



# BRAND GUIDELINES



2023

# TABLE OF CONTENTS



4	<b>Introduction to Mission</b>
5	Brand Platform
6	Target Audience
11	Tone & Voice
12	Mission Message
13	Visual Guidelines
	Color Palette
	Typeface
	Logos
	Product Lockups
	Textures
22	Recipes Photography
26	Our New Look
27	Key Visuals Inspiration
29	Seen Online
30	Written Style Rules & Legal Line
32	<b>Introduction to BETTER FOR YOU</b>
33	Tone & Voice
34	BFY Message
35	Typeface
36	Color Palette
37	Logo Lockups
38	Textures
39	Photography
41	Key Visuals Inspiration
42	Contact Information



# HOW TO USE THIS BOOK

The guidelines outlined on the following pages leverage the existing Mission® brand standards, positioning and strategy. These guidelines were used to define our role as the market leader in the tortilla space. The positioning, vision, tone and voice outlined herein are Mission Food's point of view on how to communicate to consumers.





# INTRODUCTION



Mission, a subsidiary of Gruma Corporation, is the #1 tortilla company in the U.S. and manufactures a variety of authentic Mexican products. As we've grown from a small tortilla factory in the San Fernando Valley in LA, we've kept an emphasis on authentic flavors while providing healthy options that families and friends can enjoy together.

With this book, we are establishing our brand identity and claiming our place at the table where good food, loved ones and new possibilities gather.







## 2023 BRAND PLATFORM

### A TASTE FOR EXPLORATION

At Mission we believe that good food can take you places. That's why we're all about bringing you the freshest ingredients, simple recipes and methods, and wholesome, quality products that taste great and help you explore the many uses for tortillas.

MISSION 2023 BRAND TOOLKIT

## BRAND PERSONALITY

### Creative Guide

Mission is always there for its customers as a creative guide to exciting new recipes, a reliable, go-to staple that you can count on to make any meal great, and a welcoming gatherer that brings people together around great food.

Friendly  
Inviting

Reliable  
Fun

Worldly

Adventurous

Practical

Flexible

#### PILLAR 1

### EXPLORE

We help you explore new cuisines and ways to enjoy tortillas.

#### PILLAR 2

### CONNECT

We help you create memorable moments with friends and family.

#### PILLAR 3

### BALANCE

We help you manage your needs and wants by giving you options that bring convenience, versatility, or are simply healthier.

# TARGET AUDIENCE

Mission® products are for food enthusiasts new or already familiar with Mission. Current and potential tortilla and snack consuming adults who want to live life to their fullest, love trying new things, value their own background, but also have interest in other cultures, and keep looking for the best way to balance health and convenience.

Our target audience enjoys cooking simple or elaborate meals, likes learning new recipes, and believes food is an expression of themselves and a way to celebrate everyone's uniqueness.





# TARGET AUDIENCE



## EASY EXPLORER

*Satisfying curiosity with constraints*

I value convenience and taste  
more than anything else



## WHOLESOME FOODIES

*Cooking is an outlet for creativity*

I put extra effort into preparing healthier foods,  
but I also need to enjoy what I eat



## FOCUSED FUELERS

*Food is the fuel for healthy aspirations*

I need to feel good about the food I eat



## EASY EXPLORERS

### MEDIA INFLUENCES

#### TRADITIONAL:



TELEVISION



RADIO



MAGAZINE

#### DIGITAL:



CTV



hulu



pandora



### DEMOGRAPHICS:

**AGE: 18-44**

**WOMEN**

**MARRIED W/ CHILDREN**

**HHI: \$60K-\$199K**

**WHITE, HISPANIC**

### BEHAVIORS

- I enjoy being creative in the kitchen
- I strive to achieve a high social status
- I enjoy showing off my home to guests
- People often ask my advice when it comes to food
- I like to share my opinions by posting reviews and ratings online
- Purchase groceries over the internet
- Purchase subscription box or meal kit

