



Chef's Line®
Brand Guidelines

October 2023

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Brand Statement

AS GOOD AS YOUR OWN IF YOU HAD THE TIME

Only ingredients of high caliber make their way into our Chef's Line® products. Designed and created for chefs who insist on the best, Chef's Line® is what you would make if you had the time. Using clean-label ingredients – without artificial flavors or colors† – Chef's Line® lets you create a delicious, high-quality meal that you'd be proud to call your own.

*Please refer to the US Foods Unpronounceables List® for more details at www.usfoods.com/unpronounceables

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

Brand Mark

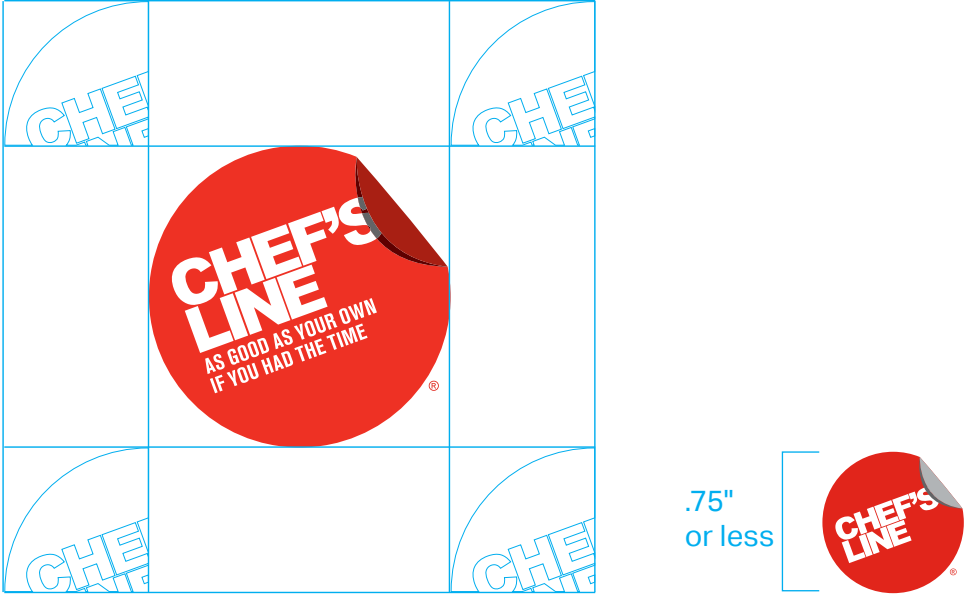


The Chef's Line® logo is referred to as the "red seal of approval." It conveys ingredient and preparation excellence and provides a familiar focal point that chefs will learn to look for.

The dimensional flap suggests that the seal has just been applied and adds an element of high standard and selection. The simply and perfectly typeset wordmark and tagline confidently promise that this brand is "as good as your own if you had the time."

Protected Space and Minimum Size

Clean, white space and a minimal layout elevate the perception of the quality of the Chef's Line® brand. To maintain the integrity of this high-quality 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 with tagline should appear no smaller than .75" in size. When the logo appears smaller than .75" in size, the tagline should be removed. Always respect the clear space around the logo; it should always measure at least half the diameter 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 scale disproportionately.



Do not remove or change the graphics elements.



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

Primary Color Palette

The red and pure white color palette of Chef's Line® is bright and clean. The large amount of quiet space allows the product to shine. Red is a warm color and has high visibility. Red is associated with passion which is, of course, used in developing every product in Chef's Line.

This red translates well across all color libraries, such as Pantone, CMYK, RGB, etc. It is not too "wine" or "pink" in color. Chef's Line red is bold, fresh and most importantly, it acts as a focal point, highlighting all of our Chef's Line products.

Simple color coding helps differentiate and highlight premium flavors. Please review the secondary color palette and avoid using any more than Chef's Line red plus one secondary color.

Primary Color Palette (cont.)

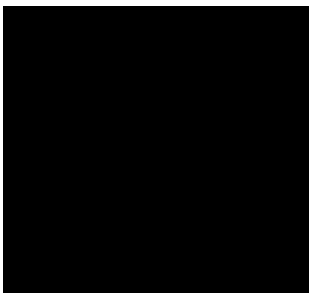


PANTONE 485 C

C: 0
M: 95
Y: 100
K: 0

R: 218
G: 41
B: 28

HTML: #DA291C



Process Black

C: 0
M: 0
Y: 0
K: 100

R: 0
G: 0
B: 0

HTML: #00000

Typography

Brand font headline use

Futura PT Condensed Medium

HEADLINE HERE



Futura PT Condensed Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy for all exclusive brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed
maionse ctatis sus re elicit fuga. Ut offi-
ciis mi, sunte suntore pelicaerepe esequo
enduciendae nihit, vent aut quo omnis aut
molor as sumquidus, as mi, unt lis dissin
restruntis expl

Aktiv Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Chef's Line® features food imagery that is highly appetizing, with styling and culinary details that any chef would truly appreciate.

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, 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 like a home-cooked meal.

Chef's Line images should be photographed with bright, airy lighting and a short depth of field for a soft-focus background. This effect may be achieved in postproduction.

Use the linen texture where appropriate.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections. When selecting imagery or when planning a shoot, opt for high-quality photography with simple propping and ultimate appetite appeal.

Shoot photography with short depth of field for a soft-focus background. Sell sheet images should be shot on a white background with a light shadow. Application shots should be photographed with bright, airy lighting.

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

