



2018 BRAND STYLE GUIDE - U.S.
UPDATED 6.1.18



IMPORTANT: Use of branded assets and brand owned properties (such as websites and social pages) should NEVER be used to promote a specific retailer by name. In the event of a special case, you may contact Brian Douglas in Marketing Operations for review.



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GREENIES™ TRADEMARK



PRIMARY LOGO

- The GREENIES™ logo is consistently staged horizontally across the franchise.
- Logo should always appear on craft texture.
- The dog always sits above the GREENIES™ letterforms.
- GREENIES™ Dental Treats is a lockup and should remain consistent in proportion and spacing whenever used.
- CMYK plus two spot colors make up the preferred brandmark treatment.
- Minimum size: Logo should never appear smaller than 1.24 inches wide.



WHAT NOT TO DO...



DO NOT

Scale “Dental Treats” independently of the GREENIES™ logo. Keep logo proportions locked.



DO NOT

Scale or manipulate the dog. Keep relationship with GREENIES™ letterforms consistent on all touchpoints.



DO NOT

Add effects to the logo, such as drop shadows, bevels or outlines.



GREENIES™ TRADEMARK SECONDARY LOGOS



ORIGINAL logo

- “Original” should be 100% white.



VARIANT logos

- These four variant logos are 15% tint of their corresponding variant PMS color.



Grain FREE logo

- “Grain Free” is the exception of the variants. Type should be 100% of the PMS 463 (or a match of 463).



GREENIES™ COLOR PALETTE

UNIFYING COLORS



PMS
349

CORE

Spot on all SKUs.



PMS
7503

WARMTH

Spot on all SKUs.



PMS
361

ACCENT

Match on all cartons
C70 M00 Y100 K00

VARIANT COLORS

POUCH/IWS



PMS
320

FRESH



PMS
216

WEIGHT
MANAGEMENT



PMS
2577

BLUEBERRY



PMS
3005

HIP+JOINT



PMS
2006

GRAIN FREE

CARTON

FRESH MATCH
C100 M00 Y30 K00

WEIGHT MANAGEMENT
MATCH
C00 M93 Y00 K51

BLUEBERRY MATCH
C33 M53 Y00 K00

HIP + JOINT MATCH
C100 M38 Y00 K00

GRAIN FREE MATCH
Co M20 Y70 K00

GRAIN FREE
ACCENT MATCH
C00 M50 Y70 K65

BONE SIZE BAR COLORS

Bone size colors are CMYK builds on all SKUs. See PMS colors as targets only.



PMS
2300

TEENIE™

Teenie™ MATCH
C36 M10 Y88 K00



PMS
158

PETITE

PETITE MATCH
C00 M57 Y96 K00



PMS
199

REGULAR

REGULAR MATCH
C00 M100 Y82 K00



PMS
267

LARGE

LARGE MATCH
C75 M88 Y00 K00



GREENIES™ LOGOS



BRAND LOGO

The dog always sits above the GREENIES™ letter forms.



BAG TOP LOGO

GREENIES™ brand logo on bag.



BAG TOP LOGO

GREENIES™ brand logo on bag.



2018 CONSUMER PROMOTION - U.S.
UPDATED 6.1.18



GREENIES™ BRAND LOGO AND LEGAL



GREENIES™ LOGO

All executions should contain Greenies logo

Greenies™

GREENIES™ LOGO

Horizontal Logo Option

© [year of publication] Mars or Affiliates.

GREENIES™ STANDARD LEGAL LINE

The standard legal line should appear on all materials that feature a brand asset except point-of-sale materials and packaging. In all materials, when the toothbrush-shaped treat* is shown, include U.S. Pat. No. D587,428. Other language may be required depending on the particular creative.

The font used for this line is **Helvetica Neue LT Std 67 Med Condensed**.
*Patent is only applicable to full size **GREENIES™** Dental Treats.



ORIGINAL LOGO

• “Original” should be 100% white.



GRAIN FREE LOGO

• “Grain Free” is the exception of the variants. Type should be 100% of the PMS 463 (or a match of 463).

VARIANT LOGOS

• These four variant logos are 15% tint of their corresponding variant PMS color.



GREENIES™ COLOR AND TYPOGRAPHY

GREENIES™ GREEN

PMS Green and CMYK breakdown of Green.



PMS
349

CMYK - 100-0-91-42

GREENIES™ FONT

Our main typeface is...

ARCHER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.';&?()!

Handelson

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.';&?()!*

ADDITIONAL FONT

In addition to the GREENIES™ font family, we may also utilize...

EVELETH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.';&?()!



GREENIES™ EUROPEAN PACK

CLAIMS AND LEGAL FONT

On pack text for all claims and legal text is set in Helvetica LT Regular and Bold.

Helvetica LT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.';&?()!

Helvetica LT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.';&?()!

ADDITIONAL FONT

Other fonts used for product size descriptor such as Teenie, Petite, Medium and Large are set in Eveleth Regular. The font has been outlined and can be supplied as a vector graphic.

EVELETH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.';&?()!



The European Veterinary Dental Society is a charity dedicated to science and education in veterinary dentistry. Since GREENIES™ has gained the VOHC seal of approval for plaque and tartar control, the EVDS allows the use of its logo on GREENIES™ packs and materials.”



GREENIES™ MESSAGING HIERARCHY

MESSAGING HIERARCHY

The primary and secondary communication should be used whenever possible.

PRIMARY COMMUNICATION

Smile by **GREENIES™** treats
Give them the tasty treat that freshens and cleans.

SECONDARY COMMUNICATION

- UNIQUE TEXTURE FIGHTS PLAQUE & TARTAR
- VET RECOMMENDED OR VET-RECOMMENDED (DEPENDING ON USAGE)
- FRESHENS BREATH
- MADE WITH NATURAL INGREDIENTS PLUS VITAMINS, MINERALS & NUTRIENTS



GREENIES™ PACKAGING

FRONT PANEL ICONS

DOTTED CIRCLE COLOR

Dotted circles are 60% white.

UNIFIER - CONSISTENT CLAIM ON ALL CARTON AND POUCHES



Vet Recommended
for **DENTAL CARE**

DIFFERENTIATORS - VARIANT SPECIFIC CLAIMS

HIP & JOINT



Helps Maintain
a Lifetime of
HEALTHY JOINTS

ALL PRODUCTS



Unique Texture
Fights **PLAQUE**
& **TARTAR**

WEIGHT MANAGEMENT



A **LOW** Calorie,
LOW Fat Treat

BURSTING BLUEBERRY



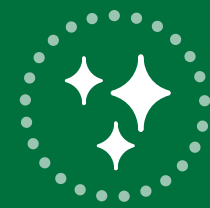
Contains a Source of
DRIED NATURAL
BLUEBERRIES

GRAIN FREE



Easy to **DIGEST**

FRESH MINT



Patented Ingredient
System **HELPS**
FRESHEN BREATH



GREENIES™ PACKAGING

BACK PANEL ICONS

UNIFIERS - CONSISTENT CLAIM ON ALL CARTONS AND POUCHES

ICON CIRCLE COLOR

Opaque PMS 361 on all cartons and pouches except the featured tooth icon which is PMS 349 C.



**CHEWY TEXTURE
CLEANS TEETH
AND MAINTAINS
HEALTHY GUMS**
For a sparkle in every smile



Made with **NATURAL
INGREDIENTS**
Plus Vitamins,
Minerals & Nutrients

The disclaimer should appear with the largest or most prominent use of the term “natural” on each panel of the label on which the term appears, in the same style and color print and at least on-half the size of the term “natural.”

The disclaimer will need to be used off package as well wherever the claim is made.



