



Visual Brand Standards Guide

Revised September 2026





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Design Foundations

Name • Logo • Color • Typography

Our visual brand foundations are designed to inspire behaviors, communications, and conversations with customers in a visual manner. We use our name, logo, tagline, color, and typography to help tell our story.



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DESIGN FOUNDATIONS

Guidelines

The Gordon Food Service name and logo are symbols of our brand, which is built upon our mission and our Cornerstone Values. We understand that the public’s experience with our employees, products, vehicles, signage, and communications will directly influence opinions about our company, and our logo stands at the forefront of our identity.

This brand guide provides clear direction on consistent application of messaging and visuals that represent the Gordon Food Service brand and uphold its integrity.

Brand Consistency

A brand is not just a logo, a color palette, or a collection of printed materials; it is a feeling, a reputation, and a living culture. At Gordon Food Service, our brand shows up most powerfully through our actions, our relationships, and our people. We all contribute to the collective perception of who we are. Our employees do not just work for the company—they directly embody and represent the Gordon name to our customers, suppliers, and communities.

Because our people are the primary face of our brand, we must be exceptionally clear, articulate, and unified about what our company stands for. Achieving true brand consistency across our North American footprint means ensuring that our internal culture aligns with our external promise. By following established guidelines and utilizing standardized tools, we protect our shared heritage and ensure we are always representing the company in the most positive, professional, and recognizable way.

Consistency isn’t about restricting individual passion or divisional pride; it is about providing a clear, unified framework that empowers every team member to confidently champion the Gordon legacy.

Uniformity is the key to brand recognition. We use our brand visuals—the colors, images, shapes, and typography—to convey a message. Every effort should be made to follow these standards as outlined.

The temptation to “try something new” with the Gordon Food Service brand standards can erode the carefully placed foundation and pillars that support our integrity.

Protecting the Brand

We employ a trademark to protect the investment we’ve made in developing the brand and its products, services, and ideas. Trademarks, as indicated by the ® or ™ designation, are important. They identify a single, reliable source for products and services, assuring customers of certain qualities, characteristics, and consistency. The registration symbol also informs the public of our exclusive claim to the use of our marks. The trademark symbol is always used with our logo, and in the first usage of our name and our products when written in text.

Questions about Brand Standards

If you need further information about any part of applying these standards, please contact Gordon Food Service North American Communications at CompanyBrand@gfs.com.

Assuring Proper Brand Usage by Suppliers

It is the supplier’s responsibility to properly apply these brand guidelines. Noncompliance will result in refusal and return of incorrect goods with request of accurate branding at the supplier’s expense.



NAME & LOGO

Our logo leads with our trusted family name, showing our heritage and focus on people.



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.

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 way.

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. See page 20 for minimum size specifications.

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Primary Logo

Our logo derives its distinctiveness from the typeface, the way the letters are aligned, and the placement of the registration symbol. Gordon Food Service and Gordon Food Service Store logos can be used in conjunction with one variation of the tagline (either the script version or the seal, but not both).

When using the Gordon Food Service logo for content in French, always use the French version.

When creating content in additional languages (Spanish, Punjabi, Mandarin, etc) always use the English version of the primary logo.

Tagline

Our “*Always at your table*®” tagline demonstrates our commitment to customers, and that we’re always ready to work together to help them reach their goals. Being at our customers’ tables has been true of our organization since 1897—and will be true for the next century, too. What’s more, the table is a symbol of connection and partnership—inviting everyone we meet to join us in sharing something great.

Tagline Usage

Our tagline is to be used with the Gordon Food Service and Gordon Food Service Store logos on external-facing materials only. It is not to be used on its own without the primary logo or typographic title, or in internal communications. The tagline may be used in either its script form or seal form in any of the primary or secondary corporate colors as well as black or white at 100% opacity, and is dependent on background color. Dark colors are preferred for best readability on light backgrounds and light colors are preferred on dark colors. These updated usage rules allow for additional flexibility within different applications.



Always at your table®



NAME & LOGO

Typographic Title Name Usage

Trademark and Registered Trademark Usage in Text

“Gordon Food Service,” “Gordon Food Service Store,” our exclusive and proprietary brands, and customer program names should use the required symbol (® or ™) in superscript on the first instance of the name.

If the first usage is in a headline, avoid adding the symbol and disrupting the aesthetics of the typeface; instead, use the symbol on the first reference in the body copy.

Second and subsequent instances do not include the symbol.

Do not use symbols on any other national brand, unless legality dictates the inclusion. When the tagline is used in text, the registration mark must be used on first reference only.

When the tagline is used in text along with the company name, it needs to be separated by a period. The tagline must be italicized whenever used.

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.® *Always at your table.®*

Gordon Food Service Store.® *Always at your table.®*

Gordon Restaurant Market.® *Always at your table.®*

Company Name Usage

Do not abbreviate or truncate the company’s full name in any form; internally or externally, written or verbal.

Do not pair the Gordon Food Service name or logo in any way with any other text or visual elements to create a new name, logo, or product without permission. Email CompanyBrand@gfs.com for additional information.

Always:

Gordon Food Service®/Gordon Food Service alimentaire Gordon®/
Service alimentaire Gordon
Gordon Food Service Store®/Gordon Food Service Store
Gordon Restaurant Market®/Gordon Restaurant Market
Gordon Food Service® Finance

Never Use:

“GFS”
“GFS Store”
“Gordon Store”
“Gordon’s”
“Gordon Foods”
“Gordon”

Speaking

When in customer facing or external conversation or presentation or answering a phone call, use “Gordon Food Service” or “Gordon Food Service Store.” Gordon’s, GFS, GFS Store, etc. are not acceptable options.

Written

When naming departments, Gordon Food Service may not be shortened or abbreviated, e.g., Gordon Corporate Communications, GFS Finance.

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Secondary Logos: Seal

The seal is a round stamp with the stylized “G” along with the tagline or typographic title and date of our company’s founding, and can be used internally or externally.

The typographic seal or “Always at your table” tagline seal should not be used in place of our primary logo or on its own, however either may be used as a supplement to create visual interest and reinforce brand messaging in instances where the primary logo also appears.

For example, the primary logo appears on the header of gfs.com, therefore, the seal could be used further down on the homepage or within other pages on the site; or, the primary Gordon Food Service Store logo appears in various application within the environment, so the seal can be used on signage, coolers, etc.

The seal may be printed in any of the primary or secondary corporate colors as well as black or white, allowing for necessary adjustments based on varying darkness/lightness of the background image. The seal may be rotated counter-clockwise up to 6.5°, though rotation is not required.



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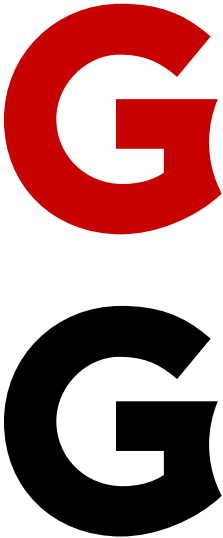
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Secondary Logos: "G" Logo Mark

The “G” logo mark is the stylized “G” in Gordon Food Service. It can be used in two ways — in a white circle on contrasting backgrounds or without the circle as a standalone “G”. The “G” mark may only be used in the approved colors for the primary logo— Gordon Food Service Red, black, or white. The mark may be used in an expressive manner, page anchor, in a header/footer, or to aid in legibility in very small or complex environments (web, apps, etc).

It is to be used in conjunction with primary Gordon Food Service logo in some capacity within the same asset (IE: as a page anchor in a slide deck or capabilities guide with the Gordon Food Service primary logo on the title slide/page); never on its own; web, digital, and environmental applications are the exception.

If placing the “G” logo mark on a patterned background or image, only use the version with the circle. If using a solid background, the “G” without the circle may be used.



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Primary Logo Color Usage

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 and “Food Service.”

White Logo

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

Black Logo

A black logo may be used on white backgrounds in black-and-white printing, or in singular cases where a single-color black logo works better.



*Only for
use on dark
backgrounds.*



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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.



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Restrictions

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



Do not alter the opacity of the logo



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 an outline 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, GRM

Do not pair the Gordon Food Service name or logo in any way with any other text or visual elements to create a new name, logo, or product.



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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.



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Logo Use On Photos & Backgrounds

Photos

Logos may be used over photos as long as the logo is still highly readable. For dark photos, the white logos may be used. For light photos, the black logos may be used. Additional steps may need to be taken to ensure proper readability such as adding a dark or light overlay to the photo.

Patterned Backgrounds

Logos may be used over our corporate pattern set as long as the logo is still highly readable. A monochromatic or low contrast color palette should be used within the patterns to ensure logo is highly readable. High contrast colors should not be used for patterns when logo is overlaid. Patterns outside of the corporate asset set provided may not be used for logo overlays.

G Logo Mark

The G logo mark may be used over any photo or corporate pattern. Because it has a white circle included, readability is not a factor.



30% black overlay placed on photo to create additional contrast



Logo is placed in an open area with solid color background within the photo



Light colored photo has good contrast with black logo



Pattern in monochromatic red palette has good contrast with white logo



Not enough contrast between logo and background



Not enough contrast between logo and background, color logo is not permitted on photos or patterns



Not enough contrast between logo and background



Pattern color combo is too busy and logo is hard to read

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COLOR

Primary Color Palette

In our brand, color is a fundamental pillar of our identity, tying our company back to the heart of what we do. The colors help exemplify our connection to food and hospitality and communicate without saying a word.

This section emphasizes the critical importance of utilizing defined color palettes to ensure visual consistency across all our communications. By adhering to these families, we strengthen brand recognition, evoke the intended emotions, and present a unified, professional image to the world.

Print

When the logo is printed (office copier or professional print methods), use the 4-color process (CMYK) logo. Use the Pantone colors only when a professional printer requires them.

Digital

When operating in a digital space (web, social media, slide presentations, digital signage, etc.) use the RGB logo and hex color codes.

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.

Name:

Gordon Food Service Red

CMYK:

0.100.100.8

RGB:

200.0.0

Hex:

#C80000

PMS:

186C
1797U

Embroidery Thread:

#1147*

Vinyl Decal:

3M 680CR-82
Dark Red Reflective

Name:

Dark Gray

CMYK:

0.0.0.80

RGB:

80.80.80

Hex:

#505050

PMS:

Cool Gray 10C
Cool Gray 10U

Embroidery Thread:

#1361*

Vinyl Decal:

3M 680CR-10
Cool Gray 11 Reflective

Name:

Light Gray

CMYK:

0.0.0.20

RGB:

200.200.200

Hex:

#C8C8C8

PMS:

Cool Gray 3C
Cool Gray 3U

Embroidery Thread:

#1011*

Name:

Dark Cream

CMYK:

8.5.11.0

RGB:

237.235.226

Hex:

#EDEBE2

PMS:

9101C

COLOR

Primary, Secondary & Accent Colors

The primary color that represents the Gordon Food Service brand is Gordon Food Service red. It is important to always use the correct values.

Secondary and accent colors are beneficial when more color variation benefits a design. The secondary colors are harmonious to the red and should be used in smaller amounts to complement it. These are used most often in the system and should be relied on when the color palette must be limited.

Accent colors should be minimally used to organize information and enhance the red on the page.

PRIMARY

Gordon Food Service Red

CMYK: 0.100.100.8
RGB: 200.0.0
Hex: #C80000
PMS: 186C
1797U

Embroidery Thread: #1147*
Vinyl Decal: 3M 680CR-82
Dark Red Reflective

Dark Gray

CMYK: 0.0.0.80
RGB: 80.80.80
Hex: #505050
PMS: Cool Gray 10

Embroidery Thread: #1361*
Vinyl Decal: 3M 680CR-10
Cool Gray 11 Reflective

Light Gray

CMYK: 0.0.0.20
RGB: 200.200.200
Hex: #C8C8C8
PMS: Cool Gray 3

Embroidery Thread: #1011*

Dark Cream

CMYK: 8.5.11.0
RGB: 237.235.226
Hex: #EDEBE2
PMS: 9101C

SECONDARY

Cranberry

CMYK: 0.97.87.53
RGB: 138.42.43
Hex: #8A2A2B
PMS: 7623

Tomato

CMYK: 7.90.82.1
RGB: 209.62.51
Hex: #D13E33
PMS: 7626C
7623U

Light Cream

CMYK: 2.2.4.0
RGB: 249.247.244
Hex: #F9F7F4
PMS: 9100C

Medium Gray

CMYK: 0.0.0.50
RGB: 136.139.141
Hex: #888B8D
PMS: Cool Gray 8

Char

CMYK: 90.73.60.47
RGB: 41.45.53
Hex: #292D35
PMS: Black 6

ACCENT

Tangerine

CMYK: 0.74.100.0
RGB: 220.88.42
Hex: #DC582A
PMS: 7579

Lemon

CMYK: 0.30.100.0
RGB: 234.170.0
Hex: #EAAA00
PMS: 124

Basil

CMYK: 56.2.78.5
RGB: 116.170.80
Hex: #74AA50
PMS: 7489

Blueberry

CMYK: 76.34.21.0
RGB: 78.135.160
Hex: #4E87A0
PMS: 7697

Grape

CMYK: 74.68.7.31
RGB: 89.84.120
Hex: #595478
PMS: 5275

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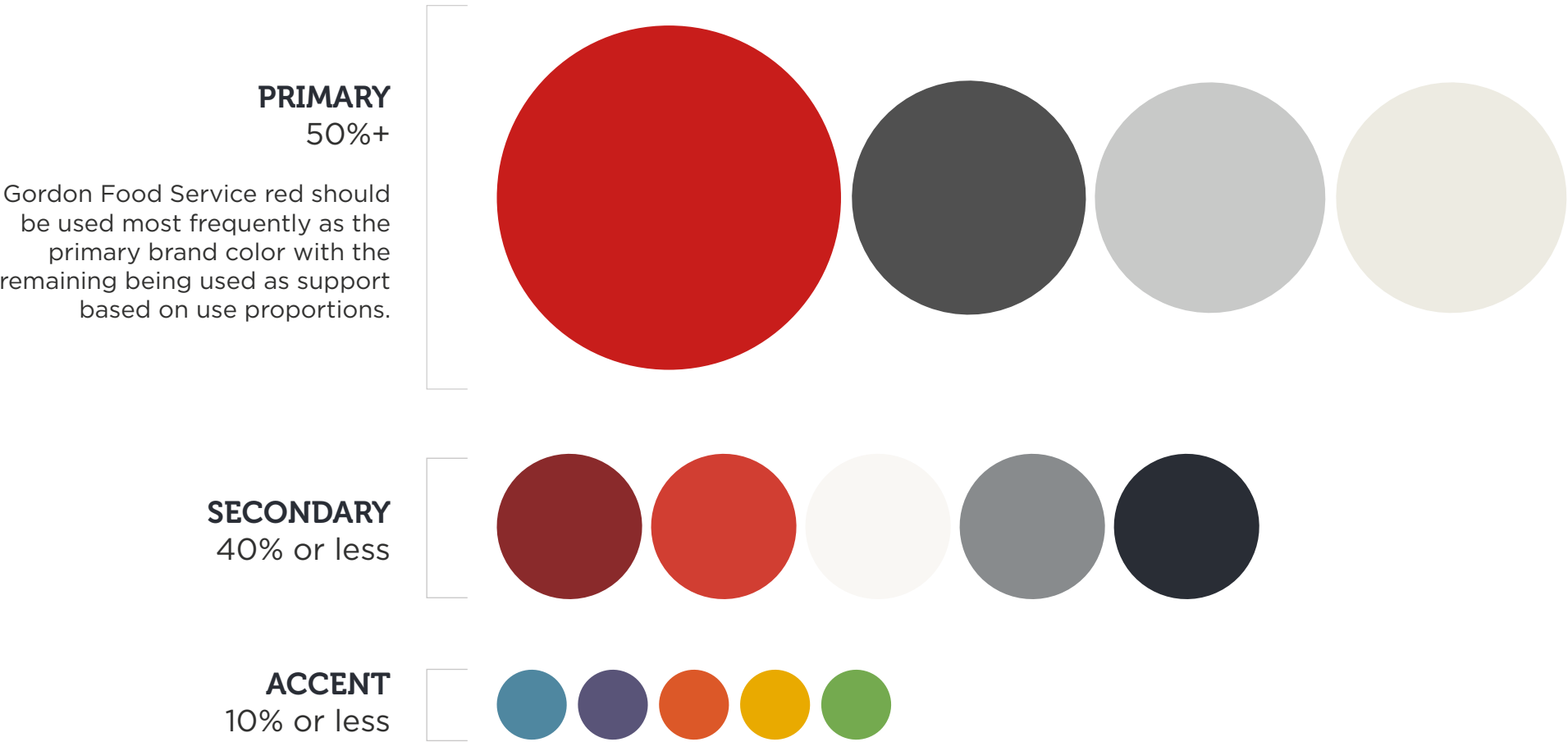
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Color Palette Proportions

Colors are organized by size. The larger the percentage, the more prominently it should appear within the application.



