

# Visual Identity

*Davis Creek Meats® Brand Standards*

*Rev. June 2015*

**Gordon**<sup>®</sup>  
FOOD SERVICE

## Overview



### Positioning Statement

A tradition of quality-crafted meats.®

### One-Sentence Description

Davis Creek Meats products are cut by master craftsmen who have generations of meat-cutting experience along with the knowledge and expertise necessary to deliver the most consistent product every time.

### Brand Attributes

- **Expertise.** Master craftsmen have generations of meat-cutting experience and are extensively trained.
- **Consistency.** Each product is carefully crafted the same way every time.
- **Integrity.** Delivering what was promised.

### Target Customers

#### Primary

- Independent Foodservice
- Healthcare

### Visual Identity

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# Usage

## Logomark

Illustrated in callouts are the key elements that make up the Davis Creek Meats brand and packaging logos.

The Davis Creek Meats logo is the stamp of quality upon which the brand stakes its reputation. It is made up of a distinctive "DC" script monogram and classic type fonts, held together by a black diamond shape. Its optimal use is 3 colors.

The Davis Creek Meats logo should never be recreated. Electronic art files of the Davis Creek Meats logo are available in the following formats: .eps, .jpeg, or .wmf.

## Tagline

The tagline should be used whenever possible.

*Note:* This is a trademarked tagline.

## Typographic Title

### First instance of use:

Davis Creek Meats®

### Second and subsequent uses:

Davis Creek Meats

The registration symbol must appear with the first mention of the brand name in text. In a multipage piece, use of the brand name in text on the cover does not satisfy the requirement. Please include the registration symbol on the first text mention on an inside page.

*Note:* The registration symbol in the Davis Creek Meats brand logo does not satisfy the requirement to use the registration symbol in the first text instance.

## Visual Identity



### Larger Uses:



A TRADITION OF QUALITY-CRAFTED MEATS.™

### Smaller Uses:



A TRADITION OF  
QUALITY-CRAFTED MEATS.™

### Signature:



A TRADITION OF QUALITY-CRAFTED MEATS.™

## Clear Zone

The logo clearance area is the area around the Davis Creek Meats logo that must remain free of type and “specific” graphic elements.

Use the height of the letter “R” in Creek to determine the measurement used on all four sides of the logo to create the clearance area. The clearance area defines the space used to separate additional copy or graphic elements from the logo.



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## Restrictions

Do not use any of the versions shown here.  
These examples represent a sample of potential violations of the logomark and typographic title.



A TRADITION OF  
QUALITY-CRAFTED MEATS™



**GFS Davis Creek Meats**

**DavisCreek**

**Davis Creek**





**DCM**

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## Color

Illustrated on this page are the acceptable four-color process logo and the one-color spot logo for the Davis Creek Meats brand.

	Tan	Gold	Black	Alternate Non-Metallic Color
				
CMYK	0.4.15.0	0.38.78.29	0.0.0.100	0.38.78.29
PANTONE Coated	7500C	876C	Black	2730C

### Four-Color Process Logo:



### One-Color Spot Logo:



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## Typography

The approved fonts to be used on packaging for Davis Creek Meats are ITC New Baskerville and Helvetica.

**ITC NEW BASKERVILLE ROMAN (SMALL CAPS)**

**ITC NEW BASKERVILLE BOLD (SMALL CAPS)**

**Helvetica Medium**

The ITC New Baskerville Roman font can be used for logo text.

ITC New Baskerville Roman can be used as the prefix, main descriptor, suffix, callouts, and romance (body) copy. Helvetica should be used for all common or standard elements (i.e., ingredients and preparation instructions).

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## Backgrounds

The Davis Creek Meats logo is generally placed directly on the package or point-of-sale background. The framed edges of the logo allow it to stand out on a variety of backgrounds.

*Note:* There is no white safety net around the logo. However, refer to Clear Zone for correct spacing around the logo.



