



# Brand Standards Manual



## The Role of Brand Standards

Building a great brand is essential to the continued growth of FONA International. Maintaining it is our collective responsibility.

We communicate our brand to the outside world on a daily basis in many different ways. Each of us has the ability to build a greater awareness and positive view about the FONA brand among our customers, prospects, co-workers, and shareholders.

Brands, like people, earn trust by being consistent over time. Establishing consistency is the purpose of this manual. The guidelines contained in this manual are simply that, guidelines, not rules. These global guidelines are meant to provide a consistent structure for bringing FONA's brand to life in day-to-day usage. Please take the time to become familiar with these standards to ensure consistency and quality throughout our visual communications.

Please direct any questions regarding these guidelines to:

Tracy Cesario, Senior Corporate Marketing Manager at FONA International in Geneva, IL. 630.462.1414 or [tcesario@fona.com](mailto:tcesario@fona.com).

## The FONA Brand

The FONA International logo symbolizes our promise to our customers and is the most visible and consistent element of our brand. Only through consistent, unvarying reproduction can our logo realize its potential: to become one of FONA's most important assets. Below is the appropriate logo for use by FONA International Inc., FONA International Canada ULC and FONA (UK) Ltd.



### Standard Two Color Logo

PMS 654U @ 100%  
 PMS 654U @ 35% (Horizon Line)  
 PMS 654U @ 65%  
 PMS 654U @ 100%  
 Gold Drops 7406U @ 100%



### Standard Logo with PMS Match Colors for Embroidery

PMS 654U  
 PMS 650U (Horizon Line)  
 PMS 652U  
 PMS 654U  
 Gold Drops 7406U



### One Color Logo Options

PMS 654U is the preferred one color logo version. Where the addition of PMS 654U would constitute the addition of a second color to a one color document, black is acceptable.



### Two Color Reversed Out Option

When printing on a color background that would make viewing of our one or two color logo difficult (e.g., blue, black or other dark colors) use the two color reversed out option. Text is white, drops are 7406U and the horizon line is transparent allowing the background color to show through.



### One Color Reversed Out Option

When printing on backgrounds that would make our preferred one color logo option difficult to see, please use the one color reversed out option. Text is white and the horizon line and drops are transparent allowing the background color to show through.

## Communicating the FONA Brand

### Voicemail, Email and Logo Materials

Over the year 2005, it is extremely important that we consistently communicate the new FONA name and brand identity at every opportunity. For this purpose we have put some simple guidelines in place for communicating about FONA.

#### Voicemail

Please include the complete company name "FONA International" as well as mention "formerly Flavors of North America" in your voicemail message for the first half of 2005. Do not shorten the name to FONA or add any additional verbiage such as "FONA Geneva."

Suggested messages follow:

"Hello, you've reached the office of Joe Slawek, President of FONA International, formerly know as Flavors of North America. Joe is unable to take your call at the moment but your call is important to us so please leave a message at the tone. If your call requires immediate assistance please dial zero and ask the operator to transfer you to John Doe. Thank you for your call."

"Hello, you've reached Janet Doe in the marketing department of FONA International, formerly known as Flavors of North America. I am currently on my phone or away from my desk so please feel free to leave a message at the tone or dial zero and ask the operator to page me. Thank you for your call and I look forward to talking to you."

*\*The transition for our Canadian and UK companies will be easier for customers to follow since their company name already begins with FONA, therefore, there is no need to use the "formerly known as" statement.*



## Communicating the FONA Brand

### Email

Together with IT, the FONA Marketing Department is working on developing a standard email signature for use by all internal and external personnel. Once the footer design is complete, IT will help you set up your email system to reflect the approved footer. Other email backgrounds, footers, signature versions, graphics, etc, are strictly prohibited.

Signature Example:

 **Joe Slawek**  
President, FONA International Inc.  
1900 Averill Road, Geneva, IL 60134  
630.462.1414 • fax 630.462.8855 • <http://www.fona.com>

### Logo Bearing Materials

In order to maintain the consistency of our logo on materials, all newly created materials bearing the FONA logo must be approved by the Marketing Department and the Marketing Department alone.

Items that should never bear the FONA name or the FONA logo include vehicles not owned by FONA, personal or affiliate websites without express permission; personal clothing not ordered through FONA, and other items to be determined on a case by case basis.

Once the Marketing Department has approved an item for release, they do not need to be consulted upon reorder.



## Use of the company name in text

A comprehensive corporate identity for FONA International includes precise rules for all written communications. Our goal is to establish FONA as a unique brand.

