Positioning Statement:	Comprehensive Clean.™

One Sentence Description: Array includes a full range of products delivering the highest standards of cleaning & sanitation in every application.

Brand Attributes:

- **User-friendly.** Multi-lingual packaging, icons, and color differentiation makes Array easy for operators to use.
- **Versatile.** A full range of products are available for many different cleaning applications.
- **Effective.** Array products are made with key ingredients and processes that provide the highest performing cleaning results.
- **Unmatched service.** Array is backed by dedicated Gordon Food Service professionals that provide consultative support, effective training, and reliable service.

Acceptable name representation:

First mention of brand name in text:

Array®

Second and subsequent use:

Array

Unacceptable name representation:

~~GFS Array~~

~~ARRAY~~

~~Array Products~~

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

All subsequent text instances in the same document must appear without the registration symbol.

Note: The registration symbol in the Array logo does not satisfy the requirement to use the symbol in the first text instance.

Examples of acceptable and unacceptable name representations are shown to the left.

Brand Logo:

Three Triangles

Array Brand Name

Black   White
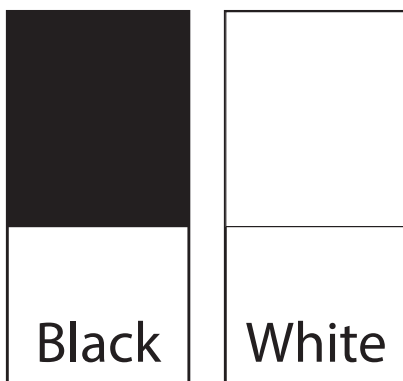
Key Elements and Basic Physical Characteristics

Illustrated to the left are the key elements that make up the Array logo.

The logo features the brand name ARRAY in a heavy square typeset. Three triangles are set together like the top left quarter of a pinwheel.

The Array logo should never be recreated. Electronic art files of the Array logo are available in the following formats: .eps, .jpeg, or .wmf.

Tagline

When space permits, the tagline "Comprehensive Clean.™" should accompany the logo to further drive the brand message. This is an overarching message and applies to print and electronic applications or instances where there is more than one use of the logo.

Specifying Color

The Array logo is made up of Black, but can sometimes be substituted for White.

No other substitutions are permitted.

Logo Safety Net

The safety net is defined as an offset white halo used to isolate the logo from "general" elements that would compete or detract from the best representation of the logo.

The Array logo does not require a safety net and can be placed on a variety of backgrounds.

Logo Clearance Area

The logo clearance area is the area around the Array logo that must remain free of type and "specific" graphic elements.

The "R" of the registration symbol determines the "R-height" of the clearance area and is used as the measurement on all four sides of the logo. No type or "specific" graphic element is allowed to come within the equivalent of the "R-height".

The clearance area is indicated by the empty space around the logo.

Logo Registration Symbol

The Array logo is a registered trademark. The registration symbol must always be used with the logo and in the location shown.

The color of the registration symbol can change for visibility. It must be either 100% Black or 100% White, depending on the background.

The "R" of the registration symbol is used as as measurement for determining the size of the text. Two "R-heights" are stacked to determine the size of the registration symbol proportionately to the size of the logo.

The baseline of the registration symbol is even with the baseline of the logo.

Unacceptable element modifications:

Modifying elements or
type of the logo.

Moving, resizing, or deleting
the registration symbol.

Stretching or condensing
the logo.

Unacceptable color modifications:

Misapplication of logo colors.

Reversing the colors.

Unacceptable logo applications:

Allowing graphic elements to
cover or obstruct the logo.

Placing a shape around the logo.

The Array logo is generally placed directly on the brochure background, which is a white area that gradually transforms to a "burst" of lines. The framed edges of the logo allow it to stand out on a variety of backgrounds.

The color of the background must complement the overall page design or photo color scheme and align with the standard colors of the Array brand & the specific product category.

Helvetiva Neue Bold
Used for headers and main descriptors.

Helvetica Neue Medium Italic
Used for headers and main descriptors.

Helvetica Neue Roman
Used for body copy.

Add Fonts:
Avenir 45 Book - Tagline
Univers 67 Bold Condensed - POS
Optima Roman - POS

The fonts shown to the left are the only fonts to be used for Array marketing materials.