### CONTEXT

- I consider myself sophisticated
- I enjoy being the center of attention

### CHALLENGE

**HOW TO LOOK AS THE "NEW" THING AS A  
CATEGORY LEADER**

### OPPORTUNITY

**FUEL RISK TAKING BEHAVIOR WITH A  
SEGMENT THAT IS AFRAID OF LOOKING  
IMPERFECT**





#### DEMOGRAPHICS:

**AGE 18-54**

**SPLIT MEN / WOMEN**

**MARRIED/ENGAGED/  
LIVING W/ PARTNER**

**CHILDREN**

**HHI HHI \$60K-\$199K**

**WHITE, HISPANIC**

## WHOLESOME FOODIES

#### MEDIA INFLUENCES

##### TRADITIONAL:



RADIO



MAGAZINE

##### DIGITAL:



SEARCH



CTV



pandora



#### BEHAVIORS

- Being in tune with nature
- I often use recipes when preparing a meal
- I don't allow junk food in my home
- I always check the ingredients and nutritional content of food products before I buy them
- Purchase groceries over the internet
- Purchase subscription box or meal kit

#### CONTEXT

- I consider myself a spiritual person
- I am influenced by what's hot and what's not
- Juggling family and work demands is very stressful for me

#### CHALLENGE

**REPRESENTS OUR LARGEST AWARENESS/  
HHP OPPORTUNITY THAT LINES UP WITH  
ESTABLISHED PORTFOLIO APPROACH**

#### OPPORTUNITY

**HELP THEM NAVIGATE THE TRADEOFFS  
WHERE THEY CAN FEEL BFY FOCUSED BUT  
ENJOY LEARNING /COOKING DELICIOUS NEW  
MEALS.**



#### DEMOGRAPHICS:

AGE 25-54  
WOMEN  
MARRIED/  
LIVING W/ PARTNER  
CHILDREN  
HHI \$\$75K+  
WHITE, HISPANIC

## FOCUSED FUELERS

### MEDIA INFLUENCES

#### TRADITIONAL:



RADIO



MAGAZINE

#### DIGITAL:



SEARCH



CTV



### BEHAVIORS

- Having control over people and resources
- I try to eat dinner with my family almost every night
- People often ask my advice when it comes to food
- I always check the ingredients and nutritional content of food products before I buy them
- Purchase groceries over the internet
- Purchase subscription box or meal kit

### CONTEXT

- I like to give the impression that my life is under control
- Risk-taking is exciting to me
- I like to live a lifestyle that impresses others

### CHALLENGE

RESISTANCE TO CERTAIN INGREDIENTS.

### OPPORTUNITY

THEY THEMSELVES ARE “FOOD AS FUEL” BUT THEIR FAMILY MIGHT NOT SHARE THAT MINDSET.



# TONE & VOICE

The Mission® brand voice is friendly and inviting. It has the confidence that comes from the reliable and practical nature of its versatile products, but it's never boastful. It is casual and conversational in tone, yet carries an air of excitement in anticipation for fun and new adventures to come.

- Friendly
- Reliable
- Worldly
- Adventurous
- Practical
- Flexible
- Inviting
- Fun

**DO'S & DON'TS:** Only use English. Do not use a mix of English and Spanish. Do use a familiar, yet respectful tone. Do not use slang or ethnic references.



## MISSION MESSAGE

Great food brings everyone to the table in the spirit of exploration. People love to try new flavors and share their discoveries with friends and family. And that's what drives Mission to seek fresh ingredients, simple recipes and wholesome products. Our goal is to inspire people to discover all the places tortillas can go. They can make tasty favorites like tacos and nachos or try delicious wraps and quesadillas. It's all about the flavor journey.



*A Taste For*  
**EXPLORATION**



## VISUAL GUIDELINES

The following pages outline how we visually deliver our core messaging for our main tortilla and tortilla chip consumers. While the messaging remains consistent, how we share the information is tailored to inform and highlight what's most important for these audiences.

