



Hilltop Hearth®
Brand Guidelines

October 2023

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Brand Statement

VARIETY AND VERSATILITY BAKED INTO EVERY BITE

Sensational sandwiches begin with Hilltop Hearth®. Our bakery creations deliver authenticity, high-quality flavor, texture and old-world appeal. Easy to prepare and serve, the Hilltop Hearth collection satisfies every meal occasion.

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 Mark



The logo for Hilltop Hearth takes the shape of a slice of bread. With a simple illustration comes a friendly brand character, along with immediate communication of the product offering. As an added touch, the French loaf (illustrated within) relates the idea of a wholesome, artisan-style experience.

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 1 inch in size. Always respect the clear space around the logo; it should always measure the height of the uppercase "H" in "Hilltop".



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.



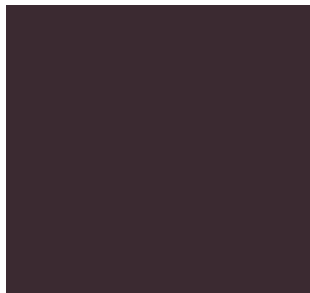
Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

Primary Color Palette

The color palette is warm and inviting. A rich brown associated with natural and organic elements —suggests wholesome, straightforward ingredients. In addition to highlighting the brand name, light blue effectively complements this “fresh” and “natural” product positioning.



PANTONE 438 C

C: 37
M: 51
Y: 33
K: 78

R: 101
G: 48
B: 36

HTML: #653024



PANTONE 2905 C

C: 45
M: 0
Y: 0
K: 0

R: 141
G: 200
B: 232

HTML: #8DC8E8

Typography

Brand font headline use

Mrs Eaves OT Bold

HEADLINE HERE



Mrs Eaves OT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mrs Eaves OT Roman

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Aktiv Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

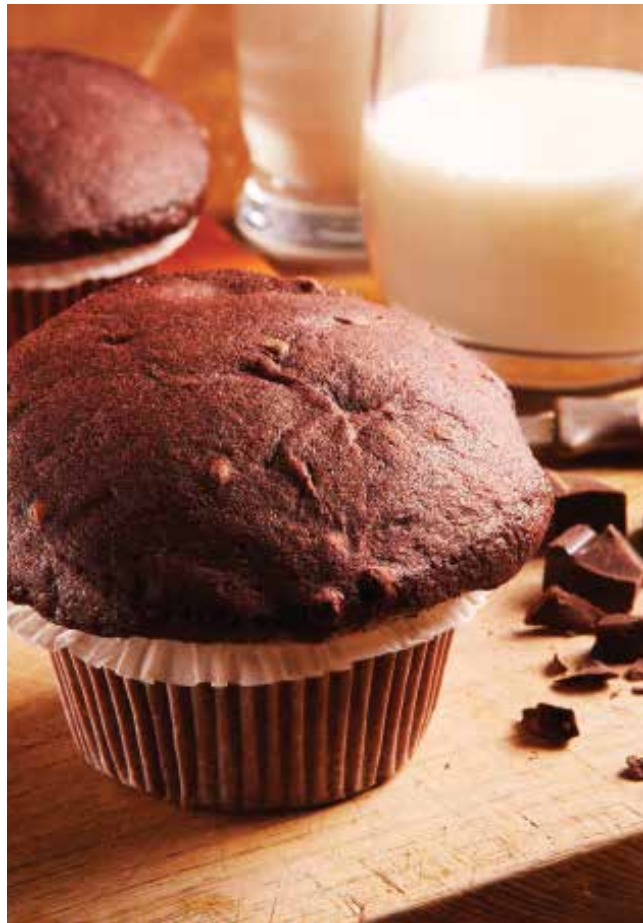
ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Hilltop Hearth® food imagery should be warm and rich, with very natural styling such as crumbled bread crumbs beside a plated loaf of bread.

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 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.

Hilltop Hearth photography portrays all the comforts of the kitchen, with warm lighting, kitchen details and natural propping and styling. This food should be propped in a way that conveys an authentic and wholesome brand.



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.

