

# BURGER KING® BRAND PARTNERS GUIDELINES

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Burger King Corporation, 5707 Blue Lagoon Drive,  
Miami, Florida 33126, Attn: Legal Department

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# INTRODUCTION

## Introduction

**This is the Burger King® Brand Identity Guide. It sets out who we are, what we stand for, how we talk and how we look, whenever and wherever BK® shows up in the world.**

**It's both a practical guide to help ensure brand materials and communications are developed consistently and cohesively as well as a document for on-boarding people who are new to the brand. So welcome — please dive right on in.**

# OUR STORY

## Our Story

**Since we first opened in 1954, two things have always been true:**

- 1. We want to give people the very best flame-grilled burgers.**
- 2. We want people to Have It Your Way®.**

**Today, we have a bold new commitment to our food as we seek to give people products that taste better than ever and are better for them and the planet.**

**That commitment is reflected in every aspect of the guest experience: in our visual design, our restaurant design and across the entire digital experience.**

## Our Story

**The idea of Have It Your Way® is no longer just an invitation to customize your food, but an encouragement to live your life, whatever and however that may be.**

**Being an individual, always authentically true to yourself — that's the BK® way.**



# DESIGN STRATEGY

Our existing brand positioning and personality  
is maintained throughout the Visual Identity Design.

## Brand Positioning

# Authenticity of food & people

**This is what lies at the heart of the brand and its promise of “Your Way”: in a world of standardization, inauthenticity and fakeness, we are a place where you can be exactly who you are and enjoy food that is real, honest and truly delicious.**

## Design Approach

**Design is one of the most essential tools we have for communicating who we are and what we value. But it also plays a vital role in creating desire for our food and maximizing the experience.**

**So as we approached the new design identity, we wanted it to communicate not just our individual, authentic character but our love of, and commitment to our food. We wanted to use design to get people to crave our food; to communicate its freshness, its flame-grilling perfection and above all, its taste. We don't know if it's possible to eat design, but if it is, we hope people will want to devour ours.**

## Design Approach

# Make our brand and our food even more craveable

**Put simply, we want everything we do to evoke the great taste of our food; whether that's the way we use color, how we photograph products, the shapes and forms of our fonts or the style of illustration we've created.**

**We've also been inspired by our heritage, the iconic status of the brand and its original logo. We have carried some of that era through to our designs today. It's a mix of our authentic past and our new exciting future.**

## Creative Idea

# Your Way, Way Better

**Our creative approach reflects what we're doing with our food. We want to use design help close the gap between the negative perceptions a lot of people have of fast food, and the positive reality of our food story by making the brand feel less synthetic, artificial and cheap, and more real, crave-able and tasty.**

**Substantiated by our fresh-cut ingredients, no artificial additives or preservatives, plant-based offerings and more, we want to use design to help drive reappraisal of our food, and help people see that BK is making a big leap forward.**

## Design Principles

Actionable principles that guide how we look and feel across everything we do.

These four principles capture the unique characteristics of the Burger King® brand that differentiates us from anyone else.

- 1. Mouthwatering**
- 2. Big & Bold**
- 3. Playfully Irreverent**
- 4. Proudly True**

# 1. Mouthwatering

**We're proud of our food  
and it looks good enough  
to eat.**

**Our brand elements  
burst with taste  
and flavor.**



## 2. Big & Bold

**Confident and direct: we play with scale using macro photography and a focus on details.**

**Colors are unapologetically full and rich.**





# 3. Playfully Irreverent

Full of personality, we're witty, warm and fun and don't take ourselves too seriously. But we're nobody's fool—we're provocative, disruptive and unafraid to shake up the norm.



# 4. Proudly True

**Always authentic and true to ourselves, our heritage, our people and the food. We're not ashamed of imperfections and never rigid or overly-crafted.**



# VERBAL IDENTITY

## Verbal Identity

**They say you should always think of brands like people, and so if that's true, then what we say and how we say it is as important in shaping how people think of us as what we do and how we look.**

**So think of this as a guide that helps us maintain a consistent voice everywhere we speak: from social media to merchandising to communications.**

## Verbal Identity

**Of course, it is just that: a guide — not a long list of rules. Because, like people, we know that we'll need to flex our voice a little for different situations: a little wittier here, a little more direct there. And so we hope this arms you with just the right amount of information to go off into the world and be truly, authentically BK®, wherever that may be.**

## Characteristics

From our Design Principles, our Tone of Voice is born.

These four characteristics define how we talk, wherever we are, with the degree to which they do so changing based on platform and audience.

- 1. Enthusiastic**
- 2. Confident**
- 3. Witty**
- 4. Approachable**

# 1. Enthusiastic

**We unashamedly revel in our food and its deliciousness with bold, upbeat adjectives that describe the taste, look and texture.**

**We can be energetic but **not** manic**  
**We can be excited but **not** naive**  
**We can be spirited but **not** childish**

Examples:

Do

**Ooey gooey melty cheese**

We sound excited.

Don't

**Cheese!!! Cheese!!! Cheese!!!**

Now we sound a little unhinged.

Do

**Tastier. Juicier. Flame-licked.**

Celebrating what makes us better than others with spirit and attitude.

Don't

**The delicious Whopper®.**

This is boring and doesn't revel in ingredients or taste.

Do

**Piping hot and golden brown.**

Takes pleasure in closely describing an everyday item, like a French Fry.

Don't

**Tots that are hots.**

This is a little too juvenile and cheesy.

## 2. Confident

**We are Burger King®, Home of the Whopper®. Flame-grilled since 1954 and damn proud of it. We do not hide behind the status quo- we are bold and unafraid.**

**We can be bold but not flashy**  
**We can be proud but not vain**  
**We can be challenging but not in-your-face**

Examples:

Do

**Have It Your Way®**

Celebrates the confidence of Burger King and our customers.

Don't

**The King reigns supreme**

Nice, but a little too showy, don't you think?

Do

**Home of the Whopper®**

A claim of which we are forever proud.

Don't

**The best burger on the planet**

True though this is, we sound a bit too full ourselves just saying it like that

Do

**Eat Loud**

Go ahead - eat it however you like it

Don't

**Don't mess with the Whopper® or else!**

OK ok, we are not looking to start a fight with our customers here



# 3. Witty

**We're smart and quick. We poke a little fun at ourselves and others. We know what's going on in culture and reference it without seeming too try-hard.**

**We can be sarcastic but **not** cruel**  
**We can be ironic but **not** jaded**  
**We can be smart but **not** highbrow**

Examples:

Do

**“Explains a lot”**

Our famous reply to a famous guy

Don't

**“That explains why you're so dumb”**

If we'd been this rude and cruel, we would have looked like the dumb ones—being respectful is key

Do

**Social distance with your friends, but not our food**

An ironic nod to the times we're living

Don't

**Please follow all state safety regulations when picking up food. Thank you very much.**

We can't wait for 2020 to be over, but we should be a positive force, not a negative one

Do

**The only burger that plays with fire and never gets burned.**

A smart riddle-like phrase that only BK® can say.

Don't

**Our burgers rise from the flames, as the Phoenix once did in ancient times**

Dude, we sell burgers, not ancient Greek literature

# 4. Approachable

**We're comfortable in our skin and talk to people at eye level, keeping the language simple, conversational and authentic. What you see is what you get: our ingredients are real and so are we.**

**We are clear, not terse**  
**We are real, not pretentious**  
**We are friendly, not false**

Examples:

Do

**Order in with pickup or free delivery!**

Clear and to the point

Don't

**Orders available for pickup or delivery only**

Same information but you sound like someone's teacher

Do

**Flame-grilled beef and fresh-cut tomatoes**

Talking like a real person would

Don't

**Made with premium hand-cooked beef and sun-kissed, fresh-from-the-ground tomatoes**

Talking like someone who works in marketing (sorry marketing folks!)

Do

**Come on in!**

A simple, friendly way to greet our customers

Don't

**Come to the place where every Guest is treated like royalty**

This goes too far - no one would believe this.

# VERBAL INSPIRATION EXAMPLES

## Verbal Inspiration Examples

The love for our food shines through in all we say, with the brand speaking to you with an easy, knowing familiarity of an old friend, rather than a large corporation.

Here is a taster of examples where we focus messaging on anything from our fresh ingredients to flame-grilling and more.

These examples are not taglines but messages and claims.

## Talk About Ingredients

- Sliced 24/7
- Sliced seven days a week
- Sliced today. Gone today.
- Sliced on the daily
- Sliced to serve
- Freshly sliced in our kitchen
- Onions on deck
- Freshly cut with the tears to prove it
- That crunch
- Crunch, crunch, crunch
- Crunchy. Leafy. Freshest.
- Crispy and leafy
- Stay lush
- Melty gooey cheese
- So damn cheesy!
- Oozy and melty
- Magic between buns
- Real buns taste better
- No secrets in our sauce
- Burger Support Squad

## 100% Real

- Real Deal
- Flavor that's for real
- Taste what's real
- The real taste
- 100% Real. 100% Melty. 100% Delicious.
- Not faking it

## Talk About Product

- The one. The only.
- All other burgers bow down
- 100% Flame-seared, Big Time
- Double the Whopper®. Double the hands.
- Clean, green, burger-topping machine
- Fries by the fistful
- Golden Treasure
- Salted to perfection
- Juicy and delicious

- Juicy
- Cheesy
- Melty
- Sizzling
- Seared
- Tasty
- Mouthwatering
- Oozing with flavor
- Goddamn it's good
- This is what a 5-star review tastes like

## Fire is Better

- Tastier. Juicier. Flame-licked.
- Flavor Flame-Grilled
- Flaming Hot!
- Made with flames
- Fired on the spot
- Flame-broiled to order

## Verbal Inspiration Examples Cont.

The love for our food shines through in all we say, with the brand speaking to you with an easy, knowing familiarity of an old friend, rather than a large corporation.

Here is a taster of examples where we focus messaging on anything from our fresh ingredients to flame-grilling and more.

### Editorial / Lifestyle

- Eat loud
- Unwrap and Open Wide
- Two Hands
- Dive in with both hands
- Handfuls and Mouthfuls
- Thank your mouth
- Handle with flavor
- For You and Yours
- Moment of truth
- That first bite has everything you want
- Inappropriately good
- Hello, mouth.
- Burning for you
- Designed to be devoured
- Bring napkins. Get messy.
- You'll need napkins
- Mmmmm juicy
- Lip-smacking
- Suck it up
- Guilty Pleasure
- Long live the king

### Your Way

- Have It Your Way®
- Your Order Your Way
- Just How You Like It
- Bigger Better Burger King

# VISUAL IDENTITY

## Kit-of-Parts

This is our kit-of-parts—built with all the elements we have created to bring the Burger King® visual identity to life.



Logo

**BURGER KING®**

Wordmark

Color

Typography

**ABCDEFGHI  
JKLMNOPQRS  
TUVWXYZ**

Iconography



Signature Lockups

**HOME OF THE WHOPPER®**

Illustration



Illustrated Typography

**HEARTY  
MELTY**

Photography



# BURGER KING® LOGOS

Usage of the following Burger King® trademarks and logos varies by country. The following guidelines are for illustration only. The BKC Regional and Global Marketing Team, and BKC Legal Team must approve proposed usage of any trademark or logo prior to its release.



## Primary Logo

In order to bring our design principles to life, we have created a custom logo that pays homage to the brand's heritage with a design that's bold, simple and fun. Being the primary logo, it will be used across all of our touchpoints.

## Primary Logo for Small Use

Our small-use logo has been simplified for ease of reproduction on smaller formats. This logo is used when a logo of .75 inch wide or less is needed. See page 44 for minimum size usage for more information.



.75 inch

## Primary Logo Clearspace

Clearspace is the minimum distance between the logo and other visual and verbal elements. The width of our Burger “U” defines the minimum clearspace surrounding the logo.



## Primary Logo with Background

We have created a special Primary Logo with a background to use in film and on photography, and for signage.

In film or on photography, it uses a mayo egg white background and should be used only when the logo is placed over an image to help retain legibility.

In restaurant signage, it uses a white background to appear brighter when fabricated out of acrylic or plastic.

Contact your BKC marketing or legal team to determine whether your restaurant signage should contain a registration mark.

Film/Photography (with Registration)



Restaurant Signage only (with no Registration)





## Primary Logo QR Code

Our QR code directs users to our digital presence. The unique design combines our branding with functional elements and brings personality to an otherwise impersonal element.

### QR Code Clearspace

Clearspace is the minimum distance between the outer edge of the QR code and other visual and verbal elements. The diameter of our QR code circle defines the minimum clearspace surrounding the QR code.

### QR Code Minimum Size

Maintaining the minimum size for our QR code is essential to its functionality.

The minimum recommended size of the QR code is 1 inch wide for print and 96 pixels wide on screen.



QR Code Minimum Size



Print: 1 inch (width)  
Digital: 96 pixels

QR Code Clearspace



## Wordmark

While our Primary Logo should be used more often, we do have a Wordmark to be used as additional branding for horizontal formats. It should not be used alone i.e. without other branding elements.

Contact your BKC marketing or legal team to determine whether your restaurant signage should contain a registration mark.

Wordmark (with Registration)

**BURGER KING®**

Wordmark Restaurant Signage only (with no Registration)

**BURGER KING**

## Wordmark Clearspace

Clearspace is the minimum distance between the wordmark and other visual and verbal elements. The width of our Burger “U” defines the minimum clearspace surrounding the logo.



# BURGER KING





## Chinese Wordmark and Primary Logo Lockup

A custom Chinese wordmark has been created for the local market, inspired by the Burger King® wordmark.

The proportions of the Chinese wordmark to the Primary Logo has been determined, as well as the distance between the elements are fixed, and may not be altered.

