

- Overview :: Ready-to-use files
- Ready-to-use files / In-context visuals
- In-context visuals / Inspiration
- Element overview :: Primary elements
- Element overview :: Secondary elements

experimental

Ready-to-use files



Limited edition 1



Limited edition 2



Limited edition 3



Bottle sleeve

Limited edition 1

FILE NAME: 450197



Limited edition 2

FILE NAME: 450198



Limited edition 3

FILE NAME: 450199



Bottle sleeve

FILE NAME: 450201



Sweatshirt | Man | White front | Orange sleeves
FOR REFERENCE ONLY



Sweatshirt | Man | Orange front | White sleeves
FOR REFERENCE ONLY



Shirt | Woman | Orange
FOR REFERENCE ONLY



Shirt | Woman | White
FOR REFERENCE ONLY



Sweatshirt | Man | Orange

FOR REFERENCE ONLY



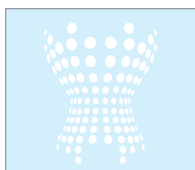
Primary elements



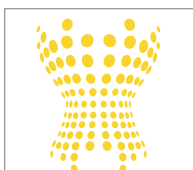
Fanta logotype



Hourglass / Orange



Hourglass / Reverse



Hourglass / Yellow



Pop bottle



Pop bottle lock-up



Pop bubbles



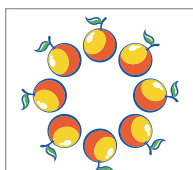
Pop bubbles / Editable



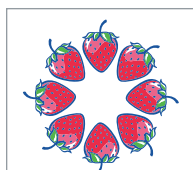
Color palette



Pop orange lock-up



Orange swirl



Strawberry swirl



People swirl 1



People swirl 2




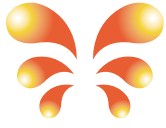
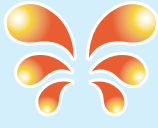

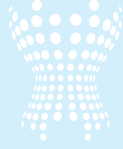



People swirl 3



People swirl 4

Secondary elements

 <p>Oranges</p>	 <p>Lemons</p>	 <p>Strawberry</p>	 <p>Splash</p>	 <p>Splash / Outline</p>	<p><i>ABCDEFGHIJKLMN</i> <i>OPQRSTUVWXYZ</i> <i>abcdefghijklm</i> <i>nopqrstuvwxy3</i> <i>1234567890</i></p> <p>Font: Waldo</p>
<p>2bc d8f9hijklm NO PQRS TUVWXY3 1234567890</p> <p>Font: Snooskate</p>	<p>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxy3 1234567890</p> <p>Font: Candyshine</p>	<p>ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklm nopqrstuvwxy3 1234567890</p> <p>Font: Helvetica</p>	 <p>Hourglass / Digital / Orange</p>	 <p>Hourglass / Digital / Reverse</p>	 <p>Hourglass / Digital / Yellow</p>

do's and don'ts



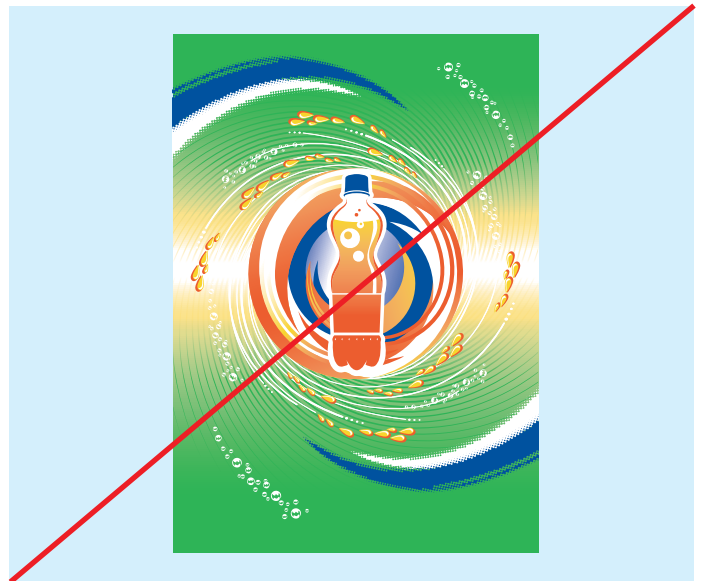
DO NOT choose files from the wrong activation quadrant. Here, a ready-to-use file from the “Popular” quadrant is incorrectly used for POS. This design is from the wrong quadrant: it is not reaching the right audience and is also lacking the necessary message area for pricing.



DO NOT mix elements from different activation quadrants in the same activation. The result will not look and feel like the Fanta VIS. Here, elements from the “Core” and “Experimental” quadrants are incorrectly combined in one activation.



DO NOT mix ready-to-use files from different quadrants in the same activation. Here, a ready-to-use file from the “Experimental” quadrant has been incorrectly altered for POS by adapting the message area and bottle art from the “Shared” quadrant.



DO NOT create activations that exclude the universal elements. This incorrect design does not use the Fanta logotype and is not primarily Fanta Orange. Activations that exclude the Fanta logotype and/or are not primarily Fanta Orange are not acceptable.



DO NOT create activations without primary elements. Universal and secondary elements alone are not enough to create a Fanta look and feel. Primary elements — the swirl, the Fanta splash bottle, and bubbles — are crucial to creating activations which look like Fanta. The addition of a swirl element to the art above would make it suitable for Fanta.



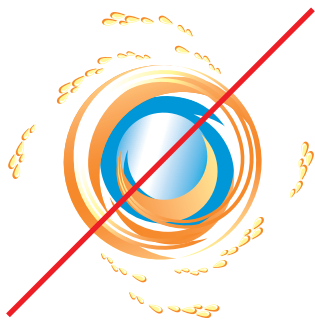
DO NOT change relationships between elements when adapting ready-to-use files. Here the scale of the **Swirl + Lock-up 1** element gives incorrect prominence to secondary elements: the **Swirl connector** and the **Floating oranges**. Use existing ready-to-use files and in-context visuals to guide your design.



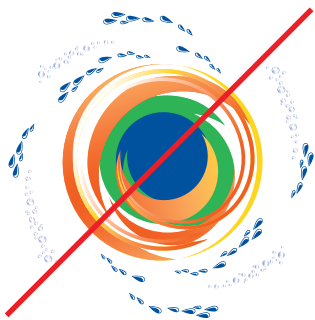
DO create customized art, but always get approval from the Fanta design director in Atlanta. Here, “Fanta” has been both translated and redesigned. In addition, a new flavor tag, as well as secondary people and support graphics have been created. These customizations are all correct, but any one of these changes requires approval.



DO NOT incorporate non-orange fruit elements into ready-to-use files. Here, oranges have been incorrectly replaced with strawberries instead of creating a custom design for the flavor. The Fanta VIS is designed to be orange-centric.



DO NOT change the colors of the Fanta color palette. The example above shows an element with the colors changed from the approved Fanta color breakdowns. When specifying colors for printing, use the color breakdowns provided in the primary element summaries starting on page 68.



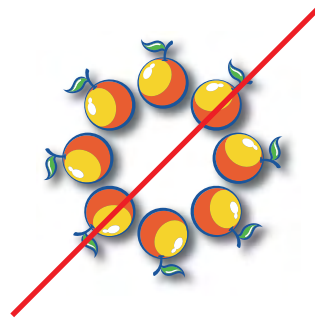
DO NOT change or switch the colors of elements or ready-to-use files — not even to colors within the Fanta color palette.

Colors in the element above have been incorrectly switched. Colors in element files should remain as provided.



DO NOT change the relationship of elements within a lock-up. Only use individual elements if a lock-up is not provided for use.

The example above shows three elements incorrectly combined: the scale and relationship to each other is incorrect. Use a lock-up when provided.



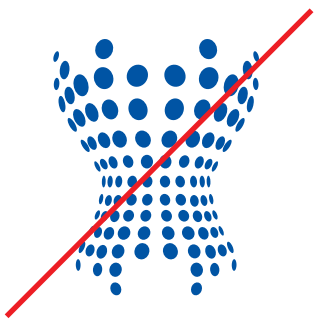
DO NOT add effects to any element or ready-to-use file.

The example above has a drop shadow added. There is no provision in the Fanta VIS for modification of elements in this way.



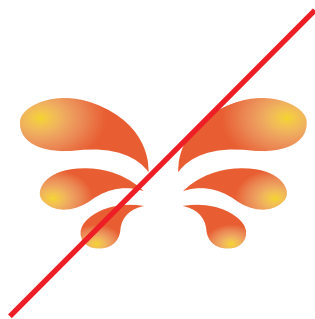
DO NOT skew, distort (as above) or otherwise modify any individual element in the Fanta VIS.

The only exception is the **Bubble burst swirl** in the “Popular” activation quadrant. Please see page 81 for information regarding this element.



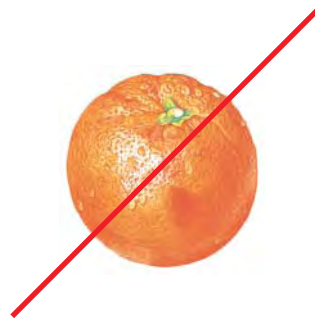
DO NOT create new elements! All approved versions are included with the Fanta VIS CD.

The Fanta VIS provides **Hourglass** files in three colors: Fanta Orange, reverse, and Fanta Yellow. A Fanta Blue version was not provided and should not be added or created.



DO NOT attempt to recreate element art files — no matter how seemingly simple.

Here art has been created which resembles the **Splash**. However, it is not the actual element file and therefore not authentically Fanta. Always use the art files provided with the Fanta VIS CD.



DO NOT change or modify imagery style. This example is more photo-realistic than the style of art included in the Fanta VIS.

element usage specifications



Fanta logotype
FILE NAME: 450973

The **Fanta logotype** is a universal element and Fanta’s primary brand identifier. It should be present — as either this logotype file layered with other elements or in a lock-up file (such as **Lock-up 1** or **Swirl + Fanta logotype**) — in all Fanta activations.



Swirl
FILE NAME: 450991

The dynamic swirl device should be the focus of the majority of activations. The **Swirl** supports all logotype lock-ups and is itself supported by **Swirl lines**. The **Swirl** should be centered within the lightest area of the **Background gradient**.



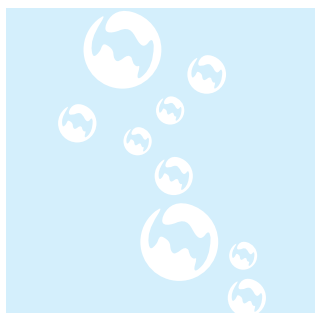
Fanta splash bottle
FILE NAME: 450026

The unique **Fanta splash bottle** should be used when possible. If the bottle is not the focus of an activation, this file should be used. If it is the focus, a lock-up file should be used instead so that the **Fanta logotype** is integrated correctly.



Fanta splash bottle / Outline
FILE NAME: 450026

This file also provides a version of the **Fanta splash bottle** with an outline. It should be used for activations with complex or colored backgrounds, which the majority of Fanta activations have.



Bubbles
FILE NAME: 452632

Bubbles represent the effervescence of Fanta. This file is not usually necessary in composing activations since bubbles are present and locked-up appropriately in all swirl files. Use this file for composing or modifying custom activations.



Color palette
FILE NOT PROVIDED

Fanta Orange is both a universal element and the primary brand color. **Fanta Yellow**, **Fanta Green** and **Fanta Blue** are primary elements and secondary colors. Fanta is orange-focused, both in flavor and color — so every Fanta activation should be primarily orange, both in focus and in color.

