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COCA-COLA BRAND GUIDELINES
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1. BRAND COLORS
Primary Brand Color: Coca-Cola Red (#F40009)
- Must be vibrant, bright red
- Acceptable variants: Deep red, crimson red
- Use red as dominant background color

Secondary Colors:
- White (#FFFFFF) for logo and text
- Silver/metallic accents acceptable for premium feel

2. LOGO USAGE
- Classic Coca-Cola script logo required
- Logo must be in white on red background OR red on white background
- Clear space: minimum 1/4 of logo height around all sides
- Logo should be prominently visible and centered when possible

3. PRODUCT PRESENTATION
- Show product can with condensation/water droplets for freshness
- Ice cubes or bubbles enhance premium feel
- Metallic can finish is acceptable and encouraged
- Product should be hero element in composition

4. BACKGROUND AND COMPOSITION
- Red backgrounds strongly preferred
- Festive, celebratory themes encouraged
- Pattern overlays acceptable if they don't obscure logo
- Bokeh effects with circular elements (bubbles, lights) approved

5. PHOTOGRAPHY STYLE
- High contrast, vibrant imagery
- Professional product photography
- Dynamic angles acceptable
- Emphasis on refreshment and celebration

6. TYPOGRAPHY
- Classic Coca-Cola script for brand name
- Bold, clear fonts for additional text
- White text on red background preferred

7. SEASONAL CAMPAIGNS
- Winter/holiday themes: snowflakes, festive elements approved
- Maintain red and white color scheme
- Celebratory mood encouraged

8. QUALITY STANDARDS
- High resolution imagery required
- Sharp focus on product
- Proper lighting to show product details
- No competing brand elements visible

APPROVAL CRITERIA:
✓ Coca-Cola branding visible
✓ Red color dominant
✓ Professional product photography
✓ No competing beverage brands
✓ Celebratory/premium feel
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