SECTION 2: VISUAL ELEMENTS
THE GRID
THE GRID IS USED TO EXPRESS THE BRAND AND THE EXCITEMENT OF NOW IN THE FOLLOWING MEDIA:

OOH    TVC    POP    DIGITAL    PRINT
The 6-box grid will always be composed of these two elements:

2 PRODUCT BOXES

4 LIFESTYLE IMAGES BOXES THAT CAPTURE THE EXCITEMENT OF “NOW”
The grid is made up of (1) Pepsi refreshment cues and (2) imagery that captures the excitement and fun of “now”.

- "Now" Image
- Product Box (Can)
- "Now" Image
- "Now" Image
- Product Box (Refreshment Cue)
- "Now" Image
THE GRID: PRODUCT BOXES
PRODUCT BOXES

2 of the 6 grid boxes are dedicated to Pepsi product and refreshment cues.

1. Can/Product on Blue Vignette.

2. Logo over Condensated Glass or splash.
PRODUCT BOX #1 - CAN ON BLUE VIGNETTE
PRODUCT BOX #1 - COLOR

The product (can) box should always be on the blue vignette background. Please request the asset from TBWA\CHIAT\DAY.
Refreshing Taste Appeal

The hero grid lockup should always feature the condensated “sweaty” can image with a surface reflection.
PRODUCT BOX #1 - POSITIONING OF CAN

The product (can) should always be positioned horizontally and vertically centered within its respective Grid box.
PRODUCT BOX #2 - REFRESHMENT CUE

The second product box is dedicated to a refreshment cue. The approved image is a close-up of a condensated glass with Pepsi being poured into it. Please request this asset from TBWA\CHIAT\DAY.
The Pepsi logo should always be positioned horizontally and vertically centered within its respective grid box.
THE GRID - PHOTOGRAPHY BOXES
THE GRID - PHOTOGRAPHY BOXES

LIVE FOR NOW

[Images of various scenes and products, including a football player, a can of Pepsi, and a person with pink hair.]
LIVE FOR NOW is all about the excitement of living in the moment. Each photo that populates the grid should feel like a captured moment of real people as they’re making the most of now. Each image is an experience people want to be a part of. Our photographs are never staged or generic. They are:

- AUTHENTIC
- CANDID
- LIVELY
- FUN
- YOUTHFUL
- GLOBAL
- MISCHIEVOUS
- UNEXPECTED
- MAKING THE MOST OF NOW
TYPOGRAPHY
FUTURA STD

FUTURA STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FUTURA STD MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font can be purchased at http://www.fontshop.com/fonts/downloads/linotype/futura_std_complete_pack/
The LIVE FOR NOW lockup should always be in Futura Bold Std - ALL CAPS. The Pepsi globe logo should replace the “O” in “Now”. It is the one and only instance to use this look from the “wordplay” art direction.
CORRECT USAGE:
The Globe Logo replaces the “O” in “Now” only. Futura STD Bold - All Caps.

INCORRECT USAGE:
Do not use a different font weight for the tagline.
ALL HEADLINES SHOULD BE WRITTEN IN FUTURA STD BOLD ALL CAPS.
Body copy should always be written in Futura STD Medium. Always in sentence case.
CAMPAIGN TONE
The language of Live for Now campaign (across all mediums – Film, POS, digital, OOH, Social Media, etc.) should be conversational and fun.

Our language isn’t heavy-handed. At every touch point, Pepsi is a spark of refreshment (like the drink itself). Encouraging people to have fun, enjoy a delicious Pepsi and make the most of every possible experience happening NOW.

**WE DO:**
- Speak conversationally
- Use fewer words, rather than more

**WE DO NOT:**
- Speak in clichés
- Get cheesy
- Talk about Pepsi in ways no human does
TONE AND MANNER

PEPSI IS ALSO MORE ABOUT SHOWING THAN TELLING.

Our visuals excite consumers to get involved in the moment with images that capture genuine emotion and energize consumers to go out and make the most of now. Language closes the loop, making Pepsi a partner in enjoying each moment.
GRID LAYOUT OPTIONS
GRID LAYOUT OPTIONS

There are three layout options for the LIVE FOR NOW grid. When adapting the grid lockup to specific executions choose the option that best fits the media size and space. To get InDesign templates for any of the three grids please request assets from TBWA\CHIAT\DAY.

HORIZONTAL

LIVE FOR NOW

VERTICAL

HORIZONTAL - SINGLE LINE

LIVE FOR NOW
The 3x2 horizontal formatted grid is the hero lockup and should be used whenever possible.
The vertical grid compositionally follows the same conventions of the horizontal grid. It is also made up of (1) Pepsi refreshment cues and (2) imagery that captures the excitement and fun of “now”.
It is always recommended you try using the horizontal or vertical hero grid layouts first. But in some cases you may be required to use the single line horizontal layout.
The single line horizontal grid compositionally follows the same conventions of the horizontal grid. It is also made up of (1) Pepsi refreshment cues and (2) imagery that captures the excitement and fun of “now”.
CREATING A GRID
CREATING A GRID

First pick the appropriate grid lockup. InDesign templates can be requested from TBWA\CHIAT\DAY

1. HORIZONTAL

2. VERTICAL

3. HORIZONTAL - SINGLE LINE
CREATING A HORIZONTAL GRID
STROKE WEIGHT

For images at 17” x 11” the grid boxes should be divided by an 8 pt solid white stroke. The stroke weight should scale proportionally to the final size of the grid being used.

