Overview

Positioning Statement
Gordon Signature® is a curated portfolio of delicious, high quality products that help you exceed customer expectations, and build and enhance your premium reputation.

One-Sentence Description
Delicious by design. Distinct by selection. Gordon Signature represents our family’s commitment to uncompromising quality.

Brand Attributes
• Uncompromising Quality Only the finest ingredients and materials go into the creation of each Gordon Signature product.
• Distinct. Gordon Signature products are crafted using only the best methods and are exclusive to Gordon Food Service®.
• Customizable. Use Gordon Signature products as-is, or combine them with other ingredients to create specialty and/or signature dishes.

Target Customers
Primary
• Independent Foodservice
• Healthcare
• Education

Visual Identity
Usage

Logomark
The red, white and black color choices in the Gordon Signature logo speak to Gordon Food Service as the parent brand. The script font is a play on the duality of the Signature name written as a signature, and also lends a feeling of elegance in association with the premium quality of the brand.

Illustrated are callouts of the key elements that make up the Gordon Signature brand and packaging logo.

The Gordon Signature logo always carries a registration symbol.

Typographic Title
First instance of use:
Gordon Signature®

Second and subsequent uses:
Gordon Signature

The registration symbol must appear with the first mention of the brand name in text. In a multi-page piece, use of the brand name in text on the cover does not satisfy the requirement. Please include the registration symbol on the first text mention on an inside page.

Note: The registration symbol in the Gordon Signature brand logo does not satisfy the requirement to use the registration symbol in the first text instance.
Clear Zone

The logo clearance area is the area around the Gordon Signature logo that must remain free of type and “specific” graphic elements in the context of print collateral.

Use the height of the letter “G” in Gordon to determine the measurement used on all four sides of the logo to create the clearance area. The clearance area defines the space in which additional copy or graphic elements must be placed away from the logo.
Restrictions
Do not use any of the versions shown here. These examples represent a sample of potential violations of the logomark and typographic title.

Ideal logo usage is on a white background. It must be easily readable and not on a dark or busy background.
Illustrated on this page are the acceptable four-color process logo and the one-color spot logo for the Gordon Signature brand.

<table>
<thead>
<tr>
<th>Color Mode</th>
<th>CMYK</th>
<th>PANTONE Coated</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>0.100.100.8</td>
<td>186C</td>
</tr>
<tr>
<td>Black</td>
<td>0.0.0.100</td>
<td>Black</td>
</tr>
</tbody>
</table>

Four-Color Process Logo:

One-Color Logo:
**Typography**

The approved fonts are as follows:

**Didot**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Gotham**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

**Gotham Narrow**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Outer Components

Corrugate Specifications
• Prefix and suffix product descriptions should always match the layout of the inner packaging.
• Barcodes should be on at least one long and one short panel. If space allows, they should be on all four panels.

Corrugate Color
Oyster White

Corrugate Ink Colors

PANTONE 876C  Black GCMI 90

Distribution Statement

Canada
• Non-Meat items

U.S.
Typefaces

The same way our logo consistently represents our identity, the typeface used in brand packaging also has a consistent appearance. The typefaces chosen for this purpose are Didiot HTF, Gotham Condensed (Light, Book and Medium) and Gotham Narrow Book.

Didiot HTF

Gotham Condensed Light

Gotham Condensed Book

Gotham Condensed Medium

Gotham Narrow Book
## Inner Components

### Inner Packaging Ink Colors

<table>
<thead>
<tr>
<th>PANTONE</th>
<th>Cool Gray 9</th>
<th>Red 186C</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>GCMI 90</td>
<td>GCMI 74</td>
<td>GCMI 90</td>
<td></td>
</tr>
</tbody>
</table>
## Inner Components

### G Seal Percentile

- The examples below reflect the percentage the G Seal should be when resized within the blue boxed area. A more detailed image is shown on the next page.

