



Lee Kum Kee Identity and Logo Usage Guideline

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GUIDELINE OVERVIEW

This updated 2019 December edition guideline supersedes all previous versions.

This guideline is intended to facilitate the effective use and consistent presentation of the Lee Kum Kee brand identity, as presenting an inconsistent image can confuse our consumers and undermine our message.

With few exceptions, the logos should be used only to represent Lee Kum Kee goods and services.

Always use master artwork of the logos when reproducing any logo design.

This set of guidelines provides the basic standards for proper and consistent use of the Lee Kum Kee logos. All zones are required to refer to this logo guideline and apply with good common sense for usage. Zone heads will be responsible in ensuring brand consistency abiding to the guideline.

You are also recommended to use the designated printing companies approved by Global Procurement for production of printed materials with logos mentioned in this guideline.

Should you have any questions or concerns about the logo usage, please consult Brand Communication, Global Marketing team.

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THE OFFICIAL LEE KUM KEE LOGOS

There are two official versions of the Lee Kum Kee logo, one comes with the Lee Kum Kee all communication level logo – the bridge logo and the other comes with the Lee Kum Kee package logo – the golden plaque logo.

The standard logo

Red Bridge Logo

All communication Level



Golden Bridge Logo

All communication Level

ONLY for XO sauce, neck label and Japanese product range (Soy Sauce & Sesame Oil).



Golden Plaque Logo

Package Level

****This logo should ONLY be used on product front label****

For Asian Markets



For Mainstream Markets



GENERAL USAGE GUIDELINES – BRIDGE LOGO

USAGE OF THE LEE KUM KEE LOGOS

RED BRIDGE LOGO

Lee Kum Kee red bridge logo is the corporate identity of “Lee Kum Kee” group. It should be used in any communication of Lee Kum Kee as a corporate where applicable.

GOLDEN BRIDGE LOGO

Lee Kum Kee golden bridge logo usage is similar as red bridge logo, yet it can **only be used** for Lee Kum Kee XO sauce, neck label and Japanese product range (Soy Sauce & Sesame Oil).

WHO CAN USE THE LOGO?

The logo should be used only by Lee Kum Kee staff in internal communications and conducting official business.

Exceptions: The logo can be used by business partners or other organisations involved in co-sponsoring an event or activity with Lee Kum Kee, subject to approval and review of specific usage of the logo by Brand Communication, Global Marketing of Lee Kum Kee.

TRADEMARK

Any use of “Lee Kum Kee” name or logos should comply with this guidelines. In any case, do not attach the trademark symbol [™] or registered trademark symbol [®] to the name nor the logo unless written approval is granted by Brand Communication, Global Marketing of Lee Kum Kee with the endorsement of Headquarters legal function.

FOR WHAT PURPOSE SHOULD IT BE USED?

- Product packaging and carton boxes
- TVC or print advertisement
- Instore-POSM
- Offline marketing materials – print, recipe booklets, restaurant menu, etc.
- Online marketing materials – social contents, videos, websites, etc.
- Promotional items, premium for consumer/foodservice promotion
- Consumer or foodservice events
- Product catalogues
- Sales presentation deck

OBTAINING ARTWORK

The Lee Kum Kee corporate and brand logos can be downloaded from:
<http://intranet.lkk.com>.

EXCEPTIONS AND APPROVALS

All uses of the bridge logo must follow this usage guidelines. In case of uncertainty, please seek advice from Brand Communication, Global Marketing of Lee Kum Kee.

Should exceptions be required, special usage of the logo must be reviewed by Brand Communication, Global Marketing of Lee Kum Kee before going to media, print, press or appearing online.

GENERAL USAGE GUIDELINE – GOLDEN PLAQUE



USAGE OF THE GOLDEN PLAQUE LOGO

Lee Kum Kee golden plaque logo is the brand identity of “Lee Kum Kee” (sauces and condiments) that depicts the trustworthiness, quality and heritage of the brand. **It should be used on Lee Kum Kee product front label only.**

WHO CAN USE THE LOGO?

The logo should be used only by Lee Kum Kee staff in product label & designated suppliers related to label matters.

TRADEMARK

Any use of “Lee Kum Kee” name or golden plaque logo should comply with this guidelines. In any case, do not attach the trademark symbol ™ or registered trademark symbol ® to the name nor the logo unless written approval is granted by Brand Communication, Global Marketing of Lee Kum Kee with the endorsement of Headquarters legal function.

