

Quatro

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THE BRAND

Rewarding

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

Vibrant

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

Classic

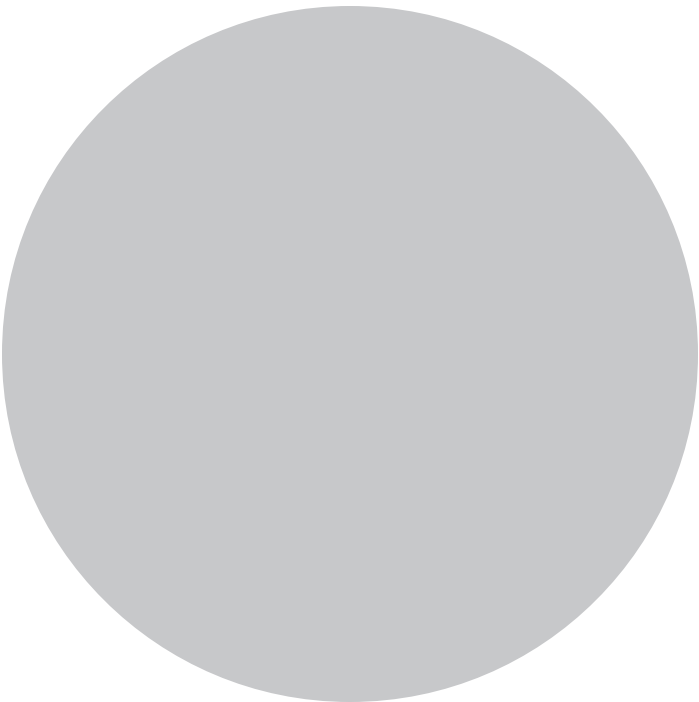
Coming from the Cola family, the classic style runs in the family. It is easy to identify both the thick history as well as the modernization of the line.

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.

AUDIENCE



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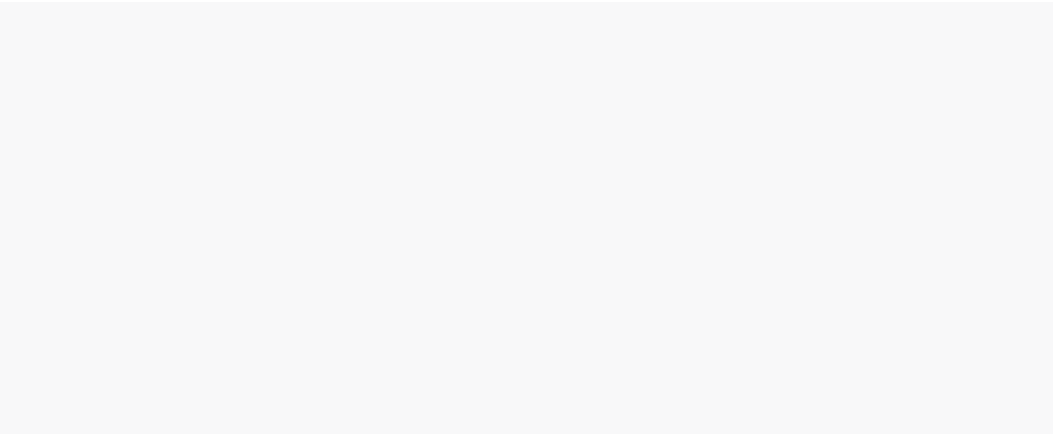
LOGO

