

# Introducing the new look of Pepsi



# Introduction

The Pepsi Smile is a powerful new idea created from the soul and heart of Pepsi creating attention, appeal and communicating the core essence of our brand.

The iconic form of the smile is derived from our brand heritage and established design principles that have defined the Pepsi spirit for over a century. These principles have been used to establish a new identity with harmonious proportions and iconic messaging representing our brand's philosophy as an invitational experience and a stage for popular culture.

The Pepsi Smile Style Guide outlines the uses of the Pepsi Smile, and documents the transition from the "wave" to the "smile" as a genuine reflection of the core essence of Pepsi. The Pepsi Smile is a virtual mirror held up to our customers providing the same optimism, joy and emotion they feel when they enjoy a Pepsi.

**Smile.**

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# 01 Pepsi Globe Guidelines

/ 01.00

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# 01 Pepsi Globe Guidelines

/ 01.00

## The Pepsi Smile

Derived from a series of geometric studies from our brand's heritage, the **Pepsi Smile** is a systematically derived for optimal harmonious proportionality.

The shape of the logo carries three clear messages:

**Humanity:** Providing one voice from which the brand can speak to and connect with consumers.

**Simplicity:** Clearing the clutter and providing singularity of vision.

**Energy:** Capturing the Power and Soul of Pepsi.

These messages define the core of the brand and serve to connect people with the essence and emotion of Pepsi. As a stylized mouth the Pepsi Smile is capable of reflecting the most expressive part of the face. The mouth talks, tastes, and displays a unique range of emotions. These iconic representations of emotions are evoked by our unique Pepsi Palette experience, and in doing so the Smile becomes, **The Face of a New Generation.**



# 02 Logos

/ 02.00

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# 02 Logos

## The New Logo

/ 02.01

The new logo is born from historical Pepsi geometries and design principles., reflections of our past are echoed throughout the Pepsi Smile. The “Pepsi Wave” is evident in the design of a new iconic e and the Pepsi Globe is now understood as both a globe and face with an symbolic smile, the face of a new generation. A new messaging system of smiles transforms a transactional paradigm into an invitational gesture, connecting people with popular culture, excitement and emotion, encouraging customers to embrace us and join the Pepsi culture.

Please Note:

The font used for the Pepsi logo is exclusive to the brandmark. Do not use it or replicate it for any other purpose, such as taglines, additional words/copy, headlines, etc.

### The New Logo





# 02 Logos

## Color Variations

/ 02.02

The primary Pepsi brand identity is reproduced in PMS colors indicated below. If PMS is not available you may use 4 color process equivalents specified beneath each PMS swatch.



4-Color Process

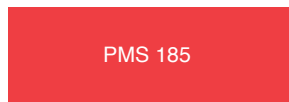
### Primary Colors



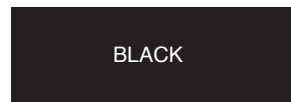
C100  
M55  
K55



C100  
Y45  
K14



M91  
Y76



K100



3-Color PMS



2-Color PMS



1-Color PMS



1-Color B&W

# 02 Logos

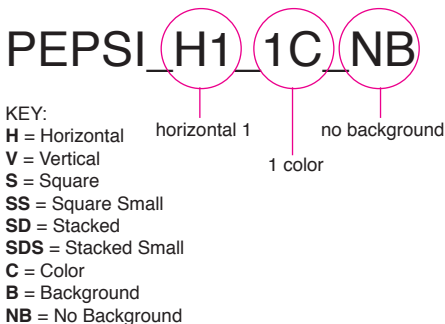
/ 02.03

## Primary Horizontal Formats with Backgrounds

Because the Standard Pepsi Brand Identity H1 does not work for all applications, the approved configurations shown here have been provided for custom needs.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes.

sample filename breakdown:



### H1, Backgrounds

#### 4-Color Process



PEPSI\_H1\_4C.EPS

#### 3-Color



PEPSI\_H1\_3C.EPS

#### 2-Color



PEPSI\_H1\_2C.EPS

#### 1-Color



PEPSI\_H1\_1C.EPS

PEPSI\_H1\_PMS540.EPS also available

# 02 Logos

## Primary Horizontal Formats without Backgrounds

Because the Standard Pepsi Brand Identity H1 does not work for all applications, the approved configurations shown here have been provided for custom needs.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes.

