

# whole identity

AN IDENTITY AND TRADEMARK GUIDE







“IF THIS BUSINESS WERE SPLIT UP, I WOULD GIVE YOU THE LAND AND BRICKS AND MORTAR, AND I WOULD TAKE THE BRANDS AND TRADEMARKS, AND I WOULD FARE BETTER THAN YOU.”  
—John Stuart, former CEO of Quaker® Oats

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“THE ONLY PLACE YOU FIND SUCCESS BEFORE WORK IS IN THE DICTIONARY.”  
—Vince Lombardi

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*The colors in this guide should not be used for color accuracy. Please refer to the Pantone Color Formula Guide, available through your vendors.*



“BRAND EQUITY IS THE SUM OF ALL THE HEARTS AND MINDS OF EVERY SINGLE PERSON THAT COMES INTO CONTACT WITH YOUR COMPANY.”  
—Christopher Betzter

*What our customers say:*

Great Products Natural  
Best **Quality** Healthy  
Favorite My Nutrition Company  
High Quality

*What does Standard Process mean to you?*



whole | promise

“THE BEST SOURCES OF VITAMINS AND MINERALS ARE FOUND IN WHOLE FOODS.”  
—Dr. Royal Lee

*We know it. Our customers know it. Standard Process is more than what's in a bottle. What we grow and manufacture are the seeds of health and well-being. From those seeds, this promise grows: Standard Process, a chance to change a life.*







whole | mission

“SUCCESS MEANS NEVER LETTING THE COMPETITION DEFINE YOU. INSTEAD YOU HAVE TO DEFINE YOURSELF BASED ON A POINT OF VIEW YOU CARE DEEPLY ABOUT.”  
—Tom Chappell, Tom's of Maine®



## Our Mission

Standard Process is the visionary leader in whole food nutrient solutions. We apply systems thinking to holistic nutrition that empowers practitioners to transform lives.





“WHOLE FOOD NUTRITION BEGINS WITH SUN, WATER, AND FERTILE SOIL.”  
—Dr. Royal Lee



## Our Corporate Values

Standard Process demonstrates commitment to the Whole:

### PERSON

By fostering the physical, emotional, intellectual, and spiritual health of customers and employees

### PRODUCT

By emphasizing the importance of concentrated whole food ingredient sources and herbs in the product line

### PROCESS

By ensuring the highest quality in every stage of development, from farming through shipping

