



LOGO & DESIGN GUIDELINES

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2024 LOGO DESIGN GUIDELINES FOR PACKAGING

Brown & Haley's philosophy on trademarks and brands

Brown & Haley's trademarks and brands are important and valuable assets of the company. Correct usage of Brown & Haley's corporate signature, trademarks, and product icons are essential in developing and maintaining consistent brand images and messages. Use the Brown & Haley Corporate Signature with Brown & Haley brand whenever possible. Brown & Haley trademarks and brands cannot be used without the expressed written permission of Brown & Haley. To request authorization, contact Kathi Rennaker, our Marketing Director via e-mail at roca@brown-haley.com. Once authorized, all samples of items bearing a Brown & Haley logo must be submitted for approval and archive.

To whom do these guidelines apply?

These guidelines apply to Brown & Haley employees, customers, licensees, consultants, outside vendors, and other third parties.

Using Brown & Haley trademarks and logos

You may refer to Brown & Haley products by their associated Brown & Haley trademarks, so long as such references (a) are truthful, fair and not misleading, and (b) comply with our required guidelines, which may be modified by Brown & Haley from time to time at Brown & Haley's sole discretion.

- Follow Brown & Haley's listed requirements.
- Use the appropriate trademark symbol and trademark acknowledgment of Brown & Haley's ownership of the trademarks and/or logos in question.
- Do not incorporate Brown & Haley trademarks or logos into your own product names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Brown & Haley marks and logos.
- Do not make unlicensed use of Brown & Haley's logos. Third party use of Brown & Haley logos requires a license or written permission from Brown & Haley. If you are interested in obtaining a license to use a Brown & Haley logo, contact your marketing or sales representative at roca@brown-haley.com or call (800)426-8400.

Requirements

1. Always use the proper spelling and proper trademark symbol. For the trademark symbol, the superscript or subscript mode is preferred.
2. Always use a trademark as an adjective, accompanied by an appropriate noun. Do not use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers as one word or with a hyphen. Do not abbreviate a trademark.
3. Always use trademarks and brand names in the way they were intended. Do not use them for goods or services for which they were not originally intended. Do not alter them in any way. Do not make puns of them or portray them in a negative light.

The Corporate Logo



The Brown & Haley corporate logo is a registered trademark.

The corporate logo is used as the main identifying signature for the company. It is a contemporary design that represents our progressive approach to product excellence. The enclosed version is used as a corporate signature on corporate and company identifications, packaging and collateral.

Key features and characteristics

- A custom arrangement of words, "Brown & Haley" drawn in a special alphabet, set on an arc.
- Two parallel rules, one above and one below the words, "Brown & Haley".
- Use the 1912 logo everywhere possible. However, never use the 1912 logo and the 100 years logo on the same packaging or materials.
- A required registered trademark.
- The above four elements must ALWAYS be used together as a unit.

Logo and color guidelines

- Do not redraw or alter the corporate signature in any way.
- Any other color, type, design structure, proportions, rules or guidelines than what has been outlined in this document, for any media purpose or use is considered unauthorized and is not permissible.
- Product packaging and/or substrate type may vary. Seek the counsel of the Director of Marketing, Kathi Rennaker, before making any modifications to any Logotype, Corporate Logo signature, text, colors, etc. which may fall outside the parameters and design schedule set forth in this document.
- A 3D 4-color process version of the product Logotype and corporate logo can be provided under special circumstances when the required metallic finishes and/or foils may not be possible or reasonably acceptable for the substrate they are to be applied to.
- The corporate logo must contrast with its background sufficiently to define the logo clearly. The degree of contrast should be at least 40%.

Corporate logo size & space

- The corporate logo should appear on all Brown & Haley and custom packaging.
- It should never be smaller than 7/8 inches in width.
- The Brown & Haley identity must stand apart from any other words or graphics in order to always be clearly distinguished.

There is no standard approved two-color version of the corporate logo.



If printing in black and white, the logo must appear entirely in one color, either all black or all white.



The standard corporate logo may appear in a single color: KURZ LUXOR 415 Gold Foil – must be used for the corporate signature logo
PANTONE 873C Metallic Gold when KURZ 415 Gold Foil is unavailable.

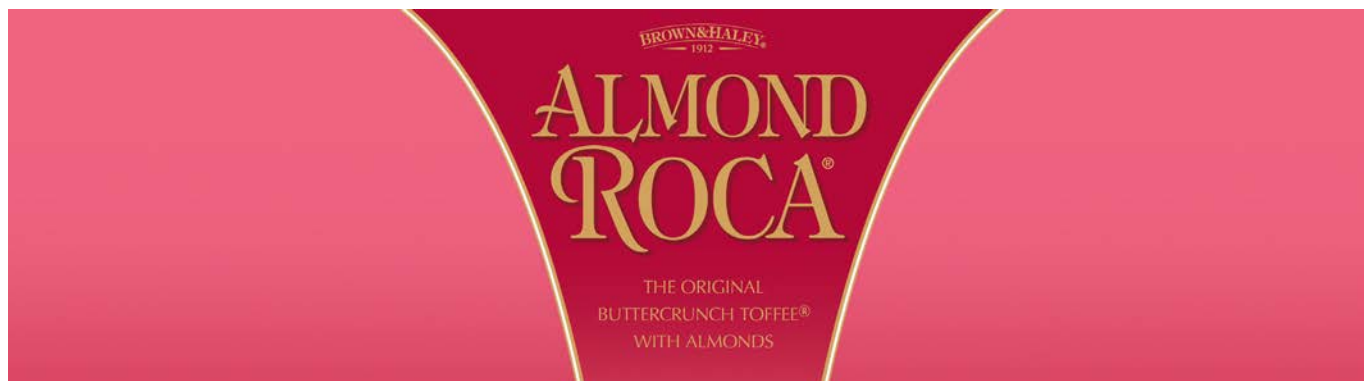


The standard corporate logo may appear in a single color: PANTONE 201C – Maroon (where applicable).



The standard corporate logo may appear in a single color: KURZ ALUFIN SILVER MATTE GTS 7/8 Foil or Pantone 877C-Metallic Silver if KURZ ALUFIN SILVER MATTE GTS 7/8 Foil is unavailable (where applicable).

ROCA® “Waterfall” Vignette



The ROCA® Waterfall vignette is featured on packaging.

The ROCA® “Waterfall” vignette is a prominent and widely identifiable brand-enforcing graphic used on nearly all ROCA® branded products. ALMOND ROCA® Buttercrunch is a registered trademark and has been recognized for over 100 years with its unique pink and maroon colors and distinctive logotype.

The ROCA® Waterfall vignette has four distinguishing elements:

- The “waterfall” frame, constructed of metallic gold “Scotch” rules (a thin, outside gold rule, a white space, and a second, heavier gold rule).
- Inside the waterfall frame, the Brown & Haley corporate logo is located at the top, above the product name (ALMOND ROCA®, DARK ROCA®, etc.), together with which the corporate logotype is referred to as the “plaque”. All requirements stated above for the corporate logo are applicable.
- A custom arrangement of words, ALMOND ROCA® or other product name, drawn in a special alphabet called “ROCA”.
- The “product descriptor” (example: THE ORIGINAL BUTTERCRUNCH TOFFEE® WITH ALMONDS) must follow beneath the product name. The font type, for the product descriptor is “Optima”.

The above four elements must ALWAYS be used together as a unit. The signature elements must always hold the exact size and position relationships.

ROCA® “Waterfall” vignette size & space

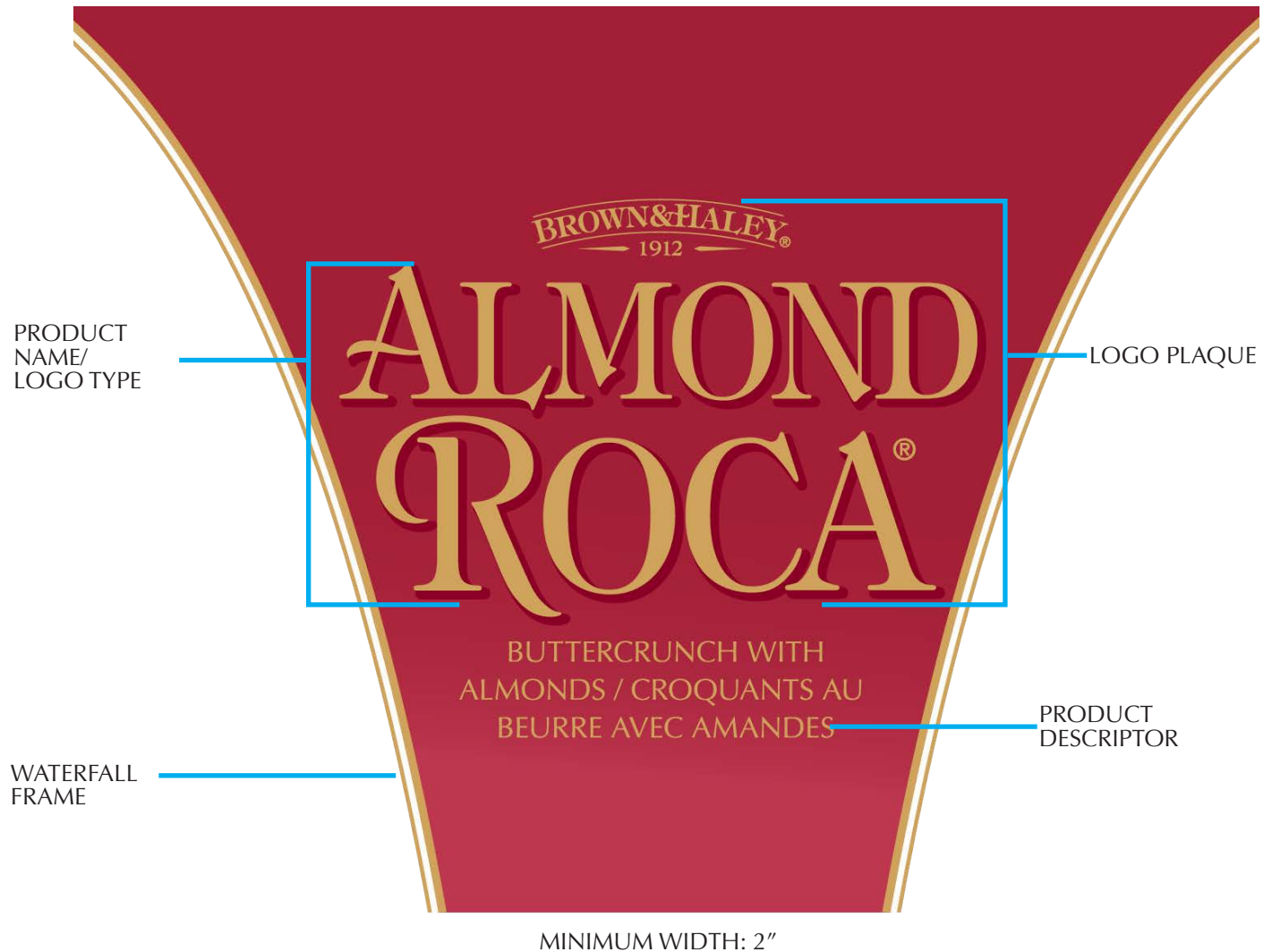
- The “Waterfall” vignette, including the corporate logotype, product logotype, and product descriptor, should appear on all custom packaging.
- It should never be smaller than 2 inches in width.
- The vignette identity must stand apart from any other words and graphics to clearly distinguish it.

