



Jiffy Trip
Branding
Guidelines

The Brand

A strong, unified identity is critical for a convenience store chain. Our mark is not only the representation of the brand but also the experiences of our customers.

These graphic elements serve as the foundation for all branding, marketing, and communication aspects of the Jiffy Trip brand. These elements must be used consistently to build loyal customers and strengthen the Jiffy Trip image.

This guide establishes the rules for using elements such as color palette and typography, as well as appropriate contexts such as social media and messaging.

Thank you for your continued stewardship of Jiffy Trip's identity!





Founded in 1972

On August 25, 1972, Jiffy Trip officially opened to guests for the first time in Cherokee, Oklahoma. The culmination of innovation, commitment to teamwork, and community is what led owners K.V. Williams and Larry Hammer to the first opening of a Jiffy Trip Convenience Store and, eventually, the acquisition of more stores throughout northwest Oklahoma.

As Jiffy Trip began growing and acquiring other stores, we showcased our innovation by becoming one of the first convenience store chains to offer hot coffee. Now a common offering and a key product for Jiffy Trip and c-stores nationwide, it was unheard of, at that time, for stores to offer hot dispensed beverages. The company's products, services, technology, and manufacturing practices have advanced dramatically while maintaining a keen focus on meeting and exceeding customer expectations and innovating for the future. Central to that success are Jiffy Trips' 300-plus team members. Innovation, commitment, and teamwork — values that remain at the heart of Jiffy Trip today.



Table of Contents

The Brand	1
History	2
Visual Identity	4
Color Palette	5
Logos	6
Tone of Voice	8
Typography	9
Fonts	10
Social Media	11
Digital Media Defined	12
Professional Use	12
Avatars of Profile Images	13
Bios or Descriptions	13
Messaging	14
Resolution	14

Visual Identity



Jiffy Trip C-Store Primary Colors

Jiffy Trip Red
HEX: #da291c
RGB: 217, 41, 28
CMYK: 0, 81, 87, 15



Jiffy Trip Yellow
HEX: #FFFF200
RGB: 255, 242, 0
CMYK: 0, 5, 100, 0

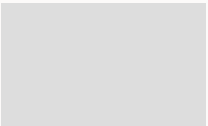


Jiffy Trip White
HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Jiffy Trip C-Store Secondary Colors

Jiffy Trip Light Grey
Hex: #d9d9d9
RGB: 208, 208, 206
CMYK: 5, 3, 5, 11



Jiffy Trip Black
Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100



JT's Comfort Kitchen Primary Colors

JT's Comfort Kitchen Red
HEX: #da291c
RGB: 218, 41, 28
CMYK: 0, 81, 87, 15



JT's Comfort Kitchen White
HEX: #ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

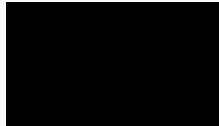


JT's Kitchen Secondary Colors

JT's Comfort Kitchen Light Grey
HEX: #d9d9d9
RGB: 208, 208, 206
CMYK: 5, 3, 5, 11



JT's Comfort Kitchen Black
Hex: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100



Jiffy Trip Current Logos

Primary Mark

When we talk about THE BRAND at Jiffy Trip, we refer to the square Jiffy Trip logo.

This mark should be used on all media going outside of the organization. This includes social media posts and any other form of marketing media or documentation.



Secondary Mark

The Primary Mark is preferred for all applications. This secondary mark may be used if necessary for internal documentation or if the primary mark is not cohesive with the design.



Colored Logos

The white and black logo is only to be used if the design background is a color that doesn't coordinate with the primary mark.



50th Anniversary Logo

The 50th Anniversary logo should be used in conjunction with the Primary Mark for all external documentation.