FOR WHAT PURPOSE SHOULD IT BE USED?

- Product label ONLY

OBTAINING ARTWORK

The Lee Kum Kee golden plaque logos can be downloaded from: <http://intranet.lkk.com>.

EXCEPTIONS AND APPROVALS

All uses of the golden plaque logo must follow this usage guidelines. In case of uncertainty, please seek advice from Brand Communication, Global Marketing of Lee Kum Kee.

Should exceptions be required, special usage of the logo must be reviewed by Brand Communication, Global Marketing of Lee Kum Kee before going to media, print, press or appearing online.

LEE KUM KEE LOGO USAGE STANDARDS OVERVIEW

The Lee Kum Kee red bridge logo should be used in all occasions with exception specified in this document.



The Lee Kum Kee golden bridge logo should be used on communication related to Lee Kum Kee XO sauce, neck label and Japanese product range (Soy Sauce & Sesame Oil).



The Lee Kum Kee golden plaque logo should only be used on Lee Kum Kee product front label.



THE BRIDGE LOGO

BRIDGE LOGO BACKGROUND

In 1988, Lee Kum Kee celebrated its 100th anniversary and adopted a new corporate red bridge logo. The red colour symbolizes the celebrations and good luck of Chinese culture and the bridge symbolizes the company's vision to facilitate the exchange of culinary cultures between the East and the West, while the unique purple text represents our "Constant Entrepreneurship".

A commitment to the consistent use of our logos is crucial to preserving the integrity of the Lee Kum Kee brand. Incorrect usage can dilute or harm the brand and can diminish our ability to prevent infringement by others.



CORRECT LOGO USAGE – RED BRIDGE LOGO

- The logo should be placed on a background with strong enough contrast against the logo.
- On dark coloured background or background of the same colour as on the logo, white halo effect should be added to allow the logo to stand out. The halo effect needs to include “LEE KUM KEE” wording.
- Red background must not show through the Chinese name of Lee Kum Kee in the red bridge.



PANTONE 485C
CMYK 0,100,100,0
RGB 237,28,36
HEX #D81E05

PANTONE white
CMYK 0,0,0,0
RGB 255,255,255
HEX #FFFFFF

PANTONE 527
CMYK 70,100,0,0
RGB 122,30,153
HEX #7A1E99



CORRECT LOGO USAGE – GOLDEN BRIDGE LOGO

- The logo should be placed on a background with strong enough contrast against the logo.
- On dark coloured background or background of the same colour as on the logo, needs to make sure the logo stands out.

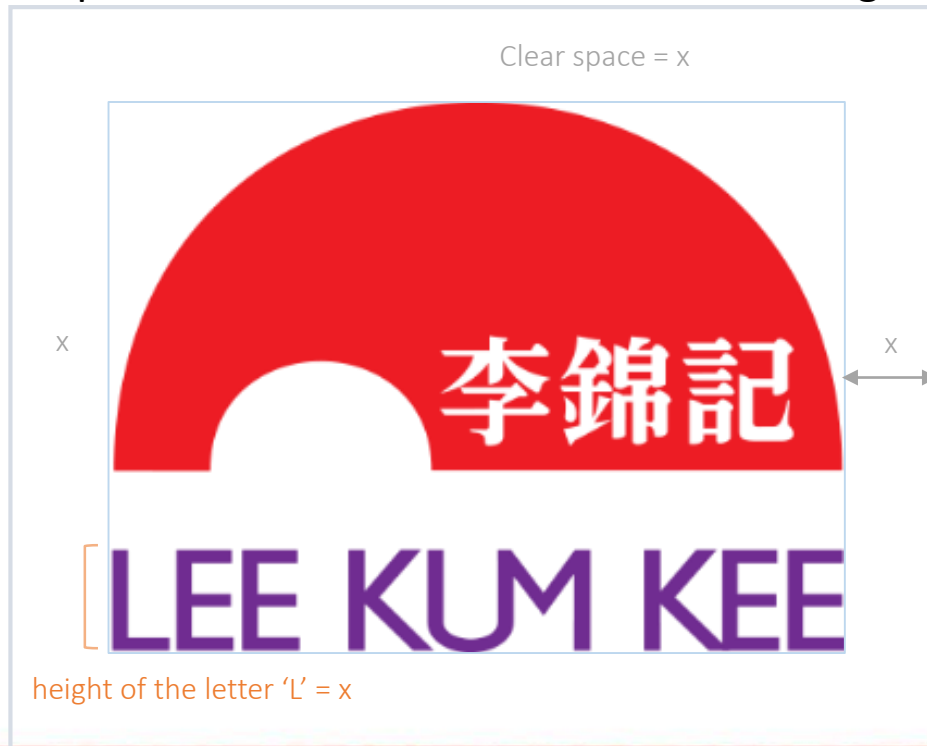


SIZE GUIDELINE – BRIDGE LOGO

The Lee Kum Kee logo should appear large enough to be clearly identified. For general communication materials, minimum logo size is 10mm.

