



# **Graphic Standards Manual**

Visual Identity Guidelines for **U.S. Foodservice™**



To all persons producing visual materials for **U.S. Foodservice™**:


The purpose of having a visual identity program is to assure that every time someone comes into contact with our corporation, our identity is communicated in the same visual terms. Visual materials include everything from stationery and promotional give-aways.

Just as we present ourselves to our public with a specific dress code, a standard of written correspondence, or with the quality of our product itself, the same standards apply to the presentation of visual materials. As all visual materials create an image, whether positive or negative, it is our responsibility to tailor our visual image to one that represents what our company stands for, and to insure that a consistent look is applied to all visual materials. Our company's image is that of a leader in the field of foodservice, with the emphasis on *service*. Translated into visual terms, our graphics should be clear and consistent so our customers easily understand and feel confident with the product and service they are receiving.

We need to assure our customers that the quality of our products is the same and reliably consistent. By following these visual guidelines and establishing a consistency in the way we present ourselves, we will demonstrate these characteristics of our corporation and its products, and therefore, can achieve this goal.

This program is under the direction of the Corporate Marketing Department, where you may direct any questions you may have about the program.

### **The Visual Program**

A planned visual program starts with the corporate mark  which is used consistently on all visual materials. In addition to the mark and its use, the remaining elements such as typography and use of photos or illustrations all must be directed in a systematic way. The result will be a consistent look for all visual materials which will form an impression in the mind of our public.

### **The Need for Systematic Visual Materials**

Visual materials are produced by a number of individuals inside and outside the corporation. This style manual will aid those persons in preparing packaging labels, advertisements or promotional materials, and will ensure that the design standards which have been developed by any of our advertising and design consultants will be maintained.

### **Goals and Objectives of the Visual Program**

It is important that **U.S. Foodservice™** portrays a consistent look to assure confidence and trust. Customers must feel secure that the products are consistent, the quality is what is expected, and that **U.S. Foodservice™**, as a solidly established company, and will meet the needs and requirements advertised. In addition, consistency in the use of the visual materials enhances the value of the company's product identifiers and logos allowing the company to protect against the use of knock-offs and imitations by third parties.

If alternate logo designs, typefaces, and colors are used for labels, packages and advertising, a disorganized and confused image will be projected. By using the artwork supplied in a separate file on this disc and following the specifications for typography and placement of elements, a standardized design for all the various materials will result with a clear visual image. The Marketing Department must approve any proposed use of logo designs, typefaces, and colors that are modifications to the designs reviewed in this manual.

### **Use of the Manual**

This manual is designed to aid those producing visual materials by demonstrating samples such as labels, ads, and brochures. The food and staples products labels produced by outside printers and packaging firms require the most direct access, and these chapters are placed near the front of the book, following the overview of all the corporate logotypes. Each individual brand has its own chapter containing all specifications for producing a complete label or printed carton. Such specifications include how to use each logo, what typefaces to use, how to align all the visual elements, and color applications. Artwork is supplied in a separate file on this disc.

### **Administration of the Visual Program**

The Marketing Department is responsible for administering the visual identity program in cooperation with our advertising and graphic design consultant. Any questions about the graphic specifications can be directed to this office.



**U.S. FOODSERVICE™ LOGO**

The use of registered® and trademarked™ symbols applies to various brand and corporate logos/identifiers within the **U.S. Foodservice™**

family. The guidelines that follow provide an explanation of usage for these symbols.

## Guideline

## Demonstration

When the **U.S. Foodservice™** logo/identifier is used *separate from the address in a corporate communication*, the **trademarked™ symbol** should follow "Foodservice."  
(**U.S. Foodservice™** logo shown.)



When the **U.S. Foodservice™** logo/identifier is used *in conjunction with the address*, a **trademarked™ symbol** should follow "Foodservice."  
(**U.S. Foodservice™** logo shown.)



