



Brand bible.

Version 1 / December 2022



Content

Introduction	3	Verbal identity	35
Brand strategy	5	Writing style & voice	36
Why?	7	Tone of voice elements	37
How?	8	Imagery identity	38
What?	9	Image style and use	39
Our story	10	Brand experience	44
Brand personality	11	Offline	45
Brand identity	12	Flags	46
Graphic identity	13	Truck	47
Logo	14	Trailer	48
Typography	23	Gadgets	49
Colors	26	Online	57
Shapes	29	Powerpoint	58
Icons	31	Mailing	??
Labels & tags	33	Web design	??
		Social media	??



Introduction

This brand bible establishes distinct guidelines for how all aspects of our Agristo's company brand will be handled. It gives guidance for creating a unified and identifiable presence of Agristo.

We all contribute in working with this publication, in helping to achieve our Agristo's objectives and in making our brand stronger every day.

Are you sure...

This is the latest version?

Get in touch with us. marketing@agrsto.com



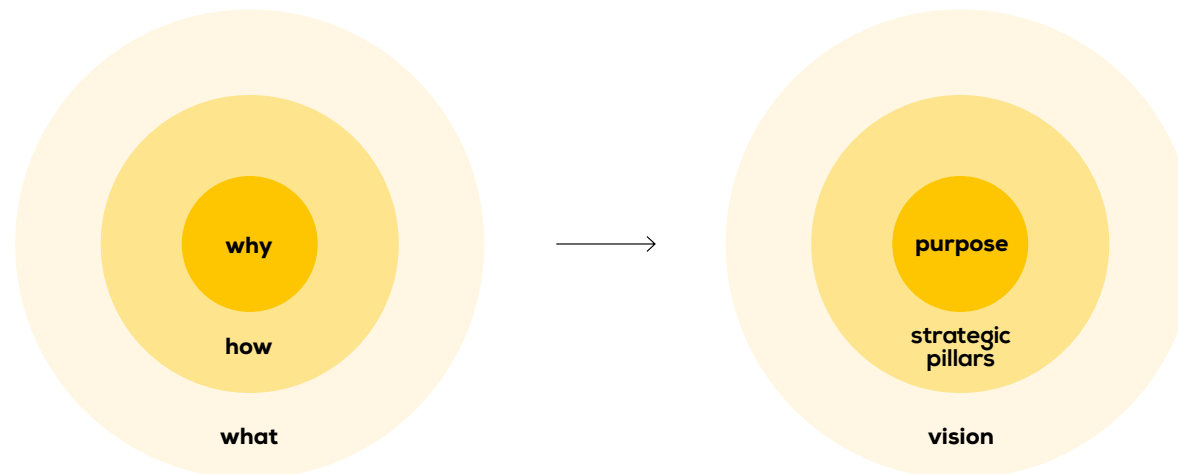
**Brand
strategy**

Brand key.

It all starts with our brand strategy: a crystal clear definition of who we are, what we do, who do we do it for, and what drives every single one of us in doing this every single day.

We defined this brand strategy in a brand key.

This is the compass that guides our brand identity and all communications & relationships, internally and externally. It's also a crucial base for decision taking within the company.





Why?

our purpose

We make you grow. It's in our DNA. Growth in every fibre and vein. Straight up towards the light or flexibly exploring your way. An organic and sustainable drive to blossom, to thrive. It's what Agristo aspires to each new day.

We all know that leaves won't grow in the dark. Neither will people. So how do you stimulate growth? By giving them a warm and trusting environment. **Caring for the people** you work with every day, so they **flourish and are happy.**

When we look into the Agristo growth gene we see colleagues blossoming and broadening their horizons, growers getting more from their crops, and our customers shining for their customers. We help grow every link in the chain. Each to their own strengths. Each at their own pace.

And that's why we make you grow. We are proud to belong to the Agristo family. **At the root of it all, we're potatoholics.**

How?

5 strategic pillars

Our ambitions for 2030. We aim for growth. But we also like to see you grow. Our potatoes, collaborators, and the entire chain. Sustainable, constant growth stems from strong foundations and a clear course.

We have defined **5 strategic pillars**, each with clear growth objectives. We link this to extensive programmes and projects to realise these objectives, with the fitting Potatoholics at the wheel. This allows us to keep growing and our collaborators and customers grow with us.

We cultivate a growth mindset for every stakeholder who wants to prosper.

Growth starts first and foremost with ourselves. **Agristo wants to be the reference** in everything concerning potatoes and communicate in a consistent way. We understand our customers and help them find a solution that fits their needs. Not just any product, but the right tailor-made product.

That makes us the **ultimate reference**.

This means we innovate and respond to changing market trends. We offer customers flexible solutions and deliver **maximum customer value** by improving our efficiency. For example, we launch a new product in 16 weeks, from concept to packaging. Such rapid implementation can only be achieved by optimising every step in each of our processes. We aim for even more **operational excellence** by further focusing on human empowerment, better resource valorisation and a more streamlined supply chain.

Aspirations that are best fulfilled when contained in our **culture**. Our Potatoholics grow into true Agristo ambassadors.

We connect and support them. By taking ownership of our shared goals and values, our Potatoholics grow with us.

Very early on, we made **sustainability** a key ingredient of our Agristo culture. It has become part of our DNA, of our attitude.

Besides reducing our own footprint, we are actively committed to reducing the footprint of the entire chain. So we can all achieve more with less.



What? our products

From earthy tubers to golden yellow fries: Agristo is crazy about potatoes. And has been since 1986. Then, a modest family business in frozen potato products; today, a world player. Same values, growing numbers. More than 540 own label customers in 130 countries receive; the best quality, the most beautiful packaging, the fastest delivery time, and the most efficient logistical support.

Our pre-fried fries, crispy croquettes and other potato products are authentic. Customization and an annual capacity of 800,000 tons of finished product? Yes, Agristo delivers pleasure and conviviality thanks to deliberately sustainable, fully automated production. From seed potatoes to distribution, from customer service to market research; more than **1000 “Potatoholics”** are committed every day at our four high-tech branches in Belgium and the Netherlands.

