VILLA FRIZZONI ®

Brand Style Guide

First things first...

So, what you're looking at here are guidelines in the purest sense of the word. They're here to help you **put the Villa Frizzoni® identity into action**.

There are a few rules (aren't there always?) that really do need to be followed. These are important benchmarks meant to protect the logo and other visuals.

On the following pages, we'll tell you about all the tools available to **bring the Villa Frizzoni® indentity to life**.

Contents

Our big idea

Brand story

Villa Frizzoni® is home to a family of enticing Italian ingredients that truly inspire culinary creativity. From the neighborhood pizzeria to the white-tablecloth ristorante, our versatile products fit the needs of any operation and encourage the development of signature dishes with ease. Villa Frizzoni® features tempting products that have been carefully selected to reflect the heritage and flavorful essence of Italian cuisine.

The Villa Frizzoni® tagline

The Essence
of Italian Fare.

Identity basics

Yours truly

The Villa Frizzoni® signature consists of three elements: the wordmark, the villa illustration, and the illustration framing. The framing around the illustration allows for the logo to be used on both light and dark backgrounds.

Visibility is everything...

literally

Minimum Size

1"

Clear Space
Clear space is equal to the cap-height of the letter "F" .

SIZE IS IMPORTANT

If the signature is too small, no one will be able to read it. So make sure it's always easy to see and don't scale the wordmark below its minimum size: 1" in width.

MIND THE CLEAR SPACE

If you park type or graphics right next to the signature, it becomes something else, something unrecognizable. So make sure it always has a buffer zone at least equal to the cap-height of the "F" in "Villa Frizzoni".

Adaptability

Preferred Signature
Full Color

Alternative Signature
2 Color

Simplified Wordmark
1 Color

Color wins in our book, so use it whenever you can. Sometimes, color reproduction is limited. In those cases, the 2 color signature is available. On occasion, colors and details need to be simplified - that's when it's time to use the 1 color wordmark.

The whole crayon box

Villa Frizzoni Tan | Pantone 155
0c 12m 28y 0k | 255r 225g 186b

Villa Frizzoni Orange | Pantone 723
0c 43m 100y 18k | 208r 135g 21b | GCMI 517

Villa Frizzoni Green
60c 0m 75y 0k | 108r 192g 113b

Black

Alternative – 2 Color

Villa Frizzoni Orange | Pantone 723
0c 43m 100y 18k | 208r 135g 21b | GCMI 517

Black

Simplified – 1 Color

Black

Who turned out the lights?

Preferred Signature - Full Color Reverse

Working with a black background? Fear not! A collection of reverse signatures is at your command, designed to hold their own in dark applications.

The color-reverse signature should always be your first choice.

Simplified Wordmark - Reverse

Can't reproduce the symbol colors? Use the full reverse signature instead.

What not to do

Never distort the logo

Never re-typeset the logo

Never re-arrange
the logo

Never apply the logo to a
background that is too busy or
does NOT provide
sufficient contrast

Like a work of fine art, the signature is a precious thing that deserves to be protected.

So don't change it or add to it. This will hurt its value and make people think we're inconsistent... or might even make them wonder who we are at all.

You have approved digital art files available. Put them to work, but don't ever change them.

Tiering

Foundations

Originals

Distinctions

Distinctions

preferred lockup

Distinctions

simplified lockup

Distinctions

1-color lockup

Tiering provides a unique, ownable structure for Villa Frizzoni®

From "Foundations" to "Originals" to "Distinctions," tiering focusses on a graphic consistency that enhances the overall perception and creates an "ease of use."

The tiering structure was designed to create a solid footing that does not compete with a range of existing brand logos, yet provide an easy way to differentiate ranges within our brands.

COLOR USAGE. The tiering is presented in a simple gray color (70% black/ PMS Cool Gray 11) below existing brands. When only limited colors are available, use black for the tiered portion of the logo lockup.

Graphic toolkit

To the letter

Aa

Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

With its clean, elegant lines, its friendly, open style, Effra is the typeface for our marketing and communications materials, such as Point of Sale. Use it in big headlines or in small text – but not too small. Effra makes whatever we have to say easy to read.

