



COSMIC CRISP®



GLOBAL BRAND GUIDE

cosmiccrisp.com    

BACKGROUND



ABOUT COSMIC CRISP®

The Cosmic Crisp® WA 38 CV brand apple variety is the remarkable result of 20 years of study and research by Washington State University's world-class tree fruit breeding program.

Cosmic Crisp® brand apples are a cross between Enterprise and Honeycrisp. The large, juicy, red apple has a firm and crisp texture that provides ample sweetness and tartness, making it an excellent eating and baking apple. It is naturally slow to brown when cut and maintains its texture and flavor when stored properly. The name, "Cosmic," was chosen for the apple's starburst-like lenticels that can be seen on the surface, resembling the cosmos. "Crisp" links to its parent, the Honeycrisp.

This sweet, delicious, crisp apple was harvested by growers throughout Washington for its first retail delivery in December 2019. While the United States enjoyed their first season of Cosmic Crisp® apples, our global partners have been carefully growing and closely testing the fruit. Consumers across the world will soon get their first crunch.

This guide is intended to provide brand standards for a consistent application of the Cosmic Crisp® brand across international markets. If there are assets or marketing needs that are not addressed in this guide for a particular use, or if you have any questions, please reach us by sending an email to contact@cosmiccrisp.com

THE HISTORY BEHIND COSMIC CRISP®

1994



Bruce **Barritt** starts his research, planting the first seeds that would one day develop into the **Cosmic Crisp®**



Bruce retires from WSU and **Kate Evans** joins the Pome Fruit Breeding Program

2014

Drawing held to distribute the first of a limited supply of licenses to **Washington State growers**



WA 38 CV named **Cosmic Crisp®** by consumers

1997



Pome Fruit Breeding Program begins

Bruce develops his **5/5 rating scale** for the **Cosmic Crisp®** in early research stages

2008

PVM contracted in **2014** by WSU for commercialization of WA 38

2017

2015

February - World Premier of MCT's reimagined **Johnny Appleseed** play

2019

Cosmic Crisp® brand is created and inspired by consumer preferences



Over **6,000,000 Cosmic Crisp® trees** planted commercially in Washington State

2018

Became National Sponsor of **MISSOULA CHILDREN'S THEATRE**

First Cosmic Crisp® trees were planted commercially outside test orchards (over **650,000 trees** in Washington State)

IDYIA™ Nursery Database is implemented to track and improve growing practices of Cosmic Crisp®

Spring - **Retail packaging** developed and presented to industry



Spring - Cosmic Crisp® earned the **Good Housekeeping Nutritional Seal**

Spring - Over **5,000,000 Cosmic Crisp® trees** planted in Washington State



Summer - Influencers selected to represent and advocate the brand under 4 pillars: **Eat. Play. Cook. Inspire.**

September - First Flight Tour, including **Mother Tree commemoration** with WSU



October - Cosmic Crisp® earns **national media attention**

December - **Over 2 million boxes** of Cosmic Crisp® apples are expected



March - Cosmic Crisp® is named a **Top Produce Pick** in the **Prevention Magazine 2020 Healthy Food Awards** and is the first apple to ever be featured on the cover of the publication

February - Additional Cosmic Crisp® **secondary products** are announced: Tree Top Juice, Theo Chocolate and Remlinger Pies join Crunch Pak slices and Litehouse cider

2020

January - **Strong retail sales** are reported for Cosmic Crisp® suppliers across the US



December 1st - Cosmic Crisp® Apples **Ship Nationwide**

October - **NEW Cosmic Crisp® website** and Quality Standards website launched

THE APPLE [★]_★ YOU'VE BEEN DREAMING OF



BREEDING

Classically bred, the Cosmic Crisp® is grown in Washington State



FLAVOR

A carefully cultivated balance of acid and sugar delivers a deliciously sweet flavor



COLOR

Bi-color with a rich red that almost sparkles with the starburst-like lenticels



SIZE & SHAPE

An eye-appealing large size and round shape



JUICINESS

Noteworthy juiciness in every single bite



TEXTURE

Named the Cosmic CRISP® for good reason—one crunch and you'll see why



COSMIC CRISP®



MEET THE BRAND

The Cosmic Crisp® story inspires big dreams and expands the boundaries of what's possible, while being the one apple that goes beyond in every category.

