



Brand Guidelines

BAKKAVÖR

Introduction

The underlying purpose of our corporate identity is to bring together the many different strands which make up Bakkavor and to present them under a coherent banner with a common purpose.

The way we look has a profound effect on the way in which we are perceived. For continued and ongoing success, not only must we all be able to clearly identify with the business but also so must our external audience.

By introducing and applying common standards consistently, we will project a strong, unified, coherent image to our audiences and guarantee that the new visual identity is firmly established and maintained in all the geographical markets in which we operate.

These corporate brand guidelines illustrate and describe the basic rules for the application of our corporate identity. It is imperative that they are understood, respected and consistently applied by all staff responsible for the design and production of stationery, literature, advertising, packaging, signs, vehicle liveries and all other items which carry the Bakkavor signature.

These guidelines cannot describe or anticipate every design requirement. If there are unanswered queries or difficulties of any sort, please contact Bakkavor Group Communications.

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Contact details for all Brand queries:

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Brand

BAKKAVÖR

The logo

The logo is the cornerstone of Bakkavor's visual identity. It is the primary way in which the company can be identified and recognised by its audience.

The logo comprises a graphic symbol and writing. The full logo, featuring both the icon and the word mark should be used whenever possible to officially represent the company.

When either the logo or fork icon is on a block colour background, both the logo and icon should be white.

If the block colour is black then the logo and icon should be white or silver.

The icon can be used as a symbol/watermark to represent the logo and if the official logo needs to be smaller than the minimum size shown to the right.

All forms of the Bakkavor logo should always be surrounded by a minimum area of space on all sides. The clear space should be equal to 1/3 of the width of the logo at the time of use. This is to ensure the logo's visual clarity and effectiveness. These areas of separation are a minimum and should be increased wherever possible.

If the logo is enlarged/decreased, it should do so within the same proportions. It should also never be any smaller than defined for legibility purposes.



Official company logo



Minimum logo size: Digital: 100px width
Print: 1 inch width



Minimum logo size: Digital: 25px height
Print: 0.25 inch width

Logo treatment

We pride ourselves on brand consistency. The logo must be used as is and not be altered in any way. This means that you must not:

Change the logo's colours.

Change the opacity below 100%.

Attempt to recreate the logo.

Add an outline to the logo or display the logo as an outline.

Add special effects to the logo.

Crop the logo in any way.

Disproportionately scale or resize the logo.

Display the logo with colour combinations not previously specified.

Change the logo's orientation or rotation.

BAKKAVOR



Do: use the logo in approved colours, with no amendments

BAKKAVOR



Do: use the logo in approved colours, with no amendments



Do: use the logo in approved colours, with no amendments

BAKKAVOR



Do not: Change the opacity, it should always be 100%

BAKKAVOR



Do not: use colour combinations not specified, always use full colour or white

BAKKAVOR



Do not: Tilt the logo, it must always be horizontal

BAKKAVOR



Do not: Stretch the logo in any way, if you need to enlarge then drag the logo from the corners for correct proportion

BAKKAVOR



Do not: Outline the logo on any materials, it should always remain its full approved colour

BAKKAVOR



Do not: Overlay or change the colour of the Bakkavor logo in any way

UK sector logos

We are all one Bakkavor team in the UK. From a business branding perspective, our logo usage has also been simplified and refreshed. This means that across the UK, the only logos that can be applied to all site assets are the Bakkavor logo and/or the business sub-brand logos.

This shows how the Bakkavor Group brand breaks down into sub-branding.

The clear space dimensions and minimum size references apply the same when using these logos on other platforms.



Our values

Our values play a vital role in bringing our employer brand to life. They act as a set of guiding principles that shape every aspect of our business and reflect who we are and what we aspire to do.

We've created a suite of icons to represent each value. These all have a sense of pride firmly at their heart and help to highlight how by living and breathing our values, we can all be Proud to be Bakkavor.



RESPECT AND TRUST EACH OTHER

Treat each other fairly and include everyone – we're all on the same side

Care for and support each other to achieve our goals

Build confidence and have trust in one another

Listen to each other and recognise everyone's contribution – we can all make a difference



KEEP THE CUSTOMER AT THE HEART OF WHAT WE DO

Always value and protect our customer partnerships

Maintain our commitment to the highest standards of food safety integrity and quality

Innovate to help customers stay ahead

Stay agile and work together with our customers to anticipate future needs



BE PROUD OF WHAT WE DO

Aim high, value your efforts and always go the extra mile

Be positive, celebrate and share our successes

Inspire others to work with passion and enthusiasm

Look for change to improve the way we work



GET IT RIGHT, KEEP IT RIGHT

Uphold our standards and be consistent every day

Stay safe and look after ourselves and each other

Take responsibility for the impact of our actions on the environment and in our communities

Be fit for the future – learn from our mistakes and invest in our skills

Primary colours:

Bakkavor Blue Pantone 294 (CMYK 100, 69, 7, 30) (RGB 0, 67, 123) HEX #00437b			
Bakkavor Green Pantone 368 (CMYK 65, 0, 100, 0) (RGB 98, 187, 70) HEX #62bb46	80% Tint HEX #83c665	60% Tint HEX #a1d18a	40% Tint HEX #c0dfae
Bakkavor Grey Pantone 7546 (CMYK 79, 61, 49, 50) (RGB 50, 62, 72) HEX #323e48	80% Tint HEX #5d646c	60% Tint HEX #858b91	40% Tint HEX #aeb2b5

Secondary colours and tints:

