



US Foods®
Brand Guidelines

February 2021

US Foods®

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

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Section 1

Brand Overview: Our Promise, Strategy and Culture

Our Promise, Strategy and Culture

OUR PROMISE TO CUSTOMERS

WE HELP YOU MAKE IT™

OUR STRATEGY

GREAT FOOD.

MADE EASY.™

We win with food leadership and the easiest customer experience.

DELIVERED WITH EXCELLENCE.

We keep our service promise to our customers, safely and efficiently.

OUR CULTURE

SECOND TO NONE

We challenge the status quo every day to be the best.

TEAM UP

We engage the right people, in the right way, at the right time.

TALK STRAIGHT

We seek the truth and exchange objective feedback.

WALK THE TALK

We take accountability to deliver on our commitments.

1.2

The US Foods® *Voice*

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

- *inspired and passionate*
- *knowledgeable*
- *food-focused and referential*
- *easy to read and understand quickly understood*
- *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 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 has a chatty, "over the back fence" character to it.

1.2

Who we are defines *how we speak.*

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. It helps to use words like “we” and “our” 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 cocky. Give the reader good reasons for choosing US Foods® over the competition.

Examples:

The world's first croissant burger bun!

The best burger you will ever taste.

We're 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. It's ok to be excited about a new idea or innovation – it keeps the writing interesting and believable. What's more, it removes the corporation from the voice and replaces it with something warm and identifiable operators can relate to.

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!

1.2

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. It can be clever, as long as it 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 problems with the status quo and take every opportunity to show readers that we "get it" – especially when it involves problems 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 new and trendy experiences. Show them they can count on us for the expertise and products they need.

Examples:

International flavors are hot right now . . .

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 . . .

1.3

The US Foods® *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 mark. 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*

BOLD CONFIDENT PASSIONATE DRIVEN PROFESSIONAL



FRESH INNOVATIVE LEADING ASPIRATIONAL CARING

BOLD CONFIDENT PASSIONATE DRIVEN PROFESSIONAL



FRESH INNOVATIVE LEADING ASPIRATIONAL CARING

BOLD CONFIDENT PASSIONATE DRIVEN PROFESSIONAL



FRESH INNOVATIVE LEADING ASPIRATIONAL CARING

BOLD CONFIDENT PASSIONATE DRIVEN PROFESSIONAL



FRESH INNOVATIVE LEADING ASPIRATIONAL CARING

Section 2

Corporate Logo



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.

2.2

Primary *Logo*



Use the primary logo whenever possible.

2.3

Protected Space and *Minimum Size*



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

Protected space = height of "F"

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.

2.4

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.

2.5

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.

2.6

Acceptable *Logo Usage*




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. Vivamus egestas. Nunc tempor diam vehicula mauris. Nullam sapien eros, facilisis vel, eleifend non, auctor dapibus, pede.

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.

2.6






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.

Section 3

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



PANTONE 576

C: 49
M: 0
Y: 100
K: 39

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

Section 4

Typography

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 faces are to be used for print only, as fonts for digital use are discussed in Section 7.

Chronicle Text GI

The typeface Chronicle Text was chosen for its aesthetically pleasing design and legibility, while bringing strength and utility to the classic serif. This font offers flexibility through a wide range of weights.

Aktiv Grotesk

Aktiv Grotesk is a sans serif typeface that works well as a companion to Chronicle or on its own. Aktiv is a clean and modern sans serif with bold and modern character shapes.

4.2

Corporate *Typefaces*

Chronicle Text G1

Chronicle Text G1
Roman
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Text G1
Italic
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Text G1
Semi Bold
—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chronicle Text G1
Semi Bold Italic
—
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

4.3

Typesetting *Notes*

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).

Font Licenses

Chronicle Text G1 and Aktiv Grotesk are US Foods corporate fonts. Licenses for both should be purchased by US Foods and design partners.

4.4

Typesetting *the URL*

usfoods.com
usfoods.com
usfoods.com
usfoods.com

The US Foods® URL should appear consistently. When appearing alone, the URL should be typeset in Myriad Pro Black and tracked -50. Use this lock-up whenever possible.

As with the US Foods brand name itself, if the URL appears in a line of copy, typeset in the same typeface as the line of copy.

Section 5

Photography

US Foods® *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 photo-graphing 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.

5.2

Beautiful Food



Allow ample quiet space around the focal point of the image.

