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US Foods®  
**Brand Guidelines**

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April 2024



# US Foods® Our name. Our logo. Our vision.

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US Foods® is a creative and innovative food company, dedicated to customer growth and success.

Our brand identity consists of various design and communication components that must be protected. It starts by referring frequently to these guidelines. In every instance, consistency counts.

Our logo and look are simple, visually powerful and reflect our focus on food with a unique, bold stack of typography in vibrant orange and green, combined with iconic photography to express a fresh outlook.

Our tagline, **WE HELP YOU MAKE IT™**, captures the spirit of what we do for customers every day.





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Section 1

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# Brand Overview: Our Promise, Strategy and Culture

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# Our Promise, Strategy and Culture

**OUR PROMISE**  
**WE HELP YOU MAKE IT®**

**OUR STRATEGY**  
**GREAT FOOD. MADE EASY.™**

**LEADING WITH FRESH AND RELIABLE**

<p><b>CULTURE</b> EMBRACE THE US FOODS® CULTURE</p> <p><b>SAFE</b> <b>SUPPORTIVE</b> <b>RESPONSIBLE</b></p>	<p><b>SERVICE</b> DELIVER WORLD-CLASS SERVICE</p> <p><b>RELIABLE</b> <b>EFFICIENT</b> <b>EASY-TO-USE</b></p>	<p><b>GROWTH</b> GROW MARKET SHARE</p> <p><b>TARGET</b> <b>DIFFERENTIATE</b> <b>BE FRESH</b></p>	<p><b>PROFIT</b> EXPAND EBITDA MARGIN</p> <p><b>MARGIN</b> <b>PRODUCTIVITY</b> <b>OPTIMIZATION</b></p>
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**OUR CULTURAL BELIEFS**

<p><b>DELIVER EXCELLENCE</b> I do it right for my customer every time.</p>	<p><b>STOP WASTE</b> I drive productivity through continuous improvement.</p>
<p><b>YOU MATTER</b> I work safely, care for my co-workers and enable their success.</p>	
<p><b>WIN TOGETHER</b> I team up with the right people, in the right way, at the right time.</p>	<p><b>SPEAK UP</b> I seek the facts, talk straight and exchange objective feedback.</p>

# Our Voice

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Our brand voice can be summed up in a few words:

- inspired
- passionate
- knowledgeable
- food-focused
- easy to understand
- authority

Our voice stems from our strategy and values, and includes words that express:

- integrity
- excellence
- innovation
- exclusivity
- expertise
- quality
- ease

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### **About our voice.**

As an industry leader, it's important to sound like one. When our voice is strong, we maximize our equity. All vehicles should demonstrate a clear, easily recognizable voice that keeps the brand image consistent — and supports our position as a leader.

We're here to help our customers — we are sous chefs, and they are head chefs. We are here help them make it.

### **Who are we are and what we sound like.**

Our tone and style are crucial to our voice. We avoid advertising cliché in favor of warmth, humor and honesty.

We communicate in a collaborative and easy tone. Never formal, always respectful, our honest voice earns the trust of our customers, while our passion inspires them.

Always keep words and sentences short and succinct. Remember that communications should be simple, compelling and ring true to our clients.

Our style is natural in that it resembles the spoken word — it's conversational and welcoming.

# Our Voice

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## **We're people.**

Sure, we're a big corporation – but people want to work with people. To that end, the reader should always have a sense of the product developers, chefs and other staff members behind the scenes. Use a first-person point of view ("I, we, us, our," etc.) along with specific details when referring to recipes, trends and product usage.

Examples:

*We traveled to Asia last summer to discover a neat new trend.*

*Our favorite way to use this sauce is . . .*

*Back in our kitchen, we blended eggs with . . .*

## **We're leaders.**

Whenever possible, build credibility by showing how we're "first" or by making other claims. Be confident without being arrogant. Give the reader solid reasons for choosing US Foods® over the competition.

Examples:

*The world's first croissant burger bun -  
and Pat LaFrieda's only supplier.*

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### **We're passionate.**

As food people, we love to talk to our customers about their business and their culinary needs. We love to talk about kitchens and cooking. Correct use of authentic culinary language is essential. Channel the passion of those who work for the company. Be excited about a new idea or innovation by using language that's interesting and believable, warm and identifiable.

