

PEPSI



VISUAL IDENTITY SYSTEM

2014 BIG BOLD BLUE GUIDELINES



CONTENTS

GREAT BRANDS ARE BUILT WITH

CONSISTENCY, CONTINUITY, CREATIVITY AND COHERENCE.

The Pepsi Brand Guidelines are a comprehensive set of rules and guard rails created to build a design language that will powerfully express the Pepsi personality across a range of touch points — from packaging to marketing and everything in between.

- 1 **OUR STORY**
- 2 **VISUAL IDENTITY**
- 3 **PACKAGING**
- 4 **APPLICATIONS**
- 5 **LOGO ARTWORK**
- 6 **CONTACT INFORMATION**



1



OUR STORY



WELCOME TO THE ERA OF:

**BIG
BOLD
BLUE**

PEPSI IS A GLOBAL BRAND

WITH A BROAD SPECTRUM OF IDENTITIES. WE WILL CORRECT THE FRAGMENTATION AND BUILD AN EFFECTIVE GLOBAL SYSTEM THAT WILL DRIVE DESIGN EXCELLENCE AND BRAND LEADERSHIP.

WE WILL BECOME A UNIFIED GLOBAL BRAND.



IN 2014 WE ARE GOING TO

**RECLAIM OUR
ICONIC BLUE COLOR.**





BY DRIVING EQUITY COLOR WE WILL RESTORE

THE VIBRANCY AND IMPACT OF OUR BRAND

AND SEEK TO MAKE PEPSI THE
ULTIMATE CHOICE FOR CONSUMERS.

TO BE TRUE AND AUTHENTIC TO OUR
BRAND POSITIONING, ALL OF OUR
COMMUNICATIONS SHOULD FOLLOW
THE ESTABLISHED DESIGN PRINCIPLES.

DYNAMIC ACTIVE BLUE

AUTHENTIC REFRESHMENT CUES

DRAMATIC LIGHTING

UNEXPECTED CROPS

FOCUSED ATTENTION TO DETAIL

CLEAR COMMUNICATION

STRATEGIC SIMPLICITY



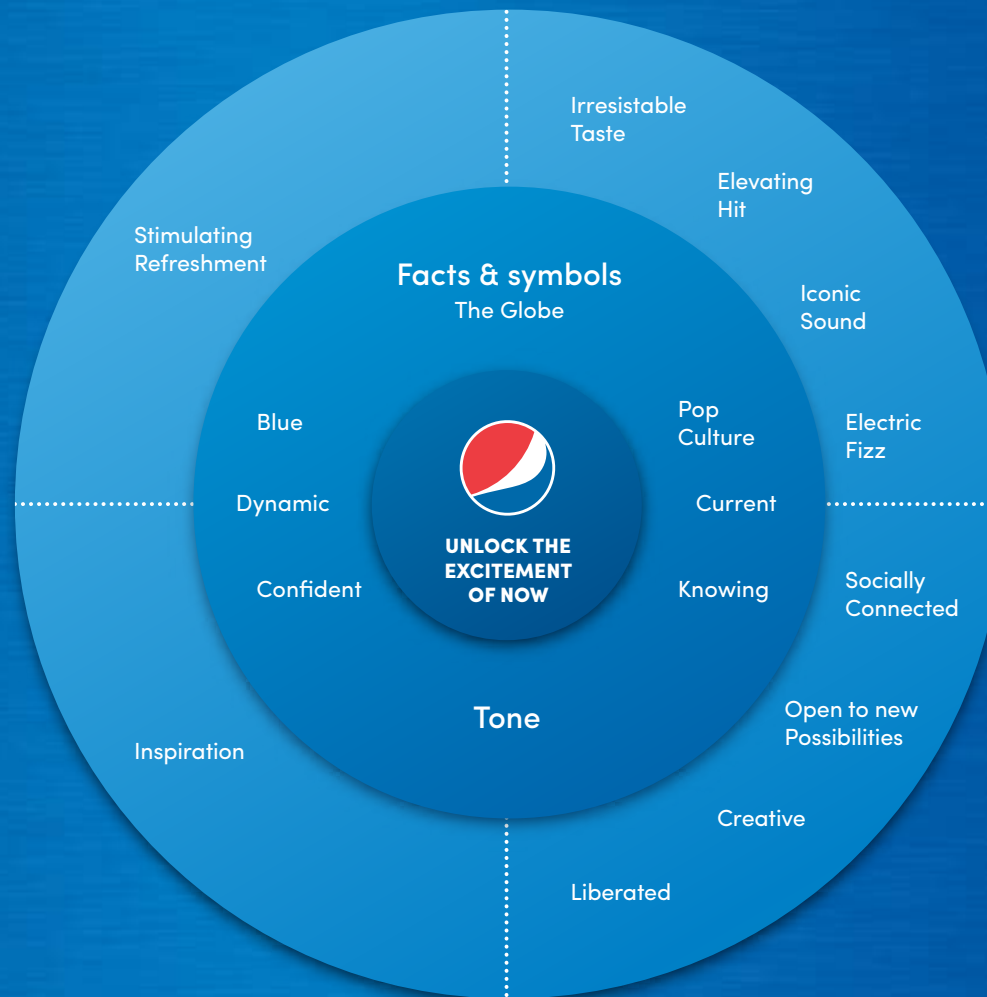
BRAND WHEEL:

WE'LL BE GROUNDED IN OUR BRAND POSITIONING

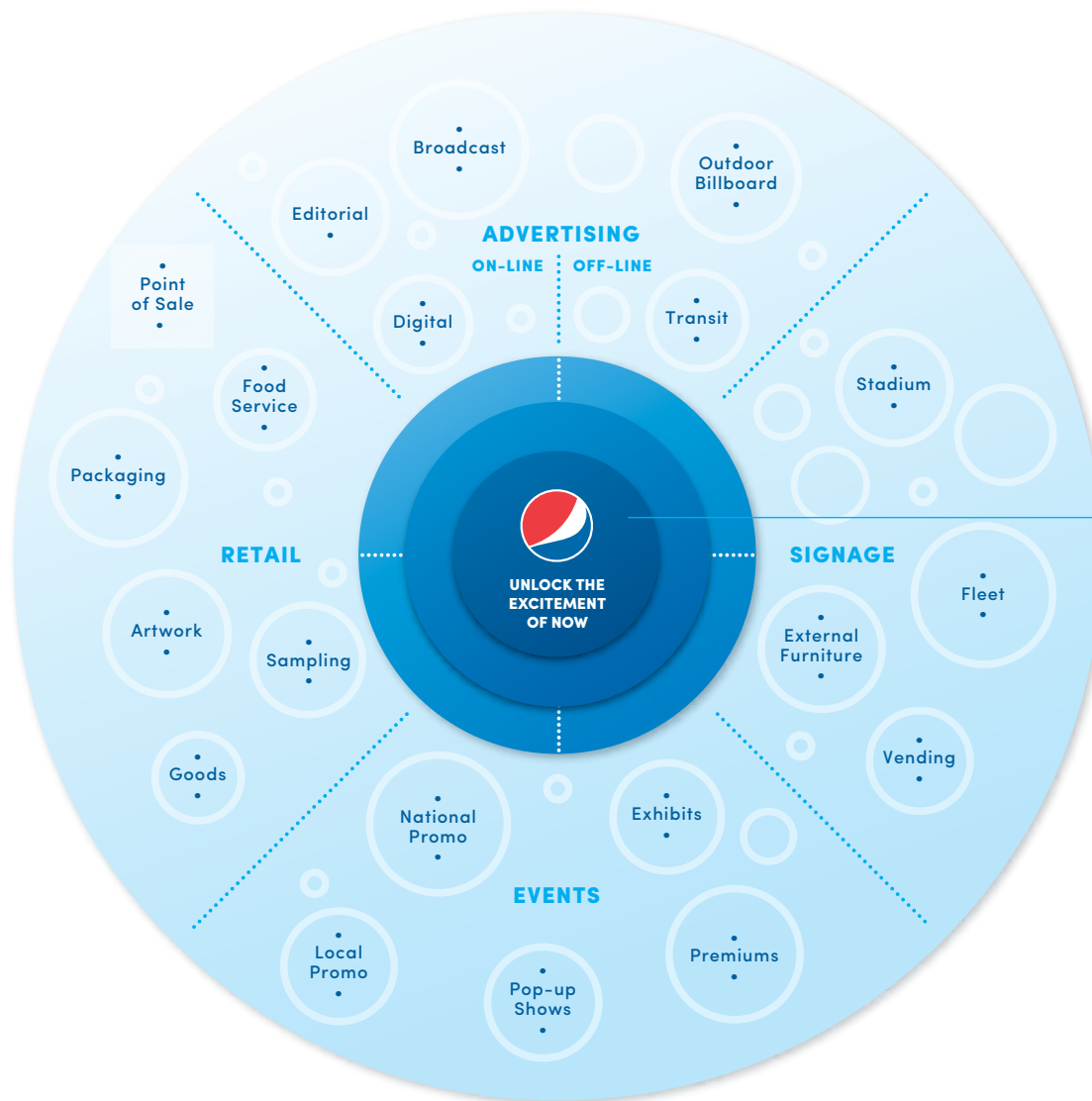
UNLOCK THE EXCITEMENT OF NOW

WHAT THE PRODUCT
DOES FOR ME

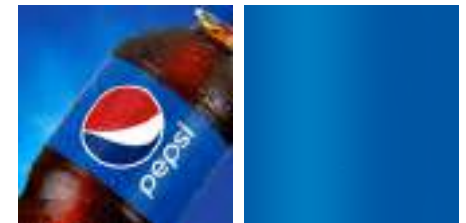
HOW WOULD I DESCRIBE
THE PRODUCT



THE BRAND WHEEL IS AT THE CENTER OF THE VISUAL IDENTITY SYSTEM (VIS)



TRADEMARKS
ICONS
PHOTOGRAPHY
COLORS
SHAPES
TYPOGRAPHY
SYMBOLS
ILLUSTRATIONS
PATTERNS



ABCDE ABCDE
abcde abcde
\$0123456789¢



WE'LL WORK WITHIN A FRAMEWORK CONTEXT

THE VIS FRAMEWORK OFFERS TARGETED AND MEANINGFUL ACTIVATION.

VENDING

PACKAGING

FLEET

SIGNAGE

LOGOS

**CORPORATE
COMMUNICATIONS**

RETAIL

POINT OF SALE

SAMPLING

MERCHANDISING

FOOD SERVICE

ADVERTISING

PRINT

LOCAL

ADVERTISING

POSTERS

WALL PAINTINGS

WEBSITES

CONCERTS

LICENSING

TEEN

COLLEGE

EVENTS

EXHIBITS

PREMIUMS

PROPERTIES

LICENSING

ADVERTISING

**NATIONAL &
LOCAL PROMOS**

ICONIC

Activations are long term, permanent touchpoints of the brand and usually have large capital investments.

←
PERMANENT

INTRINSIC PHYSICAL

Activations are product focused and could emphasize refreshment or desirability of the product.

EXTRINSIC EXPRESSION

Activations tend to be much more thematic. The brand would be layered with local or national programs.

SHARED PROMO

Activations are short term events with a stronger co-branding relationship.

→
TEMPORARY

WE MUST BE AUTHENTIC.

WE BELIEVE THAT

**AUTHENTICITY IS
THE BENCHMARK**

AGAINST WHICH ALL BRANDS
ARE NOW JUDGED.

WE'RE EVOLVING

MULTIPLE GLOBAL SYSTEMS

Breathtaking / RBSW / International

ARTIFICIALLY ENHANCED REFRESHMENT

Exaggerated and stylized refreshment cues

PEPSI BLUE

Blue can as lead

FROM



TO



BBB

Big Bold Blue

REAL REFRESHMENT

Authentic and appetizing refreshment cues

MASTER BRAND

Holistic approach to Brand Pepsi

2



VISUAL IDENTITY

OVERVIEW OF OUR BRAND ELEMENTS

VISUAL IDENTITY SYSTEM



TRADEMARKS

TYPOGRAPHY

ICONS

SYMBOLS

PHOTOGRAPHY

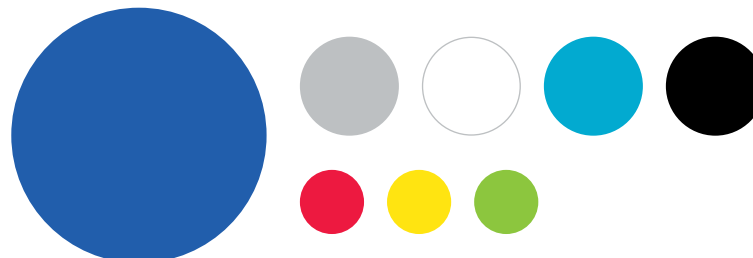
ILLUSTRATIONS

COLORS

PATTERNS

SHAPES

FORMS



\$499

ABCDE ABCDE
abcde abcde

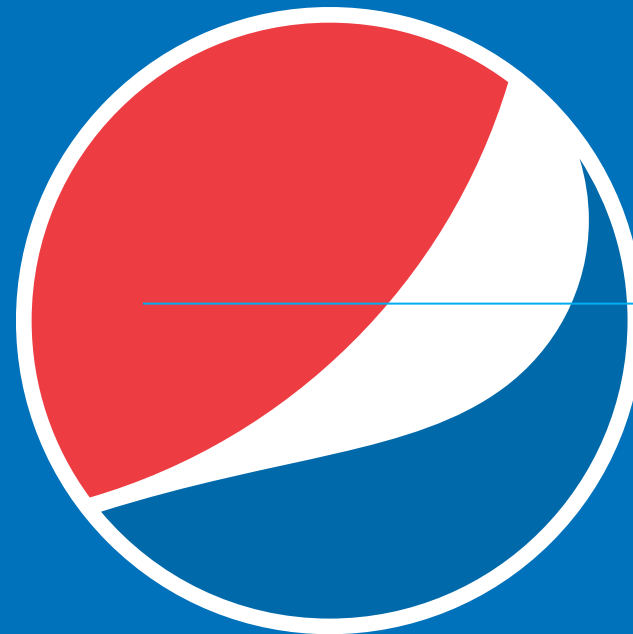
\$0123456789¢

PEPSI LOGO

The Pepsi Logo is comprised of two elements: the Globe and the Wordmark. A set number of lockup variations of the Pepsi Logo are available. The horizontal logo shown at right is the primary logo. The preferred usage appears on a Pepsi Big Bold Blue background.

