Fanta Visual Identity System

and Guidelines

v 1.0

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Copyright Notice
The copyright statement "© 2005 The Coca-Cola Company" should be shown on all applications where possible.
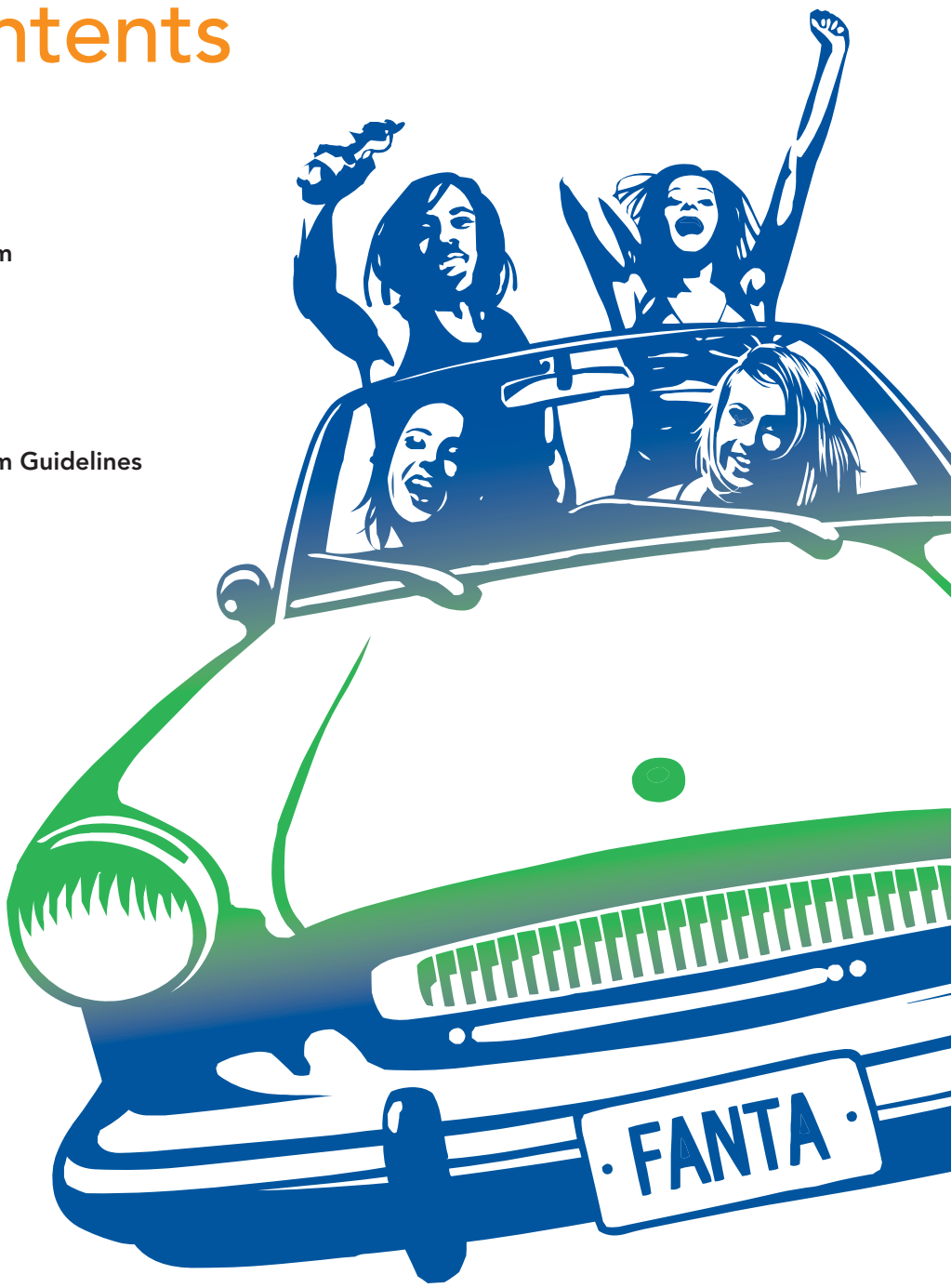
This is the Fanta Visual Identity System.

