Rich Products Corporation International Group Branding Manual

A guide for the international use and management of Rich Products Corporation brands.

Confidential

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Dear Associate and Brand Steward,

Welcome to the Rich Products International Group Branding Manual, now available on the International Portal. We are excited to provide this tool to you electronically. With Rich's dramatic international growth, it's more important than ever that we align our brand principles, strategies and usage. As our business continues to develop, the International Branding Manual must evolve at an equal pace, so that it remains accurate, useful, and informative.

Over the years we've invested significant resources into building brands with great integrity. As Rich's quality products gain worldwide recognition, it is important that we rigorously protect our brand equity. To do this, it is important that we share and adhere to the guidelines in this manual. International consistency is essential for protecting and enhancing the Rich's brand in all markets in which we operate.

Rich Products is a company founded on and driven by innovation. These branding standards should not discourage creativity or cultural responsiveness as we continue to build our global businesses. Rather, in order to ensure healthy growth, we want to properly manage and develop our brands, sub-brands, and their supporting trademarks as responsible brand stewards.

Just as our business is growing and changing, in order to be a valuable tool, the International Branding Manual must do the same. Rich's current branding policies are here to provide guidelines, drive consistency of our existing brands, and assist with the creation of new trademarks. Please continue to provide your feedback, thoughts and suggestions for ongoing improvement.

Thank you, as always, for championing the integrity of our brands.

Regards,

Wendy Barth
SVP International Marketing / R&D

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Brand Overview

Brand Overview

Why brands are important

Brands add to (or if mismanaged, subtract from) the value of a product, service or company.

Brands transcend the tangible assets of a company, adding resiliency, stability and value.

Brands provide a competitive advantage, giving customers a reason to buy.

Brands convey perceptions of quality and value to customers and prospects.

Brands build loyalty, credibility and familiarity, as well as protection from competition.

Trademark Management

The Opportunity:
Powerful trademark differentiation allows the development of a strong brand structure, rooted in a sustainable brand positioning.

The Threat:
Weak trademark differentiation invites challenges from competing brands and can lead to brand erosion and eventual loss of brand positioning.

Brand Overview

Brand Terminology

Brand:
A promise for, or an expectation of, an experience with a product or service, including all "touches" with the product or service and its providers.

Brand architecture:
In contrast to brand structure, brand architecture is a formal process and outcome by which management rationalizes a organization's brands and makes explicit how brand names at each level in the organization will be applied. Brand architecture also indicates how new brands, whether acquired or developed internally, will be treated.

Brand equity:
A set of assets such as name awareness, brand loyalty, perceived quality and positive brand associations.

Brand identity:
How the brand owner wants the brand to be perceived – the ideal for which the brand should stand.

Brand image:
The customers' current perception of the brand – a snapshot of how the brand is perceived.

Brand positioning:
How the brand owner intends to have its brand defined in the mind of the customer.

Brand slogan or tagline:
A statement of the brand, such as *Caring For Customers Like Only a Family Can®*. Precise terminology is used when introducing a brand to a new market with a different language, and especially different written characters - for example, expressing English language and Roman characters in Chinese language and Chinese characters, or Korean language and Korean characters. The terminology above may appear unfamiliar, but it is important it is understood and used appropriately.

Brand structure:
An organiztion's current set of brands across countries and product markets. At any given point, brand structure is in large measure a legacy of past management decisions.

Morphology:
The length of a brand name and related issues of compounding, abbreviating and combining words. English speakers tend to prefer brevity, whereas the Chinese language makes much more use of compounding.

Brand Overview

Brand Terminology (cont.)

Phonetic:
The speech sound that is produced when pronouncing a brand name. Brand names should be easily pronounced and pleasing when heard.

Semantic:
The semantic component of a brand name involves not only the actual meaning of the name, but also associations made with the name. A brand name can be meaningful in one language, but meaningless, or with a quite different meaning, in another.

Trade dress:
"Trade dress" is a trademark concept but "trade dress" consists not of words or symbols. Trade dress is the total image conveyed by a product or the product's packaging. It is the overall look and feel of a product that indicates or identifies the product source and distinguishes it from the products of others. Trade dress is depicted in the product packaging – the nonfunctional design of the packaging (Ex: the shape of a Coke bottle) and/or the nonfunctional features of the product (Ex: the pink color of insulation). Trade dress encompasses color schemes, color combinations, textures, sizes, designs, shapes and the placement of logos, artwork, graphics and other decorations on a product or its packaging.

Trademark:
A legally protected word, phrase, design or sound that distinguishes the people, products and services of companies among customers and prospects.

Translation:
To maintain a brand's core benefits, translation would require semantic equivalence between the original brand name and the meaning attached to the brand name in the new language.

Transliteration:
To retain a brand's execution through an attempt to maintain the phonetic equivalence of a brand name.
    Ex. Wei Yei®

Translation and Transliteration:
Frequently used in conjunction. Although accepted practice, discussions within an organization can become confused and extended without the involvement of participants or intermediaries who are totally conversant with the languages and written characters involved.

Brand Overview

Brand Levels

Corporate brand:
Serves to distinguish organizations from their competitors, orient the organization in the minds of customers and employees, and create a perception of what an organization stands for.
Ex. Rich's

Individual brands:
Brands that due to strategic reasons (e.g. conflicting positioning, different selling strategy, etc.), stand alone, separate from the Corporate Brand. Individual Brands usually represent one product category and can be customized to meet the needs of specific customer groups.

Sub-Brand:
Has a persona and brand values that separate it from the parent brand to which it is attached. Unlike a simple product descriptor, a sub-brand can be trademarked.
Ex: Niagara Farms

Strategic Brands / Sub-Brands:
A Brand or Sub-Brand that due to certain characteristics (e.g. heritage, penetration, market value, etc) is particularly important to an organization.
Ex: Strategic Brand: Rich's
Ex: Strategic Sub-Brand: On Top

Line extensions/product feature/service:
Focuses on a differentiable aspect of the product.
Ex: Rich's® Bettercreme® prewhipped in bags

The Unique Selling Proposition (USP)

The single most distinctive and compelling statement about a brand.

Defining a good USP:

A USP:
- is the basis for identifying/maintaining competitive advantage.
- should be clear, concise, compelling and easily communicated.
- should be supported by facts, not based aspirations.
- should be sustainable over time.
- defines a brand, can be built upon, and over time forms the "brand heritage."

Examples of powerful USPs:

- **Avis Car Rental**: The number two car company that works harder for the customer.
- **Domino's Pizza**: Fresh, hot pizza in 30 minutes or less.
- **Visa**: Worldwide awareness and unsurpassed acceptance.
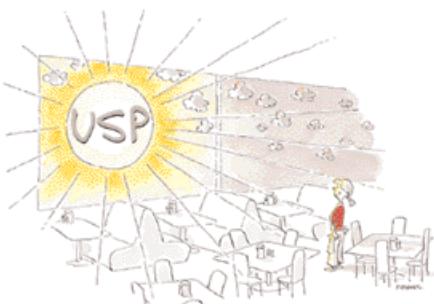
Brand Overview

Developing a Brand Strategy

As Rich Products Corporation moves forward with a global brand strategy, there are common branding elements that must remain consistent internationally, as well as individual market conditions that need to be addressed. There are key elements to consider when developing a brand strategy that clearly defines the brands and sub-brands you manage in your marketplace.

The brand strategy is divided into three groups of key elements:
■ Who We Are   ■ What We Are   ■ How We Deliver

Brand Positioning
■ Who We Are

Brand positioning is the way in which we want the customer to think about a product. It is the most basic of all strategic elements and provides a blueprint for the marketing and development of a brand. It is an essential element of a brand's marketing strategy and must precede the development of all brand sub-strategies (product, promotion, price, packaging, media, etc.).

To capture a clear positioning in the minds of customers is difficult and requires time, money and consistency. Therefore, once a brand positioning is established, it should be rarely changed.

Key elements to consider when creating a brand positioning:

Unique Selling Proposition:
The USP is the single most distinctive and compelling statement about a brand that lies at the heart of its positioning, and is the basis for identifying and maintaining competitive advantage.

Market Target:
The market target is composed of those customers who have a similar set of needs and concerns that motivate their purchase behavior within a set of brands.

Brand Personality:
This describes how we wish to depict our brand to our customer in the context of the competitive set. Picture a brand as a person – would that person be warm, friendly, strict, uncompromising, etc.

Benefit Delivery:
This states the nature of and characteristics of the brand's benefits and the manner in which customers' needs are met or exceeded.
   Ex: 20% more chocolate chips, or greater stability – 10 days at 20°C.

Sub-Brands/Varieties:
These must include all sub-brands and formats covered by the brand positioning statement being completed. Varieties can cover different flavors and packaging options.

Brand Overview

Current Situation in the Market
■ What We Are

How We Will Succeed in Our Future Business Strategy
■ How We Deliver

Market Share:
Clearly define the market segment and specific product category that the brand competes in, including competitor references and their shares.

Life Cycle:
Identification of the stage in the brand's growth. Typical stages include: Launch, Early Growth, Growth, Mature, Late Mature and Decline/Exit.

Source of Business:
Source of business sub-elements are market growth, competition and substitutes. The opportunities and threats relating to these sub-elements will contribute significantly to the positioning of the brand and to its overall strategy. Without clearly defining these sub-elements, a clear statement of brand positioning cannot be achieved.

The definition of the strategic positioning elements in the two groups of *Who We Are* and *What We Are* implicitly drives the choices reflected in this group of elements. These are very important, since they will have the most direct impact on other business functions, especially sales, supply chain and R&D. Within the context of the brand strategy, brief and highly descriptive summary statements are required.

Channel Focus:
Primary and secondary channels targeted, including how to access the channel. Key accounts may be identified.

Pricing Strategy:
Select one of the following five choices within the brand's product category – Premium, Parity, Price Fighter, Price-to-Market or Cost Plus. State reference points, such as competitors' prices and the relative pricing of direct and indirect substitutes.

Service Delivery:
Define the service offerings typically associated with the brand, such as technical support, category management, product customization, training and seminars, etc.

Product/Innovation Delivery:
Identify any planned changes to the products covered under the brand being positioned. Describe changes that would potentially affect the brand's overall positioning. For example, enhanced quality, better flavor, larger size or new packaging.

Brand Overview

Role of Brand Strategy

A brand strategy is the sum total of all activities conducted under the umbrella of that brand name.

Brand Strategy is both a function and an essential component of the strategy development process for a business. The following is our suggested approach to the development process:

By defining our **Vision** for the business we can shape our **Goals**.

The **Core Competencies** we possess or acquire support our Vision and are the foundation of our **Competitive Advantages**.

The **Goals** and **Competitive Advantages** of the business frame the statement of a clear and concise **Brand Strategy**.

Only by executing against a clear **Brand Strategy** can we achieve **Measurable Strategic Outcomes** for a brand.

