

**GRAN
SAZON**®

BRAND GUIDE

SEPTEMBER 2024

FLOURISHES OF FLAVOR

Sign painting and poster design both have rich histories across Latin American cultures. The following guide lays out a bright, refreshing, and playful brand language inspired by elements of these aesthetic disciplines—as well as the feasts, festivals, and flavors they championed.





MES SAG I N G

VOICE

Gran Sazón's voice invites Gordon Food Service customers to share in a diversity of quality and authentic Latin ingredients. It celebrates the variety of artful flavors that compose the broad umbrella of Latin cuisine.

Language around Gran Sazón balances between straightforward and emotive, clearly articulating customer benefits while highlighting the rich individual experiences of enjoying Latin foods.

Because Gran Sazón is for all Latin flavors, it remains culturally inclusive, honoring each Latin region equally. Avoid Latin tropes, stereotypes, and regionally specific expressions. Keep language familiar, simple, and flavor-focused.

CELEBRATORY

PERSONABLE

INVITATIONAL

CULTURALLY
ATTUNED



GRAN SAZÓN IS FOR FLAVOR

When it comes to real Latin flavor,
you know it when you taste it.
So does Gran Sazón.

Our collection offers a bold and
bright range of festival flavors
and table flavors.

Cuban, Mexican, and regionally
inspired flavors.

First-time flavors and favorite flavors
ordered time and again.

We focus on reliably sourced, quality
ingredients to elevate your menus
and fit all kinds of Latin cuisine.

Celebrate your kind of flavor with
Gran Sazón.

LOGO

LOGO & VARIANTS

The Gran Sazón logo is set in a modified version of Sideshow Display. The logomark has two colorways:



AVOCADO and CILANTRO Used for mainstream products.



HABANERO and MAÍZ Used for regional products.

CLEARANCE

Be sure to leave space around the logo. Clear space should be equal to the width of the “G.”



MISUSE



AVOID Using the Black or White versions of the logo in color applications.



AVOID Combining colors from both colorways.



AVOID Swapping the lettering and shadow colors.



AVOID Deviating from the recommended colorways.

COLOR

GUIDELINES

Packaging colorways should be set apart by mainstream or regional product lines.

In marketing materials, the colors from the palette may be used together, but only in the ways shown on the **COLORWAYS** slide.

01 DO NOT USE THE LOGO OR TYPE WITH SHADOWS ON ANY COLOR OTHER THAN OFF-WHITE.

02 IN GENERAL, USE ONE COLORWAY PER LAYOUT.

HORCHATA

PMS 9201 C

CMYK 3 11 19 0

RGB 255 230 206

HEX #FFE6CE

CILANTRO

PMS 397 C

CMYK 11 0 100 13

RGB 197 185 23

HEX #C5B917

AVOCADO

PMS 4228 C

CMYK 47 42 69 49

RGB 89 83 59

HEX #59533B

MAINSTREAM PALETTE ↑

REGIONAL PALETTE ↓

HORCHATA

PMS 9201 C

CMYK 3 11 19 0

RGB 255 230 206

HEX #FFE6CE

MAÍZ

PMS 610 C

CMYK 10 3 74 0

RGB 226 210 95

HEX #E2D25F

HABANERO

PMS 2026 C

CMYK 0 73 85 0

RGB 242 99 55

HEX #F26337

COLORWAYS



O1 AVOCADO and CILANTRO on HORCHATA



O2 AVOCADO on CILANTRO
(with HORCHATA accents)



O3 HORCHATA on AVOCADO
(with CILANTRO accents)



O4 HABANERO and MAÍZ on HORCHATA



O5 HABANERO on MAÍZ
(with HORCHATA accents)



O6 HORCHATA on HABANERO
(with MAÍZ accents)



TYPE

DUNKELSANS EXPANDED

Use in uppercase for headlines and subheads.
Only use punctuation when necessary.

↑ PRIMARY

Dunkelsans on [Adobe Fonts](#) ↗

Antipol VF Wide/Extended Medium and Bold

Use in uppercase for subheads and sentence case for body copy.
Only use punctuation when necessary on subheads.

Antipol VF on [Adobe Fonts](#) ↗

↓ ALTERNATES

GASOEK ONE REGULAR

Use in uppercase for headlines and subheads.
Only use punctuation when necessary.

