



TM

Tyson

—

Brand Guidelines

June 30, 2017

Version 1.0



Why this document exists

These guidelines are meant to articulate the Tyson Foods brand by demonstrating its elements and their use. They are essential to anyone creating any type of branded Tyson Foods application such as signage, marketing, advertising and web design.

The proper use of Tyson Foods visual elements helps elevate our brand's purpose:

**Raising the world's expectations
for how much good
food can do.**

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1.0 Our identity

The legacy of our company is one of food, family and a pioneering spirit. We work hard today, while dreaming about what could be tomorrow. From John W. Tyson's humble start to our company's meaningful new purpose, Tyson is a family, and a business—of innovation, progress and momentum.

The weathervane is the farmer's compass, it signals direction. At Tyson Foods, our compass points forward. Our T monogram creates a crest that speaks to both the direction of the company—always moving forward, focused on the future, raising expectations—and its strong family roots.



2.0 Logo



**How our mark was developed
and how to use it.**

2.1 Logos

The Tyson Foods wordmark has been drawn with a nested uppercase “T” and lowercase “y” so that the letters feel well-spaced and balanced in relation to the monogram.

We have two lockups of the Tyson Foods logo—vertical and horizontal. The vertical lockup is primary and should be used whenever possible.

The horizontal lockup should only be used when the orientation or size of an application prevents the vertical lockup from being clearly reproduced.



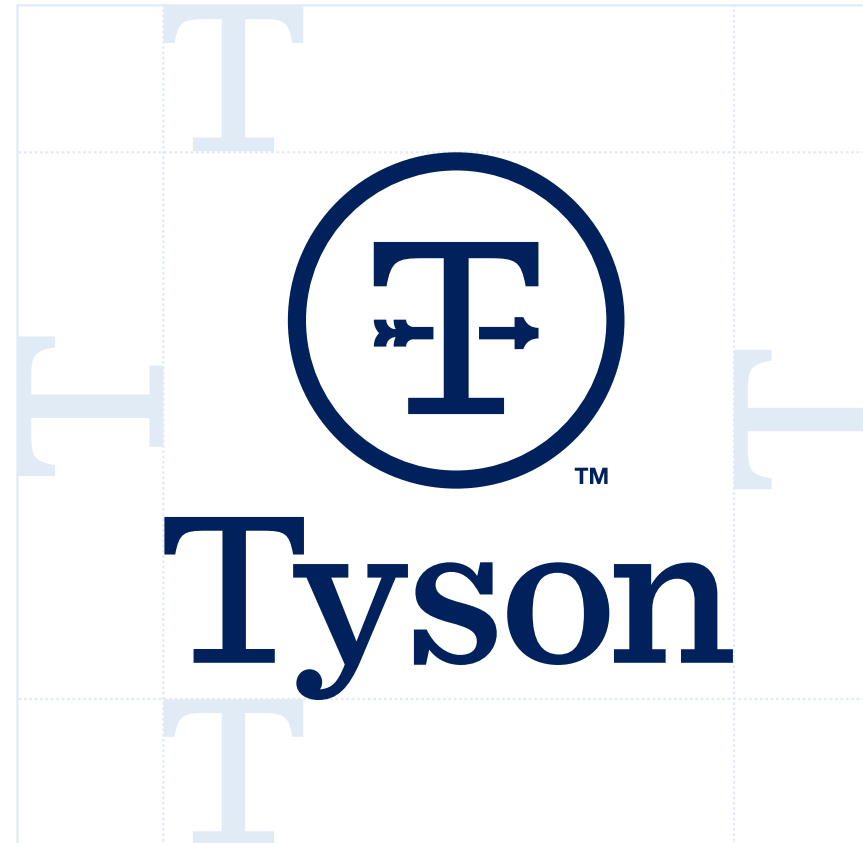
—
Primary logo



—
Secondary logo

2.2 Logo clear space

Clear space helps maintain the integrity and prominence of logos. The Tyson Foods logo should always be surrounded by a clear space equal to the height of the wordmark's T. Make certain to keep any design elements outside of the logo's prescribed clear space. Simple backgrounds and colors are exceptions to this rule.



—
All Tyson Foods logo assets have been built with the correct amount of clear space. Always use approved logo files to ensure the integrity of the logo.

2.3 Logo assets

The Tyson Foods logo is available in the following colors and file formats. Wherever possible, the Tyson's Pride blue logo should be used. When time and budget permit, spot color versions should be used on physical media.

The white variant is a true one-color construction and should be used whenever the logo sits on a dark photographic or colored background.

The black logo should only be used when production dictates black and white printing.

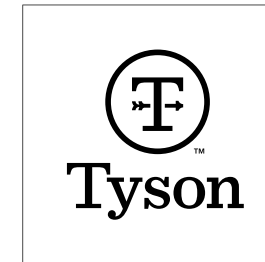
Blue logos



Vertical Blue: V_Blue

-  Tyson_Logo_V_Blue_4C.ai & .eps
-  Tyson_Logo_V_Blue_Spot.ai & .eps
-  Tyson_Logo_V_Blue_RGB.ai & .png

Black logos






Vertical Black: V_Black

-  Tyson_Logo_V_Black.ai & .eps
-  N/A
-  Tyson_Logo_V_Black_RGB.ai & .png

White logos



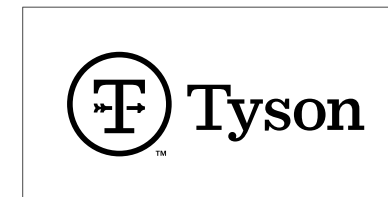
Vertical White: V_White

-  Tyson_Logo_V_White.ai & .eps
-  N/A
-  Tyson_Logo_V_White_RGB.ai & .png






Horizontal Blue: H_Blue

-  Tyson_Logo_H_Blue_4C.ai & .eps
-  Tyson_Logo_H_Blue_Spot.ai & .eps
-  Tyson_Logo_H_Blue_RGB.ai & .png






Horizontal Black: H_Black

-  Tyson_Logo_H_Black.ai & .eps
-  N/A
-  Tyson_Logo_H_Black_RGB.ai & .png



Horizontal White: H_White

-  Tyson_Logo_H_White.ai & .eps
-  N/A
-  Tyson_Logo_H_White_RGB.ai & .png

2.4 Do nots

DO NOT USE THE INCORRECT LOGO COLOR FOR THE BACKGROUND

—
Ensure appropriate contrast with the background the logo sits on.



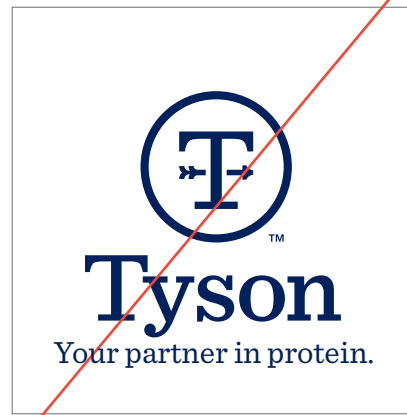
DO NOT CHANGE THE LOCKUP

—
Maintain the lockup of the monogram and wordmark in size and orientation.



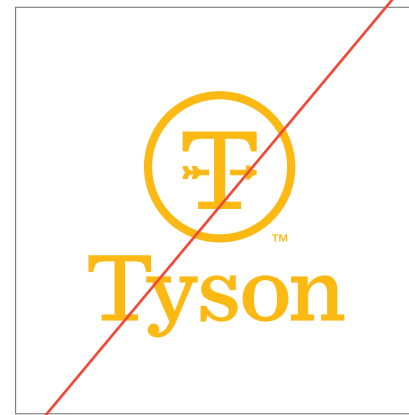
DO NOT LOCK UP THE LOGO WITH TEXT

—
The logo should not be locked up with other text, department names or taglines.



DO NOT USE AN INCORRECT COLOR OR GRADIENT

—
The logo should only appear in Tyson's Pride blue, white or black. Never use secondary colors or gradients.



DO NOT USE THE WORDMARK OR MONOGRAM ALONE

—
The monogram and wordmark should always be used together.



DO NOT SKEW OR WARP

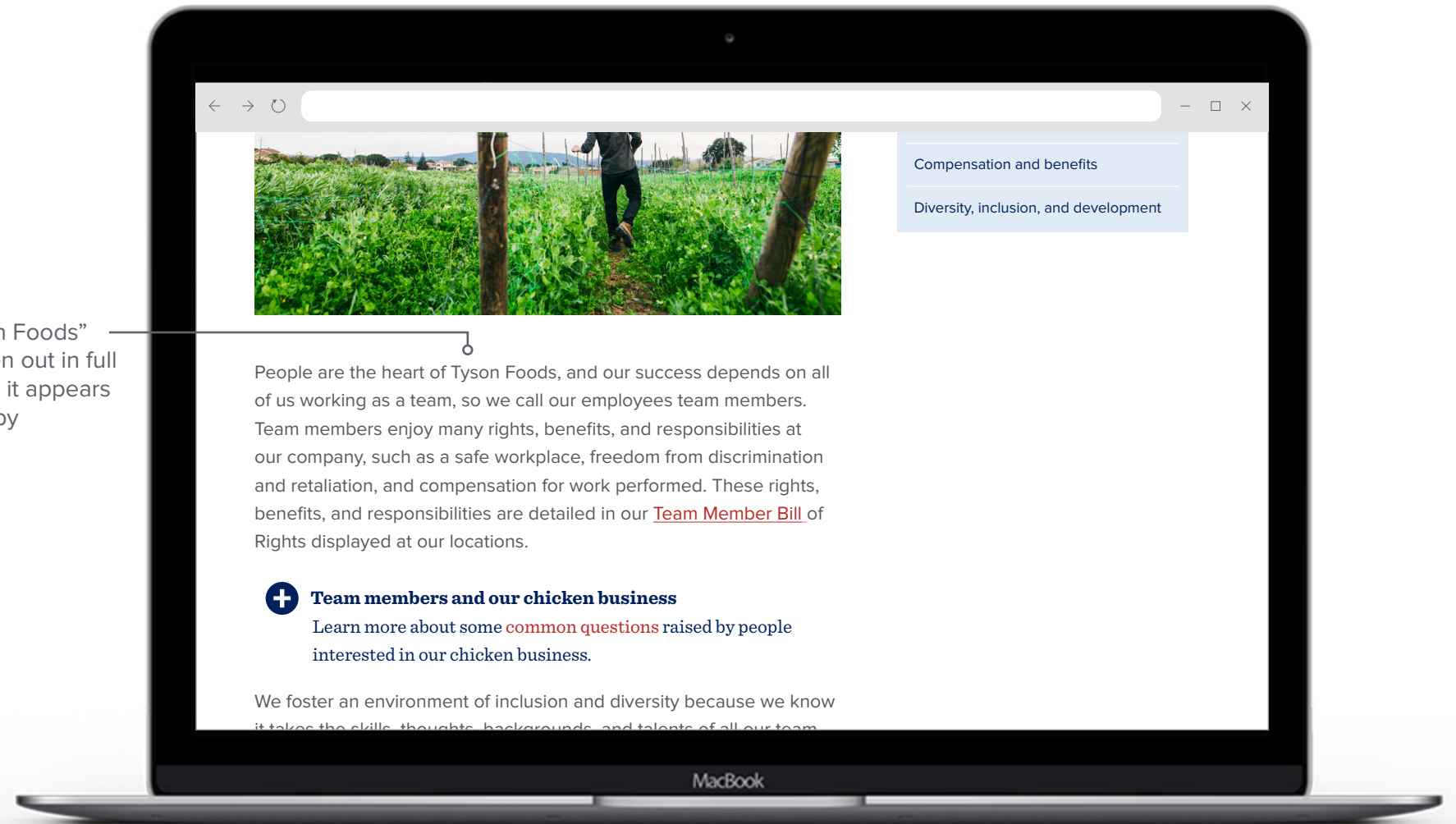
—
The logo should always appear as it is built in the logo files. Do not skew it, place it on an angle or otherwise distort it.



