



BRAND GUIDELINES



BRAND OVERVIEW



The White Russet™ potato is a better potato with reduced bruising and fewer black spots than typical Russets. So farmers have the opportunity to get more bruise-free potatoes to market, and shoppers get to enjoy more of what they pay for.

All Russet potatoes provide a good source of Potassium, Vitamin C, and Vitamin B6. But White Russet™ potatoes also have less asparagine, which reduces the potential for acrylamide formation when the potatoes are cooked at high temperatures.

Less waste. Less water. Fewer chemicals.

The White Russet™ potato delivers an improved crop for our planet's future and a great-tasting potato to American tables. Future generations of White Russet™ potatoes will help reduce waste associated with bruising, late Blight disease and storage losses, meaning less water and pesticides are needed to produce potatoes.

OUR HISTORY

Our story

In developing the White Russet™, proven techniques of modern biotechnology and the potato's own natural cellular processes were used to accelerate traditional breeding. This technology, termed "Innate™", was developed by the J.R. Simplot Company, a company that has grown and processed potatoes for more than 85 years.

Our breeding process involved improving specific traits. Two potato enzymes were reduced — one that leads to asparagine reduction and another that makes the potatoes less susceptible to damage from black spot bruising caused by impact and pressure during harvest and storage. The result is a better potato, proudly raised by trusted growers throughout potato country.

OUR PERSONALITY



Who we are

Down-to-earth. Wholesome. More sustainable.

Our voice is clear, confident and straightforward. We speak to the modern plant technology of our potatoes without being artificial or boastful. We use easy-to-understand language to explain how we use science to improve the natural goodness of Russet potatoes — without using overly technical language or explanations. And we never forget our heritage is rooted in fertile ground, the growers who work there and the importance of sustainability to the region.

KEYWORDS:

Fresh	Sustainable	Friendly
Enjoyable	Goodness	Folksy
Wholesome	Nutritious	Down to earth
Choice	Better	Approachable

IMPROVED TRAITS:

- Stays white longer when cut or peeled
- Fewer black spots from bruising and from storage
- Lower levels of naturally occurring asparagine, resulting in less acrylamide when cooked at high temperatures

BENEFITS:

- Less waste
- More potato from farm to table
- Convenience and versatility in the kitchen

LOGO USAGE



White Russet™ Potatoes Logotype

The Full-Color Complete Logotype is the primary White Russet™ Potatoes logotype preferred for all communications. The logotype is a combination of the peeled potato, White Russet Potatoes banner, and bursting rays in the arrangement and proportions shown here. It is preferred that this logotype combination appear on the textured green background, though its position on this background may shift. One-color positive and negative variations are also available when full-color is not available, shown here in PMS 4625 (can also reproduce in Process Black). Do not reproduce at sizes where the banner gets smaller than 2.25" wide.

FULL-COLOR COMPLETE LOGOTYPE WITH BURST



Full-Color Complete Logotype with Reverse Burst

LOGO USAGE



Alternate Logotypes

In some situations, the use of the Full-Color Complete Logotype logo may not be feasible or preferred. In these situations, the following approved White Russet™ Potatoes logos may be used instead.

When the approved color logo is not available or applicable, you may use the positive or negative of that respective logotype version.

FULL-COLOR BANNER LOGOTYPE



Minimum banner width of any logotype option = 2.25"

FULL-COLOR TYPE ONLY LOGOTYPE



One-Color Type Only Logotype



One-Color Type Only Logotype — Reverse



Two-Color Type Only Logotype — Reverse

FULL-COLOR TYPE ONLY LOGOTYPE WITH BURST



TYPOGRAPHY



Primary Font

When typesetting small amounts of support copy, it is best to use HandTIMES Regular to help convey the personality of the brand. The phrase “Easier to Use, Reduced Bruising and Fewer Black Spots” is available for pickup as art.

HandTIMES Regular Font

(can be used for commercial purposes by making a donation at <https://www.dafont.com>)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,?!@#\$\$%^&*()



White Russet Potatoes Benefit Copy Graphic

Times Regular Font

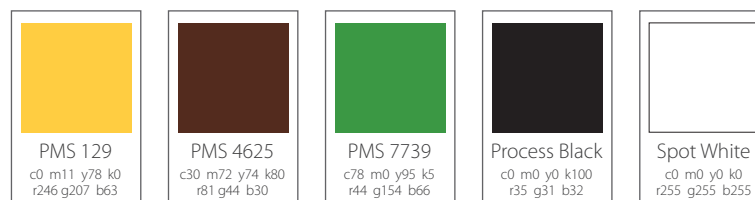
When HandTIMES is not preferred or available, please use Times Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,?!@#\$\$%^&*()

COLOR PALETTE

Primary Colors

An important aspect to a strong brand identity is a consistent use of color. The color logotypes should always be printed with care to match the White Russet Potatoes color palette and applications specified here.



NOTE: The green textured background is achieved by printing a flood of PMS 7739 and overprinting the supplied texture art in Process Black.

IMPROPER USE



To legally protect the White Russet™ logo, we must not alter or distort it in any way. Changes, no matter how small, weaken our logo's protectability and its impact, and detract from the consistent image we want to project. Even well-intentioned changes can have a negative impact. Illustrated here are common mistakes to avoid.



Do not change the size or configuration of the graphic elements of the logo



Do not use the logo as a headline or within body copy



Do not position the logo on angles



Do not lock-up promotional slogans to the logo



Do not add elements to the logo



Do not reproduce the logo in unauthorized colors



Do not place the full-color logo on solid backgrounds or photos



Do not place the logo on distracting backgrounds

APPLICATIONS



Below are a few examples of the White Russet Potatoes assets in context.



Table Tent



Coupon



5-lb. Bag

REVIEW PROCESS



Please note that these guidelines do not cover every circumstance or variation that might possibly arise. When in doubt about how to proceed on a project, the contacts listed below are available to assist you.

CO-OP SALES MATERIAL:

Rob Myers
Director of Sales and Marketing
rob.myers@simplot.com

ALL OTHER BRAND APPLICATIONS:

Maurine Collins
Marketing Services and Brand Development Senior Manager
maurine.collins@simplot.com