TYPE

Gasoeek One on [Google Fonts](#) ↗

Syne Medium and Bold

Use in uppercase for subheads and sentence case for body copy.
Only use punctuation when necessary on subheads.

Syne on [Google Fonts](#) ↗

TREATMENTS

01 BLOCK SHADOWS

Block shadows in a style similar to the logo should accompany the largest type. Be careful not to overuse shadows. They are intended to emphasize the most important information and should generally be used for product names and 1-to-3-word headlines.

Shadows are created using the AG Block Shadow Illustrator plugin from [Astute Graphics](#) 

02 ARCHES

Arched type (created using Envelope Distort or Type on Path functions in Illustrator) can be used to further enhance layouts.

When used in titles, descriptive type should be arched, such as “12” FLOUR” in the example shown.

When used in subheads or for smaller more informational content, arches can be used to visually separate English and Spanish translations. As a general rule, arch English type up and Spanish type down.



**12" FLOUR
TORTILLAS**

**COUNT
CUENTAS**



IMAGERY

PHOTOGRAPHY

Bold, bright, and ingredient-focused, images captured for the brand should incorporate simulated daylight, textural and arranged ingredients, and occasionally a human element in the form of hands interacting with the food. Compositions can include:

- O1 Plated Dishes
- O2 Macro Ingredients (use stock when possible)
- O3 Table Settings (with and without hands)
- O4 Arranged Ingredients



TREATMENTS

Vector posterized imagery is another nod to sign-making techniques. This two-color treatment offers a hand-crafted aesthetic reminiscent of wheatpaste posters.

- STEP 01 Find a suitable stock image. (Isolated assets tend to work best.)
- STEP 02 Bringing the image into Photoshop, add two Levels and one Threshold adjustment layers.
- STEP 03 Adjust the first Levels layer until some shadow detail is visible.
- STEP 04 Turning off the visibility of the first Levels layer, adjust the second until the image is only a silhouette.
- STEP 05 Export JPGs of both the shadow detail and the silhouette.
- STEP 06 Bring the JPGs into Illustrator one on top of the other, and Live Trace each individually—ignoring white.
- STEP 07 Using one of the colorways, apply the darker color to the shadow details, and the lighter color to the highlights.



GRAPHIC ELEMENTS

01 HALFTONES

Varied halftone patterns are used to add balance and help layouts feel full. All halftone patterns on a piece should be kept approximately the same size. Edges should be softened and shapes should be irregular. Reduce the amount of pattern used underneath small type to keep it legible.