2.5 Logo vs. written name

When Tyson Foods is referred to in writing, the full name, “Tyson Foods” should be used to avoid confusion with the Tyson consumer brand.

“Tyson Foods”
written out in full
when it appears
in copy



3.0 Color



Our color palette and its application.

3.1 Primary color

Our primary brand color goes all the way back to the introduction of the Tyson's Pride blue monogram designed by Donald "Buddy" Wray. We've deepened and enriched our blue to signal heritage, quality and integrity. It can be reliably printed and meets modern accessibility standards online.

Tyson's Pride

CMYK	100/80/0/55
Pantone	655C
RGB	0/37/84
HEX	#002554

For paint applications, use Benjamin Moore Midnight Navy 2067-10.



3.2 Tyson's Pride blue in application



3.3 Secondary color palette

While our brand primarily consists of Tyson's Pride blue and full-bleed imagery, we've developed a secondary palette inspired by foods found in nature.

We use secondary colors with discretion to punctuate and call attention to information. They support our blue and add versatility and richness to our visual system.

Our secondary colors are:

- Mustard seed
- Sage
- Cayenne
- Gray (for text)



Cayenne

Mustard seed

Sage

Gray

3.4 Primary and secondary color usage

Tyson's Pride should feature prominently across print and digital applications, but when blue and full-bleed imagery alone would overwhelm the information, secondary colors can come into play.

Preference is not given to any one of the three secondary colors—they should all be used equally and sparingly, most often in long-form applications.



- **BRAND**
All applications should prominently feature Tyson's Pride blue, photography or a combination of both.
- **SECONDARY**
The three secondary colors are used equally but only on occasion, less than 10% of the time.
- **TEXT**
Gray is used functionally as text in long form applications.

3.5 The complete palette

Color breakdowns are based on print tests conducted 2/2017-5/2017 and Pantone bridge values. The following colors pass WCAG AA: Tyson's Pride blue, all dark secondary colors, main gray and dark gray.

BRAND

LIGHT TYSON'S PRIDE
 CMYK 6/2/1/0
 Pantone 649C - 60%
 RGB 237/243/249
 HEX #EDF3F9

MAIN
Tyson's Pride

CMYK 100/80/0/55
 Pantone 655C
 RGB 0/37/84
 HEX #002554

SECONDARY

LIGHT MUSTARD SEED
 CMYK 0/3/10/0
 Pantone 124C - 10%
 RGB 255/242/224
 HEX #FFF2E0

MAIN
Mustard Seed

CMYK 0/30/100/0
 Pantone 124C
 RGB 243/175/0
 HEX #F3AF00

DARK MUSTARD SEED
 CMYK 0/35/96/32
 Pantone 7551C
 RGB 145/102/0
 HEX #916600

LIGHT SAGE
 CMYK 5/1/3/2
 Pantone 5497C - 10%
 RGB 234/238/238
 HEX #EAEEDD

MAIN
Sage

CMYK 47/14/28/17
 Pantone 5497C
 RGB 128/158/155
 HEX #809E9B

DARK SAGE
 CMYK 63/35/41/35
 Pantone 5477C
 RGB 80/107/103
 HEX #506B67

LIGHT CAYENNE
 CMYK 0/9/9/0
 Pantone 179C - 10%
 RGB 253/233/224
 HEX #FDE9E0

MAIN
Cayenne

CMYK 0/87/85/0
 Pantone 179C
 RGB 235/60/49
 HEX #EB3C31

DARK CAYENNE
 CMYK 5/94/88/22
 Pantone 7627C
 RGB 176/45/42
 HEX #B02D2A

GRAY

LIGHT GRAY
 CMYK 2/2/1/5
 Pantone Cool Gray 9C - 10%
 RGB 237/237/238
 HEX #EDEDEE
 Grayscale 10% black

MAIN
Gray

CMYK 30/22/17/57
 Pantone Cool Gray 9C
 RGB 117/120/123
 HEX #65686B
 Grayscale 70% black

—
 When printing conditions are limiting, use grayscale for text.

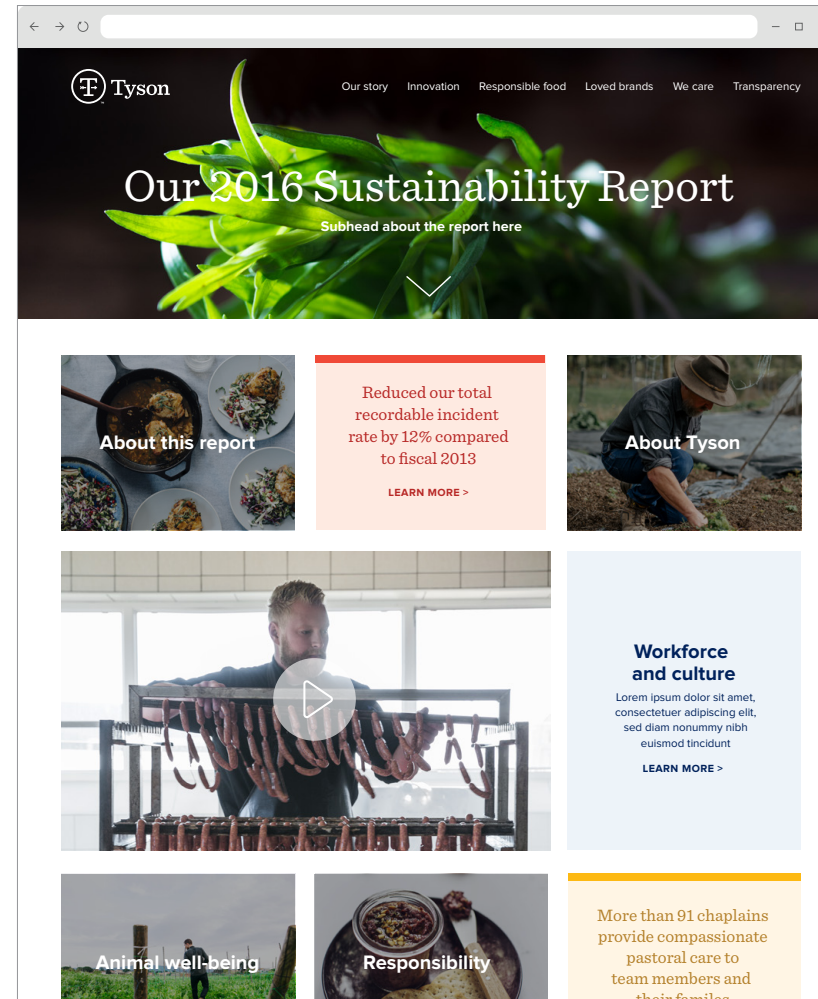
DARK GRAY
 CMYK 44/34/22/77
 Pantone Cool Gray 11C
 RGB 83/86/90
 HEX #53565A
 Grayscale 85% black

3.6 Secondary color use cases

Long-form applications

The context of the application will help determine whether secondary colors are appropriate. In multi-page materials (like a presentation, report or website), secondary colors should be used to call attention to information and provide hierarchy.

Our blue should feel rich. Choose secondary colors when overuse of blue would make an application feel monotonous or dull.



— Secondary colors used in web to call out and separate different types of information.



