Corporate Brand Standards

Rev. August 2017

For external use.

Gordon®
FOOD SERVICE

Gordon®
FOOD SERVICE

The Gordon Food Service logo capitalizes on two key equity elements:

1. Color

2. Shape

The Gordon Food Service logo is clean, strong, identifiable and modern—a reminder of our brand and the people behind it wherever it is used.

Color

Red and gray are the highly recognizable colors of the Gordon Food Service logo. These colors will maintain the consistent visual identity that is important for the Gordon Food Service image.

Shape

The overall shape of the Gordon Food Service logo has a dynamic presence and denotes a strong and solid appearance, while also being personable, contemporary and fresh—attributes that reflect our position in the foodservice industry. The proportions must be maintained and may not be stretched or condensed in any direction.

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FOOD SERVICE

Usage

Logomark

Our logo derives its distinctiveness from the typeface, the way the letters are aligned and the placement of the registration symbol.

Typographic Title

First instance of use:

Gordon Food Service®

Gordon Food Service Store®

Gordon Restaurant Market®

Second and subsequent use for external instances:

Gordon Food Service

Gordon Food Service Store

Gordon Restaurant Market

Gordon®
FOOD SERVICE

Gordon®
FOOD SERVICE STORE

Gordon
RESTAURANT
MARKET®

Corporate Brand Standards

Gordon®
FOOD SERVICE

Clear Zone

The Gordon Food Service and Gordon Food Service Store logos should always be surrounded by a clear space at least the width of the "n" in Gordon.

The Gordon Restaurant Market logo should always be surrounded by a clear space at least the width of the "M" in Market.

Registration marks, as indicated by the (®) designation, are important. These symbols inform the public of our exclusive claim to the use of our marks.

Restrictions

Do not apply effects like drop shadows, bevels or stretched proportions.

Do not miscolor or outline the logo.

Do not alter the logo layout.

Do not fill the logo with imagery or patterns.

Do not apply a safety-net or halo around the logo.

Do not abbreviate or truncate the company's full name.

Gordon's

Gordon's Store

Gordon Foods

GFS Store

GFS

Gordon Market

Do not use the G in Gordon as a branded element.

Corporate Brand Standards

Size

The Gordon Food Service, Gordon Food Service Store, and Gordon Restaurant Market logos have certain minimum size requirements that should be followed to maintain readability.

Print

When logo is printed (office copier or professional print methods), the minimum logo width should be 1½"

Digital

When logo is to appear digitally (on-screen, projected presentation), the minimum logo width should be 100 pixels.

Gordon® FOOD SERVICE — 1½"

Gordon® FOOD SERVICE STORE — 1½"

Gordon RESTAURANT MARKET® — 1½"

Gordon® FOOD SERVICE — 100 px

Gordon® FOOD SERVICE STORE — 100 px

Gordon RESTAURANT MARKET® — 100 px

Gordon® FOOD SERVICE

Size *(continued)*

Embroidery

For shirts, we recommend a logo width of 2¾". For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Embroidery Exceptions

Any use under 5" wide *does not* require the registration mark.

Gordon
FOOD SERVICE
|— 2¾" —|

Gordon
FOOD SERVICE STORE
|— 2¾" —|

Gordon
RESTAURANT MARKET
|— 2¾" —|

Screen Printing

For shirts that are screen printed, we recommend a logo width of 3". For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Screen Printing Exceptions

Any use under 5" wide *does not* require the registration mark.

Gordon
FOOD SERVICE
|— 3" —|

Gordon
FOOD SERVICE STORE
|— 3" —|

Gordon
RESTAURANT MARKET
|— 3" —|

Gordon®
FOOD SERVICE

Color

Print
When the logo is printed (office copier or professional print methods), use the 4-color process (CMYK) logo. If a professional printer requires Pantone colors, that may be used as an alternative.

Digital
When the logo is to appear digitally (onscreen, projected presentation, websites) use the RGB logo.

