



Asset Guide

Logos:

Master Process Logo:



1-Color Logo:



Made with Real Milk Logo:



Copy:

Required Legal Line for ConAgra Materials:

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Key selling points:

1. Snack Pack does not require refrigeration making it the perfect portable snack that is great for any occasion - any time, any where.
2. Snack Pack is a fun, sweet wholesome snack. The #1 Ingredient in Snack Pack is Non-Fat Milk which has calcium to help build healthy bones and bodies

Fonts:

Helvetica Neue Bold

Helvetica Neue Bold Italic

COMIC BOOK BOLD

COMICS SANS

For Legal Copy: Univers Ultra Condensed

Colors:

Primary Colors:

Snack Pack Red
(M100 Y100)

White

Blue
(C100, M60)

POS Examples:



Main Imagery:



Contact Information:

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