



HOW TO BE SQUARE

A *WENDY'S*® STYLE GUIDE



THE BRAND

(IT'S SO NICE TO *MEAT* YOU!)

Our Heritage: Dave Thomas

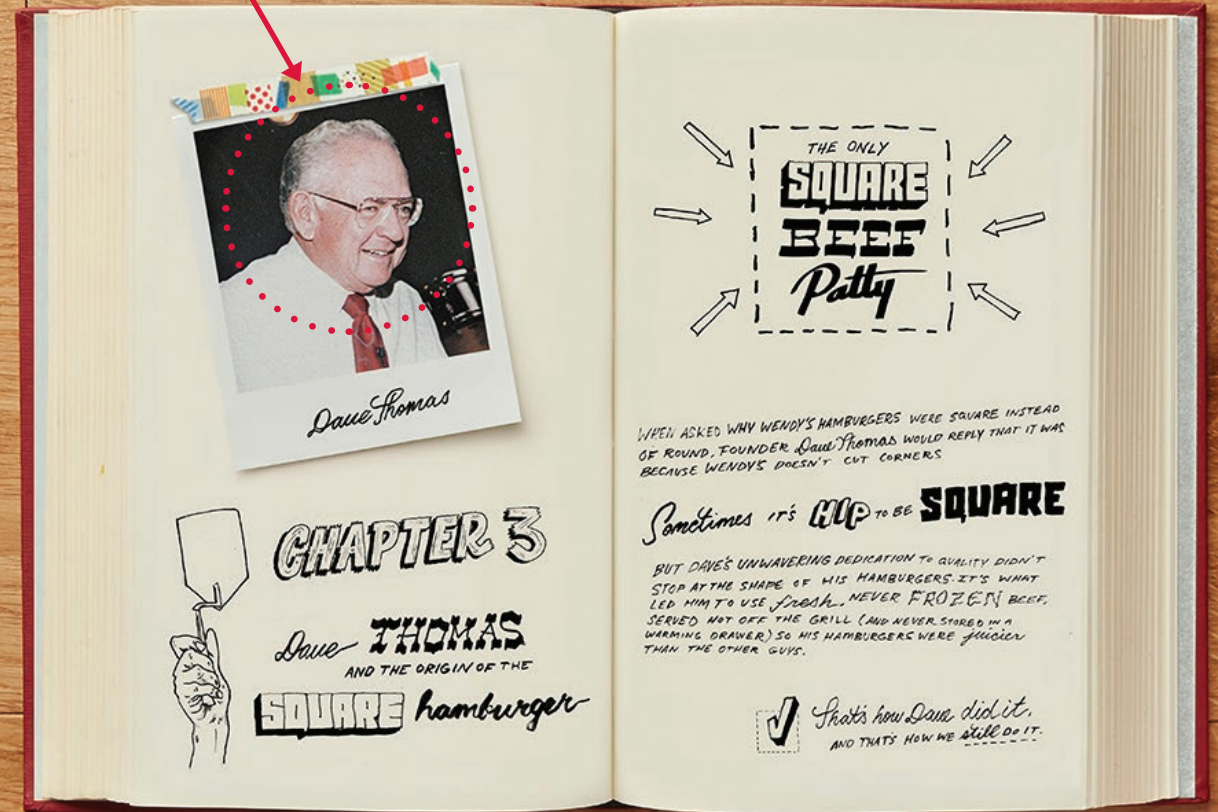
The Man Who Started It All

One day back in 1969, Dave Thomas looked around at the state of the quick-service industry and didn't particularly care for what he saw. Rather than serving good food that was prepared carefully, restaurant chains all around him were basing their preparation methods solely around saving money and time—often at the expense of quality and the happiness of their guests.

Dave thought people deserved better. He wanted every guest to enjoy the freshest food, prepared with great care in flavorful, innovative ways. So he created Wendy's—a venture so near and dear to him that he named it after his own daughter. Dave took a stand to do the right thing and give people his best at every turn.

Today, we carry on his legacy of quality, pride, care, and extra effort because we know it's the right thing to do. This style guide is also about doing the right thing, preserving Dave's legacy of quality, care, and respect for our guests at every point of contact. Use this guide to keep every communication up to the right standard: Dave's.

THAT'S HIM
RIGHT THERE!



Who We Are

Our Manifesto

They say family is where you find it.
Whether it's those who gave you life
Or those who give you life.
Whether you call them
Your fam, your tribe or your squad...