A crispy croquette with a five-star review, a French fries waffle in ecological packaging, or a new dipper to lick your fingers and thumbs... In retail and food service, **Agristo goes for one hundred percent taste and atmosphere.**

Our story.

The story of Agristo starts when childhood friends Antoon Wallays and Luc Raes see a future in frozen vegetables. In 1983 they founded Agrigel and later renamed it Agristo. What once began as a small business, is now a top leading player in the global potato export business.

Throughout this explosive growth, Agristo always stayed true to the values that the founding fathers championed from the very beginning. Teamwork and respect for every employee. We still believe that it is important for everyone to enjoy their work and life. Crispy croquettes certainly help with that.

But Agristo is more than that. **We embody positive energy, act with common sense** and always aim for a “**better tomorrow**”.

Together.





Brand personality.

the fun factor

We put the fun in funky potatoholics. Do our stories and messages spark joy? Yes, they do! Our goal is to put a smile on every single face with our cheery, bright, and happy style of communication.

the people factor

Plants need light to grow, and so do people. That is why we like to put them front and center in our communication as well as our photography. Good food brings people together, so let our stars share the spotlight.

the growth factor

We have big goals and we are here to achieve them. With no time to waste, we like to keep communication with our stakeholders short and sweet. Scannable layouts and dynamic visual elements like videos and gifs help to keep our content snackable, just like our products.

**Brand
identity**



Graphic identity

logo

Primary logo.

The proportions and colors always need to be respected.

The logo can be used in a positive and negative version, depending on the background.

The positive version of our logo is in brown and yellow.



Agristo
we love potatoes

The primary logo for Agristo features the brand name 'Agristo' in a bold, sans-serif font. The letters 'A', 'g', 'r', 'i', 's', and 't' are rendered in a dark brown color, while the final 'o' is a bright yellow. Below the brand name, the tagline 'we love potatoes' is written in a smaller, lowercase, sans-serif font in the same dark brown color.

Negative logo.

The negative version of our logo is in white.
We always use this version on a dark background.



Positive & negative usage.

On a white or light background
always use the positive version of the logo.



On a black background always use
the negative (white) version of the logo.



On a yellow background always use
the negative (dark) version of the logo.



Logo on imagery.

We can also use our logo on images. Depending on the image, we chose the right version of the logo: the negative logo on dark images and the positive logo on lighter images.

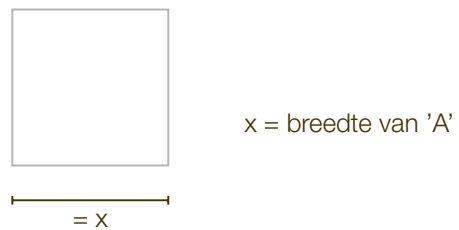


The exception.

Only for documents & touchpoints that can only support black and white, we use a black & white version of our logo.

Agristo

Clear space.



Logo don'ts.

×



Don't adjust the height or width.

×



Don't rotate the logo.

×



Don't switch the colors within the logo.

×



Don't use the rounded background from the old brand identity.

⚠ It's possible old documents still use this. If so, please notify the marketing department



Graphic identity

baseline

The baseline.

Our baseline is a verbal translation of our company spirit: **We love potatoes.**
We use it to empower our core brand message.
It's used in a fix combination with the logo unless the logo is too small.



Agristo
we love potatoes



3 cm



Agristo



-3 cm leave out the baseline



Graphic identity

typography

Typography primary font.

Nexa is the primary font of Agristo.

We use the **Nexa Heavy or Nexa Bold** in small caps for big titles, top headers, campaignable copylines and all first line communications. Exceptionally, we can also put short copy in Nexa Bold or Nexa Regular as long as it remains legible.

AaBb

primary font

Nexa Bold

abcdefghijklmnopqrstuvxyz

123456789

Typography secondary fonts.

It's important to use the right weight & size of the AgriSto fonts and to use a good line spacing.

Nexa Heavy & Bold: always use this font in small caps for big or small titles.

Helvetica Neue Std: always use the Regular/Light for body copy.

To emphasize words, you can use the Bold, Italic and Bold Italic.

AaBb

secondary font

Helvetica Neue Std

abcdefghijklmnopqrstuvwxy

123456789

Typography combinations.

**This is a
fictional
headline.**

Lorem ipsum dolor sit amet, con-
setetur sadipscing elitr, sed diam
nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam
erat, sed diam voluptua.
At vero eos et accusa

**This is a
fictional
headline.**

Lorem ipsum dolor sit amet, con-
setetur sadipscing elitr, sed diam
nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam
erat, sed diam voluptua.
At vero eos et accusa

**This is a
fictional
headline.**

Lorem ipsum dolor sit amet, con-
setetur sadipscing elitr, sed diam
nonumy eirmod tempor invidunt ut
labore et dolore magna aliquyam
erat, sed diam voluptua.
At vero eos et accusa



Graphic identity

colors

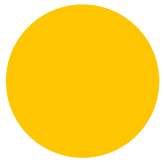
Primary colors.

Sunny
side
yellow

Brighter
than bright
white

Dark
panther
black

Colors be like.



Sunny side yellow

RGB
255,194,15

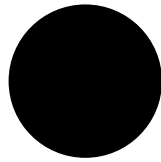
CMYK
0,24,94,0

HEX
#FFC20F

Pantone C
123 C

Pantone U
115 U

RAL
1018 Zinkgeel



Dark panther black

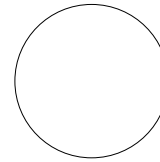
RGB
0,0,0

CMYK
0,0,0,100

HEX
#000000

Pantone
black C

RAL
9005 Gitzwart



Brighter than bright white

RGB
255,255,255

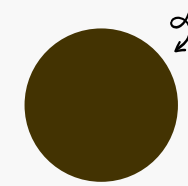
CMYK
0,0,0,0

HEX
#FFFFFF

Pantone
white

RAL
9010 Zuiver wit

Brown only used
in Agristo logo



Earthy brown

RGB
70,58,46

CMYK
0,30,85,87

HEX
#463A2E

Pantone C
7533 C

Pantone U
7533 U

RAL
8028 Terrabraun

Secondary colors.

