

A black and white photograph showing the lower legs and feet of several runners in motion on a paved surface. The runners are wearing athletic gear, including leggings and sneakers. The image is used as a background for the Potatoes USA branding.

Potatoes[®] USA

POTATOES PERFORMANCE STYLE GUIDE

VERSION 2.0 | AUGUST 2019

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MANIFESTO

What Are You Eating? It's time to reevaluate the foods we've been using to fuel us. Determined and driven from within, athletes deserve a fuel that works just as hard as they do. A real food that drives real performance for everyone striving to do better than the day before, from everyday athletes to the athletic elite. Potatoes, with complex carbohydrates, potassium, fiber and vitamin C, are the perfect performance fuel for athletes pushing themselves to beat their personal best over and over again. Showcasing potatoes as transformative fuel for athletes, we celebrate this internal competition, the intensity, drive and moments of personal achievement as these athletes break their own records with the help of potatoes.



A silhouette of a person running on a trail in a hilly, wooded area. The person is wearing a cap and is captured in a dynamic running pose. The background shows rolling hills and trees under a cloudy sky.

PERSONALITY **ATTRIBUTES**

- DRIVEN
- UNRELENTING
- COMMITTED
- STRATEGIC
- PROUD

TALKING TO **PERFORMANCE ATHLETES**

Performance athletes possess a unique sense of dedication and drive. And though it may appear that they fly through their races and workouts with ease, the road to success is anything but easy. They need all the help they can get while training to be their best, and we want to remind them that potatoes provide the real nutrient-dense fuel they need to keep pushing and succeeding. Our point of view will be about relating to the needs of the athlete and how potatoes play into their diet and training regimen.

We'll follow the journey of our athletes as they consistently improve and become better versions of themselves, driven by the pure skill, grit and determination known only to those willing to push their bodies beyond the limit to achieve a personal best. And we'll illustrate how including potatoes as a source of fuel helps them reach their goals.

ALWAYS

Real

Versatile and individualistic

Nutrient-dense carb, tasty,
simple, convenient

**ABOUT BEATING YOUR
PERSONAL BEST WITH
THE HELP OF POTATOES.**

NEVER

Fake

"One size fits all" or prescribed

Empty starch, complicated
recipes



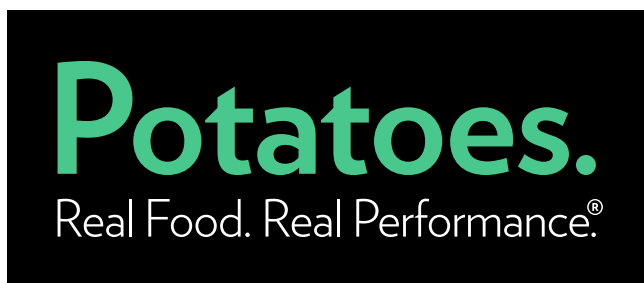
STACKED
PERFORMANCE
LOCKUP

When space allows, use the Stacked Performance Lockup. Choose the version that provides the greatest legibility and visual impact.



STACKED LOGO USED INDEPENDENTLY

When desired or necessary, the Stacked Logo may be used independently. Choose the version that provides the greatest legibility and visual impact.



STACKED TAGLINE **USED INDEPENDENTLY**

When desired or necessary, the Stacked Tagline may be used independently. Choose the version that provides the greatest legibility and visual impact.



**WHAT
ARE YOU
EATING?®**

HORIZONTAL PERFORMANCE LOCKUP

When space is limited, use the Horizontal Performance Lockup. Choose the version that provides the greatest legibility and visual impact.

Potatoes. Real Food. Real Performance.[®]
WHAT ARE YOU EATING?[®]

Potatoes. Real Food. Real Performance.[®]
WHAT ARE YOU EATING?[®]

Potatoes. Real Food. Real Performance.[®]
WHAT ARE YOU EATING?[®]

Potatoes. Real Food. Real Performance.[®]
WHAT ARE YOU EATING?[®]

Potatoes. Real Food. Real Performance.[®]
WHAT ARE YOU EATING?[®]

HORIZONTAL LOGO USED INDEPENDENTLY

When desired or necessary, the Horizontal Logo may be used independently. Choose the version that provides the greatest legibility and visual impact.



Potatoes. Real Food. Real Performance.®



Potatoes. Real Food. Real Performance.®



Potatoes. Real Food. Real Performance.®



Potatoes. Real Food. Real Performance.®



Potatoes. Real Food. Real Performance.®

HORIZONTAL TAGLINE **USED INDEPENDENTLY**

When desired/necessary, the Horizontal Tagline may be used independently. Choose the version that provides the greatest legibility and visual impact.

