


# The Coca-Cola Beverages Africa Visual Identity Guide

version 1.0



# 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](http://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](http://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.



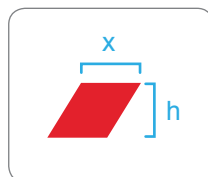
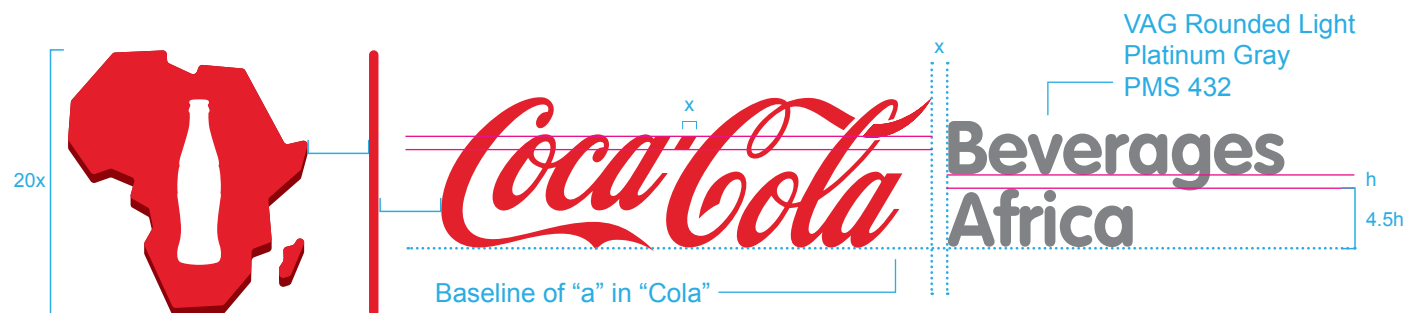
**Restricted-use Reversed**  
Reversed from a colour background.

## 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.”

## SPECIFICATIONS

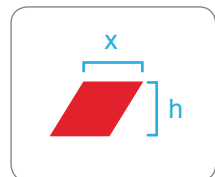


! These files are available on Design Machine.  
Please go to [www.cocacoladesignmachine.com](http://www.cocacoladesignmachine.com)

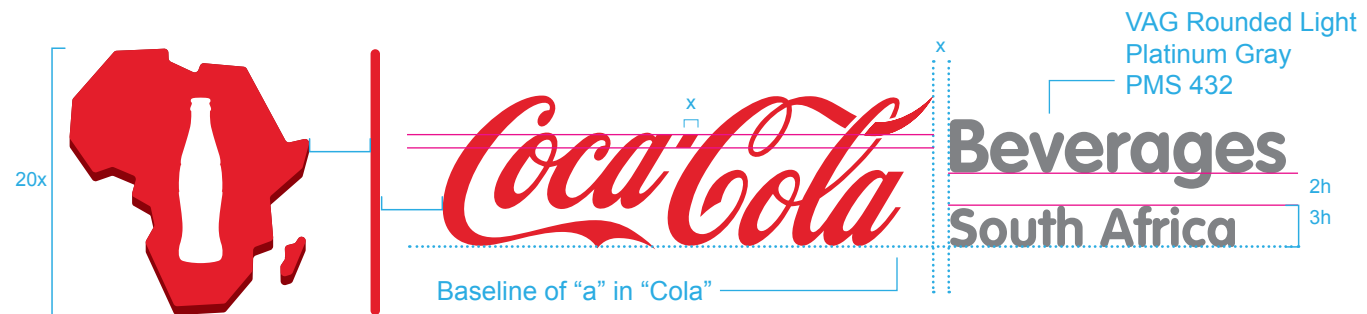
## THE SEPARATE ENTITY LOGO LOCK-UP AND SPECIFICATIONS

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

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



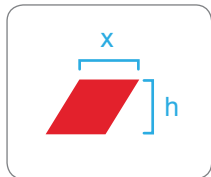
### SPECIFICATIONS



These files are available on Design Machine.  
Please go to [www.cocacoladesignmachine.com](http://www.cocacoladesignmachine.com)

