Visual Identity

Gordon Signature® Brand Standards

Rev. May 2016

Gordon®
FOOD SERVICE

Overview

Positioning Statement

Gordon Signature® is a curated portfolio of delicious, high quality products that help you exceed customer expectations, and build and enhance your premium reputation.

One-Sentence Description

Delicious by design. Distinct by selection. Gordon Signature represents our family's commitment to uncompromising quality.

Brand Attributes

- **Uncompromising Quality** Only the finest ingredients and materials go into the creation of each Gordon Signature product.
- **Distinct.** Gordon Signature products are crafted using only the best methods and are exclusive to Gordon Food Service®.
- **Customizable.** Use Gordon Signature products as-is, or combine them with other ingredients to create specialty and/or signature dishes.

Target Customers

Primary

- Independent Foodservice
- Healthcare
- Education

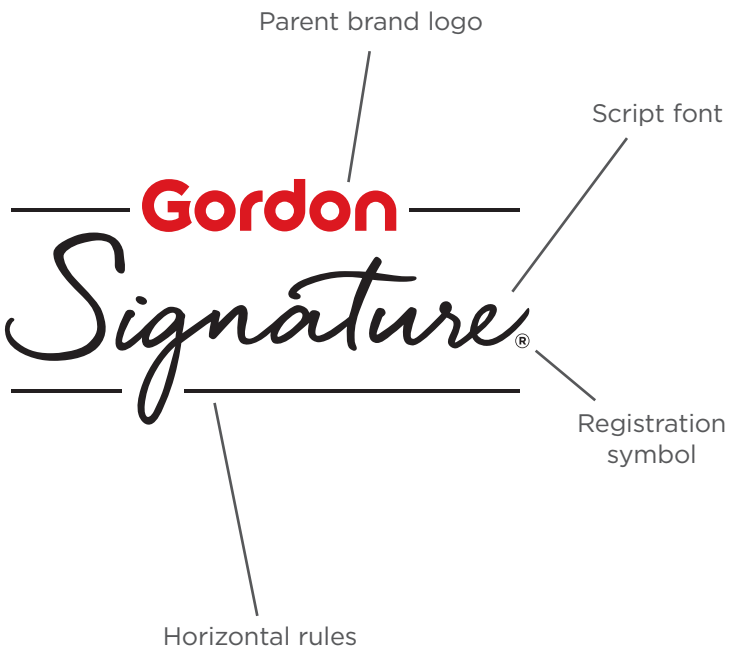
Usage

Logomark

The red, white and black color choices in the Gordon Signature logo speak to Gordon Food Service as the parent brand. The script font is a play on the duality of the Signature name written as a signature, and also lends a feeling of elegance in association with the premium quality of the brand.

Illustrated are callouts of the key elements that make up the Gordon Signature brand and packaging logo.

The Gordon Signature logo always carries a registration symbol.



Typographic Title

First instance of use:

Gordon Signature®

Second and subsequent uses:

Gordon Signature

The registration symbol must appear with the first mention of the brand name in text. In a multi-page piece, use of the brand name in text on the cover does not satisfy the requirement. Please include the registration symbol on the first text mention on an inside page.

Note: The registration symbol in the Gordon Signature brand logo does not satisfy the requirement to use the registration symbol in the first text instance.

Clear Zone

The logo clearance area is the area around the Gordon Signature logo that must remain free of type and “specific” graphic elements in the context of print collateral.

Use the height of the letter “G” in Gordon to determine the measurement used on all four sides of the logo to create the clearance area. The clearance area defines the space in which additional copy or graphic elements must be placed away from the logo.

Restrictions

Do not use any of the versions shown here. These examples represent a sample of potential violations of the logomark and typographic title.

Ideal logo usage is on a white background. It must be easily readable and not on a dark or busy background.

GFS Signature

Signature

Gordon FOOD SERVICE

Color

Illustrated on this page are the acceptable four-color process logo and the one-color spot logo for the Gordon Signature brand.

CMYK	0.100.100.8	0.0.0.100
PANTONE Coated	186C	Black

Four-Color Process Logo:

One-Color Logo:

Typography

The approved fonts are as follows:

Didot

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Packaging

Gordon Signature® Brand Standards

August 2016

Gordon®
FOOD SERVICE

Outer Components

Corrugate Specifications

- Prefix and suffix product descriptions should always match the layout of the inner packaging.
- Barcodes should be on at least one long and one short panel. If space allows, they should be on all four panels.

