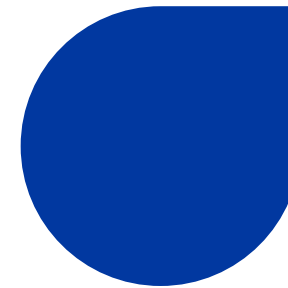




**tastepoint**<sup>®</sup>  
by IFF



# Brand style guide



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## **Our purpose:**

We exist to be the spark that advances our customers.

We're igniting a spark among tastemakers.

While we're forever grounded in a stable, storied past, we're energized by the possibilities of the future and relentlessly focused on making things happen today.

## **Our experience:**

We are the perfect blend of heart and science.

We're introducing a new attitude toward tastemaking.

By balancing skill with soul and placing just as much importance on partnership as product, we seamlessly pair service with leading technology and insight.



Our logo serves as the cornerstone of our brand identity. It is a visual expression that represents the partnerships and connections we make every day that drive our business forward.

# Our logo

Our logo is comprised of contemporary typography combined with our graphic activation points and the endorsement line “by IFF.” Our approved logo colors are Legacy IFF Blue for the logotype and Hotberry for activation points. White is the preferred background for our logo, as shown here.



Our logo is comprised of contemporary typography combined with our graphic activation points and the endorsement line “by IFF.” Our primary logo colors are Legacy IFF Blue for the logotype and Hotberry for activation points. However, our logo is also able to be used in the following one-color treatments: Legacy IFF blue, white and black.

**Preferred one-color treatment on white**

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**Black may be used on white when primary brand colors are unavailable**

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**Preferred one-color treatment on Hotberry**

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**Gray and black may be used as a background when primary brand colors are unavailable**

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**Preferred one-color treatment on gray and black**



**Preferred one-color treatment on Legacy IFF Blue**

---



Whenever possible, we recommend using the preferred logo treatments (shown on pages 6 and 7). However, the one-color white logo may also be used on our secondary colors and photography. Do not use the one-color black logo on any background except white.

**Approved one-color treatment on secondary colors**



**Misuse**





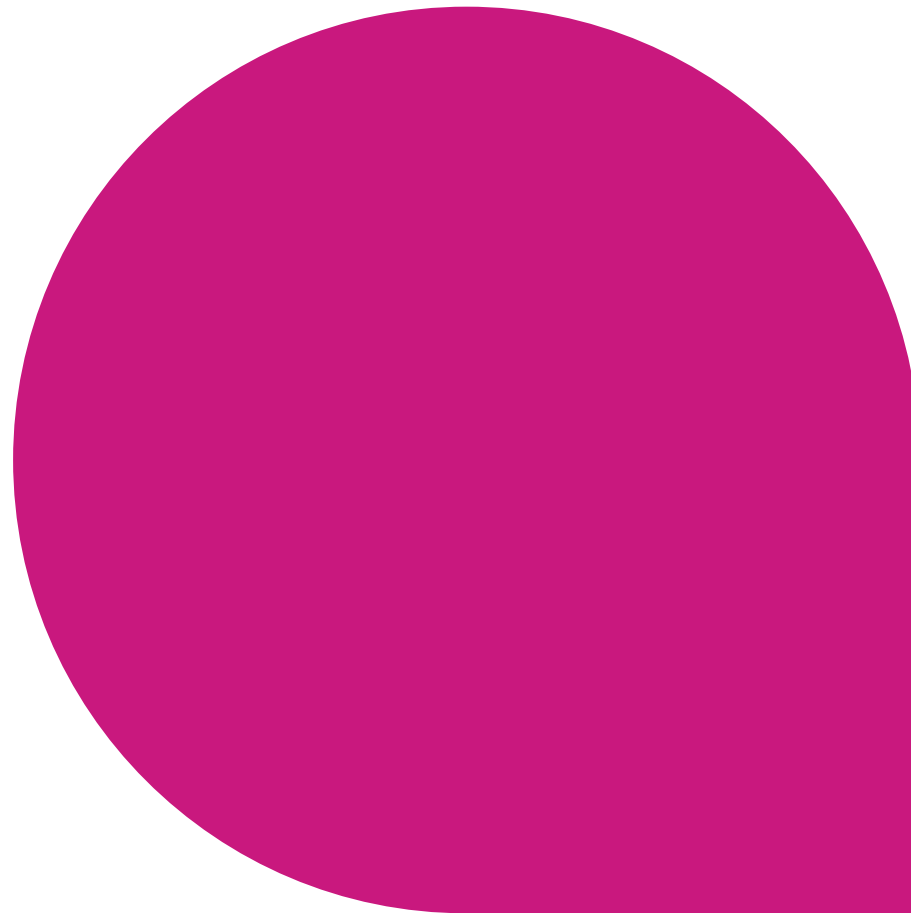
Our secondary colors add energy and variety to our brand identity. Applied consistently with our primary colors, they will become a recognizable brand-identity element.