### PLANET

By utilizing environmentally safe farming, manufacturing, and business practices

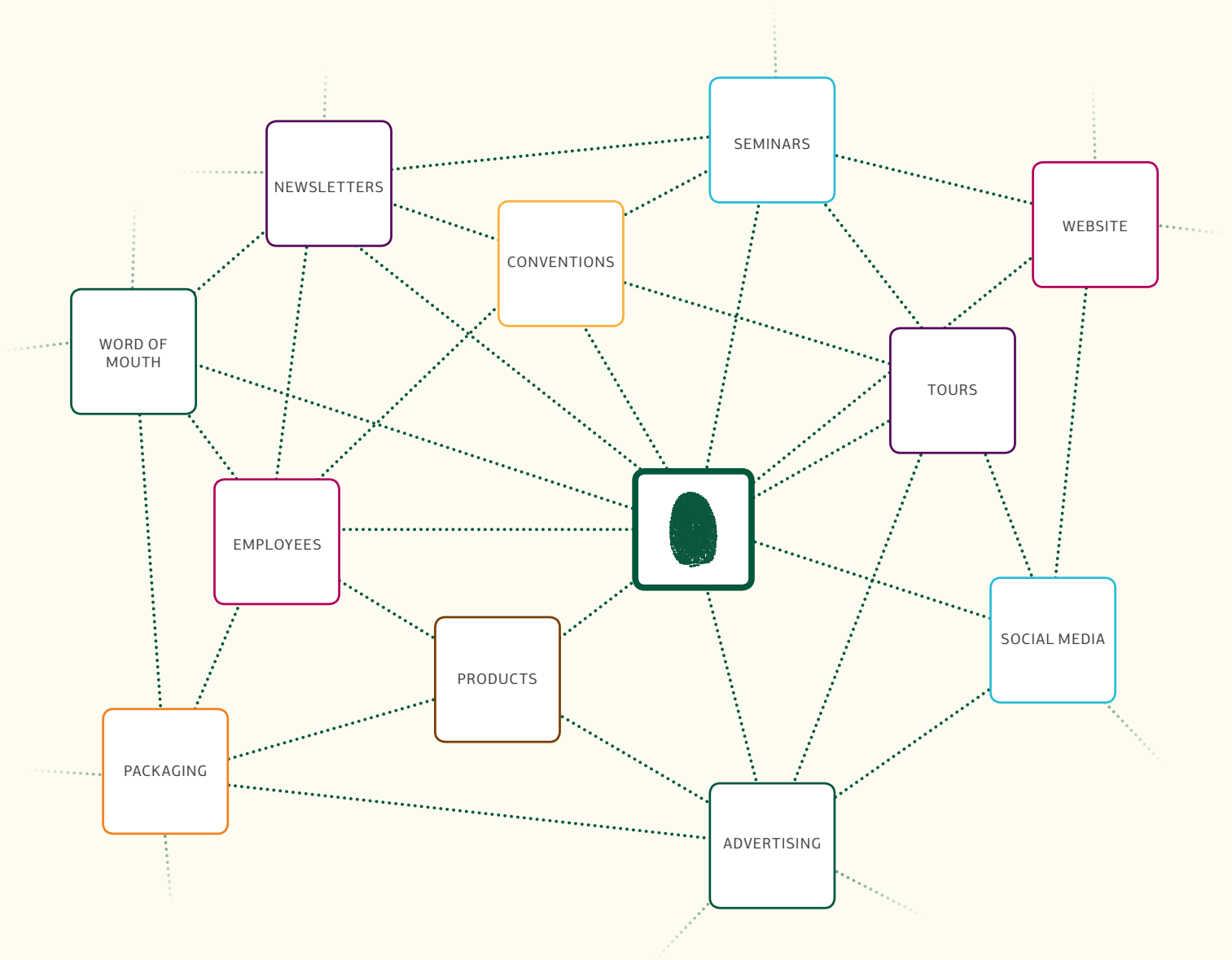
### POSTERITY

By preserving and strengthening the company for all future generations



“BRAND STRATEGY IS A ROAD MAP THAT GUIDES MARKETING; MAKES IT EASIER FOR THE SALES FORCE TO SELL MORE; AND PROVIDES CLARITY, CONTEXT, AND INSPIRATION TO EMPLOYEES.”

—Alina Wheeler, brand identity specialist



Every touch point is an opportunity to strengthen our brand and communicate its essence, providing customers with our brand experience.





**“TOO OFTEN WE UNDERESTIMATE THE POWER OF A TOUCH, A SMILE, A KIND WORD, A LISTENING EAR, AN HONEST COMPLIMENT, OR THE SMALLEST ACT OF CARING, ALL OF WHICH HAVE POTENTIAL TO TURN A LIFE AROUND.”**

*—Leo Buscaglia, author and motivational speaker*





## Logo Color

The Standard Process logo should always be rendered in green. For color accuracy use **Pantone® 343** or four-color process **C:98 M:0 Y:72 K:61**. Screening of our logos is not permitted.

Logos may be reversed out only on 100 percent black or 100 percent of PMS 343. When the logo is reversed out, it should be rendered in a 40 percent tint of PMS 7499.

Color



Black and White



Color—Reversed



Black and White—Reversed



## Standard Process Inc. Authorized Corporate Logos

These logos should only be used in conjunction with and in reference to the corporate headquarters and its products. The abbreviated Standard Process (SP) logo should only be used in cases where space is a restriction. All promotional items using the Standard Process logo must comply with Food and

Drug Administration (FDA) regulations and be approved by the corporate office prior to use. Please contact Stacy Blint, creative manager, at [sblint@standardprocess.com](mailto:sblint@standardprocess.com) for review prior to use of all literature and promotional items that use the Standard Process logo.







