



GOLDEN VALLEY INGREDIENTS

BRAND GUIDELINES

OVERVIEW

These brand guidelines are to ensure consistent use of the brand elements. Brand guidelines provide the information and tools to communicate the mission of GVI across all visual platforms using brand logos, typefaces, colors and layout. This guide also outlines the brand voice for messaging in online communications such as the website copy, blogs, social media and print media such as newsletters and brochures.

The goal of the brand is to establish a stronger connection between GVI, the local farmers and the community. GVI is working to provide supply chain visibility as a way to start this process. Farmers will begin to know what consumer products their crop will contribute to. The food community is reaching toward a progressive way of looking at the source of the food and celebrating the grower.



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BRAND PLATFORM

VOICE & PERSONALITY

These are the traits we should exhibit when expressing ourselves and communicating in any form.

CONSCIOUS & CONSIDERED

We lead thoughtfully and act consciously, always considering how to find the best outcomes possible for all.

AMBITIOUS

We think boldly and are ambitious at our core with a mindset focused on a better future.

CONVERSATIONAL & CLEAR

As down to earth as our ingredients, we speak in a friendly, relatable tone that's unfussy and to the point.

MEANINGFUL

We are a community built on relationships and trust, we aim to always be transparent, honest and connected.

OPTIMISTIC

We are excited for a sustainable future and speak in a way that brings organized optimism and liveliness to our communications without being indulgent.

PERSONA

Who we are in the industry and among our competitors

THE CONNECTOR

Driven to build things of enduring meaning and value, The Connector unites together people, ideas and technology to achieve bigger and better things for the future.

VALUES

These are the attributes that we believe make us successful as a company and a brand.

ALWAYS GENUINE & SUPPORTIVE

FORWARD-THINKING

QUALITY-FOCUSED

PURPOSE

The thing we set out to do.

It's our intention to lead the way to a sustainable future by bringing premium ingredients to a world that needs them.

TAGLINE

The core characteristic that defines the brand in the mind of clients, prospects and employees.

Premium Ingredients, Grown Together



NARRATIVE

Who we are in the industry and among our competitors

The world of sustainable agriculture allows us to produce quality ingredients without compromising the ability of the next generation to do the same.

At Golden Valley Ingredients, we're dedicated to delivering premium, quality ingredients to the world while honoring the farms they came from and the farmers that grew them.

Through supply chain visibility, best-in-class technology, high food-safety standards and uniting together with our farmers, it's our mission to bring visibility to every step of that process so that together, we can pave the path towards a more sustainable future.

LOGO



SUN, SEEDS & VALLEY

This direction gives an emphasis to Golden Valley County, so as not to lose the connection with GVI's roots. First the rays of the sun are strong. Second, the seeds are being planted in the ground. Third, underlining it all, the V shape represents simultaneously the farrow and the valley.