#### Examples:

*We were shocked by how it transformed our operation!*

*We've had loads of shrimp over the years, but this is far and away the best. It just blew us away!*

# Our Voice

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## **We're funny.**

While we're very serious about food, we also have a lighter side that's more likely to appear in headlines than body copy. Perhaps a little quirky, our sense of humor is part of what reveals the human side of our business. Be clever, as long as language does not detract from the central message of expertise or take priority over food appeal.

Examples:

*Love at first bite!*

## **We're your advocate.**

Reveal drawbacks with the status quo and take every opportunity to show readers that we "get it" – especially when it involves obstacles they've been grappling with for ages. Providing solutions creates loyalty and strengthens our relationships.

Examples:

*If Otis Spunkmeyer keeps you guessing, try this . . .*

*There's no substitute for authentic, slow-cooked pork barbecue. But what a drain on time and resources! The solution?*

*We do the cooking.*



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### **We're trendsetters.**

Identify trends and demonstrate how we lead the way with new and exciting products. Our operators want to provide their customers with innovative and trendy experiences. Show them that they can count on us for the expertise and products they need.

Examples:

*International flavors are trending . . .*

*Right now, everything old is new again, so you can expect . . .*

### **We're worldly.**

Show our readers that we're on top of what's happening in the industry at home and around the world. When relevant, entertain them with tales of our adventures and introduce them to new and exotic flavors.

Examples:

*This is how they serve it in Thailand!*

*In Italy, they use just three ingredients . . .*

# Our Brand Persona

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At our core, what we share with our employees and our customers is passion. We aspire to elevate the dining experience through innovative and fresh ideas, and we are driven to take the lead for our customers as they strive to make their culinary marks. The fact that the work is never done is what we love about it the most.



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Our brand persona can be summed up in a few words:

- bold
- confident
- passionate
- driven
- professional
- fresh
- innovative
- leading
- aspirational
- caring

Section 2

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# Corporate Logo

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## Introducing the US Foods® Logo

This logo should always appear in generous white space.

The color, inspired by fresh food, works to create a focal point on an otherwise clean and minimally designed visual area.

The following pages include design information and rules that will ensure the successful presentation of the US Foods logo.



# Primary Logo

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Use the primary logo whenever possible.



# Protected Space and Minimum Size

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The US Foods® logo should always appear on a white field. The protected space that surrounds the logo should be equal to the height of the “F” in “FOODS.” When printing the logo with tagline, it should not be smaller than 1.3" wide. When the logo must appear smaller than the minimum size, the tagline should be removed.



Min. size = 0.75"  
Min. size = 28 pixels

Protected space = height of the “F”

# Incorrect Use of the Logo

---



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not distort the logo.



Do not scale disproportionately.



Do not remove or change the graphic elements.



Do not alter color break.



Do not place the logo on top of an image.\*



Do not reverse the logo on a light background.

\*Use your discretion when applying the logo in specific circumstances.

An image that has large areas of solid color or low-contrast texture that accommodates the clearspace guidelines and that doesn't obscure the logo may be used.



# Color Variations (Single Color)

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## Single Color (Black)

---

Whenever possible, use the US Foods® logo in full color. For specific applications that don't allow the use of color, the logo may be reproduced using 100% black on light backgrounds.



## Single Color (White)

---

Only when branding items that are dark, and when only one color is available, may the logo be printed in white only.

# Incorrect Color Use of the Logo

---



Do not alter color break.

Do not place the logo on top of an image.\*

Do not reverse the logo on a light background.

\*Use your discretion when applying the logo in specific circumstances.

An image that has large areas of solid color or low-contrast texture that accommodates the clearspace guidelines and that doesn't obscure the logo may be used.

# Color Variations (Single Color)

---



## Single Color (Black)

---

Whenever possible, use the US Foods® logo in full color. For specific applications that don't allow the use of color, the logo may be reproduced using 100% black on light backgrounds.

## Single Color (White)

---

Only when branding items that are dark, and when only one color is available, may the logo be printed in white only.

# Correct Use of the Logo on Merch

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\*Use your discretion when applying the logo in specific circumstances. An image that has large areas of solid color or low-contrast texture that accommodates the clearspace guidelines and that doesn't obscure the logo may be used.



#### Single Color (Black)

---

Whenever possible, use the US Foods® logo in full color. For specific applications that don't allow the use of color, the logo may be reproduced using 100% black on light backgrounds.

#### Single Color (White)

---

Only when branding items that are dark, and when only one color is available, may the logo be printed in white only.

