

# COCA-COLA GLOBAL LOOK OF THE GAMES

Beijing 2008 Olympic Games

Visual Identity System Guidelines v1.0



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WORLDWIDE PARTNER

Coca-Cola is proud to be part of China's Olympic journey—a journey that's making history as it flings open the doors of East to West in a celebration of all that connects us and all that makes us unique. We developed the Coke China Visual Identity System to express the shared ideals of Coca-Cola, China, and the Olympic Games. Every element in the system—logo, colors, photographic styles, typography, backgrounds—was designed to tell a story about a nation on the rise, filled with possibilities, and brimming with anticipation about its upcoming moment on the world's stage. Exuberant. Beautiful.

Bold. Young. Passionate. Dynamic. China on the Coke Side of Life.

*Coca-Cola*<sup>®</sup>

# LOOK OF THE GAMES: Visual Identity System

The Olympic Games are the world's greatest visual event; a chance for an Olympic city to share its culture and aesthetic with the world. The Olympic Look of the Games is a visual imaging system that creates a colorful, cohesive environment in the host city and country for the spectator and global television audience. In the competition venues, the Look creates a dynamic backdrop for the competition, inspiring Olympic athletes to world-class performance. The Coca-Cola Global Look of the Games: Beijing 2008 Olympic Games is a Visual Identity System designed to create the same excitement and emotional engagement with our consumers and the world.

# LOOK OF THE GAMES: Principles

Our approach is grounded in 3 principles:

## **As Familiar as a Home Team**

We leverage all that is real, authentic, original, and iconic about the brand. Clearly linking to our heritage gives us the license to try new things and keep evolving.

## **As Inspirational as an Olympic Moment**

We do not follow category norms; we lead them. Sometimes we challenge with a point of view, other times we just bring a smile. We emphasize craft and a human voice.

## **As Dynamic as an Athlete**

We're developing a dynamic and modular Look of the Games system—built for mass customization. We use our ubiquity to create variety and freshness across the brand experience.



# LOOK OF THE GAMES: Strategic Framework

The framework is how we categorize our marketing communications to build a holistic, yet flexible brand identity. Drawing from a consistent set of Elements, we have developed a range of Executions that can be used

“as is” or customized locally based on the key message, consumer target and physical environment. This provides our System with “freedom within a framework.”

## Global Look of the Games Elements

*Coca-Cola*



ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
0123456789



### Iconic

**TIMELESS EQUITIES:**  
Logotype, Contour, Red



### Intrinsic

**INTRINSIC FOCUS:**  
Icy Cold, Taste, Refreshment



### Extrinsic

**EXTRINSIC FOCUS:**  
CSOL (idea) Amplification



### Shared

**PROGRAM FOCUS:**  
Global Look of the Games: Beijing 2008  
Olympic Games

# LOOK OF THE GAMES: System Dial



The Coca-Cola Global Look of the Games: Beijing 2008 Olympic Games connects East to West in a seamless continuum—and vice versa. It is a dynamic communications system that includes elements for applications as specific as Coke China and as broad as global Coke. From simple and iconic elements to more complex, Coke Side of Life-type elements, the system is designed to be both flexible and holistic. We call it Freedom Within a Framework, and it means that you can customize design based on what best works for your application's key message, target audience, and physical environment. The chart provided at left offers the best explanation of how this continuum works.

# ELEMENTS

Elements are the “building blocks” of the Look of the Games.

Consistently using a common set of elements enables integrated marketing communications (IMC) and maximum system scale.

## **Our Elements include:**

Composite Logo

Refreshment Bubbles

Prism

Contour Bottle

Typography

Foregrounds

Backgrounds

Color



# ELEMENTS: Overview



**COMPOSITE LOGO**



**REFRESHMENT BUBBLES**



**PRISM**



**CONTOUR BOTTLE**



**CONTOUR BOTTLE**

THIS IS A THEMATIC  
**HEADLINE**

**TYPOGRAPHY**



**FOREGROUNDS**



**BACKGROUNDS**



**COLOR**

The Coca-Cola Global Look of the Games is composed of dynamic design elements that express the essence of the Olympic Games in China and fulfill the promise of the Coke Side of Life. These design elements can be used together to create a myriad of compositions.

See specific rules for usage of each element.

Most design elements come already combined into art and should not be manipulated separately.

The "Worldwide Partner" designation must always be clearly legible on all applications in which it appears.

## ELEMENTS: Primary Composite Logo



The Composite Logo is the primary expression of the Coca-Cola Beijing Olympic Look of the Games, and its most important design element. In it is captured the promise and possibility of the upcoming Beijing 2008 Olympic Games. Inspired by the fluid form of a soaring kite, its form is uniquely Chinese and brings alive the story of China on the Coke Side of Life. The second level is a prism, or window, into New China, offering a two-way exchange of Chinese culture and the enduring values at the heart of the Olympic Movement. The world can see in, and China can see out. The soaring forms of the composite logo are an apt visual metaphor designed to express the attributes at the heart of Coke's brand: optimistic, dynamic, transparent, and global.

# ELEMENTS: Composite Logo Variations



PRIMARY GLOBAL VERSION



CHINA VERSION / ENGLISH LOGOTYPE



CHINA VERSION / CHINESE LOGOTYPE

The Primary Composite is composed of two levels. The top level brings together the Coca-Cola logotype and various Olympic identifiers (the Beijing 2008 logotype, Olympic Rings and the official sponsor designation).

The bottom level of the composite is the “prism” device. There are two main variations of the prism device: in China, the bottom level art references the Beijing Olympic Games Organizing Committee “Lucky Clouds,” while globally the bottom level references a modern architectural design element.

The Primary Composite should be 4-color CMYK in the vast majority of executions.

