





Quality. Pride. Family.

Hey, B.I. Foods! Everything you need to “live” your brand can be found in the following pages. We envision this as an overarching tool to help you write for your brand, create marketing materials and execute your brand’s vision and concept on the day-to-day basis. There are corresponding files for everything in this book in the digital folder provided. The files include your logo, fonts, and more! Please use this books as a resource to guide you in executing your brand.

Sincerely,
Hey Now! Media



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CHAPTER 1 STRATEGY



APPROACH

“A Nostalgic Brand with a Modern Twist.”

We showcase our company’s sense of pride in our product quality and the desire to practice fair and ethical business. This starts with pricing and stems to all around excellent customer service from people our customers can trust. B.I. Foods is innovation rooted in experience and solidified with authenticity. Now, these main features of our current products and customer service will also be highlighted in our brand and marketing.

Our plan is to rebrand as B.I. Foods. Our goal is that customers perceive this rebrand as an evolution of the brand and company and not as an entirely new brand created from scratch. We will tie the new name to our company’s mission of satisfying the needs of customers and reference the extended product lines and the capital improvements at the plant as reasons why the company is changing its name. The rebrand will be framed as a natural progression of the changes being made throughout the company. We will also create a simple and clean corporate identity that continues to rally around the company’s current differentiators of quality, cost, and service. We will include messaging and a value proposition based around the food scientists as part of the B.I. Foods brand.

Because the commercial line is B2B and more “behind the scenes” than the retail line, we don’t want or need a flashy brand. Rather, we will convey the brand values of Reliability, Trust, Warmth, and Family. We want current and potential clients to feel that B.I. Foods has been striving for excellence for 100+ years, understands how to do things rights, and creates high-quality products they can trust. Additionally, we want to communicate that B.I. Foods is flexible, curious, and not afraid to innovate if it makes sense. This concept of innovation gives our brand a modern twist to help it stand out from the competition.

ESSENCE

Authenticity.



POSITIONING

To Food Buyers and Chefs, B.I. Foods is the custom manufacturer of premium meat products that treats customers like family.

That's because...

- **Our customer service is unmatched.**

This means replacing orders to make the customer happy and even flying out to Mexico to resolve issues with border control on behalf of our clients.

- **We are guided by our values.**

- Trust
- Warmth
- Authenticity
- Reliability
- Family
- We pride ourselves on quality, pricing, and service.

- **We have an in-house food scientist.**

*** It is important to talk about customer service and values through storytelling and examples.**

Our positioning statement consists of the following elements...

TO: This is our target market.

IS: This is our frame of reference and what makes us unique in the marketplace.

THAT: This is our promise to our consumer.

THAT'S BECAUSE: These are statements our audience can get behind. This section of our positioning statement is called "Reasons to Believe." These are the reasons why people should believe in our organization over our competition. The Reasons to Believe typically prove the promise to consumers. For B.I. Foods it is important to showcase our customer service as a differentiator. We tell stories and share examples of times when we went above and beyond for our customers. Rather than speaking to our manufacturing capabilities directly, we can tell stories that highlight them.

VOICE

Our voice is reminiscent of an artisan chef. It is a male voice of someone who takes time, care and pride in their craft. There is a sweetness to him and he has kind eyes. His pride extends to delivering the best quality he can and providing a sense of consistency and dependability to his customers. Anyone interacting with this voice should feel like they are part of a family. He has the type of relationship with his customers in which he knows them by name and they are not afraid to strike up a conversation with him and connect in an authentic way.

BRAND ATTRIBUTES

Trust

Authenticity

Family

Warmth

Reliability



BRAND MESSAGING

Our core-message that the brand communicates revolves around the fact that B.I. Foods produces a high-quality product, is a customer-first company and has competitive pricing.

Quality • Service • Pricing

MESSAGE MAP

B.I. Foods Message Map

1. Customer Service

- a. Above and beyond
- b. Treat like family
- c. Border story example

2. Price

- a. Competitive
- b. Creative solutions to meet budget

3. Capabilities

- a. Custom manufacturing
- b. Food scientist
- c. 20 million lbs.
- d. Key messaging on certifications

The message map helps communicate a clear and concise message.

It consists of a top-line message, three supporting buckets, and talking points for each category.

The top-line message is typically 140 characters, one-sentence, and acts as a quick, seven-second response to an introduction of what the company does. If you combine the first sentence with a second sentence that includes the three buckets, you will create a 15-second pitch.

