

Brand Guidelines



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1.0 Introduction

The goal of this Brand Guidelines manual is

to ensure that the Schreiber identity and the qualities that define our brand are communicated clearly and consistently across all forms of communication, both internally and externally.

Expressed consistently over time, our brand becomes one of our most valuable assets.

We welcome your participation to ensure that our brand standards are implemented properly. Together, we can ensure that the Schreiber brand is applied as it is intended every time.

Our Brand Position

We're doing good through food®

We recognize our responsibility to do good in the world and are driven to make a difference in everything we do.

Our Core

Our Vision

To do good through food.

Our Strategic Priorities

GROWTH. We're devoted to helping everything around us grow. From our business to our customers to our partners' careers and even their personal lives, we're all in for growth. We fight for it and keep raising the bar as we work to realize our potential. We try new things and are committed to change, knowing that we own our future.

IMPACT. We recognize our responsibility to do good in the world and are driven to make a difference – for our partners, our business, our customers and our communities. We deliver impact by focusing on what we control – our daily work. If we're working on the right things and executing every day, we make an impact. It's that simple. Input → output → outcome → IMPACT!

Our Culture

PASSIONATE PARTNERS. We dream big, expect success, take action and aim to win every day, the right way, so we can make a meaningful impact on the lives of each other, our customers, our suppliers and people around the world.

CUSTOMER OBSESSED. Our intense focus on creating value makes us easy to do business with. We deliver on our promises with urgency and bring innovative, yet simple, solutions that make us an essential ingredient in our customers' success.

BRILLIANT AT THE BASICS. We're exceptional at the things that matter most – food safety and product quality; operational excellence; customer-brand leadership; developing our people; and making Schreiber an awesome place to work.

Continued 

Our Core

Our Values

CARING. We care deeply about all people and embrace diversity, equity and inclusion.

PARTNERSHIP. We build lasting relationships based on collaboration, commitment and trust.

OWNERSHIP. We own our future and are each responsible for our actions and performance every day.

EXCELLENCE. We strive to be the best at what we do so we can deliver the impact we're after.

SIMPLICITY. We take out complexity and are easy to do business with.

Our Responsibilities

OUR PEOPLE. We will invest in our partners by sharpening their skills, developing their talent, and supporting their healthy lifestyles and safe work environments.

OUR EARTH. We will do our best to use less energy and water, repurpose and recycle in order to minimize waste going into landfills and create energy from byproducts.

OUR FOOD. We will be a leader in food safety and quality – not just for our customers but for everyone who enjoys food.

OUR COMMUNITIES. We will make a meaningful difference by doing good in the communities where our partners live, work and play.

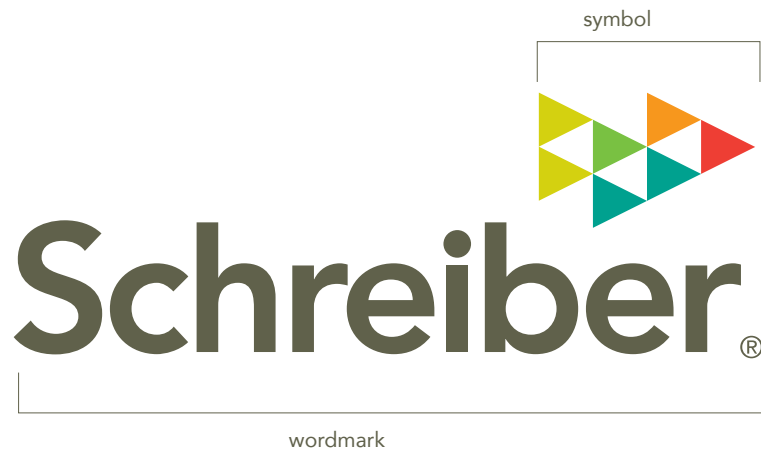


2.0

Signature
Uses and Applications

Primary Signature

Primary Signature



Primary Signature with white wordmark



For use on dark backgrounds

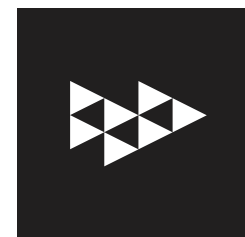
Schreiber's signature is the centerpiece of its corporate identity and perhaps its most visible and recognizable brand asset.

The use of the Schreiber signature should be executed with care and discipline. This section lays out rules and principles to ensure its consistent use.

The Schreiber signature is comprised of a wordmark and symbol. Throughout these guidelines, we refer to these elements together as the 'signature.' The letter forms in the wordmark have been created for our exclusive use. The signature must always be reproduced from the supplied digital master artwork. It must never be modified in any way (i.e., do not squash, stretch or try to re-draw it).

The symbol may be used on its own, but the wordmark must always be paired together with the symbol as the full signature.

The signature and/or symbol must appear against clean, uncluttered backgrounds to ensure legibility. No text or graphical elements should ever be placed over or under the signature and/or symbol.



Black Signature



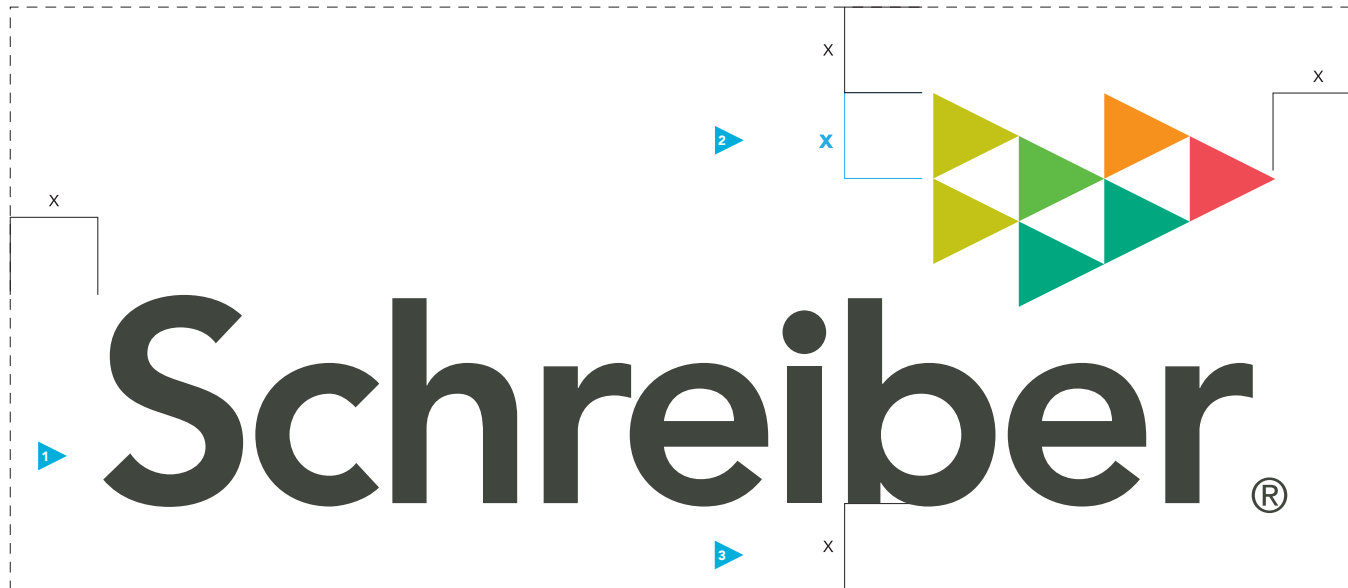
White Signature



The Schreiber Signature can be used in all black or all white, when full color is unavailable or doesn't work because of the background color or image.

For more information, refer to Improper use in Black & White.

Minimum Logo Clear Space

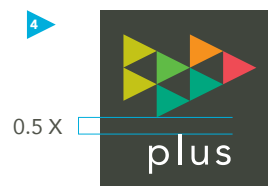


Clear Space and Minimum Size

The Schreiber Signature should be used for signage (corporate and otherwise), banners, press and media kits and promotional items.

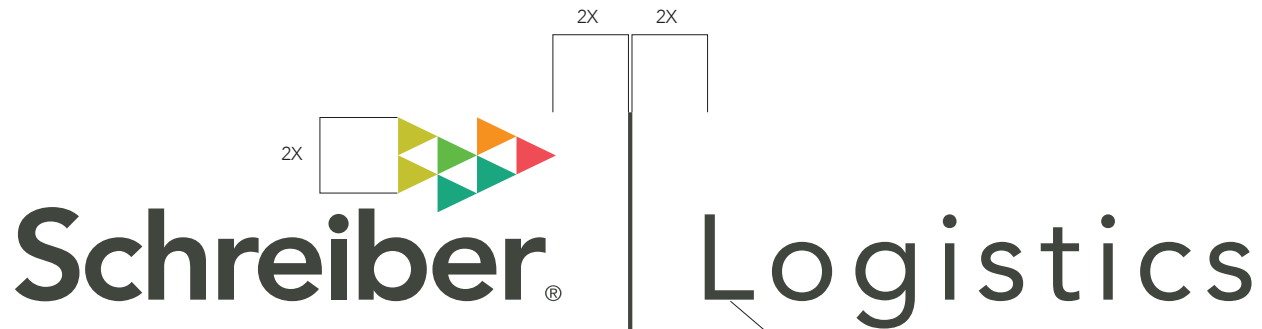
- 1 The Signature is made up of dark letter forms and a grouping of colored triangles.
- 2 X is the height of one triangle.
- 3 The Schreiber Signature should always be surrounded by a minimum of X on all sides. When possible, more clear space is preferred.
- 4 The Schreiber symbol should always be surrounded by a minimum of 0.5 X on all sides.
- 5 The minimum size for the signature is three quarters inch (0.75") in length.
- 6 The minimum size for the Signature with the DOING GOOD THROUGH FOOD® tagline is 3 inches (3.0") in length.
- 7 Exception: When including Schreiber's DOING GOOD THROUGH FOOD® tagline with the signature, 0.5 X spacing is allowed for the tagline only.

Minimum Symbol Clear Space



Minimum Logo Size





When a group requests a logo, most often we will not generate a new logo. We will add an extension to the Schreiber signature. The preferred layout is to use the signature with the area of business name in the Avenir font and a vertical bar in between. Spacing on each side of the vertical bar should be two times the height of an arrow (2X).













Spacing around the signature must be 1X (see previous page).

If the area of business name is below the signature, spacing should be 1X.

Requests for something other than a logo extension need approval from Schreiber's Director of Communications.



Improper Use

 <p>1 If using the wordmark, never detach the symbol. The wordmark must be displayed as the full signature.</p>	 <p>2 Do not add any words within the signature.</p>	 <p>3 Never change the proportions of the signature, alter the signature letter spacing or distort the signature in any way.</p>
 <p>4 Do not change the color of the signature. The only exceptions are shown in this section.</p>	 <p>5 Do not place the signature on a background where it doesn't visually stand out.</p>	 <p>6 Do not use the signature to frame an image.</p>
 <p>7 Do not change the logo type.</p>	 <p>8 Never rotate or crop the signature.</p>	 <p>9 Do not add drop shadows or other effects to the signature.</p>
 <p>10 Do not add any words within the signature.</p>	 <p>11 Do not change the colors of the symbol triangles.</p>	 <p>12 Do not overlay the word mark on the symbol.</p>

It is important that the Schreiber Signature maintain a strong visual presence whenever it is used in print and electronic mediums. This Signature should never be used as indicated on this page.

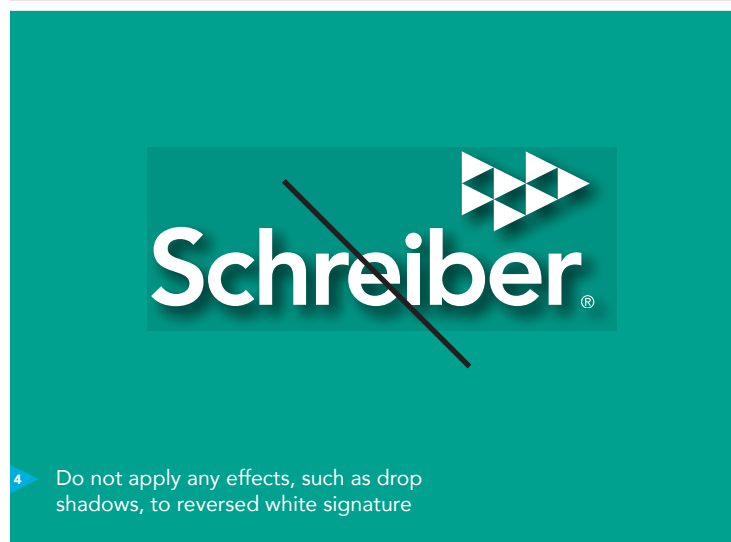
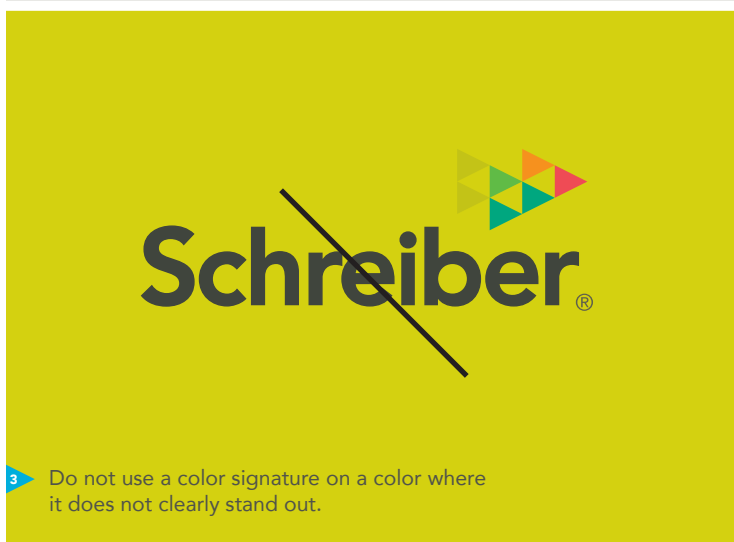
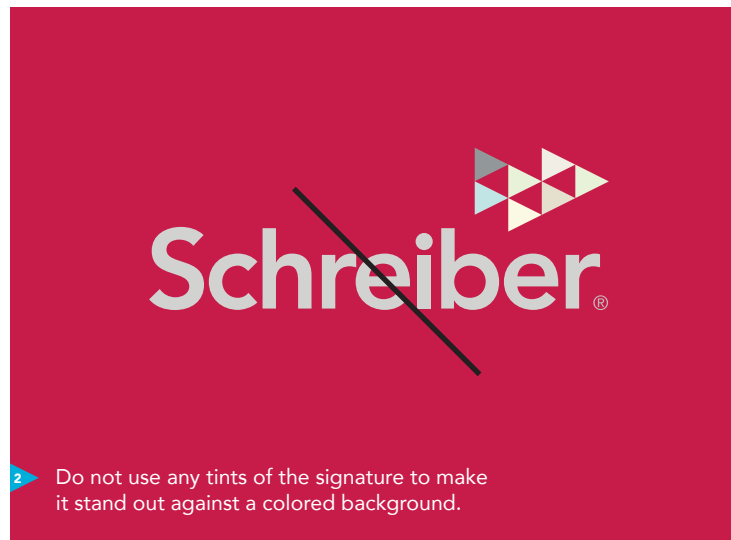
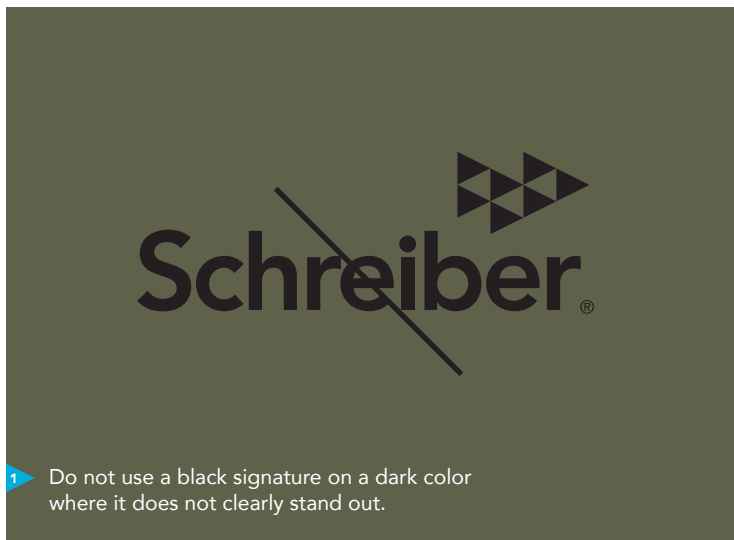
Acceptable Use on
Color Backgrounds



