

THE MEAT FLAVOR EXPERTS



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**INNOVA**<sup>®</sup>

A Griffith Laboratories Company

Brand Standards Guide

# The INNOVA Logo

## The Purpose of Brand Guidelines

To promote quality and consistency in the presentation of our company and brand, INNOVA, 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 INNOVA. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.



### The INNOVA master logo

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

## Use of Registration Protection

Being registered is very important to our logo, identity and company. The registered symbol is represented by "®" and is always included in the logo. It sits on the lower-right-hand portion of the INNOVA logo. If the logo must be reduced to an extremely small size, and the registered mark is no longer visible, you should increase the size of the ® so that it is legible.

When you are creating your own ® 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. ® is the only form of symbol used with this brand – at no time should any other form of protection be used such as TM or SM.



Standard logo proportion



Keep art elements and text a minimum of (x) distance from the logo



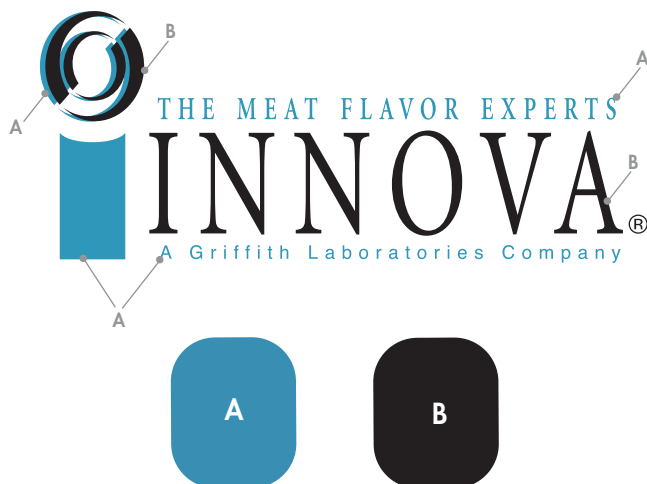
INNOVA logo without top and bottom copy

## Logo Variations

The INNOVA logo may be used in accordance with the logo variations displayed here. The INNOVA logo is comprised of three elements: the INNOVA "I" and Type Treatment, the Registered symbol and the type above and below "INNOVA". The preferred use of these three elements is together as a cohesive configuration. The second acceptable logo configuration includes the INNOVA "I" and Type Treatment with the Registered symbol. The second version is only acceptable for special applications. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.

# INNOVA Logo Colors and Usage

The INNOVA logo colors are specified here. You may use the following PANTONE®\*, Process, RGB or Web Safe RGB colors. The PANTONE standards are shown in the current editions of the PANTONE Color Publications.



## Print Applications:

- A INNOVA Blue:**  
PANTONE 549C  
C:60 M:0 Y:0 K:30
- B INNOVA Black:**  
PANTONE BlackC  
C:0 M:0 Y:0 K:100

## Internet Applications:

The Closest RGB and Web Safe RGB equivalent colors are as follows:

- A INNOVA Blue:**  
R:92 G:145 B:164  
R:5C G:91 B:A4
- B INNOVA Black:**  
R:0 G:0 B:0  
R:0 G:0 B:0

## Light background treatment



Standard version



Black and white greyscale version

## Medium background treatment



All black version

**NOTE:** Remove the drop shadow when using the all black INNOVA logo on a light or medium background. See illustration below.

## Examples of Improper Logo Usage



**DO NOT** change the color of the logo



**DO NOT** change the logo fonts



**DO NOT** distort the shape of the logo



**DO NOT** embellish the logo

## Dark background treatment



All white version

**NOTE:** Remove the drop shadow when using the all white INNOVA logo on a dark background. See illustration below.



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

# INNOVA Product Line Logos

The ROBUST, VEGAMINE and SAVORY Notes logos represent the three product lines that INNOVA offers. These logos should follow the same usage guidelines that are outlined on pages 2 and 3. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.

**ROBUST®**

MEAT FLAVORS

Standard version

60% Black to White Radial Blend White 50% Black Black Outline

**ROBUST®**

MEAT FLAVORS — Black

Black and white greyscale version

**NOTE:** The removal of "MEAT FLAVORS" is acceptable for special applications. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.

## ROBUST Family of Products

**ROBUST®**

ULTIMA®

Standard version

**ROBUST®**

REPLICA®

Standard version

**ROBUST®**

OPTIMA®

Standard version

60% Black to White Radial Blend White 50% Black Black Outline

**ROBUST®**

ULTIMA®

Black and white greyscale version for ULTIMA, REPLICA and OPTIMA

70% Black to 20% Black Linear Blend

**ROBUST®**

MEAT FLAVORS



### Print Applications:

**A ROBUST Red:**  
PANTONE 485C  
C:0 M:100 Y:100 K:0

**B ROBUST Black:**  
PANTONE BlackC  
C:0 M:0 Y:0 K:100

**C ROBUST Radial Blend:**  
PANTONE 485C to  
PANTONE YellowC  
C:0 M:100 Y:100 K:0 to  
C:0 M:0 Y:100 K:0

### Internet Applications:

The Closest RGB and Web Safe RGB equivalent colors are as follows:

