

# **SURPRISINGLY SNACKABLE PECANS BRAND GUIDELINES**



# OVERVIEW

- 01 Tagline
- 02 Color
- 03 Typography
- 04 Tone of Voice
- 05 Photography
- 06 Layout System
- 07 Motion
- 08 Supporting Graphics

01

**TAGLINE**

# OUR TAGLINE

Our tagline is the most important element of our brand. It can be used stacked or inline to best fit the needs of the deliverable.

Stacked Tagline

**SURPRISINGLY  
SNACKABLE  
PECANS**

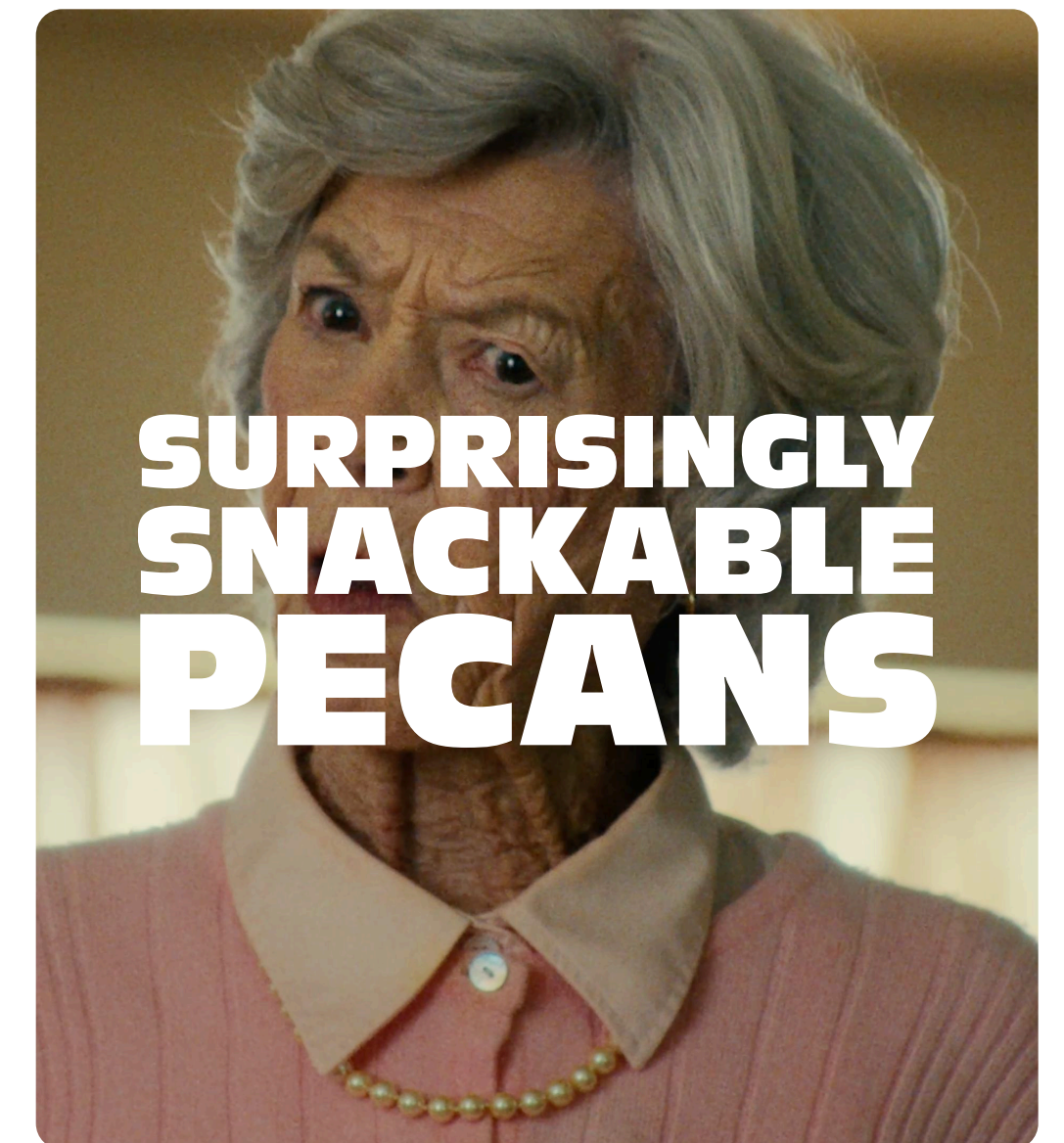
Inline Tagline

**SURPRISINGLY SNACKABLE PECANS**

# TAGLINE COLOR

Taglines should only be overlaid on our primary brand colors: orange, blue and off-white.

Use the full color tagline for pieces that appear on white or cream. Revert to a one-color version of the tagline when putting it on a color or when using black and white for greater legibility. Use a one-color white tagline on photography for greater contrast as well.



# CLEAR SPACE

Maintain a clear space equal to the height of “Pecans” on all sides. The clear space zone ensures the legibility and impact of the tagline by isolating it from competing visual elements such as text or supporting graphics.

Use your best optical judgment to ensure the tagline doesn’t feel cluttered by other elements and that there is equal space on all sides.

Stacked Tagline

A diagram illustrating the 'Stacked Tagline' layout. The tagline 'SURPRISINGLY SNACKABLE PECANS' is centered vertically and horizontally. The words are stacked: 'SURPRISINGLY' in orange, 'SNACKABLE' in blue, and 'PECANS' in orange. A dashed grid is overlaid on the text, showing a clear space zone around it. The word 'PECANS' is also shown in a lighter, semi-transparent font above and below the main text to indicate the vertical extent of the clear space zone.

**SURPRISINGLY**  
**SNACKABLE**  
**PECANS**

Inline Tagline

A diagram illustrating the 'Inline Tagline' layout. The tagline 'SURPRISINGLY SNACKABLE PECANS' is centered horizontally. The words are written in a single line: 'SURPRISINGLY' in orange, 'SNACKABLE' in blue, and 'PECANS' in orange. A dashed grid is overlaid on the text, showing a clear space zone around it. The entire tagline is also shown in a lighter, semi-transparent font above and below the main text to indicate the horizontal extent of the clear space zone.

**SURPRISINGLY SNACKABLE PECANS**

# INCORRECT USAGE

Avoid treatments like the ones shown here.

