



Fruit-tella[®]

FULL OF FRUITY JOY

Brand Guide 2023

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Welcome to the Fruit-tella brand guide!

Our sweets are bursting with flavour and delightfully delicious, made with real fruit juice and natural flavours and colourings. We believe that sharing Fruit-tella sweets is an experience that should be joyful and fun, and this is reflected in our brand personality. In this guide,

we will outline our brand's visual and verbal identity, including our brand colours, typography, messaging and imagery.

This guide has been created to establish a consistent and distinctive look and feel for the Fruit-tella brand across all touch points, from digital and out of home advertising to social media and website

design. Our aim is to introduce fun fruit characters, a new dynamic look, and a brand personality that truly reflects our strap line

'Full of fruity joy'.

Our hope is that this guide will empower you to create consistent and engaging communications that capture the essence of Fruit-tella.

Brand Manifesto:

Fruit-tella may be little in size but is big on taste!

Perfect as a playtime snack or passed around when watching a movie at home, our fantastically fruity sweets make you feel good about sharing with your kids (just don't forget to keep some for yourself...)!

Bursting with flavour and delightfully delicious, our sweets are made with real fruit juice and natural flavours and colourings.

Brand DNA

- Support and inspire parents
- Promote together time and elicit joy
- Deliver deliciously fruity and sweet experiences
- Offer the highest quality, natural ingredients



LET'S GET FRUITY!



fruitella



BRAND ASSETS

Brand marque with strap line

Fruit-tellia[®]
FULL OF FRUITY JOY

For campaign and marketing purposes
we lock-up our core brand marque with
our 'Full of fruity joy' strap line.

The colour of our end line can be white, red or pink. The brand marque should never be the same colour as the end line to establish a hierarchy between the two.

Our preference is that the brand marque be placed on colour. These preferences are outlined on **page 13** of this guide. Further instruction around the use of the patterned backgrounds is supplied in the graphic assets section which begins on **page 18**.

Fruit-tella®

FULL OF FRUITY JOY

Fruit-tella®

FULL OF FRUITY JOY

Fruit-tella®

FULL OF FRUITY JOY

Fruit-tella®

FULL OF FRUITY JOY

We can be flexible where we position our brand marque but it always needs to be prominent and have impact.



Central Position

- Centrally at the head, middle or foot.



Left or Right Position

- At the foot of the layout.



* MARQUES ON THIS PAGE ILLUSTRATE POSITION.
FOR SIZE GUIDELINES SEE PAGE 11.

A simple visual reference for our exclusion zone is to double up our leaf motif. The height of the combined leaves gives you the minimum space we require around our logo.



Across print and digital there becomes a point where our brand marque becomes less distinct and the strap line eligible. Please follow these minimum widths for print digital applications.

Print minimum size

Fruit-tella

FULL OF FRUITY JOY

40mm

Digital minimum size

Fruit-tella

FULL OF FRUITY JOY

100px

When a format requires the brand marque to be placed below the minimum size for the strap line lock-up, it is permissible to remove the strap and follow the core marque minimum size.

Fruit-tella®

20mm

NOTE: When placing the logo at smaller sizes without the strapline, please apply the logo variant with the enhanced copyright mark. This can be found in the assets folder.

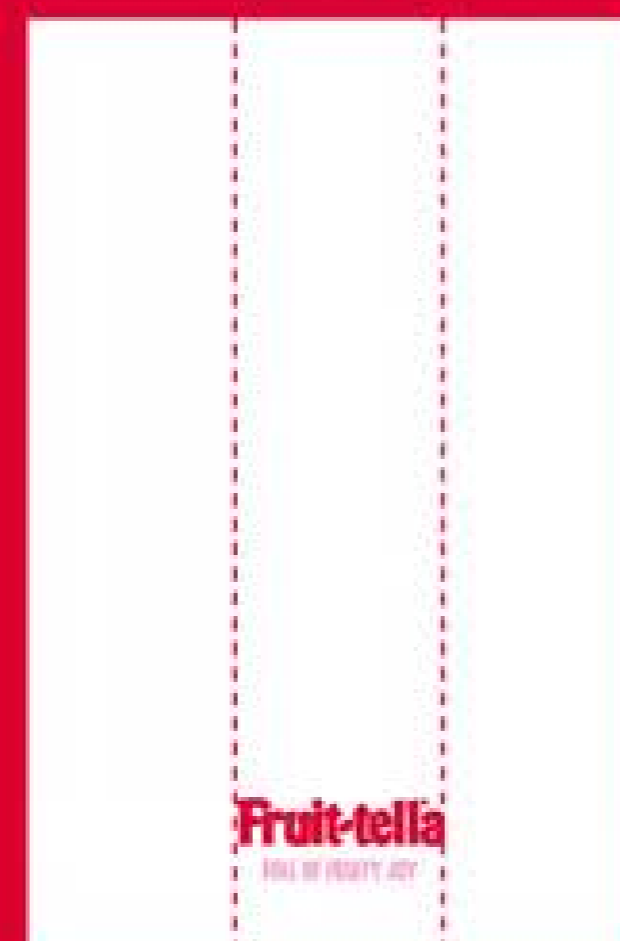
Fruit-tella®

50px

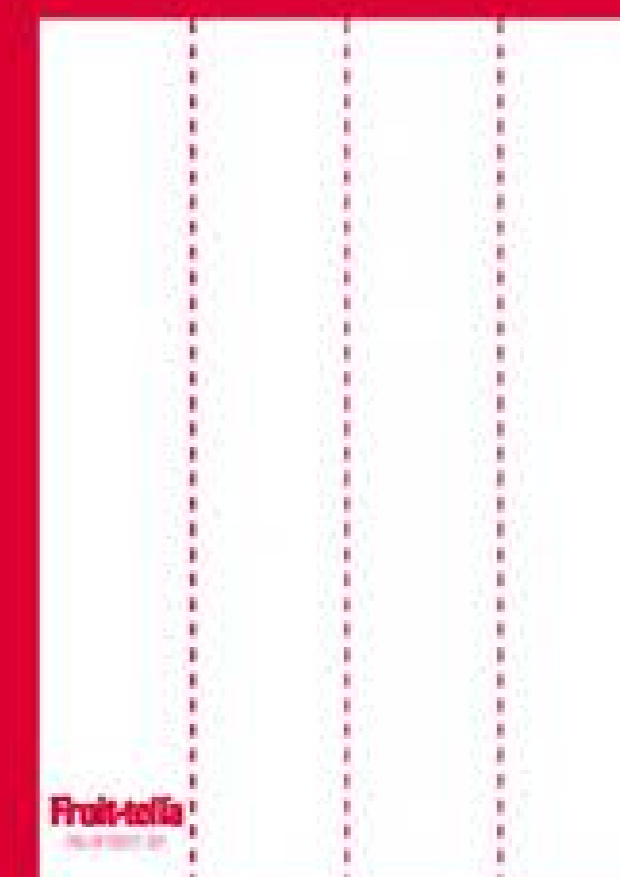
48 sheet



6 sheet



A4



When applying our brand marque to large out of home formats and editorial please use this visual guide for minimum size application.

1/7th of a 48 sheet, 1/3rd of a 6 sheet and 1/4th of A4.

Please don't...

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Change the colour

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Add an outline or revert to former versions of the marque

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Change the angle of the marque

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Skew the brand marque

~~Fruit-tella~~

~~FULL OF JUICY GOODNESS~~

Change the strap line

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Re-size any part of the marque

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Change any part of the marque

~~Fruit-tella~~

~~FULL OF FRUITY JOY~~

Add effects to the marque



Apply the marque to a busy background

Primary Palette

This is our core brand colour palette. Our white out brand marque works well with all of these colours whereas the red version is mostly suited to Leaf Green, Sweet Pink and Tropical Orange.

Berry Red

RGB 219/0/50
DB0032
CMYK 5/100/76/0
PMS 199c

Fruit-tella

Leaf Green

RGB 128/188/0
80BC00
CMYK 57/0/100/0
PMS 368c

Fruit-tella Fruit-tella

Sweet Pink

RGB 252/166/206
F1CACE
CMYK 0/48/0/0
PMS 216c

Fruit-tella Fruit-tella

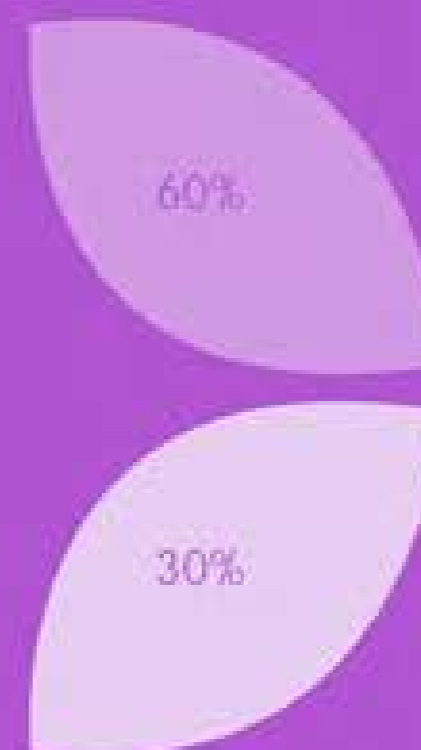
Secondary palette

With such fruity secondary colours, it could be tempting to use them all over. They should be supportive rather than leading.

Berry Purple

RGB 175/83/209
AF53D1
CMYK 54/72/0/0
PMS 2081c

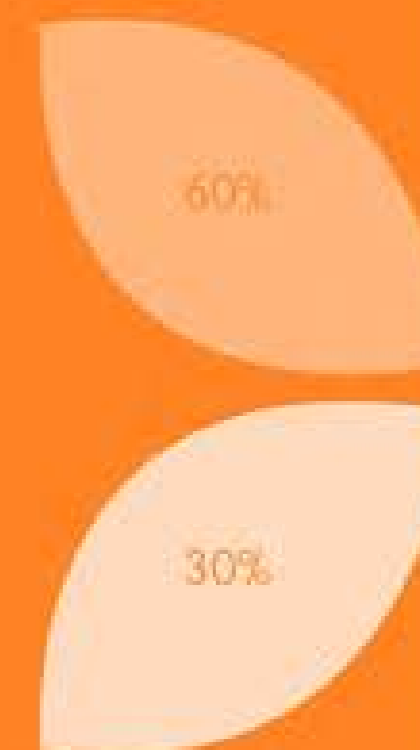
Fruit-tella



Tropical Orange

RGB 255/129/35
FF8123
CMYK 0/59/87/0
PMS 6018c

Fruit-tella Fruit-tella



Sunset Yellow

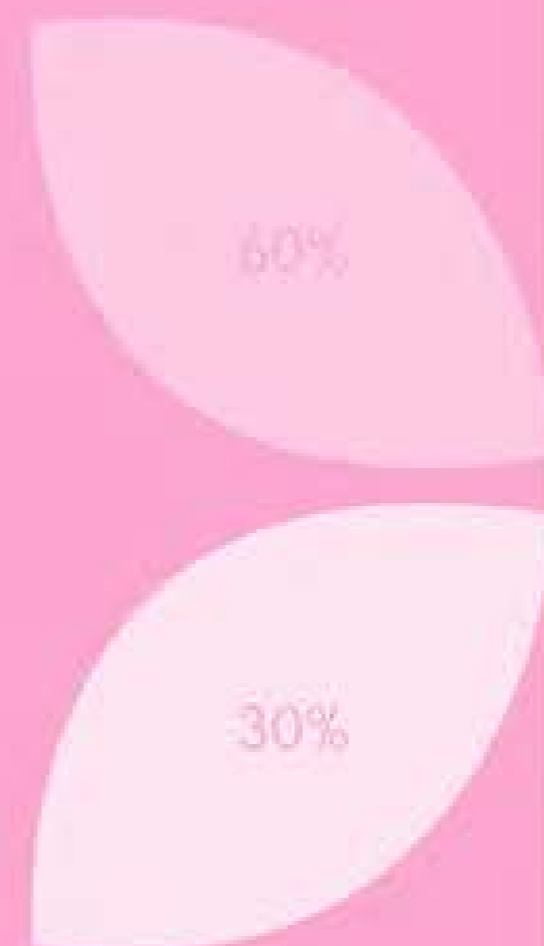
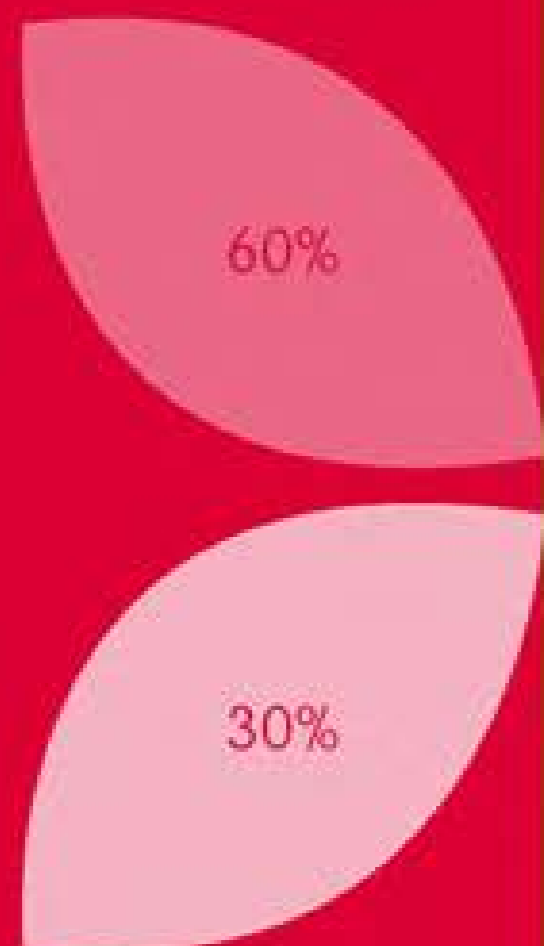
RGB 248/181/36
FBE524
CMYK 0/33/90/0
PMS 1233c

Fruit-tella Fruit-tella



Tints

We can also make use of tints within our palette. This may become useful when creating tone on tone patterns specifically. Our tints range from 60% down to 30%.



Our Sugarpunch font is a little bit like a strawberry and vanilla smoothie: tasty, creamy and delicious! With its round edges, you get a smooth look. Perfect for anything that needs a kid-friendly look that's legible even at small sizes.

This typeface is all upper-case and we use it to add some juicy punch to our headlines and offer messaging.

Primary

SUGARPUNCH REGULAR

Available from: <https://www.myfonts.com/collections/sugarpunch-font-pizzadudedk>

The VAG rounded family of typefaces are what we use for our secondary messaging. Nice and rounded like a Fruit-tella smile.

