

MEATS BY
LINZ



ESTD. 1968

Quality —
Every Step Of The Way



Contents

BRAND FOUNDATION

06	OUR BRANDS	14	UNIQUE SELLING PROPOSITIONS
11	OUR HISTORY	20	THE LINZ DIFFERENCE
12	BRAND FOUNDATION	22	BRAND PROMISE

VOICE & TONE

28	BRAND PERSONALITY	32	BRAND INSIGHTS
29	WORD BANK	33	RECOMMENDATIONS
30	STRATEGY & IMPLEMENTATION		

BRAND IDENTITY

36	PRIMARY LOGO	50	LINZ HERITAGE ANGUS
40	WORDMARK	54	COLOR PALETTE
42	ICON	56	COLOR HIERARCHY
44	SECONDARY LOGO	58	TYPOGRAPHY
46	USAGE	62	TYPE HIERARCHY
49	EXCLUSION ZONE	64	GRAPHIC BRAND ELEMENTS



OUR BRANDS

Meats by Linz

STEAKHOUSE PREFERRED

Meats by Linz (MBL) is the country's premier meat purveyor. Family-owned for over sixty years, Meats by Linz services dinner tables worldwide: from the finest hotels and white tablecloth restaurants to country clubs and casinos. Meats by Linz is the exclusive provider of our own Linz Heritage Angus (LHA), as well as other premiere proteins sourced from our trusted partners. We custom cut, spec, and age all of our products to meet the needs of each customer.



OUR BRANDS

Linz Heritage Angus

DEFINING ANGUS BEEF

The Linz Heritage Angus (LHA) program is our curated proprietary genetics program. To create the most consistent and high-quality beef on the market, Meats by Linz controls the quality from conception to plate. The Linz Heritage Angus program offers transparency at every step, giving us the unique ability to tell our customers exactly where their products come from. From the genetics used to build our herds to diets, aging, and hand cutting — we curate the most consistent and high-performing Black Angus in the world.

WHO WE ARE

Brand Foundation





Meats by Linz

OUR HISTORY

In 1963, Martin Linz won \$65,000 playing a dice game — today that would roughly equal to \$538,300 in purchasing power. With his winnings, the butcher from the now defunct department store Goldblatt's used the money to open his own butcher shop: Linz Meats. With meat purchased from Chicago distributors, Linz opened his shop in Calumet City, Illinois, where he began providing high-quality meats to not only members of the community, but also the nearby restaurants. Sixty years later, the local butcher shop has grown into one of the largest independent meat purveyors in the world – Meats by Linz. Served in esteemed establishments worldwide, Meats by Linz is the exclusive provider of Linz Heritage Angus beef and premier supplier of lamb, veal, poultry, and pork. Meats by Linz proudly remains family-owned today. With four generations in the business, the Linz family honors the tradition of sourcing meat, striving to revolutionize the industry, and holding true to their family values.

Brand Foundation

Founded by four generations of family, Meats by Linz transforms how people eat by controlling the quality and taste of our steaks and other proteins in every step, from conception to plate.

WE DON'T COMPROMISE

WE ARE A FAMILY

BETTER OVER BIGGER





UNIQUE SELLING PROPOSITION

We Don't Compromise

SO WHAT WE'RE SAYING IS....

We invest in our people, our products, and our processes so that you can count on us in every way.

MESSAGING

Doing things the right way — the Linz way — is in our DNA. While we are focused on growing and changing to improve our product and how we work with customers, taking short cuts, sacrificing quality, and lowering our standards are never options.



UNIQUE SELLING PROPOSITION

We Are a Family

SO WHAT WE'RE SAYING IS....

We are present, we listen, and we care about the future of our teams and our customers.

MESSAGING

We started as a family business and no matter how we grow, we will always be a family. We have an open seat at the table for every team member, customer, and our growing family of chefs and consumers around the world. Families trust, families communicate, and families have each others' backs.



UNIQUE SELLING PROPOSITION

Better Over Bigger

SO WHAT WE'RE SAYING IS....

We grow with a purpose and ensure we don't lose ourselves or what makes us unique in the process.

MESSAGING

We always want to grow, but our growth isn't about being the biggest — others can do that. Our growth is always focused on one thing: being better than we are today. We grow to improve our product, strengthen our teams, offer our customers more, and create an experience no one else can match.



