

CAMPAIGN GUIDELINES:

SURPRISINGLY SNACKABLE PECANS



CAMPAIGN VOICE:

Everything we write for this campaign should be, just as the brand says, both surprising and snackable. Our voice is free to provide the consumer with unexpected humor in short, consumable formats. Through it all, we aim to position pecans as a wholesome snack with nutritious benefits and delicious flavor. And every message, from simple branding to key nutritional benefits, should come with a snackable helping of fun on the side. It's all about being nutritious AND delicious – and 100% fun, always.

TAGLINE:

SURPRISINGLY SNACKABLE PECANS

Full-Color Tagline:

Use this version for pieces that appear on white or cream backgrounds.
Example: Banner ads



Color Reverse:

Revert to a one-color version of the tagline when putting it on a color for greater legibility.



Black and White:

Revert to a one-color version of the tagline when using black and white for greater legibility. Use a one-color white on photography for greater contrast as well.

CAMPAIGN FONTS:

BOTH AVAILABLE THROUGH ADOBE TYPEKIT OR LICENSE PURCHASE


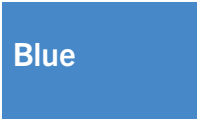
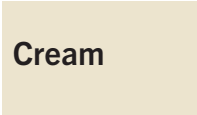
ANTIQUUE OLIVE STD COMPACT
TRADE GOTHIC NEXT HEAVY CONDENSED

POWERPOINT FONT ALTS:

AVAILABLE THROUGH GOOGLE FONTS

KANIT FONT
ARCHIVO FONT

COLORS:

	PMS: 1645C Hex: #FF6C38	R: 255 G: 108 B: 56	C: 0 M: 58 Y: 78 K: 0
	PMS: 279C Hex: #3D8EDE	R: 64 G: 122 B: 222	C: 73 M: 36 Y: 0 K: 13
	PMS: 7500C 40% Tint Hex: #3D8EDE	R: 224 G: 209 B: 167	C: 0 M: 7 Y: 25 K: 12

“EATPECANS.COM” BADGE:



Updates the look for American Pecan Promotion Board to be more aligned with the new campaign direction. Font updates include Antique Olive Compact and introduces Trade Gothic Heavy Condensed.