





WHAT IS A STYLE GUIDE?

A style guide is a simple set of rules and examples that helps create the messaging and voice of a company. At FCI, our mission is to be the exceptional partner of choice for functional dairy ingredients. One of the key ingredients to becoming that exceptional partner is to provide consistent messaging and professionalism.

WHY DO WE NEED A CORPORATE STYLE GUIDE?

A style guide helps everyone in the company — from administrative assistants to our CEO — communicate a consistent voice to customers, vendors and anyone who comes in contact with us.

At FCI, we have built a reputation for going the extra mile. We believe the little things matter. Consistency is a huge part of our success. From email signatures and corporate fonts to PowerPoint photos and print advertisements, we will not take shortcuts in providing a consistent customer experience.

LOGO USAGE

OUR STANDARD LOGO

The First Choice logo is the most visible and recognizable expression of our brand. It represents our identity and is a valuable piece of intellectual property. As a crucial part of our brand, it is important to control and regulate its use. Do not alter our logo in any way.

HORIZONTAL VERSIONS

BLACK & GREEN: 4C

GREEN: 4Cgreen

BLACK: K

WHITE (REVERSE): OK

VERTICAL VERSIONS

BLACK & GREEN: 4C

GREEN: 4Cgreen

BLACK: K

WHITE (REVERSE): OK

Following are examples of correct and incorrect usage of our logo. As a general rule, if there is a question as to its correct usage, please contact the marketing department. Please note that third-party use of our logo without express written permission is strictly prohibited.



CORRECT USAGE:



First Choice
INGREDIENTS



First Choice
INGREDIENTS



First Choice
INGREDIENTS



INCORRECT USAGE:



ALTERED MARK OR ELEMENTS



MODIFIED COLORS



SCALED



REVERSAL OF TYPE & MARK



MISSING ELEMENTS



IMPROPER CROPPING / CUT OFF



SKEWED



MODIFIED FONT



ILLEGIBLE / IMPROPER USE OF REVERSAL

LOGOMARK USAGE

THE “F” OVAL LOGOMARK (WITHOUT TYPE)

For branding opportunities where FCI type may be too small, or with repeated use of the standard logo, the “F” Oval Logo mark (without type) may be used. As a general rule of thumb, the collateral or piece in question must already include the words “First Choice Ingredients” somewhere within the material. For instance, once the corporate logo has been introduced in the beginning of a presentation, the “F” Oval Logo mark (without type) may appear as an additional graphical support of the brand within the presentation.



CORRECT USAGE:



INCORRECT USAGE:



SCALED MARK



MODIFIED COLORS



IMPROPER CROPPING / CUT OFF



SKEWED



MISSING ELEMENTS



ILLEGIBLE / IMPROPER USE OF REVERSAL

LOGO: ADJACENT ELEMENTS

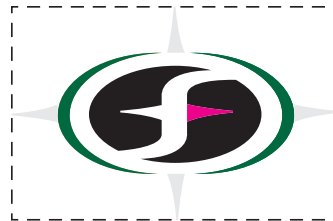


When placing the complete logo in your designs, make sure there is ample room on all sides so that it can easily stand out. Never place the logo in close proximity to other content so that it is indistinguishable. A good rule of thumb is to leave a space all around the logo equivalent to the height of the **F** (shown in pink). The logo should always be prominent and in strict adherence to the color guidelines.

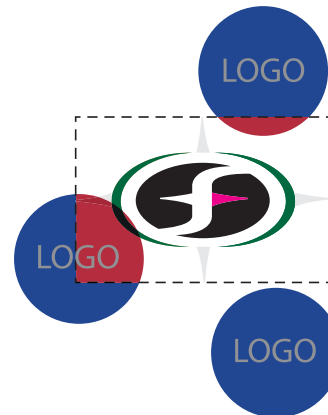
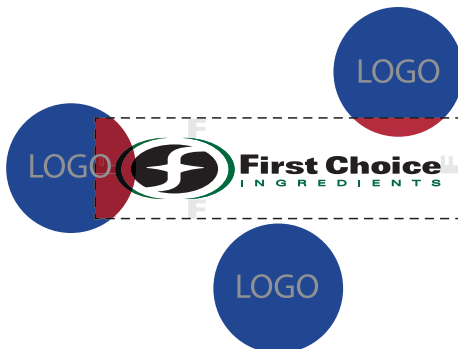


When placing the logomark in your designs, make sure there is ample room on all sides so that it can easily stand out. Never place the logomark in close proximity to other content so that it is indistinguishable. A good rule of thumb is to leave a space all around the logo equivalent to the width of the **F**'s arm (shown in pink). The logo should always be prominent and in strict adherence to the color guidelines.

