



BRANDING GUIDE

MISSION
DONUT

Mission Statement

MISSION DONUT

Born in Boise, Mission Donut is a socially conscious donut company that serves mini made-to-order donuts in the heart of Idaho. We thoughtfully craft our potato-based donuts and innovative toppings from only the highest-quality ingredients. We are passionate about forging lasting relationships to strengthen our community, building a sustainable giving platform, and empowering employees and customers to spread joy through the power of the shared donut experience.

Vision Statement

We make donuts. Mini ones. As Idaho's first made-to-order donut company, we want to become a must-do experience for all residents and visitors.

Yes, we make donuts and proudly use Idaho potato flour as the base for our proprietary donut mix. But, our goal is to be bigger than our four walls. We focus on supporting local communities and developing sustainable partnerships. We believe the shared donut experience is a dynamic platform for spreading joy, connecting people and creating opportunities for others to positively impact their communities. Boise inspires us, and we seek to encourage others within our community to live out their own missions and take action to positively impact their friends, families, and neighbors.

Wordmark Options

BLACK WORDMARK

Used best on white color fields.

MISSION
DONUT

GREEN WORDMARK

Used best on white colorfields.

MISSION
DONUT

WHITE WORDMARK

Used best over dark color fields or images.

MISSION
DONUT

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Wordmark Usage

USAGE REQUIREMENTS

- Must maintain a margin around entire mark. Margin space should be a least half of the height of the mark.
- Must maintain established brand color.
- Must maintain reasonable scale and quality to ensure legibility and professionalism.

USAGE RESTRICTIONS*

- Do not reproduce in tint or screen.
- Do not add effects. (drop shadow, bevel, or glow)
- Do not stretch or distort mark.
- Do not alter typeface.
- Do not add additional design elements.
- Do not place mark on color fields or images that obstruct visual quality.

* This is not a comprehensive list. Artistic liberty must always be used with discretion.

Wordmark Font

BRAND FONTS

“Mission” - Berringer (aged)

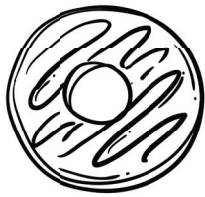
BERRINGER

“Donut” - Oxford (regular)

OXFORD

Secondary Icon Logo

DONUT ICON



Tertiary Icon Logo

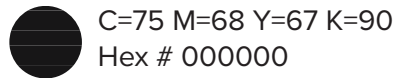
IDAHO ICON



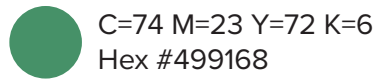
Wordmark & Brand Colors

PRIMARY BRAND COLORS

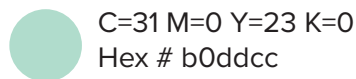
Black: Use for logo. May also be used for titles and headings.



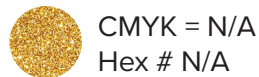
Green: Use for color logo. May also be used for titles and headings.



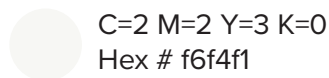
Seafoam: Use as an accent to images and can be used sparingly on fonts.



Gold: Use only as an accent to images and in interior design.



Eggshell: Use for logo and fonts on a dark background. Use as an accent to images.



Brand Color Analysis

GREEN

“The color green affects us physically and mentally in several different ways. Green is soothing, relaxing, and youthful. Green is a color that helps alleviate anxiety, depression, and nervousness. Green also brings with it a sense of hope, health, adventure, and renewal, as well as self-control, compassion, and harmony. The green color is often used to indicate safety.” (Bourn Creative)

GOLD

“The color gold is cousin to the color yellow and the color brown, and is also associated with illumination, love, compassion, courage, passion, magic, and wisdom.” (Bourn Creative)

Wordmark Design Elements

“MISSION” FONT | BARRINGER

This font may only be used for the wordmark and the “Icing Idaho” tagline

“DONUT” FONT | OXFORD

This font may only be used for the wordmark and content headings. Be cognizant of using this font in collateral text as it only available in all caps.

ADDITIONAL TEXT FONT | PROXIMO NOVA

This font is to be used for all collateral text, specifically website content.

