

TODDY®

cold brewed. simply better.™

# TODDY BRAND GUIDELINES

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Toddy brand standards  
and best practices for  
print and electronic usage.



A glass jar filled with iced coffee and a tea bag, with a green banner overlaying the text "Cold brewed. Simply better.™". The jar is placed on a wooden surface, and the background is a blurred green landscape. The coffee is dark brown, and the milk is white, creating a marbled effect. The tea bag is white and partially submerged in the coffee. The green banner is positioned in the middle of the jar, and the text is white and centered within it.

Cold brewed. Simply better.™



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## Brand Overview

# Toddy History

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For over 50 years, Toddy® has delighted baristas, food critics, and coffee and tea drinkers alike for its smooth, delicious flavor.

Using an ancient Peruvian process, Toddy's cold brew extraction process has become all the craze in both coffee shops and homes around the world. In addition to home and commercial models, Toddy also offers an assortment of custom designed filters, Toddy parts, coffee and tea, and merchandise, all available for purchase online and in stores throughout the U.S., Australia, Japan, Canada and Europe.



# The Identity Primary Logo

The Toddy logo serves as the base of all visual communications for the brand. Whenever possible, the primary logo (Toddy Green: Pantone 7740 C and Toddy Gray: Pantone Cool Gray 11 C) should be used. The Toddy logo includes the logo mark with a registered trademark and a logo slogan with a trademark. All of these should be used when using the Toddy logo. Please contact Devon Powers at [devon@toddycafe.com](mailto:devon@toddycafe.com) to determine availability and access.

### PRIMARY LOGO

Featured in  
Toddy Green:  
Pantone 7740 C  
and Toddy Gray:  
Pantone Cool  
Gray 11 C



### LOGO ELEMENTS

The various elements of the Toddy brand, including the logo mark, registered trademark, logo slogan, and its trademark should all be used in tandem and not pulled apart or omitted.





2.1

## The Identity Logo Color Variations

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Toddy has an established color scheme intimately tied to the brand that should not be altered. Do not deviate from the approved color variations found below:

### PRIMARY LOGO

Featured in  
Toddy Green:  
Pantone 7740 C  
and Toddy  
Gray:Pantone Cool  
Gray 11 C



### SECONDARY LOGO

If the Toddy logo  
cannot be used on a  
white background, a  
dark background is  
acceptable.



### BLACK AND WHITE LOGO





## 2.2

# The Identity Protective Area and Minimum Size

The minimum clear space requirement around the Toddy logo (and its variations) are identified below. No text or design elements should encroach on these minimum boundaries at any time. To ensure readability, do not reduce the logo to any size less than the measurement found below.

### CLEAR SPACE

The clear space around the Toddy logo is determined by the "X" height.



### MINIMUM LOGO SIZE

The minimum suggested size for the Toddy logo is .5 inches in height while keeping the proportional width of the logo. If specifications do not allow you to meet the minimum suggested height, please contact your Toddy contact person.

MINIMUM LOGO HEIGHT  
0.50 INCH








## 2.3


# The Identity Improper Uses


The Toddy logo should not be modified or forced into other design criteria. Doing so would obtrude on the integrity of the identity and brand itself. Below are examples of alterations that should not occur to the identity.


- 

1. **TODDY**  
cold brewed. simply better.™
- 

2. **TODDY**  
cold brewed. simply better.™
- 

3. **TODDY**  
cold brewed. simply better.™
- 

4. **TODDY**  
cold brewed. simply better.™
- 

5. **TODDY**  
cold brewed.  
simply better.™
- 

6. **TODDY**  
cold brewed. simply better.™

### EXAMPLES 1-6 ILLUSTRATE INCORRECT REPRODUCTION OF THE TODDY LOGO.

1. Relationship between the height and the width of the logo cannot be adjusted.
2. Colors of the logo cannot be altered. Use the approved color palette (see page 6 and 9) for all logos. Do not use any colors from the secondary color palette (page 10).
3. The logo fonts cannot be changed.
4. A three dimensional logo cannot be used. Drop shadows should be avoided in all materials.
5. The position of the elements are fixed and should not be changed, deleted or resized.
6. Do not alter or reverse the colors used within the logo. Use the approved color palette (see page 6 and page 9) for all logos.