The logo must never be altered, modified or recreated. Any attempt to modify or alter our logo is a violation of our standards.

PEPSI LOGO ELEMENTS



1: GLOBE

pepsi®

2: WORDMARK

PEPSI LOGO

IMPORTANT NOTE ● ● ●

MORE DETAILED LOGO SPECIFICATIONS ARE AVAILABLE IN THE PACKAGING SECTION.

PEPSI LOGO ELEMENTS

Our Globe is the simplest, most immediate and most recognizable representation of our product. It builds upon our heritage, while communicating the confidence and renewed energy that represent our future. Consistent use will help build visibility, brand equity and global iconic status for our product.

PEPSI GLOBE



THICKER STROKE

Stroke has been increased to add confidence and impact.

IMPORTANT NOTE ● ● ●

MORE DETAILED LOGO SPECIFICATIONS ARE AVAILABLE IN THE PACKAGING SECTION.

PEPSI LOGO ELEMENTS

OLD WORDMARK (DO NOT USE)

pepsi

NEW WORDMARK

pepsi

THICKER LETTERS

Letters are 10% thicker than previous logotype.

ROUNDED CORNERS

Corners of all letterforms have been slightly rounded.

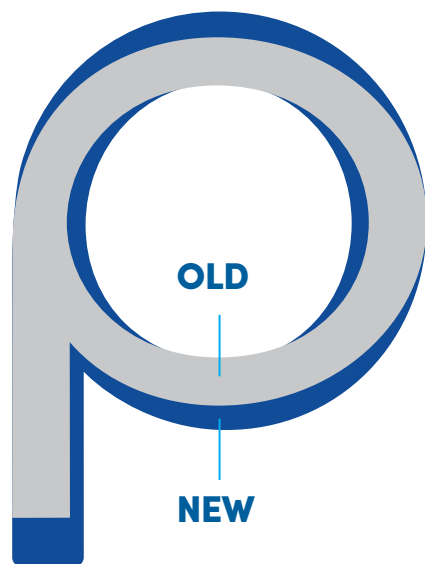
GEOMETRIC LETTERS

Oblong letterforms were redrawn to reference the circular shape of the Pepsi globe.

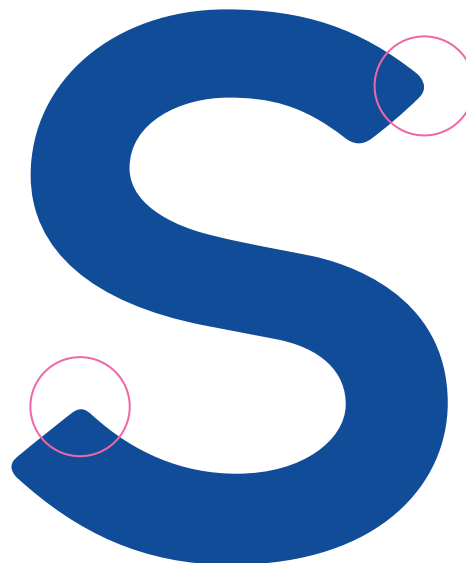
KEY IDENTIFIERS

OLD VS. NEW

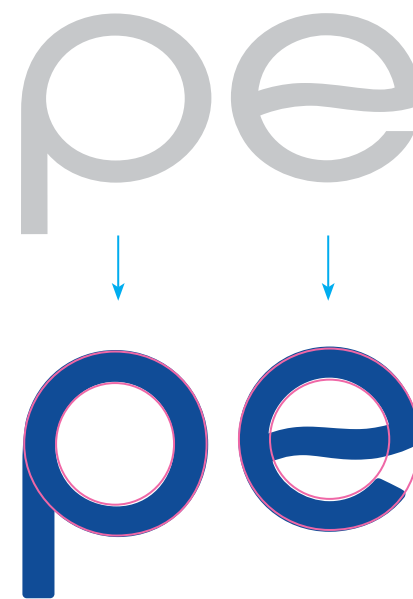
THICKER LETTERS



ROUNDED CORNERS



GEOMETRIC LETTERS



LOGO CLEAR SPACE & MINIMUM SPACE

It is important to surround our logo with a healthy amount of room—clear space—so that it stands out in our communications. Clear space separates the logo from other elements such as headlines, text, imagery and the outside edge of applications. Avoid placing any text or graphic elements within the clear space.

Whenever possible, use more than the minimum clear space to allow the logo to receive maximum attention.

MINIMUM SIZE

When reproducing our logo in print or online, consider its size and legibility. To ensure readability and reinforce our brand, never scale the logo such that the globe appears smaller than one .25" in diameter.

In some applications it will be necessary to use the logo at a smaller or larger size. In order to maintain the integrity and legibility of the Pepsi logo at all times, there is a unique version that has been optimized for use at a small size.



0.25"

In print applications the minimum size should be a width of 0.25 inches. In digital applications the minimum size should be a width of 30 pixels.

CLEAR SPACE

Use the clear space shown to provide maximum legibility. The clear space is defined by the width of the "e" in the wordmark.



IMPORTANT NOTE ● ● ●

MORE DETAILED LOGO SPECIFICATIONS ARE AVAILABLE IN THE PACKAGING SECTION.

GLOBAL PEPSI LOGOS

ENGLISH



pepsi®



ARABIC



بسي



CHINESE



百事可乐



SECONDARY BRAND MARK

The Pepsi Globe is incorporated into the letter “p” of the Pepsi wordmark in our secondary brand mark.

The secondary brand mark is reserved for use on packaging and equipment, and should always be displayed with the primary logo.

SECONDARY BRAND MARK



PRIMARY PACKAGING



Front of can



Side of can

PEPSI-COLA LOGO

Our Pepsi-Cola logo is part of our heritage and should appear on packaging along with its legal notice.



Legal NOTICE

A legal notice and a trademark attribution should appear on materials that include a logo with registration symbol. The standard language for these statements is listed at right:

PEPSI, PEPSI-COLA and the Pepsi Globe are registered trademarks of PepsiCo, Inc.

CONTACT YOUR LOCAL TRADEMARK LEGAL DEPARTMENT FOR COUNTRY SPECIFIC LANGUAGE AND REGULATIONS.

APPLICATION EXAMPLES



PEPSI BOTTLE CAP

The Pepsi Bottle Cap provides dimension and personality to the iconic Pepsi Globe. It must always be used in combination with the Pepsi horizontal or vertical logo.

WET CAP



CLASSIC CAP



EXAMPLE



Pepsi Logo would appear on back panel

PEPSI BOTTLE CAP

In composition the Pepsi Bottle Cap must be featured with the Pepsi Logo in close proximity.



THESE ASSETS MUST NOT BE SCALED EQUALLY

The Pepsi Bottle Cap and Pepsi Logo should be scaled at varying sizes to avoid a direct comparison.

SCALING EXAMPLES

Large Pepsi Bottle Cap combined with smaller Pepsi vertical logo



Food service cup

Large Pepsi Bottle Cap combined with smaller Pepsi vertical logo

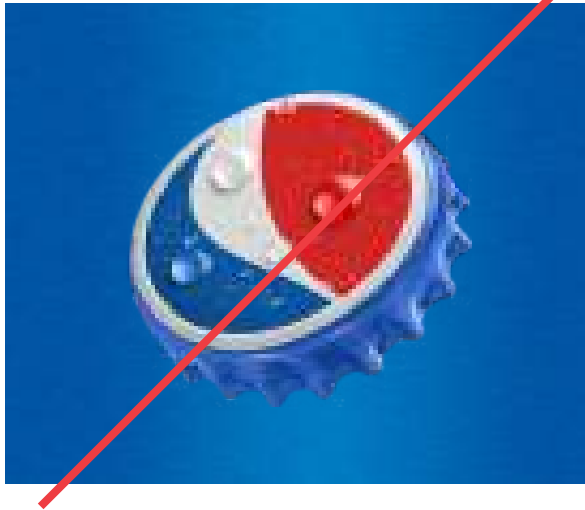


Vending machine

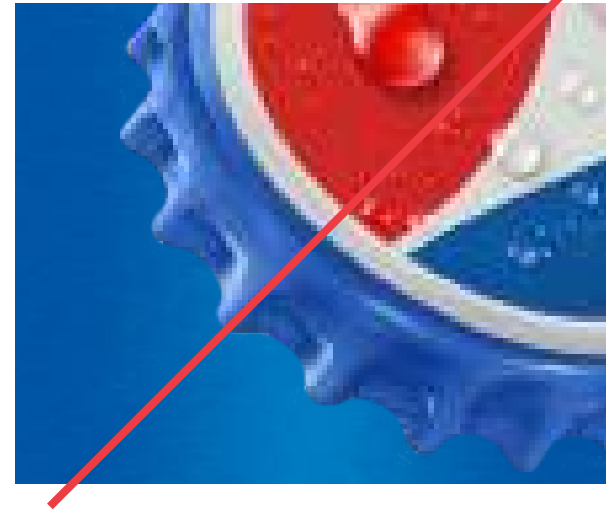
PEPSI BOTTLE CAP: DON'Ts

Don't flip, crop, rotate or use multiple Pepsi Bottle Caps in compositions.

FLIP



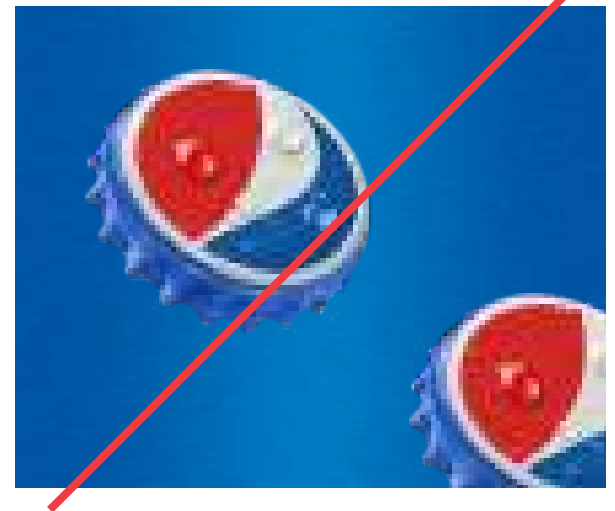
CROP OR LARGE SCALE



ROTATE



MULTIPLE CAPS



COLOR

**OUR VISUAL IDENTITY SYSTEM IS
BUILT ON CELEBRATING, OWNING
AND ACTIVATING OUR BRAND
EQUITY COLOR: BLUE.**

BIG BOLD BLUE IS:

REFRESHING

CONFIDENT

DYNAMIC

ENERGETIC

VIBRANT

Scientific color theory positions blue as an inherently cold and refreshing color. Blue is also bold, confident and strong. These characteristics embody our brand equity. Following these guidelines with careful attention to color management will elevate and strengthen our brand.

COLOR PALETTE

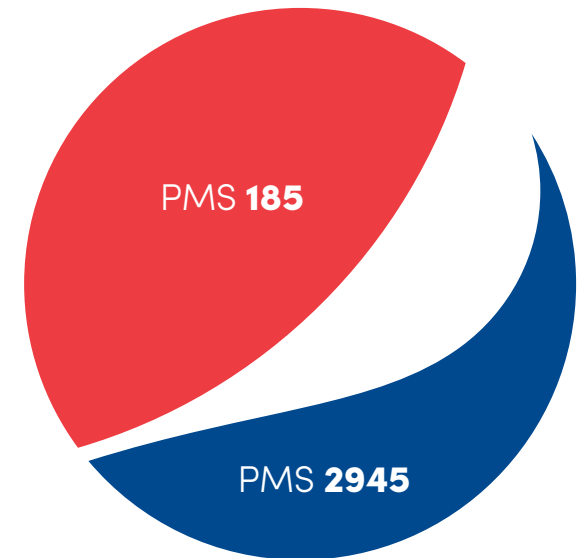
We have established a singular color palette for use across our enterprise. This helps to ensure that our communications appear unified and consistent, while providing an appropriate range of flexibility to address a variety of messaging and functional needs.

Our colors, especially Pepsi Big Bold Blue, act as important identifiers to help distinguish the Pepsi brand and should always match the appropriate Pantone® color swatch.

CORE COLOR (BIG BOLD BLUE)



LOGO COLORS



PRODUCT COLORS



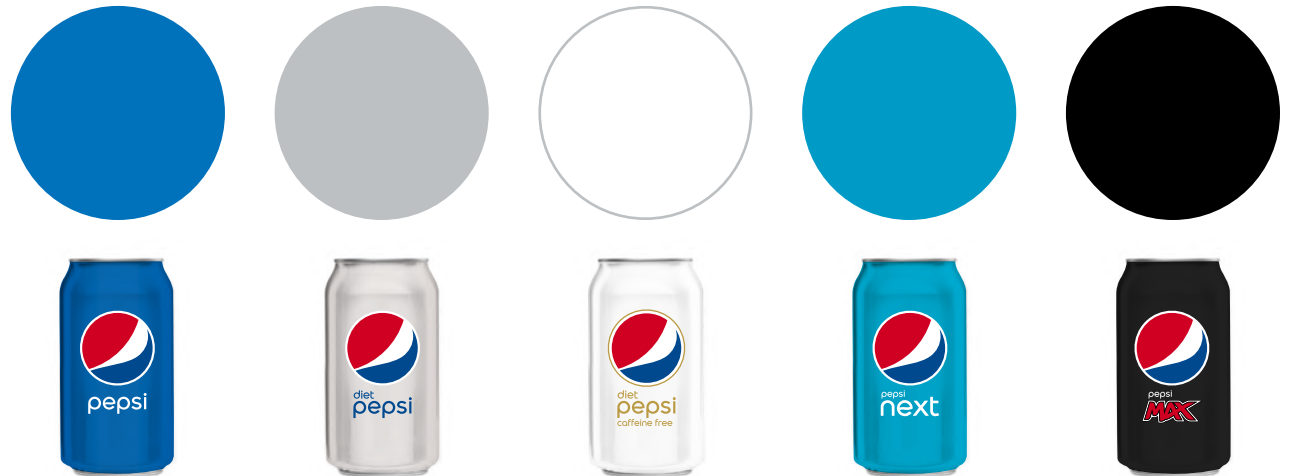
ACCENT COLORS



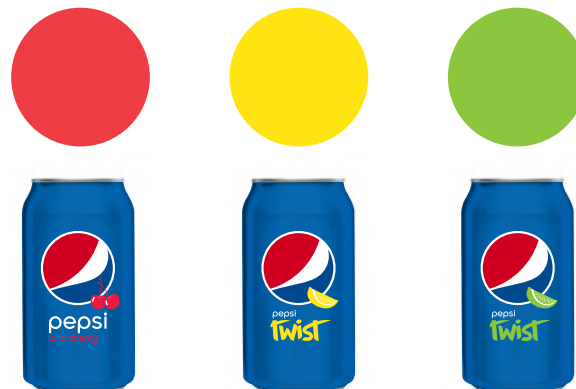
COLOR PALETTE

Our color spectrum, both primary and secondary can be seen across our portfolio of products.

