



'21 | Brand Guidelines



CARDENAS[®]

The logo for Cardenas features the brand name in a bold, red, stylized font. Below the text is a decorative flourish consisting of a red flower with eight petals, flanked by two curved, leaf-like shapes. The entire logo is set against the wood-grain background.

Introduction

These guidelines describe the visual and verbal elements that represent Cardenas Markets' brand identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image. These guidelines reflect our commitment to quality, consistency and style. The Cardenas Markets brand, including the logo, name, colors and identifying elements, are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Cardenas Markets name and marks.

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THE CARDENAS VISION

To be the most admired and respected Hispanic grocery company in the country, supporting our communities with the freshest, most authentic products at the prices that make it possible for them to feed their families.

OUR CUSTOMER PROMISE

Our customers are like family and we are committed to providing the most authentic offerings and freshest products that celebrate life, family and culture. Whether our shoppers are seeking authentic ingredients for recipes that go back generations or experiencing our flavors and culture for the first time, we deliver meaningful experiences that connect them to real flavors and real people who truly care.

ALWAYS FRESH, ALWAYS AUTHENTIC!

Brand Personality

Welcoming

The language Cardenas Markets uses should be welcoming and accessible to all audiences. Every communication is an open invitation to experience the flavors and traditions of the culture.

Connecting

CULTURE &
COMMUNITY

Comfortable

We communicate with our audiences with a comfort level that one would expect at a family dinner table. Whether it is through humor, emotion or nostalgia, Cardenas Markets communications are familiar and easy.

Reflecting

FAMILY

Respectful

Cardenas Markets' language, spoken or written, is always respectful of every individual and their unique needs and circumstances.

Fostering

RESPECT

Passionate

Cardenas Markets' voice is as colorful, flavorful and sensory as our stores. Our communications exude a passion for delivering the most authentic experience available and the freshest products.

Celebrating

AUTHENTICITY

Brand Voice & Language

Language Position

Cardenas Markets uses bilingual, English-forward communications. Leading with English and following at a smaller ratio in Spanish, we allow Spanish-speaking and bilingual customers to feel “at home” and valued without singling them out.

Formality Position

Cardenas Markets is Casual and Welcoming. In order to best connect with our customers and make them feel welcomed and comfortable, we write and speak in informal Spanish, choosing tú over usted.



Responsive Logo & Usage RULES

Responsive Logo

Considering all the different places where a logo can exist, it's impossible to use the same version everywhere without losing a little something here or there. Having a responsive logo that can exist in different spaces is advantageous to maximize brand awareness in the digital, print, and environmental spaces.

Cardenas Markets Logo (with 'Markets' sub text)

This logo is to be used in any space where context is necessary to provide for potential new customers. Essentially any environment where someone might not recognize Cardenas Markets as a grocery store yet (i.e. Weekly specials circular, storefront signage & monuments, etc.).

Main Cardenas Markets Logo

This logo should be used in all other spaces and as often as possible. Examples include, stationary, in-store signage, packaging, plastic bags, etc.

Cardenas Markets Flower Icon

This logo can be used interchangeably with the main logo on marketing materials and for small formats where branding is necessary, but space is limited (i.e. small prints, digital spaces). The flower icon is the most versatile logo and can also be used as a functional decorative piece, a stamp, or signature.



Logo Usage

The logo should appear in the Cardenas Red & Khaki Brown colors as often as possible. If a darker background is present the logo should be utilized with a white stroke as shown.

The grayscale logo is to be used only in instances where color is not an option (i.e. printing in grayscale).



Weekly Circular Logo Version

Color



Cardenas Red



Khaki Brown



Walnut Wood Grain

Grayscale



Black



Gray

Logo Usage CONTINUED

Logo Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo ‘breathe’, free from distraction.

*Use two of the flowers as a space indicator before placing another logo next to our logo in the instance of a brand or vendor collaboration.

Minimum Size

Do not use the logo smaller than the minimum size. Print size should be at least 0.4” and digital should be a minimum of 55 pixels.



Logo Usage CONTINUED

Improper Use

In order to build and maintain our brand, it is necessary to be consistent when presenting our identity. A recognizable image is imperative for a strong brand presence in the eyes of the customer.

Note: The examples of improper usage on the right show the main misinterpretations that may occur; however, the list is not exclusive.

For any logo usage approvals,
please submit to: creative@cmkts.com



DO NOT adjust the proportions of the logo.



DO NOT modify the approved logo colors.



DO NOT add a dropshadow to the logo.



DO NOT recreate logo typography with other typefaces.



DO NOT adjust the rotation of the logo.



DO NOT place the logo over busy photos or patterns.



DO NOT increase the weight of the white stroke on the logo.

