



**STRONG  
COMMUNICATIONS  
START WITH  
GREAT  
BRAND STANDARDS**



## **Sysco Brand Standards v2.0 | August 2019**

For logo creation and standards guidance  
please contact Corporate Marketing Communications

[CorporateMarketing@corp.sysco.com](mailto:CorporateMarketing@corp.sysco.com)

# Sysco Brand Standards

In this brand guide you will find an overview of our logo standards and we will touch on all aspects of our communications. You can find more detailed breakdowns of specific areas, such as Stationery, Fleet, On Hold, Video, eMail and Web. These supplemental guides can be found on Sysco Kitchen.

**IMPORTANT: Please ensure you have the current version of the Brand Standards or its chapters, by checking back on Sysco Kitchen ([SyscoKitchen.com](http://SyscoKitchen.com)) quarterly.**



# Sysco Brand Standards

## **Strong communications start with great brand standards**

Following graphic standards is vitally important to presenting a strong, unified brand throughout Sysco and to the outside world. You play a leading role in this effort, and this guide will help you succeed. It will introduce you to our company's "look and feel" and familiarize you with the core elements of our identity system.

To produce effective communications, you should always strive to apply these standards to your projects. Be sure to read this manual completely — all of our elements are covered in detail. When you need to design your own communications pieces, be sure to follow the guidelines and examples in this manual. We've also built templates to make it even easier for you to create superb communications. Option+Double Click the asset you need in the High Res InDesign file to access the material you need. Thank you for helping us build and maintain an excellent image for Sysco.

If you have any questions, please contact:

**[CorporateMarketing@corp.sysco.com](mailto:CorporateMarketing@corp.sysco.com)**



Sysco Brand Standards  
**Primary Sysco Logo**

# Sysco Brand Standards

Primary Sysco Logo

## Approved Sysco Parent Logos - English



### English Preferred Usage:

2 color logo on white background



### Alternative Usage:

reverse logo with green leaf



### No Tagline Usage:

Use only the logo without its tagline when it will be printed smaller than 1" wide.

It is critical to maintain high trademark standards as we are the global leader in food service. Consistent and compelling brand identity maintains alignment with our vision for Sysco, amplifies our voice to the foodservice industry and strengthens affinity between our customers and the Sysco brand.

Our "At the Heart of Food and Service" tagline was birthed from comprehensive customer facing research. Our customers believe Sysco is "at the heart of food and service," leading in fresh food, fresh ideas, and with solutions that support their business goals.

**For more details about logo and color specifications please see the Sysco Brand Standards v2.0.**

# Sysco Brand Standards

Primary Sysco Logo

## Approved Sysco Parent Logos - English

Reverse or positive, the Sysco “leaf” must **ALWAYS be green.**  
(One color printing is only usable with the express permission of [CorporateMarketing@corp.sysco.com](mailto:CorporateMarketing@corp.sysco.com))



### English Preferred Usage:

2 color logo on white background





# Sysco Brand Standards

Primary Sysco Logo

## Approved Sysco Parent Logos - English U.S. & Canada with Spanish & French



Use ® in U.S. and Canada only.  
For use in Europe, do not use ® or ™

No ™ on the "At the heart of food and service" tagline.

### English U.S. and Canada Preferred Usage:

2 color logo on white background



**Spanish U.S.**  
2 color logo on white background



**Spanish U.S.**  
reverse logo with green leaf



**French**  
Note the ® is MD in French

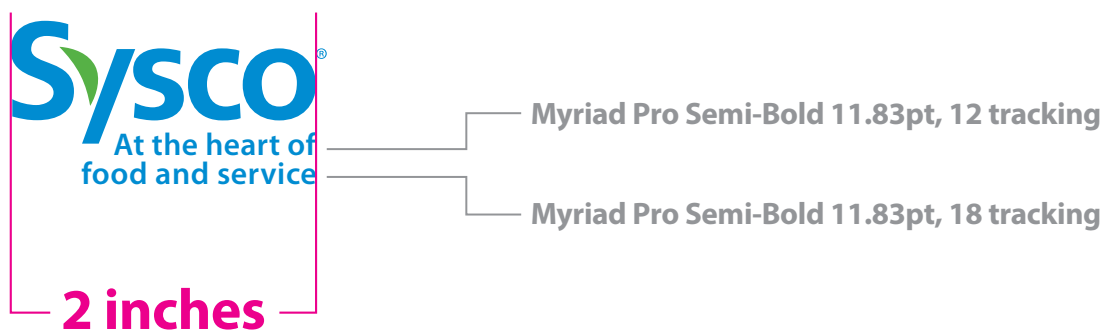


**French**  
reverse logo with green leaf

# Sysco Brand Standards

Tagline Build Specifications

## Build Details and Logo Ratio



**A minimum unobstructed area should surround the logo on all sides.**



# Sysco Brand Standards

Color Management

## Approved Sysco Colors and Color Breaks

### - Sysco GREEN -

PMS 369 U

CMYK Values:

C:67 M:0 Y:98 K:5

RGB Values:

R:109 G:179 B:63

HEX: 56B146

### - Sysco BLUE -

PMS 3005 U

CMYK Values:

C:100 M:28 Y:0 K:0

RGB Values:

R:0 G:129 B:198

HEX: 008CD2

### - Sysco GREY -

PMS 431 U

CMYK Values:

C:10 M:0 Y:0 K:60

RGB Values:

R:117 G:123 B:130

HEX: 727B83

### RGB – is for Computer Screens and Television

RGB (red, green, blue) is an additive method of color creation, you add and mix different values between 0 and 225. This tells a device how much output of each color to use. If you add no color to RGB (0,0,0) you get black. If you max all the levels (255,255,255) you will get white.

### HEX – is for Websites

Hexadecimal color is a reference for RGB numbers. Since web browsers are designed to read HEX codes, web developers will use HEX instead of RGB.

### CMYK – is for Printing

CMYK – This stands for Cyan, Magenta, Yellow, and Black(K). CMYK is a subtractive form of color creation. A reading of 0% of each color will get you white and with 100% of each you will get black.

### PMS – is for Exact Color Matching and for Printing Spot Color

The Pantone Matching System (PMS) is used by printers and designers to ensure color accuracy. By using the Pantone color you ensured that a professional printer will produce the exact right color.

### Color Management – what does all this mean?

Color ranges vary by discipline. CMYK, while the most common printing method, also has the most limited number of colors available. CMYK produces 100 million color variations while RGB can produce 166 million – 66% more color range. CMYK limitations are often really bright colors and will struggle to print bright orange and bright green. It is however the easiest format, making it very affordable vs. PMS.

# Sysco Brand Standards

Primary Sysco Logo

## Approved Sysco Brand Resources



Please go to **Sysco Kitchen** to find logo information and/or contact Corporate Marketing Communications.

If you don't have a design resource or internal marketing department, please contact the Center of Excellence:  
**[sysco.my.workfront.com/requests](https://sysco.my.workfront.com/requests)**

Design costs may be assigned to the project requestor. All third party designs such as this must be approved by Sysco Corporate Marketing (CorporateMarketing@corp.sysco.com).

