

LIVE FOR NOW

BRAND GUIDELINES

WORK IN PROGRESS

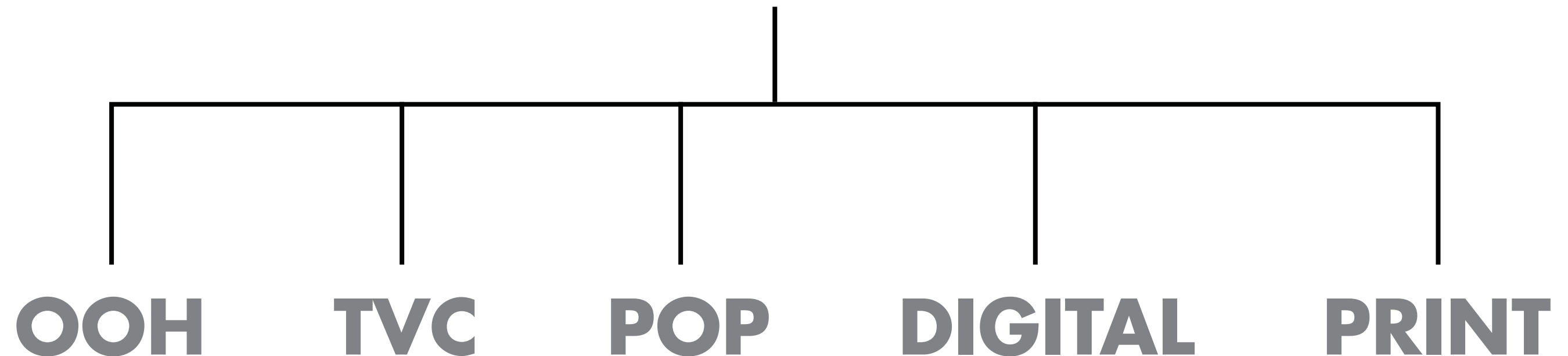
3.16.12

SECTION 2: VISUAL ELEMENTS

THE GRID



**THE GRID IS USED TO
EXPRESS THE BRAND AND
THE EXCITEMENT OF NOW IN
THE FOLLOWING MEDIA:**





The 6-box grid will always be composed of these two elements:

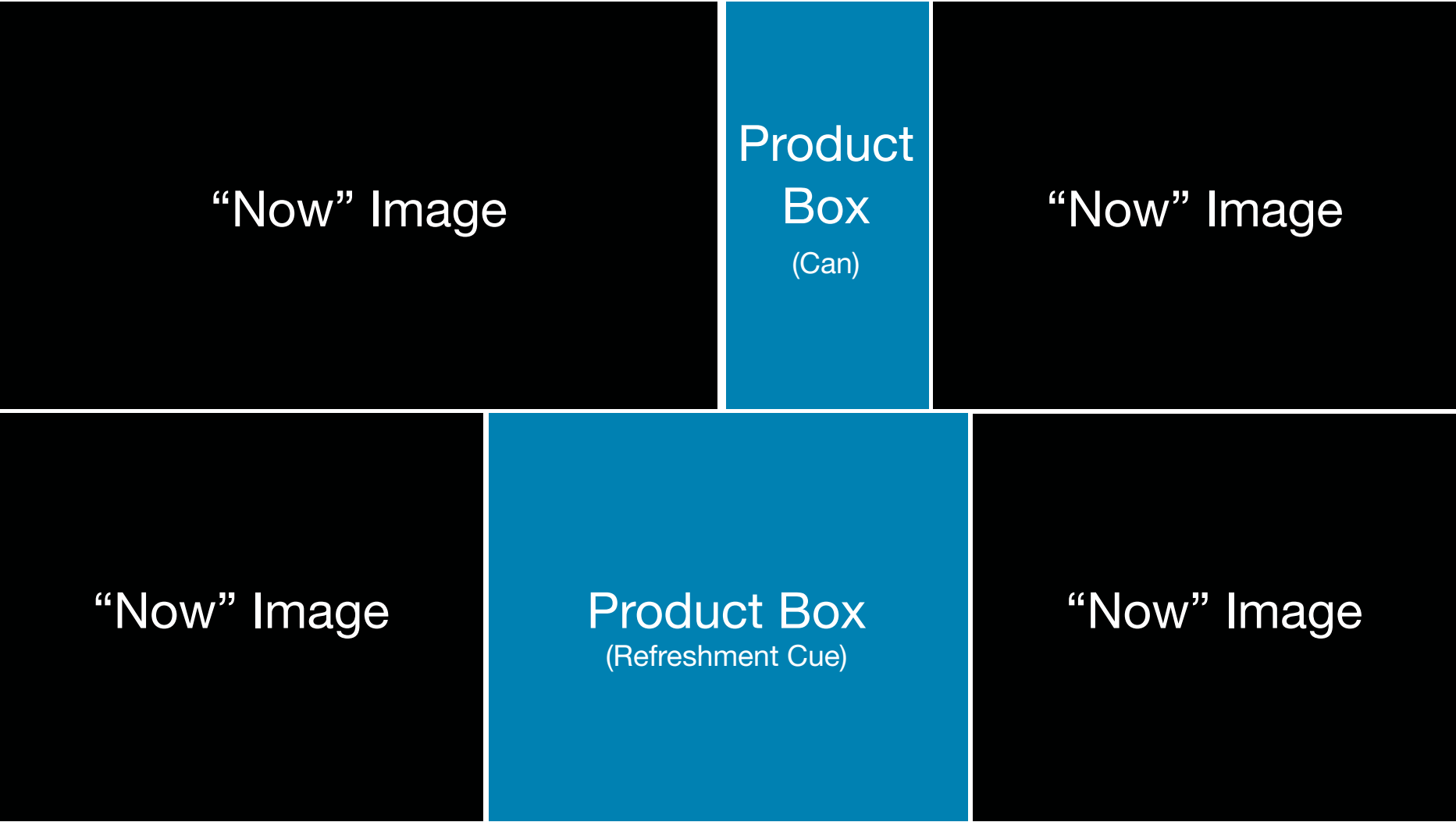
2 PRODUCT BOXES

4 LIFESTYLE IMAGES BOXES
THAT CAPTURE THE EXCITEMENT OF “NOW”

GRID BLUEPRINT



The grid is made up of (1) Pepsi refreshment cues and (2) imagery that captures the excitement and fun of “now”.



THE GRID: PRODUCT BOXES

PRODUCT BOXES



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

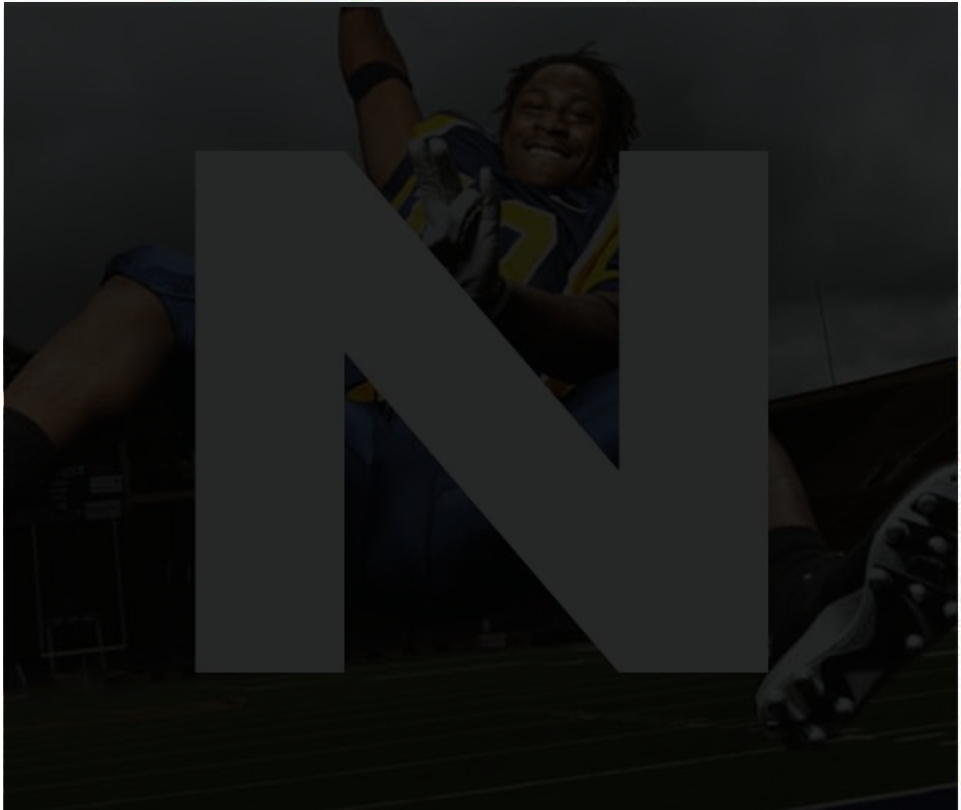
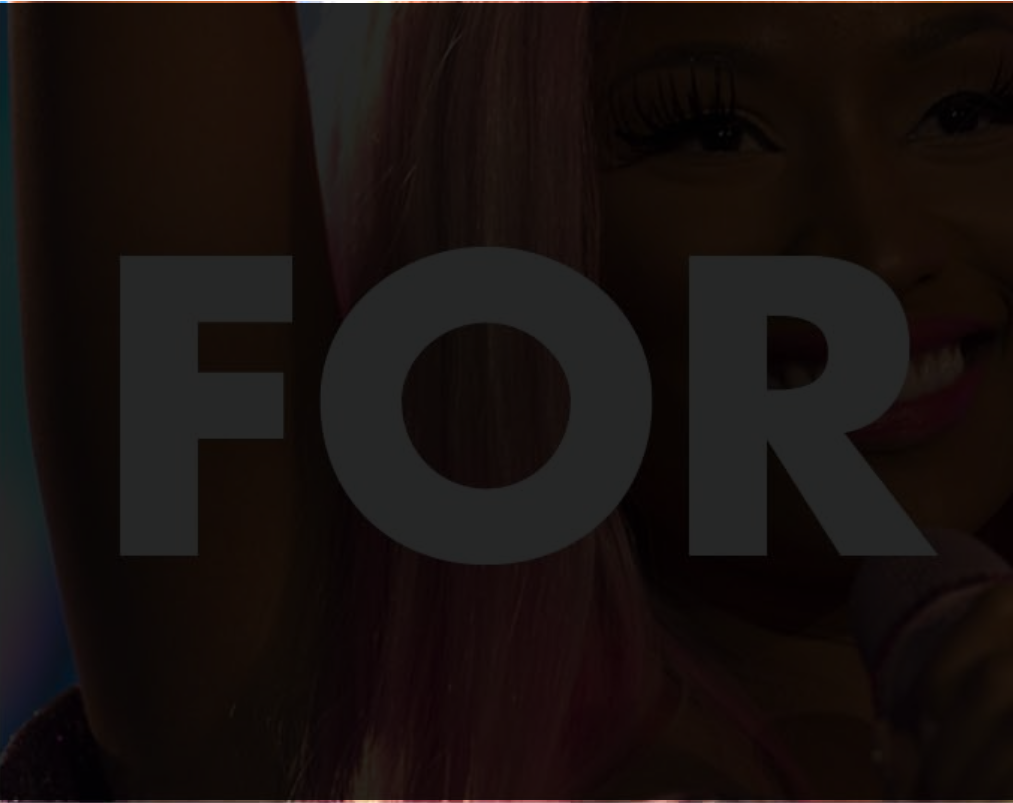
1. Can/Product on Blue Vignette.



