



SOFT SERVE **STYLE GUIDE**

2026

CHAPTERS

01 Brand voice

- 01 Brand story
- 01 DOLE SOFT SERVE® brand promise
- 02 Brand values and styles
- 02 Tone of voice

03 Brand guide

- 03 Brandmark
- 04 Brandmark other expressions
- 05 Brandmark for print
- 06 Brandmark Don'ts
- 07 Writing guide
- 07 Social post guide
- 08 Typography
- 08 Iconography
- 09 Color palette
- 10 Photography
- 11 Flavor colors

12 Brand application

- 12 Product usage
- 13 Menu usage
- 14 Promotional usage
- 14 Legal lines

BRAND VOICE



Brand story

Branding is a promise we make to our audience about the quality of our product and the experience of enjoying it.

As such, it encompasses more than just a logo or tagline. Every point of contact DOLE SOFT SERVE® has with consumers and retailers, from packaging to menu listings sends a message about who and what we are.

Our licensor and brand owner, Dole Packaged Foods, LLC, is a leader in sourcing, processing, distributing and marketing packaged fruit products and better-for-you treats throughout the world. Dole's products are an essential and delicious part of most people's day. This is the light the Dole brand shines, which defines our DOLE SOFT SERVE® brand.

DOLE SOFT SERVE® is brought to foodservice operators by KENT Consumer Brands Americas, LLC.

DOLE SOFT SERVE® brand promise

To help operators make a fruitful profit from our better-for-you treats.

DOLE SOFT SERVE®

BRAND STORY

BRAND PROMISE

Brand values & style

BRAND VALUES

Inspiring

Dole motivates and energizes people to live a good life.

Authentic

Dole is trustworthy, real, and operates with integrity.

Reliable

Dole consistently delivers high-quality products that meet strict safety standards.

Innovative

Dole believes innovation can make a better world for everyone.

BRAND STYLE

Modern

Bold

Nod to heritage

Vibrant

Tone of voice

WE SOUND

Optimistic

Always speaking from the sunny side of life: a reflection of our bright brand platform.

Empowering

Supportive, confident and encouraging: in line with our brand purpose.

Relatable

Always easy to talk to, we treat our consumers like family or friends.

Joyful

Packed with genuine positivity and excitement, because that's the way good fruit should be enjoyed.

WE DON'T SOUND

Pragmatic

Bound by the "ins and outs" of life's daily challenges.

Timid

Shy, withdrawn or unsure.

Judgmental

Expert, untouchable or arrogant.

Serious

Burdened by unnecessary worries and cautions.

BRAND GUIDE



SOFT SERVE

DOLE SOFT SERVE® brandmark

The DOLE SOFT SERVE® brandmark takes inspiration from an iconic shape - the leaf - one of nature's most identifiable elements. It allows for distinct recognition and creativity and is on-brand with the DOLE SOFT SERVE® narrative. Please refer to the next page for specific guidance.

DOLE SOFT SERVE®
BRAND GUIDE
BRANDMARK

Our landmark represents all our partners

Dole Food Company consists of various business and partners, ranging from sub-divisions of our business pillars to factories.

To ensure correct representation of the Dole landmark as well as the link between all of our businesses, please take a look at the approved lockups. The 'underline' element is a familiar asset, it is derived from the 'Sunshine for All' lockup.

Please read the notes (Below) to ensure we represent any expression of the Dole brand in the best way; to create a strong bond between the businesses as well the ethos that ties us together.

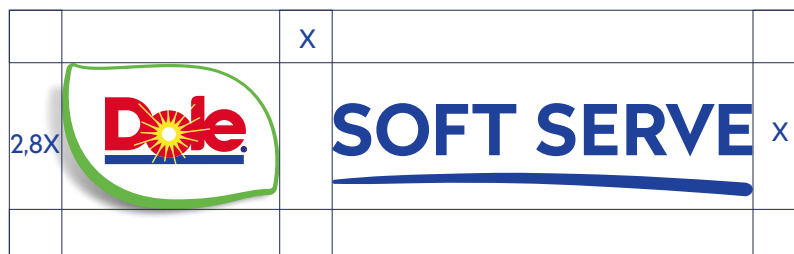
Stacked versions to be used when width is an issue



9mm | 80px



Elongated version when width is not an issue



Please observe the safe space (marked as X)

Our landmark consists of four colors, excluding white which is omnipresent in most color palettes. These colors are to be called 'brandmark colors' as they link us to our masterbrand.

