

ORIGINAL FINNISH RECIPE

**FINN
CRISP®**

**FINN CRISP
BRAND GUIDELINES**
NOVEMBER 2020

WHAT ARE BRAND GUIDELINES

This document introduces the Finn Crisp brand and demonstrates the correct use of brand equities and design principles to achieve consistency across the portfolio including: Thins, Rounds, Slices, Organic and Snack product ranges.

A full set of design specifications for one Master in each of these ranges is provided with a set of hi-res brand assets to be used in the artwork production phase.

As consistency is key for Finn Crisp, the consistent application of our visual identity, design elements and pack architecture shown in these guidelines must be used across all communications and markets.

HOW TO USE THESE GUIDELINES

These guidelines should be used by our marketing, communications and production teams and inter-agency partners. In short, anyone who is responsible for creating brand touchpoints for our consumers.

It should be seen as a rule book to inspire creativity with the right ingredients. The correct application of our key brand assets will protect our design investment and ensure we strengthen our brand presence and profile worldwide by delivering a consistent, engaging and memorable brand experience.



CONTENTS

1 CHAPTER 1 - BRAND STORY

- 2 1.1 Brand history
- 3 1.2 Who are our customers?
- 4 1.3 Brand board
- 5 1.4 Brand manifesto
- 6 1.5.1-2 Brand values
- 8 1.6 Brand essence
- 9 1.7 Brand vision
- 10 1.8 New range line-up

11 CHAPTER 2 - CREATIVE ELEMENTS

- 12 2.1.1 Spot colour logo
- 13 2.1.2 Process colour logo
- 14 2.1.3 On screen logo
- 15 2.1.4 Single colour logos
- 16 2.1.5 Logo minimum sizes
- 17 2.1.6 Logo percentage coverage
- 18 2.1.7 Logo don'ts
- 19 2.2.1 Typography
- 20 2.2.2 Font usage
- 21 2.3.1 Core colour palette
- 22 2.3.2 Variant colour palette spot colours
- 23 2.3.3 Variant colour palette CMYK
- 24 2.3.4 Variant colour palette screen colours
- 25 2.4.1 Illustrations
- 26 2.4.2 Illustration positioning
- 27 2.4.3 Illustration positioning-BOP
- 28 2.5.1 Food photography
- 29 2.5.2 Food styling
- 30 2.5.3 Photography examples
- 31 2.5.4 Photography position on pack

32 CHAPTER 3 - TECHNICAL GUIDES

- 33 3.1.1 Hero format 1 - Original Thins 200g - Front face
- 34 3.1.2 Back of pack
- 35 3.1.3 Full pack
- 36 3.2.1 Hero format 2 - Organic Slices 220g - Front face
- 37 3.2.2 Back of pack
- 38 3.2.3 Full pack
- 39 3.3 Hero format 3 - Rounds 250g - Full pack
- 40 3.4.1 Hero format 4 - Snacks 130g - Front face
- 41 3.4.2 Back of pack
- 42 3.4.3 Full pack
- 43 3.5 Lantmännen endorser guidelines

44 CHAPTER 4 - SOME ADDITIONAL ITEMS

- 45 4.1 Stationery
- 46 4.2.1-2 Powerpoint template
- 48 4.3 Point of sale - shelf ready packs/trays
- 49 4.4 Point of sale - gondola end display unit

50 CHAPTER 5 - CONTACTS

- 51 5.1 Contacts
- 52 5.2 Artwork approval process

53 CHAPTER 6 - LEGAL & DISCLAIMERS

- 54 6.1 Legal information and disclaimers
-



CHAPTER 1 BRAND STORY

BRAND HISTORY

1904

Vaasa mill starts baking crispbread.



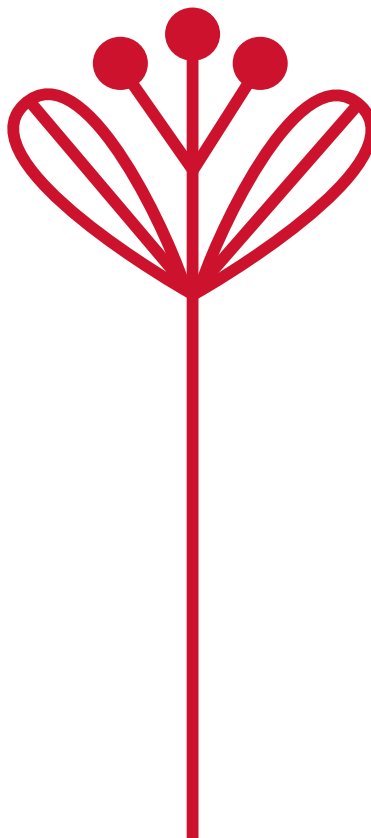
1952

The Finn Crisp brand is launched at the 1952 Helsinki Olympics. Sweden is the first export country.



2004

Finn Crisp celebrates 100 years of crispbread production, still using authentic Finnish baking traditions and recipes using only pure and simple ingredients.

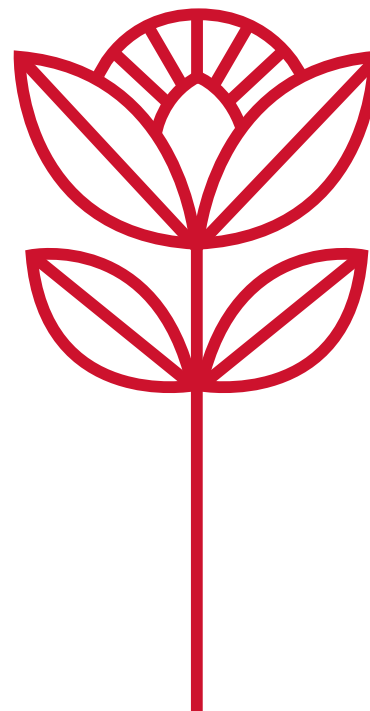


2013

Finn Crisp launches Rye Snacks.

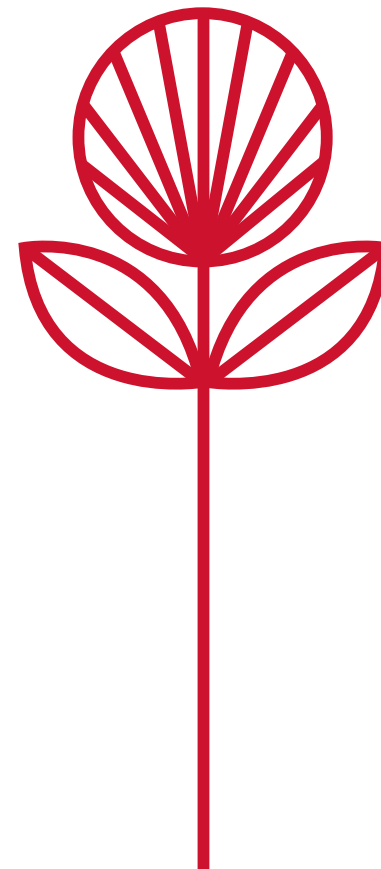
2015

Finn Crisp is the No.1 manufacturer of thin crispbread globally and exports to over 40 markets worldwide.



2016

Finn Crisp launches new design celebrating the brand's true Finnish character and Original Finnish recipe.



WHO ARE OUR CUSTOMERS?

