

SORGHUM

Nature's Super Grain 



**SORGHUM. NATURE'S
SUPER GRAIN®
BRAND GUIDELINES**

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IDENTITY

ABOUT THE BRAND

The sorghum food consumer brand was launched with the Sorghum. Nature's Super Grain® logo and website by the Sorghum Checkoff in July 2016 to help the Sorghum Checkoff board communicate with consumers about the wholesome goodness of sorghum and the endless possibilities it has to offer in a healthy diet.



BRAND ESSENCE

The Simply Sorghum brand seeks to communicate simple goodness in all things that lead to inspire what consumers think, feel and associate with sorghum as a food ingredient. Simple suggests it is uncomplicated in two ways. One, sorghum is easy and straightforward to use in recipes. Two, there is nothing added in the way of artificial ingredients, which reinforces its healthfulness. Goodness suggests sorghum is healthy and has a good taste, which strikes at the heart of the consumer.

TYPOGRAPHY

Roboto slab, open sans and jenna sue are the only approved fonts for use in print and digital communications. Each font has designated uses, which should be followed accordingly to maintain brand consistency. To determine size and weight of fonts, consider importance, spacing and graphical elements.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Aa

Roboto Slab

Headings across all digital and print platforms. Roboto Slab can also be used to accent certain aspects of a design.

Aa

Open Sans

Body copy on all digital and print platforms. Open Sans can be substituted in place of Roboto Slab in headings if a sans serif font is needed.

Aa

Jenna Sue

Accent font if needed in designs. This font should be used sparingly, only to add a creative effect.

BRAND COLORS

All print and digital communications pieces should utilize the Simply Sorghum green, gray, white and black. Green serves as the primary color for Simply Sorghum and is used for headings, backgrounds and accents. Gray can be used in a variety of shades and is primarily used for accents in designs. Black is mainly used for body text. White is used for text and graphics on dark backgrounds. In some cases, other colors can be utilized to complement the colors of a recipe photo. For example, in recipe videos, a color can be selected from the recipe photo to coordinate the overall design in titles and subtitles.



GREEN

#9ca949

PMS 7495 C

RGB | 156 169 73

CMYK | 43 21 89 2



WHITE

#ffffff

RGB | 255 255 255

CMYK | 0 0 0 0

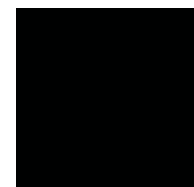


GRAY

#97999c

RGB | 151 153 156

CMYK | 0 0 0 48



BLACK

#000000

RGB | 0 0 0

CMYK | 75 68 67 90

SORGHUM. NATURE'S SUPER GRAIN® LOGO

PRIMARY LOGO

The Sorghum. Nature's Super Grain® logo was created by the Sorghum Checkoff to promote sorghum as a healthy, versatile whole grain food product for consumers, dietitians, chefs, foodservice professionals and manufacturers. The Sorghum Checkoff requires proper usage of the Sorghum. Nature's Super Grain® logo on all print, digital and promotional collateral.



VARIATIONS

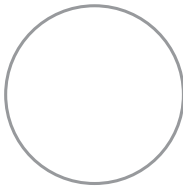
The logo can only be reproduced using the two authorized colors. The green logo serves as the primary color option and should be used on white, light colored backgrounds. The white logo should be used on colorful solid, photo backgrounds. Contrast against the background should always be considered when choosing which logo to use.



COLOR SPECIFICATIONS



#9ca949
PMS 7495 C
RGB | 156 169 73
CMYK | 43 21 89 2



#FFFFFF
RGB | 255 255 255
CMYK | 0 0 0 0

SIZE



MINIMUM SIZE

1 1/2 inches for print
225 pixels for digital

SPACING



The Sorghum. Nature's Super Grain® logo may be placed in various sizes to fit design needs. The minimum size the logo may be placed is 1 1/2 inches wide for print and 225 pixels wide for digital usage. The logo may not be distorted in any way by enlarging or shrinking or appear too small to be read.

The Sorghum. Nature's Super Grain® logo should be separated from other text and graphic elements with enough clear space to ensure readability. To provide the proper amount of clear space, use the distance from the top to the bottom of the sorghum head and apply it to the clear space on each side of the logo.