### H1, No Backgrounds

---

#### 4-Color



PEPSI\_H1\_4C\_NB.EPS

#### 3-Color



PEPSI\_H1\_3C\_NB.EPS

#### 2-Color



PEPSI\_H1\_2C\_NB.EPS

#### 1-Color



PEPSI\_H1\_1C\_NB.EPS

PEPSI\_H1\_PMS540\_NB.EPS also available

# 02 Logos

/ 02.05

## Additional Horizontal Formats

Because the Standard Pepsi Brand Identity H1 does not work for all applications, the approved H4 configurations shown here have been provided for custom needs.

### H4, Backgrounds

#### 4-Color



PEPSI\_H4\_secondary\_4C.EPS

#### 3-Color



PEPSI\_H4\_secondary\_3C.EPS

#### 2-Color



PEPSI\_H4\_secondary\_2C.EPS

#### 1-Color



PEPSI\_H4\_secondary\_1C.EPS

PEPSI\_H4\_secondary\_PMS540.EPS also available

### H4, No Backgrounds

#### 4-Color



PEPSI\_H4\_secondary\_4C\_NB.EPS

#### 3-Color



PEPSI\_H4\_secondary\_3C\_NB.EPS

#### 2-Color



PEPSI\_H4\_secondary\_2C\_NB.EPS

#### 1-Color



PEPSI\_H4\_secondary\_1C\_NB.EPS

PEPSI\_H4\_secondary\_PMS540\_NB.EPS also available

# 02 Vertical Formats

/ 02.06

## Vertical Formats with Backgrounds

For occasions when a vertical orientation is needed, the V1 format was designed as the vertical logo of first choice.

The V4 format is for use in extreme cases only.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes

### V1, Backgrounds

4-Color



PEPSI\_V1\_4C.EPS

3-Color



PEPSI\_V1\_3C.EPS

2-Color



PEPSI\_V1\_2C.EPS

1-Color



PEPSI\_V1\_1C.EPS  
PEPSI\_V1\_PMS540.EPS  
also available

### V4, Backgrounds

4-Color



PEPSI\_V4\_4C.EPS

3-Color



PEPSI\_V4\_3C.EPS

2-Color



PEPSI\_V4\_2C.EPS

1-Color



PEPSI\_V4\_1C.EPS  
PEPSI\_V1\_PMS540.EPS  
also available

# 02 Vertical Formats

/ 02.07

## Vertical Formats without Backgrounds

For occasions when a vertical orientation is needed, the V1 format was designed as the vertical logo of first choice. The V4 format is for use in extreme cases only.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes

### V1, No Backgrounds

4-Color



PEPSI\_V1\_4C\_NB.EPS

3-Color



PEPSI\_V1\_3C\_NB.EPS

2-Color



PEPSI\_V1\_2C\_NB.EPS

1-Color



PEPSI\_V1\_1C\_NB.EPS  
PEPSI\_V1\_PMS540.EPS  
also available

### V4, No Backgrounds

4-Color



PEPSI\_V4\_4C\_NB.EPS

3-Color



PEPSI\_V4\_3C.EPS

2-Color



PEPSI\_V4\_2C\_NB.EPS

1-Color



PEPSI\_V4\_1C\_NB.EPS  
PEPSI\_V1\_PMS540.EPS  
also available

# 02 Logos

## Square Formats with Backgrounds

For occasions when a square orientation is needed, the S1 format was designed as the square logo of first choice.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes

### S1, Backgrounds

---

#### 4-Color



PEPSI\_S1\_4C.EPS

#### 3-Color



PEPSI\_S1\_3C.EPS

#### 2-Color



PEPSI\_S1\_2C.EPS

#### 1-Color



PEPSI\_S1\_1C.EPS

PEPSI\_S1\_PMS540.EPS also available

# 02 Logos

## Square Formats without Backgrounds

For occasions when a square orientation is needed, the S1 format was designed as the square logo of first choice.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes

### S1, No Backgrounds

---

#### 4-Color



PEPSI\_S1\_4C\_NB.EPS

#### 3-Color



PEPSI\_S1\_3C\_NB.EPS

#### 2-Color



PEPSI\_S1\_2C\_NB.EPS

#### 1-Color



PEPSI\_S1\_1C\_NB.EPS

PEPSI\_S1\_PMS540\_NB.EPS also available



# 02 Logos

## Stacked Formats

/ 02.10

For occasions when a stacked orientation is needed, the S1 format was designed as the stacked logo of first choice.