— Secondary colors used to highlight links

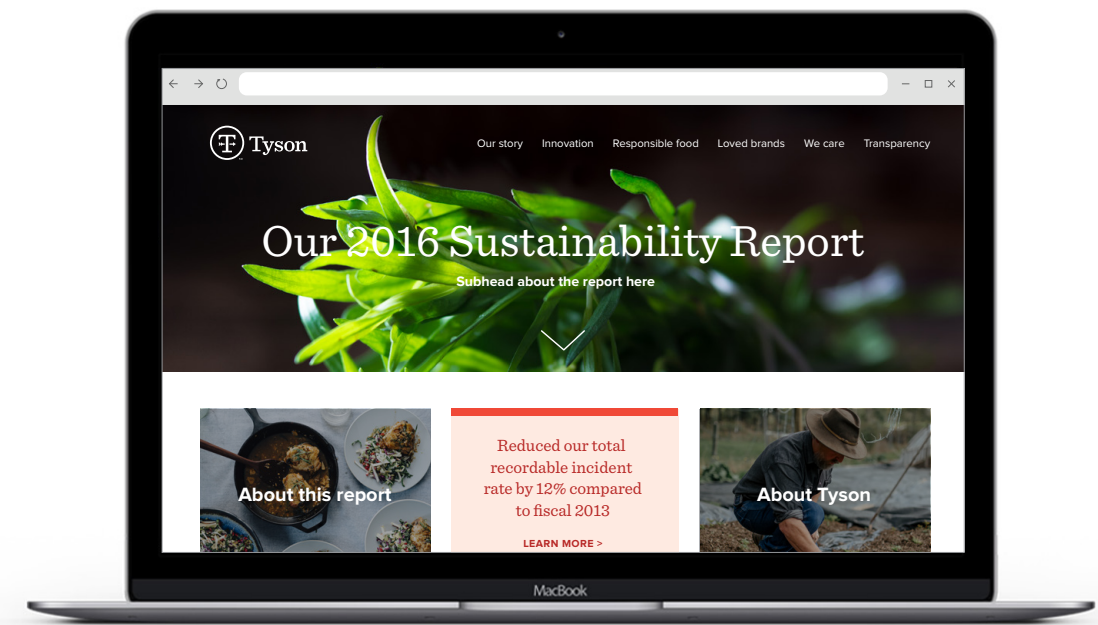
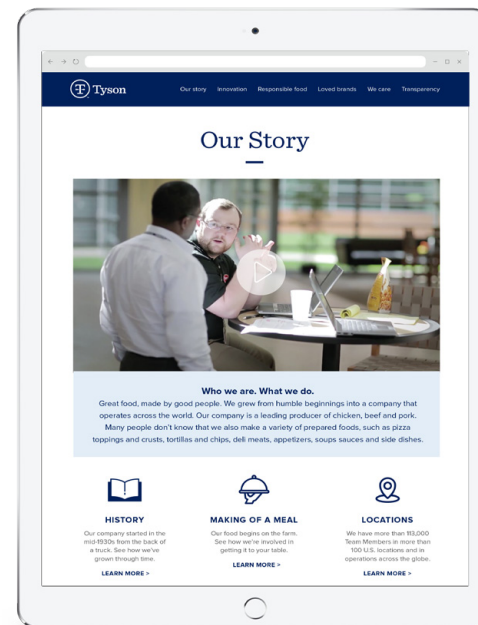
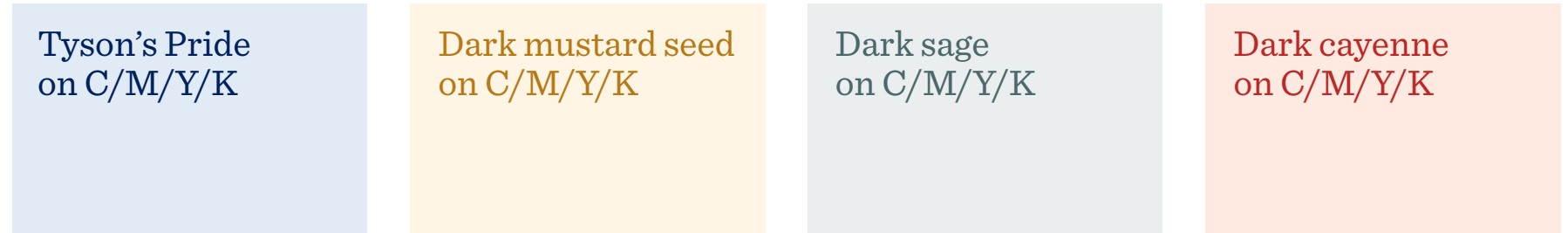
3.6 Secondary color use cases

Tone-on-tone

We occasionally use tone-on-tone values of our colors in long form applications. This treatment should be used to draw attention to or separate information, or to create visual rhythm in scenarios with heavy use of Tyson's Pride blue.

For tone-on-tone secondary colors, use the dark value for text (*not* the main value) set on top of the light value background. This ensures legibility.

For tone-on-tone blue, simply use Tyson's Pride blue for text on top of its light value counterpart as the background.



Tone-on-tone use in web.

3.7 Text color

Text in most cases appears in Tyson's Pride blue or our main gray.

Use Tyson's Pride blue for headlines, key information call outs and body copy as long as it does not overwhelm the reader or conflict with printing methods.

Our main gray should be used for lengthy text in print and digital, or bits of text with secondary importance, like captions.

Secondary colors should be used sparingly for key information call outs and small body copy. Dark cayenne should be used for hyperlinks.



Gray body copy with Tyson's Pride blue for call outs and navigational menus. Dark cayenne for hyperlinks.



Tyson's Pride blue for headers and subheads. Gray for body copy. Mustard seed tone-on-tone to pull out key information.

3.8 Do nots

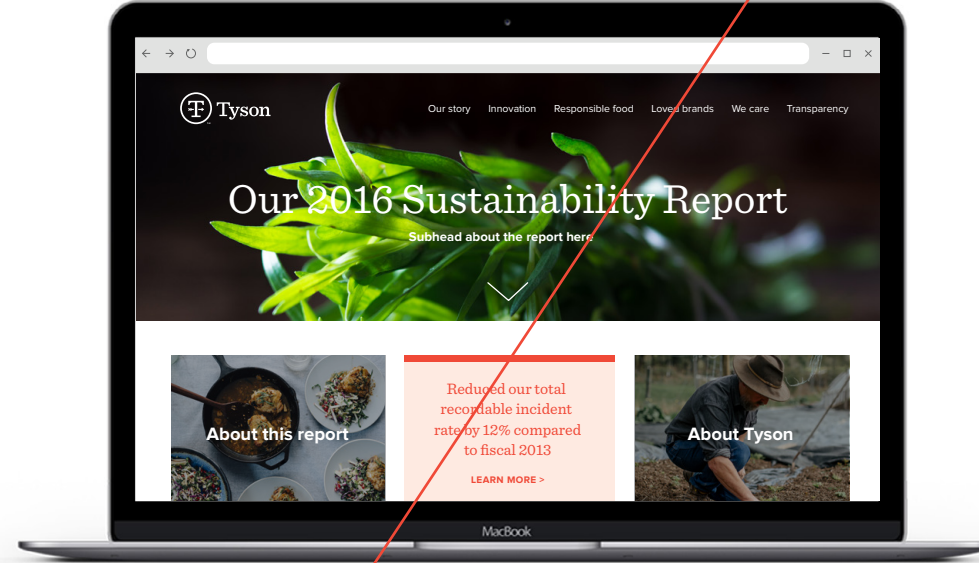
DO NOT USE LARGE FIELDS OF SECONDARY COLORS

Do not emphasize secondary colors. There should always be enough blue, white or imagery for the logo to sit on. It should never need to sit on a secondary color. Our brand should always focus on Tyson's Pride blue or photography.



DO NOT USE INCORRECT VALUES FOR TONE-ON-TONE

Do not use the main value for text on top of its light value. In this example, the main value of cayenne is incorrectly used on top of light cayenne. Use the dark value of a secondary color for text on top of the light color background, in this case dark cayenne.



DO NOT USE A SECONDARY COLOR ON TYSON'S PRIDE BLUE

Do not use a secondary color on top of Tyson's Pride blue.



DO NOT USE A SECONDARY COLOR ON PHOTOGRAPHY

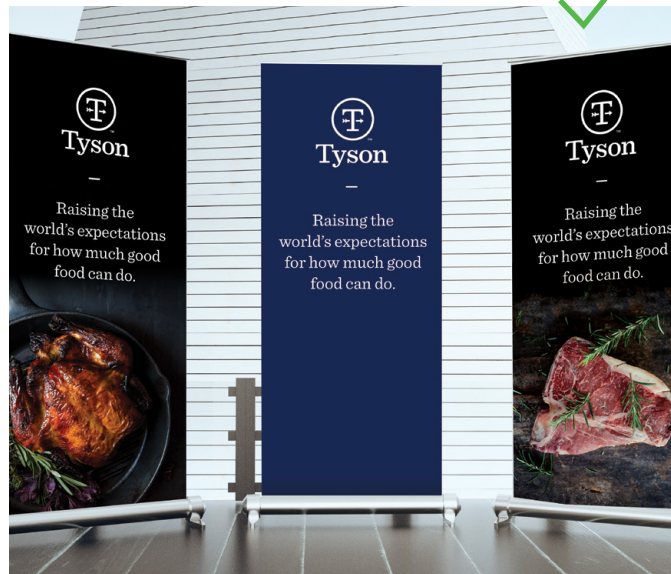
Do not set text on top of photography in a secondary color. Text on imagery should only be set in white or Tyson's Pride blue.



3.9 Dos

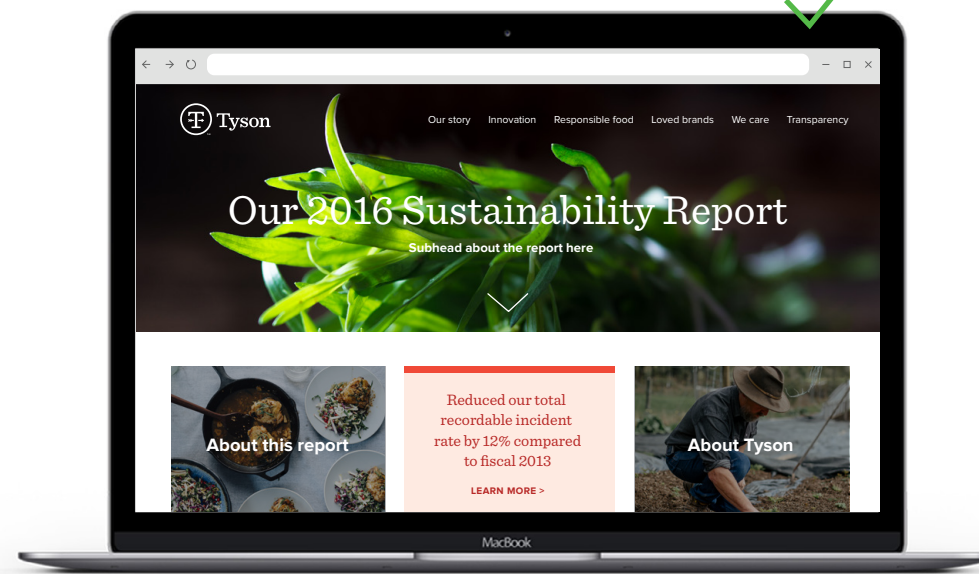
DO USE PRIMARILY BLUE AND PHOTOGRAPHY

The Tyson Foods brand should always feature its blue and photography prominently. The logo should only appear on blue, white or photography. Secondary color is only to highlight, separate or punctuate.



DO USE CORRECT VALUES FOR TONE-ON-TONE

Use the dark value of a secondary color for text on top of the light color background. In this example, dark cayenne is correctly used for text on top of light cayenne.



DO USE WHITE ON TYSON'S PRIDE BLUE

Only white text should sit on top of Tyson's Pride blue.



DO USE WHITE OR TYSON'S PRIDE BLUE ON IMAGERY

Type on imagery should only be set in white or Tyson's Pride blue.



4.0 Photography

**The way we use imagery to express
our values and represent our brand.**

4.1 Photography

Our imagery provides a backdrop to the brand, showcasing the important moments, ingredients and settings that define who we are and what we do.

Without exception, the element that unites all of our imagery is natural light. Our photography is warm, bold and authentic. More than any other visual element, it is a tangible expression of our commitment to raising the world's expectations for how much good food can do.

The images we use fit into one of four categories:

- lifestyle
- portrait
- still life
- in the field



4.2 Photography art direction

—
A more comprehensive guide of images that fall into each of these categories and exemplify our photography standards is available upon request.



