

J.R. Simplot Company

Brand Guidelines

2024



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What is Brand?

A brand refers to all of the things that help form the public perception and image of a company or product.

This includes the language, graphic elements and actions used to showcase a company or product, but also the actions, performance and perceptions that impact the reputation of an organization.

It is not only how a company defines and represents itself, but is impacted by the experience of the customers, partners and employees in the communities where it operates.

COMPANY BRAND

A company brand starts with how an organization chooses to define itself. It's designed to appeal to those who interact with an organization, including potential and current employees, customers, partners, government stakeholders and community members. It's also impacted by the experiences people have when interacting with the company.

PRODUCT BRAND

A product brand identifies a specific product or service an organization offers and represents the value, goodwill and reputation of the maker. Product experiences impact customers' views of the product and the larger company. Product brands should align to the broader brand while retaining their unique product characteristics.

The Brand Elements

These brand guidelines work in concert to accurately represent the J.R. Simplot Company. They are based on the foundation of our Core Values of Passion for People, Respect for Resources, and our Spirit of Innovation, and ensure our business remains top of mind within our industry while standing apart from the competition.

The following pages explain the components of our brand aesthetic and how best to use them, from logos and colors to typography, photography, and more. We are justifiably proud of the fresh, inspiring visual impact of our brand aesthetic, but we are even more proud of how accurately it captures the spirit of our brand. Use it well!

Company History

The Simplot Brand began to take shape in the farm fields of southern Idaho more than 100 years ago, when young J.R. Simplot left home at age 14. Although he only had an eighth-grade education, he was prepared with what he needed in this great success story: keen entrepreneurial instincts, constant curiosity matched to boundless energy and an irrepressible belief in the promise of the possible.

J.R.'s business grew and diversified as he gained experience and discovered new opportunities, but the essence of the brand remained the same, drawing purpose and strength from the unique character and drive of its founder. Springing from J.R.'s spirit of ingenuity and determination, in the early 1950's Simplot created and marketed the first commercially viable frozen french fries in the world. This innovative use and embrace of emerging technology was just one of many instances in our Company's history when new thinking propelled significant opportunity and growth.

When asked later in life about his success, J.R. often replied, "I'm just an old dirt farmer who made good." An understatement, certainly, but illustrates the link between our Company's success, our roots in farming and food, and how those elements influence our brand and the way we represent the Company.





Simplot Today

Today, the J.R. Simplot Company is a dynamic global food and agriculture leader with major operations in the U.S., Australia, Argentina, Canada, China, India and Mexico. More than 14,000 employees around the world explore innovative ways to provide value to customers and communities across our business footprint – from mine to plate – and the varied industries we support on our journey.



The Simplot Brand and our values still align with the qualities you find in farmers: independence, fairness, resilience and resourcefulness. We imagine a better future, build innovative solutions to meet our goals and share an unwavering commitment to the communities where we operate.



Simplot's success is strengthened by our history, driven by our employees and the breadth and depth of our operations, and ensured by our commitment to our Purpose, Mission and Core Values. Many things have changed at Simplot over the years, but J.R.'s bedrock vision carries forward: work hard, give honest value, be good partners and – today more than ever – treat the Earth and its bounty as a resource to be respected and protected.



OUR BRAND

The J.R. Simplot Company Brand

The Simplot Company Brand has grown over time, anchored first by J.R. himself, and now by the family members, company leaders and employees who have helped build the Company into the global food and agriculture organization we have today. Every time we represent Simplot, we are reinforcing and impacting the Simplot Brand.

In the following pages, we provide an in-depth explanation of the Simplot Brand and information about how we can collectively manage it while allowing room for each business area to represent its unique attributes. Together, we are ambassadors of the Simplot Brand and through our collaborative approach, we can maintain a clear image of the brand image to the world.

If you have any questions at all, please reach out to the [Simplot Brand Team](#) and/or [Simplot Intellectual Property \(IP\) Team](#).



Our Brand Strategy

One of the most important aspects of Simplot's brand strategy is ensuring that the brand aligns with the Company's history and values. Our brand strategy embraces the history of our organization as a vital element of who we are today, while giving a home to the innovations and new frontiers of tomorrow.

OUR BRAND STRATEGY CONSISTS OF TWO INTERTWINED AREAS: THE BRAND COMPASS AND BRAND IN ACTION.



The brand compass provides a guiding presence that helps ensure we remain focused on the right things. It connects our past to the Simplot Company today.



Our brand in action showcases our day-to-day activities across the organization, providing evidence that our compass is working.

Elements of the Brand Compass

Our brand compass aligns the Simplot Brand with our Company's Purpose, Mission and Core Values, which are rooted in our history and serve to guide our activities.

Those ideals express the essence of who we are as a Company and provide a guide to our brand position, which expresses our unique place in the market.

THE BRAND COMPASS SERVES THREE PURPOSES:

- 1** It outlines the direction of the brand and helps guide its actions.
- 2** It's the backbone of our brand's strategic positioning and brand role.
- 3** It demonstrates the way our brand elements work together, to create a cohesion.



COMPANY PURPOSE
Why we exist

We Contribute to Feeding Our World

COMPANY MISSION
How we will achieve our purpose

Bringing Earth's Resources to life

COMPANY CORE VALUES
What we stand for

Passion for People | Respect for Resources | Spirit of Innovation

BRAND POSITION
How we differ from the competition

As a global food and agriculture company, we connect the entire food system to sustainably feed a growing population.

Simplot's Brand in Action

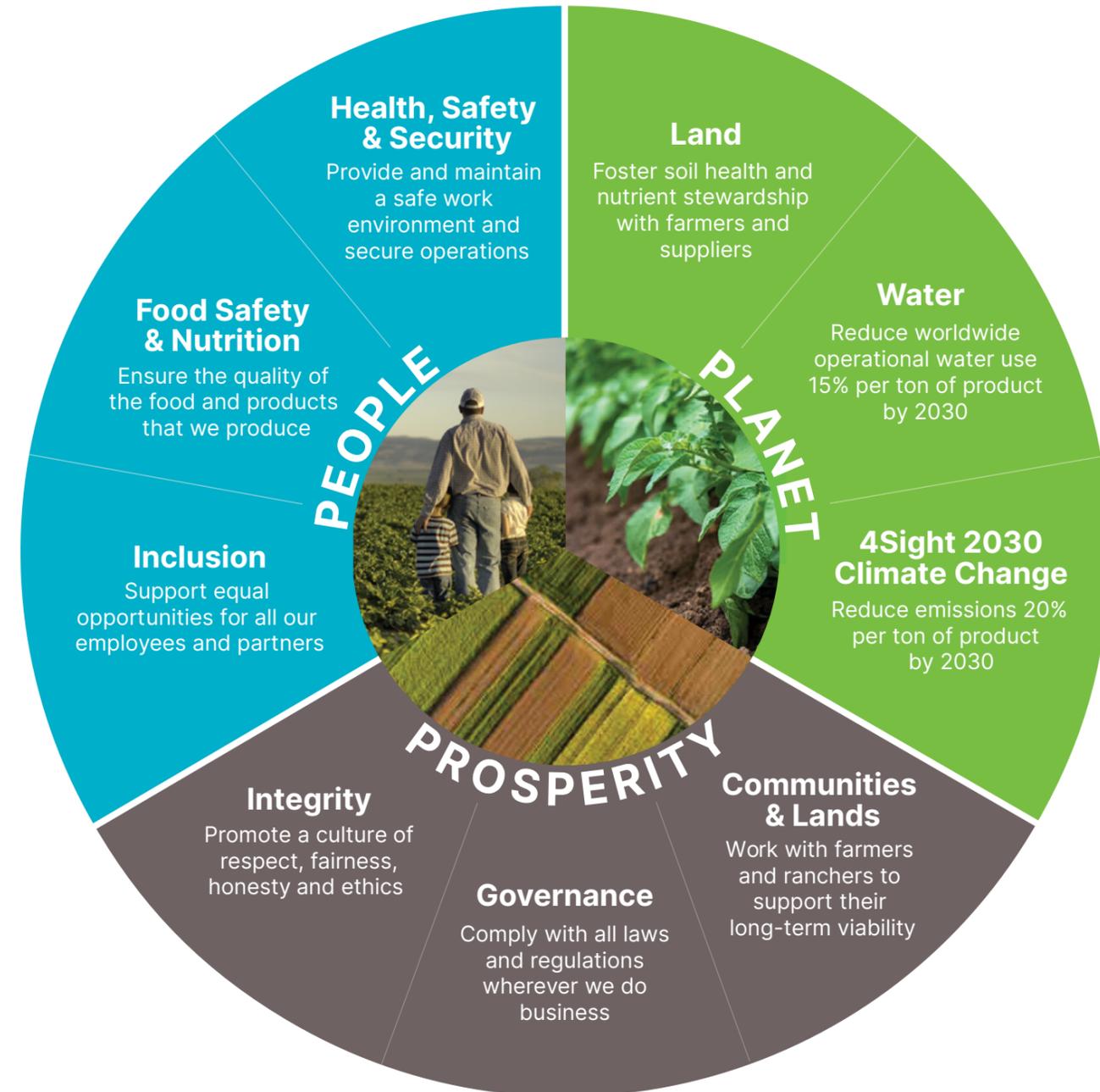


The Simplot Company is a large and diverse global organization and the brand compass guides us in many activities. To ensure we are consistently presenting the Simplot Brand in alignment with the brand compass, we have developed an approach we call People, Planet, Prosperity.

This approach logically organizes and easily showcases how we positively affect:

the **PEOPLE** we impact,
 our **PLANET** as a whole,
 and the **PROSPERITY**
 that comes from our work.

People, Planet, Prosperity also helps us demonstrate our dedication to the environmental, social and economic needs of our employees, customers, partners and communities.



Pulling It All Together

With our approach to content aligned to our brand compass, we can ensure that the presentation of our business activities does as well while providing the flexibility to showcase the unique aspects of our diverse business. See the real-life examples below.



 **PEOPLE**

 **PLANET**

 **PROSPERITY**

<p>GLOBAL ORGANIZATION</p> <p>Simplot prioritizes employee health and safety through its global safety and employee resource programs, among other supportive offerings.</p>	<p>GLOBAL ORGANIZATION</p> <p>Simplot prioritizes its concern for the long-term health of our planet through its companywide sustainability program, 4Sight2030, which seeks to reduce waste to landfill to zero, water use by 15%, carbon emissions by 20% and electricity consumption by 15%, per ton of product, by 2030.</p>	<p>GLOBAL ORGANIZATION</p> <p>Simplot brings prosperity by expanding our manufacturing facilities to new locations, bringing local economic impact and food to underserved populations, such as those in Gujarat, India.</p>
<p>GLOBAL FOOD</p> <p>More than 200 employees volunteered to give back to local healthcare heroes by serving more than 36,000 pounds of food as a thank you for the services they provided our communities during the pandemic.</p>	<p>GLOBAL FOOD</p> <p>Simplot China celebrated Earth Day by planting 350 trees at a local national park. Simplot China’s Director of Business Support and Government Relations Diana Yun organized her fellow employees in their efforts to show our Respect for Resources.</p>	<p>GLOBAL FOOD</p> <p>Simplot prioritizes employee health and safety through its global safety and global employee resource programs, among other supportive offerings.</p>
<p>GLOBAL AGRICULTURE</p> <p>Simplot AgriBusiness and Global Safety hosted their 11th Annual Rescue Competition with Simplot teams competing from Mining and Manufacturing locations in Wyoming, California, Utah and Idaho.</p>	<p>GLOBAL AGRICULTURE</p> <p>Two Simplot fertilizer plants recently earned the Prestigious Energy Star certification from the U.S. Environmental Protection Agency. Simplot plants in Helm, Ca., and Rock Springs, WY., were both honored for their energy efficiency.</p>	<p>GLOBAL AGRICULTURE</p> <p>Simplot’s Land & Livestock division tends to 40 farms, growing more than 100,000 acres in the Western U.S. including corn, wheat, hay, potatoes, sunflowers, mint and beans.</p>

Brand Personality

Our brand personality describes what Simplot would be like if the Company was a person. It forms the foundation for our tone of voice and describes the essence of our brand we want people to encounter. Consider this a primer on how we want our audiences to describe us (and our communications).

PASSIONATE

Our passion for cultivating a better future propels us forward. Our energy and dedication inspire those around us. We share a special commitment to, and respect for, the land and all it provides.

TONE OF VOICE

Energetic, confident, convincing. Allow our commitment to our customers, our business and our shared possibilities to shine through.

✔ DO'S

Passion is about engaging our audience. Speak to them directly ("you") from Simplot ("us," "we"). Share stories. Share emotional benefits, not just rational ones.

⊘ DON'TS

Exaggerate, oversell, boast or fail to leave room for other opinions.

CREATIVE

Creativity comes in many forms. We are the curious tinkerers, the problem-solvers, the ones who ask, "Why not?" This sense of the possible made practical is at the root of our innovative spirit.

TONE OF VOICE

Imaginative, original, inspiring. Showcase the creativity that food producers use every day.

✔ DO'S

Find category conventions to break. Try out fresh (but understandable) grammar. Vary sentence structure and length. Push the envelope a bit – you can always dial it back.

⊘ DON'TS

Use fanciful or unbelievable language

OPTIMISTIC

We don't just believe in a brighter tomorrow. We have a quiet confidence in the role we'll play in delivering it. We are positive, enthusiastic and open to what's new. Like our founder, we see opportunities where others see roadblocks.

TONE OF VOICE

Upbeat, positive, open. Believe we can change the world, one step at a time. Embrace and celebrate what's possible.

✔ DO'S

Inspire action with action. Use the active voice. Use contractions ("we'll" instead of "we will") and other means of moving the message forward. Look for ways to tell the bigger story.

⊘ DON'TS

Overpromise, sound naive, fake or passive.

DOWN TO EARTH

We are straightforward, genuine people. We say what we mean and mean what we say. We're humble by nature, often preferring to let our actions speak for themselves.

TONE OF VOICE

Warm, simple, real. Be approachable – talk and write like a regular person. Be friendly and conversational.

✔ DO'S

Keep it short and sweet. Speak knowledgeably but casually; don't get lost in jargon. Edit body text to be brief and meaningful, edit headlines more.

⊘ DON'TS

Foster overfamiliarity, sound unprofessional or dumb down.

TRUSTWORTHY

We believe in the power and value of a handshake. We stand by our word. We always try to do the right thing. J.R.'s honesty and loyalty shine through to this day in our ethical approach to business.

TONE OF VOICE

Clear, straightforward, supportive. Demonstrate the knowledge, experience and values that earn trust from our audiences.

✔ DO'S

Support claims with relevant facts – consider leading with a fact. Be realistic. Look for opportunities to promote Simplot's expertise in the context of how it benefits others.

⊘ DON'TS

Say instead of do, focus too much on us versus what's in it for the audience.

LOGO



Logo

Our logo is the primary visual graphic for our brand. The following pages provide guidance on its preferred use and correct or incorrect usage.

The logo is composed of two elements: the Simplot logotype and the leaf symbol. The Simplot logotype is based on a customized typeface that has been representing the Company for many years. The warm gray coloring references our past with its earthy tones, but also points to the future with its clean, modern look.

The leaf symbol is similarly rooted in our heritage, inspired by the blossom of a potato plant. Its glowing gold tones indicates our belief in the potential of agriculture and food to transform the future.

This logo should be the primary identity used on all buildings, assets, clothing, business communications, social media, recruiting materials, and for external conferences.



REGISTERED TRADEMARK

The Simplot logo and leaf marks are carefully governed and protected by trademark law around the world. It is your responsibility to comply with these guidelines.

Logo Options



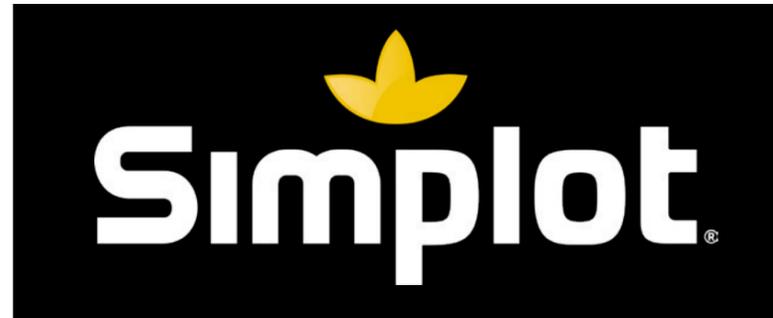
PRIMARY 3D LOGO

The primary logo uses Simplot Gray and Simplot Gold with a 3D effect on the leaf and is approved for use on white or light colors and images as long as the image is open and clear (e.g., clouds or a white wall).



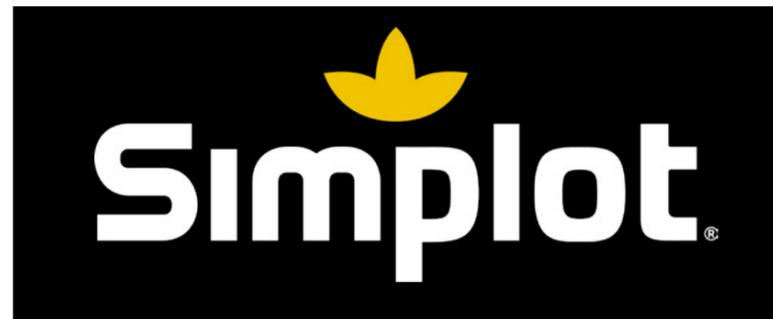
PRIMARY FLAT VERSION

Use a flat version of the full-color logo where the Gold leaf doesn't use a 3D effect in situations where the 3D effect isn't preferred (e.g., at less than 3" (7.6 cm) wide or for embroidery).



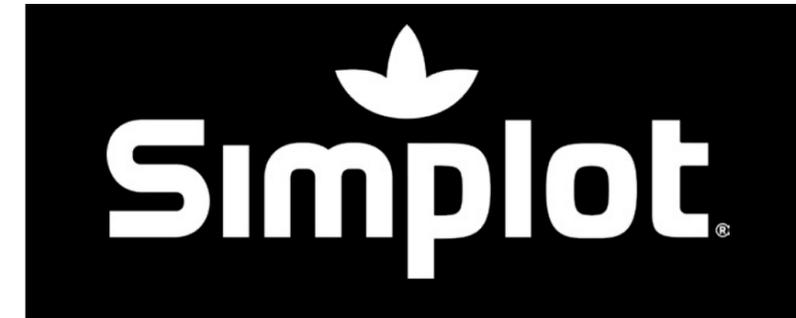
WHITE/GOLD 3D (Reversed) LOGO

This version is approved for use over dark colors and images as long as the image area is open and clear (e.g., blue sky or a green field). The White/Gold 3D version incorporates the leaf effect and is preferred over the flat version below.



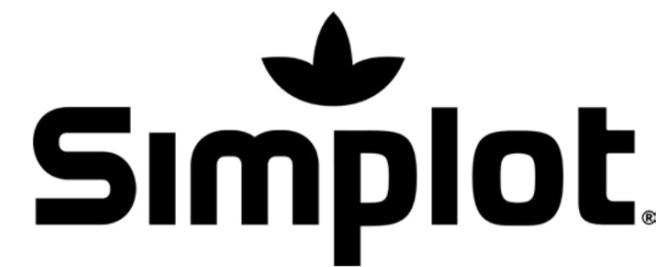
WHITE/GOLD FLAT (Reversed) LOGO

A flat version of the White/Gold logo is available for dark colors and images or at smaller sizes (e.g., at less than 2" (5.1 cm) wide) where the 3D leaf will not render well.



ALL-WHITE LOGO

Use the all-white version against dark colors and images when cost or other considerations prohibit use of the full-color logo.



ALL-BLACK LOGO

Use the all-black version on light-to-medium colors and images when cost or other considerations prohibit use of the full-color logo.

Logo and Leaf Trademark

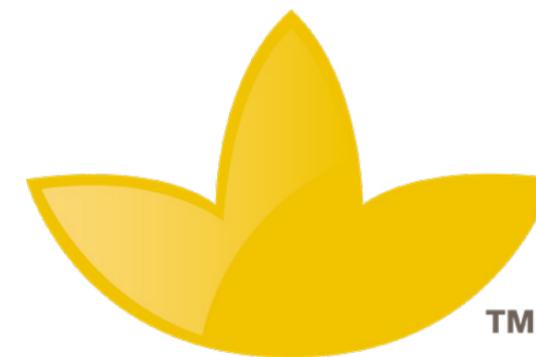
The Simplot logo and Simplot leaf are trademarks of the J.R. Simplot Company.

In the example shown here, the “R” shows that the Simplot logo is a federally registered trademark in the U.S. The leaf carries a R in some countries and a TM in others.

Each country grants its own trademark registrations, the “®” may be used only in a country where the mark is registered.

There are many rules around the use of a trademarked product or service name or logo. See Simplot’s Trademark Usage Guidelines for details.

If you need more information, review the trademark resources on The Pulse or contact the Simplot Intellectual Property (IP) Team.



Trademark Size Variations

Which variation is based on the size of the logo in your design. The size of the trademark symbol is larger when the logo appears at smaller scale.

The **small registration mark logos** are to be used for sizes larger than 3" (7.6 cm) for print or 135px (72dpi) for digital.

The **large registration mark logos** are to be used for sizes between .75" (1.9 cm) and 3" (7.6 cm) for print and 75px – 135px (72dpi) for digital. These logos use the flat leaf and feature a larger registration mark* to ensure legibility at smaller sizes.

All logo options are available in both trademark size variations, but the flat leaf is preferred for logos smaller than 2" (5.1 cm) or 135px.

SMALL REGISTRATION MARK FOR LARGER SIZES



LARGE REGISTRATION MARK FOR SMALLER SIZES



NOT ALL COUNTRIES ARE THE SAME

*This version applies for uses in the U.S.. Not all countries recognize ® or use another mark instead. Contact the Simplot Intellectual Property (IP) Team if you need to confirm which Simplot logo version to use outside of the U.S.

Logo Minimum Sizes

SIMPLOT 3D LOGO - PRINT



SIMPLOT 3D LOGO - DIGITAL



SIMPLOT FLAT LOGO - PRINT



SIMPLOT FLAT LOGO - DIGITAL



EPS, PNG, JPG – WHICH FILE TO USE?

PNGs: this file type is meant for digital use because of the quality of the compression and file size. PNGs are better for smaller uses and when a transparent background is needed around the image. Please use PNGs in place of any request for a JPG logo or graphic JPG.