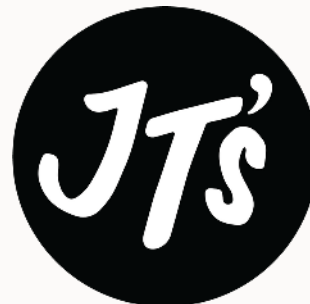
JT's Comfort Kitchen Primary Logo

This logo should be used on all of JT's Comfort Kitchen marketing materials, documentation, and digital media.



JT's Comfort Kitchen Colored Logo

The white and black logo is only to be used if the design background is a color that doesn't coordinate with JT's Comfort Kitchen primary logo.



Logo Size

The minimum size for printed materials is 0.375 inches. The minimum size for apparel is 1 inch.



Tone of Voice

Jiffy Trip was founded and created in northwest Oklahoma. The culmination of innovation, commitment to teamwork, and community are who we are. It's natural. But, if we had to describe who we are in a few words, these words would summarize us.

Brand Words

FRIENDLY

COMMUNITY

RELIABLE

COMMITTED

INNOVATIVE

Typography



Fonts

Typography is as important to successful brand identity as logos. An official font should reflect the image of the organization it represents – if it is used consistently.

Fonts communicate a tone whether formal, friendly, confident, etc. Jiffy Trip seeks to be friendly and approachable in our tone in all communications, with a first-person, conversational style preferred.

Our selected fonts reflect this approach. Chunk Five, Chunk Five Textured, Open Sans Bold, and Open Sans are the primary fonts of Jiffy Trip. If you need help accessing these fonts, please contact the marketing department.

Chunk Five

Chunk Five is used for major headings. Font size should exceed 25 points when used.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

Open Sans Bold

Open Sans Bold is used for sub-headings. Font size should be 20-25 points.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz**

Open Sans

Open Sans is used for body paragraphs. Font size should be 12-15 points.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Social Media



Digital Media Defined

This section applied to any employee involved in creating, contributing to, or distributing Jiffy Trip information through digital media, social media, and other marketing platforms. The term **Digital Media** refers to any communications facilitated by technology. This can include online channels, phone/app based communications, and more.

Professional and Personal Use

Jiffy Trip utilizes social media to enhance more direct communications with its customers. Jiffy Trip employees who use social media should use caution when using personal business accounts for business purposes. Specifically:

1. Jiffy Trip employees should not use their personal accounts to act or be perceived as acting as representatives of Jiffy Trip unless given the expressed authority to do so by Brand Management.
2. Individuals should never share confidential information or comment on anything related to legal matters without the appropriate approval.

Avatars or Profile Images

Profile images must include the Primary Jiffy Trip Mark or the 50th anniversary logo. Avatars or profile images that are not of the primary Jiffy Trip mark or the 50th anniversary logo, should be approved by the marketing or branding department.

Bios and Descriptions

Aside from your social media avatar and account name, your bio is the next most important feature on your profile. The bio is your introduction to prospective followers and previews the type of content viewers should expect. Every bio should include a direct link to the Jiffy Trip website.

"Jiffy Trip is a convenience store located in Oklahoma and Arkansas. We were established in 1972 by K.V. Williams and Larry Hammer. Still to this day, Jiffy Trip is a family-owned company and takes pride in providing outstanding customer service and high-quality products to the 26 Jiffy Trip stores across the midwest. Visit our website to learn more about Jiffy Trip and find your nearest location! www.jiffytrip.com"

Messaging

Messaging should always portray a positive image of the Hammer Williams Company and the Jiffy Trip Brand.

Popular messaging includes:

"Feeling empty? Fill up & Fuel Up at Jiffy Trip"

Resolution Requirements

Printed images require a minimum of 300 dpi (dots per inch) for a high-quality print. Do not copy or use a logo from the internet for printed documents because they are not optimized for print.

Videos produced internally or by third-party vendors should adhere to the proper usage of the Jiffy Trip brand outlined in this manual.

All media (video, photography, and design) is an important part of Jiffy Trips' image and should adhere to the best practices available.



Department of
Brand Management