



Roseli®
Brand Guidelines

October 2025

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	10

Brand Statement

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

Roseli® is a full collection of the best domestic 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 new 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

HTML: #ABAD23



Process Black

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

R: 0
G: 0
B: 0

HTML: #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.



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 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.



© 2025 US Foods, Inc. 10-2025 OTH-20231009-6297531