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Devonshire®  
**Brand Guidelines**

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October 2023

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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.

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**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.

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# 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.

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## 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.



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# 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.

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# 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**

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

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R: 0  
G: 0  
B: 0

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HTML: #000000

**PANTONE 512 C**

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

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R: 131  
G: 49  
B: 119

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HTML: #833177

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# 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**

moluptatus eatio velles nisitium nonsed  
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*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Aktiv Grotesk Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Aktiv Grotesk Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.**





Glamour Shots (Sell Sheet Covers)

Application Shots

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. 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.

