

Graphics Standards

Nugget Market, Inc.



Contents

Introduction	3
Logos	4
Nugget Markets Logo Uses	4
Nugget Markets Logo Common Misuses	5
Fresh to Market Logo Uses	6
Fresh to Market Logo Common Misuses	7
Typography	8
Approved typefaces for Nugget Markets	8
Color Palette	10
Approved color usage for Nugget Markets	10

Introduction

Thank you for taking time to review these Graphic Standards for Nugget Market, Inc. In providing these standards, the Marketing and Creative teams at Nugget Market, Inc. hope to increase the brand awareness for our company, as well as provide a handy guide that can assist designers when creating materials for Nugget Markets.

The core design elements presented here are the essential visual elements of our brand — the logos, typography and color palette — and are the starting point for any Nugget Markets visual communication. The following pages will take you through the specifics of each part of our brand.

The Nugget Markets logo and Fresh to Market icon are recognized in the Northern California region as symbols of our commitment to superior grocery retailing, as well as to providing product knowledge, serving our communities, and always focusing on guest satisfaction.

The purpose of these graphics standards is to provide a reference for anyone working with logos, typography or graphics related to Nugget Market, Inc. These guidelines will instruct users on how to display all graphical elements of the Nugget Market, Inc. brand in a clear and consistent manner that will present a cohesive brand identity to consumers.

Always refer to this guide when creating materials that use logos, typography or other graphical elements that relate to the Nugget Market, Inc. brand. Should you have any questions about these guidelines, please direct them to the Marketing Department and the Creative Team.

Thank you from
The Marketing and Creative teams
Nugget Market, Inc.

LOGOS

(Fig. 1)



Nugget Markets Logo

The Nugget Markets corporate identity logo is the distinguishing mark for Nugget Markets and should be used on all marketing collateral, advertisements, packaging and labeling.

The Nugget Markets logo should only be used as follows:

(Fig. 2)



Nugget Markets Green (Fig. 1)

PMS 5757

CMYK: C27 M0 Y95 K55

This is the primary logo of Nugget Market, Inc. This logo should be used whenever possible, unless the background it is being placed on causes the green logo to be difficult to see, or in cases where color may not be used. In such cases, please instead use:

(Fig. 3)



Black (Fig. 2)

For use only when the Nugget Markets green logo cannot be used, such as in a black-and-white advertisement where color is unavailable, or when budget constraints are an issue.

(Fig. 4)



White (Fig. 3)

For use only on dark backgrounds, or for use in reverse with Nugget Markets Green (Fig. 4). In this version, note that the word "Markets" appears in the color of the background.

(Fig. 5)



Drop Shadow (Fig. 5)

A 35% opacity drop shadow may be used behind any color version of the Nugget logo, at the designer's discretion. The drop shadow should be used to create dimension, and the designer should take care to make the shadow subtle and diffused, avoiding any hard edges.

(Fig. 1)



(Fig. 2)



(Fig. 3)



(Fig. 4)



(Fig. 5)



Nugget Markets Logo, continued

Common Misuses of the Nugget Markets logo

Please take care to display the Nugget Markets logo only as outlined in these guidelines. It is important to the brand identity of Nugget Markets that the logo not be displayed incorrectly, as in the examples to the left.

There should be no cases in which the Nugget Markets logo is displayed in any color other than those listed on page 4. The logo scaling is always to appear in its original dimensions. No scaling or altering of the proportional height or width is allowed.

Some common misuses of the Nugget Markets logo include:

Fig. 1: Improper vertical or horizontal scaling

Fig. 2: Improper color

Fig. 3: Effects applied to the logo (emboss)

Fig. 4: Additional graphic elements or type added to logo

Fig. 5: Outdated version of the logo

Please take care to adhere to the Nugget Markets logo usage guidelines as detailed on page 4. At no time should anyone alter the Nugget Markets logo without the approval of the Nugget Markets Creative Team.

If you have any questions about how to properly use the Nugget Markets logo, please direct your questions to the Marketing Department and Creative Team.

