

PRESENCE

Coca-Cola – Guidelines Manual

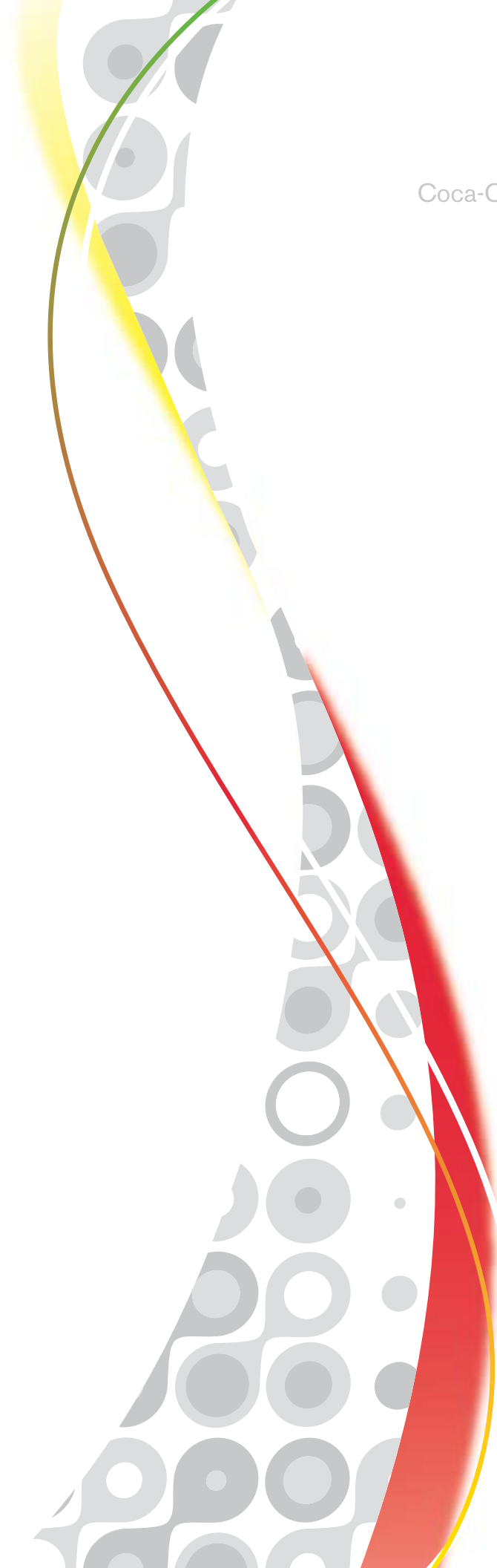


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introduction | progressing the Coca-Cola visual identity

Introduction

Coca-Cola has several elements of iconography that are valuable brand assets. Among these are the color red, the white Spencerian script logo, the red disc, the contour bottle design and the dynamic ribbon.



Together, when used appropriately, these icons can be powerful tools for communicating the brand essence. As with all elements of our marketing, we must constantly be aware of how these elements of iconography impact people's perception of the brand and its meaning.

Background

The "Sensation" or "splashing cap" design was introduced in January 2000. As a packaging graphic the Sensation design primarily focused on communicating the sensory aspects of the brand. In late 2000, our brand communication evolved to express a greater balance between the functional and emotional aspects of the brand. Subsequently, we began a year and a half journey to more fully understand the communication value of Coca-Cola iconography and what meaning it has for people the world over. This was the first step in a broad range of work focused on updating the dominant visual image of Coca-Cola by re-designing the brand's visual identity, including packaging and presence graphics.

The Packaging Graphics Brief

The brief for the packaging graphics re-design work was as follows:

Communicate the key values and equities of the brand

- Contemporary authenticity
- Youthful Spirit
- Energy and refreshment
- Optimism

Leverage existing key brand icons (the color red, contour bottle, Spencerian script, red disc and dynamic ribbon)

Reduce clutter and simplify to make a bold statement

Balance functional and emotional communication

Target a creative epicenter of young people 16-25

The Design and Evaluation Process

To help ensure transnational relevance we utilized a renowned global design firm. Importantly, we began with a wide array of test graphics ranging from designs so close to the Sensation graphic that people saw no discernable difference in the communication value, to designs that progressed so far that the communication value could not be associated with Coca-Cola in any way. We then made sure to understand why each design as a whole communicated as it did. This was accomplished, in part, by having consumers deconstruct the various representations of Coca-Cola iconography, as well as color and design forms. A series of innovative projective techniques was then used to solicit the communication value of these separate elements, directly from consumers.

With the assistance of our global research partner, we were able to determine how each design's communication value related to the most fundamental human motivations of consumers in various life-stages. Designs that most clearly met the brief while forging the deepest positive association with the motivations and attitudes of consumers were selected for a series of refinements and further evaluations. By using a variety of innovative qualitative and quantitative research techniques, we were able to understand the strengths, weaknesses, communication value and tradeoffs of each design across a range of culturally diverse markets where Coca-Cola is sold. Qualitative evaluation results were validated by quantitative testing, which was followed by additional design refinements.

introduction | progressing the Coca-Cola visual identity

The Learnings

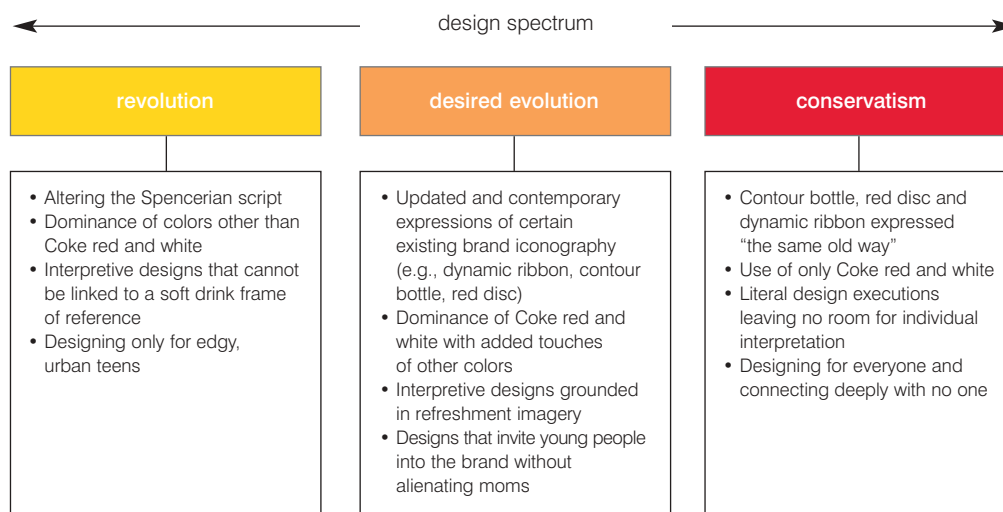
Consumers were essential in helping us understand how far and how fast we could evolve the Coca-Cola packaging graphic. To be clear, there are limits to the pace and extent of evolution because, to many people, the packaging is the tangible embodiment of the brand and all it stands for.

Yet we learned that we must progress the brand's packaging graphic in order to ensure that it has contemporary relevance in people's lives. Further, we were continually reminded that the leadership of Coca-Cola extends far beyond the soft drink frame of reference -- Coca-Cola should express visionary leadership in everything it does. This includes manifestations of the brand's visual identity. The design spectrum below details the central learnings related to the rate and scale of the evolution of Coca-Cola packaging graphics.

In addition, consumers clearly identified certain design elements that must be on Coca-Cola packaging to ensure that they are getting real Coca-Cola. These are the Coca-Cola logo in white Spencerian script and a predominance of Coke red.

Finally, a moderate amount of additional color, other than Coke red, effectively helps convey the contemporary, optimistic and uplifting aspects of the brand essence – as long as the dominant colors are Coke red and white. Within the context of the Coca-Cola packaging graphic, among all colors evaluated, the addition of yellow generated the most positive response among consumers.

packaging graphics learning summary



introduction | progressing the Coca-Cola visual identity

The New Packaging Graphic

The new Coca-Cola packaging graphic incorporates the timeless appeal of the Spencerian script logo along with updated variations of other icons; specifically Coke red, contour bottle and the dynamic ribbon. It's important to take a moment to discuss each of these elements.

The new packaging graphic retains the prominence of the **Coca-Cola white Spencerian script logo** on a largely **Coke red** background. However, the **Spencerian script logotype** on the new graphic has been returned to its earlier cleaner, lighter, more open shape vs. that used on the Sensation graphic. The Coke red background has been enhanced by the inclusion of dark red contour lines which provide several benefits.

- 1 - Create a sense of depth and multidimensionality.
- 2 - Build the impression of movement and activity.
- 3 - Generate significantly more interest and engagement than the previous flat Coke red background.

The new can package utilizes an enhanced transparent Coke red to give it a more metallic look that is eye-catching, fresh and contemporary.

The inclusion of **stylized bubbles and condensation droplets** throughout the background delivers the communication of refreshment required to ensure that the more interpretive elements of the overall design are firmly linked to the soft drink frame of reference.

On the side panel of the package graphic, people are pleased and surprised to discover the familiar, yet new, depiction of the **contour bottle**. The **“bubble contour”** provides the assurance of authenticity, heritage and guaranteed quality all in a unique design suggestive of energizing refreshment. The bubble contour will also (re) introduce “Coke” to consumers in many markets where this brand mark has not been fully leveraged.