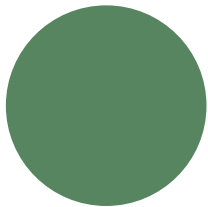
Green

- Green represents sustainability
- Furniture in Wielsbeke HQ

CMYK 70,30,70,10

HEX #45A145

RGB 69,161,69



Secondary colors.

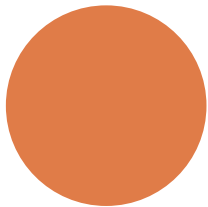
Terracotta

- Link to earth tone
- Wink to furniture in Wielsbek HQ

CMYK 10,60,75,0

HEX #E66640

RGB 230,102,64





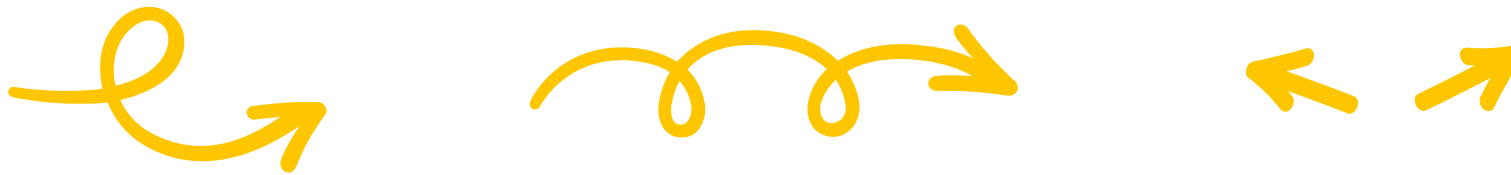
Graphic identity

shapes

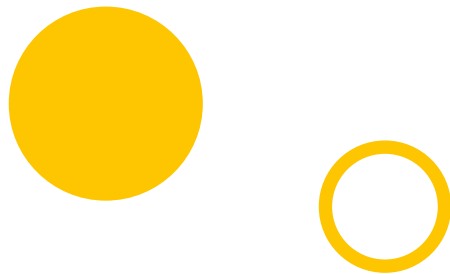
Agristo shapes.

These playful elements help to brighten up all sorts of communication messages.
The arrows can be used to point things out while the circles help to bring some color to our designs.

Arrows



Circle and outlined circle

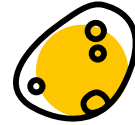
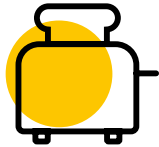
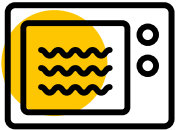
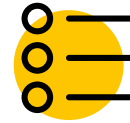
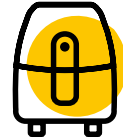
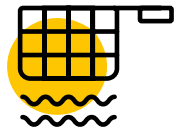
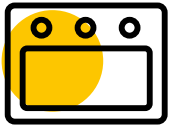




Graphic identity

icons

Icons be like.





Graphic identity

labels & tags

Labels & tags.

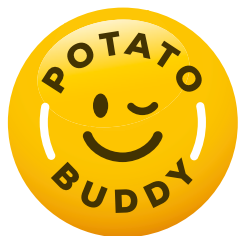
Example:

This let's go yellow label was created to name the internal well-being program.



Example:

This potato buddy label was created to name the internal mentor/buddy program





Verbal identity

tone of voice

Writing style and voice.

Our products spark joy, as does our tone of voice. We speak a warm, light-hearted, and playful language. Informal, yet informative. Adding a sauce of humor when we seem fit.

We want to put a smile on the face of our reader with bright and happy communication. Not bore them, so we try to be direct and concise.

Our internal communication goes out in Dutch, French and English. To our clients we primarily communicate in American English.





Tone of voice elements.

Fun, but subtle

We want our reader to experience the joy of our products through our copy. This translates into fun and warm texts. However, keep it subtle. Our products represent fun times, but possess a level of class and quality.

Stranger danger

You can hardly convince a reader when he reads your text with a distant, robotic voice in the back of his head. Agristo is a family company, and we want to speak to our readers as if they're our family and friends. Inviting and informal.

From we 2 you

Yes, we are selling products. We are writing copy. But if you're reading something, you'd like to be the center of attention, no? When you're thinking about a piece of copy, always put you before we, and try to maintain a 2:1 you to we ratio.

Tone of voice elements.

Everyday products, everyday language

Keep it simple. Your reader shouldn't lose their way in a maze of technicalities, jargon and high-level vocabulary. We are producing everyday products for all people to enjoy. If your copy can be understood by a 12-year-old, you've passed the test.

Tempting titles that trigger

Your readers are looking for delicious snacks, but they aren't looking to read a book. Snackable content doesn't mean you just cut your copy in size, it means you aim to convert your reader in the blink of an eye. A snappy, catchy title could do just that.





Imagery identity

Image style and use.

×



Not authentic, looks obviously staged

✓



Human presence, other food setting the stage

Image style and use.



too rustic

Agristo
we love potatoes

Somewhere in between.
Fun but grown-up.



too hipster

Image style

Corporate photography

Bright sunny yellow pictures that breathe Agristo!
With models and created setting



Image style

Mood photography

Mostly pictures of our own Potatoholics! Fun vibes, happy people in a spontaneous setting (bbq, holiday dinner, apero)
Goal is to show an 'overall' mood.



Image style

Product and recipe photography

Clean photo's with white soft background and focus on the product.



Image style

Potato photography

Photo's of the raw product, potatoes and fields where they grow.