Peacock Blue Pantone 5548 (CMYK 100, 0, 30, 69) (RGB 0, 77, 86) HEX #004d56	80% Tint HEX #006770	60% Tint HEX #34838d	40% Tint HEX #72a6ae
Purple Pantone 221 (CMYK 41, 98, 44, 45) (RGB 102, 15, 61) HEX #660f3d	80% Tint HEX #7c3b56	60% Tint HEX #966173	40% Tint HEX #b28a97
Turquoise Pantone 325 (CMYK 56, 0, 25, 0) (RGB 101, 203, 201) HEX #66c7c7	80% Tint HEX #89d1d0	60% Tint HEX #a9dcdc	40% Tint HEX #c5e7e7
Light Blue Pantone Blue 0821 (CMYK 59, 0, 6, 0) (RGB 80, 200, 232) HEX #51c8e8	80% Tint HEX #7bd1ec	60% Tint HEX #9edbf0	40% Tint HEX #bee6f4
Peach Pantone 805 (CMYK 0, 80, 50, 0) (RGB 241, 91, 103) HEX #f15b66	80% Tint HEX #f37d7e	60% Tint HEX #f69c97	40% Tint HEX #f9bbb5
Mustard Pantone 142C (CMYK 7, 31, 84, 1) (RGB 237, 181, 59) HEX #ecb539	80% Tint HEX #f0cc70	60% Tint HEX #f3d995	40% Tint HEX #f7e5ba
Beige Pantone 7527 (CMYK 12, 12, 22, 0) (RGB 224, 214, 195) HEX #dfd6c4	80% Tint HEX #e5dece	60% Tint HEX #ebe5d9	40% Tint HEX #f0ece4

Colour palette

Colour is a powerful means of identification. It is the vibrant and modern style of Bakkavor.

We have three primary colours and seven secondary colours with three tint options to choose from.

Typography

DIN Pro is our primary typeface for all professionally printed materials and our Graphic Designer has exclusive access and licensing rights to this should you need any artwork producing.

On all documents produced internally in Microsoft Office (PowerPoint, Word and Outlook) by colleagues, Arial is the correct font to be used.

Printers Specification

Hierarchy

For clear communication we have three typographic tiers;
 Headline - DIN Pro Bold
 Subheading - DIN Pro Light
 Body copy - DIN Pro Regular

To highlight a quote or reference within the body copy, we use Italics. Some limited use of caps is permitted for high level messaging and impact for example in Group printed materials such as Just Made, corporate reports and adverts.

Stretching, condensing, outlining and drop shadow must never be attempted. When setting typography we must also consider the following rules:

Alignment

Always align type left on the page. Centred alignment is strictly not allowed.

Line design

When setting headlines or subheaders set with even line spacing and avoid hyphenation where possible.

Casing

Sentence casing is our recommended approach to type casing. After the first word of a sentence all other words are lowercase.

Headlines are always set in DIN Bold.

Subheaders are always set left aligned in DIN Light.

Body copy is always set in DIN regular. The first sentence can also be sometimes highlighted in bold if necessary to highlight a point.

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"Quotes are to also be highlighted in italics if necessary to highlight speech, reference or figure."

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DIN Pro (Designers use only)

BAKKAVOR

Document name

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5

Policy Name

Arial (for all colleagues)

Secondary font

A secondary font adds more than just contrast; it also adds a voice to the text. It also communicates an aesthetic or emotion that the original font doesn't.

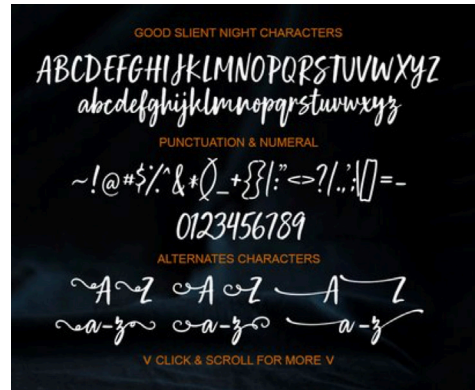
The 'Good Slient Night' secondary font will highlight the key words we want to get across in our communications and be more visual in a new step and build on our corporate brand across channels such as **JUST MADE**, social media, video clips, signatures and posters.

This font will only be used in applications used and stated by the Group communications design team due to licensing.

It is not a web font (unless incorporated in a static graphic).

It will not be associated with the Proud to be Bakkavor branding.

It will only be used at a maximum of 5-10% in all materials with DIN Pro still being the primary font.



Agust Gudmundsson

Agust Gudmundsson
Chief Executive Officer

Donna-Maria Lee

Donna-Maria Lee
Chief People Officer

11 freshly PREPARED FRUIT FACTS!

Market growth! Pack formats! Extended Quality Watermarks! Future innovations! With summer in full swing, our Tesco Prepared Fruit team share 11 things you need to know about our fresh prepared fruit business.