If you have a need for the Effra Font Family, contact IMA Marketing.

Aa

Effra Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

As dictated in the IMA Packaging Standards, Helvetica Condensed is required on interior and exterior packaging. Helvetica Condensed makes ingredient listing, size/weight, and other required information easy to read at small sizes.

Smile!

Villa Frizzoni® photography: the 10,000 foot view

The guidelines in the following section should be taken into consideration whenever searching for or shooting photos for Villa Frizzoni® use.

Villa Frizzoni® photography features
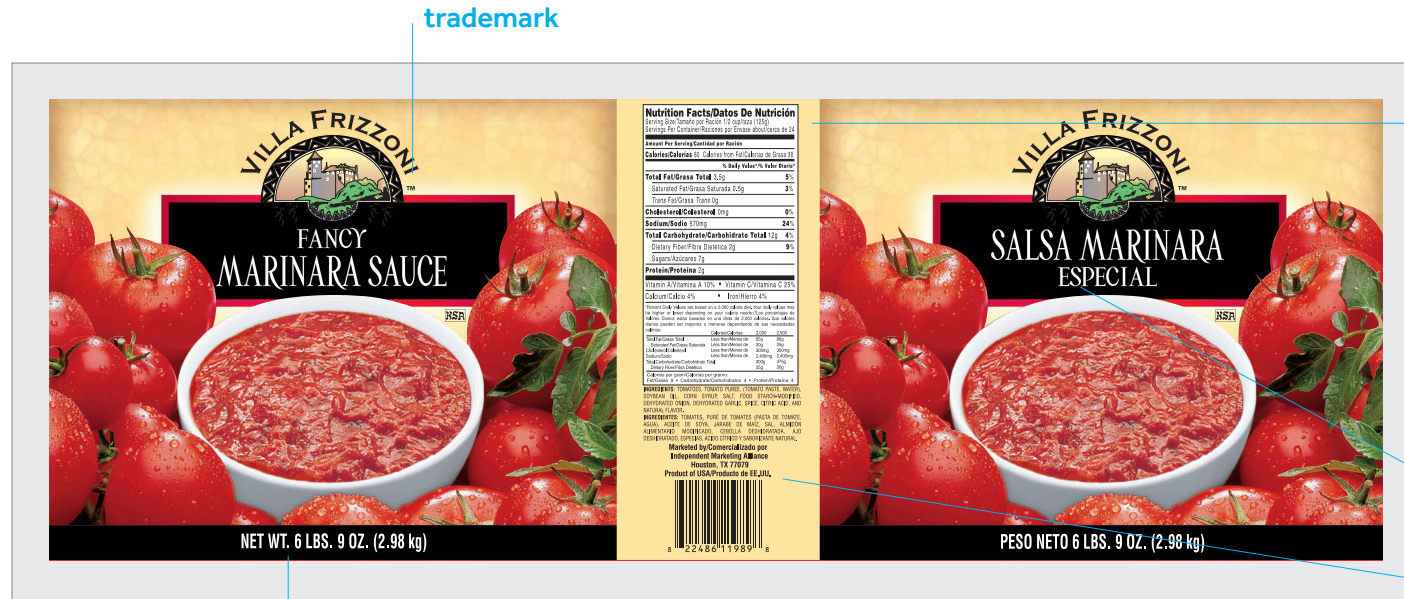highly stylized food product shots.

Villa Frizzoni® photography can include both combined
ingredient, or single, key ingredient shots.

Delivering the
Villa Frizzoni® Brand

Inner Packaging

trademark

ingredient statement:
all caps,
Helvetica Condensed,
the word INGREDIENTS:
Helvetica Condensed Bold

spanish translation:
must appear on all
packaging

IMA origin statement:
all caps, Helvetica Bold

weight declaration: all caps,
Helvetica Condensed Bold

INGREDIENT STATEMENT.

