KEVIN AKERS design + imagery

Tony's Fine Foods

In 1998, Northern California's food distributing powerhouse, Tony's Fine Foods asked Kevin Akers design + imagery to review the company's 64 year-old logo and recommend a new look.

Rather than replace a hard-earned icon, Kevin suggested a few typographical modifications and consistent application.

Here is a peek into Tony's success story.

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Respecting Heritage

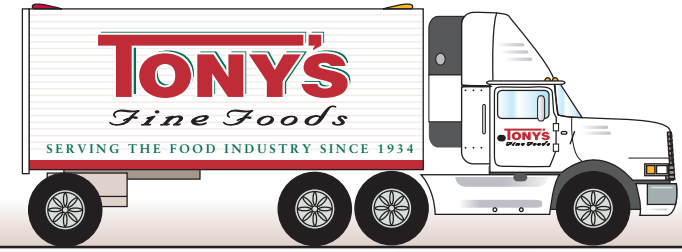
Tony's Fine Foods specializes in distributing fine quality deli, bakery, food service and perishable products. With over 250 employees and a fleet of more than 50 tractor-trailers, they distribute over 6,000 world-class products throughout California.

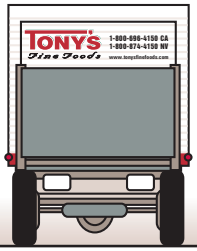
Tony Ingoglia, an Italian immigrant, started his little company in 1934 bringing groceries, salami and cheeses to Northern California customers. Before long his company wasn't little anymore and his simple logo was on trucks, packages and signage which created priceless equity and customer loyalty.

TONY'S
Fine Foods

Kevin Akers refined the logo's proportions, added a drop shadow and fashioned the script into a logo that would retain the flavor of the original and add just a little extra spice.

Final Design- 53 foot trailer





Final Design - 28 foot trailer

Final Design - Cab

The primary image carrier for Tony's new identity is their fleet of trucks.

Tony's Red PMS 187

COLOR SAMPLES Specify Tony's corporate colors as PANTONE® 187 (red) and PANTONE and 342 (green). (PMS) PANTONE matching system is a

CORPORATE IDENTITY GUIDELINES

Tony's Fine Foods specializes in the sale and distribution of perishable deli, bakery and related foodservice products. The company strives for excellence, placing customers first, and emphasizing reliability, selection, freshness and accuracy. The company's aim is to build on the reputation for quality upon which the company was founded; to see our customers as partners, and to satisfy our employees, vendors and shareholders.

Our Corporate Identity program provides the integrated, controlled visual presence of our company. The success of the identity depends on consistent, controlled use of our logo in the approved configuration.

THE CORPORATE IDENTITY The Tony's Fine Foods corporate identity consists of the Tony's logotype, drop shadow and *Fine Foods* descriptor.

Tony's corporate identity has been designed to be flexible. The logo should be printed in Color Scheme 1 or Color Scheme 2 whenever possible. If this is not possible, the logo can be printed in PMS 187, PMS 342 or black.

The logo should be printed on white or light backgrounds whenever possible. If this is not possible, the logo can be reversed to white on dark backgrounds. On a black background, the logo can be used in the two-color variation as shown or reversed to white.

ACCEPTABLE LOGOS

COLOR SCHEME 1 – PMS 187, PMS 342 & black

COLOR SCHEME 2 – PMS 187, PMS 342

PMS 187

PMS 342

Black

PMS 187, PMS 342 reversed out of black

White reversed out of PMS 342

White reversed out of PMS 187

UNACCEPTABLE LOGOS

Do not switch or change colors of logo.

Do not substitute any typeface for the "Fine Foods" descriptor.

Do not skew or alter any of the logo elements.

Do not condense or expand any of the logo elements.

Do not remove the drop shadow under the logo.

Do not change the drop shadow in any way.

Do not tilt the logo on any angle.

Do not use tints of the approved colors on the logo.

