

# 13.0 Foodservice Brand Guidelines

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**This guide outlines what the Tyson Foodservice brand represents in the marketplace.**



## Introduction to the Foodservice Chapter

From the instant we recognize any familiar brand or company logo, we begin to associate attitudes, feelings and beliefs about what it represents. All of these impulses are born from previous experiences. And for this reason, it is critical for manufacturers to present a consistently positive brand image at all times.

This guide outlines what the Tyson Foodservice brand represents in the marketplace. It also provides standards for conveying a unified voice to our customers and other stakeholders in all communications, including signage, marketing materials, advertising and web design.

# Foodservice 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 Foodservice, 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.



# Foodservice positioning

Serving the needs of foodservice professionals begins by understanding the challenges operators face on a daily basis—and then delivering products that enable them to elevate the dining experience for their customers.

## TYSON FOODSERVICE BRAND FRAMEWORK

Who is the Brand?	Who is the Operator?	Why will we win?
<p><b>Brand Purpose</b></p> <p>To provide inspirations that lead to memorable dining experiences.</p>	<p><b>Operator Definition</b></p> <p>Every day starts early for foodservice operators. They spend hours navigating ever-present business challenges ranging from labor and food costs to food waste and food safety. Solving for each requires equal parts instinct and insight.</p>	<p><b>Frame of Reference</b></p> <p>Large foodservice food suppliers</p>
<p><b>Brand Beliefs</b></p> <p>We believe in the fundamental role protein plays in setting a tone for menus and meals.</p> <p>We believe that listening and collaborating are key ingredients to inspiration.</p> <p>We believe that focusing on delivering today can't preclude imagining tomorrow.</p> <p>We believe that trust and transparency are keys to a successful partnership.</p> <p>We believe that amazing things can happen when nobody cares who gets the credit.</p>	<p>Operators are constantly looking to differentiate from their competitors by keeping their menu relevant—and keeping up with the pace of change in consumer demand is a monumental task.</p> <p>Regardless of their challenges, they do this because they love it. For the passion of the business. To serve exceptional experiences, one meal at a time.</p>	<p><b>Brand Benefit</b></p> <p>Solutions that anticipate patrons' tastes and desires</p>
<p><b>Brand Equities</b></p> <p>Tyson Corporate Name Blue Weathervane Logo</p>	<p><b>Operator Insight</b></p> <p>A great supplier understands what insights and resources will help me best achieve my menu aspirations</p>	<p><b>Reason to Believe</b></p> <p>Market-relevant solutions, trusted &amp; curated brands, strategic scalability</p>
<p><b>Brand Character</b></p> <p>Innovative, Approachable, Resourceful, Integrity</p>	<p><b>Operator Challenge</b></p> <p>I suspect Tyson would employ a "one size fits all" approach, rather than take the time to understand my business</p>	
<p>November 9, 2018</p>		



# Customer promise

At Tyson Foodservice, customers are at the heart of everything we do. Our Customer Promise is more than just a rally cry. It's our blueprint for delivering world-class service in every aspect of our business.



## Customer Promise

**When our customers win, we win.**

We partner with customers to delight consumers in the **constant pursuit of growth.**

Every day we take the opportunity to strengthen our customer relationships by **working together as a team.**

As **consumers demand our products** we promise to be indispensable to our customers, as our customers are indispensable to us.

We will **remain externally focused,** agile and constantly educated in consumer insights.

We are **optimistic and solutions driven,** turning challenges into opportunities and finding ways to keep growing together.



# Foodservice logo

The Tyson Foodservice 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.

The word “FOODSERVICE” appears directly underneath the monogram and Tyson name. It should always be listed as a single word and in all caps in sans serif font: Proxima Nova or Arial.

A bold em dash separates the monogram and Tyson name from the FOODSERVICE descriptor. This helps to add balance and a sense of hierarchy to the logo.



The preferred format for Tyson Foodservice logo is vertical, or stacked arrangement.

# Foodservice brand hierarchy

Our brand portfolio represents the extensive selection of protein solutions we offer for foodservice operators. Each mark conveys its own unique set of equities, promises and culinary possibilities.

