

Keogh's

Grown with love in Ireland



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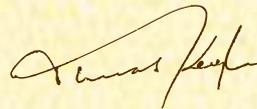
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WELCOME TO OUR BRANDBOOK

As we grow, I want to ensure we share everything you need to know about us... So when the Keogh's name appears promoting our products on marketing material and point of sale, it remains true to our family's vision and is always consistent. I'm a farmeteer (farmer turned marketeer). Over the years we've had to push the boundaries to get to where we want to be. For now this is our brandbook, we believe it will forever grow but our roots will always stay grounded. And I hope you enjoy getting to know us and our brand better!

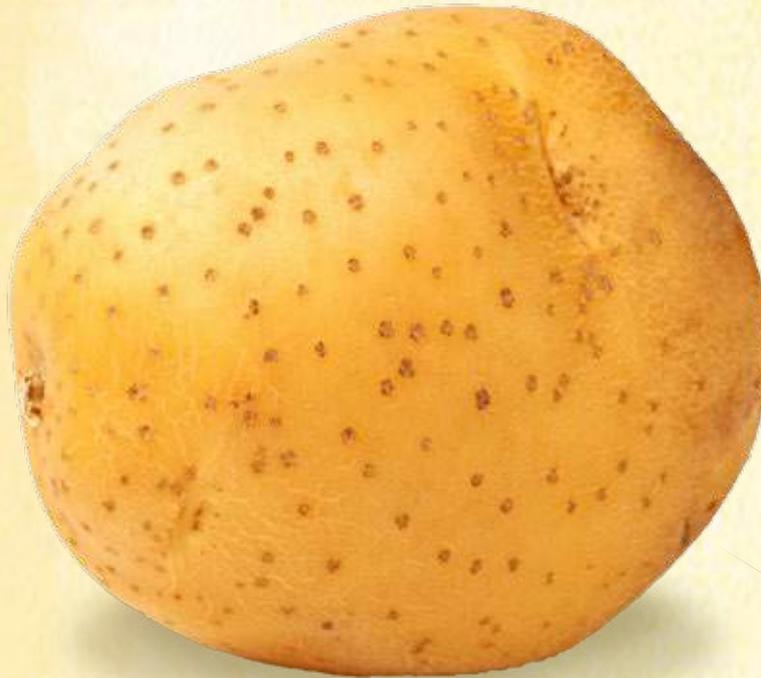
Tom Keogh
(Farmeteer and Managing Director)





WHO WE ARE AND WHAT WE DO...

Keogh's is all about the family, our farm and the amazing team that work with us. Without this trio of special ingredients we wouldn't be where we are now. Our brand identity is a brilliant reflection of the Keogh's family and by creating this iconic and characterful brand, we capture the true essence of who we are and what we stand for, now and in the years to come.







OUR MISSION

We want the world to taste and
experience our passion for food.



KEOGH'S, THE FAMILY BUSINESS

We've been working the rich soil on the Keogh's farm as a family for over 200 years. These days our family has grown to include more than flesh and blood; we've got an amazing team at the farm and some very special collaborators who supply us with unique Irish flavour, all of whom we consider as family none-the-less.

We love working with committed and inspiring people to create something our grandparents would be proud of. It's down to these people that we're producing Ireland's finest potatoes and crisps and snacks that are truly...Grown with Love in Ireland.





OUR CORE VALUE

From our proud family heritage, hard work and passion for quality, we at Keogh's farm are committed to producing only the best tasting products for our customers. We believe that our knowledge, experience and love for innovation will grow our future.

Keogh's
Grown with love in Ireland

**OUR BRAND
PROMISE**

OUR CORE VALUES

In case we don't get the chance to meet for a chat, these are Our Core Values to help you get to know us better.





