

# Palmetto Cheese

## Homestyle Pimento Cheese



## 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 manner that is set forth in our guidelines. Our brand recognition is due in part to the 9,000+ stores in 44 states that now carry **Palmetto Cheese**. We also have over 300,000+ Facebook fans to help spread the word about your menu item! Don’t leave your customers guessing about the quality of the pimento cheese on your menu. Let them know you use **Palmetto Cheese - Homestyle Pimento Cheese**.

Additional branding materials can be found by visiting [www.pimentocheese.com/branding](http://www.pimentocheese.com/branding)

These materials can be used on your menu, website, marketing collateral, videos, and social media posts. If your company is active 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](mailto:nathan@pimentocheese.com)

## Thank you!

We appreciate the effort you are taking to display and protect our branding.

# Guidelines

Logo	Tagline
 The logo consists of the words "Palmetto Cheese" in a large, stylized red font. Below it, the words "Homestyle Pimento Cheese" are written in a smaller, black, sans-serif font.	Homestyle Pimento Cheese



## Color

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Comic Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

## 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, 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](http://www.pimentocheese.com/branding). If you have a question on which logo should be used in a particular design, please email [nathan@pimentocheese.com](mailto: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 patty topped with **Palmetto Cheese - Homestyle Pimento Cheese**, a fried green tomato, and pepper relish. Served with sweet potato fries.

#### Social media :