- ★ **Cosmic Crisp® is the dream apple created from the collective and inspired thinking of many people.**
- ★ **The moon shot made real—the perfect flavor and texture balance, longer storage, and naturally slow to brown.**
- ★ **The apple seeding possibilities for a bigger and better future.**
- ★ **A dream come true for breeders, growers, distributors and consumers.**
- ★ **A global brand that is grounded in the foundation created by the US market.**

BACKGROUND



COSMIC
CRISP®



TRADEMARKS

Cosmic Crisp® - The brand name is always followed by a circle R (®), even in emails and on social media!

Imagine The Possibilities™ - An overall brand inspiration and message, this is a go-to tagline.

Apple of Big Dreams™ - While always applicable, this tagline will be a 2020 focus.

Amazing Flavor + Infinite Possibilities™ - Used mainly on packaging, this tagline crosses over into cooking and recipes to reinforce the apple's versatility.

TRENDS & DATA

THE TOP 3 QUALITIES WHEN SHOPPING



Note: Consumers in the US look for products that stand out in their quality and freshness without breaking the budget.

USA TRENDS

Through a partnership with Global Web Index, a leading consumer research platform, Cosmic Crisp® is pleased to offer international partners the following trends and data.

36% 
of consumers reported purchasing organic fruits and vegetables in the last month

37 
million users follow brands on social media that they're thinking of buying from

US shoppers expect brands to be

58.2% RELIABLE
48.6% INNOVATIVE
46.6% AUTHENTIC



*Source: GlobalWebIndex. 2012-2019.

HOW DO CONSUMERS TYPICALLY FIND OUT ABOUT NEW BRANDS & PRODUCTS?



Word of mouth
recommendations

USA 41.1%
Intl 30.4%



In-store product
displays or promotions

USA 29.2%
Intl 21.4%

Search engines

USA 37.8%
Intl 36.3%



Ads seen on
social media

USA 24%
Intl 23.9%



Note: Consumers in the US value word-of-mouth recommendations from friends and family, whereas consumers in international markets rely on search engines. Both in-person and online marketing are valuable to attract new consumers.

GLOBAL TRENDS

Through a partnership with Global Web Index, a leading consumer research platform, Cosmic Crisp® is pleased to offer international partners the following trends and data.



International shoppers expect brands to be

50.4% RELIABLE
45.8% INNOVATIVE
44.6% AUTHENTIC



**Source: GlobalWebIndex. 2012-2019. International audience: Canada, UK, Hong Kong, India, China, Australia, Vietnam, South Korea, Egypt, Italy, New Zealand, South Africa.*

SOCIAL MEDIA

SOCIAL MEDIA

The following outlines the social media policy for the US market. Our campaign has relied heavily on the use of social media to build an engaged community and as a customer service tool. From retail locations to quality concerns, consumers are actively reaching out on a daily basis with questions on our social media platforms. The Cosmic Crisp® Community Management Team in the US uses a database of knowledge to ensure our replies align with brand messaging and accurate information. That said, it is also important to personalize responses so our consumers know there are real people behind the brand. Maintaining authenticity is critical to upholding the international Cosmic Crisp® brand.

The most common questions received online are added to the FAQ page of the Cosmic Crisp® website.

Always...

Use ® and appropriate ™

Maintain a professional yet conversational tone

Disclose your relationship to the brand - be honest!

Use Caution When...

Repurposing or reposting content

Mentioning specific growers, partners, or companies

Responding to comments and questions - ask for help!

Never...

Make unsubstantiated claims

Criticize or bash other brands or companies

Force your opinions on the audience



Download our Social Media Policy worksheet here.



CAMPAIGNS



CAMPAIGNS

Cosmic Crisp® marketing campaigns are developed from the core brand narrative that is inspirational, aspirational, and educational. The idea of “dream it, do it” translates across all markets and gives international brand partners options for specific campaign activations. The following slides outline initial campaigns for the US launch of the Cosmic Crisp® apple. These campaigns were brought to retailers and consumers in a variety of ways including:

- ★ **Community events and sampling**
- ★ **Organizational partnerships**
- ★ **Public relations**
- ★ **Influencer marketing**
- ★ **Consumer media advertising and events**
- ★ **Social media content and activities**
- ★ **In-store merchandising**
- ★ **Special promotions**

If you are interested in marketing consultation services for campaign activations, graphic design or other needs please email contact@cosmiccrisp.com

CAMPAIGNS

Imagine the Possibilities™ #imaginethepossibilities

Imagine the Possibilities™ is focused on the Cosmic Crisp® launch; it embodies the apple's many layers of inspiration and motivation. There's nothing this apple can't do, and there's nothing you can't accomplish. With the Cosmic Crisp® on your side, not even the sky is the limit.