Do not:

- Rearrange the color order
- Alter proportions or stretch
- Add effects (shadows, outlines, gradients)
- Change opacity
- Rotate
- Place on busy/low-contrast backgrounds

**SURPRISINGLY  
SNACKABLE  
PECANS**

**SURPRISINGLY  
SNACKABLE  
PECANS**

**SURPRISINGLY  
SNACKABLE  
PECANS**

**SURPRISINGLY  
SNACKABLE  
PECANS**

02

**COLOR**

# COLOR

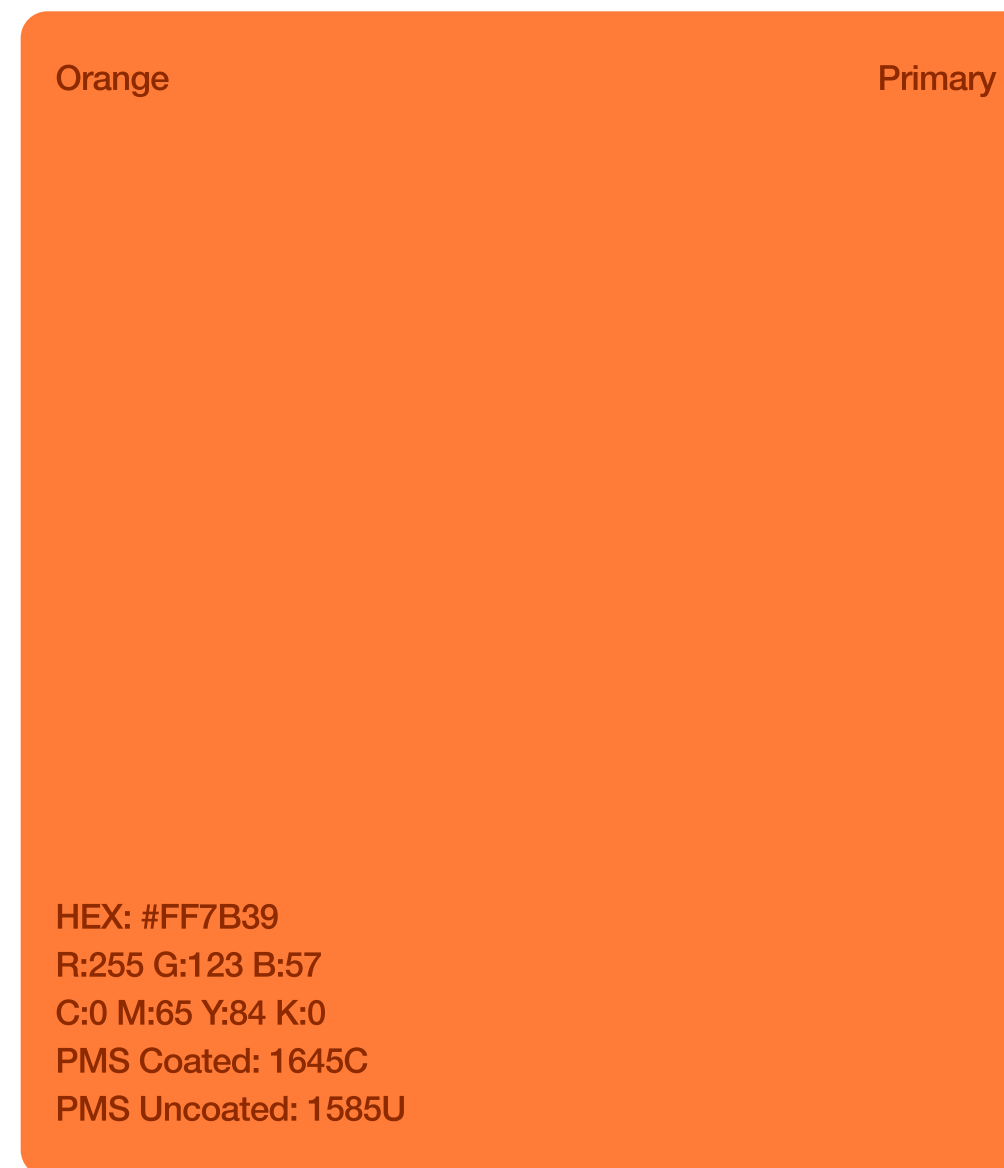
Our brand colors should be used on all pieces of communication from the American Pecan Promotion Board.

Green should only be used on internal documents.

HEX and RGB values should be used for all on-screen content.

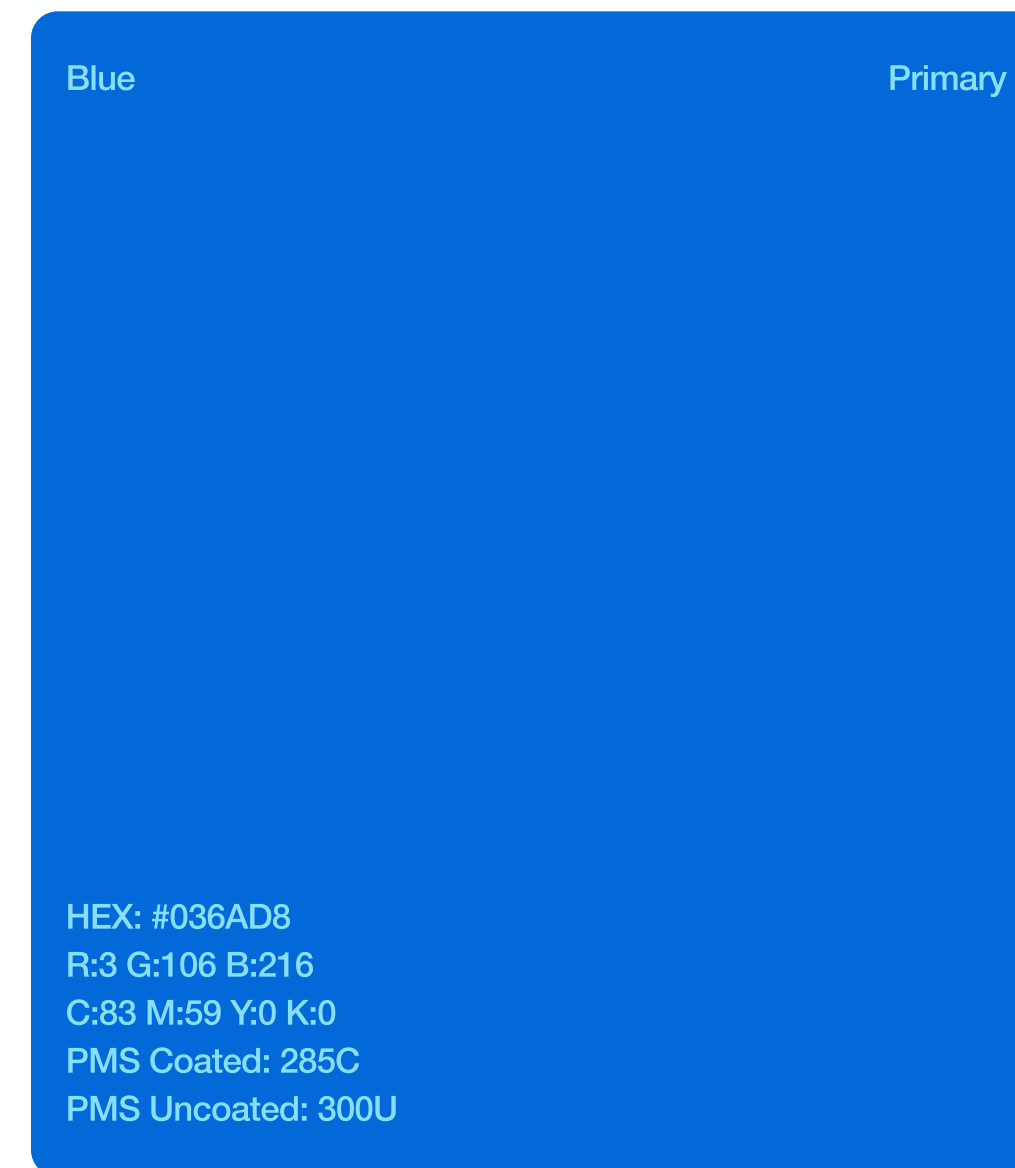
CMYK and Pantone values should be reserved for print materials only.