LIFESTYLE

- Photographs consist of landscapes and people in rustic or natural settings.
- People are not the main focus of the photograph. If they are, they belong in the 'Portrait' category and should follow that guidance.
- Landscape photography should be shot at a wide angle.
- People should feel candid, in the moment and unposed.
- Photographs should be shot in natural light.

PORTRAIT

- These photographs consist of people as the main focus.
- Shots should feel candid, in the moment and unposed.
- Photographs should be shot in natural light with dark and light contrast.
- Subjects should be causally dressed and shot in locations that are timeless, rustic or natural.

STILL LIFE

- Shot overhead or at 3/4 perspective.
- Styled on a dark or light/white natural surface with a bit of texture (wood, stone, cloth, etc.).
- Shots are naturally lit with soft shadows.
- Props should be rustic in nature such as wood handled cutlery and linen table cloths and napkins, etc.
- Styling should look natural and as if a meal were just placed on the table.
- Photographs should be crisp and in focus.

IN THE FIELD

- Photographs are of Tyson Foods facilities, team members, stakeholders and food.
- Team members are in the moment, candid and are not posed.
- Photographs should be crisp and in focus and shot in natural light.

4.3 Photography in application

Photography should always be used in a full-bleed layout.

Typography on photography should only be set in white (on dark photography) or Tyson's Pride blue (on light photography). Do not use a secondary color for type on photography.

Images should have ample negative space (free from focal points or detailed textures) for text to sit.



4.4 Do nots

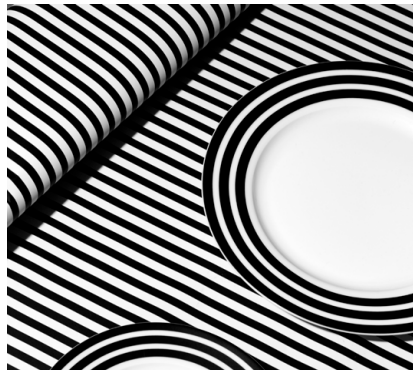
DO NOT USE IMAGES WITH UNIDENTIFIABLE FOODS

Food should look appealing and appetizing—if you can't discern what's being represented in an image, don't use it.



DO NOT USE IMAGES WITH INCORRECT BACKGROUNDS

Images should be set on dark or light natural materials, no distracting patterns or obvious colors.



DO NOT USE OVER-STYLED SHOTS

Avoid images that feel forced—food that's been arranged too perfectly or props that feel out of place.



DO NOT USE IMAGES WITH UNNATURAL LIGHTING

Subject matter shouldn't appear under a spotlight. Use images that are shot in diffused, natural-looking light.



DO NOT USE IMAGES WITH OVEREXPOSED WHITES

While our photography is light and bright, it should not feel artificially so. Avoid imagery that looks clinically white and clean.



DO NOT USE IMAGES WITH STAGED POSES

Images of people should feel comfortable and candid. Avoid shooting at odd angles.



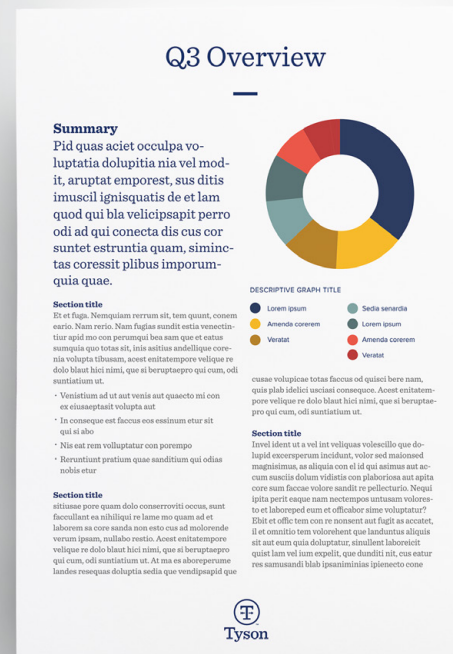
5.0 The dash

**A unique and critical part
of our visual system.**

5.1 The dash

We use a bold em dash to create separation between our logo and copy, delineate content hierarchy, and add a layer of crafted detail to our materials.

Use the dash according to the following rules so that it feels purposeful, not superfluous.



5.2 Dash placement

The dash should always sit between the Tyson Foods logo and copy. When the logo is not a key visual element, the dash should be used to separate headlines from body copy.

Optically align the dash so it rests equidistant between what is above and below it.



The dash used between the logo and copy.



The dash used as a separator between a headline and body content.

5.3 Dash size

The dash should be used in the bold weight of the same typeface and point size as the headline of text it is set with.

On a PC, make an em dash by keying in ALT + 0151. Set the dash in the bold weight of the correct typeface (Sentinel Bold or Proxima Nova Bold) when working in Microsoft Office, as opposed to using the bold function in the toolbar.

On a Mac, make an em dash by keying in Option + Shift + hyphen.



Headline in 121/126pt Sentinel Book

Em dash in 121/126pt Sentinel Bold



Headline in 27/29pt Sentinel Book

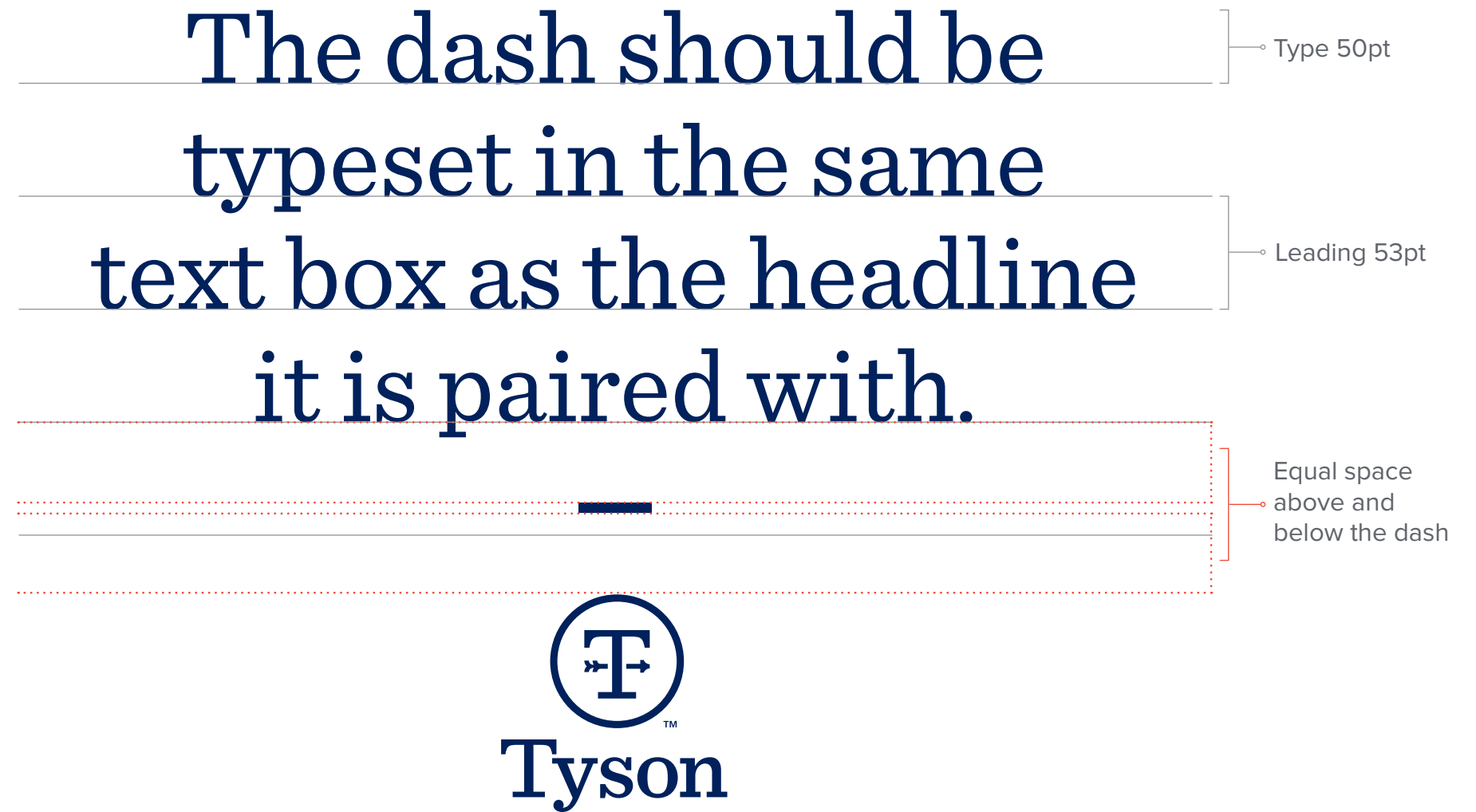
Em dash in 27/29pt Sentinel Bold

Subhead in 12/14pt Sentinel Bold. Leading manually increased between first line of text and dash above so that it sits optically equidistant.

5.4 Dash spacing diagram

A line break will usually suffice to separate the headline and the dash without needing to adjust leading.

Manually adjust spacing of the text or logo that accompanies it if necessary.



5.5 Dash color

The dash should simply be set in the same color as the copy that surrounds it.

The dash should help break up content, without drawing attention to itself.

Keeping the color of copy and the dash the same unifies information and allows the vibrancy of our photography and depth of our blue to sing.



—
Dash used on photography
and dash used on a solid color
background: both set in the
same color as copy.

5.6 Do nots

DO NOT PLACE THE DASH INCORRECTLY

The dash here should be separating the headline and the subhead, not the logo and the copy since the logo does not function as a primary element in this sponsorship ad.



DO NOT USE THE DASH UNNECESSARILY

The dash here is unnecessary since it's not separating a headline and body copy. The logo and the headline are visually distant enough that they do not need a dash to separate them.