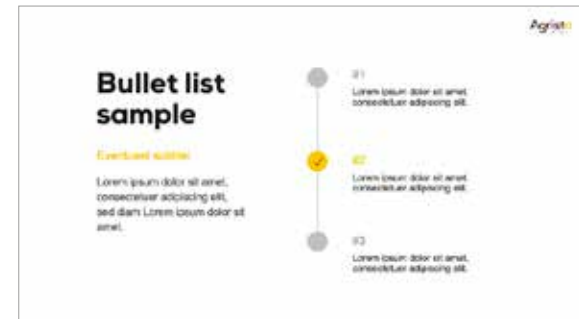
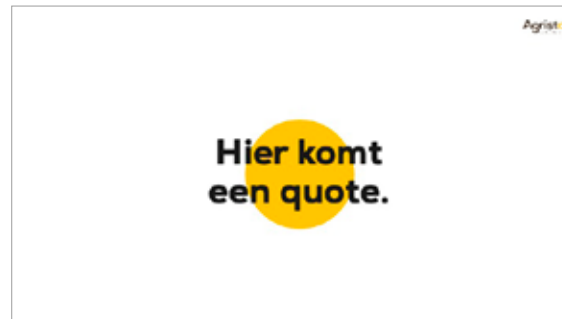
**Brand
experience**

A solid yellow circle is positioned behind the text 'Templates', partially overlapping it.

Templates

Powerpoint.

This powerpoint template is a presentation tool.
Only use the designed slides.



Powerpoint.

This powerpoint template is a presentation tool.
Only use the designed slides.

Agrixt

Opsomming met iconen



- Icon 1: Fish
- Icon 2: Gift
- Icon 3: Bread
- Icon 4: Coin

Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Agrixt

Slide with big picture

Eventueel subtitel



Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Agrixt

Slide with big picture

Eventueel subtitel



Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Agrixt

Our market share



Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Agrixt

Project scope



Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

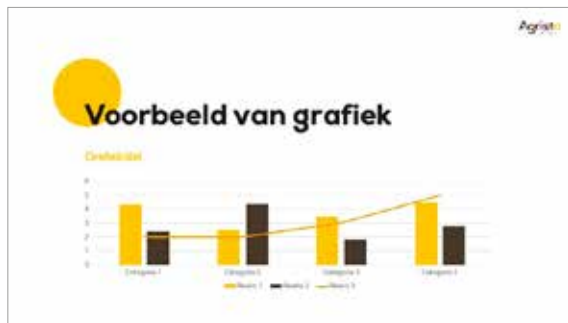
Agrixt

Titel kan hier staan



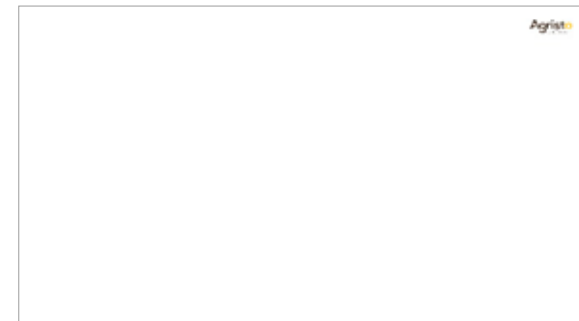
Powerpoint.

This powerpoint template is a presentation tool.
Only use the designed slides.



Opsomming

Titel hier	Titel hier	Titel hier	Titel hier
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam.

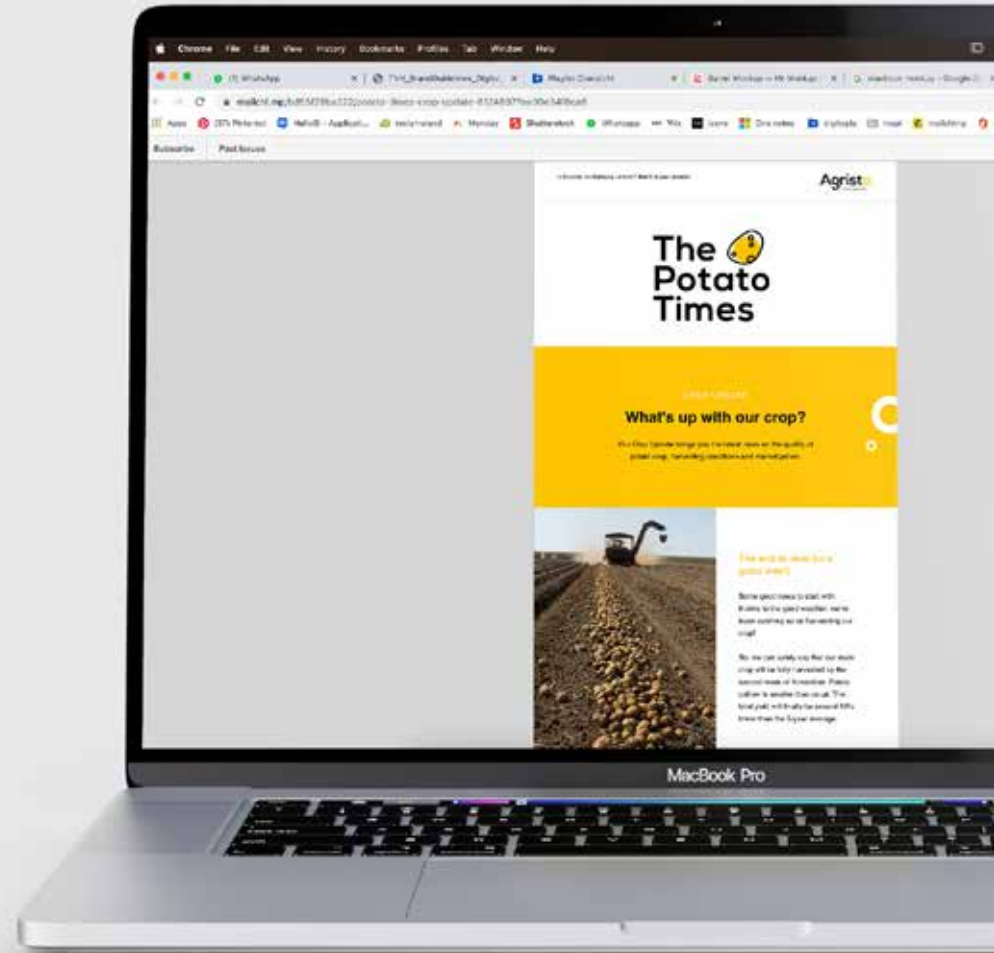
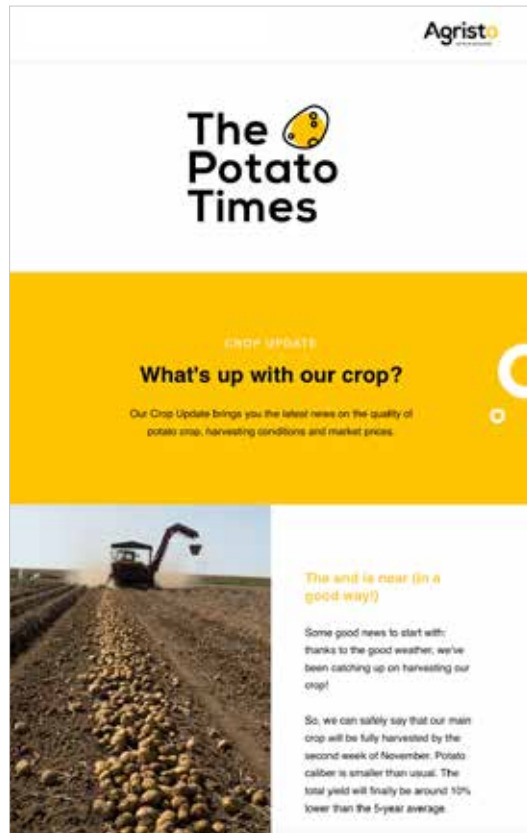


