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Value+Plus®  
**Brand Guidelines**

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October 2023

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## Brand Statement

SUPPLIES LOW ON COST. HIGH ON QUALITY.

From paper dinnerware to food packaging, Valu+Plus® offers an extensive line of disposables. Valu+Plus® has the solution to all your disposable product needs, and offers unmatched quality at unbeatable prices for operators watching their budgets.

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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

Valu+Plus® offers an extensive line of disposables. To tell that story, the tone is “sell with a smile,” to make it appropriate and engaging. Three to four 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.

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## Brand Mark

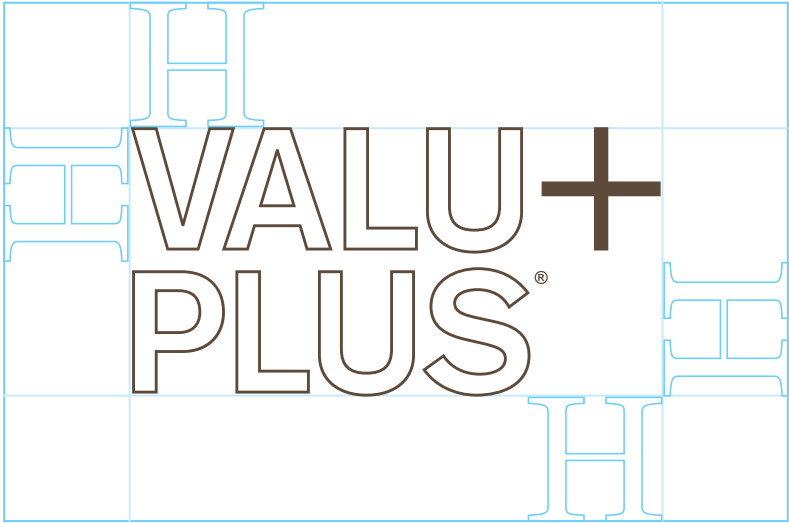


The typeface for Valu+Plus® was purposely kept simple to reflect a value aspect of the brand promise. The plus sign used signifies the additional quality in these products, while still maintaining reasonable prices and value.

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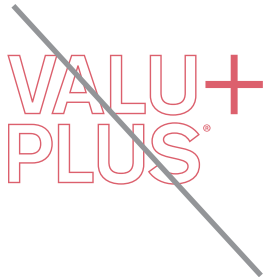
# Protected Space and Minimum Size

Clean, white space and minimal layout elevate the quality perception of Valu+Plus®. 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 .75 inches in size without the tagline 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 the diameter of the logo.

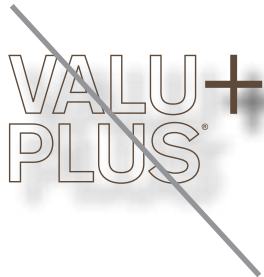


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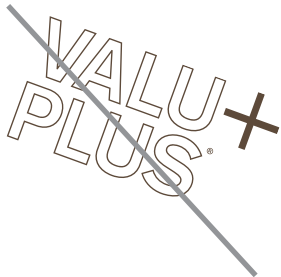
# Incorrect Use of the Brand Mark



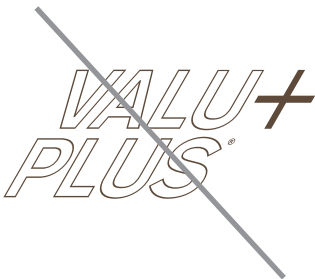
Do not change the color.



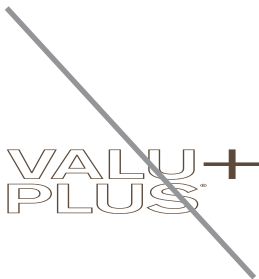
Do not add a drop shadow.



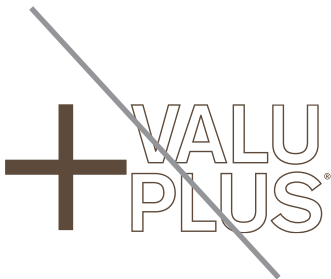
Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



Do not remove or change the graphics elements.

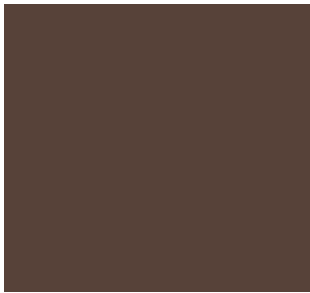


Do not place on top of busy photography or background color.

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## Primary Color Palette

The brown outline creates a simplistic feel that drives home the value statement behind the brand.



**PANTONE 7529**

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**C: 24**

**M: 42**

**Y: 45**

**K: 68**

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**R: 68**

**G: 50**

**B: 43**

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**HTML: #43322B**



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# Typography



Brand font headline use

**Aktiv Grotesk Bold**

**HEADLINE HERE**

**Aktiv Grotesk Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Body copy for all exclusive brands

**Aktiv Grotesk Family**

**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 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

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

Photographed products on a white background with minimal propping present Valu+Plus® products in their purest form. Bring the photography to life by shooting the products in use.



Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the message of quality. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

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 like a home-cooked meal. Raw food ingredients are also acceptable and may be used to tell an ingredient or flavor story.

Images are illustrative of visual styling and are not indicative of product categories.