“A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL.”  
—Jeff Bezos, e-commerce pioneer

## Logo Use

Proper use of our trademarks and logos strengthens our identity and ensures its power in the marketplace. The following rules apply for all Standard Process trademarks.

- The name Standard Process should never be replaced, repositioned, or retyped in relation to the  logo. Do not replace the words “Standard Process” with any other word, name, or entity.
- The logo should never be obstructed; it should be seen in its entirety and not be overpowered by other designs.
- The  should never be used as the letters “SP” to spell a word or phrase.
- Do not manipulate the size and shape of the logo.
- Do not manipulate the relation of type to the logo. For example, do not put it under the “SP” or shrink it vertically to fit additional text next to the “SP.”
- Do not use the logo in any way that confuses or implies ownership by any other entity than the corporate office.
- Do not move or remove the trademark symbol from its location on the logo.



## Tag Lines

The following tag lines can stand alone or be used in conjunction with our logos:

- Whole Food Nutrient Solutions
- From Seed to Supplement®
- Authorized Independent Distributor
- Authorized Independent Sales Representative

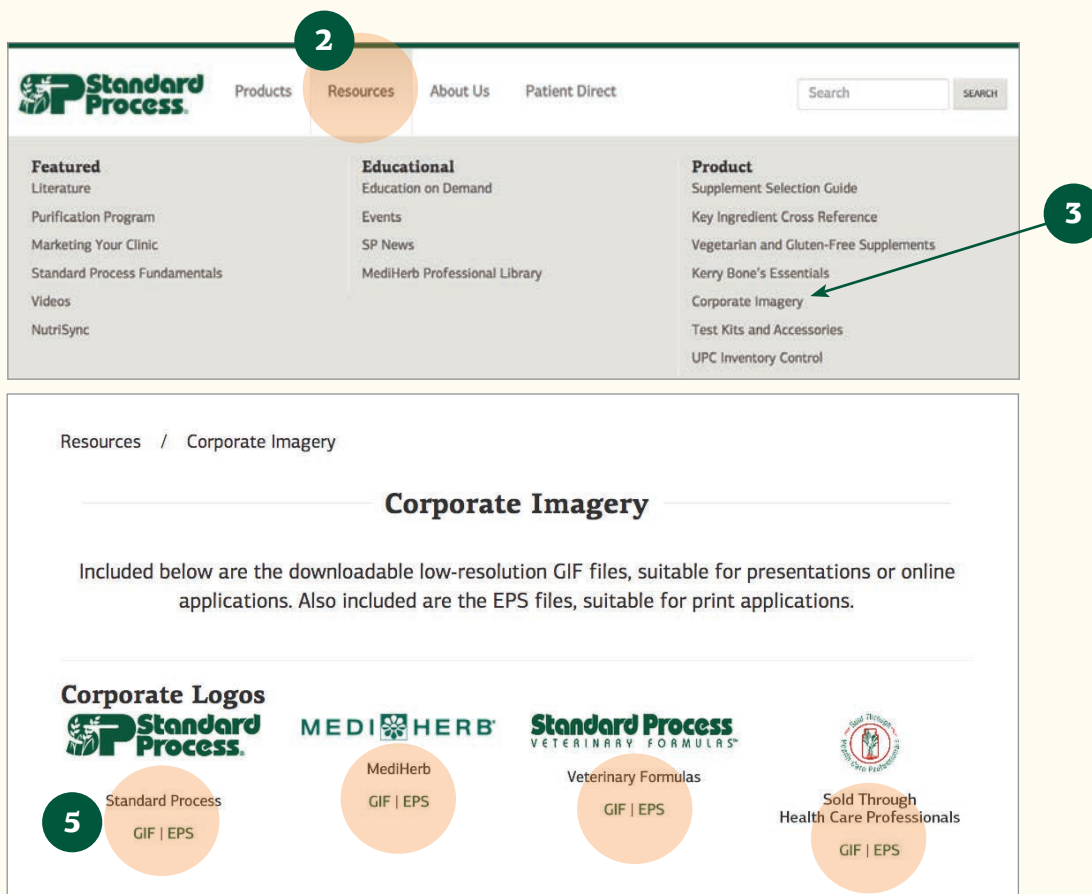
Unauthorized tag lines should not be used in conjunction with Standard Process logos unless prior authorization is given by the creative manager.