VISION

CORE COMPETENCIES

GOALS

COMPETITIVE ADVANTAGES

BRAND STRATEGY

MEASURABLE STRATEGIC OUTCOMES
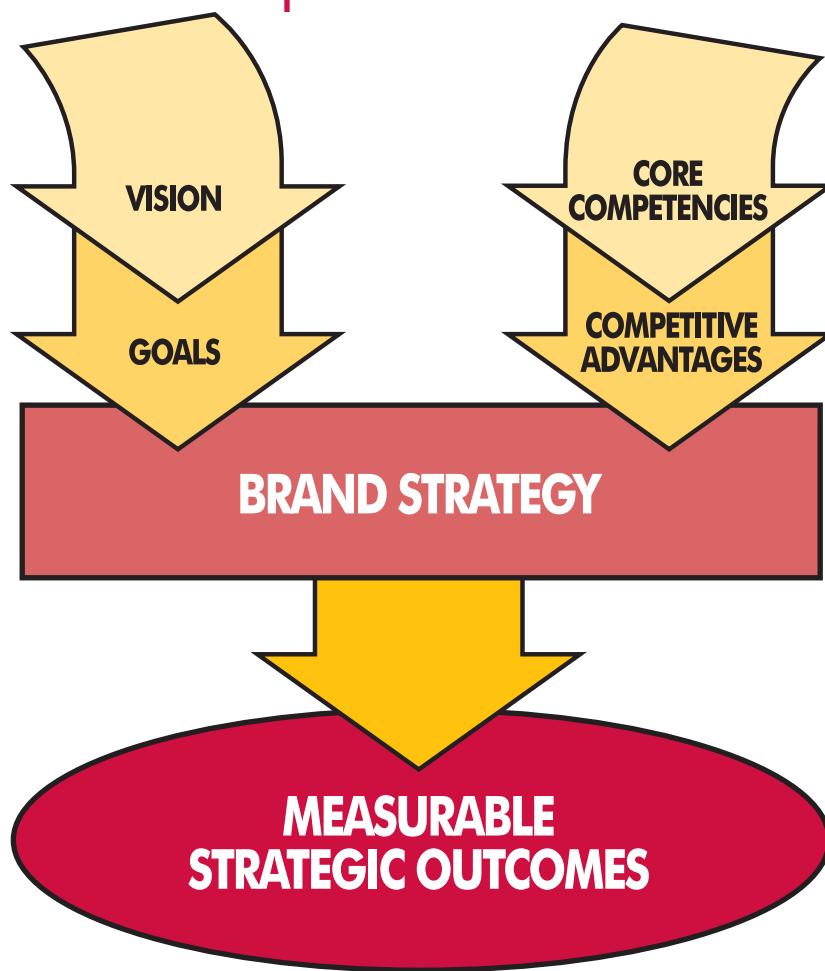
Brand Overview

Common Trademark Types

KODAK®

ZIPPO®   **XEROX**®

Word marks:
Obtaining protection for the word alone
is the strongest protection available.

Provides freedom to use the word in any font,
format, color or lettering:
Zippo, Kodak, Xerox

Word and design marks:
The word and design used together.

Often done when the main word mark is initially weak – such as
family names, or to further enhance a word mark:
Rich's, Ford, McDonald's, Zippo

Design marks:
A design mark is just the design, no words,
but the design is used so frequently that it becomes
synonymous with the source of the product:
Nike, Mercedes

Stylized marks:
The word appears in a stylized, unique type of lettering
and is used consistently with the word mark:
IBM, Coca-Cola, Dell, Google

Brand Overview

Trademark Power

Four Categories of Trademarks:
Before a trademark is chosen, several factors concerning the inherent distinctiveness of the name should be considered carefully. There are generally four categories of distinctiveness when considering the adoption of a trademark or service mark; arbitrary or fanciful marks; suggestive marks; descriptive marks; geographic or personal names; and generic names.

Fanciful marks
A fanciful trademark is created for the sole purpose of functioning as a trademark, such as XEROX® or KODAK®. Fanciful marks are the strongest since they are invented word combinations and there are few competitors who would claim that they accidentally adopted the same trademark. Fanciful marks are usually the most challenging to create because they require a measure of imagination.

Arbitrary marks
Slightly less strong than fanciful marks are arbitrary marks, which have some meaning to the public but, when used in connection with the relevant products, do not immediately suggest or describe any quality of the product. Examples include APPLE® for computers, a word with significance in certain contexts but no immediate significance with respect to computers. An arbitrary mark may be a strong trademark unless a number of other parties have adopted the same or similar mark in other fields.

Suggestive marks
Suggestive marks, which are weaker but still generally protectable, hint at some quality or character of the products without actually describing the product, such as MICROSOFT® for software, or STAPLES® for office supplies. Suggestive marks border on the dangerous trademark territory called descriptive marks.

Descriptive marks
Descriptive trademarks are those which describe some aspect, characteristic or quality of the products on which they are used. If a trademark is considered descriptive, it is per se unregisterable and unprotectable in a court of law. Examples of trademarks that were judged descriptive and non-enforceable include RAISIN-BRAN and YELLOW PAGES. Descriptive marks may also consist of laudatory terms, such as BEST, SUPERIOR, etc. Mere misspellings of descriptive trademarks will not suffice to render them non-descriptive or distinctive. In addition, translations of a descriptive word into another language will not rescue a word from being considered descriptive in the United States, or certain other countries. Adoption of these types of trademarks should be avoided since they generally may not be enforced against third parties, except with great difficulty.

Generic marks
The final category of marks, namely generic terms, cannot constitute trademarks. The name of a product or service itself can never function as a trademark. A valid trademark can become generic or severely weakened if the mark is misused by the public or owners of the mark, such as KLEENEX®.

Brand Overview

Brands in a business-to-business environment

Business-to-business (B2B) brands touch customers on many levels and in a variety of ways, from product deliveries to home page visits. Sales people also have the ability to influence customer knowledge, awareness and perception of the brand. Each of these points of contact provides an opportunity to impact a customer's experience with the brand.

These opportunities are called ***"moments of truth."*** Ensuring that these experiences are positive ones is part of good brand management.

"Moments of Truth"

Customers have experience with B2B brands in many ways

SALES PRESENTATIONS
TRADE MAGAZINES
ROUND TABLES
TRADE SHOWS
LOG ON TO HOME PAGE
OPEN A CASE
INDUSTRY MEETINGS
WORD-OF-MOUTH
TASTE THE PRODUCT
CUSTOMER SERVICE
TRUCK ARRIVES
CORPORATE VISIT
OPEN FREEZER DOOR
SWITCHBOARD
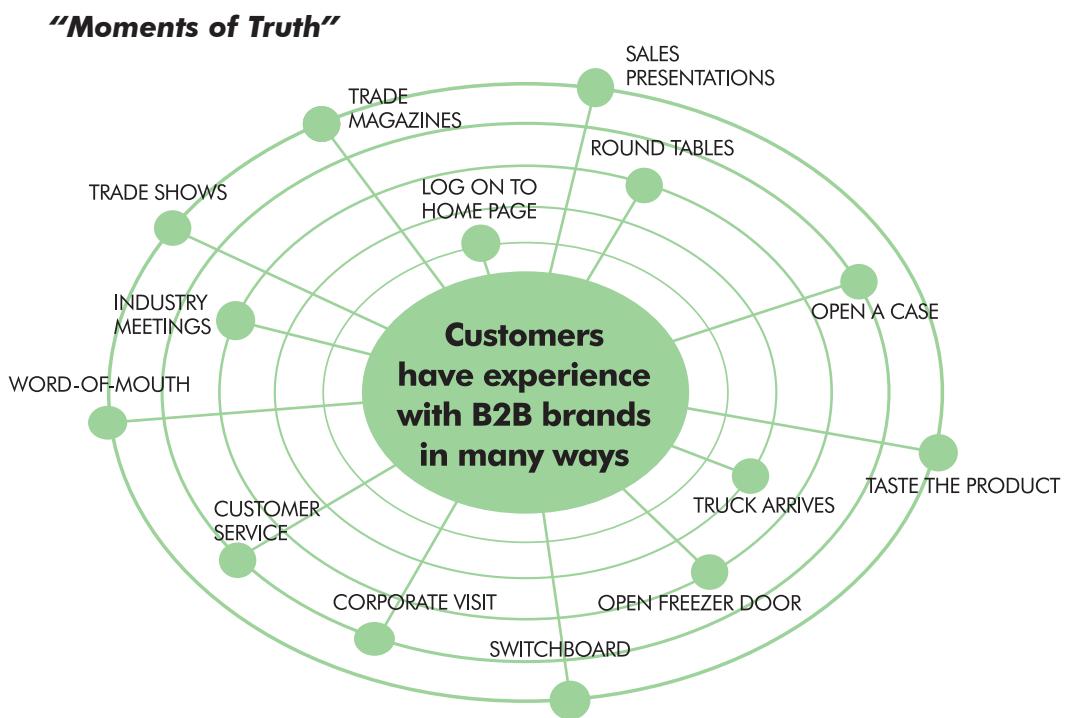
Rich Products Corporation Brand Overview

Rich Products Corporation Overview

The Rich's Identity

Rich Products Corporation is a family-owned food company. Under the Rich's brand, we can be trusted to deliver innovative world class products, programs and services that help customers grow their business.

The Rich's Tagline

The corporate tagline *CARING FOR CUSTOMERS LIKE ONLY A FAMILY CAN®* is an important element of our identity.

The Rich Promise and Family Values

The Rich Promise

We will treat our customers,
our associates and our communities
the same way. Like Family.

Our family values...

Cherish Our Culture
Work, learn and celebrate together.

Innovate
Imagine what's possible and create what's valued.

Be the Trusted First Choice
Listen, understand and deliver for customers
like no other company.

Better Our Communities
Devote time and talent where we live and work.

Do What's Right
No matter what.

Rich's Brand Overview

RPC Worldwide Branding Objectives

To be the around-the-globe recognized leader in our chosen categories of world class products, programs, people and practices that provide a business edge for our customer family.

RPC Brand Mantra

We will excel as an innovative family-owned company that treats our customers like family.

We will be the customers' first choice as a long-term business partner because we are reliable, responsive to their needs, easy-to-do business with and committed to providing great-tasting quality products and customized solutions to help them grow their business.

Rich's Brand Worldwide Strategy

To develop a sustainable and distinctive Rich Products Corporation presence worldwide:

■ We will feature Rich's® as our corporate brand, with the Rich's "pillow" as its visual expression.

■ Use Rich's® as the primary brand for top-quality products that are otherwise not differentiated enough to justify creation of a sub-brand. In this case, the Rich's logo will accompany a product descriptor such as "Rich's® Donuts" or "Rich's® Cinnamon Rolls."

■ Use the Rich's brand in combination with corporate sub-brands for products such as Bettercreme® and Gold Label® to communicate the endorsement and support that the Rich's logo promises to customers.
Refer to section 2.4-2.6-Rich's Brand Portfolio

The Rich's Brand Essence

Practical benefits:
Rich's world class products, programs and services help build my business.

Emotional benefits:
Ease of mind: As a customer, I have a true expert and caring business partner with Rich's

Brand personality:
Approachable, serious about what we do, but easy to do business with.

Key concepts:
■ Expert
■ Leader
■ Family business that cares for customers
■ Approachable
■ Easy to do business with
■ World class
■ Working with a leader will give your business an edge

The Rich's Brand Essence:
Practical Benefits

Emotional Benefits   *Brand Personality*

Refer to terms in section 1.5

2.2

Rich Products Corporation Brand Overview

Brand Portfolio Levels

The Corporate Brand:

- The corporate brand Rich's®, its local variations, may or may not be available for use in your country or region.

- Wei Yei® and RPC® are both local variations of the corporate brand. Due to availability of the Rich's brand in particular countries, these brands must be used instead of Rich's®.

- Before using the corporate brand or any of its variations in a new country or region, ensure that the brand can be used without legal repercussions. Contact the WHQ Int'l Marketing Team for details on the use of these variations.

RPC Individual Brands:

- RPC Owned Individual Brands (eg; SeaPak® and French Meadow®)are owned by Rich Product Corp., but can stand alone without the endorsement of the Rich's pillow
- Like all existing brands, RPC Owned Individual Brands may or may not be available for use in your market.
- Before using any of these pre-existing brands, please ensure that the brand can be used without legal repercussions.

Examples
Full listing of RPC Individual Brands in Section 2.5

Other Individual Brands (not RPC owned):

- Strategic brands like Presto™ and Avoset® are not owned by Rich's, but are used under a license; therefore there are explicit restrictions on their use.

- Strategic brands may or may not be available for use in your country or region.

