



HICKORY  
FARMS

SINCE 1951

TM

# Brand Guidelines

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# Contents

## **WELCOME**

3 Introduction

## **BRAND ARCHITECTURE**

5 Purpose Statement

6 Brand Positioning

7 Our Brand DNA

8 Brand Pyramid

9 Our Muse

10 Giftee Profiles

11 Our Voice

13 Overarching Messaging Pillars

14 Example Copy

## **BRAND ELEMENTS**

16 Brandmark

21 Basket Weave Pattern

22 Typography

23 Photography Style

## **PRODUCT PACKAGING**

26 Product Portfolio Architecture

28 HF Steakhouse & HF Dessert Cart

29 Packaging Examples

30 Typography

32 Color

33 Pattern

34 Packaging Overview

35 Cured Meats

37 Cheeses

40 Condiments

41 Snacks - Crackers

42 Sweets

43 Chocolates

## **GIFT BOX & SHIPPER**

46 Gift Box

47 Gift Box with Bellyband

48 Insert Card

49 Shipper

50 What's Going Away

# Welcome

At Hickory Farms, we know a lot about bringing great flavors together, and this document does the same thing—for our brand expression. Part manifesto, part organizational, part instructional, the Hickory Farms Brand Guidelines is where you'll find the building blocks needed to ensure consistency, execute packaging, and inspire future brand extensions.



# Brand Architecture

# Purpose Statement

Our purpose is why we do what we do. It's the reason we come to work every day.

We connect people through effortless gifting.

# Brand Positioning

Our positioning is what we are and who we're for.  
This is why people come to Hickory Farms.

Hickory Farms connects people through effortless gifting. Our gifts of good taste bring delight to any occasion. Hickory Farms—bringing people together since 1951.

# Our Brand DNA

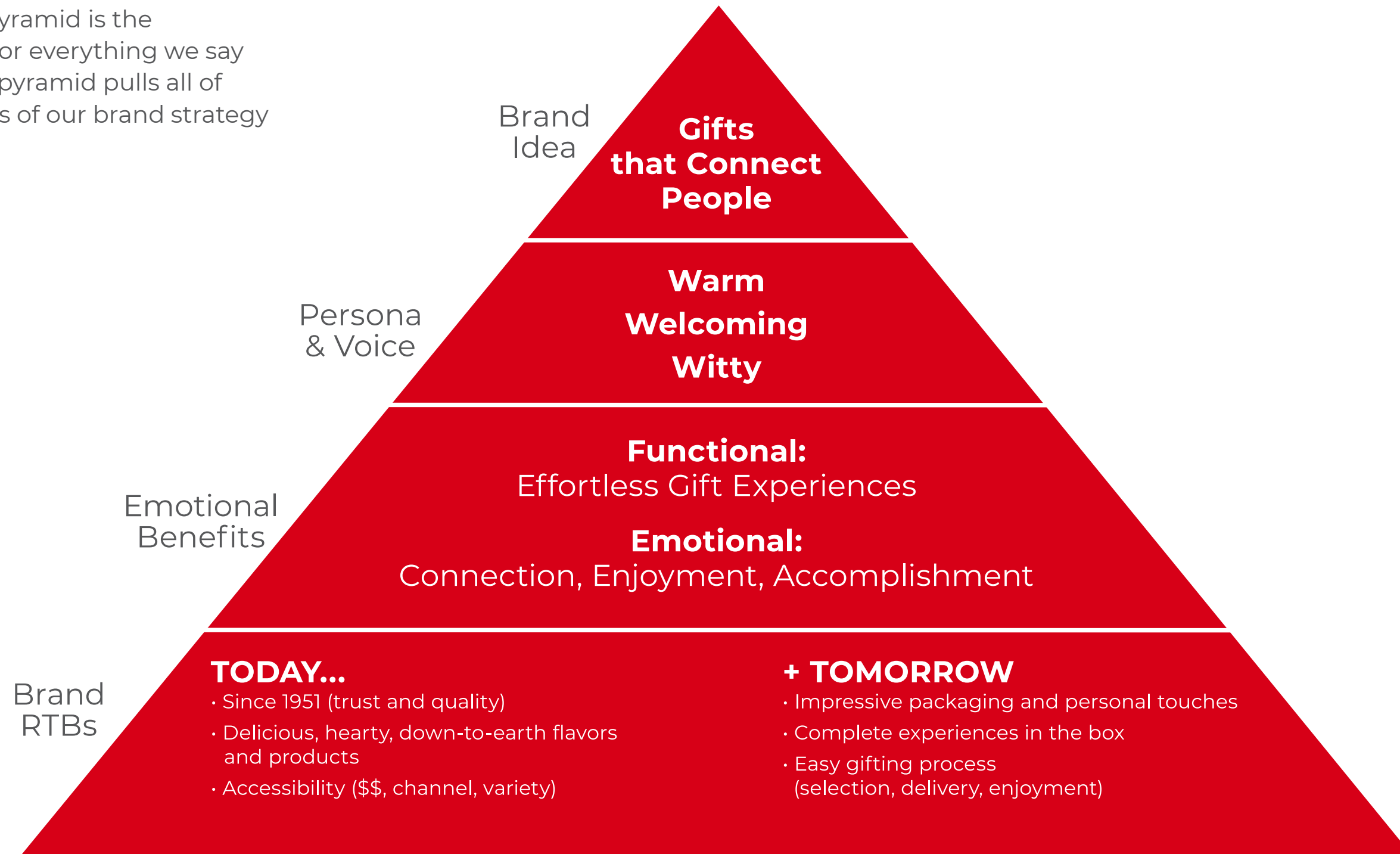
- Trusted**
- Warm**
- Widely Appealing**
- Inclusive**
- Authentic**
- Flavorful**
- Satisfying**
- Special**
- Effortless**

“It’s about the *enjoyment*,  
not the doing”



# Brand Pyramid

Our brand pyramid is the foundation for everything we say and do. The pyramid pulls all of the elements of our brand strategy together.