# Sysco Brand Standards

## Sysco Approved Fonts

### Approved Sysco Font Sets - Printed Material

#### Primary Sysco font

##### Myriad Pro Light

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Regular

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Bold

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Black

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Light Italic

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Italic

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Bold Italic

Our vision is to be our customers' most valued and trusted business partner.

##### Myriad Pro Black Italic

Our vision is to be our customers' most valued and trusted business partner.

#### To be used when Myriad is not available

##### Verdana Regular

Our vision is to be our customers' most valued and trusted business partner.

##### Verdana Bold

Our vision is to be our customers' most valued and trusted business partner.

##### Verdana Italic

Our vision is to be our customers' most valued and trusted business partner.

##### Verdana Bold Italic

Our vision is to be our customers' most valued and trusted business partner.

**Verdana Free Download:**  
[www.wfonts.com/font/verdana](http://www.wfonts.com/font/verdana)

**Buy Myriad Pro:**  
[www.myfonts.com/fonts/adobe/myriad](http://www.myfonts.com/fonts/adobe/myriad)

### Approved Sysco Font Sets - Web and Social Media

##### Georgia Regular

Our vision is to be our customers' most valued and trusted business partner.

##### Georgia Bold

Our vision is to be our customers' most valued and trusted business partner.

##### Georgia Italic

Our vision is to be our customers' most valued and trusted business partner.

##### Georgia Bold Italic

Our vision is to be our customers' most valued and trusted business partner.

**Georgia Free Download:**  
[www.myfonts.com/fonts/microsoft/georgia](http://www.myfonts.com/fonts/microsoft/georgia)

# Sysco Brand Standards

## Fleet Graphics

### Sysco Fleet Graphics

All images of Sysco fleet vehicles must include the updated fleet graphics pictured below:

Tomato



Avocado



Strawberry



Beef



Seafood



For more detailed information about the **Fleet Graphics** please refer to the current version of the **Sysco Fleet Graphics Standards** found on Kitchen.



The horizontal version of the "Sysco At the heart" logo is preferred for **Fleet Graphics** and **eMail Marketing**. See Primary Logo Treatment Applications on Page 18 for details.



Sysco Brand Standards  
**Country and OpCo**  
**Wordmark Treatment**

# Sysco Brand Standards

Country Wordmark Treatment

## Approved Sysco Country Logo - Examples



### Preferred Usage:

2 color logo on white background



All geographical identifiers are to be kept to the right of the logo and separated by a vertical line.

# Sysco Brand Standards

Country Wordmark Treatment

## Approved Sysco Country Wordmark - Build



**Please note that the Country font size differs slightly from the OpCo font size.**  
Always ensure you are using the correct specifications for your application.



All country logos have been pre-built and are available on Kitchen.



# Sysco Brand Standards

OpCo Wordmark Treatment

## Approved Sysco OpCo Wordmark - Examples



Short Single Line



Long Single Line



If the location has a sub-regional identifier (North, South, East, Central, Metro, etc.), that designation is positioned on the top line.



Short Double Line

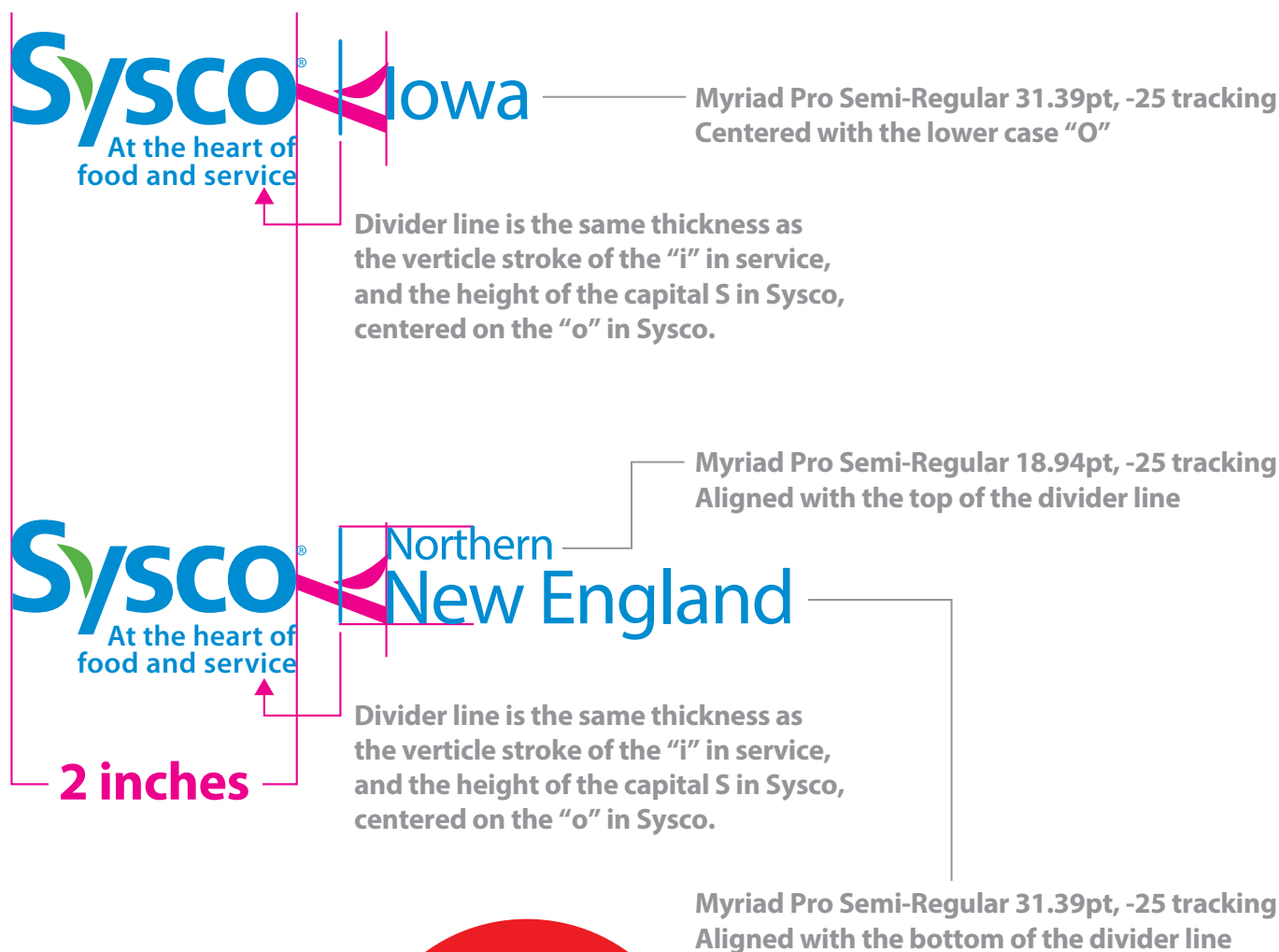


Long Double Line

# Sysco Brand Standards

OpCo Wordmark Treatment

## Approved Sysco OpCo Wordmark - Build







**Please note that the Country font size differs slightly from the OpCo font size.**

Always ensure you are using the correct specifications for your application.