8 pt stroke
ADDING TYPOGRAPHY - STEP 1

The alignment of the “LIVE FOR NOW” tagline is critical to successful executions of the grid. Start by adding “NOW” to the bottom 3 boxes, making sure that each letter (or logo) is horizontally and vertically centered within its respective grid box.
ADDING TYPOGRAPHY - STEP 2

Add the word “LIVE” to the upper left box of the grid, making sure to keep it horizontally and vertically centered within its respective box. “LIVE” should be left justified with the “N”, and the tracking and kerning should open the letters to where the right edge of the “E” is vertically aligned with the left side of the logo.

Horizontally equal distance.

Vertically equal distance.

“L” and “N” are aligned.

“E” and logo are aligned.
ADDING TYPOGRAPHY - STEP 3

Add the word “FOR” to the upper right box of the grid making sure to keep it horizontally and vertically centered within its respective box. “FOR” should be left justified with the left side of the “W” and the tracking and kerning should open the letters to where the right edge of the “R” is vertically aligned with the right side of the “W”.

- LIVE and FOR should be the same font size.
- Horizontally equal distance.
- Vertically equal distance.
- “F” and “W” are aligned.
- “R” and “W” are aligned.
ADDING REFRESHMENT CUES

Make sure the can and logo are horizontally and vertically centered within their respective grid boxes.
ADDING “NOW” IMAGERY

The grid works like a puzzle, and it is important to select the right images to fill the “Now” boxes of the grid. A mix of close-ups and wides works best.
DO NOT USE: more than one image of a person in the same grid. The intention of the grid is to always show several “NOW” moments of people everywhere. Themes are ok to use, for example music or sport, but never the same person in more than one box.
ADDING “NOW” IMAGERY

DO NOT USE: blown out images or images with too much white space. Doing so will reduce legibility of the words.
CREATING A VERTICAL GRID
STROKE WEIGHT

For images at 17” x 11” the grid boxes should be divided by an 8 pt solid white stroke. The stroke weight should scale proportionally to the final size of the grid being used.

8 pt stroke
The alignment of the “LIVE FOR NOW” tagline is critical to successful executions of the grid. Start by adding “NOW” to the bottom 3 boxes, making sure that each letter (or logo) is horizontally and vertically centered within its respective grid box.
In the case of the vertical grid, it is important to add the product boxes and refreshment cues next. Make sure to horizontally and vertically align the logo and can within their respective boxes.
ADDING TYPOGRAPHY - STEP 3

Add the word “LIVE” to the upper box of the grid, making sure to keep it horizontally and vertically centered within its respective box. Add the word “FOR” to the left middle box also making sure to keep it horizontally and vertically centered in its box. “LIVE” should be left justified with the “F”, and the tracking and kerning should open the letters to where the right edge of the “E” is vertically aligned with the right side of the can.
The grid works like a puzzle, and it is important to select the right images to fill the “Now” boxes of the grid. A mix of close-ups and wides works best.
CREATING A SINGLE HORIZONTAL GRID
STROKE WEIGHT

For images at 17” x 11” the grid boxes should be divided by an 8 pt solid white stroke. The stroke weight should scale proportionally to the final size of the grid being used.
ADDING TYPOGRAPHY - STEP 1

Add the LIVE FOR NOW tagline making sure all type in the single horizontal format is the same font size.
The alignment of the “LIVE FOR NOW” tagline is critical to successful executions of the grid. All words and letters should be horizontally and vertically centered within its respective grid box.
ADDING REFRESHMENT CUES

Make sure the can and logo are horizontally and vertically centered within their respective grid boxes.
ADDING “NOW” IMAGERY

The grid works like a puzzle, and it is important to select the right images to fill the “Now” boxes of the grid. A mix of close-ups and wide shots works best.
SECTION 3: BEYOND THE GRID

GUIDELINES FOR POS AND OTHER EXECUTIONS
The grid lockup on all POS and other media should **ONLY** be used to house the “Live For Now” Tagline.
A single extension box can be added to the grid to adapt for POS and other executions. This box should house all the content and messaging needed for the respective media.
EXTENDING THE VERTICAL GRID

A single extension box can be added to the grid to adapt for POS and other executions. This box should house all the content and messaging needed for the respective media.
A single extension box can be added to the grid to adapt for POS and other executions. This box should house all the content and messaging needed for the respective media.