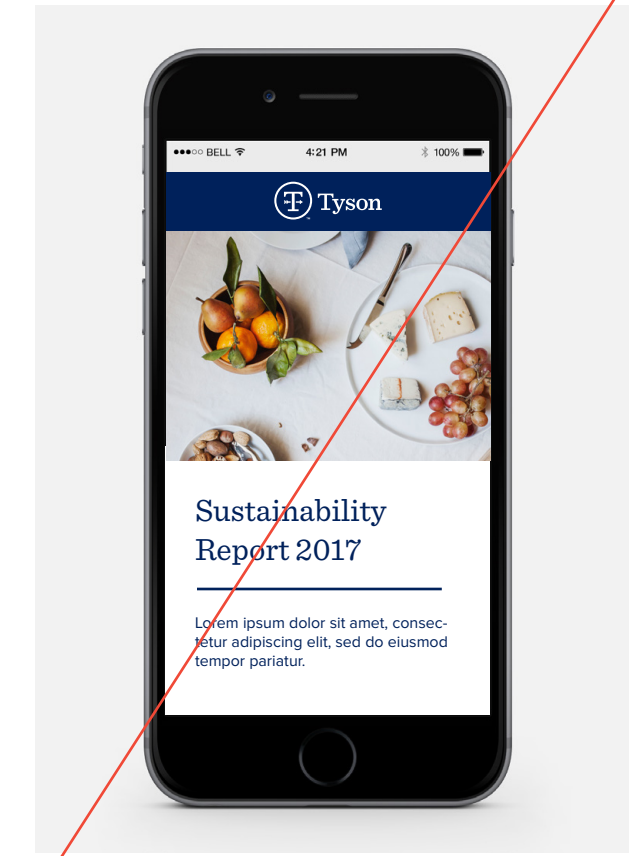
DO NOT USE THE DASH IN AN INCORRECT COLOR

The dash should always be the same color as the text on an application.



DO NOT ELONGATE OR CHANGE THE PROPORTION THE DASH

The dash should always be a standard em dash as typed from a keyboard. Do not create a custom dash or turn it into a separator line.



5.7 Dos

DO PLACE THE DASH CORRECTLY

The dash here is correctly separating the headline and the subhead because the logo does not function as a primary element in this sponsorship ad.



DO USE THE DASH WHEN NECESSARY

There's no dash here since the logo and the headline are visually distant enough that they don't need separation.



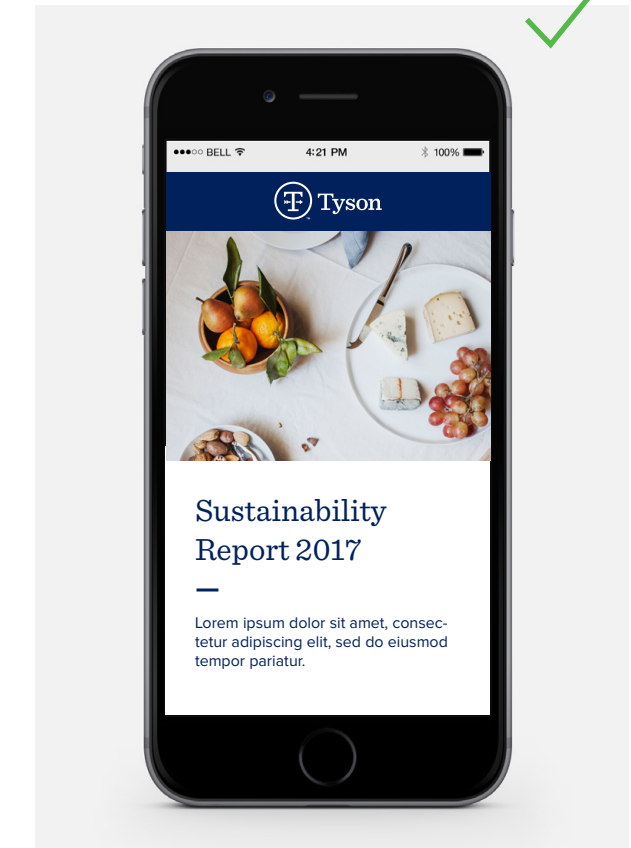
DO USE THE DASH IN THE CORRECT COLOR

The dash should always be the same color as the text on an application.



DO USE A STANDARD EM DASH

The dash should always be a standard em dash as typed from a keyboard.



6.0 Typography

**How our two typefaces support
each other and our visual system.**

6.1 Our typefaces

We use two American-made type families—Sentinel and Proxima Nova. Both have been expertly drawn for print, web and Microsoft Office.

Aa

Our serif
Sentinel by Hoefler & Co.

Aa

Our sans serif
Proxima Nova by Mark Simonson

6.2 Our typefaces working together

Our primary typeface is Sentinel, a serif by Hoefler & Co. It's honest, comprehensive and well-crafted. Its sturdy slab serifs place it in an unpretentious genre of industrial typefaces.

Our secondary typeface is Proxima Nova, a sans serif by Mark Simonson. Its geometric clarity complements the detail of Sentinel and is legible even at very small sizes.

If only system standard fonts are available, use Century Schoolbook as a substitute for Sentinel and Arial as a substitute for Proxima Nova.

Sentinel Primary

Sentinel Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!

Sentinel Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!*

Sentinel Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!**

Sentinel Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!***

Proxima Nova Secondary

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!

Proxima Nova Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!*

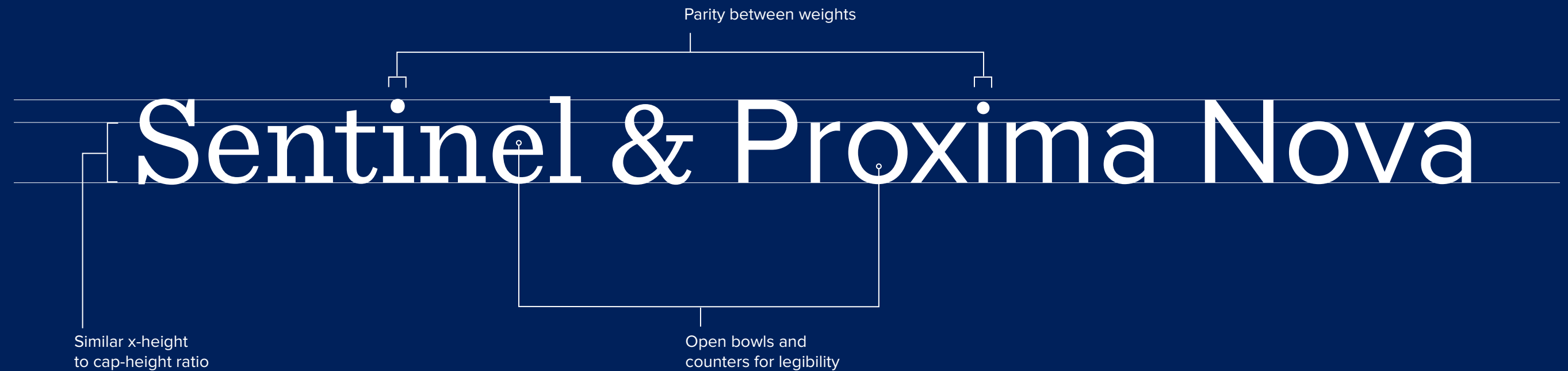
Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!**

Proxima Nova Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&%\$!***

6.3 Why our serif and sans serif work together



6.4 Typographic hierarchy

Headlines

As the primary typeface, Sentinel Book should be used for all headline text.

Subheads

We use bold weights of both Sentinel and Proxima Nova for different levels of subhead text.

Body copy

Both Sentinel and Proxima Nova are suitable for web and print use. However, we prefer Sentinel for body copy in print and Proxima Nova for body copy in digital. These applications cater to the strengths of each typeface and maximize legibility.

Captions

Small type, like callouts and captions, should be set in Proxima Nova.

H1 Headline Text in Sentinel Book

54/58pt type
11pt paragraph
spacing

H2 Subhead in Proxima Nova Bold

22/26pt type
52pt paragraph
spacing

H3 Subhead in Sentinel Bold

Body copy in Sentinel Book orehendit voluptae es disquas sequatesci blanit quist doluptiatis vent qui volorum que nis necab il modiam quam di sandici ligentur, sunt, isit latureptum expe voluptasi beatur? Quia nosantia nist, te necus, cusdandiciet que viditione plibus iniae mil ilit latates coreped igendae vendicium dellacia debisit quo maio. Nam, odi in eossint vitaque doluptatur? Xim faccab is voluptur sitis dolent.

14/17pt type
Opt paragraph
spacing

12/16pt type
12pt paragraph
spacing

Isit latureptum expe voluptasi beatur. Quia nosantia nist, te necus, cusdandiciet que viditione plibus iniae mil ilit latates coreped igendae vendicium dellacia debisit quo maio. Nam, odi in eossint vitaque doluptatur? Xim faccab is voluptur sitis.

Captions in Proxima Nova Book
Essediantia coresci to optatem eaquia sunt omnisci aectiscia volor repudanti sa verum adignim entestia doluptium. nonet aces explam acero conem et aliquodi odite neturerit officaero con.

Coresci to optatem eaquia sunt. Omnisci aectiscia volor repudanti sa verum adignim entestia doluptium nonet aces explam acero conem et aliquodi odite neturerit officaero con.

10/12pt type
10pt paragraph
spacing

6.5 Typographic hierarchy comparison

PRINT

Header
Sentinel Book

Title here

Subheads
Sentinel Bold

Subhead for this white paper

Body
Sentinel Book

Section title

Introduction copy nonsero tem abrepro to dis doluptis eturent laborerro ditatur am idundit aepudicab. Millupt ationse cototam, cone officia sundaer ibuscit asitae ad et ut rehenientium et magniscium eaque dolut et ut ipienimincid eaque volorepediti conseque consectum ari omnihil eostin pos et.

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Section title

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Pull out information
Proxima Nova Regular and Bold

DIGITAL

Header
Sentinel Book

Workforce and culture

Menu
Proxima Nova Regular and Bold



- Workforce and culture
- Workplace health and safety
- Our team members and hiring the best
- Human rights and labor relations
- Compensation and benefits
- Diversity, inclusion, and development

Body
Proxima Nova Regular

People are the heart of Tyson Foods, and our success depends on all of us working as a team, so we call our employees team members. Team members enjoy many rights, benefits, and responsibilities at our company, such as a safe workplace, freedom from discrimination and retaliation, and compensation for work performed. These rights, benefits, and responsibilities are detailed in our [Team Member Bill of Rights](#) displayed at our locations.

Pull out information
Sentinel Bold and Book

+ Team members and our chicken business
Learn more about some **common questions** raised by people interested in our chicken business.

We foster an environment of inclusion and diversity because we know it takes the skills, thoughts, backgrounds, and talents of all our team members to be successful. We have a tradition of building leadership from within and providing education and advancement opportunities for team members at every level of the company.

Workforce health and safety

7.0 Application



Our system in action.

