

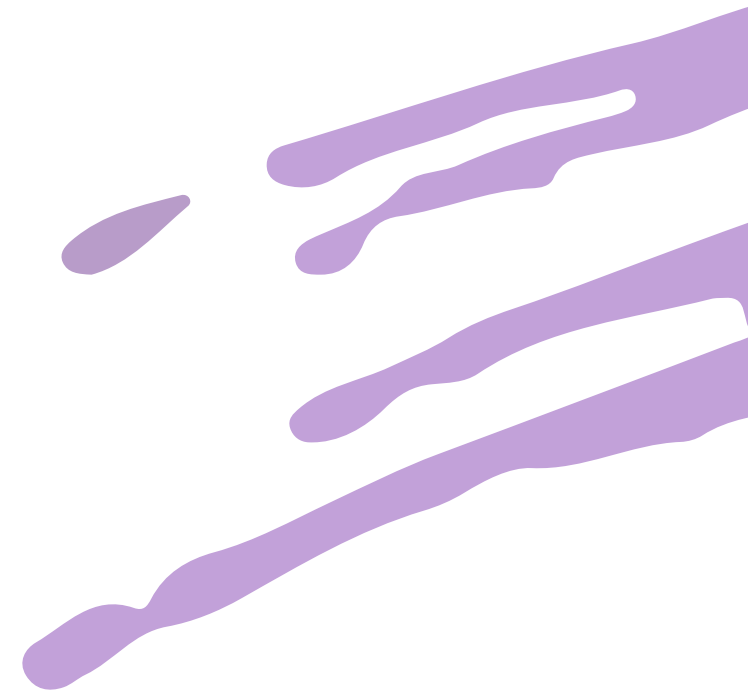
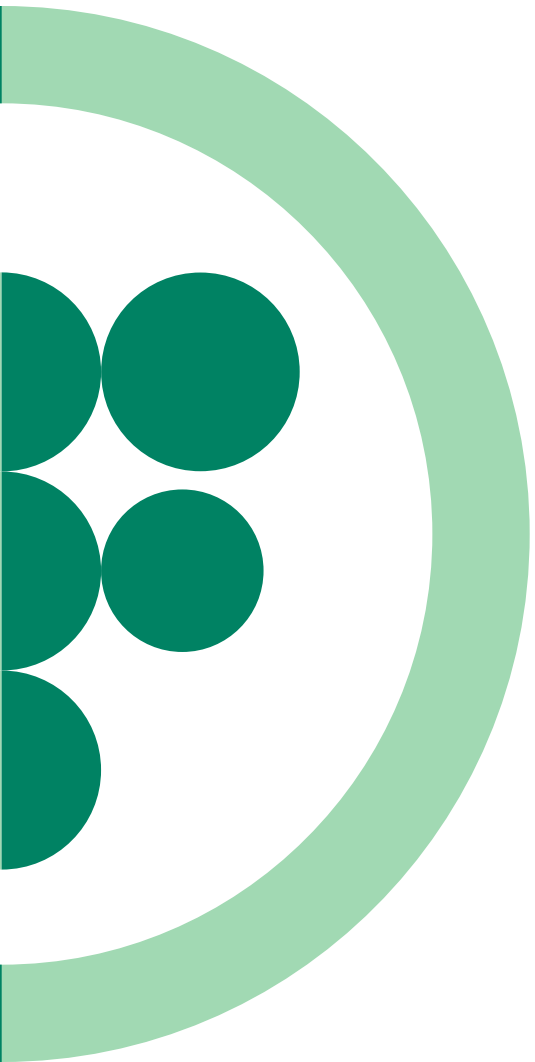
Brand Guidelines

Flavorchem & Orchidia Fragrances

This is a digital file and is not intended for print.

Updated on April 25, 2023

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intro

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positioning statement

A Boutique Experience with Global Capabilities

CUSTOMIZED SOLUTIONS

- We develop customized solutions based on the customer's needs
- We offer suggestions and solutions to what the customer might find useful

FLEXIBLE & NIMBLE

- We are small enough to be nimble and large enough to meet our customer's global requirements
- We can do what larger manufacturers can't do
- Our service speed and timeliness is quick and efficient

INNOVATION

- We foster a culture of innovation that leaves a lasting impression
- We create on-trend products and are willing and able to experiment with the latest in flavor innovation

QUALITY

- We are committed to providing quality service and quality products
- We deliver an exclusive, curated, and memorable experience for the customer

RELATIONSHIP MATTERS

- There is always a reachable person available at the other end to provide a timely response
- We want to get to know the customer and cater to their specific needs
- We are a privately-held family business with a rich history and traditions

logo

Margins & Minimum Size Horizontal

When using any instance of our logo, it is important for it to always remain legible. Please use the height and width of the 'a' in our logo as a guide to keep a general margin around the logo (as pictured).