## Primary Brands

These are national brands with strong awareness, share and distribution across all channels. They should be prominent in communicating Tyson Foodservice.

## Secondary Brands

These brands also have strong awareness, share and distribution. They may not apply across all channels and regions so they should only be used when relevant in communication and tradeshow materials.

## Channel Brands

These brands do not apply across all channels and should be used only when relevant. They should follow primary and secondary brands. Specific brands for K-12, Convenience and Vending/Micromarket channels are shown on the next page.

## Portfolio Brands

These are brands that round out our portfolio offering. They can be used independently or together with other brands as necessary for specific foodservice product marketing. These brands are not inclusive of all Tyson brands.

DIVISION BRAND



PRIMARY BRANDS



SECONDARY BRANDS



CHANNEL BRANDS



PORTFOLIO BRANDS



# Foodservice channel brands

Our brand portfolio represents the extensive selection of protein solutions we offer for foodservice operators. Each mark conveys its own unique set of equities, promises and culinary possibilities.

## Convenience Channel Brands

These are the brands that should be displayed in Convenience channel marketing materials.



## K-12 Channel Brands

These are the brands that should be displayed in K-12 channel marketing materials.



## Vending/Micromarket Channel Brands

These are the brands that should be displayed in Vending/Micromarket channel marketing materials.





# Photography (style)

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.

## Foodservice Division Photography

In communications promoting the Tyson Foodservice division, historical and family imagery can be used to reinforce the brand's connection to the family farm. Using images that depict Tyson Foodservice's commitment to environmental stewardship and animal welfare is also appropriate and encouraged.

## Foodservice Channel-related Photography

When promoting Tyson Foodservice in specific channels, the imagery should include only those products that are relevant to the audience. Props, portions and other visual cues should be appropriate for the channel to assure that the Tyson Foodservice brands are being authentically depicted.