<table>
<thead>
<tr>
<th>100%</th>
<th>65%</th>
<th>55%</th>
<th>50%</th>
<th>35%</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="100% example" /></td>
<td><img src="image2.png" alt="65% example" /></td>
<td><img src="image3.png" alt="55% example" /></td>
<td><img src="image4.png" alt="50% example" /></td>
<td><img src="image5.png" alt="35% example" /></td>
</tr>
</tbody>
</table>

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**Packaging**
Inner Components

G Seal Percentile

To determine the size of the G Seal on the package:

1) Create a box within the Primary Display Panel stretching horizontally between the two black lines.

2) Expand the G Seal to the fit in the parameters of the box.

3) Reduce the G Seal to the percentage on the matrix shown on Page 5.

4) Position the G Seal so it mimics the positioning seen at right. The bottom of the Stem of the G and the bottom curve should touch the edges of the box, as shown by blue circles.
Inner Components

G Seal Usage

Primary Usage
The G Seal will be primarily used on the front of the package on the Primary Display Panel or PDP.

Occasional Usage
A secondary usage of the G Seal will be as an accent where it is accompanying the Signature Statement, seen at the right at 100%. The minimum size for the G Seal is .65” x .65”.

Delicious by design.
Distinct by selection.
Gordon Signature® represents our family’s commitment to uncompromising quality.

Délicieux. Remarquables.
Les produits de marque Gordon Signature® représentent l’engagement de notre famille envers une qualité sans compromis.
Option 3

THIS SIDE UP
ESTE LADO HACIA ARriba

Nutrition Facts/Datos Nutricionales

Serving Size/Tamaño de porción 2 cooked slices/2 rebanadas cocinadas (14g)
Servings Per Container/Porciones por recipiente 200
Amount Per Serving/Cantidad por porción

% Daily Value*/% de valor diario*

Total Fat/Grasa total
6g
8

Saturated Fat/Grasa saturada
2.5g
12

Trans Fat/Grasa trans
0g
3

Cholesterol/Colesterol
10mg
3

Sodium/Sodio
300mg
13

Total Carbohydrate/Carbohidrato total
1g
0

Dietary Fiber/Fibra dietética
0g
0

Sugars/Azúcares
0g
0

Protein/Proteína
4g
0

Calories/Calorías
80
0

Calories from Fat/Calorías de grasa
60
0

*Percent Daily Values are based on a 2,000 calorie diet.
Porcentajes de valores diarios basados en una dieta de 2,000 calorías.

Not a significant source of Vitamin A, Vitamin C, Calcium and Iron.
No constituye una buena fuente de Vitamina A, Vitamina C, Calcio y Hierro.
Outer Components

Partially Printed Corrugate

Option 1

KEEP REFRIGERATED
1-3˚C (33-38˚F)
GARDER AU FROID
1-3˚C (33-38˚F)

THIS SIDE UP
CE CÔTÉ VERS LE HAUT
HANDLE WITH CARE
MANIPULEZ AVEC SOIN

FPO 5” INKJET AREA

Option 2

KEEP REFRIGERATED
1-3˚C (33-38˚F)
GARDER AU FROID
1-3˚C (33-38˚F)

THIS SIDE UP
CE CÔTÉ VERS LE HAUT
HANDLE WITH CARE
MANIPULEZ AVEC SOIN

FPO 5” INKJET AREA
### Nutrition Facts

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Amount</th>
<th>% Daily Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories / Calories</td>
<td>530</td>
<td>20 %</td>
</tr>
<tr>
<td>Fat / Lipides</td>
<td>33 g</td>
<td>51 %</td>
</tr>
<tr>
<td>Saturated / saturés</td>
<td>19 g</td>
<td>58 %</td>
</tr>
<tr>
<td>Trans / trans</td>
<td>1 g</td>
<td>4 %</td>
</tr>
<tr>
<td>Cholesterol / Cholestérol</td>
<td>175 mg</td>
<td>51 %</td>
</tr>
<tr>
<td>Sodium / Sodium</td>
<td>320 mg</td>
<td>13 %</td>
</tr>
<tr>
<td>Carbohydrate / Glucides</td>
<td>53 g</td>
<td>20 %</td>
</tr>
<tr>
<td>Fiber / Fibres</td>
<td>1 g</td>
<td>20 %</td>
</tr>
<tr>
<td>Sugars / Sucres</td>
<td>43 g</td>
<td>0 %</td>
</tr>
<tr>
<td>Protein / Protéines</td>
<td>8 g</td>
<td>20 %</td>
</tr>
</tbody>
</table>

