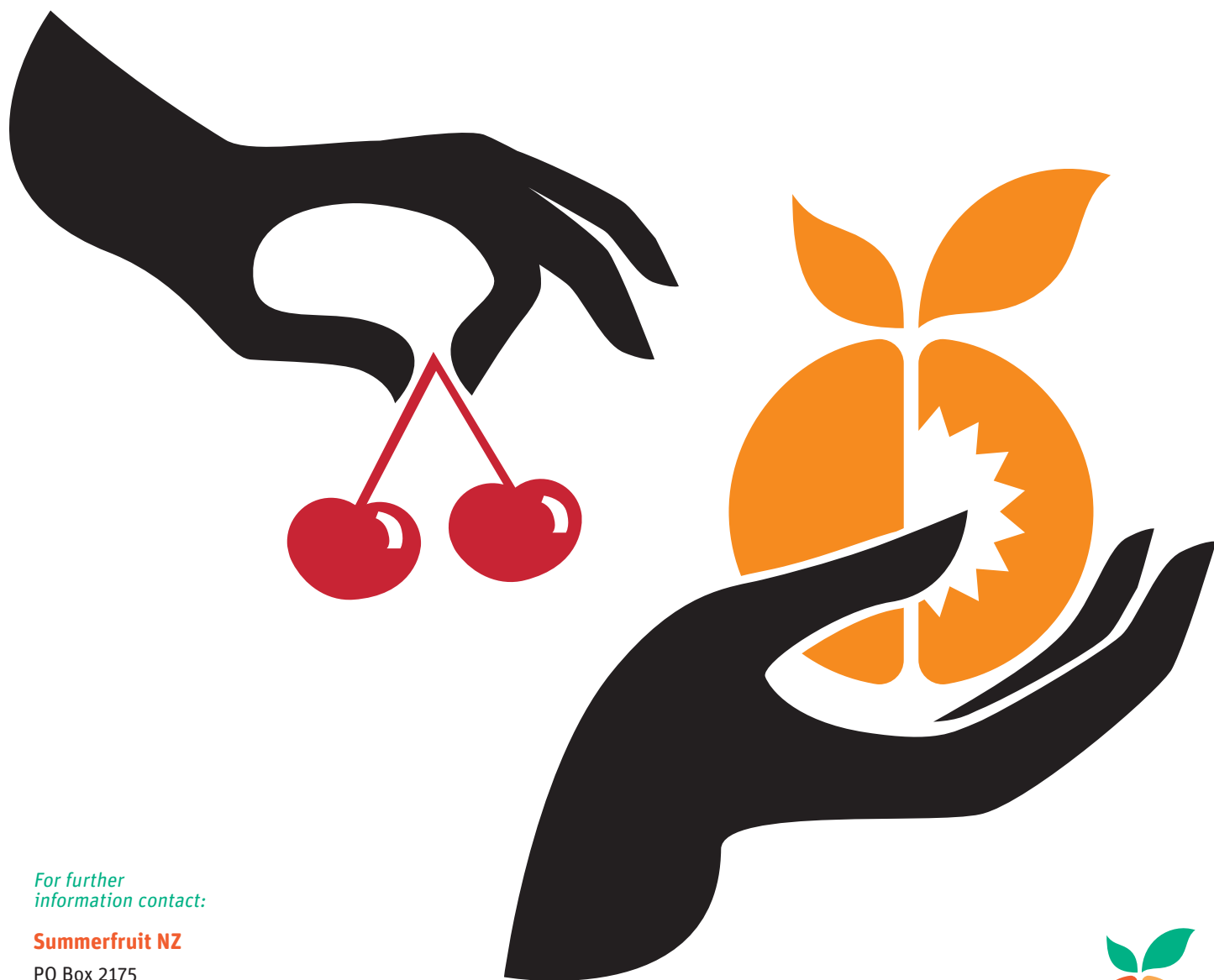


# How to use the handling symbols

September 2011

Version

1



*For further  
information contact:*

**Summerfruit NZ**

PO Box 2175

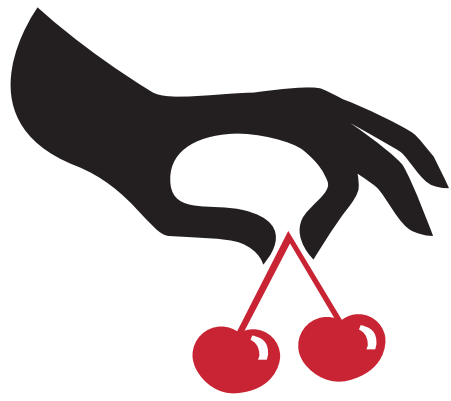
Wellington 6140

P 04 494 9975

F 04 494 9989

[info@summerfruitnz.co.nz](mailto:info@summerfruitnz.co.nz)