# Our Muse

Meet *Kate*. She exemplifies the person we're building our brand for and is the person who inspires us. By speaking to Kate, we're able to catch our broader target consumer.



- 39 years old, married with two children (1st & 3rd grade)
- She owns home in Naperville, IL (large suburb of Chicago)
- She's creative. Works as a realtor and loves interior design.
- She's mainstream adventurous regarding food
- She loves cooking and aspires to having a craft room

## Where she shops



## Sometimes

ANTHROPOLOGIE



## Where she eats

- Great taste more than healthy
- Local bistros
- Has tried Blue Apron



## Fashion



## Entertaining

- Easy but impressive; has to look good
- Loves to entertain
- Inspiration from peers, also from creative personalities like Joanna Gaines

## Gifting

- Loves gifting
- Multi-channel shopper
- Choiceful indulgence; thoughtful gifting
- Gives housewarming gifts/hostess gifts
- Not about recognition, about connecting with recipient
- Cares about quality/image/reviews
- Wants personal touch

# Giftee Profiles

These are a few of the people Kate buys gifts for—it's important for us to consider the experience of the buyer (Kate) and the recipient as we build brand expressions.

## Gina Who Loves a Personal Touch

- Kate wants to give her BFF gifts that celebrate their long-lasting, close relationship
- Wants to give her a personalized experience that can be shared (girls' night out)
- While the big holidays are important, Kate also shows how much she cares about her BFF throughout the year (sometimes as a surprise!)

## Celebrating Meg & Dave

- Kate celebrates her clients with impressive and celebratory gifts
- She wants to show how appreciative she is for their business and how excited she is for them (e.g. flowers, wine)

## Getting to Know You Melanie

- Daughter's friend's mom
- Kate wants to build a relationship with her, but doesn't know her well
- The gift should be impressive and thoughtful (e.g. cake for a party, wine, chocolates, meat and cheese to share)

## Experience, Not "Stuff" Steve

- Father-in-law
- He doesn't need more "stuff," she wants to give him an experience
- Kate wants to give him something he'll enjoy, that will make him feel special (e.g. sausage and cheese, game night experience)

# Our Voice (How we speak)

Our voice is the way we talk—the personality that comes across through our copy. Our voice has the power to build connections with everyone who interacts with our brand.

Too small...

**Nice**

superficial, polite

**Passive**

vague, cold

**Campy**

whimsical, silly

Just right...

**Warm**

caring, thoughtful, helpful

**Welcoming**

inclusive, friendly, outgoing

**Witty**

bright, fun, smart

Too big...

**Sappy**

sentimental, gushing

**Exclusive**

snobby, pompous

**Flippant**

biting, sarcastic

# Our Voice (How we speak)

## Warm sounds like...

*"The best thing about memories is making them."*

*"Someone's thinking of you!"*

### **NOT:**

*"When you gift food, you gift love." (too sappy)*

*"It's good to be grateful— show your appreciation with a gift basket." (feels cold, impersonal)*

## Welcoming sounds like...

*"We'll help you find something for everyone on your list."*

*"From our classic beef summer sausage to sriracha mustard, there's something for everyone."*

### **NOT:**

*"A delicate balance of herbs a true aficionado will enjoy." (too snobby)*

## Witty sounds like...

*"Charcuterie is French for 'dig in'!"*

*"Hop to it— Easter shipping cutoff dates"*

### **NOT:**

*"We put the cheese in cheesy" (too silly)*

*"Spicy mustard for when you need to spice up Aunt Martha's potato salad." (too snarky)*

# Overarching Messaging Pillars

## Ease

Kate wants to give thoughtful gifts, but it's stressful to find the perfect gift.

- Something for everyone on your list
- No work once you open the box—just fun
- Consistent quality you can trust
- Shop when and how you want

*“From our award-winning summer sausage to our marble ganache cheesecake, there’s something for everyone.”*

## Connection

We set the stage for building connections; both one-to-one and one-to-many.

- We make it about the enjoyment, not the process
- Every gift is an experience
- Build anticipation for enjoying the gift
- Easy to add a personal touch to make it special just for the recipient

*“Someone’s thinking of you.”*

*“Gifts for a gathering”*

*“Bringing people together since 1951”*

## Taste/Quality

Kate wants to give a gift that her recipient will enjoy; something that will make them feel special.