In order to maintain a consistent brand presence, the Schreiber Signature can be used on the following accent colors as backgrounds when reversed out in white.

**Improper Use on
Color Backgrounds**

It is important that the Schreiber Signature maintain a strong visual presence whenever it is used in print and electronic mediums. This Signature should never be used as indicated on this page.



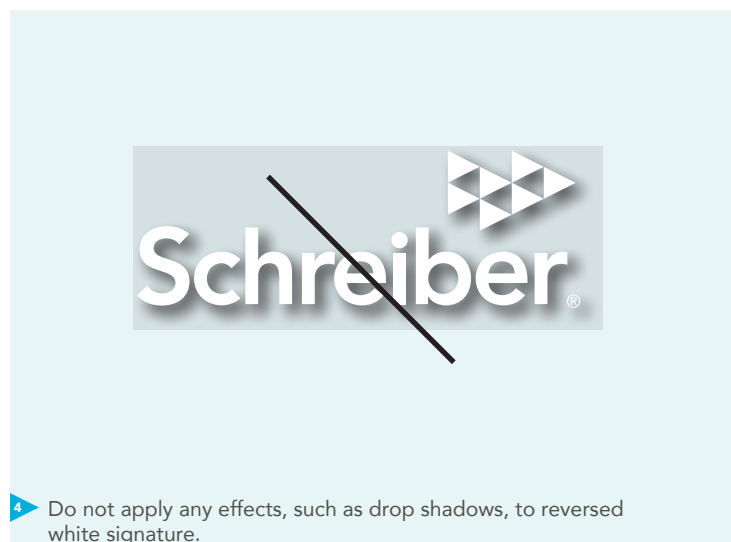
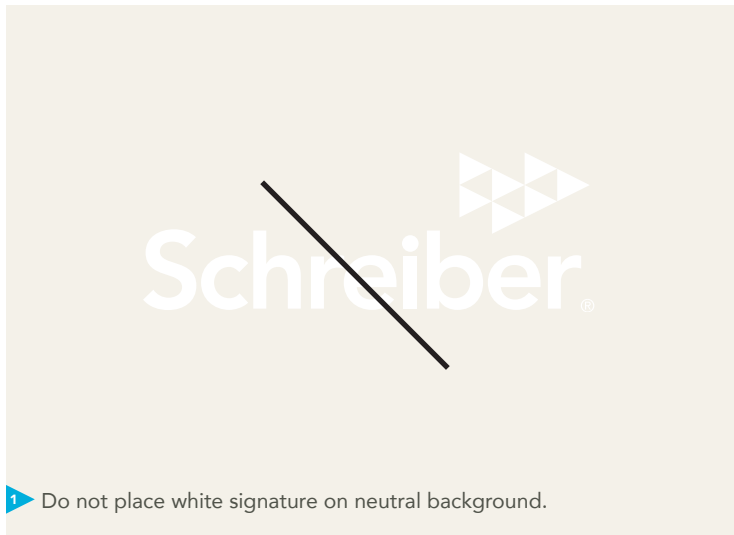
**Acceptable Use on
Neutral Color Backgrounds**



In order to maintain a consistent brand presence, the Schreiber Signature can be used in the original colors for print and electronic mediums on specified neutral color backgrounds.

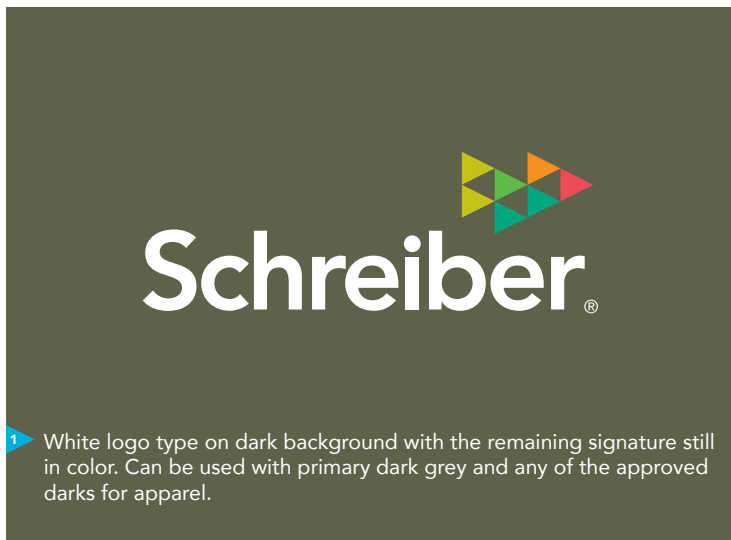
**Improper Use on
Neutral Color Backgrounds**

It is important that the Schreiber Signature maintain a strong visual presence whenever it is used in print and electronic mediums. This Signature should never be used as indicated on this page.



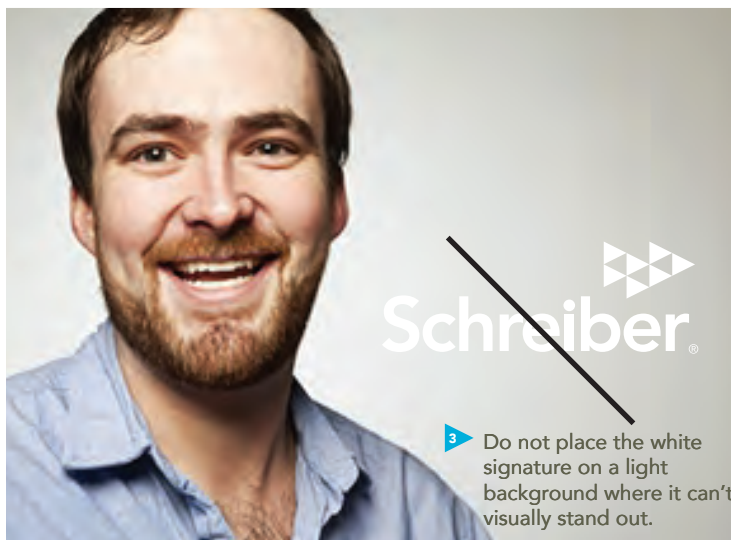
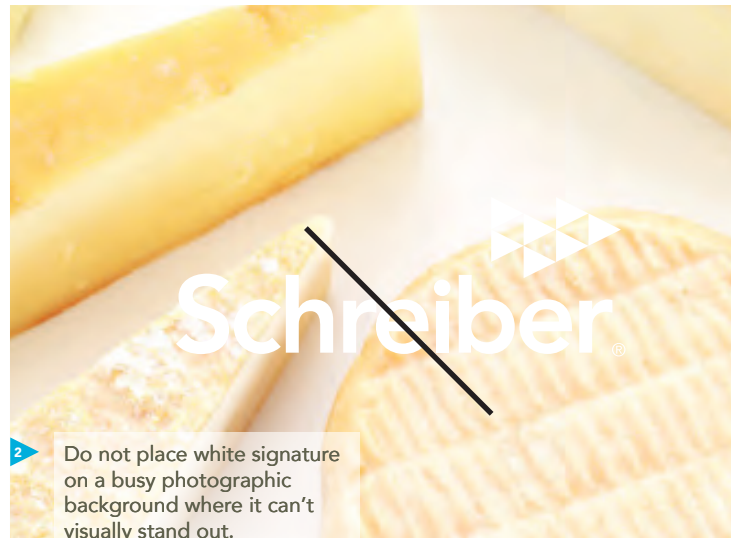
Acceptable Use on Photography and Dark Backgrounds

In order to maintain a consistent brand presence, the Schreiber Signature can be used in the following colors for both print and electronic mediums.



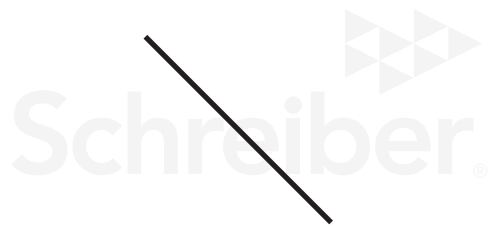
Improper Use on Photography and Dark Backgrounds

It is important that the Schreiber Signature maintain a strong visual presence whenever it is used in print and electronic mediums. This Signature should never be used as indicated on this page.

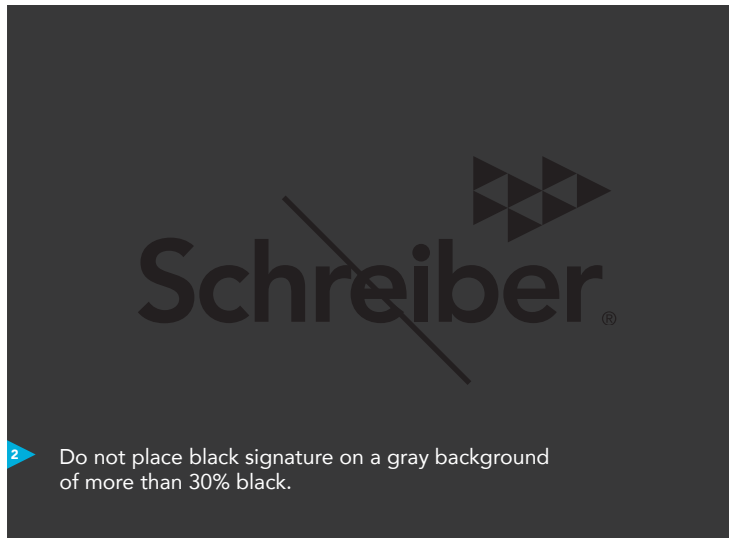


Improper Use of Black & White

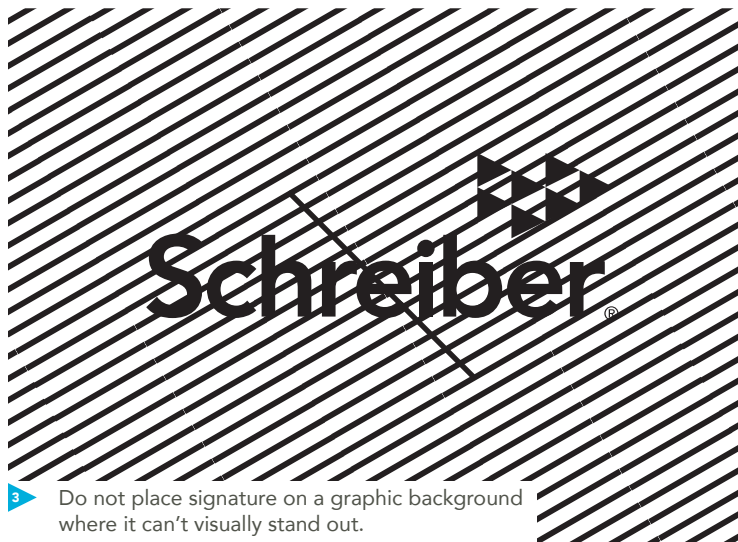
It is important that the Schreiber Signature maintain a strong visual presence whenever it is used in print and electronic mediums. This Signature should never be used as indicated on this page.



1 Do not use the signature in a tint of black where it does not clearly stand out, with the exception of embossing the logo on a surface like metal or glass.



