



brand strategy

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PURPOSE OF THIS GUIDE

A brand strategy is the result of concerted research to hone in on exactly what makes a brand and its consumers tick: What is the brand's promise to its consumers, what do its consumers care most about? Ultimately, a brand strategy summarizes findings of that research down to an executable form and system that details what a brand can do visually and through messaging to communicate its promise and purpose to its consumers.

Colors, fonts, photos and the like all communicate a meaning, whether it's friendly, tough, soft and so on. If one element is out of place or incompatible with others, a message can be thrown off. As such, a brand strategy helps to unite all elements of a brand's marketing so that every element is communicating a consistent meaning to audiences.



The following represents what Red Star can accomplish visually and through messaging to best connect with its consumers.

core concepts

Core concepts provide a framework for marketing decisions such as approaches to design or messaging, and on a larger scale, advertising campaigns or a website.

tradition

trust

femininity

warmth

OVERVIEW

These core concepts should inform and provide a framework for deciding whether a marketing decision is appropriate for the Red Star brand. Red Star stakeholders should consider these core concepts at all stages in the development of brand materials. Think of these core concepts as the personality and values of the brand.

TRADITION

OVERVIEW

Baking is a tradition, and so is Red Star. With a history dating to 1887, Red Star is the star of the baking world. For most, it's the yeast their grandma used – and now they do too. Tradition and love for family reign in baking. Those values should therefore reign in all of Red Star's brand elements.

Embodying the concept of tradition is the design approach of modern retro. Through the combination of all of Red Star's brand elements such as type, color and graphic elements, the look and feel ultimately arrives at a modern feel with visual cues of vintage. The purpose of this is not only to show Red Star's longevity as a brand, but also to reinforce the long tradition of baking seen in many families.

KEY POINTS

- * **Red Star's century-old history**
- * **Family baking traditions**
- * **American pride**

TRUST

OVERVIEW

When baking with yeast, trust is paramount for the consumer. The baker must trust that the product will not fail. The trustworthiness of Red Star yeast is written in its century-old history and in its incomparable customer service. Unlike competitors, Red Star's experts are just a phone call or email away. Red Star's website, too, is an incomparable resource for all bakers, novice or otherwise. Marketing efforts should work toward communicating these resources on a deeper level.

KEY POINTS

- * **Red Star focuses almost exclusively on making yeast, i.e., "it's what we do and we do it well"**
- * **Red Star's customer service is superb and incomparable to competitors'**
- * **Over a century of quality products**
- * **Encyclopedic website of resources for yeast and baking**

WARMTH

OVERVIEW

The No. 1 reason people bake? For others. Baking for others shows love for others, and ultimately results in the adoration of the baker by the people they bake for in their family, their circle of friends, and in their community. Bakers today want to be the hero.

KEY POINTS

- * **Warm colors**
- * **Baking for others = showing love.
And love = warmth.**

FEMININITY

OVERVIEW

Red Star's primary audience is female. The baking community itself is largely female, although not completely. However, femininity is a hallmark of the Red Star brand not just for the target audience's sake but for the communicative qualities of femininity: warmth, compassion and love – all supreme motivations for baking itself. In all, femininity reinforces other core concepts of tradition, trust and warmth.

KEY POINTS

- * **Main audience is women**
- * **Femininity reinforces warmth and family traditions**

messaging

Brands need a solid messaging architecture to tell a consistent brand story and in various channels of their marketing.

BRAND STORY

As the original yeast makers since 1887, Red Star is also passionate about helping consumers overcome the fear of baking with yeast to create quality and delicious homebaked goods.

BRAND PROMISE

Red Star provides superior customer service and baking resources to match the quality of their numerous yeast products for bakers of all skill levels.

POSITION STATEMENT

Providing superior yeast products since 1887 and supporting bakers of all skill levels throughout the U.S. and Canada with superior customer service and yeast-baking resources.

TAGLINE

A tradition in family baking.

Trust the original tradition.

A tradition you can trust.

Traditionally trustworthy.

logo

Red Star's logo has a strong visual weight and solid recognition.

MAXIMUM SIZE



2 inches wide

CLEARANCE



.25 inches of clearance all around

★ DESIGN REQUIREMENTS

- Red Star's logo should be treated as an anchor to marketing materials and rarely used as prominent imagery. The consistent application of Red Star's visual brand elements, in total, reinforce and extend the brand to communicate your brand values successfully without placing the entire burden on the logo.

logo with tagline

Red Star's tagline is a flexible brand element.