The ingredient statement is all caps, using Helvetica Condensed. The font for the word INGREDIENTS is Helvetica Condensed Bold.

WEIGHT/UNIT DECLARATION.

Must appear at the bottom of the label and give total component weight, provided in both imperial and metric weights. The font is Helvetica Condensed Bold, and is all caps.

KOSHER SYMBOL.

If the product is kosher, the appropriate symbol must be placed to the right of the product name.

TRADEMARK.

Depending on the product, the logo will either have TM or ®. IMA will verify correct trademark and provide appropriate logo if needed.

IMA ORIGIN STATEMENT.

The origin statement must appear directly below ingredients. The statement is all caps, Helvetica Bold.

NOTE: Please review IMA's Exclusive Brands Packaging Guidelines document for a more thorough explanation of the packaging requirements.
(view packaging guidelines)

Inner Packaging Reference:
Marinara Sauce

Outer Packaging

PRODUCT DESCRIPTOR.
The product descriptor appears directly below the brand logo. Font is Helvetica Bold, all caps.

WEIGHT DECLARATION.
The weight declaration appears in the upper left corner and lists total component weight. Font is Helvetica Condensed Bold, all caps.

IMA ORIGIN STATEMENT.
The origin statement must appear on all packaging. The statement is all caps, using Helvetica Bold.

TIERING.
Tier will be determined by IMA and must appear on all packaging.

THANK YOU STATEMENT.
Thank you for choosing Villa Frizzoni®!, and **¡Gracias por escoger Villa Frizzoni®!**, are in Brush Script and should include the appropriate trademark.

ROTATE SYMBOL.
The ROTATE symbol should appear on the same panel as storage instructions, to the left.

OTHER SYMBOLS.
Kosher, USDA, Real, Govt. grade shields, Trade Association symbols and other required seals to be placed appropriately per IMA Marketing's discretion.

NOTE: Please review IMA's Exclusive Brands Packaging Guidelines document for a more thorough explanation of the packaging requirements.
(view packaging guidelines)

Blueprint
Principal Display Panel

TIERED LOGO LOCKUP

Placement: Center of panel. Minimum 1/2 inch from top
size: equivalent to 1/6 area of panel

IMA NUMBER

Placement: Minimum of
1/2 inch from top, 1/2
inch from right edge

Height: 30% height of
tiered logo lockup

**WEIGHT
DECLARATION**

Placement: Minimum of
1/2 inch from top, 1/2
inch from left edge

Height: 50% the height
of IMA number

VENDOR NUMBER

Placement: Directly
beneath IMA number, 1/2
inch from right edge

Height: 50% height of
IMA number

**IMA ORIGIN
STATEMENT**

Placement: Minimum of
1/2 inch from bottom,
1/2 inch from left edge

Height: 50% height of
descriptor

DESCRIPTOR

Must be placed below logo and at least
50% the size of the largest letter on
the principal display panel. Secondary
descriptor lines should be 1/3 the font
size of the primary descriptor. Spanish
should be 80% the size of primary
descriptor and placed beneath English
version or as separate side panels.

GTIN CODE

Placement: Minimum of 1/2 inch from
bottom, 1/2 inch from right edge. Bar
height must be at least 32mm.

NOTE: Please review IMA's Exclusive Brands Packaging
Guidelines document for a more thorough explanation of the
packaging requirements. (view packaging guidelines)

Label content:

6 - 1 GAL. PLASTIC BOTTLES/BOTELLAS DE PLÁSTICO
NET CONTENTS/CONTENIDO NETO
6 GAL. (22.73 L)

15369
1111

VILLA FRIZZONI®

Distinctions

BLENDED OIL ⓤ
90% CANOLA OIL · 10% EXTRA VIRGIN OLIVE OIL
ACEITE MEZCLA
90% ACEITE DE CANOLA · 10% ACEITE DE OLIVA EXTRA VIRGEN

Marketed by/Comercializado por
Independent Marketing Alliance
Houston, TX 77079
Product of Italy/Producto de Italia