# Use & Conditions

The following graphics are to be used for the promotion of **New Zealand** cherries, apricots, peaches, nectarines and plums, **ONLY**. The aim is to ensure that New Zealand summerfruit is maintained in perfect condition through correct handling and storage.

The graphics are **not to be applied to any fruit other than New Zealand apricots, peaches, plums and nectarines** (Generic graphics) and **cherries** (cherry graphic).

**Do not alter the graphics** in anyway or use the Handle with Care graphic displaying the Summerfruit NZ brand outside these specified packaging instructions

**The graphics must be readily visible** i.e. do not apply to the underside of the box.

The graphics must not be used without the copyright © symbol. They are the property of Summerfruit NZ, and are only be used by members of the Summerfruit NZ family or with its permission.

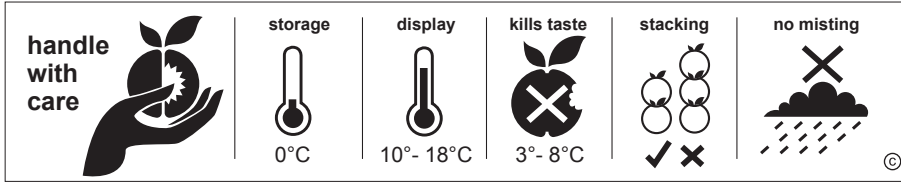
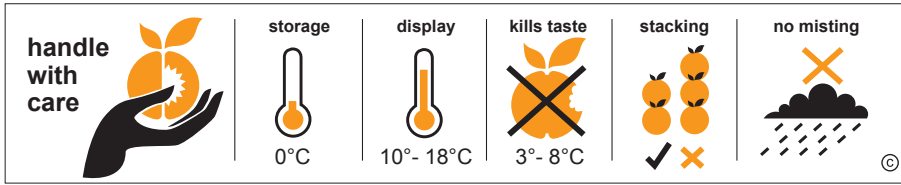
Contact: **Summerfruit NZ** for further Information.

PO Box 2175, Wellington 6140, New Zealand

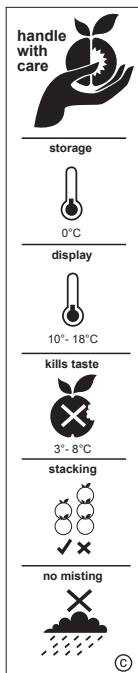
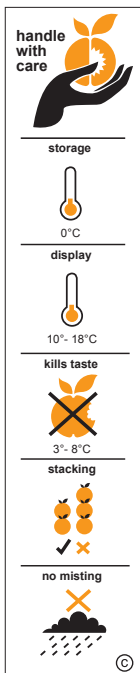
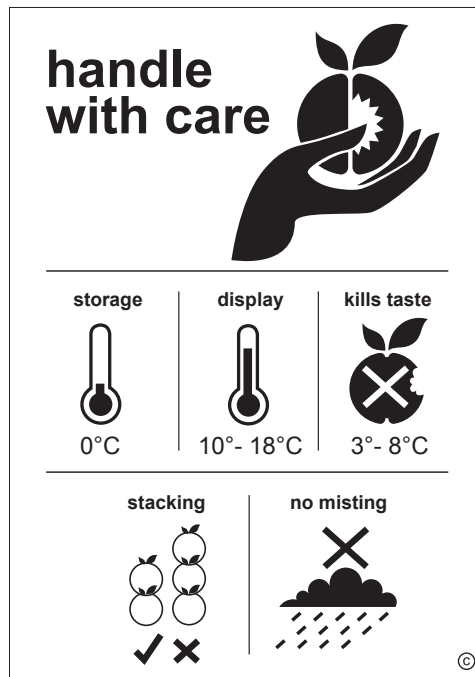
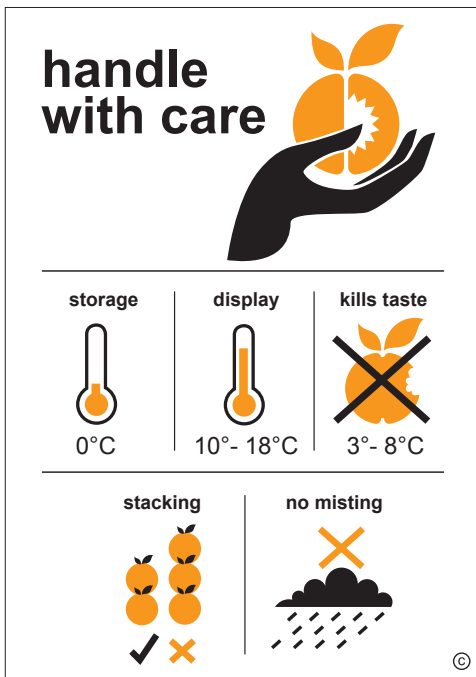
P 04 494 9975, F 04 494 9989, [info@summerfruitnz.co.nz](mailto:info@summerfruitnz.co.nz)



