

**MONOGRAM**<sup>®</sup>  
CLEANING  DISPOSABLES

**MONOGRAM**<sup>®</sup> **CLEAN**  
CLEANING  DISPOSABLES **FORCE**<sup>®</sup>

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Monogram<sup>®</sup>  
**Brand Guidelines**

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May 2026

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# Brand Statement: Monogram®

## DISPOSABLES AND CLEANING SUPPLIES TO KEEP YOUR OPERATION RUNNING SMOOTHLY

Monogram® is an extensive line of disposables and cleaning products. From paper dinnerware and cups to multifunctional food packaging and degreasers, Monogram has the solution to your cleaning and disposables needs.

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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 Statement: Monogram® Clean Force®**

## **HIGH-PERFORMANCE CLEANING AND SANITATION SOLUTIONS**

Monogram® Clean Force® offers a comprehensive suite of high-performance cleaning, sanitizing and disinfecting solutions to keep commercial foodservice and hospitality environments clean, sanitized and running smoothly.

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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 piece that showcase several items of that brand.

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## Brand Mark



The Monogram® logos are strong, bold and clean, with stylized tweaks differentiating the two: the wave in the “cleaning/disposables” line alludes to water. The respective colors and accents are subtle enough to work well as a pair. The Clean Force® brand is owned by Ecolab. Monogram Clean Force is a jointly owned brand, created in partnership between US Foods® and Ecolab.

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## Protected Space and Minimum Size

Clean, white space and a minimal layout elevate the perception of the quality of Monogram®. 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 width in any application. Always respect the clear space around the logo; it should always measure at least half the height of the word "MONOGRAM."



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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.

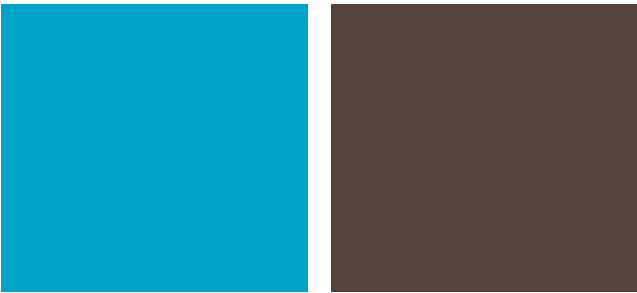


Do not place on top of busy photography or background color.

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# Primary Color Palette

The “cleaning/disposables” logo is blue, which evokes dependability and trust, clarity and cleanliness.



**PANTONE 7703**

C: 79  
M: 2  
Y: 10  
K: 11

R: 0  
G: 156  
B: 189

HEX: #009CBD

**PANTONE 7519C**

C: 24  
M: 42  
Y: 45  
K: 68

R: 94  
G: 75  
B: 60

HEX: #5E4B3C

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# Typography



Brand font headline use

**Chevin Pro Bold**

# HEADLINE HERE

**Chevin Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Arboria Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Arboria Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**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**

**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.**

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## Photography

Monogram® should feature product imagery that is clean and sparsely propped.

Professional product and kitchen photography are a very important part of every brand when designing collateral and print ads. It is essential that it looks professional.

Monogram images should be photographed with bright, natural lighting and a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



Effective product photography is essential when showcasing non-food items such as disposables and cleaning chemicals. Imagery should reflect a professional back-of-house environment to reinforce authenticity and context. Avoid residential or home-style settings, as they may misrepresent the product's intended use.

When possible, prop with food or relevant service items to help communicate the product's purpose in a real-world application. Shots should be clean, well-lit and free of clutter or distractions. Just like with food photography, aim for bright, airy lighting and subtle retouching to maintain a polished yet realistic look.

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