LEGAL REQUIREMENTS

The Sorghum. Nature's Super Grain® logo must be used with the ® registered trademark symbol as shown. If space allows, the following legal lines should be incorporated: "Sorghum. Nature's Super Grain® is a registered trademark of the Sorghum Checkoff."



Sorghum. Nature's Super Grain® is a registered trademark of the Sorghum Checkoff.

INCORRECT USE



DON'T REARRANGE ELEMENTS
OF THE LOGO



DON'T CHANGE LOGO COLORS



LOGO TOO SMALL TO BE LEGIBLE

MISSING TRADEMARK SYMBOL

USE GUIDELINES

To ensure consistency in representation of the Sorghum. Nature's Super Grain® logo, follow these guidelines when using the logo:

1 The logo should only be reproduced using the original digital vector file.

2 Utilize the logo in its original vector format. Do not rearrange or eliminate any elements of the logo.

3 Use the logo in its original proportions. Do not stretch the logo in any way.

4 Use only the authorized green and white colors for the logo.

5 A stroke should never be added to the outer perimeter of the logo.

6 Apply the proper amount of clear space to ensure legibility.

7 Employ the proper sizing technique to ensure the logo meets the minimum size requirements for print and digital uses.

8 The registered trademark symbol must accompany the logo in all instances.

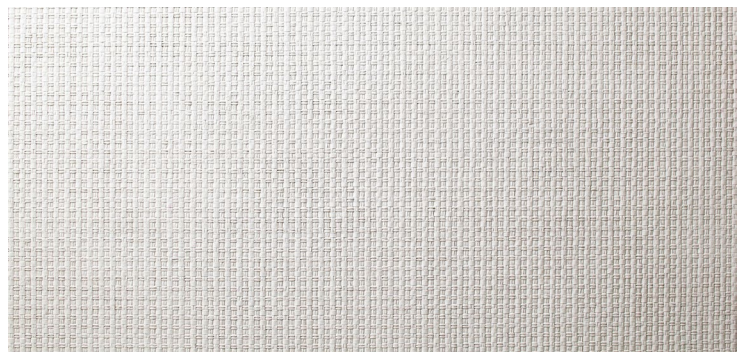
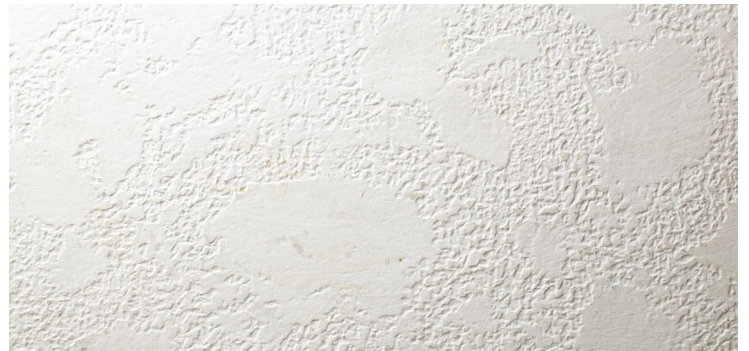
PHOTOGRAPHY

Simply Sorghum photography should be simple, clean and shot with natural light. Food photos should convey good taste through center-of-the-plate/bowl styling, colorful ingredients and props as well as by showcasing a variety of aspirational situations. Lifestyle images should showcase people enjoying sorghum recipes in a variety of environments, including preparation and entertaining.



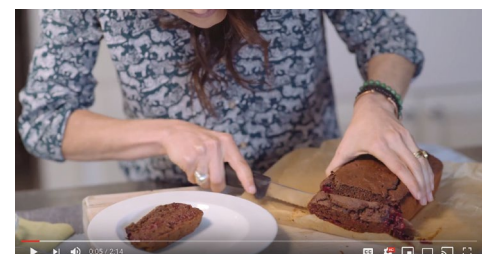
BACKGROUND IMAGES

Other photos, such as patterns and textures are often used in Simply Sorghum designs. These patterns and textures are typically used as the background in designs as well as in food photography and videography. Patterns and textures primarily used are comprised of white-washed wood, marble, white linens and more.



