



MASCOT STYLE GUIDE

From the cutest frozen custard scoop you've ever seen to a little cheese curd who's larger than life, the Culver's mascots bring approachable personality and charm to our guests in a way everyone can enjoy. Here's how to make the most of the distinct way they live their every day.

SCOOPIE

Scoopie hails from the great state of Wisconsin, where hearty cows make high-quality milk and there are famously more frozen custard stands than anywhere else in America. He's ambitious and loves meeting people - just try to stop him from joining a local parade or meeting people in a Culver's restaurant - which means he has lots and lots of friends. His young, childlike energy seems to attract high fives and good times, and his passion for quality dairy makes him the perfect spokes-scoop for Culver's. As they team up to help guests around the country appreciate the delicacy that is Fresh Frozen Custard, Scoopie is excited to meet as many people as he can.



Name:	Scoopie
Born:	Sauk City, Wisconsin
Birth Date:	August 8, 1994 (Leo)
Siblings:	Millions
Interests:	Community events and activities, spending time with friends and family, games, farming
Favorite Color:	Rainbow
Reasons to Love Him:	Brings the fun and energy on a road trip, knows about all the fun events happening, caring, kind, inclusive, interested in learning, friendly, confident, generous, warm-hearted, loyal
Pet Peeves:	Hot weather, the lactose intolerant, rainy days, injustice, boredom

Scoopie is a beloved brand ambassador for Culver's. He personifies Culver's delicious Fresh Frozen Custard and builds loyalty with guests and their families. Today, while he is used in a handful of places digitally and in print - including Local Restaurant Marketing materials - Scoopie is most visibly found as the mascot in the restaurant and out in our communities. You can also find him on a variety of Scoopie gear and Kids' Meal packaging (both the bag and wrapper), and he even has his own joke hotline (877-898-9235)!

SCOOPIE'S APPEARANCE & CHARACTERISTICS

Scoopie was updated to have a more modern and contemporary look to make sure that he remains approachable and welcoming to guests of all ages - especially our youngest guests. This refresh made sure Scoopie's fun, sweet and friendly personality shines through in print, digital and on the 3D mascot.

GENERAL

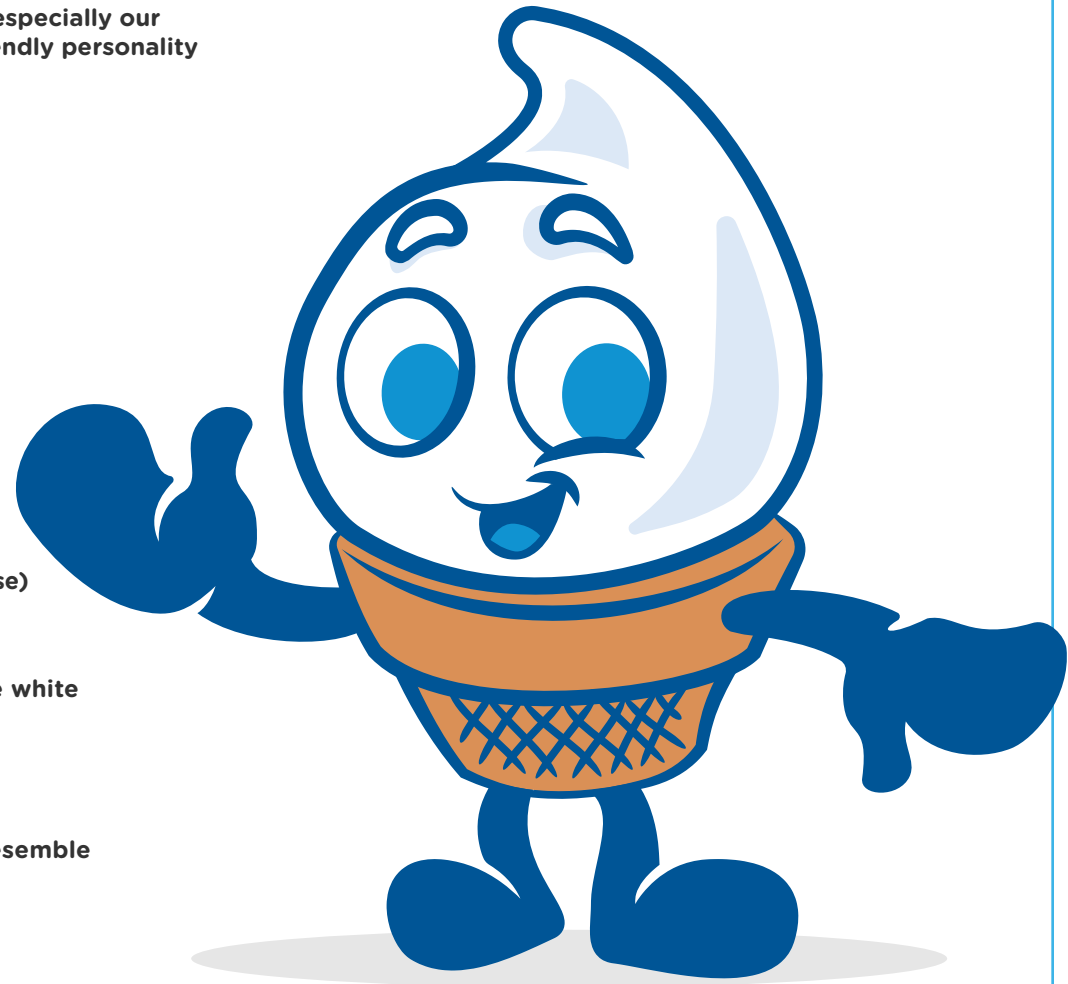
- Height: 10"-12"
- Gender: Male
- Age: Older child (~9)

