



**Cultivate Good**

**BRAND GUIDE**

# BRAND STORY

## Company History

In the last 100 years, Hampton Farms has grown from a small family business to a family of businesses, and together we've made Hampton Farms the leading roaster of in-shell peanuts in the United States. We remain committed to providing America's finest nut-based food products.

Over the years, we have carefully cultivated relationships with farmers to ensure our products' quality from seed to shelf. Headquartered in Severn, North Carolina and in conjunction with our other plants in Edenton, NC, Franklin, VA, Springfield, MA, Lubbock, TX and Portales, NM, we roast, pack and market finished nut products direct to customers nationwide. We operate with full vertical integration that ensures premier quality at every stage.

After World War II, George Dallas Barnes returned from military service and founded Severn Peanut company with three other families. George's son, "Mutt" Barnes, was there from day one, and later served as president until the 1980's. Today G. Dallas Barnes, Mutt's son and namesake grandson, is at the helm of the Hampton Farms family of companies.

As Hampton Farms moves into its second century, we feel blessed to have built a successful business, and continue to adhere to the fundamental principles that got us here: maintaining honesty, integrity and fairness, and playing an active role within our local, regional and national communities. We are committed to growth, sustainability and providing products that bring people together. We invite you to crack into the goodness of Hampton Farms nuts.

A close-up photograph of a person wearing a light-colored cowboy hat and a red and white plaid shirt over a white t-shirt. The person is sitting in a field of green crops, holding a small green seedling in their hands. The background is a blurred field of green crops under a bright sky.

**Family-Owned  
Since 1917**

# BRAND PURPOSE

**At Hampton Farms we cultivate good by producing foods that are as nourishing for you as they are good to eat.**

It starts with our commitment to using better seeds and sustainable farming practices, continues with our mission to produce tastier, natural snacks, and carries through to our purpose—to be more thoughtful and more transparent, and to pay it forward whenever and wherever we can.

**Everything is better when you put good into practice.**

For our part, we're committing resources and energy to improving conditions in areas we can influence. We support the hard-working American family farmers who grow our products because they help strengthen our rural communities. We contribute nutritious products to local foodbanks serving underprivileged communities; provide food products and volunteer time to disaster relief efforts here in the U.S.; and participate with [projectpeanutbutter.org](http://projectpeanutbutter.org), which has sought to overcome acute malnutrition in at-risk children in Sub-Saharan Africa and beyond. Finally, we're partnering with others to promote healthy diets and events that create uplifting social interaction even as we work to make wholesome foods more accessible in every segment of society.

