



del Pasado®
Brand Guidelines

May 2026

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Brand Statement

QUALITY MEXICAN INGREDIENTS AND ENTRÉES

A complete line of Mexican- and Southwestern-style ingredients and prepared entrées, this line features popular favorites like tortillas, guacamole, enchiladas, tacos and more to create authentic Mexican dishes.

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.

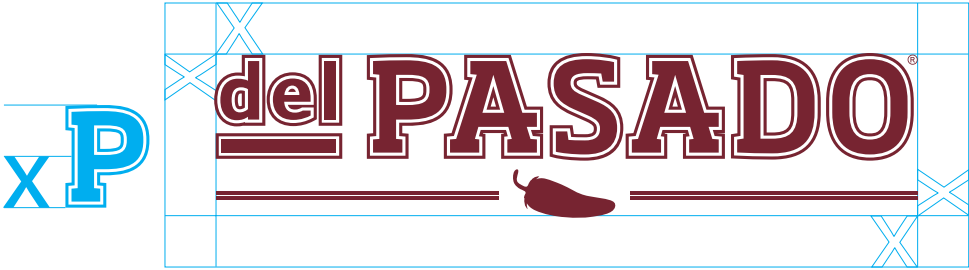
Brand Mark



The del Pasado® logo is reminiscent of an old-style Mexican sign — appropriately evoking the past (i.e., pasado). A simplified pepper communicates the big flavor that is defined by the brand's specialty: fine Mexican ingredients.

Protected Space and 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 1 inch in size in any application. Always respect the clear space around the logo; it should always measure at least half the height of the letter “P” of “PASADO” in 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

A deep red color hints at the shade and “spiciness” of Mexican cuisine staples — from salsas and sauces to tomatoes and peppers. It equally captures the energy and passion that characterizes the del Pasado® brand.



PANTONE 188

C: 16
M: 100
Y: 65
K: 58

R: 118
G: 35
B: 47

HEX: #76232F

Typography



Brand font headline use

Vista Slab OTCE Medium

HEADLINE HERE

Vista Slab OTCE Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Vista Slab OTCE Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Vista Slab OTCE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Vista Slab OTCE Medium (85% horizontal)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Vista Slab OTCE Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Body copy for all Exclusive Brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

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Aktiv Grotesk Italic

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abcdefghijklmnopqrstuvwxyz
1234567890*

Aktiv Grotesk Regular

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abcdefghijklmnopqrstuvwxyz
1234567890

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

del Pasado® food imagery is vibrant and colorful. Lighting should accentuate contrasting textures and ingredients.

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, with food that is always plated on terracotta or natural earth tone-colored plates. Pay close attention to food styling; the food should look like it was prepared in an authentic but professional manner.

del Pasado images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



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. Cutting boards, utensils, raw foods, produce, chips, etc., will achieve that effect. Shoot photography with short depth of field for a soft-focus background.

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



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