The Linz Difference

Meats by Linz is a family-run business that believes quality catalyzes the strong relationships we build with our customers. Our reputation of supplying the best meat is why you can only find Meats by Linz products in the most respected establishments worldwide. From boutique diners to elite steakhouses, there is truly only one cut that makes the cut.

Our Linz Heritage Angus program took decades to refine, resulting in a precise scientific approach that separates our Black Angus from its competitors. The Linz Heritage Angus program considers every variable, from conception to plate, and converts them into an advantage by controlling them for quality. This offers transparency to our customers, and ensures the most consistent and highest-performing Black Angus cattle in the world.

Trust in Quality

How Meats by Linz Earns **Trust**

- Created the Linz Heritage Angus program
- Partner with vetted and dedicated suppliers
- Full transparency, from our Linz Heritage Angus program to our facilities

How Meats by Linz Maintains **Trust**

- Ensure from conception to plate, every party is 100% satisfied
- Offer education to ranchers, management, cook staff, and wait staff to give customers the best dining experience available
- Innovate the Linz Heritage Angus program to always procure the highest performing Black Angus on the market

How Meats by Linz's **Trust** is Tested

- Build and maintain reputations with esteemed dining establishments
- Gain and retain customers by offering unmatched value and experience
- Consistently offering the highest quality products for their customers worldwide



Brand Promise

Quality, Controlled.

MEATS BY LINZ

At Meats by Linz, we take pride in being the exclusive provider of Linz Heritage Angus beef — allowing us complete control over every step of the process. Moreover, we diligently source and evaluate all other proteins that we offer through trusted industry partners that we support and put our faith in. Our name goes behind every product we offer, serving our customers worldwide with the utmost passion and commitment.

LINZ HERITAGE ANGUS

Nature produces quality, but not consistency. By creating the Linz Heritage Angus program, we are consistently provided qualitative and quantitative reporting on the well-being of the herd, and are able to create the ideal natural setting to consistently produce a quality that we deem worthy of serving.

The prime conditions that breed our Linz Heritage Angus were perfected over four generations of butchers and genetic expertise. We track every aspect of our herd — diet, daily gain and the environment they live in — to ensure that we maintain an environment that produces beef highly touted as the finest by respectable establishments worldwide.

HOW WE SPEAK

Voice & Tone



Quality and taste from
conception to plate



Brand Personality

Authentic

We bring our truest selves to everything we do, believing in our roots, our way, and our team. We are upfront with the truth, we understand our business, and we share what we know because our word is our promise.

Passionate

We are invested in our people and our customers. We bring a level of commitment to all we do, because for us, this is more than business. It is a way of life and our future.

Expert

It takes time to become the best. It's our four generations of family experience. It's our investment in the future of how beef is brought to customers, conception to plate. It's the standards we set and our drive to meet them.

Pioneering

We are driven to be better. We have a vision for the future and we are investing in turning it into reality. We have a relentless nature about us that always pushes us forward.

Focused

We don't get distracted by the next shiny thing. We are focused on being the best fourth generation meat purveyor and on the work it takes to get us there. We take nothing for granted and don't rest.

Word Bank

- Knowledgeable
- Trusted
- Unique
- Transparent
- Traditional
- Focused
- Responsive
- Real
- Committed
- Authentic
- Driven
- Invested
- Confident
- Accountable
- "Real Deal"
- Innovative
- Family
- Smart
- Available
- Accessible
- Relentless
- Enduring

WHO WE ARE

Strategy & Implementation



BRAND INSIGHTS

In Practice, We...

01

**Build
Community**

03

**Leverage
Voices**

02

**Evangelize Our
Partners**

04

**Showcase Our
Family Values**

STRATEGY RECOMMENDATIONS - TOP LEVEL

Build Community
In Every Direction

It's imperative that the differences between Linz Heritage Angus and Meats by Linz are distinguished. This means leaning into the two brands individually and building communities that rally around the product (Linz Heritage Angus) and the service (Meats by Linz). We identify unique voices and challenges for each brand, then work towards goals individually to ensure each brand is given its proper time and credit.

Evangelize Our
Partners

Use our platform to highlight some of the esteemed establishments who serve Meats by Linz. There is a cooperative effort in showcasing the quality and experiences available to our customers on both sides of the table.

Leverage Their
Voice

Showcase Our
Family Values

We strive to show what makes the Linz family, and our passion for quality, so special. Introduce our audience to the people who curate the best dining experiences available, and the family values of hard work, detail orientation, innovation, and passion that separate us from the rest.