# Colors

## Primary colors

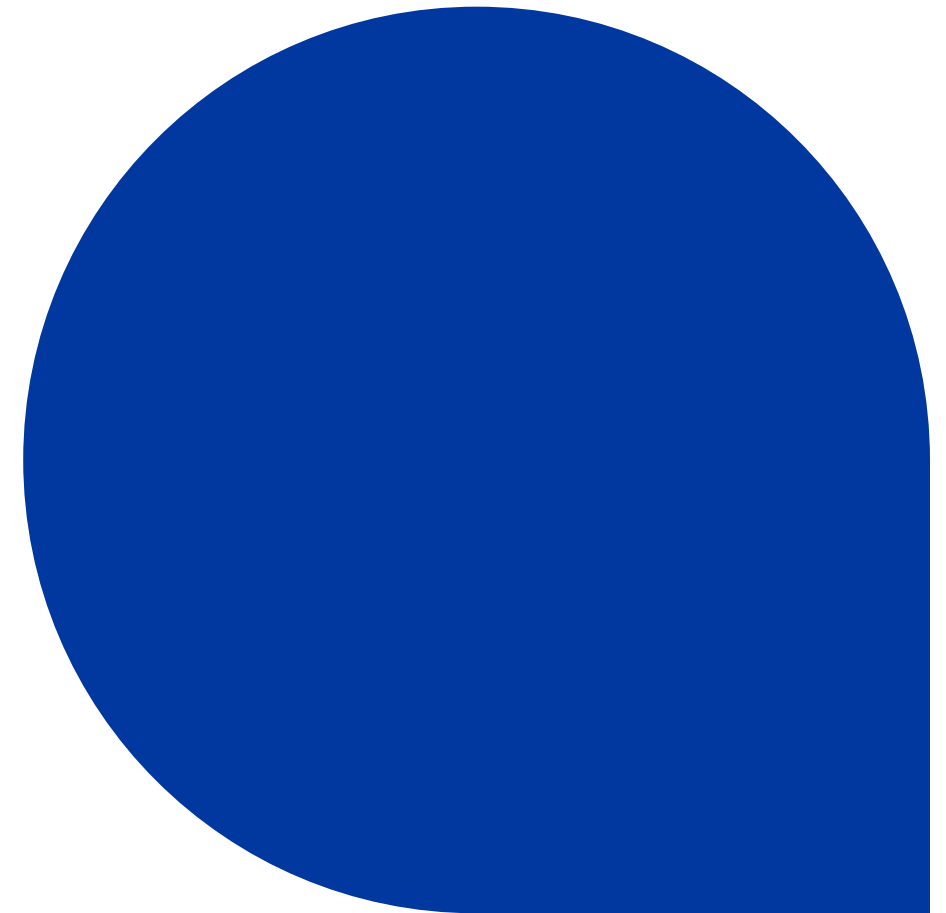
The color specifications shown here are to be used as our primary brand color signal. Use the color formulations below, where applicable, to produce our primary colors.

For designers, the Tastepoint color palette is available in CMYK and RGB as an Adobe Swatch Exchange (ASE) in the download library.



### Hotberry

PMS ..... 233C  
CMYK..... 19 / 100 / 14 / 0  
RGB..... 201 / 24 / 126  
HTML..... #C9187E



### Legacy IFF Blue

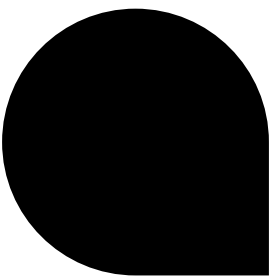
PMS ..... 2935C  
PMS ..... 300U  
CMYK..... 100 / 61 / 0 / 0  
RGB..... 1 / 56 / 160  
HTML ..... #0138A0

**Important note:** CMYK and RGB versions of colors may appear visually different. To avoid visual discrepancies, CMYK color specs should **ONLY** be used for commercial and professional printing services. RGB color specs should be used for everything else.

