



Corporate Design Manual

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Message from the CEO.

Dear customers and franchisees,

Positive momentum is building now. Momentum isn't just a word, it's the way we do business.

Since the Applebee's acquisition in 2007, our intention has been to revitalize the brand and to transition the business to a more highly franchised one. More than three years later, we have made significant progress in achieving this transformation.

We are embracing operational excellence system wide, making it the foundation upon which we implement all change. As a result, Applebee's today benefits from an all-time high in guest satisfaction. We are delivering great guest experience and continue to raise the bar from an operations excellence perspective. We are fostering guest connections through Applebee's "There's No Place Like the Neighborhood" advertising campaign, which is resonating with guests and making the brand relevant. We are focused on communicating the "everyday" value that our brand stands for. We are strategically advertising products that have been value engineered to be profitable performers for our brand system.

Excellence, innovation, and connection with our guests is a powerful, strategic combination that defines our fundamental approach to brand management. We strive for excellence every day and it shows - through our exceptional franchise operators, Shared Services support structure, and the experience that guests enjoy in our restaurants. We deliver innovation at every level, from menus to operations, and in doing so build a strong competitive advantage that enables Applebee's to lead their respective casual and family dining categories, year after year. By staying relevant to our guests, responding to their needs, and exceeding their expectations, we're creating and maintaining a connection that keeps them coming back for more.

The positive momentum in Applebee's system is building. With every meal we serve and every beverage we pour, we are bringing 'neighborhood' to life in every neighborhood we call home.

I express my sincere thanks to our team members, franchisees, purchasing co-operative, vendor partners, Board of Directors and customers.

Julia A. Stewart

Chairman and Chief Executive Officer

DineEquity, Inc.

How to Use These Guidelines.

Consistent and correct use of the Applebee's brandmark is important to ensure the success of clear communication and achieve maximum visual impact. In order to achieve that consistency, use of the brandmark must comply with these guidelines. These guidelines will help any partner agency to use the brandmark effectively. In addition, the following policies established in this manual, should be use and take into consideration prior any kind of printing or publication of the Applebee's brandmark.

The manual ia configured in three sections. The first section provides information about the company overview and background.

The second section provides the description of the new brandmark and their guidelines to its better use, including brandmark configuration, brandmark measures, sizing and scaling, official colors, typefaces and the appropriate use of the brandmark.

The third section provides the policies and standards for the correct use of the brandmark on Applebee's stationary, publications and other applications.

Every Applebee's publication distributed to an off- corporative office must be reviewed by the Applebee's Corporate Communications Department office prior to printing. Please contact:

Applebee's Corporate Communications Department.

8140 Ward Parkway
Kansas City, MO 66219
888 592 7753
818 637 3131 (fax)

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If you have any questions regarding the usage of this manual contact the Corporate Communications Department Office at + 1 786-371-5762.

History.

Bill and TJ Palmer opened the first Applebee's, then named T.J. Applebee's Rx for Edibles & Elixirs, on November 19, 1980 in Atlanta, Georgia. In May 1983, the Palmers sold the Applebee's concept to W.R. Grace and Company, but were able to negotiate keeping the rights to five locations without any royalty fees. Bill remained president of the Applebee's Division of the new company called Creative Food and Fun. In 1985, the company name changed yet again to Applebee's International. In 1986, Applebee's became Applebee's Neighborhood Grill & Bar. That same year, John Hamra and Abe Gustin opened their first location in Kansas City. In 1988, they bought the rights to the Applebee's concept from W.R. Grace and Company. The 100th restaurant was opened in 1989, in Nashville, Tennessee. Applebee's International, also offered common stock under the symbol APPB in 1989.

Applebee's International, Inc., or A.I.I., launched another stock offering. By the end of 1992, there were 250 Applebee's restaurants in operation. In 1994, Lloyd Hill joined the team at A.I.I. At the end of 1994, there were more than 500 restaurants in operation. The company acquired Rio Bravo Cantinas in 1995. By the end of 1996, there were 819 Applebee's restaurants in operation throughout 45 states, Canada, Germany, the Netherlands and the Caribbean.

By 1997 there were 960 restaurants open, both company-owned and franchise operations. In 1998, the 1,000th was opened in Aurora, Colorado. In 1999, the Rio Bravo restaurants were sold to another Mexican restaurant chain, called Chevy's. This year also saw the record sales of \$2.35 billion across 1,168 restaurants. In 2000, a new menu was introduced and the number of locations was more than 1,250. It was this year that the company expanded internationally when restaurants were opened in Latin America.

In 2001, there were 1,392 restaurants in operation, but by 2002 that number grew to almost 1,500. The 1,500th restaurant was opened in LaGrange, Georgia by Bill Palmer, founder of the first Applebee's restaurant. In 2005, the company expanded and grew while opening locations in Brazil, Jordan and Ecuador and "IR Magazine" recognized Applebee's for excellence in investor relations. In 2007 Applebee's opens its first location in China and is named one of three finalists for the Gartner High-Performance Workplace (HPW) Excellence Award. In the same year Applebee's Services, Inc. is purchased in November by IHOP Corp., creating the largest full-service restaurant company in the world. In 2009 Applebee's opens its 2,000th restaurant in Harlem in December. Today, Applebee's unveils the "revitalization" concept, which includes changes in the restaurants, such as remodeled interiors and exteriors with warmer color tones, contemporary designs; features specific to the neighborhood the restaurant serves; service improvements; and new food and drink selections. The company's goal is to complete the revitalization of all company by 2014.

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Our Brand.

Founded nearly three decades ago on the principles of exceptional value and family fun, Applebee's is a chain restaurant and sport bar that serves American type food, designed with the concept of a friendly neighborhood, decorated with local memorabilia from the restaurant location. This includes photos of the fire department, the police department, the high school football team among others. It is currently the largest casual dining restaurant chain in the world. Applebee's draws people of all ages and lifestyles with its fun, family-friendly atmosphere and signature bar and grill menu.

Applebee's continually works to add greater value and broaden its appeal to grow and prosper and differentiate itself with innovative attractions, like the popular Carside to Go service available at many of its restaurants, and its successful Weight Watchers agreement, enabling it to cater to those preferring less-caloric alternatives.

Applebee's menu offers different types of food and drinks, such as, beef, chicken and pork items, as well as burgers, pasta and seafood, in the food section and different types of alcoholic and non-alcoholic drinks, to delight our customers.

Our Brand Stands For.

Applebee's restaurant is designed as an attractive, friendly, neighborhood establishment with a comfortable and enjoyable atmosphere, where people go to relax and have good time, featuring high quality and integrity on table services, and on the product that we offer. Applebee's restaurants appeal to a wide range of customers including young adults, senior citizens and families with children around the world.

Vision.

Applebee's is an integral part of the social, psychological and economic development of every neighborhood.

Mission.

Contribute to the growth, joy and enrichment of all the lives they touch.

Values.

A true and trusted brand is not just comprised of messages, but is based on shared values. There are eight fundamental values that are shared by The Applebee's family. Among them:

- **Integrity**, committed to the highest ethical standards.
- **Excellence**, expect the best from their selves and each other.
- **Innovation**, creative, new ways to delight guest.
- **Accountability**, responsible for their actions.
- **Inclusion**, respect and value the diversity of others and benefit from many different points of view.
- **Trust**, collaborate and build trust through open, honest communication.
- **Community**, support neighborhoods and communities that they serve.

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The Role of Brand Identity.

Like people, companies have personality. A personality that is reflected in its external signs and also in their forms of organization and internal relations. In the world of mass communication, in which trade and economy are in the foreground, the outward signs of the companies have become a constant reference guide and a multiple choice.

The brand identity is a unique set of associations that brand strategists aspire to create or maintain. These associations represent what the brand supports and involves a promise to the customer by members of the company.

Brand identity should help establish a relationship between brand and customer generating a value proposition involving functional benefits and personal expression between them.

Functional Benefits, a sustained benefit in a product attribute that provides functional utility customer. These benefits usually relate directly to the functions performed by the product or service to the customers

Emotional Benefits, when consumption of a particular brand gives the customer a positive feeling it provides an emotional benefit.

Self-Expression Benefits: brands and products can become symbols of the concept that a person has of themselves. In this way, a brand can provide a benefit of self-expression by providing a way for the person to communicate their own image.

The value proposition of a brand is a statement of the functional benefits, emotional and personal expression delivered by the brand that provides value to customers. An effective value proposition should lead to a relationship between the brand and the customer and drive purchasing decisions.

