



WHAT ARE THE DR PEPPER SNAPPLE GROUP CORPORATE LOGOS?



The Dr Pepper Snapple Group corporate logos represent the two facets of our company coming together. The combination of the business component {represented by the typography} and the fun-vibrant personality {represented by the splash icon} complement each other. Together they create an enduring landmark that establishes the foundation for a company that embraces corporate and fiscal goals, while maintaining our unique and colorful passion for enjoying life.

The **Dr Pepper Snapple Group** Corporate Logos are defined by the distinctive characteristics and images that uniquely identify Dr Pepper Snapple Group to the world. The presence and promise of the company is built & maintained through coordinated usage of the unified identity.

All corporate design elements – especially the logos, design elements, color and typography – play a role in supporting and reinforcing a consistent corporate identity and a visual style for Dr Pepper Snapple Group.

DR PEPPER SNAPPLE GROUP LOGO BASICS

- 1) Always reproduce the Dr Pepper Snapple Group corporate logos from an electronic logo file or download the file from an internal FTP site.
- 2) Always use the Dr Pepper Snapple Group corporate logos alone, never with other words.
- 3) Always use the Dr Pepper Snapple Group logo as is: NEVER alter any logo in any way.

THE DR PEPPER SNAPPLE, GROUP, INC. LOGO {USE TO REFER TO THE TOP PARENT COMPANY ONLY}

The Dr Pepper Snapple Group, Inc. logo, our parent company's "signature," is the cornerstone of our visual identity. Always use the primary {stacked} logo unless space limits require the secondary {horizontal} logo format. The typography and the splash icon must never be separated or altered in any way other than as specified here. This name and usage should be used in communication elements like annual reports and corporate (not brand) press releases.

PRIMARY LOGO:
{STACKED}



SECONDARY LOGO:
{HORIZONTAL}



THE DR PEPPER SNAPPLE GROUP LOGO

{USE TO REFER TO THE BUSINESS AS A WHOLE}

The Dr Pepper Snapple Group logo is to be used when referring to the business as a whole on communication pieces like letterheads, business cards and presentations.

{STACKED}



{HORIZONTAL}



A DR PEPPER SNAPPLE GROUP COMPANY LOGO

{USE TO REFER TO A DIVISION OR COMPANY}

The Dr Pepper Snapple Group Company logo is to be used when referring to a company/division within the business, such as “Dr Pepper/Seven Up, Inc., a Dr Pepper Snapple Group Company” on a DPSU contract or “Dr Pepper Bottling Company of Texas, a Dr Pepper Snapple Group Company” on local bottling operation letterhead, business card, etc.

PRIMARY LOGO:
{STACKED}



SECONDARY LOGO:
{HORIZONTAL}



COLORS

Color is one of the most critical unifying elements of the Dr Pepper Snapple Group identity system. When printing a Dr Pepper Snapple Group logo always follow the color guidelines listed below.



PMS 7545
C:55 M:30 Y:17 K:51



PMS 202
C:10 M:97 Y:61 K:48



PMS 7458
C:52 M:3 Y:6 K:7

COLORS USAGE

Always use the color logo, unless printing limitations require the use of the one-color logo. The one-color logo prints only in black and 50% black or reversed to white. These color guidelines refer to all Dr Pepper Snapple Group logo variations.

FULL COLOR:



50% K

BLACK & WHITE:



REVERSED OUT:



COMPLEMENTARY COLORS & BACKGROUNDS

Dr Pepper Snapple Group logos must appear on a white or solid-colored background. If using the logo on a visual background, the background image needs to have enough contrast so the Dr Pepper Snapple Group logo sufficiently stands out.



USE THE FULL COLOR LOGO IF THE BACKGROUND IS LIGHT ENOUGH FOR THE COLORS TO READ



REVERSE THE LOGO TO WHITE IF THE BACKGROUND IS TOO DARK FOR THE COLORS TO READ



WHEN PLACING THE LOGO ON A BACKGROUND PHOTO OR ILLUSTRATION IMAGE, THE LOGO MUST BE PLACED IN AN AREA THAT IS CLEAR OF PATTERNS OR VARIATIONS IN COLOR



MINIMUM & MAXIMUM SIZE

Dr Pepper Snapple Group logos must never be reproduced smaller than 1 inch wide & the secondary logo 1.5 inches wide. Minimum size is always measured from left to right. There are no limits on maximum logo reproduction size.



1"



1.5"

CLEAR SPACE

To create greater visual impact, keep the area around the Dr Pepper Snapple Group logo clear. The mandatory clear space for both primary and secondary versions of the Dr Pepper Snapple Group logos is the width of the "DR" of DR PEPPER.

NOTE: The only exception to this clearance space rule is when using the approved brand design splashes as directed in the Brand Design Language Guidelines.



DR PEPPER SNAPPLE GROUP CORPORATE LOGO GUIDELINES

QUICK GUIDE

MINIMUM LOGO SIZE:



CLEAR SPACE:



COLOR:



PMS 7545
C:55 M:30 Y:17 K:51



PMS 202
C:10 M:97 Y:61 K:48



PMS 7458
C:52 M:3 Y:6 K:7

USE OF NAME(S) IN TEXT:

When referring to the top parent company in text, follow this format: Dr Pepper Snapple Group, Inc.

When referring to the business as a whole in text, follow this format: Dr Pepper Snapple Group.

When referring to a company/division within the business in text, follow this format: Name of Company/Division, a Dr Pepper Snapple Group Company.

Do not italicize the name(s).

LOGO FONT:

The Dr Pepper Snapple Group logos are created using the font **TRADE GOTHIC BOLD EXTENDED**, letterspaced 50 points.

DR PEPPER SNAPPLE GROUP CORPORATE LOGO LIBRARY

For questions concerning the use of the Dr Pepper Snapple Group Logos, please contact dpsglogoquestions@cs-americas.com.