The color black is added to the mix as it's also considered an omnipresent color. The black version of the Dole logo should be used only when printing is limited to black & white.

<p>PMS Reflex Blue C100 M89 Y0 K0 R0 G20 B137 HEX 001489</p>	<p>PMS 186C C2 M100 Y85 K6 R200 G16 B46 HEX C8102E</p>	<p>PMS Process Yellow C0 M0 Y100 K0 R246 G229 B0 HEX F6E500</p>
	<p>PMS 368C C65 M0 Y100 K0 R120 G190 B32 HEX 78BE20</p>	<p>PMS White C0 M0 Y0 K0 R255 G255 B255 EX FFFFFFFF</p>
		<p>PMS Black C C0 M0 Y0 K100 R0 G0 B0 HEX 000000</p>



When challenged with printing limitations, monochromatic versions of the logo (shadow removed), can be used in one of the specified colors above.

Please only use these colors when you have printing restrictions. To enhance visibility we strictly avoid using yellow as a monochromatic version.

DOLE SOFT SERVE®
 BRANDMARK
 BRANDMARK PRINT

Don'ts

Our brandmark is a symbol of all the things we hold dear in our business. As the embodiment and 'face' of the business, the brandmark must be treated with respect, and never modified. Please have a look below for modifications that are not allowed. This list is not exhaustive and these examples are only a few cases where we could mis-represent our brand.



SOFT SERVE

Do not stretch or distort the logo in any way



SOFT SERVE

Do not change the colors of the logo



Do not use any other element from the logo individually



SOFT SERVE

Do not remove the shadow from the logo unless printing a monochromatic version



SOFT SERVE

Do not change the opacity of the logo



SOFT SERVE

Do not change the angle/orientation of the logo

In writing

OFFICIAL NAME

DOLE SOFT SERVE®

DOLE SOFT SERVE® is a true-to-fruit frozen treat with on-trend attributes that consumers seek.

DO

DO NOT

Fruit flavored or true-to-fruit (or mango-flavored, pineapple-flavored, etc.)	With, contains, or made with real or fresh fruit, Natural or All Natural Ingredients
Vegan, Dairy-free, Lactose-free, Gluten-free, Cholesterol-free, Low-fat	Organic Made without artificial flavors
DOLE SOFT SERVE®	Disney® DOLE Whip® Original DOLE WHIP® DOLE Whip® Pineapple Whip®
Better-for-you	Healthy

COPYWRITING GUIDANCE: SOCIAL MEDIA

Below are our principles specifically for Social Media channels. These are based on current guidelines for most of the channels the business is using.

SUGGESTIONS

Keep captions to 70 words or less in order to keep the reader's attention. Leave longer form content for professional channels such as LinkedIn.

Consider motivational phrases and feel-good language that is shareable and uplifting.

Ask rhetorical questions and invite the reader into the storytelling.

DOLE SOFT SERVE®

WRITING GUIDE

SOCIAL POST GUIDE

Typography

A suite of 3 fonts drives simplicity, boldness and consistency across all creative expressions.

RADIKAL

Our primary brand font is modern, simple, and visually spacious, encouraging legibility and conveying our inviting attitude. We use Radikal for headers, titles, and overall body copy.

Radikal Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Radikal Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FUTURA PASSATA

This large, bold and exciting font drives impact and clarity, whether on the retail shelf or a kitchen table. Used as a character font, this is a secondary brand font. Used to create stand out in headers, titles or quotes. Special note: We only use the Narrow version of Futura Passata

FUTURA PASSATA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

2345678901

Iconography

DOLE SOFT SERVE® has unique better-for-you and manufacturing qualities, as illustrated by the icons below. These icons may be used as a design element to highlight specific characteristics of DOLE SOFT SERVE® and may appear together or apart. They are not logos and should never replace the DOLE SOFT SERVE® Signature.