MONO & COLOR



LOGO

SIZING/STANDARDS



COLOR

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GRAPEFRUIT RED

Pentone
1665 C

RIPEN

Pentone
718 C

ORANGE

Pentone
1575 C

TROPIC GREEN

Pentone
3395 C

SUNLIGHT YELLOW

Pentone
803 C

AVENIR

TYPOGRAPHY

MAIN HEADING

32pt - 72pt, 36pt leading, -50 tracking

Subheading

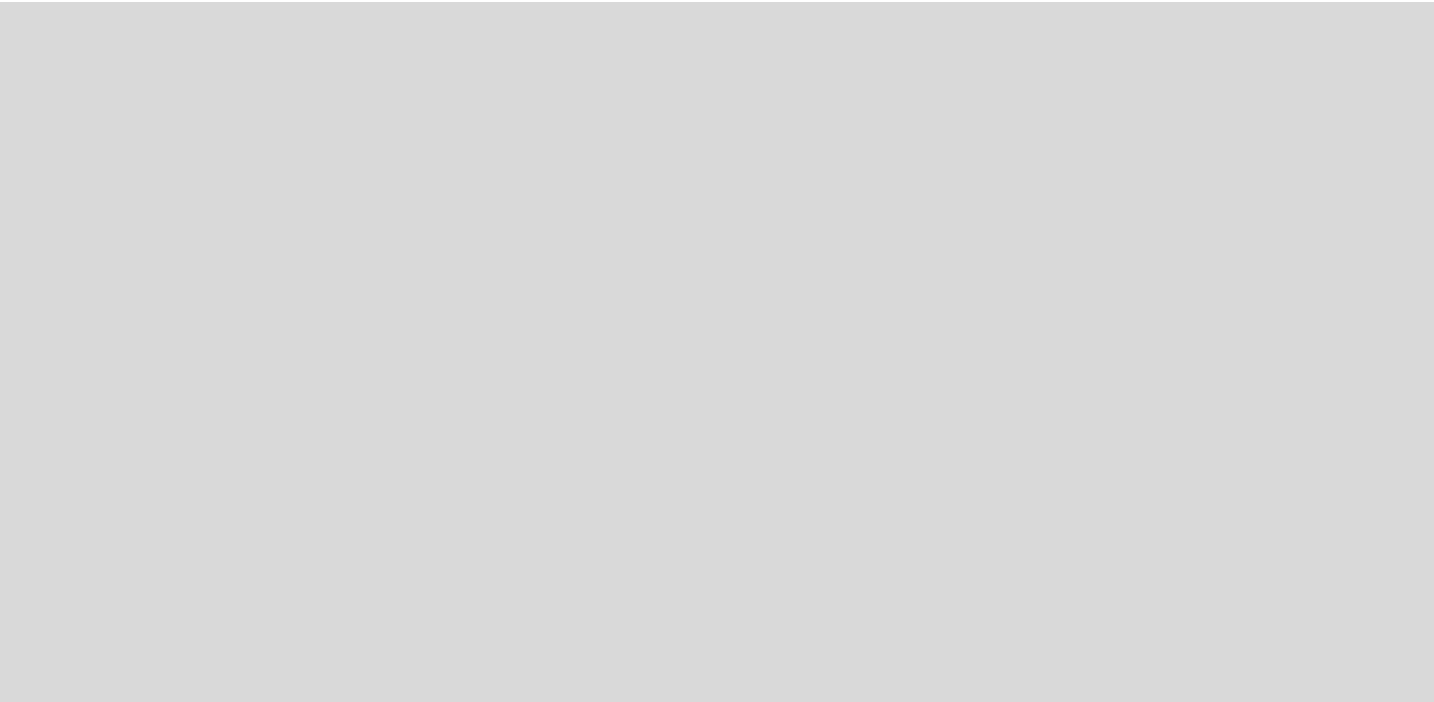
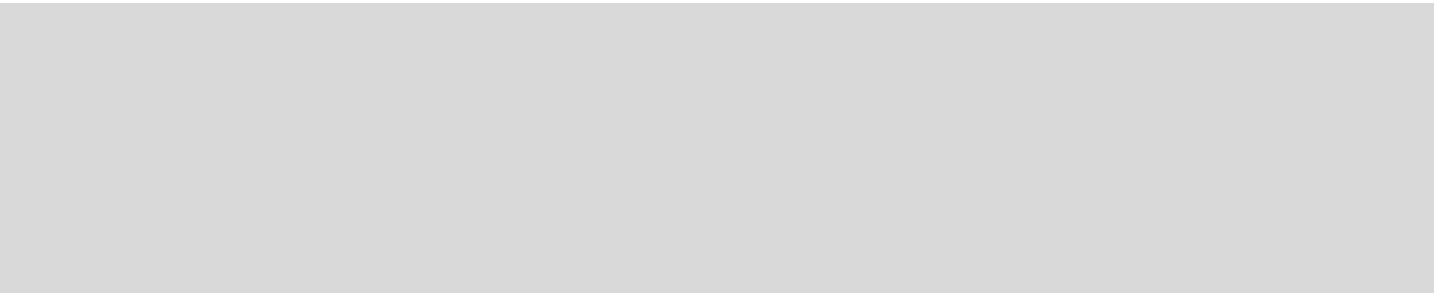
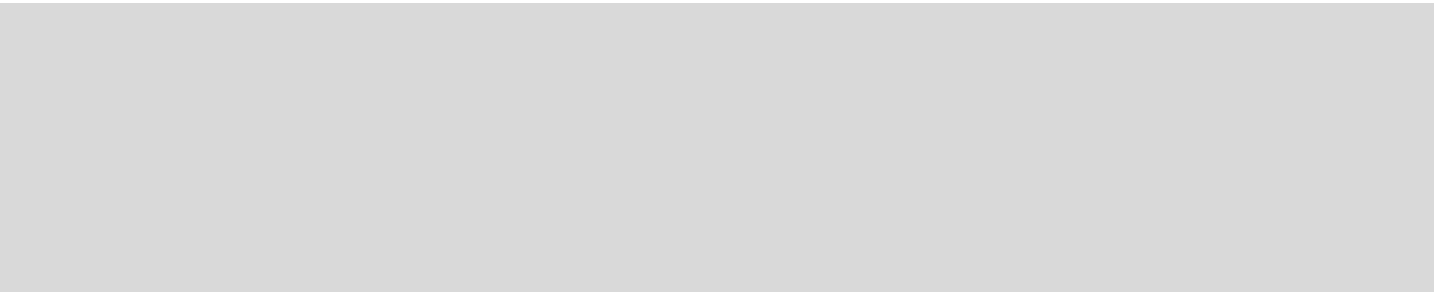
24pt

Avenir is perfect combination of the tightness of san-serifs and with hints of humanistic trates. It pairs extremely well with the cursive style of the “Quatro” logotype.