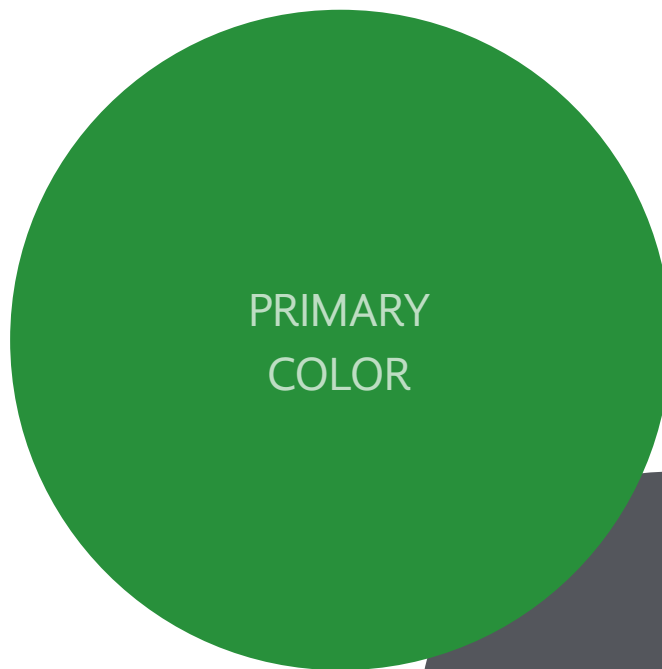


## The Brand Primary Color Palette

Below are the primary and secondary colors for Toddy and its variations. Unless a black and white treatment is requisite, the below colors represent the only approved options for Toddy.

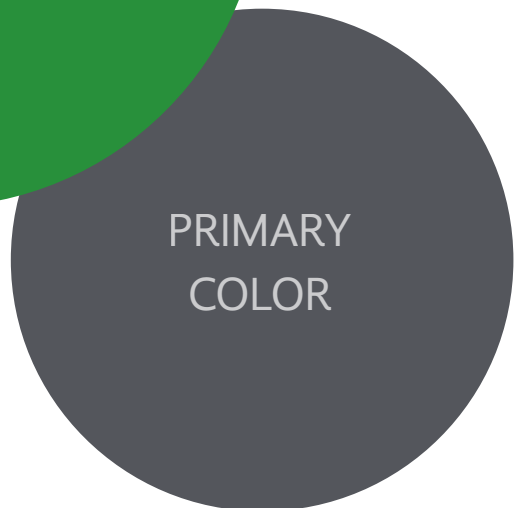
### TODDY GREEN

Pantone 7740 C  
C:75 M:0 Y:100 K:25  
R:51 G:144 B:68  
HEX# 339044



### TODDY GRAY

Pantone Cool Gray 11 C  
C:7 M:5 Y:0 K:78  
R:84 G:86 B:92  
HEX# 54565C



Before using, understand that the colors shown on these pages are computer simulations of the PANTONE Matching System® and may not match PANTONE® identified color standards. Always consult PANTONE® publications to visually evaluate any result before utilization.



## 3.1

# The Brand Secondary Color Palette

Below are the secondary colors for Toddy. While these colors are used in Toddy marketing and design elements, they should not be used for logos. They represent secondary color options that can be used in marketing materials, including but not limited to print and digital advertisements, videos, social media posts, and infographics.

### TODDY ORANGE

Pantone 1525 C  
C:18 M:75 Y:100 K:4  
R:198 G:93 B:41  
HEX# C65D29

### TODDY BLUE

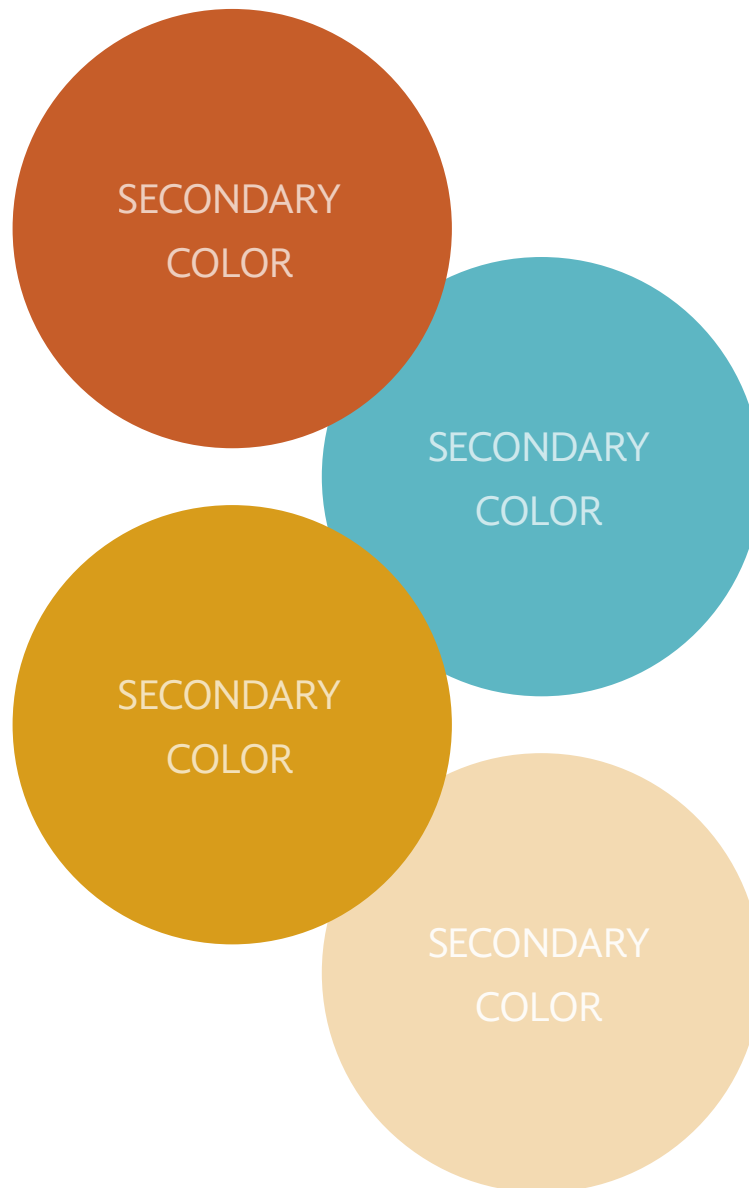
Pantone 7458 C  
C:61 M:9 Y:22 K:0  
R:93 G:182 B:195  
HEX# 5DB6C3