Fanta Orange
PANTONE® 021 C
C0 M53 Y100 K0
R255 G120 B0

Fanta Yellow
PANTONE® 123 C
C0 M24 Y94 K0
R255 G194 B17

Fanta Green
PANTONE® 361 C
C69 M0 Y100 K0
R79 G173 B78

Fanta Blue
PANTONE® Reflex Blue C
C100 M73 Y0 K2
R14 G43 B141

All elements and ready-to-use files are set up as flat (PANTONE®) colors, except bottle photography, which is CMYK. All Fanta activations should ideally be printed as flat colors to ensure consistent color. If printing in CMYK is necessary, make sure CMYK breakdowns for each color match the numbers shown above. Breakdowns are also provided for digital (RGB) color, above.

The Fanta color palette is one of our primary tools to create consistency across the Fanta VIS. It is the same in all four activation quadrants.

Colors in these guidelines have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of PANTONE®, Inc.

**Lock-up 1**

FILE NAME: 450975

The **Lock-up 1** file contains a lock-up of the **Fanta splash bottle** with the **Fanta logotype**. Use this lock-up when accentuating the **Fanta splash bottle**.

**Lock-up 2**

FILE NAME: 450976

Lock-up 2 contains a lock-up of the **Fanta logotype** with custom oranges art. Use **Lock-up 2** when the orange flavor of Fanta is the focus.

**Swirl + Fanta logotype**

FILE NAME: 450993

The **Swirl + Fanta logotype** file contains a lock-up of the **Swirl** and **Fanta logotype**. This is the most Fanta-dominant of the swirl lock-ups.

**Swirl + lock-up 1**

FILE NAME: 450995

The **Swirl + Lock-up 1** file contains a lock-up of the **Swirl**, the **Fanta splash bottle** and the **Fanta logotype**. Of the swirl lock-ups, this one is the most focused on the **Fanta splash bottle**.

**Swirl + lock-up 2**

FILE NAME: 450997

When the **Swirl**, the **Fanta logotype** and the orange flavor of Fanta are the primary focus of the activation design, use this file. **Swirl + Lock-up 2** contains a lock-up of the **Swirl**, the **Fanta logotype** and unique orange art.

**Crop swirl**

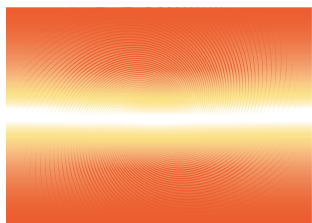
FILE NAME: 450999

The **Crop swirl** is a stand-alone version of the **Swirl + Fanta logotype** to be used for POS activations. The **Crop swirl** should be used for activations such as the **Ceiling dangler** which is trimmed to the edge. The **Crop swirl** should not be layered on any background.

**Crop swirl + lock-up 1**

FILE NAME: 450010

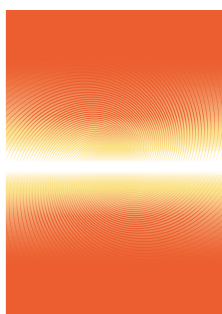
The **Crop swirl + Lock-up 1** file is a **Fanta splash bottle**-focused variation of the **Crop swirl**. The **Crop swirl + Lock-up 1** file should also be used trimmed to the edge and not layered on any background.



Background gradient / Horizontal

FILE NAME: 450979

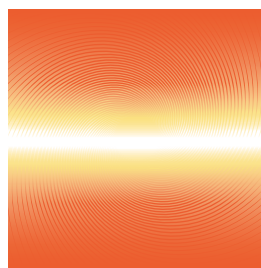
The **Background gradient** is the only background used in the "Core" activation quadrant. It already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. This file should be used for horizontal formats.



Background gradient / Vertical

FILE NAME: 450978

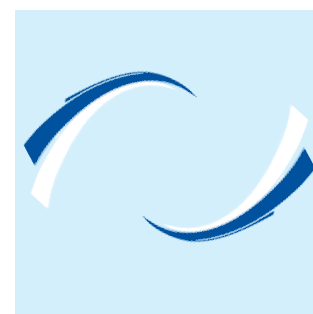
The **Background gradient** is the only background used in the "Core" activation quadrant. It already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. This file should be used for vertical formats.



Background gradient / Square

FILE NAME: 450977

The **Background gradient** is the only background used in the "Core" activation quadrant. It already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. This file should be used for square formats.



Swirl connector

FILE NAME: 450011

The **Swirl connector** may already be familiar from the Fanta packaging. It is a dynamic arch which draws the eye into the **Swirl**. The arms can be rotated and scaled to adjust for activation format and swirl used, but should remain parallel to each other.



Floating oranges / Horizontal

FILE NAME: 450021

Use **Floating oranges** when multiple oranges are needed. It provides multiples in correct scale and in a dynamic composition. The file also includes registration marks and trim lines for use as a static. Use this file for horizontal formats.



Floating oranges / Vertical

FILE NAME: 450023

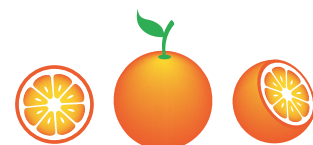
Use **Floating oranges** when multiple oranges are needed. It provides multiples in correct scale and in a dynamic composition. The file also includes registration marks and trim lines for use as a static. Use this file for vertical formats.



Floating oranges / Square

FILE NAME: 450019

Use **Floating oranges** when multiple oranges are needed. It provides multiples in correct scale and in a dynamic composition. The file also includes registration marks and trim lines for use as a static. Use this file for square formats.



Oranges

FILE NAME: 450012

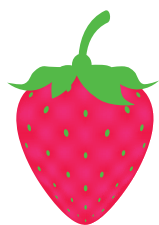
There are three **Oranges** provided: a whole orange and two oranges in cross-section. The orange family should not be used with other fruit. These may be used to supplement the **Floating oranges** or in creating custom art.



Lemons

FILE NAME: 450014

There are three **Lemons** provided: a whole lemon and two lemons in cross-section. The lemon family should not be used with other fruit.



Strawberry

FILE NAME: 450016

One **Strawberry** file is provided. It should not be combined with other fruit.

*ABCDEFGHIJKLMN
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Font: Waldo

FILE NAME: 522300

Waldo is provided for display type, primarily slogans. Please see the Customization section for information about modification of this font for use in the Fanta VIS. **Waldo** is included for use in the Fanta VIS CD.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Font: Snoopskate

FILE NAME: 522299

Snoopskate is used for pricing only, and is included for use in the Fanta VIS CD. Please see the ready-to-use files or in-context visuals for examples of **Snoopskate** in use in the VIS.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Font: Candyshine

FILE NAME: 522308

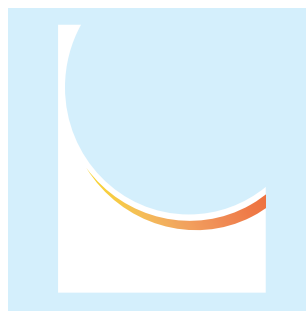
Candyshine is used for flavor information. Please see the section on Customization for information regarding modification of this font in the Fanta VIS. **Candyshine** is included in the Fanta VIS CD.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Font: Helvetica

FILE NOT PROVIDED

Helvetica is the preferred font for legal or technical information. **Helvetica** is readily available in both PC and Macintosh operating systems.



Message area

FILE NAME: 450988

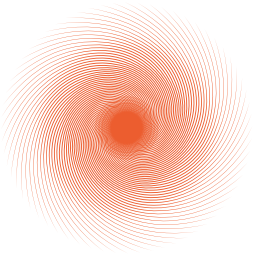
The **Message area** file provides an area for messaging and pricing information. There is also a dynamic arch shape which visually links and integrates the message area to the graphic area.



Drops

FILE NAME: 452631

Drops reference the flavor of Fanta. This file is usually not necessary in composing activations as **Drops** are present and locked-up appropriately in all Swirl files. Use this file when composing custom activations.



Swirl lines

FILE NAME: 450989

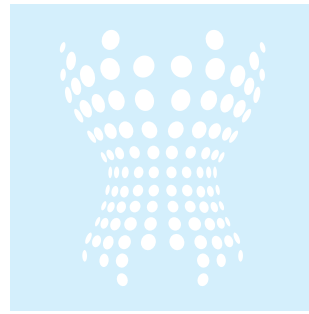
Swirl lines are a crucial layering element of the Fanta VIS — used with all swirls except crop swirls — placed beneath the swirl but above the **Background gradient**. See page 71 for an example of **Background gradient** lock-up files.



Hourglass / Digital / Orange

FILE NAME: 450990

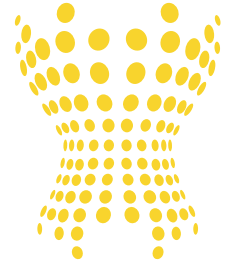
The **Hourglass** device references the **Fanta splash bottle** design. In the “Core” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation. The orange version is the preferred version for use.



Hourglass / Digital / Reverse

FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Core” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation. The reverse version should always be reversed out of Fanta Orange.



Hourglass / Digital / Yellow

FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Core” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation.



Fanta logotype
FILE NAME: 450973

The **Fanta logotype** is a universal element and Fanta’s primary brand identifier. It should be present — as either this logotype file layered with other elements or in a lock-up file (such as **Lock-up 1** or **Swirl + Fanta logotype**) — in all Fanta activations.



Swirl
FILE NAME: 450991

The dynamic swirl device is the graphic heart of the VIS and should be the focus of any activation. The **Swirl** supports all logotype lock-ups and is itself supported by **Swirl lines**. The **Swirl** should be centered within the lightest area of the **Background gradient**.



Fanta splash bottle
FILE NAME: 450026

The unique **Fanta splash bottle** should be used when possible. If the bottle is not the focus of an activation, this file should be used. If it is the focus, a lock-up file should be used instead so that the **Fanta logotype** is integrated correctly.



Fanta splash bottle / Outline
FILE NAME: 450026

This file also provides a version of the **Fanta splash bottle** with an outline. It should be used for activations with complex or colored backgrounds, which the majority of Fanta activations have.



Bubbles
FILE NAME: 452632

Bubbles represent the effervescence of Fanta. This file is not usually necessary in composing activations since bubbles are present and locked-up appropriately in all **Swirl** files. Use this file for composing or modifying custom activations.



Color palette
FILE NOT PROVIDED

Fanta Orange is both a universal element and the primary brand color. **Fanta Yellow**, **Fanta Green** and **Fanta Blue** are primary elements and secondary colors. Fanta is orange-focused, both in flavor and color — so every Fanta activation should be primarily orange, both in focus and in color.

Fanta Orange
PANTONE® 021 C
C0 M53 Y100 K0
R255 G120 B0

Fanta Yellow
PANTONE® 123 C
C0 M24 Y94 K0
R255 G194 B17

All elements and ready-to-use files are set up as flat (PANTONE®) colors, except bottle photography, which is CMYK. All Fanta activations should ideally be printed as flat colors to ensure consistent color. If printing in CMYK is necessary, make sure CMYK breakdowns for each color match the numbers shown above. Breakdowns are also provided for digital (RGB) color, above.

Fanta Green
PANTONE® 361 C
C69 M0 Y100 K0
R79 G173 B78

Fanta Blue
PANTONE® Reflex Blue C
C100 M73 Y0 K2
R14 G43 B141

The Fanta color palette is one of our primary tools to create consistency across the Fanta VIS. It is the same in all four activation quadrants.

Colors in these guidelines have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of PANTONE®, Inc.



Lock-up 1

FILE NAME: 450975

The **Lock-up 1** file contains a lock-up of the **Fanta splash bottle** with the **Fanta logotype**. Use this lock-up when accentuating the **Fanta splash bottle**.



Lock-up 2

FILE NAME: 450976

Lock-up 2 contains a lock-up of the **Fanta logotype** with custom oranges art. Use **Lock-up 2** when the orange flavor of Fanta is the focus.



