

**TEXAS POULTRY
FEDERATION**

Final Presentation

Prepared for: Texas Poultry Federation

Prepared by: Not Our First Rodeo

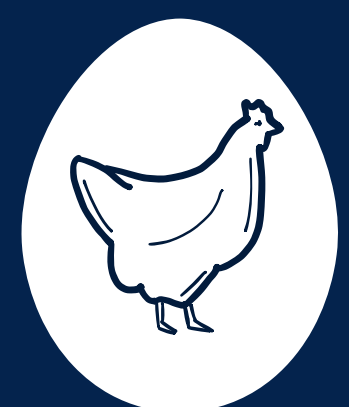
April 24th, 2024

Advertising Copy and Design in Agricultural and

Life Sciences

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Prepared by:
Not Our First Rodeo

Stakeholders:
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Purpose

The purpose of the Texas Poultry Federation and Affiliates is to serve as the voice of Texas egg and chicken farmers. They strive to showcase their dedication to the poultry industry and its effects on the surrounding environments.

Target Audience

Our target audience is the Poultry Federation members ranging from young adults to elderly, affiliate groups and legislative officials.

Competition & Challenges

The Texas Poultry Federation needs a clearer explanation of who they are so we can build a brand that appeals to all generations. In the case of the TPF, their competition is animal activists and other industry naysayers. We will have to carefully navigate delicate subjects and frame each deliverable in a way that strictly showcases the positive side of the poultry industry.

Budget & Timeline

Our budget consists of a \$400 full-page ad for the AgriLeader Magazine. Each deliverable will be prepared before our Presentation day on April 24, 2024.

Message & Tone

The tone should be educational, informative, bold and positive. By creating effective designs and messages, we will bring attention to important issues within the poultry industry. Messages will include data on the poultry industry, policies affecting the organization and stories from poultry farmers across the state.

Media Strategy

We want to refresh the "Who We Are" page, create a new logo and better express TPF and member values. We will build off the existing color scheme of red, white and blue, being careful to not include too much red. Fonts will be simple and masculine.

Objective

We want to enhance the Texas Poultry Federation's relationship with its members and the public by rebranding the organization and giving outdated logos, advertisements and taglines a fresh look.

Deliverables

- Logo and advertisement for the AgriLeader
- Brand Analysis Report
- Branding Style Guide
- AgriLeader dimensions 8 x 10.5 bleed
- Final advertisement design

FONTS

Gatwick

Header Font

Aa

Montserrat

Body Font

Aa

- Fonts should always be in Gatwick or Montserrat; bolded or not are both acceptable.
- “Texas Poultry Federation” should always be in Gatwick Bold when used as a title, as it best matches the logos and contributes to creating a memorable brand identity.
- Montserrat should always be used as body text. It can also be used in titles when needed as a complement to Gatwick.
- Do NOT use Gatwick as body text.

EXAMPLE

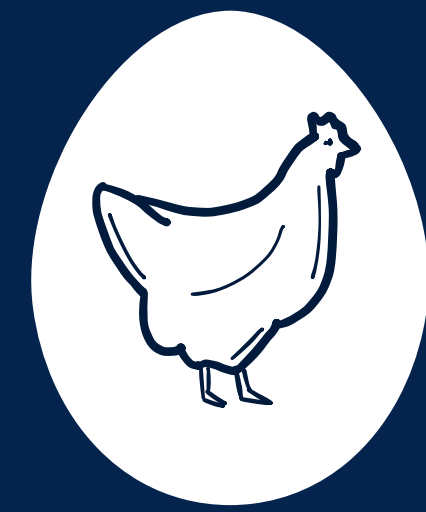
Texas Poultry Federation

Together, we represent more than 1,250 egg and chicken farmers located across the Lone Star state.