9755 Patuxent Woods Drive  
Columbia, MD 21046

When the **U.S. Foodservice™** logo/identifier is used *with "Distributed By," and "Columbia, MD 21045" strictly for brand identification*, a **trademark symbol** should follow "Foodservice."  
(**U.S. Foodservice™** Distributed By logo shown.)



When the entire corporate name used in written text in typeset form, a **trademarked symbol** should follow the name, with the **name and trademarked symbol in bold** face.

For quality and variety,  
choose **U.S. Foodservice™**  
brand products.

When the corporate name with its physical address is used in written text in typeset form, **no trademark symbol** should follow the name. The **name should appear in bold** face.

Please contact your  
**U.S. Foodservice** representative  
in Columbia, Maryland.

The logo for the corporation, **U.S. Foodservice™**, displays the “**U.S.**” script symbol with the name of the corporation in a reverse bar.

*The trademark (™) should follow the name.*

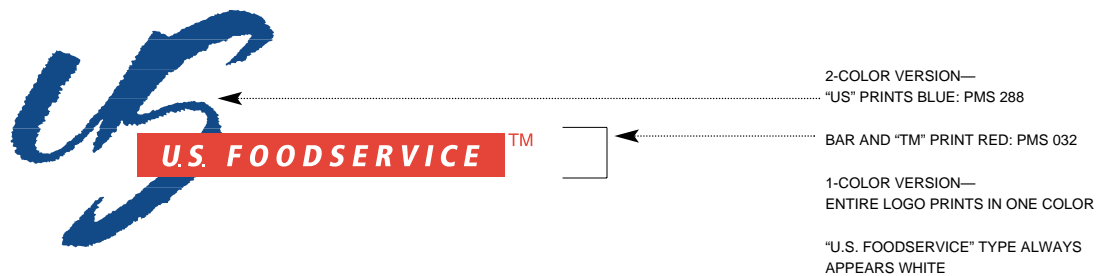
### Corporate Colors

The corporate colors are red and blue. Their applied use on the logos is outlined below.

Red: PMS 032

Blue: PMS 288

### U.S. FOODSERVICE™ LOGO



When using the **U.S. Foodservice™** logo, keep in mind these design guidelines.

**Color.** The color of the logo should be of sufficient contrast to the background. If printing on a colored paper, the type in the reverse bar, “U. S. Foodservice,” should be *white*.

**Spacing.** An area of space around the logo (“white space”) should be maintained so the logo will stand out from its surroundings. Leave an amount of space around the complete logo that is *at least* the width of the reverse bar.



“WHITE SPACE” RULE:

MAINTAIN SPACE AROUND THE  
U.S. FOODSERVICE™ LOGO THAT  
IS AT LEAST THE WIDTH OF THE  
REVERSE BAR

Stationery and business cards are important links to our customers and business acquaintances; therefore it is important to convey the proper impression at all times. Specifications for the design of all stationery items for **U.S. Foodservice™** are found in this chapter. These designs are consistent in format, lettering, and color to the graphic standards of the corporation's entire visual program, and should not be altered in any way.

**Typography:** The fonts used are Stone Serif, Stone Serif Italic, and Stone Serif Semibold.

**Color:** The corporate colors of blue and red are used: PMS 032 (red) and PMS 288 (blue). Black is occasionally used.

**Paper Stocks:** A white stock color is to be used in all cases.

**Letterhead:** Matrix Linen Recycled Bright White 70#.

**#10 Envelope:** Matrix Linen Recycled Bright White 24#.

**Business Cards:** Classic Crest 80# cover, Brilliant White

**Mailing Label:** White Label Stock.

The quality and finish of the paper varies depending on which item of stationery is being produced.

**Logo:** The corporate logo is used. Please refer to "U.S. Foodservice™ Logos" for guidelines on its use. Alterations to the logo symbol or logo typography are not permitted.



Illustrated below are typefaces used in preparing the U.S. Foodservice™ stationery program. Do not substitute other type styles.