- In 2021, the UK Prepared Fruit Market was valued at £398m.** This represents a 14% growth versus 2020 and is powered by the fact that 41.8% UK households bought prepared fruit in the last year. Although this is extremely positive, it should be noted that 2020 was a poor year for prepared fruit as lockdowns kept many of us at home, reducing the need for us to snack on fruit while on the go. Although it's recovering, the market has actually shrunk to a similar size to 2016, driven by the cost of living crisis and the fact that many of us are hybrid working.
- Prepared fruit is bought by consumers as either a healthy daytime snack, a healthier pudding option after lunch or dinner, or an addition to breakfast.** Its popularity is due to it offering an easy way to buy a large variety of fruit that is either impractical to store or difficult or time consuming to prepare when purchased whole. Imagine your fridge full of three melons, a pineapple and a mango! It also enables shoppers to buy and try different types of fruits that they may not have bought before.
- The prepared fruit market was created when M&S began selling prepared pineapple in 1987** four years before our own Business Director - Salads, Philip West was involved in this business at the time! Bakkavor: when it was Gessell started selling prepared fruit from Spring Valley Foods in South Africa in 1996 and from Bakkavor Salads Bourne in 2004. Fast forward to today and Bourne is still the site we use to supply Tesco and Coop with Prepared Fruit.
- Over time, the prepared fruit market has grown significantly.** It now includes fruits such as apple, grape, melon, watermelon, pineapple and mango and features a variety of pack formats. There are small snack-sized bags, which are great for kids and popping in lunch boxes. There are large and small pots of single fruit types. And then there are pots, platters and trays, which offer a tasty, varied and healthy treat by featuring mixed fruit medleys.
- One of the most recent successful developments in the prepared fruit market has been in the evolution of watermelon.** Initially, watermelon was solely used as one of the three varieties in melon medley packs, but in recent years its popularity has grown and green, in popular culture, we have seen it feature on clothing, household textiles, lunchboxes, in drinks and cocktails, in place of, or as a veggie alternative on menus in Wagamama and even in a Harry Styles song! And in the market, we have seen its sales grow by 154% since 2014 (total market +3% since 2014) to reach a current value of £35m per year (15% of the FFP market). This is especially good news for Bakkavor, as although we have 14% market share of total fruit, we supply 34% of the watermelon market.
- Our procurement team imports 10,000 tonnes of watermelons each year from Spain, Italy, Brazil, Costa Rica and Panama.** This fruit is directed to Bakkavor Salads Bourne, where our people expertly craft it into seven sets and eight mixed watermelon lines that we supply to Tesco and Co-op. In 2021, our Bourne team produced almost 27 million units of these SKUs.

16 JUST MADE July - September 2022

YUMNUTS™

We're nuts about Yumnuts™ - the *lovechild* of a yumyum and doughnut!

We're proud of what we do, and one way we're going to show this is by bringing you an in-depth overview of some of the product lines we make for our strategic customers.

This issue, we're taking a closer look at an exclusive range of sweet treats we make for Marks & Spencer - Yumnuts™.

Need to know
Yumnuts™ were brought to life just before the country went into the first national lockdown in 2020. The products are exclusive to M&S and can be found in over 400 stores and 400 Costa cafes across the country. Although the trademark is owned by M&S, the whole range is exclusively produced by us and supported by a brand plan that we've created. In less than two years, the range has grown to be worth £10m RSV.

Inside the brand
Yumnuts™ are the ultimate sweet treat. They're super delicious, with every bite delivering a finger-licking, lip-smacking experience. The brand is cheeky and fun, with the range offering something for everyone - whether it's an individual treat just for you, a bigger pack to share with someone special or a seasonal treat for a special occasion. Packaged in colourful boxes, you can find our Yumnuts™.

Since then, we've had special seasonal additions to celebrate Halloween, Mother's Day, Father's Day, Easter and most recently The Queen's Platinum Jubilee - plus we've created an Orbballs variant, complete with poorly eyes (O).

New shavings on grazing options
The latest addition to the range is a box of bite-sized Yumnuts™. These new mini versions of the classic glazed Plain Jane Yumnuts™ are sold as a pack of 16, with each pack also containing a chocolate sauce pot to dip them in. Utterly tasty and perfect for sharing - these little bundles of joy seem set to become one of the summer's biggest hits. You can find them in store now.

Look out for the latest flavours and seasonal additions to the range
Instagram: @marksandspencerfood

The product range
The current range of Yumnuts™ products is as follows:

- Plain Jane - Keeping it classic with a simply delicious, sweet vanilla flavoured Yumnut™.
- Raspberry Ripple - sweet yet sharp fondant icing and a scattering of pretty freeze-dried raspberries.
- Milk & Cookies - topped with a milk vanilla glaze, chocolate and cookies.
- Bittersweet's - topped with dark chocolate drizzle, salted caramel and biscuit.
- Double Chocolate - indulgent and chocolatey, dipped in a milk chocolate fondant and decorated with chocolate curls.
- Orbballs - for a limited time only our Orbball Yumnut has had an Orbball makeover with Belgian chocolate fondant, choc flakes and super cute chocolate eyes. Get your hands on them before they disappear in August!
- Yumnuggers - lovely little yumnuggers that are ideal for sharing and come with a chocolate dip!

COMING SOON
We've got lots of exciting new launches still to come in 2022, including the Chocolate & Orange Yumnut™, the first shaped and injected Yumnut™ and the special edition Yumnut, which will be featured in December.

BAKKAVOR

FOOD TREND

Report

10 ways consumers are dealing with the cost of living crisis



Stationery

BAKKAVÖR

Stationery printing

Bakkavor stationery is available across the Group for colleagues who need to use business cards, letterheads or compliment slips.

The Bakkavor Group or sector logo should always be applied to the top left hand corner of the document when displaying information.

Electronic letterheads can be found on the intranet under 'Corporate Information' or contact our graphic designer who will be able to send via email.

