BEN & JERRY'S

STYLIN' GUIDE

What a long, strange trip it's been.

From a renovated gas station in Burlington, Vermont, to far-off places we sometimes mispronounce, this grassroots ice cream business that began in 1978 with two guys and a meager $12,000 investment has come a long, long way. It's come so far that now you can find Ben & Jerry's in far away places like Japan, Australia and all over the UK.

So, we thought it'd be wise to put together a book of guidelines to help our designers and writers keep our brand on the same page. This book is designed to help all of our teams across the globe express our brand in a consistent and united way. Think of it as guidance for each and every one of our visual statements.

01. Brand Voice

SPEAKING OUR LANGUAGE

Who We Are

unabashed
compassionate
genuine
inspired
undaunted
understanding
playful
worldly
unforgettable
foodies
empathetic
respectful
cool
outspoken
unconventional
expressive
informal
down-to-earth
exceptional
innovative
positive
worldly
dedicated
fair
activist
values-led
social
forward
unassuming
real
spontaneous
aware
open
nutty
inspiring
intuitive
kind
pioneering
fun
human
irrepressible
caring
fresh
wacky
wild
whimsical
informal
inclusive
sensitive
outrageous
interactive
witty
adventurous
mission driven
in-your-face
good
brazen
committed
generous
contemporary
realistic
mindful
impromptu
uncompromising
socially-responsible
bold
weird
different
quirky
unpretentious
silly
tolerant
interconnected
irreverent
imaginative
lovable
intense
natural
earnest
offbeat
honest
audacious
sassy
enterprising
compelling
driven
passionate
understandable
progressive

Who We Aren't...

Our Voice Is...

bold & direct
NOT
rude or insensitive

personable
NOT
pretentious or pompous

sincere
NOT
smarmy or sancti-monious

genuine
NOT
fake or contrived

informal
NOT
corporate or bureau-cratic

inclusive
NOT
elitist

conversational
NOT
chatty

audacious
NOT
obnoxious

offbeat
NOT
off-putting

Our Language and Humor Is...

clever & quirky

NOT corny (less corn, more wry)

slightly sassy

NEVER snide, snarky or sarcastic

NOT slick or slapstick

witty, wacky

NOT cutesy, cliché, childish or cartoony

playful, fun

Our Target Audience.

We're not talking to kids; we're talking to adults (and their inner kids).

"OOEY-GOOEY"

We want to reach the kid inside every adult so we use descriptive words that evoke a childlike playfulness (ooey-gooey, chocolatey-chunky).

At the same time, we don't want to alienate or talk down to the adult, so we avoid using words that are overly cutesy or juvenile (yummy, tummy, belly).

Wordplay is Fun...

...When it's not overdone

"EUPHORIA AHEADIA"

We'd rather invent an unconventional catch-phrase (Euphoria Aheadia) than be overdependent on a conventional catch-phrase (Here's The Scoop).

Watch out for worn-out words, overdone puns and clichés:
• corny compound words ending in "-tastic" or "-licious"
• dueling "moo"-isms and "cow"-isms
• barnyard banter gone bonkers
• heifers and hooves and "udder" absurdity in every other sentence

In Other Words...

Don't follow the herd.
Do be outstanding in the field.

Juicy Euphemisms.

Dicey double entendres, suggestive expressions, etc. We're not prudes about such usage but it's best to be double-extra judicious about it.

Bottom line: we think it's better to be strategically cheeky than to end up being the butt of jokes.

When it fits, it fits:

"give a lick and learn more"

"size matters"

"lick global warming"

"shirt happens"

When it's forced, it's horrid:

"Feelin' Licky?"

"Lick here!"

Goof-Proofing.

Be sure to check not only for goofs and typos but also for any telltale lapses in voice or loss of alignment with our personality.

Additionally, checkout our list of brand-specific words with spelling consistency rules.

"tastebuds"
not "taste buds"
(while both are correct, we prefer the 1-word version)

"Scoop Shop"
not "scoop shop"
or "scoopshop"

"chocolatey"
not "chocolaty"

"PartnerShop®"
not "partnershop" or "partner shop"
— and not without the ®

"super premium"
not "superpremium,"
or "super-premium," or "Super Premium."

One Last Point...

We're not the punctuation police, but if we had to pick one thing that really really bugs us, it'd be excessive use of exclamation marks. we think they're best when used to catch the eye, not! poke! it! out!

I like cooking my pets and family

use commas, don't be a psycho

keep clam and proofread

win the spelling bee

if you're happy and you know it, crap your hands

avoid typos, stay clean

let's eat grandma let's eat, grandma

commas save lives

LET'S TALK LOGOS

Don't Mess with our Mark, Man.

The brand mark is the cornerstone of our company's identity. The black and gold shield assures the presence of responsibly sourced, premium ingredients – think of it as a stamp of approval. It's been described as friendly, fun, inviting, familiar and comforting – and we think it's pretty great too.

As with any company, our logo is one of our most valuable assets. It's the image that is seen most often in the marketplace and on all materials created for Ben & Jerry's. Therefore, it's very important to be consistent in the presentation of our logo so our brand is easily recognized, becoming synonymous with amazing ice cream.

The simple 'Arch' logo is the one that should be used in most circumstances and the preferred usage is centered.

The Ben & Jerry's logo should always be trademarked with an ® located outside the shield at the lower right corner.

Mark the Right Territory.

Note that we employ two versions of our brand mark: one for the U.S. market and another for the global market. So, please make sure to use the correct version.

File name: TBD

Global Market 'Arch'

U.S. Market 'Arch'

How Close is Too Close?

Clear space surrounding the logo is x-height of the Ben & Jerry's wordmark.

x-height

The one exception to this rule is the Ben & Jerry's flavor cloud, whose rules will be explained later in this document.

The minimum logo size is 1.75" in width.

Clear Space

Clear Space Exception (Flavor Cloud)

Minimum Size

1.75" width

Logo No-Gos.

We like our logo the way it is. We wouldn't change a thing about it so we'd appreciate it if you didn't either. Here's how you can avoid leaving your unwanted mark on our mark.

01 Don't move or remove the ® symbol.
02 Don't even think about squishing or skewing the logo.
03 Don't change the color of the logo. (Not even the border, you sneak!)
04 Don't tilt the logo.
05 Don't add a drop shadow.
06 Don't place the logo over photography.
07 Don't flatten the logo.
08 Don't stack the logo.
09 Don't remove the border.
10 Don't add or change text above the 'Arch.'

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Special Treatment.

When dealing with logos for special-use cases, use the 'Arch' when possible. But in cases when the 'Arch' cannot be used, like on Scoop Shop signage, with stacked wordmarks and when our brand name is abbreviated in the form of a social media icon, please refer to the figures on the right.

File name: TBD

One Line Wordmark

For when the 'Arch' cannot be used.

BEN&JERRY'S®

Stacked Wordmarks

For when the 'Arch' cannot be used.

BEN& JERRY'S®

BEN& JERRY'S®

Abbreviated

Social media icon.

B&J's®

About Typeface.

We've created a refined, uniform type system and hierarchy for use in print. Check it out.

ChunkReThunk is to be used for primary headlines, Block Std Heavy for subheaders, Severance the Sequel for body copy and captions, and Chauncy for tertiary/expressive copy.

AaBbCc

Headlines (Primary)

ChunkReThunk
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Headlines (Secondary)

Block Std Heavy
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Body Copy and Captions

Severance the Sequel Bold
Severance the Sequel Regular
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Word to the Web.

We've created a refined, uniform type system and hierarchy for use on the web.

The only change is the body copy font.

</​/123/>

Headlines (Primary)

ChunkReThunk
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Headlines (Secondary)

Block Std Heavy
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

Body Copy and Captions

American Typewriter Bold
American Typewriter Regular
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
1234567890

A Heads Up on Headlines.

Chunk ReThunk is to be used for primary headlines, Block Std Heavy for subheaders, Severance the Sequel for body copy and captions, and Chauncy for tertiary/expressive copy.

