



Asset Guide

Hunt's Logos

4-Color Logos

Tomato Products



Pasta



One Color Logos (*Hunt's Red 3 and Black*)



Ketchup Logo



13° angle

FlashSteam Icon



FlashSteam Icon is used to reference the following products: Diced, Whole, Stewed and Petite Diced.

Copy

Required Legal Line for ConAgra Materials:

©2010 ConAgra Foods Inc. All Rights Reserved.

Tagline

The Tomato Experts.

Key selling points:

1. Hunt's is the only leading brand to use the 100% Natural FlashSteam® process to prepare and pack its tomatoes giving its tomato a fresh from the vine taste.
2. Hunts is 100% natural.
3. Hunts tomatoes are a good source of Lycopene, a powerful antioxidant.

Fonts:

Minion Std Black

Cochin Regular

Cochin Bold

Poppl-Laudatio Regular

Poppl-Laudatio Medium

Annifont

BlackJack Regular

For Legal Copy: Univers Ultra Condensed

Hunt's Colors

Primary Colors



Secondary Colors



POS Examples



Main Imagery



Contact Information

Steve Spaulding

Marketing Manager / International
952.896.8744