# Acceptable Logo Usage

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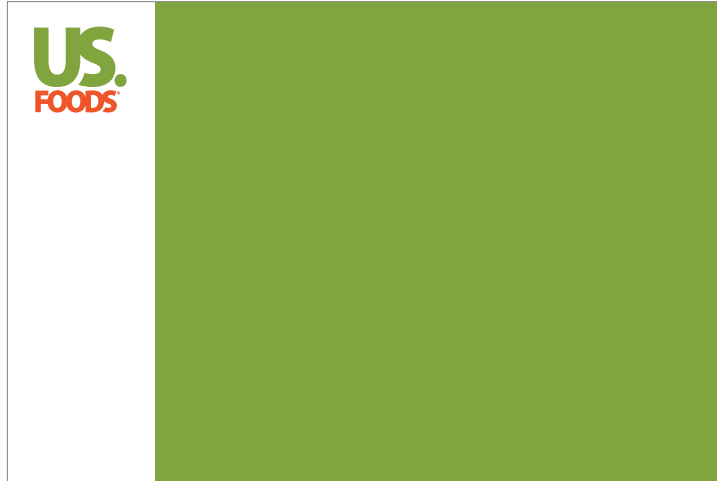
## Mauris aliquet mattis metus

Aliquam aliquet, est a ullamcorper condimentum, tellus nulla fringilla elit, a iaculis nulla turpis sed wisi. Fusce volutpat. Etiam sodales ante id nunc. Proin ornare dignissim lacus. Nunc porttitor nunc a sem. Sed sollicitudin velit eu magna. Aliquam erat volutpat. Vivamus ornare est non wisi. Proin vel quam.

## White Background

---

Use the full-color logo against a white background whenever possible.  
Consult with US Foods® corporate marketing department on specific applications when you are unable to do so.



### White Band

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When color fields are required, the full-color version of the logo may appear on a white band either to the left, right or below this field.

# Acceptable Logo Usage

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## Dark Background

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Use the full-color logo against a white background whenever possible. Consult with US Foods® corporate marketing department on specific applications when you are unable to do so.





## Complex Background

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When color fields are required, the full-color version of the logo may appear on a white band either to the left, right or below this field.

Section 3

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# Color Palette

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# Primary Color Palette

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## It's all about food and kitchens.

The US Foods® logo and supporting color palette have been inspired by tones that appear in the kitchen: fresh and appetizing ingredients, stainless steel and chef whites. This palette works best when used minimally to create a strong focal point, and most often on a pure white field.



PANTONE 576

C: 55  
M: 18  
Y: 100  
K: 2

R: 92  
G: 135  
B: 39

HEX: #5C8727

PANTONE 173

C: 0  
M: 82  
Y: 94  
K: 0

R: 207  
G: 69  
B: 32

HEX: #CF4520

PANTONE Cool Gray 11

C: 0  
M: 0  
Y: 0  
K: 70

R: 113  
G: 112  
B: 115

HEX: #717073

To ensure that colors are reproduced accurately and consistently, follow these guidelines:

1. Always use brand standards and color specifications.
2. Provide SWOP Certified proof sheets to vendors.
3. Attend all press approvals.
4. Hold vendors accountable for color accuracy.
5. Instruct printers to use Pantone inks, also called "specials," whenever possible.

Section 4

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# Typography

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# Typography Overview

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Two classic typefaces provide endless options for type layout. Typeset traditionally, kern diligently and present large and refined headlines and subheads to express quality, order and attention to detail. These fonts are to be used for print only, as typefaces for use in PowerPoint or editable template files (on the MID) are discussed on pages 52-53. You must utilize the Adobe Font system versions when using these two fonts.

**fonts.adobe.com**

## **Aktiv Grotesk**

Aktiv Grotesk is a sans serif typeface that works well as it has multiple weights, shapes and variations. It is very clean and modern with a fresh, contemporary look and feel.

## **Balboa**

Balboa is a sans serif font that was chosen for its aesthetically pleasing design and legibility, while bringing strength and utility to the sans serif style. It offers flexibility as a more condensed font when executing longer content in small spaces.

# Corporate Typefaces

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## Balboa

Balboa Light

—  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Balboa Medium

—  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Balboa Bold

—  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Balboa Black

—  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

---

## Aktiv Grotesk

Aktiv Grotesk  
Light  
—

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aktiv Grotesk  
Regular  
—

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aktiv Grotesk  
Medium  
—

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aktiv Grotesk  
Bold  
—

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Typesetting Notes

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## Typography

The US Foods® typefaces are intended for many different uses: correspondence, memos and in-house communications; signage and large graphics to be seen from a distance and for graphic designers, when typesetting external and key internal publications.

