

PAM® Asset Guide

Logos:

Master PMS Logo:



Process Logo:



1-Color Logos:



Copy:

Required Legal Line for ConAgra Materials:

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Tagline:

PAM® helps you pull it off!

Key selling points:

1. PAM helps you pull off quick meals with ease whether you are cooking, grilling or baking. PAM brings you: Spray on convenience, easy clean up and foods that come out better
2. PAM is healthier than butter and oil with fewer calories and fat per spray.

Fonts:

Akzidenz Grotesk Roman

Akzidenz Grotesk Bold

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Black Jack

For Legal Copy: Univers Ultra Condensed

Colors:

Primary Colors:

Pam Red
(C29, M97 Y94)

Pam Yellow
(M24 Y94)

POS Examples:



Main Imagery:



Contact Information:

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