

OVERVIEW:

The MegaNatural®-BP logo has long appeared on the packaging of all products containing MegaNatural®-BP grape seed extract. We now have a fresh new logo to help attract consumers to your new or existing product. We have also developed a logo for our customers that include MegaNatural®-Gold in their formulations.

To begin using the new logos, simply replace the current old logo on your product packaging with the appropriate new logo once your current inventory runs low (see Label Guidelines Section on the next page for helpful instructions and contact information).

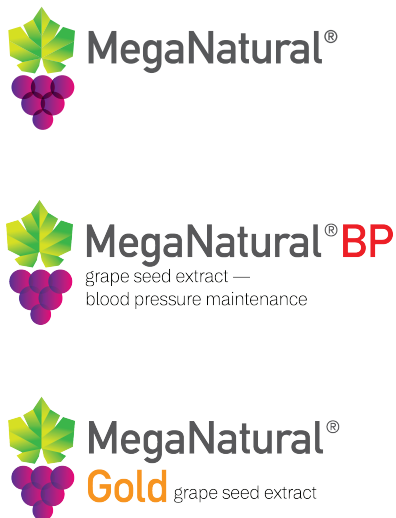
At the time of production of this document, there are three logos that fall under the MegaNatural® umbrella: MegaNatural® Basic, MegaNatural®-BP, and MegaNatural®-Gold. There are several versions of the logo available for different applications: CMYK, RGB, greyscale, 3-spot color, and 1-spot color. Each of these versions are available in 5 formats: eps, png, jpg, tif, gif.

A full color version of each is shown below. These (CMYK and RGB versions) are always the preferred version when used for all print and web use. A full list of available versions can be found at the end of this document.

LOGO SELECTION CHART:

Please select version according to this chart:

full color (CMYK or RGB)



greyscale (screen of black)



3-spot color (PANTONE 375, 253, cool grey 11)



1-spot color (PANTONE cool grey 11 or 80% black)



THREE LOGOS AVAILABLE:

Basic logo: Use when referring to the entire MegaNatural® line of products.

MegaNatural®-BP logo: Use when referring to MegaNatural®-BP (Blood Pressure Maintenance) grape seed extract specifically.

MegaNatural®-Gold logo: Use when referring to MegaNatural®-Gold grape seed extract specifically.

VERSION TO CHOOSE (IN ORDER OF PREFERENCE):

Printing: 4-color CMYK Labels, Documents, Newsletters

Printing: limited spot color labels (no screens)

Printing: black only (with screens)

Web: websites, newsletters, advertisements, etc.

For use on background color or photo:

Primary: CMYK Version

Primary: 3-spot color; Secondary: 1-spot color

Primary: greyscale version; Secondary: 1-spot version (can be printed 80% blk)

Primary: RGB Version;

1-spot version may be knocked out in white if absolutely necessary

(not provided. Use eps version). See Do's and Don'ts pages for reference.

LABEL GUIDELINES FOR USE OF MEGANATURAL® -BP TRADEMARK ON CUSTOMER PACKAGING:

1. The MegaNatural®-BP logo must be used somewhere on the package label in a size that is legible and in the graphics and colors provided by Polyphenolics (see Do's and Don'ts: Part I -Colors Section). The subtext "grape seed extract..." must be easily read without magnification.

2. The MegaNatural®-BP brand name must be used in the Supplement Facts box, i.e. "MegaNatural®-BP grape seed extract...300mg".

3. The recommended trademark protection footnote that must appear on the package is as follows:

a. "MegaNatural®-BP and its logo are trademarks of Constellation Brands."

b. The Circle R ("®") after MegaNatural® should appear in the Supplement Facts box as well as in the footnote for trademark protection. There should be a Circle R after the MegaNatural® within the logo as shown in the graphics.

c. The logo should magnify in the label graphics without distortion.