Many professional typographic refinements are built into both faces – properly sized and spaced dashes, for instance. Each typeface can be used for headlines, subheads and body copy. We recommend that you set your copy as uppercase and lowercase, flush left, rag right (just as you see it on this page).



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## Font Licenses

Aktiv Grotesk and Balboa are US Foods corporate fonts. Licenses for both should be purchased by US Foods and design partners.

Section 5

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# Photography

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# Our Photographic Style

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## **Beautiful Food**

Whether it be detailed close-ups of raw ingredients or steaming, prepared and plated food, food imagery should always inspire. Food images should always be in full color; food-preparation images may be in black and white.

## **Chefs**

In their element, with energy and bright lighting, chefs move around the kitchen in a blur of activity. When photographing chefs, encourage them to move authentically, ignoring the camera. Their body language is focused and in the moment. Present chef images in full airy color or as high-contrast black and whites.

# Photography







Professional



Confident



Leading



Driven



# Photography







Section 6

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# Our Trucks

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# US Foods® Trucks

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Our trucks say a lot to our customers about our passion for food, our knowledge of the food business and our connection to customers and their kitchens.

An impressive graphic “reveal” creates the illusion that a team of chefs are actually inside the truck, working together with amazing energy and motion.

Bold US Foods branding clearly communicates our focus on food and business ease. Chefs, cooks, restaurateurs and corporate managers alike will instantly connect with this authentic visual.

# US Foods® Trucks

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Section 7

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# PowerPoint/ Interactive Presentations

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# Introduction Slide

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This slide is used to introduce a presentation.



**WE HELP YOU MAKE IT™**

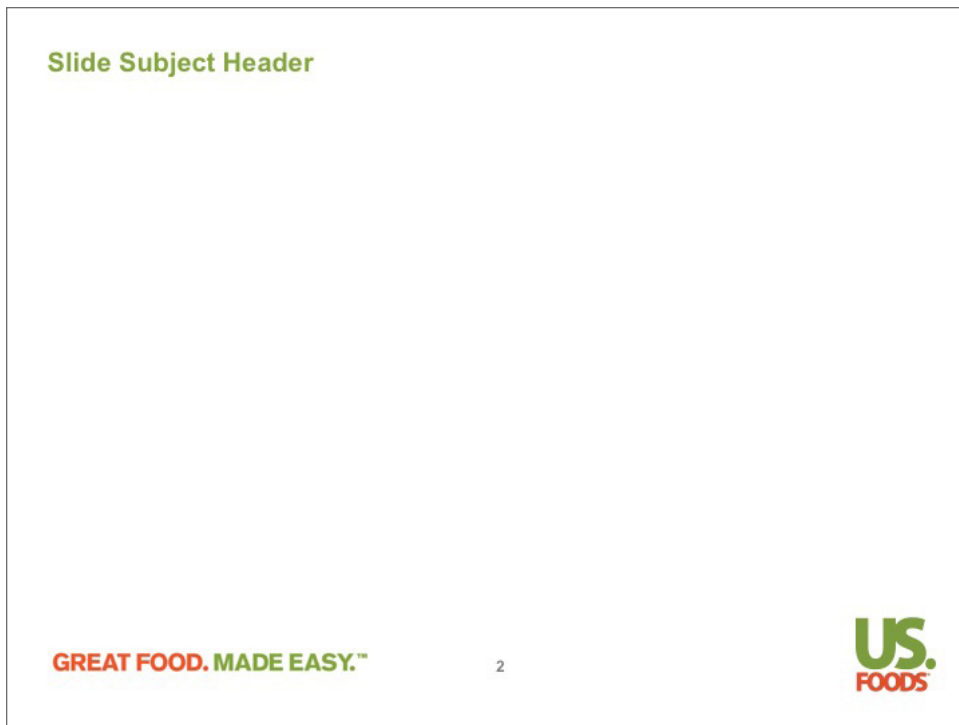
**Presentation Title**

Month XX, 2018

# Text Slide

---

Use this slide, showing the current corporate-strategy logo, to add text to a presentation.