2. Logo over Condensated Glass or splash.



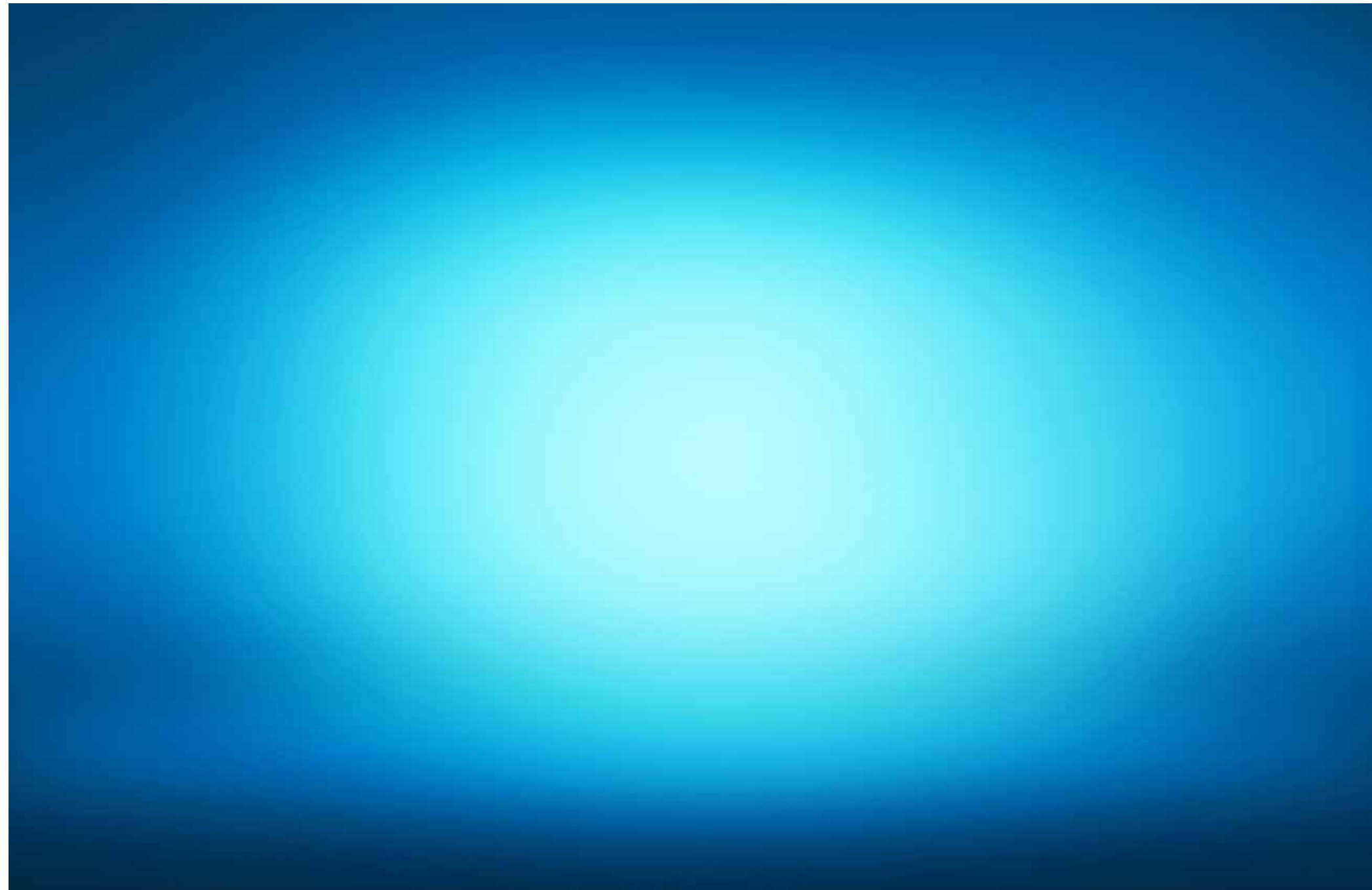
PRODUCT BOX #1 - CAN ON BLUE VIGNETTE



PRODUCT BOX #1 - COLOR



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





Refreshing Taste Appeal

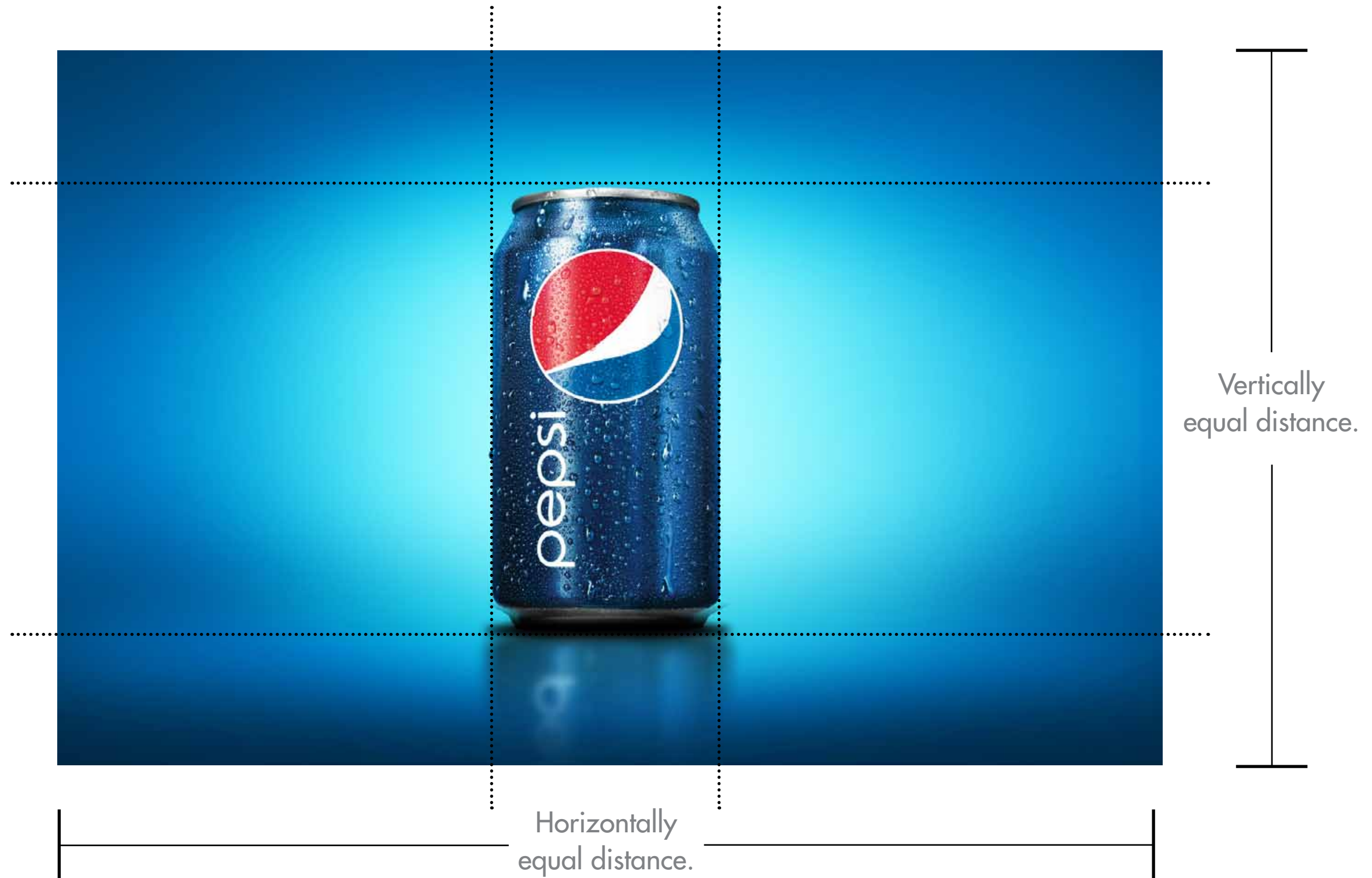
The hero grid lockup should always feature the condensated “sweaty” can image with a surface reflection.



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



PRODUCT BOX #2 - REFRESHMENT CUE



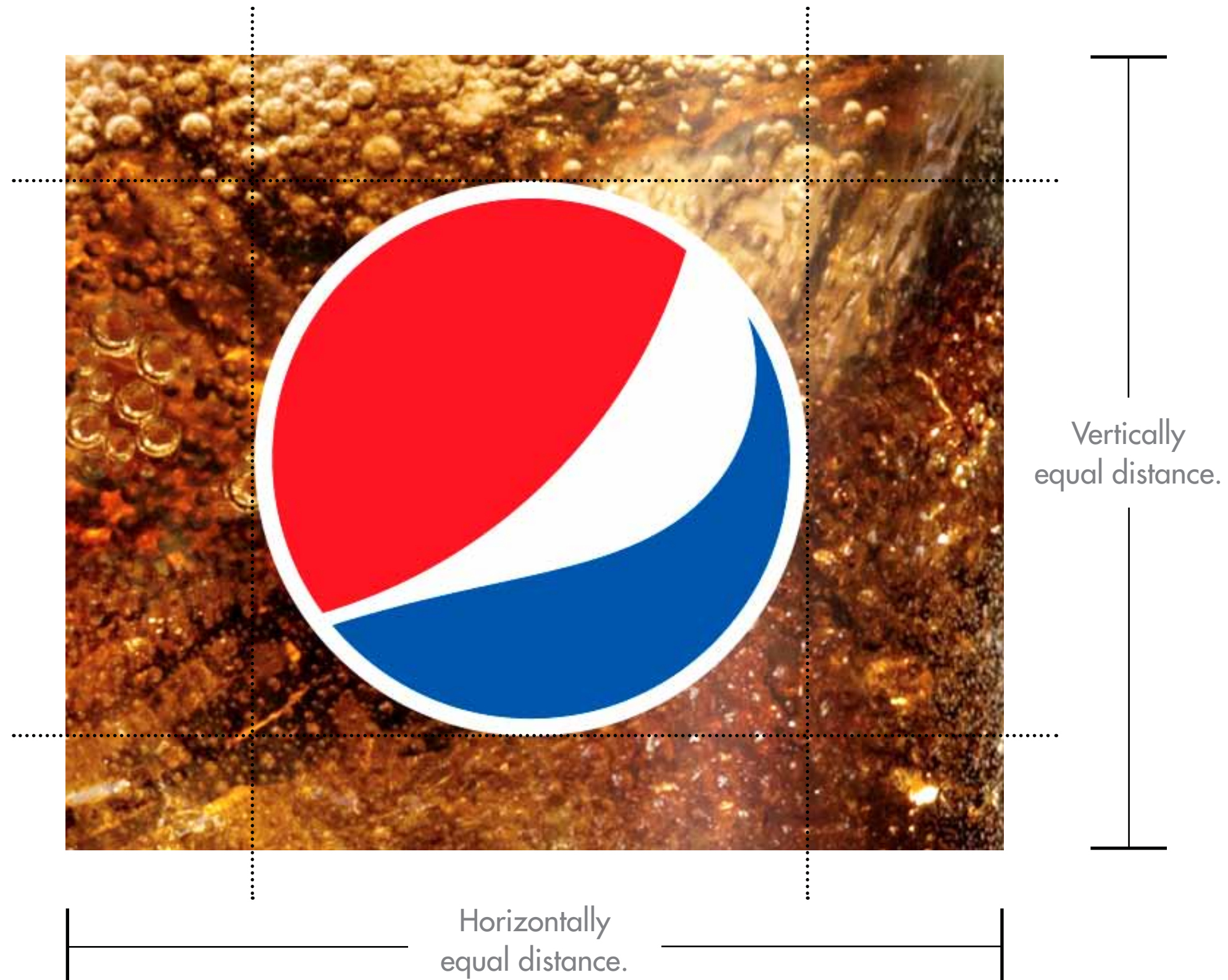
The second product box is dedicated to a refreshment cue. The approved image is a close-up of a condensated glass with Pepsi being poured into it. Please request this asset from TBWA\CHIAT\DAY.



PRODUCT BOX #2 - POSITIONING OF LOGO



The Pepsi logo should always be positioned horizontally and vertically centered within its respective grid box.



THE GRID - PHOTOGRAPHY BOXES

THE GRID - PHOTOGRAPHY BOXES



CAMPAIGN IMAGERY - “NOW” PHOTOGRAPHY



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 BOLD

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

FUTURA STD MEDIUM

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 can be purchased at http://www.fontshop.com/fonts/downloads/linotype/futura_std_complete_pack/

LIVE FOR NOW TAGLINE



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.

LIVE FOR NOW

LIVE FOR NOW TAGLINE



CORRECT USAGE:

The Globe Logo replaces the "O" in "Now" only. Futura STD Bold - All Caps.