COLOR

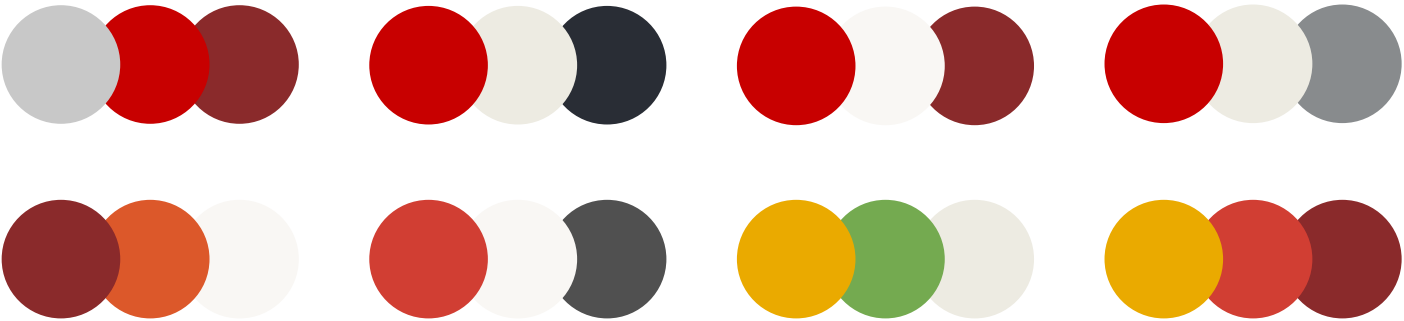
Color Pairing Dos & Don'ts

Color Pairing Do's

Always be sure there is enough contrast between colors in application, especially when text is included.

When selecting values to pair, it's important to consider their relationship. Contrasting and complementary colors can both be used but always consider the use case and any effect on legibility. Rule of thumb, choose a light, medium and dark color to pair.

Examples of good color pairings



Color Pairing Don'ts

Our corporate color palette is designed to be harmonious, however, certain combinations should not be used due to vibrations or lack of contrast.

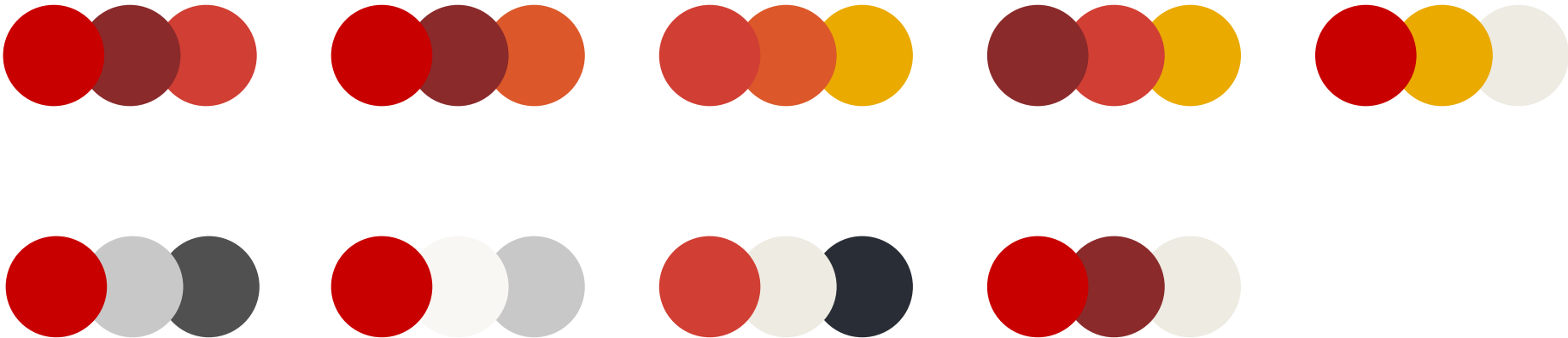
Examples of unacceptable color pairs



COLOR

Color Families

Utilizing color families, limited color palettes, and monochromatic palettes, strengthens the message you are communicating. Their inherent simplicity make our brand’s visual identity easier to remember in a noisy world. Consistent use of our Gordon Food Service red paired with other reds or neutrals in the color palette deeply embeds it in the audience’s mind, creating instant recognition. This approach also fosters natural visual harmony, leading to polished and sophisticated designs. With fewer colors to manage in certain applications, the design process is simplified, allowing focus on composition and imagery. Furthermore, a limited scheme amplifies a single color’s psychological associations, ensuring your primary message and intended emotion is clear and undiluted.



TYPOGRAPHY

Corporate Typefaces

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

Gotham Suite OT

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

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

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, 300, 500, 700, 900 can be used to create appropriate hierarchy and legibility.

Museo 100

Museo 300

Museo 500

Museo 700

Museo 900

Fruity Pops

Fruity Pops Bold is the font of our tagline, “Always At Your Table®.” It should be reserved for special use cases, such as titles or headlines. This typeface includes a robust selection of glyphs that may be utilized to help increase readability and achieve a less scripty, more handwritten feel.

This font is available for use with Adobe and Canva products. We have an unlimited perpetual enterprise license and limited licenses for Connect Fonts users; individual departments will be responsible for additional licenses at \$30 each, which can be purchased **here**.

Fruity Pops Bold

Digital Applications

In digital applications, such as our website, Google Docs or Slides, the following typefaces can be used as an alternative to Gotham OT and Museo:

Montserrat - headlines, subheads, and copy areas with lots of space

Lota or Roboto - copy blocks

Roboto Slab - Subheads and callouts

For any questions on our visual identity, email CompanyBrand@gfs.com.

TYPOGRAPHY

Typeface Usage: Dos & Don'ts

Our corporate typefaces are foundational to our brand’s voice and readability. Adhering to these guidelines ensures consistency, professionalism, and clarity across all communications.

DO:

Do Use Approved Typefaces Only. Strictly adhere to the primary and secondary typefaces outlined in this guide. This helps build brand recognition.

Do Maintain Readability. Always ensure text is clear and easy to read. Consider font size, line height, and contrast against the background.

Do Respect Hierarchy. Use different weights, sizes, and styles (e.g., bold, italic) from our approved type families to create clear visual hierarchy, guiding the reader’s eye.

Do Check for Proper Kerning and Leading. Pay attention to the spacing between letters (kerning) and lines of text (leading) to ensure optimal readability, especially for larger blocks of text.

DON'T:

Don’t Use Unauthorized Typefaces. Never substitute our corporate typefaces with similar-looking or generic fonts. This weakens brand consistency.

Don’t Distort or Stretch. Never artificially stretch, condense, or distort the typeface. This degrades its integrity and readability.

Don’t Use Too Many Styles. Limit the number of different weights, sizes, and styles used within a single design. Overuse creates visual clutter and confusion.

Don’t Combine Too Many Typefaces. Stick to the designated primary and secondary typefaces. Introducing additional fonts creates a disjointed and unprofessional appearance.

Don’t Use Unreadable Colors or Backgrounds. Avoid using typeface colors that blend into the background or create insufficient contrast, making text difficult to read.

Don’t Rasterize Text Unnecessarily. Keep text live and editable whenever possible, especially for digital applications, to maintain editability, crispness and searchability.

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Visual Storytelling

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By providing a library of ready-to-use digital assets, we empower our teams to create on-brand content quickly and efficiently, without needing extensive design expertise for every single piece. This ensures consistency and accelerates content creation across all platforms.



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ICONS

Icons

Branded icons are a vital component of a strong brand identity, serving as a powerful visual shorthand that enhances communication and strengthens recognition.

Branded icons, consistently used, help audiences quickly identify our products, services, or messages even in a crowded visual landscape.

Clear & Concise Communication: Icons simplify complex ideas or actions into universally understood symbols. This is particularly valuable in digital interfaces where space is limited, or when communicating across language barriers.

Enhanced User Experience (UX): Well-designed icons make navigation intuitive and enjoyable. They guide users through websites, apps, and documents, reducing cognitive load and improving the overall interaction with our brand.

Brand Personality & Storytelling: Custom icons can subtly convey our brand’s unique personality, values, and even tell mini-stories. Whether playful, sophisticated, or practical, they add depth and character to our visual language.

To create a holistic brand expression, icons used should be provided and created by Corporate Communications. Additional icons will be created upon request.

Cornerstone Values Icons



Additional Icon Examples

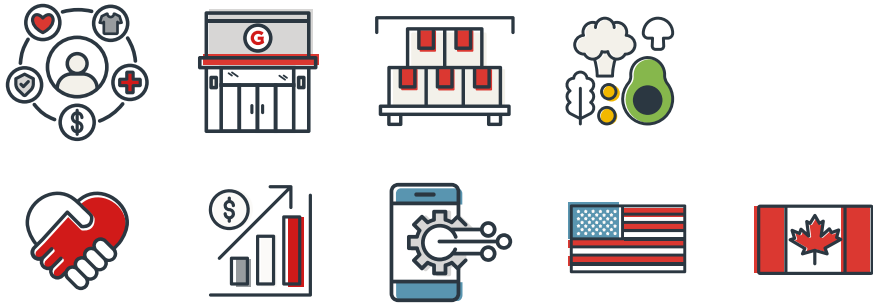


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ICONS

Icon Usage: Dos & Don'ts

DO:

Do Use for Clarity. Use icons to quickly convey meaning, direct attention, or simplify complex information.

Do Maintain Consistency. Always use icons from our approved brand library. Ensure their size, style, and color are consistent.

Do Pair with Supporting Text (Where Necessary). While icons are powerful, don't assume universal understanding. For critical functions or less common concepts, always pair an icon with clear text to avoid ambiguity, especially for first-time users.

Do Consider Context. Think about where the icon will be placed. An icon that works well on a website might not be as effective on a piece of packaging or a large sign.

Do Prioritize Accessibility. Ensure there's sufficient contrast between the icon and its background. Place in a white circle if needed.

Do ensure readability. A white circle may be used behind icons to create additional separation from background.

DON'T:

Don't Overuse. Avoid cluttering a design with too many icons. Too many visual elements can be overwhelming and make your message less clear. Use them intentionally and sparingly.

Don't Use as Sole Communicator (Unless Universal). Unless an icon is globally understood (like a play button or a magnifying glass for search), do not rely on it alone to convey critical information without accompanying text.

Don't Alter or Distort. Never stretch, compress, recolor (outside of approved variations), or otherwise alter the appearance of our branded icons.

Don't Create New Icons Without Approval. Do not create new icons without permission from the Corporate Communications team. Avoid using unbranded or generic stock icons found online. Our custom icons are designed to reflect our unique brand personality and standards.

Don't Decorate Indiscriminately. Icons should serve a purpose. Don't add them merely for decoration if they don't contribute to clarity or communication.

Icon expansion will be ongoing. For custom icon requests, email CompanyBrand@gfs.com.

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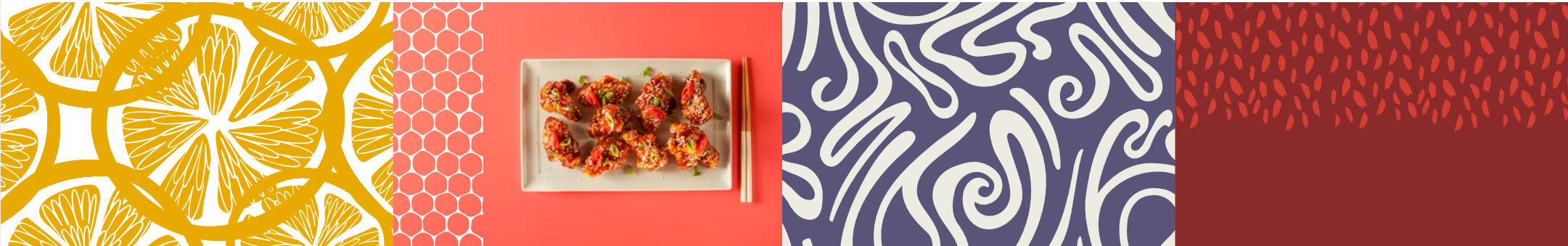
CORPORATE PATTERNS

Our corporate patterns are a dynamic extension of our core brand elements. These food-based patterns are designed to add depth, texture, and visual interest across our communications, providing a versatile way to reinforce our identity.

Potential uses:

- **Background Elements.** Adding subtle texture to presentations, web pages, or digital ads.
- **Packaging Accents.** Enhancing the visual appeal of product packaging or labels.
- **Environmental Graphics.** Creating engaging wall art, signage, or decorative elements in our facilities and at events.
- **Marketing Collateral.** Providing a cohesive visual thread on brochures, flyers, and promotional materials.
- **Social Media and Digital Content.** Infusing brand personality into shareable graphics and online campaigns.
- **Merchandise.** Elevating branded apparel, giveaways, and internal recognition items.

By thoughtfully applying these patterns, we can create more immersive and memorable brand experiences that resonate with our customers and stakeholders. Adherence to these guidelines ensures consistent and impactful usage, strengthening the Gordon Food Service brand at every touchpoint.



CORPORATE PATTERNS

Pattern Usage: Dos & Don'ts

Our corporate patterns are designed to add depth and visual interest to our brand communications. To ensure they are used effectively and consistently, please follow these key guidelines:

DO:

Do Use Patterns With or Without Solid Color Behind Them.

Do Use Color. Patterns can be used in most corporate brand color combinations. The combination should feel somewhat natural and not jarring, and patterns must be used at 100% opacity.

Do Use Patterns On Their Own or Laid Over Photos. Patterns are available in both seamless and organic edge formats for optimal flexibility.

Do Use for Texture and Background. Apply patterns as subtle backgrounds, textural elements, or accents in presentations, digital collateral, or environmental graphics to add visual interest.

Do Maintain Readability. Ensure that patterns never interfere with the legibility of text, logos, or primary imagery. There should always be sufficient contrast and clear space.

Do Vary Scale. Experiment with different scales of the patterns (larger for bold impact, smaller for subtle texture).

Do Use Strategically. Apply patterns intentionally to specific areas of a design where a visual boost is needed.

Do Allow for Breathing Room. Give patterns enough space to be appreciated. Don't crowd them with too many other elements.

DON'T:

Don't Layer Patterns. Patterns should not be layered on top of each other, but may be placed next to each other.

Don't Overuse. Avoid using patterns excessively or as dominant features in every piece of communication. They are meant to be an accent, not the main focus. Do not use more than 2-3 patterns within a single asset.

Don't Distort or Alter. Never stretch, squash, rotate, or recolor (outside of approved variations) the patterns. Maintain their original proportions and integrity.

Don't Place Text Directly on Busy Patterns. Avoid placing important text directly over highly detailed or high-contrast areas of a pattern, as this significantly reduces readability.

Don't Treat as Primary Imagery. Patterns should not replace photography or illustrations where specific visual information or emotional connection is required.

Pattern expansion will be ongoing. For custom requests, email CompanyBrand@gfs.com.

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DIGITAL STICKERS

In today’s fast-paced digital landscape, engaging our audience requires dynamic and adaptable visual tools. This section introduces our collection of digital stickers, overlays, and branded graphic elements. These assets are more than just decorative; they are strategically designed to enhance visual appeal, draw attention, provide flexibility for messaging, and add a layer of thoughtful design that generic text cannot achieve.

Enhanced Flexibility for Messaging: Callouts and Calls to Action (CTAs): These elements serve as powerful, visually compelling prompts for desired actions and are perfect for highlighting key information, statistics, product features, or testimonials within a larger design. This helps us direct audience attention to what matters most, and make it clear to the user what they should do next, thereby driving engagement and conversions for Gordon Food Service.