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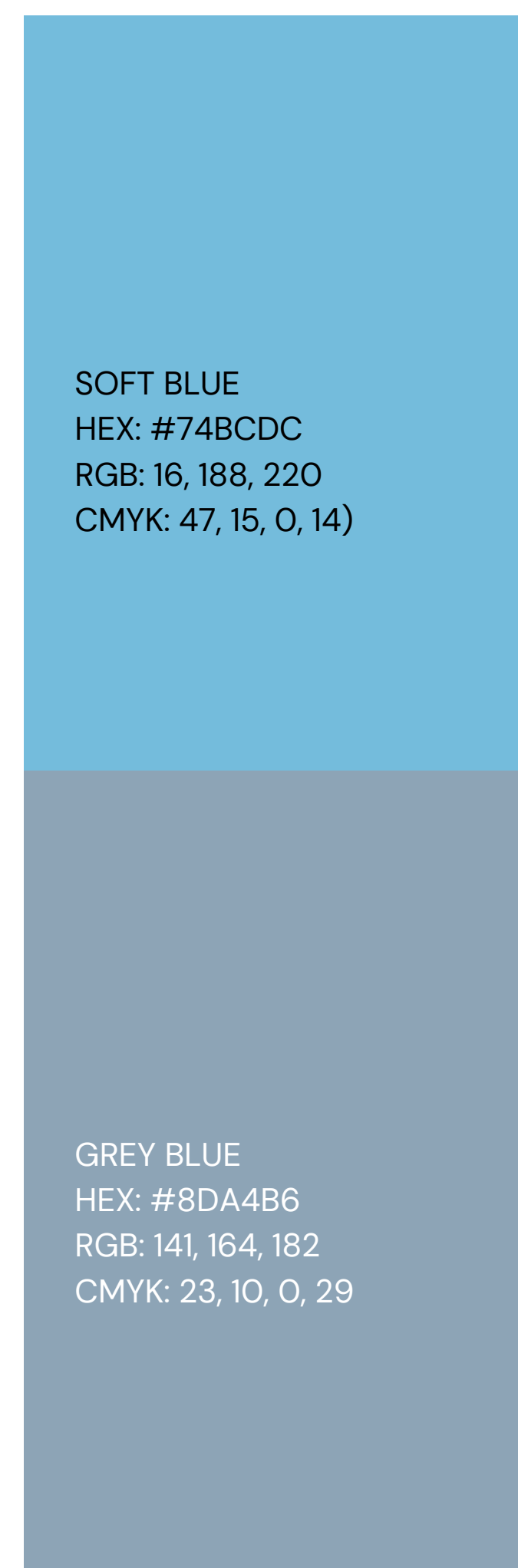
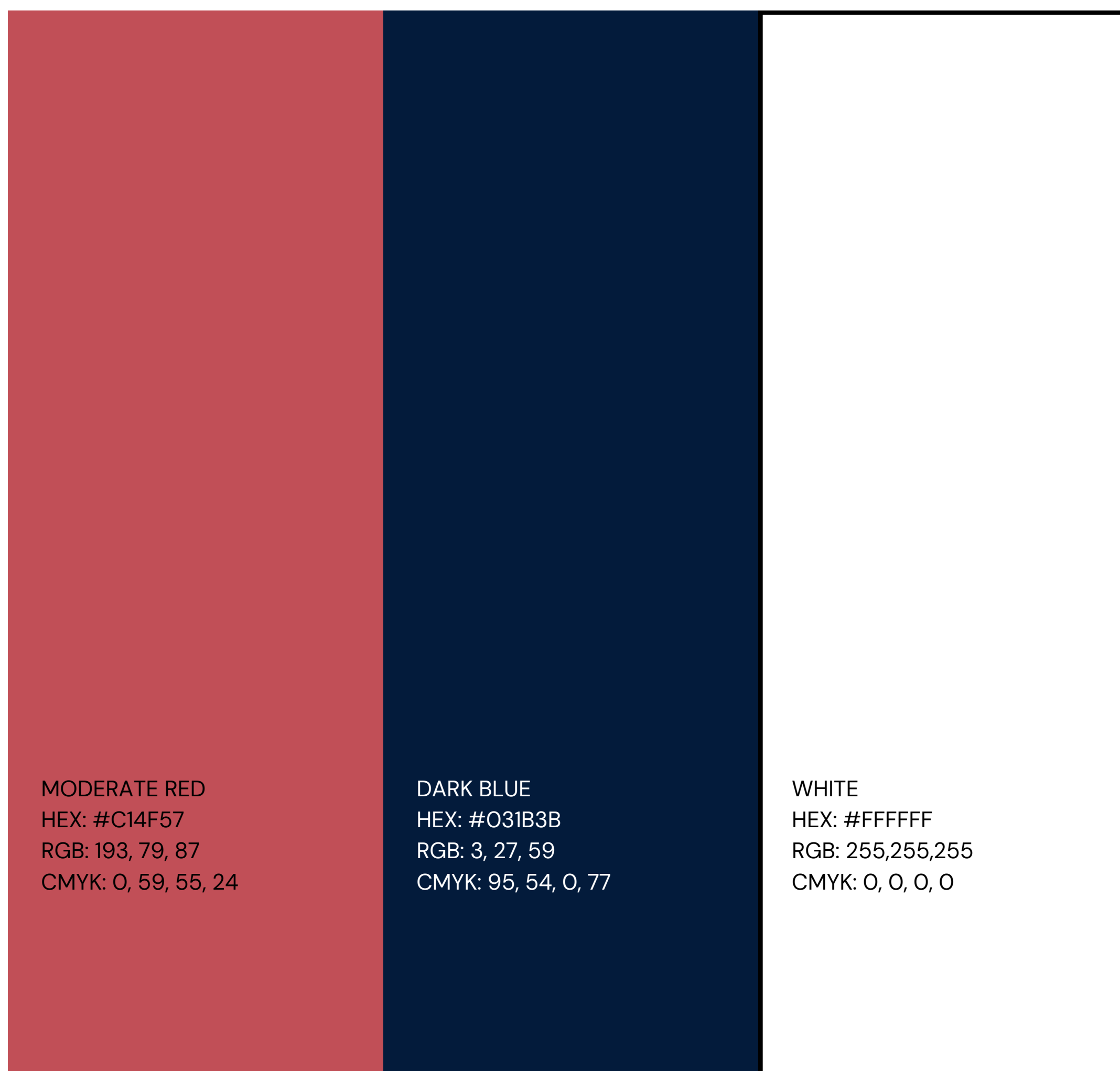


