



BRAND STANDARDS

UPDATED APRIL 2020





ANGUSPRIDE: THE BEST CHOICE FOR BEEF LOVERS

AngusPride is the USDA Choice brand for the quality-conscious consumer. We offer Choice Angus beef that's a product of the USA – giving these shoppers exactly what they need to impress their guests and families on steak night.





TARGET AUDIENCE

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WHO ARE ANGUSPRIDE SHOPPERS?

Our research shows that AngusPride shoppers are:

- Male
- Ages 35-54
- Parents

WHAT ARE SOME INSIGHTS ABOUT THEM?

 Want to impress their families with delicious meals

 Believe USDA claims are indicators of quality

 True beef lovers

 Want meals to be high in protein

 Purchase beef at least once per week

 Motivated to purchase American beef





LOGOS AND MARK SYSTEM

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PRIMARY LOGO

Always place the main logo on a light background.

The paper tag can be used as a callout when necessary.

Be sure the safety zone around the logo is at least the size of the top portion of the P.



In CMYK/RGB applications, use the Multiply effect.



In spot color applications, leave as is.



Do not place the logo over a busy background.



Do not use the main logo on a dark background.



SECONDARY LOGO

Use the secondary logo in settings where the primary logo would clash, such as a dark background.

Use in small applications and when needed in certain production processes, such as embroidery.

Leave out the trademark in small applications.



MARKS

AngusPride uses high-in-protein marks to call attention to the protein content.

The star and check mark can be used as a callout or small accent.





BRAND FONTS **AND** COLORS

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TYPOGRAPHY

DDC HARDWARE COMPRESSED

Used sparingly for headlines and words of emphasis.

Montserrat Extra Bold

Used to complement DDC Hardware Compressed in headlines, subheads or where a condensed font's readability is compromised.

Trade Gothic Condensed No. 20

Used for emphasizing body copy or callouts. Can be used sparingly as an alternative to DDC Hardware Compressed where readability is a concern.

Trade Gothic Condensed No. 18

Used for body copy.

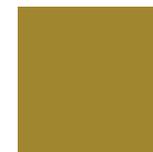
COLOR



PMS 2955 C
CMYK: 100 83 35 24
RGB: 23 57 99
Web: 173963



PMS 5445 C
CMYK: 28 15 11 0
RGB: 182 198 210
Web: B6C6D2



PMS 7754 C
CMYK: 36 41 100 9
RGB: 161 134 48
Web: A18630



PHOTOGRAPHY STYLE

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AngusPride's photography style is industrial and modern. We use cool-toned imagery and settings you'd typically encounter in a contemporary kitchen.

- Overhead imagery is preferred.
- Use cool or achromatic backgrounds such as slate, concrete and white wood.
- The color should come predominantly from the food, not the textiles or props.
- Use bold, rich shadows.
- Allow space for headlines or type overlays.



Crinkled white butcher paper is often used as a background element. The paper shadows should never be so high contrast or detailed that they detract from the readability of any marks or copy.





BRAND VOICE AND STORY

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BRAND VOICE

The AngusPride voice caters to our audience's culinary confidence.

The voice is bold, consistent and unwavering, while the tone exudes confidence and character.

The brand story is a good model to follow for AngusPride's brand voice and personality.



BRAND STORY

You'd assume AngusPride is named for the care we take to select high-quality USDA Choice beef to go under our label.

And you'd be half right.

The other half is the pride you take in serving it.

The feeling you get when jaws hit the floor at the sight of your perfectly cooked ribeye.

Your guests will tell you that you put way too much work into it.

But to you, there's no such thing.

Because when you hear "This is the best steak I've ever had," you're reminded why you do it.

Why you carefully select each cut and spend as much time as it takes to get every detail of your dish just right.

You'll find that "AngusPride" isn't just a brand name. It's a description of both the product and the way you feel when you craft it into your very own masterpiece.

It's the unwavering consistency and quality that makes you proud to serve it – and us, proud to offer it.



KEY ATTRIBUTES **AND** COPY

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STANDARDIZED COPY

Standardized copy can live in press releases, on websites and in social media, sales presentations and other advertising materials. This copy will vary for B2C and B2B audiences.

B2C AUDIENCE

USDA Choice Angus beef,
product of the USA.