Secondary

VAG Rounded Thin
VAG Rounded Light
VAG Rounded Book
VAG Rounded Medium
VAG Rounded Bold

<https://www.myfonts.com/collections/vag-rounded-font-linotype>

Size, scale, and placement all play a factor in how type is understood. There is no exact rule here, but always be sure there is a noticeable difference between type sizes. For example, don't set body copy at 18pt and a headline at 20pt.

THIS IS A GUIDE TO COPY SCALE

x10

Headlines and sub-headlines should have an obvious contrast of scale to each other

x3

By following this guide the order of information will be clear to the reader. This helps the important lines to stand out and draw the reader into the body of information contained in the smaller copy lines.

x1

The core messaging is driven by our fruity hosts. They're a cheeky bunch of fruit with a raft of personalities and tongues firmly in their cheeks.



Expect word play, cheeky and fruit related puns.

While the messaging is about engaging and having fun along with establishing the personality of the campaign; at it's centre is the product. Therefore word play is centred around some key attributes...

Fruitiness, chewiness, flavour and fun.

NOTE: To maintain brand/campaign consistency, our messaging is applicable to both consumer and trade communications.

General messaging

LET'S GET FRUITY!
SWEET AS!
CHEWS ME/US!
EAT ME
CHEW ON THIS
BITE ME
PICK AND CHEWS
GET FRUITTY, BABY!
GET YOUR FRUIT ON!

For promotional offers

A JUICY DEAL
SWEET DEAL
A BUNDLE OF JOY
WE'VE SWEETENED THE DEAL!
A DELICIOUS OFFER
A JUICY PICK-ME-UP!

For 2 for the price of one offers

A DOUBLE TAKE

On consumer facing communications word play headlines must be supported by one of our bunch of fruit. They are the source of the cheeky lines and each of their personalities are a contributing factor to the humour.

A typical layout would follow this hierarchy below. When space doesn't allow for this hierarchy, other variations are outlined in the guidelines.

On trade communications our preference is the character aspect be present. However if space is very tight they can be dropped as required.

Hierarchy with Character Word Play

Headline

SWEETS AS!

Character, Product and flash.



Secondary Copy

Pa abor apereperibus num et dolupti
ut esequatus sequis qui omnienda
dolupta quosant qui dellescia as
rempor abo.

Lock-up/sign off

Fruit-tella
FULL OF FRUITY JOY

When the characters are not in use the 'Full of fruity joy' lock-up moves to the top of the layout and the headline moves below the product.

Hierarchy without Characters

Logo Lock-up

Fruit-tella
FULL OF FRUITY JOY

Product and flash.



Headline

HEADLINE

Secondary Copy

Pa abor apereperibus num et dolupti
ut esequatus sequis qui omnienda
dolupta quosant qui dellescia as
rempor abo.

GRAPHIC ASSETS

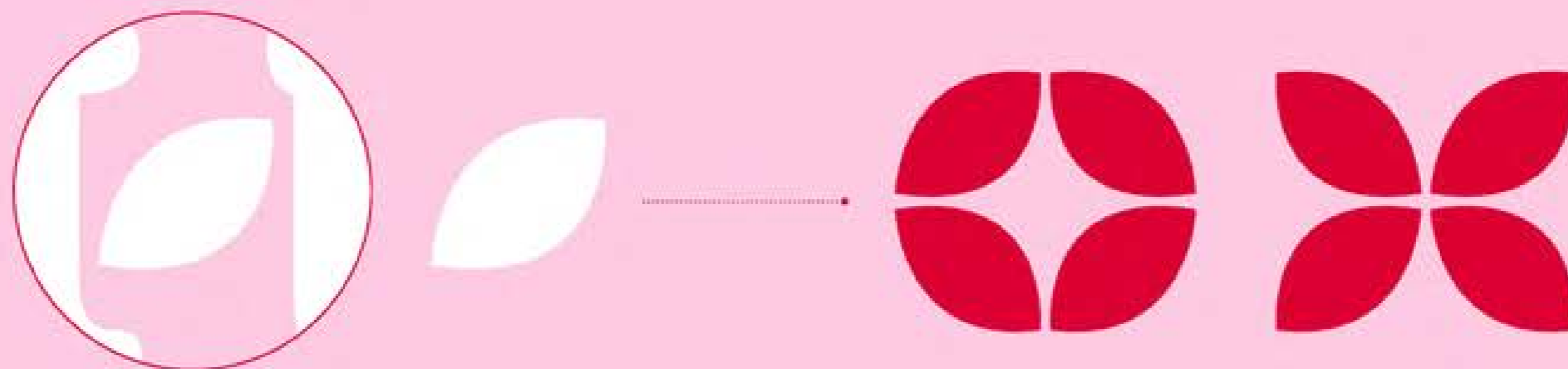


We use the leaf hyphen in the word marque to build a visual Language for Fruit-tella. We call this version 'Chewy' and it takes the leaf shape directly from the brand marque.

A pattern with an expression of a chewy and quirky feel. The leaf can either be seen as petals in an outward direction like a flavour burst or inwards as a chewy sweet.

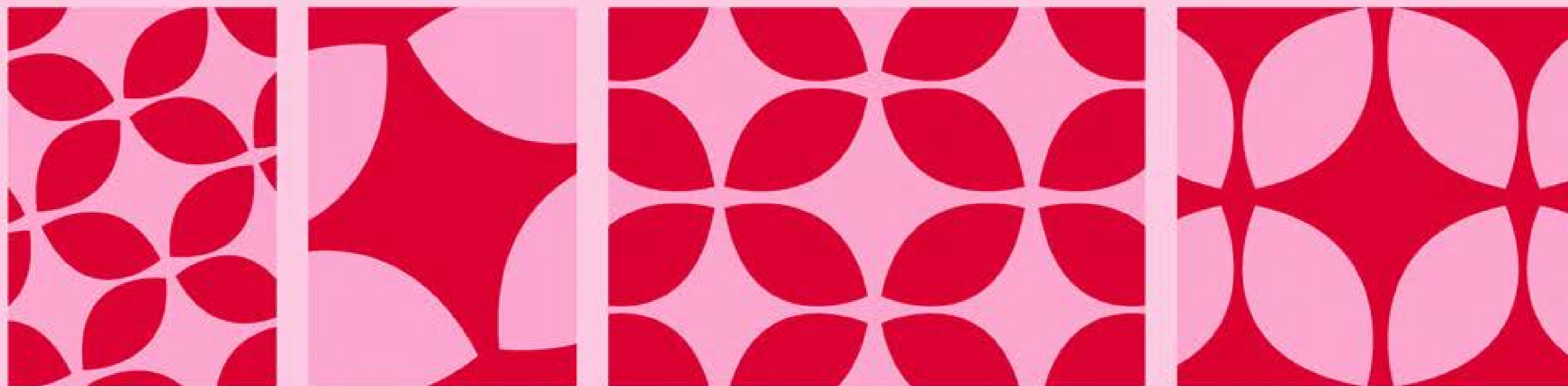
Fruit-tella®

Patterns: Fruit-tella Pattern Sheets



Rotated

This pattern can appear at any angle we see fit for the relevant composition we are designing for.



Inspired by the leaf in the hyphen but adjusted from band marque to have equal sides to slot into a perfect circle. We use this for generic brand building and wow-factor effect.

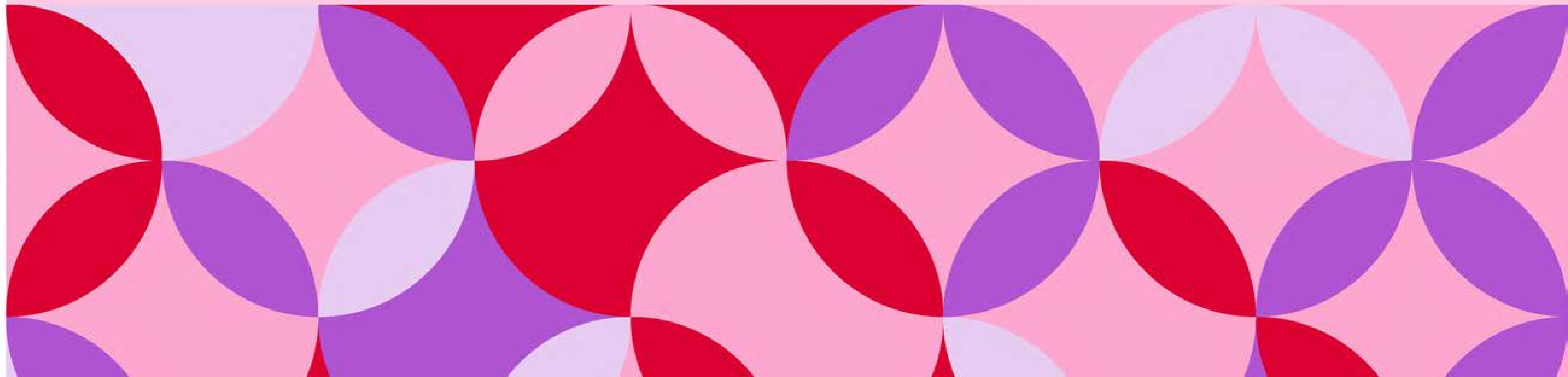
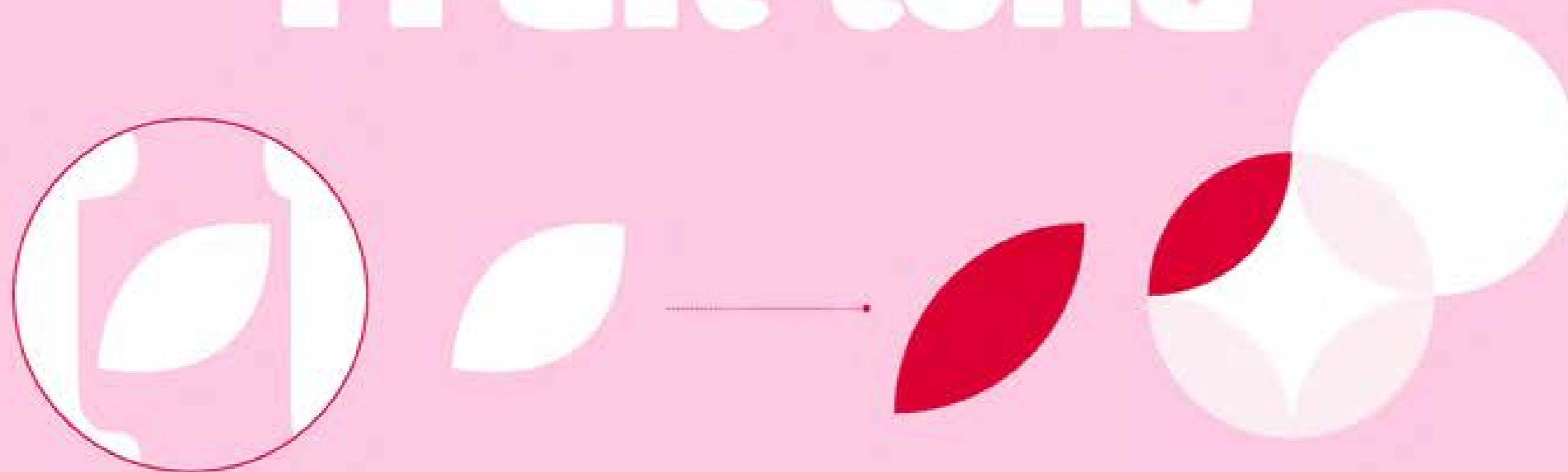
Fruit-tella®

Colour combinations

There is flexibility in how we apply colour to each shape as we see fit.

No rotation

This pattern never appears at a rotated angle



The circle is already established as a brand shape for Fruit-tella in our on-pack brand marque.

We want to use this to help us create coherent layouts with interesting compositions. It works well when we want to hero our product or a particular message. It is a holding device providing a good backdrop for other assets.