FEATURES

- Scoopie's head is vanilla frozen custard with no toppings/mix-ins
- The top of his head terminates in a "Grimley" (the little "horn" on a scoop of frozen custard). It is typically angled forward, but can occasionally angle backward to accentuate expressions (e.g., surprise)
- He has no nose or ears
- His eyes are a solid light blue with no pupils and his eyebrows are white
- Shadow details are a 15% tint of the light blue used for his eyes
- His legs and arms are always Culver's blue
- Hands resemble mitts with a thumb but no fingers, and his feet resemble shoes with no laces or other details
- His proportions should remain consistent (i.e., his head is always larger than his torso, his hands always larger than his feet, etc.)
- His face can express a range of moods/emotions, but negative emotions (sadness, anger, etc.) should generally be avoided

ATTIRE

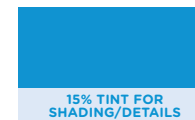
- Thematic/Contextual clothing (e.g., hats, foam finger) are fine, so long as his face is mostly uncovered
- All clothing/props should use Culver's colors



COLOR



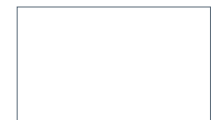
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WHITE

CG SCOOPIE

CG renderings of Scoopie should reflect all Scoopie standards but without solid-color contours or solid-color shading.

- His head and arms/legs should be smooth and matte
- His torso should have a subtly rough, porous texture
- In 3D renders, his hands have four fingers instead of resembling mitts



EVOLUTION OF SCOOPIE



SCOOPIE WRITING STYLE GUIDE ^{1/2}

CONTENT GENERATED BY/FOR SCOOPIE SHOULD FALL WITHIN THE FOLLOWING CATEGORIES:

COMMUNITY FOCUS

Scoopie knows that being part of the community means bringing people together, celebrating what makes every neighborhood unique and helping everyone feel welcome. He sees community as the foundation of all the fun, warmth and kindness that make life sweet. He's passionate about creating spaces where friendships flourish, people support one another and everyone gets a chance to shine. Whether he's organizing a block party, volunteering or simply sharing a smile at the local Culver's, Scoopie believes that true joy comes from lifting others up and making meaningful connections. He's inspired by the energy, diversity and generosity of his neighbors, and he loves showing how even small acts of kindness can make a big difference.