The goal of branding is to create a business that resonates with customers, subtract effect to the consumer's strengths and exploit their weaknesses, use the most of your own strength and neutralize their vulnerabilities.

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Old Brandmark.

With respect to the previous brandmark presented by Applebee's, a stacked or vertical version is presented. The design consists of two parts: graphic element and logotype. The graphic element is an apple placed in the right upper corner above the two "pp's" of the Applebee's logotype, made in a clean and modern design with gradients in their colors. The logotype uses a serif font in green or white, which make the brandmark look very sophisticated. The tagline uses a sans serif in the colors green or white, which look very well in contrast to the serif font used on the logotype. The current brandmark looks stylish, modern and clean, which create a feel of a corporate brandmark.

New Brandmark.

The new brandmark presented in this proposal represents the Applebee's Brand Identity. The concept is based off of their original idea of the "revitalization" concept that they have been working with for years. For their design we used their previous brandmark design and their attributes, such as friendly, quality and global among others. The new brand mark has three parts too: logotype, graphic element and tagline. The logotype uses a serif typeface with an informal but legible design in the color green, which creates the sensation of casual, friendly and a familiar restaurant, which is one of the most important attributes from Applebee's. The graphic element is an apple, which represents the restaurant and brand identity. The apple is placed in the middle of the words "Apple" and "bee's", designed in a linear, abstract and minimalist way, very popular nowadays in a red color. The new brandmark maintains a similar concept, but execution is in a completely different level.



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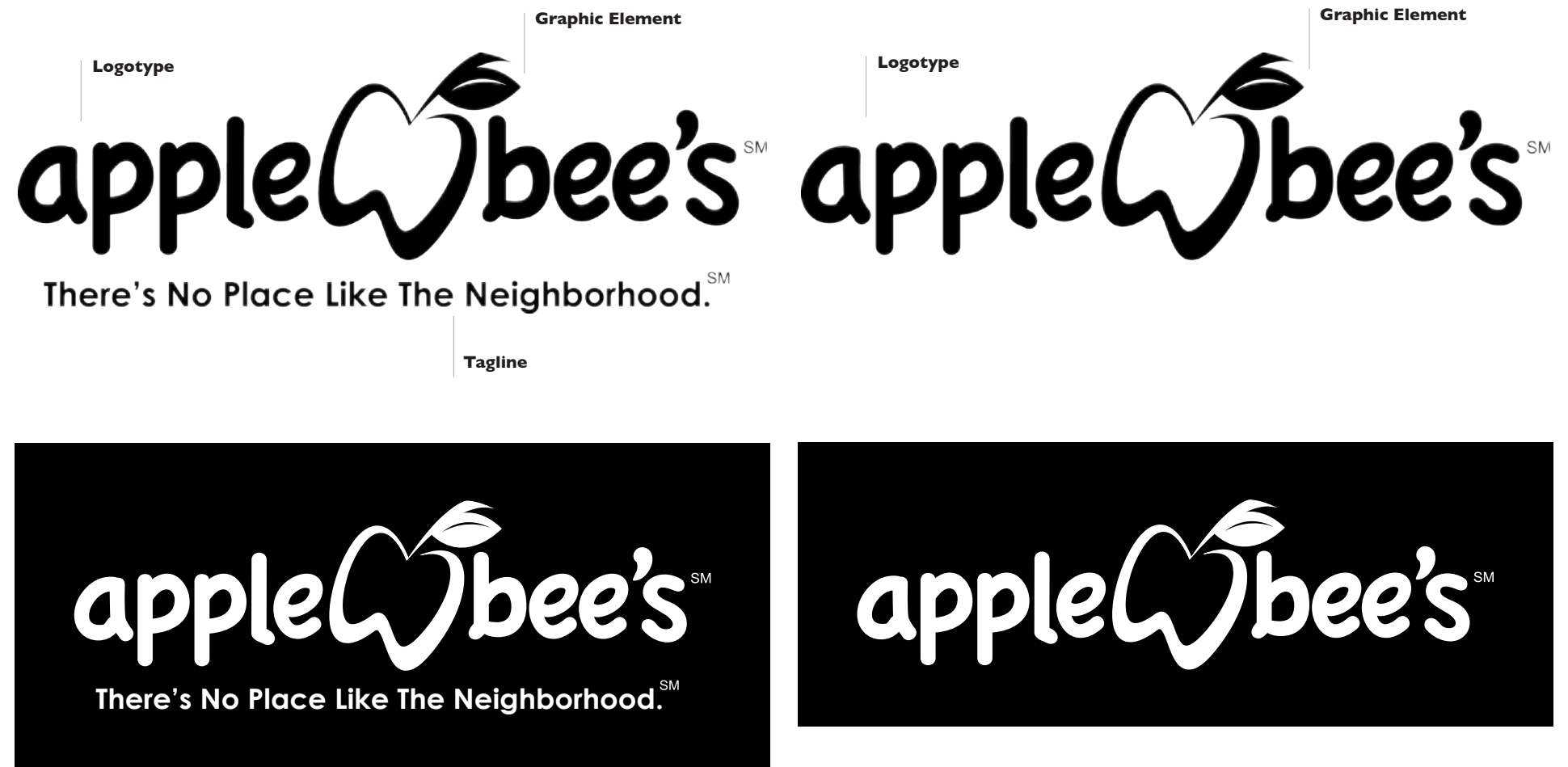
Brandmark Configuration.

The new brandmark is available in two different configurations to accommodate a wide range of applications. The first configuration is in a horizontal or linear version with a tagline. The second configuration is in a horizontal or linear version without the tagline.

The first configuration, with the tag line, is available for some of the biggest Applebee's brandmark publication, such as exterior signage, billboards, building fronts, and any kind of element where the brandmark with their three elements looks clear and legible. The use of the three elements together represents the unit of the brandmark.

The second configuration, without the tagline, is the most use and is recommended for situations when using the brandmark without the tagline is advantageous for communicative functions because of space limitations and legibility of the Applebee's brandmark, as small elements such as sugar packets and pins.

The new brandmark should be displayed in the horizontal configuration and each configuration should be treated as one unit and never separates one from the other. This 2 version, represent the best way to represent the legibility and the attributes of the brandmark. In the same way, the proportion and spacing of the elements should not be altered in any way.



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Brandmark Clear Space.

An important element in the Applebee's brandmark is its clear space. The clear space is the security zone around the brandmark, which is determined by a minimum area. The minimum area is determined by an "X" distance, which determines the minimum value of the area, on which no graphic elements of any kind should invade that zone. The clear space and separation around the brandmark ensures a consistent look and protects it from distractions. In the same way, ensuring its visibility, providing graphic impact and preserving the integrity of the brandmark.

To determine the clear space in the Applebee's brandmark, the width of the letter "a" from the word apple was chosen, as an "X" indicator, will always be the size of the "X" around all sides of the brandmark.

The diagram indicates the clear space for the brandmark. The brandmark must be surrounded on all sides by the specified clear space to separate it distinctly from any other graphic elements. The clear space is determined by the "X" letter, which is equal to the width of the letter "a" from the word "apple". The size of the clear space increases or decreases proportionately to the size of the brandmark.

The recommended spacing around the brandmark, is the minimum distance that is required between the brandmark and any other visual element.

Brandmark Sizing & Scaling.