PRODUCT COLORS



ACCENT COLORS (DESIGNS ARE SUBJECT TO CHANGE)



COLOR PALETTE

To ensure that the colors within our palette reproduce consistently across both print and on-screen media, we have established exact color formulas.

Note: While the CMYK specifications shown on this page provide a consistent starting point, always work closely with print vendors to ensure proper reproduction.

COLOR SPECIFICATIONS: ALL THINGS NON-PACKAGING*

	COLOR NAME	SPOT	CMYK	RGB	HEX
CORE COLOR	 Pepsi Big Bold Blue	Pantone® 300 C	100 42 0 0	0 92 184	005cb4
LOGO COLORS	 Pepsi Logo Blue	Pantone® 2945 C	100 69 17 3	39 81 184	004b93
	 Pepsi Logo Red	Pantone® 185 C	0 100 82 0	201 0 44	c9002b
PRODUCT COLORS	 Pepsi Silver	Pantone® Cool Gray 2 C	19 15 16 0	208 207 204	docecc
	 Pepsi White	n/a	0 0 0 0	255 255 255	ffffff
	 Pepsi Light Blue	Pantone® 313 C	100 12 18 1	0 142 183	008dbb
	 Pepsi Black	Pantone® Black 2 C	0 0 0 100	0 0 0	000000
ACCENT COLORS	 Pepsi Cherry	Pantone® 185 C	0 100 82 1	197 20 47	c5142e
	 Pepsi Lemon	Pantone® 108 C	0 6 95 0	247 218 11	f7da0a
	 Pepsi Lime	Pantone® 376 C	54 100 0	148 187 30	94ba1d

Note: Please refer to the packaging print guidelines for INX color match information on all can, label, shrinkwrap and paperboard wrap packaging needs.

The colors shown on this page and throughout these standards have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

BBB BACKGROUNDS

Compositions should be built with our BBB backgrounds. The Big Bold Blue Pepsi backgrounds are an integral part of the global identity system and help support the world that lives around the products. They embody our core equities of energy and refreshment. Our background blue values are **deep, alive and vibrant**.

1: BLUE



2: GRADIENT



3: BRUSHED BLUE



ACCEPTABLE USE



GRADIENT USAGE

- Maintain consistency in proportion of shadows and highlights allowing an overall Big Bold Blue color impression.

EXTREME VERTICAL



SQUARE



HORIZONTAL



EXTREME HORIZONTAL



BRUSHED BLUE USAGE

- Grain should always be horizontal.
- Maintain consistency in proportion of shadows and highlights allowing an overall Big Bold Blue color impression.

EXTREME VERTICAL



SQUARE



HORIZONTAL



EXTREME HORIZONTAL



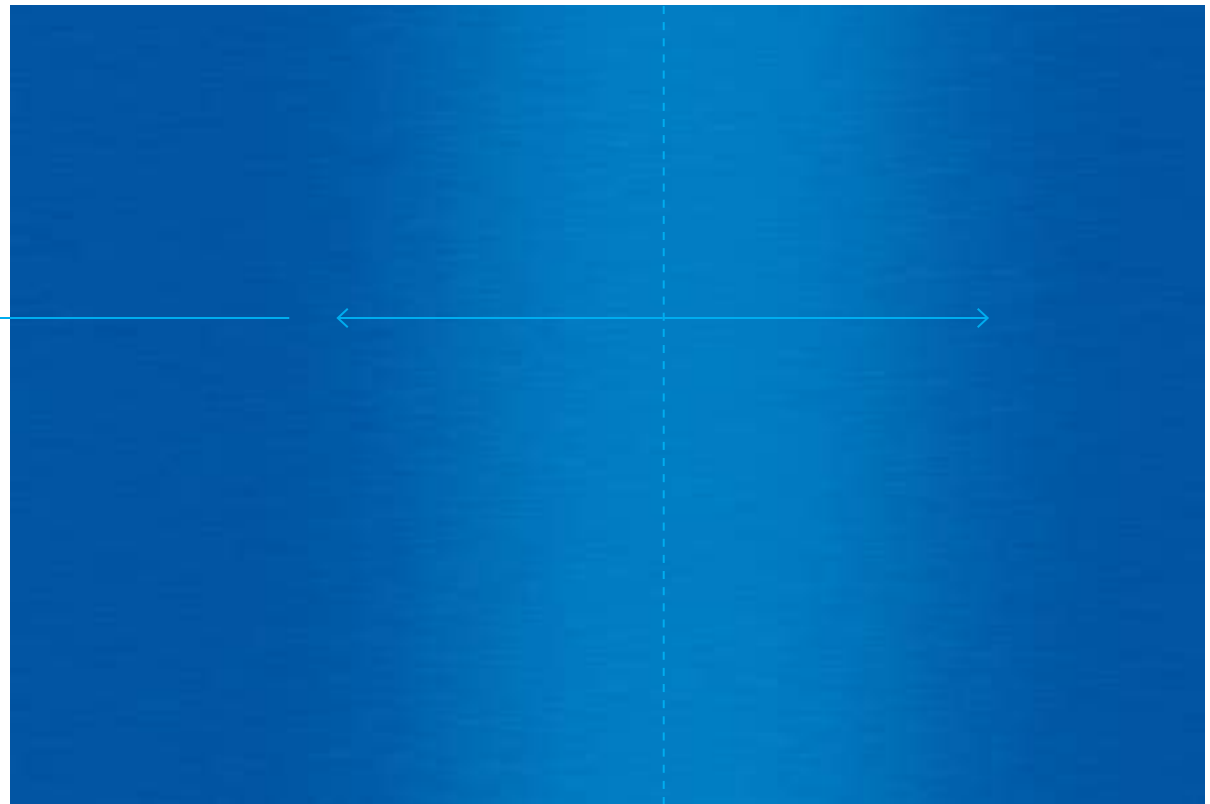
USING BRUSHED BLUE

When combining product photography and Brushed Blue background, create dynamic compositions by arranging the product to align with the Brushed Blue highlight.

HIGHLIGHT

Within the files for each Brushed Blue background you can slide the highlight layer to align with the focus of your composition.

BRUSHED BLUE HIGHLIGHT



BRUSHED TEXTURE

HIGHLIGHT

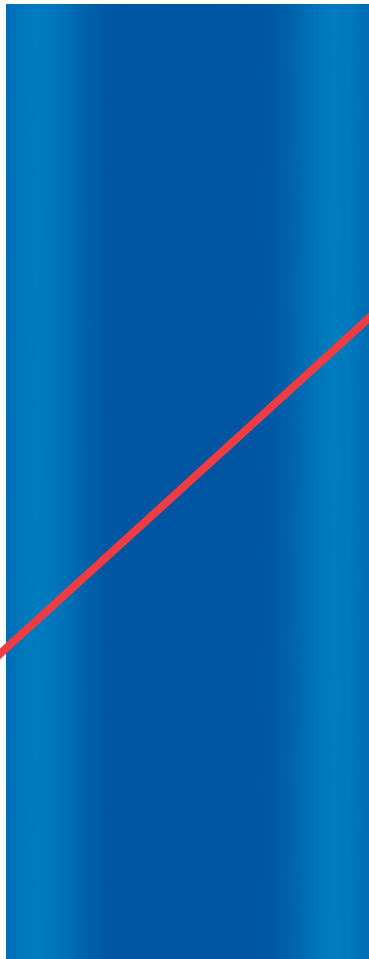
BRUSHED BLUE



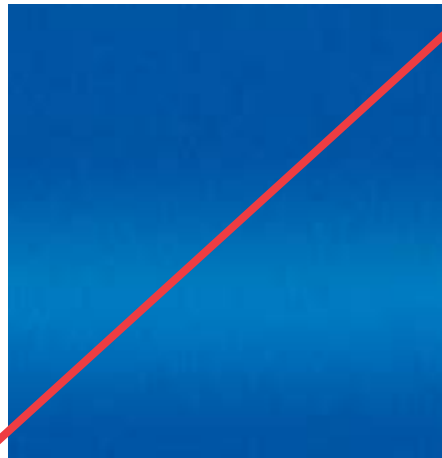
BACKGROUNDS: DON'Ts

- DON'T change the orientation of which the grain runs.
- DON'T invert the color distribution of the gradient.
- DON'T stretch the gradient to fit extreme horizontal dimensions, all colors of the gradient spectrum must be visible.

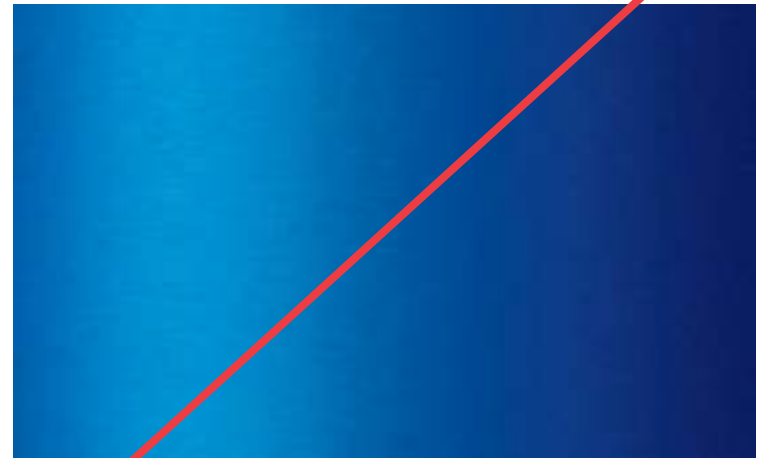
INVERTED GRADIENT



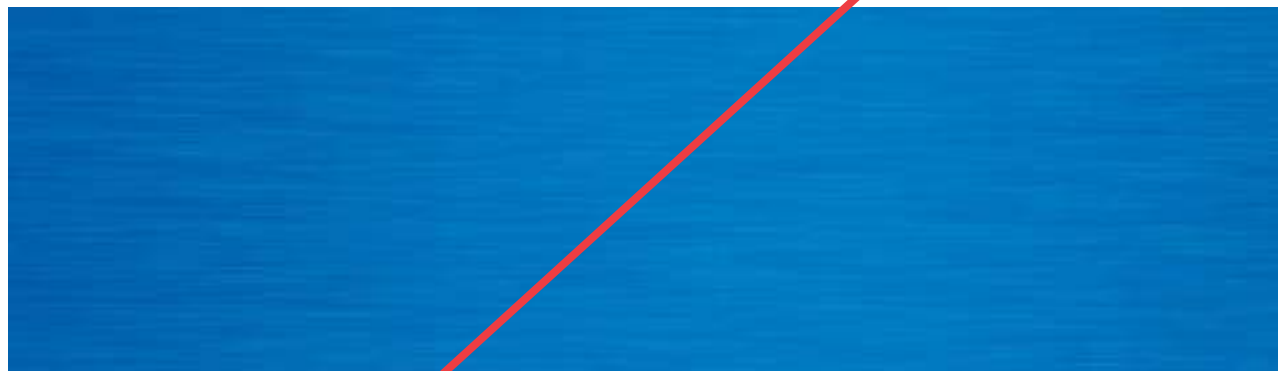
VERTICAL GRAIN



TOO DARK



INCOMPLETE GRADIENT SPECTRUM / SCALED TEXTURE



BACKGROUND GLOW

Applying a glow behind our product, makes it pop off of the background and creates a dynamic look.

Glow highlight is
CMYK 80 24 0 0

BACKGROUND WITH GLOW APPLIED



SILHOUETTE



GLOW



COMPOSITION



PHOTOGRAPHY

OUR PHOTOGRAPHY STYLE

**EXPRESSES THE ENERGY AND
OPTIMISM OF OUR BRAND.**

WHEN OUR PRODUCTS AND CONSUMERS
ARE PHOTOGRAPHED IN AN AUTHENTIC,
ENGAGING MANNER, IT STRENGTHENS
OUR BRAND MESSAGE.

LIFESTYLE PHOTOGRAPHY

(PHOTOGRAPHIC STYLE IS IN DEVELOPMENT.
COMING SOON.)



AS A BRAND OUR
TONE IS ALWAYS...

DYNAMIC



WE ARE ACTIVE,
ENERGETIC, UPBEAT
& FUN, FULL OF
PASSION, AND WITH
ENTHUSIASM FOR LIFE.

CONFIDENT



WE ARE COURAGEOUS,
EXPERIMENTAL,
AND UNCONVENTIONAL.