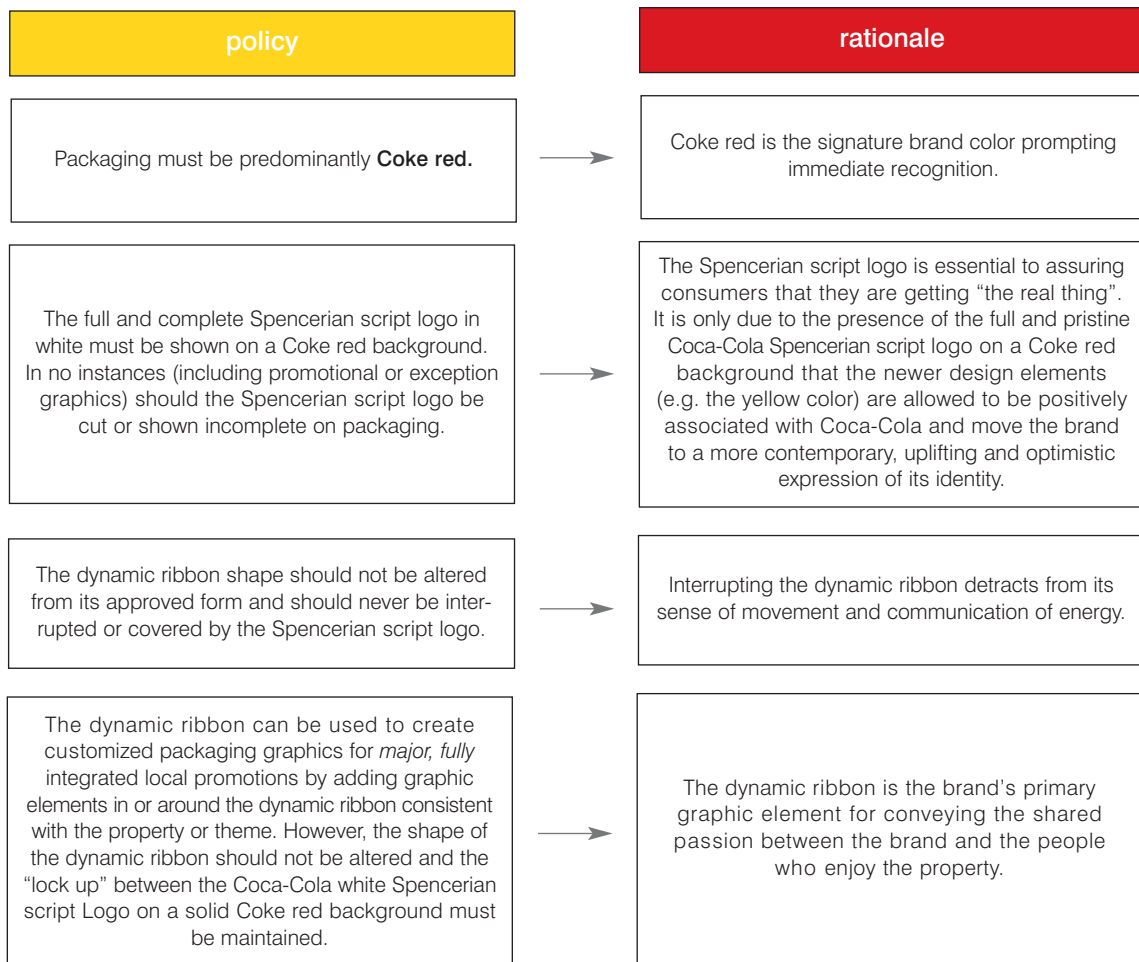
The return of the **dynamic ribbon** to a place of prominence brings a familiar sense of energy, fluidity, motion and optimism to the graphic. The evolution of this element from a single dynamic ribbon to one made up of multiple, intertwining ribbons is important in conveying the forward movement of the brand. The move to multiple ribbons communicates contemporary dynamism, open-ended possibilities and the willingness of the brand to progress with the times. The different colors and textures within the ribbon speak to modernity through the use of silver and optimism via the addition of yellow. Carbonation bubbles that appear along the edges of the ribbon reinforce the idea of uplifting, energizing refreshment.

The sum total of the packaging design elements achieves a balanced communication of the brand's functional and emotional benefits with a decidedly modern, youthful and optimistic feel.

introduction | progressing the Coca-Cola visual identity

Corporate Policy for Packaging

Based on learnings from global consumer research, the following mandates must be adhered to on all Coca-Cola packaging (including promotional and exception graphics):



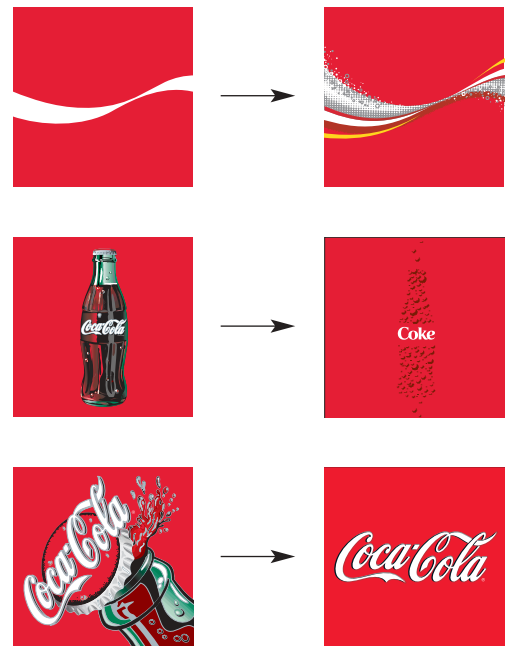
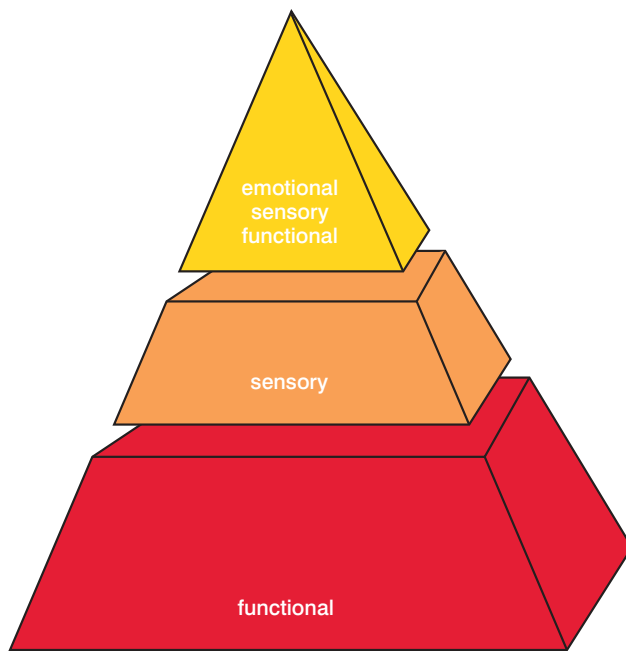
introduction | progressing the Coca-Cola visual identity

Evolving Brand Connection Through Visual Identity

The updated expressions of iconography in the new packaging graphic allow us to convey three levels of brand connection with consumers: functional, sensory and emotional.

Each of our icons is important in communicating different facets of the brand architecture and meaning. However, consumer insights tell us that the dynamic ribbon is the best vehicle for conveying the sum total of key brand communication values. These are contemporary, energy, optimism, youthful spirit, and (given certain treatments) refreshment.

As the most interpretive of the Coca-Cola icons, the dynamic ribbon also can be used to communicate possibilities, fluidity, dynamism and attitude. It is easily adapted to fit a broad range of consumer contexts simply by incorporating color (beyond just red and white), texture and graphic treatments, allowing us to engage consumers in a more contemporary and relevant manner. The wide range of positive associative meanings that the dynamic ribbon is able to embody make it an important foundational element of both the new packaging and presence materials for Coca-Cola.



introduction | progressing the Coca-Cola visual identity

Presence Materials

The new Coca-Cola presence materials represent the greatest progression of the brand's visual identity. Unlike the packaging graphics, where consumers have more clearly established boundaries of evolution, the extent to which we can credibly introduce updated design treatments is much greater in presence materials. These design treatments include an expanded use of color (both in range and intensity), new backgrounds based on contemporary design approaches and youth-inspired forms that update the expression of our existing key icons (excluding the Coca-Cola Spencerian script logo).

Due to the broad range of communication values that the dynamic ribbon can take on, it will become a key icon for Coca-Cola in all visual identity materials. A number of design treatments for the dynamic ribbon are included in the presence guidelines.

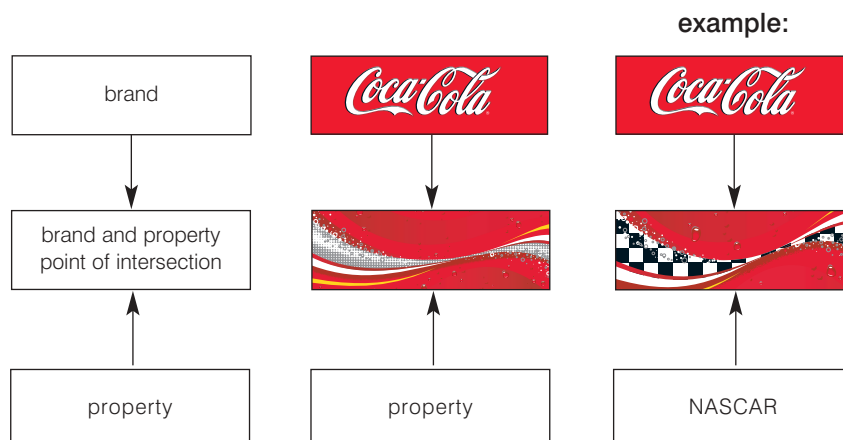
For presence applications that include property associations, the dynamic ribbon can be used as the intersection between the brand and the consumer passion for the property. By integrating graphic treatments from the property into the dynamic ribbon, we can more fully leverage our association with the property to build powerful and relevant consumer relationships.

When using the dynamic ribbon to communicate property associations, the spatial relationship (or "lock up") between the Coca-Cola Spencerian script logo and the dynamic ribbon must be consistently maintained. References for this spatial relationship within a variety of formats are outlined in the presence guidelines.

While the dynamic ribbon will be a key icon moving forward, we will also retain the use of the contour bottle. The contour bottle icon conveys the authenticity and refreshment values of the brand. Updated versions of the contour bottle, as well as the red disc icon have been created and are appropriate for use in those consumer contexts where you desire a less interpretive communication of refreshment and authenticity.

Local Market Responsibility

The consumer expectation that our branding and messaging should be adapted to the environment, context and human emotional state opens the door to a broader palette of expression for the Coca-Cola visual identity. On the following pages you will see a range of new designs. These design elements are not intended to represent the entirety of your finished presence materials. In some instances, you may choose to apply branding and deploy this artwork as it appears in the Presence Program guidelines. However, more often, you may need to combine these design elements with other locally relevant graphic elements to form a complete presence communication. A comprehensive and effective presence communication will reflect your local insight into the cultural context, the likely human emotional state at the time the presence material will be seen, the physical environment, the retail/channel environment, the state of Coca-Cola brand development, as well as your knowledge of how consumers decode and interpret brand communications in your market.



introduction | progressing the Coca-Cola visual identity

The implementation of the new presence graphics will be the first exposure to the dynamic ribbon for some consumers in some markets. Therefore it is important to consider how to introduce the dynamic ribbon to consumers so that a positive and strong connection to the brand is first established and then enriched over time. To begin, you may leverage the packaging graphic, which provides a recognizable context for the dynamic ribbon by closely linking it to the Coca-Cola Spencerian script logo. Initially you may want to use the Head presence graphic that is a “lift” of the package graphic, in high visibility grocery channels or as a communication sign-off in all-family environments. This will allow you to (re)introduce the dynamic ribbon and establish it as a familiar element of Coca-Cola iconography. After several months have passed (but not more than a year) you should evolve your presence materials to feature dynamic ribbons that are more specific to the physical environment, consumer context and likely human emotional state of the viewer.

Again, your local human insights should dictate the rate at which you evolve your presence materials to a point where they are more customized and not simply a replication of the packaging graphic.

The new Coca-Cola Presence Program offers unprecedented flexibility focused on helping you to achieve your local business objectives. With this flexibility comes a greater responsibility to understand the brand and how to use design and iconography to deepen the relationship with people while at the same time practicing the highest levels of brand stewardship.

