



# BRAND IDENTITY GUIDELINES

VERSION 1.0 (INTERIM) - 12/11/17

FOR MORE INFORMATION CONTACT:

**JEFF JENKINS**  
CKE RESTAURANTS HOLDINGS, INC.  
CHIEF MARKETING OFFICER

CKE Restaurants Holdings, Inc.  
6700 Tower Circle, Suite 1000  
Franklin, TN 37067

P: +1 (615) 538 9270  
E: [jjenkins@ckr.com](mailto:jjenkins@ckr.com)

**CHRIS CHONG**  
REDCACTUS DESIGN  
CHIEF EXECUTIVE OFFICER

GCF Centre, 12 Churton Street,  
Parnell, Auckland 1052  
New Zealand

P: +64 9 303 2247  
E: [chris@redcactus.co.nz](mailto:chris@redcactus.co.nz)



# CONTENTS

---

**PRIMARY BRAND ASSET: (A) HAPPY STAR ICON**

**(B) SINGLE LOGO IDENTITY**

**(C) SINGLE LOGO IDENTITY STACKED**

**(D) DUAL LOGO IDENTITY**

**COLOR GUIDE**

# PRIMARY BRAND ASSET: (A) HAPPY STAR ICON

## PRIMARY BRAND ASSET: HAPPY STAR

The 'Happy Star' logo has been specifically designed as a graphic unit. It should never be altered from its original form in any way. It should always be reduced or enlarged in proportion, and only reproduced on the shown angle.



## CORRECT LOGO USAGE: ON COLOR



ON LIGHT BACKGROUND



ON DARK BACKGROUND (REVERSED)  
When the logo is used on a dark background, the registration mark becomes white.

## BRAND COLORS:

To ensure consistency across all brand applications, these colors should be used:



For further direction on correct color use, see Brand Color Guide page

# PRIMARY BRAND ASSET: (A) HAPPY STAR ICON

## AREA OF ISOLATION:

This area is a nominated, measured clear space based on the 'nose width' of the 'Happy Star' face. The 'nose' should be placed at the furthest edges of the star to guide the clearance area.

This area relates to the clear space required when using the 'Happy Star' logo with other logos, objects or text.

Rotate 90°



\*Clearance taken from nose width at a 17° angle

## RECOMMENDED MINIMUM SIZE:

To ensure clear depiction of the logo, ensure that the scale never goes under the following minimum size.

The 'R' registration mark should be scaled visually to retain legibility.

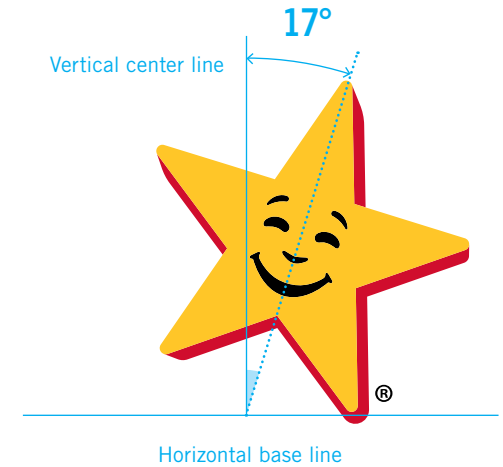
21mm/0.83"



\*Minimum size is taken by measuring the highest and lowest point of the Happy Star

## HAPPY STAR ANGLE

Happy Star should always appear on a 17° angle.



## LOGO MISUSE:



Never deviate from the designated 17° angle.



Never stretch or warp.



Never reposition logo elements.



Never change logo colors.



While logo may be used on background color or photo, all logo elements should always be clearly visible.

# PRIMARY BRAND ASSET: (B) SINGLE LOGO IDENTITY

## PRIMARY BRAND ASSET: SINGLE LOGO IDENTITY

The 'Carl's Jr.' and 'Hardee's' brand identities have been specifically designed as graphic units. They should never be altered from their original form in any way. They should always be reduced or enlarged in proportion, and should only be reproduced on a horizontal plane.



