The Coca-Cola Beverages Africa Visual Identity Guide

version 1.0

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OVERVIEW

This document serves as a guideline as to the correct use of the Coca-Cola Beverages Africa Corporate Identity (CI). Consistent use of the CI enables integrated marketing communications. It is therefore essential that any work for Coca-Cola Beverages Africa be approached in a manner that faithfully applies the standards applied to the logo.

Approved digital files of some of the elements are available on Design Machine at www.coca-coladesignmachine.com. Please use only the approved versions supplied there.

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THE CORE LOGO LOCK-UP

- Colour execution of the Spencerian Script lock-up is specified by the standard Spencerian Script lock-up only, as described at right.
- The Script lock-up must never be shown in other colours, even if they're in a Brand color palette.

EXCEPTIONS

- For media in which colour is not an option (eg, a black and white print), use either the reversed Spencerian Script lock-up or restricted-use Spencerian Script lock-up as described at right.
- For premiums, architectural details, or other applications where the Script is etched, embossed, sandblasted or spot-varnished, the colour can be the same as the substrate of the material used.

Use only the approved versions of the Spencerian Script lock-ups available on Design Machine.

These files are available on Design Machine.
Please go to www.cocacoladesignmachine.com

PRIMARY USE

Standard Spencerian Script Lock-up Coke Red and Platinum Gray on a white background.
Always use this logo when possible.

EXCEPTIONS

Restricted-use Coke Red
Red on a white background.
Use only on one-colour applications.

Restricted-use Black-and-White
Black on a white background.
Use only on black-and-white media.

Restricted-use Reversed
Reversed from a colour background.

THE CORE LOGO LOCK-UP

Here are the standards and ratios applied to the make up and proportion of the core Africa Logo.

- The Spencerian Script must always sit to the left of the name.
- The first line sits to the right of the Spencerian Script. The clear space distance between the Script and the name must be equal to the width of the top side of the hyphen connecting “Coca” and “Cola.” This clear space area is shown as ‘x.’
- The clear space begins at the end of the flourish of the capital “C” in “Cola” and terminates at the leftmost hard edge of the name.
- The space between lines of text in the name must be equal to the height of the hyphen connecting “Coca” and “Cola.” This is shown as ‘h.’
- The baseline of the name must always sit even with the baseline of the “a” in “Cola.”

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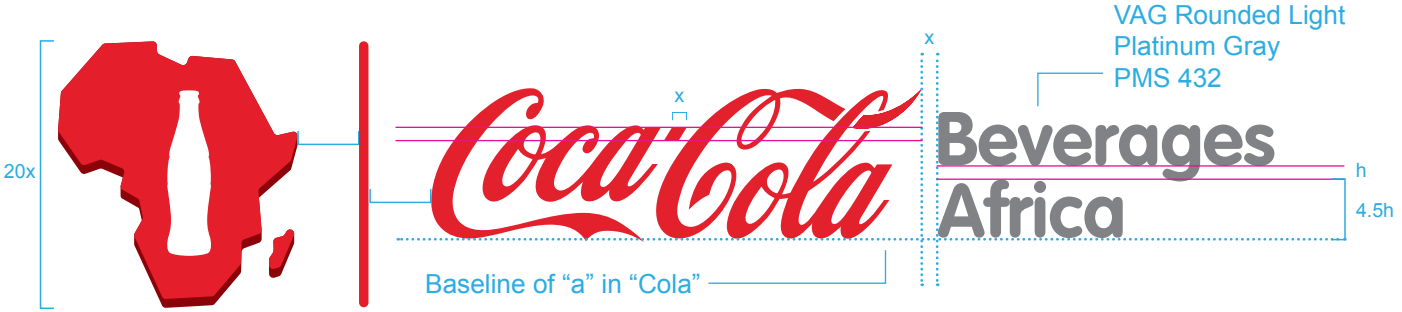
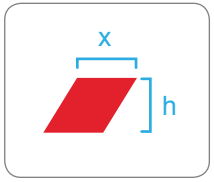
Please go to www.cocacoladesignmachine.com

SPECIFICATIONS

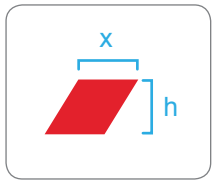




THE SEPARATE ENTITY LOGO LOCK-UP AND SPECIFICATIONS

Apply the standards when creating a Business Unit / Country / Bottler version of the logo.

