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# Hilltop Hearth®

## *Brand Guidelines*

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November 2014  
Version 2.0

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# Brand Statement

Variety and versatility baked into every bite

Hilltop Hearth engages the senses with freshly baked creations. Easy to prepare and serve, our collection satisfies every meal occasion.

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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.**

## Brand Voice

Hilltop Hearth breads deliver flavor, texture and old-world appeal for a delicious, convenient quality that's sure to delight customers. 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



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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 & 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.



# Primary Color Palette



**PANTONE 438 C**

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

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**R: 101**  
**G: 48**  
**B: 36**

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**HTML: #653024**



**PANTONE 2905 C**

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

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**R: 141**  
**G: 200**  
**B: 232**

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**HTML: #8DC8E8**

# Typography

The primary typeface used for Hilltop Hearth is Mrs Eaves OT Bold. It was chosen for its clean lines and readability. Typeset headers in uppercase using this typeface.

The secondary typeface for Glenview Farms is Mrs Eaves OT Roman. 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

**Mrs Eaves OT Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Mrs Eaves OT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Berthold Akzidenz Grotesk Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Chronicle Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# 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.

# Omni-Channel Applications


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

Hilltop Hearth marketing materials include:


- **Websites.** The US Foods® website contains information about the brand and features select images of Hilltop Hearth products.
- **Sell Sheets.** The two-sided handouts feature information about our products.
- **Table Tents/Posters/Brochures.** Promotional marketing materials help promote Hilltop Hearth products.

All applications must adhere to the signature Hilltop Hearth design described in previous pages.

# Omni-Channel Applications



**Variety and versatility  
baked into every bite**



*Made using honest, time-honored practices and quality ingredients, each and every batch promises a heart-warming, straight-from-the-oven experience.*



Retractable Banners




**GREEK YOGURT WHEAT BUN**  
Building on the widely popular Greek yogurt trend, Hilltop® HEARTH® brings you a delicious bun, where Greek yogurt meets whole grains to create an artisan wheat bun with a sweet, Mediterranean appeal.

Sell Sheets

restaurant logo here

**GREEK YOGURT WHEAT BUN**  
Building on the widely popular Greek yogurt trend, Hilltop® HEARTH® brings you a delicious bun, where Greek yogurt meets whole grains to create an artisan wheat bun with a sweet, Mediterranean appeal.

Menu Inserts



Just like you baked it yourself

Table Tents

# 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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