- **Content Examples:**
 - *Showcasing local (Custard) heroes and community volunteers*
 - *Sharing stories about and joining neighborhood traditions and celebrations*
 - *Highlighting ways to get involved or give back in the community*
 - *Inviting followers to share their own experiences and ideas for building a stronger community*

PASSION FOR AGRICULTURE

As a native Wisconsinite, Scoopie knows agriculture is the heart and soul of every scoop he serves—it's where freshness begins and community thrives. Scoopie believes that every glass of milk and every creamy swirl is made possible by the dedication of local farmers. He's inspired by the hard work, care and tradition that go into Wisconsin's dairy farms, and he loves shining a light on the people and places that make his treats possible. Whether it's visiting a family farm, learning about sustainable practices or sharing the journey from pasture to cone, Scoopie is always eager to celebrate and support the agricultural roots that keep his world turning.

- **Content Examples:**
 - *Spotlighting local dairy farmers and their stories*
 - *Sharing fun facts about how milk becomes ice cream*
 - *Posting photos and videos from farm visits*
 - *Encouraging followers to thank their local farmers and learn more about where their food comes from*

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SCOOPIE WRITING STYLE GUIDE 2/2

CONTENT GENERATED BY/FOR SCOOPIE SHOULD FALL WITHIN THE FOLLOWING CATEGORIES:

FRIENDSHIP AND LOYALTY

To Scoopie, friendship is the cherry on top of every day, and loyalty is what keeps the whole sundae together. He believes the best moments are the ones shared with friends—whether it’s lending a listening ear, cheering on a neighbor, or sticking by someone through thick and thin. Scoopie expresses his loyalty by always being there for his friends, celebrating their wins and offering a scoop of support during tough times.

- **Content Examples:**
 - *Sending heartfelt shoutouts*
 - *Spotlighting stories of lifelong friendships*
 - *Sharing behind-the-scenes moments with his crew*
 - *Encouraging followers to celebrate the friends who make life sweeter.*

GAMING

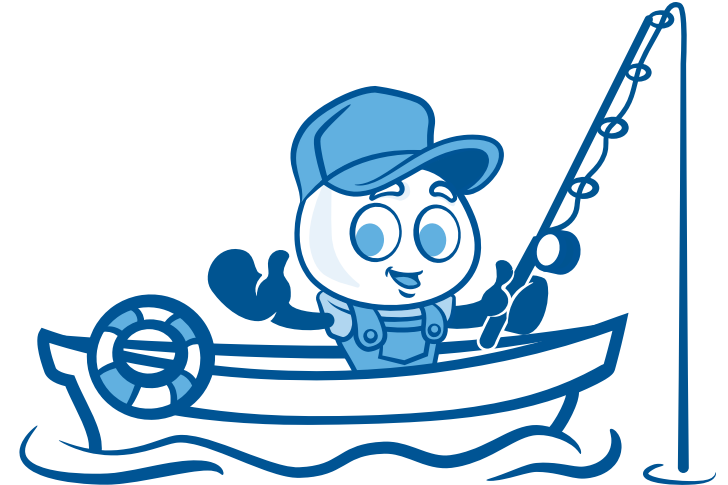
Board or digital, Scoopie loves a good game. A confident scoop, his ambition empowers him to try to improve on his best score just as much as he likes to try his hand at new games. But what he enjoys most is playing games with others, so you’ll sometimes find him running around a playground in a classic game of tag or donning a headset to connect with cones worldwide.

- **Content Examples:**
 - *Hosting road trip bingo*
 - *Creating a CYO challenge*
 - *Sharing games with kids on kids’ meal packaging*

*If we follow this style guide, Scoopie should come across to his followers as:
WELCOMING | FRIENDLY | OPTIMISTIC | COMMUNITY-MINDED*



SCOOPIE VISUAL STYLE GUIDE



THE SCOOP FAMILY TREE

Scoopie is one of a kind and has no known family members; an ambitious scoop, he left the freezer at a young age to teach people about Culver's Fresh Frozen Custard. But we know somewhere in Wisconsin, he has a freezer full of scoops who love him.

In Wisconsin, particularly in small towns, there is a deep appreciation for agriculture and dairy. This is especially true in the Scoop family, whose roots originate in Wisconsin farm fresh milk.