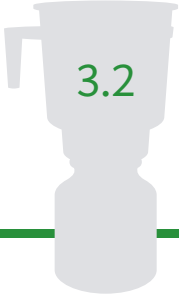
### TODDY YELLOW

Pantone 322 C  
C:5 M:35 Y:100 K:10  
R:217 G:156 B:27  
HEX# D99C1B

### TODDY CREAM

Pantone 7506 C  
C:4 M:13 Y:32 K:0  
R:243 G:218 B:178  
HEX# F3DAB2





3.2

## The Brand Typefaces and Usage

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Below are the acceptable typefaces that should be used in company collateral and marketing materials.

Download this free font at [www.fontsquirrel.com/fonts/gandhi-sans](http://www.fontsquirrel.com/fonts/gandhi-sans)

**Gandhi Sans** is your  
corporate typeface.  
The face is available  
in a variety of weights.

Gandhi Sans  
Regular

*Gandhi Sans*  
*Italic*

**Gandhi Sans**  
**Bold**

***Gandhi Sans***  
***Bold Italic***



4.0

## Graphic Devices In-Use Photography

The images found below represent Toddy's philosophy on drink photography. Toddy has a collection of photographic assets available for various use. Please consult your Toddy representative to determine availability and access.

Any photography not provided by Toddy should strive to replicate this style as best possible. Drink photos should not be extremely zoomed in or out, should live with other textural elements, and include dimensional elements in the foreground/background.





4.1

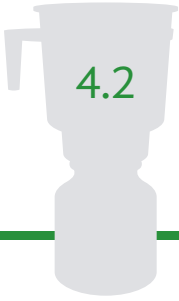
## Graphic Devices

# Commercial Model Photography

The images found below represent Toddy's philosophy on photography of the commercial model. Toddy has a collection of photographic assets available for various use. Please contact Devon Powers at [devon@toddycafe.com](mailto:devon@toddycafe.com) to determine availability and access.

Any photography not provided by Toddy should strive to replicate this style as best possible. Photos of the commercial model should not include textural elements or dimensional elements in the foreground/background.





## 4.2 Graphic Devices Home Model Photography

The images found below represent Toddy's philosophy on photography of the home model. Toddy has a collection of photographic assets available for various use. Please contact Devon Powers at [devon@toddycafe.com](mailto:devon@toddycafe.com) to determine availability and access.

Any photography not provided by Toddy should strive to replicate this style as best possible. Photos of the home model should not include textural elements or dimensional elements in the foreground/background.





5.0

## Intellectual Property Policy

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Toddy, LLC (“Toddy”) owns certain trademarks that it uses in connection with Toddy® branded products, including but not limited to the Toddy Cold Brew brewer, Toddy filters, and coffee and tea products. The Toddy trademarks, which are described below (the “Toddy Marks”), can be used only in connection with the marketing and sale of authentic Toddy products or cold-brewed coffee made using authentic Toddy products. Use of the Toddy Marks for commercial purposes without the prior written consent of Toddy in any other fashion may constitute trademark infringement and unfair competition in violation of federal and state laws.