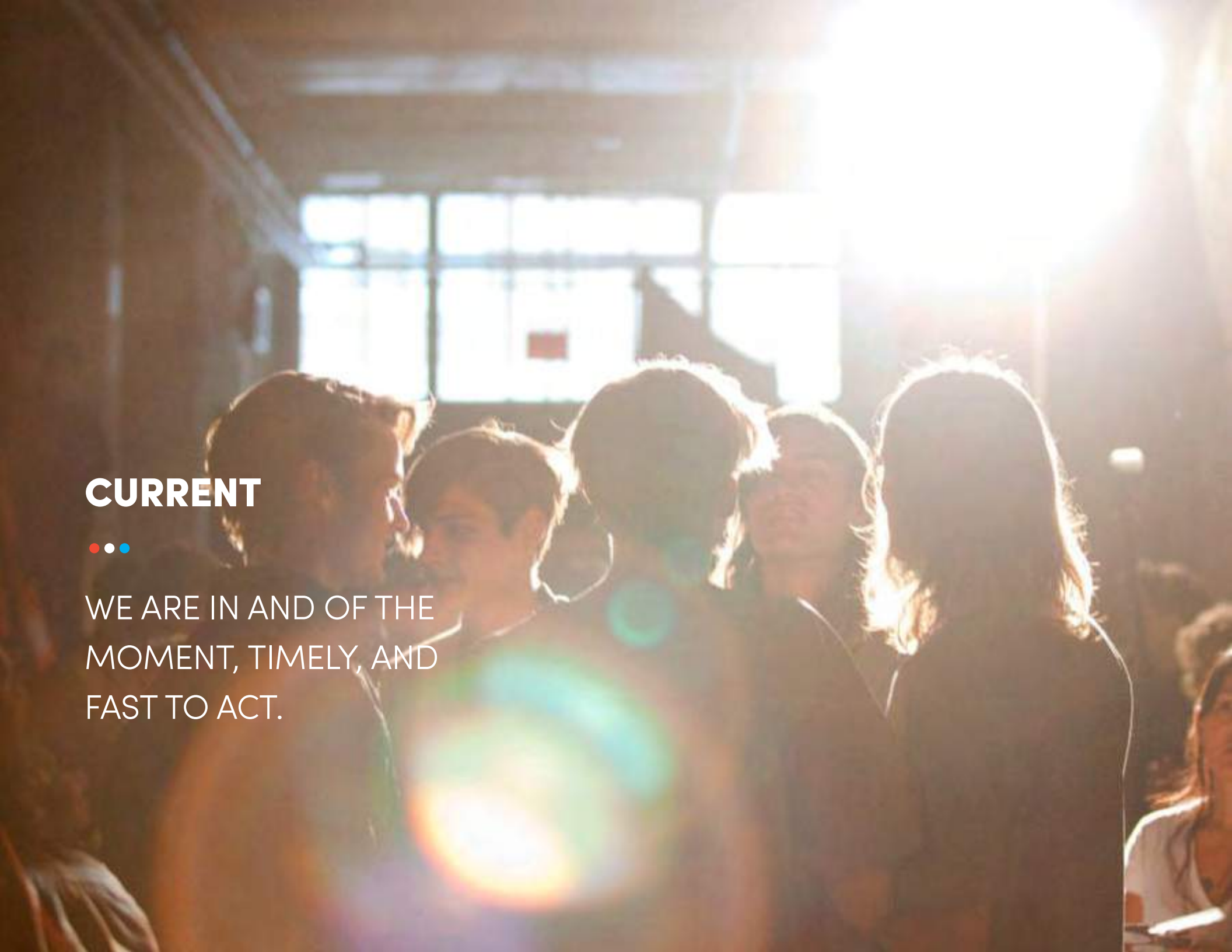


A close-up, artistic portrait of a woman with long, wavy blonde hair and striking green eyes. She is looking slightly off-camera with a soft, enigmatic expression. The lighting is warm and natural, highlighting the texture of her hair and the subtle details of her face. The background is blurred, focusing all attention on her features.

KNOWING



WE ARE CULTURALLY SAVVY,
IN-THE-KNOW, AND CLEVER.

A group of young people are silhouetted against a bright, sunlit window in a room with exposed brick walls. The scene is backlit, creating a warm, golden glow and lens flare effects. The people are looking towards the right side of the frame.

CURRENT



WE ARE IN AND OF THE
MOMENT, TIMELY, AND
FAST TO ACT.

PRODUCT PHOTOGRAPHY

Our product photography should reflect the following principles:

HEROIC

DYNAMIC ACTIVE BLUE

AUTHENTIC REFRESHMENT CUES

DRAMATIC LIGHTING

UNEXPECTED CROPS

FOCUSED ATTENTION TO DETAIL

CLEAR COMMUNICATION



DYNAMIC PRODUCT PHOTOGRAPHY

New product photography has authentic refreshment, dramatic lighting, and unexpected crops.

Product has been shot with dynamic angles to create active layouts and capture attention.

Whenever possible, use dynamic product close-ups with unexpected crops, for big, bold and impactful branding.

PRODUCT PHOTOGRAPHY COMPOSITION



AUTHENTIC
REFRESHMENT CUES

DYNAMIC ACTIVE BLUE



CLEAR COMMUNICATION

UNEXPECTED CROPS



DRAMATIC LIGHTING

HEROIC

PRODUCT PHOTOGRAPHY

Refreshment is captured in two photographic styles. "Classic" and "Chilled". You may select the most appropriate for the communication.

When photographing chilled products ensure the condensation is natural and authentic. The water should be subtle, not dominant.

CLASSIC CANS



CHILLED CANS



PRODUCT PHOTOGRAPHY

Refreshment is captured in two photographic styles. "Classic" and "Chilled." You may select the most appropriate for the communication.

When photographing chilled products ensure the condensation is natural and authentic. The water should be subtle, not dominant.

CLASSIC PET BOTTLES



CHILLED PET BOTTLES



PRODUCT PHOTOGRAPHY

Refreshment is captured in two photographic styles. "Classic" and "Chilled." You may select the most appropriate for the communication.

When photographing chilled products ensure the condensation is natural and authentic. The water should be subtle, not dominant.

CLASSIC GLASS BOTTLE



CHILLED GLASS BOTTLE



REFRESHMENT CUES

Product has been shot with realistic refreshment cues for authenticity to avoid fake or 'photoshopped' condensation.



Refreshment cues are real and captured with photography.

Not to be created digitally.

CORRECT REFRESHMENT CUES



REFRESHMENT CUES: DON'Ts

Product has been shot with realistic refreshment cues for authenticity to avoid fake or 'photoshopped' condensation.

DO NOT



Don't show excessive ice or slush.



Don't show illustrative or unreal water drops.



Don't create refreshment cues with Photoshop.



Don't show exaggerated or unnatural splashing.

TYPOGRAPHY

TYPOGRAPHY EXPRESSES OUR UNIQUE VOICE

AND ENGAGES OUR CONSUMERS.

USING CONSISTENT TYPE STYLES AND
EXECUTION IS CRITICAL IN MAINTAINING
A UNIFORM PRESENTATION OF OUR BRAND.

TYPOGRAPHY

Sofia Pro, our primary typeface, is an essential part of the Pepsi brand personality. Sofia Pro is a geometric sans serif that reflect the unique character of the Pepsi logo. As our primary typeface, assign it to all text within our communications materials.

A full suite of Sofia Pro weights is available.

Note: When using Sofia Pro, always set the tracking to -20.

SOFIA PRO BLACK
SOFIA PRO BOLD
SOFIA PRO REGULAR
SOFIA PRO LIGHT

You may purchase Sofia Pro at:
www.myfonts.com/fonts/mostardesign/sofia-pro/

SOFIA PRO

**CHILLY
FIZZY
FUN**

ADD A PEPSI TO YOUR
ORDER FOR ONLY \$1

**FUN FOR
UNDER
ONE**

**LIVE FOR
NOW**

IT'S KIND OF A
**BIG
DEAL**

**DELICIOUS
BY THE DOZEN**

PEPSI NUMERALS

Numbers are an important part of the world of Pepsi. They exist on packaging and in many pieces of brand communication.

We have crafted a unique and proprietary set of numbers that have been drawn to reflect the visual equities of the Pepsi brand.

Use these numbers to infuse more of the Pepsi spirit into our communications.

TO USE ON:
PACKAGING
POS APPLICATIONS

1 2 3 4 5
0 1 2 3 4 5 6 7 8 9 \$ ¥ £ €

EXAMPLES



TYPE USE

SOFIA PRO (FOR HEADLINES)

Sofia Pro is used to express bold messages in an eye-catching way. Create rhythm in headlines with scale and contrast. Use all caps and set tracking to -20 when use Sofia Pro.

SOFIA PRO BLACK

SOFIA PRO LIGHT

THIS IS A
HEADLINE
SUBHEADLINE

PEPSI NUMERALS (FOR STANDALONE PRICING)

The Pepsi numerals should be used large as display numerals (e.g., value POS). Always follow the same sizing principles when working with numbers and prices.

\$2¹⁹ 79¢

NORMAL Pepsi normal SUPERSCRIPT Pepsi superscript NORMAL Pepsi normal SUPERSCRIPT Pepsi superscript

DO NOT

Use Pepsi numerals in headlines or in-line with Sofia Pro. In these cases, Sofia Pro numerals are to be used.

PARTY LIKE IT'S
2014

“LIVE FOR NOW” LOCKUP

The LIVE FOR NOW® lockup has been updated to follow the new BBB guidelines and typeface.

Use provided vector lockups for consistency across all touchpoints. Do not recreate.

PRIMARY (HORIZONTAL) LOCKUP

LIVE FOR NOW®

SECONDARY (LEFT-ALIGNED) LOCKUP

**LIVE
FOR
NOW®**

DO NOT

Do not place the Pepsi Globe within the O of Live for Now.



3



PACKAGING

PACKAGING LOGO GUIDELINES

PRIMARY LOGO - VERTICAL SPACE



FOR VERTICAL SPACE USAGE — CAN & LABELS
Space should be determined by front facing panel when wrapped



PRIMARY LOGO - HORIZONTAL SPACE



FOR VERTICAL HORIZONTAL USAGE — LABELS
Space should be determined by front facing panel when wrapped



SECONDARY LOGOS



FOR CAN USAGE ONLY



FOR LABEL USAGE ONLY



TO BE PLACED NEXT TO OR
WITHIN THE NUTRITIONAL PANEL



LOGO ALIGNMENT

VERTICAL SPACE LOGO ALIGNMENT

Pepsi globes should be the same size and position throughout pepsi trademark.



HORIZONTAL LOGO ALIGNMENT

Pepsi globes should be the same size and position throughout pepsi trademark. They should also be centered to top & bottom of label.



CAN GUIDELINES

The secondary vertical Pepsi logo should be used on a CAN layout only.

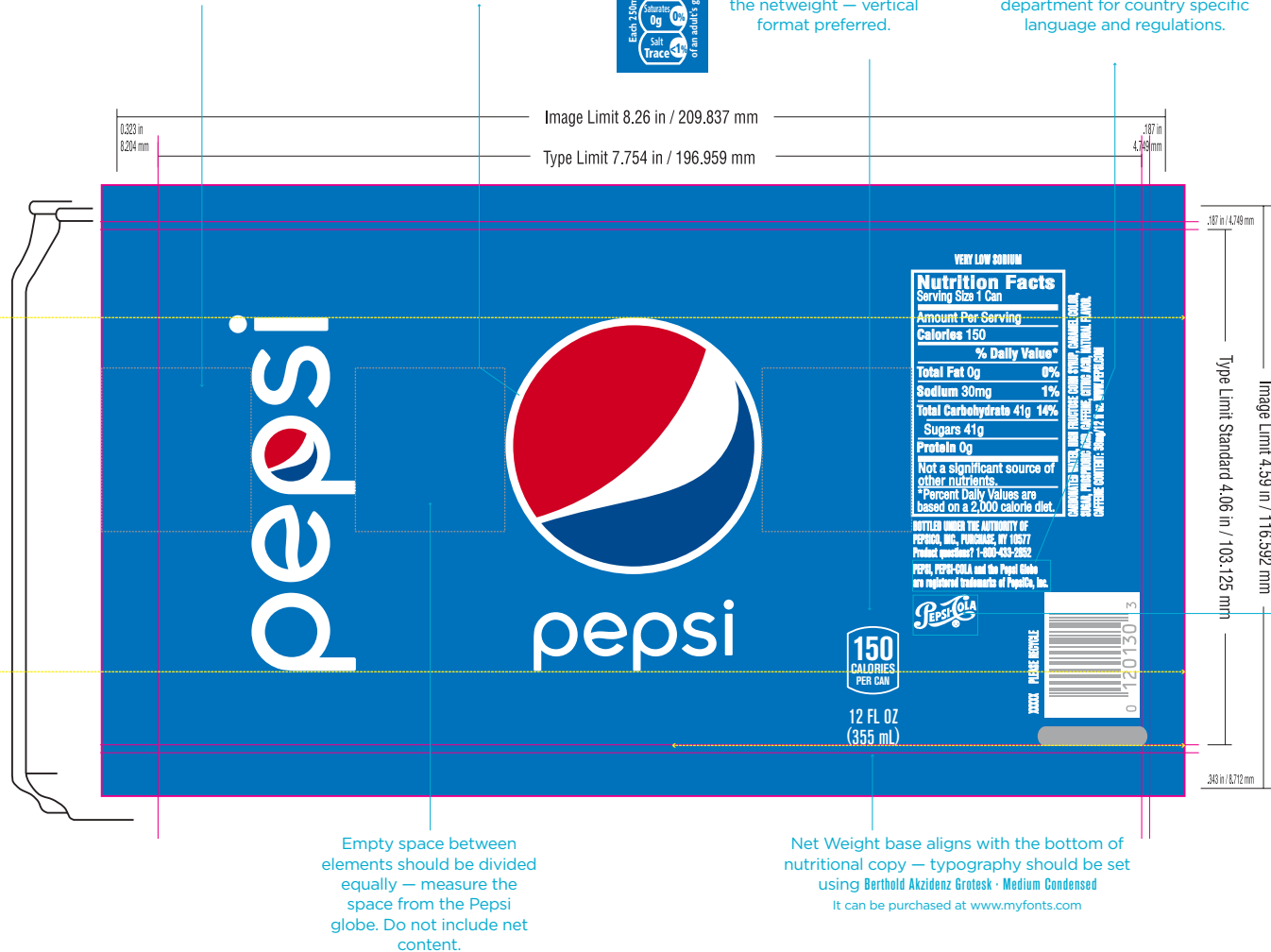
There are 4 globe sizes usage. Please refer to the globe guidelines.



When the GDA information is required on the can, it should be inserted within the nutritional panel or over the netweight — vertical format preferred.

Pepsi Trademark copy is required on all cans & labels. Translate for specific markets as necessary. Please refer to the last page for TM copy for each brand and contact your local trademark legal department for country specific language and regulations.

Align Pepsi logos top & bottom.



LABEL GUIDELINES

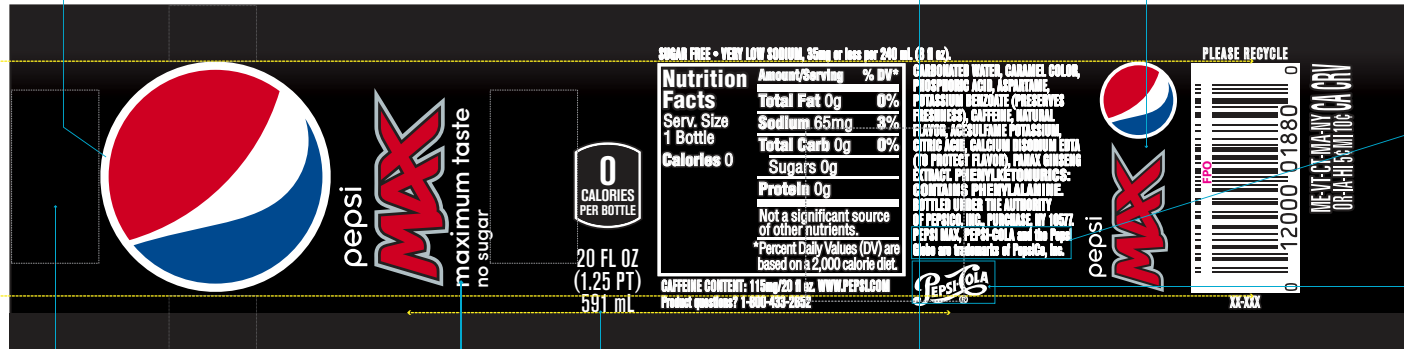
There are 4 globe sizes usage. Please refer to the globe guidelines



When the GDA information is required on the can, it should be inserted within the nutritional panel or over the netweight — vertical format preferred.

