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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

<table>
<thead>
<tr>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>100</td>
<td>65</td>
<td>58</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Font</th>
<th>Sample Text</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<td>Berthold Akzidenz Grotesk Regular</td>
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<tr>
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<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
</tr>
</tbody>
</table>
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.
From tortillas to guacamole, enchiladas, tacos and more, our complete line of Mexican and Southwestern ingredients and prepared entrées creates authentic dishes your customers will love.

**THE BOLD FLAVORS OF TRADITIONAL MEXICO**

**Product Inspiration**

*del Pasado™ premium salsas* are made with fresh vegetables and hand cut and micro-batched for improved 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 clean, 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**

Deliver a classic flavor profile with lots of fresh cilantro and a special spice blend for a clean, balanced taste. Sliced jalapeños provide a medium level of heat.

**Premium Fresh Ghost Pepper and Mango Salsa**

Provide a unique flavor profile with a combination of ghost peppers, mangoes and habanero peppers. Ghost peppers are the hottest trend in salsa, and we source ours in mash form to ensure consistent heat delivery.

**Features & Benefits**

- Made with all natural ingredients, no preservatives
- HPP processed (pasteurized by high pressure to maintain product integrity that could be lost by heat pasteurization)
- Micro-batched for improved piece integrity
- Tastes just like you made it in back of house
- Small packaging format allows for increased turns, minimizing waste
- Huge labor and time savings
- Improved food safety and consistent quality

**Ideal Uses**

- Good for any daypart – breakfast, lunch or dinner
- Serve with tortilla chips or in any Mexican application where salsa is used
- Quesadillas
- Nachos
- Egg dishes like omelets
- Burgers or wraps

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**Sell Sheets**

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Pack Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>8704108</td>
<td>Premium Fresh Tomato Salsa</td>
<td>4/48 oz.</td>
</tr>
<tr>
<td>8703688</td>
<td>Premium Fresh Ghost Pepper and Mango Salsa</td>
<td>4/48 oz.</td>
</tr>
</tbody>
</table>

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**OMNI-CHANNEL APPLICATIONS**

**PREMIUM FRESH TOMATO Salsa & FRESH GHOST PEPPER AND MANGO SALSA**

*del Pasado™ premium fresh salsas* have a just-chopped flavor, crispness and zing that your customers recognize and prefer. *del Pasado premium fresh salsas* save you the time and labor of creating them from scratch, but still deliver the taste and texture of freshly made salsas.
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.