Any other colors than those specified above are considered unauthorized and not permissible.

ALMOND ROCA® Buttercrunch Vignette Guidelines

The ALMOND ROCA® vignette (shown below) is required as the brand signature on all packaging and for gift basket packers. Any deviation from this design must be approved. These same guidelines apply to all other ROCA® flavors and products set forth in this document.

ALMOND ROCA® “WATERFALL” VIGNETTE



Redrawing the Vignette

Do not redraw or alter the ROCA® “Waterfall” vignette in any way. No additions, omissions, proportion changes, or color alterations should be made.

Any other colors than those specified above are considered unauthorized and not permissible.

ROCA® Vignette and Color Guidelines for All Flavors

ALMOND ROCA®

Key features and characteristics

Two-Color Standard

Do not print the vignette in black or white. A single-color vignette is not authorized.

The standard ALMOND ROCA® “Waterfall” vignette appears in two colors:

ALMOND ROCA PINK (a custom color) – must be used for the background of the vignette (there is no corresponding PANTONE Matching System color).

PANTONE 201 C – must be used for the gradient overlay.

The vignette must contrast with its background sufficiently to define the logo clearly.

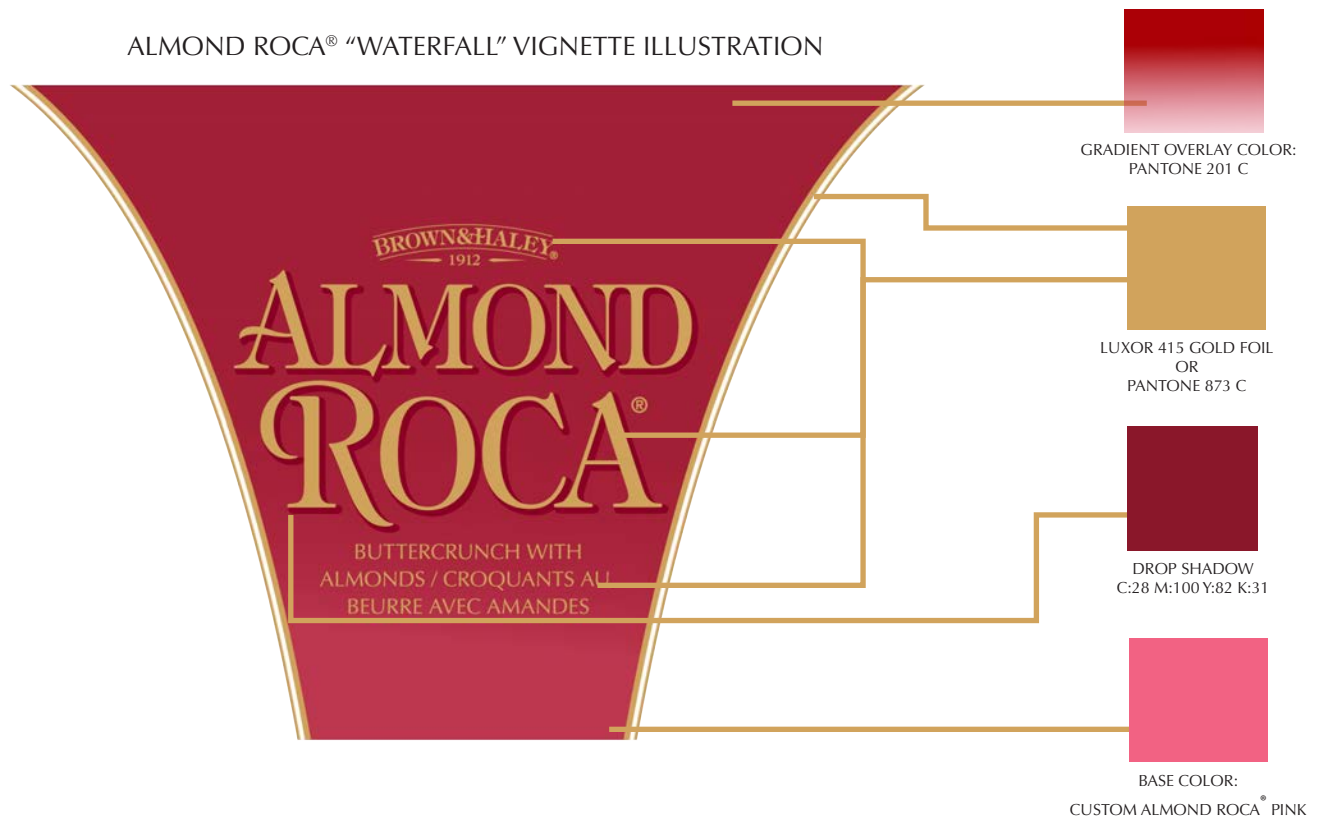
Use CMYK values C:28 M:100 Y:82 K:31 for the ALMOND ROCA® Logotype drop shadow.

Metallic Gold Color Option(s)

KURZ LUXOR 415 Gold Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration symbol and product descriptor text.

PANTONE 873 C – may be used as a substitute gold for the corporate signature logo, the waterfall ruled frame, logotype and product descriptor text when KURZ LUXOR 415 Gold Foil is unavailable.

KURZ LUXOR 415 Gold Foil and PANTONE 873 C should never be used simultaneously on a single vignette.



Any other colors than those specified above are considered unauthorized and not permissible.

Sea Salt CARMEL ROCA®

Key features and characteristics

- Two color standard

Do not print the vignette in black or white. A single-color vignette is not authorized.

- The standard SEA SALT ROCA® “Waterfall” vignette appears in two colors:

PANTONE 2577 C- must be used for the background (base color of the “Waterfall” vignette).

PANTONE 2607 C – must be used for the gradient overlay.

- The vignette must contrast with its background sufficiently to define the logo clearly.

Use CMYK values C:0 M:0 Y:0 K:100 for the SEA SALT CARMEL ROCA® Logotype drop shadow.

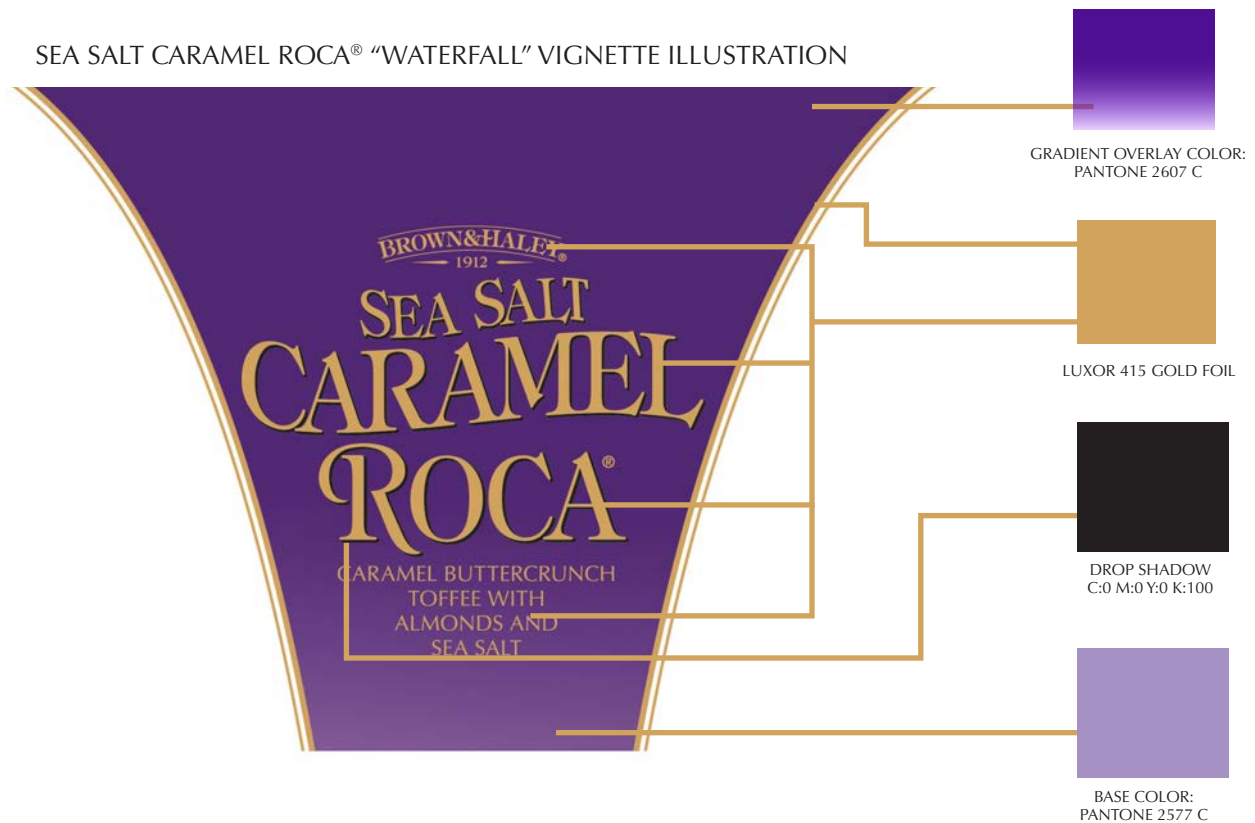
- Metallic Gold Color Option(s)

KURZ LUXOR 415 Gold Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration symbol and product descriptor text.

PANTONE 873 C – may be used as a substitute gold for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration, symbol and product descriptor text when KURZ LUXOR 415 Gold Foil is unavailable.

- KURZ LUXOR 415 Gold Foil and PANTONE 873 C should never be used simultaneously on a single vignette.

SEA SALT CARMEL ROCA® “WATERFALL” VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible.

DARK ROCA®

Key features and characteristics

- Two color standard

Do not print the vignette in black or white. A single-color vignette is not authorized.

The standard DARK ROCA® “Waterfall” vignette appears in two colors:

PANTONE 469 C – must be used for the background (base color of the “Waterfall” vignette).

PANTONE 4625 C – must be used for the gradient overlay.

- The vignette must contrast with its background sufficiently to define the logo clearly.

Use CMYK values C:40 M:90 Y:100 K:90 for the DARK ROCA® Logotype drop shadow.