- Classic flavors and more (mainstream adventurous)
- Hearty, satisfying food
- Since 1951
- Delicious and impressive

*“Delicious delivered”*

*“Mix and match sweet and salty or crunchy and creamy..the options are endless.”*

# Gift Description Example

## Warm & Hearty Welcome Gift Box

### WHAT'S INSIDE

5 oz. Signature Beef Summer Sausage

5 oz. Spicy & Savory Beef Summer Sausage

5 oz. Brown Sugar & Honey Turkey Summer Sausage

4 oz. Farmhouse Cheddar

4 oz. Smoked Cheddar Blend

4 oz. Three Cheese and Onion

2.5 oz. Honey & Pineapple Mustard

2.25 oz. Sweet Hot Mustard

Net Weight 1.9 lbs.

### ALLERGEN INFORMATION:

Product contains milk, wheat, and soy. Produced in a facility that also processes egg, peanuts, and pecans.

### ABOUT THIS GIFT

Delicious is the best kind of welcome. With a range of flavors, this box of tasty goodness has a little something for everyone.

Filled with our award-winning Signature Beef Summer Sausage, Brown Sugar & Honey Turkey Sausage, Spicy & Savory Beef Summer Sausage, a creamy and savory range of cheeses, and tangy mustards, our Warm & Hearty Welcome Gift Box is packed with flavor.

Comes in a beautifully giftable box.



Brand Elements

# Brandmark

Our brandmark is our most powerful visual equity which proudly identifies the Hickory Farms brand across all touchpoints.

The **Primary Brandmark** is a red square, PMS 3546, that is comprised of the barn icon, wordmark and our founded date.

When the **Primary Brandmark** appears on an image or a field of color, the color of the background shows through between the inner square and outer border.

Our **Secondary Brandmarks** are available for restricted use. The secondary brandmarks are an abridged expression of the brand comprised of the barn icon, wordmark, and founded date—they do not have the red containing shape.

PANTONE® is a registered trademark of Pantone, Inc. The colors shown on this page and throughout this document are not intended to match the PANTONE® Color Standards. For accurate standards, refer to the current edition of the PANTONE® color Specifier Guide.

Primary Brandmark



Secondary Stacked Brandmark



Secondary Horizontal Brandmark



# Simplified Brandmark

## MINIMUM SIZE

The brandmark must always be legible and clear. The **Primary Brandmark** should never be sized smaller than 1" in width. This will ensure that the type and inner elements are maintained and will not fill in when printed.

Minimum Size



Simplified Brandmark



## SIMPLIFIED BRANDMARK

In cases when the brandmark must appear smaller than 1," use the **Simplified Brandmark**. It has been created solely for this purpose—do not modify or recreate. The width may not be smaller than 1/2".

The **Simplified Brandmark** is not preferred and should be used sparingly.

Abbreviated Brandmark



## ABBREVIATED BRANDMARK

The **Abbreviated Brandmark** should only be used when spatial limitations or minimum text-size requirements do not allow for the preferred primary or secondary brandmarks to be placed.

Stand-Alone Barn



## STAND-ALONE BARN

The **Stand-Alone Barn** can be used for on-product branding or as a sign-off. It must be used in conjunction with the full brandmark on the same piece of creative.

# Brandmark

The preferred application of the **Primary Brandmark** is on a simple background and does not compete with other stand-alone graphic elements.

## CLEAR SPACE

The established clearspace around the brandmark must always be maintained to ensure the brand always stands apart from any other stand-alone graphic elements.

For both the **Primary Brandmark** and **Secondary Brandmarks**, the minimum clear space on all sides is the same height of the “H” in the wordmark.

Always use master art. Our brandmark should never be recreated or modified.

Primary Brandmark



Secondary Stacked Brandmark



Secondary Horizontal Brandmark



# Brandmark

## BLACK/WHITE

The black/white **Primary & Secondary Brandmarks** are available for use when dictated by print limitations.

## GOLD OR SILVER

When a more premium expression is required, a gold or silver brandmark may be used. The use must be approved by the Hickory Farms Marketing Dept.

Black/White Brandmarks



Gold or Silver Brandmarks



# Brandmark Don'ts

Consistent and correct use of the brandmark is critical to the strength of the brand.

Use Master Art brandmark in all cases—never recreate, change or modify.



**Don't** alter the color of the brandmark



**Don't** add color to the wordmark



**Don't** resize any elements in the brandmark



**Don't** delete the outer border in the brandmark



**Don't** use the positive brandmark in circles or other non-approved shapes



**Don't** rotate or skew the brandmark



**Don't** distort or stretch the brandmark



**Don't** use the positive brandmark on top of complex imagery



**Don't** alter the color of the brandmark



**Don't** distort or stretch the brandmark



**Don't** rotate or skew the brandmark



**Don't** rotate or skew the brandmark

# Basket Weave Pattern

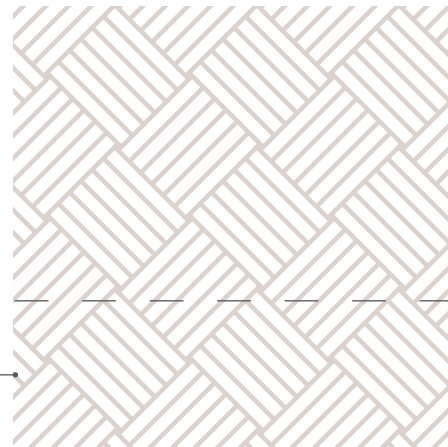
Our basket weave pattern adds warmth and interest to our visual language. The basket weave communicates food and connection in a clean and modern way.