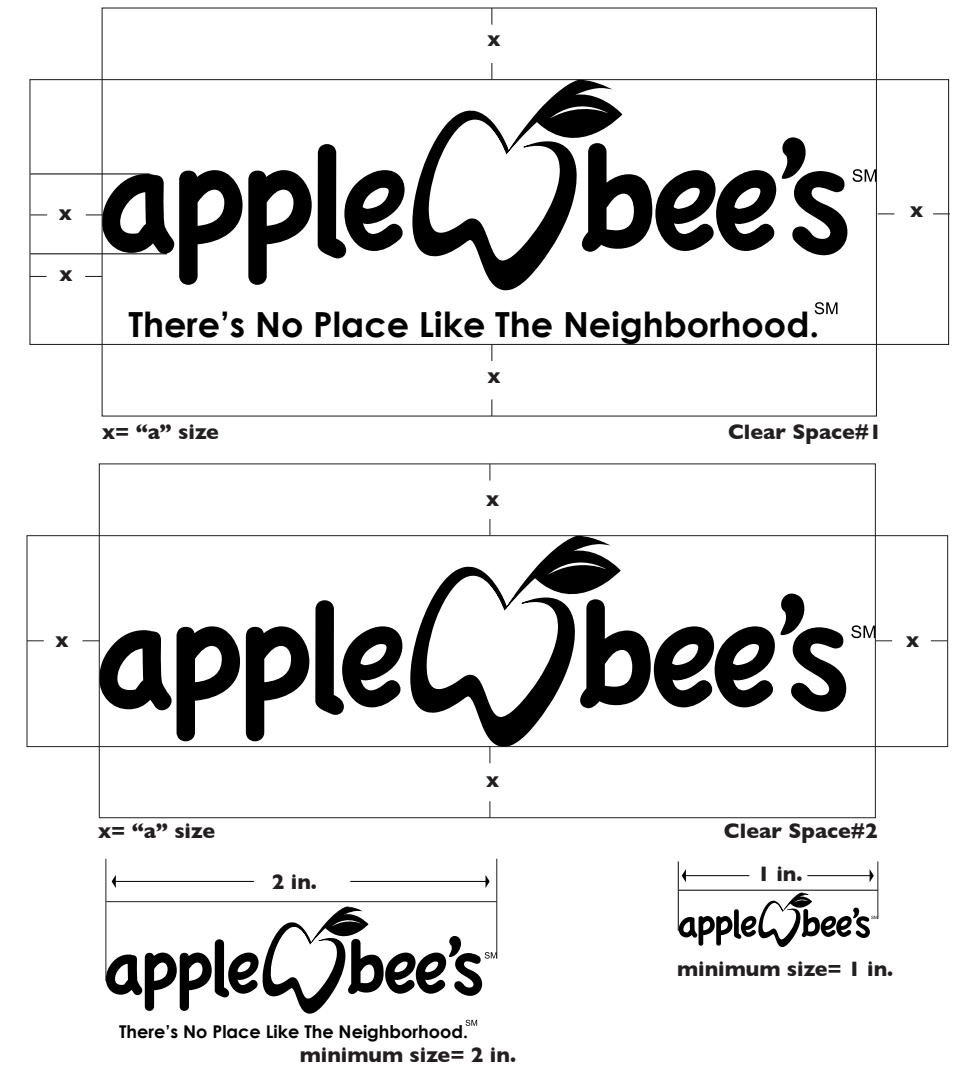
The Applebee's brandmark retains its visual strength in a wide range of sizes. However, when the logo is reproduced in a small size, its impact is diminished. The Applebee's brandmark should be used in a size large enough to ensure legibility. For this reason, a determined maximum size and a minimum size for their reproduction was established for either in print or digital media. These sizes allow a clear reading of its components and maintain their readability.

Maximum Size.

The maximum size of the Applebee's brandmark is determined by the "X" measurement. The maximum size may be granted for use on biggest sizes such as front and parking lot signage's. Both configuration of the brandmark could be applicable for the maximum size.

Minimum Size.

For printed materials in controllable sizes, the minimum length of the Applebee's brandmark is 2 inches for the first configuration and 1 inch for the second configuration. The length is measured from the left side of the "a" to the right side of the "sm" mark. If the brandmark is smaller than this measures it's going to be illegible and doesn't serve any communicative function. The minimum size may be granted for use on minimum size elements such as sugar packets and pins.



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Brandmark Primary Color Palette.

The Applebee's colors are an integral part of the brandmark and the visual identity. The specified colors must be used at all times and applied correctly for visual continuity and branding.

The primary colors chosen were green and red which are the colors the mark has been working with since its inception, and for their color meaning. The color red is a strong color that evokes a range of emotions; also, red denotes purity, joy and celebration. The color green has a strong affinity with nature and it connects us, making us empathize with others. The green color is the color what we instinctively looking when we are depressed or have just a bad experienced, in the same way it creates a feeling of comfort and relaxation, of calm and inner peace, which makes us feel balanced inside.

The primary colors for the Applebee's brandmark are Pantone 1805 C and Pantone 376 C. The same colors should be used for both configurations.

Two colors.

For the two color versions, the brandmark may only be reproduced in Pantone 376 C for the Logotype, and Pantone 1805 C for the apple. The combination of these two colors, symbolizing joy and creates a color representation of the brandmark attributes.

One color.

When only one color is available, the brandmark may only be reproduced in color black.

Reverse.

For the reverse version, the brandmark may be reversed from a block color using black. It should be used when it is necessary and beneficial to reverse the logo out of a dark background. The brandmark appears as white.

	PMS	CMYK	RGB	Hex	Paint
	1805 C	C9 M96 Y76 K21	R175 G39 B47	AF272F	MP00219
	376 C	C54 M0 Y100 K0	R132 G189 B0	84BD00	MP00484



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Secondary Color Palette.

The secondary color palette is built around the colors from the first color palette, such as green and red, but in different tones. One different colors that is added to this secondary color palette, beige. These colors have been chosen because they complement the first colors palette and for their ability to convey an image that is consistent with the brandmark.

The secondary color palette is for use on internal and external visual applications, such as: interior design (Ex: carpets, fabrics, and wall papers) and exterior design (Ex: window awnings, color of the building and parking lot signage). Use colors individually or in combination

The secondary color palette includes Black solid, Pantone 1805 C, Pantone 376 C and Pantone 1805 C. Please, carefully consider any deviation and maintain consistency whenever possible.

Please reproduce the brandmark only these colors.

Uniform.

The color of uniforms is color black.

Interior Design.

Interior design includes carpet, wallpaper and fabrics of the place. For this environment, the colors are the Pantone 1805 C, the Pantone 376 C and the Pantone 1805 C. For the carpet and cushion's fabric the Pantone is 1805 C. For the wallpaper the Pantone is 376 C and the Pantone 1805.

Exterior Design.

Exterior design includes window awnings, color of the building and parking lot signage. For this environment the colors are the Pantone 1805 C, the Pantone 376 C and the Pantone 1805 C. For the window awnings fabric, use the Pantone 1805 C, Pantone 376 C and the Pantone 1805. For the color of the building, use the Pantone 1805 C. For the parking lot signage, use the Pantone 376 C.

	PMS	CMYK	RGB	Hex	Paint
	202 C	C9 M100 Y64 K48	R134 G38 B51	862633C	MP00241
	378 C	C41 M11 Y99 K64	R89 G98 B29	59621D	MP00486
	468 C	C6 M13 Y41 K4	R221 G203 B164	DDCBA4	MP00612

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Typography.

Consistent use of typography helps ensure unity of image.

Primary Font Family.

The Gill Sans family has been chosen as the primary font for Applebee's communications. This font allows for flexibility and creative expression in text and display; in the same way, this font is free and available for both, Windows and Macintosh platforms. Gill Sans is a clean and remarkably legible font, made from the roman letterforms and not from geometric shapes. Gill Sans has a more pronounced contrast in stroke widths than most sans serif fonts, making the design more appealing to the eye. Also, Gill Sans is available in a wide variety of weights and styles.

This font is intended for primary messaging and is going to be used for most of the company communication systems, from the stationery system, such as newsletter, business cards and letterhead, to the advertising products such as menus, flyers and product packaging.

Gill Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Gill Sans Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Gill Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Gill Sans Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Gill Sans Ultra Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

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Secondary Font Family.

A good complementary font is Palatino. Palatino is a very casual serif font, which work very well for text and captions use, and is very readable to the human eye. Palatino is an effective alternative font family for the primary font family and is going to be used in cases where the primary font is unavailable for use or there are issues regarding readability or printing, or as a complementary font on menus and digital media. Palatino is available for both, Windows and Macintosh platforms.