Running through the entire message map will typically last 60 seconds.

SAMPLE MESSAGING

Top-Line Message

We are the high-quality manufacturer of prepared meats who treats our customers like family.

15-Second Pitch

We are the high-quality manufacturer of prepared meats who treats our customers like family. Our pricing is super competitive without a loss in quality, our customer service is unmatched, and we have a wide range of capabilities.

60-Second Pitch

We are the high-quality manufacturer of prepared meats who treats our customers like family. Our pricing is super competitive without a loss in quality, our customer service is unmatched, and we have a wide range of capabilities.

Our pricing is highly competitive compared to others in our industry. We work hard to really understand our customers' needs and find creative solutions to meet their budget and maintain our high-quality standards.

We love going above and beyond for our customers and developing long-term business relationships they can count on. We have flown to Mexico to meet with border agents on behalf of a client to make sure they could easily get our products into the country now and into the future. Our business philosophy is based on the idea that when our customers are successful, we are successful. We aim to create trust and confidence in our interactions.

In addition to this, our capabilities were built to meet our customers' growing needs. We shipped over 20 million pounds last year and have begun expanding into a new state-of-the-art facility to ensure we keep up with both quality and quantity. We provide custom manufacturing and can match any recipe and taste test! For companies that need a food scientist and need to develop the product from scratch, our in-house food scientist is an incredible resource.

SLOGAN AND TAGLINES

Slogan

Quality. Pride. Family.

Taglines

Your vision. Prepared.

World-Class Products.

Quality Meats Since 1983.

Authentic Premium Meat Products.

Descriptor/Frame of Reference

Custom Manufacturer of
Premium Meat Products.

WRITING TIPS

- 1. Think about what you are trying to say.** Take a few moments to jot down the main message(s) you want to get across to your reader. Revisit this list after you've crafted your message. Are the main points you identified easy to see, read, and understand? Are they the "meat" of your message?
- 2. Remember who you are talking to.** What's important to them? What would excite or help them? How much time do they have? How old are they? The more detailed the picture, the easier it will be to write for them. Think of someone you know who is in this target audience. Imagine them sitting right in front of you. Read it out loud. Would you talk to this person like this?
- 3. Create a clear structure.** Divide your work into bite-size paragraphs featuring one idea in each. This helps create a clear narrative that people can easily navigate, and helps you get your message across clearly.
- 4. Use headings.** Headlines for chapters, pages, sub-sections, and paragraphs create a narrative. They help break up the information for the reader and make it more digestible.
- 5. Just start.** Start writing. Write to your structure, but let the ideas flow. Don't worry about getting it right the first time. You can edit later.

Top Ten Tips for Digital Writing

- 1. Digital content is not the same as print content.** People encounter and read it differently – they scan it, so you need to write it differently. Divide it into smaller chunks with subheadings.
- 2. Language is most powerful when used economically, and that's doubly true online.** Write in tabloid-size packages using a maximum of 25 words per sentence, one sentence per paragraph, four to six words per headline.
- 3. Legibility.** It's hard to read off a screen. It's 25% slower than print. Help your reader. Don't go crazy with bolding, italicizing, and capitals. Never use underlining to highlight because it will make your text look hyperlinked and confuse your reader.

4. Credibility. Poor spelling and grammar undermines the credibility of your message. Make sure this is a priority in all your written communication.

5. Clarity. Is your message clear? Is it as condensed as it could be but still impactful? Giving yourself time and coming back to your message can often help you master this skill.

6. Searchability. Write to be found. What words would people type into Google to find you? Use those words in your copy. Don't overuse the same phrase to the detriment of your writing or marketing, but be conscious that words in the digital realm are both delivering your intended message and helping new people find your message.

7. Accessibility. Don't let your copy rely heavily on imagery, and use tags and captions as opportunities to fully describe pictures. Remember to describe hyperlinks fully. People who receive your messages are accessing them on all kinds of devices. This helps ensure that your message comes through no matter how and what it is read on.

8. Personality. Just because you're writing for digital media doesn't mean that you have to lose your brand's personality. There is always a way to infuse even the most restrained copy with personality. Always keep the "brand voice" in mind.

9. Spam. Don't unintentionally make emails to customers look like spam. This is especially important in subject lines. Avoid words like "free" and "win." Avoid spelling mistakes, text speak abbreviations, and acronyms as these are all on the spam filter hit list. Think hard about the words you use and how they'll look sitting in your customer's inbox. Would you open an email with your title?

