



American
PECANS

AMERICAN PECANS™ LOGO GUIDELINES

TABLE OF CONTENT

BRAND EVOLUTION 3

LOGO USAGE 5

PRIMARY LOGO..... 8

LOGO GUIDELINES 10

SECONDARY LOGOS 12

BRAND NAME AND TAGLINE USAGE 13

All American Pecans marks, logos, names and materials within this guide are only permitted for use to support, promote and distinguish pecans grown and produced in the United States of America.

BRAND EVOLUTION

It's critical to the brand development that how we represent ourselves moving forward compliments 'The Original Supernut™' in all communications

WHERE WE WERE



WHERE WE ARE GOING





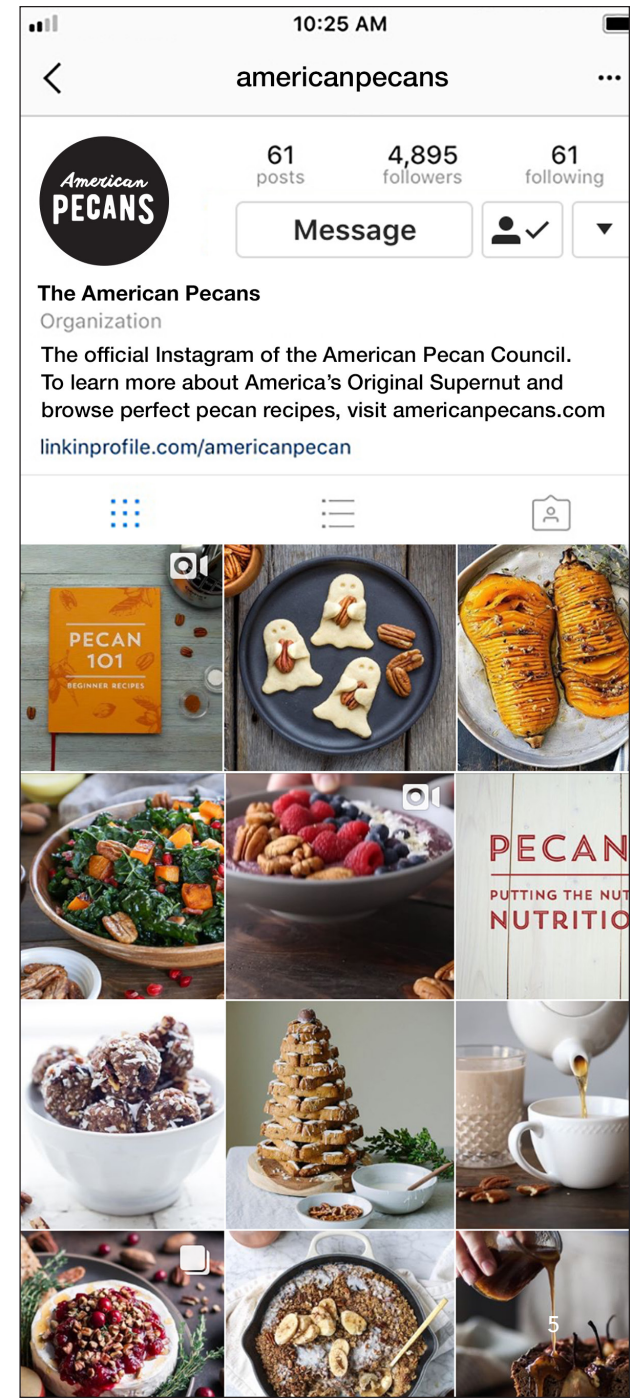
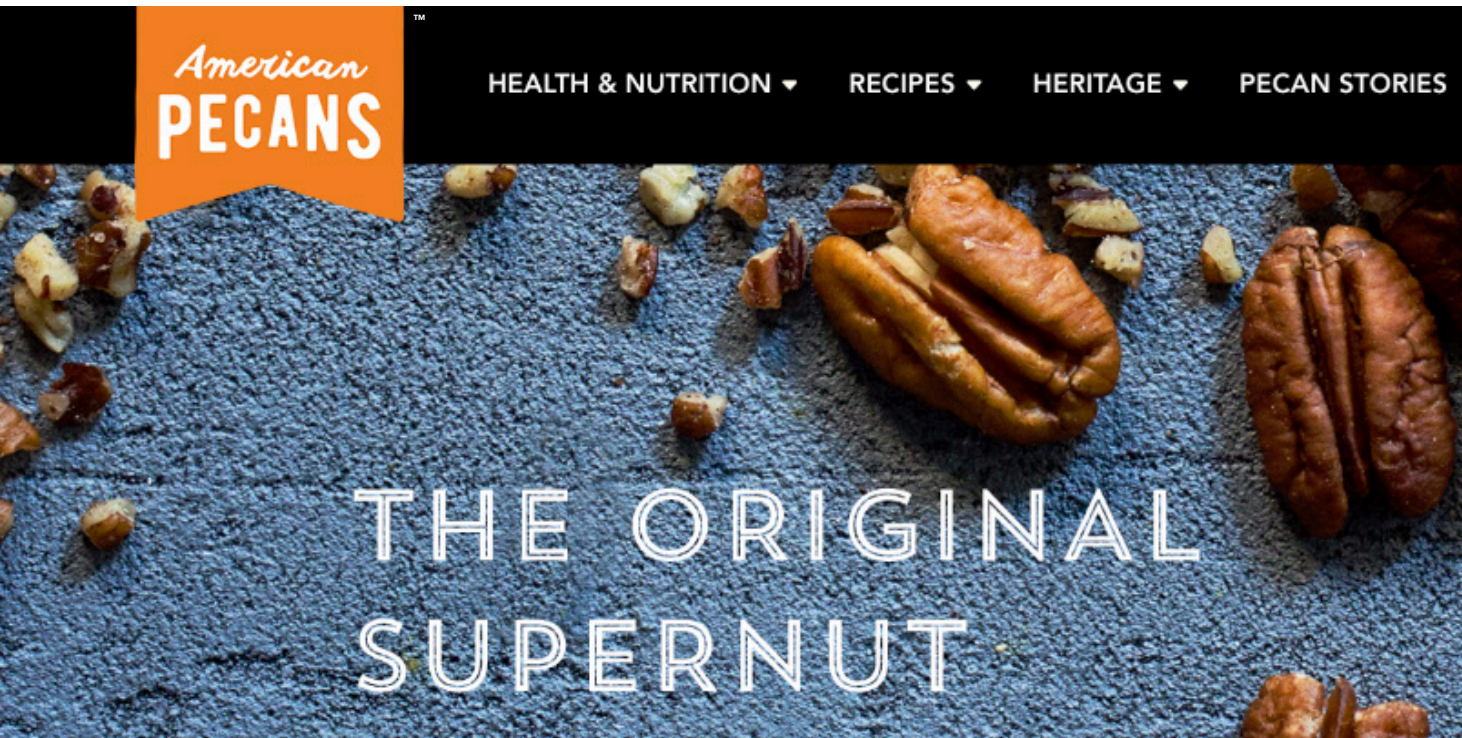
TIMELESS
AUTHENTIC
PREMIUM
NATURAL