Used alone, this top level forms the Single-level Composite, provided for when a simple version of the logo is needed for production reasons.

# ELEMENTS: Minimum Size and Clear Space

## MINIMUM SIZE

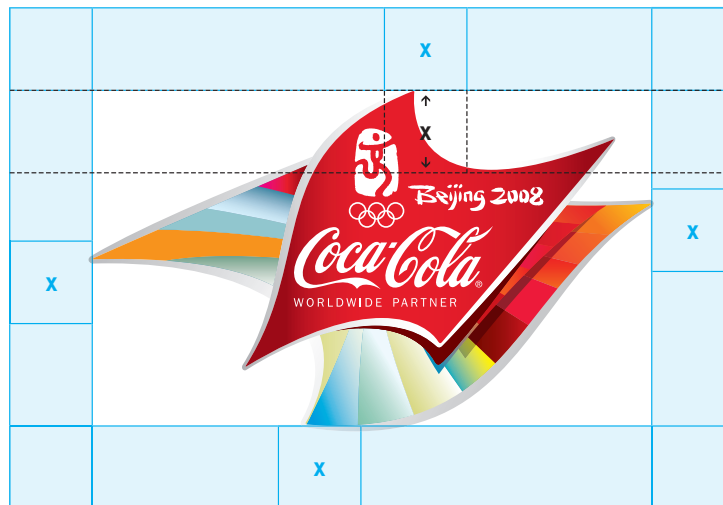


The Primary Composite should be used at a size no smaller than 2.5 cm, measured from left to right using the main red body of the composite—not the grey outline.

The clear space directive is shown bottom left. Do not place objects within the clear space denoted around the Primary Composite.

*NOTE: This clear space directive does not include design elements such as the Contour Bottle, Prism, or Refreshment Bubbles. These three design elements may be overlaid by the Primary Composite.*

## CLEAR SPACE



# ELEMENTS: Don'ts

**DO NOT** change the color of the Primary Composite.



**DO NOT** rearrange components within the Primary Composite.



**DO NOT** rotate or place the Primary Composite at an angle.



**DO NOT** change the prism within the Primary Composite.



**DO NOT** skew or distort the Primary Composite.



**DO NOT** lift the logotype from the containing shape.



**DO NOT** change the relationship of the two levels of the Primary Composite.



**DO NOT** add any effects to the Primary Composite.



# ELEMENTS: Composite Logo Family



PRIMARY COMPOSITE

There are five versions of the Primary Composite. The most-used version includes the Beijing 2008 logo. Another version references the Olympic Rings. The three "Lucky Clouds" versions of the Primary Composite are for use ONLY in China.

In addition, three product (Diet Coke, Coke Light, and Coke Zero) versions are provided.



# ELEMENTS: Olympic Rings Composite



The Olympic Rings version of the Primary Composite can be used to strengthen Coke's connection with the global Olympic Games brand.

This configuration is the official designation. It must always be presented in this arrangement, except for very small executions such as pins.

# ELEMENTS: Single-level Composite



4-COLOR (CMYK) VERSION

The Single-level Composite consists only of the top level of the composite logo. It should be used when production of the entire Primary Composite would be impossible or cost-prohibitive, or when a smaller size is required.

This 4-color CMYK version of the Single-level Composite should be used whenever possible, and is preferable to limited color versions.



# ELEMENTS: Single-level Composite in Limited Colors



2-COLOR WITH OVERPRINT



2-COLOR FLAT



1-COLOR RED



1-COLOR BLACK

The Single-level Composite is provided as 2-color art for occasions where 4-color (CMYK) printing is not possible.

Two versions of 2-color art for the Single-level Composite are provided. The preferred version consists of Coke Red with a black overprint, which appears much more three-dimensional than traditional 2-color art files. The other version consists of Coke Red, flat, with a Dark Coke Red shadow.

The Single-level Composite is provided as 1-color art for occasions where 2-color printing is not possible. This version is flat 100% Coke Red.

No other design element has been created or modified for a 1-color execution, and none should be created or modified.

The Single-level Composite is provided in 100% black for very rudimentary executions. One-color black executions should be avoided if possible.

# ELEMENTS: Diet Coke Composite



A Diet Coke version of the Primary Composite is provided for when a product-specific execution is desired.

# ELEMENTS: Coke Light Composite



A Coca-Cola Light version of the Primary Composite is provided for when a product-specific execution is desired.

# ELEMENTS: Coca-Cola Zero Composite



A Coca-Cola Zero version of the Primary Composite is provided for when a product-specific execution is desired.

# ELEMENTS: Typography

## PREFERRED HEADLINE TREATMENT



## SECONDARY HEADLINE TREATMENT



DIN Pro is the typeface used in the Coca-Cola Beijing Olympic Look of the Games. The most common use of typography in the Look of the Games will be in headlines, such as call-to-action, special offers, promotions, etc.

Ideally, headlines should be adapted in one of two ways: the preferred treatment and the secondary treatment. Details for the preferred treatment can be found on page 22, and for the secondary on page 23.

All weights of DIN are approved for secondary uses, such as body copy and descriptors.

Cooper Black is approved for use in pricing, though DIN may be used instead if preferred.

For other languages that are not applicable to DIN, please work with a similar font that is best for your market.

## SUBHEADS AND TEXT

DIN Light

*DIN Light Italic*

DIN Regular

*DIN Regular Italic*

DIN Medium

*DIN Medium Italic*

**DIN Bold**

***DIN Bold Italic***

**DIN Black**

***DIN Black Italic***

## PRICING

**Cooper Black**

# ELEMENTS: Typography—Preferred Headline Treatment



Shown at left is the preferred treatment for all headlines in the Coca-Cola Global Look of the Games. Instructions for creating this headline treatment can be found on the next page.