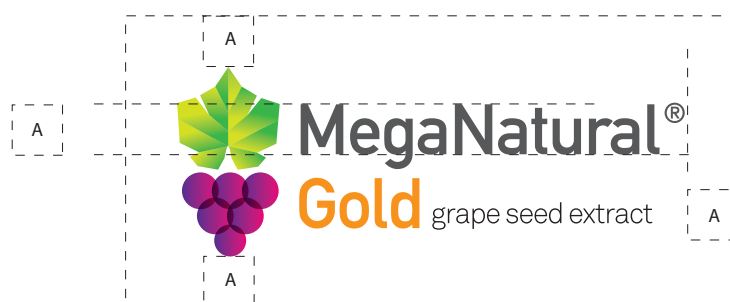
Note: While use of the MegaNatural®-Gold logo is not required as is MegaNatural®-BP, we highly encourage our customers to use the new logo to set their product apart. We recommend following the same guidelines established for MegaNatural®-BP.

4. The graphics for the new label using the MegaNatural®-BP trademark must be sent to Steve Kupina, Director of Quality and Technology, Polyphenolics at steve.kupina@cbrands.com for his approval BEFORE going to print. For questions, you may contact Steve at (559) 661-5548 or email him at the above email address.

To receive logo files or for questions, please contact Debra Cerda, Marketing Specialist, Polyphenolics at debra.cerda@cbrands.com or (559) 661-5544. Please specify the logo files you wish to receive (see last page for a list of available logo files).

USAGE:

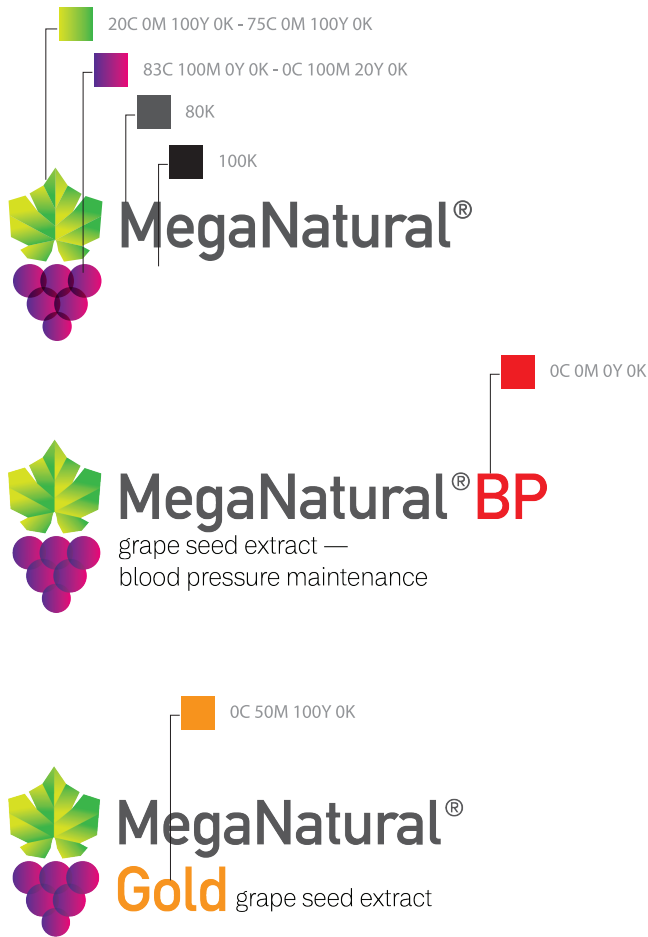
In order to avoid crowding, please maintain white space around the logo the same size as the M, according to the diagram below.