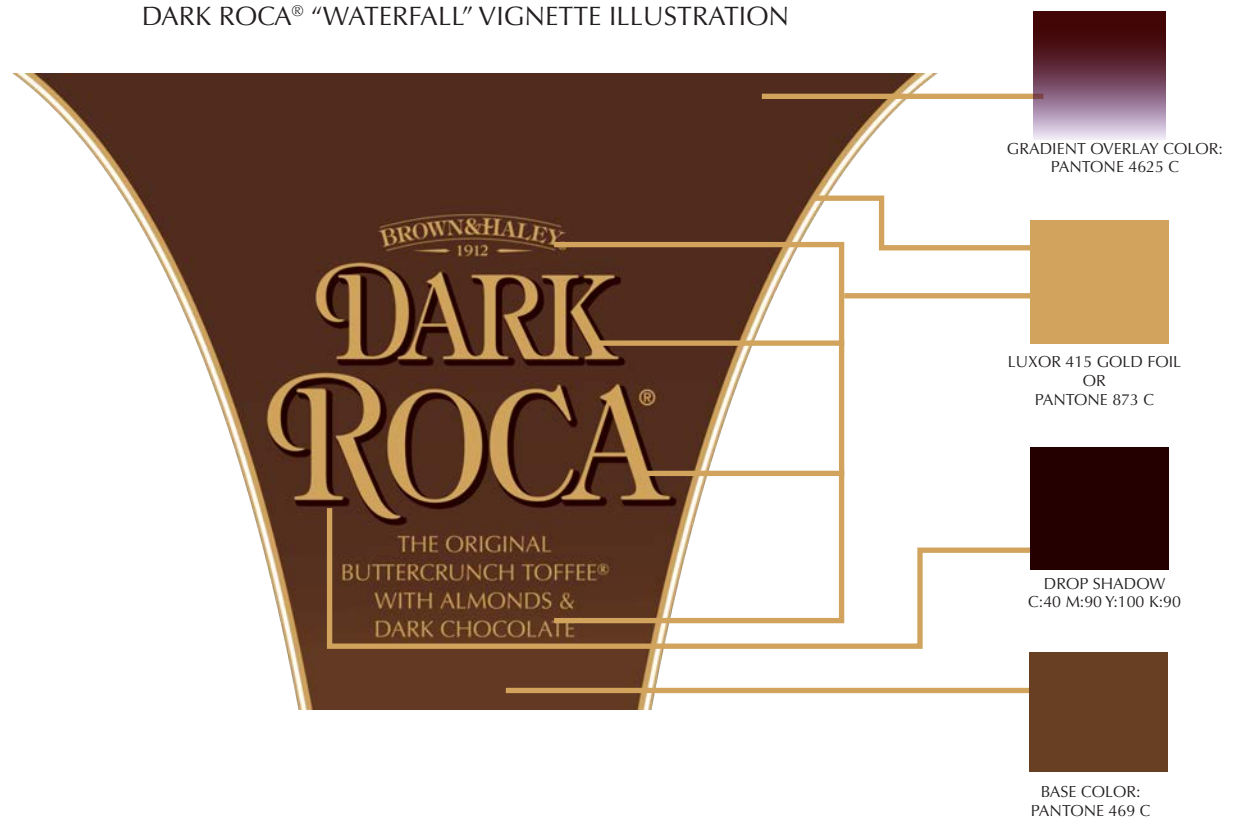
- Metallic Gold Color Option(s)

KURZ LUXOR 415 Gold Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype and product descriptor text.

PANTONE 873 C – may be used as a substitute gold for the corporate signature logo, the water fall ruled frame, logotype, trademark registration symbol and product descriptor text when KURZ LUXOR 415 Gold Foil is unavailable.

- KURZ LUXOR 415 Gold Foil and PANTONE 873 C should never be used simultaneously on a single vignette.

DARK ROCA® “WATERFALL” VIGNETTE ILLUSTRATION



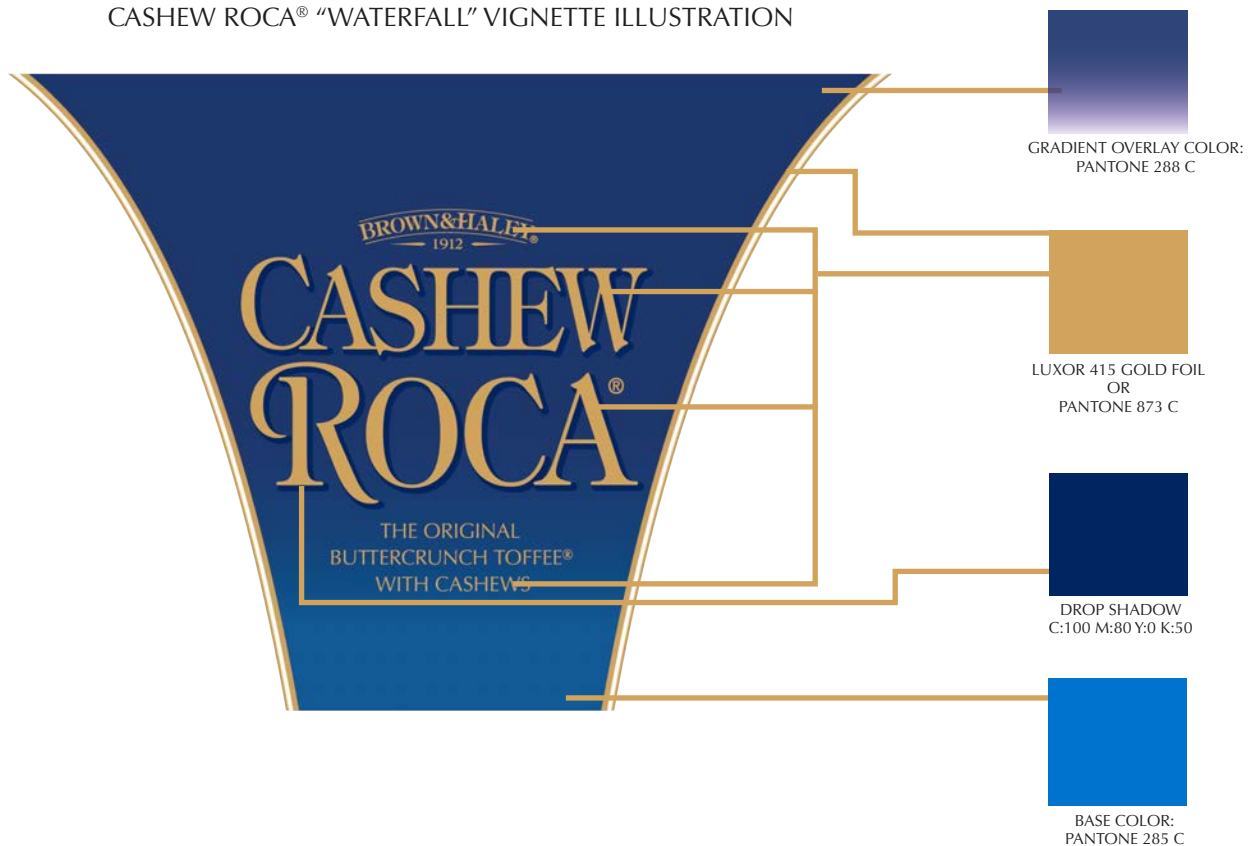
Any other colors than those specified above are considered unauthorized and not permissible.

CASHEW ROCA®

Key features and characteristics

- Two color standard
Do not print the vignette in black or white. A single-color vignette is not authorized.
- The standard CASHEW ROCA® “Waterfall” vignette appears in two colors:
PANTONE 285 C- must be used for the background (base color of the “Waterfall” vignette).
PANTONE 288 C – must be used for the gradient overlay.
- The vignette must contrast with its background sufficiently to define the logo clearly.
Use CMYK values C:100 M:80 Y:0 K:50 for the CASHEW ROCA® Logotype drop shadow.
- Metallic Gold Color Option(s)
KURZ LUXOR 415 Gold Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype and product descriptor text.
PANTONE 873 C – may be used as a substitute gold for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration symbol and product descriptor text when KURZ LUXOR 415 Gold Foil is unavailable.
- KURZ LUXOR 415 Gold Foil and PANTONE 873 C should never be used simultaneously on a single vignette.

CASHEW ROCA® “WATERFALL” VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible.

MOCHA ROCA®

Key features and characteristics

- Two color standard

Do not print the vignette in black or white. A single-color vignette is not authorized.

- The standard MOCHA ROCA® “Waterfall” vignette appears in two colors:
PANTONE 470 C – must be used for the background (base color of the “Waterfall” vignette).
PANTONE 1685 C – must be used for the gradient overlay.
- The vignette must contrast with its background sufficiently to define the logo clearly.
Use CMYK values C:40 M:100 Y:100 K:70 for the MOCHA ROCA® Logotype drop shadow.
- Metallic Gold Color Option(s)
KURZ LUXOR 415 Gold Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype and product descriptor text.

PANTONE 873 C – may be used as a substitute gold for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration symbol and product descriptor text when KURZ LUXOR 415 Gold Foil is unavailable.
- KURZ LUXOR 415 Gold Foil and PANTONE 873 C should never be used simultaneously on a single vignette.

MOCHA ROCA® “WATERFALL” VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible.

MACADAMIA ROCA®

Key features and characteristics

- Two color standard

Do not print the vignette in black or white. A single-color vignette is not authorized.

- The standard Macadamia ROCA® “waterfall” vignette appears in two colors:

PANTONE Process Cyan C– must be used for the background (base color of the “Waterfall” vignette).
PANTONE 301 C – must be used for the gradient overlay.

- The vignette must contrast with its background sufficiently to define the logo clearly.

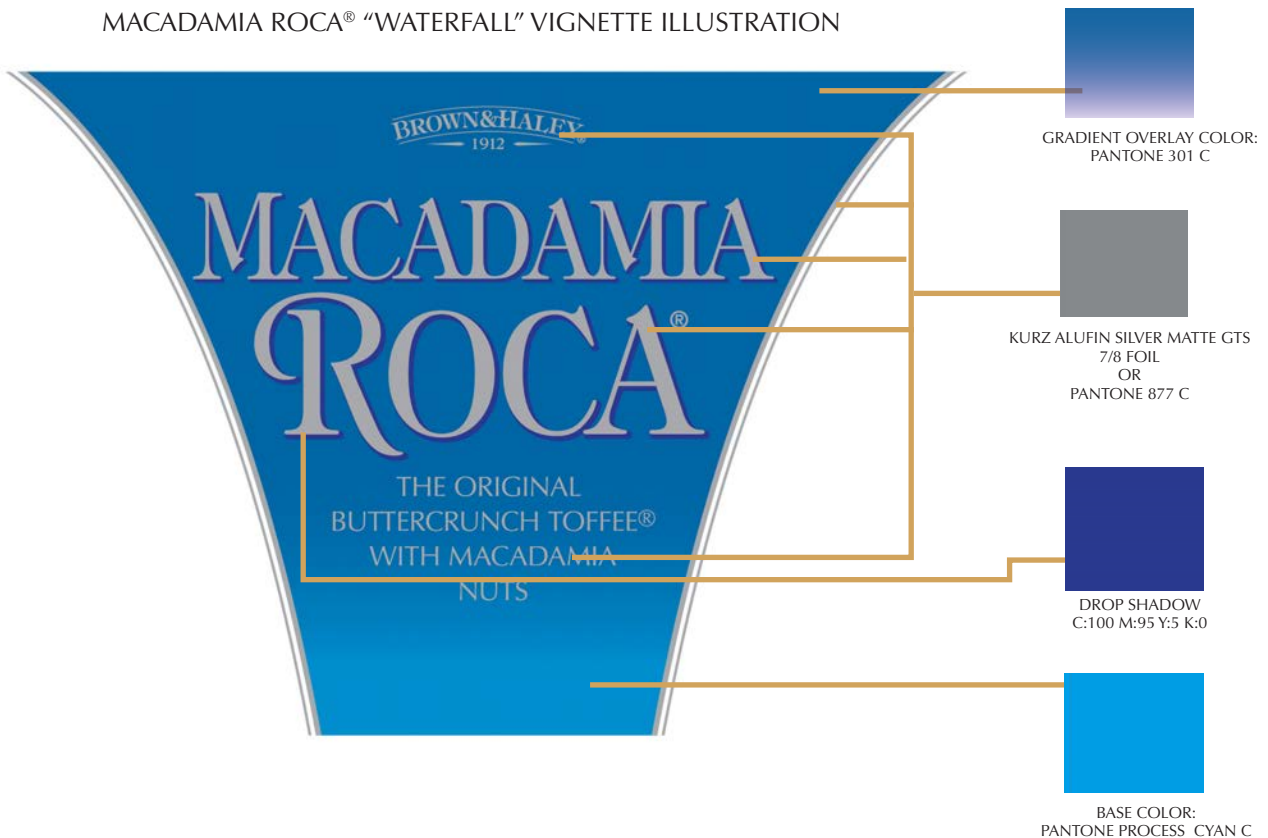
Use CMYK values C:100 M:95 Y:5 K:0 for the MACADAMIA ROCA® Logotype drop shadow.