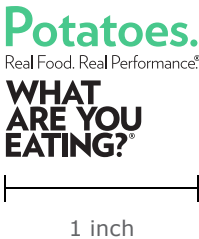
WHAT ARE YOU EATING?[®]

WHAT ARE YOU EATING?[®]

STACKED
PERFORMANCE
LOCKUP
**CLEAR SPACE +
MINIMUM SIZE**

A protective margin or safety zone equal to the width of two of the Ps in “Performance” should surround all sides of the Stacked Performance Lockup. This will ensure legibility and impact.

To ensure legibility, the size of the Stacked Performance Lockup should not be any smaller than 1 inch wide.



STACKED
LOGO
**CLEAR SPACE +
MINIMUM SIZE**

A protective margin or safety zone equal to the width of two of the Ps in “Performance” should surround all sides of the Stacked Logo. This will ensure legibility and impact.

To ensure legibility, the size of the Stacked Logo should not be any smaller than 1 inch wide.



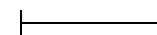
STACKED
TAGLINE
**CLEAR SPACE +
MINIMUM SIZE**

A protective margin or safety zone equal to the width of the H in “what” should surround all sides of the Stacked Tagline. This will ensure legibility and impact.

To ensure legibility, the size of the Stacked Tagline should not be any smaller than .75 inches wide.



**WHAT
ARE YOU
EATING?®**



.75 inches

HORIZONTAL
PERFORMANCE
LOCKUP
**CLEAR SPACE +
MINIMUM SIZE**

A protective margin or safety zone equal to the width of two of the Ps in “Performance” should surround all sides of the Horizontal Performance Lockup. This will ensure legibility and impact.

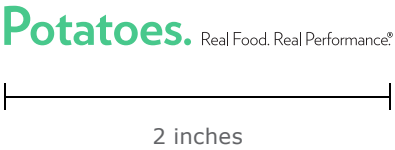
To ensure legibility, the size of the Horizontal Performance Lockup should not be any smaller than 2 inches wide.



HORIZONTAL
LOGO
**CLEAR SPACE +
MINIMUM SIZE**

A protective margin or safety zone equal to the width of two of the Ps in “Performance” should surround all sides of the Horizontal Logo. This will ensure legibility and impact.

To ensure legibility, the size of the Horizontal Logo should not be any smaller than 2 inches wide.



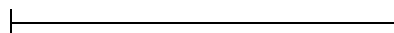
HORIZONTAL
TAGLINE**CLEAR SPACE +
MINIMUM SIZE**

A protective margin or safety zone equal to the width of the H in “what” should surround all sides of the Horizontal Tagline. This will ensure legibility and impact.

To ensure legibility, the size of the Horizontal Tagline should not be any smaller than 2 inches wide.



WHAT ARE YOU EATING?®



2 inches

VIDEO SUPER LOGO

The performance lockup should be used as the super on the end card of the Performance Potatoes videos. Use either the green or purple highlight color combined with either the white or black text, depending on best legibility over the final shot. The logo is left justified, allowing the visual to be prominent on the right.



NUTRITIONAL LAYOUT

When listing potato nutrients, follow the nutritional layout below. The nutrient names are Verlag Black all caps, the amounts are Verlag Regular lowercase, and all elements are the same font size.