**FRESHENS
BREATH**
& makes mouths
happy day after day



**EASY
TO DIGEST**
Highly soluble
ingredients

DIFFERENTIATORS - VARIANT SPECIFIC CLAIMS

BLUEBERRY FLAVOR



Made with
BLUEBERRY flavor
dogs bark for

GRAIN FREE



HAPPY TUMMIES
with a grain
free treat

FRESH



**NATURAL
SPEARMINT**
for powerful
breath freshening

ALL PRODUCTS



**DELICIOUS &
NUTRITIOUS**
It's a mouthful
of goodness

HIP & JOINT



Help keep the
**SPRING IN
THEIR STEP**

WEIGHT MANAGEMENT



LOW FAT, LOW-CAL
treats to help keep dogs
light on their feet



GREENIES™ PACKAGING

SECONDARY PATTERNS



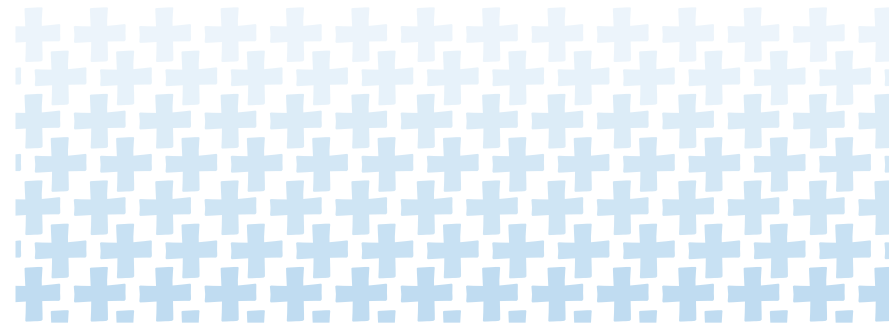
ORIGINAL/GRAIN FREE PRIMARY LINE BURST PATTERN

- Line burst pattern for all “Original” and “Grain Free” SKUs except the 36 oz Carton. See below.
- Line burst pattern is used on all “Original” and “Grain Free” SKUs but is colored accordingly to match corresponding variant color.
- Please reference REP SKUs.



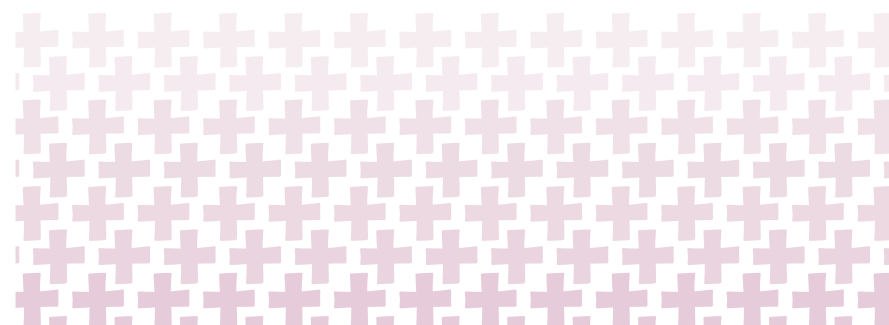
ORIGINAL/GRAIN FREE 36oz LINE BURST PATTERN

- Line burst pattern is adjusted to fit our most horizontal SKU, 36 oz Carton.
- This line burst pattern is used on all 36 oz “Original” and “Grain Free” SKUs but is colored accordingly to match corresponding variant color.
- Please reference REP SKU.



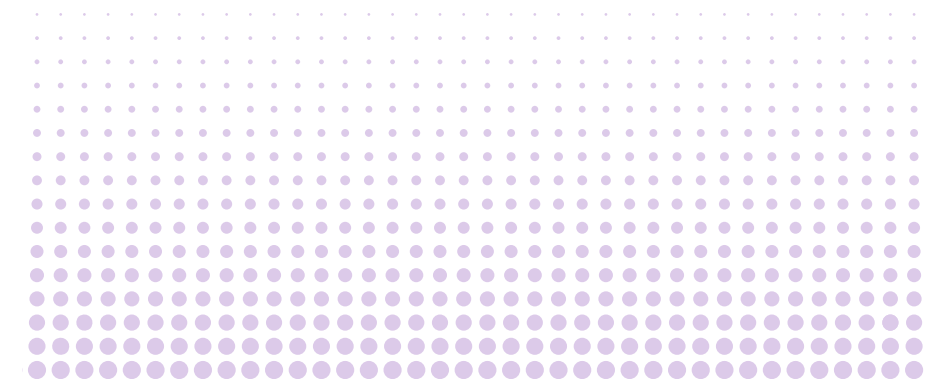
HIP+JOINT BENEFIT PLUS PATTERN

- **25% Opacity.** Opacity is slightly more than Weight Management pattern for the two patterns to optically appear equal.
- Please reference REP SKUs.



WEIGHT MANAGEMENT BENEFIT PLUS PATTERN

- **21% Opacity.** Opacity is slightly less than Hip+Joint pattern for the two patterns to optically appear equal.
- Please reference REP SKUs.



BLUEBERRY FLAVOR DOTS PATTERN

- Color corresponds to the variant color but is at 40% opacity.
- Please reference Blueberry REP SKU.



GREENIES™ PACKAGING

DENTAL TREATS PORTFOLIO





GREENIES™ PACKAGING

HERO PACKAGING





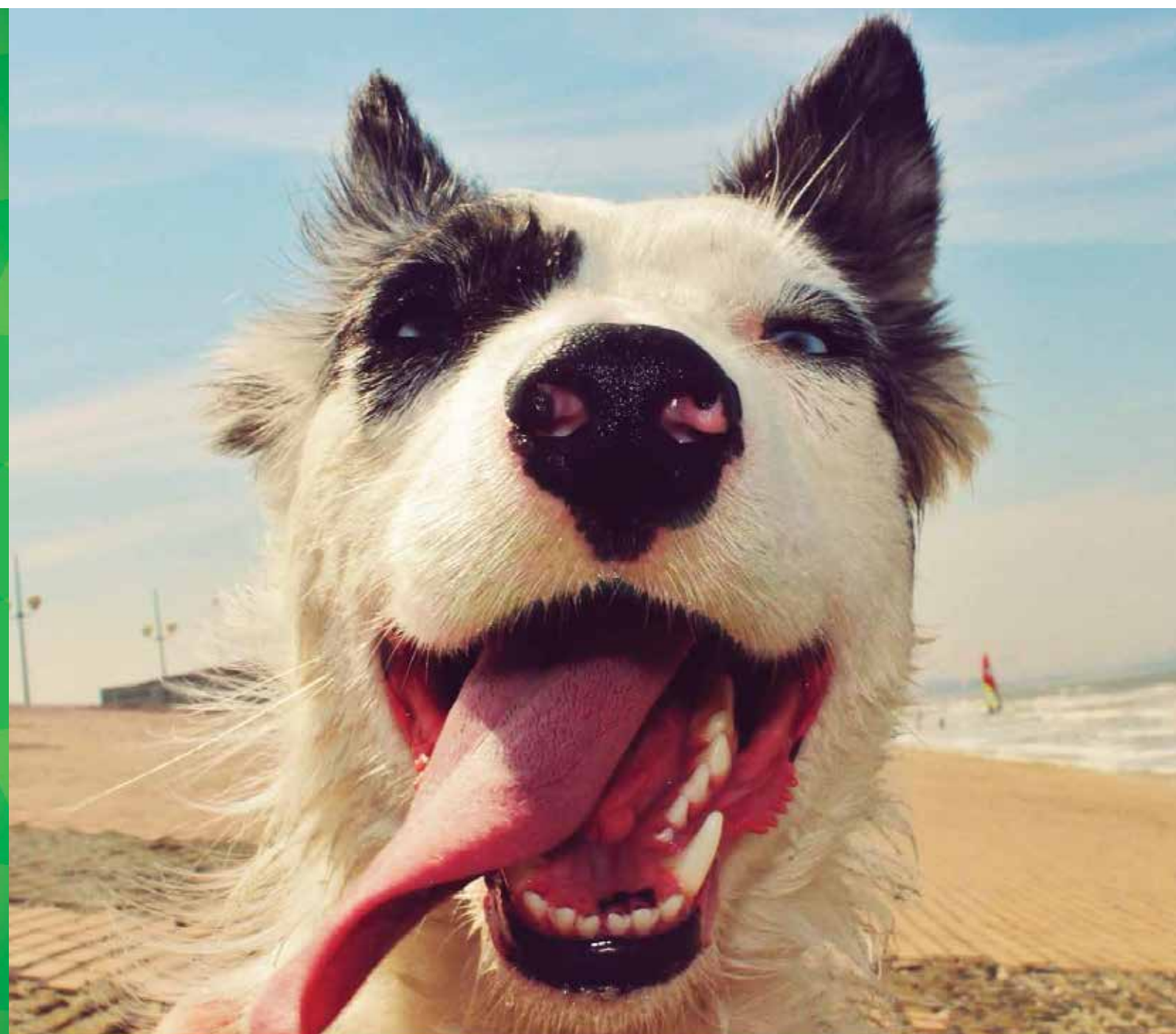
GREENIES™ DRIVE PERIOD
EVERYDAY CREATIVE



