

# "Made With" KITKAT® Branding Guidelines

for use by customers authorized to apply "Made With" KITKAT® seal

## General guidelines

- The KITKAT® brand and related intellectual property rights are a valuable asset of Société des Produits Nestlé S.A. ("Nestlé"). These guidelines are intended for customers who would like to communicate that some of their products are "Made With" KITKAT® ingredients in order to help create assets that are in line with Nestlé's brand guidance.
- You should use the brand only within the agreed scope and not to misuse it.
- Guidelines may change at any time; therefore, it is recommended to always consult with your local Nestlé Professional team in advance.
- All developed assets, including all packaging and online and offline marketing materials that feature our brand, must be reviewed and pre-approved by the Nestlé team.
- Please respect our [Marketing to Children Policy](#) when making any communications.

## "Made With" KITKAT® seal

Always and only use the official "Made With" KITKAT® seal. You can request the official seal from your local Nestlé Professional team.



Always respect minimum size and clear space of "Made With" seal.



Digital: 175 px | Print: 15 mm | Font size: 5.25 pt

Your customer brand should be the lead brand on any communication, the "Made With" seal and if relevant other KITKAT® brand properties (colour, slogan, visual elements, etc.) should be secondary. A 60/40 ratio (as seen below) is recommended.



Customer brand  
60%



"Made With"  
KITKAT® seal 40%



The clear space equals to the width of the dot of the "i" from the KITKAT® trademark name and is applied around the oval seal shape.

## Incorrect usage of seal



Do not change colour of border



Do not add shadows or special effects



Do not add gradients



Do not combine with "PROFESSIONAL" tagline



Do not change angle



Background should never be visible in the seal



Do not combine with "Have a break" slogan



Do not stretch or condense



Do not change colours



Do not change shape



Do not invade clear space with KITKAT® 1 finger or any other visual element

## Use of trademark and correct naming convention for applications

- Always add the legal statement "KITKAT® Reg. trademark of Société des Produits Nestlé S.A." on assets.
- Predominantly red background on assets must be avoided to ensure a clear distinction from official KITKAT® products.
- KITKAT® fonts, colors, or visual elements may only be used in connection with the "Made With" seal or the KITKAT® slogan and should not overpower your customer brand.
- KITKAT® retail packshots must not be displayed on "Made With" KITKAT® assets.
- The trademark needs to be typed in all capital letters (KITKAT) followed by the registration symbol ®
- It is prohibited to integrate the trademark or parts of it into the final product name. Always use the designation "Made With"
  - ✗ KITKAT® Muffin
  - ✗ Kit-ilicious Doughnut
  - ✓ Muffin made with KITKAT®

## Usage of slogan

# Have a *break*, have a KitKat®

- The use of the slogan is permitted on assets as long as it is secondary and the overall guidelines of the official slogan are followed:
  - in white lettering,
  - against a full field of KITKAT® Red, with KITKAT® stylisation ® trademark symbol at the end
  - "Made With" KITKAT® seal is visible within the same field of vision
- Modifications of the slogan are not allowed
  - ✗ Have a Break, Have a Party
  - ✗ Have a delicious Break