Orange Primary



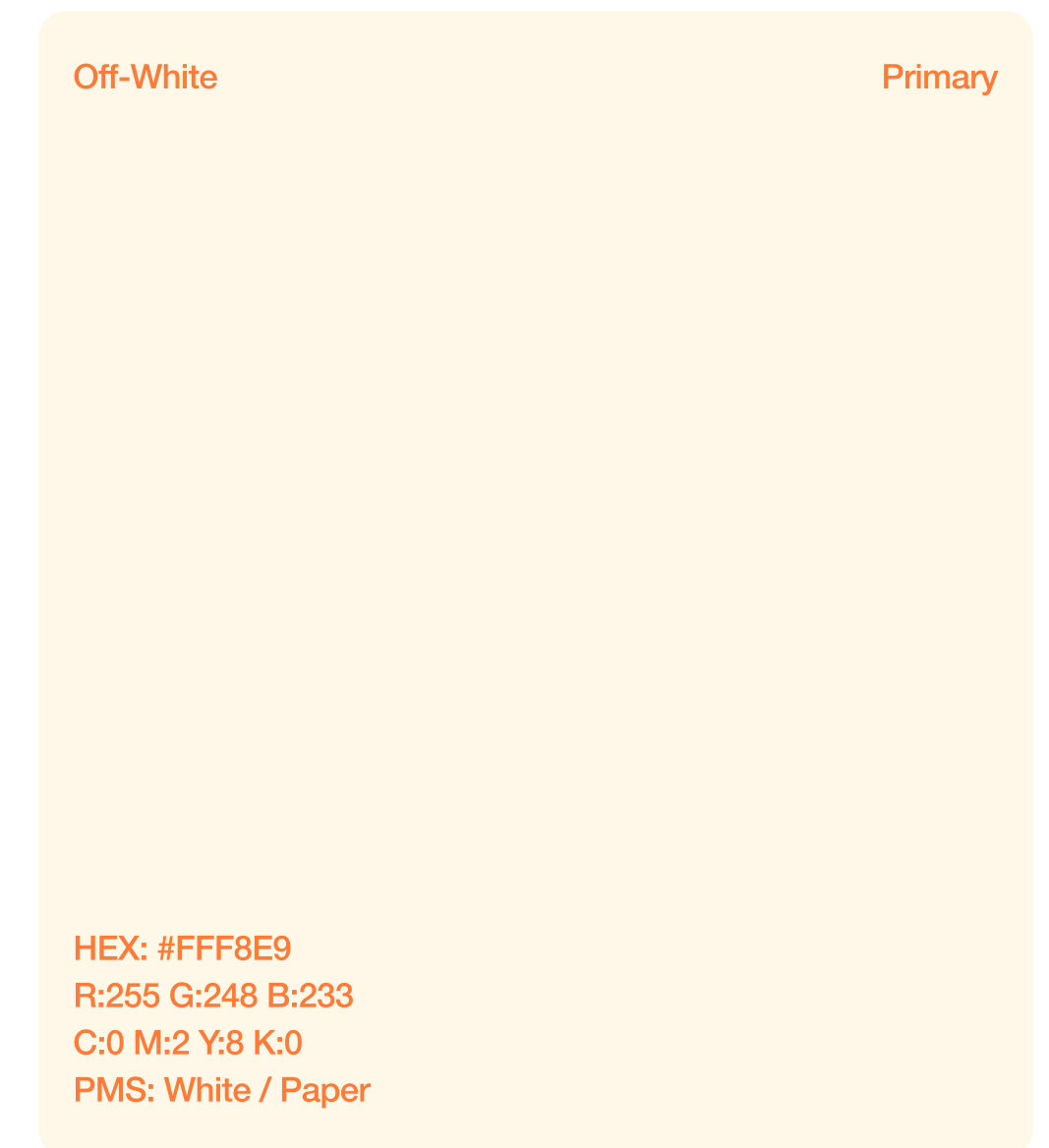
HEX: #FF7B39  
R:255 G:123 B:57  
C:0 M:65 Y:84 K:0  
PMS Coated: 1645C  
PMS Uncoated: 1585U

Blue Primary



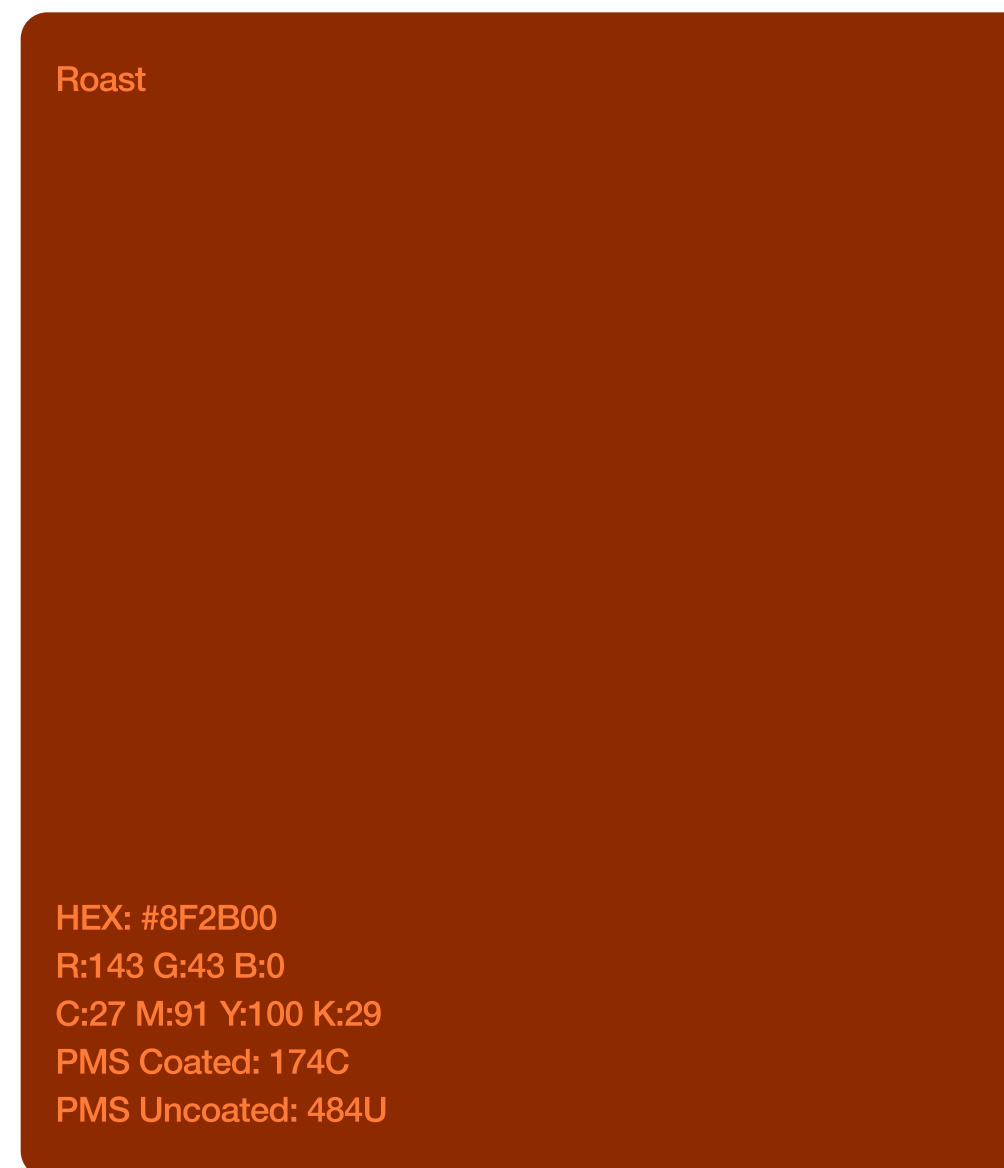
HEX: #036AD8  
R:3 G:106 B:216  
C:83 M:59 Y:0 K:0  
PMS Coated: 285C  
PMS Uncoated: 300U