HEADLINE OR CALL-TO-ACTION

# ELEMENTS: Typography—Secondary Headline Treatment

THIS IS A THEMATIC  
HEADLINE

SECONDARY  
CALL-TO-ACTION  
TREATMENT

When the preferred headline treatment is not possible, this secondary treatment is allowed: DIN Medium with each line manually justified, with type size increased and decreased per line to fit. The headlines should be in Coke Red when on light backgrounds and in White when on primarily red backgrounds.

THIS IS A THEMATIC  
HEADLINE

SECONDARY  
CALL-TO-ACTION  
TREATMENT

When it is not possible to manually justify each line, a straightforward center or left align is also permitted; however, the more proprietary justified headline treatment should be used if possible to create a cohesive look-and-feel.

DIN MEDIUM / MANUALLY JUSTIFIED

THIS A THEMATIC  
HEADLINE

SECONDARY  
CALL-TO-ACTION  
TREATMENT

THIS A THEMATIC  
HEADLINE

SECONDARY  
CALL-TO-ACTION  
TREATMENT

THIS A THEMATIC  
HEADLINE

SECONDARY  
CALL-TO-ACTION  
TREATMENT

THIS A THEMATIC  
HEADLINE

SECONDARY  
CALL-TO-ACTION  
TREATMENT

DIN MEDIUM / CENTER ALIGN

DIN MEDIUM / LEFT ALIGN

# ELEMENTS: Typography—Headline Construction



Set type in DIN Regular (Bold also acceptable), all caps, set tracking to -10. Adjust spacing between letterforms (kern) as needed. Use type point size from 16 points to 36 points: larger or smaller can be scaled after completion of steps.

1 Separate the headline into individual lines, breaking lines according to word emphasis. Scale each line to the same width. Make the spacing between each line equal.

2 Outline (**Type → Create Outlines**) each line individually. Make a note of type point size for each line before converting to outlines.

Working one line at a time, copy and paste (**Edit → Copy, Edit → Paste in Front**) an identical line on top.

3 Add a stroke to the top line. Use the type size noted before converting to outlines (see table,

bottom right) to determine point size of stroke. Next, outline the stroke (**Object → Path → Outline stroke**).

4 Under **Window**, open the **Pathfinder** palette. Under the arrow upper right, go to **Make Compound Shape**. Press **Expand**. The line of copy should now be solid.

Make the line a compound path (**Object → Compound path → Make**) so that the gradient spans the width of the line.

5 Add the gradient\*. Send that line to the back (**Object → Arrange → Send to back**).

6 Working with the front line (the original one not outlined), create a compound path (**Object → Compound path → Make**). Add the gradient\*.

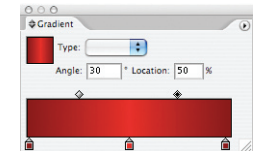
Repeat all steps for each line.



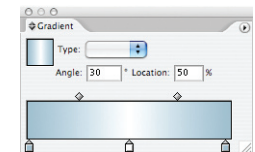
\* The back layer of type (the one with the outline) should correspond with the background color.

The color of the gradient should be as follows:

**RED:** Linear gradient, 30° angle, dark red (C0 M100 Y100 K50) to Coke Red to dark red, Location 50%.



**WHITE:** Linear gradient, 30° angle, blue (C22 M0 Y0 K20) to white to blue, Location 50%.



## Stroke / Outline Point Size

Type Point Size	Stroke Point Size
16-20 point type	1 point stroke
21-25 point type	1.5 point stroke
26-30 point type	2 point stroke
31-35 point type	2.5 point stroke
36 point type	3 point stroke



# ELEMENTS: Color

**COKE RED**

Pantone®:  
Coke Red

HEX: #E41E2A

RGB: R228 G30 B42

CMYK:  
C4 M100 Y95 K0

**COKE DARK RED**

Pantone®:  
PMS1805

HEX: #B51F2C

RGB: R181 G31 B44

CMYK:  
C19 M100 Y91 K12

**COKE BLACK**

HEX: #0A0204

RGB: R10 G2 B4

CMYK:  
C30 M30 Y30 K100

R116 G0 B0 HEX #74000 C31 M100 Y100 K44	R228 G30 B42 HEX #E2202B C4 M100 Y95 K0
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R228 G30 B42 HEX #E2202B C4 M100 Y95 K0	R237 G19 B93 HEX #EC195E C0 M99 Y47 K0	R244 G121 B32 HEX #F47920 C0 M65 Y100 K0
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R247 G147 B29 HEX #F7931D C0 M50 Y99 K0	R228 G30 B42 HEX #E2202B C4 M100 Y95 K0	R247 G147 B29 HEX #F7931D C0 M50 Y99 K0	R255 G194 B14 HEX #FFC20E C0 M25 Y97 K0
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R202 G219 B42 HEX #CADB2A C25 M0 Y99 K0	R140 G198 B63 HEX #8CC63F C51 M0 Y100 K0	R0 G110 B58 HEX #006E3A C90 M32 Y98 K22
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R0 G173 B239 HEX #00ADEF C69 M15 Y0 K0	R0 G135 B205 HEX #0087CD C80 M37 Y0 K0	R158 G38 B143 HEX #9E268F C43 M99 Y0 K0	R88 G21 B109 HEX #58156D C78 M100 Y23 K14
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R10 G2 B4 HEX #0A0204 C30 M30 Y30 K100	R111 G111 B113 HEX #6F6F71 C57 M49 Y47 K15	R10 G2 B4 HEX #0A0204 C30 M30 Y30 K100
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PRISM  
COLORS

The Coca-Cola Global Look of the Games is a system meant to be printed in 4-color CMYK, not in flat Pantone® colors. The exceptions to this are the 2-color and 1-color Single-level Composite options on Page 17 .