PURE ENJOYMENT



FARMED FOR GENERATIONS



IRELAND, OUR HOME



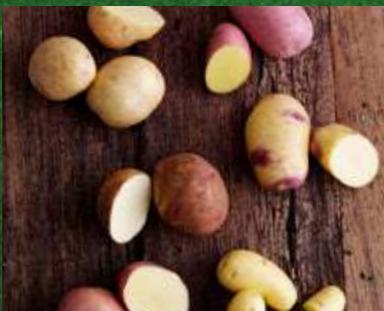
HONESTY



OUR FAMILY



TASTE



UNEARTHING POSSIBILITIES



NATURALLY BETTER



OUR COMMUNITY



PURE ENJOYMENT

To ensure brilliance, you've got to enjoy what you do.



FARMED FOR GENERATIONS

We've been farming the fertile lands of North County Dublin for over 200 years... here's to the next 200!



IRELAND, OUR HOME

Ireland has the most amazing land, local ingredients and unbeatable spirit and we are proud to share this message worldwide!





HONESTY...

...is our policy. If we can't show you what we do or where it comes from we won't do it!



TASTE

We don't rest until we are completely satisfied that each of our products is as great as we believe it can be.



UNEARTHING POSSIBILITIES

We push boundaries, discovering, inventing and leading.

NATURAL QUALITY

We have a passion for quality and are dedicated to only producing the best products, just as nature intended; no nasties in sight!



OUR COMMUNITY

We root ourselves in what we believe is good and right, building strong friendships with our staff, collaborators and consumers.



A photograph of two men standing in a field of green plants. The man on the left is older, with grey hair, wearing a light-colored button-down shirt. The man on the right is younger, with dark hair, wearing a grey t-shirt and blue jeans, sitting on a black wooden fence. A large, yellow, textured sign is overlaid on the image, featuring the text 'OUR FAMILY' in large, bold, brown letters. Below the sign, there is a smaller line of text. The background shows a clear blue sky and lush green trees.

OUR FAMILY

We wouldn't put our name on the bag unless
we believed in what we do. Now and always.



OUR POTATOES

Our family has been farming the land in North Country Dublin for over 200 years.

The rich, fertile soils have the perfect conditions for growing potatoes. Grown in harmony with nature using responsible and sustainable farming practices, we produce the finest potatoes Ireland has to offer.



Easy carry family pack

Keogh's
Grown with love in Ireland



*Ideal to
Steam & Mash*

KERRS PINK
Delicious Irish Potatoes

5kg e

OUR CRISPS

The Keogh's family believe that good things come from **mother nature** and that is why we have been working the land growing delicious Irish potatoes **for over 200 years.**

We are now **hand cooking** Ireland's finest crisps in small batches on our farm, **'from crop to crisp'**[®], grown and cooked **with Love in Ireland.**

What makes our crisps different?

During harvest we pick our potatoes and turn them into fresh crisps on the same day...delicious!

We hand cook our crisps in small batches using the finest quality sunflower oil, which is high in mono-unsaturates and naturally cholesterol free.

Gluten free, GMO and MSG free!

Gluten free

Keogh's
Grown with love in Ireland



**CHORIZO
and CHERRY
TOMATO**

Deliciously Fresh Irish Potato Crisps
Handcooked on our Family Farm

50g e

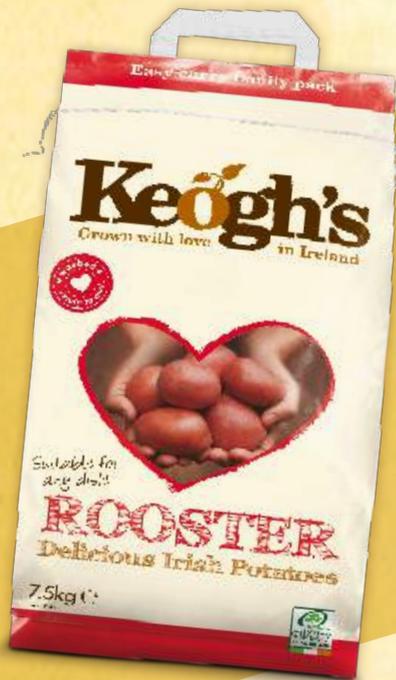


OUR RANGE

Our range of delicious products has grown a lot over the years since our first bags of potatoes...

