

Corporate Brand Standards

Rev. April 2021

For external use.

Gordon[®]
FOOD SERVICE

Overview



The Gordon Food Service logo capitalizes on two key equity elements:

1. Color
2. Shape

The Gordon Food Service logo is clean, strong, identifiable and modern—a reminder of our brand and the people behind it wherever it is used.

Color

Red and gray are the highly recognizable colors of the Gordon Food Service logo. These colors will maintain the consistent visual identity that is important for the Gordon Food Service image.

Shape

The overall shape of the Gordon Food Service logo has a dynamic presence and denotes a strong and solid appearance, while also being personable, contemporary and fresh—attributes that reflect our position in the foodservice industry. The proportions must be maintained and may not be stretched or condensed in any direction.

Corporate Brand Standards

Usage

Logomark

Our logo derives its distinctiveness from the typeface, the way the letters are aligned and the placement of the registration symbol.

Typographic Title

First instance of use:

Gordon Food Service®

Gordon Food Service Store®

Gordon Restaurant Market®

Second and subsequent use for external instances:

Gordon Food Service

Gordon Food Service Store

Gordon Restaurant Market



Gordon®
FOOD SERVICE



Gordon®
FOOD SERVICE **STORE**



Gordon
RESTAURANT
MARKET®

Corporate Brand Standards

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Gordon®
FOOD SERVICE

Clear Zone

The Gordon Food Service and Gordon Food Service Store logos should always be surrounded by a clear space at least the width of the "n" in Gordon.

The Gordon Restaurant Market logo should always be surrounded by a clear space at least the width of the "M" in Market.

Registration marks, as indicated by the (®) designation, are important. These symbols inform the public of our exclusive claim to the use of our marks.



Restrictions

Do not apply effects like drop shadows, bevels or stretched proportions.



Do not miscolor or outline the logo.



Do not alter the logo layout.



Do not fill the logo with imagery or patterns.



Do not alter the logo and tagline layout.



Do not apply a safety-net or halo around the logo.



Do not abbreviate or truncate the company's full name.

Gordon's
Gordon's Store

Gordon Foods
GFS Store

GFS
Gordon Market, GRM

Do not use the G in Gordon as a branded element. The two exceptions to this are as a landmark on Gordon Food Service Store buildings and in Gordon Food Service created software where the name would be difficult to read.



Corporate Brand Standards



Size

The Gordon Food Service, Gordon Food Service Store, and Gordon Restaurant Market logos have certain minimum size requirements that should be followed to maintain readability.

Print

When logo is printed (office copier or professional print methods), the minimum logo width should be 1½”



Digital

When logo is to appear digitally (on-screen, projected presentation), the minimum logo width should be 100 pixels.



Corporate Brand Standards

Size *(continued)*

Embroidery

For shirts, we recommend a logo width of 2¾". For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Embroidery Exceptions

Any use under 5" wide *does not* require the registration mark.

Screen Printing

For shirts that are screen printed, we recommend a logo width of 3". For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Screen Printing Exceptions

Any use under 5" wide *does not* require the registration mark.

Gordon
FOOD SERVICE

2¾"

Gordon
FOOD SERVICE **STORE**

2¾"

Gordon
RESTAURANT
MARKET

2¾"

Gordon
FOOD SERVICE

3"

Gordon
FOOD SERVICE **STORE**

3"

Gordon
RESTAURANT
MARKET

3"

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Gordon[®]
FOOD SERVICE

Color

Print

When the logo is printed (office copier or professional print methods), use the 4-color process (CMYK) logo. If a professional printer requires Pantone colors, that may be used as an alternative.

Digital

When the logo is to appear digitally (onscreen, projected presentation, websites) use the RGB logo.

Other

When the logo is to be embroidered or screen printed, special attention will be required so the deep red matches Pantone 186C and is not a hue that's too pink or orange.

Corporate Logo

From the options at right, choose the correct logo based on the easiest readability.

Color Logo

The color logo with the dark gray "Food Service" is preferred for best readability on light backgrounds, approximately 20% black or lighter. If the logo will be printed on a dark color background equivalent to 80% black or darker, then the light gray version of the logo may be used for the registration mark, "Food Service" and tagline.

White Logo

A white logo may be used on red backgrounds for maximum readability, or applications where only a single-color logo can be used on a dark background color.

Black Logo

A black logo may be used on white backgrounds in black-and-white printing or on other single-color uses where there are light backgrounds.

Corporate Brand Standards

Only for use on dark backgrounds.



CMYK	0.100.100.8	0.0.0.80	0.0.0.20
PANTONE Coated	186C	Cool Gray 10C	Cool Gray 3C
PANTONE Uncoated	1797U	Cool Gray 10U	Cool Gray 3U
RGB	200.0.0	80.80.80	200.200.200
Color Hex	#c80000	#505050	#c8c8c8
Embroidery Thread	#1147*	#1361*	#1011*
Vinyl Decal	3M 680CR-82 Ruby Red Reflective	3M 680CR-10 White Reflective Printed with Cool Gray 10C	
Illuminated Sign Vinyl	3M 3630-73 Dark Red Translucent	3M 3635-91 Day/Night Film Smoke Gray	

*Madeira Embroidery Threads.