Palatino Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Palatino Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Palatino Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

Palatino Bold Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Ww Xx Yy Zz 0123456789

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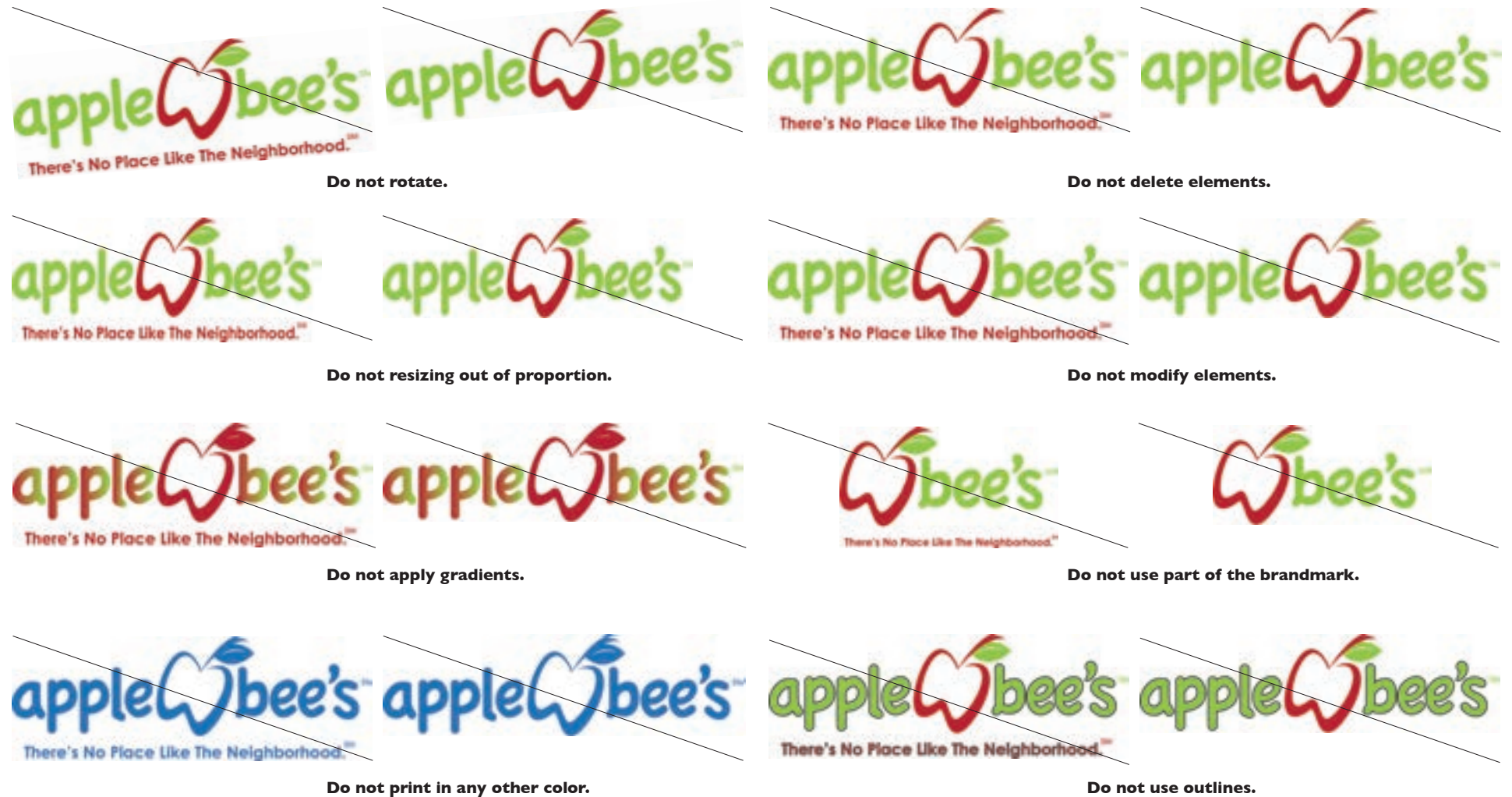
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Incorrect Brandmark Usage.

Incorrect use of the Applebee's brandmark compromises its integrity and effectiveness. The integrity of the Applebee's brandmark must be respected at all times. To ensure the Applebee's brandmark, never alter. Any modification of the Applebee's brandmark could confuse its meaning and diminish its impact. There are eight ways of brandmark incorrect usage, among them:

- Do not rotate the brandmark.
- Do not resizing out of proportion the brandmark.
- Do not apply gradients in the brandmark.
- Do not delete elements of the brandmark.
- Do not modify elements of the brandmark.
- Do not use part of the brandmark.
- Do not use outlines.



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Stationery.

The stationery system is an essential part of the Applebee's brandmark. Is composed of letterhead sheets, envelopes, business cards and facsimile sheets.

Letterhead.

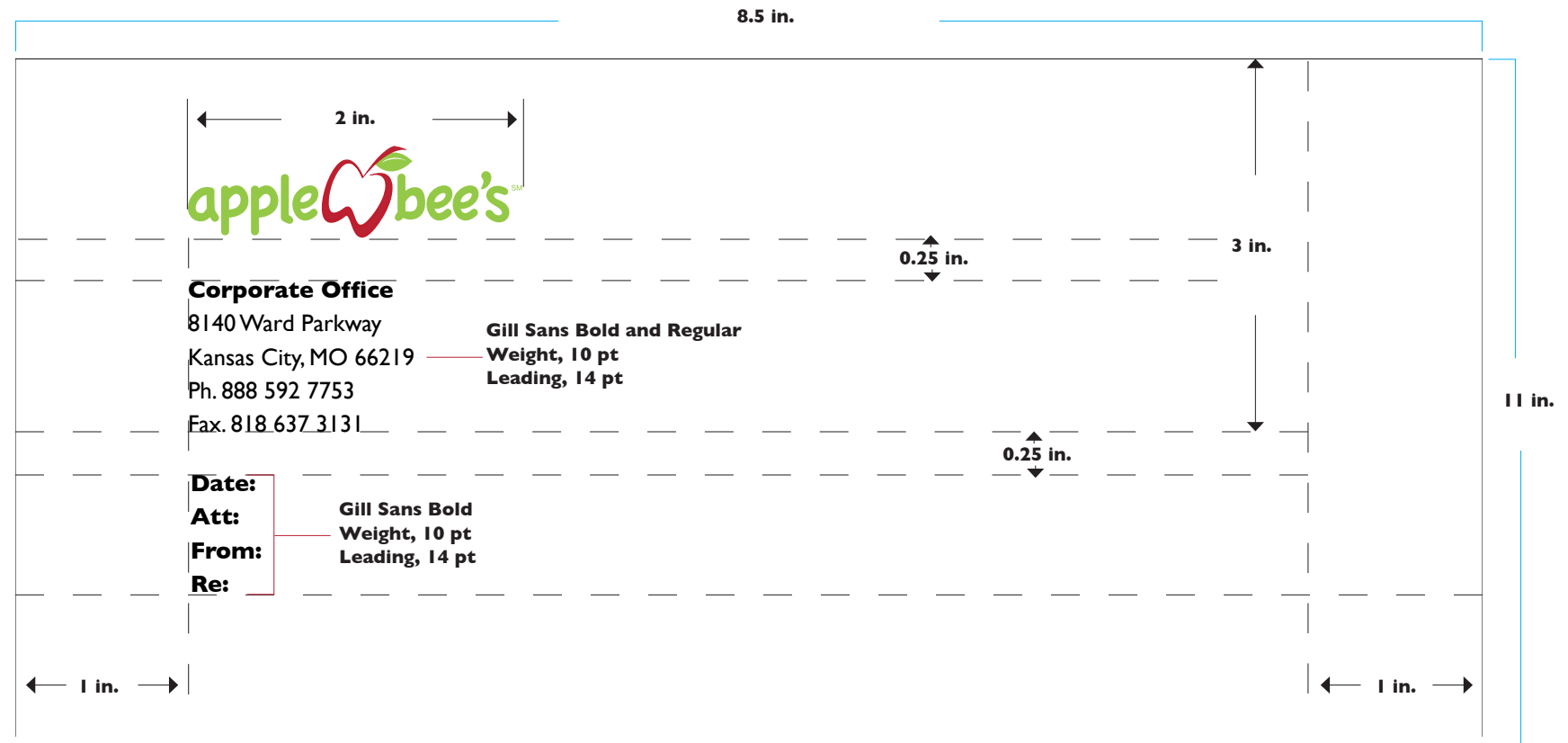
The letterhead must be a letter size: 8.5 inches x 11 inches, and set up by the following margins: 3 inches to the top, 2 inches to the bottom, and 1 inches to the left and right sides.

Brandmark.

The letterhead sheet uses the second configuration of the brandmark reduced at 2 inches size. The margin to place the brandmark is 0.5 inches from the top and 1 inches from the left. The brandmark must be aligned to the left and must be printed in the two-colors configuration.

Text.

