

L & L FOODS, INC.

LOGO USAGE GUIDELINES

Minimum Size

For legibility in print, the BUCKY BADGER logo mark should not be reproduced smaller in width than .375 inch (3/8").

Color

The two colors which must be used for the BUCKY BADGER logo mark is PMS 200 and Black. The CMYK (4 color) equivalent for PMS 200 is C:0 M:100 Y:63 K:12

When reproducing logo mark:

1. Do Not make the mark an outline or invert the mark
2. Do Not change the colors of the mark
3. Do Not distort the mark in any way
4. Do Not place the mark on a busy image or background
5. Do Not rotate the mark
6. Do Not separate any of the mark's elements
7. Do Not skew the mark
8. Do Not let text run into the mark



BLACK



PMS 200



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L & L Foods, Inc. has implemented new policies that must be followed to ensure that suppliers only use the LITTLE BUCKY BADGER logo that L & L Foods, Inc. has used to denote its products for more than forty years. Therefore, all suppliers must follow the procedures set forth below.

1 All labels must use LITTLE BUCKY BADGER approved by L & L Foods, Inc. You may find an approved LITTLE BUCKY BADGER at www.landlfoods.com/PurveyorLogo.htm or if requested, L & L Foods, Inc. will send you a CD with an approved LITTLE BUCKY BADGER.

2 Every December, starting December 2009, all suppliers must send an example of each and every label that they are currently using for BUCKY BADGER branded items to L & L Foods, Inc.

3. At any time, per the request of L & L Foods, Inc., suppliers must send L & L Foods, Inc. a copy of each and every label of BUCKY BADGER branded items being currently produced by the supplier.

If, at any time, a supplier does not follow these procedures or is found to be using an incorrect BUCKY BADGER logo on any item, the following steps will be taken by L & L Foods, Inc.:

1. Upon L & L Foods, Inc. discovering the incorrect label, the supplier will be sent a written warning letter identifying the problematic label.

2. The supplier will have two (2) weeks to provide L & L Foods, Inc. with a corrected label to be approved by L & L Foods, Inc. The supplier will begin using the corrected label immediately. L & L Foods, Inc. will not accept any product with an incorrect label after this two (2) week period.

3. If an acceptable label is not approved by L & L Foods, Inc. within the two (2) week period, the supplier will be suspended until a corrected label is approved.

L & L Foods, Inc. will not accept any product with an incorrect label after the two (2) week period. L & L Foods, Inc. will allow products with incorrect labels that have been delivered to be sold for a reasonable time. However, if any product remains after a reasonable time, the supplier is responsible for all costs associated with the products, including disposal.

Please contact Bob Lazarz at L & L Foods, Inc. if you have any questions regarding this policy or its related procedures.