## How can I get the corporate logo?

The logo is available in the member section of the Standard Process website.

1. Log in at [standardprocess.com](http://standardprocess.com).
2. Click on “Resources” in the menu at the top of the page.
3. Select “Corporate Imagery” in the Product section.
4. Accept the resale policy and promotional rules (first-time users only).
5. To download a file, click on the logo format you need.



The screenshot shows the Standard Process website interface. At the top, there is a navigation bar with links for Products, Resources, About Us, and Patient Direct. A search bar is also present. Below the navigation bar, there are three main sections: Featured, Educational, and Product. The Product section lists various resources, including 'Corporate Imagery'. A callout box labeled '2' points to the 'Resources' link in the top navigation bar. Another callout box labeled '3' points to the 'Corporate Imagery' link in the Product section. Below this, a separate page titled 'Corporate Imagery' is shown, which includes a breadcrumb trail 'Resources / Corporate Imagery' and a heading 'Corporate Imagery'. The page text states: 'Included below are the downloadable low-resolution GIF files, suitable for presentations or online applications. Also included are the EPS files, suitable for print applications.' Below this text, there are four logo options: 'Standard Process', 'MediHerb', 'Veterinary Formulas', and 'Sold Through Health Care Professionals'. Each option has a callout box labeled '5' pointing to the 'Standard Process' logo format option.

## Use of Standard Process Intellectual Property

All materials (brochure, videos, sheets, images, etc.) made available on the Standard Process website are copyright protected and may not be distributed or made available for download through outlets other

than [standardprocess.com](http://standardprocess.com) unless otherwise noted. Downloaded materials may not be altered from their original form unless otherwise noted by Standard Process as for intended use.



## Trademarks

Proper trademarks should be used when referencing company names, product names, and other protected names on all collateral, including presentations, newsletters, letters, websites, etc.

### *Trademarks Referenced With **Initial** Use*

- **Standard Process Inc.:** Never place a comma before the “Inc.” “Standard Process Laboratories” is not an acceptable reference to Standard Process Inc. Do not use the trademark symbol with “Standard Process Inc.”
- **Standard Process®:** Never refer to the company as “SP.” “SP” is to be used as a symbol only and for special titles as designated by the corporate office, such as the SP News and SP Green Food®. The trademark symbol should not be used with “Standard Process” when discussing the *physical entity* but should be used on first reference (unless the logo appears on the page) when discussing the *brand*. It is not necessary to use the trademark symbol with “Standard Process” and “MediHerb” in text when the logo, which includes the trademark symbol, appears close to the copy on the same page.
- **Standard Process Veterinary Formulas™**
- **From Seed to Supplement®**
- **NutriSync®**
- **Patient Direct™ by Standard Process®**

- **Trademark symbols in product names:** Use the appropriate trademark symbol with trademarked product names on first reference within a piece of literature. Also use the symbol in all instances when a product name stands alone as a heading, bulleted item, table entry, or graphic element. Trademark questions can be directed to the in-house legal counsel.

### *Trademarks Referenced With **Each** Use*

- **Protomorphogen™ extracts:** Note that the “P” is capitalized; this should be capitalized every time the word is referenced. The ™ should be used every time the word is referenced. The “e” in extracts is not capitalized.
- **PMG™:** Only use when referring to a specific organ (e.g., bovine heart PMG™ extract). The ™ should be used every time “PMG” is referenced.
- **Cytosol™ extracts:** Note that the “C” is capitalized; this should be capitalized every time the word is referenced. The ™ should be used every time the word is referenced. The “e” on extracts is not capitalized.

## Other Corporate Terminology (Not Trademarked)

In addition to our trademarks, the following terms should be used as listed for consistency.