Do not alter the length of the "T" in the logo.

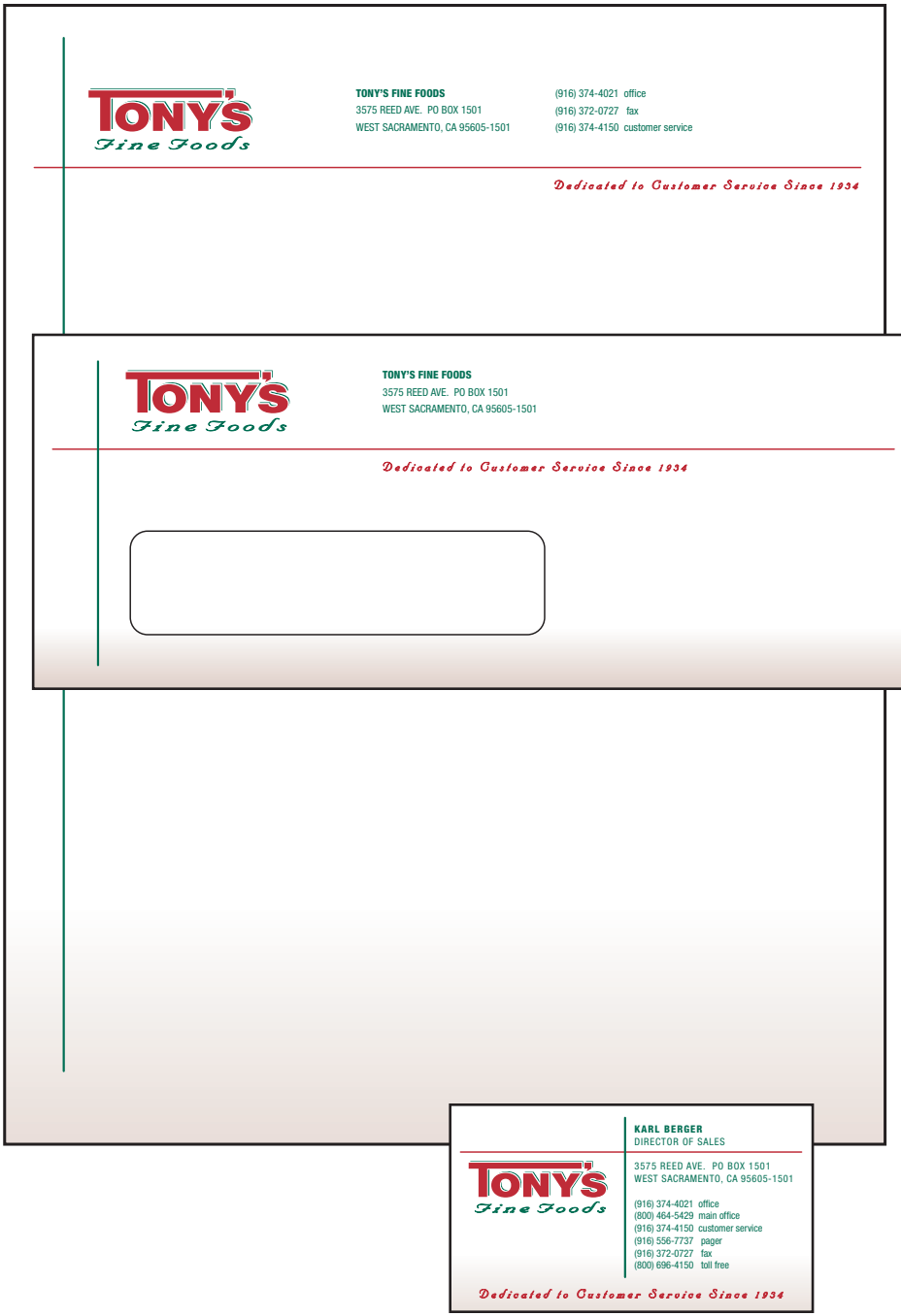
Do not remove the "Fine Foods" descriptor.

