



Positioning Statement:

Convenient, homemade taste you can depend on.™

One Sentence Description:

A combination of fully prepared, shelf-stable products that provide made-from-scratch quality & flavor without the time & effort.

Brand Attributes:

- **Made-from-scratch flavor.** Made with slowly roasted cuts of beef, pork, & poultry, specially blended spices, and carefully selected vegetables - we're making it from scratch just as you would.
- **Versatile.** These products may be added in any number of recipes; simply use as is, or combine with other ingredients to create your own signature dish.
- **Easy storage.** Hearthstone products are shelf-stable so they can be stored easily and economically.

**Acceptable name representation:**

First mention of brand name in text:

Hearthstone®

Second and subsequent use:

Hearthstone

**Unacceptable name representation:**

~~GFS Hearthstone~~

~~Gordon Hearthstone~~

~~Hearth Stone~~

~~GFS Hearthstone Classics~~

~~Hearthstone Classics~~

~~Hearth Stone Classics~~

**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 Hearthstone 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 Hearthstone logo.

The Hearthstone logo stands for made-from-scratch quality. The logo is representative of the building blocks needed for creating homemade quality meals and features three basic equity elements: Hearthstone typography, cutting board and ingredients, and the hearth shape that holds the illustration.

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



Tagline

When space permits, the tagline "Convenient, homemade taste you can depend on.™" 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.

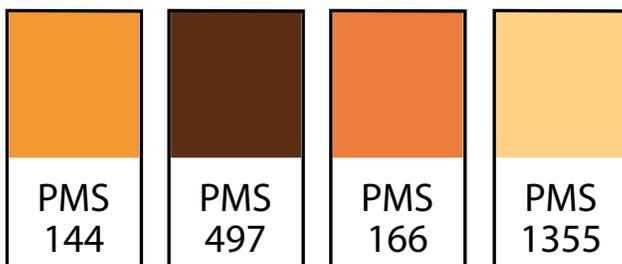


Specifying Color

The Hearthstone logo is made up of CMYK. The PMS colors shown to the left represent the process match in CMYK for each color: PMS 497, PMS 144, PMS 166, and PMS 1355.

- C0-M40-Y89-K0
- C43-M79-Y99-K43
- C0-M56-Y83-K0
- C0-M14-Y47-K0

No 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 Hearthstone logo does not require a safety net, and the thick yellow border allow it to stand out on a variety of backgrounds.



### Logo Clearance Area

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

No type or "specific" graphic element is allowed to come within 0.125 inches of the Hearthstone logo.



### Logo Registration Symbol

The Hearthstone 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 must be PMS 497 brown. The size of the registration symbol must stay proportional to the size of the logo.



### Logo Minimum Size

The Hearthstone logo must never be used at a size smaller than 2" in width.

## 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.

### Unacceptable element modifications:



Modifying elements or type of the logo (removing the ingredients illustration).



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 Hearthstone logo is generally placed directly on the brochure background, which is either the maroon criss-cross graphic background or a combination of the maroon criss-cross graphic and the orange-yellow gradient background. The framed edges of the logo allow it to stand out on a variety of backgrounds.



## Mrs Eaves Petite Caps Bold

Used for headers and main descriptors.

## Mrs Eaves Petite Caps

Used for body copy.

## MrsEavesPetiteItalic

Used for body copy.

## Univers Condensed Light

Used for body copy.

### Add Fonts:

Mrs Eaves Roman - Tagline/POS

Mrs Eaves Bold - Tagline/POS

Mrs Eaves Light - Tagline/POS

Mrs Eaves Italic - Tagline/POS

## Approved Fonts

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



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

An example of the standard Hearthstone 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.

