



BE WELL. DO WELL. BRAND LOOK & FEEL
OCTOBER 20, 2023







Overall Color Palette

R: 149
G: 0
B: 15
#95000F

R: 234
G: 0
B: 42
#EB002A

R: 102
G: 190
B: 100
#66BE64

R: 0
G: 125
B: 138
#007D8A

R: 65
G: 182
B: 230
#41B6E6

R: 255
G: 199
B: 44
#FFC72C



R: 0
G: 0
B: 0
#000000

R: 84
G: 86
B: 90
#54565A

R: 219
G: 217
B: 214
#EBEBEB

R: 255
G: 255
B: 255
#FFFFFF

ABOUT
ARAMARK

VERTICALL H1
HEADER

Gotham Black
72pt Type
60pt Leading

DIVERSITY, EQUITY
& INCLUSION

VERTICALL H2
HEADER

Gotham Black
36pt Type
36pt Leading

HORIZONTAL H1
HEADER

Gotham Black
30pt Type
30pt Leading

HORIZONTAL H2
HEADER

Gotham Black
20pt Type
20pt Leading

HORIZONTAL H3
HEADER

Gotham Black
14pt Type
14pt Leading

BODY COPY

Gotham Light
12pt Type
14pt Leading

BULLETS & NUMBERS

TBD

LOREM IPSUM DOLOR SIT
AMET SED DIAM UT

LOREM IPSUM DOLOR SIT AMET
SED DIAM UT

LOREM IPSUM DOLOR

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praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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 - Elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
 - Magna aliquam erat volutpat. Ut wisi enim ad minim veniam
1. Lorem ipsum dolor sit amet, consectetur adipiscing.
 2. Elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore
 3. Magna aliquam erat volutpat. Ut wisi enim ad minim veniam



Original Overlap
Made with Gotham Black and knocking out the eye(s) of the B & D



In certain instances you can kern in the letters when using the characters very large

Crop Example



To show more of the photo, you can remove the open counter of the “W” or combine letters with the “unite” tool in Pathfinder



Shown using 3 characters

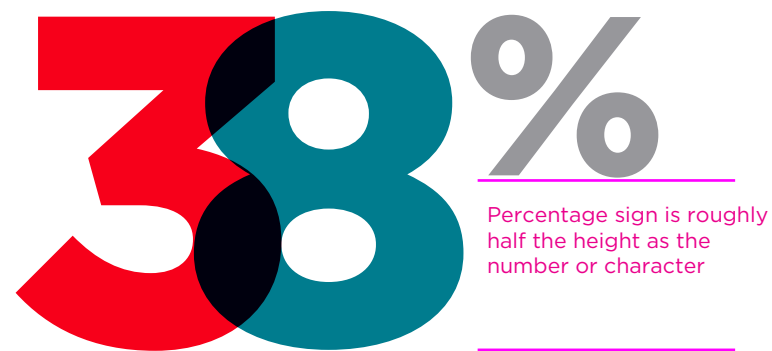


Crop Example



Zoom in Crop Example

Overlap of percentages and numbers



of main dishes and sides from Eat Well recipes, meaning they contain a **full serving of nutritionally dense whole foods** and are lower in calories, saturated fat, and sodium

Supporting copy with infographic is Gotham Bold (upper and lower case).

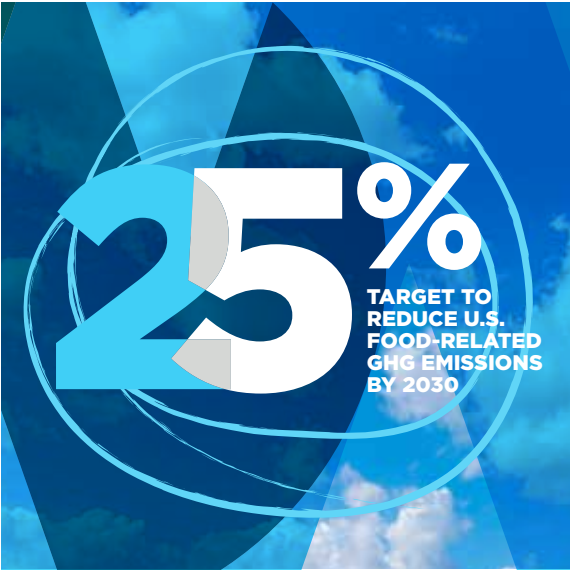
In all of the infographic numbers and percentages we try to overlap the characters to make it more visually interesting.