THE CLASSIC SPUD RANGE

Where it all began, with our humble, yet delicious potatoes.



EASY COOK POTATOES

Everything you love in our potatoes but even quicker to cook!



DELICIOUS CRISPS

Our famous spuds, sliced, fried and seasoned to perfection... Nothing's better than that.



MULTIPACK RANGE

All your favourites in our unique and iconic potato bag carrier.



CRINKLE CUT

Deep ridged crinkles packed with even more flavour and crunch.

WHAT DOES THE FUTURE HOLD?

Well that's for us to know and you to look forward to!

OUR AUDIENCE

Each of our customers can be identified by one of the following six audience areas



THE SPUDS

Family, kids at home

We eat a mix of potatoes. easy cook and chips. Mum is the main shopper, she works part time, buys cupboard fillers, reliable lasting products.



EOGHAN

Student

I study sports sciences & go to the gym often. Convenience, nutrition and value are important to me. Money is an issue but I'll pay for quality.



ELAINE, JULES + EMMA

Young professionals

We love convenient products, with interesting flavours and great taste. We buy a lot of different brands.

THE KEOGH'S

Young suburban family

Health and nutrition is important to us, we want our children to grow up healthy. We shop locally and online, and look for value for money.



ORLAITH

Business woman

I want to indulge in the best brands, the ones that make an impression and produce great tasting products. I like connectivity and convenience.

