



2025

# Brand book



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# Our brand

# 01

**Good for  
everyone**





**Shared experiences are  
always the most fulfilling.**







**Enjoying our world  
together brings a sense  
of harmony and belonging,**







**and connects us to nature,  
the thing that nourishes  
and sustains us.**







**When you bite into a fresh, sweet  
TUTTI™ apple, you're also caring  
for our collective future.**





**This perfect balance between a good eating and an innovative future-focused apple, is what makes TUTTI™ a deliciously feel-good experience.**



**The first  
of its kind**





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**Naturally grown to thrive as our climate changes, TUTTI™ is the first apple variety from the Hot Climate Partnership.**

**Developed to work with nature, not against it – producing a superior quality fruit in warm and temperate climates.**



**HOT  
CLIMATE  
PARTNERSHIP**  
Sustaining apples & pears for tomorrow





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**Our passionate growers take a special pride in their TUTTI™ apples, using world-class growing methods to deliver a superior apple from the orchard to our customers.**





OUR BRAND – THE APPLE





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**TUTTI™ means 'everyone' or 'all together' in Italian. This name honours the collaboration for a better future, which sits at the heart of the Hot Climate Partnership.**



# TUTTI™ is good for everyone

Beautifully red, deliciously light and crisp with a rounded sweet, fresh flavour, TUTTI™ apples are loved for every bite, by everyone, in every moment.

**Good to eat**

**Good for the planet**

Naturally developed to thrive in our changing climate, TUTTI™ is the innovative future-focused apple that's leading the way in sustainable food production.

**Good for communities**

Grown in ideal locations across both hemispheres, our customers know when they eat a TUTTI™ apple they are also supporting their local communities.

TUTTI™ is...

# Uplifting

Positive, optimistic  
and confident.

---



# Inclusive

Open, respectful  
and down-to-earth.

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# Caring

Warm, generous  
and future focused.

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# TUTTI™ is...

## A good choice for a range of everyday people.

From parents with kids, to multi-generational families, couples, or other shared homes, TUTTI™ is a good everyday choice to fit the whole household, every time.

People want the reassurance that fruit is going to be good for them, their family and the planet. They're looking for a great all-round apple. They want simple and convenient natural goodness that appeals to everyone.



## The occasion

Cut in the fridge for everyone to eat, any time, family sharing or a pre-prepared snack for every day eating.

The go-to apple in the fruit bowl, that's always available and enjoyed.

The household staple - ready to enjoy any time.

## Our idea

# Share the good

### What we deliver

The perfect balance between delicious eating and care for our collective future.

### Our customers

A good choice for a range of everyday people.

From parents with kids, to multi-generational families, couples, or other shared homes – TUTTI™ is a good everyday choice to fit the whole household, every time.

People want the reassurance that fruit is going to be good for them, their family and the planet. They're looking for a great all-round apple. They want simple and convenient natural goodness that appeals to everyone.

### What our customers get

To share the good with everyone.

### Our pillars

#### Good to eat:

Beautifully red, deliciously light and crisp with a rounded sweet, fresh flavour, TUTTI™ apples are loved for every bite, by everyone, in every moment.

#### Good for communities

Locally grown and sold, enabling people to support their communities.

#### Good for the planet

Grown using innovative, sustainable approaches and naturally developed to thrive in our changing climates.

### How this makes them feel

Uplifted by the delicious positives.

### Our brand truth

TUTTI™ is deliciously feel good experience for everyone

### Our personality

## Uplifting. Inclusive. Caring.

# Our identity

# 022



## Our identity delivers a feeling of warmth, connection and enjoyment everyone can be part of.

The bold simplicity of our colours, the splash and the logo shape create a strong, impactful brand that is unique and memorable. These guidelines are here to help ensure we have a consistent and recognisable identity, while giving the ability to be flexible, stay fresh and engage our customers.