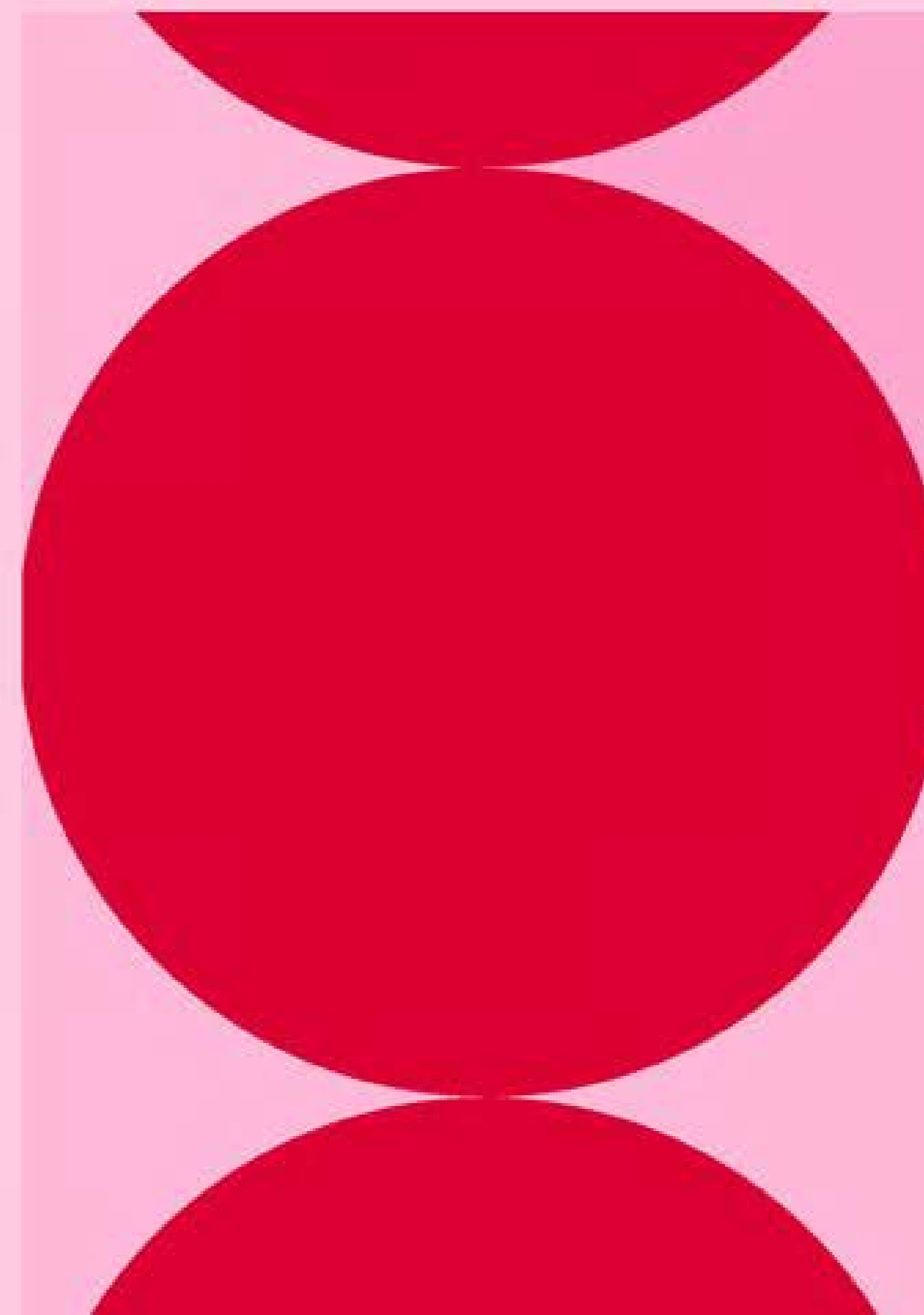
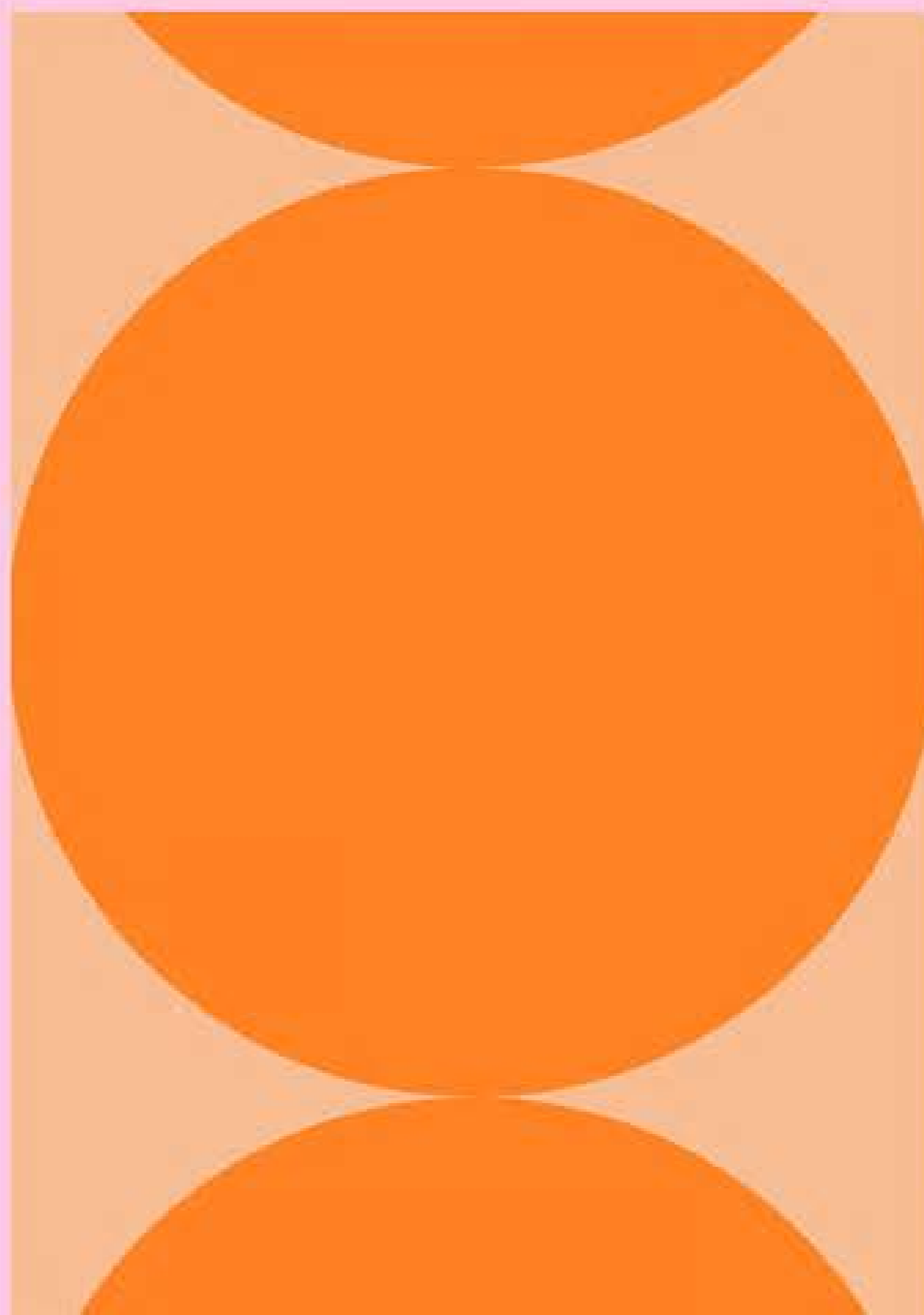
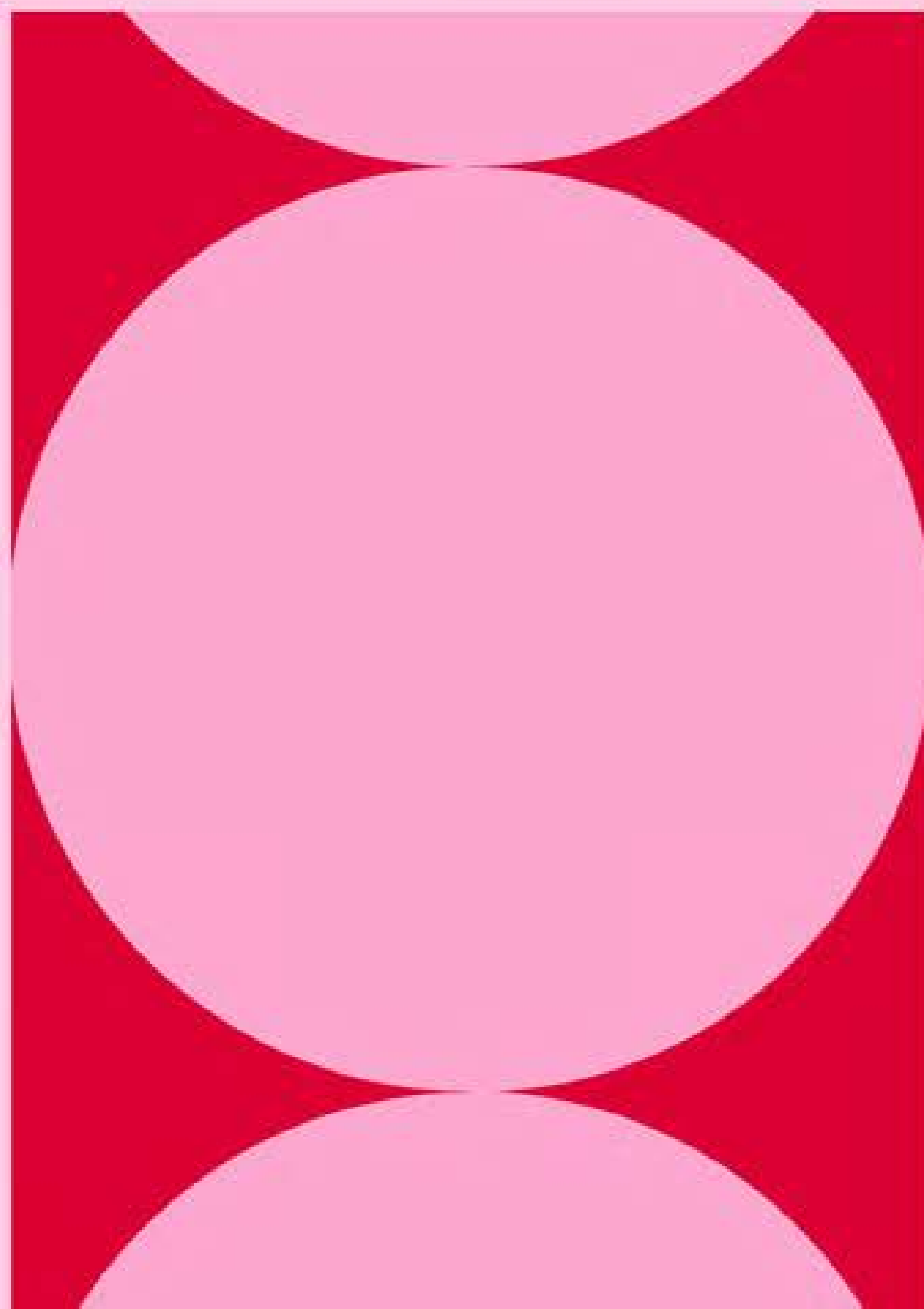
Flavour-led

We can also use tone-on-tone colours for when we feature one flavour only.

Backgrounds

The intention of the pattern is to be used as a background for pack or comms, it shouldn't be the focus of the media collateral.

Patterns: Fruit-tella Pattern Sheets



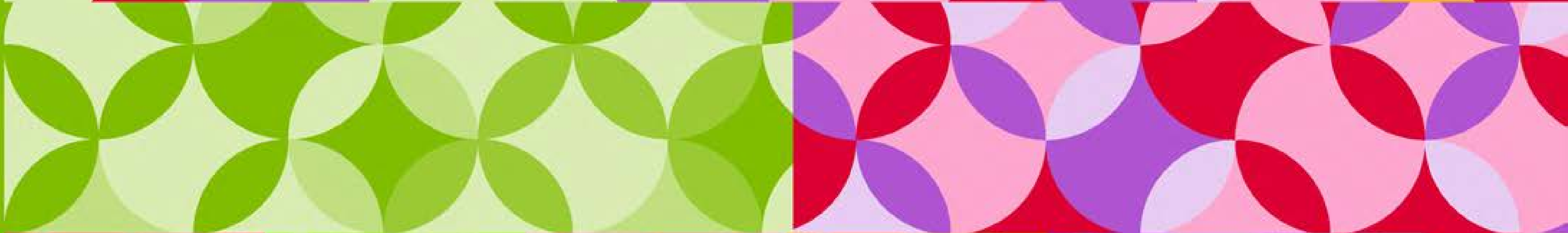
Brand Pattern

This pattern uses all the brand colours and must not be used with product placement or our fruity characters.



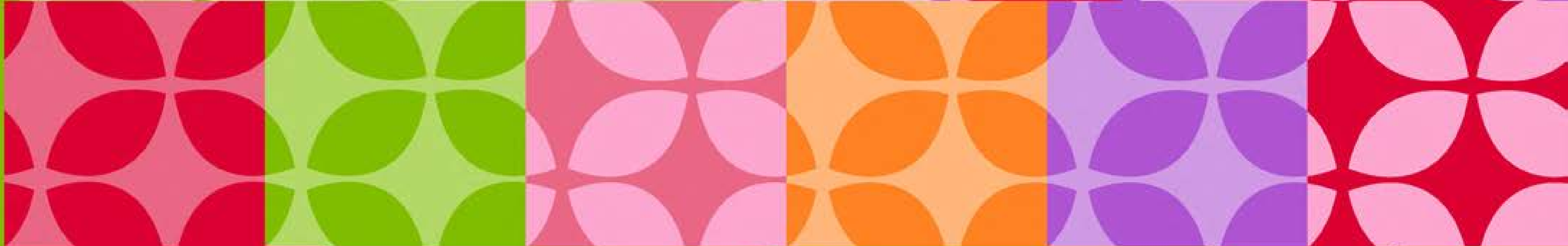
Reduced Colour Patterns

These may be used as part of marketing assets.



Chewy Patterns

These may be used as part of marketing assets, background texture to products and POS.



