Visual Identity & Brand Standards

Pepper Mill [®]
June 2023

United States

Gordon[®]
FOOD SERVICE

PEPPER MILL®

Positioning Statement
The essence of fresh flavors, taken to another level.

One-Sentence Description
Fresh-tasting dressings made with high-quality, clean ingredients.

Brand Attributes
• **Purest quality.** Only the purest quality ingredients are chosen to create fresh-tasting dressings and sauces.

• **Convenient packaging.** Pepper Mill products are available in bulk containers, single-serve pouches and dipping cups

• **Front-of-house value.** Pepper Mill products are packed in consumer-friendly packaging and supported by a merchandise program.

Target Customers
Primary

• Mid to upper-scale independent operators looking for unique flavors.

• White tablecloth operators.

Secondary

• Education & Healthcare

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Overview

Name Representation

Use of the brand name in text with the registered trademark symbol on the cover does not satisfy the requirement to include the registered trademark symbol for the first text instance in the interior. All subsequent text instances in the same document are to appear without the registered trademark symbol. Note: The registered trademark symbol in the Pepper Mill brand logo does not satisfy the requirement to use the symbol in the first text instance. Below are samples of acceptable and unacceptable name representations.

Pepper Mill®

Second and subsequent use:
Pepper Mill

Unacceptable Name Representation

None of these name variations can be used to represent the Pepper Mill brand:

G.F.S. Pepper Mill
Peppermill
Gordon Pepper Mill
PepperMill

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Key Elements and Basic Physical Characteristics

Illustrated below are the key elements of the Pepper Mill brand and packaging logo. The color shown below makes up the Pepper Mill logo. No subsitutions are permitted.

The name Pepper Mill is the most prominent element in the logo. The bottom of the letters arc upward while the top is predominantly straight.

Name Representation

PEPPER MILL®

Prints as PMS 7741

Registered Trademark Symbol

PEPPER MILL®

Registered Trademark Symbol is always the same color as the logo.

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Unacceptable Logo Applications

Use of the brand or packaging logo versions shown here, or components thereof, is prohibited and represent a sampling of potential logo abuses.

DO NOT: Modify elements or type of the logo.

DO NOT: Move, resize or delete the registered trademark symbol.

DO NOT: Stretch or compress the logo.

DO NOT: Change the logo color.

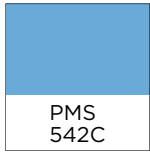Use of the logo versions or components shown here is prohibited. These examples represent a sample of potential logo abuses.

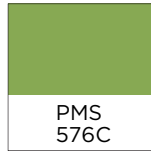DO NOT: Allow graphic elements to cover or obstruct the logo.

DO NOT: Place shape around the logo.

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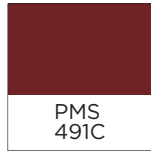
Approved U.S. Flavor Variations

Each Pepper Mill flavor has its own color designation. All color values are based upon the Pantone Matching System Bridge swatches.
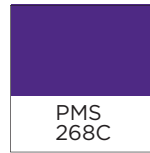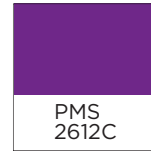
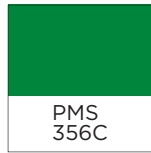PMS 542C
Buttermilk Ranch

PMS 576C
Dill Pickle Ranch

PMS 491C
Balsamic Vinaigrette

PMS 268C
Creamy Caesar

PMS 2612C
Regal Caesar

PMS 137C
Honey Dijon Mustard

PMS 356C
Classic Italian

PMS 260C
Mediterranean Feta

PMS 1945C
Raspberry Vinaigrette
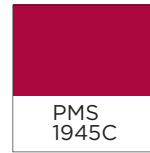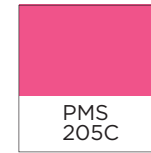
PMS 205C
Fat-Free Raspberry Vinaigrette

PMS 676C
Royal Red

PMS 556C
Thousand Island

PMS 314C
Poppy Seed

Refrigerated
PMS 7455C
Bleu Cheese

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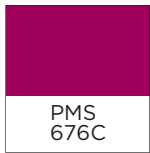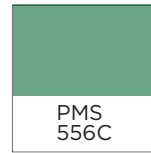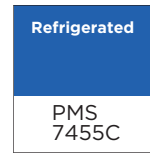
Specifications for print

Gallon Jug

The food illustration reinforces that fresh ingredients are used. The packaging logo is to be used only on packaging. The reversed-print, color-coded product description is below the logo shield on the label.