# Sysco Brand Standards

## Logo Usage





### USBL - Primary Logo Treatment Applications

	Commercial Brand with Tagline 	Commercial Brand without Tagline 	Company Name Horizontal 	Commercial Brand with Horizontal Tagline 	Comments
Buildings & Environmental Signage		✓			
Business Cards	✓		✓		Please see Stationery Standards for correct usage.
eMail Signatures	✓			✓	Commercial Brand with Tagline is preferred.
Presentation Templates	✓				
Contracts / Legal Documents			✓		
Headed Paper	✓		✓		
Invoices			✓		
Payslips			✓		
Sales Materials	✓		✓		Company Name Horizontal goes in the footer only.
Stand Signage	✓				
Media Communications	✓				
Website	✓				
Trucks		✓		✓	
Salesforce Vehicles	✓				
Delivery Driver Uniforms	✓				
Chef Jackets	✓				
Calendar	✓				
Embroidered Material	✓	✓			If logo is being displayed 2.5 cm or smaller, use the logo with no tagline and no registered mark.
Screened Printed Items	✓	✓			If logo is being displayed 2.5 cm or smaller, use the logo with no tagline and no registered mark.
Emboss	✓	✓			If embossed, engraved or another application where no ink is applied to a physical object then the logo used does not need the green leaf and will be chosen based off of applied size.
Promo Collateral	✓	✓			If logo is being displayed 2.5 cm or smaller, use the logo with no tagline and no registered mark.
Mobile Apps		✓			
Tradeshow Signage	✓				
Apparel	✓				Sysco color pallet should be followed for apparel items. The only exception would be for any associate who wears required safety ware: Gray, white, Sysco blue, black.
eMail Marketing				✓	

# Sysco Brand Standards

## Logo Usage

### Europe - Primary Logo Treatment Applications

	Commercial Brand with Tagline 	Commercial Brand without Tagline 	Company Name Horizontal 	Commercial Brand with Horizontal Tagline 	Comments
Buildings & Environmental Signage		✓			
Business Cards	✓		✓		Please see Stationery Standards for correct usage.
eMail Signatures	✓			✓	Commercial Brand with Tagline is preferred.
Presentation Templates	✓				
Contracts / Legal Documents			✓		
Headed Paper	✓		✓		
Invoices			✓		
Payslips			✓		
Sales Materials	✓		✓		Company Name Horizontal goes in the footer only.
Stand Signage	✓				
Media Communications	✓				
Website	✓				
Trucks		✓		✓	
Salesforce Vehicles	✓				
Delivery Driver Uniforms	✓				
Chef Jackets	✓				
Calendar	✓				
Embroidered Material	✓	✓			If logo is being displayed 2.5 cm or smaller, use the logo with no tagline and no registered mark.
Screened Printed Items	✓	✓			If logo is being displayed 2.5 cm or smaller, use the logo with no tagline and no registered mark.
Emboss	✓	✓			If embossed, engraved or another application where no ink is applied to a physical object then the logo used does not need the green leaf and will be chosen based off of applied size.
Promo Collateral	✓	✓			If logo is being displayed 2.5 cm or smaller, use the logo with no tagline and no registered mark.
Mobile Apps		✓			
Tradeshaw Signage	✓				
Apparel	✓				Sysco color pallet should be followed for apparel items. The only exeption would be for any associate who wears required safety ware: Gray, white, Sysco blue, black.
eMail Marketing				✓	



Sysco Brand Standards  
**Internal Programs &  
Internal & External Divisions**

# Sysco Brand Standards

Internal and Special Case Logos

## Approved Sysco Internal Program Logos



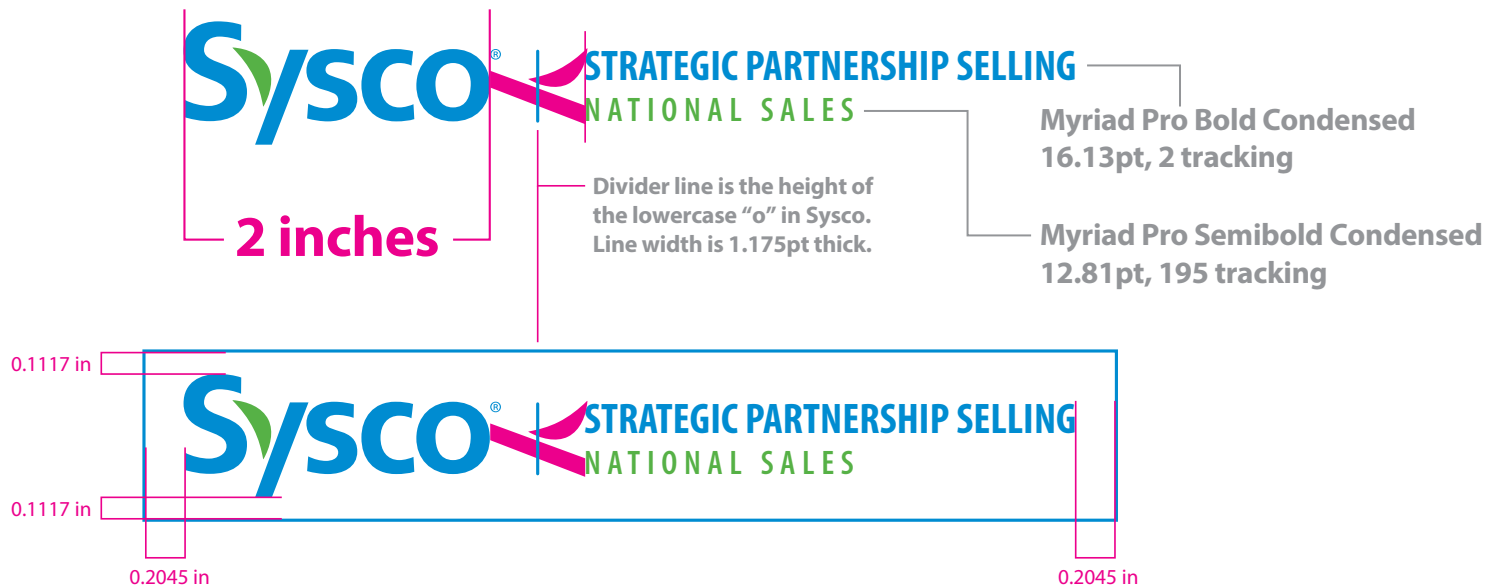
## Approved Sysco Internal Department logos



