

— TASTE OF —  
CALIFORNIA  
HICKORY FARMS™



2019  
STYLE GUIDE

# — TASTE OF — CALIFORNIA

We've expertly curated the Taste of California collection to create a sharable, gourmet experience. We have paired well-loved regional flavors and Hickory Farms favorites for a delicious taste of the West Coast. With packaging that captures the magic of California, these elevated gifts are perfect for any occasion. Take a journey with us through the Golden State's best food regions.



# COLLECTION LOGO

The Taste of California collection logo is designed to be flexible for multi-channel use with several variations.

- The collection logo is not a replacement for the Hickory Farms logo and should not be used on component packaging, as an email header, brand logo, social identity logo, etc.
- The collection logo is intended for use to identify the collection within Hickory Farms' channels, such as within the body of an email, social post, catalog, web landing page, etc, and can be used on packaging and accoutrements such as corrugate containers, crates, ribbon, and hangtags.
- The primary color for the logo is the brand gold PMS 10125 . Black and White versions are also available. With permission, the logo may be replicated with one of the colors from the TOC color palette, but should not be used in the Hickory Farms brand red PMS 3546. The font for the design is Disalina, with +100 tracking.



Primary Collection Logo



Introduction Logo  
Drop "Introducing" in Q1 2020



Lock up with Hickory Farms logo



Horizontal Logo Format. May be used with or without H-Barn. Repeat for ribbon is shown.

# tone & voice

The overall voice is warm, welcoming, and enticing with a casual elegance that reflects the Golden State's relaxed and playful culture. See messaging example below.

## HEADLINES

GOURMET GIFT EXPERIENCE  
EXPERTLY CURATED FLAVORS  
ELEVATED GIFT EXPERIENCE

SEND SOME SUNSHINE  
A TASTE OF THE WEST COAST  
WEST COAST FLAVOR  
RELAXED CALIFORNIA EXPERIENCE

FINE WINE & GOURMET TREATS  
UNIQUE CALIFORNIA FLAVORS  
GIFTS THAT SPARKLE

## PHRASING

Take a journey with us through the Golden State's best food regions.

We've curated a collection of Hickory Farms favorites paired with California flavors for a gourmet gift experience

We invite you to relax, soak in the sun, and enjoy a taste of California.

Our collection of wines perfectly complements our gourmet snacks and have been hand-selected from top vineyards for an authentic, laid-back experience.

Share taste of sunny California with high-quality products and distinct flavors of the West Coast like premium nuts, sourdough crackers, olives, artisan salami, and small-batch chocolates.

Our California-based gift designers paired well-loved regional flavors and hickory farms favorites for a delicious taste of the West Coast. With packaging that captures the magic of California, these elevated gifts are perfect for any occasion.

## INTRODUCING VS BRINGS YOU

- When referencing the collection in a channel that is frequently updated (email, social), the term "Introducing" may be used until Q1 2020 - "Introducing Taste of California by Hickory Farms".
- When referencing the collection in a channel with a longer life span (i.e. video) or starting in Q1 2020, use the term "Brings You" or "By" - "Hickory Farms Brings You Taste of California" or "Taste of California by Hickory Farms"

# COLOR PALETTE

The Taste of California color palette has a slightly muted elegance that is referential to the natural wonders of the Golden State. Aqua and marine blue call to mind the sky and ocean, while dusty purple and sage reminisce the bountiful foliage. Terracotta speaks to the abundant Spanish architecture, and gold defines the elevated look of the collection.



PMS 10125



PMS 623



PMS 7697



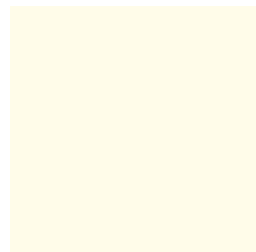
PMS 695



PMS 2435



PMS 5873



Cream 10% Y



PMS 624



PMS 2392



PMS 696



PMS 2436



PMS 5773

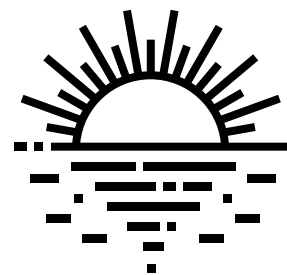
# ICONS

Iconography helps reinforce the California regionality of the collection.

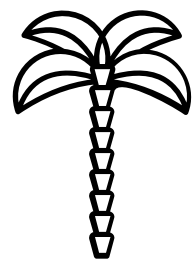
- The primary use of the icons is in both component and container packaging as tone on tone pattern. Icon and color association is fluid and any of the icons may be used with the colors in the palette to create a tone on tone pattern. Multi-color patterns should be avoided.
- The primary icon is the sunset reflecting over water, which may be used in marketing materials as a sign off after messaging.
- Avoid using the icon patterns in marketing collateral with lots of images and copy. Do use the icon patterns as a background to simple copy messages.