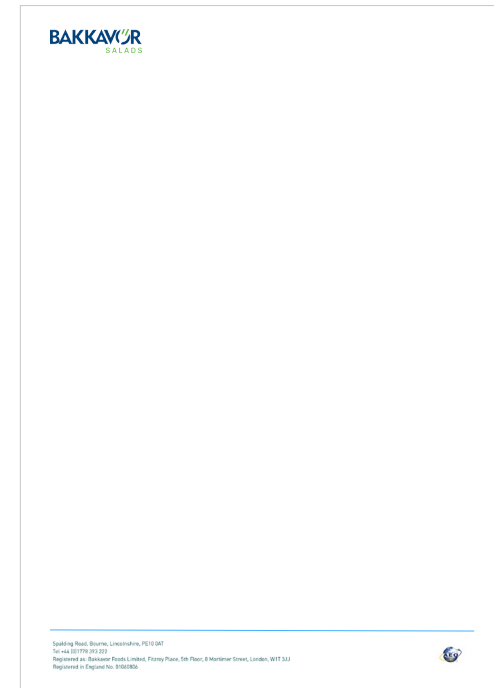
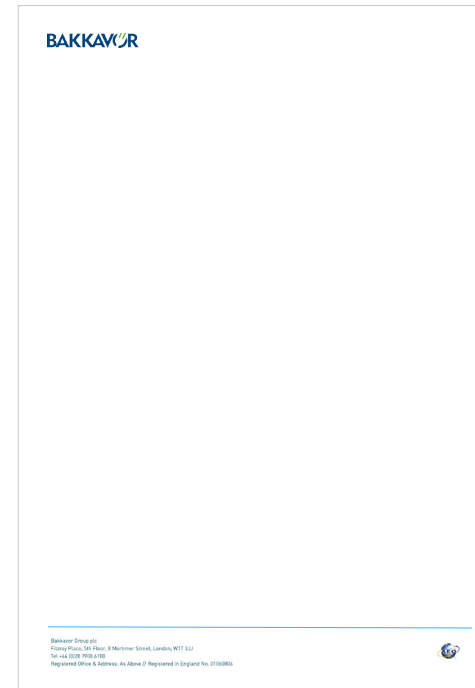
Business cards and compliment slips are to be ordered through Lyreco only. Please contact James Silson <james.silson@lyreco.com> if you require further assistance or login details to be able to make a purchase.

*Logo is positioned in the top left hand corner for consistency.



Standard business card

Dimensions: 85mm x 55mm Colour: Pantone Blue 0821



Letterheads (Group and brand sector example)

Dimensions: A4 standard



Compliment slips

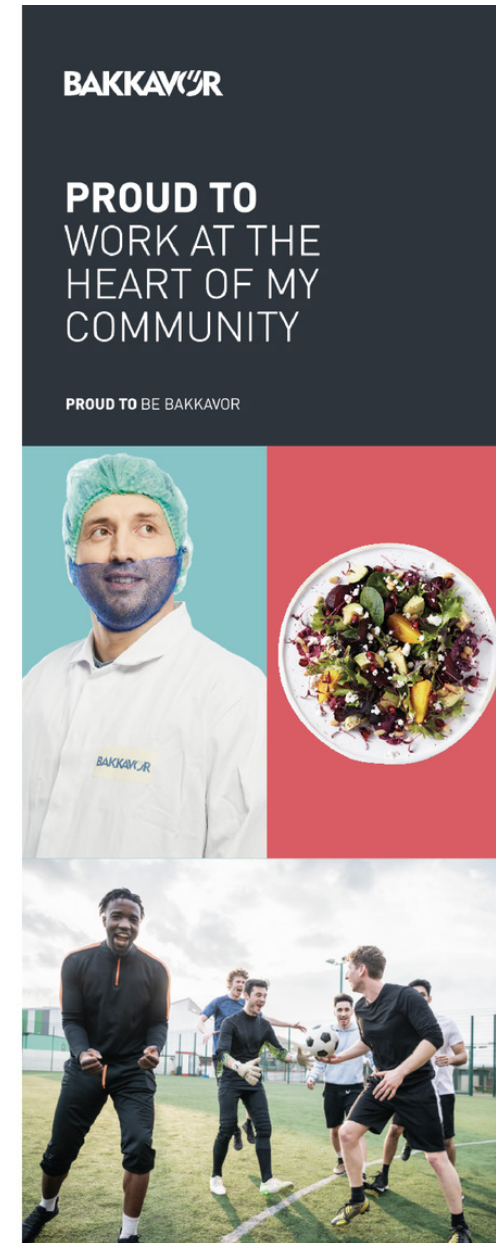
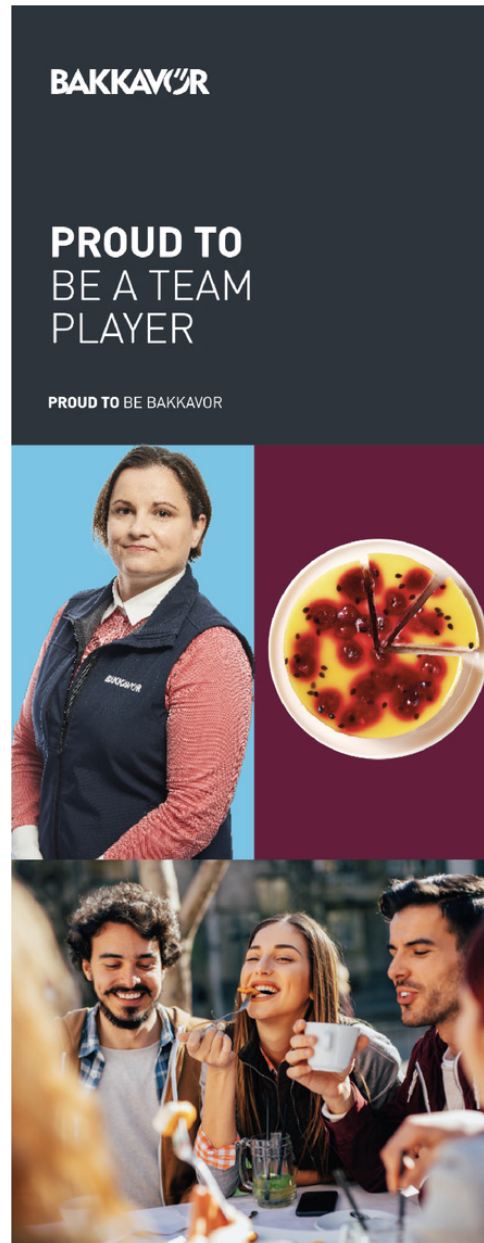
Dimensions: 210mm x 99mm

Corporate banners

Across the Group, Bakkavor attends and hosts many events over the year in which we need a visual brand identity present.

