STAR RANCH ANGUS

Real. American. Beef.

Star Ranch Angus® brand standards

This document should always accompany logo or photography files when sent outside Tyson Fresh Meats or Midan Marketing.

Updated January, 2021

Tyson

FRESH MEATS TEAM

STAR RANCH ANGUS
Real. American. Beef.
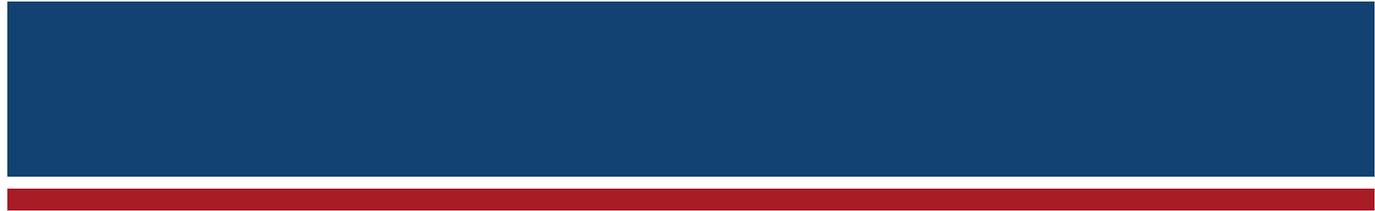
Star Ranch Angus® brand standards

CONTENTS

WELCOME

The *Star Ranch Angus* brand standards are the foundation for establishing consistent and clear communication. Proper use of the brand logo, colors, typography, trademark and icons will establish brand recognition and differentiation in the marketplace, ultimately bringing the brand to life.

The brand standards are to be used in conjunction with, or as an explanation for, *Star Ranch Angus* beef products only. Uses outside of what is outlined in this document must be approved by the brand manager.

Contact your Tyson Fresh Meats Team sales representative for more information.

BRAND PURPOSE

The *Star Ranch Angus* beef brand team provides its target consumers with affordable, quality Angus beef. Focused on bringing people together with consistently juicy, flavorful Angus beef that consumers can count on.

BELIEFS

The *Star Ranch Angus* brand believes in…

• Always being dependable and reliable

• The importance of mealtime

• Being a good neighbor to all

• Practicality

• The spirit of Americana

CHARACTER

• Accessible

• Down-to-earth

• Hardworking

• Trustworthy

• Generous

• Straightforward

• Warm

MANIFESTO

We believe in the spirit of Americana, in hard work, tradition and community.

We believe in being a good neighbor, helping others in need and being part of something bigger than oneself.

We believe reliability is a responsibility, count on us.

We believe consistency is a commitment, one that we take seriously.

We believe trust is earned, and the foundation to our success.

We believe in a nutritious eating experience, accessible to all at an affordable price.

We believe that mealtime matters, making the most of moments together.

We are decades of pride and hard work.

We are a product of the USA.

We are the champions of Real. American. Beef.

We are the *Star Ranch Angus* beef team.

VOICE

The *Star Ranch Angus* beef brand voice is like the friendly neighbor next door. Communications should come across as down-to-earth, trustworthy, helpful and warm. We should showcase authenticity, togetherness and *Star Ranch Angus* beef product attributes.

Copy voice never changes, but copy tone changes all the time.

While the *Star Ranch Angus* beef **voice** remains consistent no matter what or where we're communicating, the copy **tone** should be adjusted to best fit each social media platform and audience. For more details on how copy tone changes throughout social media networks, see pages 18-22.

Real. American. Beef.

HORIZONTAL LOGO (THE LOGO ITSELF SHOULD NEVER BE MANIPULATED)

Typefaces used in logo and tagline are ChunkFive and Enriqueta.
These typefaces should not be used outside of logo and tagline purposes.