- Metallic Silver Color Option(s)

KURZ ALUFIN Silver Matte GTS 7/8 Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype and product descriptor text.

PANTONE 877 C – may be used as a substitute silver for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration symbol and product descriptor text when KURZ ALU FIN Silver Matte GTS 7/8 Foil is unavailable.

KURZ ALUFIN Silver Matte GTS 7/8 Foil and PANTONE 877 C should never be used simultaneously on a single vignette.



Any other colors than those specified above are considered unauthorized and not permissible.

ROCA® Collection

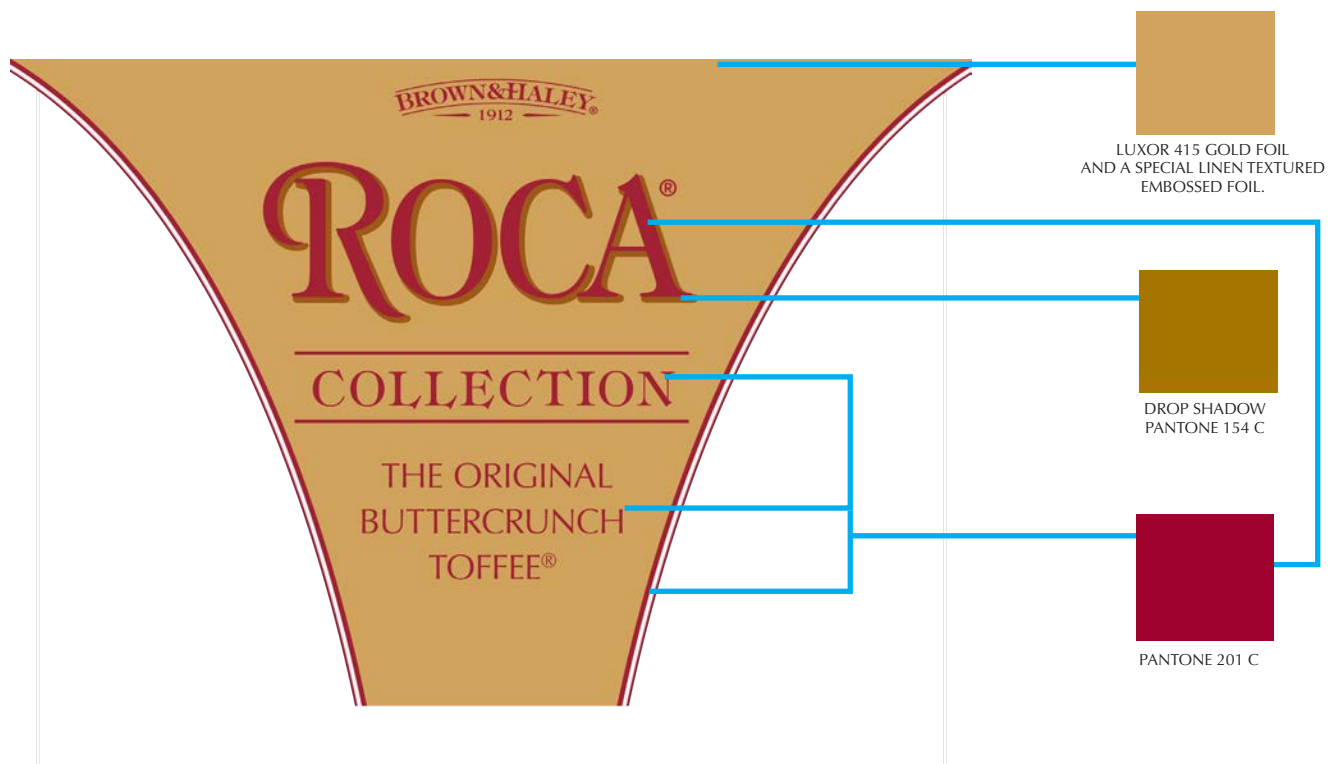
Key features and characteristics

- Two color standard
Do not print the vignette in black or white. A single-color vignette is not authorized.
- The standard ROCA COLLECTION® “Waterfall” vignette appears in one special finish background color.

KURZ LUXOR 415 Gold Foil – must be used for the background (base color of the “Waterfall” vignette) created using a special linen- textured embossed foil (see the Brown & Haley Director of Marketing, Kathi Rennaker, for details).

PANTONE 201 C – must be used for the corporate logo, trademark, registration symbol, the Logo type product name, the descriptor text and the “Waterfall” rules frame.
- The vignette must contrast with its background sufficiently to define the logo clearly.
Use PANTONE 154 C for the ROCA COLLECTION® Logotype drop shadow.
- KURZ LUXOR 415 Gold Foil and PANTONE 873 C should never be used simultaneously on a single vignette.

ROCA® COLLECTION “WATERFALL” VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible.

EXTRA DARK CHOCOLATE ROCA®

Key features and characteristics

- Two color standard
Do not print the vignette in black or white. A single-color vignette is not authorized.
- The standard EXTRA DARK CHOCOLATE ROCA® “Waterfall” vignette appears in two colors:
PANTONE COOL GRAY 6 C – must be used for the background (base color of the “Waterfall” vignette).
PANTONE PROCESS BLACK C – must be used for the gradient overlay.
- Metallic Silver Color Option(s)
KURZ ALUFIN Silver Matte GTS 7/8 Foil – must be used for the corporate signature logo, the waterfall ruled frame, logotype and product descriptor text.

PANTONE 877 C – may be used as a substitute silver for the corporate signature logo, the waterfall ruled frame, logotype, trademark registration symbol and product descriptor text when KURZ ALU FIN Silver Matte GTS 7/8 Foil is unavailable.
- KURZ ALUFIN Silver Matte GTS 7/8 Foil and PANTONE 877 C should never be used simultaneously on a single vignette.

EXTRA DARK CHOCOLATE ROCA® “WATERFALL” VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible.

Dark Chocolate PEPPERMINT ROCA®

Key features and characteristics

The “Waterfall” vignette for DARK CHOCOLATE PEPPERMINT ROCA® must be accompanied by a very specific peppermint pattern that surrounds the vignette. This pattern has a defined shape, a waved arc and pattern relative to the proportions and size of the package or medium being utilized. The artwork may be made available to suit the needs of the project to insure compliance. Please consult with our Director of Marketing, Kathi Rennaker, regarding the specific details pertaining to the use of this vignette and its specific art requirements.

Color Standards

- Two color standard

Do not print the vignette in black or white. A single-color vignette is not authorized. The “Waterfall” vignette for DARK CHOCOLATE PEPPERMINT ROCA® must appear over a pure white base only.

- The standard DARK CHOCOLATE PEPPERMINT ROCA® “Waterfall” vignette appears in two colors:

KURZ LUXOR 314 Red Foil – must be used for the corporate signature logo, logotype, product descriptor text and registration symbol.

KURZ ALUFIN Silver Matte GTS 7/8 Foil– must be used for the “Waterfall” vignette rules frame and for the drop shadow for the logo type.

- The vignette must contrast with its background sufficiently to define the logo clearly.

KURZ ALUFIN Silver Matte GTS 7/8 Foil is the preferred color to create contrast.

Pantone 877 C Silver Metallic is preferred when KURZ ALUFIN SILVER Matte GTS 7/8 is unavailable.

CMYK values C:0 M:0 Y:0 K:40 for the DARK CHOCOLATE PEPPERMINT ROCA® Logotype drop shadow may be used when KURZ ALUFIN Silver Matte GTS 7/8 Foil is unavailable.

- Color Option(s)

PANTONE 200 C- may be used as a substitute red for the corporate signature logo, logotype and product descriptor when KURZ LUXOR 314 Red is unavailable.

PANTONE 200 and KURZ LUXOR 314 should not be used simultaneously on a single vignette.

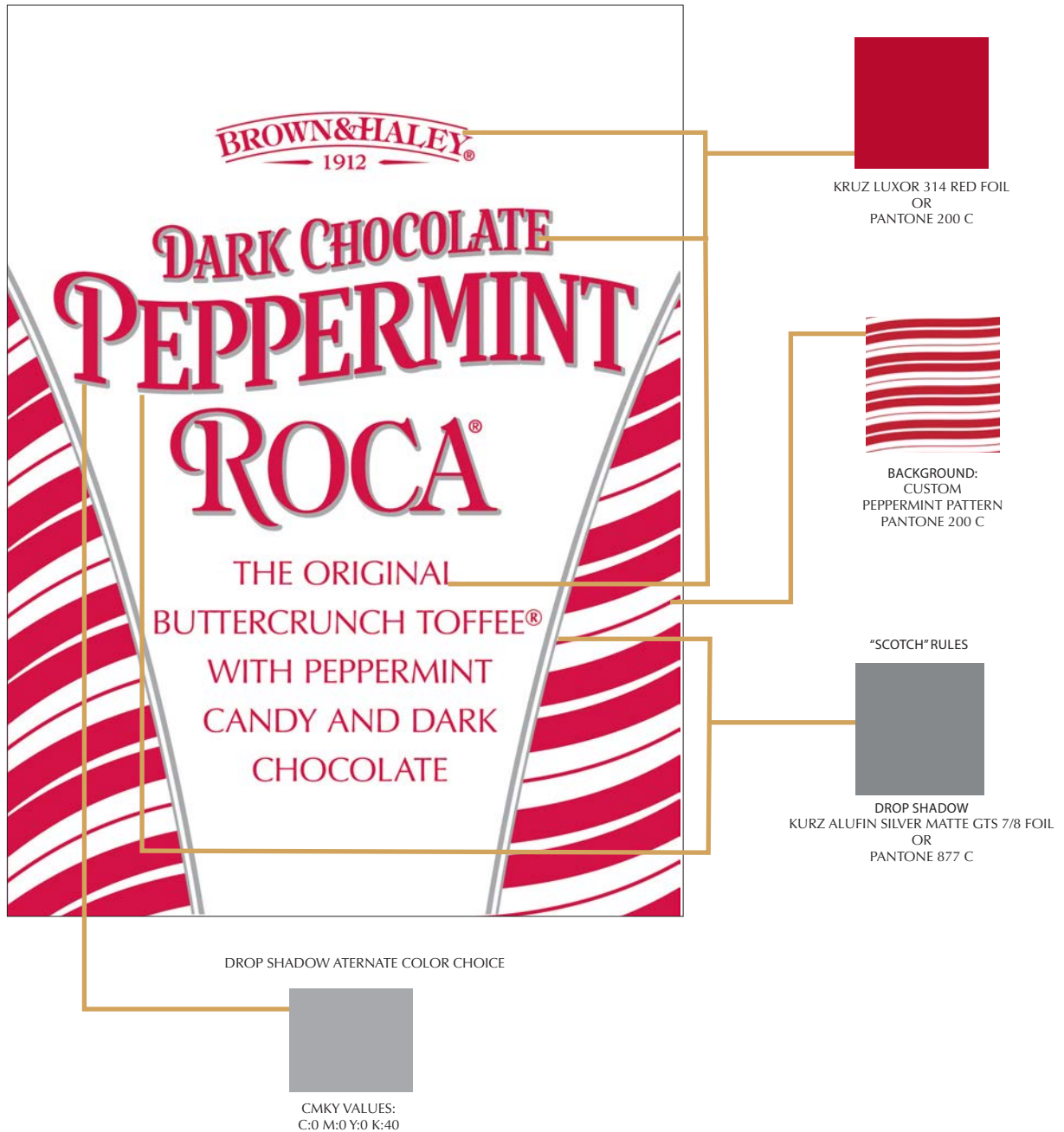
PANTONE 877 C Silver Metallic- may be used as a substitute silver for the corporate signature logo, the “Waterfall” ruled frame, logo type and product descriptor text when KURZ ALUFIN Silver Matte GTS 7/8 Foil is unavailable. There is no other permissible substitute or alternative.