The logos should never be smaller than 1.25 inches (31.75mm). Imagine the width of a penny for comparison. We highly recommend to keep the logos larger for legibility purposes.

Co-branded logos should never be separated when used.

This applies to all logos, including the Flavorchem, Orchidia Fragrances, and co-branded logos.

horizontal margins:



minimum size:



1.25" minimum
(representation is not actual size)

logo

Margins & Minimum Size Vertical

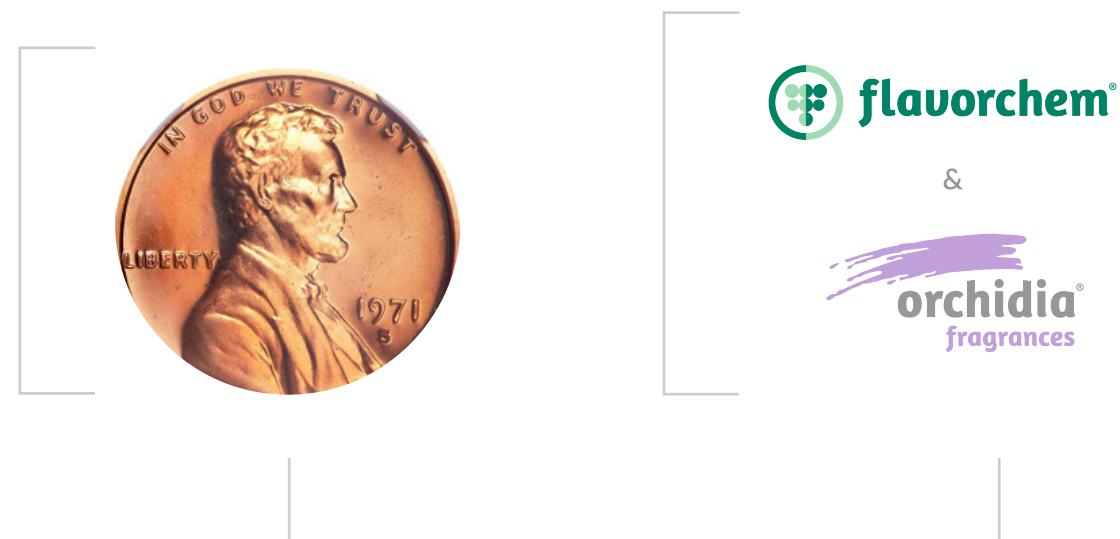
When using any instance of our logo, it is important for it to always remain legible. Please use the height and width of the 'a' in our logo as a guide to keep a general margin around the logo (as pictured).

The logo should never go smaller than 1 inch (25.4mm). Imagine the width of a penny for comparison. We highly recommend to keep the logos larger for legibility purposes.

vertical margins:



minimum size:



1" minimum
(representation is not actual size)

logo Misuse



Do not alter the colors of our logos. Only use our logo in full color or white. The only exception is when printing in b&w.



Do not alter our logos. Always keep our symbol on the left side of our wordmark. Proportions should also never change.



Do not add any sub-headers to our logos. This is to avoid any confusion of what our company is called and to keep cohesive throughout all marketing materials.



Do not try to recreate our logos. Our logo has characters unique to us, and cannot be replicated.



Do not add any effects to our logos. This includes drop shadows, outlines, transparency, gradients, beveling, etc.



Do not use our old logos. If any template you are using still has the old logo, please download the new one from ADP. If there are no replacements on ADP, contact marketing.

logo

Flavorchem Logo Partnerships

Co-branding shows a partnership between Flavorchem and another company and represents an exchange of credibility between brands which allows for collaborative work. Prior consent from Flavorchem is required for logo partnerships.

Do:

- Use standard logo against white background when possible
- Your logo can be combined with the Flavorchem logo in a horizontal or vertical lockup
- Make both logos the same visual size
- Separate the logos by a thin grey line
- Visually align logos for the best balance

Don't:

- Don't lock logos without explicit permission from Flavorchem
- Don't combine full-color and black & white logo versions
- Don't add ampersands to logos



Lockup A: Horizontal lockup

Place Flavorchem logo next to a long, horizontal partner logo.



Lockup B: Vertical stacked lockup

Place Flavorchem logo above a long, horizontal partner logo.



Lockup C: Horizontal icon lockup

Place the Flavorchem icon next to the partner icon.



Lockup D: Vertical icon lockup

Please follow rule for lockup C but place the Flavorchem icon above the partner icon.

logo

Orchidia Logo Partnerships

Co-branding shows a partnership between Orchidia and another company and represents an exchange of credibility between brands which allows for collaborative work. Prior consent from Flavorchem is required for logo partnerships.