HOW WE APPEAR

Brand Identity





Primary Logo

Meats by Linz is dedicated to quality and heritage. Our family-run business has been around for over 60 years, and our passion for quality is reflected in every product we make. Both of our core values are reflected in the Meats by Linz logo — the Linz Heritage Angus cattle head showcases our dedication to quality, with the Linz family name prominently displayed above. Using the black hide Angus shows our confidence in our product's quality. The Linz name proudly pays homage to our family and beginnings, with the inclusion of our establishment in 1963 conveying that our expertise has been passed down through the generations.



Primary Logo *Dark-Fill*

The dark-fill logo may be used over a light solid brand color or a photograph where in the primary lockup with no fill would be illegible. When using the dark-fill version of the logo, the goal should be to obtain optimal legibility and clarity of the entirety of the lockup.

MEATS BY
LINZ

MEATS BY
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MEATS BY
LINZ

Wordmark

The Meats by Linz wordmark takes a clean, straightforward approach to identifying the Meats by Linz brand. This distinct, text-only lockup uses the Linz family name as the primary element. The serif font used for "Linz" aesthetically represents both the legacy and the future of the company, while the sans serif "Meats by" is a simple and clean complement. Both fonts convey the brand personality as pioneering, experts, and focused.



Icon

The Meats by Linz icon is a condensed version of the primary logo, that can act as a stamp or seal of the brand. In keeping the original Meats by Linz logo shape, the icon gives a subtle nod to our roots, while the "M by L" creates a new element for our future.

MEATS BY
LINZ



ESTD. 1963

SECONDARY

for light backgrounds

MEATS BY
LINZ



ESTD. 1963

SECONDARY

for dark backgrounds

Secondary Logo

When there isn't enough real estate for the circle-shape of the primary logo, use this secondary configuration of the primary lockup. Similar to the primary logo, the configurations of this version's custom art should be retained.



MEATS BY
LINZ



Logo Usage

Our logo comes in 4 variations: a primary lockup, a secondary lockup, a wordmark, and an icon. These configurations should never be manually recreated. The primary logo should be used most frequently and can be interchanged with the secondary as space allows. The wordmark can be used on items such as apparel, overlaying on imagery, and/or other various collateral that requires a clean, simplified logo. The icon can be used in footers, social icons, and other small spaces determined by the designer's discretion.