The text on the letterhead is composed of three body text and the font used is the first font family Gill Sans. The first body text is composed for the address, which is Gill Sans Bold for the first line and Gill Sans Regular for the rest of the lines at 10 pt size and leading at 14 pt sizes. The margin to place the address is 1.25 inches to the top, and 1 inch to the right. The address must be aligned to the left and printed in black. The second body text is the header, which uses Gill Sans Bold at 10 pt size and leading 14 pt size. The margin to place the header is 2.25 inches to the top, and 1 inches to the left. The header must be aligned to the left and printed in black. The third body text should be the body copy, which must be Gill Sans Regular at 12 pt size and leading at 16 pt size.



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Envelopes.

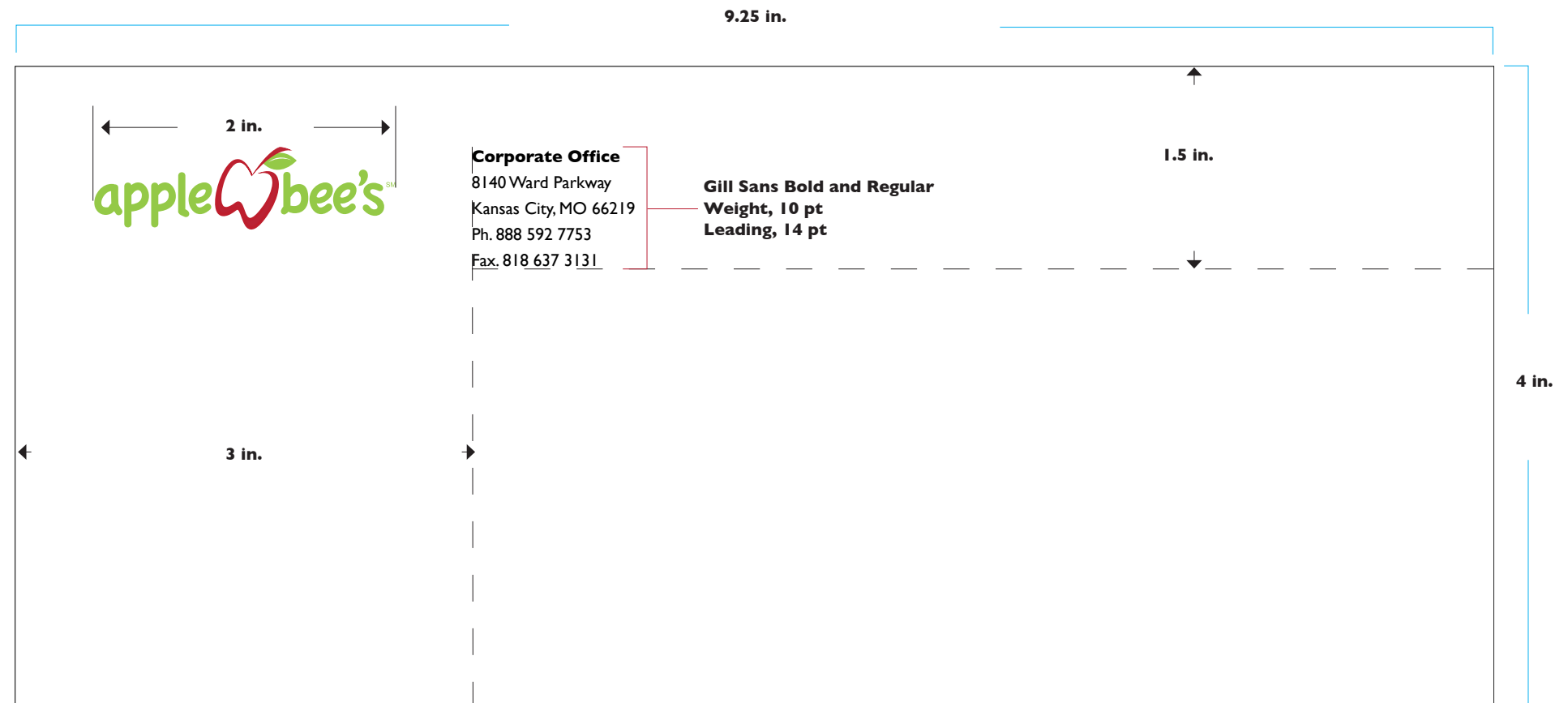
The envelope must be a number 10 envelope, size: 9.25 inches x 4 in. The envelope must be set up by the following margins: 0.5 inches from the top, and left side.

Brandmark.

The envelope use the second configuration of the brandmark reduced at 2 inches size. The margin to place the brandmark is 0.5 inches from the top and left side. The brandmark must be aligned to the left and printed in two colors configuration.

Text.

The text on the envelope is composed for one body text and the font used is the first font family Gill Sans. The body text is the address, which use Gill Sans Bold for the first line and Gill Sans Regular for the rest of the lines at 10 pt sizes and leading at 14 pt size. The margin to place the address is 0.5 inches from the top, and 0.5 inches from the right size of the brandmark. The address must be aligned to the left and printed in color black.



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Business Card.

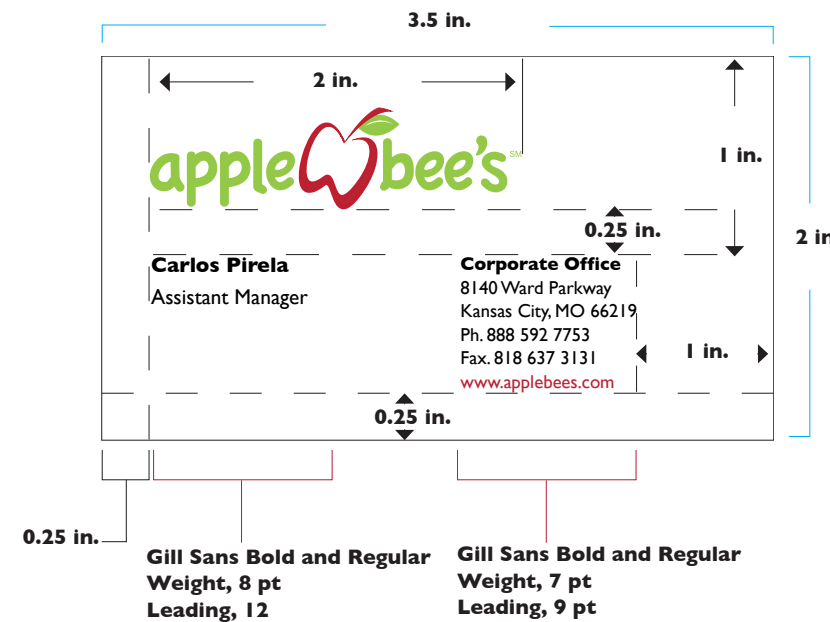
The business card must be a regular size for business card: 3.5 inches x 2 inches. The business card must be set up by the following margins: 0.25 inches from the top, bottom, left and right sides.

Brandmark.

The business card uses the second configuration of the brandmark reduced at 2 inches size. The margin to place the brandmark is 0.25 inches on the left and top sides. The brandmark must be aligned to the left and printed in full color.

Text.

The text on the business card is composed for two-body text and the font used is the first font family Gill Sans. The first body text is composed for the identification name and charge, which is Gill Sans Bold for the first line, and Gill Sans Regular for the second one at 8 pt size and leading at 12 size. The margin to place the name and charge is 1 inch from the top, and 0.25 inches from the left. The name and charge must be aligned to the left and printed in black. The second body text is the address which use Gill Sans Bold for the first line and Gill Sans Regular for the rest of the lines at 7 pt size and leading at 9 pt size. The margin to place the address is 1 inch from the top, and 0.75 inches from the right. The address must be aligned to the right and printed in color black. For business cards the web site address should be included and printed in Pantone 1805 C.



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Facsimile.

