

Food Architects

Brand Standards 2005



GRIFFITH
LABORATORIES

the FOOD architects

Logo/Logo Variations

The Purpose of Brand Guidelines

To promote quality and consistency in the presentation of our company and brand, Griffith Laboratories, Inc. has developed this Brand Standards Manual. These guidelines will help you understand how to consistently and correctly use the three elements that comprise our image: logo, typeface and color. Follow these guidelines whenever representing Griffith Laboratories, Inc. If you have any questions or need additional guidance, contact your local Marketing Department.



The Griffith Laboratories master logo

This is the preferred version of the Griffith Laboratories logo to be used in all applications.

Light background treatment



Standard version



Black and white version

Dark background treatment



Example 1: In a white trapezoid shape



Example 2: In a white rectangle

Logo Variations

The Griffith Laboratories, Inc. logo may be used in accordance with the logo variations displayed here. The Griffith Laboratories, Inc. logo is comprised of four elements: the Griffith Laboratories Globe, the Type Treatment, the Trademark Symbol and the Food Architects element. The preferred use of these four elements is together as a cohesive configuration. The second acceptable logo configuration includes the Griffith Laboratories Globe, the Type Treatment, and the Trademark Symbol without the Food Architects element. The third acceptable logo variation is the Griffith Laboratories Globe with the Trademark Symbol. This last version is only acceptable when space is limited or as a design element.



1. Standard logo proportion



2. Keep art elements and text "x" distance from the logo



3. Horizontal logo acceptable when space is limited with "the FOOD architects" elements in the positions indicated, and no larger than the Griffith logo

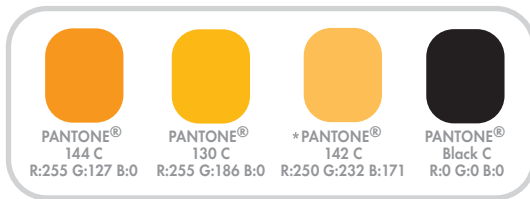
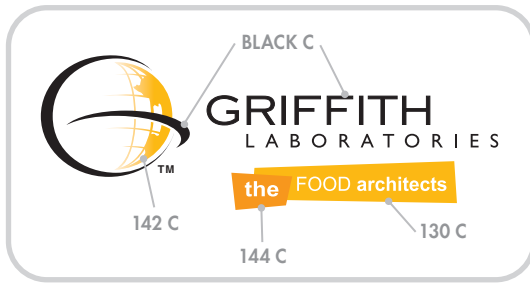


4. Globe alone is acceptable when space is limited or as a design element



5. Acceptable use of logo without food architects

Logo Colors/Fonts



* Can be created with an 85% tint of PMS 130

The Griffith Laboratories company colors are specified here, you may use the following PANTONE®* colors, the standards for which are shown in the current editions of the PANTONE Color Publications.

Print Applications:

- Griffith Dark Orange:
Use PANTONE 144C (C:0 M:48 Y:100 K:0)
- Griffith Medium Orange:
Use PANTONE 130C (C:0 M:30 Y:100 K:0)
- Griffith Light Orange:
Use PANTONE 142C (C:0 M:28 Y:76 K:0)
- Griffith Black:
Use PANTONE BlackC (C:0 M:0 Y:0 K:100)

Internet Applications:

The Closest web-safe equivalent colors are as follows:

- Griffith Dark Orange:
Use R-FF G-7F B-0
- Griffith Medium Orange:
Use R-FF G-BF B-0
- Griffith Light Orange:
Use R-FA G-E8 B-AB
- Griffith Black:
Use R-0 G-0 B-0



Fonts For Internal Use

Arial (Arial Regular) Body or headline copy	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9
Arial (Arial Bold) Body or headline copy	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9
Times (Times Roman) Body or headline copy	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9
Times (Times Roman) Body or headline copy	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Fonts For Outside Agency Use

Futura (Futura T Demi) Body or headline copy	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9
Futura (Futura T Bold) Body or headline copy	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9
Kennedy Headline copy only	A a B b C c D d E e F f G g H h I i J j K k L l M m N n O o P p Q q R r S s T t U u V v W w X x Y y Z z 1 2 3 4 5 6 7 8 9

Additional fonts will be considered on an individual basis but must be submitted for Marketing approval.

* PANTONE® is a registered trademark of Pantone, Inc.