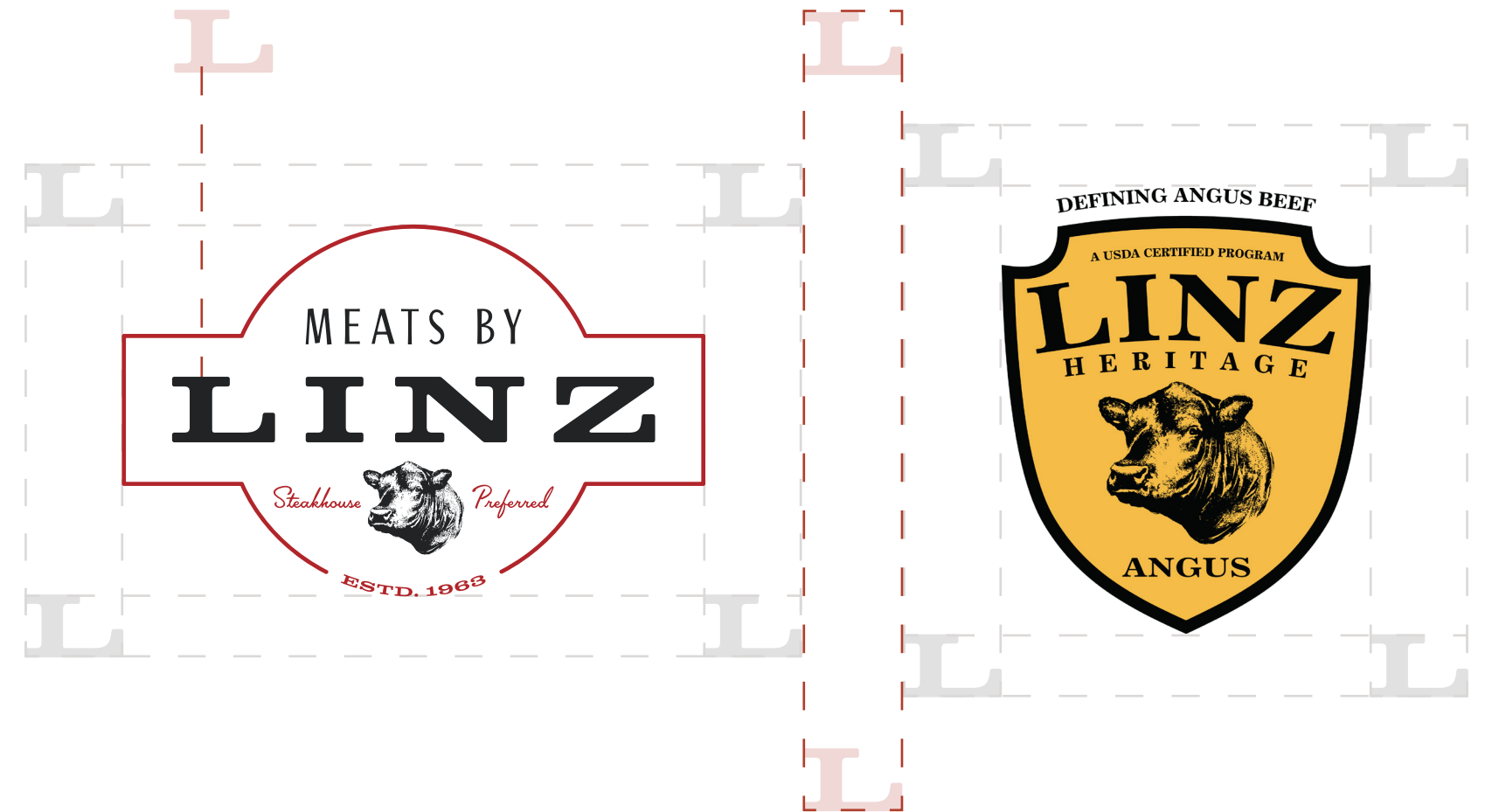
Exclusion Zone

The exclusion zone ensures legibility and visual impact by isolating the logo from competing visual elements such as text and supporting graphics. This zone is the minimum clear space. In most cases the logo, wordmark, and icon should be given more room to breathe.



Meats by Linz & Linz Heritage Angus Logos

In certain instances, the Meats by Linz and the Linz Heritage Angus logos will need to be displayed together. In these cases use only the brands' primary logo lockups. The marks must be used with the exclusion zones applied (wherein the "L" of the Meats by Linz logo creates the boundaries of both). The remaining distance in between the exclusion zones should not fall short of the "L" of the Meats by Linz logo.



Color Palette

The Meats by Linz color palette is inspired both by our heritage along with all aspects of our process. Using the pre-established brand colors as a foundation, this palette represents a strong evolution — much like the Meats by Linz brand has also experienced.

PRIMARY	SECONDARY
MEDIUM RARE PMS 7627 C CMYK 22, 94, 100, 15 RGB 173, 47, 36 HEX #ad2f24	VERY RARE PMS 1815 C CMYK 31, 97, 100, 43 RGB 117, 24, 19 HEX #751813

