

BRAND GUIDELINES AND COMPANY VALUES



As our intern you'll not only be part of the Sanitarium family, you'll also be the voice of UP&GO. It's super important for you to understand how UP&GO speaks - it can be a fine line between being awesome and confident and being cocky and annoying. Don't be that guy (or girl).

Read this, understand it, check our social stuff and really get who we are - your fit with our brand will be one of the most important things.

UP&GO - Giving people an edge whilst never taking it away from someone else

IS

- Tongue and cheek
- Slightly nonchalant
- A secret weapon up your sleeve
- Helps you own the day
- Playful
- Honest

IS NOT

- Underhand or cheating
- Dishonest
- A contest against other people
- Serious
- Outrageous
- Bragging

Absolute NO-GO's

- Alcohol or Drugs
- Swearing
- Showing UP&GO being consumed with meat - particularly pork or shellfish

Sanitarium

We've been around for ages, over a hundred years in fact but we don't look a day over 86. Way back in 1901 Sanitarium started making healthy, nutritious foods. And back when kiwi's were all about meat and three veg, we were backing the benefits of plant based diets. We did this to give New Zealanders healthier choices and we've been doing it ever since. Today, we're the largest health food company that's still 100% New Zealand owned and we have been voted one of NZ's most trusted brands for years.

You might have heard we are owned by the Seventh Day Adventist Church, that's totally true but day to day, we operate more or less like any other company. You do need to be respectful of our values which basically boil down to being a good human being. We're really proud to say that all our profits go to charity, helping to do good work both here in our communities in NZ and around the world.