## CORRECT LOGO USAGE: ON COLOR



ON LIGHT BACKGROUND



ON DARK BACKGROUND (REVERSED)  
When the logo is used on a dark background, the registration mark and logotype become white.

## BRAND COLORS:

To ensure consistency across all brand applications, these colors should be used:



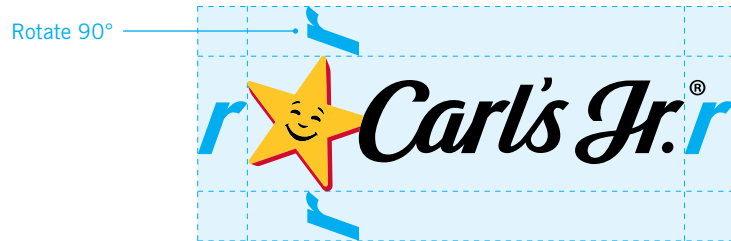
For further direction on correct color use, see Brand Color Guide page

# PRIMARY BRAND ASSET: (B) SINGLE LOGO IDENTITY

## AREA OF ISOLATION:

This area is a nominated, measured clear space based on the letter 'R' of the brand mark. The 'R' should be placed at the furthest edges of the brand to guide the clearance area.

This area relates to the clear space required when using either brand identity with other logos, objects or text.



## RECOMMENDED MINIMUM SIZE:

To ensure clear depiction of both logos, ensure that the scale never goes under the following minimum size.

The 'R' registration mark should be scaled visually to retain legibility.



\*Minimum size is taken by measuring the highest and lowest point of the Happy Star

## LOGO ANGLE:

Both brand identities should always appear on a horizontal plane.



## LOGO MISUSE: (APPLIES TO BOTH BRAND MARKS)



Never alter the angle.



Never stretch or warp.



Never reposition logo elements.



Never change logo colors.



While the logos may be used on a background color or photo, all elements should always be clearly visible.

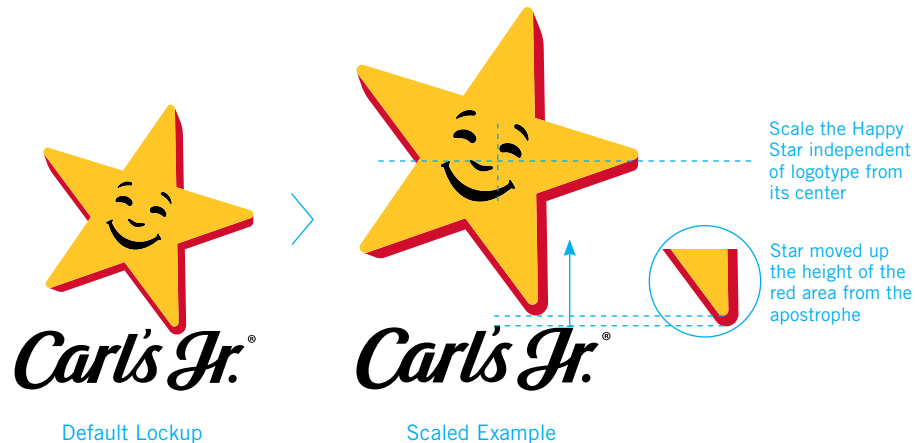
# PRIMARY BRAND ASSET: (C) SINGLE LOGO IDENTITY STACKED

## PRIMARY BRAND ASSET: SINGLE LOGO IDENTITY STACKED

The 'Carl's Jr.' and 'Hardee's' brand identities have been specifically designed as graphic units. They should never be altered from their original form in any way. They should always be reduced or enlarged in proportion, and should only be reproduced on a horizontal plane.



The 'Carl's Jr.' and 'Hardee's' Stacked Logo Identities allow for scaling of the Happy Star independent of the logo type. Happy Star to be scaled **UP** only. The Happy Star should not be scaled to a size that makes the logo look visually unbalanced.



## CORRECT LOGO USAGE: ON COLOR



ON LIGHT BACKGROUND



ON DARK BACKGROUND (REVERSED)  
When the logo is used on a dark background, the registration mark and logotype become white.

