WORLDWIDE PARTNER

Coca-Cola Vancouver 2010 Olympic Winter Games

Visual Identity System Guidelines v2.0

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WORLDWIDE PARTNER

The Coca-Cola Vancouver 2010 Olympic Winter Games
Visual Identity System

The Olympic Games are the world's greatest visual event; a chance for an Olympic Games city to share its culture and aesthetic with the world. The Coca-Cola Vancouver 2010 Olympic Winter Games Visual Identity System (VIS)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 VIS creates a dynamic backdrop for the competition, inspiring Olympic Games athletes to world-class performance. The Coca-Cola Vancouver 2010 Olympic Winter Games VIS is designed to create the same excitement and emotional engagement with our consumers and the world.

Our Coca-Cola Vancouver 2010 Olympic Winter Games VIS incorporates the Inukshuk—the iconic mark of welcome and wayfinding native to the Inuit people of Canada's Arctic, and the symbol upon which the Vancouver 2010 Olympic Winter Games Emblem is based. Similarly, the Composite Logos at the center of our VIS symbolize welcome, friendship and happiness, expressing the optimistic spirit shared by Coca-Cola and the Olympic Winter Games.

Elements

Elements are the "building blocks" of the Coca-Cola Vancouver 2010 Olympic Winter Games Visual Identity System (VIS).

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

The Coca-Cola Vancouver 2010 Olympic Winter Games VIS is composed of a set of dynamic design Elements that express welcome, happiness and the optimistic spirit shared by Coca-Cola and the Olympic Games.
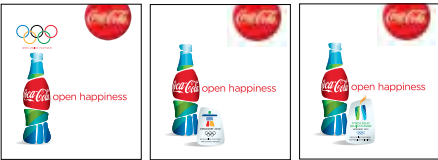
TORCH RELAY
RELAIS DE LA FLAMME
vancouver 2010

PRESENTING PARTNER
PARTENAIRE PRINCIPAL

Elements: Element Overview

PRIMARY COMPOSITE GAMES (CONTOUR BOTTLE)	
PRIMARY COMPOSITE BEVERAGE (CONTOUR BOTTLE)	
CANADA SECONDARY COMPOSITES (STAND-ALONE)	
OPEN HAPPINESS	
CORNER LOCKUPS	
BACKGROUNDS & HOLDING SHAPES	
INSERTS	

ACTIVE LIVING SILHOUETTES	
MESSAGING ROCKS	
CONTOUR BOTTLES	
ACCENTS / MISCELLANEOUS	
REFRESHMENT BUBBLES	
PHOTOGRAPHY	
COLOR PALETTE	
TYPOGRAPHY	**John Sans Heavy Regular** / **John Sans Heavy Bold** — Din Regular / *Din Italic* / **Din Bold** / ***Din Bold Italic*** — **Cooper Black**

This page gives an overview of the Elements which comprise the toolkit for the Vancouver 2010 Olympic Winter Games Visual Identity System (VIS). These Elements can be combined in infinite variations to create a seamless and vibrant VIS.

Please see specific rules for combining Elements into executions as shown on the following pages.

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

Elements: Element Activation

Canada-Focused Activation ←→ Olympic Games-Focused Activation
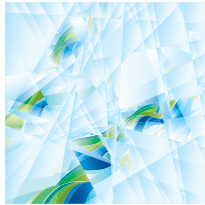
| Composites, Contour and Disc | Institutional Elements: Maple Leaf, Canada Ice Crystal, Active Living Silhouettes | Institutional Elements: Ice Crystal, Active Living Silhouettes | Institutional Elements: Refreshment Bubbles, Active Living Silhouettes, Maple leaf | Composites, Contour and Disc |
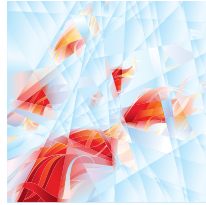
This second edition of the Olympic Games VIS updates the Elements and artwork of the original VIS for use by the Global markets. This chart indicates how the elements of the VIS have evolved, and how they can be dialed up or down—for Canada-focused or Olympic Games-focused activations.

The new VIS is driven by two important additions: new Olympic Games composites for the Canadian and Global markets, and new "Active Living" silhouettes which serve as a bridge to the new "Open Happiness" campaign.

Elements: Primary Composites

WORLDWIDE PARTNER

BEVERAGE

WORLDWIDE PARTNER

GAMES

Built of solid yet playfully stacked Smiling Rocks, our Primary Composites create a monolithic Contour Bottle inspired by the Inukshuk, seamlessly integrating our identity with the VANOC Look of the Games identity. These Elements express the welcoming, optimistic spirit shared by Coca-Cola and the Olympic Games.

The Primary Composite Logos are the primary expressions of the Vancouver 2010 Olympic Winter Games Visual Identity System (VIS), and, as such, are its most important design Elements. They are provided in two versions: Beverage and Games. Beverage versions of the Primary Composite Logo should be used for most intrinsic or Point-of-Sale executions, while Games Composites should be used during Games times and throughout all venue executions.

Primary Composite art is meant for production in 4-color CMYK in the vast majority of executions.

NOTE For use at sizes smaller than 2", please use the Reduced Size Primary Composite Logos on page 16.