Stock

Printing based on coated white stock.

Caps

Caps for dressing containers are to be colored green, PMS 3425.

BLEED 1/8" EXTENSION BEYON THE TRIM

PEPPER MILL®

The peak of freshness, the height of flavor, the purest quality, and the most pleasing appearance... these are the attributes captured in every bottle of Pepper Mill® Dressings. That's why Pepper Mill Dressings are the best choice for transforming an ordinary salad or entrée into an extraordinary meal. For incredible flavor, we recommend serving Pepper Mill Dressings refrigerated.

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

MADE IN USA FROM
DOMESTIC AND IMPORTED
INGREDIENTS

Reorder No. **806961**

23792PPM/99018.20

CREATE AND PLACE LIVE
CODE IN BLACK:

0 93901 80696 3

Serving Suggestion

PEPPER MILL®

BUTTERMILK RANCH DRESSING

1 GAL (128 FL OZ) 3.79 L

REFRIGERATE AFTER OPENING

Nutrition Facts

About 128 servings per container

Serving size	2 Tbsp (28g)

Amount per serving

Calories	160

	% Daily Value*
Total Fat 17g	22%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 260mg	11%
Total Carbohydrate 2g	1%
Dietary Fiber 0g	0%
Total Sugars 1g	
Includes 1g Added Sugars	2%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 acalories a day is used for general nutrition advice.

INGREDIENTS: SOYBEAN OIL, WATER, DISTILLED VINEGAR, CULTURED LOWFAT BUTTERMILK, SUGAR, SALT, CONTAINS LESS THAN 2% OF NONFAT DRY MILK, EGG YOLKS, GARLIC*, MUSTARD SEED, ONION*, YEAST EXTRACT, XANTHAN GUM, POLYSORBATE 60, TORULA YEAST*, DISODIUM INOSINATE & DISODIUM GUANYLATE, SODIUM BENZOATE AND POTASSIUM SORBATE (AS PRESERVATIVES), LACTIC ACID, SPICE, PARSLEY*, CALCIUM DISODIUM EDTA ADDED TO PROTECT FLAVOR.   *DEHYDRATED
CONTAINS: MILK, EGG.

