



**Rodelle**

SINCE 1936



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# 01 Introduction

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## Who is Rodelle?

### BRAND POSITIONING

Rodelle gives contemporary cooks premium ingredients that elevate meals into memories. By providing exceptional, pure ingredients that unlock each recipe's potential, we put remarkable creations within reach for everyone who finds joy in cooking.

*Pure ingredients, remarkable flavor. Crafted with care by Rodelle.*



# Mission Statement

## BRAND PURPOSE

We inspire people to turn their meals into memories. We are dedicated to bringing remarkable culinary creations within reach to those who find joy in cooking. Through excellence, care and versatility - we craft and source the world's finest quality ingredients.



# Brand Values

## EXCELLENCE

Definition: The quality of excelling; possessing good qualities in high degree.

When we execute with excellence, it means that every detail matters. We never cut corners, and always hold ourselves to the highest standards.

## CARE

Definition: To feel concern or interest; to attach importance, feel affection or liking.

Caring starts with how our ingredients are grown and is carried through into the processes we implement to craft the quality products that inspire your baking and cooking.

## VERSATILITY

Definition: capable of or adapted for turning easily from one to another of various tasks, fields of endeavor, etc.

We believe in being agile to make the most positive outcome for every situation. This means being ready to bring innovative solutions to problems large or small.

# Tone of Voice

## HOW WE COMMUNICATE

The tone of messaging should always reflect the visual brand through clear, intelligent and witty communication. Educational, positive, welcoming and never condescending. Should possess a conversational quality that is easily retained, leaving the audience feeling delighted.

Educational  
Compassionate  
Intelligent  
Friendly  
Witty



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# 02 The Logo

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## Vertical Logo

### RODELLE LOGO

The Rodelle logo is a modern evolution portraying its rich and storied history. The chateau is simplified, while embodying its French architecture and landscape. Using soft, uniform lines it creates a uniquely memorable, eye-catching and versatile symbol. The wordmark has classic and delicate characteristics with a sense of trust, sophistication and friendliness.

The primary logo can be used vertically or horizontally.

[DOWNLOAD VERTICAL LOGO](#)



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## Vertical Logo



## Horizontal Logo

### RODELLE LOGO

The Rodelle logo is a modern evolution portraying its rich and storied history. The chateau is simplified, while embodying its French architecture and landscape. Using soft, uniform lines it creates a uniquely memorable, eye-catching and versatile symbol. The wordmark has classic and delicate characteristics with a sense of trust, sophistication and friendliness.

The primary logo can be used vertically or horizontally.



**Rodelle**  
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[DOWNLOAD HORIZONTAL LOGO](#)

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## Horizontal Logo



## Wordmark

### RODELLE LOGO

The Rodelle wordmark has classic and delicate characteristics with a sense of trust, sophistication and friendliness. The serif typeface of Rodelle is sophisticated while the sans serif typeface of SINCE 1936 brings a friendlier, more approachable personality.

The wordmark can be used in place of the primary logo.

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[DOWNLOAD WORDMARK](#)

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## Wordmark

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

**Rodelle**  
SINCE 1936

# The Chateau

## LOGO SYMBOL

The chateau design is simplified, while embodying its French architecture and landscape. Using soft, uniform lines it creates a uniquely memorable, eye-catching and versatile symbol. The chateau can be by itself, in accompaniment with the wordmark or in the circle logo lockup.

The Chateau is not to be used to replace the logo where Rodelle logo should be used - instead it is an accompaniment or accent graphic to any form of digital or print marketing collateral.

[DOWNLOAD CHATEAU](#)



# R

## The Chateau





## Circle Chateau

### LOGO LOCKUP

The circle lockup is not to be used to replace the logo where Rodelle logo should be used - instead it is an accompaniment or accent graphic to any form of digital or print marketing collateral.



[DOWNLOAD CIRCLE CHATEAU](#)

## Circle Chateau



## Circle R

### LOGO LOCKUP

The circle R lockup is not to be used to replace the logo where Rodelle logo should be used - instead it is an accompaniment or accent graphic to any form of digital or print marketing collateral.