Logo Usage CONTINUED

Cardenas Flower Icon

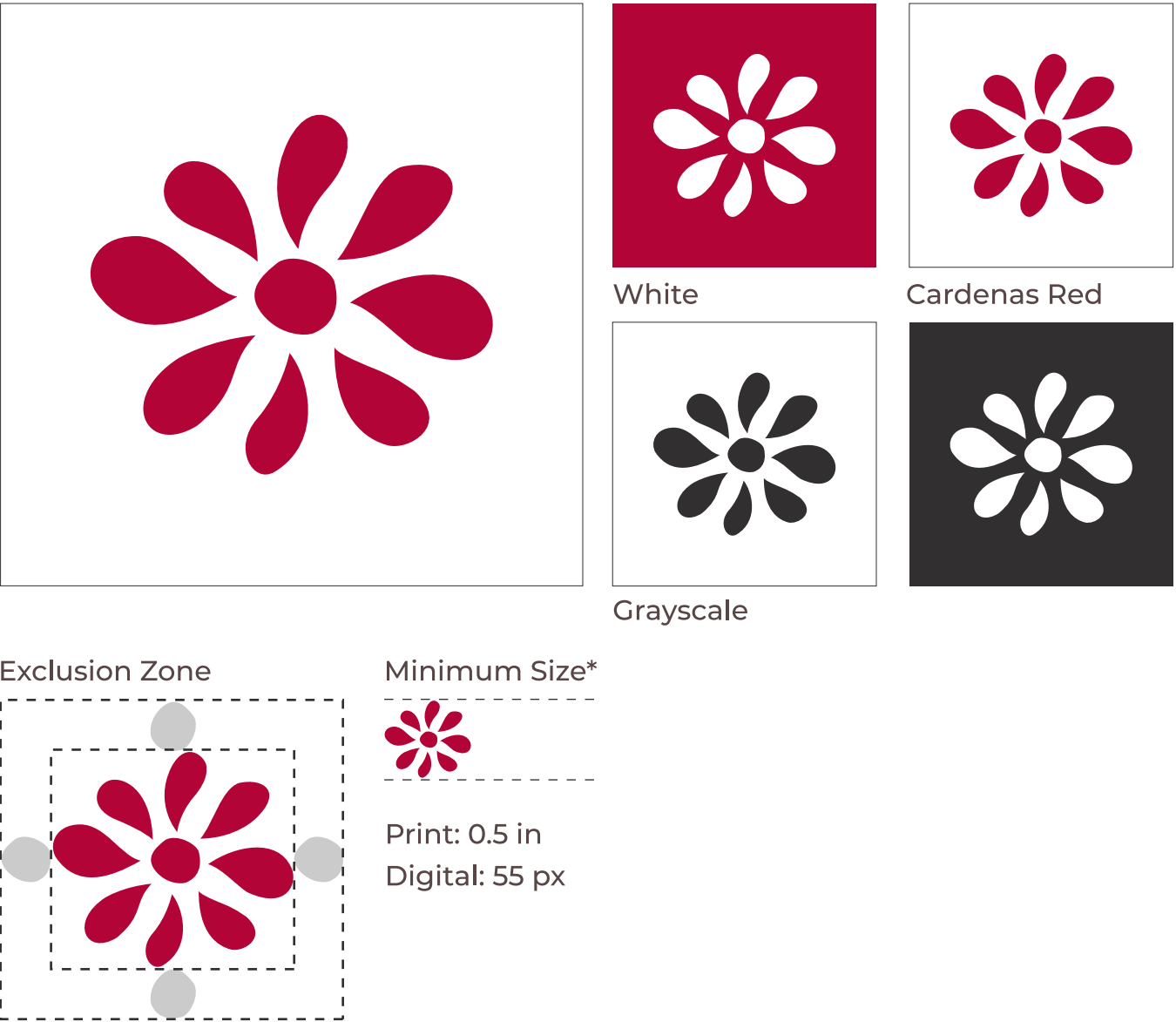
The Flower Icon either provides an emotional connection or plays a practical role. Its energy infuses the brand experience with warmth and wit.

Logo Exclusion Zone

Make sure that text or other design elements do not encroach upon the logo. The marked space should always be given to let the logo ‘breathe’, free from distraction.

Minimum Size

Do not use the logo smaller than the minimum size. Print size should be at least 0.5” and digital should be a minimum of 55 pixels.



Logo Usage CONTINUED

Proper Use

The flower icon should always be presented in the Cardenas Red color. The only exception to this is if the background color is Cardenas Red or our Khaki Brown, the icon can be presented in white or the approved darker colors respectively.

Whenever placing the flower logo over a busy image, it should be placed within a rounded square container as shown to the right.

The flower with the stroke is reserved for select product packaging such as cups.



Logo Usage CONTINUED

Improper Use

In order to build and maintain our brand, it is necessary to be consistent when presenting our identity. A recognizable image is imperative for a strong brand presence in the eyes of the customer.

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DO NOT adjust the proportions of the logo.



DO NOT modify the approved logo colors.



DO NOT add a dropshadow to the logo.



DO NOT increase the weight of the white stroke on the logo.



DO NOT adjust the rotation of the logo.



DO NOT place the logo over busy photos or patterns.

DO NOT place the flower logo on top of product photography for branding purposes. If the goal is to create brand recognition on the design, utilize our brand colors, patterns, logo, or slogan on other parts of the design.

Allow photos to 'breathe' and avoid adding unrealistic additions as much as possible for a clean look and feel.



