



CATTLEMAN'S[®]

Cattleman's Selection[®]
Brand Guidelines

October 2023

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Brand Statement

NOT ALL MEAT IS WORTHY TO BE CALLED CATTLEMAN'S SELECTION®

Delicious and cost-effective without sacrificing food safety and quality, Cattleman's Selection® offers a full assortment of whole muscle beef cuts, ground beef and veal. So, to be worthy, every cut embodies the skill and commitment of a true cattleman.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional piece that showcase several items of that brand.

Brand Mark



The Cattleman's Selection® logo, featuring a cowboy hat and belt buckle, is symbolic of the ranch, cattle, even the Old West; a distressed design treatment brings a textured, "well-worn" look and feel to support this classic appeal. At the same time, it recalls a hot-iron brand, popularly used in cattle herding. The words "quality" and "selection" add an element of esteem and discernment, as related to the products being offered.

Protected Space and Minimum Size

To maintain the integrity of this brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The logo should appear no smaller than 2 inches wide in any application. Always respect the clear space around the logo; in any of the logo's forms, with or without the ribbon, it should always measure the height of the letter "C" in "CATTLEMAN'S" of the logo.



Incorrect Use of the Brand Mark



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not disproportionately scale.



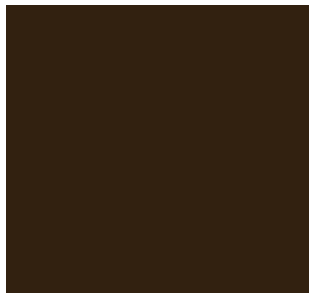
Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

Primary Color Palette

A reddish-brown color suggests quality, stamped leather.



PANTONE 7533 C

C: 37

M: 53

Y: 68

K: 83

R: 71

G: 55

B: 41

HTML: #473729

Typography



Brand font headline use Aktiv Grotesk Bold

HEADLINE HERE

Aktiv Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy for all exclusive brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

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ciis mi, sunte suntore pelicaerepe esequo
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Aktiv Grotesk Regular
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abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Italic
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abcdefghijklmnopqrstuvwxyz
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Aktiv Grotesk Medium
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abcdefghijklmnopqrstuvwxyz
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Aktiv Grotesk Light
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ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Cattleman's Selection® food imagery should be rich in texture, using moody lighting, with very natural prop and food styling.

Delicious food and professional kitchen photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh, with food that is always plated on white. Pay close attention to food styling; the food should look like it was prepared in a restaurant by an experienced chef, not a home-cooked meal.

Cattleman's Selection should portray sizzling grills and mouth-watering beef and stews. Shots can include product being cooked or served afterward. This product should be propped in a way that conveys an authentic brand.



Glamour Shots (Sell Sheet Covers)

Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh. Food imagery should look like it was prepared in a restaurant by an experienced chef, not a home-cooked meal. Raw food ingredients are also acceptable and may be used to tell an

Application Shots

ingredient or flavor story. Always choose the freshest and least processed imagery of raw food ingredients to reinforce the quality message. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

Images are illustrative of visual styling and are not indicative of product categories.



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