[DOWNLOAD CIRCLE R](#)

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## Circle Chateau



# R

## The R

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### R IS FOR...

The R is not to be used to replace the logo where Rodelle logo should be used - instead it is an accompaniment or accent graphic to any form of digital or print marketing collateral.

A large, dark grey, serif capital letter 'R' is centered on the right side of the page. It has a classic, slightly ornate design with a thick vertical stem and a curved top.

[DOWNLOAD THE R](#)

**R**

**The R**

**R**

**R**

**R**

**R**

**R**

**R**

**R**

**R**

# 03 Typography

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# Fonts

## DIGITAL & PRINT

Layout, for both print and screen, is one of the most important aspects of graphic design. These fonts should be used in all Rodelle communications to project a consistent visual identity. The entire font families are available to use in all company collateral including promotional materials, advertising, digital assets, packaging and printed materials.

[DOWNLOAD FONTS](#)

### HEADLINE FONT

**Tiempos Headline Semibold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

### SUBHEAD FONT

**BARLOW SEMIBOLD - ALL CAPS (150 KERNING)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

### BODY FONT

Sofia Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### FINE PRINT FONT

Barlow Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# Web Fonts

## WEBSITE USAGE

Layout, for both print and screen, is one of the most important aspects of graphic design. These fonts should be used in all Rodelle communications to project a consistent visual identity. The entire font families are available to use in all company collateral including promotional materials, advertising, digital assets and web, packaging and printed materials.

[DOWNLOAD FONTS](#)

## HEADLINE FONT

### DM Serif Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

## SUBHEAD FONT

### BARLOW SEMIBOLD - ALL CAPS (150 KERNING)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

## BODY FONT

### DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

## FINE PRINT FONT

### Barlow Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890

# Hierarchy

## FONT USAGE

Size is the simplest way to create contrast between different typographic elements in your design. With 4 levels of typography, the font size generally starts out largest on top (level one, your most important information) and decreases in size as you move down the page.

[DOWNLOAD FONTS](#)

## Heading - 28pt

### SUBHEAD - 12PT

Body 9 pt - We inspire people to turn their meals into memories. Dedicated to bringing remarkable culinary creations within reach to those who find joy in cooking. Through excellence, care and sustainability - we craft and source the worlds finest quality ingredients.

Fine print 6 pt - \*Warning: may cause families to spend more quality time in the kitchen.

# 04 Color System

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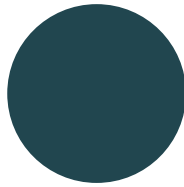
# Primary Palette

The Rodelle primary color palette is crisp and powerful. They reflect an artisan, sophisticated, modern and bright feeling.

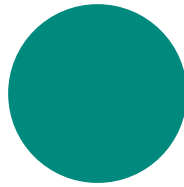
**Green/teal:** The three tones of green portray wealth, relaxation, balance, harmony, nature, environment and creativity. It's associated with being healthy, vegetarian, fresh and generally speaking: good taste.

**Orange:** Energizing, bold, optimistic and fun. It vitalizes the senses, stimulates appetite, conversations and encourages adventure and discovery.

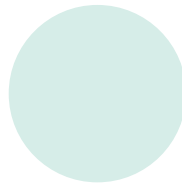
**Gold:** Represents charm, confidence, luxury, and treasure. It's also a sign of friendliness, abundance, and prosperity that is naturally attractive.



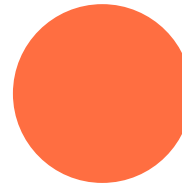
Hex: 21464f  
RGB: 33, 70, 79  
CMYK: 87, 59, 53, 39



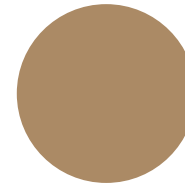
Hex: 00897d  
RGB: 0, 137, 125  
CMYK: 85, 26, 56, 6



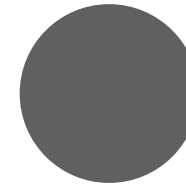
Hex: d6ede8  
RGB: 214, 237, 232  
CMYK: 15, 0, 9, 0