Elements: Primary Composites : Red Background

WORLDWIDE PARTNER

Coca-Cola

FOR COKE RED OR DARK BACKGROUNDS
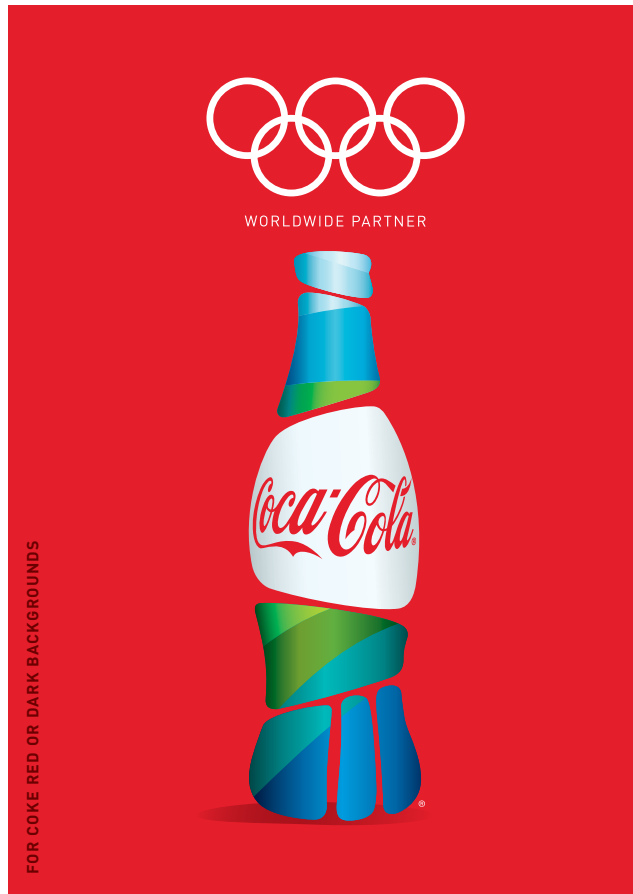
GAMES

The Games Primary Composite Logo is also available for use on a Red Background. Please take care to use this versions when placing the Logo on Red, as the Olympic Games Rings and text are knocked out in White specifically for readability and impact.

NOTE

For use at sizes smaller than 2", please use the Reduced Size Primary Composite Logos on page 16.

Elements: Primary Canada Composites

BEVERAGE

GAMES

Like the Primary Composite Logos, the Primary Canada Composite Logos are built of solid yet playfully stacked Smiling Rocks, but also add prominent reference specifically to the Vancouver 2010 Winter Games through the addition of the official Vancouver 2010 Olympic Winter Games Emblem. The Beverage version should be used for most intrinsic or Point-of-Sale executions, while the Games Composite should be used during Games times and throughout all venue executions.

English-only versions, as well as external designation versions, of the Primary Canada Composite Logos are also available and can be found in the index of this guide. External designation versions should have limited use; only when type is illegible.

Primary Composite art is meant for production in 4-color CMYK in the vast majority of executions.

NOTE For use at sizes smaller than 2", please use the Reduced Size Secondary Canada Composite Logos on page 12 or the Reduced Size Canada Composite Logos on page 16.

FOR COKE RED OR DARK BACKGROUNDS

GAMES

The Games Primary Canada Composite Logo is also available for use on a Coke Red Background. Please take care to use this version when placing the Logo on Coke Red, as the Olympic Games Rings and text are knocked out in White specifically for readability and impact.

An English-only version, as well as an external designation version, of the Primary Canada Composite for Red background is also available and can be found in the index of this guide. External designation versions should have limited use; only when type is illegible.

NOTE

For use at sizes smaller than 2", please use the Reduced Size Secondary Canada Composite Logos on page 12 or the Reduced Size Canada Composite Logos on page 16.

Elements: Olympic Torch Relay

Coca-Cola

TORCH RELAY
RELAIS DE LA FLAMME
vancouver 2010

PRESENTING PARTNER
PARTENAIRE PRINCIPAL

FOR COKE RED OR DARK BACKGROUNDS

Coca-Cola

TORCH RELAY
RELAIS DE LA FLAMME
vancouver 2010

PRESENTING PARTNER
PARTENAIRE PRINCIPAL

The Vancouver 2010 Olympic Torch Relay Primary Composite Logo was created for Vancouver 2010 Olympic Torch Relay related executions only. It is presented in two versions: for use on White, and for use on Coke Red.

The Beverage version of the Primary Composite Logo should be used for most intrinsic or Point-of-Sale executions, while the Games Primary Composite should be used during Games times and throughout all venue executions.

An external designation version, as well as a Beverage version, of the Primary Olympic Torch Relay Composite is also available and can be found in the index of this guide. External designation versions should have limited use; only when type is illegible.

Primary Composite art is meant for production in 4-color CMYK in the vast majority of executions.

NOTE For use at sizes smaller than 2", please use the Vancouver 2010 Olympic Torch Relay Primary Composite Logo on page 18.

Elements: Secondary Canada Composites

The Secondary Canada Composite Logos are designed for use in small scale executions. There are three different variations, and two colorways: for use on White backgrounds, and for use on Coke Red.

Bilingual versions, as well as horizontal versions, of the Secondary Canada Composite Logos are also available and can be found in the index of this guide.

The art is meant for production in 4-color CMYK in the vast majority of instances.