The new American Pecans logo embodies these key characteristics. The handcrafted, uniquely imperfect typography and line work give our logo an authentic feel, while the timeless shape of the badge makes it an enduring emblem that won't go out of style.

The logo is an iconic expression of American Pecans and communicates who we are to the world. As the instantly recognizable mark of our brand, it's key that we use it consistently and often. Uniform use of the logo is a critical step toward establishing national awareness of our industry and continuing to build stock in the American Pecans name.

HOW AMERICAN PECANS USES THE LOGO

We include the logo mark on all our brand communications.



HOW YOU MIGHT USE THE LOGO

Inspiration for brand mark usage for the industry.

SOCIAL MEDIA

- Add to your Facebook cover photo
- Share official American Pecans social posts on your own channels

COLLATERAL

- Add to business cards and letterhead
- Use on brochures and sales materials

RETAIL

- Use on signage in your store
- Add to packaging
- Use on hats, mugs, t-shirts & other merchandise

WEB & EMAIL

- Add to the footer of your website
- Add to your e-newsletter



ADDING THE LOGO TO YOUR PACKAGING

Inform your consumers of the quality, value and excellence of American Pecans.



PRIMARY LOGO This is our main brand mark. It works well on a wide variety of backgrounds.



The primary logo will be your go-to mark for most applications. It's the most flexible and useable of the American Pecans marks. The black logo works best on light backgrounds and the white logo works best on dark backgrounds.



PRIMARY LOGO WITH TAGLINE

Our tagline is a strong proof point for the value of American Pecans: it conveys heritage, authenticity and nutritional benefit.



The logo with tagline works well in a variety of contexts if it is big enough. If it will appear less than 2" wide, consider using the logo without tagline to avoid legibility issues.



LOGO GUIDELINES

To ensure consistency across the industry, please follow these simple rules.