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COLOR PALETTE

Use primary colors for important titles and information. Use secondary colors in addition to the primary colors and for design purposes. For body text, use HEX: #031B3B (Dark Blue) or HEX: #FFFFFF (White), depending on the background so that the words appear easy to read and professional.

PRIMARY

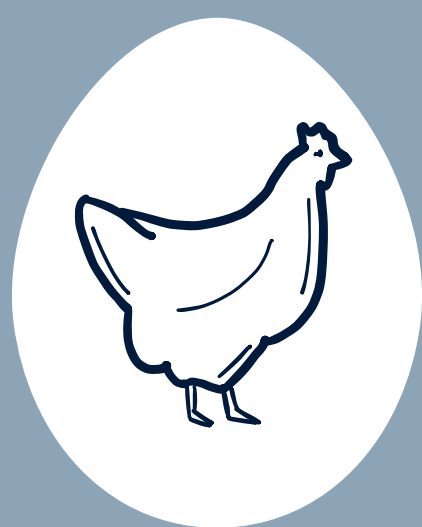


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The Texas Poultry Federation logo comes in three variations:

Below you will find downloadable versions of the logo. When using them, never alter the dimensions or colors. All variations are acceptable but their use depends on the situation. See the next page for specifics.

PRIMARY LOGOS



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- **White Primary Logo:** For use on dark-colored backgrounds. Both primary logos should be used the majority of the time.

- **Blue Primary Logo:** For use on light backgrounds. Both primary logos should be used the majority of the time.



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SECONDARY LOGOS



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- **Blue Secondary Logo:** For use on light backgrounds, on merchandise, when the chicken logo is too complex, or when there are size restrictions.