Chinese Wordmark

The image shows the Chinese wordmark '汉堡王' (Hàn-bǎo-wáng) in a bold, red, stylized font. The characters are thick and rounded, with a modern, blocky aesthetic. The '王' (king) character is particularly prominent, with a wide base and a slightly curved top.

Chinese Wordmark and Primary Logo Lockup



## Chinese Wordmark and Primary Logo Lockup Clearspace

Clearspace is the minimum distance between the primary logo lockup and wordmark and other visual and verbal elements. The width of our Chinese character defines the minimum clearspace surrounding the logo lockup and wordmark.

Note that clearspace on the top and bottom of our Chinese logo lockup is measured from the edges of the logo element in the lockup.



## Favicon

Our favicon was designed to read “BK” and created as our icon for social media. This design has the unique ability to be legible at small sizes. It should not be used where the full logo would be legible.

Note: Favicon should NEVER be used in an alternate colorway. The combination of the two primary colors are essential for the legibility of the ‘B’ and ‘K’. The vertical clearspace is determined by the distance ‘X’, which is the top of the ‘K’ counter to the top of the bottom bun.

Favicon to be used once the new visual identity is further established.

Contact your Regional Marketing Communication Lead to discuss when the favicon can be launched in your market.

Favicon



Favicon

Favicon Clearspace





## Logo Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the logos are not compromised in application.

The minimum recommended size of the logo is 0.5 inch wide for print and 40 pixels on screen. For the wordmark 1.25 inch wide and 90 pixels for digital. And for the favicon 0.1875 inch wide and 17.5 pixels for digital.

Because the registration mark is too small for legibility when the primary logo or wordmark are used at the minimum size, the registration mark should be removed.

Primary Logo for Small Use



Print: 0.5 inch (width)  
Digital: 40 pixels

Wordmark

**BURGER KING**

Print: 1.25 inch (width)  
Digital: 90 pixels

Favicon



Print: 0.1875 inch (width)  
Digital: 17.5 pixels

## Logo Color

Our color palette (see page 60 for the full color chapter) is flexible and allows for unique and ownable color combinations, but color pairings need to be regulated to maintain a consistent brand impression. Our logo primarily appears in our two core colors, and reversed in our Mayo Egg White when used on a colored background.



## Logo Color Usage

Our color palette (see page 60 for the full color chapter) is flexible and allows for unique and ownable color combinations, but color pairings need to be regulated to maintain a consistent brand impression. Our logo primarily appears in our two core colors, and reversed in our Mayo Egg White when used on a colored background.

Our colors are split into three groups: Primary, Secondary and Limited Colorways.

### Primary Colorway

Our primary colorway is most common, and appears on most applications using a Mayo Egg White or BBQ Brown background. If a four color photo is selected we can use the primary color logo with background.



## Logo Color Usage

Our color palette (see page 60 for the full color chapter) is flexible and allows for unique and ownable color combinations, but color pairings need to be regulated to maintain a consistent brand impression. Our logo primarily appears in our two core colors, and reversed in our Mayo Egg White when used on a colored background.

### Secondary Colorway

Our secondary colorway is used in applications and packaging where a single color logo would work more harmoniously with our typography or images.



### Limited Colorway

Our limited colorway is used most rarely and only within out of home marketing and swag. There is lower contrast between certain colors and should be used sparingly.





## Wordmark Color Usage

Our wordmark can be used in the primary palette colors only, see page 62. The Fiery Red, Flaming Orange, BBQ Brown. You can also reverse it out of a primary color using the Mayo Egg White.

### Note:

Signage version uses a white background when fabricated out of acrylic or plastic and instead uses softer lighting to emulate the Mayo Egg White.

**BURGER KING®**

**BURGER KING®**

**BURGER KING®**

**BURGER KING®**

Restaurant Signage Only

**BURGER KING®**

## Logo Don'ts

The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions.

To illustrate this point, some of the more likely mistakes are shown on this page.

These rules apply to all elements of the Logo including but not limited to the Wordmark and the Favicon.

This list is meant for illustrative purposes, and should not be considered an exhaustive list of mistakes



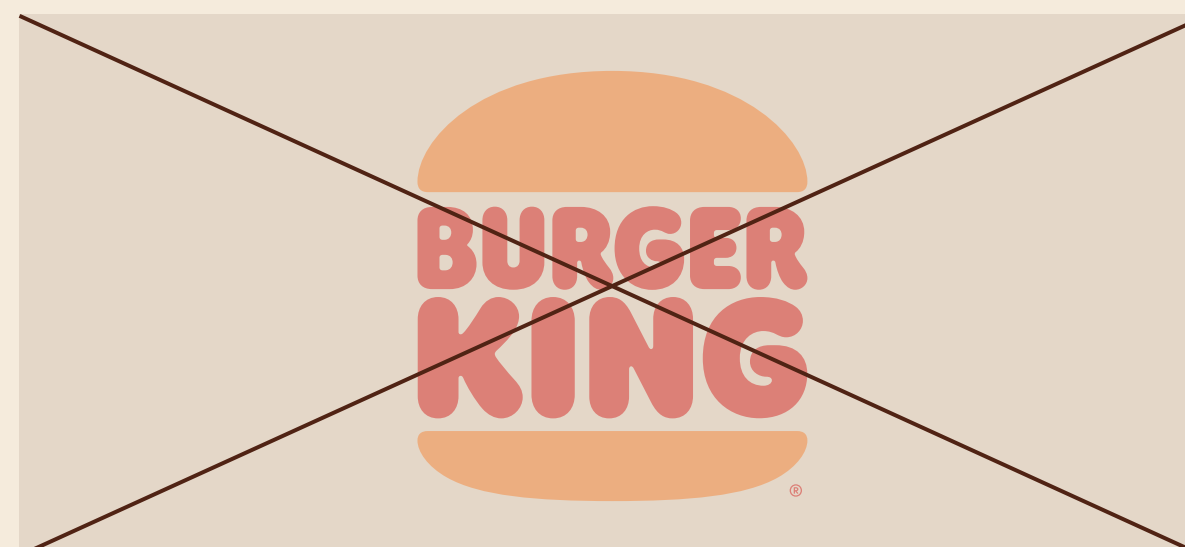
Do not distort or warp the Logo in any way.



Do not outline the Logo.



Do not add any effects to the Logo.



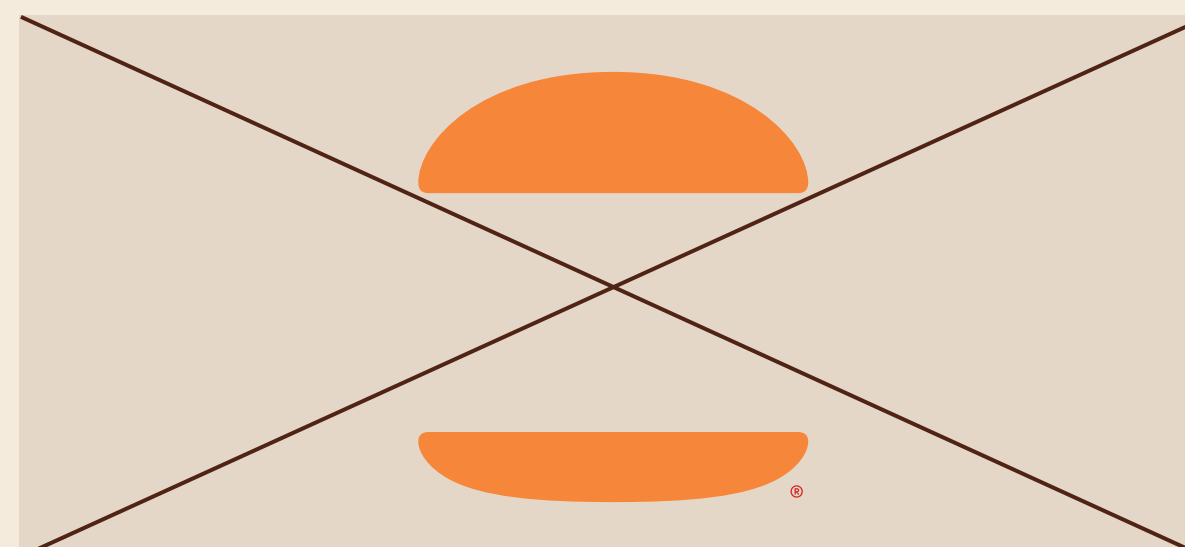
Do not change the tone, tint, or opacity of the Logo.



Do not rotate the Logo.



Do not change the typeface of the Logo.



Do not remove "Burger King®" from the Logo.



Do not remove the buns from the Logo.



Do not use the logo from our previous visual brand identity.

# SIGNATURE LOCKUPS

## Whopper®

Whopper® is one of our signature lockups, and should always appear in this configuration to differentiate from our other product offerings, except when used inside a paragraph of copy. See page 140 for more information on our Product Architecture.

Example application: packaging, merchandising, menuboards.

Contact your BKC marketing or legal team to determine whether you restaurant signage should contain a trademark symbol.

Whopper® (with Registration)

**WHOPPER®**

Whopper Restaurant Signage only (with no Registration)

**WHOPPER**



## Home of the Whopper®

Home of the Whopper® is one of our signature lockups, and should always appear in this configuration, except when used inside a paragraph of copy.

Example application: in-store signage.

Contact your BKC marketing or legal team to determine whether your restaurant signage should contain a trademark symbol.

Home of the Whopper® (with Registration)

**HOME OF THE WHOPPER®**

Home of the Whopper® Restaurant Signage only (with no Registration)

**HOME OF THE WHOPPER**

# HOME OF THE WHOPPER



## Flame Grilling Since 1954

Flame Grilling Since 1954 is one of our signature lockups, and should always appear in this configuration, except when used inside a paragraph of copy.

Example application: restaurant signage.

Flame Grilling Since 1954 Restaurant Signage only (with no Registration)

# FLAME GRILLING SINCE 1954

**FLAME GRILLING SINCE 1954**



## Your Way

Your Way is one of our signature lockups, and should always appear in this configuration.

Your Way should only be used locked up with the logo at the end of television commercials in our Mayo Egg White color.

Your Way (with no Registration)

**YOUR WAY**

Your Way (Logo Lockup)



## Your Way Logo Lockup Clearspace

Clearspace is the minimum distance between the logo lockup and other visual and verbal elements. The height of the Your Way “W” defines the minimum clearspace surrounding the logo lockup.

The width of the Burger “G” defines the distance between the Burger King® logo and the Your Way wordmark.

Note that clearspace on the top and bottom of our logo lockup is measured from the edges of the logo element in the lockup.



# COLOR

## Color Overview

This is our full Burger King® color palette, weighted in order of importance.

Colors on packaging, marketing and interiors bring to life the vibrant, fresh ingredients of the Whopper® and the brand's trademark flame-grilling method of cooking its burgers.

Fiery Red  
PMS C: 2347  
PMS U: 2347  
HEX: #D62300  
R215 G35 B0  
CO M95 Y100 K0

Flaming Orange  
PMS C: 2018  
PMS U: 2018  
HEX: #FF8732  
R255 G135 B50  
CO M60 Y90 K0

BBQ Brown  
PMS C: 4695  
PMS U: 4695  
HEX: #502314  
R80 G35 B20  
C20 M80 Y80 K70

Mayo Egg White  
PMS C: 9226  
PMS U: 9226  
HEX: #F5EBDC  
R245 G235 B220  
CO M3 Y13 K4

Melty Yellow  
PMS C: 7549  
PMS U: 116  
HEX: #FFAA00  
R255 G170 B0  
CO M30 Y100 K0

Crunchy Green  
PMS C: 2426  
PMS U: 355  
HEX: #198737  
R25 G135 B55  
C90 M0 Y100 K10

## Primary Palette

This is our primary palette, inspired by our trademark flame-grilling method of cooking our burgers.

These primary colors hold our equity and differentiate us. At least one of these colors always appear in any given Burger King® branded application. Plant based products can sometimes be an exception to this.

Fiery Red  
PMS C: 2347  
PMS U: 2347  
HEX: #D62300  
R215 G35 B0  
CO M95 Y100 K0

Flaming Orange  
PMS C: 2018  
PMS U: 2018  
HEX: #FF8732  
R255 G135 B50  
CO M60 Y90 K0

BBQ Brown  
PMS C: 4695  
PMS U: 4695  
HEX: #502314  
R80 G35 B20  
C20 M80 Y80 K70

## Secondary Palette

This is our secondary palette and it is used to enhance applications under limited circumstances.

While proprietary, our secondary colors are less ownable than our primary palette, and cannot be used on their own. These colors are primarily used within illustration or only in certain applications when combined with colors from our primary palette.