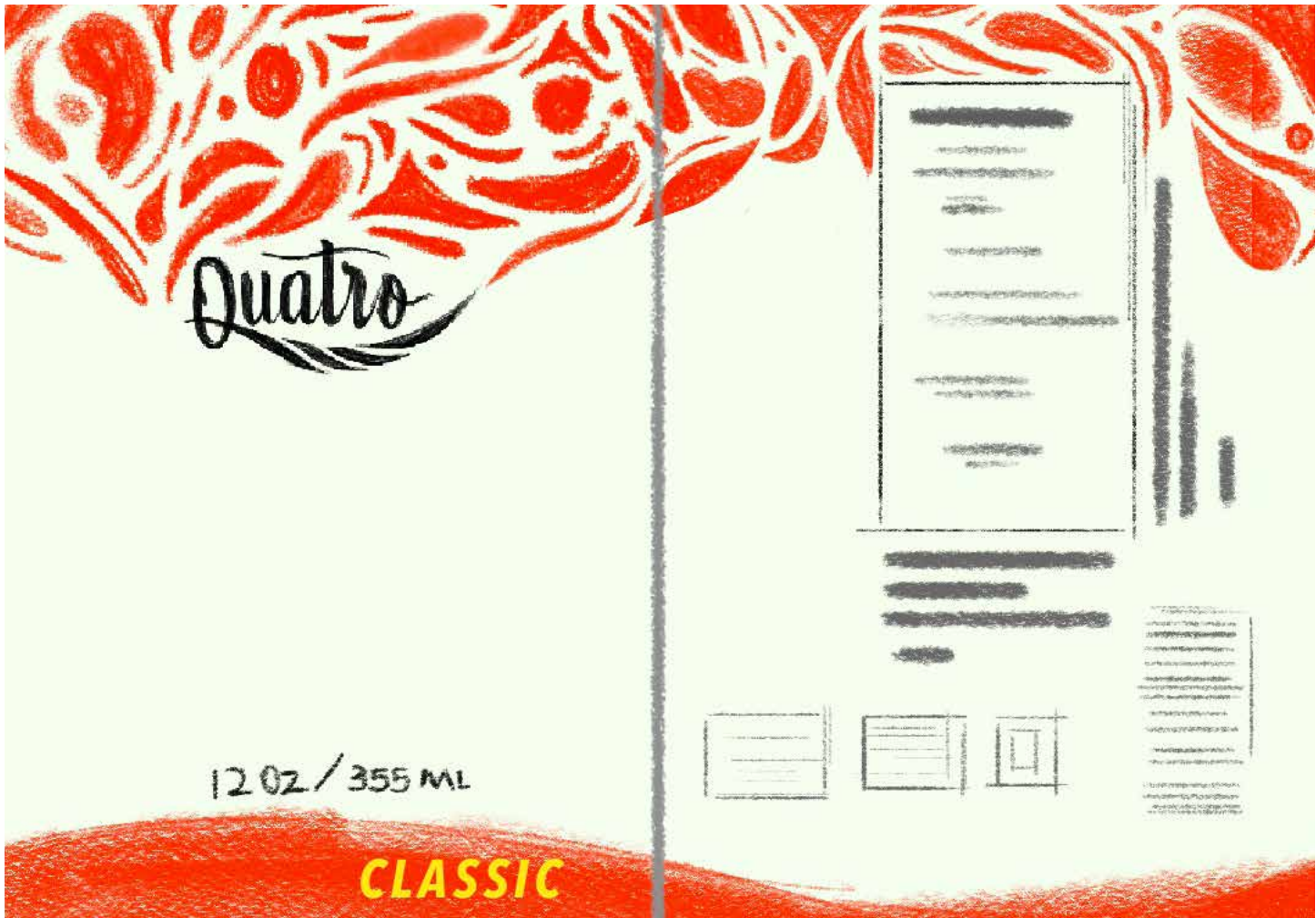
Body text are perfect for paragraphs and packaging text and descriptions. And subheading can be used for important information that also needs to be highlighted.

12pt

ILLUSTRATION



PACKAGING



QUATRO

12



QUATRO

13

PLACEMENT