2 Do not place black signature on a gray background of more than 30% black.

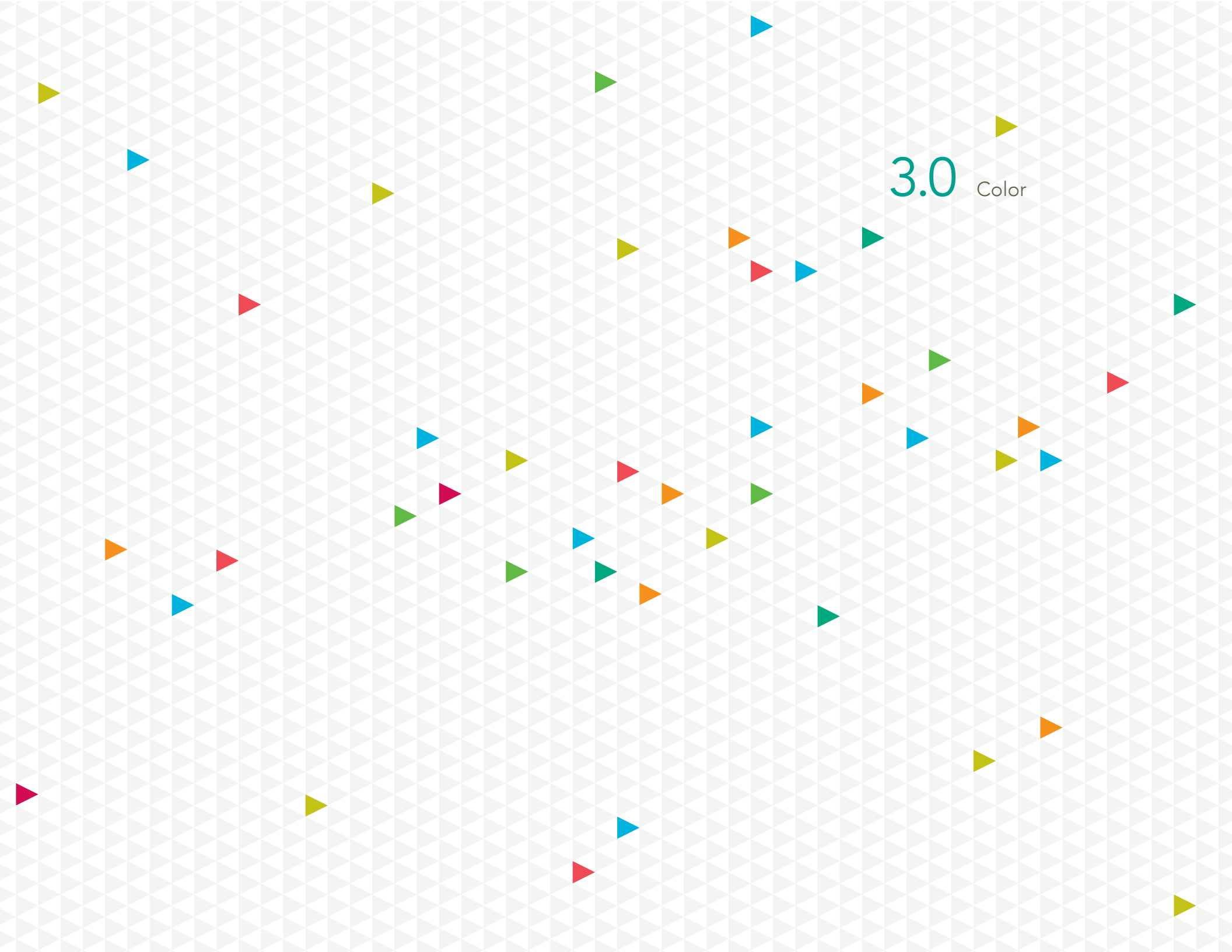


3 Do not place signature on a graphic background where it can't visually stand out.



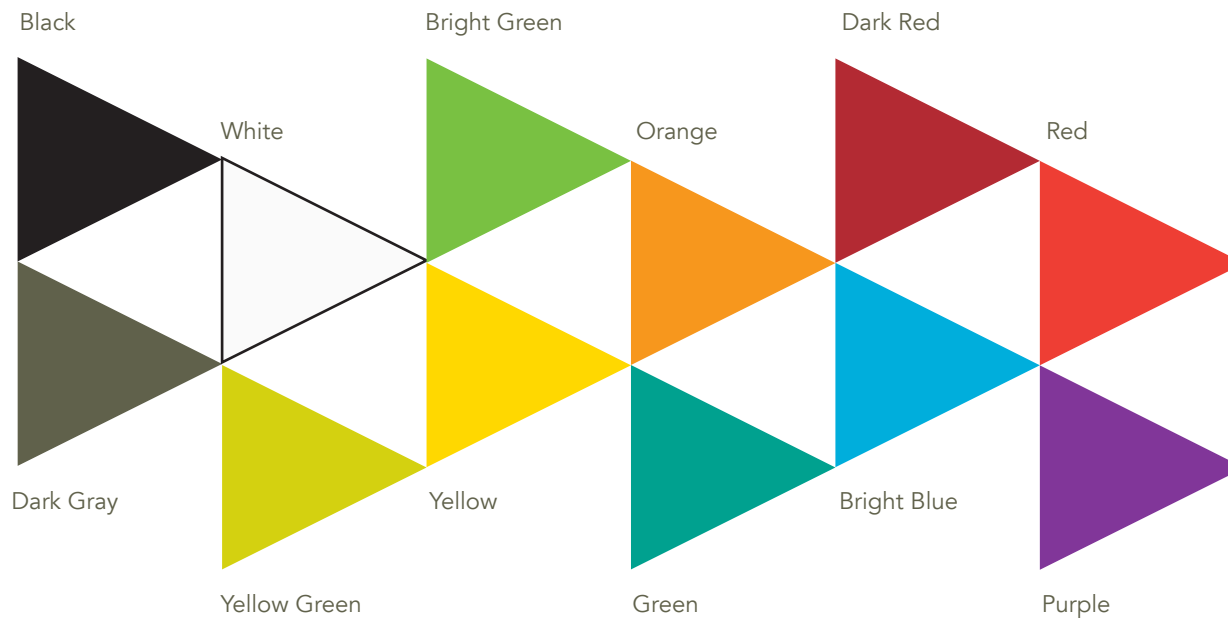
4 Do not place white signature on a gray background of less than 30% black.

3.0 Color



Primary Colors

Used extensively across all applications and media types



Color is absolutely fundamental to identity. The colors seen on this page represent our primary brand color palette. These colors are a key element to re-enforcing the dynamic nature of our brand's personality.

Our vibrant color palette reflects the diversity of our employees, products, clients and their ambitions. The pure, saturated hues are timeless and stay fresh without being trendy. Consistent use of these primary colors is to be applied in all communication systems such as collateral, advertisements, multimedia and signage. White plays an integral role in the consideration of proportions by way of page color or backgrounds.

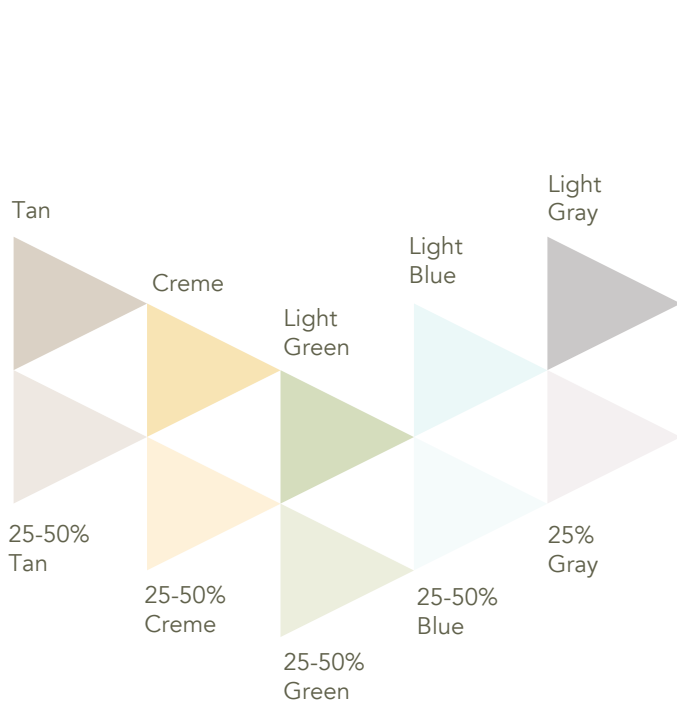
Primary Colors	PMS	CMYK	RGB	HEX
Black		0 0 0 100	35 31 32	231F20
Dark Gray	418C	3 0 31 75	95 96 75	5F604B
White		0 0 0 0	255 255 255	FFFFFF
Yellow Green	397C	10 0 100 11	213 209 14	D5D10E
Bright Green	368C	57 0 100 0	122 193 67	7AC143
Yellow	Medium Yellow	2 11 100 0	255 217 0	FFD900

Primary Colors	PMS	CMYK	RGB	HEX
Orange	144C	0 48 100 0	248 151 29	F8971D
Green	3278C	100 0 55 5	0 161 142	00A18E
Bright Blue	312C	96 0 11 0	0 175 219	00AFDB
Dark Red	704C	0 90 72 29	180 46 52	B42E34
Red	032C	0 90 86 0	239 65 53	EF4135
Purple	2593C	57 94 0 0	134 51 153	863399

Secondary Color Palette

Tints and Neutrals

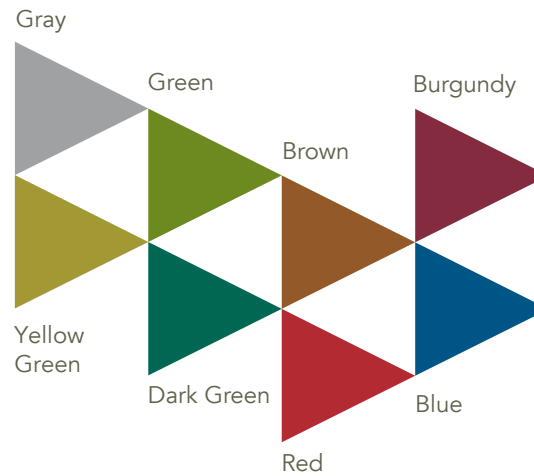
Color backgrounds to augment and contrast with white backgrounds



Neutral Colors	PMS	CMYK	RGB	HEX
Tan	7527C	16 13 21 0	214 209 196	D6D1C4
Creme	7499C	6 7 35 0	241 228 178	F1E4B2
Light Green	7485C	19 4 31 0	207 221 187	CFDDBB
Light Blue	317C	30 0 12 0	175 226 227	AFE2E3
Light Gray	420C	21 17 17 0	200 200 200	C8C8C8

Darks

Limited usage when deeper tonal backgrounds are required, such as on apparel



Accent Colors	PMS	CMYK	RGB	HEX
Gray	422C	41 31 32 0	158 161 162	9EA1A2
Yellow Green	7746C	43 28 100 5	153 154 50	999A32
Green	370C	66 26 100 9	99 140 28	638C1C
Dark Green	3298C	100 33 75 24	0 104 83	006853
Brown	464C	33 64 96 24	142 89 40	8E5928
Red	704C	0 90 72 29	180 46 52	B42E34
Burgundy	7638C	35 91 60 30	130 44 65	822C41
Blue	7692C	100 69 24 7	0 84 135	005487

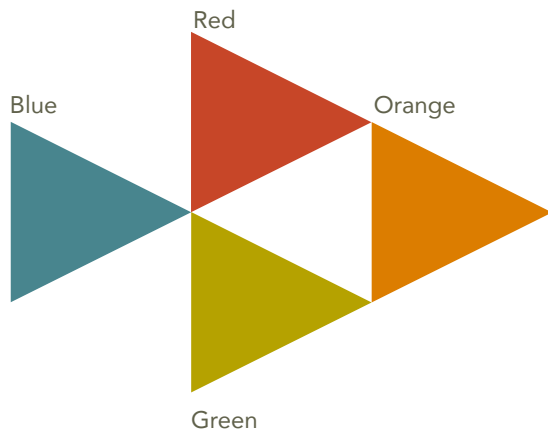
Tints, Neutrals and Dark colors—are provided as a further complement to the primary Schreiber Color Palette.

Secondary colors add immense flexibility, expand creative possibilities, help organize space into meaningful units and can be used to color-code information and content areas.

Tints can be used for items such as graphic elements, rules, charts, tables, infographic motifs, backgrounds and text highlighting. Dark colors can be used for apparel, coffee mugs, writing pens and other kinds of promotional vehicles.

Environmental Colors

Professional pallet to enhance the work place



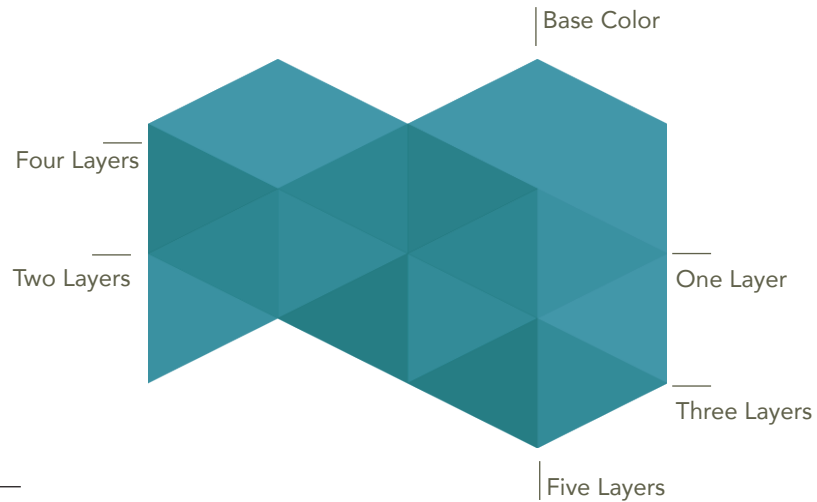
How to use

The environmental pallet includes the four base colors and any layered opacity set to 20 percent multiply. To keep this consistent, instead of adding a 40 percent opacity to get a darker shade please add two 20 percent layers both set to multiply. Also, do not exceed more than five layers.

Environmental colors—are provided as a further complement to the primary Schreiber Color Palette.

These tertiary colors help provide a professional looking atmosphere and expand creative possibilities when looking at a creative and innovative work place.