This is done using the multiply tool (AI, ID, PS).

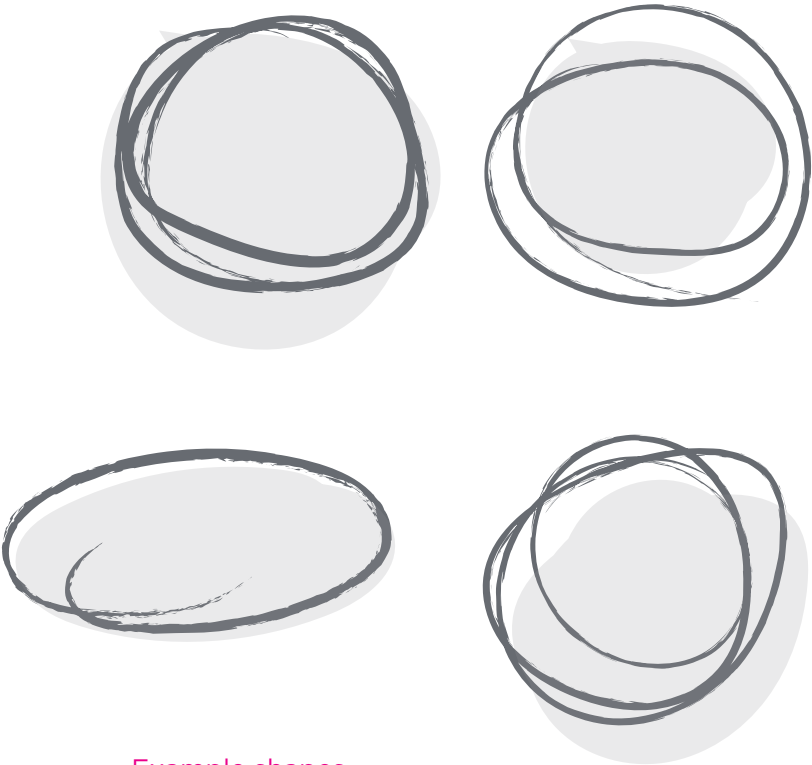


If you are going to overlay an image or graphic you will need to have a white “Unite” shape in “Pathfinder” underneath the color characters for the overlapping to read.

You could also “Divide” the shape in pathfinder as well.



Linework is used as a texture element for important callouts that need to be emphasized



Example shapes



SUSTAINABILITY

The typography of certain words or titles could be like these examples. Breaking them up between syllables.