GARETH

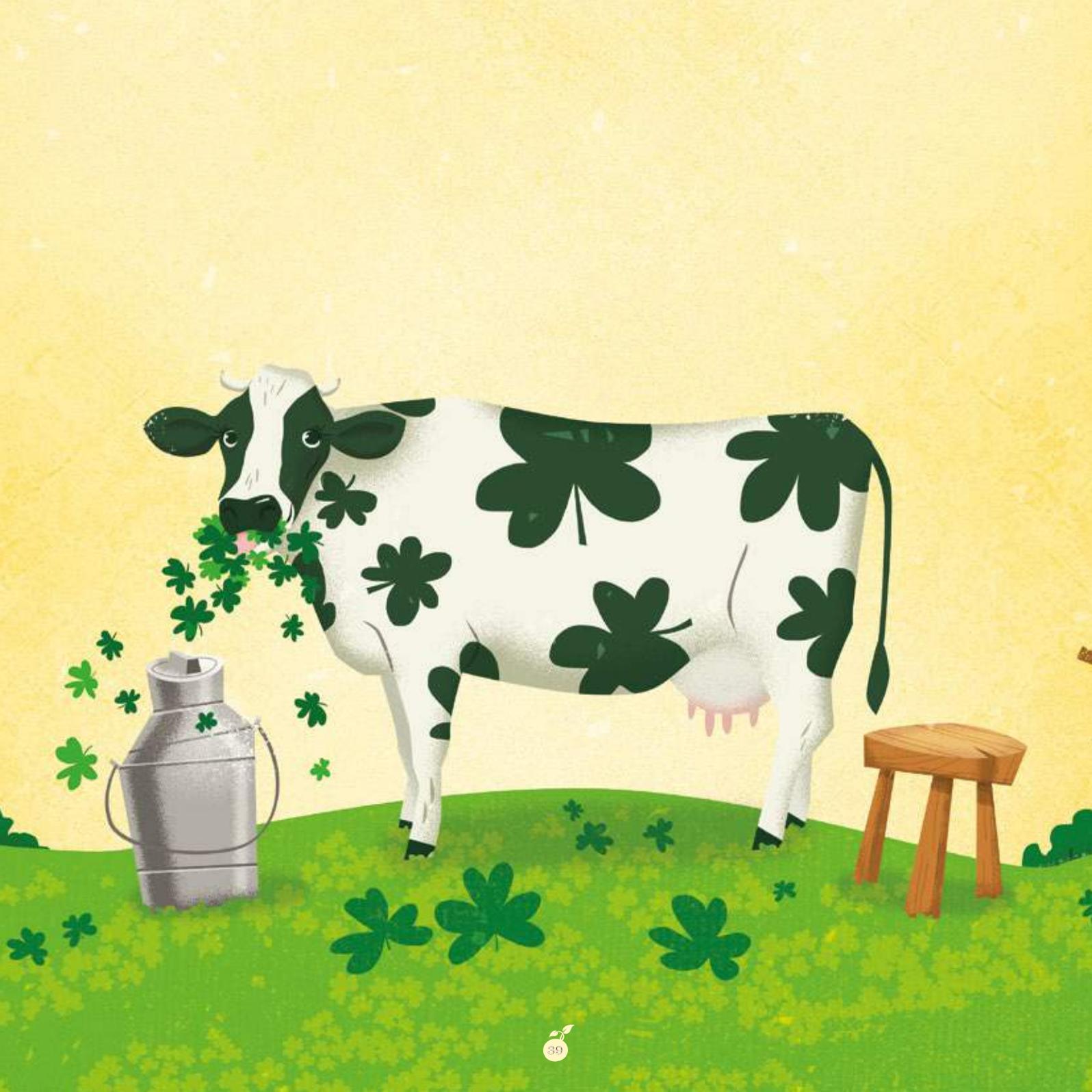
Outdoors enthusiast

The story of a brand is important, where it comes from, if it is natural and if it is good for me. Taste is key and I love being social.



MINI GUIDELINES





Brandmark

This is our logo. It's our family name with an iconic potato, rooted at the heart of what we do.

We're bringing a bit of Irish bling to the logo with the central 'Potat-O' in a beautiful copper foil.



THE INSPIRATION FOR OUR LOGO,
THE BEGINNING OF OUR BRAND.

—
LOOK AT THAT LOVELY
LOGO! SHE'S A CRACKER.
—

Keogh's

Grown with love in Ireland

Brandmark Guidelines

Our brandmark should always have a minimum clearspace of a Keogh's 'O' on all lettering (we don't count the top leaf on the Golden O) as demonstrated below. This give our logo lots of space to breath.



Wherever possible, the central 'O' and the tagline should be produced in copper foil or Pantone 876C.

This brings the logo to life with a touch of shine, however we realise this is not always possible so we have created a metallic effect logo that can be used in its place.

Logo Placement

Our logo is only ever to appear on the Keogh's cream background.
The only exception is the logo's usage on raw wood surfaces.



LOGO ON KEOGH'S CREAM BACKGROUND



SINGLE COLOUR LOGO ON KEOGH'S
CREAM BACKGROUND



CREAM SINGLE COLOUR LOGO ON
KEOGH'S POTATO SKIN BROWN

The Don'ts of the Brandmark

Please don't abuse our lovely logo. What's it ever done to you?!
We spent time crafting it just the way we wanted it, so please respect
this and only use the logo in the ways stated in these mini guidelines.



DO NOT CHANGE ANY OF THE
FONTS IN THE BRANDMARK.



DO NOT DISTORT THE BRANDMARK.



DO NOT MOVE ELEMENTS
WITHIN THE BRANDMARK.



DO NOT ROTATE THE LOGO.



DO NOT CHANGE THE COLOUR
OF THE BRANDMARK.



DO NOT ADD ANY DROP SHADOWS
OR EFFECTS TO THE LOGO.



DO NOT PLACE THE BRANDMARK
ON ANY COLOUR BUT THE
CREAM BACKGROUND.



DO NOT PLACE THE LOGO
ON A PHOTOGRAPH.