- The character size for the ‘entity’ name reduces to 3x



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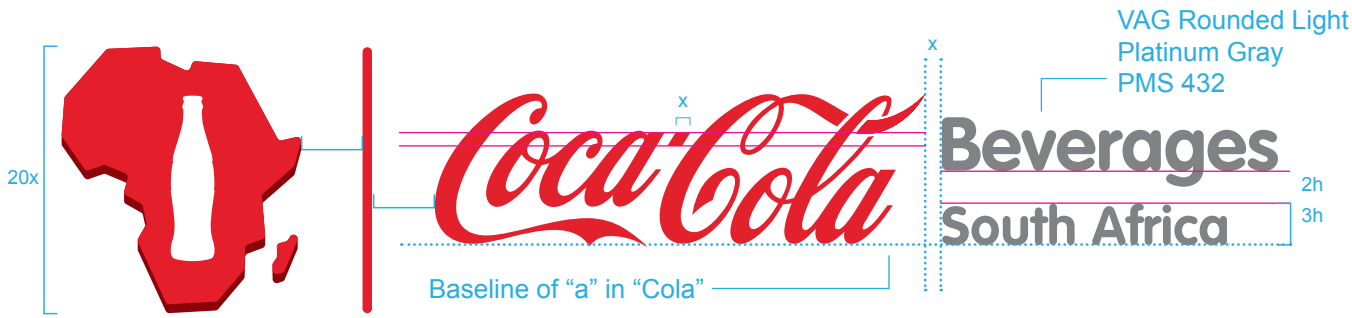
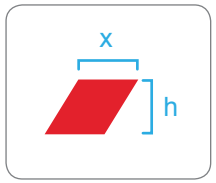
SPECIFICATIONS



THE STACKEDLOGO LOCK-UP AND SPECIFICATIONS

In insyances where there is a space constraint them a ‘stacked’ version of the logo may be used



These files are available on Design Machine.
Please go to www.cocacoladesignmachine.com

SPECIFICATIONS

COLOURS

- Use Coke Red for all logos, symbols and primary typography.
- When placed over solid strong colours, white versions of logos, symbols and primary typography may be used.
- Gray should be used for accent colours, and in some instances, typography.

SPECIFICATIONS

Coke Red
PMS = (no equivalent)
C = 4, M = 100, Y = 95, K = 0
R = 244, G = 0, B = 9

Red Shadow
PMS = 7629 C
C = 0, M = 100, Y = 95, K = 50
R = 139, G = 2, B = 9

Global White
PMS = (no equivalent)
C = 0, M = 0, Y = 0, K = 0
R = 255, G = 255, B = 255

Grey
PMS = Cool Grey 8
C = 0, M = 0, Y = 0, K = 60
R = 128, G = 130, B = 133

TYPOGRAPHY

The Coca-Cola Beverages Africa Visual Identity uses the VAG Rounded font family. This OpenType font family can be purchased at www.adobe.com/type.

VAG Rounded Light

- VAG Rounded Light is the font used for associate details such as title and address.

VAG Rounded Bold

- VAG Rounded Bold is the font used for associate name as well as messages on the back of the business cards.

Substitute Font

- When VAG Rounded is unavailable, the Arial font may be used as a replacement. Arial should only be used in markets where VAG Rounded does not support the local language, or for Office templates only.

Usage Rights

- The Coca-Cola Company does not have global rights to any of the System VIS fonts.

VAG ROUNDED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@&

VAG ROUNDED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@&

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@&

Stationery Design Standards

- Business Card
- Letterhead
- Envelopes
- Memo Template
- Labels
- Fax Sheet
- Folder
- Email Signature
- Powerpoint Templates

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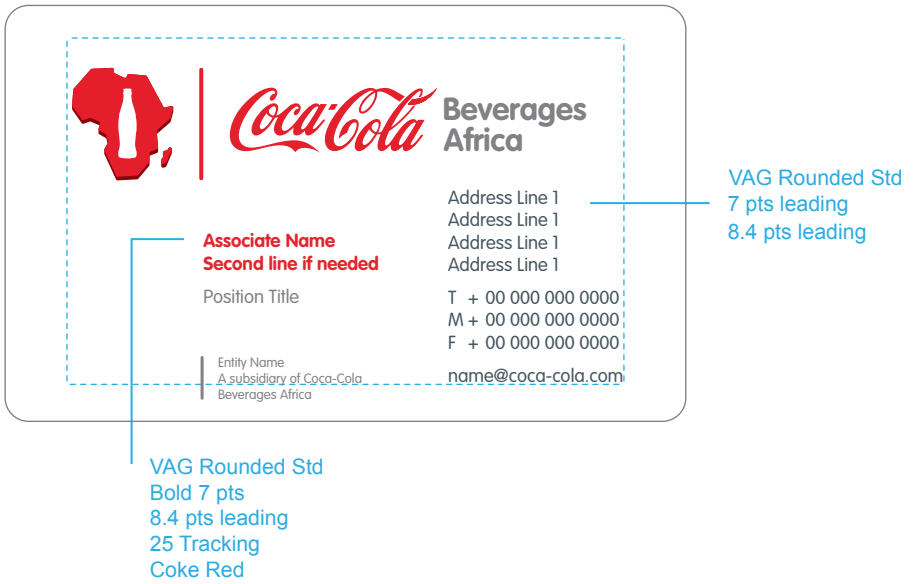
BUSINESS CARD



