



Devonshire[®]
Brand Guidelines

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Version 2.0

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Brand Statement

The divine order of dining calls for the best to be served last.

There's no better way for operators to ensure a perfect dining experience from beginning to end than with fine-baked Devonshire desserts.

Devonshire offers sweet indulgence in every bite of the wide selection of classic and contemporary bakery products that are made with care and attention. From red velvet mini cakes to caramel apple pie to black currant cheesecake, each dessert is ready to thaw and serve and has the delicious eye appeal and 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 pieces that showcase several items of that brand.

Brand Voice BTB

Devonshire desserts are made with the finest, freshest ingredients. Each dessert is ready to thaw and serve, and has the delicious eye appeal and taste of a handcrafted, artisan-quality treat. To tell that story, the tone is “sell with a smile” to make it appropriate and engaging. Three to four 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 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 & 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 inch 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

HTML: #000000

PANTONE 512 C

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

R: 131
G: 49
B: 119

HTML: #833177

Typography

The primary typeface used for Devonshire is Gotham. Gotham is a geometric sans-serif chosen for its clean, legible and appealing qualities. Available in a broad range of weights and styles, condensed styles dominate the Devonshire brand to complement the lettering of the logo. Berthold Akzidenz Grotesk supplements Gotham.

Gotham HTF Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photography

Devonshire food imagery is light and refreshing. Often paired with salads and fresh greens, the lighting is airy and soft.

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 white. Pay close attention to food styling; the food should look like it was prepared in a restaurant by an experienced chef, not like a home-cooked meal.

Devonshire images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in post production.



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.

Omni-Channel Applications

US Foods® marketing campaigns always include digital extensions that involve websites, apps, social media and more.

The tone exactly mimics the US Foods program that it's a part of (The Scoop, Food Fanatics®). In fact, it is recommended that we lift much of the copy from the printed materials and use it as a base to create the digital works.

For experiential marketing applications, there should be no limits to creativity to delight and engage customers. That includes the US Foods voice. The copy must be bright and fun to encourage the reader to participate.

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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