



Rituals[®]
Brand Guidelines

November 2014
Version 2.0

Table of Contents

Brand Statement	3
Brand Voice	4
Brand Mark	5
Primary Color Palette	8
Typography	9
Photography	10
Omni-Channel Applications	12
Packaging	14

Brand Statement

We travel the globe to bring you the finest quality coffee beans from the most acclaimed growing regions. These regions provide growing conditions that maintain ideal temperatures and irrigation and provide rich, porous soil influencing the taste and aroma of each bean, ensuring all coffees have their own unique flavor palette. We take pride in delivering the best and most consistent premium coffees from around the world.

Brand Statement defines the products and benefits. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.

Rituals Brand Voice

Rituals offers the finest coffees and the more flavorful teas. To tell that story, the tone is “sell with a smile” to make it appropriate and engaging. 3-4 descriptive sentences paint a picture of the dining experience each product creates. The “sell” is a description of product attributes. The “smile” is a slice-of-life statement that lightens the mood of the copy in an attempt to endear the brand or product to the customer.

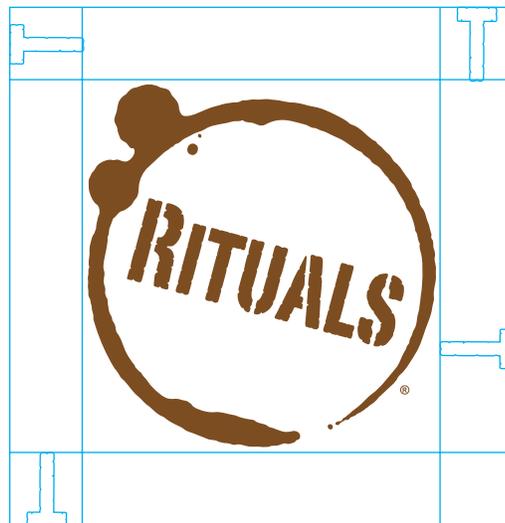
Brand Mark



The Rituals logo, inspired by a cup stain, works well for the products it (mainly) pitches: hot beverages. Together with the crate-like typography, it espouses a modern and appropriately tactile feel — summoning the thought of an actual café.

Protected Space & Minimum Size

Clean, white space and minimal layout elevate the quality perception of Rituals. To maintain the integrity of this high-quality 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 0.5 inch in size in any application. Always respect the clear space around the logo; it should always measure the height of the Cap "T" in Rituals.



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 simple dark, chocolate-brown color palette has a richness and wholesomeness to it. Brown is popularly associated with things that are natural and organic.



PANTONE 4695 C

C: 23
M: 58
Y: 88
K: 45

R: 91
G: 52
B: 39

HTML: #5B3427t



PANTONE 4655 C

C: 8
M: 41
Y: 51
K: 20

R: 191
G: 148
B: 116

HTML: #BF9474

Typography

The primary typeface used for Rituals is Portagol. Typeset headers and subheads in Portagol.

PORTAGO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Berthold Akzidenz Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Text G1 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photography

Rituals features drink imagery that is warm and rich for the hot beverages and light and cool for the cold beverages, with natural prop styling.

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 look appealing and fresh with food that is always plated on white. Pay close attention to food styling; the food should look like it was prepared in a restaurant by an experienced chef, not like a home-cooked meal.

Rituals photography portrays lighting that highlights the products and a short depth of field for a soft-focus background. This effect may be achieved in post.



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

Omni-Channel Applications

It's important that voice and look apply to all mediums to tell a consistent and complete Rituals story.

Rituals marketing materials include:

- **Websites.** The US Foods website contains information about the brand and features select images of Rituals products.
- **Sell Sheets.** The two-sided handouts feature information about our products.
- **Table Tents/Posters/Signage.** Promotional marketing materials help promote Rituals products.

All applications must adhere to the signature Rituals design described in previous pages.



EVERY MODEL NEEDS SOME

Rituals Non-Dairy Coffee Creamer and Sugar products are sweeten an afternoon to

Rituals Non-Dairy Coffee Creamer

- Economical 12 oz. canisters or convenient 3 g packets
- Adds rich flavor to plain coffee
- Fits in hand for easy pouring
- Easy pour-open lid
- Long shelf life (12 months)

Rituals Pure Sugar

- Available in 20 g dispensers or 100 g jars
- 15 calories per 5 g
- Rituals brand is consistent high ingredients

CANISTERS

A-Code	Product Description
2000007	Rituals Non-Dairy Coffee Creamer
2000012	Rituals Pure Sugar

SINGLE-SERVE PACKETS

A-Code	Product Description	Pack Size
19442791	Rituals Non-Dairy Coffee Creamer Packets	2000007

RITUALS® COFFEE CREAMER AND SUGAR

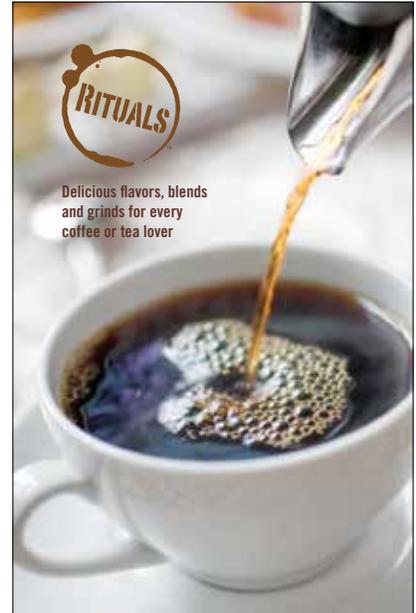
Coffee creamer and sugar turn basic brew into a cup of hand-held comfort. Available in dispenser canisters with pour spouts or single serve packaging. Rituals creamer and sugar offer shelf-stable flavor and usability to coffee consumers.

US FOODS

For more information about Rituals® products, visit www.usfoods.com or contact your local US Foods representative. ©2014

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Sell Sheets



Poster



Guides

Packaging

All design standards also apply to the packaging of every product. Design cues such as color, fonts, etc. must be incorporated to maintain a cohesive look. Please refer to packaging guidelines for complete information regarding packaging design.



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