

Brand Guidelines





Our name. Our logo. Our vision.

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 promise, **We Help You Make It®**, captures the spirit of what we do for customers every day.



Scan to hear from Jovo Balach,
Vice President, Creative.

Contents

1 Brand Overview

Our Promise, Ambition, Strategy, Beliefs & Key Results	5
Our Voice	6
Our Brand Persona	8

2 Corporate Logo

US Foods® Logo	10
Protected Space and Minimum Size	11
Incorrect Use of the Logo	12
Incorrect Color Use of the Logo	13
Correct Use of the Logo on Merch	14
Acceptable Logo Usage	15

3 Color Palette

Primary Color Palette	17
-----------------------	----

4 Typography

Typography Overview	19
Typesetting Notes	20

5 Photography

Our Photographic Style	22
Photography Examples	23

6 Our Trucks

US Foods® Trucks	25
------------------	----

7 PowerPoint

Corporate PowerPoint Template	27
US Foods Color RGB	28
PowerPoint Typography	29

8 Stationery

Business Cards	31
Letterhead	32
Envelopes	33
Mailing Labels	34

9 Lock-ups

Lock-up Introduction	36
Protected Space and Minimum Size	37
Incorrect Use of Lock-ups	38

10 Food Shows

Food Show Assets	40
Food Fanatics®	41

11 Digital

Emails	43
Web Banners	44
MOX® Interactive Banners	45
Social Media Imagery	46
Social Media Ads	47
Use of Adobe Vs. Canva for Digital Content Creation	48

12 AI

AI Guidelines	50
---------------	----

13 Video

Video Examples	52
----------------	----

14 FAQs

FAQs	54
------	----

1

Brand Overview

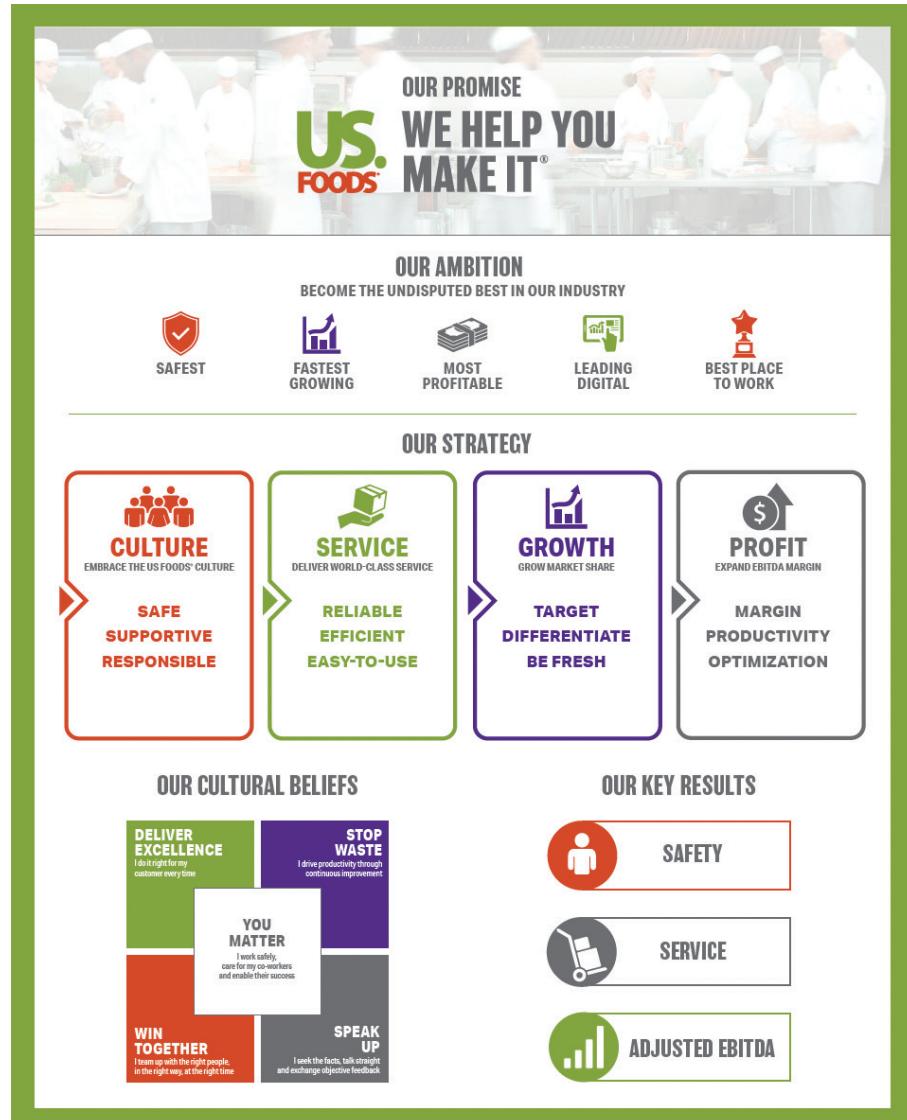
- 5 Our Promise, Ambition, Strategy, Beliefs & Key Results
- 6 Our Voice
- 8 Our Brand Persona

Our Promise, Ambition, Strategy, Beliefs & Key Results

We have five main pillars that create the foundation for driving success at US Foods®. Together, these pillars guide our actions, inspire our team, and ensure we consistently deliver value to our customers and stakeholders.

Why Are These So Important? These Pillars Provide:

- Unified Vision
- Guiding Principles
- Consistency
- Motivation
- Trust and Loyalty



Our Voice

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

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 to help them make it.

Who 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. 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.

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

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.*

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

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.

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

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

2

Corporate Logo

- 10 US Foods® Logo
- 11 Protected Space and Minimum Size
- 12 Incorrect Use of the Logo
- 13 Incorrect Color Use of the Logo
- 14 Correct Use of the Logo on Merch
- 15 Acceptable Logo Usage

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

Use the primary logo whenever possible.

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.

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.



Protected Space and Minimum Size

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."