Hex: ff6e41  
RGB: 255, 110, 65  
CMYK: 0, 71, 79, 0



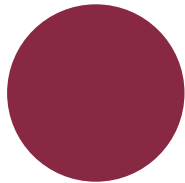
Hex: ab8a65  
RGB: 171, 138, 101  
CMYK: 32, 43, 65, 6



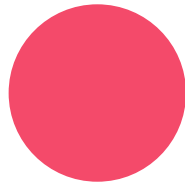
Hex: 606060  
RGB: 96, 96, 96  
CMYK: 61, 53, 53, 24

## Secondary Palette

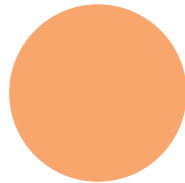
The secondary color palette is versatile and energetic. They will be used in small details throughout all brand touchpoints, including web and packaging.



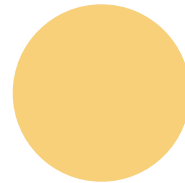
Hex: 892842  
RGB: 137, 40, 66  
CMYK: 33, 94, 60, 27



Hex: f44a6a  
RGB: 244, 74, 106  
CMYK: 0, 86, 43, 0



Hex: f9a66d  
RGB: 249, 166, 109  
CMYK: 0, 41, 61, 0



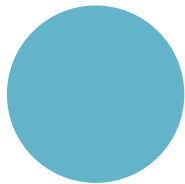
Hex: f7d079  
RGB: 247, 208, 121  
CMYK: 3, 17, 62, 0



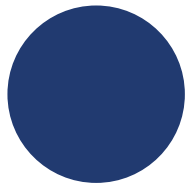
Hex: fff8e4  
RGB: 255, 248, 228  
CMYK: 0, 2, 11, 0



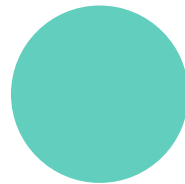
Hex: dceff4  
RGB: 220, 239, 244  
CMYK: 1, 0, 3, 0



Hex: 63b3cb  
RGB: 99, 179, 203  
CMYK: 59, 13, 15, 0



Hex: 213a70  
RGB: 33, 58, 112  
CMYK: 100, 87, 28, 15



Hex: 62cfbe  
RGB: 98, 207, 190  
CMYK: 56, 0, 33, 0



Hex: f0eff1  
RGB: 240, 239, 241  
CMYK: 4, 4, 2, 0

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# 05 Photography

MOODBOARD

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## Moodboard

### CAPTURING MEMORIES

The photographic style of lifestyle photographs will be humanistic, energetic, modern and inviting. Bright, aspirational lifestyle photos will pull in the brand color palette and shot in a consistent manner throughout all touchpoints.

People using the product and/or cooking in fun and inspirational scenes reinforcing the concept of “making memories” in the kitchen.



## Moodboard

### INTIMATE SNAPSHOTS

Another concept is close up, intimate shots capturing the details of cooking in the kitchen. Tight snapshots of people using the product, or in the act of creating remarkable culinary feats.

Photos with product or ingredients will be shot in a combination of light-filled spaces with bright colors and textures, solid brand palette backgrounds, and bright and whimsical compositions.





## Moodboard

### ARTISTIC INGREDIENTS

Creative arrangements of specific ingredients and products will be shot in simple top down compositions. Backgrounds will solid brand palette colors, with bright and whimsical subject placement.

Shadows will be softened by using non-directional diffused light. This keeps the subjects well lit, non-dramatic and pronouncing the fullness of its colors.



# 06 Brand Usage

EXAMPLES

35

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# Turning meals into memories

## OUR MISSION IN THE KITCHEN

We inspire people to turn their meals into memories. Dedicated to bringing remarkable culinary creations within reach to those who find joy in cooking. Through excellence, care and sustainability - we craft and source the worlds finest quality ingredients.



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# Ingredients that elevate

Unlock your potential at:

Vanilla [RodelleKitchen.com](https://RodelleKitchen.com)

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