## THE STACKED LOGO LOCK-UP AND SPECIFICATIONS

In instances 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](http://www.cocacoladesignmachine.com)

## SPECIFICATIONS



*Coca-Cola*  
Beverages Africa

2h  
x



*Coca-Cola*  
Beverages Africa  
South Africa

2h  
x

## 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](http://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

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@&

### VAG ROUNDED BOLD

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@&

### ARIAL

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!@&

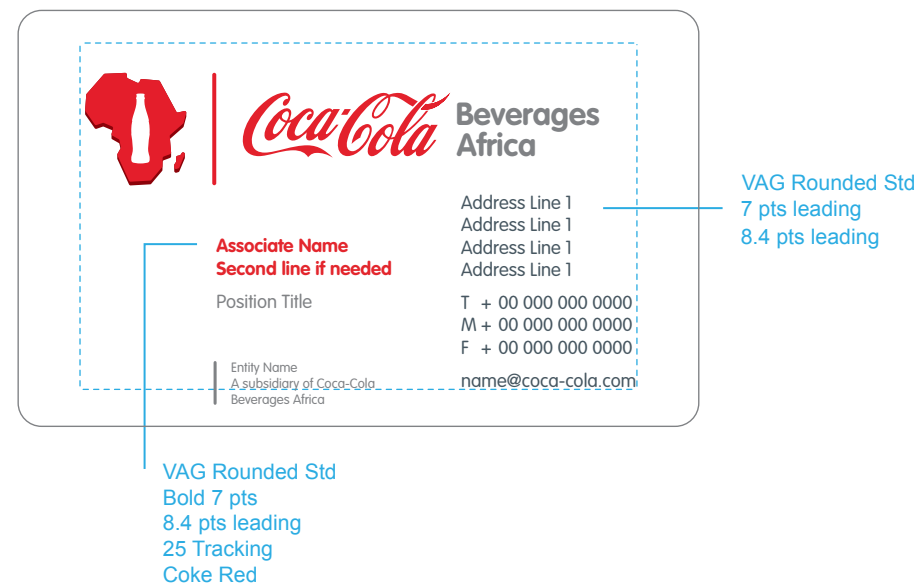


# Stationery Design Standards

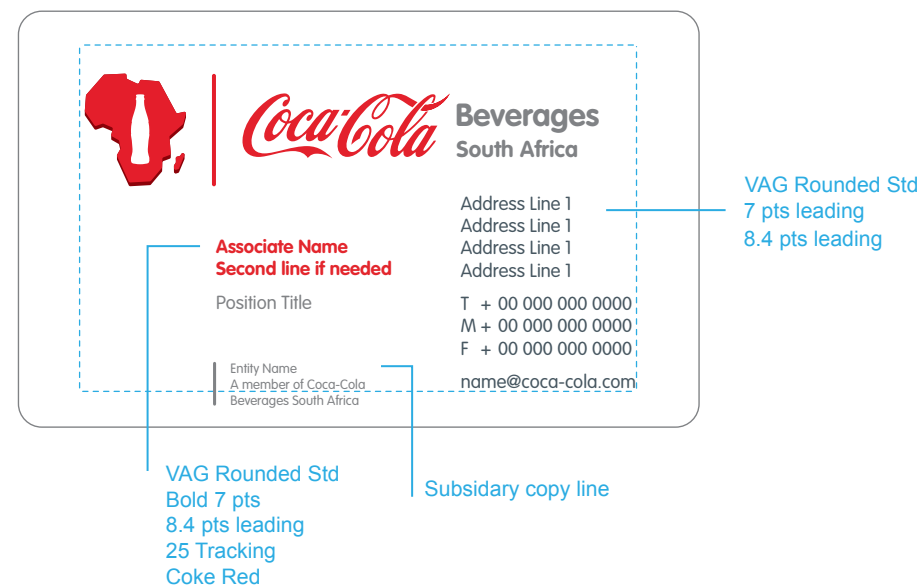
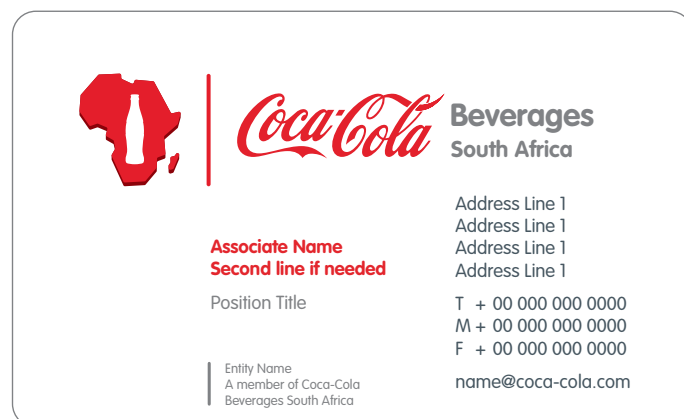
- Business Card
- Letterhead
- Envelopes
- Memo Template
- Labels
- Fax Sheet
- Folder
- Email Signature
- Powerpoint Templates



