



Optimax®
Brand Guidelines

October 2023

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Brand Statement

Optimax® was one of the first trans-fat-free oils in the marketplace and continues to be a best-seller due to its superior frying performance. Our products deliver outstanding product performance with extended fry life and zero-to-minimum flavor transfer.

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 Optimax® logo is the brand name, boldly underlined. On the left side of the logo, the lines beneath the word Optimax create a shape that is similar to dripping oil.

Protected Space and Minimum Size

Clean, white space and minimal layout elevate the perception of quality of Optimax®. In order to maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules that are laid out in these guidelines, starting with the protected space and minimum size. The logo should appear no smaller than .75 inches in size without the tagline and no smaller than 2 inches with the tagline in any application. Always respect the clear space around the logo; it should always measure at least half of the diameter of the logo.



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 red and gold color palette emphasizes energy and premium value.

The wine-colored red is bold and easily visible.

The gold color mirrors the color of the product and conveys its high quality.



PANTONE 201 C

C: 0
M: 100
Y: 65
K: 34

R: 147
G: 0
B: 39

HTML: #920026

PANTONE 125 C

C: 0
M: 23
Y: 100
K: 27

R: 195
G: 153
B: 9

HTML: #BB8900

Typography



Brand font headline use
Aktiv Grotesk Medium

HEADLINE HERE

Aktiv Grotesk Medium
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

Photography

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

Photograph foods cooked with Optimax® or the product alone on a white background with minimal propping and in its purest form. Bring the photography to life by shooting from above and arranging the food in a fun and playful manner.

Optimax photography is about simple, beautiful details.



Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks 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.



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