SNACKING



BAKING



ENTERTAINING



CAMPAIGNS

Apple of Big Dreams™ #appleofbigdreams

The Cosmic Crisp® is the Apple of Big Dreams™. If you can dream it, the Cosmic Crisp® believes you can do it. The apple started out the same way: as a big dream. After 20 years of research and hard work, the apple has grown to become the spectacular achievement it is today.

*the Apple of
Big Dreams™*





CAMPAIGNS

EAT. PLAY. COOK. INSPIRE.

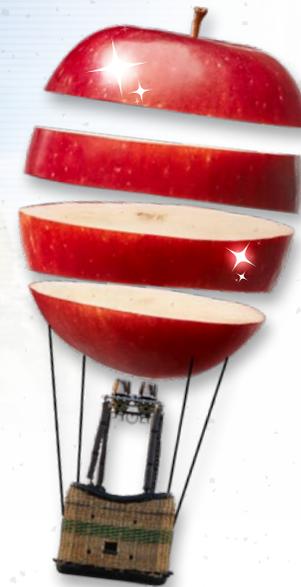
This campaign elaborates on the core pillars that the Cosmic Crisp® apple embodies: **EAT**, the taste, texture, and other key attributes of the apple; **PLAY**, encouraging the exploration or “playing” with food; **COOK**, using recipes, baking, or coming up with unique applications for the apple; and **INSPIRE**, supporting STEM, education, art, dreams, and aspirations. The US consumer marketing of the brand includes a team of ambassadors and partner organizations chosen for their authenticity and passion to represent each pillar. These ambassadors connect consumers with Cosmic Crisp® through social media, events, and other platforms to build brand awareness and engagement.



CAMPAIGNS

The Cosmic Crisp® Hot Air Balloon

The Cosmic Crisp® brand launch campaign has included hot air balloons both in imagery and event activations. Hot air balloons are used in fun and inspirational ways to evoke a sense of adventure and exploration. Coming in 2020 for the US market is a customized hot air balloon bearing the Cosmic Crisp® logo that will have the ability to make appearances at select events.





TRADE AD

ADDITIONAL ACTIVATIONS



CONSUMER HANDOUT



EVENT AWARDS DISPLAY

SOCIAL MEDIA GIVEAWAY



CAMPAIGNS

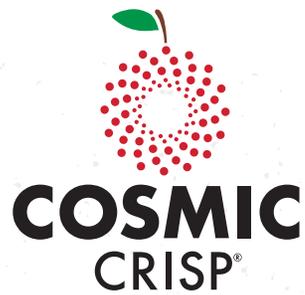




BRAND USAGE



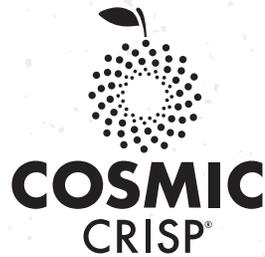
HORIZONTAL VERSION



VERTICAL VERSION



HORIZONTAL BLACK VERSION



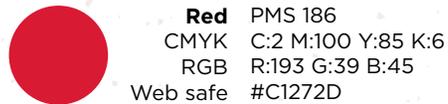
VERTICAL BLACK VERSION



HORIZONTAL WHITE VERSION



VERTICAL WHITE VERSION



Red PMS 186
 CMYK C:2 M:100 Y:85 K:6
 RGB R:193 G:39 B:45
 Web safe #C1272D



Brown PMS 478
 CMYK C:19 M:79 Y:84 K:61
 RGB R:96 G:56 B:19
 Web safe #603813



Green PMS 355
 CMYK C:91 M:0 Y:100 K:0
 RGB R:0 G:146 B:69
 Web safe #009245



Black PMS Black 6
 CMYK C:0 M:100 Y:0 K:0
 RGB R:0 G:0 B:0
 Web safe #00000

THE BRAND LOGO

LOGO USAGE

The Primary Logo is available in a horizontal and vertical layout. The logo should be reproduced in four 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.