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# Packaging

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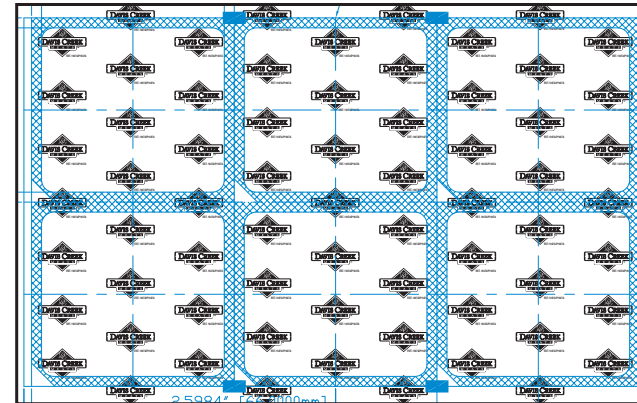
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# Flexo Specifications

## Inner Components

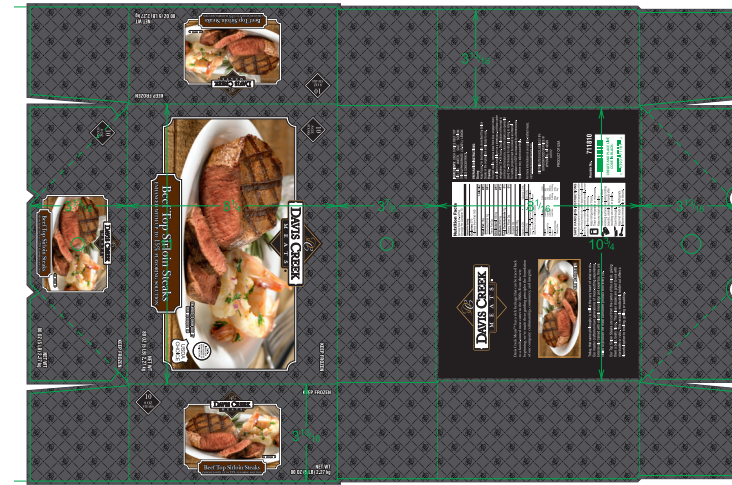
### Clear Labels

A clear flexography label was developed to allow the vendor to use a black only product-specific label on inner poly bags.



### Folding Carton

A dark, distinctive look sets Davis Creek Meats brand packaging apart from other brands.



Side Panel:



## Packaging

## Flexo Specifications *(continued)*

### Inner Components

#### Folding Carton

Folding cartons will have a background with the DC pattern. The Davis Creek Meats brand logo with product description is displayed prominently on the Primary Display Panel and printed in PMS 201C, PMS 1245C, and black. Photography is printed in CMYK.

Product specific copy, safe handling, UPC, reorder number, nutritional, and ingredient info are on the back panel.

Here are examples of the Davis Creek Meats brand logo background.

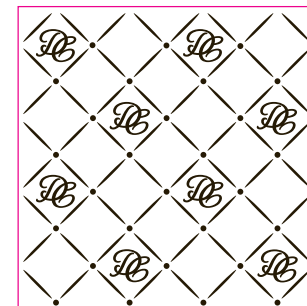
Primary Display Panel:



Back Panel:



Davis Creek Meats Background:



### Packaging

# Outer Components

## Corrugate Specifications

- Prefix and suffix product descriptions should always match the layout of the inner packaging.
- Barcodes should be on at least one long and one short panel. If space allows, they should be on all four panels.