Logo with Tagline

The following shows ways in which to present our customer promise tagline together with our logo. Tagline to logo proportions should always be consistent demonstrated by the letter 'A' or 'S' in the slogan.



Tagline CONTINUED

The examples to the right show ways in which to present our tagline together with the Cardenas Markets Flower logo. Tagline to logo proportions should always be consistent.

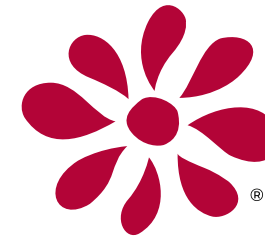
There will be instances where the tagline can be used as a stand alone piece. The examples below show how to present the tagline in those situations.

Always Fresh, Always Authentic!™

¡Siempre Fresco, Siempre Auténtico!™

***Always Fresh,
Always Authentic!™***

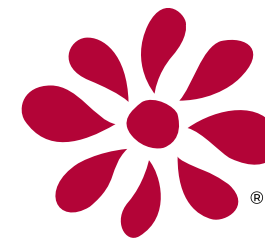
***¡Siempre Fresco,
Siempre Auténtico!™***



Always Fresh, Always Authentic!™



***Always Fresh,
Always Authentic!™***



¡Siempre Fresco, Siempre Auténtico!™



***¡Siempre Fresco,
Siempre Auténtico!™***



Color SYSTEMS

Primary Colors

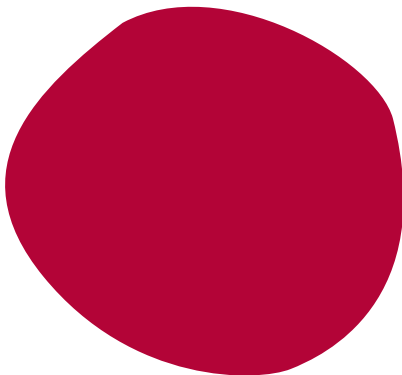
Cardenas Red

Looking at the Cardenas Markets logo as our foundation, red is the main color used in advertising and in promotional pieces. Red represents passion, love, hunger, health, excitement and life.

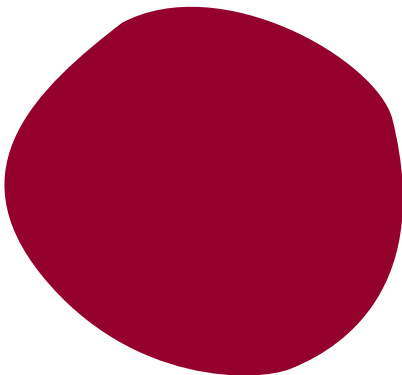
Khaki Brown

Brown is a neutral color that is reliable, solid and dependable. It gives a feeling of tradition.

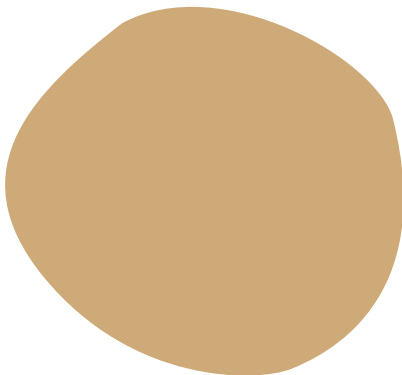
Each main color will often times be presented on a surface and require a darker shade of the color for design styling purposed. The set of colors to the right of our primary colors designate the approved color codes for use.



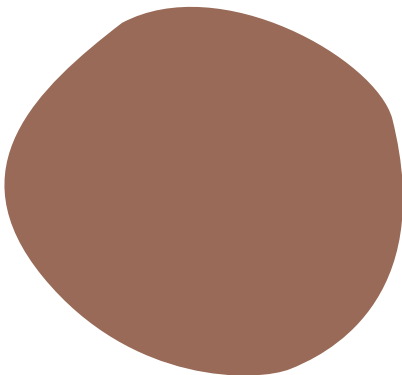
Cardenas Red
PMS 201 C
#b30838
R179 G8 B56
C0 M100 Y63 K29



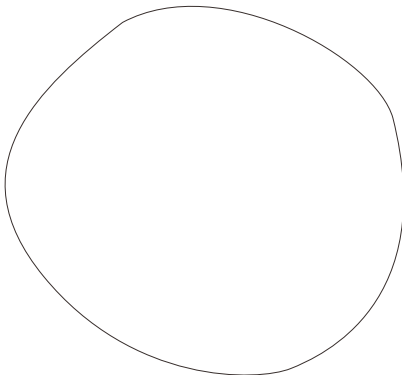
Darker Red
P 61-16 C
#92002D
R146 G0 B45
C0 M100 Y59 K46



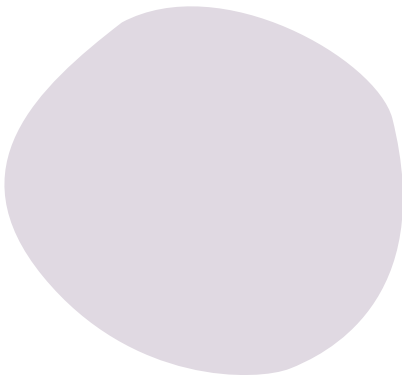
Khaki Brown
PMS 465 C
#cfab7a
R207 G171 B202
C20 M32 Y58 K0