- Before using any of these brands, please discuss the proposed use with your WHQ marketing team to determine if the brand can be used under the terms of the license and without legal repercussions

Refer to Section 1.4

2.3

Rich Products Corporation Brand Overview

Corporate Brand

RICH'S®

Strategic Sub-Brands

Topping:	**Icings:**	**Other:**
Whip Topping®	Bettercreme®	Versatie®
On Top®		
Gold Label®		

Corporate Sub-Brands

Non-Dairy Intl Topping:	*Bakery*	*Bar-B-Q*
Grand American®	Exact Bake®	Smokehouse Bar-B-Q®
Niagara Farms®	Rich Life®	
Ning Bai®	Della Suprema®	*Frozen Beverages*
		Tiki Bay®
Icings:	*Sweet Goods*	Smoothie Simple®
Perfect Finish®	Mrs. Rich's Bakery®	
	Rolling Pin®	
Other:		
Tres Riches®	*Finished Dessert*	
Cooking Rich®	Jon Donaire®	
	Mother's Kitchen®	

Rich Products Corporation Brand Overview
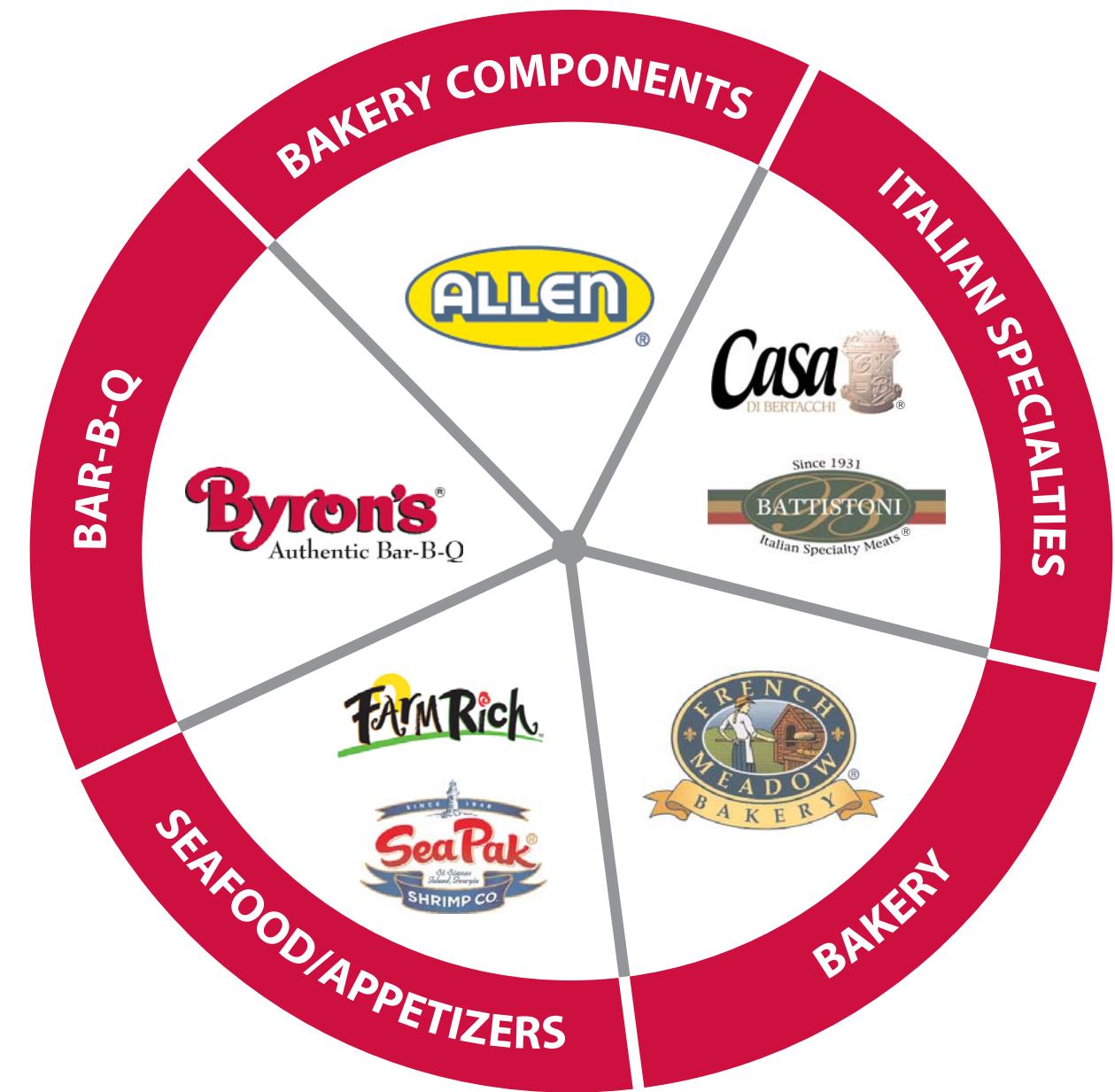
NOTE: Above brands owned by RPC

Rich Products Corporation Brand Overview

Sub-Brands

Dsertwhip® non-dairy topping	**Pour N' Whip®** non-dairy topping
Frostin' Pride® non-dairy topping	**Qwip®** non-dairy topping
Pastry Pride® non-dairy topping	
Squeeze Pro® non-dairy dessert topping	
Pastry Pro® non-dairy dessert topping	
Toppin' Pride® non-dairy topping	
Value Pride® non-dairy topping	
Ling You® non-dairy topping	

Line Extension (format, flavor, size & variety)	*Line Extension* (format, flavor, size & variety)

NOTE: Above brands NOT owned by RPC

Graphics Standards

Graphics Standards

PROPER TRADEMARK USE

Trademark rights can last forever if used properly. If Rich's uses its trademarks improperly, it can lose its trademark rights permanently. Here are some simple rules to ensure continued protection:

Rule 1

Always follow the trademark with the appropriate symbol.

The ™ symbol is used when the party is claiming rights to designation to alert the public to your claim, regardless of whether you have filed an application within the market. However, you may use the federal registration symbol ® only after the federal patent and trademark office has issued a registration, and not while an application is pending or after registration expires. The process for obtaining registration may take up to 2-3 years. Until then, only the ™ symbol can be used. Any major change to the mark or the goods/services will require another registration.

Rich's requires use of the ® or ™ symbol next to each trademark in all packaging, printed materials, advertising and point-of-sale materials. The symbol should appear in the upper or lower right-hand corner of the mark. The proper symbol should appear each time the mark is used, to the extent possible.

If you have a question about whether a mark is registered in a particular country, contact the WHQ Int'l Marketing Team.

Rule 2

In print or electronic media, always display the trademark in a manner that distinguishes the mark from the surrounding words.

Trademarks must appear either in all CAPITAL letters, or with initial caps or be distinguished by appearing in a separate font, such as italics, bold or a different color. Preferably, trademarks should be fully capitalized or appear in a distinctive font. If this is not possible, at a minimum, there should be an attempt to use a generic term after the trademark at least once in written communication, preferably the first time the mark appears.

> Ex: RICH'S® frozen dough. Additional emphasis can also be used by using the word "brand" after the trademark – RICH'S brand toppings and icings.

Always use the trademark as a proper adjective followed by a generic term.

> Ex: Coffee Rich® non-dairy creamer

Graphics Standards

Rule 3

Never use the trademark as a noun, verb, plural or possessive.

The most common way to lose a trademark is to use it as the generic name of a product. Examples of terms that were once trademarks but were lost because they were used generically include aspirin, nylon, escalator, kerosene, corn flakes, cellophane and linoleum. By using these words as nouns, consumers began to associate these words not with the manufacturer but as generic names for the products.

Wrong: Coffee Rich is great in coffee.
(noun without ® symbol)

Right: Coffee Rich® non-dairy creamer is great in coffee
(mark as adjective + ® symbol + generic term)

Wrong: Bettercreme this cake.
(mark as verb without ® symbol)

Right: Decorate this cake with some Rich's® Bettercreme® non-dairy icing.
(mark as adjective + ® symbol + generic term)

Wrong: Decorators prefer our Whip Toppings.
(plural without ® symbol)

Right: Decorators prefer our Whip Topping® non-dairy toppings.
(mark as adjective + ® symbol + generic term)

Wrong: On Top's performance was the best of all three toppings.
(possessive without ® symbol)

Right: On Top® non-dairy dessert topping performed the best of all three toppings.
(mark as adjective + ® symbol + generic term)

Graphics Standards

PROPER TRADEMARK USE

Rule 4

Always use the trademark consistently.

Never abbreviate a trademark, vary a trademark, or misspell a trademark or a design mark.

Avoid using trademark abbreviations, variations in color or style, or embellishments. Never misspell, use different non-Roman characters or fonts, or use the mark in a way that differs from the way it was registered.

> Ex: On Top® not OnTop or On-Top
> Bettercreme® not Bettercream

Do not modify a mark by calling it "original" or "genuine" because the wording could imply that another company is producing a product under the same mark or name.

Do not assume registration of a mark in English protects it in other languages. Similarly do not assume registration of a mark in, for example, Chinese non-Roman characters, protects it in English. We may need to protect both the English version of the mark and its foreign equivalent in certain countries.

These same rules apply to design marks. Design marks are registered exactly how they appeared when the artwork was submitted to Legal. Modifying a design without first contacting Legal to discuss the design modification could result in loss of the registered design trademark. For example, the modification of Della Suprema® from

to

is a design change that impacted the registration for Della Suprema®.

By following these simple rules, our trademarks and the corresponding brand identification will continue to give us a competitive advantage, and will ensure the protection of Rich's brands.

Graphics Standards

Our corporate identity determines to a large extent what people think of us. Consistent application and precise reproduction will stimulate recognition, familiarity and memorability - key objectives in identity campaigns. For these reasons we must be consistent in the ways we communicate our corporate logo, since this contributes importantly to the corporate image that we convey to our customers. The application and use of the Rich's logo must be consistent.

Figure 1

- The corporate trademark consists of two interrelated elements, the "pillow" and the logotype, as shown in Figure 1. The corporate trademark functions as the foundation for the corporate identity. It is the primary visual means by which the company is recognized.

- The "pillow" and the logotype must always be reproduced as a combined logo and never separated.

- The "pillow" or imitation pillow shapes can never be separated from the corporate trademark or used with other brands or sub-brands. As a result, the corporate trademark cannot be duplicated by typesetting. No other type style, font, shape or colors should be substituted, redrawn or replaced.

- The Rich's logo is a registered trademark of Rich Products Corporation in the United States, Canada, Mexico and numerous other countries, and if registered in a particular country, the corporate trademark must always be accompanied by the ® symbol.

- Consistent with these guidelines, nothing else should touch the corporate trademark or appear on top of or in front of the "pillow." No additional graphics or text should be attached (or decorating) the Rich's logo.

- Additional versions of the Rich's logo have been developed and registered for use in various international markets, as shown in Figure 2 and Figure 3. These are two exceptions to the rules outlined above. The international versions of the corporate trademark must follow the usage guidelines outlined here and may be used only in pre-approved countries and markets.

Figure 2

- Figure 2 - Wei Yei in Chinese characters is a registered trademark of Rich's and must always be accompanied by the ® symbol. Contact WHQ Int'l Marketing Team for current status and ability to use the trademark in other markets. Both Wei Yei and Rich's are registered trademarks within China. For example, packaging within this market will contain both marks.

Figure 3

- Figure 3 - RPC logo is a registered trademark of Rich's in Korea and must always be accompanied by the ® symbol. Please contact the WHQ Int'l Marketing Team for current status and ability to use the trademark in other markets. The Rich's trademark cannot be used in this market without legal repercussions.