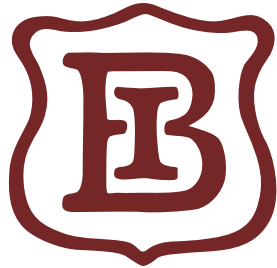
10. Structure. When structuring your work, think of an inverted pyramid with the most important information first and the broader base of detail later.

CHAPTER 2
IDENTITY



LOGO AND LOGO USES

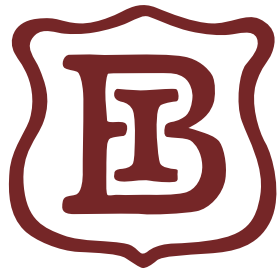
Primary Logo



B.I. Foods

Primary Logo with Slogan

When space allows, using the logo with slogan is preferred.



B.I. Foods

— Better Ideas —



B.I. Foods



B.I. Foods

— Better Ideas —

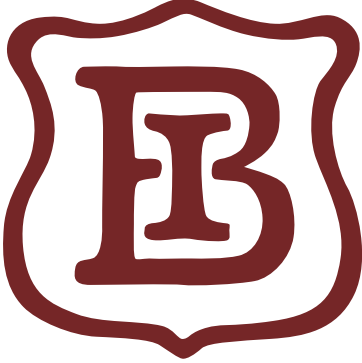
Primary Logo (Horizontal)



Alternate Logo



Monogram



Stamp Effect Variations

These versions of the logo may be used in simpler designs to create an extra sense of nostalgia. This effect helps convey the authentic attribute that B.I. Foods holds. When using imagery that has a large amount of white space, use these versions to overlay on top of the image. This effect can also be used with slogans and taglines.



Logo Spacing

All versions of the logo should use the monogram's "I" as a guideline for how much white space should be around each logo.



Logo Dos & Don'ts

DOS

Never alter or break the ratio of the logos. Always refer to the logo files or this book for appropriate size.



DONT'S



Never make the logos any other color besides maroon, white, or black.



Never place logo at an angle UNLESS you are using the monogram as a watermark.



COLORS

Maroon, black and white are your primary colors.

Gold and gray, are your secondary colors and should be used only for minor accents.

MAROON (Primary)

CMYK - 33 / 89 / 79 / 41 | RGB - 117 / 40 / 40 | HEX - #762729

WHITE (Primary)

CMYK - 0 / 0 / 0 / 0 | RGB - 255 / 255 / 255 | HEX - #FFFFFF

BLACK (Primary)

CMYK - 0 / 0 / 0 / 100 | RGB - 0 / 0 / 0 | HEX - #000000

GRAY (Secondary)

CMYK - 0 / 0 / 0 / 90
RGB - 65 / 64 / 66
HEX - #404041

GOLD (Secondary)

CMYK - 25 / 41 / 65 / 2
RGB - 191 / 149 / 104
HEX - #c0956a

FONTS

Clarendon is a Slab serif typeface that originated in Britain in the early nineteenth century at a time of rapid development of new, bolder typefaces for posters and commercial printing. It's used in some of the world's most iconic brands, like Sony and Wells Fargo. It is meant to generate feelings of warmth and hand-craftsmanship that translates into timelessness. It demands attention in a gentle and seamless way.

Clarendon

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - _ = +

Light

Roman

“Your vision. **Prepared.**”

Developed for professional use, Gotham is an extremely large font family, featuring four widths, eight weights, and separate designs for screen display. The Gotham typeface was initially commissioned by GQ magazine, whose editors wanted to display a sans-serif with a “geometric structure” that would look “masculine, new, and fresh” for their magazine.

Gotham

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () - _ = +

Book

Medium

Bold

“We are the high-quality manufacturer of prepared meats who treats customers like family. Our pricing is super competitive, our quality and customer service unmatched, and we have a wide range of capabilities.”

IMAGERY

B.I. Foods imagery should always have the same look and feel. It should feel authentic, rustic, and handmade. All imagery should have some sort of rustic background such as wood, slate, etc. Images should never have white backgrounds.

When using imagery alongside product descriptions, make sure the images are clear, well-lit, cropped, and consistent without effects.