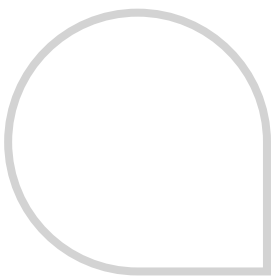
Secondary colors

The secondary colors shown here are inspired by flavors and are used to visually accent our primary color signal. Do not introduce additional colors to this palette. Use the color formulations below, where applicable, to produce our secondary colors.

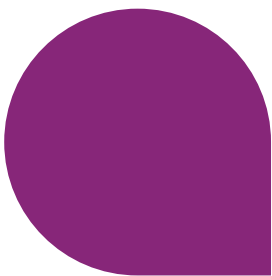
For designers, the Tastepoint color palette is available in CMYK and RGB as an Adobe Swatch Exchange (ASE) in the download library.



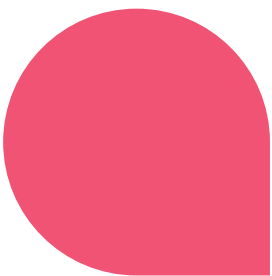
**Black**  
CMYK..... 0 / 0 / 0 / 100  
RGB..... 0 / 0 / 0  
HTML..... #000000



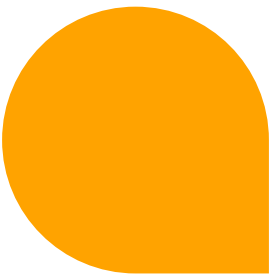
**White (no outline)**  
CMYK..... 0 / 0 / 0 / 0  
RGB..... 255 / 255 / 255  
HTML..... #FFFFFF



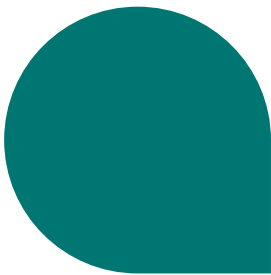
**Plum**  
PMS ..... 2355C  
CMYK..... 54 / 100 / 17 / 14  
RGB..... 135 / 38 / 121  
HTML..... #872679



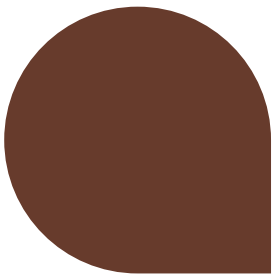
**Strawberry**  
PMS ..... 184C  
CMYK..... 0 / 83 / 37 / 0  
RGB..... 240 / 83 / 115  
HTML..... #F05373



**Honey**  
PMS ..... 137C  
CMYK..... 0 / 41 / 100 / 0  
RGB..... 255 / 163 / 0  
HTML..... #FFA300



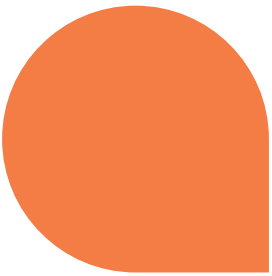
**Kale**  
PMS ..... 7718C  
CMYK..... 100 / 32 / 56 / 13  
RGB..... 0 / 118 / 115  
HTML..... #007673



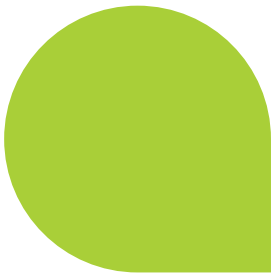
**Mocha**  
PMS ..... 477C  
CMYK..... 40 / 72 / 78 / 45  
RGB..... 103 / 59 / 44  
HTML..... #673B2C



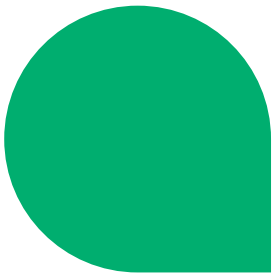
**Cherry Tomato**  
PMS ..... PANTONE® Warm Red  
CMYK..... 0 / 87 / 80 / 0  
RGB..... 240 / 73 / 62  
HTML..... #F0493E