**A ROBUST Red:**  
R:255 G:17 B:0  
R:FF G:11 B:0

**B ROBUST Black:**  
R:0 G:0 B:0  
R:0 G:0 B:0

**C ROBUST Radial Blend:**  
R:255 G:17 B:0 to  
R:255 G:255 B:0  
R:FF G:11 B:0 to  
R:FF G:FF B:0



### Print Applications:

**D ULTIMA Blue Linear Blend:**  
PANTONE 2736C to  
PANTONE Process CyanC  
C:100 M:90 Y:0 K:0 to  
C:100 M:0 Y:0 K:0

**E REPLICA Green Linear Blend:**  
PANTONE 347C to  
PANTONE 367C  
C:100 M:0 Y:80 K:0 to  
C:30 M:0 Y:60 K:0

**F OPTIMA Red Linear Blend:**  
PANTONE 485C to  
PANTONE 1375C  
C:0 M:100 Y:100 K:0 to  
C:0 M:40 Y:80 K:0

### Internet Applications:

The Closest RGB and Web Safe RGB equivalent colors are as follows:

**D ULTIMA Blue Linear Blend:**  
R:17 G:16 B:131 to  
R:0 G:160 B:198  
R:11 G:10 B:83 to  
R:0 G:A0 B:C6

**E REPLICA Green Linear Blend:**  
R:1 G:135 B:73 to  
R:173 G:220 B:108  
R:1 G:87 B:49 to  
R:AD G:DC B:6C

**F OPTIMA Red Linear Blend:**  
R:255 G:17 B:0 to  
R:254 G:153 B:21  
R:FF G:11 B:0 to  
R:FE G:99 B:15

# INNOVA Product Line Logos



Standard version



100% Black Black and white greyscale version

NOTE: The removal of "HYDROLYZED VEGETABLE PROTEIN" is acceptable for special applications. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.



## Print Applications:

**A VEGAMINE Green:**  
PANTONE 5483C  
C:83 M:24 Y:42 K:0

**B VEGAMINE Black:**  
PANTONE BlackC  
C:0 M:0 Y:0 K:100

## Internet Applications:

The Closest RGB and Web Safe RGB equivalent colors are as follows:

**A VEGAMINE Green:**  
R:67 G:133 B:124  
R:43 G:85 B:7C

**B VEGAMINE Black:**  
R:0 G:0 B:0  
R:0 G:0 B:0

## Light background treatment



## Medium background treatment



All black version

\*NOTE: Remove the drop shadow when using the black VEGAMINE logo on light and medium backgrounds.

## Dark background treatment



All white version

\*NOTE: Remove the drop shadow when using the white VEGAMINE logo on a dark background.



CULINARY AND SAVORY FLAVORS

Standard version



CULINARY AND SAVORY FLAVORS

Black and white greyscale version

NOTE: The removal of "CULINARY AND SAVORY FLAVORS" is acceptable for special applications. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.



## Print Applications:

**A SAVOR Notes Red:**  
PANTONE 1797C  
C:0 M:100 Y:100 K:0

**B SAVOR Notes Black:**  
PANTONE BlackC  
C:0 M:0 Y:0 K:100

## Internet Applications:

The Closest RGB and Web Safe RGB equivalent colors are as follows:

**A SAVOR Notes Red:**  
R:255 G:0 B:0  
R:FF G:0 B:0

**B SAVOR Notes Black:**  
R:0 G:0 B:0  
R:0 G:0 B:0

## Light background treatment



CULINARY AND SAVORY FLAVORS

## Medium background treatment



CULINARY AND SAVORY FLAVORS

All black version

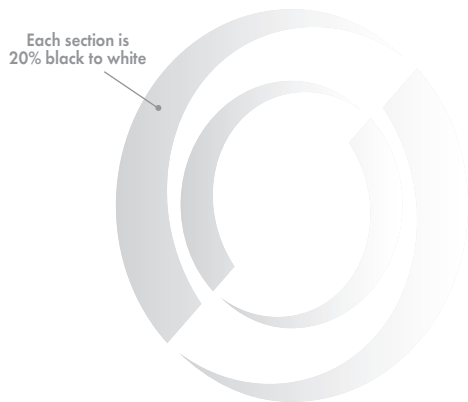
## Dark background treatment



CULINARY AND SAVORY FLAVORS

All white version

# INNOVA 'Swirl' Graphic



**NOTE:** The INNOVA 'Swirl' graphic is acceptable for use as a background element and in special applications only. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.



