



Brand Style Guide
Updated Fall 2017

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INTRODUCTION

Welcome to the Universal Pure brand style guide. This document supports leadership, marketing and sales as the company moves forward with a new name and identity.

Consistency of communications is the goal. In a competitive marketplace, a clear focus on our mission and core competencies elevates the brand as a dynamic, powerful presence in the minds of our customers and partners.

Please note that although this brand style guide covers a complete range of examples—the new brand mark, colors, typography and other design elements—it cannot cover all possible usage situations. If you have questions and aren't finding the answers in this guide, please contact Universal Pure Marketing at **tadon@universalpure.com** or **404-444-3937**.

OUR MANIFESTO

Our work is bigger than a process or a procedure.
Because what we do affects families.

Here, we're universally committed to a greater cause:
Making sure every bite and every sip is not only fresh and delicious, but, most importantly, safe.

We have zero tolerance for uncertainty.
We eliminate the "what ifs" with action that earns trust.
We're always on the forefront of what's next,
giving our food and beverage partners the freedom to pursue and reach their business goals.

This is absolute confidence.
This is peace of mind.
This is Universal Pure.

Where each one of us is purely driven to be our very best.

OUR MISSION, VISION AND VALUES

MISSION

Always looking ahead to advance the safety of what we eat and drink today.

VISION

Position Universal Pure as the go-to competitive advantage that our customers rely on for peace of mind and a bigger piece of market share.

VALUES

We CARE about YOU

Universal Pure is built on care. You can see it in our safety programs, employee training, recognitions, rewards and our relationships with employees, customers, suppliers, business partners and community members.

RESULTS matter

Proven and re-proven each day, our focus on results shines bright in terms of the value we create for our customers—operations efficiencies, sales, sustainability efforts and more.

Reliable SERVICE is our responsibility

We stay flexible to meet the changing marketplace conditions and keep the customer at the center of everything we do—earning trust through reliable service, over time.

We COLLABORATE to get BETTER

At Universal Pure, we advance by working together, collaborating and cooperating through teamwork and partnerships to drive continuous improvement.

We DO what we SAY with INTEGRITY

Universal Pure is dedicated to integrity, trust and open communications. We accept responsibility and follow-through on our commitments.



Primary Brand Mark



Universal Pure Hexagon

THE STORY OF OUR BRAND MARK

The new brand mark for Universal Pure is a powerful symbol for the company as it moves forward with a new name, identity and communications strategies.

The hexagon—a symbol rooted in science and technology—represents strength and stability in a fundamental sense. But because this hexagon is composed of multiple segments, it communicates parts coming together to form a whole. There's a relationship among many different elements, a cohesive network united in structure and purpose.

In addition, embedded in the hexagon is an arrow pointed forward. It announces movement and progress and represents the momentum of Universal Pure and its leadership position on the forefront of what's next. The arrow can function on its own yet is fully integrated into the overall system. There's a dynamic balance between the stability of the hexagon and the energy of the arrow.

The word mark within this identity introduces the new name in a typographic style that represents both the solid foundation of Universal and the dynamic excitement of what's next with the crispness of Pure. The two words are visually unified to communicate that these two parts act as one and are stronger because of each other.

The word Pure is centered perfectly within the hexagon. It's a visual punctuation on the promise being made. In just four letters—surrounded by vibrant color with depth and dimension—the word Pure defines a greater cause and conveys that the task at hand which is bigger than a process or procedure. Food safety affects everyone—families, friends, ourselves. That's why Universal Pure is purely driven to be its very best.

Universal Pure

Universal Pure Word Mark

OUR WORD MARK

The word mark within this identity introduces the new name in a typographic style that represents both the solid foundation of Universal with a boldness and the dynamic excitement of what's next with the crispness of Pure.

The two words are unified visually to communicate that these two parts act as one and are stronger because of each other. And note, the company name—Universal Pure—is always written as two words with a capital U and a capital P.

Although the word mark is not considered the primary brand visual of Universal Pure, it is an official representative of the brand. It is available to be used as a stand-alone element when usage or application space command it.



BRAND ELEMENTS: UNIVERSAL PURE ARROW

Embedded in the hexagon is an arrow pointed forward. It announces movement and progress and represents the momentum of Universal Pure and its leadership position on the forefront of what's next.