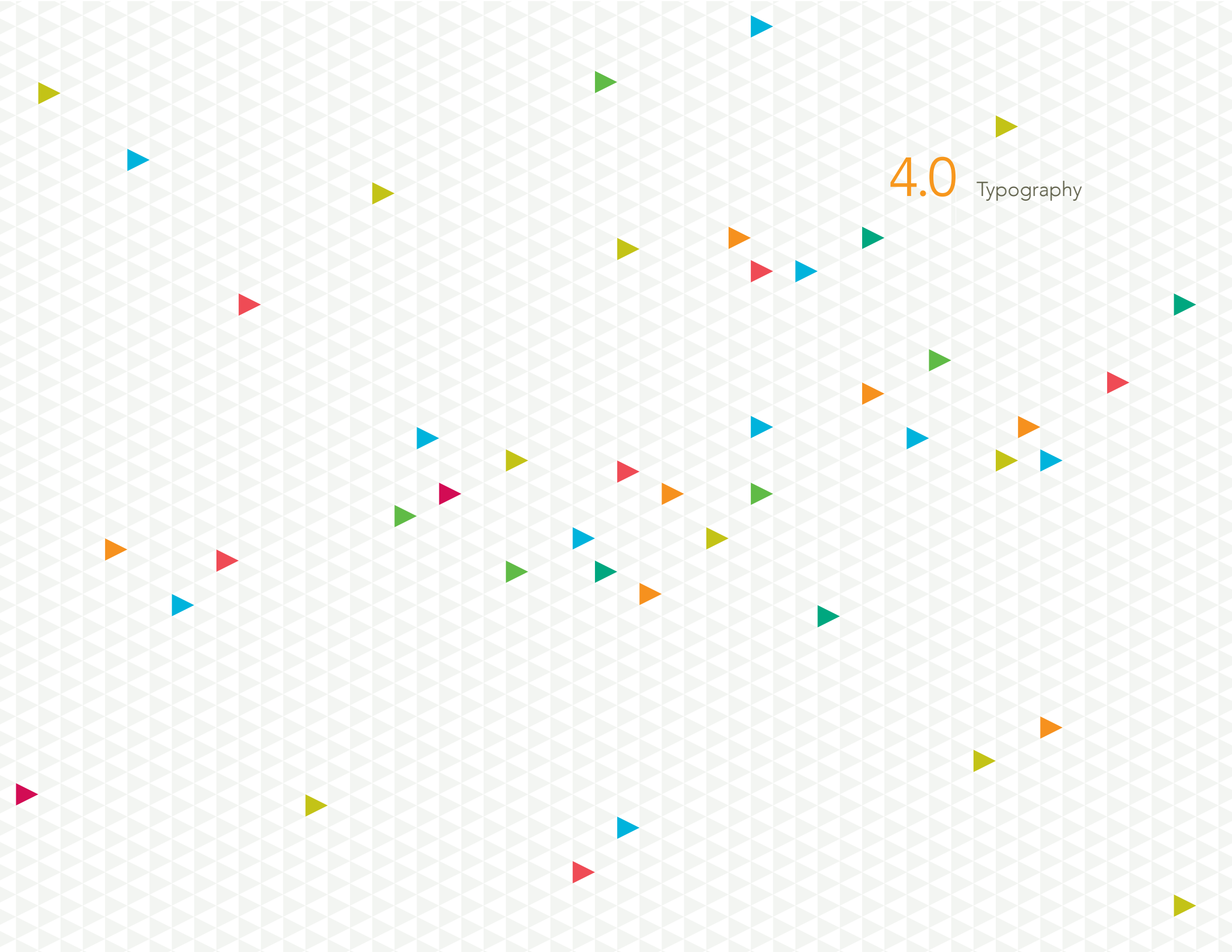
Environmental colors can be used for items such as aesthetically pleasing design elements in the work place such as hallways and other work place related areas.



Neutral Colors	PMS	CMYK	RGB	HEX
Red	7598C	17 86 98 7	189 71 42	BD472A
Orange	145C	15 56 100 2	212 126 0	D47E00
Blue	5483C	73 34 39 5	75 133 142	4B858E
Green	398C	37 26 100 2	172 163 0	ADA300

4.0

Typography



Avenir is the brand font.

Avenir
Light

*Avenir
Light Oblique*

Avenir
Book

*Avenir
Book Oblique*

*Avenir
Oblique*

Avenir
Medium

*Avenir
Medium Oblique*

**Avenir
Black**

*Avenir
Oblique*

Avenir
Medium

*Avenir
Medium Oblique*

**Avenir
Black**

**Avenir
Black Oblique**

**Avenir
Heavy**

***Avenir
Heavy Oblique***

Avenir
Roman

Verdana is the font for digital communications.

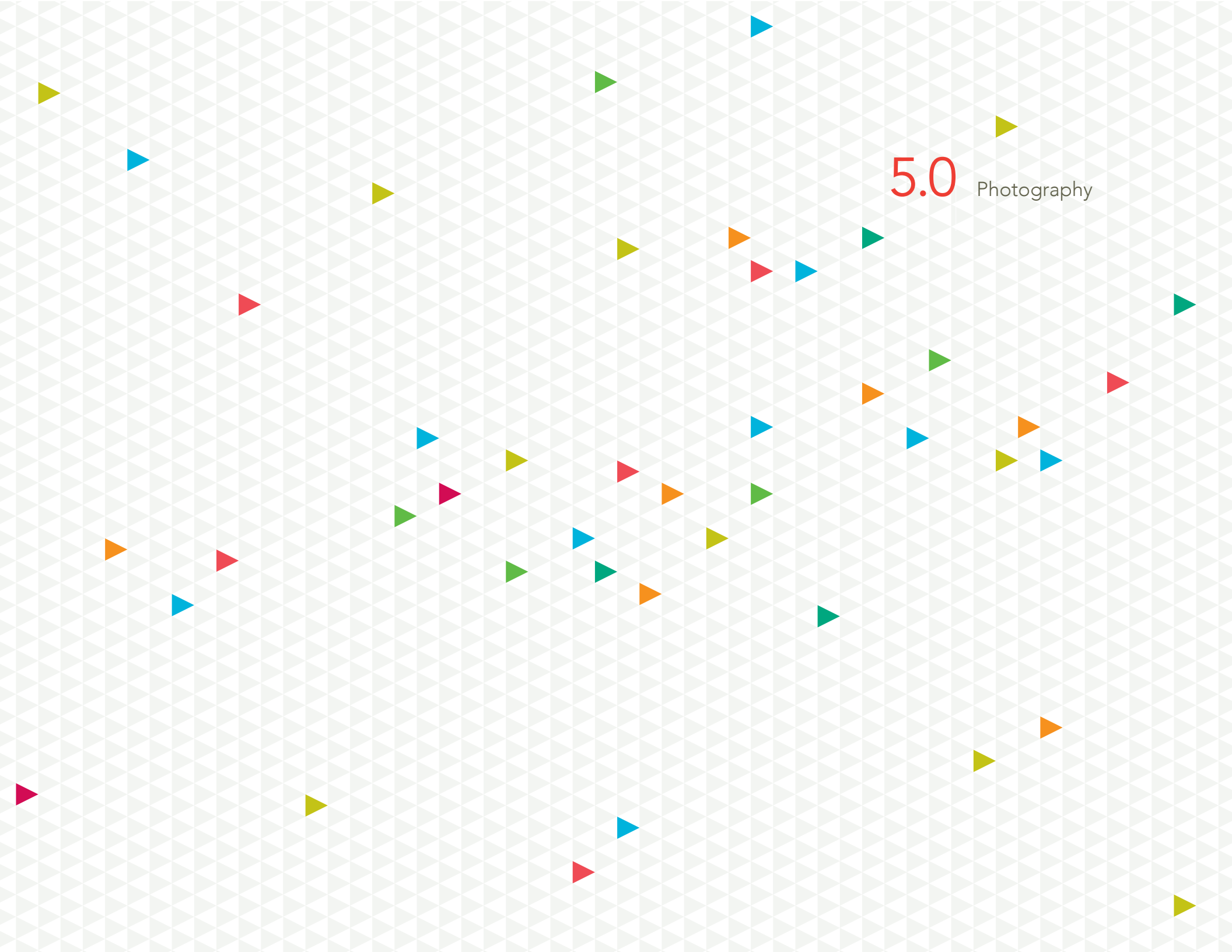
Verdana
Regular

**Verdana
Bold**

Gibson Bold is a font that can be used for headers.

**Gibson
Bold**

5.0 Photography



Overview of Categories

Schreiber Portraits



Schreiber Culture



Manufacturing



Food



Photography is a powerful and central element in our communications with all audiences. Pictures capture the imagination, tell a story and help create an emotional connection with our audiences.

Our photography categories are segmented into four distinct areas:

- 1) Schreiber portraits
- 2) Schreiber culture
- 3) Manufacturing
- 4) Food

Creative use of size and scale, cropping, composition, perspective, depth of field, and contextual environments help create impactful images. Our photos are warm, vibrant and engaging.

Disclaimer: The images shown in these guidelines are for demonstration purposes only. Sample images should not be mistaken for assets in the Schreiber image library and may not be appropriated for use in materials.



Schreiber Portraits



Schreiber portraits reflect the positive and emotive spirit of our most important asset - our people.

Captured in portrait style and looking into the camera, our authentic photographic style expresses the optimistic, emotive and personal character of Schreiber individuals in a natural and genuine way. The subjects should pop off the background through the use of depth of field, while exuding authenticity and warmth.



Photos should always be bright and colorful, with simple composition and honest human emotion.

If a photo will be used with an external audience, customer names and labels must NOT be shown. The exception is something for a customer, in which case only that customer's label should be visible.



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Schreiber culture



Schreiber culture photos reflect the positive, caring spirit of Schreiber Foods.

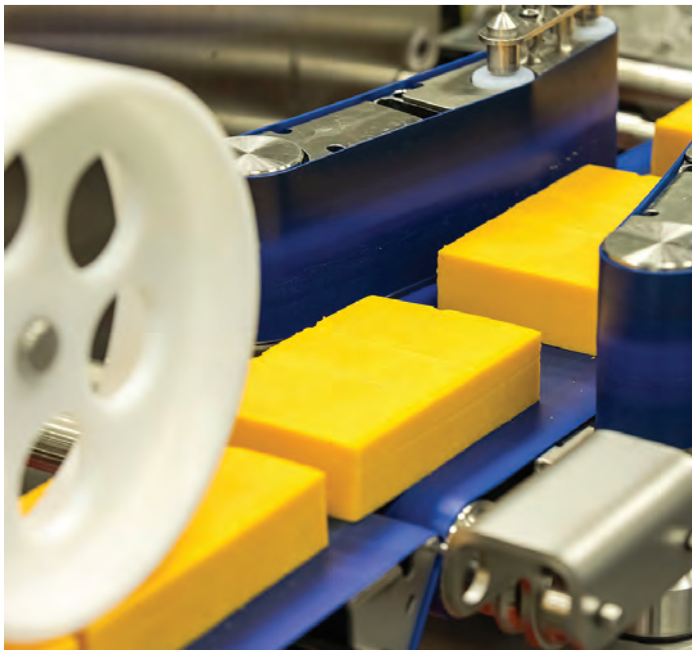
A combination of action and looking-into-the-camera shots provides a closer look into Schreiber's culture that focuses on doing good through food®.

Photos should always be bright, simple in composition and honest in their human emotion.

If a photo will be used with an external audience, customer names and labels must NOT be shown. The exception is something for a customer, in which case only that customer's label should be visible.

Disclaimer: The images shown in these guidelines are for demonstration purposes only. Sample images should not be mistaken for assets in the Schreiber image library and may not be appropriated for use in materials.

Manufacturing



Photos of our manufacturing facilities show a modern, global company focused on growth and impact.

Giving a glimpse of our manufacturing world in ways that show a modern, clean environment where employees can have fun and grow.

Photos show a combination of 1) our people captured in the moment, looking into the camera, 2) candid views of our people at work, and 3) our food, modern equipment and processes.

Photos should always be bright, vibrant and clean, while showing people who are engaged in what they're doing. All personal protective equipment (PPE) must be worn properly and show a food-safe environment.

If a photo will be used with an external audience, customer names and labels must NOT be shown. The exception is something for a customer, in which case only that customer's label should be visible.

Disclaimer: The images shown in these guidelines are for demonstration purposes only. Sample images should not be mistaken for assets in the Schreiber image library and may not be appropriated for use in materials.

Food

Our food photography style is powerful in its attention to detail.

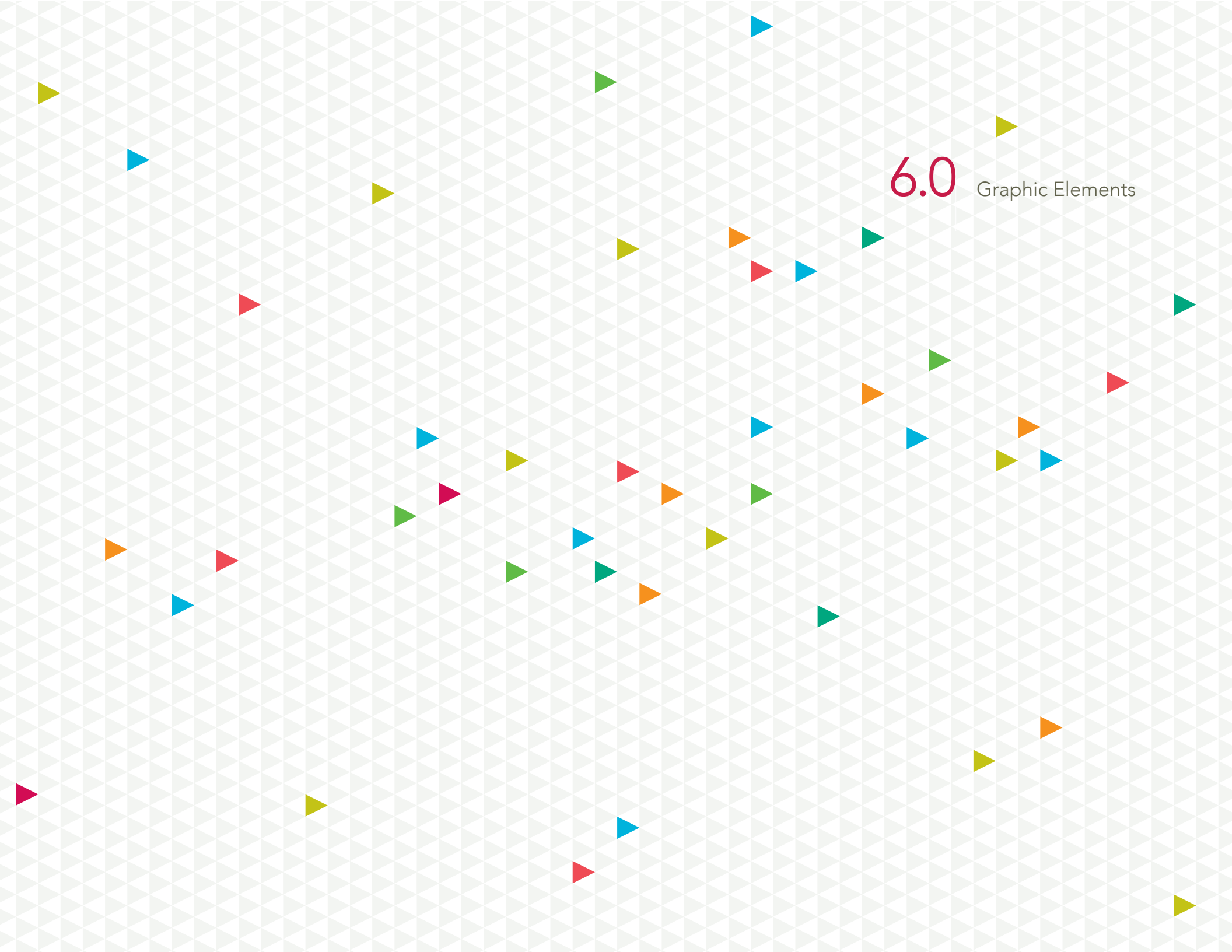
A focused approach with interesting photographic cropping and depth of field is at the heart of our food photography. Photos should always be vibrant and mouth watering. Visual angle, cropping and lighting all play key roles in the success of these photos.