Mayo Egg White  
PMS C: 9226  
PMS U: 9226  
HEX: #F5EBDC  
R245 G235 B220  
CO M3 Y13 K4

Crunchy Green  
PMS C: 2426  
PMS U: 355  
HEX: #198737  
R25 G135 B55  
C90 M0 Y100 K10

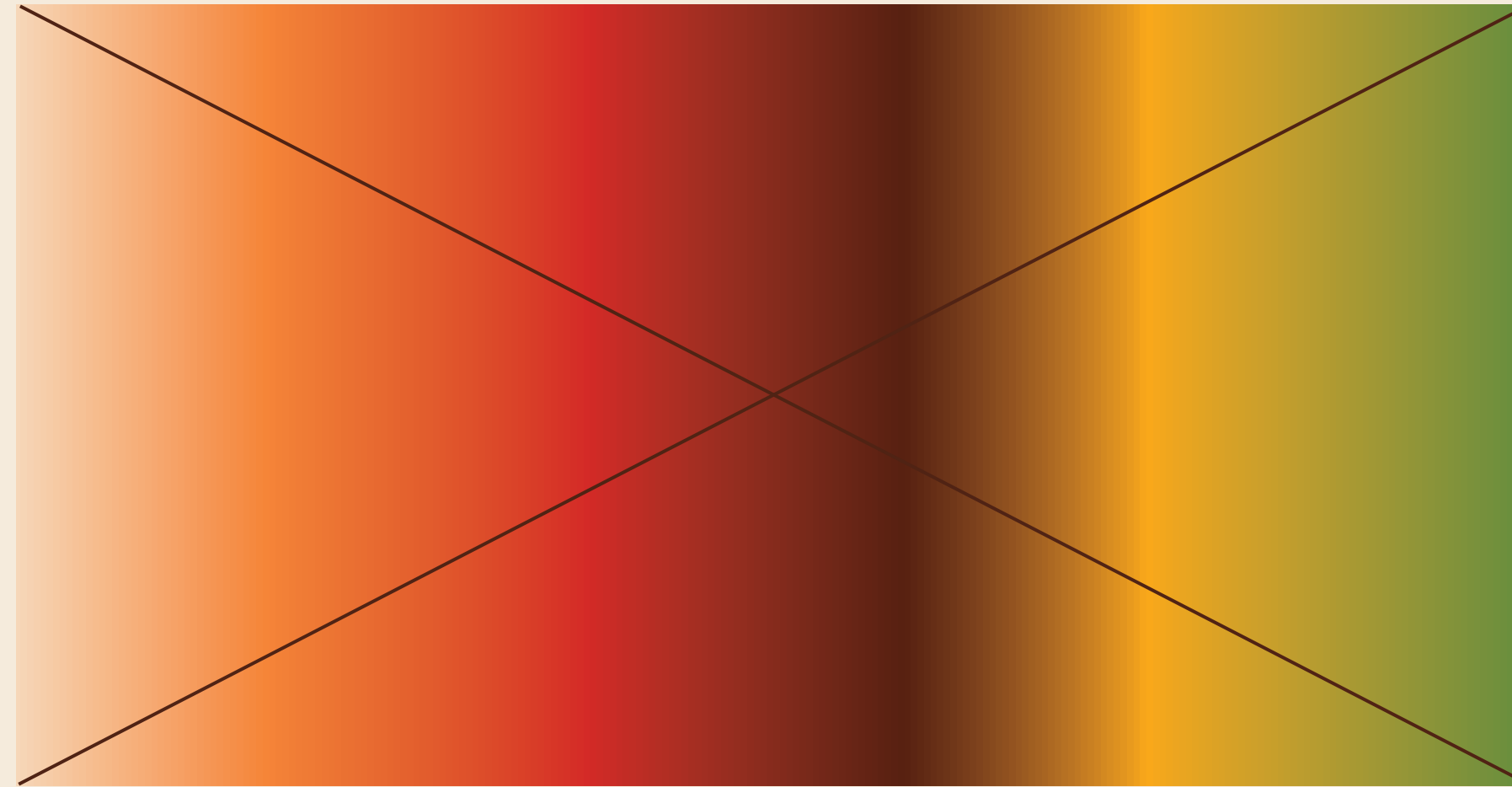
Melty Yellow  
PMS C: 7549  
PMS U: 116  
HEX: #FFAA00  
R255 G170 B0  
CO M30 Y100 K0



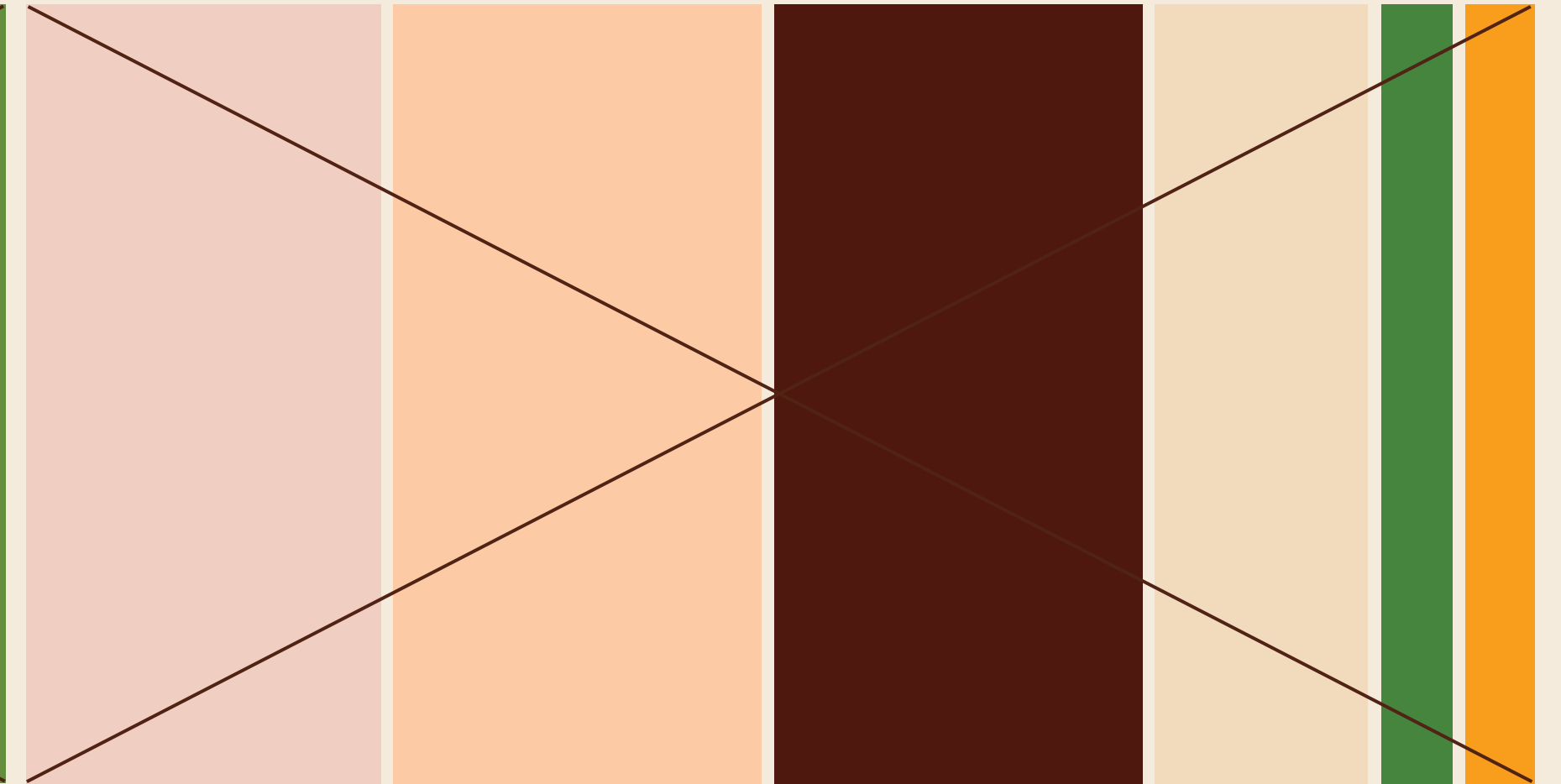
## Color Don'ts

Our color palette should not be misinterpreted, modified, or added to. No attempt should be made to alter the colors in any way.

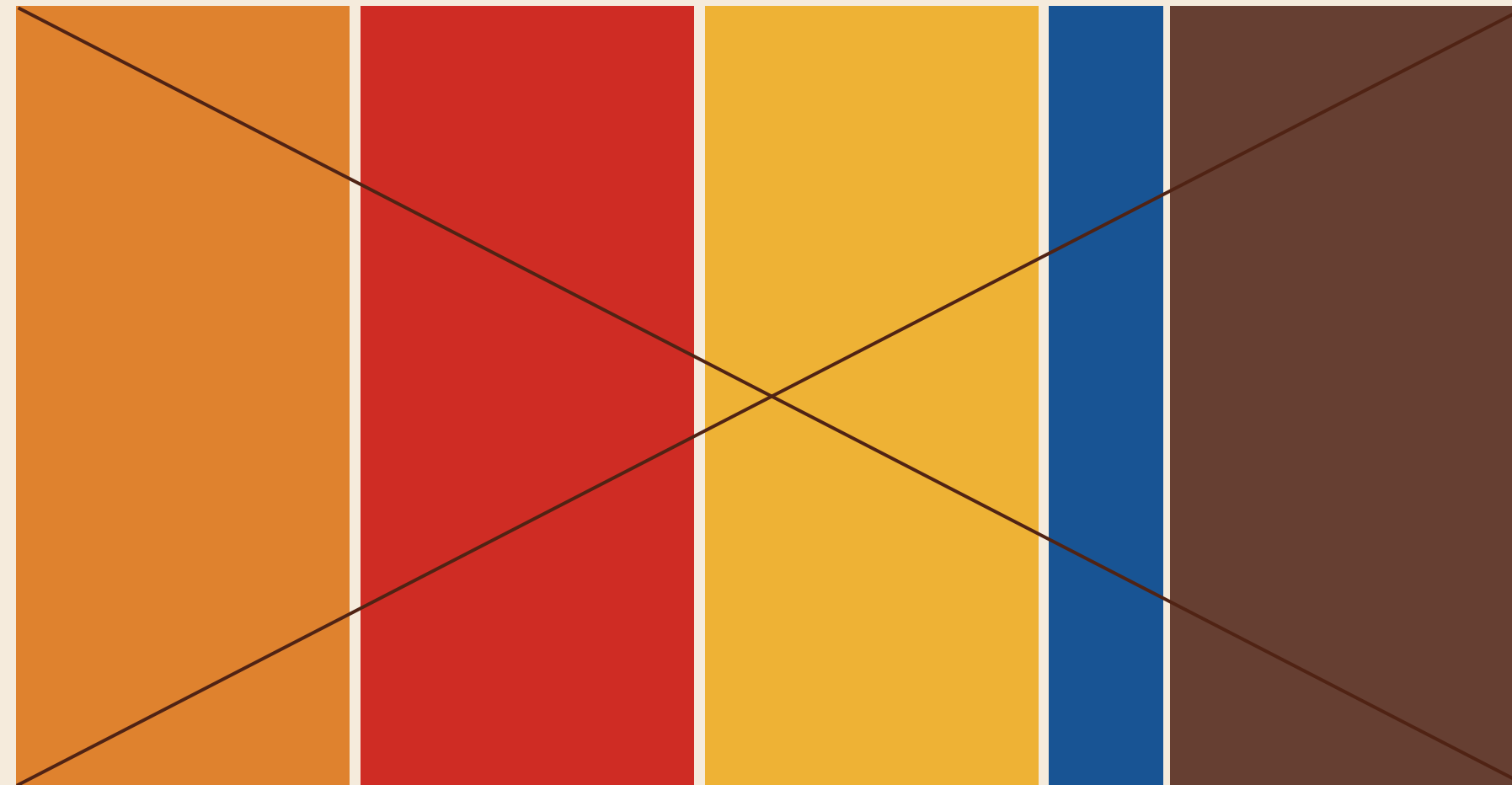
To illustrate this point, some of the more likely mistakes are shown on this page.



Do not create a gradient out of our colors.



Do not modify brand colors.



Do not use our previous visual brand identity colors.



Do not add distressing effects to the brand colors.

# TYPOGRAPHY

## Typography

**Our irreverent typography evokes the natural, organic shapes of food and looks so mouthwateringly delicious, you can almost taste it.**

## Typeface Overview

We worked with Colophon Foundry to develop a bespoke, modern typeface family inspired by Burger King® that has a colorful history and irreverent personality. The Burger King® Flame font has been custom created exclusively for Burger King®. You can download this font, free of charge, for use.

Our proprietary typeface family comes in three styles; a flavorful Bold weight, a confident Regular weight, and a utility Sans weight.

This allows us to flex our voice across a wide range of communications while keeping a singular and consistent brand impression.

Modification or adaptation of the Flame font is not allowed without the approval of BKC's legal team.

### Headlines

**Flame  
Bold**

# Eat Loud

### Subheads

**Flame  
Regular**

## Order in with pickup or free delivery!

### Body Copy

**Flame  
Sans**

Burger King® is proud to be fun, proud to be unconventional, and proud to be loved for it. We have a rich history of breaking the rules, marching to the beat of our own drum and carving out a spot in the world that is wholly our own. Burger King® creates burgers that are like them: hard to contain.

## Typeface Overview

Our proprietary typeface comes in three styles; a flavorful Display weight, a confident Primary weight, and a utility Secondary weight.

This allows us to flex our voice across a wide range of communications while keeping a singular and consistent brand impression.

Modification or adaptation of the Flame font is not allowed without the approval of BKC's legal team

### Headlines

**Flame  
Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()[]?+

### Subheads

**Flame  
Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()[]?+

### Body Copy

**Flame  
Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()[]?+

## Regional Font Alternatives

If your country's language is not supported by Flame (see previous page), contact your local agency for a recommendation of an alternative font in a similar style. The BKC Global Brand Management Team and the BKC Legal Team must approve proposed usage of any font prior to its release. Also ensure compliance with any associated laws and regulations.

Example: Chinese Typeface.

### Headlines

**Fang  
Zheng  
Pang Wa  
Jian Ti**

### Subheads

**Fang  
Zheng Cu  
Yuan Song  
Jian Ti**

### Body Copy

**Fang Zheng  
Lan Ting  
Yuan Jian  
Ti Zhong**

**霸辣鸡腿堡**

**让你更喜欢的口味**

**我们目前无法提供送货服务。**

## Type Size Relationship

When creating layouts using all three typefaces, clear hierarchy can be established by making sure subheadlines are no larger than 50% of the ascender height of the headline, and body copy is no larger than 50% of the cap height of subheadlines.

**Headline**

Flame Bold

**Subhead**

Flame Regular

**Body Copy**

Flame Sans

## Line Heights

Type across our entire system is set square, meaning the line height is always equal to the point size, 1:1, except in specific use cases. When the point size is below 12 pt you can increase the leading (e.g. 10 pt/12 pt) and when you use Flame Bold in caps you can decrease the leading (e.g. 204 pt/168 pt).