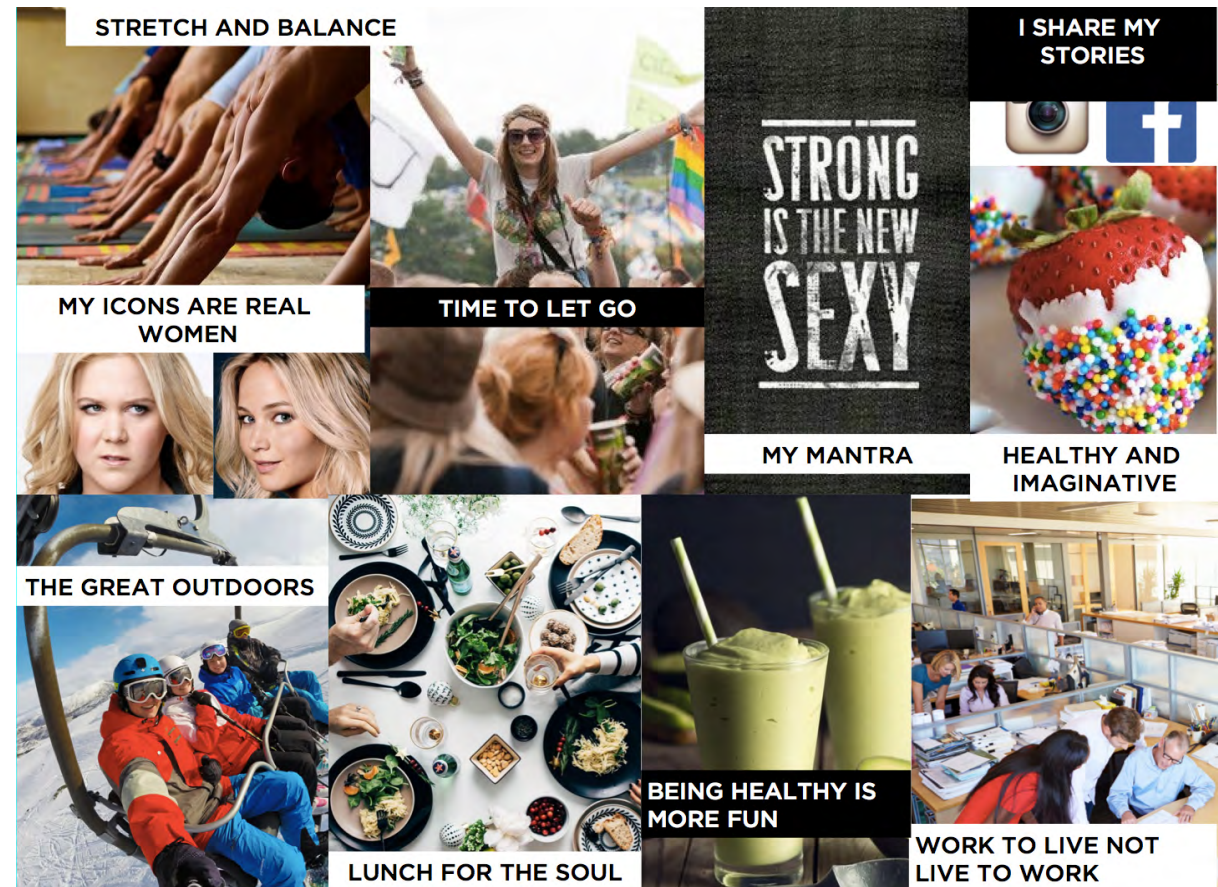
An extensive consumer study was undertaken in the Nordics for us to identify our key consumer for Crisp to drive growth. Covering several countries, consumers were grouped based on their values, and so we uncovered our target, what matters to them, and how we could reach them.

What they all hold in common:

Well Balanced Active Lifestyle

Our target consumer is typically a professional female, aged 25-35 years and is socially connected with a balanced approach to health falling under the category: Well Balanced Active Lifestyle. This consumer leads a busy lifestyle and is motivated by experience. She likes to create shared social occasions using food that is easy to prepare, healthy and tasty. They care about their diet but they prefer to spend time on things other than cooking. This consumer is in-tune with the latest trends and interested in health but will never compromise on taste.

As a person they are approachable, active and use exercise as an important part of their overall wellbeing. They also care for the wellbeing of society and will take an interest in both social and environmental issues. They make responsible choices and are willing to actively reduce meat consumption or pay a little extra for products that are more environmentally sustainable.



BRAND BOARD

1.3

CONSUMER INSIGHT:

BEING HEALTHY IS
MORE FUN

TARGET AUDIENCE:

WELL-BEING ACTIVE
LIFE: ACTIVE PEOPLE,
WITH A BALANCED
LIFESTYLE

BRAND VISION:

TO BE THE MOST
LOVED AND VERSATILE
HEALTHY SNACKING
BRAND FULL OF TASTE
AND GOODNESS

CONSUMER BENEFIT:

FINN CRISP
EMPOWERS ME TO
LIVE A GREAT LIFE

BRAND ESSENCE:

STAY CRISPY!
NATURALLY TASTY,
NATURALLY ENERGISING

BRAND PERSONALITY:

SISU, PURE,
IMAGINATIVE,
NOURISHING

REASONS TO BELIEVE:

MADE IN FINLAND
PURE INGREDIENTS
HIGH FIBRE



BRAND MANIFESTO

We plant the seeds
By the pure Finnish lakewaters
We watch them grow strong
Under Finland's sun

We harvest the grains
And grind them well
We make truest Finnish bread
To nourish the soul

We fuel you with bold, delicious goodness to
keep you feeling crispy and energised at all
times. We bring you inspiration to be more
healthy and make everyday more ryeful.

You take the inspiration
And share it all around
You nourish your body
Your family, friends, neighbours, young and old

You live the richest life you can
With possibility and love
You grow stronger with every moment
Under Finland's sun.



BRAND VALUES

The Finn Crisp brand values capture the personality of the brand. This is our criteria for evaluating creative work. Each value has a role to play. The sum of these values is the Finn Crisp brandworld.

Our attitude to life:

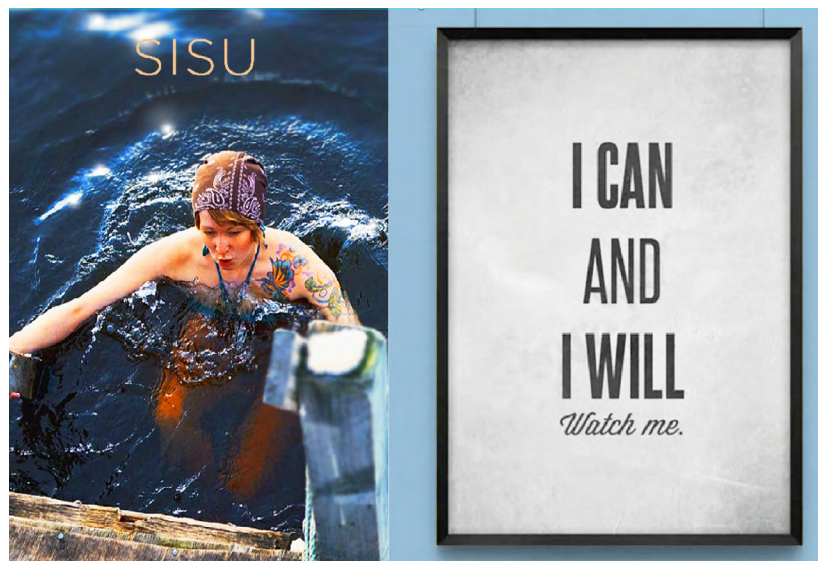
SISU

Sisu is a Finnish word that captures an inner potential to go beyond limits and is a valued and unique part of Finnish character. Sisu describes an inner strength that enables the extraordinary in each of us and empowers the imagination.

What we are made from:

PURE

It is the Finnish way to be honest and straightforward and this approach is baked into our crispbread using only simple, naturally good ingredients. Purity is our integrity. Finn Crisp is made from pure Finnish lake waters, sourdough and a variety of delicious wholesome grains. We are true to our authentically Finnish recipes and follow the same baking traditions we have used since our mill opened in 1904.