Do not reverse out just the "Fine Foods" descriptor to white.

Do not print the logo on low contrast backgrounds.

Do not print the logo on patterned backgrounds.

Developing a usable identity standard was key to a consistent application.



A variety of business papers were developed with the new standards.

The crowded cheese marketplace

Marketing Wholesomeness

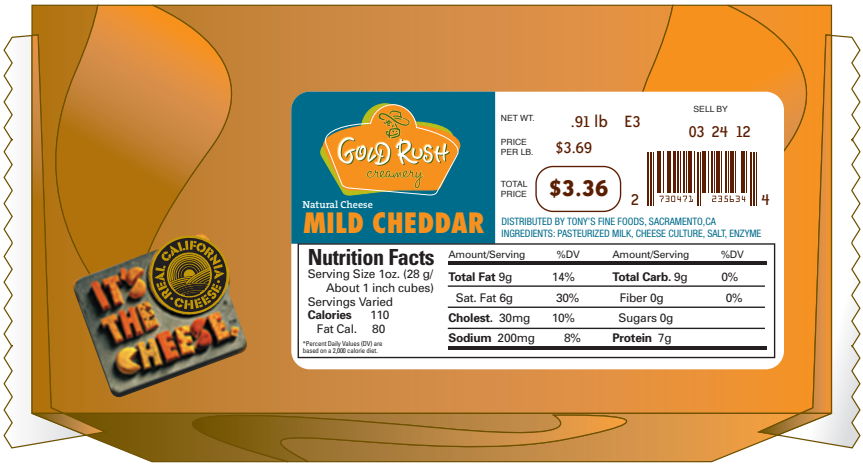
Tony's distributes many of the world's finest cheeses but the company decided it needed to create it's own brand. This line of cheese would serve as the private label for smaller grocery stores and be Tony's own brand for restaurants, food service and pizza makers.

The creative brief called for a wholesome, friendly and colorful identity that reflected the natural goodness of Real California Cheese. It also needed to telegraph to the consumer freshness, flavor and fun in an affordable package.

Tony's is headquartered in California's Gold Country so the name Gold Rush Creamery was a natural.

Logo, color palette and package with a traditional Wild West flavor.

Gold Rush creamery



Modern and whimsical script rests beneath a playful pioneer cow icon.

GOLD RUSH
CREAMERY

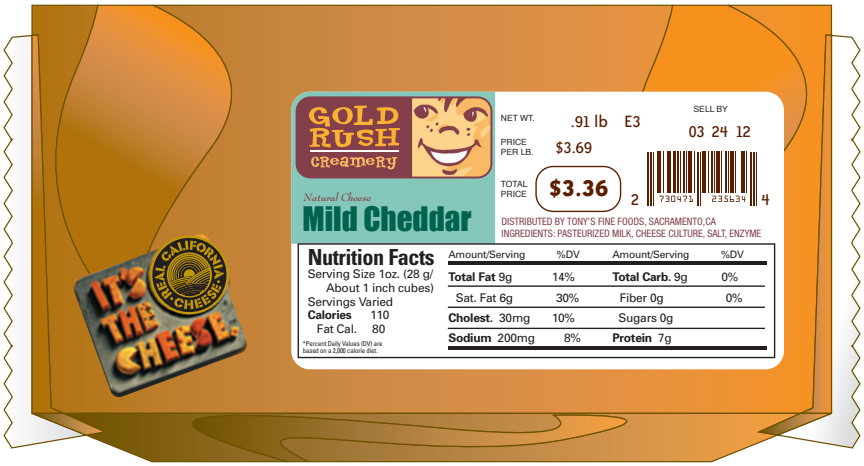
GOLD RUSH CREAMERY
Natural Cheese
Extra Sharp Cheddar