The hard Wisconsin winters aren't a problem for this freezer-dwelling family; in fact, they enjoy getting out to enjoy all the season has to offer. But they don't mourn the end of winter, because spring, summer and fall bring with them opportunities to visit farms and meet friends at community events! Sometimes Scoopie's family will come join him for these activities too, but they have so many friends, they don't stay long so they can visit everyone.

CURDIS THE CURD

Curdis the Curd Nerd™, or Curdis for short, is our official Wisconsin Cheese Curd mascot. Born and raised in the Midwest, Curdis sees the good in everything. His optimism comes naturally – it’s just who he is. And as it turns out, you can learn a lot just by being friendly and listening to people. That’s how he got to be the nerd he is today, by absorbing as much as he could from everyone he met and everything he experienced in the small Wisconsin town he calls home. Now a full-grown curd, Curdis is ready to stretch outside his comfort zone and into his next chapter. He’s teaming up with Culver’s to help spread the word about curds all across the country as their official cheesy ambassador, Curdis the Curd Nerd. While he typically connects with older kids, he brings the fun for kids of all ages.



Name:	Curdis The Curd Nerd
Born:	LaGrander’s Hillside Dairy, Stanley, WI
Birth Date:	October 15, 2016 (Libra)
Siblings:	Millions
Interests:	Eating delicious food, traveling, being outdoors, trying new things, spending time with friends and family
Favorite Color:	Blue
Reasons to Love Him:	Charming (he is a Libra, after all!), considerate, smart, easygoing, quirky, likes to write poetry (Libras are a romantic breed), knows how to polka, is constantly doodling, known to recite lines from movies and loves pop culture
Pet Peeves:	Gossip, bullies, party poopers, the lactose intolerant

CURDIS' APPEARANCE & CHARACTERISTICS

GENERAL

- Height: 6"-8"
- Gender: Male
- Age: Sophomore in college

FEATURES

- No facial features (eyes, mouth, nose, eyebrows, ears)
- Curdis is always yellow, with a darker yellow form shadow
- Legs, arms and shoes are always Culver's blue
- In flat vector form, hands resemble mitts with a thumb but no fingers

ATTIRE

- Curdis always wears his iconic glasses and shoes
- His glasses may contort into different "expressions"
- Thematic/Contextual clothing (e.g., hats, foam finger) are fine, so long as his glasses are present and unchanged and his "face" is mostly uncovered
All clothing/props should use Culver's colors
- His glasses are blue, full-rim, rounded rectangular glasses with white repair tape on the bridge
When seen from the front, his glasses appear as frames only, with no temples. The temples may be visible when seen from the side
- His shoes are blue Converse-style shoes with a simple yellow circle
In 3D/AI renders, it's a stylized white C instead of a circle