**Font Ordering Information**

These typefaces can be specified from most type houses. Digital versions of the fonts can be ordered from numerous suppliers, including:

ADOBE SYSTEMS INCORPORATED 800.445.8787

IMAGE CLUB GRAPHICS 800.661.9410

FONTHAUS 800.942.9110

STONE SERIF

ABCDEFGHIJKLMNO  
PQRSTUVWXYZabcde  
fghijklmnopqrstu  
vwxyz0123456789

STONE SERIF ITALIC

*ABCDEFGHIJKLMNO  
PQRSTUVWXYZabcde  
fghijklmnopqrstu  
vwxyz0123456789*

STONE SERIF SEMIBOLD

**ABCDEFGHIJKLMNO  
PQRSTUVWXYZabcde  
fghijklmnopqrstu  
vwxyz0123456789**

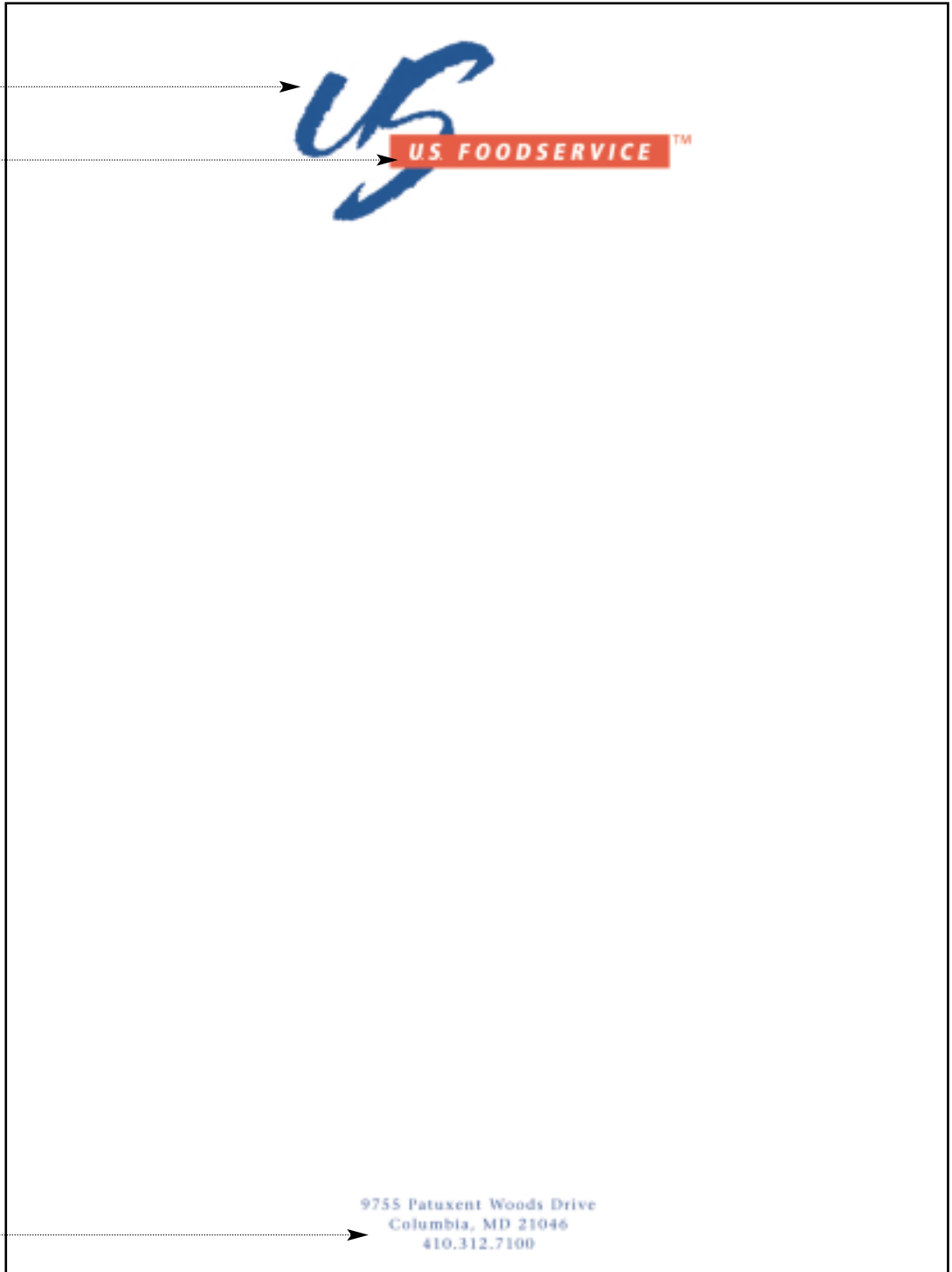
All generic correspondence uses this letterhead sheet, with the **U.S. Foodservice™** logo at the top of the sheet and the address at the bottom, centered. The corporate colors of red and blue are used (laser inks used in printing). The stock is Matrix Linen Recycled Bright White 70#.