**Note:** Individual brand marketing efforts will follow their respective brand guidelines.

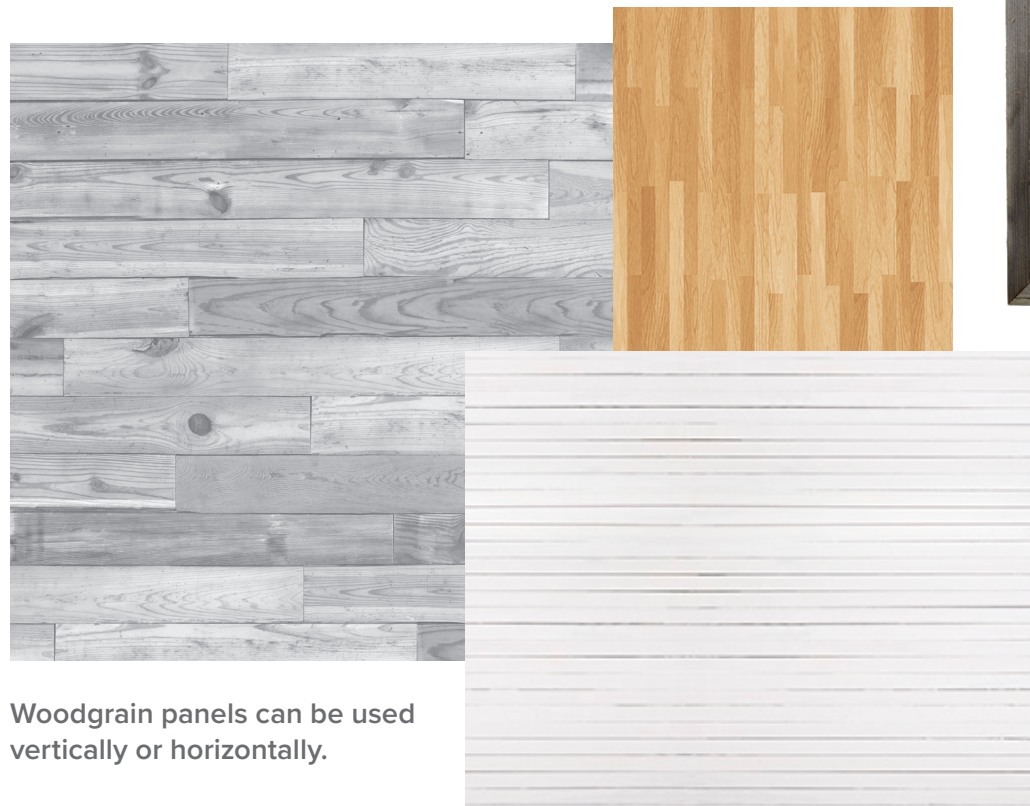




# Foodservice brand elements

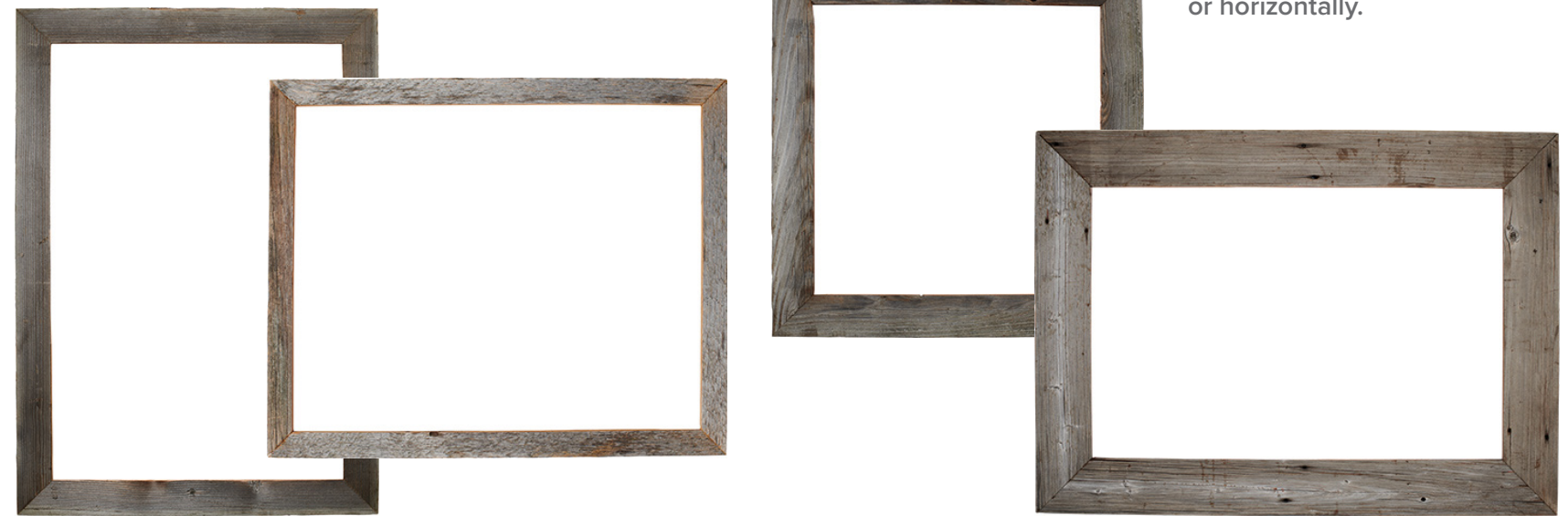
These are proprietary graphic elements chosen to support the Tyson Foodservice brand.