Word.

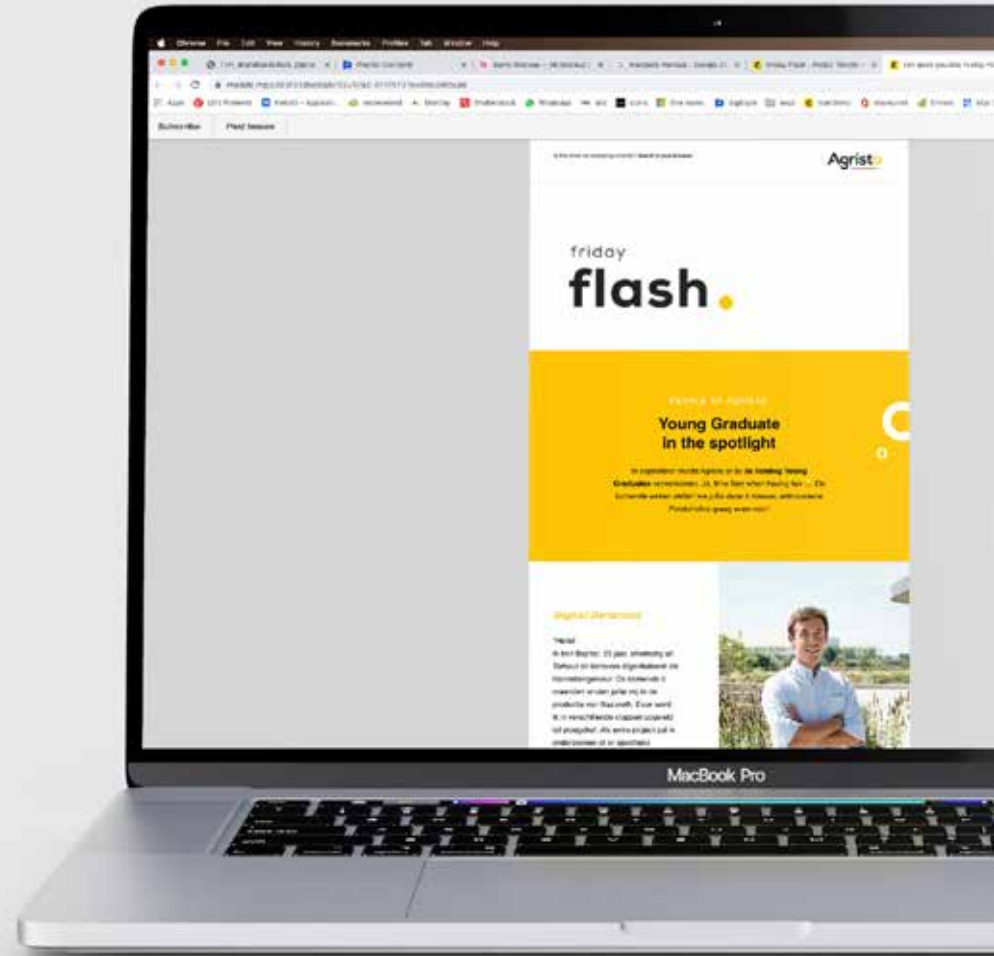
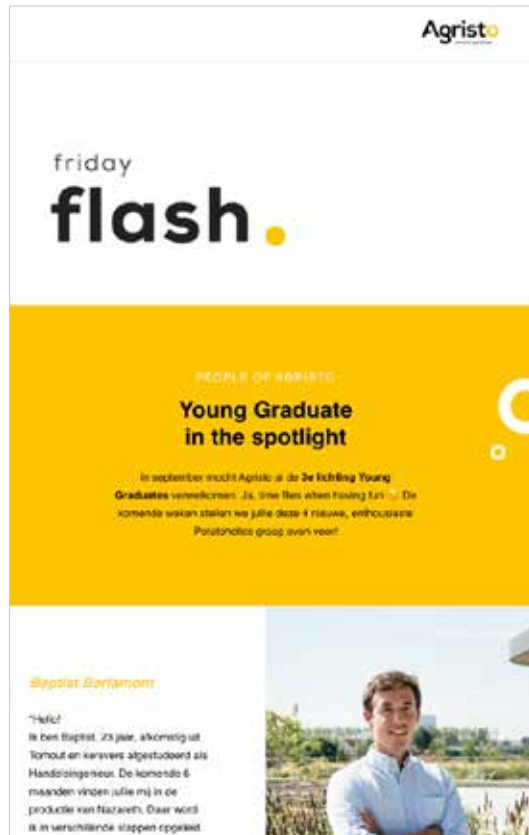
This word template is a communication tool.
Only use the 4 designed docs.



