



# PINK LADY® TRADEMARK

## APPROVED USE STATEMENT AND GRAPHIC STANDARDS

effective 2011



## THE PINK LADY® “FLOWING HEART” ONE COLOR AND PINK/RED LOGO

APPEARS AS FOLLOWS:



The One Color Pink Lady® logo may be used on all packing materials as the Pink Lady® trademark. It may also be used in promotional materials and in advertising media to promote the Pink Lady® brand apple.

The One Color Application of the "Flowing Heart" logo must match the following color standard:

One Color Application On Coated or Uncoated Stock

- Pink — Pink Lady® Pink
- Red — Pink Lady® Red

CMYK Application on Coated or Uncoated Stock

- Pink — Pink Lady® Pink (CMYK)
- Red — Pink Lady® Red (CMYK)

The White Color of the "Flowing Heart" logo, when it is printed on white paper or cardboard background, can simply be transparent, showing through the white color of the surface on

# THE PINK LADY® “FLOWING HEART” ONE COLOR LOGO BLACK AND WHITE

APPEARS AS FOLLOWS:



The black and white version of the One Color Pink Lady® logo may be used only in advertising, where one color black is the basic economic media option. Newspaper and magazine advertising are a prime examples of advertising usage.

The One Color Black and White Application of the "flowing Heart" logo must match the following color standard:

One Color Application On Coated or Uncoated Stock  
100% Pink Lady® Black

CMYK Application on Coated or Uncoated Stock  
100% Pink Lady® Black (CMYK)

The White Color of the "Flowing Heart" logo, when it is printed on white paper or cardboard background, can simply be transparent, showing through the white color of the surface on which the logo is printed. If the surface is not white, then the logo must be printed with an opaque white ink.

## THE PINK LADY® PLU STICKER GRAPHICS APPEARS AS FOLLOWS:



A PLU Sticker Label must be the same oval shape. The Pink Lady “Flowing Heart” One-Color Logo or Pink/Red Two-Color Logo must be used on the PLU Sticker Label.

The background color of the PLU Sticker Label should be white.

The PLU number should be printed on the Pink Lady® Black color or the Pink Lady® Black (CMYK) color. The PLU number should be printed in a type style that is clean and clear like Myriad Pro Bold Condensed (See above example) or Helvetica Bold Condensed.

PLU Sticker Labels may also be co-branded, but the Pink Lady® “Flowing Heart” logo must be complete and stand alone, and printed in the required ink colors. The Pink Lady® “Flowing Heart” logo trademark must be at least as large as the co-branded trademark.

## STANDARD TRAY PACK APPLE BOX



The Pink Lady® “Flowing Heart” One-Color or Pink/Red logo should be used on shipping boxes.

The phrase “PRODUCE OF THE U.S.A.”, in all upper case type, must be printed in the Pink Lady Pink color or the Pink Lady Pink (CMYK) color (**this is a requirement on ALL shipping boxes**). See the box design above as a guide reference for position and proportions.

All packing boxes must be white in color. The White Color of any Pink Lady graphic, when it is printed on white paper or cardboard background, can simply be transparent, showing through the white color of the surface on which the logo is printed.

Co-brand trademarks may be used in designated areas. These co-brands may use the Pink Lady color or the Pink Lady Pink (CMYK) color for economy to replace a color or colors in the co-brand graphic. However, each shipper may use their original logo colors also. Nevertheless, no co-brand trademark color may be used to replace any Pink Lady® graphic or color.

STANDARD TRAY PACK APPLE BOX  
SIDE PANEL GRAPHICS APPEAR AS FOLLOWS:

11.875"



20"