Warm lighting and natural propping allow the rich color and texture of the simplest ingredients to come to life.



5.3

Ticker Tape

The ticker tape tells a complete brand story by using raw ingredients, prepared food, chefs in motion in their kitchen and the dining environment.

Chef imagery may be presented as in high-contrast black and white, while food images are always in full, beautiful color.



Section 6

Our 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.



Section 7

PowerPoint/ Interactive Presentations

Introduction Slide

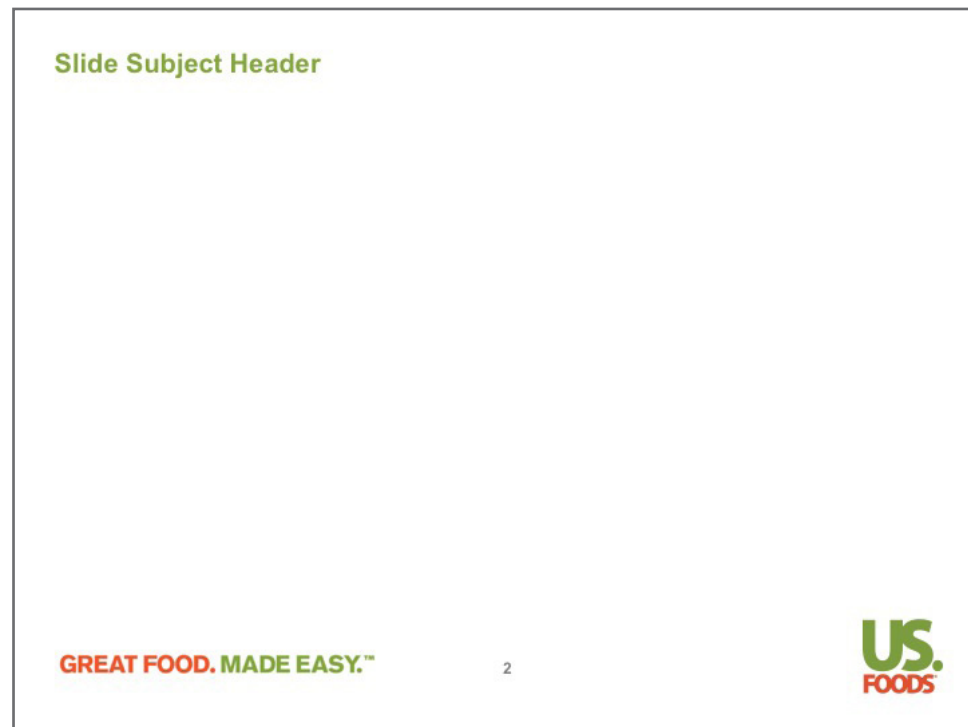


Introduction Slide

This slide is used to introduce a presentation.

7.2

Text Slide



Text Slide

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

7.3

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.



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

7.4

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

Stationery

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

Business Cards

Front



Back



President's Cup



8.2

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
	<p>NOV 6, 2011</p> <p>JAYNE SMITH ANY COMPANY 123 MAIN STREET ANY CITY, MD 21043</p> <p>Dear Ms. Smith:</p> <p>Fuga. Nam facea ipidia doluptatur? Ehenimagnat volorator senimagnihil et id quia dolorep ererum fugitius intios eniscil maximol uptus, cust alis eaquossimo dolo maiorep ratesequis dipit facidis derupic itiant eumqui quis natuur? Tatisitius ate vel ea plicliu ntionemolor sam et od quassequis illa inciendi comnis accum nonsedi tiionsedi officia teculla tiusam fugit aut est.</p>		1.25" margin	1.25" margin
	<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 ommo 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 videlique quisint, voloris ea volorecere et adit pererios cus que re net mos expernam dit expliquos qui corro iurem. Ariasped qui offic te nihil im velissin rerrore cuptae conet essim quis estiatur simagna tiscientur.</p> <p>Eum faceritium illorep udandi ommo esti odis maxime erspe elique et, sinimus earum rest abo. Or rest acest magniet hiliicitat mo qui ad et harum nes pa alia core pelis etuscia</p> <p>Sincerely,</p> <p>John Doe</p>		1.25" margin	1.25" margin
	<p>SAN FRANCISCO</p> <p>6133 ANYWHERE ROAD, SAN FRANCISCO, CA 60018. P: 410.596.9085 / F: 163.557.2295</p>		1.25" margin	1.5" bottom margin

