



Metro Deli®
Brand Guidelines

May 2026

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Brand Statement

WITH TRADITION AND QUALITY, JUST LIKE YOUR NEIGHBORHOOD DELI

Conjure up an image of a corner deli stocked with only the highest-quality, authentic ingredients. That's what Metro Deli® brings to your tables today. With a variety of options, including all natural* meats and premium cheeses – we deliver the classic deli experience diners want. Plus, Metro Deli products do not contain any ingredients found on the US Foods® Unpronounceables List®†, helping appeal to diners looking for simpler ingredient statements.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional piece that showcase several items of that brand.

*No artificial ingredients. Minimally processed.

†Please refer to the US Foods Unpronounceables List for more details at www.usfoods.com/unpronounceables. Processing aids and potential cross-contact during production are not in scope for this program.

Brand Voice BTB

For food operators, it's important to communicate that Metro Deli® products are made with clean labels and no ingredients from the US Foods® Unpronounceables List®. Metro Deli offers an opportunity to create the New York deli experience with high-quality products. It's all about recreating that old-fashioned experience—when the best meats came from the neighborhood deli.

Brand Voice BTC

For consumers, Metro Deli is positioned as a clean-label alternative to processed deli sandwiches. Materials should evoke a bit of nostalgia for those who remember neighborhood delis. For others, it's an introduction to something more satisfying than standard sandwich fare.

Brand Mark



Primary Logo



Secondary Logo

Metro Deli® is about authenticity with black and white photography incorporated right into the logo design. The Metro Deli logo conjures classic deli stories about wholesome, abundant and flavorful food with an endearing name. With a shopkeeper's scrawled numbering and classic typography, the black and white labeling system strikes a fine balance between traditional and modern design.

Logo Usage Guidelines

Primary Logo: The full logo should be used as the main representation of the brand, especially when conveying the brand story. **Secondary Logo:** The smaller logo is intended for use in situations where space is limited.

Protected Space and Minimum Size

This striking black and white brand requires quiet space around key graphic components to work.

To keep the integrity of the brand consistent 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 Metro Deli® logo should appear no smaller than .5 inch in width in any application. Smaller usage could result in the elements of the logo filling in and poor reproduction when printed. The protected space means the clear space found around the logo. It must always be at least half the width of the logo.

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



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

This bold black and white palette carries across many applications effectively. Classic black and white photography embodies heritage and a simpler time.

There is no spot color. Printing is a four-color process.



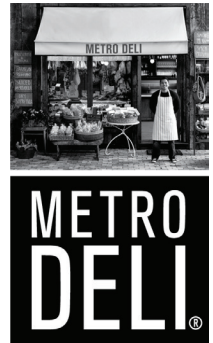
PANTONE 381	Process Black
C: 25	C: 0
M: 0	M: 0
Y: 98	Y: 0
K: 0	K: 100
R: 206	R: 0
G: 220	G: 0
B: 70	B: 0
HEX: #C4D600	HEX: #000000

Typography

Brand font headline use

JAF Bernino Sans Compressed Extra Bold

HEADLINE HERE



Sandoll BaikzongyulPil

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Body copy for all Exclusive Brands

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Aktiv Grotesk Italic

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Aktiv Grotesk Medium

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Aktiv Grotesk Light

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

Photography

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

Metro Deli® food imagery should be robust with an element of casual fun. Big sandwiches, crumbs and crumpled paper bring authenticity with tempting details. 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.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections. When selecting imagery or when planning a shoot, opt for high-quality photography with simple

propping and ultimate appetite appeal. Cutting boards, utensils, raw foods, produce, chips, etc., will achieve that effect. Shoot photography with short depth of field for a soft-focus background.

Images are illustrative of visual styling and are not indicative of product categories.



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