A TRADITION IN FAMILY BAKING



A TRADITION IN FAMILY BAKING



A tradition in family baking

OVERVIEW

Red Star's logo can be accompanied by its tagline in certain instances. The tagline addition to the logo serves as a flexible element and is part of the logo system as a whole. Colors for the tagline element can be used interchangeably keeping in mind the color palette.

OVERVIEW

Roboto Slab is the primary font family behind Red Star. The remaining fonts within the Roboto family can be used to help create hierarchy and legibility at smaller sizes. A slab font is in its own category, separate from the traditional serif family of fonts such as Times New Roman and the modern sans-serif fonts such as Arial. Slab fonts are known for their classic personalities and strong presentation.

A second font, **Grand Hotel**, is a script that helps communicate the femininity and warmth of baking while also providing visual interest, especially when used directly alongside Roboto Slab.

A third font, **Josefin Slab**, should be used subtly. Josefin Slab provides some vintage embellishment to pay homage to Red Star's history and tradition. It should be used minimally and subtly – even subliminally.

In all, the font families reinforce the core concepts of the brand: tradition, trust, warmth and femininity. Used together judiciously, the personalities of the fonts come through loud and clear, ensuring the core concepts of the brand are heard and seen by consumers.

[FLIP PAGE TO
VIEW FONTS](#)



type

The use of type, known officially as typography, can make or break a brand's marketing if not executed carefully and with purpose. Red Star's fonts have been carefully selected and their purposes defined below.

* main font

PRIMARY FONTS

Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Italic
Roboto Regular
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

* script font

grand hotel

* DESIGN REQUIREMENTS

- May be used only in lowercase form.
- Shouldn't be used at a point size smaller than 18.
- Typically used as an accent in conjunction with Roboto Slab.

* DESIGN REQUIREMENTS

- In general, body copy should be set between 9 and 12 points.

* retro font choices

Josefin Slab Regular
Josefin Slab Bold

* DESIGN NOTES

- Use subtly for a touch of retro.

color

Red, white and blue symbolize the reliability of American-made products. To broaden the color palette, teal and light pink have been introduced as complementary colors that tie together and enhance the palette.



**PMS 285C or
PMS Reflex Blue**

C 100
M 72
Y 0
K 0

R 0
G 88
B 169

#0058A9



PMS 630C

C 47
M 8
Y 13
K 0

R 131
G 194
B 211

#83C2D3



PMS 186C

C 9
M 100
Y 86
K 1

R 217
G 26
B 51

#D91933



PMS 157C

C 8
M 36
Y 90
K 0

R 232
G 168
B 56

#E2A034



PMS 700C

C 0
M 38
Y 19
K 0

R 248
G 174
B 176

#F8AEB0



PMS 155C

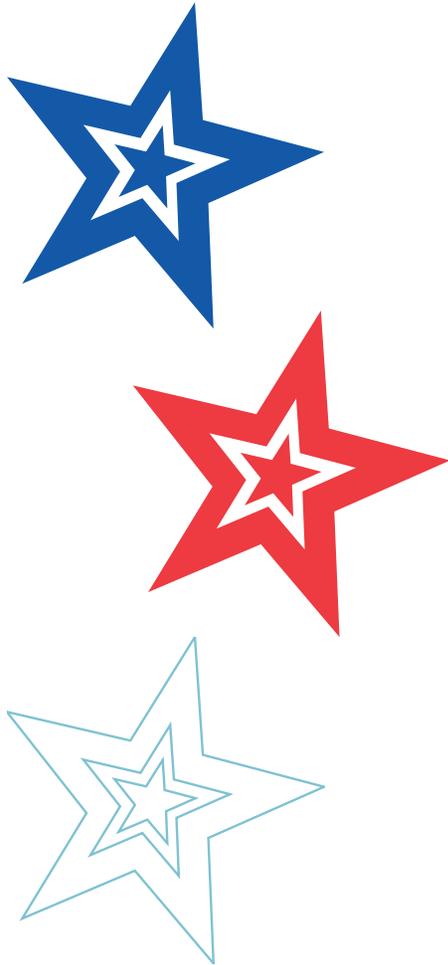
C 7
M 8
Y 38
K 0

R 235
G 205
B 162

#E3C79E

 **DESIGN NOTE**

- This color palette excludes, for now, Red Star packaging. Due to the unique challenges of printing the packaging, this color palette should be considered separate from the packaging color palette.