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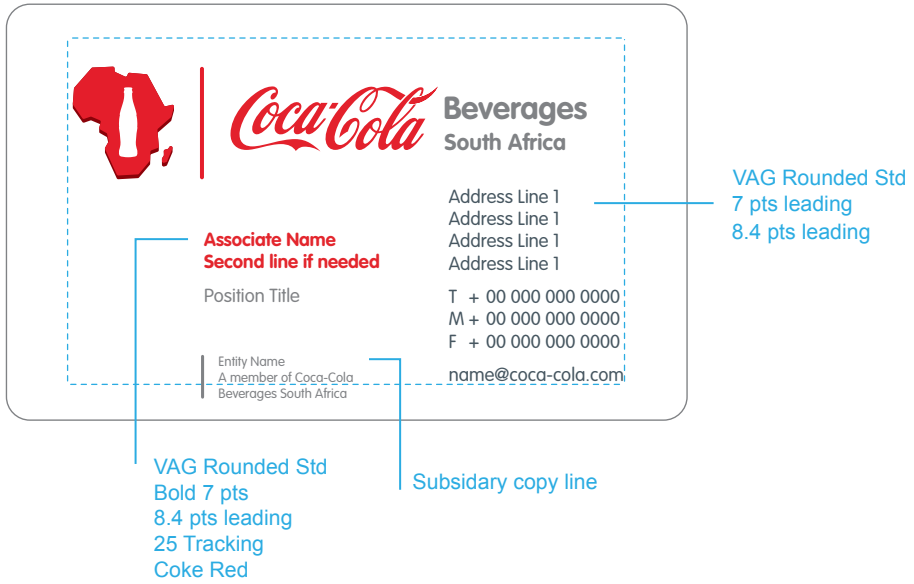
BUSINESS CARD Separate Entity



These files are available on Design Machine.
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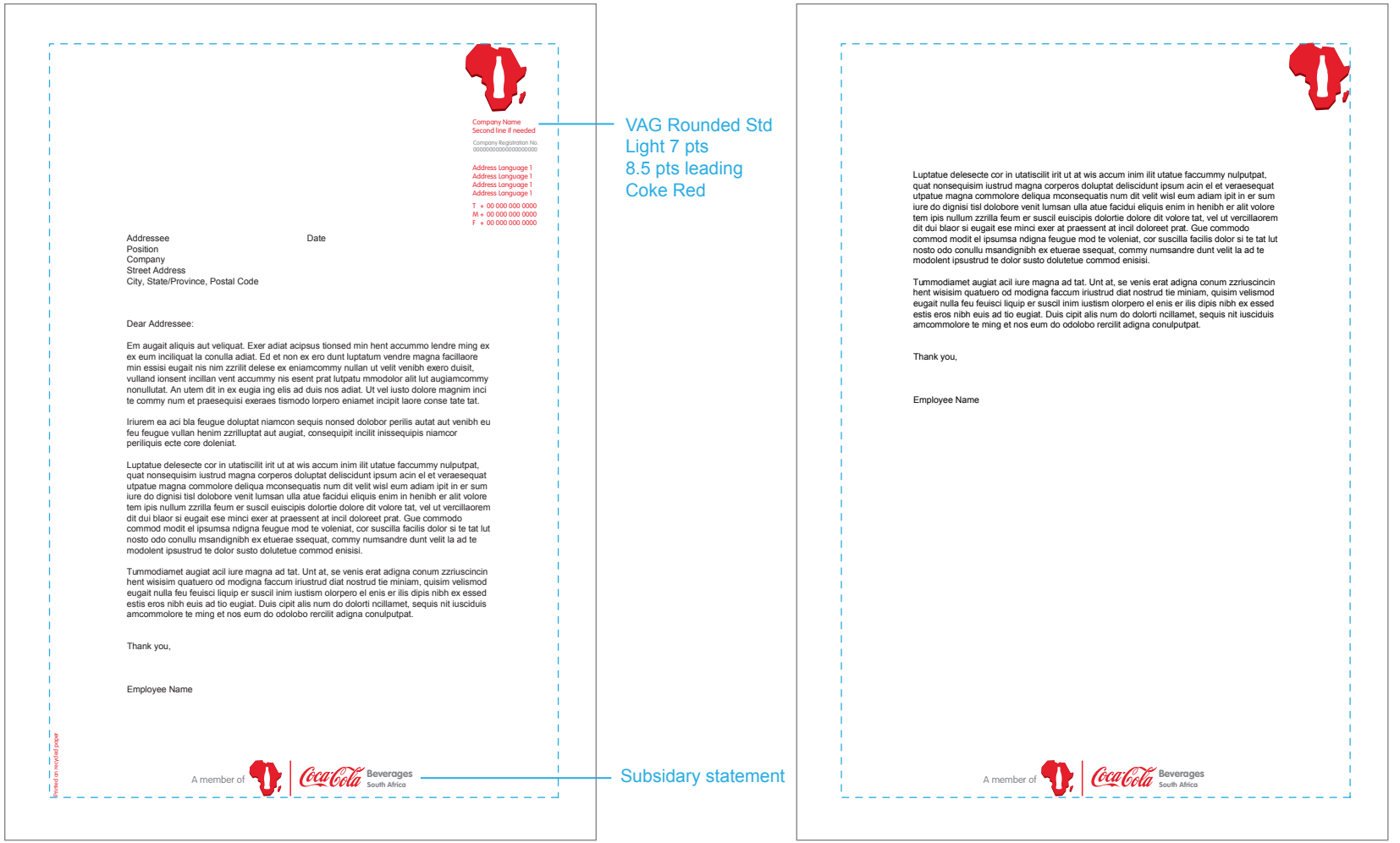
LETTER HEAD

