

SLUSH PUPPIE

The Original



Style Guide

PMS Colors for SLUSH PUPPIE®



PMS 2935



PMS 186



PMS 2935 (50%)



PMS 803



BLACK

Fonts for SLUSH PUPPIE®

- **COOPER BLACK**

- *Lobster 1.3*

- **THE BOLD FONT**

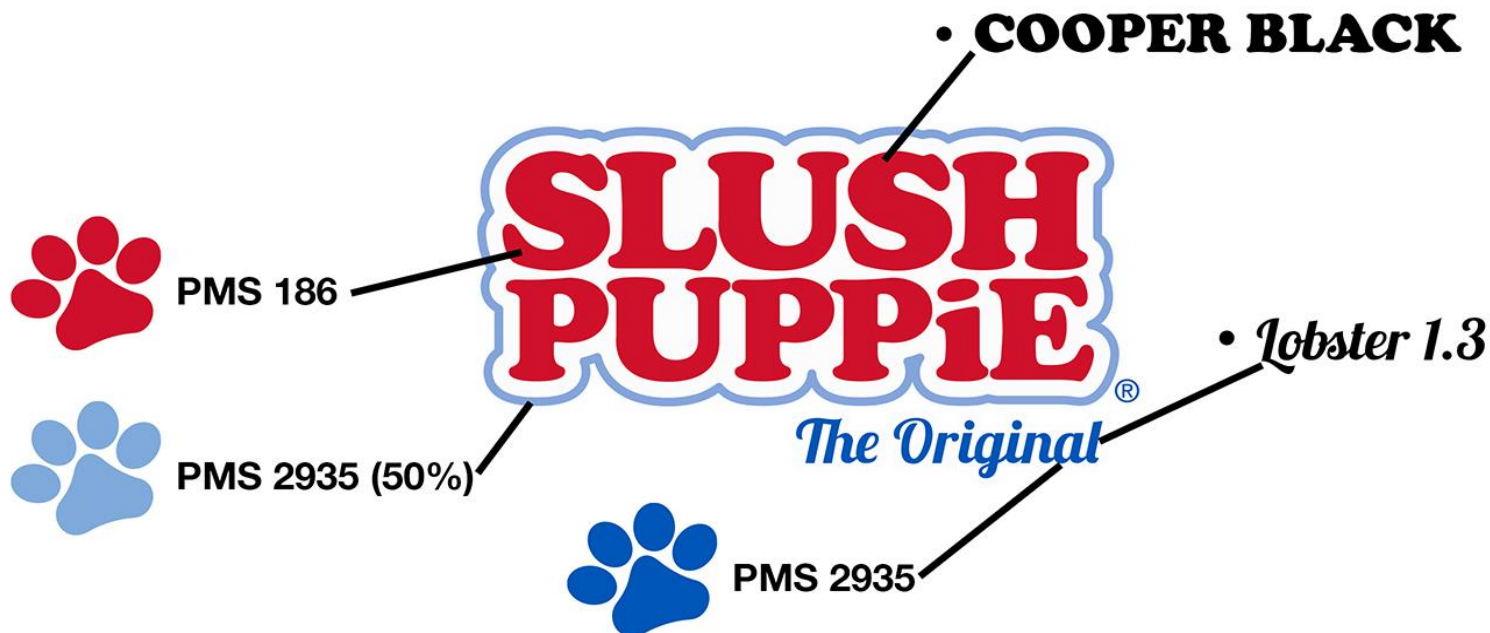
Legal Line SLUSH PUPPIE®

Official Legal Line:

SLUSH PUPPIE is a registered trademark of The ICEE Company, a Subsidiary of J&J Snack Foods Corp.

® is to be placed after all SLUSH PUPPIE logos.