Sun & Water  
Primary Icon



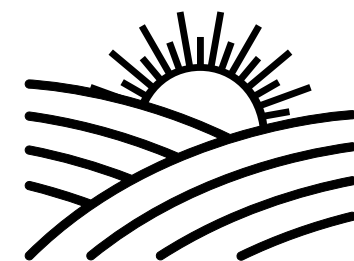
Palm Tree



Surf Board



Sun & Hill



# CONTAINER PACKAGING

Taste of California gift containers and finishing touches are key to the elevated look of the collection.

## CORRUGATE

Either open top box or pyramid shaped box, both corrugate designs utilize the brand color palette, collection logo, and patterns. Corrugate gift containers are generally finished with raffia instead of ribbon.



## CRATES

Crates may have straight or slanted sides and may be printed with the collection logo. Crates are also generally finished with raffia instead of ribbon.



## BASKETS

Basket includes traditional woven containers in natural fibers, but also faux leather containers and tins. Baskets generally are finished off with the TOC ribbon, which is a cream grossgrain with gold printing.



## HANGTAGS

Two options of hangtags are available. The illustrated California watercolor is appropriate for more approachable gifts, while the diecut gold California shape is appropriate for elevated gifts.



## GOLD RIBBON

French Champagne baskets get a gold ribbon instead of a TOC ribbon, given the origin of the champagne.



## GOLD RIBBON ALT SKUS

There are 7 gifts that have an alternate build with a gold ribbon instead of a TOC ribbon. The only audience for these gifts is past California Delicious customers.

***They should not be used in any Hickory Farms channel.***

The skus are noted with an "G" at the end: 07649G; 07659G; 07641G; 07652G; 07655G; 07666G, 07600G.



# COMPONENT PACKAGING

The Taste of California component packaging is rich in color with gold accents that captures the magic of California.

- The Hickory Farms logo switches from brand red to gold PMS 10125.
- Typography has a modern playfulness and utilizes SideCar Sans Serif and Script for the product name to create a fun lock up.
- Tone on Tone icon patterns are used to highlight the regional California sourcing, as well as simple callouts like “Baked in Sonoma” or “San Francisco Style”.
- The addition of the Made in California seal reinforces the provenance. The seal may also be used on Hickory Farms components that are California sourced like salami and prosciutto, or in marketing collateral.
- Included in the packaging system are some generic boxes that have names like “Sweet Snacks”, “Tasty Treats”, etc., allowing for flexibility on fulfillment. In product copy these are described as “may include dried fruits, nuts, or candies sourced from California”.



# CURATED PRODUCTS

Key to the authenticity of this collection are the curated non-Hickory Farms products from California. We have selected well-known and well-loved brands to pair with our Hickory Farms favorites. When referencing these non-Hickory Farms components in product copy, regionality should always be called out, as well as any California-centric values, i.e. organic, fair trade, small-batch. The list below is a sampling of some the brands included in the Taste of California gifts.

Chua Chocolate  
Marich  
Rustic Bakery  
Torn Ranch

Nunes Farms  
Alter Eco  
Santa Barbara Olive Co.  
J & M Cheese Straws

Charles Chocolate  
B. Toffee  
Art of Caramel  
Sonoma Creamery





# PHOTOGRAPHY

The overall feel of the Taste of California imagery is light and airy with nods to California's architectural style.

## CORE COLLECTION

Distressed stucco background with hints of terracotta. Unfinished wood surface with a driftwood-esq feel. Props should heavily lean in to California-centric foliage and fruit, such as olive or eucalyptus branches, and citrus fruits and leaves.



## HERO PRODUCTS

In addition to the tabletop studio shots, hero gift skus have also been shot outdoors to provide options with more of a West Coast feel. These images feature a background full of wildflowers with natural light enrobing the gifts.



## CHAMPAGNE & SPARKLING

Elevated champagne and sparkling wines showcase their luxurious appeal with a gold foil background, marble surface, and gold accented serveware.



# TYPOGRAPHY

## TASTE OF CALIFORNIA

Font Specs: Disalina Light. 100+ Tracking. All Caps

Use: TOC Logo. Regional Callout On Component Packaging

*Three Cheese*

Font Specs: Sidecar 3 Regular. Initial Caps

Use: Packaging Product Name Flavor Descriptor

## SOURDOUGH CRACKERS

Font Specs: Sidecar 3 Sans. All Caps

Use: Packaging Product Name Item Descriptor

## WEST COAST FLAVOR

Font Specs: Montserrat. Various Weights, Various Cases. Favor Lighter Weights Like Light

Use: Marketing Copy In All Channels. Product Descriptions On Component Packaging