Our Colours

As you may know, it rains a lot on the farm... so as you can imagine, we've seen lots of rainbows over the years! That's why we've created a whole rainbow of brand colours to use!

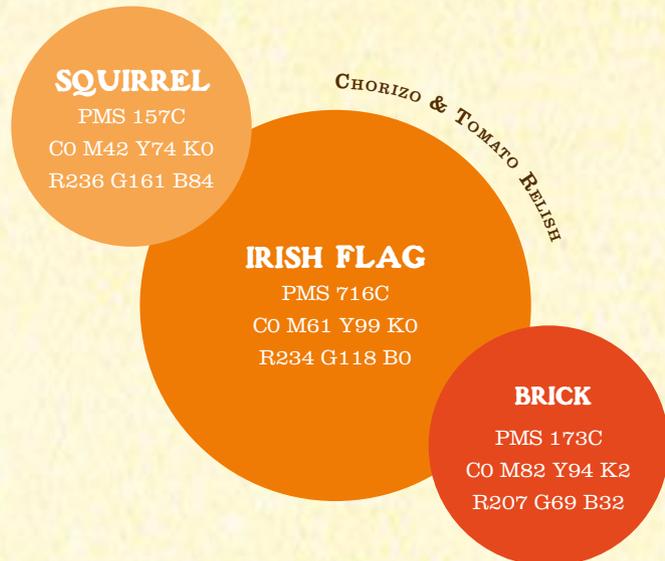
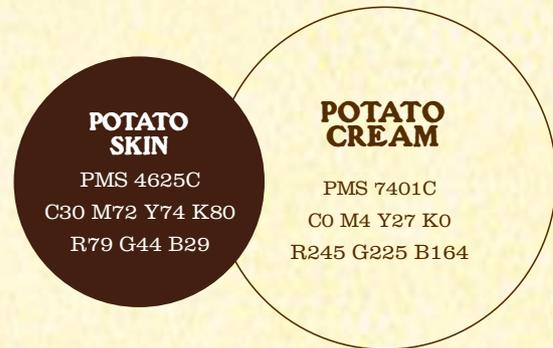
Our colours have been chosen to work together in families of three. When choosing a colour to work with, try to use all three shades of the same family.
e.g. **Atlantic + Deep Atlantic + Sea Foam**

Please don't mix the colours together.
e.g. **Atlantic + Shamrock + Raspberry Stain**

OUR CORE COLOURS:

We have two precious core Keogh's colours that were inspired by what we do best, our humble spud. Because they are so special to us, they must make an appearance on every application we produce.

All text that appears on a Potato Cream background must be set in Potato Skin.



SHAMROCK & SOUR CREAM & DUBLINER IRISH CHEESE AND ONION

SHAMROCK

PMS 360C
C63 M0 Y84 K0
R108 G194 B74

MOSS

PMS 365C
C24 M0 Y44 K0
R194 G225 B137

NETTLE

PMS 370C
C62 M1 Y100 K25
R101 G141 B0

WET HAY

PMS 117C
C6 M27 Y100 K12
R201 G151 B0

POTATO FLOWER

PMS 116C
C0 M14 Y100 K0
R255 G205 B0

HAY

PMS 120C
C0 M5 Y70 K0
R251 G215 B87

ROAST TURKEY & SECRET STUFFING

DOG'S NOSE

PMS 7423C
C0 M73 Y15 K0
R224 G98 B135

TURKEY COMB

PMS 214C
C0 M100 Y24 K4
R20 G15 B105

RASPBERRY STAIN

PMS 221C
C9 M100 Y26 K38
R145 G0 B72

MASSEY RED

PMS 185C
C2 M100 Y85 K6
R200 G16 B46

TYRE

PMS 188C
C16 M100 Y65 K58
R118 G35 B47

SWEET CHILLI & IRISH RED PEPPER

PIG TAIL

PMS 190C
C0 M56 Y18 K0
R246 G117 B153

BAILER TWINE

PMS 7416C
C0 M72 Y70 K0
R229 G106 B84

BRAMBLE

PMS 7425C
C6 M96 Y32 K13
R181 G37 B85

PIGLET

PMS 182C
C0 M31 Y8 K0
R250 G187 B203

Typefaces

We've carefully selected two typefaces that best express our visual identity and vision; Gorilla & Clarendon

GORILLA

The quickly growing potato zipped from the soil amongst a mix of jostling clovers.

