



Quatro Brand Guide  
Version 2  
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*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 vibrancy 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.

## 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.



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QUATRO

# AUDIENCE



## The Young Professional

After a long day of productive work, he comes home with a great appetite. He is craving some good drink to accompany his dinner as well as the good movie he has picked out for the night. He looks over, remembers he bought a case of Quatro from his last grocery run. He cracks open a can, and begins his night of relaxing, recharging for tomorrow.

He gets out early on a Friday afternoon. Immediately, a gym session pops into his head. But he feels a little tired both mentally and physical after waking up quite early for this meeting, which he has crushed. So he drives over to the convenient store on the way. He starts browsing all the energy drink in the fridge but immediately he is overwhelmed with all the choices and the brands of different drink. More important, he never likes their overly artificial sweet taste. He spots a Quatro Energy, and grabs it without hesitation.

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QUATRO



# LOGO

MONO & COLOR



QUATRO

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# LOGO

SAFE AREA



QUATRO

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# LOGO

DON'TS



QUATRO

# LOGO

DON'TS



QUATRO

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# COLOR

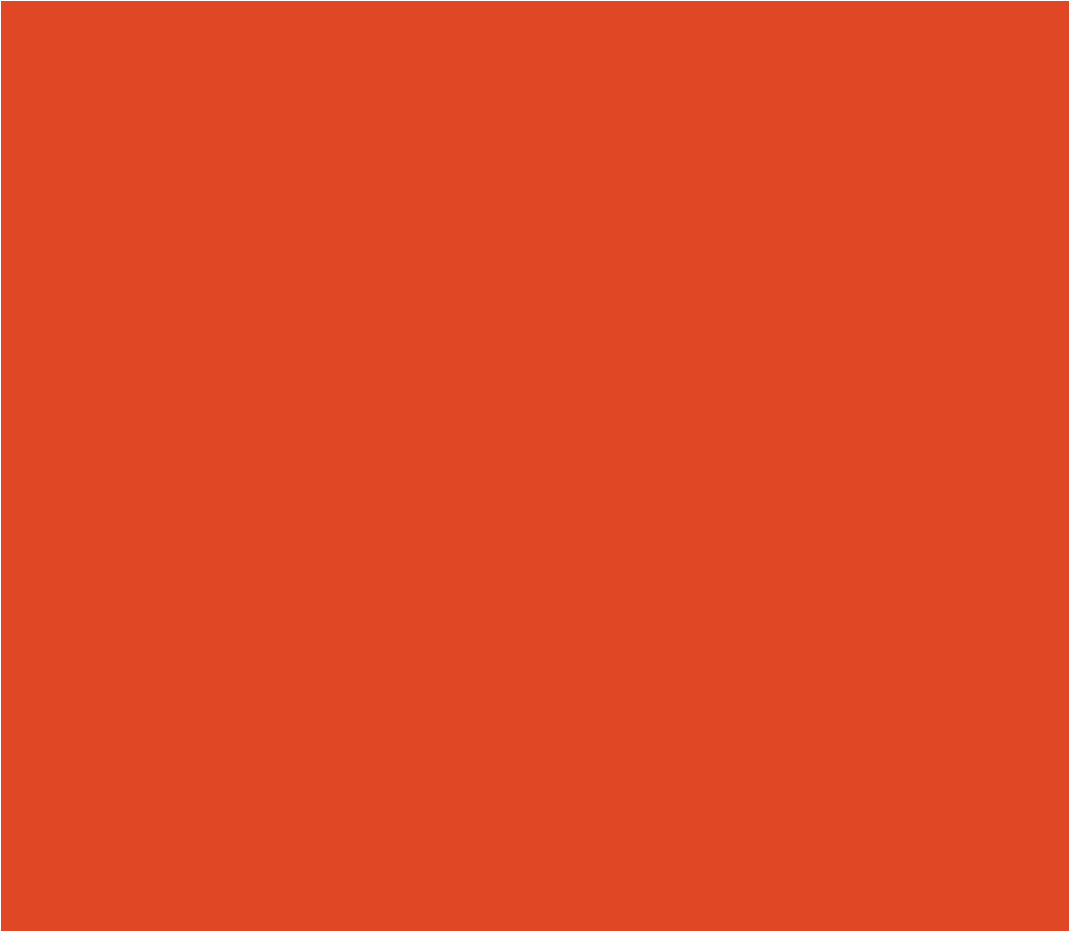
Living between orange and cherry (grape), the red forv grapefruit is brighter, more saturat-ed, and more vibrant. While the original brand carried all four colors (of its flavor profile), the grapefruit red can perfectly represent the values of the brand, and the rest being the best sup- porting roles.

