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Pacific Jade<sup>®</sup>

# Brand Guidelines

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October 2023

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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.

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## 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.

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## 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 Ps 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.

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## Primary Color Palette

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



### **BLACK**

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

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R: 0  
G: 0  
B: 0

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HTML: #000000

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# 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, suntre 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

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.



**Glamour Shots  
(Sell Sheet Covers)**

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 a home-cooked meal. Raw food

**Application Shots**

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 quality message. 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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