## Backgrounds



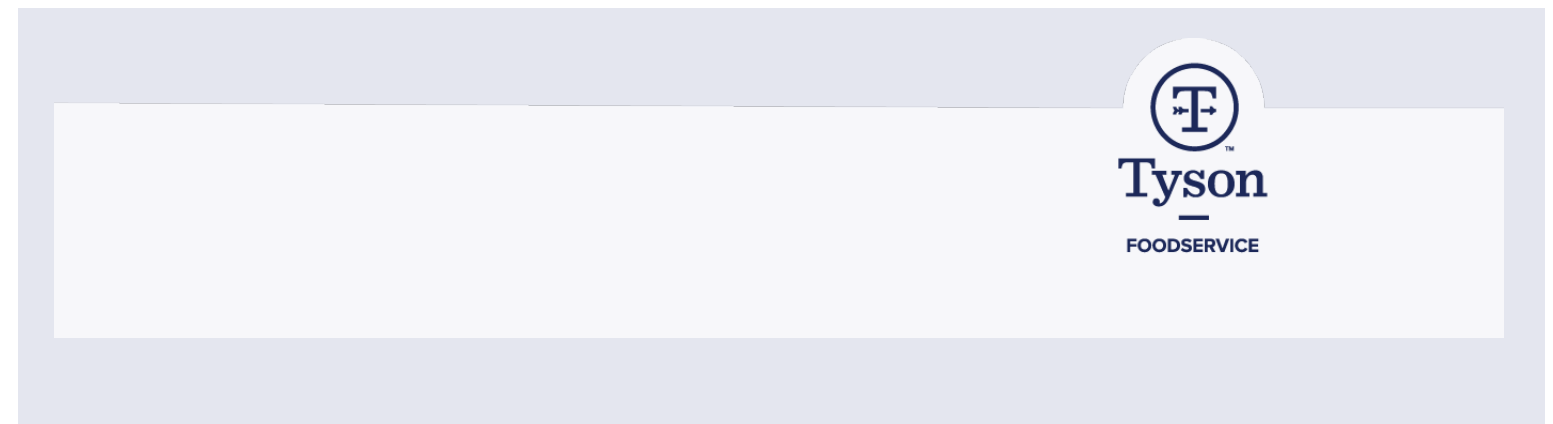
Woodgrain panels can be used vertically or horizontally.

## Wood Frames



Frames can be used vertically or horizontally.

## Graphic Footer





# Foodservice brand idea

## T is for...

Using the blue circle T monogram as our singular identifying foundation, our brand messages communicate what Tyson stands for as a foodservice provider. The “T is for” copy executions enable us to convey a wide array of company and product attributes in a uniquely ownable format.

These **core words** will be featured prominently in initial communications to establish the direction and tone of our new positioning.



 is for Trust

 is for Tradition

 is for Taste

 is for Team

 is for Today

 is for Tomorrow

 is for Tyson

# Foodservice brand idea

“T is for” copy executions should be limited to words that start with the letter T—including a core list of words that will help launch the campaign.




Company Related	Channel Related	Product Related	Customer Lens
<b>Tradition*</b>	Total Package	<b>Taste*</b>	Trusted Partner
<b>Today*</b>	Together	Tender	Trend-forward
<b>Tomorrow*</b>	Thriving	Tenderness	Time-saving
<b>Team*</b>	<b>Transforming*</b>	Tempting	Teamwork
Teamwork	Tenacious	Trend-forward	Total Package
<b>Trust*</b>	Teamwork	Time-saving	Transparent
Trusted	Trusted Partner	Timeless	Tasty
Transparency	Timely Solutions	Tasty	
Thanks		Tantalizing	
Thankful		Thrilling	
Together		To-go	
Time-honored		Textures	
Timely		Toppings	
Tested		Treasure	
Thoughtful		Treat	
Tenacious		Teeming	
Thriving		Top-shelf	
Technology		Total Package	
Transforming		Turkey	
<b>Tyson*</b>			

\* These **core words** will be featured prominently in initial communications to establish the direction and tone of our new positioning.


# Foodservice brand idea

In communications, the “T is for” headline should include a relevant word that implies a clear benefit to the intended audience. The accompanying body copy should reinforce the headline and provide reasons to believe.

Ⓣ is for Tradition



At Tyson Foodservice, it has always been our tradition to find new ways to serve you better. How we deliver has evolved over the years. But what we deliver remains the same: leading solutions designed to help build your business.



Example: Heritage or story

Ⓣ is for Trust



At Tyson Foodservice, we know that being a trusted partner starts with food safety. We have programs and technology in place to assure safe food production in our facilities—all leading to a complete portfolio of products that make it easier for you to assure food safety as well.