COLOR



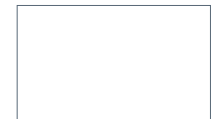
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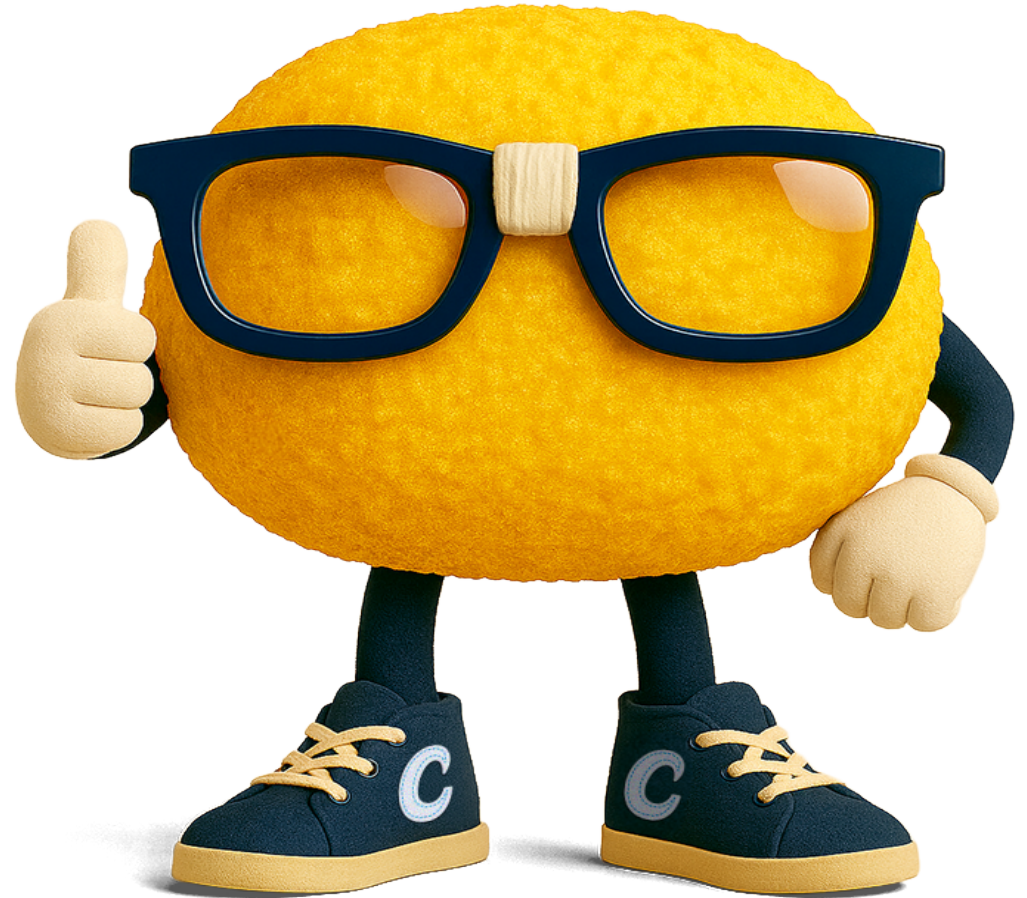


