



THE USE OF THE FOODSERVICE REWARDS® LOGO, LABEL OR BUG MUST BE SENT TO YOUR FOODSERVICE REWARDS COALITION MANAGER FOR APPROVAL. PLEASE ALLOW A 2-3 DAY TURN AROUND.



Colors

DARK GREEN

PMS 377

C|M|Y|K 52 | 24 | 100 | 17



LIGHT GREEN

PMS 372

C|M|Y|K 18 | 1 | 48 | 0



YELLOW

PMS 3945

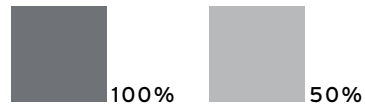
C|M|Y|K 4 | 6 | 95 | 0



GREY

PMS COOL GREY 9

C|M|Y|K 57 | 46 | 45 | 0



VANILLA

C|M|Y|K 4 | 4 | 18 | 0



THE COLORS SHOWN HERE ARE THE ONLY ACCEPTABLE SIGNATURE COLORS.

ALL FOODSERVICE REWARDS LOGO FILES ARE SAVED IN THEIR APPROPRIATE COLORS.

Font

MAIN FONTS:

FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA HEAVY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA HEAVY OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FUTURA BOLD OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

USE ITALICS ONLY ON OCCASION WHERE BOLD AND HEAVY ARE NOT APPROPRIATE.
DO NOT USE ANY OF THE FUTURA CONDENSED TYPEFACES IN ANY OF ITS VERSIONS.

WHEN USING COMMUNICATIONS CREATED IN WORD, AND THE FUTURA FONT IS NOT AVAILABLE,
PLEASE USE ARIAL.

Operator Logo

THIS IS THE OFFICIAL LOGO.

ALWAYS USE THIS STACKED CONFIGURATION ON ALL FOODSERVICE REWARDS MATERIALS AND ALWAYS INCLUDE THE TAG LINE "BUY A CASE. EARN A BUNDLE."



DEMONSTRATED HERE ARE EXAMPLES OF UNACCEPTABLE LOGO APPLICATIONS. THESE EXAMPLES DO NOT NECESSARILY REPRESENT ALL POSSIBLE CASES OF UNACCEPTABLE SIGNATURE USAGE. DO NOT ALTER THE ARTWORK IN ANY WAY. THE SIZE RELATIONSHIPS, DRAWING AND COLOR OF THE SIGNATURE ELEMENTS HAVE BEEN CAREFULLY REFINED FOR MAXIMUM IMPACT AND READABILITY.

DO NOT USE THE BUG OR LABELS AS A LOGO.



Distributor/Sales Rep Logo

WHEN COMMUNICATING FOODSERVICE REWARDS TO DISTRIBUTORS OR OTHER SALES REPS, USE THIS LOGO WITH THE "SELL A CASE. EARN A BUNDLE." TAGLINE.



Logo Size Requirements

MINIMUM SIZE



TO COMMUNICATE EFFECTIVELY WHILE MAINTAINING THE INTEGRITY OF THE FOODSERVICE REWARDS IDENTITY, USE THE APPROPRIATE SIZE FOR THE COMMUNICATIONS PIECE THAT CARRIES IT.

THE LOGO SHOULD NOT BE REPRODUCED SMALLER THAN .5" IN HEIGHT.

Foodservice Rewards Labels

PLEASE USE THE LABELS WHEN POSSIBLE ON ALL YOUR MARKETING MATERIALS;
THIS IS WHAT OPERATORS IDENTIFY WITH THE MOST.

USE THIS LABEL IN YOUR PRODUCT COMMUNICATIONS SO OPERATORS KNOW THEY CAN EARN
FOODSERVICE REWARDS POINTS FROM YOUR PRODUCTS.



USE THIS LABEL IN PROGRAM
COMMUNICATIONS THAT
INCLUDE A REWARD CODE.

YELLOW:

PMS 3945
C|M|Y|K 4 | 6 | 95 | 0



USE THIS LABEL IN PROGRAM
COMMUNICATIONS THAT NEED A
LABEL BUT HAVE LIMITED SPACE.