# US Foods® Color RGB

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Our corporate primary colors are used for PowerPoint presentations and on the web. Graphics for viewing on-screen should be colored in RGB. Web graphics can use either RGB or HEX values.



PANTONE 576

R: 92  
G: 135  
B: 39

HEX: #5C8727



PANTONE 173

R: 207  
G: 69  
B: 32

HEX: #CF4520



PANTONE Cool Gray 11

R: 113  
G: 112  
B: 115

Hex: #717073

# PowerPoint / Web Typography

---

## Arial

Arial Regular

—  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arial Italic

—  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Arial Bold

—  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Arial  
Bold Italic

—  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***



---

## Georgia

Georgia  
Regular  
-

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia  
Italic  
-

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

Georgia  
Bold  
-

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Georgia  
Bold Italic  
-

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890***

Section 8

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# Stationery

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# Business Cards

**Size**  
3.5" x 2"

**Name**  
Aktiv Grotesk Bold,  
7.5 pt (7 pt leading)

**Color**  
Text is PMS Cool Gray 11

**Title**  
Aktiv Grotesk  
Regular, 7 pt

**Email**  
Aktiv Grotesk  
Italic, 7 pt

**Address**  
Aktiv Grotesk  
Regular, 7 pt

**Details**  
Aktiv Grotesk  
Regular, 7 pt

**Contact Method**  
Aktiv Grotesk  
All Caps Bold, 6.75 pt

\*Note: all numbers  
and abbreviations  
are 0.25 pt smaller

## Front



## Back



# Letterhead

## Size

8.5" x 11"  
Standard US Letter

## Fonts Used

Arial,  
8.5 pt  
(14 pt leading)

## Letter Date

All Caps

## Address

All Caps, Bold

## Left Margin

1.25"

## Top Margin

2.25"

## Right Margin

1.25"

## Bottom Margin

1.5"

			2.25" top margin
1.25" margin	<p>NOV 6, 2011</p> <p><b>JAYNE SMITH</b> <b>ANY COMPANY</b> <b>123 MAIN STREET</b> <b>ANY CITY, MD 21043</b></p> <p>Dear Ms. Smith:</p> <p>Fuga. Nam facea ipidia doluptatur? Ehenimagnat volorator senimagnihil et et id quia dolorep ererum fugitius intios eniscil maximol uptus, cust alis eaquossimo dolo maiorep ratesequis dipit facidis derupic itian eumqui quis natiur? Tatiisitius ate vel ea plictiu ntionemolor sam et od quassequis illa inciendi comnis accum nonsedi tionsedi officia teculla tiusam fugit aut est.</p> <p>Osam vellabo. Et quo vel ipsum secum sim debis vel ides minimus andio. Nobitat dolorpos nate ab id maximus dioriorem voluptatur autes dio. Tinctorectum quo et aut a cus am ipsunt. Que verfero vident volut eos enihicatem hilligenia consend iandit od que pro voluptatus evel imusam re accepta nobis sum hiti ium fugiae pos ea consed ut el ipsapiet ex eni id que et oditate pore volorerum, eum faceritium illorep udandi omno esti odis maxime erspe elique et, sinimus earum rest abo.</p> <p>Elecum doluptas pori descillaudis ratque voloremque consendunt volor mi, as delis eum fugia audi ducid quias nullant ad qui sus vent, evelibus abore vel illibusam fugit as quis videllique quisint, valoris ea volorecere et adit pererios cus que re net mos expenam dit expliquos qui corro iurem. Ariasped qui offic te nihil im velissin rerore cuptae conet essim quis estiatu simagna tiscientur.</p> <p>Eum faceritium illorep udandi omno esti odis maxime erspe elique et, sinimus earum rest abo. Or rest acest magniet hilicatat mo qui ad et harum nes pa alia core pelis etuscia</p> <p>Sincerely,</p> <p>John Doe</p>	1.25" margin	
	<p><b>  SAN FRANCISCO  </b></p> <p>6133 ANYWHERE ROAD, SAN FRANCISCO, CA 60018. P: 410.596.9085 / F: 163.557.2295</p>		1.5" bottom margin

