



Valu+Plus[®]
Brand Guidelines

May 2026

Table of Contents

Brand Statement	3
Brand Voice	4
Brand Mark	5
Protected Space and Minimum Size	6
Incorrect Use of the Brand Mark	7
Primary Color Palette	8
Typography	9
Photography	10

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.

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 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.

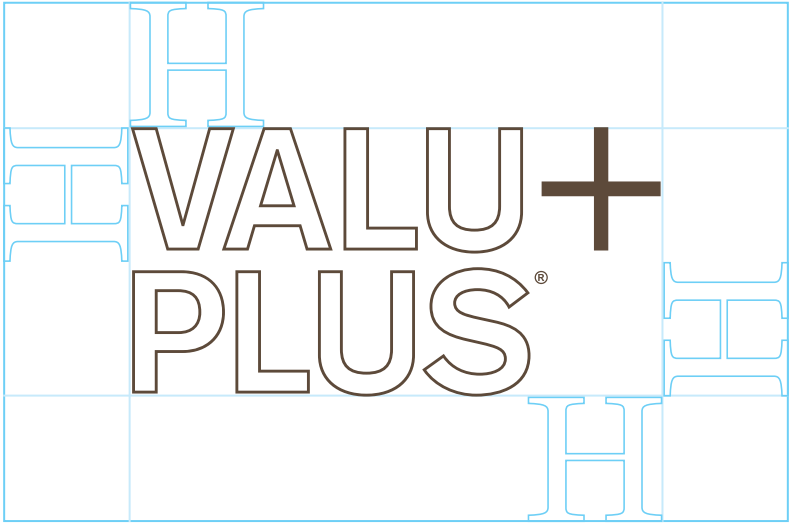
Brand Mark



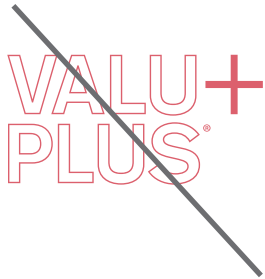
The typeface for Valu+Plus® was purposely kept simple to reflect a value aspect of the brand promise. The plus sign used signifies the additional quality in these products, while still maintaining reasonable prices and value.

Protected Space and Minimum Size

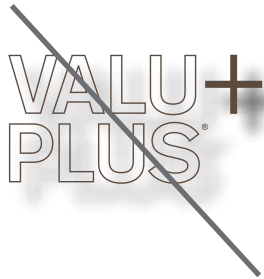
Clean, white space and minimal layout elevate the quality perception of Valu+Plus®. To maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The logo should appear 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.



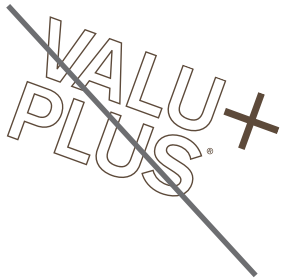
Incorrect Use of the Brand Mark



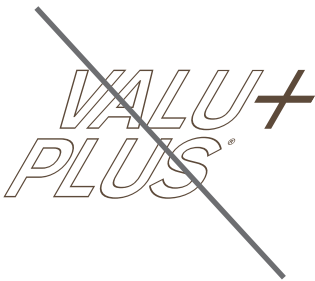
Do not change the color.



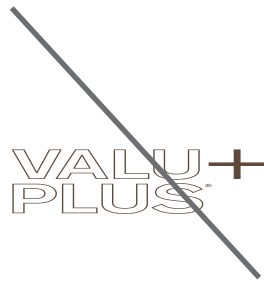
Do not add a drop shadow.



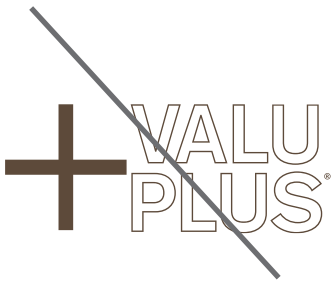
Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



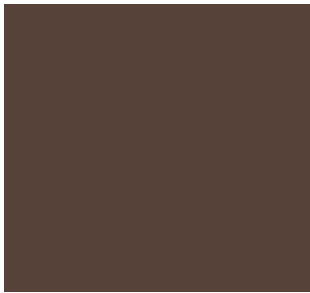
Do not remove or change the graphics elements.



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

Primary Color Palette

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



PANTONE 7519

C: 24

M: 42

Y: 45

K: 68

R: 68

G: 50

B: 43

HEX: #43322B

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.

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.



Effective product photography is essential when showcasing non-food items such as disposables and cleaning chemicals. Imagery should reflect a professional back-of-house environment to reinforce authenticity and context. Avoid residential or home-style settings, as they may misrepresent the product's intended use.

When possible, prop with food or relevant service items to help communicate the product's purpose in a real-world application. Shots should be clean, well-lit and free of clutter or distractions. Just like with food photography, aim for bright, airy lighting and subtle retouching to maintain a polished yet realistic look.

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



© 2026 US Foods, Inc. 05-2026 EB-20251203-6628333