



---

Roseli®  
**Brand Guidelines**

---

May 2026

---

# Table of Contents

Brand Statement	3
Brand Mark	4
Protected Space and Minimum Size	5
Incorrect Use of the Brand Mark	6
Primary Color Palette	7
Typography	8
Photography	9

---

# Brand Statement

**AUTHENTIC ITALIAN FLAVOR THAT SAVES YOU TIME  
WITHOUT COMPROMISING TASTE AND QUALITY**

Roseli® is a full collection of pastas, cheeses, meats, oils, tomatoes and sauces for creating any Italian specialty.

---

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

---

## Brand Mark

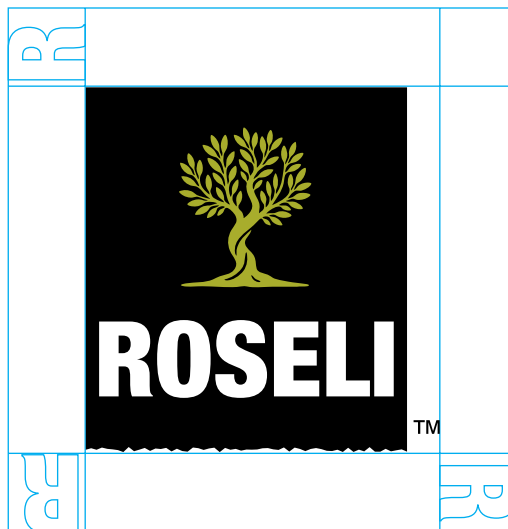


The Roseli logo showcases a stylized olive tree above the bold Roseli name, symbolizing authenticity and a connection to Italian culinary tradition. This fresh mark reflects the brand's commitment to quality and natural ingredients, evoking the warmth and craftsmanship of home-cooked Italian meals.

---

## Protected Space and Minimum Size

Clean, white space and minimal layout elevates the quality perception of Roseli®. 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 0.625 inches in size in any application. Always respect the clear space around the logo; it should always measure the height of the “R” 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 scale disproportionately.



Do not remove or change the graphics elements.



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

---

## Primary Color Palette

A black and retro-green color palette brings an authentic Italian feel to the product.



**PANTONE 7745 C**

---

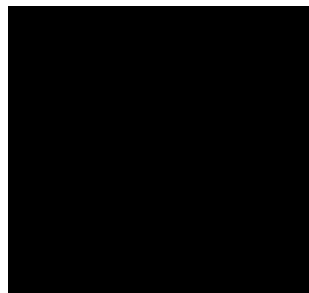
**C: 16**  
**M: 0**  
**Y: 91**  
**K: 28**

---

**R: 171**  
**G: 173**  
**B: 35**

---

**HEX: #ABAD23**



**Process Black**

---

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

---

**R: 0**  
**G: 0**  
**B: 0**

---

**HEX: #000000**

# Typography



Brand font headline use  
**Acumin Variable Concept**

# HEADLINE HERE

**Acumin Variable Concept Condensed Black**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz  
1234567890

**Acumin Variable Concept Condensed Bold**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz  
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  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz  
1234567890

*Aktiv Grotesk Italic*  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz  
1234567890

**Aktiv Grotesk Medium**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz  
1234567890

Aktiv Grotesk Light  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqr**stuv**wxyz  
1234567890

**ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.**

---

## Photography

Roseli® food imagery should be earthy and fresh with bright, colorful hues, using airy lighting, natural-feeling props and food styling.

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, 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.

Roseli photography should portray an outdoorsy, sun-kissed feel and include propping such as well-weathered cutting boards and greenery in the background. Food should be styled with fresh herbs and garnishing inspired by Italy.



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.