Brand Storytelling & Personality: These elements offer opportunities to infuse more of the Gordon Food Service personality into marketing and communications. From playful animated stickers for a social media campaign to elegant, subtle overlays for a corporate video, they help convey our brand’s unique character and connect with our audience on a deeper level.

Adaptability Across Platforms: Designed for versatility, these assets can be easily integrated into various digital environments, including: social media, email marketing, websites and landing pages, digital and print advertising, presentations and internal communications.

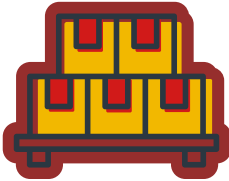


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DIGITAL STICKERS

Digital Sticker Usage: Dos & Don'ts

Our digital stickers and overlays are valuable tools for enhancing our online presence and communicating effectively. To maintain a cohesive and professional brand image, please follow these guidelines:

DO:

Do use in print and digital applications.

Do Enhance Clarity. Use these elements to draw attention to key messages, call-outs, or calls to action. Their purpose is to make information more digestible and actionable.

Do Maintain Visual Balance. Integrate these elements thoughtfully within your designs. They should enhance, not overpower, the primary content and imagery.

Do Ensure Readability. If text is part of the sticker or overlay, make sure it's clear, legible, and contrasts well with the background.

Do Consider Platform Specifics. Adapt the use of stickers and overlays to suit the native features and best practices of each platform or asset (e.g., Instagram Stories, LinkedIn posts, email headers, print ads).

Do Promote Engagement. Leverage these elements to encourage user interaction, such as “Apply Now” indicators or “Learn More” prompts.

DON'T:

Don't Overuse or Clutter. Avoid excessive use of stickers and overlays on a single piece of content. Too many elements can look unprofessional, distracting, and reduce clarity.

Don't Use Generic or Unbranded Assets. Never use non-approved, generic, or off-brand digital stickers from external sources.

Don't Distort or Alter. Do not stretch, squash, recolor (outside of approved variations), or otherwise modify the integrity of the digital stickers and overlays without permission.

Don't Compromise Primary Message. Ensure the sticker or overlay always supports, rather than overshadows or obscures, the main message or visual.

Don't Rely Solely on Stickers for Critical Information. While great for emphasis, critical details should always be clear without the sticker's presence, in case it's missed or not rendered correctly.

Digital Sticker expansion will be ongoing. For custom requests, email CompanyBrand@gfs.com.

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PHOTOGRAPHY

At Gordon Food Service, our photography and videography are essential tools for communicating our brand’s story. These standards ensure consistency and create a powerful visual identity that connects with our audience, celebrates our food roots, and showcases our dedicated employees.

General Photography Principles

Color: Our photography should be vibrant and full of life, intentionally incorporating Gordon Food Service’s brand colors. Use color in a bold, intentional way to reflect our roots in food and our expanded brand palette.

Think beyond just adding a colored prop; consider using a monochromatic background that matches one of our palette’s secondary colors, or a shot that features a dish with natural colors that complement our brand’s shades. This isn’t just about placing a red napkin in a shot; it’s about making a deliberate choice that feels organic and elevates the entire image. This approach helps us create a modern, memorable look that’s distinct from our competitors.

Lighting: Good lighting is critical. We want images that are bright and evenly lit to avoid harsh shadows and unflattering highlights. This makes the subject pop and gives the image a clean, professional feel. Whether it’s natural light from a large window or professional studio lighting, the goal is to make the subject—be it a plate of food or an employee—look its absolute best.

Authenticity over stock: Strive for genuine moments and real-life moments, whether in food photography or employee portraits. Avoid using AI to create corporate branded images.

Corporate approved photography and video can be found in our Digital Media Library and Corporate Brand Drive.



PHOTOGRAPHY

Food & Product Photography

The Hero: Every food photo should have a clear hero—the main dish or product that grabs your attention. We can achieve this through focus, composition, and lighting. For example, a crisp, in-focus hero with a slightly blurred background makes it stand out.

Storytelling: A good food photo tells a story. We can use supporting elements to add context and a sense of place. A few breadcrumbs on a cutting board next to a freshly baked loaf, a single ingredient placed thoughtfully beside the final dish, or a hand reaching for a serving—these details turn a simple product shot into an engaging narrative. The goal is to make the viewer feel like they’re right there, experiencing the food.

Color: To intentionally integrate brand colors, consider props like colored plates, vibrant ingredients (like a bright red tomato or a bunch of green herbs), or even a subtle background color. The key is to make it look natural and not forced.



Private Brand Images

For images related to specific Gordon Food Service private brands (Sienna Bakery, Array, etc), please refer to their individual brand guidelines regarding photography. For questions, reach out to Brands@gfs.com



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PHOTOGRAPHY

Employee Photography

Capturing and sharing employee stories through photography is a powerful way to bring our brand to life. It’s about moving beyond corporate headshots and showing the real people who make Gordon Food Service what it is. When we feature our employees, we’re not just showing their job titles; we’re highlighting their personality, passion, and unique contributions to the company.

Posed: When photographing employees, use a mix of poses to best capture their full personality. This could include a smile directly at the camera, over-the-shoulder pose or off-camera gaze.

Candid/On-the-Job shots: Focus on capturing employees in genuine moments—whether they’re laughing with a colleague or focused on a task. These action shots show our people in their element and highlight the energy of their work.

Identification Shots

For both photos and videos, the first shot of an employee must be an Identification Shot. In this shot, the employee should hold their ID badge or a piece of paper with their name clearly written on it, visible just below their face. This helps avoid having to track down names later.



Professional Headshot Portraits

A great headshot is key for presenting a polished and consistent image of our employees. They should look natural, confident, and approachable. The goal is to capture personality, not a stiff pose.

Backgrounds: The background of a headshot should be instantly recognizable as Gordon Food Service without being distracting. This could be a subtly branded wall, a clean shot of a warehouse floor, or an office space with a window view. The background should be slightly out of focus to ensure the employee remains the central focus.

Attire: We want our employees to look their best and feel confident. While business professional attire is a great starting point, we encourage employees to wear what makes them feel good. The one rule to remember is to avoid small, high-contrast patterns like thin stripes or tight checks. These patterns can create a moiré effect on camera, which is a distracting visual artifact.

Pose: When taking headshots, pose each individual in a way that is most flattering to them. A slight 45 degree angle with their head turned toward the camera is a good place to start. Other poses could include a relaxed posture with hands in the pockets, crossed arms, or hand on a hip.

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PHOTOGRAPHY

Photography: Dos & Don'ts

DO:

Do Use Natural, Even Light. Position the subject near a window to create soft, flattering light. Ensure the subject is well-lit and free of harsh shadows. A studio light may be necessary in low-light situations.

Do Create a Story. Use props like a Gordon Food Service branded product container, fresh ingredients, or a chef's knife to add context and narrative.

Do Focus on the Hero. Use a shallow depth of field to keep the main subject in sharp focus while the background is subtly blurred.

Do Incorporate Brand Colors. Use props or backgrounds that feature our brand colors.

Do Capture Personality. Encourage employees to relax and be themselves. Candid shots of them interacting or working are just as valuable as posed portraits.

Do Showcase the Workplace. Use the employee's work environment as a natural backdrop, showing them in the office, warehouse, or a store setting. Avoid showing anything that may be proprietary information, particularly on computer screens.

Do Direct Posing. Offer clear direction for poses, but also allow for natural movement to get the most authentic expressions.

Do Check for Wrinkles. Ensure clothing is neat, clean, and wrinkle-free.

Do Ensure Safety Guidelines are Followed.

DON'T:

Don't Use Harsh or Poor Lighting. Avoid overhead flash or direct, unfiltered sunlight, which can create undesired shadows and reflections. Avoid photos with shadows across the face, dark backgrounds, or inconsistent lighting.

Don't Clutter the Frame. Don't use too many props and avoid backgrounds that are messy or distracting. Keep the focus on the subject.

Don't Use Low-Quality Images. Avoid blurry, low-resolution, or poorly composed photos.

Don't Force Poses. Don't force unnatural or uncomfortable poses. The employee should look and feel at ease.

Don't Take Photos Without Identification or Permission. Before any employee is photographed or filmed, permission is required. Not all employees have signed the Gordon Food Service Image Release form or wish to be featured on camera. To respect their privacy, always confirm consent before proceeding.

For all employees who have agreed to be photographed, an identification shot of the employee holding their ID badge or a piece of paper with their name clearly displayed is imperative.

Don't Wear Distracting Patterns. Avoid thin stripes, small checks, or busy patterns that can create a distracting moiré effect on camera.

Don't Over-Edit. Keep editing to a minimum. A professional headshot should look like the employee on their best day, not a different person.

Headshot portraits are available at Home Office on a monthly basis, email CompanyBrand@gfs.com for details.

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VIDEOGRAPHY

Video is an incredibly powerful medium for Gordon Food Service to connect with our audience, tell compelling stories, and reinforce our brand identity. These standards ensure that all video content produced aligns with our visual guidelines, communicates effectively, and maintains a high level of professionalism.

Best Practices for Video Production

Clear Objectives: Before filming, define the video’s purpose, target audience, and key message. What do you want viewers to feel or do after watching?

Story-Driven Content: Every video should tell a story, even short ones. Plan a narrative arc, whether it’s the journey of a product, a day in the life of an employee, or a quick recipe demonstration.

Pre-Production Planning: Develop a detailed script or shot list, scout locations, and plan for lighting, audio, and talent. Preparation is key to a smooth and efficient shoot.

High Production Value: Strive for professional-grade visuals and audio. Even simple shoots benefit from good lighting and clear sound.

Post-Production Polish: Editing, color grading, sound mixing, and graphic integration are crucial for a polished final product.

Call to Action (CTA): If applicable, integrate clear and visually appealing calls to action at the end of the video, using consistent branding. Integrate clear and concise CTAs within the video and in accompanying captions/descriptions to guide viewers on what to do next (e.g., ‘Learn More,’ “Visit Our Website,” “Shop Now”).

Obtain Permission Before Filming: Always confirm an employee’s permission and image release status before filming. For the general population, ensure you get a signed image release for anyone that will be appearing on camera (unless you are filming in a public space and they are not a primary subject).

Additionally, ensure you have permission to film in a certain location, regardless of whether it is a Gordon Food Service-owned property or not.

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VIDEOGRAPHY

Graphics & Branding

On-brand videos, which play a critical role in our communications, encompass everything from graphics to name keys to logo treatment.

Still Graphics

Following are examples of on-brand font, color palette and composition layouts or designs for corporate videos.



Name Keys/Lower Thirds

Communicating the name and titles of speakers is important for the viewer. Following is an example of name keys for talking head videos compared to cinematic videos.



Corporate name key for talking head videos



Simpler name key for cinematic videos

Logo Treatment

The Gordon Food Service logo should be incorporated subtly and consistently, typically in the opening and closing sequences, or as a small, unobtrusive watermark in the bottom right corner during the video. Adhere to all logo clear space and minimum size guidelines. The Gordon Food Service logo can be used as either a static graphic or with the subtle animation provided by the video team.



Brand Colors in Motion

Leverage our expanded brand color palette in motion graphics, text overlays, and background elements. Use color intentionally to create visual interest and highlight key information.

Typography

Use approved brand fonts for all on-screen text, lower thirds (name and title overlays), and captions to maintain visual consistency.

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VIDEOGRAPHY

Talent

Attire

Employees should wear business professional attire, Gordon Gear, or appropriate work attire relevant to their role. Avoid small, high-contrast patterns (e.g., black and white stripes, herringbone) as they can cause visual distortion on camera.

Best Practices

- For men - be clean shaven and have a recent haircut
- For women - bring extra makeup to the shoot
- Do not wear green if being recorded on a green screen
- Read the script 3-5 times ahead of the shoot (out loud) and put it in your own words (where appropriate). You should be able to read the script in a relaxed, conversational manner, so that it sounds like you’re speaking naturally rather than reading words.
- Be genuine and authentic.
- If you wear glasses, thoroughly clean your lenses before the shoot to avoid spots and glare showing up on-camera.

VIDEOGRAPHY

Recording Guidelines for Mobile Devices

Best Practices

- Keep the length of the video to 90 seconds or less.
- Writing a script or bullet points will help focus the message on essential elements.
- Practice a couple times before recording. This will help you estimate the time and your comfort level.

Recording Location

- Find a VERY quiet location to record (no air handling, music, electronic hums, warehouse noise, voices, etc.)
- Find a brightly lit area (preferably daylight) and ask your subject to face the light source (window/light).
- DO NOT have windows or bright lights directly behind the speaker being recorded.

Recording

- It's OK if the speaker needs to glance at their notes or key words.
- Have someone hold the mobile device or put it on a tripod. If holding the device, please be stable or place elbows on a table to minimize shaking.
- Ensure the mobile device is close to the speaker (less than 4 feet away.)
- Fill the screen with the person talking.
- Record the video in landscape mode, not portrait (landscape videos look better on a computer screen where most people will be viewing this video from.)
- Start the recording and then have the speaker start talking ~5 seconds after the recording has begun to ensure a clean opening when editing.
- Stop the recording ~5 seconds after the speaker finishes talking to ensure a clean ending when editing. You should know the closing comments before you begin recording.
- Review the video for sound and video quality. If unacceptable, repeat until satisfied.

Optimizing Video for Digital Platforms

Producing video for digital use requires specific considerations to ensure maximum impact and engagement across various online channels.

Platform-Specific Formats: Adapt video content to suit the native format and length requirements of each platform (e.g., vertical video for TikTok/Reels, shorter cuts for Instagram Stories).

Concise Messaging: Digital audiences often have shorter attention spans. Prioritize clear, concise messaging and get to the point quickly, especially in the opening seconds.

Sound-Off Viewing: Design videos to be understandable and engaging even without sound, as a significant portion of digital video is consumed with audio muted. Utilize on-screen text, captions, and strong visuals to convey the message.

Engaging Thumbnails: Create compelling, high-quality custom thumbnails that entice viewers to click. The thumbnail should clearly represent the video's content and include relevant branding or text overlays where appropriate.

File Optimization: Export videos in appropriate file formats (e.g., MP4) and compress them to ensure fast loading times and smooth playback across different devices and internet speeds, without compromising visual quality.

Accessibility: Always include closed captions or subtitles to improve accessibility for viewers who are hearing impaired or prefer to watch without sound.

File Name

Name the MP4 file with the speaker's name and the message title.

Share Your File(s)

Use AirDrop to share it to your Gordon Food Service Google email account. Then, download the file from your email to your laptop. Finally, upload that file to the necessary Google Drive folder location.

For questions: please contact *CompanyBrand@gfs.com*.

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BRAND INTEGRATION

How to Use Brand Standards Within a Design

Our brand standards are our brand’s “North Star” and toolkit for problem-solving. All of the elements provided create a flexible design system that can be easily adapted and scaled to fit your needs. Whether your audience is internal or external, assets can be mixed and matched to help communicate your message in an impactful way and tell our brand’s story.

The brand foundations section of this guide covers the core tenets of our visual identity, with graphic elements and imagery building upon this foundation.

Brand Integrity

Design with Intent:

Every element used should serve a purpose. If it doesn’t help tell the story or guide the user, remove it.

The “DNA” Test:

A design should feel like Gordon Food Service even if the logo is covered. This is achieved through the consistent use of the grid, typography, and “white space” (negative space). Every design should balance professional reliability with human warmth.

Adaptability:

Standards should be applied differently depending on the medium (e.g., a tiny mobile screen vs. a massive billboard), but the core “logic” remains the same.

Consistency is Key:

Uniformity is the primary driver of brand recognition.

Design Within the Guidelines:

Never “try something new” just for the sake of it; it can erode the brand’s foundation.

Using Elements Within a Design

The Building Blocks: Brand Elements

Think of brand elements (logo, typography, color, graphic elements) as your toolkit. Even if different elements are used in different combinations for different uses and intents, they still maintain a unified image and look like they belong to the same family.

Imagery: To communicate visually

Typography: To carry information

Identity: To express the brand

Color: To add expression

Graphic elements: To provide clarity

Logo: The primary Gordon Food Service logo should always appear within any design relating to or representing the company as a whole.

Color Proportions: Follow the 50/40/10 Rule:

- 50%+ Primary: Use the brand red most frequently.
- 40% Secondary: Use harmonious grays or creams for support.
- 10% Accent: Use vibrant colors (like Tangerine or Basil) sparingly to organize information.