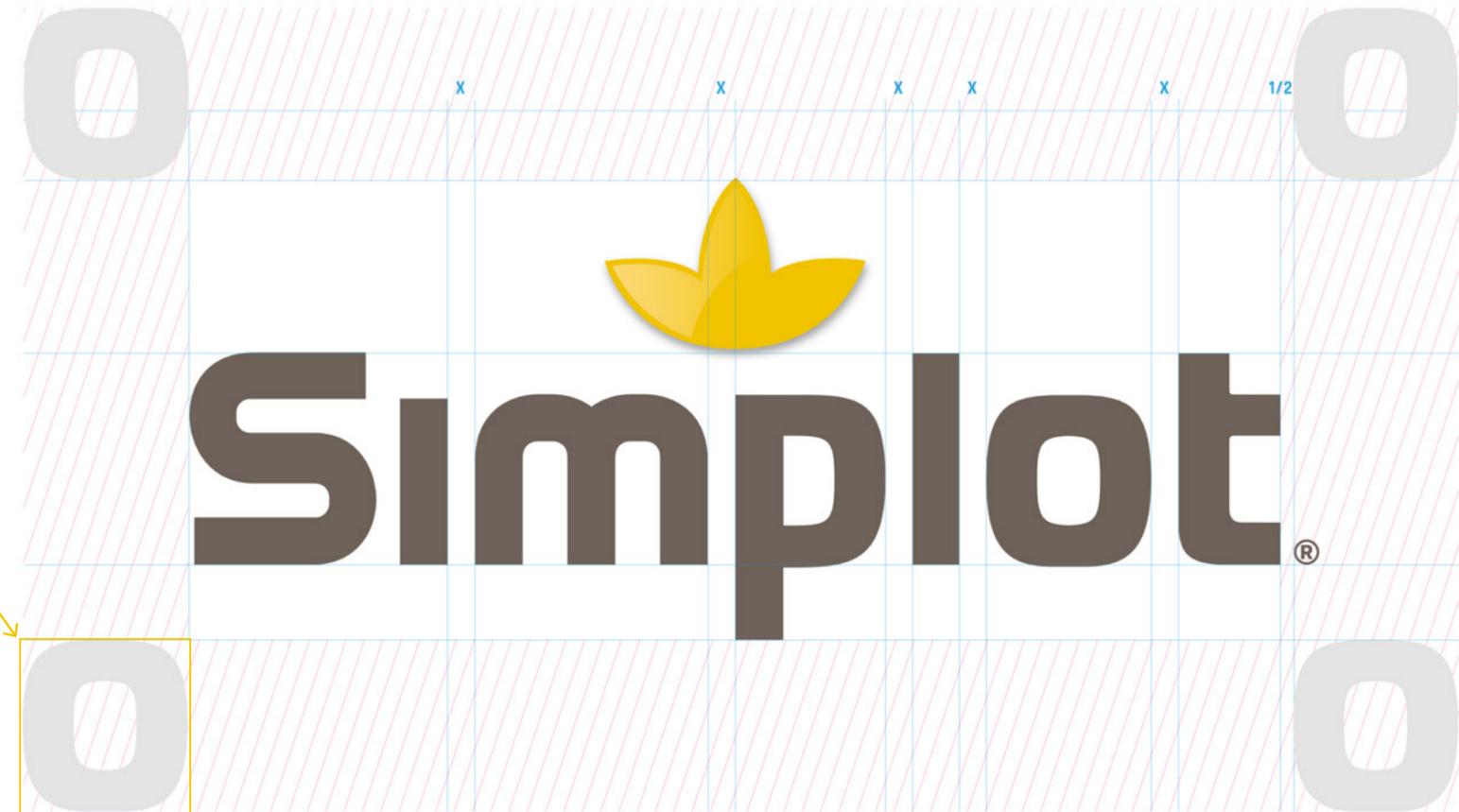
EPS: these are best used in print materials. The high resolution and scalability of the EPS format is perfect for highly detailed print, signage and merchandise.

Logo Clear Space

The Simplot logo requires a certain amount of clear space on all sides. This means that nothing else should appear within that space.

Clear space includes the edge of the document or container and any graphic parts such as lines, outlines or shadows. Be sure to keep the width of the “o” between the logo and all elements.

Follow the guidelines on page 25 when placing the logo over a photograph.



EXCEPTIONS TO THE CLEAR SPACE RULE

The only exception to the clear space rule are Simplot's Purpose, Mission and operational logos found on the following pages.

Proper Logo Sizing

It's vital to use the Simplot logo in a way that balances the design without overpowering it. A common mistake is making the logo too large, which can dominate the design.

The logo should be placed in a manner that clearly identifies our Company while maintaining focus on the content.

If the Simplot logo appears alongside one or more other logos (including Simplot product or program logos), the Co-Branding Guidelines on pages 70 - 75 must be followed for logo size and placement.

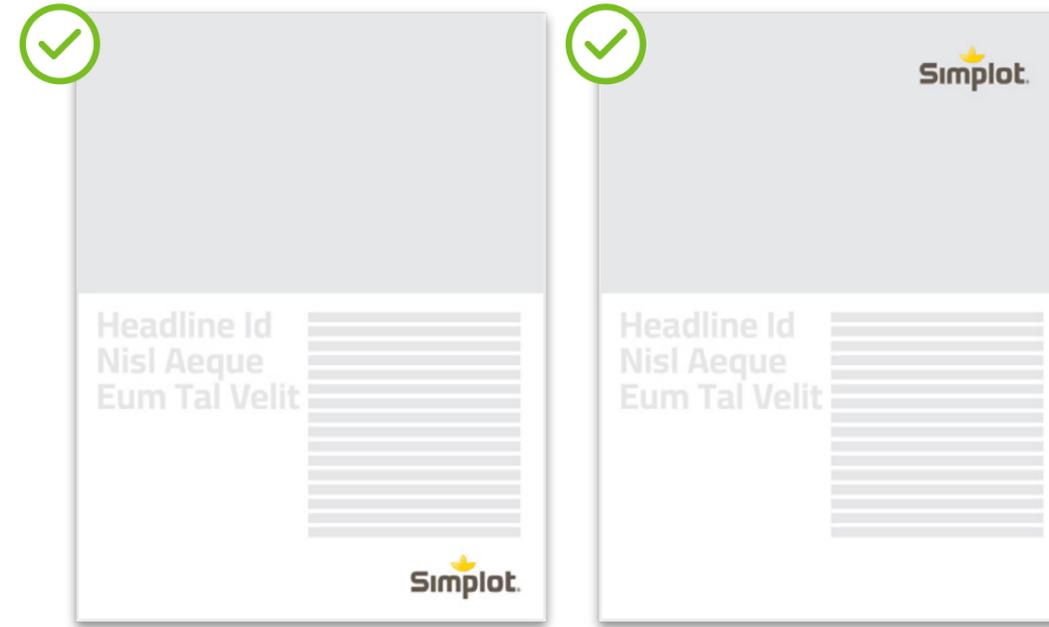
Questions? Just reach out to the [Simplot Brand Team](#) for help.



LOOKING FOR A LOGO FILE?

Simplot's DAM is THE central location for all of Simplot's logo files. We can even help you decide which file type you need for your specific project! Visit dam.simplot.com to get started!

PROPER SIZING OF THE LOGO



IMPROPER SIZING OF THE LOGO



Logo | Approved Lockup Versions

There are only two categories that will use an alternate “lockup” version of the Simplot logo: **separate legal entities** and **leadership-approved retail entities**. A “lockup” refers to a business unit name connected to the Simplot logo inside the required white space. The separate legal entity logos must be used in all situations and the retail entity logos may be used in place of the primary Simplot logo for external customer facing efforts.

All other variation of the Simplot logo lockup (country, regional or business unit logos) are no longer approved and should be discontinued at the next re-order point. Additional distinction can be managed through graphic design or text (e.g. Simplot in Mexico).

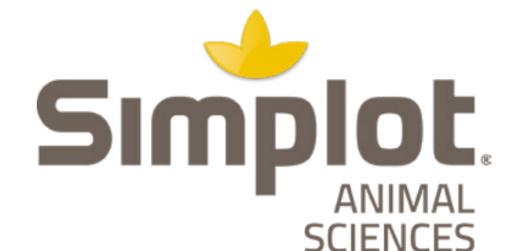
Follow the same size and use guidelines (minimums, use of the flat leaf, over photography, etc.) that apply to the primary Simplot logo.

These logos are available in all color and trademark size variations and available in the [Simplot DAM](#).

SEPARATE LEGAL ENTITIES



LEADERSHIP-APPROVED RETAIL ENTITIES



Logo | Internal Use Only

Specialized logo “lockups” are available for select Simplot major business areas for **internal use only** where we must differentiate one Simplot business unit from another (i.e, materials such as on a strategy document or internal building signage where other Simplot divisions are housed).

These logos **SHOULD NOT** be used in place of the primary Simplot logo for any external uses; **the primary Simplot logo is the preferred version in most cases.**

The internal use only lockups are available from the Simplot DAM and should not be modified or redesigned. **Do not create your own.** Contact the Simplot Brand Team with any questions.

Follow the same size and use guidelines (minimums, when to use of the flat leaf, over photography etc.) that apply to the primary Simplot logo.



Logo | Purpose & Mission

Together, our Purpose and Mission form the core of our brand compass and help direct our business activities and the way we represent the J.R. Simplot Company to the world. These logos can be used externally facing in place of the primary logo if needed.

Knowing their importance, we've created logo "lock-up" versions of the Purpose and Mission you can use to help increase brand recognition.

This logo combination can't be used with any of our business area variations. You can, however, use the Purpose or Mission in your project separately from the logo in a nearby location.

All versions are available from [Simplot's DAM](#). These logos come with clear space requirements just like the primary Simplot logo. See page 20 for details.

SIMPLOT PURPOSE



SIMPLOT MISSION

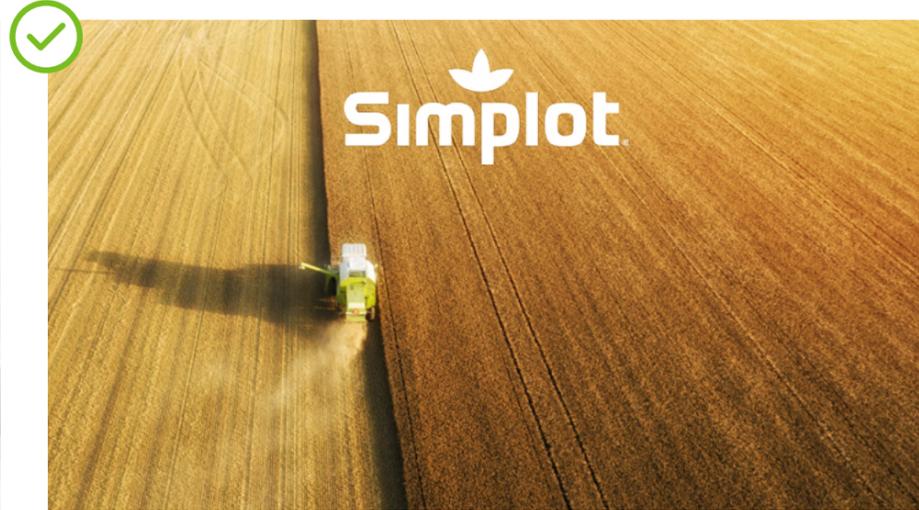


Logos and Photography

The Simplot logo can be used over a photo as long as it is clearly visible and easily seen.



DO manipulate background photos when needed to create a neutral space to place the logo and achieve proper contrast.



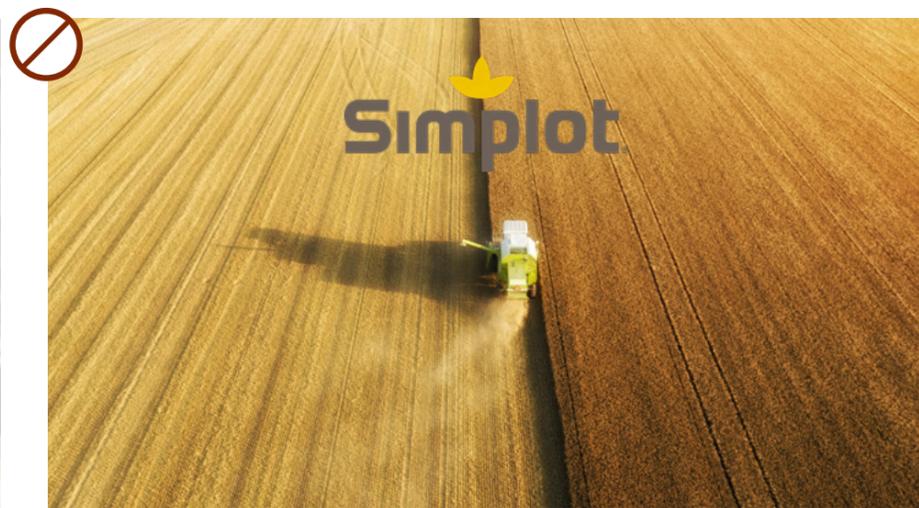
DO adjust image crop to move distracting objects or issues that would make the logo difficult to read.



DO use the preferred primary Simplot Gray logo on photos when possible, with proper contrast and legibility.



DON'T place the Simplot logo on busy backgrounds or in an area of a photo that makes it hard to see.



DON'T place the background photo so that it creates distracting lines, contrast or noise behind the logo.



DON'T use the white or black Simplot logo when the primary version can be used.

Logos and Colored Backgrounds

The Simplot logo is approved for use over brand color backgrounds. Use the full-color Simplot logo when possible. Otherwise, select the reverse, black or white version that provides the best contrast.



The full-color logo provides adequate contrast to stand out from the background, for both the logo and the leaf.



Logo provides ample contrast with the background.



Logo provides ample contrast with the background.



Logo does not provide ample contrast with the background.



Logo provides too little contrast with the background.

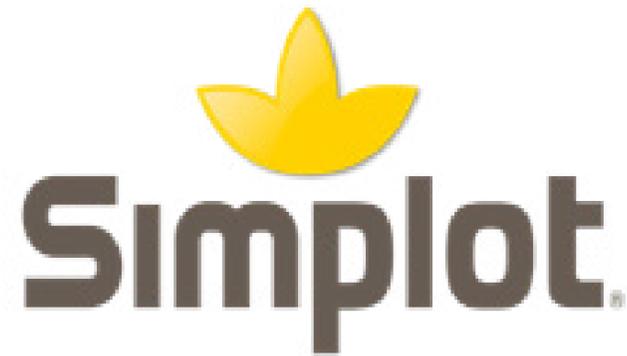


While the full-color logo is preferred and the leaf stands out, the logo gets lost against the background.

Logo Don'ts



DON'T distort the logo by stretching or compressing.



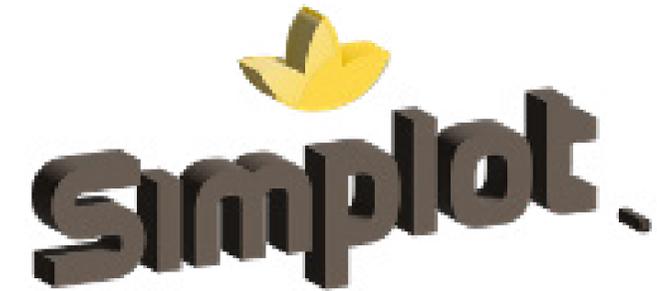
DON'T resize or move the leaf.



DON'T change the colors of the logo or any of its elements.



DON'T make the logo transparent.



DON'T add effects (3D, shadows/glows, special fills).



DON'T change the orientation of the logo.



NEVER USE THE LOGO WITHIN A SENTENCE INSTEAD OF THE NAME

Always spell out "Simplot" in the same font as the rest of the headline or sentence.

The Simplot Leaf

The leaf symbol plays a critical role in our brand aesthetic. It highlights our history and our connection to farming and potatoes. It also expresses our belief in a bright future and the role agriculture will play in helping us create that future.

The leaf must also have the correct clear space around it. The leaf includes a trademark TM symbol* of appropriate size for most uses. Depending on the size of the leaf, you may need to enlarge or shrink the TM to keep it legible.

The TM is not required if the leaf appears .75" (1.3 cm) or smaller.

If you are using the leaf more than once on the same page, it must have a trademark symbol the first time it appears. The mark should also appear with the first use on separate pages or sections of the same materials.

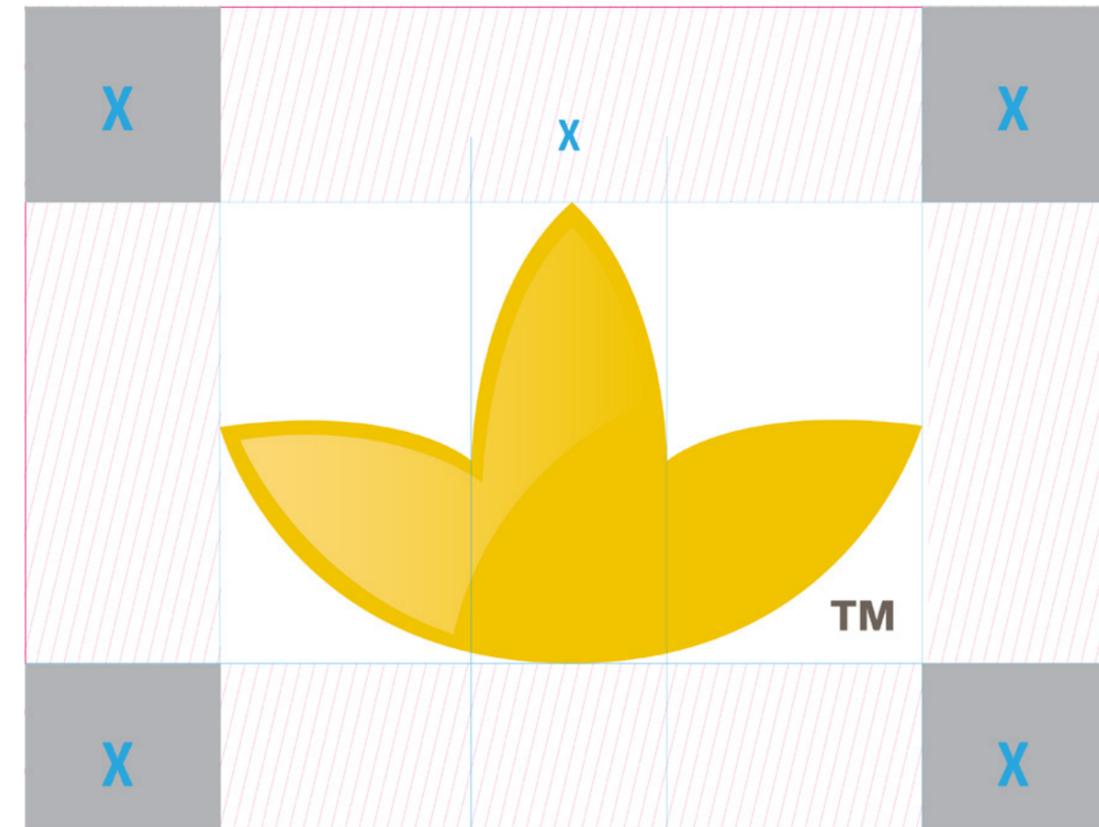
*This guidance covers U.S. uses. Contact the [Simplot Brand Team](#) or the [Simplot IP Team](#) if you need to confirm which leaf version to use outside of the U.S.



THE LEAF CAN'T APPEAR WITHOUT THE SIMPLOT LOGO

The leaf is NOT an alternative for the Simplot logo. The full Simplot logo must always be present somewhere in the same material.

CLEAR SPACE



MINIMUM SIZE - PRINT



.75" (1.3 cm)

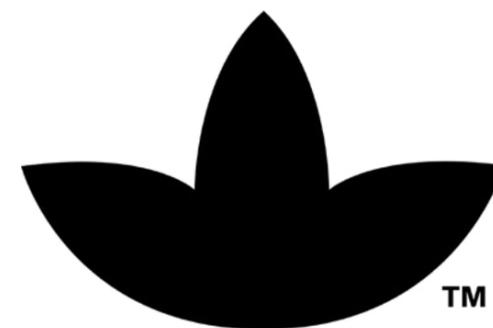
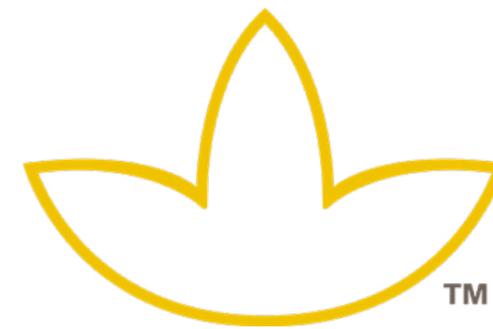
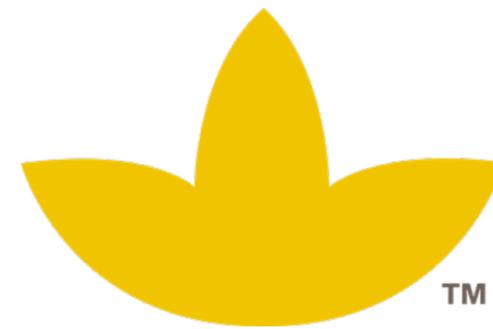


25px

Leaf Symbol Colors

While the 3D leaf can only appear in Simplot Gold, the Flat leaf is approved to appear as a solid or outlined symbol in four brand colors: Simplot Gray, Simplot Gold, black and white.

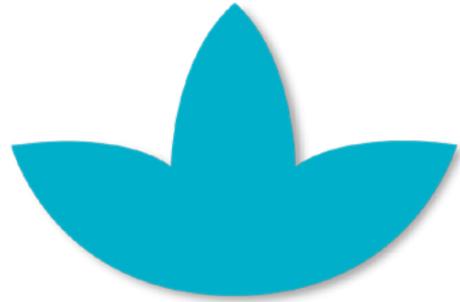
These leaf options are available from the [Simplot DAM](#).



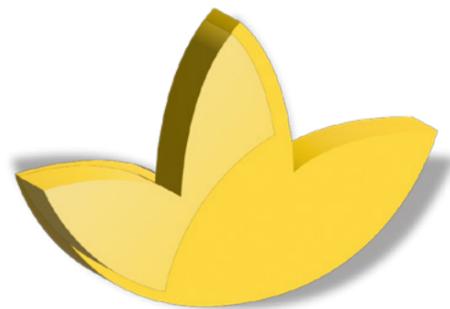
LEAF MODIFICATIONS

Please do not modify or create new versions of the leaf. Use the versions found in [Simplot's DAM](#). If you have questions, just ask the [Simplot Brand Team](#).

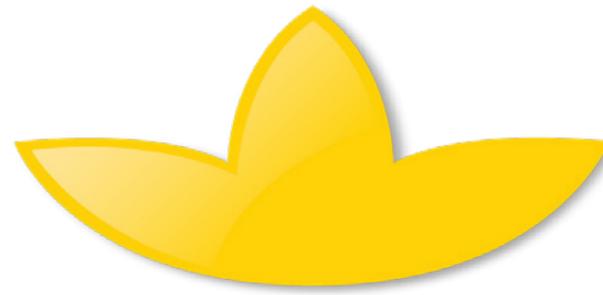
Leaf Symbol Don'ts



DON'T use unapproved colors for the leaf or create a 3D leaf other than in Simplot Gold.



DON'T add effects or dimension to the leaf.



DON'T distort the proportions of the leaf.

-  Example bullet point number one
-  Example bullet point number two
-  Example bullet point number three

DON'T incorporate the leaf into a design or use it as a graphic element, such as a bullet point or wayfinding signage.



DON'T rotate or change the orientation of the leaf.

SIMPL**T**

DON'T use the leaf to stand in for a letter in a word.