- KURZ ALUFIN Silver Matte GTS 7/8 Foil and Pantone 877 C should never be used simultaneously on a single vignette.

Continued on the next page.

Dark Chocolate PEPPERMINT ROCA® Continued...

DARK CHOCOLATE PEPPERMINT ROCA® "WATERFALL" VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

ROCA® THINS Logo



The ROCA® THINS logo is to be used on all ROCA® THINS package design.

The ROCA® “Waterfall” vignette is a brand-enforcing signature. Altering the key elements of the ROCA® THINS logo and “Waterfall” vignette is unauthorized.

Key features and characteristics

The standard ROCA® packaging has four distinguishing elements:

- The “waterfall” frame, constructed of “Scotch” rules (a thin, outside rule, a specified white or flavor specific color space, and a second, heavier color).
- Inside the waterfall frame is the product name (ROCA® THINS), drawn in a custom and embellished alphabet called “ROCA”.
- A color banner specific to each ROCA® THINS’ flavor, cradles the flavor name in an ornately finished type surrounded by a corresponding color rule or stroke.
- The tag-line, “amazing snacking chocolate”, adorns the top right portion of the stand-up resealable pouch, just above the laser-scored tearaway line. The tag-line font is SMILEY MONSTER (tracking adjusted for character spacing). The-tag line is required on all ROCA® THINS’ packaging.

Flavor Banner and Color Guidelines

The size and finish details on the flavor-banner may be adjusted for the proposed finished package overall scale, substrate and vendor color limitations. Alternatives and/or suggestions will come from the Director of Marketing, Kathi Rennaker. ROCA® THINS package design may use the following as a graphical benchmark for artwork where applicable.



Redrawing the Logo

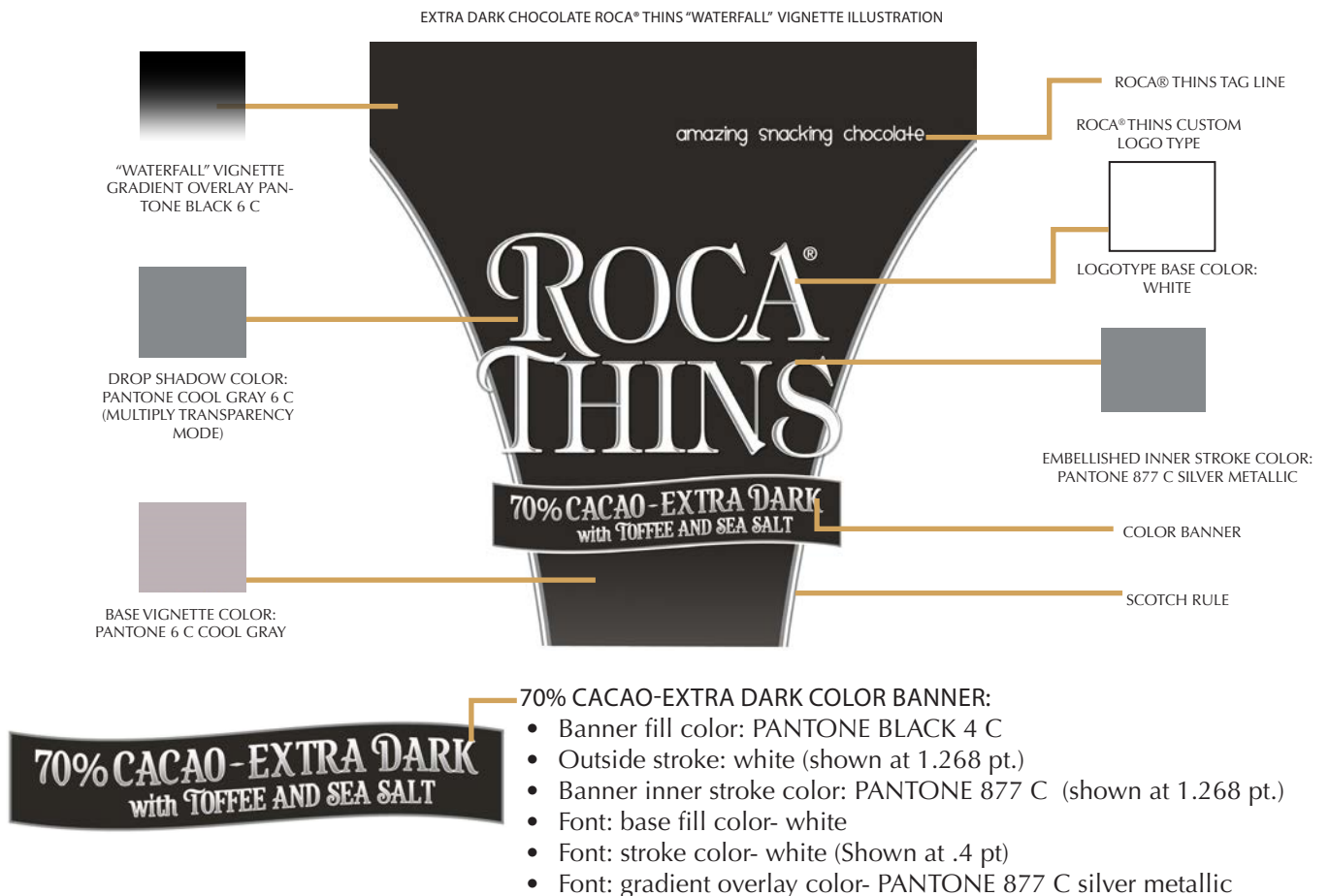
Do not redraw or alter the ROCA® Thins logo in any way. No additions, omissions, proportion changes, or color alterations should be made. Image and graphic assets may be requested where necessary.

ROCA® THINS Packaging Details for All Flavors

70% Cacao- Extra Dark Chocolate ROCA® THINS

Key features and characteristics

- The standard ROCA THINS® “Waterfall” vignette appears in two colors.
 - PANTONE Cool Gray 6 C – must be used for the background (base color of the “Waterfall” vignette).
 - PANTONE Black C – must be used for the gradient overlay.
- “Waterfall” scotch rule appears in two colors.
 - The “waterfall” frame, constructed of metallic silver “Scotch” rules (a thin, outside gold rule, a white space, and a second, heavier gold rule).
 - PANTONE 877 C Silver Metallic (outer)
 - White C (center)
- ROCA® THINS custom Logo-type
 - White base color with PANTONE 877 Silver Metallic print embellishment
 - PANTONE COOL GRAY 6 C- drop shadow with multiply transparency mode.
- ROCA® THINS tag line and product description
 - Font: Smiley Monster (tracking adjusted for character spacing)
 - Color: White
- Flavor specific Custom flavor banner. Details are shown below.



Any other colors than those specified above are considered unauthorized and not permissible.

Milk Chocolate ROCA® THINS

Key features and characteristics

- The standard ROCA THINS® “Waterfall” vignette appears in two colors.
 - Almond ROCA® Pink – must be used for the background (base color of the “Waterfall” vignette).
 - PANTONE 201 C – must be used for the gradient overlay.
- “Waterfall” scotch rule appears in two colors.
 - The “waterfall” frame, constructed of metallic gold “Scotch” rules (a thin, outside gold rule, a white space, and a second heavier gold rule).
 - PANTONE 873 C Gold Metallic (thin outside rule and the heavier inner rule).
 - PANTONE 9064 C (center)
- ROCA®THINS custom Logo-type
 - PANTONE 9064 C base color with PANTONE 873 C Gold Metallic print embellishment
 - PANTONE 4635 C- drop shadow with multiply transparency mode.
- ROCA®THINS tagline and product description
 - Font: Smiley Monster (tracking adjusted for character spacing)
 - Color: White
- Flavor specific custom color banner. Details are shown below.



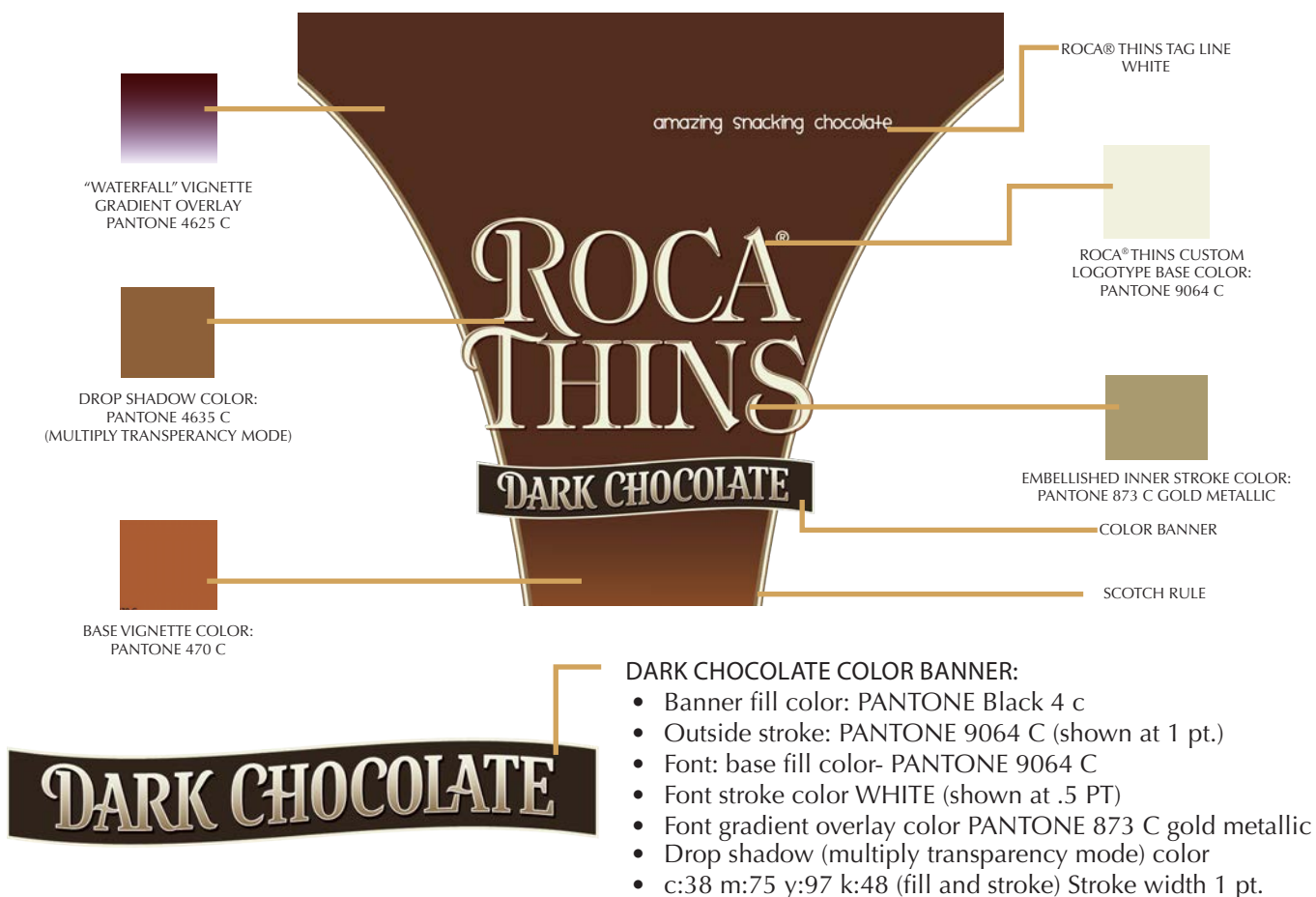
Any other colors than those specified above are considered unauthorized and not permissible.