**At the centre of our identity are the core elements. Used with care and respect, these assets ensure recognition and consistency. These are...**

**Our logo**

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**Our colours**

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**Our typeface**



**Red & Green**  
**Nexa**



## Our logo

The TUTTI™ logo is one of our most valuable assets. It's the most visible element of our identity and differentiates us from our competitors across all communications. Used consistently, it is the single most tangible asset we have in communicating with our customers.

The logo is made up of four elements, which when combined, are very strong and give a positive, optimistic feeling. These elements always appear in this fixed relationship.

### 1. Droplet

This distinctive shape, reminiscent of a heart, is unique and brings warmth.

### 2. Wordmark

The simple, warm and rounded font with separated letters is approachable and connected. Placed at the top to increase impact and readability.

### 3. Splash

The light hearted splash brings an element of refreshing fun, both playful and enjoyable. It also talks to the juiciness of the apple.

### 4. Tagline

Bringing connection to the eating experience





# Logo usage

It is preferable to represent the TUTTI™ logo against a red background wherever possible. This helps strengthen the recognition and connects with the apple itself and the eating experience.



The logo can be used on other backgrounds and images if required.

## Clear space and minimum size

Clear space and minimum size is important to keep the logo from being cluttered by other elements or being reproduced too small. Adhering to this protects its clarity and integrity.