GORILLA USAGE

Gorilla is solely used for large headlines and subheadings; Large headlines, like the copy on the front of our crisp packets, should be set in **UPPERCASE and STACKED**. Subheadings can be either UPPER or Title Case.

**HEADLINES
SHOULD BE
UPPERCASE
+ STACKED**

Clarendon Light

The quickly growing potato
zipped from the soil amongst
a mix of jostling clovers.

CLARENDON USAGE

BODY COPY:

Body copy should always
be set in Clarendon Light
with spacious leading.

BODY COPY

SUBTITLES:

**SUBTITLES SHOULD BE
SET IN UPPERCASE**

CAPTION COPY:

**CAPTIONS CAN BE SET IN CLARENDON
LIGHT WITH SMALL CAPS. THIS
WORKS WELL FOR SMALLER
ANNOTATIONS THAT USE A FUNNY
OR INTERESTING TONE OF VOICE.**

Tone of Voice

So we know what makes Keogh's different...

right? Apart from our award winning potatoes and sensational flavoured crisps, of course, it's the way we talk to our loyal munchers.

We speak conversationally to our fans to maintain a **friendly, honest and open relationship**. Because what's the point in being serious with people who've got the money? We're all real people and **we want the world to see that the Keogh's are real people too**.

So the next time you sign off an email with 'best regards', change it to 'thanks a mil!'.

SMILE AND
THE WORLD
SMILES
WITH YOU'

Illustration

A picture speaks a thousand words, and that's definitely true of our beautiful packaging! Each pack tells a tall tale of its flavour origins and how it came to the Keogh's farm.

The illustrator behind these wonderful artworks is Peter Donnelly, a near neighbour to the Keogh's farm, he does an amazing job of bringing our story to life.

The illustrations follow the same architecture across all of our crisp packaging in order to maintain a recognisable Keogh's style of illustration.

The illustrations are restricted to using tones of the same colour which reinforces our style of ownable illustrations and also aids standout on shelf.

Please speak to the Marketing Manager before commissioning illustrations for the brand.



PETER DONNELLY,
OUR ILLUSTRATOR.

Gluten free | Lactose free

Keogh's
Grown with love in Ireland



Just a pinch of
**IRISH ATLANTIC
SEA SALT**

Deliciously Fresh Irish Potato Crisps
Handcooked on our Family Farm

Our Cream Background

Our hardworking cream background is the base of our brand aesthetic. It sits there quietly, supporting the rest of our communications and pretty illustrations. The background represents the light clouds over our farm and the beautiful flesh of our potatoes.

The cream background must feature in almost all of our communications, especially where the logo appears. It makes the perfect background for images, photos, illustrations and typography, so make the most of this beautiful texture.



THE CREAM BACKGROUND
GOES EVERYWHERE WE GO.

**CREAMY,
DREAMY!**

Photography

- ON THE FARM

We've got a whole library of photos from our farm in North County Dublin that can be used for promotional publications. Some shots have our family in, but even better, others feature our darling spuds.



COLOUR FILTER

To make the images sit better with our lovely soft aesthetic, it's required that the images have a 50% warm filter applied in Photoshop.

This allows the whites images to soften and become more like our Keogh's cream background and the red / orange and yellow tones to become more brown-like; just like our two brand core colours.



