

Doritos
BRAND

**LEGION OF
CREATORS™**

HANDBOOK

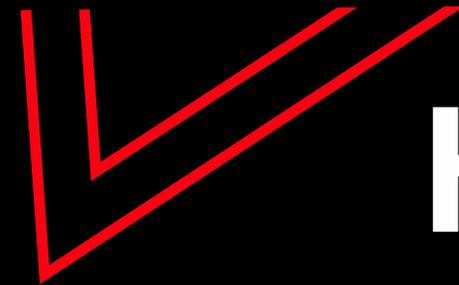
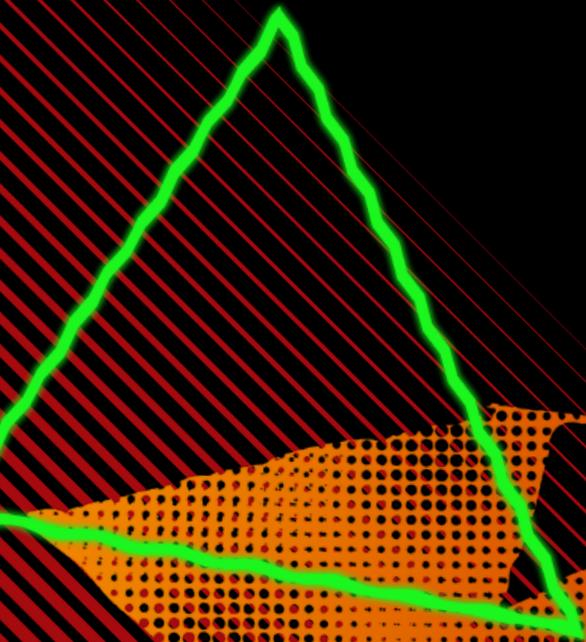


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FROM CRASH TO CASH



The year is 2006. While Pluto is busy getting downgraded to “not a planet,” we’re trying to think of great Super Bowl commercial ideas. Then this one person is like “our fans are cool, what if we just let them make the commercial? then we could just keep playing video games.” Everyone was like “oh yeah, great idea” and thus CRASH THE SUPER BOWL was born. But we didn’t just want to empower fans to create during Super Bowl season, we wanted to empower them ALL THE TIME. So we created the Legion - a community of creative people who get to make Doritos content for a chance to win cash.

Pretty sweet deal if you ask us.

BRAND PERSONA



Other brands are whatever. Doritos exists on...

ANOTHER LEVEL®

Wanna be bold? Just be you.

Nothing flips the script like daring to be you in the face of outside expectations.

Let other people worry about definitions, or how things are “supposed to be.”

You’re vibin’ on **ANOTHER LEVEL**®.

BUT LIKE, WHAT IS DORITOS?

Bold

Disruptive

Humorous

Relevant

Super Sexy*

***just threw this one in there to see if you were paying attention**



DORITOS LOOK & FEEL

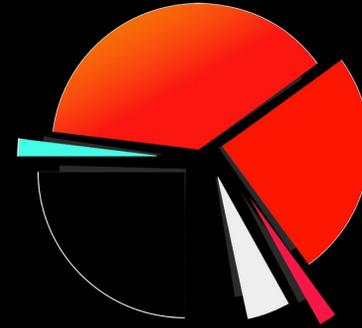
7 DISTINCT ASSETS



1 - LOGO



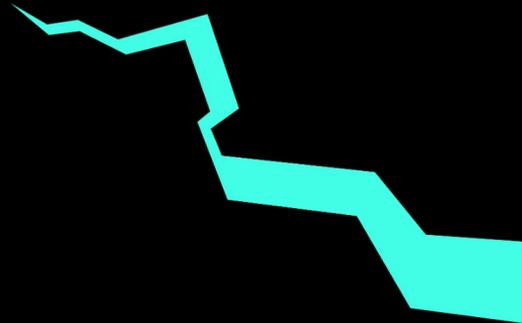
2 - TRIANGLE



3 - COLOR



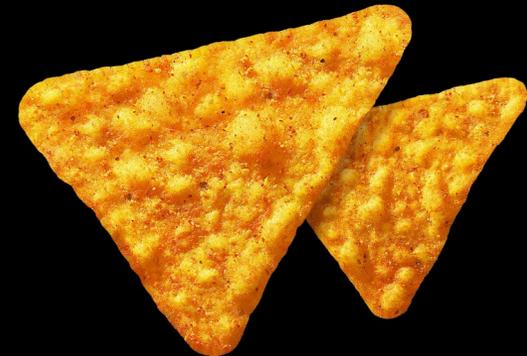
4 - DUST



5 - STRIKE/FLASH



6 - PACKAGING



7 - CHIP

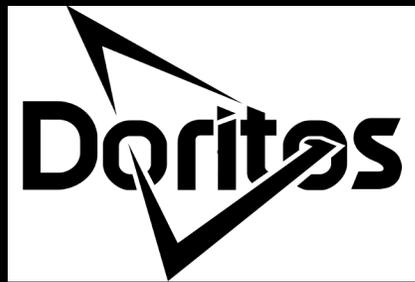
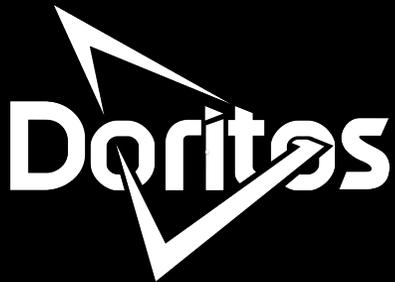
DORITOS LOOK & FEEL

OUR LOGOS



**These are our logos. Aren't they awesome?
Great, now please don't change them.
No distortions whatsoever...
we promise we'll know.**

**The multi-colored version of the logo is our
go-to. Single-color, simplified versions can
be used when needed.**



DORITOS LOOK & FEEL

LOGO BEST PRACTICES



Rotation: The baseline of the wordmark should remain horizontal



Proportions: Do not alter the proportions of logo elements in relation to each other or rearrange them



Crop: Always show the entire logo and do not cut off any sections through crops



Placement: Avoid placing graphics or text over the logo



DORITOS LOOK & FEEL

When in doubt, use Core Packaging.