FOR COKE RED OR DARK BACKGROUNDS

FOR COKE RED OR DARK BACKGROUNDS

FOR COKE RED OR DARK BACKGROUNDS

The Primary Composite, Primary Canada Composite and Olympic Torch Relay Primary Composite Logos are also provided in a lockup for the "Open Happiness" campaign.

Elements: Composite Logos / Alternate Versions

WORLDWIDE PARTNER

Coca-Cola

WORLDWIDE PARTNER

Coca-Cola
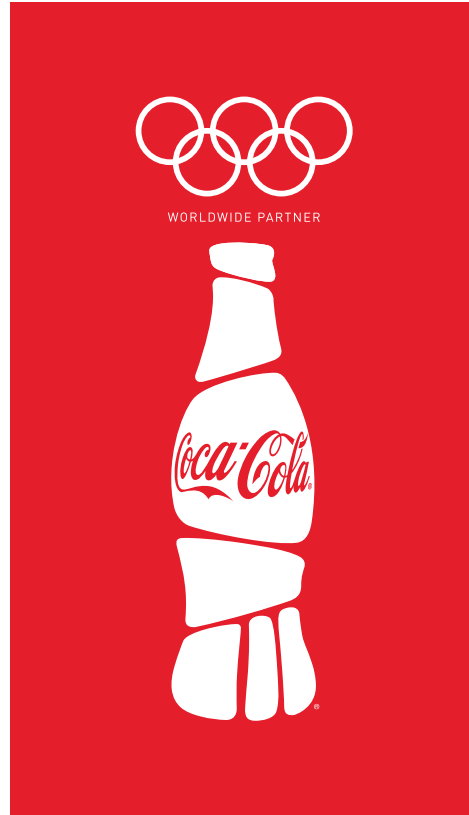
Composite Logo (both Primary Composite and Secondary Composite) art files are also provided in flat Coke Red, Black and reversed to White.

These one-color files should only be used *in a very limited number of executions* where replication in CMYK is difficult or impossible, such as in silkscreens.

The art in this manual is intended for production in 4-color CMYK in the vast majority of executions.

Elements: Composite Logos / Alternate Versions

Composite Logo (both Primary Canada Composite and Secondary Canada Composite) art files are also provided in flat Coke Red, Black, and reversed to White.

These one-color files should only be used *in a very limited number of executions* where replication in CMYK is difficult or impossible, such as in silkscreens.

English-only versions of the Primary and Secondary Canada Composite Logos are also available in flat Coke Red, Black and Reversed to White, and can be found in the index of this guide.

The art in this manual is intended for production in 4-color CMYK in the vast majority of executions.

Elements: Composite Logos / Reduced Size Versions

PRIMARY COMPOSITE GLOBAL GAMES LOGO: REDUCED SIZE

WORLDWIDE PARTNER

WORLDWIDE PARTNER

PRIMARY COMPOSITE CANADA GAMES LOGO: REDUCED SIZE, BILINGUAL

WORLDWIDE PARTNER
PARTENAIRE MONDIAL

WORLDWIDE PARTNER
PARTENAIRE MONDIAL

PRIMARY COMPOSITE CANADA GAMES LOGO: REDUCED SIZE, ENGLISH

WORLDWIDE PARTNER

MAX. 2"

WORLDWIDE PARTNER

MIN. 1.25"

Reduced-size versions of the Composite Logos (both Primary Games Composite and Beverage Composite) have also been provided. These files augment the Elements of the Composite Logo for maximum visual impact and legibility when the Logo is presented at a significantly reduced size (two inches tall or less).

These files should only be used in a very limited number of executions and only where replication at a smaller size is necessary.

Elements: Composite Logos / Reduced Size Versions

**PRIMARY COMPOSITE
GLOBAL GAMES LOGO:
REDUCED SIZE**

WORLDWIDE
PARTNER

**PRIMARY COMPOSITE
CANADA GAMES LOGO:
REDUCED SIZE,
BILINGUAL**

WORLDWIDE PARTNER
PARTENAIRE MONDIAL

**PRIMARY COMPOSITE
CANADA GAMES LOGO:
REDUCED SIZE,
ENGLISH**

WORLDWIDE PARTNER

MAX.
2"

MIN.
1.25"

Reduced-size versions of the Composite Logos (both Primary Games Composite and Beverage Composite) in one-color Coke Red and Black have also been provided. These files augment the Elements of the Composite Logo for maximum visual impact and legibility when the Logo is presented at a significantly reduced size (two inches tall or less).

These files should only be used in a very limited number of executions and only where replication at a smaller size is necessary.

Elements: Composite Logos / Reduced Size Versions

**PRIMARY COMPOSITE
OLYMPIC TORCH RELAY
LOGO: REDUCED SIZE**

MAX.
2"

PRESENTING PARTNER
PARTENAIRE PRINCIPAL

MIN.
1.5"

PRESENTING PARTNER
PARTENAIRE PRINCIPAL

A reduced-size versions of the Vancouver 2010 Olympic Torch Relay logo have also been provided. These files augment the Elements of the Composite Logo for maximum visual impact and legibility when the Logo is presented at a significantly reduced size (two inches tall or less).

These files should only be used in a very limited number of executions and only where replication at a smaller size is necessary.

