



Martin's
Famous
Pastry Shoppe, Inc.®

Brand Standards Guide

August 2022

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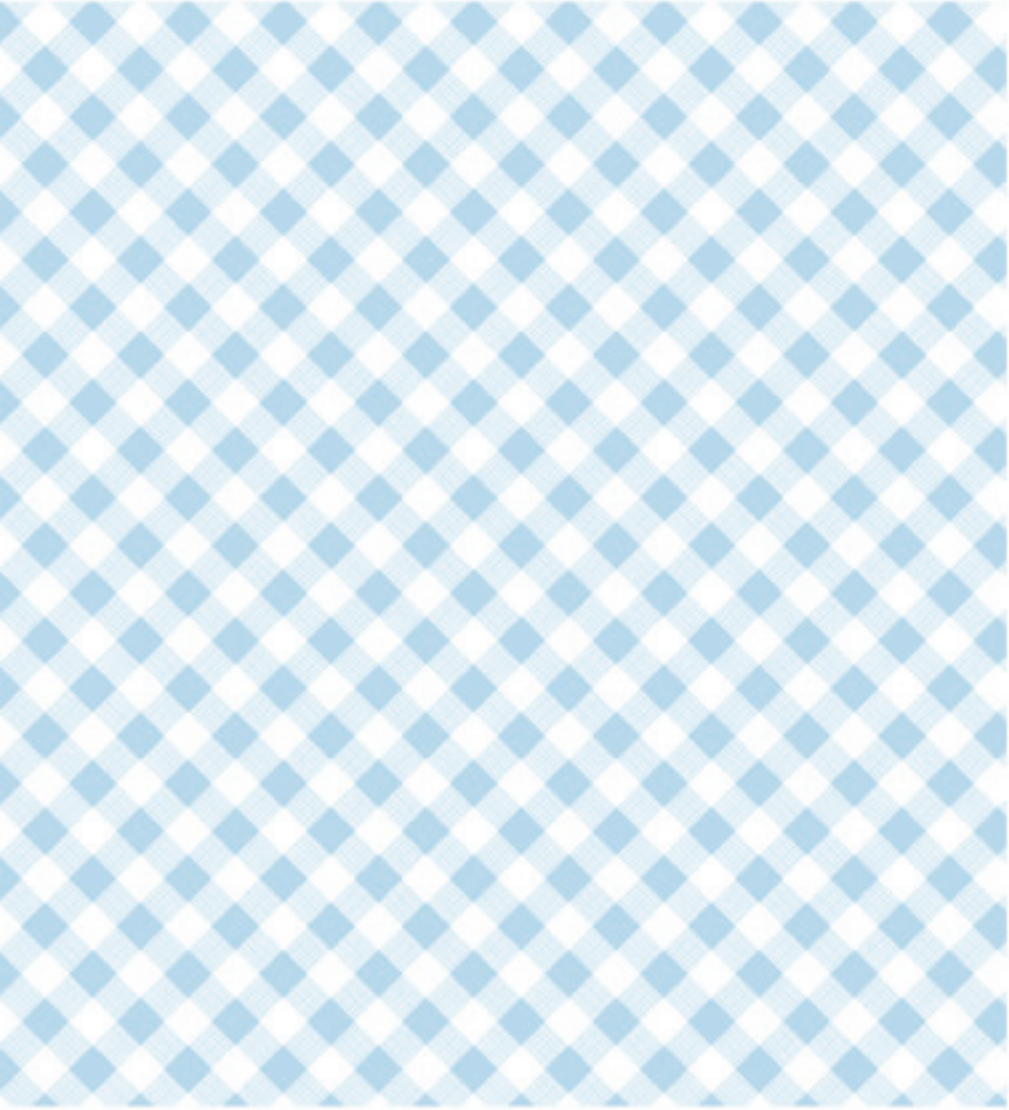
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**Brand Standards for
Martin's Famous Pastry Shoppe, Inc.®**



Martin's® History

In the kitchen of their home located in the heart of "Pennsylvania Dutch" country, Lois and Lloyd Martin perfected their potato roll in 1955. Using a recipe that had been handed down in their family and guided by Lloyd's experience working in his father-in-law's bakery, the Martins soon felt that they had a product that they would be proud to sell. Their first customers were friends and neighbors who bought their potato rolls in local farmers markets. The sweet, buttery taste, soft texture, and distinctive golden color made the Martin's® Potato Roll an instant favorite. Over the course of the next 20 years, demand for their products steadily increased. When operations became too large for the Martins' home to handle, the bakery moved to the Martin's

Family Restaurant. By 1978, a new plant was built at 1000 Potato Roll Lane in Chambersburg, PA, where they continue to do business today. In the meantime, distribution had grown from local farmers markets to corner grocery stores and on to supermarkets across central Pennsylvania.

