

JELLY BELLY® GUIDELINES FOR PROPER TRADEMARKS USAGE

These marks are registered with the United States Patent and Trademark office and the following rules are required to be observed when using the marks on, or in any manner associated with, the products (jelly beans, etc.).

Requirements:

The Jelly Belly® name and logo, the slogan “The Original Gourmet Jelly Bean®”, and the Mr. Jelly Belly character are registered trademarks of the Jelly Belly Candy Company.

These trademarks are to be used only in the sale and promotion of Jelly Belly® jelly beans manufactured by the Jelly Belly Candy Company. Use on any other product is unlawful.

The use of any Jelly Belly® trademarks without our prior consent is prohibited.

We must review and approve in advance any design for display, advertising, promotional materials, or repackaging that use our trademark(s). Please contact your local sales representative to request this approval. You will be notified within 2 weeks as to the status of our approval.

Design:

You may use any of the 3 logos depicted in the illustrations to the right.

When using Trademarks No. 1 and/or 2, you must state that, “Jelly Belly®, the associated pictorial representation, and The original gourmet jelly bean® are the registered trademarks of Jelly Belly Candy Company, Fairfield, CA.” Use the Registered Trademark Symbol, ®, in close proximity to the marks in order to notify the public that the marks are protected by United States registrations.

When using logo No. 2 with the tag line, reproduce it exactly as pictured. The Registered Trademark symbol ® should stay exactly where it is shown on the tag line and on the logo.

When using Trademark No. 3 capitalize the first letter of each word and place the Registered Trademark Symbol ® at the end after the slogan as shown.

Do not make the name Jelly Belly plural. **Do not** add “s”, “ies”, or an apostrophe “s” (’s). Changing the name; changing the mark to Jelly Belly’s, Jelly Bellies, or Jelly Belly’s, is incorrect.

Do not substitute the words Jelly Belly for the jelly beans and do not capitalize jelly beans or beans. Try to use the common words jelly beans or beans immediately following the mark Jelly Belly® whenever possible with no intervening punctuation. For example: “Jelly Belly® jelly bean flavors & colors”, or “To savor the true flavor of Jelly Belly® beans, eat one at a time.”

Identify the trademark owner:
JELLY BELLY® IS A REGISTERED TM
OF JELLY BELLY CANDY COMPANY,
FAIRFIELD, CA 94533 USA

- JELLY BELLY®**
Jelly Belly Candy Company®
Font Usage: TheMix Bold Caps, Caslon 224






- THE ORIGINAL GOURMET JELLY BEAN®**
Font Usage: TheMix Bold Caps

Colors:

The logo should always use the colors shown. The preferred background color is white. The logo can be placed on alternate background colors as long as the net result is aesthetically correct and does not compromise the logo or tagline in any way. The tagline color can be PMS 485 (or process equivalent), black, or white based in order to be visible on the background color.



Type: PMS 485, Black, or White (depending on background)

	100% Process Black
	Spot Color: PMS 485 Process: 100% Magenta 100% Yellow
	100% Process Yellow



JELLY BELLY CANDY COMPANY

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