that make people feel cheerful -include playfully edited photo imagery, eg. rainbow of cereals, and make the brand identity more cheerful	-mascots and online post illustrations are drawn in a cute sketchy style which creates a cheerful vibe
Family Friendly	-use of illustrative style and black and white colors to make the logo more modernized and appealing to all generations	-use of bright and vibrant colors to make the brand look more welcoming and attract both adults and children's attention -use of yellow as primary color to create a warm and friendly feeling	-hand drawn letters and sketchy fonts have a playful vibe and looks welcoming to all generations	-colorful sketchy illustrations and colorful imagery of cereals can attract both adult and children's attention	-colorful sketchy illustrations and mascots can strengthen Cheerios' family friendly image and make the brand more appealing to younger generations.

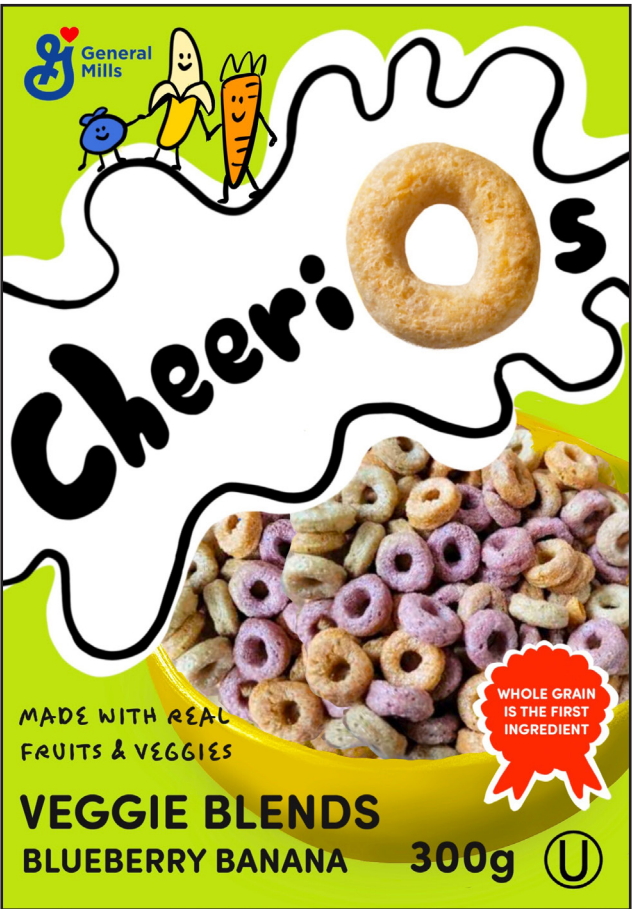
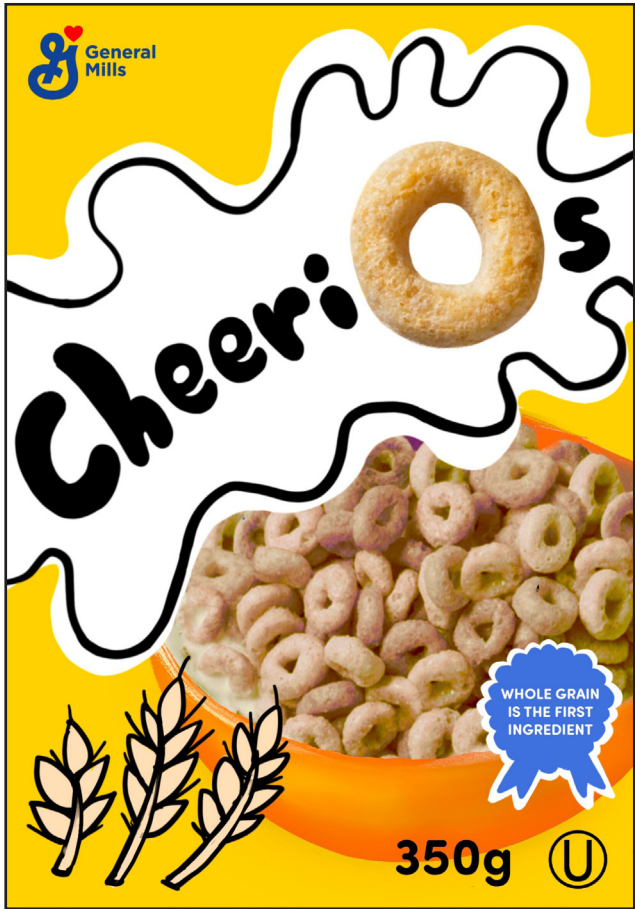
Mock-up 1 : Mascots