LIVE FOR NOW

INCORRECT USAGE:

Use the Globe Logo to replace the "O" in "For".

~~LIVE FOR NOW~~

INCORRECT USAGE:

Do not use a different font weight for the tagline.

~~LIVE FOR NOW~~



**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

tone and manner



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



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.

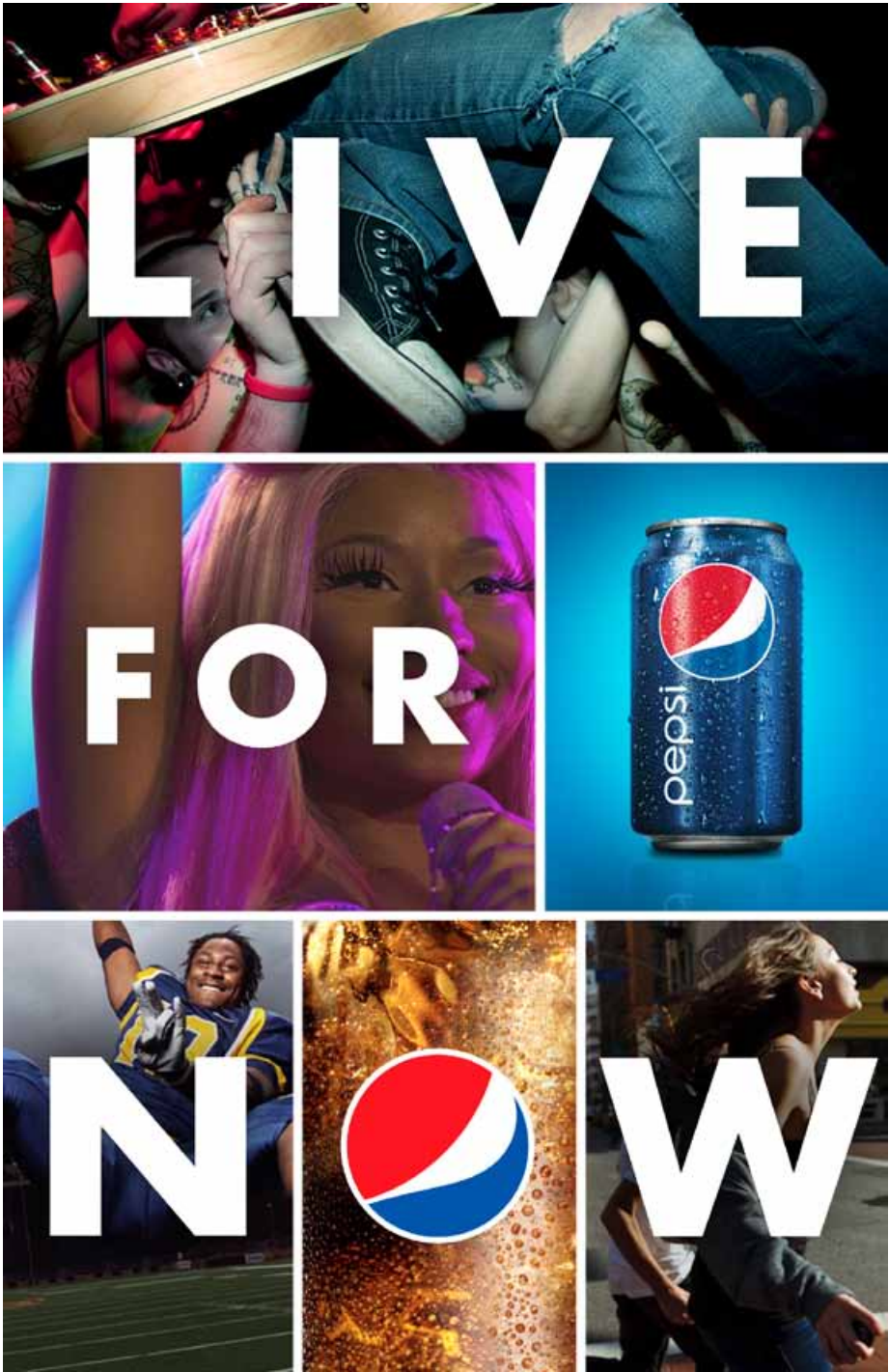
HORIZONTAL



HORIZONTAL - SINGLE LINE



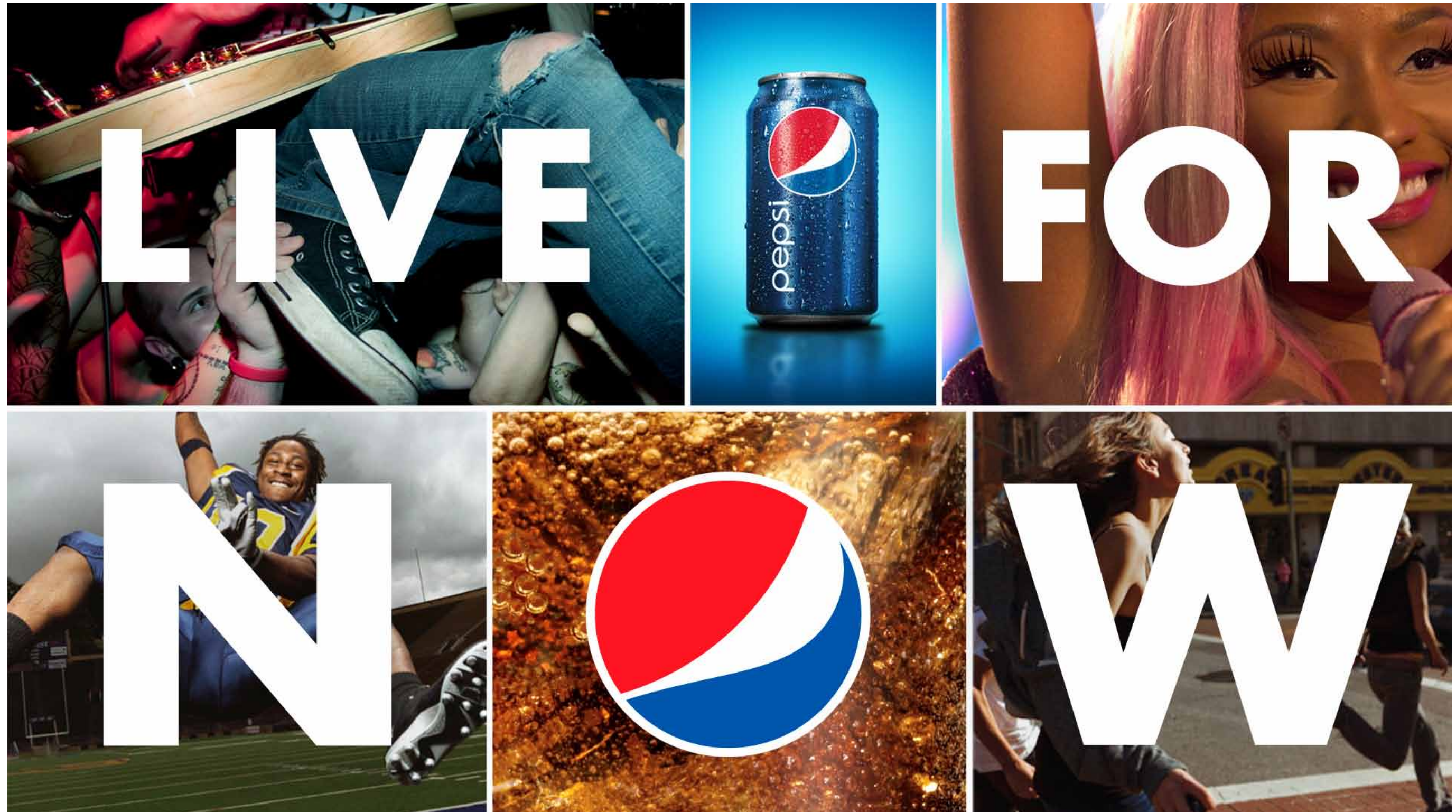
VERTICAL



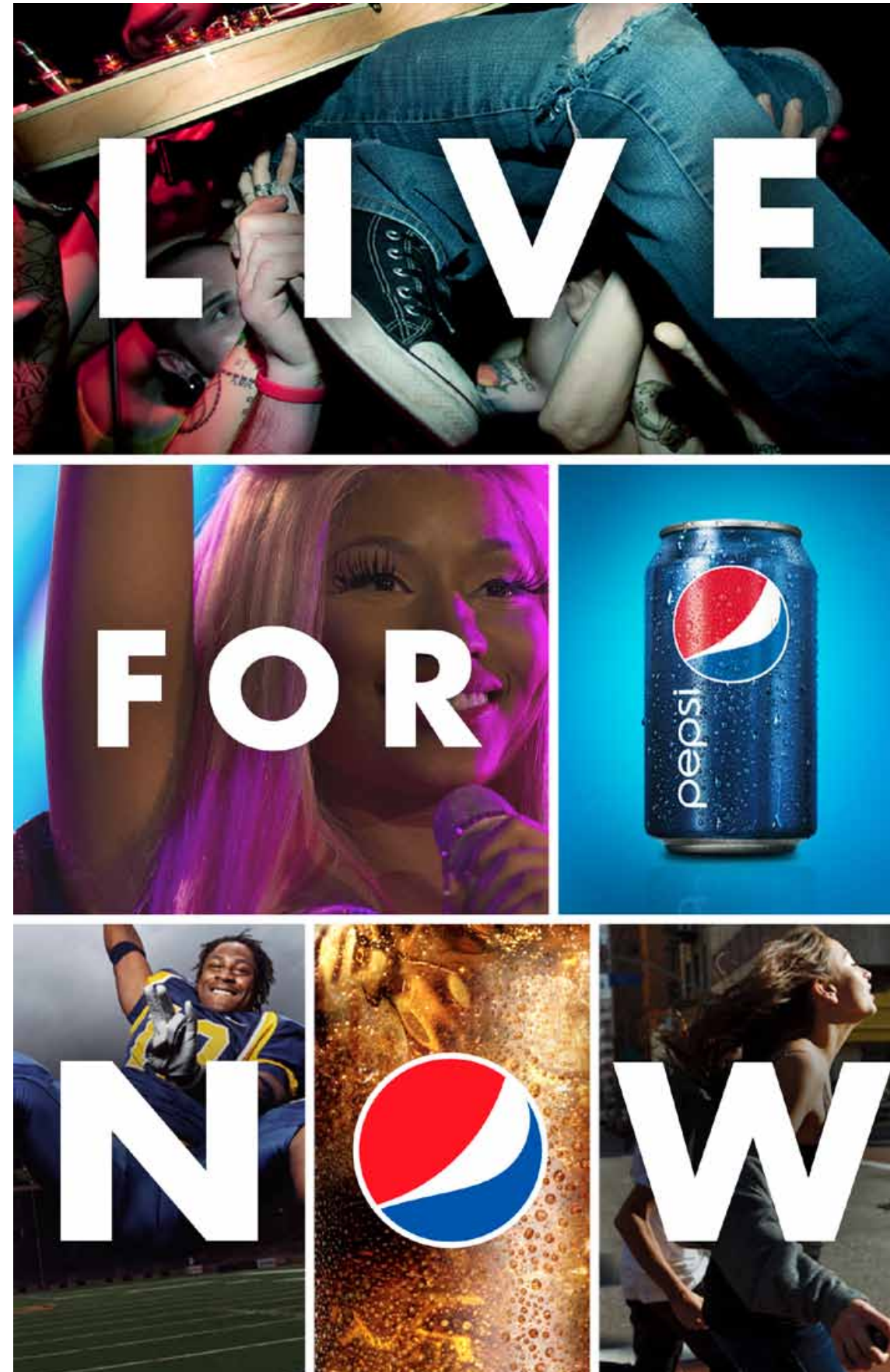
THE GRID - HORIZONTAL LAYOUT - HERO



The 3x2 horizontal formatted grid is the hero lockup and should be used whenever possible.