PMS (preferred version)
To be used whenever possible.
File Name: sr_h_pms

CMYK
To be used for 4-color process printing.
File Name: sr_h_cmyk

RGB Web Use Only
This logo is RGB and low resolution.
To be used for the web only.
File Name: sr_h_rgb

Black
To be used for black and white printing.
File Name: sr_h_cmyk_K

Knock-out
To be used when logo must be on
a dark background.
File Name: sr_h_cmyk_KO

6
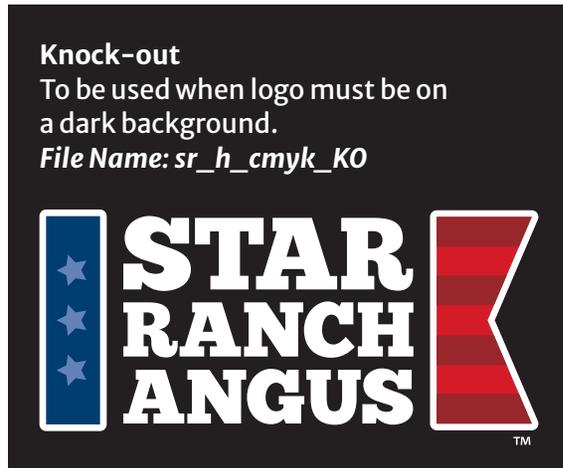
STAR
RANCH
ANGUS

Real. American. Beef.

VERTICAL LOGO (THE LOGO ITSELF SHOULD NEVER BE MANIPULATED)

Typefaces used in logo and tagline are ChunkFive and Enriqueta.
These typefaces should not be used outside of logo and tagline purposes.

PMS (preferred version)
To be used whenever possible.
File Name: sr_v_pms

CMYK
To be used for 4-color process printing.
File Name: sr_v_cmyk

RGB Web Use Only
This logo is RGB and low resolution.
To be used for the web only.
File Name: sr_v_rgb

Black
To be used for black and white printing.
File Name: sr_v_cmyk_K

Knock-out
To be used when logo must be on
a dark background.
File Name: sr_v_cmyk_KO

Real. American. Beef.

TAGLINE

Color Specifications
Use only the colors specified in the color palette on page 14. White is the only acceptable color outside those colors.

Font
When the tagline is used as a graphic element outside of standard body copy or headlines, it must use the font Enriqueta. It should never be smaller than 8 points.

Placement
The tagline can be shown in a lockup with the logo, or as a standalone piece as long as the logo is present elsewhere on the same piece of marketing material.

Use in Standard Body Copy
Since the tagline is not trademarked, there is no need to write it in italics or use a ™ or ®.

Acceptable Taglines

Real. American. Beef.

Real. American. Beef.

Real. American. Beef.

FILE FORMATS

All logos are provided in .eps, .pdf and .jpg file formats.
When applicable, .gif and .png files are provided as well.

EPS (preferred version)

Virtually all page layout and graphic applications accept imported or placed Encapsulated PostScript (EPS) files. The EPS format preserves many of the graphic elements created with Adobe Illustrator. Because EPS files are based on the PostScript language, they can contain both vector and bitmap graphics. These files should not be modified without the consent of the brand manager.

PDF

Portable Document Format (PDF) is a universal file format that preserves the fonts, images and layout of source documents created on a wide range of applications and platforms. Adobe PDF is the standard for the secure, reliable distribution and exchange of electronic documents and forms around the world. Adobe PDF files are compact and complete, and can be shared, viewed and printed by anyone with free Adobe Reader® software.

JPEG

Joint Photographic Experts Group (JPEG or JPG) is commonly used to save photographs. JPEG format retains all color information in an image but compresses file size by selectively discarding data. JPEG is a standard format for displaying images over the web.

GIF

Graphics Interchange Format (GIF) is the file format commonly used to display indexed-color graphics and images in Hypertext Markup Language (HTML) documents over the World Wide Web and other online services.

PNG

Developed as a patent-free alternative to GIF, Portable Network Graphics (PNG) format is used for lossless compression and for display of images on the web. Unlike GIF, PNG supports 24-bit images and produces background transparency without jagged edges; however, some web browsers do not support PNG images.

STANDARD TYPOGRAPHY

The brand typefaces, besides the typefaces that appear in the logo and tagline, are as follows: Pacifico, Merriweather Sans and Merriweather Serif. These should be used on all *Star Ranch Angus* beef brand printed materials.

In headlines, either Merriweather Sans or Merriweather should be the primary typeface, with Pacifico serving as an accent font.

Merriweather Sans should be used as the primary font for all body copy.

Merriweather Sans Light
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans Light Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans Medium
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans Medium Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans SemiBold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans SemiBold Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans ExtraBold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Sans ExtraBold Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

STANDARD TYPOGRAPHY

Merriweather Light
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Light Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Bold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Bold Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Black
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Merriweather Black Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Pacifico
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SPECIAL USE TYPOGRAPHY

Arial is a standard font on all computers and should be used for general office desktop and online applications. This would include Microsoft Word®, Microsoft PowerPoint®, social media and website use.

