

Visual Identity

Sienna Bakery® Brand Standards

Rev. May 2015

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Overview



Positioning Statement

Inspirations that tantalize your senses.™

One-Sentence Description

A high-quality line of gourmet, partially baked and finished baked goods carefully crafted with the finest ingredients.

Brand Attributes

- **Finest ingredients.** Sienna Bakery products get their extraordinary taste from the finest ingredients, such as rich butter, fresh nuts, real honey, and plump raisins.
- **Carefully crafted.** Sienna Bakery products are crafted using time-honored techniques.
- **Bakery fresh.** Sienna Bakery products offer mouthwatering aromas and soft, moist textures that leave a “baked from scratch” impression.
- **Front-of-house value.** Sienna Bakery products are packed in consumer-friendly packaging and supported by a merchandise program.

Target Customers

Primary

- Independent Foodservice
- Healthcare
- Education

Visual Identity

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Usage

Logomark

The logo features warm colors and a background shape reminiscent of a baker's hearth. Fonts are traditional yet "fresh," with color outlining that echoes the outlining on the background shape.

Illustrated are callouts of the key elements that make up the Sienna Bakery brand and packaging logo.

The Sienna Bakery logo always carries a registration symbol. The symbol is white with a hairline outline.

Tagline

The tagline should be used whenever possible. Sienna Bakery logos are available with the tagline already placed. A drop shadow may be used on the tagline letters if desired.

Note: This is a trademarked tagline.

Typographic Title

First instance of use:

Sienna Bakery®

Second and subsequent uses:

Sienna Bakery

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 Sienna Bakery brand logo does not satisfy the requirement to use the registration symbol in the first text instance.

Visual Identity



Clear Zone

The logo clearance area is the area around the Sienna Bakery logo that must remain free of type and “specific” graphic elements.

Use the height of the letter “Y” in Bakery, multiplied by two, 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.



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Restrictions

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



GFS Sienna Bakery






Gordon Sienna Bakery

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Color

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

					
CMYK	40.80.100.60	0.58.100.33	0.14.45.10	0.20.65.15	0.100.96.28
PANTONE Coated	1545C	470C			1807C

Four-Color Process Logo:

With black registration mark.



One-Color Spot Logo:



Four-Color Process Logo:

With white registration mark.



Visual Identity

Typography

The approved font to be used on packaging for Sienna Bakery is Baker Signet.

Baker Signet Regular

Baker Signet Medium

Two primary versions of the Baker Signet font collection can be used when creating packaging and marketing materials: Regular for body copy and main descriptors on packaging. Medium for headlines and taglines.

Optima Bold

The Optima Bold font can be used when creating marketing materials to add character to an advertisement. Can also be used as body copy on packaging.

Languages

With Sienna Bakery being a front-of-house brand, no translation is required in the United States. However, in Canada, French is required for all text instances. This includes NLEA, ingredients, distribution by, and Net Wt statements.

With French, all text must be represented equally. For example, the product title in English and French must be of the same color, font, and size.

Visual Identity

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Manhattan Cheesecake

Gâteau fromage

à la mode de manhattan

INGREDIENTS: CREAM CHEESE (PASTEURIZED MILK AND CREAM, CHEESE CULTURE, SALT, CAROB BEAN GUM, GUAR GUM, XANTHAN GUM), SUGAR, EGGS, GRAHAM CRACKER CRUMBS (ENRICHED WHEAT FLOUR, GRAHAM FLOUR, SUGAR, PALM OIL, BROWN SUGAR, HONEY, SALT, BAKING SODA, ARTIFICIAL FLAVOR), VANILLA COOKIE CRUMBS (ENRICHED WHEAT FLOUR, SUGAR, PALM OIL, DEXTROSE, WHEY, SALT, NATURAL AND ARTIFICIAL FLAVOR, BAKING SODA), BUTTER, ENRICHED WHEAT FLOUR, HEAVY CREAM (CREAM, MILK, NONFAT MILK, MONO- AND DIGLYCERIDES, CARRAGEENAN, POLYSORBATE 80, DEXTROSE), WATER, BROWN SUGAR, VANILLA POWDER (MODIFIED FOOD STARCH, VANILLA BEAN, ACACIA GUM), LEMON JUICE FROM CONCENTRATE (WATER, LEMON JUICE CONCENTRATE, SODIUM METABISULFITE), LEMON OIL, RELEASE AGENT (CONTAINS SOY LECITHIN). **CONTAINS:** EGGS, MILK, SOY, WHEAT.