Through consistent use of the basket weave pattern, it will become one of our visual hallmarks. It can be used as a bold graphic (shipper box), a textural pattern (gift box), or as an accent trim (note card).

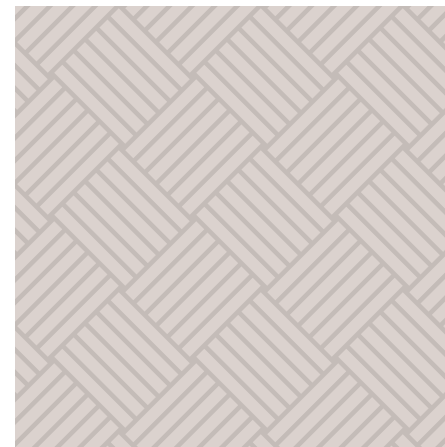
The pattern should include **no less than 1 full row of square basket weave boxes.**

The Hickory Farms red basket weave is the primary red pattern. Only in cases when the landmark or a large field of PMS 3546 red is in close proximity to the pattern should the dark red version be used (the bellyband, for example, see page 47 for more information).

One-Color Basket Weave Pattern



Two-Color Neutral Basket Weave Pattern



Two-Color Hickory Farms Red Basket Weave Pattern



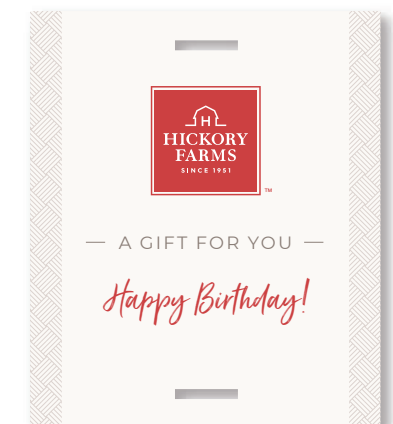
Two-Color Dark Red Basket Weave Pattern



Bold Graphic



Textural Pattern



Accent Trim

# Typography

## BRAND FONTS

The impact our typography creates enables us to create a distinctive style. Used consistently, our typography provides an immediate connection to our Hickory Farms brand.

**Montserrat**, a contemporary sans serif typeface, is our primary font and can act as a graphic element, grabbing attention and quickly communicating information.

**Just Lovely Regular** may be used, albeit sparingly, as an accent typeface. The brush script font adds warmth and a personal touch to brand communications.

**Amiri** is our secondary text typeface and can be used for romance or descriptive copy.

## Primary

**Montserrat Bold**

***Montserrat Bold Italic***

**Montserrat Semibold**

***Montserrat Semibold Italic***

Montserrat Regular

*Montserrat Italic*

## Accent

*Just Lovely Regular*

## Secondary

Amiri

# Photography Style - Food



- Hickory Farms products are the hero. They are complemented by garnishes, small dishes with simple food or beverages to add texture, form, and color.
- Items are placed to reflect ease of use, invite exploration and approachable inspiration.
- The charcuterie board feels plentiful without getting dense. The surface itself is visible between and around food items.
- Secondary vessels/utensils/foods support story and add balance around the primary plate/platter.

- Lighting feels natural and inviting.
- The hero products are fairly evenly lit without harsh shadows or highlights.
- Textures are further defined by the lighting.

# Photography Style - People



- When product is shot with people, food remains the hero; at least 70% of focus on food.
- Scene feels inviting, food looks delicious, and the way it is presented is attainable.
- Primarily includes hands and arms of people interacting with food or props vs. featuring people themselves.

A top-down view of a charcuterie board. The board is filled with various food items: several slices of cured meats, including salami and a darker, thicker slice; several pieces of cheese, including a large wedge of cheddar and some smaller pieces of white cheese; a cluster of green olives; and a small glass jar of dark jam or preserves. In the upper right corner, there is a wooden bowl filled with rectangular, perforated crackers. The entire board is set against a dark, textured background.

# Product Packaging

# Product Portfolio Architecture

Our product portfolio is segmented from good to best. Each tier (Basic, Core, Elevated, and Elevated+) has distinct design characteristics that build variety and subtly communicate value to the consumer.

Our Core tier is where it all began. It not only includes some of our signature products, but also represents our broadest segment comprised of high-quality products across nearly every category.

With the exception of Hickory Farms Steakhouse and Hickory Farms Dessert Cart, we are not leveraging sub-brands to communicate tier. Learn more about Hickory Farms Steakhouse and Hickory Farms Dessert Cart on page 28.

## CHEESES

Shelf-Stable = Core  
Refrigerated = Elevated

## CONDIMENTS

Traditional Flavors = Core  
All-Natural and Unique Flavors = Elevated

## CHOCOLATES & SWEETS

Sweets = Core  
Chocolates = Elevated

Category	Basic	Core	Elevated	Elevated+
Cured Meats	■	■	■	
Cheeses		■	■	
Condiments		■	■	
Snacks		■		
Fruit		■		
Beverages		■		
Chocolates & Sweets		■	■	
HICKORY FARMS DESSERT CART Fine Desserts			■	
HICKORY FARMS STEAKHOUSE Fine Meats & Seafood			■	■

# Hickory Farms Steakhouse & Dessert Cart Architecture

As the products formerly in the Pfaelzer Brothers portfolio move into Hickory Farms, we've created an Elevated+ tier to house our most premium products.