Story of new mascots:

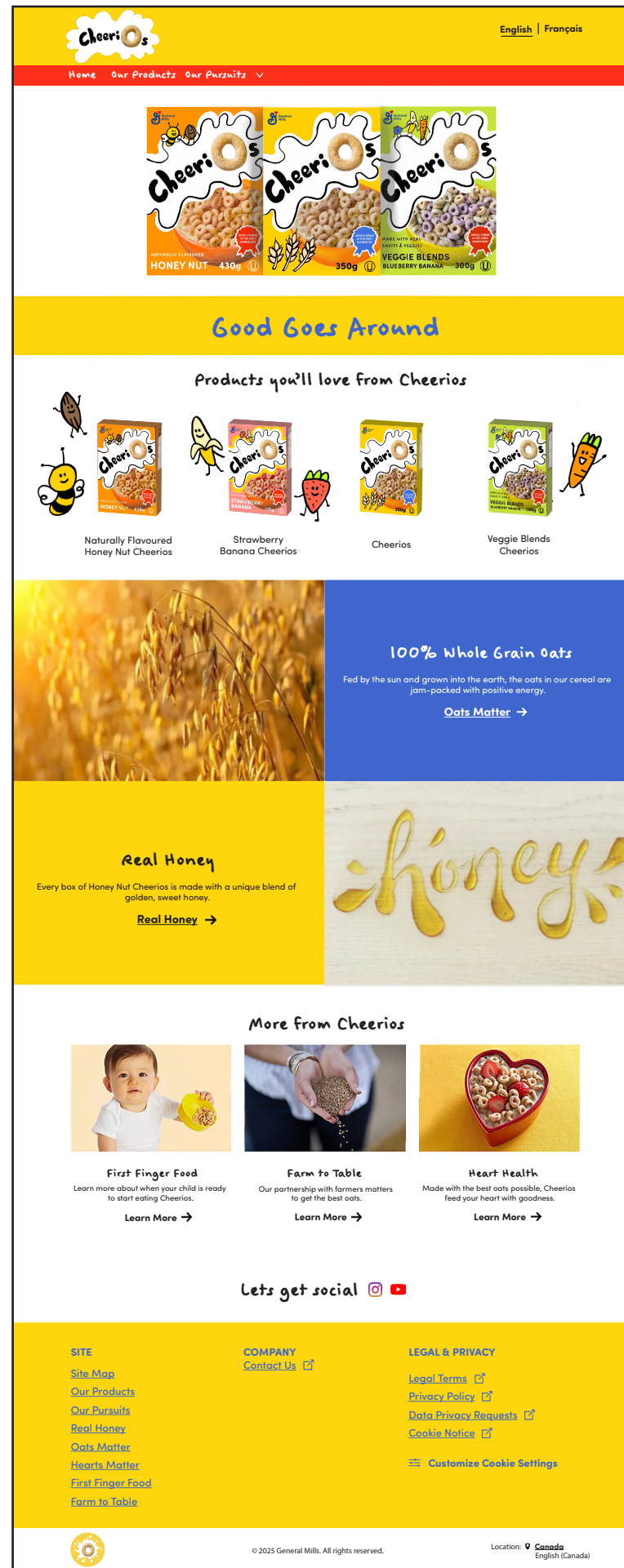
Buzz the bee died after being the mascot of Honey Nut Cheerios for 25 years. Before he died, he passed his mission of protecting people's heart health to his best friends. So now his best friends are Cheerios' mascots.



Mock-up 2 : Cereal Boxes



Mock-up 3 : Website



Mock-up 4 : Social Media Posts



References

<https://www.instagram.com/cheerios/>

<https://www.cheerios.ca/>

<https://www.newfoundlandgrocerystores.ca/en/search?search-bar=cheerios>