For product label, if it is smaller than 10mm, need to submit for special approval and “Lee Kum Kee” brand name must be readable.

To make sure our logo is legible, and to maintain its integrity, keep the area surrounding it free of other elements. The minimum clear space is defined as “x”, where x is the height of the letter “L”. Try to maximise clear space whenever possible.



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RED BRIDGE LOGO ON DIFFERENT COLOUR BACKGROUNDS

Special note: for all colours, please use full colour logo instead of monotone, therefore this halo treatment is necessary to have and help the logo stands out.

REVERSE LOGO
DARK BACKGROUND



PRIMARY LOGO
LIGHT BACKGROUND



GOLDEN BRIDGE LOGO ON DIFFERENT COLOUR BACKGROUNDS

DARK BACKGROUND



LIGHT BACKGROUND



MONOTONE LOGO WITH WORDS – BRIDGE LOGO

The mono versions of the bridge logo is a less preferred treatment and should only be used when colour versions for print or production methods cannot be used. E.g. screen printing, embroidery on promotional merchandise, etc. The monotone version prints or reproduces as a solid image in single colour.

Preferred colours



Special note: the brand name inside the bridge has to be 'transparent'.

Examples on burgundy and dark color background:



Examples of tone on tone printing:



MONOTONE LOGO WITHOUT WORDS - BRIDGE LOGO

Bridge logo without words can only be used in cases, when

1. text will be too small to show
2. being used on premiums to project a subtle image

In these circumstances, full company name or full logo should be printed on another position of the same item. E.g. full company name or logo should be printed on the label of a shirt if the bridge logo without words is used.

Preferred colours



PANTONE 485C
CMYK 0,100,100,0



METALLIC GOLD*
PANTONE 872C
CMYK 20,30,40,20

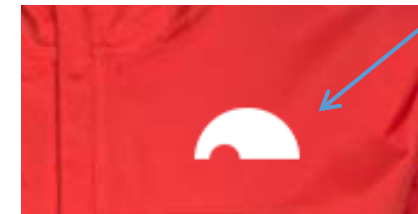


METALLIC SILVER
PANTONE 877C
CMYK 0,0,0,40



PANTONE WHITE
CMYK 0,0,0,0

Example on a jacket:



SUMMARY OF BRIDGE LOGO USAGE



FULL COLOUR BRIDGE LOGO

- Primary usage
- Should be used in all promotional materials

golden bridge logo **only be used for Lee Kum Kee XO sauce, neck label and Japanese product range (Soy Sauce & Sesame Oil)**

MONO COLOUR BRIDGE LOGO with WORDS

- Should only be used when material cannot print out full color
- Logo red is primary selection

MONO COLOUR BRIDGE LOGO without WORDS

- Can only be used when material cannot print out full colour/mono colour with words clearly
- If this logo is used, should have the full name of Lee Kum Kee put on same object somewhere

USAGE OF BRIDGE LOGO

ADVERTISING & COMMUNICATION MATERIALS

ALWAYS “DO” FOR BRIDGE LOGO

DO use only approved logo assets

Don't recreate the logo.



DO provide clear space

Make sure the minimum clear space is applied to the logo. Maximize clear space wherever possible.



height of the letter 'L' = x

DO contrast with the background

Make sure the logo reads clearly and has sufficient contrast with a background colour or photo.



INCORRECT USAGE OF BRIDGE LOGO (1 OF 2)



LEE KUM KEE

DON'T change the size or position relationship of any elements within the logo.



LEE KUM KEE

DON'T change colour or re-create the colour tone.



LEE KUM KEE

DON'T add ® as it may be offence in country where registration not filed locally



LEE KUM KEE

DON'T modify the logo in any way (e.g. redraw, distort, rotate, etc.)



LEE KUM KEE

DON'T change the typeface, font size and spacing of the logotype.



LEE KUM KEE
LEE KUM KEE SHOP

DON'T enclose the marks in a shape or combine it with other design elements or effects.