Horizontal Format



A4 Format



Vertical Format

Stand alone handle with care



**GENERIC**

**handling symbols** for use with Peaches, Apricots, Nectarines and Plums.

The **handle with care** symbol uses the Summerfruit NZ fruit graphic, from its brand held tenderly in the palm.

**FORMATS**

There are three formats available to give maximum flexibility for carton and pallet use.

These are the:

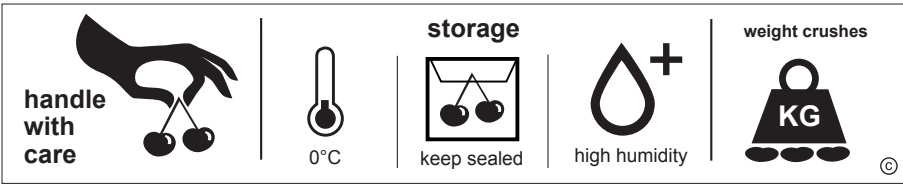
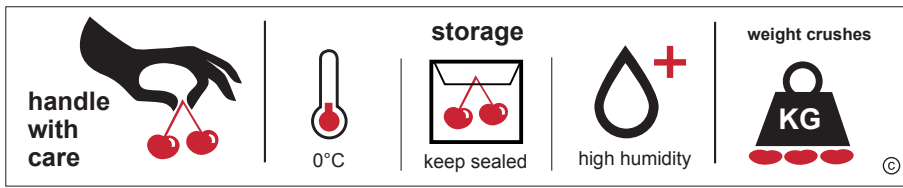
- horizontal format
- A4 format
- vertical format

Choose the option which best suits the shape of the space available and size to suit. See page 4.

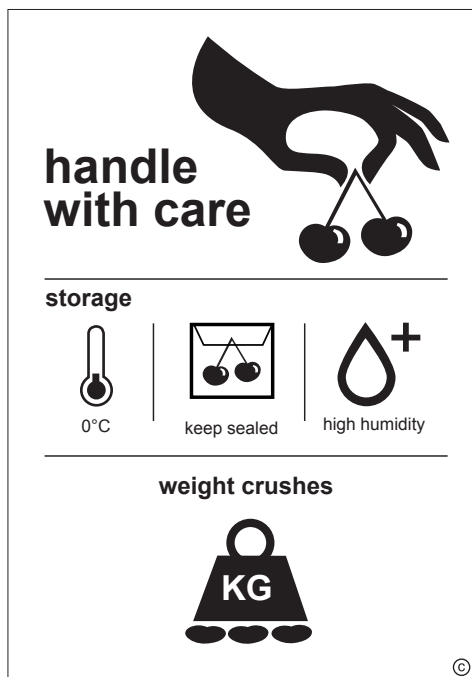
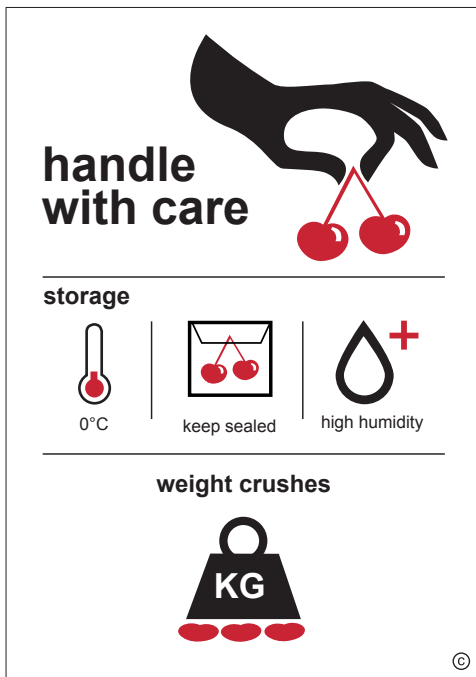
**Handle with care**