BRAND VALUES

1.5.2

Our product:

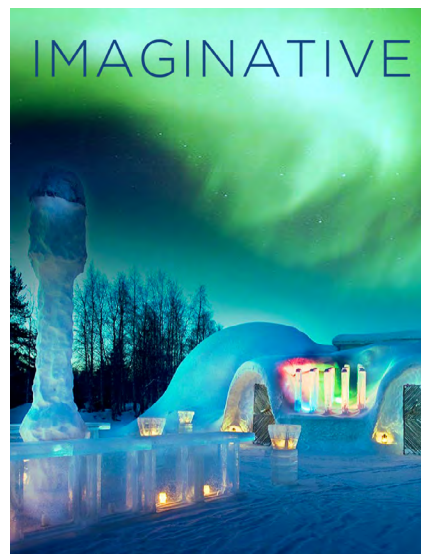
NOURISHING

Finn Crisp is made to be enjoyed and inspire creativity with food. Tasty, crisp and packed full of goodness, Finn Crisp nourishes and empowers us to make good choices and enjoy delicious moments.

How our consumer engages with us:

IMAGINATIVE

This captures the desired emotional outcome of the consumer. Finn Crisp naturally fuels your body and soul, so you can feel crispy and energised, to fully experience more delicious moments whether it's relaxing at home, with friends, on-the-go, or for a pre-workout snack.



*The world is
but a canvas to
the imagination*

BRAND ESSENCE

The brand essence sums up how Finn Crisp connects emotionally to our consumers. This is the emotional heart of Finn Crisp and should be expressed in every brand touchpoint to deliver a consistent and meaningful brand experience.

The brand essence captures what the consumers feel during an encounter with the brand. It is unique, single-minded and authentic to Finn Crisp.

STAY CRISPY! NATURALLY TASTY, NATURALLY ENERGISING.

I like snacks that nourish my body and keep me feeling healthy and happy. The wholegrain goodness of rye is full of nutritious taste and sustained energy to keep me alert and ready for the day. Finally a healthy snack that tastes great and enables me to keep on top of my game.

BRAND VISION

To be the most loved and versatile healthy snacking brand full of taste and goodness.



NEW RANGE LINE-UP

1.8





CHAPTER 2

CREATIVE ELEMENTS

SPOT COLOUR LOGO

Wherever possible the logo should be printed in spot colours. Using these colours will keep the integrity of the brand mark. Always use the artwork provided when reproducing the logo.

FULL SPOT COLOUR LOGO



BASE 186 C 100%



TINT 186 C 91%



USED COLOURS



Pantone 186 C



Pantone 187 C

OVERPRINT 187 C 80%



OVERPRINT 187 C 40%



SNACKS VARIANT LOGO



PROCESS COLOUR LOGO

Where spot colours are not available, eg editorial/press magazines use the process colour logo (CMYK).

Always use the artwork supplied when reproducing the logo.

FULL CMYK LOGO



C:22 M:98 Y:98 K:15



C:0 M:97 Y:81 K:9



USED COLOURS



C: 22 Y: 98
M: 98 K: 15



C: 0 Y: 81
M: 97 K: 9



C: 0 Y: 71
M: 85 K: 0



C: 15 Y: 99
M: 100 K: 5

C:0 M:85 Y:71 K:0



C:15 M:100 Y:99 K:5



ON SCREEN LOGO

This logo is for on screen and digital production use only.

FULL RGB LOGO



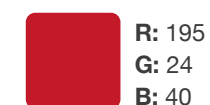
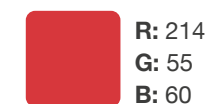
R:170 G:29 B:35



R:206 G:20 B:44



USED COLOURS



R:214 G:55 B:60



R:195 G:24 B:40



SINGLE COLOUR LOGOS

When colours are limited use the simplified single colour version printed P.186.

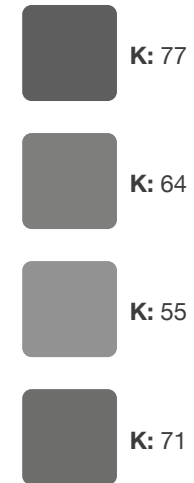
Where only a black and white application is possible use the greyscale logo (mono version).

Where the print is restricted by the print process (ie no tints possible, limited colours or the logo is too small to hold detail) use the simplified single colour black logo.

GREYSCALE (MONO VERSION)



USED COLOURS



SINGLE COLOUR



LOGO MINIMUM SIZES

2.1.5

LOGO A

Core logo.

LOGO B

Detail within logo has been adapted for print.

LOGO C

Detail within logo has been removed to aid with print.

LOGO D

Detail within logo has been adapted for print.

LOGO E

Detail within logo has been removed to aid with print.

Logo A is the core logo, use this where possible. When logo size falls below the measurements indicated use next size down.

FINN CRISP ROUNDEL LOGO

A



B



C

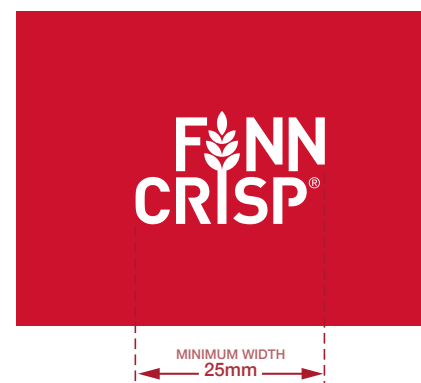


FINN CRISP SIDE OF PACK LOGO

D



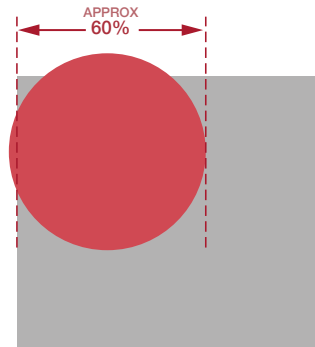
E



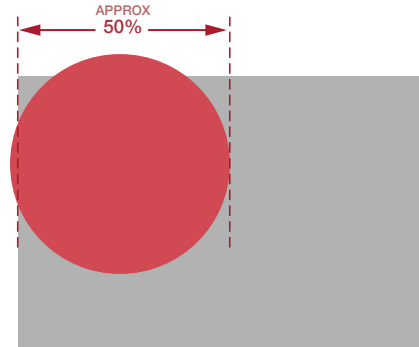
LOGO PERCENTAGE COVERAGE

Finn Crisp roundel always appears in top left quadrant of the pack. It adopts a percentage of the pack's overall front face width or with extreme horizontal packs it's a percentage of the overall depth of the pack.

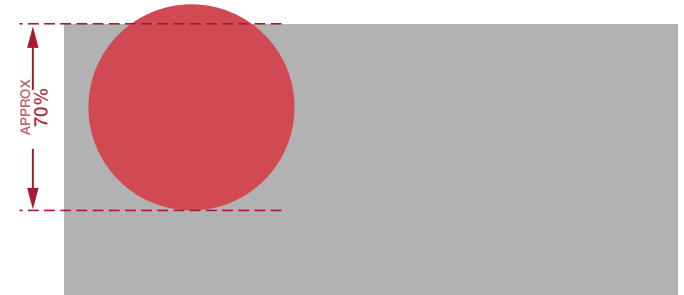
COMPACT HORIZONTAL FORMATS



HORIZONTAL FORMATS



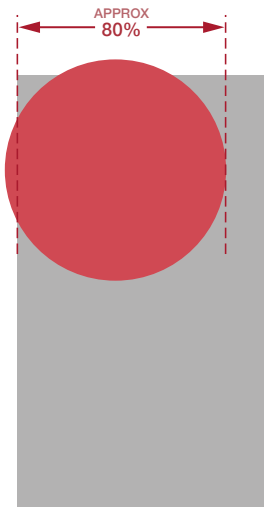
EXTREME HORIZONTAL FORMATS



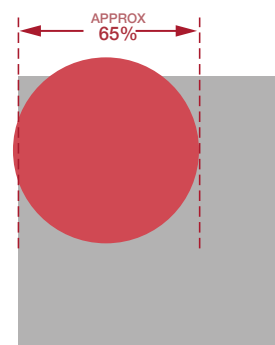
PORTRAIT FORMATS



EXTREME PORTRAIT FORMATS



SQUARE FORMATS



LOGO DON'TS

DO NOT:

- A Colourise white artwork (Finn Crisp)
- B Change direction of textured background
- C Recreate the letterform
- D Alter or distort logo artwork
- E Alter roundel shape
- F Change the background colours
- G Distort or recreate the background texture
- H Crop logo artwork
- I Add elements to artwork
- J Add effects to artwork

Please follow the same rules when using the small side of pack logo. Examples K & L.