Example: Food Safety

Ⓣ is for Thanks



At Tyson Foodservice, we're thankful for the opportunity to make a difference. We've donated more than 100 million pounds of much-needed protein for programs such as No Kid Hungry Starts with Breakfast, and we will continue our efforts to support domestic hunger relief and awareness.



Example: Partnerships

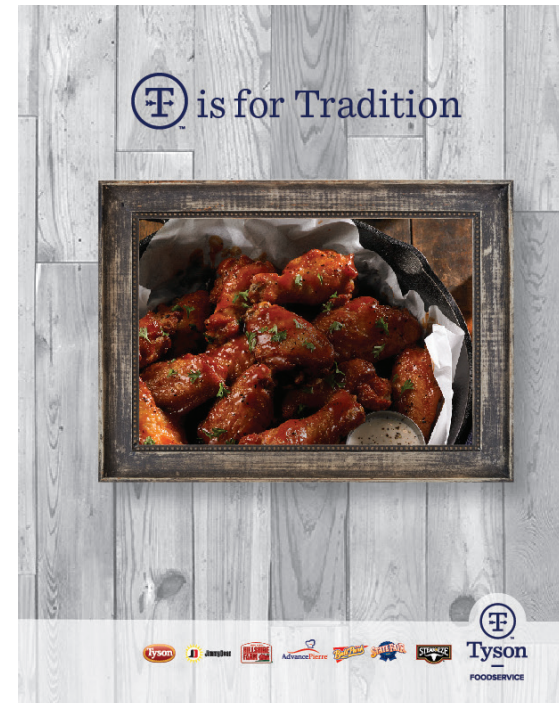


# Foodservice brand idea

## The idea, the introduction, the awareness

Tyson Foodservice division communications should feature the logos of our seven primary product brands, along with the Tyson Foodservice logo. This is the default footer sign-off. A channel-specific sign-off is also acceptable and should feature only brands relevant to the channel.

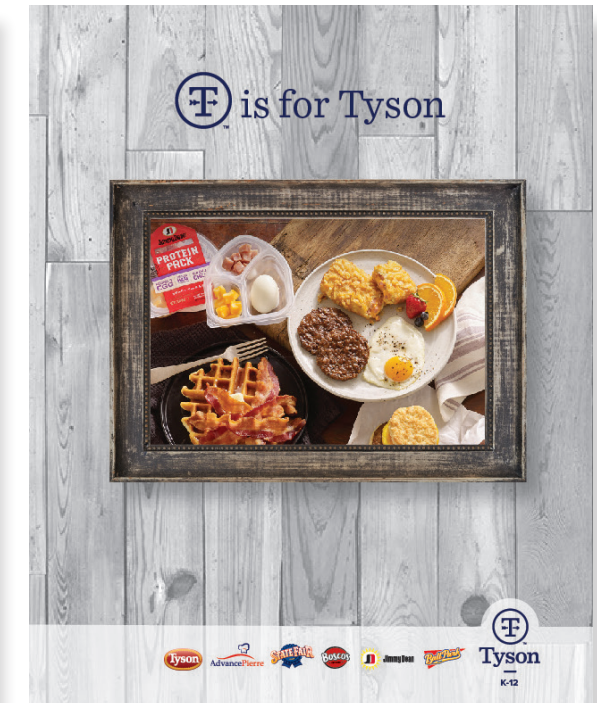
As a default, any communication that features a series of “T is for” messages should end with “T is for Tyson.”



Example: Foodservice



Example: Convenience



Example: K-12



Example: Banner Campaign





# Foodservice tone of voice

The Tyson Foodservice tone of voice should always convey a sense of partnership, respect and common purpose. While we are experts at what we do, we should never assume that we have all the answers. Our communications should inform operators that we'll draw on our vast resources to develop solutions that fit their unique needs. The promise of working together to achieve mutual success will give operators confidence to choose Tyson Foodservice.





# Division copy

Designed to be used as boilerplate copy on press releases or as the back-page sign-off copy on brochures and other marketing materials.

