



brand book

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introduction



the
name

P R O N O U N C E D

J O E

j r g • l • w i t z

& S O N

the story

A happy duck is a tasty duck. And ours are the tastiest.

It all started in the 1930s when a young Polish couple arrived at Ellis Island and spent their life savings on a patch of farmland. They didn't have much but grit and determination. They built a modest shed and began raising Pekin ducks.

The Jurgielewicz Duck Farm was hatched.

Four generations later, and a move to 500 acres along the foothills of Blue Mountain, we solidified a core set of values that contribute to a product leading chefs consider to be the best.

We believe in the power of family. Third generation owner and veterinarian, "Dr. Joe," along with his wife, Rita, and his four sons, runs the business today while

his mother still lives on the land. Now called Joe Jurgielewicz & Son, we are a close-knit operation, but we've been able to serve a global market.

How?

Operational excellence. We pair traditional approaches with modern

We believe in the health and welfare of our ducks.

technologies, and we find a use for every part of the duck: the feathers, for instance, are used to make bedding and other excess parts are used in pet food.

But above all, we believe in the health

and welfare of our ducks. Our flocks are humanely raised in climate-controlled free-roaming barns and are fed a hormone- and antibiotic-free diet of corn and soybeans, grown on our own land.

As a result, our ducks are happy and healthy, and the distributors, restaurants, and home cooks we serve taste that benefit. Our ducks have an ideal meat-to-fat ratio resulting in very flavorful meat and cooks to a crispy skin. We process millions a year, from whole duck to boneless breasts and legs and everything in between. And what's more, we're able to offer the largest duck in the market, at a whopping 7 pounds.

Family values, operational excellence, and a happy flock—one might say we certainly have our ducks in a row.

identity



full
color
logo



FULL COLOR

full
color
logo

FULL COLOR AGAINST YELLOW



FULL COLOR AGAINST BLUE



single
color
logo



SINGLE COLOR AGAINST YELLOW



SINGLE COLOR BLUE



SINGLE COLOR AGAINST BLUE

**black &
white
logo**



BLACK & WHITE



BLACK & WHITE REVERSED

logo
with
tagline



America's Tastiest Duck

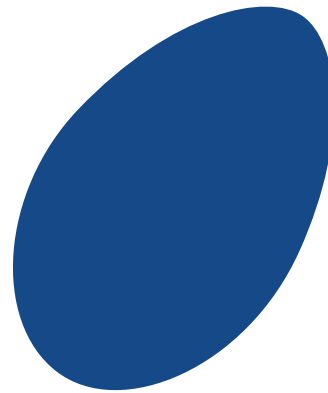
LOGO WITH TAGLINE

logo meaning



the duck

Well-established and friendly, the Pekin duck is at the center of the Jurgielewicz brand. Our duck is the same strain from 1933, when we our family farm began in Long Island, NY.



the egg

From inception to processing, we efficiently and ethically handle every step, ensuring we follow sustainability practices and waste nothing along the way.



J for Jurgielewicz

The letter 'J' is a reminder that we are a family organization through and through, four generations in. We are a tight-knit operation serving a global market.

incorrect logo usage



Do not change the logo's orientation.



Do not place the logo within a white box over a background.



Do not place the logo on a busy photograph or pattern.



Do not change the logo's color.



Do not stretch or squeeze the logo to distort proportions.



Do not add unapproved effects to the logo.



Do not outline the logo.



Do not add a drop shadow to the logo.



Do not reconfigure or change the size or placement of any logo elements

logo
exclusion
zone



An exclusion zone exists, which is represented by the dotted-line framework. It is proportionally determined by the width of the Jurgielewicz egg on either side and half the width of the Jurgielewicz egg on the top and bottom.