CORRECT SPACING:



INCORRECT SPACING:



OUR IDENTITY

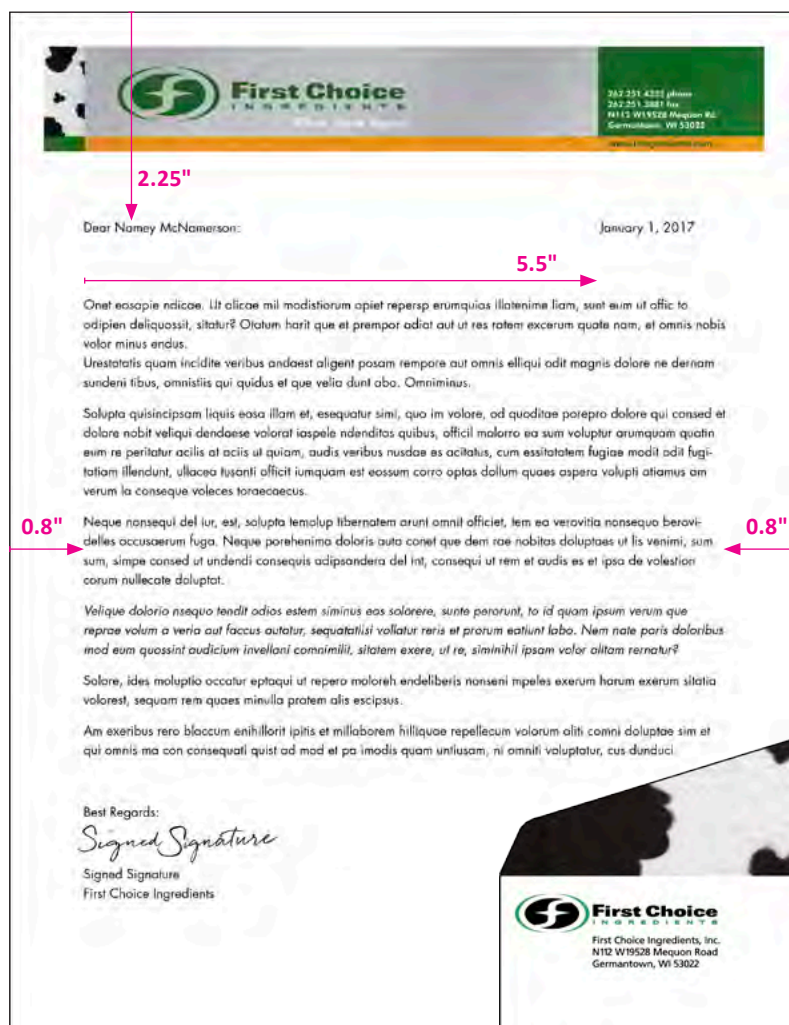
All stationery (business cards, letterhead and envelopes) can be ordered and/or picked up directly from the home office. For those at off-site locations, we can ship supplies, but please maintain an inventory so that we can provide materials directly to you when you are in the corporate office.

As the digital age of communication continues to replace traditional correspondence, we must continue to transfer the same consistent standards across both formats. For writing letters and addressing envelopes, please use the approved corporate fonts at the dimensions noted. Standardized digital letterhead templates are also available from the marketing department and updates to the format will be distributed on a regular basis.

THE FIRST CHOICE INGREDIENTS MISSION:

To be the exceptional partner of choice for functional dairy ingredients.