Only for use on dark backgrounds.



Corporate Typefaces

The same way our logo consistently represents our identity, the typeface used in corporate publications also have a consistent appearance. The primary typefaces chosen for this purpose are Gotham Suite OT and Museo.

Gotham Suite OT

Versions of the Gotham font collection can be used when creating marketing materials: Light, Book and Narrow for body copy, Medium for subheadlines and Bold for headlines.

Museo 500

The Museo 500 font can be used as the headline copy font when creating marketing materials to add character to an advertisement. Additionally, Museo 100, 200, 300, 400, 700, 900 can be used to create appropriate heirarchy and legibility.

Typeface Exceptions

Quickpen

Quickpen is the font of our tagline, "Always At Your Table®." It should be reserved for special use cases, such as titles or headlines.

Digital Applications

Roboto

In digital applications, the Roboto typeface can be used as an alternative to Gotham OT.

Approved corporate typefaces must be used for all corporate communications. If a license for these typefaces is not available to you, purchase a license.

For any questions on our visual identity, email CompanyBrand@gfs.com.

Co-Branding

In all co-branding applications where the Gordon Food Service logo appears with other vendor logos, the Gordon Food Service name and logo should be prominent and properly treated with regard to color, size and spacing.

Name

When another company's name appears with Gordon Food Service in text on printed material created by Gordon Food Service, our logo should be displayed first (see the Usage section for how the company name can be represented in typographically).

Logo

The Gordon Food Service logo is always placed on the left, with the other company's logo on the right.

FOOD
More than
DRIVE

Fill a truck and feed 40,000 right here in West Michigan!

If every person donated one bag of food, we would meet our goal to fill this truck! Get your friends together and let's show firsthand the impact of Gordon Food Service to our community!*

Donation closes Friday, October 17!

Two donation options:

- 1. Donate a bag of food**
- 2. Donate \$5.00 (to your charity jeans day coordinator) and receive a tote bag as a thank you.**

Either way, you can wear jeans on Friday!

Thanks for your help-let's fill the truck!

Collection boxes are located in the kitchen areas throughout each building.

FOOD:

Mac & Cheese	Rice (Brown Especially)
Soup	Pasta
Canned Veggies & Fruit	Canned Meats (Tuna, Chicken)
Peanut Butter	

PERSONAL CARE:

Toilet Paper	Toothbrushes
Detergent	Mouthwash
Shampoo	Feminine Products (Pads, Tampons)
Deodorant	Baby Diapers (Disposable)
Toothpaste	Adult Diapers

Gordon **Cargill** **FEEDING AMERICA**
FOOD SERVICE
West Michigan Food Bank 51214

Corporate Brand Standards

Gordon Gear, Apparel & Amenities

The Gordon Food Service name and logo appear in many places, including novelty uses such as baseball-style caps, apparel, water bottles, and golf balls. We welcome the use of the name and logo as a way to spread brand recognition. When using the name and logo, the rules established in the *Visual Identity* section apply.

Embroidery Logo Size

For shirts, we recommend a logo width of 2¾". For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Embroidery Exceptions

Any use under 5" wide *does not* require the registration mark.

Screen Printing

For shirts that are screen printed, we recommend a logo width of 3". For children's, small women's and other nonstandard amenities, vendors may use their discretion when determining size of the logo.

Screen Printing Exceptions

Any use under 5" wide *does not* require the registration mark.

For any questions on name and logo application, email CompanyBrand@gfs.com.



Corporate Brand Standards

Gordon Gear, Apparel & Amenities

(continued)

Color Specifications

When logo is to be embroidered or screen printed, special attention will be required so the deep red matches Pantone 186C and is not a hue that's too pink or orange.

Apparel Color

The color logo should be used whenever applying the logo to apparel, except for when the apparel is red; in these cases, the white logo should be used on red apparel.

For the best visual representation of the color logo, apparel color should be black or dark gray (80% or darker), light gray (20% or lighter) or white or neutral fabric colors such as light beige or light tan.

Typeface Specifications

The Gordon Food Service company name may be spelled out in place of the logo in some cases. In these instances, the font Gotham should be used.

For any questions on name and logo application, email CompanyBrand@gfs.com.

Only for use on dark backgrounds.



CMYK	0.100.100.8	0.0.0.80	0.0.0.20
PANTONE Coated	186C	Cool Gray 10C	Cool Gray 3C
RGB	200.0.0	80.80.80	200.200.200
Embroidery Thread	#1147*	#1361*	#1011*

*Madeira Embroidery Threads.