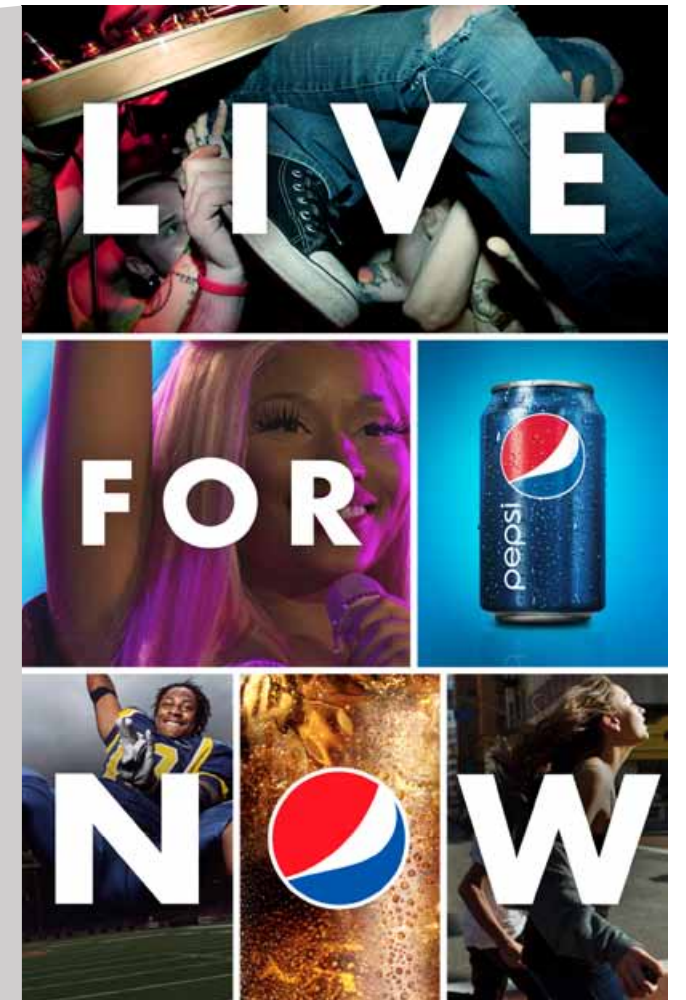
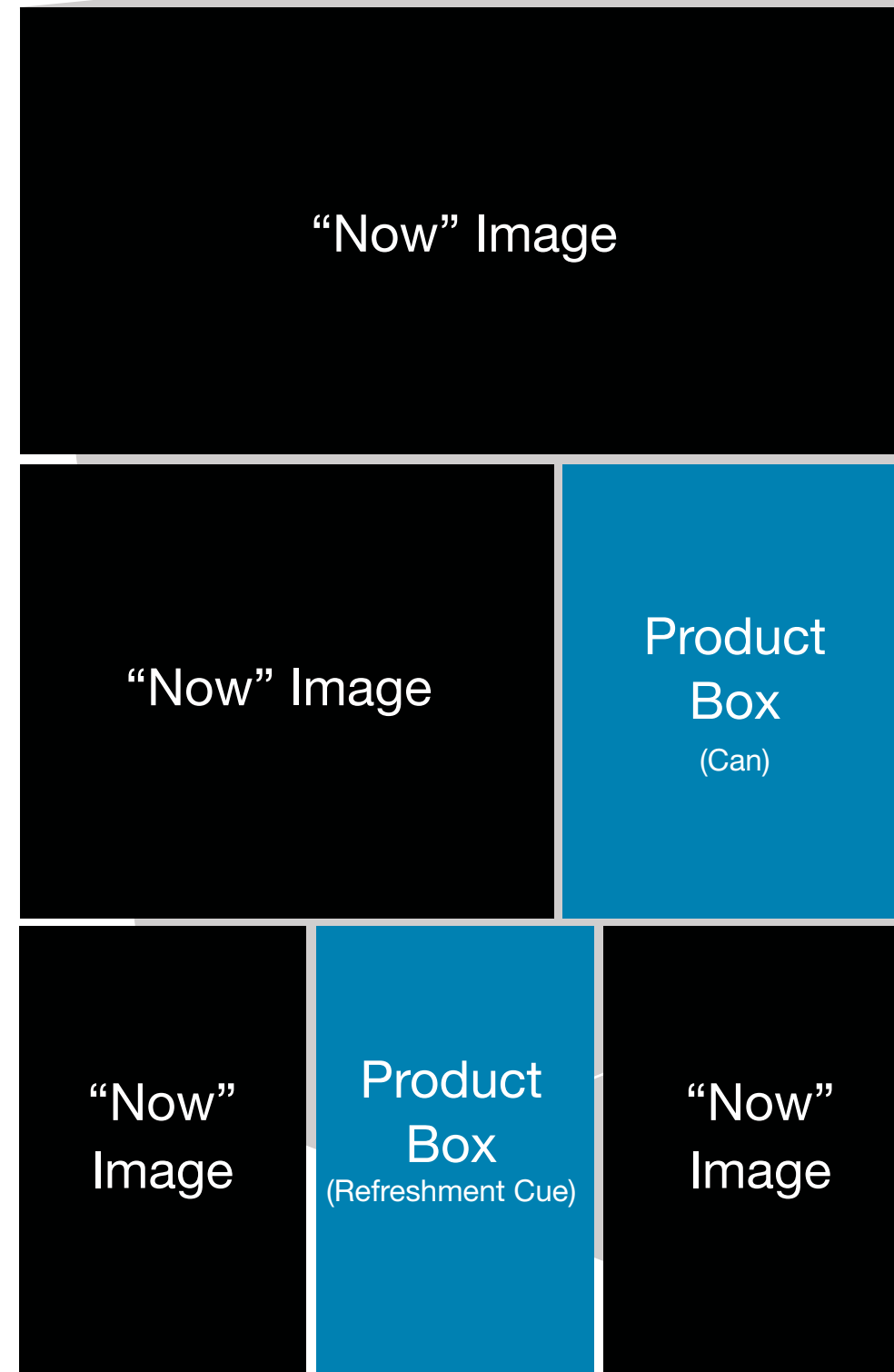
THE GRID - VERTICAL LAYOUT



THE GRID - VERTICAL LAYOUT BLUEPRINTS



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”.



THE GRID - SINGLE LINE HORIZONTAL LAYOUT



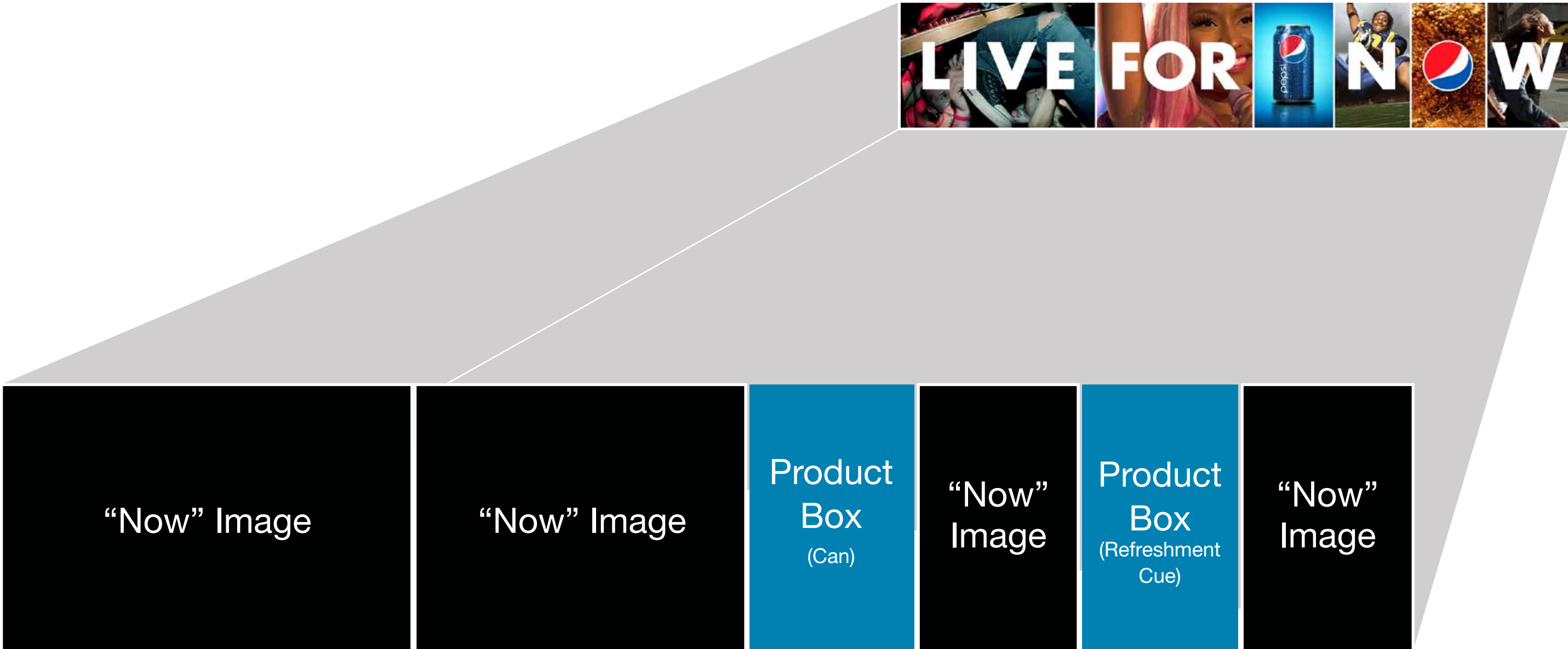
It is always recommended you try using the horizontal or vertical hero grid layouts first. But in some cases you may be required to use the single line horizontal layout.



THE GRID - SINGLE LINE HORIZONTAL LAYOUT BLUEPRINTS



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

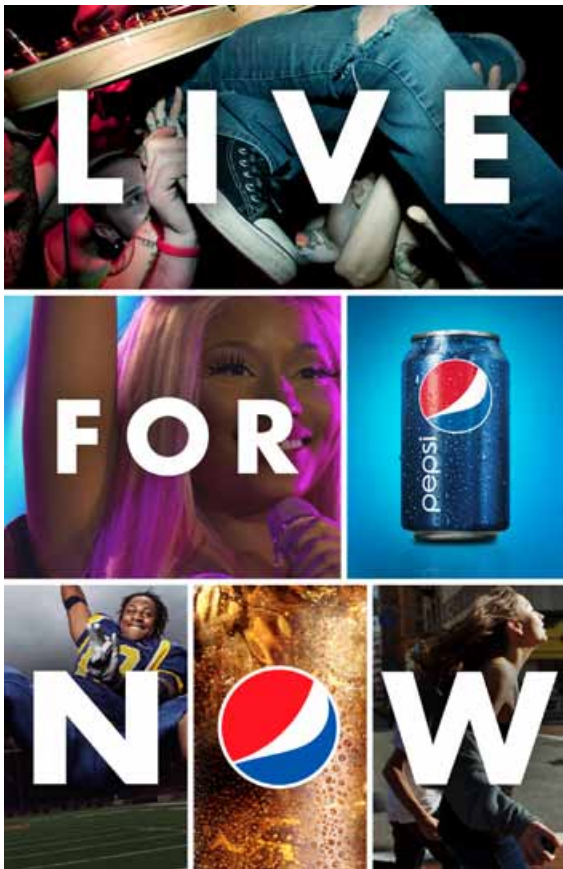


First pick the appropriate grid lockup. InDesign templates can be requested from TBWA\CHIAT\DAY

