

# Products

The Coca-Cola Vancouver 2010 Olympic Winter Games Visual Identity System extends into a series of Coke Olympic Games Products—highly desirable, high-visual-impact items for giveaway and promotions that utilize the VIS.

*All final pieces must be submitted for final approval. Please note that prizes must be from Olympic Games sponsors, or unbranded.*



WORLDWIDE PARTNER



# Products: Pins



# Products: Messenger Bag

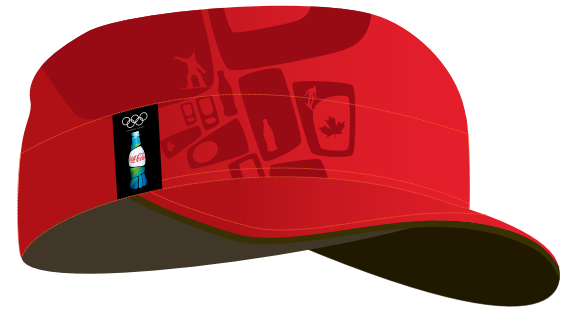
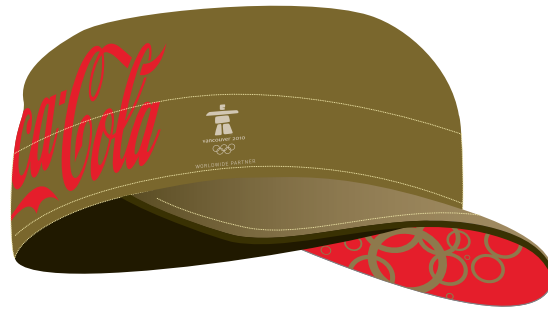