Images include our raw food products and our food in application with items like cheeseburgers, grilled cheese and more.

Disclaimer: The images shown in these guidelines are for demonstration purposes only. Sample images should not be mistaken for assets in the Schreiber image library and may not be appropriated for use in materials.



6.0 Graphic Elements



Mosaic and Active Pattern Overview



Mosaic



Mosaic



The mosaic and active pattern are decorative motifs that are applied to employee merchandise and branded giveaways. They are also used digitally for animated video displays and screen savers. The mosaic may be used environmentally as an interior wall or glass decorative treatment.

The mosaic consists of a grid of mosaic gray triangles on which the Schreiber signature is staged. This mosaic with signature may be applied to a full range of application sizes, with or without the active pattern.

The active pattern is a predetermined arrangement of color triangles in a seemingly random formation, migrating from left to right on the mosaic.

Both the mosaic and active pattern should be used thoughtfully, never as wallpaper or an exercise in personal creativity.

Please follow these guidelines to ensure that the scale of the mosaic and active pattern is in proper size relationship to the application.

There are four size options of the mosaic and active pattern to accommodate the size of any given application. Choose the option that best fits based on the width of the application.

**Mosaic and Active Pattern:
Option 1**

In Option 1 the mosaic consists of 10 triangles per linear inch. Use this option for applications that are approximately 3" in width and smaller.

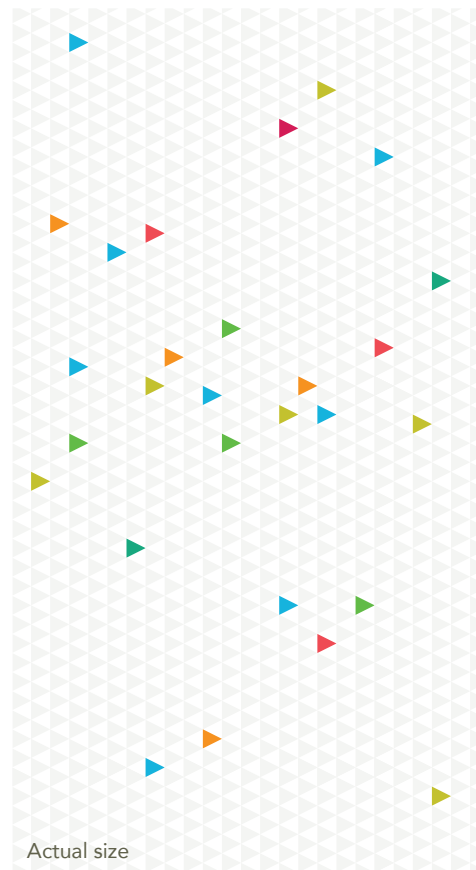
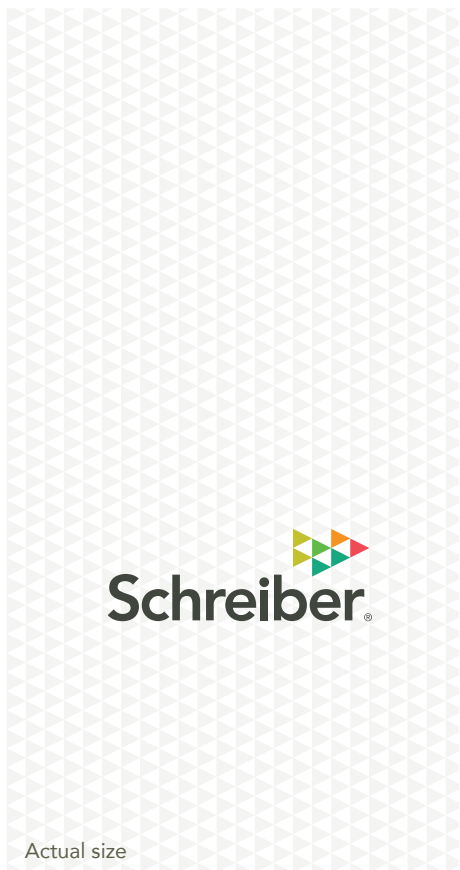
The size of the Schreiber signature is predetermined. The signature and symbol align with, and are positioned in relation to, the mosaic triangles: Never make the triangles in the symbol smaller or larger than the triangles in the mosaic.

On applications where the signature and active pattern are used together, individual color triangles may be deleted to ensure proper clear space for the signature.

The mosaic triangles are always mosaic grey on a white background. The active pattern triangles are all the primary colors except dark gray. Do not change or alter the position of the triangles or their color.

Within the mosaic or active pattern, triangles on the left edge of the page or screen should appear in full. Crop triangles at the top and bottom of the page equally.

Example of Option 1: mobile phone case



**Mosaic and Active Pattern:
Option 2**



In Option 2 the mosaic consists of 5 triangles per linear inch. Use this option for applications that are approximately 3" to 12" in width.

The size of the Schreiber signature is predetermined. The signature and symbol align with, and are positioned in relation to, the mosaic triangles: Never make the triangles in the symbol smaller or larger than the triangles in the mosaic.

On applications where the signature and active pattern are used together, individual color triangles may be deleted to ensure proper clear space for the signature.

The mosaic triangles are always mosaic gray on a white background. The active pattern triangles are all the primary colors except dark gray. Do not change or alter the position of the triangles or their color.

Within the mosaic or active pattern, the triangles on the left edge of the page or screen should appear in full. Crop triangles at the top and bottom of the page equally.

Example of Option 2: tablet case



**Mosaic and Active Pattern:
Option 3**



In Option 3 the mosaic consists of 2 triangles per linear inch. Use this option for applications that are approximately 12" and larger in width.

The size of the Schreiber signature is predetermined. The signature and symbol align with, and are positioned in relation to, the mosaic triangles: Never make the triangles in the symbol smaller or larger than the triangles in the mosaic.

On applications where the signature and active pattern are used together, individual color triangles may be deleted to ensure proper clear space for the signature.

The mosaic triangles are always mosaic gray on a white background. The active pattern triangles are all the primary colors except dark gray. Do not change or alter the position of the triangles or their color.

Within the mosaic or active pattern, the triangles on the left edge of the page or screen should appear in full. Crop triangles at the top and bottom of the page equally.

Example of Option 3: tote bag



**Mosaic and Active Pattern:
Option 4**

In Option 4 the mosaic consists of 1 triangle per 2-1/4 linear inches. Use this option for large scale digital/interactive applications.

The size of the Schreiber signature is predetermined. The signature and symbol align with, and are positioned in relation to, the mosaic triangles: Never make the triangles in the symbol smaller or larger than the triangles in the mosaic.

On applications where the signature and active pattern are used together, individual color triangles may be deleted to ensure proper clear space for the signature.

The mosaic triangles are always mosaic grey on a white background. The active pattern triangles are all the primary colors except dark gray. Do not change or alter the position of the triangles or their color.

Within a mosaic or active pattern, the triangles on the left edge of the page or screen should appear in full. Crop triangles at the top and bottom of the page equally.

Example of Option 4: video display



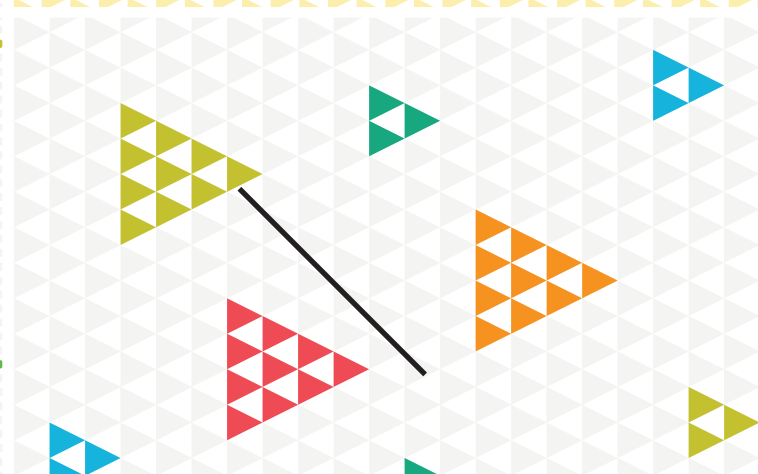
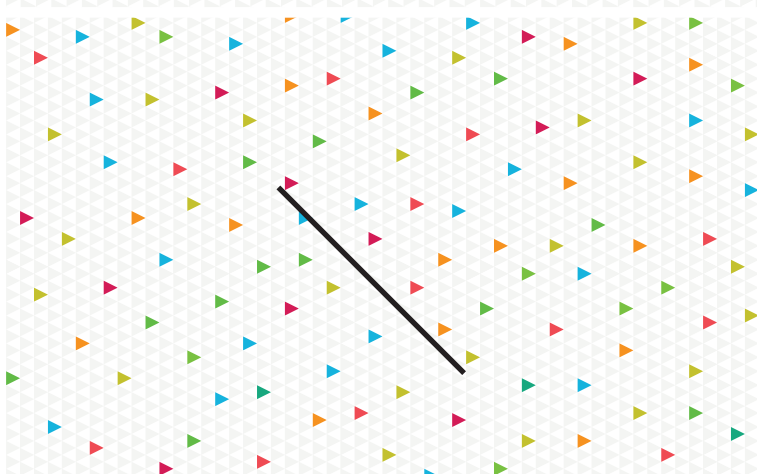
Improper Use of Mosaic and Active Patterns

This page shows some, but not all, possible misuses of the mosaic and active pattern. Follow the examples shown in these guidelines for best practices.



1 Do not make the Schreiber signature (and symbol) larger or smaller than the size of the mosaic triangles.

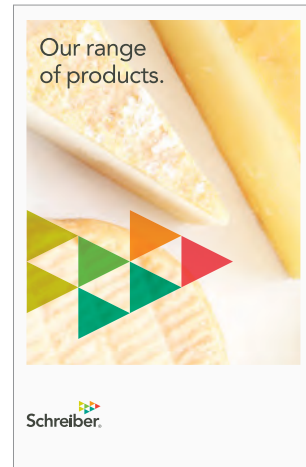
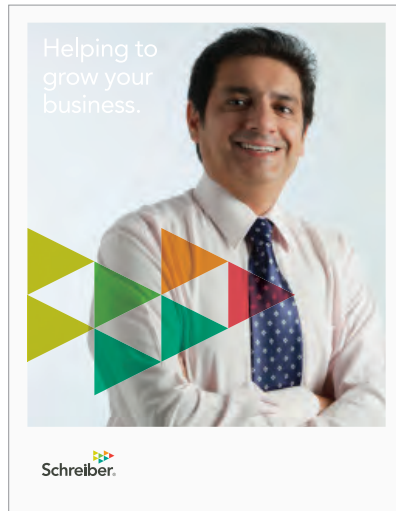
2 Do not make the mosaic any color other than mosaic gray.



3 Do not alter or rearrange the active pattern triangles, or create new patterns.

4 Do not create new designs or structures with the triangles.

Pattern Overview



Patterns are an extension of the forward moving feel of the Schreiber signature. It is important to use them consistently and as demonstrated on the pages within this section. Avoid overuse.

Patterns may be applied to wall graphics, posters, brochure cover art, interior spreads, advertising, and all digital applications. Patterns should not appear more than once per document, and pattern types should not be mixed within one document.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All patterns are predetermined and should not be recreated or altered.

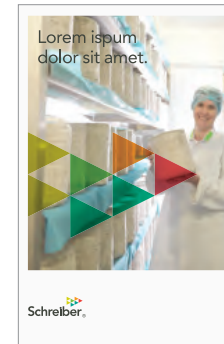
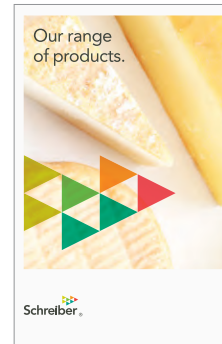
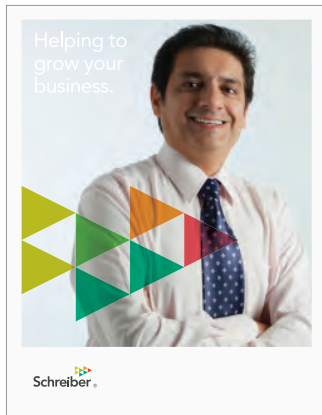
←
-large format
-broad, high level communications

→
-small format
-focused communications

Continued →



Medium Pattern Overview



The medium pattern is the same as the Schreiber symbol.

