

- This document is a practical work tool for all parties involved in ACTICOA™-related communications. These include Callebaut customers who use ACTICOA™ chocolate in their products and third parties that report on the procedure.
- The ACTICOA™ trademark and logo are the property of the Barry Callebaut group. The trademark must be used in accordance with the regulations set forth in this manual and depicted as shown unless otherwise agreed.
- It is to the advantage of all parties that this communication is agreed in advance, so as to ensure that visual and other communications to consumers are clear and consistent. We therefore expressly require that all ACTICOA™ communication tools to be submitted to Callebaut for review before publication.
- You can also contact Callebaut, Marketing Department with any questions and comments you may have regarding to this brand manual. Please contact Callebaut Brand Manager Veerle Krikilion.

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Color

The colors that make up the ACTICOA™ logo are brown and gold tints.

The logo may be printed in four-color and pantone colors. Brown on a light, uniform background is preferred in positives. Gold dominates in negative logos on a dark, uniform background.



C35 - M82 - Y100 - K76



PMS 4625



C10 - M25 - Y70 - K15



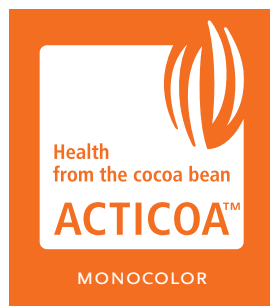
PMS 872



LOGO FOR WEBAPPLICATIONS



QUADRI WITH COLOR BACKGROUND



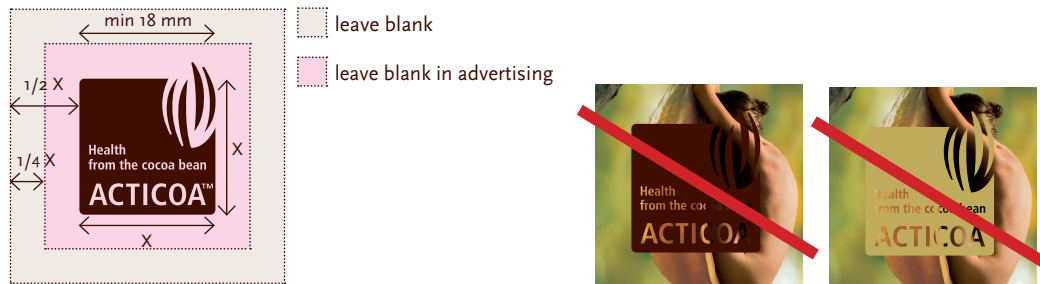
MONOCOLOR



Position of the logo

The logo may be placed anywhere on the communication medium, although it must never be placed against a colorful background, such as photos.

To guarantee logo recognition and legibility of the baseline, the minimum size is set at 18 x 18 mm. A white space must always be respected that is equal to half the breadth of the logo.



Position of the trademark

The ACTICOA™ logo must always be accompanied by the ™ sign: ™

The ™ sign must be placed in accordance with the following rules:

- The **height** must correspond to half the height of the space above the line of the letter A in the ACTICOA™ logo.
- The **vertical position** is fixed on the inside of the right leg of the letter A in the ACTICOA™ logo.

The ACTICOA™ label is not available for private label customers.



Font for print

The font used in ACTICOA™ communications is **Scala**.

Various weights are possible.

ScalaSans Regular abcdefghijklmnopqrstuvwxyz
0123456789

ScalaSans Italic *abcdefghijklmnopqrstu*
vwxyz
0123456789

ScalaSans Bold **abcdefghijklmnopqrstu**
vwxyz
0123456789

ScalaSans BoldItalic ***abcdefghijklmnopqrstu***
vwxyz
0123456789

Scala FiguresBold **0123456789**

Font for web

The font used in ACTICOA™ webapplications is

Verdana. Various weights are possible.

Verdana abcdefghijklmnopqrstuvwxyz
0123456789

Verdana **abcdefghijklmnopqrstu**
vwxyz
0123456789

Capitals

The ACTICOA™ brand name is capitalized (no small caps or regular types), with the inclusion of the trademark in superscript. This rule applies **in all cases**: titles, copy in advertisements, brochures, websites, etc.