DO NOT alter the electronic files for the approved logos shown in this book. Utilize supplied formats whenever possible as they have been carefully designed to fit many potential applications. Some production files have size usage limitations. See individual files for sizes

### S1, Backgrounds

4-Color



PEPSI\_SD1\_4C.EPS

3-Color



PEPSI\_SD1\_3C.EPS

2-Color



PEPSI\_SD1\_2C.EPS

1-Color



PEPSI\_SD1\_1C.EPS

PEPSI\_SD1\_PMS540.EPS  
also available

### S1, No Backgrounds

4-Color



PEPSI\_SD1\_4C\_NB.EPS

3-Color



PEPSI\_SD1\_3C\_NB.EPS

2-Color



PEPSI\_SD1\_2C\_NB.EPS

1-Color



PEPSI\_SD1\_1C\_NB.EPS

PEPSI\_SD1\_PMS540\_NB.EPS  
also available

# 02 Logos

## Reduced Sizes with Backgrounds

/ 02.11

If the Pepsi Smile is reproduced at one inch or smaller, employ one of the following logo options below. Although minor, there are important adjustments that were made to accommodate a small size.

### H5 Small, Backgrounds

4-Color



PEPSI\_H5\_4C.EPS

3-Color



PEPSI\_H5\_3C.EPS

2-Color



PEPSI\_H5\_2C.EPS

1-Color



PEPSI\_H5\_1C.EPS

PEPSI\_H5\_PMS540.EPS  
also available

### V5 Small, Backgrounds

4-Color



PEPSI\_V5\_4C.EPS

3-Color



PEPSI\_V5\_3C.EPS

2-Color



PEPSI\_V5\_2C.EPS

1-Color



PEPSI\_V5\_1C.EPS

PEPSI\_V5\_PMS540.EPS  
also available

# 02 Logos

/ 02.12

## Reduced Sizes without Backgrounds

If the Pepsi Smile is reproduced at one inch or smaller, employ one of the following logo options below. Although minor, there are important adjustments that were made to accommodate a small size.

### H5 Small, No Backgrounds

4-Color



PEPSI\_H5\_4C\_NB.EPS

3-Color



PEPSI\_H5\_3C\_NB.EPS

2-Color



PEPSI\_H5\_2C\_NB.EPS

1-Color



PEPSI\_H5\_1C\_NB.EPS  
PEPSI\_H5\_PMS540\_NB.EPS  
also available

### V5 Small, No Backgrounds

4-Color



PEPSI\_V5\_4C\_NB.EPS

3-Color



PEPSI\_V5\_3C\_NB.EPS

2-Color



PEPSI\_V5\_2C\_NB.EPS

1-Color



PEPSI\_V5\_1C\_NB.EPS  
PEPSI\_V5\_PMS540\_NB.EPS  
also available

# 02 Logos

## Reduced Sizes with Backgrounds

/ 02.13

If the Pepsi Smile is reproduced at one inch or smaller, employ one of the following logo options below. Although minor, there are important adjustments that were made to accommodate a small size.

### SDS1, Backgrounds

---

4-Color



PEPSI\_SDS1\_4C.EPS

3-Color



PEPSI\_SDS1\_3C.EPS

2-Color



PEPSI\_SDS1\_2C.EPS

1-Color



PEPSI\_SDS1\_1C.EPS  
PEPSI\_SDS1\_PMS540.EPS  
also available

### SS1, Backgrounds

---

4-Color



PEPSI\_SS1\_4C.EPS

3-Color



PEPSI\_SS1\_3C.EPS

2-Color



PEPSI\_SS1\_2C.EPS

1-Color



PEPSI\_SS1\_1C.EPS  
PEPSI\_SS1\_PMS540.EPS  
also available

# 02 Logos

## Reduced Sizes without Backgrounds

/ 02.14

If the Pepsi Smile is reproduced at one inch or smaller, employ one of the following logo options below. Although minor, there are important adjustments that were made to accommodate a small size.

### SDS1, No Backgrounds

4-Color



PEPSI\_SDS1\_4C\_NB.EPS

3-Color



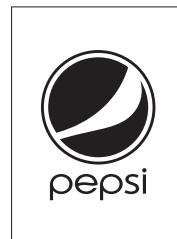
PEPSI\_SDS1\_3C\_NB.EPS

2-Color



PEPSI\_SDS1\_2C\_NB.EPS

1-Color



PEPSI\_SDS1\_1C\_NB.EPS  
PEPSI\_SDS1\_PMS540\_NB.EPS  
also available

### SS1, No Backgrounds

4-Color



PEPSI\_SS1\_4C\_NB.EPS

3-Color



PEPSI\_SS1\_3C\_NB.EPS

2-Color



PEPSI\_SS1\_2C\_NB.EPS

1-Color



PEPSI\_SS1\_1C\_NB.EPS  
PEPSI\_SS1\_PMS540\_NB.EPS  
also available

# 02 Logos

## Logo Don'ts

/ 02.15

Examples of how NOT to use the new Pepsi identity elements are shown here.