Learn more about Hickory Farms Steakhouse on page 28.

Category	Elevated	Elevated +
<b>Wine</b>	All Wine	—
<b>Beef</b>	Sliders, Burgers, Choice Steaks	Prime Steaks, Impressive Cuts (Tomahawk, 40oz Porterhouse, Cowboy), Premium Roasts (Tenderloin, Rib Roast)
<b>Lamb</b>	Lamb Chops	Rack of Lamb
<b>Seafood</b>	Crab Cakes, Shrimp	Lobster Tails
<b>Frozen Desserts</b>	Cheesecake, Gelato Pops, Ice Cream Truffles, Cakes	—
<b>Frozen Appetizers &amp; Sides</b>	Vegetables, Appetizers, Starches (Mac & Cheese)	—
<b>Other Meats</b>	Smoked Turkey, Premium Turkey, Pork Ribs, Ham	Dry-aged Pork Chops, Crown Pork Roast

# Hickory Farms Steakhouse & Hickory Farms Dessert Cart

**As we move away from the Pfaelzer Brothers brand, we have created Hickory Farms Steakhouse & Hickory Farms Dessert Cart.**

Hickory Farms Steakhouse & Hickory Farms Dessert Cart deliver an elevated experience:

- experience the quality of fine steakhouse meal
- high-quality cuts / prime meats
- fresh frozen seafood
- gift an entire meal—main, side, and dessert
- easy to prepare

While Hickory Farms Steakhouse and Hickory Farms Dessert Cart live within the broader Hickory Farms Brand, they have a unique positioning:

**Gift a fine dining experience**



# Packaging Examples

	MEATS	CHEESES	CONDIMENTS	CRACKERS	CHOCOLATES & SWEETS
ELEVATED					
CORE					
BASIC					

# Typography

## PACKAGING FONTS

Fonts used in our packaging allow us to create a distinctive style and voice for each product category.

### Sausages (Basic)

PMN Caecilia 75 Bold  
Oldstyle Figures  
PMN Caecilia Roman  
Interstate Bold

### Sausages (Core & Elevated)

Bitstream Arrus BT Bold  
*Just Lovely Regular*  
Interstate Bold

### Salami (Elevated)

Coliseum Pro Medium  
*Ernest and Emily Upright Regular*  
Interstate Bold

### Cheeses (Core)

Ehrhardt MT SemiBold  
*Beloved Script Bold*  
BOURTON BASE DROP

### Cheeses (Elevated)

DURHAM LATIN  
*Brisa Regular*  
Interstate Regular Compressed

### Condiments (Core)

NEUTRAFACE 2 DISPLAY TITLING  
Eames Century Modern Medium  
Gotham Medium

### Condiments (Elevated)

ATSACKERSGOTHIC HEAVY  
Gotham Medium  
Interstate Regular Compressed

# Typography

## Crackers (Core)

STEELPLATE GOTHIC  
PRO SHADED  
Intro Head HL Base  
*FLOOD REGULAR*

## Sweets (Core)

GIN ROUND  
Archer Semibold  
*Zing Script Rust Semi Bold Base*

## Chocolates (Elevated)

Camila Semibold  
Brandon Text Bold

## Legal

Univers 49 Light Ultra Condensed

## Bellyband (Kiosk)

Bitstream Arrus BT Bold  
Montserrat Regular  
Montserrat SemiBold

# Color

We use color to build warmth and variety within our products. Our packaging colors are appetizing, category-relevant, and help segment our product portfolio.

## ELEVATED

**Is:** Rich, Saturated

**Is not:** Muddy

## CORE

**Is:** Naturally Vibrant

**Is not:** Artificial, Harsh

## BASIC

**Is:** Bright, Eye-Catching

**Is not:** Heavy, Pale

### ELEVATED

#### Meats



Three Pepper Salami



Original Salami



Beef Summer Sausage

#### ALL



Gold Accent - Type and/or Lid

#### Cheeses



Creamy Gouda



Smoked Garlic Cheddar

#### Chocolates



Peppermint Bark



Milk Choc. Sea Salt Caramels



Dark Choc. Sea Salt Caramels



Base for All Chocolates

### CORE

#### Meats



Turkey Summer Sausage

#### Condiments



Sweet Hot Mustard



Honey Pineapple Mustard

#### Sweets



Mini Melt Away Mints



Peppermint Snow Mints

#### Cheeses



Smoked Gouda Blend



Smoked Cheddar Blend

#### Crackers



Golden Toasted Crackers

### BASIC

#### Meats



Beef & Pork Summer Sausage

# Pattern

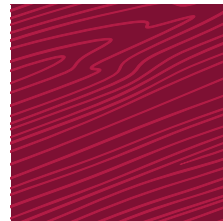
We use pattern to add texture, depth, variety, differentiation, and, in some cases, deliver flavor cues within our product packaging.

Pattern can also be category-specific. For example, salami features a net pattern to reinforce the curing process.

In order to remain textural and avoid competing with the typography, the pattern should appear in *only two shades of a related color*.

