

HARVEST VALUE™

Harvest Value® *Brand Guidelines*

November 2014
Version 2.0

Table of Contents

Brand Statement	3
Brand Voice	4
Brand Mark	5
Primary Color Palette	8
Typography	9
Photography	10
Omni-Channel Applications	12
Packaging	14

Brand Statement

When cost matters

For those times when cost is your most important consideration, we have you covered. Harvest Value presents your recipe essentials, those items you cannot create without, in a more appealing light – at a fraction of the cost of other brands, allowing you to save money yet create the dishes that your customers will crave.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.

Brand Voice BTB

Harvest Value offers recipe essentials at a fraction of the cost of other brands. To tell that story, the tone is “sell with a smile” to make it appropriate and engaging. Three to four descriptive sentences paint a picture of the dining experience each product creates. The “sell” is a description of product attributes. The “smile” is a slice-of-life statement that lightens the mood of the copy in an attempt to endear the brand or product to the customer.

Brand Mark

The logo consists of the word "HARVEST" in a bold, solid green, sans-serif font. Below it, the word "VALUE" is written in a green outline font, also in a sans-serif style. A small trademark symbol (TM) is positioned to the upper right of the letter "E" in "VALUE".

HARVEST
VALUE™

Bold and simple in design, the Harvest Value logo centers on a clean, utilitarian look — highlighting honesty and value. “Harvest” is set in solid text and “Value” in outline, which keeps the focus on food but still communicates the brand’s message of value.

Protected Space & Minimum Size

To keep the integrity of the brand consistent across all applications it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The Harvest Value logo should appear no smaller than 1 inch in width in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.

For brand-related marketing collateral, the brand should appear on the left. For product-specific Harvest Value items, the brand should appear on the right or where space is available.



Incorrect Use of the Brand Mark



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



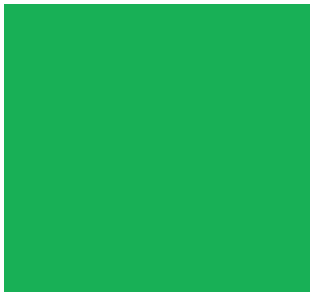
Do not remove or change the graphics elements.



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

Primary Color Palette

Green was chosen to illustrate the harvest (i.e., a farmer's field), as well as to suggest food (versus the brown color which was chosen for non-food items within this line).



PANTONE 348 C

C: 82
M: 0
Y: 92
K: 0

R: 0
G: 132
B: 61

HTML: #00843D

Typography

The primary typeface used for Harvest Value is Gotham Bold. It was chosen for its clean lines and readability. Typeset headers in uppercase using this typeface.

The secondary typeface for Harvest Value is Gotham Medium. Use where the design permits.

NOTE: Headers for body copy should be typeset using Berthold Akzidenz Grotesk Medium, and the body copy should be typeset using Chronicle Roman.

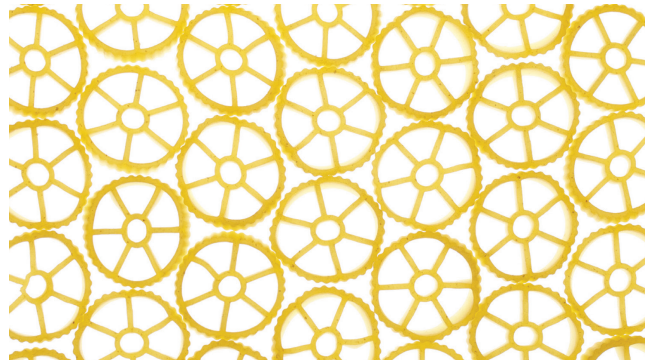
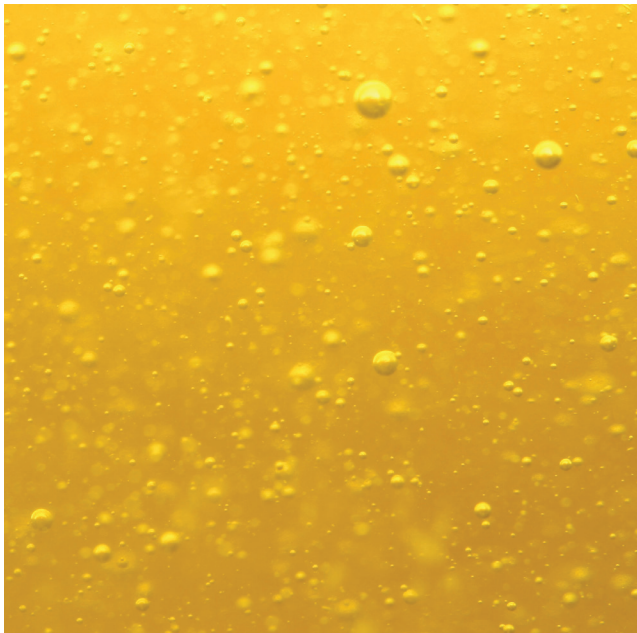
Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Photography

Delicious food photography is a very important part of every brand when designing collateral and print.