**1** Headlines are set in Flame Bold with line spacing equal to the type size.

**2** Subheads are set in Flame Regular with line spacing equal to the type size.

**3** Body copy is set in Flame Sans with line spacing equal to the type size.

**1** 120 / 120

**2** 72 / 72

**3** 36 / 36



## Flame Bold Caps Usage

In some cases, our Flame Bold typeface can be used in all-caps for specific layouts when using only three words or less. Leading for all caps headlines is set at 75% of the pt size.

**ALL CAPS  
HEADLINE**

## Ligatures & Swashes

Flame Bold and Regular contains ligatures for a select number of characters. Flame bold only contains stylistic alternates and discretionary swashes. The swashes should be used sparingly and not within longer lines of copy, and only at the beginning or end of words.



## Ligatures & Swashes

Flame Bold and Regular contains ligatures for a select number of characters. Flame bold only contains stylistic alternates and discretionary swashes. The swashes should be used sparingly and not within longer lines of copy.

Make sure your ligatures are turned on whenever using Flame Bold:

Ligatures

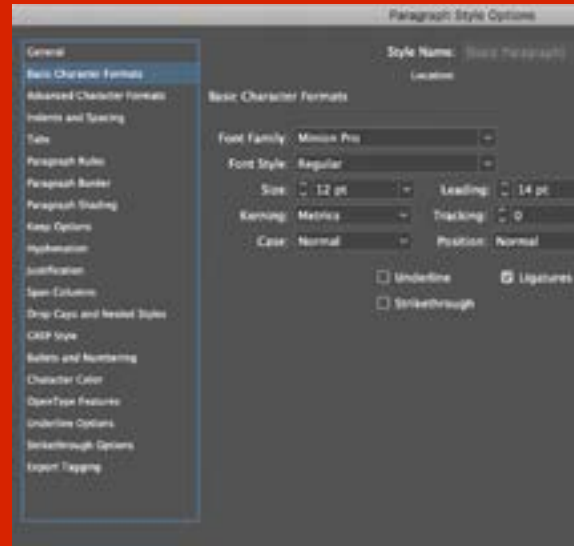
**Flame  
Bold**

ct fb ff ffb ffh  
 ffi ffk ffi ffit  
 fh fi fk fl fit  
 gi Ki ky st wi

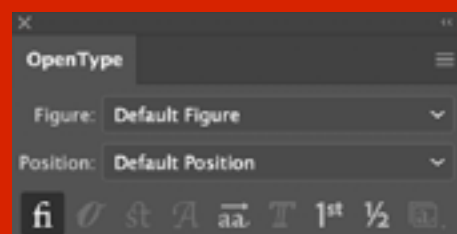
Swashes

**Flame  
Bold**

A K M  
 Q R r  
 W Y



InDesign:  
 Edit your Basic Character Formats panel in your Basic Paragraph style (or any other character style) and check the “Ligatures” box.



Illustrator:  
 Select the ligatures icon in the Open Type panel.

Ligatures

**Flame  
Regular**

ct fb ff ffb ffh  
 ffi ffk ffi ffit  
 fh fi fk fl fit  
 gi Ki ky st wi

## Ligature & Swashes Usage

The following is an overview of “How-To” use swashes and ligatures in Burger King® applications.

Swashes create interest and add balance to a composition. They are best used at the beginning at end of sentences, but that is not a hard rule. Less is more with swashes—do not go overboard; one or two are sufficient. Take care not to use swashes if it causes overlapping (see Don'ts for examples).

Use ligatures when available because they were designed, not only for visual interest but, to increase legibility and reduce space.

Note that swashes and ligatures are independent of a specific language and can be used in any translation.

King coffee  
crafty smoky  
perfect fire  
patty flame.

## Flame Bold Variable

In the Flame Bold weight, when you use caps, we have created variable letters to use when appropriate.

The different variable options are Super-Condensed, Regular, and Super-Wide. The variable type is to only be used in applications with a full-page of type. See the layout section page 79 for more guidance.

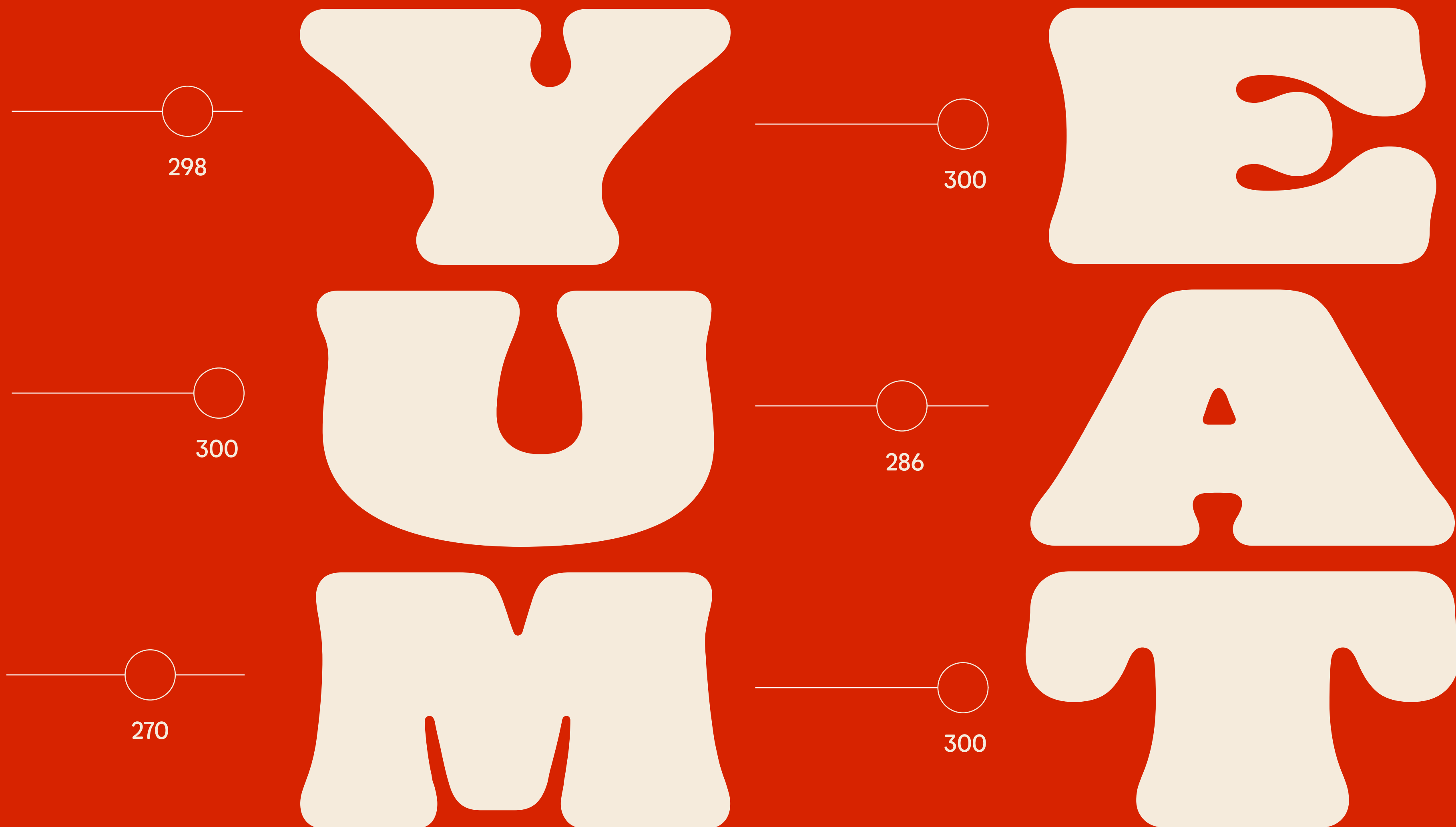
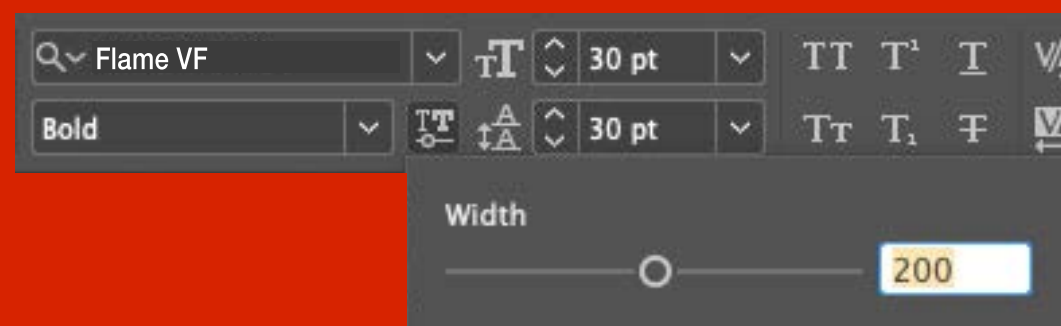


## Flame Bold Variable Usage

Variable fonts use a slider in-lieu of traditional separate weights to allow for a wider range of widths available in a single typeface.

This slider can be accessed near the font selection menu in Adobe InDesign and Adobe Illustrator.

See below reference:



## Typography Don'ts

It is important that we are consistent with our typography throughout our visual identity, and that we do not modify them or use them in off-brand ways.

To illustrate this point, some of the more likely mistakes are shown on this page.



Do not replace our typefaces or use unapproved fonts.



Do not allow the tracking to be too wide.



Do not allow the leading to be too large.



Do not add any effects to the type.



Do not use different typeface for pricing.



Do not use all caps for more than three words, see typesetting page 72 for rules.



Do not use a typeface from our previous visual brand identity.

# GRID SYSTEM & LAYOUTS



## **Grid System & Layouts Overview**

**These pages will take you through a step-by-step construction of our grid and some primary layouts used in our visual system.**

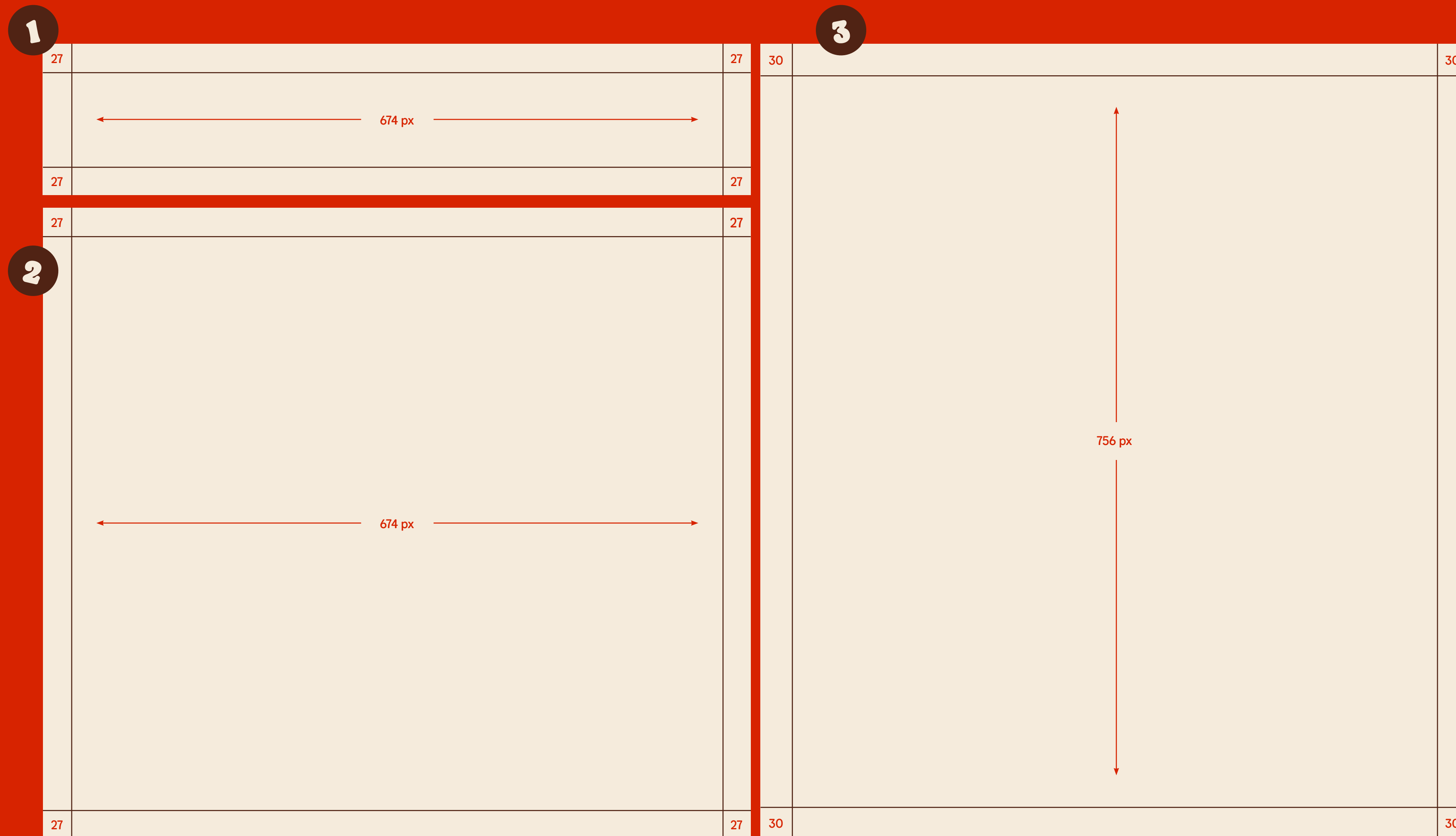
## Margin Formula

**Longest  
Side / 25 = Margin**

## Margin Construction

To create our margins, we take the longest side of the application and divide by 25. This gives us a modular margin that scales proportionately across all application formats and sizes.