Using Arial allows us to share materials internally and externally without conflicts or loss of quality.

Logos containing ChunkFive and Enriqueta should be used as a graphic on web–based applications.

Arial

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

HEADLINES

All headlines on *Star Ranch Angus* brand print and digital materials should be set in sentence case. This excludes proper nouns, which are written in standard style.

The font for headlines should primarily be Merriweather Sans or Merriweather Serif, with Pacifico acting as an accent font.

Sub-headlines should be written in either sentence case or all uppercase. Sub-headlines can be set in either Merriweather Sans or Merriweather Serif, whatever suits the layout best.

Sample Headlines

Bring the family together with Real American Beef.

The best moments start with delicious beef.

Savor the flavor of *family time.*

COLOR

Color Specifications

For the *Star Ranch Angus* brand, PMS is the color profile of choice for all printed materials. When PMS is not available, CMYK may be substituted. RGB is to be used for all web–based material

Color Explanation

PMS The Pantone Matching System or (PMS) is a reference system for selecting and controlling ink colors.

CMYK colors are called subtractive colors; combining the pigments would result in black by absorbing, or subtracting, all colors. The model is based on the light–absorbing quality of ink printed on paper. Combining cyan (C), magenta (M), yellow (Y) and black (K) inks to reproduce color is called four–color process printing. CMYK colors should be used for all printed material.

RGB colors are called additive colors; you create white by adding red (R), green (G) and blue (B) together. This happens because all light is reflected back to the eye. Additive colors are used for lighting, television and computer monitors. Your monitor, for example, creates color by emitting light through red, green and blue phosphors. RGB colors should be used for all web–based material.

Color	CMYK	RGB	Pantone
Dark Blue	100-80-30-15	20-67-114	108-8U
Light Blue	60-38-15-5	107-136-171	104-13U
Dark Red	22-100-95-18	167-29-37	54-15U
Light Red	0-100-90-10	215-24-42	48-16U
Black	0-0-0-100	35-31-32	Process Black U

TRADEMARK

The trademark statement to the right should be used on all materials on a single line at a minimum of 6 point font.

Copyright line year date should be the date from the time of the final art, not the print date. If you are altering a project created in a previous year in some way other than a resize, the copyright year must be updated. When using only a photo owned by Tyson Foods, Inc., the photo will require the year when it was shot.

If registered trademarks (brand logos) are included without unregistered trademarks (including the Tyson Fresh Meats logo):

© 2021 Tyson Foods, Inc.

If registered trademarks (brand logos) and unregistered trademarks (including the Tyson Fresh Meats logo) are included:

®/™/© 2021 Tyson Foods, Inc.

For use on labels, packaging and coupons:

© 2021 Tyson Foods, Inc.

PRODUCT PHOTOGRAPHY

Whether we're showcasing raw or cooked meat, *Star Ranch Angus* product photography should help tell the brand story through visual cues. While the background and supporting styling is important, they remain the supporting role, never stealing from the main hero: the meat.

Brand photography is available and should be used when promoting *Star Ranch Angus* beef products. Requests for photography should be directed to your sales representative.

Warm Wood – Since other brands in the Tyson Fresh Meats portfolio own light and white-washed wood, warm wood tones should be used in all *Star Ranch Angus* beef photography.

Neutral Lighting – Lighting should be neutral, never overly bright or heavily dark and moody.

Simple, Attainable Dishes – If showing cooked product, the recipe featured should be accessible for our customers. Gourmet dining is not what we're going for.

Casual Styling – While the product should always look appetizing, food photography should never look too staged. Family-style serving dishes are encouraged.

The above represents a sample of product photography. Additional photos are available upon request.

LIFESTYLE PHOTOGRAPHY

Lifestyle photography plays a vital role in telling the *Star Ranch Angus* brand story. By using images our target consumers can relate to, we are able to connect with our audience in a more meaningful way.

Brand photography is available and should be used when promoting *Star Ranch Angus* beef products. Requests for photography should be directed to your sales representative.

Hints of "Real Life" – When appropriate, showing subtle quirks of the average American home is highly encouraged. A laundry basket in the background, a stray toy or some remnants from the cooking process on the kitchen counter help tell our story.