## BRAND COLORS:

To ensure consistency across all brand applications, these colors should be used:



For further direction on correct color use, see Brand Color Guide page



# PRIMARY BRAND ASSET: (C) SINGLE LOGO IDENTITY STACKED

## AREA OF ISOLATION:

This area is a nominated, measured clear space based on the letter 'R' of the brand mark. The 'R' should be placed at the furthest edges of the brand to guide the clearance area.

This area relates to the clear space required when using either stacked brand identity with other logos, objects or text.



## RECOMMENDED MINIMUM SIZE:

To ensure clear depiction of both logos, ensure that the scale never goes under the following minimum size.

The 'R' registration mark should be scaled visually to retain legibility.



## LOGO ANGLE:

Both brand identities should always appear on a horizontal plane.



## LOGO MISUSE: (APPLIES TO BOTH BRAND MARKS)



Never alter the angle.



Never stretch or warp.



Never reposition logo elements.



Never change logo colors.



While the logos may be used on a background color or photo, all elements should always be clearly visible.



# PRIMARY BRAND ASSET: (D) DUAL LOGO IDENTITY

## PRIMARY BRAND ASSET: DUAL LOCKUP IDENTITY

The 'Carl's Jr./Hardee's' dual brand identity has been specifically designed as a graphic unit. It should never be altered from its original form in any way. It should always be reduced or enlarged in proportion, and should only be reproduced on a horizontal plane.



### CORRECT LOGO USAGE: ON COLOR



ON LIGHT BACKGROUND

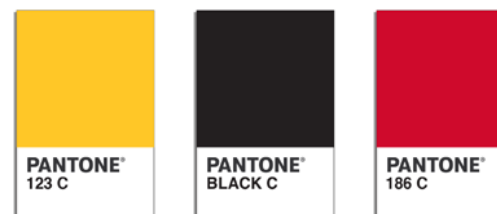


ON DARK BACKGROUND (REVERSED)

When the logo is used on a dark background, the registration mark and logotype become white.

### BRAND COLORS:

To ensure consistency across all brand applications, these colors should be used:



For further direction on correct color use, see [Brand Color Guide](#) page

# PRIMARY BRAND ASSET: (D) DUAL LOGO IDENTITY

## AREA OF ISOLATION:

This area is a nominated, measured clear space based on the letter 'R' of the brand mark. The 'R' should be placed at the furthest edges of the brand to guide the clearance area.

This area relates to the clear space required when using the dual lockup brand identity with other logos, objects or text.



## RECOMMENDED MINIMUM SIZE:

To ensure clear depiction of the logo, ensure that the scale never goes under the following minimum size.

The 'R' registration mark should be scaled visually to retain legibility.



## LOGO ANGLE:

Dual lockup logo should always appear on a horizontal plane.



## LOGO MISUSE:



# PRIMARY BRAND ASSET: COLOR GUIDE

To ensure consistency across all brand applications, the correct colors and their breakdowns are listed below.

## PRIMARY: LEADING YELLOW



**C:** 0    **R:** 255  
**M:** 19    **G:** 198  
**Y:** 89    **B:** 39  
**K:** 0

**HEX/HTML:** FFC627

Yellow is our most ownable color and should be used generously when representing the brand.

## PRIMARY: STRONG BLACK



**C:** 0    **R:** 35  
**M:** 0    **G:** 31  
**Y:** 0    **B:** 32  
**K:** 100

**HEX/HTML:** 231F20

Black is our grounding color. It should be used to balance out and bring the yellow forward.

## SECONDARY: FRESH RED



**C:** 2    **R:** 207  
**M:** 100    **G:** 10  
**Y:** 85    **B:** 44  
**K:** 6

**HEX/HTML:** CF0A2C

Red is our accent color. It should be used sparingly to bring life and energy to our palette.

# THANKS

---

Copyright © – Redcactus Design Limited reserves copyright to all ideas, design and printed material contained in this presentation. Full permission must be granted by Redcactus Design Limited to reproduce any of the ideas, designs or printed material within this presentation. Full payment must be received before usage will be granted.

Redcactus™