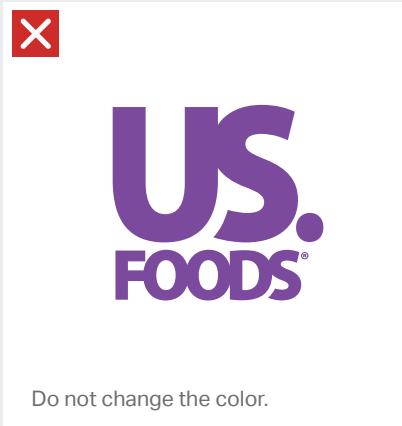


Protected space = height of the "F"

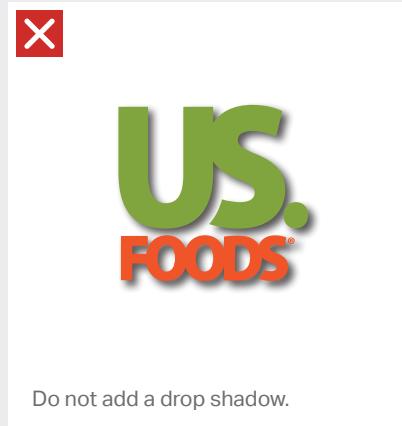


Min. size = 0.75"
Min. size = 28 pixels

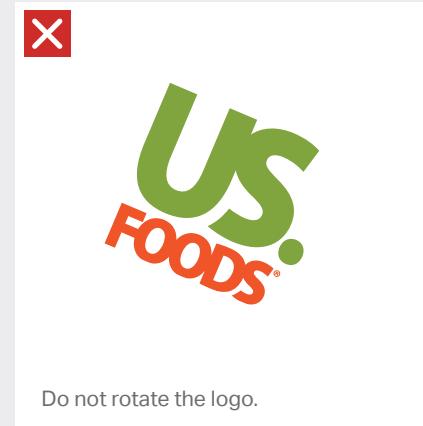
Incorrect Use of the Logo



Do not change the color.



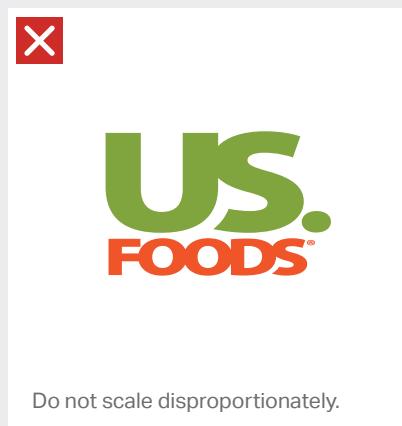
Do not add a drop shadow.



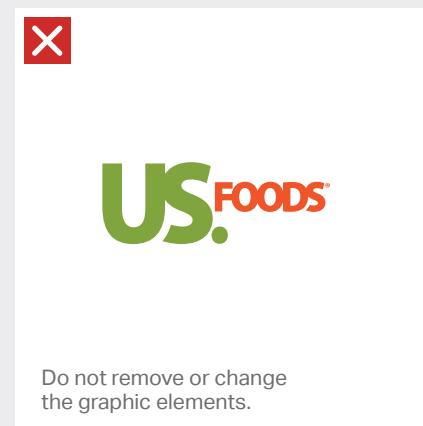
Do not rotate the logo.



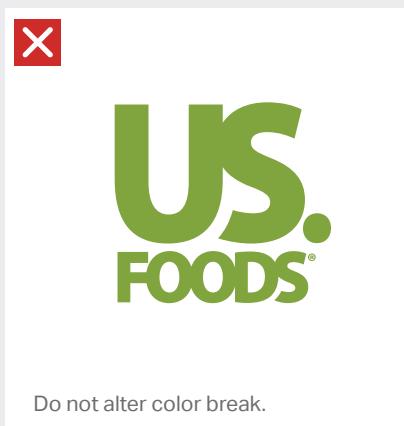
Do not distort the logo.



Do not scale disproportionately.



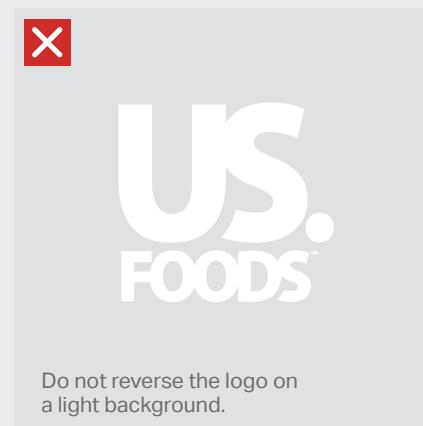
Do not remove or change the graphic elements.



Do not alter color break.



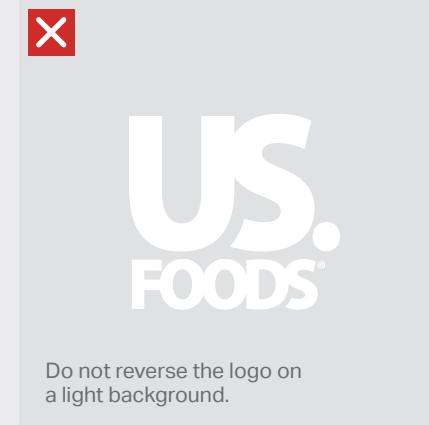
Do not place the logo on top of an image.*



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.

Incorrect Color Use of the Logo



*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.

Correct Use of the Logo on Merch

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.



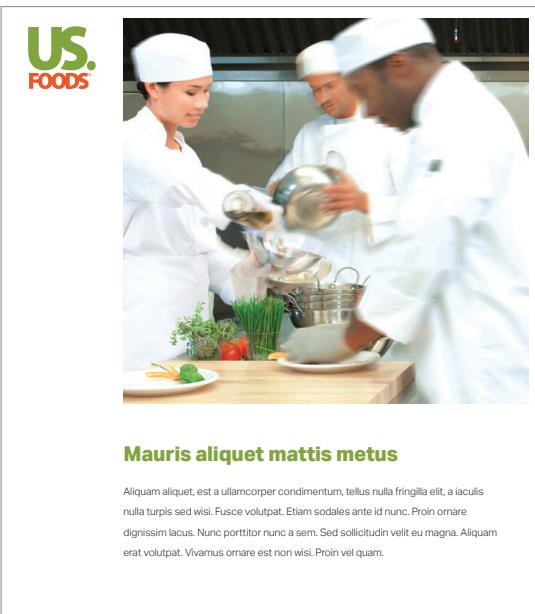
Single Color (White)

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



*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.