When using the imagery as a design/decorative element, make sure you have applied these settings:

Offset = +0.1926

Gamma = +0.65

Maroon Overlay = Multiply Effect with 40% Opacity

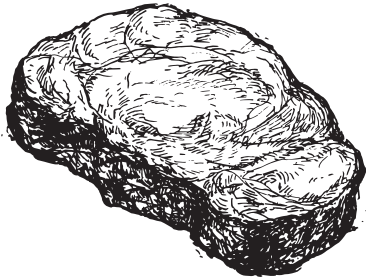




Decorative

ILLUSTRATIONS

When using any of the illustrations, make sure they are placed on light-colored backgrounds and the color of the illustrations are always black. They should never be placed on top of food imagery.



Prime Rib



Pork Chop



Pork Ribs



Pork Osso Bucco



Pastrami / Roast Beef



Chef

BACKGROUND & TEXTURE

The texture is made up of all the illustrations strategically placed to create a pattern. The texture can be used as a decorative element on any light-colored background, but should preferably be used on the kraft paper background as shown here and throughout this brand book. The texture should never be any other color besides black. It should also never be placed over top of food imagery.

The kraft paper background is a great way to show authenticity throughout the brand. It should not be used behind large amounts of copy. If placing text on top, make sure it is legible. Using bold font in dark colors will help.



CHAPTER 3
BRAND
IDENTITY
SYSTEM AND
TOUCHPOINTS





Hello John Smith,

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat a augue. Sed non neque elit. Sed ut imperdiet condimentum sit amet a augue. Etiam pharetra. erat sed fermentum feugiat, velit mauris egestas quam, ut aliquam massa nisi quis neque. Suspendisse in orci enim.

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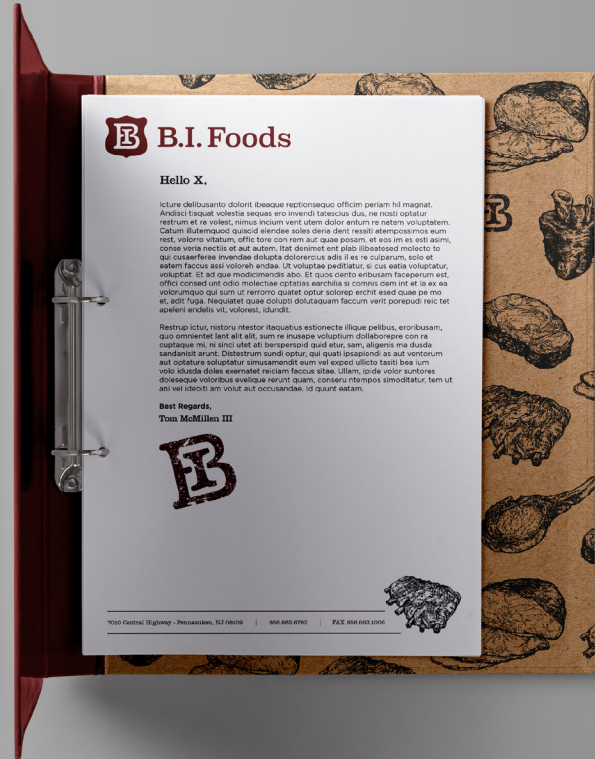
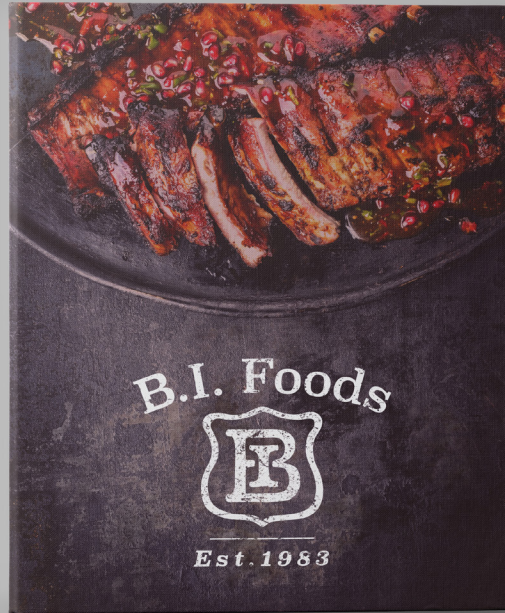
Best Regards,
Tim Wilson



122-4580-7899 | 12294 Unkowna Rd., Cleveland, Ohio | www.BIFoods.com







B.I. Foods

Hello X,

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Best Regards,
Tom McMillen III



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