Primary and secondary headlines can appear in all caps, title case or sentence case. Body and tertiary/expressive voice copy should always appear in sentence case.

BEN & JERRY'S

HEADLINE MADE WITH NATURAL INGREDIENTS

BODY COPY HEADER
Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tincidunt ante enim, a mattis tellus vulputate et. Pellentesque ac vestibulum augue. Duis ornare urna eget libero mollis, vel commodo lorem maximus. Etiam ut bibendum nisl, bibendum rutrum nibh. Nulla egestas, nulla vel molestieurna.

Expressive voice lorem ipsum dolor.

All-caps Headlines

BEN & JERRY'S

Headline Made With Natural Ingredients

Body Copy Header
Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris tincidunt ante enim, a mattis tellus vulputate et. Pellentesque ac vestibulum augue. Duis ornare urna eget libero mollis, vel commodo lorem maximus. Etiam ut bibendum nisl, bibendum rutrum nibh. Nulla egestas, nulla vel molestieurna.

Expressive voice lorem ipsum dolor.

Title Case Headlines

Some Rules Are Made to be Broken.

This page is meant to show that there's a little more flexibility and room for play when designing new innovation and partnership logos. You can fill with color. You can substitute illustration for a letterform. You can use title case or all caps. You get the gist. But keep in mind these logos should still use the core brand fonts outlined on the previous pages. We want to keep the type system intact and consistent.

Primary Flavor

Title Case Chunk ReThunk

Innovations / Specialty SKUs

Sentence Case Severance the Sequel

Ben & Jerry's + Brand Partnership

Slightly more freedom and room for play. Still based in core fonts.

SHOWING OUR TRUE COLORS

True Blue & Mellow Yellow.

Here we have our primary brand palette. These are our core colors that we own as brand equities. They keep the brand fresh and recognizable and should be used as the main colors whenever possible. On the following pages you'll see we have included the color values for print and web to ensure consistent application across all touchpoints.

To the right you'll see a defined core color palette, which is to be consistently executed across all touch points. These are a reflection of our personality and are based off of the logo and universally recognized grass/sky illustration.

Ben & Jerry's Gold
Pantone 130C
CMYK: 0, 30, 100, 0
RGB: 253, 185, 19

Ben & Jerry's Black
Pantone BlackC
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
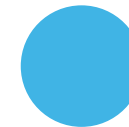
Ben & Jerry's Blue Sky
Pantone 298C
CMYK: 64, 10, 1, 0
RGB: 64, 180, 229

Ben & Jerry's Light Blue Sky
Pantone 298C 10% tint
CMYK: 21, 0, 2, 0
RGB: 196, 231, 243

Ben & Jerry's Light Green Grass
Pantone 376C
CMYK: 55, 3, 100, 0
RGB: 130, 188, 0

Ben & Jerry's Green Grass
Pantone 7741C
CMYK: 78, 25, 100, 10
RGB: 65, 135, 63

Primary Color Concerns.

The two primary gradients are made from colors from the core palette, shown on the previous page. The green gradient is from the core Ben & Jerry's dark green to the core light green, and the blue is from the core Ben & Jerry's dark blue to the core light blue.

The blue and green gradients found in the figures to the right, are to be used for the blue sky and the rolling hills, respectively.

Ben & Jerry's Blue Sky
Pantone 298C
CMYK: 64, 10, 1, 0
RGB: 64, 180, 229

Ben & Jerry's Light Green Grass
Pantone 376C
CMYK: 55, 3, 100, 0
RGB: 130, 188, 0

Ben & Jerry's Light Blue Sky
Pantone 298C 10% tint
CMYK: 21, 0, 2, 0
RGB: 196, 231, 243

Ben & Jerry's Green Grass
Pantone 7741C
CMYK: 78, 25, 100, 10
RGB: 65, 135, 63

Secondary Color Codes.

This slide is meant to show a range of bright colors that can be used to supplement the primary color palette. Unlike the primary colors, which are exact values that shouldn't be changed, these are meant to be suggestions of the types of bright colors that could be used.

Secondary colors (used when identifying flavors, etc.) are to be used with restraint. They must not overpower the sanctioned brand elements or detract from brand messaging. They may only be used when retaining a sense of focus.

Be sure you select the correct bright, fun and appetizing color. No pressure.

Pantone 2300C
CMYK: 44, 1, 98, 0
RGB: 156, 201, 62

Pantone 380C
CMYK: 17, 0, 87, 0
RGB: 220, 228, 66
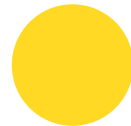
Pantone 115C
CMYK: 1, 12, 94, 0
RGB: 255, 217, 35

Pantone 7684C
CMYK: 87, 68, 10, 1
RGB: 55, 93, 157

Pantone 7678C
CMYK: 70, 84, 11, 1
RGB: 107, 71, 142

Pantone 1797C
CMYK: 12, 95, 84, 2
RGB: 209, 50, 57

Pantone 279C
CMYK: 71, 37, 0, 0
RGB: 62, 142, 222

Pantone 485C
CMYK: 5, 98, 100, 0
RGB: 226, 35, 26

Pantone 2349C
CMYK: 0, 71, 97, 0
RGB: 242, 110, 38

Pantone 287C
CMYK: 100, 87, 20, 10
RGB: 0, 47, 135

Pantone 477C
CMYK: 40, 72, 78, 45
RGB: 102, 58, 42

Pantone 130C
CMYK: 2, 38, 100, 0
RGB: 247, 168, 0

The Right Stuff.

Secondary colors (used when identifying flavors, etc.) are to be used with restraint. They must not overpower the sanctioned brand elements or detract from brand messaging. They may only be used when retaining a sense of focus.

There's a right way and a wrong way to use color. Hint: The figure on the left is right and the figure on the right is wrong. Ok, we can understand if that got a little confusing. Let's just say secondary color usage should be bold, iconic and focused, not cluttered and confusing. Cool?

To achieve peace we need to be creative.

To achieve peace we need to be creative.

Correct Use
Bold, iconic and focused

Incorrect Use
Cluttered and confusing

WOODY AND THE REST OF OUR WORLD
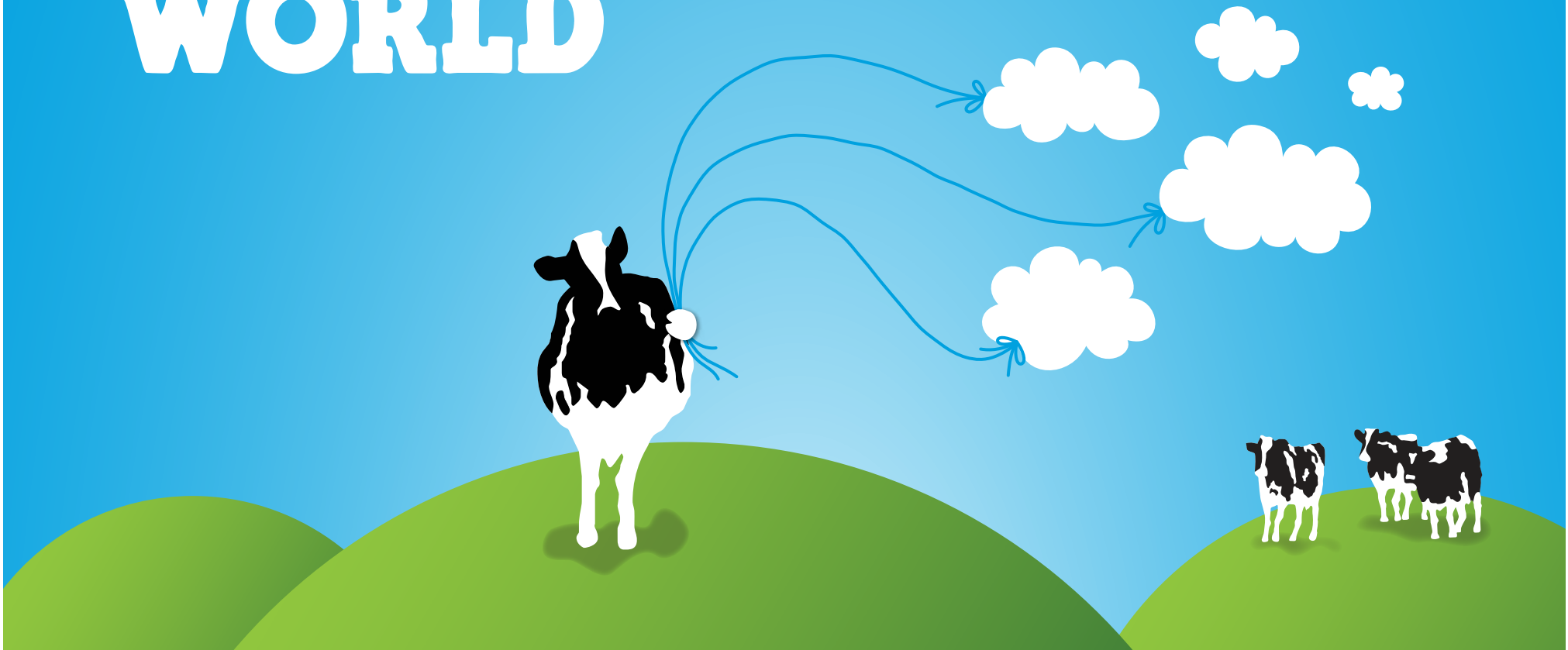
Break it Down, Now!