Colors

COLOR PALETTE + COLOR USAGE

Our color palette is inspired by the abundance and vibrancy of nature in all its glory. Designed to give our brand a bright outlook, we've divided colors into 3 palettes: bound by simple, but powerful, color principles.

MASTERBRAND COLORS

These colors are the foundation of our brand and we have taken great care in selecting these two tones.

They represent the sky (Dole Sky Blue) and our heritage from the past (Dole Heritage Blue). The sky is where the sun sits and we always look up to it. We therefore use Dole Sky Blue on top and Dole Heritage Blue on the bottom of a page.

PMS 298 C
C68 M8 Y0 K0
R57 G180 B232
HEX 39B4E8

PMS 281 C
C100 M87 Y38 K35
R0 G32 B92
HEX 00205C

BRANDMARK COLORS

The colors below are what we refer to as 'brandmark colors'. They are the colors included in our Dole brandmark.

By adhering to our color ratios we ensure all brand materials are relevant and a good representation of our brand.

PMS Reflex Blue
C100 M89 Y0 K0
R0 G20 B137
HEX 001489

PMS 186C
C2 M100 Y85 K6
R200 G16 B46
HEX C8102E

PMS Process Yellow
C0 M0 Y100 K0
R246 G229 B0
HEX F6E500

PMS White
C0 M0 Y0 K0
R255 G255 B255
EX FFFFFFFF

PMS 368C
C65 M0 Y100 K0
R120 G190 B32
HEX 78BE20

PMS Black C
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

DOLE SOFT SERVE®

COLOR PALETTE

CHARACTER COLORS

In addition to the masterbrand and landmark colors, we will always need to use other colors that reflect other facets of our brand.

These are called 'character' colors are for inspirational purposes. You can use these to inspire you to come up with any colors needed for your work, as long as you observe the following principles:

- 1. Nature is inspiration:** nature-inspired hues celebrating the natural world, from rich and earthy, to gloriously vibrant. Artificial and/or neon colors are not allowed.
- 2. Category relevance:** be bright, bold and uplifting in order to reflect the vibrant environment of the packaged fruit category. This should link to the brief you may receive.
- 3. Sun-drenched:** we bring sunshine to all, so our palette should feel warm like the sun, radiant, inviting and energizing.

PMS 207C C5 M100 Y48 K22 R165 G0 B52 HEX A50034	PMS 7405C C0 M11 Y97 K0 R242 G205 B0 HEX F2CD00	PMS 213C C0 M92 Y18 K0 R227 G28 B121 HEX E31C79	PMS 7504C C17 M36 Y52 K38 R148 G121 B93 HEX 94795D
PMS 1505C C0 M56 Y90 K0 R255 G105 B0 HEX FF6900	PMS 375C C46 M0 Y90 K0 R151 G215 B0 HEX 97D700	PMS 2592C C58 M90 Y0 K0 R155 G38 B182 HEX 9B26B6	PMS 4625C C30 M72 Y74 K80 R79 G44 B29 HEX 4F2C1D
PMS 137C C0 M41 Y100 K0 R255 G163 B0 HEX FFA300	PMS 3298C C99 M11 Y72 K35 R0 G106 B82 HEX 006A52	PMS 3538C C97 M20 Y0 K0 R0 G139 B205 HEX 008BCD	

Photography

Photography is one of the foremost elements of consumer and business engagement.

- Perfect, tropical-colored swirls can be shown in cones or dishes, either with or without toppings.
- Fresh fruit may be used as a garnish or a topping, provided it is clear the soft serve itself doesn't contain real fruit.
- Do not use recognizable people, or show people's faces.
- Our environments and landscapes are meant to inspire and uplift so our environments and landscapes need to feel warm and inviting.
- We avoid clinical, cold, or dark environments. We are not a night brand therefore we avoid evening shots or darkness.
- Dusk / Golden Hour is allowed.

PHOTO LIBRARY

Access the complete DOLE SOFT SERVE® photo library:

- 1) Visit DoleSoftServe.com
- 2) Select "Operator POS" from the left navigation
- 3) Enter your login credentials as prompted

Flavor colors

DOLE SOFT SERVE® COLOR SPECIFICATIONS

In order to maintain color consistency when showing images of DOLE SOFT SERVE® in cones or cups, the following color guide has been created to help you match the color of the images to that of the product.



