



# DOLE SOFT SERVE®

## Brand Standards

This Brand Guideline is for the U.S. Only

### DOLE SOFT SERVE® SIGNATURE

A key element to reinforce brand recognition and trust, the DOLE SOFT SERVE® signature must be applied consistently for all marketing collateral. The signature artwork should never be redrawn or altered in any way.

### WHAT IS THE DOLE SOFT SERVE® SIGNATURE?

The full-color Dole word mark paired—or “locked up”—with the stylized SOFT SERVE text. This should be used whenever possible.

### NOMENCLATURE

**Official Name:** DOLE SOFT SERVE®

### FULL-COLOR LEAF LOGO

The logo should always appear on white or light screen of less than 5%



Full-Color Leaf Logo



### DOLE SOFT SERVE® FLAVORS

When listing flavors on a menu, the preferred ways are listed below:

- 1) DOLE SOFT SERVE® Lemon, DOLE SOFT SERVE® Mango, DOLE SOFT SERVE® Pineapple, DOLE SOFT SERVE® Orange, DOLE SOFT SERVE® Raspberry, DOLE SOFT SERVE® Strawberry, DOLE SOFT SERVE® Lime, DOLE SOFT SERVE® Cherry, DOLE SOFT SERVE® Watermelon, DOLE SOFT SERVE® Pomegranate
- 2) DOLE SOFT SERVE® Lemon, Mango, Pineapple, etc.

### DOLE SOFT SERVE®

- You can use DOLE SOFT SERVE® on your store menus and point of sale materials.
- The trademark designation should be used as set forth:
  - 1st mention: DOLE SOFT SERVE®
  - Subsequent mentions: DOLE SOFT SERVE
- Never refer to or use Disney or its properties, which are trademarked, in connection to DOLE Whip®
- **Never refer to DOLE Whip®**



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## BRAND VOICE AND TONE

DOLE SOFT SERVE® is a true-to-fruit frozen treat with on-trend attributes that consumers seek.

APPROVED DESCRIPTIONS	UNACCEPTABLE DESCRIPTIONS
Fruit flavored (or mango-flavored, pineapple-flavored, etc.)	With, contains, or made with real or fresh fruit, Natural or All Natural Ingredients
Vegan, Dairy-free, Lactose-free, Gluten-free, Cholesterol-free, Fat-free, Made without artificial colors	Organic Made without artificial flavors
Convenient (for operators)	Ready-to-use (RTU)
DOLE SOFT SERVE®	Disney® DOLE Whip® <b>Original DOLE WHIP®</b> <b>DOLE Whip®</b>
Better-for-you	Healthy
No artificial color	Natural color



## TYPOGRAPHY - PRIMARY TYPEFACE

Dole's primary typeface is Lato. While we use a variety of weights to allow for greater flexibility in various communications, Lato Black and Lato Medium should be given priority for headlines and body copy, respectively.

### HEADLINE

**Lato Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

### BODY COPY

**Lato Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## PRODUCT USAGE

- The use of alcohol as a topping on finished DOLE SOFT SERVE® is acceptable. Example of menu board statement – DOLE SOFT SERVE® topped with Rum.
- DOLE SOFT SERVE® mix must be prepared using a commercial soft serve machine.

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The year (in the example above) “2022,” should be updated to reflect the year that the piece is published.

No use of the DOLE SOFT SERVE® registered trade mark on printed advertising, permanent signage, billboards, commercials, store front, store names, labeling, packaging, shipping containers or other materials, business documents, invoices, stationery, sweepstakes, drawings, giveaways, labels, cartons, or permanent wrapping.