Corrugate Color

Oyster White

Corrugate Ink Colors

PANTONE	876C	Black GCMI 90

Distribution Statement

Canada

- Non-Meat items

DISTRIBUTED EXCLUSIVELY
BY GORDON FOOD SERVICE® /
DISTRIBUÉ EXCLUSIVEMENT PAR
SERVICE ALIMENTAIRE GORDON®:
GFS CANADA COMPANY INC®,
MILTON, ON L9T 5G4 / GFS.CA
1C0616

- Meat items

PREPARED FOR / PRÉPARÉ POUR :
GFS CANADA COMPANY INC®,
MILTON, ON L9T 5G4 / GFS.CA / 1A0616

U.S.

FOR DISTRIBUTION EXCLUSIVELY BY/
PARA SU DISTRIBUCIÓN EXCLUSIVA POR
GORDON FOOD SERVICE®
WYOMING, MI 49509
2A0616

FOR MORE INFO CALL
CUSTOMER SERVICE
800-968-4164
OR VISIT GFS.COM
THANK YOU.

Typefaces

The same way our logo consistently represents our identity, the typeface used in brand packaging also has a consistent appearance. The typefaces chosen for this purpose are Didiot HTF, Gotham Condensed (Light, Book and Medium) and Gotham Narrow Book.

Didiot HTF

Gotham Condensed Light

Gotham Condensed Book

Gotham Condensed Medium

Gotham Narrow Book

Inner Components

Inner Packaging Ink Colors

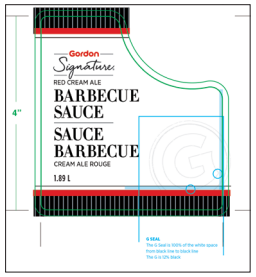
PANTONE	Cool Gray 9	Red 186C GCMI 74	Black GCMI 90

Inner Components

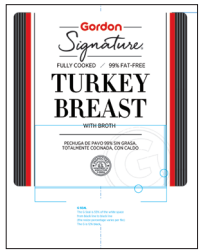
G Seal Percentile

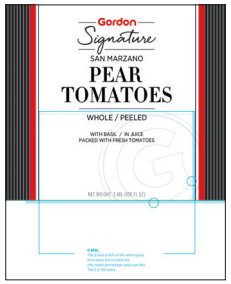
- The examples below reflect the percentage the G Seal should be when resized within the blue boxed area. A more detailed image is shown on the next page.

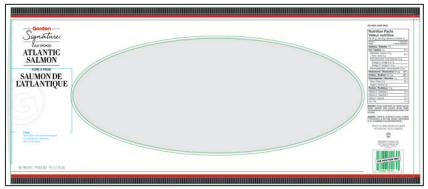
100%

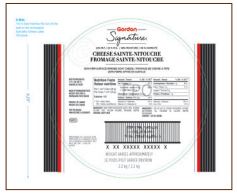


65%

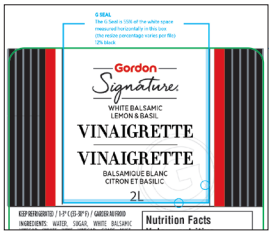








55%



50%

35%

Packaging

Gordon FOOD SERVICE

Inner Components

G Seal Percentile

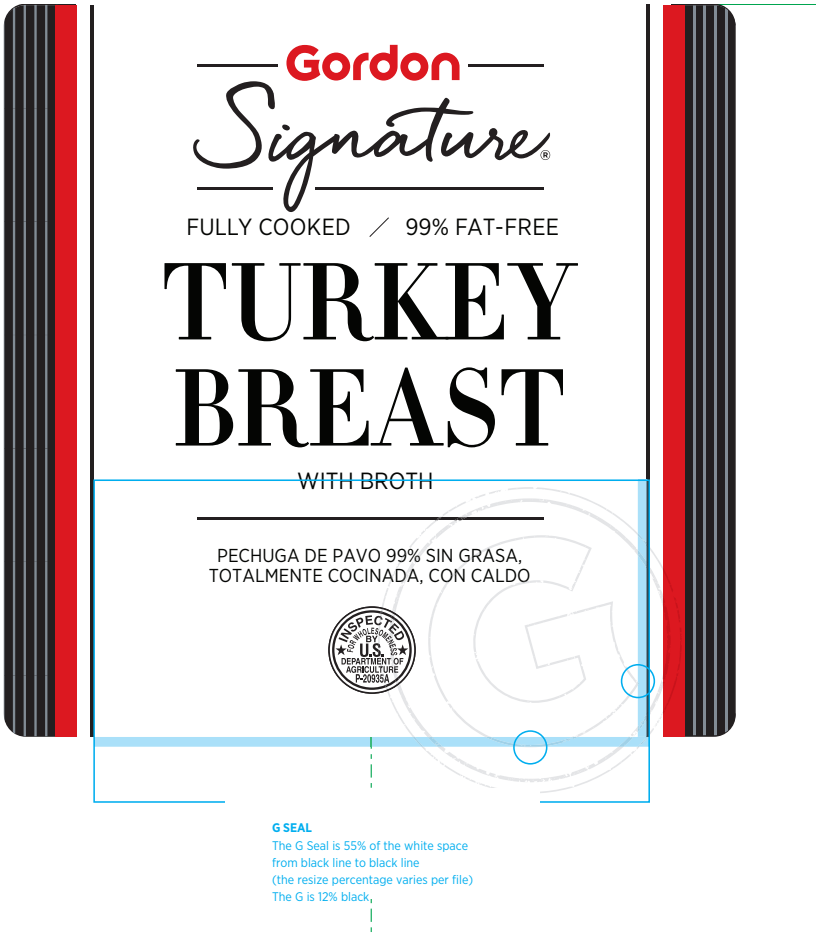
To determine the size of the G Seal on the package:

