



Superior[®]
Brand Guidelines

May 2026

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Brand Statement

EQUIPPING RESTAURANTS WITH THE EVERYDAY ESSENTIALS THEY COUNT ON

With stellar performance and remarkable affordability – Superior® stands ahead of the rest. For over 75 years, we've been equipping restaurants with the everyday essentials they count on, from contemporary glassware to heavy equipment. Created with chefs in mind, Superior products offer durability, smart design and ease of maintenance. Your front- and back-of-house supplies should always come with the proven reliability and outstanding value of Superior.

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.

Brand Mark



Protected Space and Minimum Size

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 1.5 inches in width in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.

For brand-related marketing collateral, the brand should appear on the left. For product-specific Superior® items, the brand should appear on the right or where space is available.



Protected space = half of diameter

Incorrect Use of the Brand Mark



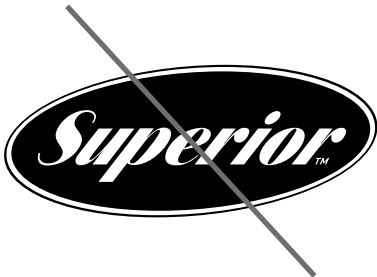
Do not change the color.



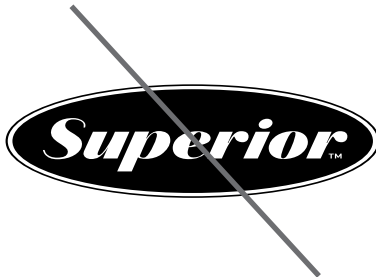
Do not add a drop shadow.



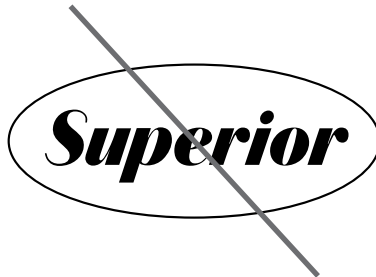
Do not rotate the logo.



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.

Primary Color Palette



Process Black

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

R: 0
G: 0
B: 0

HEX: #00000

Typography



Brand font headline use

Balboa Bold

HEADLINE HERE

Balboa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy for all Exclusive Brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

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Aktiv Grotesk Regular

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1234567890

Aktiv Grotesk Italic

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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.

Photography

Superior® should feature product imagery that is clean and sparsely propped.

Professional product and kitchen photography are a very important part of every brand when designing collateral and print ads. It is essential that it looks professional.

Superior images should be photographed with bright, natural lighting and a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



Products 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 propping and ultimate appetite appeal. 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.