Prism colors, a brilliant range of colors, are incorporated into the Prism art. These colors should never be added to a layout and should exist only in the design elements and Foreground and Background art provided.

Coke Red is the primary color used in the Coca-Cola Beijing Olympic Look of the Games. Black is the secondary color.

Coke Dark Red is used in the 2-color version of the Single-level Composite logo and is used as an occasional accent ONLY in 2-color executions where CMYK is not available.

# ELEMENTS: Contour Bottle



CONTOUR BOTTLE / ICONIC

Most executions should include Contour Bottle art, whether the vector art version or a photographic version. Any higher-level non-product-driven execution should be accompanied by the Contour Bottle and the "Coke Side of Life" (CSOL) tagline, provided together as an art lockup.

The Photographic Contour Bottle may be used instead of the "Coke Side of Life" Lockup (especially if a more product-driven look-and-feel is desired), but not if the Photographic Contour Bottle competes with any promotional items shown.

Specific rules for use of the Contour Bottle can be found on Page 29.



CONTOUR BOTTLE / INTRINSIC

# ELEMENTS: Photography

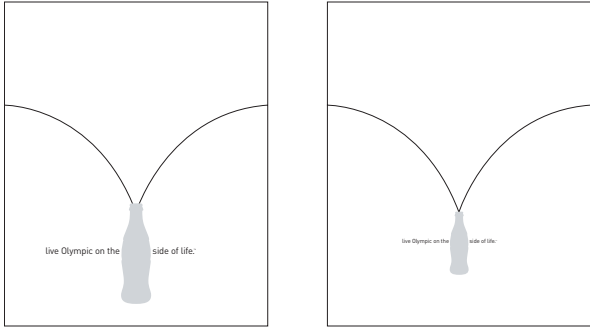


Figures of athletes are clipped out of the photographic environment and used as silhouettes. This athlete-focused Olympic Games Photography is placed between Foreground and Background art, or over a solid background.

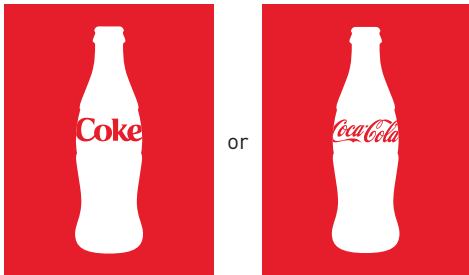
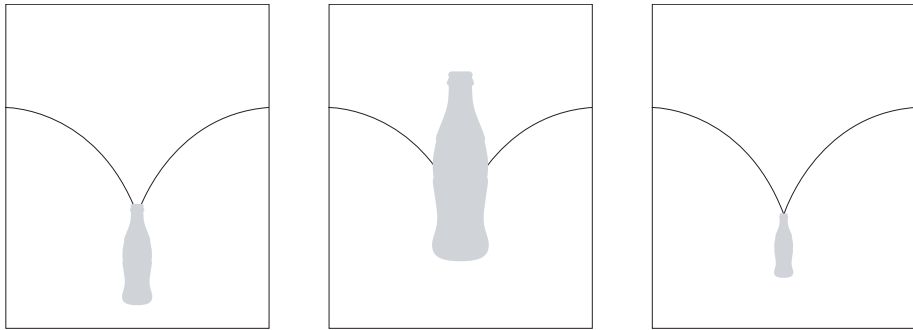
The Photographic Contour Bottle may also be used as an iconic image. Use one of the approved Composite Logo/Photographic Bottle lockups, and place it over the foreground art so that the "V" shape appears to come from behind the bottle. Size the Composite Logo/Photographic Bottle lockup to be between 1/2 and 2/3 the height of the total composition.

# ELEMENTS: Contour Bottle

Use the “Coke Side of Life” lockup in extrinsic executions:



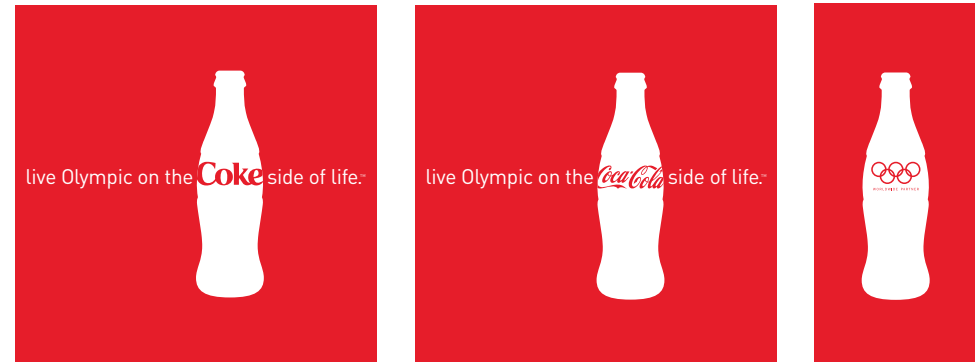
The Contour Bottle can be used alone in intrinsic, product-centric or POS executions:



Markets are free to use either “Coca-Cola” or “Coke” according to which best fits your market.



The Contour Bottle should not float within an execution. Instead, it should be anchored by overlaying the Primary Composite across the bottom of the bottle. The Primary Composite should be used this way in most executions—except those which utilize a Corner Element. Corner Element art may be used as a substitute for the Primary Composite.



The “Coke Side of Life” tagline is provided in lockup with the Contour Bottle. Do not change the relationship between the tagline and the Contour Bottle.

# ELEMENTS: Contour Bottle / Composite Logo Lockup



The Coke Side of Life is expressed in the Look of the Games through the fusion of the Contour Bottle and the Composite Logo.