WHITE

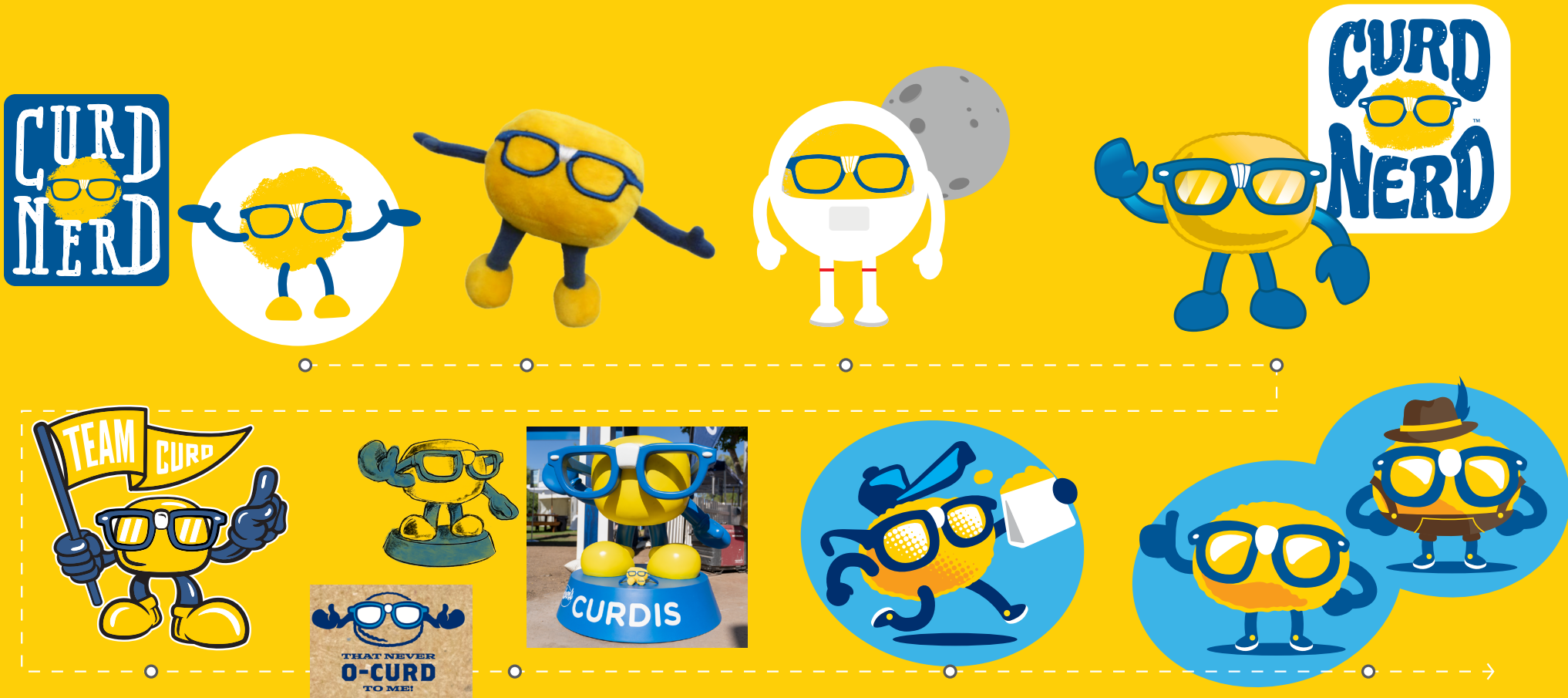
CG CURDIS

CG renderings of Curdis should reflect all Curdis standards, with some slight caveats:

- Shoe proportions are larger in CG compared with 2D
- Shoes are laced up and feature a stylized white “C” with light, visible stitching
- Hands have four fingers each and wear white gloves
- Texture is lightly rough, reminiscent of cheese curd breading, but not literally resembling it
Avoid textures that are too porous and “spongy,” or that feel too “crispy”



EVOLUTION OF CURDIS THE CURD



CURDIS WRITING STYLE GUIDE 1/2

POSTS ON CURDIS' BLOG AND SOCIAL MEDIA PAGES SHOULD FALL WITHIN THE FOLLOWING CATEGORIES:

EVERYDAY FOODIE

Curdis appreciates good, everyday food. He likes to try new and surprising dishes, but he isn't a hoity-toity foodstagrammer. Food is an important part of his life, but it isn't the only thing he has going on. When it comes to good eats, he knows that everything tastes better with friends.

- **Blog Post Examples:**
 - *Celebrating National Cheese Curd Day With My Top 10 Cheesiest Jokes*
 - *My Cheesy Take on 6 New Food Trends*
- **Social Post Examples:**
 - Picture of Curdis celebrating National Cheese Curd Day
 - Picture of Curdis eating [food] in [location]
 - Cheesy saying/quote/haiku

FRIEND TO ALL

Like a cheesy dad joke, Curdis is loved by all. He thrives in social settings, and people are drawn to him for his approachable, good-natured personality. He likes spending time with his main squeeze, Goldie, and any friends they meet along the way. At Curdis' table, there's always room for one (or two or three) more.

- **Blog Post Examples:**
 - *Table for Two: The Perfect Cheesy Date Night*
- **Social Post Examples:**
 - Picture of Curdis and Goldie enjoying date night
 - Picture of Curdis meeting [people] in [location]

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— ABOUT ME —



Hey, I'm Curdis. I'm just a regular curd enjoying the best of what life has to offer. I like to eat good food, explore new places and, if I'm lucky, learn a thing or two along the way.



CURDIS WRITING STYLE GUIDE 2/2

POSTS ON CURDIS' BLOG AND SOCIAL MEDIA PAGES SHOULD FALL WITHIN THE FOLLOWING CATEGORIES:

ADVENTUROUS CHEDDAR

Curdis is always open to trying new things - whether that's on the road somewhere or right in his own backyard. He can find an adventure just about anywhere. His travels are so satisfying because they combine his nerdy love of learning with his desire to kick back and enjoy life. But at the end of the day, this adventurous cheddar always finds his way back home.