Other
When the logo is to be embroidered or screen printed, special attention will be required so the deep red matches Pantone 186C and is not a hue that's too pink or orange.

Corporate Logo
From the options at right, choose the correct logo based on the easiest readability.

Color Logo
The color logo with the dark gray "Food Service" is preferred for best readability on light backgrounds, approximately 20% black or lighter. If the logo will be printed on a dark color background equivalent to 80% black or darker, then the light gray version of the logo may be used for the registration mark, "Food Service" and tagline.

White Logo
A white logo may be used on red backgrounds for maximum readability, or applications where only a single-color logo can be used on a dark background color.

Black Logo
A black logo may be used on white backgrounds in black-and-white printing or on other single-color uses where there are light backgrounds.

Only for use on dark backgrounds.

CMYK	0.100.100.8	0.0.0.80	0.0.0.20
PANTONE Coated	186C	Cool Gray 10C	Cool Gray 3C
PANTONE Uncoated	1797U	Cool Gray 10U	Cool Gray 3U
RGB	200.0.0	80.80.80	200.200.200
Color Hex	#c80000	#505050	#c8c8c8
Embroidery Thread	#1147*	#1361*	#1011*
Vinyl Decal	3M 680CR-82 Ruby Red Reflective	3M 680CR-10 White Reflective Printed with Cool Gray 10C	
Illuminated Sign Vinyl	3M 3630-73 Dark Red Translucent	3M 3635-91 Day/Night Film Smoke Gray	

Madeira Embroidery Threads.

Only for use on dark backgrounds.

Corporate Typefaces

The same way our logo consistently represents our identity, the typeface used in corporate publications also have a consistent appearance. The primary typefaces chosen for this purpose are Gotham OT and Museo.

Gotham Light
Gotham Book
Gotham Medium
Gotham Bold

Four primary versions of the Gotham font collection can be used when creating marketing materials: Light and Book for body copy, Medium for subheadlines and Bold for headlines.

Museo 500

The Museo 500 font can be used as the headline copy font when creating marketing materials to add character to an advertisement. Additionally, Museo 100, 200, 300, 400, 700, 900 can be used to create appropriate heirarchy and legibility.

Typeface Exceptions

Quickpen

Quickpen is the font of our tagline, "Always At Your Table." It should be reserved for special use cases, such as titles or headlines.

Gotham Narrow

Gotham Narrow is a version of Gotham designed for body copy and dense font applications. It is not to replace Gotham.

Museo Slab

Museo Slab is a full serif version of Museo. Museo Slab is perfect for more formal applications.

Web and Social Media

Open Sans Regular (Normal 400)

In web and social media applications, the Open Sans Regular (Normal 400) typeface should be used to ensure device and browser compatibility.

Presentation, Stationary and Email

Arial

In presentation and stationary applications, the Arial typeface can be used as an alternative to Gotham OT. Refer to the Name and Application section for more information.

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Co-Branding

In all co-branding applications where the Gordon Food Service logo appears with other vendor logos, the Gordon Food Service name and logo should be prominent and properly treated with regard to color, size and spacing.

Name

When another company's name appears with Gordon Food Service in text on printed material created by Gordon Food Service, our logo should be displayed first (see the Usage section for how the company name can be represented in typographically).

Logo

The Gordon Food Service logo is always placed on the left, with the other company's logo on the right.

All vendor-created collateral that includes the Gordon Food Service logo must be reviewed by a Customer Experience or marketing representative prior to production.

Gordon Gear, Apparel & Amenities

The Gordon Food Service name and logo appear in many places, including novelty uses such as baseball-style caps, apparel, water bottles, and golf balls. We welcome the use of the name and logo—with approval from Customer Experience at *CompanyBrand@gfs.com*—as a way to spread brand recognition. When using the name and logo, the rules established in the *Visual Identity* section apply.

Embroidery Logo Size

For shirts, we recommend a logo width of 2¾″. For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Embroidery Exceptions

Any use under 5″ wide *does not* require the registration mark.