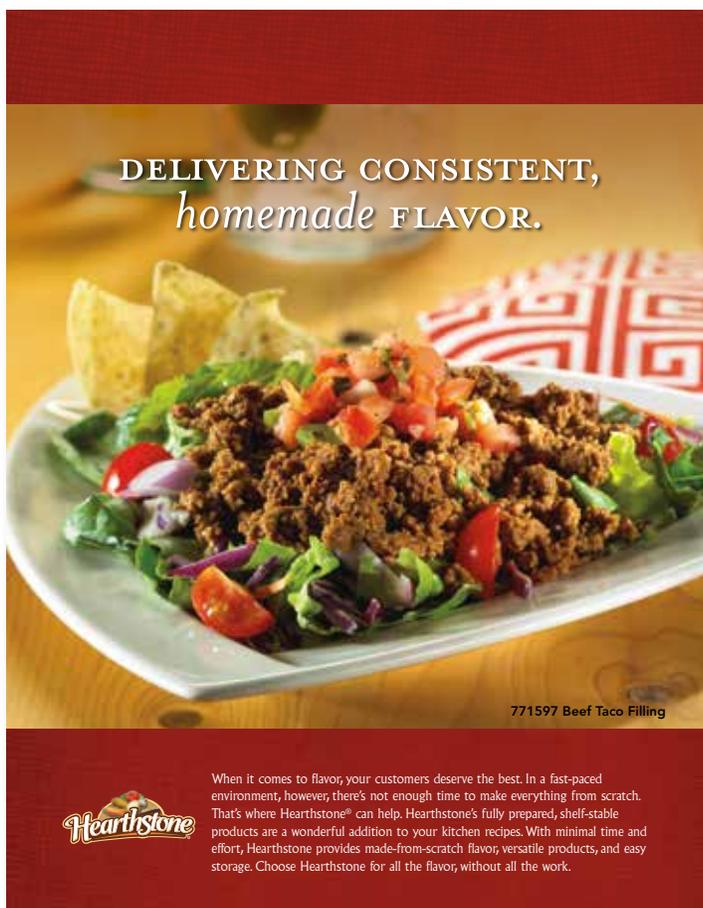
**LANDING PAGE CALLOUT**

- The URL "gfs.com/hearthstonerecipes" must be mentioned on all Hearthstone brochures.
- See Page 16 for acceptable callout information.

**FOOTER**

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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 Mrs. Eaves Petite Bold is 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 Hearthstone brand.

#### BODY COPY

- Font style, color, and size will vary depending on product type and message, but Univers Condensed Light is typically used.

#### IMAGERY AND GRAPHICS

- One main photo is used in the top two-thirds of the ad, and smaller supporting images may be inset as needed.

#### LANDING PAGE CALLOUT

- The URL "[gfs.com/hearthstonerecipes](https://gfs.com/hearthstonerecipes)" must be mentioned on all advertisements.
- See Page 16 for acceptable callout information.



**Offer valid on purchases made from March 2-April 13, 2011.**  
Offer valid on new business only (products not purchased in the previous six weeks).  
Customers with contract or special pricing on the items listed below are not eligible.

**Maximum Refund: \$50.00**

Reorder No.	Description	Case Pack	# of Cases Purchased	Refund Amount	Total
609904	Sloppy Joe	6/95 cans		x \$5.00 = \$	\$
181620	Creamed Sliced Beef	6/910 cans		x \$5.00 = \$	\$
771597	Beef Taco Filling	6/95 cans		x \$5.00 = \$	\$
598184	Beef Steak Chili with Beans	6/95 cans		x \$5.00 = \$	\$
438150	Chili Con Carne without Beans	6/910 cans		x \$5.00 = \$	\$
103047	Chili Con Carne with Beans	6/910 cans		x \$5.00 = \$	\$
103063	Chili Hot Dog Sauce	6/910 cans		x \$5.00 = \$	\$
812290	Ham Shanks	6/95 cans		x \$5.00 = \$	\$
749640	Cubed Beef in Broth	6/95 cans		x \$5.00 = \$	\$
384826	Pulled Chicken in Broth	12/95 cans		x \$5.00 = \$	\$
283265	Chicken and Dumplings	12/95 cans		x \$5.00 = \$	\$
270199	Beef Stew	6/910 cans		x \$5.00 = \$	\$
125341	Combed Beef Hash	12/95 cans		x \$5.00 = \$	\$
102946	Combed Beef Hash	6/910 cans		x \$5.00 = \$	\$
514309	Roasted Chicken Gravy	12/95 cans		x \$3.50 = \$	\$
673609	Roasted Pork Gravy	12/95 cans		x \$3.50 = \$	\$
673595	Roasted Turkey Gravy, No MSG	12/95 cans		x \$3.50 = \$	\$
232424	Roasted Beef Gravy, No MSG	12/95 cans		x \$3.50 = \$	\$
673617	Brown Gravy, No MSG	12/95 cans		x \$3.50 = \$	\$
125350	Country-Style Sausage Gravy	6/910 cans		x \$3.50 = \$	\$
504599	Beef Broth, No MSG	12/95 cans		x \$3.50 = \$	\$
261564	Chicken Broth, No MSG	12/95 cans		x \$3.50 = \$	\$
569721	Asu Jus	12/95 cans		x \$3.50 = \$	\$

**Total Refund: \_\_\_\_\_**

Mail this form with proof of purchase to:  
Hearthstone, Mail Code 13004-4504, P.O. 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 refund check \_\_\_\_\_

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 May 13, 2011. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by June 2011. 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.