1. HORIZONTAL



2. VERTICAL



3. HORIZONTAL - SINGLE LINE



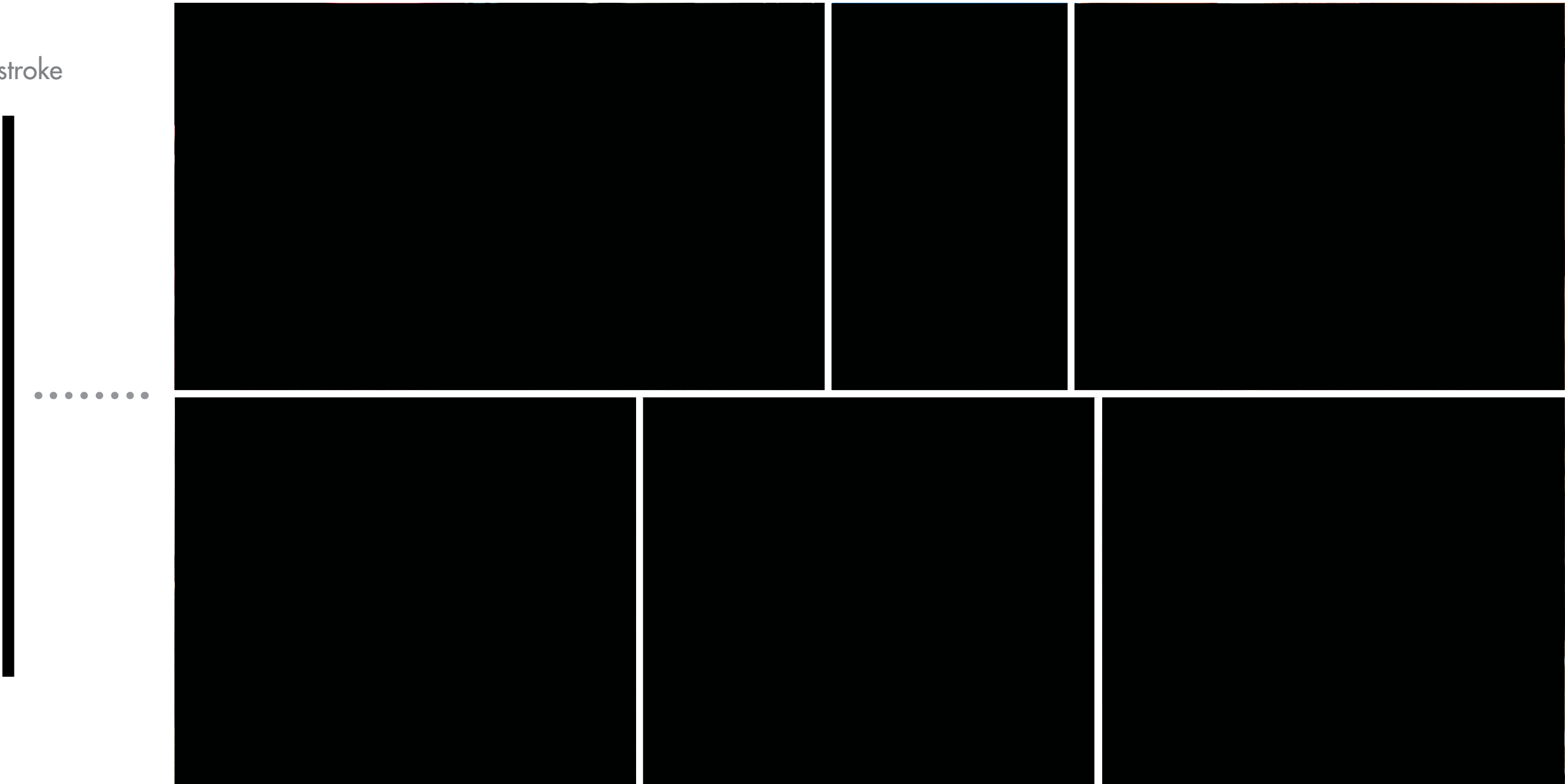
CREATING A HORIZONTAL GRID

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.

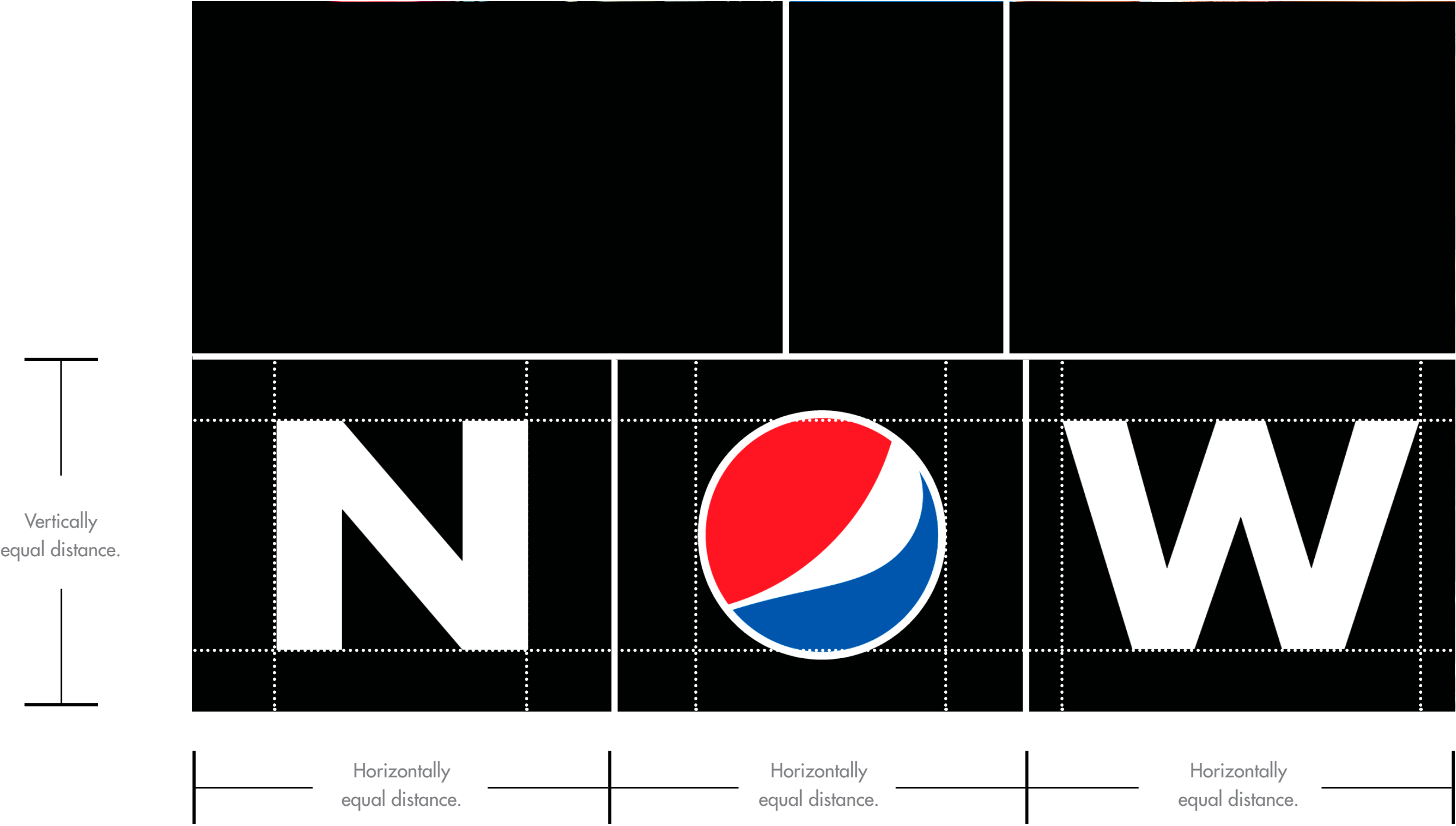
8 pt stroke



ADDING TYPOGRAPHY - STEP 1



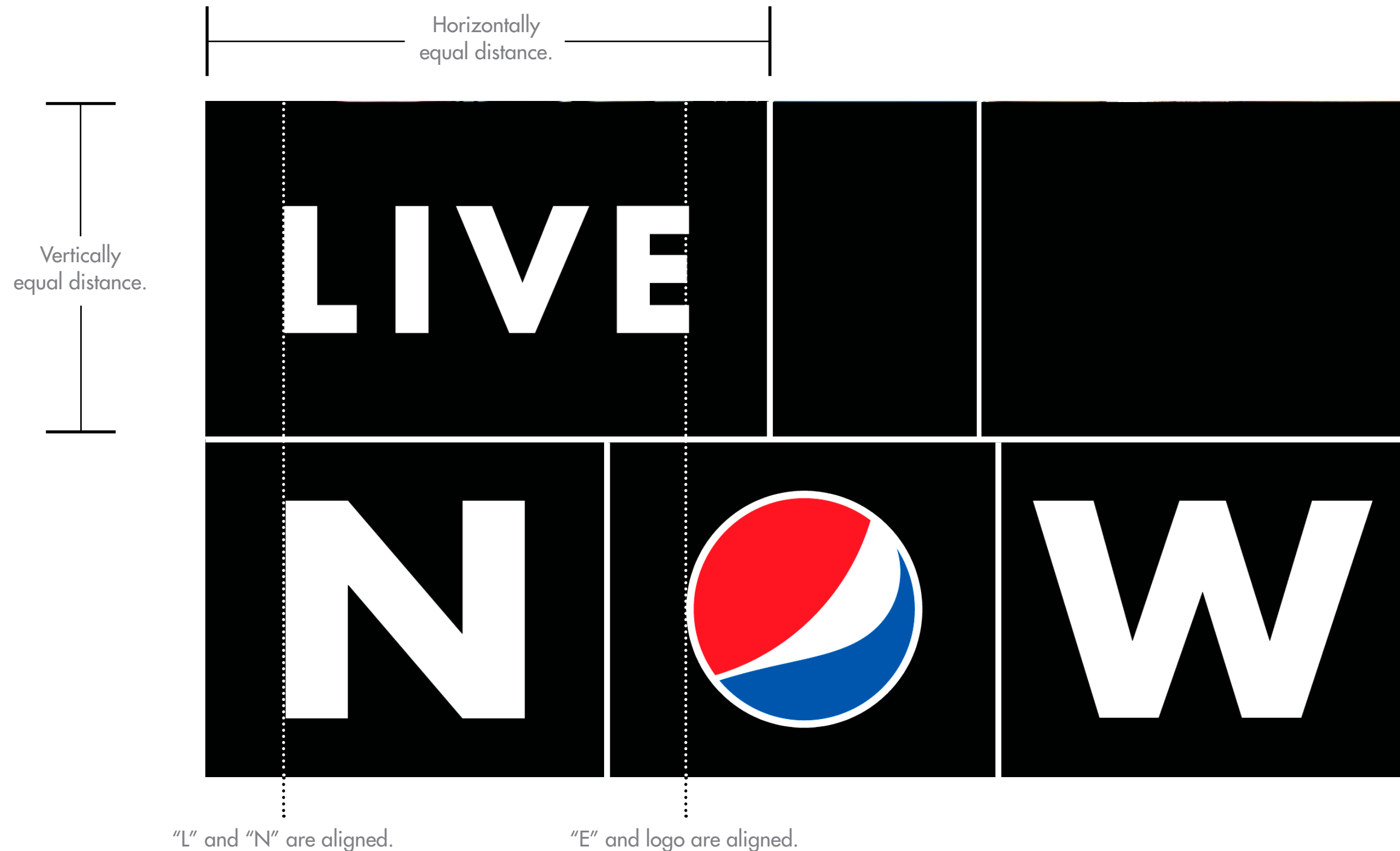
The alignment of the “LIVE FOR NOW” tagline is critical to successful executions of the grid. Start by adding “NOW” to the bottom 3 boxes, making sure that each letter (or logo) is horizontally and vertically centered within its respective grid box.



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.