The first letter of our name embodies everything Tyson stands for as a foodservice provider. T is for Trust. We strive to earn it every day by putting customer needs at the center of everything we do. T is for Taste. Great taste is something we promise with our full portfolio of brands, including Tyson<sup>®</sup>, Jimmy Dean<sup>®</sup>, Hillshire Farm<sup>®</sup>, Ball Park<sup>®</sup>, State Fair<sup>®</sup>, Steak-EZE<sup>®</sup> and more. T is for Tomorrow. You can count on us to protect it with every action we take. And T is for Team. We'd be honored if you'd make us a part of yours.





# Foodservice brand signoff: Footer

The Tyson Foodservice brand footer is designed to sign off messaging from the Tyson Foodservice division. This proprietary graphic shape and treatment should remain consistent in all division communication.

The Tyson Foodservice brand footer should be used prominently on the front of materials designed to promote the division and as support to other Tyson branded materials, as on the back as a division signoff in a supportive role. The footer is flexible and designed to work with the primary and/or channel-specific brands, as appropriate, or with partnership service brands.

Graphic Footer: 50% transparency

Use the Blue Tyson Foodservice logo

**Footer Example**

Brand display area

**Division Footer Example: Primary Brands**

Primary Brands should always be in this order

**Channel Footer Example: Channel Brands**

Channel Brands can be grouped to best fit the channel

**Brand Footer Example when used with a individual brand effort**

Primary Brand group

If the logo of the featured product is not currently part of the primary brands, it should be added as the last logo, just left of the TFS logo.

# Foodservice brand communications: Division footer

Industry communications should include words that speak to higher-level benefits, demonstrating our commitment to being a responsible and respected leader.

The footer should always include either our primary seven brands or the logo of a featured partner.

The order of the primary logos should remain as shown.

**Division Footer Example: Primary Brands**

Center individual brand logos on the same axis as the Tyson in Foodservice logo.

Graphic Footer: 50% transparency

Size of individual brand logos not to exceed the visual width or height of the circle in the Tyson Foodservice Logo.

Visual padding between individual logos and Tyson Foodservice logo should be one T.

**Division Footer Example: Partner Brand**

Center individual brand logos on the same axis as the Tyson in Foodservice

Graphic Footer: 50% transparency

Size of individual partner logo not to exceed the visual width of Tyson in the Tyson Foodservice Logo.

Visual padding between individual logos and Tyson Foodservice logo should be one T.

# Foodservice brand communications: Channel footer

The footer should include the logo(s) of the brand(s) relevant to the specific channel and message, along with the Tyson Foodservice logo. Refer to Foodservice Channel Brands section to see which brands apply to each channel.

All other rules that apply to the Tyson Foodservice footer usage should be followed.

If multiple logos are being added, they can be worked into the creative of the remaining piece versus adding them to the footer.



Please note: Only Convenience and K-12 feature unique logos. The Vending/Micromarket channel should use the Tyson logo.

The composite image illustrates the channel footer requirements. On the left is an advertisement for 'Snack time. All the time.' featuring a clock face with various snacks. On the right is a diagram titled 'Channel Footer Example: Channel Brands' showing the layout of logos in a footer. The diagram includes the following guidelines:

- Graphic Footer: 50% transparency**
- Center individual brand logos on the same axis as the Tyson in Foodservice logo.**
- Size of individual brand logos not to exceed the visual width or height of the circle in the Tyson Foodservice Logo.**
- Visual padding between individual logos should be one T.**
- Visual padding between individual logos and Tyson Foodservice logo should be one T.**

The diagram shows logos for Tyson, Jimmy Dean, Hillshire Farm, State Fair, Calumet, and Boscov's, followed by the Tyson Foodservice logo. The Tyson logo in the diagram is a circular emblem with a stylized 'T' and a horizontal line through it, with the word 'Tyson' and 'CONVENIENCE' below it.


# Foodservice brand communications: Cross promotion on single-product communications

Single-product communications should lead with the graphic standards and tonality of the individual brand being advertised.

The message is grounded to the Tyson Foodservice footer at the bottom of the page.

