

National Peanut Festival

Comprehensive Brand Standards Manual

Dothan, Alabama – Peanut Capital of the World

Purpose

This document establishes the official visual and messaging standards for the National Peanut Festival. It ensures consistency across all communications, marketing materials, sponsorships, and experiences.

Brand Personality

Welcoming, proud, celebratory, authentic, and family-focused. The brand reflects agricultural heritage while delivering an energetic festival experience.

Color Palette

Color	HEX	RGB	CMYK
Festival Blue	#1B5AA6	27, 90, 166	84, 46, 0, 35
Peanut Gold	#F1C857	241, 200, 87	0, 17, 64, 5
Harvest Green	#66A640	102, 166, 64	39, 0, 61, 35
Peanut Brown	#C4953C	196, 149, 60	0, 24, 69, 23
White	#FFFFFF	255, 255, 255	0, 0, 0, 0

Typography

Primary Font: Montserrat (headlines) Secondary Font: Open Sans (body text) Both fonts are free for commercial use via Google Fonts.

Typography Hierarchy

Headline: Montserrat Bold Subhead: Montserrat SemiBold Body: Open Sans Regular Emphasis: Open Sans Bold

Logo Usage

Use official logo only. Maintain clear space. Do not distort, recolor, or modify. Always use vector files for print and high-resolution applications.

Vector Artwork

Approved formats: AI, EPS, SVG. These formats ensure scalability without loss of quality.

Brand Voice

Friendly, proud, and celebratory. Messaging should feel welcoming and rooted in community and agriculture.

Brand Applications

Applies to signage, merchandise, digital media, sponsorship materials, and advertising.