COMPLEX CARBOHYDRATES 26g

POTASSIUM 620mg

FIBER 2g

VITAMIN C 27mg

PROTEIN 3g

HEADER **FONT**

VERLAG—BLACK

ALL CAPS

AMOUNT **FONT**

Verlag—Regular

SUBHEAD **FONT**

VERDANA—BOLD

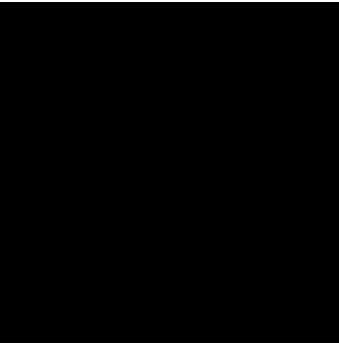
ALL CAPS

BODY COPY **FONT**

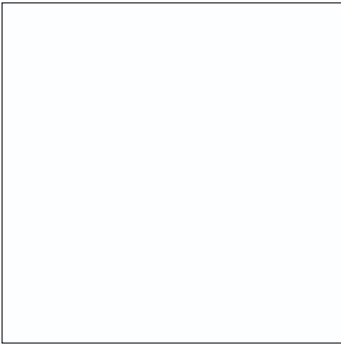
Verdana—Regular

COLOR **PALETTE**

PRIMARY COLORS



BLACK
CMYK: 0 | 0 | 0 | 100
RBG: 0 | 0 | 0
LAB: 0 | 0 | 0
HEX: 000000

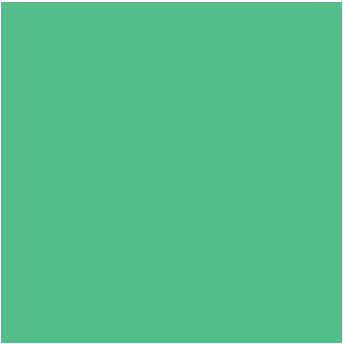


WHITE
CMYK: 0 | 0 | 0 | 0
RBG: 255 | 255 | 255
LAB: 100 | 0 | 0
HEX: FFFFFFFF

HIGHLIGHT COLORS



PANTONE: 2583 C
CMYK: 52 | 73 | 0 | 0
RBG: 137 | 93 | 173
LAB: 47 | 28 | -33
HEX: 895dad



PANTONE: 2249 C
CMYK: 65 | 0 | 62 | 0
RBG: 75 | 200 | 140
LAB: 73 | -47 | 19
HEX: 4bc88c

LOOK + FEEL

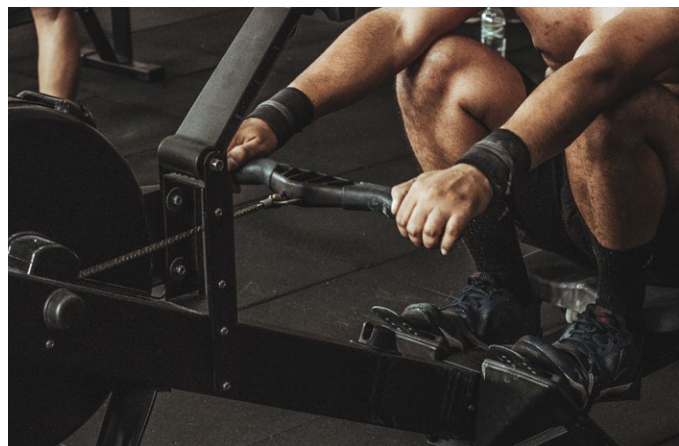
We'll use bold, large images of athletes, always in action and in varied environments and settings: city streets, mountain trails, beaches, unique gyms, park paths.

The intensity of the mood will be reflected in the determined expression on the faces, the straining of the muscles, the sweat dripping, the mud flying off their shoes. They are pushing to beat their personal bests at all times.

In outside environments, the elements come into play to help tell our story (a beautiful vista, a sunrise, splashing through the water on the wet sand, the grit of a city street, running in the rain, a snow-covered trail, the beating heat of the sun, running under the stars, spraying a face with a water bottle to get some relief).

In indoor environments, we'll look for interesting visual spaces to offset the athletes. These are not brightly colored, fluorescent-lighted gyms.

We will use lighting and the outdoor elements to our advantage to help define the vibe: intense, saturated, unrelenting, amplified.



ENDURANCE ENVIRONMENT

Our athletes participate in high-energy endurance sports. And they are always depicted in motion: pushing, moving, striving to beat their personal best.

RUNNING



**Always running.
Never walking.**

SWIMMING



**Always swimming. Never stretching
on the sidelines.**

SOCCER



**Always running. Never just fooling
around with the ball.**

CYCLING



**Always in motion or pushing
uphill. Never coasting.**

ATHLETE PHOTOGRAPHY STYLE

Using a unique transparent visual treatment, we will depict athletes competing against themselves and improving on their previous performances as they fuel with potatoes.

A series of digital videos can showcase the notion that athletes working to best themselves are fueling with potatoes and succeeding. The same message can be brought forth in print ads, banner ads and social posts, highlighting that the way athletes fuel has a direct connection to their ability to succeed.



POTATO PHOTOGRAPHY STYLE

Potato ID should be highlighted and obviously recognizable. The potatoes will be simply prepared and look delicious whether roasted, baked or alongside a protein and vegetable in a meal-prep container.



COMMUNICATIONS **EXAMPLES**



PRINT OR POSTER EXAMPLE



SOCIAL POST EXAMPLE

SWAG/RETAILER



T-shirt



Sweatshirt



In-Store Display

A black and white photograph capturing the lower legs and feet of several runners in motion. The runners are wearing athletic gear, including leggings, shorts, and running shoes. The image is dark and moody, with the runners' legs and feet appearing as light shapes against a dark background. The text "THANK YOU" is overlaid in the center in a white, sans-serif font.

THANK YOU