# Table of Contents

- Brand Statement 3
- Brand Voice 4
- Brand Mark 5
- Primary Color Palette 8
- Typography 10
- Photography 12
- Omni-Channel Applications 14
- Packaging 16
Brand Statement

Authentic Italian that saves you time without compromising taste and quality.
Brand Voice

Roseli is known as a full collection of the best domestic pastas, cheeses, meats, oils, tomatoes and sauces for creating any Italian specialty. 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 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

Featuring a stylized map of Italy, the logo stands as a nod to the very inspiration of Roseli. A bold, tab-like box encases the map and name, introducing a local, hand-made quality to the packaging.
Protected Space & 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 inch 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.
Primary Color Palette

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</table>
Typography

The primary typeface used for Roseli is Helvetica Neue Black Condensed. It was chosen for its clean, high-quality lines and legibility.

The secondary typeface for Roseli is Helvetica Neue Medium Condensed. Use where the design permits.

**NOTE:** Headers for body copy should be typeset using Berthold Akzidenz Grotesk Medium, and the body copy should be typeset using Chronicle Roman.
Typography

Helvetica Neue 97 Black Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue 77 Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Berthold Akzidenz Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
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.
Omni-Channel Applications

It’s important that voice and look are applied to all mediums to tell a consistent and complete Roseli story.

Roseli marketing materials include:

- **Websites.** The US Foods® website contains information about the brand and features select images of Roseli products.

- **Sell Sheets.** The two-sided handouts feature information about our products.

- **Table Tents/Posters/Brochures.** Promotional marketing materials help promote Roseli products.

All applications must adhere to the signature Roseli design described in previous pages.
Making pizza can be labor intensive and costly by the time you make your own dough. Roseli® takes care of that for you with crusts and dough that look like they were made from scratch. Think of the mess and expensive machinery you can avoid by having Roseli do the work for you. Our crusts can be taken out of the freezer as needed, minimizing waste. Your waste is further reduced by crusts having a seven-day refrigerated life.
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.