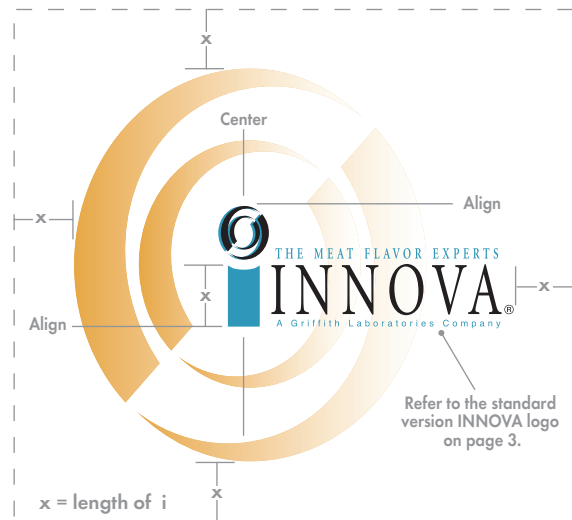
## Print Applications:

- A Swirl Orange:**  
PANTONE 131c  
C:0 M:32 Y:80 K:9
- B Swirl Black:**  
20% PANTONE BlackC  
C:0 M:0 Y:0 K:20

## Internet Applications:

The Closest RGB and Web Safe RGB equivalent colors are as follows:

- A Swirl Orange:**  
R:235 G:160 B:46  
R:FF G:B8 B:0
- B Swirl Black:**  
R:204 G:204 B:204  
R:CC G:CC B:CC



**Keep art elements and text a minimum of (x) distance from the logo**



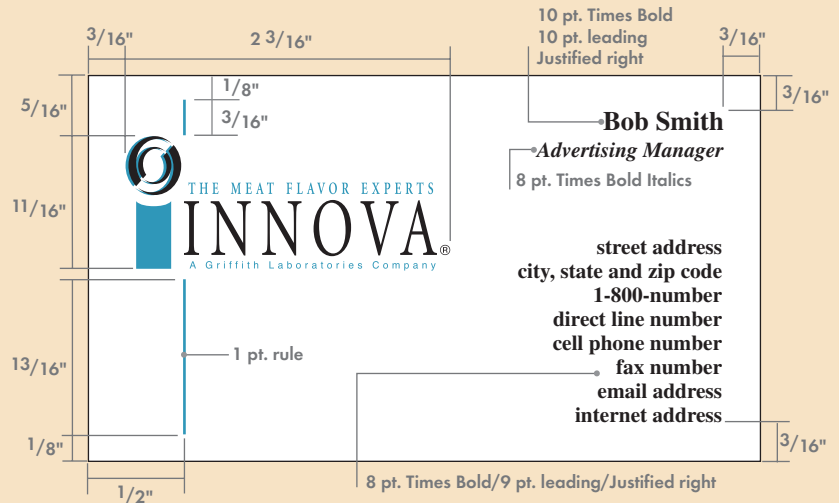
**NOTE:** The INNOVA 'Swirl' graphic and company logo must be positioned together as shown above. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.

# INNOVA Business Cards

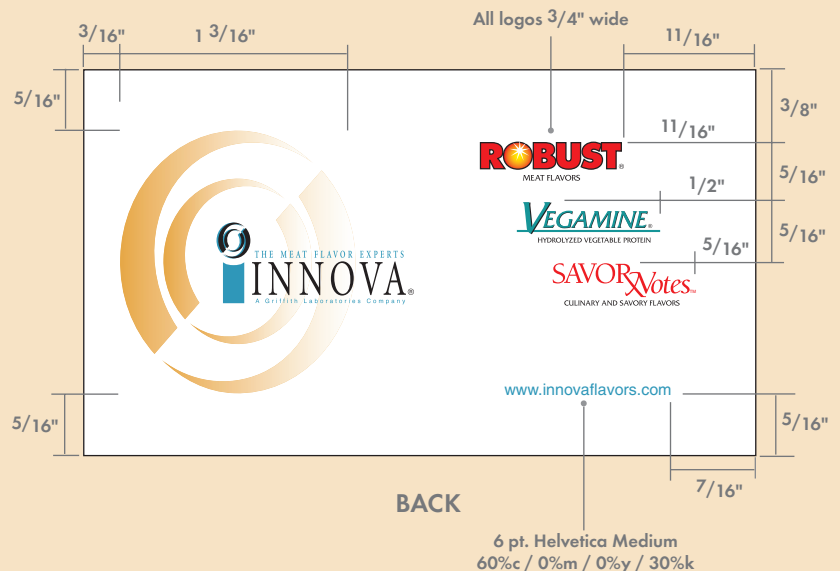
Business cards are an important first impression of our brand. These guidelines will help you understand how to consistently and correctly prepare business cards for employees. Follow these guidelines whenever preparing or printing business cards for INNOVA. If you have any questions or need additional guidance, contact the INNOVA Marketing Department.

## Print Applications:

The INNOVA business card prints both sides 4-color (CMYK) only. DO NOT print in black and white, DO NOT change or alter the business card design.



FRONT



BACK

Contact the INNOVA Marketing Department to receive the complete Brand Standards Package on CD; containing the Brand Standards Guide (pdf) and all the acceptable INNOVA logo files for print and the internet.



## INNOVA Headquarters

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