# Products: Messenger Bag





# Products: Caps



# Products: Cups



# Products: Fleece



# Products: Fleece



# Products: Fleece



# Products: Keyrings



# Products: Mobile Phone Straps



# Products: Mousepad

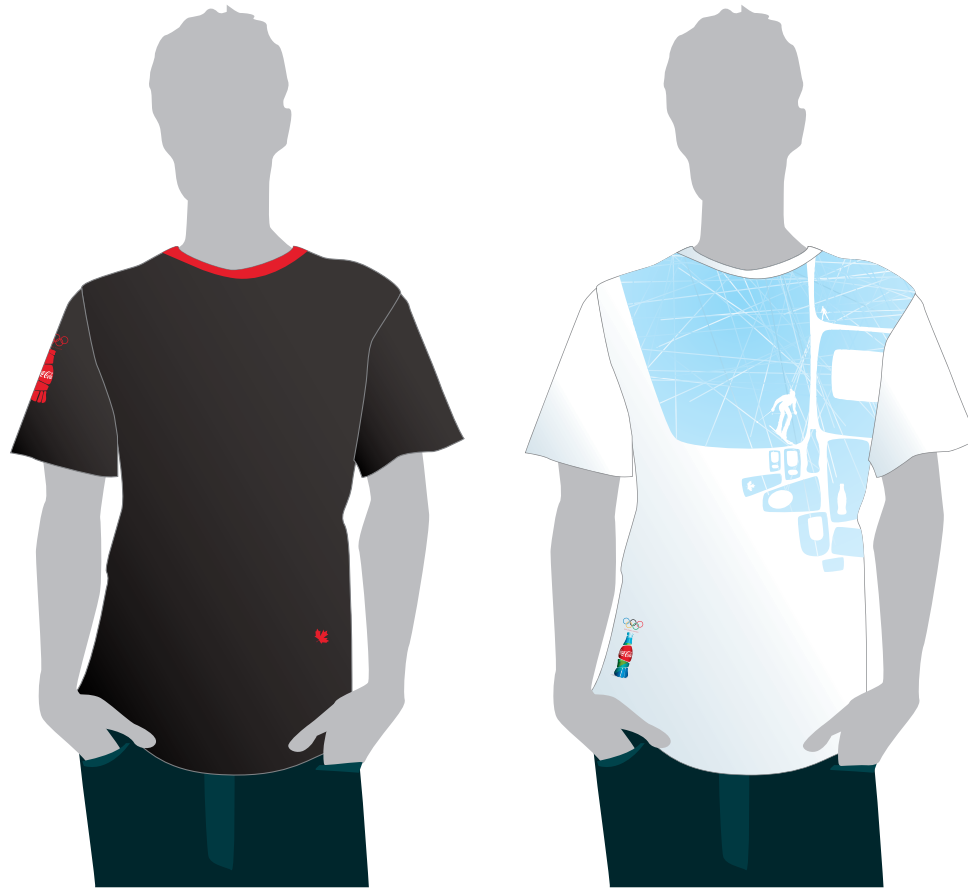




# Products: Shirts



# Products: Shirts



# Products: Umbrella



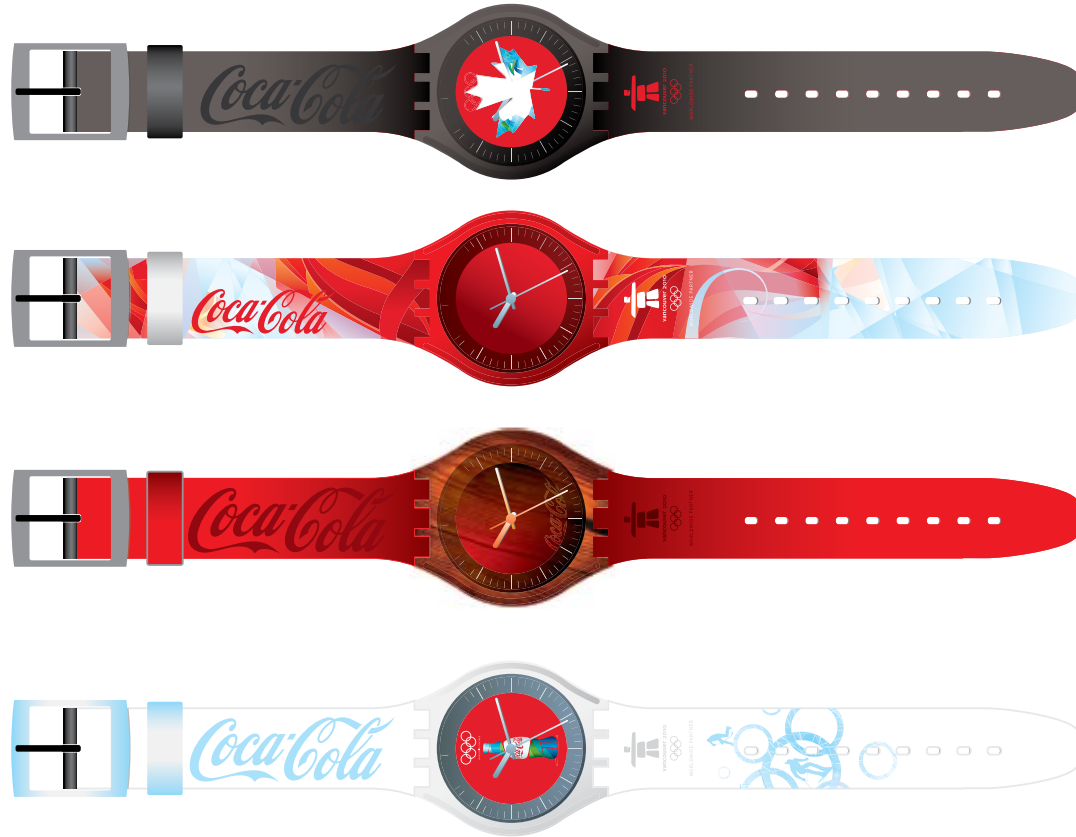
# Products: Umbrella



# Products: Umbrella



# Products: Watches



# Artwork Files



# Artwork Files: Primary Global Composite Logos

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



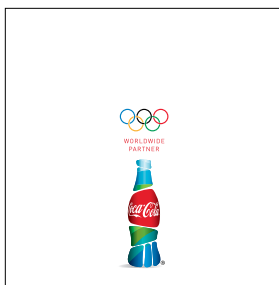
**Primary Composite Global:**  
Games

pcg\_gl\_4c.eps



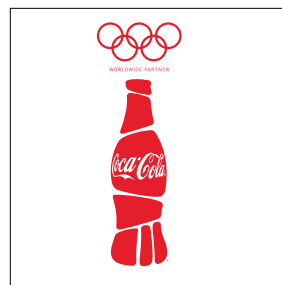
**Primary Composite Global:**  
Games for Coke Red background

pcg\_gl\_4c\_redbkgd.eps



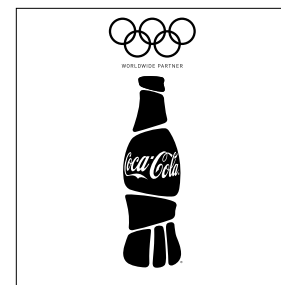
**Reduced Size Primary Composite Global:** Games

pcg\_gl\_sm\_4c.eps



**Primary Composite Global:**  
1-color Red

pcg\_gl\_1c\_K0red.eps



**Primary Composite Global:**  
1-color Black

pcg\_gl\_1c\_K.eps



**Primary Composite Global:**  
1-color White for Coke Red background

pcg\_gl\_1c\_w.eps



**Reduced Size Primary Composite Global:** 1-color Red

pcg\_gl\_sm\_1c\_r.eps



**Reduced Size Primary Composite Global:** 1-color Black

pcg\_gl\_sm\_1c\_k.eps



**Reduced Size Primary Composite Global:** 1-color White

pcg\_gl\_sm\_1c\_w.eps





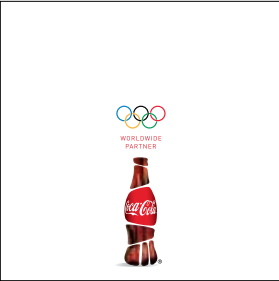
# Artwork Files: Primary Global Composites—Beverage

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Primary Composite Global:**  
Beverage Version

pcb\_gl.eps



**Reduced Size Primary Composite Global:** Beverage Version

pcb\_gl\_sm\_4c.eps

# Artwork Files: Primary Vancouver Composites—Bilingual

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Primary Canada Composite:**  
Games

pcg\_ca\_4c.eps



**Primary Canada Composite:**  
Games for Coke Red background

pcg\_ca\_4c\_redbgd.eps



**Secondary Canada Composite:**  
Games

pcg\_ca\_2nd\_4c.eps



**Secondary Canada Composite:**  
Games for Coke Red background

pcg\_ca\_2nd\_4c\_redbgd.eps



**Secondary Canada Composite:**  
Beverage

pcb\_ca.eps



**Secondary Canada Composite:**  
1-color Red

pcg\_ca\_1c\_K0red.eps



**Secondary Canada Composite:**  
1-color Black

pcg\_ca\_1c\_K.eps



**Secondary Canada Composite:**  
1-color white for Coke Red background

pcg\_ca\_1c\_w.eps



**Reduced Size Primary Canada Composite:** Games, Bilingual

pcg\_ca\_bi\_sm\_4c.eps



**Reduced Size Primary Canada Composite:** Beverage, Bilingual

pcb\_ca\_bi\_sm\_4c.eps



**Reduced Size Primary Canada Composite:** Bilingual, 1-color Red

pcg\_ca\_bi\_sm\_1c\_r.eps



**Reduced Size Primary Canada Composite:** Bilingual, 1-color Black

pcg\_ca\_bi\_sm\_1c\_k.eps



# Artwork Files: Primary Vancouver Composites—English

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Primary Canada Composite:**  
Games, English