Do:

- Use standard logo against white background when possible
- Your logo can be combined with the Orchidia logo in a horizontal or vertical lockup
- Make both logos the same visual size
- Separate the logos by a thin grey line
- Visually align logos for the best balance

Don't:

- Don't lock logos without explicit permission from Orchidia
- Don't combine full-color and black & white logo versions
- Don't add ampersands to logos



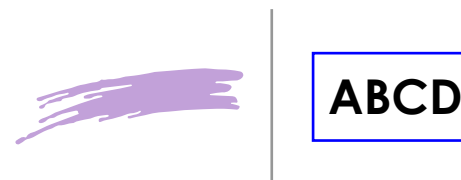
Lockup A: Horizontal lockup

Place Orchidia logo next to a long, horizontal partner logo.



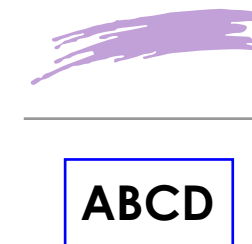
Lockup B: Vertical stacked lockup

Place Orchidia logo above a long, horizontal partner logo.



Lockup C: Horizontal icon lockup

Place the Orchidia icon next to the partner icon.



Lockup D: Vertical icon lockup

Please follow rule for lockup C but place the Orchidia icon above the partner icon.

color

Palette

Color is the visual component people remember most about a brand followed closely by their logo.

Our grey shade represents the perfect color neutrality shade to complement both brands and unite them into a harmonious co-existence.

Please use:

- Pantone for professional printers
- CMYK for all print materials
- RGB for all digital materials
- HEX for all web-based designs

PANTONE 179-7 C

CMYK 0 / 0 / 0 / 47

RGB 150 / 151 / 151

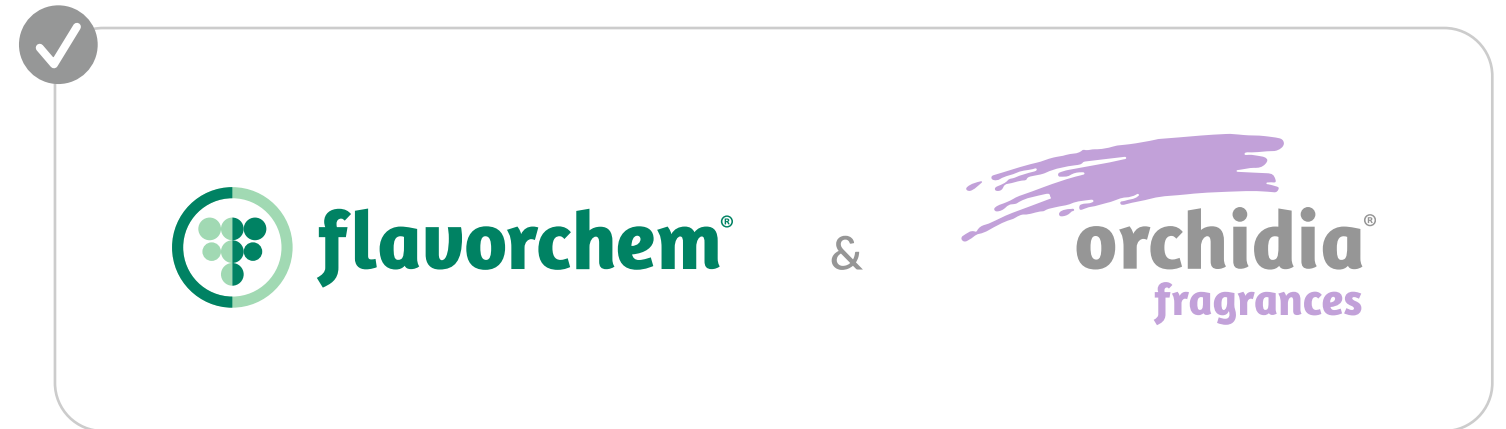
HEX 969797

color

Contrast

When it comes to using color, it is very important for our logos to always stand out. Please only use our colored logos on white. In any other circumstance, use our white logo.

If you are placing our logos on an image, please be sure there is enough contrast for the logos to be easily legible. If you are unsure, it is better to assume it is not. If you have any questions regarding these guidelines, please email marketing@flavorchem.com.



photo

Photography Standards

The imagery you use should be compelling and reflective of the bright energy that drives Flavorchem and Orchidia Fragrances. Photography including people should feel natural and unstaged.