INCORRECT USAGE OF BRIDGE LOGO (2 OF 2)



DON'T place the logo over busy photographic background



DON'T place the bridge logo in close proximity to golden plaque logo



DON'T only add effect with bridge but not wording



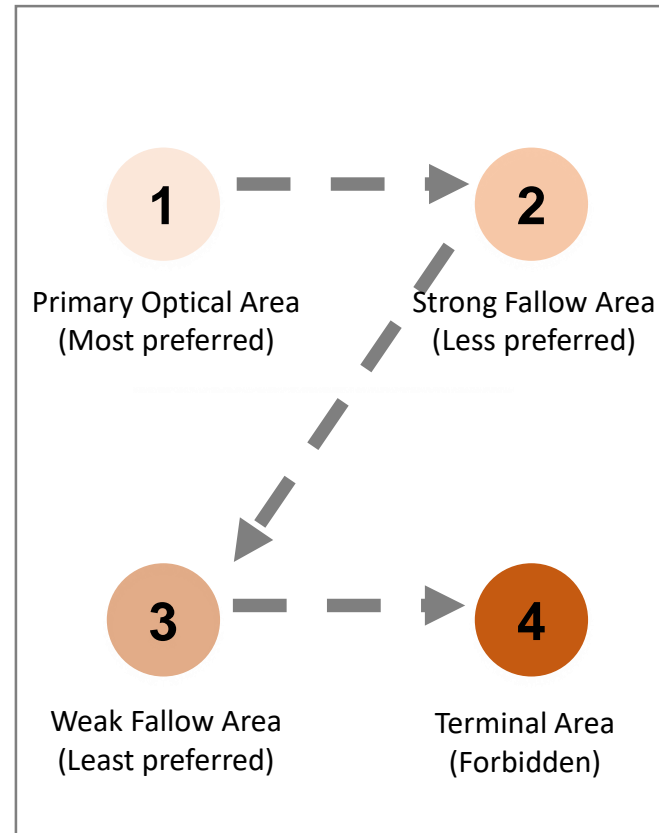
DON'T create logo lockups by adding text in close proximity to the logo



DON'T overlap the logo with other logo/icon

RECOMMENDED POSITION

Primary Optical Area is recommended for the placement of red bridge logo. However, depending on the creative of the design, market has the flexibility to adjust the logo position. The treatment of logo in the examples shown in the following sections are highly recommended but not compulsory.

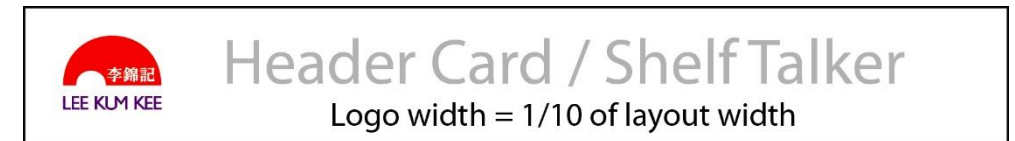
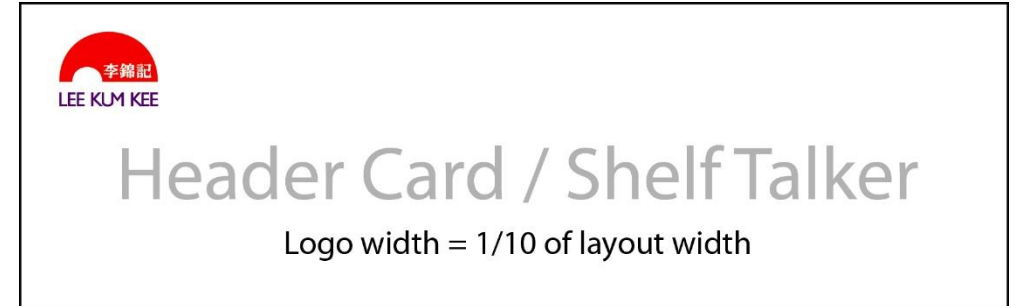


Reference: <http://vanseodesign.com/web-design/3-design-layouts/>

Shelf Vision/Side Banner

Optimal Size: logo height = 1/13 of layout height

Minimum Size: logo width = 20mm



Header Card/Shelf Talker

Optimal Size: logo width = 1/10 of layout weight

Minimum Size: logo width = 20mm

Position: Primary Optical Area

PRINT AD



LEE KUM KEE

Print

Logo height = 1/13 of layout height

Vertical Layout
Optimal size: logo height = 1/13 of layout height
Minimum size: logo height = 20mm
Position: Primary Optical Area



LEE KUM KEE

Print

Logo width = 1/10 of layout width

Horizontal Layout

Optimal size: logo width = 1/10 of layout width
Minimum size: logo width = 20mm
Position: Primary Optical Area

PRINT AD LOGO USAGE REFERENCE



TVC

Optimal Size: logo width = 1/10 of screen width

Minimum Size: logo width = 240px

Preferred Location: Primary Optical Area (please avoid clashing with TV station logo.)