Banners now display the iconic Bakkavor logo along with our new employer branding messaging and layout. This is the standard across all sites.

If you need to purchase a set of banners, please contact our graphic designer who will arrange print times, costs and delivery depending on the site they are needed at.



Bakkavor Banners

Dimensions: 850mm x 2150mm

*Logo is left aligned with Proud to be Bakkavor messaging

Email signatures

Email signatures should be present on both emails and replies to all colleagues and external each time you use your email software.

Name - Arial Bold, 10pt
Job Title - Arial Regular, 10pt

The below needs to be in blue (RGB 0,67,123)
Site name - Arial Bold, 10pt
Contact details - Arial Regular, 8pt

Include quick links to the Bakkavor website and your own email address.

John Smith
Warehouse Manager

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Direct: +44 (0)1775 663800 // Mobile: +44 (0)7123 456 789
www.bakkavor.com // john.smith@bakkavor.com



Templates

Examples by department



Document covers

Within Bakkavor, each department has its own internal documents. In order for us all to align, each document should have a front cover and if necessary a header on each page that reflects the document title and colour to match.

This can be requested through our graphic designer as a word document so that you can populate the document with new content.

The preferred font is Arial for all headers and body copy.

You will need to open the document using the Microsoft Word desktop app to view and use the design to its full potential.

Group posters

When designing Group materials, our graphic designer is responsible and will assist with all project briefs.

Either product, people, vector or iconography will be used alongside typography that follows the rules and conventions mentioned under our brand section. DIN Pro is also the standard font on posters.

BAKKAVOR

PROUD TO RECOMMEND A FRIEND



GET £250
by recommending a friend

Earn money when you recommend a friend to work at Bakkavor!

It's really simple. All your friend needs to do is insert your full name into the "where did you hear about this position?" section when they apply.

Then, if your friend is successful at interview, is placed in a role and completes three months' employment, you'll get £250*.

PROUD TO BE BAKKAVOR

Applications can be made online at bakkavor.com/careers or by scanning the QR code above.
*Other terms and conditions apply. All payments are subject to income tax and national insurance deductions.
Contact MyHR Employee Services for further details. Email myhr-employeeservices@bakkavor.com or call 0345 246 1843.

BAKKAVOR

COLLEAGUE WELLBEING

BECOME A WELLBEING CHAMPION AT BAKKAVOR

If you're passionate about health, wellbeing and people – why not become a Bakkavor Wellbeing Champion?

What is wellbeing?
Wellbeing is a combination of a person's emotional, physical and financial state.

What is a Wellbeing Champion?
Our Wellbeing Champions will help their colleagues to access health and wellbeing information and assist in promoting activities locally. We're looking for one Wellbeing Champion circa 250 colleagues. They'll be committed to one day's training per year and the role will take approximately 1-2 hours per week – similar to a SET Rep.

Why is wellbeing important to Bakkavor?
Creating an environment where colleagues feel valued, included and inspired to perform at their best is vital to Bakkavor.

APPLY NOW



To find out more and apply, scan the QR CODE using a mobile device or speak to your local HR team for further information.

BAKKAVOR

善待
Budite ljubazni
wees aardig
etre gentil.
sei freundlich
vera góður
Sii gentile

BE KIND

Esi laipns
bađz miły
seja gentil
fii bun
будь добрым
se amable
var snäll
Būk malonus

BAKKAVOR

COLLEAGUE WELLBEING

Let's talk Finances!

Join Standard Life, Bakkavor's Pension provider and Radcliffe and Newlands, Independent mortgage advisers for some **FREE** live webinars and Q&A sessions. All Bakkavor colleagues are invited.

STANDARD LIFE PENSION WEBINAR
Find out more about your Pension and the online tools you have available, how to access Pension savings, investment options and investments. Or just time to get started! No questions is too big or too small and we promise, no jargon.

What to expect: A live webinar with a Standard Life Pensions expert and pension provider. To register for a session, simply scan a QR code below using a mobile device on a date and time that suits you.

Tuesday 7 June 09.30am **Tuesday 7 June 01.30pm** **Thursday 9 June 01.30pm**

If you register for any webinar and scan MyReward's QR code, we'll send you a voucher for a live session. You'll also be able to access webinar recordings via MyReward or MyBakkavor. For more information visit my.bakkavor.com.

FIRST TIME BUYER WEBINAR
Looking to buy your first home? Wondering what's actually included in the sale? What happens after I put in an offer? How do I get the best rate? Look no further. Radcliffe and Newlands are here to help.

What to expect: A live webinar and Q&A with Radcliffe and Newlands, a firm of independent mortgage advisers, providing expert advice to clients. Use Bakkavor colleagues across the UK! To register for a session, simply scan a QR code below using a mobile device on a date and time that suits you.

Tuesday 28 June 01.00pm **Thursday 30 June 01.00pm**

It's all FREE and aimed at helping you!

Need further help? Access **MyReward** today to find out more at <https://my.bakkavor.com/myreward>

PowerPoint presentation

For all Bakkavor presentations, we follow the same layout and style throughout.

You will find the Bakkavor primary colours set under the colour theme menu and Arial should be the generic font used on PowerPoint, as this is what can be recognised on all computer systems.

All slide titles should be produced in the same colour. You will find a selection of product images to use on the intranet that will have been resized and made suitable to use on the presentations at their smallest file sizes.

