

Daily's®
B2B Online Content Guide
2023



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 - a. Link to images and logos
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With this guide, you will be able to create content for a one-pager about Daily's[®] that highlights key attributes for your customers.



2018
BRAND
STANDARDS

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Tagline

“ BELLY UP TO THE BEST ”

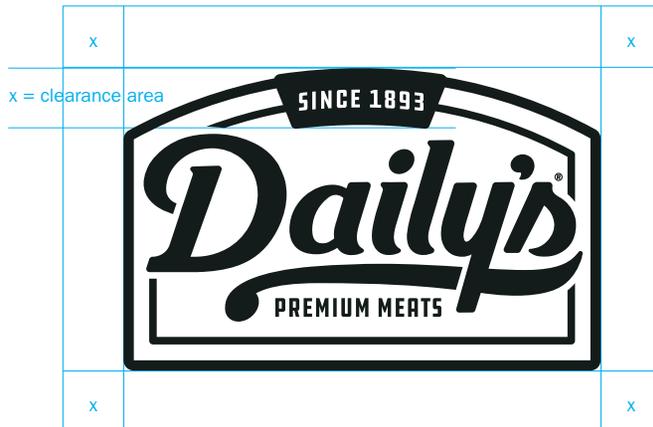
Primary Logo



Simple Logo



Primary 1-Color Logo



Secondary Seal Logo



LOGO · DOs and DON'Ts

Visual guidelines of how to use the logo and when to use an alternate logo.



DO NOT use the stacked logo in a tight horizontal space.



DO use the simple horizontal logo.



DO NOT use the framed logo for sizes under 2 inches.



DO use the simple logo for sizes under 2 inches.



DO NOT apply effects.



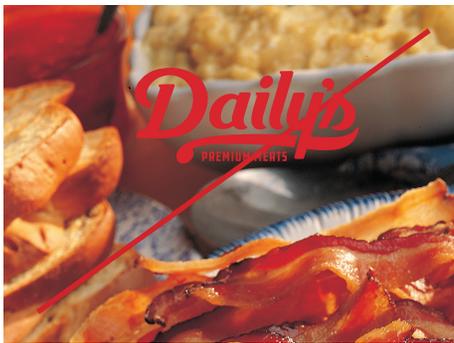
DO NOT rotate or flip.



DO NOT outline.



DO NOT change the color.



DO NOT use the simple logo on top of photographs where there isn't enough contrast or negative space for legibility.



DO use the primary logo on top of photographs to ensure legibility.



DO NOT use the primary logo where there is low contrast and legibility is compromised.



DO use the reverse logo to ensure legibility. This may also be done with the primary logo.

The Ultimate Paradox:

They say money can't buy happiness. But it can buy bacon. So, are we missing something or ...?

Sharing is caring: Fruit? Nonsense. Please enjoy the meats of our labor.

Positively tasty: When life hands you lemons, put them sour things down and fry up some bacon.

Feeling a little fried?

Take a moment to stop and smell the bacon.

.....

Daily Wisdom

Included on every package of Daily's Premium Meats

DDC Hardware · Display font

**PREMIUM
MEATS**

Eames Century Modern Italic · Serif typeface for copy and display

“BELLY UP TO THE BEST

SINCE 1893

Eau de Bacon: You know when you fry up a slice and it makes the whole dang house smell like smoky pork belly? You're welcome.

DDC Hardware Condensed · Display font

DDC Hardware Regular
DDC Hardware Condensed
DDC Hardware Compressed

DDC family is primarily used for display but can also be used in subhead copy.

Eames Century Modern-Black
Eames Century Modern-Bold
Eames Century Modern-Bold Italic
Eames Century Modern-Book

Eames family can be used in both display and copy.

Knockout • Support sans serif
To be used only as secondary caption text as necessary.

Franklin Gothic Book • Support sans serif
To be used primarily as body copy.

SECONDARY FONTS

To be used when brand fonts are not available. Possible instances include PowerPoint presentations and some online executions.