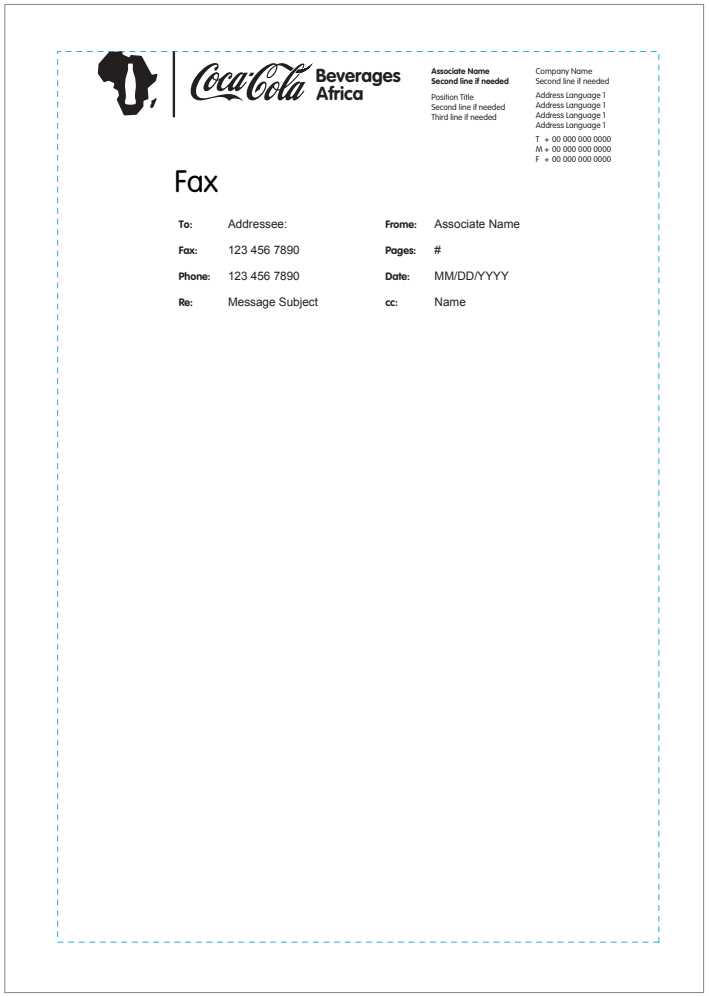
VAG Rounded Std
Light 7 pts
8.5 pts leading
Coke Red