COLOR PALETTE



PRIMARY COLORS

SIMPLOT GOLD PMS - 7406 CMYK - 0/17/100/0 RGB - 241/196/0 HEX - #F1C400	DARK SIMPLOT GOLD PMS - 118 CMYK - 7/28/100/30 RGB - 172/132/0 HEX - #AC8400	SIMPLOT GRAY PMS - Pantone Warm Gray 11 CMYK - 26/36/38/68 RGB - 110/98/89 HEX - #6E6259	BLACK PMS - Black CMYK - 60/40/40/100 RGB - 0/0/0 HEX - #000000	FIELD GREEN PMS - 363 CMYK - 76/3/100/18 RGB - 54/131/33 HEX - #368321	DARK FIELD GREEN PMS - 350 CMYK - 80/21/79/64 RGB - 44/82/52 HEX - #2C5234
	MEDIUM SIMPLOT GOLD PMS - 110 CMYK - 2/22/100/8 RGB - 218/170/0 HEX - #DAAA00		MEDIUM SIMPLOT GRAY PMS - Cool Gray 11 CMYK - 0/0/0/80 RGB - 88/89/91 HEX - #58595B		MEDIUM FIELD GREEN PMS - 2273 CMYK - 84/0/100/39 RGB - 37/114/38 HEX - #257226
	LIGHT SIMPLOT GOLD PMS - 1215 CMYK - 0/6/53/0 RGB - 251/216/114 HEX - #FBD872		LIGHT SIMPLOT GRAY PMS - Warm Gray 7 CMYK - 16/23/23/44 RGB - 150/140/131 HEX - #968C83		LIGHT FIELD GREEN PMS - 368 CMYK - 65/0/100/0 RGB - 120/190/32 HEX - #78BE20

SECONDARY COLORS

SEA PMS - 288 CMYK - 100/80/6/32 RGB - 0/45/114 HEX - #002D72	DARK SKY PMS - 322 CMYK - 97/9/39/34 RGB - 0/116/112 HEX - #007470	BRIGHT SKY PMS - 3135 CMYK - 100/0/20/0 RGB - 0/176/202 HEX - #00BOCA	BLOOD ORANGE PMS - 484 CMYK - 8/92/100/33 RGB - 130/39/4 HEX - #822704	RUST ORANGE PMS - 167 CMYK - 5/77/100/15 RGB - 189/79/25 HEX - #BD4F19
--------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------

GRAYSCALE

WHITE	10% BLACK	20% BLACK	40% BLACK	60% BLACK	80% BLACK	100% BLACK
-------	-----------	-----------	-----------	-----------	-----------	------------

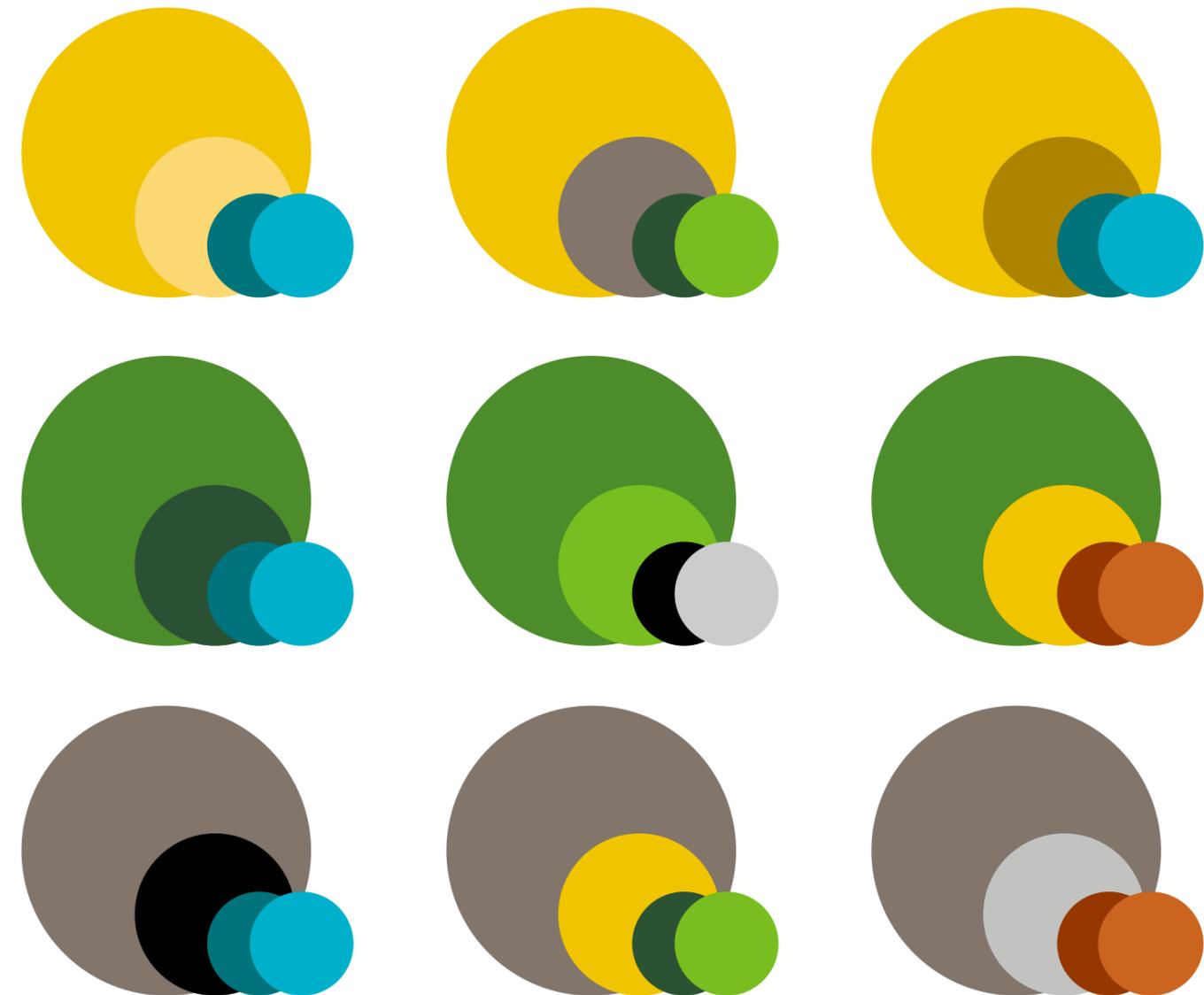
Suggested Color Pairings

These recommended brand color pairings should help you mix and match colors within your materials that best reflect the brand.

These examples also provide an approximate ratio for color usage: large circles use predominantly primary colors, while colors in the smaller circles would be used as accents.

Secondary colors are the colors we want to use frequently to accent our primary brand colors. That doesn't mean they need to be used constantly, but they should be consistently present to build an association with our brand.

When black is used in lower color percentages, it creates what's called grayscale. Grayscale is best used for subtle graphic elements (lines, boxes, backgrounds etc.) to give dimension to your design.



WHEN TO USE CMYK, RGB, PANTONE, OR HEX?

When leveraging colors from the approved Simplot color palette, use the color values appropriate for the materials you are designing. For example:

- CMYK and PANTONE: primarily for use in print materials
- RGB and HEX: primarily for use in digital materials



TYPOGRAPHY

Typography

As with our color palette, we selected the following typography to best represent our brand. Chosen for their versatility and ease of use, these fonts are legible, approachable and timeless, while providing a forward-thinking style. They should be used in all situations companywide.



WHERE CAN I FIND CAIRO AND INTER FONTS?

Your Simplot-issued computer may come with Cairo and Inter already installed. If you need them, simply search “brand fonts” on the [Simplot DAM](#), and download and install them to your computer. If you need help installing them, reach out to the IT Service Desk.

CAIRO

Our brand uses Cairo for headlines and for subheadings.

Extra Light
Light
Regular
Medium

SemiBold
Bold
Extra Bold
Black

INTER

Our brand uses Inter for body text.

Thin
Extra Light
Light
Regular
Medium

SemiBold
Bold
Extra Bold
Black

INTER TIGHT

A secondary font if the standard Inter is kerned too wide for your application

Thin
Extra Light
Light
Regular
Medium

SemiBold
Bold
Extra Bold
Black

Typography Variations

HEADLINE

Cairo SemiBold or Bold is preferred for primary headlines and titles. Title case is preferred, but sentence case and all caps is permitted. All lower case is not permitted.

SUBHEADING

Cairo may also be used for subheads, sidebars, callouts, and anywhere else you want to draw attention. Title case is preferred, but sentence case and all caps is permitted. All lower case is not permitted.

BODY TEXT

Inter is approved for body text and should be left justified. Point size will vary depending on the materials. Bold and italic versions can be used for emphasis.

**We Contribute to
Feeding Our World**

Your Partners in Sustainable Success

Our sophisticated distribution system ensures that we can be counted on to deliver, even in periods of highest demand. This goes far beyond simply establishing a company recycling program or turning off the lights when everyone goes home. True sustainability comprises meeting the economic, environmental and social needs of our employees and communities, while preserving the opportunity for future generations to do the same.



INTER FONT SIZE FOR BUSINESS USE

For PowerPoints and other standard business documents, use Inter 11-point font.

Examples of Typography in Print

Inter Bold →

Cairo Semibold →

Inter Regular Italic →

Inter Bold →

Inter Regular →

TREND FOUR |
Pizza Unlimited

66 *Pizza is one of these universally-loved concepts that lends itself to innovation, taking on the flavor and cultural sensibilities of each new generation. You're seeing this not only in how you make it, but when you can serve it.*
— CHEF ZELLER

WHY IT'S ON TREND

Breakfast Pizza: Over the past 4 years, breakfast pizza has grown +66% at pizza restaurants and +21% at non-pizza restaurants (driven by brunch).

Vegan Pizza: Vegan has grown +146% on pizza menus in the past 4 years.

Keto Pizza: Keto is a low-carb, high-fat diet that stimulates fat burning by putting the body into ketosis. 25% of keto dieters do so because it "helps them build a healthier lifestyle."²

POWER TO THE PIE

Pizza is on **37%** of menus nationwide?¹

43% of consumers order pizza at least once a week.²

New York-style pizza is the most popular choice with **65%** of consumers.³

MICHAEL ZELLER
Corporate Executive Chef,
Simplot—Western Zone

Former restaurant owner,
Corporate Executive Chef
at Johnsonville Sausage,
Sales at Kraft Foodservice

TREND FEAST | SPRING/SUMMER 2019 | 8

Cairo Semibold →

Cairo Extra Bold →

Inter Medium →

A PARTNER YOU CAN GROW WITH.

IN YOUR FIELDS. BY YOUR SIDE

Since 1929, Simplot has been committed to Bringing Earth's Resources to Life. And while we've grown in to one of the country's largest privately held agribusiness companies, at heart we're still as small as a single farmer, a single field, a single orchard.

At Simplot Grower Solutions, our advisors are ready to provide the helpful service, insightful data and advanced products that will help make you get the most out of every acre. To learn more about what our full platform of products, technologies and services can do for you, contact one of our crop advisors today.

Simplotgrowersolutions.com | 800-635-9444

Simplot.

i WHICH FONT TO USE?

Inter is for body text. Never use Cairo as body text, even in emails. Cairo is reserved for headlines and subheadings.

Typography Readability

Not all of Simplot's brand color combinations are good for viewers' eyes. Make sure you aren't combining colors that are hard to read. A few good resources to use:

- [ADA Site Compliance Contrast Checker](#)
- [Web Aim Contrast Checker](#)

HEADLINE AND SUBHEADING TEXT

You can use headlines and subheadings in Simplot's brand colors, as long as the color combination meets basic accessibility and color contrast guidelines (WCAG AA).

BODY TEXT

Should be in either Simplot Gray, 80 - 90% black or white. Choose the option that provides the best contrast for legibility.

TEXT PLACEMENT

Make sure your text can be easily seen! Do not place text over images or textures that make it hard to read.



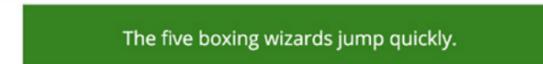
Contrast Ratio
4.74:1

[permalink](#)

Normal Text

WCAG AA: **Pass**

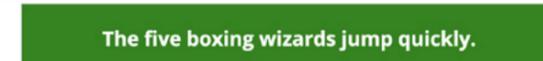
WCAG AAA: **Fail**



Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**



Graphical Objects and User Interface Components

WCAG AA: **Pass**



DON'T use text on busy photography.

Correct Use of Our Company Name

“J.R. SIMPLOT COMPANY” AND “SIMPLOT”

“J.R. Simplot Company” is the official Company name. It is preferred that it be used in the first instance within your materials.

“Simplot” is the approved abbreviated version of our Company name and may be used only after using the full “J.R. Simplot Company” name. In cases where word count is an issue, such as within social media, you may use “Simplot.”

It is OK, and at times necessary, to use the word “the” in front of “J.R. Simplot Company” to act as a definite article. We are “the” Simplot Company, not “a” Simplot Company.

ADDITIONAL GUIDANCE

- **DON'T** use variations, plurals, or possessive forms of Simplot trademarks.
- **DON'T** use Simplot trademarks in a manner likely to mislead or confuse the public as to the origin of any goods or services, or as to sponsorship or endorsement by Simplot.
- **DON'T** incorporate or integrate Simplot trademarks in your trade names, business names, social media usernames or domain names without approval by the Simplot IP Team.

If you have any questions, contact [Simplot's Brand Team](#) or [Simplot IP Team](#).

Copyright Notices & URL Typography Style

COPYRIGHT NOTICES

Always use a copyright notice on your materials. The notice should be in the smallest font size on the page (but no smaller than 6-point font in print), but still be readable. It should be placed in a discrete location (e.g., bottom left corner or centered in layouts, last page in document).

If you aren't sure of your business area's legal business entity name, ask your manager. Only one copyright notice is needed on each item. The notice should be in Inter SemiBold. The copyright notice for most Simplot materials is:

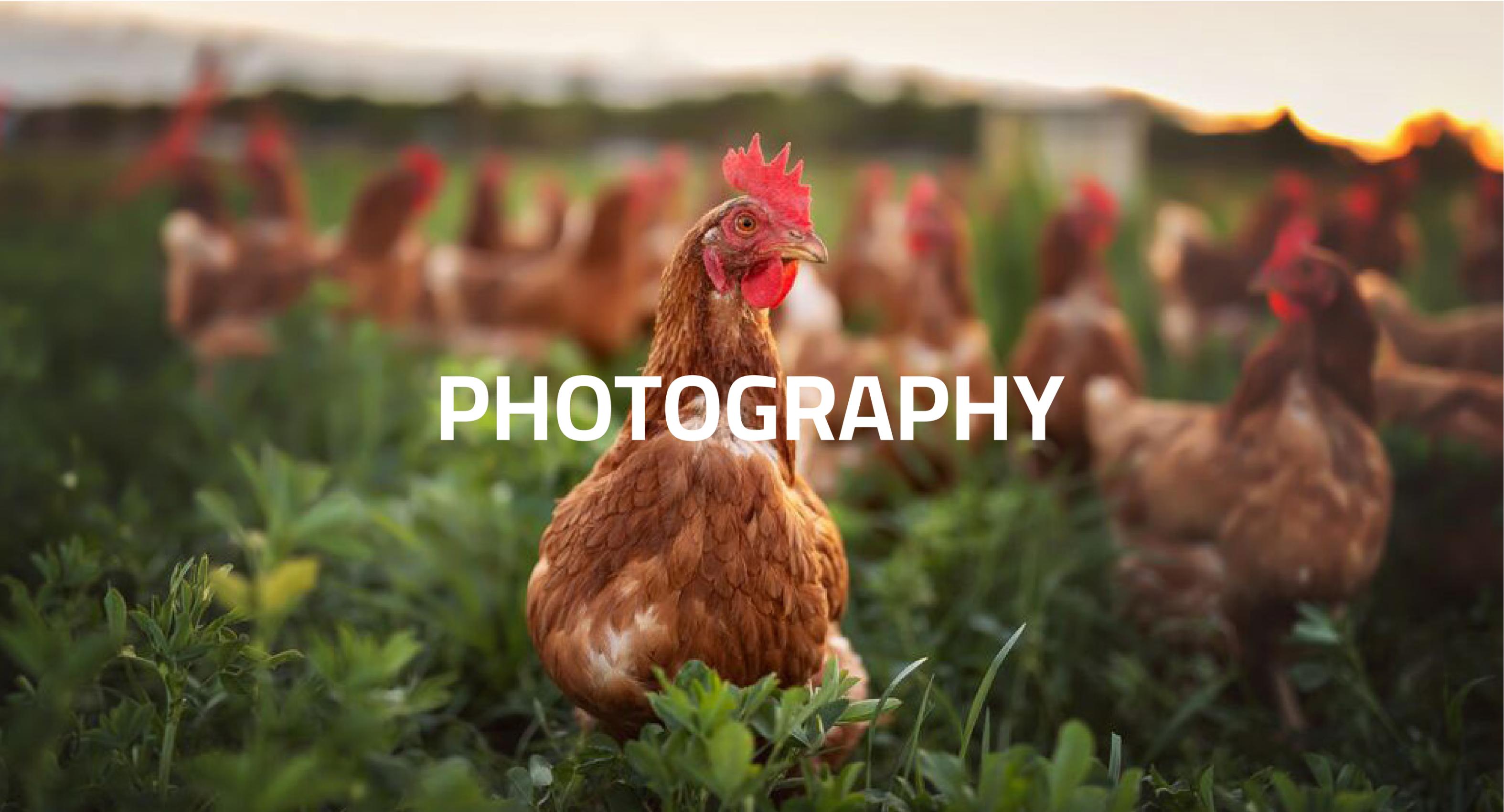
© [Year] [Legal Business Entity Name]. All Rights Reserved.

URLS

When used as a call to action, Simplot web addresses should be in Inter or Inter SemiBold: **simplot.com**

Only use “www” for addresses in footnotes.

When used in body text, URLs must always be underlined and in a brand color that shows a strong contrast. When possible, hyperlink the text to the URL (e.g., on the web, in emails and other digital materials).



PHOTOGRAPHY

Photography Style

Our brand images help us connect with our customers, our partners, our prospects and the broader public. It helps set us apart from our competitors and allows us to share our unique and optimistic point of view with the world.

Our brand images have a few things in common:

- We come from authentic farming roots, so don't use fake, overly-styled images with actors. Choose stock photographs that use real people, not posed models.
- We express our positive attitude and our belief in the beauty of what's possible through use of abundant natural light - particularly the special atmosphere that the sun's glow, shine or flare creates in our images.
- We like to draw the viewer into our brand experience by telling a story. Engage our audience and inspire curiosity through subject matter, angle, cropping and other native effects.



NEED HELP WITH IMAGE ACCURACY?

If you are having difficulty identifying whether your photo shows appropriate content, check with the [Simplot Brand Team](#) to request a review. We're here to help!

Photo Accuracy

Accuracy in our photographs is vital. Use of inaccurate images that misrepresent the subject can cause confusion among our customers and potential legal issues for our Company. That's why we strongly urge you to engage with your marketing team or the [Simplot Brand Team](#) to ensure your photos only show content that is accurate to Simplot products and processes.

It is never appropriate to photograph or film any of the Simplot's work locations or processes without permission from the IP Team to do so.. If you are unsure about the subject of your photos, contact [Simplot IP Team](#) for guidance.

Some examples of unapproved images:

- **Unhealthy crops, or crops that are not currently in Simplot's portfolio**
- **Outdated or rusty farming vehicles or machinery; vehicles and machinery not used in the countries where we operate; broken or dilapidated fences, buildings, etc.**
- **Animals, livestock or fish that are the wrong breed or type**
- **Animals or livestock that may appear unhealthy to an untrained eye**
- **Images of food products not produced by the Company**
- **Unsafe situations**
- **Uniforms and workstations that are not clean or in good repair**

Photography Rules

BE ON BRAND

To ensure images are easily recognizable and reflect the Simplot Brand for your customers, take their unique styles into consideration. Photography should reflect and represent our brand just as much as our logo or color scheme.

COMPOSITION AND CONTEXT

The people and objects you include in your photos should provide your audience all the context it needs to understand your brand. The audience should be able to “feel” the Simplot Brand through the experience that moment serves.

- Use a shorter focal length to keep your subject in focus while the background fades to a slight blur.
- Work with unique angles to add interest and life.
- Keep in mind color, proportion/scale, balance and space when choosing a photo.

INCLUSIVITY AND DIVERSITY

Remember that we serve diverse customers and communities around the world. Images should always demonstrate an inclusive attitude.

ENVIRONMENT

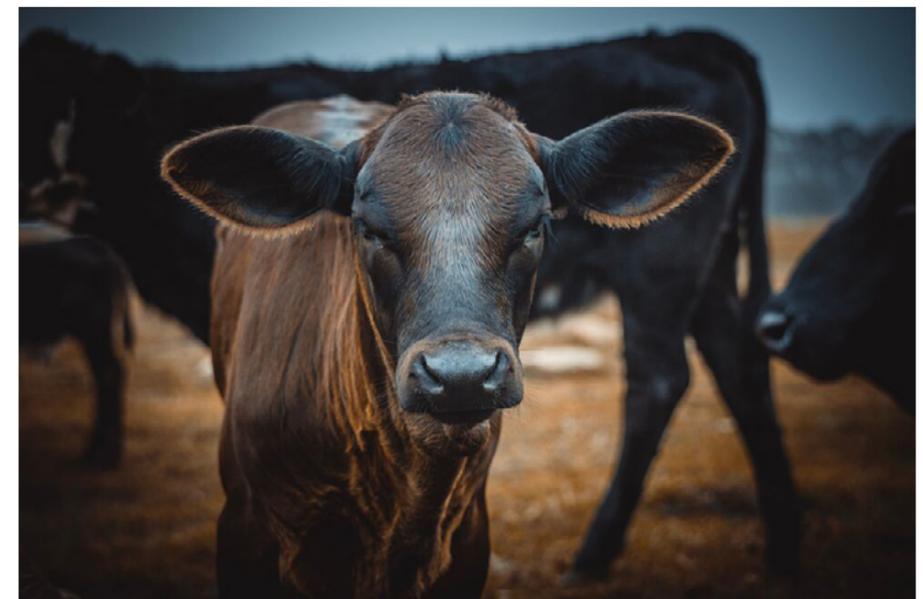
Deciding the location(s) and lighting of your photos will establish consistency and recognition. Although they don’t always have to be the same, establishing the same visual “style” for your photos is important. See examples on the following pages.

COLOR PALETTE

Color is one of the most identifiable aspects of our brand. Photography should add an additional level of identity.

- Images should be rich in color, emphasizing the deep earth tones.
- Limit shadows and shooting at high noon to keep colors full.
- The morning and evening “golden hour” are the best times to shoot.

Animal Photography Examples



Harvesting Photography Examples



Crop Photography Examples



People Photography Examples



Food Photography Examples



Stock Photography or Photo Shoot?

Simplot offers a library of thousands of photographs you can use in your materials as well as librarians to assist you. If you need other images, there are two ways to get them:

- By photo shoot using a professional, marketing-team photographer, or
- By acquiring images from the [Simplot DAM](#) or licensing appropriate images from Adobe Stock. You can browse and download previews directly from Adobe Stock and work with the [Brand Team](#) to get images licensed after a brand review.

There are advantages and disadvantage of each. These are outlined in the chart to the right.

A ONE SIMPLOT APPROACH

If you choose to use a photographer, please coordinate your session with the [Simplot Brand Team](#). We may have similar or nearby photo needs and can partner with you to have those photos taken, potentially reducing the cost burden and gaining One Simplot efficiencies.



DO NOT USE FREE STOCK PHOTOGRAPHY

The licensing agreements are very restrictive for commercial use and we don't recommend them.

PHOTO SHOOT

- Complete control over content, lighting, setting and mood
- Can be more costly than purchasing stock images
- Photo subjects are required to sign waivers for their use in photographs and photographers need to sign waivers to release use of their photos.* Subjects may need to sign separate consent forms for their likeness to be used for commercial purposes.

These forms are available in the [DAM](#).

VS.

STOCK PHOTOGRAPHY

- Typically, a lower-cost solution
- Can be challenging to find the right image
- Images may not conform to Simplot photo guidelines for images
- Stock photo licensing includes prohibitions for usage, time and content

GRAPHIC ELEMENTS



Graphic Elements

We have two distinctive graphic elements that leverage the power of our leaf symbol to help share our brand. The elements use a macro and micro approach.

The macro element is called the leaf supergraphic and the micro element is called the leaf row.

These assets help build a unique and dynamic brand expression in our materials.

Leaf Supergraphic



Leaf Row

Using the Leaf Supergraphic

The leaf supergraphic is a bold way to brand materials with the Simplot leaf. It comes in three variations: with a photograph inside the leaf, as a solid color, and as a transparency used over a full-page photograph. There are two sizes of the leaf supergraphic as well: $\frac{1}{2}$ and $\frac{3}{4}$. These sizes can be left or right justified. Don't use the leaf supergraphic without including the Simplot logo somewhere on the materials.