Color as Navigation:

Use color to categorize information and guide the audience. Establish a primary “anchor” color and a secondary palette that allows for variation without losing brand identity.

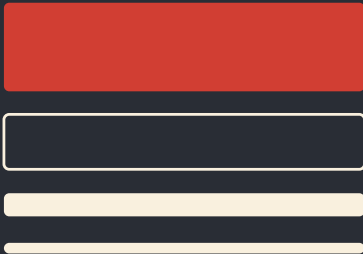
Typography as Voice:

Use weights to define volume. Bold for headlines, Medium for subheads, and Book for “details”.

DESIGN PRINCIPLES

Keep these basics in mind when designing.

Gordon
FOOD SERVICE



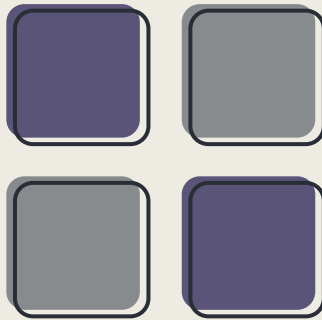
Hierarchy:

Guides the viewer's eye and shows what's most important first.



Unity & Harmony:

Connects everything and makes it look like it belongs together. No random elements.



Balance:

Ensures visual stability and distributes visual weight, whether symmetrical or asymmetrical.

Fresh
FRESH
Fresh

Contrast:

Use differences (size, color, weight) to create a clear visual focus and interest.



Emphasis:

Creates a single, clear focal point for the main message and makes the most important elements stand out.



White Space:

Empty areas prevent crowding, gives the eye a resting place, and makes the most important elements stand out.



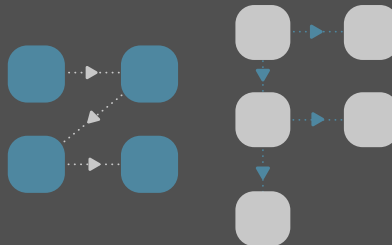
Repetition:

Repeat colors, fonts, patterns, or shapes to make the design feel consistent and professional.



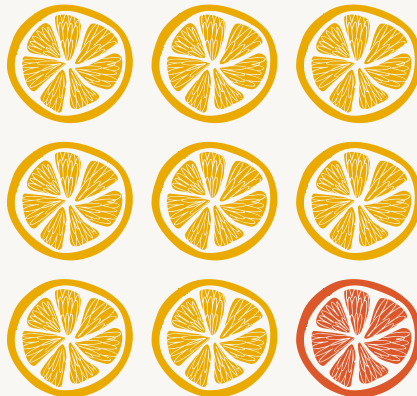
Scale & Proportion:

Use size to create visual harmony, show what's important or to create a specific mood.



Movement:

Directs the eye naturally through the design using patterns (like a "Z" or "F") to guide flow.



Variety:

Mixes elements slightly to add surprise and keep things interesting.

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HIERARCHY IN DESIGN

Visual Flow Within Design:

A clear hierarchy directs the eye and allows information to be understood. Without it, the viewer doesn't know where to look first.

Typography:

Font choices signify importance and order.

Spacing and Alignment:

Proper spacing and aligned elements help make a design feel more orderly and organizes and separates content.

Visual Tension:

Practice the "Power of the Corner." Place key elements (like the logo or a CTA) in the corners or baseline of the grid to anchor the composition and create a sense of balance.



Contrast and Scale:

Every layout needs a "Hero"—usually a vibrant photo or high-impact text—to grab attention. Use dramatic scale shifts to create a "loud" entry point into the design, followed by structured, smaller text to provide "quiet" details.

Headline

Layout: The Rule of Three:

Every layout should have a clear headline (the hook), subheadline (the context), and body copy (the detail).

Sub-Headline

Copy

Color:

Color highlights key information and visual elements.

HIERARCHY IN DESIGN

Hierarchy in Typography

A clear hierarchy of font is important. It's a visual reminder that our brand is built on precision. Ensure that the headline is the most dominant element of the copy (through color, weight or point size), with subheads and body copy falling in proportion to the headline.

Section Headline

Sub-headline

Body text placed here ipsum laorem viti te voloreium enet, quod qui nate exeriorehent apis verchic tasperchit,



Eque pro et exeri tempelit, seque volorum re porrop orepuditin re, quiae sum endias si nat alis.”

optius, quia samento tamenisquid maximus, velibus ipsum.

Officta nati reprae enis sequam aut dolorum alictas sim doluptat et as pre, ipitat quae delis non non nest ullectiur ullatiist, ut is comnient, officid esequide si coribusdae. Itas idelest lat rest eum quo nem.

Gent dolorem. Namus dolor mincit aceriberiat laut a doles et qui od molorep erovidipis estium expellorum incimporumque es similignamet idempossed maximus cidelitat.



Clear hierarchy which is on brand

Section Headline

Sub-headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc cursus lacus tellus, ut tincidunt sapien ultricies in. Suspendisse id neque ornare, aliquam ipsum vel, egestas purus. In iaculis, elit ut posuere euismod, lorem velit tristique odio, at iaculis nisl velit nec neque. In sit amet mauris elementum, gravida mauris sed, pretium arcu.

Curabitur volutpat urna scelerisque sem tempor, non feugiat justo sodales. Suspendisse erat turpis, ultrices ut imperdiet eu, dapibus sit amet sapien. Vivamus sit amet leo sit amet risus finibus pretium. Nullam quis orci malesuada, malesuada neque vestibulum, vestibulum justo. Phasellus aliquet id eros sed venenatis. Curabitur pellentesque tempor ante, ut iaculis leo varius condimentum.

“Eque pro et exeri tempelet, seque volrrum re porrop orepundtin re, squaie sum endasi si nat alis.”



Unclear hierarchy which is off brand

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COMPOSITION

Using Grids & White Space

Think of a grid system as the invisible skeleton of your design. It uses a series of rows and columns to keep your layout organized and balanced. By providing a clear sense of rhythm, grids take the guesswork out of browsing and lead the user’s gaze exactly where it needs to go.

White Space:
Whitespace is defined as breathing room and areas of rest for the eye within a design (does not need to be literally white). Do not crowd your content; white space is essential for readability. Avoid “walls of text”.

The 60/40 Rule:
For digital layouts like emails, aim for a balance of 60% text and 40% imagery to remain professional and accessible.

The Modular System:
Use a 12-column grid for maximum flexibility across all mediums. Elements are aligned to the grid both in columns and rows. Using a 12-column grid is very flexible and enables you to split it cleanly into halves (6+6), thirds (4+4+4), quarters (3+3+3+3), or even mix spans like 8+4.

That flexibility means you can experiment with different visually appealing compositions without breaking the overall rhythm.

Anchor to the Grid:
Elements should feel “locked in,” not floating. Use established templates to ensure every piece fits the brand family.

Margins and Gutters: Define “exclusion zones” where no content should live. This “active white space” prevents the design from feeling cluttered.

12 Column Grid

		6/12					6/12		
	4/12			4/12			4/12		
	3/12								
	2/12								

The Grid In Action



Always at your table®

Harione quibusUrisci samusam as simusae
sit aut omnis dolor simi, si tes nos rae
vellum quantiunt latecto inciisit exerum

**now
HIRING**

Visit gfs.ca to apply

Gordon
FOOD SERVICE

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BRAND EXPRESSION

The Expression Matrix

This is the “volume knob” of our brand. A design for a legal document should look different from a design for a retail poster, yet both must feel like the same brand.

When using this chart, choose the desired expression level and match the design to it.

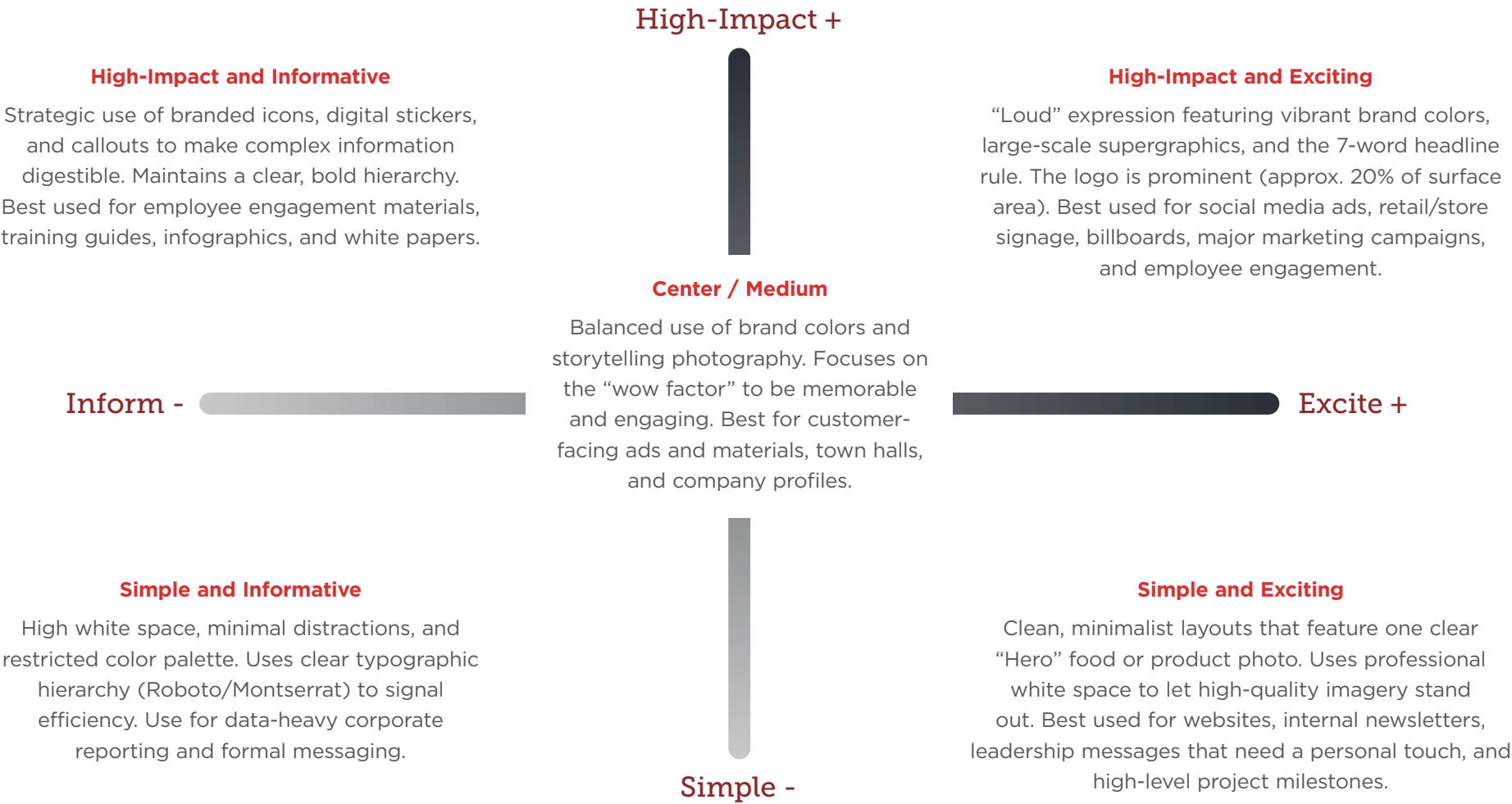


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BRAND EXPRESSION EXAMPLES

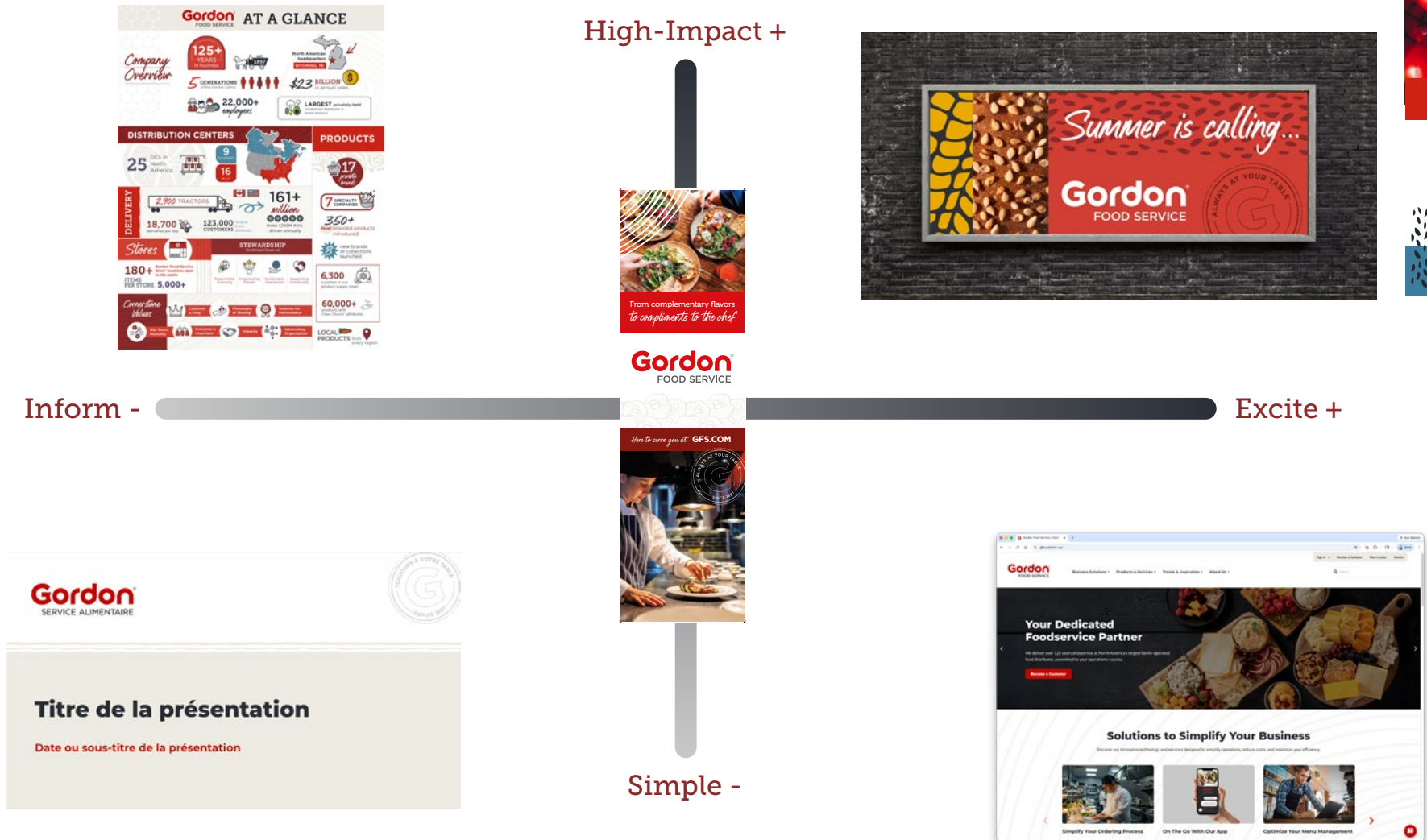


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CANVA BASICS

Canva is a helpful tool to assist with basic asset creation. To ensure every flyer, social post, or poster looks like it belongs to our brand, follow these dos and don'ts:

Dos & Don'ts

DO:

Do set up a proper Brand Kit.

1. Go to the Brand tab in Canva.
2. Upload all approved logo variations (PNGs with transparent backgrounds).
3. Set our brand colors.
4. Set our brand fonts (Headline: Gotham Bold and Fruitypops, Subtitle: Gotham Medium, Body: Gotham Book).
5. Upload digital stickers, icons, and pattern files (PNGs with transparent backgrounds or SVGs).

Do use high-quality, bright, and “fresh” food imagery. Avoid overly “staged” or artificial-looking stock or AI photos.

Do use the “Style” tool. Use the Styles tab to instantly apply your brand colors and fonts to any pre-made template with one click.

Do customize every template. Change the background, the fonts, and the icon colors. A template should be a skeleton, not the final skin.

Do prioritize white space. Professional branding breathes. Avoid the urge to fill every corner with extra elements.

DON'T:

Don't use fonts outside of those specified in our brand standards. Don't let a “fun” font tempt you just because it looks neat for one post or asset.