Alterations to the logo symbol or logo typography are not permitted.

**US™ script portion of logo prints blue, PMS 288**

**Bar and TM print red, PMS 032**

**Height of complete logo is 1 7/8. Baseline of logo is positioned 2 1/4" from the top of the sheet**



**Address and phone are typeset in 9 pt. Stone Serif, 12 pt. leading, and 20 tracking**

**Print blue, PMS 288**

All personalized correspondence uses the Monarch letterhead sheet, with the corporate logo and the individual's name and title placed at the top of the sheet; and the address lines at the bottom. The corporate colors of red and blue are used (laser inks used in printing). The stock is Matrix Linen Recycled Bright White 70#.

Alterations to the logo symbol or logo typography are not permitted.

Height of complete logo is 1 3/4". Baseline of logo is positioned 2 1/8" from the top of the sheet

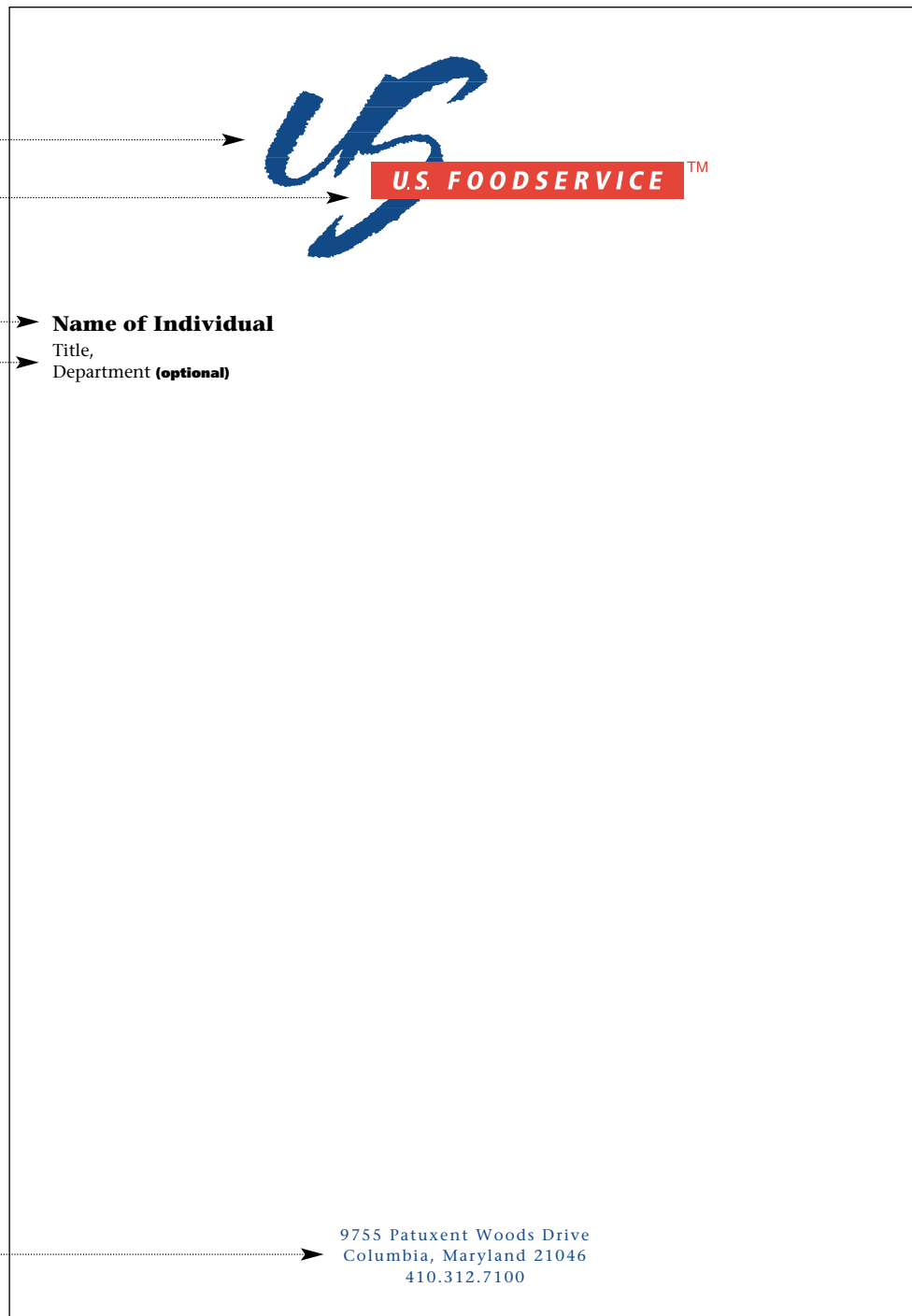
US™script portion of logo prints blue, PMS 288