OVERVIEW

At the heart of Red Star's logo, the star should be used more prominently throughout Red Star's marketing. As such, the star should be treated as a flexible element that can be used in various manners, without the limitation of rules placed on its use or exact look.

★ DESIGN REQUIREMENTS

- Flexibility is key to this graphic element. You could use the star as a simple star shape without the inner star shape, a cluster of stars, or as a container for something else. Used with purpose, the star can become anything.

OVERVIEW

Carol represents an asset like no other at Red Star and especially at any of Red Star's competitors. As Red Star is well familiar, some bakers fear baking with yeast. Others run into problems using it. Having a baking backup in Red Star's expert and personal customer service is an asset that should be better communicated to Red Star audiences. As such, the following graphics could be use in ads, on social media or Red Star's website to better promote the Carol brand asset. In the end, the hope is that consumers will begin to link Red Star with the brand of choice due to it being more trustworthy and authentic than other brands.



Baking help?

CALL ON CAROL!

1.800.445.4746 M-F, 9AM - 4PM CST

carol.stevens@redstaryeast.com

Carol Stevens

YOUR YEAST BAKING RESOURCE



Baking help?

1.800.445.4746 M-F, 9AM - 4PM CST

carol.stevens@redstaryeast.com

graphic elements

color blocking



OVERVIEW

As a design technique, color blocking breaks up spaces in a visually impactful manner. Color blocking looks exactly as it sounds: Blocks of color are arranged to create interesting and complementary compositions. For Red Star, this technique could be used in applications where many messages need to be communicated; the blocks of colors could become containers for these messages. Other applications might include a visually interesting but subtle background behind a product image or message. More simply, color blocking could be used as two adjacent horizontal strips of color to become a background, such as on the Stop Hunger Now mini-site.



★ DESIGN NOTE

- Use this graphic application flexibly but also judiciously. Overdone, it can be distracting and lose its impact.



OVERVIEW

The picnic pattern is intended as a subtle graphic element that can be introduced as a background image. It has been evolved into a more abstract representation of the traditional picnic pattern. Ultimately, the picnic pattern becomes a subtle visual cue to food and also provides a touch of warmth and femininity.

★ DESIGN REQUIREMENTS

- Intended as a subtle background, the picnic pattern should not “steal the show.” Instead, it should simply add richness.



OVERVIEW

The ribbon is another flexible element within Red Star's brand repertoire. It can be used to call attention to a section or used as a container for a main headline.

★ DESIGN REQUIREMENTS

- Do not recreate the ribbon. Use the supplied art files.
- Align the left edge of the back side of the ribbon against the element for which you wish to create the effect of the ribbon popping out from behind (see figure 1).
- The ribbon can go no smaller than 1.5 inches wide.

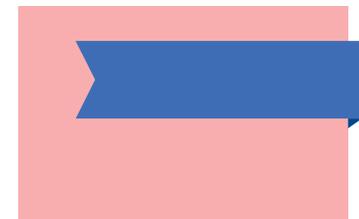


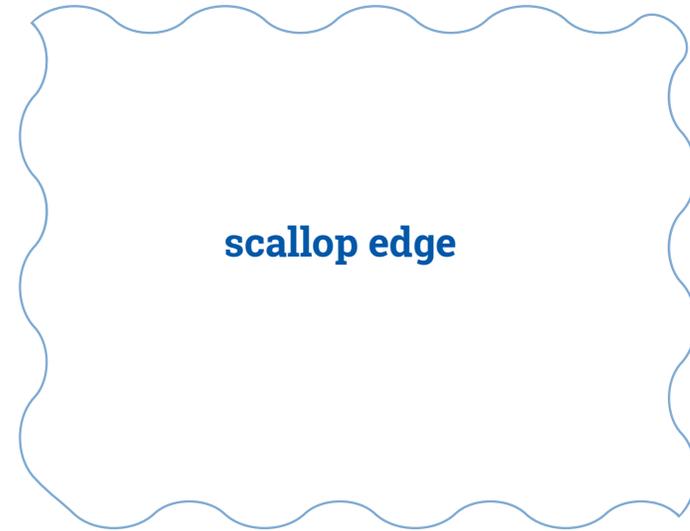
figure 1



asterisk

★ **DESIGN REQUIREMENTS**

- Can be used as a separator, a bullet point and in other similar instances.



scallop edge

★ **DESIGN REQUIREMENTS**

- Similar in principle to the picnic pattern, the scallop edge is intended as an embellishment that subtly communicates femininity and vintage qualities.

photo style

A defined photo style helps a brand tell a consistent storyline and ensures images have the maximum emotional impact on their target audiences.