VIDEOGRAPHY

Simply Sorghum videography follows three primary formats, including hands and pans styled recipes, personality features as well as animated educational videos. Video style should follow the same simple, clean and natural light shooting guidelines as photography. Recipe videos should be shot overhead with a top down technique, only getting recipe ingredients, cooking tools and hands in the frame. Each finalized recipe video should be approximately one minute in length to ensure maximum engagement when shared via social platforms. Interview and personality-style videos should showcase personalities and experts related to sorghum as a food product, such as chefs, dietitians and sorghum farmers. Animated educational videos should feature major brand styles and showcase educational components about sorghum as a consumer food in the simplest form.



AUDIENCE



PRIMARY

The primary audience for Simply Sorghum is comprised of dietitians, chefs, foodservice professionals and manufacturers. By sharing more detailed information about sorghum's health qualities, adaptability in dishes and environmental benefits, it increases opportunities for sorghum's utilization in various sectors across the food industry.



SECONDARY

The secondary audience for Simply Sorghum includes healthy food parents and food enthusiasts. Simply Sorghum communicates with these audiences because they are likely to try sorghum once they learn about it. Primary messages to these audiences should raise awareness of sorghum as a food ingredient, including what it is, how it can be used and why they should consider eating sorghum.

NUTRIENT CONTENT CLAIMS

When referring to sorghum’s nutritional properties in communications, extra caution should be taken to ensure compliance with USDA, FDA and FTC guidelines. The following are guidelines for referring to sorghum’s nutrient content claims in marketing communications. Unless using uncooked whole grain sorghum for a targeted promotion, the use of the cooked, whole grain sorghum nutrient profile in communications is preferred.



COOKED WHOLE GRAIN SORGHUM (140 GRAMS RACC)

NUTRIENTS	% DAILY VALUE	CLAIM ELIGIBILITY
MACRONUTRIENTS		
Fiber	33.5%	Excellent source
Protein	29.73%	Excellent source
MICRONUTRIENTS		
Vitamin A	0%	None
Vitamin C	0%	None
Vitamin D	0%	None
Vitamin E	4.6%	None
Vitamin K	*	—
Vitamin B6	36.48%	Excellent source
Vitamin B12	0%	None
Calcium	1.4%	None
Iron	26.13%	Excellent source
Thiamin	38.73%	Excellent source
Riboflavin	10.33%	Good source
Niacin	32.27%	Excellent source
Folate	7%	None
Biotin	*	—
Pantothenic Acid	10.27%	Good source
Phosphorus	32.36%	Excellent source
Iodine	*	—
Magnesium	55%	Excellent source
Zinc	21.25%	Excellent source
Selenium	31.05%	Excellent source
Copper	44.17%	Excellent source
Manganese	97.69%	Excellent source
Chromium	*	—
Molybdenum	*	—
Chloride	*	—
Potassium	10.81%	Good source
Choline	*	—

* Not listed in the USDA ARS database. Must use certified laboratory analysis results if wanting to utilize nutrient content claims.



UNCOOKED WHOLE GRAIN SORGHUM (45 GRAMS RACC)

NUTRIENTS	% DAILY VALUE	CLAIM ELIGIBILITY
MACRONUTRIENTS		
Fiber	10.76%	Good source
Protein	9.55%	None
MICRONUTRIENTS		
Vitamin A	0%	None
Vitamin C	0%	None
Vitamin D	0%	None
Vitamin E	1.5%	None
Vitamin K	*	—
Vitamin B6	11.72%	Good source
Vitamin B12	0%	None
Calcium	4.5%	None
Iron	8.4%	None
Thiamin	12.45%	Good source
Riboflavin	3.32%	None
Niacin	10.37%	Good source
Folate	2.25%	None
Biotin	*	—
Pantothenic Acid	3.3%	None
Phosphorus	10.40%	Good source
Iodine	*	—
Magnesium	17.67%	Good source
Zinc	6.83%	None
Selenium	9.98%	None
Copper	14.2%	Good source
Manganese	31.40%	Excellent source
Chromium	*	—
Molybdenum	*	—
Chloride	*	—
Potassium	3.47%	None
Choline	*	—

* Not listed in the USDA ARS database. Must use certified laboratory analysis results if wanting to utilize nutrient content claims.