Depict Diverse Families – This means diversity, in every way, shape and form. Background visuals should depict relaxed home environments, not mansions. Models should look comfortable and candid, never posed.

Casual Attire – No cocktail dresses or business suits here! Models should be dressed comfortably and casually.

Togetherness – Photos should highlight special moments of family togetherness and sharing a meal together.
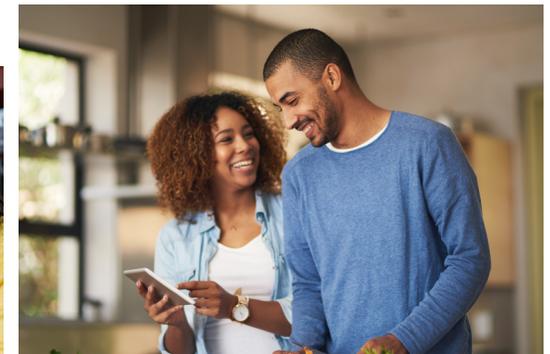
The above represents a sample of lifestyle photography. Additional photos are available upon request.

SOCIAL MEDIA

While social media is by all means different than traditional communications, the core standards for *Star Ranch Angus* brand communications remain consistent no matter what channel we're using. Proper usage of photography and messaging guidelines in social communications helps strengthen the *Star Ranch Angus* brand's established recognition in the marketplace and a cohesive voice.

CONTENT FILTER

All appropriate communications should pass through the following filter. This filter helps us create content that aligns with the *Star Ranch Angus* brand story. If the answer to any of the following questions is "no," the communications should be revised to meet these specifications.

1. IS IT AUTHENTIC?

We provide real-life solutions that are practical, helpful and accessible. We know what real families deal with on a day-to-day basis, and we're here to help them — not make them feel bad because we're not all Martha Stewart.

2. DOES IT SPEAK TO TOGETHERNESS?

We're all in this together. Whether we're uniting as a community or as a family, we know that the best eating experiences happen when you share them with one another.

3. DOES IT HIGHLIGHT PRODUCT BENEFITS?

Every communication we put out into the world should showcase what we're most proud of: our quality beef products.

CONTENT FILTER

Passing all content through this filter is essential to achieving a consistent and cohesive voice throughout all channels.

Here are some examples of the filter in use.

DON'T DO THIS

Example Caption #1: Delicious, tender and juicy, oh my! You deserve some *Star Ranch Angus*® beef tonight.

1. Is it authentic? Not really.

This example isn't especially helpful to real American families. Instead, it relies on a cliché at the beginning, which isn't quite what a real person would say in everyday conversation.

2. Does is speak to togetherness? Nope.

This example doesn't mention anything about the family, sharing a meal or coming together as a community.

3. Does it highlight product benefits? Kind of.

We could argue that "juicy, tender and delicious" are all product benefits, but we could be more specific and make this copy much stronger.

FINAL VERDICT: Revise it.

While this copy may initially seem engaging, it doesn't help strengthen the *Star Ranch Angus* brand story in a meaningful way.

INSTEAD, DO THIS

Example Caption #2: Need dinner ideas? Check out these recipes for easy, delicious meals to help bring your family together — all featuring 100% USDA Choice Quality Angus *Star Ranch Angus*® beef.

1. Is it authentic? Yes.

Here, we're recognizing the fact that sometimes, it's hard to think of what to make for dinner. Even better, we're helping with easy recipes.

2. Does is speak to togetherness? Yes.

We're offering solutions to help bring the family together.

3. Does it highlight product benefits? Yes.
We include the 100% USDA Choice Quality Angus attribute.

Final Verdict: Use it!

This communication passes through the content filter, while remaining socially engaging.

FACEBOOK SOCIAL GUIDELINES

The following guidelines should be considered while communicating on Facebook.

Audience: Primary grocery shoppers, busy professionals with families.

Ideal Character Count: 40 to 80 characters

Main Objective: Providing helpful, shareable solutions to promote *Star Ranch Angus* beef products and help make our audience's lives easier

Whether it's inspirational or educational, Facebook content should be useful to the outlined audience. The tone should reflect a happy medium between the casual language of Instagram and the more professional language of LinkedIn.

User engagement is very useful in this platform, so social techniques should be applied to boost likes, comments and shares.