Don't eye-match colors or use Canva's default colors. “Close enough” isn't brand-compliant. Using a slightly different shade of red makes our assets look disjointed.

Don't stretch logos or text. Always pull from the corners to resize.

Don't use too many elements (fonts, patterns, icons, or digital stickers) within one design.

If you need help setting up your Brand Kit on your team's Canva account, email CompanyBrand@gfs.com.

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USING AI

We prioritize customer trust above all else. That’s why AI tools and outputs must be thoroughly vetted by our people for accuracy. AI can accelerate creativity, but it requires human oversight to stay “on brand.” The use of AI should always begin with solving a problem, improving a process, or implementing a strategy that allows us to serve our customers with excellence.

Assistant, Not Author: Use AI for brainstorming or cleaning up images, but a human must vet the output to ensure they meet brand quality.

Vetting for Realism: Avoid the “synthetic” look. If an AI image looks plastic or has “hallucinations” (distorted details), it will erode customer trust. Always prioritize authentic photography for final brand assets.

Proprietary Protection: Never input unreleased designs or sensitive data into non-approved AI tools or platforms.

Transparency & Ethics: Commit to disclosing when AI is used for representative content. Never use AI to create deceptive or misleading imagery.

When AI-generated images are used in marketing and promotional materials or assets, the following disclaimer is required:

“Product images are for illustrative purposes only. Please refer to product packaging or Gordon Ordering product pages for more complete information.”

Promoting the Brand Voice: When using LLMs (like Gemini), provide the AI with our “Voice and Tone” guidelines as part of the prompt to ensure the output sounds like the brand, not a generic machine.

Please refer to the [Gordon Food Service AI Governance Guide](#) for our full list of policies regarding AI.

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BRAND GEM

BRANDi Corporate Brand Gem - COMING SOON

Got a quick brand question? BRANDi has you covered. We’re building a dedicated corporate brand AI specialist to make adhering to corporate guidelines fast, simple, and seamless—covering everything from logo usage to tone-of-voice checks.

What BRANDi Can Help With:

COPYWRITING & VOICE

- **Tone-of-Voice Audits:** Reviewing draft emails, blog posts, or social media copy to ensure it aligns with brand guidelines.
- **Jargon & Terminology Checks:** Ensuring correct usage of product names, trademarked terms, and internal language.
- **Headline & Messaging Brainstorming:** Generating copy ideas that match the company’s brand personality.

VISUAL & DESIGN GUIDELINES

- **Logo Usage Rules:** Clarifying logo placement, minimum sizes, clear space, and acceptable background colors.
- **Color & Typography Guidance:** Providing HEX codes, primary/secondary color palettes, and font pairings for documents.
- **Imagery & Photography Rules:** Guiding users on approved image styles, filters, and subject matter guidelines.

ASSET & TEMPLATE SOURCING

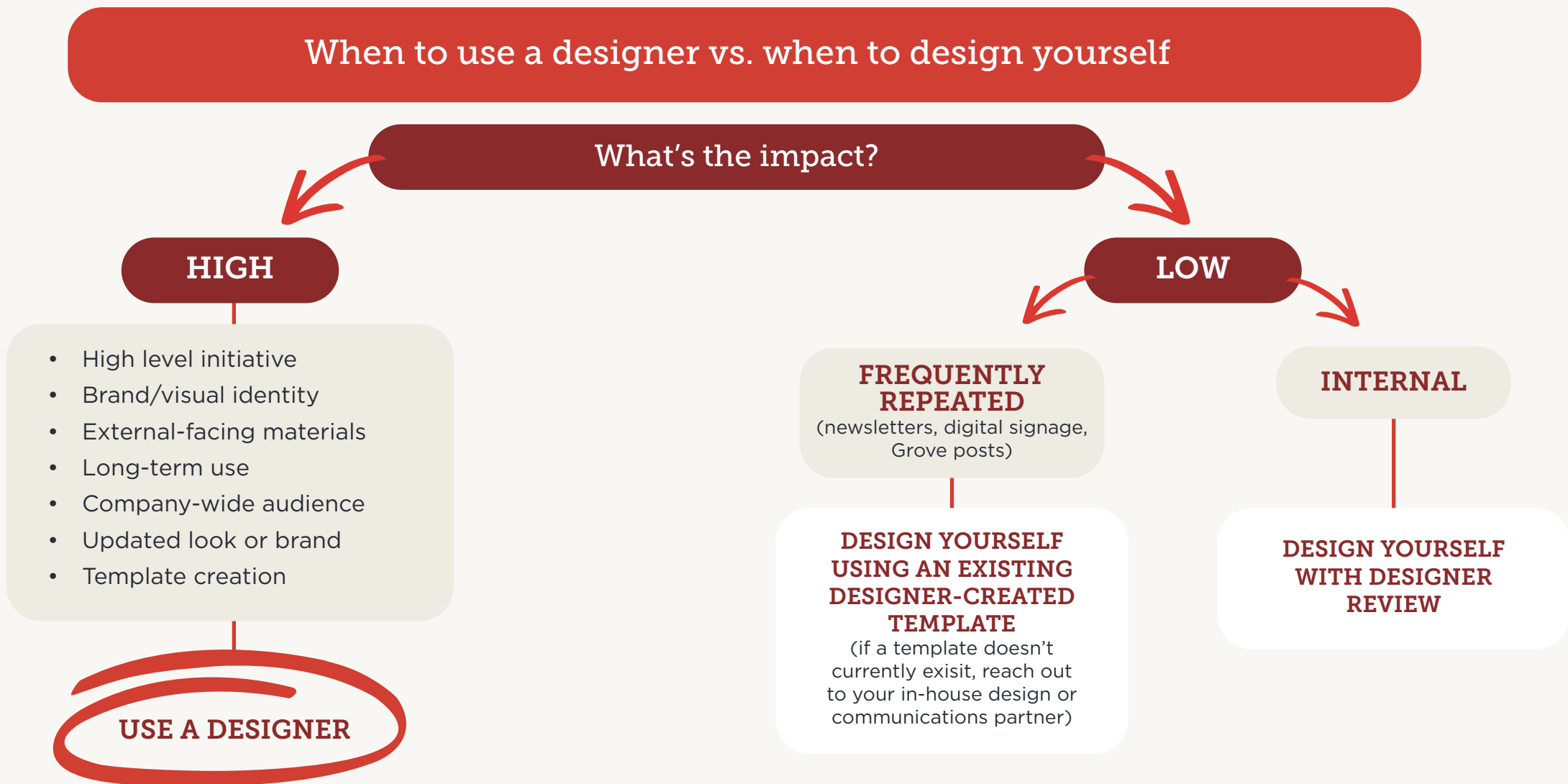
- **Template Routing:** Directing users to approved slide decks, document headers, letterheads, and email signatures.
- **Asset Retrieval:** Helping teams find official logos, brand icons, and approved media assets quickly.

COMPLIANCE & QUALITY ASSURANCE

- **Slide Deck Reviews:** Giving quick feedback on presentations before big client or stakeholder meetings.
- **Trademark & Copyright FAQ:** Answering common questions about legal disclaimers and usage rights.

IN-HOUSE DESIGN RESOURCES

Design is a powerful tool that can take your project to the next level and clearly communicate your message in a visual way. But, when should you use an in-house designer vs design something yourself using Canva or Google?



Need Help?

- For questions and design assistance regarding the overarching Gordon Food Service **corporate brand**, email CompanyBrand@gfs.com.
- For questions and design assistance related to our **North American private brands**, email Brands@gfs.com.

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EMAIL SIGNATURE

To present more consistent brand messaging and contact information to our customers, suppliers, and co-workers, the following standard email signatures should be used by employees with email.

For instructions and sample signatures, go to the Corporate Brand Hub on Gordon Grove: *Explore > Pages > Corporate Brand Hub*.

Requirements

The primary Gordon Food Service logo must be included and used in the format shown below. Divisional rally cry logos may not be used, however division names may be used in conjunction with the primary Gordon Food Service logo as shown below. Division logos are located in the logos folder within the corporate brand Drive.

Text formatting on PCs should be Sans Serif, Normal size, RGB 68,68,68. On Macs the text formatting should be Dark Gray 4 and the font should be Arial or San Serif with a size of 9 pt. The employee name should be Bold.

Signature Format

Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE/PROVINCE 12345



Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE 12345



Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE/PROVINCE 12345



Signature Format with Food Show Information

Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE 12345



Join us at the Gordon Food Service Show in (Location) on (Date).
CLICK HERE TO REGISTER AND BUILD YOUR AGENDA *(link for U.S. only)*

Non-authorized graphics, gifs, logos, personal messages, quotes, or religious messages should not be included with your email signature.

Legal disclaimer

The following message may be utilized as part of an email signature by employees who exchange confidential or sensitive information. Text formatting on a PC should be San Serif, Small size, RGB 68, 68, 68. On a Mac, the text color should be Dark Gray 4 and the font should be Arial or Sans Serif with a size of 8 pt. italics.

This email may contain confidential information; if you are not the intended recipient, please promptly notify the sender then dispose of the email.

Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE/PROVINCE 12345



PRESENTATIONS

At Gordon Food Service, our presentations are a vital part of how we communicate our mission to serve customers with the highest quality products and services. Whether we are aligning on internal goals or pitching to a new partner, our slides must reflect the integrity, innovation, and spirit of our people. By utilizing these standardized templates, we ensure that our brand remains cohesive, professional, and impactful across every level of the business.

Templates

We currently have two corporate templates available for use in both English and French. They can be accessed on the Corporate Brand Google Drive in the *presentations* folder or through the Google Slides Template Gallery.

Simple Design Template: The Corporate Standard

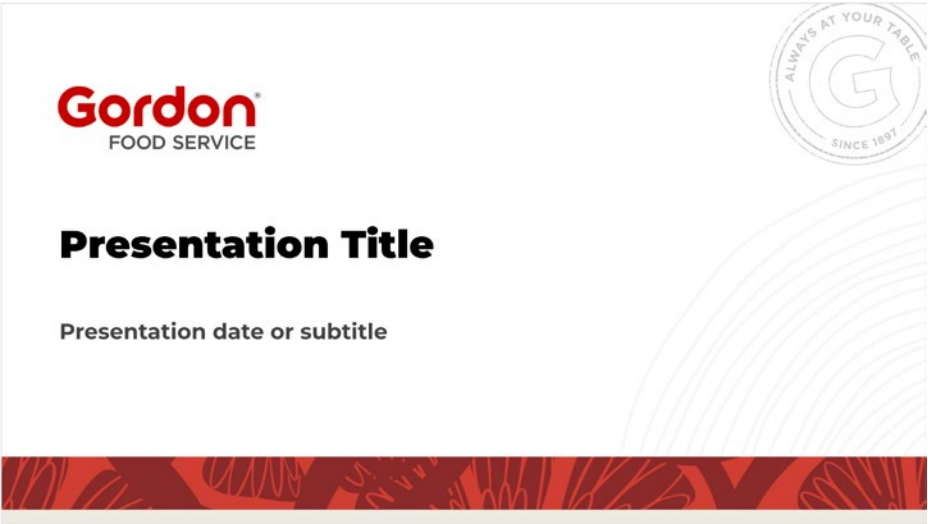
When to use: Use this template for more formal, internal corporate settings, including department structure reviews, standard project workflows, board reporting, and technical working sessions. The Simple Design removes unnecessary distractions, signaling efficiency and allowing leadership to focus on critical data and decision-making.

Medium Design Template: The Engagement Standard

When to use: Use this for customer-facing presentations, less formal meetings, town halls, and high-impact storytelling decks. The Medium Design provides the visual energy and “wow factor” needed to be memorable and engaging.

Typefaces

As defined in the Visual Identity, the font used in Google Slides should be Montserrat and Roboto. For presentation consistency, follow font sizing as defined in the templates.



STATIONARY

Use templates as provided on Gordon Grove in our Corporate Brand Hub pages, or click [here](#) to access via the Corporate Brand Google Drive.

Letterhead

As defined in the Visual Identity, the font used in stationary should be Roboto. For consistency, follow font sizing as defined in the templates.



Dear Gordon Food Service® Employee,

This letter is a sample of what a proper Gordon Food Service letter should look like. The body text should be Roboto 10 pt. The letter should be left justified in standard business format.

Gordon Food Service is in its second century of business, and we continue to make our mark as one of the leading foodservice distributors in North America. Our corporate logo reflects over 125 years of experience, service, and commitment to our customers.

This graphic standards manual defines the guidelines for the application of the Gordon Food Service logo and tagline for all of our communication needs. Understanding and adhering to these guidelines will ensure our goal of maintaining the highest standards and consistency in every area of our business.

It is vital that these guidelines apply to all applications: promotional material, vehicle identification, signage, marketing material, advertising, and every other area in which the logo is used. The standards in this manual must be followed exactly as they are outlined to ensure an accurate and consistent representation of the Gordon Food Service image.

We are dedicated to our industry, and our pride in the company remains strong. As our company grows, it is imperative that our corporate values continue to be uniformly represented through the accurate use of our graphic standards.

Maintaining and developing brand recognition is obtained by the accurate and consistent application of our graphic standards. This look is a differentiating feature that distinguishes our brand from the competition. It is critical to our success. It is imperative that the guidelines outlined on the following pages be followed exactly, with no variations, by everyone authorized to use the Gordon Food Service logo.

Sincerely,



PO Box 1787
Grand Rapids MI
49501-1787
(888) 437-3663



John Smith
Position Title
Department
first.last@gfs.com
+1 616-717-4040 (Landline)
+1 616-717-4040 (Cell Phone)



1300 Gezon Parkway SW | Wyoming, MI 49509-9300



Always at your table®



Always at your table®



Always at your table®

Always at your table®

Always at your table®

Thank You!



Merci!



¡Gracias!



Business card templates are also available for Gordon Food Service Store and Gordon Restaurant Market.



Store Name
Mon-Sat: 7am - 8pm
Sun: 8am - 6pm
Phone: (xxx) xxx-xxxx
store.email@gfs.com
FName LName, Manager
FName LName, Assistant Manager
FName LName, Shift Leader



1300 Gezon Parkway SW | Wyoming, MI 49509-9300



Store Name
Mon-Sat: 7am - 8pm
Sun: 8am - 6pm
Phone: (xxx) xxx-xxxx
store.email@gfs.com
FName LName, Manager
FName LName, Assistant Manager
FName LName, Shift Leader



1300 Gezon Parkway SW | Wyoming, MI 49509-9300

Corporate stationary including business cards, thank you cards and more are available for order via the Digital Print Center web portal.

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Email Newsletters • Environmental Graphics

Staying on brand, both in print and digital, is paramount to our success. Every touchpoint, from a printed brochure to a digital ad, contributes to our brand's perception. Consistent and proper use of our brand assets – our logo, colors, typefaces, patterns, and iconography – ensures that Gordon Food Service is instantly recognizable, trustworthy, and professional. It builds a cohesive brand experience that reinforces our values and differentiates us in the marketplace. When we use our assets correctly, we strengthen our collective voice, optimize our marketing efforts, and ultimately, build stronger connections with our customers and helps avoid the need for costly changes.



CO-BRANDING

Gordon Food Service and Vendor Logos

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 name should be displayed first (see the Visual Identity section for how the company name can be represented in typographically).

Logo

The Gordon Food Service logo is always placed on the left or top, with the other company’s logo on the right or below. Clear zone spacing rules (seen on page 13) should be followed in all instances.

Gordon Food Service, Gordon Food Service Store, and Gordon Restaurant Market Logos

Logos

When the Gordon Food Service, Gordon Food Service Store, and Gordon Restaurant Market logos are used in conjunction (such as in trade ads), the Gordon Food Service logo should be on top with Gordon Food Service Store and Gordon Restaurant Market logos underneath. Gordon Food Service Store logo should be on the left and Gordon Restaurant Market should be on the right.

If a stacked approach is not possible, the logos should read left to right in the following order: Gordon Food Service, Gordon Food Service Store, and Gordon Restaurant Market. Clear zone spacing rules (seen on page 13) should be followed in all instances.

All vendor-created collateral that includes the Gordon Food Service logo must be reviewed by the Gordon Food Service communications team prior to production. Please email files to CompanyBrand@gfs.com for review.





Fill a truck and feed 40,000 right here in West Michigan!