INGRÉDIENTS: FROMAGE À LA CRÈME (LAIT ET CRÈME PASTEURISÉS, CULTURE DE FROMAGE, SEL, GOMME DE CAROUBE, GOMME DE GUAR, GOMME DE XANTHANE), SUCRE, ŒUFS, MIENTES DE BISCUITS GRAHAM (FARINE DE BLÉ ENRICHIE, FARINE DE GRAHAM, SUCRE, HUILE DE PALME, CASSONADE, MIEL, SEL, BICARBONATE DE SODIUM, ARÔME ARTIFICIEL), MIENTES DE BISCUITS À LA VANILLE (FARINE DE BLÉ ENRICHIE, SUCRE, HUILE DE PALME, DEXTROSE, PETIT-LAIT, SEL, ARÔME NATUREL ET ARTIFICIEL, BICARBONATE DE SODIUM), BEURRE, FARINE DE BLÉ ENRICHIE, CRÈME ENTIER (CRÈME, LAIT, LAIT SAIS, MATIÈRES GRASSES, MONO ET DIGLYCÉRIDES, CARRAGÈNANE, POLYSORBATE 80, DEXTROSE), SAU, CASSONADE, POUDRE DE VANILLE (AMIDON MODIFIÉ DE NOURRITURE, GOUSSSE DE VANILLE, GOMME D'ACACIA), JUS DE CITRON, PAIT DE CONCENTRÉ (EAU, CONCENTRÉ DE JUS DE CITRON, METABISULFITE DE SODIUM), HUILE DE CITRON, LUBRIFIANT (CONTIENT DE LA LÉCITHINE DE SOJA). **CONTIENT:** ŒUFS, LAIT, SOJA, BLÉ.

• These product under refrigeration for approximately 2 - 3 hours or 2 hours ambient prior to serving.
• Produit de réfrigération pour environ 2 - 3 heures avant la portion.

Handling: • To prevent cheesecakes from shifting in the box, boxes should be kept horizontal and never tilted. • Cheesecakes should be handled gently to prevent the disruption of decorations. • Nevez pas et ne tiltez pas le produit, cela affecte la qualité globale du produit.

Manipulation: • Afin d'éviter que le gâteau au fromage se déplace dans la boîte, celle-ci devrait être maintenue à l'horizontale et jamais inclinée.
• Manipulez délicatement le gâteau au fromage de manière à ne pas abîmer les décorations. • Ne jamais laisser fondre le produit puis le congeler de nouveau. Cela en affectera la qualité.

PRODUCT OF USA
PRODUIT DES ÉTATS-UNIS

CREATE AND PLACE LIVE
CODE IN BLACK:
6-20868-13482-4

CREATE AND PLACE LIVE
CODE IN BLACK:
1-06-20868-13482-1

X XX XXXXX XXXXX X

Nutrition Information

Information nutritionnelle

Per 100 g / par 100 g

	Amount Teneur
Calories / Calories	352.96
Fat / Lipides	24.67 g
Saturated / saturés	14.45 g
+ Trans / trans	1.07 g
Polyunsaturated / polyinsaturés	0.87 g
Monounsaturated / monoinsaturés	5.42 g
Cholesterol / Cholestérol	122.25 mg
Sodium / Sodium	256.26 mg
Carbohydrate / Glucides	27.07 g
Fibre / Fibres	0.64 g
Sugars / Sucres	21.58 g
Protein / Protéines	6.31 g
Vitamin A / Vitamine A	685.17 RE
Vitamin C / Vitamine C	0.06 mg
Calcium / Calcium	58.65 mg
Iron / Fer	1.06 mg

KEEP FROZEN/
GARDER CONGELÉ

gfs ca
PREPARED FOR/PRÉPARÉ POUR
GFS CANADA COMPANY, INC. ©
MILTON, ON L9T 5G4
1A0315

NET 4.54 kg (10 lb)

Backgrounds

In some instances the logo will be placed on a solid background; this should be light-colored, a neutral or “natural” color, or the Sienna Bakery background color. Pay special attention to the drop shadow behind the logo, making sure that it is visible and distinct. If not, the background is too dark. Do not use background colors that are not compatible with the brand image, cobalt blue, for example.

When the logo is placed over the “wavy-line” graphic and/or photo and wavy-line graphic, the elements should not crowd the logo. The product focus of the photo should appear at a visually pleasing distance from the logo.