You can find the latest versions of our Corporate presentations on The Brand Toolkit under PowerPoint Presentations or contact the Group Communications team if you have any further queries regarding this.



Please contact our graphic designer should you wish to start using this for your own site purposes or find them under Templates on The Brand Toolkit.



Applications

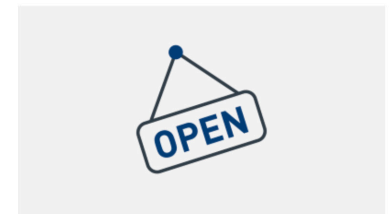
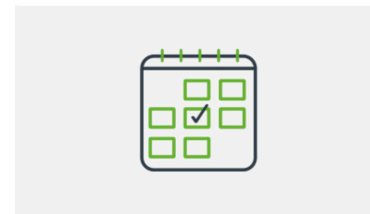
Iconography style

We have a set of Bakkavor style icons should you need to use them in documents or presentations to reference a point or statement.

These highlight and give importance to make content easier to understand by a visual reference rather than words.

You can see a selection of icons available in black and white. On a block coloured background the icon must always be displayed in white.

If you would like access to use these icons you can find these on the Brand Toolkit on MyBakkavor.



Illustrations

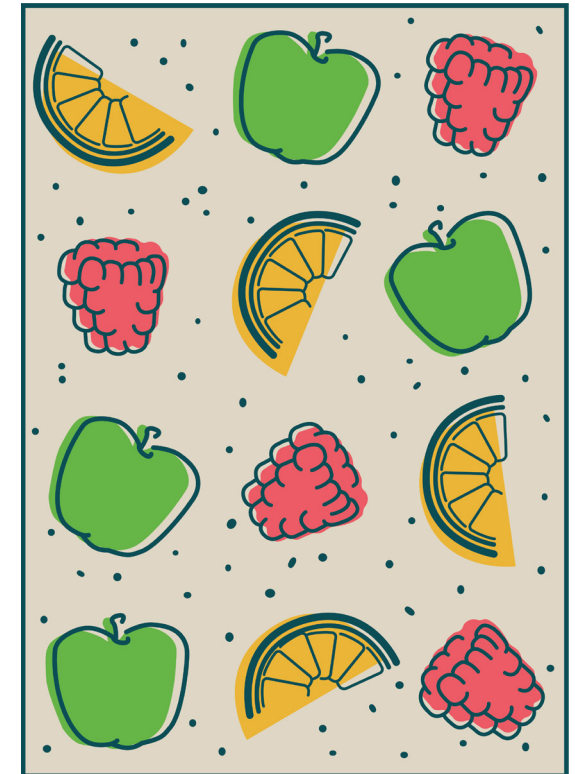
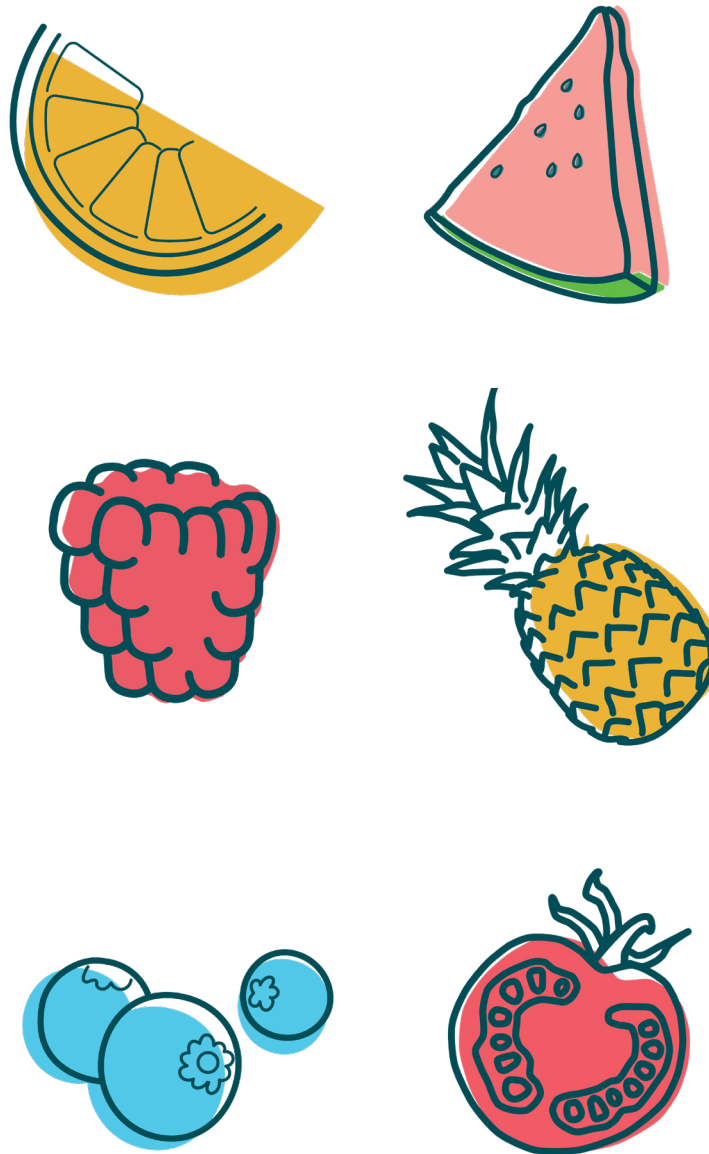
Digital design, using vectors, favours clean, bold images which translate well into distinctive branding.

We want this to be used as a complementary asset to be used in many materials internally and externally. You will see this applied to our social media channels, **JUST MADE** magazine, online resources and prints.