If every person donated one bag of food, we would meet our goal to fill this truck! Get your friends together and let's show firsthand the impact of Gordon Food Service to our community!

Donation closes Friday, October 17!

Two donation options:

- 1. Donate a bag of food**
- 2. Donate \$5.00 (to your charity jeans day coordinator) and receive a tote bag as a thank you.**

Thanks for your help-let's fill the truck!
Collection boxes are located in the kitchen areas throughout each building.

FOOD: Mac & Cheese Soup Canned Veggies & Fruit Peanut Butter	PERSONAL CARE: Toilet Paper Detergent Shampoo Deodorant Toothpaste
<i>Rice (Brown Especially)</i> <i>Pasta</i> <i>Canned Meats (Tuna, Chicken)</i>	<i>Toothbrushes</i> <i>Mouthwash</i> <i>Feminine Products (Pads, Tampons)</i> <i>Baby Diapers (Disposable)</i> <i>Adult Diapers</i>



**PRO QUALITY FOOD.
NO MEMBERSHIP FEES.**

Shop where the chefs shop.
Get restaurant-grade ingredients,
bulk savings, and premium cuts
of meat without the annual fee.
We are open to the public,
seven days a week.

**Find your local store
at gfsstore.com**



CO-BRANDING

Co-branding with Our Private Brands

In all co-branding applications where the Gordon Food Service logo appears with our private brand logos (IE: Gordon Choice, Sienna Bakery, etc), the Gordon Food Service name and logo should be prominent, but not overshadow the private brand logo. The Gordon Food Service logo standards should be followed.

Logo Placement

The Gordon Food Service logo should always placed on the bottom right of the on the front and back of collateral, with the private brand logo appearing prominently above.



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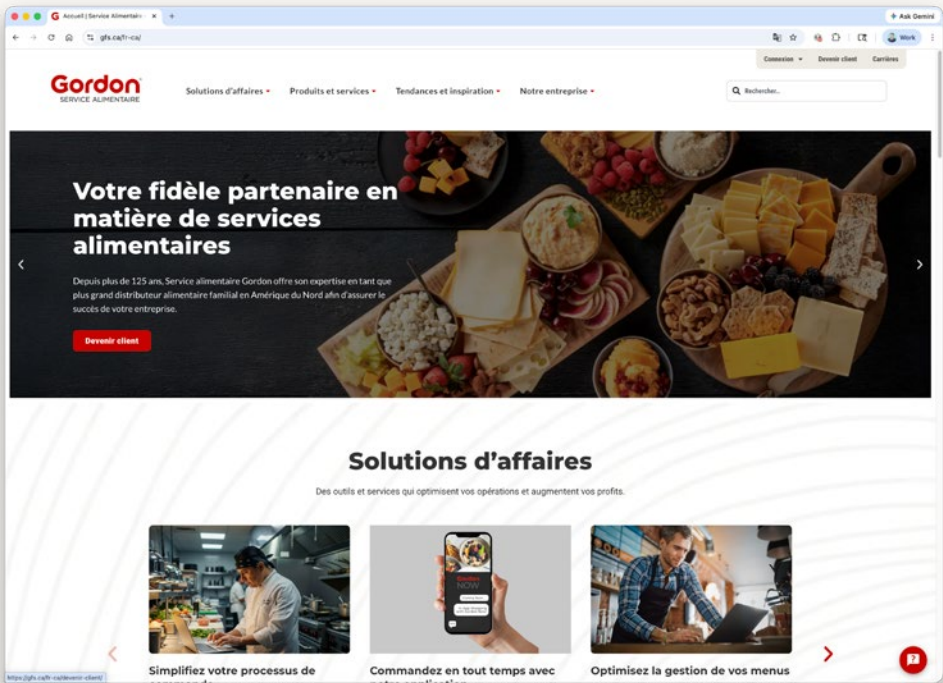
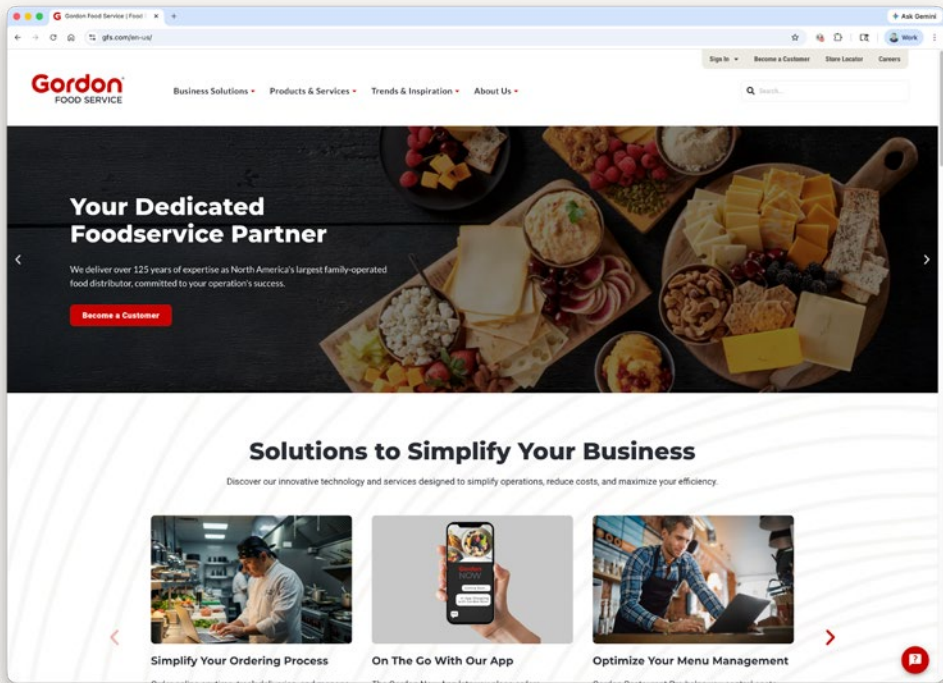
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COMPANY WEBSITES

gfs.com, gfs.ca, gfsstore.com

Our digital presence across gfs.com, gfs.ca, gfs.ca/fr-ca, and gfsstore.com serves as the primary gateway for our customers, suppliers, and community. These platforms must do more than provide information; they must embody our “Customer Is King” value through a seamless, intuitive, and accessible user experience. By maintaining a unified visual language and a clear, helpful tone, we reinforce our identity as a modern, family-owned leader in food service while ensuring that every digital interaction—whether in English or French—feels personal, reliable, and professional.



COMPANY WEBSITES

Website Color Palette

Gordon Food Service Red Hex: #C80000 Use: CTA buttons and key alerts	Char Hex: #292D35 Use: All Text	Dark Cream Hex: #EDEBE2 Use: Warm background accents and UI Elements	Accent Gray Hex: #F8F8F8 Use: Subtle background contrast	Medium Accent Gray Hex: #666666 Use: UI Elements
---	--	---	---	---

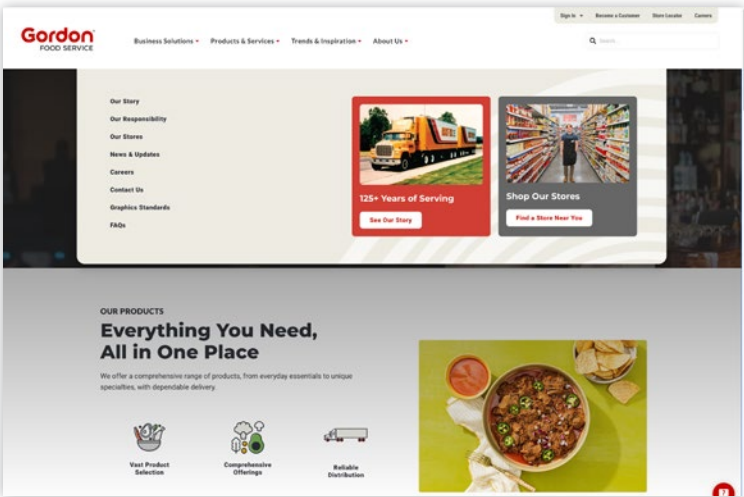
Typography

In digital applications, such as our website, Google Docs or Slides, the following typefaces can be used as an alternative to Gotham OT and Museo:

Montserrat - headlines, subheads, and copy areas with lots of space

Roboto or Lota - copy blocks

Roboto Slab - Subheads and callouts



MICROSITES

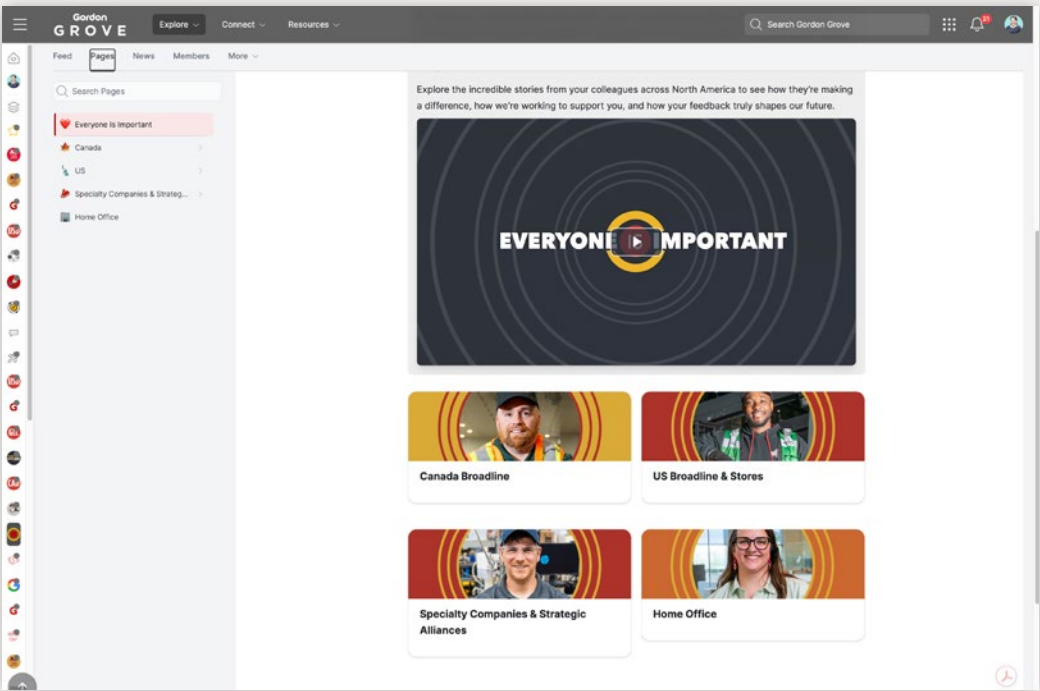
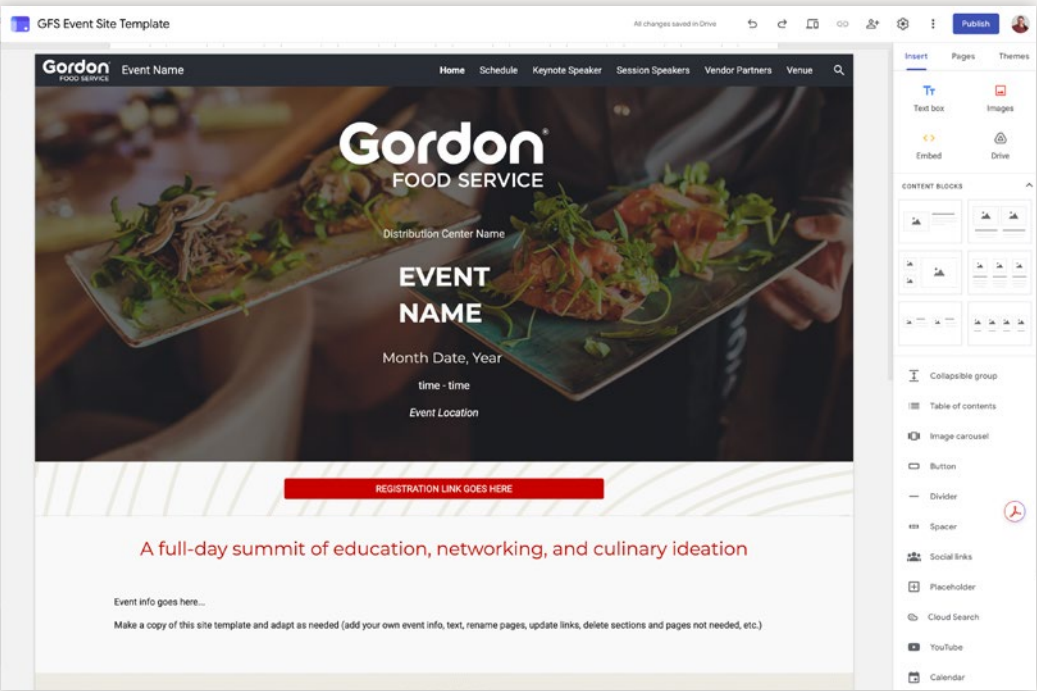
External Audiences:

Google Microsites should be used for external audiences only. Pre-approved microsite templates are available for in the Gordon Food Service Corporate Brand Google folder.

All Gordon Food Service microsites must utilize Google Sites builder to maintain our security standards, do not vibe-code external microsites. Google Sites should be used ONLY for external information like customer events or customer how-tos. Do not publish any external site without approval from Corporate Communications and GTS.

Internal Audiences:

All internal employee-focused sites should be built in the Grove platform as pages.



Reach out to CompanyBrand@gfs.com with questions on setting up pages in Grove or for help with building your microsite.

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MARKETING & ADVERTISING

Print, Digital Advertising & Social Media

When creating ads, it is important to maintain the brand’s balance between professional reliability and human warmth that embodies our “Always at your table” tagline. Please refer to aforementioned standards when creating ads. Canva templates coming soon.

Color Palette

The visual identity relies heavily on using color in an intentional and bold way to speak to our root in food and should be utilized thoughtfully in all advertising.

Gordon Food Service Red should be used most frequently as the primary brand color with the remaining being used as support based on use proportions. Secondary colors may be used sparingly for accents or patterns (like the honeycomb pattern) to add warmth and to ground the design without overpowering the red.

Imagery

The imagery utilized should tell a story of quality ingredients and professional partnership.

- Close-ups of raw ingredients should look vibrant and fresh.
- Food should always look appetizing and well styled/plated.
- When featuring people, depict chefs or operators in their natural environment. They should look professional, proud, and happy—avoiding overly posed or stiff stock photography.
- Use warm, naturalistic lighting. Avoid sterile, cold, or clinical lighting.

Graphic Elements & Texture

The brand uses specific graphic assets to break up solid colors and add depth.

- Utilize patterns to create texture. These are often tone-on-tone (red on dark red) or contrasting (black on blue) to keep backgrounds interesting but not distracting.
- The circular secondary logo seal acts as a recurring stamp of approval. It can be used as a watermark or a solid graphic element in any brand color.

Tone, Messaging & Call To Action

Refer to the brand messaging guidelines section for writing best practices.



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Reports, Brochures & Flyers

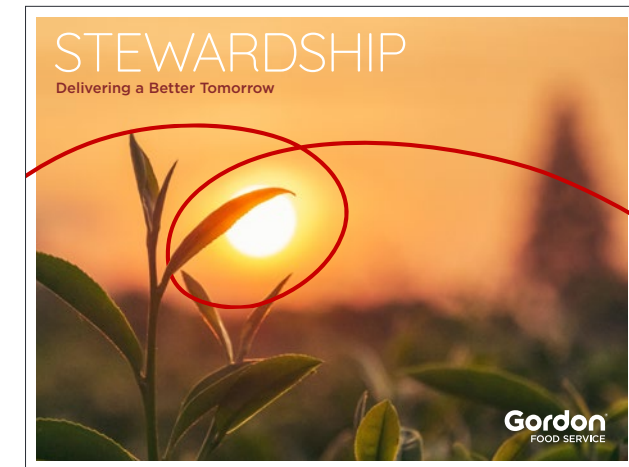
These communications are generally used for one-off events and services. While used less frequently, it doesn't mean that these communications are inconsequential. Over time, these touchpoints can erode brand consistency if they are not held to our corporate standards. Therefore, it is important to manage the imagery, font treatment, color palette and grid. While each piece may maintain its own look and feel, it should still emanate the Gordon Food Service brand and be complimentary to it.