Created to ensure consistent and powerful Integrated Marketing Communications (IMC), this Visual Identity System (VIS) lets you quickly create dynamic Fanta communications anywhere in the world.

Think of it as a versatile set of building blocks you can assemble and combine to speak the visual language of Fanta — where each block has a unique purpose and together can express meaning greater than any one block alone.

Of course, market needs change over time. So you will also receive VIS updates periodically to ensure you always have the latest activation references and available materials on hand.

Table of contents

The Fanta Visual Identity System helps create activations that:

Drive brand strategy

By bringing Fanta strategies to life through Integrated Marketing Communications (IMC)

Build system scale

By guiding you to assets that can be shared efficiently across the Coca-Cola System

Inspire culture

By showing you how the right mix of elements can produce unforgettable, authentic and culturally inspiring communications

Brand strategy

Behind every great story, there's a great strategy. So no matter how we choose to tell the Fanta story, our brand strategy remains constant and alive. And because we understand the answers to the most important and brand-defining questions for Fanta, we can communicate the Fanta experience in words, design and action.

What is the business challenge?
Consumption frequency. We need to increase Fanta consumption frequency among teens and keep them in the franchise as they grow older. The goal is to continue to broaden the brand appeal from kids/tweens to teens and young adults.

What is it we want Fanta communication to do?
Further increase Fanta connection, credibility and relevance to teens and thus remove the kid's tag attached to the brand.

What is the competitive threat?
All other CSDs positioned against teens and young adults. Fanta's key competition is Orange and fruit-flavored CSDs. In the latter segment, Fanta mainly competes against B-brands (private labels, retailer brands, local brands). These brands compete based on price. In some markets, Fanta competes directly against branded propositions such as Orangina, Mirinda and Sunkist which may leverage local heritages.

Who are we talking to?
Teens 12 to 19. The primary target is the 17-year-old "gateway age" (both younger teens and young adults take their cues from that age). Teen years are all about experimentation as a means of forming one's own identity and beliefs. They seek things that are different and exciting. They long to discover life's full range of stimulating experiences in a world brimming with choice. Yet their natural self-consciousness makes them hesitate before actually diving into something new. Their reach extends their grasp, and their desires, strong as they may be, are often larger than their capacity to realize them. Their barriers are within… they are a function of their insecurity.

Brand personality

What is the Fanta brand philosophy?
Fanta believes the world is a fantastic place, full of possibilities! There is so much out there, why not make the most of it? One should explore and experience the sensations of life, seize every moment and live life fully.

What is the communication proposition?
Experience life under the influence of Fanta.

What is the role of the brand?
Encourages, inspires and tempts.

Why should they believe this?
Fanta bubbles with life. With its tantalizing bold, fresh, tangy fruity taste (Orange core), its bubbles and bright color(s), it is so vibrant and lively it inspires you to grab life with both hands.

What is the brand personality?
Exuberant, playful and free-spirited.

What are some other category references?
iPod, Mini, Puma, Vespa, Austin Powers

How do we describe Fanta?

EXUBERANT

Fanta is:	Fanta is not:
Vibrant	Frenzied
Lively	Hyperactive
Vivacious	Compulsive
Irrepressible	Extreme
Flirtatious	Vulgar

PLAYFUL

Fanta is:	Fanta is not:
Social	Lonely
Expressive	Hysterical
Cheerful	Fanatical
Mischievous	Nasty/Mean
Light-hearted	Obsessive
Carefree	Immature/Childish