Darker Brown
PMS 4715 C
#986B58
R152 G107 B88
C35 M58 Y64 K15



White
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

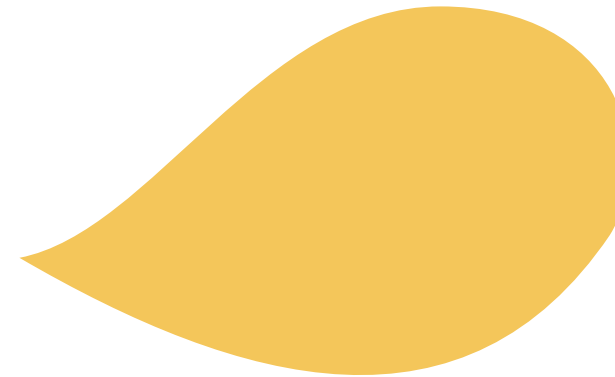


Grey
PMS 664 C
#DFDAE1
R223 G218 B225
C11 M11 Y5 K0

Secondary Colors

Goldenrod Yellow

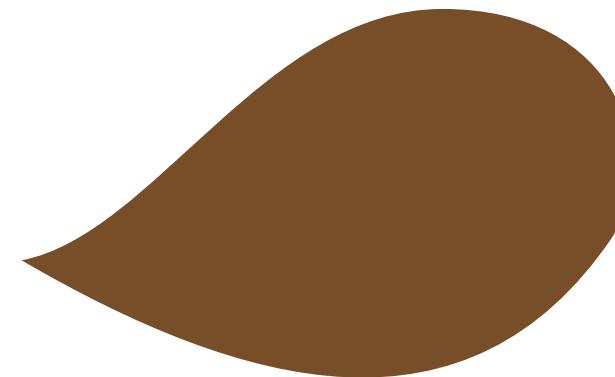
Hispanic food & culture is often time bright & vibrant. Use goldenrod yellow to add a hint of color on marketing materials, but never more than 10% of the total composition.



Goldenrod Yellow
PMS 141 C
#F4C55C
R244 G197 B42
C4 M22 Y75 K0

Coffee Brown

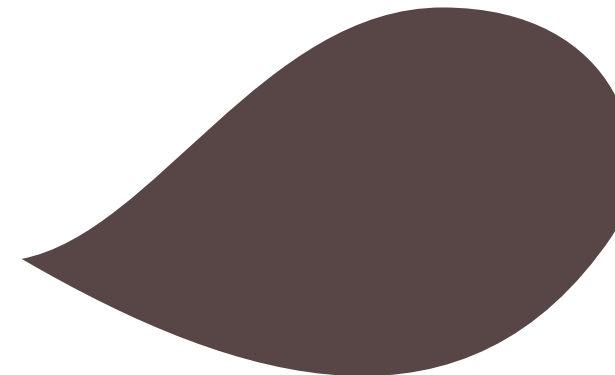
Used for text color and other design elements whenever black is too strong and takes away from the desired hierarchy on the design composition.



Coffee Brown
PMS 463 C
#774D28
R116 G79 B41
C39 M64 Y90 K35

Dark Grey

Used for text color whenever black is too strong and takes away from the desired hierarchy on the design composition.



Dark Gray
PMS 438 C
#574545
R87 G69 B69
C56 M64 Y59 K40



Photography STYLE & Graphic ELEMENTS

Photography Style

Photography used in our marketing materials should aim to connect back to our brand through the colors of each photo. They should feel fresh, authentic, warm, and inviting. The inclusion of our brand colors within the photos are a plus.

For all photography approvals please send inquiries to: creative@cmkts.com



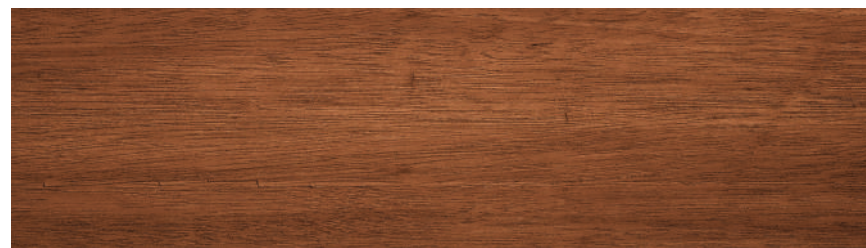
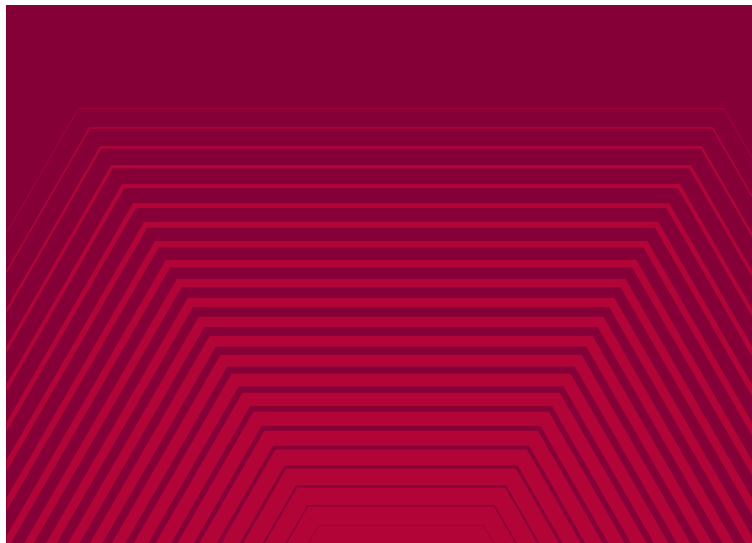
Graphic Elements