Circle and Leaf Patterns

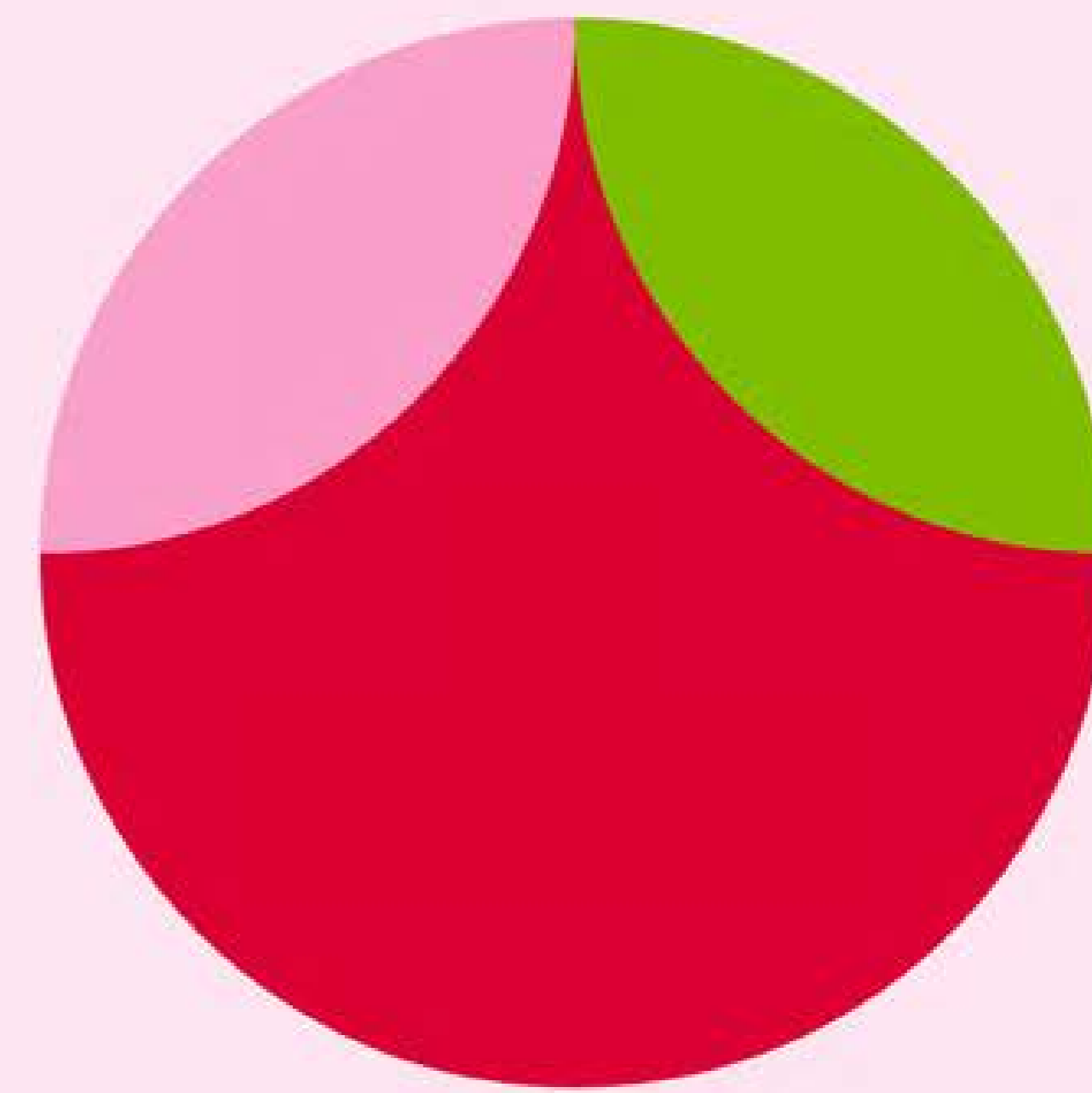
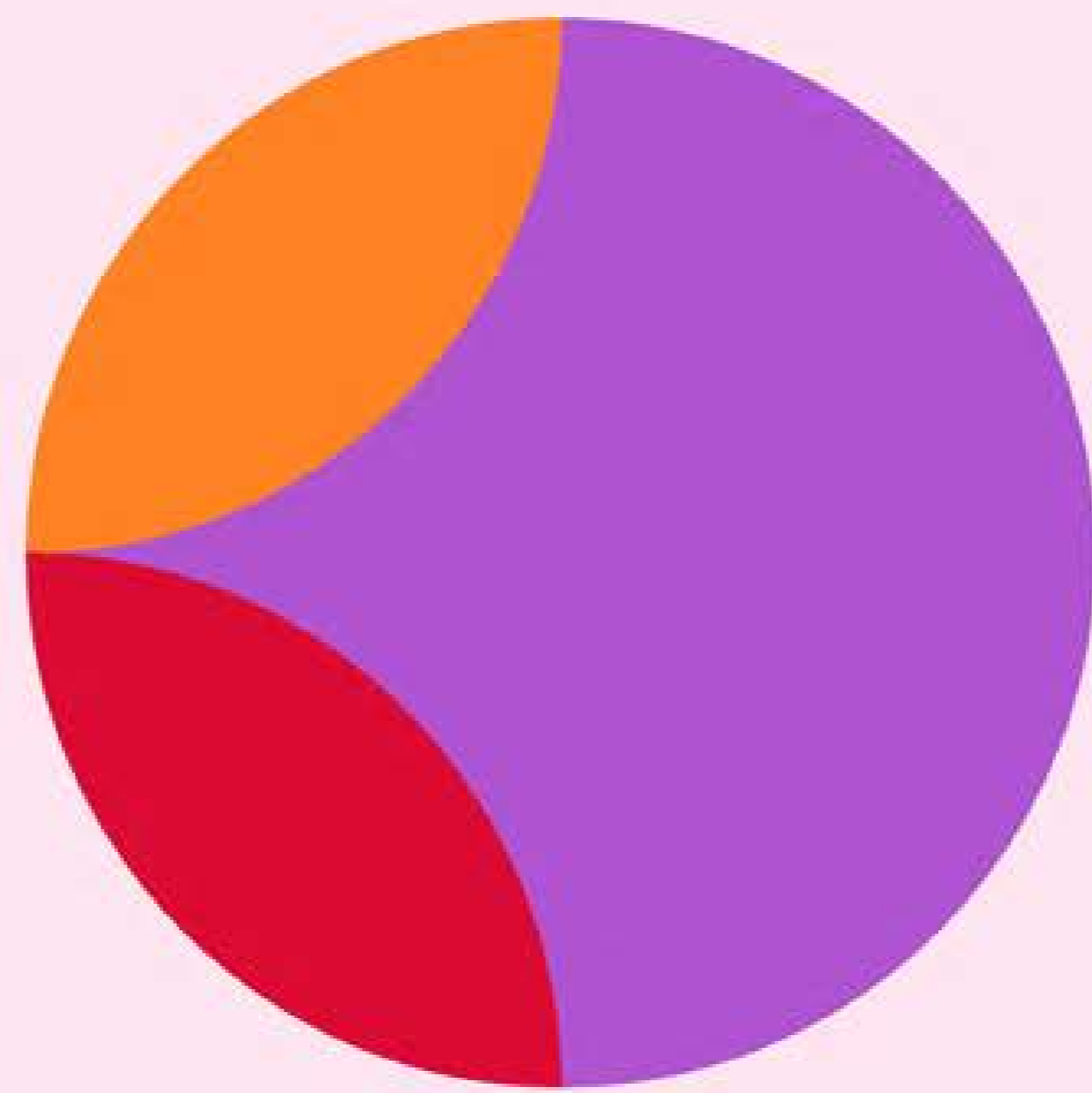
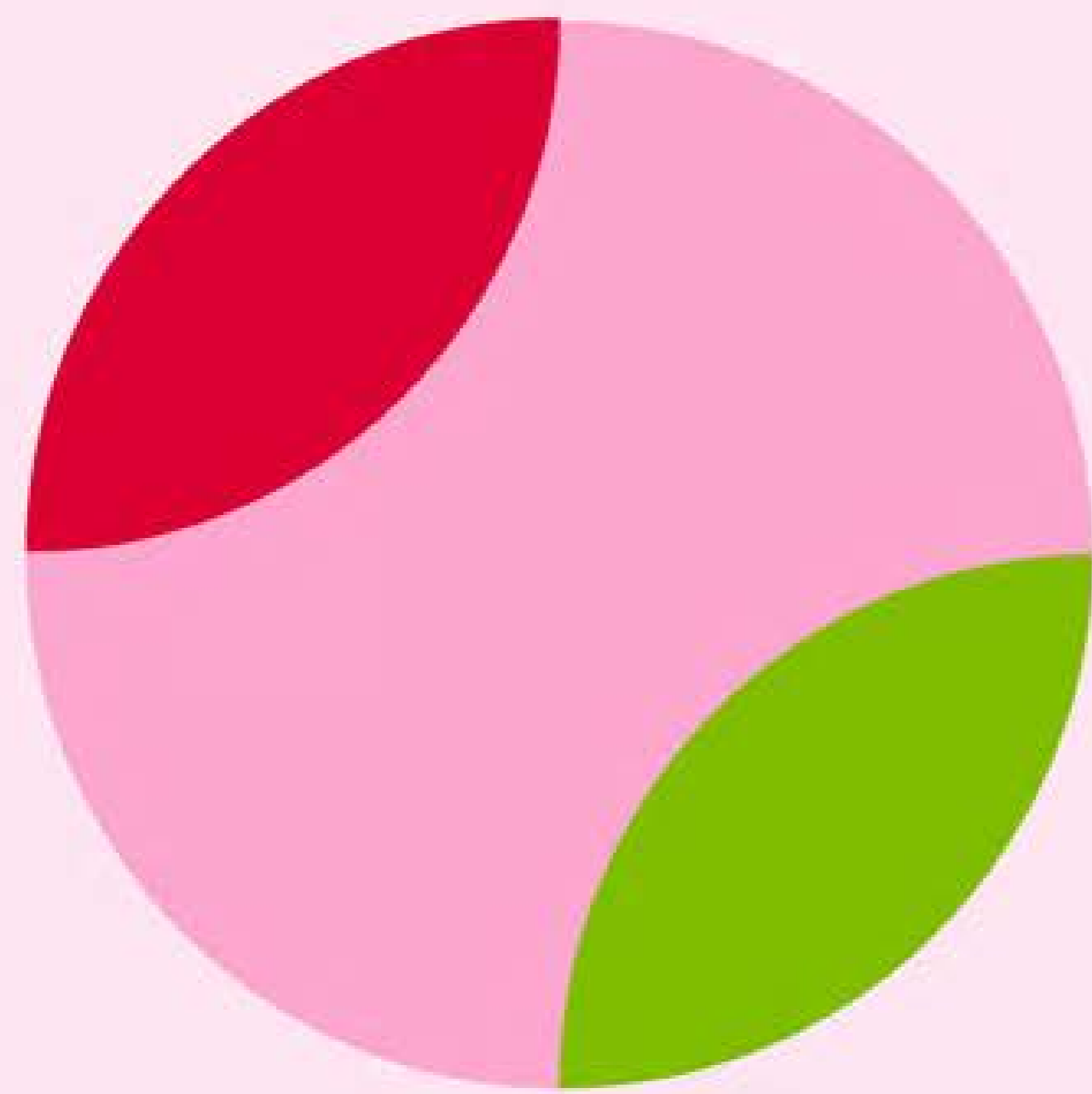
These work well with product placement and as backgrounds to copy placement.



Patterns:
Fruit-tella Pattern Sheets

Being playful

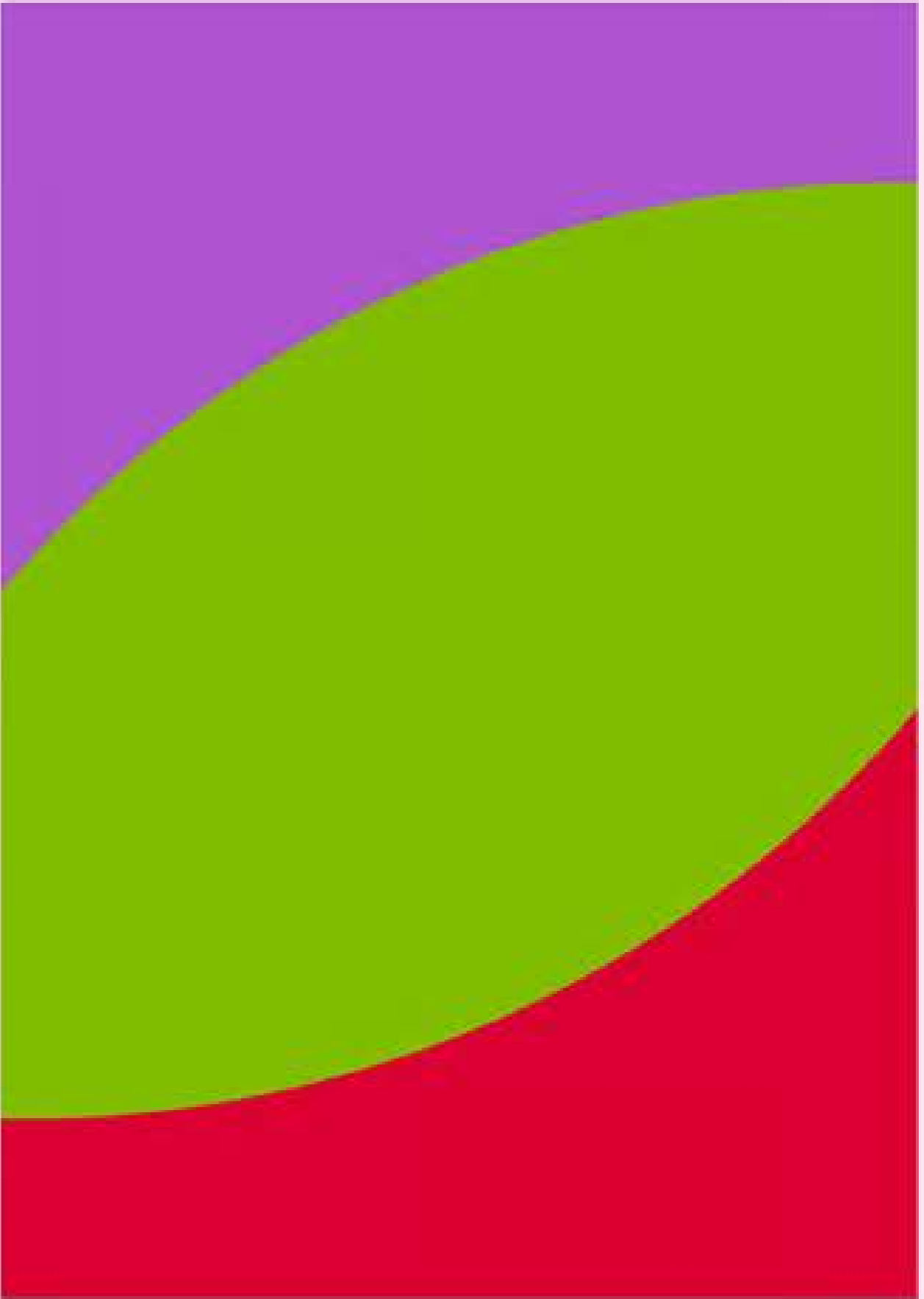
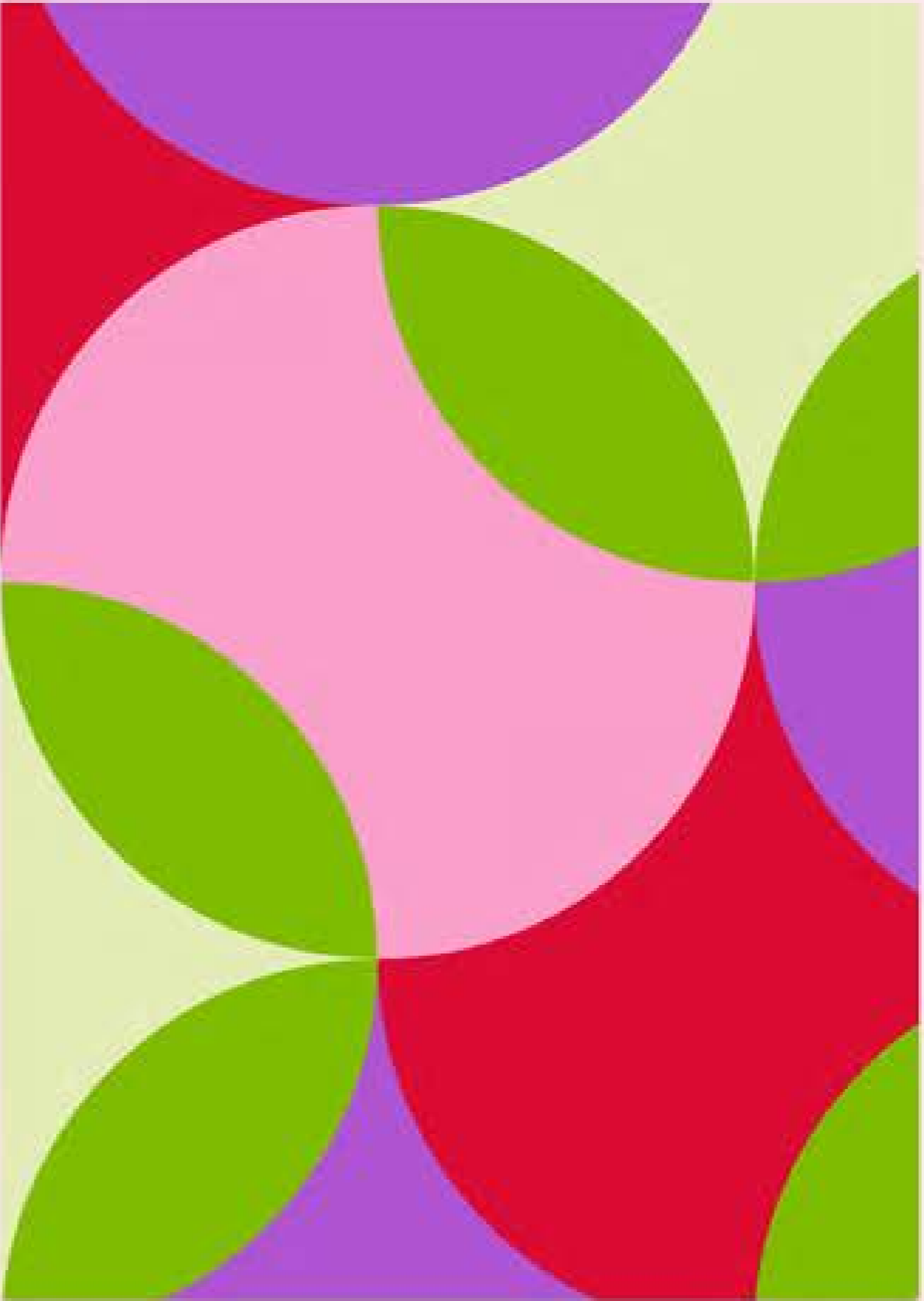
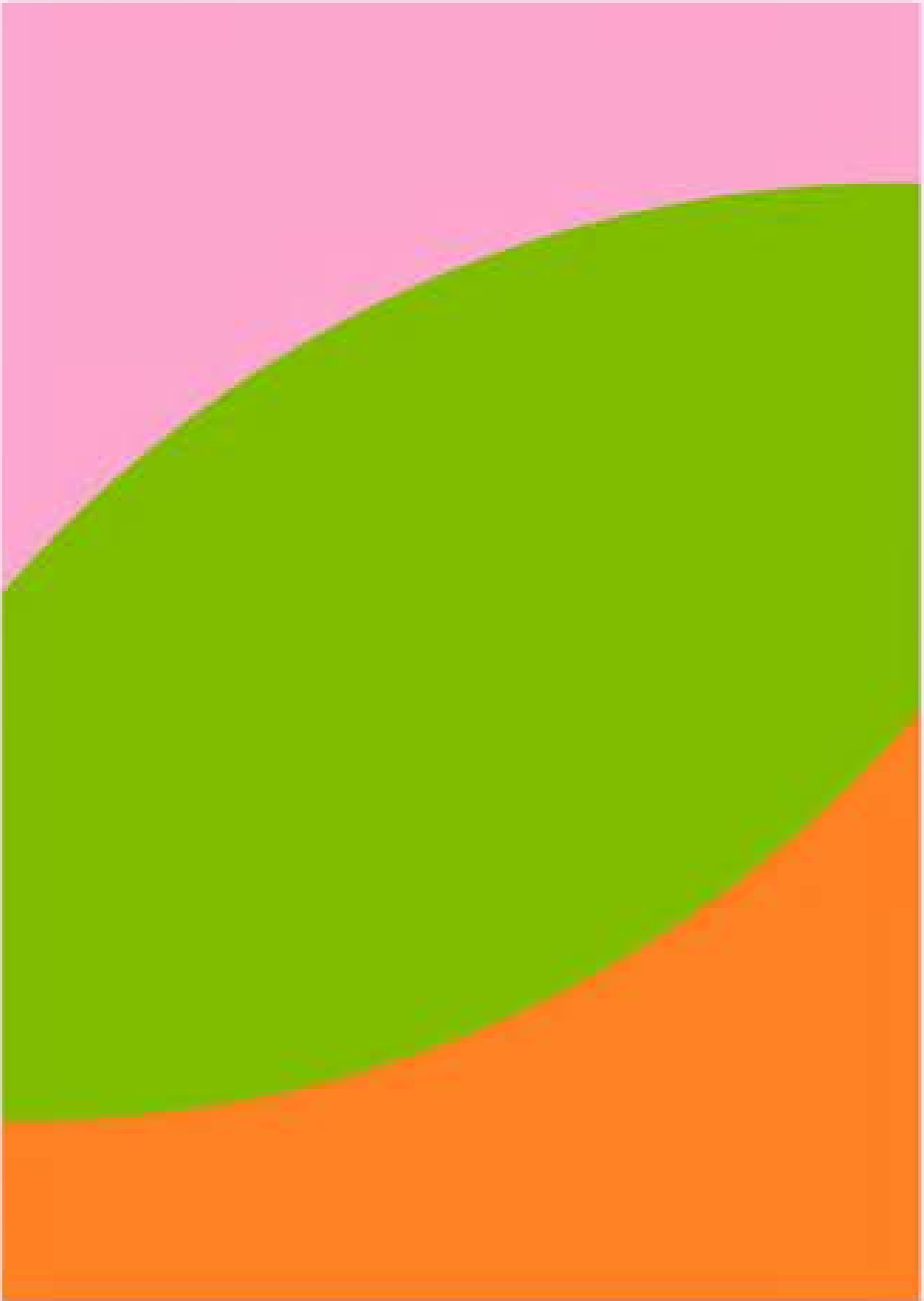
To boost playfulness and appeal for children we have shown how the leaf can interact with the circle shape.