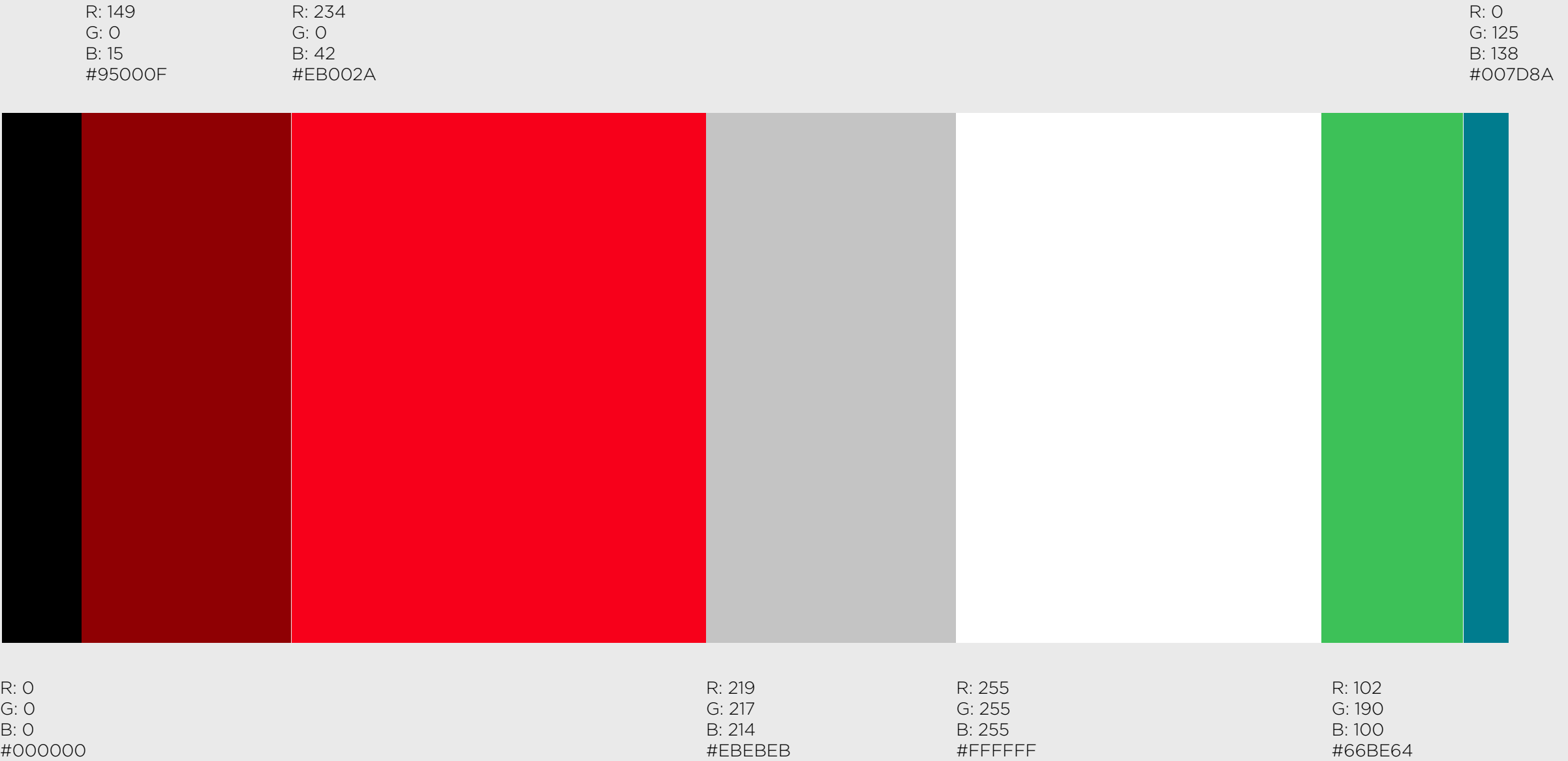


SUSTAINABILITY



PROGRESS

Be Well. Color Palette





BE WELL.



PROGRESS



LOREM IPSUM DOLOR

Eget mi proin sed libero
enim. Feugiat scelerisque
varius morbi enim.