1) Create a box within the Primary Display Panel stretching horizontally between the two black lines.

2) Expand the G Seal to the fit in the parameters of the box.

3) Reduce the G Seal to the precentage on the matrix shown on Page 5.

4) Position the G Seal so it mimics the positioning seen at right. The bottom of the Stem of the G and the bottom curve should touch the edges of the box, as shown by blue circles.



Inner Components

G Seal Usage

Primary Usage

The G Seal will be primarily used on the front of the package on the Primary Display Panel or PDP.

Occasional Usage

A secondary usage of the G Seal will be as an accent where it is accompanying the Signature Statement, seen at the right at 100%. The minimum size for the G Seal is .65″ x .65″.

Delicious by design.
Distinct by selection.
Gordon Signature® represents our family's commitment to uncompromising quality.

Délicieux. Remarquables.
Les produits de marque Gordon Signature ® représentent l'engagement de notre famille envers une qualité sans compromis.

Outer Components

Fully Printed Corrugate

Option 1

Option2

Outer Components

Fully Printed Corrugate

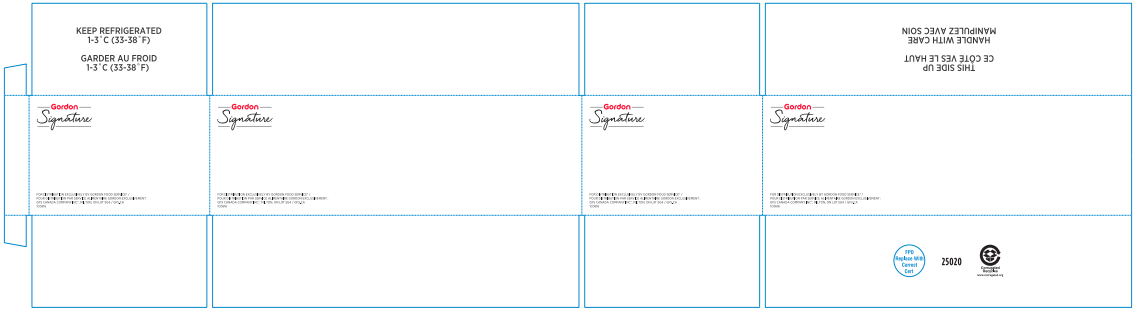
Option 3

Outer Components

Partially Printed Corrugate

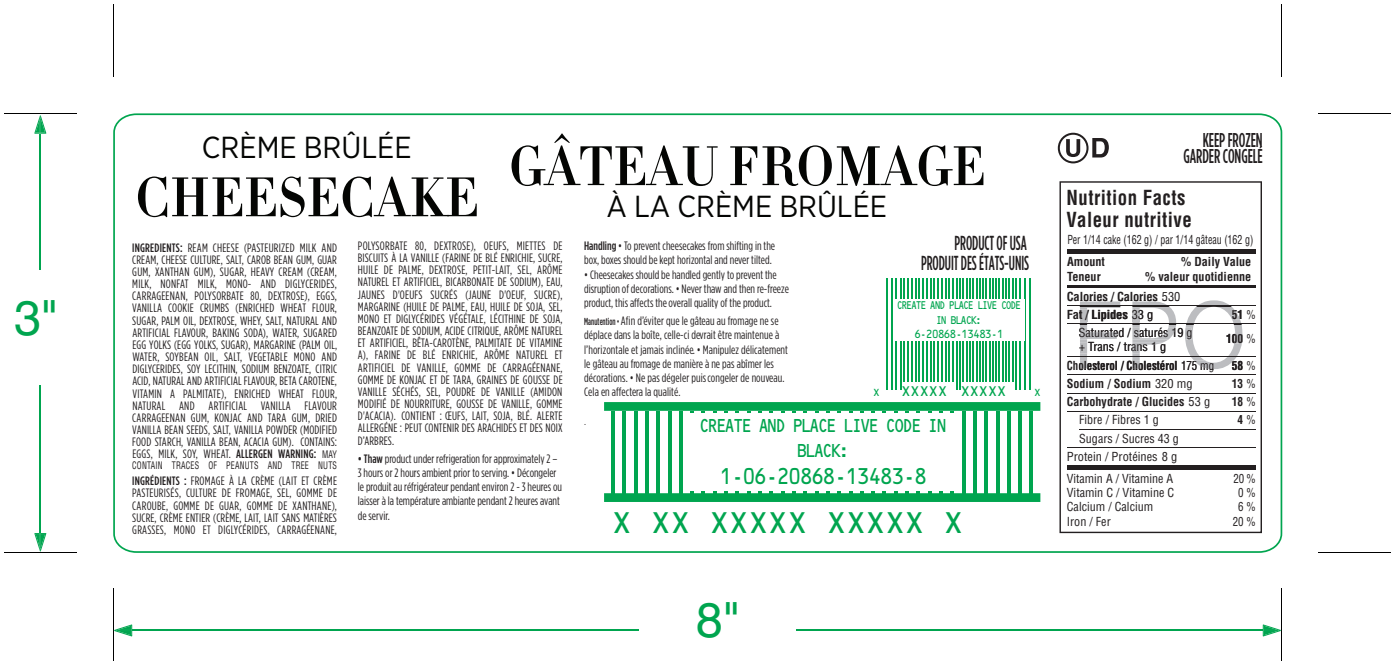
Option 1

Option2



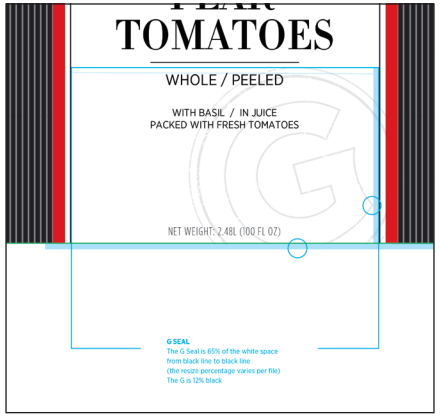
Outer Components

Outer Case Label -Canada



Outer Components

Outer Case Label -U.S.



Packaging

Gordon® FOOD SERVICE

Printed Material

Gordon Signature® Brand Standards

Rev. May 2016

Gordon®
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Brochures

All brochures must be approved by the Brand Team prior to printing or distributing.

An example of the standard Gordon Signature brochure is shown to the right. All brochures must be printed on 100 lb. Flo Dull text-weight stock containing a minimum of 10 percent post-consumer waste fiber.