The secondary vertical logo should be used

Pepsi Trademark copy is required on all cans & labels. Translate for specific markets as necessary. Please refer to the last page for TM copy for each brand and contact your local trademark legal department for country specific language and regulations.



Empty space between elements should be divided equally — measure the space from the Pepsi globe. Do not include net content.

Net Weight base aligns with the bottom of label — typography should be set using **Berthold Akzidenz Grotesk - Medium Condensed**
 It can be purchased at www.myfonts.com

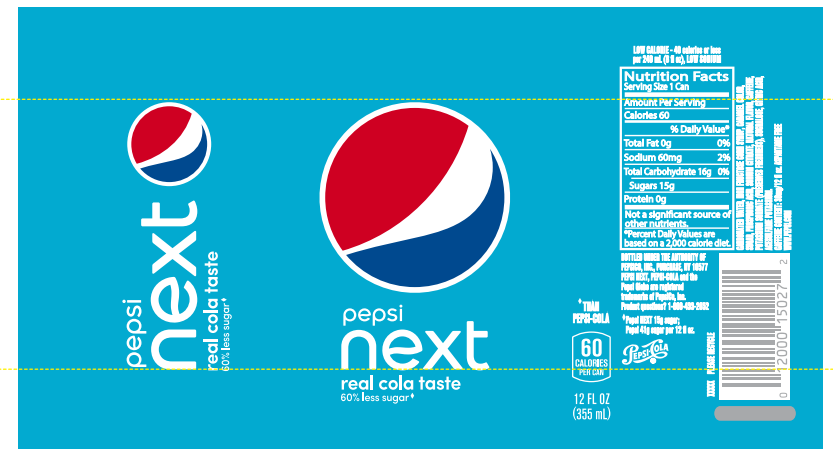
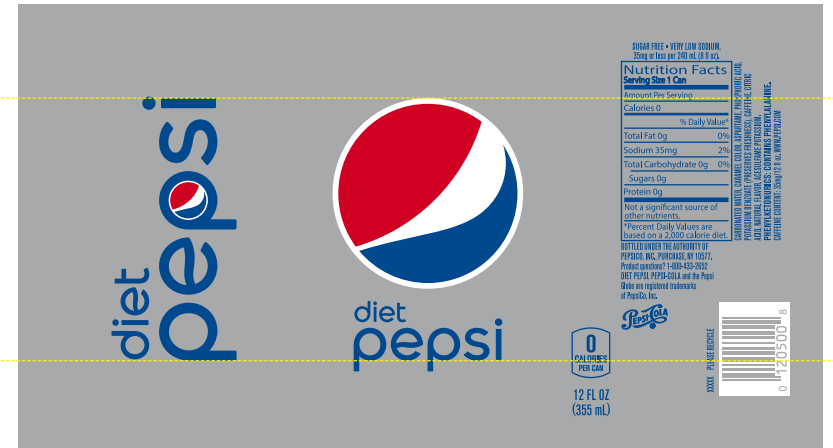
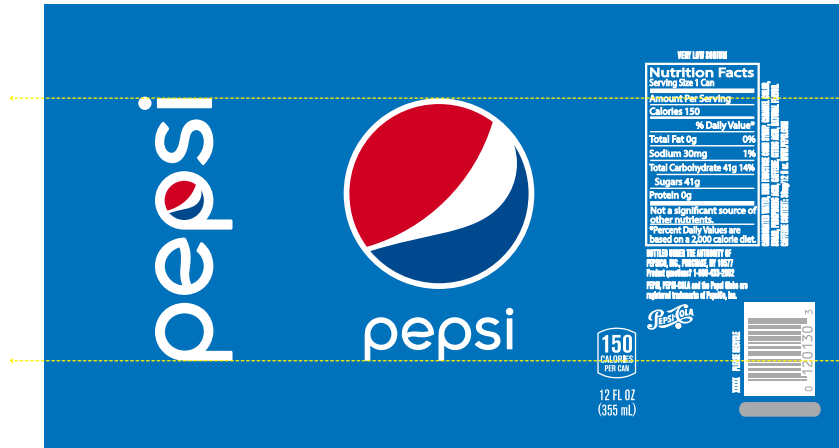
Tagline typography should be set using **Sofia Semi Bold**
 It can be purchased at www.fontshop.com

Nostalgic Pepsi logo should be placed in the nutritional panel whenever space allows.

The ® must be included. When ® is not feasible due to printing limitations or other technical constraints, the trademark copy must be used.

Please refer to the last page for TM copy for each brand.

LOGO ORIENTATION

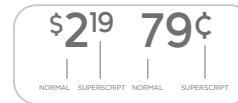


PROMOTIONAL GUIDELINES - CAN

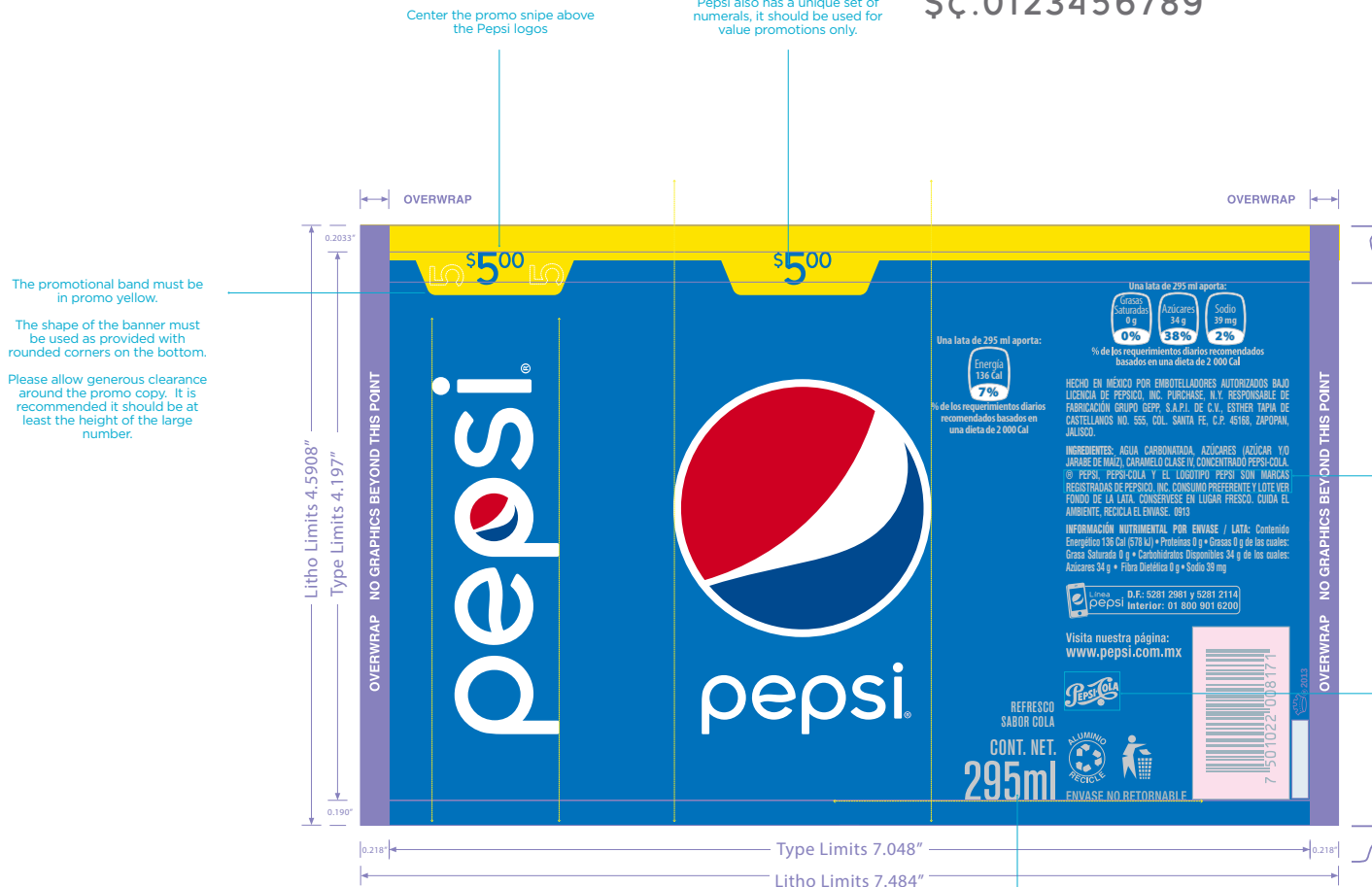
VALUE PROMOTION

●●● IMPORTANT NOTE:

WE ARE CONTINUING TO WORK ON THE PROMOTIONAL AND VALUE SYSTEM.
PLEASE USE THE SYSTEM SHOWN HERE UNTIL WE HAVE A MORE PERMANENT SOLUTION. PLEASE SHARE ALL PROMOTIONS WITH THE GBB DESIGN TEAM.



\$¢.0123456789



The promotional band must be in promo yellow.

The shape of the banner must be used as provided with rounded corners on the bottom.

Please allow generous clearance around the promo copy. It is recommended it should be at least the height of the large number.

Pepsi Trademark copy is required on all cans & labels. Translated for specific markets as necessary.

Nostalgic Pepsi logo should be placed in the nutritional panel whenever space allows.

The ® must be included. When ® is not feasible due to printing limitations or other technical constraints, the trademark copy must be used.

PROMOTIONAL GUIDELINES - CAN

VALUE PROMOTION

●●● IMPORTANT NOTE:

WE ARE CONTINUING TO WORK ON THE PROMOTIONAL AND VALUE SYSTEM.
PLEASE USE THE SYSTEM SHOWN HERE UNTIL WE HAVE A MORE PERMANENT SOLUTION. PLEASE SHARE ALL PROMOTIONS WITH THE GBB DESIGN TEAM.

Center the promo snipe above the Pepsi logos

Sofia Pro is the preferred font for promotional communication

Pepsi Numeral font should not be used for numbers when paired with offer copy.

The promotional band must be in promo yellow.

The shape of the banner must be used as provided with rounded corners on the bottom.

Please allow generous clearance around the promo copy. It is recommended it should be at least the height of the large number.



Pepsi Trademark copy is required on all cans & labels. Translated for specific markets as necessary.

Nostalgic Pepsi logo should be placed in the nutritional panel whenever space allows.

The ® must be included. When ® is not feasible due to printing limitations or other technical constraints, the trademark copy must be used.

Net Weight base aligns with the bottom of nutritional copy — typography should be set using Berthold Akzidenz Grotesk - Medium Condensed. It can be purchased at www.myfonts.com

PROMOTIONAL GUIDELINES - SINGLE SERVE

CONSUMER PROMOTION - SMALL LABEL

●●● IMPORTANT NOTE:

WE ARE CONTINUING TO WORK ON THE PROMOTIONAL AND VALUE SYSTEM.
PLEASE USE THE SYSTEM SHOWN HERE UNTIL WE HAVE A MORE PERMANENT SOLUTION. PLEASE SHARE ALL PROMOTIONS WITH THE GBG DESIGN TEAM.

A promo red band should be reserved for value communications only — yellow or red bands are recommended for consumer promotions.

The shape of the banner should be used as provided.

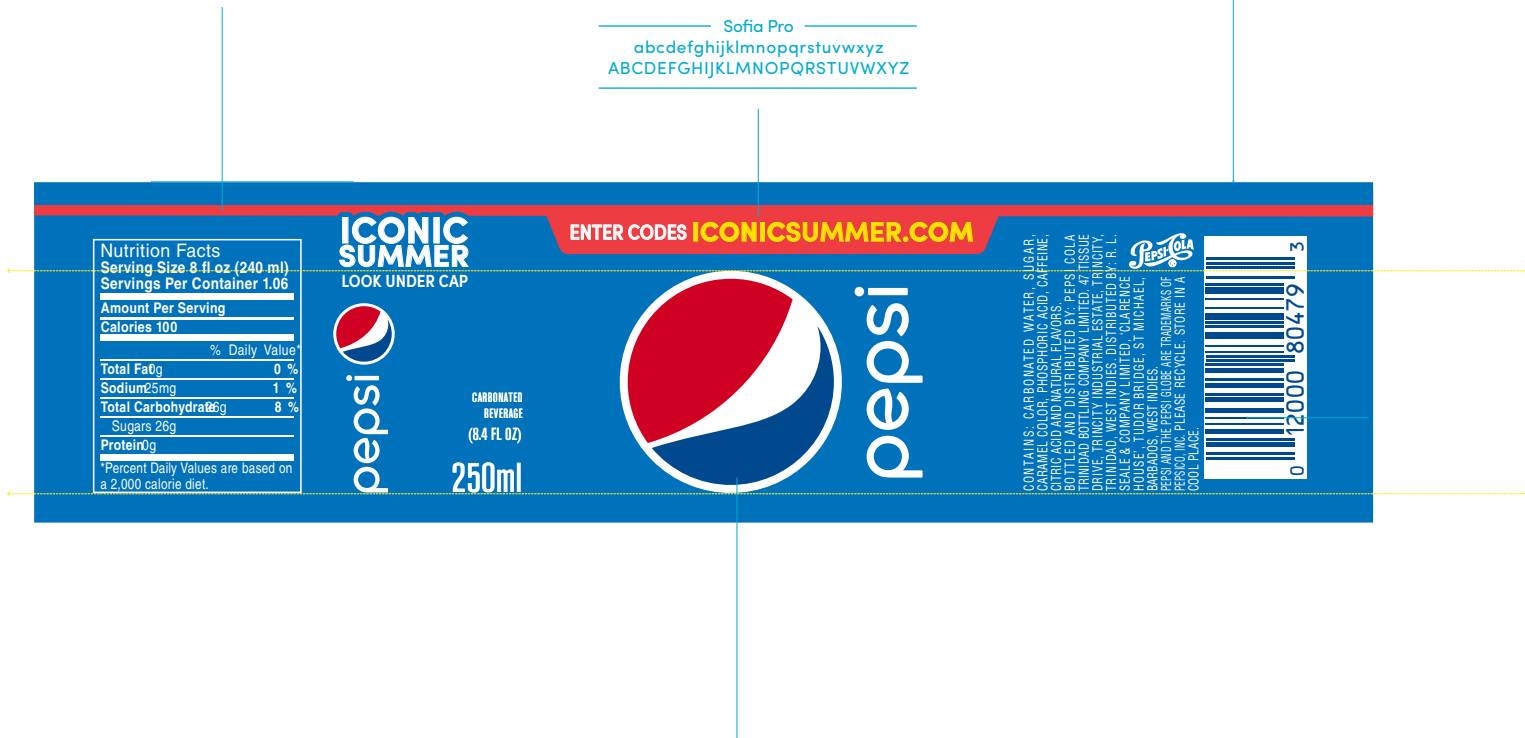
Center the promo snipe above the Pepsi logos.