NOTE There is no one-color Vancouver 2010 Olympic Torch Relay Composite Logo.

Elements: Lockups for Embroidery

HORIZONTAL

Special lockups have been created for use on embroidery due to complexities of the Composite Logo art. **These files are intended for use on embroidery only.**

These lockups (shown here at one-third of the recommended size) should not be scaled down: the files are optimized for use at 100% or larger in the artwork files.
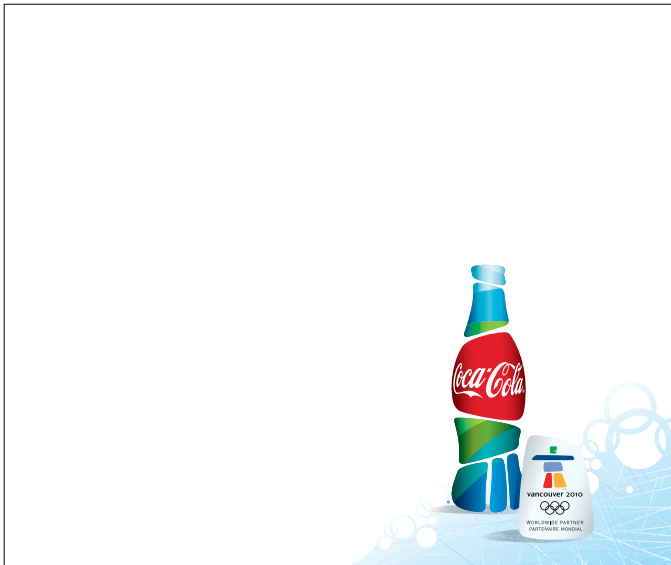
HORIZONTAL WITH REFRESHMENT BUBBLES

Elements: Corner Lockups
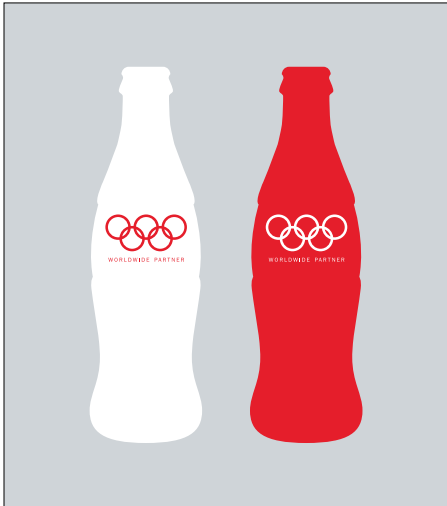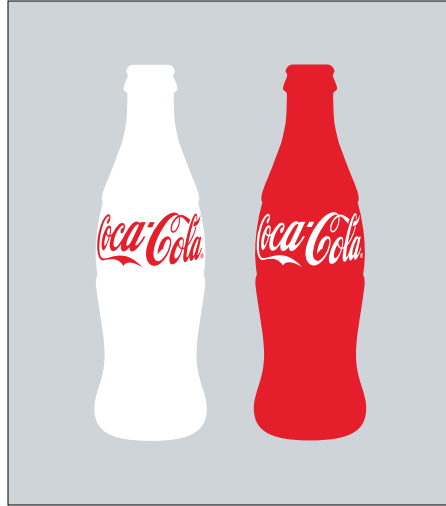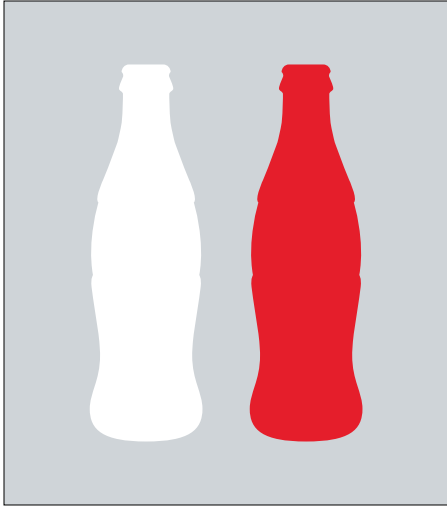
Corner Lockups may be used instead of Primary or Secondary Composites in executions.

Elements: Contour Bottles
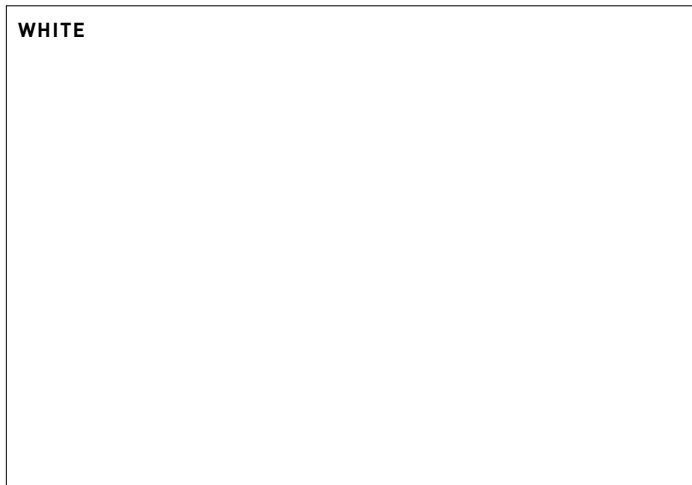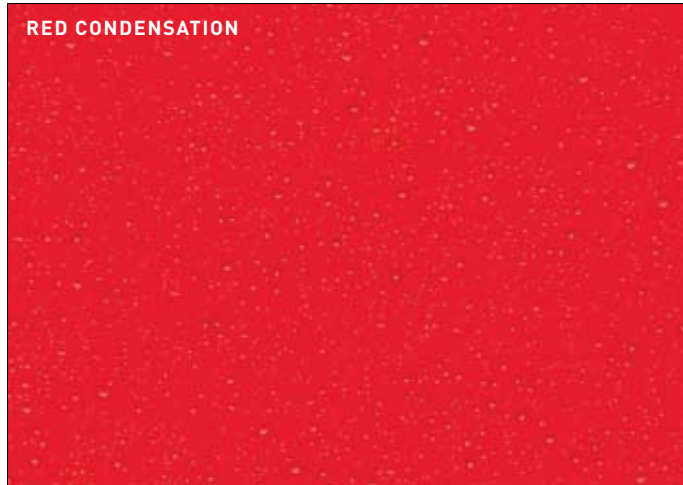

