

KWIK TRIP™

DESIGN GUIDE

Mission & Values

Our Vision:

To be better than the best!

Our Mission:

To serve our customers and community more effectively than anyone else by treating our customers, co-workers and suppliers as we, personally, would like to be treated, and to make a difference in someone's life.

Our Purpose:

To serve our guests and provide opportunities for our co-workers to grow, advance, have fun and love their jobs. With this objective in mind, our co-workers and shareowners are then able to share in the earnings of Kwik Trip, Inc. Because of this purpose, thousands of lives are made better.

Our Core Values:

Honesty & Integrity

We are honest in all of our business interactions with our business partners.

Respect

We show respect for our business partners by what we say and do.

Excellence

We strive to excel in everything we do. We are committed to producing high quality products and services at a superior value for our customers.

Humility

We are grateful for our success and share our appreciation with our co-workers, but do not seek public recognition.

Innovation

We encourage and value creative solutions to customer needs and business challenges. Our uniqueness in our industry provides us with great competitive advantages in the marketplace.

Work Ethic

We are a Midwestern company that believes in a "roll up your sleeves" work ethic. The commitment and outstanding effort of our people has driven our success in the past and will drive our success in the future.

Brand Qualities **and how to depict them**

Fresh

vs Stale

Limit the use of gradients, glows, unnecessary drop shadows, washed out images, etc.

Use white/light color and space to convey freshness. Busy ads reflect stores that are dirty and cluttered.

Replace/update old signage whenever we can.

Maintain active website/social media pages. Guests should know that info is up-to-date.

Convenience stores have a common negative stereotype. Basically, the way we want to depict Kwik Trip is “Not that.”

Friendly

vs Rude

Use Grey or Teal instead of black text to soften tone when it makes sense to do so.

Keep messaging positive and honest. Use clear, direct, everyday language.

Imagine speaking to an individual person when writing copy. Respect the intelligence of our guests.

Quality

vs Second-rate

Prioritize appealing food photography.

Use good photography, well-crafted type, basic design principles and don't overcook it.

Steal from the best examples of grocery store advertising, branding, and packaging.

Do less, better. When design is minimal, each element needs to be well-crafted.

Find the sweet spot for time effectiveness. There's a lot to do, so our visual identity has to be simple to execute in a fast-paced environment.

Essential

vs Waste

Focus on one main message. Don't try to sell 5 different things in one piece.

Use each graphic element for a purpose. Eliminate space-filler and decoration for decoration's sake. “As simple as possible, but no simpler.”

Be direct. We're such a small part of people's everyday lives and attention – get to the point.

Earn people's attention immediately in some way when we have a more complex message to share.

Use fewer words.

Logo

KWIK TRIP™

KWIK TRIP

***KWIK
TRIP***

***KWIK
TRIP***

KWIK STAR®

KWIK STAR

***KWIK
STAR***

***KWIK
STAR***

*We are Kwik Trip in Minnesota and Wisconsin and Kwik Star in Iowa.
If both logos are needed, a combined version is available.*

Typography & Color

Fonts

Archer is a friendly and versatile font family and should be used for the majority of applications. Heavier weights are generally preferred, other than for body copy. Proxima Nova is used as a sans-serif complement.

Archer

| | |
|-------------|---------------------------|
| Hairline | <i>Hairline Italic</i> |
| Thin | <i>Thin Italic</i> |
| Extra Light | <i>Extra Light Italic</i> |
| Light | <i>Light Italic</i> |
| Book | <i>Book Italic</i> |
| Medium | <i>Medium Italic</i> |
| Semibold | <i>Semibold Italic</i> |
| Bold | <i>Bold Italic</i> |
| Black | <i>Black Italic</i> |
| Extra Black | <i>Extra Black Italic</i> |
| Ultra | <i>Ultra Italic</i> |

Proxima Nova

Colors

White space conveys freshness and allows focus to be strategically drawn to key elements in a layout, such as photography, calls to action, or pricing.



| | |
|----------------|----------------|
| Pantone | PMS 186 |
| Hex | C8102E |
| RGB | 200,16,46 |
| CMYK | 2/100/85/6 |

| PRINT | DIGITAL |
|--------|---------|
| +10% K | #ff1638 |
| +25% K | #b00e29 |
| +50% K | #810a1e |

186 (red) can be shaded for subtle contrast. Red can quickly overwhelm if overused. A little goes a long way.



| | |
|----------------|----------------|
| Pantone | PMS 468 |
| Hex | DDCBA4 |
| RGB | 221, 203, 164 |
| CMYK | 6/13/41/4 |

| PRINT | DIGITAL |
|----------|---------|
| 50% Tint | #eee4d1 |
| | #f5efe3 |
| 25% Tint | #fbf9f4 |

468 (cream) should be tinted when used as a background color. (This document uses 20%) When used in signage, use alongside white as reference so that the color reads as a tan and not just a dirty white.



| | |
|----------------|-----------------|
| Pantone | PMS 5493 |
| Hex | 7FA9AE |
| RGB | 127, 169, 174 |
| CMYK | 47/4/16/16 |

5493 (teal) should be used in small doses, primarily for text and as an accent color. Don't let the teal and red touch.



| | |
|----------------|------------------------|
| Pantone | PMS Cool Gray 9 |
| Hex | 75787B |
| RGB | 117, 120, 123 |
| CMYK | 0/0/0/65 |

Cool Gray 9 should be used for text in place of black where legibility allows. A K Black shade can be also be used for CMYK registration purposes.

Kwik Rewards

A few ways that Kwik Rewards differs from general Kwik Trip branding:

- Less photography, more illustration/graphics
- Red more freely used as background. For items on red, yellow has been added as a callout color.
- Additional graphic elements and icons, seen here.

Logos

