



# 2016 TGI FRIDAYS® BRAND GUIDELINES

TENDING TO THE BRAND

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# BRAND STYLE \ \ LOGO USAGE

## LOGO WITHOUT TAGLINE



- \ \ Keep height at 25 mm or greater; it should never be smaller than 25 mm
- \ \ Give space equal to the cap height of “FRIDAYS” on all sides
- \ \ Keep anything out of this space besides background elements

## DON'T

- \ \ Change the angle of the logo
- \ \ Place the logo on anything red
- \ \ Add a frame or border
- \ \ Add a drop shadow or glare effect
- \ \ Alter the size of the type

**Exceptions can be made for special circumstances during the review process.**

# BRAND STYLE \ \ LOGO USAGE

## LOGO WITH TAGLINE ALTERNATE 2



- \ \ Keep height at 25 mm or greater; it should never be smaller than 25 mm
- \ \ Give space equal to the cap height of “FRIDAYS” on all sides
- \ \ Keep anything out of this space besides background elements

### DON'T

- \ \ Change the angle of the logo
- \ \ Place the logo on anything red
- \ \ Add a frame or border
- \ \ Add a drop shadow or glare effect
- \ \ Alter the size of the type

**Exceptions can be made for special circumstances during the review process.**

# BRAND STYLE \ \ LOGO DON'TS



Do not add drop shadows or effects



Do not add outlines



Do not alter the text/font in any way



Do not squash or skew the logo



Do not change the color



Do not add or remove stripes



Do not remove the white background or reverse text



When used on white, retain the white background



Do not break apart the logo or use parts as individual graphics

Approved tagline settings

**IN HERE, IT'S ALWAYS FRIDAY<sup>®</sup>**

**IN HERE,  
IT'S ALWAYS FRIDAY<sup>®</sup>**

**IN HERE,  
IT'S ALWAYS  
FRIDAY<sup>®</sup>**

- \\ Use Gotham Narrow Bold
- \\ Set type at -10 tracking
- \\ Leading set slightly less than the point size
- \\ Registration mark is half the point size of the main text, superscripted, and set in Trade Gothic Medium

## BRAND STYLE \ ASSETS

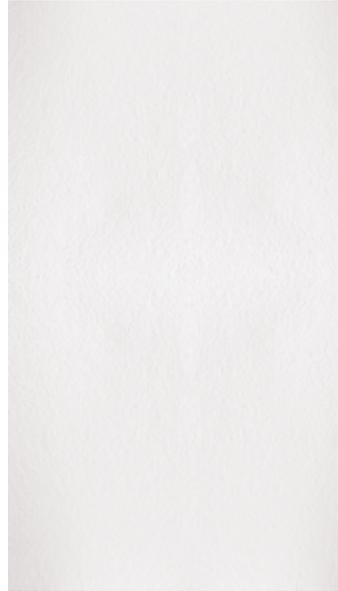
The white wood background is an approved asset that represents the Fridays brand.



White Wood Version 1



White Wood Version 2



Coaster Paper



Dark Wood

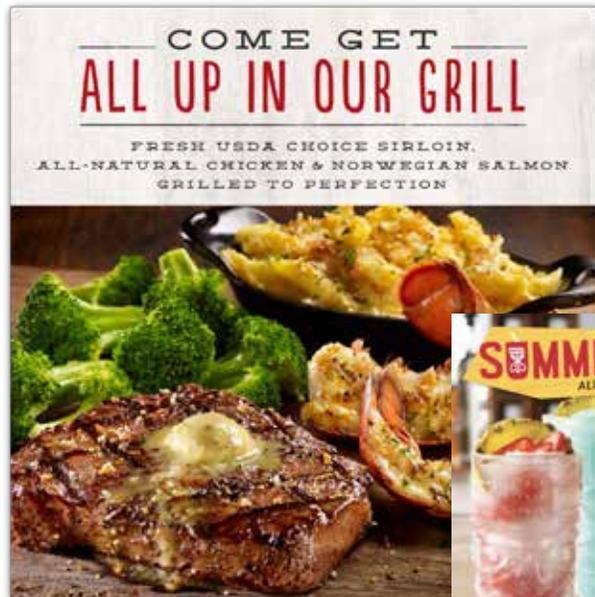


Red/White Texture

Background patterns can be used vertically or horizontally.

# BRAND STYLE \ ASSETS

Use the backgrounds to add a lighter tone, or contrast to layouts.



**TYPE TREATMENT** These are the approved fonts for all Fridays communications and materials.  
All brand materials must use these fonts.

