



Devonshire®
Brand Guidelines

May 2026

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Brand Statement

SWEET INDULGENCE IN EVERY BITE

Devonshire® offers sweet indulgence in every bite of the wide selection of classic and contemporary bakery products, made with care and attention. From ready-to-thaw to ready-to-bake, each dessert has the eye appeal and delicious taste of a handcrafted, artisan-quality treat.

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 Devonshire® logo assumes the shape of a doily with ribbon accents, bringing a boutique (or homemade) bakery feel. It recalls the highly cherished tea experience that is often associated with the upper class. An image of a cupcake (with the help of the “bake shop” descriptor) points to the brand’s specialty, while simple lettering maintains an approachable feel.

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 logo should appear no smaller than 0.75 inches wide in any application. An alternate, simplified version of the logo may be used when cruder printing processes demand. Always respect the clear space around the logo; it should always measure the width of the letter "E" in "DEVONSHIRE" 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 combination of black and purple sets a distinguished, yet very approachable tone. The touch of purple not only showcases the baked goods for which Devonshire® is known, but hints at the royal ritual of high tea.



PROCESS BLACK

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

R: 0
G: 0
B: 0

HEX: #000000

PANTONE 512

C: 55
M: 99
Y: 3
K: 16

R: 131
G: 49
B: 119

HEX: #833177

Typography



Brand font headline use

JAF Bernino Sans Compressed Extrabold

HEADLINE HERE

JAF Bernino Sans Compressed Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy for all Exclusive Brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

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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

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abcdefghijklmnopqrstuvwxyz

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Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

Devonshire® food imagery should feel rich, indulgent and expertly finished. Styling should highlight texture and detail—think flaky layers, golden crusts, glossy finishes and delicate garnishes—captured with warm, inviting light.

Food photography plays a critical role across all Devonshire brand materials. Every image should feel elevated and craveable, showcasing desserts that look freshly prepared by a professional pastry chef. Styling should be intentional but never overworked, with food presented as it would be served in a restaurant—not homemade, but handcrafted with care.

Devonshire photography should evoke the comforts of the bakery and the patisserie, using refined props, subtle backgrounds and warm lighting to enhance the product. Each shot should reinforce Devonshire as an authentic, premium dessert brand—approachable, indulgent and worthy of the final course.



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.