****Always-on logo treatment****

Reference



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ONLINE VIDEO

The logo should be big enough to ensure its clarity on mobile/tablet.
The logo should be placed on top to avoid being distracted by the play bar.

****Always-on logo treatment****

Reference



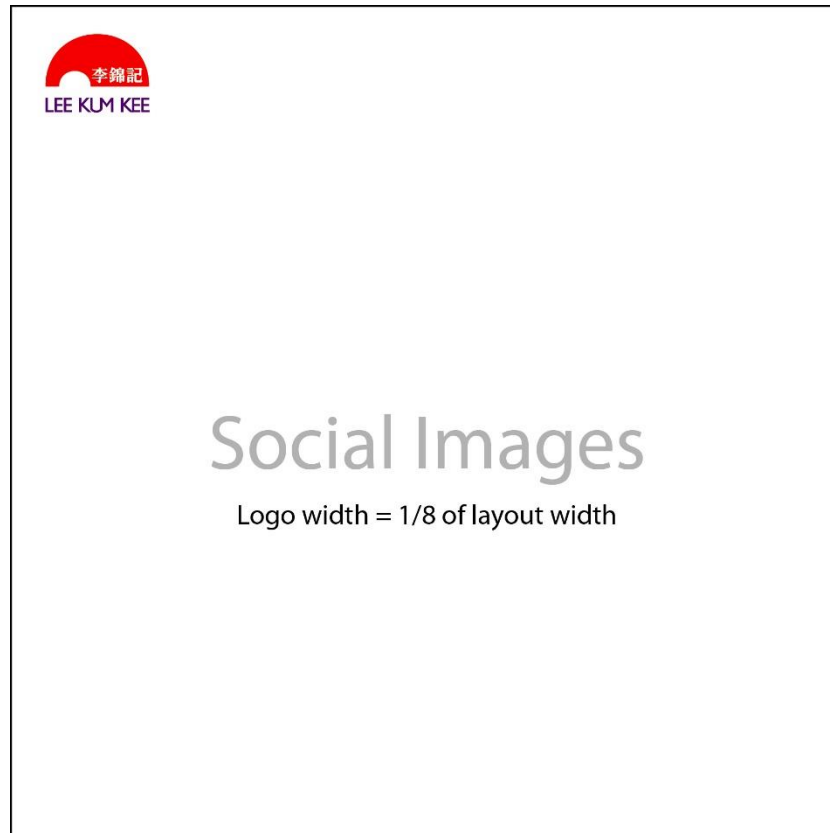
SOCIAL MEDIA POST

Square/Vertical

Optimal Size: logo height = 1/8 of layout height

Minimum Size: logo width = 100px

Position: Primary Optical Area



Horizontal

Optimal Size: logo width = 1/6 of layout width

Minimum Size: logo width = 100px

Position: Primary Optical Area

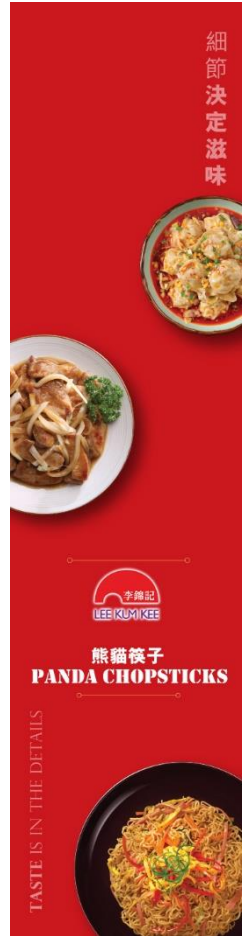


SOCIAL MEDIA POST LOGO USAGE REFERENCE



GIFT & PREMIUM REFERENCE

Procurement of the gift and premium should strictly follow the procedures and requirements outlined in the CPP.