Swirl + Fanta logotype

FILE NAME: 450993

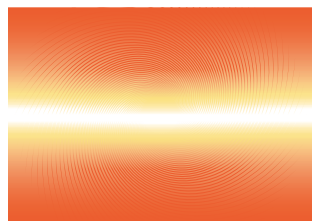
The **Swirl + Fanta logotype** file contains a lock-up of the **Swirl** and **Fanta logotype**. This is the most Fanta-dominant of the swirl lock-ups.



Swirl + lock-up 1

FILE NAME: 450995

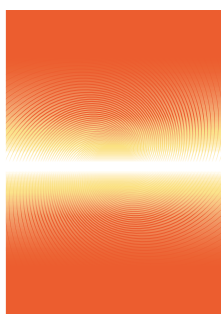
The **Swirl + lock-up 1** file contains a lock-up of the **Swirl**, the **Fanta splash bottle** and the **Fanta logotype**. Of the swirl lock-ups, this one is the most focused on the **Fanta splash bottle**.



Background gradient / Horizontal

FILE NAME: 450979

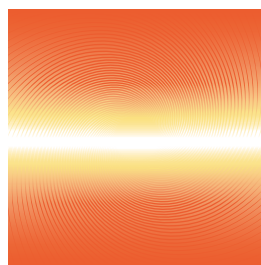
The **Background gradient** is one of two background options in the “Shared” activation quadrant, this one orange-dominant. The file already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. This file should be used for horizontal formats.



Background gradient / Vertical

FILE NAME: 450978

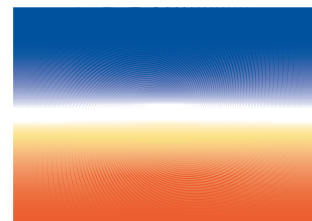
The **Background gradient** is one of two background options in the “Shared” activation quadrant, this one orange-dominant. The file already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. This file should be used for vertical formats.



Background gradient / Square

FILE NAME: 450977

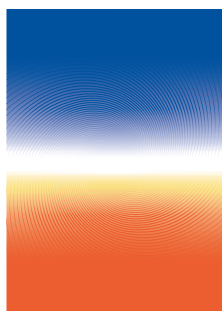
The **Background gradient** is one of two background options in the “Shared” activation quadrant, this one orange-dominant. The file already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. This file should be used for square formats.



Background gradient blue / Horizontal

FILE NAME: 450984

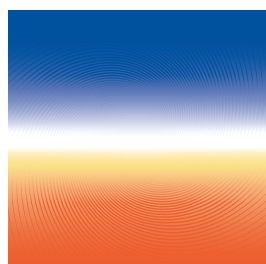
The **Background gradient / blue** is one of two background options in the “Shared” activation quadrant, this one blue and orange. The file already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. Use this version for horizontal formats.



Background gradient blue / Vertical

FILE NAME: 450983

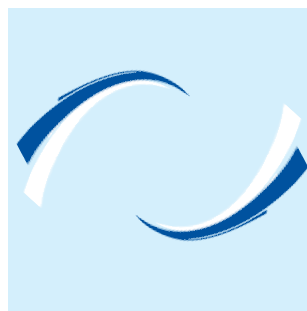
The **Background gradient / blue** is one of two background options in the “Shared” activation quadrant, this one blue and orange. The file already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. Use this version for vertical formats.



Background gradient blue / Square

FILE NAME: 450980

The **Background gradient / blue** is one of two background options in the “Shared” activation quadrant, this one blue and orange. The file already contains **Swirl lines** to which the vortex of the **Swirl** should be aligned. Use this version for square formats.



Swirl connector

FILE NAME: 450011

The **Swirl connector** may already be familiar from the Fanta packaging. It is a dynamic arch which draws the eye into the **Swirl**. The arms can be rotated and scaled to adjust for activation format and swirl used, but should remain parallel to each other.



Floating oranges / Horizontal

FILE NAME: 450021

Use **Floating oranges** when multiple oranges are needed. It provides multiples in correct scale and in a dynamic composition. The file also includes registration marks and trim lines for use as a static. Use this file for horizontal formats.



Floating oranges / Vertical

FILE NAME: 450023

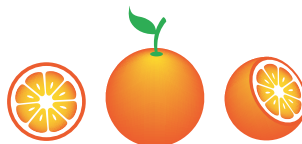
Use **Floating oranges** when multiple oranges are needed. It provides multiples in correct scale and in a dynamic composition. The file also includes registration marks and trim lines for use as a static. Use this file for vertical formats.



Floating oranges / Square

FILE NAME: 450019

Use **Floating oranges** when multiple oranges are needed. It provides multiples in correct scale and in a dynamic composition. The file also includes registration marks and trim lines for use as a static. Use this file for square formats.



Oranges

FILE NAME: 450012

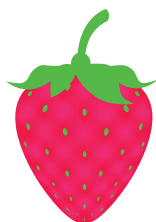
There are three **Oranges** provided: a whole orange and two oranges in cross-section. The orange family should not be used with other fruit. These may be used to supplement the **Floating oranges** or in creating custom art.



Lemons

FILE NAME: 450014

There are three **Lemons** provided: a whole lemon and two lemons in cross-section. The lemon family should not be used with other fruit.



Strawberry

FILE NAME: 450016

One **Strawberry** file is provided. It should not be combined with other fruit.

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Font: Waldo

FILE NAME: 522300

Waldo is provided for display type, primarily slogans. Please see the Customization section for information about modification of this font for use in the Fanta VIS. **Waldo** is included for use in the Fanta VIS CD.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Font: Snoopskate

FILE NAME: 522299

Snoopskate is used for pricing only, and is included for use in the Fanta VIS CD. Please see the ready-to-use files or in-context visuals for examples of **Snoopskate** in use in the VIS.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Font: Candyshine

FILE NAME: 522308

Candyshine is used for flavor information. Please see the section on Customization for information regarding modification of this font in the Fanta VIS. **Candyshine** is included in the Fanta VIS CD.

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklm
 nopqrstuvwxyz
 1234567890

Font: Helvetica
 FILE NOT PROVIDED

Helvetica is the preferred font for legal or technical information. **Helvetica** is readily available in both PC and Macintosh operating systems.



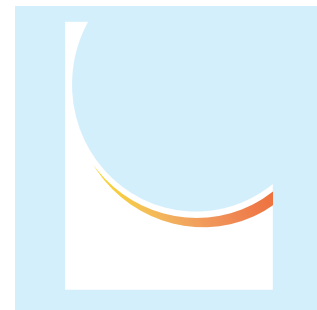
2-bottle lock-up
 FILE NAME: 450982

The **2-bottle lock-up** illustrates two 1L bottles, but are intended to also represent other bottle types. This bottle art is to be used in the **Message area** to indicate item.



4-bottle lock-up
 FILE NAME: 450985

The **4-bottle lock-up** illustrates four 500mL bottles, but are intended to also represent other bottle types. This bottle art is to be used in the **Message area** to indicate item.



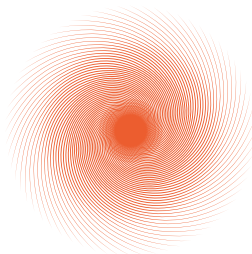
Message area
 FILE NAME: 450988

The **Message area** file provides an area for messaging and pricing information. There is also a dynamic arch shape which visually links and integrates the message area to the graphic area.



Drops
 FILE NAME: 452631

Drops reference the flavor of Fanta. This file is usually not necessary in composing activations as **Drops** are present and locked-up appropriately in all Swirl files. Use this file when composing custom activations.



Swirl lines
 FILE NAME: 450989

Swirl lines are a crucial layering element of the Fanta VIS — used with all swirls except crop swirls — placed beneath the swirl but above the **Background gradient**. See page 76 for an example of **Background gradient** lock-up files.



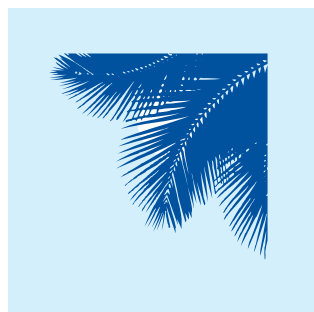
Car / People
 FILE NAME: 450001

Car / People is intended for use as a neutral people graphic for a variety of campaigns.



Beach / People
 FILE NAME: 450008

Beach / People is the people graphic intended for use in the “Beach” campaign.



Beach / Palm
FILE NAME: 450022

Beach / Palm is a support graphic for use in the "Beach" campaign.



Outdoors / People
FILE NAME: 450017

Outdoors / People is the people graphic intended for use in the "Outdoors" campaign.



Outdoors / Birds
FILE NAME: 450025

Outdoors / Birds is a background graphic for use in the "Outdoors" campaign.



Outdoors / Trees
FILE NAME: 450025

Outdoors / Trees is a background graphic for use in the "Outdoors" campaign.



Halloween / People
FILE NAME: 450004

Halloween / People is the people graphic intended for use in the "Halloween" campaign.



Halloween / Orange
FILE NAME: 450020

Halloween / Orange is a cleverly modified orange. It is intended as a support graphic in the "Halloween" campaign.



Halloween / Bats
FILE NAME: 450020

Halloween / Bats is a support graphic for use in the "Halloween" campaign.



Halloween / Stars
FILE NAME: 450020

Halloween / Stars is a background graphic for use in the "Halloween" campaign.



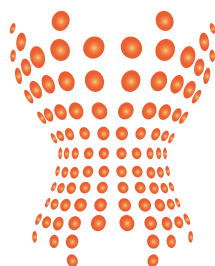
Night / People
FILE NAME: 450013

Night / People is the people graphic intended for use in the “Night” campaign.



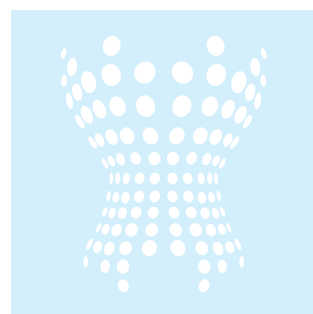
Night / Stars
FILE NAME: 450024

Night / Stars is a background graphic for use in the “Night” campaign.



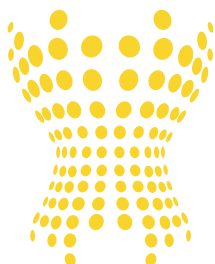
Hourglass / Digital / Orange
FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Shared” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation. The orange version is the preferred version for use.



Hourglass / Digital / Reverse
FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Shared” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation. The reverse version should always be reversed out of Fanta Orange.



Hourglass / Digital / Yellow
FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Shared” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation.



Bamboocha font: Fantasee
FILE NAME: 450194

As part of Fanta’s new global advertising, Fanta will soon launch the “Bamboocha” campaign. A custom Bamboocha font, Fantasee, has been created and is provided for use in the Fanta VIS CD.



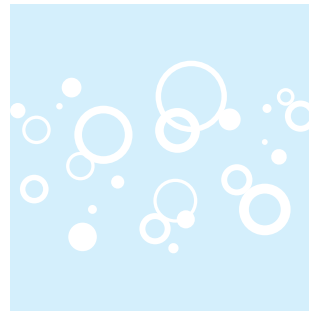
Fanta logotype
FILE NAME: 450973

The **Fanta logotype** is a universal element and Fanta’s primary brand identifier. It should be present — as either this logotype file layered with other elements or in a lock-up file (such as **Lock-up 1** or **Swirl + Fanta logotype**) — in all Fanta activations.



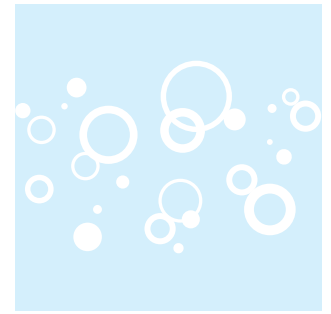
Pop bottle
FILE NAME: 450042

The **Pop bottle** is a version of the **Fanta Splash bottle** for use in the “Popular” activation quadrant. Use the **Pop bottle lock-up** when the bottle and the **Fanta logotype** are the focus of the activation.