GOLD RUSH CREAMERY
Natural Cheese
Mild Cheddar

GOLD RUSH CREAMERY
Natural Cheese
Colby Jack

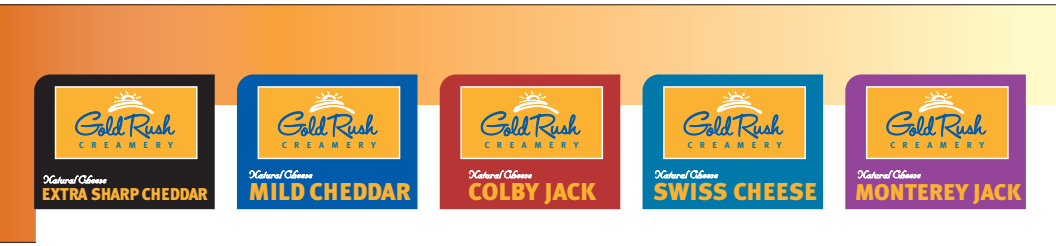
GOLD RUSH CREAMERY
Natural Cheese
Swiss Cheese

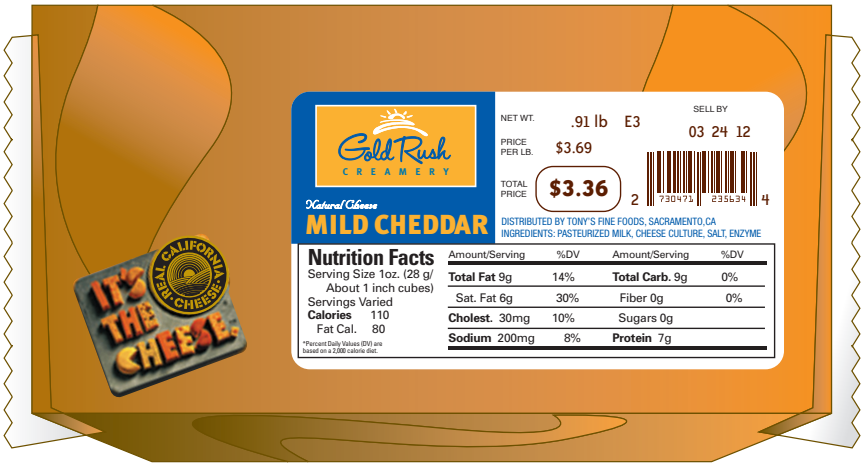
GOLD RUSH CREAMERY
Natural Cheese
Monterey Jack



A brand geared more toward families—wholesome and happy.