CONTOUR BOTTLE / INTRINSIC

These Contour Bottles may be used in executions if, for any reason, the Bottle Composite Logos may not be used.

NOTE It is recommended to use the Composite Logo whenever possible.

CONTOUR BOTTLE / ICONIC

Elements: Backgrounds / Solid
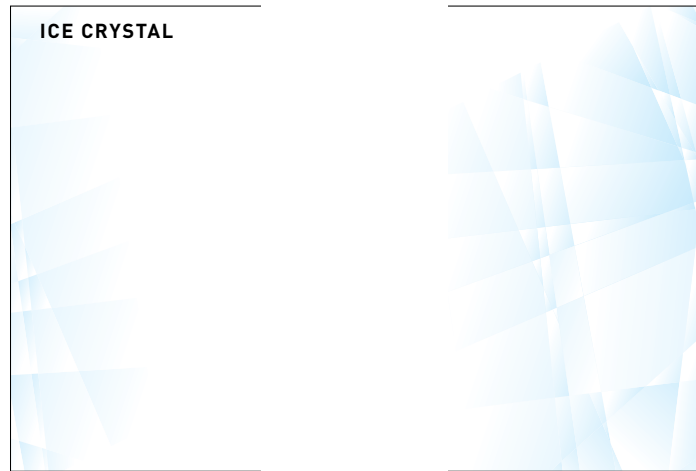
COKE RED

RED CONDENSATION

There are many available Backgrounds including either solid Coke Red or white.

Additionally, a solid Coke Red background with condensation is provided. It should primarily be used for intrinsic executions when refreshment cues are a priority.

WHITE

Elements: Backgrounds / Ice

ICE CRYSTAL

BEVERAGE ICE

Backgrounds provide a unique framing device. Each Background consists of two halves which bracket the execution left and right, or top and bottom. Backgrounds may also be used from one side only.

DO NOT

Do not mix and match halves of the Background art.

Do not add additional color. Backgrounds should always go to White in the center of the execution.
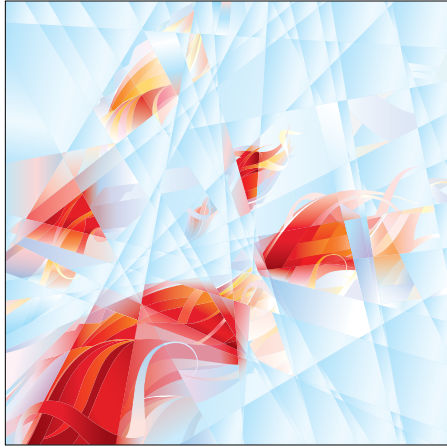
SPORT ICE

Elements: Holding Shapes
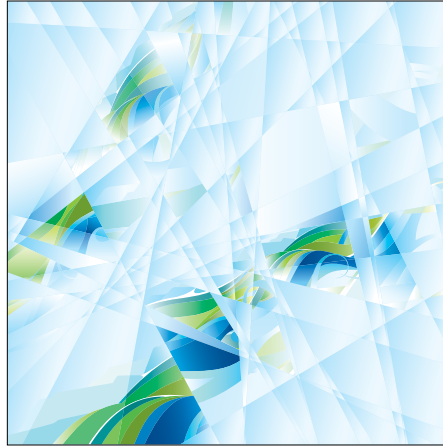
Holding Shapes are designed to be used with Primary Composites and should be filled with Inserts or Backgrounds.

REFRESHMENT BUBBLES

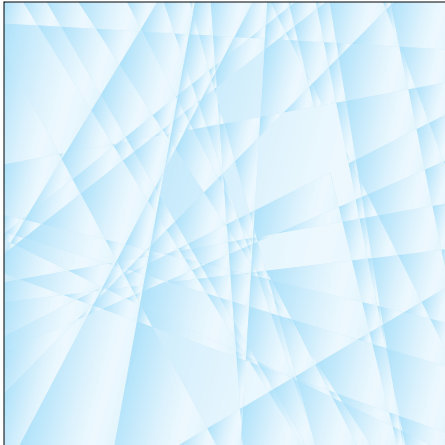**MAPLE LEAF**
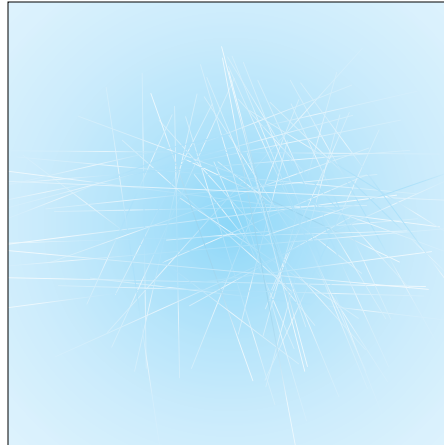
Elements: Inserts

COKE CRYSTAL

GAMES CRYSTAL

Inserts are designed to integrate into Holding Shapes.