PLEASE HANDLE THE LOGO WITH CARE

- Do not feed the logo - Keep the original scale and font size relationship
- Do not stretch, sheer or smash the logo
- Do not get sideways with logo - Keep the logo on the horizontal axis without tilting or rotating.
- Do not play dress up with the logo - Keep to the designated print colors.





THE BRAND TREATMENTS

LOGO TREATMENT ON PACKAGING OR BUSY, COLORFUL BACKGROUNDS

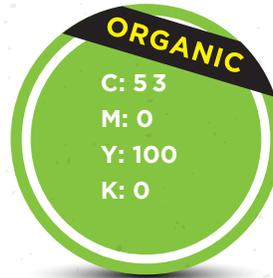
When the Cosmic Crisp® logo is used on approved packaging or colorful backgrounds, the Cosmic Crisp® logo that has the glow and sparkles should be used. Keep in mind if this logo needs to be enlarged beyond a reasonable size, the glow behind the logo needs to blur accordingly.

APPLE TREATMENT AS PART OF LARGER DESIGN

There are certain situations when the hero apple image gets special treatment because it is used as part of a larger design. When depicted in space, the Cosmic Crisp® apple image may incorporate a ring of star dust and a burst of light. If you'd like to incorporate this treatment, please reach out to PVM for assistance.

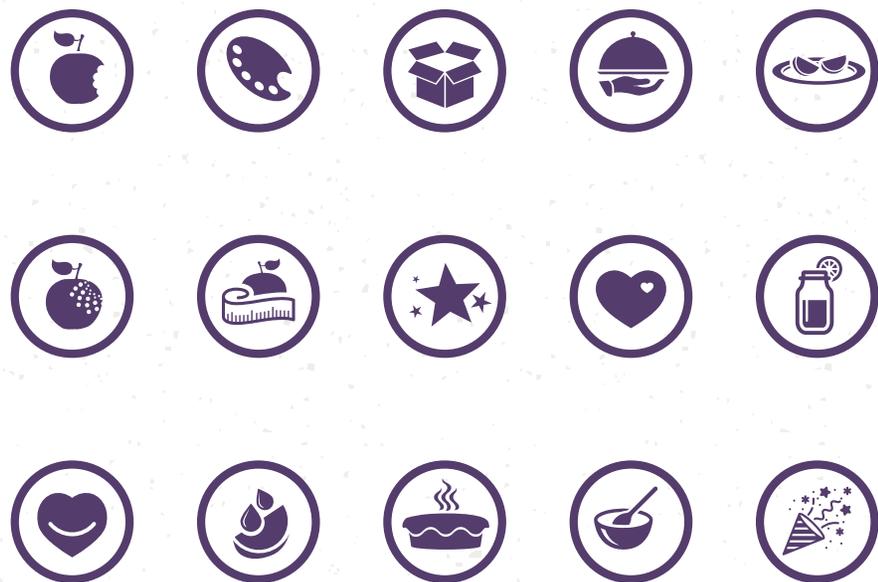


THE BRAND COLORS



For the Cosmic Crisp® brand, a selection of colors in the suggested palette should be used when creating designs for the Cosmic Crisp® line of products.

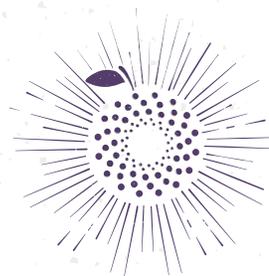




ICON SET

THE BRAND ASSETS

The Cosmic Crisp® system can also be paired with secondary assets to further the brand experience across other platforms. Email contact@cosmiccrisp.com to request permission for access to download these specific files.



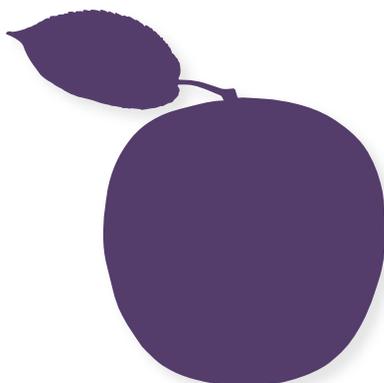
APPLE BLAST
ICON



COSMIC CRISP®
SWOOSH & STARS



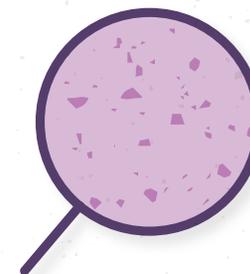
GOOD HOUSEKEEPING
APPROVED SEAL



COSMIC CRISP®
HERO APPLE SILHOUETTE



STAR SPARKLE
GRAPHICS



DISTRESSED
TEXTURE PATTERN



TYPOGRAPHY

We utilize simple, bold typefaces to support our custom graphics. To add a bit of imagination and whimsy we mix type in various sizes, various path shapes, kerning distances with simple accent swooshes and icons. Listed below are the main fonts used for the Cosmic Crisp® brand and links to purchase.