©2011 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 Mrs. Eaves Petite Bold is typically used.

**OFFER VALID DATES**

- Mrs Eaves Petite Caps, 10 pt.

**PRODUCT ELIGIBILITY STATEMENT**

- Mrs Eaves Petite Caps, 10 pt.

**MAXIMUM REFUND**

- Mrs Eaves Petite Caps, 11 pt.

**PRODUCT INFORMATION**

- The subhead, product category, and table information are 10 pt. Mrs Eaves Petite Caps.

- 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. Mrs. Eaves Petite Bold, and the second line is 10 pt. Mrs Eaves Petite Caps.

**REBATE FORM**

- Mrs Eaves Petite Caps, 10 pt.

**REFUND OPTIONS**

- Mrs Eaves Petite Caps, 11 pt.

**LEGAL STATEMENT**

- Mrs Eaves Petite Caps, 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.

**LANDING PAGE CALLOUT**

- The URL "gfs.com/hearthstonerecipes" must be mentioned on all rebates.
- See Page 16 for acceptable callout information.



**Gravies**

Visit [www.gfs.com/hearthstonerecipes](http://www.gfs.com/hearthstonerecipes) to view delicious recipes with holiday items.

**Offer valid on purchases made from November 14, 2010-January 2, 2011.**  
Offer valid on new business only (products not purchased in the previous six weeks).  
Customers with contract or special pricing on the items listed below are not eligible.

**Maximum Refund: \$120.00**

Reorder No.	Product Description	Case Pack	# of Cases Purchased	Refund	Total
673617	Brown Gravy, No MSG	12/95 oz		x \$3.00 = \$	\$
516809	Roasted Chicken Gravy, No MSG	12/95 oz		x \$3.00 = \$	\$

**Total Refund: \_\_\_\_\_**

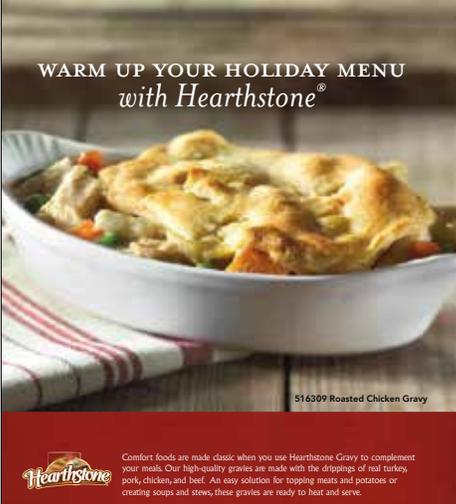
Mail this form with proof of purchase to:  
Hearthstone, Mail Code 13004-4504, P.O. Box 1787, Grand Rapids, MI 49501-1787

**Please complete the following:**  
Your 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 refund check \_\_\_\_\_

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 February 2, 2011. Any other use constitutes fraud. Limit one per location. All refunds will be fulfilled by March 2011. 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.