Photographed food on a white background with minimal propping presents Harvest Value products in their purest form. Bring the photography to life by shooting from above and arranging it in a fun and playful manner. Harvest Value photography is about simple, beautiful details.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

When selecting imagery or planning a shoot, opt for high-quality photography with simple propping and ultimate appetite appeal. Create a playful pattern that relates or accentuates the product being sold.

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

Omni-Channel Applications

US Foods® marketing campaigns always include digital extensions that involve websites, apps, social media and more.

The tone exactly mimics the US Foods program it's a part of (The Scoop, Food Fanatics®). In fact, it is recommended that we lift much of the copy from the printed materials and use it as a base to create the digital works.

For experiential marketing application, there should be no limits to the creativity to delight and engage customers. That includes the US Foods voice. The copy must be bright and fun to encourage the reader to participate.

HARVEST VALUE SLICED PEPPERONI



Product Application: Sliced pepperoni is intended for use on pizzas. It is not intended for use in other applications. It is not intended for use in other applications. It is not intended for use in other applications.

Product Benefits: Sliced pepperoni is made with pork, chicken and beef with the perfect amount of oil. You get perfect pizza every time with Harvest Value sliced pepperoni. It is not intended for use in other applications. It is not intended for use in other applications. It is not intended for use in other applications.

Product Attributes: Made with pork, chicken and beef.

US FOODS

HARVEST VALUE SOYBEAN SALAD OIL



Product Application: Soybean salad oil is intended for use in salad dressings, marinades, and other applications. It is not intended for use in other applications. It is not intended for use in other applications.

Product Benefits: Soybean salad oil is made with soybean oil. It is not intended for use in other applications. It is not intended for use in other applications. It is not intended for use in other applications.

Product Attributes: Soybean salad oil is made with soybean oil.

US FOODS

HARVEST VALUE COBBLERS



Product Application: Cobblers are intended for use in pies, tarts, and other applications. It is not intended for use in other applications. It is not intended for use in other applications.

Product Benefits: Cobblers are made with premium fruit. It is not intended for use in other applications. It is not intended for use in other applications. It is not intended for use in other applications.

Product Attributes: Cobblers are made with premium fruit.

US FOODS

Sell Sheets



INNOVATIVE PRODUCTS: US Foods® has completed extensive evaluations with sensory experts to ensure we've developed a differentiated breeding system that is **unmatched in the industry** and holds quality longer hold quality longer when placed in a warmer.

Cleaner labels: We've reduced allergens and eliminated artificial flavors.

Expanded assortment: When now have a variety of products designed to meet any of your application needs.

Highest quality: All suppliers will be required to meet rigorous US Foods standards during product approval process which means you can expect a consistent product every time.

Competitive pricing: US Foods has completed a full pricing review to ensure you receive competitive pricing.

Friendly packaging: New packaging includes an icon system that identifies product attributes. This means you can quickly identify boxes in your freezer and know exactly what you are buying.

FAST FACT  **95% growth**

Chicken nuggets are not just for kids ... Adult-only parties contributed over 95% of the growth in the most recent year!

NPD Group/CREST

What's the right product for your operation?

Choose by the cut of meat

Whole Muscle
Whole muscle products are whole muscle chicken with a natural appearance and premium bite.

- Tenderloins** – only premium whole muscle cuts from the tenderloin of the chicken breast
- Strips** – value priced whole muscle cuts coming directly from a jumbo breast and commonly called chicken fingers
- Filets** – only premium whole muscle cuts from the chicken breast
- Bites (also known as Popcorn Chicken)** – premium diced chicken breast meat
- Boneless Wings** – whole muscle cuts of boneless breasts

Portioned
Portioned products are made from whole muscle trim meat that is formed into multiple shapes and breaded. It delivers a bite similar to whole muscle without the premium price.

- Tenderloins** – made from whole muscle tenderloin trim meat which is formed together into a tender shape
- Filets** – made from multiple whole muscle breast meat pieces which are formed together into a filet shape
- Boneless Wings** – restructured whole muscle cuts of breast

Chopped & Formed
Chopped and formed products are value products made from chopped breast meat and formed into a shape.

- Tenders** – chopped and formed pieces of whole muscle breast meat which are formed together into a tender shape
- Patties** – made from chopped breast meat and formed into a patty shape
- Nuggets** – chopped and formed interior made from breast meat

Kitchen Tune-Up



Kitchen Tune-Up Spread

Packaging

All design standards also apply to the packaging of every product. Design cues such as color, fonts, etc., must be incorporated to maintain a cohesive look. Please refer to packaging guidelines for complete information regarding packaging design.





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