Provided in the appendix are approved lockups. These include approved size relationships (bottle to composite logo) in the "Coke," "Coca-Cola," and Olympic Rings/Worldwide partner, and photographic versions of the bottle. The graphic bottles are provided in red and knock out.



# ELEMENTS: Prisms



**RED / DRAGON**



**WHITE / NO DRAGON**

The Prism is the most proprietary element specific to the Coca-Cola Beijing Olympic Look of the Games. It is a vividly transparent window that invites a two-way exchange: the world can see in, and China can see out. The world participates in China's Olympic moment, and China engages with the world.

The Prism art is already integrated into the provided foreground art, and should not be added to any execution already containing foreground art.



**RED / NO DRAGON**

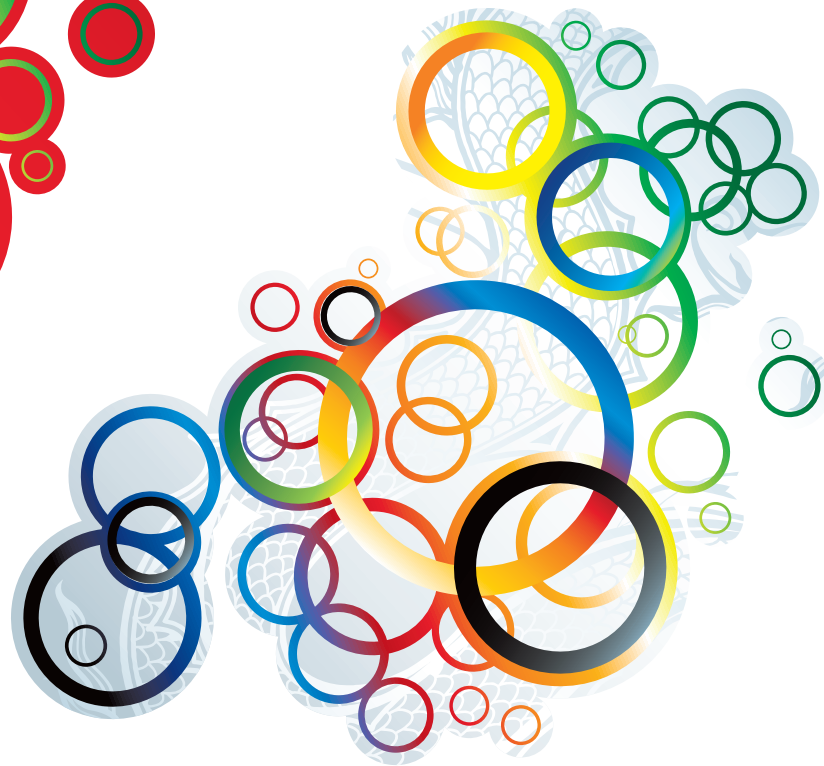


**WHITE / DRAGON**

# ELEMENTS: Refreshment Bubbles



RED / NO DRAGON



WHITE / DRAGON

Refreshment Bubbles are a colorful, fun and highly dynamic element, representing the optimistic Olympic spirit that's bubbling up, out, and all around China. The Bubbles are a primary component of the Look of the Games, and they visually unite the Coca-Cola brand with the Olympic Rings.

The Refreshment Bubbles are integrated into the provided Foreground and Background art, and should not be used individually except in special executions.



RED / DRAGON



WHITE / NO DRAGON

# ELEMENTS: Foregrounds



FOREGROUND 1 / RED

or



FOREGROUND 2 / RED



FOREGROUND 1 / WHITE

or



FOREGROUND 2 / WHITE



TOP ELEMENT



CORNER ELEMENT / RED



CORNER ELEMENT / WHITE



# ELEMENTS: Backgrounds



**COMPLEX BACKGROUND / RED**



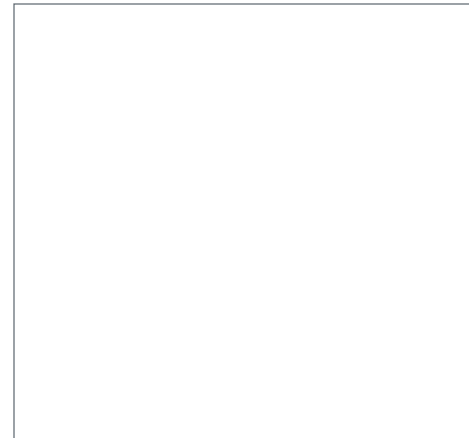
**COMPLEX BACKGROUND / WHITE**



**SIMPLE BACKGROUND / RED**



**SIMPLE BACKGROUND / WHITE**



**SOLID WHITE BACKGROUND**

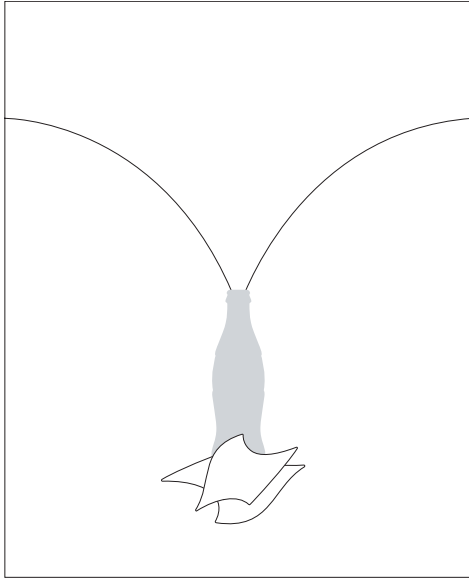
# LAYOUT

There are many formats which need to be considered in applications to ensure the overall communication piece provides an outcome that has creativity, consistency, and clarity.