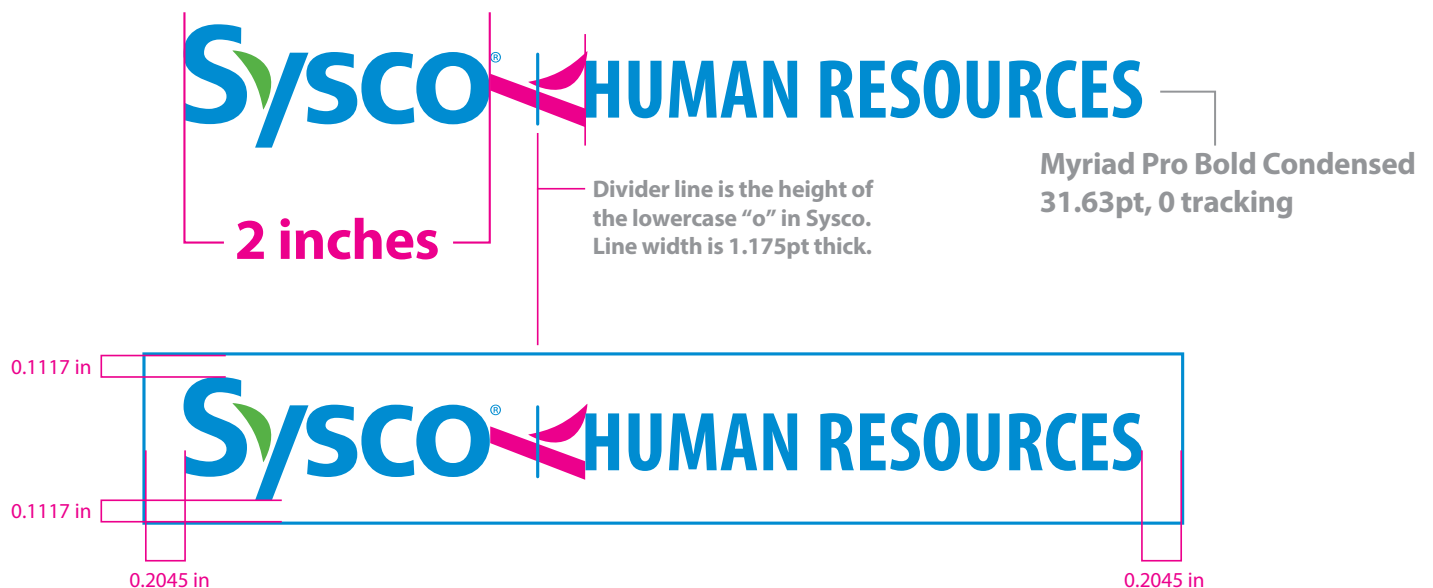
# Sysco Brand Standards

Internal and Special Case Logos

## Approved Sysco Internal Program Logos - Builds



## Approved Sysco Internal Department logos - Builds







# Sysco Brand Standards

## **Magazine Logos**

# Sysco Brand Standards

Magazine Logos

## Approved Sysco Foodie Magazine Logo Treatment



### English Preferred Usage:

2 color logo on white background



### Alternative Usage:

reverse logo with green leaf



# Sysco Brand Standards

Magazine Logos

## Approved Sysco Nourish Magazine Logo Treatment



### English Preferred Usage:

2 color logo on white background



### Alternative Usage:

reverse logo with green leaf



# Sysco Brand Standards

Internal and Special Case Logos

External facing logos that include Sysco must be approved.



**Any external facing logos, shields or lock-ups that include Sysco must be approved.**

The use of the Sysco trademark in a stylized graphical context, as show above, is only for external-facing programs.

**Contact:**

CorporateMarketing@corp.sysco.com



# Sysco Brand Standards **Specialty Companies & Endorser Taglines**

# Sysco Brand Standards

Specialty Companies & Endorser Taglines

Sysco “Endorser” Line for use with Specialty Companies

a Sysco company & a Sysco partner



Preferred Usage:  
color



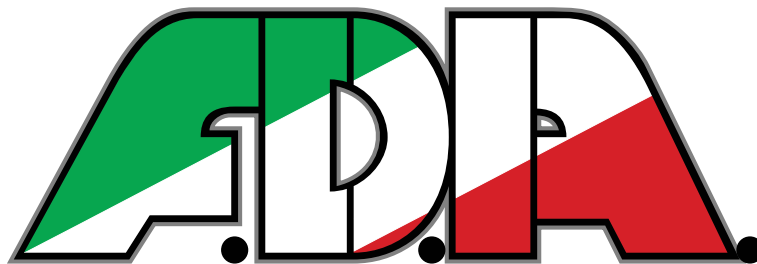
Preferred Usage:  
reverse

# Sysco Brand Standards

Specialty Companies & Endorser Taglines

Sysco Endorser Lines for use with specialty companies and joint venture partners

guestsupply®  
a Sysco company



division de Sysco

a Sysco® company

Endorser brands to use “a Sysco company” on all  
broad facing items; websites, fleet, stationery and business cards

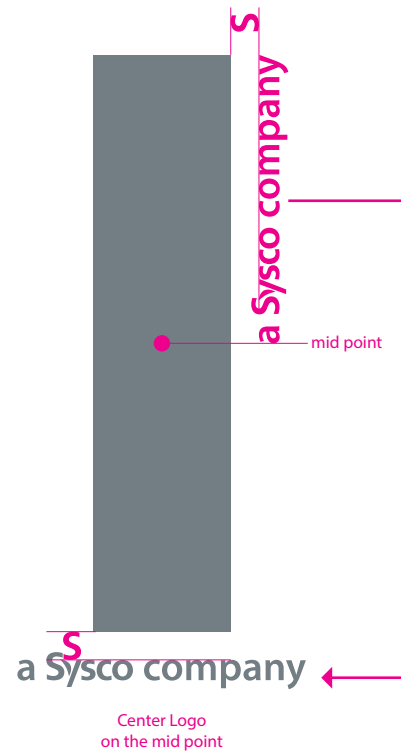
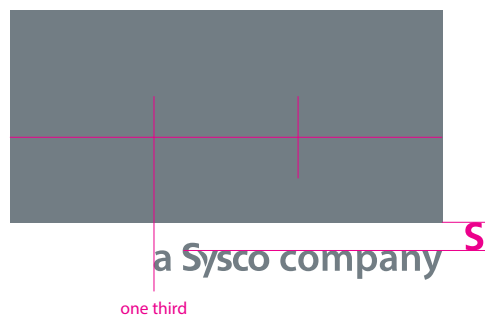
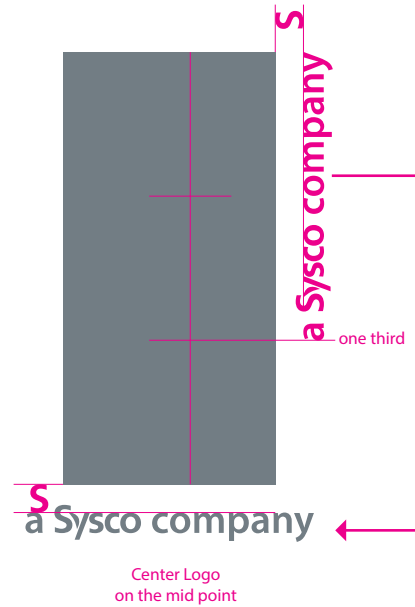
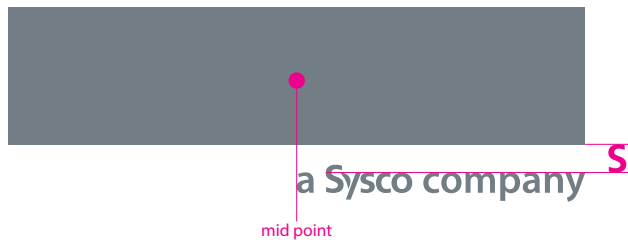


# Sysco Brand Standards

Specialty Companies & Endorser Taglines

## Sysco Endorser Lines - Shape Ratio and Placement

Choose the shape that best fits the shape of the partner logo and base all sizes from the templates. Examples of builds are provided on the next page.



