



# BRAND GUIDELINES

2026

# AMERICAN ROYAL

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### TABLE OF CONTENTS

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**3 INTRODUCTION**

**4 STRATEGIC FRAMEWORK**

- PURPOSE, MISSION, VISION
- GUIDING PRINCIPLES
- STRATEGIC OBJECTIVES

**6 LOGOS AND USAGE**

- PRIMARY USAGE
- LOGO SIZING
- LOGO SPACING
- ALTERNATE VERSIONS
- HORIZONTAL LOGOS
- LOGO USAGE RULES
- INCORRECT USE OF LOGO

**11 TYPOGRAPHY**

- PRIMARY BRAND FONT
- SECONDARY BRAND FONT
- ACCENT BRAND FONT

**14 COLOR PALETTE**

- PRIMARY BRAND COLORS
- SECONDARY BRAND COLORS
- ACCENT BRAND COLORS

**17 COPYWRITING**

- BRAND VOICE
- BODY COPY
- CALL TO ACTION
- EDITORIAL STYLE

# WELCOME TO THE AMERICAN ROYAL.

The American Royal brand is more than a crown or a palette of Americana colors - it represents a rich history deeply rooted in Kansas City and a legacy of excellence that continues to grow. For generations, the American Royal has been recognized as a valued institution that gathers people together to engage with and celebrate the food and agriculture industries.

These guidelines provide a blueprint for expressing the American Royal's identity, principles, and objectives while maintaining a unified message across diverse audiences and platforms. Through consistent branding, we reinforce the decades of trust, credibility, and recognition in every interaction. By setting clear standards for visual elements, tone of voice, and messaging, these guidelines protect the brand's integrity while encouraging creativity within defined boundaries.

As supporters of the American Royal, we share the responsibility of delivering consistent and cohesive messages that uphold and enhance this proud heritage. To ensure proper usage of branding elements, we have developed these brand guidelines and a media kit that consists of several source files.

**To obtain the media kit, please visit:**

<https://americanroyal.com/about/news/>

Please contact the American Royal Communications Department with questions related to branding:

**816-569-4003**

**marketing@americanroyal.com**

# WE EXIST TO CHAMPION FOOD AND AGRICULTURE.

A Kansas City tradition since 1899, the American Royal is a 501(c)(3) not-for-profit organization whose mission is to be the nation's leader for food and agriculture education, events, and engagement. The American Royal provides opportunities for nearly half a million youth and adults from around the world to engage in high-quality events and experiences, including nationally competitive livestock shows, the world's largest barbecue competition, regional and national equine shows, youth and professional rodeos, and elementary and secondary education outreach. Support from partners, members, and volunteers help the American Royal achieve its vision of a world where food and agriculture are celebrated, and all generations are committed to its future.

## OUR PURPOSE

We exist to champion food and agriculture.

## OUR MISSION

Our mission is to be the Nation's leader for food and agriculture education, events and engagement.

## OUR VISION

Our vision is a world where food and agriculture are celebrated, and all generations are committed to its future.

# GUIDING PRINCIPLES

## WE BELIEVE IN

- Agrarian Values
- Inspiring Leaders
- The Impact of Agriculture
- Personal Growth through Competition
- Fun and Celebration

## WE ARE

- Food and Agriculture Leaders
- A Catalyst for Innovation
- A Trusted Resource
- Conveners and Collaborators
- A Valued Partner

# STRATEGIC OBJECTIVES

## Produce High-Quality Agricultural Events and Experiences

The American Royal will be America's destination of choice for livestock shows, BBQ competitions, equine events, rodeos, and other high-quality competitive food and agriculture events and experiences.

## Deliver Agricultural Discovery, Learning and Engagement

The American Royal will create a learning experience for all ages that will tell the agriculture story and create pride in the agricultural heritage of our region and nation. The Royal will help consumers make meaningful connections with those who grow and raise their food and instill a heightened understanding and trust in agriculture.

## Inspire and Develop Talent for Food and Agriculture

The American Royal will help develop the next generation of leaders for the food, agriculture and natural resource industry. The Royal will spotlight the opportunity for careers in agriculture, help young people build potential for career success, and encourage personal and professional growth.

