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Stock Yards®  
**Brand Guidelines**

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May 2026

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# Brand Statement: Stock Yards®

## WORLD'S FINEST STEAKS AND CHOPS

For more than 130 years, Stock Yards® has been offering discerning chefs carefully crafted beef and pork. Our commitment to exceptional meat selection, precise aging and skillful trimming ensures outstanding quality. Whether for elegant fine dining or a renowned bar & grill, Stock Yards provides expert cuts tailored to your needs. Elevate your culinary creations with Stock Yards premium beef and pork selections.

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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 piece that showcase several items of that brand.**

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# Brand Statement: Stock Yards Angus®

## THE ANGUS BREED

Our Stock Yards Angus® assortment offers a flavorful, high-quality grade of beef sourced from a preferred breed. The superior marbling, texture and tender juiciness of Angus beef, combined with our more than 130 years of industry expertise, delivers a level of distinction to your menu that diners recognize and demand.

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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 Voice BTB**

For food operators, it's important to deliver the message that Stock Yards® has been offering discerning chefs carefully crafted beef and pork for over 130 years. Our commitment to exceptional meat selection, precise aging and skillful trimming ensures outstanding quality. Whether for elegant fine dining or a renowned bar & grill, Stock Yards provides expert cuts tailored to your needs.

## **Brand Voice BTC**

For consumers, Stock Yards is portrayed as the world's finest steaks and chops. Materials should also present a bit of nostalgia for those who are familiar with the Chicago stock yards, and the history and legacy behind the name.

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## Brand Marks



The clean, decisive lines of the Stock Yards® logo complement the craft of butchering. The name lets consumers know exactly what kind of product they specialize in. The lines add equal parts flair and authority, while hinting at the company's home-raised, all-American product.

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# Protected Space and Minimum Size

Clean, white space and minimal layout elevates the quality perception of Stock Yards®. 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 inch in width in any application. Always respect the clear space around the logo; it should always measure half the height of the "Y" in "STOCK YARDS" within the logo.



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# Incorrect Use of the Brand Marks



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

Black on white is reminiscent of a classic icon: the butcher’s apron. With its clean, “no fuss” appearance, it suggests a company that is a master of the craft.



**PANTONE 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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HEX: #000000

**PANTONE 1945**

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C: 0  
M: 100  
Y: 55  
K: 28

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R: 166  
G: 9  
B: 61

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HEX: #A6093D

# Typography



Brand font headline use

Vista Slab OTCE Medium

## HEADLINE HERE

Vista Slab OTCE Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Vista Slab OTCE Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Vista Slab OTCE Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Vista Slab OTCE Medium (85% horizontal)ABCDE-

FGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

*Vista Slab OTCE Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

Body copy for all Exclusive Brands

Aktiv Grotesk Family

### EVERNAT VERUPTIANT

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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

Stock Yards® food imagery should be rich in texture and coloring, using moody lighting with natural, understated prop and food styling. The photography should showcase the product in a way that makes it appear juicy, flavorful and tender, capturing the indulgent appeal of premium cuts.

Delicious food and professional kitchen 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 a home-cooked meal.

Stock Yards photography should portray natural kitchen details, such as cutting boards and butcher paper. This product should be propped in a way that conveys hands-on, “food enthusiast” involvement.

Use the butcher paper texture where appropriate.



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

props 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.



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