Star Ranch Angus® Beef

Check out these recipes for easy, delicious meals to help bring your family together — all featuring 100% USDA Choice Quality Angus Star Ranch Angus® Beef.
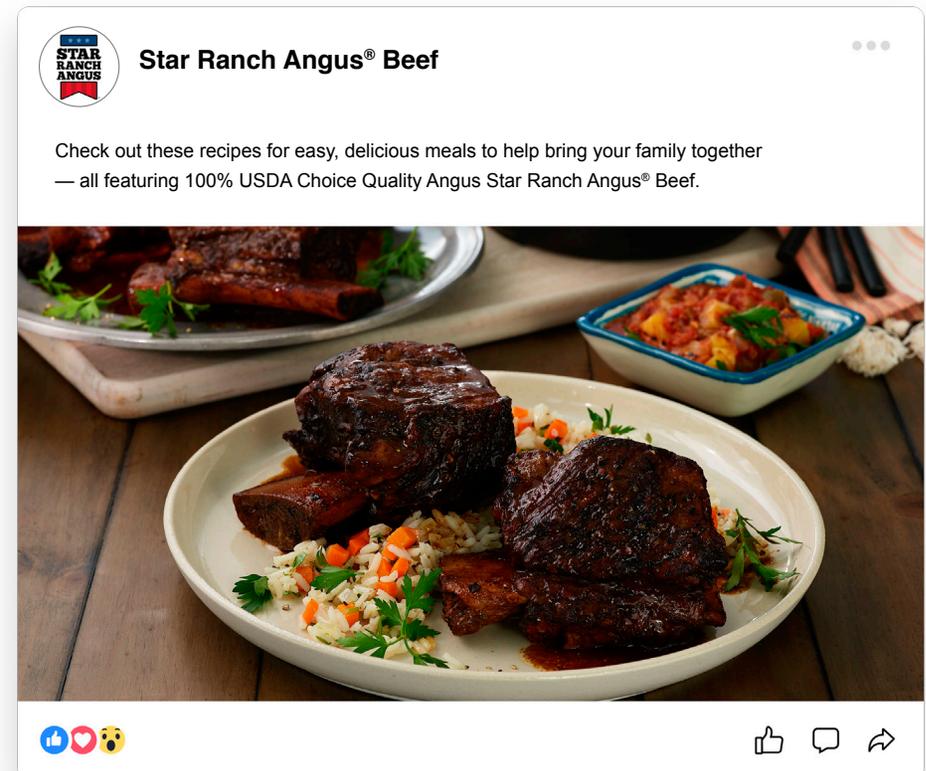
![STAR RANCH ANGUS — Real. American. Beef.]

LINKEDIN SOCIAL GUIDELINES

The following guidelines should be considered while communicating on LinkedIn.

Audience: Buyers, sales reps, operators

Ideal Character Count: 138 to 150 characters

Main Objective: Thought leadership and communicating how *Star Ranch Angus* beef brand can help their retail or restaurant business thrive

LinkedIn is the most professional social platform, and content posted there should always utilize a more professional tone.

Keep the audience in mind, as it's much different than the audience for Facebook. Instead of focusing on recipes and appetite appeal, communicate thought leadership and how the *Star Ranch Angus* brand team can educate, inspire and assist our audience.

Star Ranch Angus® Beef

The Star Ranch Angus® Beef brand team is committed to providing quality Angus beef products that unite retailers, restauranteurs and consumers around a passion for delicious meals.