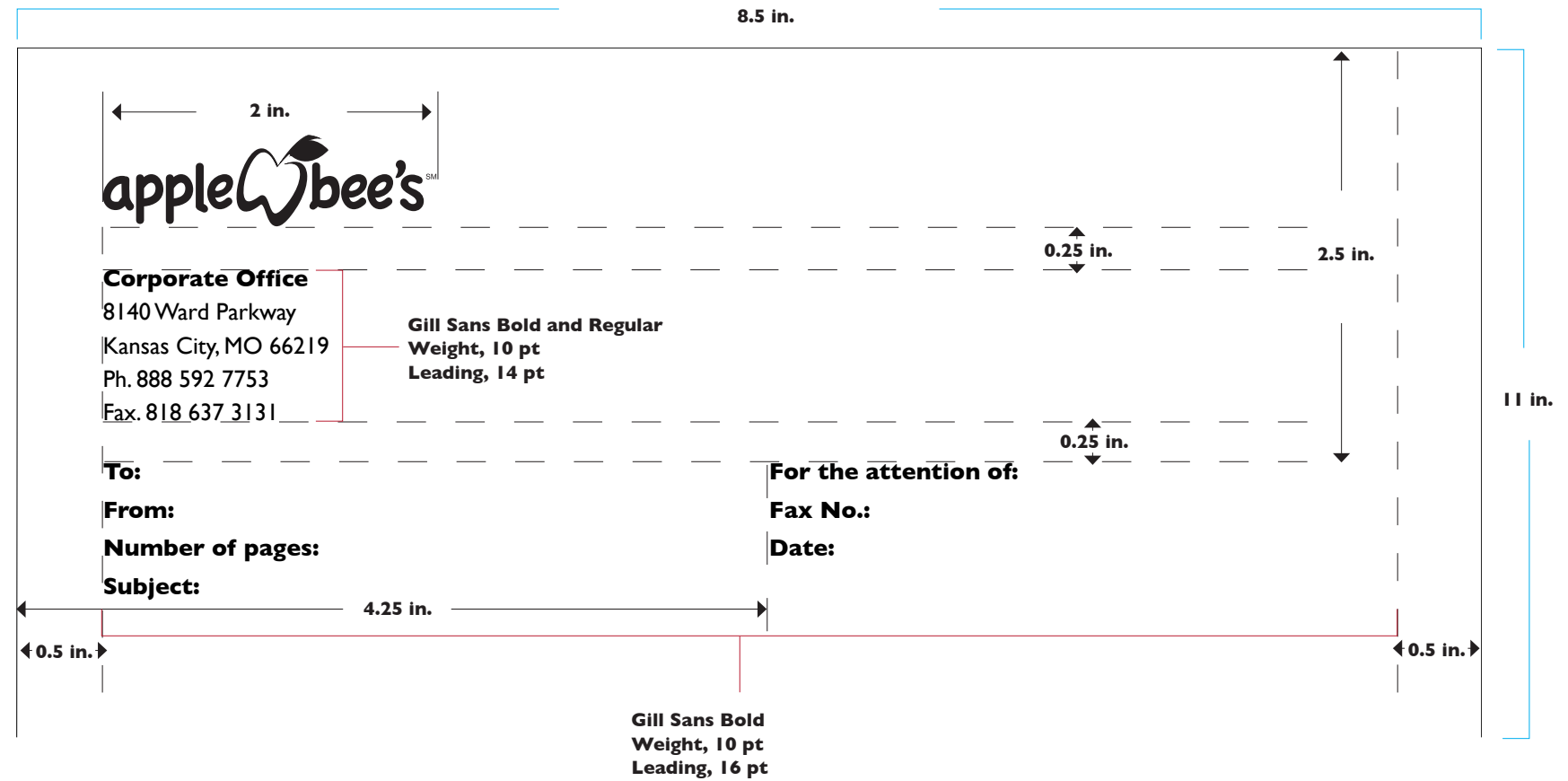
The facsimile must be letter size: 8.5 inches x 11 inches. The facsimile must be set up by the following margins: 2.25 inches to the top, 1 inch to the bottom, and 0.5 inches to the left and right sides. The facsimile has two parts: brandmark and text.

Brandmark.

The facsimile use the second configuration of the brandmark reduced at 2 inches in size. The margin to place the brandmark is 0.5 inches to the top and left side. The brandmark must align to the left and printed in one color black.

Text.

The text on the facsimile is composed of three-body text and the font used is the first font family Gill Sans. The first body text is the address, which is Gill Sans Bold for the first line and Gill Sans Regular for the rest of the lines at 10 pt size and leading at 14 pt size. The margin to place the address is 1.25 inches from the top, and 0.5 inches from the left. The address must be aligned to the left and printed in black. The second body text is the header, which uses Gill Sans Bold at 10 pt size and leading at 16 pt size. The margin to place the header is 2.25 inches from the top, and 0.5 inches from the left. The header must be aligned to the left and printed in black. The third body text should be the body copy, which should be Gill Sans Regular at 12 pt size and leading 16 pt sizes. The body copy must be aligned to the left and printed in black.



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Building Exterior.

The image on the right shows an example of the correct usage of the brandmark on a building exterior, which always must be placed using the clear space determined by the "X".

Rules.

Building exteriors use the first configuration of the brandmark. The brandmark size may vary depend on the size of the building. The brandmark should always be positioned using the "X" length around the brandmark respecting the clear space. The brandmark could be internally illuminated or printed in a poster. The brandmark should always be presented in their two colors configuration.



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Monument Signage.

The image on the right shows an example of the correct usage of the brandmark on monument street signage, which always must be placed using the clear space determined by the "X".

Rules.

Monument signage use the second configuration of the brandmark. The brandmark size may vary depending on the size of the signage. The brandmark should always be positioned using the "X" length around the brandmark respecting the clear space. The brandmark could be internally illuminated or printed in a poster. The brandmark should always be presented in their two colors configuration.



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Building Interior.

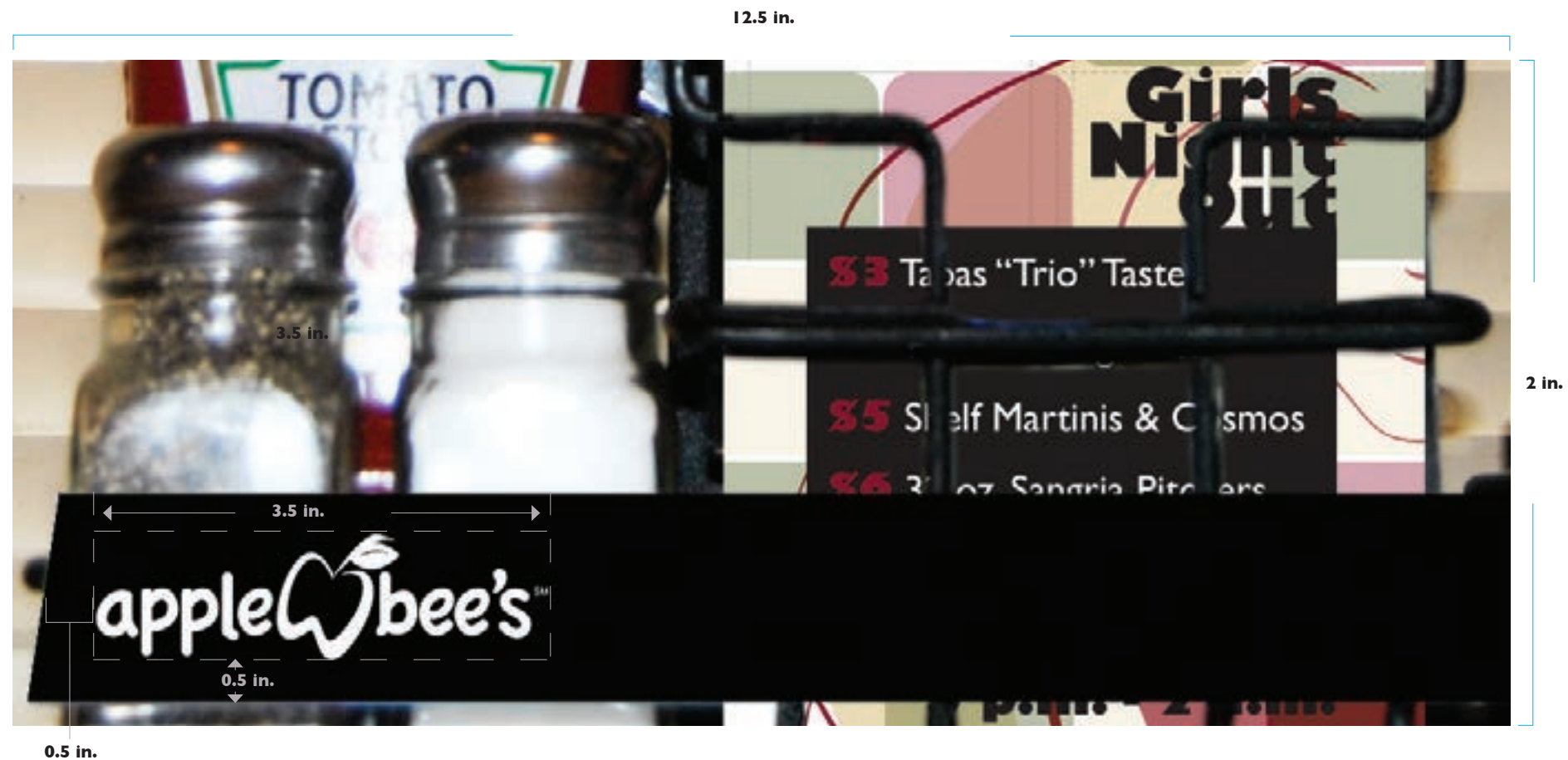
The image on the right shows an example of the correct usage of the brandmark on building interior.