ADDING TYPOGRAPHY - STEP 3



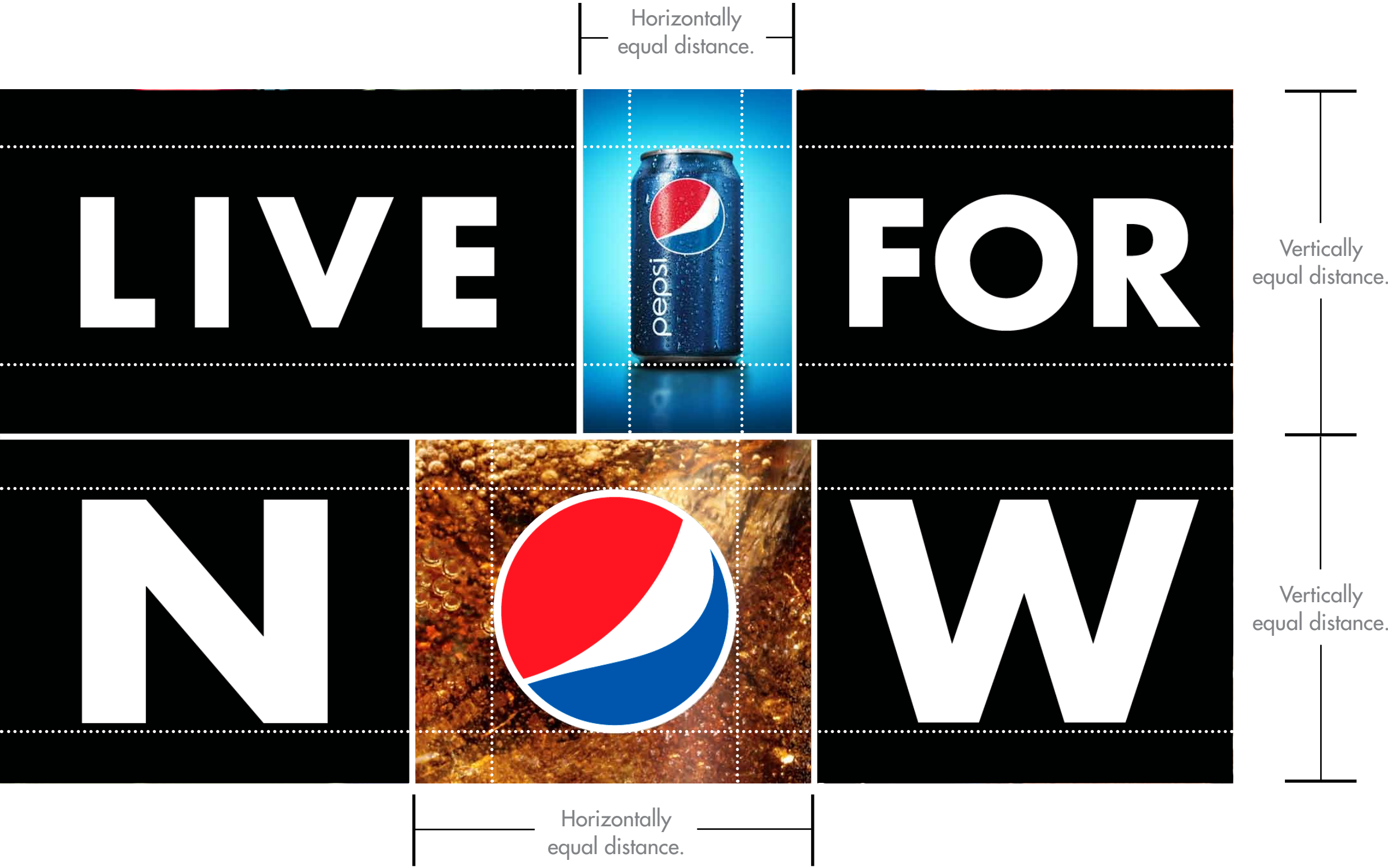
Add the word “FOR” to the upper right box of the grid making sure to keep it horizontally and vertically centered within its respective box. “FOR” should be left justified with the left side of the “W” and the tracking and kerning should open the letters to where the right edge of the “R” is vertically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



ADDING REFRESHMENT CUES



Make sure the can and logo are horizontally and vertically centered within their respective grid boxes.



ADDING “NOW” IMAGERY



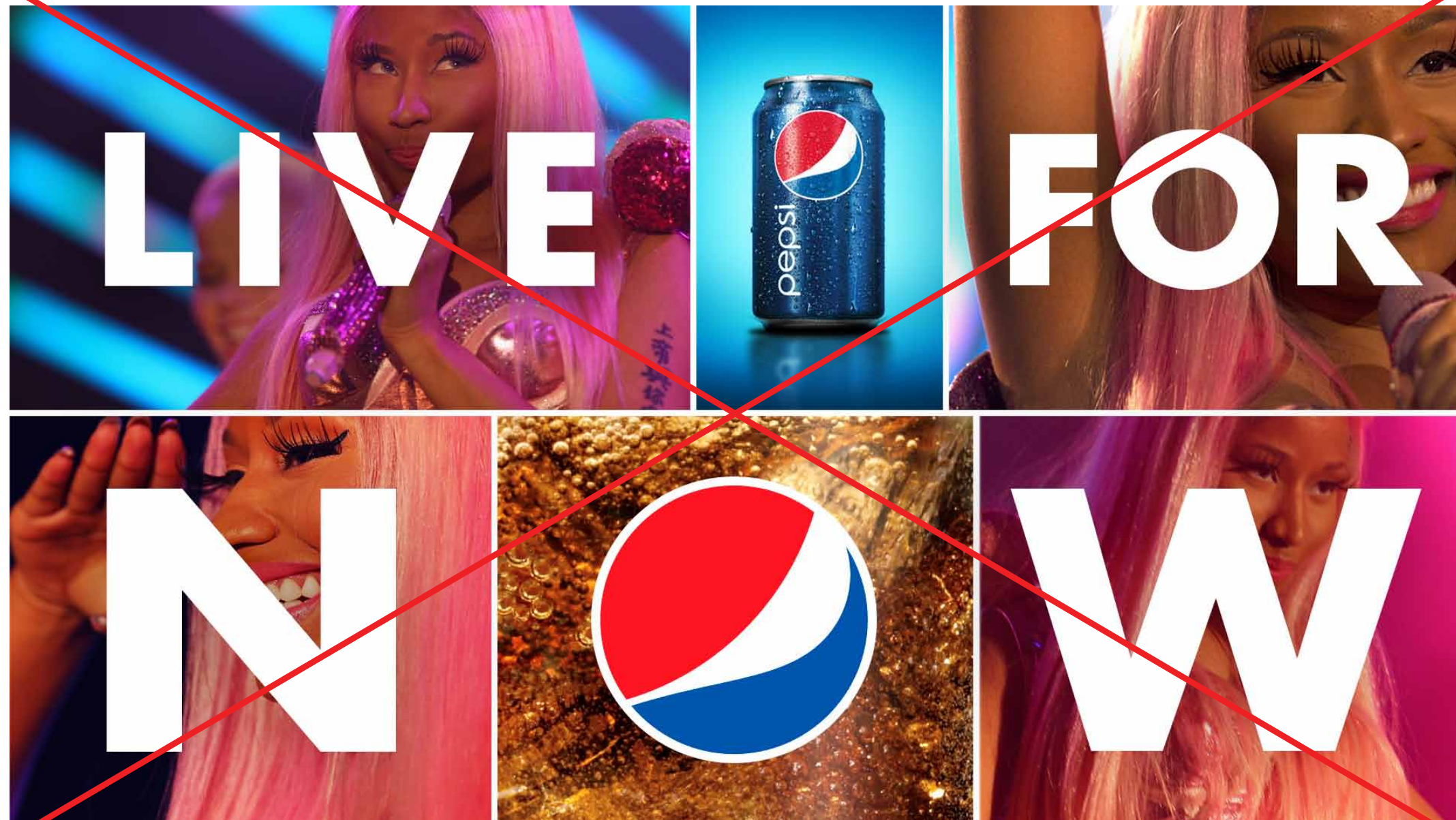
The grid works like a puzzle, and it is important to select the right images to fill the “Now” boxes of the grid. A mix of close-ups and wides works best.



ADDING “NOW” IMAGERY



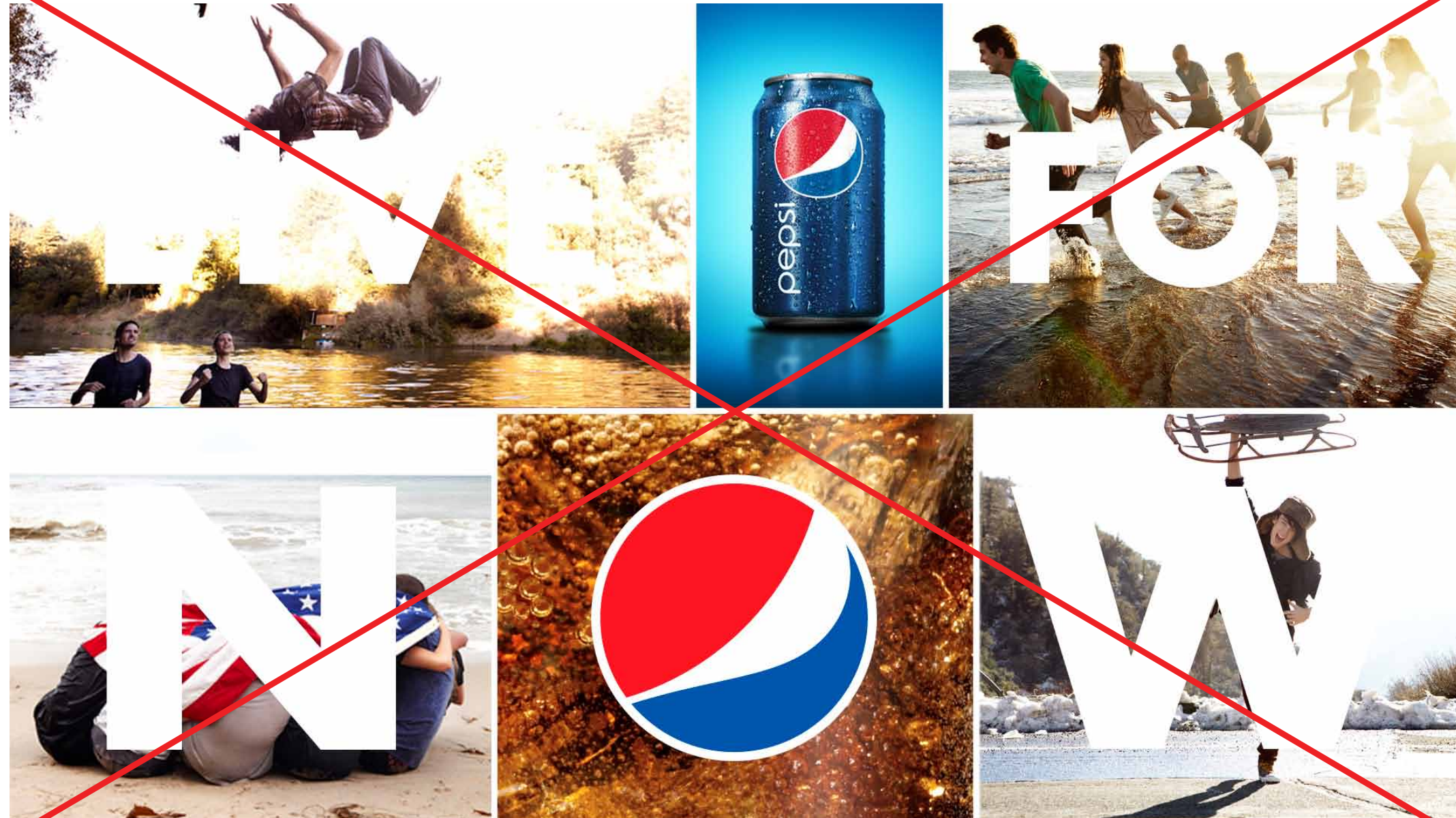
DO NOT USE: more than one image of a person in the same grid. The intention of the grid is to always show several “NOW” moments of people everywhere. Themes are ok to use, for example music or sport, but never the same person in more than one box.



ADDING “NOW” IMAGERY



DO NOT USE: blown out images or images with too much white space. Doing so will reduce legibility of the words.