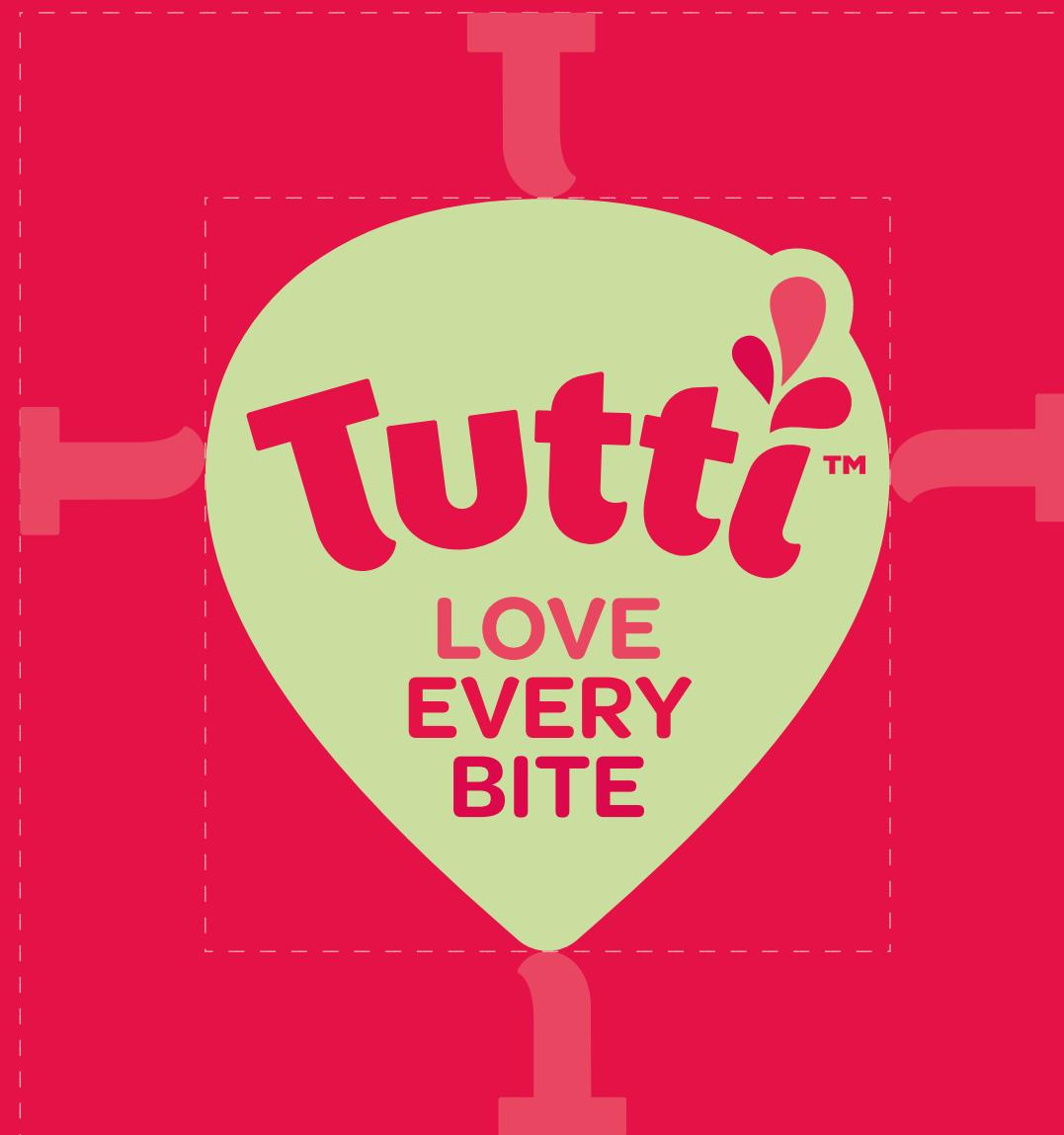
### Minimum clear space

The box around the logo represents the minimum clear space which should be maintained to ensure that it is not crowded by other images, typography or graphic elements.

The minimum distance from any part of the logo to the box is equal to the height of the 'T' in the TUTTI™ logo.

### Minimum size

The minimum size that the logo should appear is 20mm measured across the width of the logo.



20mm



## Protecting our logo

Presenting our logo consistently and correctly is important to build recognition. Any departures from or changes to the logo will damage the brand.

Shown left are some examples of incorrect usage of the logo.



**DO NOT** remove the holding shape or place the logo on a green background.



**DO NOT** remove any of the elements of the Logo.



**DO NOT** distort the logo.



**DO NOT** change the typeface.



**DO NOT** place the logo on colours which make it hard to see.



**DO NOT** change the colours of the logo.



# Colours

The TUTTI™ colours have been chosen to create visual impact. The simple TUTTI™ Red and Green colour combination delivers a sweet, fresh and delicious feel.

The Green on Red has a strong association with the eating experience and should be used in communications.

The support colours appear in the Splash and Tagline, and can be used to bring depth and variety to communications.

## Core colours

### TUTTI™ Green

Pantone: 578c  
CMYK: 27 0 48 0  
RGB: 202 222 160  
HEX: CADEA0

### TUTTI™ Red

Pantone: 192c  
CMYK: 0 98 60 0  
RGB: 229 17 71  
HEX: E51147

## Support colours

### TUTTI™ Pink

Pantone: 710c  
CMYK: 0 84 46 0  
RGB: 233 70 98  
HEX: E94662

### TUTTI™ Dark Red

Pantone: 1935c  
CMYK: 7 100 55 0  
RGB: 219 8 76  
HEX: DB084C





## Typefaces

Nexa has been chosen for its clarity, legibility and approachability.

This set of typefaces should be used across all communications for TUTTI™ to build consistency and recognition.

AaBb

Nexa Regular

Nexa Extra Bold

Nexa Black



**Building on the core, our support elements have more flexibility to adapt to different audiences, local markets and messages. These are...**

**Our splash**



**Our imagery**



**Our voice**

**Share  
the good**





# Splash

The TUTTI™ Splash can be used to bring life to communications. The Splash plays a strong role in delivering an element of fun, and used well it can bring life playfulness to our communications.

The Splash can be use either cropped or full, and either in full colour on TUTTI™ Green or in TUTTI™ Pink on TUTTI™ Red. It can also be used to contain images.