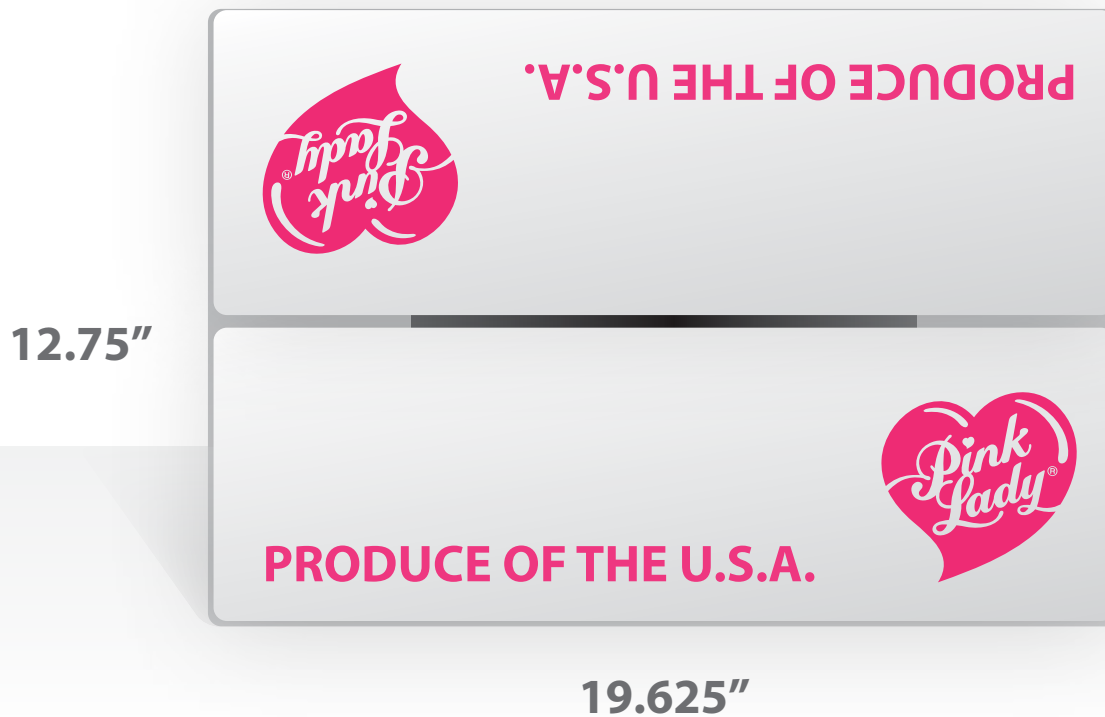
The Standard Tray Pack Apple Box Side Panel measures approximately 20" wide by 11.875" high.

The trademark graphic elements on the Side Panel of the Standard Tray Pack Apple Box consists of the Pink Lady® "Flowing Heart" One-Color Logo or the Pink/Red Two-Color Logo.

The phrase "PRODUCE OF THE U.S.A." in all upper case type, must be printed in the Pink Lady® Pink color or the Pink Lady® Pink (CMYK) color. See example set above.

Co-brand trademarks may not appear on the Side Panels of this box.

STANDARD TRAY PACK APPLE BOX  
SIDE PANEL GRAPHICS APPEAR AS FOLLOWS:



The Standard Tray Pack Apple Box Top Panels together measure approximately 19.625" wide by 12.75" high. Each individual panel measures 19.625" wide by 6.125" high.

The trademark graphic elements on the Top Panels of the Standard Tray Pack Apple Box consists of the Pink Lady® "Flowing Heart" One-Color logo or the Pink/Red Two-Color Logo.

The phrase "PRODUCE OF THE U.S.A." in all upper case type, must be printed in the Pink Lady® Pink color or the Pink Lady® Pink (CMYK) color. See example set above.

Co-brand trademarks may not appear on the Side Panels of this box.

STANDARD TRAY PACK APPLE BOX  
END PANELS GRAPHICS APPEAR AS FOLLOWS:

11.875"

**SHIPPER  
LOGO**



**PRODUCE OF THE U.S.A.**

12.75"

The Standard Tray Pack Apple Box End Panels measure approximately 12.875" wide by 11.875" high.

The trademark graphic elements on the Side Panel of the Two Layer EuroPack Apple Box consists of the Pink Lady "Flowing Heart" One-Color Logo or the Pink/Red Two-Color Logo.

The phrase "PRODUCE OF THE U.S.A." in all upper case type, must be printed in the Pink Lady® Pink color or the Pink Lady® Pink (CMYK) color. See example set above.

Co-brand trademarks may be used on the End Panels as shown by the example above. Co-brands may use the Pink Lady® color or the Pink Lady Pink (CMYK) color. However, each shipper may use their original logo colors also. Nevertheless, no co-brand trademark color may be used to replace any Pink Lady® graphic or color.

THE TWO-LAYER EUROPACK APPLE BOX  
GRAPHICS APPEAR AS FOLLOWS:



This is an example of an acceptable Two-Layer EuroPack box design that features the Pink Lady® accurately.

THE TWO-LAYER EUROPACK APPLE BOX  
SIDE PANEL GRAPHICS APPEAR AS FOLLOWS:



The Two-Layer Euro Apple Box Side Pane measures approximately 23.125" wide by 6" high.