FPO SCC Code

6 08 22486 15369 6

Blueprint
Information Panel

IMA NUMBER

Placement: Minimum of 1/2 inch from top, 1/2 inch from right edge

Height: 30% height of tiered logo lockup

WEIGHT DECLARATION

Placement: Minimum of 1/2 inch from top, 1/2 inch from left edge

Height: 50% the height of IMA number

TIERED LOGO LOCKUP

Placement: Center of panel. Minimum 1/2 inch from top size: equivalent to 1/6 area of panel

VENDOR NUMBER

Placement: Directly beneath IMA number, 1/2 inch from right edge

Height: 50% height of IMA number

NO PRINT ZONE

When designated by vendor, this area remains blank for adhesive labeling.

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6 - 1 GAL. PLASTIC BOTTLES/BOTELLAS DE PLÁSTICO
NET CONTENTS/CONTENIDO NETO
6 GAL. (22.73 L)

15369
1111

VILLA FRIZZONI

Distinctions

BLENDED OIL Ⓤ
90% CANOLA OIL · 10% EXTRA VIRGIN OLIVE OIL
ACEITE MEZCLA
90% ACEITE DE CANOLA · 10% ACEITE DE OLIVA EXTRA VIRGEN

Marketed by/Comercializado por
Independent Marketing Alliance
Houston, TX 77079
Product of Italy/Producto de Italia

F.P.O. 3" X 12" LABEL

FPO SCC Code

6 08 22486 15369 6

DESCRIPTOR

Must be placed below logo and at least 50% the size of the largest letter on the principal display panel. Secondary descriptor lines should be 1/3 the font size of the primary descriptor. Spanish should be 80% the size of primary descriptor and placed beneath English version or as separate side panels.

NOTE: Please review IMA's Exclusive Brands Packaging Guidelines document for a more thorough explanation of the packaging requirements. [view packaging guidelines]

Blueprint
Store and serve case flap

ROTATE SYMBOL

Placement: Horizontally centered, to the left of storage instructions

Size: proportionally sized to equal height of Storage Instructions

Spanish translation is directly below the English version

ROTATE
...for best quality!

ROTAR
¡Para mejor calidad!

FRAGILE • THIS SIDE UP
FRÁGIL • ESTE LADO ARRIBA

STORAGE INSTRUCTIONS

Placement: Horizontally centered

Font Size: equal to or greater than descriptor on Principal Display Panel

Spanish translation is directly below the English version, and 80% of the size.

NOTE: Please review IMA's Exclusive Brands Packaging Guidelines document for a more thorough explanation of the packaging requirements. (view packaging guidelines)

Blueprint
Inner case flap

THANK YOU STATEMENT

Placement: centered on panel, rotated on a 30 ° angle.

Font is Brush Script and statement size is 1/4 to 1/3 of the panel.

Thank you for choosing Villa Frizzoni® !

NOTE: Please review IMA's Exclusive Brands Packaging Guidelines document for a more thorough explanation of the packaging requirements. (view packaging guidelines)