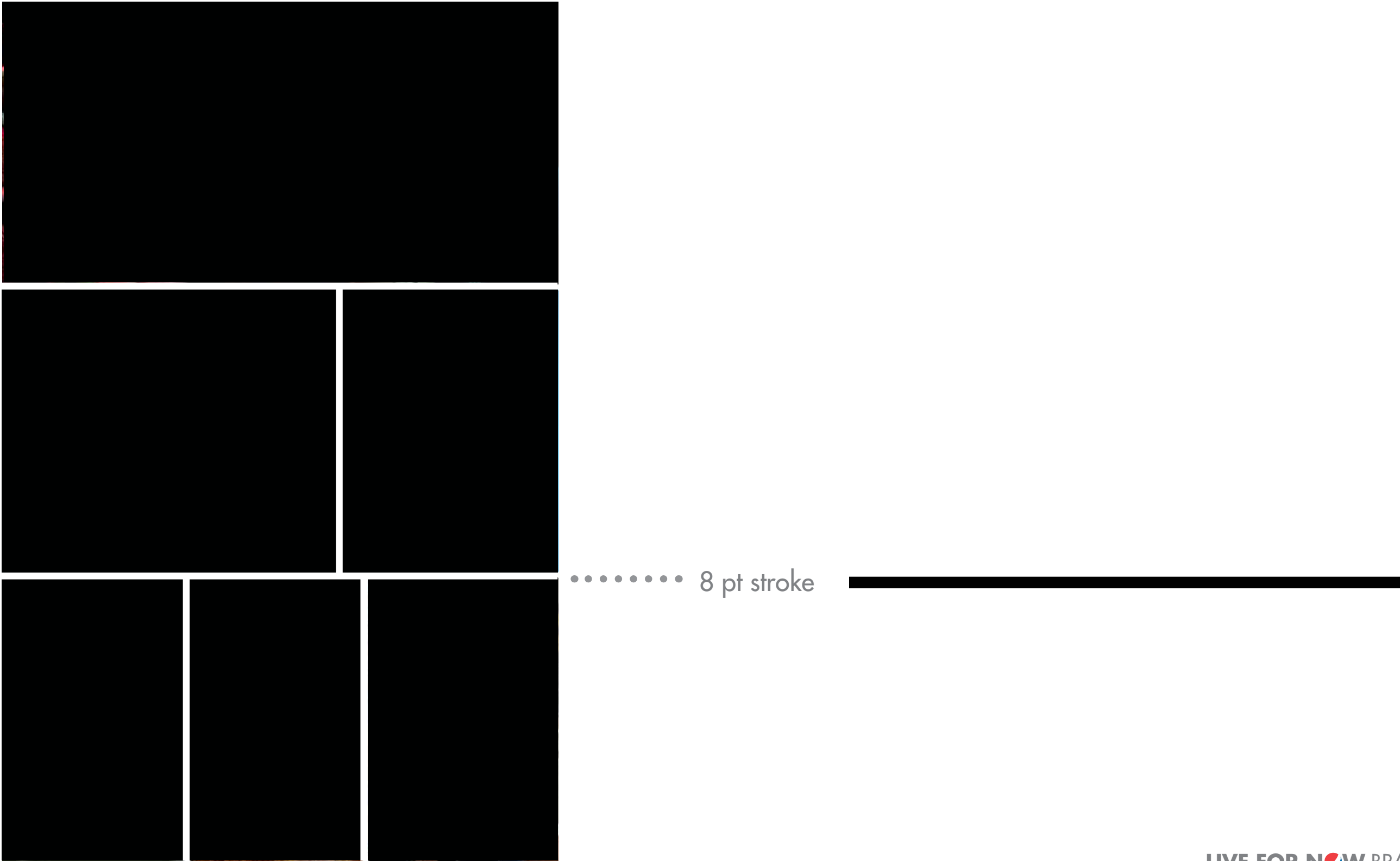


CREATING A VERTICAL GRID

STROKE WEIGHT



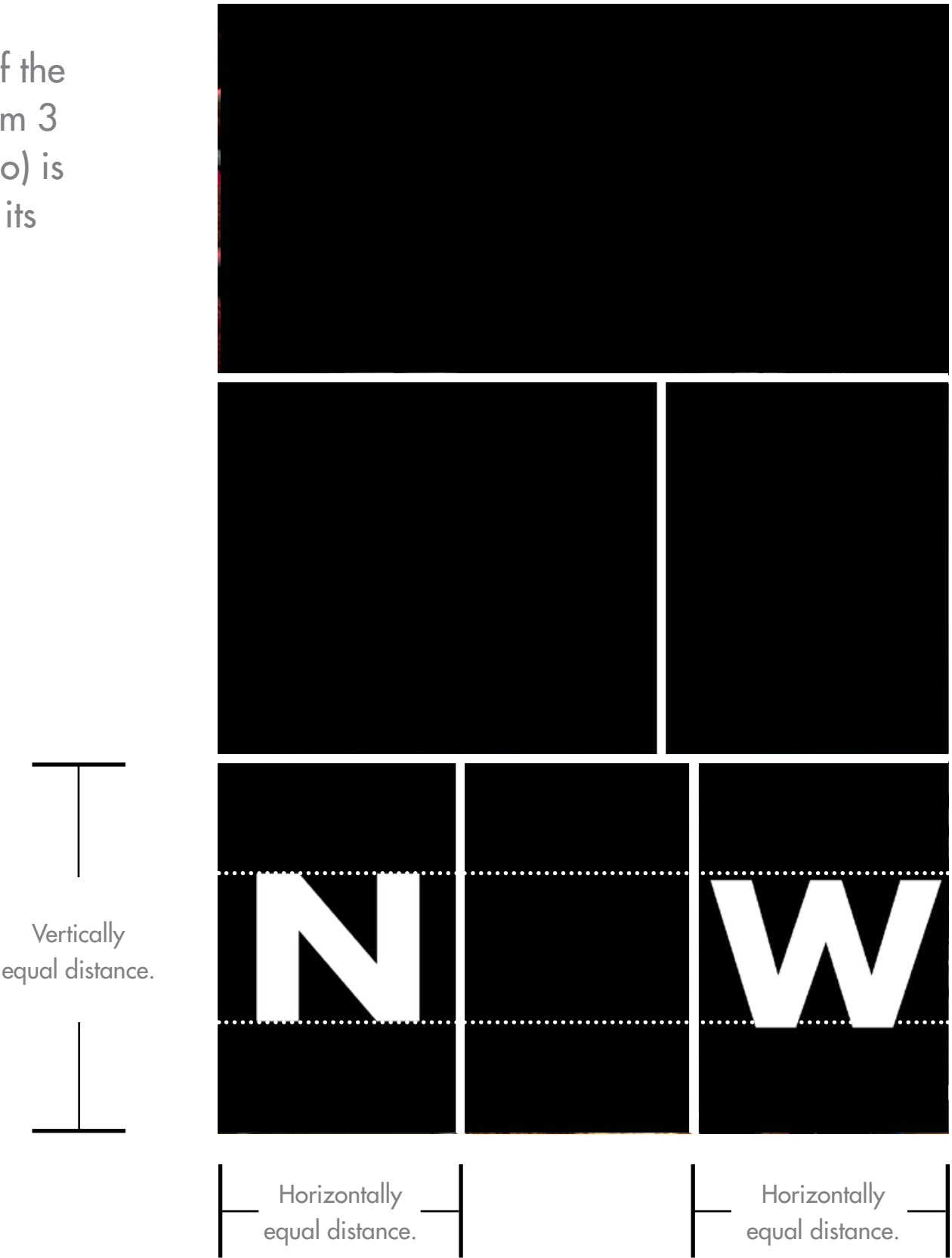
For images at 17" x 11" the grid boxes should be divided by an 8 pt solid white stroke. The stroke weight should scale proportionally to the final size of the grid being used.



ADDING TYPOGRAPHY - STEP 1



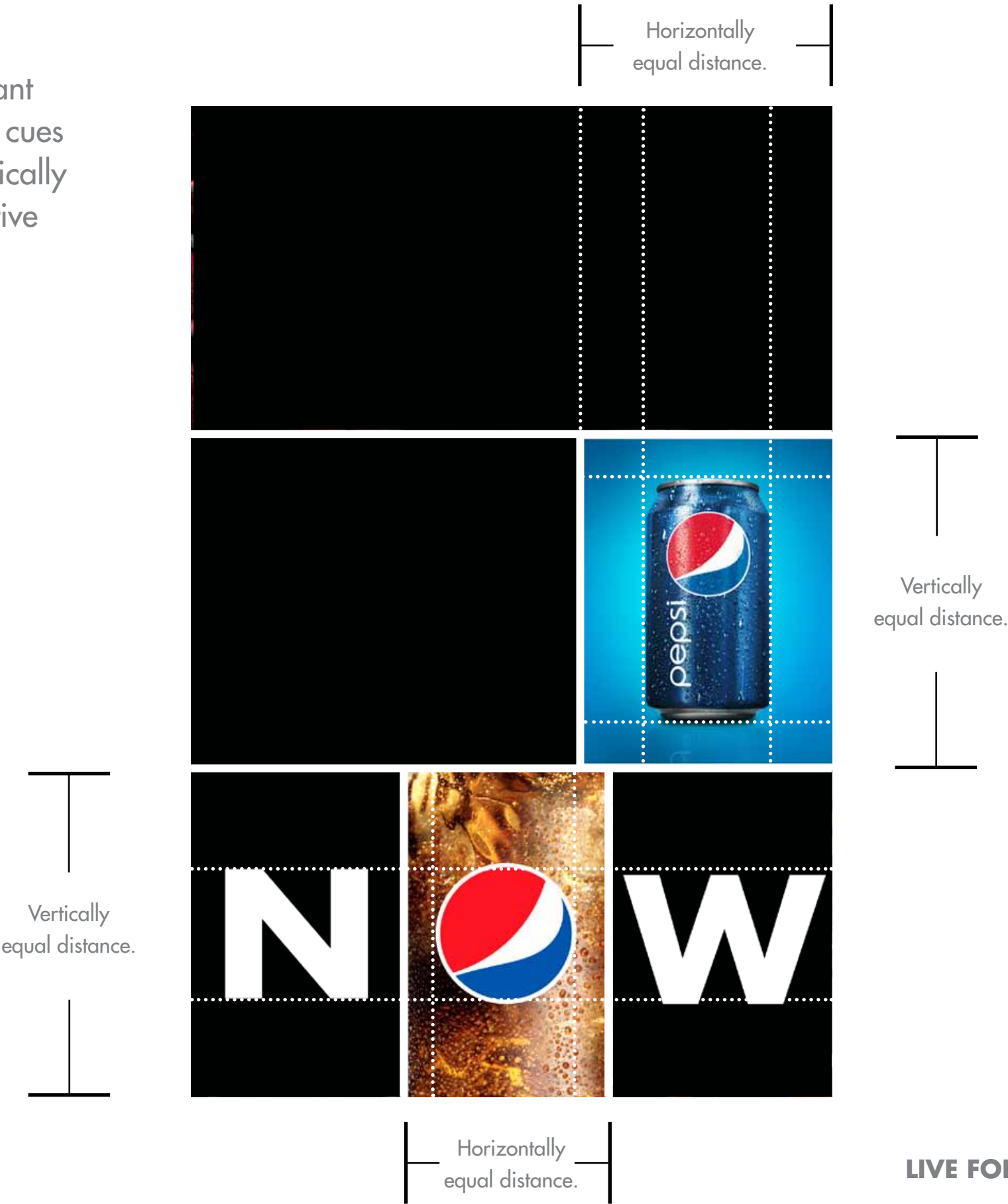
The alignment of the “LIVE FOR NOW” tagline is critical to successful executions of the grid. Start by adding “NOW” to the bottom 3 boxes, making sure that each letter (or logo) is horizontally and vertically centered within its respective grid box.