FREE-SPIRITED

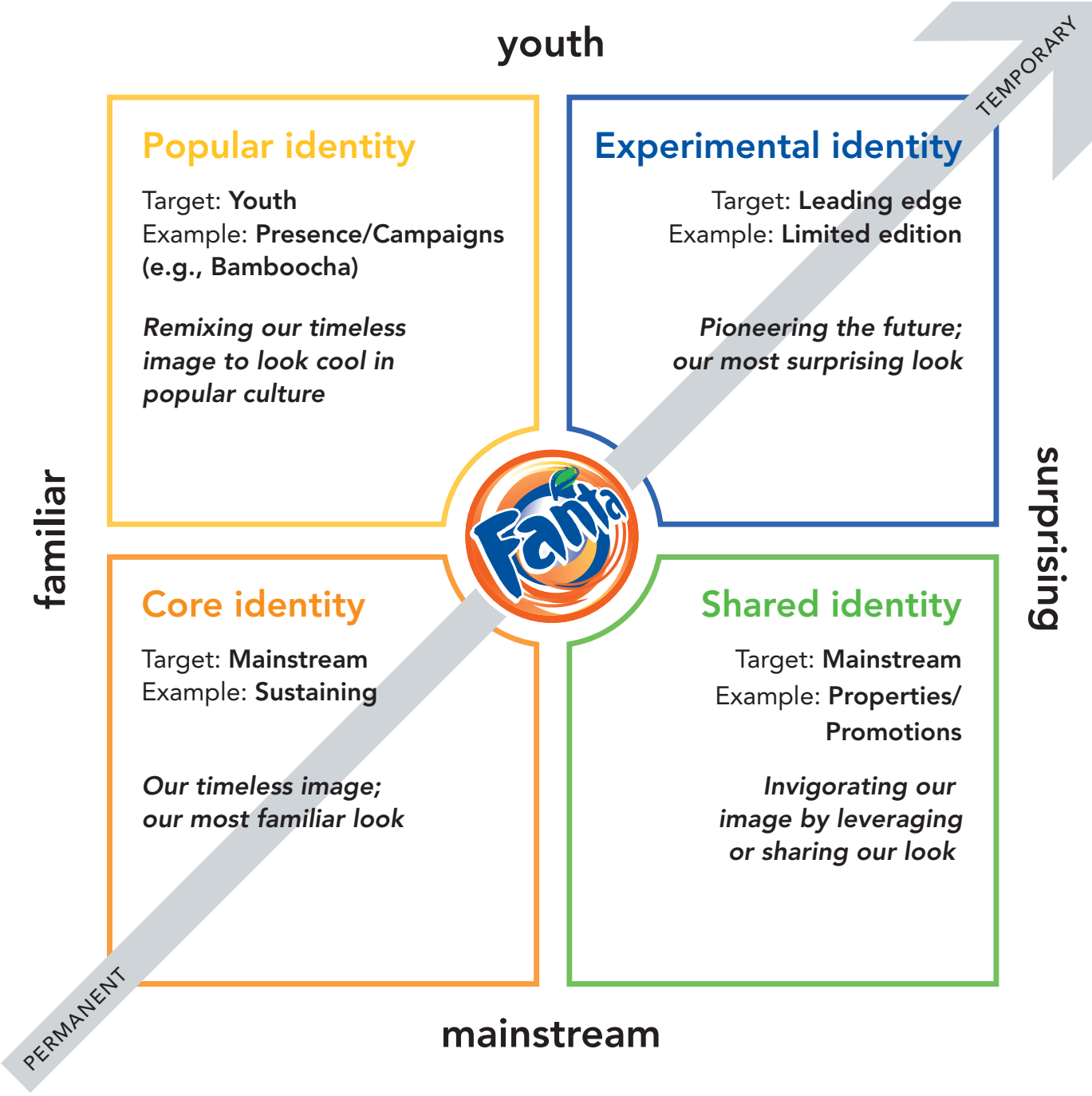| Fanta is:	Fanta is not:
Imaginative	Foolish/Childish
Experimental	Dangerous
Spontaneous	Out of control
Break from the usual	Break from the norms
Open to the world	Lacking personality
About fresh approach to life	About being naive

Every time a consumer interacts with our brand we have an opportunity to build equity and relevance. The Fanta Visual Identity System helps us make the most of every opportunity. It is the tool that helps us manage the Fanta visual identity (what it looks like) and helps us integrate communications to create a powerful Fanta experience.

Everything communicates. Everything is media.