USA

CANADA

EUROPE

MEXICO

UK



PEOPLE







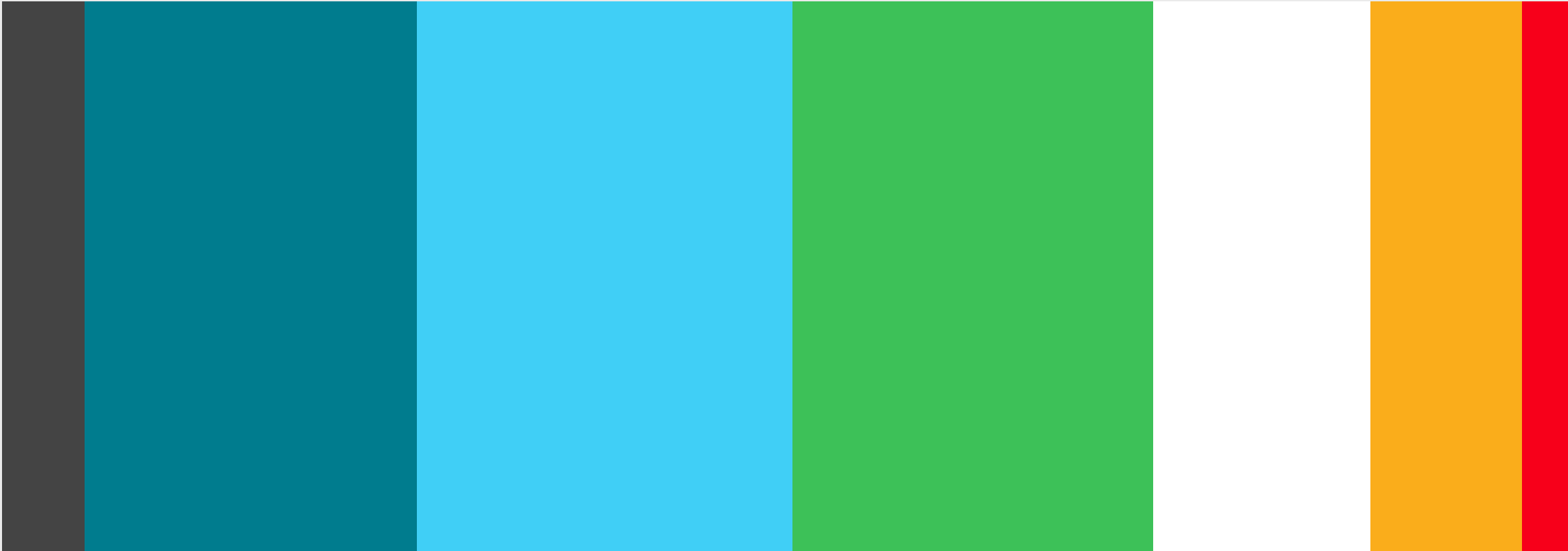
Do Well. Color Palette

R: 0
G: 125
B: 138
#007D8A

R: 65
G: 182
B: 230
#41B6E6

R: 102
G: 190
B: 100
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B: 44
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G: 255
B: 255
#FFFFFF

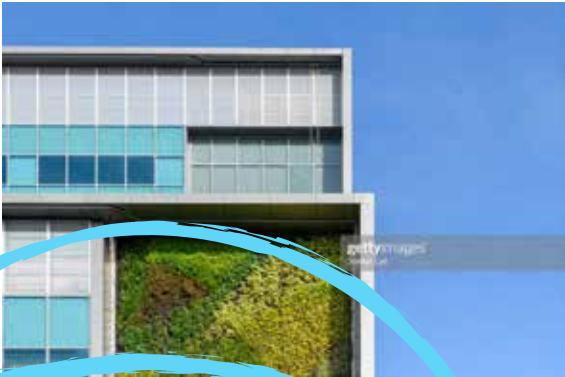
R: 234
G: 0
B: 42
#EB002A

DO WELL.

SUSTAINABILITY

gettyimages
Nazar Abbas Photography

PLANET



LOREM IPSUM DOLOR
Eget mi proin sed libero
enim. Feugiat scelerisque
varius morbi enim.

