



Brand Points PLUS® Menu Mention Program

The Brand Points PLUS® Menu Mention Program is a proven method of merchandising Blue Bunny® products to maximize guest checks. What's more, by participating in the Brand Points PLUS Menu Mention Program, you can earn big points that you can apply towards premium rewards.

Blue Bunny® Branded Menu Mention
2,500 points*

Blue Bunny® Logo
5,000 points*

Blue Bunny® Website Logo
5,000 points*

*There are no limitations to the number of mentions or appearances per page. However, points will be awarded only for the first mention or appearance per menu or web page. Award allocations are limited to one menu printing or website update per year.

Blue Bunny Branded Menu Mention

Brand Points PLUS menu mentions are an easy, effortless way to feature Blue Bunny products on your menu and/or website. The following guide of usage examples will help you support the Blue Bunny brand while adhering to our branding guidelines:

Examples of Usage

- “We proudly serve Blue Bunny® Ice Cream”
- “We proudly serve Blue Bunny® Frijos”
- “We proudly serve Blue Bunny®”
- “Today’s feature is the yummy Blue Bunny® Birthday Cake Ice Cream”

Logo Basics

- Minimum size placement is not to be smaller than 1½" wide x ⅝" high
- Standard Color Version (regular) – blue, gold and red with reversed type
- The amount of white space around the entire perimeter of the logo must equal the height of the words Blue Bunny®

Downloadable Logos:

- Go to BrandPointsPLUS.com and click on the Menu Mention Program link. The Blue Bunny brand will have two links:
 - 1) Guidelines and Deposit Form
 - 2) Logos/Artwork
- Save the file to your desktop or any folder on your hard drive and forward to your printer or web designer along with the guidelines.
- Or, you will need software such as Microsoft® Publisher, Adobe® Illustrator®, or Adobe® Photoshop® in order to view the logo and place it into your menu or web page design file



Brand Points PLUS® Menu Mention Program Deposit Form

To deposit points:

- Complete this Brand Points PLUS® Menu Mention Program Deposit Form
- Sign and date the Guideline Release section
- Send this form along with proof of your newly branded menu or website using one of the methods below:

Date: _____ Username: _____
 Contact Name: _____ Title: _____
 Operation Name: _____
 Operation Address: _____
 City: _____ State: _____ Zip: _____
 Phone: () _____ Fax: () _____
 Email: _____ @ _____
 Primary Distributor: _____ City: _____ State: _____

Description	Point Value per Mention or Appearance	# of Mentions or Appearances	Total Points
Blue Bunny® Branded Menu Mention	2,500*		
Blue Bunny® Logo	5,000*		
Blue Bunny® Website Logo	5,000*		

TOTAL POINTS DEPOSITED _____

*There are no limitations to the number of mentions or appearances per page. However, points will be awarded only for the first mention or appearance per menu or web page. Award allocations are limited to one menu printing or website update per year.

GUIDELINE RELEASE:

I hereby state that, to the best of my knowledge, all usage of Blue Bunny® branding guidelines have been followed.

Signature _____

Date _____

Please fax, email or mail this deposit form and an original, photocopy or digital photo of your newly branded menu or website to:

Fax: (763) 262-3120
Email: support@BrandPointsPLUS.com
Mail: Brand Points PLUS®
 Menu Mention Program
 PO Box 615
 Becker, MN 55308-0615

Questions? Contact Customer Service at (877) 212-4277
 or support@BrandPointsPLUS.com