Martin's® Potato Rolls had indeed become "Famous."

In the 1970s and 1980s, Martin's® Famous Potato Roll products forged a new category in the supermarkets and established the gold standard for potato roll taste and quality. Martin's® was the number one brand of potato rolls on the day they created the category, and they have continued to dominate in the markets where they have established full distribution.

Today, Martin's Famous Pastry Shoppe, Inc.®, is an all-American family owned and operated company still headquartered in Chambersburg, Pennsylvania with a second bakery in Valdosta, Georgia. Both bakeries have been created with state-of-the-art machinery and processes. The company is operated by the second and third generation of the Martin family who continue to focus on baking great-tasting products using high-quality ingredients. They are dedicated to excellence, quality, service, and family values.

Martin's® Famous Potato Rolls and Bread is known for its "Famous Dutch Taste." No longer just a "Pennsylvania novelty," Martin's® Sandwich Potato Rolls are the "#1 Branded Hamburger Bun

in America" according to IRI sales data. Martin's® products are delivered fresh to Eastern and Mid-West stores daily and are exported for foodservice nationwide and internationally to a growing number of countries.

Martin's® started servicing international foodservice customers in 2011. In the years since then, foodservice, both nationally and internationally, has become a fast growing segment of Martin's® business. Martin's® retail distribution remained focused mainly on the domestic market until 2019 when it expanded retail sales to the first international market, Canada.

To learn more about Martin's® Famous Potato Rolls and Bread, visit their website at:
www.potatorolls.com.



What is a Brand?

A brand is the identity of a company and includes any experience the consumer would perceive, including the combination of communication and visual media, sight, taste, feel, and sound. A brand is the promise and experience created for customers. Certain products may be imitated but a brand is distinctive.

At Martin's Famous Pastry Shoppe, Inc.[®], we protect our distinctive brand very carefully. Our high quality products and our God honoring organization influences our brand standards. We are customer driven. Our customers can differentiate a Martin's[®] product based on the quality, taste, value, timeliness, and freshness of our products that are second to none.

Brand Implementation Principles

It is imperative that our brand convey a consistent experience across all media to all constituencies. In order to maintain this consistency, all media applications must have a constant, unified impression and should always be linked to the Martin's[®] brand identity. The messages of the brand should never be allowed to have inconsistent language, varying or "out of character" visual presentation, and should never misrepresent promises that have been established by the brand identity.

Licensing Agreement

The Martin's[®] brand is protected. Martin's[®] related names, trademarks, service marks, trade dress, logos, photos, or combinations or derivatives of the same (collectively, the "Martin's[®] Marks") are property of Martin's Famous Pastry Shoppe, Inc.[®]. Martin's[®] Marks may only be used with permission from Martin's Famous Pastry Shoppe, Inc.[®]. To obtain permission, a Licensing Agreement must be executed.

Licensee will submit all content, productions, or other materials that incorporate Martin's[®] Marks to Martin's for its approval in writing before using such materials in any public medium or for any commercial purpose. Martin's has the right to approve or reject each use of Martin's[®] Marks in its sole

discretion. Martin's[®] Marks may not be revised, modified, or otherwise altered in design or appearance or combined or co-branded without the permission of Martin's.

To obtain more information or request permission to use Martin's[®] Marks, contact Marketing@potatorolls.com.



Who is Martin's Famous Pastry Shoppe, Inc.®?

We are a bread and roll manufacturer that is rigorously dedicated to extraordinary taste, quality, and customer service and we proudly represent our legacy of cherished eating experiences. We are committed to honest dialogue and constructive feedback. We strive to ensure that our actions and interactions honor God. We are committed to continuous improvement and thorough follow-through, doing whatever it takes to get the job complete.

We Are:

- A Family Company
- Authentic
- Responsive
- Passionate
- Motivated

Martin's® Vision

Mission:

Bake the best products & provide the best sales distribution support

Objective:

Generate profit and work together fairly with integrity

Strategy:

Whatever it takes, God helping us



Guidelines

The following are guidelines to be used to support the Martin's Famous Pastry Shoppe, Inc.® brand. These guidelines will help you send the right message and create the right tone to best communicate the Martin's Famous Pastry Shoppe, Inc.® brand identity and its promise.