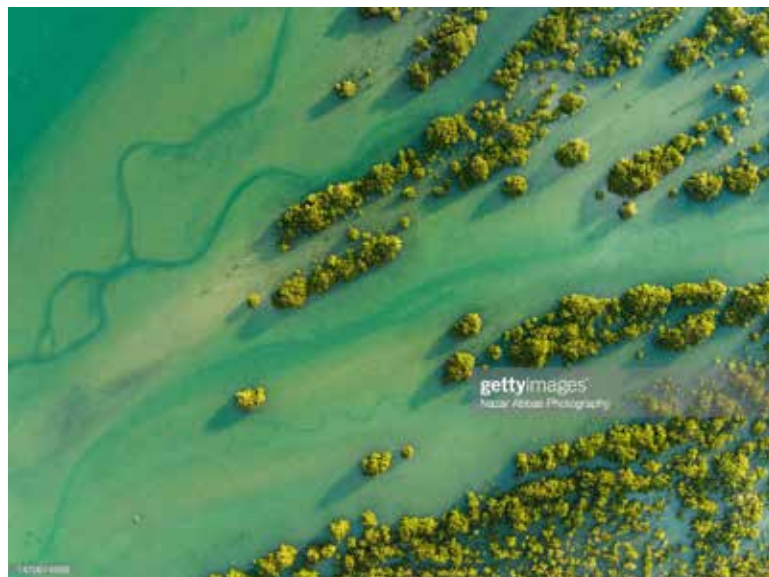








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ABOUT ARAMARK

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas sed enim ut sem. Facilisis volutpat est velit egestas dui id ornare arcu. Amet justo donec enim diam. Gravida quis blandit turpis cursus in hac. In massa tempor nec feugiat nisi pretium. Malesuada fames ac turpis egestas sed tempus. Nunc vel risus commodo viverra. Habitant morbi tristique senectus et. Commodo quis imperdiet massa tincidunt nunc. Dui sapien eget mi proin sed libero enim sed faucibus. Egestas purus viverra accumsan in nisl nisl.

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Ultricies mi eget mauris pharetra et ultrices. Ligula ullamcorper malesuada proin libero nunc consequat interdum varius sit. Odio euismod lacinia at quis risus sed vulputate odio. Nunc faucibus a pellentesque sit amet porttitor eget

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DIVERSITY,
EQUITY,&
INCLUSION

DEI is an essential part of our culture and a key area of focus in all aspects of Aramark's business. We acknowledge and address the existence of advantages and barriers, as well as long-standing societal divides that can affect our lives, our success, and our overall well-being. Centered around a shared purpose, our ability to foster an equal and inclusive culture is vital to meeting the needs of our employees, our customers, and our communities.

14%

Duis aute irure dolor in reprehend in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Our priorities are expanding diversity across our management roles, developing our people, and supporting business growth. Additionally, we are focused on increasing the membership of our Employee Resource Groups (ERGs) globally and broadening the engagement of our Allyship Employee Network.

We work with our ERGs to support Aramark's recruitment, professional development, and community service initiatives. In August 2022, our Allyship Employee Network hosted an educational session in partnership with the National Ukrainian Information Service and the Ukrainian Educational and Cultural Center on the history of Ukraine, the current state of the war, and ways to provide advocacy. We know workplace culture plays a vital role in shaping conversations around DEI, so we work with our ERGs to ensure a safe and inclusive workplace for all. Through Synergy, our inclusive faith-based ERG, we joined a coalition of Jewish and non-Jewish organizations and corporations to #ShineALight on antisemitism. This national initiative illuminates the dangers of antisemitism through education, community partnerships, workplace engagement, and advocacy.

In fiscal 2022, we launched two new DEI training modules titled Leading and Serving Inclusively and Pronouns Matter: Best Practices for Inclusivity. An assigned training for salaried employees, taken by over 8,000 managers, Leading and Serving Inclusively reinforces our values and the positive impact




PEOPLE

INTRODUCTIONPEOPLEPLANETGOVERNANCEAPPENDIX

LOREM IPSUM DOLOR SIT AMET, CONSECT QUTIR ADIPISCING ELIT, SED DIAM ETTE A UT EUISMOD TINCIDUNT A UT.

SUSTAINABILITY



LOREM IPSUM DOLOR

Eget mi proin sed libero enim. Feugiat scelerisque varius morbi enim.

SIT CONSECTETUER

Feugiat scelerisque varius morbi enim. Eget mi proin sed libero enim. Mi proin sed libero enim tu.

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DIVERSITY, EQUITY, & INCLUSION

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34%

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit est borum.

ARAMARK 2023 PROGRESS REPORT

9



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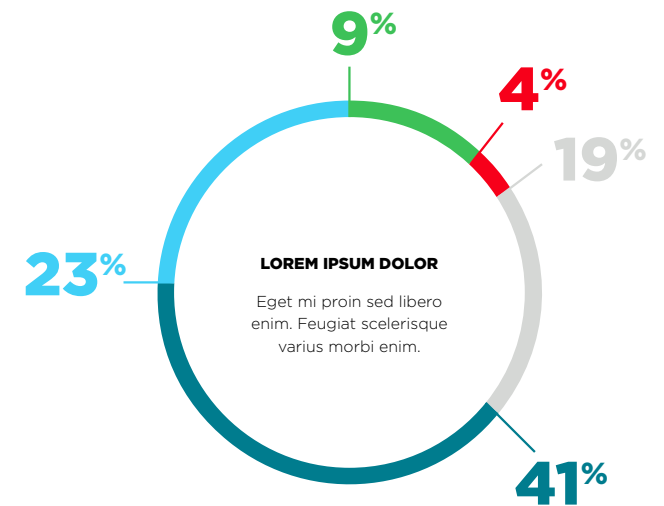
LOREM IPSUM

