

LOGO USAGE AND COLOR OPTIONS GUIDELINES

To drive consistency of use, the following Logo Usage and Color Guidelines have been set.



When using the Bimbo Bakeries USA logo in combination with other brand's logos, the Bimbo Bakeries USA logo must appear on the right sleeve of all apparel and the brand logo must appear on the left chest of same apparel. Please note only one brand logo can appear on the left chest of apparel.



All DSD Excellence apparel must be Navy Blue, with the only exception being Button Down Dress Shirts, which may be light blue. The DSD Excellence logo on button down shirts must appear on left chest.

When using DSD Excellence logo on Polo Shirts/Other Apparel the logo must appear on the right sleeve.



All Bimbo Express apparel must be Navy Blue. When using only Bimbo Express logo it must appear on the left chest.

All branded apparel should have the Bimbo Bakeries USA logo on the right sleeve and the brand logo on the left chest.

APPROVED APPAREL COLORS

To drive consistency of use, please only use the apparel color shown in the following chart.

BRAND	APPROVED APPAREL COLOR
Entenmann's	Blue
Bimbo	Red
Marinela	Blue
Taki's	Purple or White
Sara Lee	Red
Brownberry/Oroweat	Maroon
Ball Park	Blue
Artesano	Black
Thomas'	Orange or Black