



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~~

Brand Name Represented In Text

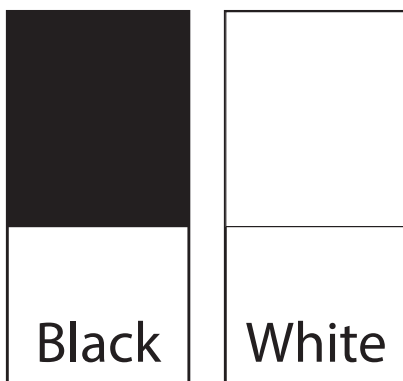
The registration symbol must appear with the first mention of the brand name in text. In a multipage piece, use of the brand name in text on the cover does not satisfy the requirement. The registration symbol must be included on the first text mention on an inside page.

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:



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 a 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.

Unacceptable Logo Options

For consistent communication and portrayal of the brand message, modification of the logo should be avoided. Use of any logo versions shown here, or components thereof, is prohibited. These examples represent potential logo abuses.

See Page 3 for the acceptable 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.



Acceptable Logo Backgrounds

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.

Helvetica 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

Approved Fonts

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

Front and Back Pages



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.

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

Inside Spread

Keep your restrooms clean and your customers coming back.

More than 80% of adults would avoid a restaurant with a restroom they found to be unclean.
Source: Harris Poll, 2010

The restroom is a critical part of your facility. It is a "moment of truth" for your business—for your customers it is a window into the overall hygienic state of your operation, and it will set their impression of your business. The restroom is an important investment that cannot be overlooked.

Make an Impression

- 74% of customers use restroom conditions to judge your kitchen hygiene.
- 50% of U.S. patrons report telling family and friends of bad experiences in restaurant restrooms.
- 46% of patrons would avoid visiting a restaurant where they had a bad experience, or where someone they knew had a bad experience in the restroom.

Top 10 Things in a Restroom That Prevent Your Customers From Coming Back:

- Overflowing toilets
- Unpleasant odors
- Dirty or slippery floors
- Dinky facilities (partitions, doors, doorknobs, walls, sinks, and countertops)
- Insufficient toilet paper
- Overflowing trash cans
- Insufficient liquid soap
- Nonworking dispensers
- Insufficient hand towels
- Touchless faucet failures

The good news is that there are simple ways to make your restroom more welcoming, such as the use of proper cleaning chemicals, touchless technology, and automated air fresheners. Your Gordon Food Service® Customer Development Specialist can explain how the Array® product line will help you come up with a solution that benefits your business and your customers.

1 THE AIR

The first thing a customer is likely to notice about your restroom is the smell. Even a clean-looking restroom can have a foul odor, so don't forget to fight the invisible enemies—odors and bacteria—with products designed to cleanse the air and the drains.

Array Air Fresheners

Ready-to-Use Odor Eliminator, Floral Scent
Reorder No. 593509 | 6/32 flz.
Bio-organic formula masks odor and destroys uric acid and other odors.

Concentrated Deodorizer, Lemon Scent®
Reorder No. 593184 | 4/1 gal.
This effective alternative to aerosol air fresheners adds a true lemon fragrance to the air while counteracting odors. Spray directly into the air or use in mop water. Dilute 1 oz. per one gallon of water.

Array Air Freshener System

This attractively designed and recyclable unit can freshen up to 6,000 cubic feet of coverage* for 60-90 days. Over time, it continuously releases fragrance oils formulated with a neutralizing concentration to encapsulate odors. The unit hinges open and upward, making replacements of refill canisters. This system does not use any harmful propellants, volatile organic compounds (VOCs), or bases.

Air Freshener Dispenser
Reorder No. 176651 | Cabinet - White | 1 ct.

Air Freshener Cartridge, Citrus Scent
Reorder No. 176681 | 1 ct.

Air Freshener Cartridge, Fresh Scent
Reorder No. 176671 | 1 ct.

Array Metered Aerosol System

This metered aerosol dispenser can spray at intervals of 5, 15, or 25 minutes. A powered LED green light shows if the battery is operating properly. A red light indicates low battery power. Metered aerosol cans are made of recyclable steel and can freshen up to 6,000 cubic feet with a fine mist spray. Each canister contains 3,900 sprays and lasts 30 days when sprayed every 15 minutes on 24-hour settings; lasts 60 days when sprayed every 15 minutes on Day or Night settings. The spray is formulated with a neutralizing concentration to encapsulate odors.