Examples of Improper Logo Usage

Use of Trademark Protection

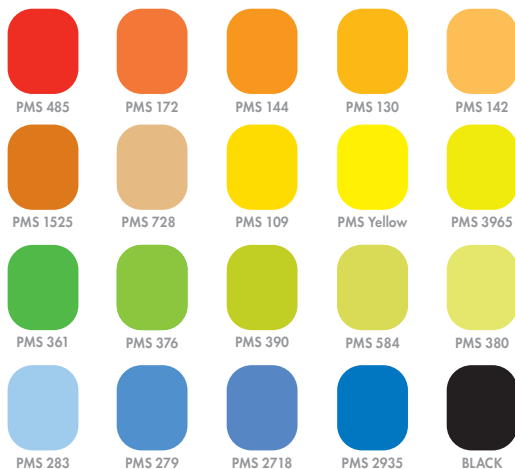
Being trademarked is very important to our logo, identity and company. The trademark is represented by "TM," and is always included in the logo. It sits on the lower-right-hand portion of the Griffith Laboratories, Inc. Globe and is (1/16)X. If the logo must be reduced to an extremely small size, and the TM mark is no longer visible, you should increase the size of the TM so that it is legible.

When you are creating your own trademark symbol, it should still be in similar proportion to the logos that you see; use your discretion to increase it to a size that is legible, but not too large. TM is the only form of trademark used with this brand – at no time should any other form of protection be used such as ® or SM.



Color Pallet/Design Elements

Acceptable PMS colors



Colors can be used as solid or screened, additional colors will be considered on an individual basis but must be submitted for Marketing approval.

Acceptable design elements

1. Tri color bar



2. Trapezoid shapes



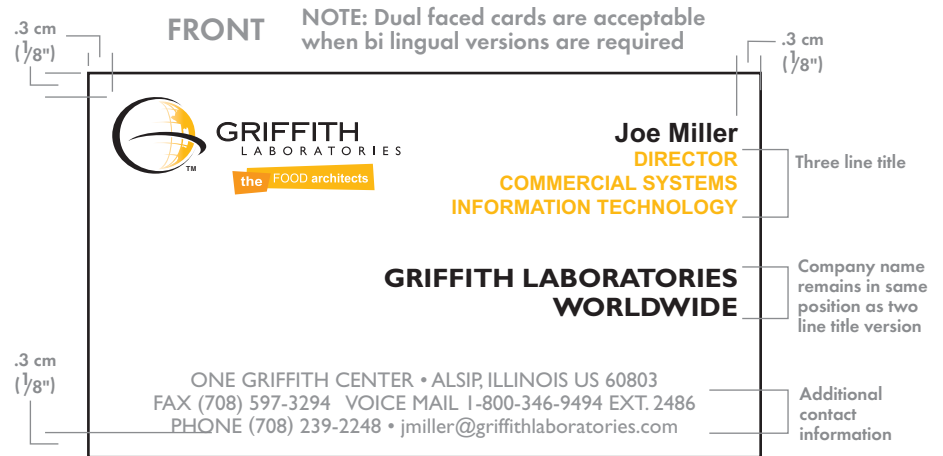
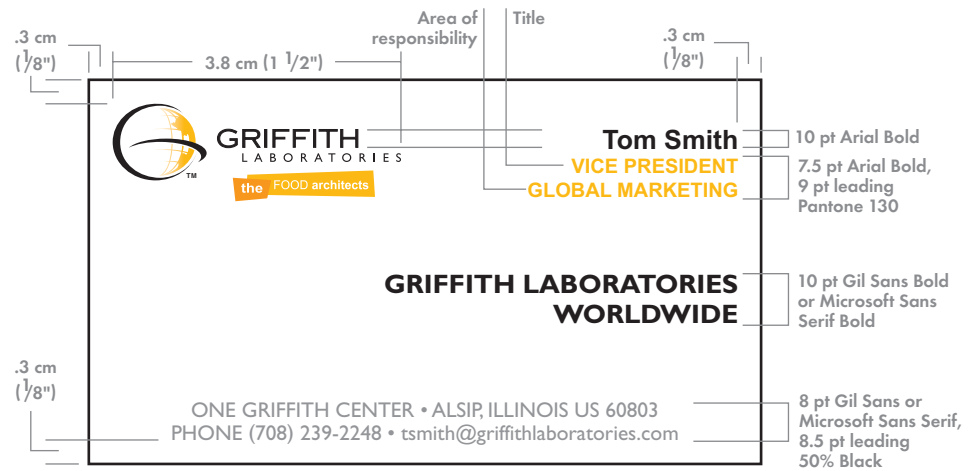
3. Globe as design element*



* Additional color combinations for the Globe element will be considered on an individual basis but must be submitted for Marketing approval.

Business Cards

Business cards are an important first impression of our brand. These guidelines will help you understand how to consistently and correctly prepare business cards for employees. Business cards come in three configurations; the Single-Contact Card, the Dual-Contact Card, and a Bi-Lingual Dual-Faced Card. Follow these guidelines whenever preparing or printing business cards for Griffith Laboratories, Inc. If you have any questions or need additional guidance, contact your local Marketing Department.