Screen Printing

For shirts that are screen printed, we recommend a logo width of 3″. For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Screen Printing Exceptions

Any use under 5″ wide *does not* require the registration mark.

2¾″

3″

Corporate Brand Standards

Gordon Gear, Apparel & Amenities

(continued)

Color Specifications

When logo is to be embroidered or screen printed, special attention will be required so the deep red matches Pantone 186C and is not a hue that's too pink or orange.

Apparel Color

The color logo should be used whenever applying the logo to apparel, except for when the apparel is red; in these cases, the white logo should be used on red apparel.

For the best visual representation of the color logo, apparel color should be black or dark gray (80% or darker), light gray (20% or lighter) or white or neutral fabric colors such as light beige or light tan.

Typeface Specifications

The Gordon Food Service company name may be spelled out in place of the logo in some cases. In these instances, the font Gotham should be used.

For any questions on name and logo application, email *CompanyBrand@gfs.com.*

Only for use on dark backgrounds.

CMYK	0.100.100.8	0.0.0.80	0.0.0.20
PANTONE Coated	186C	Cool Gray 10C	Cool Gray 3C
RGB	200.0.0	80.80.80	200.200.200
Embroidery Thread	#1147*	#1361*	#1011*

*Madeira Embroidery Threads.

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Fleet

Our trucks are widely visible in the communities we serve. Using our logo and bright, colorful images of fresh ingredients and finished plates, the truck designs are intended to make a great first impression and send a message about what our company delivers.

Color Specifications

The logo must use the colors and materials as specified in the chart at right. The text "Gordon" must always use the reflective 3M 680CR-82 Ruby Red, and the text "Food Service" must always use the reflective 3M 680CR-10 White printed with Cool Gray 10C.

Trailer Specifications

A series of truck designs featuring fresh ingredients and finished plates are paired with the Gordon Food Service logo.

• Trailer side panels feature non-reflective food images, trimmed along the edge of the images to serve as a partial wrap. The logo is printed on reflective vinyl material and applied directly to the trailer.

• The logo can, in this case, utilize a red registration mark to aid in easier and consistent application and potential cost savings.

• The logo must always be located at the rear on the trailer sides.

• Rear doors will feature a full wrap that is non-reflective with a reflective logo overlay. Trucks in the U.S. will have the Gordon Food Service Store® logo. Trucks in Canada will have the Gordon Food Service logo. Each will carry the company URL, gfs.com or gfs.ca. The website URL is on reflective decal material as is the logo on the rear door.

• Trailers in the Quebec and Montreal regions utilize the French logo. See French brand standards document for more details.

	3M 680CR-82 Ruby Red Reflective	3M 680CR-10 White Reflective Printed with Cool Gray 10C
Vinyl Decal		

Gordon® **FOOD SERVICE**

Trailer Specifications *(continued)*

Tandem Trailer Sizes

• 24' Trailer *(Canadian Trailer)*

• 28' Trailer *(U.S. & Canadian Trailer)*

• 30' Trailer *(Canadian Trailer)*

Standard Trailer Sizes

• 31' Trailer *(Canadian Trailer)* [1]

• 32' Trailer *(Canadian Trailer)* [1]

• 35' Trailer *(Canadian Trailer)* [1]

• 36' Trailer *(U.S. & Canadian Trailer)*

• 38' Trailer *(Canadian Trailer)* [2]

• 42' Trailer *(Canadian Trailer)* [2]

• 43' Trailer *(Canadian Trailer)* [2]

• 46' Trailer *(Canadian Trailer)* [2]

• 48' Trailer *(Canadian Trailer)*

• 50' Trailer *(U.S. & Canadian Trailer)*

• 51' Trailer *(Canadian Trailer)* [3]

• 53' Trailer *(Canadian Trailer)*

[1] Use art from 36' and scale proportionally.

[2] Use art from 48' and scale proportionally.