# Sysco Brand Standards

Specialty Companies & Endorser Taglines

## Sysco Endorser Lines - Construction examples





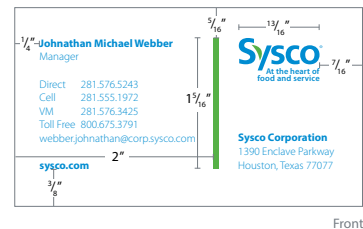
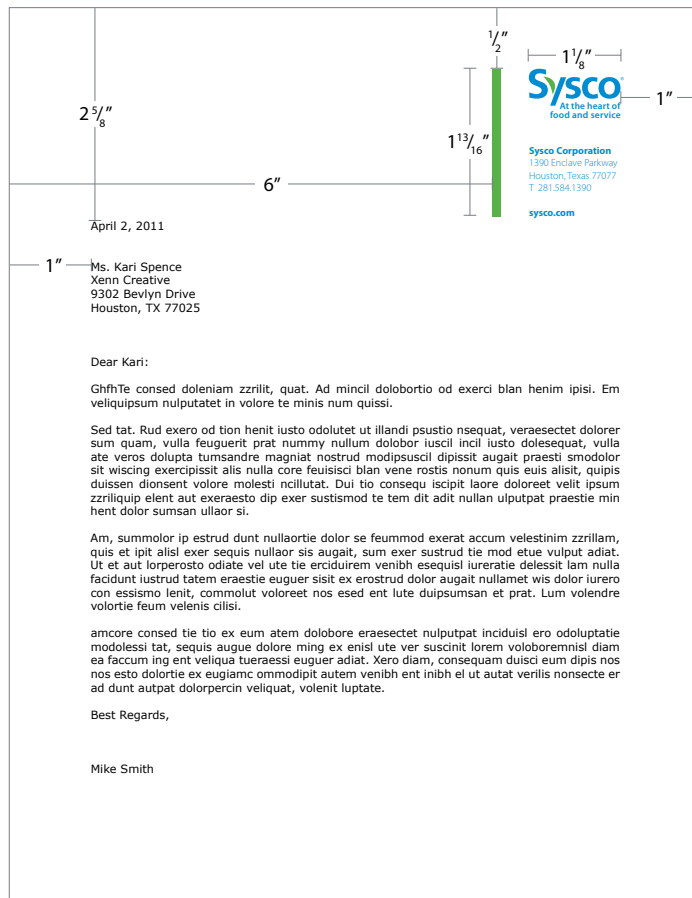
# Sysco Brand Standards

## **Stationery**

# Sysco Brand Standards

## Stationery

## Sysco Stationery Brand Standards



Front



Back



To order go to:

[order.taylorcommunications.com](https://order.taylorcommunications.com)

Under "Our Resources," select "Branded Material"

<New users will have to register • Previous users will log in >

Click "Order" > then "Stationery" > Select the item > Select "Create New"

Complete the fields and click "Save" > Select the Order Quantity and then click "Add to Order"

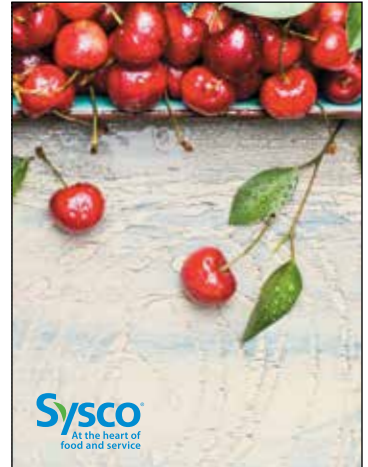
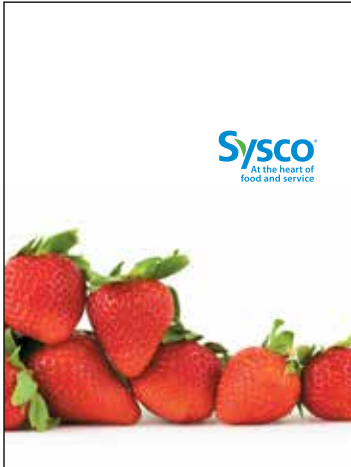
**Canadian Stationery:** Go to [MySyscoStore.ca](https://MySyscoStore.ca) to order

For more detailed information about stationery please refer to the current version of the **Sysco Stationery Graphics Standards** found on Kitchen.

# Sysco Brand Standards

Stationery

## Presentation Folders and Power Point Templates



### POCKET FOLDERS (9x12 inch)



### POWER POINT TEMPLATES 16x9 ratio (1920x1080px)

These templates are available in Sysco Kitchen.  
Check back quarterly for new updates and additions.



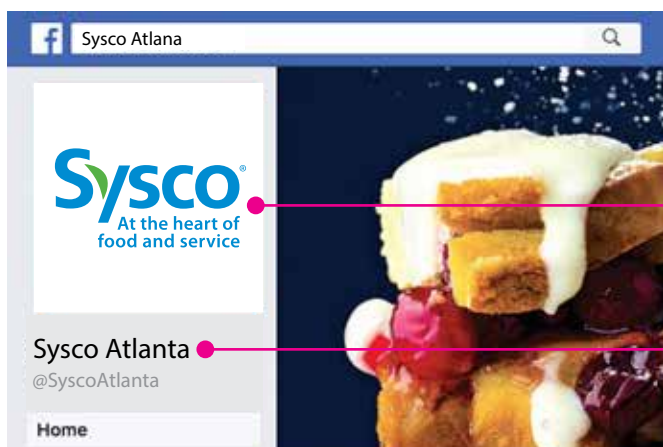
Sysco Brand Standards  
**Digital Standards**

# Sysco Brand Standards

Web and Social Media



Social Media applications are typically a square or circular format. For our Facebook home page or Twitter, the "Sysco At The Heart" logo should be the stacked color version on a white background. The Social Media version on our DAM has been formatted to fit both shapes.



For OpCo social media, the logo remains the same, "Sysco At the heart of food and service" stacked.