THE GOLDEN PLAQUE LOGO

GOLDEN PLAQUE LOGO BACKGROUND

Before the 1920s, Hong Kong shop signs were typically black boards with the owner's name or brand written in gold paint. To reinforce the brand's credibility, shop owners would assert their integrity by saying, 'if you're not satisfied, come back and wreck my signboard.' Golden signboard (金漆招牌) is therefore an old Hong Kong say that symbolizes 'trustworthiness.'

Established since 1888 and based in Hong Kong, Lee Kum Kee, a family owned business, has become a household name beyond China (as an essential condiment in Asian cooking) as well as an international brand - a symbol of quality and trust. In 1994, Lee Kum Kee launched a new "golden plaque logo" inspired by the story of golden signboard. Our brand identity appeared on all Lee Kum Kee products (except POS & XO Sauce), which depicts the trustworthiness, quality and heritage. It replaced our first brand trademark which was launched in 1960s to facilitate the export business.

The new brand logo –
Golden Plaque Logo
launched in 1994



Trustworthiness
Quality
Heritage

The first brand trademark
used in 1960s



CORRECT LOGO USAGE – GOLDEN PLAQUE LOGO

There are TWO formats of the logo designed to be used in various applications. **The primary format is the horizontal version which should be used in all product front label where possible.** The secondary format is the vertical version, which may be used in rare case of space restrictions or other design considerations that the preferred primary format cannot be accommodated in the available space.

Kindly note the mainstream logo is not available in vertical format.

The typographic of the brand name and brand origin is specially designed and does not belong to any standard font type. Do not attempt to recreate it.

The frame space should come in transparent.

PRIMARY
(HORIZONTAL FORMAT)

Golden plaque logo
for Asian markets



Golden plaque logo
for Mainstream
markets



SECONDARY
(VERTICAL FORMAT)



Vertical format of golden plaque logo for
mainstream markets is not available.

SIZE GUIDELINE – GOLDEN PLAQUE

To make sure our logo is legible and to maintain its integrity, the area surrounding it needs to be free of other elements. The minimum clear space is defined as “x”, where x is the height of the top left frame; try to maximise clear space whenever possible.

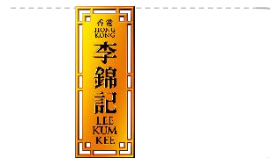
In any cases, legibility should always be the top priority – always ensure the brand name and brand origin is readable.



Minimum size
logo width = 20mm (Print) /
100px (Screen)



Minimum size
logo height = 20mm (Print)
/ 100px (Screen)



height of the
frame = x = clear
space




Special note: Never attempt to recreate the logo – always use the artwork provided and adhere to the usage guidelines.

MONOTONE LOGO – GOLDEN PLAQUE

The mono version of the golden plaque logo is a less preferred treatment and should only be used when colour version for print or production methods cannot be used. The monotone version prints or reproduces as a solid image in single colour.

Preferred colours



 **METALLIC GOLD***
PANTONE 872C
CMYK 20,30,40,20

Special note: the frame space, brand name and brand origin have to be 'transparent'.

SUMMARY OF GOLD PLAQUE LOGO USAGE



FULL COLOUR HORIZONTAL GOLDEN PLAQUE LOGO

- Primary usage
- Should only be used on product front label
- Mainstream version should be used for “mainstream” markets only

FULL COLOUR VERTICAL GOLDEN PLAQUE LOGO

- Only for rare case of space restrictions or other design considerations
- Does not come with a vertical mainstream version

MONO COLOUR BRIDGE LOGO with WORDS

- Should only be used when material cannot print out full colour

USAGE OF PLAQUE LOGO ON PRODUCT LABEL

ALWAYS “DO” FOR PLAQUE LOGO

DO use only approved logo assets

Don't recreate the logo.



DO provide clear space

Make sure the minimum clear space is applied to the logo. Maximize clear space wherever possible.



DO contrast with the background

Make sure the logo reads clearly and has sufficient contrast with a background colour or photo.



INCORRECT USAGE OF PLAQUE LOGO (1 OF 2)



DON'T change the size or position relationship of any elements within the logo.



DON'T change colour or re-create the golden gradation background.



DON'T add effects to the logo.



DON'T modify the logo in any way (e.g. redraw, distort, rotate, etc.)



DON'T change the typeface, font size and spacing of the logotype.



DON'T enclose the marks in a shape or combine it with other design elements or effects.

