



USFoods® PowerPoint Presentation Template -Guidelines

US Foods brand identity consists of various design and communication components. It's extremely important that we all do our part to protect the brand by using these elements and referring to our guidelines. In every instance, consistency counts.

Our **US Foods PowerPoint template** is designed for use in training sessions or business meetings involving **US Foods Exclusive Brands (EB)** products. When using this PowerPoint template, we ask that you maintain the following guidelines:

OVERALL

- Use this PowerPoint template for training/business meetings that represent US Foods EB products.
- **DO NOT** use this template for training/business meetings on Manufacturer Brand (MB) products.
- **DO NOT** cross-brand with EB and MB logos. The use of US Foods trademarked logos are prohibited on any MB materials.
- All materials must be approved by your one-door contact and US Foods marketing prior to distribution.

GRAPHIC STANDARDS

- **DO NOT** alter or cover up the US Foods logo that appears in this template in any way.
- **DO NOT** alter color within this template. The US Foods Brand Color palette must be maintained: Pantone 173 (RGB 207-69-32), Pantone 576 (RGB 92-135-39) and Pantone Cool Gray 11 (RGB 113-112-115)
- Use the typeface (Arial) that appears in this template **ONLY**, including Arial regular, italics, bold or bold italics.
- Do not alter the title page and US Foods closing page in any way.

Please refer to the full US Foods Corporate Brand Guidelines for more details.

*Our current strategy statement has been updated to: **GREAT FOOD. MADE EASY™** "Food. Food People. Easy" is no longer in use please make sure this outdated statement **DOES NOT** exist on any materials.