# *Taste the*

# FLAVOR



# COLOR PALETTE

Mission Red is our brand’s signature color. It should be considered before other colors in the palette and, when possible, be used as the primary color in our brand communications. Additional primary and secondary colors should be used as accents in conjunction with Mission Red.

## PRIMARY COLORS

<b>RED</b> <b>PANTONE 185 C</b> C0 M100 Y89 K0 R228 G0 B43 HEX/HTML #E4002B	<b>YELLOW</b> <b>PANTONE 115 C</b> C0 M4 Y88 K0 R253 G218 B37 HEX/HTML #FDDA25	<b>PRINT WHITE</b> C0 M0 Y0K0 R255 G255 B255 HEX #FFFFFF
---	--	---

## SECONDARY COLORS

<b>BLUE - STRIPS</b> <b>PANTONE 7468 C</b> C92 M23 Y9 K21 R0 G115 B152 HEX/HTML #007398	<b>PURPLE – THIN &amp; CRISPY</b> <b>PANTONE 5452 C</b> C5 M89 Y15 K7 R195 G54 B111 HEX/HTML #C3366F	<b>PURPLE – STREET TACOS</b> <b>PANTONE 526 C</b> C66 M100 Y0 K0 R112 G47 B138 HEX/HTML #702F8A	<b>ORANGE – STREET TACOS</b> <b>PANTONE 165 C</b> C0 M68 Y96 K0 R255 G103 B32 HEX/HTML #FF6720	<b>MISSION GOLD</b> <b>PANTONE 131C</b> C18 M48 Y100 K2 R207 G138 B0 HEX #CF8A00	<b>DARKER YELLOW</b> <b>PANTONE 123 C</b> C0 M16 Y89 K0 R255 G199 B44 HEX/HTML #FFC72C
---	--	---	--	--	--



## TYPEFACE

Mission's tone is casual and conversational, which makes Timeout perfect for that personal touch in our communications. Mission's product line is also wide and versatile, which makes the more scalable and flexible Crossten an ideal font as well. Together they unify our brand messaging with friendly, distinct letterforms that can accommodate larger, impactful headlines and smaller, yet still clearly readable supporting copy.

*Timeout*




Timeout is a fresh, casual script paired with a bold, impactful sans and lots of goodies. It is modern, stylish and it has short ascenders, descenders and caps - for easy stacking.

**CROSSTEN**

Crossten Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()=?

Crossten is a rounded sans serif type family based on geometric forms. It comes in 20 styles, 10 uprights and matching italics. Each weight includes extended language support. Crossten is bold and crisp in its design.

**Cervo-Medium**

Cervo type should be used only for Mission URL and social icons.    @MissionFoodsUS

## WEBSITE TYPEFACE

On missionfoods.com, titles are set in Bourton, a condensed, bold, display font. Use of Bourton should be restricted to the website only.

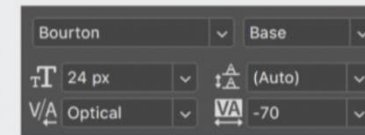
Use Crossten for body copy and secondary messages.

# BOURTON

## BOURTON BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 !@#\$%&'()\*

When consistency with the website is desired, Bourton can be tracked to -70/1000 ems. Kerning should be set to Optical.



# CROSSTEN

Crossten Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()=?

# LOGO VARIATIONS

The Mission logo has been refreshed, simplified with a bolder and more modern look.

In order to maintain clarity, legibility and visibility, we always keep a set distance around our logo which should not be violated by text or image.

Black color should only be printed on cardboard or other solid color background on which red or white would not be visible enough.

White version can only be on solid backgrounds, primarily red. Never place it on photographic or other busy backgrounds.

Although the primary logo is preferred, the alternative logo may also be used, preferably on solid backgrounds.

