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Patuxent Farms®  
**Brand Guidelines**

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May 2026

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# Brand Statement

## FROM FARM TO FLAVORFUL

With authentically fresh flavors, Patuxent Farms® meats are delicious from beginning to end. You can always count on the finest quality, taking you back to the farm and fields.

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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 logo for Patuxent Farms® takes the shape of a heritage-style sign, reminiscent of those used to display a farmer's family name on their property. The slab serif typeface blends a traditional serif and modern sans serif for an updated appearance. Complementing the farm character and feel are three animal icons, which differentiate the main protein offerings within the line.

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# Protected Space and Minimum Size

To keep the integrity of the brand consistent across all applications, it is important to abide by the rules laid out in these guidelines, beginning with the protected space and minimum size. The Patuxent Farms® logo should appear no smaller than 1.5 inches in width in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.



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## Incorrect Use of the Brand Mark

For brand-related marketing collateral, the brand should appear on the left. For product-specific Patuxent Farms items, the brand should appear on the right or where space is available.



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

Green represents the grassy pastures associated with traditional farms. Clean and fresh in tone, this color also punctuates the superior nature of the brand’s minimally processed products — products that are a cut above. It’s also design-friendly, translating well to corrugates and across all color libraries.



<b>PANTONE 363</b>	<b>PANTONE 418</b>	<b>PANTONE 395</b>
<b>C: 78</b>	<b>C: 33</b>	<b>C: 7</b>
<b>M: 5</b>	<b>M: 23</b>	<b>M: 0</b>
<b>Y: 98</b>	<b>Y: 34</b>	<b>Y: 79</b>
<b>K: 24</b>	<b>K: 68</b>	<b>K: 0</b>
<b>R: 76</b>	<b>R: 81</b>	<b>R: 237</b>
<b>G: 140</b>	<b>G: 83</b>	<b>G: 236</b>
<b>B: 43</b>	<b>B: 74</b>	<b>B: 63</b>
<b>HEX: #4C8C2B</b>	<b>HEX: #51534A</b>	<b>HEX: #EDEC3F</b>

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# Typography



Brand font headline use  
Rockwell Std Regular

**HEADLINE HERE**

Rockwell Std Regular  
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.**

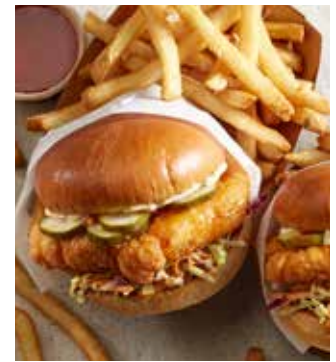
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# Photography

Patuxent Farms® food imagery should feel hearty, wholesome, and expertly prepared. Photography should highlight natural textures and doneness—golden browning, juicy interiors, crisp edges and clean knife cuts—captured in warm, appetizing light that brings out the quality of the food.

Food photography plays a central role across Patuxent Farms brand materials. Every image should feel honest, elevated and craveable, showcasing products as they would be served at their best by a skilled culinary team. Styling should be intentional but unfussy, with food presented in a way that feels professionally prepared—never homemade, never over-styled.

Patuxent Farms photography should evoke confidence in the product and pride in preparation, using simple, purposeful props, neutral backdrops, and lighting that enhances color and freshness. Each shot should reinforce Patuxent Farms as a trusted, premium protein brand—approachable, dependable, and crafted with care from kitchen to plate.



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.