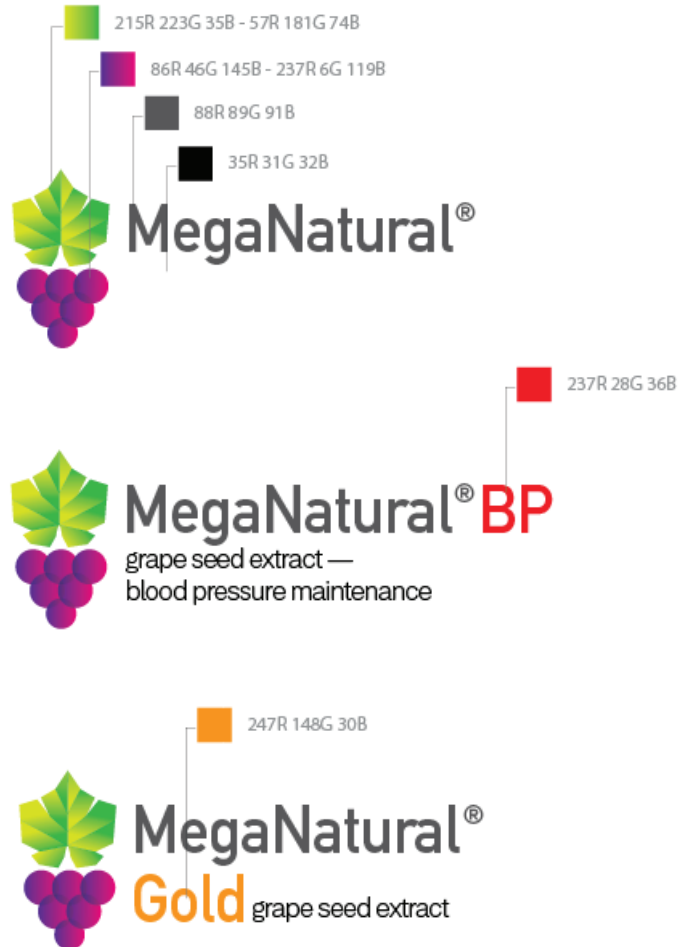
DO'S AND DONT'S: PART 1 - COLORS

1. Do not alter colors of graphic or text. Logos are only approved for use as is. If printing cannot accommodate, you may place on a background of white or choose one of the other versions provided according to selection chart on previous page.

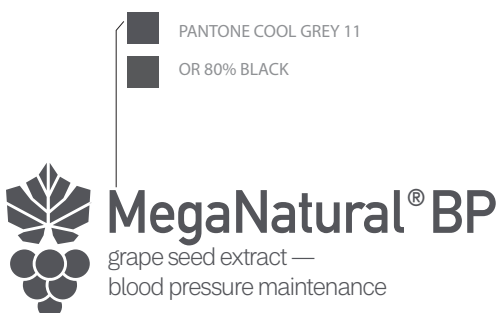
CMYK BREAKDOWN



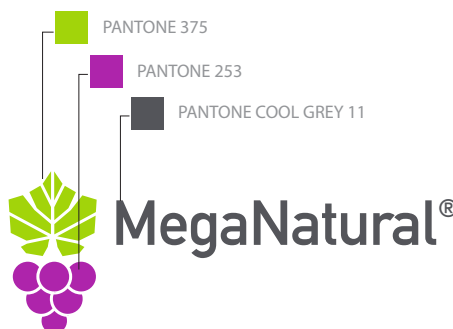
RGB BREAKDOWN



1 SPOT COLOR BREAKDOWN



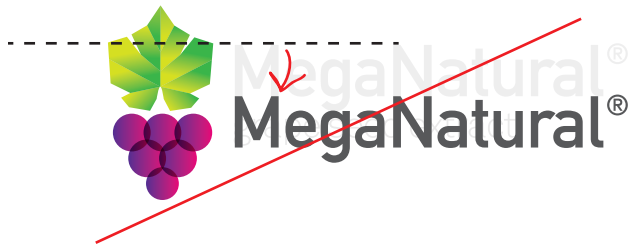
3 SPOT COLOR BREAKDOWN



GREYSCALE (SCREEN OF BLACK)



DO'S AND DONT'S: PART 2



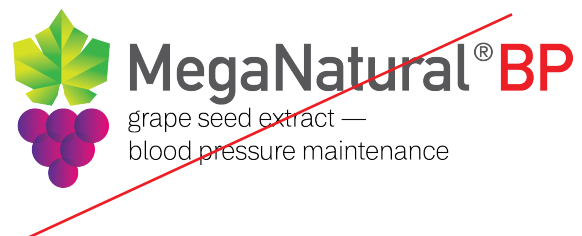
- 2. Ascenders align with top outer edge of leaf
Do not move the wordmark independently from grapes icon.