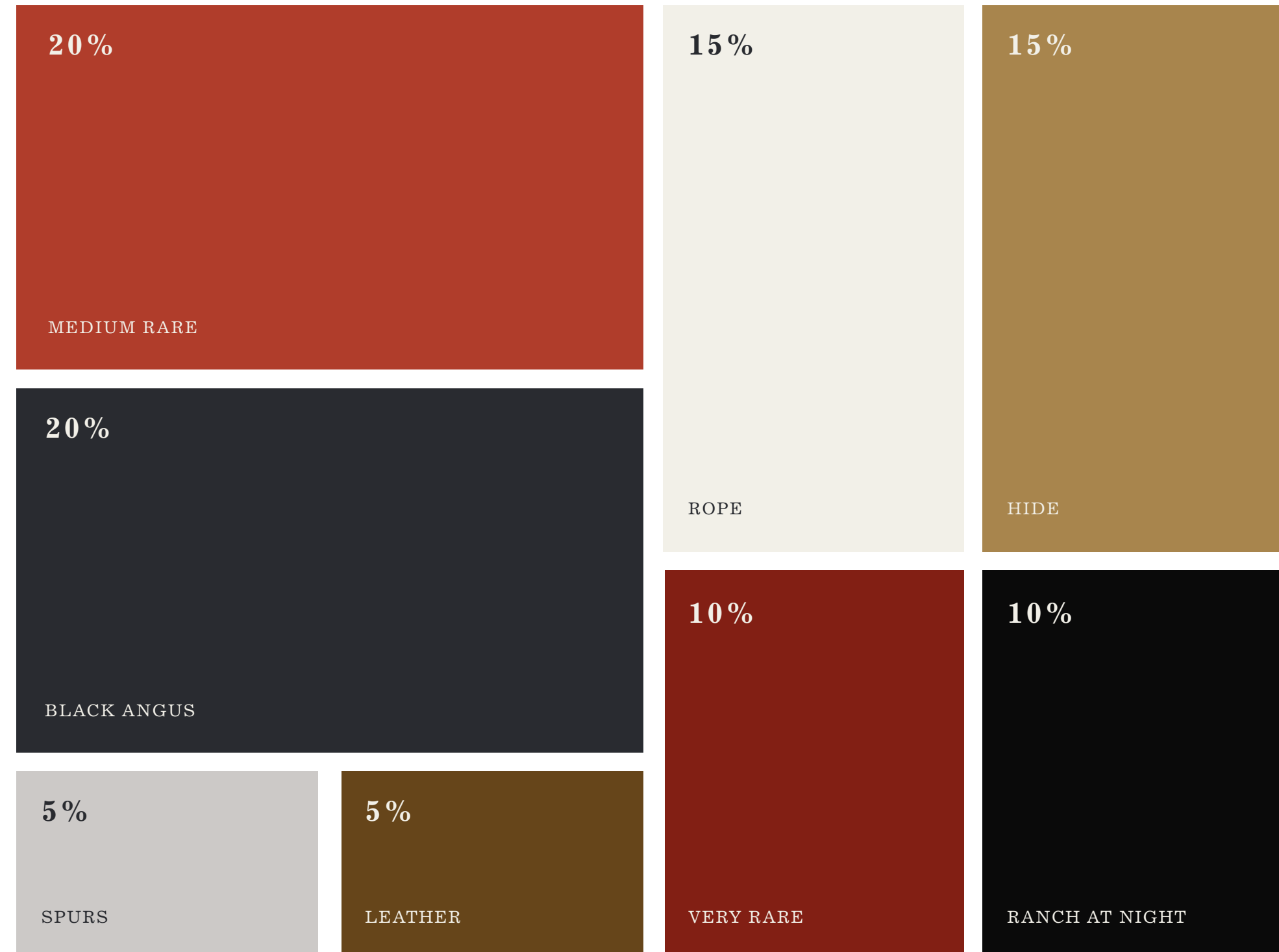
PRIMARY	SECONDARY
BLACK ANGUS PMS 426 C CMYK 75, 67, 57, 62 RGB 40, 43, 50 HEX #282b32	RANCH AT NIGHT PMS Process Black C CMYK 75, 68, 65, 90 RGB 0, 0, 1 HEX #000001

SECONDARY	TERTIARY
ROPE PMS 7527 C at 50% tint CMYK 4, 3, 7, 0 RGB 243, 240, 232 HEX #f3f0e8	SPURS PMS 420 C CMYK 20, 17, 18, 0 RGB 200, 197, 203 HEX #cbc8c5

SECONDARY	TERTIARY
HIDE PMS P 22-13 C CMYK 32, 46, 86, 10 RGB 166, 128, 64 HEX #a68040	LEATHER PMS 1405 C CMYK 46, 65, 100, 50 RGB 90, 61, 22 HEX #5a3d16

Color Hierarchy

The average amount each color should be used in brand collateral is shown in this chart. This breakdown is to be used as a reference and is based upon current brand collateral. Designer may use their discretion as future pieces are created.



Typography

The Meats by Linz typefaces are Excelsior and Myriad Pro. The Excelsior typeface is clean, with easy approachability. Its two weights are perfect to showcase excellence and expertise. Myriad Pro is a large font family, ideal for Meats by Linz's wide variety of copy needs. Lastly, Lakeside is a vintage-inspired script that gives an essence to the decades of experience. It allows for some diversity among the Meats by Linz brand fonts and should only be used for accents. Pairing the professional serif with the clean sans serif, and time-honored script perfectly exemplifies the personality of Meats by Linz.