Patterns

In addition to consistently using our other brand elements such as our logo, colors and typefaces, it is important to build familiarity with our brand through other elements such as patterns, textures, and more.

Textures

Wood grain textures help add a rustic feel to our branding. We should always stick to using walnut, pinewood, or a white wood background texture.



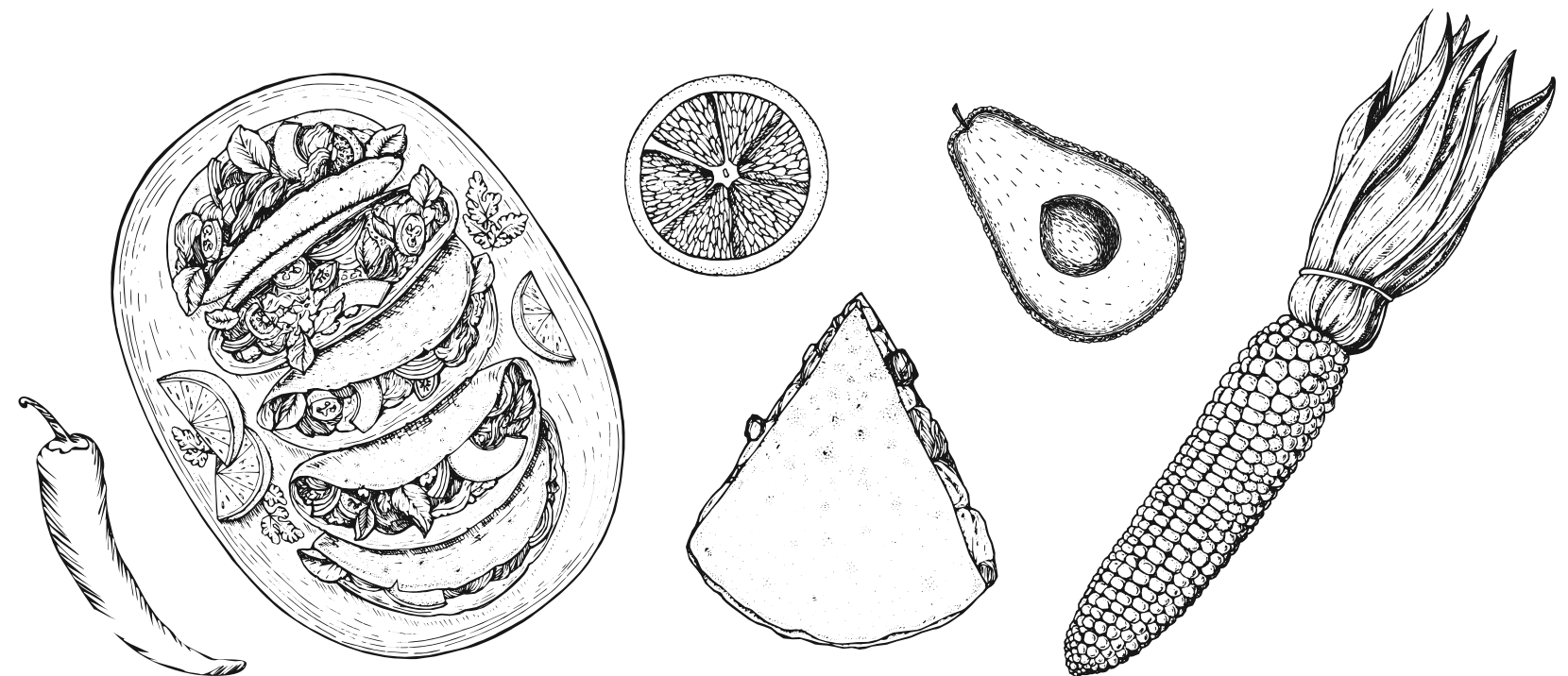
Graphic Elements

Icons

Whenever it is necessary to utilize icons for quick and easy communication to our audience, the style should be simple and clean. An icon that is filled in without too much detail is ideal. Icons are best used on informative signage, web page links, and mobile applications.

Illustrations

Decorative illustrations will help add an artistic flare to our marketing material. Illustrative style should be semi-realistic yet playful like the examples shown to the right.



PRODUCE

Frutas y Verduras

Typeface RULES

Typefaces

Quincy CF Black

Quincy CF Black is to be used as a headline font and for short bold messages on marketing materials. It should never be used in all caps. Quincy tracking should be set at no less than 0 and no more than 25. Heavier weight should be used sparingly in general reserved for headlines alone.