Graphics Standards

USING INTERNATIONAL MARKET CORPORATE TRADEMARKS
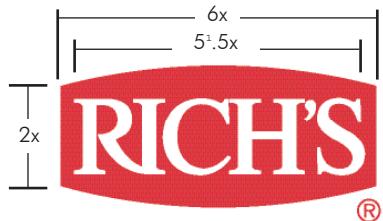
**Figure 1**
Rich's Corporate Trademark in PMS 200 Red.
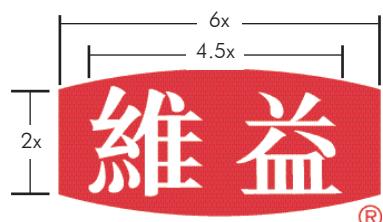

Figure 2
Rich's Wei Yei in PMS 200 Red.
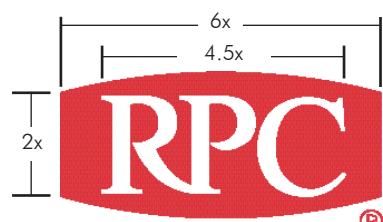
Figure 3
Rich's RPC (for Korea) in PMS 200 Red.

Graphics Standards

The Rich's logo should be printed in PMS 200 Red as shown in Figure 4.
However there are a few exceptions:

1. For simple black and white applications, the logo may be printed in black as shown in Figure 5. IMPORTANT: The black logo should appear on a white background. The exception is brown kraft paper used for corrugated packaging.

2. When the logo is being printed on any background other than white or PMS 200 Red, it must be separated from the background with a white outline. This logo is referred to as the Rich's Halo Logo PMS 200 Red and is shown in Figure 6.

3. When printing the logo on a background that is exactly PMS 200 Red, use the Rich's White Outline Logo as shown in Figure 7. IMPORTANT: This option is available only when the background is exactly PMS 200 Red.
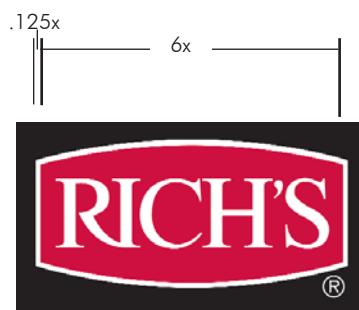

Figure 4
The color of Rich's logo can be achieved in two ways:
Rich's Logo PMS 200 Red
Single-color format: PMS 200 Red.
Rich's Logo CMYK
Four-color process: 0% Cyan, 100% Magenta, 65% Yellow and 15% Black.

Figure 5
Rich's Logo B&W
Rich's logo in black.
Note: When PMS 200 Red is not available, use Rich's logo with black "pillow." Only black is approved as an alternate color. B&W logo should appear on a white background only, the exception is brown kraft paper used for corrugated packaging.

Figure 6
Rich's Halo Logo PMS 200 Red
Rich's logo with a white outline is necessary for printing on solid color backgrounds other than white or PMS 200 Red.
Note: the proportion ratio between the overall length of the logo and width of the outline. The ideal weight of the white border has been specified (it is equal to the weight of the crossbar of the "H" in RICH'S). However, certain printing processes (e.g., Flexography) may require an increase in the weight of the border.

Figure 7
Rich's White Outline Logo
The white outline logo is simply the halo logo with the PMS 200 Red "pillow" removed.
Note: This logo may be used ONLY when printing on a solid PMS 200 Red background.

Graphics Standards

The basis for our corporate identity program is the consistent use of the Rich's logo without divisional or departmental identifiers. There may however be occasions when it is determined that a divisional identifier may be used on certain promotional items. The decision to use a divisional identifier should be the exception rather than the rule.

- As with all other elements of the corporate identity, the Rich's logo with a divisional identifier must be reproduced according to a consistent set of specifications.
- The typeface for the divisional identifier is ITC Franklin Gothic Heavy, used in equally letterspaced uppercase letters centered below the logo.
- No graphics can be attached to the Rich's logo as a divisional identifier
- Follow the examples shown below for proportions.

Figure 8
Rich's Logo PMS 200 Red with black divisional identifier
This type is set in ITC Franklin Gothic Heavy, 10 point uppercase at +500 tracking (Illustrator sizing). The division name is centered beneath the Rich's logo. Artwork for other size applications must be developed using the specified proportions for logo and divisional identifier.

Figure 9
Rich's Logo B&W with black divisional identifier

Figure 10
Rich's Halo Logo PMS 200 Red with divisional identifier reversed to white
Rich's logo with white border for reproduction on solid backgrounds with PMS 200 Red logo and divisional identifier reversed to white. The ideal weight for the white border is as shown in the example; however, certain reproduction processes may require an increase in weight.

Figure 11
Rich's White Outline Logo with divisional identifier reversed to white
Note: This logo may be used ONLY when printing on a solid PMS 200 Red background.

Graphics Standards

The corporate tagline CARING FOR CUSTOMERS LIKE ONLY A FAMILY CAN® was developed from the Rich Family Vision. The tagline is an important element in our brand identity and it should be used only in combination with the corporate trademark according to the guidelines set below. There are two configurations, single line and center stack for use in North America [Figures 1 and 2] and additional versions for Mexico [Figure 3] and China [Figure 4].

The tagline should always appear in the typeface ITC Garamond Semibold. The initial letter of each word is always capitalized; the rest of the word is in small caps. Tracking is set at 30 points for each individual word with the center stacked version justified. Leading for the center-stacked version is 20.4.

Relationship and Dimensions:
The corporate trademark/tagline combination must appear in a generous open space to ensure legibility and heighten visual impact. The combination must remain in its approved form and proportions at all times. The correct proportions for the corporate trademark/tagline combination are predetermined and shown below in Figures 1 and 2.

Note: The tagline is a trademark of Rich Products Corporation and must always be accompanied by the ® symbol. Please contact the WHQ Int'l Marketing Team for current trademark status in your market.

RICH'S
.75x CARING FOR CUSTOMERS LIKE ONLY A FAMILY CAN® .625x 1.75x
center 13x

Figure 1

RICH'S
CARING FOR CUSTOMERS 1.75x
LIKE ONLY A FAMILY CAN® .375x
center

Figure 2

RICH'S
CUIDANDO A LOS CLIENTES COMO
SOLO UNA FAMILIA PUEDE HACERLO™

Figure 3

維益
維益特客戶来如一家人™

Figure 4

Graphics Standards

USE OF RICH'S BRAND WITHIN SUB-BRAND LOGOS

25% of
logo width
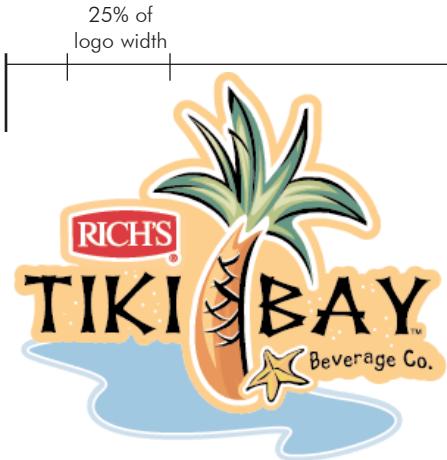
**CORRECT size relationship
of Rich's logo**

Creating a Rich's Sub-Brand Logo:

Although sub-brand logos have been created in the past
without inclusion of the Rich's logo (pillow), the standard is
now set that all sub-brand logos must include the Rich's
pillow according to the following guidelines:

Incorporating the Rich's pillow must have the following
proportions and placement:
- Proportions:
  Size of the Rich's logo should be at least 25% of the
 full logo width.
- Placement:
  Above or below the sub-brand logo.

Using a Rich's Sub-Brand:

- When creating or revising packaging for an existing
  sub-brand, make sure that the Rich's pillow is
  prominently shown on the main display panel.

- For sub-brand logos that include the Rich's pillow
  embedded in the graphic design (Ex: Tiki Bay®), it is not
  necessary to repeat the Rich's pillow in the main display
  panel. Use only the sub-brand logo.

Graphics Standards

These are representative samples of existing Rich's sub-brands.

■ Some existing Corporate (Rich's) Sub-Brands do not include the Rich's pillow. The Rich's logo must accompany these marks when they are used on any material

■ Future Rich's sub-brands must contain the Rich's pillow embedded in the logo (as explained in section 3.9)

Figure 1
Bettercreme Logo
Single-color format: 100% Black

Figure 2
Gold Label Package Design
Three-color format: PMS 300 Blue, PMS 200 Red

Figure 3
Whip Topping Package Design
Three-color format: PMS 300 Blue, PMS 200 Red

Figure 4
On Top Logo Color
Two-color format: PMS 300 Blue, PMS 200 Red

Figure 5
Versatie Logo Color
Two-color format: PMS 300 Blue, PMS 200 Red

Graphics Standards

These are representative samples of existing Rich's sub-brands.

3x

0.475x

Figure 4
Tres Riches Logo Color
Two-color format: PMS Reflex Blue, PMS 200 Red

2.75x

1x

Figure 5
Grand American Logo Color
Two-color format: PMS 541 Blue, PMS 202 Red

2x

1.7x

Figure 6
Jon Donaire Logo Color
Single-color format: PMS 293 Blue

Graphics Standards

**These are representative samples of existing non-Rich's brands.**
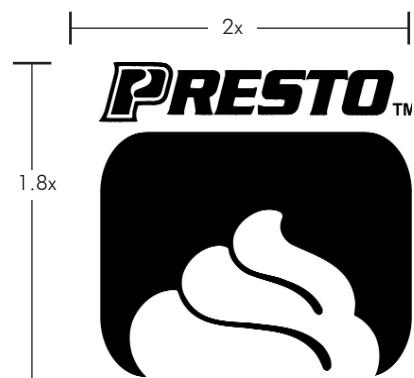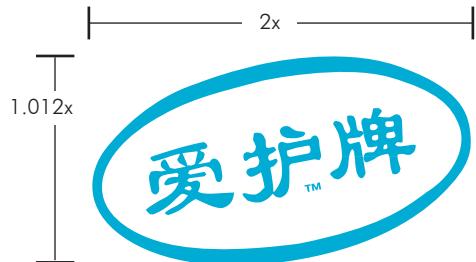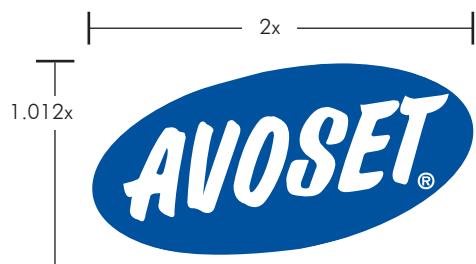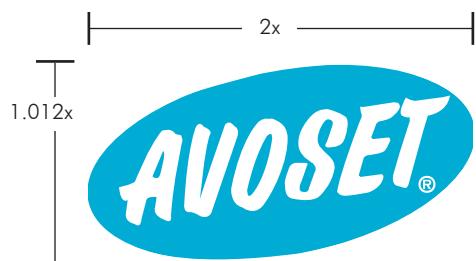
Figure 1a
Avoset Logo PMS 312
Single-color format: PMS 312

Figure 1b
**Avoset Logo PMS Reflex Blue**
Single-color format: PMS Reflex Blue

Figure 1c
Avoset Chinese Logo PMS 312
Single-color format: PMS 312

Figure 1d
Avoset Chinese Logo PMS Reflex Blue
Single-color format: PMS Reflex Blue

Figure 2
Presto Logo Black
Single-color format: Black

Images on this page are for illustration purposes only.
NOTE: Above brands not owned by RPC.

Graphics Standards

OTHER INDIVIDUAL SUB-BRANDS

These are representative samples of existing non-Rich's sub-brands.

PRESTO SUB-BRAND

Figure 1
Toppin' Pride Logo Black
Single-color format: Black

AVOSET & SUB-BRAND
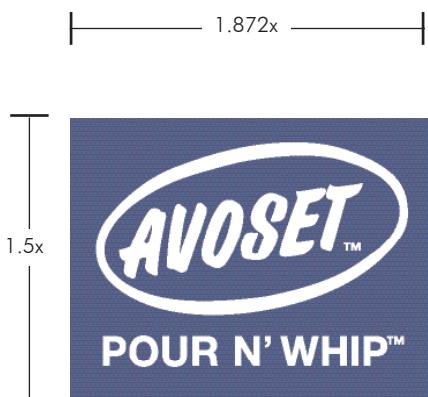
Figure 2
Pour N' Whip Logo Color
Single-color format: PMS Reflex Blue

Graphics Standards

Aligned left, ragged right:
A typographic specification referring to successive lines of type set flush on the left but with random line breaks on the right.