**Sounds good, doesn't it?**

**Cultivate Good**



**THE PURPOSE  
WHEEL**

**Cultivate Good**

**Cultivate innovation by creating new products for evolving consumer needs**

**Cultivate camaraderie by building belonging and social fabric through shareable snacks**

**Cultivate culinary exploration and a can-do spirit in the kitchen**

**Cultivate wellness through the goodness of natural nuts**

**Cultivate excellence through superior products from seed to shelf**

**Cultivate joy by spreading goodness in the world and inspiring positive action**

**Cultivate sustainability through our products and processes**

**Cultivate family values by supporting America's hard-working farmers**

**Cultivate good taste through delicious and nutritious snacks**

# BRAND PURPOSE

**At Hampton Farms we are  
so much more than snacks.**



We are friends, family, company

We are the experience of food  
shared, enjoyed and loved

We are forever committed to  
healthy food for healthy humans



We are fair to everyone and  
everything, especially the earth

We are committed to being a good  
corporate citizen

We are cultivating only non-GMO  
foods in the fields

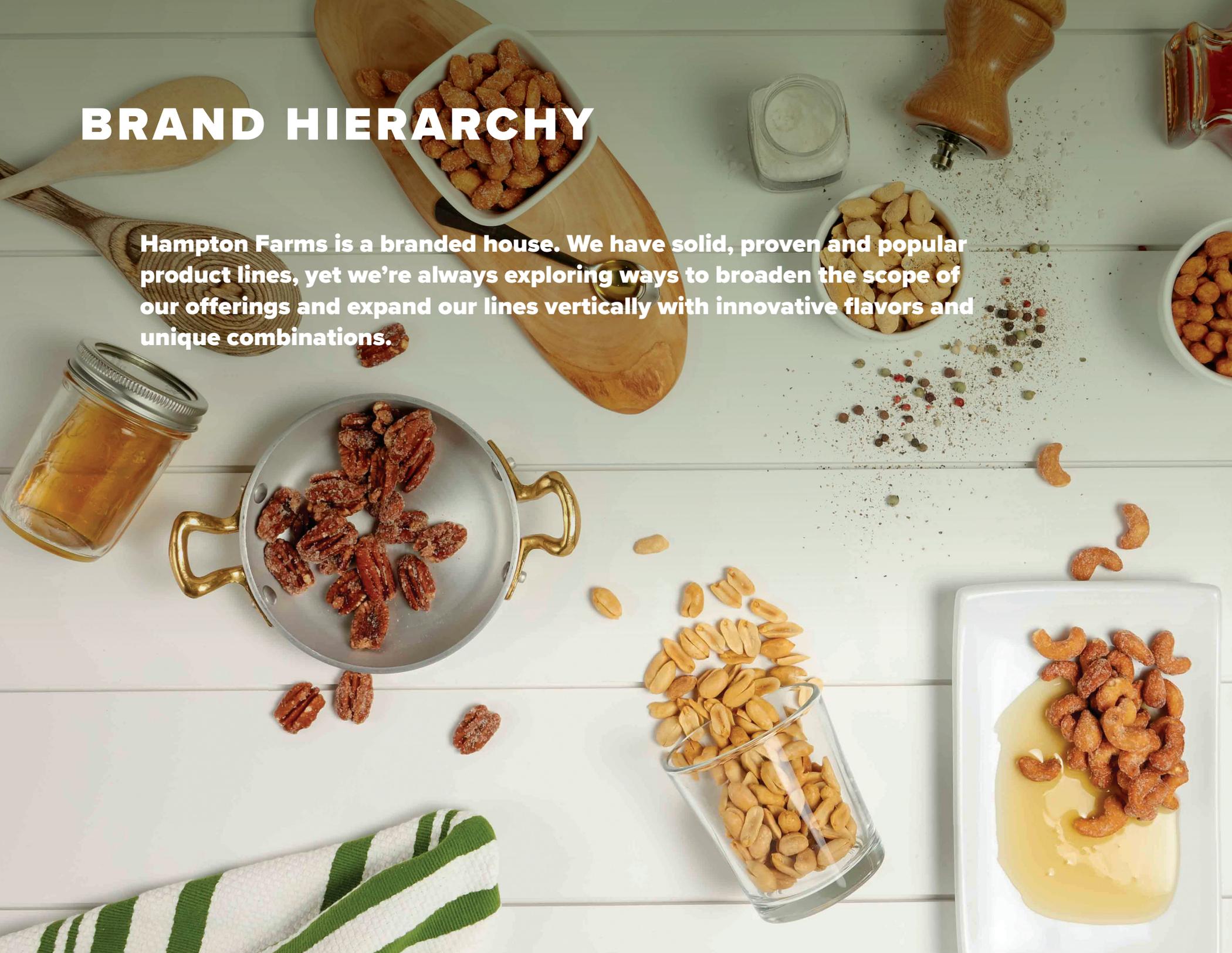


We are new answers, new  
formulations, new ways

We are curious, collaborative—an  
open field for new ideas

We are seeking ways to grow  
better every day

# BRAND HIERARCHY



Hampton Farms is a branded house. We have solid, proven and popular product lines, yet we're always exploring ways to broaden the scope of our offerings and expand our lines vertically with innovative flavors and unique combinations.