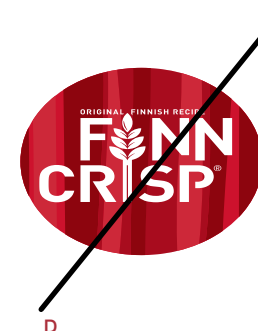
A



B



C



D



E



F



G



H



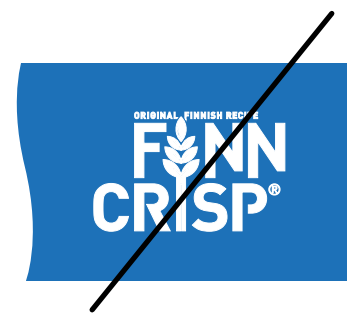
I



J



K



L

CERVO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

POPULAIRE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TURBINADO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ROBOTO BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LUNCHBOX LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FONT USAGE

2.2.2

Here is an indication of where and how we use our fonts on pack.



CERVO LIGHT
Product titles

DIN BOLD
Icons only



ROBOTO BOLD
Corporate BOP and SOP information

CERVO LIGHT
Finn Crisp story for BOP and SOP

ROBOTO BOLD CONDENSED
Corporate BOP and SOP information headers



DIN BOLD
Claims

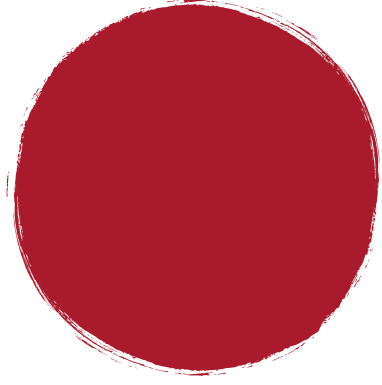
DIN BOLD
Sub copy
TURBINADO
Product descriptor

CORE COLOUR PALETTE

CORE PALETTE



Pantone 186 C



Pantone 187 C

2.3.1

VARIANT COLOUR PALETTE

SPOT COLOURS

THINS/ROUNDS/SLICES



Pantone 2339 C



Pantone 156 C



Pantone 158 C



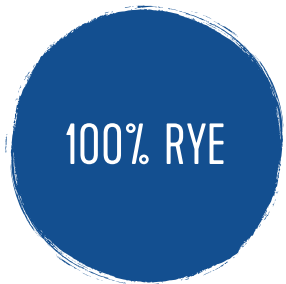
Pantone 339 C



Pantone 7637 C



Pantone 2303 C



Pantone 7686 C



Pantone 337 C



Pantone 7644 C



Pantone 7710 C



Pantone 7709 C



Pantone 2012 C

SNACKS

VARIANT COLOUR PALETTE

CMYK

THINS/ROUNDS/SLICES



C: 0 M: 54 Y: 38 K: 0



C: 0 M: 42 Y: 74 K: 0



C: 0 M: 65 Y: 80 K: 0



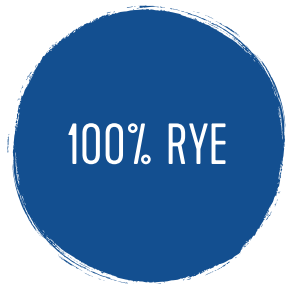
C: 80 M: 0 Y: 55 K: 0



C: 30 M: 90 Y: 50 K: 25



C: 45 M: 18 Y: 80 K: 0



C: 95 M: 80 Y: 20 K: 0



C: 55 M: 0 Y: 50 K: 0



C: 0 M: 85 Y: 0 K: 90



C: 76 M: 11 Y: 29 K: 0



C: 65 M: 10 Y: 25 K: 0



C: 0 M: 50 Y: 100 K: 0

SNACKS

VARIANT COLOUR PALETTE

SCREEN COLOURS

THINS/ROUNDS/SLICES



R:243 G:148 B:144
#f39490



R:243 G:188 B:123
#f3bc7b



R:239 G:118 B:35
#ef7623



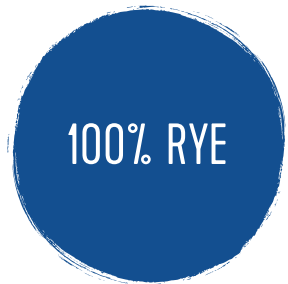
R:0 G:177 B:135
#00b187



R:151 G:46 B:73
#972e49



R:161 G:180 B:82
#a1b452



R:29 G:78 B:144
#1d4e90



R:143 G:213 B:189
#8fd5bd



R:91 G:44 B:64
#5b2c40



R:9 G:165 B:180
#09a5b4



R:86 G:177 B:191
#56b1bf



R:243 G:146 B:0
#f39200

SNACKS

ILLUSTRATIONS

Illustrations are always placed on the right hand side front face.

Order of flowers is consistent DO NOT rearrange.

Pattern always sits on solid red background: P.186.

Pattern prints as a tint: P.186 at 88%.