Integrated Marketing Communications = Holistic Brand Experience

Fanta Visual Identity System

- Online
- Fountain
- Packaging
- Licensed Merchandise
- Point-of-sale
- Vending
- Advertising
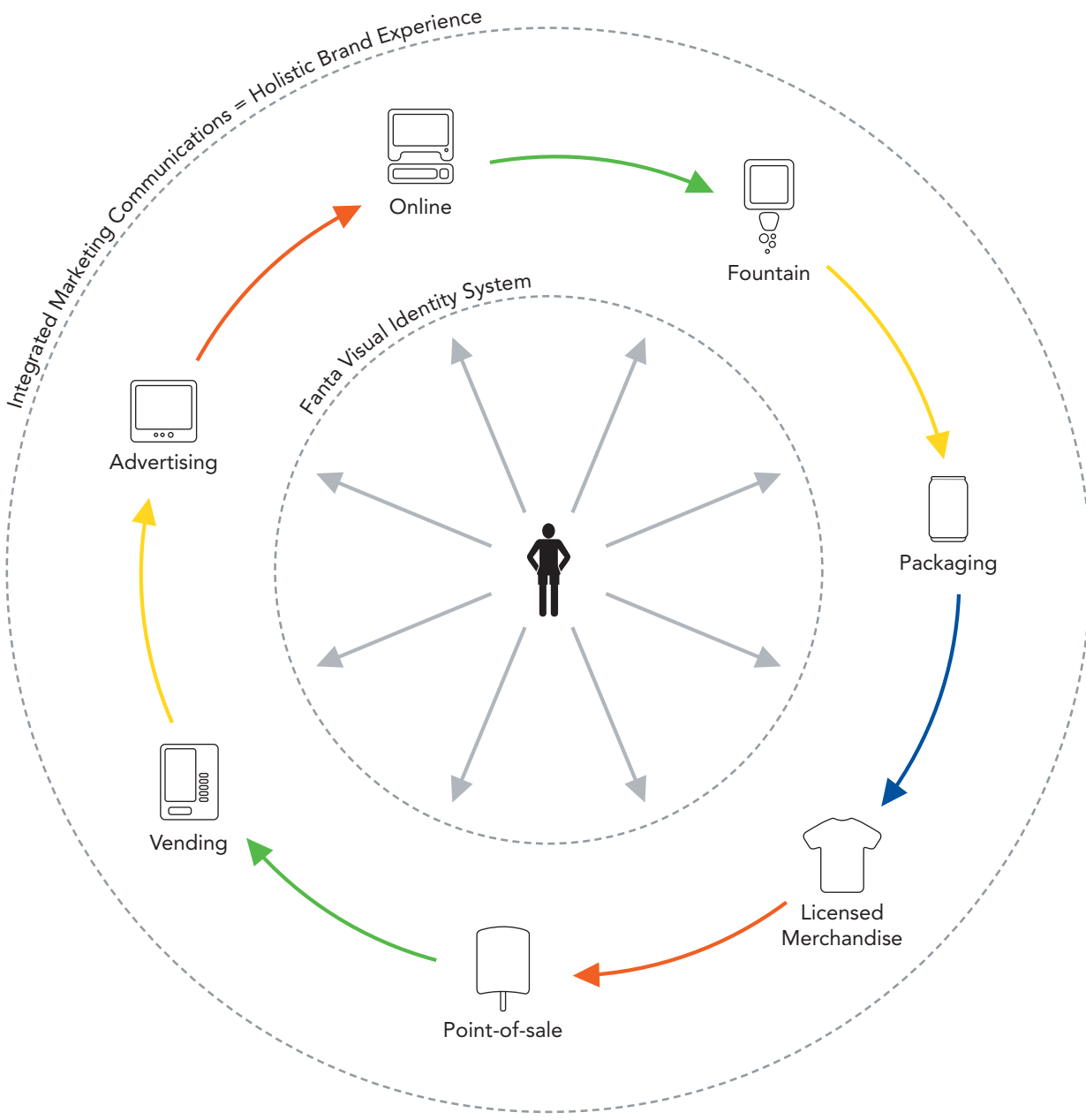
The VIS strategic framework is a guide to help identify the best combination of assets to use in creating a visual identity that is both familiar and surprising. It also enables us to market to both youth and mainstream consumers at the same time.