One Pager

Single Page, White Paper



Stewardship Report



General Capabilities Brochure



MARKETING & ADVERTISING

Outdoor

Designed to catch the attention of drivers and pedestrians, billboards use bold visuals and concise text to deliver a message in seconds. They serve as a “broadcast” medium, primarily used to build long-term brand awareness, announce high-level campaigns, or provide directional guidance to a nearby store location.

Dos & Don'ts

DO:

Do Maintain the 7-Word Rule. Outdoor advertising is an at a glance medium. You typically have 3–6 seconds of a viewer’s attention. Keep headlines concise and under 7 words so they can be read at high speeds.

Do Maximize Contrast. Use high contrast colors to maximize readability. Don’t use vibrating color combinations. Avoid placing red text on dark gray or black backgrounds; it becomes illegible at a distance.

Do Ensure the Gordon Food Service Logo Is Prominent.

It should take up roughly 20% of the board’s surface area to ensure brand recognition.

Do Keep It Simple. Your hierarchy should be:

1. Headline/Call to action, 2. Imagery, 3. Logo.



DON'T:

Don't Make Text Size Too Small. Ensure text size is large enough to read at far distances; if it is too small, it will be difficult to read at highway speeds.

Don't Include Clutter. Do not include phone numbers, long/complex website URLs, addresses, or QR codes unless specifically required for a directional board. Pick just one call-to-action (usually the logo/brand itself).

Don't Use Complex Backgrounds. Keep text off of busy photo backgrounds unless there is a solid color block or scrim to ensure readability.

MARKETING & ADVERTISING

Logo Development

To support consistent representation of the Gordon Food Service corporate brand, standards have been developed to steer decisions on what kinds of groups, sites, or events can utilize custom logos, and how the Gordon Food Service name can be applied.

Events

External/Customer Facing

Events with an external audience may have a logo but must include the Gordon Food Service corporate logo or the typographical treatment within the layout.

Internal

Internal events tied to a corporate or business unit award/recognition, or event may have a logo. Examples include Winners Circle, People of the Year trip, VIP, Annual Celebration, Sales Kick Off (SKO).

Initiatives and Projects

Approved logos for initiatives or projects must incorporate the Gordon Food Service corporate logo or typographical treatment within the layout. The overall design must preserve the integrity of our primary logo and company name—**never add elements or alter the visual treatment in a way that changes its original meaning or dilutes the corporate brand. Do not pair the Gordon Food Service name or logo in any way with any other text or visual elements to create a new name, logo, or product without permission.**

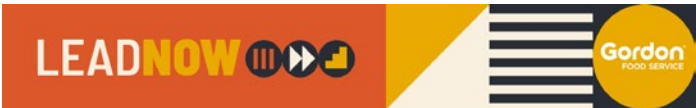
Departments

Individual departments should be using the primary Gordon Food Service logo and should not have their own personalized logos. The department name may be listed after the text "Gordon Food Service" (see page 16).

Gordon Food Service® Digital Marketing

Gordon Food Service® Internal Audit

Gordon Food Service® Office Services



Logo development for initiatives and projects will be considered on a case-by-case basis, reach out to your Communications Partner for details. Communications Partner contact information can be found in the FAQ section on page 92.

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 Dark Red 3630-73, and the text “Food Service” must always use the reflective 3M 680CR-10 Cool Gray 11.

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.



		
Vinyl Decal	3M 680CR-82 Dark Red Reflective	3M 680CR-10 Cool Gray 11 Reflective

FLEET

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

FLEET

Trailer Specifications *(continued)*

Truck Back *(U.S. Trailer)*

Double-Door

This back door type includes the tagline, “Always at your table®” in our updated typeface “Fruity Pops”. An alternative option includes messaging for recruiting.

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®”. An alternative option includes messaging for recruiting.

Triple-Door

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

Refer to the *Appendix* for specific examples.

For access to trailer graphic electronic files to use for vendor production, email CompanyBrand@gfs.com.



Recruiting Backs



Double-Door



Triple-Door



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Current Trailer Designs



FLEET

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.



Air Shield



Tractor Door



U.S. Tractor



Canadian Tractor

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Van Specifications

The Gordon Food Service logo will be applied to all new Gordon Food Service service vans. Placement of graphics is the same regardless of model.

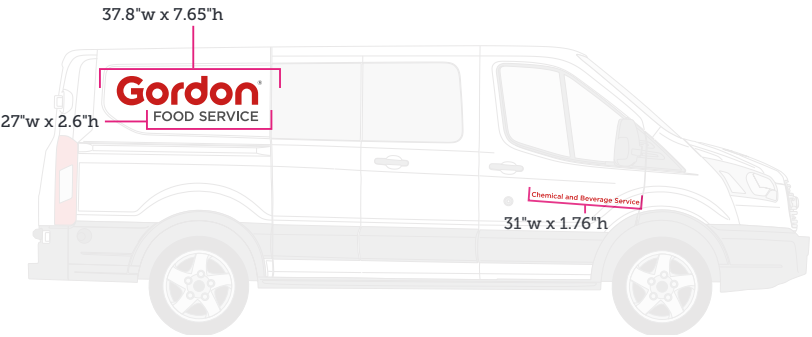
Ford Transit Cargo 2500 130" WB Low & Medium Roof Corporate

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 guidance 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.



FLEET

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 guidance 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.

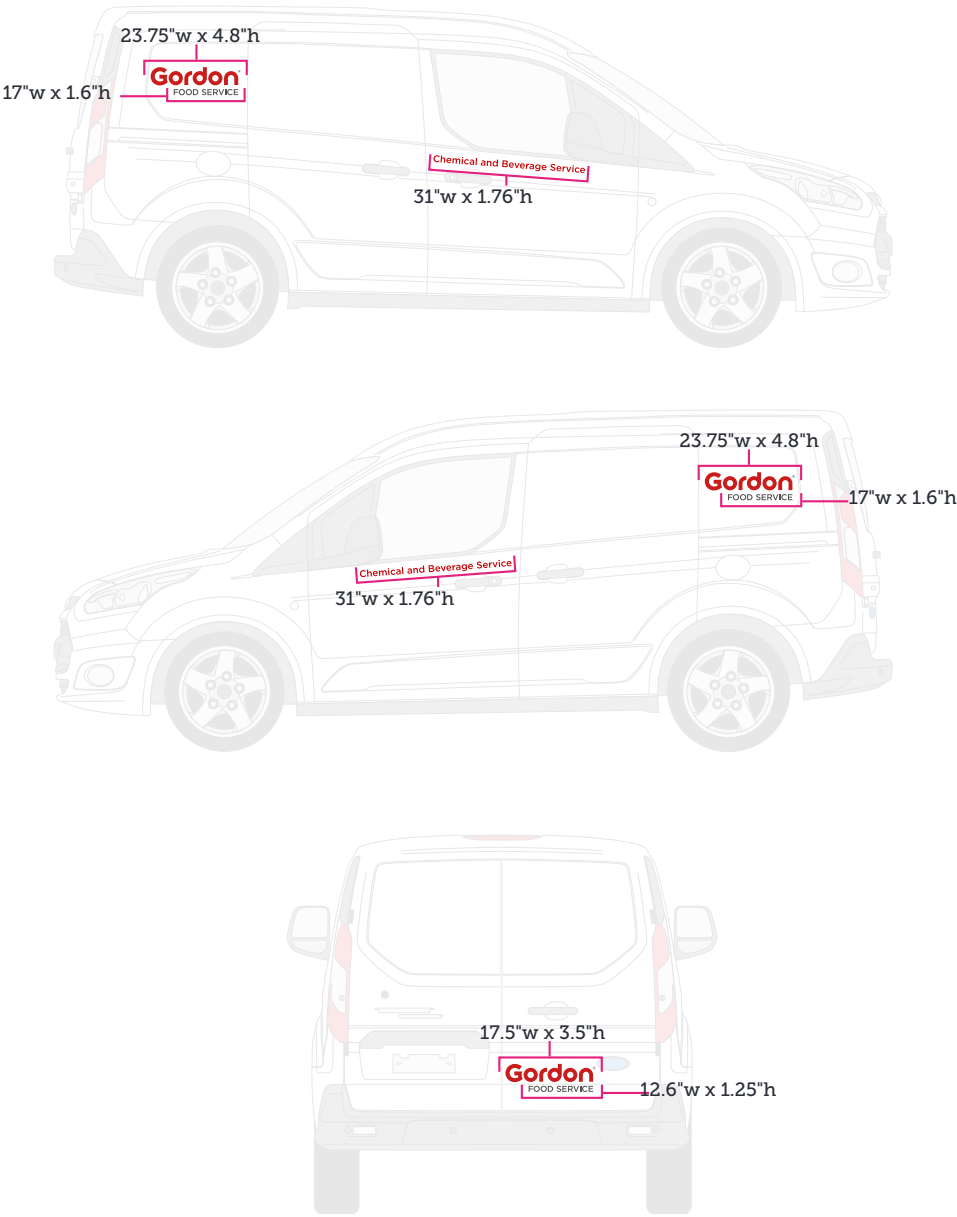


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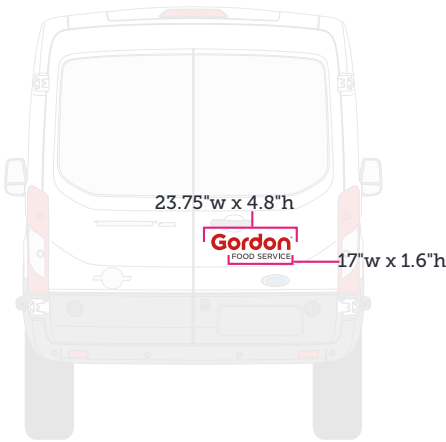
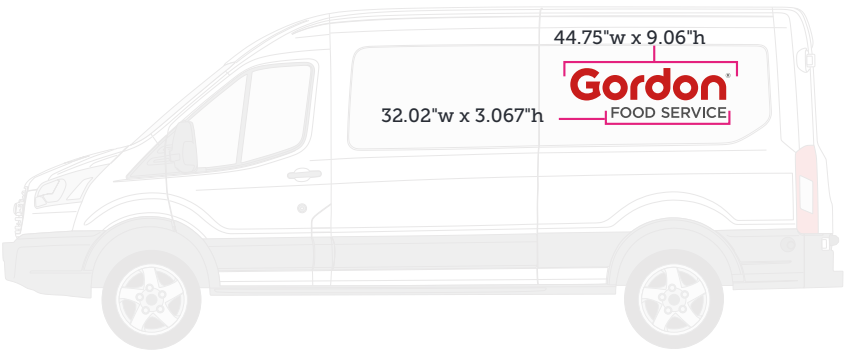
Van Specifications *(continued)*

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.



BRANDED MERCHANDISE

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 our corporate brand team at CompanyBrand@gfs.com—as a way to spread brand recognition.

When using the name and logo, the rules established in the Brand Foundations section apply.

Reminder: The full Gordon Food Service name or logo must be used in all instances and may not be shortened to “Gordon,” “GFS,” etc.

Additionally, department or division names or logos should not be combined with the Gordon Food Service primary logo on branded merchandise, but may be placed on the left sleeve.

Custom Designs

To request custom designs for apparel, Gordon Gear, and other collateral, reach out to CompanyBrand@gfs.com.



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BRANDED MERCHANDISE

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 or another dark color; in these cases, the white logo should be used.

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.

The secondary seal logo may appear in any color from our corporate color palette.

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.*

BRANDED MERCHANDISE

Logo Size Specifications

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.

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.



BRANDED MERCHANDISE

Dos & Don'ts

DO:

Do Use the Correct Logo Version for the Fabric Color.

- *Light/Neutral fabrics:* Use the full-color or black logo
- *Dark/Black fabrics:* Use the color logo for use on dark backgrounds or the all white logo.
- *Red fabrics:* Use the all-white logo for maximum contrast and legibility. Ensure coverage is 100% to avoid the logo looking too pink.

Do Follow the Size Standards. For chest or sleeve embroidery, aim for a width of 2.75". For screen printing, a width of 3" is preferred.

Do Match the Red Exactly. When sourcing thread or ink, the red must match Pantone 186C. Avoid shades that lean too orange or too pink.

Do Maintain Clear Space. Ensure the logo has a “safety zone” around it equal to the width of the letter “n” in the word Gordon.

Do Prioritize High-Quality Finishes. To ensure our physical brand presence matches the excellence of our service, prioritize premium, tactile finishes for all wearables and merchandise to convey durability and value. For apparel, choose retail-soft blends, high-density embroidery, and high coverage screen printing to create a professional, long-lasting garment. The goal is to ensure every branded gift or uniform feels substantial, reliable, and authentically Gordon Food Service.

DON'T:

Don't Abbreviate the Company Name. The full Gordon Food Service name or logo must be used in all instances and may not be shortened to “Gordon,” “GFS,” etc.

Don't Combine Anything Additional with the Primary Corporate Logo on Branded Merchandise. Department names or division name/logo should be placed on the left sleeve (see example on page 78).

Don't Distort the Logo. Never stretch, bevel, or add drop shadows to the logo. If the item surface is small (like a golf ball or pen), work with the Brand Team to find the approved “small-scale” version rather than shrinking the standard logo until it's illegible.

Don't Mix Sub-Brands Haphazardly. If you are creating collateral that includes exclusive brands (like Gordon Choice or Brickman's), ensure the Gordon Food Service corporate logo remains the primary anchor or is clearly separated as the “parent” brand.

Don't Forget to Double Check Standards and Policies. If apparel is to be offered as a uniform option, be sure to check that it complies with our corporate dress codes, area specific uniform policies, and safety standards.

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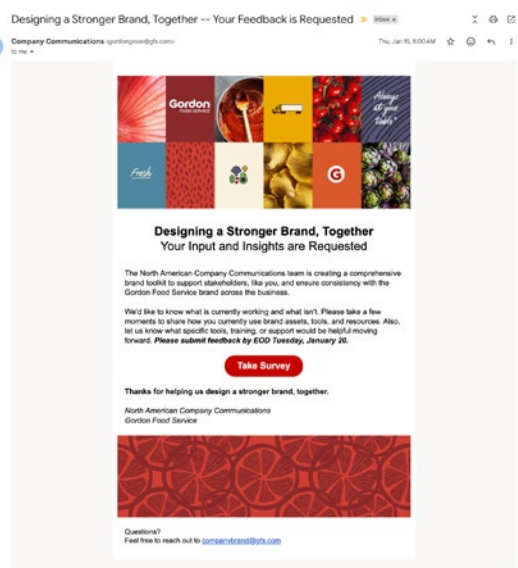
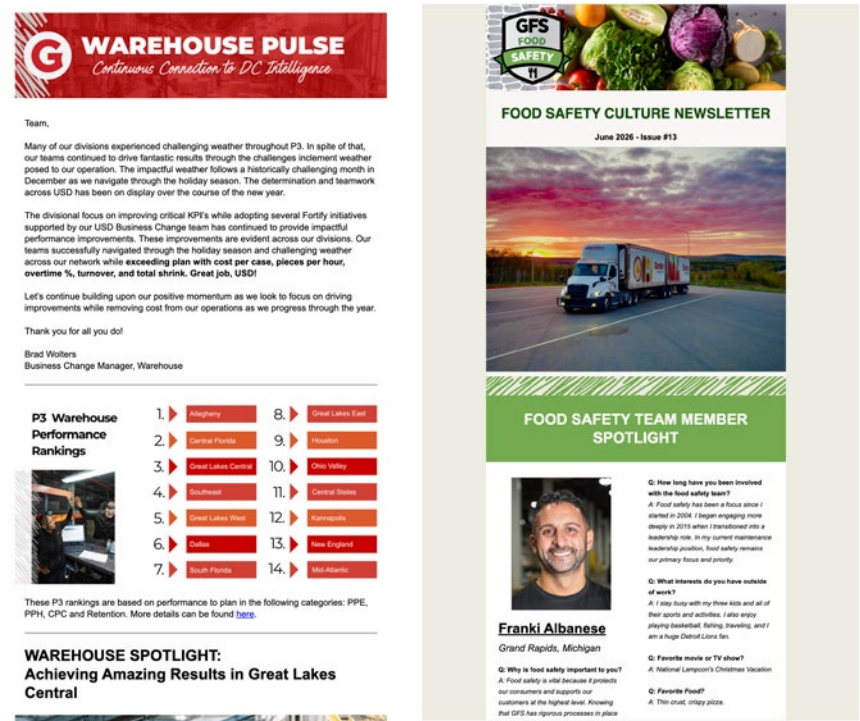
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EMAIL NEWSLETTERS



Email Communications Quick Guide

Every email sent from our domain is a direct reflection of our brand. Whether communicating with a global partner or employees, our goal is to build trust through clarity and consistency.