Blueprint
Case flap
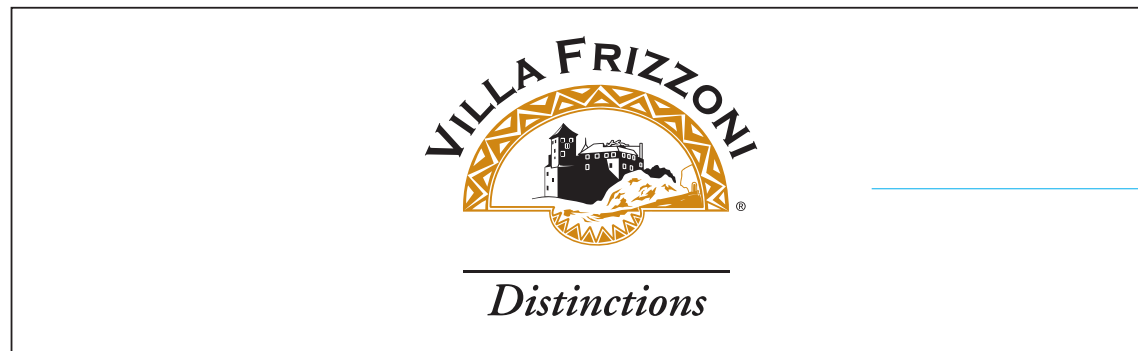
TIERED LOGO LOCKUP

Placement: Horizontally and
vertically centered on panel
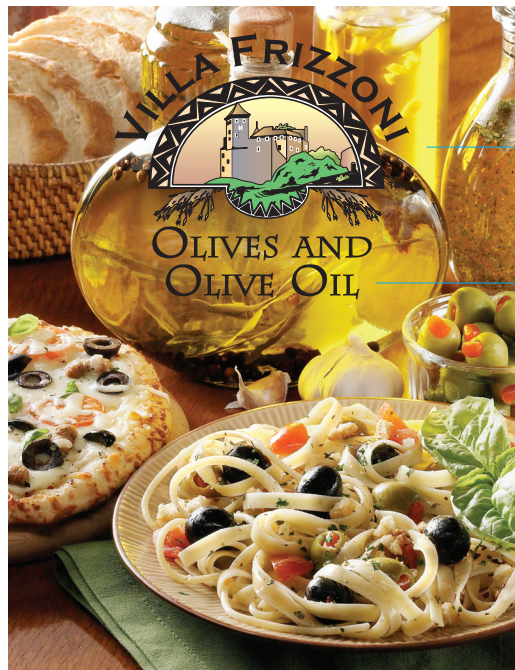
Size: 50% of panel

NOTE: Please review IMA's Exclusive Brands Packaging
Guidelines document for a more thorough explanation of the
packaging requirements. **(view packaging guidelines)**

Outer Packaging Reference

Point of Sale

Point of sale pieces are coordinated through IMA and our approved agencies.
All POS pieces have minimum requirements, as indicated below.

full color signature

category

Villa Frizzoni™ brand provides quality olive essentials that help you serve up Italian-style dishes with Old World goodness. Count on us for a variety of delicious green and black olives ready to make tasty antipasto salads and pizzas. A very nice selection of Villa Frizzoni olive oils means you have perfect choices for salad dressings and bread dipping, as well as sautéing and other cooking applications. Villa Frizzoni brings you versatility and value.

Pack Size	Description	Mfg.#	Dist.#
Black Olives-sliced for pizzas, whole for salads and antipasto			
6-#10	Fancy Colossal Pitted Black Olives	12436	XXXXX
6-#10	Fancy Jumbo Pitted Black Olives	12435	XXXXX
6-#10	Fancy Large Pitted Black Olives	12434	XXXXX
6-#10	Fancy Medium Pitted Black Olives	12433	XXXXX
6-#10	Sliced Fancy Black Olives	11417	XXXXX
6-#10	Sliced Random Black Olives	11418	XXXXX
6-#10	Black Olive Wedges	11416	XXXXX
Green Olives-ready for garnishes, bar drinks and more			
4-1 gal.	Broken Manzano Olives	12515	XXXXX
4-1 gal.	Pitted Manzano Olives	12516	XXXXX
4-1 gal.	Sliced Manzano Olives	12517	XXXXX
4-1 gal.	Stuffed Manzano 340/360	12324	XXXXX
4-1 gal.	Stuffed Queen 100/120	12322	XXXXX
4-1 gal.	Stuffed Queen 140/160	12323	XXXXX
4-1 gal.	Stuffed Queen 80/90	12321	XXXXX
Olive Oil-rich flavor and aroma in this pantry essential			
6-1 gal.	75/25 Blend Canola and Extra Virgin Olive Oil	12514	XXXXX
6-1 gal.	Olive Pomace Oil	12343	XXXXX

item listing

Marketed by
Independent Marketing Alliance
Houston, TX 77079
©2005 Independent Marketing Alliance
Villa Frizzoni™ brand is a trademark licensed by
Independent Marketing Alliance
VF-161-06