Off-White Primary



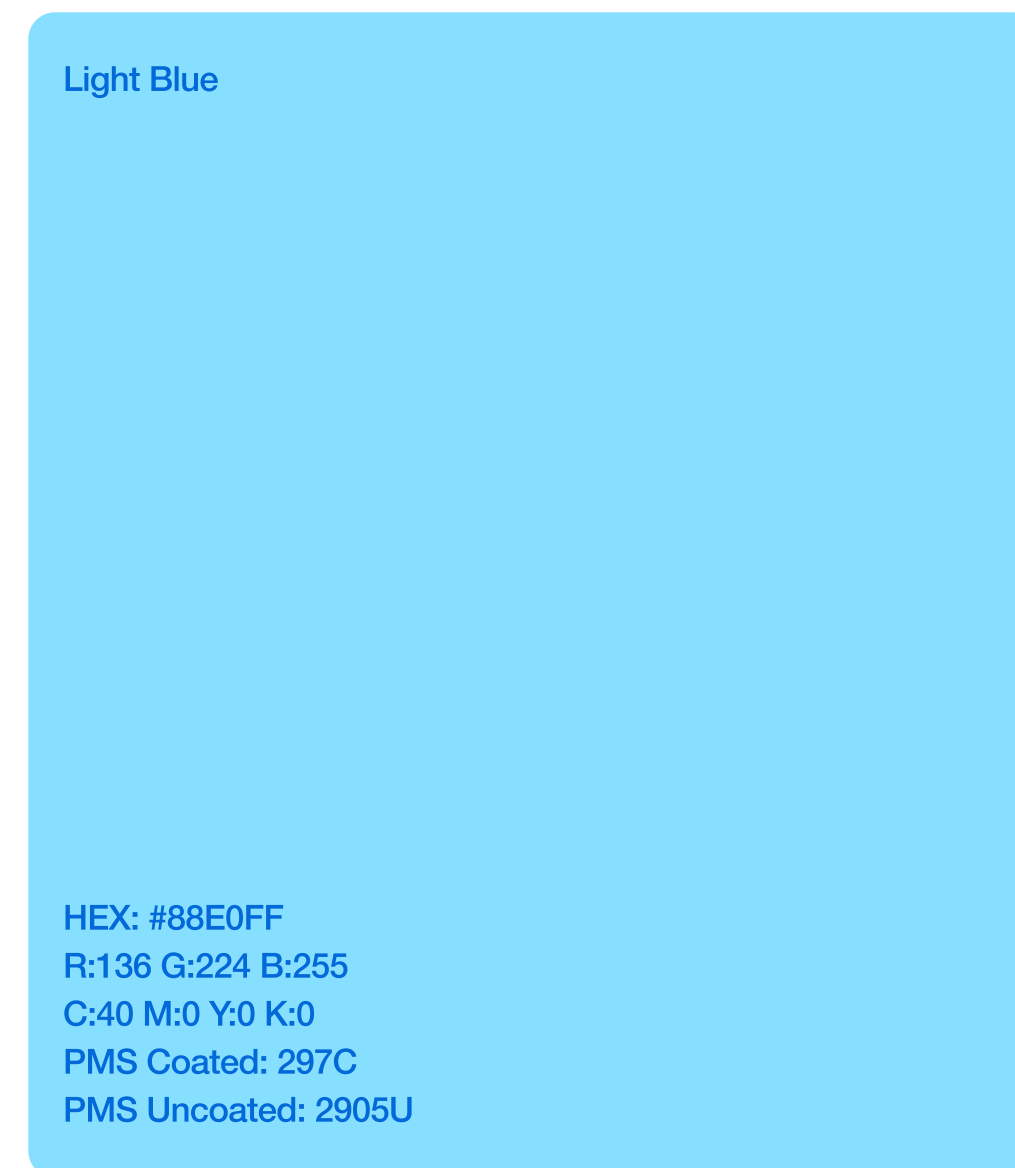
HEX: #FFF8E9  
R:255 G:248 B:233  
C:0 M:2 Y:8 K:0  
PMS: White / Paper