Metered Aerosol Dispenser
Reorder No. 177022 | 1 ct.

Aerosol Spray, Linen Scent
Reorder No. 176691 | 12 ct.

Aerosol Spray, Orange Zest Scent
Reorder No. 176691 | 12 ct.

Array Drain and Odor Helpers

Ready-to-Use Bacterial Odor & Grease Digestant
Reorder No. 439487 | 6/32 flz.
Contains five bacteria that quickly digest grease, uric acid, and other organic wastes that cause unpleasant odors. Consistent use eliminates future odor problems in drains and around fixtures. Safe for all pipes.

*Figures shown available at the GFS Marketplace® stores.
*Not available in all areas. Check with your Gordon Food Service® Customer Development Specialist for availability.
*This is dependent on location conditions, such as airflow, heat, humidity, and position of the unit.

57% of patrons would not return to a restaurant with bathrooms that have an unpleasant odor.
Source: Harris Interactive Poll, 2011



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.

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

Rebates

Towel and Tissue

Make sure everyone understands your commitment to an effective cleaning and sanitation program. Features of the Array product line:

- Easy-to-understand bilingual packaging
- Color-coded packaging for easy organization
- Backed by the knowledge and support of Gordon Food Service® professionals



North America's most widely recognized and respected certification of environmental leadership—known for its holistic focus and rigorous criteria.



Offer valid on purchases made from March 17–April 27, 2013.

Offer valid on new business only (products not purchased in the previous six weeks). Customers with contract or special pricing on items listed are not eligible.

Maximum Refund: \$150.00

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
136180	Array 2-Ply Jumbo Toilet Tissue, 1,000'	12 ct.		× \$3.00 =	\$
498084	Array Roll Towel, White, 79" X 350'	12 ct.		× \$3.00 =	\$
498076	Array Roll Towel, Natural, 79" X 350'	12 ct.		× \$3.00 =	\$
169641	Array Roll Towel, Natural, 800'	6 ct.		× \$3.00 =	\$

Case Total:

*If total over 5, receive \$10 off the dispensers below

439851	Array Jumbo Toilet Tissue Dispenser (Holds 2 - 9" rolls)	1 ct.		× \$10.00 =	\$
552577	Array Non-Perforated Roll Towel Dispenser with Lever Control	1 ct.		× \$10.00 =	\$

Total Refund: \$

Mail this form with proof of purchase to:

Array Towel and Tissue, Mail Code 12008-7449-1, PO Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

Contact Name _____

Business Name _____

Address _____

City _____ State _____ ZIP _____

Telephone Number _____ Email Address _____

Gordon Food Service® Customer No. _____ CDS Name _____

Please check one of the following refund options: _____ Credit my account _____ Send a GPS Marketplace® Gift Card

This offer is limited to licensed foodservice operators. Offer good only in the USA and void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by May 31, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 00, 2013. Offer does not apply to bid or contract accounts that have special pricing for the items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

©2013 Gordon Food Service

Keep your Restrooms Clean and your Customers Coming Back



"More than 80% of adults avoid a restaurant whose restroom they found to be unclean."

— 2011 SCA and IBOPE Zogby International Survey



Offer valid on purchases made from September 16–October 27, 2013.

Offer valid on new business only (products not purchased in the previous six weeks). Customers with contracts or special pricing on items listed are not eligible.

Buy from 1 category = \$2 off case, 2 categories = \$3 off case, 3 categories = \$4 off case, or all 4 categories = \$5 off case.

Maximum Refund: \$150.00

High Density Can Liners

Reorder No.	Description	Case Pack	# of Cases Purchased
179951	Array Can Liner, Clear, 7-10 gal, 40PC	20/20	
179952	Array Can Liner, Clear, 12-18 gal, 40PC	20/20	
179953	Array Can Liner, Clear, 20-30 gal, 40PC	20/20	
179954	Array Can Liner, Clear, 30-40 gal, 40PC	20/20	
179955	Array Can Liner, Clear, 7-10 gal, 40PC	20/20	