Bleed:
A printed image which runs off one or more edges of a sheet.

Corporate trademark:
Combination of the Rich's "Pillow" and the Rich's logotype.

Format:
The planned visual arrangement of graphic elements.

Grid system:
A series of interlocking horizontal and vertical lines not for reproduction, but used as an aid in organizing and arranging graphic elements in a planned and consistent layout.

Leading:
The amount of space, measured in points, between two lines of type.

Letterspacing:
The addition or reduction of space between the letters of a word.

Logotype:
The Rich's company name reproduced in its unique typestyle.

Media:
Items to which identification elements may be applied; e.g., stationery, business forms, promotional material, advertising, vehicles, signs, videos, etc.

Nomenclature:
A system or a set of terms used in communicating the name of a company, its parts or divisions and its products.

PMS (Pantone® Matching System):
The universally accepted set of standards for color reproduction in the printing/graphics industry.

Pica:
A typesetter's term to measure line length: 1 pica= 6 inch.

Graphics Standards

Point:
A typesetter's unit of measurement: 12 points=1 pica and 1 point=$^{11}/_{472}$ inch. Type sizes are measured in points. Standard sizes are 6-12, 14, 18, 24, 30, 36, 42, 48, 60 and 72.

Reverse out/Drop out:
Normally black or positive artwork made white or negative.

Rule:
A line on paper drawn or set by a typographer.

Sans serif:
Type which does not employ the use of serifs.

Secondary leading:
Extra space, measured in points, between lines of type. Typically added in addition to regular leading in order to separate groups of lines or paragraphs in a body of copy.

Serifs:
The fine lines terminating the main strokes of a letter. Times is referred to as a serif typeface because its letters have serifs.

Typing guidelines:
Specific formats for spatially organizing typewritten information on letterheads, envelopes, mailing labels and news releases.

Typography:
The use of type, including its selection, specifications and relationship to a given format.

Upper and lower case:
A typographic specification referring to the use of capital letters (uppercase) and small letters (lowercase) in typesetting.

Rich Products Corporation Sub-Brand Additions

TRES riches

P.BYRNES.

RICH'S ®

Rich Products Corporation Sub-Brand Additions

Overall Goal

The overall goal of Rich Products Corporation is to maximize the value of our brand portfolio. This requires discipline, analysis, judgment and creativity. There are many forces pushing for the creation of additional trademarks and brands, but they must be rigorously evaluated. Our strategy is to strengthen the Rich's brand and existing Rich's sub-brands.

We strive to limit the investment of time and expense for the creation and defense of new brands.

Guiding Principles for Creating a Sub-Brand

- The Rich's brand and existing sub-brands should be used wherever possible.

- New sub-brands should be created for strategic, not tactical or short-term, reasons.

- New sub-brands must have a clearly defined brand positioning. See section 1.5

- New sub-brands should be positioned to complement other existing sub-brands, not to substitute for them.

- All new sub-brand requests must obtain legal trademark clearance before they will be approved for use. Leaving sufficient time for legal review is crucial.

- Through legal investigation, and consequent search, the registration of brands and sub-brands in local characters is typically a complex and lengthy process that cannot be compromised under any circumstances.

- Senior management is required to be informed and involved.

4.1

Rich Products Corporation New Sub-Brand Additions

To assist you in the process of determining the necessity of a new sub-brand, complete the following exercise. A preponderance of "High Impact" considerations strengthen the case for creating a new sub-brand, whereas "Low Impact" considerations indicate that the best decision is to work with an existing sub-brand.

SUB-BRAND ADDITION SCORECARD

DATE : _____

PROJECT NAME/COMPARABLE SUB-BRAND : _____

	High Impact			Low Impact	
Key Items	**0**	**4**	**7**	**10**	**Total**
Product Area Fit	Entirely different product category	Related to a current sub-brand category	A member of a current sub-brand category	An extension of a current sub-brand product	
Go-To-Market	Not aligned with a current sub-brand	Some go-to-market elements fit with a current sub-brand	Most go-to-market elements fit with a current sub-brand	Aligns with go-to-market of a current sub-brand	
Quality	Either considerably higher or lower quality than a current sub-brand	Somewhat similar quality to a current sub-brand	Very similar quality to a current sub-brand	Same class of quality as a current sub-brand	
Relative Pricing	Either considerably higher or lower pricing than a current sub-brand	Somewhat similar pricing to a current sub-brand	Very similar pricing to a current sub-brand	Same pricing structure as a current sub-brand	
Customer Considerations	Customer demands an exclusive sub-brand and threatens loss of business	Competitor may attempt to secure RPC business by offering to create a new brand for a customer	An existing sub-brand(s) under increasing pressure at major customer(s)	No specific major customer pressure to introduce a new sub-brand	
Channel Considerations	Decision to enter a new channel (e.g. foodservice) may be executed by creation of a distinct new product line	Creation of a new sub-brand may be effective tool to dislodge a competitor in a channel	With some repositioning and adjustment, an existing sub-brand(s) is appropriate for use in all channels	An existing sub-brand(s) is appropriate for use in all channels	
Language Considerations	An existing sub-brand is losing share to a competitive brand due to its use of local language and symbols	Identifiable opportunity exists to leverage a current sub-brand through use of local language and symbols	Language issues may be present, but currently can be dealt with without creating a new sub-brand	Current language use very appropriate and may have beneficial effects	
Suggestion : Score must be less than 30 for new sub-brand development consideration					

COMMENTS :

4.2

Rich Products Corporation Sub-Brand Additions

Treatment of Rich Products Corporation Brands and Sub-Brands in Different Languages

The following guidelines apply to:
Rich's
Presto
Avoset
Associated sub-brands

Markets Using Roman Characters

- In all markets in which Roman characters are used, regardless of language, brand and sub-brand treatments will remain the same. This includes, but is not limited to, markets where the spoken languages are English, Spanish, French, Portuguese, Italian or German.
- Copy on the package and other materials must be translated to convey the meaning in different languages and must meet compliance requirements.
- Sometimes, line extensions of sub-brands will be created to reflect the nuances and subtleties of individual languages.

Markets Using Non-Roman Characters

- In those markets where characters other than Roman are commonly used – such as in China, Korea, Vietnam, Russia and others – RPC brands and sub-brands may be rendered in those characters, subject to the following principles:

1. Established and distinguishing elements, such as the Rich's "pillow" and PMS 200 Red, or the Avoset oval and PMS Reflex Blue must be retained.

2. Where brands and sub-brands are to be depicted both in Roman characters and in national characters, the sizes should be equal, and the proportions between brand, sub-brands, and other critical copy elements, very similar. Typically, one each of the two leading faces of a package should be devoted to the two character sets used.

3. Subject to market strategy, a brand and sub-brand may be rendered entirely in national characters. Alternatively, a brand may remain in Roman characters, and national characters may be used for the sub-brand.

Rich Products Corporation Sub-Brand Additions

Practical thoughts for selecting a trademark and design

Strength:
The brand should be unique to Rich's, not duplicated easily and not generic (Refer to section 1.9).

Application:
It should be usable on a wide variety of media types. (Ex: trucks, signage, packaging, apparel)

Attention value:
It should be distinctive and stand out on internal and external communications.

Competition:
It should distinguish itself from other marks.

Simplicity:
It should be easy to understand, remember and pronounce.

Reproducibility:
If it is in color, it should reproduce well in black and white. It should also be easily displayed in three dimensions.

Meaning & decency:
Its meaning in different cultures and languages should not be offensive or ambiguous.

Timelessness:
It should be timeless and not evoke a trend, fad or fashion.

Other Helpful Hints

In addition to the above general comments, the following guidelines will be helpful in coining protectable new trademarks:

1. Avoid words or misspellings of words that merely describe the nature, quality, character, composition or uses of the product or service on which it will be used.
   Ex: Weed Kill, Louse-Rid
2. Avoid geographical names (Missouri, Italy, London) and words that are primarily surnames.
3. Avoid simple numerals or combinations of letters, and avoid merely laudatory terms.
   Ex: supreme, superior or best
4. Avoid words that, when considered in connection with the product or service, could be regarded as deceptively misdescriptive of the product or service.
   Ex: American Beauty for Taiwanese sewing machines
5. Avoid words that are the same as or similar to trademarks that are known to be used by others on:
   a. The same or similar products, or
   b. Products that would be likely to move through similar channels of commerce to similar classes and purchasers.

Rich Products Corporation Sub-Brand Additions

PROCESS FOR BRAND OR TRADEMARK SUBMISSION

Marketing Role

It is your role to supply WHQ Legal Team with the following information to initiate the Trademark Search process within a sufficient amount of time as explained in section 4.8 - 4.9:

- Project name

- Your name, date of submission

- List and describe the mark(s) to be searched [Figure 1]:
    - If there is more than one mark to be searched, rank the marks in order of preference from first choice to last choice.
    - Translate each mark to be searched. If the mark is in English, provide the local language equivalent. If the mark is not in English, provide an English translation and/or Roman version of the mark. If no translation is available, provide an explanation, in English, of the commercial "meaning" or "impression" consumers will get from the mark.
    - Provide a phonetic equivalent for the mark if the mark is in non-Roman characters.

- What mark(s) will be used on the packaging? For example:
    - English only
    - English and non-Roman characters
    - English and local language or some other variation

- List the goods on which the mark will be used or the services with which the mark will be used.

- Is this brand for an existing product/formula or a new product/formula? If this is an existing product/formula, which one?

- If this is a new product/formula, please provide a general explanation of the product/formula. (Ex: Gold Label formula, revised Gold Label formula).

- List all countries where this brand will be used and sold commercially during the next year.

- If this is an existing product, when will this product be shipped or sold commercially into the new market?

- What are the potential market channels of trade for this product – industrial, in-store bakery, food service, retail or other?

Order	Mark	Translation	Phonetic Equivalent
1			
2			
3			
4			
5			

Figure 1

4.5

Rich Products Corporation Sub-Brand Additions

■ Is there any other important information relevant to this search that we should know? For example:
  ■ The names of competitive or similar products
  ■ Names of similar marks used by competitors on similar products
  ■ Competitors that might object to our mark selection
  ■ Any other information

■ If this is a new product, what is the commercial launch timetable? What is the expected launch date to begin advertising this product? What is the launch date to begin sales of this product?

To finalize a Trademark Registration process, you will need to submit the following information to the WHQ Legal Team when available.

■ Demonstrate how the mark will be used on packaging, including the font, style, appearance. Will the mark appear with a design or other logo? If yes, provide the design and/or logo.

■ List the intended countries where this brand will be used and sold commercially during the next 2-3 years.

Rich Products Corporation Sub-Brand Additions

PROCESS FOR BRAND OR TRADEMARK SEARCH

WHQ Legal Role

Before goods are shipped into a new country or region, Legal must conduct a trademark search to ensure the mark is available for use and registration in that market.

Step 1

Legal conducts a preliminary search to determine 1) if the mark is capable of legal protection and 2) if there are any confusingly similar marks registered or pending registration for use with similar or related products. **Time:** 1-2 weeks per mark.

Step 2

If the mark appears available after the preliminary search, Legal asks counsel in the local country to conduct a full availability search to determine if there are any confusingly similar marks that are registered or pending registration for use with similar or related products. **Time:** 3-4 weeks to complete the full search and render an opinion on availability. **Cost:** Average search costs $500 per mark, per class of goods, per country.

Availability searching is about 75% effective in identifying conflicting marks.

Step 3

If the mark appears available after the full availability search, and the business plans support filing an application for the mark, Legal files appropriate applications for the sub-brand in each of the countries in which the product will be marketed and sold. **Time:** 2-4 weeks to compile the list of goods, obtain samples of packaging and labels, and assess proper classifications of goods **Cost:** Average filing costs are $2,000 per mark, per class of goods, per country.

