



Brand Standards

2022



DOLE SOFT SERVE®

Brand Standards

This Brand Guideline is for the U.S. Only

Brand Story

Branding is a promise we make to our audience about the quality of our product and the experience of enjoying it.

As such, it encompasses more than just a logo or tag line. Every point of contact DOLE SOFT SERVE® has with consumers and retailers, from packaging to menu listings sends a message about who and what we are.

Our licensor and brand owner, Dole Packaged Foods, LLC, is a leader in sourcing, processing, distributing and marketing packaged fruit products and better-for-you treats throughout the world. Dole's products are an essential and delicious part of most people's day. This is the light the Dole brand shines, which defines our DOLE SOFT SERVE® brand.

DOLE SOFT SERVE® is brought to foodservice operators by Kent Precision Foods Group, Inc.

DOLE SOFT SERVE® Brand Promise

To help operators make a fruitful profit from our better-for-you treats.





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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® Original DOLE WHIP® DOLE Whip®
Better-for-you	Healthy
No artificial color	Natural color

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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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



CLEAR SPACE AND MINIMUM SIZE

To maintain the logo's integrity, keep a minimum amount of clear space around its perimeter. This space is determined by at least the height of the lowercase “l” in any proportion the logo is used. The DOLE SOFT SERVE® logo can't be smaller than 1.25" (31.8mm).



Clear Space
Lowercase Dole "l"



Minimum Space
1.25" min width



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SINGLE COLOR FOR DOLE TRADEMARK



LATO

DOLE SOFT SERVE®

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

ICONOGRAPHY

DOLE SOFT SERVE® has unique better-for-you and manufacturing qualities, as illustrated by the icons below. These icons may be used as a design element to highlight specific characteristics of DOLE SOFT SERVE® and may appear together or apart. They are not logos and should never replace the DOLE SOFT SERVE® Signature.





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UNACCEPTABLE SIGNATURE USE

The DOLE SOFT SERVE® logo should be displayed consistently in every circumstance. Below are instances which take the trademark out of acceptable and consistent usage. ALWAYS use the logo in its intended form.



Do not stretch



Do not rotate



Do not change the colors



Do not change the inner leaf color



Do not reposition the Dole wordmark



Do not remove the shadow



Do not reposition the shadow



Do not separate the wordmark or use the elements individually without consent



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COLOR PALETTE + COLOR USAGE

The DOLE SOFT SERVE® color palette has been thoughtfully created as a playful take on the Dole Brand color palette. It is designed to highlight the DOLE SOFT SERVE® signature while also offering an array of choices that help convey our fun and approachable brand personality. Please use only the color palette and the color formulas as specified in this document when designing communication materials for both print and electronic media.