Patterns are meant to be suggestive rather than literal. *They should be textural, clean, and modern. NOT pictorial.*

## FLAVOR



Wood



Honey



Smoked - Elevated



Smoked - Basic

## TEXTURE

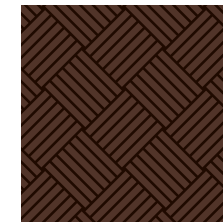


Crispy  
(Crackers)



Creamy  
(Cheese)

## BRAND PATTERN

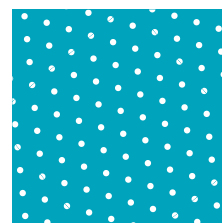


Basket Weave  
(Chocolates)

## CATEGORY



Salami

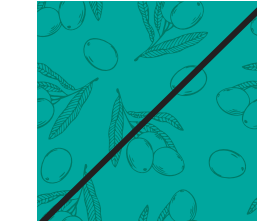


Sweets

## AVOID



Multi-Color Patterns



Pictorial Patterns

# Packaging Overview

Our packaging builds excitement and anticipation for our consumers—this is driven by our brandmark, use of color, flavor cues, pattern, and any product call-outs.

Our packaging is comprised of the brandmark, a solid background color and a product pattern accent. The brandmark is proudly prominent and often centered over the split of the background color and product pattern on the package.

Hickory Farms product communication is comprised of the product name, flavor, descriptor copy and a product pattern.

Category distinction is created through varying packaging architecture systems.

Product differentiation within each category is achieved through changes in background color, pattern, and typography.



# Cured Meats - Sausages

## HORIZONTAL FORMAT

### Key Elements

- Product pattern is featured at the left
- The brandmark is proudly centered over the pattern/background split
- Product name is featured prominently beside the brandmark
- Variety is emphasized within the product name
- Rules can be added to help organize information
- Gold accents elevate quality cues (Elevated)



### Elevated



### Core



### Basic

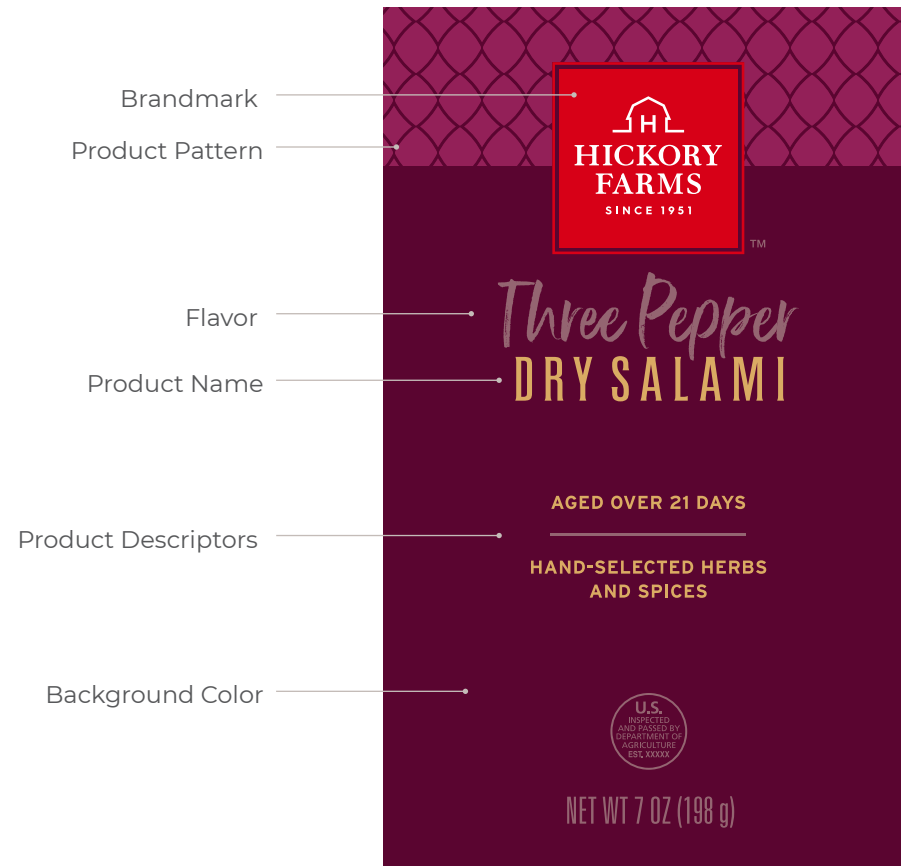


# Cured Meats - Salami

## VERTICAL FORMAT

### Key Elements

- Product pattern is featured at the top of the label
- The landmark is proudly centered over the pattern/background split
- Product name is featured prominently below the landmark
- Rules can be added to help organize information
- Gold accents elevate quality cues (Elevated)
- Product descriptors further reinforce quality cues (Elevated)



## Elevated



# Cheeses

## HORIZONTAL FORMAT

### Key Elements

- Product pattern is featured at the left
- The landmark is proudly centered over the pattern/background split
- Product name is featured prominently beside the landmark
- Variety is emphasized within the product name
- Rules can be added to help organize information
- Gold accents elevate quality cues (Elevated)



### Core



# Cheeses

## ROUND FORMAT

### Key Elements

- Product pattern is featured as a frame
- Brandmark is proudly centered at the top of the label
- Product name is displayed prominently beside the brandmark
- Variety is emphasized within the product name
- Rules can be added to help organize information
- Gold accents elevate quality cues (Elevated)