Visual Identity Role within Overall Marketing Mix

It is important to be clear about the role of visual identity within the overall marketing mix, beyond just packaging. A comprehensive visual identity program (including both packaging graphics and presence graphics) can present the brand in a fresh, new and dynamic way.

- *Packaging Graphics*: communicate that Coca-Cola provides real refreshment that is uplifting and energizing
- *Presence Materials*: communicate how the brand meets a range of functional and emotional need states in specific targeted environments so that relevant, satisfying and memorable connections are made

The brand's other integrated communications (e.g., television advertising, out-of-home, experiential marketing, etc.) should be used to express the concepts of real refreshment and relationship with self, family, friends and communities of people sharing similar passions by inspiring the enjoyment of life through these human connections.

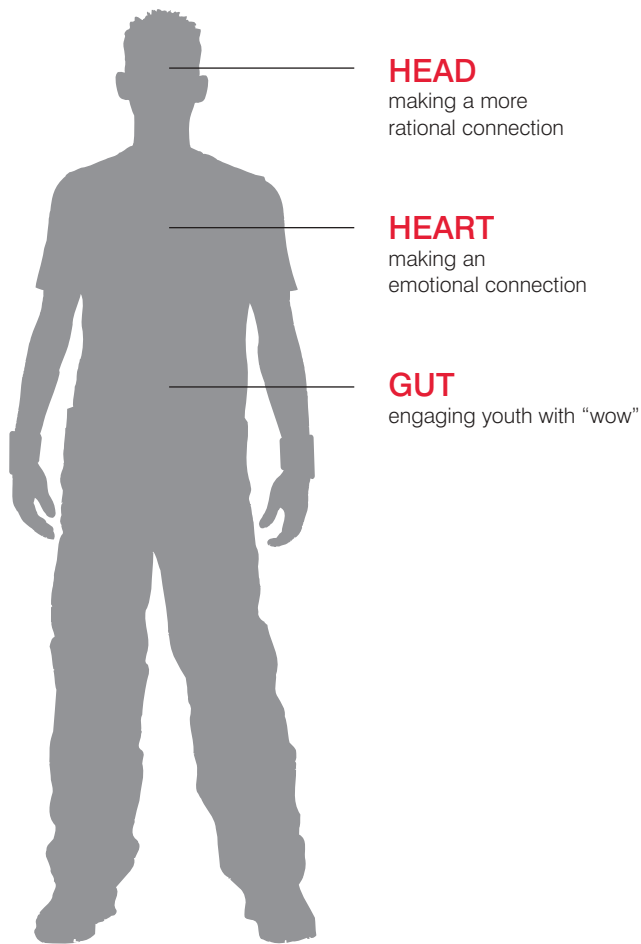
Summary

The graphics and guidelines included in this manual are appropriate for the visual representation of Coca-Cola at this time. We will continually review and update the brand's visual identity so that it remains relevant and fresh in people's lives, while staying grounded in the brand's timeless values and equities of being authentic, refreshing, real, uplifting, optimistic and inspiring. Consumer-based learnings have been and will continue to be the principle driver of our visual identity direction.

Contacts

If you have any questions regarding guidelines, please contact the Coca-Cola Global Brand Graphics Manager, Lee Anne Hilsabeck at lhilsabeck@na.ko.com or 404.676.6471. If you have any questions regarding the overall objectives for progressing the visual identity of Coca-Cola, feel free to contact any members of your Coca-Cola Global Brand team.

introduction | presence program specifics: 3 emotional connection levels



The presence program offers a new way to think about Coca-Cola brand presence. It is designed to connect with consumers on three emotional levels: Head, Heart and Gut.

Each emotional connection level provides a range of visually compelling graphics for use in a wide variety of environments.

Depending on your communication goals and objectives, you select the appropriate emotional connection level (Head, Heart, Gut) and choose from supplied graphics offered under each level. Application examples are shown for each level. You should not mix emotional connection levels in the same application or in the same venue (i.e., do not mix a Head graphic with a Heart graphic). However, more than one emotional connection level can and should be used throughout your entire marketing mix.

The presence graphics allow for local flexibility and customization of the brand communication message, and are meant to replace all existing consumer communication materials in your market (e.g., Sensation graphic, icy red disc, etc.).

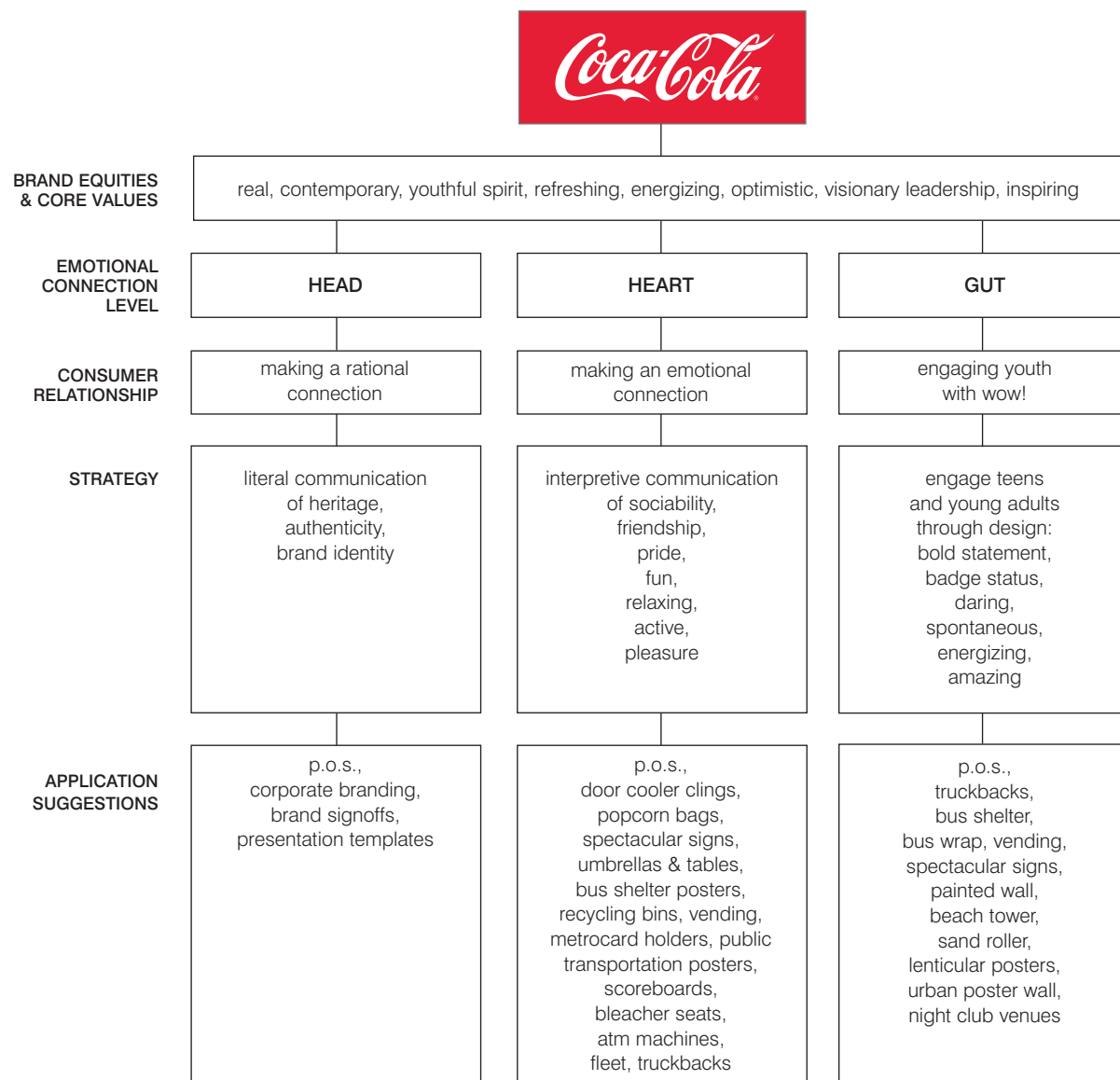
Graphics shown in these guidelines are not branded, with the exception of those in the Head section. You must include sufficient branding on all presence graphics used in your market. Sufficient branding varies by market, by channel and by consumer context. You should use your local insights to determine what constitutes sufficient branding on a particular application in your market.

Note: The square graphics format shown in these guidelines is for presentation purposes only and is not meant to be a mandatory or suggested shape for use.






introduction | presence graphics communication objectives

Your specific brand communication goals will direct you to the appropriate emotional connection level to use: **Head, Heart or Gut.**

It is up to you to determine the best way to utilize presence graphics across the three emotional connection levels in your market-place depending on, for example, brand development, how consumers decode brand communications, and the consumer context where the presence graphics are being deployed.



introduction | Coca-Cola brand iconography

	BRAND ICONS	COMMUNICATION VALUE	COMMUNICATION GOAL
COKE RED		authenticity, real	brand recognition
SPENCERIAN SCRIPT		authenticity, quality, refreshment, leadership	brand / corporate recognition
RED DISC		authenticity, heritage	brand / corporate recognition
CONTOUR BOTTLE		refreshment, authenticity, real	sensory experience of having a Coca-Cola
DYNAMIC RIBBON		contemporary, energy, optimism, youthful spirit, refreshment	functional, emotional, sensory and experiential brand meaning

introduction | updated Coca-Cola packaging

The learnings surrounding the new packaging graphic for Coca-Cola provided the foundation for the development of the new presence materials.

Unlike the past, we do not recommend utilizing the packaging graphic as a central theme for all presence graphics. The new presence graphics are designed to allow for achievement of a variety of communication objectives in a range of consumer contexts. Your local market knowledge and insights should determine the best use and application of the presence graphics.

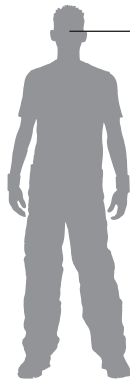


Note: If using a photograph of Coca-Cola packaging on any communication materials, please make sure that any package using the vertical Coca-Cola logo is positioned so that you see both the Coca-Cola logo and the dynamic ribbon.