Flexible shapes

You can see a bold macro approach to the use of shapes sitting side by

side with a more detailed approach. This helps build a suite of flexible assets to ensure the brand retains playfulness.



Leaf asset

Our leaf asset has been extracted from our brand Marque. We can use our leaf asset as an optional holding

device to house messages, e.g. a call to action or if we want to highlight anything in particular for a specific product or benefit.



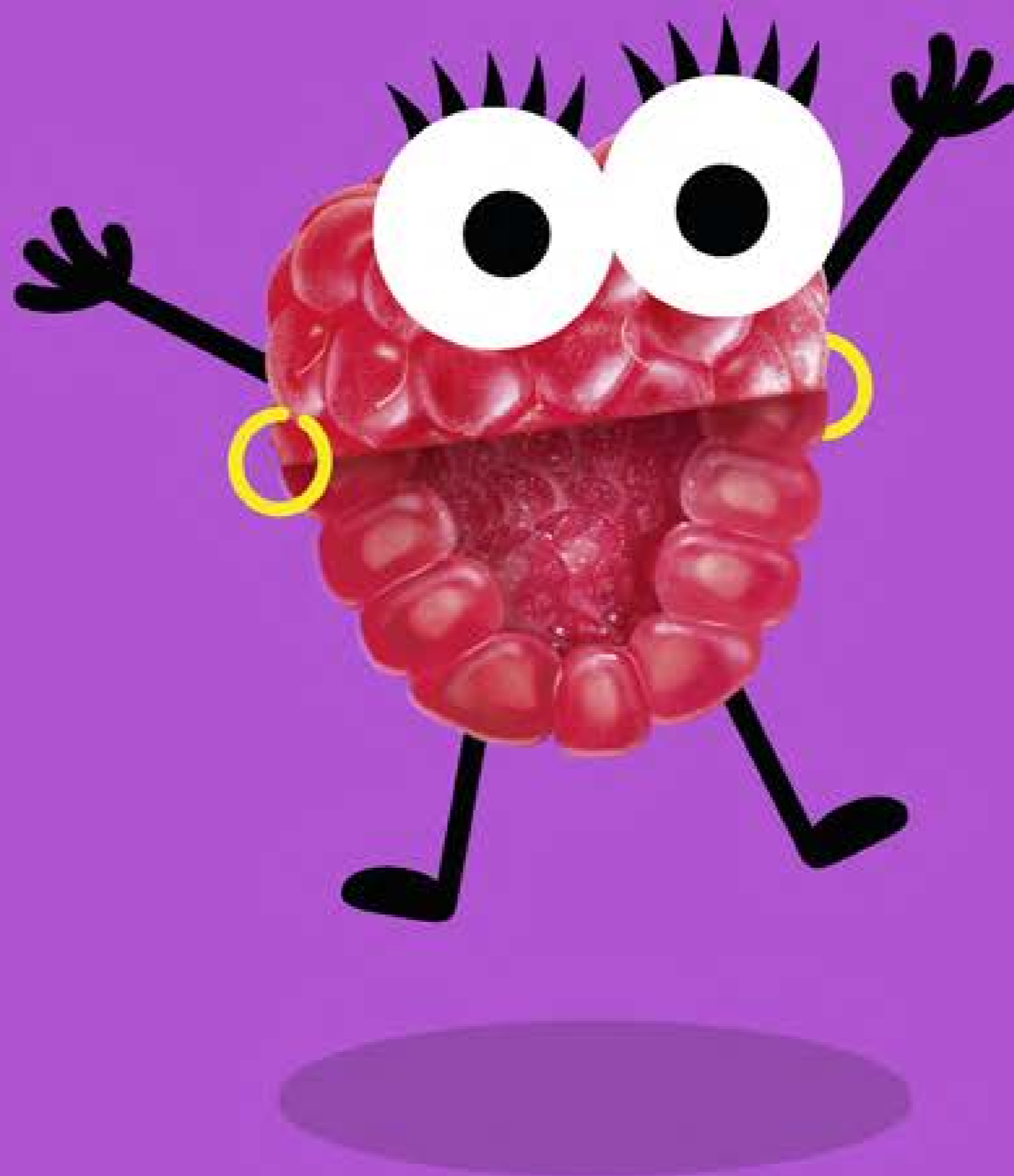
The leaf asset may also be used in applications where a quiet space is required for a consistent placement of the brand marque.

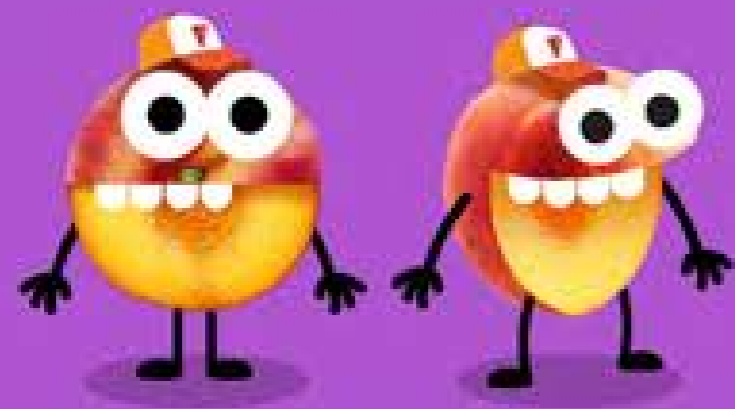


HELLO!

Fruit-tella is all about fruity fun, energy and good vibes. Meet our brand ambassadors. A lively bunch of fruit with bags of all the good stuff.

They are the campaign voice of Fruit-tella and responsible for introducing our products and activities.





PEACHY KEAN
Very enthusiastic



WENDY
Most outgoing



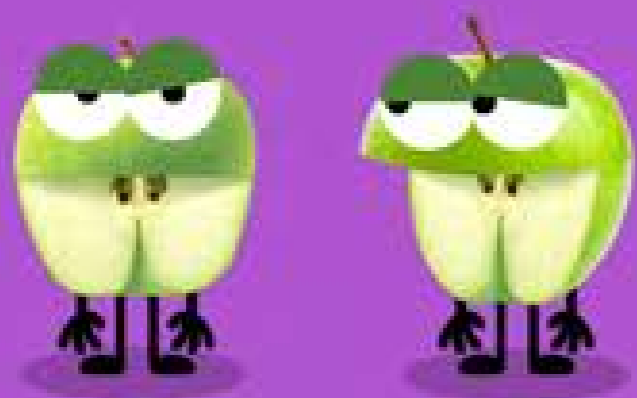
BETTY
Loves life



BENNY
Energetic



ALPHONSO
One laid back mango



NEWTON
Pretends to be uninterested but very excitable



BONNIE
Joy Joy Joy



GUS
Hustler



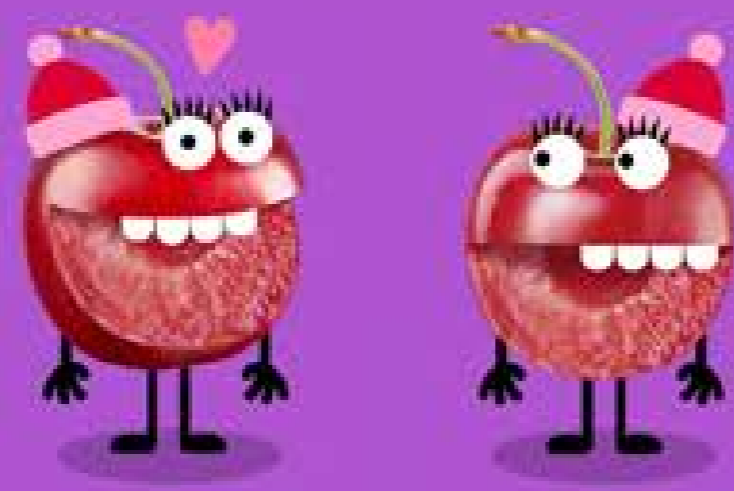
HUGO LIMESTEIN
Thinks he's clever



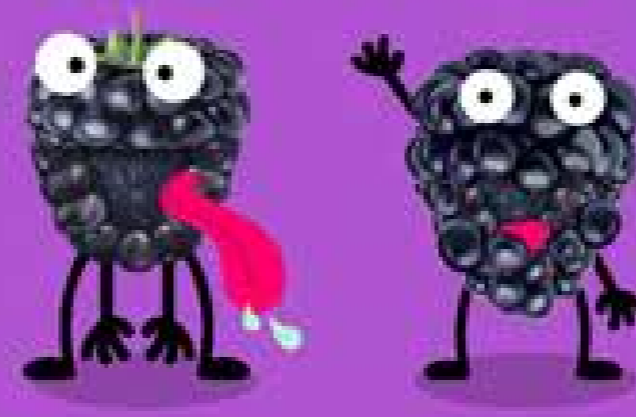
SPIKE
Party animal



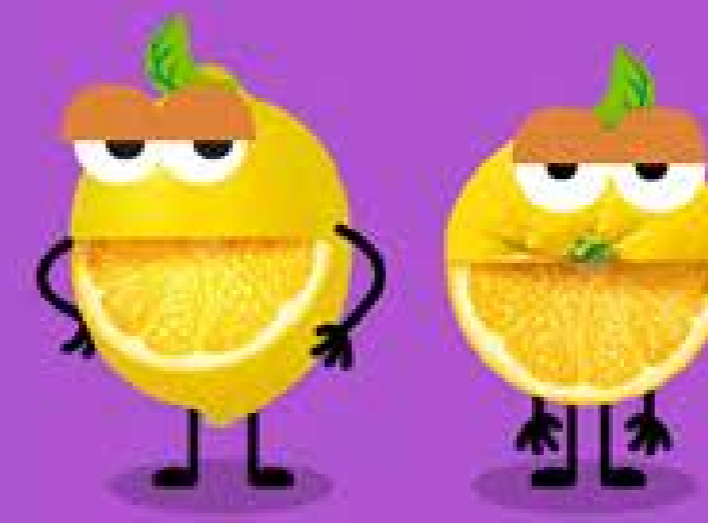
FLO-JAY
The joker



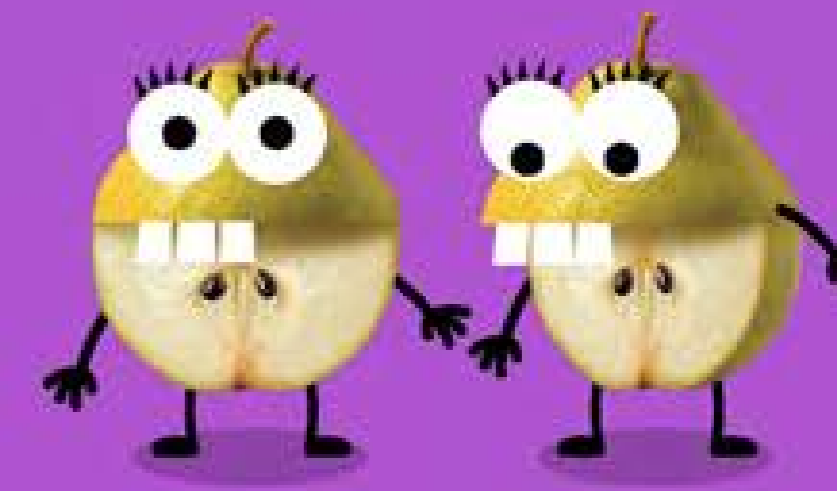
CHERRIE
Just happy to be here. Falls in love easily.