YELLOW:

PMS 3945
C|M|Y|K 4 | 6 | 95 | 0



Foodservice Rewards Labels (cont.)

YOU MAY WANT TO CALL FURTHER ATTENTION TO THE REWARD CODE. FOR EXAMPLE:



Peel & Earn Bug

USE THIS BUG WHEN THE LABEL BECOMES TOO SMALL TO READ.
FOR EXAMPLE, IN WEB SITES OR PRICE LISTS.



YELLOW:

PMS 3945
C|M|Y|K 4 | 6 | 95 | 0



Label & Bug Size Requirements

LABEL SIZES

MINIMUM SIZE



MAXIMUM SIZE



MINIMUM SIZE



MAXIMUM SIZE

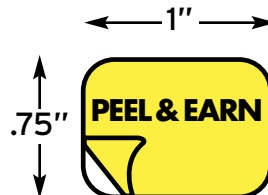


BUG SIZES

MINIMUM SIZE



MAXIMUM SIZE



IF YOU NEED TO DEVIATE FROM THESE REQUIREMENTS FOR LARGER SIZED PROJECTS (POSTERS, BANNERS, ETC.); PLEASE CONTACT A FOODSERVICE REWARDS COALITION MANAGER.

Quotes | Testimonials

TESTIMONIALS ARE ACCOMPANIED BY THE "I (HEART) FOODSERVICE REWARDS" MARK. THEY SHOULD BE CONTAINED IN A SIMILAR LAYOUT AS THE ONE BELOW.

I  Foodservice REWARDS®

I  Foodservice REWARDS®

“ Our budget does not always allow for all the equipment we'd like to get. This is a fun and easy way to get what we need. So far we have earned a blender, whips and cake pans. ”

- Darlene Morrison,
Manager of Foodservice,
Rosebud Healthcare Services,
Forsyth, MT

Sponsor Print Ad Examples

Lorem ipsum dolor sit amet



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.



ABC
COMPANY

THIS IS AN EXAMPLE OF THE CORRECT USE OF THE FOODSERVICE REWARDS LABEL AND LOGO.

A

Lorem ipsum dolor sit amet



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.



ABC
COMPANY

EXAMPLE 'A' USES A LOGO/BUG THAT IS NOT IN USE.

B

Lorem ipsum dolor sit amet



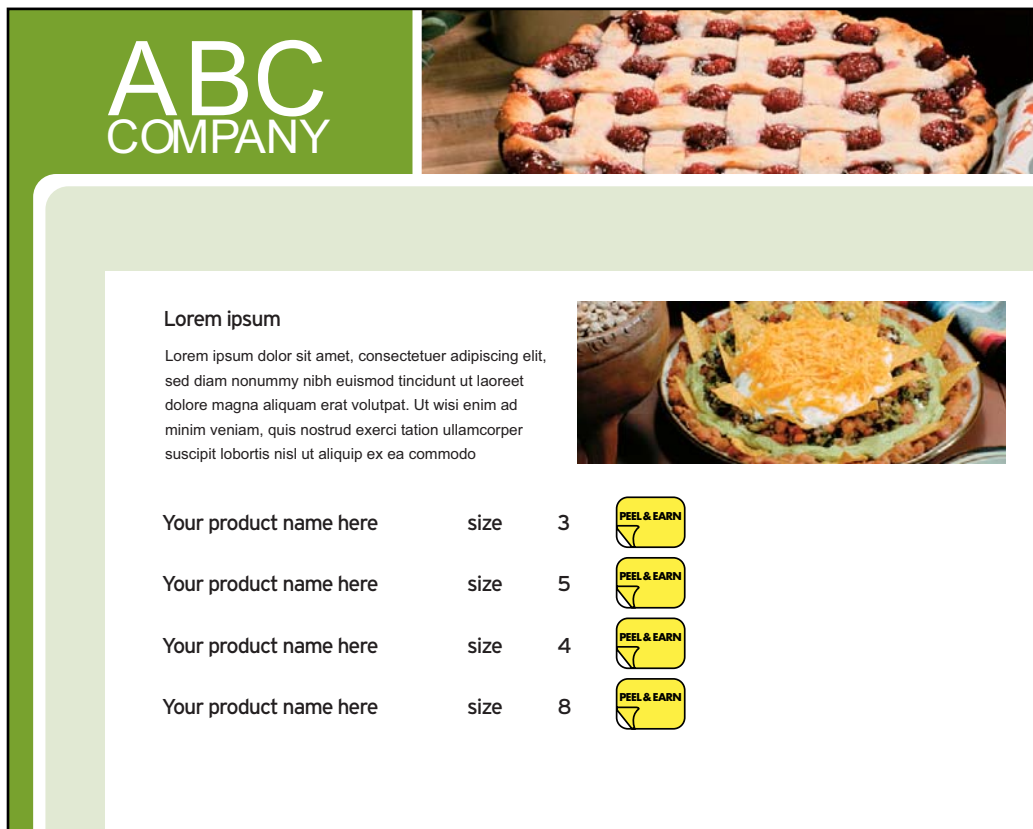
Lorem ipsum: dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.