- 3. Do not change any of the colors.
If printing cannot accommodate 4-process or screens, please select one of the other versions provided, according to selection chart on previous page.



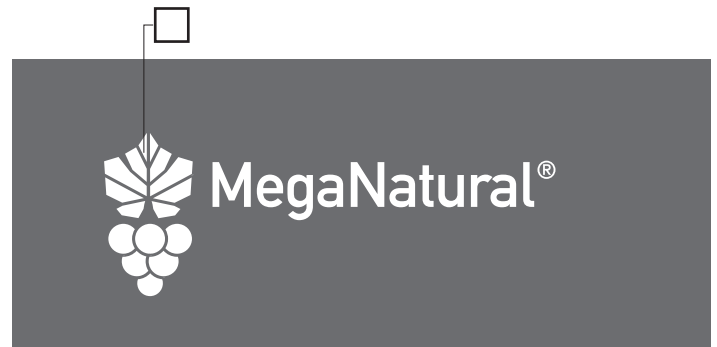
- 4. Do not remove the tagline.



- 5. Do not reduce or enlarge separate elements of the logo.



- 6a. Do not convert and knock out the 4 color version.
See 6b for suggested alternative.



- 6b. 1-spot color version may be knocked out in white, if necessary.
(Not provided. Use 1-spot eps version.)



- 7a. Do not use on top of a background darker than that of a maximum 20% screen value.



- 7b. May be used on a background NO darker than that of a 20% screen value.

LIST OF AVAILABLE FORMATS OF MEGANATURAL® LOGOS

1 MEGANATURAL®BASIC:

1a) MEGANATURAL®BASIC 1 SPOT COLOR (PMS COOL GREY 11)

- MEGANATURAL®BASIC 1 SPOT COLOR EPS
- MEGANATURAL®BASIC 1 SPOT COLOR PNG
- MEGANATURAL®BASIC 1 SPOT COLOR JPG
- MEGANATURAL®BASIC 1 SPOT COLOR GIF
- MEGANATURAL®BASIC 1 SPOT COLOR TIF

1b) MEGANATURAL®BASIC 3 SPOT (PMS 375, 253, COOL GREY 11)

- MEGANATURAL®BASIC 3 SPOT COLOR EPS
- MEGANATURAL®BASIC 3 SPOT COLOR PNG
- MEGANATURAL®BASIC 3 SPOT COLOR JPG
- MEGANATURAL®BASIC 3 SPOT COLOR GIF
- MEGANATURAL®BASIC 3 SPOT COLOR TIF

1c) MEGANATURAL®BASIC CMYK

- MEGANATURAL®BASIC CMYK EPS
- MEGANATURAL®BASIC CMYK PNG
- MEGANATURAL®BASIC CMYK JPG
- MEGANATURAL®BASIC CMYK GIF
- MEGANATURAL®BASIC CMYK TIF

1d) MEGANATURAL®BASIC GREYSCALE

- MEGANATURAL®BASIC GREYSCALE EPS
- MEGANATURAL®BASIC GREYSCALE PNG
- MEGANATURAL®BASIC GREYSCALE JPG
- MEGANATURAL®BASIC GREYSCALE GIF
- MEGANATURAL®BASIC GREYSCALE TIF

1e) MEGANATURAL®BASIC RGB

- MEGANATURAL®BASIC RGB EPS
- MEGANATURAL®BASIC RGB PNG
- MEGANATURAL®BASIC RGB JPG
- MEGANATURAL®BASIC RGB GIF
- MEGANATURAL®BASIC RGB TIF

2 MEGANATURAL®BP:

2a) MEGANATURAL®BP 1 SPOT (PMS COOL GREY 11)