For small labels, it is recommended to keep the promo communication within the band to keep the label clean.

Sofia Pro is a preferred font for promotional communication.

Sofia Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bands top & bottom of label should be in background blue



The Pepsi branding should be the most prominent element on the pack.

It must always be placed on the approved light blue background without any interference from the promo elements.

PROMOTIONAL GUIDELINES - MULTI SERVE

CONSUMER PROMOTION

●●● IMPORTANT NOTE:

WE ARE CONTINUING TO WORK ON THE PROMOTIONAL AND VALUE SYSTEM.
PLEASE USE THE SYSTEM SHOWN HERE UNTIL WE HAVE A MORE PERMANENT SOLUTION. PLEASE SHARE ALL PROMOTIONS WITH THE GBG DESIGN TEAM.

A promo red band color should be reserved for value communications only — yellow or red bands are recommended for consumer promotions.

The shape of the banner should be used as provided.

Center the promo snipe above the Pepsi logo.

Sofia Pro is a preferred font for promotional communication.

Sofia Pro
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bands top & bottom of label should be in background blue.

The secondary branding must be included in the promotional panel — the size and position should align with the Pepsi globe.

It must have a blue clearance around the logo.



The promotional elements can be added on a secondary panel — it should not exceed the width of the Pepsi globe from the primary panel.

If partner logo is used, it should be smaller than the Pepsi globe in the secondary panel.

The Pepsi branding should be the most prominent element on the pack.

It must always be placed on the approved light blue background without any interference from the promo elements.

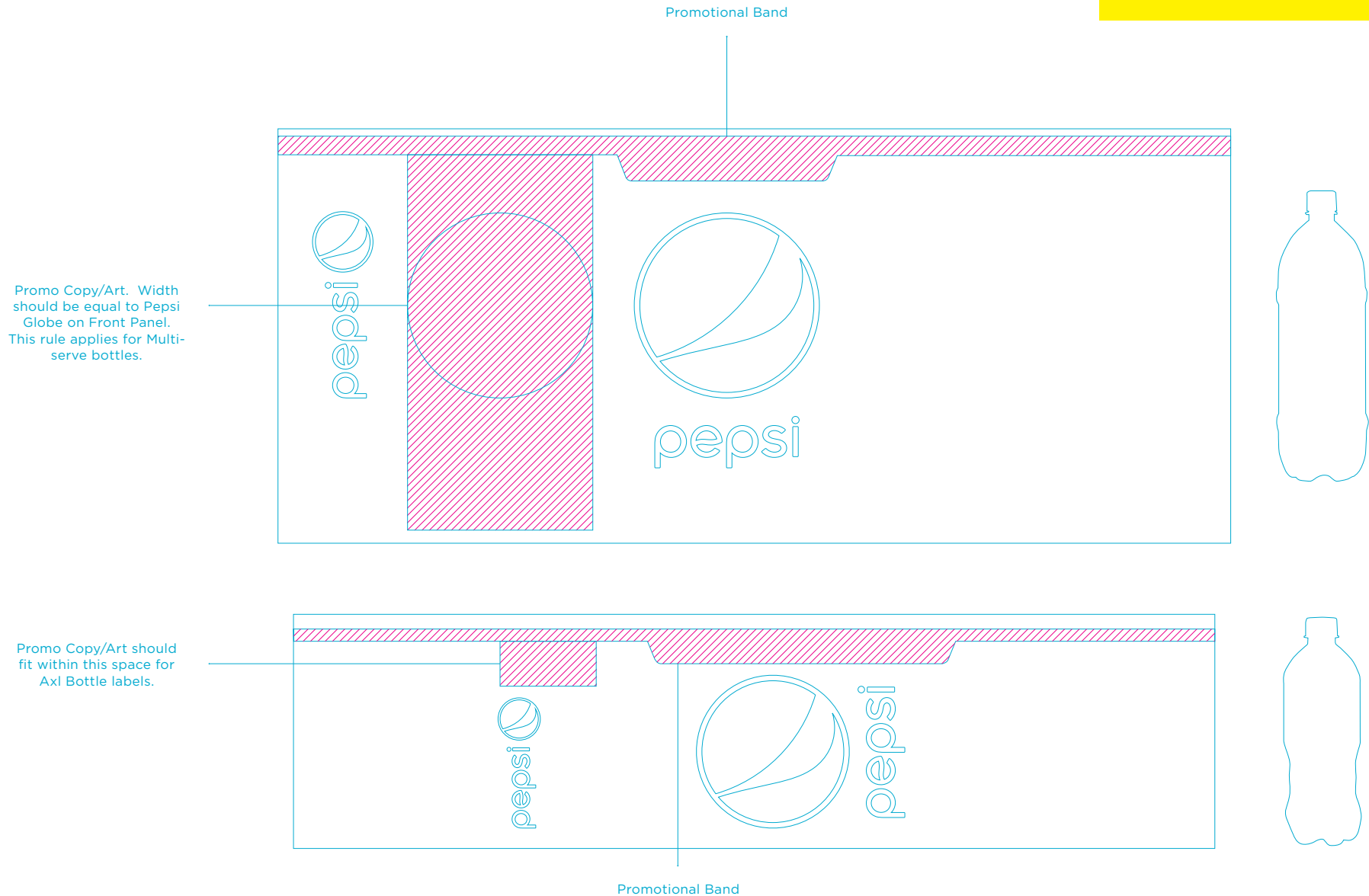
Make sure there is a clear space around the Pepsi logo so the branding stands out in our communication. The minimum space is the width of the "e" in the Pepsi type.

PROMOTIONAL GUIDELINES

CONSUMER PROMOTION

●●● IMPORTANT NOTE:

WE ARE CONTINUING TO WORK ON THE PROMOTIONAL AND VALUE SYSTEM.
PLEASE USE THE SYSTEM SHOWN HERE UNTIL WE HAVE A MORE PERMANENT SOLUTION. PLEASE SHARE ALL PROMOTIONS WITH THE GBG DESIGN TEAM.



PROMOTIONAL GUIDELINES

CONSUMER PROMOTION

●●● IMPORTANT NOTE:

WE ARE CONTINUING TO WORK ON THE PROMOTIONAL AND VALUE SYSTEM. **PLEASE USE THE SYSTEM SHOWN HERE UNTIL WE HAVE A MORE PERMANENT SOLUTION. PLEASE SHARE ALL PROMOTIONS WITH THE GBG DESIGN TEAM.**

Center the promo snipe above the Pepsi logo.

Sofia Pro is a preferred font for promotional communication.

Promo blue

COLLECT CODES, COMBINE ICONS, AND YOU COULD WIN.
ICONICSUMMER.COM

Blue or red bands are recommended for consumer promotions.

The shape of the banner should be used as provided.

Promo red

COLLECT CODES, COMBINE ICONS, AND YOU COULD WIN.
ICONICSUMMER.COM

VALUE PROMOTION

Promo yellow

Please allow generous clearance around the promo copy. It is recommended it should be at least the height of the large number.

Pepsi also has a unique set of numerals, it should be used for value promotions only.

\$¢.0123456789

The promotional band must be in promo yellow.

The shape of the banner must be used as provided with rounded corners on the bottom.

DISFRUTA 3LTS POR \$1⁸⁰

Sofia Pro is a preferred font for promotional communication. Pepsi Numeral font should not be used for numbers when paired with offer copy.

PROMOTIONAL GUIDELINES: DON'Ts

NO PROVOCATIVE NOSTALGIC MATERIAL

PEPSI® RETRO
Pepsi-Cola
LIMITED EDITION

0,5L e

EE PEPSI COLA – KARBONISJŪK-SERVEERIDA JAHUTATULT. KOOSTISOSAD: KARBONISEERITUD YESI, SUHKUR, TOIDUVÄR: KARAAMEL E150D, HAPPELUSE REGULAATOR: FOSFORHÄPE, MAITSEAINE: KOFEIN (0,01 g/100 ml), NATURAALNE MAITSEAINE. HOIADA OTSESE PÄIKESEVALGUSE JA KÜLMUMISE EEST. TOODETUO PEPSICO, INC., PURCHASE N.Y., USA LOAL, TOOTJA: "PEPSI COLA GENERAL BOTTLERS POLAND" SP. Z O.O., UL. FORT WOLA 22, 00-961 WARSZAWA, TERASED: A - MICHOŹ 36A, 05-652 PNIEWY; B - UL. FABRYCZNA 13, 88-400 ŻNIN, TOOTEKOD, PARIM ENNE: PUDELIL ETIKEETI NOLAL.

LV PEPSI COLA – GĀZĒTS BEZALKOHOLISKAIS DZĒRIENS. VĒLAMS LIETOT ATDZESĒTU. SASTĀVS: KARBONIZĒTS ŪDENS, CUKURS, KRĀSVIELA: AMONĪJA SULFĪTA KARAAMEL, SKĀBUMA REGULĒTĀJS: FOSFORSKĀBE, AROMATIZĒTĀJS – KOFEĪNS (0,01 g/100 ml), DABISKS AROMATIZĒTĀJS. NEPĒLAUT SASALĀNĀJI UN TĪŠU SAULES STĀRU HEDARĪJĀL. RAŽOTĀS: PEPSI COLA GENERAL BOTTLERS POLAND SP. Z O.O., UL. FORT WOLA 22, 00-961 WARSZAWA RŪPNĪCĀS: A - MICHOŹ 36A, 05-652 PNIEWY; B - UL. FABRYCZNA 13, 88-400 ŻNIN. PEPSI, PURCHASE N.Y., USA UZRAUZOJĀ, RAŽOTĀJA KODS - SKATĪT UZ PUDELES VIRS ETIKETES. IETĪKAMS LĪDZ (MĒNESIS/GADS) BEIGĀM - SKATĪT UZ PUDELES VIRS ETIKETES.

LT PEPSI COLA – GAZUOTAS GAIVUSIS GERIMAS. GERIAMSAI PATEIKTI ATŠALDYTA. SUDĖTIS: GAZUOTAS VANDUO, CUKRUS, DAŽYKLIS: KARAAMEL E150D RŪGŠTINGUMA REGULIUOJANTI MEDŽIAGA: FOSFORO RŪGŠTIS, AROMATA (IR SKONI) SUTEIKIANČI MEDŽIAGA-KOFEINAS (0,01 g/100 ml), NATURALIOS SKONINĖS MEDŽIAGOS. SAUGOTI NUO TIESIOGINIŲ SAULĖS SPINDULIŲ IR ŠALDO. PAGAMINTA „PEPSI COLA GENERAL BOTTLERS POLAND“ SP. Z O.O., UL. FORT WOLA 22, 00-961 WARSZAWA, GAMYKLŲ: A - MICHOŹ 36A, 05-652 PNIEWY; B - UL. FABRYCZNA 13, 88-400 ŻNIN. PEPSICO, INC., PURCHASE N.Y., USA. LEIDUS. GAMYBOS KODĄ ŽIŪRĖT ANT BUTELIO VIRS ETIKETES. GERIAMSI IŠI PABAIGOS: MĖNESIŲ METUS ŽIŪRĖT ANT BUTELIO VIRS ETIKETES.

TOITEVĀRTUS / UZTURVĒRTĪBA / MAISTINGUMAS	100 ml	250 ml	GDA*
ENERGIJA / ENERĢĒTISKĀ VĒRTĪBA / ENERĢINĒ VĒRTĒ	172,4 kJ (40,35 kcal)	431 kJ (103 kcal)	5%
VALKŪ / OLĀLTUMVIELAS / BALTYMŪ	0 g	0 g	
SŪSĪVESKŪD / OGĻHIDRĀTI / ANGLIĀVANDENIŲ	10,90 g	27,3 g	
- MILLEST SUHKRŪT / - NO TIEM CUKURI / - KURIVOSE CUKRI	10,85 g	27,1 g	30%
RASVA / TAUKI / RIEBALI	0 g	0 g	0%
- MILLEST KŪLL. RASVHAPPEID / - NO TIEM PĪLSĀTINĀTIE /			
- KUR. SOČŪŅŪ RĪER. RŪGŠČŪ	0 g	0 g	0%
KIVDUMINĒD / SKOEDRIVIELAS / SKAUDULINIŲ MEDŽIAGŪ	0 g	0 g	
HAATRUMI / NĀTRIJS / NĀTRIJS	<0,01 g	<0,01 g	<1%

*GDA – % SOOVITĀTAVAST PĒRĒVASEST KOĢUSEST TĀISKASKVĀNULE / % NO IETEICĀMĀ DAUDZUMA DVENĀ PĒRĒVASESTĀJĒIEM / % SUHĀGUSIŅŪŅŪ RĒKOMENDUOTINĀS KASDIENIS KĒKĒS. PEPSI, PEPSI-COLA AND THE PEPSI GLOBE ARE TRADEMARKS OF PEPSICO, INC.

5 1900497 310505

PROMOTIONAL GUIDELINES: DON'Ts

NO HEAVY COLOR TAKE OVERS



PROMOTIONAL GUIDELINES: DON'Ts

NO POINT OF SALE ADVERTISING



PROMOTIONAL GUIDELINES: DON'Ts

NO PHOTOGRAPHS OF FOOD



PROMOTIONAL GUIDELINES: DON'Ts

NO "LIVE FOR NOW" ON PACKAGING



4



APPLICATIONS

HERO GLASS

The updated hero glass should be used to represent Pepsi Master Brand whenever multiple TM brands are in play.