The identifier under the logo differentiates the region or division.



# Sysco Brand Standards

Photographic Rights Management

## Photography Rights, *What Do I Need to Know?*

**Basically, if you didn't procure the image, or have a third party agency procure it for your specific need, you can't use it.**



There are three types of photographs that you will encounter:

### ***Sysco Owned***

This is an image that was shot by Sysco for Sysco and is owned outright.

### ***Licensed Stock Photography***

This is an image that has been licensed by Sysco for a limited use. For example, it was procured for use on the cover of Foodie Magazine. These licences have a limited time period and they cannot be used in any other application.

### ***Royalty Free Stock Photography***

This type of image has no time limit or other restrictions but can only be used on the application that it was procured for. These images cannot be loaded into a content management system and distributed across the organization after purchase.

***Never use an image found on the web at anytime, for anything. It is considered property theft.***

# Sysco Brand Standards

## Digital Standards

The Sysco logo may be used over photographs but only in its all-white version. Never use any color variation of the Sysco logo on a photograph. Make sure no part of the Sysco logo is over a light area of the image as this will fragment its visual integrity and diminish brand effectiveness. The Sysco logo may be used in color on very light tints.

**Examples of correct logo usage on light and dark backgrounds. White is preferred.**



CO-M0-Y0-K10



CO-M5-Y0-K20



CO-M0-Y0-K100



C100-M95-Y5-K0



CO-M0-Y0-K100

## Logo Placement on Images



**Correct**



**Incorrect**



Ensure the logo does not appear pixelated as this indicates the file size is too small.

# Sysco Brand Standards

Digital Standards

## Photography Standards - Tips for Shooting and Choosing Stock Photography



### Depth of Field & Get Closer!

Tighten your field of view to focus on smaller details. Keeping the focus tight and having a blurred background keeps your focus in the correct place.

### Rule of Thirds

Divide your image into a 3x3 grid, ensure that your subject falls on or where the lines meet to create a visually balanced composition.



### Inviting Pose

Make sure your subject's body language looks inviting and approachable. Head up, shoulders square, always wear a smile. Avoid a closed stance and crossed arms.



# Sysco Brand Standards

Digital Standards

## Photography Standards - Tips for Shooting and Choosing Stock Photography



### Rustic vs. Chain

Your images should convey rustic and relaxed feelings, while still showcasing premium products and rich tones and colors. Avoid plastic tables and shots that could imply poor quality or poor handling of product.

### Inclusiveness

When shooting groups of people, your subjects should be diverse, respectful and be in a bright, welcoming environment.



### Time of Day

Shifting the time a shot is taken can change the mood. Something gloomy in the evening can suddenly be inspiring at first light. Be mindful of shifting light.

# Sysco Brand Standards

Digital Standards

## Photography Standards - Tips for Shooting and Choosing Stock Photography

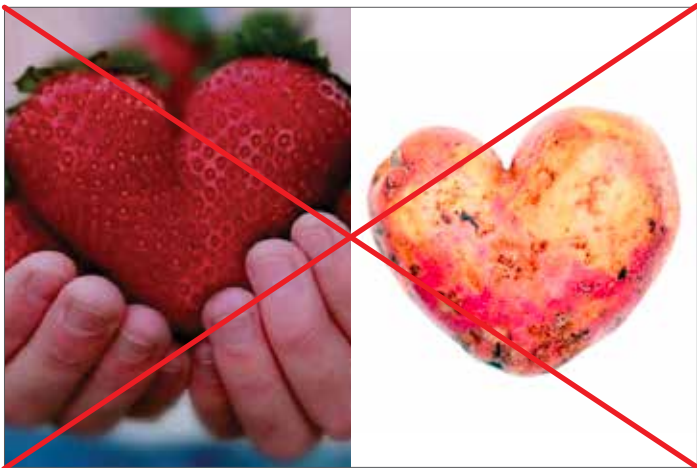


### Silly and Staged

As a company we want to present a professional approach to food service. Avoid images that are silly and obviously staged. Our chefs should not be wearing hats.

### No Alcohol or Raw

Avoid alcohol in our food shots. Do not use images of raw meat being handled, even in the correct and safe manner.



### Think Organic, Not GMO

This strawberry and potato, although probably grown naturally, do not resemble shapes found in nature. As a result, they are often assumed to be genetically modified or bio-engineered.

# Sysco Brand Standards

## Digital Standards

### eMail - Signature Standards - Verdana for All Text

1 full space — **Jennifer Smith | Director of Field Marketing** — Verdana 10pt **BOLD** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space — **Sysco Corporation** — Verdana 10pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — 1390 Enclave Pkwy, Houston, TX 77077, USA — Verdana 10pt **BOLD** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — p. 281-555-5555 — Verdana 8pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — c. 832-555-5555 — Verdana 10pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space — smith.jennifer@corp.sysco.com — Verdana 8pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space —  — Preferred Usage: Sysco logo to be the same width as "Sysco Corporation" typed out in Bold above.

1 full space — CONFIDENTIAL – This e-mail transmission and any documents attached to it may contain information that is confidential or legally privileged. If you are not the intended recipient, or a person responsible for delivering this transmission to the intended recipient, you are hereby notified that any discourse, copying, distributions, or use of this transmission is strictly prohibited. If you have received this transmission in error, please immediately notify the sender and destroy the original transmission, attachments and destroy any hard copies. — Verdana 8pt (HTML) text in Sysco grey (HEX: 505255)

 — **Alternative Usage:** Commercial Brand with Horizontal Tagline may be used in place of the preferred Commercial Brand with tagline. Minimum width of Sysco Corporation, and maximum width no wider than Sysco Corporation written out twice, applies to the Sysco logo itself.

 — **Alternative Usage:** Endorsed Logo may be used in place of "At the heart of food and service." Minimum width of Sysco Corporation and maximum width should be no more than Sysco Corporation written out twice.

**Sysco Corporation**

**Do not include unauthorized images or logos in your signature.**

# Sysco Brand Standards

Digital Standards

## eMail - Signature Standards - Multiple eMail Contacts

1 full space — **Jennifer Smith** | Director of Field Marketing — Verdana 10pt **BOLD** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space — **Sysco Corporation** — Verdana 10pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — 1390 Enclave Pkwy, Houston, TX 77077, USA — Verdana 10pt **BOLD** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — p. 281-555-5555 — Verdana 8pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — c. 832-555-5555 — Verdana 10pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space — smith.jennifer@corp.sysco.com — Verdana 8pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)


1 full space — **Alternatively:** — Verdana 8pt **BOLD ITALIC** (HTML) text in Sysco green (HEX: 56B146)

1 full space — **Rick Jones** | Inside Sales Representative — Verdana 10pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — p. 281-555-5555 — Verdana 8pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 half space — c. 832-555-5555 — Verdana 10pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space — rick.jones@corp.sysco.com — Verdana 8pt **REG** (HTML) text in Sysco blue (HEX: 008CD2)

1 full space —  — Sysco logo to be the same width as "Sysco Corporation" typed out in Bold above.