Brand Voice

The Martin's® voice is that of a family member. It is personal, friendly, respectful, and honest. We are patient, knowledgeable, and helpful in a courteous and pleasant manner. Communication should always be positive and enthusiastic. As a God honoring company, we should never use foul language or speak in a way that is demeaning, argumentative, or socially inappropriate.

Naming Conventions

Corporate Name

- Martin's Famous Pastry Shoppe, Inc.®

Our corporate name is "Martin's Famous Pastry Shoppe, Inc.®" This should be used in any legal documents or agreements. This is also the name used when referring to any corporate entity. "Martin's®" is acceptable when referring to the company or any specific products.

Secondary Names

- Martin's® Famous Potato Rolls
- Martin's® Famous Potato Rolls and Bread
- Martin's® Potato Rolls and Bread

Secondary Names can be used when working with customers and product in reference to the specific kinds of product in mention. Logos are associated with each unofficial name and should be used in

conjunction with the appropriate products. Unofficial names should not be used to identify the company when interacting with outside constituents or creating official company documents.

Misused Names

The following names must **NOT** be used to identify the company, especially to an outside constituent. Please refer to the above corporate and secondary names for appropriate terminology.

- Martin's Bakery
- Martin's Pastry/Pastries
- Martin's Breads and Rolls



Trademarks & Copyrights

The following are registered trademarks of Martin's Famous Pastry Shoppe, Inc.®. When using any of Martin's® trademarks, you must ensure the ® symbol is always included.

- "Martin's®" - U.S.A.
- "Martin's Famous Pastry Shoppe, Inc.®" - U.S.A.
- Martin's (stylized) – Bahamas, Int'l, Kuwait, Qatar, Turkey, U.A.E., U.S.A.

The logo for Martin's is written in a large, black, cursive script font. The word "Martin's" is slanted upwards to the right. A registered trademark symbol (®) is located at the top right of the letter 's'.

- "Marty's®" – USA
- "The Taste is Golden®" – U.S.A.

Slogans/Terminology

The below slogans and terminology are approved for use in association with the company, products, and brand of Martin's Famous Pastry Shoppe, Inc.®. Any other slogans or terminology must be approved by Martin's® Marketing Department.

- "Famous Dutch Taste"
- "The Taste is Golden®"

Our corporate brand represents who we are to the community, so it is fundamental that we protect and build it. The following sections contain important information you need to know prior to communicating the Martin's® brand, including logo and brand guidelines that you need to follow in order to execute and use the Martin's® brand correctly.

Please keep the following suggestions in mind to maximize the brand.

Use the Brand Selectively

Every time the brand is used, it should be considered a product or item that represents our company. Therefore, much care should be taken in how the brand is displayed and reflected. Be sure that whatever product you use that contains the Martin's® brand—being it a fax to a potential customer, a shirt you are wearing, or any other items such as a drinking cup—it displays the brand image proudly and properly.

Use the Brand Components Correctly

It is very easy to overlook seemingly minor details when using various brand components, yet these types of mistakes can damage the brand and create roadblocks in reaching your objectives. Always adhere to parameters detailed in the following sections to guarantee smooth and successful implementation of the Martin's® brand.





If you have any questions regarding the use of the Martin's Famous Pastry Shoppe Inc.® identity, please contact the Corporate Offices at 1.800.548.1200
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Martin's
Famous
Pastry Shoppe, Inc.®



Brand Components

Corporate Logos

The style in which the logo was created, as well as the color choices, give the Martin's® brand a unique and comfortable feel.



Horizontal version: This version is the standard.



Stacked version



Secondary Logos

These are other variations in which the logo can be used, but they must meet specifications. Treatments other than the ones specified here should not be intended. These variations give the Martin's® brand identity an expanded flexibility in the use of the logo as well as consistency in the brand components.

The logo consists of the word "Martin's" in a stylized, rounded, yellow font with a red outline and a registered trademark symbol (®) at the top right.

This version has the word mark by itself.

The logo features "Martin's" in the same stylized font as above, with "Famous" in a smaller, red, cursive font below it, and "POTATO ROLLS" in a bold, yellow, rounded font with a red outline at the bottom.

This version has the word mark along with Potato Rolls sub-word mark.

The logo features "Martin's" in the stylized font, "Famous" in red cursive below it, and "POTATO ROLLS AND BREAD" in a bold, yellow, rounded font with a red outline at the bottom.

The horizontal version has the word mark along with Potato Rolls and Bread sub-word mark.

The logo features "Martin's" in the stylized font, "Famous" in red cursive below it, and "POTATO ROLLS AND BREAD" in a bold, yellow, rounded font with a red outline at the bottom, arranged in a stacked format.

The stacked version has the word mark along with Potato Rolls and Bread sub-word mark.

