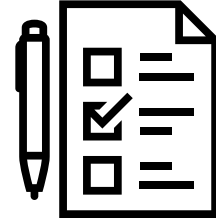




GUIDELINES FOR LOGO USE

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ALL ADVERTISING AND/OR COMMUNICATIONS USING THE LOGO MUST BE SUBMITTED TO *PRODUCT OF THE YEAR™* FOR APPROVAL AT LEAST ONE WEEK IN ADVANCE.

1. THE GOLDEN RULES

- A All advertising and/or communications using the logo must be submitted to *Product of the Year™* for approval at least one week in advance.
- B The logo must be consistent wherever it appears — using established color, font and shape as provided by *Product of the Year™*.
- C The logo must always be accompanied by:
 - 1. The number of consumers voting in the *Product of the Year™* survey
 - 2. The category that it won



THE UNIQUE FACTOR OF THIS AWARD IS THE NUMBER OF PRODUCT SECTORS IN WHICH IT OPERATES. THIS MEANS THAT ALL WORK LEVERAGING THE LOGO IS COMPLEMENTARY. IT BUILDS THE PRODUCT OF THE YEAR BRAND, MAKING IT MORE VALUABLE TO THE WINNERS.

2. THE INFORMATION THAT MUST ACCOMPANY THE LOGO

THE FOLLOWING INFORMATION MUST BE COMMUNICATED IN ANY FORMS OF ADVERTISING/COMMUNICATIONS REFERENCING *PRODUCT OF THE YEAR* WHETHER WITH OR WITHOUT THE LOGO:

A The wording “Survey of 4,000 people by Kantar.”

B The Category your product won, (e.g. Winner Pet Food Category.)

If the claim “*Product of the Year*” is in Voice Over, it must be accompanied with the category the Product won also in VO. If the *Product of the Year* logo appears with no VO, then the category can appear in text only alongside the logo.

C It should appear as follows (with the exception of a category name change) wherever the logo is used.

“Winner Pet Food category. Survey of 4,000 people by Kantar.”

3. CLAIMS/STATEMENTS ABOUT PRODUCT OF THE YEAR WINNERS

Any use of a comparative statement must be factually correct if utilizing the *Product of the Year* survey as the source for such statements. Any claims or comparative statements must be clear that it is referencing the Product of the Year survey as its source and must be substantiated by the Product of the Year Kantar methodology.

E.G. ANY CLAIMS OF “NO. 1”, “THE BEST”, “THE LEADING” ETC. CAN ONLY BE MADE WHEN CLEARLY IDENTIFYING THAT IT IS “NO. 1”, “THE BEST”, “THE LEADING” ETC. IN THE SPECIFIC CATEGORY DEFINED BY PRODUCT OF THE YEAR.

STATING THE NUMBER OF PEOPLE VOTING:

- A Claims must clearly state the total number of people in the survey (e.g. 4,000.)
- B You may be able to use the terms “thousands of people”, and/or “thousands of men” and/or “thousands of women.” We define thousands in this case as at least two thousand and one and this information is available on request.

YOU SHOULD REVIEW ANY CLAIMS/STATEMENTS YOU MAKE WITH YOUR COUNSEL FOR COMPLIANCE WITH THESE GUIDELINES AND WITH APPLICABLE LAW.

3. CLAIMS/STATEMENTS ABOUT PRODUCT OF THE YEAR WINNERS . . . CONTINUED

If other claims or comparisons are made which arise out of or are based on other information, this detail must be separately and distinctly represented to the public in a clear manner so as to avoid confusion as to the source of the claim or comparison.

I.E. IT SHOULD NOT BE PLACED NEXT TO ANY
PRODUCT OF THE YEAR™ SURVEY INFORMATION
UNLESS CLEARLY DISTINCT FROM SUCH INFORMATION.

4. CROSS-SELLING



The logo must only appear on or alongside the product that won the category. If any advertising covers multiple products in the same range, it must be made clear that the award has only been given to the winning product. Any inference that it was awarded across the whole range is prohibited. The logo cannot be put on another product — even if the winning product is referenced.

5. DURATION OF USE OF THE NAME AND LOGO



The usage term for the *Product of the Year* logo is 24 months (2 years.) This begins **FEBRUARY 25, 2021** at midnight until **FEBRUARY 25, 2023**, by which point it must be removed from all communications and packaging.

It is a condition of your license that all advertising, point-of-sale materials and promotional packaging featuring the logo is removed by that date. Every use of the logo must specify that the Program Year for your winning product. In this case 2021 in order to distinguish it from 2020 winning products.



WE WILL ALLOW FOR SELL-THRU OF ANY PRODUCT FEATURING THE SEAL ON PACKAGING IN 2022, BUT WE ASK THAT YOU MAKE EVERY EFFORT TO PHASE OUT THIS PACKAGING TO MEET THE FEBRUARY 25, 2023 DEADLINE.

6. THE RIGHT WAY TO REPRODUCE THE LOGO



- A** When reproducing the logo on a white background, this is the correct format:



- B** When reproducing the logo on a patterned or colour background, this is the favoured format:



Winner Pet Food Category. Survey of 4,000 people by Kantar.

7. THE WRONG WAY TO REPRODUCE THE LOGO



Don't change the colour of any part of the logo



Don't change the shape of the logo or drop any copy



Do not add a drop shadow

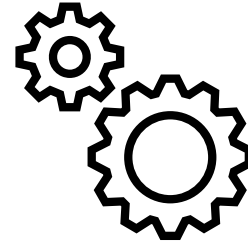


Don't change the order colour or thickness (except as provided on the preceding pages)



Don't use the logo out of its box

8. TECHNICAL INFORMATION



A The logo must be reproduced in one color only:



B Where 4-color process is used, the logo may be reproduced with these values:



CMYK:

Cyan = 0
Magenta = 100
Yellow = 100
Black = 0

C When being used digitally, the logo may be reproduced with these values:



RGB:

Red = 255
Green = 0
Blue = 0

D The Product of the Year™ logos (English, French and Bilingual) will be sent to you by the Product of the Year™ Team.

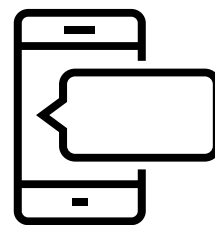
E It is recommended that the accompanying copy uses the font family: GOTHAM

F The logo must always be reproduced in colour, unless the media is only produced in black & white.

**ALL ADVERTISING AND/OR COMMUNICATIONS USING THE LOGO MUST
BE SUBMITTED TO *PRODUCT OF THE YEAR™* FOR APPROVAL AT LEAST
ONE WEEK IN ADVANCE.**



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