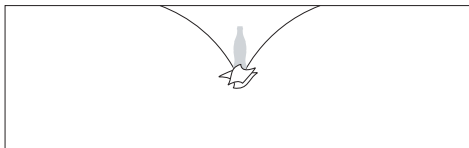
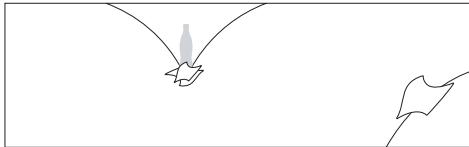
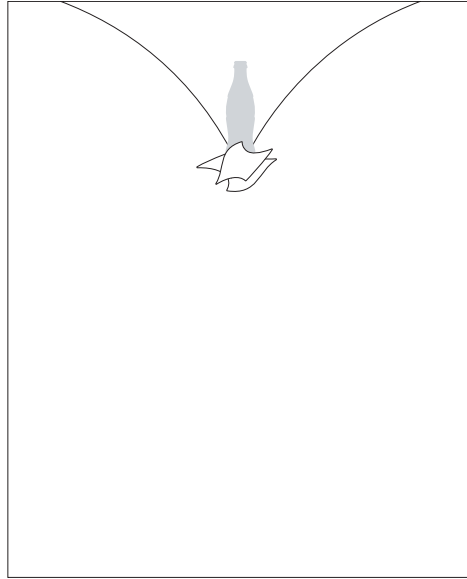
Within this section, we outline various layout applications to suit different shapes and formats, all of which consistently communicate the Look of the Games.

# LAYOUT: Layout Templates

**PRIMARY LAYOUT  
(FOREGROUND ART)**



**ALTERNATIVE LAYOUT  
(TOP ELEMENT)**



Executions using the Coca-Cola Global Look of the Games are constructed in one of three layout types. All capture the upward motion and optimism of the Coke Side of Life campaign.

Shown here are schematics of horizontal and vertical Primary layouts, and an alternative layout for special situations.

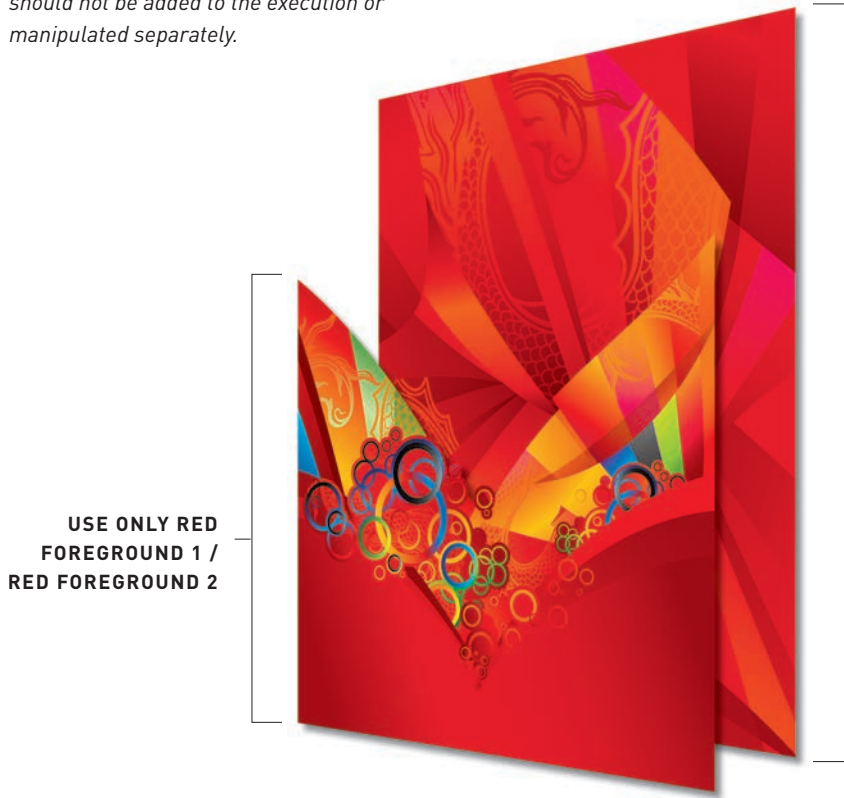
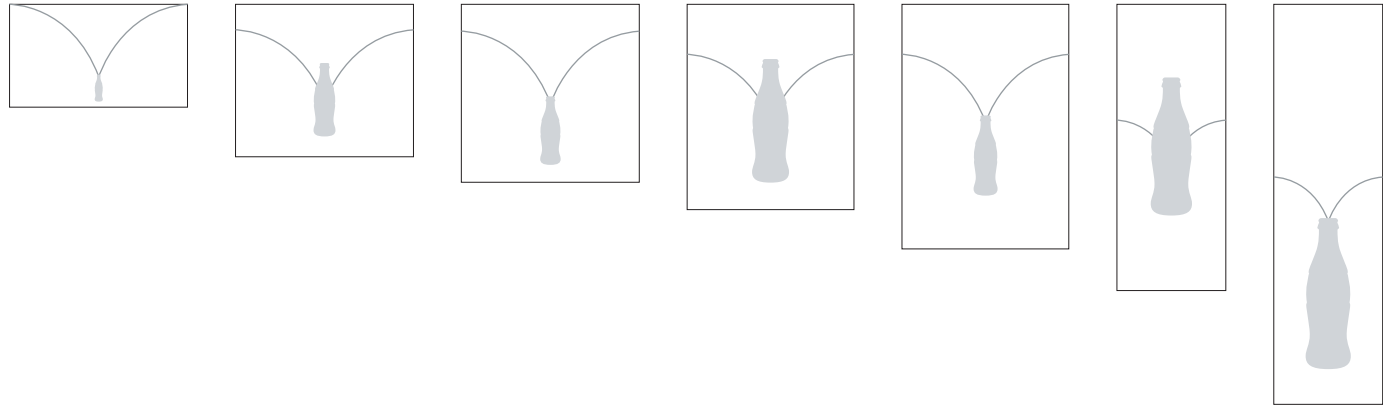
Details of each layout type can be found on the following pages.

