



BRAND GUIDELINES

2021

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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, we've made sure to always put 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.





2021 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.

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 Reliable Worldly Adventurous Practical Flexible Inviting Fun

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.



KEY CONSUMERS

TORTILLAS - ENGAGED ADVENTURER

Engaged Adventurers love experimenting and trying different foods and are especially eager to try new tortillas and explore different uses and cuisines for them. They are an indulgent segment that chooses taste over health and are loyal to their favorite tortilla brands.

SNACKS - FOODIE BUT GOODIE

Foodie But Goodies are explorers and love to try new foods. They typically buy organic products and smaller portions to help with control. They choose to eat healthier foods to make up for any unhealthy eating habits.



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.



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.



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

RED
PANTONE 185 C
C0 M100 Y89 K0
R228 G0 B43
HEX/HTML #E4002B

YELLOW
PANTONE 115 C
C0 M4 Y88 K0
R253 G218 B37
HEX/HTML #FDDA25

PRINT WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

SECONDARY COLORS

BLUE - STRIPS
PANTONE 7468 C
C92 M23 Y9 K21
R0 G115 B152
HEX/HTML #007398

PURPLE – THIN & CRISPY
PANTONE 5452 C
C5 M89 Y15 K7
R195 G54 B111
HEX/HTML #C3366F

PURPLE – STREET TACOS
PANTONE 526 C
C66 M100 Y0 K0
R112 G47 B138
HEX/HTML #702F8A

ORANGE – STREET TACOS
PANTONE 165 C
C0 M68 Y96 K0
R255 G103 B32
HEX/HTML #FF6720

MISSION GOLD
PANTONE 131C
C18 M48 Y100 K2
R207 G138 B0
HEX #CF8A00

DARKER YELLOW
PANTONE 123 C
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 ^B




CROSSTEN

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

Cervo-Medium

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 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 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.

Bourton	▼	Base	▼
T	24 px	A	(Auto)
V/A	Optical	VA	-70

CROSSTEN

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

ORGANIC SHAPES

Inspired by Mission® products' shapes like tortillas, strips and triangles, organic shapes are meant for use on POS and digital elements to visually support and reinforce Mission brand products.

Shapes should not be intrusive with the main elements of the image and focus the observer's attention on the product being used. Should be layered between the first-plane consumer's hand and the background image.

Organic Tortilla Circle



Organic Chip Stripe



Organic Chip Triangle



For POS elements always set opacity between 45% - 55% when an image is behind.

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
C0 M100 Y89 K0
R228 G0 B43

PANTONE 115 C
C0 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[®]



MISSION[®]



MISSION[®]

LOGO RESTRICTIONS

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

X



DO NOT crop logo

X



DO NOT use unapproved colors in logo

X



DO NOT rotate logo

X



DO NOT stretch, skew or distort logo

X



DO NOT use only outlines of logo

X



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.

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 pages are not outdated.

ALWAYS keep correct scale between packaging.

DO NOT overlap too many packages.

DO NOT over-rotate packages.

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**.
©2021 Gruma Corporation.

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.

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.



PROGRAM PHOTOGRAPHY

LIFESTYLE:

When lifestyle photography is preferred, ensure photography has movement, dynamic lighting and unexpected composition.

It should always feel authentic, natural, welcoming and warm. Hands reaching out for food or holding recipes in that moment of enjoyment are preferred.

PACKAGES:

The Mission® logo should be clearly identifiable in all shots.

Hero packaging should always be used for all photography to avoid any confusion.

Although recipe images do not include packaging, program recipes do include a hero package.



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.



KEY VISUALS INSPIRATION

Food should be appealing and the main focus of the image, preferably in the center of the organic shape. A hand should be holding the food, positioned in that moment of enjoyment. Always show a Mission recipe in the key visual with the package in focus, making sure not to crop the logo.





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.



KEY CONSUMERS

BALANCE SEEKER

Balance Seekers love tortillas and will pay more for tortillas that offer exciting benefits. They value added-health benefits and natural ingredients, but also appreciate new flavors and textures. Culture plays an important role, and for many Balance Seekers, tortillas are part of their family tradition. While Carb Balance and Protein Balance Seekers are more fitness and lifestyle motivated, Gluten Free and Vegetarian Balance Seekers tend to be motivated by medical necessity or personal beliefs.



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
MADE
Easy™

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

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

SECONDARY COLORS

RED – TOMATO BASIL PANTONE 201 C C24 M99 Y78 K18 R163 G32 B53 HEX/HTML #A32035	GREEN – GLUTEN FREE PANTONE 369 C C66 M12 Y100 K1 R100 G167 B11 HEX/HTML #64A70B	DARK GREEN – ORGANICS PANTONE 7460 C C89 M33 Y110 K26 R15 G105 B54 HEX/HTML #0F6936	YELLOW – WHOLE WHEAT PANTONE 123 C 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.



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.



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.





CONTACT INFORMATION

For any questions on these guidelines,
please contact:

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