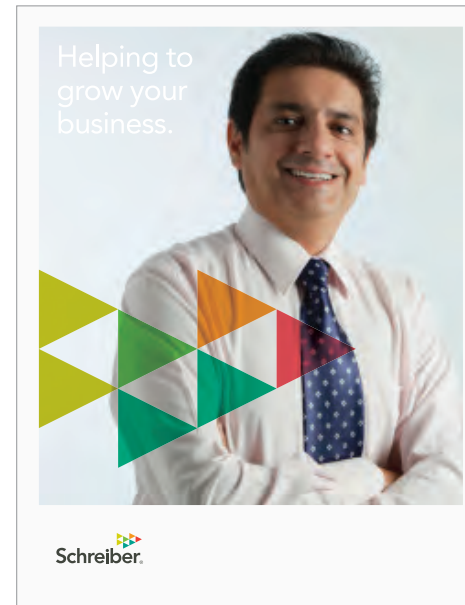
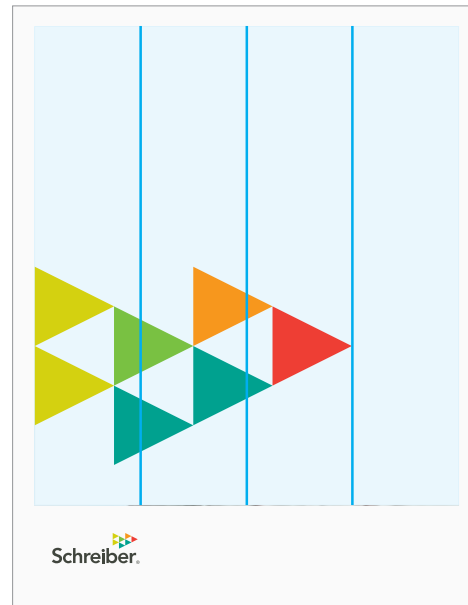
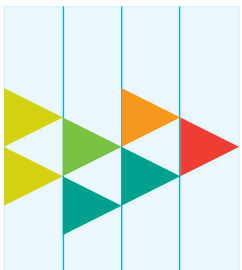
This pattern is most appropriately used within general content collateral.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All patterns are predetermined and should not be recreated or altered.

Examples shown: Brochure covers and interior spread

Medium Pattern Vertical Set-up

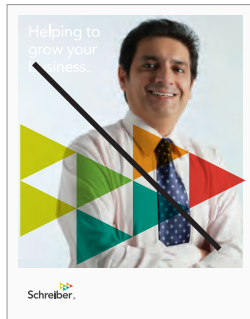


The medium pattern is based on 4 columns where 1 column is equal to the width of 1 triangle. The recommended column width for this pattern in application is 3 columns.

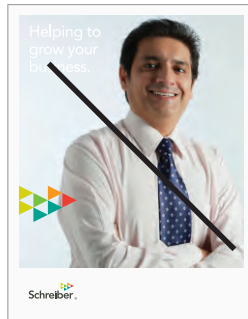
Apply the 4 column frame over the selected area and adjust the medium pattern to 3 columns as shown.

Vertical placement is flexible and can be measured in increments of the height of 1/2 triangle.

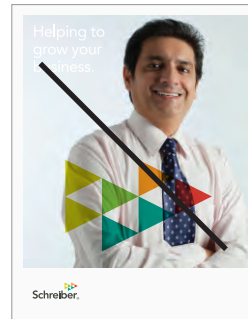
Example shown: Brochure cover

Improper Use of Medium Pattern within Vertical Layout

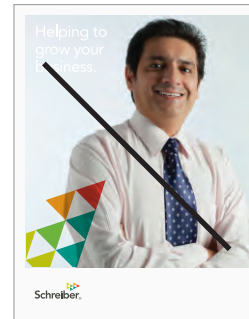
- 1 Do not use the medium pattern across all 4 columns, or entire width of page.



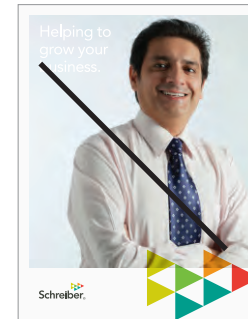
- 2 Do not use less than 3 columns when setting up the medium pattern.



- 3 Do not center patterns.



- 4 Do not angle or crop patterns.



- 5 Do not right align patterns or place them over both image and white areas.

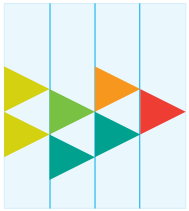
In order to maintain a consistent brand presence, ensure proper use of the medium pattern.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All triangles should be fully visible and never cropped.

All patterns are predetermined and should not be recreated or altered.

Medium Pattern Horizontal Set-up



The recommended relationship for the medium pattern within the horizontal formats is 1/2 the width of the image area.

Apply the 4 column frame over the selected area and adjust the medium pattern to 2 columns as shown.

Vertical positioning is flexible and measured by increments of 1/2 triangle height.

Example shown: Interior spread

Improper Use of Medium Pattern within a Horizontal Layout

- 1 Do not use the medium pattern across all 4 columns, or entire width of page.



- 2 Do not use less than 3 columns when setting up the medium pattern.



- 3 Do not center patterns.



- 4 Do not right align patterns or place them over both image and white areas.

In order to maintain a consistent brand presence, ensure proper use of the medium pattern.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All triangles should be fully visible and never cropped.

All patterns are predetermined and should not be recreated or altered.

Small Pattern Overview



The small pattern is used in instances where space is limited due to format, image area or amount of messaging on a page.

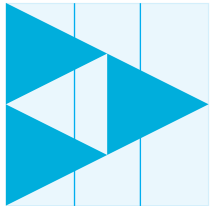
This pattern is most appropriately used within targeted, focused collateral.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All patterns are predetermined and should not be recreated or altered.

Examples shown: Small/tri-fold brochure covers and website.

Small Pattern Vertical Set-up



The recommended relationship for the small pattern within the horizontal formats is 1/2 the width of the image area.

Apply the 3 column frame over the selected area, extending the width of the area.

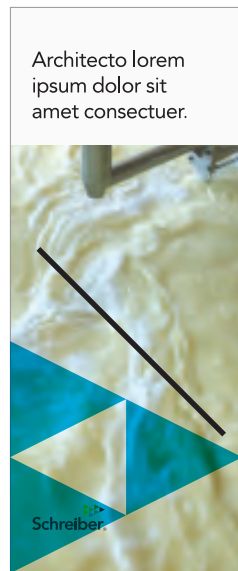
Vertical positioning is flexible and measured by increments of 1/2 triangle height.

Example shown: Tri-fold brochure

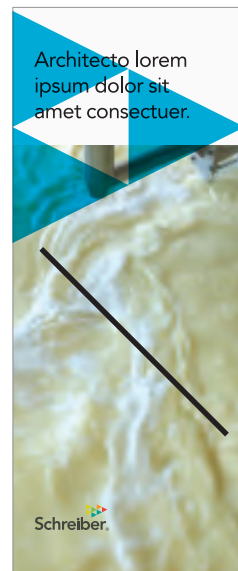
Improper Use of Small Pattern within Vertical Layout



1 Do not use less than 3 columns on a narrow format.



2 Do not place patterns behind signature or messaging.



3 Do not place patterns on both image and white areas.



4 Do not angle or crop Patterns.

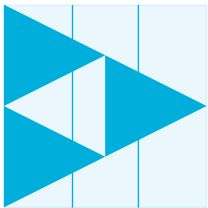
In order to maintain a consistent brand presence, ensure proper use of the small pattern.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All triangles should be fully visible and never cropped.

All patterns are predetermined and should not be recreated or altered.

Small Pattern Horizontal Set-up



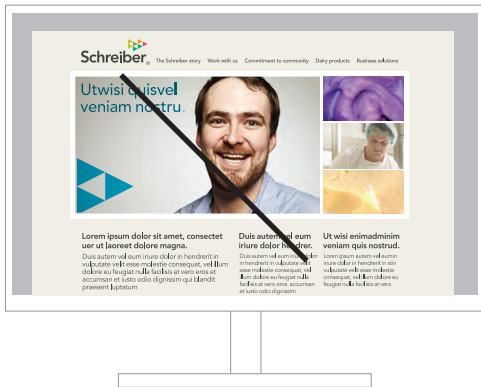
The small pattern is used in instances where space is limited due to format, image area or amount of messaging on a page.

Within small, horizontal formats, the Small Pattern utilizes one column as shown here.

Vertical positioning is flexible and measured by increments of 1/2 triangle height.

Example shown: Website

Improper Use of Small Pattern within Horizontal Format



1 Do not use less than 1 column.



2 Do not use more than 1 column.



3 Do not angle or crop patterns.

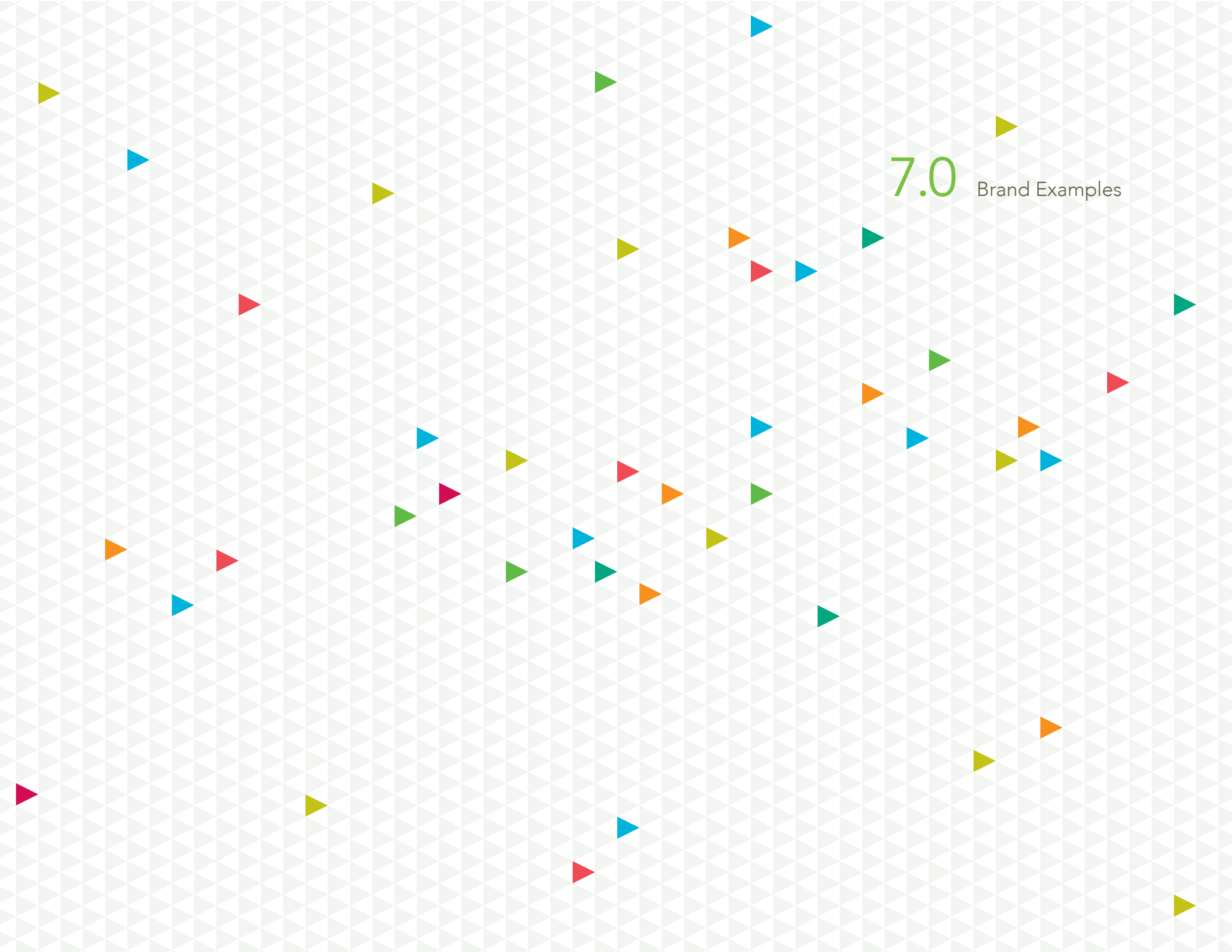
In order to maintain a consistent brand presence, ensure proper use of the small pattern.

Patterns are used on either white or image backgrounds. Patterns are opaque on white, and 100% multiply on image backgrounds.

All triangles should be fully visible and never cropped.

All patterns are predetermined and should not be recreated or altered.

7.0 Brand Examples



Billboard

Schreiber.
DOING GOOD THROUGH FOOD.

\$23.96/hour
2nd or 3rd shift

EXPERIENCE BETTER!

WE'RE HIRING FORKLIFT DRIVERS

Night-shift premium, overtime and double time available

SEE ALL JOB OPENINGS

Billboard

Schreiber.

Machine Operator up to \$26.17

Multi-trade Maintenance up to \$35.22

Other Production up to \$21.91

EXPERIENCE BETTER!

SchreiberFoods.com

36" x 72" Outdoor Banner

Schreiber.
DOING GOOD THROUGH FOOD.

EXPERIENCE BETTER!

WE'RE HIRING PRODUCTION OPERATIVES

at our new cheese processing factory

CALL: 01453 703385 OR DROP IN FOR AN INTERVIEW

starting at **£12** per hour

Flier

Schreiber.
DOING GOOD THROUGH FOOD.

WE'RE HIRING PRODUCTION OPERATIVES

at our new cheese processing factory in Stonehouse, Gloucestershire.

JOIN A GLOBAL, GROWING COMPANY

Full time starts at £12 per hour, increasing to £13 per hour after 12 weeks training.

- 12-hour rotating days/nights (3.5 days followed by 3 nights)
- Monday to Thursday lunch time (37.5 hours per week)
- Annual bonus, company pension with 5% employer contribution, 25 days holiday + bank holidays (pro rata) and many more great benefits

EXPERIENCE BETTER!

DROP IN MARCH 16-31 FOR AN INTERVIEW
10 A.M. - 2 P.M. MONDAY - FRIDAY

3 WAYS TO APPLY

schreiberfoods.com UKjobs@schreiberfoods.com

Brural Way
Stroudwater Business Park
Stonehouse
GL10 3DX

Social Post

Schreiber.

“ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. ”

DOING GOOD THROUGH FOOD

The Source, Schreiber+



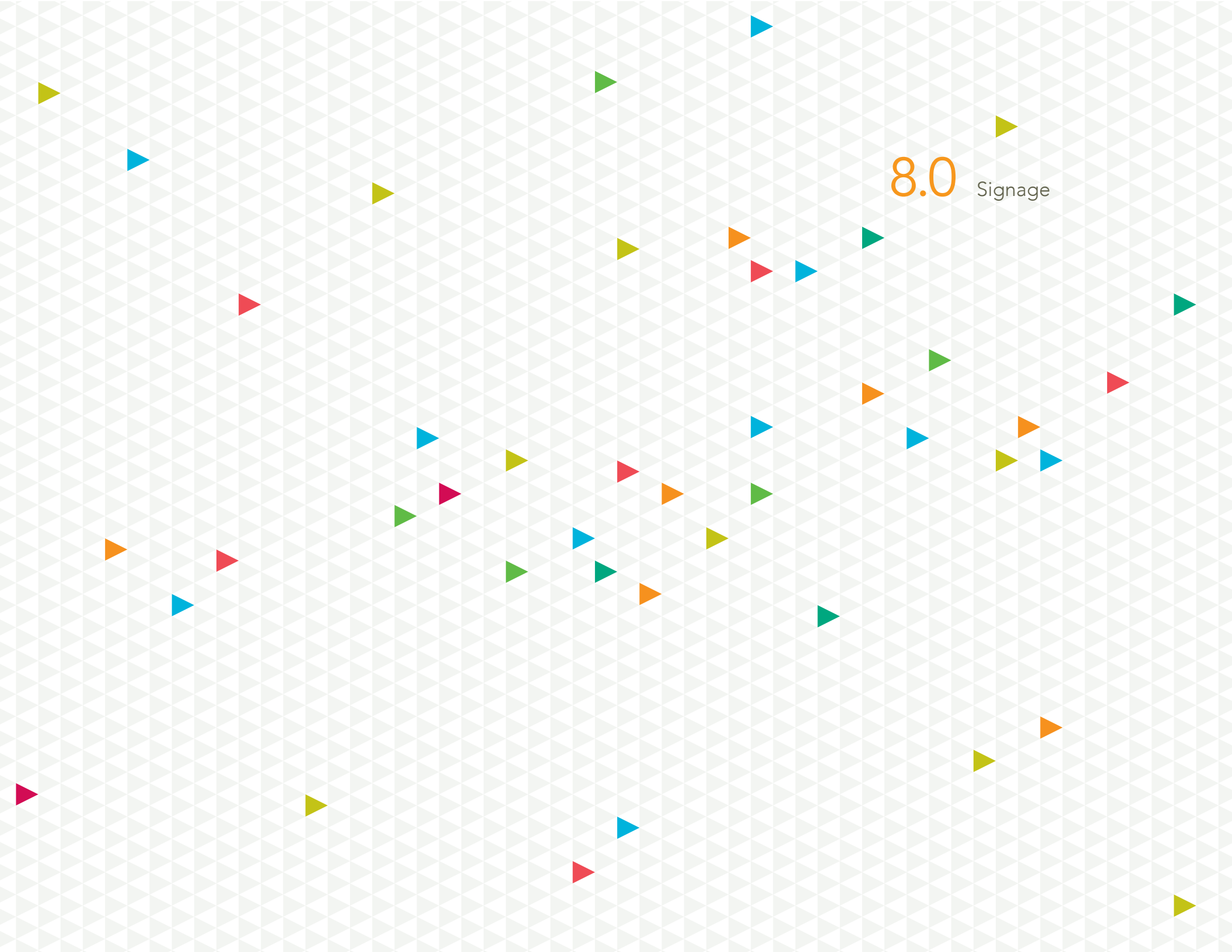
Social Posts







8.0 Signage



Sign Standards Manual

- 1 Graphic Components and Color Guide
- 2 Monument ID
- 3 Vehicular Directional
- 4 Entry Graphic
- 5 Parking ID and Informational Panel
- 6 Shipping & Receiving Panel

Table of Contents

In order to reinforce Schreiber's brand image it's important that the guidelines outlined in this manual be followed to maintain consistency with all exterior sign types.

Whether it's necessary to modify an existing sign or install new, partners are responsible to consult this document for a unified sign system between all locations. Please direct questions to Schreiber's Director of Communications.

Schreiber is discouraging the display of logo identification signs on its buildings. Monument and directional signs will be used for primary identification. It is, however, acceptable to place the logo on a building, if appropriate for the location..

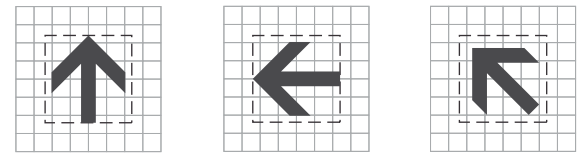
These design standards and the degree of consistency with which signs are fabricated and installed help promote Schreiber's company brand and ensure the Schreiber name and signature are applied as they are intended, every time.

Signature



Refer to Brand Guidelines for Minimum Logo Clear Space

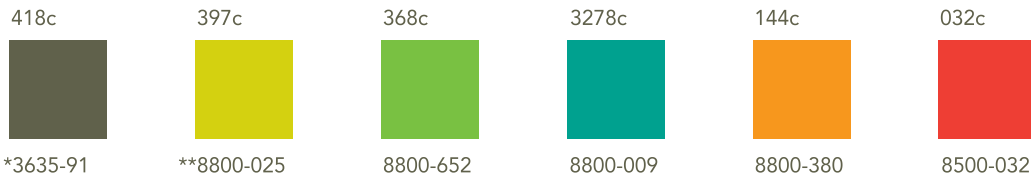
Arrow & Font



Avenir

Refer to Brand Guidelines for Primary Font Usage

Pantone



Vinyl

*Day/Night Film
**Combine with A7840 True Shadow
***Fleet Engineering Grade Reflective

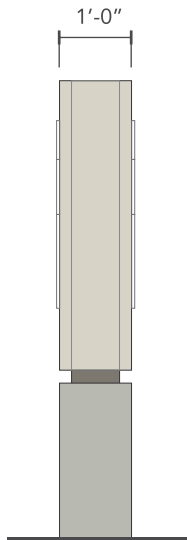
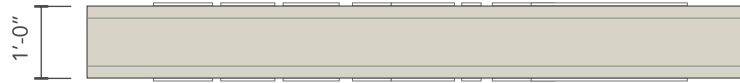


Paint

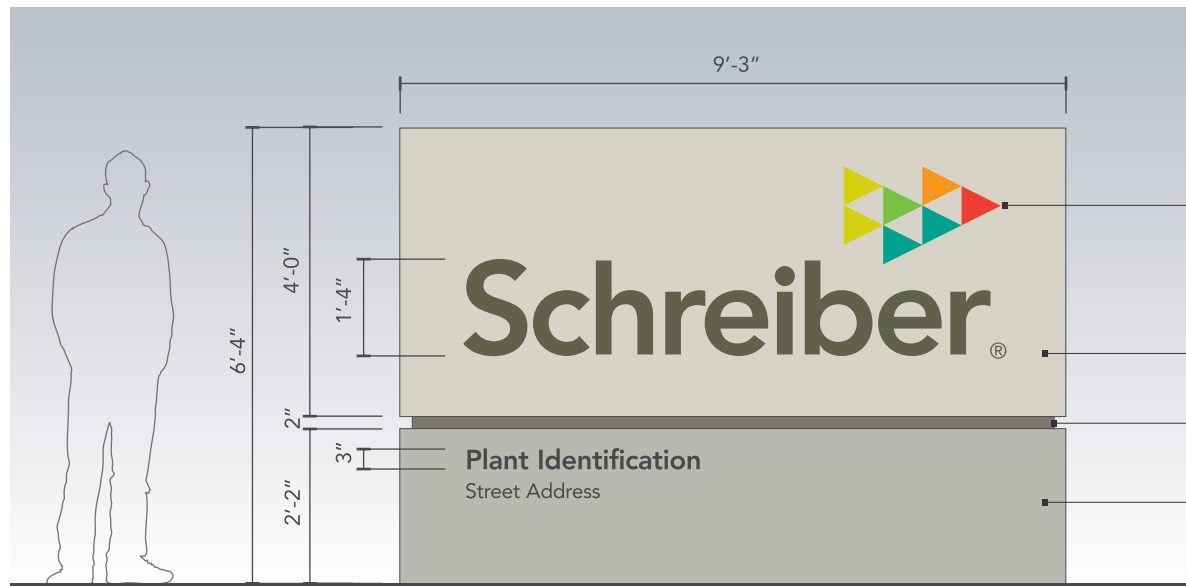


Akzo Nobel

Plan View



End View



Clear Acrylic Push Thru Logo with Translucent Vinyl; Wordmark has Day/Night Film. See Color Guide

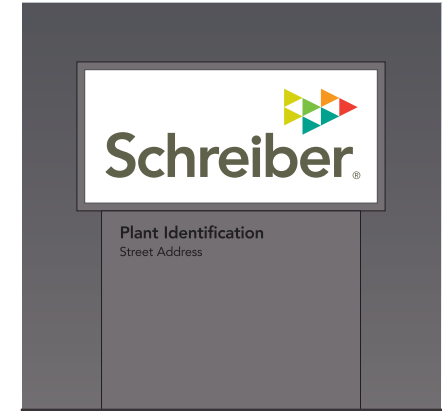
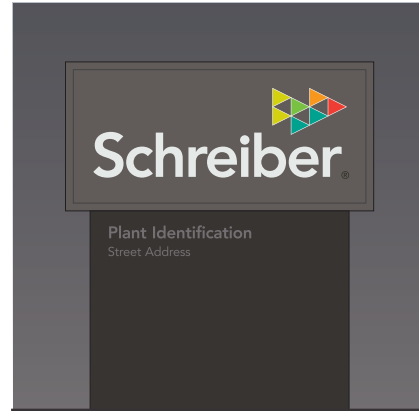
Aluminum Face Panel Painted 433-B-1

Reveal Color Painted 496-G-4

Aluminum Base Color Painted 433-F-3 with 070 Black Reflective Vinyl Lettering

DESCRIPTION

Double-Sided Internally Illuminated ID Sign
Complimentary Version of the Home Office Monument



Night View References



Primary
New- Match Home Office

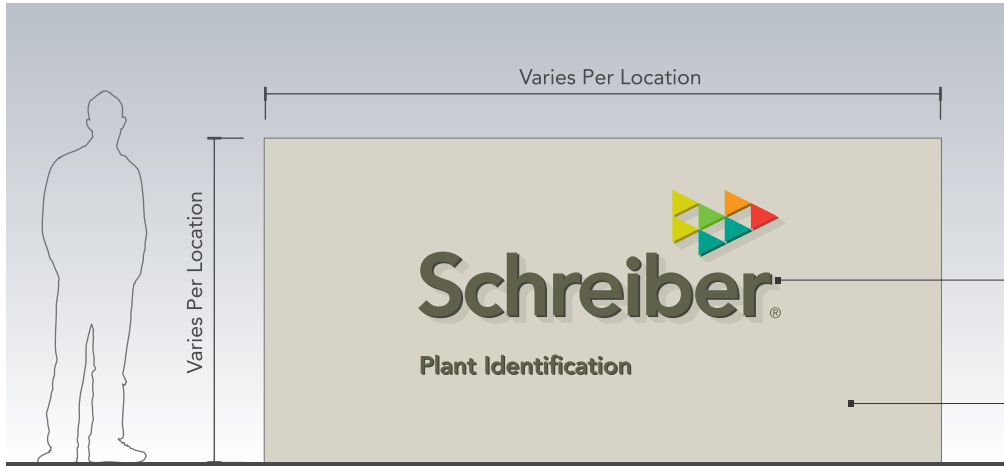
Secondary
Replace Sign Panel & Graphics
(Opaque Background)
Paint Existing Shroud & Cabinet

Tertiary
Replace Sign Panel & Graphics

DESCRIPTION

Options to Modify Existing Site ID Signs

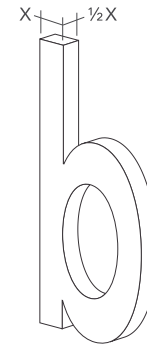
Monument ID
Existing Masonry



Replace Dimensional Logo & Letters

Aluminum Logo & Letters
Painted to Match Brand Colors.
Sizes Vary Per Location

Existing Masonry Monument



Note:
Letter Thickness
Not to Exceed
1/2 of Letter Stroke



Replace Dimensional Logo & Letters on Back Panel

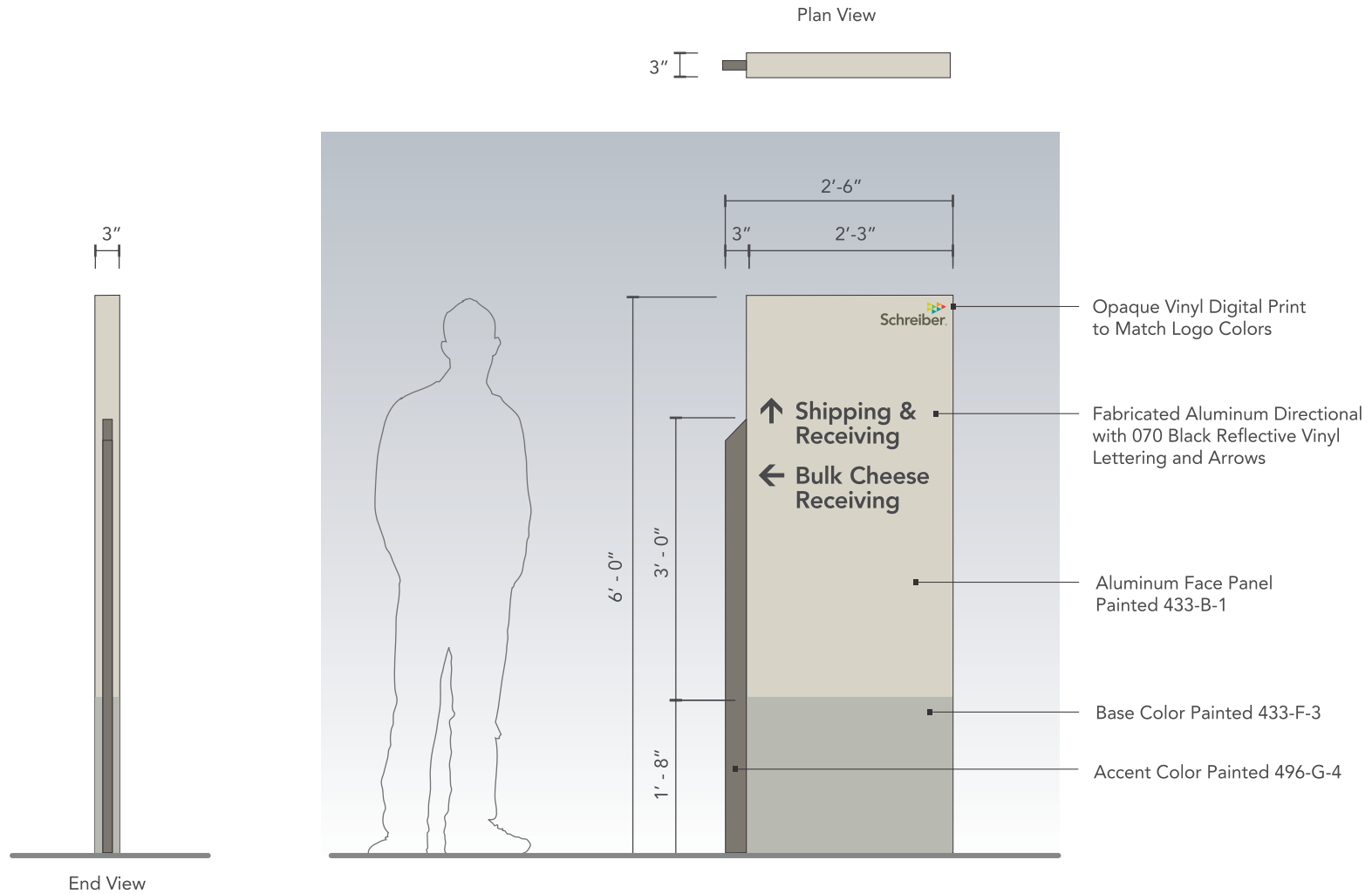
Existing Back Panel
Painted 433-B-1

Existing Masonry Monument

Please note:
This page shows standards for modifying existing monument signs made out of masonry that are not being replaced with the new style shown on page 8.3.