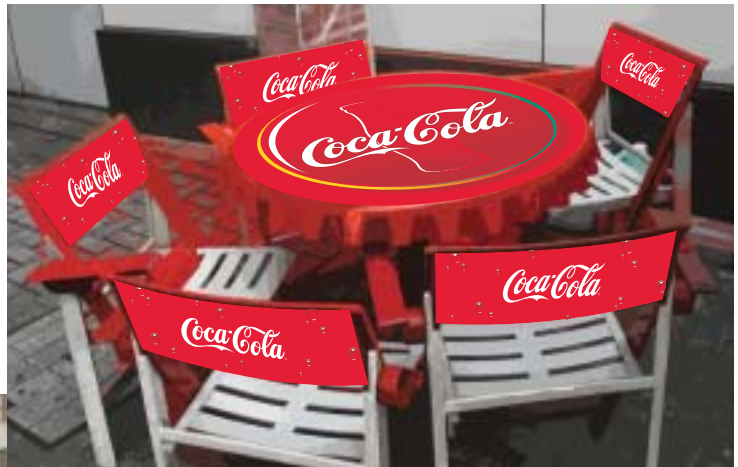
HEAD

Graphics in the Head section are primarily a direct lift from the packaging and should be used in applications where your highest priority is **literal brand/corporate identification**. Unlike previous presence programs, do not use the packaging graphic as your primary presence visual.

making a more rational connection



HEAD | bringing the Head emotional space to life



HEAD graphics | Spencerian script



4-color
 Coke red
 Coca-Cola black (PMS black)
 Coca-Cola dark red (PMS 484)
 Coca-Cola silver (PMS 8001)



1-color
 Coca-Cola black (PMS black)



2-color
 Coke red
 Coca-Cola black (PMS black)



1-color
 Coca-Cola black (PMS black)



2-color
 Coke red
 Coca-Cola black (PMS black)



1-color
 Coca-Cola black (PMS black)



1-color
 Coke red



1-color
 Coca-Cola black (PMS black)



1-color
 Coke red



1-color
 Coca-Cola black (PMS black)

Note: For guidelines surrounding use of the Coca-Cola logo in Spencerian script, see **executional mandates + considerations** section at the end of these guidelines.

The colors shown on this page and throughout the Manual are not intended to match the PANTONE (PMS) Color Standard. In lieu of Coca-Cola Dark Red, Coca-Cola Yellow, Coca-Cola Green, Coca-Cola Silver and Coca-Cola Black, you can use PANTONE® 484, PANTONE® 116, PANTONE® 344, PANTONE® 8001 and PANTONE® BLACK, the standards for which are shown in the current edition of PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc.

HEAD graphics | Coca-Cola Spencerian script and dynamic ribbon lock up

This is the primary Head graphic that shows the appropriate lock up between the Coca-Cola Spencerian script and the dynamic ribbon. The Coca-Cola logo should not cover-up, block, or interrupt the dynamic ribbon in any way.



Ideal



Acceptable



DON'T

HEAD graphics | primary head graphic: square horizontal



5-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)

application
trash recepticle



4-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color

Coke red
Coca-Cola black (PMS black)



1-color

Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: square vertical



5-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)



application
cup



4-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color

Coke red
Coca-Cola black (PMS black)



1-color

Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: short horizontal



5-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)



4-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color

Coke red
Coca-Cola black (PMS black)



1-color

Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: short vertical



5-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)



4-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color

Coke red
Coca-Cola black (PMS black)



1-color

Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: medium horizontal



5-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)



4-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color

Coke red
Coca-Cola black (PMS black)



1-color

Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: medium vertical



5-color

Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)



4-color

Coke red
Coca-Cola black
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color

Coke red
Coca-Cola black
Coca-Cola black (PMS black)



1-color

Coca-Cola black
Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: long horizontal



5-color

- Coke red
- Coca-Cola black (PMS black)
- Coca-Cola dark red (PMS 484)
- Coca-Cola yellow (PMS 116)
- Coca-Cola silver (PMS 8001)



4-color

- Coke red
- Coca-Cola black (PMS black)
- Coca-Cola dark red (PMS 484)
- Coca-Cola yellow (PMS 116)



application

public transportation



2-color

- Coke red
- Coca-Cola black (PMS black)



1-color

- Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: long vertical



5-color
Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)
Coca-Cola silver (PMS 8001)



4-color
Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola yellow (PMS 116)



2-color
Coke red
Coca-Cola black (PMS black)



1-color
Coca-Cola black (PMS black)



application
street banner

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: non-bleed

The non-bleed layout is for use when an edge to edge bleed is not possible, e.g., print ad sign-off.



5-color

- Coke red
- Coca-Cola black (PMS black)
- Coca-Cola dark red (PMS 484)
- Coca-Cola yellow (PMS 116)
- Coca-Cola silver (PMS 8001)



application
print ad



4-color

- Coke red
- Coca-Cola black (PMS black)
- Coca-Cola dark red (PMS 484)
- Coca-Cola yellow (PMS 116)



2-color

- Coke red
- Coca-Cola black (PMS black)



1-color

- Coca-Cola black (PMS black)

Note: For 3-color and 2-color printing, overprint 40% black to 5% to 40% on Coke red as a substitute for dark red PMS 484.

HEAD graphics | primary head graphic: graphic variations

The preferred use of the primary head graphic is on the wave background. However, for those situations where a cleaner background is desired, the flowing wave background with no condensation or carbonation bubbles or a solid Coke red background may be substituted.



primary head graphic



example 1
wave background only



example 2
Coke red background only

HEAD graphics | dynamic ribbon treatments

The following are examples of how to customize the dynamic ribbon by inserting unique materials, artwork techniques and patterns.

For reference only: artwork for specialized dynamic ribbon treatments must be created locally.



technique
foil stamping



application
exterior sign



technique
brushed aluminum



technique
holographic bubbles

HEAD graphics | red disc icon



4-color
Coke red
Coca-Cola black (PMS black)
Coca-Cola dark red (PMS 484)
Coca-Cola silver (PMS 8001)



application
clock signage



2-color
Coke red
Coca-Cola black (PMS black)



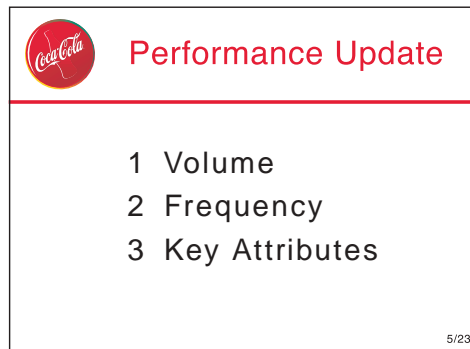
1-color
Coke red

HEAD graphics | red disc icon



5-color process

Coke red
 Coca-Cola black (PMS black)
 Coca-Cola dark red (PMS 484)
 Coca-Cola yellow (PMS 116)
 Coca-Cola green (PMS 344)



application

powerpoint slide



4-color

Coke red
 Coca-Cola black
 (PMS black)
 Coca-Cola dark red
 (PMS 484)
 Coca-Cola yellow
 (PMS 116)



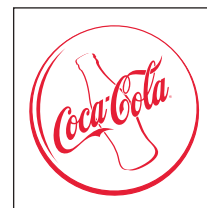
4-color

Coke red
 Coca-Cola black
 (PMS black)
 Coca-Cola dark red
 (PMS 484)
 Coca-Cola green
 (PMS 344)



3-color

Coke red
 Coca-Cola black
 (PMS black)
 Coca-Cola dark red
 (PMS 484)



1-color

Coke red



1-color

Coca-Cola black
 (PMS black)

HEAD graphics | contour bottle



2-color
Coke red
Coca-Cola black (PMS black)



application
flag



1-color
Coke red



1-color
Coca-Cola black (PMS black)



4-color

HEAD graphics | revised Coke logo

This is the revised Coke logotype that should be used for "Coke" on the Coca-Cola bubble contour graphic only.



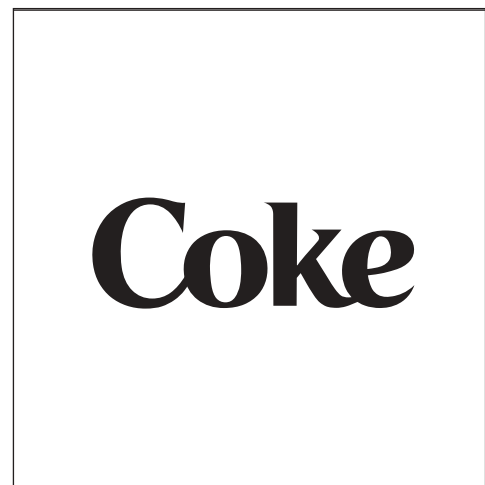
1-color
Coke red



1-color
Coca-Cola black (PMS black)



1-color
Coke red



1-color
Coca-Cola black (PMS black)

HEAD graphics | property associations: NASCAR example

For presence applications that include property associations, the dynamic ribbon can be used to represent the intersection between the brand and the consumer passion for the property. By integrating graphic treatments from the property into the dynamic ribbon, we can more fully leverage our association with the property to build powerful and relevant consumer relationships.

When using the dynamic ribbon to communicate property associations, the spatial relationship (or “lock up”) between the Coca-Cola Spencerian script logo and the dynamic ribbon must be consistently maintained. Please refer to the primary head graphic formats in these guidelines for examples of the appropriate “lock up”. The property graphics should only be incorporated into the inside of the dynamic ribbon as in the NASCAR examples below.



application
clubhouse



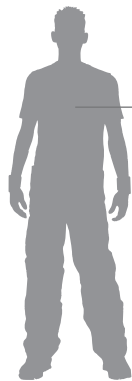
application
pitchboard



application
infield

HEART

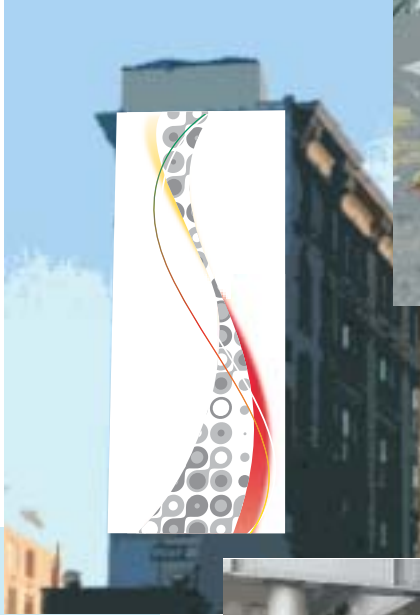
Graphics in the Heart section are interpretive designs that communicate **sociability, active engagement and pleasure.**



making an emotional connection



HEART | bringing the Heart emotional space to life



HEART graphics | branding guidelines

The new Coca-Cola presence graphics use updated brand iconography to make simple, yet bold statements about the brand. While the artwork examples on the following pages are unbranded, every Heart graphic you place in the market needs to be sufficiently branded. However, what that means varies by market, by channel and by consumer context. You

should use your local insights to determine what constitutes sufficient branding in your market. The only exception to making a local determination about sufficient branding is with the primary Head graphic. The Coca-Cola Spencerian script and dynamic ribbon lock up on the primary Head graphic is proportionally established and should not be altered.



DON'T
unbranded



subtle branding



overt branding



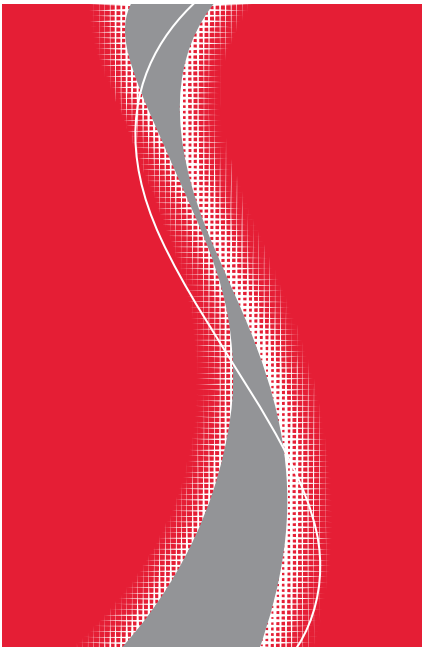
DON'T
overwhelm the communication value of an icon by using branding that is too strong

HEART graphics | dynamic ribbon

The following pages offer a range of dynamic ribbons to choose from, all of which communicate contemporary, energy, optimism and youthful spirit.



application
subway poster



Any time a dynamic ribbon graphic is used, it should clearly start and stop. You should not attach two or more dynamic ribbons together to create a continuous flowing graphic.

