



Quattro Brand Guide      V1 Draft      Zeyin Lu

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# THE BRAND

## Rewarding

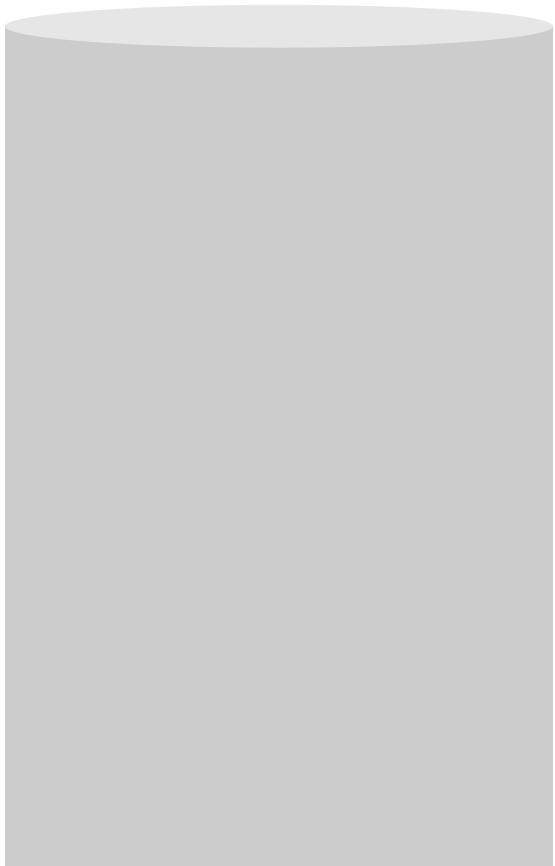
A drink, a product, an item that gives joy when being enjoyed, providing bodily and mental boast instead of the self claim health benefit.

## Vibrant

The tropical ingredient gives a lively and vibrantnes to the brand, reflecting in the color, logo, and illustration.

## Classic

Coming from the Cola family, the classic style runs in the family. It is easily to identify both the thick history as well as the modernization of the line.



QUATRO

# AUDIENCE

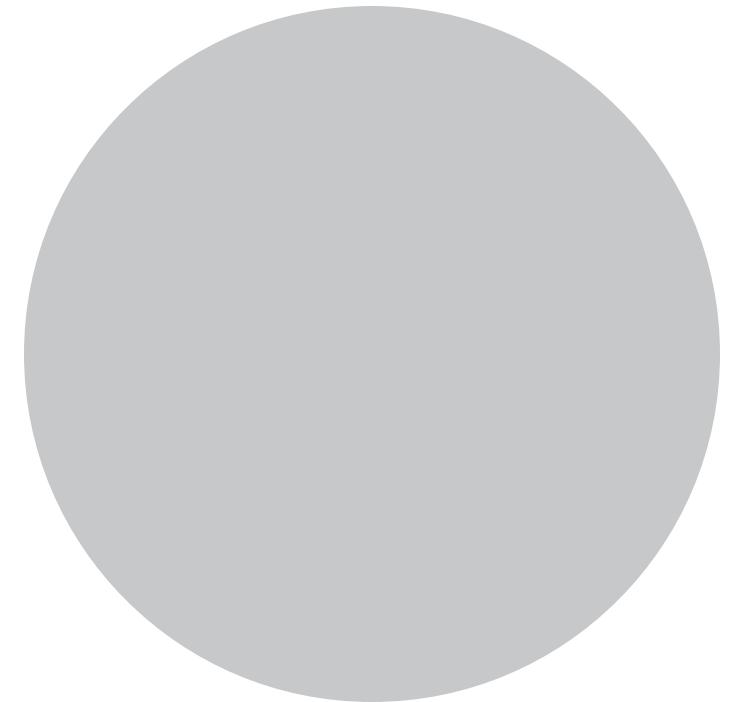
## History

Quatro is a soda drink that existed in the 80s, from 1982 to 1989. It was created by Coca Cola in the British marketing, targeting younger demographic with the branding of being the drink of the "future", along with the futuristic theme commercial that air in 1985

The 4 in Quatro represents the taste and ingredients of the drink: grapefruit, orange, lemon, and pineapple. Right now, Quatro can be still found in South America with a modification to a grapefruit soda.