## Build the Nation's Premier Agriculture Event, Entertainment and Engagement Campus

The American Royal will build an agriculture showcase, competition venue and learning environment unmatched in the nation. The Royal will be the intersection of agriculture and innovation, a hub where food and agriculture connect and call home, and a place where people of all ages, backgrounds and cultures gather, discover and celebrate agriculture.

## Lead and Influence Food and Agriculture

The American Royal will be a trusted convener, meaningful partner, respected resource, and influential leader for food, natural resources, and agriculture.

## Be a High-Performance Organization

The American Royal will be an authentic and high-performance non-profit organization that provides exceptional stakeholder experiences, engages and adds value to the community, stewards the resources entrusted to it, and is committed to operational excellence that leads to short-term acceleration and long-term, sustainable growth of the organization.

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# LOGOS AND USAGE

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# LOGOS AND USAGE

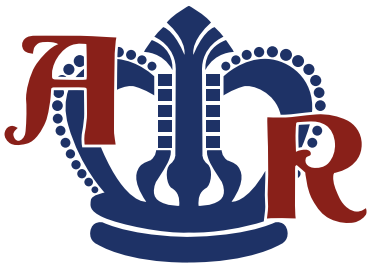
To provide immediate brand recognition, the American Royal circle logo should be the primarily used logo on all print and electronic publications and websites. For high-resolution files (.eps, .ai, .png, and .jpg) of any American Royal logo, contact the American Royal Communications Department at [marketing@americanroyal.com](mailto:marketing@americanroyal.com).



PRIMARY LOGO

## PRIMARY USAGE

The American Royal logos shown here are the primary logo and mark for the association. Alternate versions include: HEX #002d6a, HEX #89211b, reversed-to-white, a HEX #002d6a filled circle and black. No other color combinations are allowed. This logo must stand alone. It should be used as a singular graphic element. It should not be used as part of another mark and should not be combined with another logo, mark, graphic, or other visual element.



PRIMARY MARK

## LOGO SIZING

To ensure legibility in print media, the logo may not be reproduced in sizes less than 1" wide. The minimum size for electronic media is 72px wide.

## LOGO SPACING

The clear, uncluttered space surrounding the logo maintains the integrity, impact, and legibility. When scaling (enlarging or reducing) the logo, always ensure your design software scales the mark proportionately.

Use of American Royal logos for licensed products and communications by individuals or entities outside the association must be approved by the American Royal Communications Department. In general, the use of American Royal's marks are restricted to representation of official partnerships or sponsorships.

## ALTERNATE VERSIONS

Alternate versions of the logo are designed for limited use, primarily when the primary logo or mark cannot be used. The primary logo should always be considered for primary use.



HEX #002d6a



HEX #89211b



Black



HEX #002d6a Circle



Reversed-to-White

## HORIZONTAL LOGOS

Horizontal logos may only be used if the design space or placement does not allow for the primary logo or mark. Use the “Kansas City” logo as the first option. If the font becomes too small and/or illegible, use the horizontal logo without “Kansas City”.



Horizontal with “Kansas City”



Horizontal without “Kansas City”

## LOGO USAGE RULES

- **DO** use only approved, unaltered versions of the American Royal logo
- **DO** ask if you don’t have the correct file or file type. To obtain official versions of the logo, contact the American Royal Communications Department at [marketing@americanroyal.com](mailto:marketing@americanroyal.com).
- **DO** remember when scaling (enlarging or reducing) the logo, always make sure your design software maintains the original proportions of the logo.
- **DO** use the primary logo instead of the primary mark when an American Royal logo must appear within a list of visual marks from other entities.
- **DON’T** recreate the American Royal logo.
- **DON’T** use the American Royal logo within text.
- **DON’T** combine the American Royal logo with any other marks, graphic elements, or words, except as specified.
- **DON’T** outline the American Royal logo.
- **DON’T** alter the American Royal logo, except to enlarge or reduce it proportionally.
- **DON’T** use any version of a logo not listed in this brand guideline, including old, outdated, anniversary, or unauthorized versions.

