

## 1 - STRAUSS® GROUP RAISED LOGO MARK

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To the right is the Strauss® logo mark. It is the principal mark that represents Strauss® Group Raised. It should be used to represent the brand to all audiences.



## 2 - LOGO MARK MINIMUM SPACE AND SIZE

For maximum impact, a set minimum space should separate the Strauss® logo mark from all other graphic and typographic elements. This area forms an invisible frame around the logo.

The minimum space around the Strauss® logo mark is based on the height of the “S” within the logo. The logo should have a consistent minimum space of the “S” height on all four sides.

Please note that the minimum size requirement of the logo mark is one inch wide.



### 3 - LOGO MARK ON BACKGROUND

For maximum impact, a white rule, the same thickness as the rule within the mark, should separate the Strauss® logo mark from background color or photography. This rule forms a frame around the logo.

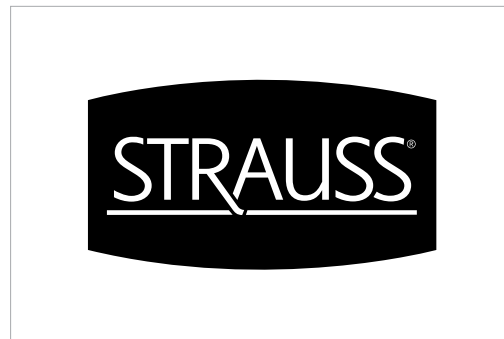
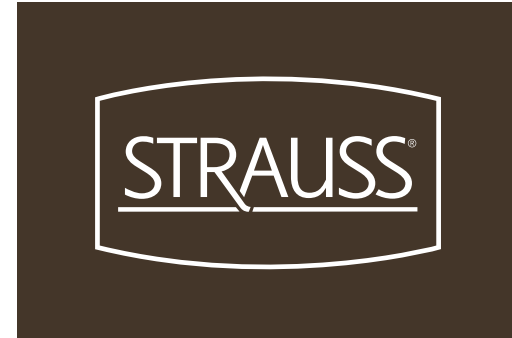
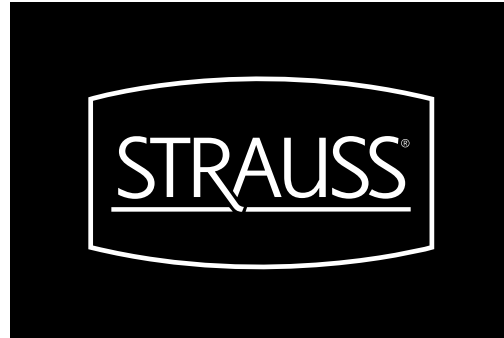


#### 4 - ACCEPTABLE LOGOS

The Strauss® logo mark may be applied in the specific brand color or black and white.

To the right is a chart of the approved color appearances for the logo mark.

The logo mark may be printed in Strauss® Brown (process color or special mix ink) or black. Please see the Brand Color Palette section for specifications.



← Black and White →

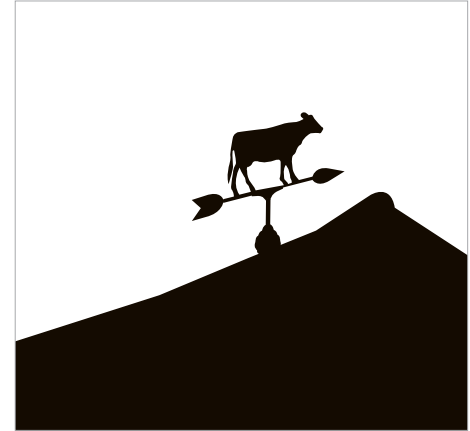
← Strauss® Brown (Process or Spot Color) →

## 5 - GROUP RAISED BRAND IMAGE AND GRAPHIC

For maximum brand impact use the Strauss® Group Raised brand image or brand graphic.



Brand image



Brand graphic

## 6 - TAG LINE AND TYPOGRAPHIC TREATMENT

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The Strauss® Group  
Raised tag line embodies  
the brand promise.

The tag line may be used  
as a headline for advertising,  
promotions and in packaging.

Use the tag line art as shown;  
do not substitute with another  
font outside of the font family.

At times, on packaging  
or labels, the “all Natural”  
statement can appear — to be  
used with disclaimers.

# Veal's New Direction

*all Natural* \*\*

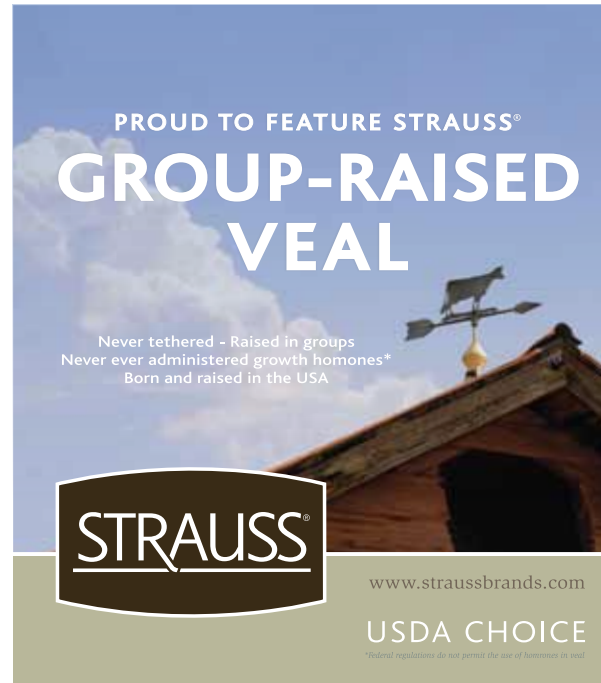
\*\*Minimally Processed - No Artificial Ingredients

## 7 - APPLICATIONS FOR THE BRAND IMAGE, GRAPHIC AND TAG LINE

Shown to the right are examples of the Strauss® Group Raised brand image and graphic applications.

The point of sale and ground veal package examples include the brand image.

The case ready packaging example includes the brand graphic and tag line.



Point of sale



Packaging

## 8 - BRAND COLOR PALETTE

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To the right is the family of brand colors chosen for Strauss® Group Raised.

Strauss® Brown is the signature color of the Strauss® logo. The spot color is a special order mix.



**STRAUSS® BROWN**  
SPOT COLOR Special mix  
Process equivalent: C:67 M:72 Y:83 K:47



**BLUE**  
PANTONE 278C  
Process equivalent: C:39 M:14 Y:00 K:00



**SAGE**  
PANTONE 5855C  
Process equivalent: C:12 M:5 Y:44 K:15



## 9 - TYPE RECOMMENDATIONS

A consistent type style is important in building recognizability and establishing an identity.

The Bliss, ITC Slimbach and Ministry Script font families have been chosen to complement the Strauss® logo mark.

These fonts should be used for all packaging, advertising, collateral and printed communications.

### BLISS FONT FAMILY

Bliss Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Bliss Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Bliss Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

### ITC SLIMBACH FONT FAMILY

ITC Slimbach Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

ITC Slimbach Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*

ITC Slimbach Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

### MINISTRY SCRIPT FONT FAMILY

Ministry Script Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890*