Bar and TM print red, PMS 032

Name is typeset in 12 pt. Stone Serif Semibold, 14 pt. leading

Title and department are typeset in 10 pt. Stone Serif, 12 pt. leading

Placement of type baseline is 2 7/8" from the top of the page. Prints blue, PMS 288



MONARCH LETTERHEAD SAMPLE SHOWN AT 70% OF ACTUAL SIZE

On the #10 envelope, the U.S. Foodservice™ logo and the address are positioned at the upper left corner of the envelope. The corporate colors of red and blue are used. Also, one-color printing using black or blue is acceptable. The stock is Matrix Linen Recycled Bright White 24#.

Alterations to the logo symbol or logo typography are not permitted.

**US™ script portion of the logo prints blue, PMS 288**

**Bar and TM print PMS 032, red**

**Height of complete logo is 1 1/16." Base-line of logo is positioned 1 3/8" from the top of the envelope**

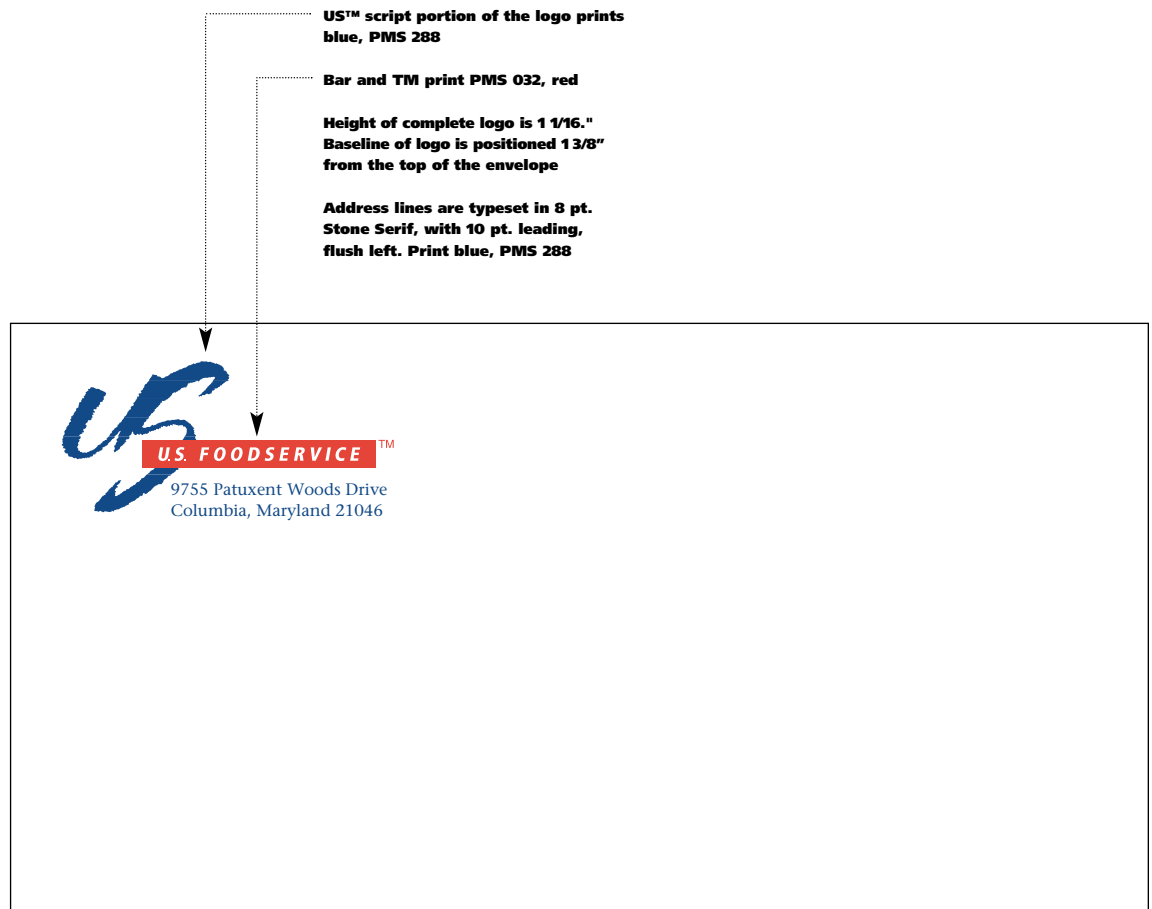
**Address lines are typeset in 8 pt. Stone Serif, with 10 pt. leading, flush left. Print blue, PMS 288**



#10 ENVELOPE SHOWN AT 79% OF ACTUAL SIZE

The monarch envelope (with monarch letterhead) is reserved for those individuals in the corporation with personalized stationery. On the monarch envelope, the U.S. Foodservice™ logo and the address portion are positioned at the upper left corner of the envelope. The corporate colors of red and blue are used. The stock is Matrix Linen Recycled Bright White 24#.

Alterations to the logo symbol or logo typography are not permitted.



The card styles shown below have been designed to coordinate with other U.S. Foodservice™ stationery items. The standard business card (3 1/2" x 2") can accommodate various amounts of information. The bottom sample shows the calling card.