Level One: Brand				
Level Two: Category	 <b>In-Shell Peanuts</b>	 <b>Shelled Nuts</b>	 <b>Nut Butters</b>	 <b>E-Comm/ Corporate Gifts</b>
Level Three: Nut Type	Fancy Peanut Jumbo Peanut Valencia Peanut Colossal Peanut	Peanut Virginia Peanut Cashew Almond	Peanut Organic Peanut Almond Mixed Nut-- <i>coming 2020</i>	Peanut Valencia Peanut Virginia Peanut Cashew Pecan
Level Four: Preparation	Roasted Raw	Roasted Honey Roasted Extra Crunchy (Blister Roasted)	Creamy (no stir) Creamy (stir) Crunchy	Roasted Honey Roasted Redskin Chocolate Covered
Level Five: Flavor	Salted Unsalted Cajun (Hot Nuts) Dill Pickle Hatch Chile (Hot Nuts) Hickory Smoked-- <i>Limited Edition</i> Tomato Basil-- <i>Limited            Edition</i>	Honey Roasted Honey Sriracha Honey Sweet Honey Maple	Flavors-- <i>coming 2020</i>	Honey Maple Honey Sriracha Honey Chipotle Honey Sweet Sea Salt & Cracked Pepper Chocolate Covered Peanuts Chocolate Clusters Chocolate Brittle
Level Six: Unique Features	MLB		Holiday	

# BRAND TARGETS



## The Super Fan

Values traditions and cultural rituals in food, beverage and entertainment choices.

Connects in-shell peanuts with feel-good memories of sports games and family.

Has lifelong preference for the reliable taste, texture and fun factor of you-crack-'em peanut snacks.



## The Young Experiential Urbanite

Values kinship with brands more than the products and has a passion for unique experiences and flavors.

Favors local, sustainably-produced foods and goods, and is conscious of social accountability.

Has a preference for fresh, less processed, made-in-the-USA snack products.



## The Plant Prescriber

Professes an informed preference for plant-based nourishment.

Cares about what they consume and limits consumption to vegetarian or vegan options.

Chooses nuts as a non-meat protein source with significant additional nutritional value.

Considers nuts as an enrichment in the texture, flavor and variety of meals.



## The Food-Fueled Perfectionist

Motivated by a strong interest in sports and exercise.

Compelled to be hyper-productive in managing workouts and eating habits.

Favors nuts and nut butters for their performance-enhancing good fat, protein, vitamins and minerals and for their on-the-go convenience.

**Our customers share these traits: they prefer natural, non-processed foods and they consider our nuts and nut butters to be healthier and more nutritious than other types of snacks.**



### **The Gluten-Free Forager**

Seeks variety within the selection of foods available in the market.

Considers nuts a reliable and affordable source of protein.

Turns to nuts to enhance eating experience, adding flavor, nutrition and texture.



### **The Busy Mom**

Needs snacks all the time and appreciates the convenience and affordability of nuts.

Confident her kids are getting nutrition that's superior to most other snacks.

Requires snacks for every occasion and appreciates flexibility.



### **The Thorough Host**

Needs repertoire of interesting food items for frequent gatherings.

Trusts peanuts to be a natural, nutritious and affordable addition to nearly any event.

Likes having "utility player" that works for adults AND kids.



### **The Epicurean Explorer**

Loves trying new recipes to enjoy and personalize.

Appreciates nuts for their versatility across multiple food genres.

Draws inspiration from the many cultures in which nut-based foods are used extensively.

# BRAND VALUES

**As producers and proud citizens,  
we live our core values every day.**

## **FAIRNESS**

We are caring and treat everyone and everything with friendly respect.

## **SIMPLICITY**

We take the time to make things simple. Our consumers deserve that.

## **TOGETHERNESS**

Together we can face our biggest challenges. Doing things together cultivates an atmosphere of openness and trust.

## **INNOVATION**

Keeping things fresh is how we get people interested in and talking about our brand.

## **COURAGE**

At Hampton Farms we can – and should be – bold. Everyone makes mistakes and we're not afraid to be human.

## **JOY**

We want our consumers to feel our genuine passion for everything we do.

# BRAND PERSONALITY

**If you think of Hampton Farms as a person, then our tone of voice is our personality. It's how we express ourselves and how we make ourselves different than other snack companies.**

## **REAL**

Be authentic.  
Hampton Farms is about food, not faux.

## **HONEST**

Don't be fake. We want genuine, natural conversations.

## **WELCOMING**

Be professional but not too formal or corporate. Think friendly and natural.

## **OPTIMISTIC**

Stay positive. Focus on what we can do, not what we can't do.

## **WHOLESOME**

Warm, chatty, even cheeky is great. We're never crass or use innuendo gratuitously.