## INCORRECT USE OF LOGO

Once a logo is obtained for usage, do not alter it from its original form. Usage of the American Royal logo must be consistent throughout all communications. The following rules apply to all logos, including primary, alternate, and horizontal.



Never use colors outside of the official color palette



Never modify the proportions of the logos



Never reverse the orientation of the logos



Never use excessive outlines or graphic elements



Never change or add additional text to the logos



Never resize or rearrange elements of the logos

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# TYPOGRAPHY

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# TYPOGRAPHY

Typography is an extremely powerful tool in creating brand identity. Correctly used, the right font commands attention, elicits emotions and helps create a brand voice and awareness. Authorized fonts should always be used on any promotional material or sign relating to the American Royal.

## PRIMARY BRAND FONT - OUTFIT

Outfit is a modern sans-serif font with clean lines and balanced proportions, ideal for headlines, subheadings, and body text. Its clarity and versatility ensure excellent readability across digital and print materials. Use Outfit consistently in its intended weights and styles.

### OUTFIT EXTRA LIGHT

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT THIN

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT LIGHT

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT REGULAR

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT MEDIUM

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT SEMIBOLD

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT BOLD

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT EXTRABOLD

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

### OUTFIT BLACK

abcdefghijklmnopqrstuvwxy • ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789

## SECONDARY BRAND FONT - VENEER

Veneer is a bold, textured typeface that conveys a handcrafted, vintage-inspired aesthetic. Its distressed appearance adds character and authenticity, making it ideal for headings or accent text where a rustic or artisanal feel is desired. To maintain readability and impact, use Veneer sparingly and avoid small sizes. Pair it with the primary brand font, Outfit, for a balanced and cohesive design. Veneer is an uppercase font.

### **veneer regular**

**abcdefghijklmnopqrstuvwxyz 0123456789**

## ACCENT BRAND FONT - FALL IN LOVE

Fall in Love is a delicate script font that exudes charm and elegance. Its flowing, handwritten style makes it perfect for accent text, such as subheads or special decorative elements, where a soft or playful feel is desired. To preserve its legibility and visual appeal, use it sparingly and at larger sizes. Pair Fall in Love with clean, simple fonts for a balanced design.

### *Fall in Love Regular*

*abcdefghijklmnopqrstuvwxyz • 0123456789*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

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# COLOR PALETTE

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# COLOR PALETTE

A well-defined color palette is essential to establishing a cohesive and recognizable brand identity. Colors evoke emotions, convey values, and create visual consistency across all brand touchpoints. By using the approved palette consistently, it ensures a unified look that strengthens recognition of the American Royal brand and communicates professionalism. Always adhere to the defined color values to maintain brand integrity and visual harmony.

## PRIMARY BRAND COLORS



### AR BLUE

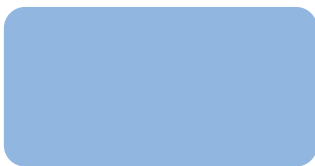
PMS 295  
 HEX #002d6a  
 C 100 M 90 Y 30 K 21  
 R 32 G 51 B 103



### AR RED

PMS 195  
 HEX #89211b  
 C 28 M 95 Y 100 K 32  
 R 137 G 35 B 27

## SECONDARY BRAND COLORS



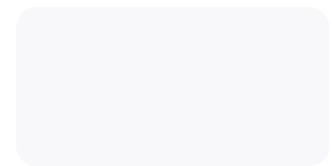
### AR POWDER BLUE

HEX #92b8e2  
 C 41 M 18 Y 0 K 0  
 R 146 G 184 B 226



### AR ORANGE

HEX #be3526  
 C 18 M 92 Y 100 K 8  
 R 190 G 53 B 38



### AR POLAR

HEX #f7f6fb  
 C 2 M 2 Y 0 K 0  
 R 247 G 246 B 251

## ACCENT BRAND COLORS

Accent colors should be used sparingly and should take up no more than 15% of any particular printed page or project.