1 full space — **Sysco**  
At the heart of  
food and service

CONFIDENTIAL – This e-mail transmission and any documents attached to it may contain information that is confidential or legally privileged. If you are not the intended recipient, or a person responsible for delivering this transmission to the intended recipient, you are hereby notified that any discourse, copying, distributions, or use of this transmission is strictly prohibited. If you have received this transmission in error, please immediately notify the sender and destroy the original transmission, attachments and destroy any hard copies.

Verdana 8pt (HTML) text in Sysco grey (HEX: 505255)

# Sysco Brand Standards

Digital Standards

## QR Codes

The QR codes below may be used on marketing materials. All QR codes on Sysco materials must have a verified destination. Contact your Sysco Marketing Resource for QR code link approval. It is highly suggested that QR codes on Sysco materials only link to Sysco sites, such as Sysco.com or SyscoFoodie.com



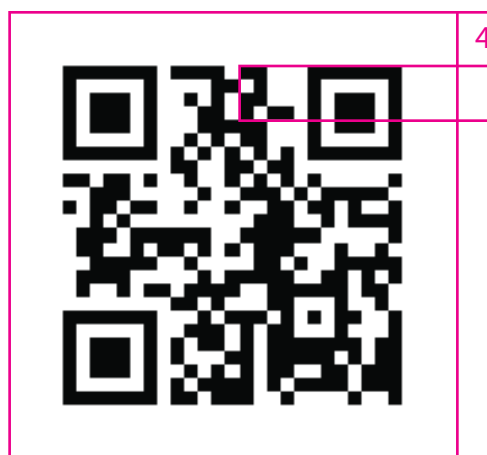
**Black QR Code**  
Sysco.com



**Blue QR Code**  
Sysco.com



**Blue and Green QR Code**  
Sysco.com



4 squares quiet zone



1 inch

1 inch recommended minimum size. More complex QR codes may require a larger size. Always test scan your codes.

For QR codes to be readable by devices, they must have a quiet zone surrounding the code. No graphics or text may enter this zone.



# Sysco Brand Standards

Web and Social Media

## Sysco Web Standards

For more detailed information about the online application of our Brand Standards, please refer to the current version of the Sysco Web Standards found on Kitchen.





Sysco Brand Standards  
**Our Message & Legal Information**



The Sysco brand is symbolic of the company and its values. It stands for the same values and standards that make Sysco the leader in our industry and a preferred place to work and grow. Its consistent use and application are essential to protect the meaning and integrity of the Sysco name and what it means to our many shareholders, associates, customers and suppliers.

In creating the brand, great care was taken to emphasize the beneficial nature of partnering with Sysco. The updated vibrant colors and contemporary style of the brand echo our commitment to quality and the communities that we serve, while the strong and contemporary font creates a fresh, clean, modern look and feel. The slogan reminds both our internal and external audiences of the many benefits of associating with Sysco.

The Sysco brand will achieve maximum effectiveness when applied consistently to all elements. To promote consistency, the following official guidelines must be observed.

# Sysco Brand Standards

Our Message & Legal Information

## Sysco Tone of Voice

*In addition to a strong and cohesive visual identity, the Sysco brand must also adhere to a distinctive verbal tone. The voice we use reflects both who we are and how others perceive us, so we should consistently convey the following characteristics:*

### **WELCOMING**

Sysco is a powerful and beneficial partner made up of talented, committed associates. Eliminate corporate jargon in favor of terms such as “we” and “our,” which will allow people to more readily identify with the company.

### **STRAIGHTFORWARD**

We don’t use overly complicated language, because communication should be straightforward and easy to understand. If we must use difficult wording, it should be explained in simple terms. We don’t use slang.

### **ACCESSIBLE**

Sysco is an open and accessible company. We respect our partners’ points of view and welcome their opinions, because it helps us to change and better meet their needs. For example: “We value your opinion, so please let us know what you think.”

### **RESPONSIBLE**

We must take a responsible, professional stance when addressing the issues facing our customers and communities. For example: “We live and work in the communities that we serve, so we work hard to preserve the environment and improve the local economy.”

### **ACTIVE**

Sysco is a dynamic company that is constantly evolving to meet the needs of our customers. As such, we use the active voice rather than the passive voice. For example: “With a workforce of 46,000 in more than 180 locations, Sysco has the talent and reach to go beyond our customers’ expectations.”

### **ADVANTAGES**

We promote innovation and services and features intended to make us and our products attractive to specific customers. Use simple but engaging word pairings that address our customers’ needs and desires, like Fresh Food & Fresh Ideas, Industry Leading Support & Solutions, or The Power of Partnership.

# Sysco Brand Standards

Our Message & Legal Information

## Sysco Brand Positioning • Voice

Sysco leads from the heart of food and service to deliver the freshest foods and fresh ideas. Our customers can count on us to deliver on-point products and solutions since only Sysco is the global leader, sitting at the heart of innovation supply, delivery, culinary, and more.

### VOICE

The voice is an expression of the Sysco brand personality, in words.

#### Sysco Voice: Informative, Straight-Forward, Friendly

The old saying, less is more, embodies our philosophy of being straight-forward with our customers. We must convey our deep culinary expertise and dedication to the industry while holding our audience's attention. We do not use overly complicated or technical language that can make individuals feel isolated or seem unapproachable. This allows us to appeal to our customers and a wider audience as a global leader.

Sysco travels the globe to bring you ethnic variety and flavors for the changing tastes of your patrons.

Sysco circumnavigates the globe in an attempt to procure the finest ingredients for the most discerning of tastes.

You can always rely on Sysco to deliver consistent quality with every order. That's because we have more than 100 quality assurance professionals committed to maintaining the most stringent standards in food quality, consistency and food safety. That's the largest and most active quality assurance department in the industry.

Sysco tries to deliver quality each time we deliver food to our restaurant owners. The restaurant owners are the key to our success. Thus, we must ensure consistency and food safety for these owners or they won't be happy.

# Sysco Brand Standards

Our Message & Legal Information

## Sysco Brand Positioning • Tone

The tone is the attitude of the specific message, and can have some variation. How should our audience feel when they engage with us?

**Sysco Tone:** Sysco strives to be our customers' most valued and trusted business partner.

Through our Marketing Associates on the ground and consultative Business Reviews, we cultivate mutually beneficial, long-term relationships with our customers. Our goal is to leverage our digital presence to reinforce this relationship.

