Tanimura & Antle
Style Guide

Guidelines for Use and Presentation of Tanimura & Antle Corporate Identity

Printed and electronic media

July 2011

Tanimura & Antle Fonts

Professionally printed material that is created or designed featuring Tanimura & Antle products or company, including signs and banners, should use one of these fonts. These items represent our company to both the trade and/or general public they need to be consistent with our brand image.

Tanimura & Antle
Georgia Bold

Tanimura & Antle
Georgia Regular

Georgia should be used for publications, brochures, and reference manuals that are developed to represent our company. Serif fonts are generally easier to read in body text.

Tanimura & Antle
Futura Medium BT Bold

Tanimura & Antle
Futura Medium BT Regular

Sans serif fonts are better suited for PowerPoint presentations, advertisements, and reverse type (white lettering on a dark background).

These font families work well together and can be used interchangeably – for example, using one for a headline and display matter, the other for body copy and subheads.

Tanimura & Antle Alternative Fonts

NUMBERS

(800) 772.4542
Times New Roman Bold

(800) 772.4542
Times New Roman Regular

When using the Georgia font in documents all numbers need to be in the Times New Roman font. The Georgia font numbers are subscripted which causes difficulty in reading. Times New Roman is very similar to Georgia and allows for easier reading of the line.

(800) 772.4542
Futura Medium BT Bold

(800) 772.4542
Futura Medium BT Regular

ALTERNATIVE FONTS

Tanimura & Antle
Verdana Bold

Tanimura & Antle
Verdana Regular

Tanimura & Antle
Times New Roman Bold

Tanimura & Antle
Times New Roman Regular

In the event that either the Georgia or Futura fonts are not available Verdana and Times New Roman have been selected as alternate fonts. These are found on most computer and email programs.

If any of these fonts are unavailable please contact the Marketing Department.

Tanimura & Antle Logo

When using the Tanimura & Antle Logo in printed or electronic media, the following logos options are available. **The preferred logo for Tanimura & Antle is the 3-color logo shown here.**

When the three-color logo cannot be printed for cost or design considerations, use a one-color logo shown below; Reflex Blue, Black/White or Greyscale.

3-color logo

1-Color
Reflex Blue

Black &
White

Greyscale

None of the elements of the logo in any of its versions may be altered, modified, or presented in any way other than as described here. **Be careful not to alter the proportions of the logo.** For product specific logos, contact Tanimura & Antle Marketing Department.

Note that the Tanimura & Antle Logo is to be shown with ® **not** ™. If the ® symbol will not print legibly, leave off completely.

Exceptions to these approved forms need to be approved by the Marketing Department.

Tanimura & Antle Logo

Color Information & Logo Placement

PMS 186

RGB
198R, 12G, 48B
CMYK
0C, 100M, 75Y, 4K

PMS Reflex Blue

RGB
0R, 35G, 149B
CMYK
100C, 82M, 0Y, 2K

The preferred logo for Tanimura & Antle is the 3-color logo shown here.

In its 3-color version, the Tanimura & Antle logo uses PMS Red 186, PMS Reflex Blue and White. Please insure that your vendor uses these colors in all print representation of the Tanimura & Antle logo whether 3-color or 1-color Reflex Blue.

When using the Tanimura & Antle Text Only logo in print or electronic media, the 1-color logo should be PMS Red 186 or PMS Reflex Blue or White.

See below for tone on tone logo use for premiums and attire.

Logo Placement
Whenever possible, the Tanimura & Antle logo should be placed in the upper left corner of a document.

TAB 3 Color Logo

Electronic versions of logo artwork can be requested through the Tanimura & Antle Marketing Department. Logo files are available in several different file formats (.eps .pdf, etc). Please specify format or clarify use when requesting file.

Tanimura & Antle Logo

Premiums and Attire

When purchasing premiums or attire, the Tanimura & Antle logo use is prioritized as follows:

1. Tanimura & Antle logo – 3-color
2. Tanimura & Antle Text Only logo – using one of the identified logo colors or Tone-On-Tone
3. Tanimura & Antle logo - Tone on Tone

These logos must be reproduced from authorized camera-ready art or from an electronic version of the logo artwork.

When putting the Tanimura & Antle logo on attire, if embroidered, always use the bald logo. The bald logo is a logo without the "Grown with Family Pride for 3 Generations" tagline. If screen-printing the logo onto attire, the tagline should print clearly. If unable to print clearly, or you have concerns related to the clarity of print, please use the bald logo.

Sample of Tone-On-Tone

Tanimura & Antle Bald Logo

Tanimura & Antle

Editorial Style Standards

OFFICIAL CORPORATE NAME

The official name of the company is Tanimura & Antle, Inc.

The shortened version of the name is Tanimura & Antle, with the ampersand. Please note that "Tanimura and Antle" is incorrect.

DESCRIPTIVE TEXT

The following text should be used when a short description of the company is required.

94 words:
Tanimura & Antle is an industry leader whose commitment to premium quality produce has remained strong since its formation in 1982. The Tanimura & Antle families combined more than 50 years of experience and knowledge to establish a produce company unrivaled in its quality products, innovation and dedication to growers, customers, consumers and employees. Today, as one of the largest independent lettuce growers in the United States, Tanimura & Antle farms more than 30,000 acres of rich, fertile farmland and ships a full line of premium fresh produce throughout North America, Europe and Asia.

68 words:
In 1982, the Tanimura & Antle families combined more than 50 years of experience to establish a produce company unrivaled in its quality products, innovation and dedication to growers, customers, consumers and employees. Today, as one of the largest independent lettuce growers in the United States, Tanimura & Antle farms more than 30,000 acres of rich, fertile farmland supplying premium fresh produce throughout North America, Europe and Asia.

OFFICIAL TAG LINES

Preferred Option

Grown with Family Pride for 3 Generations
(Verdana)

Use this tag line at the base of a communication or in the return address line of an envelope. Please do not use other placement unless reviewed by Marketing Department
Use the Verdana font for on-line/e-mail communications

Alternative Option for Sales Communications

Quality · Service · Innovation
(Verdana)

PHOTO USE POLICY

The Tanimura & Antle Marketing Department has numerous professional photographs of business operations. If you are in need of a photograph for a business purpose, please contact the Marketing Department.

Please obtain approval from the Marketing Department for the use of any published or unpublished photographs taken of any aspect of the business.

Tanimura & Antle Marketing Department **800.772.4542**