INCORRECT USAGE OF PLAQUE LOGO (2 OF 2)



DON'T place the logo over busy photographic background



DON'T place the corporate bridge logo in close proximity to the logo

NEVER IN VERTICAL FORMAT



DON'T create a vertical format of the logo for mainstream markets



DON'T create logo lockups by adding text in close proximity to the logo



DON'T overlap the logo with other logo/icon



DON'T use similar background colour with logo (yellow, orange tone)

PRODUCT FRONT LABEL REFERENCE



BRAND NAME TAGLINE WORDING USAGE

BACKGROUND OF BRAND NAME IN TAGLINE

- To create a stronger association with the brand, embraces “Lee Kum Kee” brand name into the tagline (e.g. 李錦記 餐餐陪住您/蠔油當然是李錦記).
- “Lee Kum Kee” brand name in tagline needs to apply specific colour, which has to be readable and easy to recognize.
- If zone head finds it is difficult to embrace brand name in tagline, 2nd best option would be to include brand name together with product descriptor (e.g. 李錦記 蠔油 醃肉一支到味).
- If there is any exceptional case, please consult Brand Communication, Global Marketing team.

CORRECT BRAND NAME TAGLINE WORDING USAGE

- The brand name tagline should be placed on a background with strong enough contrast to show wording.
- On dark coloured background or background of the same colour as on the brand name, special treatment might be used to highlight the brand name, yet it should not block any visibility while usage.
- Golden wordings should only be used with golden bridge logo.
- The typographic of the brand name is specially designed and does not belong to any standard font type. Do not attempt to recreate it.

Four colours options



PANTONE 485C
CMYK 0,100,100,0
RGB 237,28,36
HEX #D81E05



PANTONE 527
CMYK 70,100,0,0
RGB 122,30,153
HEX #7A1E99



PANTONE white
CMYK 0,0,0,0
RGB 255,255,255
HEX #FFFFFF

BRAND NAME TAGLINE ON DIFFERENT COLOUR BACKGROUNDS

Special note: for all colours, brand name in logo red is the preferred option for all communications.

DARK BACKGROUND



LIGHT BACKGROUND



SUMMARY OF BRAND NAME TAGLINE WORDING USAGE

李錦記

LEE KUM KEE



PANTONE 485C
CMYK 0,100,100,0
RGB 237,28,36
HEX #D81E05

李錦記

LEE KUM KEE



PANTONE 527
CMYK 70,100,0,0
RGB 122,30,153
HEX #7A1E99

李錦記

LEE KUM KEE



PANTONE white
CMYK 0,0,0,0
RGB 255,255,255
HEX #FFFFFF

李錦記

LEE KUM KEE

RED, PURPLE AND WHITE COLOR WORDING

- Logo red is primary selection.
- Brand name needs to be read clearly and comes with sufficient contrast with background colour or photo.
- Special treatment might be used to highlight the brand name, yet it should not block any visibility while usage.

GOLDEN WORDING

- Should only be used with golden bridge logo.
- Brand name needs to be read clearly and has sufficient contrast with background colour or photo.
- Special treatment might be use to highlight the brand name, yet it should not block any visibility while usage.

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USAGE OF BRAND NAME TAGLINE WORDING ON ADVERTISING & COMMUNICATION MATERIALS

ALWAYS “DO” FOR BRAND NAME TAGLINE

DO use only approved brand name wording assets

Don't recreate the brand name wording.

李錦記

LEE KUM KEE

LEE KUM KEE



DO contrast with the background

Make sure the tagline wording reads clearly and has sufficient contrast with a background colour or photo.

李錦記

LEE KUM KEE

LEE KUM KEE



INCORRECT USAGE OF BRAND NAME IN TAGLINE (1 OF 2)

李錦記

LEE KUM KEE

李錦記

LEE KUM KEE

DON'T change the size or position relationship of any elements within the brand name in tagline.



李錦記

LEE KUM KEE

DON'T place the brand logo and tagline with brand name in close proximity.



DON'T place the tagline with brand name over busy photographic background.

李錦記

LEE KUM KEE

DON'T modify the brand name in the tagline in any way (e.g. redraw, distort, rotate, etc.)

李錦記

LEE KUM KEE

DON'T change the typeface, font size and spacing of the brand name in the tagline.

蠔油當然是
李錦記

LEE KUM KEE

Oyster Sauce:
In a League of Its Own

DON'T create lockups image by adding text in close proximity to the brand name in tagline.

INCORRECT USAGE OF BRAND NAME IN TAGLINE (2 OF 2)

李錦記®

LEE KUM KEE®

DON'T add trademark to the brand name in tagline.