If after the search it is revealed the mark is not available, the mark must be abandoned and alternative marks must be selected and searched. Alternative marks must also go through the search process (Step 1).

Step 4

After an application is filed, Legal awaits review by the appropriate trademark office. **Time:** 9-12 months before the application is examined for the first time in each country **Cost:** Average legal fees incurred in monitoring the status of the application are $300 per mark, per class of goods, per country.

If the examiner does not identify any potentially conflicting marks or issues with the mark's distinctiveness, the application is published for others to review and file objections. If no objections are raised, the mark will be registered. **Time:** An additional 6-8 months after first examination **Cost:** Average publication and registration fees are $2,000 per mark, per class of goods, per country.

Rich Products Corporation Sub-Brand Additions

Step 5

If the examiner raises an objection or if third parties object to or oppose registration, registration will be delayed until the objections are resolved in Rich's favor. **Time:** An additional 6-12 months after first examination **Cost:** Average costs incurred can range between $2,000 and $10,000 per mark, per class, per country, depending upon the complexity of the objection raised.

Note: Commercialization of the product under a proposed mark prior to registration creates risk if the potential mark cannot be registered.

Step 6

Once the mark is registered, Legal receives a registration and logs it into the trademark database. Legal monitors use of the mark by RPC and others. Every five years Legal must provide the trademark office with evidence of continued use of the mark in each of the countries in which it is registered. Legal must renew the mark with the trademark office every 10 years. **Time:** 3-6 months for submission of evidence of continued use and renewals **Cost:** $500 per mark, per class of goods, per country in filing fees to prove continued use; $1,000 per mark, per class of goods, per country to file renewals.

Cost and Time Expectations

Costs could escalate to $10,000-$15,000 if objections are raised by the Trademark Office Examiner or if others object to registration of the mark. Average maintenance costs per mark, per class of goods, are approximately $1,500-$2,000 for each 10-year period.

Average time from first selecting a mark until receipt of a registration is approximately 2 years.

Basic Usage

Basic Usage

TYPOGRAPHY

Typography is one of the essential components of an effective identification program.

The ITC Franklin Gothic series of typefaces has been selected as the corporate typeface to be used throughout the program. It is visually complementary to the logotype and is readily available from type suppliers. Three weights of the ITC Franklin Gothic family have been selected to provide flexibility and to achieve various design objectives. The *Graphics Standards* section of the manual should be consulted regarding typography specifications. In some cases, specific weights and sizes have been specified for certain applications.

Composition of body copy should be aligned left, ragged right, with 2 points leading between lines. All typography specified should be set uppercase and lowercase, with the exception of certain applications mentioned in the manual. When highlighting information, use a bolder weight of type or increase point size. As a rule, no more than three sizes or weights of type should be used on one surface.

ITC Franklin Gothic Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

ITC Franklin Gothic Demi

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

ITC Franklin Gothic Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

In addition, the following typefaces have been adopted for use in marketing materials such as collateral and ads.

Comic Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

Futura

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

Futura Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

Triplex Serif Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

Triplex Serif Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

Felt Tip

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,:;$%(*)!?¢

Basic Usage

This is an example of the two-color 8 1/2" x 11" standard letterhead to be used by all business units, divisions and departments located at Rich's World Headquarters. There is a single-design stationery package for Rich's World Headquarters devoid of preprinted business unit, divisional and department identifiers. This single design reinforces Rich's unified identity with its customer base. Design must include the standard Rich's "pillow" at the top center of the letterhead (Refer to sect. 3.4 - 3.5).

Rich's manufacturing locations and sales offices will utilize this same design, with appropriate copy changes to identify their location.

The typeface used for the address copy at the bottom of the letterhead is ITC Franklin Gothic Book, used in uppercase letters at 7 points, with 3 points of leading. Paper specification: "Mohawk Vellum" – cool white 60 lb. text.

Not actual size

5.2
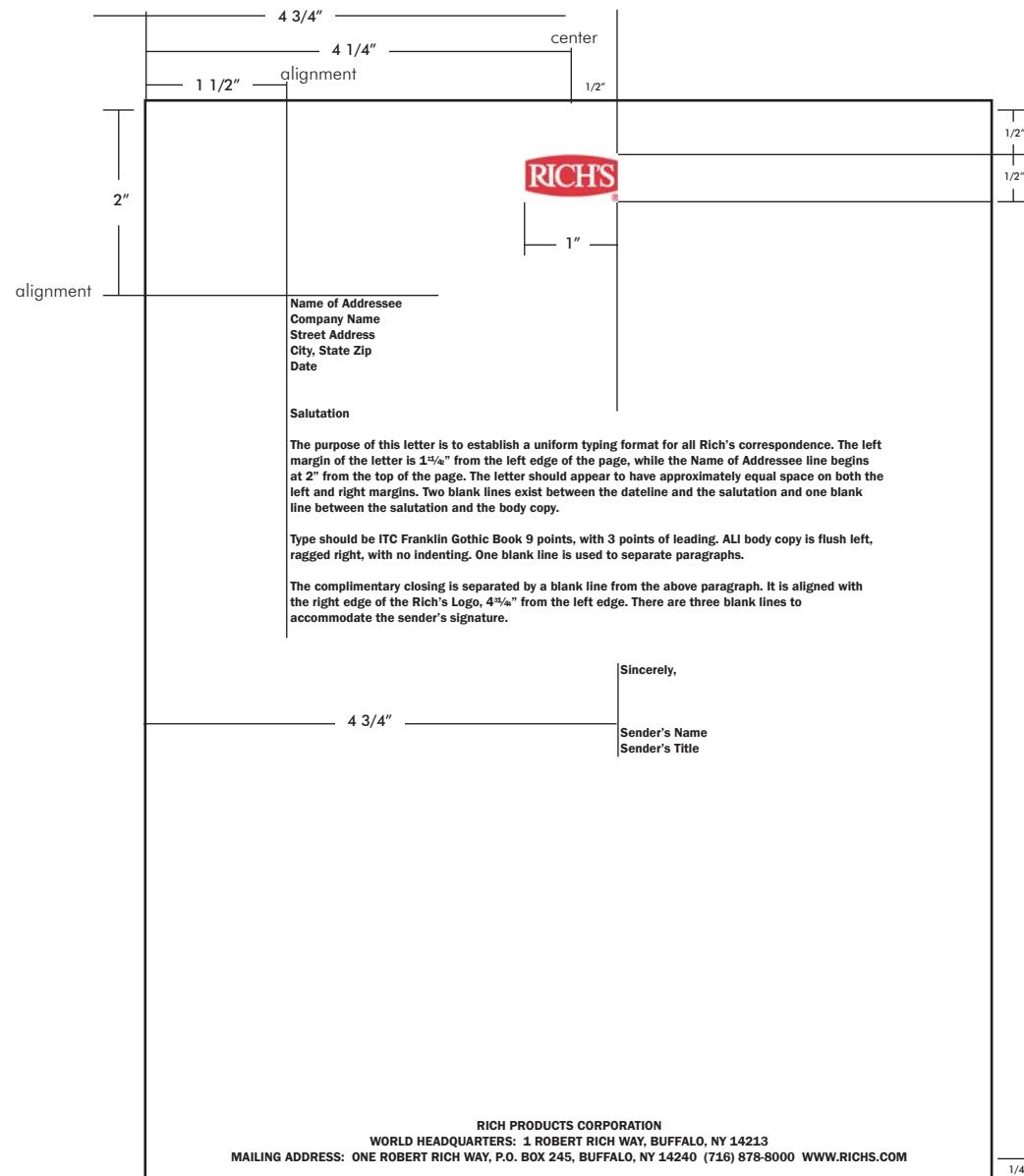
Basic Usage

The standard #10 business envelope, which measures 9 1/2" x 4 1/8", is shown below. As with the standard letterhead, a single design will be used for Rich's World Headquarters. Design must include the standard Rich's logo above the return address line, using the exact dimensions as shown below (Refer to Sect 3.4 - 3.5). Rich's Manufacturing locations and Sales offices will use the same design, with appropriate location-specific copy changes.

The typeface of the address copy is ITC Franklin Gothic Book, used in uppercase letters at 6 points, with 2 points of leading. Paper specification: "Mohawk Vellum" - cool white #10 envelope.

The outgoing address copy block is located as shown in the example below.

RICH PRODUCTS CORPORATION
ONE ROBERT RICH WAY
BUFFALO, NY 14240

Name of Addressee
Company Name
Street Address
City, State Zip

POSTNET CLEAR ZONE - keep free of printing (5/8" x 4 1/2")

alignment, center

4"
3/8"   7/8"
3/4"
1"
2 1/16"
2 3/4"
5/8"
4 1/2"
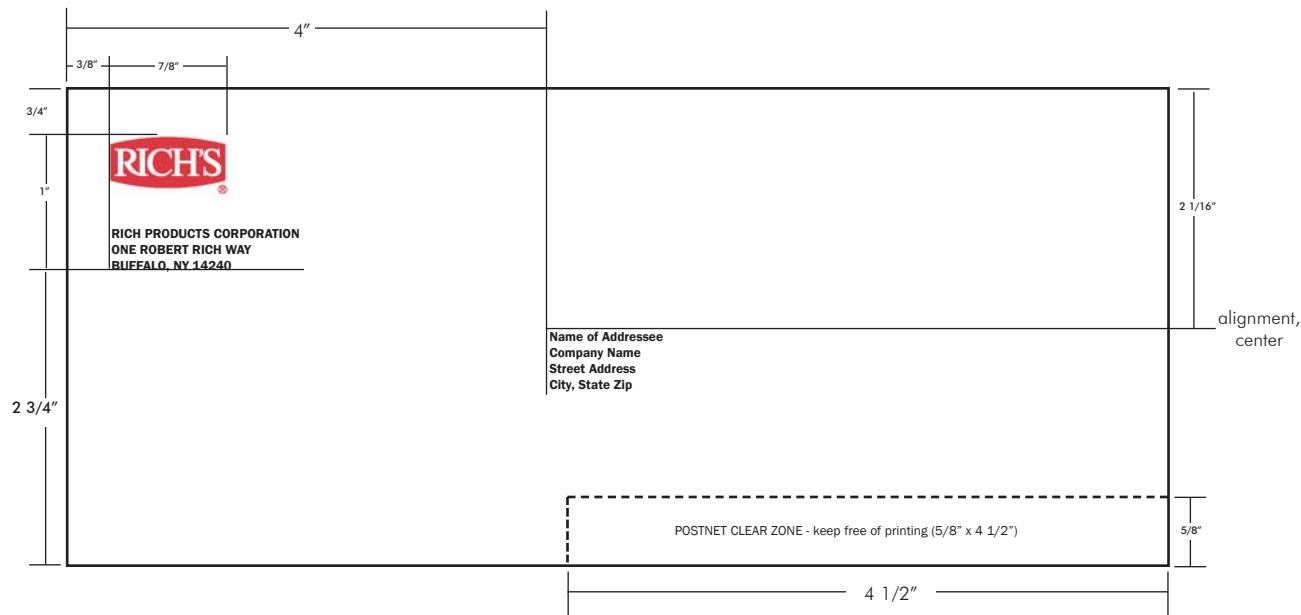
Basic Usage

BUSINESS CARD

The business card format shown below is a single-design format for all Rich's business units, divisions and departments. Manufacturing locations and sales offices also use the same design with location-specific copy changes.

Every business card is required to have a 3/16" PMS 200 red stripe along the right side of the card. The Rich's logo is located 1/4" from the top of the card and centered between the left edge of the card and the left edge of the red stripe, and measuring 7/8" in length (Refer to sect. 3.4 - 3.5).