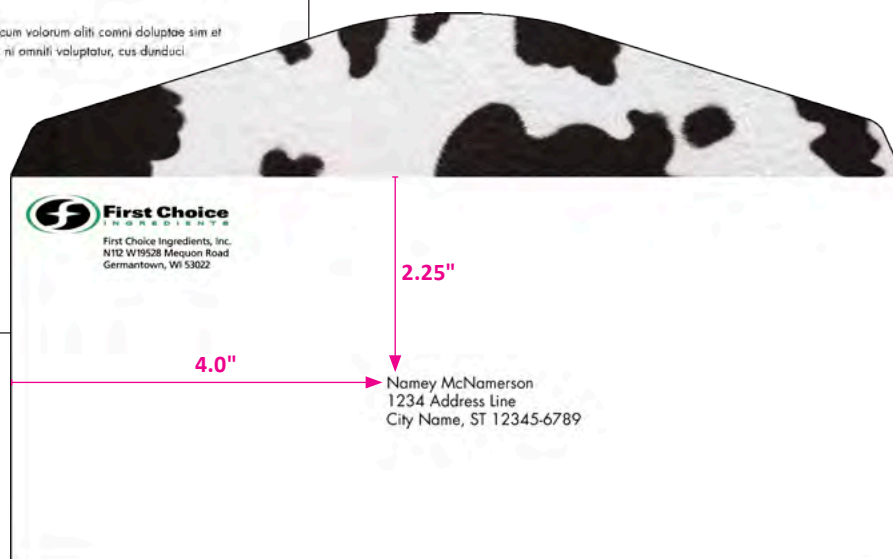
The type size of all First Choice postal correspondence
is **ALWAYS** to be 12-point type.



LETTERHEAD

Word processor document settings:

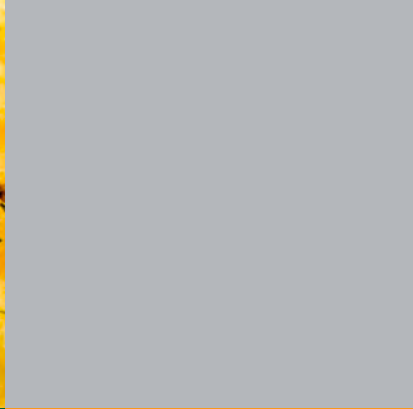
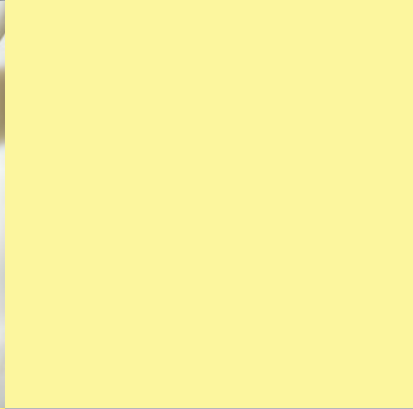
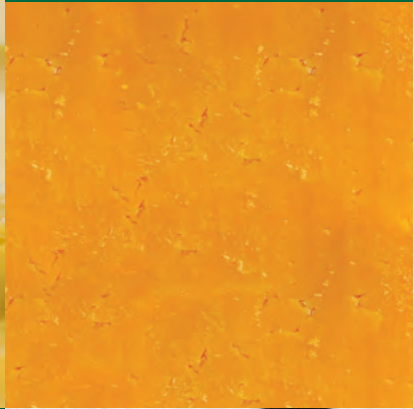
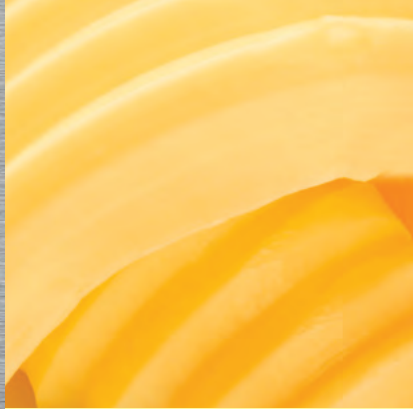
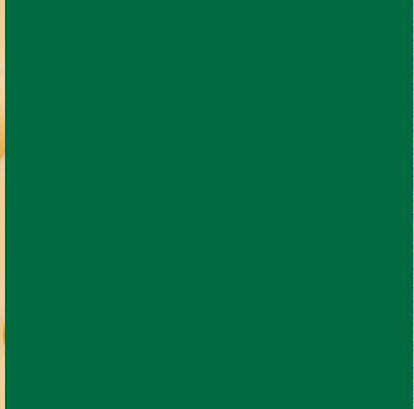
- Left and right margins: 0.8 inches
- Top margin: 2.25 inches
- Tab (date): 5.5 inches



ENVELOPE

Word processor envelope settings:

- Left margin: 4.0 inches
- Top margin: 2.25 inches



TEXTURES & COLORS

TEXTURES

In order to portray the breadth of our operation, we use a variety of textures in conjunction with our corporate colors, achieving a consistent look. In general, these textures fall into three categories: cow print, product application (cheese and dairy) and stainless steel.