Montserrat

Montserrat is to be used as the main typeface for sub-heads and all body text. If used for sub-heads, it should be set to all caps at a SemiBold or Bold font weight. Various weights should be used to establish a visual hierarchy when designing, but the copy style overall should feel clean.

Body copy should be set to regular or medium and at least one weight should be skipped when adding boldness to a type arrangement for contrast. Body copy tracking should be set at no less than 0 and no more than 25. Call to actions are given generous tracking as well, based on need 100 or more is allowed. Various weights can help establish visual hierarchy, but the copy style overall should feel clean.

Body copy font should never be smaller than 9 point with rare exceptions for print, while legal copy should always be smaller than 7 point.

Aa

Quincy CF Black

This is a headline example.

Aa

Montserrat ExtraBold

This is a headline example.

Aa

Montserrat SemiBold

THIS IS A SUB-HEADER EXAMPLE.

2x

1x

Grab & Go
It's that easy!

Grab & Go
IT'S THAT EASY!

When using fonts, make sure headlines are always at least twice the size of sub-headers and body copy. Kerning, leading and tracking will play a crucial role in achieving the desired feel and look for our branding. The above are general rules on how to use each typeface set.

Typefaces CONTINUED

Copperplate33bc

Copperplate33bc is to be used as a headline font and for short bold messages on ads, product descriptions, etc. It should only be used in all upper or lower caps.

Copperplate tracking should be set at no less than 0 and no more than 25 for short messages extending more than 3 words. Longer tracking is acceptable as well based on need and should be set to 100 or more. This font can also be paired with Quincy CF in a bold weight.

The use of Cardenas Markets-approved fonts supports the personality of our brand voice, provides consistent representation, and allows messaging to be dynamic, confident and clear.

AA **COPPERPLATE33BC**
THIS IS A HEADLINE EXAMPLE.

ALWAYS FRESH
Always Authentic

Copperplate33bc & Quincy CF ExtraBold

Typefaces CONTINUED

Samples

The examples to the right show ways in which the typefaces can be combined with icons to make for more interesting arrangements.

The example below shows type arrangement on price bursts for digital and print use.



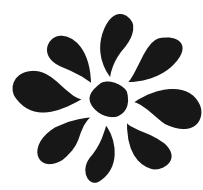
WELCOME TO
La Cocina
AUTHENTIC MEXICAN FOOD


Fresh
PRODUCE

El Platillo
FUERTE

 Last Minute
Meal Deals

Grab & Go
IT'S THAT EASY!