## BUSINESS CARD



## BUSINESS CARD Separate Entity



- VAG Rounded Std  
Light 7 pts  
8.5 pts leading  
Coke Red

### Subsidiary statement

**LETTER HEAD** Separate Entity



Company Name  
Second line if needed

Company Registration No.  
00000000000000000000

Address Language 1  
Address Language 1  
Address Language 1  
Address Language 1  
T + 00 000 000 0000  
M + 00 000 000 0000  
F + 00 000 000 0000

Addressee

Position

Company

Street Address

City, State/Province, Postal Code

Date

Dear Addressee:

Em augait aliquis aut veliquat. Exer adiat acipsus tionsed min hent accummo lendre ming ex ex eum inculquat la conulla adiat. Ed et non ex ero dunt luptatum vendre magna facilliore min essisi eugait nis nim zrrillit delese ex eniamcommy nullan ut velit venibh exero duiuit, vulland ionsent incillan vent accummy nis esent prat lutputat mmodolor allit lut augiamcommy norullutat. An utem dit in ex eugia ling elis ad duts nos adiat. Ut vel iusto dolore magnim inci te commy num et praesequisi exeraes tismodo lorpero eniamet incipit laore conse tate tat.

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Thank you,

Employee Name

Printed on recycled paper

A member of



Coca-Cola Beverages  
South Africa

- VAG Rounded Std  
Light 7 pts  
8.5 pts leading  
Coke Red

Luptatue deleseecte cor in utatiscilit irit ut at wis accum inim ilit utatue faccummy nulpupat, quat nonsequisim iustrud magna corpos dolupat deliscidunt ipsum acin el et veraesecat utpatue magna commolore deliqua mconsequatis num dit velit wisi eum adiam ipit in er sum lure do dignisi tisi dolobore venit lumsan ulla atus facidui eliquis enim in henibh er alt volore tem ipis nullum zzrilia feum er suscil euiscipis dolorte dolore dit volore tat, vel ut verciliaorem dit dui blaor si eugait ese minci exer at praessent at inci doloreet prat. Gue commodu commod modit el ipsumsa ndigna feugue mod te voleniat, cor suscilia facilis dolor si te tat lut nosto odo conullu msandignibh ex etuerae ssequat, commy numsandre dunt velit la ad te modolent ipsustrud te dolor susto dolutetue commod enisisi.