The handle with care symbol, ONLY, may be used as a stand alone graphic.

Horizontal Format



A4 Format



## CHERRY handling symbols

The **handle with care** symbol represents a double cherry, being tenderly carried by the stem.

## FORMATS

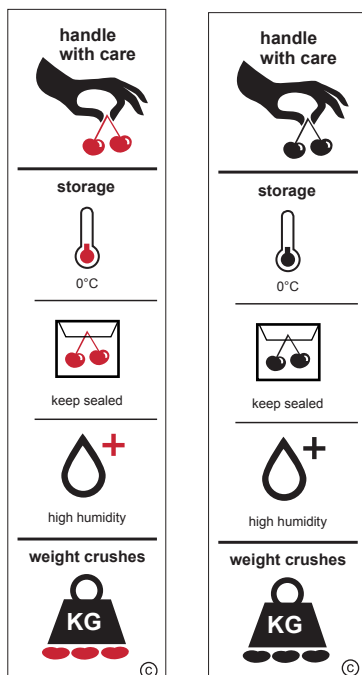
There are three formats available to give maximum flexibility for carton and palette use.

These are the:

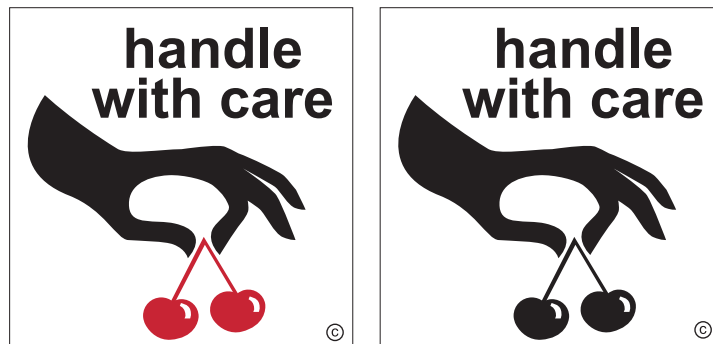
- horizontal format
- A4 format
- vertical format

Choose the option which best suits the shape of the space available and size to suit. See page 4.

Vertical Format



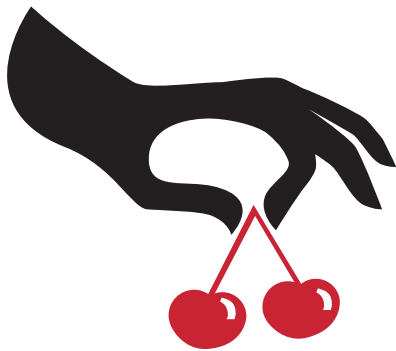
Stand alone handle with care



## Handle with care

The handle with care symbol, ONLY, may be used as a stand alone graphic.

