



BRAND STANDARDS

BRAND IDENTITY: What people think about us as a company — the impressions they have when hearing or seeing our name. The experiences people have influence attitudes and opinions about our company.

The more consistent our brand appears, the more professional, stable and memorable our brand becomes for our customers.

It represents our integrity.

LOGO

This is Walton's Inc.'s primary logo to be used across multiple applications. This mark helps customers easily identify Walton's products, storefront, web presence, ads, and more. It is essential to the success of the brand that the logo always be applied with care and respect in every application.

Please discontinue use of non-current logos.
It creates confusion and discord.



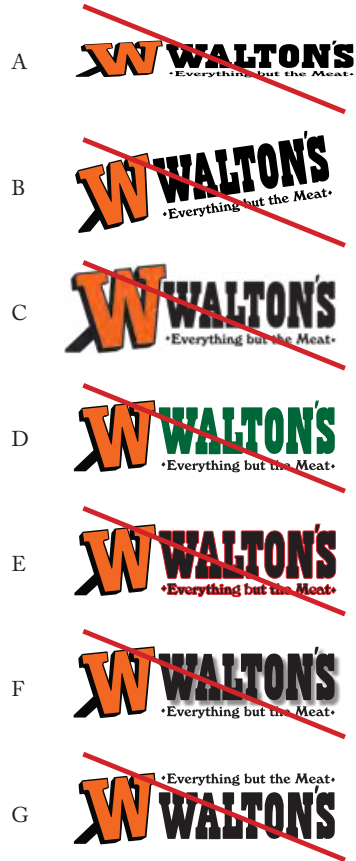
The smallest the logo should be represented:
Print: 1" wide, **Digital:** 175px × 50px, 72 ppi



LOGO

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the look of the logo by skewing, distorting or rotating it in any way. This includes adding unnecessary text decorations like drop shadows and outlines. Please rework your design to fit within these parameters.

- A Do not resize the logo disproportionately
- B Do not rotate the logo
- C Do not resize any part of the logo
- D Do not change the logo colors (reference the Color Usage section)
- E Do not add any stroke to any part of the logo
- F Do not add any drop shadow, or other text styles, to any part of the logo
- G Only use logo variations *that have been provided in this guide*; do not modify any part of the logo



LOGO

Do not place the logo too close to text, images, graphic elements or other logos. This clear space prevents conflicting with, overcrowding or decreasing the impact of our mark.

This area of breathing room is based on the "S" in our logo. This minimum space should be maintained proportionally when resized.



Single-color applications are available when required in either black, white or Walton's Orange. There must be adequate contrast between logo and background for this application.



LOGO WITH IMAGES

If a background image or graphic is used, the logo should be placed in a clear, non-cluttered section of the image with good contrast for readability.

TIPS

- Avoid busy images with too much detail
- Applying a darker or lighter transparency over an image helps make the text more readable



LOGO EXTRAS

Phone / Web / Address Applications.
More information is sometimes necessary to include with the logo. Add additional information to the logo as follows:



When the website is included but separate from the logo, it needs to be in all lowercase or all capital letters. Omit the www.

Tagline only applications. If the logo tagline, “Everything but the Meat” is taken out to be used as a sole design element, it needs no punctuation. Typographer quotes may be added if desired. Only the words Everything and Meat are to begin with a capital, as on the logo.

The tagline should appear in Windsor BT to resemble the logo whenever possible.

Note the use of typographer's quotation marks (“ ”) are not the default (") which is the symbol for inches. These are commonly confused. The diamond bullets used in the logo may be used in place of quotation marks.

“Everything but the Meat”

TYPOGRAPHY

When creating brand-related material, the following typefaces should be used in order to maintain a clear and consistent look. Any variation (bold, italic, etc.) of these fonts may be used.

Adobe Caslon Pro: This is our body text font

Agency FB: This is our Headline font

Gambler: This is our logo font

Reklame Script: This is our handwritten font

Typodermic: This is our alternate font similar to the logo

Windsor BT: This is our tag line font

WEBSITE ONLY

Arial Regular: Is for body/description text

Bitter Medium: Is for Product Headlines

Meta Serif Pro Bold: Is for Banner Graphic Headlines

LETTERHEAD

Walton's, Inc. has one official format to be used for typed documents. See the example on the next page.

Letters should be produced in block paragraph form in Times New Roman, Calibri or Adobe Caslon Pro. Text should be flush left and ragged right.

Point text size should be between 10-12 for body text and no more than 16 for headlines.

Begin your text below the Walton's logo, but no lower than 25% down on the page.

Always print on 8.5 x 11 inch paper.

Information printed on stationary should fit the template design provided.

The letterhead can be found in the company shared file system under:
Shared drive (S:) - Office Forms - Letterhead

If modifications are believed to be needed please contact the Graphics department for more information.