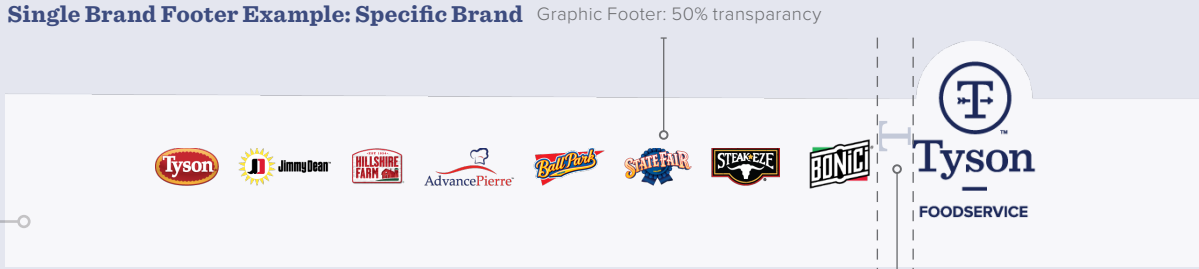
The footer should include the logo of the specific brand being advertised, along with the Tyson Foodservice logo.

The logo of the featured brand should be added in front of the the Tyson Foodservice logo, following the primary brands.



**Front**

**Back**



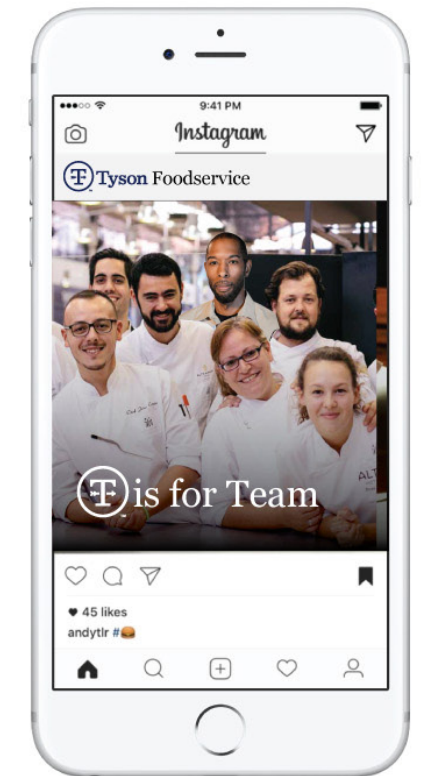
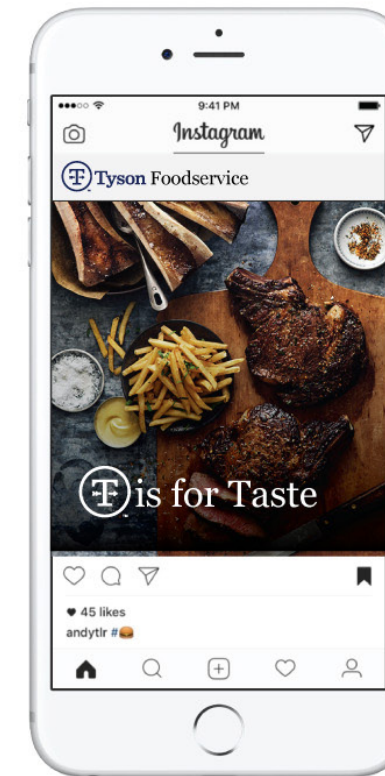
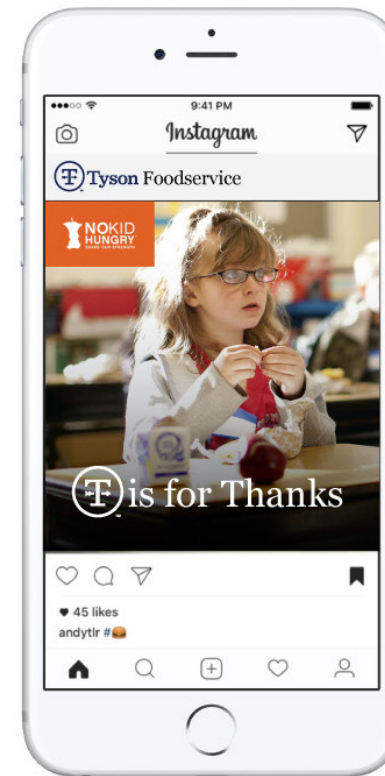
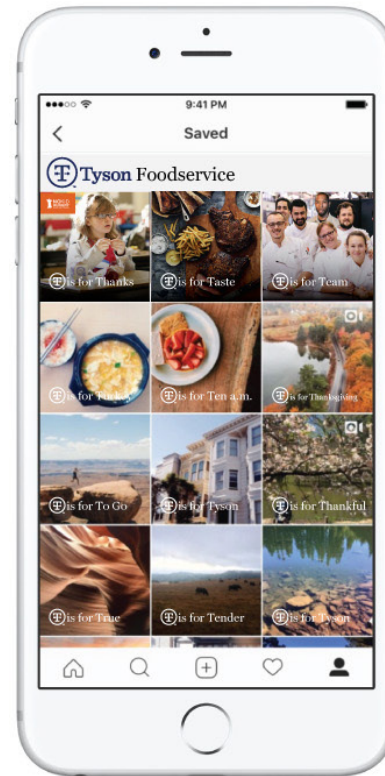
**Single Brand Footer Example: Specific Brand** Graphic Footer: 50% transparency