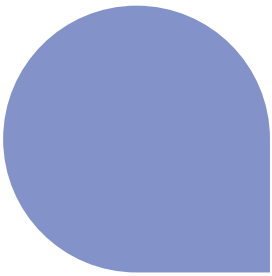
**Clementine**  
PMS ..... 164C  
CMYK..... 0 / 63 / 79 / 0  
RGB..... 244 / 125 / 70  
HTML..... #F47D46



**Fresh Lime**  
PMS ..... 2290C  
CMYK..... 39 / 0 / 100 / 0  
RGB..... 169 / 207 / 56  
HTML..... #A9CF38



**Spearmint**  
PMS ..... 7480C  
CMYK..... 78 / 0 / 72 / 0  
RGB..... 0 / 174 / 111  
HTML..... #00AE6F



**Blueberry**  
PMS ..... 7452C  
CMYK..... 50 / 38 / 0 / 0  
RGB..... 131 / 147 / 202  
HTML..... #8393CA

Our typography visually reinforces our desired brand characteristics. It is modern and approachable and, applied consistently, will become a key part of our brand identity.

# Typography



Mark OT is a contemporary geometric typeface that is friendly yet professional. It is used for headlines and subheads. Headlines should be set in sentence case and aligned either left or right, but never centered.

## Mark OT Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpqr  
stuvwxyz'?''"!"(%)[#  
]{@}/&®©\$€£¥¢:;,.\***

## Mark OT Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpqr  
stuvwxyz'?''"!"(%)[#  
]{@}/&®©\$€£¥¢:;,.\*

Benton Sans is a highly readable font and will be used for body copy. Body copy is always left-aligned, never justified, and with no word breaks.

## **Benton Sans Bold**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpqr  
stuvwxyz‘?’“!”(%)[#  
][{@}/&®©\$€£¥¢::,,.\***

## Benton Sans Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpqr  
stuvwxyz‘?’“!”(%)[#  
][{@}/&®©\$€£¥¢::,,.\*

In the absence of Mark OT and Benton Sans, Calibri must be used (e.g., with Microsoft Office software).

## Calibri Bold

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpqr  
stuvwxyz‘?’“!”(%)[#  
]{@}/&®©\$€£¥¢:;,.\*

## Calibri Book

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnpqr  
stuvwxyz‘?’“!”(%)[#  
]{@}/&®©\$€£¥¢:;,.\*

Our graphic element is called the activation point. It is always used in multiples to reinforce the idea of collaboration and growth.

# Activation points



## Activation points

Activation points are derived from our logo and are made by combining a circle and a square. There are five different sizes of activation point; the largest is equal to “5a” and the smallest is “a.” The margin between activation points is 1/10 “a.”