## CORE LOGO (Primary)



White or light color  
background application.

**PANTONE 185 C**  
CO M100 Y89 K0  
R228 G0 B43

**PANTONE 115 C**  
CO M4 Y88 K0  
R253 G218 B37



## ALTERNATIVE LOGO



Red color background or picture usage.





## TEXT ONLY LOGO

The “MISSION” text logo can be used only when the primary full logo is also visible within the same layout.

This version of the logo can be used straight across, or tilted 90° in either direction, unless there is other text, or the application does not allow for this direction. 90° counterclockwise is the preferred default direction.

Acceptable color combinations are white on red and black on white on cardboard.



**MISSION<sup>®</sup>**



**MISSION<sup>®</sup>**



**MISSION<sup>®</sup>**

# LOGO RESTRICTIONS

Consistency is key to building a strong brand foundation. Here are a few things to avoid when working with the Mission logo.



DO NOT crop logo



DO NOT use unapproved colors in logo



DO NOT rotate logo



DO NOT stretch, skew or distort logo



DO NOT use only outlines of logo



DO NOT adjust color or change elements of logo

# LOGO LOCKUPS

Mission logo should be positioned above the product logo in the approved lockup, as the examples shown here.

The Mission logo lockup should never be cut off in imagery or distorted in any way, including dimensions and color.

Please contact Mission Marketing for specific questions and guidance.





# PRODUCT LOCKUPS

Products should be arranged clearly with minimal to no overlap. When overlapping products, do not cover critical information or prominent verbiage such as product names or bursts. As a rule, only renders should be used unless photography is specifically requested.

When creating product lockups, please be sure that all products are to scale. Product rotations are discouraged in photography lockups. See examples on this page for approved product lockups.



Consistency is key to building a strong brand foundation. Here are a few things to avoid when working with the product lockups.

**ALWAYS** confirm packages are not outdated.

**ALWAYS** use hero packages on photoshoots.

**ALWAYS** keep correct scale between packaging.

**DO NOT** overlap too many packages.

**DO NOT** over-rotate packages.

**DO NOT** cover critical logos.



# TEXTURES

Always select textures with some personality for an interesting, casual feel. Wood textures with clean grains are preferred, but stone and metal may also be used.





# RECIPES PHOTOGRAPHY

## FOOD:

- Our food is always colorful, appetizing and fresh.
- Props such as napkins, dishes, surfaces and clothes should feel natural and warm, but clean and simple as to accentuate the food, not overpower it. Red and Yellow napkins are recommended to reinforce brand awareness.

## PACKAGES:

- Products should always fall naturally into the environment and never feel forced.
- While packaging can be cropped, the Mission® logo lockup should never be cut off in imagery.





# RECIPES PHOTOGRAPHY





# HOLDING RECIPES

The Mission campaign look and feel showcases hands holding product front and center. This adds a warm, human element to our visuals. The positioning of the hand is strategically created to capture consumer eyes and new attention as a dynamic focal point.

Hands must be well manicured and in an angle and position that creates interest by its shape, but does not distract from the product. A variety of male and female hands should be used as well as diversity of skin tones.

Simplicity is key as hands can easily look complex or awkward when shown incorrectly. The visuals to the right will guide you through what is correct or incorrect.

## CORRECT:



## INCORRECT:



# OUR NEW LOOK

## KEY ELEMENTS

The components of every element include these core, signature looks. They should always be included and not altered more than shown here. Also, all fonts used must be owned by Mission.





# KEY VISUALS INSPIRATION

Food should be appealing and the main focus of the image, preferably in the center of the creative. A hand should be holding the food, positioned in that moment of enjoyment. Text should be interacting with hand and recipe.

Add graphics on the sides to reinforce thematic program. Always show Mission packages and partnership packages on the visual.