colors

horizon
blue

CMYK 100 81 18 4
RGB 21 73 136
HEX 154988
PMS 7687C

corn
yellow

CMYK 2 31 100 0
RGB 247 181 25
HEX F7b519
PMS 1235C

CMYK 0 0 8 0
RGB 255 253 237

eggshell

HEX FFFDED
PMS 7401C at 10%

primary display font

poppins bold

body copy font

IBM Plex Serif Regular

secondary fonts

P O P P I N S S E M I B O L D

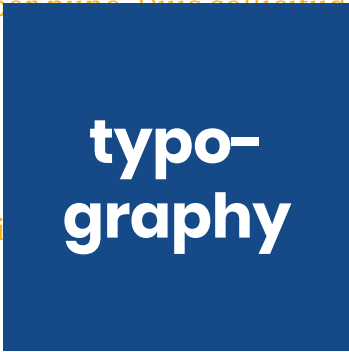
IBM Plex Serif Regular



typo-
graphy

Poppins closely matches the brand personality due to its brilliant balance of boldness, whimsy, and structure. It is used in all-lowercase in order to promote approachability and friendliness.

display font



IBM Plex Serif lends mechanical,
sophisticated letterforms to offset the
whimsy of the primary font.

body
copy



identity system

*The brand is
confident, fun,
and*
**easy to
get along
with.**

The identity system is
**unapologetically
bold**

*and utilizes a strong
square-based grid
structure.*

identity
system

America's
Tastiest
Duck.

Taste we'd bet the farm on



TASTY
DUCK
COM

identity system

OUTSPOKEN TYPOGRAPHY

The following design elements are present within the identity system.

ISOLATED PHOTOGRAPHY



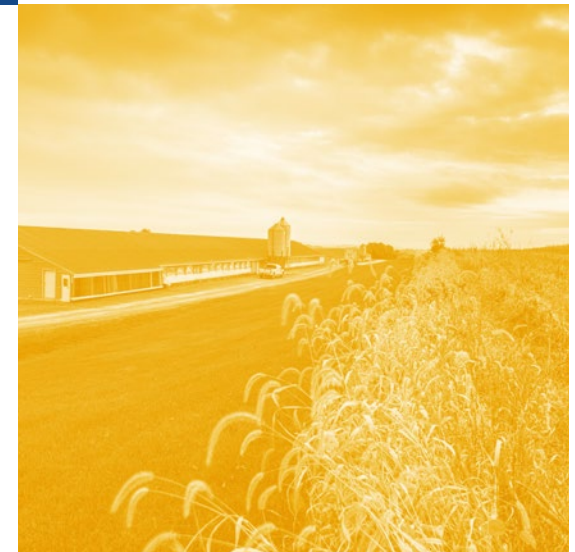
CIRCULAR TEXT



CLEANLY EXHIBITED PRODUCT



DUOTONE PHOTOGRAPHY



photo

*Lifestyle
photography is*



**authentic,
emotional
&
bright.**

*Product
photography is*



**elemental,
sophisticated
&
tasty.**

photo
samples



photo
samples



messaging



positioning



America's Tastiest Duck

*All external messaging
either directly or indirectly
supports the idea that
Joe Jurgielewicz & Son offers*

**America's
Tastiest
Duck.**

brand message layout

Headline presented with
wit and approachability.
Addresses core brand
ideas and flavor of product.
Headline is a variable piece
of content.

Use perfect squares when possible.

Photography reinforces
message/headline.

Hard to spell. Easy to enjoy.