CORE

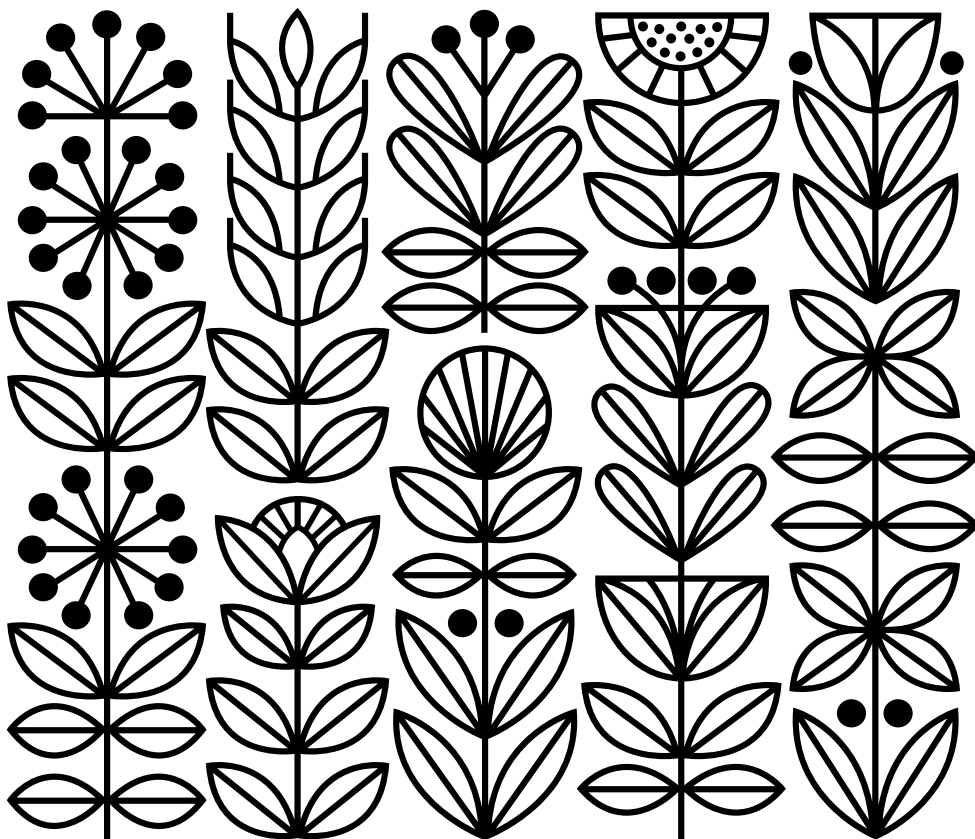


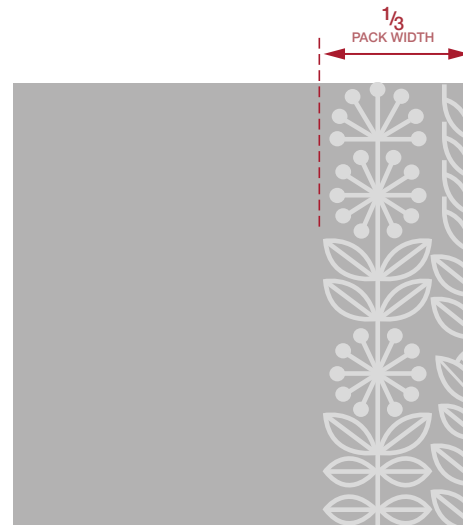
ILLUSTRATION POSITIONING

Finn Crisp illustrations are placed on the right hand side of all front faces and adopt one third of the front face width, unless it's an extreme horizontal format which then adopts one half of that pack's front face.

OVERVIEW-FRONT FACES



GENERAL FORMATS



EXTREME HORIZONTAL FORMATS

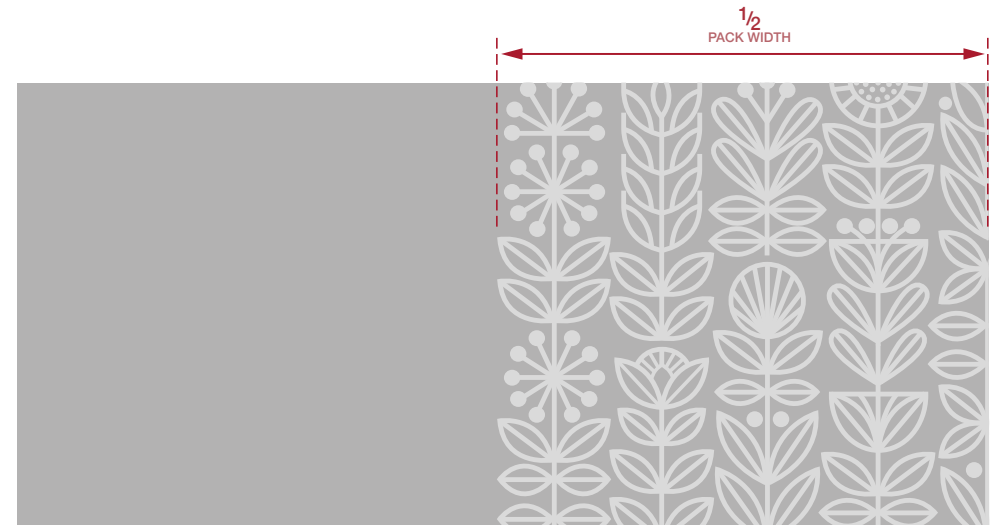
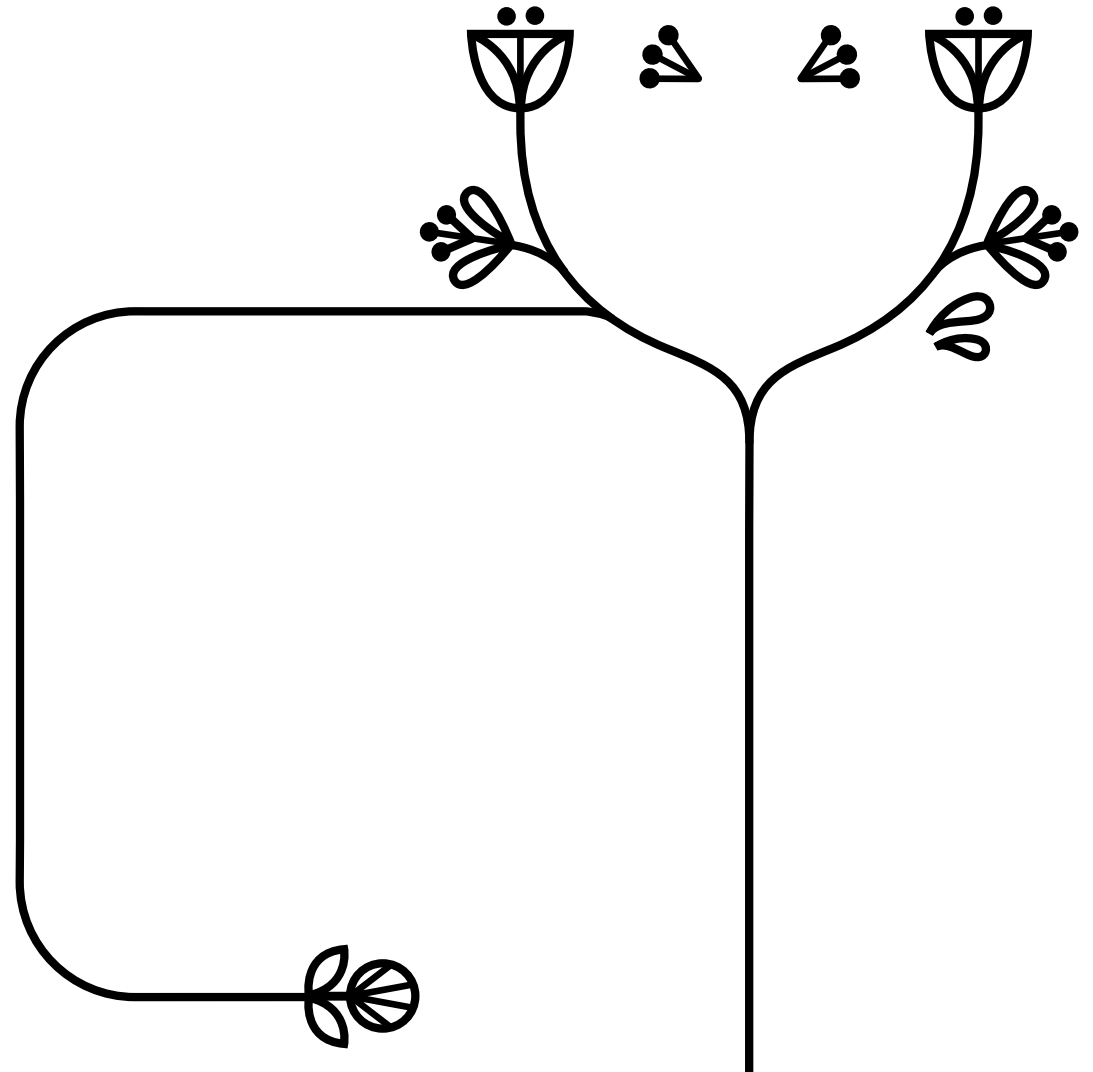


ILLUSTRATION POSITIONING

BACK OF PACK:

Back of packs use an adapted style of the illustrations to hold certain pieces of copy (see examples below). Print using the same breakdowns suggested on [page 23](#).

Wherever possible we use illustrations to create intrigue and enhance the Scandinavian friendly tone of voice, eg Barcodes adapted to look like forests.



OVERVIEW-BACK OF PACK



FOOD PHOTOGRAPHY

2.5.1

The new design uses top down photography of the product, with serving suggestion toppings. The photography should show the product and inspirational, stylish topping suggestions suitable for everyday indulgence moments. Each photo needs to show a portion of the crispbread without any topping. There will also be a side profile shot of each product to show the thickness of the crispbread.