Dark Chocolate ROCA® THINS

Key features and characteristics

- The standard ROCA® THINS “Waterfall” vignette appears in two colors.
 - PANTONE 470 C – must be used for the background (base color of the “Waterfall” vignette).
 - PANTONE 4625 C – must be used for the gradient overlay.
- “Waterfall” scotch rule appears in two colors.
 - The “waterfall” frame, constructed of metallic gold “Scotch” rules (a thin, outside gold rule, a white space, and a second, heavier gold rule).
 - PANTONE 873 C Gold Metallic (outer and inner rules)
 - PANTONE 9064 C (center)
- ROCA® THINS custom Logo-type
 - PANTONE 9064 C base color
 - PANTONE 873 C Gold Metallic print embellishment
 - PANTONE 4635 C drop shadow with multiply transparency mode.
- ROCA® THINS tag line and product description
 - Font: Smiley Monster (tracking adjusted for character spacing)
 - Color: White

DARK CHOCOLATE ROCA® THINS



Any other colors than those specified above are considered unauthorized and not permissible.

Dark Chocolate Peppermint Bark ROCA® THINS

Key features and characteristics

- The standard ROCA THINS® “Waterfall” vignette.
- Color: White
- “Waterfall” scotch rule appears in two colors.
- The “waterfall” frame, constructed of metallic silver “Scotch” rules (a thin, outside silver rule, a white space, and a second, heavier silver rule).
PANTONE 877 Silver Metallic C
White (center)
- ROCA® THINS custom Logo-type
- Custom logo sim-embossed image (available upon request).
PANTONE 877 SILVER METALLIC C Drop Shadow
- ROCA® THINS tag line and product description.
Font: Smiley Monster (tracking adjusted for character spacing)
Color: White text over text fill of PANTONE 200 C and a stroke width of 4 pt of PANTONE 200 C.

DARK CHOCOLATE ROCA® PEPPERMINT THINS



DARK CHOCOLATE PEPPERMINT BARK BANNER COLOR:

- Banner fill color PANTONE 200 C
- Outside stroke: White (shown at 3 pt.)
- Font: base fill color- white
- Font: stroke color- white (Shown at .634 pt.)
- Font: gradient overlay color PANTONE 877 C silver metallic
- Drop shadow (multiply transparency mode) black with .5 black stroke & 1.5 pixel Gaussian blur

Any other colors than those specified above are considered unauthorized and not permissible.

ROCA® MILK CHOCOLATE BAR

Key features and characteristics

- The ROCA® Dark Chocolate Bar Package is made up of two main colors, Luxor 415 Gold Foil and white.
 - PANTONE 201 C – must be used for the solid color within the “waterfall” vignette (details below).
 - ALMOND ROCA® PINK – must be used for the package background color.
 - LUXOR 415 GOLD FOIL – banner inner stroke color and logo(inner highlights) (see below).
 - WHITE – logo color, text color and package badge(s) color.



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

ROCA® DARK CHOCOLATE BAR

Key features and characteristics

- The ROCA® Dark Chocolate Bar Package is made up of two main colors, Luxor 415 Gold Foil and white.
 - PANTONE 4625 C – must be used for the solid color within the “waterfall” vignette (details below).
 - ALMOND ROCA® PINK – must be used for the package background color.
 - LUXOR 415 GOLD FOIL – banner inner stroke color and logo(inner highlights) (see below).
 - WHITE – logo color, text color and package badge(s) color.



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

ALMOND ROCA® BUTTER TOFFEE POPCORN

Key features and characteristics

- The standard ALMOND ROCA® BUTTER TOFFEE POPCORN “Waterfall” vignette appears in one background color, **PANTONE 201C**.

ALMOND ROCA® BUTTER TOFFEE POPCORN “WATERFALL” VIGNETTE ILLUSTRATION



The standard ALMOND ROCA® BUTTER TOFFEE POPCORN package background color is **Custom ALMOND ROCA® PINK**.



Do not print the vignette in black or white. Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

ROCA® RICH & CREAMY HOT CHOCOLATE

Key features and characteristics



The ROCA® RICH AND CREAMY HOT CHOCOLATE logo is to be used on all package design.

The ROCA® “Waterfall” vignette is a brand-enforcing signature. It is composed of the corporate / manufacturer logo, the brand name and flavor banner. To alter the key elements of the ROCA® RICH & CREAMY HOT CHOCOLATE logo is not permissible.

The ROCA® RICH & CREAMY HOT CHOCOLATE PLAQUE

The ROCA® Hot Chocolate plaque has three distinguishing elements:

- The “waterfall” frame, constructed of “scotch” rules (a thin, outside rule, a specified white or flavor specific color space, and a second, heavier color).
- Inside the waterfall frame with the product name (ROCA® RICH & CREAMY HOT CHOCOLATE), drawn in a custom and embellished alphabet.
- A color banner cradles the descriptor “HOT CHOCOLATE” surrounded by a corresponding color rule or stroke.

ROCA® RICH & CREAMYHOT CHOCOLATE VIGNETTE ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible.

ROCA® RICH & CREAMY HOT CHOCOLATE

Key features and characteristics

- Two color standard
 - Do not print the vignette in black or white. A single-color vignette is not authorized.
- The standard ROCA® RICH & CREAMY HOT CHOCOLATE “Waterfall” vignette appears in two colors:
 - PANTONE 4625 C – must be used for the background of the vignette with a 3D generated illustrated wave pattern.
 - White- “scotch” rules
- Custom color banner
 - PANTONE BLACK 4 C
- Custom Logotype
 - White - base color
 - PANTONE 4625 C- embellished stroke
- ROCA® RICH & CREAMY HOT CHOCOLATE package primary background color is Custom Almond ROCA® Pink
- The vignette must contrast with its background sufficiently to define the logo clearly.



Images and other graphic assets may be requested where necessary.

MILK CHOCOLATE PEANUT BUTTER SQUARES

Key features and characteristics

- Product inclusion and callout text printed in PANTONE 9064 C (Illustrated below).
- Wood grain patterned background (Available Upon Request).
- Header / Footer color bars and product descriptive text printed in PANTONE 471 C.
- Manufacturer’s logo and product name each printed in PANTONE 4625 C (logo and text Available Upon Request).

MILK CHOCOLATE PEANUT BUTTER SQUARES PACKAGE (FRONT) ILLUSTRATION



GILL SANS NOVA FONT
(CONDENSED ULTRA BOLD)
PANTONE 9064 C

HEADER - COLOR BAR
PANTONE 471 C

MANUFACTURER'S LOGO
PANTONE 4625 C
(LOGO AVAILABLE
UPON REQUEST)

CUSTOM TEXT
PANTONE 4625 C
(TEXT AVAILABLE
UPON REQUEST)

GILL SANS NOVA FONT
(CONDENSED ULTRA BOLD)
PANTONE 471 C

WOOD GRAIN
PATTERN - IMAGE
BACKGROUND
(AVAILABLE
UPON REQUEST)

FOOTER - COLOR BAR
PANTONE 471 C

MILK CHOCOLATE PEANUT BUTTER SQUARES PACKAGE (BACK) ILLUSTRATION



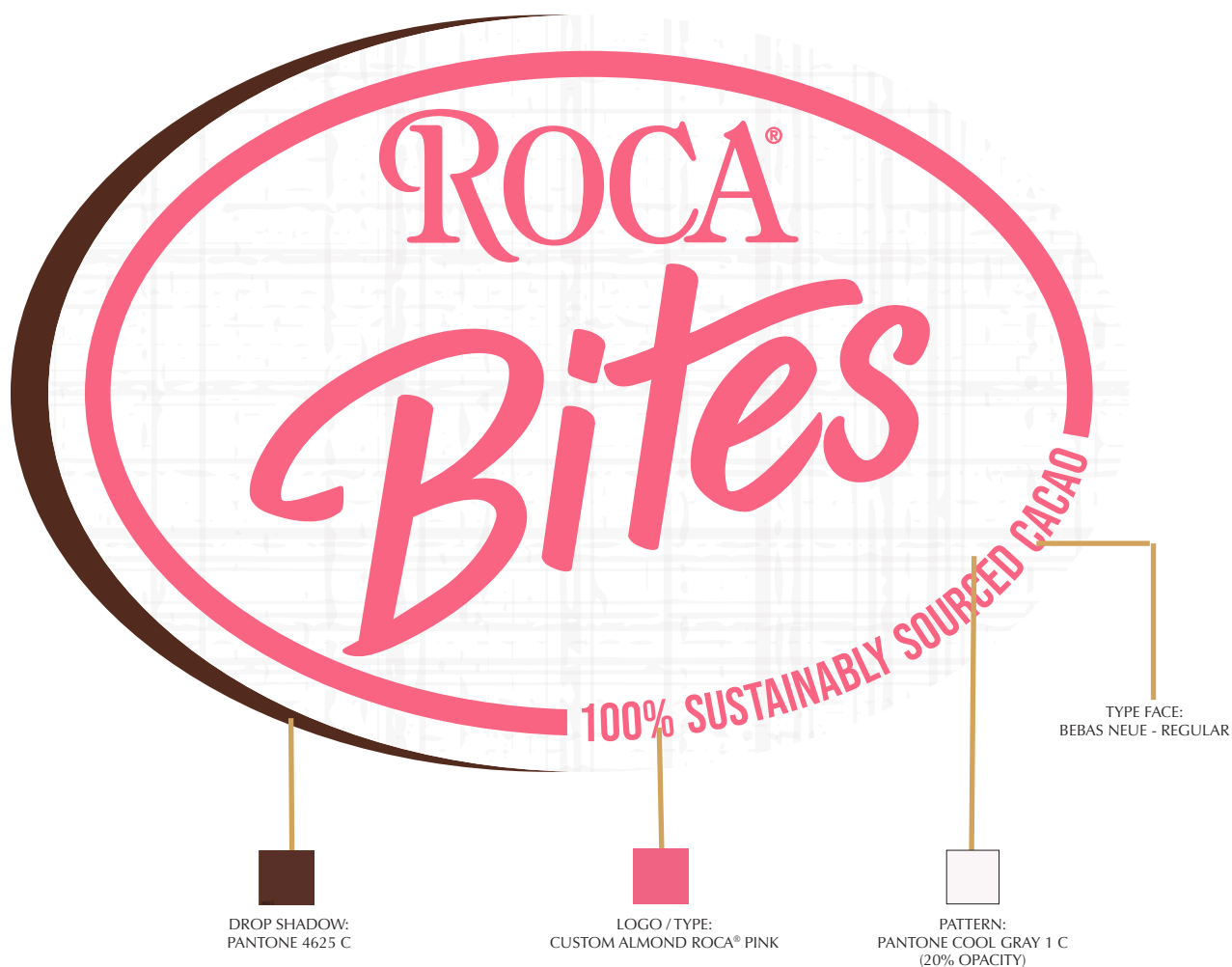
Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

ROCA® BITES Brand and Package Design



The ROCA® BITES logo is to be used on all ROCA® BITES package design.