Smile
by GREENIES™
treats



*Give them the tasty treat
that freshens and cleans.*





GREENIES™ EXAMPLES

EVERYDAY DIGITAL ASSETS

EVERYDAY DIGITAL BANNER ADS



728X90



300X250

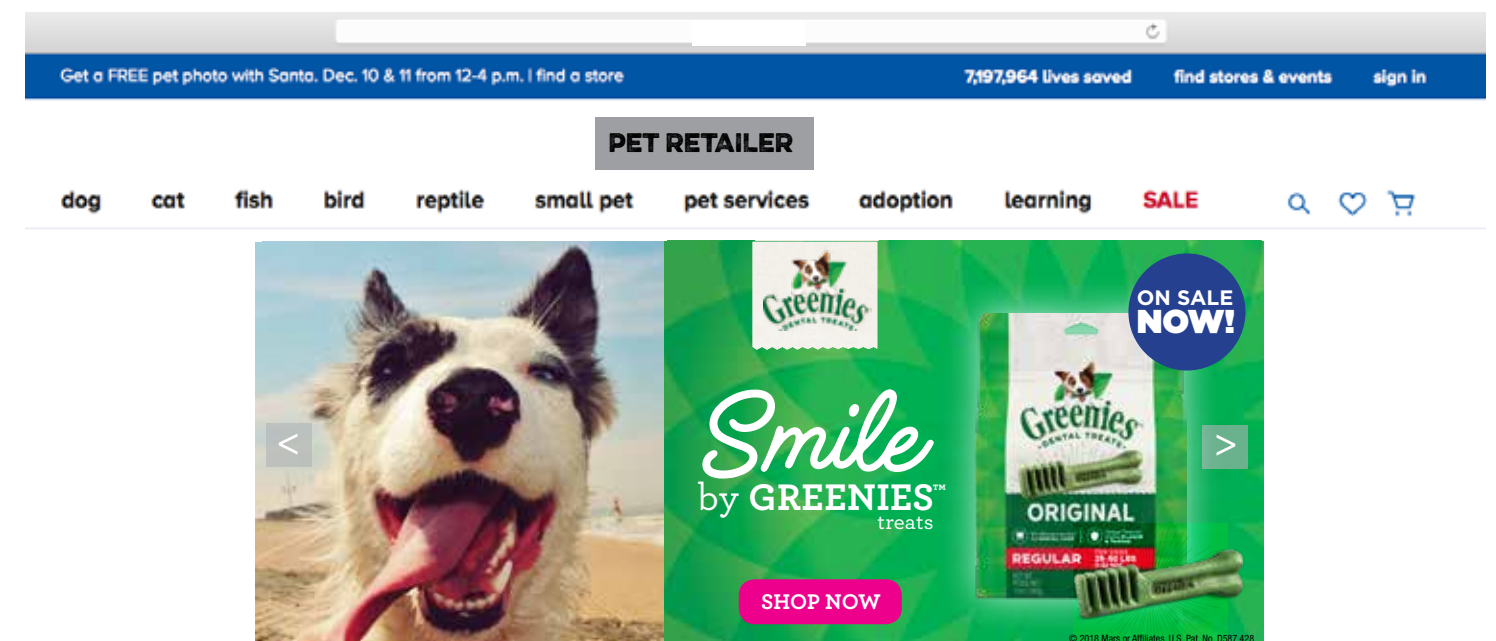
EVERYDAY RETAILER SOCIAL POST



160X600



EVERYDAY RETAILER SITE EXECUTION





GREENIES™ EXAMPLES

EVERYDAY DISPLAYS, POP & AD RACK FLYER

AD RACK FLYER

Smile
by GREENIES™
treats

Give them the tasty treat that freshens and cleans.

- UNIQUE TEXTURE FIGHTS PLAQUE & TARTAR
- VET RECOMMENDED
- FRESHENS BREATH
- MADE WITH NATURAL INGREDIENTS PLUS VITAMINS, MINERALS & NUTRIENTS

SAVE \$3
on GREENIES™ Canine Treats 12 oz. or larger

MANUFACTURER'S COUPON EXPIRES X/XX/XX

Consumer: Limit one coupon per purchase. Valid only for products/quantity indicated. No cash/credit back. Retailer: Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 6% handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy available at www.marspetcare.com/coupon. (C) 2016 Mars Petcare US, Inc. All rights reserved. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value .01¢. Mail coupon to: Mars Petcare 1458, 1458 Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. © 2016 Mars or Affiliates. U.S. Pat. No. 7,597,428.

ENDCAP



FLOOR STAND





GREENIES™ EXAMPLES EVERYDAY OUT OF STORE & COUPONS

DIRECT MAIL



Smile
by GREENIES™
treats





*Give them the tasty treat
that freshens and cleans.*



**INCREDIBLE IN
TREAT DAILY
EVERY DAY!**

- UNIQUE TEXTURE
FIGHTS TARTAR
- FRESHENS
BREATH
- VET
RECOMMENDED
- MADE WITH NATURAL
INGREDIENTS PLUS
VITAMINS, MINERALS
& NUTRIENTS

AVAILABLE AT **PET RETAILER**

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SAVE \$3
on GREENIES™ Canine Treats 12 oz. or larger

MANUFACTURER'S COUPON EXPIRES 12/31/18

Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash or credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx, incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. © 2018 Mars or Affiliates. U.S. Pat. No. D587,428.

PET RETAILER
19601 N. 27th Ave.
Phoenix, AZ 85027

PSRST STD
U.S. POSTAGE
PAID
PetSmart

CUSTOMER ADDRESS AREA

HANDOUT COUPON



SAVE \$3
on any one (1) GREENIES™ Dental Treats
12 oz or larger



© 2018 Mars or Affiliates. U.S. Pat. No. D587,428.

SAVE \$3
on any one (1) GREENIES™
Dental Treats (12 oz or larger)

MANUFACTURER'S COUPON EXPIRES 12/31/2017



Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 8¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at www.nchmarketing.com/CPGManufacturerCouponRedemptionPolicies.aspx, incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. © 2018 Mars or Affiliates. U.S. Pat. No. D587,428.