Inserts may also be used outside of Holding Shapes in Point-of-Sale and Product executions, but care must be taken that executions do not get too visually busy.
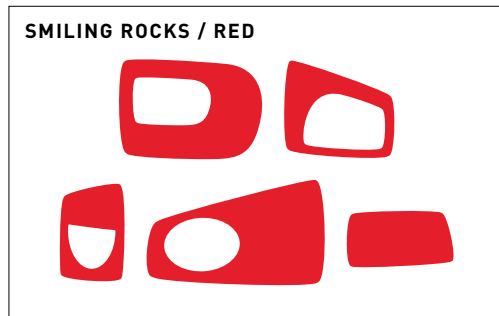

ICE CRYSTAL

SPORT ICE

BEVERAGE ICE

Elements: Accents / Miscellaneous

MAPLE LEAF / RED

MAPLE LEAF / WHITE

SMILING ROCKS / RED
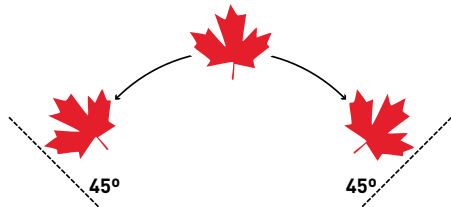

SMILING ROCKS / WHITE

These Accents are designed to enrich the VIS.

Use the Maple Leaf Accent at a small size relative to other Elements in executions.

When placing the Maple Leaf Accent, rotate it slightly to make it seem as if the Maple Leaf is rotating in space, and to make the execution appear dynamic.

DO NOT

Do not rotate the Maple Leaf Accent more than 45º in either direction.

45º   45º

Do not change the color of the Maple Leaf Accent. It should be used in either Coke Red or reversed to White out of a Coke Red or dark background.

Patterns can be created from Smiling Rocks for various executions. Contour Bottles, Maple Leaf Accents and Active Living Silhouettes may be added as another Element within an opening in—or knocked out of—one Smiling Rock.

OK

Smiling Rocks may also be used as a Containing Shape or Exterior Shape surrounding an execution. For an example, please see the Dangler POS execution on the left side of page 75.
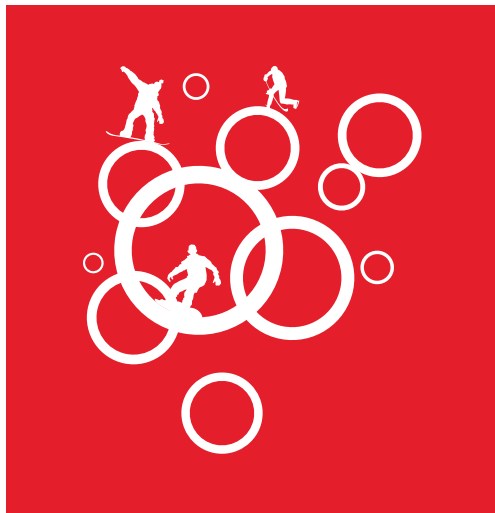
Elements: Refreshment Bubbles

REFRESHMENT BUBBLES / COLOR

REFRESHMENT BUBBLES / SPORT ICE

Refreshment Bubbles are a colorful, fun and dynamic Element, representing the optimistic Olympic Games Spirit that's bubbling up, out, and all around Canada.

Active Living Silhouettes are integrated into the Refreshment Bubble Elements to convey the fun and excitement of an active lifestyle. In addition, the Bubbles themselves visually unite the Coca-Cola brand with the Olympic Games Rings.

REFRESHMENT BUBBLES / REVERSED TO WHITE

REFRESHMENT BUBBLES / COKE DARK RED

Elements: Active Living Silhouettes

Active Living Silhouettes celebrate the casual playfulness of an active lifestyle through shaded forms performing amateur sporting activities. The Silhouettes are used in connection with the Refreshment Bubbles to further reinforce the image of a fun, fresh mode of living in the spirit of the Games. They should appear in all layouts, in combinations of two or more, with two to three Silhouettes being optimal.

Elements: Messaging Rocks

Messaging Rocks are designed to be consistent with the Coke VIS and the Vancouver Look of the Games. These shapes, which include the Maple Leaf form, are used to contain promotional messages, pricing and headlines. The rock shapes can be modified and stacked to accommodate a variety of messaging formats. A variety of background patterns, textures and colors can be used in the rock shapes depending on the desired effect and background colors upon which the Messaging Rocks are applied.

Elements: Photography

Photography is used almost exclusively in Point-of-Sale executions.