# Envelope (No. 10)

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## Size

9.5" x 4.125"  
Standard No. 10  
Envelope

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## US Foods

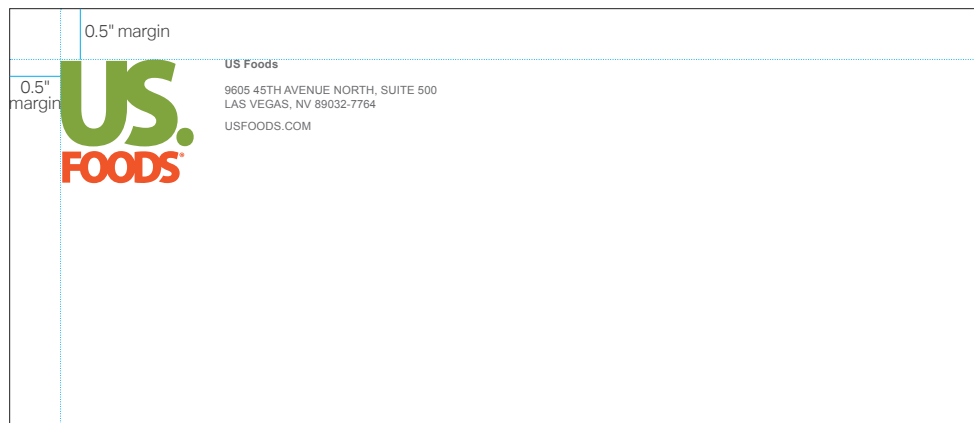
Aktiv Grotesk, Bold  
8 pt  
(10 pt leading)

## Address Information

Aktiv Grotesk Regular  
8 pt  
(10 pt leading)

## USFOODS.COM

Aktiv Grotesk, Bold  
All Caps  
8 pt  
(10 pt leading)



---

## Left Margin

0.5"

## Top Margin

0.5"

# Envelope (Catalog)

---

## Size

12" x 9"

---

## US Foods

Aktiv Grotesk Bold,  
8 pt  
(10 pt leading)

## Address Information

Aktiv Grotesk Regular,  
8pt  
(10 pt leading)

## USFOODS.COM

Aktiv Grotesk Bold,  
All Caps  
8 pt  
(10 pt leading)

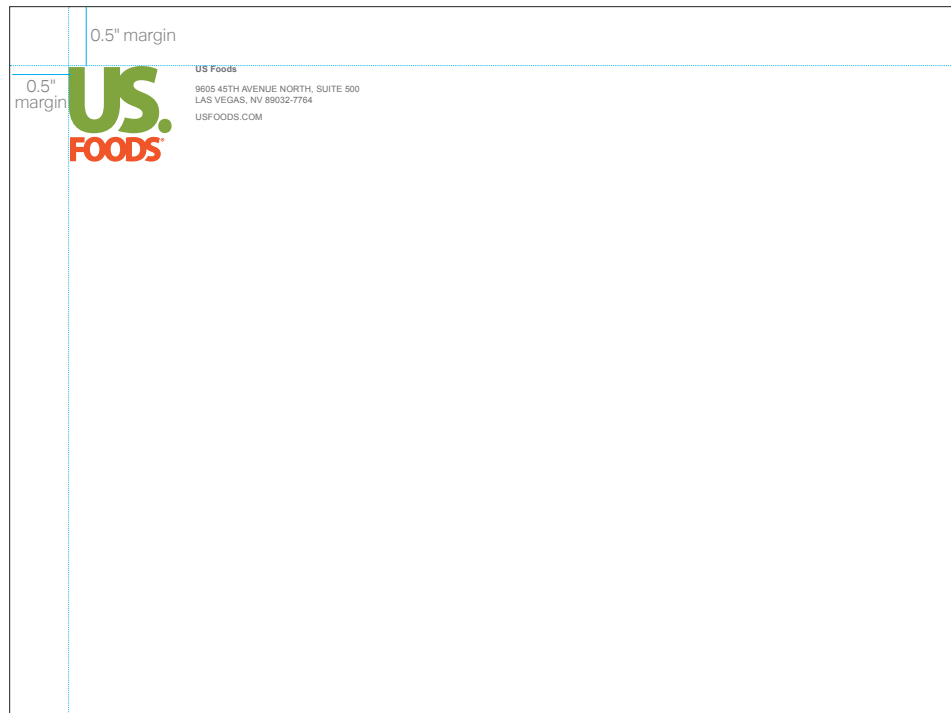
---

## Left Margin

0.25"

## Top Margin

0.25"



# Mailing Labels

---

## Size

5" x 4"

---

## US Foods

Aktiv Grotesk, Bold

8 pt

(10 pt leading)

## Address Information

Aktiv Grotesk Regular

8 pt

(10 pt leading)

## USFOODS.COM

Aktiv Grotesk, Bold

All Caps

8 pt

(10 pt leading)

---

## Left Margin

0.25"

## Top Margin

0.25"



Section 9

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# US Foods® Lock-ups

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# Lock-ups

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## Lock-ups

Lock-ups are an extension of the US Foods® logo, and should similarly reflect the visual ideals of the US Foods brand.