The logo features "Martin's" in the stylized font, "Famous" in red cursive below it, and "Pastry Shoppe, Inc." in a smaller, red, cursive font at the bottom.

Martin's® Logo Misuse

The Martin's® logo is an integral unit that represents its brand. Unless it is approved by the Martin's® Marketing Department, never use the identity or logo in an incorrect way. Remember, the logo plays an important role in the brand identity; therefore, it should be used according to the standards approved guidelines.

Here are some examples of incorrect logo treatments.



Never reproduce the logo in non-approved colors.
(Unless you have received prior permission from Martin's® Marketing Department)



Never rotate or alter the horizontal orientation of the logo.



Never attempt to rearrange the logo components.



Never alternate colors of the logo or identity. It should be used as specified.



Never stretch or alter the logo's proportions.



Never recreate the logo with typefaces other than the approved one.

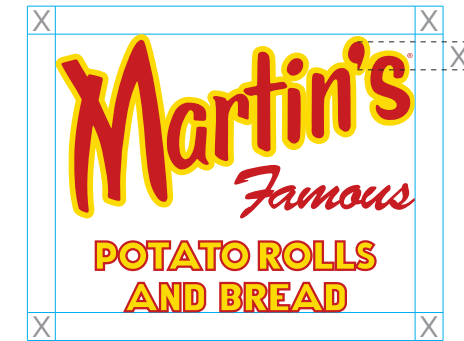


Never attempt to scale or re-size the different elements of the logo.



Clear Space

Clear space is the area surrounding the logo elements that must be kept free of other graphic elements. The minimum required clear space is defined by the measurement "X", as shown. The X measurement factor is based on the symbol elements. It is equal to the height of the apostrophe in the Martin's® logo.



Sizing and Scaling

Minimum Size

For resizing and scaling any of the Martin's® brand marks, the "F" in the word "Famous" must be a minimum of .125 inch or 9 pixels. This is the smallest the brand mark can go without compromising its legibility.

Maximum Size

The brand mark can be scaled to any maximum size as long as the designated clear space for the brand mark is honored.

Martin's® Angle

The Martin's® logo has a distinct and standard angle of 14° at which the name "Martin's®" is to be reproduced.



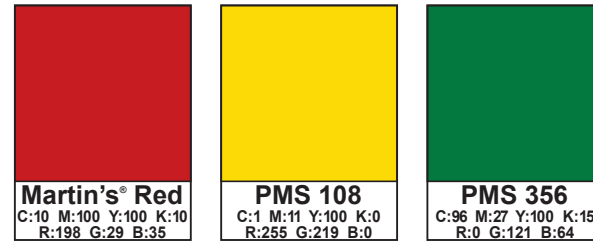
The name "Martin's®" is always to be displayed at a 14° angle.



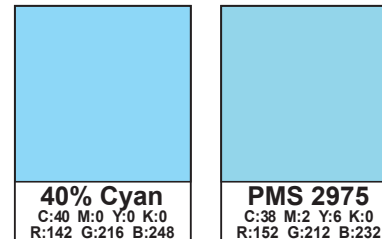
Martin's® Logo Colors

Here are the specific colors associated with various elements of the Martin's® brand. These should always be referenced when creating brand elements to ensure color consistency across all aspects of the brand. For questions regarding color usage, please contact the Martin's® Marketing Department.

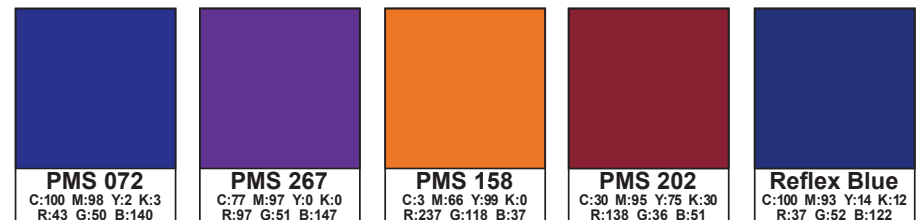
Primary Palette



Martin's® Light Blue



Alternative Packaging Colors



Blue in American Flag and Whole Wheat

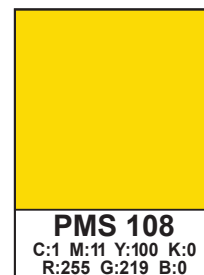
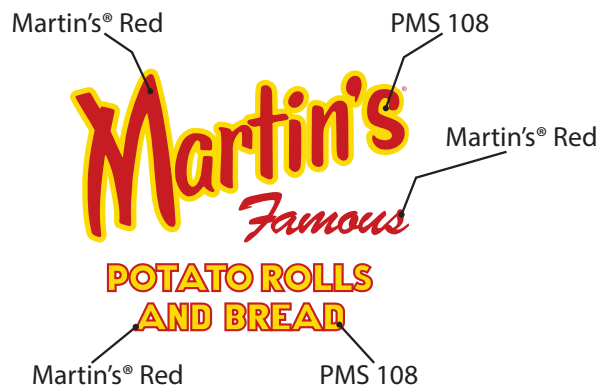
Cinnamon Raisin Swirl Potato Bread and Cinnamon Raisin Swirl Butter Bread

