The Cattleman’s 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 & 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 logos 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 Logo

- 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.
Quick Tip
Keep a Pantone chip handy when reviewing drawdowns or providing print specs—a target color should always be provided as reference.

PANTONE 7533 C
C: 37
M: 53
Y: 68
K: 83
R: 71
G: 55
B: 41
HTML: #473729
Photography

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

Quick Tip
When selecting imagery or when planning a shoot, opt for high quality photography with simple propping and ultimate appetite appeal.
Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it look 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 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.
Typography

Berthold Akzidenz Grotesk is Cattleman’s primary typeface—a refined and no-nonsense sans-serif. Available in a broad range of weights and styles, efficient and legible, Akzidenz is a sturdy workhorse of the font world. Similar to Helvetica, yet with subtleties in form that lend a warmth and honesty to the words in which it is set.
Typography

Berthold Akzidenz Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quick Tip

Akzidenz is a clean, modern typeface that should be set classically—always avoid any extreme tracking or disproportional scaling.