pcg\_ca\_en\_4c.eps



**Primary Canada Composite:**  
Games, English for Coke Red  
background

pcg\_ca\_en\_redbkgd.eps



**Primary Canada Composite:**  
Beverage, English

pcb\_ca\_en.eps



**Reduced Size Primary Canada  
Composite:** Games, English

pcg\_ca\_en\_sm\_4c.eps



**Reduced Size Primary Canada  
Composite:** Beverage, English

pcb\_ca\_en\_sm\_4c.eps



**Primary Canada Composite:**  
English, 1-color Red

pcg\_ca\_en\_1c\_K0red.eps



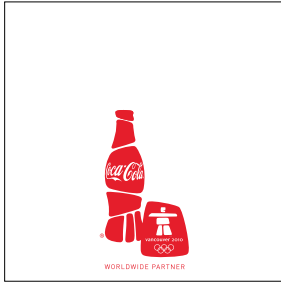
**Primary Canada Composite:**  
English, 1-color Black

pcg\_ca\_en\_1c\_K.eps



**Primary Canada Composite:** ,  
English, 1-color White for Coke  
Red background

pcg\_ca\_en\_1c\_w.eps



**Reduced Size Primary Canada  
Composite:** English, 1-color Red

pcg\_ca\_en\_sm\_1c\_r.eps



**Reduced Size Primary Canada  
Composite:** English, 1-color  
Black

pcg\_ca\_en\_sm\_1c\_k.eps



# Artwork Files: Secondary Canada Composites—Bilingual / Curved\*

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Secondary Canada Composite:**  
Version 1, Bilingual  
cl\_2nd\_c1\_bi.eps



**Secondary Canada Composite:**  
Version 2, Bilingual  
cl\_2nd\_c2\_bi.eps



**Secondary Canada Composite:**  
Version 3, Bilingual  
cl\_2nd\_c3\_bi.eps



**Secondary Canada Composite:**  
Version 1, Bilingual for Coke Red  
background  
cl\_2nd\_c1\_bi\_red.eps



**Secondary Canada Composite:**  
Version 2, Bilingual for Coke Red  
background  
cl\_2nd\_c2\_bi\_red.eps



**Secondary Canada Composite:**  
Version 3, Bilingual for Coke Red  
background  
cl\_2nd\_c3\_bi\_red.eps



**Secondary Canada Composite:**  
1-color Black Version 1, Bilingual  
cl\_2nd\_c1\_bi\_1cK.eps



**Secondary Canada Composite:**  
1-color Black Version 2, Bilingual  
cl\_2nd\_c2\_bi\_1cK.eps



**Secondary Canada Composite:**  
1-color Black Version 3, Bilingual  
cl\_2nd\_c3\_bi\_1cK.eps



**Secondary Canada Composite:**  
1-color Coke Red Version 1,  
Bilingual  
cl\_2nd\_c1\_bi\_1cR.eps



**Secondary Canada Composite:**  
1-color Coke Red Version 2,  
Bilingual  
cl\_2nd\_c2\_bi\_1cR.eps



**Secondary Canada Composite:**  
1-color Coke Red Version 3,  
Bilingual  
cl\_2nd\_c3\_bi\_1cR.eps



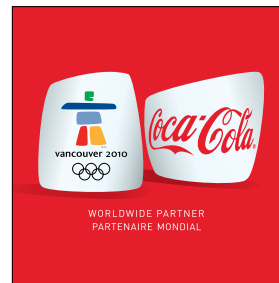
**Secondary Canada Composite**  
**Horizontal: Designation Internal**  
cl\_2nd\_hor\_int.eps



**Secondary Canada Composite**  
**Horizontal: Designation Internal**  
for Coke Red background  
cl\_2nd\_hor\_int\_red.eps



**Secondary Canada Composite**  
**Horizontal: Designation External**  
cl\_2nd\_hor\_ext.eps



**Secondary Canada Composite**  
**Horizontal: Designation External**  
for Coke Red background  
cl\_2nd\_hor\_ext\_red.eps



# Artwork Files: Secondary Canada Composites—Bilingual / Flat\*

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Secondary Canada Composite:**  
Version 1, Bilingual, Flat  
Logotype  
cl\_2nd\_c1\_bi\_fl.eps



**Secondary Canada Composite:**  
Version 2, Bilingual, Flat  
Logotype  
cl\_2nd\_c2\_bi\_fl.eps



**Secondary Canada Composite:**  
Version 3, Bilingual, Flat  
Logotype  
cl\_2nd\_c3\_bi\_fl.eps



**Secondary Canada Composite:**  
Version 1, Bilingual for Coke Red  
background, Flat Logotype  
cl\_2nd\_c1\_bi\_fl\_red.eps



**Secondary Canada Composite:**  
Version 2, Bilingual for Coke Red  
background, Flat Logotype  
cl\_2nd\_c2\_bi\_fl\_red.eps



**Secondary Canada Composite:**  
Version 3, Bilingual for Coke Red  
background, Flat Logotype  
cl\_2nd\_c3\_bi\_fl\_red.eps



**Secondary Canada Composite:**  
1-color Black Version 1, Bilingual,  
Flat Logotype  
cl\_2nd\_c1\_bi\_fl\_1cK.eps



**Secondary Canada Composite:**  
1-color Black Version 2, Bilingual,  
Flat Logotype  
cl\_2nd\_c2\_bi\_fl\_1cK.eps



**Secondary Canada Composite:**  
1-color Black Version 3, Bilingual,  
Flat Logotype  
cl\_2nd\_c3\_bi\_fl\_1cK.eps



**Secondary Canada Composite:**  
1-color Coke Red Version 1,  
Bilingual, Flat Logotype  
cl\_2nd\_c1\_bi\_fl\_1cR.eps



**Secondary Canada Composite:**  
1-color Coke Red Version 2,  
Bilingual, Flat Logotype  
cl\_2nd\_c2\_bi\_fl\_1cR.eps



**Secondary Canada Composite:**  
1-color Coke Red Version 3,  
Bilingual, Flat Logotype  
cl\_2nd\_c3\_bi\_fl\_1cR.eps



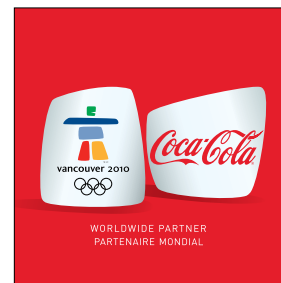
**Secondary Canada Composite  
Horizontal:** Designation Internal,  
Flat Logotype  
cl\_2nd\_hor\_int\_fl.eps