## **FUN**

Use relatable humor wherever possible and appropriate.

## **ADVENTUROUS**

Be free to try something new.

# BRAND TONE

**Hampton Farms' essence is making everyday a little easier and more meaningful for families. Our brand voice is uncomplicated and speaks and writes in a very simple, straightforward way.**

**GET TOGETHER WITH  
YOUR FAVORITE NUTS**

**Crack open  
the goodness.**

**Non-GMO.**

In that sense, we take snacking seriously.

**FUEL THE FUN**

**In the mood to crack up?**

Invite Hampton Farms in-shell peanuts to your next party.

PLANT-POWERED

**Crack me up  
goodness.**

**Send me  
the  
good  
stuff.**



THE BEST NUTS ON  
(AND FOR) THE PLANET.

**Good vibes.  
Good friends.  
Good snacks.**



# BRAND ASSETS: TYPE

## PRIMARY BRAND FONT

**Proxima Nova**, an Adobe Typekit font, is the primary brand typeface to be used on all printed and digital marketing materials, including the Hampton Farms website.

**Proxima  
Nova**

**Black**     **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

**Regular**     ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

**Thin**     ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## BRAND FONT ALTERNATIVES

### Alternative for Print/Digital:

When Proxima Nova is unavailable, the free font Montserrat, from Google, can be substituted for Proxima Nova.

## Montserrat

**Black**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

**Regular**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

**Thin**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### Alternative for Email/Digital:

When system fonts are required, for example, in HTML-based emails, Helvetica can be substituted for Proxima Nova.

## Helvetica

**Bold**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

**Regular**    **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

# BRAND ASSETS: TYPE

## PRIMARY BRAND FONT

In packaging and campaigns, additional fonts may be used. A sampling:

Brandon Grotesque

BADHOUSE BOLD

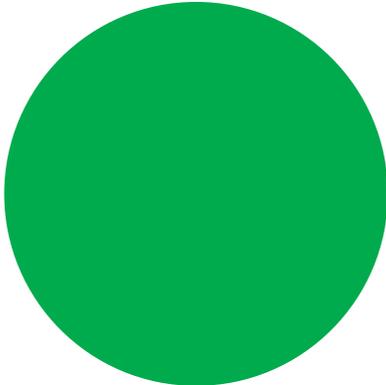
CLAIRE HAND

Londrina

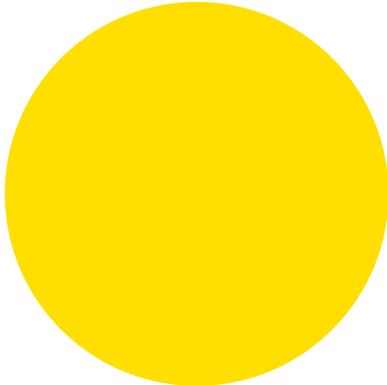
AMATIC

*American Forkball Eroded*

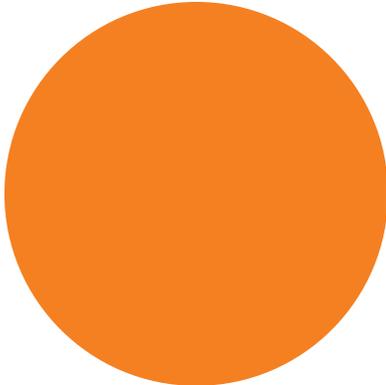
# BRAND ASSETS: COLORS



**PMS 355**  
C91 M0 Y100 K0  
Hex 009639



**PMS 109**  
C0 M9 Y100 K0  
Hex FFD100



**PMS 3564**  
C0 M61 Y100 K0  
Hex F06400

## Deep



C95 M75 Y0 K0  
Hex 3E4692



C0 M100 Y57 K34  
Hex 8B0037

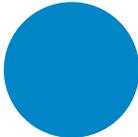


C55 M0 Y41 K34  
Hex 6B8D7C



C31 M87 Y11 K12  
Hex 8D3570

## Rich



C85 M50 Y0 K0  
Hex 4D7FC0



C0 M100 Y74 K0  
Hex BF003E

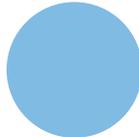


C81 M0 Y82 K0  
Hex 56AB63



C25 M100 Y1 K0  
Hex 9F0077

## Warm



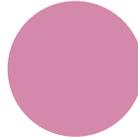
C47 M13 Y0 K0  
Hex A3BDE2



C4 M25 Y55 K0  
Hex D59E25



C16 M0 Y25 K0  
Hex B6CCB3

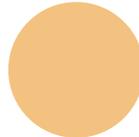


C5 M29 Y7 K0  
Hex C68BA5

## Pastel



C27 M2 Y10 K0  
Hex CCE0E5



C4 M25 Y55 K0  
Hex E6C883



C16 M0 Y25 K0  
Hex E1ECCE



C5 M29 Y7 K0  
Hex E3C4CC

# BRAND ASSETS: LOGO

## FOUR-COLOR LOGO



**CMYK LOGO WITH SHADOW**

**4-COLOR PRINTING, WEB**



**CMYK LOGO WITHOUT SHADOW**

**4-COLOR PRINTING, WEB**



SPOT WHITE MAY BE USED

## 4-COLOR LOGO GUIDELINES

Our main, four color brand mark is acceptable for all backgrounds and uses approved by the marketing department.

Keep main brand mark about 1.5 inches tall and at least 72 dpi.

A spot white can be used with our main brand mark.

### 3-COLOR LOGO GUIDELINES

Three color logo is to be used when 4 color process is not available. Screen printing is an example.

The three colors used are PMS 355 (green) and PMS 109 (yellow) and spot white.

# BRAND ASSETS: LOGO

## THREE-COLOR LOGO



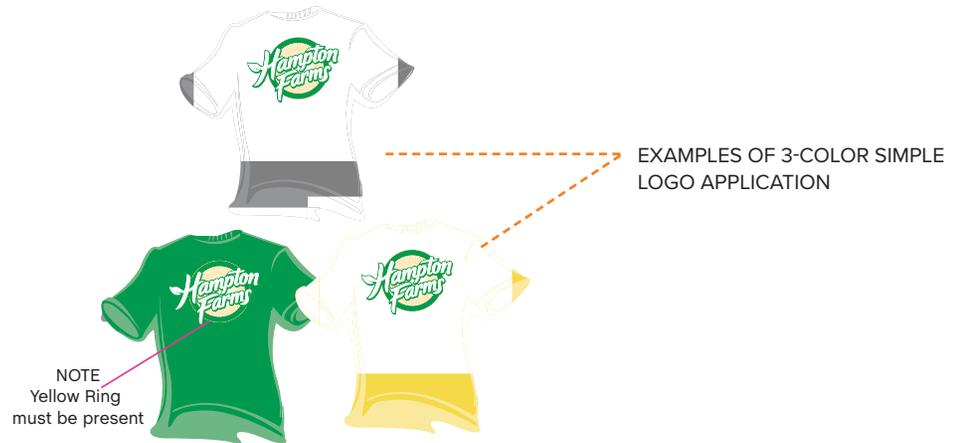
**3-Color Complex Logo**

HIGH QUALITY 2-COLOR PRINTING



**3-Color Simple Logo**

LOW QUALITY 2-COLOR PRINTING



NOTE  
Yellow Ring  
must be present

EXAMPLES OF 3-COLOR SIMPLE  
LOGO APPLICATION

# BRAND ASSETS: LOGO

## TWO-COLOR LOGO



**2-Color Complex Logo**

HIGH QUALITY 2-COLOR PRINTING



**2-Color Simple Logo**

LOW QUALITY 2-COLOR PRINTING



**2-Color Logo Green & White**

LOW QUALITY 2-COLOR PRINTING ON A  
DARK BACKGROUND



EXAMPLE OF 2-COLOR SIMPLE  
LOGO APPLICATION



EXAMPLE OF GREEN & WHITE  
APPLICATION

## 2-COLOR LOGO GUIDELINES

The two colors used are PMS 355 (green) and PMS 109 (yellow) **OR** PMS 355 (green) and spot white.

Two color logos are to be used on white or very near white, very light, neutral backgrounds only.

Do not use color backgrounds as it will change the color of the letters.