The styling of the crispbread should feel handmade and healthy.

The crispbreads will be cut out and placed onto a solid colour on the pack. Therefore, the thins and slices should be shot against a red background to match the colour of the pack (Pantone 186c).

The side profile should also be shot against a coloured background to match the packs. The profile needs to be exactly side on with no view of the rest of the crispbread.

The whole crispbread shot, not just the crop used on the packaging.

The toppings for the crispbreads should be influenced by the variant colour on the pack where possible. For example: blueberries on a pack that uses a blue varianting colour (dark rye) or red onion on a pack that uses purple (garlic).

For Snacks, the photography should remain top down. The snacks packs use a dark blue wooden background. The crisps should be scattered across the surface, positioned around the pack design elements. The ingredients are then interspersed around the crisps, both whole and prepared. For example, cheese should appear crumbled and grated, onion sliced, cherry tomatoes whole and halved.

Here is guidance to which toppings are preferred, and those that shouldn't be used:

- ✓ Finnish / Nordic toppings, available in other countries are good options: salmon, cheese, dill, berries.
- ✓ Thins as a cheese carrier are used in Finland and Sweden – we serve thins with cheese (eg normal emmental) and on cheese plates with, eg. Gorgonzola, Appenzeller, Brie etc.
- ✓ Different types of skagen röra (shrimp cocktail = crème fraîche, red onion, shrimp, fish roe).
- ✓ Finn Crisp can be served/ styled as a breakfast with jams, cheese, eggs, vegetables, fruits and berries.
- ✓ Trendy toppings: avocado, hummus, crème cheese, rucola, pomegranate, honey etc are good.
- ✓ Colourful toppings are good: strawberries, grapes, peaches, avocado etc.
- ✗ In many cases our products are consumed by vegetarians - NO red meat.
- ✗ Many consumers are Kosher - NO pork.

FOOD STYLING

2.5.2

Each crispbread should feel unique and be visually different to the others.

Topping should be bright and colourful, with link to variant if possible.

Clear area to show product, should be unobstructed.



Topping shouldn't go over the edge of the crispbread, it can be perceived as 'messy'.

Toppings should have enough contrast to make the crispbread feel colourful. This can be done through garnishes.

Rye should always appear in top left corner.

Crisps should be clearly visible.

Space should be left for the claim text.

Variation in ingredients is used to add depth.



PHOTOGRAPHY EXAMPLES



PHOTOGRAPHY POSITION ON PACK

OVERVIEW PHOTOGRAPHY PLACEMENT



The photography primarily sits in the bottom section of the pack. It should feel as if it has been placed on top of all the graphics. It is allowed to overlap the logo but must not compromise the visibility of any logos or copy.



For products such as snacks, the photography sits underneath the graphic elements, but arranged around the graphic elements to allow space for the claims. The ingredients and crisps are mixed together, but the crisps are visible and the dominant photographic element on pack.



CHAPTER 3 TECHNICAL GUIDES

HERO FORMAT 1 - ORIGINAL THINS 200g

FRONT FACE:

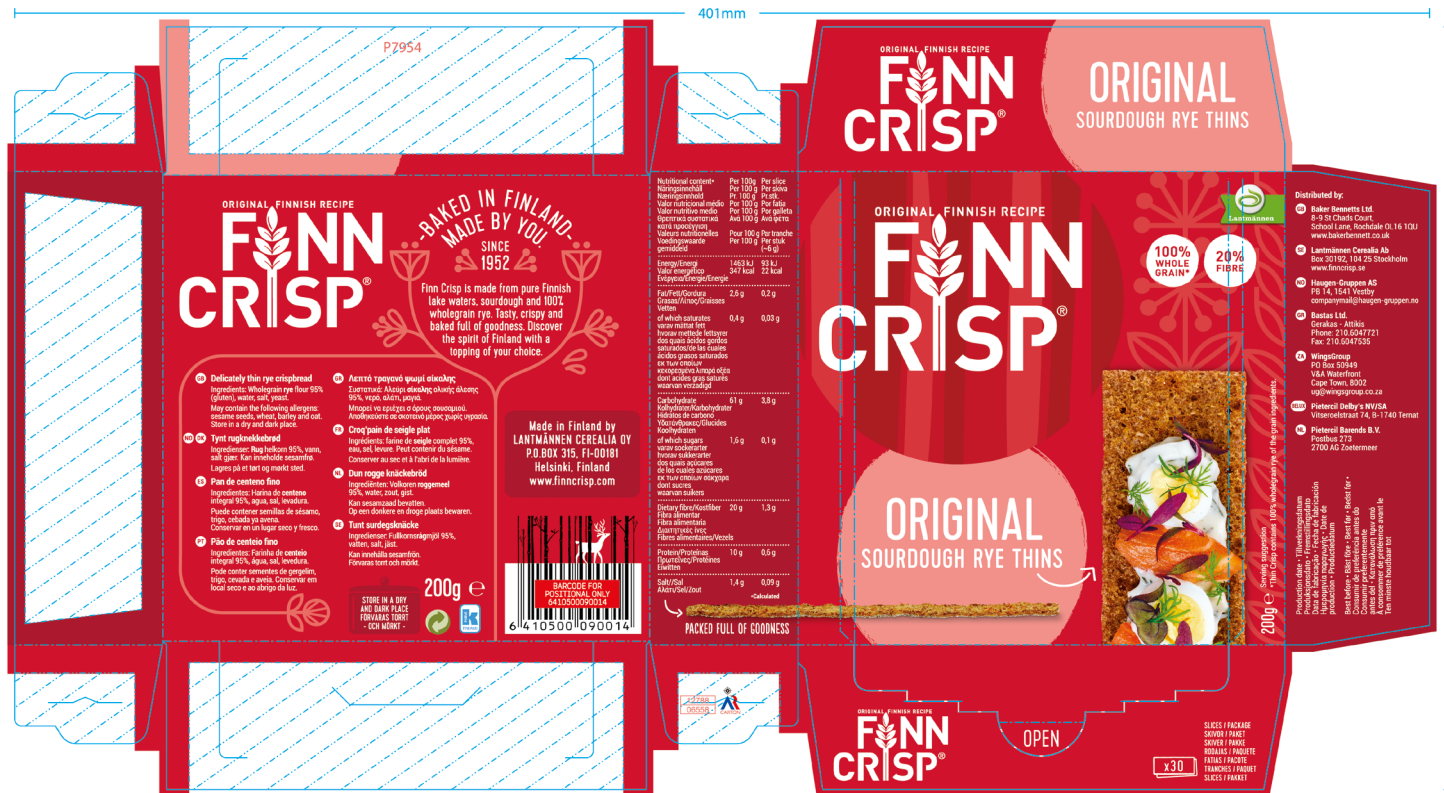


HERO FORMAT 1 - ORIGINAL THINS 200g

BACK OF PACK:



HERO FORMAT 1 - ORIGINAL THINS 200g FULL PACK:



TO VIEW PDF PROPERLY PLEASE PRESS OUTPUT PREVIEW TAB
TOOLS - PRODUCTION - OUTPUT PREVIEW

DATE: 08.07.16
FILE NAME: FinnCrisp Thins 200g.ai
CLIENT: FINN CRISP
JOB NUMBER: FINNOVIS
ORIGINATOR: ILLUSTRATOR CCIS
PROJECT MANAGER: STEPHANIE PRENTICE
DESIGNER: CHRIS COLE
CREATIVE DIRECTOR: JOHN WYNNIE

CUTTER GUIDE:
PRINTER: A+R Carton OY
PRINT PROCESS: LITHO
SPECIAL INSTRUCTIONS:

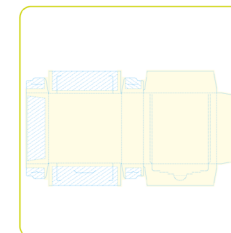
ARTWORK IS NOT TO INDIVIDUAL PRINTER'S FINGERPRINT.
THE ARTWORK HAS BEEN STANDARDISED AND SET UP FOR A GENERIC
PRINT SPEC AND CORRECT PRINT PROCESS, WHEREVER POSSIBLE WE
HAVE OBSERVED MINIMUM LINE THICKNESSES (NEGATIVE AND POSITIVE)
AND MINIMUM TYPE SIZES (NEGATIVE AND POSITIVE), PLEASE NOTE THE
ARTWORK MAY REQUIRE EXTRA REPROGRAPHIC WORK TO ENSURE IT IS
FIT FOR PURPOSE FOR INDIVIDUAL PRINTER'S SPECIFICATIONS.