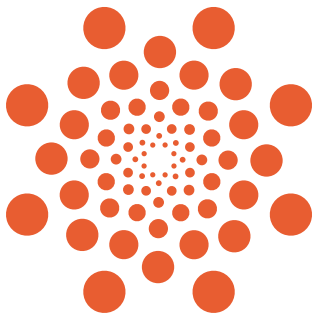
Pop bubbles
FILE NAME: 450043

Bubbles represent the effervescence of Fanta. The **Pop bubbles** are the only bubbles intended for use in the “Popular” activation quadrant.



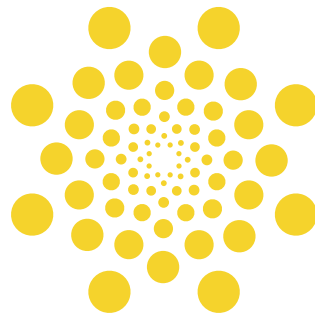
Pop bubbles / Editable
FILE NAME: 450043

This file also contains the **Pop bubbles** in an editable format — not converted from stroke to outline — which allows you to make modifications to the file if desired.



Bubble burst swirl / Orange
FILE NAME: 450033

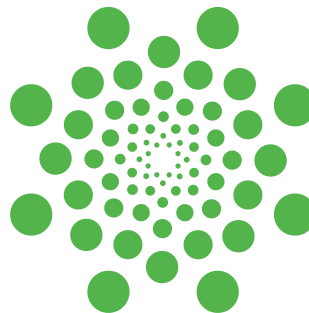
The **Bubble burst swirl** is the main swirl in the “Popular” activation quadrant. It is both dynamic and memorable. It can be used as is, or with a variety of adaptations. The adaptations should be done with the original file in Illustrator, or a similar vector art



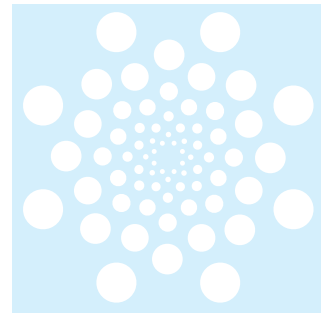
Bubble burst swirl / Yellow
FILE NAME: 450033

program. Use effects like those to the right (from left to right): an envelope distort, shear (transformation) and a wrap effect.

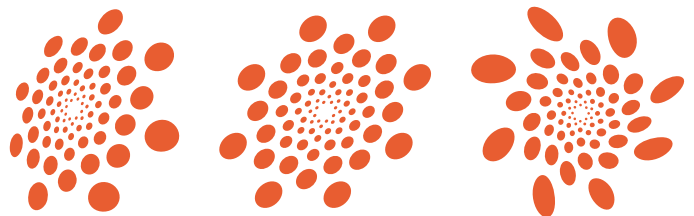
Please note that this is the only element in the Fanta VIS intended to be modified in this manner!



Bubble burst swirl / Green
FILE NAME: 450033



Bubble burst swirl / Reverse
FILE NAME: 450033





Fanta Orange

PANTONE® 021 C
C0 M53 Y100 K0
R255 G120 B0

Fanta Yellow

PANTONE® 123 C
C0 M24 Y94 K0
R255 G194 B17

Fanta Green

PANTONE® 361 C
C69 M0 Y100 K0
R79 G173 B78

Fanta Blue

PANTONE® Reflex Blue C
C100 M73 Y0 K2
R14 G43 B141

Color palette

FILE NOT PROVIDED

Fanta Orange is both a universal element and the primary brand color. **Fanta Yellow, Fanta Green** and **Fanta Blue** are primary elements and secondary colors. Fanta is orange-focused, both in flavor and color — so every Fanta activation should be primarily orange, both in focus and in color.

All elements and ready-to-use files are set up as flat (PANTONE®) colors, except bottle photography, which is CMYK. All Fanta activations should ideally be printed as flat colors to ensure consistent color. If printing in CMYK is necessary, make sure CMYK breakdowns for each color match the numbers shown above. Breakdowns are also provided for digital (RGB) color, above.

The Fanta color palette is one of our primary tools to create consistency across the Fanta VIS. It is the same in all four activation quadrants.

Colors in these guidelines have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of PANTONE®, Inc.



Pop bottle lock-up

FILE NAME: 450029

The **Pop bottle lock-up** file contains a lock-up of the **Pop bottle** with the **Fanta logotype**. Use this lock-up in the “Popular” activation quadrant when accentuating the bottle.



Bubble burst swirl + pop bottle lock-up

FILE NAME: 450035

When the **Pop bottle**, the **Fanta logotype** and the **Bubble burst swirl** are used, this lock-up should be used. No other color of the **Bubble burst swirl** should be used with the **Pop bottle** and **Fanta logotype**.



Pop orange lock-up

FILE NAME: 450057

The **Pop orange lock-up** includes the **Fanta logotype** and a **Pop orange**. Please note that it is intended to be used with — not instead of — other logotype lock-ups. Use this lock-up when you want to accentuate the orange flavor of Fanta.



Background drops 1 / Horizontal

FILE NAME: 450032

Background drops 1 are one of two background options in the “Popular” activation quadrant, this one orange on yellow. This file should be used for horizontal formats.



Background drops 1 / Vertical

FILE NAME: 450032

Background drops 1 are one of two background options in the “Popular” activation quadrant, this one orange on yellow. This file should be used for vertical formats.



Background drops 2 / Horizontal

FILE NAME: 450031

Background drops 2 are one of two background options in the “Popular” activation quadrant, this one yellow on orange. This file should be used for horizontal formats.



Background drops 2 / Vertical

FILE NAME: 450031

Background drops 2 are one of two background options in the “Popular” activation quadrant, this one yellow on orange. This file should be used for horizontal formats.



Floating pop oranges / Horizontal

FILE NAME: 450041

Use **Floating pop oranges** when many **Pop oranges** are needed. This file provides multiple oranges in correct scale and in a dynamic composition. Use this file for horizontal formats.



Floating pop oranges / Vertical

FILE NAME: 450040

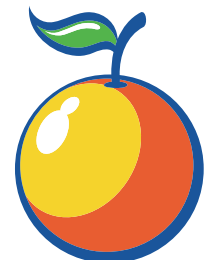
Use **Floating pop oranges** when many **Pop oranges** are needed. This file provides multiple oranges in correct scale and in a dynamic composition. Use this file for vertical formats.



Floating pop oranges / Square

FILE NAME: 450039

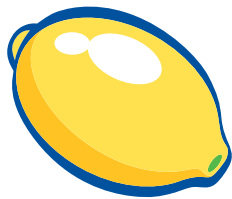
Use **Floating pop oranges** when many **Pop oranges** are needed. This file provides multiple oranges in correct scale and in a dynamic composition. Use this file for square formats.



Pop orange

FILE NAME: 450036

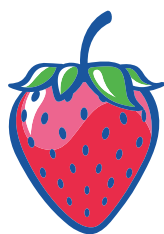
There is one **Pop orange** provided for the “Popular” activation quadrant. The **Pop orange** should not be used with other fruit. It may be used to supplement the **Floating pop oranges** or in creating custom art.



Pop lemon

FILE NAME: 450037

There is one **Pop lemon** provided for the “Popular” activation quadrant. The **Pop lemon** should not be used with other fruit.



Pop strawberry

FILE NAME: 450038

There is one **Pop strawberry** provided for the “Popular” activation quadrant. The **Pop strawberry** should not be used with other fruit.



2-bottle lock-up

FILE NAME: 450982

The **2-bottle lock-up** illustrates two 1L bottles, but are intended to also represent other bottle types. This bottle art is to be used in the **Message area** to indicate item.



4-bottle lock-up

FILE NAME: 450985

The **4-bottle lock-up** illustrates four 500mL bottles, but are intended to also represent other bottle types. This bottle art is to be used in the **Message area** to indicate item.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Font: Waldo

FILE NAME: 522300

Waldo is provided for display type, primarily slogans. Please see the Customization section for information about modification of this font for use in the Fanta VIS. **Waldo** is included for use in the Fanta VIS CD.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Font: Candyshine

FILE NAME: 522308

Candyshine is used for flavor information. Please see the section on Customization for information regarding modification of this font in the Fanta VIS. **Candyshine** is included in the Fanta VIS CD.

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Font: Helvetica

FILE NOT PROVIDED

Helvetica is the preferred font for legal or technical information. **Helvetica** is readily available in both PC and Macintosh operating systems.



Volleyball couple 1

FILE NAME: 450047

Volleyball couple 1 is one of two primary people graphics intended for use in the “Beach volleyball” campaign.

**Volleyball couple 2**

FILE NAME: 450047

Volleyball couple 2 is one of two primary people graphics intended for use in the “Beach volleyball” campaign.

**Volleyball players 1**

FILE NAME: 450047

Volleyball players 1 is one of two supporting people graphics for use in the “Beach volleyball” campaign.

**Volleyball players 2**

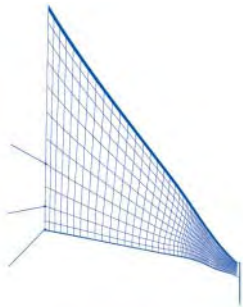
FILE NAME: 450047

Volleyball players 2 is one of two supporting people graphics for use in the “Beach volleyball” campaign.

**Volleyball / Setting**

FILE NAME: 450053

Volleyball / Setting is a background graphic for use in the “Beach volleyball” campaign.

**Volleyball / Net**

FILE NAME: 450047

Volleyball / Net is a support graphic for use in the “Beach volleyball” campaign.

**Beach couple 1**

FILE NAME: 450044

Beach couple 1 is one of two primary people graphics intended for use in the “Beach” campaign.

**Beach girl 1**

FILE NAME: 450044

Beach girl 1 is one of two primary people graphics intended for use in the “Beach” campaign.

**Beach / Drums**

FILE NAME: 450044

Beach / Drums is one of two supporting people graphics for use in the “Beach” campaign.

**Beach / Trumpets**

FILE NAME: 450044

Beach / Trumpets is one of two supporting people graphics for use in the "Beach" campaign.

**Beach / Setting**

FILE NAME: 450052

Beach / Setting is a background graphic for use in the "Beach" campaign.

**Night couple 1**

FILE NAME: 450049

Night couple 1 is one of six people graphics intended for use in the "Night" campaign.

**Night couple 2**

FILE NAME: 450049

Night couple 2 is one of six people graphics intended for use in the "Night" campaign.

**Night couple 3**

FILE NAME: 450049

Night couple 3 is one of six people graphics intended for use in the "Night" campaign.

**Night couple 4**

FILE NAME: 450049

Night couple 4 is one of six people graphics intended for use in the "Night" campaign.

**Night couple 5**

FILE NAME: 450049

Night couple 5 is one of six people graphics intended for use in the "Night" campaign.

**Night girl 1**

FILE NAME: 450049

Night girl 1 is one of six people graphics intended for use in the "Night" campaign.

**Night / Setting**

FILE NAME: 450054

Night / Setting is a background graphic for use in the "Night" campaign.

**Night / Disco ball**

FILE NAME: 450049

Night / Disco ball is intended as a support graphic in the "Night" campaign.

**Parade couple 1**

FILE NAME: 450051

Parade couple 1 is one of five people graphics intended for use in the "Parade" campaign.

**Parade couple 2**

FILE NAME: 450051

Parade couple 2 is one of five people graphics intended for use in the "Parade" campaign.

**Parade guy 1**

FILE NAME: 450051

Parade guy 1 is one of five people graphics intended for use in the "Parade" campaign.

