



Asset Guide

Logos:

Master Logo:



Copy:

Required Legal Line for ConAgra Materials:

©2010 ConAgra Foods Inc. All Rights Reserved.

Key selling points:

1. Swiss Miss is the only hot cocoa that is made with real milk.
2. Swiss Miss provides as much calcium as a glass of milk with a creamy chocolaty taste.

Fonts:

New Baskerville Bold

UNIVERS LIGHT ULTRA CONDENSED

UNIVERS ROMAN

For Legal Copy: Univers Ultra Condensed

Colors:

Primary Colors:

PMS 2757
(C100, M82, B30)

C85, M24

M27, Y81

Main Imagery:



Contact Information:

Steve Spaulding

Marketing Manager / International
952.896.8744