Rules.

Building interiors use the second configuration of the brandmark. The brandmark size may vary depending on the size of the object the brandmark will be placed on. The brandmark must always have a clear space all around the brandmark, for objects who has incontrollable sizes. In the same way, for objects with controllable sizes, the brandmark must always placed respecting the minimum size of the brandmark. The brandmark could be positioned free, respecting the rules. The brandmark could be printed on any of their color configuration, such as one color, reverse or two colors configuration, depending on the placement.

Point of Purchase Display.

Point of purchase display uses the first configuration of the brandmark in their reverse color configuration. The brandmark should be positioned 0.5 inches from top, bottom and left sides, and aligned left. The size of the point of purchase is 12.5 inches by 2 inches.



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Menu.

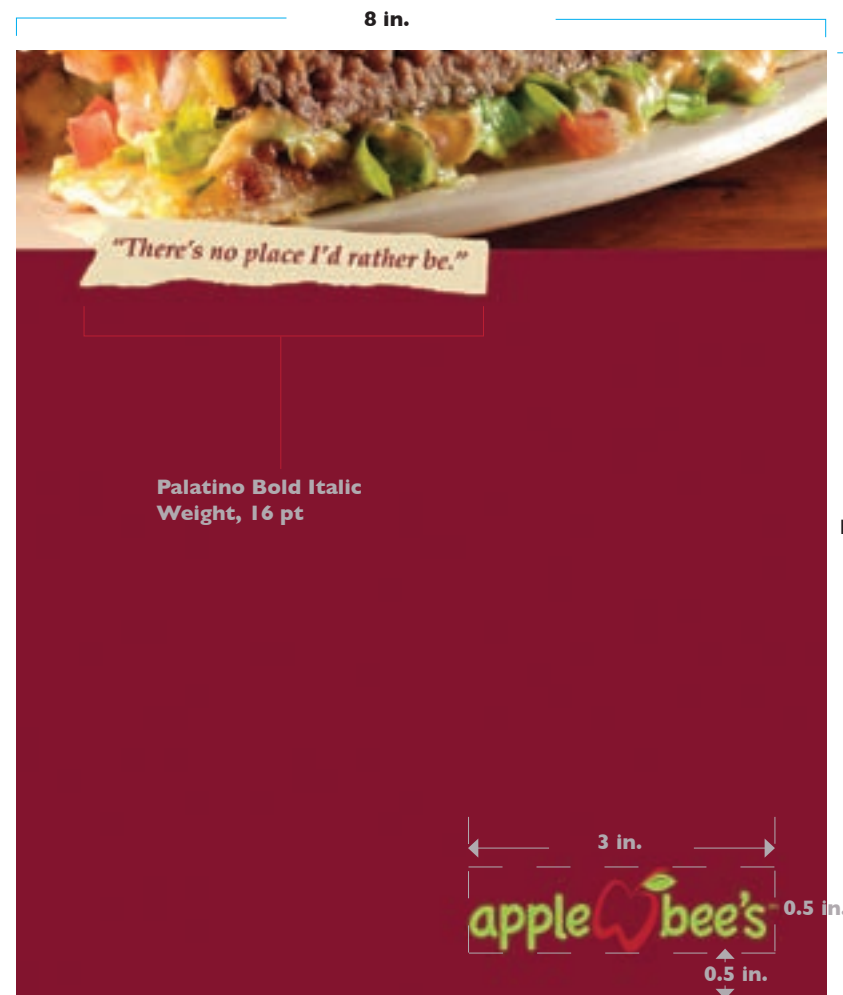
Menus use the second configuration of the brandmark. The brandmark size may vary depending on the size of menu where the brandmark will be placed on. The brandmark must always be placed respecting their minimum size. The brandmark could be positioned free, respecting the rules. The brandmark must be printed in their two colors configuration. Food menus should be used the first font family and the second family in some cases as a complementary font.

Food Menu.

The food menu is based on the second color palette, and printed in two colors, Pantone 202 C and Pantone 468 C. The brandmark is placed on the bottom right side of the menu cover, reduced to their 3 inches size, and printed in their two colors configuration. The brandmark should be positioned 0.5 inches from the bottom and right sides, and aligned right. The size of the food menu is 8 inches by 13 inches.

Drink Menus.

The drink menu is based on the secondary color palette, and printed in two colors, Pantone 376 C and Pantone 202 C. The brandmark is placed on the top left side of the menu cover, reduced to their 3 inches configuration and printed in their two colors configuration. The brandmark should be positioned 0.5 inches from the top and left sides, and 5 inches from the right side, and aligned left. The size of the drink menu is 9 inches by 7 inches.



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Private Label Packaging.

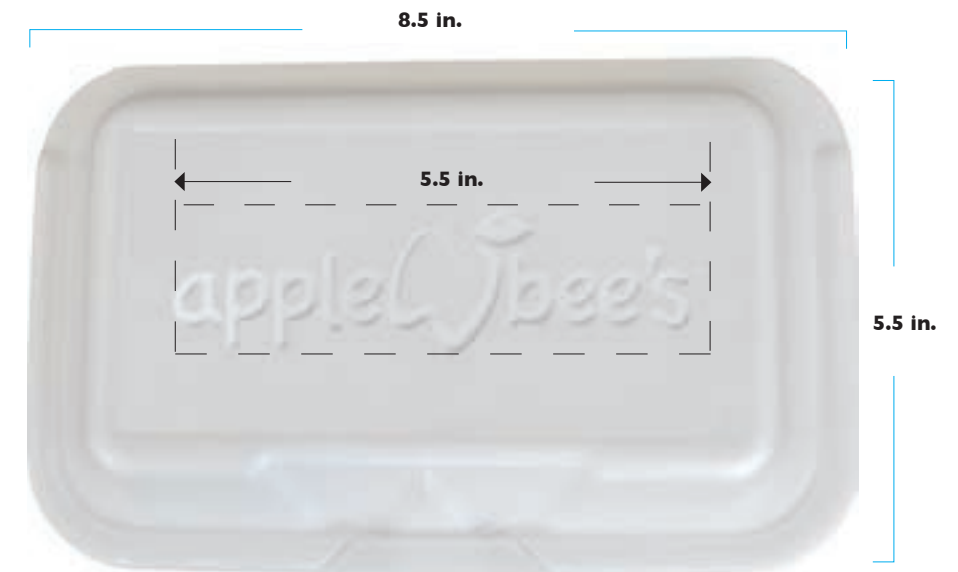
The packaging of the brandmark is determined by bags, foam boxes for food, sugar packets and napkins. The following image shows an example of the correct usage of the brandmark on packaging.

Bags.

Bags use the first configuration of the brandmark in their two-color configuration and reduce at 10.5 inches size. The brandmark should be positioned 1.5 inches from the top and aligned center. The size for the bags is 12.63 inches x 21.75 inches.

Foam Box.

Foam boxes use the second configuration of the brandmark in their one color configuration and reduce at 5.5 inches size. The brandmark should be positioned and aligned center. The size for the box is 8.5 inches x 5.5 inches.



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Sugar Packets.

Sugar packets use the second configuration of the brandmark in their two-color configuration and reduce at 2 inches size. The brandmark should be positioned 0.25 inches from the bottom, and aligned center. Then 0.25 inches from the brandmark, is positioned and aligned center the words "Pure Sugar", using Gill Sans Bold for the font, 8 pt for the weight, and Pantone 376 C for the color. The size for the sugar packets is 2.5 inches. x 1.5 inches.

Napkins.

Napkins use the second configuration of the brandmark in their two-color configuration at 2.25 inch size. The brandmark should be positioned 1.25 inches from the bottom, and 1 inches from the left side. The size of the napkin is 4.75 inches x 4.75 inches.



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Uniforms.