Any of these dynamic ribbons can be used horizontally, vertically or in animated formats, however, animations should focus on graphic treatments inside the dynamic ribbon versus moving the entire dynamic ribbon. See **executional mandates + considerations** for additional dynamic ribbon sizes.



application
flip billboard



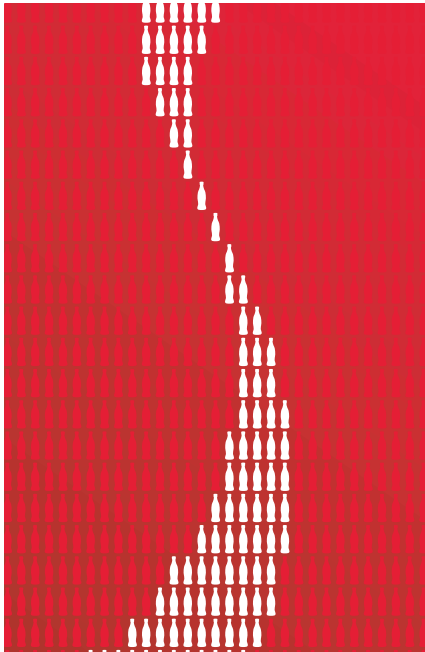
HEART graphics | dynamic ribbon



application
fleet



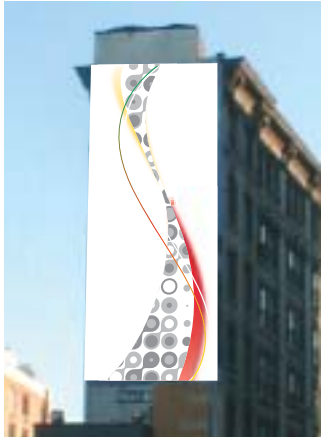
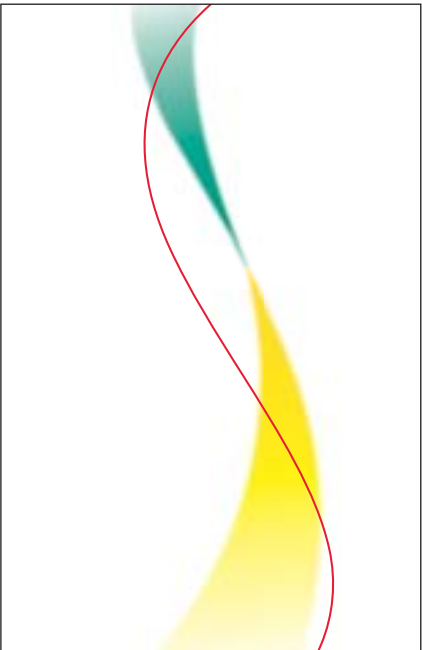
application
newspaper dispenser



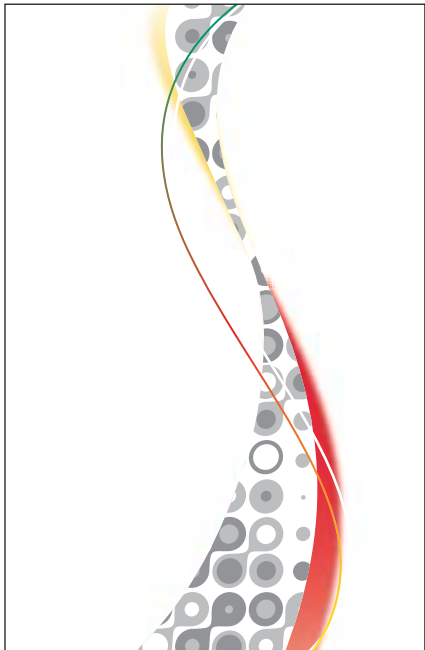
HEART graphics | dynamic ribbon



application
billboard



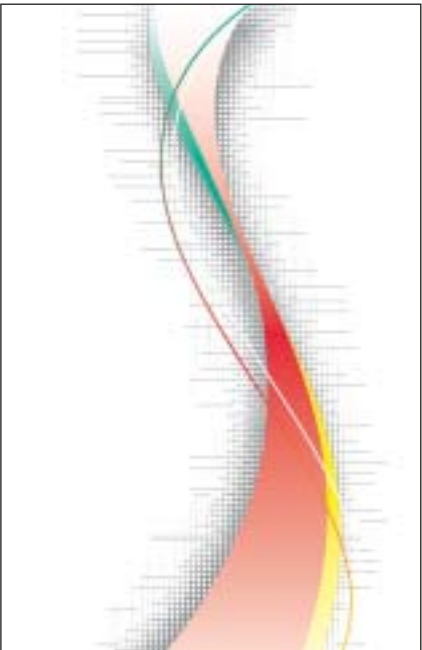
application
building mural



HEART graphics | dynamic ribbon



application
bus kiosk

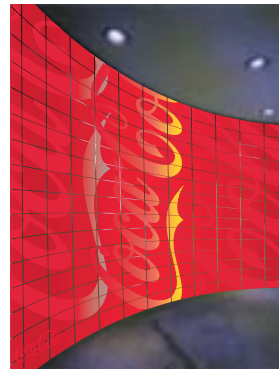


HEART graphics | Coca-Cola logo

NOTE: Any use of a partially obscured or incomplete Coca-Cola logo must be reviewed and approved by the Coca-Cola Global Brand Graphics Manager and the Corporate Trademark Department of the Legal Division prior to implementation.



application
fabric banner



application
wall graphic



HEART graphics

bubble contour bottle

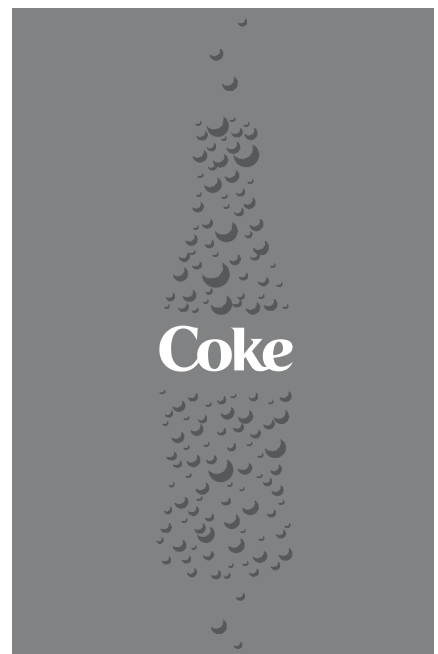
The Coke logotype shown on the Coca-Cola bubble contour is approved for use on this graphic only.



application
vendor cart



2-color
Coke red
Coca-Cola dark red (PMS 484)



1-color
Coca-Cola black (PMS black)

HEART graphics | contour bottle

The contour bottle is a symbol of the brand's heritage, authenticity and ability to provide a refreshing sensory experience. These new contour bottle graphics can help to ensure that this valuable icon retains contemporary relevance in the lives of young people.



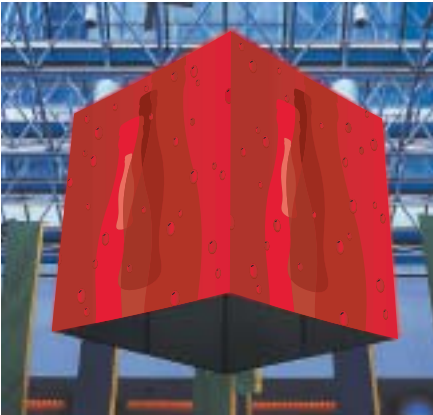
application
park sign



application
sand roller



HEART graphics | contour bottle



application
hanging cube sign



HEART graphics | red disc icon



2-color
Coke red
Coca-Cola black (PMS black)



application
shopping cart



2-color
Coke red
Coca-Cola black (PMS black)



1-color
Coke red



1-color
Coca-Cola black (PMS black)

HEART graphics | red disc icon



application
newsstand side graphic



application
directional signage



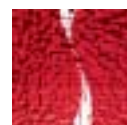
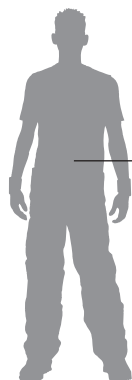
GUT

Graphics in the Gut section engage young people through design. Strengthening the brand's relationship with youth is critical to its growth.

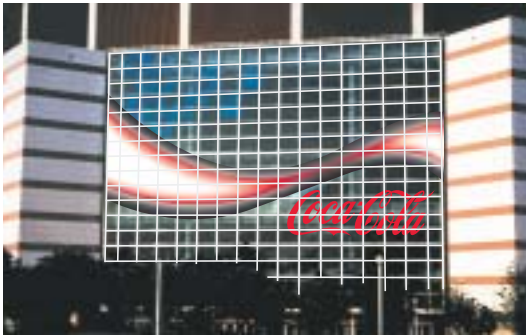
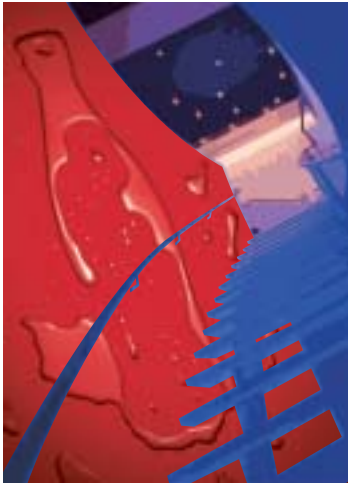
The Gut graphics were developed to “live” in the world of young consumers, a world that is bolder, faster, more daring, more surprising and more energetic. The Gut graphics represent the most far-reaching visual progression of the brand iconography to date and need to be refreshed at least once a year to stay relevant.