There are four activation quadrants to choose from.

youth

Popular identity

Target: **Youth**
Example: **Presence/Campaigns (e.g., Bamboocha)**

Remixing our timeless image to look cool in popular culture

Experimental identity

Target: **Leading edge**
Example: **Limited edition**

Pioneering the future; our most surprising look

TEMPORARY

familiar

surprising

Core identity

Target: **Mainstream**
Example: **Sustaining**

Our timeless image; our most familiar look

Shared identity

Target: **Mainstream**
Example: **Properties/Promotions**

Invigorating our image by leveraging or sharing our look

PERMANENT

mainstream

Each activation quadrant includes a complete set of elements and ready-to-use files appropriate for each identity.

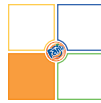# Each Fanta identity has a distinct personality and purpose.

youth

familiar

surprising

mainstream

Focus:

Mainstream — everyone from moms to teens (all inclusive)

Objective:

Familiar; our timeless image

Communications:

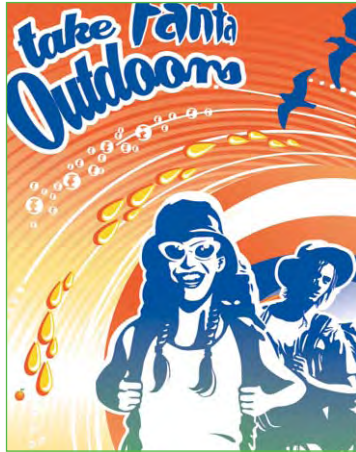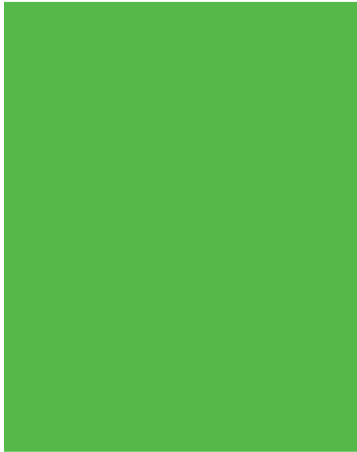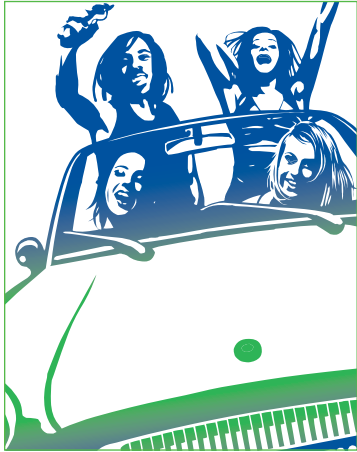Permanent, retail presence, licensing, vehicle, equipment, packaging

Identity:

Relies on the most familiar and universal elements of the Fanta visual language to create authentic connections

Longevity:

5 – 7 years

Focus:
Mainstream — relating to everyone

Objective:
Surprising; invigorating our image

Communications:
Properties, co-branding, customer promotions

Identity:
Reveals the invigorating, social side of Fanta by leveraging or sharing our look
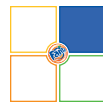
Longevity:
1– 3 years

Focus:
Youth, teens

Objective:
Familiar; remixing our image

Communications:
Global, campaigns, recurring programs, web, viral

Identity:
Communicates the cool look of Fanta that connects to a more provocative and adventurous teen lifestyle

Longevity:
1– 3 years

Focus:
Leading-edge teens and young adults

Objective:
Surprising; pioneering the future

Communications:
Temporary, limited editions, sampling, licensing, lifestyle

Identity:
A pioneering Fanta look and feel that connects to a more leading-edge, one-of-a-kind brand experience that is always exciting and influential

Longevity:
1 – 6 months

Now that you've chosen a quadrant, you can create an activation in one of two ways:

1 Create an activation with ready-to-use files.

2 Create your own custom activation.

Ready-to-use files are finished art files for immediate use intended to simplify the creation of activations that look and feel like Fanta.

Need something fast and easy?