WORDMARK



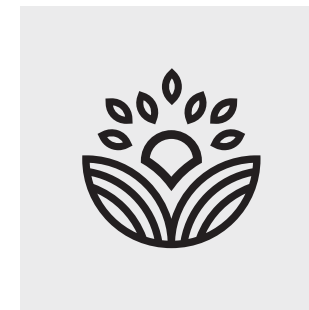
GOLDEN VALLEY
INGREDIENTS

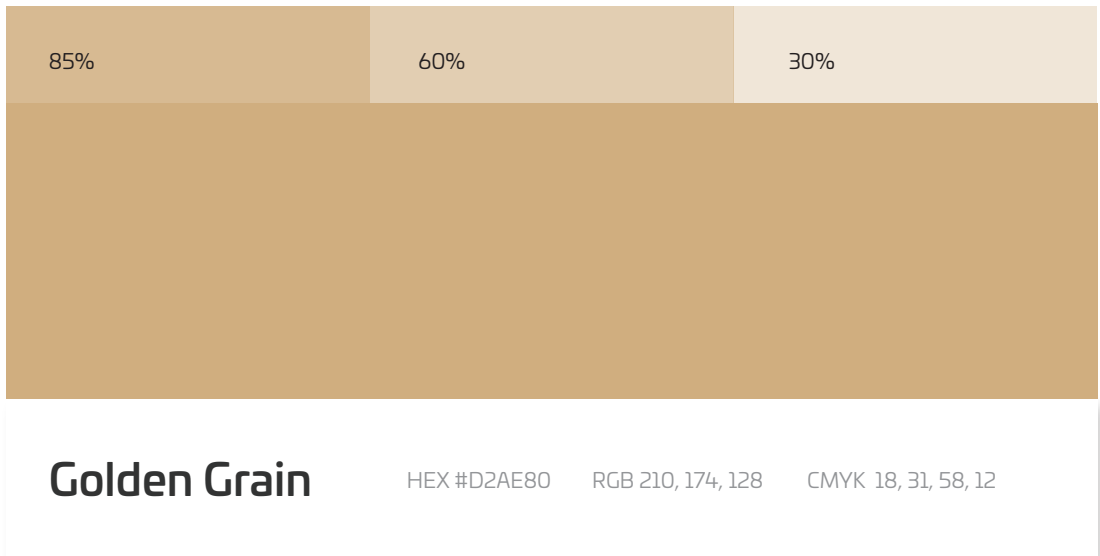
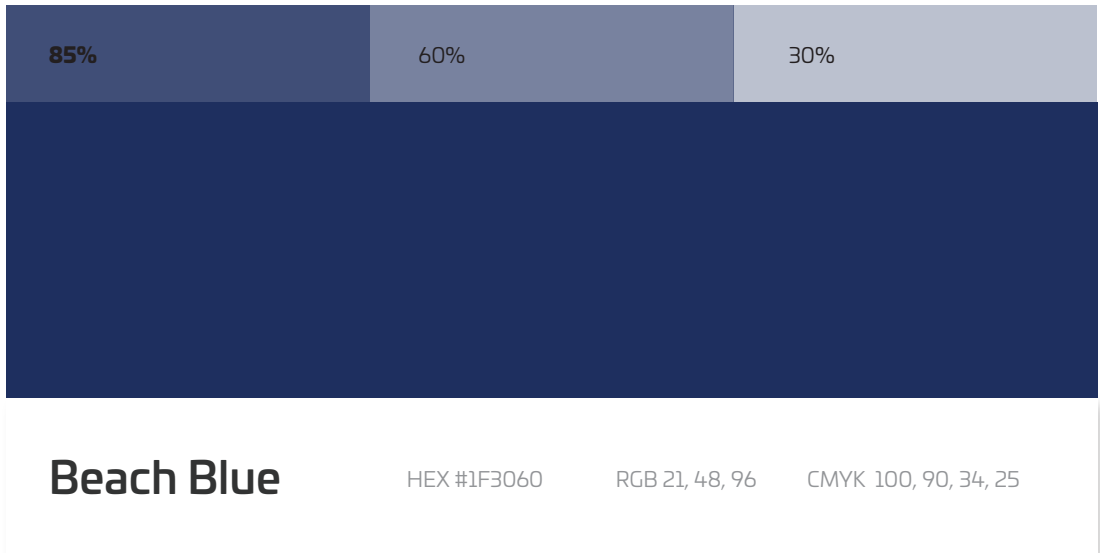
An Anchor Ingredients &
Beach Coop Joint Venture

SECONDARY MARKS



SPACING





TYPOGRAPHY

Univia Pro
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Style : Normal

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

Univia Pro
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Style : Normal

Aa

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Style : Normal

Aa

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H1

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Spacing : 55pt

FARM TO TABLE

H2

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Line Height : 32em
Spacing : 30pt

Food Safety & Integrity

H3

Font : Univia Pro Medium
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Line Height : 1em
Spacing : 100pt

READ MORE ABOUT OUR PROCESS

Body

Font : Univia Pro Medium
Size : 10pt
Line Height : 16pt
Spacing : 10pt

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PHOTOGRAPHY

REAL MOMENTS, SHOWCASING OUR PEOPLE, INGREDIENTS & TECHNOLOGY

Stylistically, the imagery is meant to feel real, but elevated in its representation. Imagery should be photo-journalistic in its framing and styling, in a way that communicates the imagery to be real and un-posed, but also captured and styled in a way that gives it a more sophisticated sense of presence than a candid phone shot.

In order to move away from posed and awkward moments, photos of people should be in the moment when they are deep in work. This will show the passion that goes into the product and build trust. Photos of the factory should not be manipulated out of the range of a human's perspective. Avoid flat-lays or any other trendy way to show products, instead show them in the natural environment to communicate processing visibility.



COLORS

Whenever possible, to get the Beach Blue and Golden Brown in the photography to solidify the branding. Color retouching could be used to get the desired effect.



LIGHT

Natural light in photos should be sought out whenever possible. Natural light creates true to life color profiles, and more dynamic color grade.



PERSPECTIVE

Photos should be taken from a perspective that could be the human eye, avoid flat lay photography or drone photography since this calls attention to the camera itself.