**Parade girl 1**

FILE NAME: 450051

Parade girl 1 is one of five people graphics intended for use in the "Parade" campaign.

**Parade girl 2**

FILE NAME: 450051

Parade girl 2 is one of five people graphics intended for use in the "Parade" campaign.

**Parade truck + people**

FILE NAME: 450051

Parade truck + people is a support graphic intended for use in the "Parade" campaign.



Parade truck girl 1

FILE NAME: 450051

Parade truck girl 1 is one of two supporting people graphics intended for use in the “Parade” campaign.



Parade truck girl 2

FILE NAME: 450051

Parade truck girl 2 is one of two supporting people graphics intended for use in the “Parade” campaign.



Parade truck

FILE NAME: 450051

Parade truck is intended as a support graphic in the “Parade” campaign.



Parade / Setting

FILE NAME: 450051

Parade / Setting is a background graphic for use in the “Parade” campaign.



Beach lock-up

FILE NAME: 450030

To emphasize each event campaign’s importance, a unique event name lock-up of the **Fanta** logotype, **Bubble burst swirl** and the event name itself has been created. This version should be used instead of other logotype lock-ups in the “Beach” campaign.



Night lock-up

FILE NAME: 450030

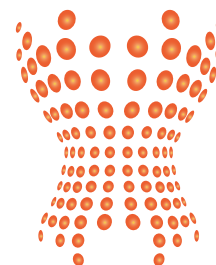
To emphasize each event campaign’s importance, a unique event name lock-up of the **Fanta** logotype, **Bubble burst swirl** and the event name itself has been created. This version should be used instead of other logotype lock-ups in the “Night” campaign.



Parade lock-up

FILE NAME: 450030

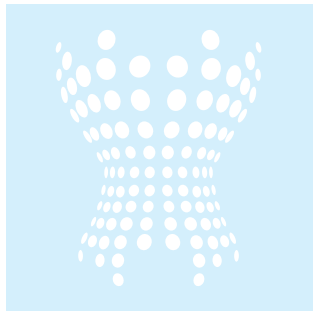
To emphasize each event campaign’s importance, a unique event name lock-up of the **Fanta** logotype, **Bubble burst swirl** and the event name itself has been created. This version should be used instead of other logotype lock-ups in the “Parade” campaign.



Hourglass / Digital / Orange

FILE NAME: 450990

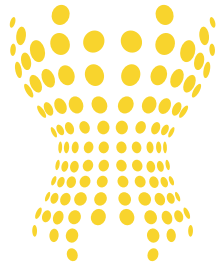
The **Hourglass** device references the **Fanta splash bottle** design. In the “Popular” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation. The orange version is the preferred version for use.



Hourglass / Digital / Reverse

FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Popular” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation. The reverse version should always be reversed out of **Fanta Orange**.



Hourglass / Digital / Yellow

FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. In the “Popular” activation quadrant, the **Hourglass** should be used only in digital activations such as web or animation.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

**Bamboocha font:
Fantasee**

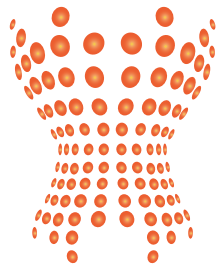
FILE NAME: 450194

As part of Fanta’s new global advertising, Fanta will soon launch the “Bamboocha” campaign. A custom Bamboocha font, Fantasee, has been created and is provided for use in the Fanta VIS CD.



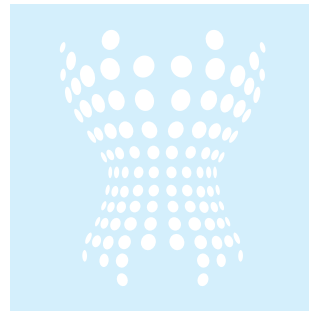
Fanta logotype
FILE NAME: 450973

The **Fanta logotype** is a universal element and Fanta’s primary brand identifier. It should be present — as either this logotype file layered with other elements or in a lock-up file (such as **Lock-up 1** or **Swirl + Fanta logotype**) — in all Fanta activations.



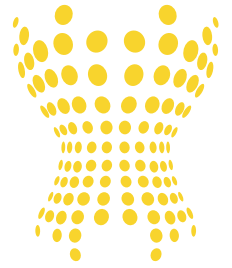
Hourglass / Orange
FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. The **Hourglass** is the primary swirl used in the “Experimental” activation quadrant.



Hourglass / Reverse
FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. The **Hourglass** is the primary swirl used in the “Experimental” activation quadrant.



Hourglass / Yellow
FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. The **Hourglass** is the primary swirl used in the “Experimental” activation quadrant.



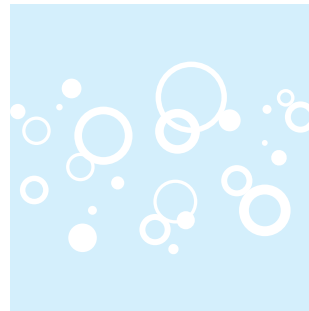
Pop bottle
FILE NAME: 450042

The **Pop bottle** is a version of the **Fanta Splash bottle** for use in the “Experimental” activation quadrant. Use the **Pop bottle lock-up** when the bottle and the **Fanta logotype** are the focus of the activation.



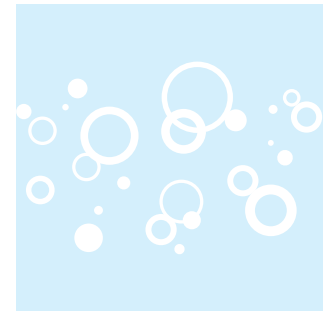
Pop bottle lock-up
FILE NAME: 450029

The **Pop bottle lock-up** file contains a lock-up of the **Pop bottle** with the **Fanta logotype**. Use this lock-up in the “Experimental” activation quadrant to accentuate the bottle.



Pop bubbles
FILE NAME: 450043

Bubbles represent the effervescence of Fanta. The **Pop bubbles** are the only bubbles intended for use in the “Experimental” activation quadrant.



Pop bubbles / Editable
FILE NAME: 450043

This file also contains the **Pop bubbles** in an editable format — not converted from stroke to outline — which allows you to make modifications to the file if desired.



Fanta Orange

PANTONE® 021 C
C0 M53 Y100 K0
R255 G120 B0

Fanta Yellow

PANTONE® 123 C
C0 M24 Y94 K0
R255 G194 B17

Fanta Green

PANTONE® 361 C
C69 M0 Y100 K0
R79 G173 B78

Fanta Blue

PANTONE® Reflex Blue C
C100 M73 Y0 K2
R14 G43 B141

Color palette

FILE NOT PROVIDED

Fanta Orange is both a universal element and the primary brand color. **Fanta Yellow, Fanta Green** and **Fanta Blue** are primary elements and secondary colors. Fanta is orange-focused, both in flavor and color — so every Fanta activation should be primarily orange, both in focus and in color.

All elements and ready-to-use files are set up as flat (PANTONE®) colors, except bottle photography, which is CMYK. All Fanta activations should ideally be printed as flat colors to ensure consistent color. If printing in CMYK is necessary, make sure CMYK breakdowns for each color match the numbers shown above. Breakdowns are also provided for digital (RGB) color, above.

The Fanta color palette is one of our primary tools to create consistency across the Fanta VIS. It is the same in all four activation quadrants.

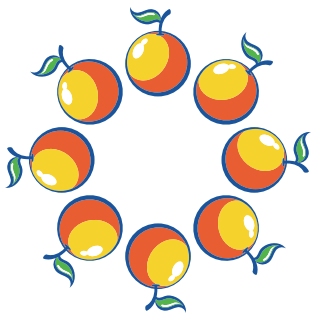
Colors in these guidelines have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE® Color Standards. PANTONE® is a registered trademark of PANTONE®, Inc.



Pop orange lock-up

FILE NAME: 450057

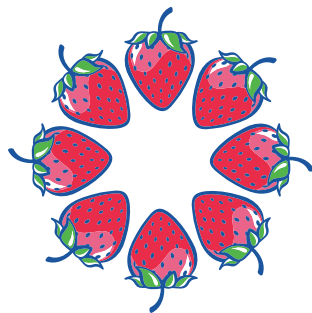
The **Pop orange lock-up** includes the **Fanta logo-type** and a **Pop orange**. Please note that it is intended to be used with — not instead of — other logotype lock-ups. Use this lock-up when you want to accentuate the orange flavor of Fanta.



Orange swirl

FILE NAME: 450064

The **Orange swirl** is a dynamic swirl for use in the “Experimental” activation quadrant. It should not be used with other fruit.



Strawberry swirl

FILE NAME: 450064

The **Strawberry swirl** is a dynamic swirl for use in the “Experimental” activation quadrant. It should not be used with other fruit.



People swirl 1

FILE NAME: 450062

People swirl 1 is one of four people swirls in the “Experimental” activation quadrant. These unique dynamic swirls are made up of people representing our target audience in conjunction with the **Pop orange lock-up**.



People swirl 2

FILE NAME: 450059

People swirl 2 is one of four people swirls in the “Experimental” activation quadrant. These unique dynamic swirls are made up of people representing our target audience in conjunction with the **Pop orange lock-up**.



People swirl 3

FILE NAME: 4500060

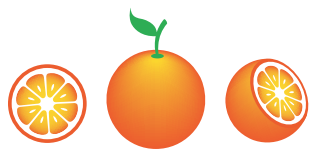
People swirl 3 is one of four people swirls in the “Experimental” activation quadrant. These unique dynamic swirls are made up of people representing our target audience in conjunction with the **Pop orange lock-up**.



People swirl 4

FILE NAME: 450061

People swirl 4 is one of four people swirls in the “Experimental” activation quadrant. These unique dynamic swirls are made up of people representing our target audience in conjunction with the **Pop orange lock-up**.



Oranges

FILE NAME: 450012

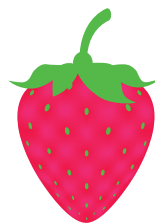
There are three **Oranges** provided: a whole orange and two oranges in cross-section. The orange family should not be used with other fruit.



Lemons

FILE NAME: 450014

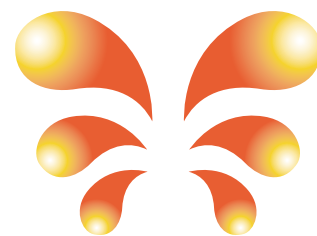
There are three **Lemons** provided: a whole lemon and two lemons in cross-section. The lemon family should not be used with other fruit.



Strawberry

FILE NAME: 450016

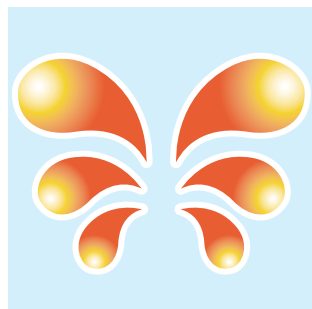
One strawberry file is provided. It should not be used with other fruit.



Splash

FILE NAME: 450065

The **Splash** is a support graphic which represents a burst of flavor.



Splash / Outline

FILE NAME: 450065

The **Splash** is a support graphic which represents a burst of flavor. This **Splash / Outline** file is provided with a white outline to use for activations with complex or colored backgrounds.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Font: Waldo

FILE NAME: 522300

Waldo is provided for display type, primarily slogans. Please see the Customization section for information about modification of this font for use in the Fanta VIS. **Waldo** is included for use in the Fanta VIS CD.