These "logos" are to be used for internal departmental callouts, wayfinding within office space and departmental-team event materials. These logos are not used for consumer facing communication, such as business cards, your email signature, stationery or apparel.



# Protected Space and Minimum Size

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To maximize legibility and maintain visual unity, the logo should always appear on a white field. The protected space above and below a program lock-up should be equal to the height of two "Fs" in "FOODS." The protected space to either side of a lock-up should be equal to the height of three "Fs" in "FOODS."



Min. size = 0.75"

# Incorrect Use of the Logo

---



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not distort the logo.



Do not scale disproportionately.

NATIONAL ACCOUNTS



Do not remove or change the graphic elements.



Do not alter color break.



Do not place the logo on top of an image.



Do not reverse the logo on a light background.

# Lock-up Color Palette

---

Lock-ups utilize the same color palette as the US Foods® logo.



PANTONE 576

C: 55  
M: 18  
Y: 100  
K: 2

R: 92  
G: 135  
B: 39

PANTONE 173

C: 0  
M: 82  
Y: 94  
K: 0

R: 207  
G: 69  
B: 32

PANTONE COOL GRAY 11

C: 0  
M: 0  
Y: 0  
K: 70

R: 113  
G: 112  
B: 115

# Lock-up Typography

---

## Typography

Lock-ups of US Foods® are typeset in Univers Condensed Bold and appear next to the US Foods logo, separated by a rule.



### Introduction Slide

---

All caps, -25 tracking, solid leading (equal to type point size).

The lock-up title should center align with the vertical line.

Titles of three lines occupy the space from the cap height of "US" to the baseline of "FOODS."

# Lock-up Typeface

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The name of the lock-up is typeset in Aktiv Grotesk Bold Condensed. Aktiv Grotesk is a classic Swiss-style sans serif typeface, like Univers.

## Aktiv Grotesk Condensed Bold

Aktiv Grotesk  
Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Lock-up Typesetting Notes

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## Typography

Use the US Foods® corporate typeface, Aktiv Grotesk, when typesetting accompanying text. Aktiv Grotesk Bold Condensed should be used to typeset the lock-up name. See Section 4 Typography for details on the use of the US Foods corporate typefaces.

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# FAQs

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**I have some materials that have the old logo on them in inventory. What do I do with them?**

Replace them with new materials. We ask that you let your department leader know what you have on hand, so we can ensure we are capturing all current inventory at your department.

**When US Foods® appears in print, should it have a registered (®) symbol after it?**

The name US Foods® should have a registered (®) symbol after it upon the first reference in text on a page and always when used in a headline. Subsequent references in text do not need the registration mark.

**What mark, if any, is needed in text when the tagline is used?**

The tagline should have a registered (™) symbol after it upon the first reference in text on a page and always when used in a headline. Subsequent references in text do not need the registration mark.

**What are the Pantone colors for the US Foods logo?**

Green – PMS 576  
Orange – PMS 173  
Gray – PMS Cool Gray 11

**Which Pantone colors should I use for stationery?**

Stationery is usually printed on uncoated paper. The color numbers are the same, they just have a “U” after them. Your print supplier will know which to use.

**What if I am printing the logo using my office color printer?**

Use the four-color logo provided.

**My print project is a four-color job. Do I also have to use the solid (spot) PMS colors for the logo for the print job? It adds a lot more expense.**

No. Use the color specified in the guidelines for four-color print jobs.

**Can I change the logo in any way?**

You may proportionally re-size the logo bigger or smaller for your project’s needs, as specified in the guidelines, but you may not change anything else. Remember the required protected space surrounding the logo when scaling the logo.

**I want to put other design elements and words around the logo. May I?**

You should not put other design elements directly around the logo. You should follow the guidelines for spacing (protected space) around the logo at all times. It is important for the company to protect its trademark from being misused. Using the logo in a manner other than specified, such as adding type or other elements, will diminish the brand value, confuse the reader and jeopardize our ability to legally protect our trademark.

Save a tree.  
Share the soft copy, not hard.