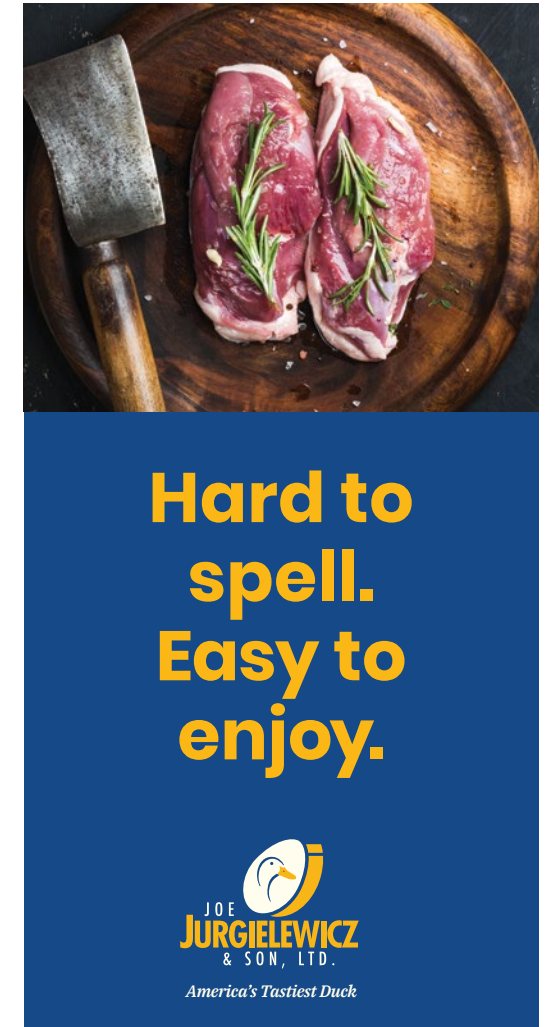


Logo locked up with central
tagline to reinforce product
segment and point of
differentiation.



brand message layout

The composition is flexible
and able to accommodate
any size and aspect ratio.



brand
messages

Library of
Brand Messages

Taste
we'd bet the
farm on.



Find flavor
with us.



Hatching
perfection.

Since 1933.



Making
mouths
waddle.

Since 1933.



Roaming
charges
waived.

Our ducks are free to roam, eat, & drink 24/7.



Historic
taste.

4 generations, 1 strain, amazing flavor.



brand messages

Example of
application

Find flavor with us.



internal usage



sell sheets

clean, elemental
product
photography

Use of a strong grid system,
isolated photography,
and brand colors and
fonts are fully applied to
internal documents and
applications.

product name

product description

footer with identity and
contact information

4
0
2
3

ALL - NATURAL
duck legs

Our free-roaming ducks are humanely raised on family farms and fed an antibiotic and hormone free diet of corn and soybeans. They are raised for the perfect meat to fat ratio to produce America's tastiest duck!

PACKAGING
2 10-oz. legs/unit
8 units/case

CASE SPECS
13.25" x 7.75" x 6.0"
Case Weight: 10 lbs.

CASES/LEVEL
10

HIGH
14

TOTAL PALLET
140

JOE JURGIELEWICZ & SON, LTD.
610-562-3825
tastyduck.com

ALL NATURAL DUCK LEGS

product number

specifications

packaging
photography

sell
sheets

duck drumettes

Our free-roaming ducks are humanely raised on family farms and fed an antibiotic and hormone free diet of corn and soybeans. They are raised for the perfect meat to fat ratio to produce America's tastiest duck drumette!

PACKAGING
4 bags of drumettes
@ 5 lbs, each 6 per lb.

PACKAGING
16.00" x 10.50" x 5.25"
Case weight: 20lbs.

CASES/LEVEL
10

HIGH
10

TOTAL PALLET
100



ALL-NATURAL

duck breast

Our free-roaming ducks are humanely raised on family farms and fed an antibiotic and hormone free diet of corn and soybeans. They are raised for the perfect meat to fat ratio to produce America's tastiest duck!

PACKAGING
19-oz. breast/unit
10 units/case

CASE SPECS
13.25" x 7.75" x 6.0"
Case Weight: 5.63 lbs.

CASES/LEVEL
10

HIGH
14

TOTAL PALLET
140



610-562-3825
tastyduck.com

ALL-NATURAL

roasted half duck

Our free-roaming ducks are humanely raised on family farms and fed an antibiotic and hormone free diet of corn and soybeans. They are raised for the perfect meat to fat ratio to produce America's tastiest duck!

PACKAGING
116-oz. roasted half/unit
8 units/case

CASE SPECS
16.0" x 10.5" x 5.25"
Case Weight: 8 lbs.

CASES/LEVEL
10

HIGH
10

TOTAL PALLET
100



610-562-3825
tastyduck.com

questions?

*If you have any questions regarding the use of the
Joe Jurgielewicz & Son brand assets, please email:*

brand@tastyduck.com