The trademark graphic elements on the Side Panel of the Two Layer EuroPack Apple Box consists of the Pink Lady "Flowing Heart" One-Color Logo or the Pink/Red Two-Color Logo

The phrase "PRODUCE OF THE U.S.A." in all upper case type, must be printed in the Pink Lady® Pink color or the Pink Lady® Pink (CMYK) color. See example set above.

Co-brand trademarks may be used on the Side Panels as shown by the example above. Co-brands may use the Pink Lady® color or the Pink Lady Pink (CMYK) color. However, each shipper may use their original logo colors also. Nevertheless, no co-brand trademark color may be used to replace any Pink Lady® graphic or color.

THE TWO-LAYER EUROPACK APPLE BOX  
END PANEL GRAPHICS APPEAR AS FOLLOWS:



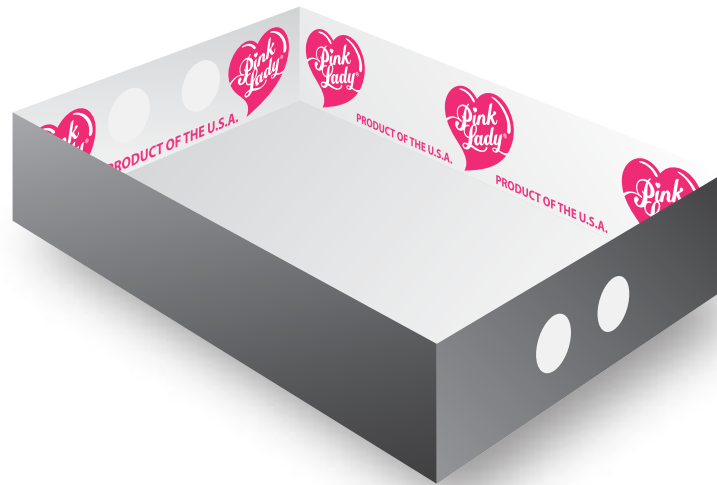
The Two-Layer Euro Apple Box Side Panel measures approximately 23.125" wide by 6" high.

The trademark graphic elements on the Side Panel of the Two Layer EuroPack Apple Box consists of the Pink Lady "Flowing Heart" One-Color Logo or the Pink/Red Two-Color Logo

The phrase "PRODUCE OF THE U.S.A." in all upper case type, must be printed in the Pink Lady® Pink color or the Pink Lady® Pink (CMYK) color. See example set above.

Co-brand trademarks may be used on the Side Panels as shown by the example above. Co-brands may use the Pink Lady® color or the Pink Lady Pink (CMYK) color. However, each shipper may use their original logo colors also. Nevertheless, no co-brand trademark color may be used to replace any Pink Lady® graphic or color.

## THE TWO-LAYER EUROPACK APPLE BOX WITH PINK LADY® GRAPHICS AND END PANELS APPEAR AS FOLLOWS:



This is an example of an acceptable Two-Layer EuroPack Interior Side and End Panel Design. The trademark graphic elements on the Side Panel of the Two Layer EuroPack Apple Box consists of the Pink Lady “Flowing Heart” One-Color Logo or the Pink/Red Two-Color Logo.

The phrase “PRODUCE OF THE U.S.A.” in all upper case type, must be printed in the Pink Lady® Pink color or the Pink Lady® Pink (CMYK) color. See example set above.

Co-brand trademarks may not appear on the Side Panels of this box.

# THE PINK LADY® COLOR REFERENCE GUIDE

In lieu of the Pink Lady® Colors specified throughout this manual, you may use the following PANTONE® Colors, the standards for which are as shown in the current edition of the PANTONE® Color Formula Guide.

## **PINK LADY® COLORS**

## **PANTONE® COLORS**

For Pink Lady® Pink

Use PANTONE 225 C or U

For Pink Lady® Red

Use PANTONE 186 C or U

For Pink Lady® Pink(CMYK)

Use 80% Tint PANTONE Process Magenta C or U

For Pink Lady® Red (CMYK)

Use 91% Tint PANTONE Magenta C  
and 76% Tint PANTONE Process Yellow C

For Pink Lady® Black

Use PANTONE Black C or U

For Pink Lady® Black (CMYK)

Use PANTONE Process Black C or U

The colors shown in the images used in the Pink Lady® Trademark Approved Use Statement and Graphic Standards (In effect as of May 2011) have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards

PANTONE® is a trademark of Pantone, Inc.