Circle area must be dark. Letters area must be light or white.

## 1-COLOR LOGO GUIDELINES

The one-color logo may be used in PMS 355 (green), black, or white.

Single color logos are to be used on light backgrounds, preferably white.

# BRAND ASSETS: LOGO

## ONE-COLOR LOGO



1-Color Logo (green)



1-color Logo (black)



1-Color Logo (reverse)



1-Color Logo (reverse)

# BRAND ASSETS: LOGO

## GENERAL GUIDELINES

- **DO NOT ALTER THE LOGO.** The integrity of the logo elements must be maintained.
- Do not represent the words “Hampton Farms” from the logo without the circle.
- Do not stretch or skew the logo.
- Do not present the logo at smaller than 1 inch @ 72 dpi.
- Where two or more colors are available or a single color is not aesthetically required, please use the appropriate multi-colored logo.
- In the rare case that packaging restrictions force the Hampton Farms single color logo to be presented in any other color than those expressly approved here, that color must be approved by Hampton Farms Marketing department.

**Contact [rprice@hamptonfarms.com](mailto:rprice@hamptonfarms.com)**

# BRAND ASSETS: LOGO

## GUIDELINES FOR USE



**DO**  
use white ® when  
placing logo on a dark  
background



**DO**  
use grayscale  
on black & white printed  
documents



**DO NOT**  
use lighting effects on  
any logos



**DO NOT**  
add or use wrong  
shadows



**DO NOT**  
change brand colors



**DO NOT**  
remove any elements



**DO NOT**  
distress or add  
textures



**DO NOT**  
use bevel or emboss  
effects



**DO NOT**  
reverse one color logo  
improperly



**DO NOT**  
make the logo  
transparent

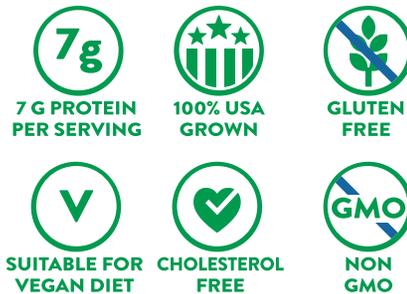


**DO NOT**  
use a low-resolution  
logo

# BRAND ASSETS: GRAPHICS

NATURAL PEANUTS  
↓  
ROASTED PEANUTS →

**Preparation Call Outs**  
PACKAGING



**Nutrition/Dietary Icons**  
PACKAGING, WEBSITE

For generations, our family and our farmers have nurtured our crops with care and attention from seed to shelf.

We are committed to growing and roasting the best possible peanut, for that fresh-roasted flavor and crunch every time.