The ROCA® BITES logo design and packaging are brand-enforcing signatures. The custom spaced arrangement of text, graphics, scale, font(s), logotype, proportion and color of all components are required for artwork without deviation. Due to size, orientation and layout of various art, some alternate layouts may be permitted. However, all artwork including deviations of artwork outside of these guidelines must be approved by Brown & Haley's Director of Marketing, Kathi Rennaker. To view and/or download the approved logo for ROCA® Bites, please visit our website at: www.brown-haley.com or contact our marketing department at sweets@brown-haley.com.



ALMOND ROCA® BITES

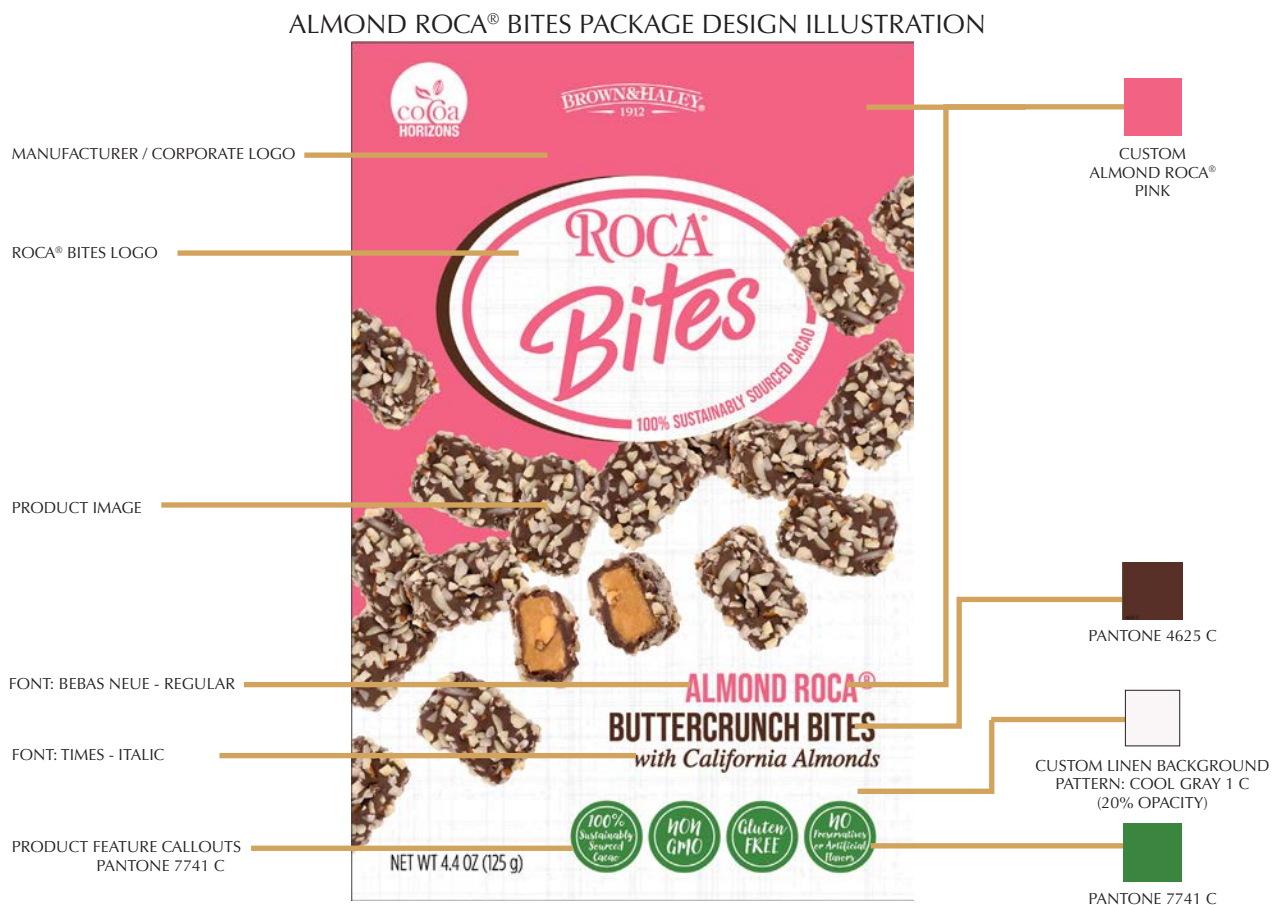
Key features and characteristics

The ALMOND ROCA® BITES packaging has six distinguishing elements:

- The manufacturer/corporate logo
- The ROCA® BITES logo
- Background colors and pattern
 - Custom ALMOND ROCA® PINK background color
 - Custom linen background pattern
- Product attribute call out circles
- Flavor Font
 - Heading: Bebas Neue - Regular in Custom ALMOND ROCA® Pink & PANTONE 4625C
 - Sub-head: Times - Italic in PANTONE 4625C

The ROCA® BITES Linen Background Design

All package design must have the linen background in color PANTONE 1 C Cool Gray at 20% opacity all over a pure white base coat. The specific pattern for the background can be supplied upon request.



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary. For more information about Cocoa Horizons contact Brown & Haley's Director of Marketing, Kathi Rennaker or visit <https://www.cocoa Horizons.org/>.

MILK CHOCOLATE ROCA® BITES

Key features and characteristics

The MILK CHOCOLATE ROCA® BITES packaging has six distinguishing elements:

- The manufacturer/corporate logo
- The ROCA® BITES logo
- Background colors and patterns
 - PANTONE 310 C background color
 - Custom linen background pattern
- Product attribute call out circles
- Flavor Font
 - Heading: Bebas Neue - Regular in Custom ALMOND ROCA® Pink & PANTONE 4625C
 - Sub-head: Times - Italic PANTONE 4625C

The ROCA® BITES Linen Background Design

All package design must have the linen background in color PANTONE 1 C Cool Gray at 20% opacity all over a pure white base coat. The specific pattern for the background can be supplied upon request.

MILK CHOCOLATE ROCA® BITES PACKAGE DESIGN ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary. For more information about Cocoa Horizons contact Brown & Haley's Director of Marketing, Kathi Rennaker or visit <https://www.cocoa Horizons.org/>.

DARK CHOCOLATE ROCA® BITES

Key features and characteristics

The DARK CHOCOLATE ROCA® BITES packaging has six distinguishing elements:

- The manufacturer/corporate logo
- The ROCA® BITES logo
- Background colors and pattern
 - PANTONE 4635 C background color
 - Custom linen background pattern
- Product attribute call out circles
- Flavor Font
 - Heading: Bebas Neue - Regular in Custom ALMOND ROCA® Pink & PANTONE 4625C
 - Sub-head: Times Italic in PANTONE 4625C

The ROCA® BITES Linen Background Design

All package design must have the linen background in color PANTONE 1 C Cool Gray at 20% opacity all over a pure white base coat. The specific pattern for the background can be supplied upon request.

DARK CHOCOLATE ROCA® BITES PACKAGE DESIGN ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary. For more information about Cocoa Horizons contact Brown & Haley's Director of Marketing, Kathi Rennaker or visit <https://www.cocoa Horizons.org/>.

MOUNTAIN® BAR Brand and Package Design



The MOUNTAIN® BAR logo is to be used on all MOUNTAIN® BAR package design.

The MOUNTAIN® BAR logo design and packaging are brand-enforcing signatures. The custom spaced arrangement of text, graphics, scale, font(s), logotype, proportion and color of all components are required for artwork without deviation. Due to size, orientation and layout of various art, some alternate layouts may be permitted. However, all artwork including deviations of artwork outside of these guidelines must be approved by Brown & Haley's Director of Marketing, Kathi Rennaker.

The Mountain® BAR “Plaque”

The MOUNTAIN® BAR brand “Plaque” is required as the signature identifier for all MOUNTAIN® BAR package design. The “Plaque” has five distinguishing elements:

- The corporate logo the same color as the “flavor bar” in the upper left corner.
- The flavor name above in the same color as the “flavor bar”.
- An offset horizontal banner, “flavor bar”, with the product name encapsulated.
- The mountain graphic.
- The background mountain graphic must always be in Pantone 6C Warm Gray everywhere it is shown, printed, or displayed without deviation.

No other colors are permitted other than those assigned to each individual flavor.



The Mountain® Bar Package Design

The base color for all Mountain® Bar package design must be pure white. Take special care to avoid color cast whites as they will effect the package detail, diminish color vibrancy, reduce text legibility and lessen image contrast. Contact the Director of Marketing for brand assets, package artwork, images, and other details. Any graphic elements or text content related to the design that cannot be reproduced to exact specifications may be provided upon request.

