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Metro Deli®

# Brand Guidelines

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October 2023

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# Table of Contents

Brand Statement	3
Brand Voice	4
Brand Mark	5
Protected Space and Minimum Size	6
Incorrect Use of the Brand Mark	7
Primary Color Palette	8
Typography	9
Photography	10

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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. Offering all natural\* meats, premium cheeses and our line of deli meats made from animals that are raised without antibiotics - we deliver the classic deli experience diners want. Plus, Metro Deli products do not contain any ingredients found on the US Foods® Unpronounceables List®†, which promises simple ingredients and clean labels.

\*No artificial ingredients. Minimally processed.

†Does not include product marketed and sold by third-party licensees. Processing aids and potential cross-contact during production are not in scope for this program.

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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.**

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## Brand Voice BTB

For food operators, it's important to deliver the message that Metro Deli® products are all natural\*. Metro Deli products are an opportunity to create the New York deli experience with products of the best quality. It's all about recreating that old-fashioned experience when the best meats come from the neighborhood deli.

## Brand Voice BTC

For consumers, Metro Deli is portrayed as an all natural\* alternative to processed deli sandwiches. Materials should also present a bit of nostalgia for those who are familiar with neighborhood delis. For others, it's an experience of something better than standard sandwich fare.

\*No artificial ingredients. Minimally processed.

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## Brand Mark



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.

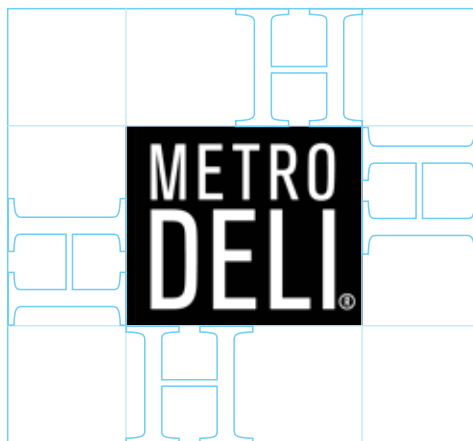
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## Protected Space and Minimum Size

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.



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# 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.

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# 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.



**CMYK**

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C: 25  
M: 0  
Y: 98  
K: 0

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R: 206  
G: 220  
B: 70

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HTML: #C4D600

**Process Black**

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C: 0  
M: 0  
Y: 0  
K: 100

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R: 0  
G: 0  
B: 0

---

HTML: #000000



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# Typography



Brand font headline use

**JAF Bernino Sans Compressed Extra Bold**

**HEADLINE HERE**

**Sandoll BaikzongyulPil**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy z**

**1234567890**

Body copy for all exclusive brands

**Aktiv Grotesk Family**

**EVERNAT VERUPTIANT**

moluptatus eatio velles nisitium nonsed  
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**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy z**

**1234567890**

*Aktiv Grotesk Italic*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxy z*

*1234567890*

**Aktiv Grotesk Medium**

**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxy z**

**1234567890**

*Aktiv Grotesk Light*

*ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxy z*

*1234567890*

**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.



Scoop™ Magazine



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.