Acceptable Logo Usage



Mauris aliquet mattis metus

Aliquam aliquet, est a ullamcorper condimentum, tellus nulla fringilla et, 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 the US Foods® corporate marketing department on specific applications when you are unable to do so.



Dark Background

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



White Band

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.

3 Color Palette

17 Primary Color Palette

Primary Color Palette

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.

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. Hold vendors accountable for color accuracy.
4. Instruct printers to use Pantone inks, also called "specials," whenever possible.



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

4

Typography

- 19 Typography Overview
- 20 Typesetting Notes

Typography Overview

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

Corporate Typefaces

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.

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

Typography

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).

Font Licenses

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

Balboa

Balboa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Balboa Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Balboa Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Balboa Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5

Photography

- 22 Our Photographic Style
- 23 Photography Examples

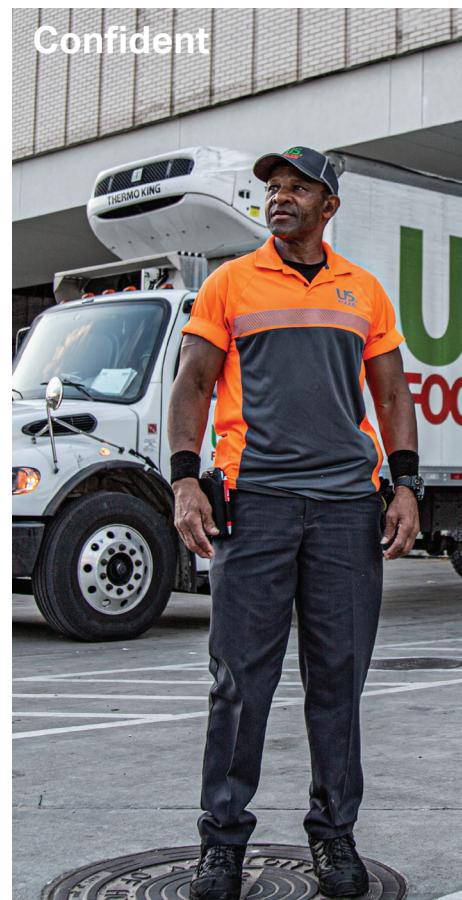
Our Photographic Style

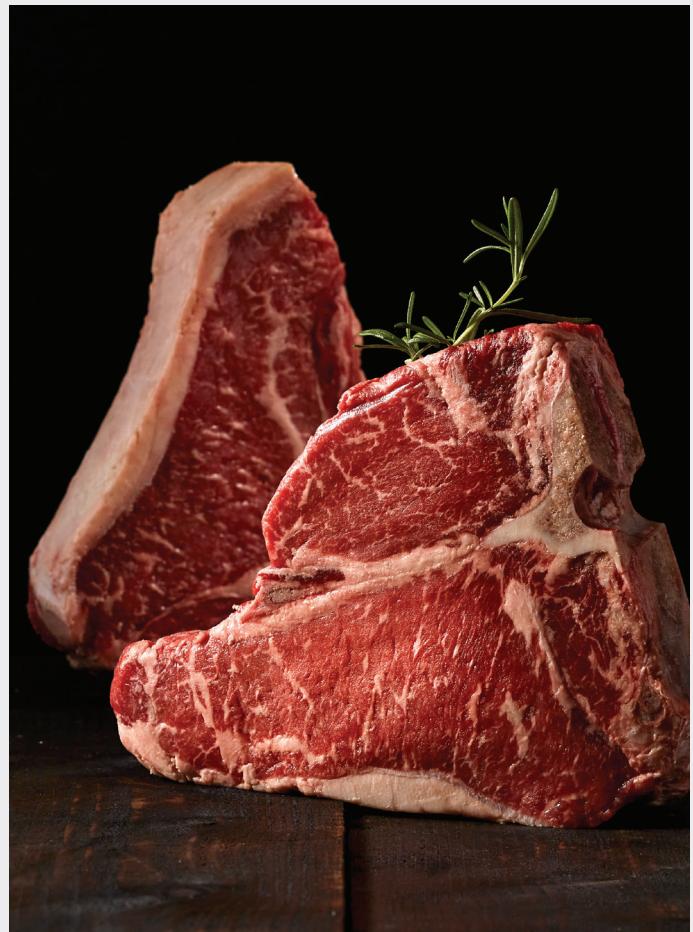
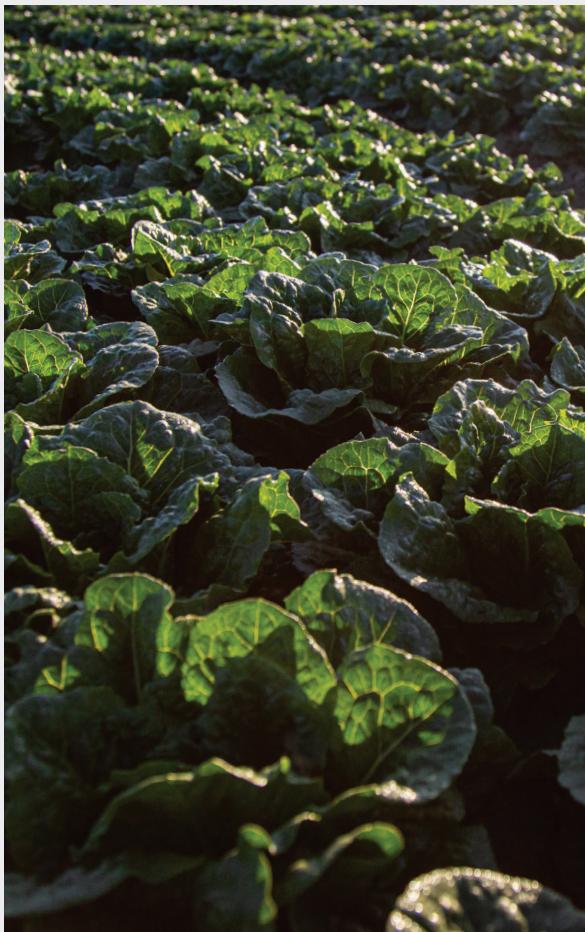
Beautiful Food

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.