GREENIES™ IRC GUIDELINES & EXAMPLES

IRC GUIDELINES

Apply IRC on GREENIES™ Treats 6 oz or larger

Place in the right hand corner of the packaging

Specs:

Color - Use colors that are bright and stand out against the package

Size - Folded to 2" x 2"

EXAMPLES





ASSETS AND RESOURCES

LINKS TO ASSETS AND RESOURCES AS WELL AS TERMS

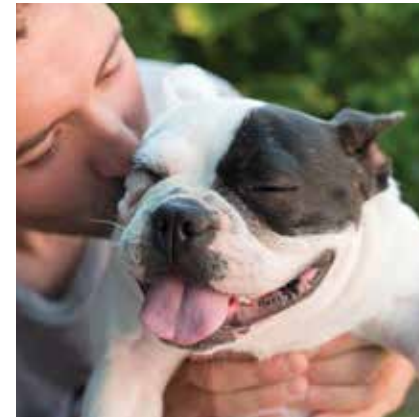
PHOTOGRAPHY ASSETS:



This Image is available with a **ROYALTY FREE*** license from Getty Images. Purchase link is below.

<http://www.gettyimages.com/detail/photo/portrait-of-dog-with-open-mouth-royalty-free-image/677152051>

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This Image is available with a **ROYALTY FREE*** license from Getty Images. Purchase link is below.

<http://www.gettyimages.com/detail/photo/man-kissing-his-french-bulldog-royalty-free-image/590775663>

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GREENIES™ FONT

Our main typeface is...

ARCHER - LICENSES AVAILABLE AT:

[HTTP://WWW.TYPOGRAPHY.COM/FONTS/ARCHER/STYLES/](http://www.typography.com/fonts/archer/styles/)

Handelson - Licences available at:

<https://www.myfonts.com/fonts/mika-melvas/handelson/licensing.html#index>

ADDITIONAL FONT

The **GREENIES™** font should be used for all headlines.

In addition to the **GREENIES™** font family, we may also utilize...

EVELETH REGULAR - LICENSE AVAILABLE AT:

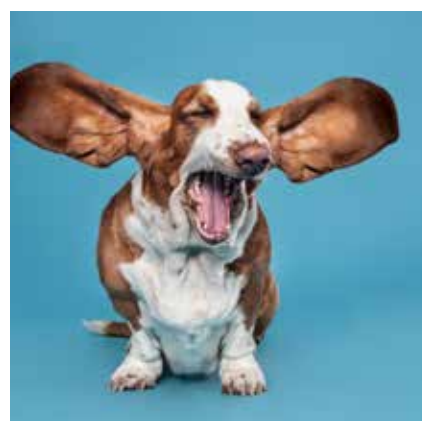
[HTTPS://WWW.MYFONTS.COM/FONTS/YELLOW-DESIGN/EVELETH/LICENSING.HTML](https://www.myfonts.com/fonts/yellow-design/eveleth/licensing.html)



ASSETS AND RESOURCES

LINKS TO ASSETS AND RESOURCES AS WELL AS TERMS

HALLOWEEN PHOTOGRAPHY ASSETS:



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<https://www.gettyimages.com/license/181888232>

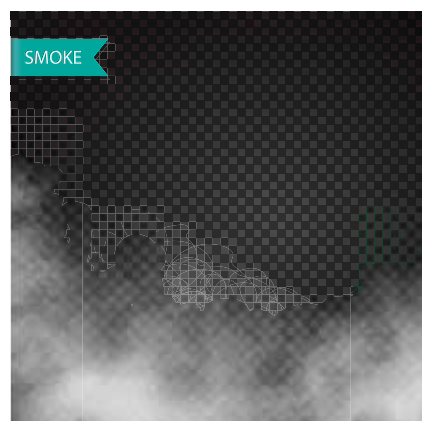
Catapult has a **ROYALTY FREE*** license purchased for this image. Beagle image can only be used in US creative.



This Image is available with a **ROYALTY FREE*** license from Getty Images. Purchase link is below.

<https://www.gettyimages.com/license/858952256>

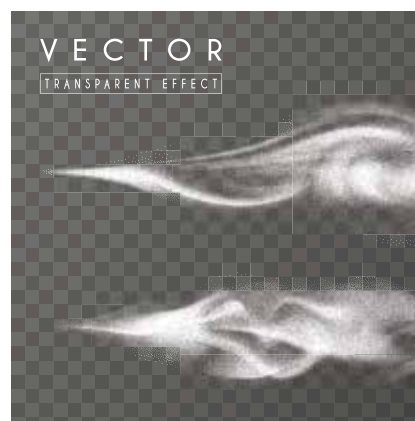
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<https://www.gettyimages.com/license/880109244>

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ADDITIONAL HALLOWEEN FONT

In addition to the **GREENIES™** font family, we may also utilize...

HIT - LICENSE AVAILABLE AT:

[HTTPS://WWW.FONTS.COM/FONT/TYPODERMIC/HIT](https://www.fonts.com/font/typodermic/hit)



ASSETS AND RESOURCES

LINKS TO ASSETS AND RESOURCES AS WELL AS TERMS

HOLIDAY PHOTOGRAPHY ASSETS:



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<https://www.gettyimages.com/license/91174599>

Catapult has a **ROYALTY FREE*** license purchased for this image. French Bulldog image can only be used in US creative.



This Image is available with a **ROYALTY FREE*** license from Shutterstock. Purchase link is below.

<https://premier.shutterstock.com/image/detail-743964898/glitter-vintage-lights-background-silver-and-light-gold-de-focused?src=id>

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This Image is available with a **ROYALTY FREE*** license from Shutterstock. Purchase link is below.

<https://premier.shutterstock.com/image/detail-743964898/glitter-vintage-lights-background-silver-and-light-gold-de-focused?src=id>

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GREENIES™ DRIVE PERIOD DENTAL HEALTH MONTH CREATIVE



28 *days!*
fresher breath

WILL YOU JOIN THE CHALLENGE?

EXPERIENCE THE *breath-freshening power* **of GREENIES™ Treats!**



GREENIES™ EXAMPLES

DENTAL HEALTH MONTH DIGITAL ASSETS

DENTAL HEALTH MONTH DIGITAL BANNER ADS



28 days!
to amaze

WILL YOU
JOIN THE CHALLENGE?

EXPERIENCE THE
breath-freshening power
of GREENIES™ Treats!

JOIN NOW

U.S. Pat. No. D587,428.



28 days!
to amaze

WILL YOU JOIN THE CHALLENGE?

EXPERIENCE THE
breath-freshening power
of GREENIES™ Treats!



