DUNKIN'

Brand Style Guide

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Logo Guidelines:

The Dunkin' logo must be written in bright orange in the Dunkin' Sans/Frankfurter font, followed by a pink apostrophe.
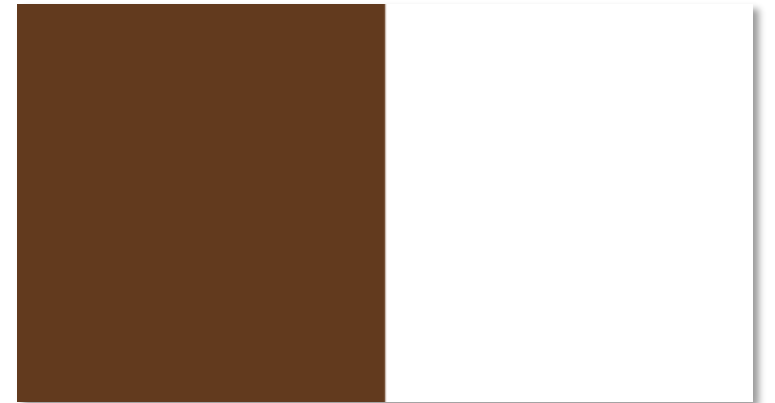Do not alter the colors, add shadows, or distort the logo in any way.

Visual Foundation

Color Palette:

Primary Brand Colors:

Secondary Brand Colors:

Dunkin's primary color palette consists of bright orange and hot pink. Dunkin's secondary color palette consists of brown and white.

Visual Foundation

Typography:

Primary Font:

DUNKIN'
DONE EASY

THE FUN STARTS HERE

Dunkin' Sans –
Display font, also
known as Frankfurter

Secondary Fonts:

Our menu is full of great-tasting items that will get you going and keep you running throughout your busy day. Plus, they're always made to order—just the way you like.

- Order ahead and pay from your phone
- Join Dunkin' Rewards and earn points towards free food and beverages
- Earn exclusive offers and rewards

Dunkin' Serif -
Body text font

For display texts, use Dunkin' Sans which is a bold, rounded, and playful typography. It is distinct, approachable, and easy to read. In body texts, use Dunkin' Serif, which is a book-type font that is basic and easy to read. All typography should be legible and maintain consistency across platforms.

Imagery:

Dunkin's photography should reflect a fun, authentic, and energetic brand personality.

There should be close-up shots of Dunkin' food and beverages that look tasty and visually appealing.

Colors should generally be bright and bold. The messages conveyed in images should generally be positive or uplifting.

Brand Architecture

- Dunkin' operates as a branded house and all its products are under the Dunkin' name.

- Dunkin' is a subsidiary of Inspire Brands (since December 2020).

- Dunkin' is the largest coffee and donuts brand in the U.S. with more than 13,200 restaurants in nearly 40 global markets.

- Some locations offer both Dunkin' and Baskin-Robbins products.

Brand Narrative | Brand Mission

Dunkin's mission statement is: "To be the world's leading baked goods and coffee chain, serving delicious, high-quality products that bring joy and fuel our customers' day."

Brand Narrative

Brand Positioning

For busy, on-the-go individuals who need a fast and delicious pick-me-up, Dunkin' is the best coffee and baked goods brand that delivers tasty flavors, convenience, and joy.

LITTLE MISS THINKS SHE DESERVES DUNKIN EVERY TIME SHE LEAVES THE HOUSE

Brand Narrative | Brand Voice

LOOK WHO WE CAUGHT

GETTING BREAKFAST WHEN THEY'RE LATE FOR WORK

Dunkin's brand voice is playful, witty, upbeat, and down-to-earth. Dunkin's social media presence is both approachable and humorous. Dunkin' frequently engages with pop culture and online trends to connect with its audience.

Dunkin' ✔
@dunkindonuts

"we want grandkids" ...best i can do is a coffee

Dunkin' 🟡
@dunkindonuts

Follow

I just know the other coffee companies aren't shakin' it like we're shakin' it.

8:16 AM · Jan 16, 2025 · **84.8K** Views

Brand Narrative | Writing Samples

Tagline: America Runs on Dunkin'.

Recommended 1-sentence CTA:
Fuel your day with a Dunkin' coffee and your favorite tasty treat—come grab yours now!

Recommended longer description: Start your day off right with Dunkin'—fast, fresh, and always delicious. Whether you're grabbing a quick bite on the go or treating yourself to an awaited indulgence, our quick service and unbeatable flavors make every moment a Dunkin' moment.

Resources and Tools

Dunkin' Website: https://www.dunkindonuts.com/en

Instagram:

https://www.instagram.com/dunkin/

X:

https://x.com/dunkindonuts

TikTok:

https://www.tiktok.com/@dunkin?lang=en

Fonts:

https://fontsinuse.com/uses/2862/dunkin-donuts-logo

Mission Statement:

https://businessmodelanalyst.com/dunkin-donuts-business-model/

Process Explanation

   To create this brand style guide, I examined the Dunkin' brand's visual identity, personality, and messaging across platforms. My goal was to capture Dunkin's playful, energetic, and down-to-earth personality. I decided to highlight Dunkin's use of bold colors, playful typography, and uplifting imagery because I found these to be some of the core components of Dunkin's brand image.

   I chose the imagery samples with the goal of providing representative examples of Dunkin's online messaging. I wrote a recommended CTA and longer description with the intention of aligning with Dunkin's down-to-earth brand voice that resonates with a large audience. The logo and typography guidelines reinforce Dunkin's bright, modern, and witty branding. To demonstrate Dunkin's brand voice, I included examples from Instagram and X that I found to be representative of Dunkin's personality on social media. I believe this style guide provides a framework that maintains the authenticity of the Dunkin' brand and is consistent with its current styling across all platforms.