6

Our Trucks

25 US Foods® Trucks

US Foods® Trucks

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.



7

PowerPoint

- 27 Corporate PowerPoint Template
- 28 US Foods® Color RGB
- 29 PowerPoint Typography

Corporate PowerPoint Template

Our corporate PowerPoint template can be downloaded on our SharePoint site. There are three templates available to download. A basic template, a full template and additional layout options.

Use the basic template as your starting point for all corporate presentations, and add slides from either the full or additional layout as needed.

[DOWNLOAD THE TEMPLATE](#)



Headline goes here one line

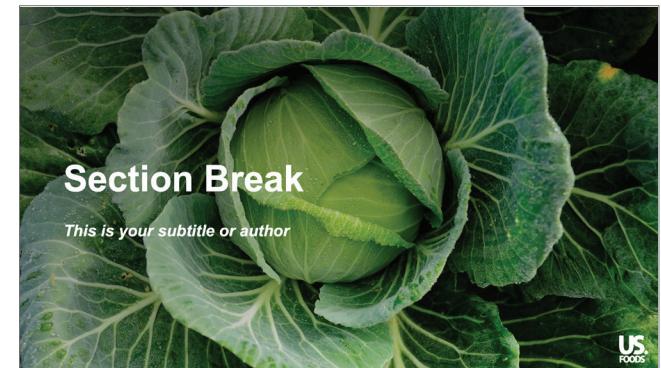
This is your subtitle

July 17, 2024



Introduction Slide

This slide is used to introduce a presentation.



Section Break

This is your subtitle or author



Breaker Page Slide

Single Column Layout

This is a single column layout. You can put any content you like here.

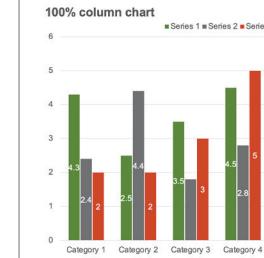
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vulputate diam at lacus varius tristique. Nulla faucibus nisl sem, a pulvinar lectus pellentesque eu. Praesent sodales turpis et aliquet auctor.

- Bullet One
 - > Sub bullet

**ProTip:
LESS IS MORE!**
Keep your content simple and to the point, if you're running too long, consider cutting some content, or run to continue to another slide.

Text Slide

Content + Table



Title	Title	Title	Title	Title
Category	Xx%	Xx%	Xx%	Xx%
Category	Xx%	Xx%	Xx%	Xx%
Category	Xx%	Xx%	Xx%	Xx%
Category	Xx%	Xx%	Xx%	Xx%
Category	Xx%	Xx%	Xx%	Xx%
Category	Xx%	Xx%	Xx%	Xx%
Category	Xx%	Xx%	Xx%	Xx%

ProTip:
Format your chart and table so they reference the data to each other.



US Foods® Color RGB

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.



R: 92
G: 135
B: 39

HEX: #5C8727



R: 207
G: 69
B: 32

HEX: #CF4520



R: 113
G: 112
B: 115

HEX: #717073

PowerPoint Typography

Arial is a sans serif typeface with a contemporary look. It's known for its soft curves, diagonal cuts and clean lines. Arial is a system font that is utilized in PowerPoint and editable templates. System fonts are default fonts that come already installed on your device. They are designed to ensure consistent and legible text across different platforms and devices.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

8

Stationery

- 31 Business Cards
- 32 Letterhead
- 33 Envelopes
- 34 Mailing Labels

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

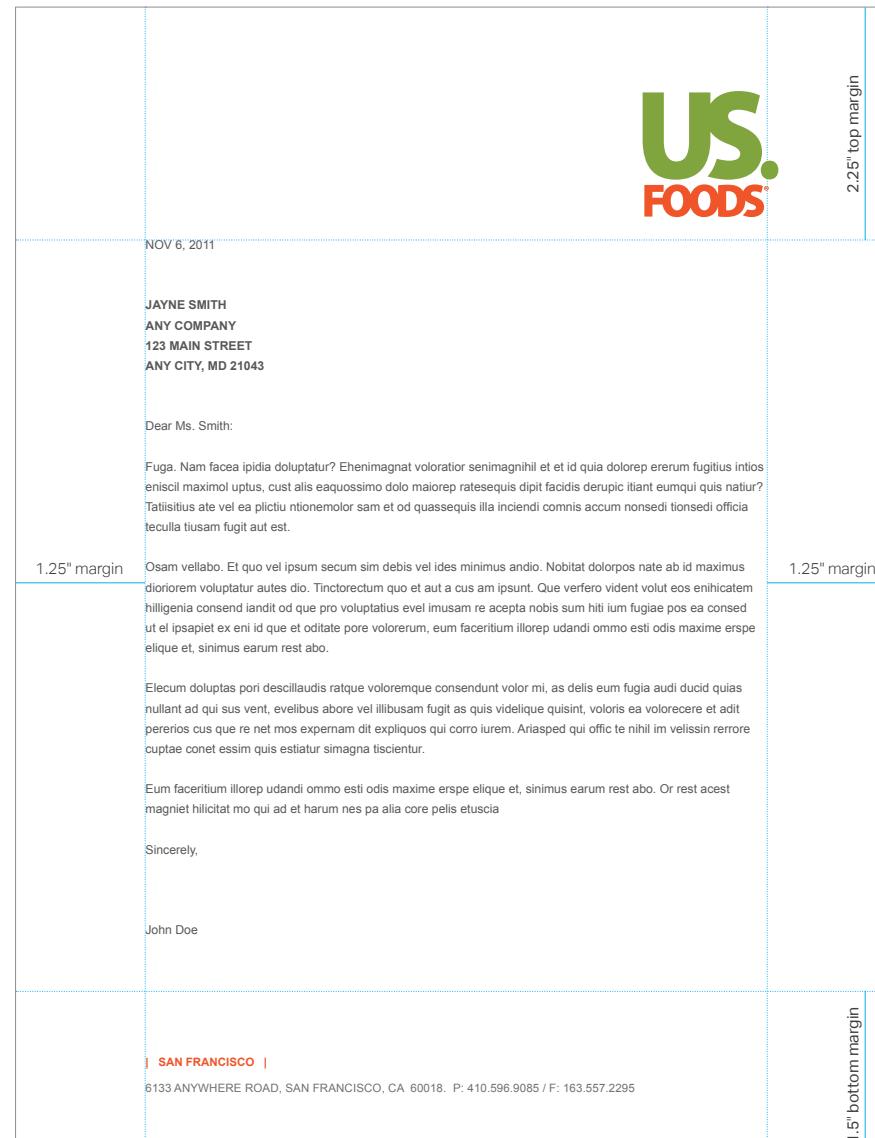
2.25"

