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Brand Statement

Cross Valley Farms offers the freshest fruits, vegetables and herbs straight from the field to kitchens across America. From apples to avocados and cucumbers to cilantro, each product is harvested in prime growing regions and packed at the peak of ripeness to ensure garden-fresh color, taste and texture. Plus, each fruit and vegetable meets the highest standards of food safety. All Cross Valley Farms field-fresh produce is brought to life under the sun and stands as a testament to the perfection of nature.

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.
Cross Valley Farms Brand Voice

Cross Valley Farms™ offers the freshest fruits, vegetables and herbs straight from the field to kitchens across America. To tell that story, the tone is “sell with a smile” to make it appropriate and engaging. 3-4 descriptive sentences paint a picture of the dining experience each product creates. The “sell” is a description of product attributes. The “smile” is a slice-of-life statement that lightens the mood of the copy in an attempt to endear the brand or product to the customer.
The logo for Cross Valley Farms (like the company itself) is the epitome of clean, honest and uncomplicated. Its “crate” design represents the local, independent farmer, while a distressed stencil typeface adds authenticity and a down-to-earth feel. All combined, it distinctly conveys “fresh” — local food that travels straight from farm to dinner table.
Protected Space & Minimum Size

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 primary logo should appear no smaller than 0.75 inch in width in any application. Always respect the clear space around the logo; it should always measure at least half the height of the "C" for the primary logo or the height of the letter “C” of “CROSS” 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

Reinforcing the design, the chosen green represents lush farmland and fresh produce. And, more practically, this color reproduces well on corrugates.

PANTONE 363 C
C: 78
M: 5
Y: 98
K: 24
R: 76
G: 140
B: 43
HTML: #4C8C2B
Typography

DIN 1451 Engschrift is Cross Valley Farms primary typeface. Technical, precise and highly legible, DIN is a sturdy workhorse in the font world.

Berthold Akzidenz Grotesk is Cross Valley Farms secondary typeface.

DIN 1451 Engschrift
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Text G1 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Photography

Cross Valley Farms food imagery shows hand-picked, farm-fresh fruits and vegetables.

Delicious food and professional kitchen photography are a very important part of every brand when designing collateral and print ads. It is essential that it look appealing and fresh. Pay close attention to food styling.

Cross Valley Farms images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in post.
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 like 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 message of quality. 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.
Omni-Channel Applications

It's important that voice and look apply to all mediums to tell a consistent and complete Cross Valley Farms story.

Cross Valley Farms marketing materials include:

- **Websites.** The US Foods website contains information about the brand and features select images of Cross Valley Farms products.

- **Sell Sheets.** The two-sided handouts feature information about our products.

- **Table Tents/Posters/Signage.** Promotional marketing materials help promote Cross Valley Farms products.

All applications must adhere to the signature Cross Valley Farms design described in previous pages.
Ideal Use
• Blended raw salad
• Sautéed as a side
• Pairs well with sausage, beef or chicken
• Braised for use as a topping or garnish

Cross Valley Farms® offers the freshest fruits, vegetables and herbs straight from the field to kitchens across America. From apples to oranges and cucumbers to cilantro, each product is harvested in prime growing regions and packed at the peak of ripeness to ensure garden fresh color, taste and texture. Plus, each fruit and vegetable meets the highest standards for food safety. All Cross Valley Farms field-fresh produce is brought to life under the sun and stands as a testament to the perfection of nature.

Product Inspiration
The Cross Valley Farms Baby Kale Trio is inspired by the dark green salad mixes from Tuscany, where cooking and eating are recognized art forms. We are happy to present our Baby Kale Trio as a work of art that will blossom into a masterpiece in your creative hands.

Baby kale is harvested in approximately one-fifth the time of mature kale. At that point, it has attained full flavor yet is still tender enough to deliver perfection in a salad. But it doesn’t need to be babied—this Cross Valley Farms exclusive blend is spectacular for salads and performs magnificently as a cooking vegetable, side dish or garnish. In fact, it’s best cooked with extra virgin olive oil or nut-based oil, rather than butter.

Features & Benefits
• Fresh cut, all natural, no preservatives
• Authentic Tuscan flavor profile
• Delicate flavor
• 16-day shelf life
• Available year-round
• 100% useable – no waste
• Triple-washed and ready to use for labor savings and food safety
• Rich source of vitamin A and calcium

For more information about Cross Valley Farms® products, visit www.usfoods.com or contact your local US Foods representative.

OMNI-CHANNEL APPLICATIONS

Sell Sheets
Fresh Cooler Map
Guides

CROSS VALLEY FARMS® GUIDELINES

FRESH MAP COOLER STORAGE

FOLLOW THE MAP FOR FRESHNESS & BEST PRODUCE QUALITY

MATCH THE LABEL COLOR ON THE BOX TO THE SPOT INSIDE OR OUTSIDE OF THE COOLER

FAN
DOOR

BLUE ZONE
CLOSEST TO THE FAN
COLDEST

PURPLE ZONE
BETWEEN FAN AND DOOR
COLDER

RED ZONE
CLOSEST TO THE DOOR
COLD

BLACK ZONE
OUTSIDE THE COOLER
COOL & DRY

US Foods® offers exclusive brand products, created for foodservice professionals and foodservice applications. For more information about Cross Valley Farms® products, contact your US Foods representative.

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Packaging

All design standards also apply to the packaging of every product. Design cues such as color, fonts, etc. must be incorporated to maintain a cohesive look. Please refer to packaging guidelines for complete information regarding packaging design.