NACHO CHEESE



COOL RANCH



SPICY NACHO



SPICY SWEET CHILI



FLAMIN' HOT NACHO



FLAMIN' HOT LIMON



DINAMITA

We love our Limited Time Flavors just as much as you do, but
pretty please Nacho Cheese only use them when specified.

TARGET AUDIENCE

OKAY BUT WHO ARE WE EVEN TALKING TO?

Gamers.

Music-ers.

Gaming music-ers. Musical gamers.

They're tech savvy.

They think success is taken, not given.

They don't overcome barriers, they burst through them.

We call 'em hyperlifers, but no label can contain them.

They're unapologetically them, and the world better catch up.

TARGET AUDIENCE

HYPERLIFER MANIFESTO

Traditional expectations.

Social Conventions.

An Unknown Future.

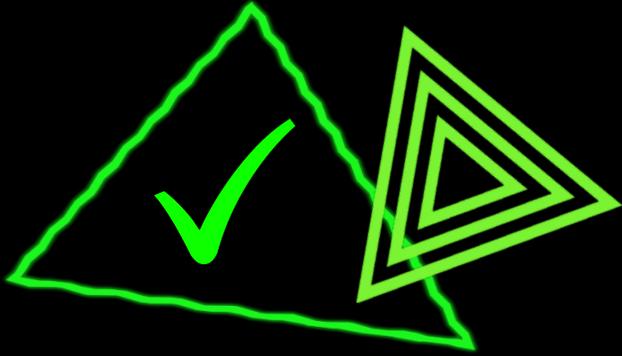
It may sound like we're describing some sort of dystopian movie where humanity is fighting robots in the desert, but it's really just what our hyperlifers are up against everyday. Pretty heavy stuff.

And yet hyperlifers walk about the world passion-first, shouting their true selves to the rooftops. And with our unapologetic mix of unique flavor and courageous personality, never has there been a better or bolder match than Doritos and these confident creators.

They don't need a chip to tell them to be who they are, but they could use a partner to help them express themselves. As a triangle in a world of circles (or at least oval-ish shapes) Doritos is the snack that's cool with them being them.

DO'S & DON'TS

While there aren't any hard and fast rules that determine which submissions are awarded, we keep these do's and don'ts in mind when reviewing content:



- + Always refer to Doritos as “Doritos,” never “Dorito”
- + Create new and original work for each submission
- + Make Doritos branding clear within first 3 seconds
- + Fit brand persona
- + Craft visual appeal
- + Create appetite appeal



- Use language like “For the Bold,” ”Be Bold,” etc.
- Use emojis
- Burn the Doritos chip in real life
- Include any pets/animals or animals eating Doritos
- Include celebrities or their likeness
- Use stock images
- Include infants or children under the age of 7, including children between ages 7-13, without an adult showing in the content
- Include people well outside the consumer age range
- Reference illicit activities or drugs
- Depict weapons or dangerous activities
- Show other brand logos
- Feature other people's brands or intellectual property
- Use crinkled or illegible Doritos bags
- Feature other food products besides Doritos
- Use images of recognizable buildings, architecture, and/or artwork
- Use unlicensed music or sound effects

POINTS SYSTEM

We're taking prizing up a notch by adding levels to Legion. The more content you submit and the more challenges you win, the higher up you go! The top levels will unlock even more challenges and increase your chances of winning that \$\$\$.



Unlocks exclusive challenges with bigger prizes

Gets 5% more prize money on open challenges*

HOW TO WIN POINTS

- ▲ 1 POINT for every “like” your content receives on the platform
- ▲ 10 POINTS for submitting content – each submission per challenge gets 10 points, and there are three (3) max submissions per challenge
- ▲ 50 POINTS for placing in a challenge



*i.e. if first place is typically \$2,500, an Elite Legioner would receive \$2,625

FAQS



Q: Who is eligible to participate?

A: U.S. residents 18 years of age or older.

Q: How many times can I submit to each challenge?

A: You can submit up to 3 entries, but check each challenge's rules for exceptions.

Q: How long does it take to get paid if I win a challenge?

A: It's different for each challenge, but you should hear from Real Time Media (our fulfillment partner) within two weeks of hearing that you've won.

Q: How can I get the Doritos font?

A: Because of our licensing, we can't give out the font files. But if you win, send us your layered files with live, un-outlined text, and we'll replace your font with the Doritos font.

Q: Can I edit my entries once I hit submit?

A: You can edit your entries by viewing your idea and clicking "edit."

Q: What if I have questions about one of the challenges?

A: Shoot us an email at info@legionofthecreators.com and we'll be happy to help.

Q: What do I do if I need a Doritos bag or asset for my submission?

A: Email us at the address above. We usually provide assets in the attachments section of each Challenge.