For assistance with drafting and sending emails to email lists, reach out to your communications team partner. Communications team partner contacts can be found in the FAQ section.

Dos & Don'ts

DO:

Do Utilize email newsletter templates.

Do keep subject lines under 50 characters and descriptive.

Do reserve your boldest brand color for the primary CTA button.

Do send test emails before sending to the entire list.

Do Aim for a 60/40 text-to-image balance ratio to avoid spam filters.

Do use bullet points for lists of 3 or more items.

Do limit email width to 600px for mobile responsiveness.

Do stick to basic web-supported non-custom sans-serif fonts (e.g., Arial, Helvetica).

Do Use high-contrast dark gray (#333333) for body text.

Do keep the overall design simple and easy to understand.

DON'T:

Don't alter the newsletter or email templates, colors or fonts to match local or personal preferences.

Don't use "Urgent" unless it is a matter of immediate attention..

Don't use buttons for every link; utilize hyperlinked text for secondary info.

Don't use Comic Sans, Papyrus.

Don't use "True Black" or neon colors that strain the eyes.

Don't use wide banners that force the user to scroll horizontally or scale the image too small on mobile.

Don't crowd your content; white space is essential for readability.

Don't use "wall of text" paragraphs.

Don't attach large files over 20MB files that clog up inboxes.

Don't use GIFs that loop too fast or are overly strobing; it's an accessibility hazard.

ENVIRONMENTAL GRAPHICS

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.

Exterior Wayfinding

Cabinet

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

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

ENVIRONMENTAL GRAPHICS

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.

Building Entries

Exterior Entry Doors

All primary building entrances must feature the Gordon Food Service logo. Select the full-color or white version based on building contrast to ensure maximum visibility. Listing operating hours is optional.

Interior Entry & Lobby

The lobby serves as our first guest touchpoint and a vital opportunity to make a great impression.

Unmanned Areas: If the reception desk is unstaffed, ensure check-in instructions are clear and support contact information is easily accessible.

Brand Expression: Look for creative ways to bring our culture to life. Consider integrating the brand color palette, using digital stickers and patterns, sharing our company history, or displaying our Cornerstone Values in a unique, high-impact installation.



Exterior Wall



Building Entries



Lobby Areas



Logo Clear Zone

For any questions on signage, email CompanyBrand@gfs.com for assistance.

ENVIRONMENTAL GRAPHICS

Store Signage

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

Signage should be chosen based on each location’s building design and must include full Gordon Food Service Store logo applied directly to each wall directly facing parking lot and entrance. Additional signage may include secondary logo seal and “Open to the Public” letters.

Signage Illumination

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



Exterior Wall Signage



Pylon Signage

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DIVISIONAL LOGOS

Integrating Divisional Rally Cry Logos with Our Corporate Identity

At Gordon Food Service, our primary logo carries decades of industry trust, scale, and market authority. It is our most valuable visual asset. While division-specific "rally cry" logos are powerful tools for building internal team culture and localized pride, confusing external market identity with internal team motivation dilutes our enterprise credibility. This guide section how to successfully balance our corporate identity with our divisional energy.

Primary Logos Define Identity

Official logos represent our corporate identity to the market. The primary Gordon Food Service logo (with optional division name) immediately answers two critical questions for clients: Who are you? (Gordon Food Service) and Which specialized team do you represent? (Your Division). Leading with anything else hides our greatest asset and risks making divisions appear fragmented or unaffiliated. Consistency signals reliability.

Rally Cry Logos Drive Motivation

Rally cry marks exist to celebrate culture, inspire employees, and foster localized pride. Their purpose is internal alignment, not external commercial identity.

Why It Matters

Customers choose Gordon Food Service because of the stability, scale, and reputation behind the master brand. Replacing the primary logo with a localized rally cry logo dilutes that authority and can make the division look like an unaffiliated or smaller third-party vendor. Additionally, external audiences don't know our internal shorthand and a rally cry logo lacks context. A unified visual front builds market confidence.



Division Name

PRIMARY GORDON FOOD SERVICE LOGO

Primary Role

Official corporate identity and anchor, how we present the company as a whole.

Target Audience

External: Customers, prospects, vendors, partners, and the public.

Strategic Goal

Build trust, establish authority, and communicate enterprise scale and unity.

DIVISIONAL RALLY CRY LOGOS

Primary Role

Inspire employees, build culture, spirit, and team alignment.

Target Audience

Internal: Employees, internal division teams, and local leadership.

Strategic Goal

Generate excitement, foster team unity, and drive internal momentum.

DIVISIONAL LOGOS

Usage

To preserve enterprise brand equity while honoring team spirit, logo usage is strictly dictated by audience:

EXTERNAL & CUSTOMER-FACING ASSETS

Primary Gordon Food Service Logo Only

All client and public touchpoints must lead with the primary Gordon Food Service logo. External audiences do not know internal shorthand, and unified branding builds trust.

Primary Gordon Food Service Logo:

Must be used on client decks, RFPs, proposals, public advertising, email signatures, contracts, and official social media headers.

Primary Gordon Food Service Logo with Division Name:

The primary Gordon Food Service logo may be paired with division names with a vertical line separator. May be used on email signatures, slide decks, and external and internal assets where the division name needs to be communicated or represented. Files for the primary logo with division names can be found in the Corporate Brand Drive folder under "Logos".

Rally Cry Logo Exceptions:

Allowed only as a secondary, supporting graphic in a limited capacity (e.g., on a closing presentation slide)—never as the opening slide, header graphic, or primary identity mark. If Rally Cry logos are used, they must be used with the primary Gordon Food Service logo and appear smaller in size.

INTERNAL & EMPLOYEE-FACING ASSETS

Rally Cry Divisional Logo Is Permitted

Divisional rally cry logos are encouraged to take center stage across internal culture-building and employee alignment initiatives.

Rally Cry Logo:

Permitted for use on employee apparel (t-shirts, jackets), internal slide decks, Gordon Grove, division newsletters, team recognition awards, motivational signage, and division-only employee events.

For questions on using divisional logos, email CompanyBrand@gfs.com.

FOR USE ON EXTERNAL & CUSTOMER-FACING ASSETS

(Only Primary Gordon Food Service logos may be used with the option to pair with written division name)

Gordon[®]
FOOD SERVICE

Gordon[®] | Ohio Valley
FOOD SERVICE

FOR USE ON INTERNAL & EMPLOYEE-FACING ASSETS

(Divisional logos permitted either paired with primary Gordon Food Service logo or on their own)

Gordon[®] 
FOOD SERVICE



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DIVISIONAL LOGOS

Logo Standards

PRIMARY LOGO

When using the primary name and logo, the rules established in the Brand Foundations section apply.

PRIMARY LOGO WITH DIVISION NAME

The primary Gordon Food Service logo may be paired with division names when location representation is needed. Official division names should be used and written in their entirety (do not use acronyms or city locations).

When using the primary name and logo, the rules established in the apply.

When the corporate logo is to appear with a division name, the typeface of the division name should be Gotham Book with a height of the lowercase letters equal to the height of the "F" in food. The baseline of the department title should align with the baseline of "Gordon." There should also be a .5 point vertical bar, corporate medium gray in color (refer to the Brand Foundations section), that has a left and right padding equal to the "o" in food. Files for the primary logo with division names can be found in the Corporate Brand Drive folder under "Logos".

RALLY CRY DIVISIONAL LOGOS

Divisional rally cry logos are encouraged to take center stage across internal culture-building and employee alignment initiatives. Rally Cry logos should be created by the communications team or by an approved vendor only and be complimentary to the Gordon Food Service brand as a whole.

The logo must include the Gordon Food Service typographical logo or appear in conjunction with the primary logo when possible. The goal is to ensure that employees who see the divisional theme logo are able to recognize a connection to Gordon Food Service, promoting our brand and our mission. Divisional logos must also appear smaller in size than the Gordon Food Service logo.

For questions on using divisional logos, email CompanyBrand@gfs.com.

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INTERNAL USE



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DIVISIONAL LOGOS

Dos & Don'ts

PRIMARY GORDON FOOD SERVICE LOGO USAGE (EXTERNAL)

Do use the primary Gordon Food Service logo on all client proposals, RFPs, and pitch decks.

Do use the primary logo for trade show booths, public signage, and event sponsorships.

Do ensure all employee email signatures use the standardized primary logo or primary logo with division name template.

Do use the primary logo on formal documents (invoices, contracts, public press releases).

Don't alter the division descriptor font or placement when paired with the primary logo.

RALLY CRY LOGO USAGE (INTERNAL)

Do use Rally Cry marks on internal team swag (t-shirts, jackets, mugs, bags).

Do feature Rally Cry graphics in internal meetings, town halls, and division-only events.

Do use Rally Cry graphics for internal employee newsletters and Gordon Grove posts.

Do use a Rally Cry mark as a subtle secondary accent on the final slide of a client presentation (if strictly necessary to show team spirit).

Don't use the Rally Cry logo as the main header on customer-facing collateral.

Don't use the Rally Cry logo in email signatures.

DIVISIONAL EMAIL SIGNATURES

To present more consistent brand messaging and contact information to our customers, suppliers, and co-workers, the following standard email signatures should be used by employees with email.

For instructions and sample signatures, go to the Corporate Brand Hub on Gordon Grove: *Explore > Pages > Corporate Brand Hub*.

Requirements

The primary Gordon Food Service logo must be included and used in the format shown below. Rally cry divisional logos may **not** be used, however division names may be used in conjunction with the primary Gordon Food Service logo as shown below. Division logos are located in the logos folder within the corporate brand Drive.

Text formatting on PCs should be Sans Serif, Normal size, RGB 68,68,68. On Macs the text formatting should be Dark Gray 4 and the font should be Arial or San Serif with a size of 9 pt. The employee name should be Bold.

Signature Format

Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE/PROVINCE 12345



Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE/PROVINCE 12345



Signature Format with Food Show Information

Employee Name | employee.name@gfs.com
Department or proper title | p: 123-456-7890
Office street address | City, STATE 12345



Join us at the Gordon Food Service Show in (Location) on (Date).
CLICK HERE TO REGISTER AND BUILD YOUR AGENDA *(link for U.S. only)*

Non-authorized graphics, gifs, logos, personal messages, quotes, or religious messages should not be included with your email signature.

Legal disclaimer

The following message may be utilized as part of an email signature by employees who exchange confidential or sensitive information. Text formatting on a PC should be San Serif, Small size, RGB 68, 68, 68. On a Mac, the text color should be Dark Gray 4 and the font should be Arial or Sans Serif with a size of 8 pt. italics.

This email may contain confidential information; if you are not the intended recipient, please promptly notify the sender then dispose of the email.

DIVISIONAL MERCHANDISE

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 our corporate brand team at CompanyBrand@gfs.com—as a way to spread brand recognition.

When using the name and logo, the rules established in the Brand Foundations section apply.

Reminder: The full Gordon Food Service name or logo must be used in all instances and may not be shortened to “Gordon,” “GFS,” etc.

Department or division names or logos should not be combined with the Gordon Food Service primary logo on branded merchandise, but may be placed on the left sleeve or back of apparel. Additionally, divisional logos may be used on internal employee-only merchandise such as mugs or stickers.

Custom Designs

To request custom designs for apparel, Gordon Gear, and other collateral, reach out to CompanyBrand@gfs.com.



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FAQ

Company Brand FREQUENTLY ASKED QUESTIONS

FREQUENTLY ASKED QUESTIONS

Where can I download the latest approved logos, fonts, and templates?

All visual brand assets can be found in the corporate brand Google folder located [here](#).

What should I do if I need a brand asset that isn't available in the corporate brand folder?

If you are unable to find an asset on the corporate brand drive, reach out to CompanyBrand@gfs.com.

I'm working with an external agency or vendor. Can I share these guidelines and assets with them?

Yes, and you should! Consistency is our goal regardless of who is creating it. If your vendor has any questions or needs access to the Drive, they can reach out to CompanyBrand@gfs.com.

What is the formal brand approval process, and how long does it take?

While there is no formal process currently in place, the North American Communications team is happy to review any external or internal company-focused materials you have created to ensure brand consistency. Reach out to CompanyBrand@gfs.com and we'd be happy to help.

For materials relating to the Gordon Food Service private brands (IE Sienna Bakery, Gordon Choice, etc), Stores or specialty companies, please reach out to those teams directly.

If I have a question, who do I reach out to?

- For questions regarding the overarching Gordon Food Service **corporate brand (anything containing our primary logo or name)**, email CompanyBrand@gfs.com.
- For questions related to our **North American Private Brands**, email brands@gfs.com.

Communication Partners

Karen Karatkiewicz (Karen.Karatkiewicz@gfs.com)

North American Senior Leadership Team

Megan Rice (Megan.Rice@gfs.com)

US Distribution and Human Resources

Hana Price (Hana.Price@gfs.com)

Canada Distribution

Dan Kotman (Dan.Kotman@gfs.com)

Legal, Risk, EIS and Specialty Companies

Shannon White (Shannon.White@gfs.com)

HR Benefits, MMSC and Stores

Luke Ferris (Luke.Ferris@gfs.com)

GTS and Finance

Jessica Albert-Huynh (Jessica.Albert-Huynh@gfs.com)

Corporate Brand Design

Can I use AI to help me create something?

Yes, to some extent. We will be creating a corporate brand agent to help with brand usage questions, help find items, give feedback on anything you have created and more.

Please do not use generative AI to create branded images or collateral without approval. When an AI created image is being used, a disclaimer is required (see page 81). If you need branded images or help with getting something created, please reach out to CompanyBrand@gfs.com.

FREQUENTLY ASKED QUESTIONS

What should I do if a specific layout or format makes it difficult to follow the standard brand rules?

Please reach out to CompanyBrand@gfs.com to discuss. We can help reach a solution that is brand compliant and works for your needs.

How often are these brand standards updated, and how will I know if something changes?

The guide is a living document and will be updated as new needs arise. To keep up to date on any changes that might occur, visit the Corporate Brand page on Grove or email CompanyBrand@gfs.com. We will also be sending a quarterly newsletter regarding brand updates and best practices.

How do our sub-brands or product logos interact with the primary corporate logo?

Visit the co-branding Corporate Brand Hub page on Grove or page 60 of the standards guide for rules regarding co-branding with partners and our private brands.

What are the rules for co-branding when partnering with an external company or sponsorship?

Visit the co-branding Corporate Brand Hub page on Grove or page 60 of the standards guide for rules regarding co-branding with partners and our private brands.

What font should I use if the official brand typography isn't installed on my computer or system?

If Gotham or Museo Slab are unavailable on your machine, please use the Google Font alternatives – Montserrat for Gotham, Roboto Slab for Museo Slab. We do not have a Google Font alternative for Fruity Pops.

Do these guidelines apply differently to digital/social media versus traditional print media?

This guide covers both print and digital formats.

How do I create a branded microsite?

All Gordon Food Service microsites must utilize Google Sites builder to maintain our security standards. Google Sites should be used ONLY for external information like customer events or customer how-tos.

All internal site needs should be incorporated into Gordon Grove (with some exceptions). Reach out to your Communications Partner if you have questions.

Do not vibe-code external microsites unless approved by the Corporate Communications team and AI Center of Excellence (CoE). Branded Google Site templates are available in the corporate brand folder. Do not publish any external site without approval from Corporate Communications and GTS.

When and where are we legally required to use trademark symbols (®, ™) or copyright lines?

Please refer to page 13 for information regarding trademark and registered symbols.

Are there rules regarding the style of photography and video we can use?

Refer to page 35 for rules regarding photography and video style and standards.

Have a question not covered? Reach out to CompanyBrand@gfs.com.

Gordon[®]
FOOD SERVICE



Fresh



Always at your table[®]

For questions regarding the
Gordon Food Service corporate brand,
email ***CompanyBrand@gfs.com***.