Brochures

Front and Back Pages

Inside Spread

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

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

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Advertisements

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

LOGO
• The logo can be placed at the top or the bottom of the ad, left-aligned at the top or bottom of the ad, or right-aligned at the top or bottom of the ad.

HEADER
• The header must appear either over the image at the top of the ad or in the body copy area at the bottom of the ad.

• Font style, color, and size will vary depending on product type and message, but Helvetica Neue Bold and PMS 646 are typically used.

COPY BOX
• The copy box can be placed on the left or right column of the ad, or centered across the top or bottom of the ad.

• If left- or right-aligned, the copy box will run approximately 3/4" width of the ad.

• If centered, the copy box will run the entire width of the ad.

• The color of the background will complement the overall page design or photo color scheme and align with the standard colors of the Array brand.

BODY COPY
• Font style, color, and size will vary depending on product type and message, but Helvetica Neue Roman is typically used.

IMAGERY AND GRAPHICS
• One main photo is used in the ad, and smaller supporting images may be inset as needed.

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Legal Statement

This offer is limited to licensed foodservice operators. Offer good only in the USA and is void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by Month 00, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 2013. Offer does not apply to bid or contract accounts that have special pricing for these items listed. Any refund amount less than $10 will automatically be processed as a credit to your account.

Rebates

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

HEADER

• Font style, color, and size will vary depending on product type and message, but Helvetica Neue Bold is typically used.

OFFER VALID DATES

• Helvetica Neue Roman, 10 pt., 0.0625" paragraph space after.

PRODUCT ELIGIBILITY STATEMENT

• Helvetica Neue Roman, 10 pt., 0.1875" paragraph space after.

MAXIMUM REFUND

• Helvetica Neue Roman, 11 pt.

PRODUCT INFORMATION

• The subhead, product category, and table information are 10 pt. Helvetica Neue Roman.

• In order LEFT to RIGHT: Reorder No., Product Description, Case Pack, # of Cases Purchased, Refund Amount, Total.

PROOF OF PURCHASE ADDRESS

• The first line is 10 pt. Helvetica Neue Bold, and the second line is 10 pt. Helvetica Neue Roman, 0.1875" paragraph space after.

REBATE FORM

• The first line is 10 pt. Helvetica Neue Bold, and the second line is 10 pt. Helvetica Neue Roman, 0.1875" paragraph space after.

REFUND OPTIONS

• Helvetica Neue Roman, 11 pt., 0.125" paragraph space after.

LEGAL STATEMENT

• Helvetica Neue Roman, 7 pt., 0.125" paragraph space after.

• Postmarked date must be 30 days after promotion ends.

• Fulfilled date must be the month after postmarked date.

All food show collateral must be approved by the Brand Team prior to printing or distributing.

PRODUCT LISTING

Product listings must follow the example to the left. The Array logo is always placed in the center top. The table lists Reorder No., Product Description, and Pack/Size in order from LEFT to RIGHT. The "Distributed Exclusively By" statement is always located at the center bottom of the page.

A product listing can be used as a reference for a specific group of items or the full list of offerings in the Array brand.

Reorder No.	Description	Pack Size
136180	Array® 2-Ply Jumbo Toilet Tissue, 1000'	1/12 ct.
679920	Array Highly Concentrated Rinse Aid	2/3100 ml
739650	Array More Suds Pot & Pan Detergent, Liquid	8/38 flz.

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Sample Kits

All sample kit contents and materials must be approved by the Brand Team prior to printing and distributing.

SUBSTRATES

Samples are packed in the same substrate as what product is shipped, whether they are being shipped via U.S. Mail or the distribution center. Array products are shipped in an oyster white corrugate.

OUTER LABELS, WITH INNER PACKAGING

The following information must be included:

MAIN DESCRIPTOR
• Helvetica Neue Bold
• Font sized 100%

SAFE HANDLING STATEMENT
• Helvetica Neue Roman in all capital letters
• Font sized 50% of main descriptor

NET WT
• Helvetica Neue Roman
• Font sized 75% of main descriptor

DISTRIBUTED BY
• Helvetica Neue Roman
• Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD

The following information must be included, along with the above:

MAIN DESCRIPTOR
• Font style, color, and size will vary depending on product type and message, but Helvetica Neue Bold is typically used.

BAR CODE
• Only required when product is being shipped through a D.C.

