

THE POWER OF ‘MADE WITH’

The ‘Made with’ endorsement has the power to benefit your business. However, as Nestlé brands are registered trademarks, it is necessary to follow these guidelines when communicating our brands in your menu or POS materials.

- Only use our trademarks according to the rules in this guideline
- Rules apply to our desserts, ingredients within menus or POS materials
- This will allow you to make use of our brand properly. This is not trademark authorization.

ALWAYS

- Always convey ‘Made with’ and use the original font when in translation
- Always use “Made with” in the description of your product and/or menu item, i.e., Cookies made with KITKAT®
- All brands need to be typed in capital letter caps with ® wherever they appear in text, i.e., KITKAT®
- Add the legal sentence: KITKAT® is a registered trademark of Société des Produits Nestlé S.A. Vevey, Switzerland

NEVER

- Never use brand name directly in the product or menu item name i.e., KITKAT® ice-cream
- Never change the “Made with” messaging
- Never co-brand or combine the endorsement seal or logos with any other brand marks
- Never use Nestlé brands and/or its taglines in any advertising without prior written trademark authorization
- Do not edit/distort the mark, change the messaging or change the shape and color of the seal, as seen below:



ENDORSEMENT IN USE

Nestlé endorsements should always be secondary to the main brand, a 60/40 balance, as seen below is suggested. When there is more than one endorsement, both should be used following the same scaling rule.



EXAMPLE TO THE RIGHT: THE CUSTOMER LOGO MUST APPEAR IN THE PACK AND/OR POS MATERIALS FOLLOWING A 60/40 RATIO.



GLOBAL SEALS

KITKAT® is used as a case study, however the rules laid out in this guideline must consistently be applied across our other global brands.