- **Blog Post Examples:**
 - *Finding My Cheesy Roots in Stanley, WI*
 - *My Cross-Country Road Trip (Maine, Yellowstone, Seattle, California)*
- **Social Post Examples:**
 - Picture of Curdis at LaGrander's Hillside Dairy in Stanley, WI
 - Picture of Curdis doing [activity] in [location]

NUGGETS OF NERDINESS

Curdis is smart, well-read and quick with a joke. He's not afraid to dive into topics he's passionate about, like food science. He stays in the know on all things pop culture, occasionally referencing current trends but always with his own cheesy take. A lover of cheesy puns, his sense of humor is witty but never mean-spirited or sarcastic - that's just not what he's about.

- **Blog Post Examples:**
 - *Flavor Experiments: Curdis' Favorite Food Combinations*
 - *My Top 5 Favorite Movies With Cheesy Titles*
- **Social Post Examples:**
 - Picture of Curdis enjoying one of his favorite food combinations
 - Picture of Curdis doing [something nerdy] in [location]

If we follow this style guide, Scoopie should come across to his followers as:
SOCIABLE | DOWN-TO-EARTH | WITTY | ADVENTUROUS

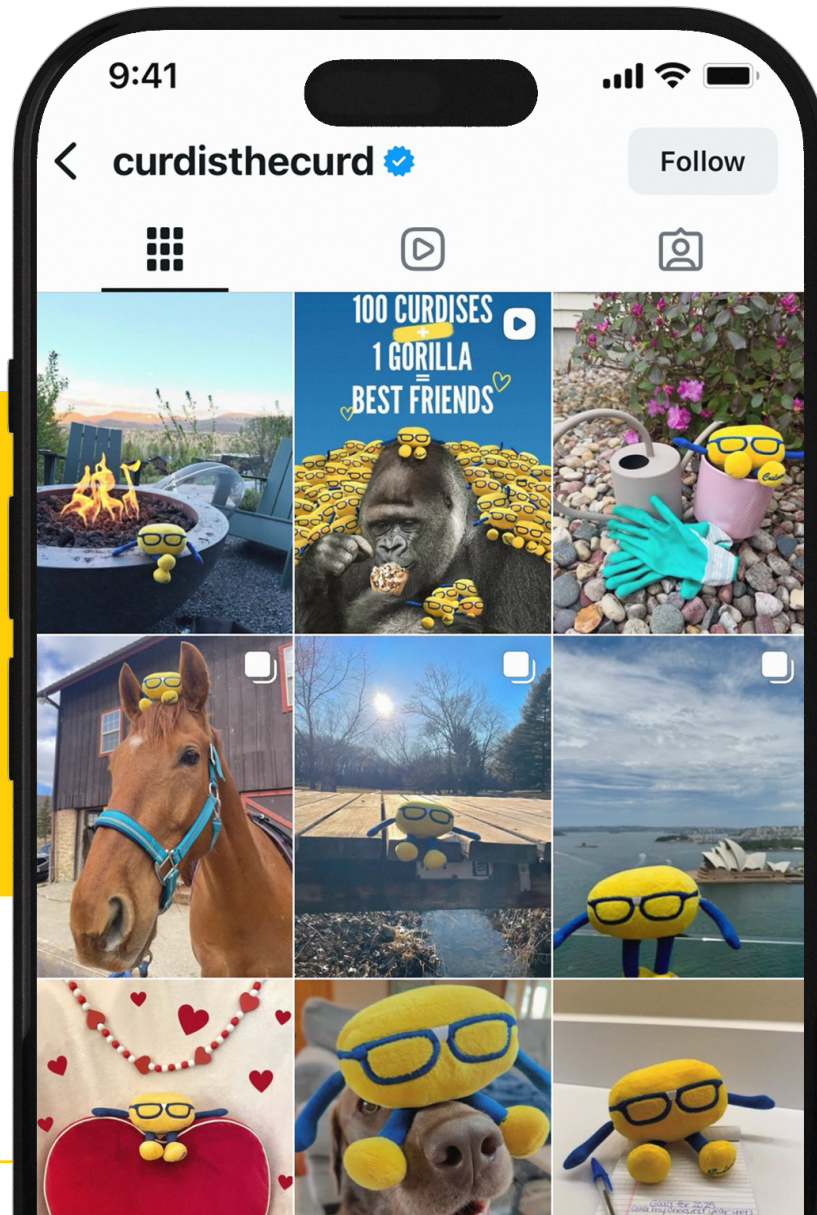
— ABOUT ME —



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CURDIS INSTAGRAM VISUAL STYLE GUIDE