[3] Use art from 50' and scale proportionally.

Tandem trailer

Standard trailer

Corporate Brand Standards

Gordon®
FOOD SERVICE

Trailer Specifications *(continued)*

Truck Back *(U.S. Trailer)*

Double-Door

This back door type includes the tagline, "Always at your table™".

Triple-Door

This back door type will not include the tagline, due to the amount of door hardware and reflectors in this area.

Truck Back *(Canadian Trailer)*

Double-Door

This back door type includes the tagline, "Always at your table™".

Triple-Door

This back door type will not include the tagline, due to the amount of door hardware and reflectors in this area.
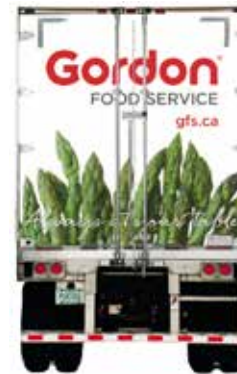
For access to trailer graphic electronic files to use for vendor production, email *CompanyBrand@gfs.com.*

Double-Door

Triple-Door

Double-Door

Triple-Door

Corporate Brand Standards

Gordon® **FOOD SERVICE**

Tractor Specifications

The Gordon Food Service logo will be applied to all new Gordon Food Service tractor doors and air shields.

Air Shield Specifications

The placement of the logo should measure 20″ from the center of the shield to the bottom "Gordon" and 15″ from the center of the shield to the bottom of "Food Service".

U.S. Tractor Door Specifications

Each door will include the Gordon Food Service logo. The placement of the logo should be 15″ from the bottom of the door to the bottom of "Gordon," and 13½″ from the bottom of the door to the bottom of "Food Service".

The following text must appear below the logo:

GRAND RAPIDS, MICHIGAN

OPERATED BY GFS TRANSPORT, LLC

USDOT 175852

Canadian Tractor Door Specifications

Each door will include the Gordon Food Service logo. The placement of the logo should be 15″ from the bottom of the door to the bottom of "Gordon," and 13½″ from the bottom of the door to the bottom of "Food Service".

The following text must appear below the logo:

GORDON FOOD SERVICE LTD

For any questions on fleet, email *CompanyBrand@gfs.com.*

47.5″w x 9.5″h

34″w x 3.3″h

Air Shield

32″w x 6.5″h

23″w x 2.2″h

Tractor Door

U.S. Tractor

Canadian Tractor

Corporate Brand Standards

Van Specifications

The Gordon Food Service logo will be applied to all new Gordon Food Service service vans.
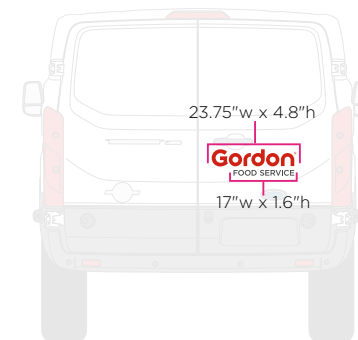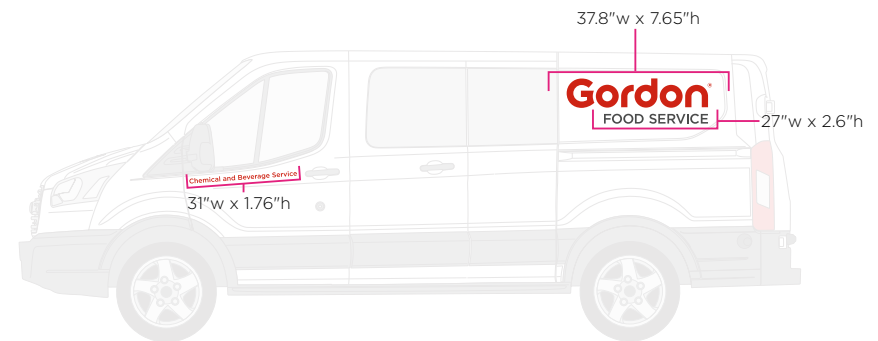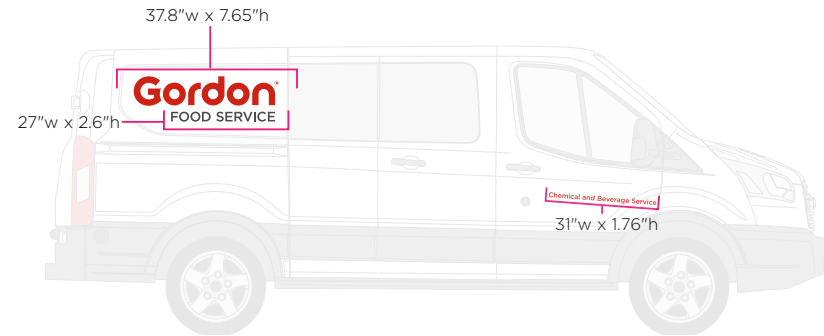
Ford Transit Cargo 2500 130" WB Low & Medium Roof Corporate