Note: In some extreme cases (very wide or very tall) applications, your margins may need to be adjusted manually for optical correctness.



**1** 674 px horizontal / 25 = 27 px Margin

**2** 674 px horizontal / 25 = 27 px Margin

**3** 756 px vertical / 25 = 30 px Margin

## Applying Headlines

Headlines are applied to documents relative to the margins, format size, and line length. Use these examples as a reference for setting headlines across various application formats.

Note: The cap-height of headlines touches the top margin. The ascenders are allowed to protrude above it.



**1** For wide banners, headlines should be scaled to fit the vertical height of the banner.

**2** For formats where the headline would take up too much vertical real-estate were it to span the entire format, the page can be divided into proportional columns for the headline to size to.

**3** For vertical formats, the longest line of the headline should span margin to margin.

## Applying Subheads

Subheadlines are applied relative to the headline. As stated on page 70, subheadlines should be at maximum 50% of the typesize of the headline to ensure proper hierarchy.

<b>1</b>	<b>This is a headline</b>			
	<b>This is a subhead, next to the headline.</b>	<small>This is body copy, potentially used to provide more information into the offer being illustrated.</small>		
<b>2</b>	<b>This is a headline</b>			
	x <b>a headline</b> x			x
	x <b>This is a subhead, same width of the headline.</b>			x
	<small>This is body copy, potentially used to provide more information into the offer being illustrated.</small>			
<b>3</b>	<b>This is a headline</b>			
	x <b>a headline</b> x			x
	<b>This is a subhead, smaller than the headline.</b>			

**1** This subhead is set to take up the vertical space of the headline's second line.

**2** This subhead is set to occupy the same column width as the headline.

**3** This subhead spans the first two columns of this page, if it were divided into 3 even columns.

## Applying Our Logo

Our logo is generally applied in the bottom right corner. The width of the logo should be 2x the margin size. This ensures our logo scales proportionally with each application. For billboard use, the logo size can be increased for visibility at the discretion of the designer, using this page as an optical reference.

<b>1</b>	27	<b>This is a headline</b>	27	54	27		30	<b>3</b>	30
		<b>This is a subhead, next to the headline.</b>							
		<small>This is body copy, potentially used to provide more information into the offer being illustrated.</small>							
<b>2</b>	27	<b>This is a headline</b>	27						
		<b>This is a subhead, same width of the headline.</b>							
		<small>This is body copy, potentially used to provide more information into the offer being illustrated.</small>							
				54	27				
		<small>This is body copy, potentially used to provide more information into the offer being illustrated.</small>							
	27						30		
									60
									30

**1** 27 x 2 = 54 px

**2** 27 x 2 = 54 px

**3** 30 x 2 = 60 px

## Applying Half-Frame Photography

When the dimensions of the application permits, edge to edge photography can be added. Ensure that the proper margin is still left between the text frame and the photo.



# This is a headline

**This is a subhead,  
smaller than the headline.**

This is body copy, potentially used to provide more information into the offer being illustrated.



## Applying Half-Frame Photography

Full-frame photography can be applied above the typography, using the same rules established on the previous page.



**This is  
a headline**

**This is a subhead,  
smaller than the headline.**



**This is  
a headline**

**This is a subhead,  
smaller than the headline.**

This is body copy, potentially used to provide more information into the offer being illustrated.





## Applying Full-Frame Photography

Full-Frame photography can be used to span all four corners of the application, as long as the type-system is maintained and there is sufficient enough contrast.



## Square Format Layouts

Instagram posts follow the same layout as our previous grids, but can use centered type if needed. The pt size of the headline and subhead should be adjusted based on the length of copy used, but should always appear proportionately sized.

Vertical margins should be adjusted to keep typography optically centered.



## Full-Frame Logo Photography

Layouts using only our logo on top of photography can be used as long as sufficient clearspace is applied and there is enough contrast between the logo and photo.



## Layouts Using Single Words

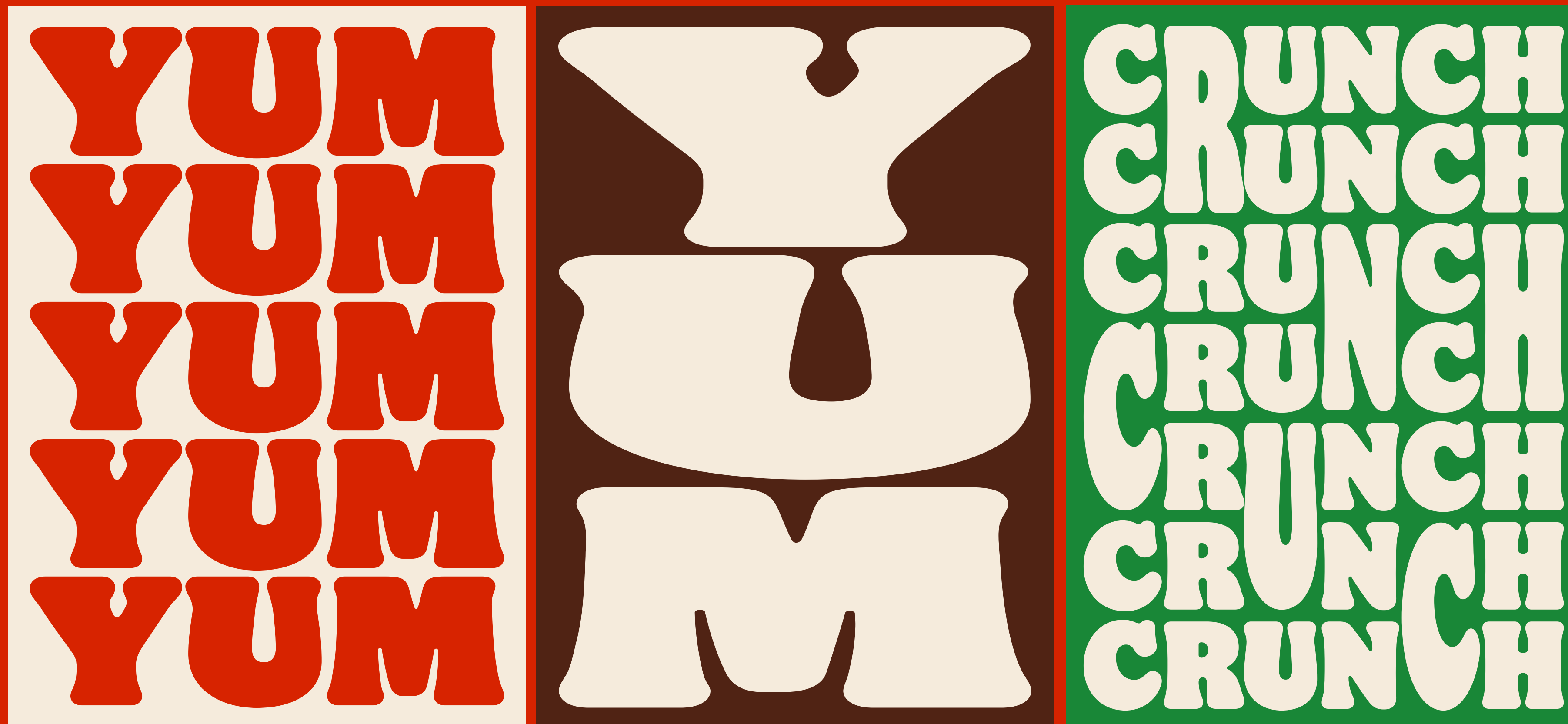
Although our typography primarily appears in Sentence case, when creating layouts that use 3 or less words, feel free to use all-caps. This is generally for evocative Out of Home applications, and will be covered in the application section of this document.



## Layouts with Variable Type

Our variable type is used to make large, graphic patterns, either out of single words or sequences of repeating words.

This is generally for evocative Out of Home applications, and will be covered in the application section of this document.



# ILLUSTRATION

# ILLUSTRATION: STORYTELLING

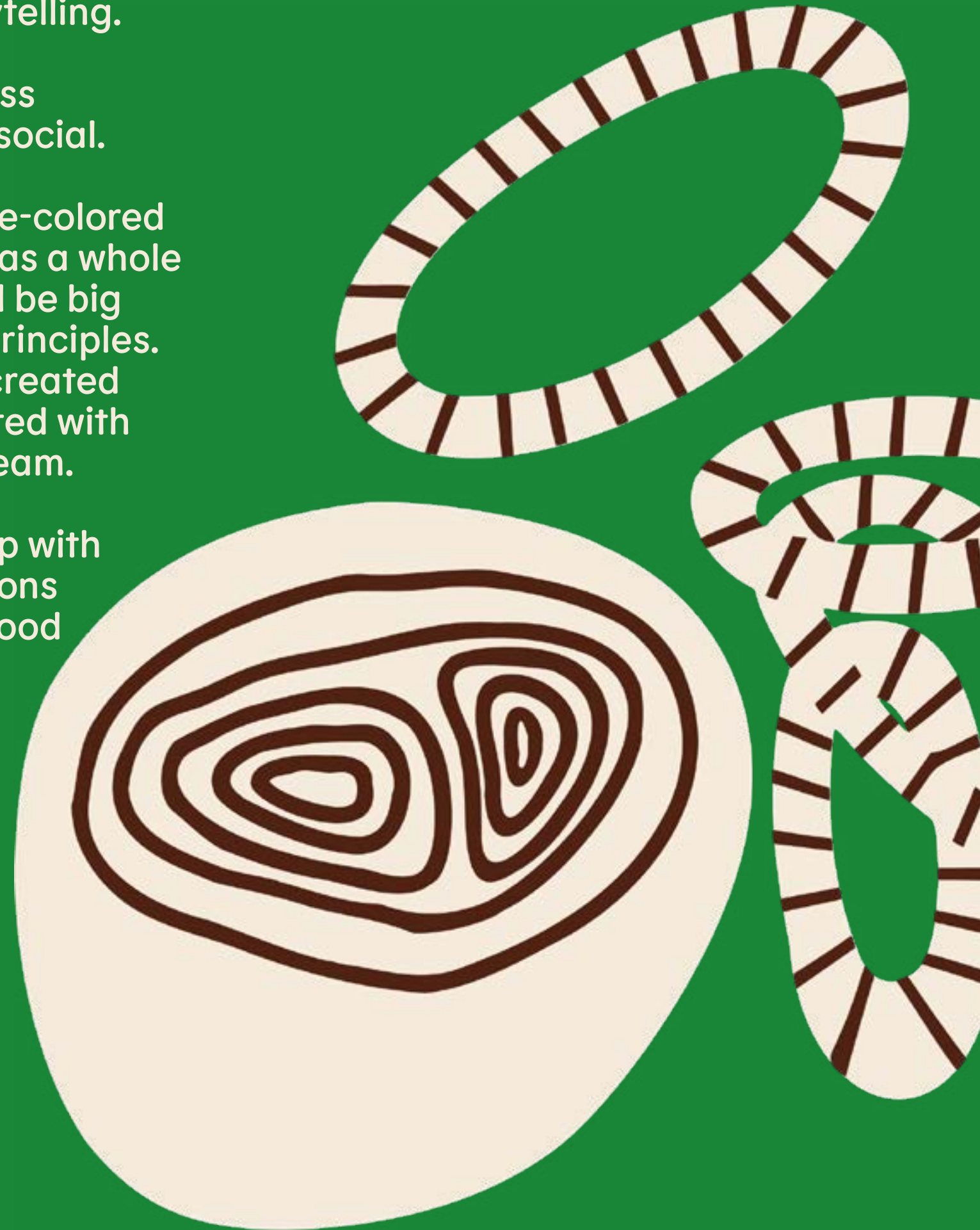
## Illustration Overview

A unique hand drawn illustration style for BK® that is full of color, energy, humor and irony. Focused on our fresh ingredients, heroic products and playful storytelling.

These can be brought to life across packaging, in-store artwork and social.

Our illustration should never be re-colored or cropped. They should be used as a whole image and where possible should be big and bold in line with our Design Principles. New simple illustrations may be created in this style but should be consulted with the Burger King® Global Design Team.

We have developed in partnership with Cachetejack a library of illustrations across fresh ingredients, heroic food and playful storytelling. If you'd like to expand your illustration library further, please contact the BK Global Design Team.



Ingredients

Products



Storytelling





# Illustration Library

We have developed in partnership with Cachetejack an initial library of illustrations across our fresh ingredients, heroic food and playful storytelling.

No colors should be amended.