JOIN NOW

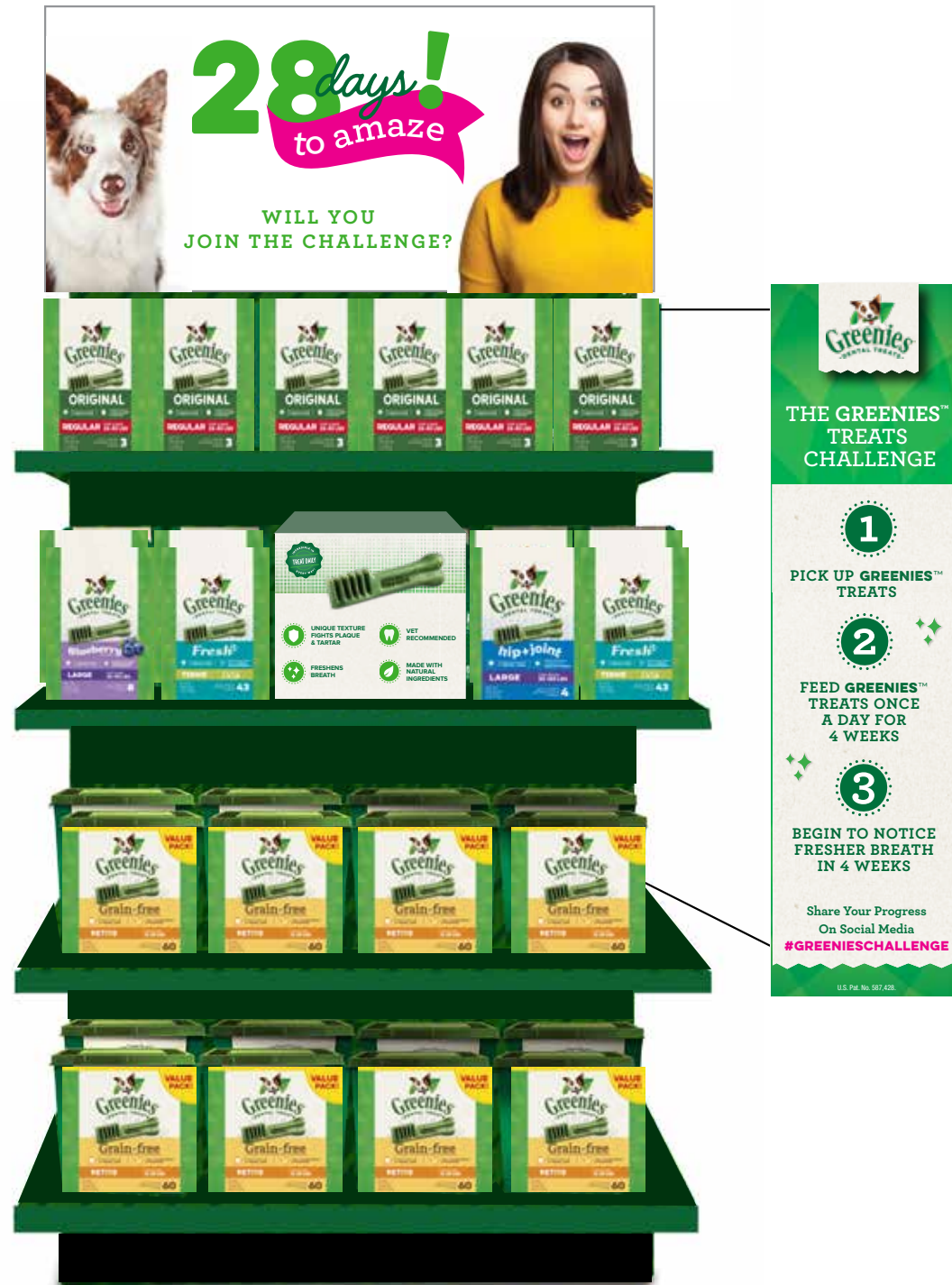
U.S. Pat. No. 587,428.



GREENIES™ EXAMPLES

DENTAL HEALTH MONTH ENDCAP & FLOOR STAND

ENDCAP



FLOOR STAND





GREENIES™ EXAMPLES

DENTAL HEALTH MONTH COUPON & REGISTER BOX

DENTAL HEALTH MONTH COUPON



REGISTER BOX





GREENIES™ DRIVE PERIOD HALLOWEEN CREATIVE

Beware of
BAD BREATH

Greenies
ANYTIME TREATS
BREATH BUSTER BITES
CHICKEN & PARSLEY FLAVOR
ANYTIME GULLED FRESHENING BITES

Greenies
DENTAL TREATS
ORIGINAL
PETITE
TOP DOGS 15-25 LB

**DREADFUL DOG
BREATH DOESN'T
STAND A CHANCE
AGAINST GREENIES.™**
DENTAL TREATS



GREENIES™ DRIVE PERIOD EXAMPLES

HALLOWEEN CREATIVE

COUPON



Creative for North America use only

BANNER AD



Creative for North America use only

FLOORSTAND



Creative for North America use only

ENDCAP



Creative for North America use only



GREENIES™ DRIVE PERIOD HOLIDAY CREATIVE

ARE THEY
mistletoe
READY?

KEEP YOUR PUP
KISSABLE THIS
HOLIDAY WITH
GREENIES™
TREATS

© 2018 Mars or Affiliates. U.S. Pat. No. 5,527,426



GREENIES™ DRIVE PERIOD HOLIDAY CREATIVE

COUPON



Creative for North America use only

BANNER AD



Creative for North America use only

FLOORSTAND



Creative for North America use only

ENDCAP



Creative for North America use only



2018 BRAND STYLE GUIDE - U.S.
UPDATED 10.13.17



BREATH BUSTER™ BITES TRADEMARK



PRIMARY LOGO

- The GREENIES™ BREATH BUSTER™ Bites logo is consistently staged horizontally across the franchise.
- Logo should always appear on craft texture.
- The dog always sits above the GREENIES™ letterforms.
- GREENIES™ Anytime Treats is a lockup and should remain consistent in proportion and spacing whenever used.
- CMYK plus two spot colors make up the preferred brandmark treatment.
- Minimum size: Logo should never appear smaller than 1.24 inches wide.



WHAT NOT TO DO...



DO NOT

Scale “Anytime Treats” independently of the GREENIES™ logo. Keep logo proportions locked.



DO NOT

Scale or manipulate the dog. Keep relationship with GREENIES™ letterforms consistent on all touchpoints.



DO NOT

Add effects to the logo, such as drop shadows, bevels or outlines.



BREATH BUSTER™ BITES COLOR PALETTE

UNIFYING COLORS



CORE

Spot on all SKUs.



WARMTH

Spot on all SKUs.



ACCENT

Match on all cartons
C70 M00 Y100 K00

VARIANT COLORS

POUCH



CRISP APPLE



CHICKEN &
PARSLEY



FRESH

CARTON

CRISP APPLE
C13 M100 Y93 K03

CHICKEN & PARSLEY
C00 M50 Y100 K00

FRESH
C79 M26 Y00 K00



BREATH BUSTER™ BITES LOGOS



BRAND LOGO

The dog always sits above the **GREENIES™** letterforms.



BAG TOP LOGO

GREENIES™ brand logo on bag.



BAG

GREENIES™ brand logo on bag.



2018 CONSUMER PROMOTION
UPDATED 10.13.17



BREATH BUSTER™ BITES BRAND LOGO AND LEGAL



GREENIES™ BREATH BUSTER™ BITES LOGO

All executions should contain GREENIES™ logo unless...

© [year of publication] Mars or Affiliates.

GREENIES™ BREATH BUSTER™ BITES STANDARD LEGAL LINE

The standard legal line should appear on all materials that feature a brand asset except point-of-sale materials and packaging. Other language may be required depending on the particular creative.

The font used for this line is **Helvetica Neue LT Std 67 Med Condensed**.

CRISP APPLE FLAVOR
ANYTIME BREATH FRESHENING BITES

CHICKEN & PARSLEY FLAVOR
ANYTIME BREATH FRESHENING BITES

FRESH
ANYTIME BREATH FRESHENING BITES

VARIANT logos

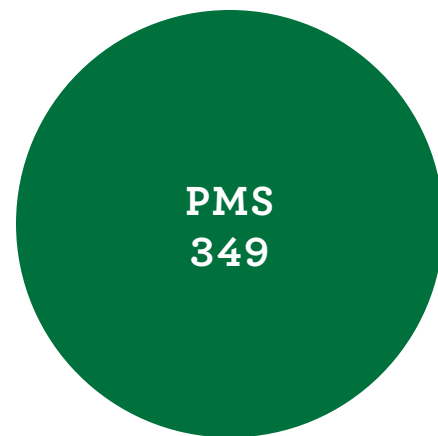
- These three variant logos are 100% white with their corresponding flavor PMS color.
- Crisp Apple Flavor and Chicken & Parsley Flavor must be written as is.