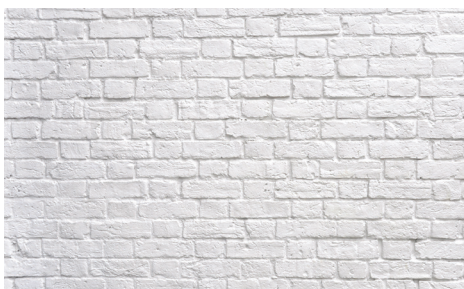
Photographic Design Elements

TEXTURES

The brand is well-represented by images of Idaho as all of the dry ingredients for the donuts are sourced in state. Outdoor shots should emphasize the color green whenever possible. Background textures can include rustic wood, chalkboards, and whitewashed brick, which illicit the modern rustic feel that the brand represents.

PHOTOGRAPHY & GRAPHICS

Use of photography and graphics are encouraged. The brand is well-represented by images of donuts and action shots of workers kneading dough, frying, and decorating as well as consumers who are eating donuts and conversing with one another. Mission Donut prides itself on being a family-oriented establishment. Photography to avoid includes standard stock imagery of people smiling directly at the camera.



Client Profile

THE VICKERMAN FAMILY, MARRIED WITH TWO KIDS

Todd and Rebecca are both 33-years-old. They have been married for seven years and have two kids, six- and four-years-old. Todd has his MBA and owns his own construction company. Rebecca has her master's degree in education and works as a second grade teacher. They are weekend warriors who pride themselves on keeping their kids as active as possible outside: biking in the foothills, playing in the park, and attending their kids' soccer games.

Todd and Rebecca believe in the power of their hard-earned dollars, and they are passionate about spending those dollars with local businesses who are conscious of their communities. During the warmer months, they are religious attendees of the Boise Farmer's Market on Saturday mornings, and they believe in teaching their children the power of healthy eating habits.

Todd and Rebecca love Mission Donut because Mission Donut supports Idaho food suppliers. Their kids love to have choice in decorating their own mini donuts, and the donut shop provides an atmosphere that is kid-friendly without being overtly childish. Todd and Rebecca can meet up with their Millennial counterparts and still feel like they're in an adult establishment while their kids play amongst themselves on the other side of the shop: perfect for a late stroll on Friday night or a Sunday morning post-soccer treat.



Client Demographics

MILLENNIALS (BORN 1981-1996)

- 27% of Millennials are married. (Gallup)
- Almost half of the oldest millennials who have never married nonetheless have children.
- They will have the most spending power of any generation by 2018. (Ascend, 2016)
- They are college graduates.
- Millennials spend about 27 hours consuming online media (Fortune, 2017)
- They enjoy watching video online (35% more than the average person)
- They are 36% more likely to spend at least one hour per day on social networking sites and 75% have visited Facebook in the past month. (Scarborough)
- 63% of Millennials stay updated on brands through social media.
- Over 2 in 3 (68%) of millennials said that promotional emails impacted their purchase decisions at least on a few occasions.
- Millennials are far less likely to buy something because it's convenient, something many companies capitalize on. Rather, they're focusing on value. (Goldman Sachs, 2017)
- Millennials' concern with health, combined with an increasing passion for environmental issues, is contributing to higher organic food sales. The health and wellness food market is expected to grow to approximately \$1.1 trillion by 2019. (Goldman Sachs, 2016)

GEN Z (BORN 1995-2010)

- Gen Z uses different platforms for different activities. On Instagram, they showcase their aspirational selves; on Snapchat, they share real-life moments; on Twitter, they get the news; and on Facebook, they glean information. (Response Media)
- If Gen-Z consumers help produce or create the message, they'll be more responsive to it.
- They are most attracted to real life people. Humanize your brand.
- Gen Z is interested in racial, gender and income equality, as well as environmental issues.
- Generation Z is the first generation to grow up with technology from the start. That's why audience segmentation is so important. (MNI Targeted Media)
- Messages must be quick, to the point, and in their language.
- Nine-out-of-ten respondents watch YouTube daily, 70% prefer streaming over broadcast or cable TV, and more than a quarter post their own original video content on social sites weekly. (ADweek)
- Authentic experiences and two-way conversations are a must. (MNI Targeted Media)

Taglines

ICING IDAHO

This tagline pays homage to Mission's Idaho ties. The donut shop sources all of its dry ingredients from local vendors, most importantly, the potato flour that is the signature ingredient to these mini treats. This tagline should be written using the "Berringer" font and can be stacked - independently or attached to the state of Idaho - or written in a horizontal line.



ICING IDAHO

**ICING
IDAHO**

FOR THE PEOPLE

This tagline embodies Mission's mission to be intricately tied to the community in which it is involved. Not only do they support local vendors, but they give back to other local small business owners and consumers. This tagline should be written in a horizontal line using the "Oxford" font for all caps and "Proxima Nova" for lower case.

FOR THE PEOPLE

for the people



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