## Approved imagery

When showing our hero product imagery, always use the approved photography in our asset pack. This is the only hero imagery of the TUTTI™ apple that can be used. If unsure, seek approval before publication.





# Imagery

Photography plays an important role in building connection to our customers and helps tell our story. Images of fruit growing helps to tell our natural, climate change resilient story. While images of ready to eat apples, people enjoying our apples and lifestyle images of people enjoying life, connect with the eating experience and our positive attitude to life.

There is flexibility to use images that are right for different audiences in different regions. There are a few things to consider when choosing a the right image to help tell the TUTTI™ story.

## Apples growing

It's best here to show real TUTTI™ apples growing in nature. If you don't have any high-quality images from orchards in your own area, use the ones in our assets pack.

It is important to only show images of TUTTI™ apples with high colour - not bi-colour. If you do use your own images, please seek approval before publication.

## Apples and eating

Sharing is a core value for TUTTI™, so when showing images of the apple, ready to eat, ensure there is more than one, or it is presented in a way that is ready to share, like cut up.

If the image is of someone biting into an apple, make sure there is someone else in the image too, like a family member or friend.

## Enjoying life

Images of people outside, enjoying life brings a sense of positive connection. In these images, having multiple people is key, either families together or friends having fun - it's all about togetherness.





## Voice

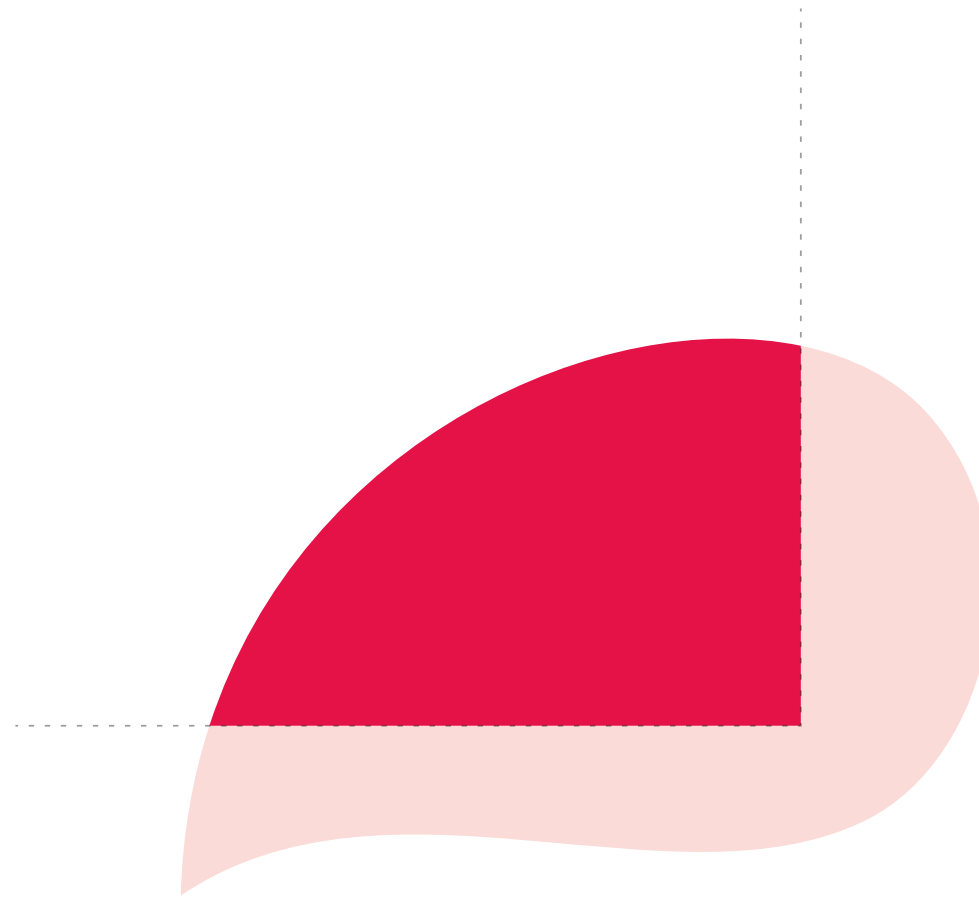
Our voice – how we speak and what we say – should give our customers a sense of positive engagement. Whether that’s connecting to the eating experience or our unique sustainably story, our messages should deliver our story appropriately and always be good for everyone.