Our illustration style is line illustrations with a hand-drawn look. Keep it simple with only one or two colours. No texture's required but outlines are acceptable.

They have also been turned into patterns which can be used as magazine spreads, great for wall art and poster backgrounds too.

These are not to be used as part of any logos internally, just for general image use.



Just Made magazine

Group Communications are responsible for the creation of our Group magazine 'JUSTMADE'. From design to content creation, the magazine is launched every quarter with new and exciting material about what is happening at Bakkavor.

Inside our ever growing **JUSTMADE** magazine you can find articles on Group updates, international news, site spotlights, new product developments, charity partnerships and more. Each site is allocated printed copies which should be placed in canteens or communal areas for colleagues to read.

If you would like to send in your own stories then email: group.communications@bakkavor.com



Branded merchandise

We're always looking for ways to be more efficient, so we've just launched a new online shop for ordering Bakkavor and SEF branded merchandise which is fully aligned to our new Group brand guidelines.

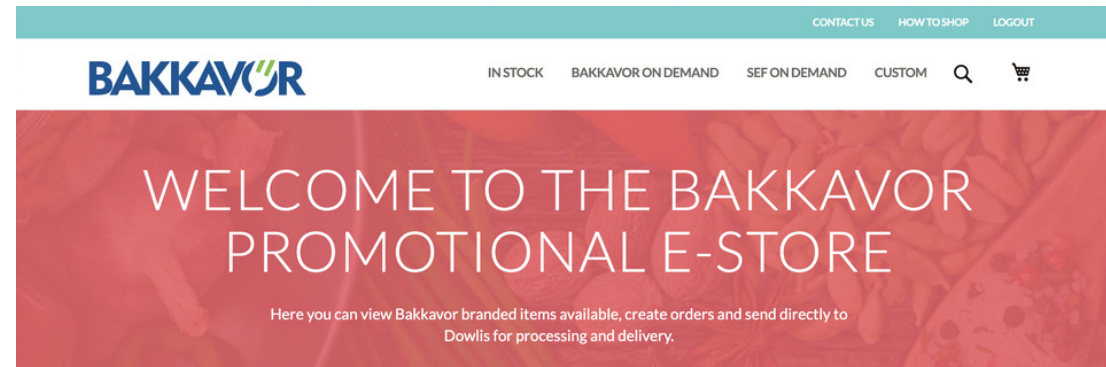
Until now, orders and queries from sites have been sent to the Group Communications team who processed the orders through Dowlis (our preferred supplier of corporate gifts), managed deliveries and then arranged site recharges.

To the right are some examples of the items available via the online shop.

For internal use only, please visit <https://bakkavor.sharepoint.com/sites/intranet/SitePages/Bakkavor-Merchandise.aspx> to find the link and login details for the test site.

Orders can now be managed directly by account holders who have been set up for each site, giving greater visibility of the item, cost, quantities and delivery lead times.

To find out who your account holder is contact Bridget Elliot at bakkavor@dowlis.com.



We are pleased to introduce the Bakkavor online store for brand-approved promotional merchandise.

To browse the website, simply click on the categories at the top and add products to your shopping basket to purchase.

There is an in-stock range which is held in the Dowlis warehouse and can be despatched out the same day, if ordered before 2pm, on a next day delivery service as standard

(subject to stock availability at the time of order)

The on-demand ranges are not held in stock. The goods are made to order so standard lead-times for delivery apply. The lead-times are mentioned in the description for your reference. If you do need the items by a certain date please let us know when you place the order.

There is also a custom order page which features items which have been ordered on an ad-hoc basis.

If any of these items are of interest, you can complete a quote request form with your requirements and we will provide you with a quotation.

If you need any assistance please visit our "how to shop" page, call the helpdesk on +44 (0) 300 303 3545 or email bakkavor@dowlis.com.

FEATURED ITEMS



H2O Active Treble 750
ml spout lid sport bottle
£3.55



Pack of 50 Soft Feel
Metal Ballpen
£26.45



A5 Lined Hardback
Notebook with Soft Feel
£3.25



£1 Trolley Coin Keyring
£0.60



Signage

BAKKAVÖR

UK external signage

Following the implementation of the new UK structure in 2019, sites now have new logo designs and formats to follow. With this in mind, all signage can be reviewed with the help of the Group Communications team.

Signage is now to reference the site by sub-brand only or 'Bakkavor' to enable us to all simplify and look the same at each audit.

Bakkavor Salads Sutton Bridge signage, to the right, is a great example of how your new front of house materials should look.

Site signage audits should be carried out at each site to highlight areas that need to be changed. Sign height and highway procedures must be followed for Health & Safety reasons.

*Height not specified on drawings as this is subject to site audit.

All signage enquiries for all UK sites are to be made through our print supplier **DC Signs** (David Crust david@dc-signs.co.uk) as all artwork is with him.

Directional Signage



Building Names



Site Entrance



UK external signage

Here is a leading example of standard signage at one of our sites for external.



UK internal signage

Following the implementation of the new UK external signage, the progression has been put in place to work on standardising noticeboards, factory signs and office.

To the right are examples and layouts of what the internal signage should look like for consistency at each site.

Signage is now to reference the site by sub-brand only or 'Bakkavor' to enable us to all simplify and look the same.

With this in mind, all signage can be reviewed with the help of the Group Communications team.

*Height not specified on drawings as this is subject to site audit.

