

Palmetto Cheese

"The Pimento Cheese with Soul!"



Branding

Palmetto Cheese is an authentic, southern style pimento cheese spread made the old fashioned way with the perfect texture and quality ingredients. The brand reflects a homemade style for this traditional, beloved comfort food for many Americans. We are pleased that you have chosen to serve **Palmetto Cheese** to your customers!

A brand they know and trust

Why call it "pimento cheese" when your customers know it as "**Palmetto Cheese**"?

To get the full advantage of serving **Palmetto Cheese** at your establishment, we require that you use our logo in a matter that is set forth in our guidelines. Our brand recognition is due in part to the 9,200+ stores in 49 states that now carry **Palmetto Cheese**. We also have over 230,000+ Facebook fans that help spread the soul daily! Don't leave your customers guessing about the quality of the pimento cheese on your menu. Let them know you use **Palmetto Cheese - "The Pimento Cheese with Soul!"**

Additional branding materials can be found by visiting www.pimentocheese.com/branding

These materials can be used on your menu, website, marketing collateral, videos, and social media posts. If your company "spreads the soul" on social media, make sure to tag us!

@**PalmettoCheese** on Facebook and Twitter

@**PimentoCheese** on Instagram

Or use **#palmettocheese**

If you need additional material or have a question about the information provided, please contact us at nathan@pimentocheese.com

Thank you!

We appreciate the effort you are taking to display and protect our branding. Together, we can make your customer "soul happy"!!!!

Guidelines

Logo	Tagline
	"The Pimento Cheese with Soul!"
Logo Variations	

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Do

- ✓ Do spell out our brand name, Palmetto Cheese in the same type size as the content that immediately surrounds it.
- ✓ Do capitalize the "P" and the "C" in Palmetto Cheese when typing it out, unless it is part of a web address.


Don't

- ✗ Don't change the spelling of or add words to Palmetto Cheese, pluralize our brand name, or abbreviate it in any way.

Example: Palmetto Pimento Cheese is not our brand name.

- ✗ Don't use qualifying language in conjunction with the logo, like supported by, by, from, or in partnership with, unless written approval is expressly provided.

Color

Red Orange	C 4.43%	R 228	Pantone 179 C	Hex #E43E30
	M 91.05%	G 62		
	Y 91.04%	B 48		
	K 0.16%			

Colors shown in this guide have not been evaluated by PANTONE, Inc., and may not match the PANTONE Color Standards. PANTONE is a registered trademark of PANTONE, Inc. Note: For consistent color reproduction, always match to Pantone® solid-coated swatches

Typography

Comic Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Comic Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Additional Logo Variations

When design circumstances exist and a logo with a compact footprint is more suitable, please use the stacked logo. The stacked logo is the only version that combines the Palmetto tree and moon symbol from the Pawleys Island Specialty Foods logo. Only provided files should be used for this logo and it should not be recreated with text.



Stacked Logo with border
& Palmetto Tree



Stacked Logo with white
background & Palmetto Tree



Stacked Logo, no slogan with white
background & Palmetto Tree

Multiple versions of files for the logo and all variation files can be found on www.pimentocheese.com/branding. If you have a question on which logo should be used in a particular design, please email nathan@pimentocheese.com.

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Examples

You're using America's top selling pimento cheese brand, time to let everyone know! Below are examples of brand usage.

Menu text :

The Southern Burger with **Palmetto Cheese**

An 8 oz. Angus Beef pattie topped with **Palmetto Cheese** - "The Pimento Cheese with Soul!", a fried green tomato, and pepper relish. Served with sweet potato fries.

Social media :