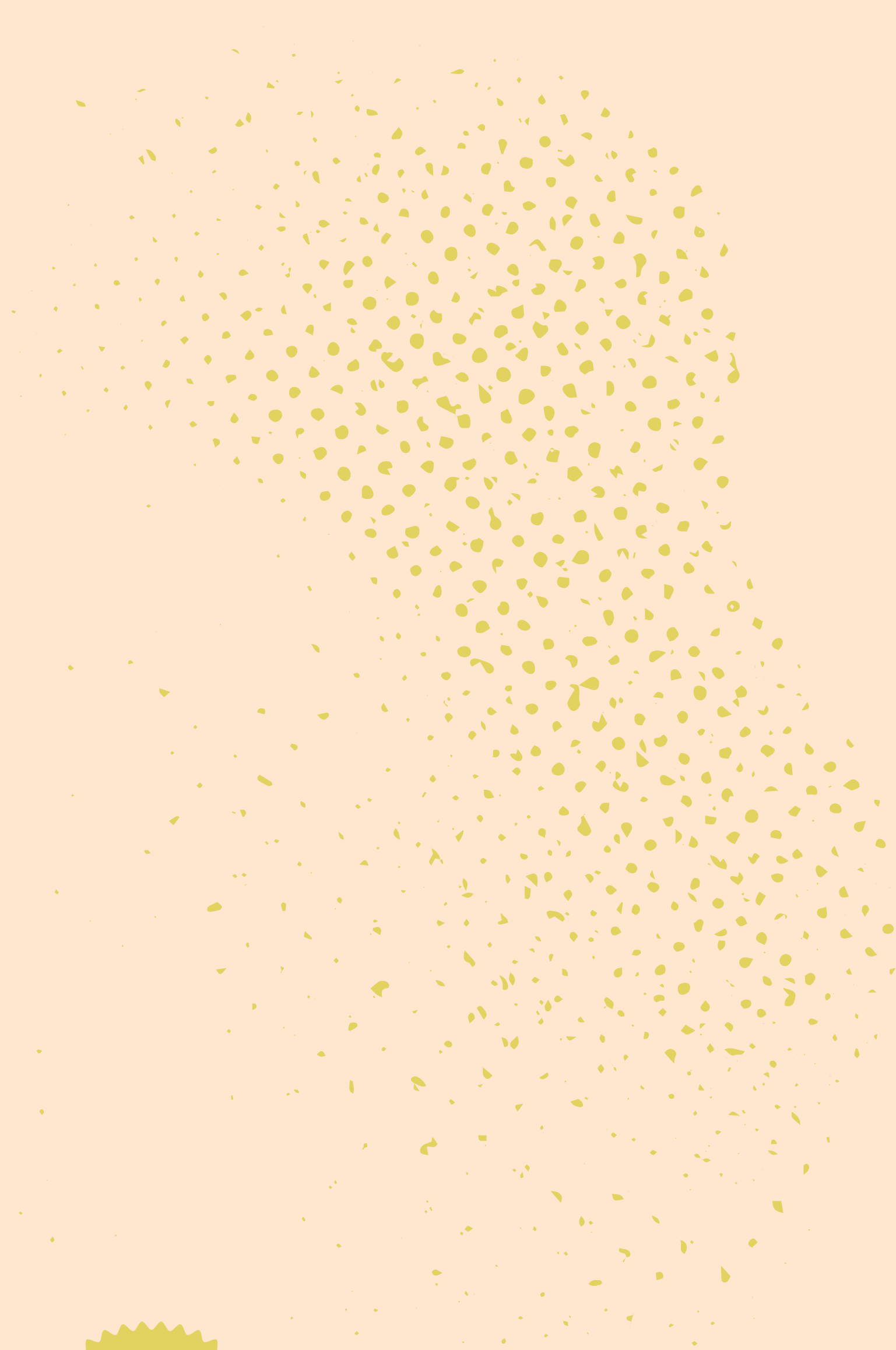
02 FLOURISHES

Flourishes may be used primarily to flank arched type. They should always be used judiciously and in proportion to the dot pattern. The wide end of each flourish stroke should point outward from the type.

03 BURSTS

Bursts may be used to emphasize numbers or other short-form information—most often within grid layouts on packaging.

When applying color, bursts should generally be the lighter color from the selected colorway, and type should be the darker color.



01

FANCY

02

12

03

APPLICATION

GRAN SAZÓN

**12" FLOUR
TORTILLAS**

TORTILLAS DE HARINA
DE 12 PULGADAS

12

COUNT
CUENTAS



NET WT/PESO NETO 43 OZ (2LB 11 OZ) 1.22 KG



GRAN SAZÓN

CHORIZO SAUSAGE

CHORICERO 

FRESH GROUND | TIERRA FRESCA

NET WT/PESO NETO
48 OZ (3LB) 1.36 KG

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FRESH GROUND | TIERRA FRESCA

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48 OZ (3LB) 1.36 KG

GRAN SAZÓN

FANCY

BLACK BEANS

FRIJOLES NEGROS
DE PRIMERA

GLUTEN
FREE

SIN
GLUTEN



NET WT/PESO NETO 110 OZ (6LB 14 OZ) 3.12 KG

CHIPS DE TORTILLA
DE MAÍZ AZUL

GLUTEN
FREE

SIN
GLUTEN



NET WT/PESO NETO 24 OZ (1LB 8 OZ) 680 G

**GRAN
SAZÓN**

BLUE CORN
**TORTILLA
CHIPS**



**GRAN
SAZÓN**
BLUE CORN
**TORTILLA
CHIPS**



**GRAN
SAZÓN**

BLUE CORN
**TORTILLA
CHIPS**



CHIPS DE TORTILLA
DE MAÍZ AZUL

GLUTEN
FREE

SIN
GLUTEN



NET WT/PESO NETO 24 OZ (1LB 8 OZ) 680 G

CHIPS DE TORTILLA
DE MAÍZ AZUL

GLUTEN
FREE

SIN
GLUTEN



NET WT/PESO NETO 24 OZ (1LB 8 OZ) 680 G

**GRAN
SAZÓN**

ADIÓS

FOR MORE INFORMATION,
CALL (800) 968-4164 OR
VISIT GFS.COM