Right Margin

1.25"

Bottom Margin

1.5"



Envelopes



Size

9.5" x 4.125"
Standard No. 10
Envelope

US Foods

Aktiv Grotesk, Bold
8 pt
(10 pt leading)

Address Information

Aktiv Grotesk Regular
8 pt
(10 pt leading)

USFOODS.COM

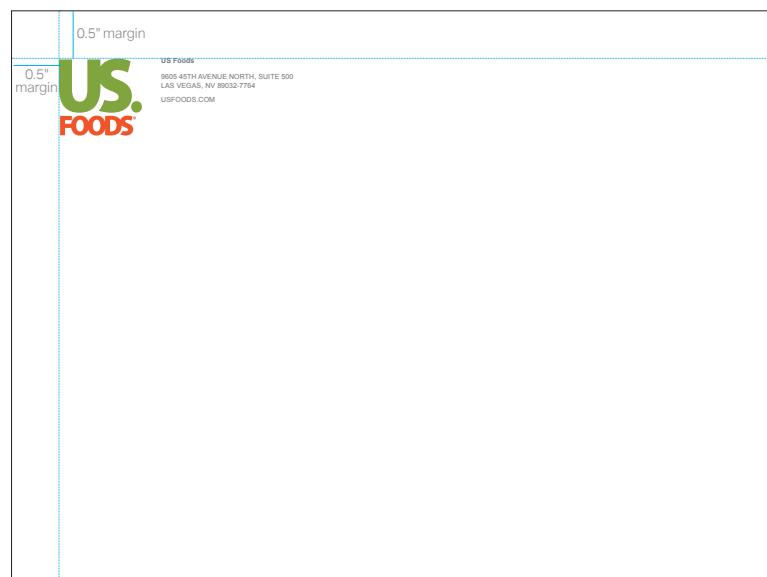
Aktiv Grotesk, Bold
All Caps
8 pt
(10 pt leading)

Left Margin

0.5"

Top Margin

0.5"



Size

12" x 9"

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"

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"



9

Lock-ups

- 36 Lock-up Introduction
- 37 Protected Space and Minimum Size
- 38 Incorrect Use of Lock-ups

Lock-up Introduction

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.

Please contact Creative for a new lock-up. Only Creative can create lockups.



Lock-up Typeface

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

Aktiv Grotesk Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typesetting Notes

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.

Lock-up Color Palette

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



PANTONE 576

C:	55	R:	92
M:	18	G:	135
Y:	100	B:	39
K:	2		

HEX: #5C8727



PANTONE 173

C:	0	R:	207
M:	82	G:	69
Y:	94	B:	32
K:	0		

HEX: #CF4520



PANTONE Cool Gray 11

C:	0	R:	113
M:	0	G:	112
Y:	0	B:	115
K:	70		

HEX: #717073

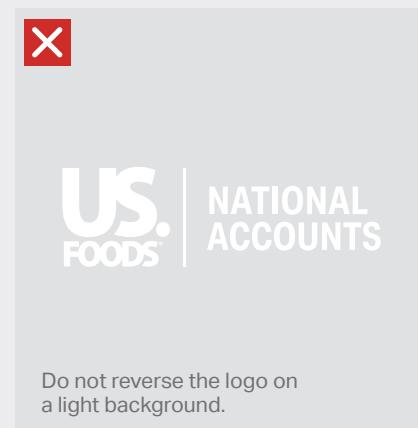
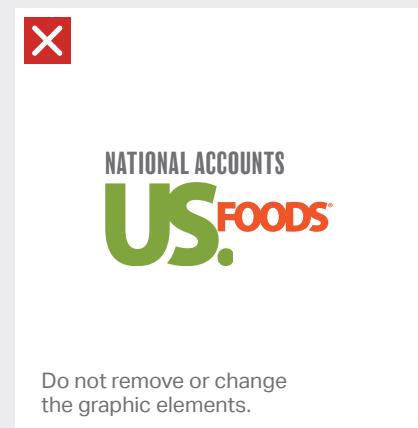
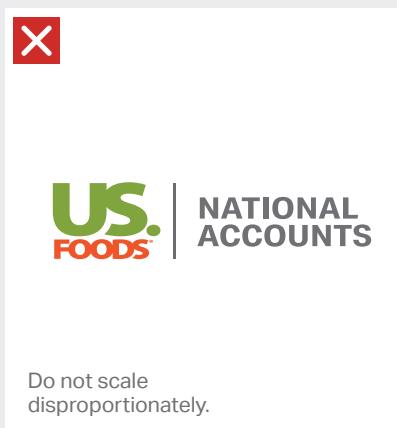
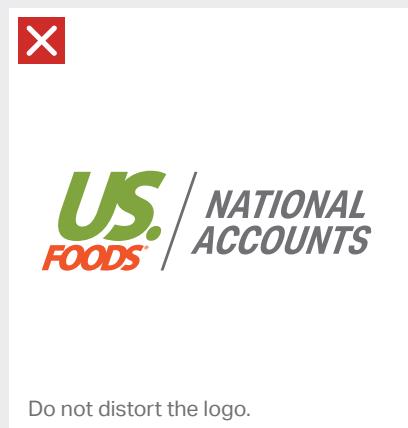
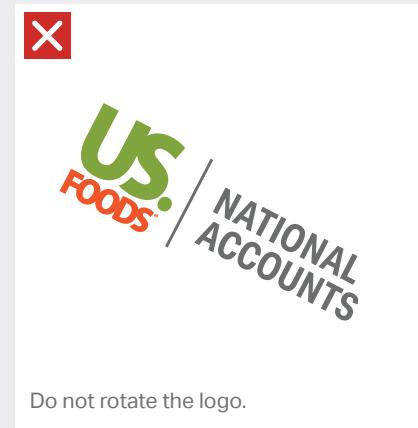
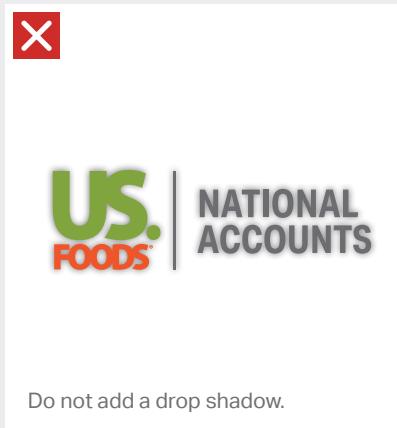
Protected Space and Minimum Size