Bottom line is, these are the people who get you.
The people you look forward to being around.
And who look forward to being around you.
The ones who show up for the big things and the little things.

With them, you share inside jokes and a unique love language
Peppered with playful teasing—and, OK, even a few roasts.
(Because everyone knows you pull the pigtailed of the ones
you like the most.)

And they know a thing or two about you, too,
Because they listen even when you don't know it.
(In a total non-creepy way.)

They know that you're hustling every day—
The hours you put in
and what you're into
From the entertainment you like
to the food you love.

They even keep up with those tastes and interests
And serve them to you.
So they can enjoy them with you
Whenever you're craving them.

Try to disrespect one of the group?
Well, that's when they show up hardest.
Standing right beside you and righting wrongs.

So if, say, a fast food brand really got you
Like really got you
It would probably look, sound, and act a lot like Wendy's.

Because just like family
Whatever that is to you...
We get you.
And like any good family would,
We got you.

LET US PUT
THE “*WE*” IN
WENDY'S

(SEE WHAT *WE* DID THERE?)

The Wendy's Brand Voice

What Do We Sound Like?

LIVELY

- ▶ Full of life and energy; active and outgoing.

SPIRITED

- ▶ Full of energy, enthusiasm, and determination. Having a certain mood or outlook on life.

BOLD

- ▶ Showing an ability to take risks; confident and courageous.

CHEEKY

- ▶ Impudent or irreverent, typically in an endearing or amusing way.

FEISTY

- ▶ Lively, spirited, and determined.

WE CALL IT
THE “**SASS**”
FACTOR

(*SHARP WIT* WITHOUT CUTTING ANYONE DOWN.)

Simple.

- ▶ ***Be Focused***
(show, don't always tell)

Clean.

- ▶ ***Cut the Clutter***
(don't need it, don't want it)

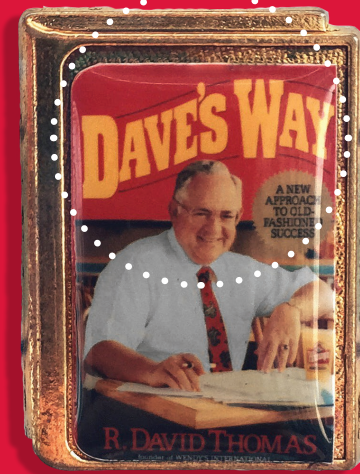
Bright.

- ▶ ***Keep It Fresh***
(see it visually and feel it in tone)

A FEW
WORDS TO
LIVE BY

(BUT DON'T CALL IT A "***PHILOSOPHY.***")

**OR THE
HIGHWAY**



LOGOS AND USAGE

(USE THEM - DON'T ABUSE THEM!)

Ain't She a Beaut?

Wait. What the Heck Is a Cameo?

The Cameo is one of our most highly recognizable brand marks. Whether in full color on our buildings or in the simple one color execution on our packaging, it says Wendy's without having to say Wendy's.

Cameo
(Flying solo—don't be afraid to use her by herself)



Word Mark
(AKA: The Wave)
This mark is your best bet for small scale executions.



Horizontal
(That's too long—let's use "Horiz")



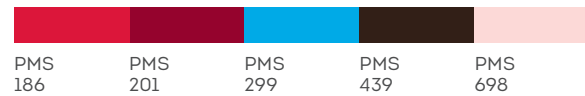
Lockup
(LU for short)



The Full System: Light Backgrounds



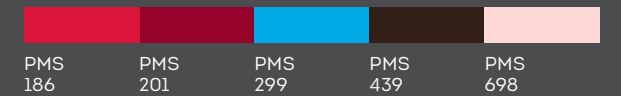
Note: Multiple file formats have been provided in the "Wendys_Logos_2018" folder.
Example: Cameo_Red_PMS.eps



The Full System: Dark Backgrounds



Note: Files for dark backgrounds have "Outlined", "White_Type", or "Reversed" in the name.
Example: Cameo_Red_Outlined_PMS.eps



There Are Rules!

What Not To Do

Pride in our brand requires using our brand marks properly. Here are just a few things to keep in mind when using our brand marks for various pieces of content.

Play It Safe

Our updated logo files are built with a safe zone in the file. All design content should exist outside of the safe zone.



Rotating is a definite no-no.



Don't skew it. Nobody likes to be scrunched.



Should you change the cameo fill color, yes or no? NO.