BREATH BUSTER™ BITES COLOR AND TYPOGRAPHY

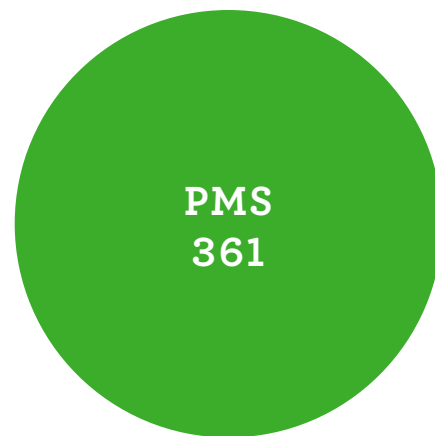
GREENIES™ GREEN

PMS Green and CMYK breakdown of Green.



PMS
349

CMYK - 100-0-91-42



PMS
361

CMYK - 79-4-100-0

GREENIES™ FONT

Our main typeface is...

EVELETH REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789.';&?()!

Handelson

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.';&?()!

ADDITIONAL FONT

In addition to the GREENIES™ font family, we may also utilize...

ARCHER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ*WXYZ*

abcdefghijklmnopqrstuvwxyz

0123456789.';&?()!



BREATH BUSTER™ BITES MESSAGING HIERARCHY

MESSAGING HIERARCHY

The primary and secondary communication should be used whenever possible.

PRIMARY COMMUNICATION

GET FRESH BREATH *anytime,* **ANYWHERE!**

SECONDARY COMMUNICATION

BITE-SIZE FOR FREQUENT TREATING.

- **ONLY 15 CALORIES PER TREAT**
- **EASY TO DIGEST**
- **PATENTED BREATH FRESHENING INGREDIENT SYSTEM**
- **BITE-SIZE FOR FREQUENT TREATING**



CALLOUT FROM PACKAGING

The primary and secondary communication should be used whenever possible.



BREATH BUSTER™ BITES PACKAGING

BACK PANEL ICONS

UNIFIERS - CONSISTENT CLAIM ON ALL CARTONS AND POUCHES



**ONLY 15 CALORIES
PER TREAT**



EASY TO DIGEST



**PATENTED
BREATH FRESHENING
INGREDIENT SYSTEM**



**BITE-SIZE FOR
FREQUENT
TREATING**

DIFFERENTIATORS - FOR EACH FLAVOR

Icon circle color is represented by the flavor on pack.



**CRISP APPLE
FLAVOR**



**CHICKEN &
PARSLEY
FLAVOR**



FRESH

3 STEPS TO A HAPPY HEALTHY MOUTH ICON

1 ANYTIME

BREATH BUSTER™
BITES



2 DAILY

DENTAL
TREATS



3 ANNUAL

VET VISIT





BREATH BUSTER™ BITES PACKAGING

DENTAL TREATS PORTFOLIO





BREATH BUSTER™ BITES PACKAGING

HERO PACKAGING





BREATH BUSTER™ BITES DRIVE PERIOD CREATIVE

— THE —
DOG-FRIENDLY
**BREATH
MINT**

**GET FRESH
BREATH**
anytime,
ANYWHERE!

BITE-SIZE FOR FREQUENT TREATING!





BREATH BUSTER™ BITES POP EXAMPLES

FLOOR STAND, ENDCAP & DUMP BIN

FLOOR STAND



ENDCAP



DUMP BIN





BREATH BUSTER™ BITES EXAMPLES

AD RACK FLYER & DIRECT MAIL

AD RACK



GREENIES™ BREATH BUSTER™ BITES

Get fresher breath anytime,
anywhere with the
dog-friendly breath mint.

-  BITE-SIZE FOR
FREQUENT TREATING
-  PATENTED
BREATH FRESHENING
INGREDIENT SYSTEM
-  ONLY 15 CALORIES
PER TREAT
-  EASY TO DIGEST

GRAIN FREE



MANUFACTURER'S COUPON EXPIRES X/XX/XX

SAVE \$3

ON ANY GREENIES™ BREATH BUSTER™ BITES

PPD

Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 6¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at [www.nchmarketing.com/CPGMManufacturerCouponRedemptionPolicies.aspx](http://www.nchmarketing.com), incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. © 2018 Mars or Affiliates.



DIRECT MAIL



**THE
DOG-FRIENDLY
BREATH
MINT**

GET FRESHER BREATH *anytime,* ANYWHERE!



BITE SIZE FOR FREQUENT TREATING!

The dog-friendly breath mint.

-  BITE-SIZE FOR
FREQUENT TREATING
-  PATENTED
BREATH FRESHENING
INGREDIENT SYSTEM
-  ONLY 15 CALORIES
PER TREAT
-  EASY TO DIGEST

GRAIN FREE

ANYTIME BREATH BUSTER
DAILY DENTAL TREATS
ANNUAL VET VISIT

SAVE \$3
ON ANY GREENIES™ BREATH BUSTER™ BITES

MANUFACTURER'S COUPON EXPIRES X/XX/XX

Consumer: Limit one coupon per purchase. Valid only for product(s)/quantity indicated. You pay sales tax, if any. Void if altered, copied, exchanged, sold or transferred. No cash/credit back. **Retailer:** Redeem on terms stated for consumer. Mars Petcare US, Inc. will reimburse you for the face value of the coupon plus 6¢ handling if submitted in compliance with Mars Petcare US, Inc. Coupon Redemption Policy, available at [www.nchmarketing.com/CPGMManufacturerCouponRedemptionPolicies.aspx](http://www.nchmarketing.com), incorporated herein. Redeemable only in USA (incl. territories & US military installations). Void where taxed, restricted or prohibited by law. Cash value 1/100¢. Mail coupon to: Mars PetCare 1458, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. © 2018 Mars or Affiliates.

PET RETAILER

348 Amber Avenue
Maitli, FL 85027

PSRST STD
U.S. POSTAGE
PAID
PetSmart

CUSTOMER ADDRESS AREA

AVAILABLE AT **PET RETAILER**

© 2018 Mars or Affiliates.