Please strive diligently to follow the guidelines in this Look Book to ensure a consistent and powerful Pepsi presence in the marketplace.



Do not try to replicate the Pepsi logotype font.



Do not mix logo elements (e.g. Max Globe with Pepsi logotype).



Do not angle the logo



Do not stretch or condense the logo



Do not flip the vertical orientation of the logo



Do not change the proportions of the wordmark or pepsi smile



Do not change the proprietary logo colors



Do not print the logo in 1-color other than white or black



Do not attempt to recreate the logo



Do not use the logo within typography



Do not crop the logo

# 03 Packaging

/ 03.00

**Product Photography / 03.01**

**Promotion Templates / 03.02**

# 03 Packaging

## Product Photography

/ 03.01

The product photography provided below incorporates all the logo elements on the viewing portion of the front panel. This is the preferred version for usage in all product photography.

Refer to the Pepsi Image Database for Product Photography.



New Pepsi Multipack Lineup



New Pepsi Product Lineup



Please Note:

- No LPP/BOGO packaging Jan. - April 2009.
- May 1, 2009 - Dec. 31, 2009; BOGO Only (no other promotional message) on Flavors allowed
- June 1, 2009 - Dec. 31, 2009; BOGO w/National Promotion on Trademark Pepsi allowed
- May 1, 2009 - Dec. 31, 2009; BOGO allowed w/National Promotion on non-colas (includes Dew)

- BOGO's will be allowed to stand alone or be included with a National Promotion

•BOGO's are not allowed to run INSTEAD OF A NATIONAL PROMOTION

•BOGO's require No Purchase Necessary language and fulfillment. Therefore, bottler's are responsible for the appropriate handling of NPN requirements for BOGO ONLY promotions. When a National Promotion is running, PCNAB will be responsible for all necessary NPN requirements

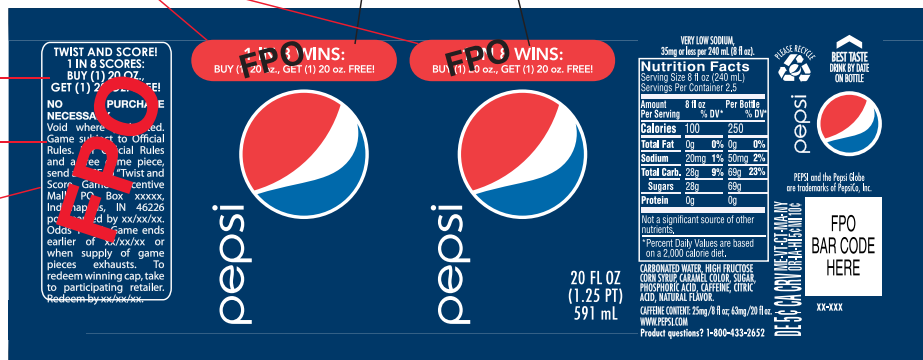
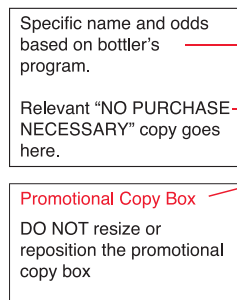
For any questions or issues regarding local promotions or the packaging templates, see Contact List at the end of this book.



DO NOT change background color  
of the promotional boxes.  
DO NOT change type faces or size.

# BOGO TEMPLATE

Specific odds based on  
bottler's program go here



# 04 Merchandising Tools

/ 04.00

**Equipment** / 04.01

**Fleet** / 04.02

**Drop-in Ads** / 04.03

# 04 Merchandising Tools

## Equipment

/ 04.01

Pepsi equipment in 2009 will feature the new look. Shown here are a Fountain Unit and Visi Cooler. Contact your local equipment supplier to order equipment with new Pepsi graphics.