AbCdEfGhIjKlM
NOPqRstUvWxYz
1234567890

Font: Snoopskate

FILE NAME: 522299

Snoopskate is used for pricing only, and is included for use in the Fanta VIS CD. Please see the ready-to-use files or in-context visuals for examples of **Snoopskate** in use in the VIS.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Font: Candyshine

FILE NAME: 522308

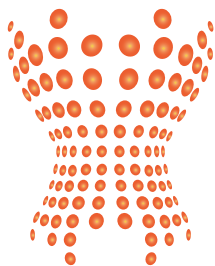
Candyshine is used for flavor information. Please see the section on Customization for information regarding modification of this font in the Fanta VIS. **Candyshine** is included in the Fanta VIS CD.

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Font: Helvetica

FILE NOT PROVIDED

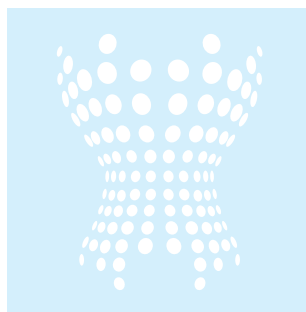
Helvetica is the preferred font for legal or technical information. **Helvetica** is readily available in both PC and Macintosh operating systems.



Hourglass / Digital / Orange

FILE NAME: 450990

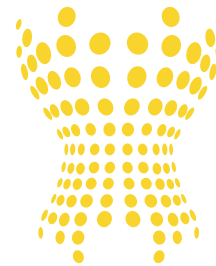
The **Hourglass** device references the **Fanta splash bottle** design. Here the **Hourglass** is provided for digital activations such as web or animation. The orange version is the preferred version for use.



Hourglass / Digital / Reverse

FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. Here the **Hourglass** is provided for digital activations such as web or animation. This reverse version should always be reversed out of **Fanta Orange**.

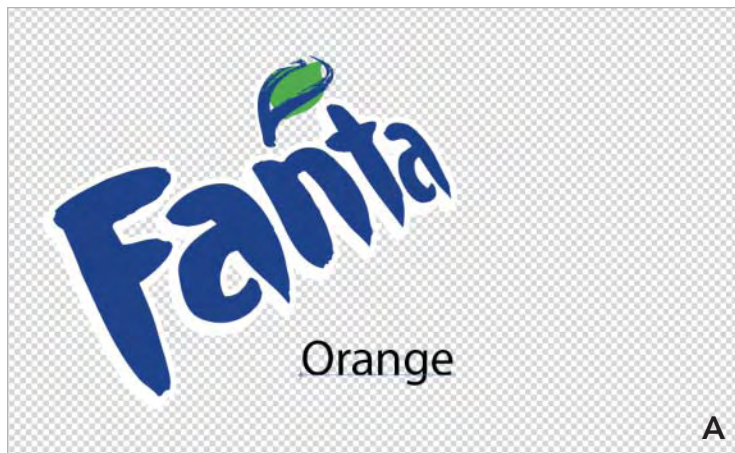


Hourglass / Digital / Yellow

FILE NAME: 450990

The **Hourglass** device references the **Fanta splash bottle** design. Here the **Hourglass** is provided for digital activations such as web or animation.

customization



A



B



C



D

STEPS

Here are the steps for creating flavor tags in the Fanta VIS.

1. Open the **Fanta logotype** file in Illustrator. With the type tool from the toolbar, type in the flavor tag (first letter uppercase) copy. **See Example A.**
2. Using the type tool, select the type. In the measurements bar, specify a type size of 40 points (24 points for longer flavor tags) and select **Candysine**.
3. Double-click the scale tool in the toolbar. Select "Non-Uniform" and fill in values of 75% for horizontal and 100% for vertical. **See Example B.**
4. Outline the flavor tag (Type → Create outlines). Ungroup the letters (Object → Ungroup).
5. Selecting two letters at a time, make an envelope with a mesh to reshape the object (Object → Envelope Distort → Make with Mesh). For each group of two letters, specify two rows and one column. Continue with all letters. **See Example C.**
6. Rotate the flavor tag by 30°.
7. Align the flavor tag to the left side of the bowl of the first "a" in "Fanta." If the copy extends past the "t" in Fanta, then go to the smaller type size. Two lines may be utilized for multi-word flavor tags.
8. Reshape the flavor tag with the mesh tool: reposition the mesh points and edit direction lines so that the flavor tag organically follows the **Fanta logotype**.
9. Expand the envelope (Object → Envelope Distort → Expand).
10. Assign the object **Fanta Green**.
11. Duplicate the flavor tag. Select the bottom object and assign it a white stroke with these settings:
 Stroke weight: 6 points
 Cap: round
 Join: round
See Example D.

DESCRIPTION

Here are the steps for creating slogans in the Fanta VIS. All slogans in the “Shared” activation quadrant should be constructed following these instructions to make sure all variations look and feel like Fanta.

Typography

Use **Waldo** for all slogans within the “Shared” activation quadrant. The slogans are constructed as the combination of an **invitation**, a **theme** and **product placement**.

For example:

“Experience The Beach With Fanta now”

Invitation: “Experience”

Theme: “The Beach With”

Product placement: “Fanta now.”

Length

- Slogans longer than 30 characters are to be avoided.
- Avoid more than 15 characters per line. Limit to 12 characters per line for optimal readability.
- Avoid slogans which require more than 2 lines.

Size

→ The type will vary in size from line to line according to content and composition:

Invitation: smallest

Theme: biggest

Product placement: standard

→ For slogans with more than 30 characters, place the **invitation** on a separate opening line.

Color

→ There are two backgrounds in the “Shared” activation quadrant. Use **Fanta Blue** for slogans on **Background gradient** and **Fanta Orange** for slogans on **Background gradient blue**.

→ Do not change the colors of the **Fanta logotype** (even on the blue background).

→ Color variations within a slogan are allowed as long as the variations support the content.

Experience
The Beach
With Fanta now



A

Experience
The Beach
With Fanta now



B

STEPS

1. Place slogan typography in the upper left corner of the composition.
2. Break the slogan into multiple lines by invitation, theme and product placement.
See Example A.
3. For three-line slogans make the invitation a separate object. For slogans consisting of only two lines this step is irrelevant.
See Example B.
4. Assign font **Waldo** to both type groups.

CONTINUED ON NEXT PAGE



C



D



E



F

STEPS (CONTINUED)

5. Type size is not specified, but a good rule of thumb for a tabloid format is:
 - Object 1 / Line 1: "*Experience*": 30 points
 - Object 2 / Line 1: "*The Beach*": 80 points
 - Object 2 / Line 2: "*With Fanta now*": 60 points
 - Leading: 40 points

See Example C.
6. Select the copy and double-click the scale tool in the toolbar. Check "Non-Uniform" and fill in values:
 - Horizontal: 75%
 - Vertical: 100%

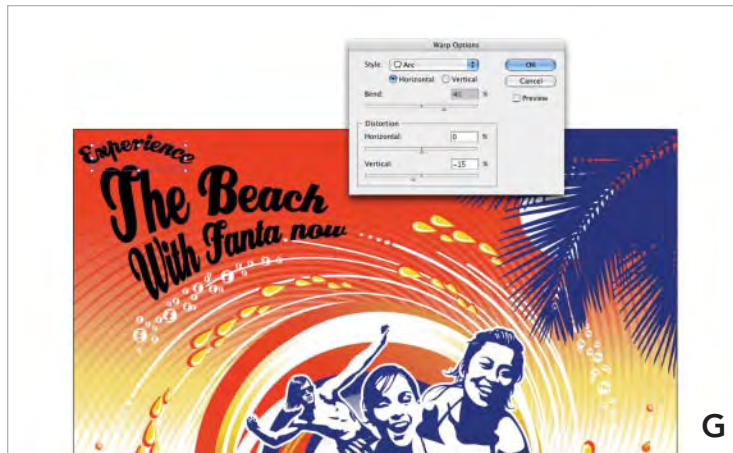
See Example D.
7. Add a warp effect so Object 2 dynamically follows the circular movement of the swirl. You will choose warp effect type "Arc" (Effect → Warp → Arc) and then select the following:
 - Vertical or horizontal: vertical
 - Bend: 6%
 - Horizontal distortion: -20%
 - Vertical distortion: 0%

Select "Apply effect."
8. Again, choose warp effect type "Arc" (Effect → Warp → Arc) and select the following:
 - Vertical or horizontal: horizontal
 - Bend: 20%
 - Horizontal distortion: -20%
 - Vertical distortion: 0%

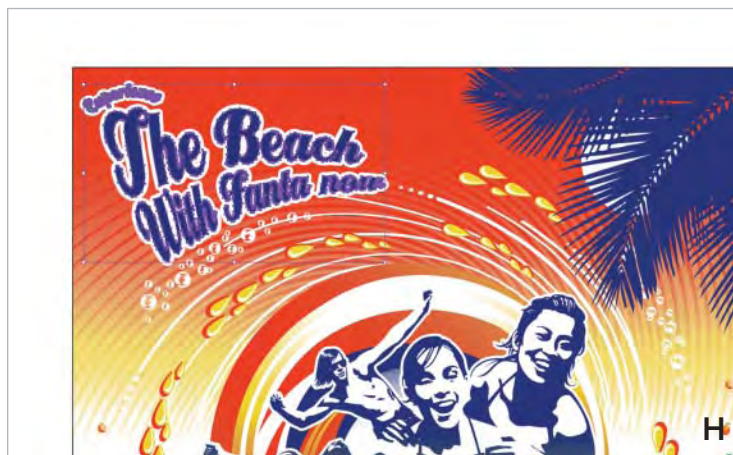
Select "Apply effect."
See Example E.
9. Expand the appearance of Object 2 (Object → Expand appearance).
See Example F.
10. Scale and rotate the expanded object until it fits the upper left corner and dynamically follows the circular swirl movement. Position the object about 0.3 inches from the left edge and about 0.7 inches from the top edge of the artboard.

Do not overlap the **Swirl**, including **Swirl lines**, **Drops** and **Bubbles**.

CONTINUED ON NEXT PAGE



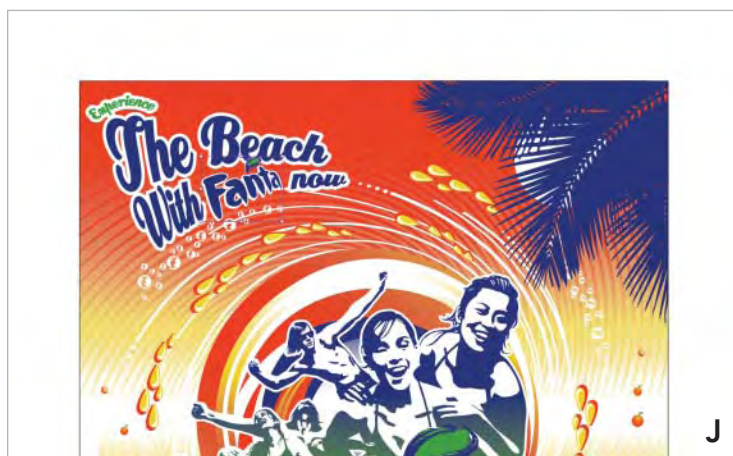
G



H



I



J

STEPS (CONTINUED)

11. Scale and rotate Object 1 until it fits roughly over the first letter in your copy. Here, that's the "T" in "The." Place Object 1 about 0.1 inch above the "T" of "The" and about 0.3 inches from the left edge of the artboard.
12. Make sure Object 1 follows the top of the "Th" of "The Beach" by applying a warp effect. Choose warp effect type "Arc" (Effect → Warp → Arc) and then select the following:
 - Vertical or horizontal: horizontal
 - Bend: 40%
 - Horizontal distortion: 0%
 - Vertical distortion: -15%
 - See Example G.**
13. Expand the appearance of Object 1 (Object → Expand appearance).
14. Scale and rotate the expanded object until it fits over the first letter in your copy. **See Example H.**
15. Assign **Fanta Green** to Object 1 and **Fanta Blue** to Object 2.
16. Group the objects together. Duplicate the grouped object. Assign the underlying grouped object a white stroke with the following settings:
 - Stroke weight: 9 points
 - Cap: round
 - Join: round
17. To integrate the correct Fanta logotype, select "Fanta" in both the top and underlying grouped object with the "Direct Select Lasso Tool."
18. Delete the selection and place the **Fanta logotype** in the now-empty space. **See Example I.**
19. Scale and rotate the **Fanta logotype** until its fits in the empty space and follows the direction of the slogan (and **Swirl**). **See Example J.**

DESCRIPTION

Here are the steps for creating slogans in the Fanta VIS. All slogans in the "Popular" activation quadrant should be constructed following these instructions to make sure all variations look and feel like Fanta.