Roast



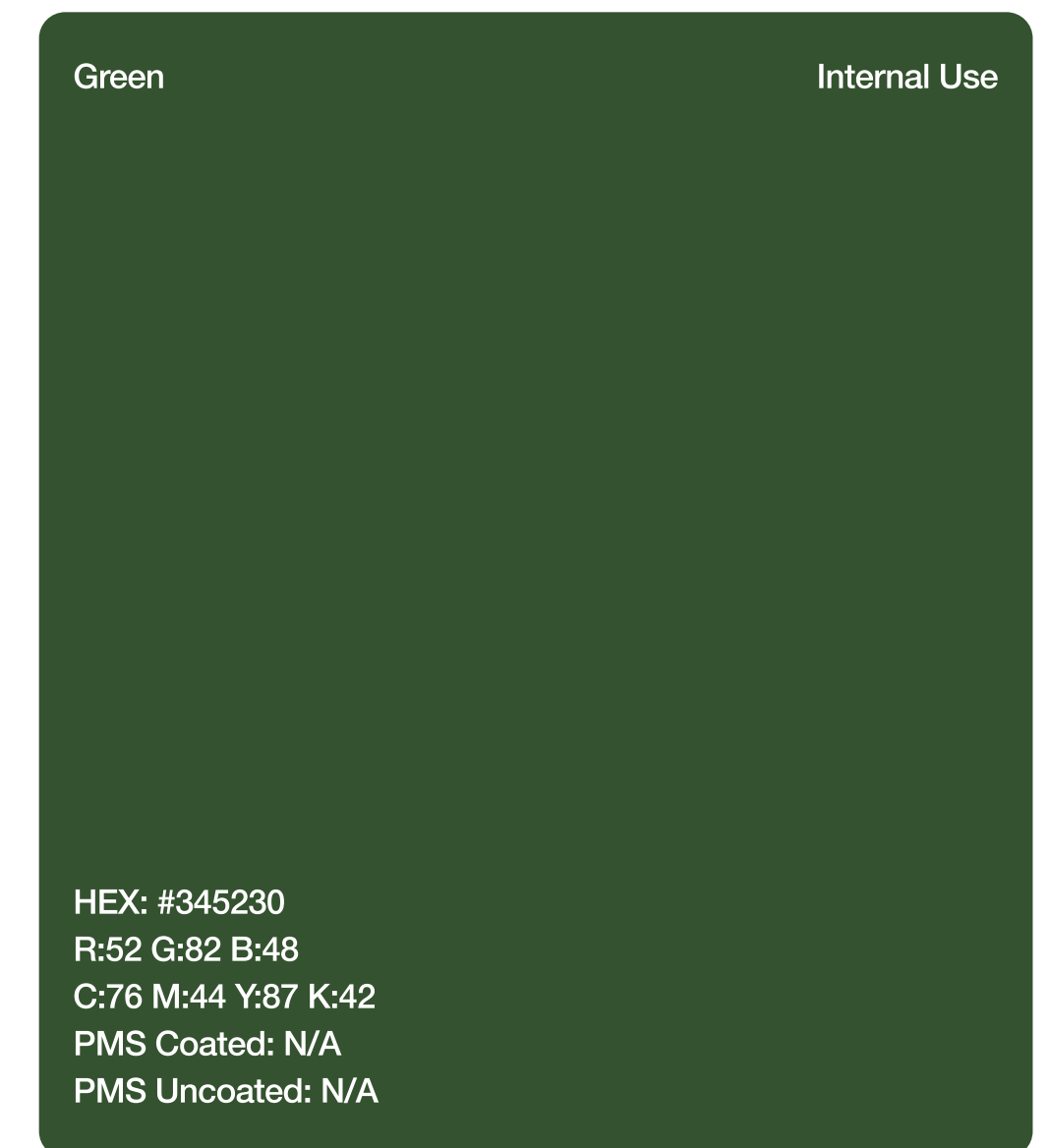
HEX: #8F2B00  
R:143 G:43 B:0  
C:27 M:91 Y:100 K:29  
PMS Coated: 174C  
PMS Uncoated: 484U

Light Blue



HEX: #88E0FF  
R:136 G:224 B:255  
C:40 M:0 Y:0 K:0  
PMS Coated: 297C  
PMS Uncoated: 2905U


Green Internal Use





HEX: #345230  
R:52 G:82 B:48  
C:76 M:44 Y:87 K:42  
PMS Coated: N/A  
PMS Uncoated: N/A

# ACCESSIBILITY



Web Content Accessibility Guidelines (WCAG) are a set of recommendations for making web content more accessible – primarily for people with disabilities. The color pairings outlined ensure the contrast ratio between foreground and background colors will meet the AA accessibility level. While WCAG is intended for web and digital environments, it is recommended that the same principles be applied to print environments whenever possible.

|   |   |
|---|---|
| <b>AA</b>   | Approved for “normal” text (body copy) that is below 18 pt or 24 px                 |
| <b>AA</b>   | Approved for “large” text (headlines and display type) that is above 18 pt or 24 px |
|  | Approved for user-interface components  |

Orange

|           |    |   |
|-----------|----|---|
| Off-White | AA |  |
| Roast     | AA |  |



Blue

|            |    |   |
|------------|----|---|
| Light Blue | AA |  |
| Off-White  | AA |  |


Off-White

|        |    |   |
|--------|----|---|
| Orange | AA |  |
| Blue   | AA |  |
| Roast  | AA |  |


Roast

|           |    |   |
|-----------|----|---|
| Orange    | AA |  |
| Off-White | AA |  |

Light Blue

|      |    |   |
|------|----|---|
| Blue | AA |  |
|------|----|---|

Green

|           |    |   |
|-----------|----|---|
| Off-White | AA |  |
|-----------|----|---|

03

# TYPOGRAPHY

# HEADLINE TYPE

We use two typefaces: Roc Grotesk Black and Condensed Extra Bold. Both can be used as headline fonts, depending on the context of a layout. In rare cases, they can both be used in the same composition. Both are available through Adobe Typekit or license purchase. Please note: No other variations of these fonts are acceptable. Only left-align or center-align text.

Roc Grotesk Black

**PECANNS**

**SNACK  
LIKE YOU  
MEAN IT.**

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
123456789**

Roc Grotesk Condensed Extra Bold

**PECANNS**

**SNACK  
LIKE YOU  
MEAN IT.**

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
123456789**

# POWERPOINT ALTS

When using PowerPoint, use Archivo Black and Archivo Condensed Extra Bold. Both are available through Google Fonts. Please note: No other variations of these fonts are acceptable. Only left-align or center-align text.

Archivo Black

**PECANAS**

**SNACK  
LIKE YOU  
MEAN IT.**

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
123456789**

Archivo Condensed Extra Bold

**PECANAS**

**SNACK  
LIKE YOU  
MEAN IT.**

**ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
123456789**

04

# 04 TONE OF VOICE

# STONE ISLAND TONE OF 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.

**MISSING SOMETHING?  
IT'S PECANS.**

**IT'S CRUNCH TIME.**

**SKIP THE RECIPE,  
GRAB A HANDFUL.**

05

# PHOTOGRAPHY

# PHOTOGRAPHY

Photography should capture the golden, delicious crunch of pecans and the snackable moments in which people enjoy them.

## VISUAL ELEMENTS

- Perspective: Use a variety of angles to bring viewers or consumers into the moment.
- Lighting: Use natural, soft, diffused light with warm tones.
- Subject: Subjects should feel candid and unposed.



06

# LAYOUT SYSTEM

# LAYOUT SYSTEM

The primary goal of our layout system is to show off our snackable pecans.

Our simple system uses our two fonts, color, photography and intentional layering to create effective and striking layouts. Layouts should always be clear, never cluttered and delicious to the eyes.

Always use color-blocked headlines on off-white backgrounds.

**IT'S CRUNCH TIME.**



Add depth by subtly layering photography assets over headlines. Be mindful of legibility.

**SURPRISINGLY SNACKABLE PECANS**

**SKIP THE RECIPE,  
GRAB A HANDFUL.**



Secondary colors can be used for emphasis on headlines.

**SURPRISINGLY SNACKABLE PECANS**

If a photo bleeds off the composition, an off-white logo banner should be used.