**Share the good**  
**Positively delicious**  
**Feel-good fruit**

## Panel

The TUTTI™ Panel can be used to house the logo in communications to make the logo stand out when using green or images that the logo doesn't contrast with, and as an alternative to the TUTTI™ Splash or a full red background.

The TUTTI™ Panel is always used cropped and in TUTTI™ Red.





## Love every bite

The Love Every Bite lock up can be used on fruit cartons or packaging to create a link to the fruit sticker.

It should not be used in advertising or communications outside of the store or point of sale. In this instance, this only place it appear is within the logo lockup.



# Building our communications

# 03



## OUR COMMUNICATIONS

**Bringing all of our assets together can create powerful messages.**

Ensuring we use the right elements in the right way will create consistency, strengthen our story and build recognition.

---

**Positively  
delicious**





## Message hierarchy

Our identity has the flexibility to communicate the appropriate message to our different audiences throughout the world. Using a strong hierarchy ensures we deliver the right message at the right stage.

### Headline and copy

Headlines should be benefit led, delivering either an overarching brand message eg, good for everyone, share the good, or specific messages about one of our pillars (see page 15).

The copy should support the headline and connect the customer to the apple or the eating experience.

### Imagery

Imagery is flexible and can be anything from the approved TUTTI™ product photography located in the licensee portal, or apple imagery in nature, or people enjoying apples, or people enjoying time together.

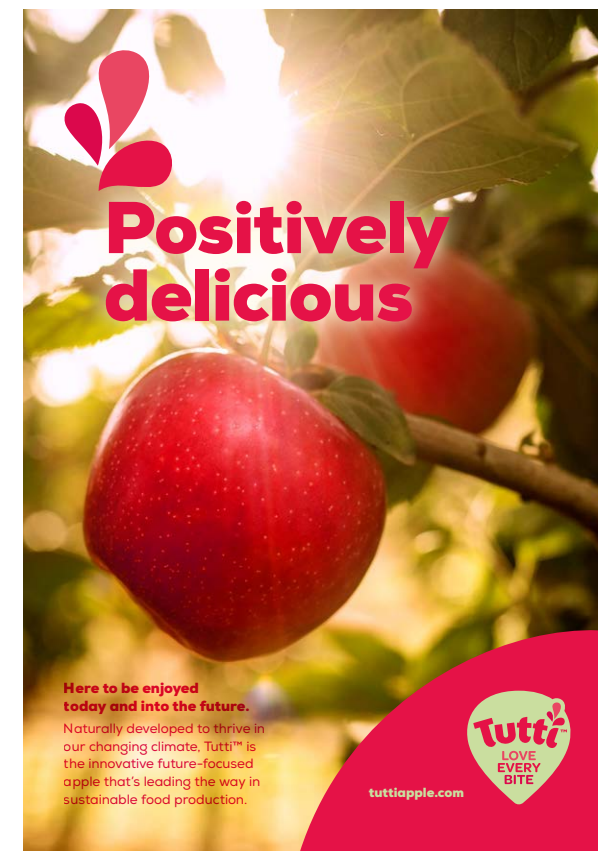
NOTE: If there is no apple in the main imagery, the TUTTI™ apple needs to appear in the communication to connect the customer to the product.

### Logo and signoff

All communications should sign off with either the logo or the apple with the logo on it.



Brand message with pillars, splash and TUTTI™ apple image.