On all business cards, the name and title/position block of the text is to be centered on the card 3/16" below the Rich's "pillow" and 3/16" above the address and phone blocks. Names are to be typeset in ITC Franklin Gothic Demi at 8.5 points, uppercase. The title/position and business group lines below are set in ITC Franklin Gothic Book uppercase at 7 points, with 2 points of leading. Space between the name line and the title/position line has 3 points of secondary leading.

The Rich's address block is left justified 3/16" from the left edge and typeset in ITC Franklin Gothic Book, uppercase at 7 points, with a 1/2" point of leading. The phone number, fax number, e-mail address and web site is right justified 3/16" from the left edge of the red stripe and typeset in ITC Franklin Gothic Book, uppercase at 7 points, with a 1/2" point of leading.

Paper specification: "Cougar" – white smooth 100 lb. cover. Thermography process "raised lettering" used for imprint.
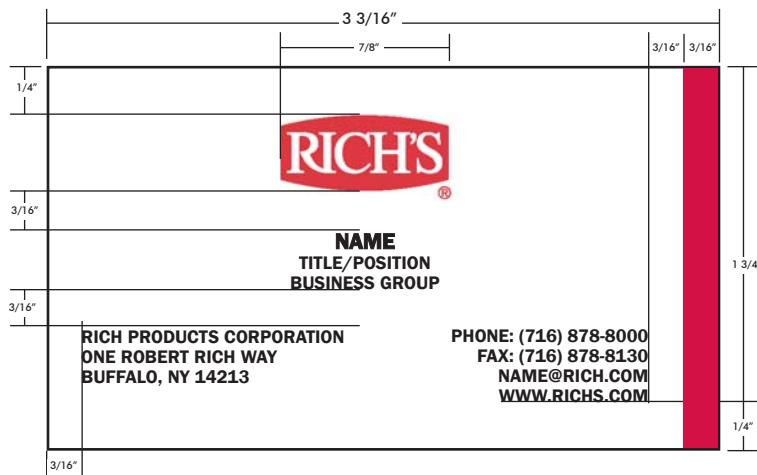
Basic Usage

INTERNATIONAL LETTERHEAD

This is the example for the two-color AF (210 x 297 mm) standard international market letterhead to be used by all business units, divisions and departments located outside North America. The international market stationery package has been designed to reinforce Rich's unified identity with its worldwide customer base.

The appropriate business unit or office address copy will be used along with the Rich's logo appropriate to the particular market. Rich's WHQ Int'l Marketing Team should be contacted regarding current trademark status in the particular market (Refer to sect. 3.5).

The typeface used for the address copy at the bottom of the letterhead is ITC Franklin Gothic Book, used in uppercase letters at 7 points, with 3 points of leading. Paper specification: "Mohawk – Vellum" cool white 60 lb. text (or equivalent).

117.7 mm

105 mm

center

42 mm   alignment

12.7mm

12.7 mm

12.7 mm

維 益

50.8 mm

25.4 mm

alignment

Name of Addressee
Company Name
Street Address
City, State Zip
Date

Salutation

The purpose of this letter is to establish a uniform typing format for all Rich's correspondence. The left margin of the letter is 42mm from the left edge of the page, while the Name of Addressee line begins at 50.8mm from the top of the page. The letter should appear to have approximately equal space on both the left and right margins. Two blank lines exist between the dateline and the salutation and one blank line between the salutation and the body copy.

Type should be ITC Franklin Gothic Book 9 points, with 3 points of leading. All body copy is flush left, ragged right, with no indenting. One blank line is used to separate paragraphs.

The complimentary closing is separated by a blank line from the above paragraph. It is aligned with the right edge of the Rich's Logo, 117.7mm from the left edge. There are three blank lines to accommodate the sender's signature.

Sincerely,

117.7 mm

Sender's Name
Sender's Title

RICH PRODUCTS CORPORATION
10/F, NO. 48, SEC. 4 CHANG-KUNG ROAD NEI-HU AREA
TAIPEI, TAIWAN TEL/FAX: 02-2794-9019

6.4 mm Not actual size

center

Basic Usage

INTERNATIONAL BUSINESS ENVELOPE

This is the example for the DL (220 x 110 mm) standard international market business envelope. The envelope has been designed to match the letterhead.

The typeface used for the address copy is ITC Franklin Gothic Book, used in uppercase letters at 6 points, with 2 points of leading. Paper specification: "Mohawk Vellum" – cool white DL envelope (or equivalent).

The outgoing address copy block is located as shown in the example below.

97.3 mm

9.53 mm — 22.23 mm

9.53 mm

9.53 mm

維 益

**10/F, NO. 48, SEC. 4
CHANG-KUNG ROAD
NEI-HU AREA
TAIPEI, TAIWAN**

55 mm

alignment,
center

**Name of Addressee
Company Name
Street Address
City, State Zip**

Not actual size
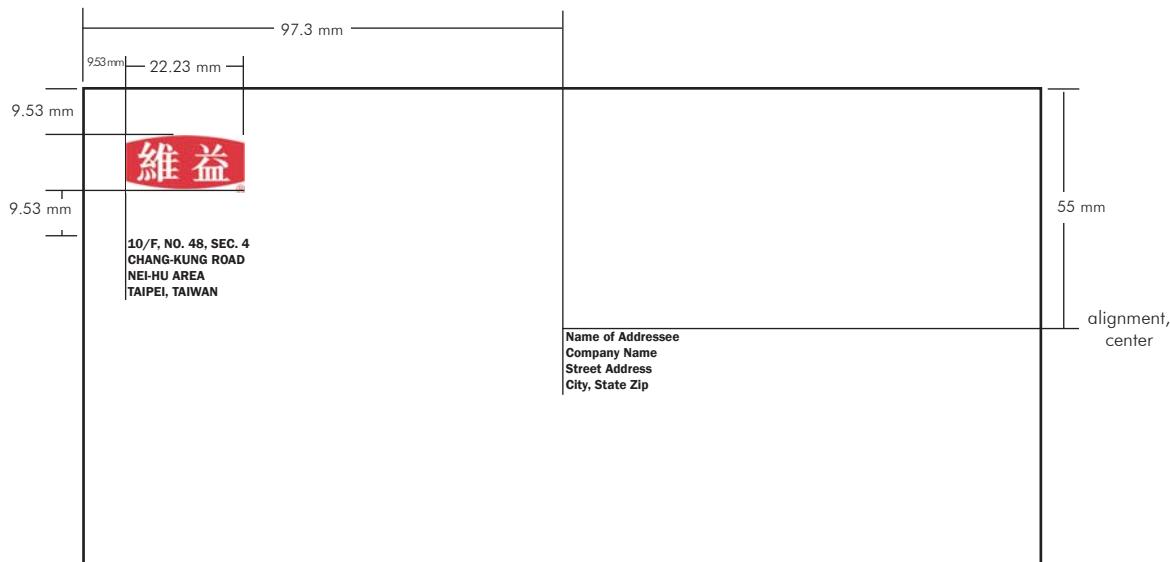
Basic Usage

INTERNATIONAL BUSINESS CARD

This is the example for the standard international market business card. The business card has been designed to match the other elements of the stationery package.

International offices also use the same design, with location-specific copy changes.

Every business card is required to have a 4.8 mm PMS 200 red stripe along the right side of the card. The Rich's logo or other appropriate logo (to be cleared through WHQ Int'l Marketing Team) is located 6.35 mm from the top of the card and centered between the left edge of the card and the left edge of the red stripe, and measuring 22.2 mm in length (Refer to sect. 3.5).

On all business cards, the name and title/position block of the text is to be centered on the card 4.8 mm below the Rich's "pillow" and 4.8 mm above the address and phone blocks. Names are to be typeset in ITC Franklin Gothic Demi at 8.5 points, uppercase. The title/position and business group lines below are set in ITC Franklin Gothic Book, uppercase at 7 points, with 2 points of leading. Space between the name line and the title/position line has 3 points of secondary leading.

The Rich's address block is left justified 4.8 mm from the left edge and typeset in ITC Franklin Gothic Book, uppercase at 7 points, with a 1/2" point of leading. The phone number, fax number, e-mail address and web site is right justified 4.8 mm from the left edge of the red stripe and typeset in ITC Franklin Gothic Book, uppercase at 7 points, with a 1/2" point of leading.

Paper specification: "Cougar" – white smooth 100 lb. cover. Thermography process "raised lettering" used for imprint.

*Note: To limit logos on the company business card, only one logo is approved to add to the business card. The ISO 2000 logo, where applicable, may be placed on the business card in the lower right corner to the left of the stripe. This process must be reviewed with WHQ Int'l Marketing Team. As a general principle, keep the business card formal and uncluttered.

For bilingual business cards, use both sides of the business card, following the format for English.

88.9 mm
22.2mm
4.8mm 4.8mm
6.35 mm
4.8 mm
4.8 mm
44.45 mm

NAME
TITLE/POSITION
BUSINESS GROUP

RICH PRODUCTS CORPORATION
10/F, NO. 48, SEC. 4
CHANG-KUNG ROAD
NEI-HU AREA TAIPEI, TAIWAN

TEL/FAX: 02-2794-9019
NAME@RICH.COM
WWW.RICHS.COM

7.9 mm
4.8mm

ISO 2000 logo
placement
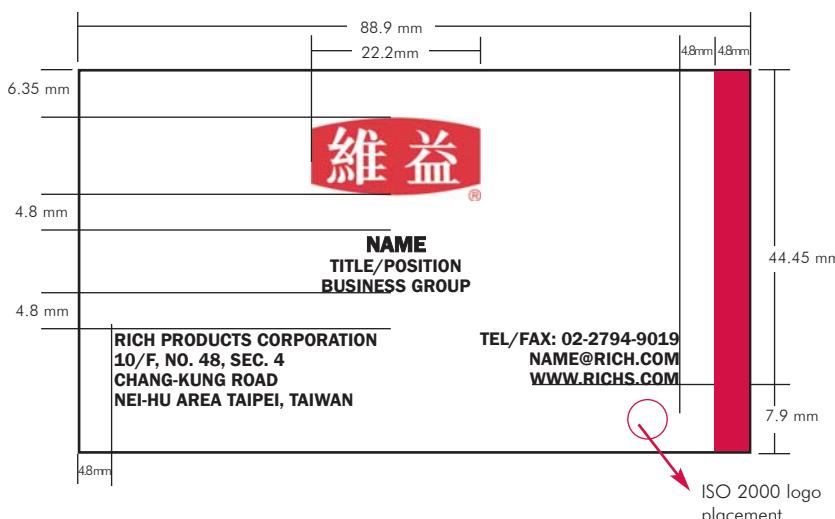
Basic Usage

Here are examples of common vertical and horizontal ads. The Rich's logo should always be placed in the lower right-hand corner of the ad or centered in the lower portion of the ad, with the tagline below it: CARING FOR CUSTOMERS LIKE ONLY A FAMILY CAN® in its proper format according to section 3.8. As a general rule, the PMS 200 red stripe should be no wider than 5% of the total width of the page.

The size relationship and placement of these elements is illustrated in Figures 1-4.