FONA International should be used the first time the company name is used in a document. FONA can be used in subsequent mentions.

The word FONA should appear in capital letters and International should appear in title case.

The name FONA should appear in the same font as the body copy.

The FONA Logo should never be used in place of the FONA name in text documents.

The name FONA is never written in title case or lowercase letters.

The name FONA should never include periods.

The name FONA International is never used as an acronym.

A comprehensive corporate identity for FONA International includes precise rules for all written communications. Our goal is to establish FONA as a unique brand.

~~A comprehensive corporate identity for FONA INTERNATIONAL includes precise rules for all written communications.~~

~~Our goal is to establish FONA as a unique brand.~~

~~Our goal is to establish FONA INTERNATIONAL as a unique brand.~~

~~Our goal is to establish Fona as a unique brand.~~

~~Our goal is to establish F.O.N.A. as a unique brand.~~

~~Our goal is to establish FI as a unique brand.~~

## Copyright

All FONA International publications should carry the following copyright line, with the current year, on the inside front cover of the publication if possible:

© 2005 FONA International Inc. All rights reserved.

If the design doesn't allow for this, the copyright notice should appear on the next available page. If a publication is substantially revised during reprinting, use the new date on the copyright line; the copyright dates on earlier versions protect that material.

## Service marks and trademarks

A service mark is a company's brand name for services or other intangibles it provides. A trademark is a brand name for products or tangible goods. A <sup>SM</sup> is used with an unregistered service mark as notice to the world that owner claims the words and design next to the symbol as a service mark. The ® and the legend "Registered U.S. Patent and Trademark Office" or "Reg. U.S. Pat & TM Off." means that the service mark or design have been registered and may not be used with an unregistered mark.

The <sup>SM</sup> or ® symbol only needs to be used the first time a FONA service mark appears in a document (e.g., presentation, promotional materials, press release). Following is a list of currently used FONA service marks and their registration status:

### Registered

- Flavor 101<sup>®</sup>
- FlavorWorks<sup>®</sup>
- SavoryWorks<sup>®</sup>
- Taste Success<sup>®</sup>
- FLAVORS OF NORTH AMERICA<sup>®</sup>
- 3 Drop Logo in box
- 3 Drop Logo in Canada
- K.I.D Council<sup>®</sup>
- K.I.D Network<sup>®</sup>

### Application in Process

- FlavorPartners<sup>SM</sup>
- Flavor University<sup>SM</sup>
- Flavor Institute of Technology<sup>SM</sup>
- FonaTech<sup>SM</sup>
- FlavorFX<sup>SM</sup>
- Savory Flavor 201<sup>SM</sup>
- Confection Flavor 201<sup>SM</sup>
- From imagination to innovation.<sup>SM</sup> — A FonaTech tagline

- Taste of Flavor Science<sup>SM</sup>
- FONA International<sup>SM</sup>
- FONA International Logo<sup>TM</sup>

## Tips for Using Trademarks Properly

### Use as an Adjective

Use the mark as an adjective with its generic name. Do not use the mark as a noun as that may cause the mark to become generic and lose its trademark status.

*Correct:*  
A Flavor 101 seminar will be held this spring.

*Incorrect:*  
Flavor 101 will be held this spring.

### Adopt One Form

Adopt one form of the mark and use it at all times.

*Example:*  
Flavor University always, not Flavor Univ or Flavor U.

# The FONA Stationery System

## Font Selection and Usage

Font selection and typography play an important role in our brand identity program. The selection of Lucida Sans as the organization's standard typeface supports a distinctive presentation of information while focusing the reader's attention on the written word.

Please make sure the following fonts are installed on your computer so you can use the electronic templates we have created for your use.

### LucidaSans (a.k.a. Lucida Sans Roman)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### LucidaSans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### LucidaSans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

### LucidaSans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## To Add a New Font to Your Computer

1. Open Fonts in Control Panel.
2. On the File menu, click Install New Font.
3. In Drives, select S: Branding\New Branding Fonts to Install or the appropriate CD drive (for external people)
4. In Folders, double-click the folder that contains the fonts you want to add.
5. In List of fonts, click the font you want to add, and then click OK.

To add all of the listed fonts, click Select All, and then click OK.

# The FONA Stationery System

## Disclaimers

FONA has a series of legally approved disclaimers that must appear on all literature providing technical information about our flavors or prototypes. Please be sure to select the stationery option with the appropriate disclaimer for purpose and country you need. Options follow below.

### Technical Information Paper Disclaimers

#### USA

Technical information, samples and prototypes submitted come without warranty as to any specific use or application. Nothing submitted is to be used in any fashion to violate any patent, statute or law.