The arrow can function on its own yet is fully integrated into the overall system. There's a dynamic balance between the stability of the hexagon and the energy of the arrow.



A



B

BRAND ELEMENTS: UNIVERSAL PURE PATTERN

An additional graphic element has been created to convey energy and meaning into brand communications. It builds on ideas expressed in the hexagon itself, that many different pieces are coming together to form a whole in a dynamic network.

This pattern is meant to accompany other elements and should never be used outside of Universal Pure communications without the brand mark (see pages 6-7). Also, never use the hexagon mark on top of the pattern.

Two versions of the pattern have been created to accommodate different application needs: (A) a high-frequency version and (B) a low-frequency version.



A



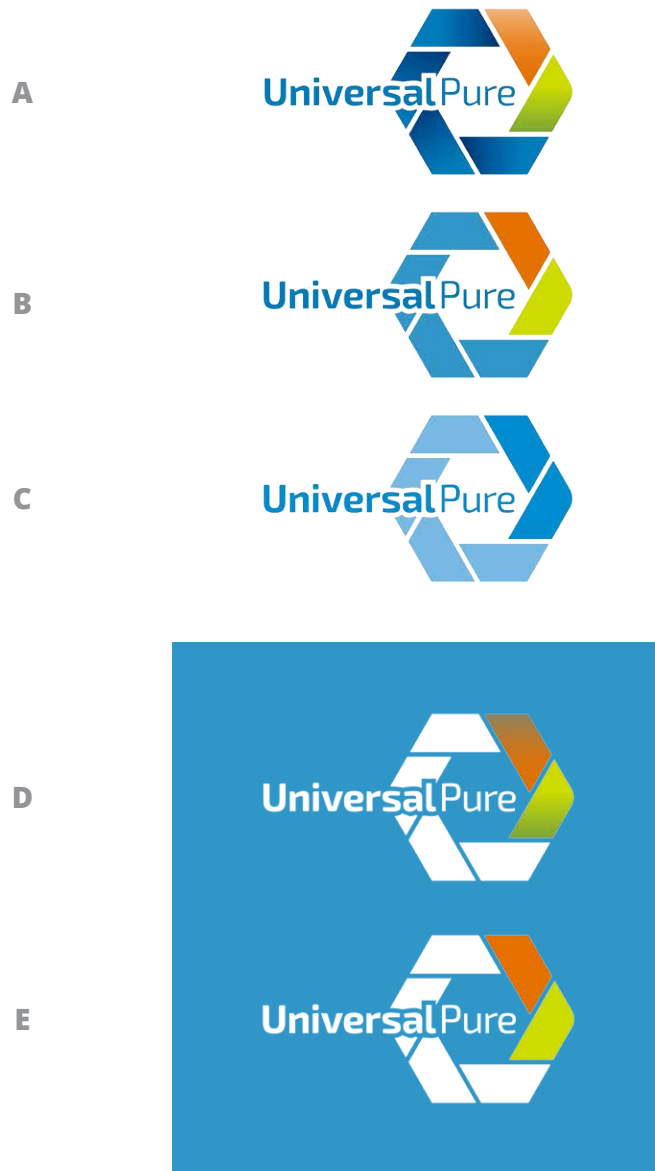
B

PRIMARY LOGO VARIATIONS

The logo has been designed to function over light and dark backgrounds.

- A)** The primary Universal Pure logo is built with a dynamic gradient to suggest energy and depth. One-color or flat options are also available. See next page.
- B)** On a dark background, use this option for clarity and contrast.

LOGO VARIATIONS (CONTINUED)



Variations in the design of the brand mark ensure optimal rendering in many different applications, from printed materials and digital to signage and apparel. Please refer to vendor specifications to inform which option or options are best suited for the project and confirm with the Universal Pure marketing team to ensure the preferred mark is being used.

- A)** Primary brand mark for light backgrounds*
- B)** Flat design without dynamic gradient
- C)** One-color option for light backgrounds
- D)** Primary brand mark for dark backgrounds*
- E)** Flat design option for dark backgrounds

*Preferred version of identity marks

LOGO SPACING



It is crucial to maintain an appropriate amount of clear space around Universal Pure brand marks in any given application.