The colors for the stages in the ripeness of grapefruit paints a overall picture of a fruit drink. And both green and yellow is the essential envi- ronmental elements of a tropical place.



**GRAPEFRUIT  
RED**

Pentone  
1665 C



**RIPEN**

Pentone  
718 C



**UNRIPE**

Pentone  
1575 C



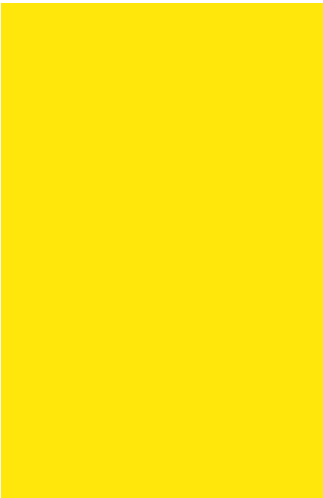
**TROPIC  
GREEN**

Pentone  
3395 C



**SUNLIGHT  
YELLOW**

Pentone  
803 C



QUATRO

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QUATRO

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# AVENIR

## TYPOGRAPHY

### MAIN HEADING

32pt - 72pt, 36pt lead-  
ing, -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 pack-aging text and descriptions. And subheading can be used for important information that also needs to be highlighted.

12pt

QUATRO

12

## ILLUSTRATION



QUATRO

13

PACKAGING



QUATRO

14

QUATRO

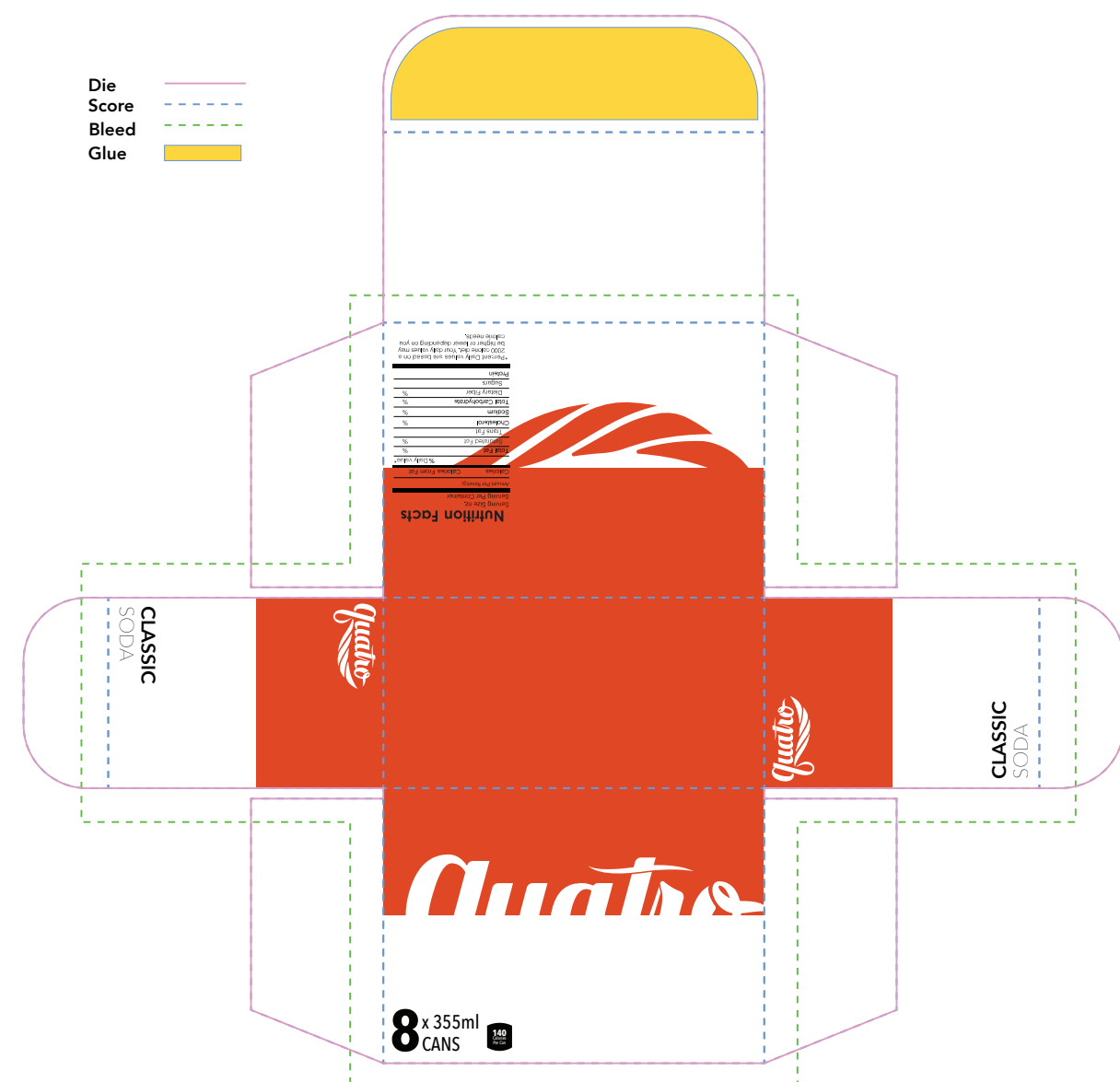


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# PACKAGING



QUATRO

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QUATRO

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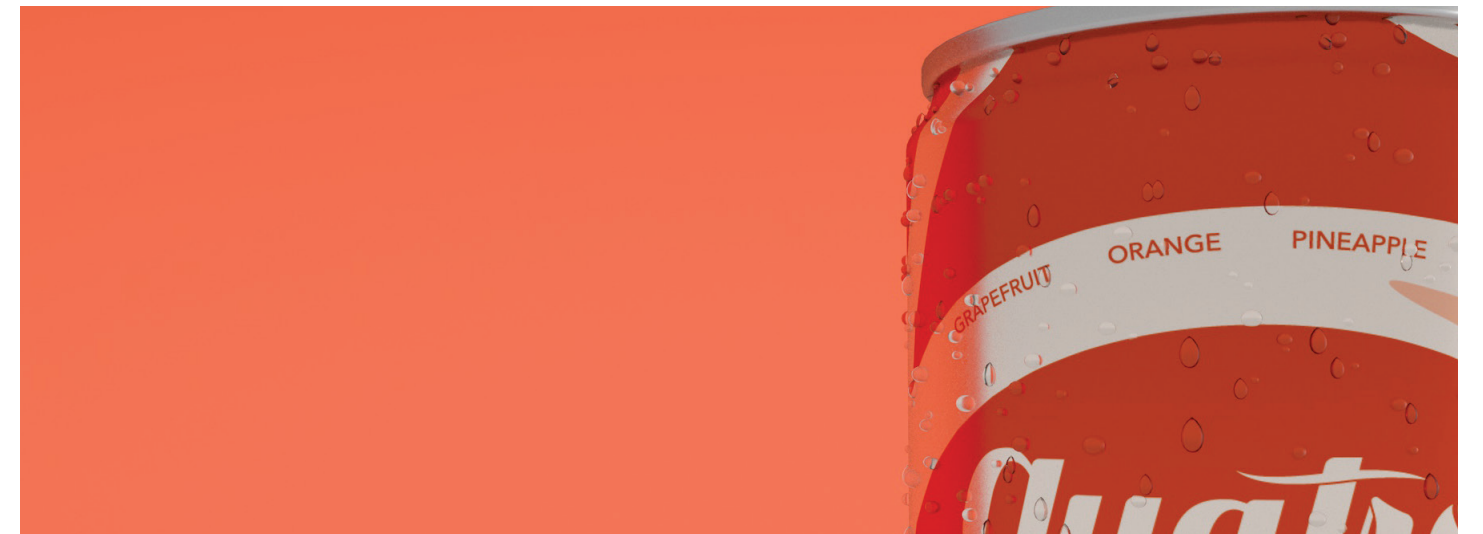


# PHOTOGRAPHY



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QUATRO



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QUATRO