7.1 Anatomy of an application

TEXT

Center-aligned
Headline set in Sentinel Book
Subhead set in Sentinel Bold
White text on dark photography

DASH

Dash sits midway between headline and subhead
Set in bold weight of the headline point size
Set in same color as text

PHOTOGRAPHY

On brief photography—naturally lit, on a dark background with some light texture
Allows adequate negative space for typography to sit

LOGO

Centered with headline/subhead
Set in same color as text



7.1 Anatomy of an application

HEADLINE

Center-aligned
Set in Sentinel Book

DASH

Dash sits midway between headline and subhead
Set in bold weight of the headline point size
Set in same color as text

TEXT

Body copy set in Sentinel Book
Subhead section titles set in Sentinel Bold
Key copy (introduction, section titles, graph details) in Tyson's Pride blue
All other body copy in gray

GRAPH

Uses correct order of primary and secondary colors

LOGO

Centered with headline
At bottom of page as sign-off element
Set in same color as text

Q3 Overview

Summary
Pid quas aciet occulpa voluptatia dolupitia nia vel modit, aruptat emporest, sus ditis imuscil ignisquatis de et lam quod qui bla velicipsapit perro odi ad qui conecta dis cus cor suntet estruntia quam, simincitas coressit plibus imporumquia quae.

Section title
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Section title
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DESCRIPTIVE GRAPH TITLE

- Lorem ipsum
- Amenda corerem
- Veratat
- Sedia senardia
- Lorem ipsum
- Amenda corerem
- Veratat

Section title
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Tyson

7.1 Anatomy of an application

TEXT

Center-aligned within the negative space made by the subject matter of the image
Headline set in Sentinel Book
Subhead set in Sentinel Bold
All copy Tyson's Pride blue on light photography

DASH

Dash sits midway between headline and subhead
Set in bold weight of the headline point size
Set in same color as text

PHOTOGRAPHY

On brief photography—naturally lit on a light stone background, shot from overhead
Allows adequate negative space for typography

LOGO

Centered with headline/subhead
Is the same color as the text



7.1 Anatomy of an application

LOGO

Left aligned and anchored at top
Same color as text in the menu bar

HEADLINE

Center-aligned
Set in Sentinel Book, Tyson's Pride blue

DASH

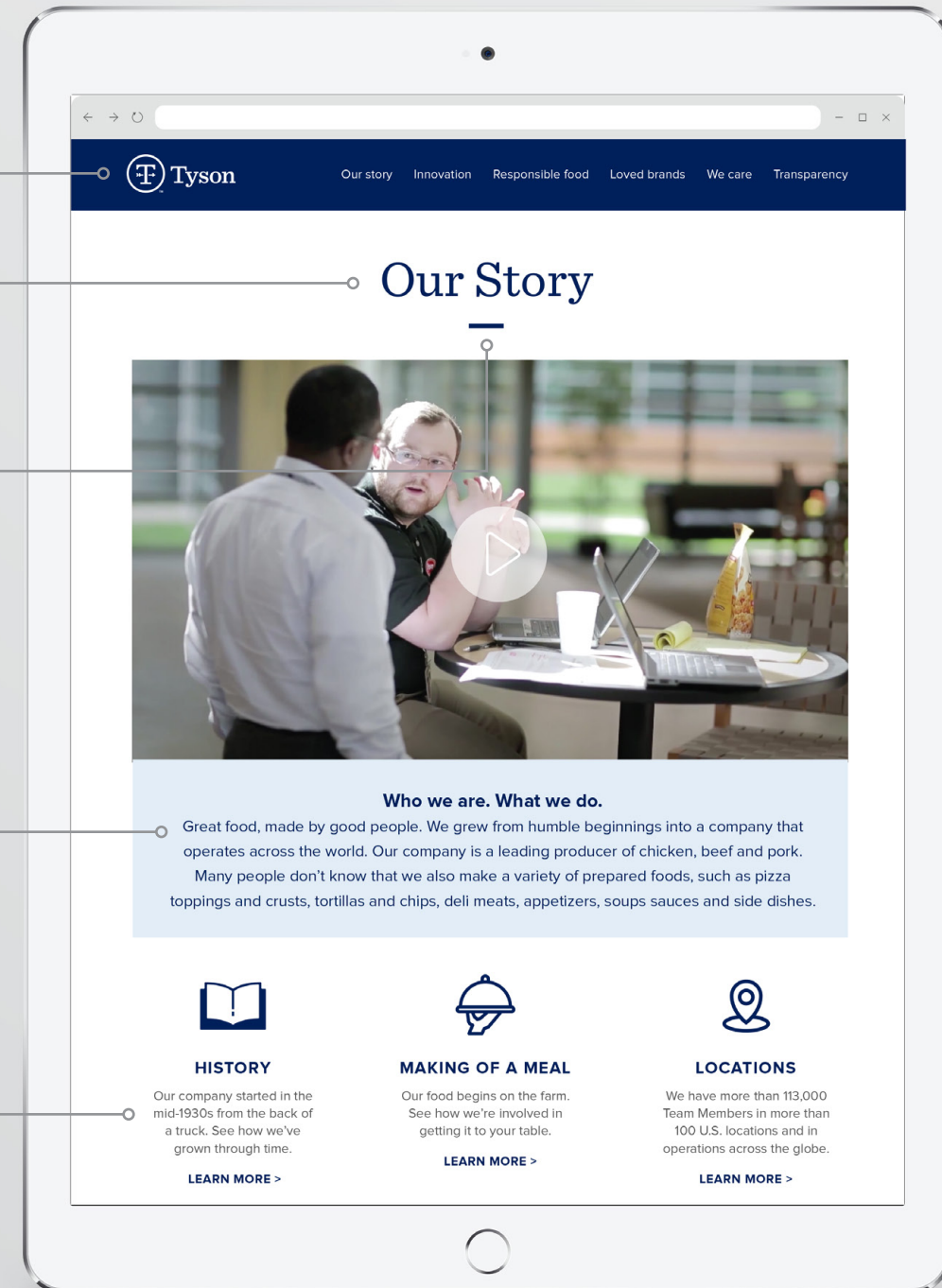
Dash sits midway between headline and content below
Set in bold weight of the headline point size
Set in same color as text

PRIMARY TEXT

Body copy set in Proxima Nova Book
Subhead set in Proxima Nova Bold
All copy in Tyson's Pride blue

SECONDARY TEXT

Body copy set in Proxima Nova Book, gray
Subheads and call-to-action links set in Proxima Nova Bold, Tyson's Pride blue



7.2 Environmental applications



8.0 Divisions and programs

**How our divisions and programs
appear within our branding system.**

8.1 United under one logo

Let's rally under the same flag—our company logo.

All materials created should use the Tyson Foods logo unless there is a strong business need for differentiation.

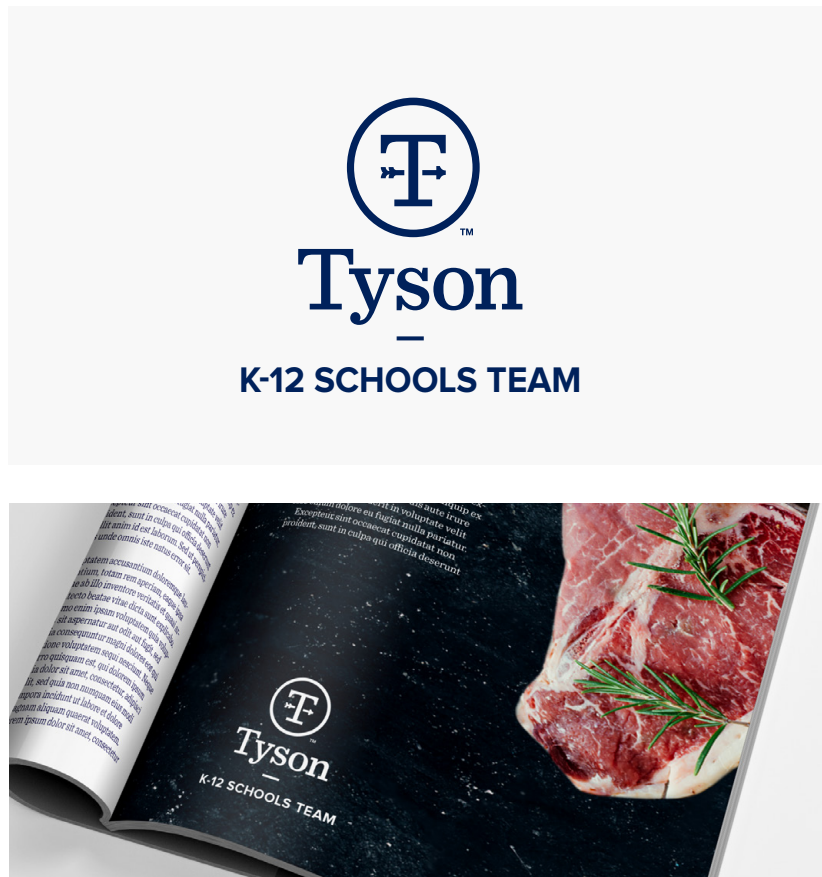
There will be instances in which groups, divisions or programs may need to deviate from this. We've outlined the correct approach to this in the following pages.



8.2 Division and program scenarios

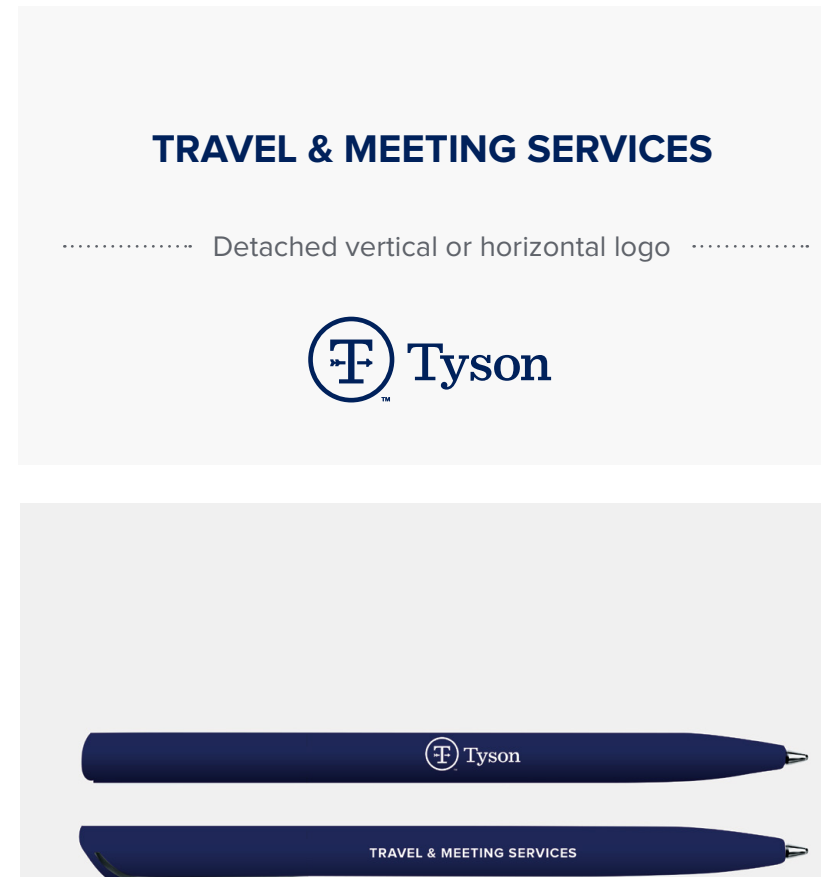
8.2 Logo lockup

Intended for external audience-driven business functions only.