1/2 LEAF



3/4 LEAF

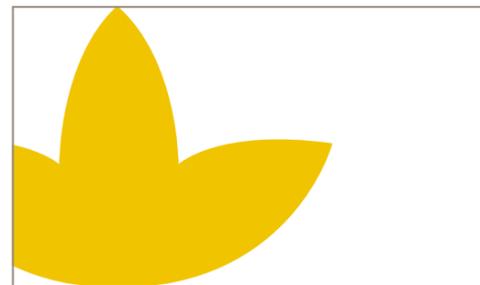
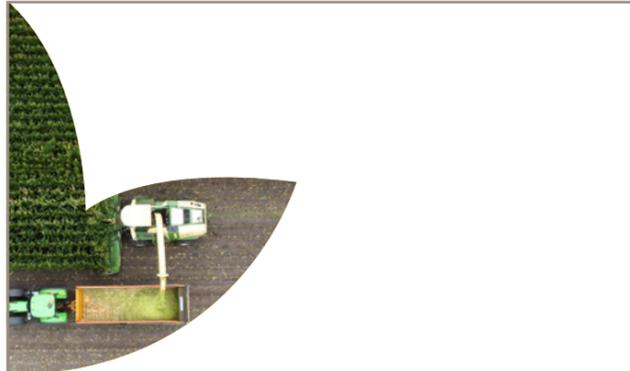


Photo Supergraphic

The photo supergraphic holds an image. When choosing an image, carefully consider the photo's composition and how you will crop it, as the supergraphic will focus the viewer's eye and highlight whatever appears inside the leaf.

Remember, the supergraphic creates a strong, direct link to the Simplot Brand, so choose the content of the image carefully. Text cannot appear over the photo supergraphic.

1/2 LEAF



3/4 LEAF



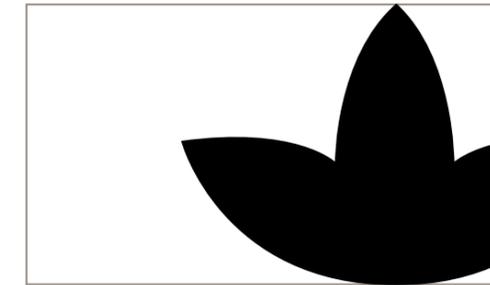
Solid Supergraphic

This option is offered in Simplot Gray, Simplot Gold, black and white, and can be left or right justified. Graphics or text can appear over the supergraphic if there is proper contrast.

1/2 LEAF



3/4 LEAF



Transparent Supergraphic

The supergraphic can be used as a transparency in Simplot Gray, Simplot Gold, black and white over a full-page photograph. The transparent supergraphic is a bold element, so ensure the photograph meets the Photography guidelines starting on page 40.

The supergraphic can be aligned on the left or right, with transparency between 20% - 50%, depending on the photo.

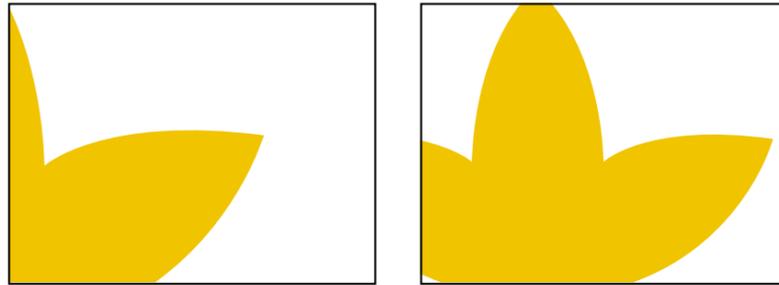
Graphics or text can appear over the supergraphic if there is proper contrast.



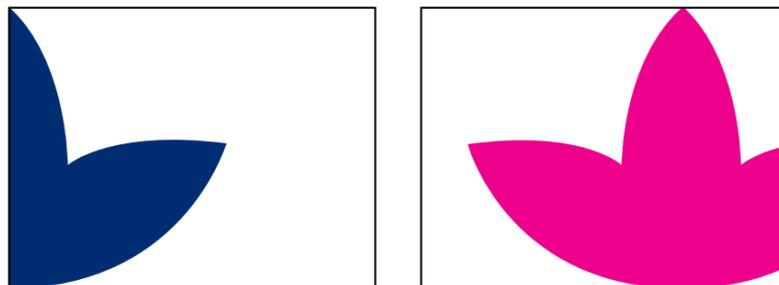
GRAY, GOLD, BLACK OR WHITE?

Consider the color of the transparent supergraphic and the colors in the photo to decide which supergraphic blends best with the photo.

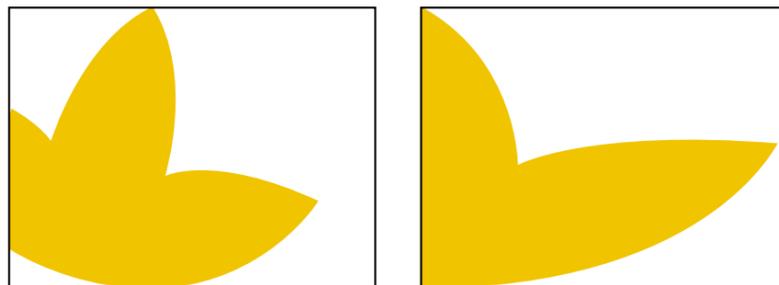
Supergraphic Don'ts



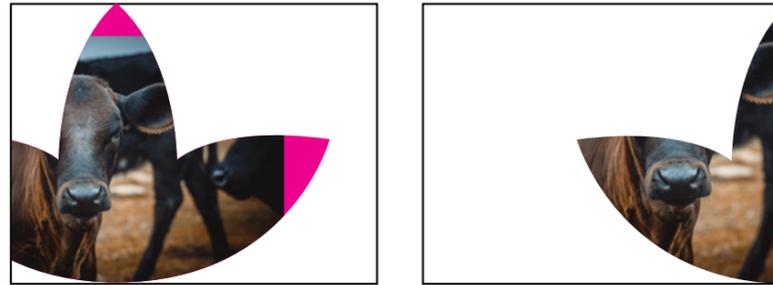
DON'T use the supergraphic or any other crop other than the approved supergraphics.



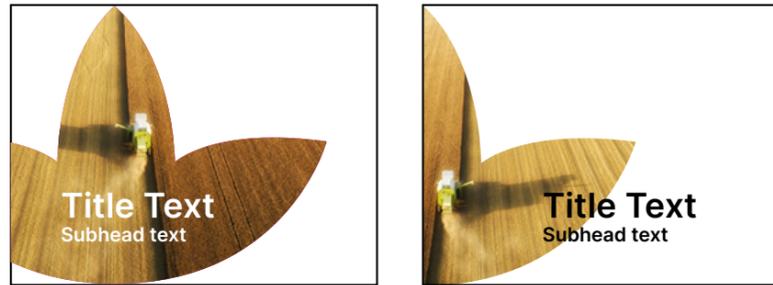
DON'T use any colors other Simplot Gray, Simplot Gold, black and white for solid supergraphic.



DON'T rotate, skew or distort the supergraphic.



DON'T use a photo that does not fill the whole shape or use a photo where the subject matter cropped out.



DON'T place text inside or over the photo supergraphic.



DON'T use photos that are too dark, too light, blurry or pixelated.



DON'T use transparency above 50% or below 30%.



DON'T make the supergraphic too small or too large.



DON'T add light text or logos with low contrast over the transparent supergraphic.

Leaf Row

The leaf row is a pattern generated by joining multiple leaf symbols in rows of select sizes. This graphic element can be used to add a more subtle tie-in to the Simplot leaf and brand.

The leaf row can be used to divide images or fields of color, or to create a “fade” into an image. They are available in all Simplot brand colors and can be used as a transparency of at least 20%.

There are two versions of the leaf row pattern: the single row and the double row. The single row is the primary version and can run up or down starting or ending in a solid edge. The double row runs both up and down.

These graphic elements cannot be used vertically.

Double Leaf Row Solid



Double Leaf Row Fade



Single Leaf Row Bottom

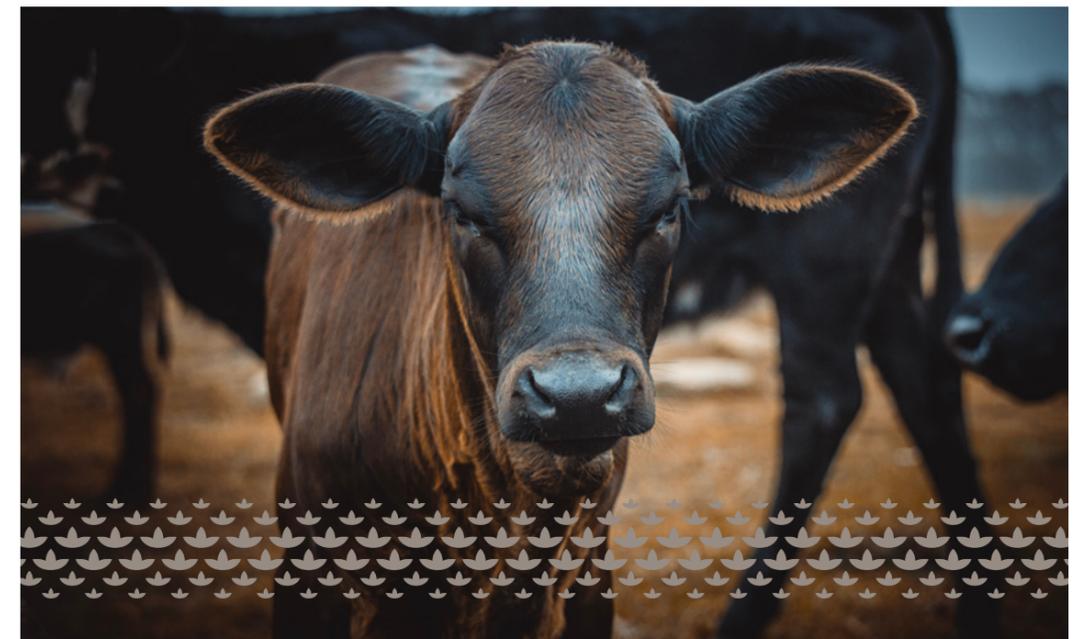
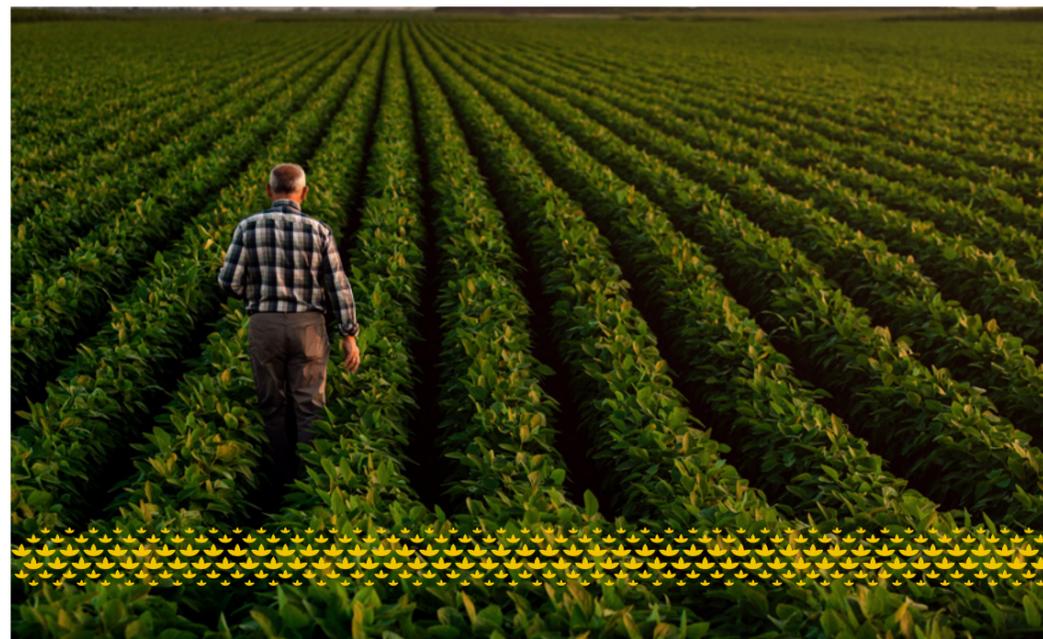


Single Leaf Row Top



Using the Leaf Row

Choose colors from the Simplot color palette that complement but don't distract from the photograph they are used with.



The preferred placement for the double leaf row is roughly 10% above the bottom of the image.

The leaf row transparency should be sized between 10%–20% of the height of the image and use a transparency of at least 20%.

Leaf Row Don'ts



DON'T choose a leaf row that distracts or detracts.



DON'T place the leaf row vertically.



DON'T use a color that doesn't provide enough contrast.



DON'T place the leaf row upside down.



DON'T make the leaf row larger than 10%–20% of the height of the photo.



DON'T use the leaf in non-brand colors.

ICONS



Icons

Icons can help audiences grasp key points and help convey complicated ideas so audiences can quickly and easily process the information in our communications.

The [Simplot Icon Library](#) (found in the DAM), offers a wide range of icons to choose from, available in every color in the brand color palette.

- Choose an icon that calls out the main point you are trying to make.
- The icon should always be used with at least a short amount of text, such as a headline or subheading.
- Place the icon on a clean, uncluttered background.
- Limit the number of icons you use on a page. Using more than five icons on a single page makes the design look cluttered and confusing.
- Don't incorporate an icon with a trademark.



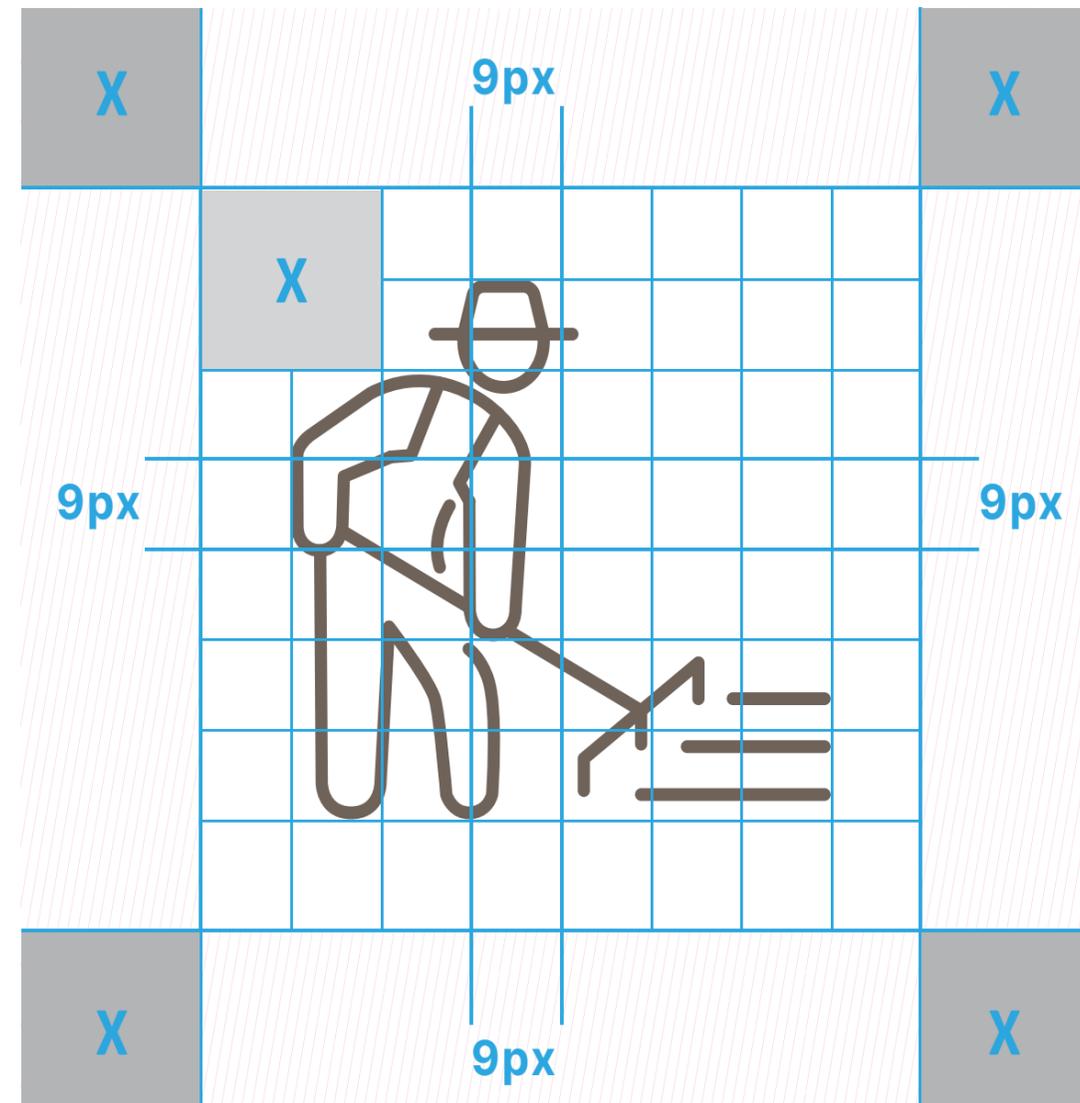
EASY ICON ACCESS

If you have MS Office 365, you have access to PowerPoint's Icon Library, which contains thousands of icons that fit the Simplot icon style. To add an icon, select "Insert," then "Icons." Choose the style that matches that shown at right.

Icon Style

Simplot's icon style is open and airy. The lines are simple and clean, with rounded corners and ends. Straight lines are kept to a minimum. Where people and animals are shown, the icons have rounded gestures to provide a sense of motion and activity. This approach helps create a friendly atmosphere that reflects the honest, open and approachable personality of Simplot.

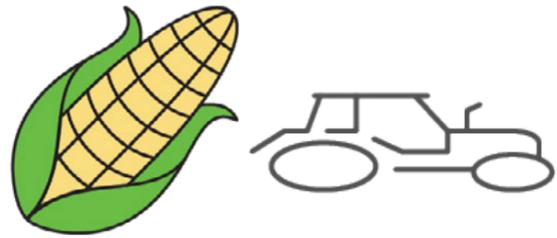
Icons are built on a 72px grid with a 9px margin. Line weight at this size is 1.25 pt. This construction allows for clear legibility at smaller sizes for lower-resolution digital uses and the ability to scale up for larger, high-resolution print uses.



CREATING NEW ICONS

Do not create new icons. If a specific icon is required, please contact the [Simplot Brand Team](#). If a new icon is approved, please allow up to two weeks for icon creation by a Simplot-approved designer.

Icon Don'ts



DON'T modify the icons (e.g., fill with color or distort by stretching).



DON'T overlap icons or create scenes out of multiple icons.



DON'T make the lineweight thicker or thinner.



DON'T use icons as the main image.



DON'T use unapproved icon colors or make icons transparent.



DON'T use colored icons on colored backgrounds that don't create a strong contrast.



DON'T use icons on cluttered backgrounds or backgrounds that don't provide create a strong contrast.



DON'T mix icon colors unless part of a color-coding system to help your audience connect the dots.



VIDEO



Video Definitions

We use many kinds of videos to tell Simplot stories, share information, inspire action and more. Here are some common types:

COMPANY VIDEOS

Videos that share our Company history, purpose, goals and values with customers

CUSTOMER/PARTNER TESTIMONIALS*

Case studies that feature stories and views from our customers and partners

INTERNAL TRAINING

Employee or business partner videos that teach a skill or expand knowledge

PRODUCT OR SERVICE LAUNCH

Videos that introduce a new Simplot product or service

PRODUCT DEMONSTRATIONS

Videos that showcase product features, value propositions and human experiences with customers or business projects

SOCIAL VIDEOS

Brief videos intended for Simplot social media channels

*Note: Customer testimonial videos must get a testimonial release and ensure all statements comply with “truth in advertising” and testimonial and endorsement laws around the world.

EXAMPLES



Video Creation Process

PRODUCTION REQUESTS

All videos produced for the J.R. Simplot Company should be made by a vendor approved by the [Simplot Brand Team](#) or your business division's marketing or communications team. If you need a video, or if you're creating a video on your own, please contact the Brand Team to discuss your needs, the available resources and the approval process.

RELEASE FORMS

The people shown in your video, as well as voiceover talent, all have the right to approve the use of their name, likeness, photo and voice. Before you publish your video, you may be asked to obtain signed Release Forms (available in the [Simplot DAM](#)) for the adults and children used in your video. Contact the [Simplot Brand Team](#) for details.

LEGAL REQUIREMENTS

You must send your video (of any subject matter for any audience) to the [Simplot IP Team](#) for review and approval.



WARDROBE GUIDANCE

When possible, make sure your video talent doesn't wear clothing with stripes or a pattern. Additionally, clothing, artwork, equipment, and other accessories should be generic and not feature brand or corporate logos aside from the Simplot logo or Simplot's brands such as Invictis. Always ensure people are wearing correctly donned personal protective equipments as needed.

Music

Music can create interest and provide greater excitement and emotion for your message – but selecting the right type can be challenging.

When choosing music, think about the kind of energy and emotion you're trying to convey. Is your video intended to generate excitement? Consider an upbeat song. Are you trying to create a certain mood or emotion, such as optimism or wonder? Consider something more soothing and orchestral.

However, the music should not distract from the video's message or overpower any voiceover. Music should not contain lyrics or be overly repetitive in shorter length videos.

LICENSING

You must obtain multiple licenses for music or sounds used commercially and you must ensure the license covers all broadcasts, including public venues, TV, radio, etc. Public venues include Simplot buildings. Contact the [Simplot Brand](#) and [IP teams](#) before using music.

Voiceover

Simplot's stories are optimistic, friendly, confident and engaging, and your voiceover should reflect that personality.

As you evaluate and select voiceover talent, make sure the narrator:

- clearly conveys your message.
- uses a tone that matches the message and intent of the video.
- uses a tone that matches the Simplot Brand.

Voiceover talent (including employees) may need to sign a release form. For more information or to discuss using in-house voiceover talent, contact the [Simplot Brand Team](#).



WHERE CAN I FIND STOCK MUSIC?

To choose music for your video, we recommend using our approved stock music resource: Adobe Stock. Browse music at stock.adobe.com, where you can download a preview for use in your video draft. Then contact the [Simplot Brand Team](#) to download a licensed version for the final output.

Video Elements

BUG

A bug is a graphic element that appears on-screen during the video and helps maintain company recognition throughout. A white leaf is the preferred method, but if more contrast is needed, you can also use a Simplot Gold leaf.

STOCK FOOTAGE AND IMAGES

You can use stock images and footage in your videos as long as they conform to our brand's image guidelines and license agreements. When using footage from stock resources such as Adobe Stock, you must purchase royalty-free content only. Contact the [Simplot Brand Team](#) with any questions.