Subsidary statement

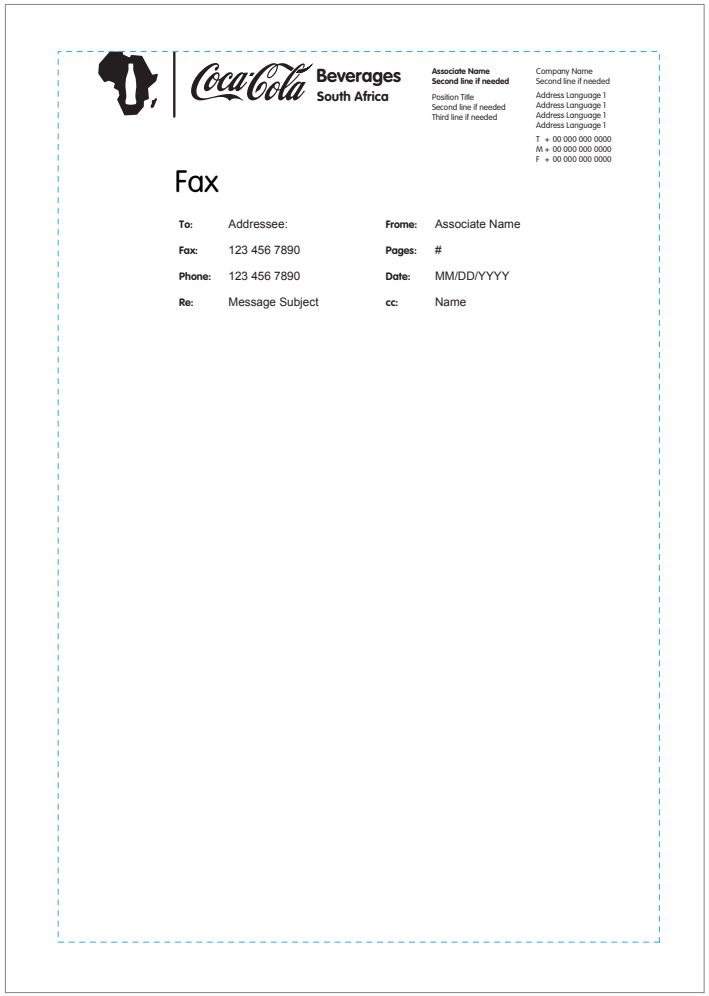
LETTER HEAD Separate Entity



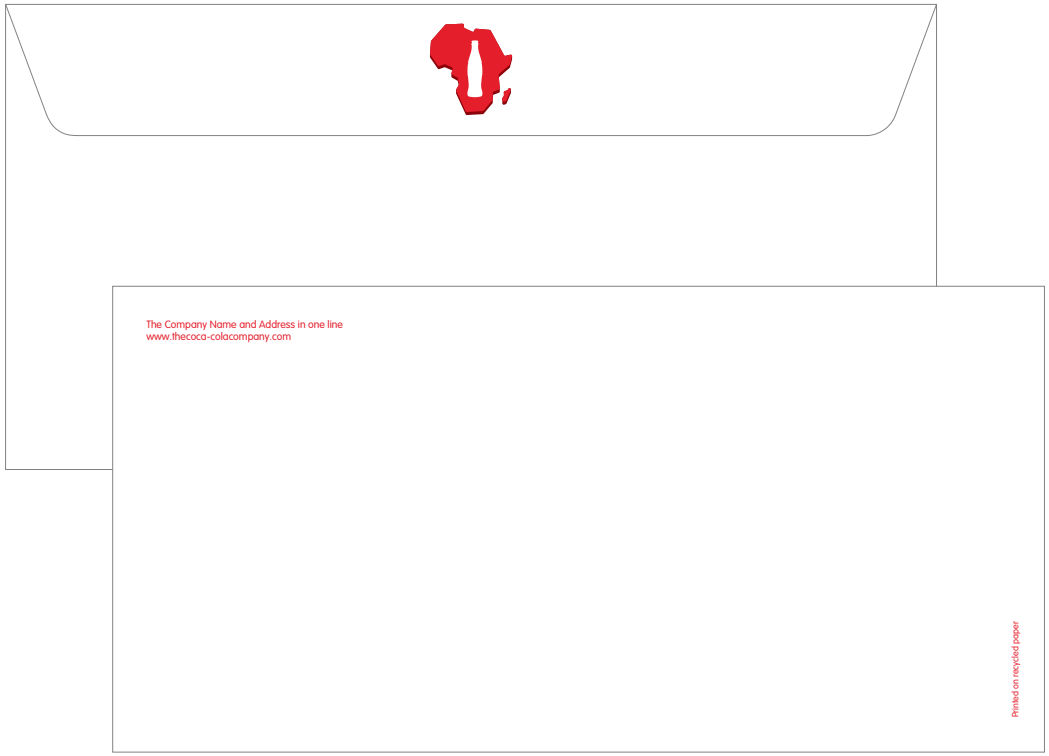
FAX SHEET

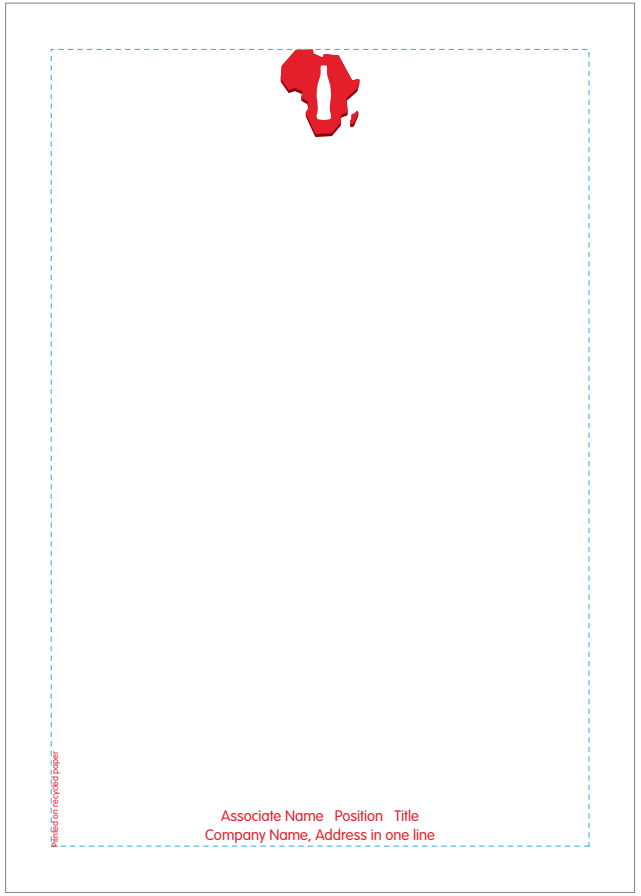


Separate Entity