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faucibus a pellentesque sit amet porttitor eget



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WE

ENABLE
EDUCATE
ENCOURAGE
ENGAGE



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HEALTH AND WELLNESS

DEI is an essential part of our culture and a key area of focus in all aspects of Aramark's business. We acknowledge and address the existence of advantages and barriers, as well as long-standing societal divides that can affect our lives, our success, and our overall well-being. Centered around a shared purpose, our ability to foster an equal and inclusive culture is vital to meeting the needs of our employees, our customers, and our communities.

ARAMARK 2023 PROGRESS REPORT

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INTRODUCTION

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LOREM IPSUM DOLOR
SIT AMET, CONSECT
QUTIR ADIPISCING ELIT,
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EUISMOD TINCIDUNT.

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In hac habitasse platea dictumst quisque sagittis purus sit. Arcu ac tortor dignissim convallis aenean et. Tortor dignissim convallis aenean et tortor at risus.



ARAMARK 2023 PROGRESS REPORT

7

INTRODUCTIONPEOPLEPLANETGOVERNANCEAPPENDIX

75%

REDUCTION OF
FOOD WASTE
IN THE U.S.

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Maecenas sed enim ut sem. Facilisis volutpat est velit egestas dui id ornare arcu. Amet justo donec enim diam. Gravida quis blandit turpis cursus in hac. In massa tempor nec feugiat nisl pretium. Malesuada fames ac turpis egestas sed tempus. Nunc vel risus commodo viverra. Habitant morbi tristique senectus et. Commodo quis imperdiet massa tincidunt nunc. Dui sapien eget mi proin sed libero enim sed faucibus. Egestas purus viverra accumsan in nisl nisi.

Pulvinar mattis nunc sed blandit libero volutpat. Ut venenatis tellus in metus. Elit ut aliquam purus sit amet luctus venenatis lectus. In pellentesque massa placerat dui ultricies. Consectetur lorem donec massa sapien faucibus et molestie. Tellus pellentesque eu tincidunt tortor aliquam nulla facilisi cras. Eget mi proin sed libero enim. Feugiat scelerisque varius morbi enim. In hac habitasse platea dictumst quisque sagittis purus. Sollicitudin ac orci phasellus egestas tellus rutrum tellus pellentesque.

Ultricies mi eget mauris pharetra et ultrices. Ligula ullamcorper malesuada proin libero nunc consequat interdum varius sit. Odio

ARAMARK 2023 PROGRESS REPORT3

INTRODUCTIONPEOPLEPLANETGOVERNANCEAPPENDIX

WE REDUCED OUR USE OF PLASTICS STRAWS AND STIRRERS IN THE U.S. BY APPROXIMATELY 75%

FROM OUR 2018 BASELINE.

LOREM IPSUM DOLOR
SIT AMET, CONSECT
QUTIR ADIPISCING ELIT,
SED DIAM ETTE A UT
EUISMOD TINCIDUNT.

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14%

OF MAIN DISHES AND
SIDES WITH WHOLE
GRAINS AS ONE OF THE
LEADING INGREDIENTS

WHOLE GRAINS

ARAMARK 2023 PROGRESS REPORT7

PLANT-FORWARD
MENU INNOVATION

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38%
of main dishes as **vegan, vegetarian, or plant-forward**

34%
of main dishes and sides from Eat Well recipes, meaning they contain a **full serving of nutritionally dense whole foods** and are lower in calories, saturated fat, and sodium

14%
of main dishes and sides with **whole grains as one of the leading ingredients**

PEOPLE PLANET INFOGRAPHIC