The placement of the logo on the rear driver and passenger window should be visibly centered within the window glass or glass area if no glass present. The dimensions of "Gordon" is 37.8" wide by 7.65" high. "Food Service" should measure 27" wide by 2.6" high.

On the rear right door, the logo should be visually centered below the handle. The dimensions of "Gordon" is 23.75" wide by 4.8" high. "Food Service" should measure 17" wide by 1.6" high.

Chemical and Beverage Service

The placement of the logos should follow the guidence above for the corporate van. The addition of text "Chemical and Beverage Service" should be our corporate red and placed on the front driver and passenger doors, centered between the door edge and handle. The measurement of the text should be 31" wide by 1.76" high.

37.8"w x 7.65"h

27"w x 2.6"h

Chemical and Beverage Service

31"w x 1.76"h

37.8"w x 7.65"h

27"w x 2.6"h

Chemical and Beverage Service

31"w x 1.76"h

23.75"w x 4.8"h

17"w x 1.6"h

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Van Specifications *(continued)*
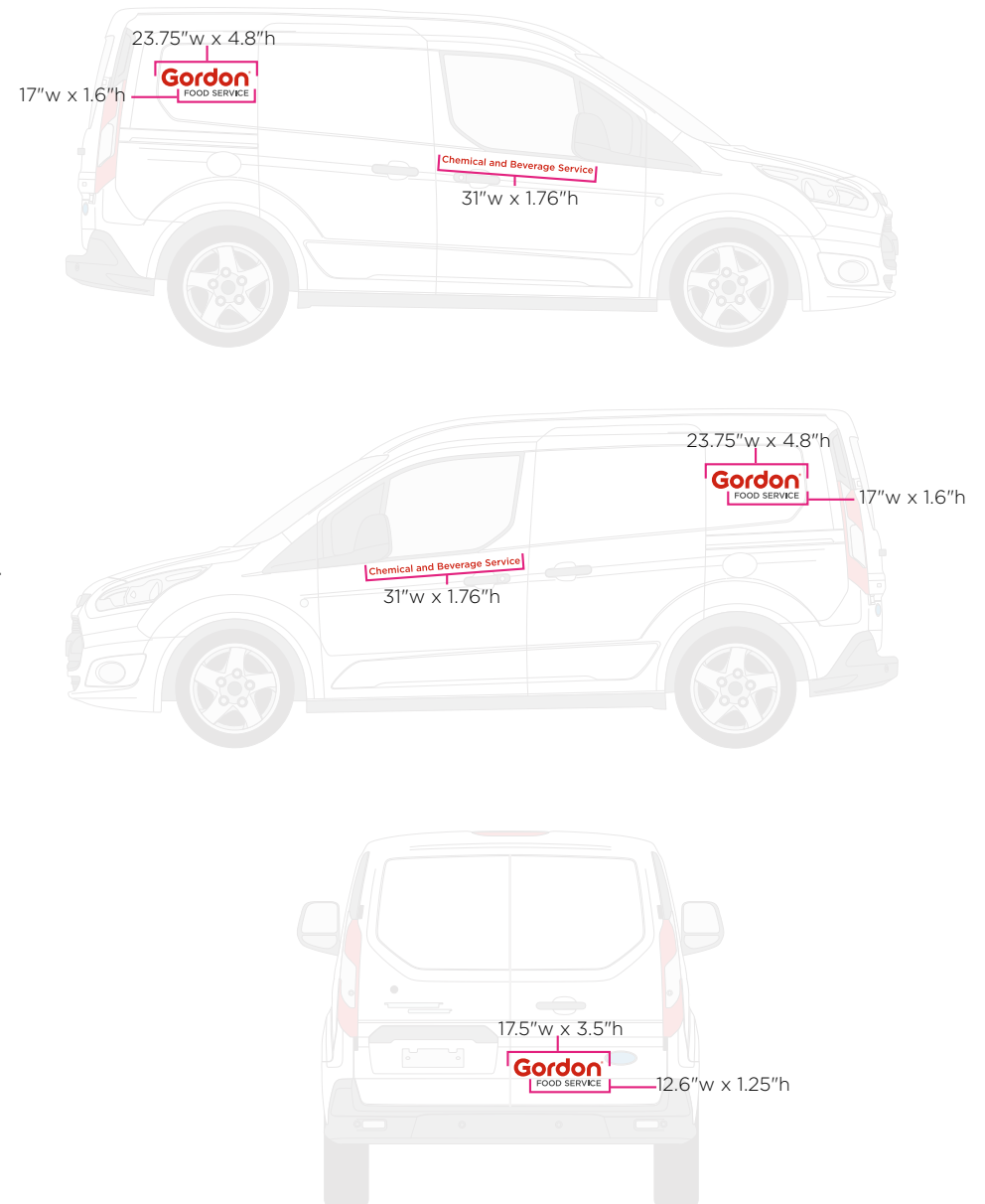
Ford Transit Connect XL, XLT Van

Corporate

The placement of the logo on the rear driver and passenger window are should be visibly centered within the window glass or glass area if no glass present. The dimensions of "Gordon" at 23.75" wide by 4.8" high. "Food Service" should measure 17" wide by 1.6" high.

On the rear right door, the logo should be visually centered below the handle. The dimensions of "Gordon" is 17.5" wide by 3.5" high. "Food Service" should measure 12.6" wide by 1.25" high.

Chemical and Beverage Service

The placement of the logos should follow the guidence above for the corporate van. The addition of text "Chemical and Beverage Service" should be our corporate red and placed on the front driver and passenger doors, centered between the door edges and the bottom of the window and top of the handle. The measurement of the text should be 31" wide by 1.76" high.