When placing the logo on a full-photo background, the elements of the photo should not “compete” with the logo. Position the logo in an uncluttered area. Another option is to soft-focus the photo, as shown here.

Note: There is no safety net around the logo.



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Logo placed over wavy line graphic and photo



Logo placed over photo

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Packaging

Sienna Bakery® Brand Standards

Rev. May 2015

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Offset Specifications

Inner Components

Folding Inner Cartons

Four-color photography as well as PMS 470 are the main visual elements on folding cartons. Photography usually fills about two-thirds of the principal display panel, bordered by the wavy-line graphic and continuing to the fold line at the right.

Side and secondary display panels carry a smaller photo to the right with the Sienna Bakery logo at the left edge.

Note: See the Color Violators page for banner violator colors and corresponding products.



Packaging

Offset Specifications Color Violators Outer Components

Offset Specifications *(continued)*

Inner Labels

Inner Corner Labels

Four-color photography as well as PMS 470 are the main visual elements on labels. Photography usually fills about two-thirds of the principal display panel, bordered by the wavy-line graphic and continuing to the bleed line at the right.

Secondary display panel carries a smaller photo to the right with the Sienna Bakery logo at the left edge.



Packaging

Offset Specifications Color Violators Outer Components

Color Violators

See chart below to determine color and verbiage used for each product.



YELLOW C=0 M=50 Y=100 K=0



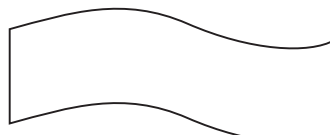
BLUE C=100 M=80 Y=0 K=0



PMS 7517 C=0 M=4 Y=18 K=0



GREEN C=100 M=0 Y=100 K=0



WHITE C=0 M=0 Y=0 K=0



PMS 470 C=0 M=58 Y=100 K=33



RED C=0 M=100 Y=96 K=28



PURPLE C=65.88 M=100 Y=21.96 K=9.41



PMS 7508 C=0 M=15 Y=40 K=4

Item	Verbiage	Banner Color
COOKIE CHOC CHNK 1.35Z 6-40CT SIENNA	40 Count Thaw & Serve	Brown Flag— Looks like PMS 732
COOKIE CHOC CHNK IW 48-4Z SIENNA	Chocolate Chunk	PMS 732
COOKIE CHOC CHUNK IW 72-2.5Z SIENNA	Chocolate Chunk	PMS 732
COOKIE CHOC DBL IW 48-4Z SIENNA	Double Chocolate Chunk	PMS 7508
COOKIE CHOC DBL IW 72-2.5Z SIENNA	Double Chocolate Chunk	PMS 7508
COOKIE DBL CHOC CHNK 6-40CT SIENNA	40 Count Thaw & Serve	Tan Flag—Looks like PMS 7508
COOKIE OATML CRAN WLNT 1.35Z 6-40CT	40 Count Thaw & Serve	Tan Flag—Looks like PMS 7508
COOKIE OATML RAISN 1.35Z 6-40 SIENNA	40 Count Thaw & Serve	Light Purple— Looks like PMS 2583
COOKIE OATML RAISN IW 48-4Z SIENNA	Oatmeal Walnut Raisin	PMS 2583
COOKIE OATML RAISN IW 72-2.5Z SIENNA	Oatmeal Walnut Raisin	PMS 2583
COOKIE PNUT BTR 1.35Z 6-40CT SIENNA	40 Count Thaw & Serve	Tan Flag—Looks like PMS 1245
COOKIE PNUT BTR IW 48-4Z SIENNA	Peanut Butter Cup	PMS 1245
COOKIE PNUT BTR IW 72-2.5Z SIENNA	Peanut Butter Cup	PMS 1245