DO NOT ADD OTHER ELEMENTS TO THE LOGO



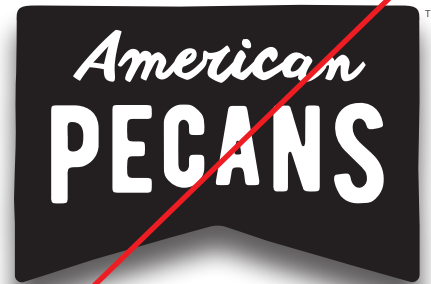
DO NOT PUT THE LOGO IN ANOTHER SHAPE



DO NOT PUT AN OUTLINE ON THE LOGO OR CHANGE THE COLOR OF THE TYPE



DO NOT STRETCH



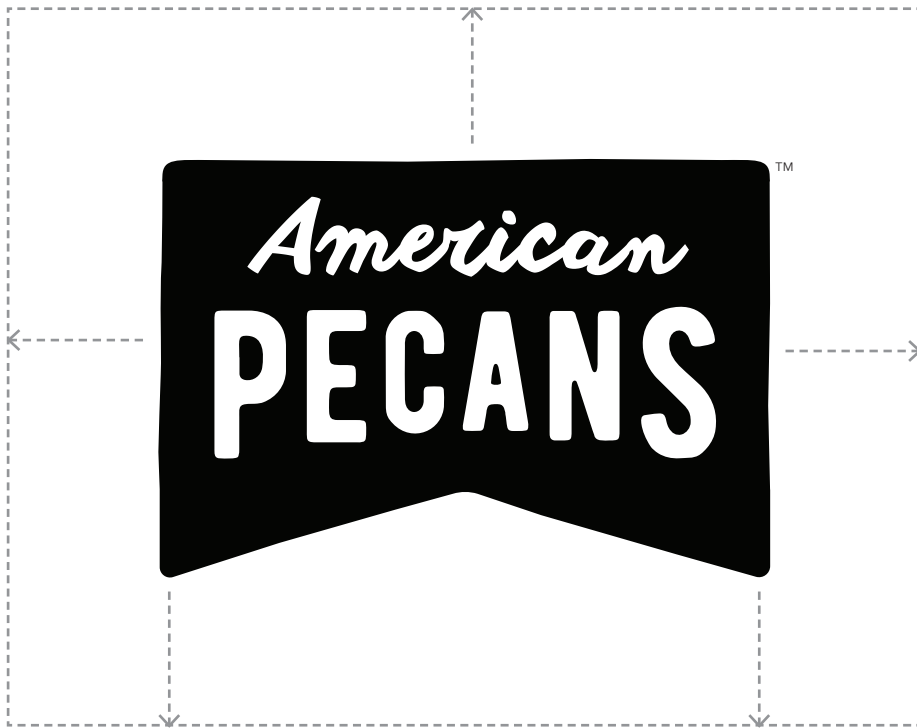
DO NOT USE A DROP SHADOW



DO NOT REMOVE THE TM SYMBOL FROM THE LOGO

LOGO PLACEMENT

Design considerations to keep in mind when composing materials with the logo.



ALLOW FOR SUFFICIENT SPACE SURROUNDING THE LOGO.



DO NOT LET THE LOGO BLEND INTO THE BACKGROUND.

SECONDARY LOGO WITH AND WITHOUT TAGLINE



There are times that the black or white logo may get lost on certain backgrounds. In those instances, the orange logo provides a vibrant, eye-catching pop of color that stands out on a variety of different surfaces.

ALTERNATE LOGO LOCKUP WITH TAGLINE



When you want to emphasize the tagline use this version.
"The Original Supernut" stands out with larger type.

THE BRAND NAME

- **When using the ‘American Pecans™’ brand name, always capitalize ‘American’ and ‘Pecans.’**
This distinguishes our brand as a unique entity.
 - Ex. *Our mission is to promote the many benefits of American Pecans™ and help tell the story of this unique nut.*
- **Use the ™ after the brand name in superscript. If that is not possible then use parentheses (TM).**
 - The ™ should only be used in the first mention of “American Pecans” in your content.
For all subsequent mentions it can appear without the ™.

THE TAGLINE

- **Like ‘American Pecans,’ ‘The Original Supernut’ should always be written in title case.**
 - Ex. *The nutritious pecan has truly earned its reputation as The Original Supernut.™*
- **For consistency, the tagline should not be altered.**
 - Ex. *Do not make the tagline plural: The Original Supernuts.*
- **Feel free to use the term ‘supernut’ when describing pecans in your communications.**
If you use ‘supernut’ or ‘supernuts’ outside the context of our tagline, the word does not need to be capitalized.
 - Ex. *The pecan is packed with fiber and vitamins, a versatile supernut that adds valuable nutrients to any recipe.*
 - Ex. *Loaded with fiber and vitamins, these little supernuts are nutrition powerhouses.*
- **Use the ™ after the tagline in superscript. If that is not possible then use parentheses (TM).**
 - The ™ should only be used in the first mention of “The Original Super Nut” in your content.
For all subsequent mentions it can appear without the ™.

USING THE BRAND NAME AND TAGLINE TOGETHER

- **When combining the brand name and tag, always separate the two with a comma.**
 - Ex. *Looking for a delicious way to boost the nutrients in your dinner salad?*
Meet American Pecans, The Original Supernut.™
- **When the brand name and tagline appear together the ™ should appear after the tagline.**
 - The ™ should only be used in the first mention of “American Pecans, The Original Super Nut” in your content.
For all subsequent mentions our brand name can appear without the ™.