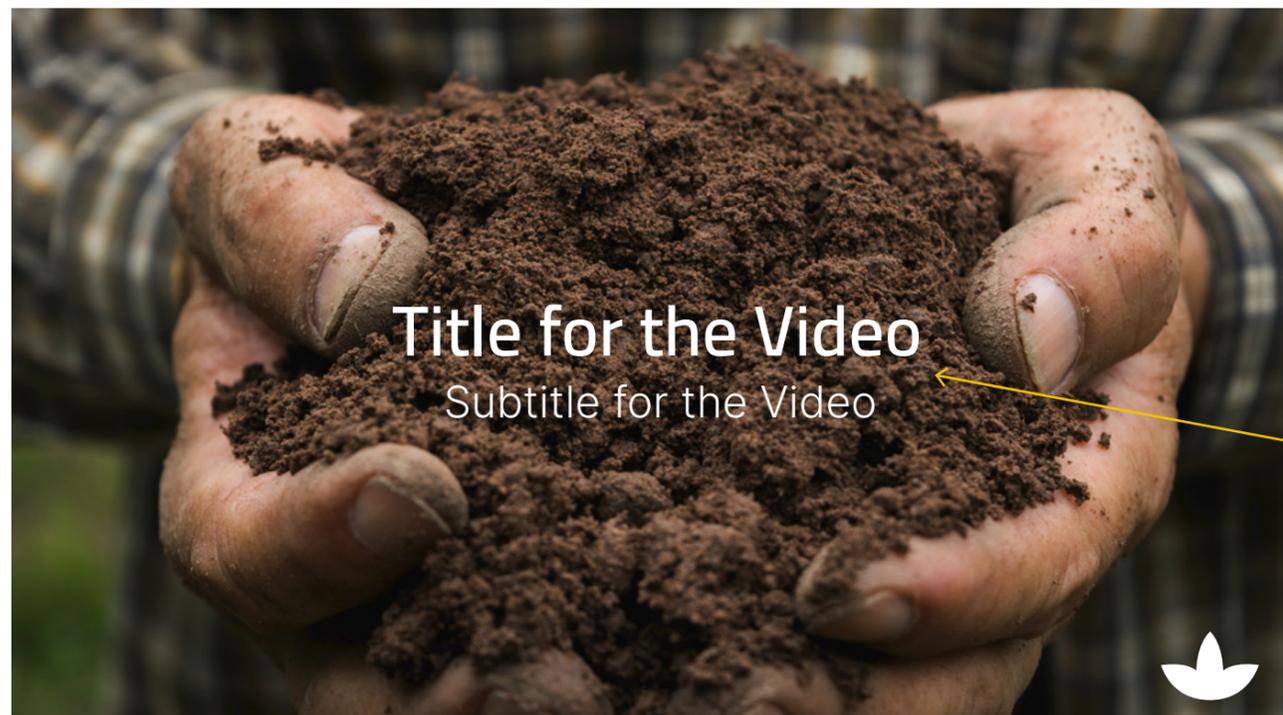
FONTS

Only use Cairo SemiBold or Bold in title case, sentence case or all caps for title cards.

Use Inter in title case, sentence case or all caps for title cards, subheadings and lower thirds.



The white leaf is the preferred method appears in the lower corner of the video for company recognition throughout. However, if the video format doesn't provide enough contrast, you can use the Simplot Gold leaf.



Use Cairo SemiBold or Bold for titles and Inter subtitles. They may appear over an image or on a Simplot brand color.

Video Graphics

TITLE BARS

Title bars appear as on-screen text that identify specific content in your video, such as the name and title of a person being interviewed, a place or an object.

There is not a set style guideline for title bars as long as they follow the overall brand guidelines. Contact the [Simplot Brand Team](#) if you have questions.

ICONS

Using Simplot-approved icons in your video is a great way to easily share key points. When using icons, we recommend that you also include text (between one and five words) with the icon for added clarity.

Only use contrasting icons on colored backgrounds to ensure easy visibility. Do not place the icons over video footage or photographs.

CAPTIONS

Video captions display a speaker's words. Captions are not necessary for text already on the screen.

Use captions when:

- Your audience speaks a different language than the one spoken in your video.
- Posting your video to a social media channel or internal channel.

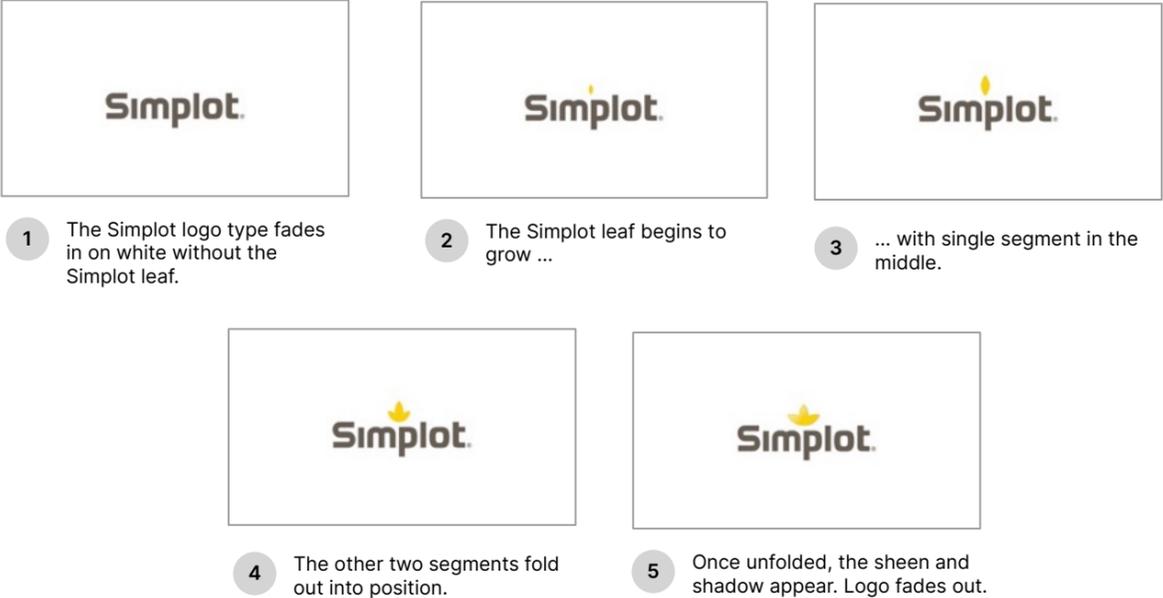


Brand Intro

All external (and most internal) Simplot videos should include an intro that builds our brand with viewers and identifies the content as Simplot’s intellectual property.

To maintain consistency in our videos – particularly for our external audiences – we encourage you to use the treatment below.

Our primary style is shown below, but other versions of the logo may also be used – as long as you follow the applicable brand guidelines.



Brand Outro

All videos should end with an outro that features the Simplot logo, copyright notice, and, when possible, a brief call to action.

This wording must be used and located on the bottom of the screen, centered, in Inter SemiBold at 24-point font: **©[Year] [Business Legal Entity Name.] All Rights Reserved.**”



Video FAQs

HOW DO I PUBLISH MY VIDEO?

Please contact the [Simplot Brand Team](#) to have your video published. Videos meant for internal audiences or those that contain proprietary or safeguarded information cannot be posted to any external video hosting site. For details, contact the [Simplot IP Team](#).

WHEN SHOULD I SAY “SIMPLOT” OR “THE J.R. SIMPLOT COMPANY” IN AUDIO?

Please say “The J.R. Simplot Company” or your area’s external business name (e.g., Simplot Australia) in audio for the first instance. Thereafter, you may refer to the company as “The Simplot Company” or “Simplot,” whichever sounds more natural for the voiceover.

CAN I USE VIDEO I FILMED ON A MOBILE DEVICE?

It depends on the type of video you are making. Smartphone video is acceptable for personalized, internal messages, such as Simplot’s leadership updates or a short social media post during an event.

For videos we’re making for our customers and partners, please use a professional videographer and editor who use appropriate, high-end equipment for video.

Animated Video Tips

Animated videos are great for explaining difficult concepts or providing demonstrations and training.

- **DO** keep your animation style simple, open, airy and friendly. Reference the Simplot icon style for an example of a good style to emulate.
- **DO** keep the colors flat. Don’t use shading or shadows to create dimension.
- **DO** use the same animation style throughout your video.

If you have questions about whether your animation style fits the Simplot Brand, please contact the [Simplot Brand Team](#) for guidance.

CO-BRANDING

Co-Branding

The Simplot name, brand and logo help distinguish our Company in the global market.

As we engage with our partners and participate in sponsorship activities, it is critical that our name and logo be used correctly and consistently in all co-branded materials.

Likewise, it is absolutely essential that any third-party organization we partner with or sponsor has values that align with our own.

Note: This section provides guidance for the proper use of the Simplot brand name in co-branded company materials. These guidelines DO NOT cover product co-branding. See the [Simplot IP Team](#) for assistance with all product branding and co-branding.



WHAT IS CO-BRANDING?

Co-branding is the promotion of two or more brand names as part of a strategic alliance, such as Simplot and a third-party sponsor, vendor or partner.

Gym or Home?

We'll keep you active either way.

**ENROLLMENT FEE WAIVED
JULY – AUGUST
FOR THE STANDARD FITNESS CENTERS.**

- 11,000+ STANDARD FITNESS CENTERS**
Access 11,000+ fitness center options with the ability to change at any time, for just \$25 a month.
- 5,000+ NEW PREMIUM EXERCISE STUDIOS AND FITNESS CENTERS**
Choose from 5,000+ premium options, with substantial discounts on most. Fees will vary and apply to each option chosen.
- 4,000+ DIGITAL WORKOUT VIDEOS**
Try 200 videos for free today!
- NEW ENROLL YOUR SPOUSE or domestic partner.****
- LIFESTYLE COACHING**
Work with a coach to reach your health goals.
- NO LONG-TERM CONTRACTS**

AS LOW AS \$25^{mo*}

16,000+ FITNESS CENTERS
4,000+ WORKOUT VIDEOS

Active&Fit[®] DIRECT[™]

Use promo code STANDARD25 at checkout. All U.S. Simplot employees and spouses are eligible to participate. Learn more at SimplotBenefits.com. Select the Active&Fit Direct tile in MySimplot to sign up.

11,000+ Standard Fitness Centers, including:

SNAP FITNESS, ANYTIME FITNESS, FITNESS, Curves, CHUZE FITNESS, blink, WORKOUT ANYTIME, LA FITNESS

5,000+ NEW Premium Exercise Studios & Fitness Centers, including:

CLUB PILATES, ROW HOUSE, YOGASIX, CYCLEBAR, pure barre, acac, STRIDE, STRETCH LAB

*Plus an enrollment fee and applicable taxes. Fees will vary based on fitness center selection.
**Add a spouse/domestic partner to a primary membership for additional monthly fees. Spouses/domestic partners must be 18 years or older. Fees will vary based on fitness center selection.
M966-510A 5/21 © 2021 American Specialty Health Incorporated (ASH). All rights reserved. The Active&Fit Direct™ program is provided by American Specialty Health Fitness, Inc., a subsidiary of ASH. Active&Fit Direct and the Active&Fit Direct logos are trademarks of ASH. Other names or logos may be trademarks of their respective owners. Fitness center participation varies by location. Digital workout videos are subject to change. ASH reserves the right to modify any aspect of the Program (including, without limitation, the Enrollment Fee, the Monthly Fee, and/or the Introductory Period) at any time per the terms and conditions. If we modify a fee or make a material change to the Program, we will provide you with no less than 30 days' notice prior to the effective date of the change; discontinue the Program entirely at any time upon advance written notice.

Evaluating a Co-Branding Partner

Any partnership or sponsorship we engage in must be with a known, respectable organization that shares Simplot's Core Values. That's why all corporate co-branding initiatives and materials must meet the co-branding guidelines.

To find out if the third-party organization you wish to partner with is approved for corporate co-branding activities, or if you need guidance about product co-branding, or co-branding with another company on a product or service, contact the [Simplot Brand Team](#).

WHEN ENGAGING WITH ANOTHER BUSINESS OR ORGANIZATION, ENSURE THEIR MISSION, VISION OR VALUES DON'T CONFLICT WITH SIMPLOT'S:

DO THEY SHARE OUR SPIRIT OF INNOVATION?

Are they a forward-thinking organization that embraces new ideas and practices?

DO THEY SHARE OUR RESPECT FOR RESOURCES?

Do they have a strong track record of taking care of resources that aligns with ours?

DO THEY SHARE OUR PASSION FOR PEOPLE?

Are they well respected within their communities, and do they conduct business ethically with integrity and responsibility?

Has the company **LIVED UP TO ITS PROMISES**, or the product met or exceeded our business expectations?

Co-Branded Logo Style

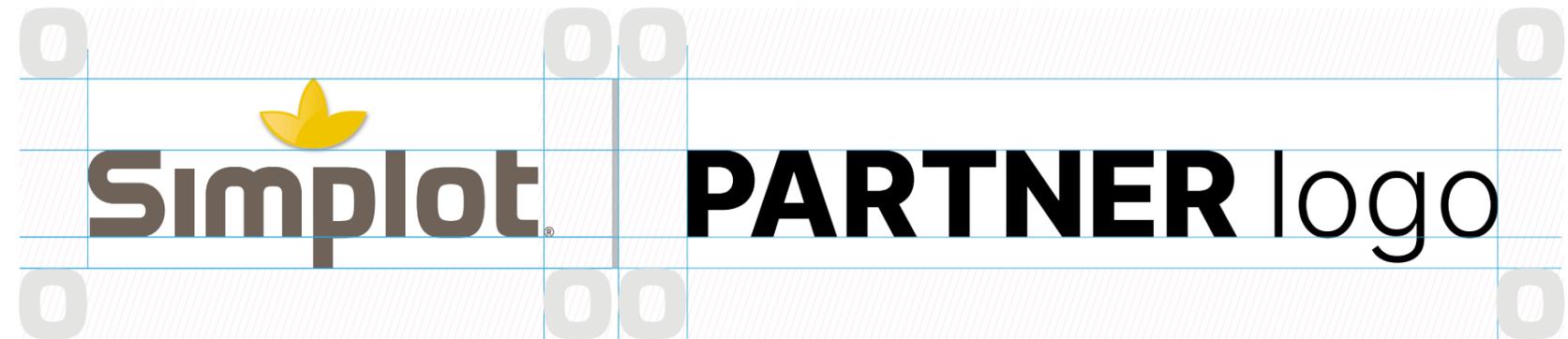
The Simplot logo is an established, unique and recognizable visual identity that represents who we are as a brand and as a company. Review the logo guidelines on pages 14 - 30 to learn more about proper logo usage and placement.

LOGO LOCK-UP

A logo lock-up is used when Simplot and its partner are in an equal partnership.

- Divider line: The divider line is 30% black for full color, white or black for single color, and $\frac{1}{3}$ the width of the "l" in Simplot.
- Clear space: The logo lock-up should not be placed closer than the width of the "o" in "Simplot" to the edge of the document or another graphic element.
- Minimum size: Do not place the Simplot logo smaller than 1.5 " (3.8 cm) wide. Partner logos shouldn't appear larger or smaller than the Simplot logo. Balance the two visually.

When co-branding with a non-Simplot company, don't merge logos or use them to make a joint trademark.



Simplot-led co-branding logo lockup



Partner-led co-branding logo lockup

Co-Branding with Multiple Organizations

IMAGES AND GRAPHICS

All Simplot-provided images, including photos, video, graphic elements and icons, must meet the guidelines in this document. Please see the appropriate sections for details.

Your co-branded materials may also include partner-supplied images. However, it is strongly recommended that your co-branded communications not mix and match styles of photography, icons, graphic elements or fonts.

Important: when incorporating images supplied by the partner, please confirm they have attained the proper rights to use them.

FONTS

For Simplot-led co-branding, please follow the Typography guidelines on pages 34 - 39. For partner-led co-branding assets, you may use the partner's approved font library.

In most cases with multiple partner logos, the preference is for the Simplot logo to take the lead as shown. Refrain from scattering the logos around your design; the logos should be featured together as a unit. See the previous page for the logo lock-up specifications.



Co-Branding Do's and Don'ts



- DO** use the logo lock-up.
- DO** use the proper line weight and clear space around the lock-up and between elements.



DON'T make the partner logo larger or smaller than the Simplot logo.



DON'T separate the logos.

DON'T stack or group logos in any manner other than the lockup.

DON'T use without the dividing line.

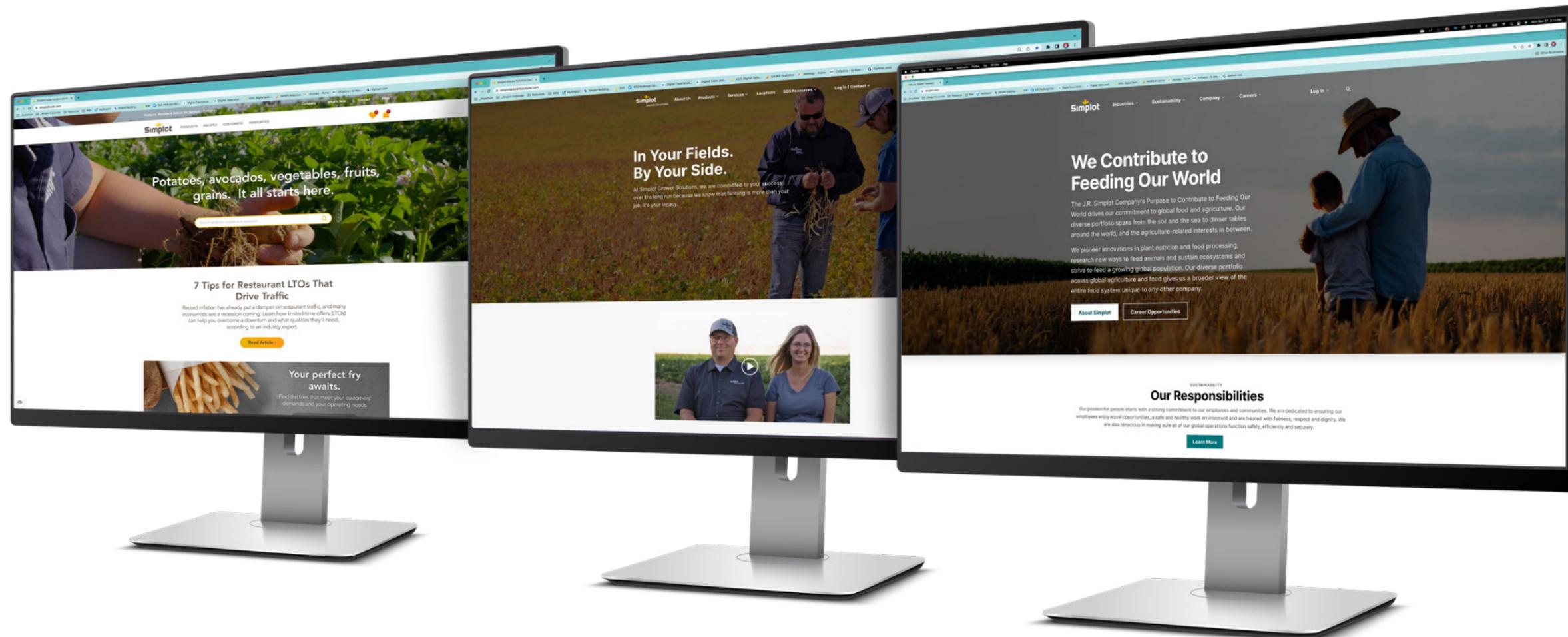


WEBSITES

Website Homepage

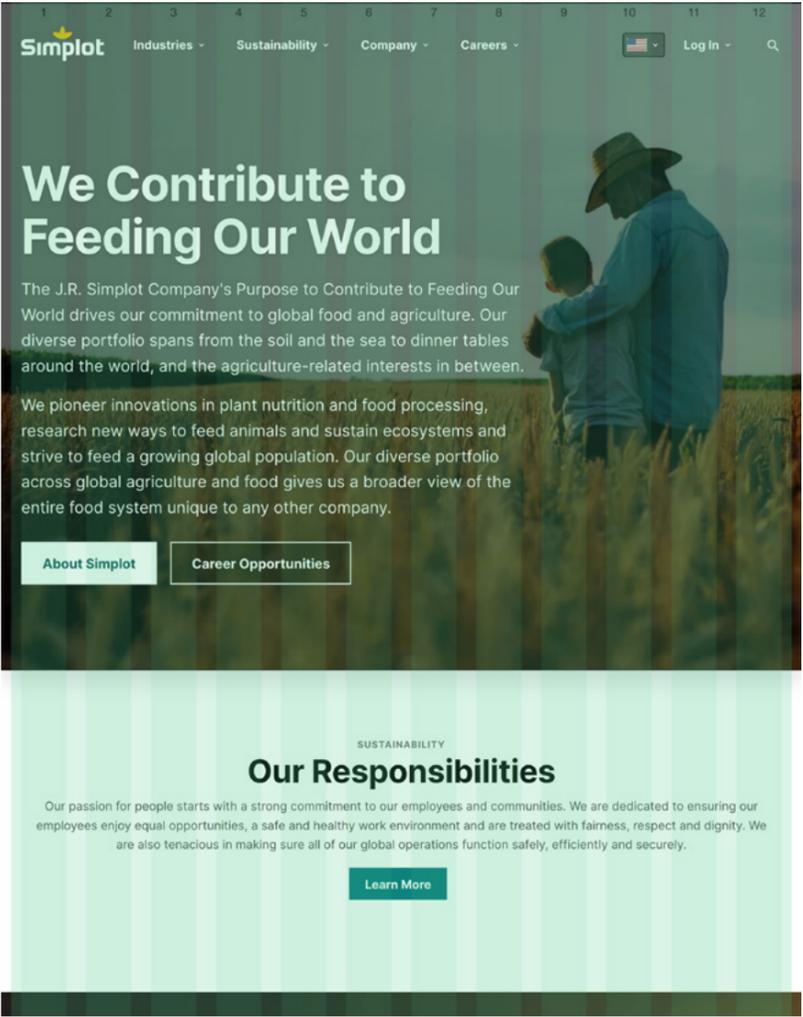
The J.R. Simplot Company homepage is designed to welcome people, quickly tell them what the Company is about and make it easy for them to find the information they need.

Messaging on the homepage, and throughout the website, should be brief and easy to digest. The primary calls to action should be the ones most likely to a visitor's needs. Navigation to additional information should be easy and intuitive.



Website Desktop Grid

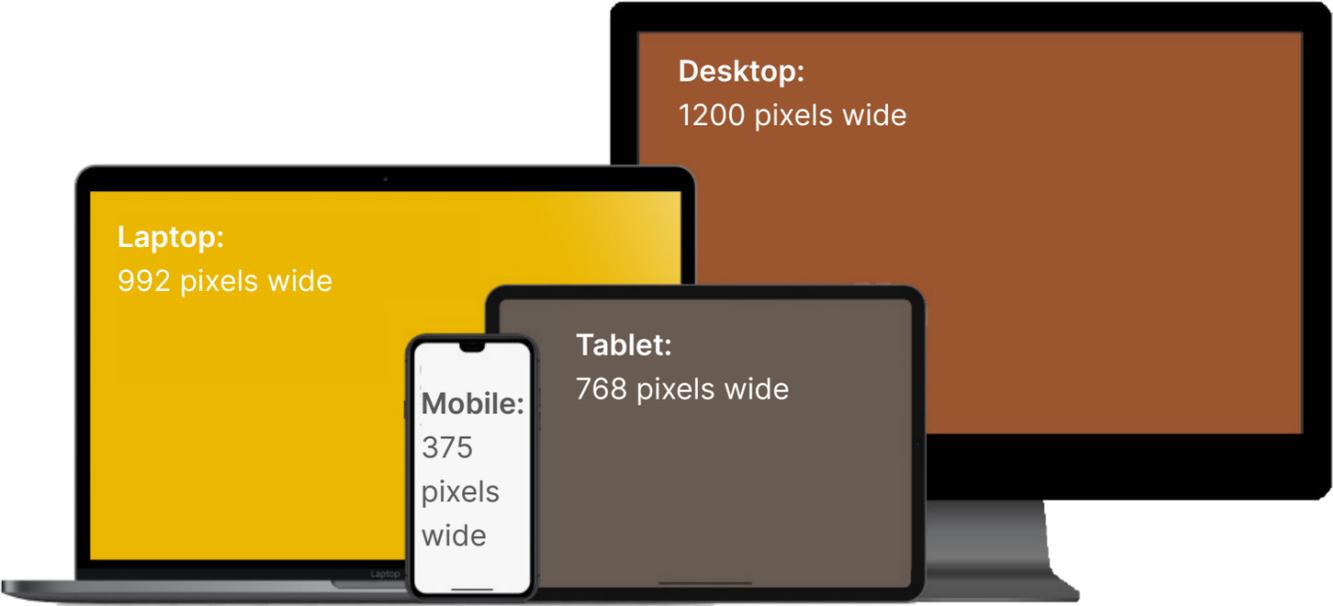
Simplot uses Bootstrap’s 12-column grid system to build a website that works across a variety of screen sizes. The containers, rows and columns help align content and keep elements consistent no matter what type of device a viewer is using.