**Secondary Canada Composite  
Horizontal:** Designation Internal  
for Coke Red background, Flat  
Logotype  
cl\_2nd\_hor\_int\_fl\_red.eps



**Secondary Canada Composite  
Horizontal:** Designation External,  
Flat Logotype  
cl\_2nd\_hor\_ext\_fl.eps



**Secondary Canada Composite  
Horizontal:** Designation External  
for Coke Red background, Flat  
Logotype  
cl\_2nd\_hor\_ext\_fl\_red.eps



# Artwork Files: Secondary Canada Composites—English / Curved

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Secondary Canada Composite:**  
Version 1

cl\_2nd\_c1.eps



**Secondary Canada Composite:**  
Version 2

cl\_2nd\_c2.eps



**Secondary Canada Composite:**  
Version 3

cl\_2nd\_c3.eps



**Secondary Canada Composite:**  
Version 1 (for Coke Red background)

cl\_2nd\_c1\_red.eps



**Secondary Canada Composite:**  
Version 2 (for Coke Red background)

cl\_2nd\_c2\_red.eps



**Secondary Canada Composite:**  
Version 3 (for Coke Red background)

cl\_2nd\_c3\_red.eps



**Secondary Canada Composite:**  
Version 1 / 1 Color (Black)

cl\_2nd\_c1\_1cK.eps



**Secondary Canada Composite:**  
Version 2 / 1 Color (Black)

cl\_2nd\_c2\_1cK.eps



**Secondary Canada Composite:**  
Version 3 / 1 Color (Black)

cl\_2nd\_c3\_1cK.eps



**Secondary Canada Composite:**  
Version 1 / 1 Color (Coke Red)

cl\_2nd\_c1\_1cR.eps



**Secondary Canada Composite:**  
Version 2 / 1 Color (Coke Red)

cl\_2nd\_c2\_1cR.eps



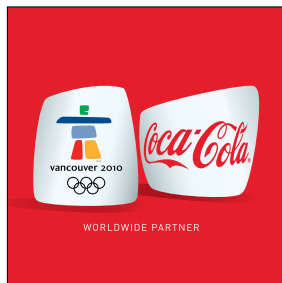
**Secondary Canada Composite:**  
Version 3 / 1 Color (Coke Red)

cl\_2nd\_c3\_1cR.eps



**Secondary Canada Composite:**  
Horizontal, External Designation

cl\_2nd\_en\_h\_ext.eps



**Secondary Canada Composite:**  
Horizontal, External Designation  
for Coke Red background

cl\_2nd\_en\_h\_ext\_red.eps



**Secondary Canada Composite:**  
Horizontal, Internal Designation

cl\_2nd\_en\_int\_h.eps



**Secondary Canada Composite:**  
Horizontal, Internal Designation  
for Coke Red background

cl\_2nd\_en\_h\_int\_red.eps



# Artwork Files: Olympic Games Open Happiness

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



Open Happiness Global

oh\_gl.eps



Open Happiness Global

oh\_ca.eps



Open Happiness Global

oh\_otr.eps



# Artwork Files: Primary Games Vancouver 2010 Olympic Torch Relay

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Primary Olympic Torch Relay (OTR) Composite:** Designation External  
pcg\_otr\_des\_ext.eps



**Primary Olympic Torch Relay (OTR) Composite:** Designation Internal  
pcg\_otr\_des\_int.eps



**Primary Olympic Torch Relay (OTR) Composite:** Beverage, Designation External  
pcb\_otr\_des\_ext.eps



**Primary Olympic Torch Relay (OTR) Composite:** Beverage, Designation Internal  
pcb\_otr\_des\_int.eps



**OTR Secondary Composite:** Version 1, Curved Logotype  
otr\_cl\_2nd\_c1\_curv.eps



**OTR Secondary Composite:** Version 1, Flat Logotype  
otr\_cl\_2nd\_c1\_flat.eps



**OTR Secondary Composite:** Version 2, Curved Logotype  
otr\_cl\_2nd\_c2\_curv.eps



**OTR Secondary Composite:** Version 2, Flat Logotype  
otr\_cl\_2nd\_c2\_flat.eps



**OTR Secondary Composite:** Version 3, Curved Logotype  
otr\_cl\_2nd\_c3\_curv.eps



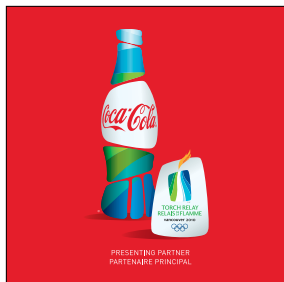
**OTR Secondary Composite:** Version 3, Flat Logotype  
otr\_cl\_2nd\_c3\_flat.eps



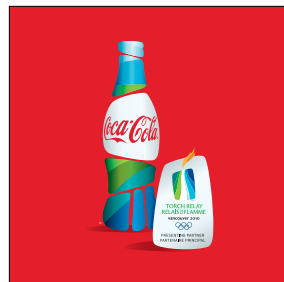
**OTR Secondary Composite:** Version 4, Curved Logotype  
otr\_cl\_2nd\_c4\_curv.eps



**OTR Secondary Composite:** Version 4, Flat Logotype  
otr\_cl\_2nd\_c4\_flat.eps



**Primary Olympic Torch Relay (OTR) Composite:** Designation External for Coke Red background  
pcg\_otr\_des\_ext\_red.eps



**Primary Olympic Torch Relay (OTR) Composite:** Designation Internal for Coke Red background  
pcg\_otr\_des\_int\_red.eps