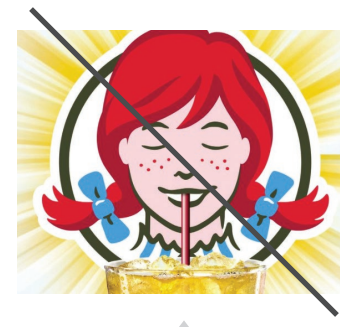
Why would you add a holding shape?! Absolutely not.



Drop shadows were cool back in nineteen ninety never.



Outlines? You guessed it. No.



We know it's tempting, but don't change or animate the cameo. Ever.



The reversed cameo and busy backgrounds do not mix.



See next page.

NOPE



THIS HAPPENS WHEN THE RED OR BLACK
VERSION, INTENDED FOR LIGHT GROUNDS,
IS CHANGED TO WHITE.

YUP



NOW THAT'S A GOOD-LOOKING CAMEO!



**WENDY'S
1969**

**NOT A
REAL PANTONE
COLOR**

A SPLASH OF COLOR

(IT'S TIME FOR A *PALETTE CLEANSER.*)

The Wendy's Color Palette

Primary

Inspired by our redheaded, freckle-faced cameo, red is our color, and we aren't shy about it. You see it across all brand communications, our buildings, and packaging. Wendy's Red (Pantone 186) pops best off a simple, clean, and bright canvas. May we recommend white?

Secondary

Wendy's uses two secondary brand colors. The first, Wendy's Blue (Pantone 299), is found in the ribbons of our beloved cameo. We use this blue to grab attention, in our Frosty® sub-brand, and in our cause work. The second color, Wendy's Dark Red (Pantone 201), is only used to add depth to graphics, and in our cameo.

Neutrals

We utilize a range of grays to support our brand colors. These tones never dominate brand executions—they are strictly used to support the primary and secondary brand colors, and they tie back to the metallic accents displayed in our restaurants.



PMS 186
CMYK: 0 100 76 8
RGB: 205 32 40
HTML: CD2028

PMS 299
CMYK: 87 8 0 0
RGB: 2 156 212
HTML: 029CD4

PMS 201
CMYK: 0 100 65 40
RGB: 163 37 57
HTML: A32539

WHITE
CMYK: 0 0 0 0
RGB: 255 255 255
HTML: FFFFFFFF

PMS COOL GRAY 2
BLACK: 20%
RGB: 226 226 226
HTML: E2E2E2

PMS COOL GRAY 7
BLACK: 60%
RGB: 97 97 97
HTML: 616161

PMS COOL GRAY 10
BLACK: 85%
RGB: 37 37 37
HTML: 252525



LET'S TALK TYPE

(LIKE WHICH TYPE IS *OUR TYPE?*)

Brand Font

PRIMARY: Intro

Our font represents the perfect balance between modern and classic. The family contains a broad range of styles for whatever our campaigns need. The Black and Bold weights provide strength and impact when needed, while Light and Regular weights provide a touch of elegance and refinement.

SECONDARY: Intro Condensed

This is reserved for specific information or data that supplements the main body copy or messaging. Mostly used when space is limited—for example, menuboard items or nutritional information.

Intro Light & *Light Italic*

Intro Regular & *Regular Italic*

Intro SemiBold & *SemiBold Italic*

Intro Bold & *Bold Italic*

Intro Black & *Black Italic*

Intro Black Inline

Intro Condensed Light & *Light Italic*

Intro Condensed Regular & *Regular Italic*

Intro Condensed SemiBold & *SemiBold Italic*

Intro Condensed Bold & *Bold Italic*

Intro Condensed Black & *Black Italic*



THE FINE PRINT

(ANYBODY READ THIS STUFF? *YEAH, OUR LAWYERS.*)

Pardon the Interruption

That Small Copy Is a Big Deal

Some advertising claims and offers require legal disclaimers. Avoid language that requires multiple sets of legal disclaimers when possible. Excessive legal type damages the visual integrity of the communication and can create doubt in the mind of the consumer. Legal disclosures and disclaimers should always be clear and conspicuous. The most commonly used examples are shown here.