To the right are all the graphic elements at our disposal, broken down piece by piece. Each and every one of these elements are a part of the classic Ben & Jerry's scene.

On the following pages you'll find usage guidelines that teach you how to treat each for pretty much every scenario imaginable.

Clouds

Message Cloud

Two Line Headline

Woody

Other Cows

Hills
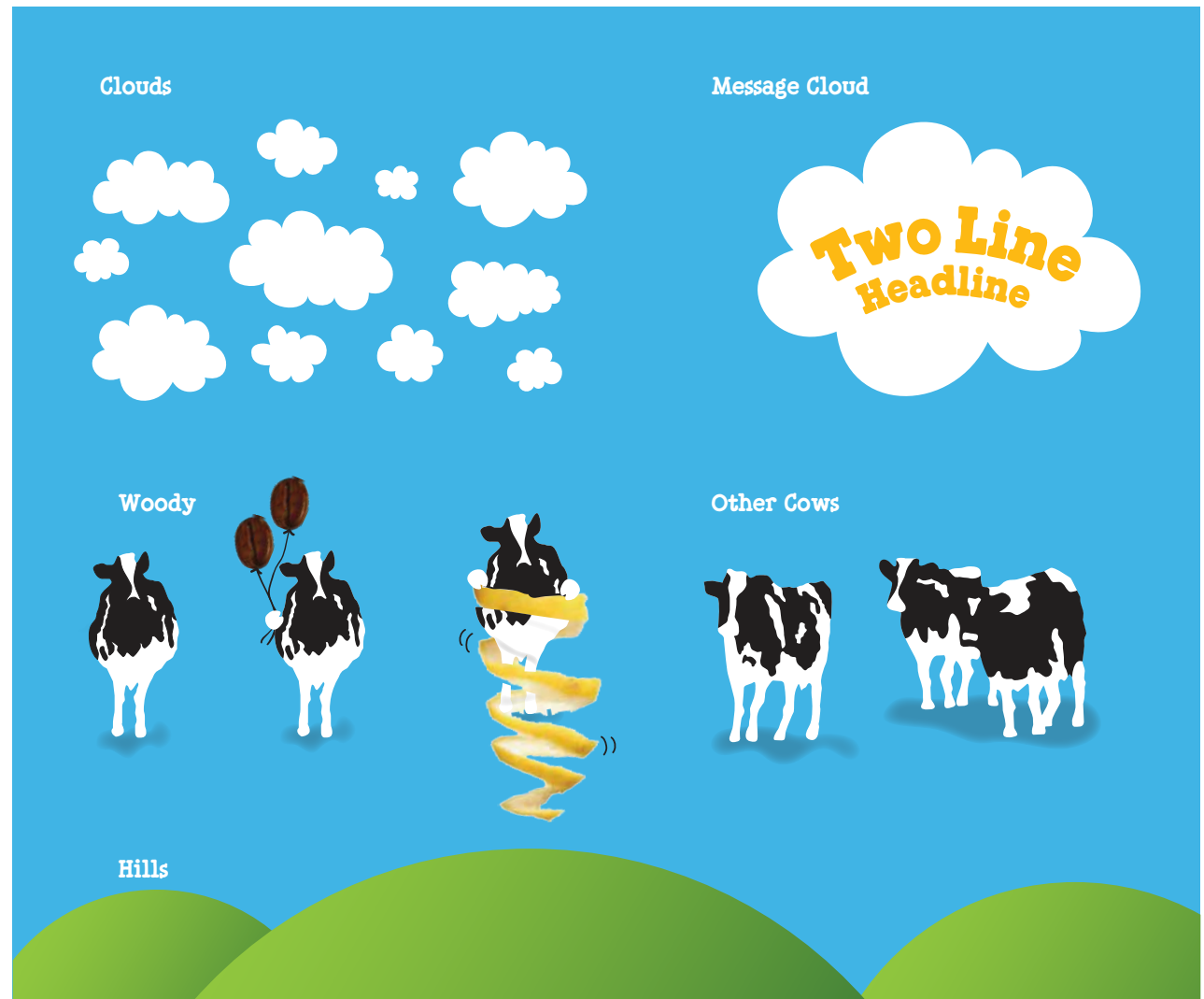
Meet Woody.

Many years ago one cow stepped forward to play a starring role, moving to the front of the herd and into the spotlight.
We dubbed her Woody, after Woody Jackson – the artist who painted the original cows and she's been intertwined with the Ben & Jerry's brand ever since.

Woody is the lead cow. She's used to express/add emotion on variants or for specific call to actions e.g. "Sign up now!".

We refer to our cow internlly as "Woody", but should not call her that in consumer facing coomunication. She is just a happy cow going about her business. No need to call her anything.

A Final Cow-Caveat.

We call our cow graphic "Woody", but that name is for our eyes and ears only. We never refer to her as Woody externally. Why? Because Woody is the name of the artist who originally illustrated our cows, not the cow itself. Also, the artist is definitely a "he" and the cow is obviously not. So, let's keep the name Woody in-house.

Most of all, we'd like to deflect attempts to turn her into a mascot, which is why aside from a few very indirect references, she remains nameless in public.

Remember: Hooves Before Arms.

Whenever we can we should keep Woody's arms tight to her body, or better yet only show hooves.

