



BRAND STORY

Treat You is a brand that is known by their statement in creating dairy-free products. This allows people with dairy allergies to be able to enjoy a substitute to many of the world's favorite products. The brand has taken the stance to help to world by donating 10% profit to various organizations that feed people in poverty. They have many well-respected companies teamed up and are using their dairy-free products that are now becoming common at restaurants and in grocery stores.

CONTACT INFO

Phone: 513-989-5625
Email: treatyou@gmail.com

5464 Brand Dr.
Madeup, MN 54652



One color minimize logo using black



One color using black



One color inverted on black



Logo to use on ice cream products with the colors of Pantone 279 C for 'treat' and Pantone 7542 C for 'you'



Logo to use on butter products with the colors of Pantone 687 C for 'treat' and Pantone 7542 C for 'you'



Logo to use on milk products with the colors of Pantone 279 C for 'treat' and Pantone 7542 C for 'you'



Logo to use on cheese products with the colors of Pantone 7591 C for 'treat' and Pantone 7542 C for 'you'



Logo to use on yogurt products with the colors of Pantone 2655 C for 'treat' and Pantone 7542 C for 'you'



Logo to use on dressing products with the colors of Pantone 7493 C for 'treat' and Pantone 7542 C for 'you'

COLORS USED



Black
C:0 M:0 Y:0 K:100
R:35 G:31 B:32
#000000



Pantone 7542 C
C:30.05 M:14.29
Y:15.36 K:0
R:179 G:197 B:204
#B3C5CC



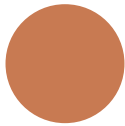
Pantone 279 C
C:71.87 M:37.24
Y:0 K:0
R:58 G:141 B:222
#3A8DDE



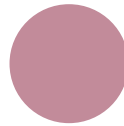
Pantone 279 C
C:71.87 M:37.24
Y:0 K:0
R:58 G:141 B:222
#3A8DDE



Pantone 7493 C
C:27.88 M:13.99
Y:50.35 K:0
R:189 G:196 B:146
#BDC492



Pantone 7591 C
C:19.62 M:57.07
Y:69.18 K:3.17
R:198 G:124 B:89
#C67C59



Pantone 687 C
C:23.89 M:55.08
Y:16.28 K:0
R:194 G:132 B:163
#C284A3



Pantone 2655 C
C:45.88 M:56.87
Y:0 K:0
R:151 G:120 B:211
#9778D3

FONTS USED

Cronos Pro

Avenir Book

Black

Medium Oblique

Light

Medium

Book

Geneva

LOGO DO-NOTS

- Do not use shrink the logo.
- Do not stretch the logo.
- Don't intermingle the colors in other products designs.
- Do not change the elements.
- Don't change the colors assigned.