

Share the

LOVE



Brand Guide

Pink Lady®

This guide explores the brand standards and guidelines set by Pink Lady America® for use in the United States. A more in-depth guideline for international use has been created by our partner APAL. Click [here](#) to learn more.

Pink Lady® apples are a registered trademark and all usage of the name and logo require the registered mark ®



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About Pink Lady®

Pink Lady® is a leader in fresh thinking with high quality standards, ensuring each Pink Lady® apple is as good as the last. The first apple to have its own registered trademark, Pink Lady® has grown to become an international favorite. Pink Lady® apples are hand-picked, crisp and juicy, and sun ripened longer for a sweet, perfectly balanced flavor. Thanks to a longer growing season and controlled atmosphere storage, Pink Lady® apples are available nearly year-round.



Key Messages & Taglines

Sun Ripened Longer

Share the Love, Share a Pink Lady®

For the Love of Adventure

Key Differentiators

What sets the Pink Lady® brand apart in the apple category?

- ♥ Global recognition of the Pink Lady® brand
- ♥ Adherence to industry-leading quality standards to ensure a consistent experience
- ♥ A recognizably distinct flavor profile
- ♥ Supplier network committed to best practices and continuous innovation
- ♥ Closely monitored licensing with select growers

Brand Voice

The Pink Lady® brand voice is evolving with the changes in today's consumer market. It should appeal to a range of consumer profiles as we know apple enthusiasts in the US reflect a diverse set of demographics. The commonality is a preference for a consistently delightful experience when enjoying a Pink Lady® apple. The brand voice reflects the following qualities:

- ♥ Love of life and sharing experiences
- ♥ Zest for adventures and new activities
- ♥ Sense of empowerment and independence
- ♥ Naturally fun and naturally approachable attitude
- ♥ Aspirational yet grounded, confident and humble



Promotion Focus

The Pink Lady® brand has traditionally focused on two key timeframes for retail and consumer promotions in the US market: Valentine's Day and Mother's Day. These are "ownable" opportunities to engage shoppers with the Pink Lady® brand both in-store and online. Past promotional activities have included seasonal recipes and consumer-focused content as well as promotional point of sale and merchandising. Suppliers are encouraged to develop additional promotions within brand standards as they see fit. All campaign plans and materials are to be approved by Proprietary Variety Management® prior to production.

Proprietary Variety Management® will keep Pink Lady® suppliers informed of new promotional materials and activities that can be used for sales and marketing efforts.



VALENTINE'S
MOTHER'S DAY

Brand Guide

Digital Media

Adventure with Pink Lady® online! Read about the apple's flavor profile, share inspired recipes, or follow along with Pink Lady® as she travels the world. Our new website is a great resource and will continue to grow. Pink Lady® America is also linked on the Pink Lady® global site as a region.

Use #pinklady or #pinkladyamerica on Facebook and Instagram to connect with us! We repost consumer or supplier photos that are seasonal, bright, fresh, and focused on the subject.

Stay connected with us on social!



Brand Guide

Brand Mark

The Pink Lady® Brand is available in Spot, CMYK and RGB to support your design needs.

Pink Lady® apples are a registered trademark and all usage of the name and logo require the registered mark ®



With Border Against Colored Backgrounds



Black & White

Line Art Only



SPOT	Pantone 213
CMYK	C:0 M:100 Y:0 K:0
RGB	R:235 G:0 B:139
WEB	#EB008B



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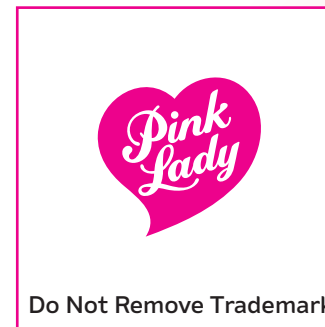
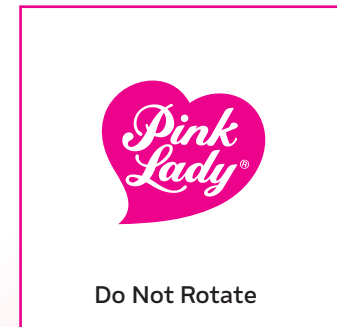
Brand Usage

DO!

The Pink Lady® logo was designed to be beautiful and reproduce well, even at a small size, on a wide variety of projects. Please use the logo in its original scale, orientation and proportions.

DON'T!

Please help us maintain our brand integrity by ensuring that the Pink Lady® Brand is not distorted, redrawn or altered in any way.



Brand Colors

Pink is the Pink Lady® Brand's signature color! We have a palette of support colors to be used in for graphics, marketing materials and promotions.