Hooves should always remain attached to her body or a prop, even if that places the hoof away from the body's vicinity. The hooves should never float independently away from her body. That would be kind of strange.
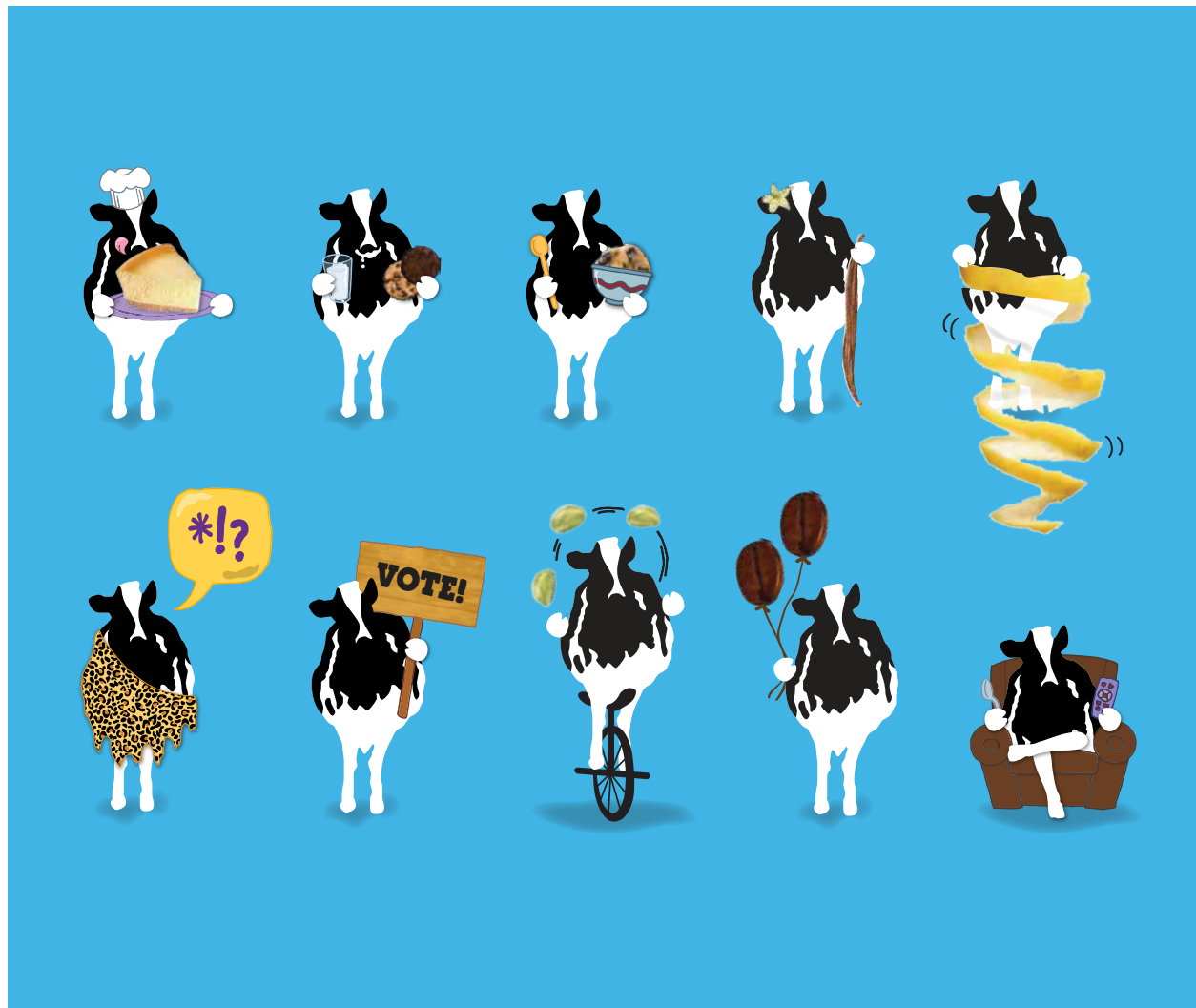
Easy on the Arms.

There are very few instances in which Woody should be depicted with front arms. When it's possible use hooves, as depicted to the right.

And in the rare cases where arms are necessary, they should be colored the same as the part of the body from which they are extending. When white arms are attached to black areas of her body they tend to look "stuck on" like a Mr. Potatohead, or as if she's wearing a biker vest. Woody is not in a biker gang.
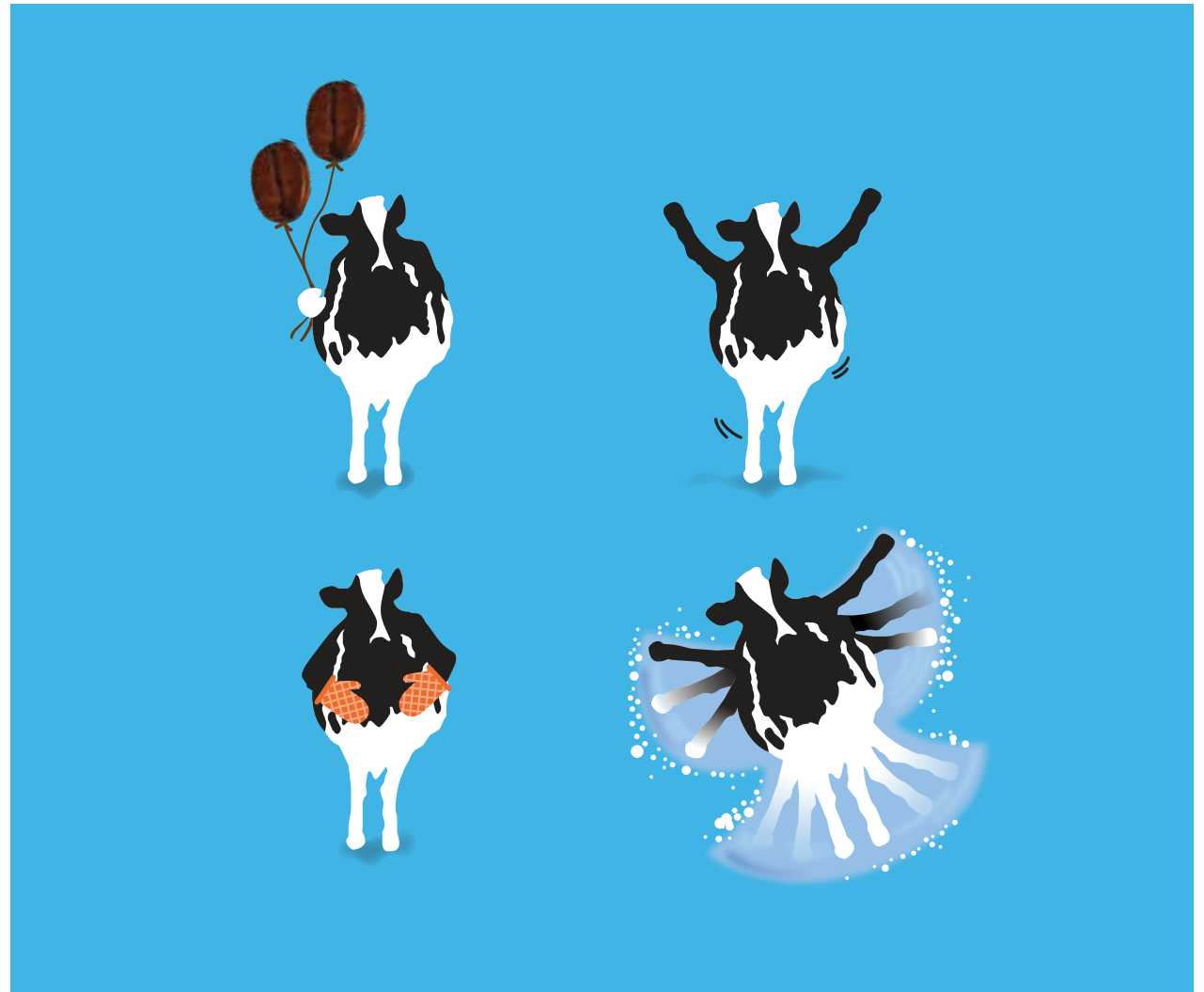
Woody No-Nos.

Woody doesn't like to be mistreated. What cow does? Below is how to treat her with the love and respect she deserves.

01 Don't reflect or mirror Woody.

02 Don't separate Woody's hooves from her body.

03 Never give Woody visible eyes or other facial features, including glasses.

04 Don't change or redraw Woody's spots.

05 Don't crop Woody so only part of her udder is visible. (Show it all or don't show it.)

06 Don't give Woody white arms attached to black parts of her body.

07 Don't give Woody fingers or other human body parts.

08 Don't use illustrated ingredients or food (these should be photographic).

One Shady Lady.

Whenever it makes sense, Woody should cast a shadow (e.g. daytime on the rolling hills). The same principles apply to other objects as well. Below is a simple way to create the shadow.

Have shadows be consistent with one light source.

Shadow Specs
Black/100%k
Feather: 0.05
Appearance:
Opacity, 25%/darken

Woody Rules.

Please note: Woody and her herd have additional legal lines as listed to the right.

Our cow design, used on almost all of Ben & Jerry's collateral, is owned by the local Vermont Artist, Woody Jackson, with whom we have a long standing relationship. We use his artwork under License.