External mailing.



Internal mailing.



A solid yellow circle is centered on the page. The word "Offline" is written across the middle of the circle in a bold, black, sans-serif font.

Offline

Flags.



Truck.

Corporate branding design



Truck.

Employer branding design



Trailer.



Bike.



Sweater.



Totebag.

A person is standing against a light-colored wall, holding a bright yellow tote bag with both hands. The person is wearing a green long-sleeved shirt, blue denim jeans with rips at the knees, and white sneakers. The tote bag has a white circular graphic in the center containing the text 'boem patat!' in a bold, black, sans-serif font.

**boem
patat!**

Keycord.



Paper cone.



Paper tray.



Popcorn box.



Oven glove.



Pin.



Agristo
we love potatoes

Every day is fry day!



www.agristo.com

Tissue paper.



Sponsored bag of fries.



Cooling bag.



Mug.



Water bottle.



Gadget box.



Agrist

Halo daar, Potatoholic!
Welcome to the Agrist Family community
Whether you are here to explore or to learn, we are very happy to have you on board!
See you soon

Agrist

ready to spice
up our

Agrist


Agrist

Umbrella.



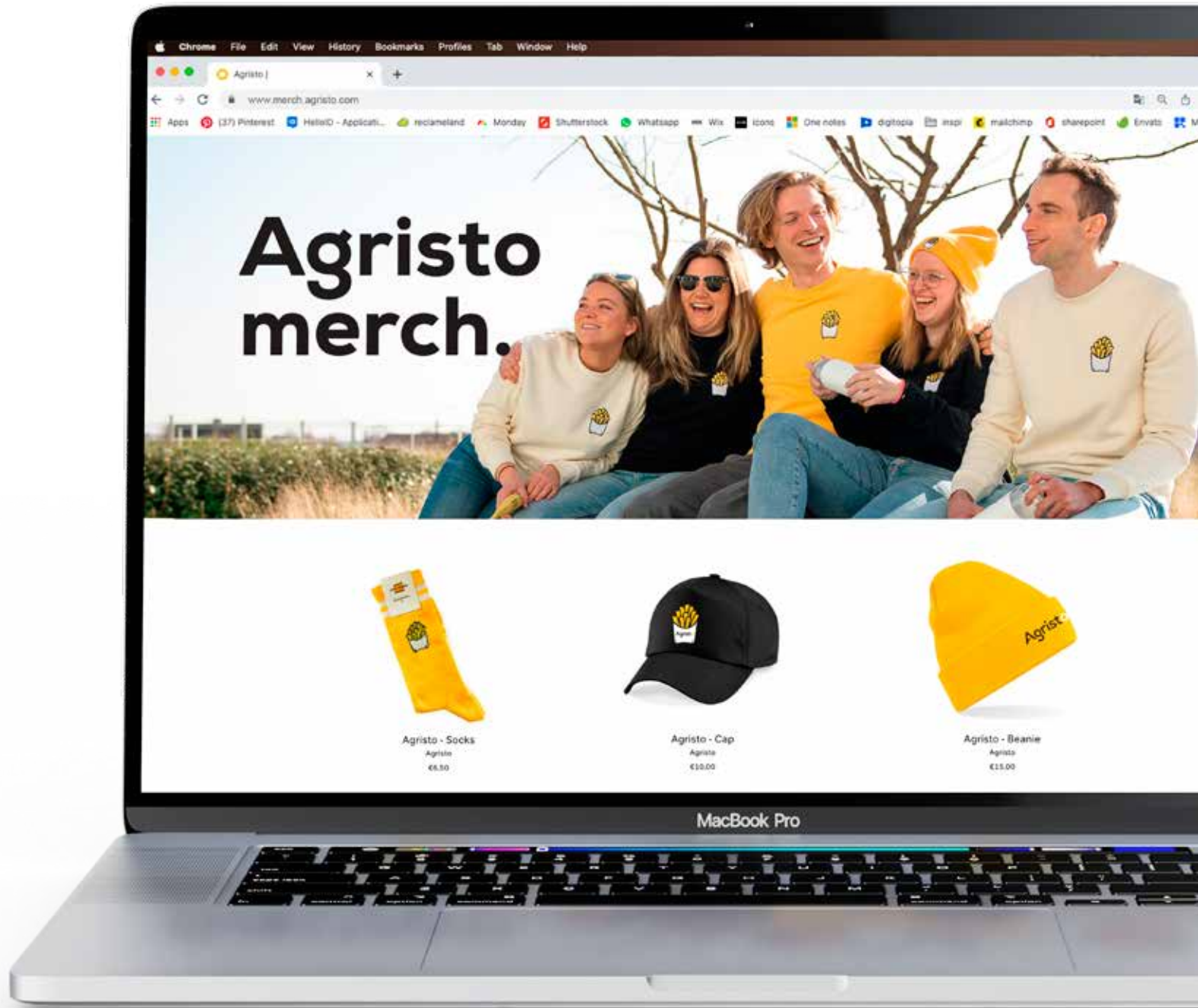
**Backpack
cover.**





**Agristo
Merch**

Agristo Merch website.



Pull.



Beanie.



Socks.



Cap.