**Hot Nuts Logo**  
PACKAGING, PROMOTION



**Hot Nuts Thermostat**  
PACKAGING

**Brand Messaging**  
PACKAGING

## Goodness Spreads

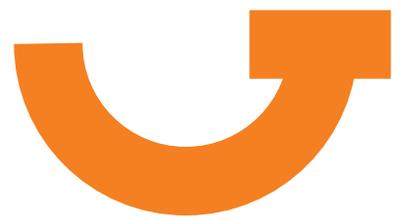


### Category Taglines



### Nutrition/Dietary Call Outs

PACKAGING, PROMOTION



### Good Badge

TAGLINES, HEADLINES

# FINEST FROM THE FIELDS™

### Brand Messaging

PACKAGING

# TASTE THE FRESHNESS™

### In-Shell Tagline

PACKAGING

# PHOTOGRAPHY GUIDE

## Packaging

- Grids
- Platforms
- Lay flats
- Ingredients
- Color



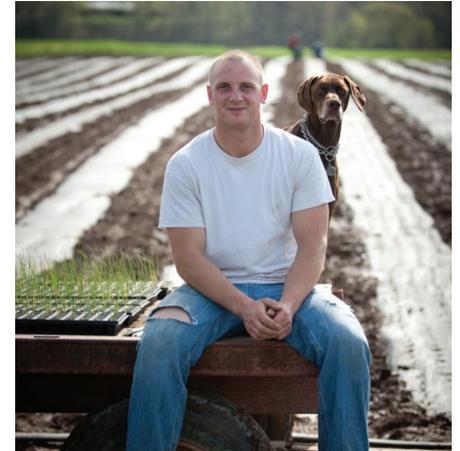
## Isolated Nuts, Ingredients

- Top down
- Colorful backgrounds
- Process details
- Hands



## Farm, Cultivating, Making

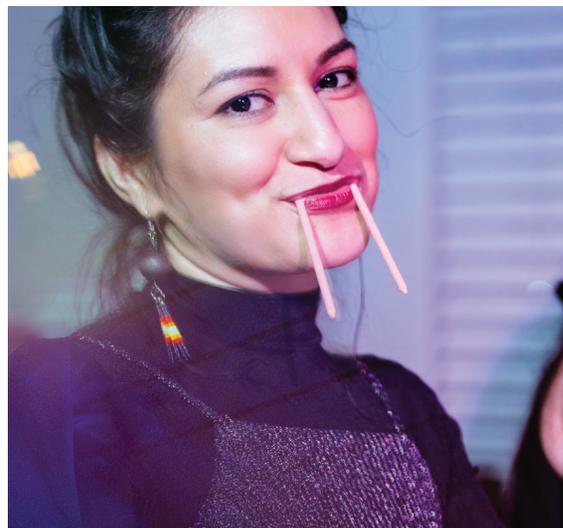
- Wholesome
- Humanity
- Plant detail
- Dirt



# PHOTOGRAPHY GUIDE

## Lifestyle, Recipes, Concepts

- Top down/angle mix
- Sharing
- Fun
- Color
- Humanity
- Process details



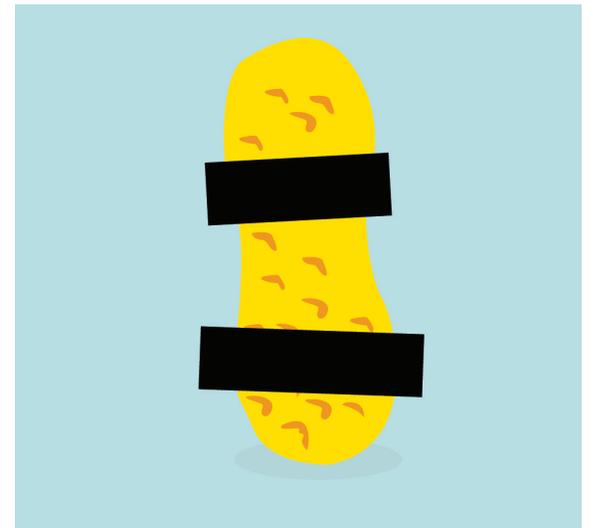


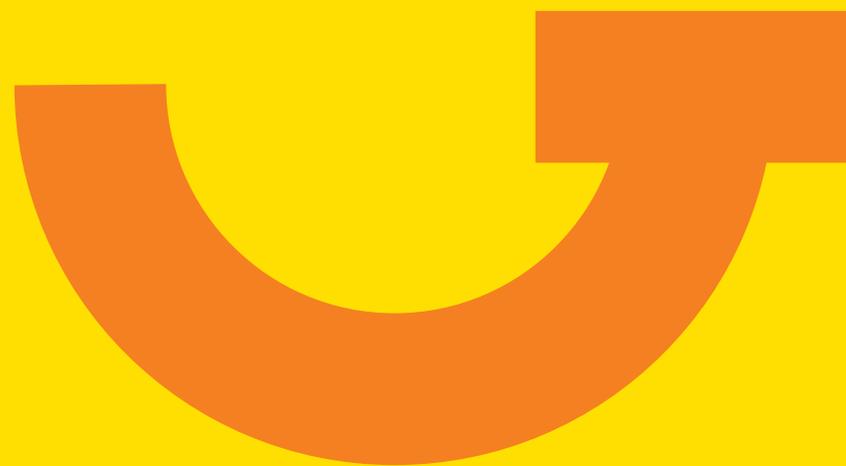
# ILLUSTRATION GUIDE

## Product, Ingredients, Concepts

- Flat illustrations
- Smooth, organic lines
- Ingredients
- Backgrounds
- Objects
- Fun
- Colorful







**HAMPTONFARMS.COM**