There are several cows that have been approved by Mr. Jackson for our use. Whether used together or separately or integrated into a larger art piece, they must be used exactly as shown in the illustration and must include the legal line "Cow(s): ©Woody Jackson 1997" The cows may be used singularly or on the green fields and clouds background as integral to the design.

Any changes to the cows design, in any way such as, but not limited to, change in attire, facial features, talk bubbles, word changes, background changes, etc. must be approved by the artist in advance of printing. No eyes or glasses may ever be added. Requests for changes should be routed through the Ben & Jerry's legal department in South Burlington, VT.

When a cow is included in a scoop shop wall mural a Woody Jackson signature must be affixed at lower right corner of the mural.

Head in the Clouds.

White clouds are to be used as background elements in the Ben & Jerry's scene and to contain important messages.

P.S. There's a library of clouds in which you can refer to and use to build a picture perfect Ben & Jerry's sky.

File name: TBD
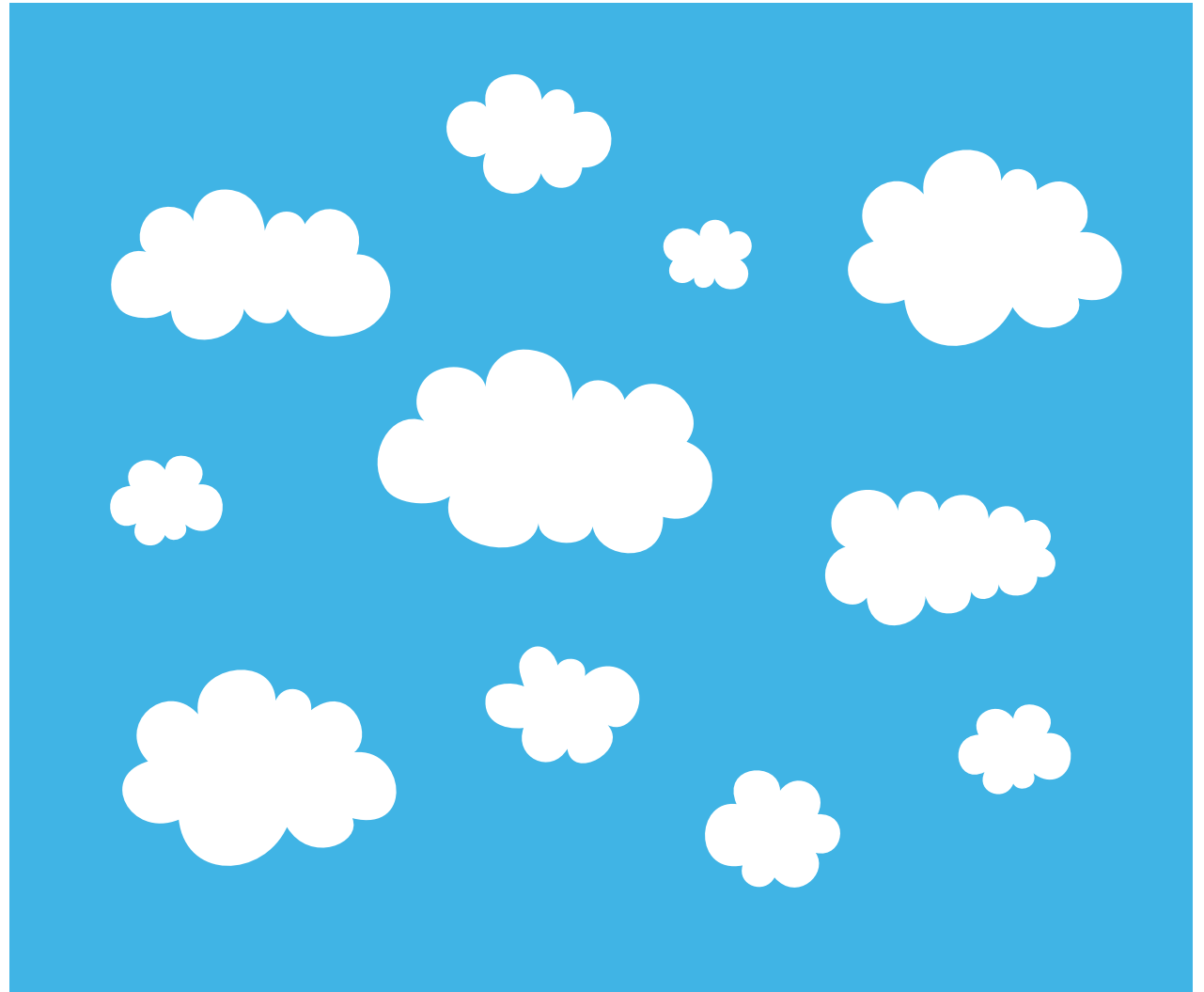
Cloud No-Nos.

Our clouds are white, light and fluffy. Below are some guardrails to consider in order to use them them juuuuust right.

01   Don't color the clouds.
02   Don't squish or skew the clouds.
03   Don't outline the clouds.
04   Don't add a drop shadow.
05   Don't overlap the clouds.
06   Don't fill them with a photo.
07   Don't tilt the clouds.
08   Don't draw your own cloud shapes.
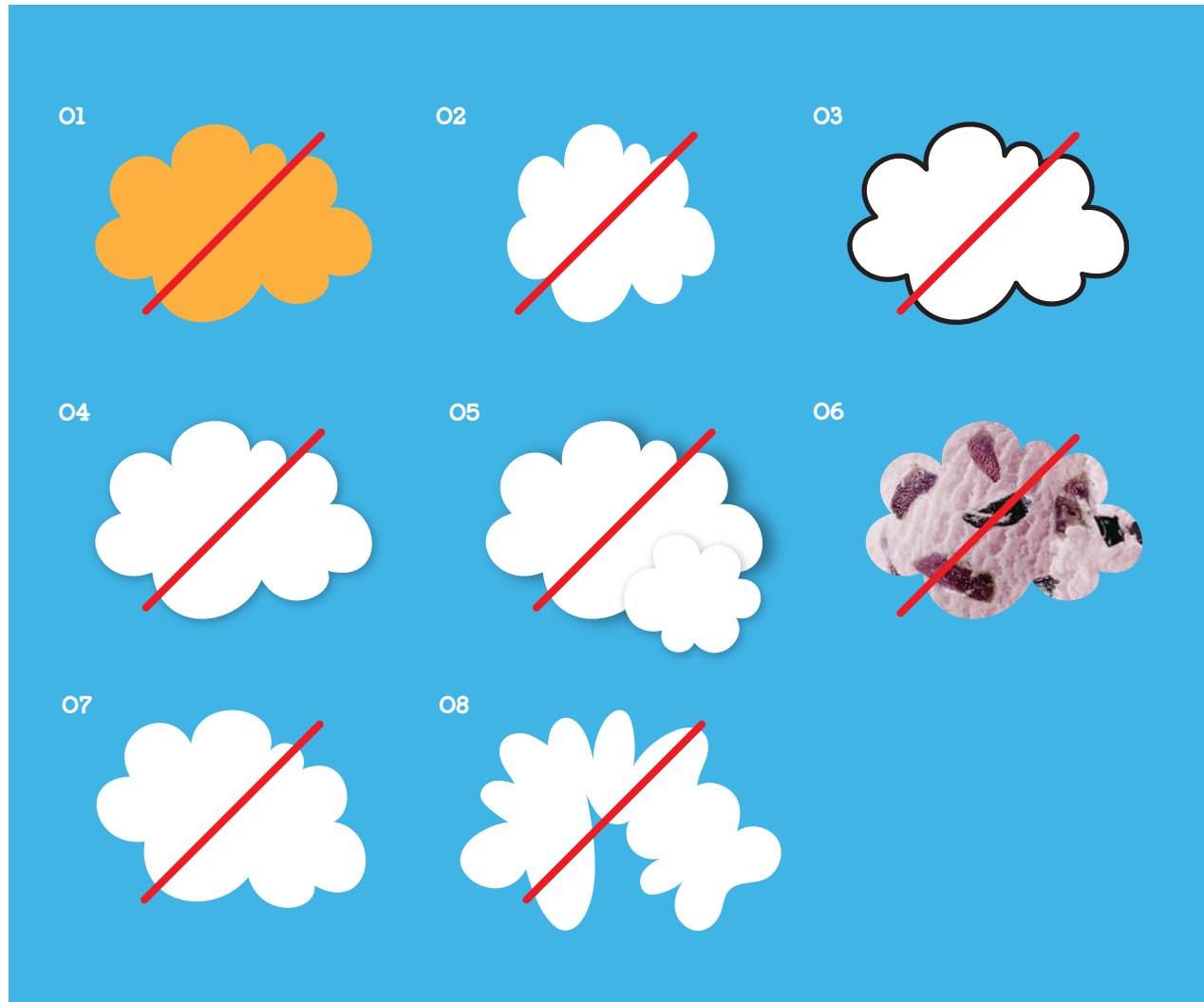
The Hills Are Alive.