4

QUATRO



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# LOGO

MONO & COLOR

# LOGO

SIZING/STANDARDS



# COLOR

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**GRAPEFRUIT  
RED**

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Pentone  
1665 C



**RIPEN**

---

Pentone  
718 C



**ORANGE**

---

Pentone  
1575 C



**TROPIC  
GREEN**

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Pentone  
3395 C



**SUNLIGHT  
YELLOW**

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Pentone  
803 C



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# A V E N I R

TYPOGRAPHY

## MAIN HEADING

### Subheading

Avenir is perfect combination of the tightness of san-serifs and with hints of humanistic traits. It pairs extremely well with the cursive style of the "Quattro" logotype.

Body text are perfect for paragraphs and packaging text and descriptions. And subheading can be used for important information that also needs to be highlighted.

12pt

QUATRO

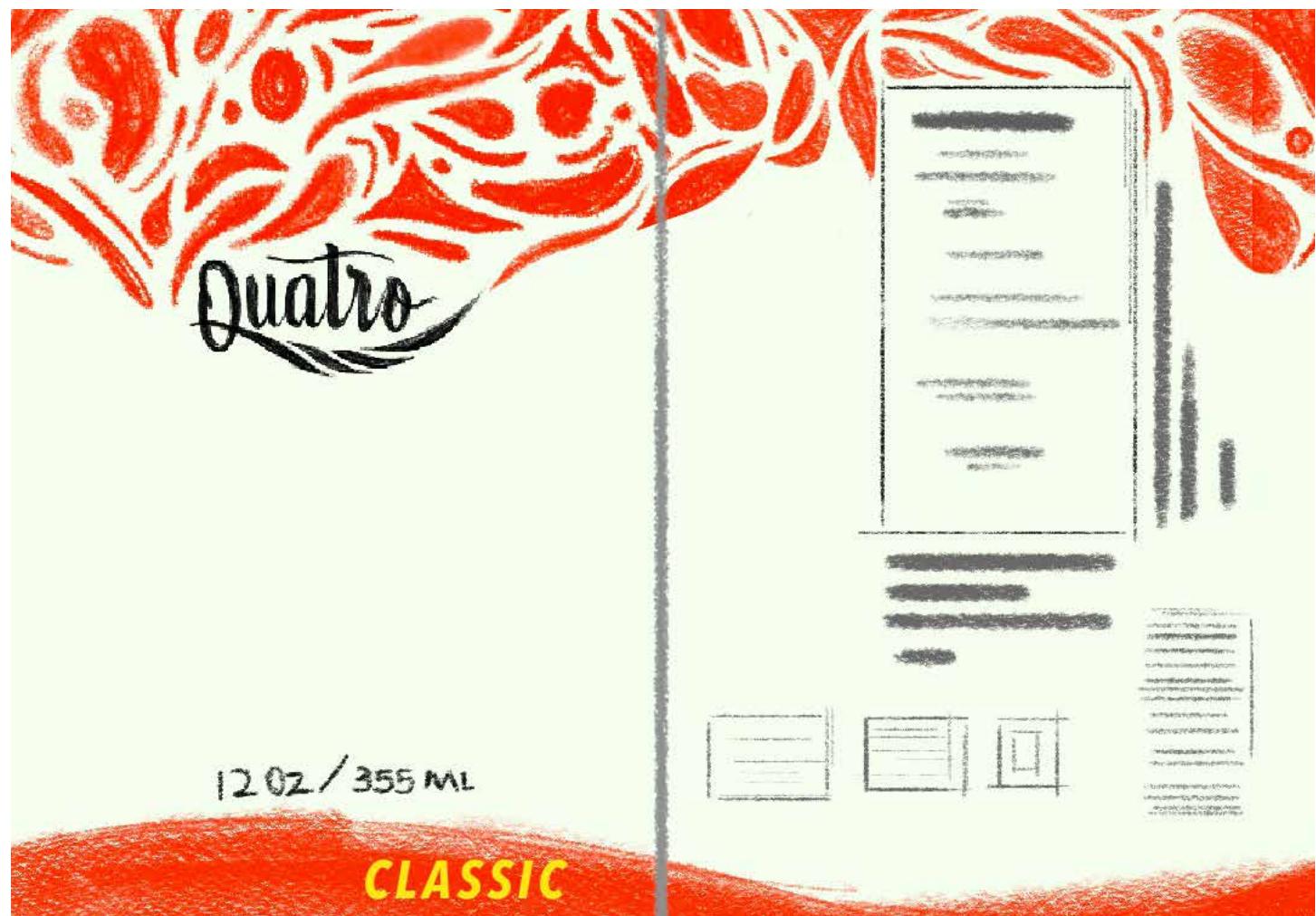
## ILLUSTRATION

10

QUATRO

11

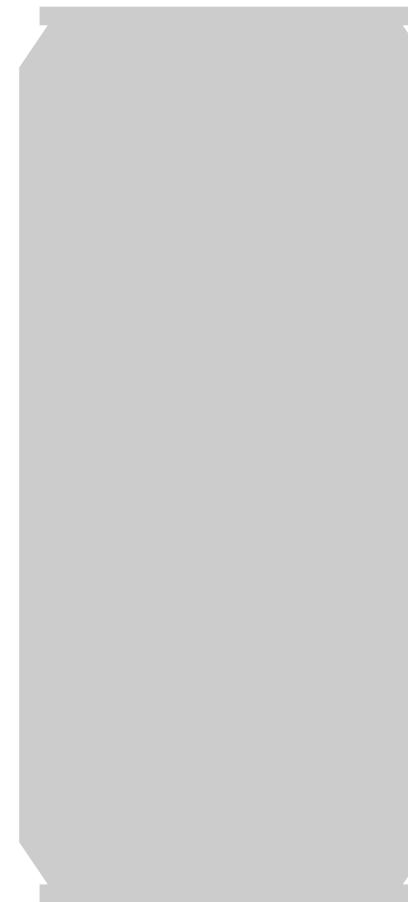
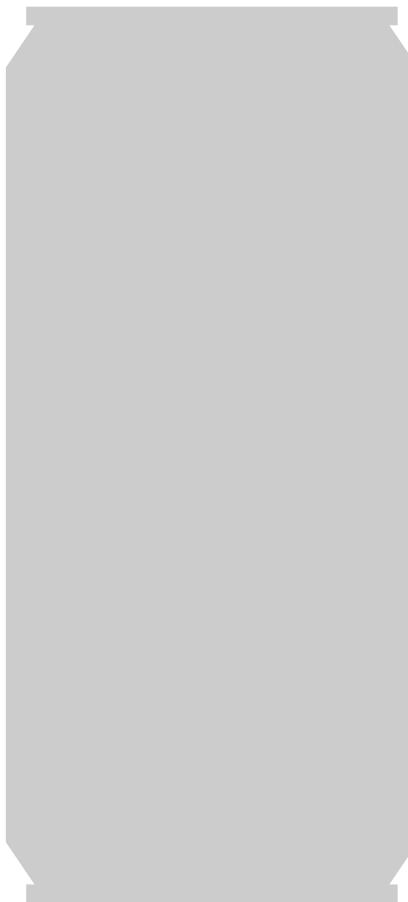
# PACKAGING



QUATRO

12

QUATRO



13

# PLACEMENT