#### Canada

Information, samples and prototypes submitted come without warranty or representation, express or implied, as to their appropriateness for any specific use or application and, except where statute precludes exclusion of liability, FONA expressly excludes and disclaims all liability for any loss or damage of whatsoever kind or extent suffered by any person whatsoever arising in respect of the supply or use of the information, samples and/or prototypes, whether or not caused by the acts or omissions of FONA or any of its affiliates, their employees, servants or agents. Nothing submitted is to be used in any fashion to violate any patent, statute or law.

#### UK

FONA (UK), LTD does not warrant or represent that information, samples, prototypes or anything provided herewith is appropriate for any particular use or application and has no liability if anything provided is used in any way to violate any patent, statute or other law, or causes any loss or damage of any kind.

### MSDS Disclaimers

#### USA

The information in this MSDS was obtained from reliable sources. However, the data is provided without any warranty, expressed or implied, regarding its correctness or accuracy. Since the conditions for use, handling, storage and disposal of this product are beyond FONA International's control, it is the user's responsibility both to determine safe conditions for use and to assume liability for loss, injury, or exposure arising from the product's use.

#### Canada

The information in this MSDS was obtained from current reliable sources. However, the data is provided without any warranty or representation, expressed or implied, regarding its correctness or accuracy and, except where statute precludes exclusion of liability, FONA expressly excludes and disclaims all liability for any loss or damage of whatsoever kind or extent suffered by any person whatsoever arising in respect of the supply or use of the information, whether or not caused by the acts or omissions of FONA or any of its affiliates, their employees, servants or agents. Since the conditions for use, handling, storage and disposal of this product are beyond FONA's control, it is the user's responsibility both to determine safe conditions for use and to assume liability for loss, injury, or exposure arising from the product's use.

#### UK

Every effort has been made to ensure that the information in this MSDS is accurate; however FONA (UK), LTD makes no warranty or representation as to its accuracy and has no liability if any reliance on it results in any loss to any person or thing. In particular, since the conditions for use, handling, storage and disposal of this product are beyond its control, FONA (UK), LTD shall not be liable for any loss or damage of any kind arising as a result of its supply.

## Bill of Lading Disclaimers

US and Canada

FONA International Inc. or FONA International Canada ULC.

### Sales Terms and Conditions

- SELLER warrants that Product will conform to the description stated herein. SELLER MAKES NO WARRANTY REGARDING QUALITY OR PERFORMANCE OF THE PRODUCT. THERE IS NO IMPLIED WARRANTY, EXPRESS OR IMPLIED, THAT THE PRODUCT WILL BE MERCHANTABILITY OR FIT FOR BUYER'S PARTICULAR PURPOSE.
- SELLER's sole liability and BUYER's exclusive remedy for non-conforming goods shall be refund of the purchase price, including direct costs incurred by the BUYER for shipping, storing, handling, or disposing of non-conforming goods.
- IN NO EVENT SHALL THE SELLER BE LIABLE FOR DIRECT, INDIRECT, INCIDENTAL, SPECIAL, PUNITIVE, EXEMPLARY, SPECULATIVE OR CONSEQUENTIAL DAMAGES.
- BUYER acknowledges that it has received and is familiar with SELLER's labeling and literature concerning Product, and BUYER agrees to forward such information to its employees, independent contractors, and others who handle and use the product for BUYER.
- BUYER has independently determined the suitability of the Product for BUYER's use.
- BUYER will comply with all laws, rules and regulations pertaining to handling of the Product, and BUYER assumes all risks and liability arising out of its use, storage, handling and resale of the Product.
- BUYER agrees to defend, indemnify and hold SELLER harmless against claims by any third party (including BUYER's employees and customers) arising out of BUYER's use, storage, handling or resale of the Product.
- A final, complete and exclusive statement of the entire contract is contained herein, including the face hereof, and no parol evidence, course of dealing, conduct, performance, or usage of the trade shall be relevant to supplement or explain it.
- This contract shall be governed by and construed under the laws of the state of Illinois.

\* Leave off item #9 for the Canadian Bill of Lading.