Arial Black • Secondary display default font
Georgia Bold • Secondary serif default font
Franklin Gothic • Secondary sans serif default font

DDC HARDWARE REGULAR
DDC HARDWARE CONDENSED
DDC HARDWARE COMPRESSED

EAMES CENTURY MODERN REGULAR BLACK
EAMES CENTURY MODERN REGULAR BOLD
EAMES CENTURY MODERN REGULAR BOLD ITALIC
EAMES CENTURY MODERN BOOK

KNOCKOUT NO. 27 JUNIOR BANTAMWEIGHT

KNOCKOUT NO. 48 FEATHERWEIGHT

Franklin Gothic Book

ARIAL BLACK **Georgia** Franklin Gothic
to replace DDC Hardware to replace Eames Century Modern

DAILY'S RED / CHERRY APPLEWOOD

Pantone+ Color Bridge Coated
Pantone 1797
R:203 G:51 B:59
HEX#: CB333B
C:2 M:97 Y:85 K:7



DAILY'S BLACK / BLACK PEPPER

Pantone+ Color Bridge Coated
Pantone 447
R:55 G:58 B:55
HEX#: 373A36
C:50 M:30 Y:40 K:90

ILLUSTRATIONS

Pantone+ Color Bridge Coated
Pantone 468
R:221 G:203 B:164
HEX#: DDCBA4
C:6 M:13 Y:41 K:4

DAILY'S CREAM

Custom
R:249 G:250 B:234
HEX#: F9FAEA
C:2 M:0 Y:9 K:0



APPLEWOOD SMOKED

Pantone+ Color Bridge Coated
Pantone 188
R:118 G:35 B:47
HEX#: 76232F
C:16 M:100 Y:65 K:58

THE ORIGINAL

Pantone+ Color Bridge Coated
Pantone 160
R:161 G:86 B:28
HEX#: A1561C
C:6 M:71 Y:100 K:31

HONEY CURED

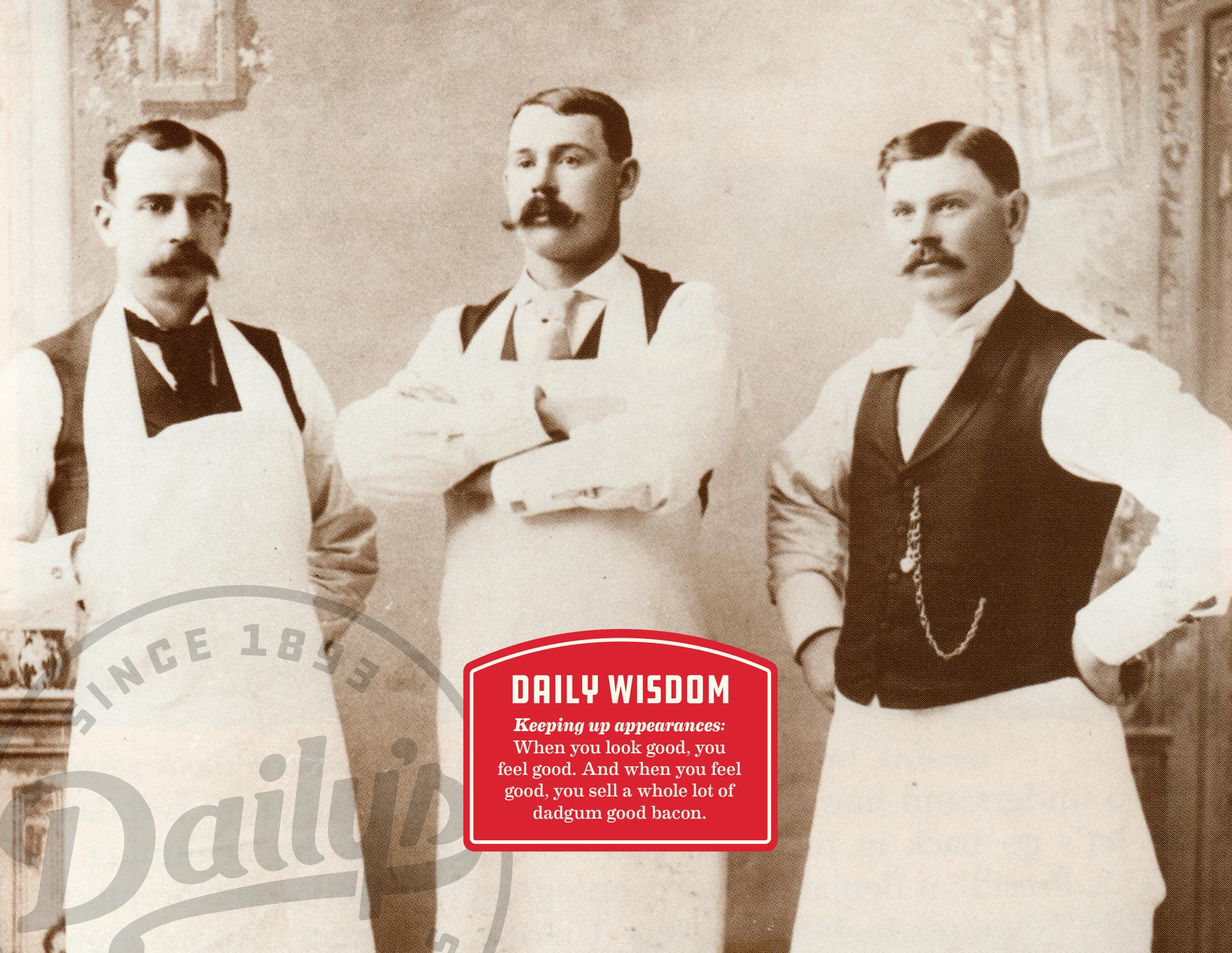
Pantone+ Color Bridge Coated
Pantone 152
R:229 G:114 B:0
HEX#: E57200
C:0 M:66 Y:100 K:0



