

Visual Brand Standards Quick Guide

PRIMARY LOGO

Gordon[®]
FOOD SERVICE



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FOOD SERVICE

COLOR PALETTE & USE PROPORTION

PRIMARY COLORS: Use 50%+

Gordon Food Service Red should be used most frequently as the primary brand color with the remaining being used as support based on use proportions listed.

SECONDARY COLORS: Use 40% or less

ACCENT COLORS: Use 10% or less

PRIMARY

	CMYK:	RGB:	Hex	PMS:
Gordon Food Service Red:	0.100.100.8	200.0.0	#C80000	186C / 1797U
Dark Gray	0.0.0.80	80.80.80	#505050	Cool Gray 10
Light Gray	0.0.0.20	200.200.200	#C8C8C8	Cool Gray 3
Dark Cream	8.5.11.0	237.235.226	#EDEBE2	9101C

SECONDARY

	CMYK:	RGB:	Hex	PMS:
Cranberry	0.97.87.53	138.42.43	#8A2A2B	7623
Tomato	7.90.82.1	209.62.51	#D13E33	7626C / 7623U
Light Cream	2.2.4.0	249.247.244	#F9F7F4	9100C
Medium Gray	0.0.0.50	136.139.141	#888B8D	Cool Gray 8
Char	90.73.60.47	41.45.53	#292D35	Black 6

ACCENT

	CMYK:	RGB:	Hex	PMS:
Tangerine	0.74.100.0	220.88.42	#DC582A	7579
Lemon	0.30.100.0	234.170.0	#EAAA00	124
Basil	56.2.78.5	116.170.80	#74AA50	7489
Blueberry	76.34.21.0	78.135.160	#4E87A0	7697
Grape	74.68.7.31	89.84.120	#595478	5275

LOGO SEAL



"G" LOGO MARK



TAGLINE

Always at your table[®]

TYPOGRAPHY

Gotham Light - Body Copy

Gotham Book - Body Copy

Gotham Medium - Subheadlines

Gotham Bold - Headlines

Museo 500 - Headlines, Subheadlines; Museo 100, 200, 300, 400, 700, 900 can be used to create appropriate hierarchy and legibility.

Fruity Pops - Tagline, Titles, and Headlines

DIGITAL APPLICATIONS

Montserrat - headlines, subheads, and copy areas with lots of space

Lota or Roboto - copy blocks

Roboto Slab - Subheads and callouts

ICONS



PATTERNS



DIGITAL STICKERS



NEED HELP?

Email CompanyBrand@gfs.com