AXL GLASS



ATTRIBUTES

MORE REALISTIC FIZZ

Complements real refreshment product philosophy

UPDATED LOGO

is thicker and more legible from afar

NO FAKE ICE

Creates more realistic look, and adds to authentic refreshment

POINT OF SALE: CREATIVE APPROACHES

Note: Examples are for visual reference only, use new photography when available.

PRODUCT-LED



- Product is hero
- Utilizes Big Bold Blue refreshment graphics
- Best for value/refreshment/branding

LIFESTYLE-LED



- Lifestyle photography is hero
- About the excitement of living in the moment
- Utilizes Big Bold Blue
- Best for value/refreshment/branding

THEMATIC-LED



- Thematic photography is hero
- Utilizes Big Bold Blue refreshment graphics
- Best for Occasion/Partnership/Sports

POS: HIERARCHY OF COMMUNICATION

Materials should provide a clear hierarchy of communication.

A LEVEL

The newsworthy photograph piques the customers interest.

B LEVEL

The supporting information that gives character, definition, or detail to the photograph.

C LEVEL

Relevant information to customers who are deciding to purchase but need more details.

D LEVEL

Additional relevant and/or necessary sign-off information.

IN-DEPTH



B MESSAGE

C RELEVANT COMMUNICATION

A PRODUCT PHOTOGRAPHY

D LOGO TRAIN, LIVE FOR NOW AND LEGAL COPY

POS: FOOD SERVICE

BANNER: FOOD SERVICE



BANNER: FOOD PAIRING



POS: FOOD SERVICE

DANGLER: PRODUCT-LED



DANGLER: FOOD PAIRING



POS: FOOD SERVICE

TABLE TENT: PRODUCT-LED



TABLE TENT: FOOD PAIRING



POS: SMALL FORMAT

OUTDOOR POLE SIGN: GMKT PRICE-LED

2/^{FOR}\$2.50
20 OZ BOTTLES
+ TAX AND DEPOSIT WHERE APPLICABLE

YOU WON'T FIND A
**BETTER
LOOKIN' DEAL**

LIVE FOR NOW

© 2014 PepsiCo. All rights reserved. PepsiCo and the Pepsi logo are trademarks of PepsiCo, Inc. in the U.S. and other countries.

OUTDOOR POLE SIGN: AXL LAUNCH

**MAKE AN
APPEARANCE**

CHECK OUT THE **NEW** BOTTLE STEALING THE SPOTLIGHT

2/^{FOR}\$2.50
20 OZ BOTTLES
+ TAX AND DEPOSIT WHERE APPLICABLE

LIVE FOR NOW

© 2014 PepsiCo. All rights reserved. PepsiCo and the Pepsi logo are trademarks of PepsiCo, Inc. in the U.S. and other countries.

POS: SMALL FORMAT

BUMPBLASTER: AXI LAUNCH



POS: SAVE AREA

MINIPOLE: SAVE AREA



CASECARD: SAVE AREA



POS: SMALL FORMAT

SIGNS: PUSH/PULL



POS: LARGE FORMAT

Note: Examples are for visual reference only, use new photography when available.

CASECARD: PRICE-LED



POS: LARGE FORMAT

BASEWRAP



POS

Note: Examples are for visual reference only, use new photography when available.

ADDITIONAL VISUAL REFERENCE



POS

Note: Examples are for visual reference only, use new photography when available.

ADDITIONAL VISUAL REFERENCE



POS: LIFESTYLE-LED

MINIPOLE



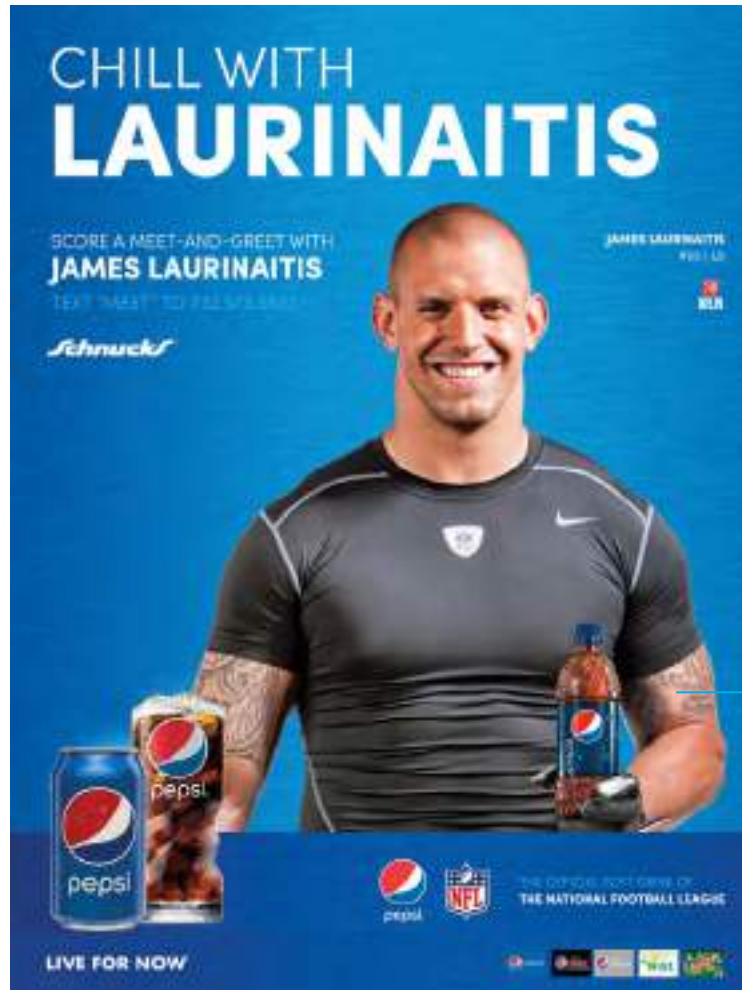
Note: Examples are for visual reference only, use new photography when available.

CASECARD



POS: THEMATIC-LED

VERTICAL



Note: Examples are for visual reference only, use new photography when available.

HORIZONTAL



SILHOUETTED PHOTO
ON BRUSHED BLUE
BACKGROUND

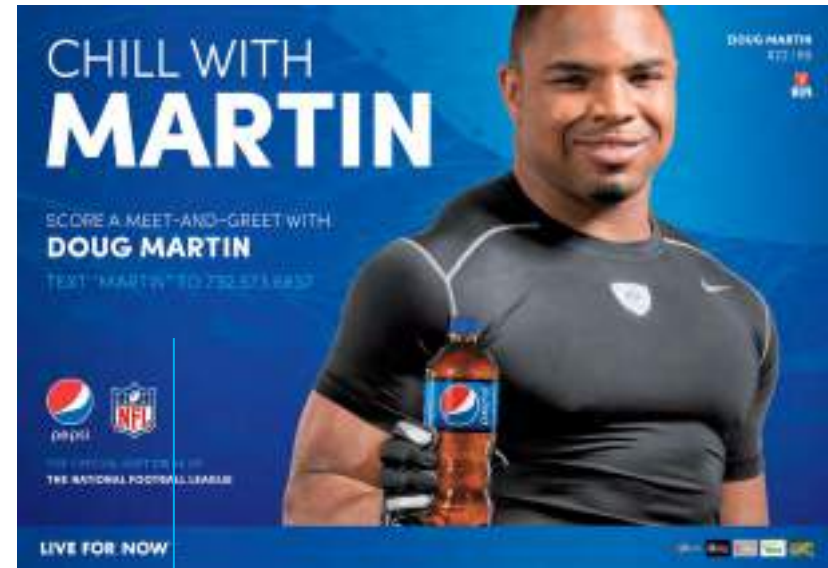
POS: THEMATIC-LED

VERTICAL



Note: Examples are for visual reference only, use new photography when available.

HORIZONTAL



SILHOUETTED PHOTO
ON BRUSHED BLUE
BACKGROUND WITH
STYLIZED PHOTO

SILHOUETTED PHOTO
ON BRUSHED BLUE
BACKGROUND WITH
ILLUSTRATION

EQUIPMENT

The vending machine design makes use of the Pepsi Bottle Cap logo and Brushed Blue background. The secondary vertical logo is used on the side panel.

VENDING MACHINE



EQUIPMENT

A variety of branding options are available for the cooler. Don't mix and match the assets from each cooler option.

COOLER



EQUIPMENT

The fountain display is an extension of the over all look and feel, it contains refreshment cues through a vibrant background and a supporting fountain cup or Pepsi iconic brand mark.

FOUNTAIN EQUIPMENT



FOOD SERVICE

Fountain cups use the Pepsi Bottle Cap on the front and the vertical brand mark on the back.



FOUNTAIN CUP



Front



Back

FLEET

The bulk delivery truck design uses the dynamic Pepsi Bottle Cap and Brushed Blue background.

BULK DELIVERY TRUCK SIDE



FLEET

The truck front and back use the horizontal logos and Brushed Blue background.

BULK DELIVERY TRUCK BACK



FLEET

The box truck design uses the Pepsi Bottle Cap and horizontal logos with the Brushed Blue background.

BOX TRUCK



FLEET

The back of the truck can be used for local market messaging or event specific promotions. Please share designs with the PepsiCo Design Center prior to printing.

REGIONAL AND EVENT SPECIFIC TRUCK BACKS



SEMI-PERMANENT EQUIPMENT

TENT



RACK



BARREL WRAP



SEMI-PERMANENT EQUIPMENT

UMBRELLA



EXTENDING BIG BOLD BLUE

There will be occasions where Big Bold Blue will need to be amplified with local customization or specific campaign related visuals. We will build a library of successful cases as these programs are developed.

Please refer to these examples for inspiration.

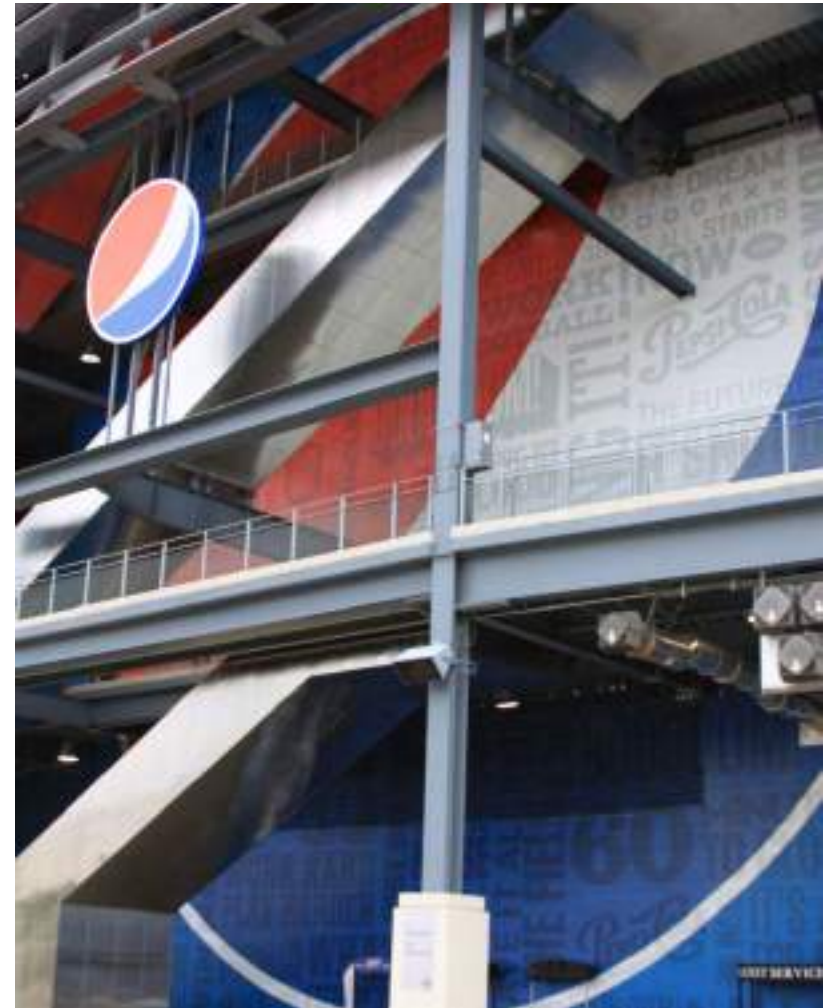
PATTERNED TYPOGRAPHY

Example of typography used as a patterning element to build impact and interest to the Big Bold Blue system.