## Preferred options



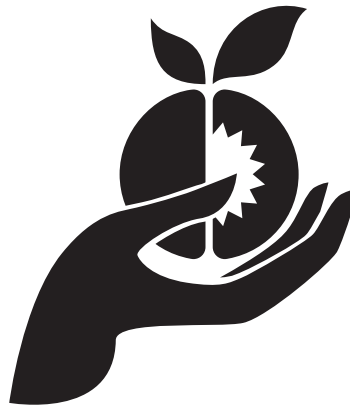
### Black + Cherry

PMS 1935 or CMYK: 20c, 100m, 90y

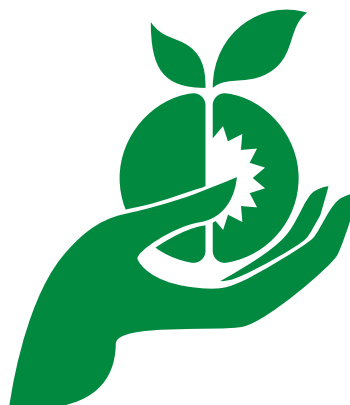
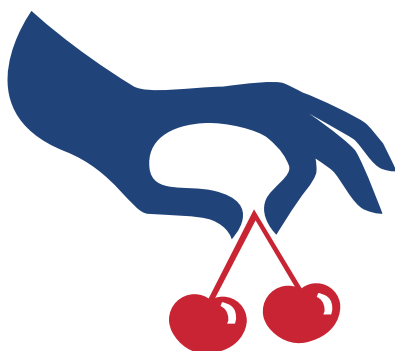


### Black + Nectarine

PMS 144 or CMYK: 55m 100y



## Allowed if necessary



## Colours

### PREFERRED OPTIONS

The **preferred colours** for the handling symbols are as set out on the left, in the colour combinations supplied or black only.

These colours form part of the Summerfruit NZ brand palette.

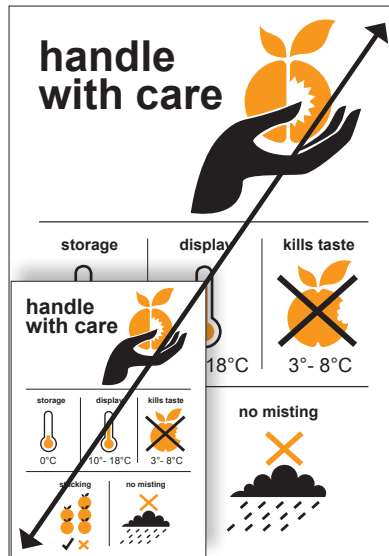
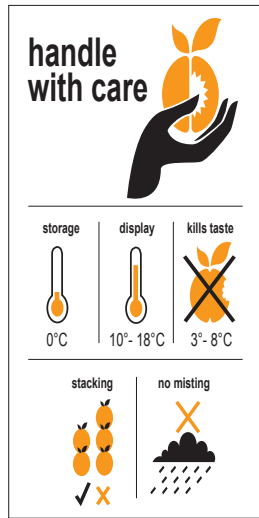
### ALTERNATIVES

If costs do not allow the symbols to be printed in the special 2 colours or black, the graphic can be used in one colour or a combination of two colours used on the carton.

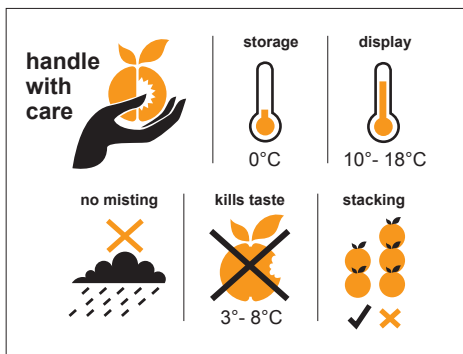
The darkest shade should be used instead of the black and the colour nearest to the colour of fruit should be used in place of the second colour.



format proportions changed



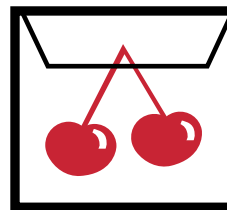
rearranged symbols



type too small



symbol in isolation



keep sealed



## Sizing

All formats may be re-sized taking care not to change the proportions of the original handling symbol format.

Choose the format which best suits your needs and space.

DO NOT rearrange the symbols.

Choose the format which best suits your needs and space.

DO NOT use the symbols too small.

Care should be taken that the handling symbols are not used so small that the type is unreadable.

DO NOT use symbols in isolation.

The symbols must be used as a set as the information must be seen together. The exception for this is the handling with care graphic which may be used by itself.

## Copyright

The handle with care graphics must not be used without the copyright © symbol. They are the property of Summerfruit NZ and are only be used by members of the Summerfruit NZ family or with its permission.

Contact: **Summerfruit NZ**  
P 04 494 9975  
info@summerfruitnz.co.nz