

G.F. SWIFT 1855 BLACK ANGUS BRAND STANDARDS GUIDE



The 1855 brand identity is a seal of approval and a promise of quality. When you are authorized or certified in your area of business or expertise to use it, you also represent 1855 ideals. By following these guidelines, you will reap the benefits of the 1855 identity and contribute to its strength.

Requirements

The 1855 logo and graphics described in these guidelines are for use only by current JBS employees and JBS channel affiliates who have signed the 1855 Reseller Agreement and by individuals with a current 1855 certification. JBS channel affiliates and 1855-certified individuals must follow these guidelines when publicizing their relationship with 1855 in communications.

JBS reserves the right to withdraw permission to use an 1855 logo at any time if its use is inconsistent with these guidelines or is otherwise deemed inappropriate by JBS. 1855 logos should not be used in connection with any communications that do not meet the criteria outlined in the 1855 Reseller Agreement or 1855 Certification Agreement.

The New 1855 Brand Identity

Approved

The new 1855 logo sends a clear message of refinement, balance and confidence. The subtleties of the “1855” linework reflect an idea of distinctive celebratory dining in perpetual uniformity.

The “GF Swift” signature, an enduring component of the 1855 idea, has been re-illustrated and fine tuned to better reflect its historical significance and convey the timeless elegance and stature of the man that started it all.

1855

GF. Swift

The Former 1855 Brand Identity

Not Approved

The logo below and related logo elements, such as “Est.,” the “arrow” and “Swift & Co.” logo should no longer be used. Colors used in the former identity system should no longer be used.



The Former GF Swift Signature

Not Approved

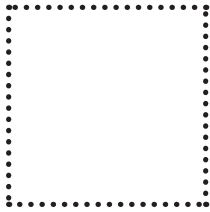
The “GF Swift” signature below should no longer be used in conjunction with the new 1855 brand identity.

The image shows a signature in a cursive script font, which is the former "GF Swift" signature. The signature is written in a light grey color and is positioned centrally on the page.

1855 Brand Colors

Colors have an important job.

They express meaning, convey tone, and evoke emotion. Black is the color of authority and power. Gold and Bronze are wealth and prosperity... valuable and superior. These are all important messages that the 1855 brand identity will consistently convey when only the following colors are used.



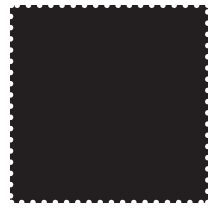
White



Gold



**Antique
Bronze**



Black



**Pantone
137 C**



**Pantone
7519 C**



c0 m35 y90 k0



c50 m60 y100 k48



r251 g176 b52



r87 g67 b25

1855 Logo Placement

The 1855 logo must always keep a friendly distance from other brands and brand elements so as to not dilute the 1855 visual language and message. Additionally, white or black is the only appropriate stage for the 1855 logo. Consistency is key.



Use on White.



Use on Black.



Do not use on other solid colors or patterns.



Use white or black square backing when necessary.

In the event...

it is necessary to use the logo in a location (such as a photograph) which is patterned or a color other than white or black, create a square backing and center the logo within. The square backing must be either white or black and "square" for non-distracting uniformity and balance. Refer to the next page for appropriate spacing on each side of the logo when sizing the backing.

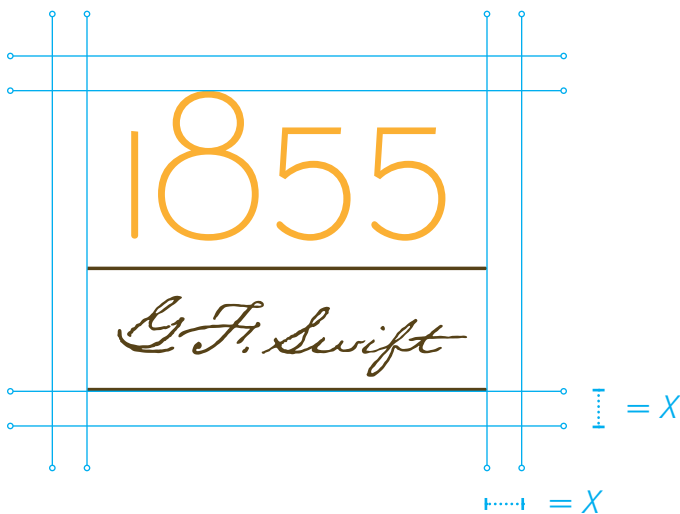
1855 Logo Spacing

Minimum Logo Width: 50pt

The minimum logo size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.

Minimum Clear Space: (Proportional)

The minimum clear space around the logo is proportional to the distance between the bottom line and the baseline of the signature. To create the greatest impact, allow even more space around the logo. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



Square Backing

When using the logo inside a white or black square backing, the minimum clear space from the sides of the logo to the sides of the square backing should be X. The minimum clear space around the square backing should be X.

1855 Letterform Detachment

Other References to the 1855 Date

On some occasions, it is appropriate to detach the “1855” letterforms from the logo and use them alone to represent the date. The purpose of this is to consistently express the 1855 date in a way which reflects its significance. For example, you may be using the words “1855 Beef” in a headline on a PowerPoint presentation. In that case, it is not appropriate to show “1855” in whatever font you may be using. It is appropriate to insert the 1855 logo letterforms in place of the font you are using. Below is an example.

The experts of 1855 Beef
know the ideal time...

Note that the cap height of the word “Beef” matches the height of the 5 in 1855. The 8 serves as an ascender. Please duplicate these proportions when using the letterforms inline.

In the example above, using the letterforms in gold (see Brand Colors) or black is acceptable on a white background. If the background is black use the letterforms in white or gold. If the background is any other color, use only white or black letterforms.

In a situation where the date 1855 is used frequently in large amounts of body copy (such as this), it is not necessary to insert the letterforms in all instances.

1855 Brand Typography

Keep it simple.

The 1855 logo type illustrating “1855” and the “GF Swift” signature are one-of-a-kind type renderings. It is not advisable to mimic those letterforms with other typography in place of or in addition to the 1855 logo. Doing so may negatively effect the overall visual language and dilute the impact of the the logo letterforms. Choose from the list of fonts below when using additional typography alongside the 1855 logo and in 1855 publications.

1855

GF Swift

The Genetically Verified Black Angus Beef

Tarzana Narrow

Tarzana Narrow Regular is only to be used for the 1855 Brand tag line show above.

Formata

Formata Light, Regular, Bold and Italic are acceptable for use in publication headlines.

Swiss 721

Swiss 721 Light, Regular, Bold and Italic are acceptable for use in publication body copy (such as this copy).

For More Information

*JBS Marketing Group
1770 Promontory Circle
Greeley, CO 80634*

(970) 506-8000

mediarelations@jbssa.com

1855 artwork and files used in publications are made available to current JBS employees and JBS channel affiliates. If you need more information related to JBS brand communications or have questions about using these guidelines, contact a JBS marketing representative or sales administrator in your region.