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Thank you,

Employee Name


A member of

*Coca-Cola* Beverages  
South Africa

- Subsidiary statement

FAX SHEET

Separate Entity



Coca-Cola

Beverages Africa

Associate Name  
Second line if needed  
Position Title  
Second line if needed  
Third line if needed

Company Name  
Second line if needed  
Address Language 1  
Address Language 1  
Address Language 1  
Address Language 1  
T + 00 000 000 0000  
M + 00 000 000 0000  
F + 00 000 000 0000

Fax

To: Addressee:

Fax: 123 456 7890

Phone: 123 456 7890


Re: Message Subject

From: Associate Name

Pages: #

Date: MM/DD/YYYY

cc: Name



Coca-Cola

Beverages South Africa

Associate Name  
Second line if needed  
Position Title  
Second line if needed  
Third line if needed

Company Name  
Second line if needed  
Address Language 1  
Address Language 1  
Address Language 1  
Address Language 1  
T + 00 000 000 0000  
M + 00 000 000 0000  
F + 00 000 000 0000

Fax

To: Addressee:

Fax: 123 456 7890

Phone: 123 456 7890

Re: Message Subject

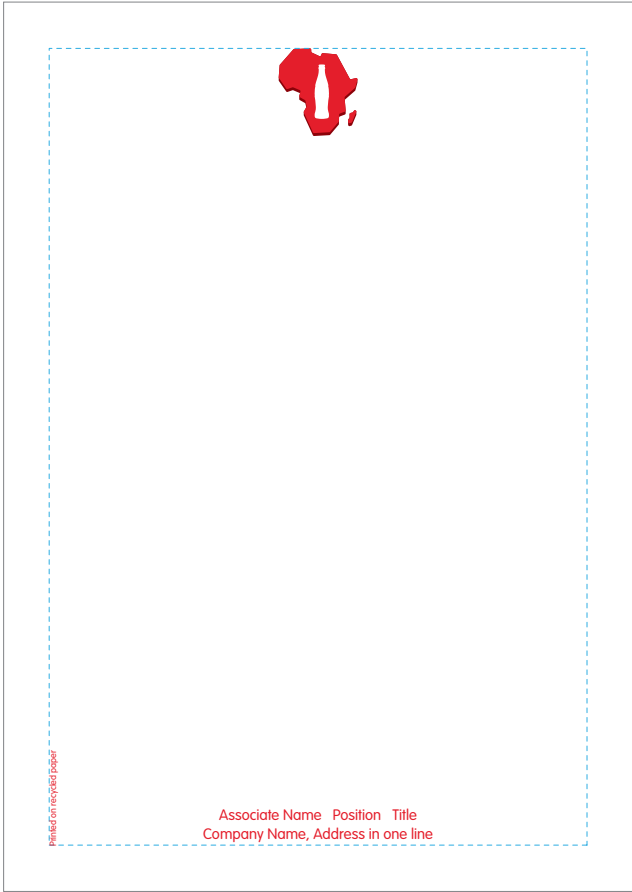
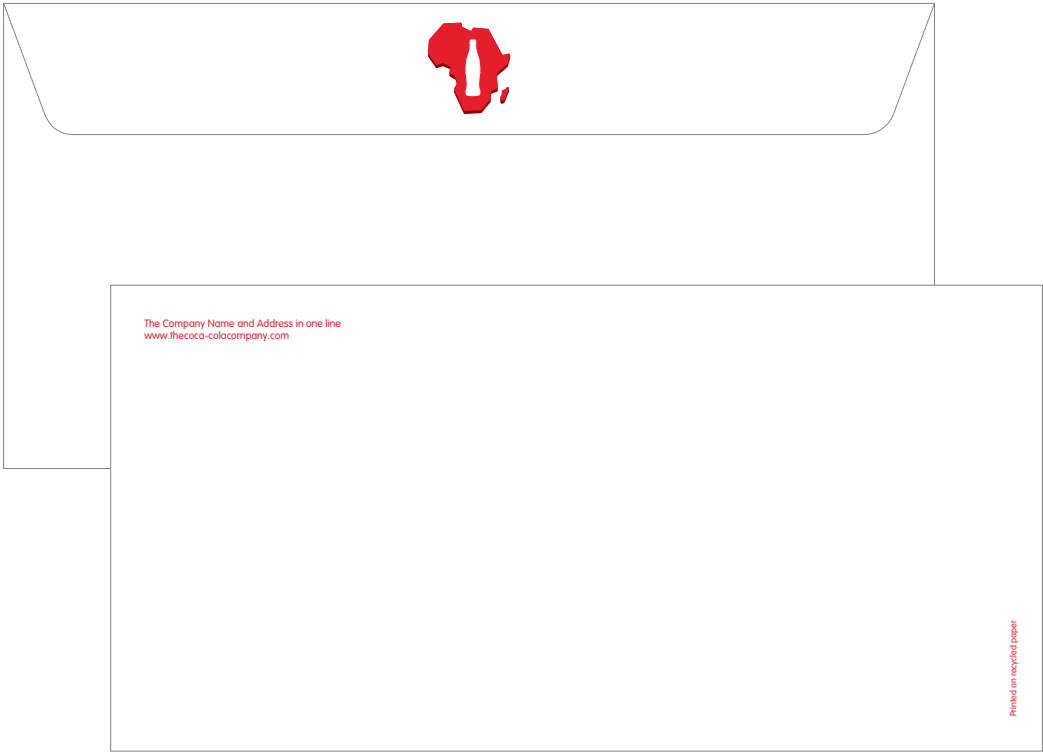
From: Associate Name