BAMARRY
No one really knows



FINO
Suave and almost sophisticated



BELLA
Extremely curious

NOTE: Character names and personalities are for internal reference only and do not need to be a part of consumer or trade facing communications.



PEACHY KEAN

Meet Peachy Kean - the most enthusiastic peach in the orchard! Bursting with energy and a contagious zest for life, Peachy is always up for an adventure. With a positive attitude and a can-do spirit, this fuzzy fruit is ready to take on the world. Whether she's playing with her fruity friends or exploring the great outdoors, Peachy Kean will inspire you to embrace your own inner enthusiasm and make every day peachy!



WENDY

Say hello to Wendy the Strawberry - the life of the Fruit-tella party! With her outgoing personality and contagious laughter, Wendy brings a burst of fun and energy to every occasion. Whether she's dancing to the beat or cracking jokes with her friends, this little fruit knows how to have a good time. With her sweet disposition and warm heart, Wendy is always up for making new friends and spreading joy wherever she goes. Get ready to join the strawberry sensation and party like it's summertime, all year round!



BETTY

Introducing the bubbly and vivacious blackcurrant - Betty! Bursting with passion and enthusiasm for life, she lives each day to the fullest. Whether she's soaking up the sun, singing a tune or just being her vibrant self, Betty always knows how to have a good time. With a heart full of love and a smile on her face, this little fruit will inspire you to enjoy every moment and embrace the sweet side of life. Join Betty on her colourful adventures and let the good times roll!



BENNY

Here's Benny the Banana - the highly energetic fruit who never stops moving! With a love for fitness and a passion for keeping healthy, Benny is always on the go. Whether he's jogging around the fruit bowl or doing some yoga stretches, this banana is always up for a workout. His sunny disposition and positive attitude are contagious, and he'll inspire you to get moving too. So peel back the layers and get ready to feel the burn with Benny the Banana!



NEWTON

This is Newton the Apple - the fruit who's always pretending to be cool, calm and collected, but is secretly bursting with excitement! With his nonchalant demeanour and sly smile, Newton can seem disinterested at first, but once you get to know him, you'll see that he's full of energy and enthusiasm. Whether he's cracking a witty joke or bouncing around with joy, this apple knows how to have a good time. So, get ready to peel back the layers and discover the vibrant and excitable side of Newton!



BONNIE

Say hi to Bonnie the Raspberry - the Fruit-tella ambassador of joy! With her contagious smile and bubbly personality, Bonnie is all about spreading happiness and making the world a sweeter place. Whether she's sharing a joke or simply radiating positive energy, this little fruit is guaranteed to put a smile on your face. With a heart full of love and a spring in her step, Bonnie is always ready to make new friends and bring joy to those around her. So, get ready to join the raspberry revolution and spread the love with Bonnie!



GUS

Introducing Gus the Grapefruit - the zesty little fruit with a heart full of hustle! With his go-getter attitude and infectious smile, Gus is always up for a challenge. Whether he's racing his fruity friends or trying out new dance moves, this grapefruit knows how to hustle with flair and style. But don't be fooled by his competitive spirit - Gus always plays fair and is quick to cheer on his opponents with a friendly pat on the back. Get ready to join Gus in his hustle and see how far your own zest can take you!



HUGO LIMESTEIN

Please meet Hugo Limestone - the fruit who thinks he's the sharpest tool in the shed! With his quick wit and cunning ways, Hugo is always up for a challenge. Whether he's solving puzzles or cracking jokes, this lime is convinced that he's the smartest fruit in the bowl. But don't be fooled by his sour exterior - Hugo has a heart of gold and is always willing to help out his fruity friends. Get ready to pucker up and join Hugo on his clever adventures!



FLO-JAY

This is Flo-Jay, the fruity prankster with a heart of gold! With his vibrant orange hue and mischievous grin, Flo-Jay is always ready to bring a burst of joy and laughter to those around him. With a heart of gold, he loves nothing more than to dish out the hugs, crack jokes and pull silly pranks and his quick wit and infectious laughter are sure to put a smile on everyone's face. Get ready to join Flo-Jay in his playful antics and discover the power of laughter and fun!



CHERRIE

Say hi to Cherrie, the little cherry with a heart full of love! With her bubbly personality and warm smile, Cherrie is always spreading love and happiness wherever she goes. She's a hopeless romantic who falls in love easily and is always happy just to be in the presence of those she loves. Whether she's admiring a beautiful sunset or simply enjoying the company of her friends, this little fruit knows how to appreciate the simple joys of life. Get ready to join Cherrie in her love-filled journey and discover the power of spreading love and kindness!



BARARY

Meet Barry the Blackberry. Barry is a primeval fruit and the biggest juice enthusiast of the bunch. His nature is very unpredictable and driven mainly by his instinctive desire for fruit juice. One thing you can count on is that he is always there for his friends and he keeps them on their toes with the frequent licks he likes to give them - they are all so juicy after all!



FINO

Say YO to Fino the Lemon - the suave and sophisticated little fruit that's always turning heads! With his sharp wit and stylish flair, Fino is the epitome of cool. He knows how to charm with his smooth talk and always looks the part with his sleek appearance. But don't be fooled by his polished exterior - Fino is a friendly fruit who's always ready to make new friends and have some fun. So, get ready to join Fino in his suave and sophisticated adventures and discover what it means to be a truly cool fruit!



ALPHONSO

Say hello to Alphonso, the mango with a mellow vibe! With his relaxed attitude and calming energy, Alphonso is the epitome of chill. Whether he's lounging in the shade or taking a leisurely stroll through the orchard, he always moves at a slow and steady pace. But don't let his easy-going nature fool you - Alphonso is full of surprises and loves to explore new places and try new things. So come hang with Alphonso and let his laid-back energy help you unwind and relax!



BELLA

Here's Bella the Pear, the curious fruit with a heart of adventure! With her insatiable curiosity, Bella loves to explore new things and learn about the world around her. From climbing trees to investigating new flavours, Bella is always on the lookout for her next adventure. With her infectious energy and endless enthusiasm, she's sure to inspire kids to explore and discover new things too. Join Bella on her exciting journey of discovery and watch as she uncovers the wonders of the world, one juicy adventure at a time!



SPIKE

Say hi to Spike, the party animal pineapple! With his vibrant personality and infectious energy, Spike is always the life of the party. Whether he's dancing, singing, or just goofing around, he brings the fun wherever he goes. With his spiky crown and sweet tropical flavour, Spike is the perfect addition to any celebration. Get ready to join Spike on his wild adventures and discover the joy of letting loose and having a good time!



**NEW FRUIT
TO COME**



**NEW FRUIT
TO COME**



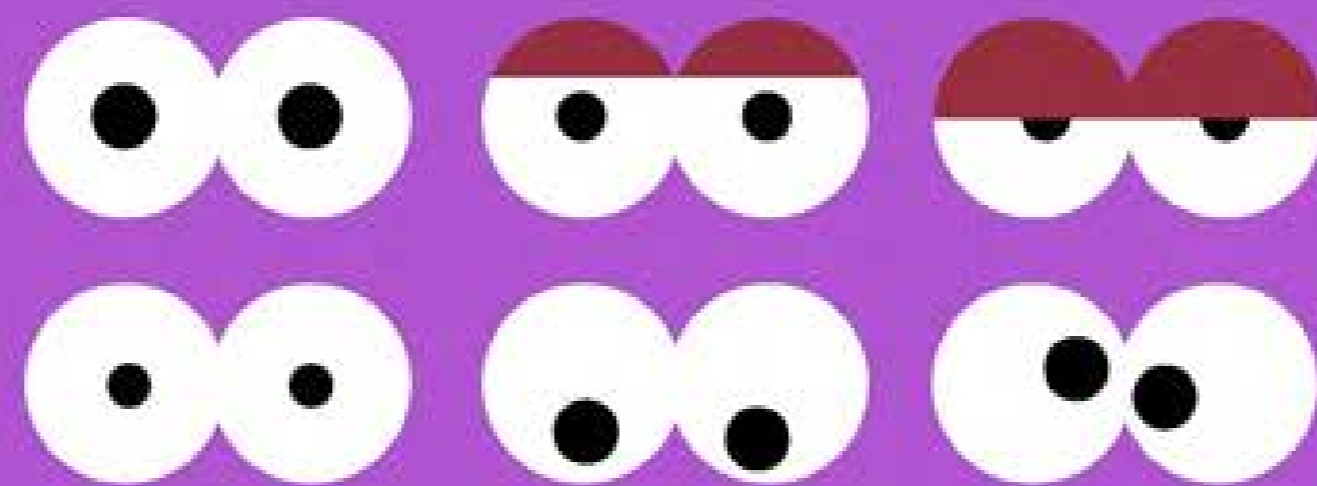
**NEW FRUIT
TO COME**

A key factor when developing fruit character poses is to keep them simple. The fruit part of the character is the hero so ideally we mustn't detract from or hide the actual fruit too much.

The aim is to inject as much personality into the character as possible with as few elements as possible. This is part of their charm.



Character shadows are 100% black set to 20% opacity.



Eyes can be very expressive, from utter wide open joy to mild annoyance due to yet another lick from Barry. Eyelids are set to a darker tone of the fruit colour. Eyelid colour can be sampled from the fruit itself.

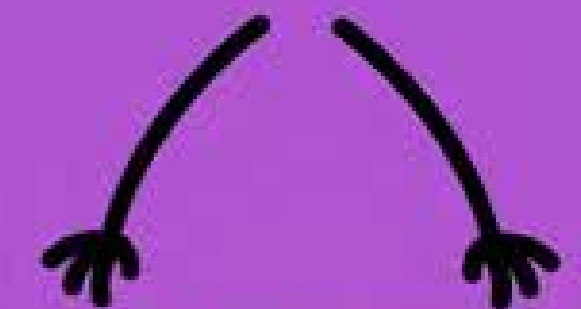
Eye distance and size varies between characters along with pupil size. Note the specifics of each character before making any modifications.



Thumb's up



Standard standing arms



Wide standing arms



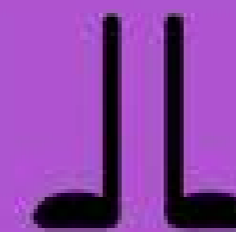
Holding hands



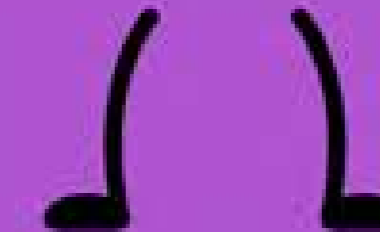
Holding hands Alt.



Celebration/high 5



Standard legs



Banded legs



Jumping legs

It's important we see all of our fruity bunch represented in our communications and not just a few of the same ones repeatedly.

However it's just as important that the fruits in our products are represented when product and characters are combined. Product fruits must take priority.



Please do...



Separate the character from their shadow to create jump distance.



Bend arms and legs and re-position feet to create dynamic poses.



Add eyelids for extra expression.

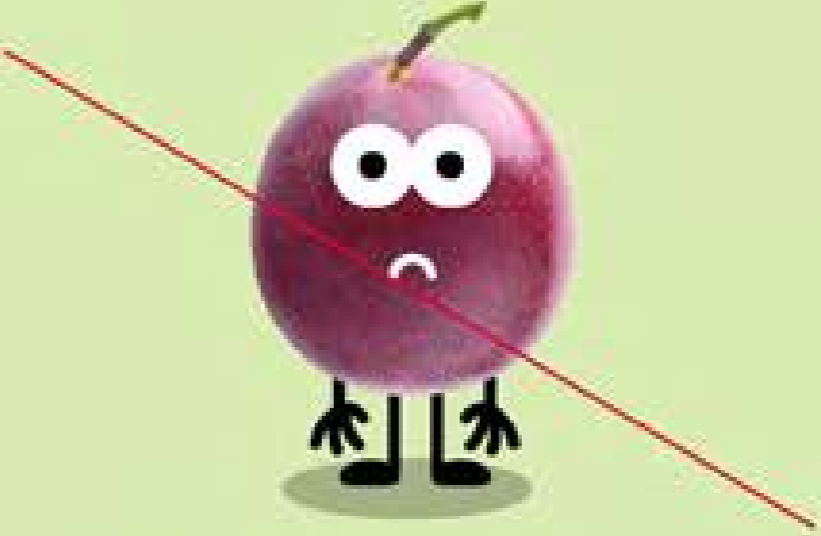
Please don't...



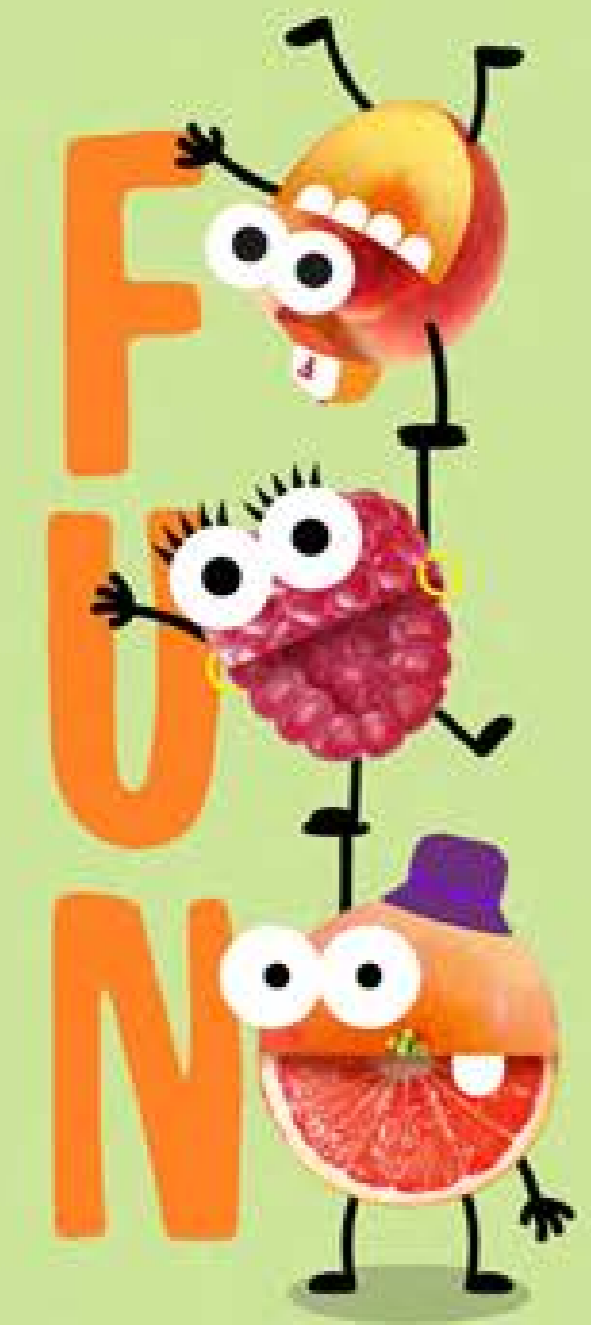
Mix up character props. Props are part of each characters individual personality.