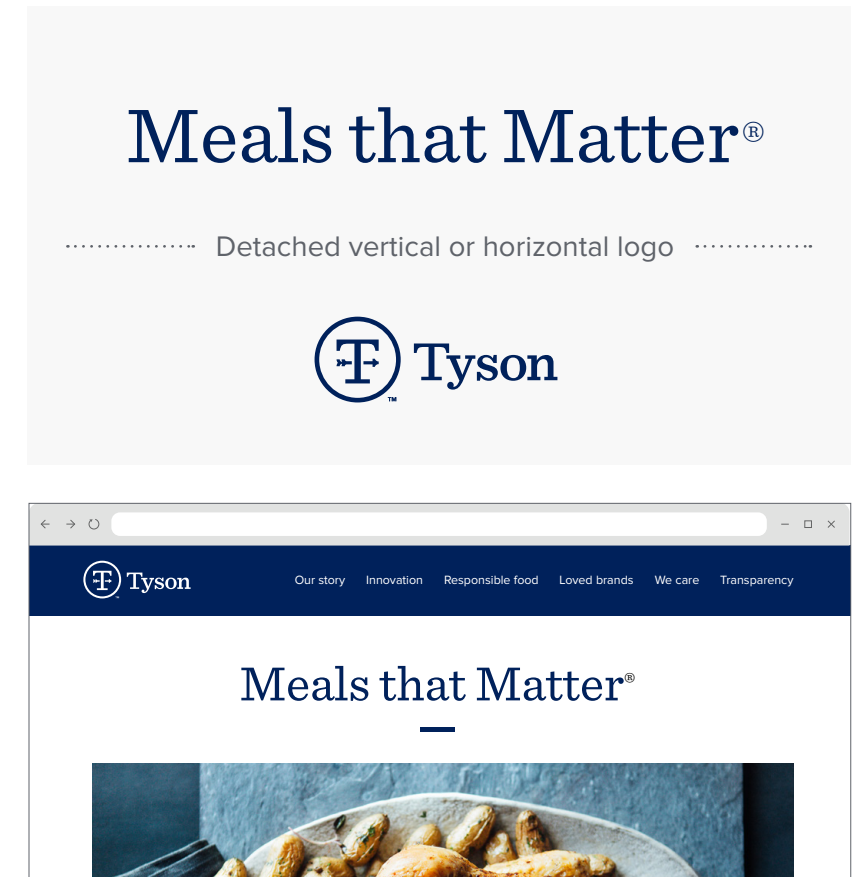
8.3 Proxima Nova signature

Intended for internal communication by business functions and all services.



8.4 Sentinel signature

Intended for company programs and facility sponsorships.



8.3 Logo lockup

If a business function has an external, must-differentiate need, the logo lockup can be used. The business function name must end in “Team.”

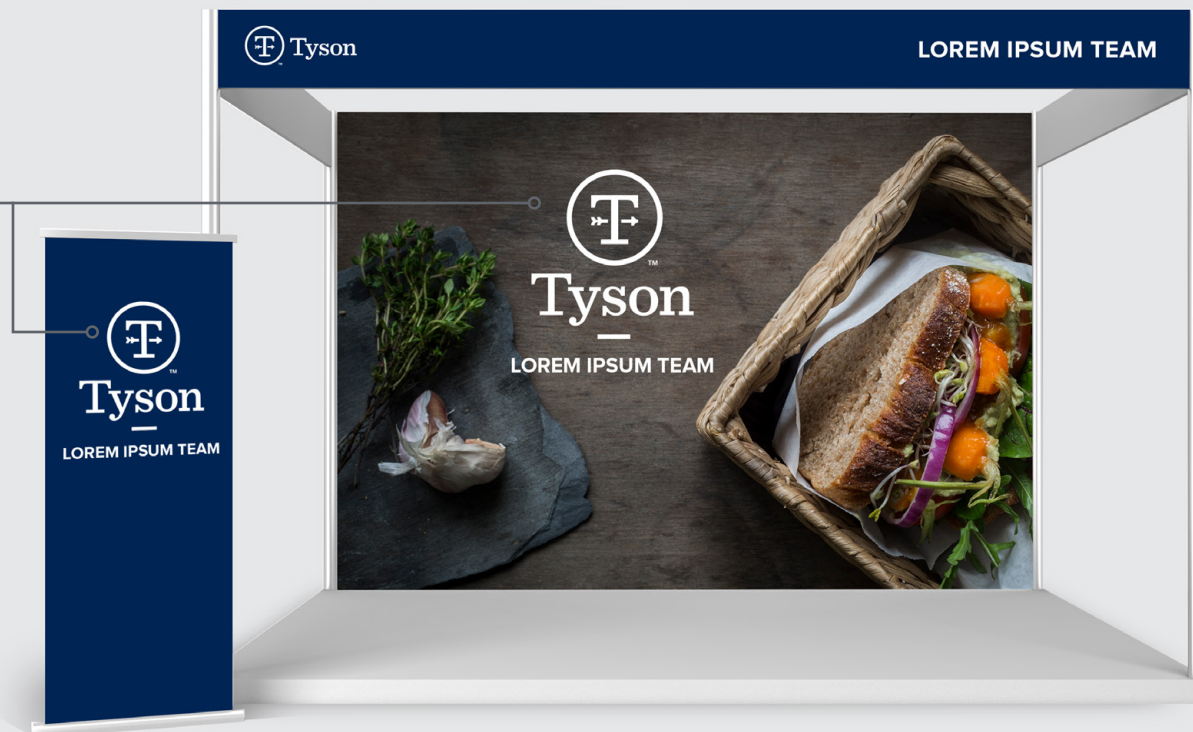
Examples:

- External advertisements and print promotions from “K-12 Schools Team”
- “Convenience Team” expo booth at a trade show

Logo with business function lockup



Logo with business function lockup



8.4 Anatomy of a logo lockup

This lockup, based on the vertical Tyson Foods logo, is accompanied by the business function name, typeset in all-caps Proxima Nova Bold and separated by our dash with even space to both sides.

As with the Tyson Foods logo, we've built this lockup with rigor and precise logic to ensure it feels visually balanced and communicates a deliberate connection between Tyson Foods and the business function.

While this diagram helps to explain the relationships between all of the lockup elements, any new assets should be built from the official template file by a trained designer.



EXAMPLES OF OTHER LOGO LOCKUPS



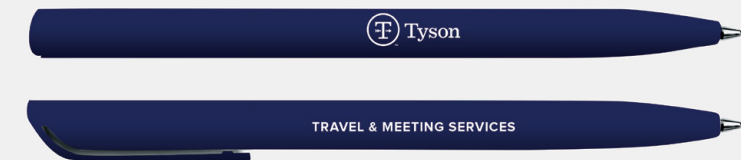
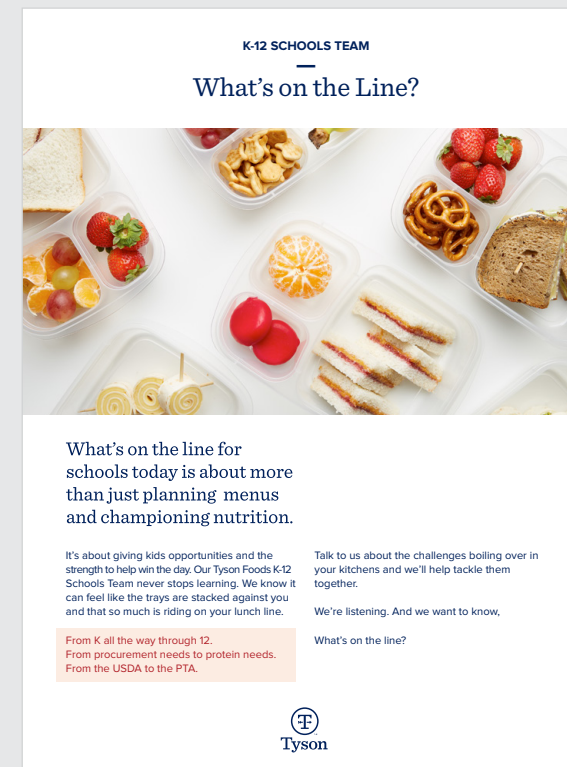
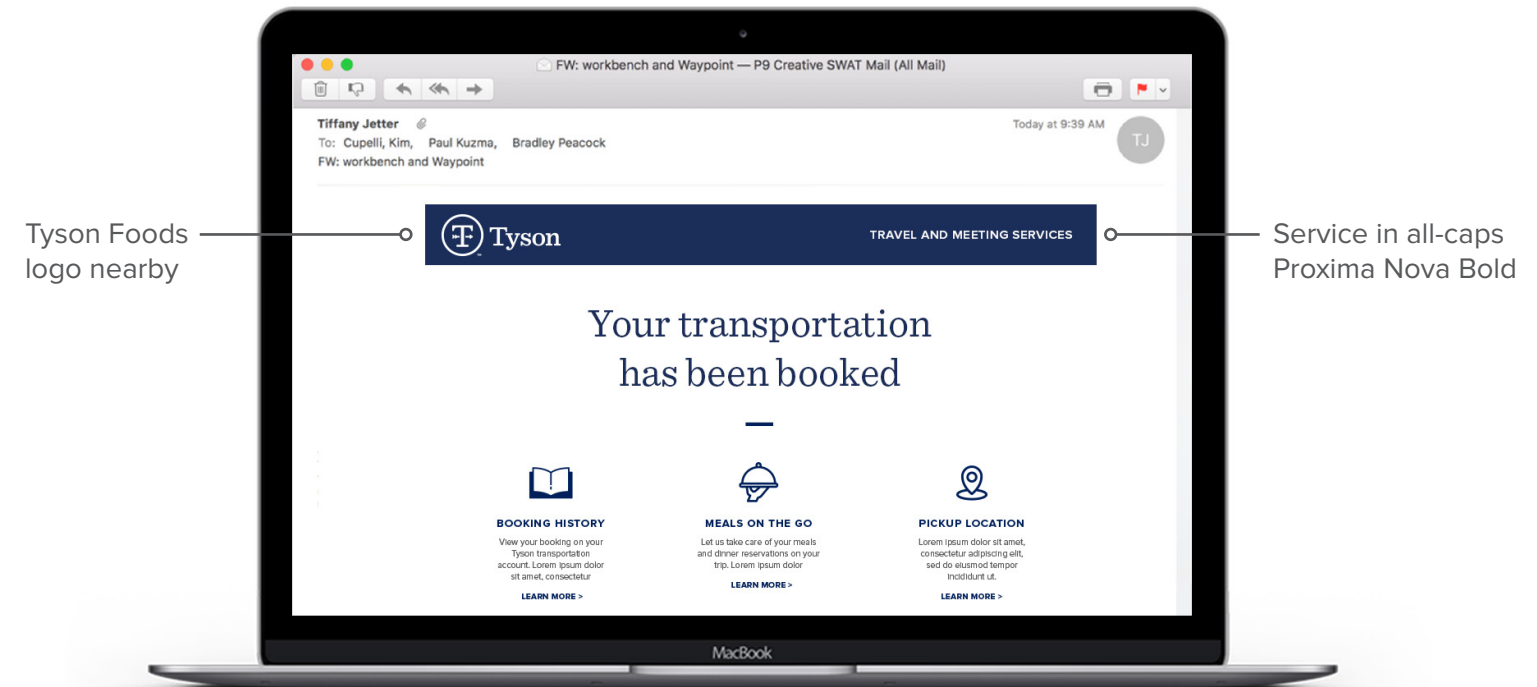
8.5 Proxima Nova signature