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."



Min. size = 0.75"

Incorrect Use of Lock-ups



*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.

10 Food Shows

40 Food Show Assets

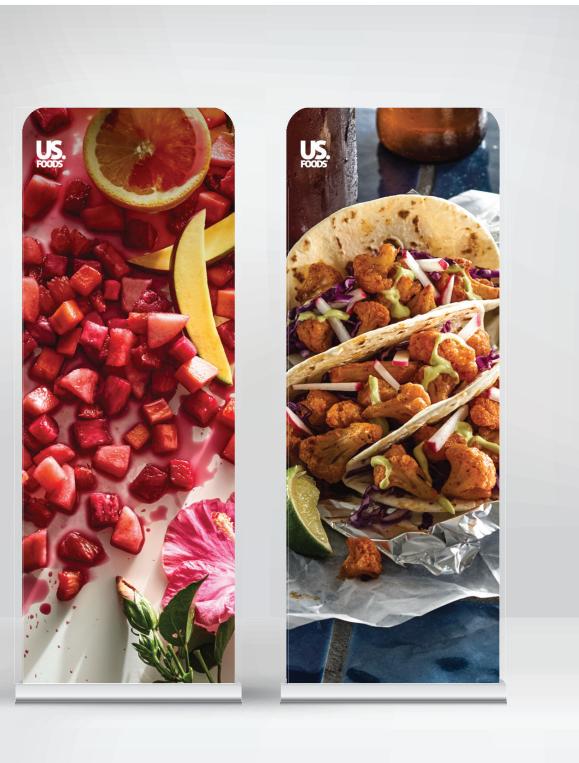
41 Food Fanatics®

Food Show Assets

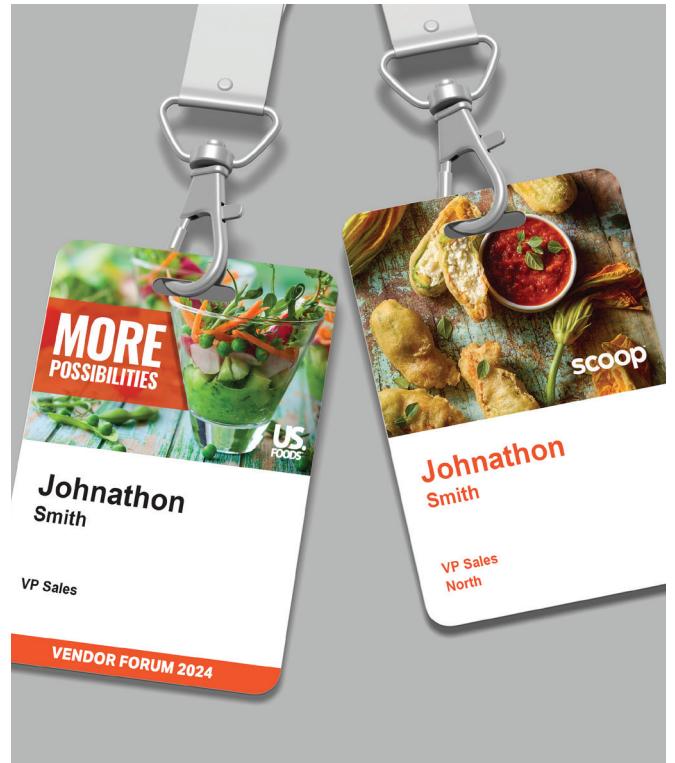
Event Invitations



Sock Signs



Name Badges



Food Fanatics®

Logo Usage



Photography Style



Grayscale Image (.tif)



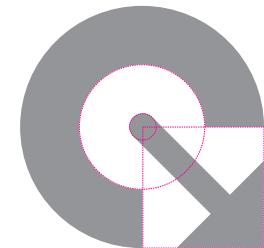
Grayscale Image (.tif)
Selected with complimentary or contrasting color to background



Image enlarged and positioned in lower third of layout for visual texture and interest.

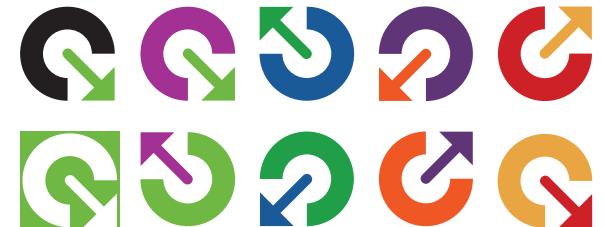
Show Theme Logo & Graphic Element

**every
second
counts**



The Eppie

Evokes the spirit of the theme: EVERY SECOND COUNTS speed, efficiency and determination. As well as the structure, discipline and precision needed to run a restaurant from back-of-house to front-of-house.



