

**PUMP & PANTRY**<sup>®</sup>

**BRAND  
STYLEGUIDE**

# PUMP & PANTRY





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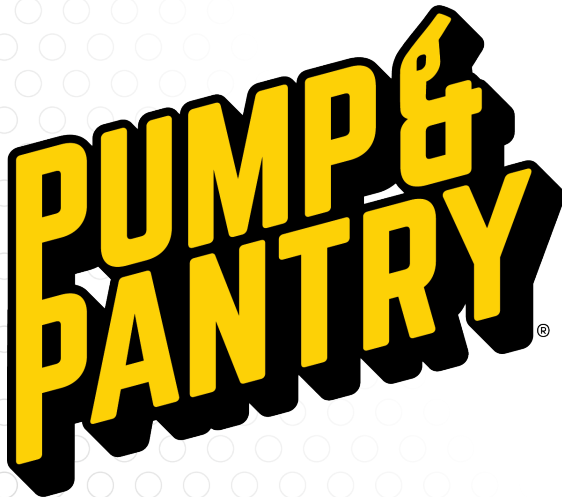
1971 - 1995



1995 - 2019



Present



# HISTORY

**In 1971, Chuck Bosselman began a convenience store concept where people could buy gas & groceries, named Pump & Pantry. But more than that, he established a system of beliefs for his company. Whether it's keeping the store sparkling clean, treating every customer as a friend, or donating time and money to great causes, Pump & Pantry strives to make every day fun for our valued customers.**

**Today, Pump & Pantry is still a family-owned operation run by Charlie, Brandi, Carsten, and Kinsey Bosselman; children and grandchildren of the original founder. Pump & Pantry convenience stores are located throughout Nebraska in communities of a few hundred to several hundred thousand.**

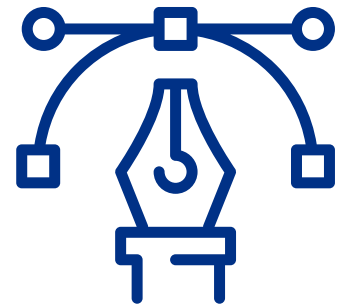
**Pump & Pantry stores feature everything from fresh, hot coffee and donuts to hand-crafted deli items to snacks, drinks, everyday necessities, groceries, automobile accessories and convenient products and services. Our fun, inviting stores are committed to caring about and serving our customers 24/7/365 with fast, friendly service and quality products in clean, convenient locations.**

**Today, with 45 locations, Pump & Pantry has become a hometown favorite for people on the go in dozens of towns throughout Nebraska. Updates, renovations, and remodels are ongoing to ensure that each location offers the latest in technology and convenience to serve our customers better. There are always exciting things happening at Pump & Pantry, where we are Nebraska Born, Nebraska Grown, Nebraska Owned! When you need to refuel, we have what you need to Pump Up Your Day at Pump & Pantry.**