 WEEKLY
Specials

Branding

SAMPLES

BAKERY

CARDENAS

2545

ROLLERS

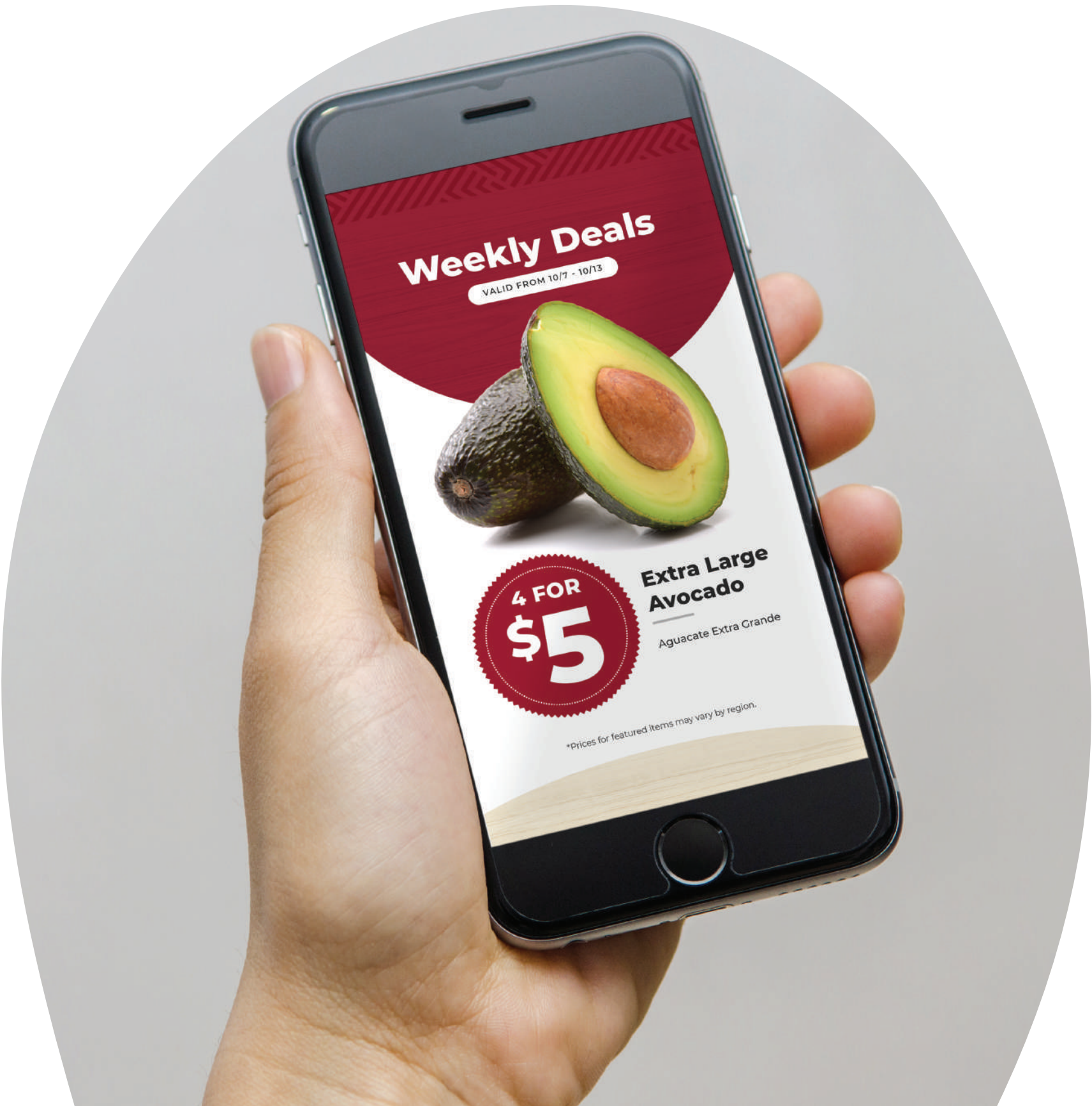
Sign & Poster SAMPLES

The examples to the right show ways in which in-store signage & communication can be presented utilizing our typefaces and branding elements.



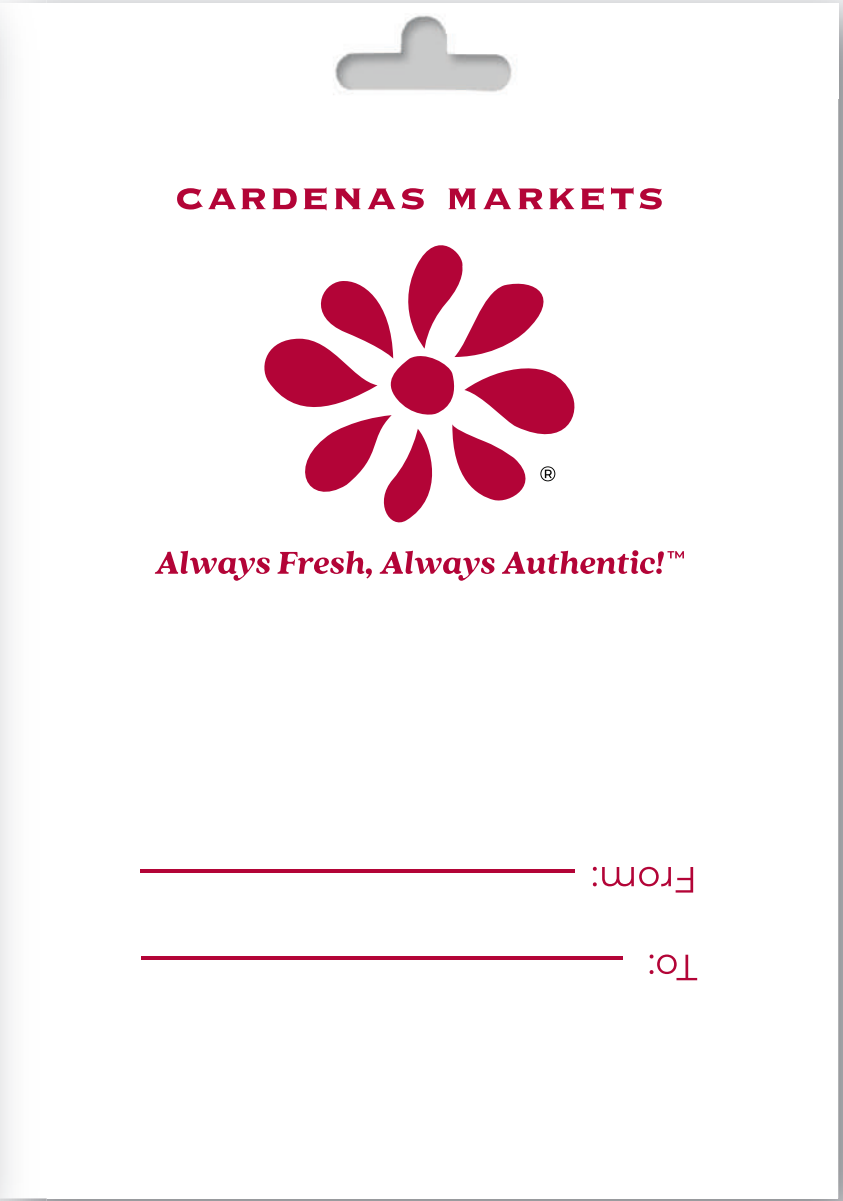
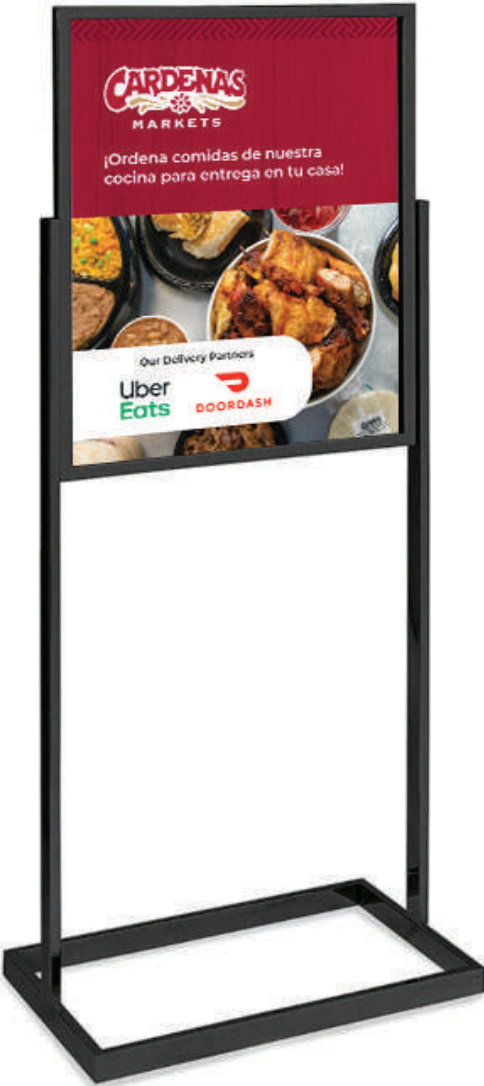
Social Media SAMPLES