### Core



# Cheeses

## VERTICAL FORMAT

### Key Elements

- Product pattern is featured at the top of the label
- The landmark is proudly centered over the pattern/background split
- Product name is featured prominently below the landmark
- Rules can be added to help organize information
- Gold accents elevate quality cues (Elevated)
- Product descriptors (where applicable) further reinforce quality cues (Elevated)



### Elevated



# Condiments

## Key Elements

- No pattern/texture — clear label
- Product is visible
- Lid changes color
- Flavor icon is elevated (Core)
- “100% Natural” callout is featured (Elevated)

## Core



## Elevated



# Snacks - Crackers

## VERTICAL FORMAT

### Key Elements

- Product pattern is featured as a background element
- The brandmark is proudly centered over the pattern/panel split
- Product name is featured prominently below the brandmark
- Variety is emphasized within the product name
- Rules can be added to help organize information
- Product/flavor differentiation can be achieved through pattern, color, and/or typography
- Product photography is simple and minimally adorned



# Sweets

## Key Elements

- Product pattern is utilized as a frame
- The brandmark is proudly centered over the pattern/panel split
- Product name is featured prominently below the brandmark
- Rules can be added to help organize information
- Product/flavor differentiation can be achieved through pattern, color, and/or typography

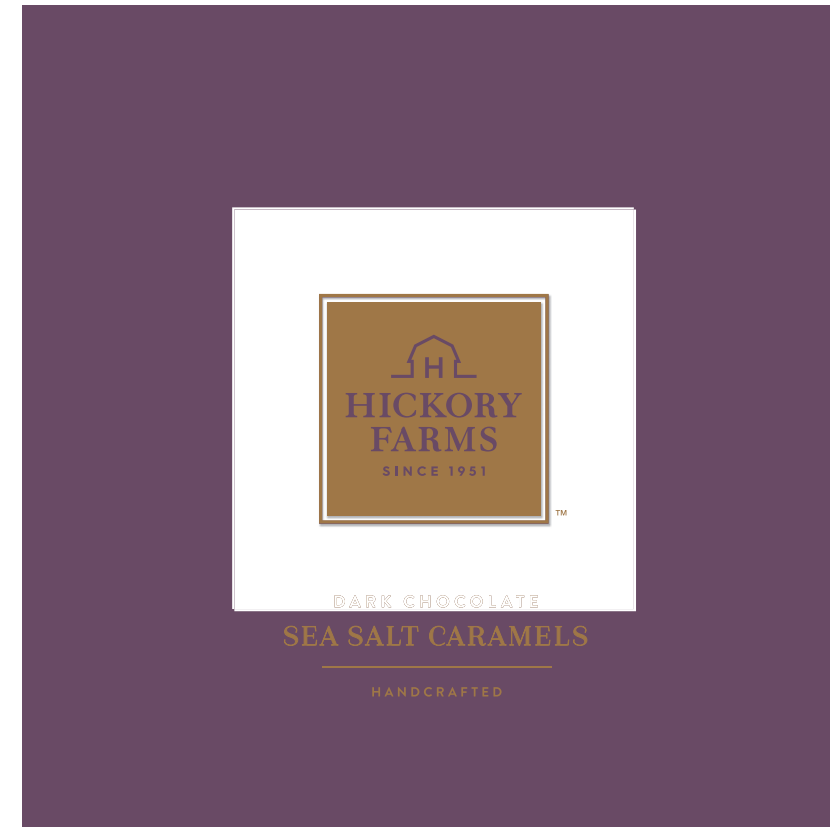
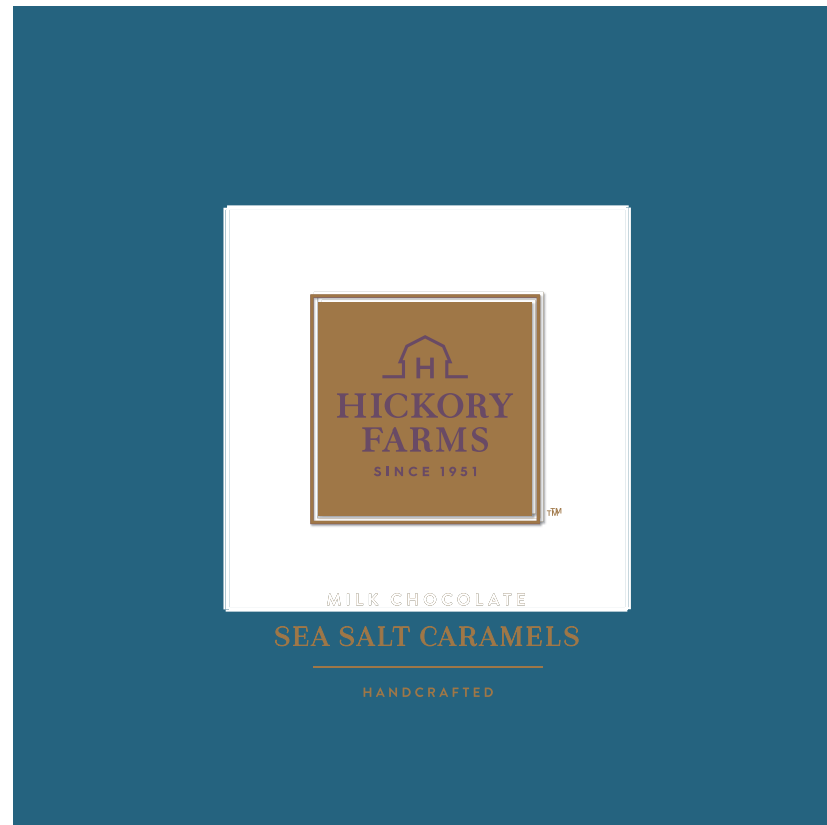
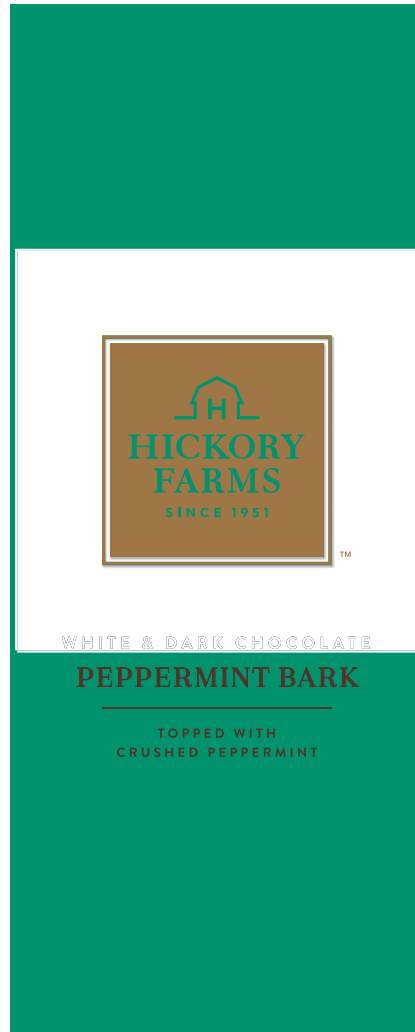