Webpage Dimensions

Use these breakpoints when creating webpages.

- Desktop: 1200px
- Laptop: 992px
- Tablet: 768px
- Mobile: 375px



Website Logo

There are several Simplot logos available for web use:

- Full-color flat leaf
- White/Gold flat leaf

When choosing between the two, take into consideration the color of the background.

There is also a full-color 3D leaf version of the Simplot logo that can be used in sizes larger than 135px wide.

For more detailed information, please see the Logo section on pages 14 - 30.

Options for logos smaller than 135px wide



Option for logos larger than 135px wide



Website Color

PRIMARY COLORS

SIMPLOT GOLD RGB - 241/196/0 HEX - #F1C400	DARK SIMPLOT GOLD RGB - 172/132/0 HEX - #AC8400	SIMPLOT GRAY RGB - 110/98/89 HEX - #6E6259	BLACK RGB - 0/0/0 HEX - #000000	FIELD GREEN RGB - 54/131/33 HEX - #368321	DARK FIELD GREEN RGB - 44/82/52 HEX - #2C5234
	MEDIUM SIMPLOT GOLD RGB - 218/170/0 HEX - #DAAA00		MEDIUM SIMPLOT GRAY RGB - 88/89/91 HEX - #58595B		MEDIUM FIELD GREEN RGB - 37/114/38 HEX - #257226
	LIGHT SIMPLOT GOLD RGB - 251/216/114 HEX - #FBD872		LIGHT SIMPLOT GRAY RGB - 150/140/131 HEX - #968C83		LIGHT FIELD GREEN RGB - 120/190/32 HEX - #78BE20

SECONDARY COLORS

SEA RGB - 0/45/114 HEX - #002D72	DARK SKY RGB - 0/116/112 HEX - #007470	BRIGHT SKY RGB - 0/176/202 HEX - #00BOCA	BLOOD ORANGE RGB - 130/39/4 HEX - #822704	RUST ORANGE RGB - 189/79/25 HEX - #BD4F19
---------------------------------------------------	---------------------------------------------------------	-----------------------------------------------------------	------------------------------------------------------------	------------------------------------------------------------

GRAYSCALE

WHITE	10% BLACK	20% BLACK	40% BLACK	60% BLACK	80% BLACK	100% BLACK
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Website Typography

As with our color palette, we selected the following typography to best represent our brand. These fonts are legible, approachable and timeless, while providing a forward-thinking style. We chose the Simplot brand fonts for their versatility and ease of use when creating and sharing Simplot materials. They should be used in all situations companywide.

CAIRO

Our brand uses Cairo for headlines and for sub-headings.

Extra Light
Light
Regular
Medium

SemiBold
Bold
Extra Bold
Black

INTER

Our brand uses Inter for body text.

Thin
Extra Light
Light
Regular
Medium

SemiBold
Bold
Extra Bold
Black



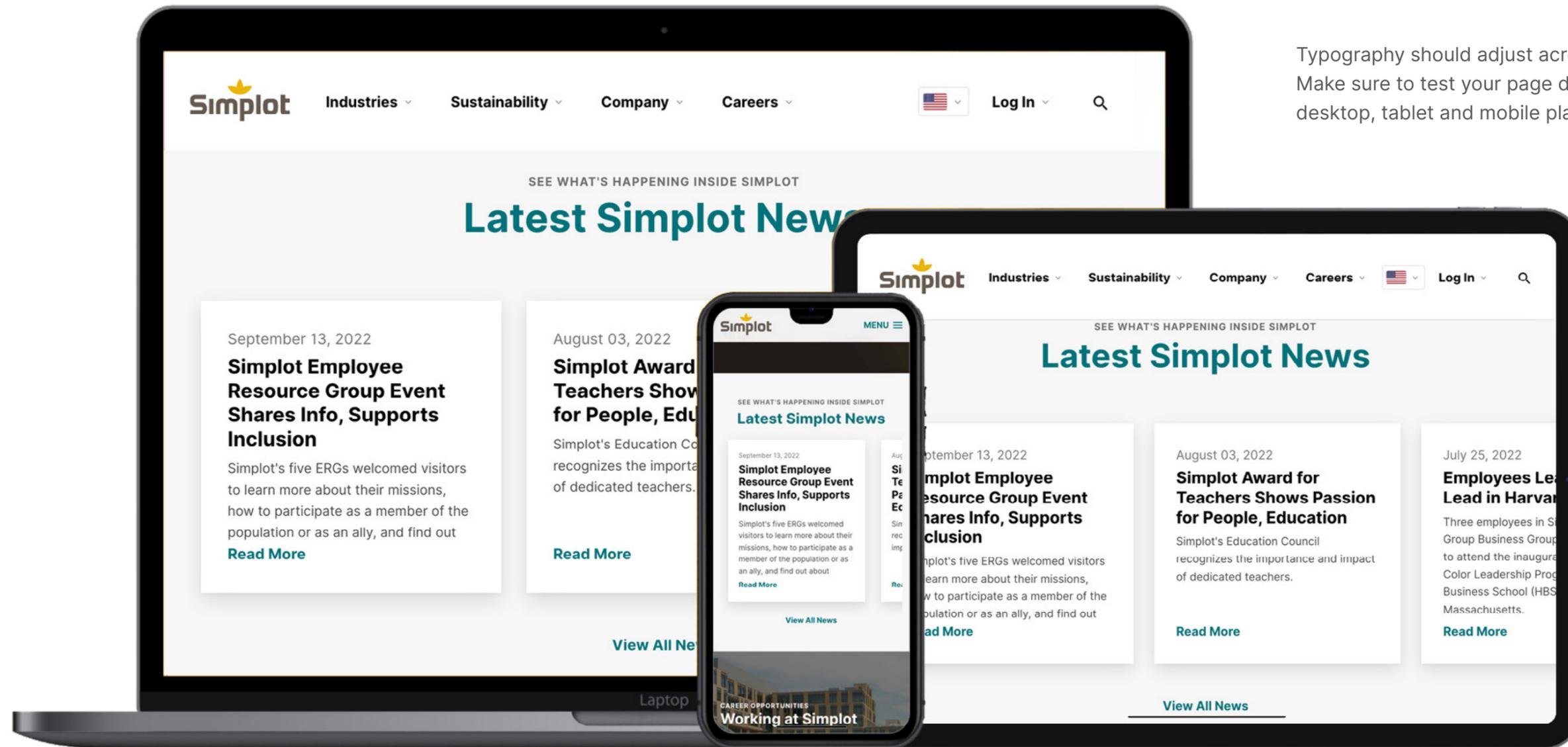
WHERE CAN I FIND CAIRO AND INTER FONTS?

Your Simplot-issued computer should come with Cairo and Inter already installed. If you don't have them, simply search "brand fonts" on the DAM, and download and install them to your computer. If you need help installing them, reach out to the Simplot IT Service Desk.

Website Typography Sizes

id / class	Desktop	Desktop CSS	Mobile	Mobile CSS
Hero .field-heading	Bringing Earth's Resources to Life	color: #fff; font-size: 64px; line-height: 110%; letter-spacing: -.02em; font-weight: 700; padding-top: 9px; position: relative; margin-bottom: 0; text-shadow: 0 2px 4px rgb(0 0 0 / 16%);	Bringing Earth's Resources to Life	@media only screen and (max-width: 991px) font-size: 40px ;
Heading 1 .h1	Bringing Earth's Resources to Life	font-size: 56px ; line-height: 110% ; letter-spacing: -0.02em ; color: #000 ;	Bringing Earth's Resources to Life	font-size: 32px ; line-height: 110% ; letter-spacing: -0.02em ; color: #000 ;
Heading 2 .h2	Bringing Earth's Resources to Life	font-size: 48px ; letter-spacing: -0.01em ; line-height: 110% ; color: #000 ;	Bringing Earth's Resources to Life	font-size: 28px ; letter-spacing: -0.01em ; line-height: 110% ; color: #000 ;
Heading 3 .h3	Bringing Earth's Resources to Life	font-size: 32px ; line-height: 110% ; color: #000 ;	Bringing Earth's Resources to Life	font-size: 24px ; line-height: 120% ; color: #000 ;
Heading 4 .h4	Bringing Earth's Resources to Life	font-size: 24px ; line-height: 120% ; color: #000 ;	Bringing Earth's Resources to Life	font-size: 20px ; line-height: 120% ; color: #000 ;
Heading 5 .h5	BRINGING EARTH'S RESOURCES TO LIFE	font-size: 24px ; line-height: 120% ; text-transform: uppercase ; color: #000 ;	BRINGING EARTH'S RESOURCES TO LIFE	font-size: 20px ; line-height: 120% ; text-transform: uppercase ; color: #000 ;

Website Typography in Use



Typography should adjust across devices. Make sure to test your page design on desktop, tablet and mobile platforms.

Website Photography

When creating or selecting photos, it's important to consider how they align with our Core Values of Passion for People, Spirit of Innovation and Respect for Resources. Keep these in mind as you evaluate whether the image naturally and appropriately reflects our Company.

Simplot The [Simplot DAM](#) offers a photo library of approved photography to make your image search more efficient.

For more information on photography, please see the Photography section of these guidelines on pages 40 - 48.



Website Icons

The use of icons on a Simplot webpage can provide a strong visual point of reference for key elements of your message.

As seen earlier in this guide (page 59), the [Simplot Icon Library](#) offers a wide range of icons.

GENERAL GUIDELINES FOR USE

- Choose an icon that best communicates the point you are trying to communicate.
- Icons should always be used with corresponding text.
- Place the icon on a clean, uncluttered background.
- Limit the number of icons you use in a single page. More than five icons on a webpage can make the design look cluttered and confusing.



WHERE CAN I FIND ICONS?

Pre-approved icons can be found on the [Simplot DAM](#). If additional icons need to be created please use Google material symbols (fonts.google.com/icons) or contact the [Simplot Brand Team](#) to have one created.

Website Copyright

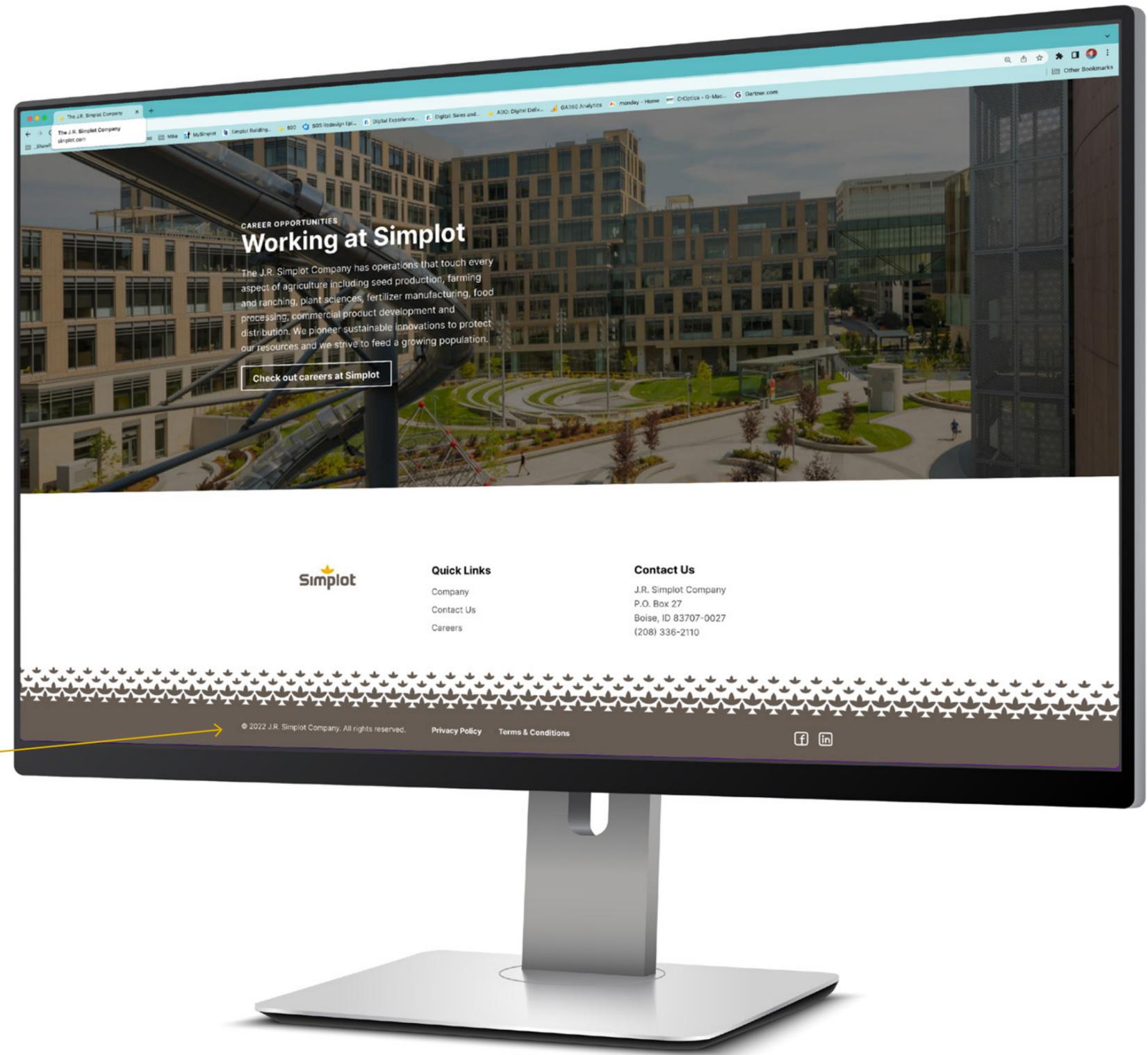
Always use the complete and correct copyright notice on all Simplot webpages.

The legal notice should be legible. It should be placed in a consistent, discreet location (e.g., bottom left corner or centered).

Only one copyright notice is needed on each page. Any disclaimers or footnotes should be located above the copyright line in the same font and size.

The notice should be in Inter SemiBold. The full legal copyright notice for Simplot is:

© [4-Digit Year] [Legal Business Entity Name].
All Rights Reserved.





SOCIAL MEDIA

Social Philosophy

At Simplot, we use social media to promote brand awareness and connect with new audiences. Our goal is to provide consistent and relevant content that serves to educate, celebrate and inspire. Simplot social media channels should reflect a true and authentic representation of the J.R. Simplot Company and its business areas.

This section provides comprehensive guidelines for how the brand should appear and act across social platforms.

EDUCATE

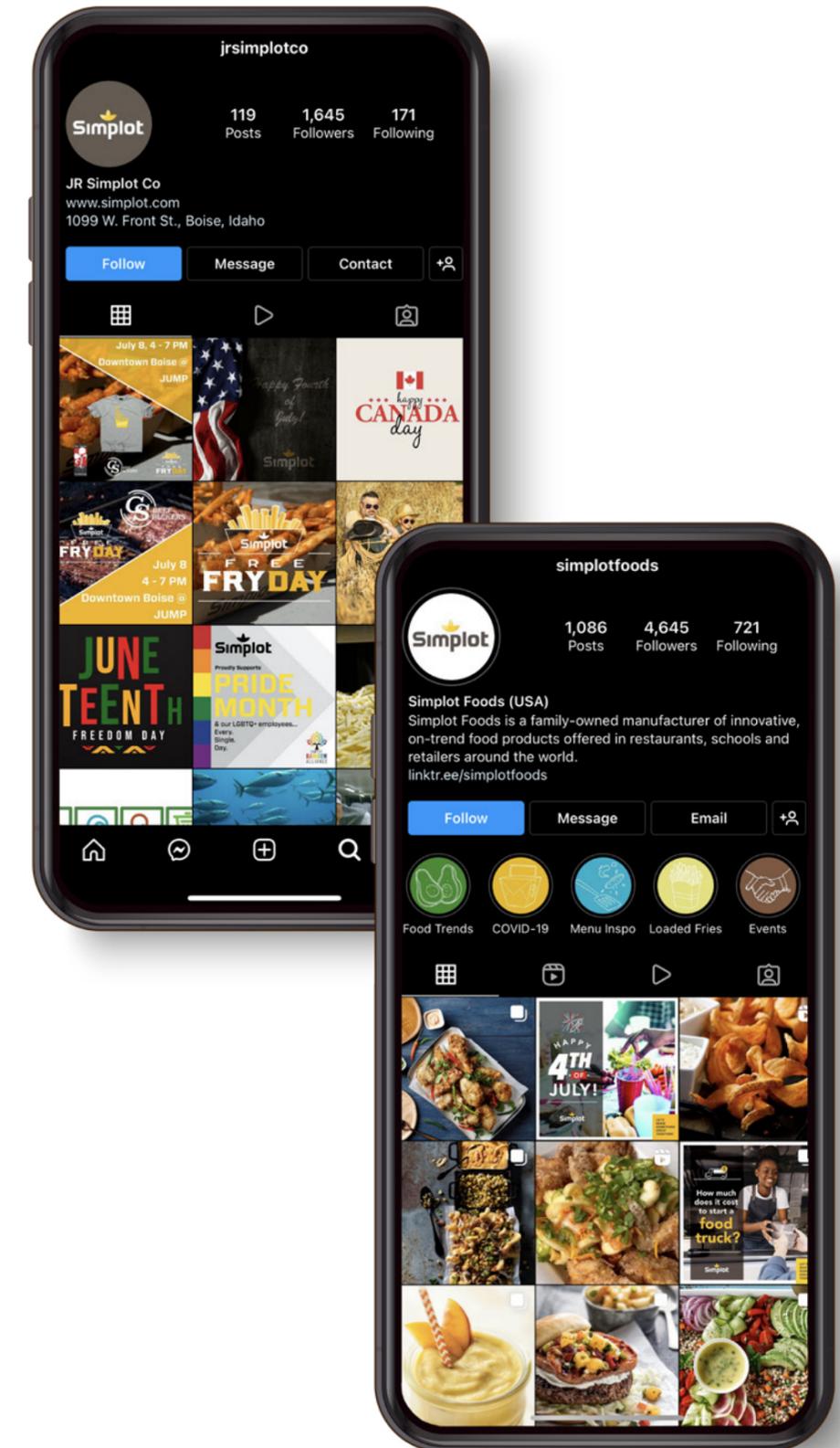
Provide the audience with information on the products and services our Company offers. Give exact and accurate information with support for all objective claims and facts, tell viewers how it affects them and offer the opportunity to learn more.

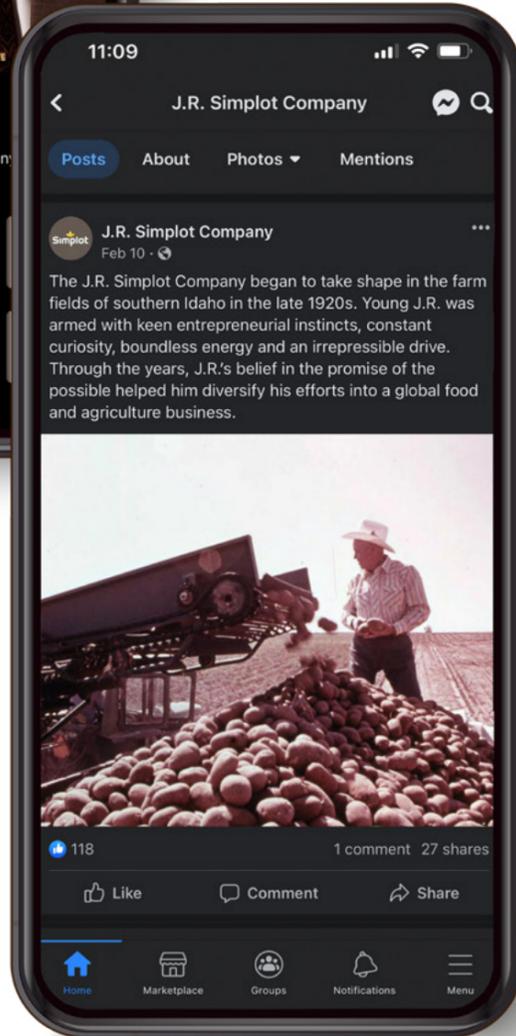
CELEBRATE

From relevant holidays, to Company awards and achievements, to events and employee accomplishments, we use our platforms as an opportunity to acknowledge the people and things that make Simplot great. Don't use images or video of individuals without permission on Simplot social channels.

INSPIRE

Whether it's trying new things or seeing new places, our goal is to show the audience new ways they can interact with our brand and products.





Simplot Social Media Channels

There are a multitude of social media channels available for marketers to share their brand and information. At Simplot, these are some of the social media channels we use to engage with customers, partners and employees:

-  • Instagram
-  • Twitter
-  • Facebook
-  • LinkedIn

Each of these channels serves a unique purpose as part of the Simplot social media world. The following pages share the purpose, insights and best practices for these channels. All social media posts should comply with the terms of use for the relevant platform.

IMPORTANT: Creation of new Simplot accounts on other social media channels must be coordinated with the [Simplot Brand Team](#).