ONE OF OUR BEAUTIFUL TRACTORS
IN THE FARM YARD



—
THE KEOGH BOYS IN THEIR FAVOURITE
PLACE, THE SPUD FIELD.
—



ALBUM STYLING

When using our shots, it's important that they look like you've just lifted them straight from our family albums. So consider using different 'vintage' inspired treatments to achieve this.

eg. Victorian-style photo corners, Polaroid effect frames or simply a subtle drop shadow.



Photography

- TOM + COLLABORATORS

Tom Keogh has travelled our fair isle from coast to coast in search of the finest ingredients the nation has to offer. Some, you just wouldn't expect Ireland to produce... Vine ripened red peppers anyone?

We are so proud of this collaboration that we want to hero it in our communication to the rest of the world. We've taken photos of Tom and our producers in action for use in PR and social media.



A BARREL OF LAUGHS WITH DAVID LLEWELLYN AND
TOM AT LLEWELLYNS ORCHARD, CO. DUBLIN



FINGAL FERGUSON AND TOM TOGETHER IN THE DRYING
ROOM AT GUBBEEN SMOKE HOUSE, CO. CORK.



CORMAC AND TOM TALKING TOASTED BARLEY
IN DUNGARVAN, CO. WATERFORD

Photography

- LOCATION

The land of the legends, our home. It's beautiful and people the world over love to see it. That's why we have captured some breathtaking shots to show the varied landscapes we call home.



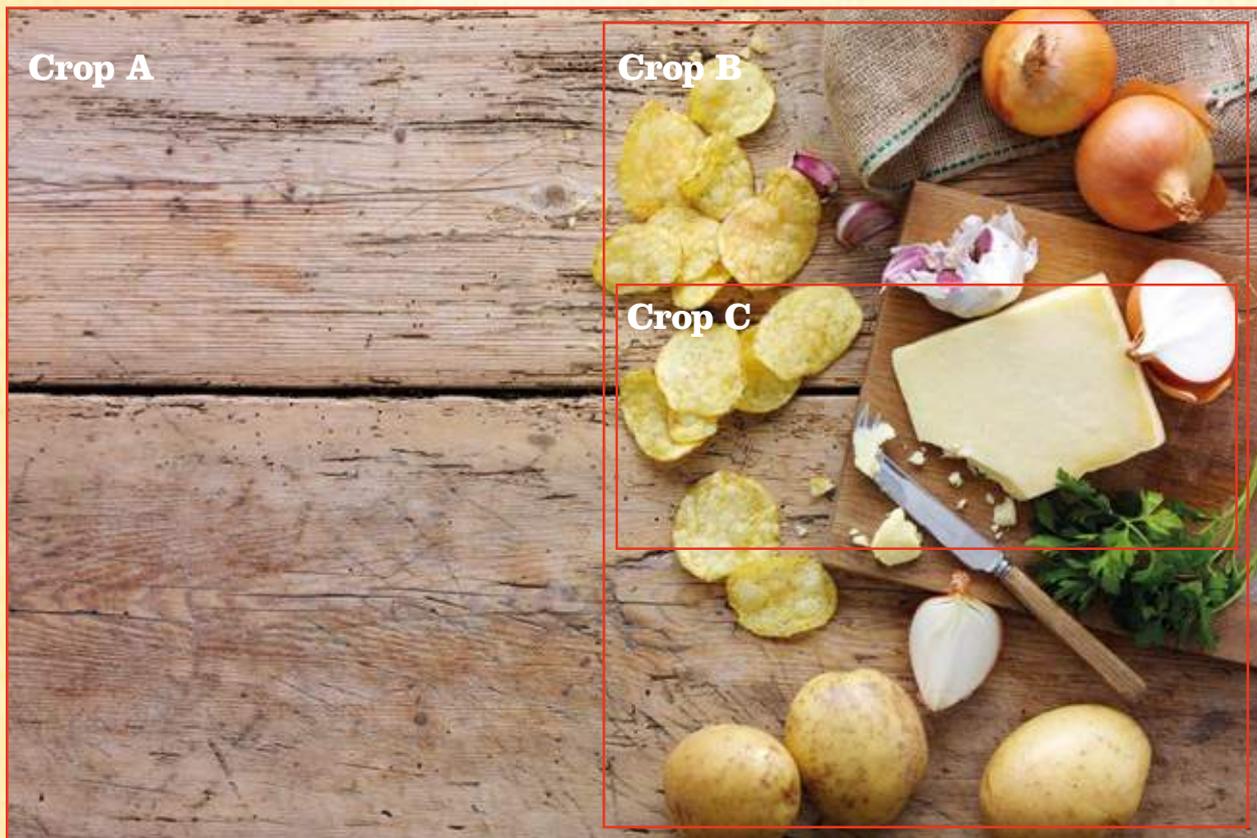
TOM KEOGH WITH OUR SEA SALT SUPPLIER, MICHAEL
O' NEILL IN BEARA PENINSULA, CO. CORK