Below are common words that we use in our content to reinforce our voice and the established relationship:

### Words that describe us:

Experts, Positive, Culinary Focused, Down-to-Earth

### Approved words:

Aged, aroma, baked, blended, blackened, candied, caramelized, char-broiled, chilled, classic, complex, crisp, crunchy, crafted, cured, deep-fried, delectable, dressed, drizzled, encrusted, flavored, flavorful, fresh, glazed, grilled, hearty, honey-glazed, hot, indulgent, infused, juicy, layered, marinated, mashed, mild, mouth-watering, pickled, prepared, pureed, quality, reduced, rich, roasted, savory, seasoning, smoked, smoky, smothered, spicy, steamed, stuffed, sweetened, tender, toasted, tossed, zesty

### Words to stay away from:

Yummy, succulent, moist, luscious, gooey, mushy, lumpy, sticky

### Getting more descriptive:

**Acid:** sharp, tart, sour, bitter

**Aftertaste:** trace, hint, savor, relish

**Appealing:** attractive, tempting, interesting, pleasing, alluring, likable, engaging

**Appetite:** hunger, craving, desire, taste, ravenousness

**Appetizer:** snack, starter, hors d'oeuvre, finger food, dip

**Appetizing:** appealing, mouth-watering, delectable, savory, delicious, tempting, enticing

**Choice:** selection, pick, select high-quality

**Divine:** heavenly, great, delightful, lovely

**Fruity:** heavy, mellow, rich, strong

**Hot:** sizzling, searing, blazing

**Rich:** full, heavy, dripping, loaded

# Sysco Brand Standards

## Our Message & Legal Information

Brand Stewardship is everyone's business. Everything that we produce will reflect on our business in a positive or negative way. That's why it is critical to always have a clear sense of our brand's purpose.

Ensure that all our logos, messages and images reflect our values and are approved for use. Uniformity amplifies our message. We should never use unapproved images.

For image approval, contact **CorporateMarketing@corp.sysco.com**

## Brand Stewardship



### Distorting

Do not distort or scale disproportionately.



### Rotating

Do not rotate.



### Mimicking

Avoid mimicking the shapes for other graphic elements.



### Fonts

For taglines, always use the correct fonts, do not substitute.



### Taglines

Do not clutter with taglines or additional words.



### Ghosting

Do not screen or ghost the logo.



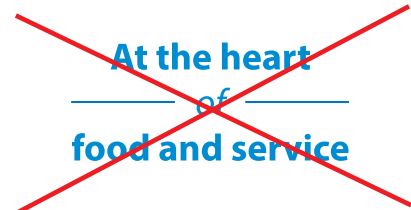
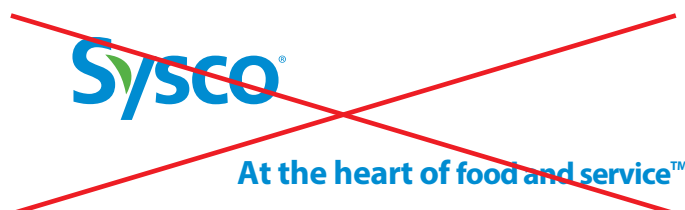
### Glows/Shadows

Do not add glows or shadows to logo.



### Colors

Do not use colors other than the approved Sysco PMS values

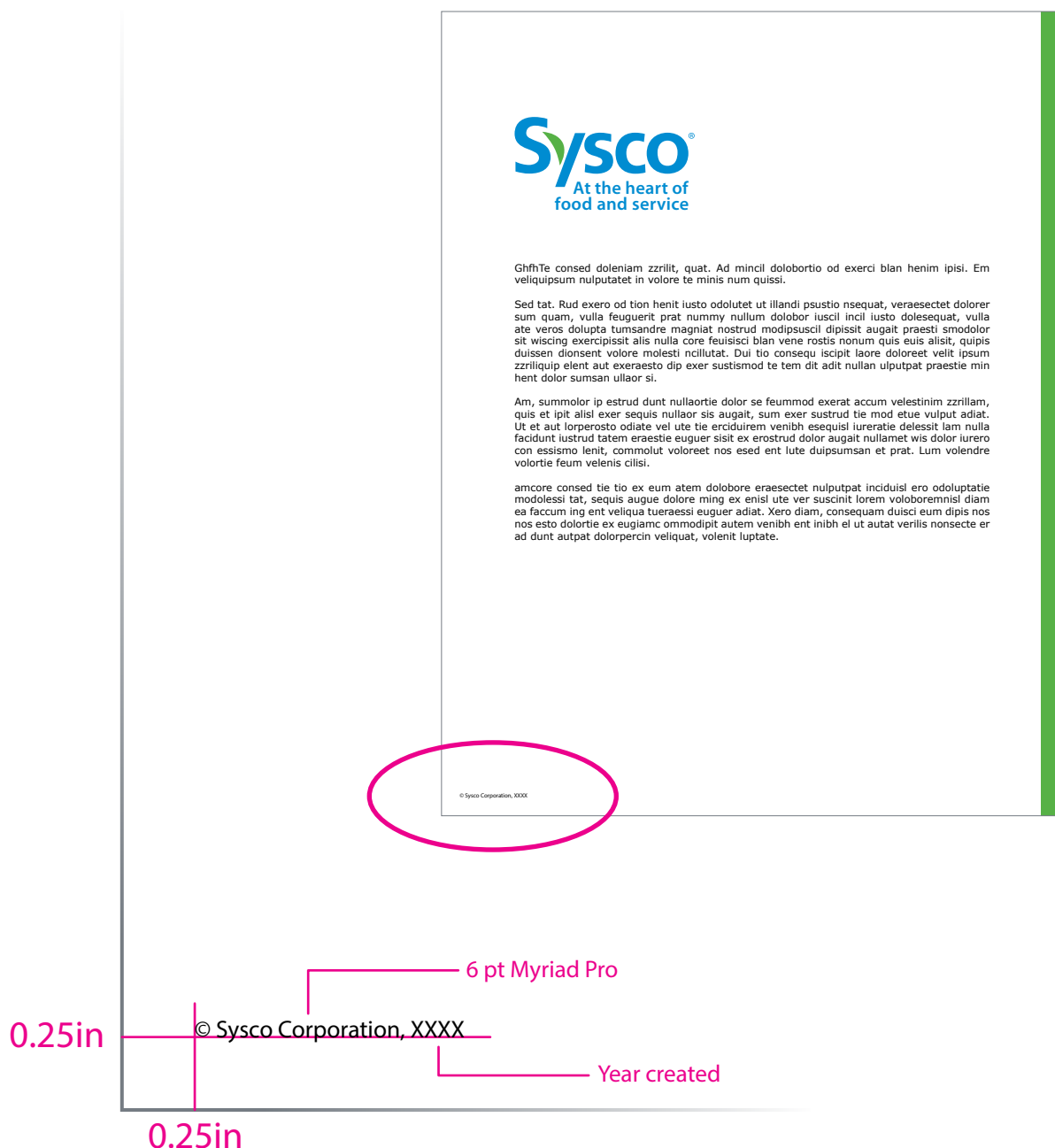


# Sysco Brand Standards

Our Message & Legal Information

## Sysco Legal Lines

The Sysco legal line is required on the bottom left of all public facing communication pieces.





# Sysco Brand Standards

Our Message & Legal Information

## Marketing Collateral Contact

**For Corporate Brand Standards Approval, contact:**

[CorporateMarketing@corp.sysco.com](mailto:CorporateMarketing@corp.sysco.com)

