

Stock Yards® Brand Guidelines

October 2023

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STOCK YARDS® GUIDELINES

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Brand Statement

WORLD'S FINEST STEAKS AND CHOPS

For over 120 years, we've been providing chefs with expertly cut and portioned beef and pork based on rigid meat-selection criteria, precise beef aging and expert trimming. From white linen presentation to casual family dining, our procurement experts will find the bestquality options – carefully selected from our extensive meat assortment – that work for your budget and pack-size needs.

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.

STOCK YARDS® GUIDELINES BRAND STATEMENT

Brand Voice BTB

For food operators, it's important to deliver the message that Stock Yards® products are the world's finest steaks and chops. Stock Yards products are expertly cut and portioned to offer the best-quality options that work for operators' budgets and pack size needs. an opportunity to create the New York deli experience with products of the best quality. Whether you need white linen presentation or casual family dining, the Stock Yards assortment is here to meet demand.

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.

*No artificial ingredients. Minimally processed.

STOCK YARDS® GUIDELINES BRAND STATEMENT

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.

STOCK YARDS® GUIDELINES BRAND MARKS

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.



Incorrect Use of the Brand Marks







Do not change the color.

Do not add a drop shadow.

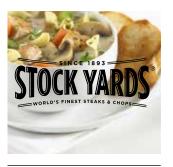
Do not rotate the logo.







Do not skew.



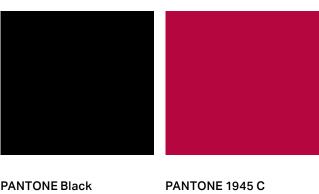
Do not place on top of busy photography or background color.

Do not scale disproportionately.

Do not remove or change the graphics elements.

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		PANTONE 1945 C	
C:	0	C:	0
M:	0	M:	100
Y:	0	Y:	55
K:	100	K:	28
R:	0	R:	166
G:	0	G:	9
B:	0	B:	61
			"

HTML: #000000 HTML: #A6093D

STOCK YARDS® GUIDELINES PRIMARY COLOR PALETTE

Typography



Brand font headline use

Vista Slab OTCE Medium

HEADLINE HERE

Vista Slab OTCE Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Vista Slab OTCE Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Vista Slab OTCE Regular Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 Vista Slab OTCE Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Vista Slab OTCE Medium (85% horizontal)ABCDE-FGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Body copy for all exclusive brands

Aktiv Grotesk Family

Aktiv Grotesk Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Aktiv Grotesk Light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed maionse ctatis sus re elicit fuga. Ut officiis mi, sunte suntore pelicaerepe esequo enduciendae nihit, vent aut quo omnis aut molor as sumquidus, as mi, unt lis dissin restruntis expl

Aktiv Grotesk Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

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

STOCK YARDS® GUIDELINES

TYPOGRAPHY

Photography

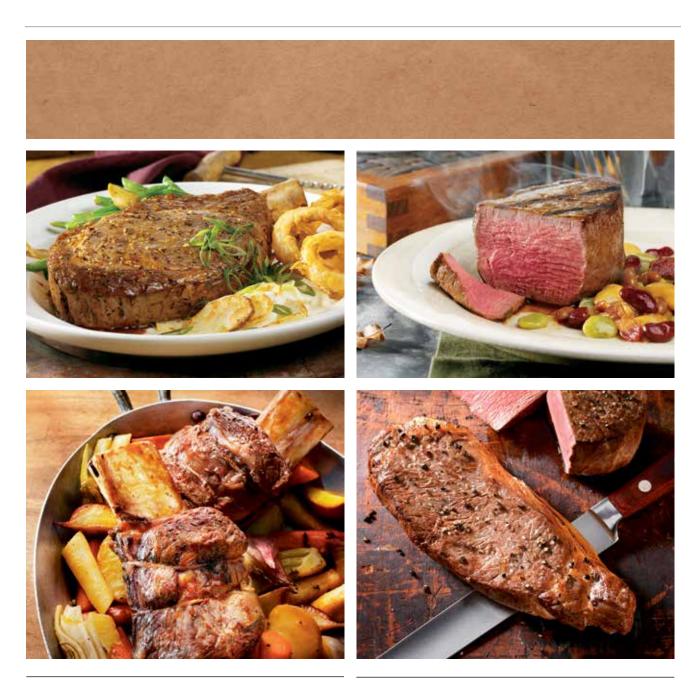
Stock Yards® food imagery should be rich in texture, using moody lighting with very natural prop and food styling.

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.

STOCK YARDS® GUIDELINES PHOTOGRAPHY



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 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 quality message. 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.

STOCK YARDS® GUIDELINES PHOTOGRAPHY



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