DON'T overlap the brand name in tagline with other logos/icons.

李錦記
LEE KUM KEE



DON'T overlap the brand name in tagline with product.

TAGLINE WITH BRAND NAME ON PRINT AD



李錦記
LEE KUM KEE

蠔油 當然是李錦記

- 始創蠔油，百年自家秘方
- 蠔汁由百分百鮮蠔熬製
- 連續12年世界第一蠔油品牌*

自家管理蠔田

百分百
住家滋味

質
量
百
分
百
堅
持

www.LKK.com LKKHK 李錦記香港

了解更多
QR CODE

*資料來源：Euromonitor International Limited：2019 年罐頭食品食品類廣告：罐頭蠔油類廣告。時間：2007 至 2019 年。以零售量為基礎。之零售額排名。Source: Euromonitor International Limited. Packaged Food 2019ed. as per oyster sauce definition, all retail channels, value sales at retail up to 2007-2018 data.



李錦記
LEE KUM KEE

LEE KUM KEE Oyster Sauce World's No.1*

Self-managed
Oyster Farms

100% Homemade Taste

QUALITY
NEVER
COMPROMISED

Explore more
www.LKK.com
LKKHK

QR CODE

*Source: Euromonitor International Limited. Packaged Food 2019. Data as per oyster sauce definition, all retail channels, value sales at retail, 2007-2017 data.

USAGE OF WEBSITE, GRID PATTERN, AND OTHER LOGO

USAGE OF WEBSITE ADDRESS STANDARD


For website address, only 3 colours should be applied; logo red is the primary selection; on red/reddish colour background, should then use white wording; for 1C printing, should use black colour for the website address.

Only 1 font type should be used: **Arial Narrow**

www.LKK.com

 **PANTONE 485C**
CMYK 0,100,100,0
RGB 237,28,36
HEX #D81E05

www.LKK.com

 **PANTONE white**
CMYK 0,0,0,0
RGB 255,255,255
HEX #FFFFFF

www.LKK.com

 **PANTONE black**
CMYK 0,0,0,100
RGB 0,0,0
HEX #000000

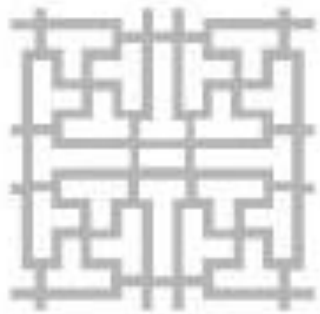
If the website address is to be placed below the Lee Kum Kee logo, 15mm spacing should be reserved between the logo and the website address.



USAGE OF GRID PATTERN STANDARD

Grid pattern should be pasted in 45° clockwise to horizontal line (rotate 135°); pattern should be 20K (darker) overprint on background.

Other grid pattern color is acceptable, except pastel colours.



Current in use color reference




LEE KUM KEE FOODSERVICE LOGO STANDARD


This logo is for food services only and must be in 2 colours tone; it does not come with a single color version.

The original version should not be modified disregard of font type and colours; if oversea markets need to include a local language, it needs to be placed below the Chinese and English wordings with the same width. Before publishing, please send to Brand Communication, Global Marketing for approval.

Original Version

Traditional Chinese
+ English

 **PANTONE 485C**
CMYK 0,100,100,0
RGB 237,28,36
HEX #D81E05

 **PANTONE 527**
CMYK 70,100,0,0
RGB 122,30,153
HEX #7A1E99



Overseas Version

Traditional Chinese + English +
Country Specific Language



Canada Version



United States
Spanish Version



Vietnam Version

****Remark: Country Specific Language should be
same width as Original Version**

QUALITY NEVER COMPROMISED (QNC) LOGO (SINCE 2015)



Simplified Chinese ONLY



Traditional Chinese ONLY



English ONLY



French ONLY



Japanese ONLY



Simplified Chinese + English



Traditional Chinese + English



Deutsch ONLY
(German)



Dutch ONLY
(Netherlands)



Korean ONLY

USE OF SPECIAL CLAIMS / LOGOS

- Usage of special claims/logos to be approved by Corporate R&D/QA in advance :
- All claims/logos like:
 - “No MSG added”
 - “No preservative added”
 - “No artificial colourings”
 - “No additives”
 - “IP soybeans”
 - Halal logo
 - Kosher logo
- All new oyster sauces related claims to be approved by Category Team of GMKT.



~END~