Choose a ready-to-use file.
These files can be used as is or with minor modifications.
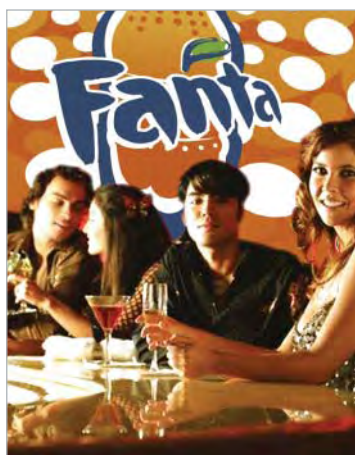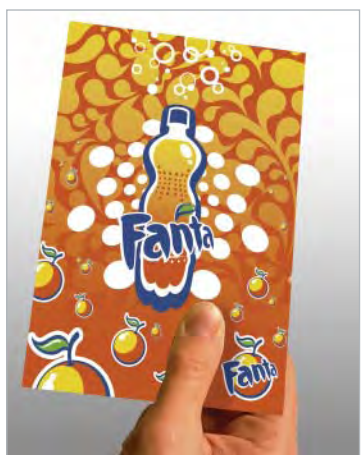
Lock-up 1 / Vertical

Barrel cooler

Translight

Pop bottle lock-up / Vertical

Bar translight

Postcard

VIS elements provided can be combined and customized to create locally relevant imagery that meet unique market situations or cultural requirements.
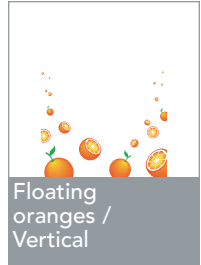
Do you need to create a custom activation?

Background gradient / Vertical

+

Swirl connector

+

Swirl + lock-up 1

+

Floating oranges / Vertical

=

Fanta logotype / Vertical

Please note: A cyan (blue) background (see above) is used in these guidelines to provide contrast for parts of art which are reversed (white). This background is not part of any art file in the Fanta Visual Identity System.

Universal elements

The always consistent and sustaining elements: the **Fanta logotype** and our primary color, **Fanta Orange**. All Fanta activations contain universal elements, and aren't Fanta without them.
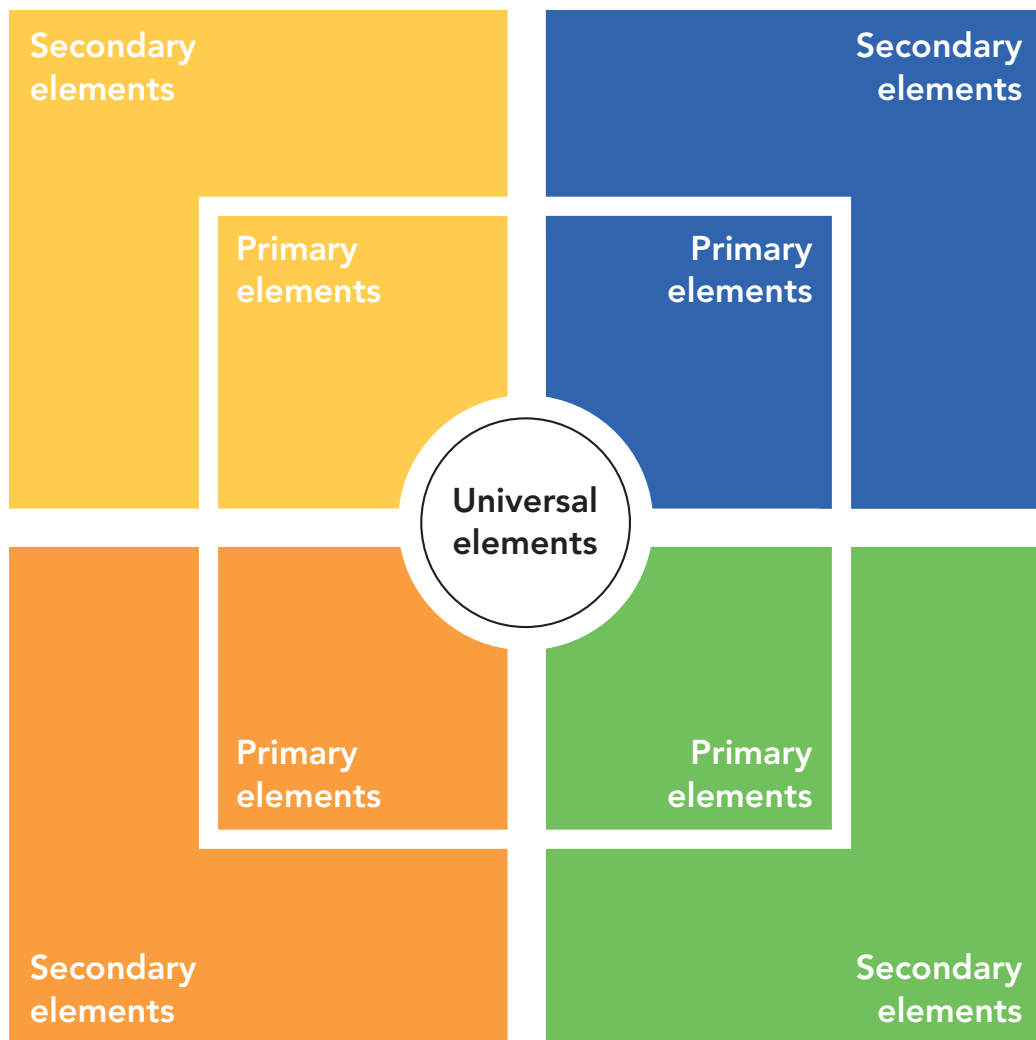
Primary elements

