

Acceptable Versions of the Logo

Standard version - For use only where the logo is large enough so the tagline is still readable. **Ex. Table cloth, Shirts, Menu**



Variations on Standard version - Big tag, Without waffle man, Without tag



AUTHENTIC BELGIAN SUGAR WAFFLES



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Acceptable Versions of the Logo (cont.)

Horizontal version - For use in wide, short spaces. The tagline may be removed if it's too small to be easily read. **Ex: Wide banner**



Square icon - For use in square spaces where full name is not needed. **Ex. Facebook or Twitter profile pictures, Packaging, Favicon**



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Fonts -

Ollie regular

#EF3C24

#F1BE75

Sansumi Extra Bold

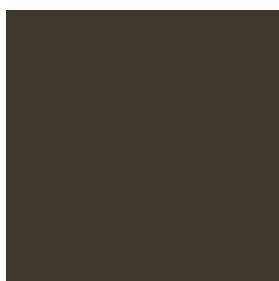
#3F392B

Colors -

#EF3C24



#3F392B



#F1BE75



Accent and background -

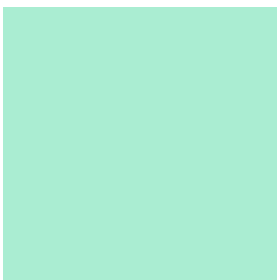
#FDF4D3



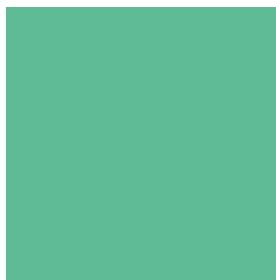
#D5F4E8



#AAEDD2



#5FBB96



Guidelines for use -

The logo should appear in full color.

The waffle man should always be in full color.

The colors should not be altered.

The background color/image should be tasteful and not affect the readability.

The text and font should not be altered.

The logo should not get distorted or skewed.