©2010 Gordon Food Service



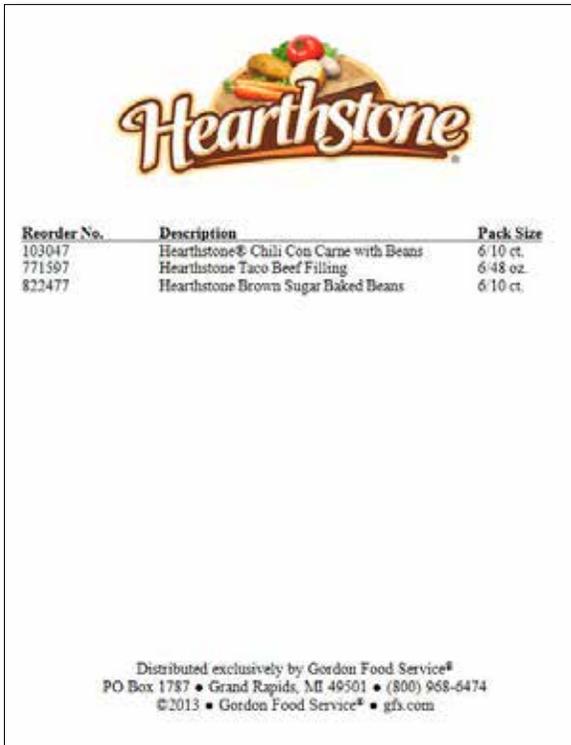
516309 Roasted Chicken Gravy

**WARM UP YOUR HOLIDAY MENU with *Hearthstone*®**

Comfort foods are made classic when you use *Hearthstone* Gravy to complement your meals. Our high-quality gravies are made with the drippings of real turkey, pork, chicken, and beef. An easy solution for topping meats and potatoes or creating soups and stews, these gravies are ready to heat and serve.

**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**

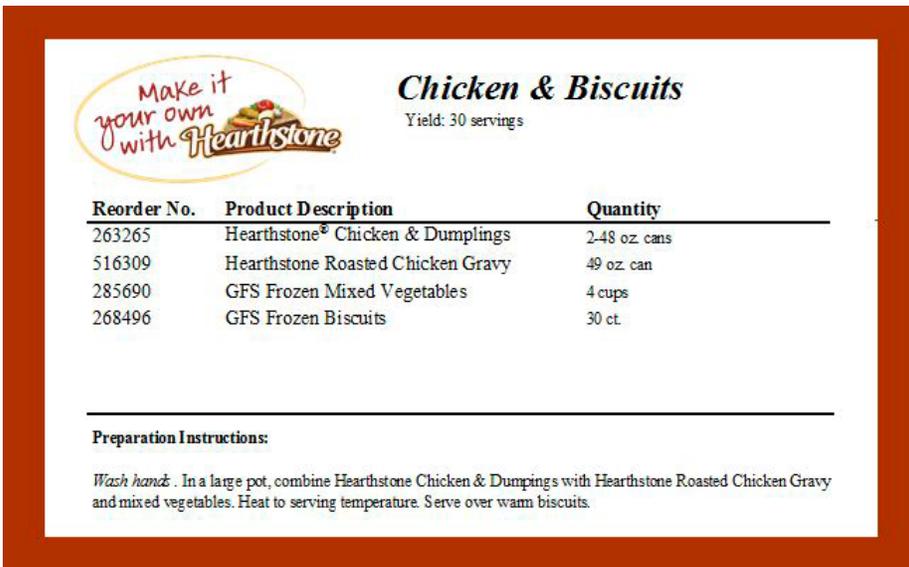
Product listings must follow the example to the left. The Hearthstone logo is always placed in the center top. The table lists Reorder No., Product Description, and Pack/Size in order from LEFT to RIGHT. The "Distributed Exclusively By" statement is always located at the center bottom of the page.

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

**RECIPE CARDS**

Recipe cards must follow the example to the left. The "Make it your own with Hearthstone" text treatment is always placed in the top left corner. The recipe title text is 22 pt. Times New Roman Bold Italic. The Header text is 12 pt. Times New Roman Bold, and the body text is 12 pt. Times New Roman. The border is PMS 497.

All items listed must be stocked by Gordon Food Service® and must be active. Hearthstone items must be included, and the use of other private branded products is encouraged. Ingredients are listed in the order they are prepared.



**PRODUCT ID CARDS**

Product ID cards must follow the example to the left. The Hearthstone logo is always placed in the center top, follow by the Product Description, Reorder No., and Case Pack information. All text is 12 pt. Adobe Garamond Pro Bold. Product ID cards must be 4"W x 6"H, then folded to 4"W x 3" H.



Delivery Method: CDS/Broker



Delivery Method: Distribution Centers



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. Hearthstone products are shipped in an oyster white corrugate.

**OUTER LABELS,  
WITH INNER PACKAGING**

The following information must be included:

**MAIN DESCRIPTOR**

- Mrs. Eaves Petite Italic
- Font sized 100%

**SAFE HANDLING STATEMENT**

- Mrs Eaves Petite Caps
- Font sized 50% of main descriptor

**NET WT**

- Mrs Eaves Petite Caps
- Font sized 75% of main descriptor

**DISTRIBUTED BY**

- Mrs Eaves Petite Caps
- 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 Mrs. Eaves Petite Italic is typically used.

