



BRAND IDENTITY



Sargento Foods Inc.
One Persnickety Place
Plymouth, WI 53073-3547

www.sargento.com

TIMES ROMAN

sargento.com

Our Brand Identity

Primary Brand Logo Treatment

The logo used should be the approved Sargento Brand logo. This logo should be used in all brand applications. It consists of the Sargento name with one large capital "S" followed by small capital letters, two "waves" and a Registration mark reversed out of an angled black bar.

In advertising and promotional usage, this is the preferred treatment of the Sargento website address.

BRAND IDENTITY

23.5% MAGENTA, 100% YELLOW & 30.5% BLACK

OR

100% GOLD PANTONE® 871 METALLIC

OR

HOT STAMPED GOLD

SARGENTO REVERSES TO
WHITE OUT OF 100% BLACK



Alternate Brand Logo Treatment

The alternate treatment incorporates all of the key elements, without the upward angle.

Use only where layout prohibits an angled logo; on sub-packaged brands; or in co-branding situations.



Our Brand Positioning Primary Brand Positioning Logo

The logo should be the approved Sargento Brand Positioning logo. This logo should be used in all brand positioning applications. It consists of the Sargento name with one large capital "S" followed by small capital letters, two waves and a Registration mark reversed out of an angled black bar in addition to a script font tag line and Trademark in black. This logo should always appear angled.

Alternate Brand Positioning Logo

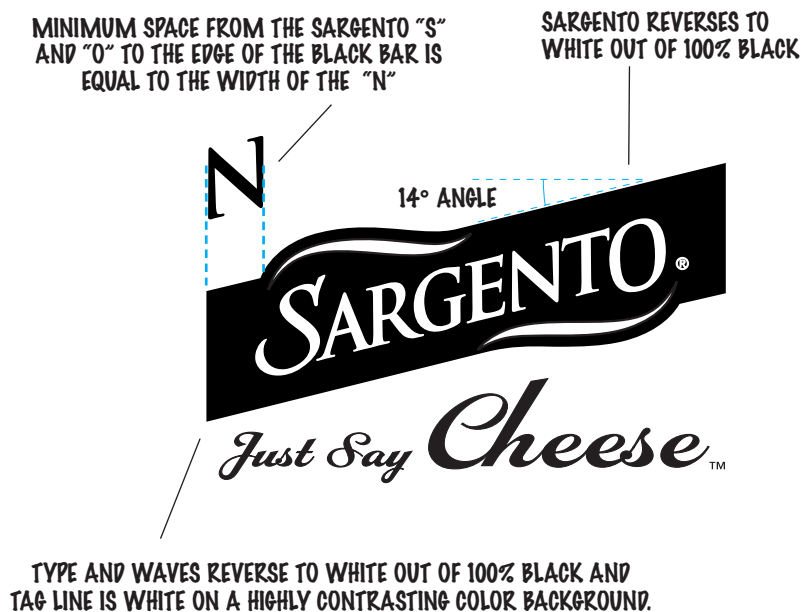
The alternate treatment incorporates all the key elements with the tag line on the same line. Use only where layout prohibits a logo and tagline on two lines.

Our Brand Colors

The Sargento logo must appear in one or two color treatments as shown. No use of any other color in the Sargento logo is acceptable. In all color applications it is acceptable to reverse the tagline to white out of a highly contrasting color background.

One Color Treatments

Type and waves reverse to white out of 100% black.





Color Treatments

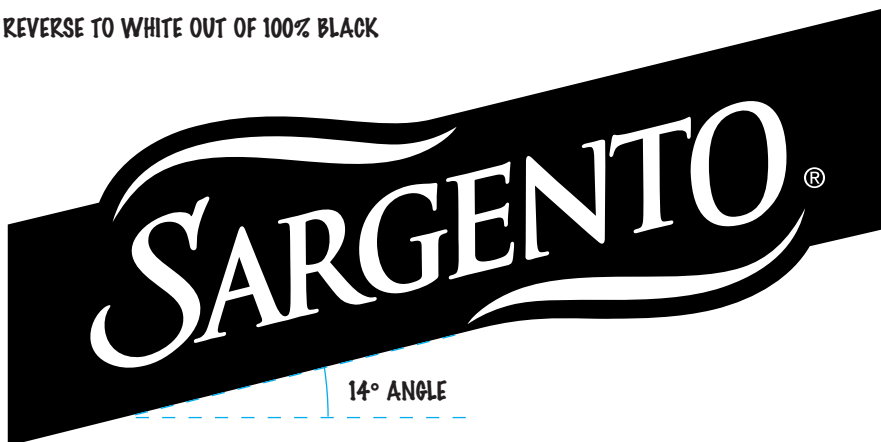
Type:

- Reversed white from 100% black

Waves:

- Process: 23.5% magenta, 100% yellow & 30.5% black
- Pantone: 100% gold Pantone* 871 metallic
- Hot stamped gold