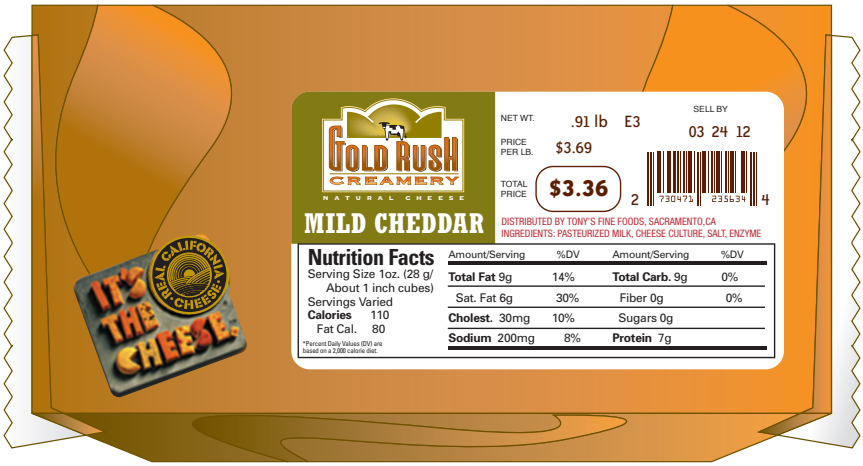
Gold Rush
CREAMERY



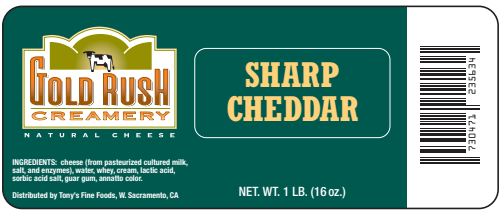


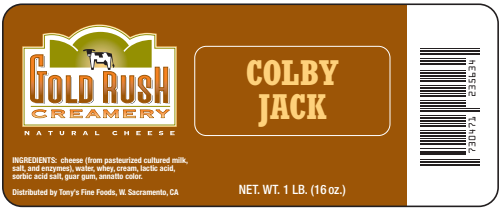
A subtle tie-in with the Real California Cheese logo.

GOLD RUSH
CREAMERY
NATURAL CHEESE

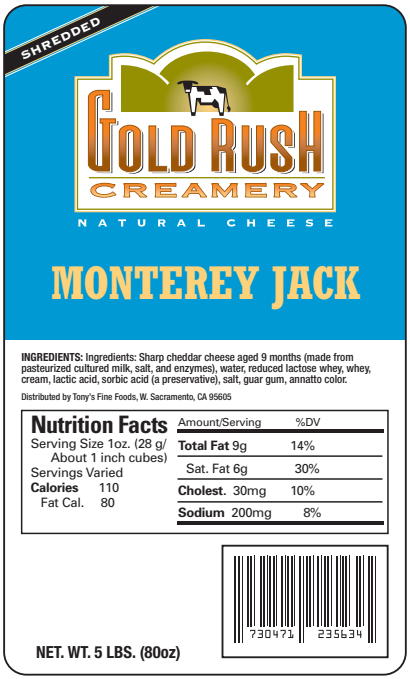


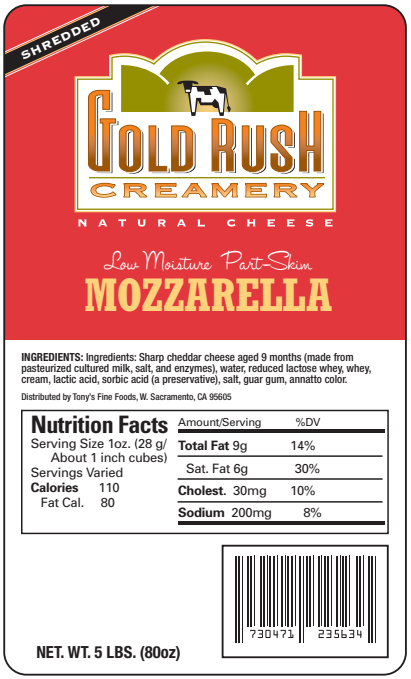
A Holstein in a California pasture became the brand's central image.





A distinctive color coding system helps consumers find their favorite flavors easily.





Larger packages and labels were developed for food service application.