BrandMe

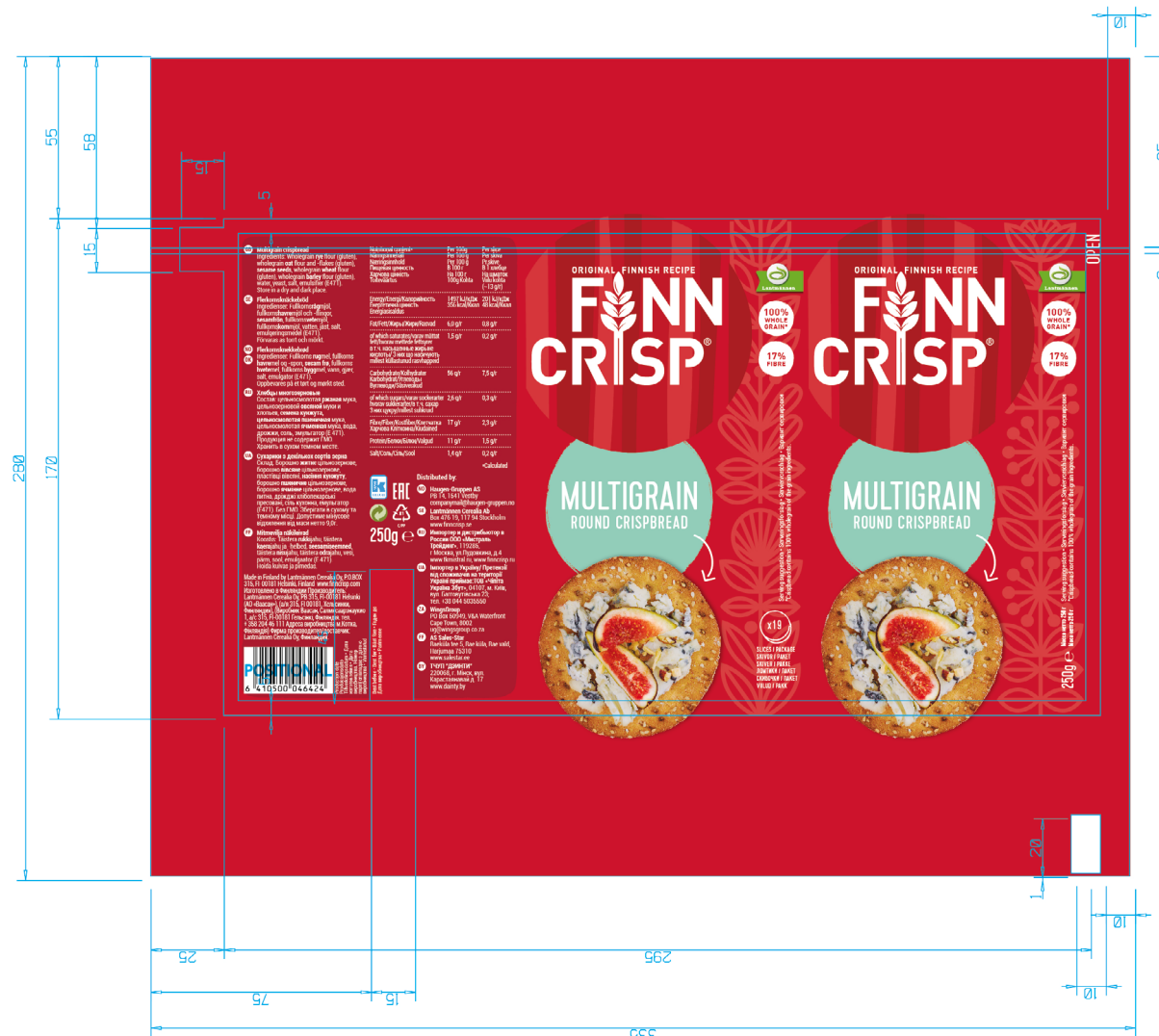
4th Floor
20 Cannon St
London
WC2E 9ET
BrandMe.uk.com
+44 (0)20 7240 9351



VARNISH
@ 20%



HERO FORMAT 3 - ROUNDS 250g FULL PACK:



TO VIEW PDF PROPERLY PLEASE PRESS OUTPUT PREVIEW TAB
TOOLS - PRODUCTION - OUTPUT PREVIEW

DATE: 20.08.20
FILE NAME: FINN CRISP
JOB NUMBER: FINN019
ORGANIZATION: ILLUSTRATOR CCB
PROJECT MANAGER: STEPHANIE PRAETZ
DESIGNER: CHRIS GILL
CREATIVE DIRECTOR: JOHN WYNN

CUTTER GUIDE:
PRINTER: WESTRAK
PRINT PROCESS: FLEKO
SPECIAL INSTRUCTIONS:

ARTWORK IS NOT TO INDIVIDUAL PRINTER'S FINGERPRINT.
THE ARTWORK HAS BEEN STANDARDIZED AND SET UP FOR A VARNISH
PRINT SPAC AND CORRECT PRINT PROCESS. WHENEVER POSSIBLE WE
HAVE OBSERVED MINIMUM LINE THICKNESSES (NEGATIVE AND POSITIVE)
AND MINIMUM TYPE SIZES (NEGATIVE AND POSITIVE). PLEASE NOTE THE
ARTWORK MAY REQUIRE EXTRA REPROGRAPHIC WORK TO ENSURE IT IS
FIT FOR PURPOSE FOR INDIVIDUAL PRINTER'S SPECIFICATIONS.

BrandMe

4th Floor
20 Larnes St
LONDON
WC2E 9ET
BrandMe.uk.com
+44 (0)20 7240 9351

PROCESS COLOURS



SPOT COLOURS



FINISHES



HERO FORMAT 4 - SNACKS 130g FRONT FACE:



3.4.1

HERO FORMAT 4 - SNACKS 130g BACK OF PACK:



3.4.2

3.4.3



LANTMÄNNEN ENDORSER GUIDELINES

The Lantmännen Guarantor should be used on Nordic packaging. The Finn Crisp packaging has been designed using Secondary 1a Guidelines.

SECONDARY 1a

Sometimes the band may not be extended due to, for example, packaging or printing process. We then divide the Guarantor and the text box.

The Guarantor is placed as usual in top right corner and the text box is placed on the side or on the back. If the elements are divided, the textbox has a button with the sprout placed in it.