👍 Like   💬 Comment   ➡ Share
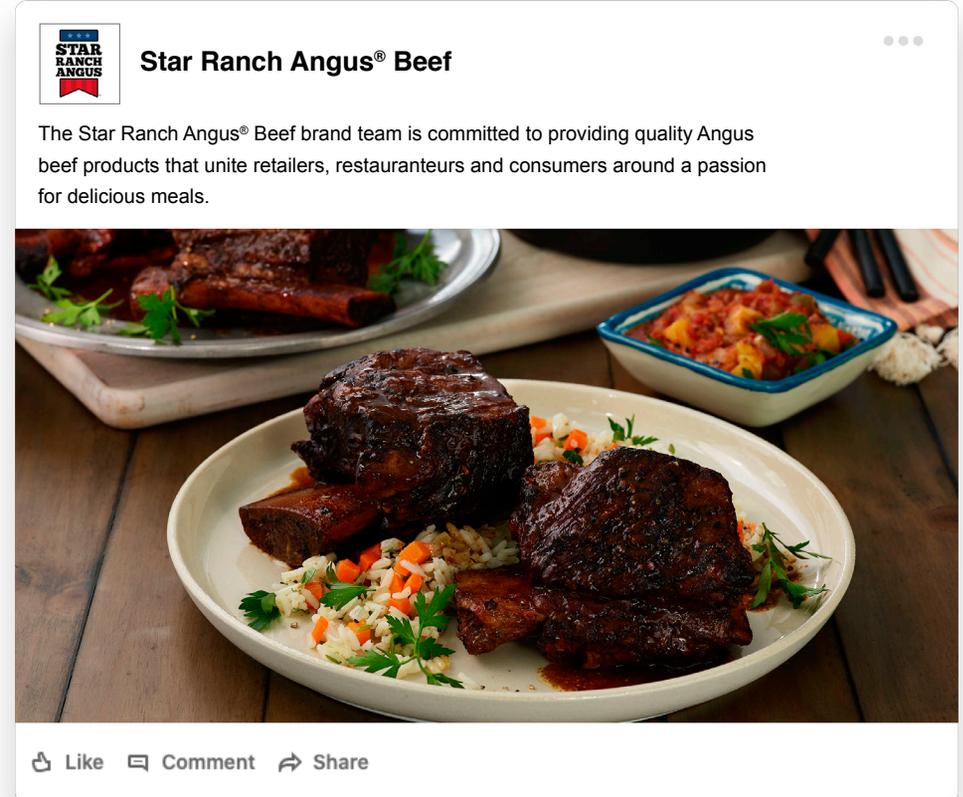
BRAND NAME USE WITHIN COPY

USAGE OF REGISTRATION MARK

Use the ® the first time the brand name appears written form. Subsequent usage of the brand name doesn't need the registration mark.

An exception is made in the case of a multi-page document where the brand name does not appear for several pages after the first mention. In that instance, the ® should be applied to the brand name again.

BRAND USAGE

The brand name must always be followed by a noun that is directly related to the brand name. The most common examples of this are "brand" and "beef." The brand name must always be set off from the surrounding font – if standard font is regular, brand name should be bolded or italicized. If italicized font is used, brand name should be bolded or in standard print.

PREFERRED USAGE

bold – **Star Ranch Angus** brand/beef/steaks
italics – *Star Ranch Angus* brand/beef/steaks

OTHER CHOICES

caps – STAR RANCH ANGUS brand/beef/steaks
color – Star Ranch Angus brand/beef/steaks

CORRECT USAGE

The *Star Ranch Angus*® brand is built on quality.

Star Ranch Angus® beef is tender and flavorful.

Star Ranch Angus® steaks are great on the grill.

INCORRECT USAGE

Star Ranch Angus gives you great value.
(Brand name must be followed by a noun.)

Star Ranch Angus® steaks are delicious.
(Brand name should be off-set.)

COUPON LANGUAGE

COUPON LANGUAGE

The Tyson Foods, Inc. coupon language should be used on all Star Ranch Angus beef coupons. The coupon language can be placed on the front or the back of the coupon and must always include an expiration date. The words MANUFACTURER COUPON must be printed clearly and differentiated from the rest of the coupon copy.

COUPON LEGAL COPY

CONSUMER: Limit one coupon per person and per transaction. Void if copied, altered or sold. Digital representations of this coupon are invalid. Misuse constitutes fraud. Good only in the USA. Cash Redemption Value: 1/100 of 1 cent.

RETAILER: For each coupon you accept from a customer purchasing the brand(s) specified, Tyson Foods, Inc. will reimburse you the face value of the coupon plus 13 cents handling, provided that the coupon is redeemed in compliance with our Coupon Redemption Policy. A copy of the policy is available at www. nchmarketing.com. Invoices proving purchase of sufficient stock to cover coupons presented for redemption must be provided upon request. Improper use constitutes fraud. Void where prohibited, taxed, licensed or restricted by law. Redeem by mailing to Tyson Foods, Inc. 1005, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001. © 2021 Tyson Foods, Inc.

QUESTIONS

All brand standard questions should be directed to the marketing department of Tyson Fresh Meats, Inc.

Contact your Tyson Fresh Meats representative for more information.

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FRESH MEATS TEAM