

**RYKOFF SEXTON®**

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Rykoff Sexton®  
**Brand Guidelines**

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October 2023

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# Brand Statement

FROM AROUND THE WORLD TO YOUR KITCHEN

For chefs who believe starting with the best ingredients is essential to creating the best dishes – Rykoff Sexton® offers a range of coveted ingredients and products from specialty regions and producers across the globe.

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**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.**

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## Brand Mark



Like a king's "seal of approval," the Rykoff Sexton® logo is reminiscent of a wax stamp, which brings the idea of honor and trust. A stylized crown adds the requisite regal flair — and brand authority.

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# Protected Space and Minimum Size

Clean, white space and minimal layout elevate the quality perception of Rykoff Sexton®. 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 1.25 inches in size in any application. Always respect the clear space around the logo; it should always measure at least the height of the crown.



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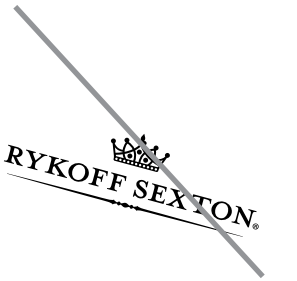
# Incorrect Use of the Brand Mark



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.

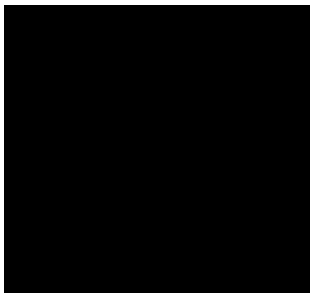


Do not place on top of busy photography or background color.

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## Primary Color Palette

In its simplicity, a classic black-and-white color palette shows elegance and sophistication, suggesting a high-end product.



### Process Black

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

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R: 0  
G: 0  
B: 0

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HTML: #000000

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# Typography



Brand font headline use

**Minion Pro Bold**

# HEADLINE HERE

**Minion Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Aktiv Grotesk Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Aktiv Grotesk Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Aktiv Grotesk Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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



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## Photography

Rykoff Sexton® food imagery should have a mouth-watering appearance with moody, rich lighting and styling. Culinary details are meticulous and well- thought-out.

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. 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.

Rykoff Sexton images should be photographed with strong highlights and a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



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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.