WHOLE GRAIN SORGHUM FLOUR (30 GRAMS RACC)

NUTRIENTS	% DAILY VALUE	CLAIM ELIGIBILITY
MACRONUTRIENTS		
Fiber	7.07%	None
Protein	5.05%	None
MICRONUTRIENTS		
Vitamin A	*	—
Vitamin C	.26%	None
Vitamin D	*	—
Vitamin E	*	—
Vitamin K	*	—
Vitamin B6	5.73%	None
Vitamin B12	*	—
Calcium	.27%	None
Iron	5.23%	None
Thiamin	8.22%	None
Riboflavin	1.4%	None
Niacin	8.43%	None
Folate	1.87%	None
Biotin	*	—
Pantothenic Acid	3.23%	None
Phosphorus	6.67%	None
Iodine	*	—
Magnesium	8.78%	None
Zinc	4.44%	None
Selenium	6.65%	None
Copper	8.43%	None
Manganese	16.40%	Good source
Chromium	*	—
Molybdenum	*	—
Chloride	*	—
Potassium	2.06%	None
Choline	*	—

* Not listed in the USDA ARS database. Must use certified laboratory analysis results if wanting to utilize nutrient content claims.



REFINED, UNENRICHED SORGHUM FLOUR (30 GRAMS RACC)

NUTRIENTS	% DAILY VALUE	CLAIM ELIGIBILITY
MACRONUTRIENTS		
Fiber	2.03%	None
Protein	5.71%	None
MICRONUTRIENTS		
Vitamin A	*	—
Vitamin C	.2%	None
Vitamin D	*	—
Vitamin E	*	—
Vitamin K	*	—
Vitamin B6	1.2%	None
Vitamin B12	*	—
Calcium	.13%	None
Iron	1.61%	None
Thiamin	2.25%	None
Riboflavin	.11%	None
Niacin	2.49%	None
Folate	*	—
Biotin	*	—
Pantothenic Acid	1.1%	None
Phosphorus	2.08%	None
Iodine	*	—
Magnesium	2.21%	None
Zinc	1.28%	None
Selenium	*	—
Copper	.3%	None
Manganese	5.6%	None
Chromium	*	—
Molybdenum	*	—
Chloride	*	—
Potassium	.92%	None
Choline	*	—

* Not listed in the USDA ARS database. Must use certified laboratory analysis results if wanting to utilize nutrient content claims.



SORGHUM SYRUP (30 ML RACC)

NUTRIENTS	% DAILY VALUE	CLAIM ELIGIBILITY
MACRONUTRIENTS		
Fiber	0%	None
Protein	0%	None
MICRONUTRIENTS		
Vitamin A	0%	None
Vitamin C	0%	None
Vitamin D	0%	None
Vitamin E	0%	None
Vitamin K	0%	None
Vitamin B6	11.82%	Good source
Vitamin B12	0%	None
Calcium	3.46%	None
Iron	6.33%	None
Thiamin	2.5%	None
Riboflavin	3.57%	None
Niacin	.18%	None
Folate	0%	None
Biotin	*	—
Pantothenic Acid	4.82%	None
Phosphorus	1.34%	None
Iodine	*	—
Magnesium	7.14%	None
Zinc	1.11%	None
Selenium	.92%	None
Copper	4.33%	None
Manganese	19.95%	Good source
Chromium	*	—
Molybdenum	*	—
Chloride	*	—
Potassium	6.38%	None
Choline	.72%	None

* Not listed in the USDA ARS database. Must use certified laboratory analysis results if wanting to utilize nutrient content claims.

NUTRITION MESSAGING



COOKED WHOLE GRAIN SORGHUM

The following are examples of use when referring to one cup cooked whole grain sorghum in marketing communications:

- » One cup of cooked, whole grain sorghum is an excellent source of 12 nutrients.
- » Targeted nutrient content claims, which are based on what nutrient(s) you are promoting on behalf of sorghum:
 - » Did you know there is a magnesium deficiency in the American diet? Cooked whole grain sorghum is a great option to add to your diet because it is an excellent source of magnesium.
 - » Did you know iron helps boost your immune system? A serving of prepared whole grain sorghum is an excellent source of iron!
 - » Fiber promotes colon health!
 - » Vitamin B6 promotes brain development for kids, helps produce serotonin which regulates your mood and helps with stress.