Photography showing people should be warmly lit and full of sunshine. The people should be friendly and happy, and feel like real people, not models. Take care that the people are ethnically diverse. The overall feeling conveyed by the people in the photograph should be positive, uplifting, confident and natural.

When people are shown with the product they should be interacting with or holding it, as if they are taking a break to enjoy the refreshment of a Coke.

Photography depicting primarily product must be limited to the two options shown here—an Impulse Zone image that celebrates the Coca-Cola bottle form and refreshing qualities, and the Destination Zone images shown here, which evoke "choice."

Elements: Color Palette

COKE RED

Pantone® Coke Red

CMYK: **C4 M100 Y95 K0**
RGB: **R228 G30 B42**
HEX: **#E41E2A**

WHITE

C0 M0 Y0 K0
R0 G0 B0
#FFFFFF

BLACK GRADIENT 100%K → 0%K

The Coca-Cola Vancouver 2010 Olympic Winter Games Visual Identity System is meant to be printed primarily in 4-color CMYK.

Coke Red and White should be dominant.

Go Canada! ----------- **3°**

Go Canada! ----------- **3°**

The John Sans Heavy family should be used for headlines and other top-level type. Tilt all headlines 3° to add dynamic interest and cohesion across executions.

Optionally, Din Regular, Italic, Bold and Bold Italic may be used for body copy. Cooper Black may be used for pricing.

Details for obtaining these fonts can be found on page 101.

FOR HEADLINES AND OTHER TEXT

John Sans Heavy Regular

John Sans Heavy Bold

FOR BODY COPY

Din Regular

Din Italic

Din Bold

Din Bold Italic

FOR PRICING (OPTIONAL)

Cooper Black

Layouts

This section illustrates how the Coca-Cola Vancouver 2010 Olympic Winter Games Visual Identity System Elements can be brought together in a diverse, creative, yet controlled way to communicate across executions. Use of the simple, consistent Coca-Cola Vancouver 2010 Olympic Winter Games Visual Identity System can create nearly infinite variations on the same visual theme.

There are many execution formats that need to be considered to ensure creativity, consistency and clarity.

WORLDWIDE PARTNER

Layouts: Format Inspiration

Executions

This section shows Ready-to-Use Executions provided for use as-is or with minor modification to adapt for different size variations.

Executions: Packaging / Cans

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

Executions: Banners

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.   CONFIDENTIAL—FOR INTERNAL USE ONLY
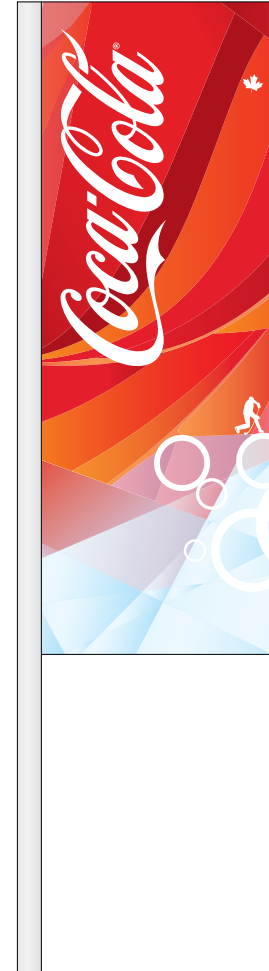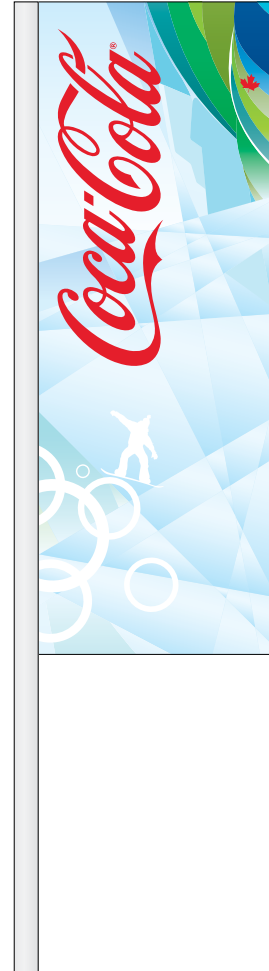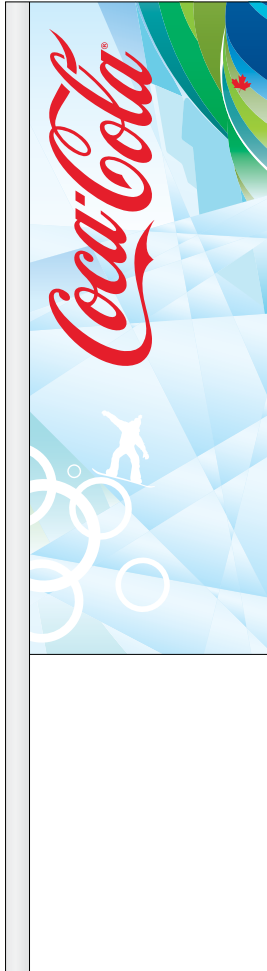
Executions: Vending Machines

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

Executions: Cooler Sticker

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

Executions: Shelf Talker

3
for
$3

headline
about choice.

WORLDWIDE PARTNER

3
for
$3

headline
about choice.

