

Daily's®
B2B Online Content Guide
2023



CONTENTS

1. Brand Standards and Guidelines
2. Site Outline
3. Assets
 - a. Link to images and logos
 - b. Link to US Daily's® website page

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

TABLE OF CONTENTS



LOGO

- 3 Daily's Logo
- 4 Clearance Area
- 5 DOs and DON'Ts

TYPOGRAPHY

- 6 Font Showcase and Daily Wisdoms
- 7 Font Library and Secondary Fonts

COLORS

- 8 Brand Colors

ILLUSTRATIONS

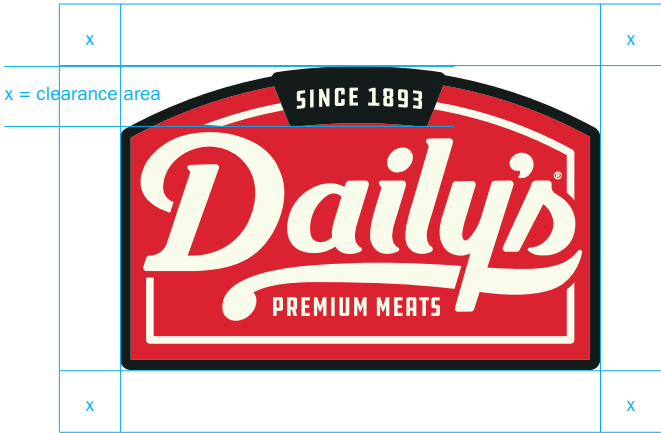
- 9 Flavor Illustrations



Tagline

“ BELLY UP TO THE BEST ”

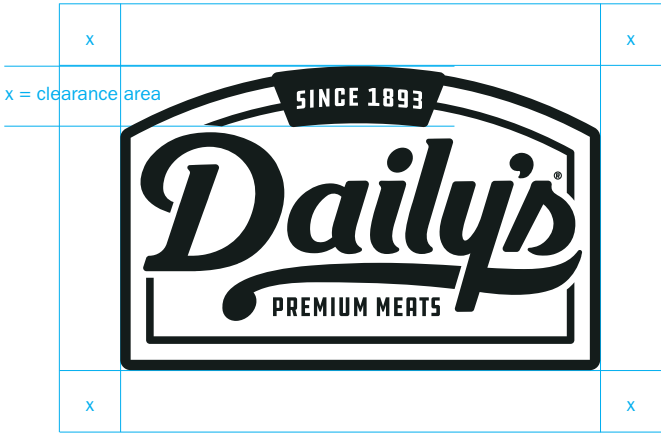
Primary Logo



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.



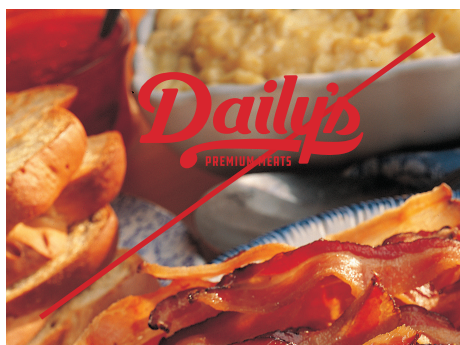
DO NOT rotate or flip.



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”

DDC Hardware Condensed • Display font

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 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