**Lemon
Flavored**
C4 M4 Y27 K0



**Pineapple
Flavored**
C4 M5 Y28 K0



**Mango
Flavored**
C2 M7 Y37 K0



**Orange
Flavored**
C4 M13 Y38 K0



**Lime
Flavored**
C18 M0 Y32 K0



**Watermelon
Flavored**
C4 M22 Y3 K0



**Strawberry
Flavored**
C2 M26 Y7 K0



**Raspberry
Flavored**
C8 M25 Y13 K0



**Cherry
Flavored**
C13 M71 Y53 K1



**Pomegranate
Flavored**
C22 M90 Y74 K0



**Peach
Flavored**
C0 M20 Y45 K0

BRAND APPLICATION



Product usage

The use of alcohol as a topping on finished DOLE SOFT SERVE® is acceptable. Example of menu board statement – DOLE SOFT SERVE® topped with Rum.

NOT ACCEPTABLE

- Mixing alcohol, or any other liquid that is not water to the DOLE SOFT SERVE® mix
- Combining any other liquid that is not water into the DOLE SOFT SERVE® mix and pouring that mix into a soft serve machine.
- Using the DOLE SOFT SERVE® mix as an ingredient

DOLE SOFT SERVE® mix must be prepared using a commercial soft serve machine to produce a finished soft serve product.

On your menu

On menu boards if DOLE SOFT SERVE® logo does not fit, then the following text is acceptable DOLE SOFT SERVE®

BRAND TITLE

You can use DOLE SOFT SERVE® on your store menus. It is always to be written with all capital letters and should be on one line.

The trademark designation should be used as set forth:

- 1st mention: DOLE SOFT SERVE®
- Subsequent mentions: DOLE SOFT SERVE

Never refer to or use Disney or its properties, which are trademarked, in connection to DOLE Whip®

- Never refer to DOLE Whip®
- Never refer to as just DOLE®

FLAVOR LISTING OPTION 1

DOLE SOFT SERVE® Cherry-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Lemon-Flavored Soft Serve, Naturally Flavored

DOLE SOFT SERVE® Lime-Flavored Soft Serve, Naturally Flavored

DOLE SOFT SERVE® Mango-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Orange-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Peach-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Pineapple-Flavored Soft Serve, Naturally & Artificially Flavored

DOLE SOFT SERVE® Pomegranate-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Raspberry-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Strawberry-Flavored Soft Serve, With Other Natural Flavor

DOLE SOFT SERVE® Watermelon-Flavored Soft Serve, Artificially Flavored

FLAVOR LISTING OPTION 2

DOLE SOFT SERVE® Lemon Flavored, Naturally Flavored, Mango Flavored, With Other Natural Flavor, Pineapple Flavored, Naturally & Artificially Flavored etc.

FLAVOR LISTING SPECIFICATION

The size of the font after the flavor reference is as follow: The word Flavored must be a minimum of 0.5 font size of the name description.

DOLE SOFT SERVE® Watermelon-Flavored, Artificially Flavored

Promotional usage

When using the DOLE SOFT SERVE® Brand on promotional collateral please email our Consumer Brands Customer Care Team at KPFGCustomerCare@kentww.com

No use of the DOLE SOFT SERVE® registered trade mark on printed advertising, permanent signage, billboards, commercials, store front, store names, labeling, packaging, shipping containers or other materials, business documents, invoices, stationery, sweepstakes, drawings, giveaways, labels, cartons, or permanent wrapping.

Legal line

Include the following legal line in legible type on all DOLE SOFT SERVE® point of sale or promotional materials, unless the size of the piece prohibits the line's legibility:

Manufactured Exclusively By: KENT Consumer Brands Americas, LLC. Muscatine, IA 52761 USA. ©2026 KENT Consumer Brands Americas, LLC. DOLE and other Dole marks are registered trademarks of Dole Packaged Foods, LLC and Dole Asia Holdings Pte. Ltd. and used under license.

The year (in the example above) "2026," should be updated to reflect the year that the piece is published.

For questions, assets, or access to our full brand standards, or approval on a specific application, please email our Consumer Brands Consumer Care Team at KPFGCustomerCare@kentww.com or call (800) 442-5242.