

THE STRONG INSIDE

Brand Guidelines



March 2020

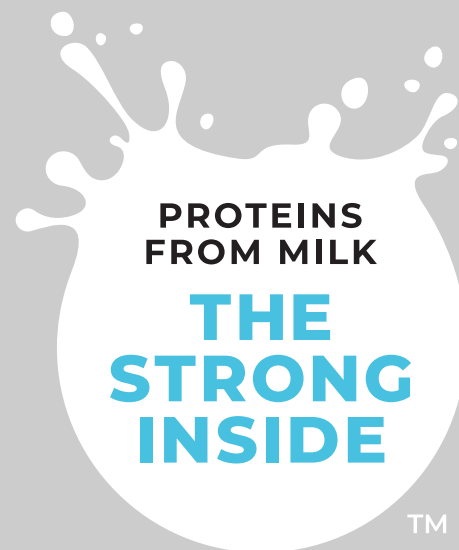
Strong is more than what's on the outside. Being strong requires effort, commitment and choosing foods that are linked to inner emotional health.

This guide provides general rules about using The Strong Inside logo variations. These rules apply to all media, including in-store signage, packaging and digital media. Proper use of these logos help build consumer awareness and build brand equity.



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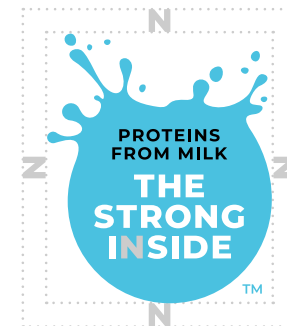
Proteins from Milk

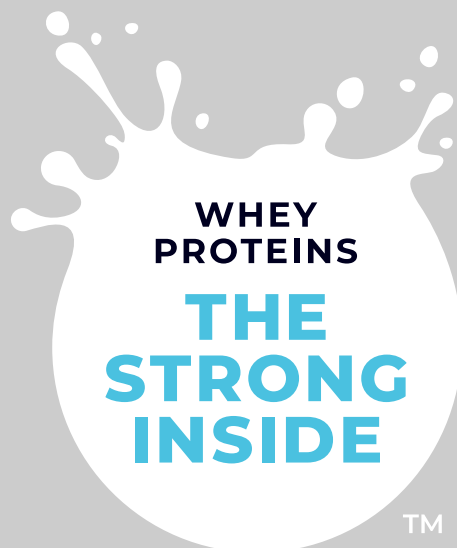
Primary Logo (Preferred)

- The Proteins from Milk logo is our umbrella logo, use for promoting/selling Milk Proteins as a whole
- Only sponsors and supporters are authorized to use this logo

Minimal Size and Clear Space

- In order to maintain the integrity of the logo, it is important that nothing infringes on its space
- The clear space is measured by the height of the "N" within The Strong Inside logo
- The minimum size the logo may be used is .75" wide





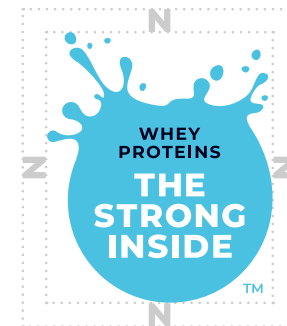
Whey Proteins

The Whey Proteins logo is primarily for members to use in promotion materials that promote/sell Whey Proteins specifically.

- Only sponsors and supporters are authorized to use this logo

Minimal Size and Clear Space

- In order to maintain the integrity of the logo, it is important that nothing infringes on its space
- The clear space is measured by the height of the “N” within The Strong Inside logo
- The minimum size the logo may be used is .75" wide





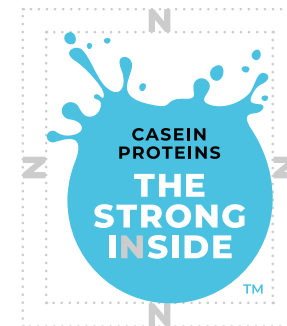
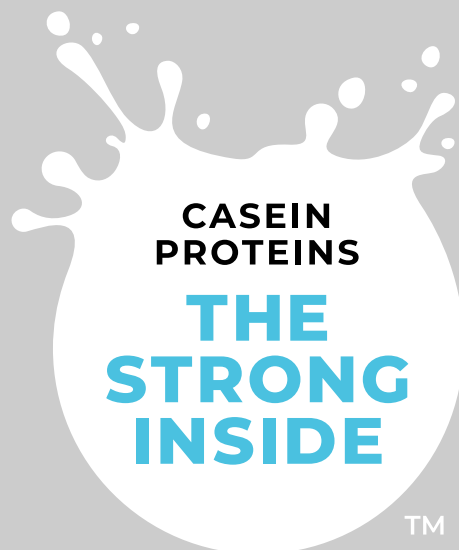
Casein Proteins

The Casein Proteins logo is primarily for members to use in promotion materials that promote/sell Casein Proteins specifically.

- Only sponsors and supporters are authorized to use this logo

Minimal Size and Clear Space

- In order to maintain the integrity of the logo, it is important that nothing infringes on its space
- The clear space is measured by the height of the “N” within The Strong Inside logo
- The minimum size the logo may be used is .75" wide





Milk Proteins

The Milk Proteins logo is primarily for members to use in promotion materials that promote/sell multiple types of Milk Proteins.