WORLDWIDE PARTNER

Executions: Signage

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.
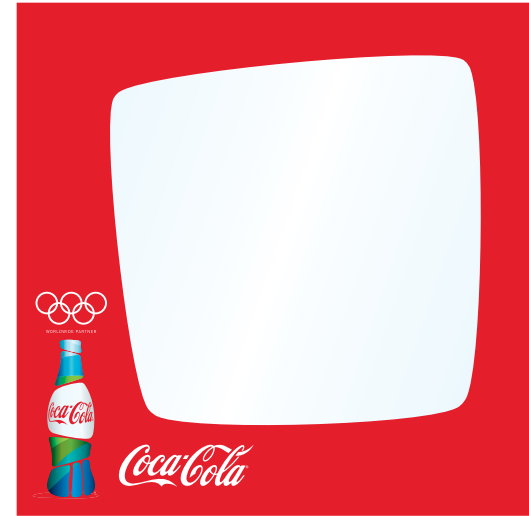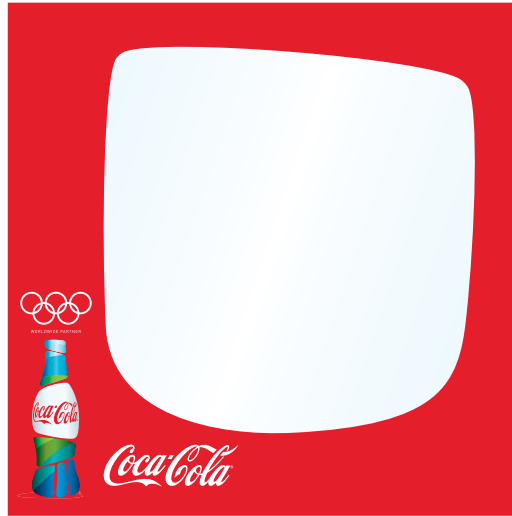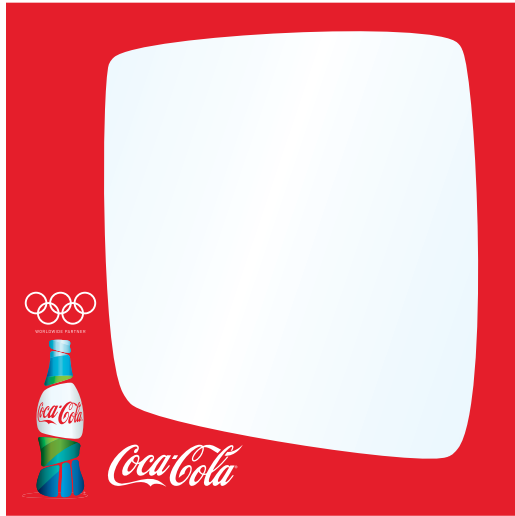
Executions: Barrel Cooler

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

Executions: Point-of-Sale Zones (Graphic Direction)

POS executions are divided into Zones that have different functions in driving the consumer toward choosing a Coke. Samples of POS executions for each Zone are shown here.

This photography is FPO.
The headlines on this POS are for inspiration only. Please have all headlines approved through your local legal counsel.

COMPOSITE   DISK

PRODUCT PHOTOGRAPHY   DISK

PRODUCT PHOTOGRAPHY

MESSAGING ROCKS

ZONE 1
TRANSITION

HEADLINE

ZONE 2
IMPULSE

OLYMPIC GAMES LOGO OR OLYMPIC GAMES COMPOSITE

ZONE 3
DESTINATION

OLYMPIC GAMES LOGO OR OLYMPIC GAMES COMPOSITE

The Transition Zone has an iconic feel and is used to introduce occassion-based marketing.

Impulse Zone graphics use big, classic bottle images and ice to reinforce refreshment cues.

Choice Zone graphics always contain both a specific product (Coke, Diet Coke or Coke Zero), as well as a subtle "human" element.

POS executions are divided into Zones that have different functions in driving the consumer toward choosing a Coke. Samples of POS executions for each Zone are shown here.

This photography is FPO.
The headlines on this POS are for inspiration only. Please have all headlines approved through your local legal counsel.

HEADLINE · COMPOSITE · DISK · OLYMPIC GAMES LOGO OR OLYMPIC GAMES COMPOSITE · LIFESTYLE PHOTOGRAPHY

ZONE 1 TRANSITION

DISK · PROMOTION AREA · OLYMPIC GAMES LOGO OR OLYMPIC GAMES COMPOSITE · LIFESTYLE PHOTOGRAPHY

ZONE 2 IMPULSE

PRODUCT PHOTOGRAPHY · MESSAGING ROCKS · OLYMPIC GAMES LOGO OR OLYMPIC GAMES COMPOSITE

ZONE 3 DESTINATION

POS Transition Zone graphics include multiple persons in environment and are presented in a wider, more expansive crop.

POS Impulse Zone graphics crop people photography to show heads and shoulders, and present Coke drinkers in a way that make evident their interaction with the product.

POS Choice Zone graphics are zoomed or cropped in very tightly, directly showing product in the human hand.

Executions: Umbrella, Table & Chair

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

Executions: Umbrella, Table & Chair

TITLE SLIDE

ALL DESIGNS MUST BE SUBMITTED TO VANOC & THE IOC FOR APPROVAL.

TEXT SLIDE