

Our company has evolved. Now our look has, too.

As our company has grown and evolved, so has our look. Our new logo, colors and design reflect a modern food manufacturing and innovation company that remains guided by our purpose, values and commitment to helping our customers delight their customers.



An Overview of Our New Look

Our Logo

Our logo is comprised of our sauce symbol and conjoined wordmark. The new sauce symbol captures our strategic focus and unique value offering as both a food manufacturer and innovator.

Primary

The ideal lockup of our logomark runs horizontally and should be used whenever possible.



Secondary

Our secondary stacked logo is used when space is limited (i.e., vertical banners that have narrow margins).



Symbol Only

Our symbol can be used without the wordmark only in applications in which it is accompanied by our full name in text (e.g., social media avatars or app icons).



Our Typeface

Our new brand font Switzer balances bold innovation and trust with large lowercase characters and a clean, modernist design.

Switzer Semibold

This is an example of a headline using Switzer Semibold.

Typesetting: Tracking: -4
Leading: 90%

Switzer Regular

This is an example of body copy using Switzer Regular. Intended for longer blocks of copy, it should not be used for headlines.

Typesetting: Tracking: 0
Leading: 110%

Our Color Palette

The primary palette is built around the heritage and trust of our Ventura Foods Blue, while our highlight color Innovation Blue speaks to our commitment to new food solutions.

The accent palette is inspired by our sauces and provides variety and energy to our design system.

Dark Blue

RGB: 12/6/41
HEX: 0C0629
CMYK: 89/86/50/68
PMS: 289 C

Ventura Foods Blue

RGB: 23/36/90
HEX: 1B245A
CMYK: 100/96/33/26
PMS: 280 C

Innovation Blue

RGB: 51/218/248
HEX: 33DAF8
CMYK: 68/0/9/0
PMS: 311 C

Light Blue

RGB: 211/251/255
HEX: D3FBFF
CMYK: 14/0/2/0
PMS: 9464

Butter

RGB: 255/200/81
HEX: FFC851
CMYK: 0/22/78/0
PMS: 135 C

Hot Sauce

RGB: 255/102/50
HEX: FF6632
CMYK: 0/75/86/0
PMS: 1655 C

Olive Oil

RGB: 200/224/45
HEX: C8E02D
CMYK: 26/0/96/0
PMS: 390 C

Mayo

RGB: 255/247/231
HEX: FFF7E7
CMYK: 0/2/9/0
PMS: 9224 C

White

RGB: 255/255/255
HEX: FFFFFFFF
CMYK: 0/0/0/0

What's Next: In the coming months, you will see updated materials and signage that reflect our new look. We ask that you remove any materials that do not have the appropriate look. As our current label inventory runs out, we will update our product packaging with the new logo and our Irvine, California, headquarters address. If you have questions or comments regarding the brand rollout, please contact us at corporatecommunication@venturafoods.com.