# FAMILY OF TOWERS

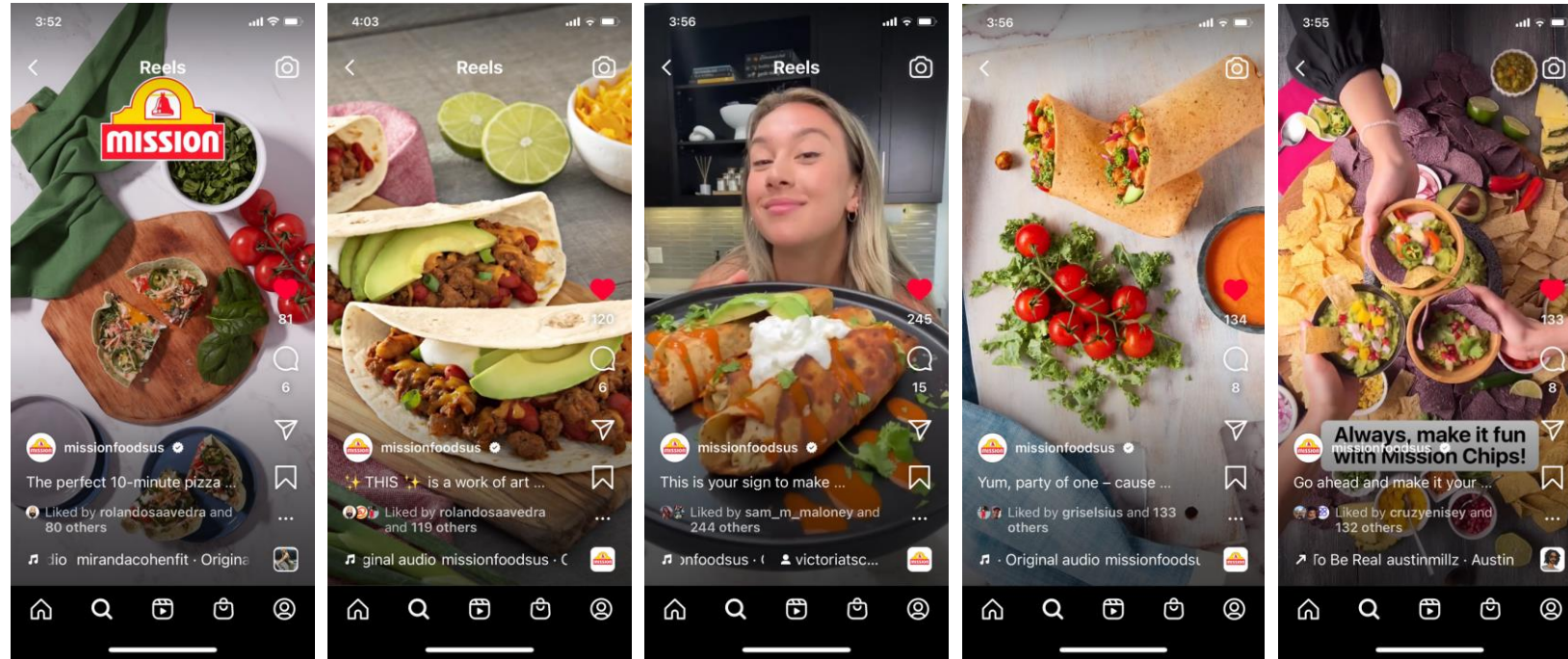




## SEEN ONLINE

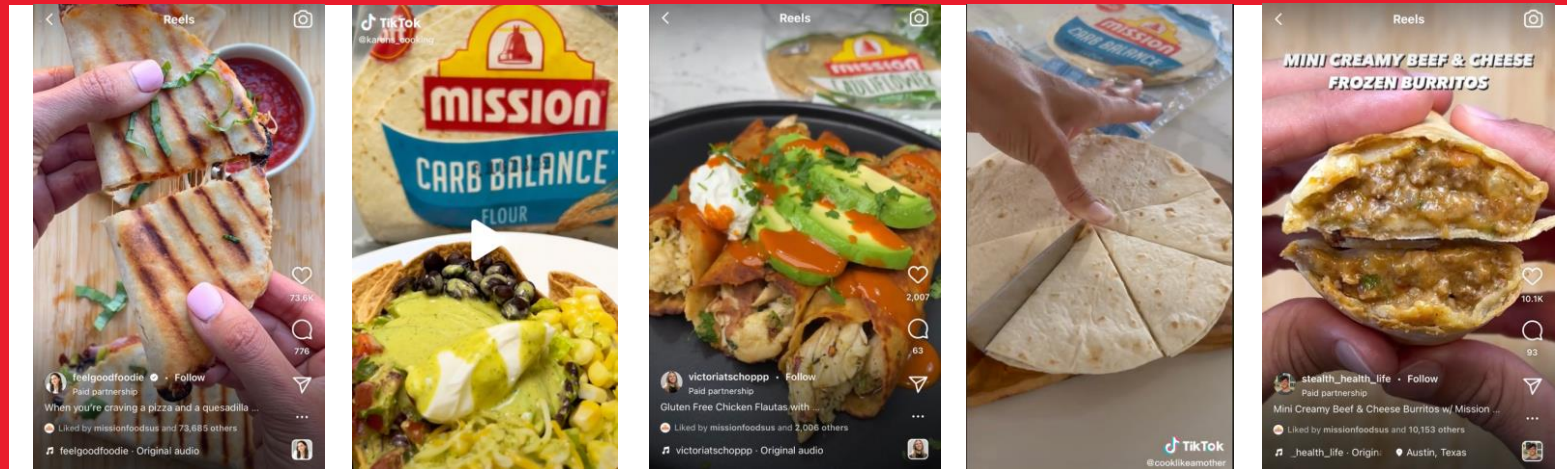
Foodie influencers should also adopt our brand guidelines whenever working with our brand — no matter their own influence brand.

This includes having a bright, clean kitchen aesthetic and featuring simple, flavorful recipes.



Our social and digital elements always showcase colorful, appetizing, fresh recipes that align with the color palette and recipe photography guidelines. These elements never overlap our packaging and Tortillas should always be visible.

## HOW OUR CONSUMERS USE MISSION





# WRITTEN STYLE RULES & LEGAL LINE

- In body copy, “Mission Foods” should be used to reference the overall company, while when referencing the brand, the name “Mission” can be used by itself.
- First mentions of “Mission” in both headlines and body copy require a registered trademark®. Subsequent mentions do not require a registered trademark. When referring to a specific product, including “Mission,” a registered trademark is required (e.g., Mission® Whole Wheat Tortillas).
- Product names should always be capitalized, including the word “Tortilla” (e.g., Mission Better for You Tortillas).
- The Mission website should be called out on POS whenever possible as long as the overall design maintains a clean appearance and the messaging remains clear.
- Legal line should be included on all advertisements. Should be in **Universe Condensed Bold font**.

**©2023 Gruma Corporation.**



# Better For You “BFY” BRAND GUIDELINES

# INTRODUCTION

Our Mission Better For You line was created for both health-minded consumers seeking to better balance their diets and lifestyles, and medical-minded consumers looking to adhere to special dietary restrictions. We make high-quality tortillas with added health benefits to satisfy these demanding and informed consumers with a variety of flavorful products including gluten-free and low-carb options.

In short, BFY products strike that all-important balance between easy, delicious and healthy.





# TONE & VOICE

Friendly and optimistic, the Mission Better For You brand voice positions itself as a trusted partner that can help our consumer achieve their fitness goals because we know that when people eat better, they feel better.

The tone is accessible and conversational, and never boastful. It reflects a desire and love for healthy eating with a can-do attitude.





## BFY MESSAGE

We are all overwhelmed with decisions and news, worries and new responsibilities. We LOVE anything that's a no brainer, something made easy.