Approved versions of the Nugget Markets logo are available for download at the official Nugget Markets Web site: **www.nuggetmarket.com/newsroom**



Fresh to Market Logo

The Fresh to Market logo is primarily to be used on packaging and labeling projects to signify our Fresh to Market private label brand. These include the Fresh to Market bottled water, tortilla chips, honey, chicken, beef, sausage, olive oil, bagged coffee and others under development.

Other uses of the Fresh to Market logo include additional in-store branding, including paper and plastic grocery bags, wall murals, coffee sleeves, selected in-store signage, and other items at the discretion of the Marketing Department and Creative Team.

In addition, it should be noted that Fresh to Market is the name of our e-newsletter, which we publish every other week and send to our subscribers via email.

For other projects not listed above, in many cases the Fresh to Market logo should not be used, and the Nugget Markets logo should be used instead (please see usage guidelines for the Nugget Market logo on page 4).

In no instance should the Fresh to Market logo be altered in any way without prior approval from the Creative Team.

Prohibited alterations of the Fresh to Market logo include changing the items depicted in the basket, altering the colors used in any way, or using any other artist's rendition of the logo.

The logo should always appear exactly as shown in these guidelines, and designers should work from the original files provided for the Fresh to Market logos by the marketing department of Nugget Markets. ***In no instance should anyone attempt to re-create the Fresh to Market logo in any way that would change its appearance from what is presented in these guidelines.***

(Fig. 1)



(Fig. 2)



(Fig. 3)



(Fig. 4)



Fresh to Market Logo, continued

The Fresh to Market logo should only be used as follows:

Black (Fig. 1)

This is the most basic version of the Fresh to Market logo. It should be used in situations in which color cannot be used, such as on the plastic Nugget Markets grocery bags, or when budget concerns are an issue.

Black + PMS 5757 with pattern (Fig. 2)

PMS 5757

CMYK: C27 M0 Y95 K55

This version of the Fresh to Market logo is used when a one-color background is preferable to the multi-colored version to blend in with other design elements.

Multi-colored (4-Color Process or Pantone) (Fig. 3)

PMS: Nugget Green: 5757

Burnt Orange: 1675

Mustard Yellow: 139

Dark Red: 188

Dark Blue: 3035

CMYK: Nugget Green: C27 M0 Y95 K55

Burnt Orange: C0 M69 Y100 K30

Mustard Yellow: C0 M38 Y100 K23

Dark Red: C0 M97 Y100 K72

Dark Blue: C60 M14 Y11 K84

This multi-colored version of the Fresh to Market logo can be printed either using the 5 Pantone color inks, or as a 4-color process file.

Fresh to Market Logo / Nugget Logo Combination (Fig. 4)

Any version of the Fresh to Market logo may be used in combination with the Nugget Markets logo, as shown in Figure 4. Take care to keep the spacing and ratios of the two logos as seen here when they are used together.

(Fig. 1)



Fresh to Market Logo, continued

Common Misuses of the Fresh to Market logo

Please take care to display the Fresh to Market logo only as outlined in these guidelines. It is important to the brand identity of Nugget Markets that the logo not be displayed incorrectly, as in the examples to the left.

Some common misuses of the Fresh to Market logo include:

Fig. 1: Improper vertical or horizontal scaling

Fig. 2: Additional graphic elements or type added to logo

Fig. 3: Outdated version of the logo

(Fig. 2)



Please take care to adhere to the Fresh to Market logo usage guidelines as detailed on page 7. At no time should anyone alter the Fresh to Market logo without the approval of the Nugget Markets Creative Team.

If you have any questions about how to properly use the Fresh to Market logo, please direct your questions to the Marketing Department and Creative Team.

(Fig. 3)



TYPOGRAPHY

(Fig. 1)

SERIF TYPEFACES

Goudy Std

SchindlerRR Bold

Baskerville

Garamond

Swifty Bold

SANS-SERIF TYPEFACES

ITC Avant Garde Gothic

Grotesque MT Std

Helvetica Neue Lt Std Condensed

Helvetica LT Std Ultra Compressed

DIN 1451 Std Engschrift

Gotham

FUTURA STD

SCRIPT TYPEFACES

Hipster Script

SIGNPAINTER HOUSE SHOWCARD \$2.99

DISTRESSED TYPEFACES

Black Widow

DIECAST

Typography is an important element of the brand identity system for Nugget Markets. The use of consistent typefaces across communications adds another element that defines the Nugget Markets look.