ENVELOPE AND MEMO TEMPLATE





LABELS

Separate Entity

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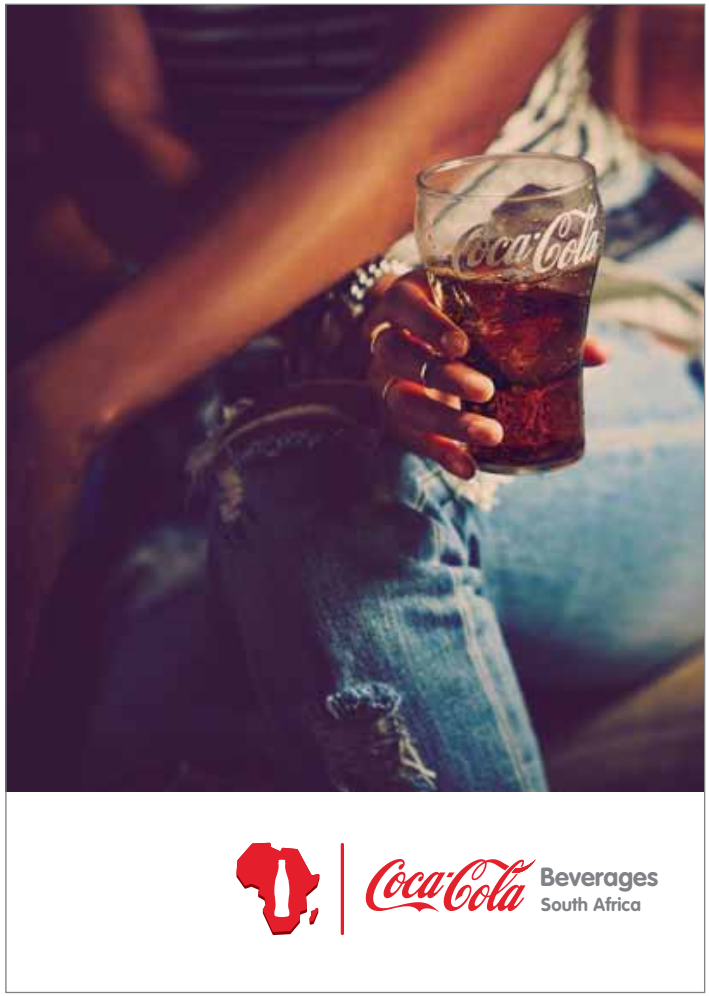
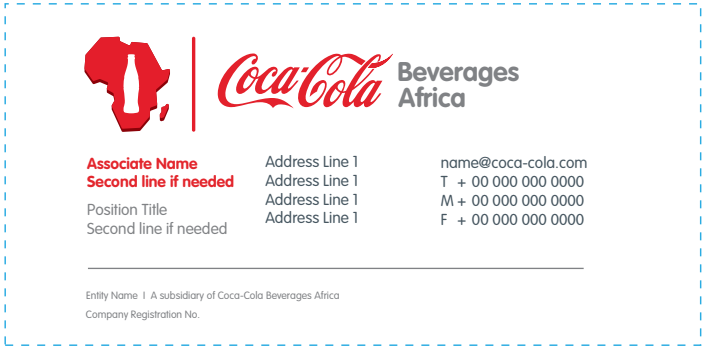
FOLDER