**PRIMARY  
HEADLINE**

Trade Gothic Bold Condensed No. 20

**Secondary  
Callout**

Arvo Bold / Italic or  
Trade Gothic Bold No. 2

Body Copy

Trade Gothic Medium

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**OTHER/HANDWRITTEN FONTS** Sample fonts that add to the Fridays brand.  
Other fonts can be used, but must be approved.

**HANDWRITTEN**

Populaire Regular

**Handwritten**

Franklin Gothic Hand Light

*Script*

Thirsty Rough

**OTHER**

Plak Condensed

**Other**

Brandon Grotesque Regular

**OTHER**

Veneer

**OTHER**

Deming EP

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**APPROVED COLORS**



**PMS**  
186

**CMYK**  
0, 100, 81, 4

**RGB**  
227, 24, 55

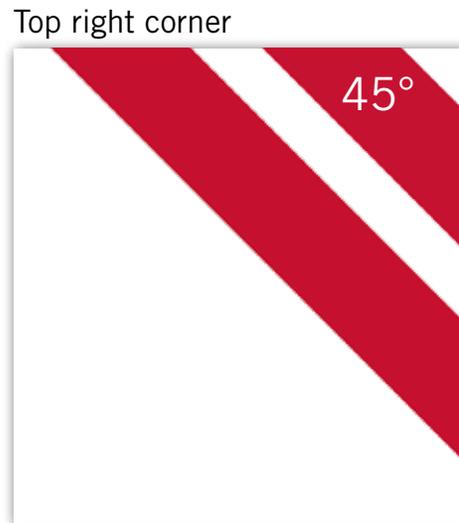
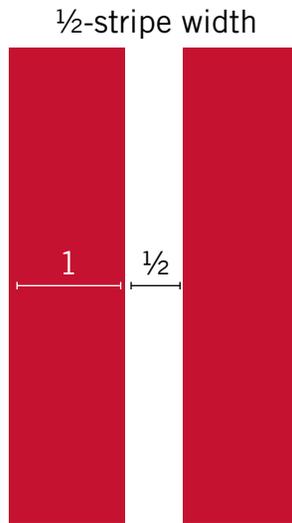


**CMYK**  
0, 0, 0, 100

**RGB**  
35, 31, 32

# BRAND STYLE \ STRIPES USAGE

Keep a space equal to half the width of one of the stripes between the two.  
Turn 45° counterclockwise and place in the corner as shown below.



DON'T have stripes vary in distance



Bottom left corner



DON'T have stripes going the wrong direction



## GUIDELINES \\ PHOTOGRAPHY



All photography should feel natural, authentic, and in the moment. Nothing should come across staged or posed. It is preferable to see images in an environment that feels natural and represents the freshness and quality of food and drink via background cues. Images in motion, e.g., drinks being poured, people enjoying food and drink, plates being set down, etc., also make the environment feel natural. All food and beverages must match prep recipes.

## GUIDELINES \ PHOTOGRAPHY

Use only approved photography in layouts.  
Franchisees must submit photography for approval  
or requests for new photography.

**All photography must be submitted for approval.**  
Please allow seven days for all approvals.  
Third-party approvals require an additional seven days.

**Kara Gasbarro \ Creative Director**  
Kgasbarro@fridays.com  
972-662-5584

## GUIDELINES \ BRAND

We are reclaiming the spirit of Fridays. To achieve this, every piece of communication needs to portray an energizing ambience that allows our guests to believe that In Here, It's Always Friday.®

- \ They should introduce the new flavors and freshness of our menu.
- \ They should highlight our heritage of creating trends in cocktails, beer, and wine.
- \ And they should focus on our bartenders and team members who intuitively know what our guests have come in for...and expertly create it for them.
- \ Every brand communication should be inviting and upbeat.
- \ Value messages should focus on all that guests get for their money, not on how much (or little) they have.

Above all, in everything that our guests see outside of Fridays, we should strive to capture the buzz of conversation, the beat of the music, the playful interaction between our team and our guests—in short, the real vibe of Fridays.

[Check the copy library document on the toolkit for preapproved writing.](#)

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## GUIDELINES \ BRAND

- \ Use ® mark after TGI Fridays or Fridays (without periods or apostrophe) in headlines EVERY TIME.
- \ Use ® after In Here, It's Always Friday EVERY TIME.
- \ Use ® after Everyone Could Use More Friday's EVERY TIME.
- \ Initial cap every word in both taglines.
- \ © 2016 TGI Friday's Inc. All rights reserved. must be included on all materials.

## CONTACT INFO //

**All creative material must be submitted for approval.**  
Please allow seven days for all approvals.  
Third-party approvals require an additional seven days.

**Kara Gasbarro**  
Creative Director  
kgasbarro@fridays.com  
972-662-5584