23.75"w x 4.8"h
17"w x 1.6"h
Chemical and Beverage Service
31"w x 1.76"h

23.75"w x 4.8"h
17"w x 1.6"h
Chemical and Beverage Service
31"w x 1.76"h

17.5"w x 3.5"h
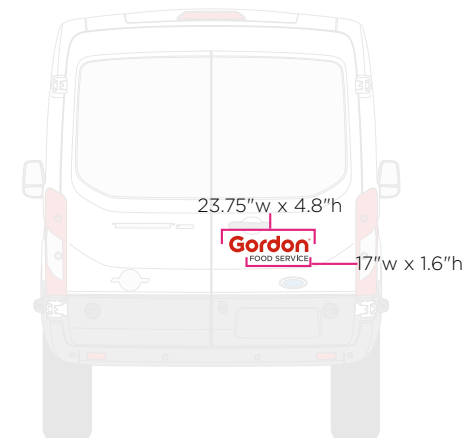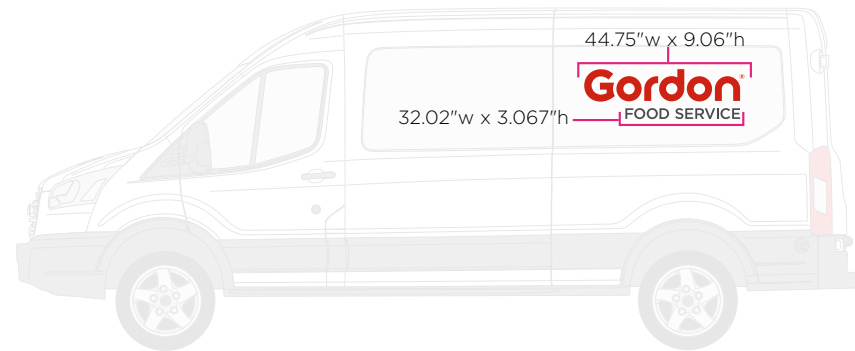12.6"w x 1.25"h

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Van Specifications *(continued)*

Ford Transit Wagon 3500 148" WB Low & Medium Roof Cargo Van

Corporate

The placement of the logo on the rear driver and passenger window are should be visibly centered within the window glass or glass area if no glass present. The dimensions of "Gordon" are 44.75" wide by 9.06" high. "Food Service" should measure 32.02" wide by 3.067" high.

On the rear right door, the logo should be visually centered below the handle. The dimensions of "Gordon" are 23.75" wide by 4.8" high. "Food Service" should measure 17" wide by 1.6" high.

44.75"w x 9.06"h

32.02"w x 3.067"h

44.75"w x 9.06"h

32.02"w x 3.067"h

23.75"w x 4.8"h

17"w x 1.6"h

Gordon®
FOOD SERVICE

Van Specifications *(continued)*
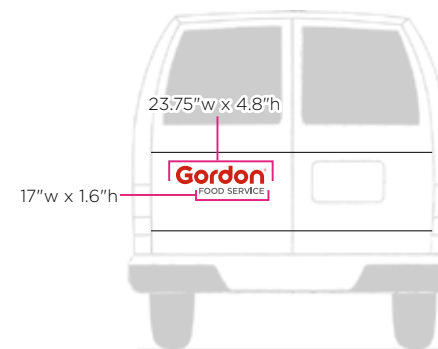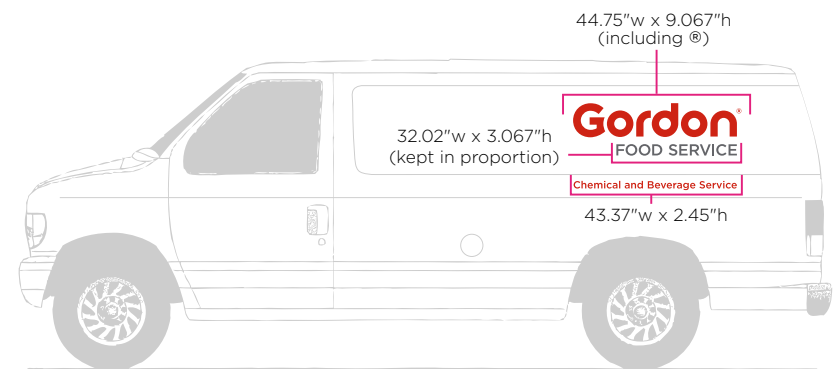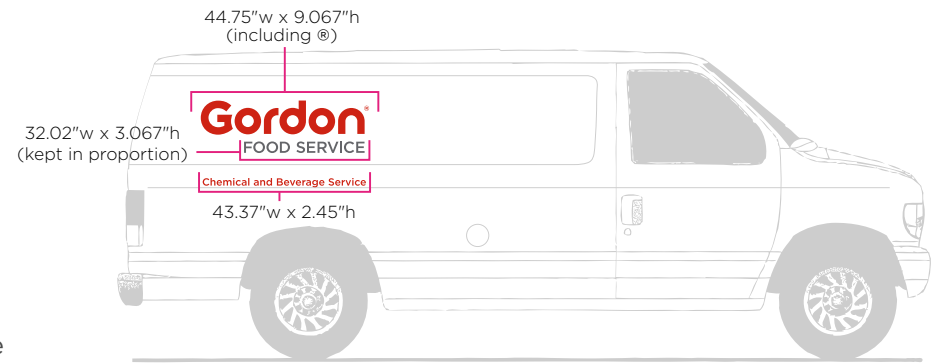
Old Van