OVERVIEW

The photo style for Red Star should coincide with the four core concepts of tradition, trust, warmth and femininity. In addition, the brand guide development has helped to identify further photo opportunities for Red Star.

Creating a welcoming experience

Photos should coincide with the target audience's expectations of the baking experience.

For beginning bakers, the photo style should appear non-intimidating and replicate the type of baking experience they would enjoy. Use of top-tier baking equipment and imagery of celebrity bakers could dissuade beginning bakers from yeast baking by making the experience too intimidating. As such, photos that mimic a typical American's kitchen would be most effective with this audience.

For more experienced bakers and bakers with higher incomes, Kitchen-Aid mixers and marble countertops could be appropriate, according to the 2011 Home Baking Report. However, "while advertising to lower income bakers," the report states, "[advertisers] should be careful not to alienate their consumers by presenting depictions of the baking experience that they will not be able to replicate in their own homes" (2011, Home Baking Report, p. 97).

Display the human element

Red Star might also explore focusing on imagery that depicts people enjoying the rewards of their baking and relationships.

Evoking an emotional response should be paramount in any photo decisions. Because baking is rooted in such emotional motivation, it should be noted that imagery that best evokes an emotional response would be effective with target audiences.

**FLIP PAGE TO
VIEW EXAMPLES**



photo style

A defined photo style helps a brand tell a consistent storyline and ensures images have the maximum emotional impact on their target audiences.

EXAMPLES



veer.com/
AYP3310123

Example: This photo of a higher income baker depicts the experience of sharing baked goods with loved ones. Photo gives equal prominence to the end product (bread), the baker herself and her family.



veer.com/
PDP0950354

Example: This photo appeals to the emotive qualities of baking for loved ones.



veer.com/
FAN9047301

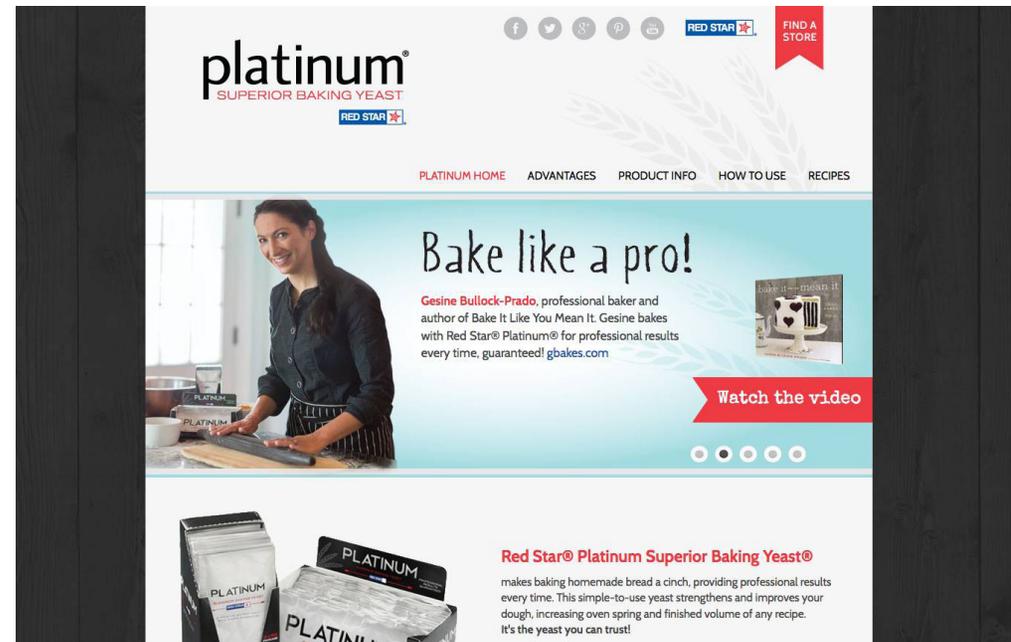
Example: Although the photo prominently focuses on the end product, it also showcases the emotional experience of sharing bread with loved ones.

platinum

Platinum Superior Baking Yeast is a higher-end, results-oriented yeast product within Red Star's line of products.

OVERVIEW

Intended to go head-to-head against Fleischmann's as a higher-end product, Platinum Superior Baking Yeast is a separate entity within Red Star's line of products. As such, it has its own unique, purposefully separate identity.



platinum®
SUPERIOR BAKING YEAST
RED STAR 