

Pink Lady® Packaging Guidelines

When reviewing Pink Lady® packaging please refer to the below guidelines and examples. The objective is to collectively establish a baseline of consistency that ensures the brand is recognizable to consumers and reinforces its valuable position in the market.

Branding Guidelines

Primary Logo



With border against colored backgrounds



SPOT PANTONE 213
CMYK 0, 100, 0, 0
RGB 235, 0, 139
WEB #EB008B

Pink

Brand Assets



Sunshine Graphic



Sun Ripened Icon

Brand Requirements

- Registered mark ®
- Correct brand font
- Correct brand color
- Flowing heart
- PLU with Pink Lady® flowing heart



Packaging Fonts

Pink Lady® utilizes the Amino type family for packaging and materials. Amino is available for purchase here: <https://www.myfonts.com/pack/476368>

Headline 1

Amino Extra Light
Title Case, PMS 213

Body Accent Text

Amino Italic
Title Case, Black

Subheads

Amino Bold
Title Case, PMS 213

GRAPHICAL

Amino Bold
All Caps, White

Body Copy

Amino
Title Case, Black

Brand Preferences

Brand assets such as:

- Pink Lady® logo with flowing heart
- Sunshine Graphic
- Sun Ripened Icon

Global Packaging Examples

