

RYKOFF SEXTON™

Rykoff Sexton®
Brand Guidelines

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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

From around the world to around your kitchen, Rykoff Sexton is the trusted source for premium ingredients when quality counts and original ingredients matter most. We've traveled the world to find just the right specialty ingredients from points of origin – whether imported or domestic – to enhance your recipes.

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.

Rykoff Sexton Brand Voice

Rykoff Sexton™ offers the freshest fruits, vegetables and herbs straight from the field to kitchens across America. 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



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.

Protected Space & 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.



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.



Scale disproportionately.



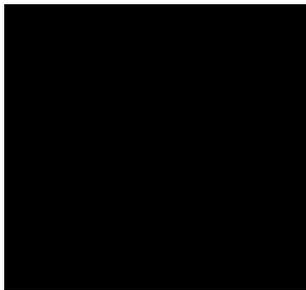
Do not remove or change the graphics elements.



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

Primary Color Palette

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



Process Black

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

R: 0
G: 0
B: 0

HTML: #00000

Typography

The primary typeface used for Rykoff Sexton is Minister. A prolific and familiar typeface, it was chosen for its classic appearance and fine typographic roots.

Minister LT Bold
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

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 are a very important part of every brand when designing collateral and print ads. It is essential that it look 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 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 Rykoff Sexton story.

Rykoff Sexton marketing materials include:

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

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





NON-GMO SUNFLOWER OIL

Our Non-GMO Project Verified Sunflower Oil is a perfect choice for commercial kitchens with its clean flavor profile and superior cooking performance in a wide variety of applications. The health benefits include high Vitamin E and low saturated fat – lower than both olive oil and corn oil.

Earning a proud place in the of sophisticated chefs everyw

19% of U.S. shoppers look for food labels that want to limit GMOs is 33% and grow

Product Inspiration

As chefs search for new products, great quality for their menus, the need for high-quality oils for their Non-GMO Sunflower Oil has grown. Our Non-GMO Sunflower Oil has a clean, regular, pleasant taste that is healthy, nutritious, and already approved and in high demand for about 100 years.

Our sunflower oil has been tested by a third party to make sure it is pure and has been genetically modified.

Product Attributes

- High Stability
- High Smoke Point
- Clean Flavoring
- Clean Label

A-Code	Product Description	Pack Size
8881237	Non-GMO Sunflower Oil	25.36

Food Item

This food item is classified as a group for labeling purposes in the United States as shown on what is shown elsewhere.



For more information about Rykoff Sexton® products, visit www.rykoffsexton.com or call 1-800-390-3900. © 2014 US Foods. *Market Group, February 2014

Sell Sheets

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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