# LAYOUT: Primary Vertical Layouts

Primary Layouts are composed of Foreground art and Background art combined in layers, to which other design elements are added.

Background and Foreground art can be cropped for a more horizontal layout, and the bottom of the Foreground art can be extended for a more vertical layout.

*Foreground and Background art already utilize the Prism and Refreshment Bubble design elements in combination: these elements should not be added to the execution or manipulated separately.*



USE ONLY RED  
FOREGROUND 1 /  
RED FOREGROUND 2

RED LAYOUT

USE ONLY WITH SIMPLE  
BACKGROUND RED /  
COMPLEX BACKGROUND  
RED

USE ONLY WHITE  
FOREGROUND 1 /  
WHITE FOREGROUND 2



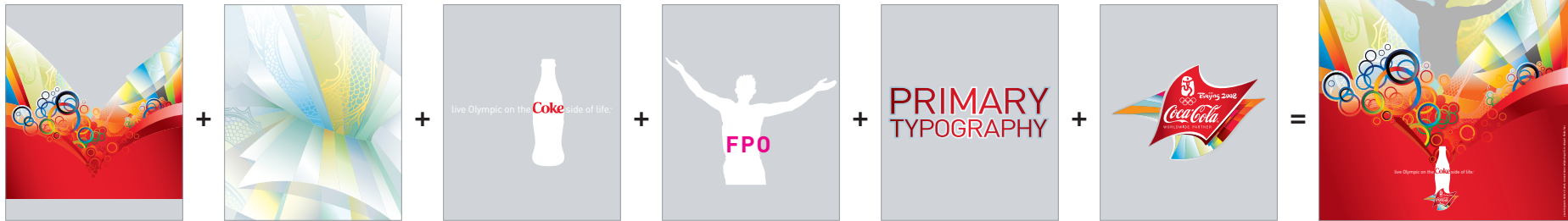
USE ONLY WITH  
SIMPLE BACKGROUND  
WHITE / COMPLEX  
BACKGROUND  
WHITE

WHITE LAYOUT

# LAYOUT: Creating Primary Vertical Layouts

**Foreground and Background art** is manipulated separately to fit the format of the execution being created and combined. Other design elements, including Olympic Photography, Contour Bottles and the Primary Composite, can be added to this layered Foreground and Background art.

Olympic athlete photography should, when used, be placed in between the Foreground art and Background art, and used as a high-quality clipping path (or alpha channel).



**FOREGROUND ART**

**BACKGROUND ART**

**CONTOUR BOTTLE /  
"COKE SIDE OF  
LIFE" LOCKUP**

**REPRESENTS  
OLYMPIC  
PHOTOGRAPHY**

**TYPOGRAPHY**

**PRIMARY  
COMPOSITE**

**EXECUTION**



**FOREGROUND ART**

**BACKGROUND ART**

**CONTOUR BOTTLE /  
PHOTOGRAPHIC**

**TYPOGRAPHY**

**PRIMARY  
COMPOSITE**

**OLYMPIC RINGS /  
PARTNER LOCKUP**

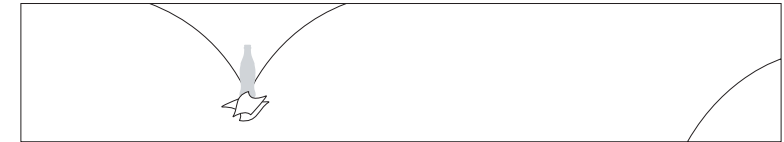
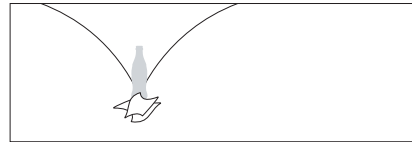
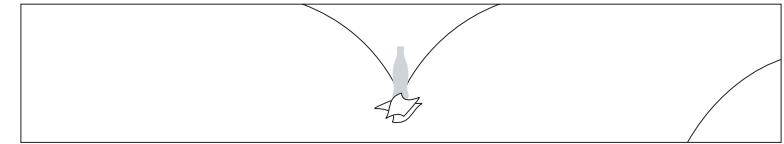
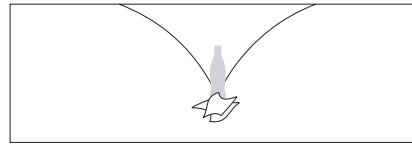
**EXECUTION**

# LAYOUT: Primary Horizontal Layouts

Primary Horizontal Layouts allow for maximum product exposure.

Primary Horizontal Layouts utilize the two versions of the Simple Background art (plus the option of a solid white background to be used only when imprinting is required) to which the Top Element is added.