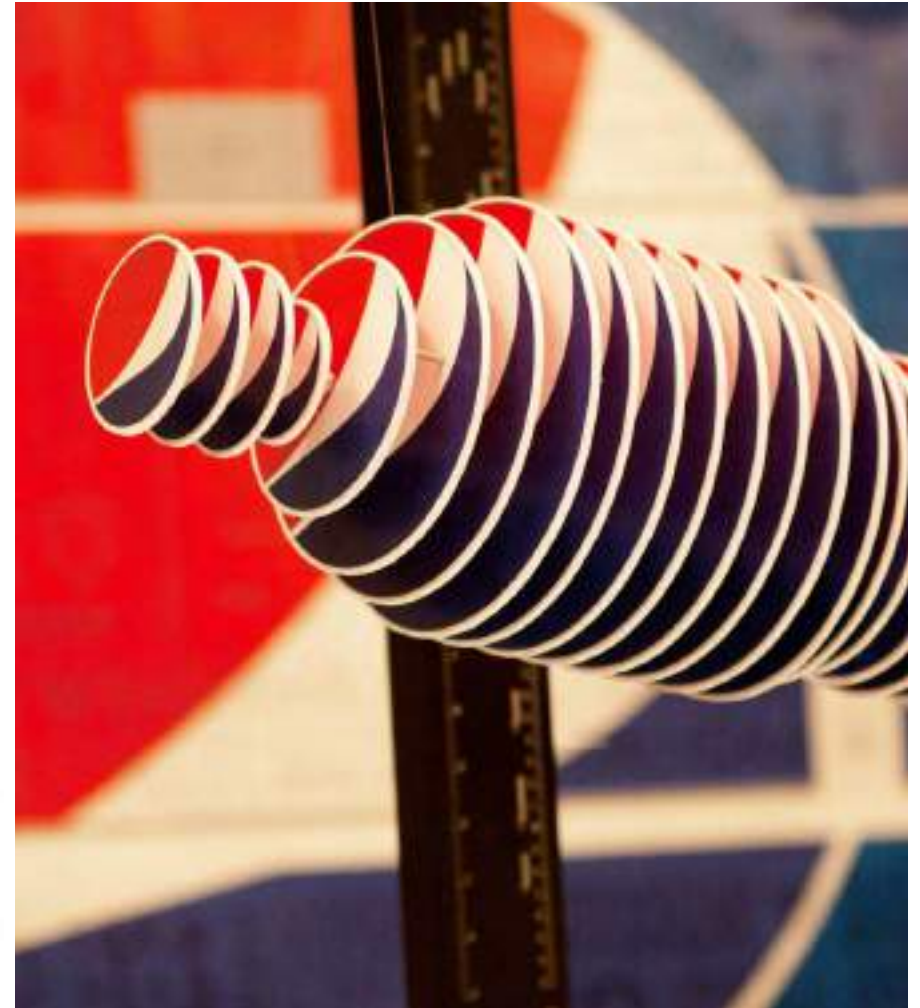
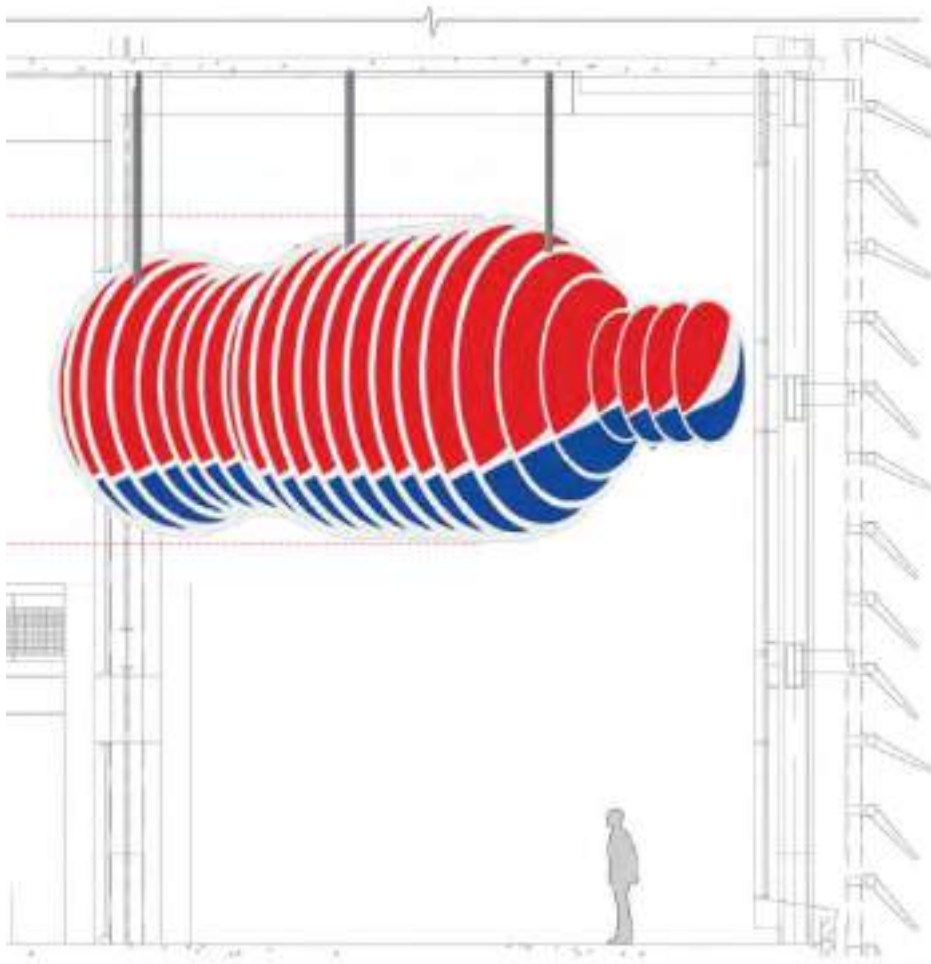
CELEBRATING THE GLOBE

An example of leveraging the power of the Pepsi Globe. The globe is a strong representation of color and shape and a powerful branding icon.



CELEBRATING THE GLOBE

An example of using the globe in new and exciting ways.



DYNAMIC PHOTOGRAPHY

An example of striking photography used in the Big Bold Blue system.

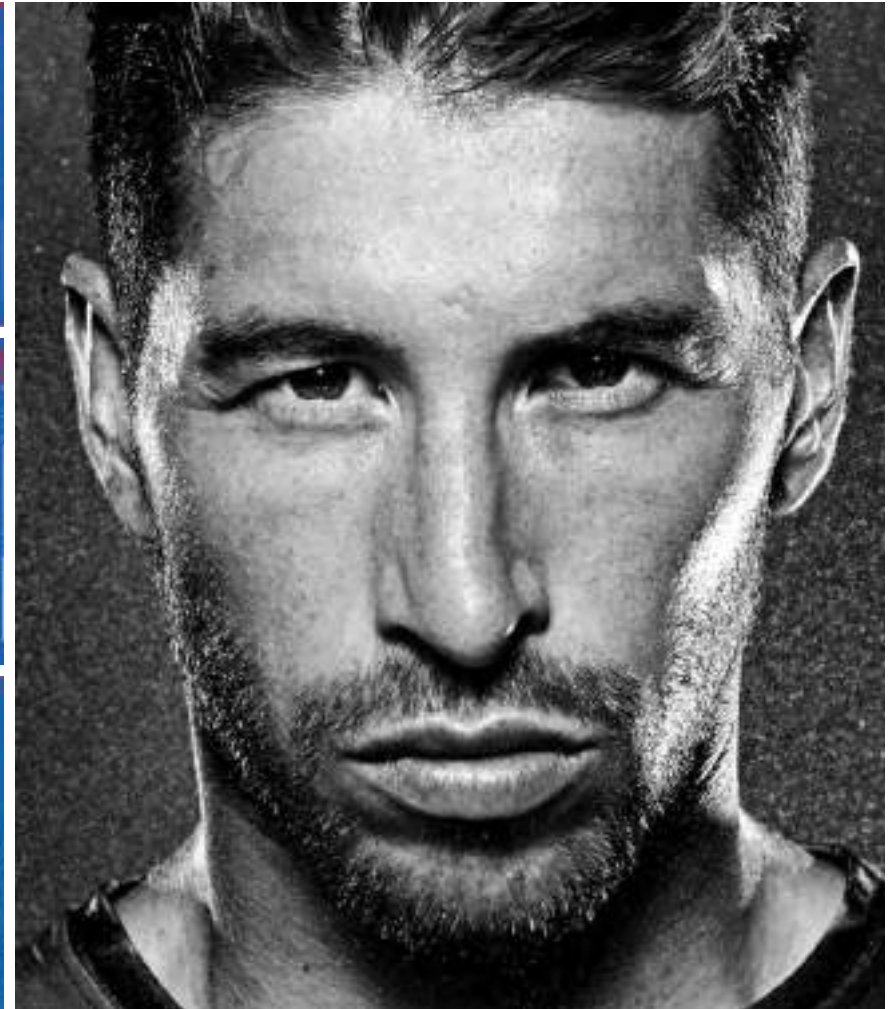


ILLUSTRATION ELEMENTS

An example of exciting illustrative elements layered into the Big Bold Blue system.



TEXTURED BLUES AND TYPOGRAPHIC LOCKUPS

An example of textured blues and interesting typographic lockups added to the Big Bold Blue system.

TEXTURED BLUES



TYPOGRAPHIC LOCKUPS



5



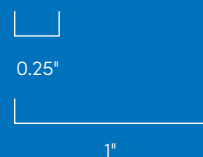
LOGO ARTWORK

LOGO SIZES

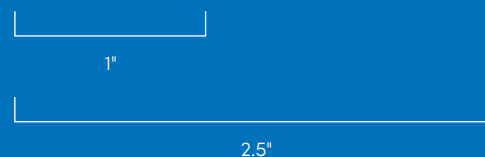
In order to maintain the same impression and legibility of the Pepsi logo at all times, the outer ring of the Pepsi Globe has been adjusted at three unique sizes: small, medium and large.

Logo sizes are available for download online for the following logo versions: H1, H2, V1 and V2.

SMALL (FOR USE .25" TO 1.5")



MEDIUM (FOR USE 1.5" TO 4")



LARGE (4" AND LARGER)



LOGO ORIENTATION

In order to maintain the upward motion and smiling quality of the Pepsi Globe, the globe should always remain in a consistent, upward-facing orientation. Even when the wordmark is rotated, the globe remains vertical.

HORIZONTAL LOGOS

H1



H2



VERTICAL LOGOS

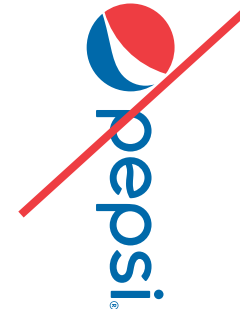
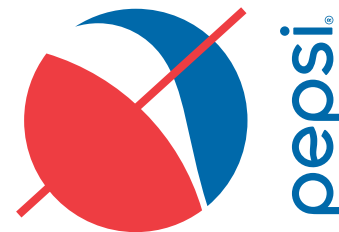
V1



V2



INCORRECT USES



- DO NOT rotate the horizontal logo to create a vertical version
- DO NOT rotate globe or Pepsi wordmark

LOGO COLORS

A set number of color variations exist to accommodate different applications of the logo. The preferred treatment of the Pepsi logo is in full-color on a solid Pepsi Big Bold Blue background with a white wordmark. When the logo appears on white or light colored backgrounds, opt for the full-color logo with the blue wordmark.

Reserve the one-color variations for situations where the use of a full-color logo is not feasible due to printing limitations or other technical constraints.

FULL-COLOR REVERSE LOGO



Use this logo variation on the all Pepsi Big Bold Blue backgrounds.

FULL-COLOR POSITIVE LOGO



Use this logo variation with the blue wordmark on white or light-color backgrounds.

ONE-COLOR REVERSE LOGO



Use this logo variation on dark backgrounds where featuring the full-color reverse logo is either not possible or not desired.

ONE-COLOR POSITIVE LOGO



Use this logo variation on white or light backgrounds where featuring the full-color positive logo is either not possible or not desired.

PEPSI LOGO: REGISTRATION SYMBOL USE

The Pepsi logo is the core brand element in our visual system. When we use our logo correctly and consistently, we reinforce our commitment to strengthening our brand.

The Pepsi logo is a registered trademark (®); and use of the registration symbol (®) in applications is required to maintain and protect our ownership.

As a general rule the ® symbol must always be used with the logo.

The registration symbol should always appear to the right of and aligned to the base of the Pepsi wordmark. Master artwork is available that provides the registration symbol in a fixed size and position.

When using the Pepsi logo at extremely large or extremely small sizes, the registration symbol might become either too prominent or illegible. In these situations, visually adjust the symbol.

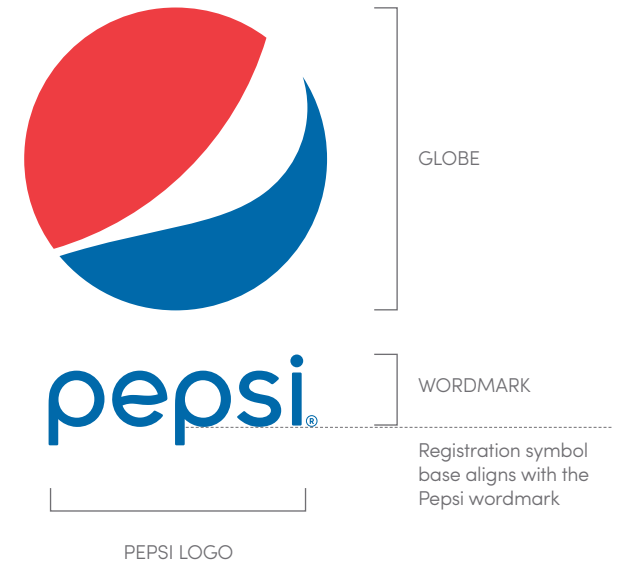
The Pepsi logo may be only be used without the registration symbol on packaging, when the legal notice line appears on the same surface in text.

Note: The registration symbol should appear with any other of our trademarks or service marks that are registered in the relevant jurisdictions. Verify marking requirements with Global Trademark Counsel.

USE OF LOGO WITH REGISTRATION SYMBOL

The Pepsi logo must be used with the registration symbol **on all applications**, including:

- Stationery
- POS
- Marketing, collateral and promotional materials
- Print and outdoor advertising (e.g., magazine and posters)
- Television commercial sign off
- Direct mail
- Social media
- Mobile
- Websites
- Merchandise
- Statements
- Forms
- PowerPoint® presentations



USE OF LOGO WITHOUT REGISTRATION SYMBOL

The Pepsi logo without registration symbol may be used only on packaging, when it appears with the legal notice.

Legal notice:
PEPSI-COLA, PEPSI and the Pepsi Globe are registered trademarks of PepsiCo, Inc.

CONTACT YOUR LOCAL TRADEMARK LEGAL DEPARTMENT FOR COUNTRY SPECIFIC LANGUAGE AND REGULATIONS.



LOGO FILENAME COMPONENTS

IDENTIFIER

The “pepsi” prefix distinguishes pepsi artwork from non-pepsi files. V1, V2, H1 and H2 identify which logo lockup the file is.

SIZE USAGE

Each logo version has three sizes – select the correct size logo for use in each application.
sm = small (.25" to 1.5" globe diameter)
med = medium (1.5" to 4" globe diameter)
l = large (4" and larger globe diameter)
All = 3 sizes in one file (small, medium, large)

COLOR

The logo has six versions:
pms = spot color

Four color process:
See color breaks on bottom of each logo page.

FILE EXTENSIONS

.eps = Vector file, for use in print applications.
.png = RGB , for use on-screen or in office applications, such as Microsoft® Word or PowerPoint®



6



CONTACT

CONTACT INFORMATION

While we have made every effort to offer detailed explanations throughout these guidelines, we realize that adopting new standards is not always easy. If you need further clarification or have other requests please contact:

BRANDING / PACKAGING

SHERRY VOYTEK

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sherry.voytek@pepsico.com

GRAPHIC / DESIGN ASSETS

DAVID PARSONS

Director, Global Beverages
david.parsons@pepsico.com