Towels

Reorder No.	Description	Case Pack	# of Cases Purchased
169220	Array Roll Towel, White, 79"	12/12	
169221	Array Roll Towel, Natural, 79"	12/12	
169222	Array Roll Towel, White, 79"	12/12	
169223	Array Roll Towel, Natural, 79"	12/12	
169224	Array Roll Towel, White, 79"	12/12	

Ready-to-Use Cleaners, Deodorizers, & Disinfectants

Reorder No.	Description	Case Pack	# of Cases Purchased
179110	Array Disinfectant Fast Cleaner	4/12	
179111	Array Aerosol Disinfectant Deodorizer	4/12	
179112	Array Aerosol Deodorizer and Grease Degreaser	4/12	
179113	Array Odor Eliminator Air Freshener	4/12	
179114	Array Disinfectant Air Freshener Lemon Scent	4/12	
179115	Array Disinfectant Air Freshener	4/12	
179116	Array Disinfectant Air Freshener	4/12	
179117	Array Disinfectant Air Freshener	4/12	
179118	Array Disinfectant Air Freshener	4/12	
179119	Array Disinfectant Air Freshener	4/12	

Bath and Facial Tissue

Reorder No.	Description	Case Pack	# of Cases Purchased
179120	Array 2-Ply Jumbo Bath Tissue, White	12/12	
179121	Array 2-Ply Bath Tissue, White	12/12	
179122	Array 2-Ply Bath Tissue, White	12/12	
179123	Array 2-Ply Bath Tissue, White	12/12	
179124	Array 2-Ply Bath Tissue, White	12/12	

Total Refund: \$

Mail this form with proof of purchase to:

Array Restroom Sanitary, Mail Code 12004-7408, PO Box 1787, Grand Rapids, MI 49501-1787

Please complete the following:

Contact Name _____

Business Name _____

Address _____

City _____ State _____ ZIP _____

Telephone Number _____ Email Address _____

Gordon Food Service® Customer No. _____ CDS Name _____

Please check one of the following refund options: _____ Credit my account _____ Send GPS Marketplace® Gift Card

This offer is limited to licensed foodservice operators. Offer good only in the USA and void where taxed, restricted, or prohibited by law. Copies of Gordon Food Service invoices must accompany coupon form and be postmarked by November 30, 2013. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled in Month 00, 2013. Offer does not apply to bid or contract accounts that have special pricing for the items listed. Any refund amount less than \$10 will automatically be processed as a credit to your account.

©2013 Gordon Food Service

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.

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.

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.



<u>Reorder No.</u>	<u>Description</u>	<u>Pack Size</u>
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.

Distributed exclusively by Gordon Food Service®
PO Box 1787 • Grand Rapids, MI 49501 • (800) 968-6474
©2013 • Gordon Food Service® • gfs.com

Delivery Method: CDS/Broker



Main Descriptor Sample

Sub Descriptor Sample

NET WT 12 OZ (34 LB) 56 kg

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

Delivery Method: Distribution Centers

Try our newest
personal care items!

Free samples inside!

NET WT 12 OZ (34 LB) 56 kg

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



Reorder No. 123456



0 0 0 9 3 9 0 1 1 2 3 4 5 6

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.

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

Delivery Method: USPS



Array® is a comprehensive system of high-performance cleaning products that help you achieve the very highest standards of cleaning and sanitation. Our line of Ready-to-Use products covers every part of your organization, from the kitchen and bathroom to the laundry and loading dock. All products are easy to understand and simple to use, plus they are backed by the knowledge and support of our Gordon Food Service® Chemical & Beverage Service Specialists.

Free samples inside!



DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®
GRAND RAPIDS, MI 49501

Delivery Method: UPS

Our current line of Array products has a new look!

Free samples inside
so you know it's still the same great product!



DISTRIBUTED EXCLUSIVELY BY GORDON FOOD SERVICE®
GRAND RAPIDS, MI 49501

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

John Smith
1234 Street Avenue
City, State 56789

PRST STD
US Postage
PAID
Grand Rapids, MI
Permit No. 637

Sample Kits (continued)

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

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

Delivery Method: CDS/Broker



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



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



0 0 0 9 3 9 0 1 1 2 3 4 5 6

Sample Kits (continued)

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

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com

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



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

Sample Kits (continued)

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

FOOTER

Distributed exclusively by Gordon Food Service®
©Gordon Food Service • (800) 968-6474 • gfs.com



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.