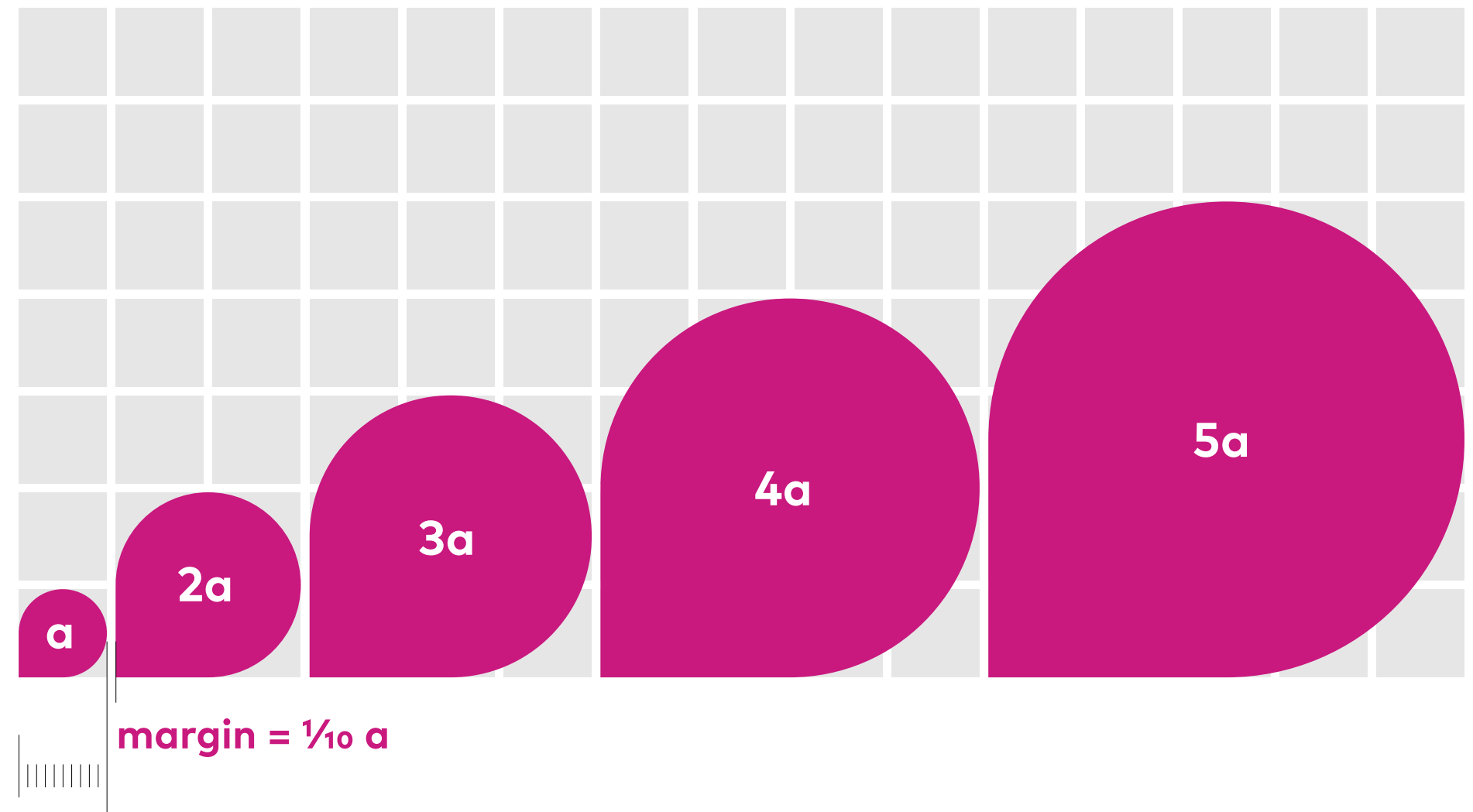
1) Beginning with the logo



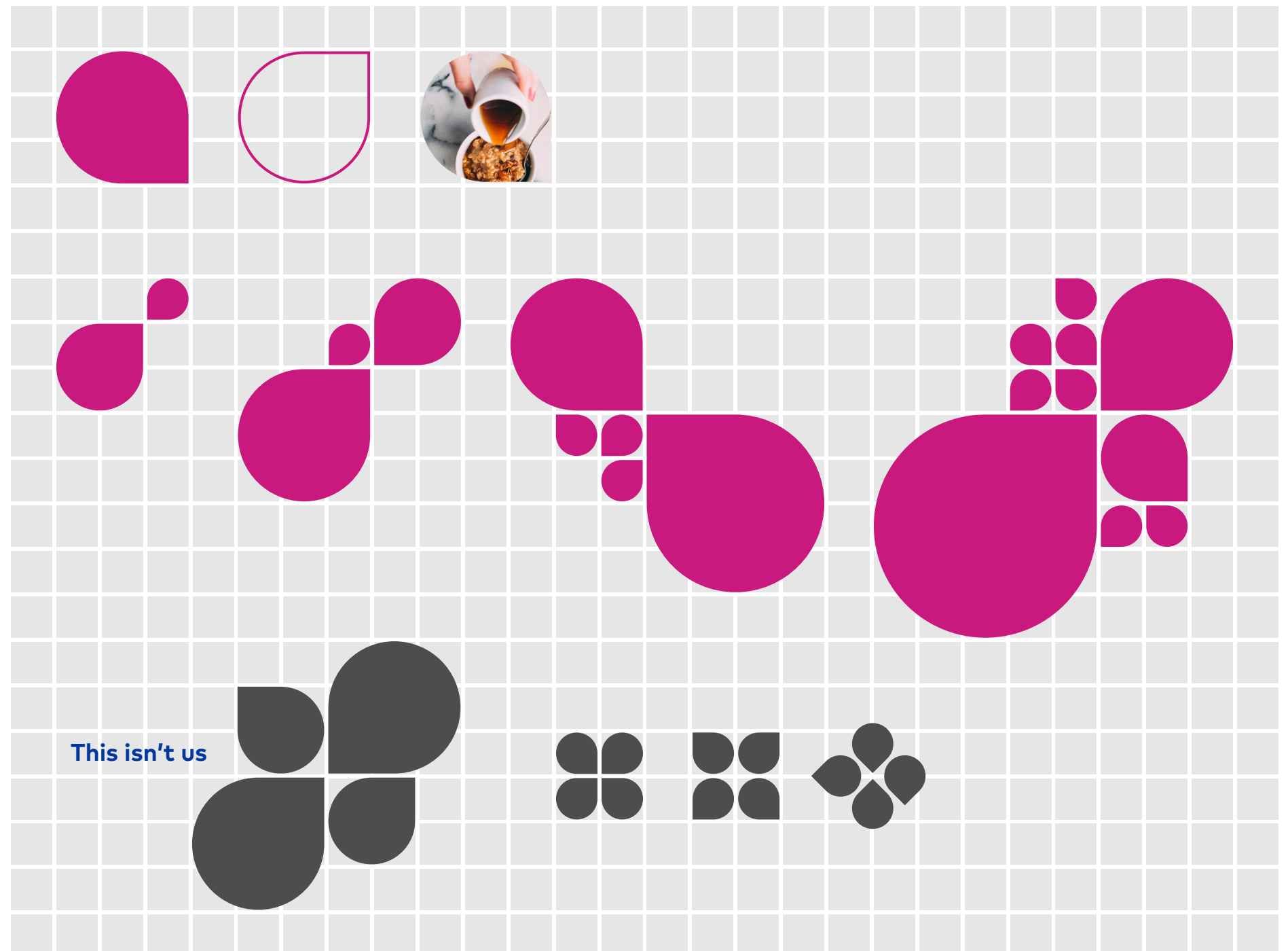
2) We focus on the graphic connection



3) To extract the core activation points



Activation points can be rendered solid or as an outline or can contain photography to create variety. A cluster must have at least two activation points directed toward each other. Any activation point greater in size than “a” should be used only once in a cluster. The activation points should never create a four-leaf clover or flower shape.



Activation points can be used together in different sizes to support various types of content. When an outline is used in the activation point its thickness is equal to  $\frac{1}{15}$  "a."



Our photography is modern, bright, and colorful. It captures people and products in settings that are lifelike, fresh, and energetic.

# Photography



There are two different photographic categories.

### Food & beverage

---



### Consumer & lifestyle

---





## Food & beverage

Food & beverage should be colorful with a neutral background. There should be a sense of people having been there with messy and realistic elements (e.g., crumbs, drips, ingredients, etc.). Lighting should feel natural and bright. The scene should feel candid and not staged. Rounded shapes should be a visible part of the composition when possible.





## Consumer & lifestyle

The focus should be on people interacting with food and one another, driving home the heart of Tastepoint. Scenes should feel shareable and experiential. Lighting should feel natural and bright. The scene should feel candid and not staged. Rounded shapes should be a visible part of the composition when possible.





## Consumer & lifestyle (continued)

Sustainability & business photography should feature people working in natural settings. Composition of photographs should convey a sense of activity and humanity. Lighting should feel natural and bright. The scene should feel candid and not staged. Rounded shapes should be a visible part of the composition when possible.



When all of our elements are brought together, they form a highly recognizable and differentiating Tastepoint brand identity.

**Elements  
in use**



## Newsletter

The arrangement of these elements shows the basic use of activation points. They hold the title of the newsletter, feature the cover photo, and frame information. Activation points can work seamlessly to act as a window into the cover photo, while adding visual depth to the composition.

### Suggested newsletter cover option 1



### Suggested newsletter cover option 2



The one-pager template is a versatile document that showcases a variety of our visual brand elements. The flexibility of all our visual identity elements, including typography, color, and activation points is showcased in this spread.