The Proxima Nova signature is for internal communications. If it is important to know that the material is coming from a specific team or service, use the Proxima Nova signature. All departments and services names should end in “Department” or “Services”. Business function names should end in “Team”.

The Proxima Nova signature is the department, service, or team name set in all-caps Proxima Nova Bold.

Examples:

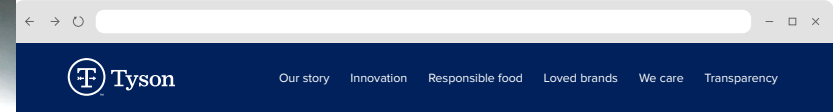
- Confirmation emails from “Travel & Meeting Services”
- “K-12 Schools Team” email newsletter
- A printed notice from the “Compensation Department”



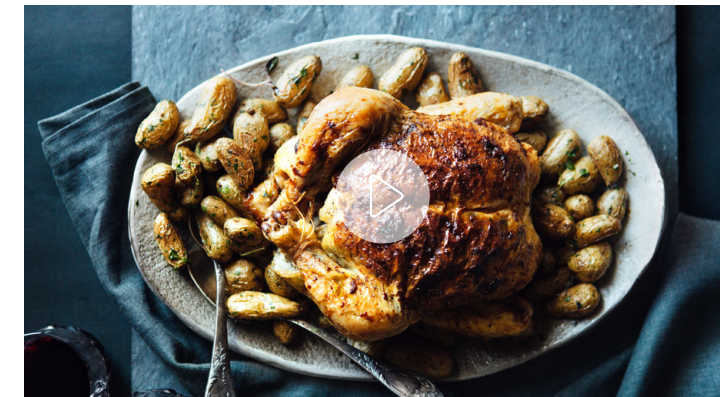
8.6 Sentinel signature

Approved and recognized company programs or sponsored facilities may use the Sentinel signature system.

The program name is set in the primary company type, Sentinel Book. It should be larger than the cap height of the word “Tyson” in the company logo. The logo should always accompany the program name.



Meals that Matter®



Who we are. What we do.

Great food, made by good people. We grew from humble beginnings into a company that operates across the world. Our company is a leading producer of chicken, beef and pork. Many people don't know that we also make a variety of prepared foods, such as pizza toppings and crusts, tortillas and chips, deli meats, appetizers, soups sauces and side dishes.



9.0 Video



**How our visual system
is applied in motion.**

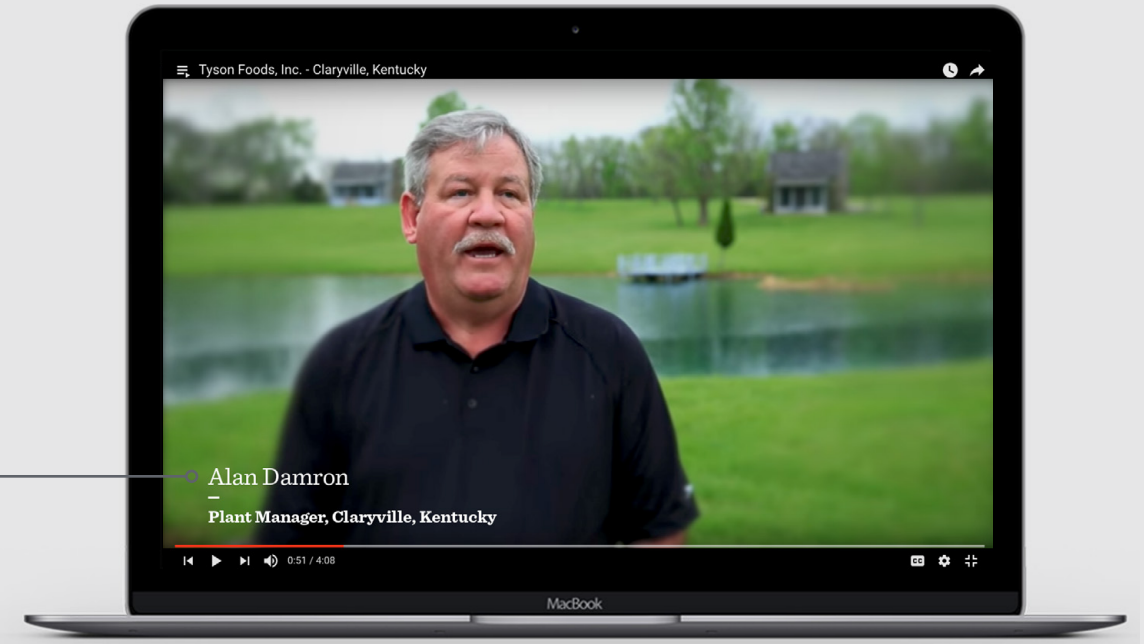
9.1 Preferred text overlay

Names and titles captioning an on-screen speaker should always occupy the lower left hand corner of the frame. A person's name should be set in Sentinel Book and their title or location (if applicable) should sit below, separated by a dash, in Sentinel Bold.

Text call outs or highlights of information from video content can sit in either the left or right sides of the frame, whichever has better negative space to accomodate copy. Use Sentinel Book for these call outs.

Text can be set in Tyson's Pride blue or white, whichever is most legible over the video content.

Name in Sentinel Book.
Title and city in Sentinel Bold at 70% point size of name.



Call out information set in Sentinel Book at same point size as name in lower third.



9.2 Text overlay for legibility

When the content of a video prevents text alone from being read clearly, we use a translucent layer of black behind white copy.

Set the black layer to an opacity that's just dark enough to provide contrast for legibility, often around 50%. The black layer should meet the edges of the frame on three sides.

The same rules from the previous page for typesetting names, titles and call out text apply.



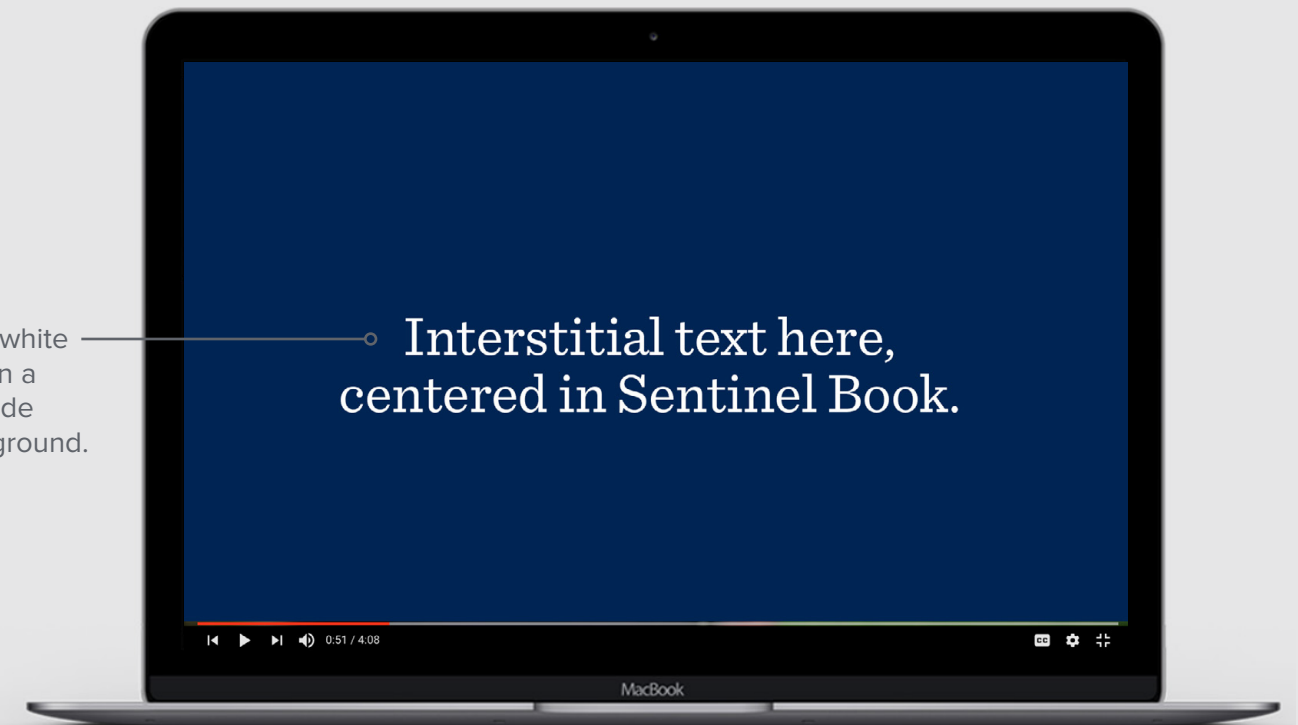
White text set on black layer at 50% opacity.



9.3 Interstitial style

Frames that require text to divide video content or introduce a new segment should consist of centered, Sentinel Book in white on a Tyson's Pride blue background.

Centered, white copy set on a Tyson's Pride blue background.



10.0 Contact

If there are questions regarding the material in this guide, please do not hesitate to contact the Company Brand and External Communications team.

Chad Nicholson, Associate Director
Design, Company Identity, and Content
Company Brand and External Communications

corpcreative@tyson.com

brand.tysonfoods.com