By using an element from within the mark as a measuring device, the user can ensure the appropriate amount of space is present, regardless of scale.

When applying the full logo, use a segment of the hexagon.

When applying the word mark, use the capital U letter form in the word *Universal*.





Minimum .5 inch wide / 55 pixels wide.



Minimum 1 inch wide / 70 pixels wide.



Minimum .25 inches wide / 16 pixels wide.

LOGO SCALE

To ensure readability and visual integrity, there is a minimum size in which the Universal Pure logo can be used.

Refer to the increments listed here to see how small each of the brand elements can be used.



Never stretch disproportionately.



Never tilt brand mark on an uneven axis.



Never separate elements.



UniversalPure

Never use brand elements in colors outside of brand system.

UniversalPure

Never use another typeface to create the word mark.



Always use appropriate version of logos with relation to background colors.

UniversalPure

Never render the word mark in multiple colors.

HANDLING AND APPLYING BRAND ELEMENTS

The Universal Pure marketing team is your resource for approved artwork files. The elements are available in all formats and do not need to be re-created or altered.



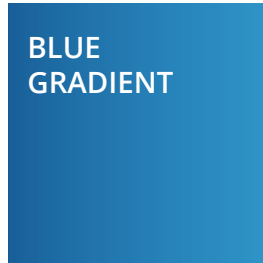
**DARK
BLUE**

Pantone 7462 C
C99 / M72 / Y21 / K5
R0 / G84 / B138
#00538a



**LIGHT
BLUE**

Pantone 7461 C
C85 / M44 / Y4 / K0
R11 / G125 / B187
#0a7cba



**BLUE
GRADIENT**



GREEN

Pantone 381 C
C24 / M0 / Y100 / K0
R205 / G220 / B41
#cddb28



ORANGE

Pantone 152 C
C5 / M67 / Y100 / K0
R232 / G116 / B37
#e87324



**ORANGE
GRADIENT**



**DARK
GRAY**

Pantone Cool Gray 10 C
C61 / M53 / Y48 / K19
R101 / G101 / B106
#656569



**LIGHT
GRAY**

Pantone Cool Gray 5 C
C31 / M25 / Y25 / K0
R179 / G178 / B179
#b2b2b2



**GREEN
GRADIENT**

BRAND COLORS

An engaging and cohesive palette of colors communicates core Universal Pure brand attributes.

Blue suggests safety, stability and purity. Green speaks to sustainability and natural goodness. Orange symbolizes energy and action. Together, the color palette reflects core brand values and attributes.

Unlike some well-known brand identity systems that rely almost exclusively on one color (red for Target, blue for IBM, brown for UPS), the color system for Universal Pure features a wider range of colors to support the main Blue.

Visually, the effect is vibrant and commands attention, but it also reinforces the dynamic nature of Universal Pure's business context. Customers, partners, employees, national locations—all are unique to Universal Pure and play an important role in our success.

The color system, therefore, is a system. It's been carefully chosen and skillfully presented to convey the energy and team effort that keeps us on the forefront of food safety.

Exo 2

Exo 2 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Exo 2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Exo 2 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Open Sans

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

TYPOGRAPHY

Exo 2 is the official typographic expression of Universal Pure. It's contemporary, clear and impactful. It's a dynamic font that performs well in both small and large applications.

Open Sans compliments Exo 2 and should be used for body copy in brand communications. Highly legible, it's precise and active in a visually appealing way.

The Universal Pure marketing team can provide you with approved font family assets.



PHOTOGRAPHY STYLE

Images used in brand communications should always reinforce core brand values of food safety, delicious ingredients and contemporary ideas about shopping, cooking and eating.

Food photography is warm and inviting, and lifestyle photos support the greater cause of Universal Pure. Our work is bigger than any process or procedure. What we do affects everyone—families, friends and ourselves.

The Universal Pure marketing team has a library of approved images and can help you source additional photos for other applications. Contact Toyin Adon-Abel (tadon@universalpure.com) for access to the image library or for help finding new photo assets.

EXAMPLES OF BRAND APPLICATION