Per 1/14 cake (162 g) / par 1/14 gâteau (162 g)

### Ingredients:

- REAM CHEESE (Pasteurized Milk and Cream, Cheese Culture, Salt), CAROB BEAN GUM, GUAR GUM, XANTHAN GUM, SUGAR, HEAVY CREAM, EGGS, WATER, SUGARED EGG YOLKS, MARGARINE, ENRICHED WHEAT FLOUR, PALM OIL, SALT, SOY LECITHIN, SODIUM BENZOATE, CITRIC ACID, MODIFIED FOOD STARCH, VITAMIN A PALMITATE, NATURAL AND ARTIFICIAL VANILLA FLAVOR, CARRAGEENAN GUM, KONJAC AND TAIRA GUM, DRIED VANILLA BEAN SEEDS, SALT, VANILLA POWDER (MODIFIED FOOD STARCH, VANILLA BEAN, AÇAÍ GUM), CONCENTRATE: EGGS, MILK, SOY, WHEAT.

### Allergen Warning:

MAY CONTAIN TRACES OF PEANUTS AND TREE NUTS.

### Handling:

To prevent cheesecakes from shifting in the box, boxes should be kept horizontal and never tilted. Cheesecakes should be handled gently to prevent the disruption of decorations. Never freeze and then re-freeze product, it affects the overall quality of the product. Never freeze the product, it affects the overall quality of the product.

### Packaging

US Outer Case Label Specifications  Outer Components
Packaging
Printed Material
Gordon Signature® Brand Standards
Rev. May 2016
Brochures

All brochures must be approved by the Brand Team prior to printing or distributing.

An example of the standard Gordon Signature brochure is shown to the right. All brochures must be printed on 100 lb. Flo Dull text-weight stock containing a minimum of 10 percent post-consumer waste fiber.

Footer
(800) 968-4164 • gfs.com
©2016 Gordon Food Service®
UP-ISO28-GSIG-16 • 052016/00478
Paper contains a minimum of 10% post-consumer waste fiber.

Ads

Ads are to be designed with a clean, white, minimalist look. Design elements that can be included consist of the thin black rule, black horizontal rectangle with vertical lines, small red horizontal rectangle, and the G seal. Product photography meeting the Gordon Signature standards should also be utilized.

Fonts

Headline: Didot Regular, all caps, black

Subhead: Didot Italic, red (CMYK: 0/100/100/8)

Body copy: Gotham Narrow Book, black
Photography
Sienna Bakery® Brand Standards
Rev. May 2016
Overview
Gordon Signature photography should have a simple, elegant, and clean look and feel. Photographs of recipes should be staged for culinary, high-end restaurant context, but not white tablecloth. Images can show more casual dishes with a modern or fresh twist—not diner, mom and pop, etc.

Background
Use a white, high quality background or stainless steel, not rustic or antiquated.

Lighting
Lighting should be bright and clean.

Napkins
Napkins may be used for texture or application, but they are not required. When included, use white or gray cloth napkins that are folded loosely or rumpled—not a tight, formal fold.

Depth of Field
Typically a tight, shallow depth of field is expected. Focus on ingredients at forefront of the photo, with the background fading out of focus.

Plating
Plates that are bright white, stainless steel, or other metals are preferred. Rustic-looking dishware should be avoided.

Applications
Products should be plated as if they are being brought to a table, or being plated and prepped in the back of house (i.e., roasting pan, lined-up plates, etc.).

Photography

Gordon
FOOD SERVICE