UK

Limitations and Exclusion of Liability

- FONA (UK), LTD extends no warranties on the goods provided or services performed whether express, implied, or statutory (including, but not limited to, implied warranties of satisfactory quality or fitness for a particular purpose).
- FONA (UK), LTD's only and maximum liability and the BUYER's exclusive remedy for defective, unsatisfactory or non-conforming goods shall be a refund of the purchase price, together with any reasonably incurred direct costs by the BUYER for shipping, storing, handling, or disposing of non-conforming goods. In no event shall FONA (UK), LTD be liable for any other loss or damage, whether direct, indirect, incidental, special, punitive, exemplary, speculative or consequential.
- The BUYER acknowledges that it has received and is familiar with and agrees to FONA (UK), LTD's standard terms and conditions of sale, as well as any labelling and literature concerning the goods, and the BUYER agrees to forward such information to its employees, independent contractors, and any others who may handle and use the goods for the BUYER.
- The BUYER accepts that it has independently determined the suitability of the goods for the BUYER's use.
- The BUYER will comply with all laws, rules and regulations pertaining to handling of the goods, and the BUYER assumes all risks and liability arising out of their use, storage, handling and resale.
- The BUYER agrees to defend, indemnify and hold FONA (UK), LTD harmless against claims by any third party (including the BUYER's employees and customers) arising out of the BUYER's use, storage, handling or resale of the goods.
- The waiver by FONA (UK), LTD of any breach of any term hereunder shall not prevent the subsequent enforcement of that term, and shall not be deemed a waiver of any subsequent breach.
- This contract shall be governed by and construed according to the laws of England & Wales.

## Document Template Library

To help maintain a consistent look across FONA literature and materials, we have created a series of templates for your use when communicating with customers. These templates are available on the network or on a CD (for personnel without access to the network). Please use these documents when communicating with customers and refrain from making your own versions or revisions.

If you have an idea for a document that should be added to this template library, please contact the Marketing Department. We will be happy to create or help you create any materials that are needed to help communicate a consistent FONA identity to our customers.

## Document Template Library

Letterhead  
 Technical Letterhead  
 General Report Cover  
 Power Point Presentation  
 Corporate Memo  
 Fax Cover

Other departmentally utilized templates have been created and are available through the appropriate department including:

Order Confirmation  
 Quote Letter  
 Prototype Information Sheet  
 Certificate of Analysis  
 GMO  
 Kosherable  
 MSDS  
 Product Certification  
 Other Regulatory Documents

**FLAVOR QUOTATION**

Date: 2.17.05      Number of Pages: 1      Quote Number: 18181818

**PRESENTED TO:**  
 Company Name.....Con Agns  
 Attention.....Kimberly Lofmaugh  
 Telephone.....847.912.3456

.....Mel Kessler, Sales Representative  
 .....630.462.1414 x418

ORD.....09.03.03

**FLAVOR INFORMATION AND PRICING:**

Product Code	Description	105 - 280 lbs.	315 - 490 lbs.	525 lbs. +	Min. Order lbs.	Packed in
832.001U	Coconut Flavor, Art	\$8.27	\$8.01	\$7.75	105	35 lb. pail

Pricing is per pound unless otherwise noted and is F.O.B., our plant, Geneva, Illinois, USA.  
 Our terms are 1/10, net 20. Prices valid through 1.31.2005.  
 We would appreciate a lead time of two to three weeks on your initial order.  
 To place an order, please contact our Customer Service Specialists at 630.462.1414 x229.

**Company names, locations and special considerations**

FONA International Inc.  
1900 Averill Road  
Geneva, Illinois 60134 USA  
Phone: 630.462.1414  
Fax: 630.462.8855  
www.fona.com

FONA International Canada ULC  
2447 Anson Drive, Unit 2,  
Mississauga, Ontario L5S 1G1, Canada  
Phone: 905.677.3439  
Fax: 905.677.5119  
www.fona.com

FONA International UK Ltd.  
Leatherhead Enterprise Centre,  
Business Park 4,  
Randalls Road, Leatherhead  
Surrey KT227RY, England  
Phone: +(44)137.282.5107  
Fax: +(44) 148.347.5815  
www.fona.com

Flavor Select de Fona  
Eulogio Parra 2422  
Col. Ladron de Guevara  
44600 Guadalajara  
Jalisco, Mexico  
Phone: +52 (33) 3630.2594  
Fax: +52 (33) 3630.2481  
www.flavorselect.com

**Special UK Stationery Considerations**

*In addition to a company name and contact information which appears on all FONA International affiliates letterhead, under UK Law, the name of a company, its place of incorporation, registered office and company number must appear at the bottom of any papers issued by the company in connection with its business.*

*Therefore the following information must be included on FONA UK letterhead, technical letterhead and all formal communications:*

*FONA UK Ltd, 3rd Floor Audrey House,  
16-20 Ely Place, London, EC1N 6SN  
Company No.: 04801680*

*We will communicate the new information needed when FONA UK Ltd transitions to FONA International UK Ltd.*