August, 2018

# Cardamom flavor trend



tastepoint.com

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## Cardamom flavor trend



**What is cardamom, and what does it taste like?**

Cardamom is made from the seed pods of plants in the ginger family. This strong and pungent spice is traditionally a star ingredient in Indian and Middle Eastern cooking, but has recently gained legs in the US as well. The popularity of Indian and Middle Eastern cuisine is definitely helping cardamom's status and acceptance among US consumers. In retail, we see cardamom popping up most frequently in beverages, ice cream, chocolate, yogurt, sauces and condiments. There remains plenty of opportunity for the spice to be added in products across all food and beverage categories – don't be afraid to get creative! Cardamom carries a pleasant warm flavor that is slightly sweet, floral and citrusy. It's a versatile flavor that lends itself to be paired with many fruits, other spices and botanicals, and can even mellow out bitter tastes.

### Cardamom by the numbers

From 2013 to 2017, cardamom experienced a **47%** increase on US food service menus. Trends often begin at a higher level in consumers' lifestyles and on food service menus, and trickle down to retail shelves (Datessential).

According to a 2017 survey done by Datessential, **45%** of the US population is familiar with cardamom spice, and **25%** have tried it in some fashion. This number has likely increased in 2018 as cardamom is popping up on a great variety of menus and retail shelves, and is set to continue even more in the coming year.

The percentage of vitamins & dietary supplement launches with a type of spice as an ingredient has risen from **6% to 9%** over the last five years (Mintel)!

### New cardamom retail launches



**Organic Banana, Chia & Cardamom Coconut Milk Yogurt**  
*Coyo Organic, New Zealand*



**Organic Low Fat Cardamom Ice Cream**  
*Slim Twin by Three Twins, USA*



**Ginger Cardamom Cacao Nectar Bar**  
*Honey Mama's, USA*

2 Sources: Mintel, Specialty Food Association, Nation's Restaurant News, Datessential

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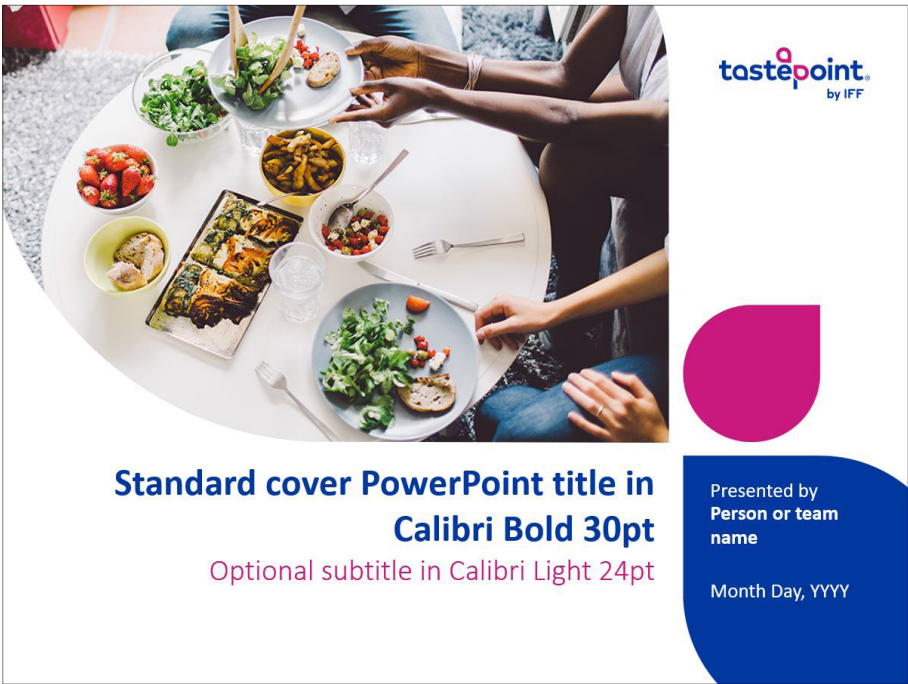




PowerPoint

The PowerPoint cover and content slides prominently feature the primary and secondary colors of Tastepoint. The layout remains the same regardless of the color choice. The template is available in both 4:3 and 16:9 ratios.