- Whole food
- Whole food sources
- Whole food ingredients
- Whole food ingredient sources
- Whole food philosophy
- Whole food nutrition
- Standard Process farm
- Certified organic farm (preferred) or organically certified farm
- FarmHouse
- Corporate office or corporate headquarters: not “home office”



“BE EVERYWHERE, DO EVERYTHING, AND NEVER FAIL TO ASTONISH THE CUSTOMER.”  
—Macy’s® motto

## Speaking the ‘Whole Food’ Language

There are important regulatory compliance issues when using the terms “whole food supplements” or “whole food ingredients.” This breakdown was created to highlight current definitions and best practices for use of these terms in all copy. Remember, it is always about context when using this language.

A **whole food supplement** is a complex formula that includes plant and animal extracts, desiccates, or other ingredients as required to create the best dietary supplement for each health indication.

**Whole food ingredients** include foods that are prepared in a way that safeguards their nutritional value. Some of these ingredients are grown locally on our certified organic farm, including alfalfa, barley grass, beets, Brussels sprouts, buckwheat, kale, kidney beans, oats, pea vine, Spanish black radish,

and sweet potatoes. This allows us to control the quality of these ingredients from seed to supplement. These ingredients may require chopping, dicing, juicing, and/or drying.

### **Instead of writing:**

Standard Process makes whole food supplements.  
Whole food supplements

**Use:** Standard Process makes supplements with whole food and other ingredients.

**Or:** supplements made with whole foods and other ingredients





*How we CAN use “whole food” language when talking about SUPPLEMENTS:*

- Whole food and other ingredients
- Whole food ingredient sources
- Sourced from whole foods
- Concentrated whole foods

*How we CAN use “whole food” language when talking about PHILOSOPHY:*

- Whole food supplementation
- Whole food philosophy
- Whole food supplements from 1929
- Whole food nutrition
- Synergistic whole food ingredients



*Sample language from the 2015 Standard Process product catalog:*

*Whole Foods and the Whole Food Philosophy*

Since 1929, Standard Process has been dedicated to the field of nutritional supplements and the whole food philosophy, introduced by our founder, Dr. Royal Lee. Dr. Lee’s goal was to provide nutrients as they are found in nature—in a whole food state where he believed their natural potency and efficacy would be realized.

*Starting With Whole Foods*

Following this philosophy, we start with whole foods—foods you might find in the grocery store, like peas, radishes, and beets. Then, like any good cook, we prepare these ingredients in a way that safeguards their nutritional value. The resulting whole food ingredient is then added to a complex formula that may include plant and animal extracts, desiccates, or other targeted ingredients to create the best dietary supplement for each health indication.\*

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



## Structure/Function Claim Disclaimer

### Example:

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### Sample Text

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- Qui conse **structure/function claim** repudan totatinctas dolorem
- Quatureiunto cusandignam, comnimus.
- Udamus inctur acepuda epreptat.\*

If there is a structure/function claim in the paragraph, place an asterisk at the end of the paragraph.

If there is no structure/function claim in the paragraph, no asterisk is needed.

If there is a structure/function claim in a group of bullets, place an asterisk after the last bullet.

## The FDA Disclaimer Box

### Specifications are as follows:

- The text box is a 1 pt. black box with 100 percent white background—no transparency.
- The text is 7 pt. Helvetica® Neue condensed bold text displayed at 100 percent black.
- If space is limited, text can run to two lines, but overall text size should not be decreased.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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“ALL THINGS  
ARE DIFFICULT  
BEFORE THEY  
ARE EASY.”