- Only sponsors and supporters are authorized to use this logo

Minimal Size and Clear Space

- In order to maintain the integrity of the logo, it is important that nothing infringes on its space
- The clear space is measured by the height of the “N” within The Strong Inside logo
- The minimum size the logo may be used is .75" wide





No Modifier

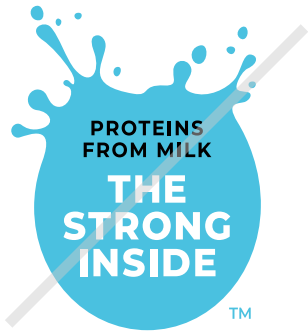
Use The Strong Inside logo at small sizes and/or when it is clear we are talking about proteins from milk. (e.g., appears prominently in copy)

- Only sponsors and supporters are authorized to use this logo

Minimal Size and Clear Space

- In order to maintain the integrity of the logo, it is important that nothing infringes on its space
- The clearspace is measured by the height of the “N” within The Strong Inside logo
- The minimum size the logo may be used is .5" wide

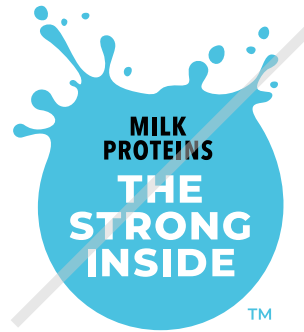




Do not distort logo.



Do not change colors.



Do not alter fonts.



Do not alter language.



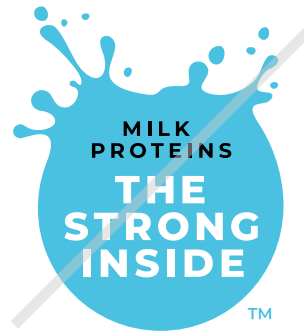
Do not rotate.



Do not add a drop shadow to the logo.



Do not use two logos at the same time.




Do not alter spacing.



Do not rearrange elements.



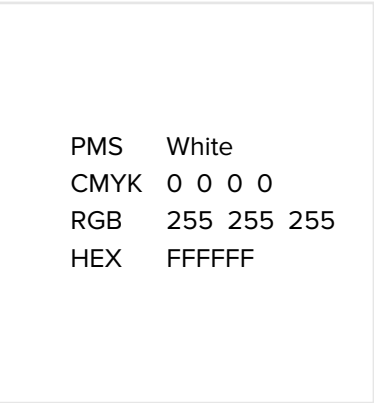
Do not add copy to the logo.



PMS 637C
CMYK 62 2 8 0
RGB 74 193 224
HEX 48C1E0



PMS Black
CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



PMS White
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

Primary Colors

Consistent use of color plays a very important role with our brand identity and helps strengthen brand recognition.

- Our primary color palette is comprised of three colors: PMS 637C, black and white
- To keep our brand colors consistent, use the color formulas shown here
- For offset printing use spot colors (PANTONE®) or process color (CMYK)
- For on-screen applications use RGB or HEX values
- Appearances of on-screen colors may vary across platforms and devices



Font

**MONTSERRATE
EXTRA BOLD**

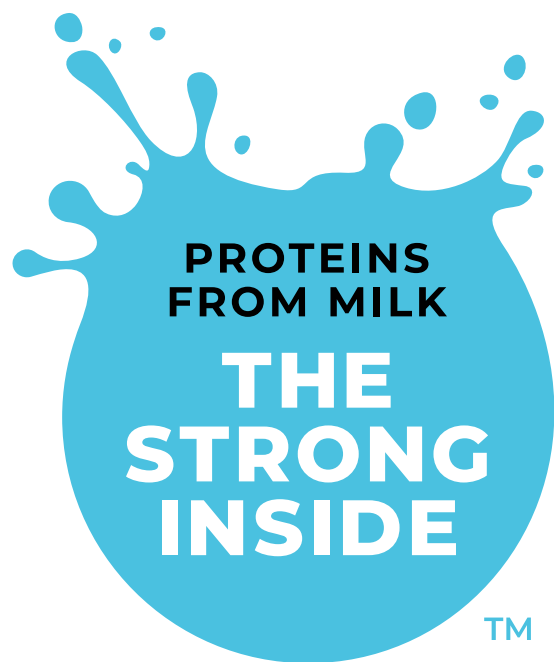
THE STRONG INSIDE

PROTEINS FROM MILK

WHEY PROTEINS

CASEIN PROTEINS

MILK PROTEINS



Partnership Rules

Only sponsors and supporters are authorized to use these logos

- For use on/in marketing and communications tools (video, digital or print ONLY)
- Logos are NOT authorized on consumer or bulk packages at this time





Pulling It All Together

Digital Ad Examples

- Blue Overlay: HEX = 48C1E0 at 70% opacity
- The focal point of the image should be in full color and overlay the blue color band
- Mask out the background and make black and white
- Images and messaging should be approved by The American Dairy Products Institute's marketing team

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