**Primary Olympic Torch Relay (OTR) Composite:** Designation External, REDUCED SIZE  
pcg\_otr\_bi\_sm\_4c.eps





# Artwork Files: Composite Logos/Embroidery

COMPOSITE LOGOS ARE CMYK UNLESS INDICATED AS FLAT →



**Embroidery:** Horizontal + Bubbles + Federal Registration Symbol ("Circle-R") for White background

emb\_rb\_reg\_Wbkgd.eps



**Embroidery:** Horizontal + Bubbles for White background

emb\_rb\_Wbkgd.eps



**Embroidery:** Horizontal + Federal Registration Symbol ("Circle-R") for dark background

emb\_hor\_reg\_Dkbgkd.eps



**Embroidery:** Horizontal for dark background

emb\_hor\_Dkbgkd.eps



**Embroidery:** Horizontal + Bubbles + Federal Registration Symbol ("Circle-R") for dark background

emb\_rb\_reg\_Dkbgkd.eps



**Embroidery:** Horizontal + Bubbles for dark background

emb\_rb\_Dkbgkd.eps



**Embroidery:** Horizontal + Federal Registration Symbol ("Circle-R") for White background

emb\_hor\_reg\_Wbkgd.eps



**Embroidery:** Horizontal for White background

emb\_hor\_Wbkgd.eps



# Artwork Files: Elements



**Corner Lockup:** Primary Composite Games + Beverage Ice

cl\_pcg\_bev\_gl.eps



**Corner Lockup:** Primary Composite Beverage + Beverage Ice (for Coke Red background)

cl\_pcg\_bev\_gl\_KORED.eps



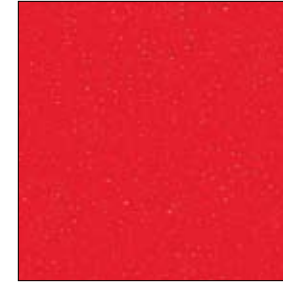
**Corner Lockup:** Primary Canada Composite + Sport Ice

cl\_pcg\_ca.eps



**Corner Lockup:** Primary Canada Composite + Sport Ice (for Coke Red background)

cl\_pcg\_ca\_KORED.eps



**Backgrounds:** Coke Red Condensation / Large

bkgd\_condensation\_l.tif



**Backgrounds:** Coke Red Condensation / Medium

bkgd\_condensation\_m.tif



**Backgrounds:** Coke Red Condensation / Small

bkgd\_condensation\_s.tif



**Backgrounds:** Ice Crystal (Left / Top)

bkgd\_crys\_l.eps



**Backgrounds:** Ice Crystal (Right / Bottom)

bkgd\_crys\_rt.eps



**Backgrounds:** Sport Ice (Left / Top)

bkgd\_sport\_l.eps



**Backgrounds:** Sport Ice (Right / Bottom)

bkgd\_sport\_rt.eps



**Backgrounds:** Beverage Ice (Left / Bottom)

bkgd\_bev\_l.eps



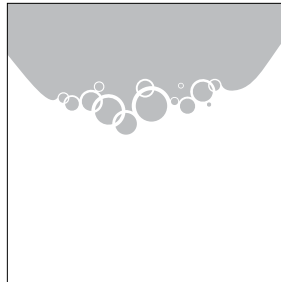
**Backgrounds:** Beverage Ice (Right / Bottom)