# VERTICAL LAYOUTS

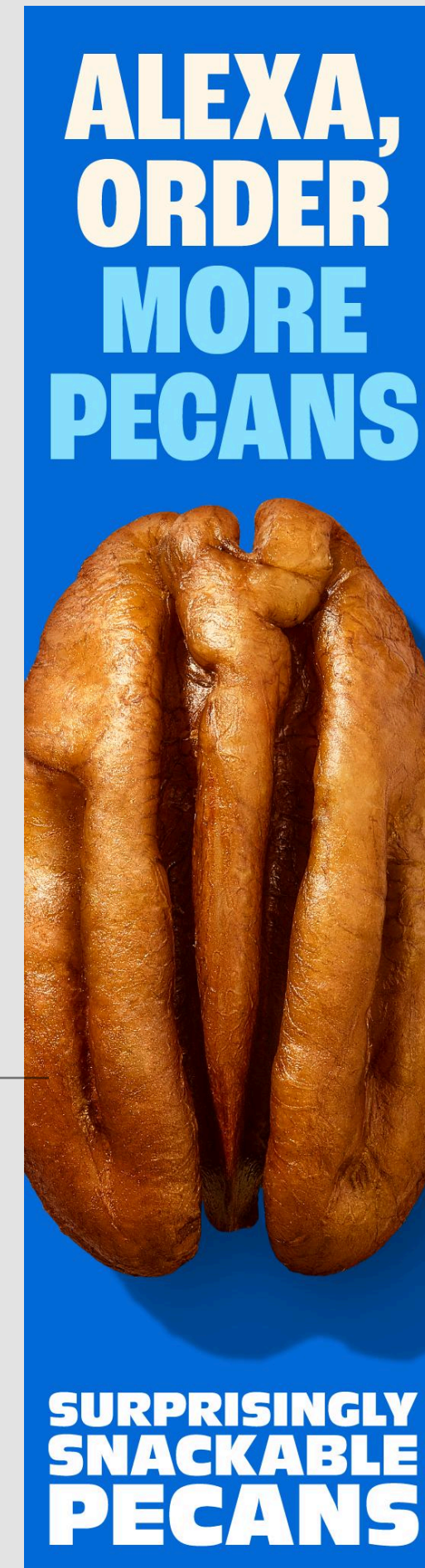
For vertical layouts, prioritize the scale of photography over that of the headline. Each headline should be large enough to be read at a glance without taking up too much space in the layout.

If a headline is particularly long, consider breaking it up with photography.

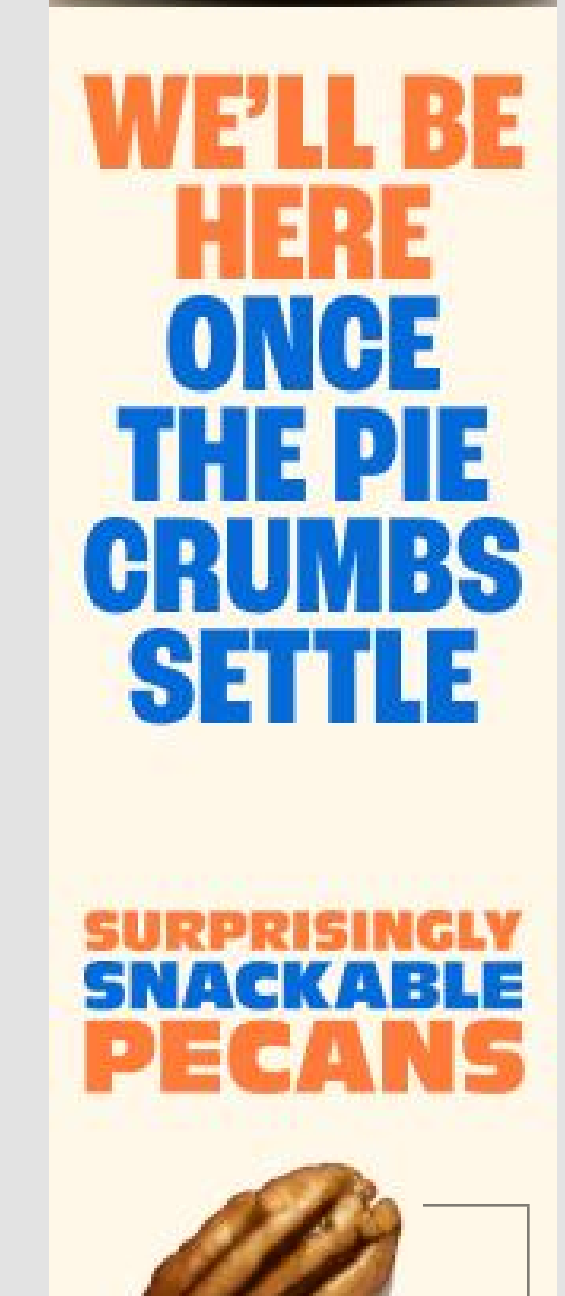
In some cases, both fonts can be used in a headline.



Full-bleed photos can be used depending on campaign imagery.



When using campaign imagery, split-layout should be used in most cases.



When using the overhead pecan, always align using the pecan, not the shadow.

Use overhead pecans to balance layouts or add depth.

# HORIZONTAL LAYOUTS

For horizontal layouts, prioritize the scale of the headline over that of the photography, especially with shorter headlines.

When laying out leaderboard banners, consider color-blocking with photography.

CTA buttons should prioritize contrast with the background.

When using campaign imagery, split-layout should be used in most cases.

If it doesn't make sense to emphasize part of a headline, use one color.

If a photo bleeds off the composition, an off-white retail bar should be used.



Photography can be used to cover color-blocking borders.

Use overhead pecans to balance layouts or add depth.

Some elements can overlay the retail bar to add depth.