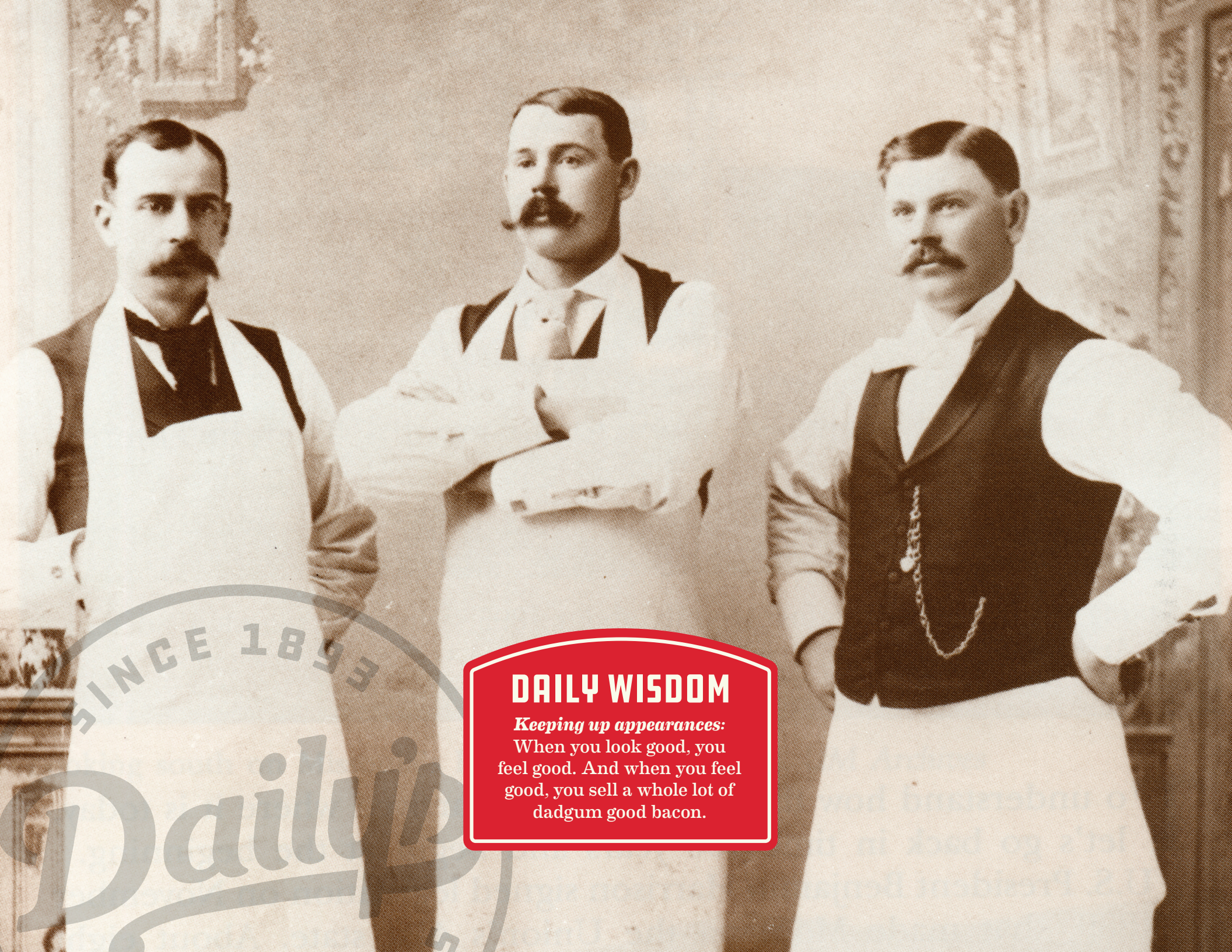
C:0 M:66 Y:100 K:0



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**







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>	<div data-bbox="727 331 1058 541">The logo for Daily's Premium Meats is a red shield-shaped emblem. At the top, it says "SINCE 1893". The word "Daily's" is written in a large, white, cursive script across the center. Below it, "PREMIUM MEATS" is written in a smaller, white, sans-serif font.</div> <div data-bbox="483 583 1312 619"><p><i>“BELLY UP TO THE BEST”</i></p></div>
<p>Main images</p>	<div data-bbox="383 663 844 968">A close-up of a sandwich on a wooden cutting board. The sandwich is made with a thick slice of bread, topped with lettuce, tomato, and several strips of cooked bacon. Next to the sandwich are more strips of bacon and a few slices of tomato.</div> <div data-bbox="844 642 1365 968">A bowl of spaghetti topped with a meat sauce, including pieces of bacon. The bowl is on a wooden cutting board, and there is a small bowl of sauce and a piece of bread nearby.</div>
<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>

Bacon (should we add the codes/specs for these, or no?)	<i>OUR SECRET INGREDIENT: MORE THAN 130 YEARS OF PRACTICE!</i> Precooked Sliced Bacon: <i>Extensive offering of slice and thicknesses and seasonings.</i> Precooked Diced Bacon: <i>Perfect for omelets, skillets, pizzas, and bowls.</i>
--	---

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