Day-to-Day Reminder

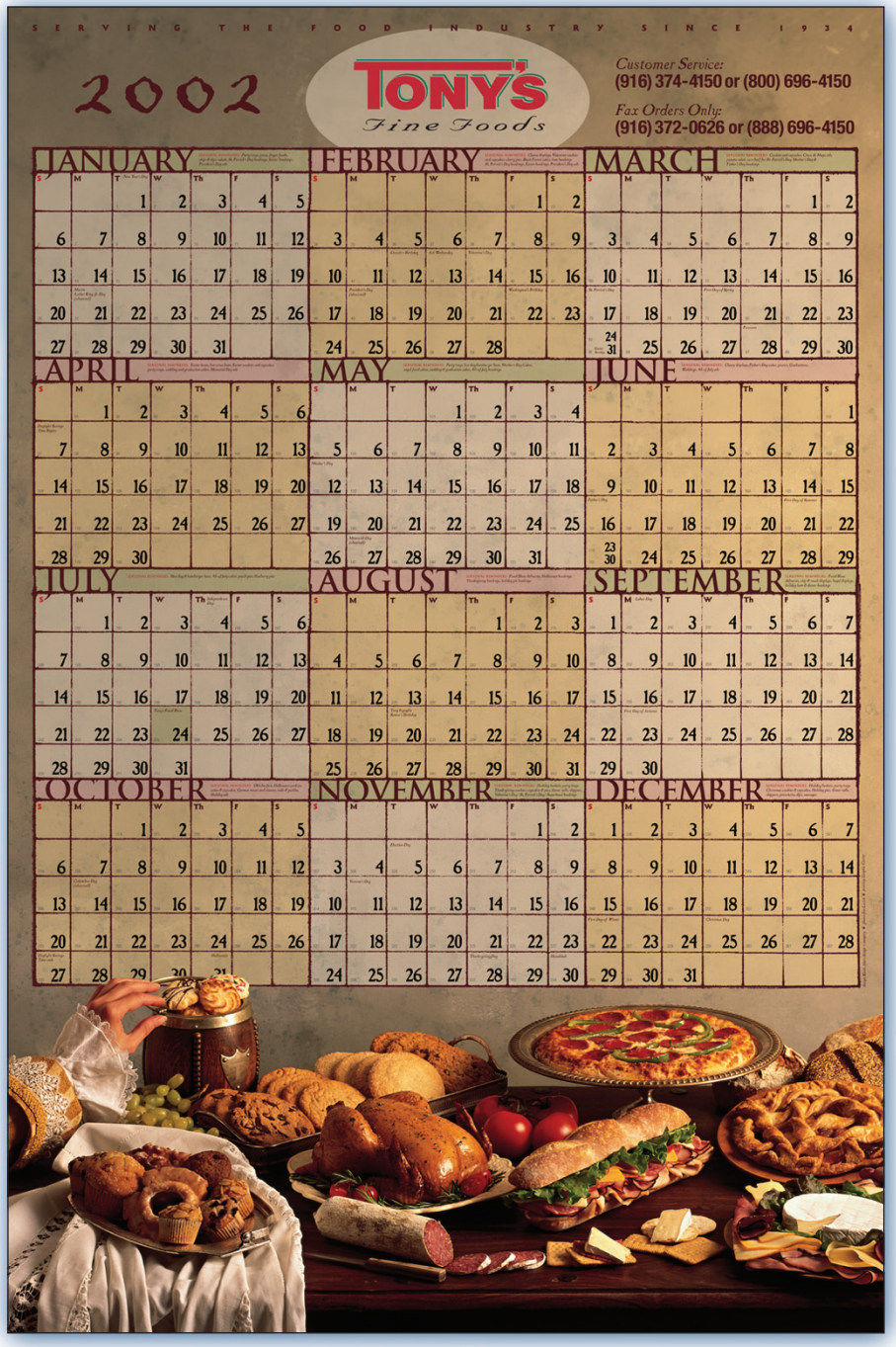
Tony's Fine Foods started a tradition of creating artful and interesting calendars for their customers. These over-sized wall calendars usually rest on a back room wall where they aide the customer in ordering and keeping track of product rotation.

Decorative and fun, informative and useful, this simple marketing tool helps to keep Tony's quality products top-of-mind and contact information handy.

The new logo was introduced on a wall-sized calendar for customer's back rooms.

Tony's wanted to dedicate the year 2000 to people in food service.

The iconic Tony's truck meanders through a fantastical foodscape!