To the right is the one and only illustration of the rolling hills. You can crop and you can scale for diversity sake and depth – hills to climb, hills to fall down – but they all come from the same hill range.

On the following page you'll find our hill-sizing guide – a key to the height and steepness of our rolling hills.

File name: TBD

Master Artwork

Crop

Composition

Result

Sizing Up our Hills.

There is a flexible but proportional relationship between the hills and sky. Hill height is based on a 5x6 grid using a portion of the Master Artwork.
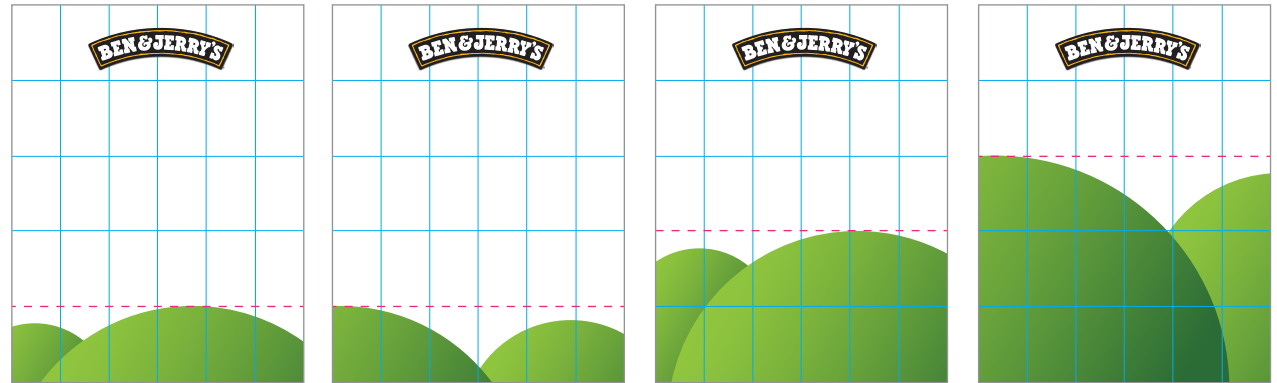
Vertical Compositions
Hill height based on a 5x6 grid
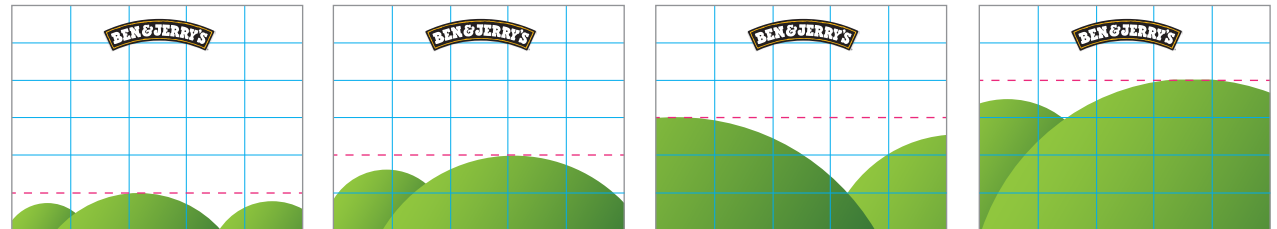
Horizontal Compositions
Hill height based on a 6x5 grid

Head(lines) in the Clouds.

The Messaging Cloud is to be used for special announcements such as the launching of a new flavor or other noteworthy announcements.

Type can sit within one of the larger clouds from our library of clouds. The arch of type follows the curve of the Ben & Jerry's 'Arch' wordmark.

BEN & JERRY'S

BEN & JERRY'S
Two Line
Headline.

BEN & JERRY'S
Three Line
Headline
Here.

BEN & JERRY'S
Message Cloud
On Two Lines
Or Three.
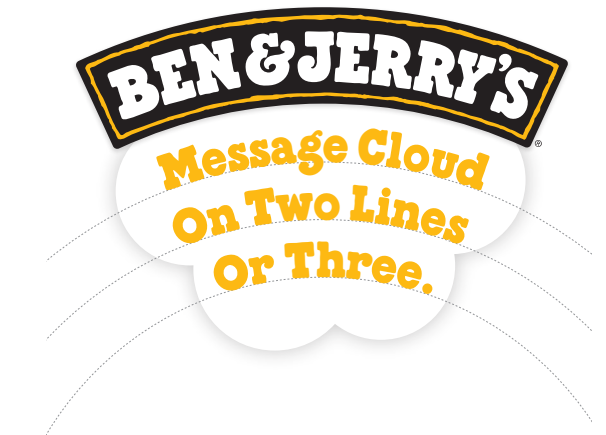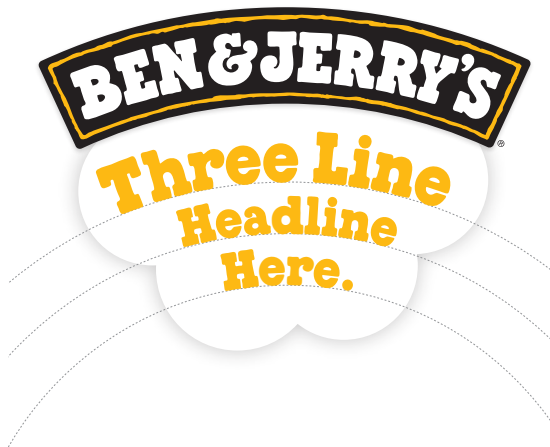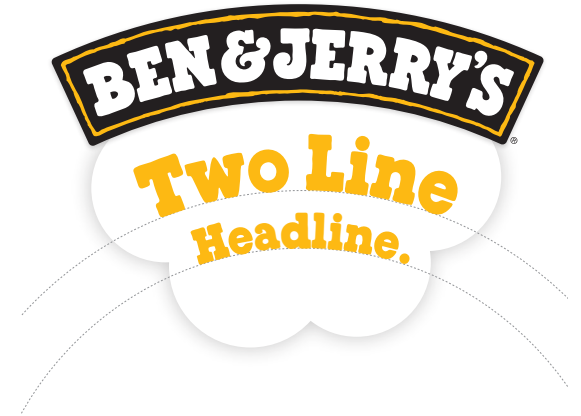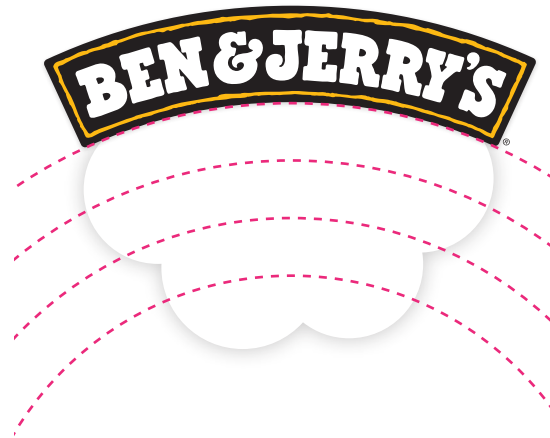
Don't Cloud our Judgement.

Below are some guardrails to ensure you don't mess up the messaging within our beloved fluffy whites.