The following examples demonstrate social media content created using the Cardenas branding guidelines.



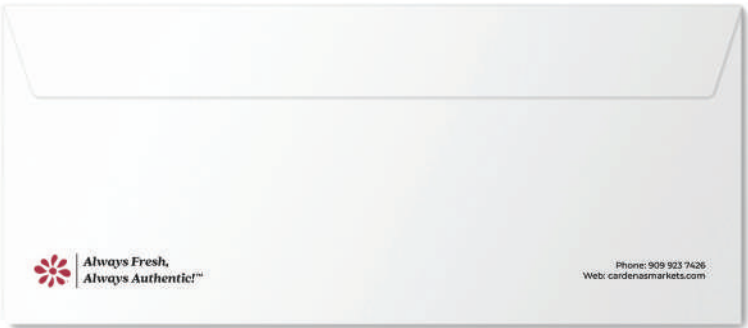
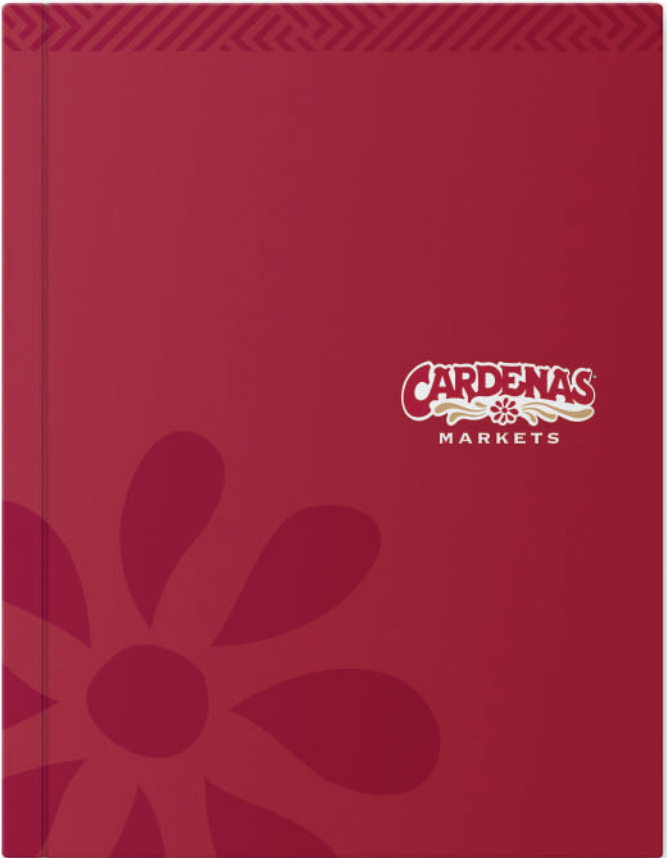
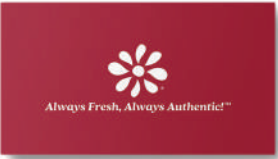
In-Store SAMPLES

The following examples demonstrate in-store promotional materials made utilizing our brand guidelines.



Stationary SAMPLES

The following examples demonstrate stationary materials made utilizing our brand guidelines.





CARDENAS[®]

The logo for Cardenas features the brand name in a bold, red, stylized font. Below the text is a decorative flourish consisting of a red flower with eight petals, flanked by two curved, leaf-like shapes. The entire logo is set against the wood-grain background.

Cardenas Markets

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