May 7, 2018

Address Name
Title
Numbered Street
City, State, Zip

Greetings,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed semper leo non ante convallis, et convallis quam vulputate. Etiam imperdiet venenatis justo eget lacinia. Nam id lacus et nulla finibus semper sit amet et erat. Aenean dignissim finibus bibendum. Nullam hendrerit portitor dignissim. In risus dui, accumsan a orci at, facilisis faucibus augue. Aliquam pulvinar vestibulum leo, et gravida orci elementum ut. Duis eget felis eget libero dictum maximus. Integer ac pellentesque dolor. Suspendisse potenti.

Curabitur molestie ultricies quam, sed imperdiet mi. Nullam iaculis ligula id massa ornare fringilla. Nullam eleifend gravida lacus, eu mollis nibh iaculis quis. Sed mi dui, iaculis sit amet nisi vel, iaculis ultrices odio. Sed in erat accumsan, ultrices sapien vel, laoreet ante. Pellentesque vulputate nec mauris et luctus. Proin finibus dui purus, id dictum libero tempus sit amet. Phasellus eleifend nulla et volutpat porta. Fusce lacinia quam augue, sed euismod risus facilisis elit ut vestibulum.

Duis ultricies odio eget lorem lacinia vulputate. Mauris ultricies lacus leo, ut volutpat risus auctor sed. Donec eu tortor ac sem tempus facilisis quis ac odio. In id mi fringilla, blandit quam et, tempus orci. Nunc a dolor augue. Morbi vitae risus mauris. Quisque placerat libero lacus, eget scelerisque purus consectetur ac. In malesuada iaculis cursus. Curabitur commodo condimentum dolor, quis gravida arcu auctor nec.

Donec in nibh egestas, consectetur mauris nec, ultricies nibh. Quisque sit amet nisi rhoncus, eleifend elit sit amet, tincidunt quam. Integer ornare odio ut mauris quis felis. Donec imperdiet eros lacus, eget mattis arcu suscipit ut. Integer at est non mi elementum vulputate.

Aenean consequat gravida venenatis. Vivamus euismod fringilla pharetra. Cras auctor blandit nisi eget vulputate. Curabitur aliquet augue ultrices, cursus tellus rutrum, efficitur libero. In consectetur ipsum id purus posuere elementum. Integer sed elit vitae tellus scelerisque convallis nec fringilla mauris. Nullam a magna non mi ullamcorper scelerisque id at eros. In eu mollis felis. Ut sed viverra nulla, eu tincidunt dolor. Sed portitor leo vitae dapibus tincidunt. Ut elementum vitae dolor vel ultrices. Etiam scelerisque lacinia suscipit.

Sincerely,

Your Name

3639 N. Comotara • Wichita, KS 67226 • 800-835-2832 • waltons.com



Always refer back to this guide or contact Creative Design if you have any questions on a project. This guide is to help you keep our brand presence as cohesive as possible across all applications.



MEATGISTICS

FROM ANIMAL TO EDIBLE



BRAND STANDARDS

LOGO

This is the primary logo of the **MEATGISTICS** brand to be used in multiple applications. **MEATGISTICS** is a sub-brand of Walton's, Inc.

The **MEATGISTICS (.com)** brand represents an online meeting place; a virtual community where our retail customers may interact, learn, be entertained, ask questions, exchange information about meat-making topics and discuss using Walton's products and merchandise with our subject matter experts and each other. Its objective is to promote positive impressions of and brand loyalty to Walton's Inc. products.

The content of the website is video livestream chats, podcasts, how-to video presentations and archived previous episodes. It includes blogs, recipes and resources for meat making.



It is essential to the success of the brand that the logo always be applied carefully and with respect in every application.

As shown, whenever referencing the **MEATGISTICS** brand in text, it should appear in all-capital letters.

Please discontinue use of non-current logos. It creates confusion and discord.



The smallest the horizontal logo should be represented: **Print:** 1" wide, **Digital:** 175px × 50px, 72 ppi. The tagline must always be clearly legible.

SQUARE LOGO

The square format **MEATGISTICS** logo is for secondary-use applications. It offers a more vertical, compact orientation with a smaller footprint.

With the name **MEAT GISTICS** divided into two groupings, it is slightly less easy for readers to understand, thus the secondary usage.

It should be used in situations when the reader already has some familiarity with the **MEATGISTICS** brand and it is appropriate for apparel applications, product labels and graphics, website promotion and web use.

(Note that the color version of the square logo does not have the drop shadow effect used in the horizontal primary logo.)



The smallest the logo should be represented: **Print:** ¾" wide, **Digital:** 100px × 100px, 72 ppi. The tagline must always be clearly legible.



LOGO

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the look of the logo by skewing, distorting or rotating it in any way. This includes adding unnecessary text decorations like drop shadows and outlines. Please rework your design to fit within these parameters. These same principles apply to the square-format logo version.