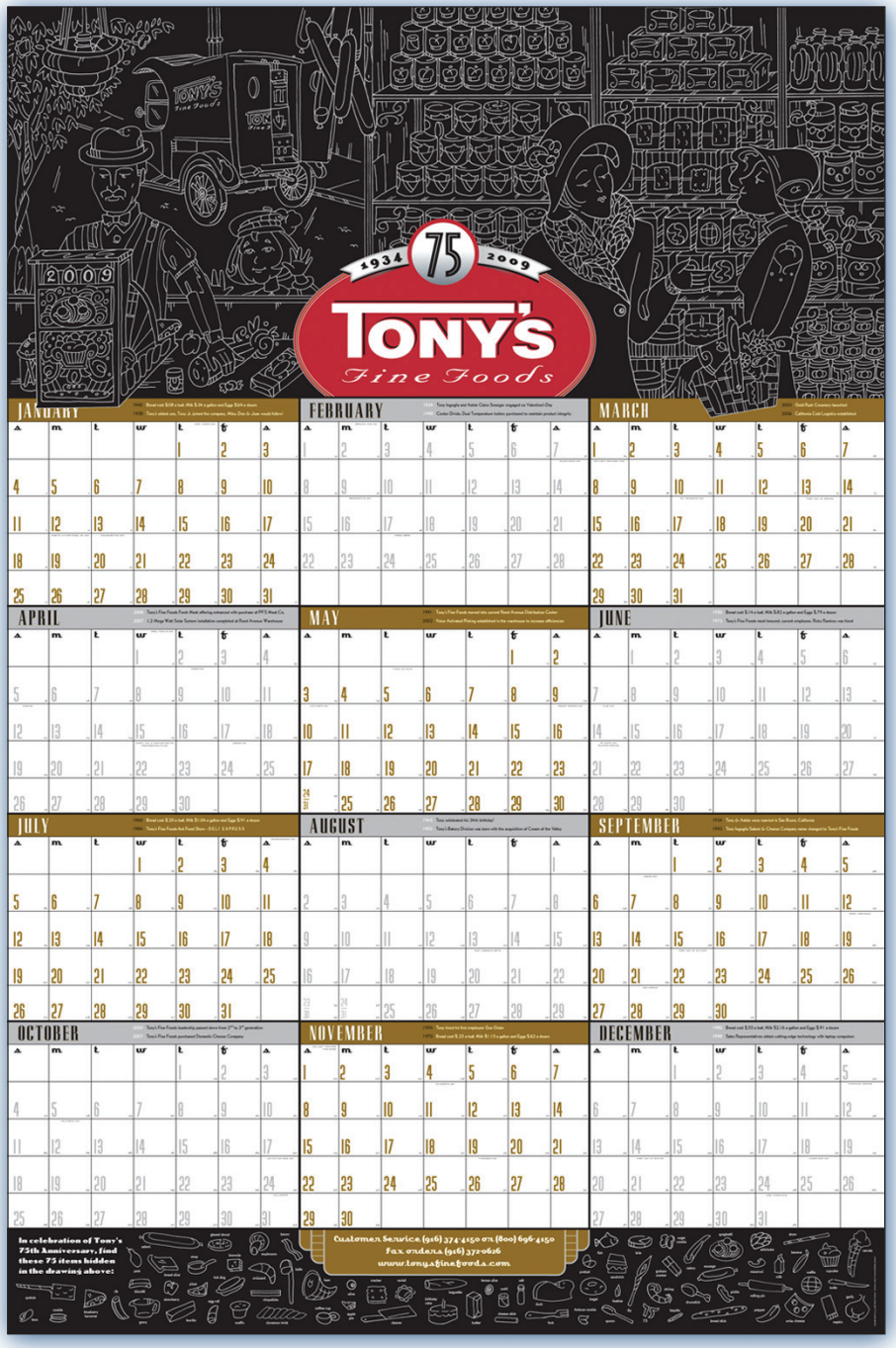
An Italian Renaissance masterpiece featuring food by Tony's!

Tony' carries every product under the sun.

Every month of the year is a reason to celebrate with Tony's products.

A Victorian vaudeville poster was the inspiration for 2005.

2008 was the year of the Italian kitchen!



A commemorative 75th logo and a scavenger hunt calendar to find 75 items....

If you have a time-honored brand you need to revive
or you want to launch a new brand that will endure,
please contact:

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or kevin@kevinakers.com

To learn more about Kevin's work, visit
www.kevinakers.com
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