Gut graphics should include branding, but branding should be made subtle through the use of the Coca-Cola logo in a screened version of the background color on which it appears.

engaging youth with “wow”



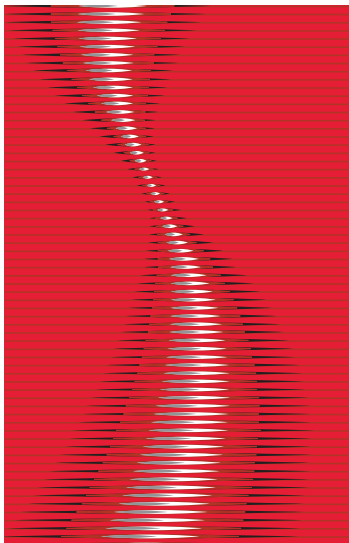
GUT | bringing the Gut emotional space to life



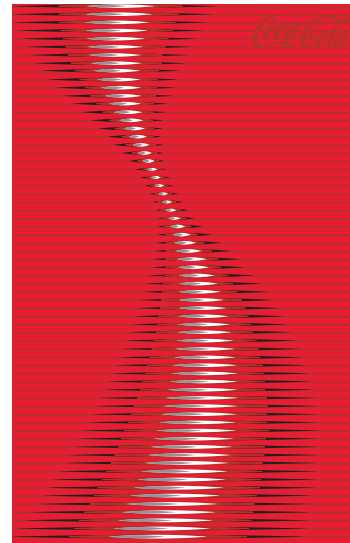
GUT graphics | branding guidelines

The new Coca-Cola presence graphics use updated brand iconography to make simple, yet bold statements about the brand. Every Gut graphic you place in the market needs to be sufficiently branded. However, what that means varies by market, by channel and by consumer context. You should use your local insights

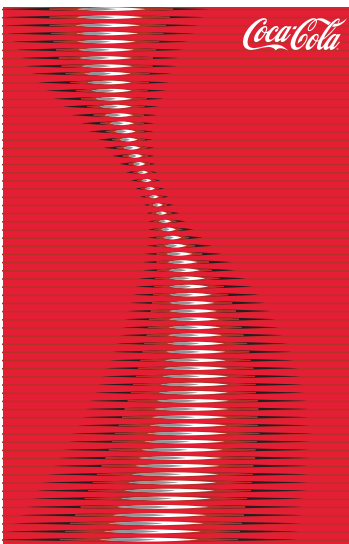
to determine what constitutes sufficient branding in your market. The only exception to making a local determination about sufficient branding is with the primary head graphic. The Coca-Cola Spencerian script and dynamic ribbon lock up on the primary Head graphic is proportionally established and should not be altered.



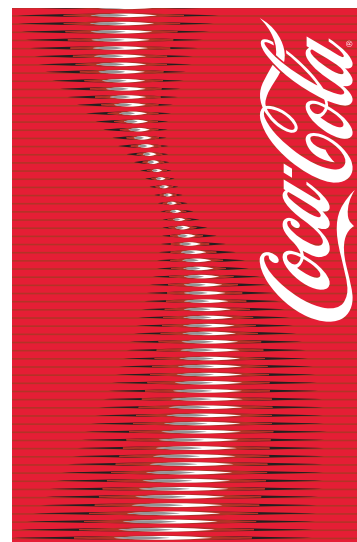
DON'T
unbranded



subtle branding



overt branding



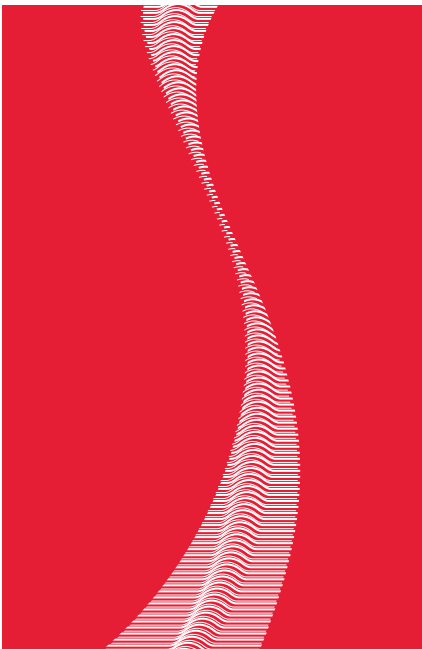
DON'T
overwhelm the communication value of an icon by using branding that is too strong

GUT graphics | dynamic ribbon

Following are a range of dynamic ribbons, all of which have unexpected treatments representing contemporary expressions of bold attitude, positive movement, energy, being uplifted and optimism.

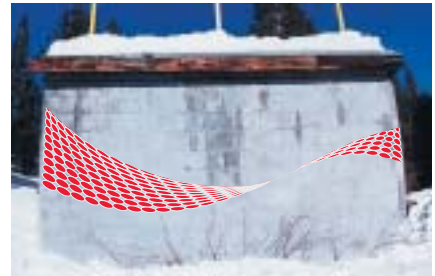


application
telephone panel

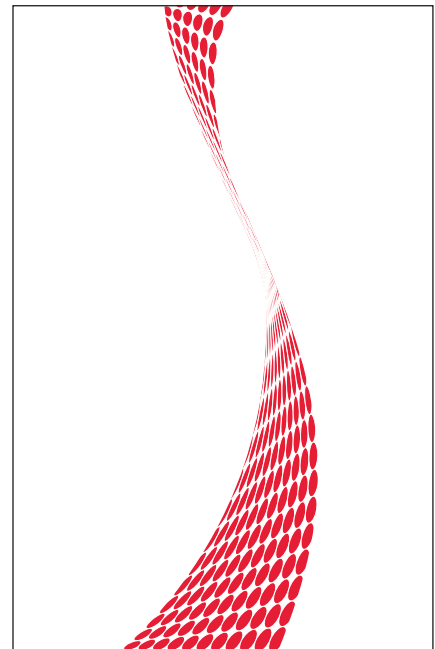


Any time a dynamic ribbon graphic is used, it should clearly start and stop. You should not attach two or more dynamic ribbons together to create a continuous flowing graphic.

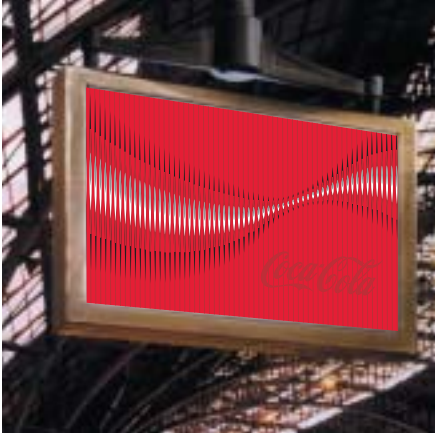
Any of these dynamic ribbons can be used horizontally, vertically or in animated formats, however, animation should focus on graphic treatments inside the dynamic ribbon versus moving the entire dynamic ribbon. See **executorial mandates + considerations** for additional dynamic ribbon sizes.



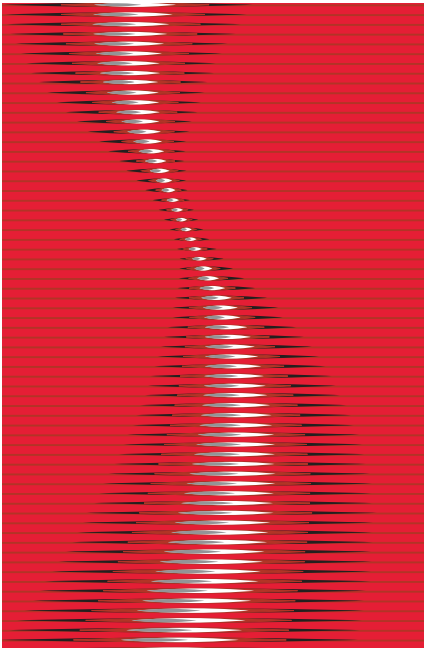
application
wall graphics



GUT graphics | dynamic ribbon



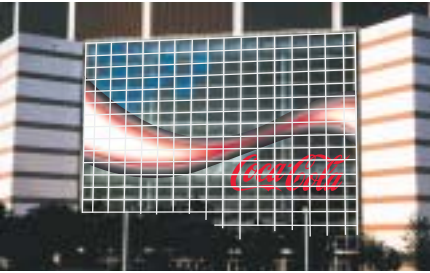
application
framed train station sign



application
building spectacular



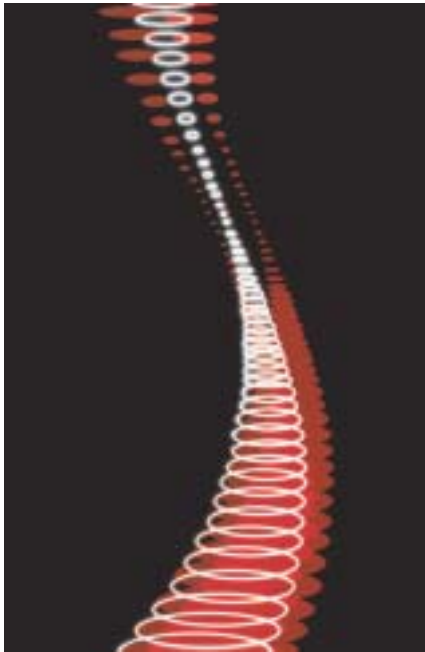
GUT graphics | dynamic ribbon



application
large window graphic



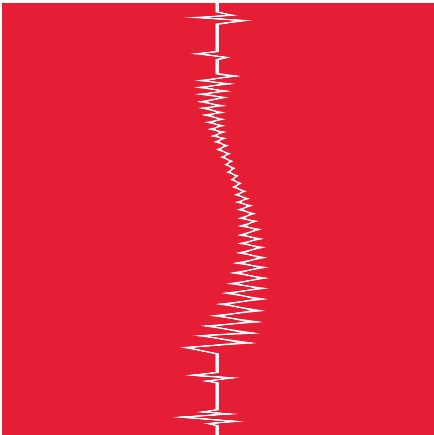
application
wall wrap



GUT graphics | dynamic ribbon



application
urban poster wall



GUT graphics | contour bottle

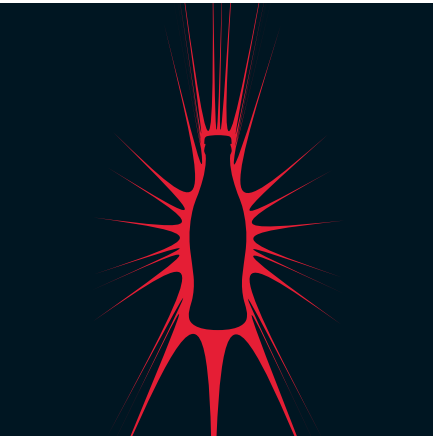
The contour bottle is a symbol of the brand's heritage, authenticity and ability to provide a refreshing sensory experience. These new contour bottle graphics can help to ensure that this valuable icon retains contemporary relevance in the lives of young people.