4:3 PowerPoint template



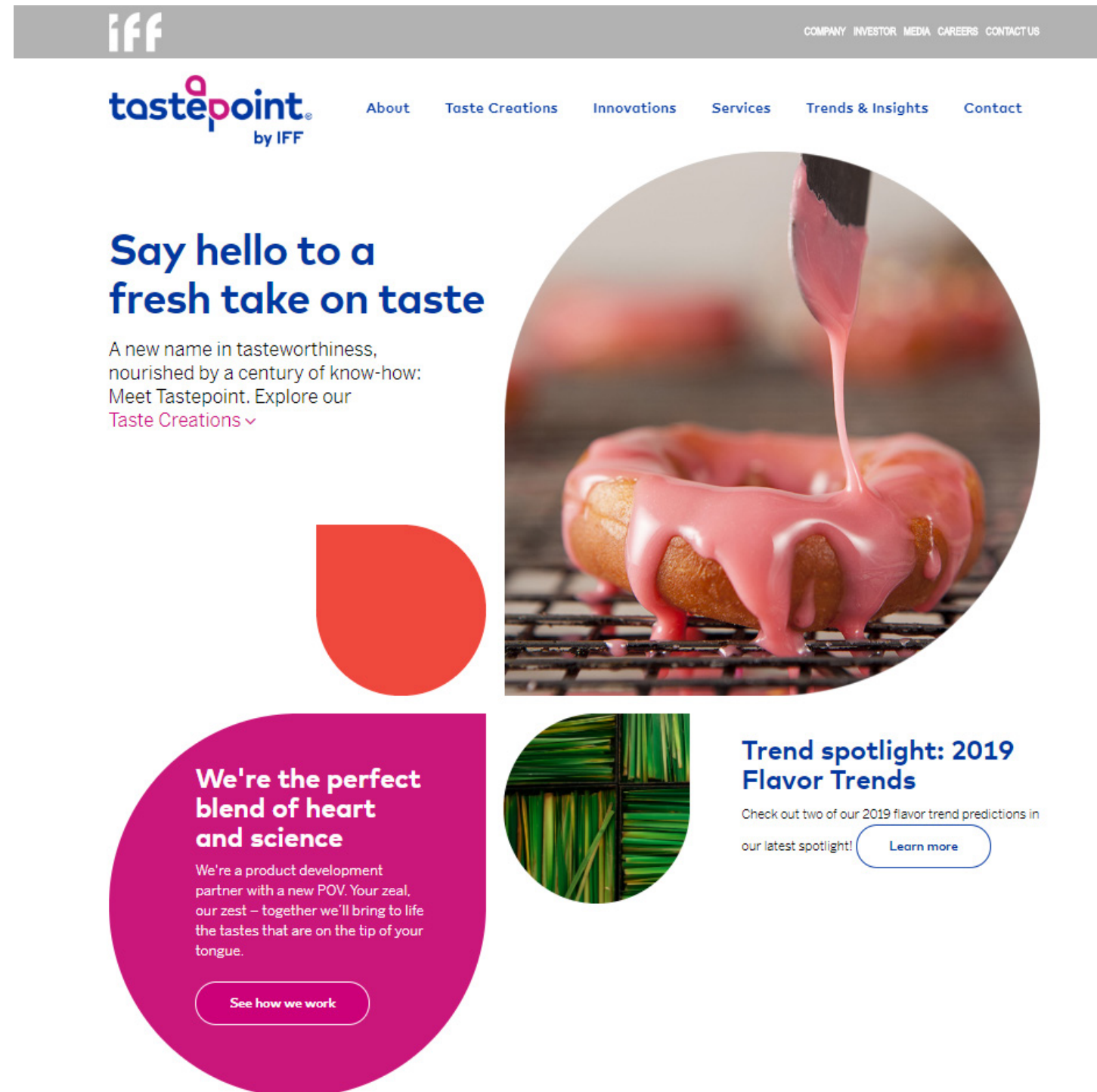
16:9 PowerPoint template





## Web homepage

In digital applications like a website, our vibrant color palette, fresh photography and clear, web-friendly typography engage the user.



Let's create  
something  
tasteworthy  
together.

tastepoint<sup>®</sup>  
by IFF