- MEGANATURAL®BP 1 SPOT COLOR EPS
- MEGANATURAL®BP 1 SPOT COLOR PNG
- MEGANATURAL®BP 1 SPOT COLOR JPG
- MEGANATURAL®BP 1 SPOT COLOR GIF
- MEGANATURAL®BP 1 SPOT COLOR TIF

2b) MEGANATURAL®BP 3 SPOT (PMS 375, 253, COOL GREY 11)

- MEGANATURAL®BP 3 SPOT COLOR EPS
- MEGANATURAL®BP 3 SPOT COLOR PNG
- MEGANATURAL®BP 3 SPOT COLOR JPG
- MEGANATURAL®BP 3 SPOT COLOR GIF
- MEGANATURAL®BP 3 SPOT COLOR TIF

2c) MEGANATURAL®BP CMYK

- MEGANATURAL®BP CMYK EPS
- MEGANATURAL®BP CMYK PNG
- MEGANATURAL®BP CMYK JPG
- MEGANATURAL®BP CMYK GIF
- MEGANATURAL®BP CMYK TIF

2d) MEGANATURAL®BP GREYSCALE

- MEGANATURAL®BP GREYSCALE EPS
- MEGANATURAL®BP GREYSCALE PNG
- MEGANATURAL®BP GREYSCALE JPG
- MEGANATURAL®BP GREYSCALE GIF
- MEGANATURAL®BP GREYSCALE TIF

2e) MEGANATURAL®BP RGB

- MEGANATURAL®BP RGB EPS
- MEGANATURAL®BP RGB PNG
- MEGANATURAL®BP RGB JPG
- MEGANATURAL®BP RGB GIF
- MEGANATURAL®BP RGB TIF

3 MEGANATURAL®GOLD:

3a) MEGANATURAL®GOLD 1 SPOT (PMS COOL GREY 11)

- MEGANATURAL®GOLD 1 SPOT COLOR EPS
- MEGANATURAL®GOLD 1 SPOT COLOR PNG
- MEGANATURAL®GOLD 1 SPOT COLOR JPG
- MEGANATURAL®GOLD 1 SPOT COLOR GIF
- MEGANATURAL®GOLD 1 SPOT COLOR TIF

3b) MEGANATURAL®GOLD 3 SPOT (PMS 375, 253, COOL GREY 11)

- MEGANATURAL®GOLD 3 SPOT COLOR EPS
- MEGANATURAL®GOLD 3 SPOT COLOR PNG
- MEGANATURAL®GOLD 3 SPOT COLOR JPG
- MEGANATURAL®GOLD 3 SPOT COLOR GIF
- MEGANATURAL®GOLD 3 SPOT COLOR TIF

3c) MEGANATURAL®GOLD CMYK

- MEGANATURAL®GOLD CMYK EPS
- MEGANATURAL®GOLD CMYK PNG
- MEGANATURAL®GOLD CMYK JPG
- MEGANATURAL®GOLD CMYK GIF
- MEGANATURAL®GOLD CMYK TIF

3d) MEGANATURAL®GOLD GREYSCALE

- MEGANATURAL®GOLD GREYSCALE EPS
- MEGANATURAL®GOLD GREYSCALE PNG
- MEGANATURAL®GOLD GREYSCALE JPG
- MEGANATURAL®GOLD GREYSCALE GIF
- MEGANATURAL®GOLD GREYSCALE TIF

3e) MEGANATURAL®GOLD RGB

- MEGANATURAL®GOLD RGB EPS
- MEGANATURAL®GOLD RGB PNG
- MEGANATURAL®GOLD RGB JPG
- MEGANATURAL®GOLD RGB GIF
- MEGANATURAL®GOLD RGB TIF

CONTACT TO RECEIVE LOGO FILES:

To receive logo files or for questions, please contact Debra Cerda, Marketing Specialist, Polyphenolics at debra.cerda@c-brands.com or (559) 661-5544. Please specify the exact logo files you wish to receive (see above list of available logo files).