application
wall graphics



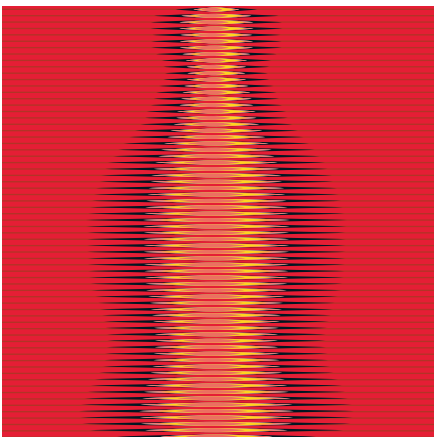
application
large wall banner



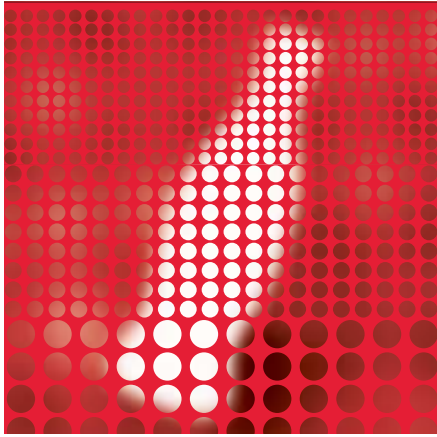
GUT graphics | contour bottle



application
lighted club floor



application
airport signage



GUT graphics | contour bottle



application
framed street sign



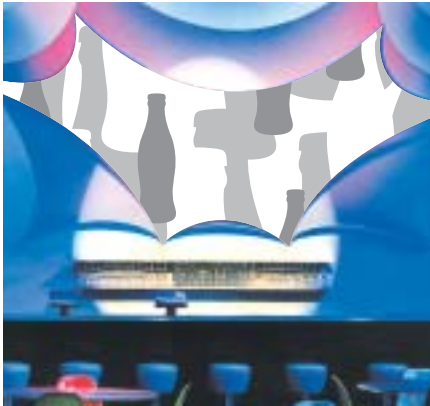
application
telephone booth



GUT graphics | contour bottle



application
ceiling loop banner



application
wall web



GUT graphics | contour bottle



application
beach tower



GUT graphics | red disc icon



application
public transportation



index

executorial mandates + considerations

Coca-Cola iconography, backgrounds

color considerations + reproduction/legal information

contact information

visual index

Coca-Cola Logo

Consumers worldwide recognize the Coca-Cola trademark. It is an instantaneous reference to the brand and should not be used for anything other than Brand Coca-Cola. The sole exception is when it is part of a trade name, such as “The Coca-Cola Company,” “The Augusta Coca-Cola Bottling Company,” “Coca-Cola USA,” etc.

“Coca-Cola” in Spencerian script:

- must be treated as a single word and should not be split on two lines.
- must always have the hyphen - the hyphen can not be constructed out of other items.
- should always be proportionally correct
- should not be curved or bent as this distorts the trademark past the point of being visually “proportionally correct.”
- if presented vertically or tilted, should read bottom to top.
- if presented backwards in an application, the application must include a horizontal pristine representation.
- may be partially obscured as long as it is still clearly recognizable (over 70%) and a full pristine logo is readily visible at the same time.
- may be acceptable in an incomplete repeating format as long as a complete, pristine Spencerian script logo is nearby and legible.

Unless required by law, the Coca-Cola brand name should not be translated into other alphabets or languages.



Use on Packaging

- “Coca-Cola” in Spencerian script must always appear full and complete in white on a red background (even when package is shown on p.o.s.).

Use on Licensing and Specialty Merchandising

“Coca-Cola” in Spencerian script:

- can be in any color as long as it is kept in its original, pristine format.
- may be partially obscured as long as it is still clearly recognizable (over 70%) and a full pristine logo is readily visible at the same time.
- may appear in an incomplete repeating format as long as a complete, pristine Spencerian script logo is legible and visible elsewhere on the item.

NOTE: Any use of a partially obscured or incomplete Coca-Cola logo must be reviewed and approved by the Coca-Cola Global Brand Graphics Manager and the Corporate Trademark Department of the Legal Division prior to implementation.

executional mandates | red disc icon



Red Disc Icon

The shape of the disc should always be a perfect circle. The disc should always contain one of the other core icons of the brand – Coca-Cola Spencerian script, contour bottle, dynamic ribbon.

- The disc should never be used as a background so that it looks like a generic red dot.
- Elements can be added to the surface of the disc to communicate a cold environment (e.g., icicles, snow, water droplets).
- Do not use the Coca-Cola red disc icon as a letter. (Example: An O in the word Sports)
- No third party trademarks or logos, including customer logos, can appear inside the red disc.
- When the “Coca-Cola” Spencerian script or the contour bottle are used with the disc, they may extend outside the boundaries of the disc.
- If the disc is turned into a different element, then the resulting logo is no longer the Coca-Cola red disc icon.

executional mandates | contour bottle template

The contour bottle is one of the brand's most recognizable icons and its shape should not be distorted in any way.

Artwork for the contour bottle graphics shown in this manual are provided in a range of dimensions based on projected applications (up to 20 ft x 20 ft). For applications that are larger than these dimensions, you will need to create your own artwork locally and have it approved by the Coca-Cola Global Brand Graphics Manager.

Please consider the final application dimensions when determining if the contour bottle is appropriate for that application (i.e., to avoid distorting the trademark shape).



executional mandates | dynamic ribbon templates



square format: This version of the dynamic ribbon is for use when applied to the square standard format in an application. It is interchangeable as a horizontal or vertical dynamic ribbon.



short format: This version of the dynamic ribbon is for use when applied to the short horizontal or short vertical standard formats in an application. It is interchangeable as a horizontal or vertical dynamic ribbon.



medium format: This version of the dynamic ribbon is for use on medium formats. It is interchangeable as a horizontal or vertical dynamic ribbon.



long format: This version of the dynamic ribbon is for use when applied to the long horizontal or long vertical standard formats in an application. It is interchangeable as a horizontal or vertical dynamic ribbon.

Artwork for the dynamic ribbon graphics shown in this manual are provided in a range of dimensions based on projected applications (up to 10 ft in length). For applications that are larger than these dimensions, you will need to create your own artwork locally and have it approved by the Coca-Cola Global Brand Graphics Manager.

We have developed a wide range of dynamic ribbon graphics for the Coca-Cola presence program. If, however, there is a need to create a locally relevant dynamic ribbon graphic, please refer to the template information to the left.

The dynamic ribbon should never be used as a road, path, mountain (e.g., with a skier skiing down) or other tangible physical element as this degrades the interpretive communication value of the dynamic ribbon.

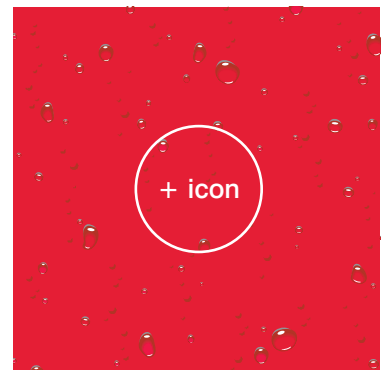
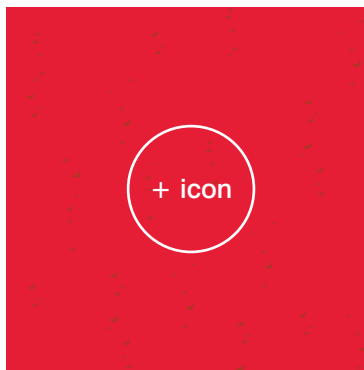
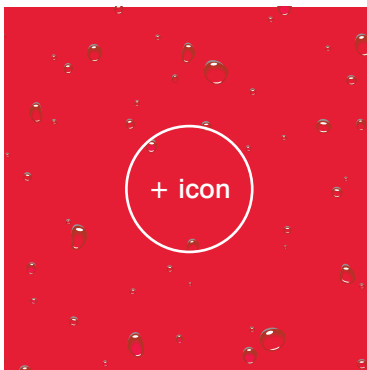
executional considerations | backgrounds

Shown below are some backgrounds that incorporate refreshment imagery. These backgrounds are for use in locally developed artwork for presence applications.

The backgrounds should never be used alone to communicate the brand. They should always be attached to a Coca-Cola icon (e.g., variations of the contour bottle) or closely associated with other communication that provides sufficient branding.

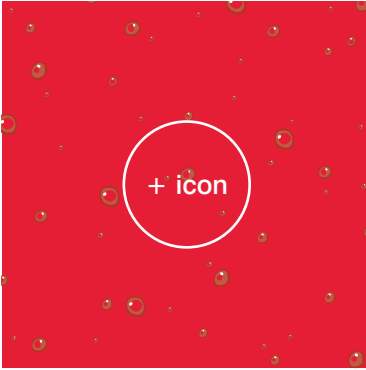
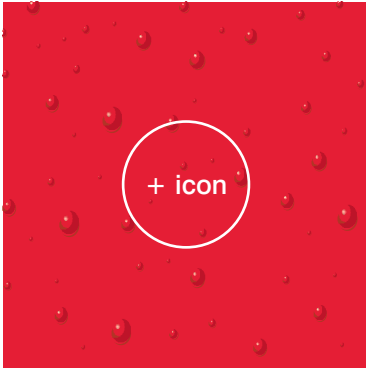
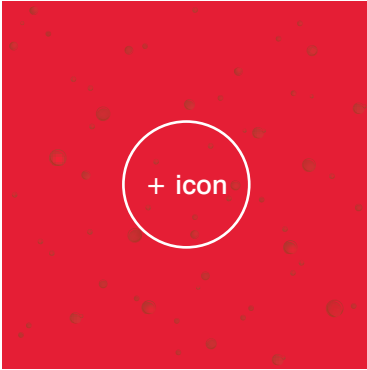
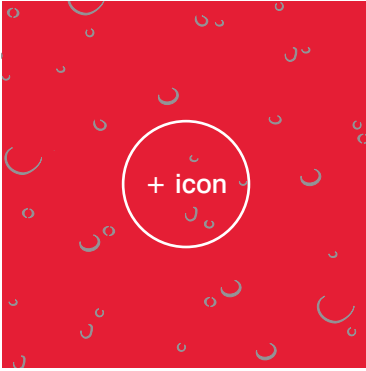
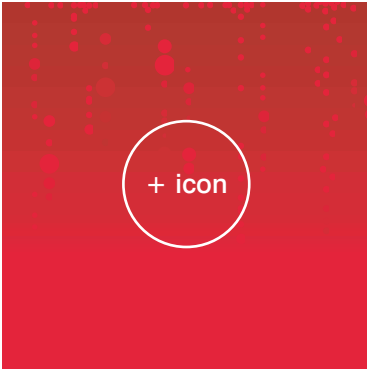


