

# BRANDING GUIDELINES AND USAGE RIGHTS

**LUCY™**



## INTRODUCTION

These guidelines are intended to be used by Lucy™ business as a whole, and by advertising agencies, designers, printers, consultants and manufacturer, packaging and growers.

These guidelines are meant to be a tool on the application of the Lucy™ 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 Lucy™ Brand and form the focal point of the Brand's identity.

As the Brand's major graphical representation, the logo anchors the Lucy™ 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 Lucy™ Brand.

When used these guidelines provide specifications for the use of the Lucy™ Logo and assist the users of the logo in protecting the integrity and the durability of the Lucy™ 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.

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## 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 at work files are available on the website of [www.provarmanagement.com](http://www.provarmanagement.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.



## LUCY™ PRIMARY LOGO

The primary logo should be used for print collateral, publications, brand signage, web, TV and merchandise. It is acceptable in both vertical and horizontal layouts.

The logo should be reproduce 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.

When placing the logo, please allow plenty of space around the perimeter. A good rule of thumb is a minimum equal to the width of the y in Lucy™.



Lucy Full Color.eps



Lucy Red.eps

## LUCY™ 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.



Lucy Black.eps



Lucy White.eps

## LUCY™ ROSE AND GLO LOGOS

The Rose and Glo logos should be used for print, collateral, publications, brand signage, web, TV and merchandise where appropriate. They are acceptable in both vertical and horizontal layouts.

The logos should be reproduce in 4/color process (CMYK) or, where this is not possible due to print, manufacturing or design

The Rose and Glo 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..



Lucy Rose Full Color.eps



Lucy Glo Color.eps



Lucy Rose Drk Red.eps



Lucy Glo Yellow.eps



Lucy Rose Black.eps



Lucy Glo Black.eps



Lucy Rose White.eps



Lucy Glo White.eps

## COLORS

Please ensure color accuracy by referring to your Pantone® Matching System and paying special attention to all color produced in

4/color process.



**Lucy Red**

CMYK  
RGB  
HEX

**PMS 185**

**C: 01 M: 100 Y: 93 K: 00**  
**R: 234 G: 29 B: 44**  
**#EA1C2B**



**Lucy Rose**

CMYK  
RGB  
HEX

**PMS 1935**

**C: 13 M: 100 Y: 70 K: 4**  
**R: 204 G: 000 B: 61**  
**#CB003C**



**Lucy Glo**

CMYK  
RGB  
HEX

**PMS 1375**

**C: 0 M: 45 Y: 99 K: 0**  
**R: 249 G: 157 B: 30**  
**#F89C1D**

## TYPEFACES

It is recommended that this typeface is used in marketing material where applicable to help establish the overall brand image in the market place.

Anyone creating branded marketing material using the Lucy™ approved typefaces should purchase legal copies of the typeface. Typefaces can be acquired online from different font businesses.

### Limon Script Bold

*The quick brown fox jumps over the lazy dog.*

### Satisfy Pro

*The quick brown fox jumps over the lazy dog.*

### Runaround Kid

**THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

## PACKAGING

The Lucy pouch packaging has been developed to focus on the unique attributes of the product; color and flavor. A large photo is used as well as a background. It should be noted that these product photos have been manipulated for color from images that were not photographed professionally. These should not be used any larger than they appear on the bag. It is suggested that new photos be taken and replace the art for the next print run. The background, however provides a great deal of flexibility with size and resolution.

The Lucy carton includes additional design elements that can be used for other sales and marketing materials. This includes the “New” banner on the lid as well as the “new” graphic and treatment with the Lucy logo on the side panels.



Lucy Rose Photo Texture



Lucy Glo Photo Texture