bkgd\_bev\_rt.eps



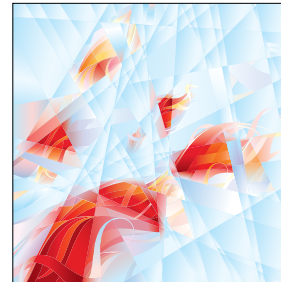
**Holding Shapes:** Maple Leaf

hs\_ml.eps



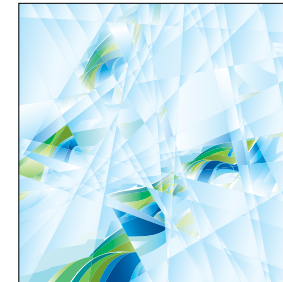
**Holding Shapes:** Refreshment Bubbles

hs\_rb.eps



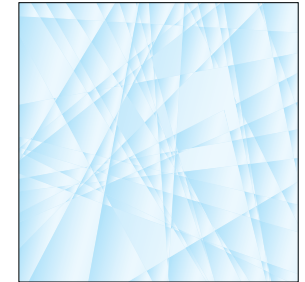
**Inserts:** Coke Crystal

insert\_K0crys.eps



**Inserts:** Games Crystal

insert\_Gcrys.eps

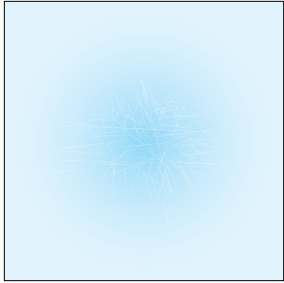


**Inserts:** Ice Crystal

insert\_crys.eps

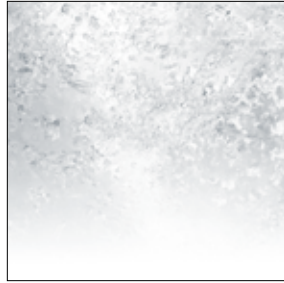


# Artwork Files: Elements



**Inserts:** Sport Ice

insert\_sport.eps



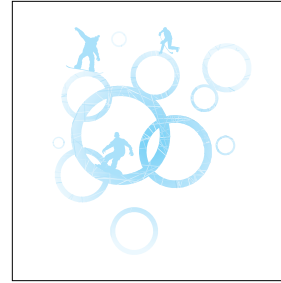
**Inserts:** Beverage Ice

insert\_bev.eps



**Refreshment Bubbles:** Full Color

rb\_color.eps



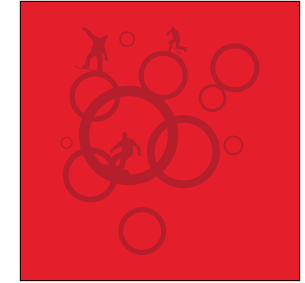
**Refreshment Bubbles:** Sport Ice

rb\_ice.eps



**Refreshment Bubbles:** Reverse for Coke Red background

rb\_w.eps



**Refreshment Bubbles:** Coke Dark Red for Coke Red background

rb\_dkko.eps



**Contour Bottle:** Rings Lockup / White Bottle

cb\_rings\_w.eps



**Contour Bottle:** Rings Lockup / Coke Red Bottle

cb\_rings\_K0red.eps



**Contour Bottle:** Photo Art

cb\_photo\_HI.eps



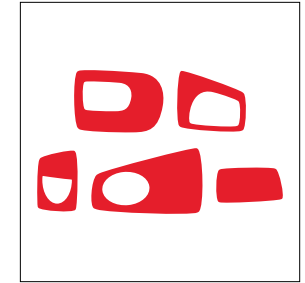
**Accent:** Maple Leaf / Coke Red

acc\_ml\_K0red.eps



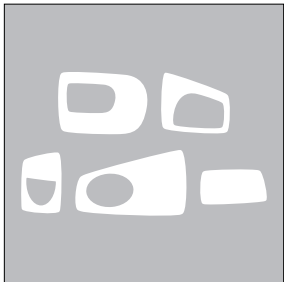
**Accent:** Maple Leaf / White

acc\_ml\_w.eps



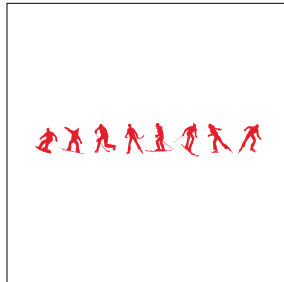
**Accent:** Smiling Rocks / Coke Red

acc\_sm\_K0red.eps



**Accent:** Smiling Rocks / White

acc\_sm\_w.eps



**Accent:** Active Living Silhouettes / Coke Red

Active\_Living\_ko.eps



**Accent:** Active Living Silhouettes / Reverse

Active\_Living\_w.eps



**Accent:** Messaging Rocks 1 / Sport Ice for Coke Red backgrounds

acc\_mrsi1\_K0red.eps



**Accent:** Messaging Rocks 1 / Sport Ice for White backgrounds

acc\_mrsi1\_w.eps



**Accent:** Messaging Rocks 1 / Coke Red for White backgrounds

acc\_mrsi1\_K0.eps



# Artwork Files: Elements



**Accent:** Messaging Rocks 2 / for  
Coke Red backgrounds

acc\_mrsi2\_KOred.eps



**Accent:** Messaging Rocks 2 / for  
White backgrounds

acc\_mrsi2\_w.eps



**Accent:** Messaging Rocks 3 /  
Striped for Coke Red back-  
grounds

acc\_mrsi3\_KOred.eps



**Accent:** Messaging Rocks 3 /  
Striped for White backgrounds

acc\_mrsi3\_w.eps



# Artwork Files: Executions



**Packaging / Cans:** Primary Composite Games\*

pkg\_CAN.eps (see Layer 1)



**Packaging / Cans:** Primary Composite Games White\*

pkg\_CAN.eps (see Layer 2)



**Packaging / Cans:** Primary Composite Games + Messaging Rock\*

pkg\_CAN.eps (see Layer 3)



**Packaging / Cans:** Primary Composite Games Reverse + Messaging Rock\*

pkg\_CAN.eps (see Layer 4)



**Packaging / Cans:** Primary OTR Composite\*

pkg\_CAN.eps (see Layer 5)



**Packaging / Cans:** Primary OTR Composite Reverse\*

pkg\_CAN.eps (see Layer 6)



**Packaging / Cans:** Primary Canada Reverse + White\*

pkg\_CAN.eps (see Layer 7)



**Packaging / Cans:** Primary Canada Composite Games\*

pkg\_CAN.eps (see Layer 8)



**Packaging:** Fridge Pack 01 / Primary Composite Games\*

01\_Fridgepack.eps



**Packaging:** Fridge Pack 01b / Primary Composite Games\*

01b\_Fridgepack.eps



**Packaging:** Fridge Pack 02 / Primary Composite Games\*

02\_Fridgepack.eps



**Packaging:** Fridge Pack 02b / Primary Canada Composite Games\*

02b\_Fridgepack.eps



**Packaging:** Fridge Pack 03 / Primary Composite Games + Tab 1\*

03\_Fridgepack.eps



**Packaging:** Fridge Pack 05 / Primary Composite Games + Tab 1b\*

03\_Fridgepack.eps (see layers)



**Packaging:** Fridge Pack 05 / Primary Composite Games + Tab 2\*

03\_Fridgepack.eps (see layers)



**Packaging:** Fridge Pack 05 / Primary Composite Games + Tab 2b\*

03\_Fridgepack.eps (see layers)



**Packaging:** Fridge Pack 05 / Primary Composite Games + Tab 2b\*

03\_Fridgepack.eps (see layers)



**Packaging:** Fridge Pack 05 / Primary Composite Games + Tab 3\*

03\_Fridgepack.eps (see layers)



# Artwork Files: Executions



**Packaging:** PET Label 1\*

pkg\_PET.eps (see layers)



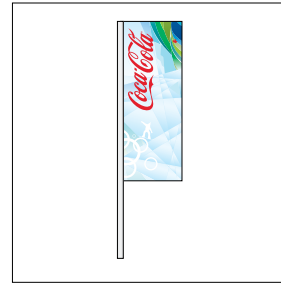
**Packaging:** PET Label 2\*

pkg\_PET.eps (see layers)



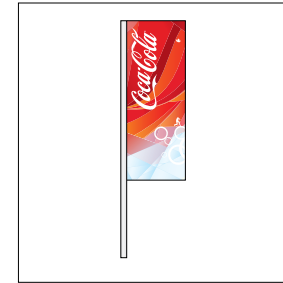
**Packaging:** PET Label 3\*

pkg\_PET.eps (see layers)



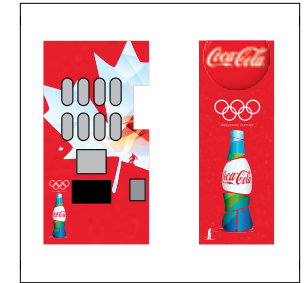
**Street Banner:** Games Crystal Insert with Refreshment Bubbles

banner\_Gcrys.eps



**Street Banner:** Coke Crystal Insert with Refreshment Bubbles

banner\_K0crys.eps



**Vending Machine:** Maple Leaf HS with Coke Crystal Insert + Primary Composite / Beverage vend\_ml\_K0crys\_pcg.eps



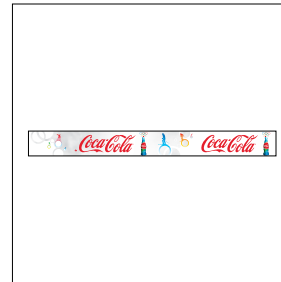
**Vending Machine:** Bubbles HS with Coke Crystal Insert + Primary Composite Games\* vend\_rb\_K0crys\_pcg.eps