Alterations to the logo symbol or logo typography are not permitted.

**Specifications**

**Colors:** Corporate colors of red (PMS 032) and blue (PMS 288), plus black

**Logo:** U.S. Foodservice™ logo, 5/8" tall

**Type:** Stone Serif and Stone Serif Italic

**Paper:** Classic Crest 80# cover, Brilliant White

**US™ script portion of the logo prints blue, PMS 288**

**Bar and TM print red, PMS 032**

**Height of complete logo is 5/8." Baseline of logo is positioned 1 1/8" from the top of the card**

**9 pt. Stone Serif, prints black**  
**7 pt. Stone Serif Italic, prints black**

**7 pt. Stone Serif Semibold, prints black, 9 pt. leading**

**Address lines and phone listings are typeset in 7 pt. Stone Serif with 9 pt. leading; print black**

**All typography is set flush left**

**BUSINESS CARD SAMPLE SHOWN ACTUAL SIZE**

**US™ script portion of the logo prints blue, PMS 288**

**Bar and TM print red, PMS 032**

**Height of complete logo is 5/8"**

**Message is typeset in 8 pt. Stone Serif and Stone Serif Italic with 10 pt. leading, prints black**

**Rule for signature is .5, prints black**

**7 pt. Stone Serif Semibold, prints black**

**Address lines and phone are typeset in 7 pt. Stone Serif with 9 pt. leading; print black**

**All typography is set flush left**

**CALLING CARD SAMPLE SHOWN ACTUAL SIZE**

The U.S. Foodservice™ mailing label is printed in the corporate colors of red and blue on a white label stock. The logo and address line are centered on the top half of the label.