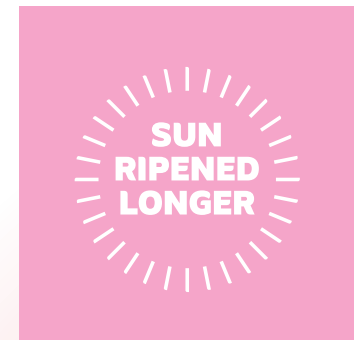
SPOT	Pantone 213		SPOT	Pantone 210	
CMYK	C:0 M:100 Y:0 K:0		CMYK	C:0 M:44 Y:0 K:0	
RGB	R:235 G:0 B:139		RGB	R:245 G:166 B:200	
WEB	#EB008B	Pink	WEB	#F5A6C8	Light Pink
SPOT	Pantone Cool Grey 1		SPOT	Pantone 3568	
CMYK	C:3 M:2 Y:4 K:5		CMYK	C:0 M:21 Y:8 K:0	
RGB	R:224 G:225 B:221		RGB	R:251 G:210 B:212	
WEB	#CE0E1DD	Grey	WEB	#FBD2D4	Blush
SPOT	Pantone 368		SPOT	Pantone 2005	
CMYK	C:54 M:0 Y:100 K:0		CMYK	C:1 M:9 Y:56 K:1	
RGB	R:120 G:191 B:36		RGB	R:250 G:222 B:134	
WEB	#84C346	Green	WEB	#FADE86	Gold

Brand Assets

Supportive brand assets have been selected to emphasize the brand's key differentiator "Sun Ripened Longer." The sunshine graphic and Icons are used as part of brand campaigns and on packaging.



Sunshine Graphic



Sun Ripened Icon



Typography

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

Subheads

Amino Bold
Title Case, PMS 213

Body Copy

Amino
Title Case, Black

Body Accent Text

Amino Italic
Title Case, Black

GRAPHICAL

Amino Bold
All Caps, White

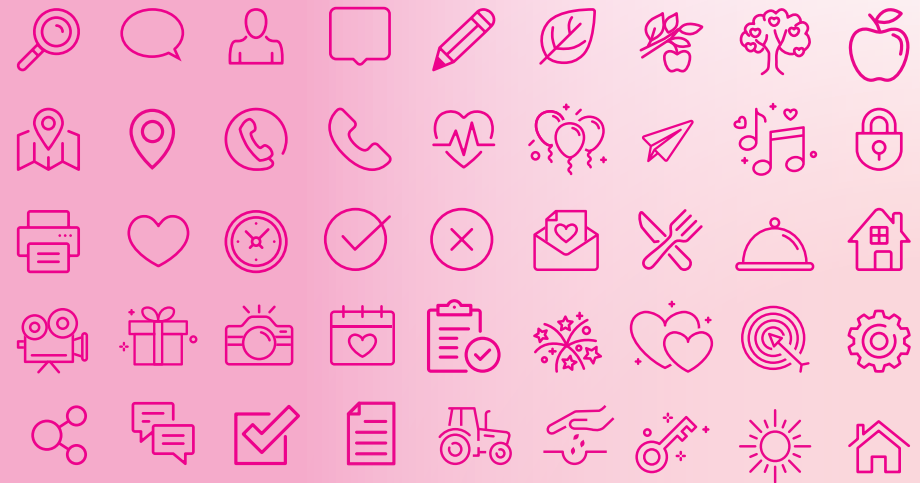
Icons

Pink Lady® has a catalog of icons to utilize for marketing and promotions.

Social Icons



Web & Marketing Icons



Imagery

Pink Lady® marketing will be supported with high-quality photography that conveys a bright and positive feel - full of life and full of color. Brand imagery focuses on lifestyle and beauty shots that showcase Pink Lady® apples in natural surroundings, including orchards. These images will be supplemented with recipe photos and the occasional seasonal shot.

Product Images

Knowing consumers shop with their eyes, all product imagery needs to keep appetite appeal at the forefront. Bright and light is the key to beautiful shots of Pink lady® apples. Ideally, apples are photographed wet, dewy, or shiny. It is critical that all product shots reinforce our brand's strict standards for quality and consistency.

Do: Keep the apple and Pink Lady® branding in clear focus, ensure there are no blatant imperfections

Don't: Overly stylize the shots or distract from the apples as the main subject



Imagery

Recipe Images

Pink Lady® apples are delicious when enjoyed fresh but are also a unique ingredient for a variety of dishes. Recipe imagery should be crisp and inviting, preferably shot from overhead. Styling should be simple and approachable to keep the product as the focus.

Do: Keep shots bright, airy and appetizing. The color and texture of Pink Lady® apples should come across in the imagery.

Don't: Use heavy and dark backgrounds or overly rustic styling.



Imagery

Lifestyle

Our brand is meant to encourage a lighthearted approach to healthy living. Lifestyle imagery should capture the adventurous and active personality that Pink Lady® apples represent.

Do: Show a diverse range of happy and healthy people socializing and active in natural environments.

Don't: Use model-perfect subjects or unattainably beautiful backgrounds and scenes that portray perfection.



Packaging

Here are just a few examples of packaging options for Pink Lady®.

- 1) Register at the global site for access to assets, design templates and more.
- 2) Download branded artwork for customization.
- 3) Submit your finalized artwork to PVM for approval.



1 or 2 Layer Euro or DRC



Retail Merchandising Bin



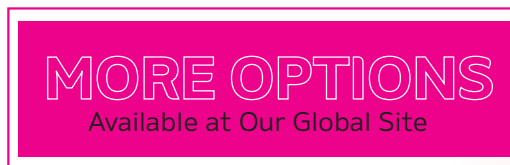
40lb Tray Pack



Bags



PLU sticker



<https://pinkladyapples.com>



Organic PLU sticker



Organic 40lb Tray Pack

ORGANIC



Brand Guide

International Guidelines

Since being developed in Australia during the 1970s, Pink Lady® apples are now recognized around the world and continue to be a consumer favorite. Pink Lady® America has developed these standards in conjunction with Apple & Pear Australia Limited (APAL) to ensure a unified use of the brand worldwide.

APAL

www.apal.org.au



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