

**RASTELLI'S**  
EST. 1976

**Brand & Style Guidelines**

# Visual Brand & Style

**RASTELLI'S**  
EST. 1976

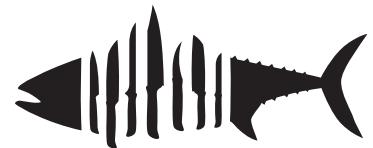
**Product Logo: rastellis.com**

Rastellis.com uses a alternate version of the logo. Styled with an apostrophe + S, the logo appears in Trend Sans typeface, with the letters in black and the apostrophe in red angus. As space allows, EST. 1976 is locked up below the wordmark, styled in a stroked Burford typeface in red angus.





BEEF



SEAFOOD

## Icons

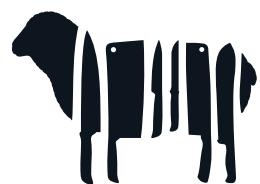
Illustrated icons of butcher cutlery forming the silhouette of specific animals are used to identify different protein types, particularly on packaging.



CHICKEN



PORK



LAMB



TURKEY

# TREND SANS

Used only in the logo, for both RASTELLI name and brand entity

## BEBAS NEUE BOLD

**Typography**

Header font, used for headlines and main titles

## Superclarendon Light

Subheader font, used for secondary titles

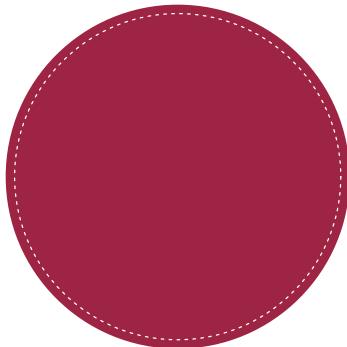
**Raleway Bold**

Raleway Medium

Raleway Regular

Raleway Light

Body copy font, used for larger blocks of text, captions, etc.



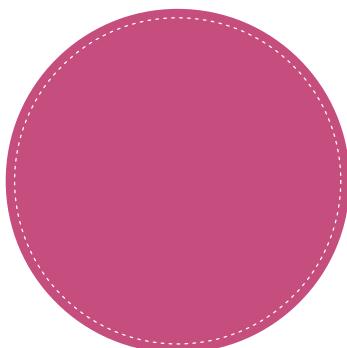
### RED ANGUS

PANTONE: PMS 7419

CMYK: 27 / 96 / 63 / 19

RGB: 158 / 39 / 69

HEX: #9E2745



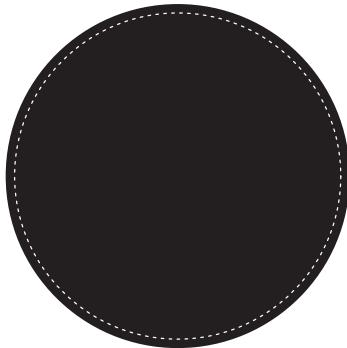
### MERLOT

PANTONE: PMS 7634

CMYK: 20 / 83 / 27 / 01

RGB: 198 / 83 / 126

HEX: #C6537E



### BLACK

PANTONE: -----

CMYK: 00 / 00 / 00 / 100

RGB: 0 / 0 / 0

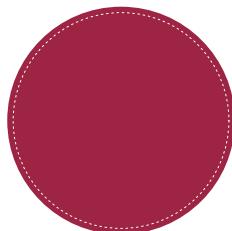
HEX: #000000

## Primary Color Palette

The primary color palette for the Rastelli brand is **red + black**, the traditional palette of the **butchery industry**, and a nod to the company's historical roots.

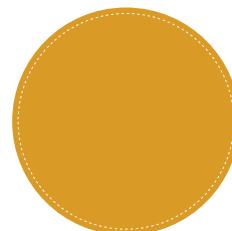
## Secondary Color Palette

The secondary color palette incorporates a color key for labeling and packaging of specific types of protein (beef, pork, etc.) See packaging page for reference.



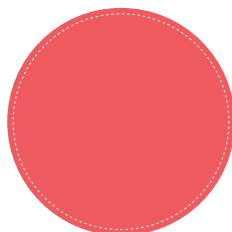
**RED ANGUS**

PANTONE: PMS 7419  
CMYK: 27 / 96 / 63 / 19  
RGB: 158 / 39 / 69  
HEX: #9E2745



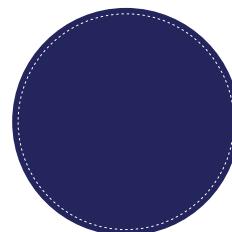
**GOLDEN BIRD**

PANTONE: PMS 4009  
CMYK: 14 / 41 / 100 / 01  
RGB: 217 / 154 / 39  
HEX: #D99A27



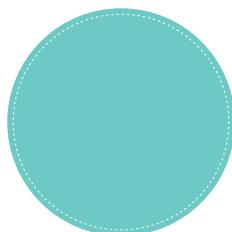
**PORKY PINK**

PANTONE: PMS 4057  
CMYK: 1 / 80 / 56 / 00  
RGB: 238 / 91 / 96  
HEX: #EE5B60



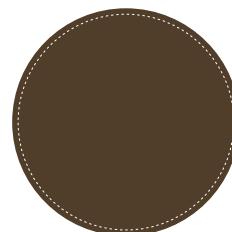
**BLUE OCEAN**

PANTONE: PMS 2112  
CMYK: 100 / 98 / 32 / 34  
RGB: 38 / 38 / 94  
HEX: #26255E



**TURQUOISE LAMB**

PANTONE: PMS 570  
CMYK: 54 / 00 / 27 / 0  
RGB: 158 / 39 / 69  
HEX: #6DC9C4



**FORREST GLADE**

PANTONE: PMS 7419  
CMYK: 27 / 96 / 63 / 19  
RGB: 81 / 63 / 44  
HEX: #513f2c

# Voice & Messaging

**RASTELLI'S**  
EST. 1976

## **Brand Manifesto**

Our True North.

### **WE'RE HERE**

for your family meal. Your candlelit dinner.  
Your backyard barbecue.

### **WE BELIEVE**

that good food is our most basic need and  
our greatest luxury.

### **WE KNOW**

that craft matters. That experience breeds excellence.  
That care is the most essential ingredient.

### **WE'VE LEARNED**

that when you connect good people with good food,  
great things happen.



## KNOWLEDGABLE

We're experts at this. We bring years of experience and know-how to the table. We know what makes good meat because we've been doing it for more than 40 years. We're industry leaders. We've learned a lot along the way and our experience informs every aspect of our business.

- Speak with a confidence, but don't brag
- Educate and inform, but don't preach
- Challenge the industry status quo
- Empower the customer

## Brand Voice

### UNMISTAKEABLY HUMAN

It's not an accident that we chose to use our family name as the company name. Customers need to feel comfortable with us and to trust us. We may not still operate as a local village butcher shop, but it's still how we think about our product and our customers.

- Speak like a person, be conversational
- Be clear and direct
- When the choice presents itself, choose familiarity over formality

### OCCASIONALY – AND SLIGHTLY – IRREVERANT

Just because we take our product and our commitment to our customer seriously, it doesn't mean we have to take ourselves too seriously. We're not above poking a little bit of fun at ourselves or the industry. Above all, it's always done with authenticity, never crude and never with malice.

- Use a bit of humor. Meat is funny.
- Be occasionally - and slightly - self-effacing
- Have fun with the world around us