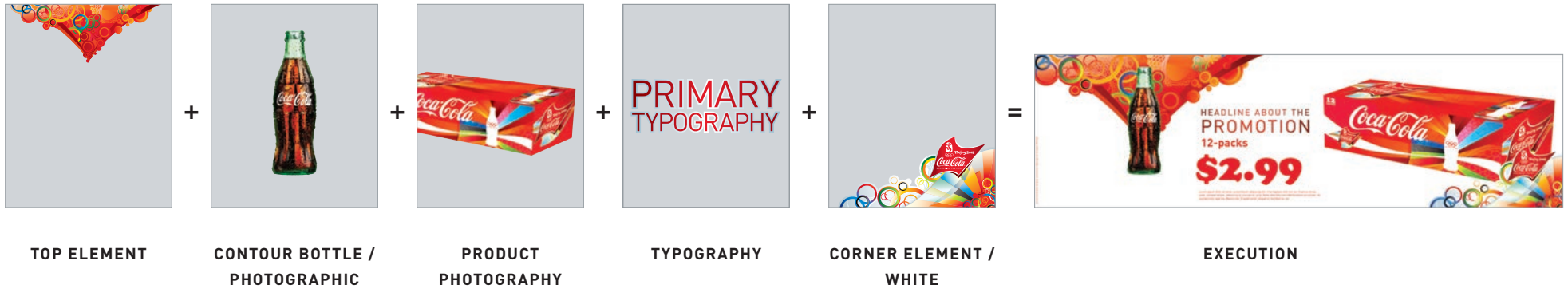
A Corner Element may be added to some wider horizontal layouts that already include the Top Element, as long as the layout is at least three times wider than the width of the Top Element used.



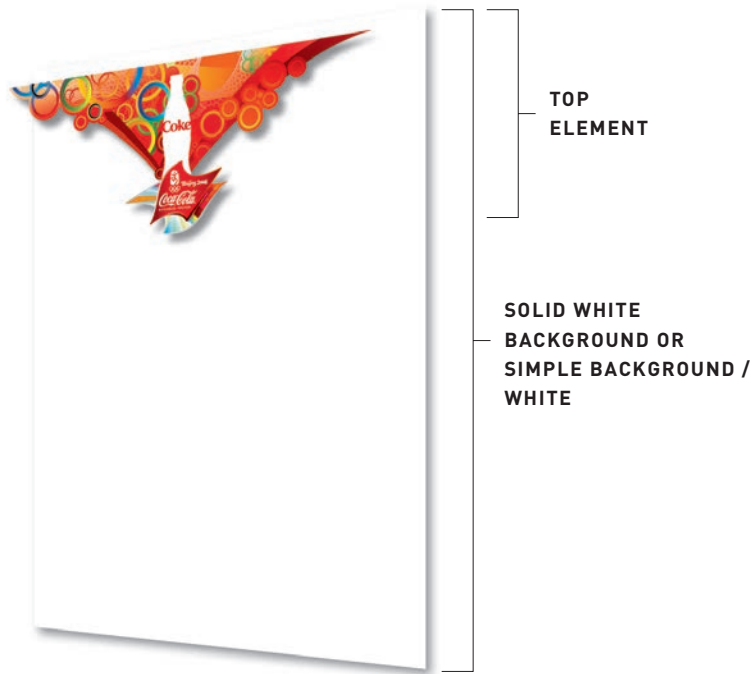
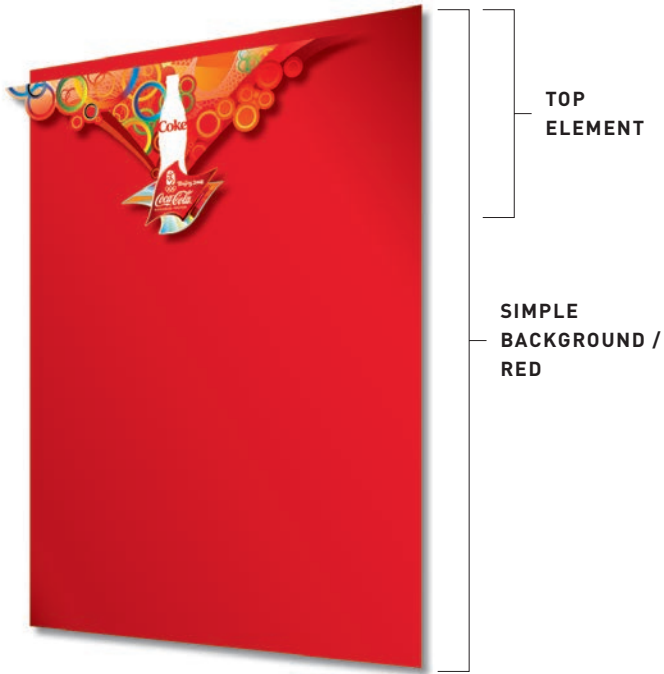
# LAYOUT: Creating Primary Horizontal Layouts

**Primary Horizontal Layouts** are manipulated separately to fit the format of the execution being created and combined. Other design elements, including Olympic Photography, Contour Bottles and the Primary Composite, can be added to this layered Foreground and Background art.

Olympic photography, when used, should be placed in between the Foreground art and Background art.



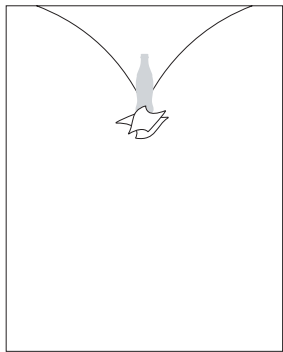
# LAYOUT: Alternate Vertical Layout



Alternate Vertical Layouts are composed of Top Element art and Simple Background art combined in layers, to which other design elements are added.

Background can be cropped for a more horizontal layout.

*Top Element art already utilizes the Prism and Refreshment Bubble design elements in combination: these elements should not be added to the execution or manipulated separately.*





# LAYOUT: Creating Alternative Vertical Layouts

**Alternative Layouts** are most effective for Point-of-Sale executions and horizontal layouts since the Top Element can be used on the more simple and scalable backgrounds, plus white. These layouts allow for plenty of room for Product Photography and pricing.

Other design elements, including Olympic Photography, Contour Bottles and Composite Logos, can be added to these layered layouts.