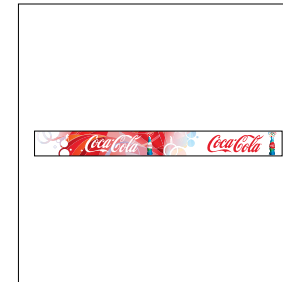
**Cooler Sticker:** Refreshment Bubbles + Primary Composite cooler\_rb\_pcg.eps



**Cooler Sticker:** Destination Zone + Messaging Rocks + Refreshment Bubbles cooler\_rb\_dz.eps



**Shelf Strip:** Refreshment Bubbles / Sport Ice + Primary Composite Games shelf\_strip\_sport\_ice\_pcg.eps



**Shelf Strip:** Refreshment Bubbles / Coke Crystal + Primary Composite Games shelf\_strip\_K0crys\_pcg.eps



**Shelf Talker:** Ice Crystal Insert\* shelf\_talker\_icecrys.eps



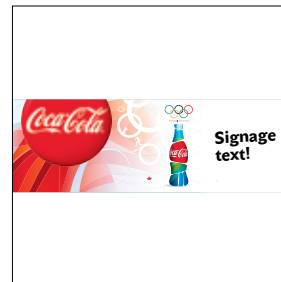
**Shelf Talker:** Refreshment Bubbles with Ice Crystal Insert + Dynamic Ribbon Device\* shelf\_talker\_rb.eps



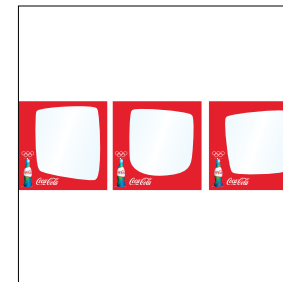
**Signage:** Primary Composite Games + Bubbles on Coke Red signage\_pcg\_K0red.eps



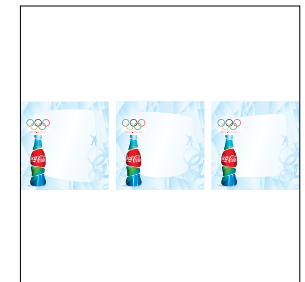
**Signage:** Primary Composite Games + Coke Crystal + Dynamic Ribbon Device signage\_pcg\_K0crys.eps



**Signage:** Primary Composite Games + Coke Crystal signage\_pcg\_K0crys\_drd.eps



**Window Border:** Primary Composite Games / Coke Red window\_border\_K0red\_pcg.eps



**Window Border:** Primary Composite Games / Ice Crystal window\_border\_crys\_pcg.eps

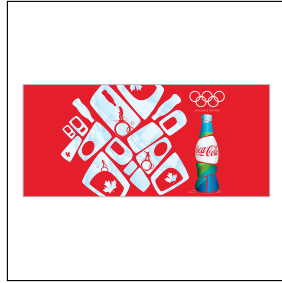


# Artwork Files: Executions



**Barrel Cooler:** Primary Composite Games + Coke Crystal

barrel\_cooler\_K0crys.eps



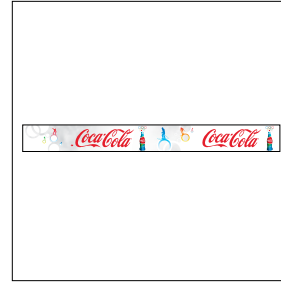
**Barrel Cooler:** Primary Composite Games + Smiling Rocks with Ice Crystal Insert

barrel\_cooler\_sm\_pcg.eps



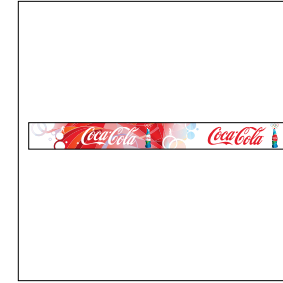
**Dangler:** Primary Composite Games + Smiling Rocks with Ice Crystal Insert

