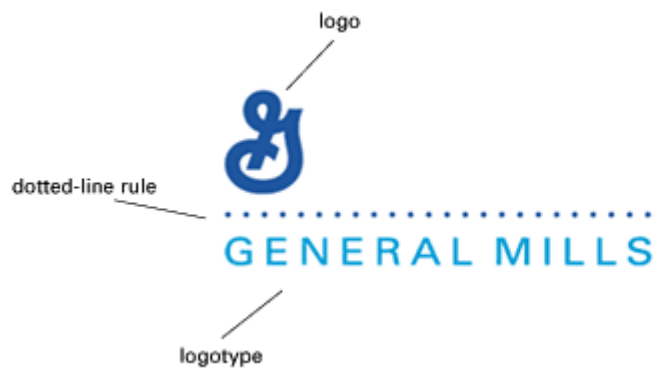# CORPORATE SIGNATURE

Use the attached guidelines to apply the General Mills brand identity to all communication materials. To build and maintain a strong corporate brand, consistency is critical – particularly in the usage and application of our identity.

Logos suitable for use in Word and PowerPoint are available on Champions Network: Info & Learning / Corporate Identity Standards / Resources / Downloads. The logo is also available through G-Pix.

If you have questions, visit the Corporate Identity site on Champions Network, or contact Corporate Communications at 763-764-4211.

Elements

Acceptable logos

The dotted-line rule can be the same length as the words "General Mills" or the dotted-line rule can run across the width of the page.

Alternate logos

When space is limited, the alternate signatures displayed here are acceptable.

The "G" and dots only:

The "G" alone:

The dots and logotype only:

Unacceptable logos

GENERAL MILLS

Unacceptable   Never rearrange the elements to create a new signature.

GENERAL MILLS

Unacceptable Do not re-create the "G" logo.

GENERAL MILLS

Unacceptable Do not substitute the previously used "Big G" cereal logo for the corporate "G" logo.

GENERAL MILLS

Unacceptable Do not rearrange the elements of the signature.

GENERAL MILLS

Unacceptable Do not combine other images with the signature.

ENERAL MILLS

Unacceptable Do not substitute the "G" logo for the letter "g" in a word or a sentence.

GENERAL MILLS

Unacceptable Do not recreate "General Mills" in a new font.

Unacceptable Do not add a drop shadow to the signature.

Unacceptable Do not skew or distort the signature.

Unacceptable Use only approved colors.

Unacceptable Use the correct colors for each signature element.

Unacceptable Do not place the signature inside another shape or symbol.

Colors

- The "G" logo and the dotted-line rule should appear in General Mills Dark Blue (Pantone 286).
- The General Mills logotype should appear in General Mills Process Blue (Pantone Process Blue).
- A white background is preferred.
- If only one color is available, reproduce the entire corporate signature in General Mills Dark Blue (Pantone 286).
- When color is not available, it is acceptable to reproduce the corporate signature in black.
- When a dark background is the only option, the corporate signature may be printed in white.

General Mills Dark Blue	General Mills Process Blue	General Mills Grey
Spot Color: Pantone 286	Spot Color: Pantone Process Blue	Spot Color: Pantone Cool Grey 6
Process Color: 100%C 75%M	Process Color: 100%C 10%M 5%K	Process Color: 35%K
Web-safe Hex: 003399	Web-safe Hex: 0099CC	Web-safe Hex: 999999
RGB Values: R0 G51 B153	RGB Values: R0 G153 B204	RGB Values: R153 G153 B153

Placement

Clear Space

Never crowd the signature by allowing other elements to encroach on its clear space. Always maintain a generous clear space around the corporate signature. This clear space must be kept free of text and images. The minimum space illustrated here is required for all uses.

Minimum reproduction size

- The "G" logo should be ½" tall or larger.
- If you are constrained for space, you can reduce the signature so that the "G" logo is ¼" tall.

Typography

The official typeface for the General Mills corporate identity is Univers.

- Use Univers 45 for most text.
- Select Univers 55 or Univers 65 for emphasis

Univers 45
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 55
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Univers 65
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Backgrounds

The preferred background for the corporate signature is white.

- When possible, place the signature on a white background.
- When a white background is not possible, make sure that there is adequate contrast between the background and the signature elements.
- If the background is dark, reproduce the signature in white.
- If the signature overprints a photograph, place the signature in a subdued, low-contrast area of the photo

Acceptable

Adequate contrast between background and signature

Acceptable

Signature placed in low-contrast area of photo

Unacceptable

Background is too dark

Unacceptable

Photograph is too "busy"

PowerPoint Presentations

PowerPoint presentations can be downloaded from Corporate Identity Standards Web site on Champions Network, located under the "Info & Learning" tab on the left-hand navigation bar.