FOR DISTRIBUTION EXCLUSIVELY BY
GORDON FOOD SERVICE®,
WYOMING, MI 49509 / 0922

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Specifications for print

Sachet Packet

Individual dressings are created in the sachet packets shown below. The Pepper Mill logo is featured with a color-coded product designation below it.
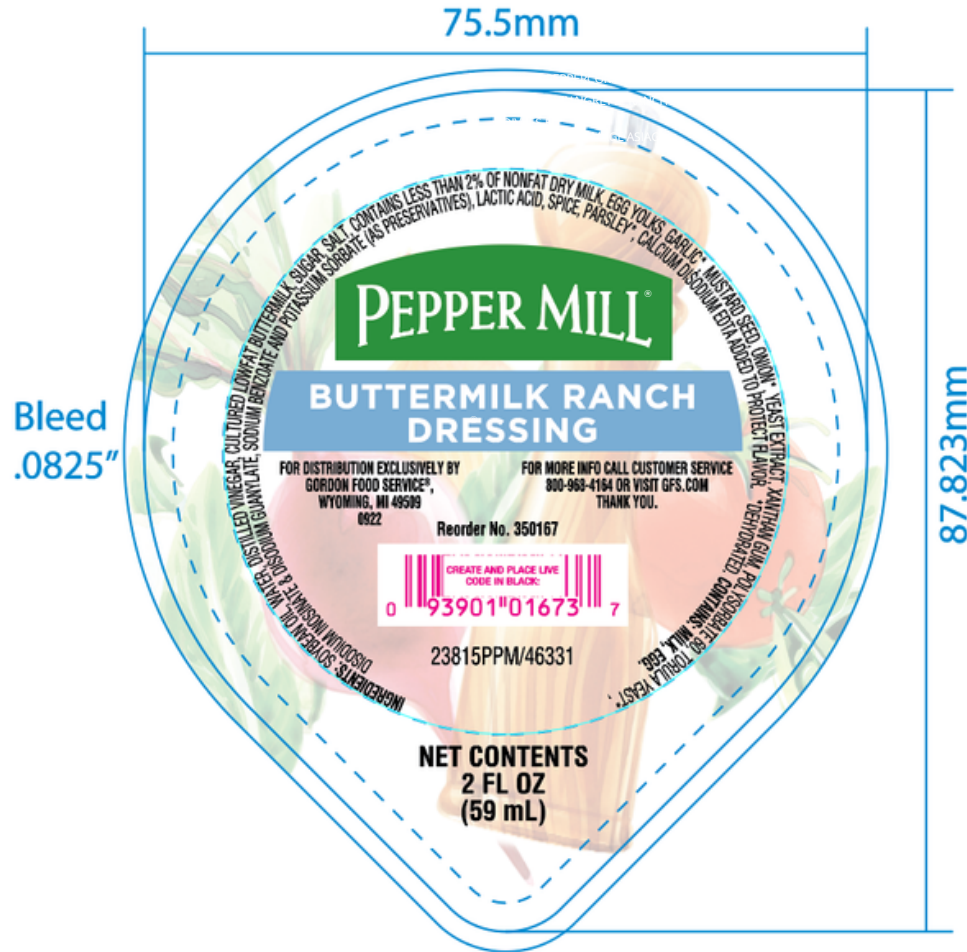
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Specifications for print

Dipping Cup

Individual dressings can also be packaged in the dipping cup artwork shown below. The Pepper Mill logo is featured with a color-coded product designation below it.

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Outer Components

Corrugate Specifications

• Prefix and suffix product descriptions should always match
the layout of the inner packaging.

• Bar codes should be on at least one long and one short panel.
If space allows, they should be on all four panels.

Partially Printed Corrugate with Label

Corrugate Color

Craft

Corrugate Ink Colors

GCMI (Flexographic)   20   90 Black

Corrugate Logos

3"
minimum

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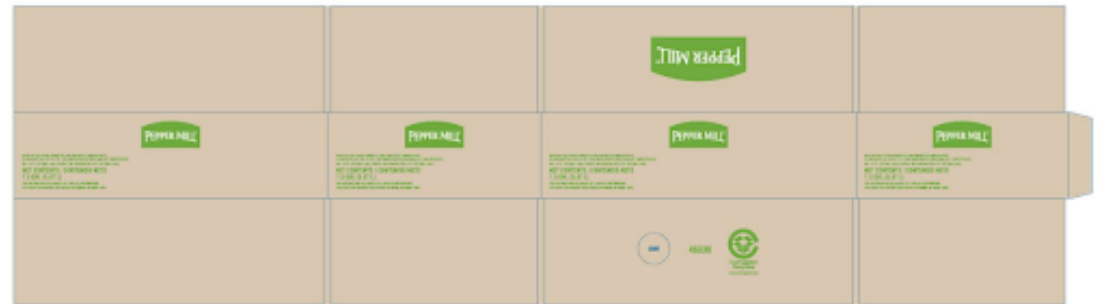
Approved Typefaces

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 listed below.

Gotham Book
Packaging Usage:
Product Name (Packets)

Gotham-Bold
Packaging Usage:
Product Name (Gallon Jugs & Dipping Cups)

Gotham-Light
Packaging Usage:
Marketing Copy (Gallon Jugs)

Helvetica-Condensed-Bold
Packaging Usage:
Reorder No. & Text, Net Contents, Storage Statement, Ingredients Header & Allergens

Helvetica-Condensed-Medium
Packaging Usage:
Distribution Statement, Vendor No., Ingredient List

For all materials outside of packaging elements, the following two fonts are recommended:

Weiss-Bold
Gotham
(whole font family including Light, Italic, Book, Medium & Bold)

Brand Photography

Take cues from the visuals below when making selections of photography for Pepper Mill branded materials. All photography should be administered with clean, white background that is brightly lit, and places the product as the focal point with minimum distraction.

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