dangler\_sm\_pcg.eps



**Bunting:** Primary Composite Games + Refreshment Bubbles / Color

bunting\_rb\_pcg.eps



**Bunting:** Primary Composite Games + Coke Crystal

bunting\_K0crys.eps



**Point-of-Sale:** Transition Zone\*

01\_TransitionZone.ai



**Point-of-Sale:** Transition Zone\*

02\_TransitionZone.ai



**Point-of-Sale:** Transition Zone\*

03\_TransitionZone.ai



**Point-of-Sale:** Transition Zone\*

04\_TransitionZone.ai



**Point-of-Sale:** Transition Zone\*

05\_TransitionZone.ai



**Point-of-Sale:** Impulse Zone\*

01\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

02\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

03\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

04\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

05\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

06\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

07\_ImpulseZone.ai



**Point-of-Sale:** Impulse Zone\*

08\_ImpulseZone.ai





# Artwork Files: Executions



Point-of-Sale: Destination Zone\*



Point-of-Sale: Destination Zone\*



Point-of-Sale: Destination Zone\*



Point-of-Sale: Destination Zone\*



Point-of-Sale: Destination Zone\*



Point-of-Sale: Destination Zone\*

01\_DestinationZone.ai

01b\_DestinationZone.ai

01c\_DestinationZone.ai

02\_DestinationZone.ai

03\_DestinationZone.ai

04\_DestinationZone.ai



Point-of-Sale: Destination Zone\*



Point-of-Sale: Destination Zone\*



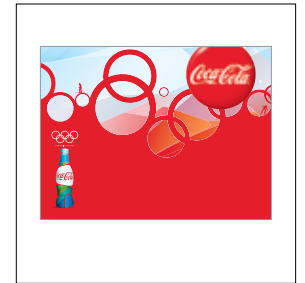
Point-of-Sale: Destination Zone\*



Umbrella, Table & Chair:  
Refreshment Bubbles



Umbrella, Table & Chair: Coke  
Crystal



PowerPoint Template: Title slide

05\_DestinationZone.ai

06\_DestinationZone.ai

07\_DestinationZone.ai

umbrella\_table\_rb.jpg

umbrella\_table\_K0crys.jpg

ppt\_title.eps



PowerPoint Template: Text slide

ppt\_text.eps



Layout Inspiration: Layout  
Inspiration 1

layout\_inspiration1.pdf



Layout Inspiration: Layout  
Inspiration 2

layout\_inspiration2.pdf





# Artwork Files: Products



**Pin:** Primary Composite Games

pin\_pcg.eps



**Pin:** Primary Canada Composite Metallic

pin\_pcg\_ml.eps



**Pin:** Secondary Composite + Beverage

pin\_cl\_2nd.eps



**Pin:** Secondary Composite

pin\_2nd.eps



**Messenger Bag :** Smiling Rocks

messengerbag\_sm.eps



**Messenger Bag:** Sport Ice

messengerbag\_sport.eps



**Cap:** Coke Crystal

cap\_K0crys.eps



**Cap:** Refreshment Bubbles

cap\_rb.eps



**Cap:** Smiling Rocks

cap\_sm.eps



**Cup:** Maple Leaf + Primary Composite Games

cup\_ml\_pcg.eps



**Cup:** Refreshment Bubbles / Color + Primary Composite Games

cup\_rb\_pcg.eps



**Cup:** Smiling Rocks + Primary Composite Games

cup\_sm.eps



**Fleece:** Refreshment Bubbles on Black

fleece\_rb\_K.eps



**Fleece:** Refreshment Bubbles on Red

fleece\_rb\_red.eps



**Fleece:** Smiling Rocks with Sport Ice Insert

fleece\_sm.eps



**Keyring:** Maple Leaf / Coke Ice / Primary Composite Games

keyring\_ml\_K0crys\_pcg.eps



**Keyring:** Primary Composite Games

keyring\_pcg\_4c.eps



**Keyring:** Primary Composite Games, 1-color Red

keyring\_K0red\_pcg\_flat.eps



# Artwork Files: Products



**Keyring:** Primary Canada Composite

keyring\_pcg\_ca\_4c.eps



**Keyring:** Primary Canada Composite / Metallic

keyring\_pcg\_ca\_ml.eps



**Keyring:** Primary Composite Games + Refreshment Bubbles / Metallic

keyring\_rb\_pcg\_1sided.eps



**Keyring:** Maple Leaf + Primary Composite Games / Metallic

keyring\_ml\_met\_pcg\_4c.eps



**Keyring:** Metallic Maple Leaf + Primary Composite Games (1-color)

keyring\_ml\_met\_pcg\_flat.eps



**Keyring:** Smiling Rocks

keyring\_sm.eps



**Keyring:** Refreshment Bubbles + Primary Composite Games / Metallic / 2-sided

keyring\_rb\_pcg\_2sided.eps



**Keyring:** Refreshment Bubbles + Primary Composite Games / Metallic / 2-sided

keyring\_rb\_pcg\_2sided.eps



**Keyring:** Primary Canada Composite / Flat

keyring\_pcg\_ca\_flat.eps



**Mobile Phone Strap:** Black

strap\_K.eps



**Mobile Phone Strap:** Coke Crystal

strap\_K0crys.eps



**Mobile Phone Strap:** Refreshment Bubbles in Coke Dark Red on Coke Red

strap\_rb\_K0red.eps



**Mobile Phone Strap:** Smiling Rocks

strap\_sm.eps



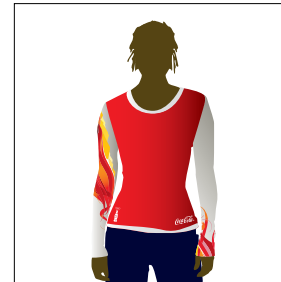
**Mousepad:** Smiling Rocks with Games Crystal Insert

mousepad\_sm\_gcrys.eps



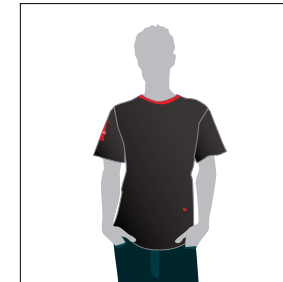
**Shirt / Long-Sleeve:** Refreshment Bubbles

shirt\_long\_rb.eps



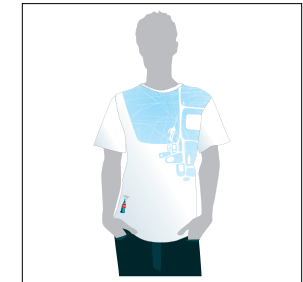
**Shirt / Long-Sleeve:** VANOC-inspired art in Coke Palette

shirt\_long\_van\_coke.eps



**Shirt / Short-Sleeve:** Black

shirt\_short\_K.eps



**Shirt / Short-Sleeve:** Smiling Rocks with Sport Ice Insert

shirt\_short\_sm.eps



# Artwork Files: Products



**Umbrella:** Smiling Rocks

umbrella\_sm.eps



**Umbrella:** Refreshment Bubbles

umbrella\_rb.eps



**Umbrella:** Coke Crystal

umbrella\_K0crys.eps



**Watch:** Black

watch\_black.eps



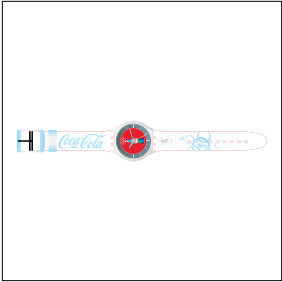
**Watch:** Coke Crystal

watch\_K0crys.eps



**Watch:** Coke Red

watch\_K0red.eps



**Watch:** White

watch\_white.eps



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