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Stock Yards®  
**Brand Guidelines**

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October 2023

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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 best quality options – carefully selected from our extensive meat assortment – that work for your budget and pack-size needs.

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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® 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.

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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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HTML: #000000

**PANTONE 1945 C**

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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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HTML: #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)**

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Vista Slab OTCE Regular Italic*

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body copy for all exclusive brands

### Aktiv Grotesk Family

*Aktiv Grotesk Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### 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 Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Aktiv Grotesk Italic*

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
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, 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.



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.**