application
kiosk



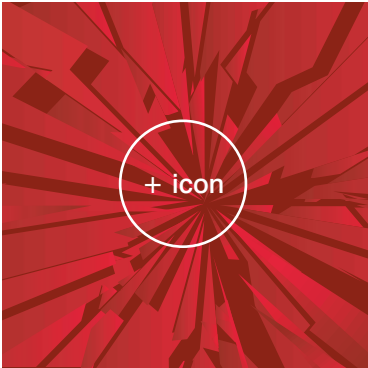
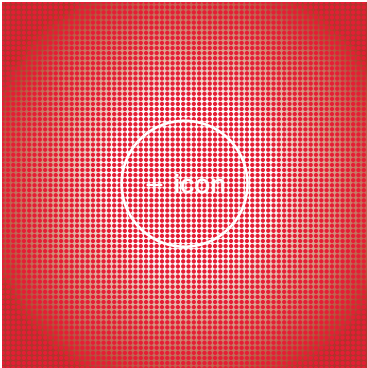
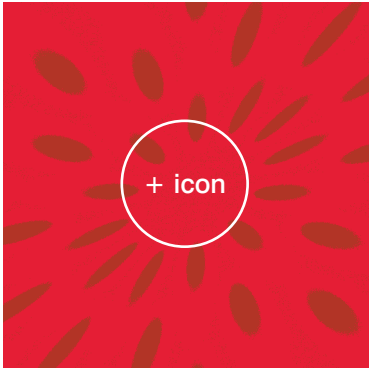
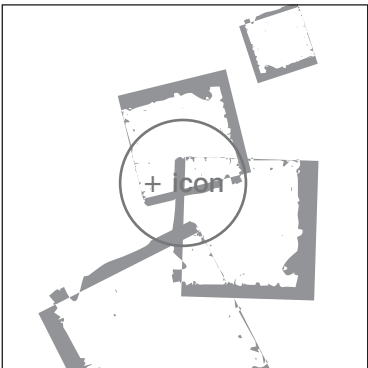
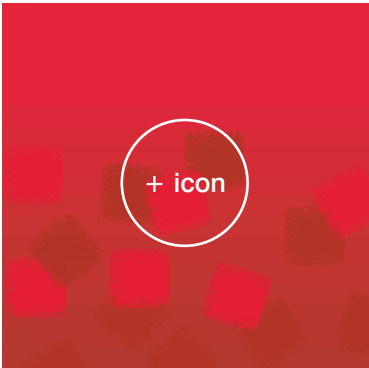
background options
must be combined with one of the brand icons

executional considerations | backgrounds



background options
must be combined with one of the brand icons

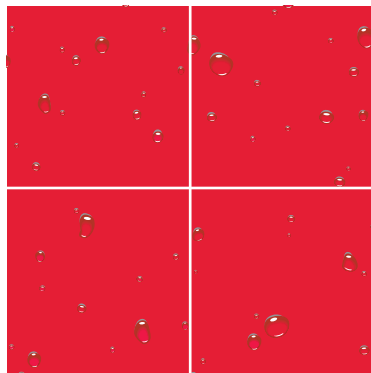
executional considerations | backgrounds



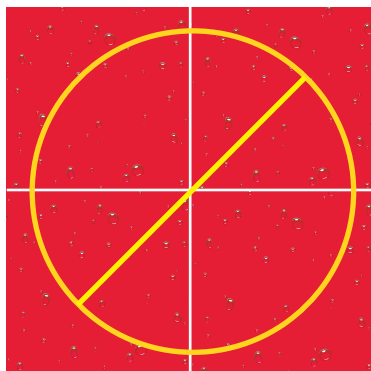
background options
must be combined with one of the brand icons

executional considerations | backgrounds

If you must tile the background patterns together to create a larger application, you should go in and randomly place/remove graphic elements (e.g., some of the condensation bubbles) to create a more natural look.



DO
when implementing a background graphic in a larger application, do try to achieve a natural look.



DON'T
do not rigidly repeat background graphics, creating an unnatural look.

color considerations + reproduction / legal information

Color Considerations

Coke red is a special match color. It can be build out of process by using 100M/80Y, but each printer may need to adjust this ratio to achieve a Coke red match. For approved Coke red color swatches contact the Coca-Cola Global Brand Graphics Manager.

Graphics in the **Head** section include alternate color versions where appropriate. If printing metallic silver is not an option, grey gradation specifications are included. Logo and dynamic ribbon artwork is gradation 50% black to white; the highlight of the top of the bubbles and the compound art of the filled circles is gradation 40% black to white; the stroke of the circles is filled 40% black.

Graphics in the **Heart** and **Gut** sections are shown in the recommended color formats to support the key communication values of those sections and alternate color options have not been developed.



metallic silver (recommended)



grey gradation (printing option)

Legal Information

“Coca-Cola” in Spencerian script, the contour bottle, dynamic ribbon and the red disc are important icons of the brand and should not be distorted from their trademark shapes outside of any templates contained in these Guidelines.

When using the Coca-Cola presence graphics in advertising and print materials, you must include the legal line* with the appropriate references, e.g., “Coca-Cola, the contour bottle, the dynamic ribbon and the red disc icon are trademarks of The Coca-Cola Company.”

The copywrite statement “©2002 The Coca-Cola Company” should be shown on all presence applications where possible.

All Coca-Cola presence graphics must be reviewed with your local legal counsel prior to use.

***NOTE: Please use the appropriate reference in the legal line when referring to the dynamic ribbon graphic that is shown (see below).**



dynamic ribbon



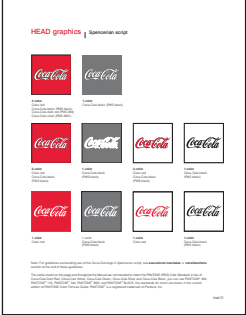
modified dynamic ribbon

contact information

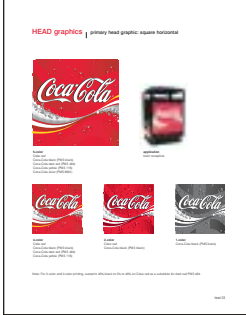
If you have questions about the Coca-Cola Presence graphics or would like to order any artwork found in these Guidelines, please contact Lee Anne Hilsabeck, Coca-Cola Global Brand Graphics Manager at lhilsabeck@na.ko.com or at 404.676.6471.

Please include the artwork reference number found in the visual index at the end of these guidelines with your request.

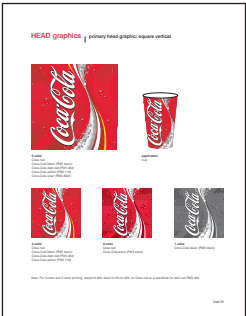
visual index



head 01
digital files
229238.001



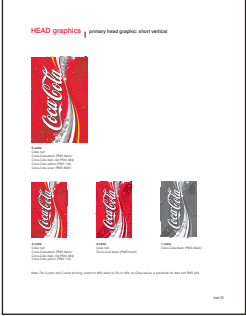
head 03
digital files
229238.002



head 04
digital files
229238.003



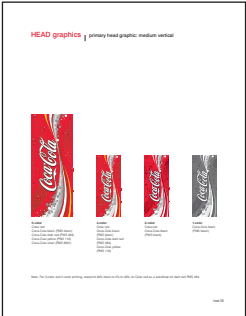
head 05
digital files
229238.004



head 06
digital files
229238.005



head 07
digital files
229238.006



head 08
digital files
229238.007

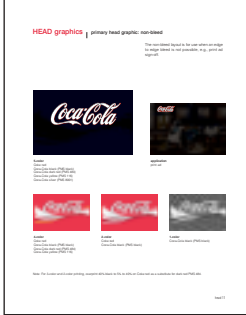


head 09
digital files
229238.008

visual index



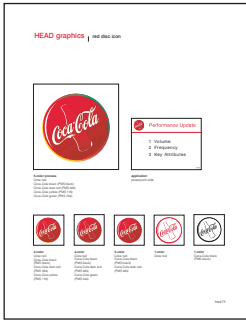
head 10
digital files
229238.009



head 11
digital files
229238.010



head 14
digital files
229238.011



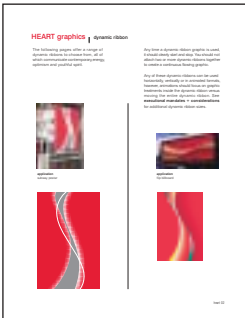
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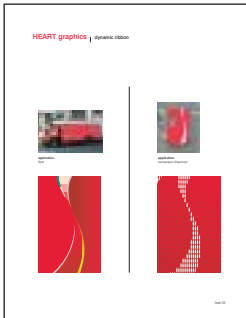
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head 17
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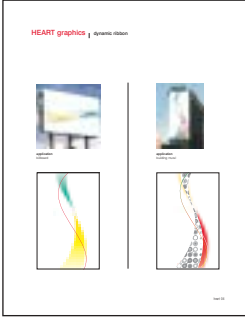


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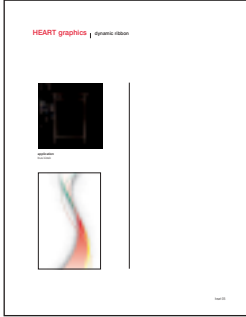


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229238.018

visual index



heart 04
digital files
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229238.020



heart 05
digital files
229238.021



heart 06
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heart 07
digital files
229238.024



heart 08
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229238.025



heart 09
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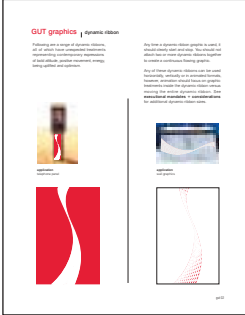


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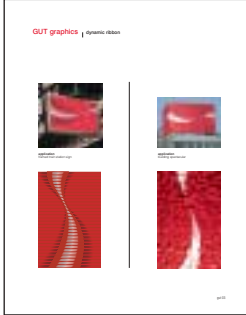


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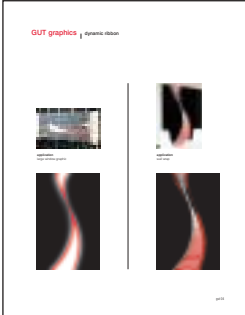
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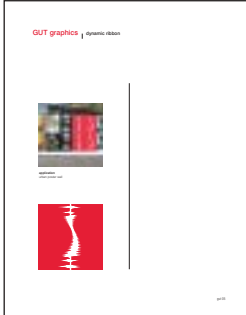
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gut 03
digital files
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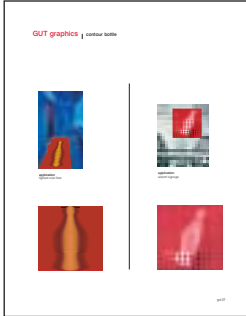
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gut 05
digital files
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gut 06
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gut 07
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229238.039



gut 08
digital files
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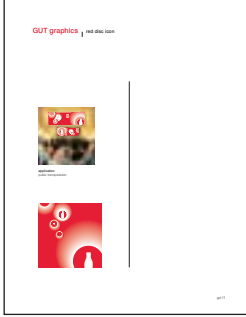


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visual index



gut 10
digital files
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gut 11
digital files
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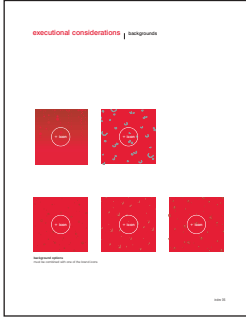
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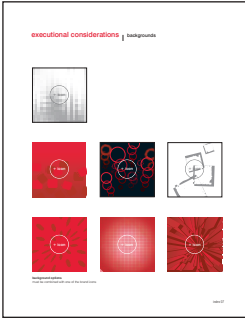
index 04
digital files
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index 05
digital files
229238.046



index 06
digital files
229238.046



index 07
digital files
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