Every cut of AngusPride beef
is exceptionally tender, sourced
from Angus cattle and grain-fed
for fine marbling.

Rich in pride. Richer in flavor.

Conquer your craft.

The best choice for beef lovers.

Take pride in every bite.

B2B AUDIENCE

Your shoppers can prove their meat mastery and impress their
guests and families with high-quality, USDA Choice Angus beef.

We use claims that ladder up to our audience's top
purchasing motivators.

Consumers say USDA and Angus claims are indicators of quality.
We offer USDA Choice Angus beef.

Consumers want healthy, high-protein meals. AngusPride beef
is a great protein option that doesn't compromise on flavor.

"Product of the USA" is a powerful motivator to consumers.
We only source American beef.

Appearance, color and flavor are important to consumers.
So we always provide consistent, quality product.

We offer robust marketing support to drive your shoppers
to your meat case for AngusPride beef.

KEY ATTRIBUTES AND CLAIMS

The following claims are
important purchasing drivers
for AngusPride's target
audience. These should be
used on all consumer-facing
communications.

 **USDA CHOICE ANGUS**

 **PRODUCT OF THE USA**

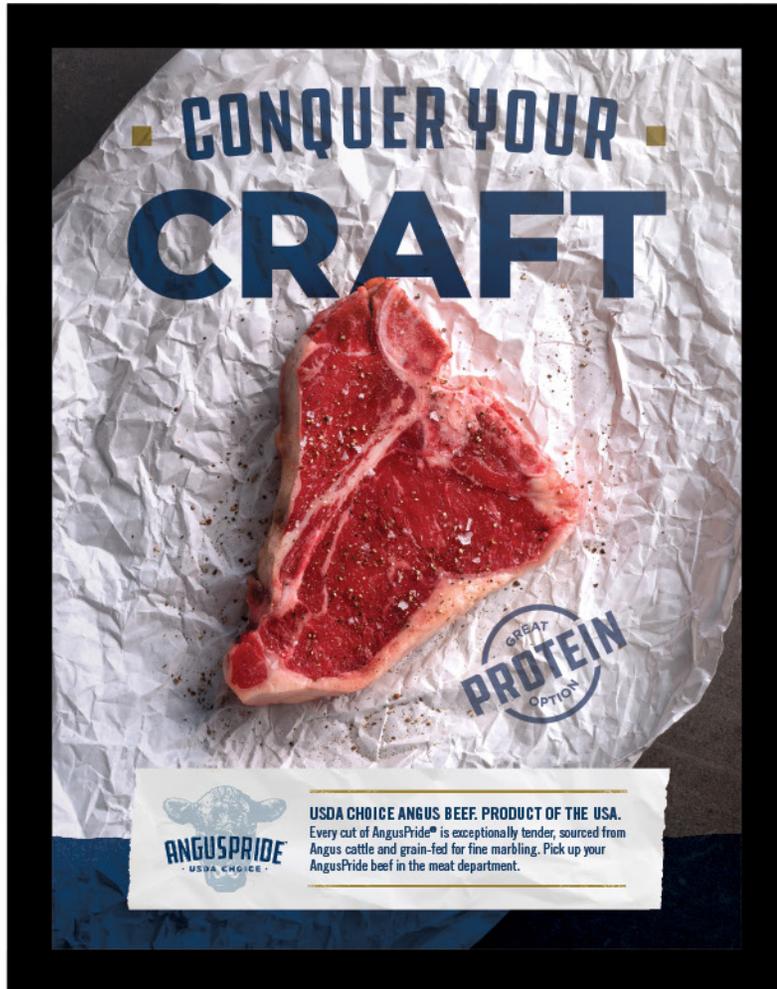
 **GREAT PROTEIN OPTION**



PACKAGING AND POS MATERIALS

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Our packaging and POS materials come together at the meat case to create an ownable, consistent brand experience at the point of sale. Each element draws attention to our top purchasing drivers to encourage trial and purchase of AngusPride beef.



T-stand poster



Rail strips



On-pack labels



Case dividers



Hat



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ADDITIONAL MATERIALS

If you need additional support or information on brand guidelines, the full color palette, art files or usage of the materials, please contact:

Courtney Moore, marketing manager,
at Courtney_Moore@cargill.com

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ANGUSPRIDE™
· USDA CHOICE ·