07

# MOTION

**FOR MOTION GUIDANCE PLEASE  
REFERENCE THE ONLINE GUIDELINES**

**LINK**

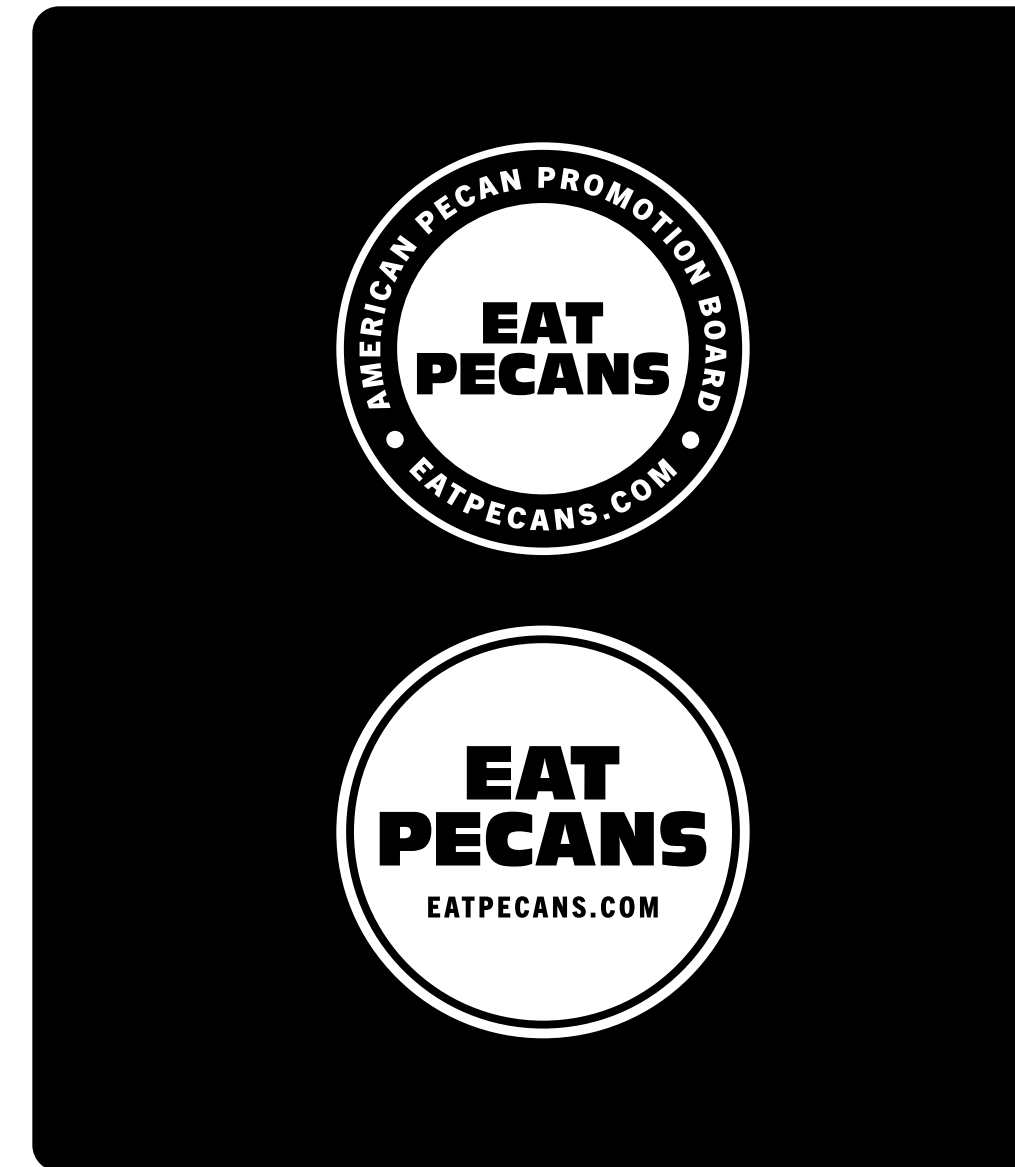
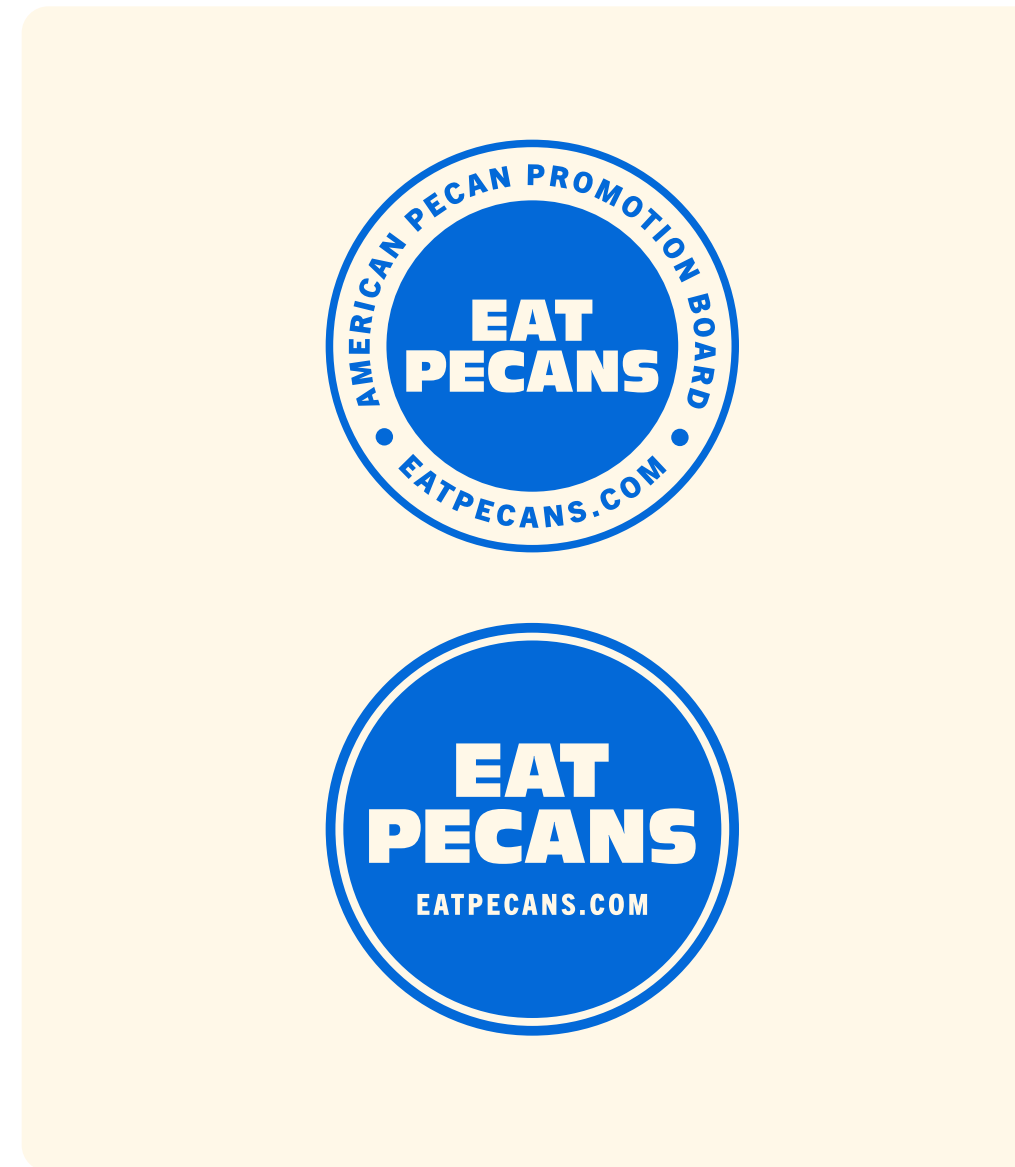
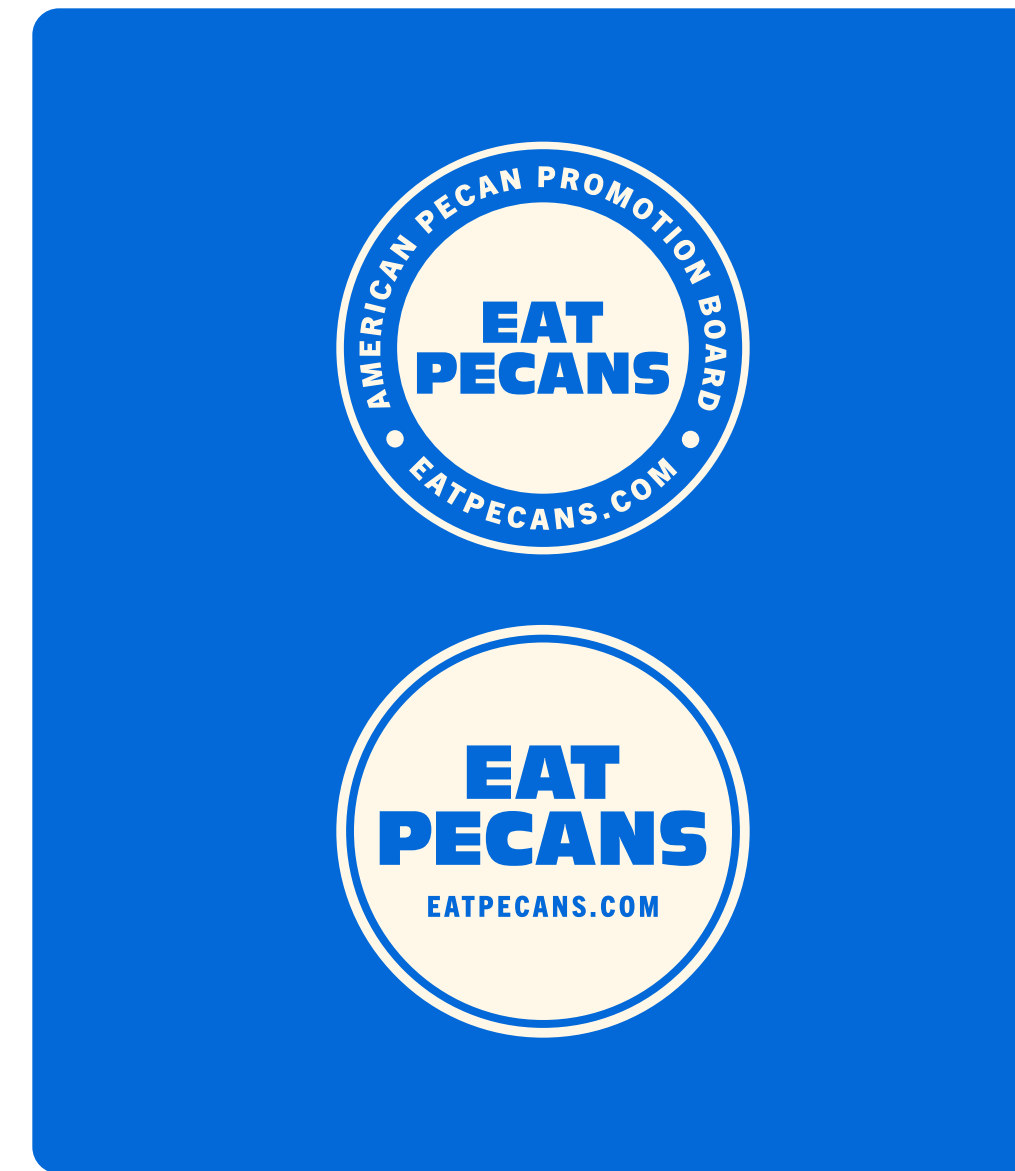
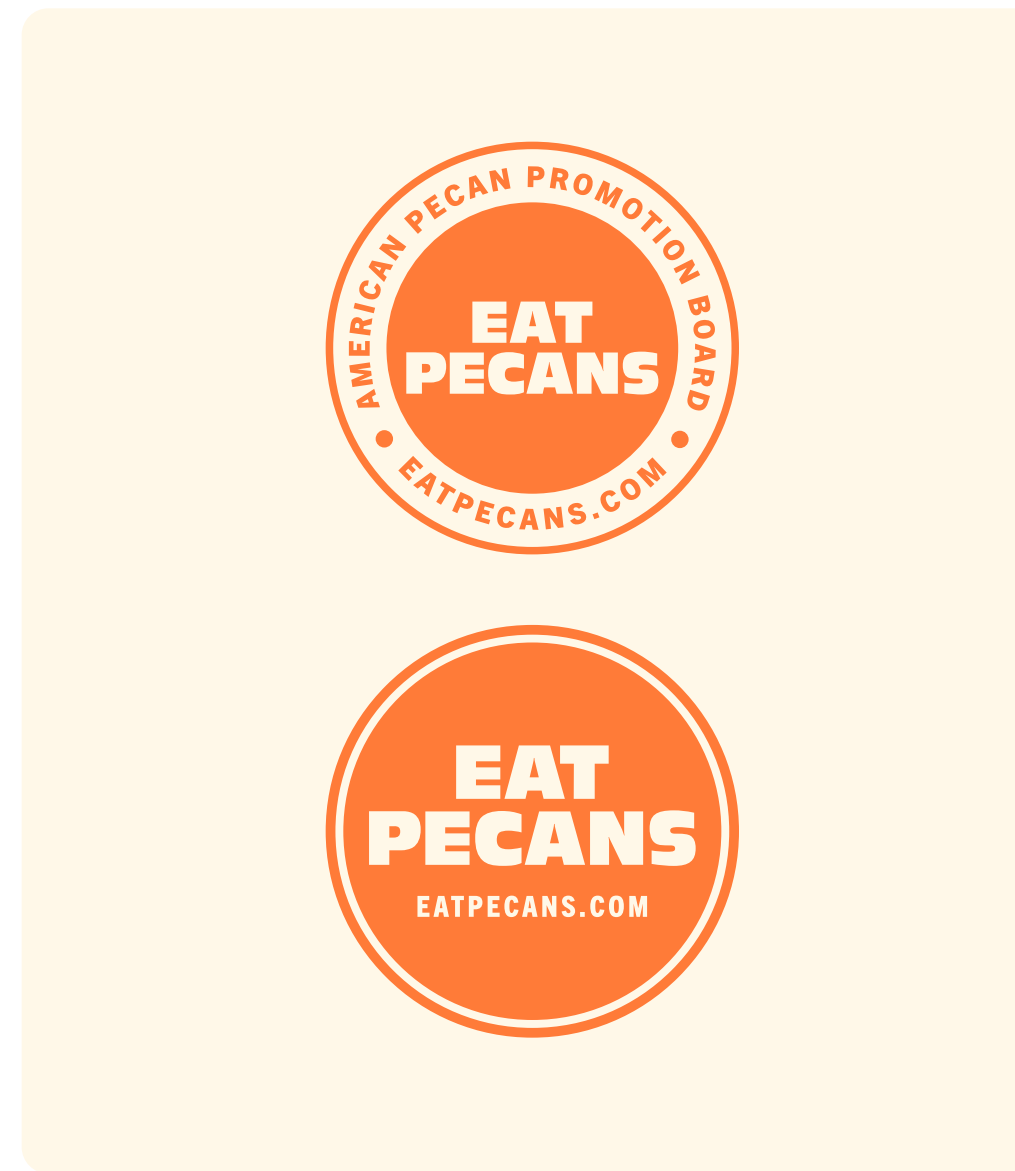
08

# SUPPORTING GRAPHICS

# EAT PECANS BADGES

The Eat Pecans badges are reserved for official communication. Consider the formality of communication when choosing which badge to use. These badges should be treated as a sign-off rather than a logo that needs to be front and center.

Use these approved color options with solid color backgrounds.



# EAT PECANS BADGES

Be mindful of placement and color contrast when placing badges over photography. In most cases, a white badge is most suitable. Do not place badges over the subject of a photo or in areas of high detail.

If the badge needs to be placed over busy subject matter, use the simplified badge for better legibility.