Elements customized for each activation opportunity — swirls, splash bottles, bubbles, and the remaining **Fanta color palette**. Use primary elements to make activations look and feel like Fanta.

Secondary elements

These elements are provided to add flexibility and to extend the range of possible activations. Secondary elements are not required and are not intended to be included in all activations.

Use Fanta building blocks to maintain visual consistency.

Secondary elements

Primary elements

Secondary elements

Primary elements

Universal elements

Primary elements

Secondary elements

Primary elements

Secondary elements

core

Ready-to-use files

Lock-up 1 / Vertical	Lock-up 1 / Horizontal	Lock-up 1 / Square
Fanta logotype / Vertical	Lock-up 2 / Vertical	Cooler / Side
Cooler / Top	Crowner 1	Crowner 2
Ceiling dangler	Floating oranges static	Pallet skirt
Pole sign	Truck / Top	Truck / Back
Truck / Side	Shelf strip	Vendor / Front
Vendor / Side	Wobbler	Bubble sun 1
Bubble sun 2	Umbrella	

Lock-up 1 | Vertical
FILE NAME: 450103

Lock-up 1 | Horizontal
FILE NAME: 452668

Lock-up 1 I Square
FILE NAME: 452671

Fanta logotype I Vertical
FILE NAME: 452678

Lock-up 2 I Vertical
FILE NAME: 452676

Cooler | Side
FILE NAME: 450107
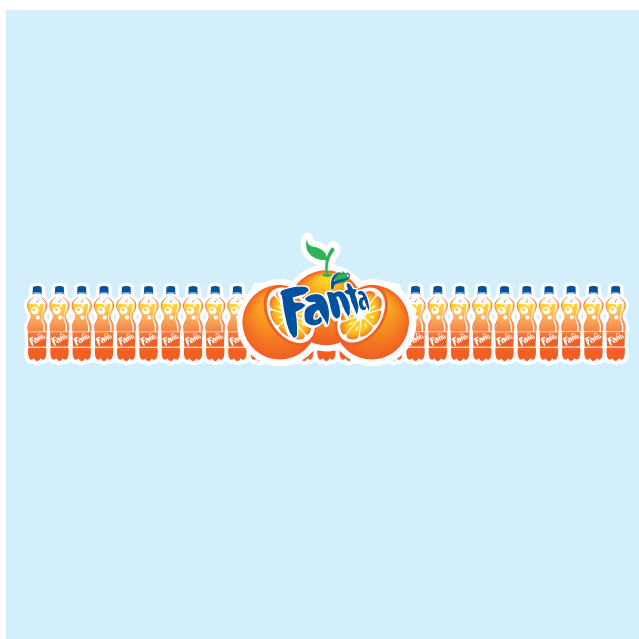

Cooler | Top
FILE NAME: 450107

Crowner 1

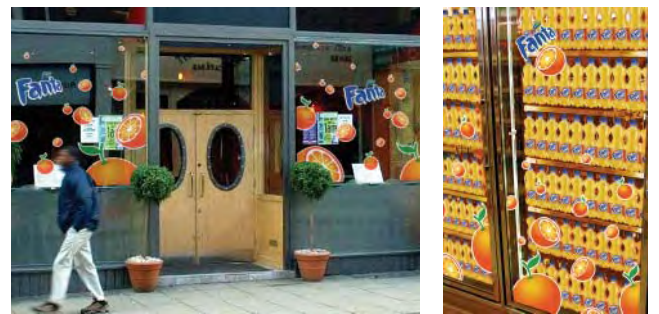**FILE NAME: 450109**

Crowner 2

FILE NAME: 450108

Ceiling dangler

FILE NAME: 450112

Floating oranges static

FILE NAME: 450115

Pallet skirt

FILE NAME: 450113

Pole sign

FILE NAME: 450111

Truck overview | All sides
FILE NAME: 450104

48' TRAILER
REAR VIEW

48' TRAILER
SIDE VIEW

48' TRAILER
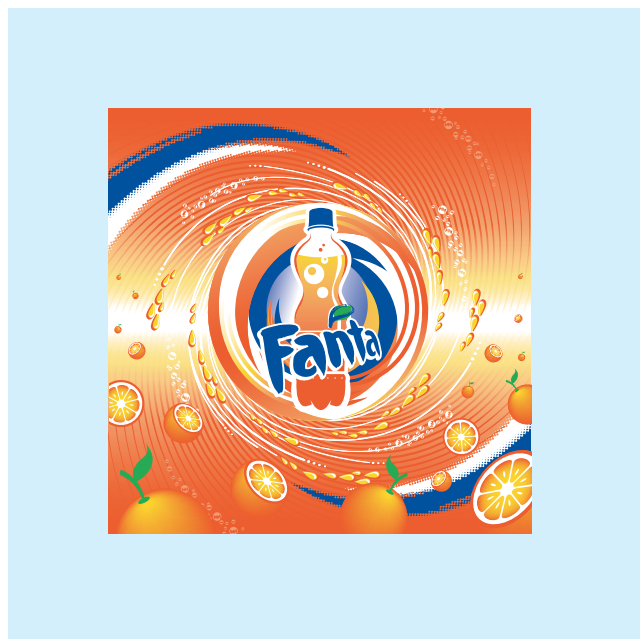TOP VIEW

Truck | Top
FILE NAME: 450104

Truck | Back
FILE NAME: 450104

Truck | Side

FILE NAME: 450104

Shelf strip

FILE NAME: 450110

Vendor | Front

FILE NAME: 450105

Vendor | Side
FILE NAME: 450105

Wobbler
FILE NAME: 450106

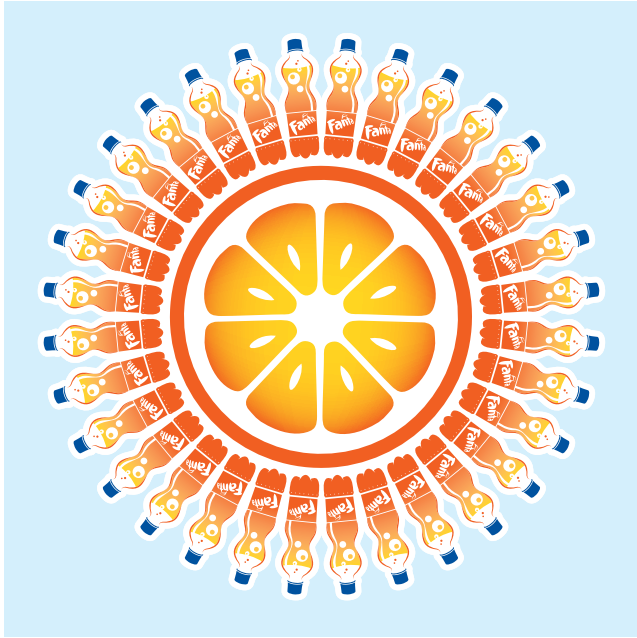## Bubble sun 1

FILE NAME: 450114

Bubble sun 2

FILE NAME: 452680

Umbrella

FILE NAME: 450118