HEADLINE 1

Gotham Family

<https://www.typography.com/fonts/gotham/styles>

HEADLINE 2

Museo Sans Rounded Family

https://www.myfonts.com/fonts/exljbris/museo-sans-rounded_or

<https://fonts.adobe.com/fonts/museo-sans>

Script 1

Destroit

<https://www.creativefabrica.com/product/destroit>

Script 2

Hunters

<https://lettersiro.com/hunters/>

WEBSITE FONTS

HEADLINE

Merriweather Family

<https://fonts.google.com/specimen/Merriweather>

BODY COPY

Montserrat Family

<https://fonts.google.com/specimen/Montserrat>

SURREAL BACKGROUNDS



INSPIRED SUBJECTS



IMAGERY

BACKGROUND IMAGES

Choose soft surreal, stylized images for the backgrounds. Avoid images that are too dark in color (especially with the space scenes) or too overly saturated. We are looking for dreamy, and surreal, so lighten up any images to give a softer feel.

Examples: Space scenics, Clouds, Surreal gradients

SUBJECT IMAGES

Our subject images can be people of all ages and walks of life that have an eye for imagination and discovery.

Examples: Children dreaming or stargazing and flying paper airplanes. People looking through telescopes.

The look you see when someone is finding their ah-ha moment.

IMAGE TREATMENTS

Image handling is key to creating the appropriate effect and feel. Cosmic Crisp® prefers custom photography; on occasions when stock photos are used, they are carefully influenced and manipulated to meet brand standards. Consider employing the following techniques to complete the feel:

- Color filtered images for a dreamy effect
- Faded edges on images, vs masks and hard borders
- Bokeh effects and light flares
- Surreal compositions (ie: Children flying, City in clouds)

PRODUCT IMAGERY



Our goal is to ensure that the product is represented in a way that supports our core concepts. Product photography can depict fruit on tree, whole or sliced fresh, or prepared food images of high quality. The most important part of the product representation is to maintain a light and bright look while being seasonally relevant and maintaining the appetizing quality of the product.

KEY CONCEPTS:

Idealized
Fresh
Modern
Bright
Airy
Light
Sunny

AVOID:

Dark or heavily shadowed images

Rustic, heavy wood

Vintage propping

Traditional, Old world, Antique or Still life styling



Keep Setups Seasonal



No Heavy Shadows



No Traditional Still Lifes

OTHER IMAGERY



HERO APPLE
BALLOON



HERO APPLE
IMAGE



COSMIC CRISP®
ROCKET

Additional imagery and graphics have been created to round out core visual assets that support the Cosmic Crisp® brand and campaigns. These playful assets should be used as subtle yet complementary elements to an overall design rather than becoming a focal point.

KEY CONCEPTS:

Dreamy
Inspiring
Movement
Heroic
Sharp and
Focused
Saturated

AVOID:

Large sizing that gives imagery a focal point

Using too many complementary graphics

An overly playful approach

Placing on backgrounds that are not on brand

SECONDARY PRODUCTS



REMLINGER FARMS
APPLE PIE



CRUNCH PAK 2oz
SLICED APPLES



THEO CHOCOLATE
APPLE PIE BARK



TREE TOP APPLE JUICE



LITEHOUSE APPLE CIDER

With the significant projected volume over the coming years, there are exciting opportunities for co-branded Cosmic Crisp® products. We choose these partnerships carefully, and require that any products using Cosmic Crisp® adhere to our brand standards.

- ★ **There are no pure private label opportunities for the Cosmic Crisp®—it will always be a branded ingredient in secondary products.**
- ★ **Packaging design can be handled by our agency or our partners' internal marketing team. The application of established brand elements can be discussed based on the category and package format to ensure effective co-branding.**

Proprietary Variety Management requires the review and approval of any packaging or consumer-facing materials. Licensing agreements for secondary products are processed by Proprietary Variety Management in Yakima, WA.