UNCOOKED WHOLE GRAIN SORGHUM

The following are examples of use when referring to uncooked whole grain sorghum in marketing communications:

- » Did you know that uncooked whole grain sorghum is a good source of seven nutrients? (do not have to list individually unless desired)
- » Did you know that uncooked whole grain sorghum is a good source of seven nutrients, including fiber and magnesium?
- » Did you know that uncooked whole grain sorghum is an excellent source of manganese?
- » A targeted promotion of a nutrient that does not meet the good/excellent source claim requirement can still be used as long as the nutrient amount per RACC is listed.
 - » Did you know that uncooked whole grain sorghum contains 4.7 grams of protein?

REFINED, UNENRICHED SORGHUM FLOUR

If utilizing refined, unenriched sorghum flour in a targeted promotion use quantitative amounts. For example:

- » Did you know that refined sorghum flour contains 2.85 grams of protein per serving?
- » Did you know that refined, unenriched sorghum flour contains .5 grams of fiber?

PAID PROMOTION



USCP BOARD GUIDELINES

Social media advertisements can be defined as a connection between an endorser/influencer and a seller of a product that might materially affect the weight or credibility of the endorsement, and that connection must be fully disclosed to consumers. The following guidelines outline how these disclosures should be made on each platform and in specific scenarios.

FTC DISCLOSURE

The Sorghum Checkoff is a research and promotion board and must adhere to specific marketing and communications guidelines set forth by USDA-AMS. **All public promotion on behalf of the Sorghum Checkoff relating to sponsorships or paid promotion must be submitted to uscpcms@sorghumcheckoff.com for approval prior to posting.**

ORGANIC SHARING

All partners should include “#client” when organically sharing any content created by a seller. This means a partner interacts with content on their own free will, with no encouragement from a seller. If directly asked to share the content by a seller, agency partners must include “#ad” or “[SELLER] is paid to promote...” within the post.

PAID PROMOTION

Most social media platforms, namely Facebook, Instagram and Twitter include or are working on including a built-in disclosure within the post when an ad is set up. These built-in disclosures can usually be identified by the word “sponsored” or “paid advertisement” under the owner’s handle. Regardless if these posts use the built-in tools or not, the post’s copy must include either “#ad” or “#sponsored” and a clear material connection between the influencer and seller or promoter by stating “I partnered with,” or copy similar to that effect is required.

INSTAGRAM

The material connection between the influencer and seller or promoter must be acknowledged and “#ad” or “#sponsored” must be included within the first three lines of post copy. Instagram is working on a built-in tool, similar to Facebook’s branded content tool, which automatically adds “Paid Partnership” to the post. The FTC has not officially approved this tool to be effective disclosure for the paid advertisement on either platform, so the guidelines listed above must be followed to ensure proper disclosure on Instagram’s platform.



Figure 1: Paid advertising on Instagram using built-in “handshake tool.”



Figure 2: Paid advertising on Instagram without the built-in “handshake tool.”

TWITTER

As with the other platforms, Twitter must also provide disclosure in a “clear and conspicuous” manner. Material connection between the influencer

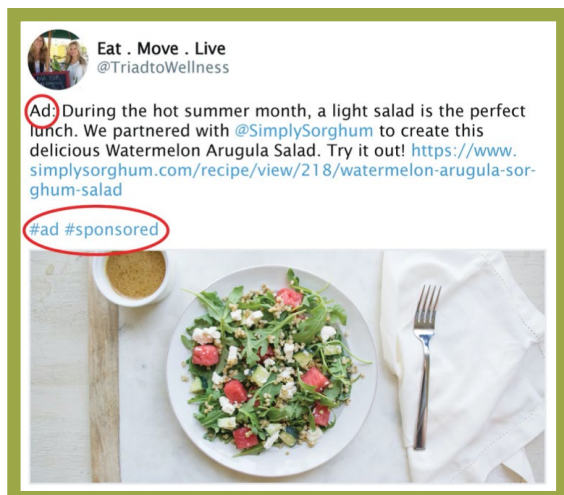


Figure 3: Proper advertisement disclosure for Twitter.

and seller must be disclosed within 280 characters, and “Ad:” needs to be placed before the post or “#ad” or “#sponsored” needs to be included after the post.

