

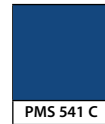
**BASIC AMERICAN FOODS**

TM

## Logo Usage Guidelines

**BASIC AMERICAN FOODS**

TM



Pantone 541  
CMYK: 100/57/0/38  
RGB: 0/70/127  
Web: 7/2B/61

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Acceptable  
Black and white version

### Variations not permitted:



Do Not Reverse the Logo lock up



Do Not Extract wordmark from oval



Do Not Stretch vertically or horizontally



Do Not Use unapproved colors to fill the Logo lock up



Do Not position the Logo lockup at an angle



Do Not place the Logo lockup over a busy or strongly patterned background

### RULES AND USAGE

*(please follow these rules in addition to the above illustrations)*

**Sizing and Backgrounds:** SIZE: The logo may never be used at a percentage below 10% of its actual size (and/or never smaller than 1" in length).  
BACKGROUNDS: The logo may NEVER be used over a patterned background (as above) and is suggested to be used on white 0% or screen tints of light beige tones at 20% and under.

**Downloads:** There is both a high resolution .eps (spot color ON) and low resolution .png (background transparency ON) available online at [baf.com](http://baf.com), click on Logos & Photos.

**Configurations:** These guidelines and restrictions apply to all circumstances within print and digital applications of the logo.

**Important Note:** The colors on this page are for display only, and must not be used for proofing. For color accuracy, please refer to a Pantone® swatch book or approved color samples. CMYK, RGB and web values are from values supplied by Pantone®.

**For Questions Regarding Guidelines:** Please contact Basic American Foods Communications Manager 925.472.4145 [rojensen@baf.com](mailto:rojensen@baf.com) or Marketing Department Graphic Designer [lgraffeo@baf.com](mailto:lgraffeo@baf.com).