T-shirt.



Sport shirt.





Fairs & events

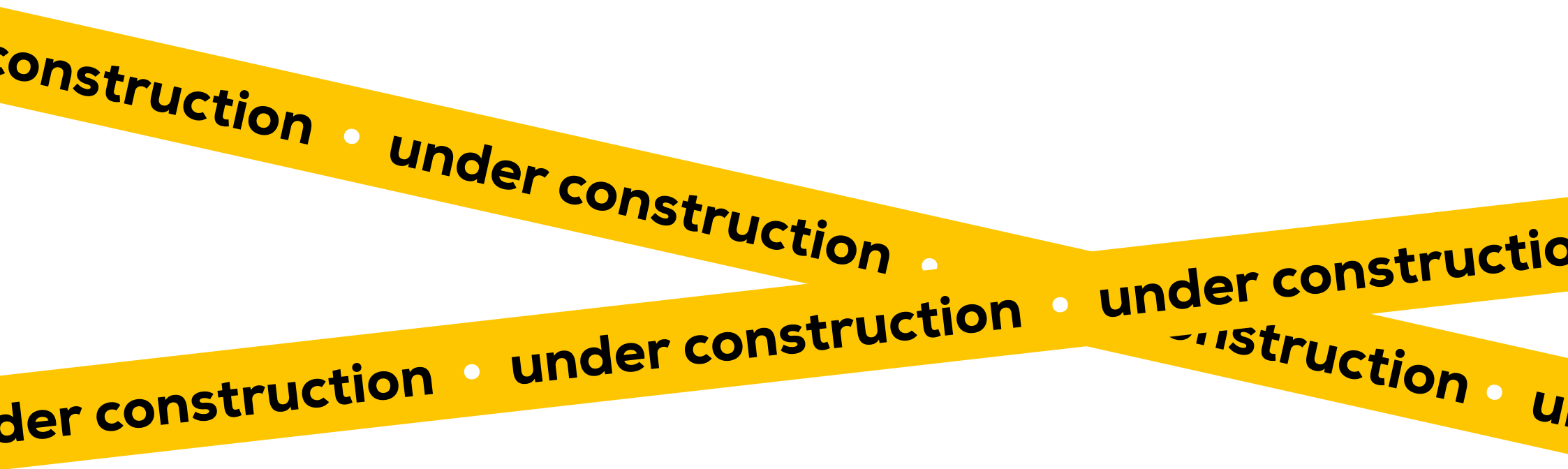
Fairs & events.

Job booth for HR fairs



Fairs & events.

Working towards a uniform concept for both large and small fairs.

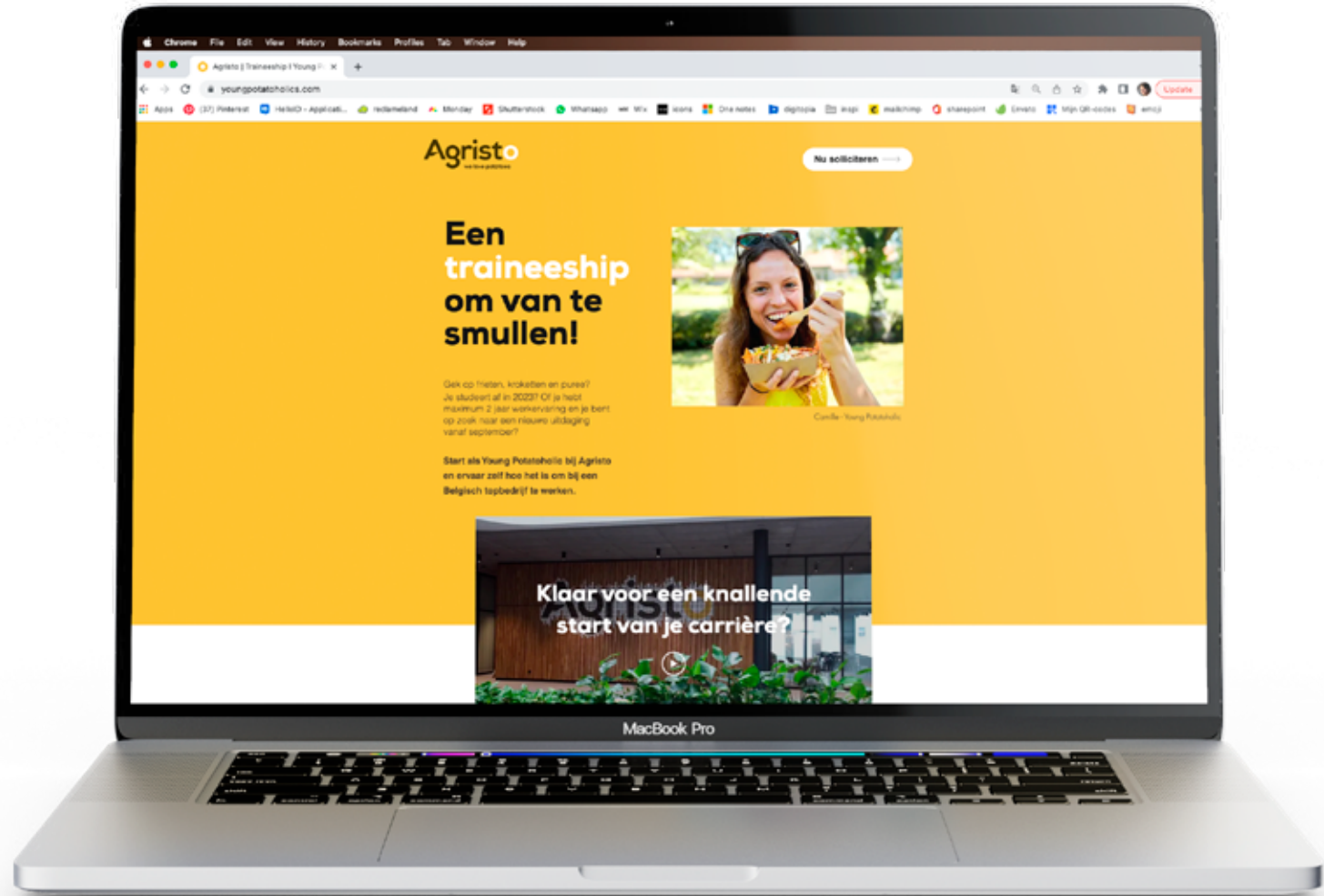


A solid yellow circle is centered on the page. The word "Online" is written across the middle of the circle in a bold, black, sans-serif font.