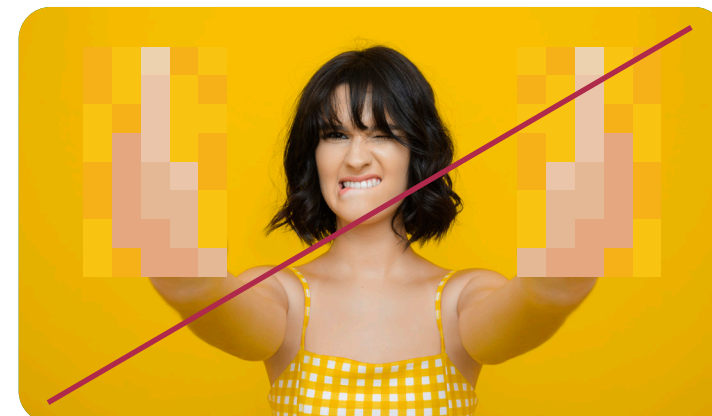
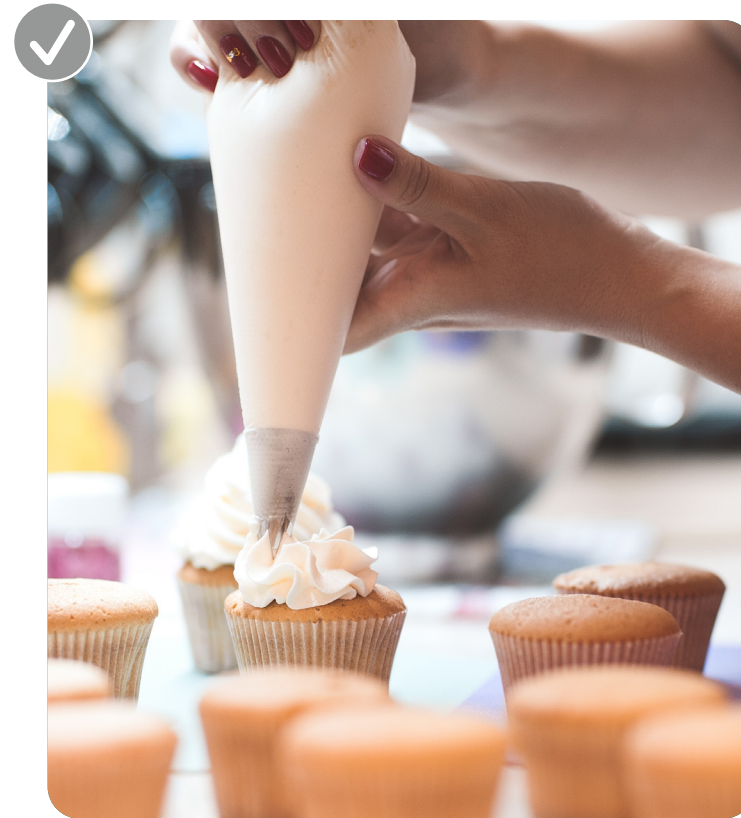
Please do not use:

- ✗ Black & White Photography
- ✗ Filters
- ✗ Inappropriate Material
- ✗ Watermarked Photos

NEVER take photos from Google search. This puts us in danger of violating copyright laws. All photography must be royalty-free. If you are looking for free-to-use images, please visit:

- www.unsplash.com
- www.pixabay.com
- www.foodiesfeed.com

If you need any photography that is unavailable via the sites above, please contact the Marketing Team.



contact

Global Locations

Illinois (Corporate HQ)

**1525 Brook Drive
Downers Grove, IL 60515**

Phone:
(630) 932 - 8100

Marketing Email:
contact@flavorchem.com
orchidiafragrances@orchidia.com

Sales Email:
info@flavorchem.com
sales@orchidia.com

**Headquarters can be shortened
to HQ when needed*

California

**271 Calle Pintesco
San Clemente, CA 92672**

Phone:
(949) 369 - 7900

Marketing Email:
contact@flavorchem.com
orchidiafragrances@orchidia.com

Sales Email:
info@flavorchem.com
sales@orchidia.com

Europe

**Vasut utca 42 H-2144
Kerepes, Hungary**

Phone:
+ 36 28 509 105

Marketing Email:
contact@flavorchem.com
orchidiafragrances@orchidia.com

Sales Email:
sales@orchidia.com

China

**Room 212, 2nd Floor, 696 Weihai Rd
Jing'an District, Shanghai 200041**

Phone:
+86 21 61545903

Marketing Email:
contact@flavorchem.com
orchidiafragrances@orchidia.com

Sales Email:
info.asia@orchidia.com

Social Media Accounts

Facebook: @orchidia.fragrances / @Flavorchem **Instagram:** @orchidiafragrances / @flavorchemcorp **LinkedIn:** @Orchidia Fragrances / @Flavorchem Corporation

questions?

Thank you.

Please feel free to contact the Marketing Team if you have any questions at marketing@flavorchem.com

