



2017/2018

BRANDING GUIDE

# VE Catering Branding Guide

## Company Overview

PR Catering was founded in 2012. In 2017 we rebranded and re-named our company VE Catering. We feel that this is more recognizable name in our virtual world. It is the vision of VE Catering to be the number one choice for catering in the tristate area. We offer a wide variety of food options for both corporate and personal use. Our boxed meals are perfect for virtual companies.



2. Company Overview
3. Logo Application
4. Font Selection
5. Letterhead
6. Business Card
7. Name Tags
8. September Flyer
9. October Flyer
10. Social Network Outlets

## VE Catering Branding Guide

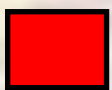
Our logo of the chef hat with the cooking utensils represents who VE Catering is. We want the customer to see this image and immediately think of VE Catering. We use the same color and font on all of our publications. Red and black with the Curlz MT font.



\*Publication on flyers, website, social media, apps, letterhead and business cards

\*Sizes will vary

\*Always red background which works well on white or black.

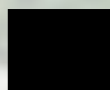


C:100

M:0

Y:0

K:0



C:0

M:0

Y:0

K:100

## VE Catering Branding Guide

### Font selection

VE catering uses Curlz MT as its font. We want our customers to know and recognize this font and associate it with VE Catering. We will be consistent with this font in all of our advertisements.

12. The quick brown fox jumps over the lazy dog

18. The quick brown fox jumps over the lazy dog

24. The quick brown fox jumps over the lazy dog

36. The quick brown fox jumps over  
the lazy dog

48. The quick brown fox  
jumps over the lazy dog



# VE Catering Branding Guide



## VE Catering

85 St Joseph Ave, SI, NY 10314

\*Website: [loladekunle34.wixsite.com/vecatering](http://loladekunle34.wixsite.com/vecatering)

\*Phone: (718) 420-2100 ex 3381

\*Email: [vecatering.ny@veinterational.org](mailto:vecatering.ny@veinterational.org)

-Company letterhead

### Business Card



*85 St Joseph Ave,  
Staten Island, NY 10314*

*Phone:*  
(718) 420-2100 ex 3381

*Email:*  
[vecatering.ny@veinterational.org](mailto:vecatering.ny@veinterational.org)

*Website:*  
[loladekunle34.wixsite.com/vecatering](http://loladekunle34.wixsite.com/vecatering)



# VE Catering

## Football Special



6 foot sub, half Chicken Cutlet and Italian

1 Tray Buffalo and BBQ wings (On Bone or Boneless)

1 Tray Chicken fingers with fries (can add cheese)

1 Tray Cheeseburgers/ Hamburgers

1 Tray Grilled/ Fried Chicken Sandwiches

Price: \$500

Will Feed 20-30 People

### Address:

85 St. Joseph avenue, Staten Island New York

### Email:

[VECATERING.NY@VEINTERNATIONAL.ORG](mailto:VECATERING.NY@VEINTERNATIONAL.ORG)

### Phone:

718-420-2100 ext. 3381

### Website:

<http://vecateringny.wixsite.com/vecatering/menu>



## VE Halloween Special

One 6 foot hero: Italian or chicken Cutlet  
300 wings ( on bone or boneless)  
A boat load of Bloody French Fries (Blood: Ketchup)  
100 cupcakes (Orange and Black icing)  
50 bags of potatoes chips (regular and sour cream/  
onion)

Feeds 25  
People!!

Price: \$400

Address: 85 St. Joseph Avenue, Staten Island

Email: [VECATERING.NY@VEINTERNATIONAL.ORG](mailto:VECATERING.NY@VEINTERNATIONAL.ORG)

Phone: (718) 420-2100 ext. 3381

Website: [loladekunle34.wixsite.com/VeCatering](http://loladekunle34.wixsite.com/VeCatering)





← **VE Catering** 🔍 ☰

[Sign up](#) [Log in](#)



[Follow](#)

[Click here to visit our website and see our current catering specials](#)

**VE Catering** @VeCatering  
1 Follower

**Tweets** Media Likes

 **VE Catering** @VeCatering · Oct 25 ✓  
The department of the month for October, Sales & Marketing!

