

THIRSTER®

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**Thirster**  
*Brand Guidelines*

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November 2014  
Version 2.0

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# Brand Statement

Thirster® Beverages a commitment to taste & quality. Thirster beverages deliver outstanding quality and taste for all of your needs. With many delicious flavors to choose from, Thirster has a wide selection that your customers will appreciate.

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**Brand Statement defines the products and benefits. It's generally used on web sites, sell sheets, guides and any promotional piece that showcases several items of that brand.**

## Thirster Brand Voice

Whether it's water, juices or mixes, Thirster offers refreshing beverages pleasing to every pallet. 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

THIRSTER®

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The Thirster logo is the brand name in bold round type that resembles liquid droplets.

## Protected Space & Minimum Size

Clean white-space and minimal layout elevate the quality-perception of Thirster. In order to maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules that are laid out in these guidelines. This starts with the protected space and minimum size. The logo should appear no smaller than .75 inch in size (without the tag line) and no smaller than 2 inches (with the tagline) in any application. Always respect the clear space around the logo; it should always measure at least half of the diameter of the logo.



# Incorrect use of the Brand Mark



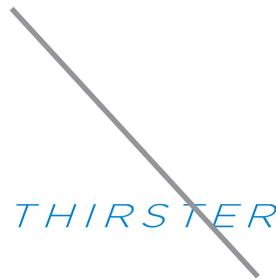
**Do not change the color.**



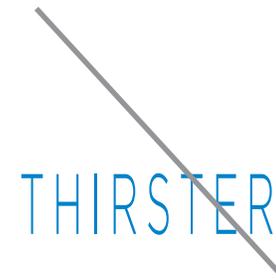
**Do not add a drop shadow.**



**Do not rotate the logo.**



**Do not skew.**



**Do not disproportionately scale.**



**Do not remove or change the graphics elements.**



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

# Primary Color Palette

The blue color palette emphasizes the brand's commitment to quality and freshness, which visually reinforces the brand's connectedness to nature.



## Pantone Process Blue

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**C: 100**  
**M: 10**  
**Y: 0**  
**K: 10**

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**R: 0**  
**G: 130**  
**B: 199**

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**HEX: #0081C7**

# Typography

Chronicle Text G1 Roman is Thirster's primary typeface. A prolific and familiar typeface, it was chosen for its classic appearance and fine typographic roots.

**Chronicle Text G1 Roman**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Chronicle Text G1 Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

**Berthold Akzidenz Grotesk Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Berthold Akzidenz Grotesk Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Photography

Delicious food photography is a very important part of every brand when designing collateral and print ads.

Photographed food on a white background with minimal propping presents Thirster products in their purest form. Bring the photography to life by shooting from above and arranging it in a fun and playful manner.

Thirster's photography is about the simple beautiful details.



Beverage photography is a very important part of every brand when designing collateral and print ads. It is essential that it look appealing and fresh. Drink imagery should look like it's being served in a restaurant, not a home-cooked meal.



Always choose the freshest and least-processed imagery in order to reinforce the quality message. Drinks should be photographed with bright, airy lighting and retouched in order 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 Cross Valley Farms story.

Cross Valley Farms marketing materials include:

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

All applications must adhere to the signature Cross Valley Farms design described in previous pages.



**THIRSTER®** A

Thirster® Drink Mixers are premium-quality, deliver perfect flavor every time. Pour straight alcoholic beverage and ice, and enjoy!

**Product Inspiration**

Today's consumers can be selective, especially when it comes to their cocktail and mixed drinks. 93% of consumers say that they are paying more attention now than they did two years ago to mixers used in the cocktail they order.\*

Active and passive are the usual ingredients in prepared mixed drinks. They provide flavor, volume and texture. With Thirster Drink Mixers, it's all available in one ready-to-use bottle.

**Choose from a variety of flavors:**

- Grenadine
- Margarita Mix
- Pineapple Mix
- Sweet and Sour Mix
- Sweetened Lime Juice
- Triple Sec
- Strawberry Margarita Mix

**Product Attributes**

- All-in-One
- Made with care
- No HFCS

**Drink Mixers**

Get in the mix! Prepare delicious drinks with ease using new Thirster® Drink Mixers. Add them to your kitchen or bar for a fast and easy way to create premium drinks.

| K-Code  | Product Description      | Volume     |
|---------|--------------------------|------------|
| 5703520 | Grenadine                | 12.1 Liter |
| 5703599 | Margarita Mix            | 12.1 Liter |
| 5703580 | Pine-Citrus Mix          | 12.1 Liter |
| 5703243 | Sweet and Sour Mix       | 12.1 Liter |
| 5703552 | Sweetened Lime Juice     | 12.1 Liter |
| 5703602 | Triple Sec               | 12.1 Liter |
| 5703645 | Strawberry Margarita Mix | 12.1 Liter |

**US. FOODS**

For more information about Thirster® products, visit [www.usfoods.com](http://www.usfoods.com) or contact your local US Foods representative. © 2014

\*Technomic © 2013 US Foods

Sell Sheets



**THE ULTIMATE MIXED DRINKS**  
Bar Guide

**US. FOODS**  
KEEP THE SPARKS COMING.

Guides

# 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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