FPO Distributor Imprint

distributor logo

IMA marketing
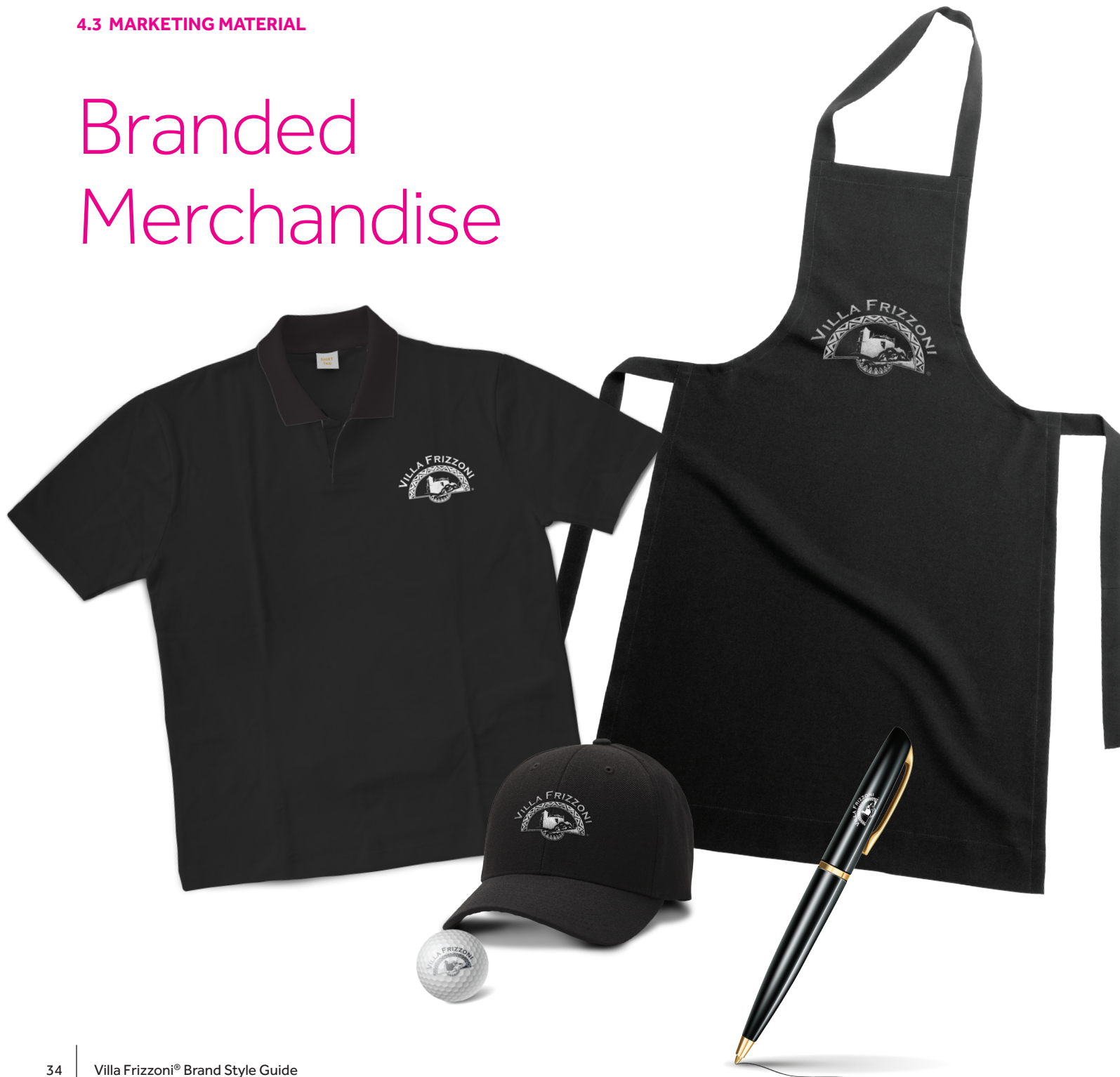statement

IMA legal
statement

Point of Sale

Banners

Banners are coordinated through IMA and our approved agencies.
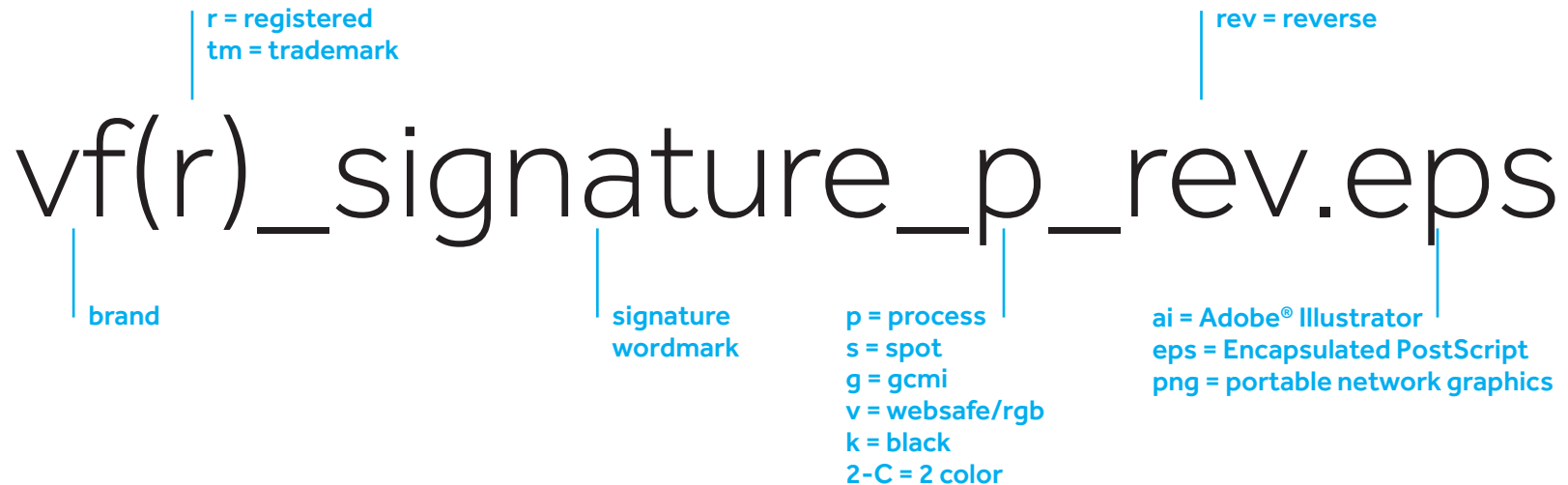
Branded Merchandise

Resources

Logo file names

Do not alter any portion of the filename or any elements within the file itself. Below, is an explanation of our logo filename structure.

r = registered
tm = trademark

rev = reverse

vf(r)_signature_p_rev.eps

brand

signature
wordmark

p = process
s = spot
g = gcmi
v = websafe/rgb
k = black
2-C = 2 color

ai = Adobe® Illustrator
eps = Encapsulated PostScript
png = portable network graphics

Full Color
vf(r)_signature_s
vf(r)_signature_p

Reverse
vf(r)_signature_s_rev
vf(r)_signature_p_rev

Black
vf(r)_signature_k

Tiering Lockups
vf(r)_tiering(d)_p = Distinctions
vf(r)_tiering(f)_p = Foundations
vf(r)_tiering(o)_p = Originals

Job file names

When working on projects for IMA, you must adhere to our file naming structure. This enables us to effectively manage jobs, track file versions and archive according to IMA internal standards.

Follow the sample provided, and do not alter any portion of the filename structure when saving or submitting your files.

Title of job, i.e.: frozensoups_pos

Version of document*

vf_title of job_v1.indd

Brand (two-letter initials)

Source file type**

* Every job must include a version number (including first file sent for review). Once artwork is approved by all parties, change version to "final".

** Adobe® Indesign documents are preferred for all material requiring page layout and/or raster images. Adobe® Illustrator or EPS files are the preferred file type for art containing only text and/or vector images.