01 Don't add drop shadows or outlines.
02 Don't use gradients.
03 Don't leave too much negative space inside the cloud.
04 Don't bring type outside the cloud.
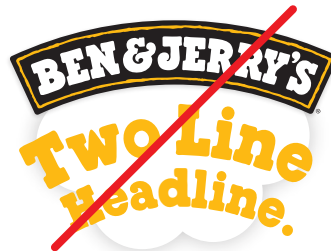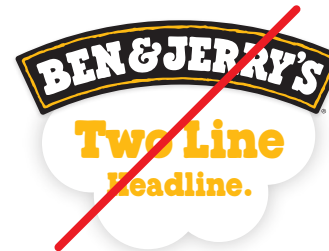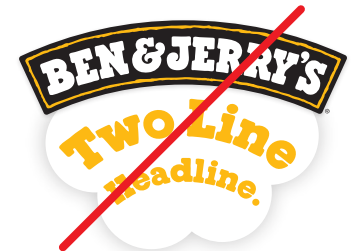05 Don't use straight type.
06 Don't put type on a steep arch.

01

02

03

04

05

06
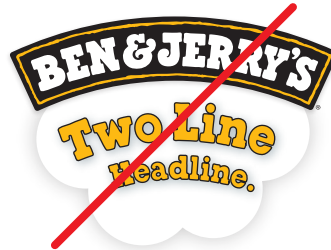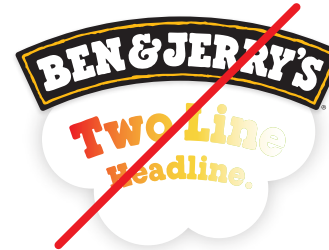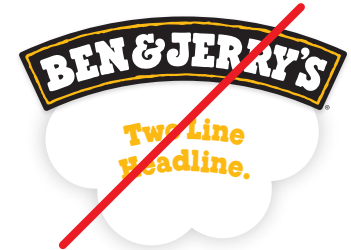
JUST TO DRAW A PICTURE FOR YOU...

woody was here

Stay in Illustration Style..

We developed a consistent illustration style to make sure everything looks a part of the Ben & Jerry's world.

We've created a growing library of key illustrations, including a style of props for Woody. These illustrations should only be used to build on relevant expressions like flavors or launches. What we're saying is don't use illustration for illustration sake. Oh, and we don't use illustrations of humans. All speech bubbles and signs should also be illustrated in this manner.

To highlight taste, be sure to use photography for all food products, including ice cream.
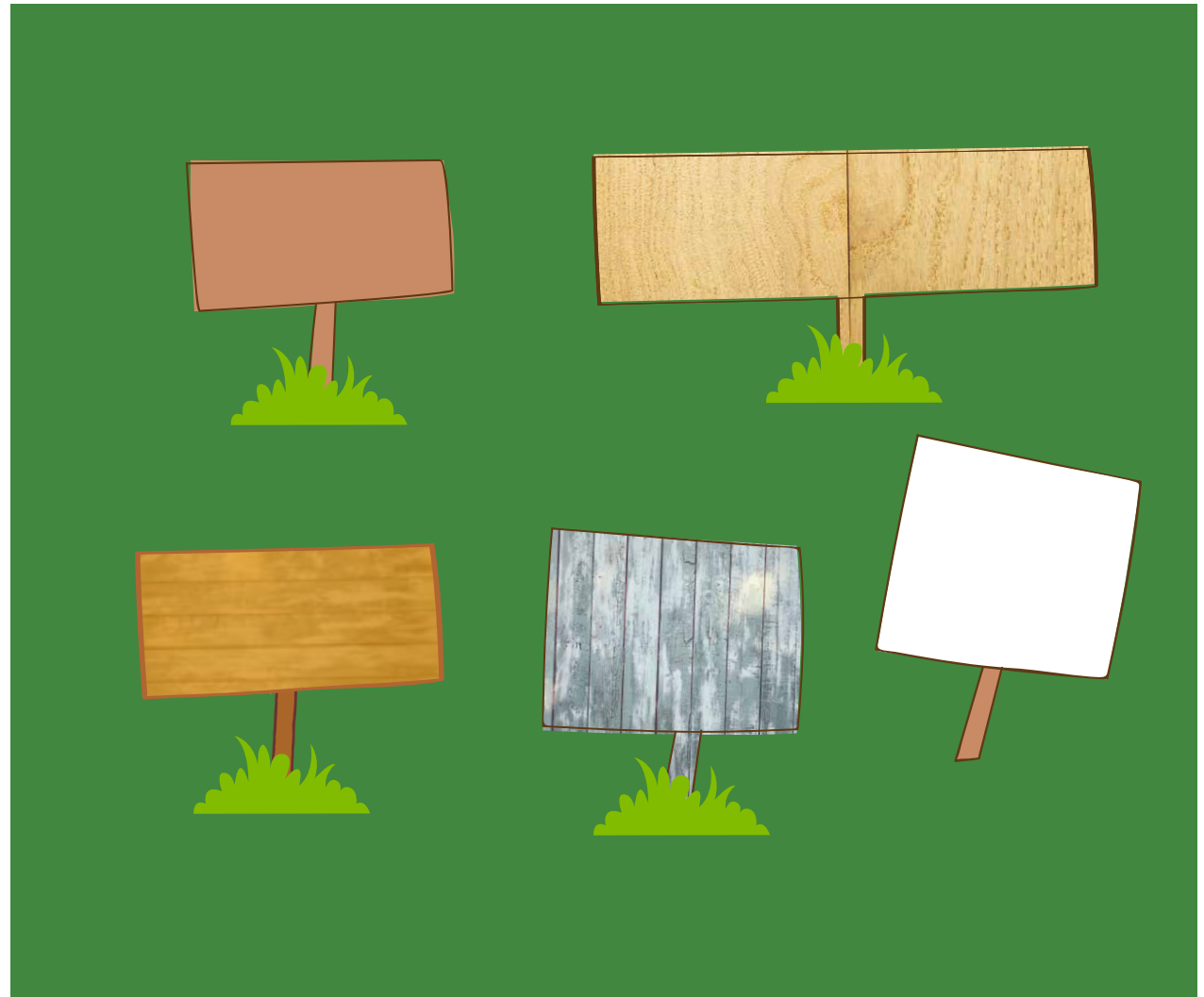
File name: TBD

It's a Sign.

The color of our signs can vary but be sure to use the right style. For reference, you can refer to the wood textures in the photography section after this.

The sign should be outlined with a darker color line.

If the sign is planted in the ground it must be complemented by our so-called 'Turf Tuft' shown here.

File name: TBD

THE WHOLE PICTURE

Say Ice Cream.

We developed a unique photography style to consistently showcase flavor through ingredient shots. All ingredients or containers, like baskets and dipping bowls, are photographed in a manner that enhances taste appeal.

Single ingredient silhouettes are used to engage with typography or to enhance the quality of ingredients.

We use product close-ups and texture to highlight the premium nature of our product, taste appeal and authenticity.
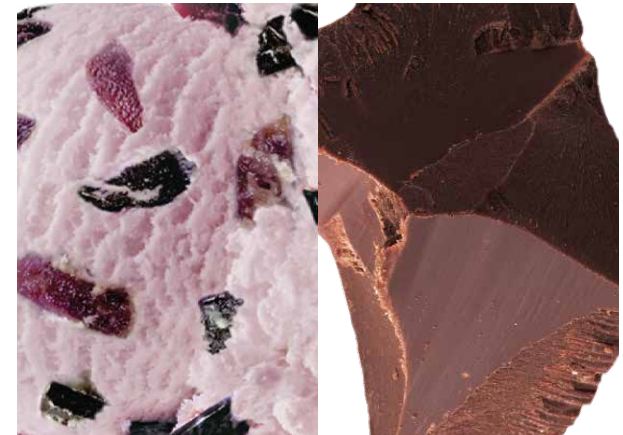
Flavor Tower

Silhouetted Ingredients

Textured Ingredients

Woody Plays with her Food.

When using Woody to showcase our ice cream variants, the ingredients should be photography only to build on our premium nature as well as taste appeal as shown. This can be done in a fun and engaging manner.