—John Norley



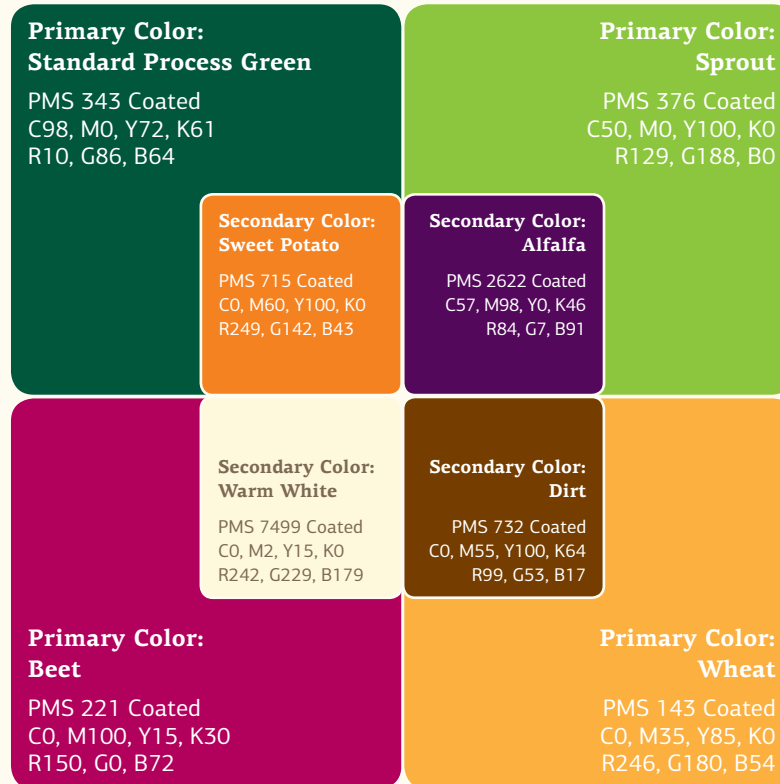


“YOU’RE JUST ANYBODY WITHOUT YOUR IDENTITY.”  
—Grenville Main, DNA Design

## Imagery

It is a copyright violation to reproduce or borrow any imagery used by Standard Process Inc. These images are protected by copyright laws for both Standard Process Inc. as well as any image supplier contracted or licensed by Standard Process Inc.





## Our Corporate Colors

Color can trigger an emotion and evoke a brand association. When our customers see our green they should think Standard Process and vice versa.

### *Standard Process Green: PMS 343 Coated*

This color should be used to represent the brand at all times, on all marketing and promotional tools, including Internet material, newsletters, company announcements, etc.

### *Secondary Colors*

These secondary colors were carefully selected as accent colors. Our logo should not be presented in these colors. Exception: The logo may be reproduced in one of these colors or black for a one-color piece. All clothing, promotional items, marketing collateral, etc., should utilize only these colors. No other colors should represent the Standard Process brand.

## Typography

At Standard Process we employ a versatile type system featuring two font families: Centro Serif and Centro Sans. These complementary sets of fonts are built upon elements of classical typefaces yet contain features that can be used in both traditional and contemporary settings. Centro is designed to increase legibility at small sizes and create striking effects when large. Its form, square in proportion yet rounded along the shoulders, is consistent with the brand's overarching visual language, grounded in the rounded-square geometry.

**Centro Sans** is the primary typeface used throughout Standard Process communications. This confident typeface invokes a tone of clarity and honesty that reflects the values of vision and leadership inherent to Standard Process as a whole. With Centro Sans, Standard Process speaks with a commanding yet assuring voice. Due to its impactful effect at larger sizes it should be used in general for headlines, headers, and titles. The sans italic in particular works well for large callouts, reflecting the tempered, confident passion of the brand voice.

**Centro Serif** is a solid and accessible typeface that expresses the values of assurance and reliability associated with Standard Process. Its more earthy presentation, as opposed to the precision of the Centro Sans, presents the warm, approachable assurance and compassion of the brand voice. Due to its exceptional legibility, it can be used at a variety of scales and weights—from large display text to small body copy.



“DESIGN IS THE FUNDAMENTAL SOUL OF A MAN-MADE CREATION THAT ENDS UP EXPRESSING ITSELF IN SUCCESSIVE OUTER LAYERS OF THE PRODUCT OR SERVICE.”  
—Steve Jobs, co-founder, Apple®

## Collateral

Any promotion of Standard Process that utilizes our artwork/logos needs to be approved by the creative manager prior to implementation. Anyone found using or promoting items inconsistent with the Standard Process Identity and Trademark Guide will be asked to cease immediately.



### Business Collateral

The corporate office has an established design for business collateral. Please contact the creative manager for your collateral needs.