# BRANDING



**IMPLEMENTATION**



**LOGOS**



**COLORS**



**TYPOGRAPHY**



















# IMPLEMENTATION



## 15/15/15 RULE

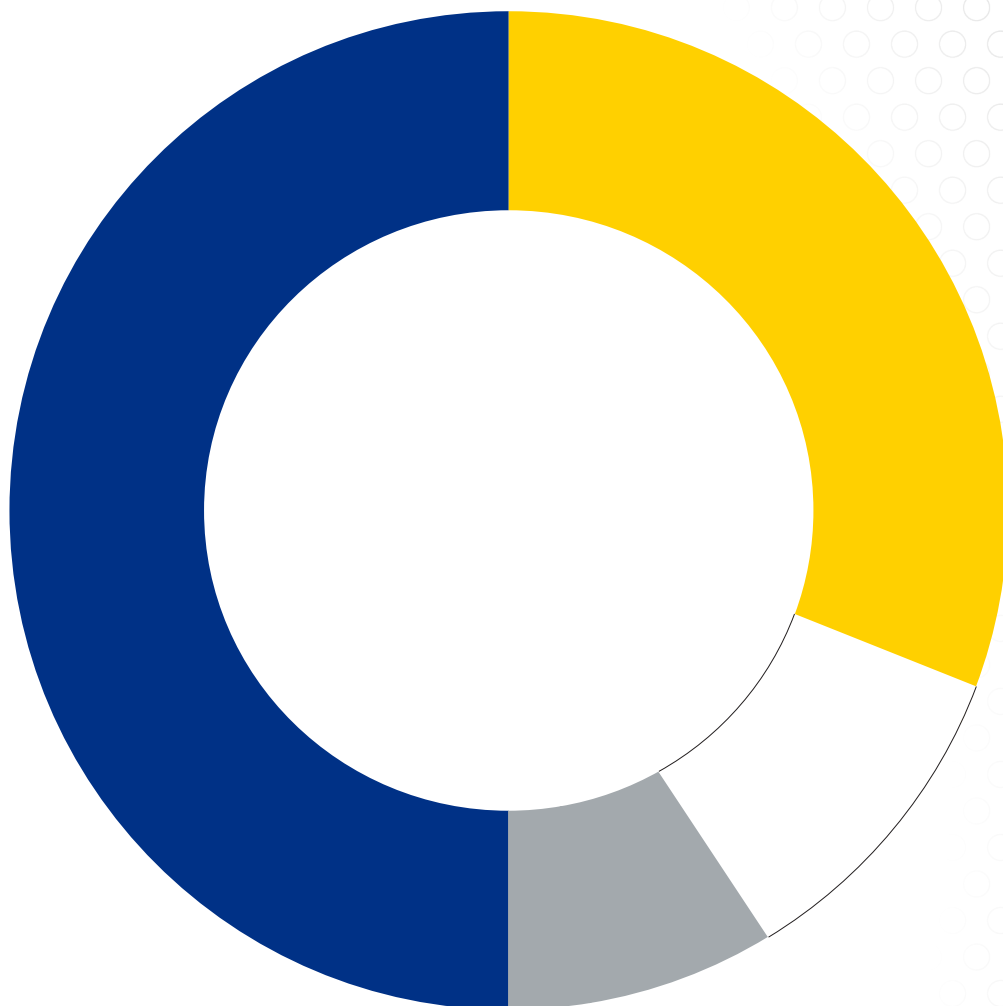
All logo types need to be displayed at 15° Rotation Angle and 15° Shear X Angle.  
No other graphic elements can be within 15 points of any logo type.





# COLORS



**PANTONE 287C**



CMYK= 100, 87, 20, 11  
RGB= 0, 47, 135  
HEX# 002f87

**PANTONE 109C**



CMYK= 1, 16, 100, 0  
RGB= 255, 209, 0  
HEX# fd100

**PANTONE 429C**



CMYK= 38, 27, 27, 0  
RGB= 162, 169, 173  
HEX# a2a9ad

**WHITE**



CMYK= 0, 0, 0, 0  
RGB= 255, 255, 255  
HEX# ffffff

PRIMARY LOGO



Preferred use of the primary logo is the 2-color applications on a light colored backgrounds or solid black.



Over Yellow  
PMS 109c Only



Over White



Over Black



Over Grey  
Only for Alternative Logo



Over Blue  
PMS 287c Only

# ALT PRIMARY LOGO



Alternative use of the primary logo is the 2-color applications on a blue, grey, or yellow colored backgrounds.



Over Yellow  
PMS 109c Only



Over White  
Only for Primary Logo



Over Black



Over Grey  
PMS 429c Only



Over Blue  
PMS 287c Only

SECONDARY LOGO - BLUE



This is the referred use of the primary logo for 1-color applications on a light colored backgrounds or solid black.



Over Yellow  
PMS 109c Only



Over White



Over Black



Over Grey  
PMS 429c Only



Over Blue  
PMS 287c Only

SECONDARY LOGO - YELLOW



Alternative use of the primary logo is the 2-color applications on a blue colored backgrounds.