### AR GREEN

HEX #23592d  
C 84 M 39 Y 98 K 37  
R 35 G 89 B 45



### AR AQUA

HEX #006a94  
C 92 M 54 Y 24 K 4  
R 0 G 106 B 148



### AR SUNFLOWER

HEX #f4b11b  
C 4 M 33 Y 100 K 0  
R 242 G 176 B 29



### AR SAND

HEX #e4d8ce  
C 10 M 12 Y 16 K 0  
R 227 G 217 B 207



### AR GREY

HEX #dbd8d6  
C 13 M 11 Y 12 K 0  
R 219 G 217 B 214



### AR EARTH

HEX #704524  
C 39 M 67 Y 91 K 39  
R 113 G 71 B 36

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# COPYWRITING

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# BRAND VOICE

The American Royal's brand voice is confident, approachable, and rooted in our proud heritage while inspiring forward progress. It reflects our position as a champion for food and agriculture, conveying knowledge and authority with warmth and inclusivity. Our tone is professional yet relatable, inviting audiences to connect with our mission and legacy. Whether speaking to industry experts, families, or supporters, our voice should be clear, consistent, and adaptable to the needs of each audience. By maintaining this balance, we build trust, foster engagement, and ensure that every message resonates with authenticity and purpose.

Written and verbal communications that emanate from the organization, or carry its marks for identification, should reflect and reinforce these characteristics.

## CRAFTING MESSAGING

When crafting key messaging, consider the verbiage used in the American Royal strategic plan. This ensures messages connect to the mission, vision and purpose of the American Royal and increases the audiences' understanding of who the American Royal is as a whole and what experiences are core to our organization.

### BODY COPY

The copy of press releases, social media posts, e-blasts, etc. should follow the brand tone: confident, approachable, and authentic. The copy itself should pique the reader's interest in learning more about the American Royal.

### CALL TO ACTION

When writing any type of marketing copy, it is strongly advised that a core call to action is included as appropriate, such as purchase tickets, apply today, or find more information at [link].

## EDITORIAL STYLE

Consistent punctuation, grammar and overall style are key to clear, efficient and professional communication. For official marketing and communications on behalf of the American Royal, the Associated Press Stylebook serves as the foundation for organization style. Organization-specific style references not specified by the Associated Press are listed below. Please reach out to the American Royal Communications Department with specific references that are not listed below.

### American Royal

Second reference: the Royal.

### American Royal Campus

The official terminology for the organization's new facilities is the American Royal Campus. "New campus" may be used as a descriptor when appropriate.

### a.m./p.m.

Use lowercase with periods and no spaces. Avoid redundancies such as *6 p.m. in the evening*. If a.m. or p.m. occurs at the end of a sentence, use only one period at the end.

### Exhibition Halls

The American Royal complex is comprised of the Lower Exhibition Hall, Upper Exhibition Hall, and the Governors Exposition Hall. All may be shortened on second reference: Lower Ex, Upper Ex, Governors.

### Field Trip

Singular. Field Trip is the American Royal's largest educational event and engages students at the elementary level to connect them to the science of agriculture.

### Hale Arena

Second reference: Hale. Hale is the main arena at the American Royal complex. It was built in 1992 and is named in honor of H.D. "Joe" Hale and his wife Joyce for their financial contribution.

### Nation

The word 'Nation' is capitalized in the American Royal mission as it is a reference to the United States of America.

### ProRodeo

One word. The American Royal ProRodeo is a Professional Rodeo Cowboys Association (PRCA) sanctioned rodeo and therefore follows the guidelines of the PRCA, with no space between 'pro' and 'rodeo'.

### UPHA/American Royal National Championship Horse Show

Second reference: National Championship. This show is operated under a partnership between the American Royal and United Professional Horseman's Association, and both entities should be represented in the title.

### World Series of Barbecue®

The World Series of Barbecue® is the trademarked name of the world's largest barbecue contest, hosted by the American Royal. Note the spelling of 'barbecue' with a C, not Q. When mentioned in full, the title should never be shortened to BBQ. Also the title name of the Association's sauce and rub contests.



**American Royal Communications Department**

816-569-4003

[marketing@americanroyal.com](mailto:marketing@americanroyal.com)