Maple Brown Sugar Swirl Potato Bread

Cinnamon Sugar Swirl Potato Bread

Butter Bread

The Martin's® brand contains a primary color palette that represents the Martin's Famous Pastry Shoppe Inc.® core brand heritage. This color palette is to be used at all times, unless prior approval is obtained by the Martin's® Marketing Department.



Full Color Version

The full color version of the Martin's® logo is the primary version of the company's brand mark and should be used wherever possible.



One Color Version

The one color version utilizes the Martin's® red as the primary color and can also be utilized in a 'reversed out' version. When the full color version is not able to be used, the following one color options are acceptable.



Backgrounds

Logos should always be legible and placed on a background that does not compete with the logo design. Any background that is not listed must be approved through Martin's® Marketing Department.

- White
- Black
- Light Blue*
- Blue Gingham
(File can be obtained from Martin's® Marketing Department)

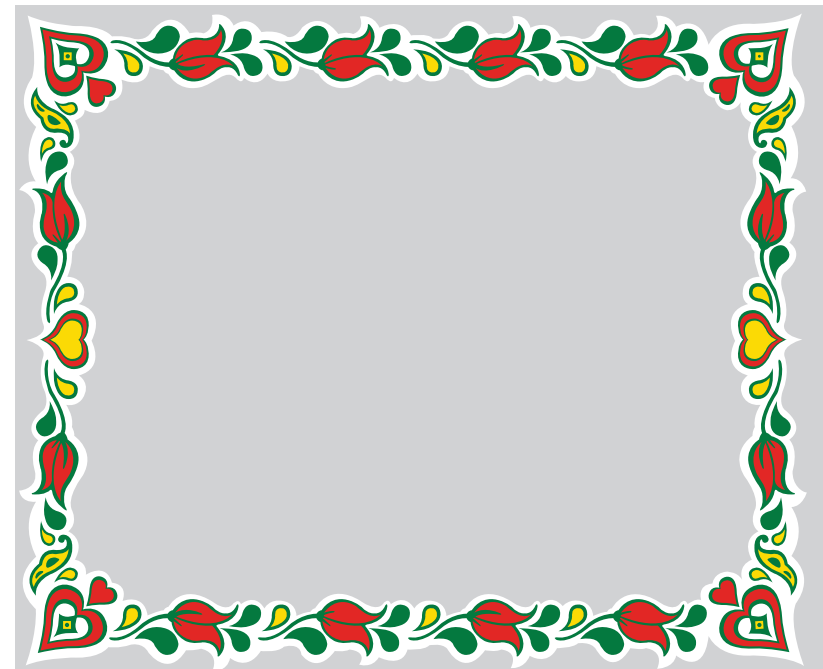
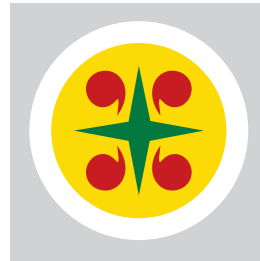


* See color palette for color description.



Style elements of the Martin's® brand such as the Fun Bun Girl, Tulip Border, and Hex symbols should be used at the discretion and/or approval of the Martin's® Marketing Department.

The Taste is Golden®



As an integral part of the Martin's® brand, the following font families should be used to ensure consistency and portray the professional image that is associated with the Martin's® brand. The corporate fonts should be used on methods of communication and on company printed informational documents. Other fonts may be used at the discretion of marketing and corporate personnel to convey message and mood in design elements of corporate documents and pamphlets. Any printed materials used for marketing purposes should be approved through Martin's® Marketing Department.

Myriad Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Myriad Pro Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Century Gothic Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@

Century Gothic Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!"#\$%&()+/?@



Packaging

All packaging elements are maintained through a cross-functional management team and designed by the Marketing and Sales Departments.



Photography

All photography associated with the Martin's® brand must agree with the brand values and should be approved and/or controlled by the Marketing Department, Executive Management, and/or the Senior Graphic Designer.



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