PREFERRED COLOR PALETTE



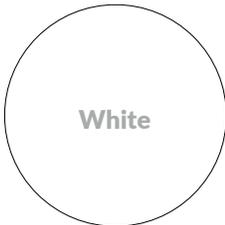
Mandarin

Pantone 1375 C
#FF9E1B
255/158/27



Sunshine

Pantone 116 C
#FFCD00
255/205/0



White

White
255/255/255



Evergreen

Pantone 322 C
#007377
0/115/119



Sky

Pantone 298 C
#41B6E6
65/182/230



Avocado

Pantone 360 C
#6CC24A
108/194/74

SECONDARY COLOR PALETTE



SPOT
PROCESS
ONLINE

Pantone 116 C
C 0, M 20, Y 100, K 0
R 255, G 205, B 0



SPOT
PROCESS
ONLINE

Pantone 151 C
C 0, M 49, Y 100, K 0
R 255, G 130, B 0



SPOT
PROCESS
ONLINE

Pantone 178 C
C 0, M 65, Y 64, K 0
R 255, G 88, B 93



SPOT
PROCESS
ONLINE

Pantone 676 C
C 9, M 100, Y 14, K 33
R 150, G 0, B 81



SPOT
PROCESS
ONLINE

Pantone 2627 C
C 85, M 100, Y 6, K 38
R 60, G 16, B 83



SPOT
PROCESS
ONLINE

Pantone 7467 C
C 97, M 0, Y 30, K 0
R 0, G 163, B 173



SPOT
PROCESS
ONLINE

Pantone 396 C
C 10, M 0, Y 95, K 0
R 225, G 224, B 0



SPOT
PROCESS
ONLINE

Pantone 7488 C
C 52, M 0, Y 82, K 0
R 120, G 214, B 75



SPOT
PROCESS
ONLINE

Pantone 124 C
C 0, M 30, Y 100, K 0
R 234, G 170, B 0



SPOT
PROCESS
ONLINE

Pantone 647 C
C 19, M 86, Y 17, K 0
R 201, G 71, B 134



SPOT
PROCESS
ONLINE

Pantone 1805C
C 21, M 97, Y 90, K 12
R 178, G 41, B 46



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PHOTOGRAPHY

- Perfect, tropical-colored swirls can be shown in cones or dishes, either with or without toppings.
- Fresh fruit may be used as a garnish or a topping, provided it is clear the soft serve itself doesn't contain real fruit.
- Backgrounds and environments should be light, airy, and neutral to showcase the colors of DOLE SOFT SERVE®.

Access the complete DOLE SOFT SERVE® photo library:

- 1) Visit DoleSoftServe.com
- 2) Select "Operator POS" from the left navigation
- 3) Enter your login credentials as prompted

LEGAL LINE

Include the following legal line in legible type on all DOLE SOFT SERVE® point of sale or promotional materials, unless the size of the piece prohibits the line's legibility:

Manufactured Exclusively By: Kent Precision Foods Group, Inc. Muscatine, IA 52761. Made in U.S.A. ©2022 Kent Precision Foods Group, Inc. DOLE and other Dole marks are registered trademarks of Dole Packaged Foods, LLC and Dole Asia Holdings Pte. Ltd. and used under license.

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.





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DOLE SOFT SERVE® COLOR SPECIFICATIONS

In order to maintain color consistency when showing images of DOLE SOFT SERVE® in cones or cups, the following color guide has been created to help you match the color of the images to that of the finished product.



 Lemon Flavor
C 4, M 4, Y 27, K 0



 Pineapple Flavor
C 4, M 5, Y 28, K 0



 Mango Flavor
C 2, M 7, Y 37, K 0



 Orange Flavor
C 4, M 13, Y 38, K 0



 Lime Flavor
C 18, M 0, Y 32, K 0



 Watermelon Flavor
C 4, M 22, Y 3, K 0



 Strawberry Flavor
C 2, M 26, Y 7, K 0



 Raspberry Flavor
C 8, M 25, Y 13, K 0



 Cherry Flavor
C 13, M 71, Y 53, K 1



 Pomegranate Flavor
C 22, M 90, Y 74, K 0



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MENU BOARD USAGE

On menu boards if DOLE SOFT SERVE® logo does not fit, then the following text is acceptable DOLE SOFT SERVE®

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.

Not acceptable

- Mixing alcohol, or any other liquid that is not water to the DOLE SOFT SERVE® mix
- Combining any other liquid that is not water into the DOLE SOFT SERVE® mix and pouring that mix into a soft serve machine.
- Using the DOLE SOFT SERVE® mix as an ingredient

DOLE SOFT SERVE® mix must be prepared using a commercial soft serve machine to produce a finished soft serve product.

LOGO AND SIGNATURE USAGE

No use of the DOLE SOFT SERVE® marks on printed advertising (ie. Post cards, flyers etc.), 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.

PROMOTIONAL USAGE

When using the DOLE SOFT SERVE® Brand on promotional collateral please submit written requests to KPFG Customer Care at KPFGCustomerCare@kentww.com

For questions, assets, access to our full brand standards, or approval on a specific application, please email KPFG Customer Care at KPFGCustomerCare@kentww.com or call (800) 442-5242.