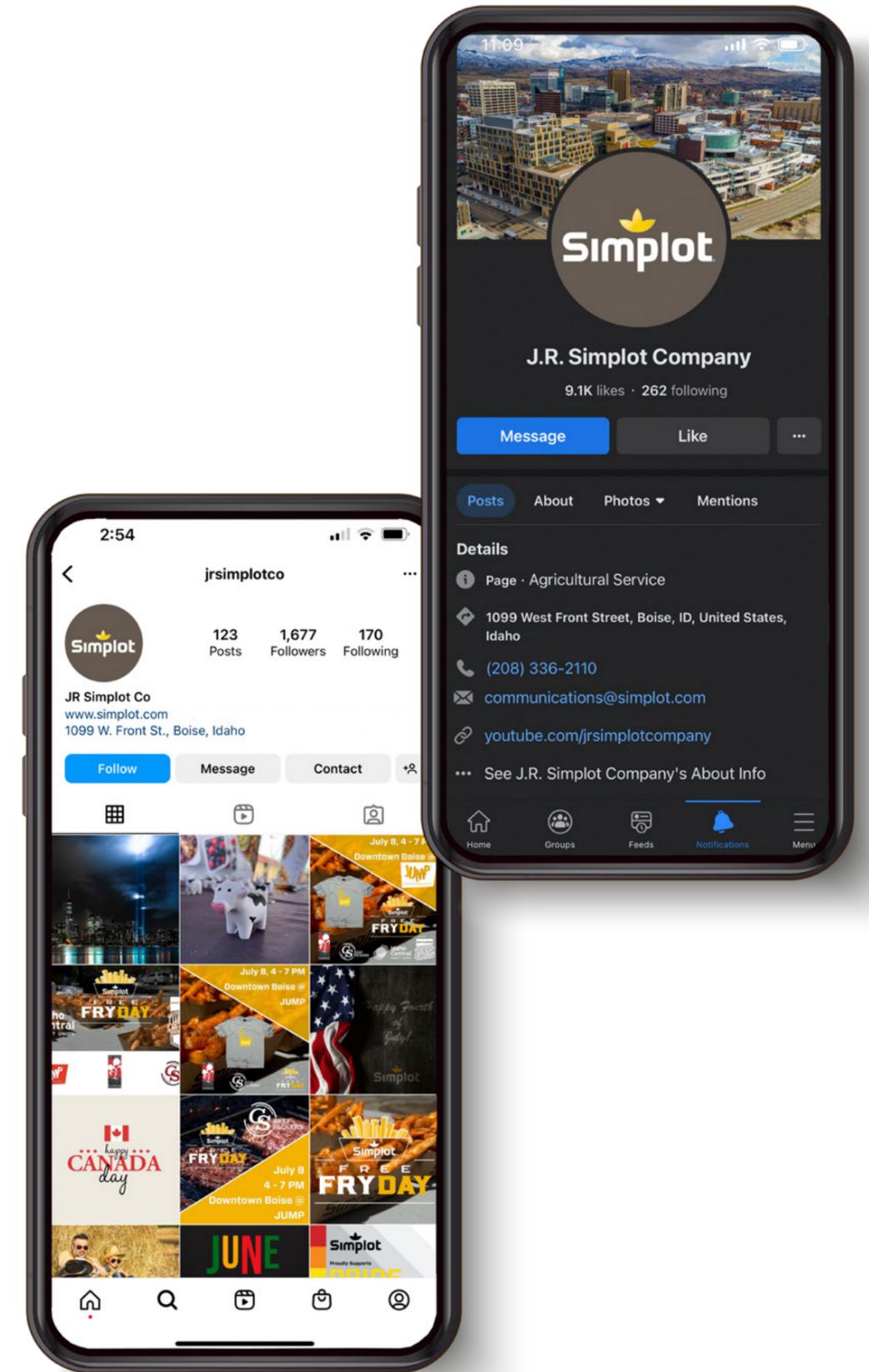
Our brand voice should be consistent across all platforms, accurately representing the area of the business associated with the post, and staying true to our global tone of voice without contradicting other areas of the organization. See pages 7 - 13 for more information.

For guidelines pertaining to posting Simplot-related content on your own social media accounts, please reference page 105 of these guidelines as well as the [Simplot Global External Communication Policy](#).

Note: Social media continues to change and evolve rapidly, so please check with the [Simplot Brand Team](#) or your business area's social media manager for the most recent information and guidance.

General Profile Guidelines

- Social media pages, usernames and handles are used at the corporate, business area and product levels. Only authorized Simplot employees and marketing partners may post on social media sites associated with the Simplot Company.
- Our social profile pages are an important aspect of the world's perspective of our brand. It is important that we represent ourselves in a way that is consistent with our brand voice and guidelines.
- Business areas and product owners should follow these profile guidelines to set up, maintain and change new pages, usernames and handles.
- All new pages or accounts, passwords, changes to existing pages or to the entities representing the organization must be shared with the [Simplot Brand Team](#). They are responsible for maintaining a comprehensive list of all social media accounts and passwords.
- Regional or business-specific social media accounts can be delegated or owned at the business level as long as they follow these guidelines.
- Profile name and handle should contain "Simplot," "J.R. Simplot," then subgroup, then country, if necessary. For example, "J.R. Simplot Foods China" or "Simplot Grower Solutions Northwest."
- Profile pictures should prominently display the Simplot logo (large registration mark version) to help boost brand recognition.
- Cover photos should contain relevant subject matter and follow photography guidelines.
- Bio or About section should contain a brief description of the page's content and must be consistent with these guidelines. Don't leave this section empty.
- Use the Bio to link to Simplot.com, another relevant site or other information mentioned in posts.



Simplot Profile Guidelines



TWITTER, INSTAGRAM AND PINTEREST



- Twitter usernames must be between four and 15 characters. Instagram limits usernames to 30 characters. Pinterest usernames must be three to 30 characters.
- Business or product names should be include no spaces with the first letter of each word capitalized.
- Divisions within the company should use an underscore (_) between the company name and the division.
- Country-specific pages should also use an underscore (_) before the two-letter country code.



FACEBOOK AND YOUTUBE



- Facebook and YouTube allow for free-form page titles. Follow the General Profile Guidelines on page 90.
- Business or product names should capitalize the first letter of each word.
- Country names should be added to the end of the business or product name with a dash, i.e., Simplot Foods - USA.
- Regions or city names should be amended with parentheses, i.e., Simplot Western Stockmen's (Burley).



LINKEDIN

- Simplot is organizing the creation of a central LinkedIn profile. Contact the [Simplot Brand Team](#) for details.

EXAMPLES

@SimplotCompany

@SimplotCompany_Sustainability

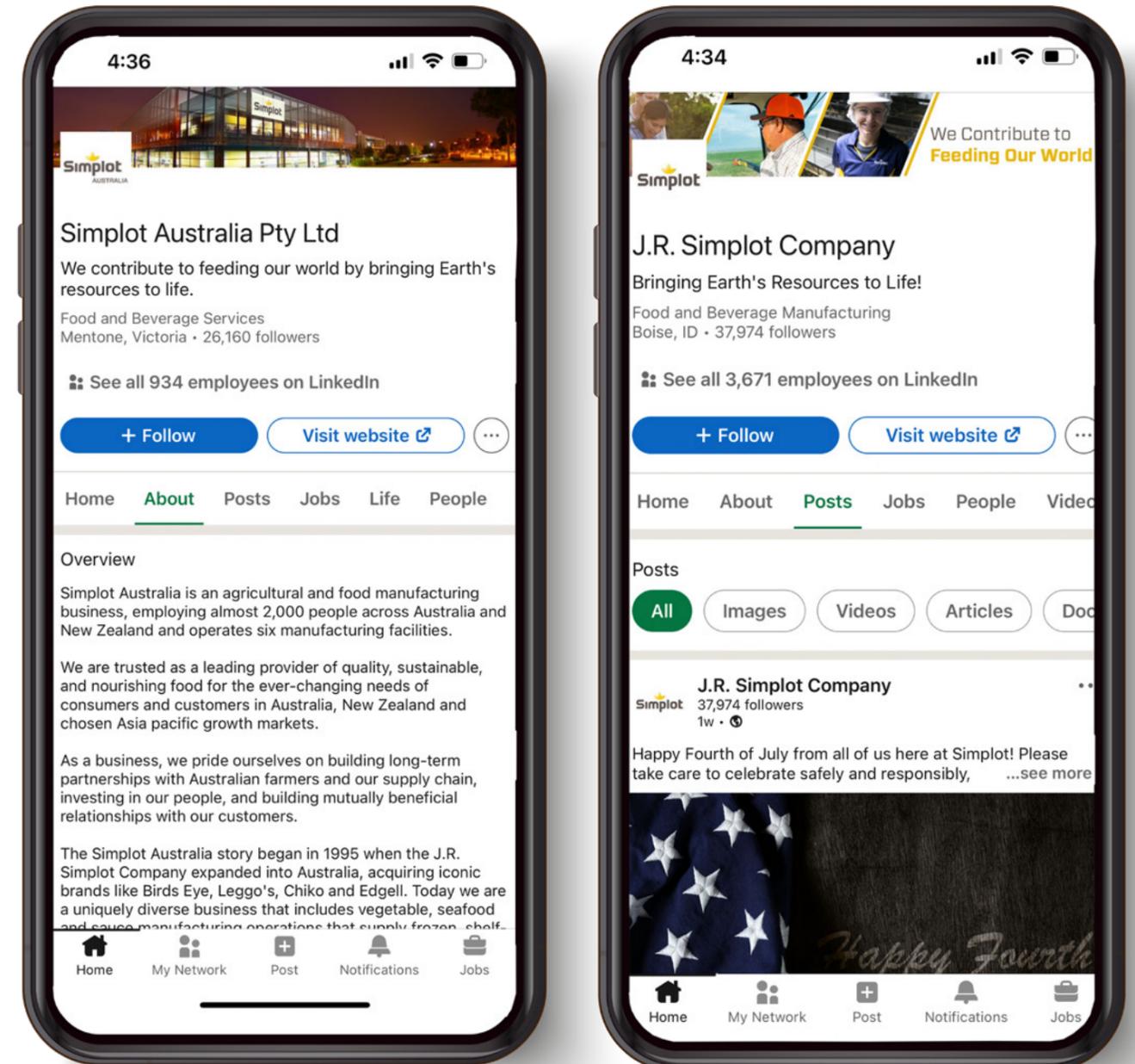
@SimplotCompany_US

Existing Profiles and Channels

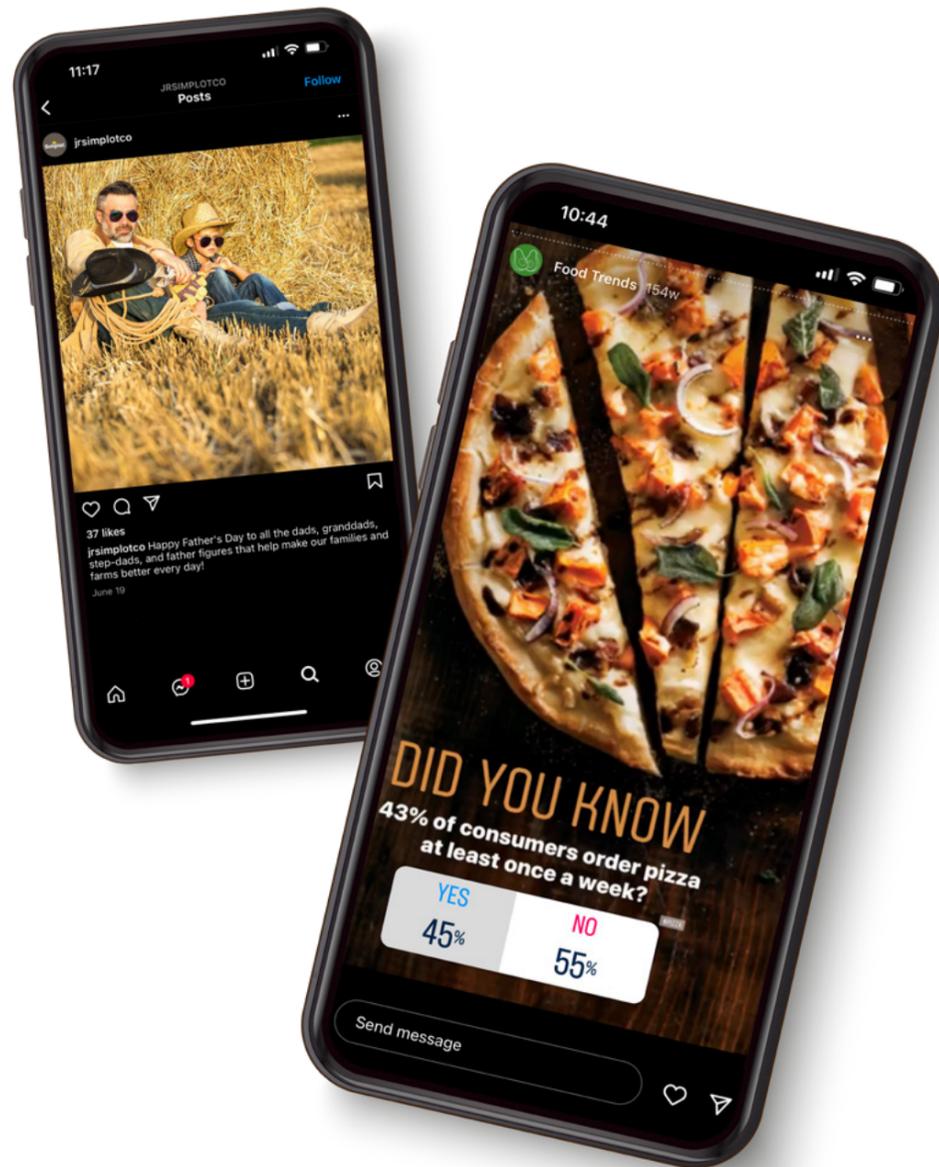
The creation of new profiles must be coordinated with the [Simplot Brand Team](#), regardless of channel or the presence of existing accounts. All such sites, and individuals responsible for posting to them, should be approved by the business division leadership or marketing and communications teams, with notification to the Brand Team. See the [External Communications Policy](#) for more information.

Username and handles should be registered in accordance with these guidelines and social media site requirements. Specific guidance is given on the following pages for each site currently used by Simplot.

If a handle doesn't follow the guidelines here, changing handles should be part of a rebranding or specific effort to make updates, as changes can affect campaign success and break existing links to Simplot pages. Existing social media handles should not be amended to conform to these policies without consultation from the Brand Team.



Instagram Overview



PURPOSE

As the premier app for video and photo sharing, we use Instagram to share and connect with our community using the following elements:

- Posts
- Stories
- Reels

POST FREQUENCY

Aim to post one to two times per week.

IMAGES

Ensure all photos and video are aligned with the Simplot Photography (pages 40 – 48) and/or Video Guidelines (pages 62 - 69).

ENGAGEMENT

On behalf of the Company, only authorized individuals are permitted to engage with positive and relevant posts from the community using language that is aligned with our brand voice on pages 7 - 13.

✓ DO:

- Retouch photos if necessary.*
- Consider best practice specs when producing content.
- Use tools in stories to boost engagement.
- Share videos as Reels.
- Keep text brief.
- Use hashtags to make posts discoverable to a larger audience.
- Be selective in interactions with external users and contact the Brand Team for any guidance or questions.

*Please make sure retouching does not change the advertised product/service or is otherwise misleading. Retouching may need to be disclosed if it will impact purchasing decisions. Ask the [Simplot IP Team](#) for more information.

⊘ DON'T:

- Use unnecessary filters.
- Post blurry, low-quality or poorly cropped content.
- Put links in post captions.
- Use an excess of hashtags or emojis.

Twitter Overview



PURPOSE

Simplot uses Twitter to share bite-sized content with our community. It is a place to share photos and videos with short captions as well as gauge community opinions through polls. Twitter has become a key network for customers to reach a company's customer service in a public way.

POST FREQUENCY

Aim to post one to two times per day.

✔ DO:

- Pin a relevant or well-performing tweet to the top of your page's profile.
- Include a call to action along with a link for viewers to learn more.
- Integrate hashtags into the text.
- Keep message concise.
- Keep videos under 30 seconds.
- Schedule tweets to keep up with post frequency.
- Respond to customer service matters in a timely manner.

⊘ DON'T:

- Use unnecessary filters.
- Post blurry, low-quality or poorly cropped content.
- Link out in in-feed captions.
- Use an excess of hashtags or emojis.

Facebook Overview



PURPOSE

At Simplot, we use Facebook as a way to share interesting, educational and engaging content with our communities. We also use it to celebrate relevant holidays, Company milestones and the achievements of employees and industry leaders.

POST FREQUENCY

Aim to post three to five times per week.

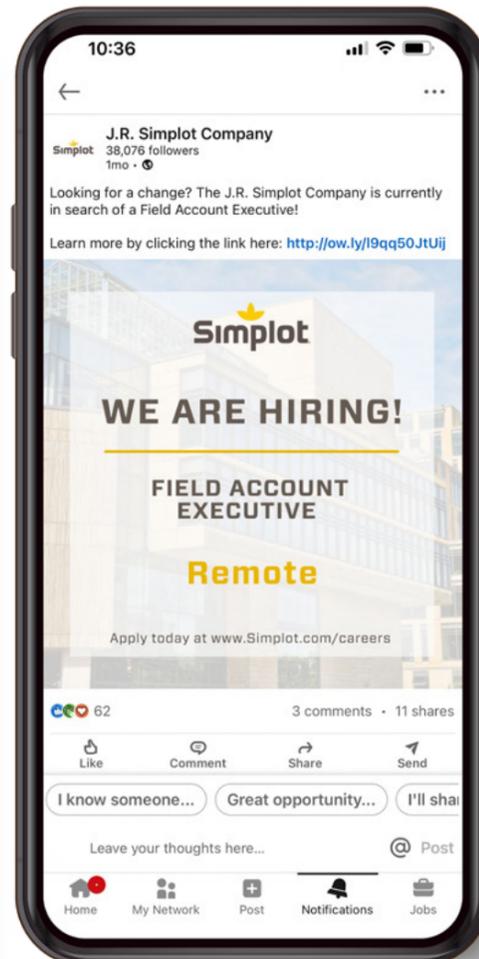
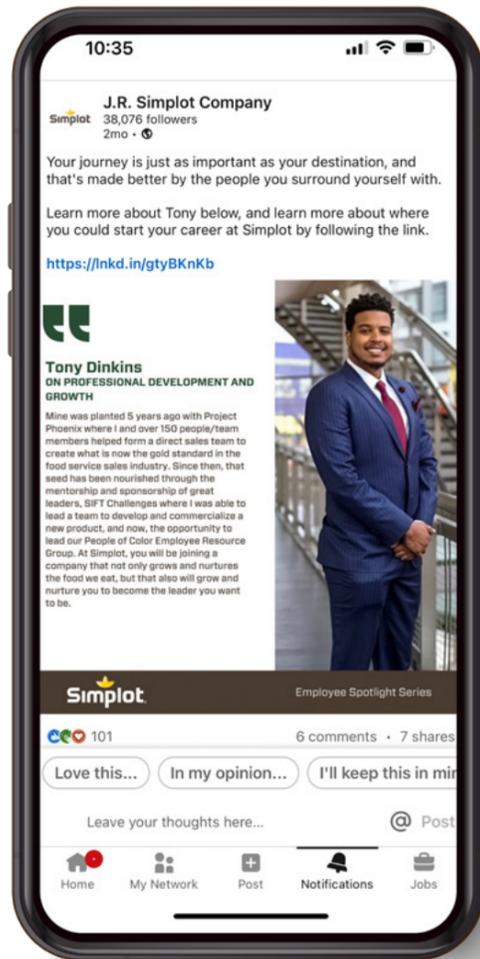
✓ DO:

- Consider best practice guidelines when producing content.
- Tag individuals and content creators when mentioned (with permission only).
- Respond to all comments regarding customer service promptly and politely and take specific request into a private message.
- Pin posts that are particularly relevant or well-performing to profile.

⊘ DON'T:

- Post poorly cropped photos or video.
- Use clickbait to try and boost engagement.
- Use excess hashtags or emojis.
- Post irrelevant content for the sake of engagement.
- Use overly promotional language.

LinkedIn Overview



PURPOSE

LinkedIn should be viewed as the front page for a business. Simplot uses LinkedIn to connect with potential new employees and celebrate the accomplishments of our current employees (with permission) as well as share important business updates and milestones. When individuals want to learn about Simplot, LinkedIn is one of the places they will look.

POST FREQUENCY

Aim to post four to five times per week.

✓ DO:

- Be professional and informative.
- Complete profile and keep it updated.
- Interact with relevant posts from industry professionals and employees.
- Respond to private messages promptly.
- Share relevant industry news and information.
- Promote employee value proposition and recruitment information.

⊘ DON'T:

- Post irrelevant information.
- Use an abundance of emojis or hashtags.
- Engage with negative comments; consult with the Simplot Public Relations liaison if you have questions about a particular comment or post.

Social Media Do's and Don'ts

✓ DO:

- Use proper grammar and punctuation.
- Be understanding and authentic.
- Use emojis* rarely and selectively to punctuate or emphasize posts.
- Maintain brand voice throughout all communication (e.g., direct messages, replies, calls to action).
- Ensure all communication is intentional, informative and contributes to our overall philosophy.

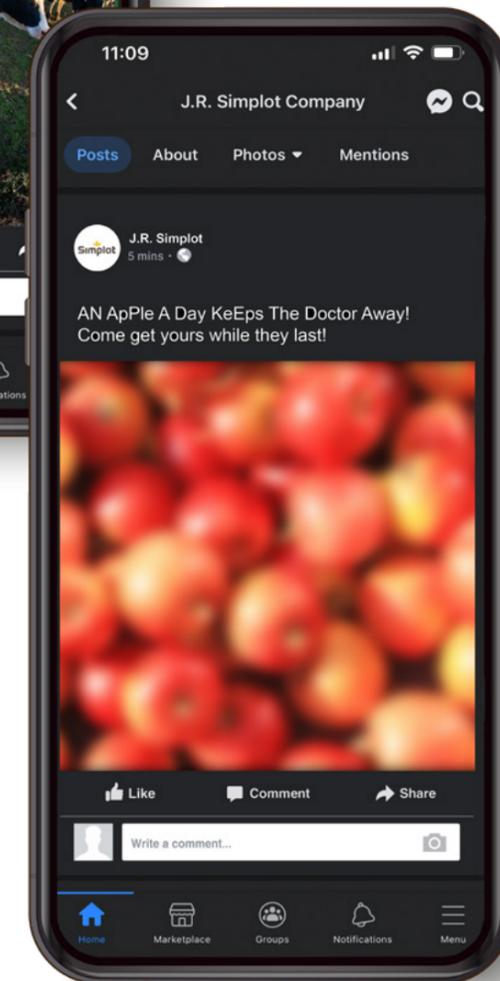
*Emojis can be used in the text of the post on the social media platform. If emojis are incorporated into images, videos or other content created (besides text), then permission is needed as emojis are copyright protected

✗ DON'T:

- Use slang, abbreviations or industry jargon that may be difficult to decipher.
- Engage with sarcastic or rude posts.
- Communicate unnecessarily.
- Engage with any activity that could be considered inappropriate or contradictory to the Company or other areas of the business.
- Post low-resolution or blurry images.
- Post animals and equipment that aren't accurate or show Simplot in a poor light.



DON'T use excessive emojis or show inaccurate images.



DON'T use improper grammar or blurry images.

Hashtags

Hashtags (pound sign # immediately followed by a word or words without punctuation but various capitalization options) are a functional way to group posts by keyword or topic that also allow audiences to search for and easily follow topics that interest them. It's also a way to add to a trending conversation when appropriate.

✓ DO:

- Use hashtags for holidays or events.
- Integrate hashtags into the text.
- Use native text tools within the platform to add hashtags.
- Research hashtags prior to use to ensure you are aware of the context of the tag; blindly using hashtags can lead to unwanted or unnecessary associations.

⊘ DON'T:

- Use irrelevant or unnecessary hashtags.
- Use an excess of hashtags in any one post.
- Embed hashtags into a photo outside of the platform.
- Refer to any third party without permission.

Calls to Action and Links

We use calls to action (CTAs) followed by a link to keep posts brief and engaging while providing opportunities to learn more.

✓ DO:

- Provide a link when using a CTA (e.g., Learn More, Sign Up Here, Shop Now, etc.)
- Link out on Facebook, Twitter and LinkedIn in the About/Bio section.
- Shorten links with bit.ly or create a vanity link when possible.