Pages: #

Date: MM/DD/YYYY

cc: Name

ENVELOPE AND MEMO TEMPLATE



LABELS

Separate Entity





## FOLDER

---



**FOLDER** Separate Entity

---



EMAIL SIGNATURE

Separate  
Entity



Coca-Cola

Beverages  
Africa

Associate Name  
Second line if needed

Address Line 1  
Address Line 1  
Address Line 1  
Second line if needed

name@coca-cola.com  
T + 00 000 000 0000  
M + 00 000 000 0000  
F + 00 000 000 0000

Entity Name 1 A subsidiary of Coca-Cola Beverages Africa  
Company Registration No.



Coca-Cola

Beverages  
South Africa

Associate Name  
Second line if needed

Address Line 1  
Address Line 1  
Address Line 1  
Second line if needed

name@coca-cola.com  
T + 00 000 000 0000  
M + 00 000 000 0000  
F + 00 000 000 0000

Entity Name 1 A member of Coca-Cola Beverages South Africa  
Company Registration No.

E-mail subject — Inbox


From: user@na.ko.com  
Subject: E-mail subject  
Date: June 21, 2010 6:18:11 PM EDT  
To: user@na.ko.com

Dear Addressee,

Em augait aliquis aut veliquat. Exer adiat acipsum tionsed min hent accummy lendre ming ex ex eum inciliquat la conulla adiat. Ed et non ex ero dunt luptatum vendre magna facillaoe min essisi eugait nis nim zzrilit delese ex eniamcommy nullan ut velit venibh exero duiat, vulland ionsent incillan vent accummy nis esent prat lutpatu mmodolor alit lut augiam-commy nonullutat. An utem dit in ex eugia ing elis ad dui nos adiat. Ut vel iusto dolore magnim inci te commy num et praesequisi exeraes tismodo lorpero eniamet incipit laore conse tate tat prat.

Iriurem ea aci bla feugue doluptat niamcon sequis nonsed dolor perilis autat aut venibh eu feu feugue vullan henim zzrillupat aut augiat, consequipit incilit inissequis niamcor penliquis ecte core doleniati.

Sincerely,  
Employee Name



Coca-Cola

Beverages  
Africa

Associate Name  
Second line if needed

Address Line 1  
Address Line 1  
Address Line 1  
Second line if needed

name@coca-cola.com  
T + 00 000 000 0000  
M + 00 000 000 0000  
F + 00 000 000 0000

Coca-Cola: LIVE POSITIVELY – High fructose corn syrup is made from corn and is composed of the same two simple sugars as common table sugar – fructose and glucose. So go ahead. Enjoy your Coca-Cola and remember all calories count! Learn more.