**BAR CODE**

- Only required when product is being shipped through a D.C.

**FOOTER**

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Delivery Method: USPS



Delivery Method: UPS



## 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 Mrs Eaves Petite Italic is typically used.

#### SAFE HANDLING STATEMENT

- Mrs Eaves Petite Caps
- Font sized 50% of main descriptor

#### CUSTOMER ADDRESS

- Mrs Eaves Petite Caps
- 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

- Mrs Eaves Petite Caps
- Font sized 33.3% of main descriptor

#### FOOTER

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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

**OUTER LABELS,  
WITHOUT INNER PACKAGING**

**MAIN DESCRIPTOR**

- Font style, color, and size will vary depending on product type and message, but Mrs Eaves Petite Italic is typically used.

**NOT LABELED FOR INDIVIDUAL RESALE**

- Mrs Eaves Petite Caps
- Font sized 75% of main descriptor

**SAFE HANDLING STATEMENT**

- Mrs Eaves Petite Caps
- Font sized 50% of main descriptor

**PREPARATION/ALLERGENS**

- Mrs Eaves Petite Caps
- Font sized 50% of main descriptor

**NET WT**

- Mrs Eaves Petite Caps
- Font sized 75% of main descriptor

**DISTRIBUTED BY**

- Mrs Eaves Petite Caps
- Font sized 33.3% of main descriptor

**D.C. DELIVERY METHOD**

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

**SAMPLE NUMBER**

- Mrs Eaves Petite Caps
- 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](http://www.gfs.com)

### INNER LABELS

The following information must be included:

#### MAIN DESCRIPTOR

- Mrs Eaves Petite Italic
- Font sized 100%

#### NOT LABELED FOR INDIVIDUAL RESALE

- Mrs Eaves Petite Caps
- Font sized 75% of main descriptor

#### SAFE HANDLING STATEMENT

- Mrs Eaves Petite Caps
- Font sized 50% of main descriptor

#### PREPARATION/ALLERGENS

- Mrs Eaves Petite Caps
- Font sized 50% of main descriptor

#### NET WT

- Mrs Eaves Petite Caps
- Font sized 75% of main descriptor

#### DISTRIBUTED BY

- Mrs Eaves Petite Caps
- Font sized 33.3% of main descriptor

#### ADDITIONAL INFORMATION

- Mrs Eaves Petite Caps
- Font sized 33.3% of main descriptor

#### FOOTER

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## Photography Standards

Hearthstone photography is key to conveying the made-from-scratch and quality promise. Photography will be indicative of the casual, comfortable nature of the product. 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

The product is shot on white or bold-colored dinnerware to highlight food presentation and promote a classic, consistent feel. The product is placed on a background that evokes the warmth and comfort of the brand. Background examples include wood, stone, or placemats. Solid-colored napkins are often utilized, and textured napkins can be used to add visual impact to the shot. Alcoholic beverages are not to be utilized unless it further supports the product application.

For packaging shots, the product is always shot on white dinnerware and placed on a medium wood background. Solid-colored napkins are always used. The product shot is blended with the background by fading counter surface.

### LIGHTING

Lighting is natural. Back lighting is used to give the application a glow, and front lighting helps highlight the product. The brightness or contrast is often increased to enhance product images.

### INGREDIENTS & FRESH CUES

Hearthstone photography rarely features product ingredients or fresh cues, but complementary sides are used in the application to create homestyle recipes. Examples include: potatoes, biscuits, or other Hearthstone products. Fresh bean or alfalfa sprouts are never utilized in product photography.



## FEATURES

The Hearthstone landing page must follow the same graphical and visual standards as all other marketing materials, including photography standards and brand personality.

## CONTENT UPDATES

- The landing page is updated quarterly.
- When an item is added or deleted within the Hearthstone product line, this must be communicated to the Brand Team, including any recipes in which the item is used.

## SPECIFYING FONTS

Text must always be web fonts.

## HEADER

- Ardley's Hand

## BODY COPY

- Georgia

## CALL OUT

- The URL "[gfs.com/hearthstonerecipes](https://gfs.com/hearthstonerecipes)" must be mentioned on all marketing materials relating to the specific landing page.
- The text treatment "Make it your own with Hearthstone" must be used in any reference of the landing page.