COLOR PALETTE

To ensure we are staying consistent with the First Choice brand, we use only these colors, plus black, to guide all designs and layouts, both online and in print. We expect strict adherence in order to achieve desired consistency.



STEEL

CMYK: 29/22/20/1

RGB: 180/182/186

PANTONE: 422 C



BUTTER

CMYK: 29/22/20/1

RGB: 255/246/157

PANTONE: 100 C



CHEESE

CMYK: 29/22/20/1

RGB: 248/153/29

PANTONE: 144 C



FC GREEN

CMYK: 100/0/83/47

RGB: 0/105/64

PANTONE: 349 C



FC GREEN DK

CMYK: 100/0/83/57

RGB: 0/92/54

PANTONE: 350 C

FONTS

The primary corporate font for FCI is Futura. Futura is the fully developed prototype of the 20th century Geometric Sans-Serif and is used in all of our corporate communications pieces. When possible, please use Futura in your communications.

Calibri is the alternate font that is acceptable only when Futura is not available. It is important to avoid using any fonts other than Futura or Calibri.

Futura Book | Calibri Regular

FONTS

PREFERRED APPLICATION

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ALTERNATE APPLICATION

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

EMAIL SIGNATURES

Email correspondence has become the standard in the business world. In order to present a more unified, professional appearance in all communications at FCI, please use the guidelines regarding type, size and color on the following page. In general, do not include a traditional street address, vcards, taglines or quotes.

Firstname Lastname

OFFICIAL TITLE | FIRST CHOICE INGREDIENTS

p: 262.251.4322 | f: 262.251.3881

www.fcingredients.com

The type size of all First Choice email correspondence
is **ALWAYS** to be 14-point type.

EMAIL SIGNATURES

Firstname Lastname

OFFICIAL TITLE | FIRST CHOICE INGREDIENTS

p: 262.251.4322 | f: 262.251.3881

www.fcingredients.com

Name

Calibri Bold | 14pt | black

Uppercase/Lowercase

OFFICIAL TITLE | FIRST CHOICE INGREDIENTS (all caps)

Calibri Bold | 10pt | black

ALL UPPERCASE

- Two spaces after title
 - Vertical bar in corporate orange
 - Two spaces after vertical bar
-

Phone | Fax

www.fcingredients.com (always on its own line)

Calibri Regular | 10pt | black

Uppercase/Lowercase

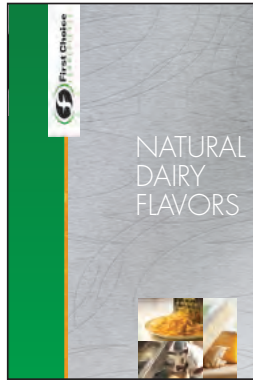
- Two spaces after phone number
- Vertical bar in corporate orange
- Two spaces after vertical bar

THE FIRST CHOICE LOOK

The First Choice look is intended to convey our mission to be the exceptional partner of choice for functional dairy ingredients. We will promote our key selling proposition that we are a world-class R&D operation and full-scale production facility that produces dairy concentrates for a variety of end products. To that end, R&D, production and finished product images will be portrayed when space is available. Our textures, photos and color palette will be used to convey these attributes consistently.



EXAMPLES: PRINT MEDIA



PRESENTATIONS

FCI presentations to potential customers are an important part of the sales process. We expect consistency in order to leverage our brand and build equity.

The marketing department will provide templates to build our presentations via PowerPoint, and in some cases will build the presentations. While we understand each presentation will be different, the look and feel of the brand needs to be consistent.


The following page shows acceptable templates that will further the brand. While there are no strict rules, our goal is to have the viewer focus on the message and avoid too much clutter of images. The corporate font at appropriate sizes, as seen here, is the preferred application.

The corporate “F” Oval Logo Mark (without type), is the preferred method of use in the body of the presentation. We use the logo mark without the type in this application to avoid additional words on each slide. The ideal use of the corporate “F” would occur on each third or fourth slide, where applicable.

Please contact corporate marketing for any clarifications.