Alter the thickness/line weight of our characters arms and legs. When scaling characters keep weights equal size.



Add unauthorised fruit or change the features of the characters



Fruit-tella Character Lock-up 1



Fruit-tella Character Lock-up 2



Fruit-tella Character Lock-up 3



Fruit-tella Character Lock-up 4



Fruit-tella Character Lock-up 5

KEEP ON
MOOOOOVIN'!



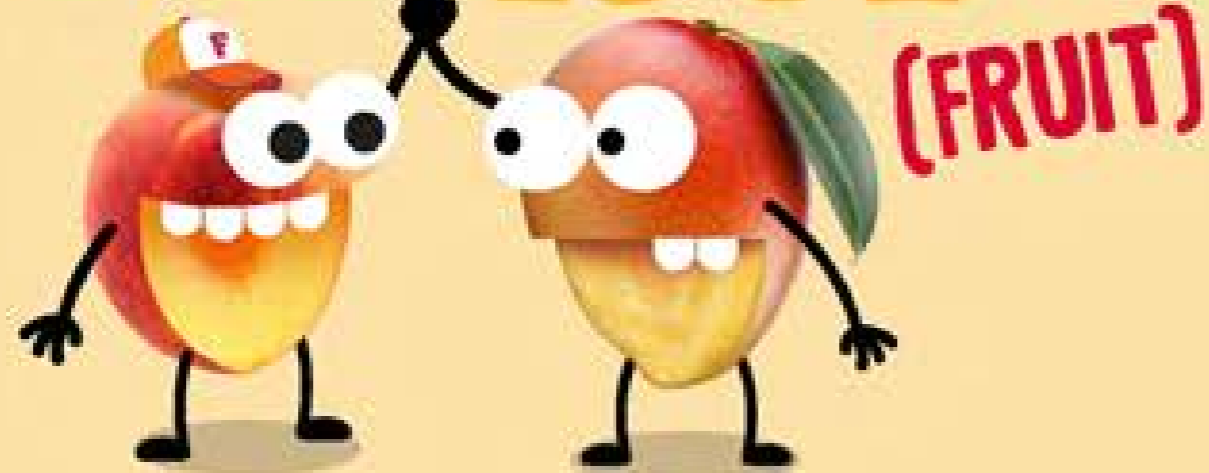
Fruit-tella Character Lock-up 6

FRUITY
POWER



Fruit-tella Character Lock-up 8

ONE LOVE



Fruit-tella Character Lock-up 7

SPIN
THE
WHEEL



Fruit-tella Character Lock-up 9

In addition to the fruity bunch we have a growing collection of jellies. These are part of our new ranges of jelly sweets. These jellies are only to be used alongside our new products and only the specific products they are included within.

Although they could be considered characters they have no voice and do not function in the same way as our fruity characters.

They may be used decoratively alongside a product to illustrate the contents when the packaging placement is small and the illustrations on the packet less clear.

When applying Curiosities jellies please don't repeat the jellies on the packet. When applied alongside our characters they must be smaller than the character.

Fruit-tella Fruit First



Fruit-tella Curiosities

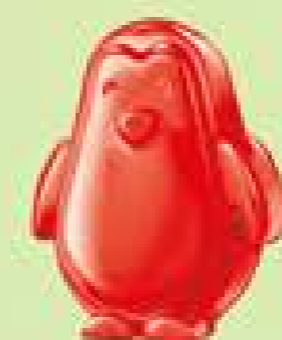
On a Safari



Under the Sea



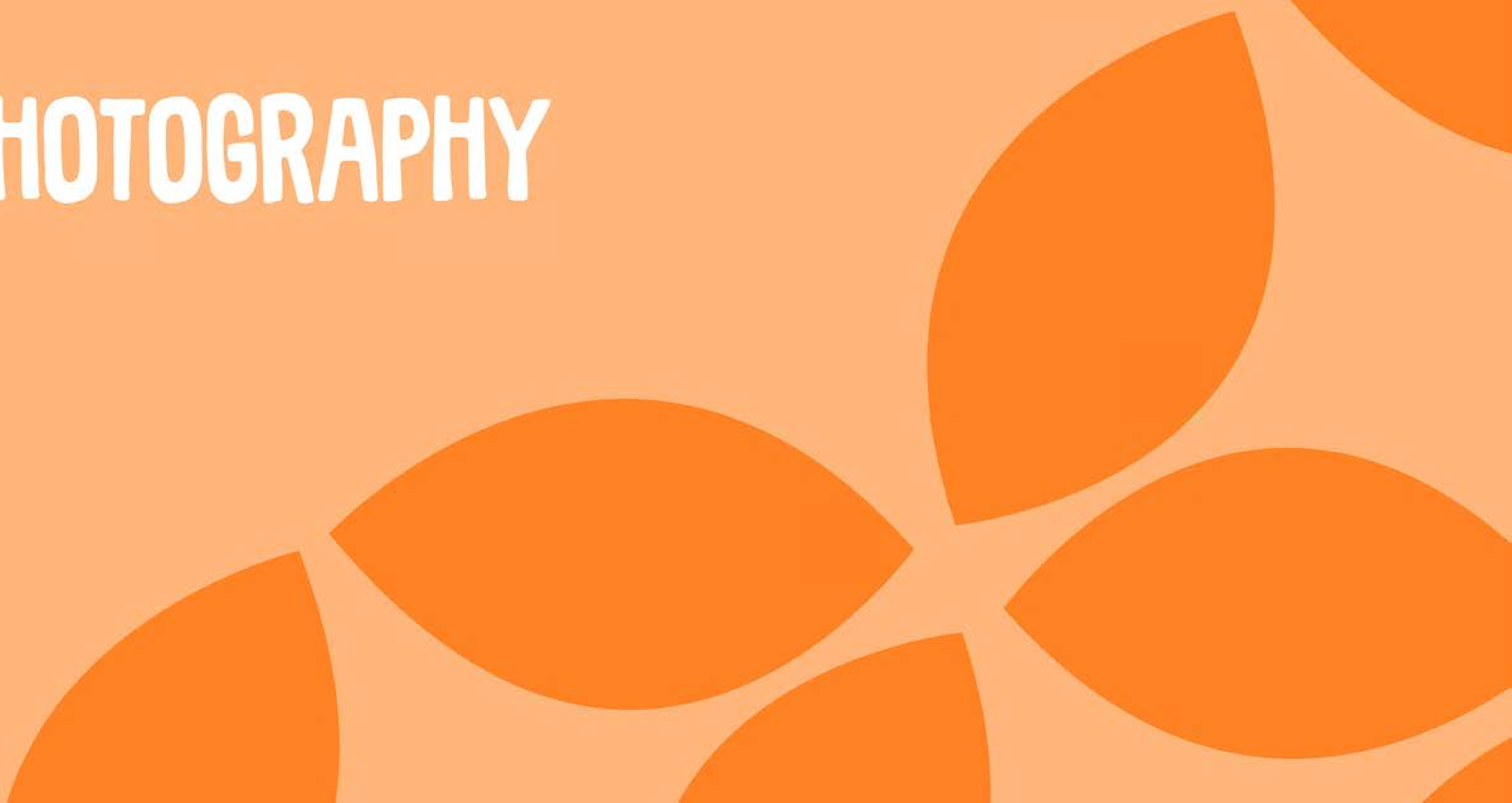
In the Snow



Out in Space



PHOTOGRAPHY



We encourage fun positivity, creativity and healthy activity. A Fruit-tella moment can be a reward, a fun addition to a party or a little pick-me-up during physical activities and play. Our focus for lifestyle photography is centred around these moments. Candid exchanges and rewards with a parent or guardian, seriously fun play time and happy positive vibes. We like bright days outside, creative indoor play and strong colours...oh, and lots of JOY!



Our brand is colourful, fun and creative. It's about moments and activities together and joy, joy, joy! Our studio photography examples reflects these key attributes.



MARKETING EXAMPLES

Example of how animation may be applied to the campaign assets.



Fruit-tella
FULL OF FRUITY JOY

SWEET AS!

A sweet 2 for 1 one deal on our Fruit First Soft Gummies

SHOP NOW

Amazon DSP Large Rec 300x600

EAT ME

Fruit-tella

Summer Fruits Stick

Fruit-tella
FULL OF FRUITY JOY

Amazon DSP Wide Sky160x600

Fruit-tella

Summer Fruits Stick

Fruit-tella
FULL OF FRUITY JOY

Amazon DSP Static 1940 x 500 Billboard

SHLURRRRP

Summer Fruits Stick

Fruit-tella
FULL OF FRUITY JOY

Amazon DSP Billboard 970x250

A DOUBLE TAKE

Fruit-tella
FULL OF FRUITY JOY

A sweet 2 for 1 one deal on our Fruit First Soft Gummies

SHOP NOW

Amazon DSP Med Rec 300x250

CHEWS US!

SHOP NOW

Fruit-tella
FULL OF FRUITY JOY

Fire TV Inline AD 1712x136

MMMMMMMM

Summer Fruits Stick

Fruit-tella
FULL OF FRUITY JOY

Amazon DSP Static 1242x375 Mobile Billboard

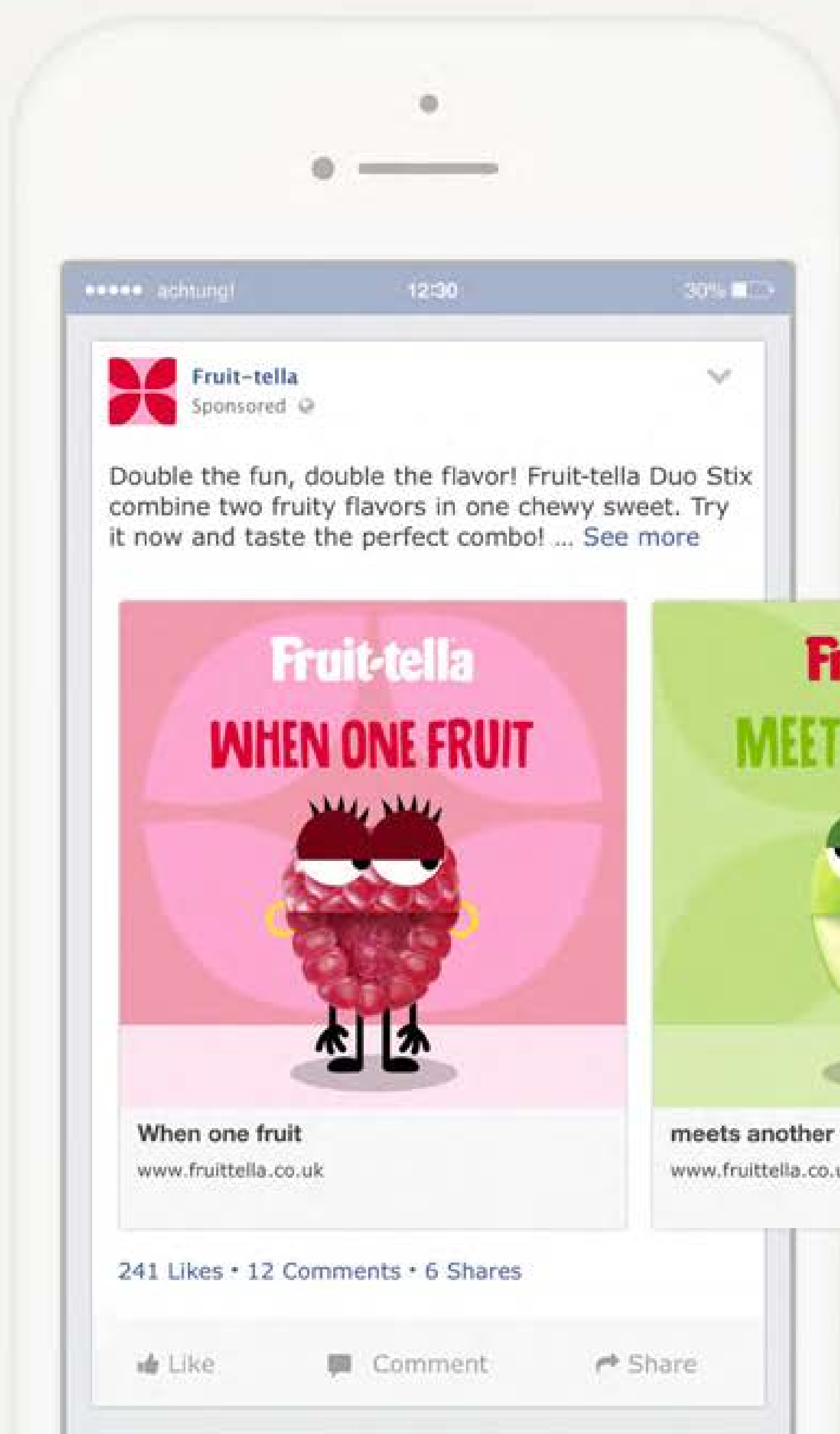
LET'S GET FRUITY

Fruit-tella

Summer Fruits Stick

Fruit-tella
FULL OF FRUITY JOY

Amazon DSP Leaderboard 728x90



Fruit-tella
WHEN ONE FRUIT

When one fruit
www.fruittella.co.uk

Fruit-tella
MEETS ANOTHER

meets another fruit
www.fruittella.co.uk

Fruit-tella
IT'S A SWEET SYMPHONY

It's all joy
www.fruittella.co.uk

Fruit-tella
DUO STIX

FULL OF FRUITY JOY

Fruit-tella Duo Stix
www.fruittella.co.uk



Fruit-tella
FULL OF FRUITY JOY

WIN
Would you like to WIN a packet of our brand new sweets?
[CLICK HERE](#)

NEW
Enjoy our irresistibly tasty Jellies with our Customised Colours from juicy raspberries, mixed with M&S Best Fruit Juice 99%.