### Business Cards

Business cards should be ordered directly from the website of our established printer. You are responsible for proofing and approving your information. The creative manager will be checking to ensure that all orders are consistent with the guidelines set forth, not for content, prior to print.

*All titles must be consistent with those approved by Standard Process. Anyone not directly contracted with Standard Process Inc. must use the business name of the employer or contractor.*





“A BRAND IS A LIVING ENTITY—AND IT IS ENRICHED OR UNDERMINED CUMULATIVELY OVER TIME, THE PRODUCT OF A THOUSAND SMALL GESTURES.”  
—Michael Eisner, CEO Disney®

## Implementation

### *Promotional Tools and Branded Material*

Promotional tools and branded materials (promotional items, pens, clothing, etc.) using the corporate logos should be approved for artwork and color by the creative manager.

### *Advertising*

All advertising using the corporate logo needs to be approved by the creative manager for appropriate logo use. DO NOT scan our ads for your own use. This is a copyright violation.

### *Name Badges*

Name badges can be ordered directly from the Standard Process website.

### *Checks, Invoices, Packing Slips*

Please contact the creative manager for help with any customization you require.

### *Digital Media*

**Website:** The corporate website is a reflection of our identity. Members of the sales force who choose to have their own websites must comply with all requirements set forth in this guide. If desired, distributors can work with PC support to set up an online ordering area that connects to our website.

**Email:** Your assigned Standard Process email address must be used on all printed material. Only sales force members who are employed by or contracted with Standard Process Inc. should utilize “standardprocess” within their email address. Information in and below the signature line should be limited to name, title, contact information, and disclaimer.



*Disclaimer example: This email message includes information that should be considered private, confidential, and/or exempt from disclosure under applicable law. If you have received this message in error, please immediately delete it and notify the sender or other relevant parties within Standard Process Inc. You are hereby notified that any disclosure, copying, distribution, or use of the information contained herein (including any reliance thereon) is strictly prohibited. Thank you for your cooperation.*

Do not include personalized messages, tag lines, quotations, or other nonessential information in the greeting, body, salutation or any other part of any email correspondence. Additionally, personalized stationery or custom backgrounds unnecessarily consume valuable bandwidth, and we ask that you refrain from using them.



“MESSAGE + ATTITUDE = CHARACTER”

—Gregg R. Bagni, senior vice president of marketing and product development, Schwinn®

### Publicity

Positive publicity is a great way to gain credibility and exposure within the market and beyond. Standard Process actively pursues opportunities to be featured in publications and applies for recognition awards. If you are contacted by a reporter or member of the media, please immediately direct the caller to Karren Jeske at [kjeske@standardprocess.com](mailto:kjeske@standardprocess.com) or 262-495-6382 (during business hours), or 262-370-2092 (outside business hours). If you have news you would like to share with the media, please contact Karren. Do not respond to any media inquiries before contacting Karren.

### Seminars

Seminars promoted with the Standard Process logo, pictures of products, or any mention of Standard Process Inc. must be FDA compliant.



### Electronic Presentations

General PowerPoint® templates will be available in the member section of our website for your use. Please be sure that all of your current FDA-compliant presentations are utilizing up-to-date logos and trademarks.

### Exhibiting

**Display materials**—It is required that you dispose of any display materials that are out of date (logos, colors, etc.) or in bad shape.

**General setup and presence**—Your trade show space should always be set up in a manner consistent with the Standard Process national display layout. Training and guidance on appropriate setup can be provided by Sally Rosa, event manager. We are making every effort to ensure that the entire Standard Process presence is professional, inviting, and uncluttered to maximize our customer response and experience at our booths. Contact Sally Rosa for assistance with updating your trade show materials and/or displays. Your booth is not the only thing that should appear professional. Make sure you are dressed in appropriate business or Standard Process attire.