The type in the Fresh to Market logo is set in Goudy Std Extra Bold, and Goudy Std may be used across a range of Nugget Markets projects. Although the “markets” typeface in the Nugget Markets logo is set in Copperplate, this font is never to be used in any marketing collateral.

Commonly used sans-serif fonts for body copy are ITC Avant Garde Gothic, Futura Std, Grotesque MT Std, and Helvetica Neue Lt Std Condensed. Titling and limited copy sans-serif fonts used are DIN, Gotham, Futura as well as bolder versions of the body copy fonts.

Signpainter House Showcard is the primary pricing headline typeface, along with a variety of chalkboard and handwritten styles for titles and headlines where appropriate. Script must remain readable and fit the application.

At times and for certain projects, it may be appropriate to use other typefaces not listed here. Use of additional typefaces is at the discretion of the Marketing Department and Creative Team of Nugget Markets.

If there is an additional typeface that you would like to use, or if you have any questions about the use of typefaces for Nugget Markets materials, please contact the Marketing Department directly for approval.

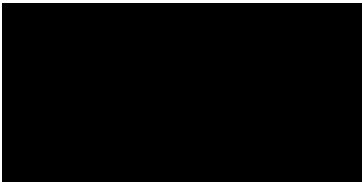
COLOR PALETTE



PMS 5757 C
CMYK: C27 M0 Y95 K55
RGB: R103 G119 B24
WEB: # 677718

Primary Colors in the Nugget Markets Palette

Color is an important design element when used to express our brand. Used well, color can set the right tone and project the proper mood for a brochure, sign, or any other communication piece. In our case, PMS 5757, known to us as “Nugget Markets green,” must always be considered our signature color.



Black
CMYK: C0 M0 Y0 K100
RGB: R30 G30 B30
WEB: # 1E1E1E

Along with Nugget Markets green, our primary supporting colors are black and white. When used together effectively, Nugget Markets green, white and black create an impact and reinforce our brand identity.



White
CMYK: C0 M0 Y0 K0
RGB: R255 G255 B255
WEB: # FFFFFFFF

The Nugget Market logo must always be reproduced in the colors defined on page 4 of these guidelines:

Green: PMS 5757 or CMYK: C27 M0 Y95 K55

Black (when green is not available)

White (on dark backgrounds)

Secondary Colors in the Nugget Markets Palette

When designing materials for Nugget Markets, the use of several complementary colors may be necessary to supplement the primary colors in the Nugget Markets color pallet. Please take care to select complementing colors that do not overwhelm the primary colors defined here, and please take care to make sure that Nugget Markets green is always the more prominent color in the design.

When selecting complementing colors to use with the primary Nugget Markets colors shown here, please consult with the Marketing Department and Creative Team before finalizing any design.



PMS 1675 CVC
CMYK: C0 M69 Y100 K30
RGB: R181 G84 B20
WEB: # b55414



PMS 139 CVC
CMYK: C0 M38 Y100 K23
RGB: R200 G137 B18
WEB: # c88912



PMS 188 U
CMYK: C0 M97 Y100 K72
RGB: R99 G0 B0
WEB: # 630000



PMS 3035 U
CMYK: C60 M14 Y11 K84
RGB: R10 G53 B66
WEB: # 0a3542

Suggested Complementary Colors

When choosing a design for a Nugget Markets project, consider using our suggested complementary colors (shown to the left) in your design. These four colors are the additional colors that appear in the full-color version of the Fresh to Market logo (shown on page 7). As strong earth tones, they provide a good complement to our Nugget Markets green, and we recommend their use as secondary design colors for Nugget Markets projects.

Whether using the complementary colors shown here or selecting other colors for use in design for Nugget Markets, please consult with the Marketing Department and Creative Team before finalizing any design.