8.3

Envelope (No. 10)

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"

	<p>US Foods 9605 45TH AVENUE NORTH, SUITE 500 LAS VEGAS, NV 89032-7764 USFOODS.COM</p>

8.4

Envelope (Catalog)

Size
12" x 9"

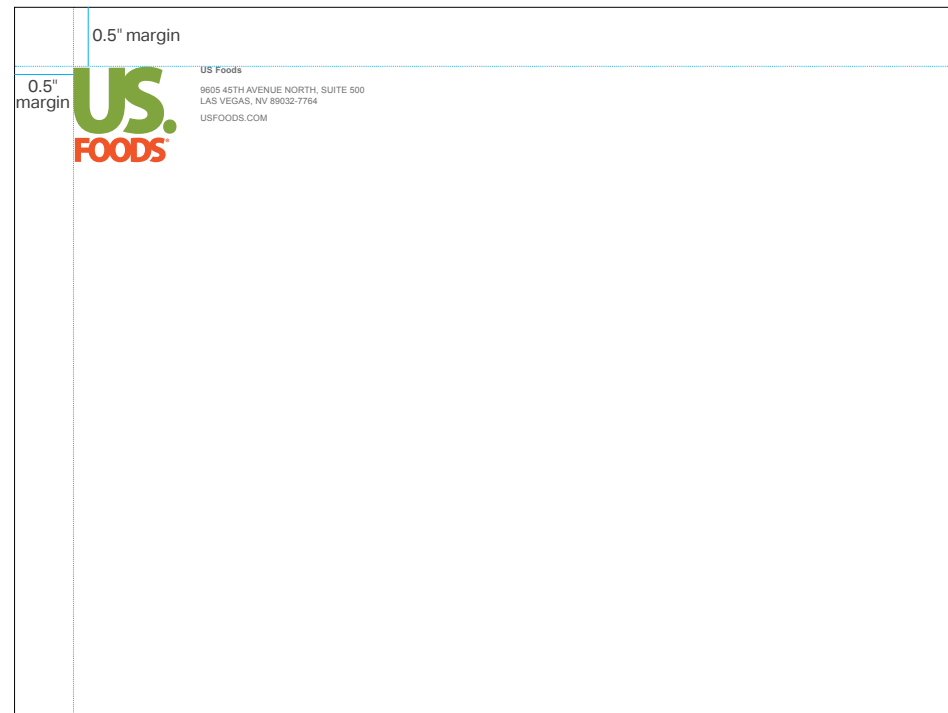
US Foods
Aktiv Grotesk Bold, 8 pt
(10 pt leading)

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"



8.5

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

US Foods® Departments

US Foods® *Departments*



Department logos

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

Departmental 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.

9.2

Protected Space and Minimum Size



Min. size = 0.75"

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

9.3

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.

9.4

Department *Color Palette*

Department logos utilize the same color palette as the US Foods® logo.



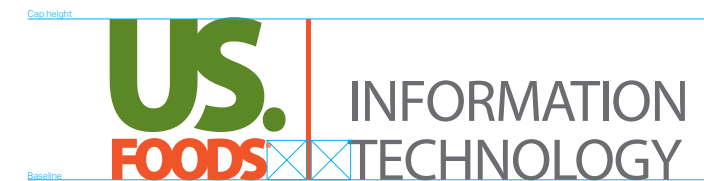
PANTONE 576	PANTONE 173	PANTONE COOL GRAY 11
C: 55	C: 0	C: 0
M: 18	M: 82	M: 0
Y: 100	Y: 94	Y: 0
K: 2	K: 0	K: 70
R: 92	R: 207	R: 113
G: 135	G: 69	G: 112
B: 39	B: 32	B: 115

9.5

Department *Typography*

Typography

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



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

The department title should align with the baseline of "FOODS." Titles of three or more lines occupy the space from the cap height of "US" to the baseline of "FOODS."

9.6

Department *Typeface*

The name of the department is typeset in Univers 67 Bold Condensed. Univers is a classic Swiss-style sans serif typeface, like Aktiv Grotesk.

Univers 67 Bold Condensed

Univers
67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

9.7

Department *Typesetting Notes*

Typography

Use the US Foods® corporate typefaces, Aktiv Grotesk or Chronicle Text, when typesetting accompanying text. Univers 67 Bold Condensed should only be used to typeset the department name. See Section 4 Typography for details on the use of the US Foods corporate typefaces.

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 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.