## Corrugate Color

Oyster White

## Corrugate Ink Colors

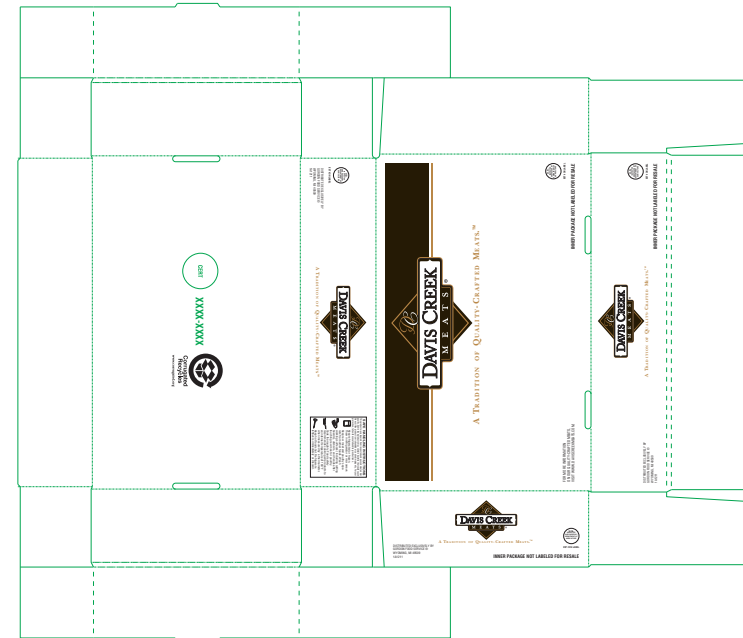


PANTONE

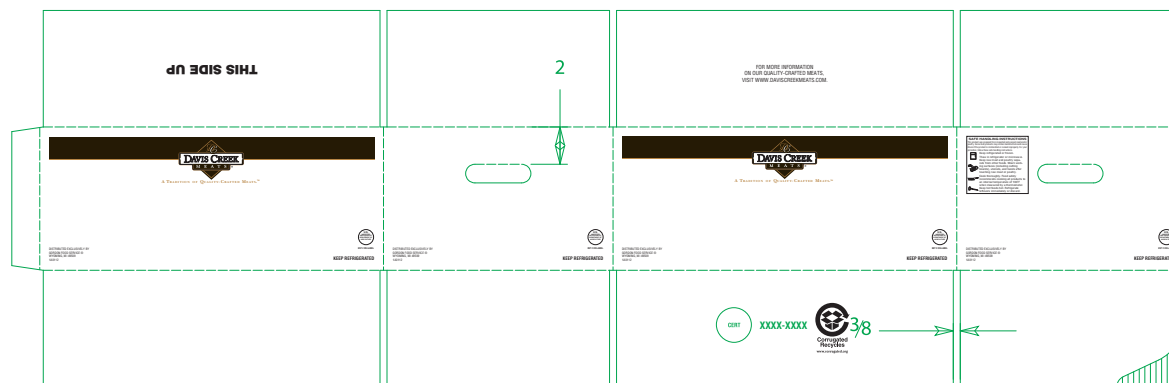
876C

Black GCM1 90

## Option A



## Option B



Corrugate Label  
for Option B

## Packaging

# Photography

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## Overview

Davis Creek Meats photography portrays the message of quality and craftsmanship. Prepared product shots must focus on the meat—the cut, the grain, and the presentation. Meats must never be over-seasoned in prepared applications; they must appear as natural as possible. The angle of the shot may vary slightly, but the meat must fill a majority of the shot. The focal point of the shot is the primary product, while additional elements are in the back and slightly out of focus.

Photography of raw meats must focus on the quality of the meat, and the product must be pink in color. Spices, such as salt and pepper or other seasonings are acceptable in the background or sprinkled over the meat. Cutting utensils can be used as props in the shot, but must not obstruct the focus on the product.

## Background & Dinnerware

The background and dinnerware vary based on quality and cut of meat. Surfaces must be natural, warm, and classic, and dinnerware must be clean, neutral colors. Acceptable dinnerware colors include white, brown, tan, and black, while clear cannot be used. Napkins are acceptable, but not required. Alcoholic beverages are not to be utilized unless it further supports the product application.

## Lighting

Lighting must be warm, staying away from dark shadows. The focus of the lighting is on the product, not the background. The background lighting is darker than the lighting in the foreground; it is a warm tone but does not appear too light. The angle of the shot will vary based on product type.

## Ingredients & Fresh Cues

Product preparation is an essential aspect of the presentation. The higher the quality the meat is, the more premium the presentation of the ingredients. Ingredients and fresh cues vary based on the quality and cut of meat. **For example, garlic-roasted redskin potatoes might be utilized with a USDA Prime product, while a traditional baked potato is shown with a USDA Select product.** They must be used in the background to complement the meat, not in the foreground of the shot. **Acceptable fresh cues include scallops, shrimp, potatoes, or vegetables.** **Fresh beans or alfalfa sprouts are never utilized in product photography.**



### Photography