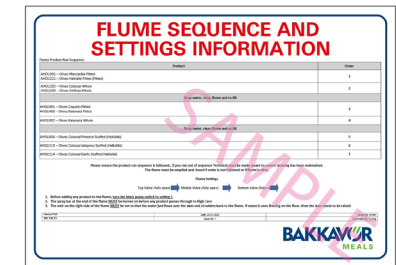
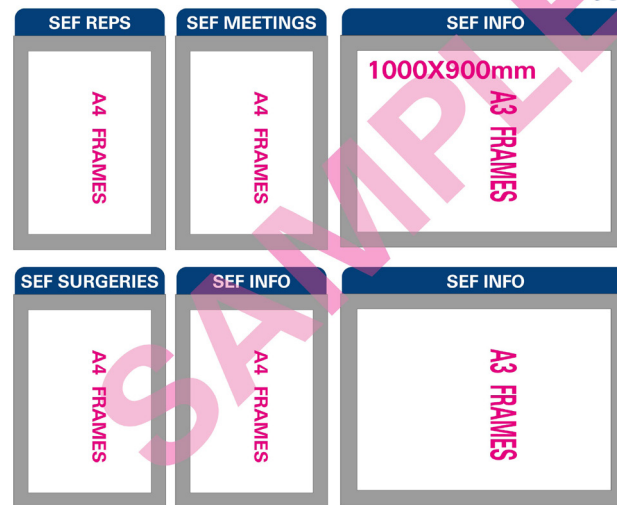
Noticeboards across the UK come in different shapes and sizes to fit each area of our business - we don't have a one size fits all as each site has a different layout.

Each noticeboard is designed to hold A4 posters displaying helpful information for all colleagues.

Noticeboards are generally placed in areas of high walking traffic so colleagues can see them.

All signage orders for all UK sites are to be made through our print supplier **DC Signs** (David Crust david@dc-signs.co.uk).

SEF COMMUNICATION



COMMUNICATIONS



INFORMATION FOR YOU 1200X900mm (x2 BOARDS)



UK internal signage

Here is a leading example of standard signage at one of our sites for internal.



Health & Safety signage

Front of house sign

Location – First point of contact for employees or visitors (in order of preference)

- At the entrance to the site driveway
- Security (if no driveway)
- Reception external wall (if no security)

External safety sign

Location – Any point of contact for employees or visitors (can be in several locations with different signage relative to the risk / users in the area).

Location – to be determined by the site including;

- Security
- Reception external wall
- Pedestrian entrance
- Driver entrance
- Yard access point

Performance sign

Location – Any point of contact for employees (not needed in public areas).

Location – to be determined by the site including;

- Canteen
- Employee entrance
- Security
- Reception external wall
- Cannot be at the entrance to site driveway



Front of house



External safety



Performance

PPE standard

This is the standard PPE style that all sites should use across the Group, solely using the Bakkavor logo.

Strictly no orders should be made to other external suppliers using your own sector logo.

For more information on PPE please contact your site manager.





Photography and Video

BAKKAVUR

Food photography

We update our photo library as much as we can when new shots are taken. The photography styles we use are overhead or 3/4 angle and the purpose is to show the fresh, high quality nature of our products. We use 'lifestyle' food photography (without packaging) to ensure no customer bias and to present the food professionally.

These images are divided into sector files which you can make full use of and download for your presentations.

Our online gallery is also divided up into 'sectors' where you can find relevant photography relating to your area.

Visit: <https://bakkavor.sharepoint.com/sites/brandcomms/SitePages/Photography.aspx> to view the photo gallery and download what you need.

Due to copyright law Google images should not be used in publications/documents/presentations, particularly if these are being used externally.

Should you require any assistance with photography needs for business purposes please email us your request.



People photography

The purpose of any photo shoot is to broadly capture Bakkavor's culture.

Colleagues may be photographed individually, or as part of a team within their natural work settings. Environments should capture the breadth and scale of site infrastructure, and day-to-day operations.

Studio shots will hero individual Bakkavor people shown against a solid brand coloured background. These will communicate individual stories of pride.

Reportage style shots will showcase our environment, the sense of teamwork, diversity and personality of everyone working together to create quality Bakkavor products. These evidence our purpose, our passion and show our values at work every day.

Due to copyright law Google images should not be used in publications/documents/presentations, particularly if these are being used externally.

Photography consent forms must be signed before any photographs are taken involving colleagues to retain their permissions.

Should you require any assistance with photography needs for business purposes please email us your request.





Lifestyle photography

Stock shot images will be used to show the part our food plays in a variety of special and every-day moments in our customers lives.

Due to copyright law Google images should not be used in publications/documents/presentations, particularly if these are being used externally.

Video

Video is an important medium for showcasing the complex nature of our business to our stakeholders.

Our graphic designer is the primary contact for video production. Should you require an external company for production, this needs to be approved by the Group communications team.

We update our video library as much as we can when new films are produced. These are provided for Group purposes, presentations and recruitment.

You can access these via The Brand Toolkit - Resources - Video or if you require specific footage please contact our graphic designer.

All footage material must be approved by Group Communications before being shared externally to other sources.

Should you require any assistance with videography needs for business purposes please email us your request.



Animation

Animation can help content feel alive and animation can be used for storytelling.

With the help of an animated video, Bakkavor can tell any story we want effectively and informatively.

You will see across our social media channels and video area on The Brand Toolkit that more and more animation style videos are being added to explain Bakkavor as a business and it's history.

Our animation style follows our brand guidelines in terms of fonts, colours and layouts.





**These Corporate Brand Guidelines were
created by the Group Communications Team**

All guidelines should be followed when applying the logo at all times. Any designs that need the use of the Bakkavor logo will need proofing by our graphic designer. If you have any questions please contact:
group.communications@bakkavor.com

Group Communications also have access to the following should you need it:

- All artwork vector files
(including logos and letterheads)
- HR brand guidelines
- SEF brand guidelines

www.bakkavor.com