Corporate

The placement of the logo on the rear third of the driver and passenger sides should be visibly vertically centered within the window glass or glass area if no glass present. The dimensions of "Gordon" are 44.75" wide by 9.067" high. "Food Service" should measure 32.02" wide by 3.067" high.

On the rear left door, the logo should be vertically aligned with the licence plate inset and visually centered left and right on the door. The dimensions of "Gordon" are 23.75" wide by 4.8" high. "Food Service" should measure 17" wide by 1.6" high.

Chemical and Beverage Service

The placement of the logos should follow the guidence above for the corporate van. The addition of text "Chemical and Beverage Service" should be our corporate red and placed below the logos on driver and passenger sides, centered between the bottom of the window and top fo the ridge running the length of the van. The measurement of the text should be 43.37" wide by 2.45" high.

44.75"w x 9.067"h
(including ®)

32.02"w x 3.067"h
(kept in proportion)

Gordon®
FOOD SERVICE

Chemical and Beverage Service

43.37"w x 2.45"h

44.75"w x 9.067"h
(including ®)

32.02"w x 3.067"h
(kept in proportion)

Gordon®
FOOD SERVICE

Chemical and Beverage Service

43.37"w x 2.45"h

23.75"w x 4.8"h

Gordon
FOOD SERVICE

17"w x 1.6"h

Gordon®
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Architectural Signage

To ensure brand standards accuracy of the logo and text placement in our signage, please follow the guidelines below.

Concerning the register mark (®), please do not include the mark in any fabricated signs (i.e. exterior wall signage where individual letters are created). Also, do not include the mark in any pre-printed signs (i.e. back-lit main entrance signs).

Landmark

Cabinet
The cabinet of the landmark sign should be squared and painted white.

Illumination
Consider using daylight-balanced white LEDs for internal illumination to maintain color consistency among all signage as well as being energy efficient.

Dimension, Size and Layout
Consult with your local zoning commission to ensure that any new signage adheres to restrictions or requirements that must will be met.

To ensure brand standards accuracy of the logo and text placement, refer to examples and contact *CompanyBrand@gfs.com.* for assistance.

Landmark Signage

Exterior Wayfinding

Cabinet

The cabinet of the posts and panel of the sign should be squared and painted white.

Layout

To ensure brand standards accuracy of the logo and text placement, refer to examples and contact *CompanyBrand@gfs.com.* for assistance.

Exterior Wall

Exterior wall logo signage should maintain a minimum edge clearance as defined in the Logo Clear Zone with the width of the "n" in "Gordon" used as the space or padding surrounding the logo. The height of the logo should be 25 percent of the building height.

Consult with your local zoning commission to ensure that any new signage adheres to restrictions or requirements that must be met.

For any questions on our architectural signage, email *CompanyBrand@gfs.com.*

Exterior Wayfinding

Exterior Wall

Logo Clear Zone

Store Pylon

The cabinet of the pylon should be squared and painted red to match PMS 186C and the pole should also be squared and painted white.

Exterior Store Signage

The cabinet panel for signs placed on the store façade framing should be squared and painted red to match PMS 186C.

Signage Illumination

Use daylight-balanced white LEDs for internal illumination to maintain color consistency among all signage as well as being energy efficient.

For any questions on our signage, email *CompanyBrand@gfs.com.*

Exterior Wall Sign

Pylon Signage

Corporate Brand Standards

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