11

Digital

- 43 Emails
- 44 Web Banners
- 45 MOXē® Interactive Banners
- 46 Social Media Imagery
- 47 Social Media Ads
- 48 Adobe Vs. Canva for Digital Content Creation

Emails

US FOODS

MORE IRRESISTIBLE ITALIAN DISHES IN LESS TIME

Take your pasta offerings to a whole new level with our Exclusive Brands Roselli® frozen pasta product selection.

Just in time for cold weather days, entice diners with hearty Italian appetizers and bowls of delicious, comforting pasta dishes with less prep work. From the freezer to heating and serving, these quality products deliver Italian-inspired flavors and provide your diners with a memorable pasta night!

[SHOP NOW >](#)

US FOODS

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Hilltop HEARTH

Create a Holiday Spread with QUALITY BREAD

From festive feasts to grab-and-go, 'tis the season for satisfying hungry holiday shoppers with our US Foods® Exclusive Brands bread products from Hilltop Hearth®.

Create hearty sandwiches, burgers, sliders and more with less prep work – no need to bake! From the freezer to thaw-and-serve, these products are the solution for your operation's best holiday season yet.

[SHOP HILLTOP HEARTH® PRODUCTS >](#)

US FOODS EXCLUSIVE BRAND

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US FOODS | MOXĒ

FOOD COST CALCULATOR: STAY ON TOP OF FOOD COSTS EASILY AND EFFICIENTLY

Now available in your MOXĒ® ordering platform: a fully integrated inventory tool exclusively for our customers. Keep track of food costs right from your phone, tablet or desktop.

Key benefits of our MOXĒ Food Cost Calculator tool:

-  Eliminates the need for mental math by quickly and accurately calculating food costs
-  Tracks and manages food costs over time, providing you with valuable insights to help with menu prices, inventory and product selection
-  Throughout the year, continue to update this information and MOXĒ will track it month-to-month on an easy-to-read graph so you can see if you are hitting your goal, below your goal or exceeding your goal

[START USING THE FOOD COST CALCULATOR TOOL NOW >](#)

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GET EGG-CITED! CAGE-FREE MATTERS

US FOODS



US Foods® is pleased to offer cage-free choices with our eggs and select egg products. These products satisfy the animal care standards of our Serve Good® program for Exclusive Brands products, which helps supply our customers with responsibly sourced proteins that appeal to today's discerning diners.

Why does cage-free matter? Our Glenview Farms® cage-free eggs and cage-free egg products are American Humane Certified, which sets minimum housing standards for egg-laying hens – including how they are raised and what they're fed. The hens are housed so they can roam freely during the laying cycle, with unlimited access to food and water and the freedom to exhibit their natural behaviors.


[Learn more about why animal care matters >](#)


[Shop our Glenview Farms cage-free shell eggs and egg products today >](#)

[SHOP NOW >](#)

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Web Banners



MOXē® Interactive Banners

SAVORY SAVINGS ON SAUSAGES
DEALS GOOD 4/6 - 6/28

SAVE \$6 ON EACH CASE OF PATUXENT FARMS®
DINNER SAUSAGE

[SHOP NOW »](#)



SAVE ON MENU FAVORITES
AND SHOP OTHER PROFITABLE OPTIONS!

[START HERE »](#)