Typography

All slogans within the "Popular" activation quadrant are constructed as the combination of an *invitation* and a *theme*.

For example:

"Join us at the Fanta Beach"

Invitation: "Join us at the"

Theme: "Fanta Beach"

"Meet you at the Fanta Parade"

Invitation: "Meet you at the"

Theme: "Fanta Parade"

For the invitation, use **Candyshine**.

For the theme, use **Waldo**.

The invitation should be placed above the **Fanta logotype** and the theme below.

Length

- For maximum readability, both invitations and themes should be no longer than 15 characters.
- Avoid slogans which require more than three lines.

Color

- Assign **Fanta Green** to both invitation and theme.
- Do not modify the colors of the **Fanta logotype**.

The steps below are broken into two parts: instructions for the invitation first and then for the theme.



A



B

STEPS :: INVITATION

1. Open one of the event name lock-up files in Illustrator or another vector art program. Do not scale the art before modifying. Delete the existing slogan. From the toolbar, select the type tool and type in the new slogan copy.
2. For the invitation type, select **Candyshine**. Assign a font size of 14 points and leading of 12 points. **See Example A.**
3. Select the copy and double-click the scale tool in the toolbar. Check "Non-Uniform" and fill in values:
Horizontal: 75%
Vertical: 100%
See Example B.
4. Place the invitation above the **Fanta logotype**.

CONTINUED ON NEXT PAGE



C



D



E



F

STEPS :: INVITATION (CONTINUED)

5. Set the paragraph alignment to "Center."
See Example C.
6. Add a warp effect. Choose warp effect type "Arc upper" (Effect → Warp → Arc Upper) and then select the following:
Vertical or horizontal: horizontal
Bend: 40%
Horizontal distortion: 30%
Vertical distortion: -15%
See Example D.
7. Expand the appearance of the object (Object → Expand appearance).
8. Place the expanded object between the "F" of "Fanta" and the leaf device.
9. Rotate the object until it is parallel with the **Fanta logotype.**
See Example E.
10. Scale the rotated object until it fits into the space between the "F" and the leaf device.
See Example F.

CONTINUED ON NEXT PAGE



STEPS :: THEME

1. For the theme font, select **Waldo**. Assign a font size of 50 points.
See Example G.
2. Select the copy and double-click the scale tool in the toolbar. Check "Non-Uniform" and fill in values:
Horizontal: 75%
Vertical: 100%
3. Outline the theme (Type → Create outlines).
4. Make an envelope with a mesh to reshape the object (Object → Envelope Distort → Make with Mesh). Specify 2 rows and 1 column.
5. Rotate the object until it is parallel with the **Fanta** logotype.
See Example H.
6. Reshape the flavor tag with the mesh tool: click into the mesh to create anchor points. Reposition the mesh points and edit direction lines so that the slogan organically follows the **Fanta** logotype.
See Example I.
7. Expand the envelope (Object → Envelope Distort → Expand).
8. Assign both invitation and theme **Fanta Green**.
9. Group both objects, duplicate the grouped object and assign the underlying grouped object a white stroke with the following settings:
Stroke weight: 4 points
Cap: round
Join: round
See Example J.



A



B



C



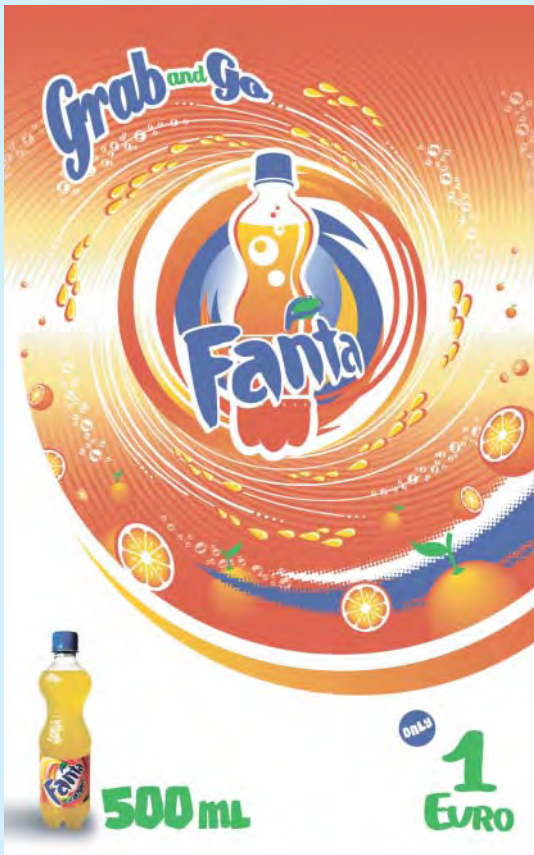
D

STEPS

Bottle photography can be used when a photographic treatment is preferred over the more illustrative style of the **2-bottle lock-up** and the **4-bottle lock-up**.

If you want to create your own bottle photography, follow these instructions to integrate the photograph into your activation:

1. Open your selected photograph in Photoshop. Use the "Polygonal lasso tool" to separate the bottle from the background. Delete the background.
See Example A.
2. In a new layer, use the "Polygonal lasso tool" or a brush with a low hardness percentage to draw the shadow cast by the bottle. Draw the shadow from the left of the bottle to the left of the document where the ground surface would be. Fill in the shadow area with black (Edit → Fill).
See Example B.
3. Blur the shadow surface (Filter → Blur → Motion Blur/Gaussian Blur). If working with a brush instead of the "Polygonal lasso tool" skip this step.
See Example C.
4. Use a lasso tool to select the left half of the shadow cast by the bottle. Feather the selection (Select → Feather).
See Example D.
5. Increase the brightness of this selection (Adjustments → Brightness/Contrast).
6. Decrease the opacity of the shadow layer to 50% (Layers → Opacity).
7. Place both layers in the correct order (bottle layer on top of shadow layer) in the lower left corner in the **Message area**.
See Example E.



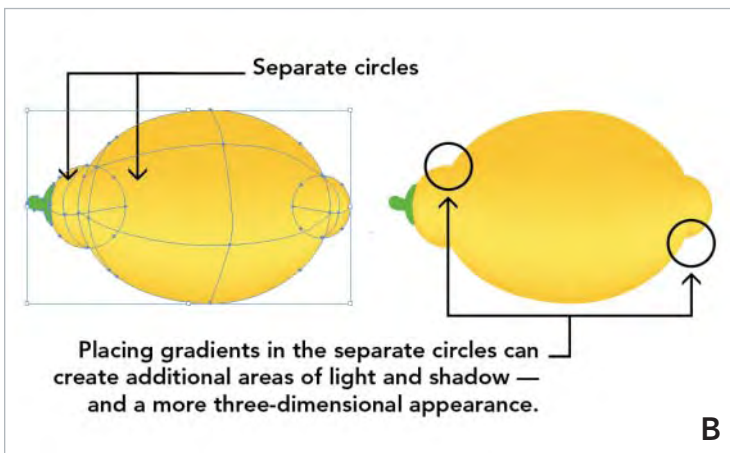
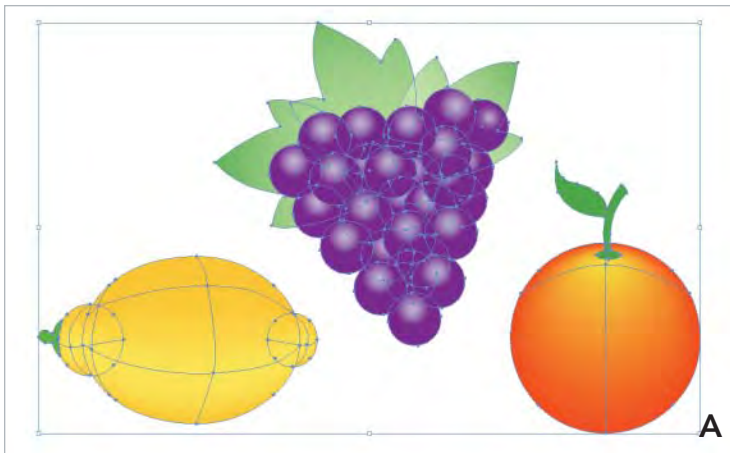
E

DESCRIPTION

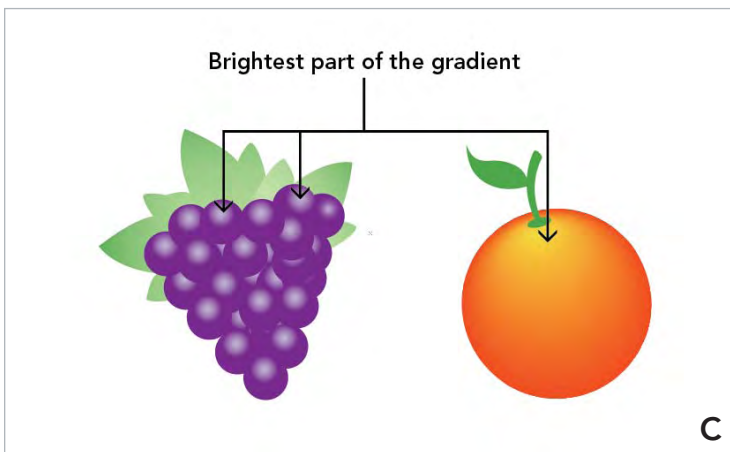
The “Core,” “Shared” and “Experimental” activation quadrants have a unique style of fruit imagery. The style is simple and stylized, and easy to execute.

When designing fruits for other Fanta flavors not included in the Fanta Visual Identity System, remember:

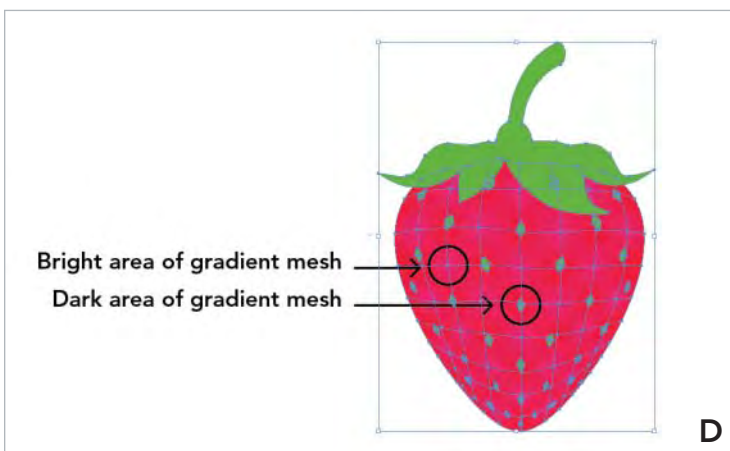
1. Keep it simple! If possible, compose the fruit shape with standard shapes, such as circles and ellipses.
See Example A.
2. You can combine the shapes into one seamless shape with the “Pathfinder” tool (Effect → Pathfinder) or you can leave the shapes grouped together to create the illusion of depth and shadow.
See Example B.
3. For round fruit shapes (apple, cherry, various berries, etc.), fill the shape(s) with a color gradient. Select gradient type “Radial gradient.” Set up the gradient so that the center of the gradient is the brightest part, which creates realistic light and shadow areas.
See Example C.
4. For more complex shapes, position the bright areas of the gradient with the “Gradient mesh tool” (Object → Create Gradient Mesh). By using a mesh, specific areas within the shape can be defined and assigned a color.
See Example D.