## Ingredients

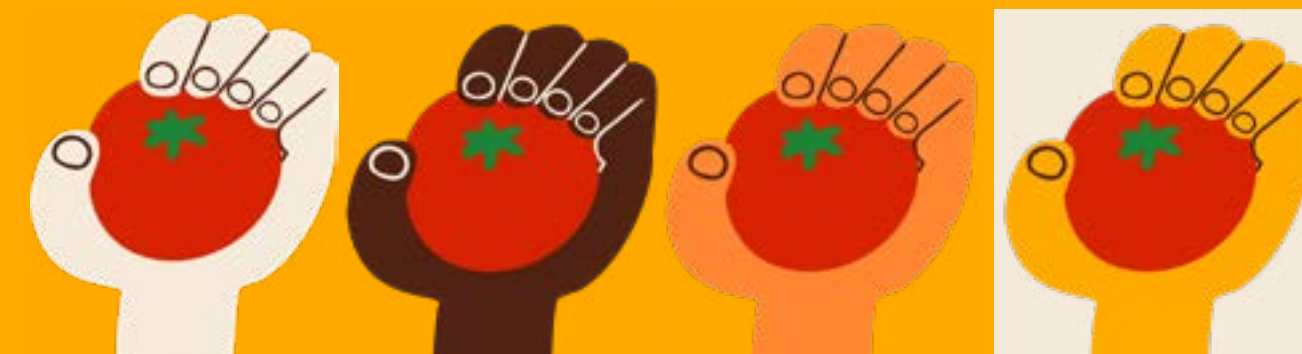
Lettuce Leaves



Tomatoes: whole, on the vine, sliced



Tomatoes: in a hand



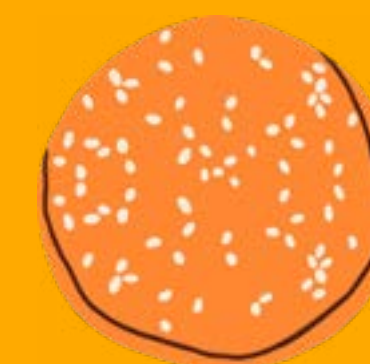
Onions: whole, half and rings



Pickles: whole and slices



Burger Bun Top



Burger Patty: with grill markings



## Products

Whopper®: with and without a napkin



Whopper® in Two Hands



Whopper® Sequence



Whopper® Deconstructed



## Illustration Library Cont.

We have developed in partnership with Cachetejack an initial library of illustrations across our fresh ingredients, heroic food and playful storytelling.

No colors should be amended.

### Products Cont.

Fries: individual and a pile



Fries in a Pod



Ketchup Sachet Burst



Soda Cup



### Storytelling

Pickle Eye Mask



French Fry Mustache: Down and Up



Onion Rings on a Finger



Ice Cream Melting



Fistful of Fries



Dipping Fry in Ketchup



Mouthful of Fries



Flames



## Illustration Color

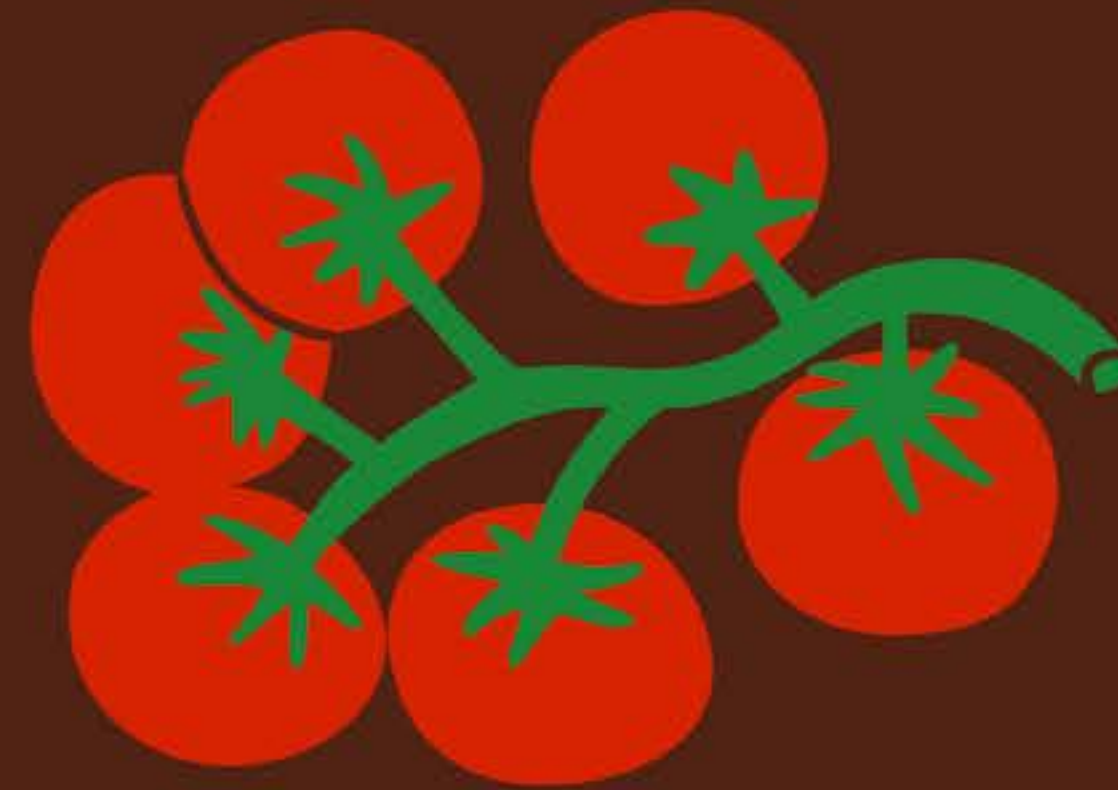
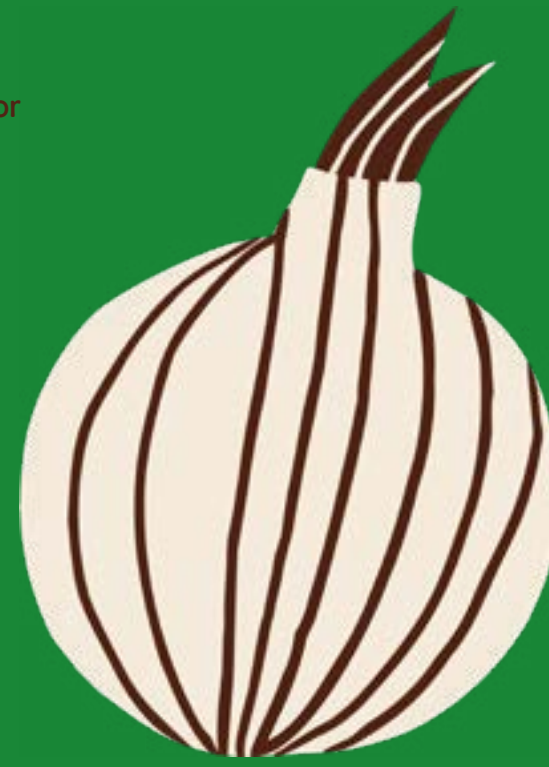
Our illustrations should be placed on a background of one of the colors from our full color palette. As a general rule, the illustration should be placed on a background color that creates enough contrast with the illustration.

No colors should be amended.

Visual Identity  
Illustration: Storytelling



Illustration Color



099



# WHOPPER®

Flame-Grilled



Flame-Grilled

# WHOPPER®

with Cheese



**WHOPPER®**  
Plant Based  
Patty made from plants

Plant Based  
**WHOPPER®**  
Patty made from plants  
**with Cheese**

# ILLUSTRATION: STRIPES



## Illustration: Primary Stripes

Inspired by the food and taken directly from our most iconic asset, the Whopper®. Our primary graphic illustration stripes are made up of a cross-section referencing the layers of our ingredients: the bun, lettuce, tomato slices, mayo, pickles and the flame-grilled patty.





## Primary Stripe Usage

When applying the primary illustration stripes, try to retain the cross section of the Whopper®. You can only zoom in so far before you lose recognition.



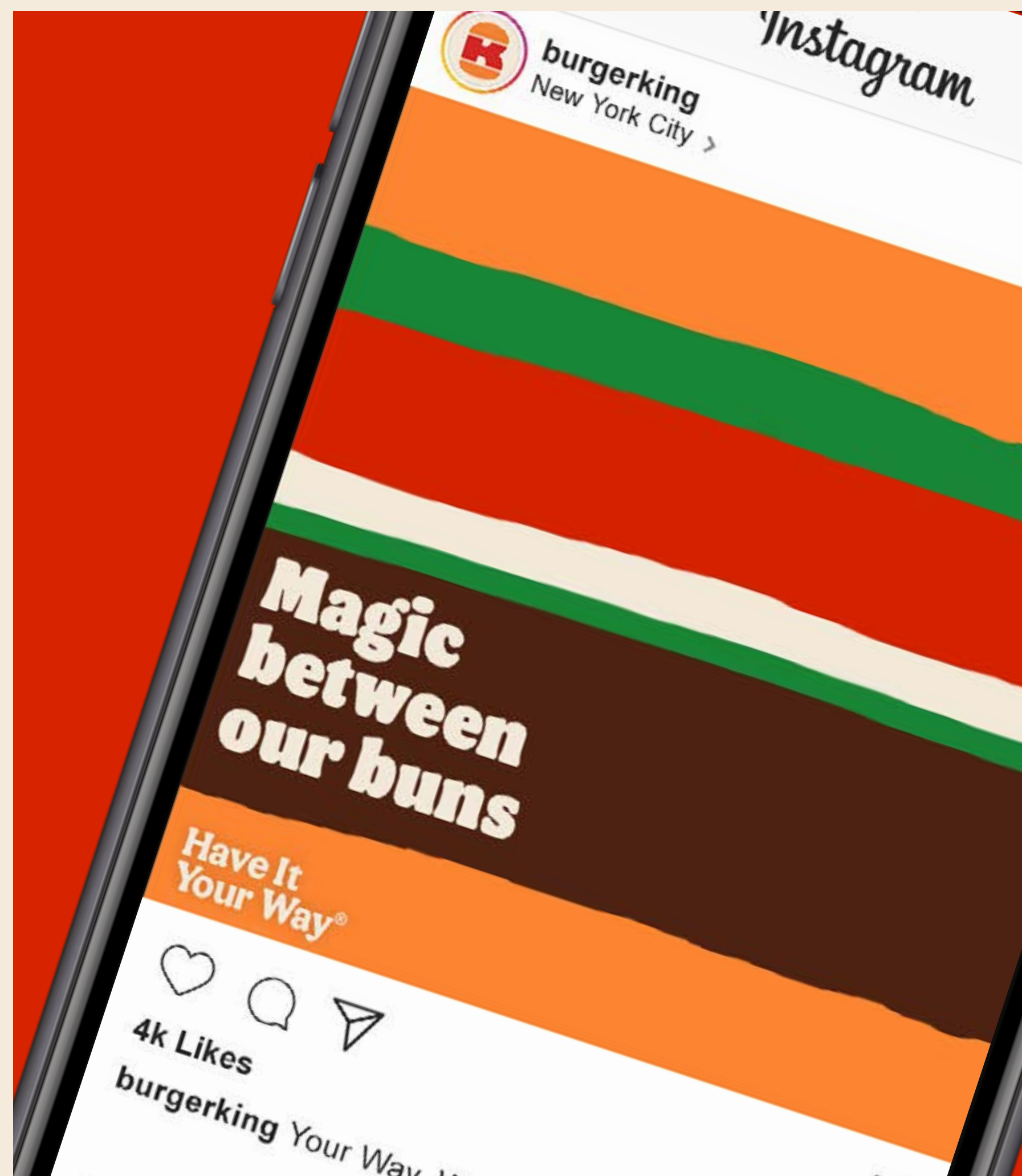
Minimum



Maximum

## Applying the Primary Stripes

Be thoughtful about the applications of the primary illustration stripes to avoid overuse.



## Illustration: Masterbrand Color Alternate Stripes

In certain instances where simplicity is required, such as uniforms and directional stripes, we utilize our alternate stripes. The alternate stripes reduce the number of colors to four of our masterbrand colors in the following order: Mayo Egg White, Flaming Orange, Fiery Red, and BBQ Brown.



Masterbrand Color Alternate Stripes Examples



# ILLUSTRATION: TYPOGRAPHY



## Illustrated Typography

Our illustrated typography is created using our Flame bold caps as the base font.

On packaging, illustrated type should do two things:

1. Leverage on the descriptive words for visual cues.
2. Fill the space of different packaging shapes.



## Creating Illustrated Typography

Our illustrated typography is created with a combination of Adobe Illustrator effects and hand lettering. It should illustrate the descriptive words that its communicating (i.e. “Melty” should look like its melting).

On this page we give examples of the technical process used to create illustrated typography that fits round, square, and rectangular shapes. Below are additional guidelines to use for layout and hand lettering:

- No more than two words per format.
- All letterforms must be legible.
- Only use one color per word.
- Only use one flourish or ligature per format.
- Typography should fit the space.

- 1** Adjust letterforms by hand to maximize legibility.
- 2** Adjust letterforms by hand to fit the space.
- 3** Add a flourish or ligature.

### Round

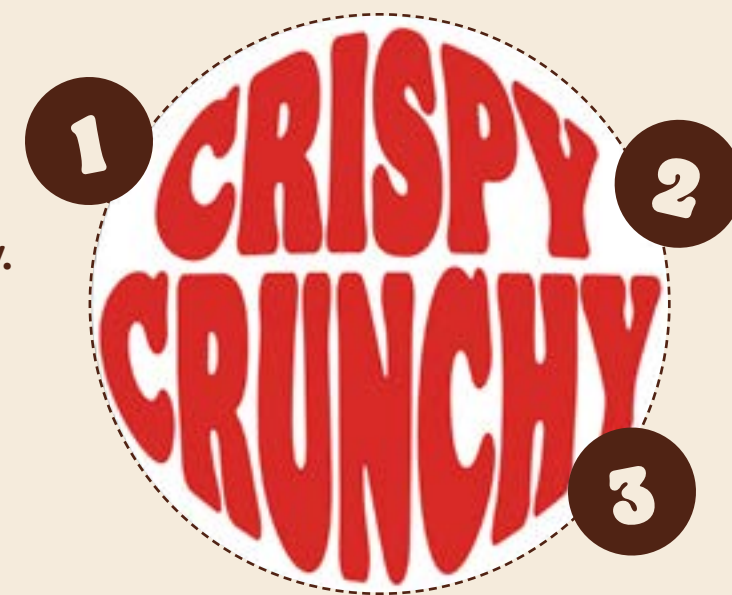
1. Use the Warp effect with the Arc Upper style for your upper word, and Arc Lower for your lower word along the horizontal axis. Adjust the bend to fit the curves of your circle.



2. Add some dimension to the type using the Warp effect with the Inflate style on both upper and lower words. This will provide a better fit to the edge of the circle.