EXAMPLES: POWERPOINT



Chasing the Butterfly

A Perspective on Clean Label Product Development

Roger Mullins
Senior VP of R&D and COO
First Choice Ingredients, Inc.
Germantown, WI

Clean Gets Clearer

From clean to clear – the new wave of transparency in food and beverage

The demand for real, simple and wholesome ingredients has forced food and beverage manufacturers to “clearup” their ingredient declarations.

- Ingredient storytelling, based on a true story – reinforcing the emotional and social/cultural aspects of food and use of verified partners to support “better-for-you” and “better-for-planet” claims. (Non-GMO Project Verified, USDA Organic, Fair Trade Certified, etc.)
- Local sourcing matters – the impacts of backwards integration & benefits of supporting small cooperatives

Clean Label Compliance Guidelines

3 KEY ELEMENTS OF OUR “CLEAN LABEL” DEFINITION –

- Simple ingredients
- Free from additives
- Naturally processed




Benefits of Clean Label Concentrates

- Made with 100% Free or Organic Cheese (100% Free – free of synthetic growth hormones)
- Readily available
- Cost effective
- Simple ingredient statements
- Easy to pronounce ingredients
- Maximum strength
- Well balanced flavor
- Low sodium, low fat, low sodium, low calories, low fat
- Reduces formulation costs
- Enhance flavor in finished application

History

- 1994 – First Choice Ingredients was established
- 2002 – Consolidated Germantown, Wisconsin facility housing R&D, Manufacturing, Sales and Distribution
- 2008 – Built on additional facility housing R&D, Marketing, Distribution, Dry Blending, and Refrigerated Warehousing
- 2010 – Grown to a staff of over 80 people with more than 50,000 square feet of manufacturing and warehouse space
- 2011 – Expanded R&D and Applications laboratories and dry blending and warehousing
- 2015 – Expanded technical staff significantly with additions of Dairy Scientists and additional applications
- 2016 – Purchased additional 84,000 sq. ft. building, and equipment enabling FCI to expand product offerings. Total square feet now in excess of 150,000 sq. ft.
- 195+ years of technical experience in-house




Our Clean Label Product Offerings

■ Cheddar Cheese Concentrates	■ Cream Concentrates
■ Parmesan Cheese Concentrates	■ Sweet Cream Concentrates
■ Romano Cheese Concentrates	■ Butter Concentrates
■ Swiss Cheese Concentrates	■ Buttermilk Concentrates
■ Blue Cheese Concentrates	■ Sour Cream Concentrates
■ Mozzarella Cheese Concentrates	■ Cream Cheese Concentrates

Natural, Kosher-able, Halal-able, Gluten Free and GMO Free
Available in paste and powdered form
Recommended usage rates: 0.25% - 2.0% (in final formula)

Label statements read:
Paste: “Cheese Variety, Water, Salt, Xanthan Gum”
Powder: “Cheese Variety, Whey, Nonfat Dry Milk, Salt, Xanthan Gum”

What is a Dairy Flavor Concentrate?

- Natural dairy flavor concentrates are created through enzyme modification, reaction and compounding technologies
- These concentrates are rich in desirable flavoring compounds, free from bitter or soapy off-flavors and have enhanced strength and flavor profile
- Our concentrate library includes enzyme modified and/or cultured cheeses, butter, cream, yogurt, milk and other raw materials
- Concentrate delivery systems include pastes, liquids, powder (spray dried or plated)



Enzymes and Cultures used to make Dairy Flavor Concentrates

LIPASES

- Cleave triglyceride chain into free fatty acids and mono and diglycerides
- Secondary reactions yield: methyl ketones, alcohols, esters, lactones, aldehydes

PROTEASES

- Cleave proteins into free amino acids and peptides
- Secondary reactions yield: amines, ammonia, sulfur compounds

MESOPHILIC/THERMOPHILIC CULTURES

- Metabolize lactose into lactic acid and other flavorful compounds such as: citralones, propionic acid, acetaldehyde, acetic acid, etc.

Enzymes are proteins which accelerate chemical reactions.

Enzyme activity is affected by temperature, pH and starting substrate.




Thank You

Roger Mullins
Senior VP of R&D and COO
Email: MullinsR@firstchoiceinc.com
Phone: 262.251.4322



For additional questions or approval of content,
please contact: pekara@fcingredients.com