Ice Cream Social?

We created a set of guidelines to inform how we speak on social media in order to ensure our voice rings true across countless outlets and many different markets.

SOCIAL MEDIA

Complete Social Media guideline available upon request

Background Textures for Print.

Here we have a collection of images that can be colored and scaled to add texture to our signs or used as backgrounds for events and posters when not using our hill landscape. The color must adhere to our color palette.

Please see the following page for textures to use across the world wide web.
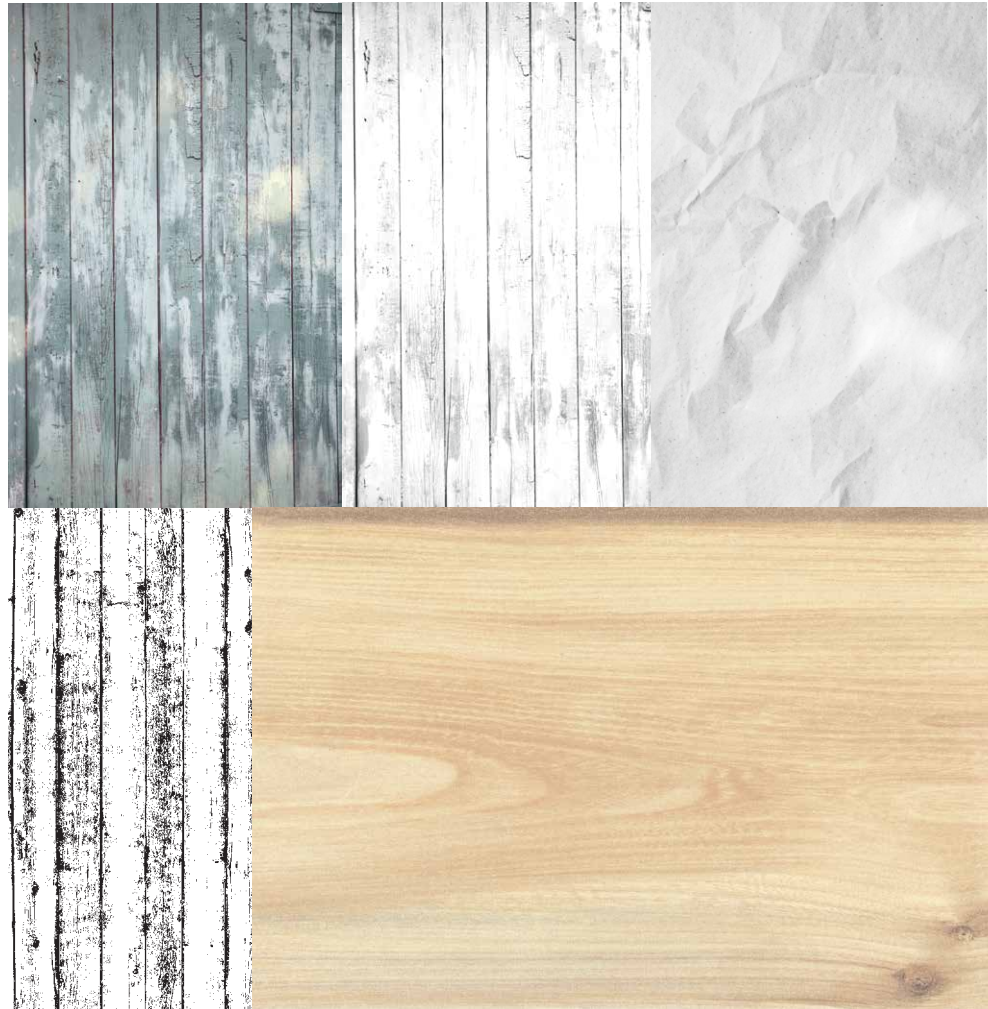
Print Images

Background Textures for the Web.

Web Images

Setting a Good Example.

Here are some examples of how our backgrounds can be used.

Print Example
Textures can be colored/styled with from
Ben & Jerry's color palette.

Web Example

Example with Illustration
Textures can be used in combination with our
signature illustration style.

THE WAY TO LAY CLAIM(S)

B CORP

GMO

CAGE FREE

CARING DAIRY

FAIRTRADE INTERNATIONAL

Signs of Success.

To help effectively communicate product benefits we developed a collection and consistent style of benefit driven logos. This helps the consumer navigate with ease by need and want.

The benefit logos are to be shown on signs, always. Color and texture can change as per the guidelines.

The signs must express the individual benefit as shown.

File name: TBD

The Grass is Greener on our Side.

When applying our benefit signs please incorporate our Turf Tuft. When having to show various benefits please refer to the 'clothing line' example to the right.

Sample page
for benefit logo
application

THE NITTY GRITTY DETAILS

The Ice Cream Dream Team.

Use of our founders' image, likeness, names, quotes or stories of Ben Cohen and Jerry Greenfield must conform to the legal requirements to the right.

Only the Ben & Jerry's Portrait depicted above may be used, either in a square or circular format but not altered in any other manner. Any other images, stories, likenesses, names, quotes or stories may not be used without Ben and Jerry's (personal) prior written permission. Any materials which need approval should be routed through the legal department of Ben & Jerry's Homemade, Inc.

If it's not fun, why do it?™ and **Business has a responsibility to give back to the community from which it draws its support,** should not be used as quotes and should not be attributed to either of the founders.

The Fine Print on Flavor.

Several Ben & Jerry's ice cream flavors require additional legal lines as listed to the right.

Cherry Garcia

"Cherry Garcia is a registered trademark of The Estate of Jerry Garcia and is used under license."
The inclusion of Cherry Garcia in any manner must be followed by a ® or TM whichever is appropriate for the locale. You may not use any images, likenesses, slogans, statement, taglines or promotions related to the band Grateful Dead or Jerry Garcia personally. Any proposed use other than ice cream, frozen desserts, yogurt must be approved in writing by the members of the Garcia Estate prior to use. You must work through Ben & Jerry's Legal Department in Vermont to obtain prior written approval for use.

Phish Food

Phish and Phish Food are registered trademarks of Phish, Inc. Ben & Jerry's license with Phish allows us to use the Phish Food pint graphics to promote the sale of ice cream, frozen yogurt products, food items and limited merchandise The use of Phish or Phish Food must be followed by an ® or TM depending on the locale. Any other proposed materials using the names Phish or Phish Food must be approved by Phish prior to manufacture or distribution. You must work through the Ben & Jerry's legal department in Vermont to obtain prior written approval for use.

Chunky Monkey

The currently approved Chunky Monkey pint graphics must be used exactly as depicted on the pint in connection with Ben & Jerry's ice cream and other frozen confections, beverages and t-shirts (clothing), AND FOR NO OTHER PURPOSE. No image of a monkey, ape or any other animal or stuffed doll like character may be used in any manner in connection with the Ben & Jerry's Chunky Monkey product.

Saturday Night Live

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The Tonight Dough

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A List of our Trademarks.

US Flavor Trademarks (updated annually)

Americone Dream®

A Swirled of Difference™

Blondie Ambition™

Boom Chocolatta™

Brewed To Matter™

Cherry Garcia®

Chocolate Therapy®

Chubby Hubby®

Chunky Monkey®

Cinnamon Buns®

Coffee, Coffee BuzzBuzzBuzz®

Everything But The...®

Half Baked®

Hazed & Confused™

Karamel Sutra®

New York Super Fudge Chunk®

Peanut Butter Half Baked®

Peanut Butter World®

Phish Food®

Roasted & Toasted™

Save Our Swirled™

Spectacular Speculoos™

Strawberry Not So Shortcake™

That's My Jam™

The Tonight Dough™

Triple Caramel Chunk®

Truffle Trifecta®

Non-flavor Trademarks

Peace, Love, and Ice Cream™

If It's Not Fun, Why Do It™

FPO

Brand Checklist
Will Go Here.

A Few Final Words

So, there you have it.
The knowledge and tools
you need to bring the
world of Ben & Jerry's
to the rest of the world.