Visual padding between individual logos and Tyson Foodservice logo should be one T.



# Social use

Posts on social media should follow the “T is for” headline conventions (Tyson Foodservice executions only—not individual brands). The accompanying copy should reinforce the headline and provide reasons to believe.



# Food show use

Our new tradeshow booth design features sleek and modern aesthetics, with the “T is for” brand communications throughout. Video screens atop the booth allow for customized messages, depending on the specific show and products to be featured.

Primary brands should be featured on the video board, with secondary brands appearing at a lower level. Additionally, channel-specific standards and hierarchies should be used at channel-specific shows.

Please note: these standards apply only to the main 7 National/Channel shows. Local shows will follow different guidelines.





# Foodservice presentation template

A PowerPoint template, which features the new Tyson Foodservice graphic elements, is available for creating division presentations. Templates specific to the Convenience and K-12 channels are also available.

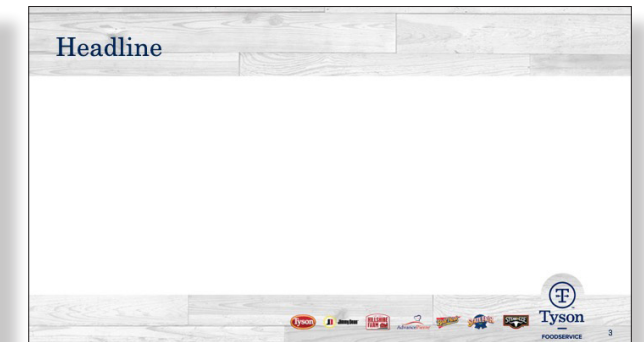
These templates should be used for Tyson Foodservice division or channel-specific communications only.



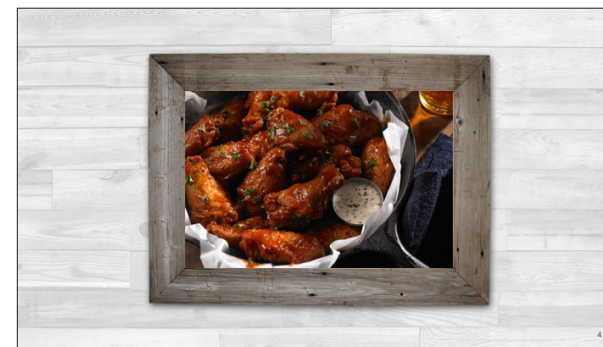
Title page



Information page



Information page with primary brands



Divider page



Thank you page

# Foodservice brand contact information

The contact info should remain consistent on all materials. This is the standard format for the contact info line:

**Contact your Tyson Foodservice Representative, Broker, Distributor Sales Representative or visit [tysonfoodservice.com](https://tysonfoodservice.com) for more information.**



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