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Delivery Method: CDS/Broker

Delivery Method: Distribution Centers

Delivery Method: USPS

Delivery Method: UPS

OUTER LABELS,
WITH INNER PACKAGING

USPS DELIVERY METHOD

The following information must
be included:

MAIN DESCRIPTOR

- Font style, color, and size will
  vary depending on product type
  and message, but Helvetica Neue Bold is
  typically used.

SAFE HANDLING STATEMENT

- Helvetica Neue Roman in all capital
  letters
- Font sized 50% of main descriptor

CUSTOMER ADDRESS

- Helvetica Neue Roman
- Font sized 100%

RETURN ADDRESS

- Gordon Food Service
  P.O. Box 1787
  Grand Rapids, MI 49501

POSTAGE

- Permit number from mailing company

UPS DELIVERY METHOD

The following information must
be included:

DISTRIBUTED BY

- Helvetica Neue Roman
- Font sized 33.3% of main descriptor

FOOTER

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Delivery Method: CDS/Broker

✦ARRAY®

Main Descriptor Sample
NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Delivery Method: Distribution Centers

✦ARRAY®

Main Descriptor Sample
NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY
GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548

Sample No. 123456

000 93901 123456

OUTER LABELS,
WITHOUT INNER PACKAGING

MAIN DESCRIPTOR
• Font style, color, and size will vary depending on product type and message, but Helvetica Neue Bold is typically used.

NOT LABELED FOR INDIVIDUAL RESALE
• Helvetica Neue Roman
• Font sized 75% of main descriptor

SAFE HANDLING STATEMENT
• Helvetica Neue Roman in all capital letters
• Font sized 50% of main descriptor

PREPARATION/ALLERGENS
• Helvetica Neue Roman
• Font sized 50% of main descriptor

NET WT
• Helvetica Neue Roman
• Font sized 75% of main descriptor

DISTRIBUTED BY
• Helvetica Neue Roman
• Font sized 33.3% of main descriptor

D.C. DELIVERY METHOD
The following information must be included, along with the above:

SAMPLE NUMBER
• Helvetica Neue Roman
• Font sized 75% of main descriptor

BAR CODE
• Only required when product is being shipped through a D.C.

FOOTER
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Delivery Method: USPS, UPS, Distribution Centers, CDS/Broker

ARRAY®

Main Descriptor Sample
NOT LABELED FOR INDIVIDUAL RESALE

PREPARATION INSTRUCTIONS: TBD.
CONTAINS: WHEAT, MILK.

Reorder No. 123456

NET WT 12 OZ (34 LB) 56 kg

DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®, GRAND RAPIDS, MI 49548
ADDITIONAL INFORMATION IS AVAILABLE BY CALLING GFS CUSTOMER SERVICE 800-968-6474.
www.gfs.com

INNER LABELS

The following information must be included:

MAIN DESCRIPTOR
- Helvetica Neue Bold
- Font sized 100%

NOT LABELED FOR INDIVIDUAL RESALE
- Helvetica Neue Roman
- Font sized 75% of main descriptor

SAFE HANDLING STATEMENT
- Helvetica Neue Roman in all capital letters
- Font sized 50% of main descriptor

PREPARATION/ALLERGENS
- Helvetica Neue Roman
- Font sized 50% of main descriptor

NET WT
- Helvetica Neue Roman
- Font sized 75% of main descriptor

DISTRIBUTED BY
- Helvetica Neue Roman
- Font sized 33.3% of main descriptor

ADDITIONAL INFORMATION
- Helvetica Neue Roman
- Font sized 33.3% of main descriptor

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Photography Standards

Array photography must always have a clean look and feel. The focal point of the shot is the primary product, while additional elements are in the back and slightly out of focus. Each product within a family is shot in a similar fashion.

BACKGROUND & DINNERWARE

For product shots, the product is shot in a clean environment and typically shot on location, showing the product in the foreground of the shot. The product is placed on varying backgrounds depending on the type of product and the location in which it's shot.

For people shots, the shot takes place on location. The product is shown in the foreground of the shot with the subject using the product.

LIGHTING

For product lighting, some direct lighting is used, while background lighting is mostly diffused. The attention is on the foreground with a blurred background.

For people shots, lighting is consistent with the environment in which it's shot.

INGREDIENTS & FRESH CUES

Array photography does not feature product ingredients or fresh cues. However, a minimal amount of complementary props can be used to complete the shot. For instance, stainless steel appliances, countertops, cleaning tools, or other Array products are commonly used.