Footer

(800) 968-4164 • gfs.com

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UP-15028-GSIG-16 • 052016/00478

Paper contains a minimum of 10% post-consumer waste fiber.

Brochure

Ads

Ads are to be designed with a clean, white, minimalist look. Design elements that can be included consist of the thin black rule, black horizontal rectangle with vertical lines, small red horizontal rectangle, and the G seal. Product photography meeting the Gordon Signature standards should also be utilized.

Ad

Fonts

Headline: Didot Regular, all caps, black

Subhead: Didot Italic, red (CMYK: 0/100/100/8)

Body copy: Gotham Narrow Book, black

Photography

Sienna Bakery® Brand Standards

Rev. May 2016

Gordon®
FOOD SERVICE

Overview

Gordon Signature photography should have a simple, elegant, and clean look and feel. Photographs of recipes should be staged for culinary, high-end restaurant context, but not white tablecloth. Images can show more casual dishes with a modern or fresh twist—not diner, mom and pop, etc.

Background

Use a white, high quality background or stainless steel, not rustic or antiquated.

Lighting

Lighting should be bright and clean.

Napkins

Napkins may be used for texture or application, but they are not required. When included, use white or gray cloth napkins that are folded loosely or rumpled—not a tight, formal fold.

Depth of Field

Typically a tight, shallow depth of field is expected. Focus on ingredients at forefront of the photo, with the background fading out of focus.

Plating

Plates that are bright white, stainless steel, or other metals are preferred. Rustic-looking dishware should be avoided.

Applications

Products should be plated as if they are being brought to a table, or being plated and prepped in the back of house (i.e., roasting pan, lined-up plates, etc.).

Gordon® FOOD SERVICE