A JUICY DEAL
A sweet 2 for 1 one deal on our Fruit First Soft Gummies.

FUN FACT
Bananas are berries, but strawberries aren't!

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Fruit-tella
FULL OF FRUITY JOY

WIN BY THE SEA, BY THE SEA!
To celebrate our new Curiousies range we're giving you an opportunity to win a family holiday in Cornwall with Fruit-tella.

A DOUBLE TAKE
A sweet 2 for 1 one deal on our Fruit First Soft Gummies.

NEW
Try our new harmonious Berries & Cherry mix.

FUN FACT
Strawberries have more vitamin C than Oranges.

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EAT ME



Fruit-tella
FULL OF FRUITY JOY

LET'S GET FRUITY



Fruit-tella
FULL OF FRUITY JOY

BITE ME!



Fruit-tella
DUOSTIX

Fruit-tella
FULL OF FRUITY JOY

The illustration features a cheerful cartoon orange character with a green leaf on top, large white eyes, and a wide smile. The character is holding a large, colorful bag of Fruit-tella DuoStix candy. The bag is yellow and green, with images of various fruits like strawberries, raspberries, and kiwis. The background is a gradient of pink and green.

CHEWS ME!



Fruit-tella
JUICY CHEWS

Fruit-tella
FULL OF FRUITY JOY

The illustration features a cartoon orange character with a green leaf on top, large white eyes, and a wide smile showing two large white teeth. The character is holding a large, colorful bag of Fruit-tella Juicy Chews candy. The bag is red and yellow, with images of various fruits and colorful candies. The background is a gradient of pink and purple.

DOUBLE TROUBLE!

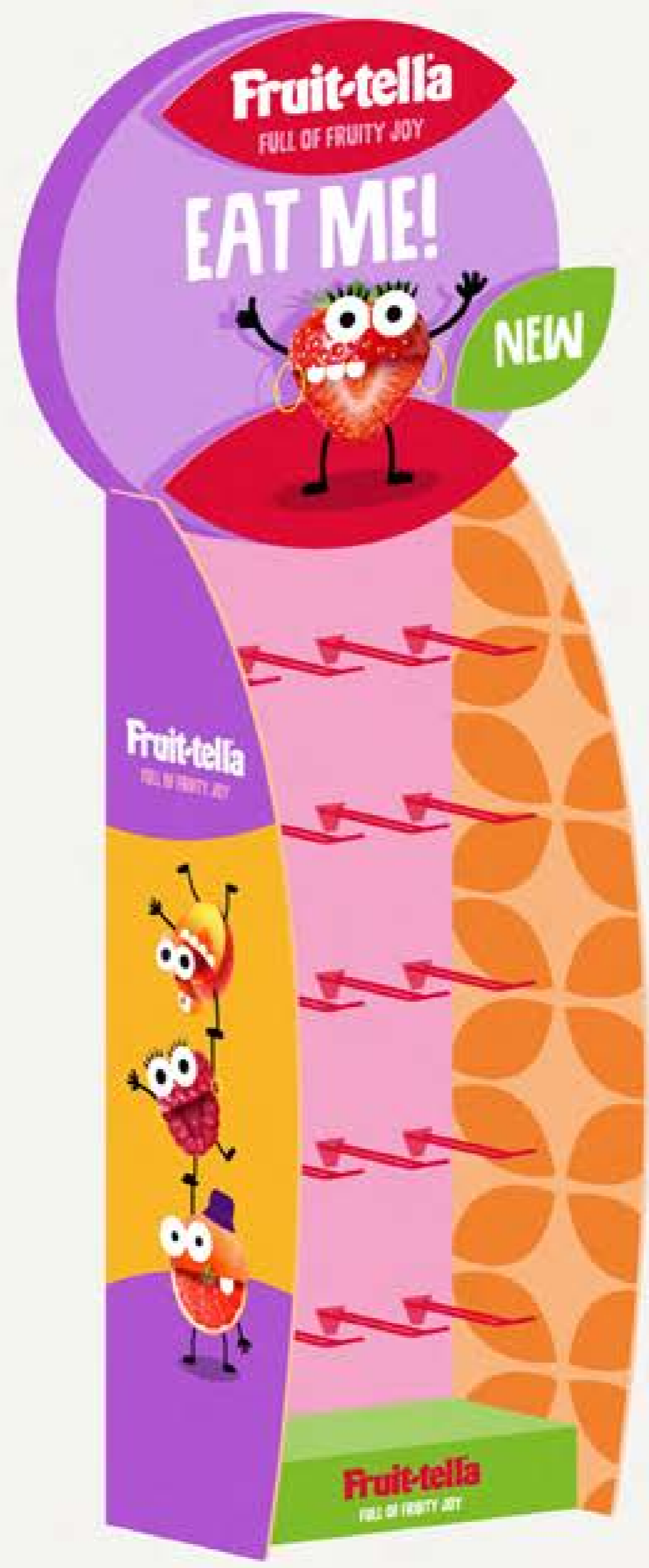
The advertisement features a large orange circle in the center. Inside the circle, a green apple character with large eyes and arms is on the left, and a raspberry character with large eyes and arms is on the right. They are both holding a box of Fruit-tella Duo Stix candy. The box is yellow and green, with the text "WITH 2 FRUIT JUICES" at the top, "Fruit-tella" in large red letters, and "DUO STIX" below it. The box also shows images of various fruits like strawberries, raspberries, and apples. Below the orange circle, the Fruit-tella logo is displayed in white on a red background, with the tagline "FULL OF FRUITY JOY" underneath.

Fruit-tella
FULL OF FRUITY JOY

GO WILD!

The advertisement features a purple and pink background with a stylized pattern. In the center, an orange character wearing a purple hat and having a slice cut out of its top is holding two bags of Fruit-tella Jellys candy. The bag on the left is blue and labeled "BY THE SEA" with a starfish character. The bag on the right is light blue and labeled "IN THE SNOW" with a snowflake character. A green speech bubble with the word "NEW" is next to the second bag. Surrounding the character are several jelly candies: a red starfish, a yellow fish, and a purple elephant. Below the character, the Fruit-tella logo is displayed in white on a purple background, with the tagline "FULL OF FRUITY JOY" underneath.

Fruit-tella
FULL OF FRUITY JOY





Shelf Strips



Shelf Wobblers



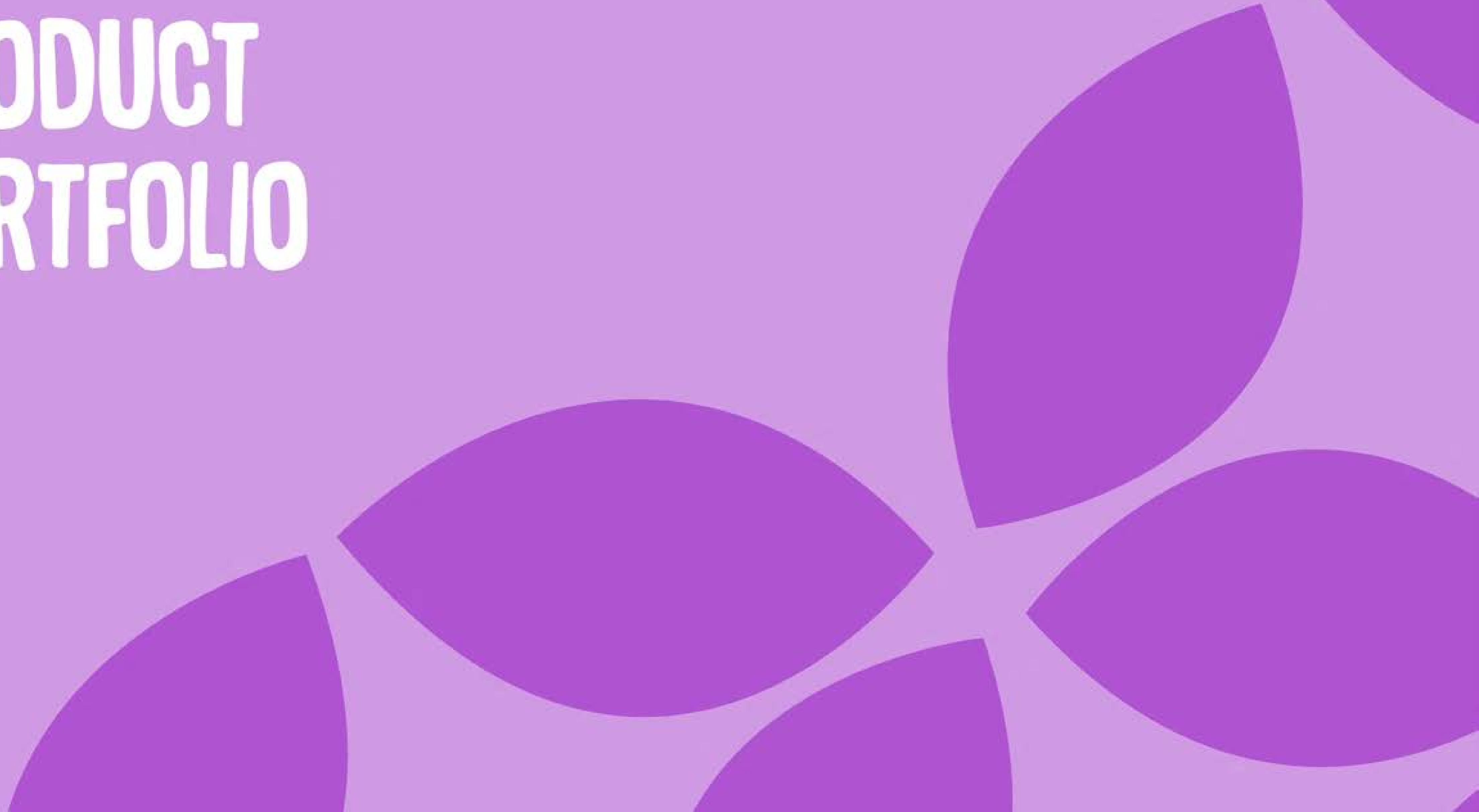
Aisle Blades



Clip Strip



PRODUCT PORTFOLIO



So how can our different products come together though the use of the assets outlined in this guide?

The answer is quite simple.

Complimentary Colours

The first rule is: the product influences the background colour and the pattern choice.



Where two colour variations of the same product are present the background and pattern should compliment one of the products. The second product is then a contrasting colour which is in-line with Fruit-tella's vibrancy.



Contrasting Colours

Our palette is like a bowl of fruit with lots of contrasting colours. We like to apply these contrasts to our product placements where appropriate.

Using colours and pattern from our palette that contrast the packaging can really lift the product from the background. This works very well when the product contains a variety of fruits such as our Chew Bags.



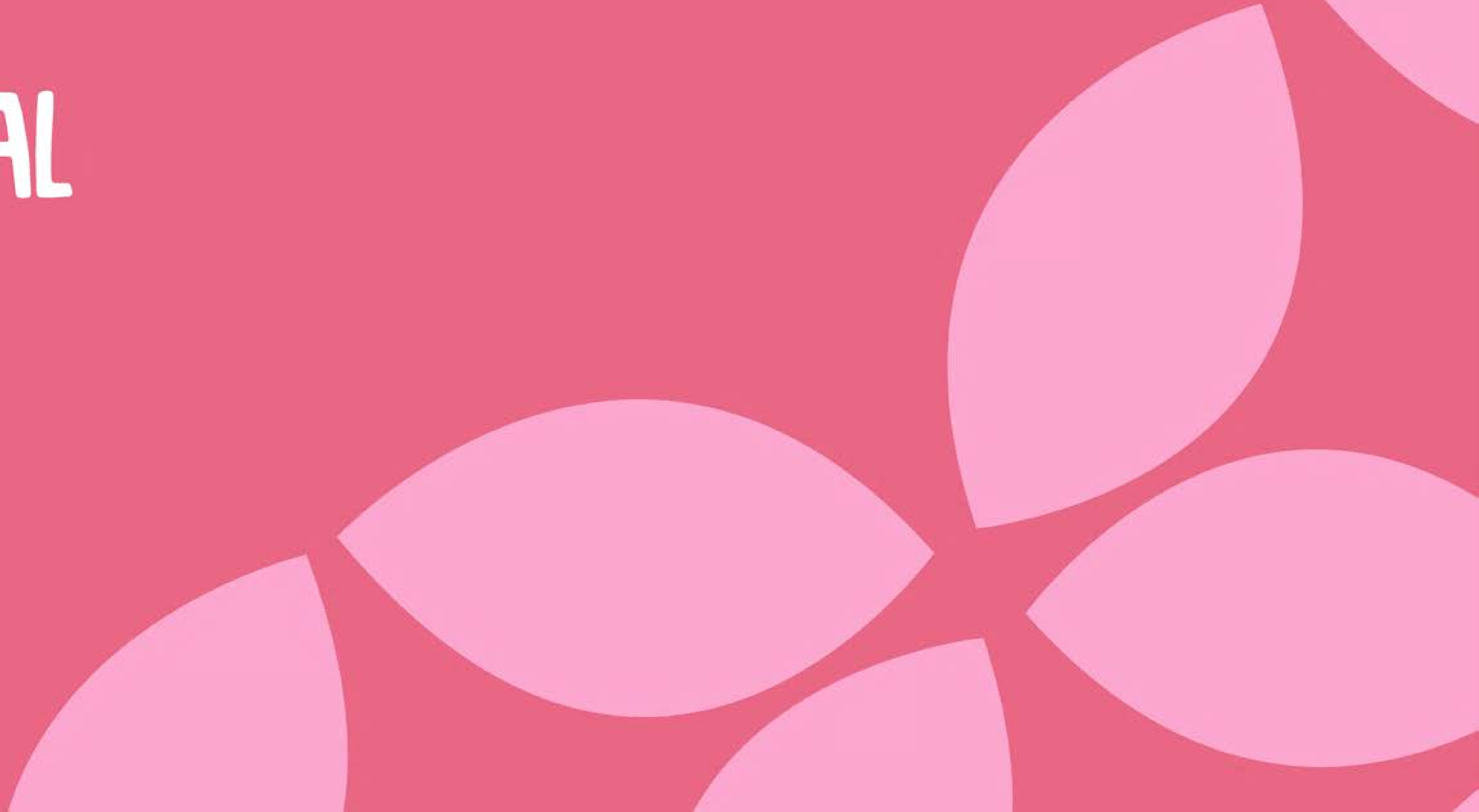
Pack Colours

Where there isn't a pattern to match the product colour a background may be chosen to compliment the product. Then a suitable pattern overlay can be applied to bring the overall design back into brand.

This example creates a nice natural effect of blue sky gradient with green leaves.



LEGAL



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