Callebaut attaches the utmost importance to the correct interpretation of the ACTICOA™ data. All phrases below are truthful and founded on scientific fact, and may be used in all ACTICOA™ means of communication.

Nature is good for us

Consumers today are more aware than ever that natural substances are beneficial for health. Scientific research has shown that antioxidants from natural resources can be of great importance for wellbeing, helping to protect health from within. With ACTICOA™ chocolate, artisan professionals can offer their customers something unique – something that growing numbers of consumers are actively looking for: something that tastes delicious and at the same time helps to protect our health from within.

ACTICOA™ chocolate combines great taste with the best of nature

A special gift from nature

Already in ancient times, people attributed special health promoting properties to the cocoa bean. Today, scientific research has discovered that many benefits can be attributed to the cocoa flavanols – the natural antioxidants present in the cocoa bean. Through their activities in the cocoa growing countries, Callebaut gained valuable expertise in cocoa cultivation. In close collaboration with the cocoa farmers, Callebaut has access to cocoa bean varieties that guarantee the uniquely high levels of cocoa flavanols.



Handled with care. Mastered into a true delicacy.

After harvesting the cocoa fruits, only the best cocoa beans are selected for ACTICOA™ chocolate. They are preserved by careful handling and gentle processing, thus preserving up to 80% of the naturally present flavanols. The result can be experienced in ACTICOA™ chocolate that tastes overwhelmingly good and contains more than twice the amount of natural antioxidants compared with any regular chocolate.

What do cocoa flavanols do?

In the human body, cocoa flavanols function as antioxidants. Cocoa flavanols are amongst the most active & effective antioxidants. They neutralise the free radicals in our body and protect our body cells. A small portion of ACTICOA™ chocolate already provides a full amount of flavanols.



The benefits for health

A small daily portion of ACTICOA™ chocolate help us to protect our health – scientifically proven. It helps to protect our body better against the negative influences from modern lifestyles including stress, strain, pollution, etc.

A delicious chocolate sensation that does good for you

With ACTICOA™ chocolate, artisan professionals can let their customers enjoy something really tasty that helps to protect their health. Its taste is widely appreciated by chocolate lovers: it is as intense as the very best chocolate, balanced and perfectly round.

ACTICOA™ chocolate goes hand in hand with creativity

Callebaut ACTICOA™ chocolate has the same legendary workability as all Callebaut chocolate covertures. Of course it is best used in solid confectionery products such as tablets, napolitains, pearls etc. – to guarantee a maximum level of flavanols.

Make a claim!

You can use the following claims on packaging and communication tools:

General claims*:

- Contains antioxidants / High in antioxidants
- Contains flavanols / High in flavanols
- Contains more flavanols than standard chocolate on the market

Specific claims*:

- Strengthens your natural defenses
- 8 grams of ACTICOA™ dark chocolate per day cover 100% of the suggested daily intake of antioxidants – necessary to protect our health from the inside. 16 grams of ACTICOA™ milk chocolate per day cover 100% of the suggested daily intake of antioxidants – necessary to protect our health from the inside.
- These claims are only valid when the ACTICOA™ chocolate is used pure – with no addition of other ingredients. The final product and the daily portion are very important to make these claims.

For more claims, please go to www.acticoa.com.

* Consumer and regulatory laws and practice may vary from country to country. Callebaut recommends its customers to obtain legal advice on all claims and statements before using them in promotional materials or on product labeling.



Campaign image

- Uniform visual and other communication is important to stimulate brand recognition and trust among consumers.
- Callebaut developed 2 striking images for the launch for the launch that can be used without restriction.
- The first image reflects the care ACTICOA™ chocolate takes for the human body. All its health inducing benefits come straight from the cocoa bean. The striking composition brings all the elements together: cocoa tree, cocoa bean, human body. The soft but at the same time bright texture of the photo also tones well with the often 'chocolate' background coloring in communications about chocolate.
- The second image shows the delicious chocolate made with the best of the cocoa bean. A chocolate sensation that does good for you.



Sources of further information



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