- A Do not resize the logo disproportionately
- B Do not rotate the logo
- C Do not resize any part of the logo
- D Do not change the logo colors (reference the Color Usage section)
- E Do not add any stroke to any part of the logo
- F Do not add any drop shadow, or other text styles, to any part of the logo
- G Only use logo variations *that have been provided in this guide*; do not modify any part of the logo

A



B



C



D



E



F



G



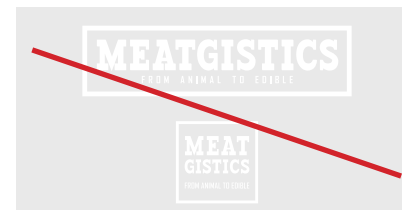
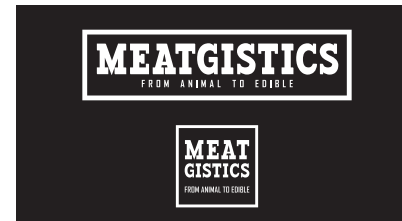
LOGO

Do not place the logo too close to text, images, graphic elements or other logos. This clear space prevents conflicting with, overcrowding or decreasing the impact of our mark.

This area of breathing room is based on the "S" in our logo. This minimum space should be maintained proportionally when resized.



Single-color applications are available when required in either black, white or Walton's Orange. There must be adequate contrast between logo and background for this application.



LOGO VARIATIONS

Other than shown previously, no other variations of the logo designs are approved. Any exception to the logo standards requires prior approval by the Graphics Department.

PAIRING WITH THE WALTON'S LOGO

MEATGISTICS as noted previously, is a sub-brand of Walton's Inc.

When appearing next to the Walton's logo to promote MEATGISTICS (as on the MEATGISTICS web pages), the logo may be placed before the Walton's logo, either above or on the same line. See the examples at right for the correct proportions and size relationships.

When the MEATGISTICS logo accompanies the Walton's logo in close proximity when promoting Walton's Inc, the Walton's logo should appear first, above or at left. See the examples at right for the correct proportions and size relationships.

The separation distances shown are minimum and may always be greater. The minimum separation is determined by whichever logo has the wider "S."



MEATGISTICS promotional uses with minimum separation from the Walton's logo.



Walton's promotional uses with minimum separation from the MEATGISTICS logo.



LOGO APPAREL & MERCHANDISE

Examples of acceptable use on brand-promoting apparel and merchandise.



LOGO WITH IMAGES

If a background image or graphic is used, the logo should be placed in a clear, non-cluttered section of the image with good contrast for readability. When used on other than a white background, the MEATGISTICS logo itself **must** have a white background that extends at least the width of the border beyond the black border for visibility and readability. The white background must be $\geq 70\%$ opacity. This applies to both versions of the logo.

TIPS

- Avoid busy images with too much detail
- Applying a darker or lighter transparency over an image helps make the text more readable



LOGO EXTRAS

When the website is included with either version of the logo, it should appear in ALL CAPS using Agency FB Bold font, the same color as the border, and be no taller than the “I” in MEATGISTICS to maintain good proportions with the logo. It may be smaller.



Tagline only applications. If the logo tagline, “FROM ANIMAL TO EDIBLE” is taken out to be used as a sole design element, it needs no punctuation. Typographer quotes may be added if desired. It may be used in all caps or Title Case. The tagline should appear in Agency FB Bold to resemble the logo whenever possible. It may be used in any of the three MEATGISTICS approved colors.

FROM ANIMAL TO EDIBLE

From Animal To Edible

TYPOGRAPHY

When creating brand-related material, the following typefaces should be used in order to maintain a clear and consistent look. Any variation (bold, italic, etc.) of these fonts may be used.

Adobe Caslon Pro: This is our body text font

Agency FB: This is our Headline font

Reklame Script: This is our handwritten font

Typodermic: This is our alternate font similar to the logo

Windsor BT: This is our tag line font

WEBSITE ONLY

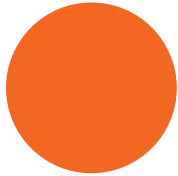
Arial Regular: Is for body/description text

Bitter Medium: Is for Product Headlines

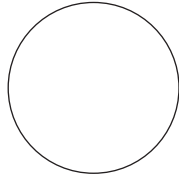
Meta Serif Pro Bold: Is for Banner Graphic Headlines

COLOR USAGE

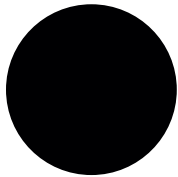
Color is an important part of brand consistency. Consistent use of brand colors will reinforce the cohesiveness of the brand. Whenever representing the MEATGISTICS brand, with or without the logo, these colors should be predominant. Use these colors to obtain the best possible color match.



Walton's Orange
C:0, M:74, Y:100, K:0
PMS:165
Hex: #FF6600



White:
C:0, M:0, Y:0, K:0
Hex: #FFFFFF



Black
C:60, M:40, Y:30,
K:100
Hex: #000000

TEXTURES / BRAND IMAGERY

Associated textures and types of images or backgrounds appropriate for use with the brand.

Fire



Ground meat



Smoke



Sausage or Smoked Meat



Grey Granite



Wild Game



**“Everything
but the Meat”**

From Animal To Edible

Last Update: February 2024