Fountain Unit



Visi-Cooler



20oz Vending



HVV Vendor



# 04 Merchandising Tools

/ 04.02

## Fleet

The new Pepsi design and decals are available for fleet.  
Examples shown are:

1. Pepsi logo
2. Logo and cans
3. Large cans
4. Small cans



# 04 Merchandising Tools

/ 04.03

## Drop-in Ads

Drop-in ads are most effective when they deliver on:

**Visibility**

(ad is featured on the front page and during key weeks)

**Variety**

(ad includes multiple packages and/or multiple brands)

**Value**

(ad includes a discounted price or multiples pricing)

Multibrand, triple package ads are the recommended optimal ad strategy. When executing triple package ads, the following pricing structure should be utilized:

- Attractive discounted price on the primary featured package
- Value price on the secondary featured package
- Everyday low price on the third featured package

On the Pepsi Image Database, you will find suitable product images under the Packaging: Current Product Images: Retail Ad and Coupon Photography category. Be sure to customize your Drop in Ads with the appropriate price, offer copy and trademark notation.

The product photography on the database is meant for drop-in ads and coupons only. The files have a size usage limitation of 3.75 inches in height.



PEPSI, PEPSI-COLA and the Pepsi Globe design are registered trademarks of PepsiCo, Inc.

## Pepsi, Sierra Mist and Mountain Dew

**SPECIAL**  
on 24-Pack  
Cube **\$0.00**



**SPECIAL**  
on 2 Liter  
Bottle **\$0.00**



**SPECIAL**  
on 12-Pack **\$0.00**



PEPSI, PEPSI-COLA, MOUNTAIN DEW, SIERRA MIST and the Pepsi Globe design are registered trademarks of PepsiCo, Inc.

# 05 Contacts

/ 05.00

**Pepsi Contacts / 05.01**

# 05 Contacts

## Pepsi Contacts

### PCNA Purchase, NY

Main Number .....(914) 253-2000

### PCNA Somers, NY

Main Number .....(914) 767-7000

### Logos / Drop-in Ads / POP - Marketing Services

Cutomer Service .....(800) 468-9669

### Trademark Guidelines / Trademark Information

Lori Barnett .....(914) 253-3285

### Local Promotion Guidelines

Jen Kaiser .....(914) 253-3759

### Graphics Commercialization - Supplier Development

#### *Director of Graphic Commercialization:*

Glass and Metal Closures Procurements

Marty Kanengiser (914) 767-7571

[martin.kanengiser@pepsi.com](mailto:martin.kanengiser@pepsi.com)

#### *Graphic Commercialization Manager:*

Cans and Paperboard Wraps

Lisa Frazier (914) 767-7095

[lisa.frazier@pepsi.com](mailto:lisa.frazier@pepsi.com)

#### *Senior Graphics Commercialization Manager: Labels*

Joanne Daly (914) 767-6628

[joanne.daly@pepsi.com](mailto:joanne.daly@pepsi.com)

### Product Photography

John Mierisch (914) 253-3276

[john.mierisch@pepsi.com](mailto:john.mierisch@pepsi.com)

### Logo Usage/Identity Guidelines

Sherry Voytek (914) 253-3290

[sherry.voytek@pepsi.com](mailto:sherry.voytek@pepsi.com)

Adriana Colombo (914) 253-3298

[adriana.colombo@pepsi.com](mailto:adriana.colombo@pepsi.com)

### Downloadable Product Images and Logos

Available on Pepsi IMaCS image database accessible through [pepsibusiness.com](http://pepsibusiness.com), [POLR](http://POLR), [pepsico.pvt](http://pepsico.pvt), or [PepsiCo Graphics](http://PepsiCo Graphics).

Bruce O'Such (914) 253-3967

[bruce.o'such@pepsi.com](mailto:bruce.o'such@pepsi.com)

### High Resolution or Custom Artwork

For higher resolution files or custom artwork please submit requests to the *ImageWorks* email box:

[Spa-PCNAMarketingServices@pepsi.com](mailto:Spa-PCNAMarketingServices@pepsi.com)

### Fleet Graphics

#### *American ScreenArt*

Harold Vereen (215) 428-1141

[hvereen@americanscreenart.com](mailto:hvereen@americanscreenart.com)

#### *Turbo Images*

Pier Veilleux (418) 227-8872

[pier@turbo-images.com](mailto:pier@turbo-images.com)

#### *Lowen Color Graphics*

Michelle DeLaney (800) 835-2365

[MichelleD@Lowen.com](mailto:MichelleD@Lowen.com)