Contact Information



GRIFFITH
LABORATORIES

the FOOD architects

WW Corporate Headquarters

1 Griffith Center
Alsip, IL USA 60803
(+1) 800.346.4743
(+1) 708.389.4055 fax
www.griffithlaboratories.com

Asia

Hong Kong

(Regional Headquarters)

Room 1506-1509, 15/F Shatin Galleria
18-24 Shan Mei Street
Fo Tan, Shatin, New Territories
Hong Kong
(+852) 2688.6119
(+852) 2688.6126 fax

Zhongshan

No. 1 Griffith Road, Qianlong Administrative Zone
Sanxiang Town, Zhongshan, Guangdong Province
528463 China
(+86) 760.669.2168
(+86) 760.669.2108 fax

Shanghai

Griffith Laboratories Zhongshan Co. Ltd
(Shanghai Office)
Room 912 China Venture Tech Plaza
No. 819 Nanjing Xi Road
Shanghai 200041
China
(+86) 21.6258.8032
(+86) 21.3218.0956 fax

Japan – Tokyo

(Regional Headquarters)

NSS Building 13-31, Konan 2 Chome
Minato-Ku, Tokyo 108-0075
(+81) 3.3450.1231
(+81) 3.3450.2608 fax

Korea – Seoul

3-9 Moonrae-Dong
Youngdeungpo-Ku
Seoul 150-093
Korea
(+82) 2.2635.6605
(+82) 2.2635.6607 fax

Thailand – Bangkok

129/11 Moo 17 Soi 5/3, Bangplee Industrial Estate
Teparak Road, Bangsaothong
Samutprakarn 10540, Thailand
(+662) 705.3335
(+662) 315.2338 fax

The Americas

Brazil – Sao Paulo

GL Laboratories
Rua Umbuzeiro 261 O Cumbica
Sao Paulo, Brazil
CEP: 07224-010
(+55) 11.6487.5400
(+55) 11.6481.2259 fax

Canada – Toronto

757 Pharmacy Avenue
Toronto, Canada M1L 3J8
(+1) 416.288.3050
(+1) 416.288.8910 fax

Colombia – Medellin

Autopista Medellin – Bogota KM 39
Marinilla, Antioquia
Colombia
(+574) 569.8000
(+574) 569.8003 fax

Costa Rica – San Jose

(Regional Headquarters)

1.5 km al oeste de Jardines del Recuerdo
Lagunilla, Heredia
Costa Rica
(+506) 277.7000
(+506) 277.7001 fax

Mexico – Monterrey

(Regional Headquarters)

Carretera Monterrey – Saltillo KM 67.5
66350
Santa Catarina
Nuevo Leon, Mexico
(+52) 81.8380.4400
(+52) 81.8380.4440 fax

Mexico – Mexico City

Avenida Central #5000
Parque Industrial Atitalaquia
42970
Hidalgo, Mexico
(+52) 77.8737.9300
(+52) 77.8738.0361 fax

Mexico – San Luis Potosi

Laboratories Griffith de Mexico
Carretera a Zacatecas KM 4.5
San Luis Potosi
San Luis Potosi, Mexico
(+52) 44.4823.0516
(+52) 44.4823.0764 fax

USA – Georgia

6601 Griffith Way
Lithonia, GA 30058
(+1) 770.482.2951
(+1) 770.482.4811 fax

Europe

Belgium – Herentals

Toekomstlaan 44
Wolfstee Industriepark
B-2200 Herentals, Belgium
(+32) 1.425.4211
(+32) 1.422.0053 fax

France – Paris

(Regional Headquarters)

5/7, rue Salomon de Rothschild
92156 Suresnes
Paris, France
(+33) 1.40.99.26.00
(+33) 1.40.99.26.01 fax

Italy – Milano

Griffith Laboratories s.r.l.
Via Cadorna, 69 (Ed.A/2)
20090 Vimodrone (MI)
(+39) 02.274.39.51
(+39) 02.265.12.22.6 fax

Spain – Tarragona

Caraterrea Devalls, KM 2.8
E-43812 Puiggelat
Tarragona, Spain
(+34) 9.776.022.00
(+34) 9.776.041.31 fax

United Kingdom – Somercotes

Cotes Park Estates
Somercotes, Derbyshire DE5 4NN
(+44) 1.773.837.000
(+44) 1.773.837.001 fax

United Kingdom – Ireland

Griffith Laboratories Ltd
Griffith House
Pineview Industrial Estate
Firhouse Road
Dublin 16, Ireland
(+353) 0.1.4936000
(+353) 0.1.4936151 fax