Over Yellow  
PMS 109c Only



Over White



Over Black



Over Grey  
PMS 429c Only



Over Blue  
PMS 287c Only

# TYPOGRAPHY

THIS  
IS OUR  
TYPE!



TITLES & HEADERS

## NORWESTER

THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG

1234567890 !\$%+?#

REGULAR

SUB-HEAD & SECONDARY

## HOUSE SLANT

*THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG*

*1234567890 !\$%+?#*

*REGULAR*

BODY COPY & FINE PRINT

## Univers LT Std

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG

the quick brown fox jumps  
over the lazy dog

1234567890 !\$%+?#

39 Thin Ultra Condensed

49 Light Ultra Condensed

59 Ultra Condensed

57 Condensed

67 Bold Condensed

65 Bold

75 Black

85 Extra Black

63 Bold Extended

73 Black Extended

93 Extra Black Extended

**PUMP & PANTRY**

**WE EN**

**FREE FUEL**

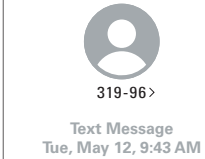
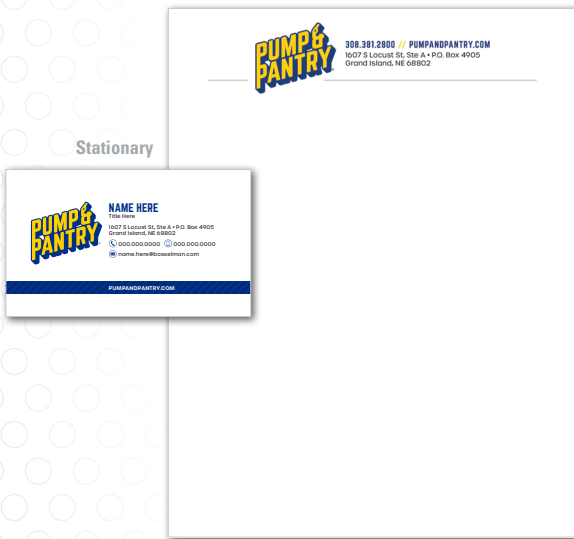
**FOR A**

**YEAR**

For Terms & Conditions, Please Visit [PumpandPantry.com/promotions](http://PumpandPantry.com/promotions)

# COLLATERAL

## PUMPED UP REWARDS BY PUMP & PANTRY



Hey James! You can win FREE Fuel For A Year bc you're a member @Pump&Pantry!

Use your Perks card EVERY time you buy a fountain drink, now thru 6/30, and your entered to win. The more you buy, the more chances you have to win.

Check it out here: <http://slkt.io/6rE5/25314223>

Exterior Store Design





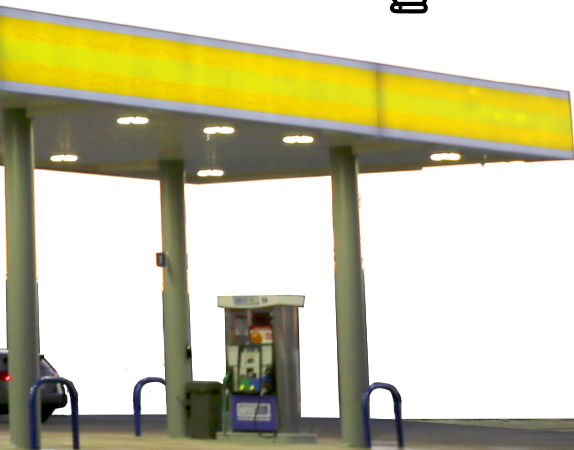
Interior Stor Signs & Wall Wraps



**Pump & Pantry**  
June 4 at 9:51 AM · 🌐  
👉 Quench your thirst! Stay Pumped with Gatorade, including Gatorade ZERO flavors. Get 'em 2 for \$3.33 in the 28oz size at your local Pump & Pantry. #StayPumped



# TELEVISION & RADIO ADVERTISEMENTS





For questions regarding the usage of logos,  
please email [marketing@bosselman.com](mailto:marketing@bosselman.com).