PACKAGING

PACKAGING

OVERVIEW



Maintaining a consistent brand presence in retail packaging is critical in each market the Cosmic Crisp® apple is sold. It is encouraged that international partners collaborate to identify a group of consistent retail formats that suppliers will use within each market. In the US, suppliers utilize pre-approved design options, including PLU stickers, pouch bags, and display cartons—as outlined in the following pages.

It is highly encouraged that international partners explore sustainable packaging options and implement sustainable options in all feasible aspects of the packaging supply chain.

International suppliers of Cosmic Crisp® apples are also encouraged to use unique grower codes on PLU stickers to ensure case-level accountability.



Files in this guide are templates to be used on your own dielines. You are responsible for supplying unique UPCs on your packaging. Fruit quality and packaging restrictions vary depending on market. All Cosmic Crisp® packaging must be reviewed and approved by PVM.

HIGH IMPACT PACKAGING

Available Packages Include:

- Pouches - High Graphic
- DRC - High Graphic
- Euro Lid - High Graphic
- Euro Lid - 2 Color
- Tray Top - High Graphic
- Tray Top - 2 Color
- Merchandising Bins - High Graphic
- PLU Sticker
- Club Packaging
- Organic Packaging

PRIMARY PACKAGING FONTS

LEADING ROLE

Museo Sans Rounded 900

<https://fonts.adobe.com/fonts/museo-sans>

SUPPORTING ROLE

Program OT Bold

<https://fonts.adobe.com/fonts/program>

SUPPORTING ROLE

Program OT Medium

<https://fonts.adobe.com/fonts/program>

PACKAGING

Conventional Full Color
Pouches, Cartons, PLUs

[CLICK HERE](#)

To Download
Print-Ready Art Files

Files provided are templates to be used on your own dielines. Please send any edits or additional packaging formats to PVM for review and approval.



2 LB POUCH



3 LB POUCH



PLU STICKER
(Fully Pre-printed)



DRC - HIGH GRAPHIC



EURO LID - HIGH GRAPHIC



TRAY TOP - HIGH GRAPHIC

PACKAGING

Conventional Full Color Merchandising Bins

Contact your print supplier for merchandising display options.



MERCH BIN
(WITH ATTACHMENT)



MERCH BIN
(BASIC DISPLAY)



MERCH BIN
(ALTERNATE DISPLAY)

PACKAGING



TRAY TOP - 2 COLOR



EURO LID - 2 COLOR

Conventional 2-Color Cartons

[CLICK HERE](#)

[To Download
Print-Ready Art Files](#)

Files provided are templates to be used on your own dielines. Please send any edits or additional packaging formats to PVM for review and approval.

PACKAGING

Club Packaging Pouches, Clamshells & Cartons

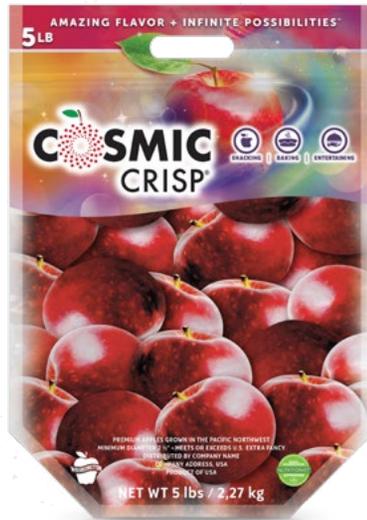
[CLICK HERE](#)

[To Download
Print-Ready Art Files](#)

Files provided are templates to be used on your own dielines. Please send any edits or additional packaging formats to PVM for review and approval.



SAM'S CLUB 4 LB POUCH



SAM'S CLUB 5 LB POUCH



SAM'S CLUB BOX



CLAMSHELL

PACKAGING



2 LB POUCH
(ORGANIC)



CLAMSHELL
(ORGANIC)



EURO LID - 2 COLOR
(ORGANIC)



PLU STICKER
(FULLY PRE-PRINTED)

Organic Packaging Pouches, Clamshells & Cartons

[CLICK HERE](#)

To Download
Print-Ready Art Files

Files provided are templates to be used on your own dielines. Please send any edits or additional packaging formats to PVM for review and approval.

All organic packaging must be submitted and reviewed by the USDA individually.



**COSMIC
CRISP®**