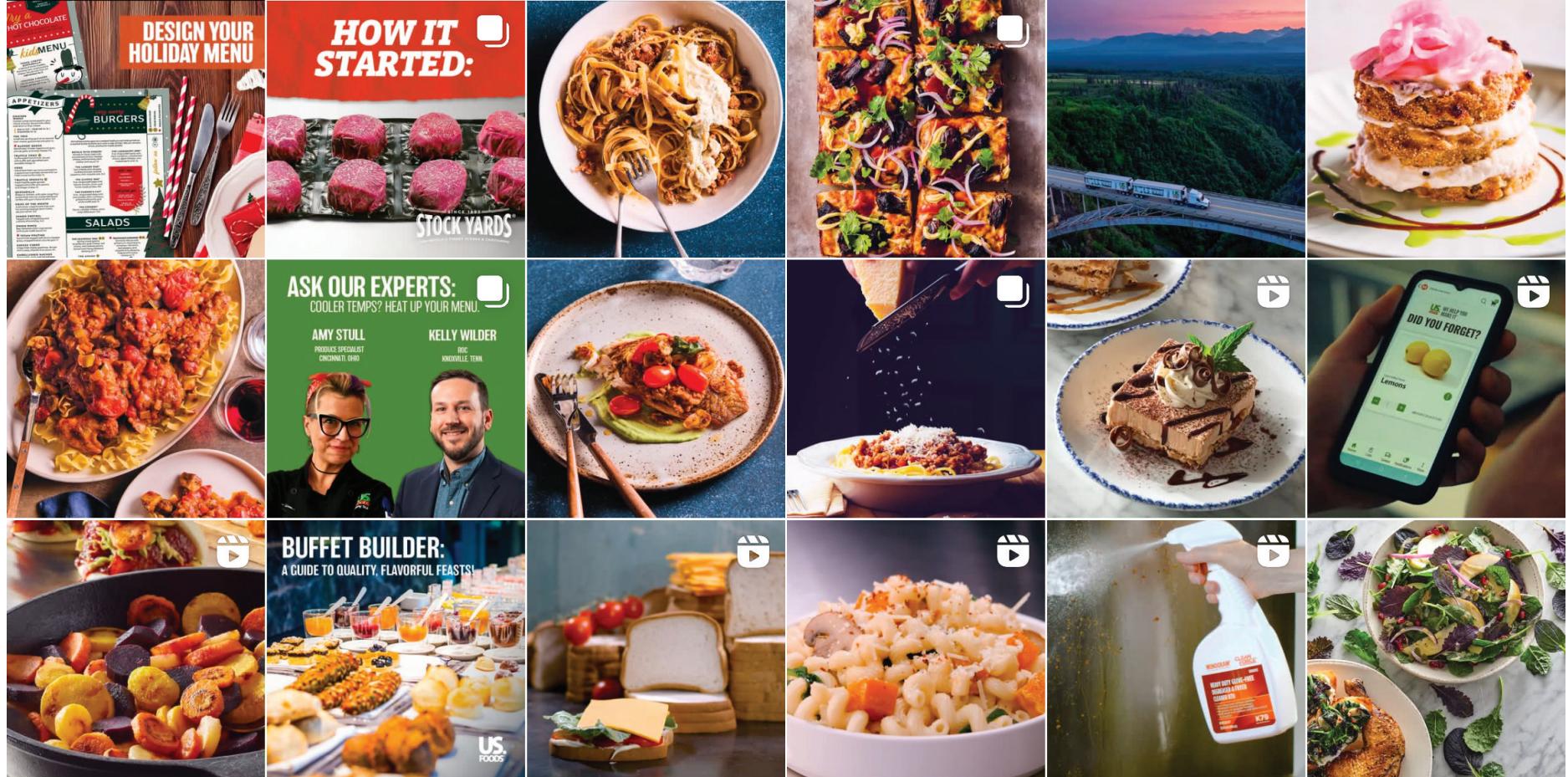
DON'T JUST WING IT

Add boneless chicken wings to your menu and help your profits take flight this fall.

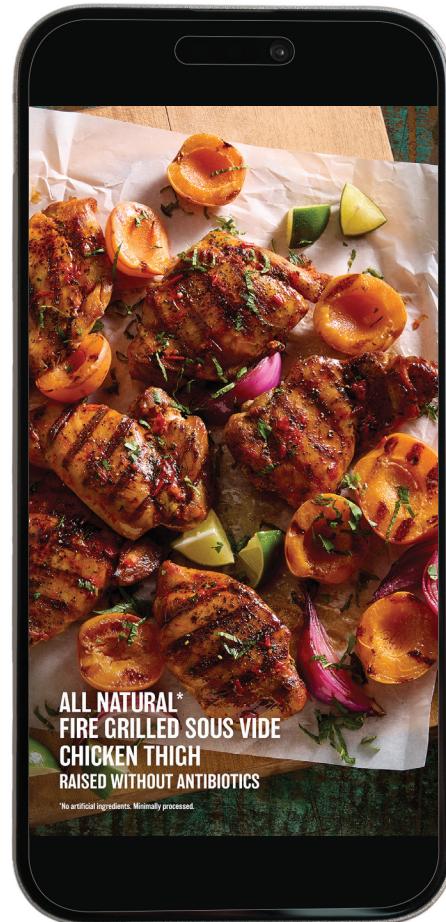
[SHOP NOW »](#)



Social Media Imagery



Social Media Ads



Use of Adobe Vs. Canva for Digital Content Creation

To ensure compliance and streamline our digital content creation processes, US Foods® requires the use of Adobe, our licensed provider, to create digital content versus a growing number of other digital products available to our network via the web.

One such product is Canva, and it should **NEVER** be used for design and content creation tasks. While Canva is a popular tool, it presents several logistical and legal challenges that we must avoid:

- 1. Licensing Issues:** Canva's licensing terms may not align with our corporate policies, potentially leading to unauthorized use and legal complications.
- 2. Data Security:** Using non-approved tools can expose our data to security risks, as these platforms may not adhere to our stringent data protection standards.
- 3. Consistency and Quality:** Adobe products, which we are licensed to use, offer superior features and integration capabilities that ensure consistency and high-quality output across all our digital content.

Given these concerns, do not use Canva for any digital content creation tasks. Adobe provides a comprehensive suite of tools that are fully licensed and supported by our IT department, ensuring compliance and security. Should you have any questions or require assistance with Adobe products, please do not hesitate to reach out to our IT support team.

12

AI

50 AI Guidelines

AI Guidelines

Purpose & Benefits

AI (Artificial Intelligence) can significantly enhance efficiency, creativity and personalization in our communications. When used effectively, it can help generate engaging content, streamline customer service and deliver data-driven insights that improve decision-making.

Key Uses

- **Content Creation:** AI can assist in generating product descriptions, social media posts and promotional materials. However, we must be diligent and ensure that AI-generated content aligns with our brand tone and style.
- **Customer Interactions:** AI-powered chatbots can handle common inquiries, providing 24/7 support and ensuring timely responses.
- **Personalization:** AI can help tailor messages based on customer behavior and preferences, enhancing engagement and loyalty.

Watchouts

- **Quality Control:** AI-generated content should always be reviewed by a human for accuracy, tone and compliance with brand guidelines. Ensure that no inaccurate, offensive or inappropriate content slips through.
- **Authenticity:** Overuse of AI can lead to generic or robotic messaging. Balance automation with human insight to maintain the leadership, warmth and authenticity of our brand.
- **Bias and Ethical Use:** AI models can sometimes reflect biases. Carefully vet the data and outputs to avoid unintentional discrimination or misrepresentation.

Rules for Implementation

1. **Always review AI-generated content** before publishing to ensure it meets brand standards and legal requirements.
2. **Use AI to enhance, not replace**, human creativity. Keep a human element in messaging where personal connection is key.
3. **Ensure transparency.** If AI is used in customer interactions, inform customers that they are interacting with AI and provide an option to reach a human when necessary.
4. **Respect privacy and data security.** Make sure AI-driven personalization complies with all relevant data privacy regulations and our internal data use policies.

Summary

Always remember, balancing innovation with responsibility is crucial when leveraging AI in our communications.

13

Video

52 Video Examples

Video Examples

Please contact Creative for all video needs.



MORE QUALITY, SUPPORT,
TOOLS, DELIVERIES – US Foods®
We Help You Make It®



Scoop™: Money Making Menus –
Products Positioned For Profit



Stock Yards® Steaks & Chops



US Foods Pronto: Daily Restaurant
Supply Delivery in Urban Areas



14 FAQs

54 FAQs

FAQs

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 on 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 resize 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.