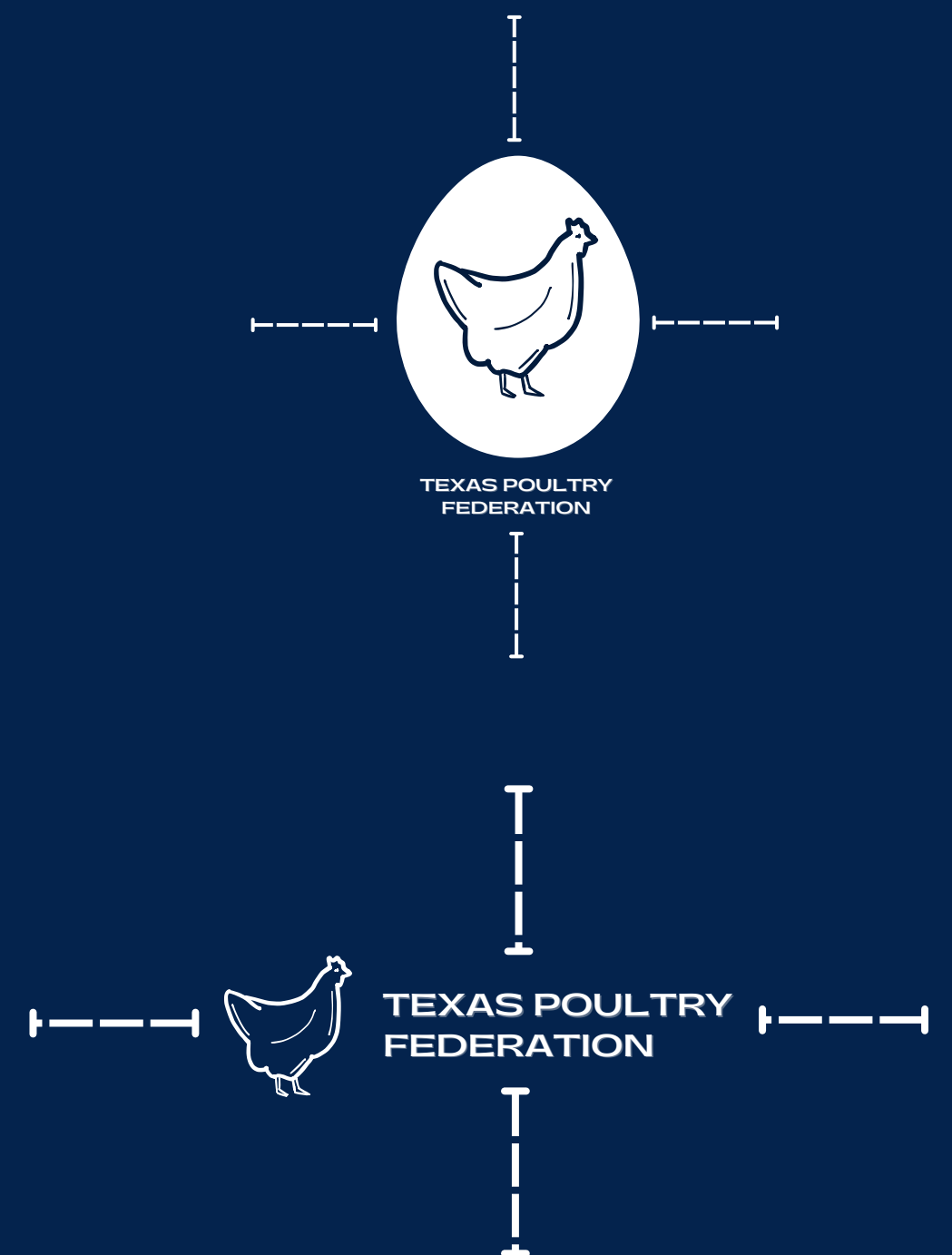
- **White Secondary Logo:** For use on dark backgrounds, on merchandise, when the chicken logo is too complex, or when there are size restrictions.



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GUIDELINES

- The logo should never be reproduced at a size smaller than **1 inch in height and width**.
- There should be blank space/padding around the chicken logos equal to **half the width** of the logo at all times.
 - Ex: If the logo is 1 inch wide, there should be a 1/2 inch of blank space around the entire logo.
- There should be blank space/padding around the word logos equal to **1/3 the width** of the logo at all times.
 - Ex: If the logo is 2 inches wide, there should be a 2/3 of an inch of blank space around the entire logo.



RESTRICTIONS

- Do not alter the proportions of the logo.
- Do not apply any visual effects to the logo.
- Do not rotate, skew or distort the logo.
- Do not place the logo on busy or distracting backgrounds.
- Only authorized colors and fonts should be used in and around the logo.
- The logo should be placed in a prominent and unobstructed position on all marketing materials.