3. Adjust letterforms by hand to maximize legibility, fit the space, and add a flourish or ligature to the letterforms.



### Square

1. Use the Distort & Transform effect with the Free Distort style for your upper and lower words, pulling the endpoints until you create an even horizontal line through the square shape.



2. Use the Warp effect with the Twist style to add a very slight amount of movement to your upper and lower words along the horizontal axis (adding too much movement will cause legibility issues).

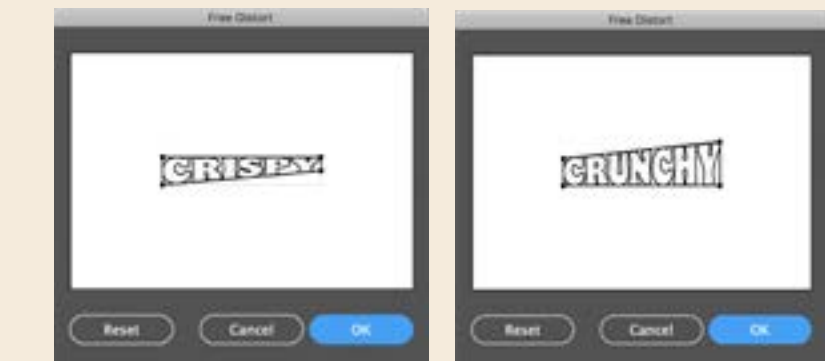


3. Adjust letterforms by hand to maximize legibility, fit the space, and add a flourish or ligature to the letterforms.



### Rectangular

1. Use the Distort & Transform effect with the Free Distort style for your upper and lower words, pulling the endpoints until you create an even horizontal line through the rectangular shape.



2. Use the Warp effect with the Wave style to add a very slight amount of movement to your upper and lower words along the horizontal axis (adding too much movement will cause legibility issues).



3. Adjust letterforms by hand to maximize legibility, fit the space, and add a flourish or ligature to the letterforms.







# ILLUSTRATION: ICONOGRAPHY

## Operational Icons

We have updated our icons to be inspired by our unique illustration style. Making them bolder, simpler, and instantly identifiable.

Operational icons should never be used larger than 84 pt and no smaller than 24 pt, which is the size that they appear on packaging wraps. All ops icons remain at a consistent height.

On white packaging backgrounds, icon color takes on the primary color of the Product Category. For example, a chicken product will have Flaming Orange Icons.



Cheese



Bacon



Double Patty



Triple Patty



Mayo



Lettuce



Tomato



Onion



Spicy



Ketchup



Tartar Sauce



Mustard



Ham



Sausage



Pickle



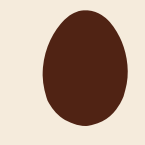
Bottle



Jar



Hash Browns



Egg



Egg & Cheese



Sausage

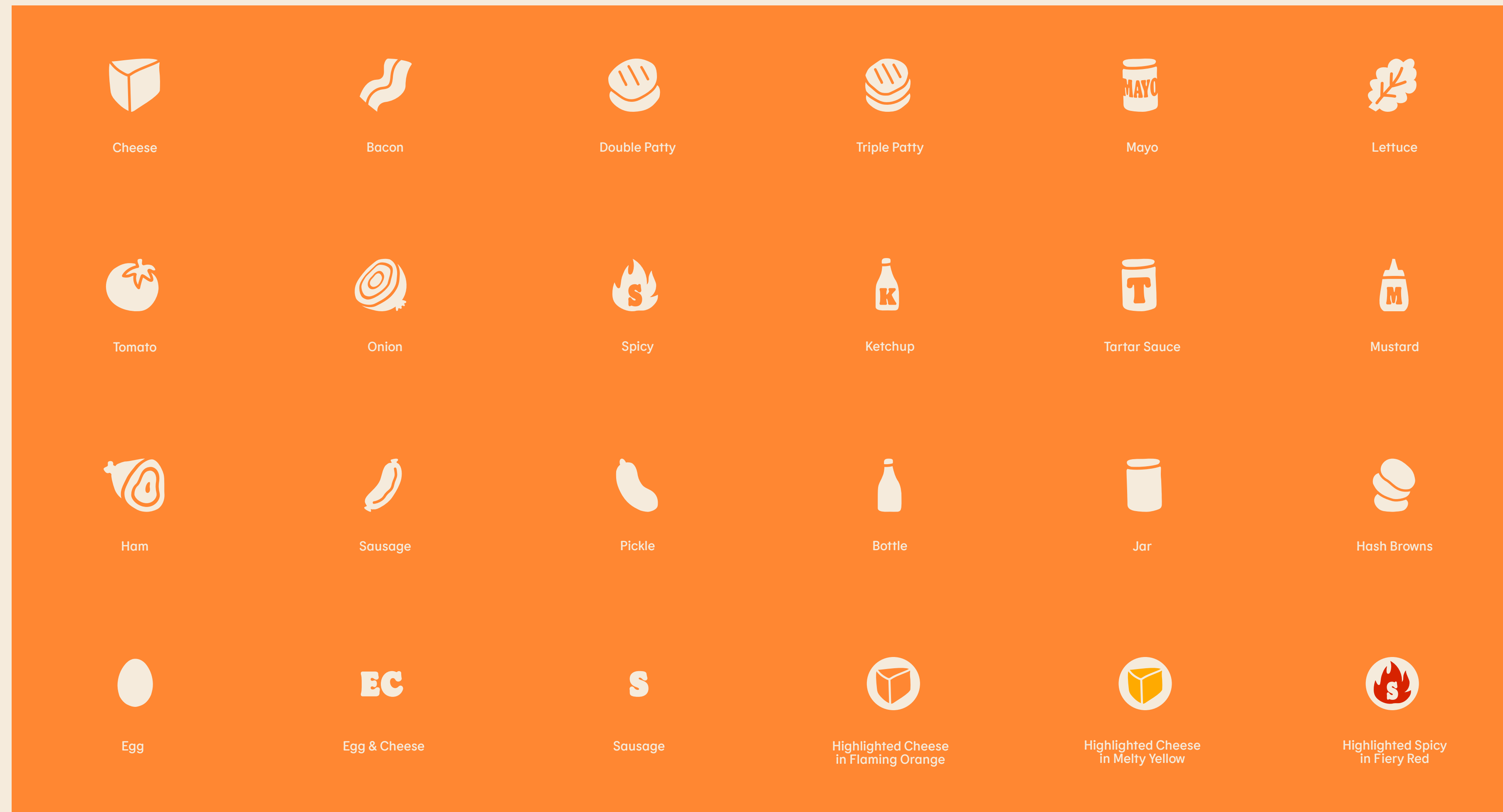
## Operational Icons on Color Backgrounds

On all color packaging backgrounds, the icon color reverses to white. For example, if a chicken product has an orange background, the icons will be white.

For additional distinction, Cheese and Spicy icons are highlighted on a white circle while the icon itself is in color.

Please use the Highlighted Cheese in Flaming Orange for all Whopper Sandwiches with Cheese. For all other wraps with color backgrounds, use the Highlighted Cheese in Melty Yellow. The spicy icon stays red on all packaging color backgrounds.

Operational icons should never be used larger than 84 pt and no smaller than 24 pt, which is the size that they appear on packaging wraps. All ops icons remain at a consistent height.



## Digital Icons

We have updated our digital icons to be inspired by our unique illustration style. Making them bolder, simpler, and instantly identifiable.

Digital icons appear no larger than 20 x 20 px on digital applications such as website and phone app.

The primary color for Digital Icons is BBQ Brown with the exception of our Small, Medium, and Large icons. Our S/M/L Icons follow the same Ops Color Specifications established in our packaging system.

Ops Color Specifications:  
Value = No color  
Small = Fiery Red  
Medium = Flaming Orange  
Large = BBQ Brown



Curbside Pickup



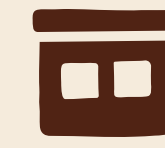
Dine-In



Takeout



Takeout



Drive-Thru



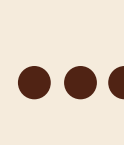
Sign-In



Order



Reorder



More



Profile



Home



Offers



Small



Medium



Large

## Digital Button

Our digital buttons, for call to actions, use slightly rounded corners to give them a more tactile appearance. To keep corner rounding consistent, the radius of the corner should always be 25% of the vertical height of the button.

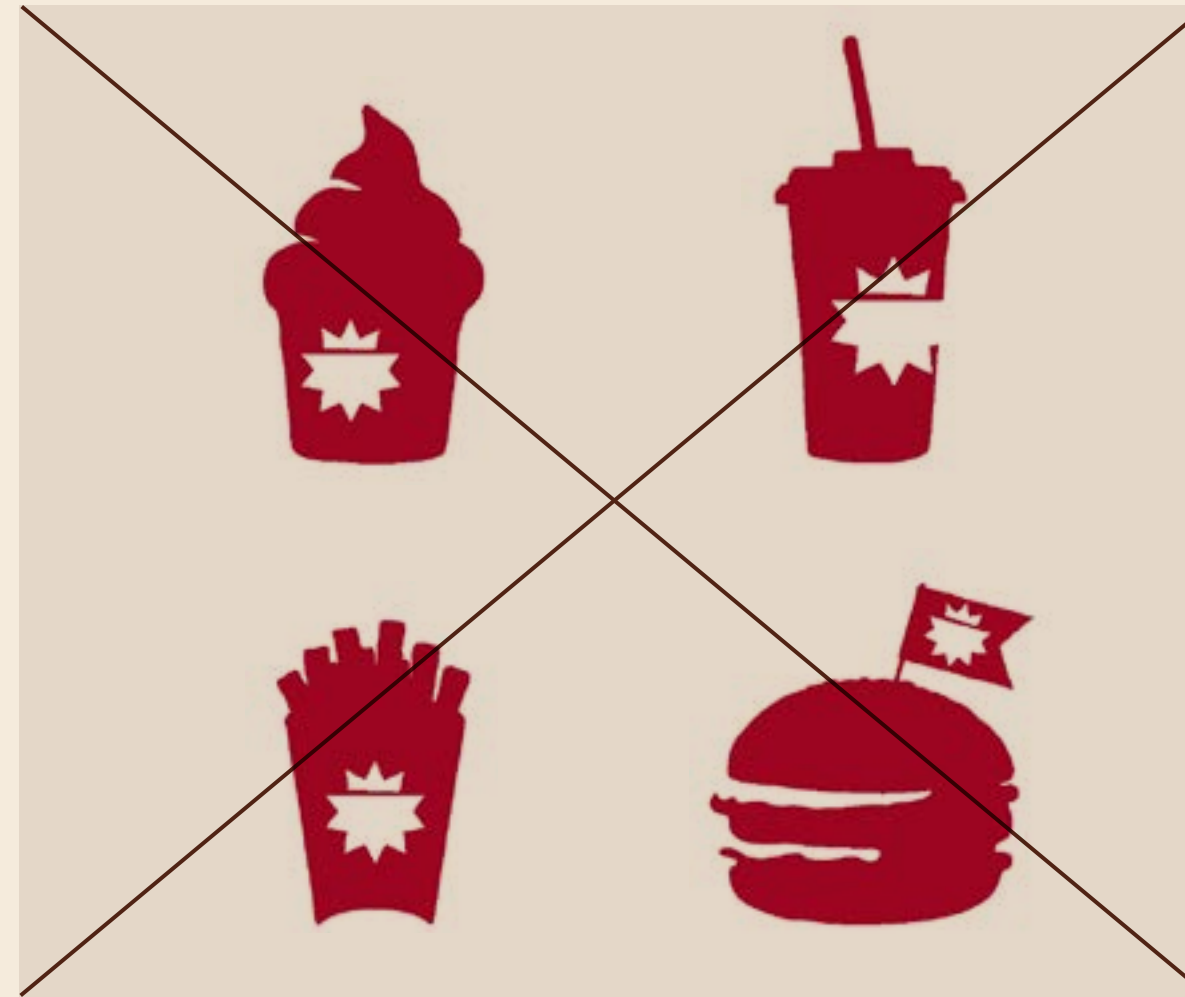
Do not fully round the corners into “capsule” shapes.



## Illustration and Iconography Don'ts

It is important that we are consistent with our illustration and iconography throughout our visual identity, and that we do not mix elements from our past visual brand identity in with the new.