MOUNTAIN[®] BAR Packaging Details for All Flavors

Cherry MOUNTAIN[®] BAR

Key features and characteristics

The standard MOUNTAIN[®] BAR packaging has four distinguishing elements:

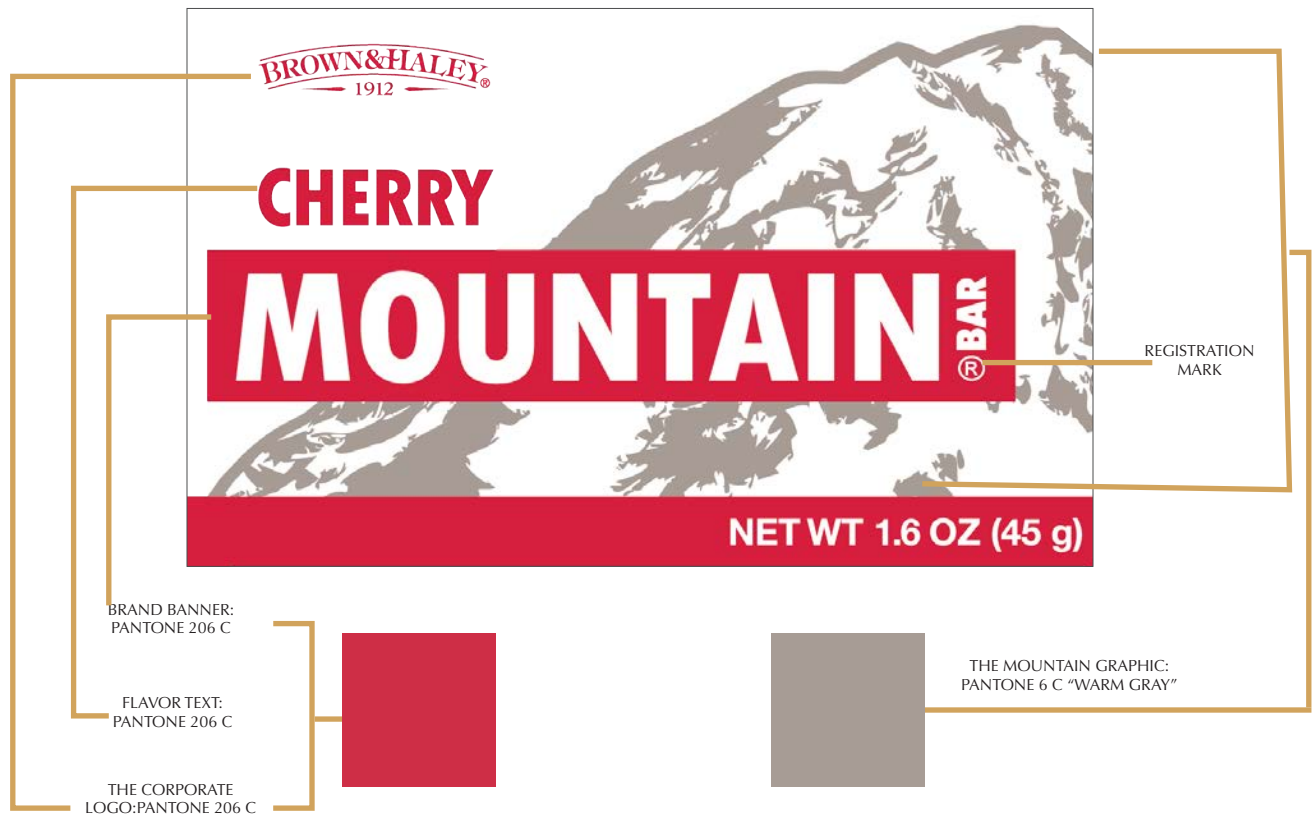
- The manufacturer/corporate logo in Pantone 206 C
- The mountain graphic in Pantone 6 C “warm gray”
- Flavor text

Font: Tw Cen MT Condensed Extra Bold-Regular
Color: PANTONE 206 C

- Brand logotype

Font: Tw Cen MT Condensed Extra Bold-Regular with white text knockout of PANTONE 206 C
offset (left) banner
Registration mark font: Arial-Regular.

MOUNTAIN[®] BAR “CHERRY” PACKAGE DESIGN ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

Peanut Butter MOUNTAIN® BAR

Key features and characteristics

The standard MOUNTAIN® BAR packaging has four distinguishing elements:

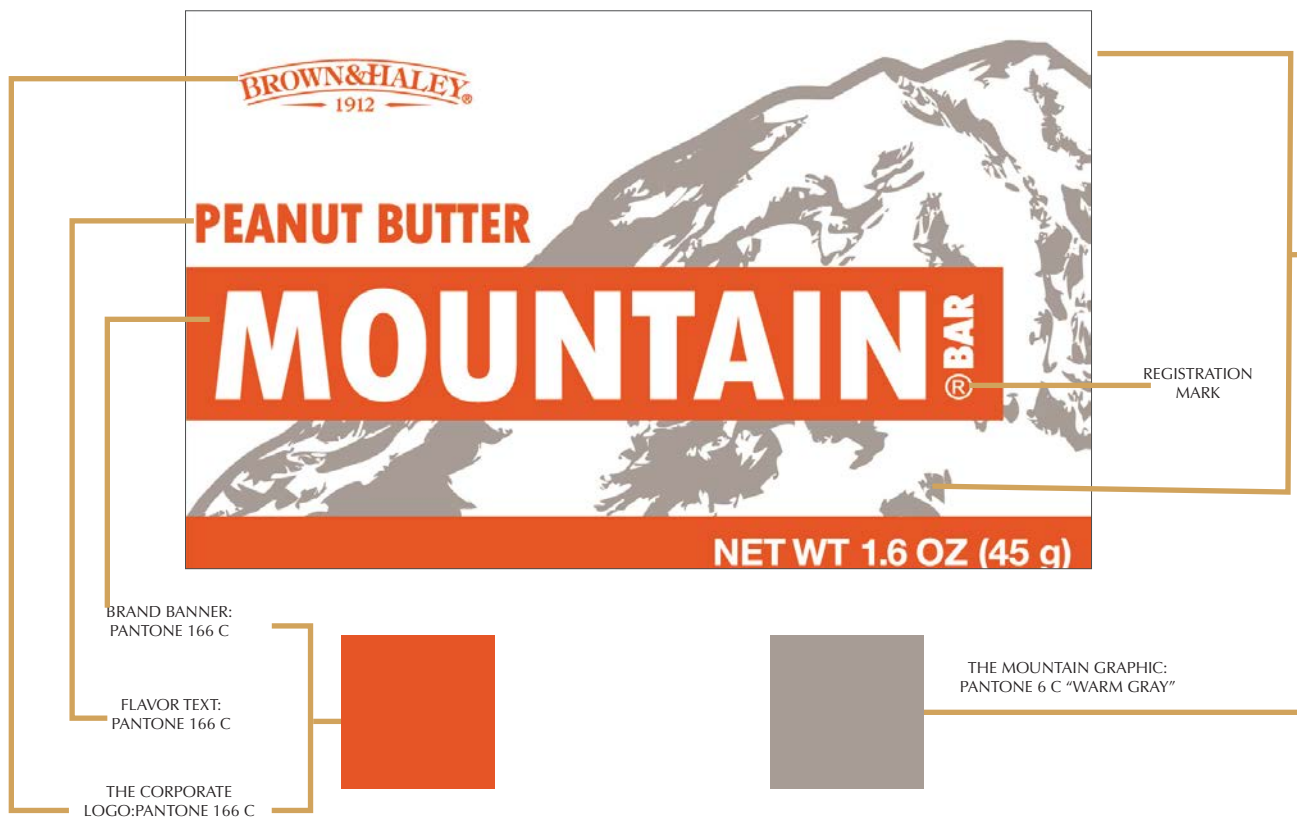
- The manufacturer/corporate logo in Pantone 166 C
- The mountain graphic in Pantone 6 C “warm gray”
- Flavor text

Font: Tw Cen MT Condensed Extra Bold-Regular
Color: PANTONE 166 C

- Brand logotype

Font: Tw Cen MT Condensed Extra Bold-Regular with white text knockout of PANTONE 166 C offset (left) banner
Registration mark font: Arial-Regular.

MOUNTAIN® BAR “PEANUT BUTTER” PACKAGE DESIGN ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.

Vanilla MOUNTAIN® BAR

Key features and characteristics

The standard MOUNTAIN® BAR packaging has four distinguishing elements:

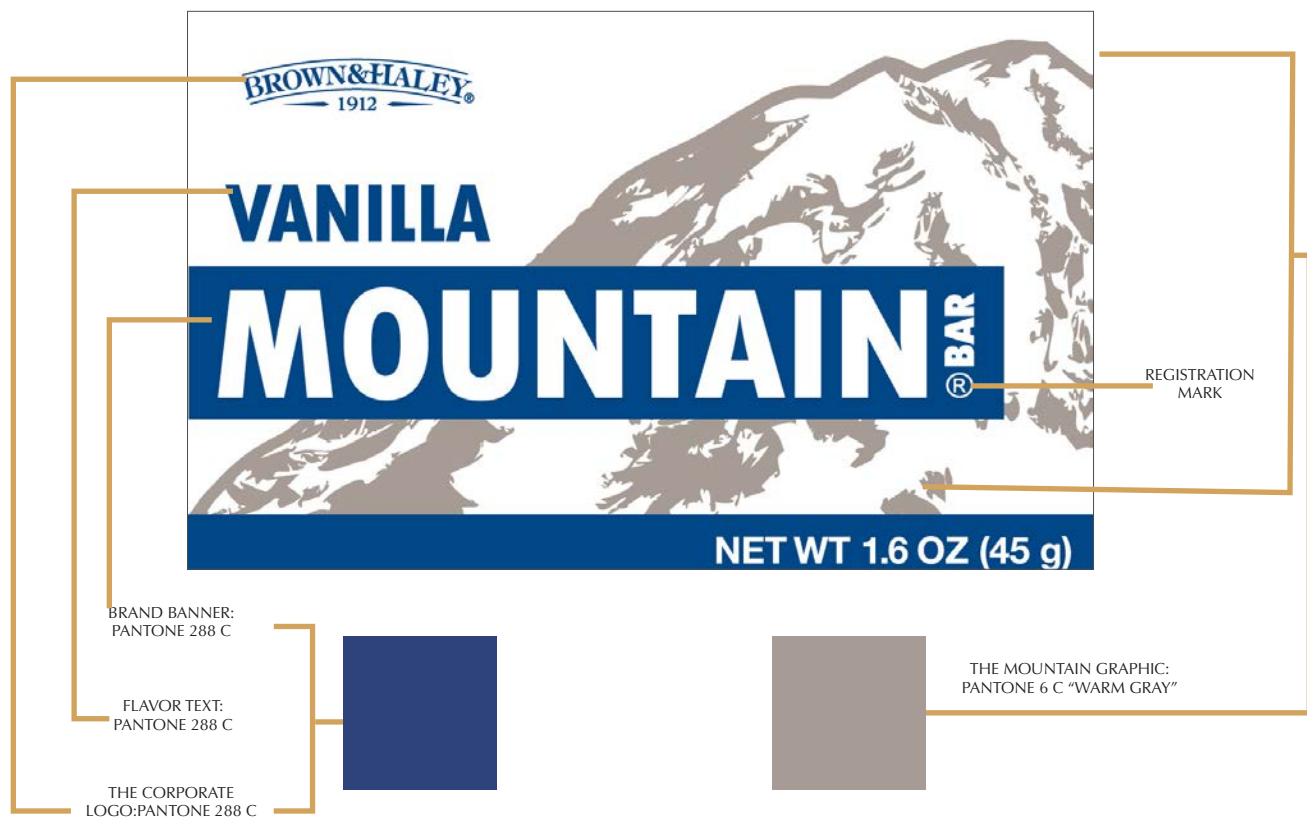
- The manufacturer / corporate logo in Pantone 288 C
- The mountain graphic in Pantone 6 C “warm gray”
- Flavor text

Font: Tw Cen MT Condensed Extra Bold-Regular
Color: PANTONE 288 C

- Brand logotype

Font: Tw Cen MT Condensed Extra Bold-Regular with white text knockout of PANTONE 288 C
offset (left) banner
Registration mark font: Arial-Regular.

MOUNTAIN® BAR “VANILLA” PACKAGE DESIGN ILLUSTRATION



Any other colors than those specified above are considered unauthorized and not permissible. Image and graphic assets may be requested where necessary.



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