CONFIDENTIALITY NOTICE  
This message (including any attachments) contains information that may be confidential. Unless you are the intended recipient (or authorized to receive for the intended recipient), you may not read, print, retain, use, copy, distribute or disclose to anyone the message or any information contained in the message. If you have received the message in error, please advise the sender by reply e-mail, and destroy all copies of the original message (including any attachments).

## POWERPOINT TEMPLATES

# Presentation Title


## Title continued

mm.dd.yy




Presented by Associate Name

Title Page



Presentation Title  
mm.dd.yy

Presented by Associate Name




Title Page with Image

# Table of Contents

Mission	1
Beliefs	5
Strengths	8
Growth	13
Capabilities	112

---

 *Coca-Cola* Beverages  
Africa

## Table of Contents

A close-up, low-angle shot of a woman drinking from a Coca-Cola can. The can is tilted, and the liquid inside is visible. The background is dark and out of focus, with some bokeh lights. The text 'Section Break with Image' is overlaid in the top left corner.

## Section Break with Image

# Section Break with Phrase or Quote

## Section Break with Phrase or Quote

## POWERPOINT TEMPLATES cont.

## Page with Large Statement

## Statement Headline:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad mpariatur. Excepteur sint occaecat cupidanim laborum.



## Page with Large Statement

## Page with Large Statement

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat reprehenderit
- Voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident
- Sunt in culpa qui officia deserunt mollit anim id est laborum
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



## Page with Bullet Points

## Bullet Points with 2 Small Vertical Images



Caption Text



Caption Text

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat reprehenderit
- Voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident
- Sunt in culpa qui officia deserunt mollit anim id est



## Bullet Points with Two Small Vertical Images

## Bullet Points with 2 Small Horizontal Images



- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat reprehenderit
- Voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident
- Sunt in culpa qui officia deserunt mollit anim id est laborum
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris




## Bullet Points with Two Small Horizontal Images

## POWERPOINT TEMPLATES Separate Entity

# Presentation Title


## Title continued

mm.dd.yy




Presented by Associate Name

Title Page



Presentation Title  
mm.dd.yy

Presented by Associate Name




Title Page with Image

# Table of Contents


Mission	1
Beliefs	5
Strengths	8
Growth	13
Capabilities	112

---

 *Coca-Cola* Beverages  
South Africa

## Table of Contents

Section Break  
with Image

A close-up, low-angle shot of a woman's face in profile, drinking from a glass Coca-Cola can. The can is tilted, and the liquid inside is visible. The background is dark and out of focus, with some bokeh light effects. The woman is wearing a dark top and a bracelet. The overall mood is intimate and refreshing.

## Section Break with Image

# Section Break with Phrase or Quote

## Section Break with Phrase or Quote

## POWERPOINT TEMPLATES Separate Entity cont.

### Page with Large Statement

#### Statement Headline:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad mpariatur. Excepteur sint occaecat cupidanim laborum.



Page with Large Statement

### Page with Large Statement

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat reprehenderit
- Voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident
- Sunt in culpa qui officia deserunt mollit anim id est laborum
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



Page with Bullet Points

### Bullet Points with 2 Small Vertical Images



Caption Text



Caption Text

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat reprehenderit
- Voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident
- Sunt in culpa qui officia deserunt mollit anim id est



Bullet Points with Two Small Vertical Images

### Bullet Points with 2 Small Horizontal Images



- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris
- Nisi ut aliquip ex ea commodo consequat reprehenderit
- Voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident
- Sunt in culpa qui officia deserunt mollit anim id est laborum
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



Bullet Points with Two Small Horizontal Images

# Other Collateral

- Trucks
- Signage
- Clothing





## TRUCK BRANDING

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## SIGNAGE

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