SECONDARY SOLUTION 1a



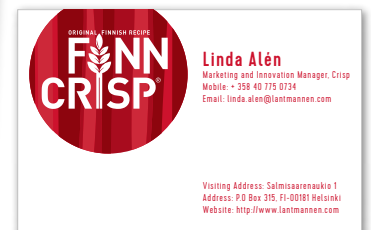
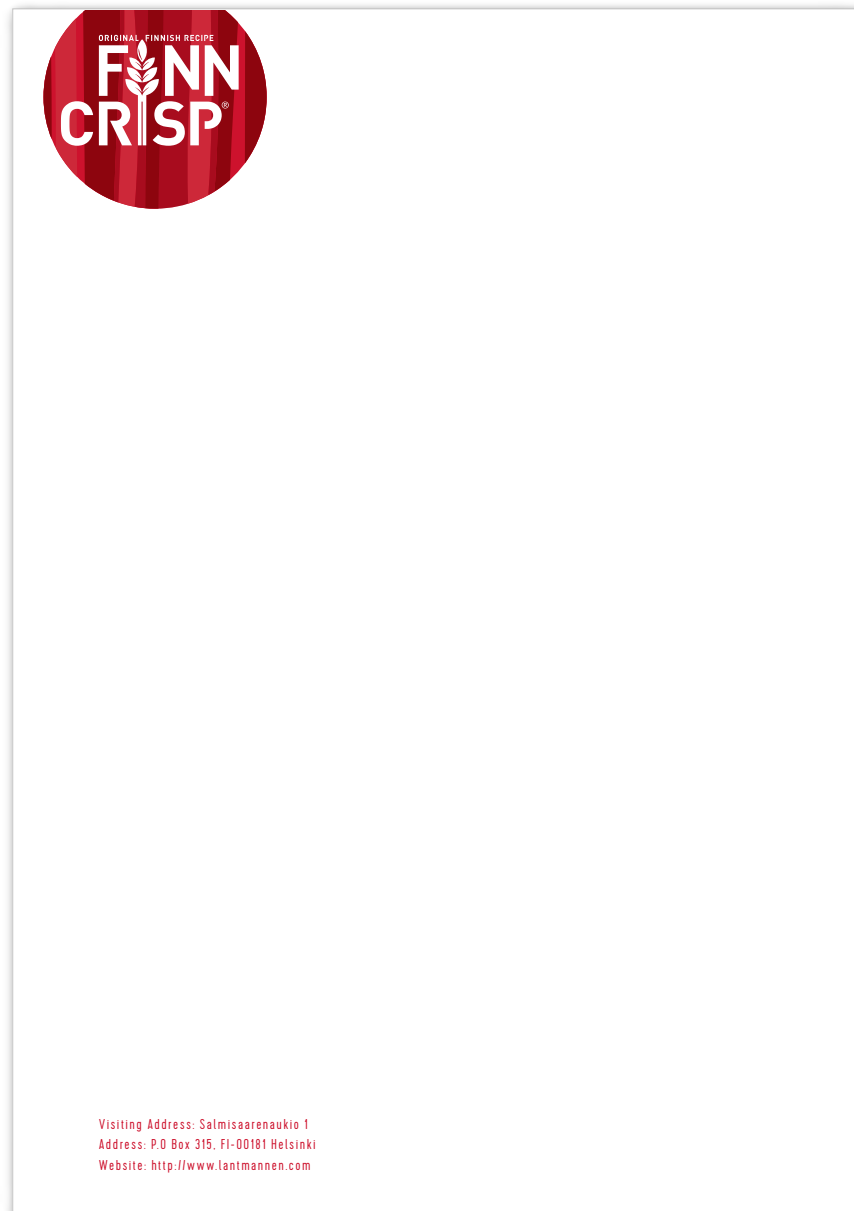


CHAPTER 4

SOME ADDITIONAL ITEMS

STATIONERY

Here is a suggested visual example of our stationery.



4.1

POWERPOINT TEMPLATE

4.2.1

We have Powerpoint Templates for all our Finn Crisp presentations that must be used.

There are 2 versions of the same document. One is smaller in size (MB) for external presentations (Portable) and the other is a larger size (MB) for internal presentations:

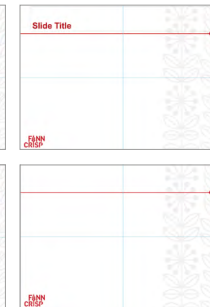
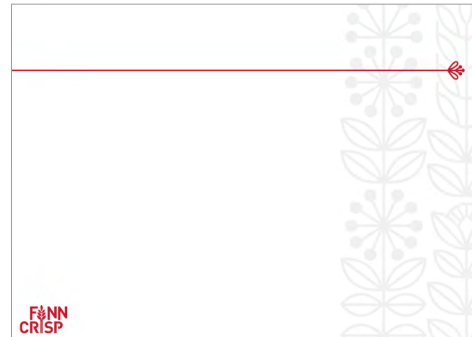
Finn_Crisp_Master_Template_05082016_Portable_V4.potx

Finn_Crisp_Master_Template_05082016_V4.potx

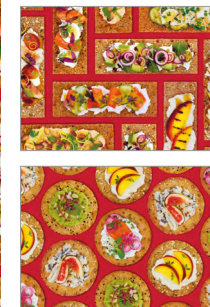
PRESENTATION TITLE PAGE



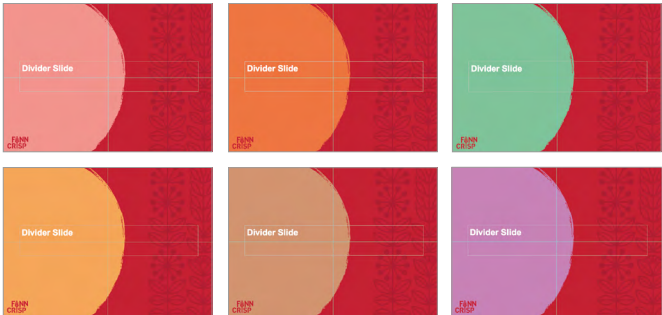
PRESENTATION PAGES



SECTION DIVIDING PAGES



DIVIDER PAGES



FINAL PAGE



SHELF READY PACKS/TRAYS

Here are suggested examples of how our shelf ready packaging may present itself.

It is important that as much of the physical packaging is on display as possible. The SRP units should be adapted to achieve this, whilst keeping to the constraints of their original function.

SINGLE COLOUR



SINGLE COLOUR + TINT OF SINGLE COLOUR



SINGLE COLOUR + TINTS OF SINGLE COLOUR



POINT OF SALE

GONDOLA END DISPLAY UNIT

Here is a suggested example for end of gondola display unit.

Use the equities from the packaging design such as the stripes from the logo and elements from the back of pack etc.



CHAPTER 5

CONTACTS



CONTACTS

5.1

For questions regarding the packaging and approval service,
please contact:

LANTMÄNNEN CEREALIA

Stephanie Johansson
Brand & Portfolio Manager, Finn Crisp
Email: stephanie.johansson@lantmannen.com

Visiting Address: Salmisaarenaukio 1
Address: P.O Box 315, FI-00181 Helsinki
Website: <http://www.lantmannen.com>

For questions regarding the technical application of these guidelines
and for design agency approval of artworks please contact:

BRANDME DESIGN AGENCY

Ira Korjus
Account Executive
Tel: +44 (0)20 7240 9351
Email: ira-annina.korjus@brandme-uk.com

ARTWORK APPROVAL PROCESS

The logo and packaging are the main consumer touchpoints for the brand. To ensure consistent application worldwide, it is essential all artworks are supplied to the Lantmännen brand team for final approval.

A colour separated, hi-res PDF of final artwork should be provided with a proof prior to production.

Actions:

Forward the artwork to the Lantmännen Finn Crisp brand team (Helsinki).

Comments will be sent back within 3-5 working days and corrections to the layout should be made in relation to referenced design.



CHAPTER 6

LEGAL & DISCLAIMERS

LEGAL INFORMATION AND DISCLAIMERS

BrandMe, 4th Floor, 20 Garrick Street, London WC2E 9BT +44 (0)20 7240 9351 www.brandme-uk.com

INTELLECTUAL PROPERTY

Please note that the contents of this document are exclusively for demonstration, guidance and review. Individual images may belong to third parties and so may not be reproduced in any way.

The contents that these guidelines represent are strictly restricted in use to the company to which the services are provided, and may not be used by any other party without BrandMe's permission. BrandMe may use the likeness of the contents represented in these guidelines for marketing purposes.