## Core



# Chocolates

## Elevated



# Chocolates

## Key Elements

- Solid gold, embossed landmark
- Backgrounds appear in rich tones
- Product name is featured in sophisticated, centered type
- Rules can be added to help organize information
- A spot UV creates a subtle, textural product pattern on the rich brown box base



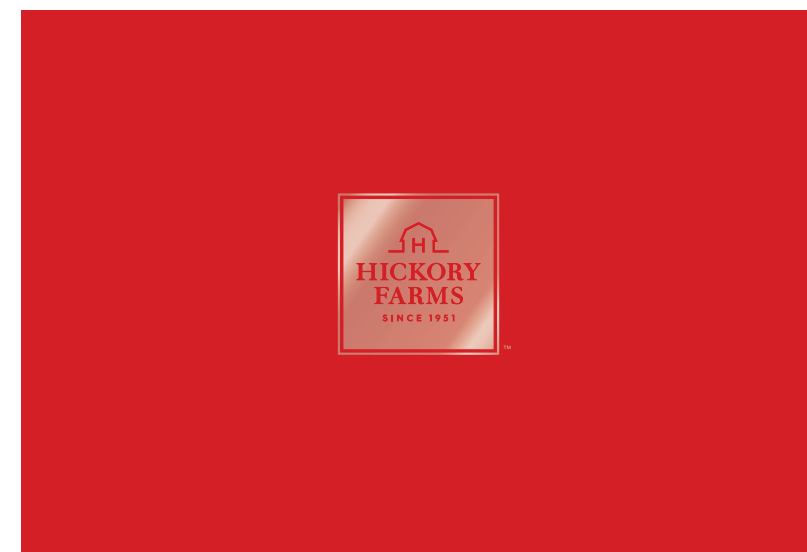


Gift Box & Shipper

# Gift Box

Our gift box is designed to delight the recipient and build anticipation.

It is comprised of a personalized card anchored by a red ribbon against our iconic red background. Once the card is removed, the Hickory Farms landmark printed with a gloss texture is revealed. The box base features our signature basket weave pattern, subtly reminiscent of our gift baskets.



# Gift Box with Bellyband - Kiosk

Our gift boxes are key visual elements at our kiosks. Within this environment, the bellyband plays a critical role in identifying the products contained in each box, both visually and typographically.

Our iconic basket weave pattern is used consistently across all kiosk bellybands.

For differentiation, each gift box has a fanciful name that is prominently featured. It is treated in an accent color that is reinforced in the border, secondary text, and side panel communication.



# Insert Card

The insert card helps build excitement and provides inspiration for how to serve the products inside. The photography and accompanying text will be customized to each box, providing practical tips and attainable suggestions.

In photography, the box contents are heroed (at least 90% box contents) and are supported by secondary elements that complement and add appetite appeal.

Ideally, the insert card consists of a full-bleed photograph paired with our product notes as shown here.



# Shipper

The role of the shipper is to form a premium, memorable experience. The bold use of our signature basket weave pattern creates a lasting impression.

The strong brand presence helps build anticipation for what's inside. Additional messaging on the inside of the lid continues the brand experience while unboxing.



# What's Going Away

As we refresh and modernize our brand identity to tie closely with our brand positioning, there are a few heritage elements we are not carrying forward.

- Old logo
- Simply brand
- Reserve brand
- Linen texture
- Old color (PMS 202 maroon red)
- “Traditions Matter” messaging
- Pfaelzer Brothers logo & brand



# Contact Information

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*Thank You!*