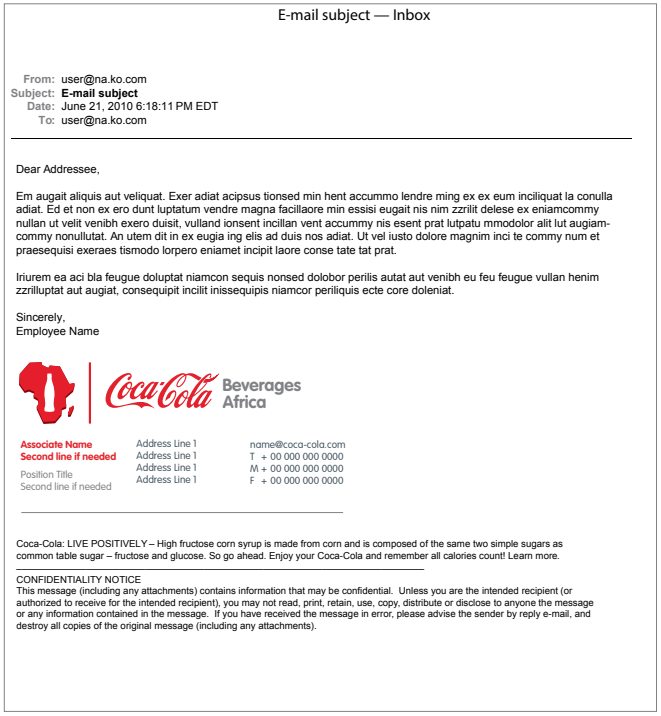
FOLDER Separate Entity



EMAIL SIGNATURE

Separate Entity





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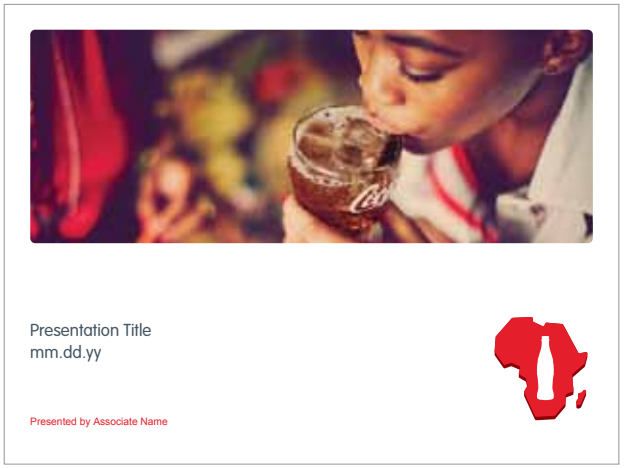
POWERPOINT TEMPLATES

Title Page



Title Page with Image

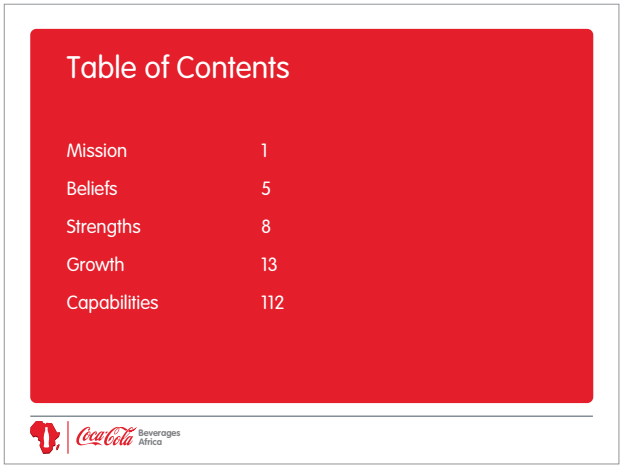
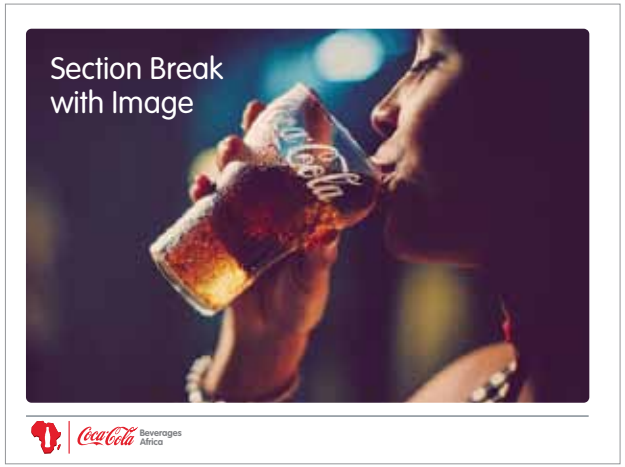


Table of Contents



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Section Break with Phrase or Quote

POWERPOINT TEMPLATES cont.

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Statement Headline:

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Page with Large Statement

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Page with Bullet Points

Bullet Points with 2 Small Vertical Images

Caption Text

Caption Text

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Bullet Points with 2 Small Horizontal Images

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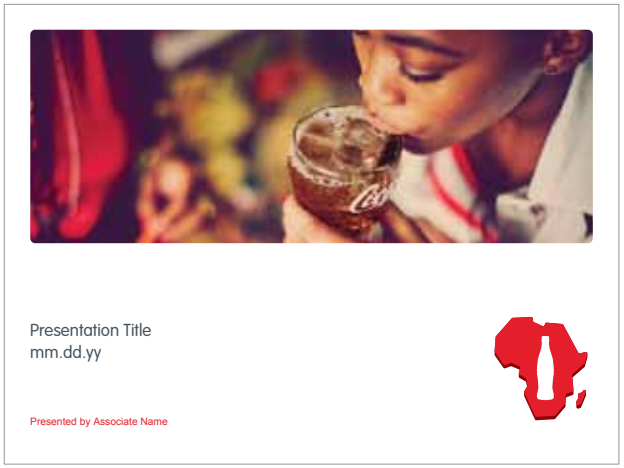
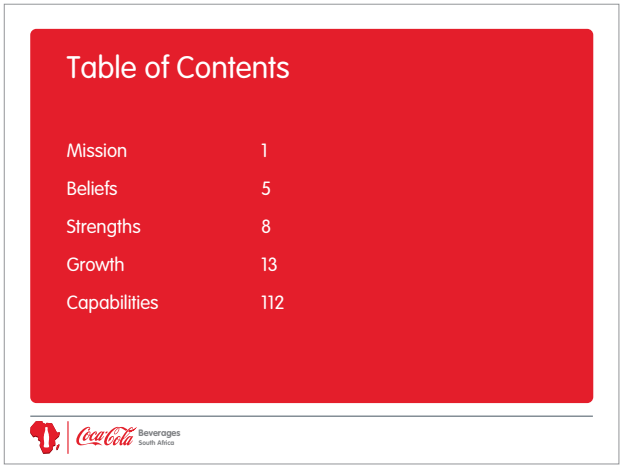
POWERPOINT TEMPLATES Separate Entity

