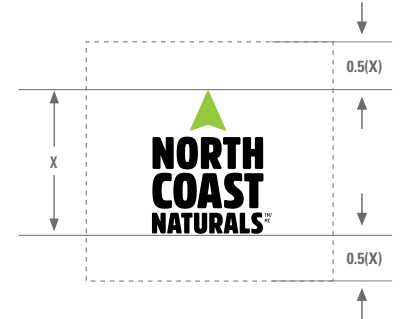




When tagging North Coast Naturals in advertising, we ask that you adhere to the following logo guidelines:

1. NORTH COAST NATURALS LOGO PREFERRED USAGE

The LOGO should never appear smaller than 0.75 inches in height. It may be scaled symmetrically to a larger size as needed. Always maintain a minimum clear space between the LOGO and the edge of the page, package or color field. Always position LOGO away from other text, graphics, and other design elements. The clear space should be no less than 50% of the height of LOGO (x).

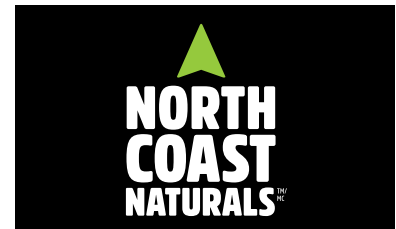


2. COLOR FOR LOGO USAGE

There are two LOGO color options to choose from. Ultimately, the decision is based on maximizing legibility against the background. Please apply these additional guidelines.

The LOGO should appear in its corporate BLACK/GREEN version whenever it appears on a white background. When the LOGO is placed on a black background the LOGO should appear WHITE with the corporate GREEN arrow. If the LOGO appears over a corporate color, divisional color or over a dark image the LOGO should be WHITE ONLY.

The LOGO can also be reproduced using the WHITE version against dark color backgrounds equivalent to 30% black and darker or over an image. The LOGO should appear in its BLACK version over alternate corporate color backgrounds.



3. EXAMPLES OF IMPROPER USE

The LOGO should always be BLACK or WHITE with the corporate GREEN if not BLACK or WHITE only.

- Do not attempt to recreate any portion of the LOGO.
- Do not separate the mark from the logotype.
- Do not rotate, skew, redraw, re-proportion, or otherwise alter or distort the LOGO, or its elements in any way.
- Do not combine the LOGO with any other element – such as logos, words, graphics, photos, slogans or symbols – that might seem to create a hybrid mark.
- Do not reproduce the LOGO in colors other than those suggested in this document.
- Do not place the LOGO on a patterned background, which makes it difficult to read.