Online

Website design.

Young Potatoholics website



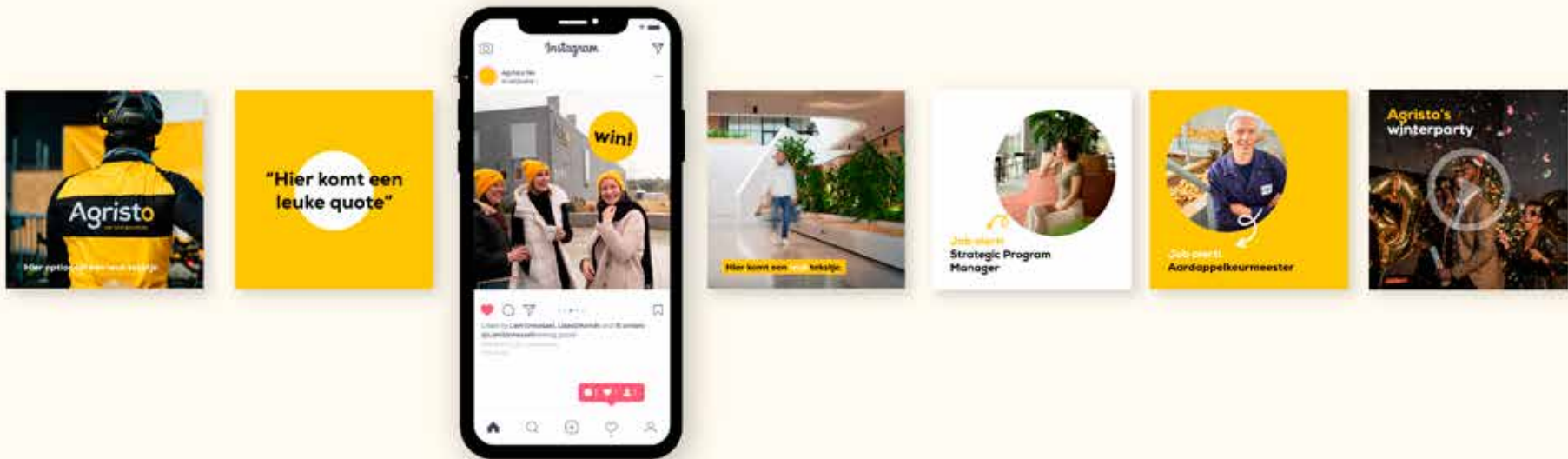
Website & style guidelines.

To be added



Social media guidelines.

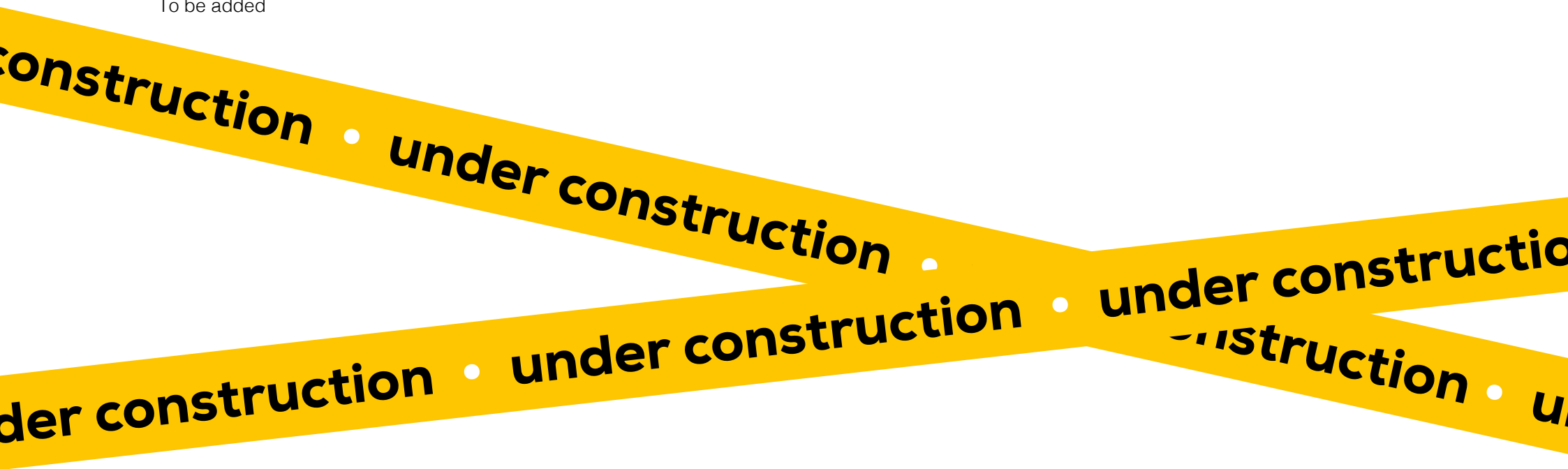
Instagram



Social media guidelines.

Instagram Stories/ Facebook/ LinkedIn/
Pinterest? TikTok...

To be added





**Things that
makes us happy**

Invitation.



Bee sign



Flash gazet.

flash.

gazet

flash.

NL ●

Agristo Tattoo.



A large, solid yellow circle is centered on the page. The text "mic drop" is overlaid on the circle, with the "mic" and "drop" parts positioned on either side of the circle's center.

mic drop