

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.

Table of Contents

- 01 Pepsi Globe Guidelines / 01.00**
- 02 Logos / 02.00**
- 03 Packaging / 03.00**
- 04 Merchandising Tools / 04.00**
- 05 Contacts / 05.00**
- 06 Legal Guidelines / 06.00**



01 Pepsi Globe Guidelines

/ 01.00

The Pepsi Smile / 01.00

01 Pepsi Globe Guidelines

The Pepsi Smile

/ 01.00

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

The New Logo / 02.01

Color Variations / 02.02

Primary Horizontal Formats / 02.03

Additional Horizontal Formats / 02.05

Vertical Formats / 02.06

Square Formats / 02.08

Stacked Formats / 02.10

Reduced Sizes / 02.11

Logo Dont's / 02.15

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



pepsi

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.



pepsi

4-Color Process

Primary Colors



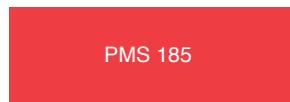
PMS 540

C100
M55
K55



PMS 2495

C100
Y45
K14



PMS 185

M91
Y76



BLACK

K100



pepsi

3-Color PMS



pepsi

2-Color PMS



pepsi

1-Color PMS



pepsi

1-Color B&W

02 Logos

Primary Horizontal Formats with Backgrounds

/ 02.03

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:

PEPSI_H1_1C_NB

KEY:
 H = Horizontal horizontal 1
 V = Vertical
 S = Square
 SS = Square Small
 SD = Stacked
 SDS = Stacked Small
 C = Color
 B = Background
 NB = No Background

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

/ 02.04

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

Additional Horizontal Formats

/ 02.05

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

H4, No Backgrounds

4-Color



PEPSI_H4_secondary_4C_NB.EPS

3-Color



PEPSI_H4_secondary_3C.EPS

3-Color



PEPSI_H4_secondary_3C_NB.EPS

2-Color



PEPSI_H4_secondary_2C.EPS

2-Color



PEPSI_H4_secondary_2C_NB.EPS

1-Color



PEPSI_H4_secondary_1C.EPS

PEPSI_H4_secondary_PMS540.EPS also available

1-Color



PEPSI_H4_secondary_1C_NB.EPS

PEPSI_H4_secondary_PMS540_NB.EPS also available

02 Vertical Formats

Vertical Formats with Backgrounds

/ 02.06

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

Vertical Formats without Backgrounds

/ 02.07

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

/ 02.08

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

/ 02.09

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

Reduced Sizes without Backgrounds

/ 02.12

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



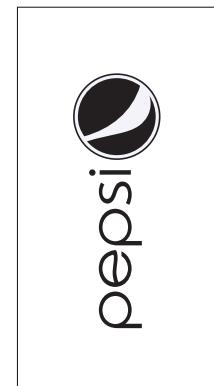
PEPSI_V5_3C_NB.EPS

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



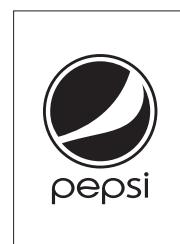
PEPSI_SDS1_3C_NB.EPS

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.



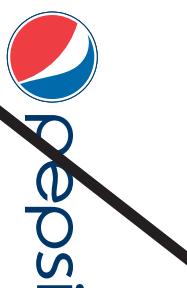
Do not mix logo elements (e.g. Max Globe with Pepsi logotype).



Do not angle the logo



Do not stretch or condense the logo



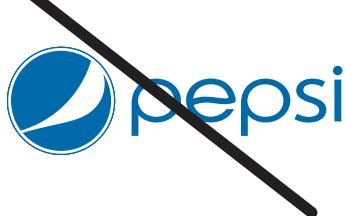
Do not flip the vertical orientation of the logo



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

New promotional packaging templates have been developed for Pepsi that allow for clear and easy promotion communication without compromising branding.

Examples of approved templates are shown here.

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.



Promotional Copy Boxes

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

Specific name and odds based on bottler's program.

Relevant "NO PURCHASE
NECESSARY" copy goes
here.

Promotional Copy Box

DO NOT resize or
reposition the promotional
copy box

BOGO TEMPLATE

Specific odds based on
bottler's program go here

**TWIST AND SCORE!
1 IN 8 SCORES;
BUY (1) 20.00.
GET (1) 20.00 FREE!**
**NO PURCHASE
NECESSARY.**
Void where prohibited.
Game subject to official
rules. To play old game
and receive new piece,
send \$1.00 to "Twist and
Score Game Mail-incentive
Mail," P.O. Box xxxx,
Indepoxx, IN 46226
prior to xx/xx/xx.
Offer ends earlier than xx/xx/xx
or when supply of game
pieces exhausts. To
redeem winning cap, take
to participating retailer.
Redeem by xx/xx/xx.

oeysi

oeisi

VERY LOW SODIUM, 35mg per 8 fl. oz. serving (1/8 cup)	
Nutrition Facts	
Serving Size 8 fl. oz. (240 mL)	
Amount Per Serving	8 fl. oz.
Per 8 fl. oz.	Per Batch
Calories	100
Total Fat	0g
Sodium	35mg
Total Carb.	28g
Sugars	28g
Protein	0g

Not a significant source of other nutrients.

^aPercent Daily Values are based on a 2,000 calorie diet.

CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CARMEL COLOR, SUGAR, PHOSPHORIC ACID, CAFFENE, CITRIC ACID, NATURAL FLAVOR.

CAFFEINE CONTENT: 5mg / 8 fl. oz. / 63mg / WWW.PEPSIS.COM

Product questions? 1-800-433-2626

The image shows the classic Pepsi globe logo at the top. Below it, the word "pepsi" is written vertically in lowercase. To the right is a large red circle with a white swoosh. At the very bottom, there is a rectangular box containing the text "PEPSI and the Pepsi Globe are trademarks of PepsiCo, Inc." and "D.E.C. GARNITURE ET COLORISATION".

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



20oz Vending



Visi-Cooler



HVV Vendor



04 Merchandising Tools

Fleet

/ 04.02

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

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 \$0.00



SPECIAL \$0.00



SPECIAL \$0.00



Pepsi Contacts / 05.01

05 Contacts

Pepsi Contacts

/ 05.01

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

Graphic Commercialization Manager:

Cans and Paperboard Wraps

Lisa Frazier (914) 767-7095

lisa.frazier@pepsi.com

Senior Graphics Commercialization Manager: Labels

Joanne Daly (914) 767-8628

joanne.daly@pepsi.com

Product Photography

John Mierisch (914) 253-3276

john.mierisch@pepsi.com

Logo Usage/Identity Guidelines

Sherry Voytek (914) 253-3290

sherry.voytek@pepsi.com

Adriana Colombo (914) 253-3298

adriana.colombo@pepsi.com

Downloadable Product Images and Logos

Available on Pepsi IMaCS image database accessible through pepsibusiness.com, POLR, pepsico.pvt, or PepsiCo Graphics.

Bruce O'Such (914) 253-3967

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

Fleet Graphics

American ScreenArt

Harold Vereen (215) 428-1141

hvereen@americanscreenart.com

Turbo Images

Pier Veilleux (418) 227-8872

pier@turbo-images.com

Lowen Color Graphics

Michelle DeLaney (800) 835-2365

MichelleD@Lowen.com