FACEBOOK

Facebook’s built-in feature, the branded content tool, automatically adds “paid” or “sponsored by” beneath the poster’s handle in small gray text. The branded content tool is not automatically provided to every account, but access to the feature may be requested via https://www.facebook.com/help/contact/1865970047013799?helpref=faq_content. FTC guidelines mandate disclosure of the advertisement and “#ad” or “#sponsored” must be included within the post’s copy of the post because the small gray text of the branded content tool may not be “clear and conspicuous” to consumers.

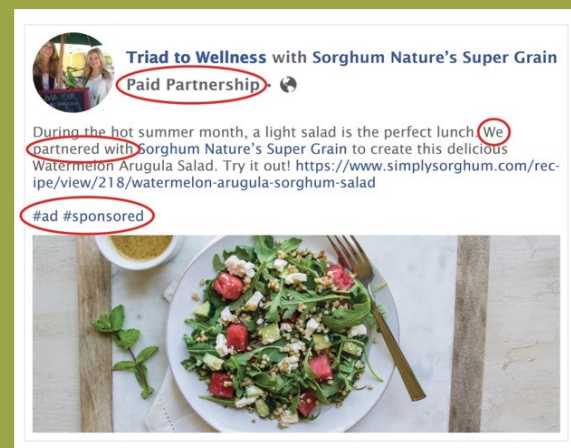


Figure 4: Paid advertisement on Facebook utilizing built-in branded content tool.

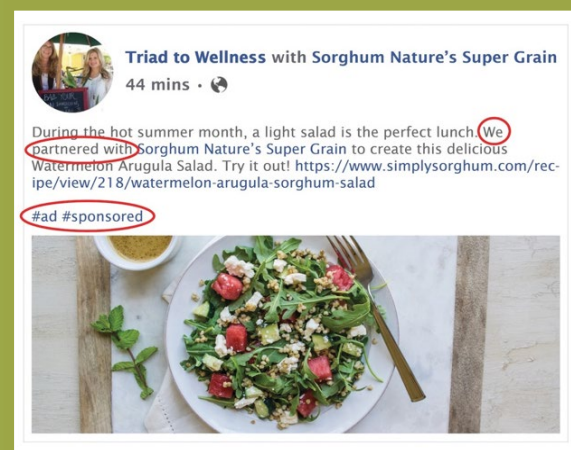


Figure 5: Paid advertising on Facebook without using the branded content tool.

SOCIAL MEDIA

GUIDELINES

- ✓ Consider and determine audience.
- ✓ Consider utilizing a variety of rich content to help increase engagement and reach
- ✓ Listen for brand mentions.
- ✓ Consider voice and impression you portray in your interactions.
- ✓ Avoid using jargon.
- ✓ If a response is appropriate, respond promptly.
- ✓ Keep in mind fonts, colors and tone when including graphics.
- ✓ Utilize relevant brand hashtags.



NUTRIENT-RICH SORGHUM

PREPARED WHOLE GRAIN SORGHUM IS AN EXCELLENT SOURCE OF 12 NUTRIENTS

- » Fiber
- » Protein
- » Vitamin B6
- » Iron
- » Thiamin
- » Niacin
- » Phosphorus
- » Magnesium
- » Zinc
- » Selenium
- » Copper
- » Manganese

SORGHUM
Nature's Super Grain

[SIMPLYSORGHUM.COM](https://www.simplysorghum.com)



Liked by shalinraelle and 42 others

simplysorghum Did you know one serving of prepared whole grain sorghum is an excellent source of 12 nutrients? Discover more about sorghum: <https://loom.ly/-p2jX9Q>

GRAPHICS

Graphics created for Simply Sorghum social media should utilize the brand's image components, and when possible, the logo and website to ensure brand consistency and visibility.

HASHTAGS

Hashtags are an important because they help categorize content for key audiences. Two hashtags primarily, #simplysorghum and #sorghum, should be used on social media posts. Additional hashtags may be utilized depending on the type of content shared.

EXTERNAL CONTENT

When sharing content curated from an external source, such as branded content with a fellow commodity board or a news outlet, be sure to tag or mention the source within the social post. This helps boost exposure and provides added credibility.



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