ABC
COMPANY

EXAMPLE 'B' USES A LOGO THAT IS NOT THE DESIGNATED ONE.

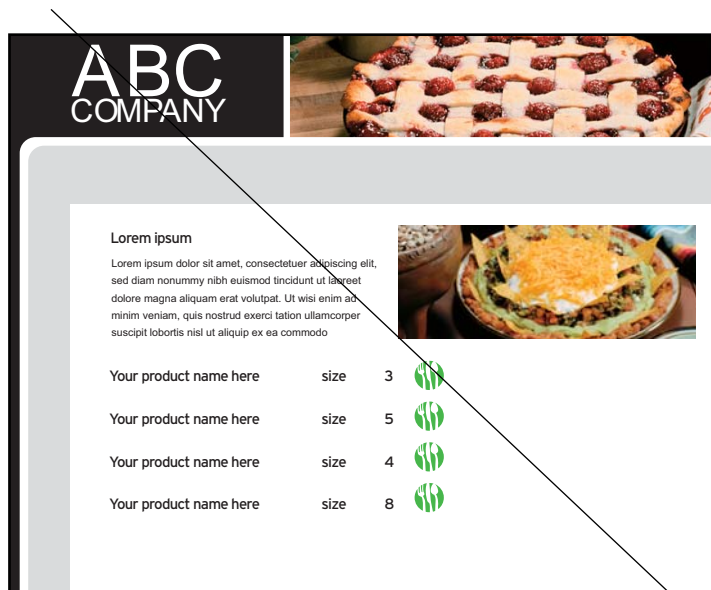
Sponsor Web Site Examples







The screenshot shows a website header with the 'ABC COMPANY' logo on a green background and a photo of a raspberry pie. Below the header is a content area with a 'Lorem ipsum' paragraph and a photo of a burrito. A table lists four products with their names, sizes, and quantities, each accompanied by a yellow 'PEEL & EARN' bug icon.

| | | | |
|------------------------|------|---|--|
| Your product name here | size | 3 |  |
| Your product name here | size | 5 |  |
| Your product name here | size | 4 |  |
| Your product name here | size | 8 |  |

THIS IS AN EXAMPLE OF THE CORRECT USE OF THE FOODSERVICE REWARDS BUG.



The screenshot shows the same website layout as above, but with green dollar sign icons instead of the 'PEEL & EARN' bugs. A large red 'X' is drawn over the entire screenshot, indicating this is an incorrect usage.

| | | | |
|------------------------|------|---|---|
| Your product name here | size | 3 |  |
| Your product name here | size | 5 |  |
| Your product name here | size | 4 |  |
| Your product name here | size | 8 |  |

THIS IS AN EXAMPLE OF A BUG THAT SHOULD NOT BE USED.

Copyright Marks

USE THE ® SYMBOL ON THE FIRST MENTION OF FOODSERVICE REWARDS;
EVEN WHEN USED IN CONJUNCTION WITH THE LOGO OR LABEL.
FOR EXAMPLE:



Foodservice Rewards® is the greatest.
Our customers love Foodservice Rewards.