Placing gradients in the separate circles can create additional areas of light and shadow — and a more three-dimensional appearance.

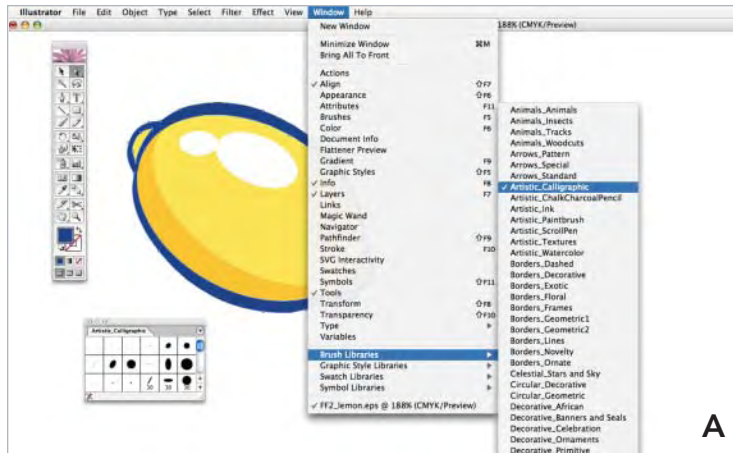


Brightest part of the gradient

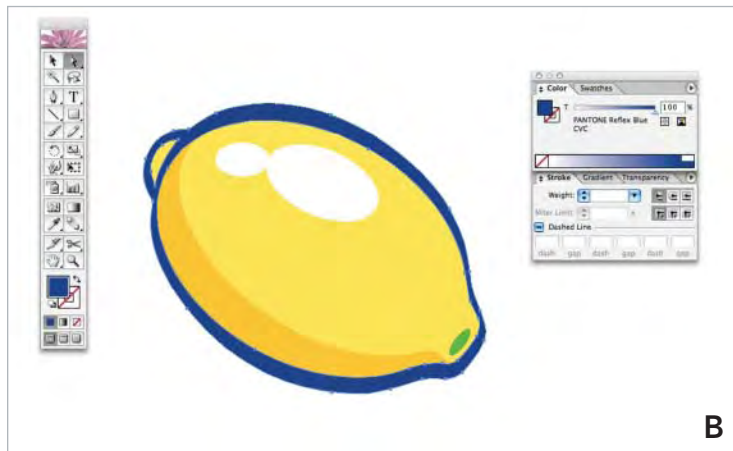


Bright area of gradient mesh
Dark area of gradient mesh

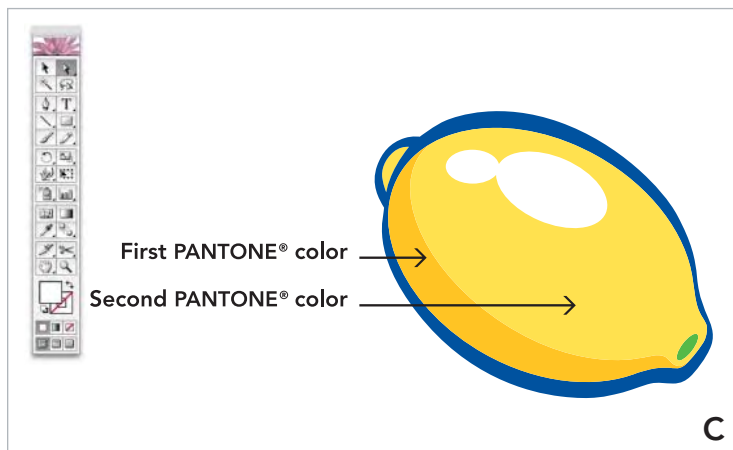
STEPS



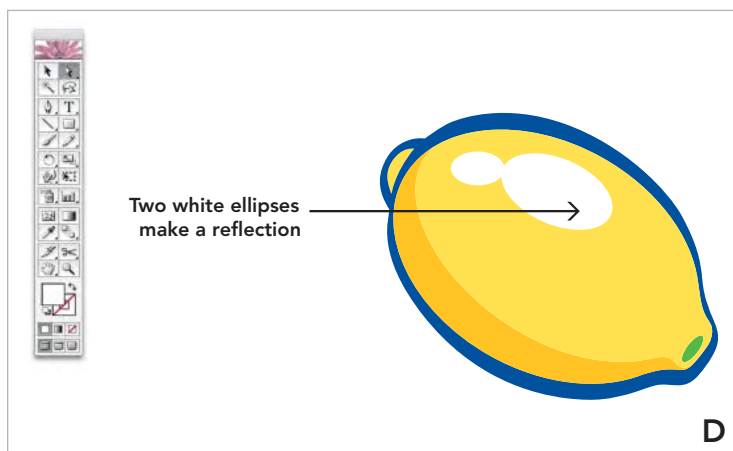
A



B



C



D

The “Popular” activation quadrant has a different style of fruit imagery than the other three activation quadrants. The style is more hand-done and graffiti-like, a style that can be easily replicated.

The Fanta VIS includes a **Pop orange**, a **Pop lemon** and a **Pop strawberry**. Follow these instructions to create other “Pop” fruit.

At all times avoid sharp angles and work only with round shapes; rounded strokes with round cap and round join.

1. In Illustrator or another vector art program, use the Brush tool to first draw the fruit’s outline. Specify the “Calligraphic brush” (Window → Brush Library → Calligraphic) to create a hand-drawn quality to the outline. Simplify the outline of the fruit to its most essential and recognizable outline. You may want to add any characteristics of the fruit which make it more recognizable, such as the green nub on the **Pop lemon**, left.
See Example A.
2. The stroke color should be **Fanta Blue**.
See Example B.
3. Fill in the shape created by the fruit outline. Add a shadow area to create volume and depth, creating two shapes for color.
4. Check the *Fanta Packaging Guidelines* for the PANTONE® colors for four flavors: strawberry, lemon, pineapple and grape. Otherwise, you will need to specify both a main color and a support shadow color for your fruit. The colors you choose should communicate the essence of the flavor but also work well with the Fanta palette.
See Example C.
5. Create a white reflection within the fruit shape. This reflection area should be constructed (for more or less round shapes) as a combination of two ellipses.
See Example D.

glossary

ACTIVATION

Final art or mechanical file designed with the Fanta Visual Identity System (VIS) for any media.

ACTIVATION QUADRANT

A part of the framework upon which the Fanta Visual Identity System was created and is organized. Each activation quadrant is built around focus, objective, type of media (communications) and longevity.

ADVERTISING

Advertising is the activity of communicating a message through the use of print, broadcast and electronic media. It is persuasive in nature, informative and designed to influence purchasing behavior or thought patterns.

BACKGROUND:**TEXTURE AND PATTERN**

Pattern is the repetition of an element in an anticipated sequence with some symmetry. Texture is the surface character of the material. Texture involves our sense of touch but pattern appeals only to the eye; a texture may be a pattern, but not all patterns have texture. Both patterns and textures can be connected to the brand (i.e., Burberry plaid).

BRAND EXPERIENCE

The brand experience is the impression a consumer is left with after encountering a brand or service. A consumer's impression is shaped each and every time they connect with a brand and by the quality of that experience. The quality of the brand experience is influenced by a number of factors, including, but not limited to, the messaging and the visual imagery, including how it is presented (e.g., the venue, medium, layout, typography, color, etc.).

COLOR PALETTE

The color palette is a specified group of colors chosen to represent the brand. Consistent use of color is used to evoke emotion, indicate meaning and stimulate brand association (i.e., Tiffany blue).

DESIGN

Design is the process of arranging elements and information in a way that improves communication. Design uses text and graphic imagery to tell a story or express an idea, visually painting a picture of a brand or company and its personality.

Design is not merely just a logo, a brochure or a website. Design is everywhere. It incorporates various communication specialties: graphic design (visual identity and print), packaging design (label and form), industrial design (vehicle and mechanical), environmental design (signage and branded spaces), fashion design (textile and fashion), interactive design (web and digital interface design) and interior design (materials and interiors).

Great design is:

- Strategic. It clearly visualizes and supports the strategy
- Differentiated. It is one-of-a-kind, uniquely true to the brand and both familiar and surprising
- Scalable. It has the ability to extend across channels and geographies. It is both flexible and sustainable

ELEMENTS

Basic, individual pieces of a visual identity system that when combined form a more complete and complex image.

ELEMENTS / UNIVERSAL

Essential elements in a visual identity system which should be included in every activation.

ELEMENTS / PRIMARY

Specific, identified design elements that represent the foundation of a visual identity system and are intended for inclusion in all activations to promote communication consistency.

ELEMENTS / SECONDARY

Additional visual elements that are used, with primary elements, to bring to life a particular aspect of brand strategy. Considerations for determining which secondary elements to use depends on the consumer target for the strategy, the environment where the strategy will be activated, and the message that needs to be conveyed.

ICON

A person or thing regarded as a symbol, especially of a culture or movement and/or institution. An icon includes an image that represents an action, object or concept at a higher level of abstraction. This cultured icon usually emerges over time and involves a well-established or easily recognizable image (e.g., Michael Jordan or Apple).

IDENTITY

The sum total of all characteristics, both tangible and intangible, that make a company/product unique, or the elements of brand identification (e.g., the logo, colors, imagery, etc.) that visually represent the company and/or product.

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PHOTOGRAPHIC AND ILLUSTRATIVE STYLE

The brand's unique visual appearance can be expressed through the style of photography and illustration. This can include casting, wardrobe, lighting, line weight, graphic treatment, environment, composition or layout. A strong photographic or illustrative style is recognizable even without the brand name (i.e., iPod silhouettes).

IN-CONTEXT VISUALS

Examples of how visual identity guidelines and activations are applied in real-life situations to communicate the brand strategy.

LOGO

The logo is proprietary art consisting of a combination of a name and/or a symbol, and in some cases a short tag line. At a glance, the logo identifies the nature of your product or service, defines the benefits and can single-handedly evoke a company's goodwill in the public's mind. The logo must be an accurate visual presentation of the unique personality of a brand or an organization (i.e., the IBM horizontal stripe logo). A logo is only one part of a visual identity system.

LOGOTYPE

A logotype, or wordmark, is a logo which employs a purely typographic solution. Also proprietary art, a logotype can be as dynamic and unique as a logo or symbol.

LOOK AND FEEL

A visual identity system should convey the essence of a brand well enough to communicate an almost intangible quality that lets the viewer judge whether an activation *is* or *is not* representative of the brand.

All activations should have a consistent and recognizable look and feel across media and time.

READY-TO-USE FILES

Finished artwork for specific activations that represents appropriate ways to combine elements under a visual identity system and in compliance with the system's guidelines.

SYMBOL

A symbol is an invented shape or graphic mark that communicates an idea or meaning beyond its literal form. The strongest symbol can identify a brand with no words (i.e., Target's bull's-eye symbol).

TYPOGRAPHIC SYSTEM

Typography refers to the distinctive design of the letters, size, style and placement of the font. A typographic system simply means a consistent use of typographic treatment across the marketing mix.

VISUAL IDENTITY SYSTEM (VIS)

The visual identity system is a unique and comprehensive "toolbox" of imagery that visually communicates the brand experience consistently across all consumer touch points. It is the brand's style, look and feel. A visual identity system should include, but is not limited to, the following: logo, symbol, color, photography/illustration style, pattern, texture and typography. While it is important to note that a visual identity system will evolve over time, certain elements (e.g., color, pattern) are part of a brand's key visual equity and will not change.

Please contact Jennifer Lowery or Robin Smith
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