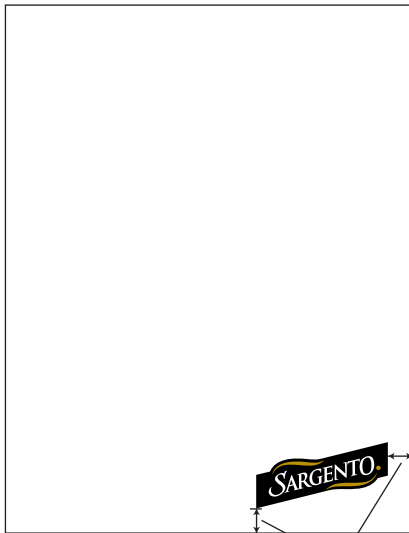
REVERSE TO WHITE OUT OF 100% BLACK



One Color Treatments

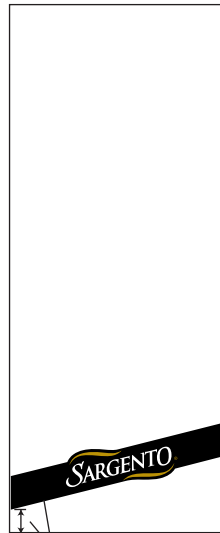
Type and waves reverse to white out of 100% black.

WHEN LOGO CANNOT BLEED EDGE TO EDGE



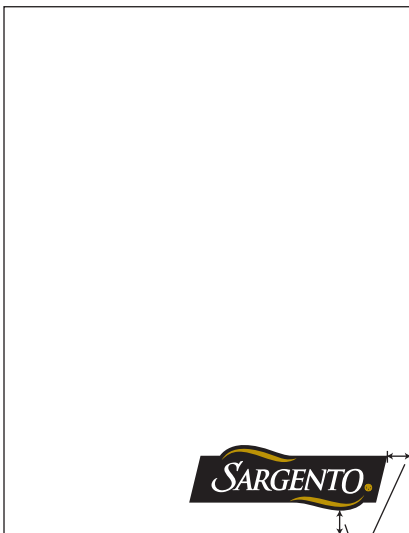
1/2" SPACE

WHEN LOGO CAN BLEED EDGE TO EDGE



THE MAXIMUM BLACK SPACE IS HALF THE DISTANCE OF "SARGENTO" & 1/2" SPACE

WHEN LOGO CANNOT BLEED EDGE TO EDGE



1/2" SPACE

WHEN LOGO CAN BLEED EDGE TO EDGE



THE MAXIMUM BLACK SPACE IS HALF THE DISTANCE OF "SARGENTO" & 1/2" SPACE

INCORRECT



Primary Treatment

Logo is on a 14 degree angle.

Logo cannot bleed edge to edge

Clearance is a 1/2" space based on 8 1/2" x 11" sheet. The space should change in proportion as sheet size changes. The clearance space should never be less than 1/8" or required printing specs.

Logo can bleed edge to edge

The maximum black space is half the distance of "Sargento".

Secondary Treatment

Logo is horizontal.

Promotion and Tie-in Partnerships

Adhere to these guidelines on all partner or tie-in promotions.

Logo

The Sargento logo must be the same size as any other partner or tie-in logos.

Package

Whenever a Sargento package is pictured, it must appear in the correct proportion to all partner or tie-in packages, based on actual size.

General Advertising

Please follow rules and guidelines as noted in brand application. See pages 8-10

Any questions pertaining to usage of these or other applications, please contact the Creative Services Department, Sargento Foods Inc. at 800-558-5802.

TRADEMARK & COPYRIGHT POLICY

TRADEMARK

® Registered Trademark of Sargento Foods Inc.
™ Trademark of Sargento Foods Inc.

TIMES ROMAN

Sargento®

Sargento Creations™

CORRECT

Sargento is pleased to introduce a new line of Shredded Cheese.

INCORRECT

~~SARGENTO~~ is pleased to introduce a new line of Shredded Cheese.

CORRECT

Sargento®

INCORRECT

~~Sargentos~~®

CORRECT

Dippables®

INCORRECT

~~Dippable~~®

COPYRIGHT

© (year of Copyright) Sargento Foods Inc.

Trademark Information

It is critical that, as a user of our Trademarks, you abide by the following guidelines. Improper use could result in the loss of valuable Trademark usage rights or total loss of registration status.

- The registration symbol (®) should be used when the Trademark is federally registered, otherwise use the ™ near the Trademark. The first time a Trademark appears on a page it should appear with a ™ or ®. There after it should be differentiated from its surrounding text by using italics. Never use the Sargento logo in a sentence or a part of a sentence

- Do not pluralize a singular trademark

- Do not remove the “S” from a pluralized Trademark

Copyright Information

Use the example at left in Copyright designation