**Better For You products** provide that balance between easy, delicious and healthy. Just throw in your favorite fresh ingredients, and you've got a nutritious, delicious meal in minutes.



BETTER  
*Choices*  
BETTER  
*You*™

# TYPEFACE

Two fonts are used to create BFY headlines. Primarily, a script font called Fineday is used. Fibra One, a rounded serif, should be used for connecting or secondary messages.

These fonts should be used only in headlines. All body copy should continue to follow standard Mission guidelines.

Crossten font should be used for body copy. Its scalability and flexibility give it good readability for smaller sized body copy and friendly, distinct letterforms in larger sized headlines. Heavier and bold versions hold color well to produce impactful headlines, while lighter versions offer clean, simple sophistication.

Fineday, style two, non-connect

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

Fibra One Thin

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

## CROSSTEN

Crossten Book

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



# COLOR PALETTE

The Mission Better For You brand uses blue as its signature color. Its bright blue color palette is both calming and cheery and should be considered the primary colors to be used in brand communications. The cool blue shades also provide a somewhat neutral base for its secondary colors, which should be used as accents in conjunction with Mission BFY blue palette.

## PRIMARY COLORS

<b>DARK BLUE</b> <b>PANTONE 7694 C</b> C100 M56 Y0 K47 R1 G66 B106 HEX/HTML #01426A	<b>LIGHT BLUE</b> <b>PANTONE 298 C</b> C65 M3 Y0 K0 R46 G190 B239 HEX/HTML #2EBEEF	<b>BLUE</b> <b>PANTONE 7460 C</b> C100 M33 Y14 K0 R0 G131 B193 HEX/HTML #0083C1	<b>PRINT WHITE</b> C0 M0 Y0 K0 R255 G255 B255 HEX #FFFFFF
---	--	---	--

## SECONDARY COLORS

<b>RED – TOMATO BASIL</b> <b>PANTONE 201 C</b> C24 M99 Y78 K18 R163 G32 B53 HEX/HTML #A32035	<b>GREEN – GLUTEN FREE</b> <b>PANTONE 369 C</b> C66 M12 Y100 K1 R100 G167 B11 HEX/HTML #64A70B	<b>DARK GREEN – ORGANICS</b> <b>PANTONE 7460 C</b> C89 M33 Y110 K26 R15 G105 B54 HEX/HTML #0F6936	<b>YELLOW – WHOLE WHEAT</b> <b>PANTONE 123 C</b> C0 M23 Y90 K0 R255 G198 B47 HEX/HTML #FFC62F
--	--	---	---

# LOGO LOCKUPS

Mission logo should be positioned above the product logo in the approved lockup as pictured here.

The Mission logo lockup should never be cut off in imagery or distorted in any way, including dimensions and color.





# TEXTURES

BFY photography should always work as inspiration for bright, healthy recipes. Always represent it with bright textures and backgrounds.

Always select simple, clean and light-color textures such as marble, quartz, light wood, light stone or white tablecloths. Sometimes a 100% white background works to keep it light and bright.





# PHOTOGRAPHY

## FOOD:

- Our food is always colorful, appetizing and fresh.
- Cool lighting will highlight the many bright colors in the food, with white, natural colors and materials in the background to accent the food further.
- Clean, well-lit surfaces should always be used.

## PACKAGES:

- The product should be placed naturally in the environment and never feel forced.
- The Mission logo lockup should never be cut off in imagery.





# PHOTOGRAPHY





# KEY VISUALS INSPIRATION

Food should be appealing and the main focus of the image, preferably in the center of the image. Always show a Mission BFY recipe in the key visual with the package in focus, making sure not to crop the logo. Props suggesting fitness and health are always appropriate, as are fresh, vibrant ingredients. Bar on the bottom highlights benefits. Lastly, do not use a human element such as a hand as is done in Mission Core key visuals.







[missionfoods.com](https://missionfoods.com)