Photography

- STUDIO FOOD SHOTS

Hungry? Good, that's the idea. We've taken some amazingly delicious shots of our products for you to use and tempt potential munchers across the globe.

We've gone for an overhead style of photography that gives a very modern feel to our shots. We've taken time to compose the shots so that they can be cropped in several ways and still keep the crisps and flavour ingredients in the crop, which is ideal for using on social platforms. The clear space on the left is empty for you to add communication or packaging visuals.





LIGHTING IS EVERYTHING

We love to keep it natural. Think of the lighting as if you're in the Keogh's farm kitchen with your crisps and ingredients being shot on the kitchen table.

Soft, directional lighting should be used, mimicking natural day light from a kitchen window. There should also be plenty of contrast in the shadows which creates lovely texture. Use propping and highlighting on set to add interest to the image.

Photography - PACKAGING

Our packaging images are created as realistic 3D visuals by our design team.

We use them in many different ways, across lots of different platforms. The images have been made so they don't have a 'background' and we can place them on different surfaces very easily.

We want our packs to shine, so make them nice and big, but without over promising on bag size! Keep things in scale please.



Our Wooden Background

We have two wood texture backgrounds.

Our darker, more characterful background is a fantastic base for showcasing our packaging and other off-pack communications.

Our lighter wooden background is used across our shippers / SRPs / hods.

If you wish to use either of these backgrounds, please contact a member of makerting before doing so.

Off-pack wooden background

Shipper wooden background

Our Awards

Our fabulous tasting crisps have won us lots of shiny awards...and we're sure there'll be many more to come!

Before using these trademarks, please contact marketing.



ROAST BEEF & IRISH STOUT
IRISH CHEESE & ONION



IRISH ATLANTIC SEA SALT



SHAMROCK & SOUR CREAM
ATLANTIC SEA SALT & IRISH CIDER VINEGAR



SWEET CHILLI & IRISH RED PEPPER
SHAMROCK & SOUR CREAM
ATLANTIC SEA SALT & IRISH CIDER VINEGAR
ROAST BEEF & IRISH STOUT



IRISH ATLANTIC SEA SALT



ATLANTIC SEA SALT & IRISH CIDER VINEGAR
SHAMROCK & SOUR CREAM



IRISH CHEESE & ONION



SHAMROCK & SOUR CREAM



ROAST TURKEY & SECRET STUFFING



IRISH ATLANTIC SEA SALT



SHAMROCK & SOUR CREAM
IRISH CHEESE & ONION

Handmade of Ireland + SpudNav[®]



Our illustrated map is a visual symbol for our unique SpudNav[®] technology. It features on the back of all our packaging.



The Handmade of Ireland icon is an important asset of ours that features on the back of our packaging.

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Gluten free

Keogh's

Grown with love in Ireland



MATURE IRISH CHEESE and ONION

Deliciously Fresh Irish Potato Crisps
Handcooked on our Family Farm