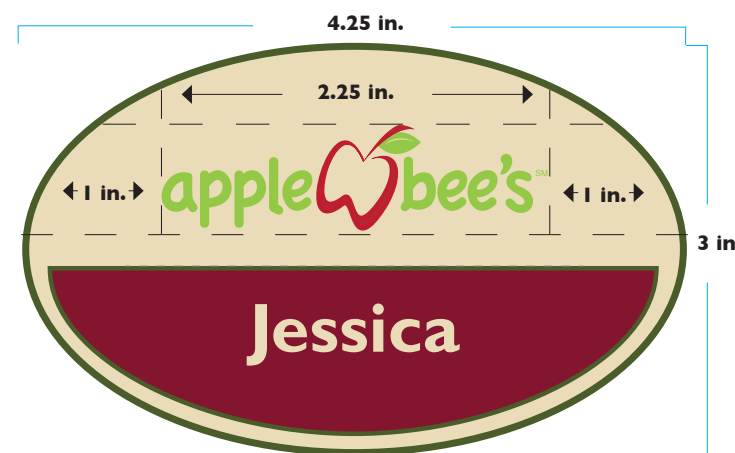
The uniforms are determined by aprons for the servers and identification pin for all the employees. Servers should be dressed in black attire. Managers should wear black pants with a black shirt.

Apron.

Aprons use the the second configuration of the brandmark in their two color configuration and reduce at 5 inches size. The brandmark should be positioned on the bottom of the left pocket of the apron, 1 inch from the bottom, and right side. The size for the apron is 28 inches x 12 inches.

Pin.

Pins use the second configuration of the brandmark in their two-color configuration and reduce at 2.25 inches size. The brandmark should be positioned 0.5 inches to the top, 1.5 inches to the bottom and 1 inch from left and right side and aligned center. The employee name should be positioned 0.5 inches to the bottom, 0.5 inches to the brandmark, and aligned center, using Gill Sans MT Bold font at 30 pt for the letters and Pantone 468 C for the color. The size for the pin is 4 inches x 3 inches. The colors for the pins are Pantone 468 C for the entire oval, Pantone 202 C for the semi oval and Pantone 378 C for the borders.



Gill Sans MT Bold
Weight, 30 pt



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Receipts.

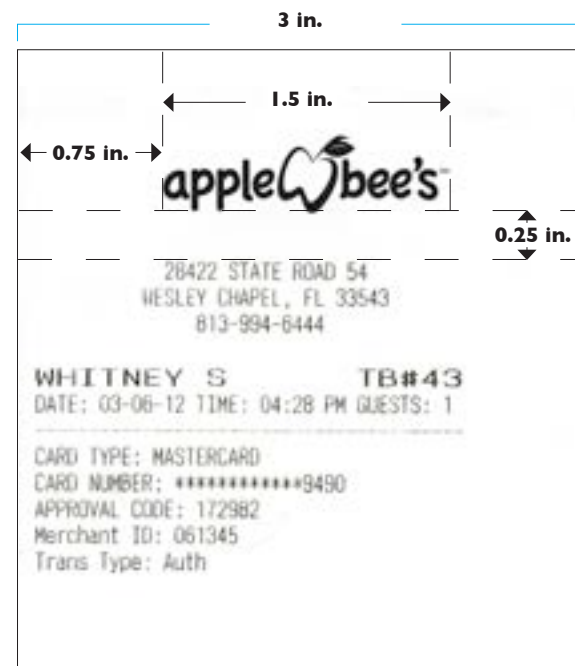
The uniforms are determined by aprons for the servers and identification pin for all the employees including the servers. Servers should be dressed in black attire. Managers should wear black pants with a black shirt.

Receipts.

Receipts use the second configuration of the brandmark in their one color configuration black and reduce at 1.5 inches size. The brandmark should be positioned at the top, 0.25 inches above of the address, 0.75 inches to the left and right sides and aligned center. The receipt size is 3 inches width.

Receipt Holder.

Receipt holder use the reverse configuration of the brandmark and reduce at 3 inches size. The brandmark should be positioned at the top, 0.5 inches to the bottom, left and right sides, and aligned center. The size for the receipt holder is 4.25 inches x 7.25 inches. The color for the receipt holder is black.



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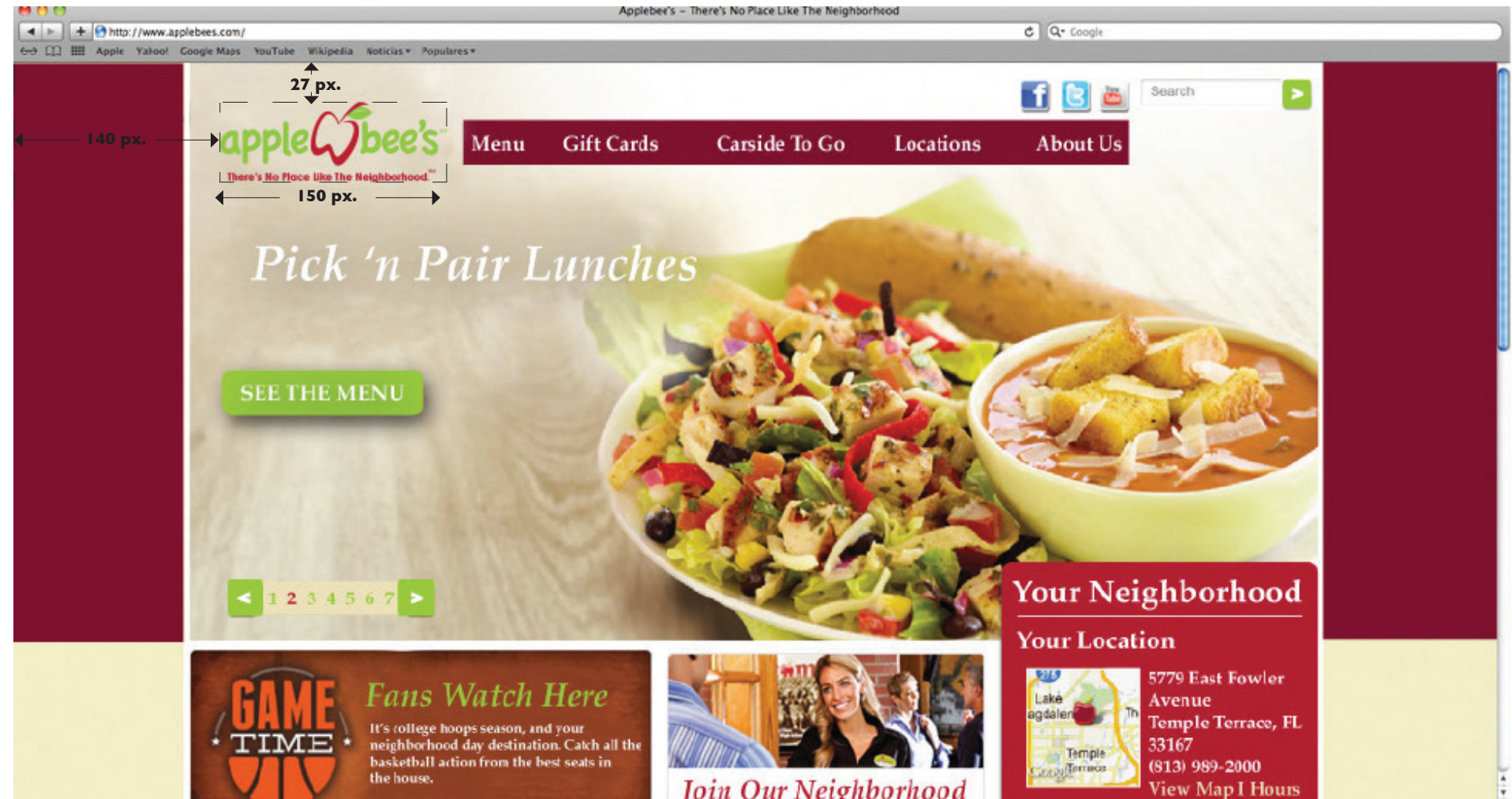
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Websites.

Applebee's offer to their customers an informative website about their products, services and promotions. Applebee's website show their first configuration of the brandmark at the top left corner of each page. The brandmark is presented in their two colors configuration, and reduce at 150 pixels x 50 pixels. The website should use the secondary font family conformed by Palatino. The colors of the website are base on the primary and secondary color palette, using the Pantones 1805 C, 376 C, 202 C, 378 C and 468 C.



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