



Pacific Jade[®]
Brand Guidelines

May 2026

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Brand Statement

AUTHENTIC AND INSPIRED ASIAN CUISINE

Pacific Jade® is an appealing array of Asian-style ingredients and prepared entrées. Operators can expect true authentic flavor with Pacific Jade products.

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.

Brand Mark



Integral to the Pacific Jade® logo is a pair of chopsticks, an iconic symbol of Asian cuisine; the angular and modern Gotham font suggests the efficient and clean presentation that is associated with this food style. Product names are set in Chinese and Japanese brush lettering, adding a traditional accent.

Protected Space and Minimum Size

To maintain the integrity of this 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 1.5 inches wide in any application. Always respect the clear space around the logo; it should always measure the height of 3 letter P's 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 disproportionately scale.



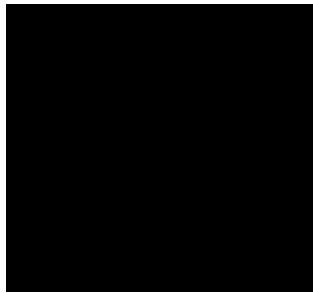
Do not remove or change the graphics elements.



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

Primary Color Palette

The classic black and white color scheme brings a sense of history, simultaneously supporting a high-end product positioning.



BLACK

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

R: 0
G: 0
B: 0

HEX: #000000

Typography



Brand font headline use

Arboria

HEADLINE HERE

Arboria Book

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.

Photography

Pacific Jade® food imagery is light and refreshing. Asian accents and details are subtle and authentic, and should not draw focus away from the food.

Delicious food and professional kitchen 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 may be plated on white or on Asian-styled ceramics. Pay close attention to food styling. The food should look like it was prepared in a restaurant by an experienced chef, not a home-cooked meal.

Pacific Jade's images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in postproduction. Lighting should be crisp and clean.



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.