Pillar message with copy, apple in nature image and logo signoff.



Brand message with copy, people enjoying life together image and TUTTI™ apple signoff.



**Bringing the  
brand to life**

**04**

## Fruit stickers

The sticker is a key asset - one that everyone who eats our apples will see. The sticker delivers the logo in its simplest and most natural way.





## Fruit cartons

Cartons are an opportunity to deliver the full brand look with simplicity and impact to create strong recognition.



# Point of sale

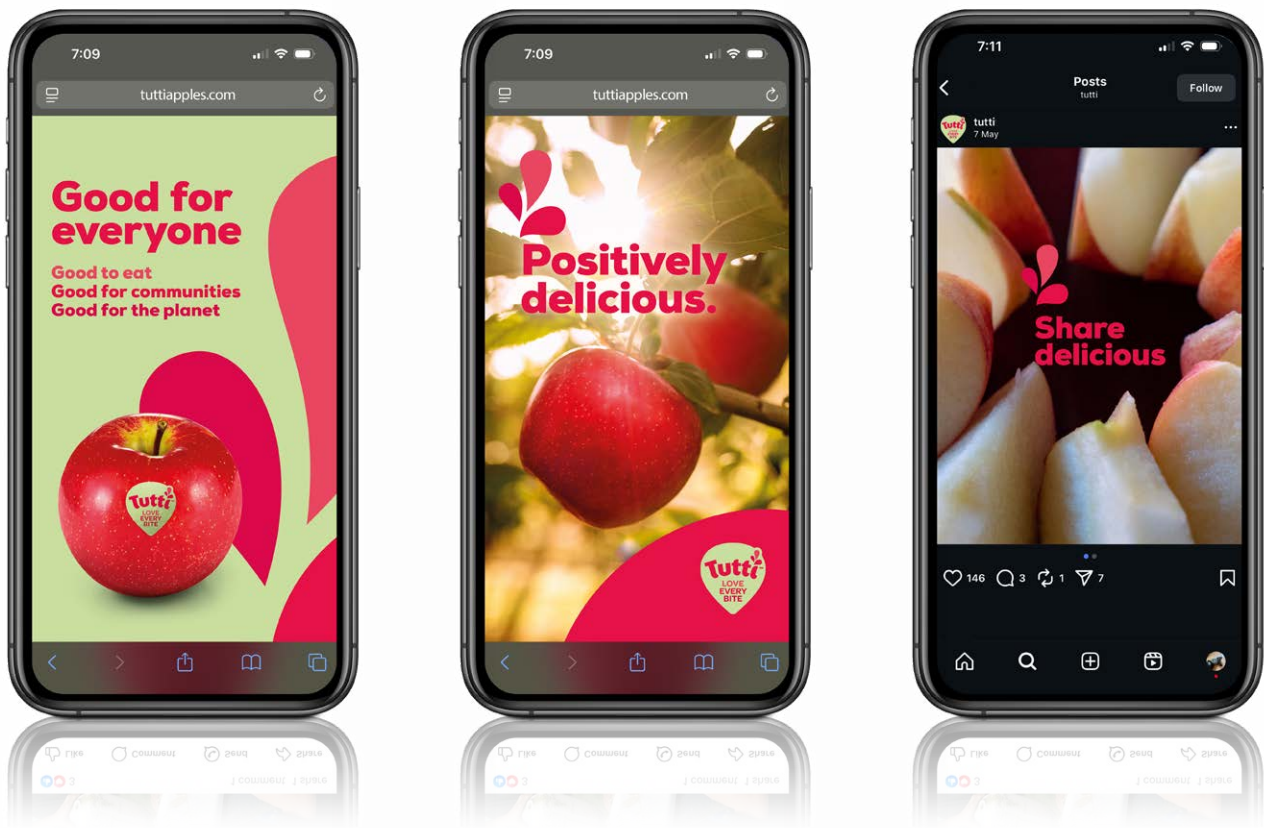
This is where we can deliver more emotive messages and begin to tell our story and connect with our customers.