Aa

Excelsior

Excelsior serif font that allows for clear and easy legibility. It is approachable and has a presence to meet the different text hierarchy needs. Excelsior should be used for heading one.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

EXCELSIOR REGULAR

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()**

EXCELSIOR BOLD

ACCENTS

Lakeside

Lakeside is a vintage inspired script font that gives an essence of expertise to the words being written. Lakeside allows for some diversity among the Meats by Linz brand fonts and should only be used for accents.

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()*

LAKESIDE

Myriad Pro

Myriad pro is a san serif font that allows for clear and easy legibility. It is approachable and has a large font family to meet the different text hierarchy needs. Myriad Pro should be used for heading two, heading three, and body copy.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

REGULAR

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()**

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()

CONDENSED

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()**

BOLD CONDENSED

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()*

ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()*

BOLD ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()*

CONDENSED ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$\$%^&*()***

BOLD CONDENSED ITALIC

Type Hierarchy

The displayed font hierarchy is what is recommended both digitally and in print materials. By changing the font size and weight, you can guide the reader through the information being presented.

H3: Myriad Pro: Bold, All Caps, Kerning: 0

H1: Excelsior Regular, Title Case, Kerning: 0

H2: Myriad Variable Concept : Condensed, All Caps, Kerning: 50

Body: Myriad Pro Regular, Sentence Case, Kerning: 0

HEADING THREE

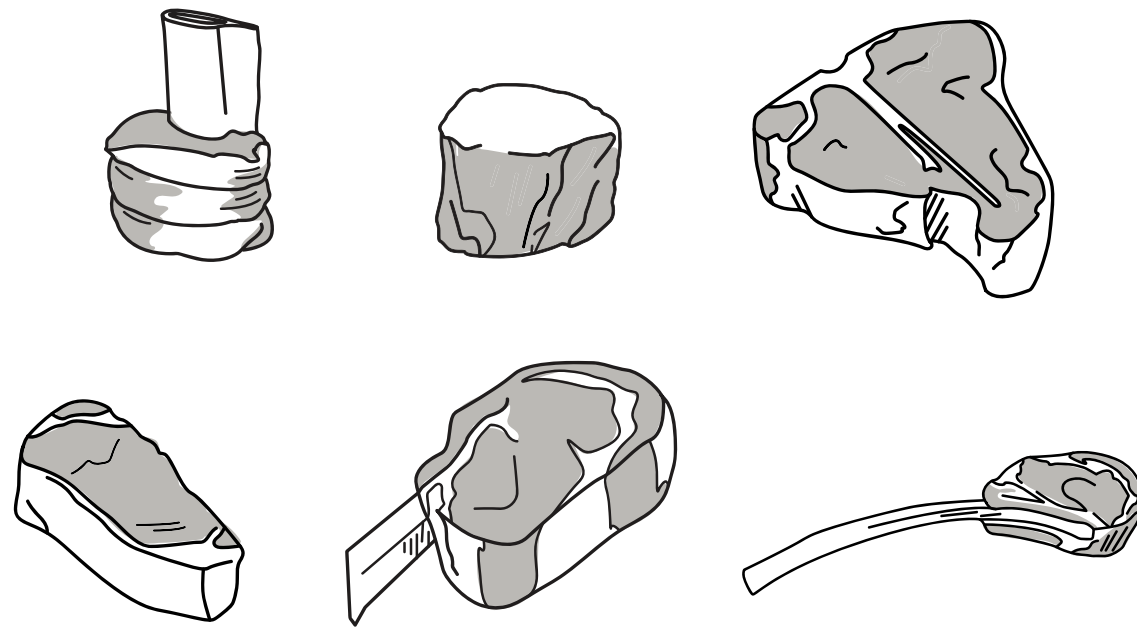
Heading One

HEADING TWO

Body Copy. Ut volorepedis doluptate exerum conest vllam ipsunt delecea dolo maio eturem vollupicae optatur sequi imus. Erro quae. Dant rat ipsam hit imint, sum et hariam quisquam sima sunt ilit, qui bea nusciis modia nonsenis aut res verspel lorpore mpeles nis eos nobit

Graphic Brand Elements

These custom-illustrated graphic brand elements have been meticulously designed to match the personality of the Meats by Linz brand. Use on specific deliverables is up to the designer's discretion, and should always be paired with some form of the brand logo (primary or secondary lockup, workmark, or icon).





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