CURDIS THE CURD NERD *@curdisthecurd*

**Deep-fried Wisconsin cheddar, personified.
Life's Better With Cheddar.**

- Look for colorful or interesting backgrounds
- Vibrant, clean imagery
- Incorporate blues and yellows

THE CURD FAMILY TREE

Like many Midwesterners, Curdis' roots can be traced back to Germany, and he still has family there to this day! The Curd family has stayed close despite the distance, and no matter where a Curd calls home, many of them remain fun-loving and adventurous. Being true Curd Nerds, the Curd family tends to celebrate National Cheese Curd Day on October 15 no matter where they are, and sometimes different members of the Curd family may come to visit the center of the fun, Sauk City, to help Curdis celebrate. But they don't stay long - once the celebration is done, they go home until it's time for the next visit!



KURDIS VON CHEESE

In 2025, coinciding with the 10th anniversary of Culver's-founded National Cheese Curd Day on October 15, Curdis' Bavarian cousin, Kurdis von Cheese, decided to make his first appearance to celebrate the cheesy fun. The cousins founded the inaugural Curdtoberfest - Culver's version of Oktoberfest. Curdtoberfest celebrates Midwestern tradition and all things cheesy.

Kurdis, being Curdis' first cousin, enjoys many of the same adventures in food and travel but is a little more reserved, factual and serious - he is German, after all! He's great at trivia and loves a good festival. You'll recognize him by his Bavarian hat and lederhosen. When you see him, be sure to say, "Guten Curd!"

Born: Germany; **Birth Date:** Feb. 13, 2016 (Aquarius)

Appearance: Overall design is identical to Curdis, except he is wearing brown lederhosen and an alpine hat with a blue feather. His glasses are similar to Curdis', but rounder.



KURDELIA VON CHEESE

In 2026, Kurdis' sister, Kurdelia, decided to visit Curdtoberfest since it sounded like so much fun the year before. Not to be out-styled, Kurdelia is recognized by her fashionable dirndl, and is often with a book in her hand. Ask her about her latest painting project!

Born: Germany; **Birth Date:** June 4, 2018 (Gemini)

Appearance: Overall design mimics hallmarks of Curdis, Kurdis and Goldie, but Kurdelia wears a dirndl.



GOLDIE

What's a curd without his golden-fried sweetheart? Occasionally, you'll see Curdis with his main squeeze, Goldie, who you'll recognize by the lashes and lips. More often than not, though, Curdis is heading out solo.

Goldie is typically not used in communication, and should not be unless warranted by a specific promotion.

Age: Sophomore in college

Appearance: Similar to Curdis, but red lips and long eyelashes extending out from her glasses.

SEASONAL



DELUXE

Culver's signature ButterBurger personified, Deluxe brings the flavor to special events.

Gender: Male; Age: 9



SUNDAE

Being a slow walker means this Turtle only visits on special occasions.

Gender: Male; Age: 12



KURDIS VON CHEESE

Curdis the Curd Nerd's German cousin, who likes to visit during Curtoberfest in October every year.

Gender: Male; Age: 10



KURDELIA VON CHEESE

Curdis the Curd Nerd's German cousin and sister to Kurdis Von Cheese.

Gender: Female; Age: 8

RETIRED



FUDGE

Scoopie's old pal, Fudge was a chocolate lab who has since retired from working with Scoopie to share the sweet story of Culver's desserts. You'll recognize him by his soft brown fur, big red nose (that looks like a cherry!), and special blue collar.

Gender: Male; Age: 7



BUTTERCUP

Our spirited Holstein dairy cow, Buttercup has been known to ski on frozen custard mountains and play with Scoopie; she's resting in the barn now.

Gender: Female; Age: 6