Title Page



Title Page with Image



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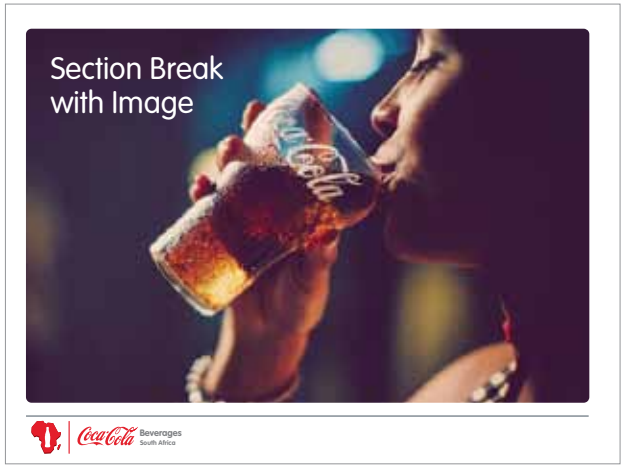

Section Break with Image

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POWERPOINT TEMPLATES Separate Entity cont.

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Bullet Points with Two Small Horizontal Images

Other Collateral

- Trucks
- Signage
- Clothing

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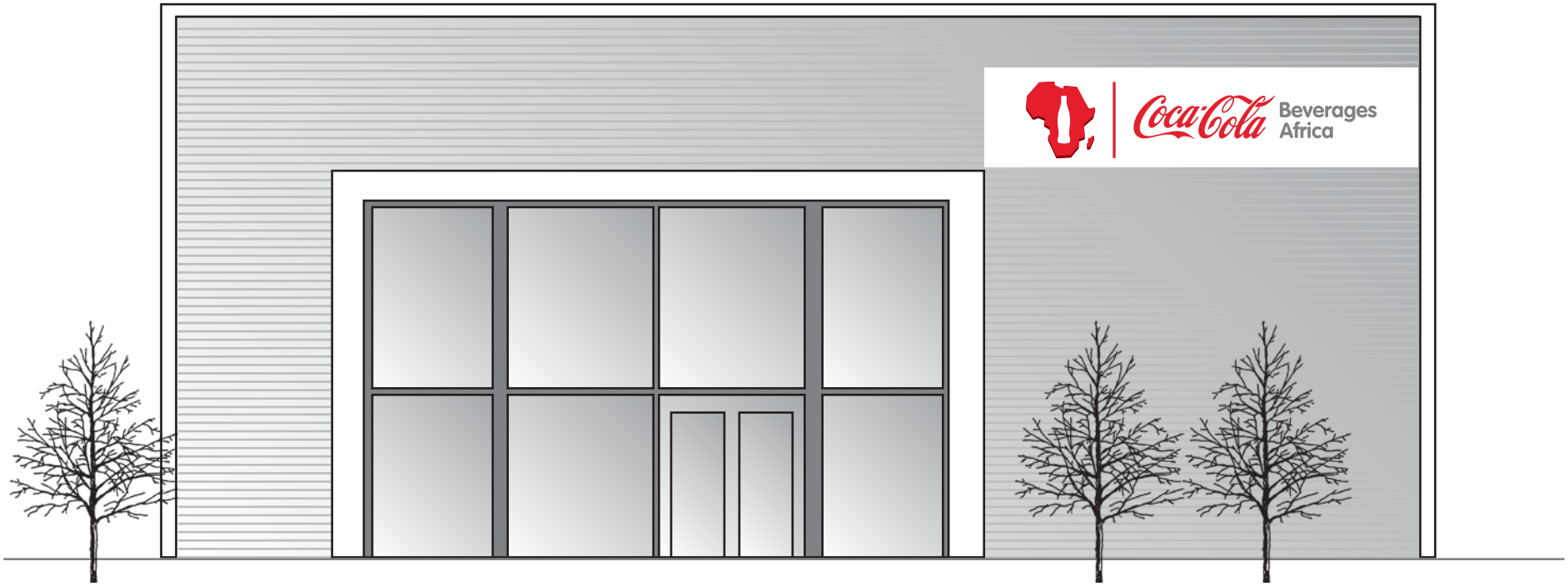
TRUCK BRANDING

SIGNAGE