BREATH BUSTER™ BITES POP EXAMPLES

SHELF TALKERS, REGISTER BOX & RETAILER SITE

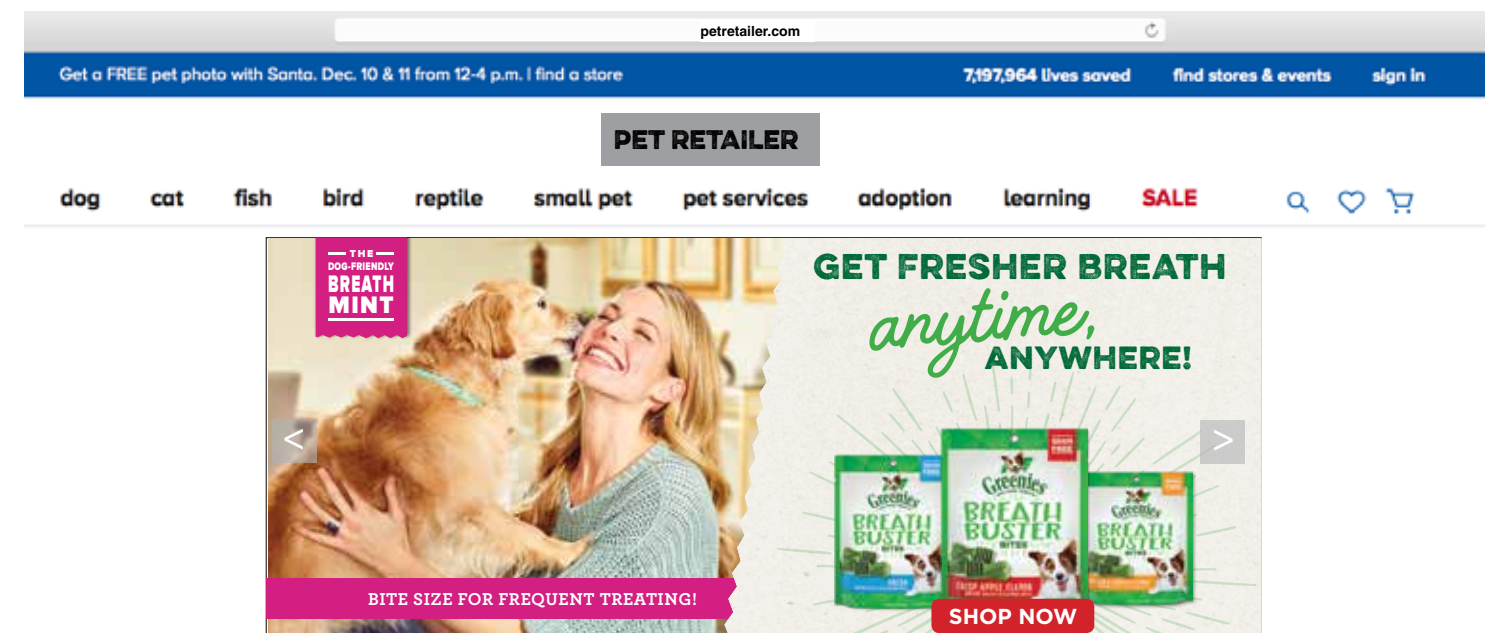
SHELF TALKERS



REGISTER BOX



RETAILER SITE EXECUTION





2018 PHOTOGRAPHY & VIDEOS - U.S.
UPDATED 10.13.17



GREENIES™ PHOTOGRAPHY



GRD 1381727
GRN-BB-01351



GRD1381727
GRN-BF-01596



GRD 1381727
GRN-FDJ-00428



GRD 1381727
GRN-FDJ-00439



GRD 1381727
GRN-FDJ-00475



GRD 1381727
GRN-FDJ-00523



GRD 1381727
GRN-KW-02097



GRD 1381727
GRN-KW-02130



GRD 1381727
GRN-LRD-01914



GRD 1381727
GRN-LRD-01962



GREENIES™ PHOTOGRAPHY



GRD 1381727
GRN-SPD-01289



GRD 1381727
GRN-MD-00680



GRD 1381727
GRN-MD-00691



GRD 1381726
GRN-HL-00087



GRD 1381726
GRN-HL-00119



GRD 1381726
GRN-HL-00162



GRD 1381726
GRN-HL-01178



GRD 1381726
GRN-HL-01198



GRD 1381726
GRN-HEP-00320



GRD 1381726
GRN-HEP-00392



GREENIES™ PHOTOGRAPHY



GRD1381726
GRN-HE-00234



GRD 1381726
GRN-HE-00239



GRD 1381726
GRN-HE-00267



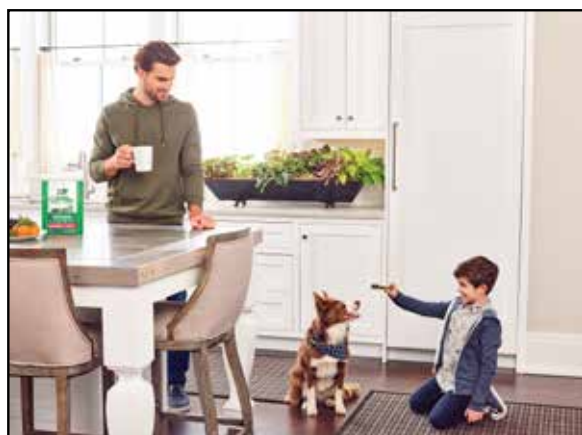
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GRD 1381726
GRN-HL-00066



GRD 1368674
GRN-KF-02273



GRD 1368674
GRN-KF2-02407



GRD 1368674
GRN-LRM-01637



GRD 1368674
GRN-HF-01014



GRD 1368674
GRN-HF-01038



GREENIES™ PHOTOGRAPHY



GRD 1368674
GRN-HF-01067



GRD 1368674
GRN-HF-01082



GRD 1368674
GRN-HS-01109



GRD 1368674
GRN-KF-02236



GRD 1368674
GRN-KF-02237



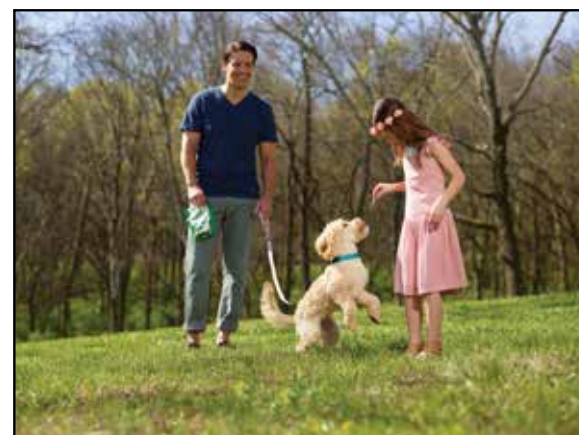
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GRN-S5-0699



GRD 1368674
GRN-S6-0800



GRD1381728
GRN-S1-0052



GRD 1381728
GRN-S2-0088



GRD 1381728
GRN-S3-0332



GREENIES™ PHOTOGRAPHY



GRD1381728
GRN-S4-0472



GRD 1381728
GRN-S7-0855



GRD 1381728
GRN-S8-1124



GRD 1381728
GRN-S9-1157



GRD 1381728
GRN-S10-1276



GRD 1381728
GRN-LRM-01675



GRD 1381728
GRN-VDF-00773



GRD 1381728
GRN-VDF-00827



GRD 1381728
GRN-VDL-00872



GRD 1381728
GRN-VDL-00927



GRD 1381728
GRN-VDL-00937



GREENIES™ PHOTOGRAPHY

IMAGE RIGHTS AND GLOBAL RATES FROM GREENIES™ PHOTO SHOOT 2017

DURATION: 5 years from the date the Shoot is completed, April 2, 2022

(After April 4, 2022 Client has the right to renew the usage rights based on same usage fee rate of \$5,000 per day (total of \$20,000), talent rate of \$12,000, and dog/cat rate of \$3,000 for a total of \$35,000 per 5-year renewal term.)

MEDIA: Client's GREENIES™ campaigns throughout the GREENIES™ website, shopper marketing activations, E-commerce, email/social, print, and in all media instore.

CLIENT BRAND: GREENIES™ only.

TALENT RELEASES: On-camera talent (humans, dogs, and cats) available upon request.

TERRITORY: Print – the US & Canada; Digital – disseminated only from the US & Canada (but can be accessed Worldwide). Rights for international use can be purchased for the below countries with a 5-year rate per country (copyright):

- o European Union (EU): \$112,320.00 US
- o Australia (AU): \$4,023.00 US *
- o United Kingdom (UK): \$9,903.60 US
- o Japan: \$19,008.00 US
- o Hong Kong: \$1,117.80 US *
- o Korea: \$7,668.00 US
- o Mexico: \$19,693.80 US
- o China: \$209,984.40 US
- o See Hong Kong, Australia: *If ordered separately subject to minimum \$5,000.00 US per country



