

WSU
BRANDING GUIDELINES
AND USAGE RIGHTS

Sunrise Magic® Logo



Introduction

These guidelines are intended to be used by Sunrise Magic® business as a whole, and by advertising agencies, designers, printers, consultants and manufacturers, packaging and growers.

These guidelines are meant to be a tool on the application of the Sunrise Magic® brand in order to achieve a consistent and reliable depiction of key brand elements, which is essential in building a great brand.



Logos, Typefaces, and Co-Branding

The logos and typefaces form a visual expression of the Sunrise Magic® Brand and form the focal point of the Brand's identity.

As the Brand's major graphical representation, the logo anchors the Sunrise Magic® Brand and becomes

the single most visible manifestation of the Brand within the target market. A clear understanding, and the correct usage and application of brand elements, will project a consistent image and trigger an immediate visual association with the Sunrise Magic® brand.

When used, these guidelines provide specifications for the use of the Sunrise Magic® logo and assist the users of the logo in protecting the integrity and the durability of the Sunrise Magic® trademark.

These guidelines must be observed when creating all marketing material including print, web, electronic or other special promotional accessories. The success of the brand application requires the utmost commitment from the user.

The Logo Suite

The logo suite is comprised of a range of logos for various applications. To ensure there is no future misapplication of old or incorrect logos, all

approved artwork files are available on the website at www.sunriseapple.com.

The following specifications must be adhered to in all applications. However, if a situation arises where the current guidelines are

not applicable, please contact Proprietary Variety Management.

PRIMARY LOGO

The Primary Logo is available in a horizontal layout. The primary logo should be used for print collateral, publications, brand signage, web, TV and merchandise.

The logo should be reproduced in 4/color process (CMYK) or, where this is not possible due to print, manufacturing or design constraints, the alternative 4/PMS color logo can be used.

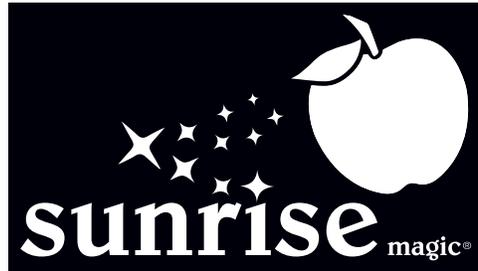


PRIMARY BLACK-AND-WHITE LOGOS

The Primary Black and White Logos are used where the Primary logos cannot be used due to printing, manufacturing or design constraints, such as black-and-white advertising, on merchandise or signage, or on colored backgrounds.



Sunrise_Magic-Logo-Black.eps



Sunrise_Magic-Logo-White.eps

SECONDARY LOGOS

The Secondary Logos are principally used in applications where color is limited. These logos should only be used as needed and are only available in 4/color process (CMYK). When PMS Color is needed, please use the alternative Primary Logo.



Sunrise_Magic-Logo-Red.eps



Sunrise_Magic-Logo-2_Color.eps

Using the Trademark ® or TM Symbols

The correct style to be used for the Sunrise Magic® logo is determined by the status of the trademark(s) in the area where the Sunrise Magic® product will be sold.

® is always used in areas where the trademark is registered.

TM is used in areas where the trademark registration has been applied for but not yet approved.



Colors

Please ensure color accuracy by referring to your Pantone® Matching System and paying special attention to all color produced in 4/color process (CMYK).



Sunrise Magic Red
CMYK
RGB
Web safe

PMS 7418
C:8 M:83 Y:55 K:5
R:193 G:39 B:45
D44E5B



Sunrise Magic Darker Red
CMYK
RGB
Web safe

PMS 7420
C:13 M:100 Y:54 K:30
R:155 G:34 B:66
9E0C40



Sunrise Magic Yellow
CMYK
RGB
Web safe

PMS 7409
C:0 M:27 Y:100 K:0
R:240 G:179 B:35
FOB323



Sunrise Magic Lighter Yellow
CMYK
RGB
Web safe

PMS 113
C:0 M:2 Y:83 K:0
R:250 G:224 B:83
FAE053



Sunrise Magic Rich Black
CMYK
RGB
Web safe

PMS Black 6
C:100 M:79 Y:44 K:93
R:16 G:24 B:32
000014

Typefaces

It is recommended that this typeface is used in marketing material where

applicable to help establish the overall brand image in the marketplace.

Purchasing Typefaces

Anyone creating branded marketing material using the Sunrise Magic®-approved typefaces, should purchase legal copies of the typeface. Typefaces can be acquired online from different font businesses.

Principally used as body copy, although it can be used as a headline as long as the font size is enlarged for display.

Belwe – Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Correct use with background

Not only does the logo need to be prominently displayed, but it must contrast strongly with the background and be used with the appropriate approved backgrounds.

The following are approved backgrounds that were created specifically to be used with the Sunrise Magic® logo and branding.

Background 1

Sunrise_Magic-Background-Details

Can be used for print or web applications.



Sunrise_Magic-Background-Details
Size: 10" x 6.75", 300 PPI, RGB and CMYK

Background 2

Sunrise_Magic-Background

This background should only be used when the sparkles do not fit the media or allow for readable text.



Sunrise_Magic-Background
Size: 12" x 7", 300 PPI, RGB and CMYK

Rights Usage

All "Usage Rights" to the Sunrise Magic® logo and branding artwork created by Blind Renaissance, Inc. are transferred to Washington State University (W.S.U.). W.S.U. has full rights to the use of the original artwork with no timelines or geographic limitations.

Kirk Dietrich C.C.O.

Kirk D. Dietrich

Blind Renaissance, Inc.
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