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Brand Statement

Wholesome goodness and taste™

Straight from the farm to you. That's the promise of Glenview Farms, and that's where it all begins. Only the freshest dairy products — of the highest grades and quality — make their way to you, ensuring the excellence you've come to expect.
Brand Voice

Glenview Farms is synonymous with the finest, farm-fresh products and dairy essentials. 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 woodcut style of the Glenview Farms logo hints at the tradition of a long-established company. Sharpening the existing illustration from the old logo both supports this history and updates the brand for today’s marketplace. A handwritten font helps to establish an honest and friendly brand character.
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 1.5 inches in width in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.

For brand-related marketing collateral, the brand should appear on the left. For product-specific Glenview Farms items, the brand should appear on the right or where space is available.

Protected space = half of diameter
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

Using just two logo colors — red and black — showcases simplicity and represents the iconic red barn which represents tradition and trust.
Primary Color Palette

**PANTONE 200 C**
- C: 3
- M: 86
- Y: 62
- K: 9
- R: 186
- G: 12
- B: 47

HTML: #BA0C2F

**Process Black**
- C: 0
- M: 0
- Y: 0
- K: 100
- R: 0
- G: 0
- B: 0

HTML: #00000
Typography

The primary typeface used for Glenview Farms is Meta Plus Bold. It was chosen for its clean lines and readability. Typeset headers in uppercase using this typeface.

The secondary typeface for Glenview Farms is Meta Plus Normal. Use where the design permits.

**NOTE:** Headers for body copy should be typeset using Berthold Akzidenz Grotesk Medium, and the body copy should be typeset using Chronicle Roman.
Typography

Meta Plus Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Meta Plus Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Photography

Delicious food photography is a very important part of every brand when designing collateral and print.

Shoot food from unexpected angles and zoom in for texture and detail. Styling should be natural and less controlled. Drips, pours and falling details define this totally edible photographic style. Shallow depth of field and wood textures are other key elements for Glenview Farms photography.

Use the Glenview Farms wood texture where appropriate.
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. Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the message of quality. Food should be photographed on wood textures with airy or moody lighting. Use shallow depth of field for application shots. When selecting imagery or when planning a shoot, opt for high-quality photography that has a farm-like look and feel.

Images are illustrative of visual styling and are not indicative of product categories.
Omni-Channel Applications

It's important that voice and look are applied to all mediums to tell a consistent and complete Glenview Farms story.

Glenview Farms marketing materials include:

- **Websites.** The US Foods® website contains information about the brand and features select images of Glenview Farms products.

- **Sell Sheets.** The two-sided handouts feature information about our products.

- **Table Tents/Posters/Brochures.** Promotional marketing materials help promote Glenview Farms products.

All applications must adhere to the signature Glenview Farms design described in previous pages.
SMOKY GHOST PEPPER JACK CHEESE SLICES

Hot is hot! “The hotter, the better” is the feeling of an ever-increasing percentage of consumers, and we’re here to tell you: this cheese is hotter. It’s made with 100% Wisconsin Jack Cheese and genuine ghost peppers (the hottest naturally-occurring, non-hybrid peppers known to man). On a burger or in a fiery dip, it’s exactly what the hot-lovers in your crowd will love.

Omni-Channel Applications

- Retractable Banners
- Sell Sheets
- Table Tents

Wholesome Goodness and Taste™
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.