For each Daily's flavor, a custom illustration was created to visually reinforce the flavor profile.

- **APPLEWOOD SMOKED**
- **BLACK PEPPER**
- **CHERRY APPLEWOOD SMOKED**
- **THE ORIGINAL / HONEY CURED**





SINCE 1853

Daily's

DAILY WISDOM
Keeping up appearances:
When you look good, you feel good. And when you feel good, you sell a whole lot of dadgum good bacon.

Daily's B2B one-pager that will be added to distributor's site

<p>Header (eventually will remove 'Belly up to the best' copy)</p>	 <p style="text-align: center;">“BELLY UP TO THE BEST”</p>
<p>Main images</p>	
<p>Copy</p>	<p>Give consumers what they want with Daily's® Premium Meats.</p> <ul style="list-style-type: none"> • Daily's bacon is made from fresh, never frozen, pork bellies, hand-selected to exacting specifications for consistent performance and leanness. • Pork bellies are sourced from our connected food system to ensure quality control from farm to plants. • Convenient, quick preparation saves time and labor with no shrink or waste. • Always naturally hardwood smoked for a fresh-cooked taste. • Premium sugar cure for a hint of sweetness. • 100% Satisfaction Guaranteed. <hr/> <p>It's been said that to make something this good, you need some kind of secret recipe. But there's no magic in this meat. Just hours of hardwood smoke, a craftsman's touch, and 130 years of practice.</p> <p>It's the kind of commitment you don't see every day. But that's what it takes to get the thick cut, premium flavors people crave. It's how we make the bacon that bacon lovers dream about. And it's the only way we know how to do it.</p>

<p>Bacon (should we add the codes/specs for these, or no?)</p>	<p><i>OUR SECRET INGREDIENT: MORE THAN 130 YEARS OF PRACTICE!</i></p> <p>Precooked Sliced Bacon: <i>Extensive offering of slice and thicknesses and seasonings.</i></p> <p>Precooked Diced Bacon: <i>Perfect for omelets, skilletts, pizzas, and bowls.</i></p>
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Assets: https://www.mediafire.com/folder/6qx1i6f9r40kr/Daily's_B2B_one-pager

ASSETS

For copies of all images and logos, please click the link below.

[https://www.mediafire.com/folder/6qx1i6f9r40kr/Daily's
B2B one-pager](https://www.mediafire.com/folder/6qx1i6f9r40kr/Daily's_B2B_one-pager)

To review the US Daily's® page, please click the link below.

<https://www.dailysmeats.com/>

Please note we must review any content or assets that you use pertaining to Daily's® brands prior to use.

Any questions, please contact:

Alana Gwinner

Alana.gwinner@seaboardfoods.com

O: 913.825-4878

M: 913.249-5021