



del PasadoTM
Brand Guidelines

November 2014
Version 2.0

Table of Contents

Brand Statement	3
Brand Voice	4
Brand Mark	5
Primary Color Palette	8
Typography	9
Photography	10
Omni-Channel Applications	12
Packaging	14

Brand Statement

Quality Mexican ingredients and entrées.

A complete line of Mexican and Southwestern 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 pieces that showcase several items of that brand.

Del Pasdo Brand Voice

del Pasado is a complete line of Mexican and Southwestern ingredients and prepared entrees. 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.

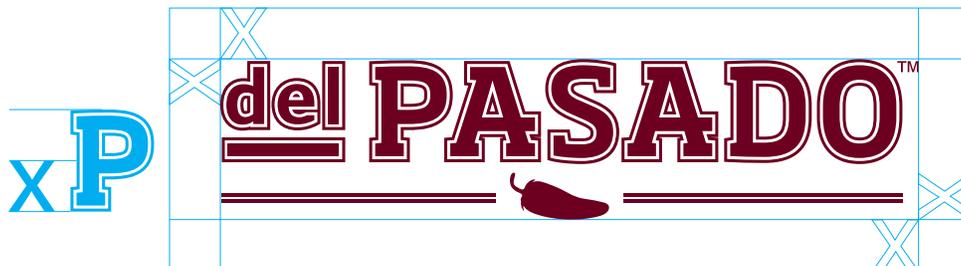
Brand Mark



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 defined by the brand's specialty: fine Mexican ingredients.

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 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” 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 scale disproportionately.



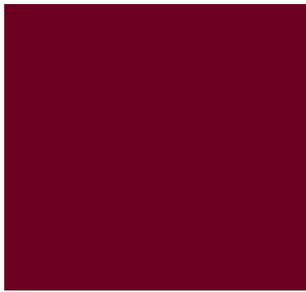
Do not remove or change the graphics elements.



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

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

R: 118
G: 35
B: 47

HTML: #76232F

Typography

The primary typeface used for del Pasado is Soho. A robust and sturdy slab-serif, Soho is clean, contemporary and fun. Soho is available in many weights and styles. Use heavier weights for attention-getting headlines.

Soho Standard Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Standard Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Standard Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Text G1 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Soho Standard Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

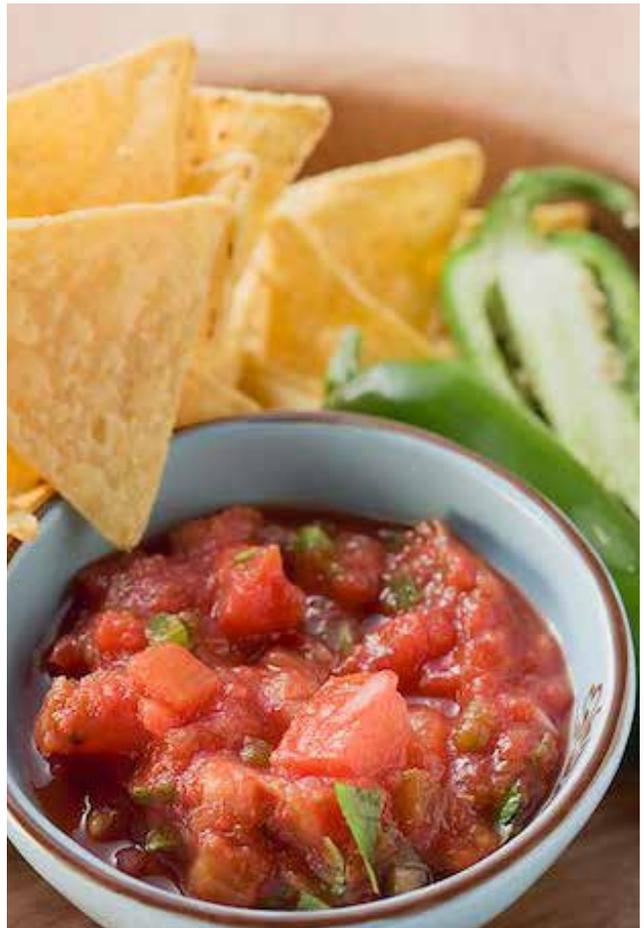
Soho Standard Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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. It is essential that it look 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 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 del pasdo story.

Del pasdo marketing materials include:

- **Websites.** The US Foods website contains information about the brand and features select images of Del pasdo products.
- **Sell Sheets.** The two-sided handouts feature information about our products.
- **Table Tents/Posters/Signage.** Promotional marketing materials help promote Del pasdo products.

All applications must adhere to the signature Del pasdo design described in previous pages.

del PASADO

From
more
signa
dishe

Product Inspiration

del PASADO™ premium salsas are made with fresh vegetables and hand-cut and micro-batched for superior piece integrity and texture and to ensure fresh flavor in every container.

Our salsas use high pressure pasteurization for extended shelf life and fresh flavor. Choose the classic, classic taste of our Premium Fresh Tomato Salsa or turn up the heat with our unique Premium Fresh Ghost Pepper and Mango Salsa.

Premium Fresh Tomato Salsa
Delicious & classic flavor profile with lots of fresh jalapeños and a special spice blend for a tangy, balanced taste. Also Jalapeño provides a medium level of heat.

Premium Fresh Ghost Pepper and Mango Salsa
Provides a unique flavor profile with a combination of ghost peppers, jalapeños and habanero peppers. Ghost peppers are the hottest breed in salsa, and we source ours to reach home to ensure consistent heat delivery.



del PASADO

PREMIUM FRESH TOMATO SALSA & FRESH GHOST PEPPER AND MANGO SALSA

del PASADO™ premium fresh salsas have a just-picked flavor, appearance and snap that your customers recognize and prefer. del PASADO premium fresh salsas are on the line and take of cooking. From farm to fork, but still deliver the taste and texture of freshly made salsas.

A-Code	Product Description	Pack Size
del PASADO	Premium Fresh Tomato Salsa	8.5 oz. oz.
del PASADO	Premium Fresh Ghost Pepper and Mango Salsa	8.5 oz. oz.

US FOODS For more information about del PASADO™ products, visit www.usfoods.com or contact your local US Foods representative. © 2014

Sell Sheets

Need Items

Need Items

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.





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