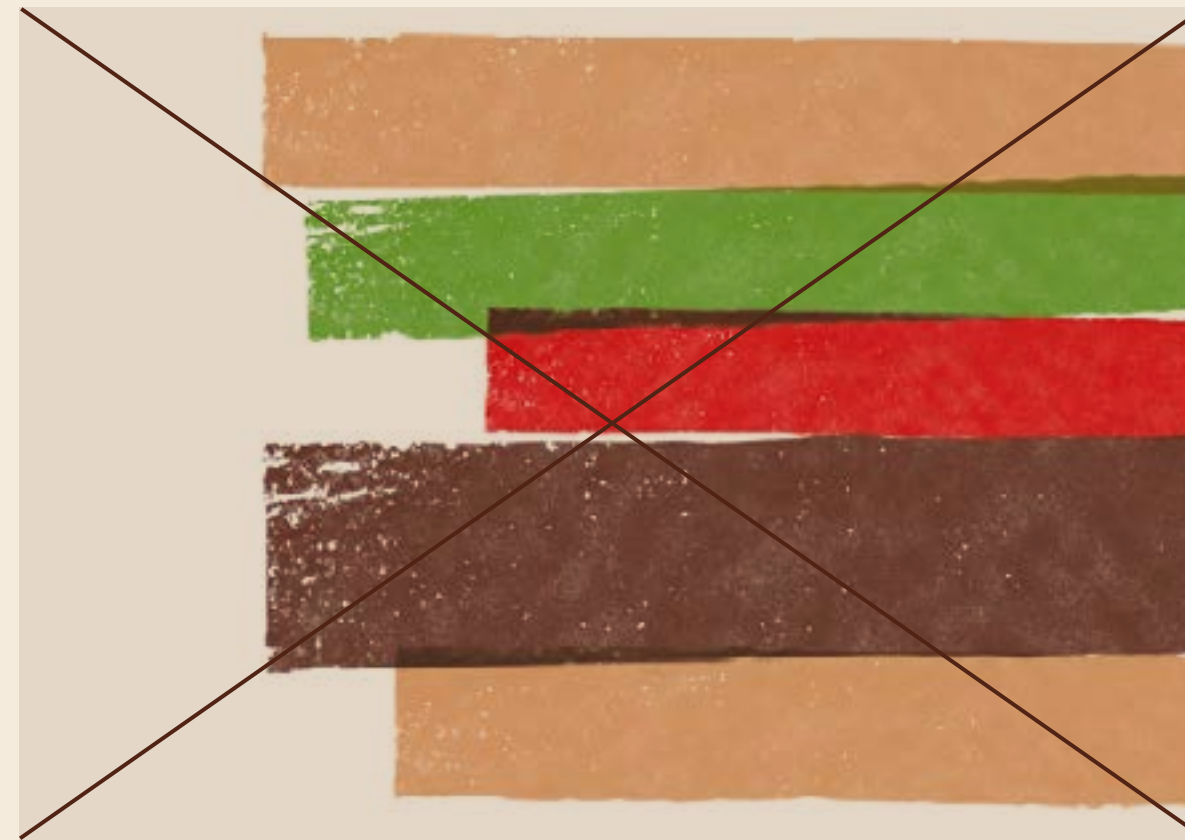
To illustrate this point, some of the elements from our previous visual brand identity are shown on this page as examples of what not to use.



Do not use the product icons from our previous visual brand identity.



Do not use the claims icons from our previous visual brand identity.



Do not use the stripes from our previous visual brand identity.



Do not use the promotional icons from our previous visual brand identity.

# LEGAL STANDARDS

**Legal Standards  
Terms & Conditions**

**In order to ensure the feasibility of the new Brand Identity Guidelines work, preliminary trademark searches were conducted in a few select markets in each region and necessary revisions were made. That said, each country still needs to work with its local Legal representatives to ensure usability of all brand content, including trademark clearance of icons and claim validation of stamps. This step is required before a market can use the new brand elements. Please allow sufficient time to search and clear these elements, which can vary by country.**



## Legal Standards Terms & Conditions

One of the goals of Burger King Corporation is to build its brand names and Logos so that they are not only famous worldwide, but also synonymous with quality goods and services at the best price. The BURGER KING® name, Logos and related trademarks are the primary visual representations our customers recognize. They represent who we are as a Company. It is therefore important that you use the Company's trademarks and Logos correctly at all times to preserve their strength and identity and to protect Burger King Corporation's exclusive right to use them.

Refer to these guidelines whenever using any of the Company's trademarks.

### Q What is a trademark?

A Any word, symbol, design or combination thereof that identifies and distinguishes the goods or services of a company from those manufactured, sold or offered by others. In other words, the BURGER KING® name and the BURGER KING Bun Halves and Crescent Logo, are trademarks. Do not confuse a trademark with a trade name. A trade name is the name under which a business operates. For example, our Company's trade name in the United States is Burger King Corporation. Note the following examples:

Trademark: BURGER KING®  
Trade Name: Burger King Corporation (U.S.)  
Incorrect: Burger King® Corporation  
Incorrect: BURGER KING® Corporation

Examples of Trade Names outside the United States:  
Burger King Restaurants of Canada Inc. (Canada)  
Burger King Ltd. (United Kingdom)  
Burger King Europe GmbH (EMEA)  
BK AsiaPac, PTE. LTD. (APAC)

If you are unsure of the Company's trade name in your country, contact the Communications or Legal Departments of Burger King Corporation.

### Q Why is correct trademark use important?

A Trademark rights, unlike patent and copyright rights, can last forever, provided the mark is not abandoned and is properly used. If a mark is not properly used, it may become generic; that is, the name has come to mean the product, rather than a certain brand of product. A trademark which has become generic is not enforceable against infringement. Any competitor can use the term for its goods or services. The importance of correct trademark use in our own publications cannot be overstated. Misuse of a mark by an owner is often persuasive to a court that the

mark has become generic or that it is merely descriptive of the product or services. Most people do not know that the following names were once trademarks: Escalator, Linoleum, Kerosene, Milk of Magnesia, Lanolin, Cellophane, Thermos, Aspirin, Super Glue, Yo Yo and Bikini.

### Q How do I know if a new mark, illustration or tagline is available for use as a trademark?

A It is essential that all newly proposed marks, logos, taglines and slogans are cleared for their intended use through the Legal Department to avoid any risk of trademark infringement.

### Q What is trademark infringement?

A Trademark law protects consumers from confusion, mistake or deception as to the source of the goods, and protects the investment the owner of a mark has made in developing the goodwill symbolized by the mark. It is an infringement of a Burger King Corporation mark if another company uses the same or similar mark without Burger King Corporation's authorization for the same or similar goods or services so as to be likely to cause consumers to be confused, mistaken or deceived in believing that the other company's goods or services are those of Burger King Corporation or in some way connected to Burger King Corporation (by endorsement, sponsorship, licensing or in some other way). Infringement may also occur if another company uses a mark of Burger King Corporation in such a way as to dilute the value and goodwill associated with that mark (for example, (a) a non-competitive company uses a Burger King Corporation mark to symbolize its goods or services; or (b) a third party uses a Burger King Corporation mark in an unwholesome manner). If you become aware of any infringements or potential infringements, contact the Legal Department of Burger King Corporation.

### Q Are franchisees of Burger King Corporation restricted in any way from using the Company's trademarks?

A Franchisees are licensed to use all authorized trademarks in connection with the operation of their BURGER KING® restaurants, but are not permitted to claim ownership. Franchisees, however, cannot use any of the Company's authorized trademarks without obtaining prior approval from the Company. In addition, franchisees are not permitted to claim ownership of any of the Company's trademarks. Franchisees should never apply for registration of any trademark or domain name associated with the Company. Franchisees are required to adhere to the guidelines contained herein for all use of the Company's trademarks and domain names.

### Q How do I know when to use a trademark symbol (for example, TM vs ®)?

A The trademark designations vary from country to country. For example, in the United States, if the trademark has been officially registered with the United States Patent and Trademark Office, use the ® symbol. If the trademark has NOT yet been registered, use the TM symbol. Outside the United States, use the appropriate designation in the country in which use is claimed.

Examples of trademark designations in other countries include:

Australia:	“Registered Trademark” or ® TM or SM for an unregistered trademark or service mark
Canada:	“Registered Trademark” or MD or “Marque Deposee” or ® Unregistered Marks: TM/MC “Marque de Commerce “Eingetragenes Warenzeichen” or ®
Germany:	

## Legal Standards Terms & Conditions Cont.

Mexico:	“Registered Trademark” (“Marca Registrada,” “Marc. Reg.,” “M.R.”) or ®. TM for unregistered trademarks
United Kingdom:	“Registered Trademark” or ® TM or SM for an unregistered trademark or service mark
China:	“Registered Trademark” (in Chinese characters)

Note, it may be illegal to use a ® symbol in connection with a mark that is not registered, and can expose the Company to substantial administrative fines. If unsure, always verify with the Legal Department the registration status of a mark prior to use. Please contact the Legal Department to obtain the appropriate designations for countries outside the United States and for registration updates.

### Q How do I know where to position the TM or the ®?

A The trademark notice requirements differ from country to country. For all trademarks in the United States, use the TM, SM (for service marks) or the ® to the upper right of a wordmark and to the bottom right of a design mark such as the BURGER KING Bun Halves and Crescent Logo, unless otherwise instructed by the Legal Department For all trademarks outside of the United States, contact the Legal Department for guidance on markings.

### Q How do I know if a trademark is registered?

A Contact the Legal Department.

### Q When should I use a trademark in a local language?

A You may wish to use a trademark in a local language to appeal to the local consumer base. Prior to doing so please check with the Legal Department to ensure that the local language equivalent is available for use and that trademark protection has been applied for. Generally recognized trademarks like the BURGER KING® Bun Halves and Crescent Logo may appear on product packaging and signage in English if the proper clearances and protection have been completed. However, in certain regions like Quebec, Canada, if a French language trademark is already registered the Company must use the French mark. Check with the Legal Department for guidance.

### Q What is a copyright?

A. A copyright or © seeks to promote legal protection to authors of original works of authorship including literary, dramatic, musical, artistic and certain other intellectual works, available to both published and unpublished works. Upon creation a copyright automatically covers all of these expressions and grants exclusive rights to the author of an original work, including the right to copy, distribute, adapt the work and create derivative works. Copyrights last for a certain time after which they pass into the public domain. All printed materials must carry the following legend: Example: © (first year of publication), Burger King Corporation. All rights reserved.

If the © has been used for a number of years, the legend should include the first year of publication and the current year. Example: © 1999, 2004, 2007, 2011 Burger King Corporation. All rights reserved.

### Q What is a legal line and when should I use it?

A The legal line indicates ownership of trademarks and copyrights. All of the Burger King Corporation trademarks are owned by Burger King Corporation and reference of that ownership should be made in the legal line, at the bottom of the page, sized as specified herein. Use the legal line whenever an authorized trademark (word(s) or Logo design) is used. An example of the approved legal line where the BURGER KING Bun Halves is used in the U.S. is as follows: TM & © 2020 Burger King Corporation.

All rights reserved. An example of the approved legal line outside the U.S. depends on where the artwork was created. If the art was created in the U.S. for another country, the proper legal line is: TM & © 20\_\_ Burger King Corporation. All rights reserved.

If the artwork was created in the country in which the artwork will appear, then please use the following legal lines:

For EMEA	TM Burger King Corporation. © [year] Burger King Europe GmbH. All rights reserved.
For AsiaPac	TM Burger King Corporation. © [year] BK AsiaPac, PTE. LTD. All rights reserved.
For LATAM	TM & © [year] Burger King Corporation. All rights reserved.
For Canada	TM/MC & © [year] Burger King Corporation. All rights reserved

## Legal Standards Disclaimers & Other Fine Print

While the legal requirements for disclaimers (conditions, restrictions, informational legal lines) will vary from country to country, generally disclaimers on printed materials should be bolded to distinguish them from sales copy and to enhance readability. Preferred typesetting specifications for disclaimers on printed materials in the United States are 8 point type and printed trademark and copyright legal lines in the United States should be 5 point type.

Disclaimers on television commercials in the United States should be as follows: Disclaimers appearing on a black background should be at a minimum of 22 scan lines with 100% white. In other instances (such as over food footage, live-action or a light background), disclaimers should have a drop-shadow to accentuate the letters and enhance readability.

For treatment of disclaimers outside the United States, contact the Legal Department of Burger King Corporation.

## Legal Standards Guidelines for Trademark Usage

### 1. Distinguish the trademark from the rest of the text.

Trademarks should always be used in a manner that will distinguish them from the surrounding text. At the very least, they should be written in all capital letters. They may also be set in quotation marks, italics or bold font. This rule would apply everywhere and every time a mark is used in any piece of written material.

**Correct:** At participating BURGER KING® restaurants in the United States.

**Incorrect:** At participating Burger King's in the United States.

### 2. Use the generic name associated with the trademark.

A trademark is an adjective which modifies a noun. In printed matter of all types, and particularly in advertising copy, the generic name (noun) should be used immediately after the first or most prominent use of the trademark on each page. Thereafter, the generic name need not be used every time the trademark appears, but it should be used often enough to make it obvious that the trademark is not the generic name. For example, "at participating BURGER KING® restaurants in the United States".

To determine whether you are using a trademark properly, ask yourself the following question: "Would a complete thought be expressed if the trademark were omitted"?

If the answer is "Yes", then the trademark has been correctly used as an adjective. The generic name should not be in all caps, nor should it be the same size as the trademark.

**Correct:** Visit your participating BURGER KING® restaurant and try a Whopper® Sandwich.

**Incorrect:** Visit your participating BURGER KING® RESTAURANT and try a Whopper® SANDWICH.

### 3. Copy specifications

When referring to the Company's trade names, such as Burger King Corporation in the United States, capitalize only the initial letter of each word. However, when using the trademarks, you must distinguish them from the surrounding text. At the very least, they should be written in all capital letters (e.g., "BURGER KING®"). They may also be set in quotation marks or italics. This rule applies everywhere and every time a mark is used in any written material.

Use the trademark notation TM or SM next to the trademarks each time they are used.

Do not break the Company's trademarks from line to line, e.g., always place "BURGER KING®" on the same line.

# FILE NAMING

## File Naming Guide

Please refer to the following naming convention to easily find the correct Burger King® Logo file to use. Abbreviations are used in our asset file naming so the names are concise. The various attributes of each file follow in order of importance, separated by an underscore.

# BK\_Logo\_Primary\_ST\_PMS\_C.ai

Name	Asset Type	Asset Name	Asset Format	Color Space	File Format
BK	Logo	Primary	ST Standard Lockup	CMYK	ai
	Signature Lockup	Wordmark		RGB	png
	Illustration	Favicon	SU Small Usage	PMS_C Pantone Coated	jpg
	Photography	Type Icons	LU Large Usage	PMS_U Pantone Uncoated	

# CONTACTS

## **Brand Team Contacts**

Our Regional and Global Marketing team are available to discuss branding issues and to review your communications.

We can add the most value if feedback is sought during the development phase, when there is still time to incorporate changes. This is especially true if you are working with an outside vendor.

# **Questions, concerns, thoughts or need more information?**

# **Contact your Regional and Global Marketing team.**