SLUSH PUPPIE Logo Details



SLUSH PUPPIE is always in all CAPS except the “i”



Logo Details



"The Original" Stacked Logo



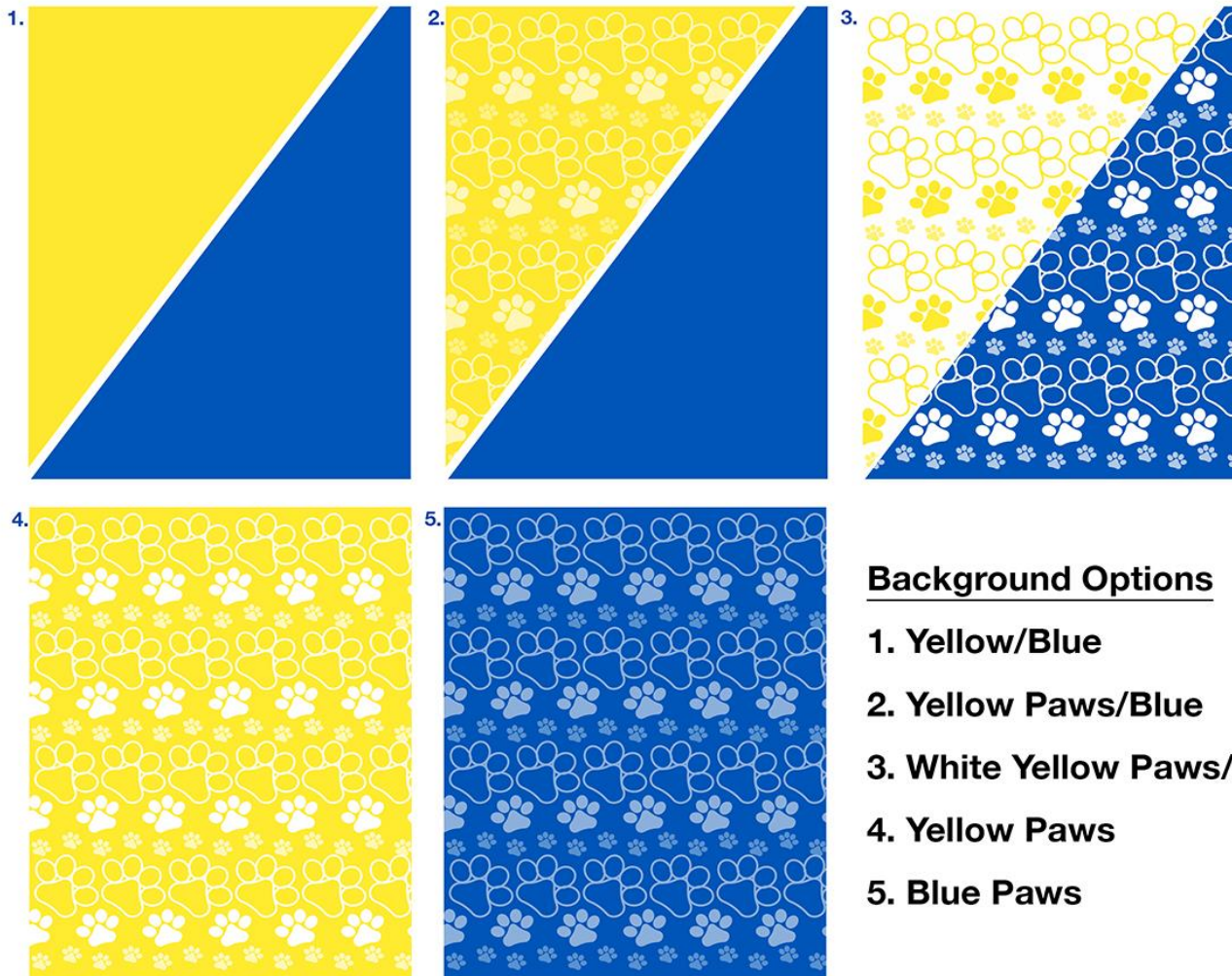
"Doghead" Logo



"Stacked" Logo



"Horizontal" Logo



Background Options

1. Yellow/Blue
2. Yellow Paws/Blue
3. White Yellow Paws/Blue Paws
4. Yellow Paws
5. Blue Paws

**SLUSH
PUPPIE**
The Original

The PUPPIE

COMING SOON!

PUPPIE Poses



NEW PUPPIE artwork and “poses”.

SLUSH PUPPIE Pup in a variety of fun poses to be used in POS and Marketing Materials.

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