Item	Verbiage	Banner Color
COOKIE SUGAR 1.35Z 6-40CT SIENNA	40 Count Thaw & Serve	White
COOKIE WHT CHOC MACAD IW 48-4Z SIENNA	White Chocolate Macadamize Nut	PMS 274
COOKIE WHT MACAD 1.35Z 6-40CT SIENNA	40 Count Thaw & Serve	Blue—Looks like PMS 274
COOKIE WHT MACAD IW 72-2.5Z SIENNA	White Chocolate Macadamia Nut	PMS 274
MUFFIN BLUEB GOURM IW 3-12CT SIENNA	Blueberry Made with Wild Maine Blueberries	PMS 7455
MUFFIN CINN COFF IW 5Z 3-12CT SIENNA	Cinnamon Coffee Cake Made with Real Cinnamon	PMS 7517
MUFFIN TURTLE IW 5Z 3-12CT SIENNA	Turtle Made with Cream Cheese and Walnuts	PMS 7508
MUFFIN TUXEDO GOURM IW 3-12CT SIENNA	Tuxedo Made with Chocolate and Cream Cheese	PMS 7401
ROLL CINN ICED IW 4Z 2-12CT SIENNA	Inner Carton: 4 oz. Thaw & Serve Individually Wrapped Film Wrap: with Sweet Cream Cheese Drizzle	Tan Flag

Packaging

Offset Specifications Color Violators Outer Components

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Outer Components

Corrugate Specifications *(U.S. 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



GCM1 (Flexographic)

52 Brown

90 Black

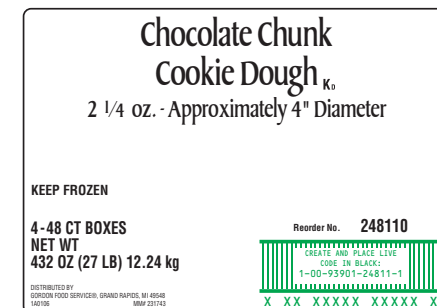
Corrugate Logo



Option A: Fully Printed Corrugate



Option B: Partially Printed Corrugate with Label



Packaging

Offset Specifications Color Violators Outer Components

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Outer Components

Corrugate Specifications *(Canada 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 Typography

Refer to the Languages section of Visual Identity on requirements when using French and English on packaging.

Corrugate Color

Oyster White

Corrugate Ink Colors



GCM1 (Flexographic)

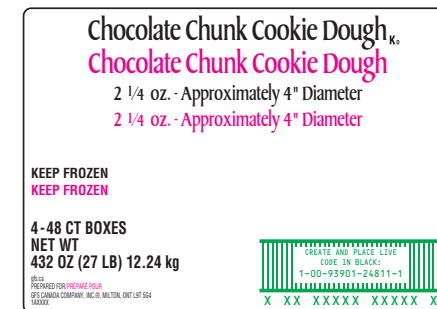
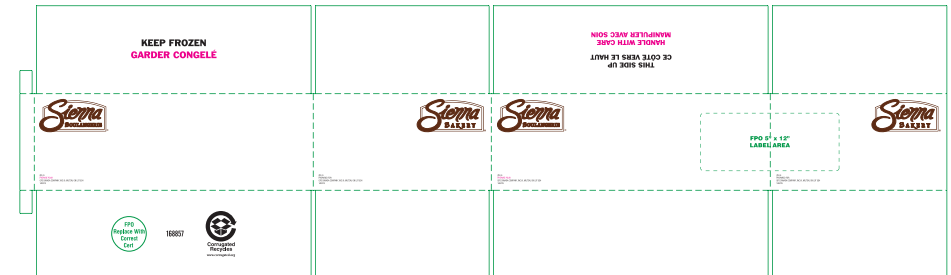
52 Brown

90 Black

Corrugate Logos



Partially Printed Corrugate with Label



Packaging

Photography

Sienna Bakery® Brand Standards
Rev. May 2015

Overview

Sienna Bakery photography should have a warm, bakery-fresh look and feel. Tile backgrounds are usually used to communicate this. Key ingredients in the main product can be used as freshness cue.



Photography

Overview Lighting and Backgrounds

Lighting and Background

Breakfast Sensations
Muffins, Croissants, Danishes



1

Cookies
Dough, Cooked



2

Artisan Breads



3

Desserts
Cheesecake, Brownies, Tiramisu



4

Lighting Scale



1



2



3



4

Tile Color

Photography

Spelling Glossary

Sienna Bakery® Brand Standards

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Canadian vs. U.S. English

Canadian	United States
catalogue	catalog
centre	center
centimetre	centimeter
cheque	check
colour	color
favour	favor
favourite	favorite
fibre	fiber
flavour	flavor
gauge	gage
labour	labor
labelled	labeled
levelled	leveled
litre	liter
lustre	luster
marvellous	marvelous
metre	meter
millimetre	millimeter
parlour	parlor
practice (n) practise (v)	practice (n/v)
saleable	salable
savour	savor
totalled	totaled