Alterations to the logo symbol or logo typography are not permitted.

### Specifications

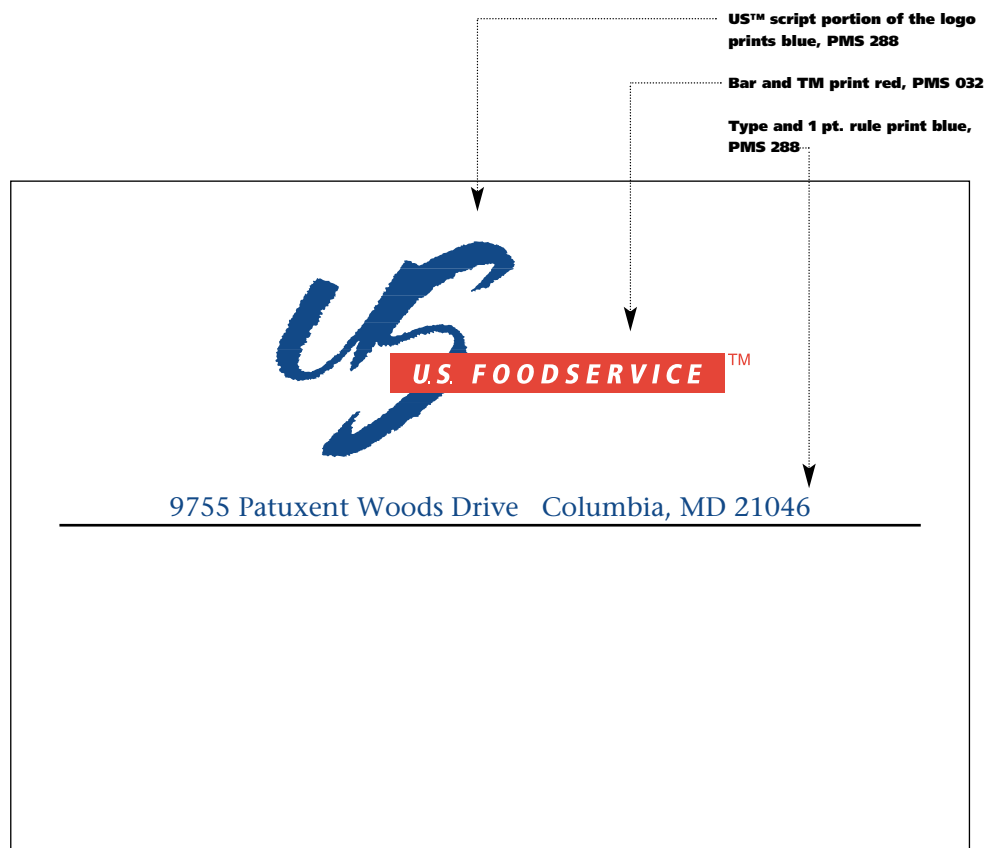
**Colors:** Corporate colors of red (PMS 032) and blue (PMS 288)

**Logo:** U.S. Foodservice™ logo, 1 1/4" tall

**Type:** Stone Serif 10 pt.; prints blue

**Paper:** White label stock

**Size:** 5" wide x 3 1/2" tall



MAILING LABEL SHOWN ACTUAL SIZE.

Alterations to the logo symbol or logo typography are not permitted.

**Specifications**

**Colors:** Black (laser ink used in printing)

**Logo:** Complete logo is 1 1/4" tall; prints black

**Type:** Megaron: 12 pt. and 10 pt.; prints black

**Paper:** White offset stock

**Size:** 8 1/2" wide x 11" tall



*Internal Communications*

*To:*

*Date:*

*From:*

*Location:*