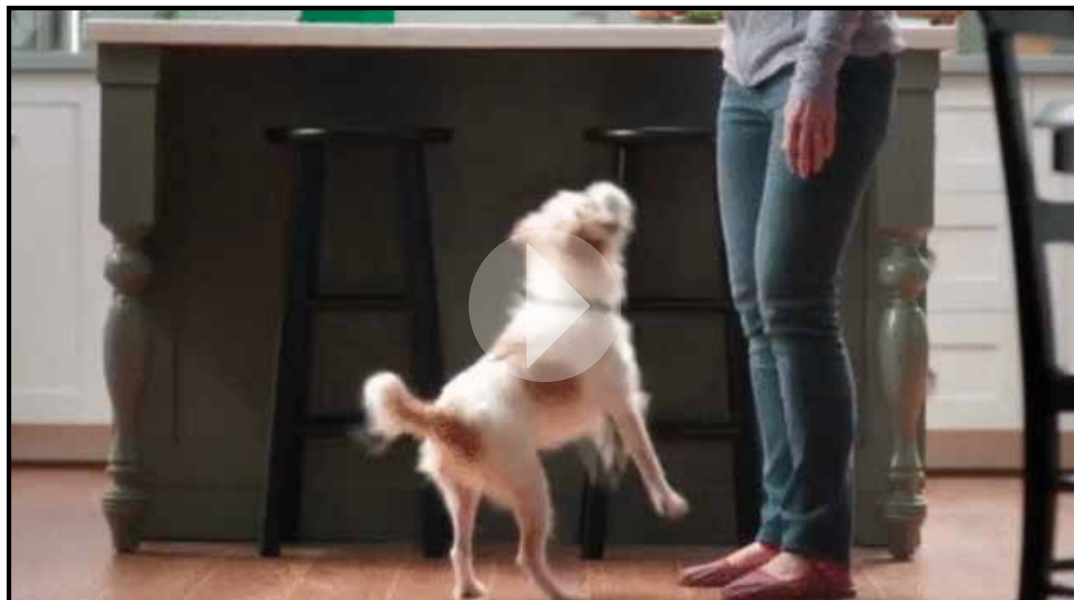
GREENIES™ VIDEOS



GREENIES™ BREATH BUSTER™ Bites
BLUE SEARCH CRITERIA - multiGRDs04-greenies-treats-dog-video



GREENIES™ Treats How it Works
BLUE SEARCH CRITERIA - multiGRDs07-greenies-treats-dog-video



Bend the Bone (updated logo)
BLUE SEARCH CRITERIA - multiGRDs06-greenies-treats-dog-video



GREENIES™ Treats Safety and Nutrition
BLUE SEARCH CRITERIA - multiGRDs08-greenies-treats-dog-video

All listed videos are available for worldwide usage. Any edits to videos, please contact Chad Driver at bcdriver@comcast.net.



2018 Brand Style Guide - U.S.
UPDATED 10.13.17



PILL POCKETS™ TRADEMARK



© [year of publication] Mars or Affiliates.

GREENIES™ PILL POCKETS™ Primary Logo

- The **GREENIES™ PILL POCKETS™** logo is consistently staged horizontal across the franchise.
- The dog always sits about the **PILL POCKETS™** letterforms.
- THE ORIGINAL SMART-TREAT™ is a lockup and should remain consistent in proportion and spacing whenever used.
- Minimum size: Logo should never appear smaller than 1.24 inches wide.

GREENIES™ PILL POCKETS™ Standard Legal Line

The standard legal line should appear on all materials that feature a brand asset except point-of-sale materials and packaging. Other language may be required depending on the particular creative.

WHAT NOT TO DO



- DO NOT scale THE ORIGINAL SMART-TREAT™ independently from the rest of the logo.



- DO NOT scale or manipulate the dog.



- DO NOT add effects to the logo, such as drop shadows, bevels or outlines.



PILL POCKETS™ COLOR PALETTE AND TYPOGRAPHY

UNIFYING COLORS



PMS 349



C60 M5
Y100 K14



GRADIENT

Please work
with agencies
for appropriate
hi-res file.

CANINE

VARIANT COLORS - Found on pack



C3 M27
Y83 K0

CHICKEN



C28 M100
Y100 K16

SMOKED
HICKORY



C63 M70
Y14 K16

DUCK
AND PEA



C23 M53
Y75 K5

PEANUT
BUTTER

GREENIES™ PILL POCKETS™ FONT

Our main typeface is...

GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.';&?()!

GOTHAM LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.';&?()!

Handelson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.';&?()!



PILL POCKETS™ MESSAGING HIERARCHY

MESSAGING HIERARCHY

The primary and secondary communication should be used whenever possible.

PRIMARY COMMUNICATION

PILL POCKETS™ Treats - TURN PILL TIME INTO TREAT TIME™.

PILL POCKETS™ Treats - are tasty for them and easy for you!

PILL POCKETS™ Treats - are the #1 Vet-recommended solution for giving pills.

SECONDARY COMMUNICATION

CHEESY **ISN'T EASY.**

GREENIES™ PILL POCKETS™ TREATS
FOR THE WIN!

HOW TO COMMUNICATION





PILL POCKETS™ PACKAGING PORTFOLIO





PILL POCKETS™ HERO PACKAGING





PILL POCKETS™ CREATIVE

CHEESY
ISN'T EASY.



GREENIES™ PILL POCKETS™ TREATS
FOR THE WIN!



just



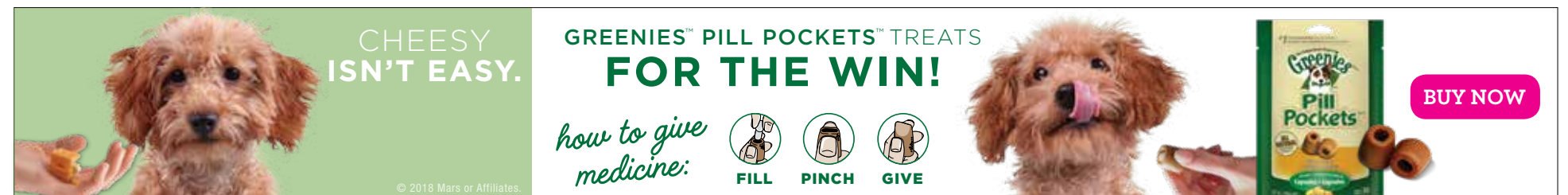
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PILL POCKETS™ EXAMPLES

DIGITAL ASSETS

PILL POCKETS™ DIGITAL BANNER ADS





PILL POCKETS™ EXAMPLES

ENDCAP & FLOOR STAND

ENDCAP



**EASY
FOR YOU.
TASTY
FOR THEM.**



*how to give
medicine:*



FILL
for a healthier
option



PINCH
the easy-to-use
texture



GIVE
a tasty treat!

FLOOR STAND



**EASY
FOR YOU.
TASTY
FOR THEM.**



*how to give
medicine:*



FILL
the ready-made
pouch



PINCH
the easy-to-use
texture



GIVE
a tasty treat!



PILL POCKETS™ EXAMPLES

COUPON & REGISTER BOX

COUPON



REGISTER BOX





PILL POCKETS™ EXAMPLES

CAT AND DOG REGISTER BOX & FLOOR STAND

REGISTER BOX



FLOOR STAND





PILL POCKETS™ PHOTOGRAPHY



GRD 1368674
GRN-KF-02236



GRD 1368674
GRN-KF-02237



GRD 1368674
GRN-KF-02273



GRD 1368674
GRN-KF2-02407



GRD 1368674
GRN-LRM-01637



GRD 1381728
GRN-LRM-01675



GRD 1368674
GRN-HF-01067



GRD 1368674
GRN-HF-01082



GRD 1381728
GRN-S9-1157



GRD 1381728
GRN-S10-1276

GRD 1368674 and GRD 1381728 will need to be professionally retouched.



PILL POCKETS™ PHOTOGRAPHY USAGE RIGHTS

IMAGE RIGHTS AND GLOBAL RATES FROM GREENIES™ PILL POCKETS™ PHOTO SHOOT 2017

DURATION: 5 years from the date the Shoot is completed, April 2, 2022

(After April 4, 2022 Client has the right to renew the usage rights based on same usage fee rate of \$5,000 per day (total of \$20,000), talent rate of \$12,000, and dog/cat rate of \$3,000 for a total of \$35,000 per 5-year renewal term.)

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- o Hong Kong: \$1,117.80 US *
- o Korea: \$7,668.00 US
- o Mexico: \$19,693.80 US
- o China: \$209,984.40 US
- o See Hong Kong, Australia: *If ordered separately subject to minimum \$5,000.00 US per country