LEGALLY SPEAKING	WHAT TO SAY	WHEN TO SAY IT				
<p>WENDY'S COPYRIGHT NOTICES</p> <p>Translation: <i>We created this. Don't copy it.</i></p>	<p>© (YEAR*) Quality Is Our Recipe, LLC</p> <p>TM & © (YEAR*) Quality Is Our Recipe, LLC</p> <p>All materials will have one of these two copyrights.</p>	<p>On pretty much everything!</p> <p>When space is limited or a partner name and/or logo is featured and does not require their own notice.</p>				
<p>REGISTERED TRADEMARKS</p> <p>Translation: <i>We own this name or phrase specifically. Don't use it or else.</i></p>	<table border="1"> <thead> <tr> <th>PRODUCTS</th> <th>BRAND</th> </tr> </thead> <tbody> <tr> <td> <p>Baconator®</p> <p>Son of Baconator®</p> <p>Frosty®</p> <p>Dave's Single®</p> <p>Dave's Double®</p> <p>Dave's Triple®</p> <p>Double Stack™</p> <p>Side of S'Awesome™</p> <p>Redhead Roasters®</p> <p>Wendy's Kids' Meal®</p> </td> <td> <p>Wendy's®</p> <p>Quality Is Our Recipe®</p> <p>Where's The Beef®</p> </td> </tr> </tbody> </table>	PRODUCTS	BRAND	<p>Baconator®</p> <p>Son of Baconator®</p> <p>Frosty®</p> <p>Dave's Single®</p> <p>Dave's Double®</p> <p>Dave's Triple®</p> <p>Double Stack™</p> <p>Side of S'Awesome™</p> <p>Redhead Roasters®</p> <p>Wendy's Kids' Meal®</p>	<p>Wendy's®</p> <p>Quality Is Our Recipe®</p> <p>Where's The Beef®</p>	<p>When using any of the items listed in this row, use the appropriate designation. The designation only needs to be used on the first use of the word.</p> <p>EXAMPLE: At Wendy's®, our vision is to become the world's most thriving and beloved restaurant brand. And we believe that everyone deserves to experience Wendy's, no matter where you're located.</p>
PRODUCTS	BRAND					
<p>Baconator®</p> <p>Son of Baconator®</p> <p>Frosty®</p> <p>Dave's Single®</p> <p>Dave's Double®</p> <p>Dave's Triple®</p> <p>Double Stack™</p> <p>Side of S'Awesome™</p> <p>Redhead Roasters®</p> <p>Wendy's Kids' Meal®</p>	<p>Wendy's®</p> <p>Quality Is Our Recipe®</p> <p>Where's The Beef®</p>					
<p>LEGAL DISCLOSURES AND CLAIMS</p> <p>Translation: <i>A disclosure today keeps the lawyers away.</i></p>	<p>Fresh beef available in the contiguous U.S., Alaska, and Canada.</p> <p>Limited time only.</p> <p>At participating restaurants.</p> <p>Price and participation may vary in Alaska and Hawaii.**</p> <p>Meal deal is for small size items only.</p>	<p>Required when fresh beef is mentioned.</p> <p>Required on limited time offers.</p> <p>Required when a price is advertised and/or all restaurants may not be participating.</p> <p>Required on national price-pointed offers.</p> <p>Required when 4 for \$4 is mentioned.</p>				
<p>PARTNER TRADEMARK ATTRIBUTIONS</p> <p>Translation: <i>They're cool with us using their stuff on our stuff.</i></p>	<p>© (YEAR*) The Coca-Cola Company. "Coca-Cola" is a registered trademark of The Coca-Cola Company.</p> <p>"Sprite" is a registered trademark of The Coca-Cola Company.</p> <p>"HONEST" and "HONEST TEA" are trademarks of HONEST Tea, Inc.</p> <p>"Honest Kids" is a registered trademark of Honest Tea, Inc.</p> <p>Dr Pepper is a registered trademark of Dr Pepper/Seven Up, Inc.</p> <p>NCAA is a trademark of the National Collegiate Athletic Association.</p>	<p>These lines are to be used accordingly when featuring any products or logos from our brand partners.</p> <p>If using a partner name and/or logo not listed here, please check with that partner and the Wendy's legal team.</p>				

*(YEAR) should align with the year the piece is produced. **Not required on in restaurant merchandising.

Give Us a Holler

We Won't Roast You

This style guide, like the U.S. Constitution, Magna Carta, or Apple Terms of Service is a living document. We will, of course, be making changes or adjustments periodically to keep up with advancements and developments in culture or taste. If there's something you're working on that isn't covered here, please feel free to reach out.

art@wendys.com

Cleared for Takeoff

Just Not for Landing—Not Yet

All work must be submitted for approval through the email below. Thank you for helping us maintain a consistent brand identity across all communications.

brand@wendys.com

Wendy's®

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Trademark usage guidelines vary by country.*