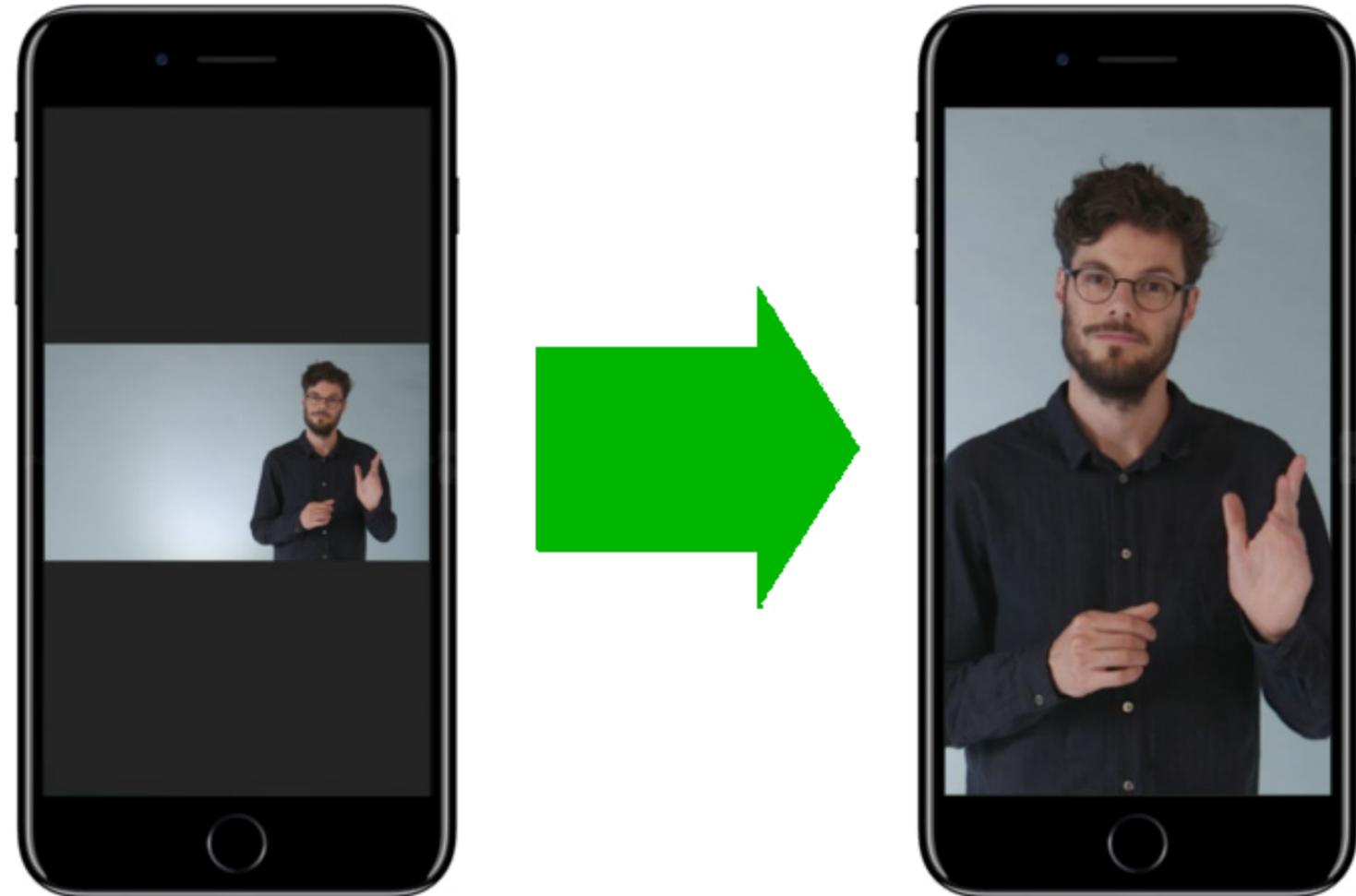
⊘ DON'T:

- Link out with no context.
- Integrate links into in-feed Instagram posts. (Stories are acceptable. Link in About/Bio section is acceptable.)

Social Videos

In addition to the Video guidelines found on pages 62 – 69, follow these additional guidelines for social media videos:

- **ORIENTATION:** Create square or vertical videos. These outperform landscape (horizontal) videos on both desktop and mobile.
- **LENGTH:** Videos should be no longer than 60 seconds and never more than 90 seconds.
- **CAPTIONS:** Most videos on social media are viewed without sound, so you should ensure your video is understandable without captions. If you need captions, decide before production begins if captions will be built in (also called “burned in”) to the video. If captions are not built in, enable captions in the video settings on the social platform.



Organic Posts & Paid Posts

ORGANIC POSTS refer to posts shared with just your followers and hashtag viewers. These no-cost posts are important to maintain the Company's social presence and community relationships and can be seen by followers and through hashtag or keyword searches.

PAID SOCIAL POSTS are those we have paid to promote to specific audiences. These posts will appear to those chosen by an algorithm who may be interested in our content.

Paid social posts are best used as part of a marketing or sales campaign that seeks to achieve a particular goal. They are a great way to grow your audience, promote specific campaigns or deals and target certain demographics.



Employee Social Media Do's and Don'ts

For many of us, social media offers a way to stay connected with friends and family. And while Simplot recognizes that employees use their own social media accounts for sharing information about our Company and the work we do, you must follow these guidelines when posting about our business.

Ultimately, we ask that you use your best judgment – not only about what you're sharing, but how you're sharing it. Social media is a powerful way for you to communicate and connect with others, but you **are** responsible for the content you post.

Always remember that your actions reflect on Simplot, whether in the office, out of the office or online.

✔ DO:

- Include your status as a Simplot employee, both in your company-related posts and in your profile.
- Understand that posts you make can be interpreted as being made by the Company.
- Share your own ideas, opinions and insights about the Company and the work you do. However, when you do, make sure to indicate that your post is your own and not on behalf of the Company. Consider adding a disclaimer to your profile that states, "All postings and opinions on this account are my own and don't necessarily reflect or represent Simplot."
- Share information about job openings and company-sponsored events.
- Repost, like, or mention information posted on Simplot's own social media channels.

⊘ DON'T

- Post confidential or sensitive information or intellectual property of any kind. If you have questions, ask your manager or the [Simplot IP Team](#) before posting.
- Engage with other posts that are sharing negative opinions, news or legal matters pertaining to Simplot.
- Share information about partners, vendors or other Simplot employees, particularly personal information such as phone numbers or email addresses.
- Post or share abusive or hurtful comments or use foul language or hate speech, including, but not limited to, inflammatory language or derogatory language related to race, ethnicity or gender.
- Fail to make your relationship with Simplot clear.



EMAIL

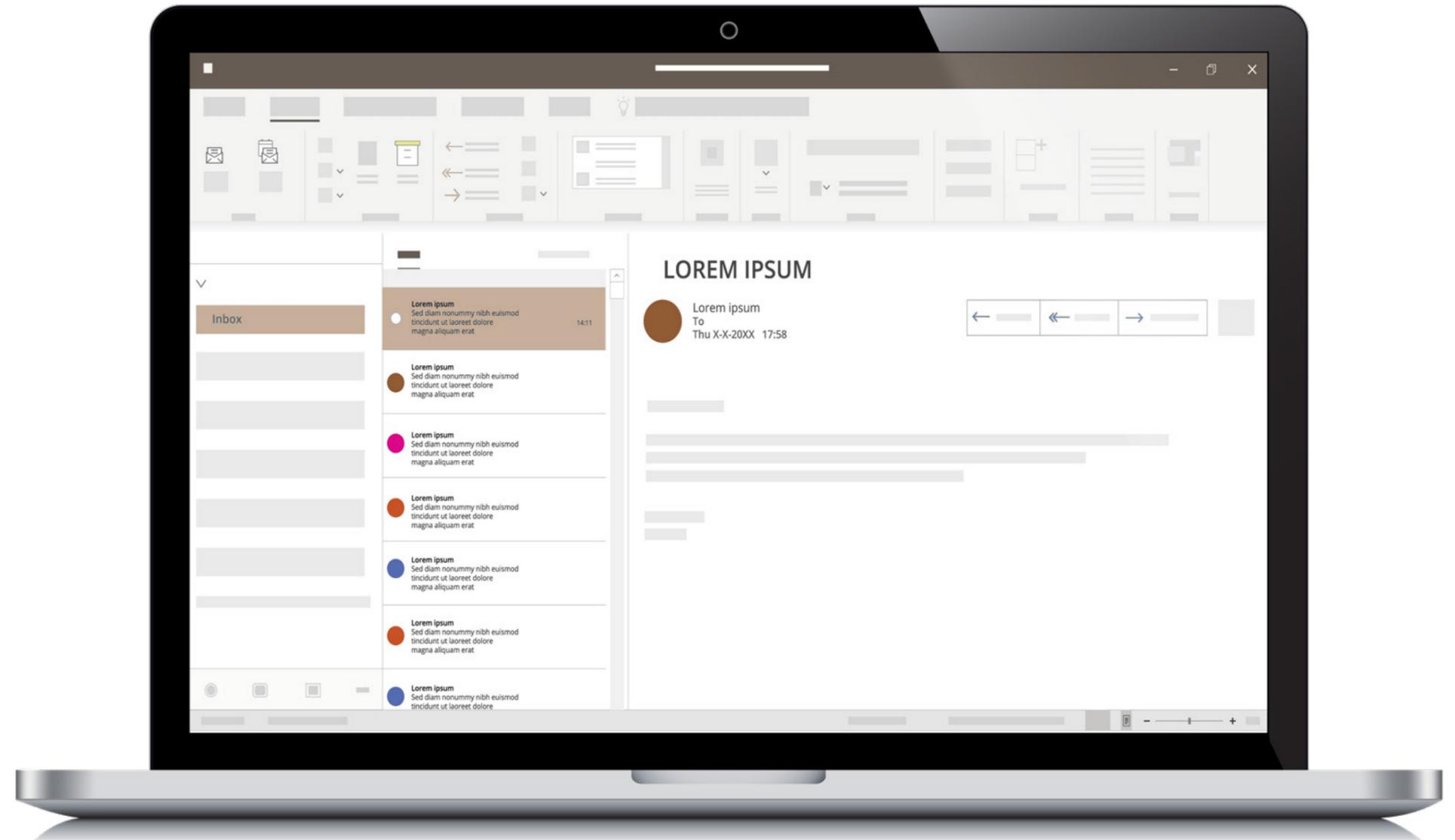
Email

Email communications offer an easy way for Simplot to directly connect with employees, vendors and customers. But because email is so common, you have to work to ensure you're delivering relevant, useful information to the recipient. One way to do that is to approach your email content from a "What's in it for the reader?" perspective.



HOW TO PREVENT EMAILS FROM BEING LABELED AS SPAM.

ONLY send marketing email to people who have provided you with their email address and agreed to receive marketing. To find new customers, work with a partner that can introduce you to their customers or create a campaign to drive email sign-ups and build your own internal list. **NEVER** buy or rent email lists. In the U.S., you must also comply with the Telecommunication Consumer Protection Act.



Types of Email

INTERNAL EMAIL

For internal group emails, use a consistent look and tone so the reader knows it's an authentic communication. Be brief to respect people's time. Use few or no graphics to speed up load times.

VENDOR EMAIL

For vendors, use a consistent look and tone, and use an official Simplot logo and signature or footer to assure the reader that the email is coming from a genuine source. Again, be brief in what you're asking and include a clear call to action, with a response opportunity (e.g., button, link, phone number, or request to reply to the email).

CUSTOMER EMAIL

For customers, use a consistent look, tone, logo, and signature or footer for authenticity. Focus each customer-facing email on one idea and provide a clear call to action (e.g., click a button or information link, call an 800 number, etc.) The exception to this is a newsletter which should consist of three to five pieces of relevant, useful news.

Basic Email Design

BIG AND SMALL SCREEN DESIGN

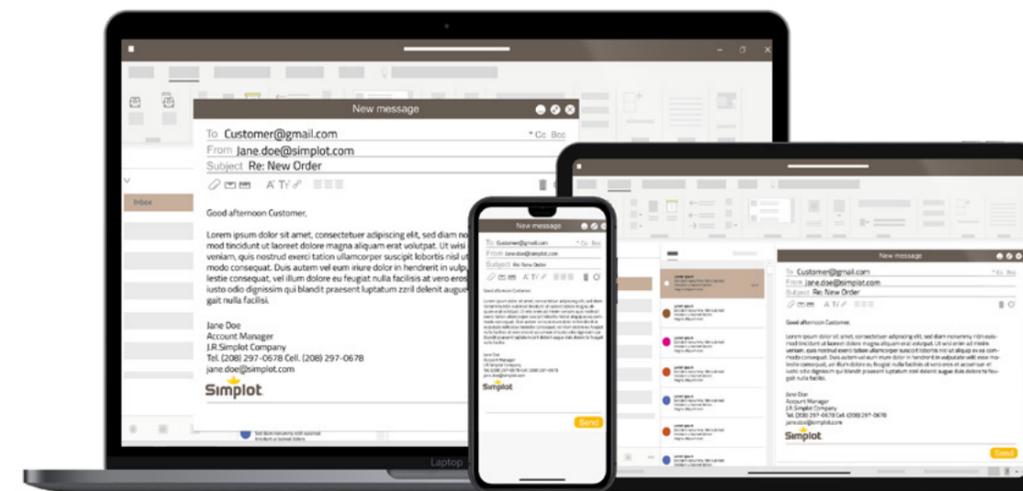
For vendor and customer emails, use a responsive template: i.e., the email looks good on laptop, tablet and phone screens.

DESIGN FOR IMAGE PREFERENCE

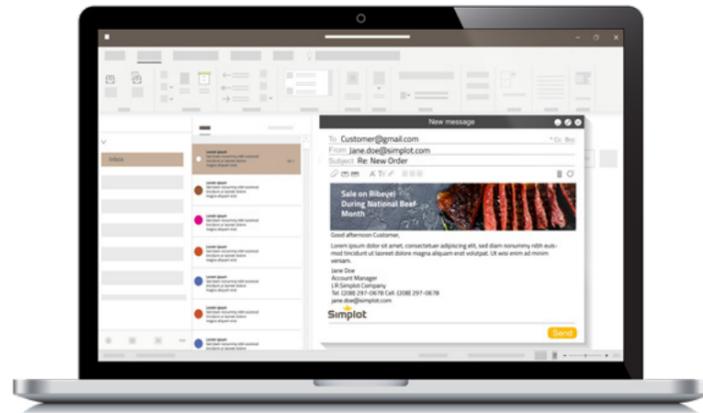
Not all email recipients use a setting that automatically loads images. Make sure your email is readable and looks good without images.

INTERNAL EMAIL

For emails to Simplot employees or internal groups, we have created a standard email template you can find at dam.simplot.com. Search "email template."

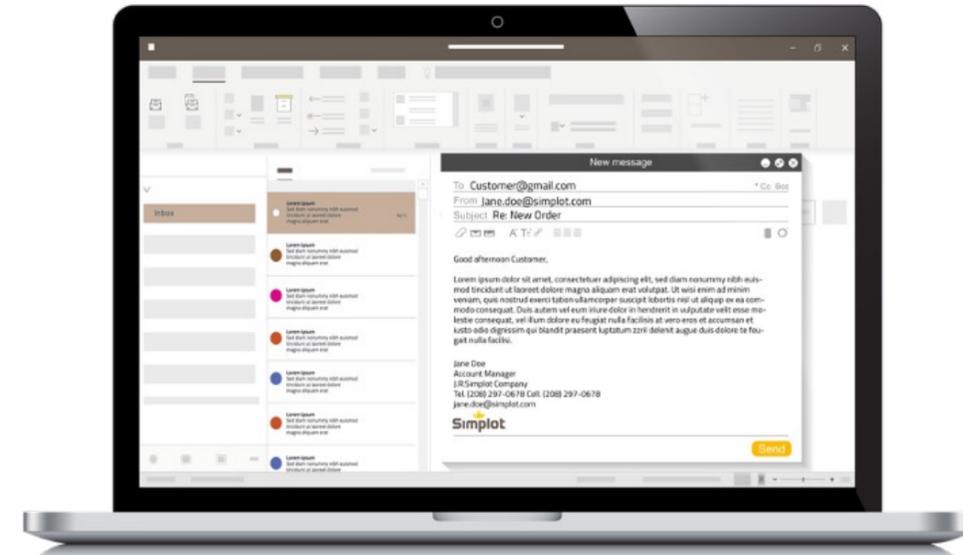


Email Typography



- Use the default font from your email program or Arial (11-point font is recommended) for all email text, including headlines. Various email programs use the recipient's font preferences and many programs only support a few font variations. Arial is a safe choice to ensure your formatting makes it to your recipient. If you choose another font, make sure it appears correctly on multiple email applications and devices.
- Use primarily black or white body text. Other colors are permissible only if they pass accessibility contrast guidelines (page 38).
- Use a dark blue such as Simplot Sea or Dark Sky for all hyperlinks.

Email Color



- Use only Simplot-approved colors in your email designs to reinforce the Simplot Brand and convey authenticity.
- Use white for your email background for most layouts.
- Don't use colored text on a colored background.

Email Images

Please refer to the Photography section on pages 40 - 48 in these guidelines for appropriate image types and where to find them.

- If you need to use an image that falls outside Simplot's brand guidelines for photography, please contact the [Simplot Brand Team](#) for approval or alternatives.
- Don't include important text within images, as some email programs don't automatically load images.
- Use meaningful alternative text (alt text) for images so viewers with images turned off can understand what the photo was trying to convey.

Email: Call to Action and Persistent Elements

CALL-TO-ACTION BUTTONS

Use CTA buttons so that they are visible whether recipients have images turned on or off.

PRIMARY CTA

There are two options for primary CTA buttons in Simplot emails: Black with a white border and white type and white with a thin black border and black type, shown right. Buttons are square with no rounded corners.

SECONDARY CTA

The secondary CTA is indicated by a slightly smaller button.

WEB VIEW

Web View provides a link that lets customers and vendors click to see your full message if the email doesn't render properly. Be sure to include "View Web Version" in the preheader of each email.

FOOTER

An email's footer can vary by email content, but information at the bottom marketing emails must include:

- Simplot contact information, including the corporate address
- Unsubscribe notice and link to unsubscribe
- If you have any questions about required email notices, contact [Simplot's IP Team](#) for more information.

LEARN MORE

SIGN UP NOW

Email Logo

Correct logo use cements the link between your email content and Simplot's brand. Please refer to the Logo section found on pages 14 - 30.

Our logo should be the first thing a reader sees when opening an a customer or vendor email email.

This is the only logo placement necessary on the email. If there is a need for multiple logos in the email, please contact the [Simplot Brand Team](#) for guidance.



Small logo (with flat leaf)

Email Signatures

This area allows you to add up to two different program logos to your signature. You can select these options using the [Simplot Email Generator](#). Please **DO NOT** add in your own logos or images.

First Last Name (him/he) | **Title Associate Director** | **Group Name**



Notice to Recipients: The information transmitted by this email (including hyperlinks and attachments, if any) is intended only for the person or entity to which it is addressed. This email may contain proprietary, business-confidential and/or legally privileged materials. If the recipient is a government employee, government entity or government contractor, be advised that the J.R. Simplot Company considers this information private and does not consent to its release under a subsequent FOIA request. If you are not the intended recipient of this message, be aware that any use, review, retransmission, distribution, reproduction or any action taken in reliance upon this message is strictly prohibited. If you received this in error, please contact the sender and

REQUIRED EMAIL STATEMENT

The following should be included* at 6-point font below your Simplot email signature:

Notice to Recipients: The information transmitted by this email (including hyperlinks and attachments, if any) is intended only for the person or entity to which it is addressed. This email may contain proprietary, business-confidential and/or legally privileged materials. If the recipient is a government employee, government entity or government contractor, be advised that the J.R. Simplot Company considers this information private and does not consent to its release under a subsequent FOIA request. If you are not the intended recipient of this message, be aware that any use, review, retransmission, distribution, reproduction or any action taken in reliance upon this message is strictly prohibited. If you received this in error, please contact the sender and delete the material from all computers.

* Some business areas use a slightly different disclaimer. Follow the guidelines for your business area if applicable

EMAIL SIGNATURE GENERATOR

Use the [Simplot Email Signature Generator](#) to easily create your Company email signature.

Email Subject Line Best Practices

- Give the reader a clear, concise reason to open the email (e.g., what's in it for them?).
- Your subject line should relate to the content of the email.
- Keep the subject line short (50 characters or less).
- Be concise and avoid excessive punctuation.
- Avoid using all-caps which can flag your email as spam.
- Always write a subject line and preheader text. The preheader text appears after the subject line in most browsers and should reinforce and complement the subject line. (Note: This is more important in customer emails than in vendor or internal communications.)
- Add personalization (e.g., name, location, group, etc.).
- Use emojis sparingly.
- Avoid spam words such as FREE!, cheap, earn extra income, credit, cash, etc. You can find the most up-to-date lists by searching online for “spam word lists.”
- Make it timely (e.g., An invitation to ..., Your March update ...).
- Make it specific (e.g., Simplot suppliers ...).
- Capitalize on the “fear of missing out” that many people have by including a deadline or other timely information (e.g., Until Aug. 30, save ...).

Internal Emails

GREETING

An informal greeting is appropriate (“Hello, Team”) but avoid being too casual (“Hey Simplot”) or jumping directly into the intro paragraph.

INTRO PARAGRAPH

Your intro paragraph should provide all information needed for a reader to become informed and take any necessary action.

BODY

Your main body text should provide more details if needed to save the reader the trouble of reaching out for more information. This is a judgment call, but for an internal email, shorter is better.

CONCLUSION

Not always necessary, but a closing can be used to reinforce your primary call to action and direct the audience to learn more. Include the sender’s signature image and name and title, if appropriate.

LINKS

All links should be text only; do not use buttons.

TEMPLATE

You can download the Simplot email template from the [Simplot DAM](#). The Word-based template can be easily copied and pasted directly into your email.

External Emails

“TO” FIELD

Always address the email to a specific person.

“FROM” FIELD

Use a consistent sender name to build familiarity.

PREHEADER

A preheader is a short sentence with more information for a reader. This can lead to higher open rates. The preheader is also the place where you want to put the Web Version link.

LOGO

The logo should be the first thing the viewer sees.

HEADER IMAGE

This full-width image can contain the headline and the first CTA button. The image should follow Simplot photography guidelines and be relevant to the content.

OPENING

Use the recipient’s name in the intro. Even just the first name will increase your open rate.

STRUCTURE

The body of your email should follow this basic structure:

Subheading: This is the text that describes the main reason for sending the email. Make sure this is clear and concise.

Body: The body will provide more details and should encourage the reader to take an action. An introductory sentence followed by a few bullet points is usually the most effective, as it makes scanning the email easier for the reader.

Image: You can include a small image that relates to the content in this first area. Use alt text so readers with images turned off can understand what you’re trying to convey visually.

Call to Action: The first CTA button comes at the end of the first section and drives the reader to a web page for more information. A phone number could be substituted for the button. Email buttons should

follow CTA guidelines (page 106) and should have a clear call to action that relates to the headline. Usually “Learn More” performs well. “Shop Now” and “Start Here” can also drive traffic to the relevant web page.

It is best to keep external emails to a single focus, but if there’s a business need to have two or more elements with calls to action, follow the same format as above.

FOOTER

After the final CTA of the email, use a footer section that includes navigation links to relevant areas of Simplot.com or your sales site. Include any necessary legal and corporate contact information. Always include the required unsubscribe language and links at the bottom of your email.

Email Newsletters

“TO” FIELD

Always address the email to a specific person.

“FROM” FIELD

Have a consistent sender name, ideally the name of the person sending the email.

SUBJECT LINES

Strive to keep subject lines under 50 characters, and concisely describe the content of the email. Give the customer a reason to open your message. Subject lines can start with the name and date of the newsletter, plus a few words about the content.

PREHEADER

A preheader is a short sentence that can be used to provide the reader with more information before they open the email. This can lead to higher open rates. The preheader is also the place where you want to put a link to view a Web Version of the email.

LOGO

The Simplot logo should be used somewhere in the newsletter, but isn't required as the top if the newsletter contains a header image with the title and other Simplot identifying information.

NEWSLETTER TITLE AND IMAGE

Just below the logo, a consistent image and newsletter name adds authenticity and reassures the reader that this email communication comes from an official source.

OPENING

If possible, below the headline and header image, use the recipient's name in the intro. Even just the first name increases engagement.

Then add a short sentence that describes the content of the newsletter they're about to read. That content can be displayed in bulletpoint format and linked to the specific section of the email or directly to a web page with more detailed content.

If your newsletter contains additional stories, simply follow the format above.

Newsletters usually contain between three and five stories of interest to the reader.