3/8"+bleed 3/8"
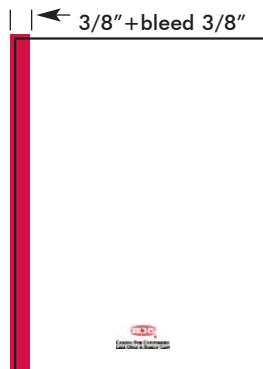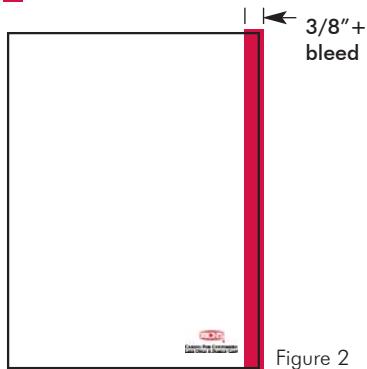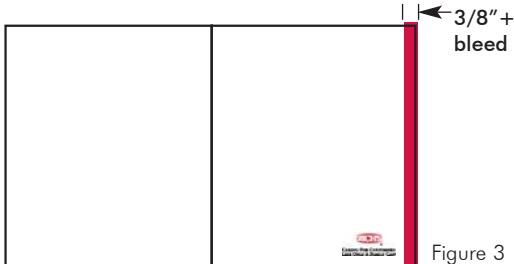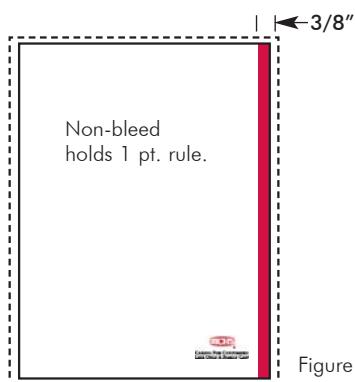
Figure 1

The red stripe must appear on the outside edge of each ad. For single-page ads placed on the left-hand page of a publication, the **3/8"** red stripe appears along the left edge of the ad and bleeds off. The logo and tagline should be centered on the page [Figure 1].

3/8"+ bleed

Figure 2

For ads placed on the right-hand page, the **3/8"** red stripe appears along the right edge and bleeds off. The logo and tagline should be placed in the lower right-hand corner of the page [Figure 2].

3/8"+ bleed

Figure 3

For spread ads, the **3/8"** red stripe should always appear along the right edge and bleed off. The logo and tagline should be placed in the lower right-hand corner of the right-hand page [Figure 3].

3/8"

Non-bleed holds 1 pt. rule.

Figure 4

If the ad is a non-bleed, a thin black rule should be placed as a border around the ad with the **3/8"** red stripe within the border. The logo and tagline should be placed in the lower right-hand corner of the page [Figure 4].

Note: For ads running in black and white, use a black stripe, or if the ad is screened, run the stripe as 60% of black.

Extended Usage

Extended Usage

BRANDED APPAREL
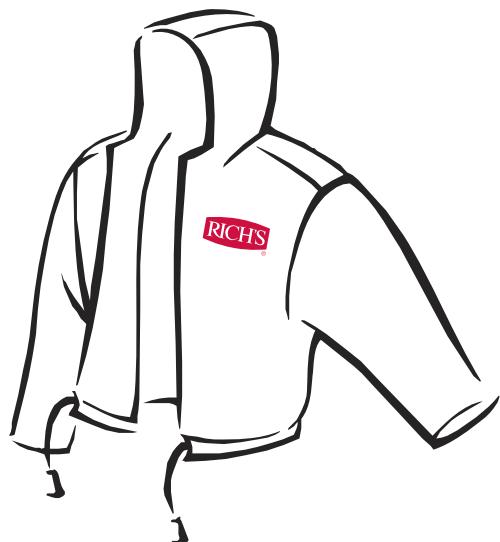
The use of trademarked logos on apparel (e.g., baseball caps, shirts, jackets, etc.) should follow the graphic standards and proper trademark use outlined in section 3. Any logo placed on apparel must appear in the exact format as the trademarked logo. No design changes, even for aesthetic purposes, are permitted. Questions regarding branded apparel should be directed to your WHQ Int'l Marketing Team.

Rich Products' Logos:
- The Rich's logo and/or sub-brands should be embroidered onto the material, and adhere to the graphic standards outlined in section 3.4.
- Following the graphic standards in section 3.6, when the apparel color is any color other than cream, white or PMS 200 red, use the Rich's Halo logo [Figure 6]. When the logo is applied to white or cream colored apparel use Rich's standard corporate logo [Figure 4]. When branding apparel that is PMS 200 red, use Rich's White Outline logo [Figure 7].

Logo Placement:
- If you are using a sub-brand logo, the sub-brand should ideally be placed on the left chest pocket and the Rich's pillow must be placed on the left cuff or the upper back (just below the collar of the shirt) of the shirt unless the Rich's pillow is already present in the trademarked logo.
- Any registered sub-brand within the market may be embroidered onto apparel.

Logo Size:
- When creating professional apparel such as button down shirts, the logos that are used on the left chest of a shirt must be 1 ½ inches (3.81 cm) in size.
- Logos used on the left cuff/left sleeve or upper back of the shirt must be 1 ¼ inches (3.18 cm) in size.

Extended Usage

PROMOTIONAL GIVE-AWAY

Promotional items (e.g., coffee cups, pens, bags, etc.) should follow the graphic standards and proper trademark use outlined in section 3. Any logo placed on apparel must appear in the exact format as the trademarked logo. No design changes, even for aesthetic purposes, are permitted. Questions regarding branded items should be directed to your WHQ Int'l Marketing Team.

Promotional Items:
- Promotional give-away items may include, but are not limited to: pens, bags, mugs, cups, coolers, aprons, globes, staplers, umbrellas and key chains.
- Any item not listed above must be representative of the values and professionalism of Rich Products Corporation.

Promotional items not permitted include:
1. Alcohol or tobacco products
2. Items that resemble local competitor's symbols or local competitor's mascots
3. Religious symbols or objects

Choosing a Supplier:
- A market can work with any supplier, as long as the color, typeface and placement of the logo meets Rich Products branding standards. Only select a supplier that can comply with all logo needs.
- The chosen supplier must have the "Rich's Red" available (PMS 200 Red), be able to create the logo to meet Rich's graphic standards (color, size of logo, typeface), and ensure that the quality of the product meets Rich Products standards by requesting a sample before placing an order.
- At WHQ we commonly use John Michaels Associates Incorporated and Harry H. Moore Corporation. Contact your WHQ Int'l Marketing Team for assistance with these vendors.

Extended Usage

POINT OF SALE MATERIAL
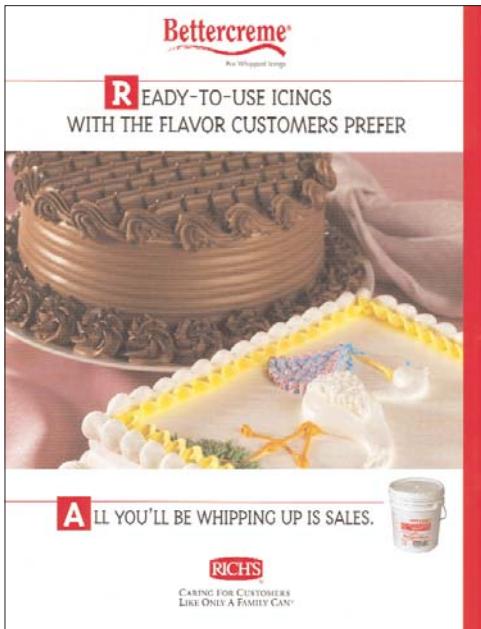
Figure 1
Bettercreme Sell Sheet

Figure 2
Tiki Bay Button

When creating point of sale (POS) materials, it is crucial to adhere to all branding policies concerning the use of the Rich's logo (pillow) outlined in Section 3.

■ POS materials must always have the Rich's pillow clearly visible in an approved color and format.
■ Printed POS materials must contain local contact information including; local address, telephone number, and either local web address if available, or corporate web address (www.richs.com).
■ There can be no images of the inside of manufacturing facilities (exterior images are acceptable).
■ Do not use images that depict products other than Rich's products on POS materials. For example, if a sell sheet contains the image of a dollop it must be an image that Rich's owns, and that is in fact, a Rich Products' topping.

Extended Usage

TRADESHOW IMAGE
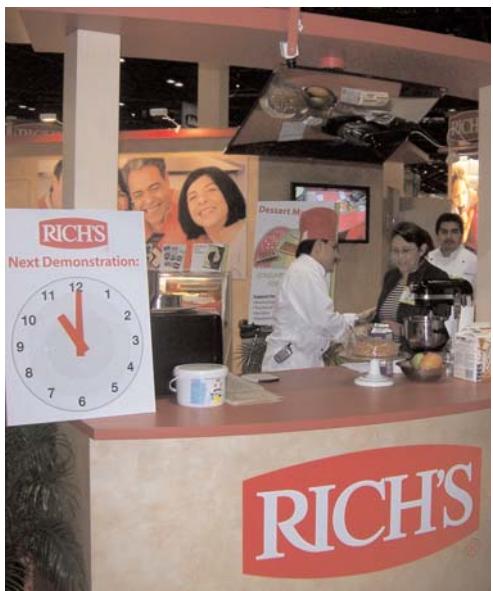
Booth Theme:
- The booth should portray the identity of the Rich's brands as outlined in section 2.1 and 2.2. (eg; approachable, professional, world-class)
- The theme consistent with the Rich Product's brand tagline (*Caring for Customers Like Only a Family Can*®), image and values. This brand message should be conveyed through the tone of the booth (e.g graphics, text, images, colors, set up of the booth, etc.) (See section 2.2 for more on Rich's brand message).

Use of Rich's Logo & Sub-Brand Logos:
- The Rich's logo (pillow) and any sub-brand logos must adhere to the graphic standards outlined in section 3.
- The Rich's pillow must be the central focal point of the tradeshow booth. It should be clearly displayed, not obstructed by any signs, equipment or associates working in the booth. Ensure that the Rich's Logo is visible from a distance as well as from all approaches to the booth.
- Following the graphic standards in section 3.4, no graphics or text can touch or overlap the Rich's pillow. Placing images or text around the Rich's pillow dilutes the brand. Keep other items significant distance from the Rich's pillow.
- Rich's sub-brand logos may be used in the booth, but cannot draw attention away from the Rich's pillow. Any sub-brand logos must be smaller than the Rich's pillow and not obstruct the view of the Rich's pillow. All sub-brands must meet the graphic standards outlined in section 3.10 - 3.11 of this manual.

Apparel at Tradeshow:
- All Rich's associates at the tradeshow must wear Rich's apparel that adheres to the apparel standards above (apparel properly embroidered with Rich's logo).The logo may appear on the breast or the sleeve of the garment, but must be in clear view of the show attendees.
- Associates working in the booth must always present themselves in professional attire. Sneakers, jeans, sweat suits and articles with notable brands other than the Rich's logo are not permitted for tradeshow attire.
- Outsourced staff (e.g. chefs, hostesses, etc.) must wear professional attire that aligns with the values and identity of Rich Products.

Extended Usage

WEBSITE GUIDELINES

Graphic Standards:

- Websites must have the Rich's logo (pillow) predominately displayed on the home page, and visible on every page of the site. Copyright information must be located at the bottom of every page.

- The Rich's pillow should follow the graphic standards in the market creating the website (see section 3.4). When a website is created in the United States, it is appropriate to use the Rich's trademarks with the "®" symbol since the mark is registered in the U.S., even if the web site will be viewed globally. In China, for example Rich's Wei Yei® is used since the website was created in and for the China market.

Website Appearance:

- Rich's tagline *CARING FOR CUSTOMERS LIKE ONLY A FAMILY CAN*® clearly placed on the homepage in its proper format according to section 3.8.

- The predominant colors of the website must be Rich's PMS 200 red, white and or/cream.

- The tone and manner of the website must be consistent with the Rich's identity and brand personality as outlined in section 2.1 - 2.2. (eg; approachable, professional, world-class)

Content of the Site:

- In general, the content of the site should include; company overview, company history, The Rich Promise, local product categories, and local contact information. Other suggested content includes; history of the local entity, product applications, recipes, job listings, media/news stories, leader names, roles, bios and a press page with graphic standards and local PR contact.

- Local contact information must be easy to locate and provide the opportunity for site visitors to submit inquiries, questions and/or comments.

- A link to the corporate website must be on the home page or an "About Rich's" page, as well as within the contact information.

- Once the webpage is complete, it is necessary to obtain corporate approval before going live. Contact the WHQ Int'l Marketing Team, who will work with WHQ Legal, IT and Communications to ensure that the website meets all guidelines.

Website Maintenance:

Information on the website should be updated regularly, in order to keep the information accurate and current. Updating the website may be performed in house or outsourced to a reputable company, depending on the availability of resources.