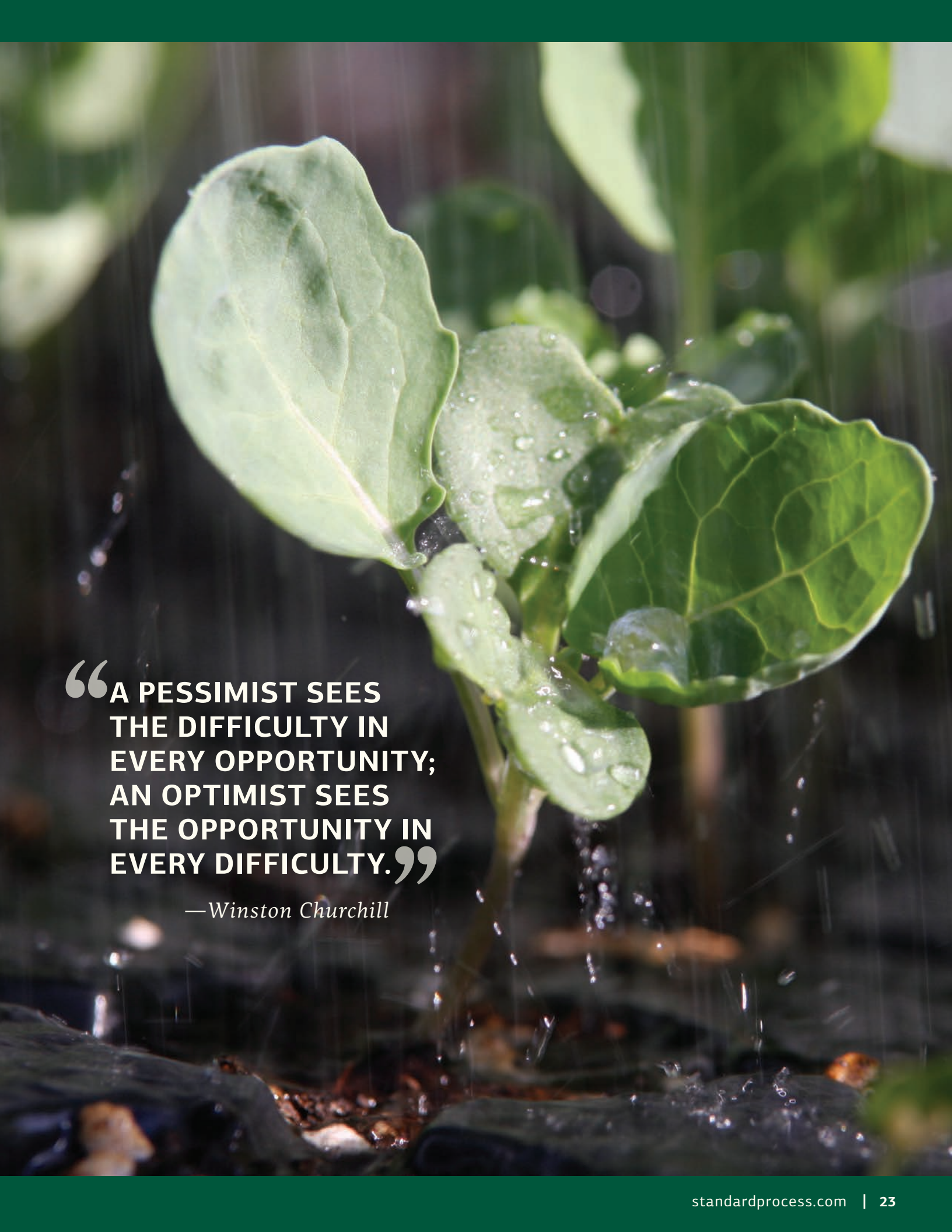
### Signage and Banners

Internal and external signage must also abide by logo guidelines. Contact the creative manager with any questions or special needs.

### Phone Messages and Correct Phone Etiquette

Please use your business name in your greeting. For example, you should answer “Good afternoon, Standard Process of Wyoming” if that is who you are, rather than “Good afternoon, Standard Process.”





**“A PESSIMIST SEES  
THE DIFFICULTY IN  
EVERY OPPORTUNITY;  
AN OPTIMIST SEES  
THE OPPORTUNITY IN  
EVERY DIFFICULTY.”**

*—Winston Churchill*





WHOLE FOOD NUTRIENT SOLUTIONS  
[standardprocess.com](http://standardprocess.com)



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