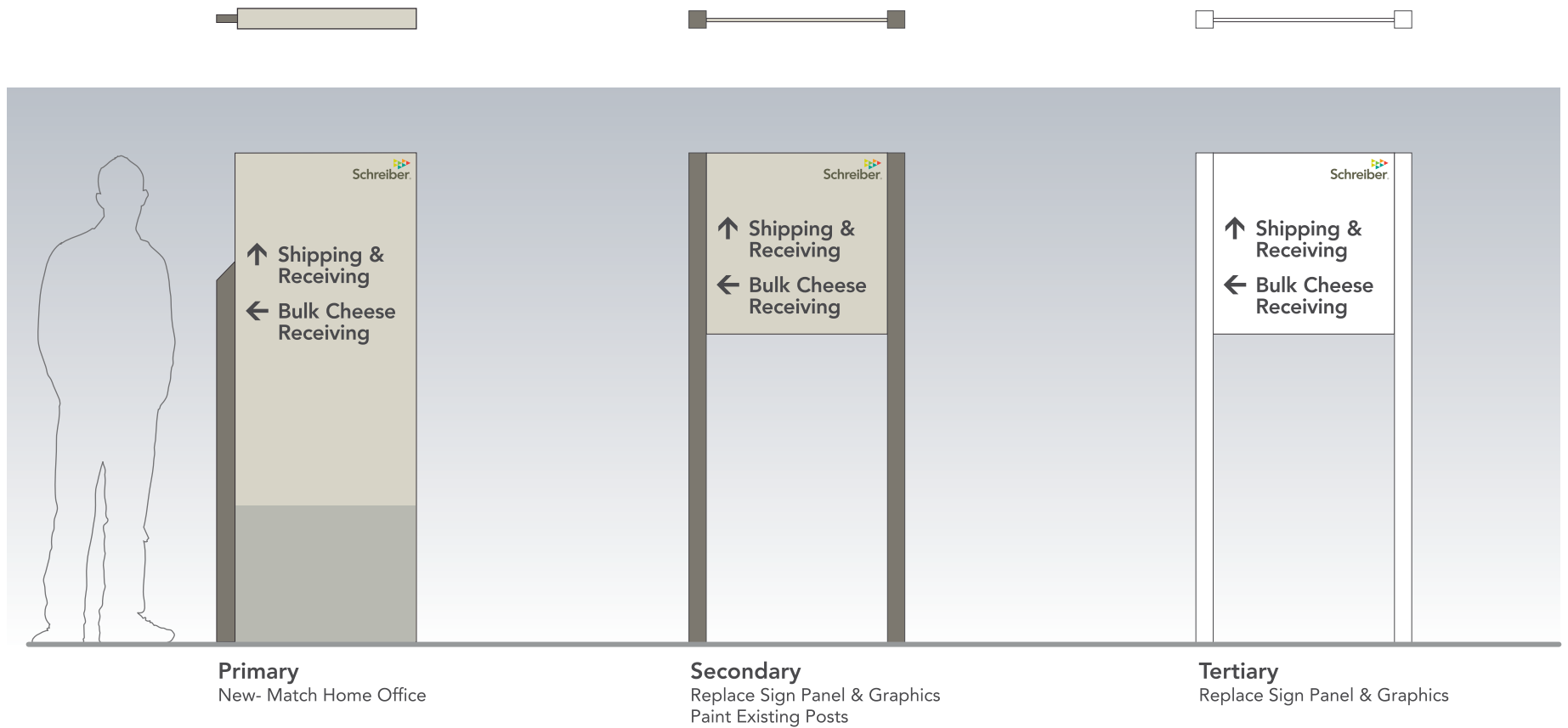
DESCRIPTION

Dimensional Logo & Letters Pin Mounted to Monument Masonry or Existing Back Panel



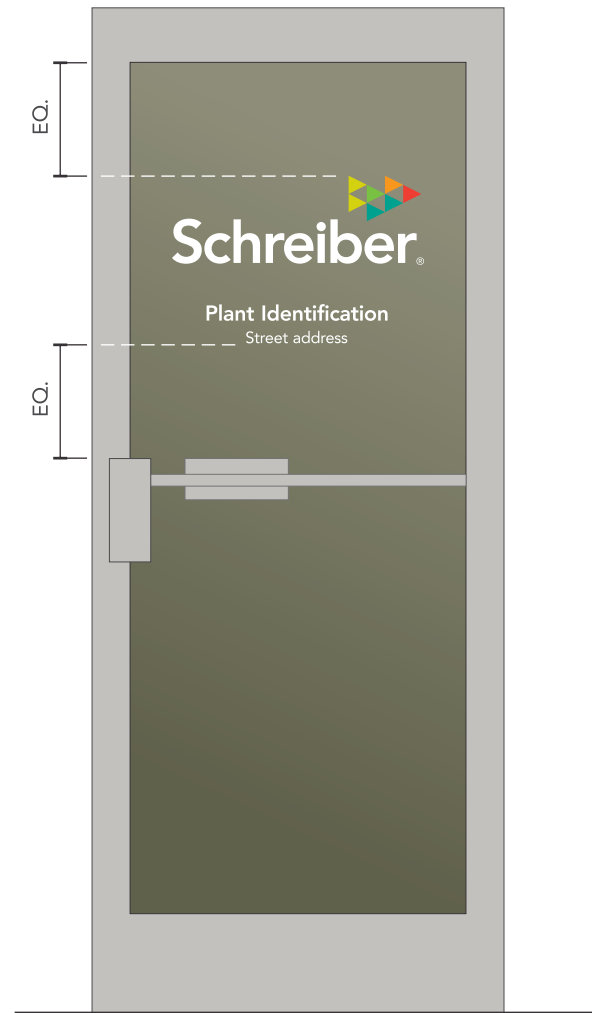
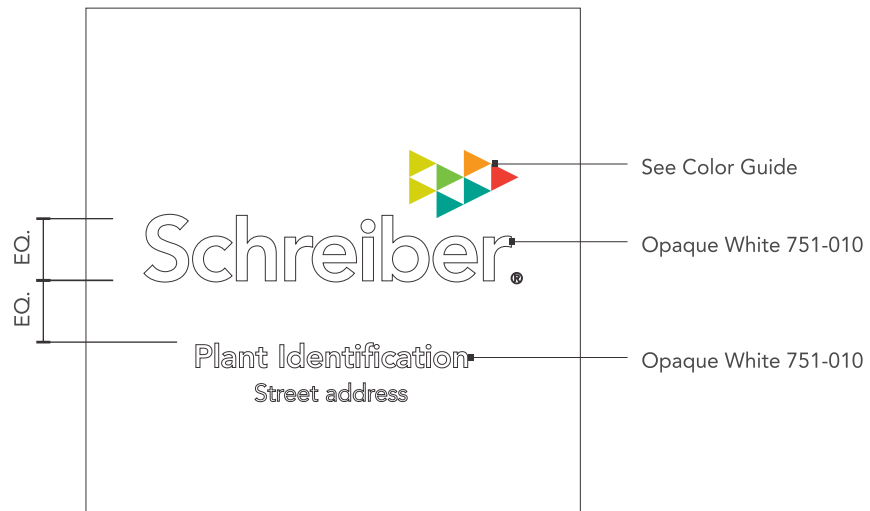
DESCRIPTION

Double Sided Non-Lit Directional Sign
Similar to Home Office Wayfinding



DESCRIPTION

Double Sided Non-Lit Directional Sign



DESCRIPTION

Vinyl Applique on Glass Door - 1st Surface



Primary
White & Color on Dark Glass



Secondary
White Only on Dark Glass



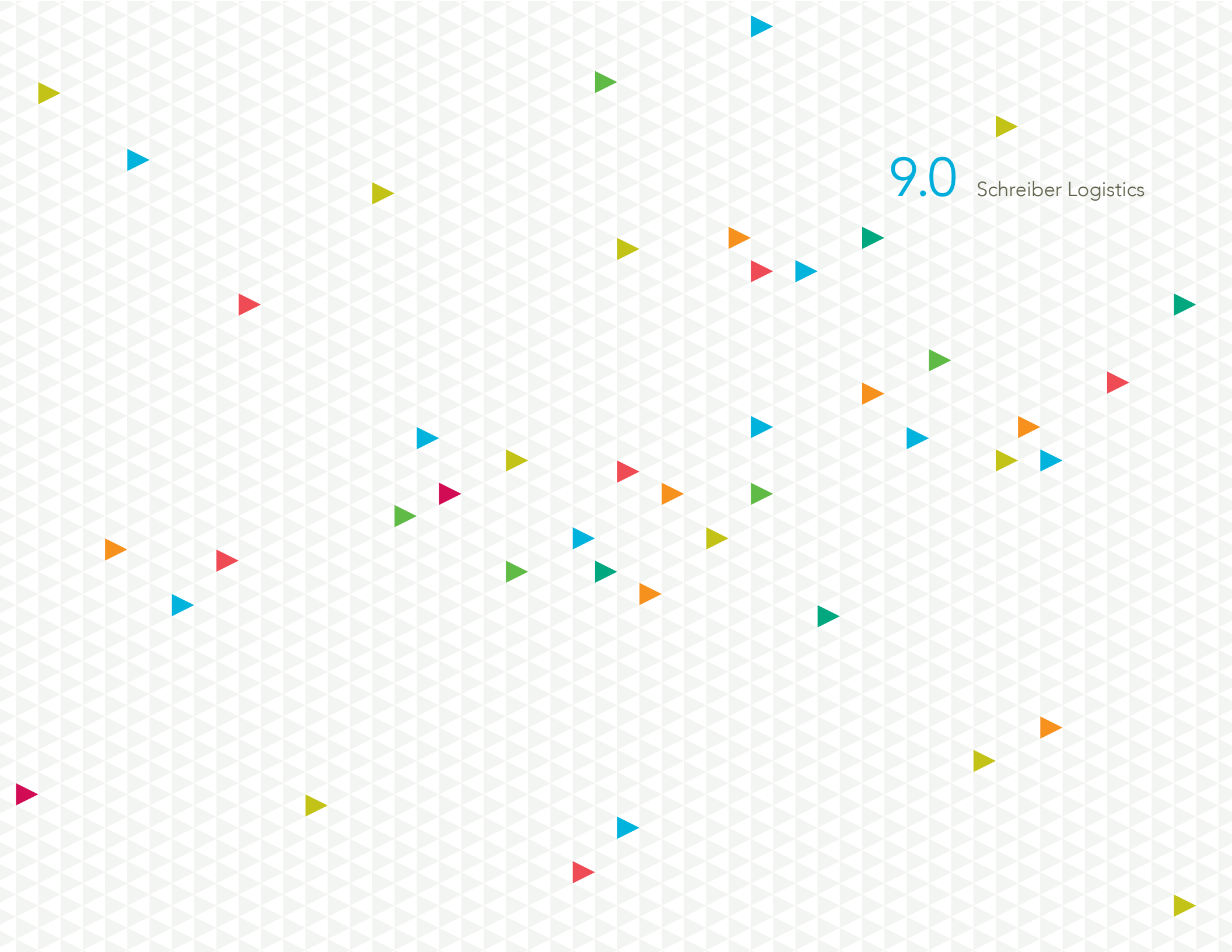
Tertiary
Full Color or Black on Clear Glass



DESCRIPTION

Opaque Vinyl Applique on Glass Door

9.0 Schreiber Logistics



Graphical Assets

Logo Extension



Power Point



Schreiber Logistics follows the main Schreiber Brand Guidelines. Its primary color is bright blue, but any colors in the Schreiber palette can be used. A logo extension was created. The Schreiber Logistics tagline, "we're already there," can be incorporated into the logo extension and designs, as needed.

Icon Examples



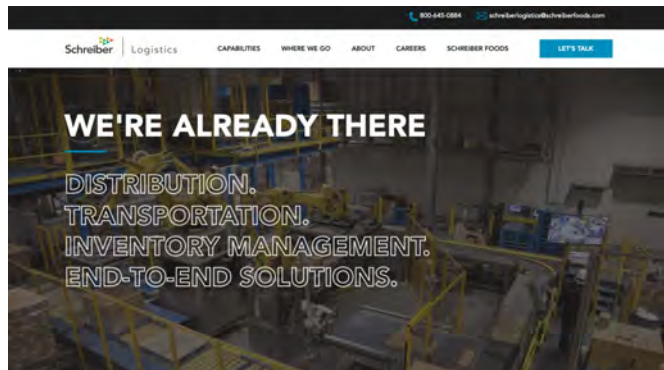
Primary Color



Bright Blue

PMS	CMYK
312C	96 0 11 0
RGB	HEX
0 175 219	00AFDB

Website



Sell Sheet



Interactive Form