By using the Toddy Marks, you acknowledge that Toddy is the sole owner of the Toddy Marks and you agree that you will not interfere with Toddy’s rights in the Toddy Marks, including challenging Toddy’s use, registration of, or application to register such trademarks and that you will not harm, misuse, or bring into disrepute the Toddy Marks. The goodwill derived from using the Toddy Marks exclusively inures to the benefit of and belongs to Toddy, LLC. Except for the limited right to use, as expressly permitted under these guidelines, no other rights of any kind are granted to use the Toddy Marks, by implication or otherwise.





## 5.1

# Intellectual Property Authorized Use

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Advertising, Promotional, and Sales Materials. Only Toddy, LLC and its authorized resellers and licensees may use the Toddy logo in advertising, promotional and sales materials. Such authorized parties may use the Toddy logo only as specified in their agreement with Toddy and these guidelines. In the event you intend or desire to use a Toddy logo or image, you must submit the image in advance to Toddy for approval.

Advertising and Point of Sale Materials when selling cold brewed beverages. If you are a coffee-house, restaurant or other food service business selling cold-brewed coffee using Toddy brand products, you may use the Toddy Marks in advertising or point of sale materials, but only for those items that actually use Toddy brand products. Such use of the Toddy Marks must comply with these guidelines.





## 5.2

# Intellectual Property Unauthorized Use

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Company, Service or Product Name. You may not use or register, in whole or in part, Toddy, as part of a company name, trade name, product name, or service name.

Disparaging Manner. You may not use the Toddy Mark or any other Toddy-owned graphic symbol, logo or icon in a disparaging manner.

Endorsement or Sponsorship. You may not use the Toddy Mark in a manner that would imply Toddy, LLC's affiliation with or endorsement, sponsorship, or support of a third-party product or service.

Merchandise Items. You may not manufacture, sell or give-away merchandise items, such as t-shirts and mugs, bearing the Toddy Mark, except pursuant to an express written trademark license from Toddy, LLC. Products that are not created or produced by Toddy should not imply, either directly or by omission, that they are.

Confusing Use. You may not use the Toddy Marks in any manner that would be confusing. Consumers should always know with whom they are dealing and where the products they are purchasing come from.

Obscene. You may not use the Toddy Marks in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person.

Alteration of Toddy Marks. You may not alter, adapt, modify, morph or combine any Toddy mark. For example, do not abbreviate or shorten a trademark (Toddy to Tod) or combine or hyphenate a Toddy trademark with another prefix or word.



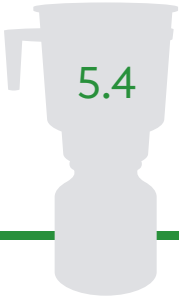
## 5.3

# Intellectual Property Manner of Use

When using the Toddy Mark in publications that will be distributed only in the United States, include the appropriate ® symbol. Include an attribution of Toddy’s ownership of its trademarks within the credit notice section of your product, product documentation or other product communication. The following is a correct format: “Toddy is a registered trademark of Toddy, LLC.”

For publications that will be distributed outside the United States, do not include trademark symbols unless the symbol is appropriate for use in the particular jurisdiction. Instead, use the appropriate trademark attribution notice, for example: “Toddy is a trademark of Toddy, LLC.”

Trademarks are adjectives, and should not be made into verbs or made plural or possessive. For all publications, include an appropriate generic term after the trademark the first time it appears. For example, “Toddy® coffee maker.” Thereafter, the generic term should appear frequently with the trademark.



5.4

## Intellectual Property Appropriate Markings



### TODDY REGISTERED TRADEMARK

To protect Toddy's brand identity, please include the registered trademark icon as seen below. The registered trademark should also be used in written forms (web pages, documents, etc.). In documents where the Toddy name is mentioned multiple times, the registered trademark can be used in the first or most prominent use of Toddy.



REGISTERED TRADEMARK

### TODDY TRADEMARK



Toddy's "cold brewed. simply better" tagline is officially trademarked. Please include the trademark icon as seen below.

cold brewed. simply better.™ TRADEMARK



### TODDY SILHOUETTE TRADEMARK

To protect Toddy's brand identity, please include the trademark icon as seen below when using the Toddy Silhouette.





## Resources

# Brand Resources

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The logos, colors, text, and more all work together to create Toddy's identity. Please do your best to preserve the look and feel of the brand. If you have any questions, please consult your Toddy contact for clarification on how to use the assets available to you.

The logos and information contained within this book are the sole property of Toddy.

### **BRAND RESOURCES**

For brand assets please email Devon Powers at [devon@toddycafe.com](mailto:devon@toddycafe.com).



Delighting coffee and tea lovers for over 50 years.



**TODDY**<sup>®</sup>

cold brewed. simply better.<sup>™</sup>