# Advertising

Advertisements are where all brand assets come together to deliver strong communications and tell our story.



# Consistency and legal

# 05



## Balancing global consistency with local relevance

TUTTI™ is a global brand with one shared story, told in many voices. Our brand should always feel unmistakably us while allowing room to adapt for local audiences and contexts. This balance between global consistency and local expression ensures our brand remains both recognisable and meaningful wherever it appears.

### The principle

Use the approved brand system as your foundation - always working within the guidelines.

Execute thoughtfully, in line with local culture, language, and customer insight without changing the brand's core identity.

### Approval process

**To protect and strengthen the brand across markets central approval is required for all new campaigns, hero visuals, packaging and point-of-sale materials.**

Local discretion applies for activity that simply resizes, translates, or reuses already approved assets within the system.

Engage early with the central brand team during concept development to ensure smooth, efficient sign-off. We are here to support and enable you to succeed with the TUTTI™ brand.

Good for  
everyone

Bueno para  
todos

Gut für alle

## Mandatories and legal requirements

### Brand reference

To protect the brand trademark, TUTTI™ must always be presented in upper case, with the TM notation.

If using in press releases or other communications such as social media, we should refer to 'TUTTI™ apples'.

### Examples of use:

The first of our beautiful TUTTI™ apples were harvested this week...

TUTTI™ apples enjoyed by our...

Share a TUTTI™ apple today...

### Varietal Statement

For all retail packaging, the varietal statement must be present as:

*'HOT84A1' (TUTTI™) apples.*

### Trademark statement

When the TUTTI™ logo is used (either in packaging, communications or point of sale) it must be accompanied by the trademark statement:

*TUTTI™ is a trademark of VentureFruit™ Global Limited.*

### Variety reference

The TUTTI™ apples brand and the variety 'HOT84A1', are not synonymous. Only fruit that meets the given grade standards can be branded as TUTTI™ apples.

So be careful to use the appropriate reference when referring to the branded fruit versus the variety.

When referring to the variety, we must always use single quotation marks (this is important for IP protection).

E.g. 'HOT84A1'

**Share a TUTTI™ apple today...**



**Share a Tutti™ apple today...**



# Assets

06

ASSETS



TUTTI™ Logo

TUTTI™ Logo CMYK  
(eps, jpg, pdf, svg)

TUTTI™ Logo RGB.eps  
(eps, jpg, pdf, svg, pdf)

TUTTI™ Logo SPOT.eps  
(eps, svg)



TUTTI™ Splash

TUTTI™ Splash CMYK  
(eps, svg)

TUTTI™ Splash RGB  
(eps, png, svg)

TUTTI™ Splash SPOT  
(eps, svg)



TUTTI™ Splash  
reversed

TUTTI™ Splash Rev CMYK  
(eps, svg)

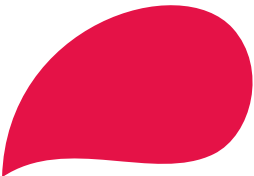
TUTTI™ Splash Rev RGB  
(eps, png, svg)

TUTTI™ Splash Rev SPOT  
(eps, svg)



TUTTI™ Apple

TUTTI™Apple  
(jpg, png, psd)



TUTTI™ Panel

TUTTI™ Panel CMYK  
(eps, svg)

TUTTI™ Panel RGB.eps  
(eps, png, svg)

TUTTI™ Panel SPOT  
(eps, svg)



Love Every Bite

Love Every Bite CMYK.eps  
(eps, svg)

Love Every Bite RGB  
(eps, png, svg)

Love Every Bite SPOT  
(eps, svg)



TUTTI™ Images

TUTTI™ Orchard 01



TUTTI™ Orchard 02



TUTTI™ Orchard 03