ADDING TYPOGRAPHY - STEP 2 ADD REFRESHMENT CUES



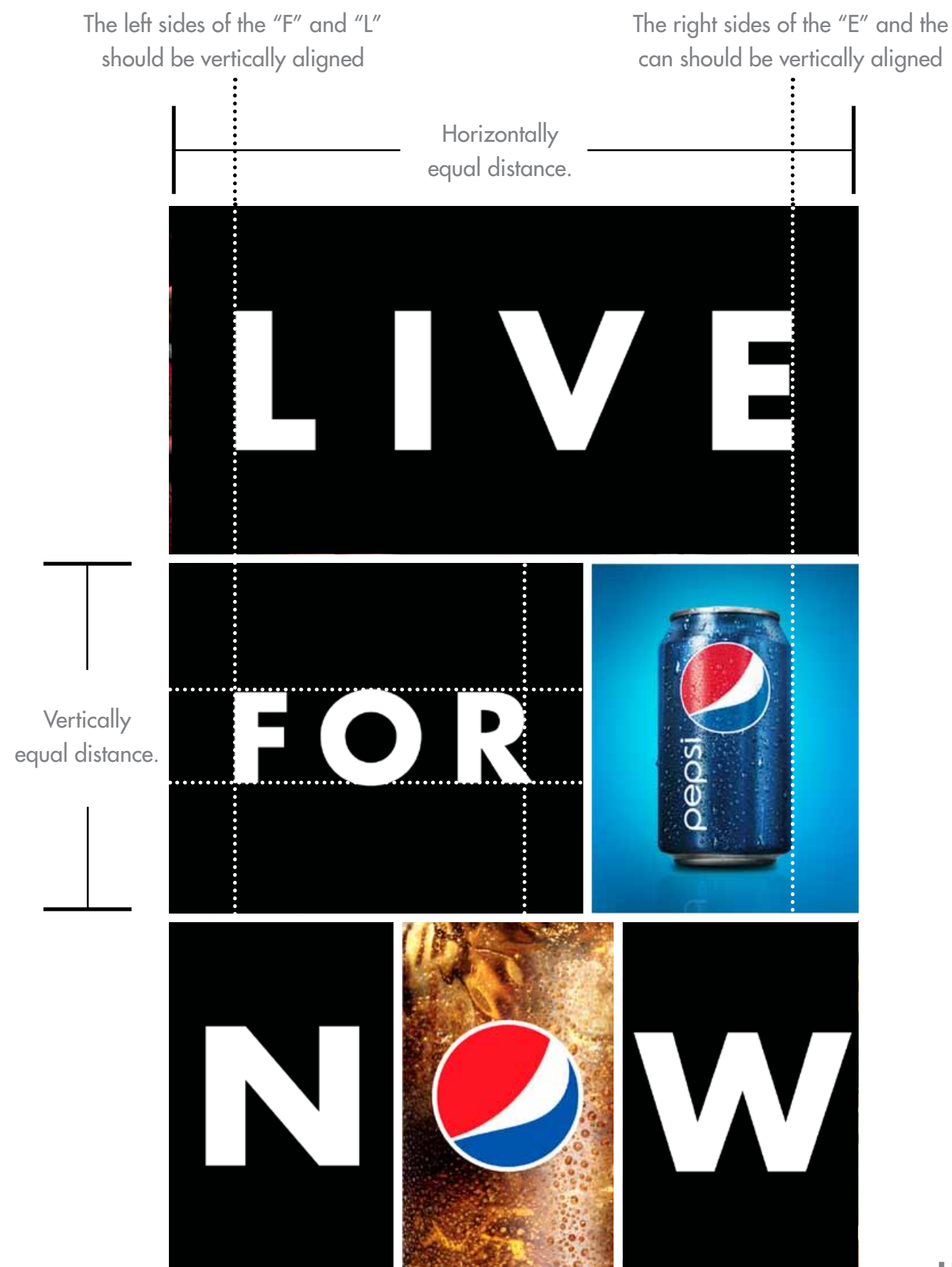
In the case of the vertical grid, it is important to add the product boxes and refreshment cues next. Making sure to horizontally and vertically align the logo and can within their respective boxes.



ADDING TYPOGRAPHY - STEP 3



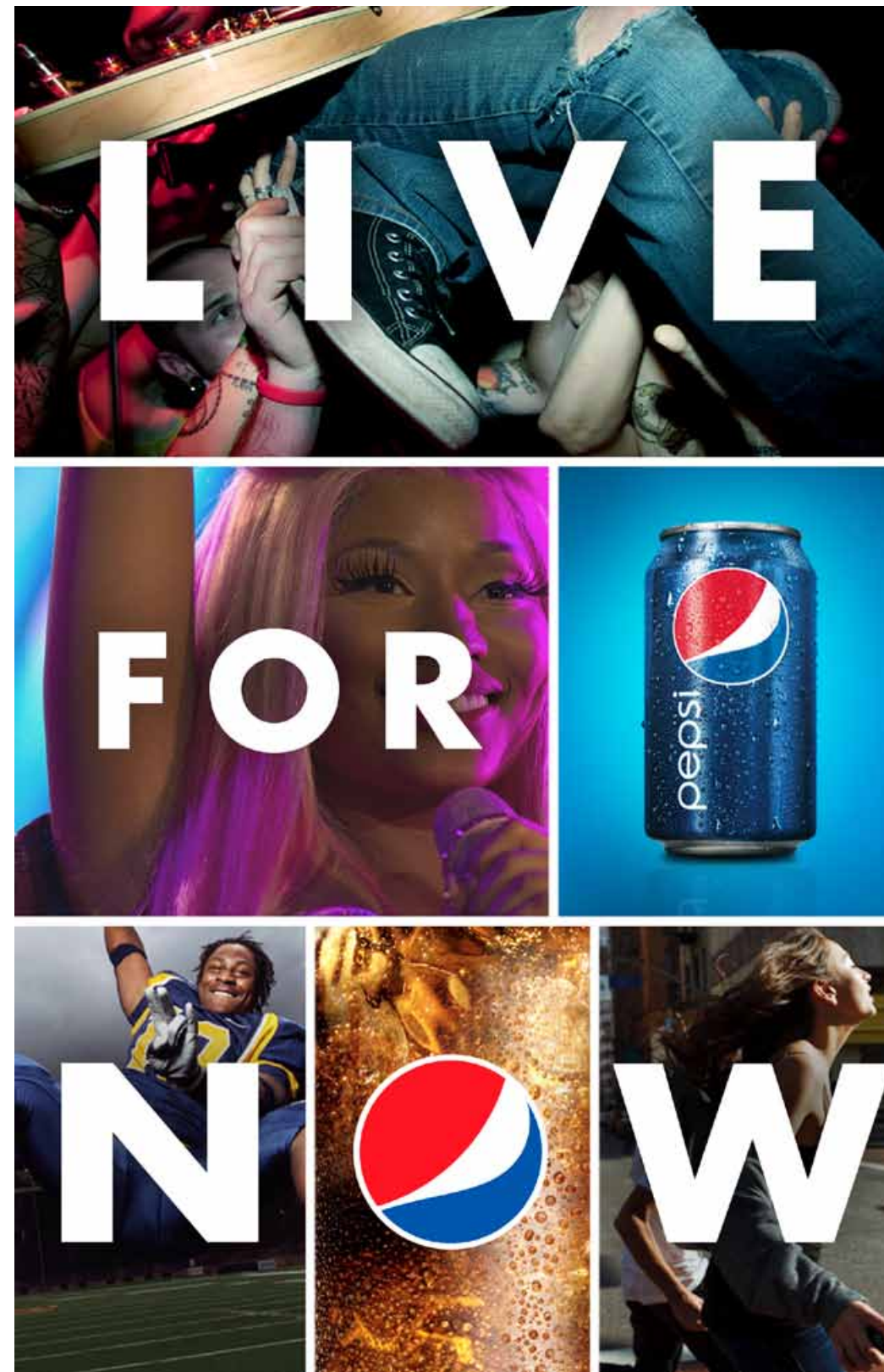
Add the word "LIVE" to the upper box of the grid, making sure to keep it horizontally and vertically centered within its respective box. Add the word "FOR" to the left middle box also making sure to keep it horizontally and vertically centered in its box. "LIVE" should be left justified with the "F", 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.



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.

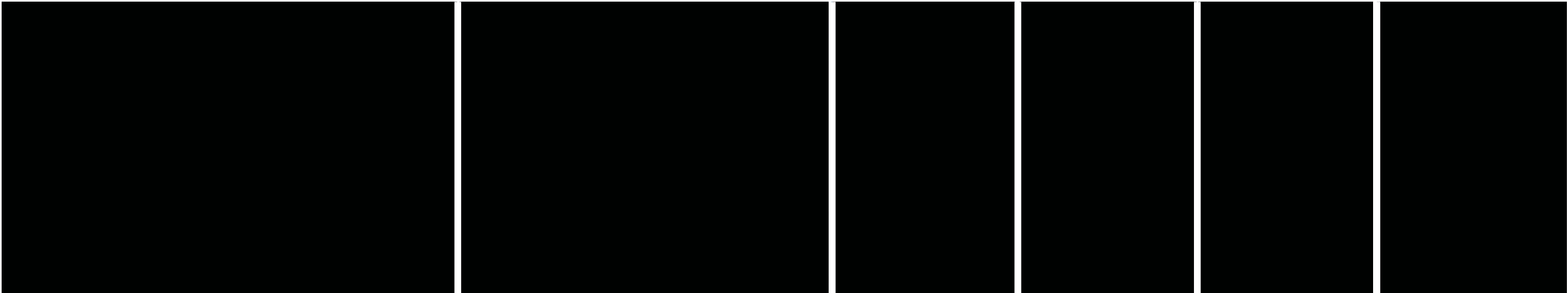


CREATING A SINGLE HORIZONTAL GRID

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.



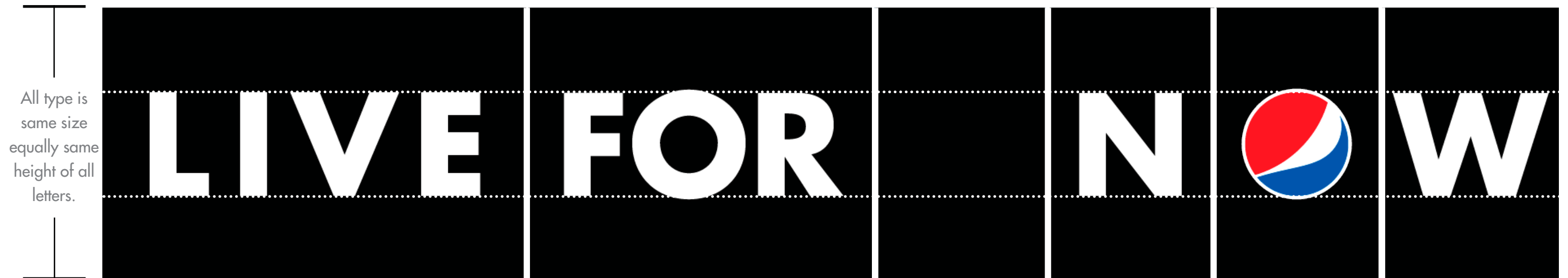
8 pt stroke



ADDING TYPOGRAPHY - STEP 1



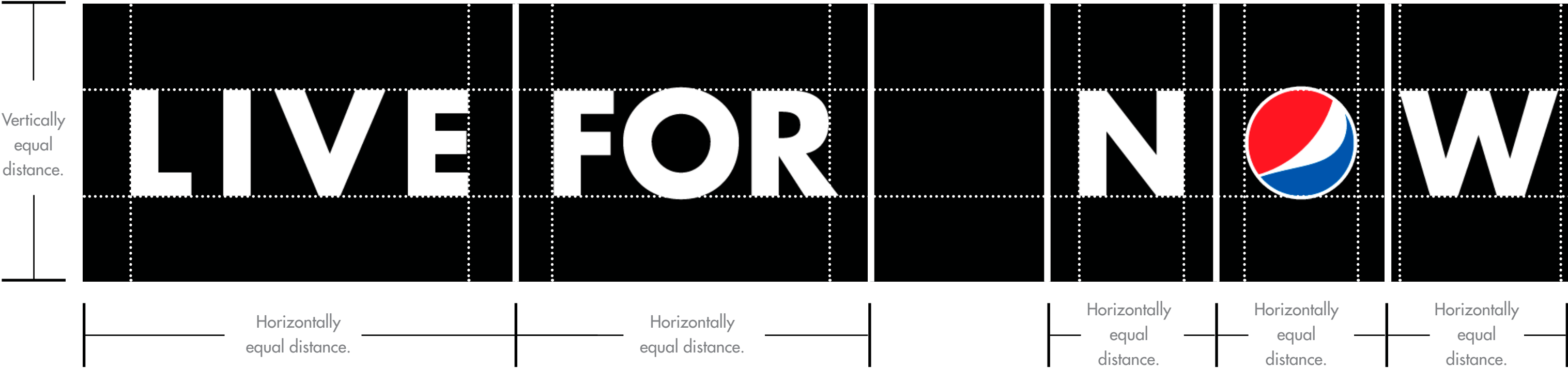
Add the LIVE FOR NOW tagline making sure all type in the single horizontal format is the same font size.



ADDING TYPOGRAPHY - STEP 2



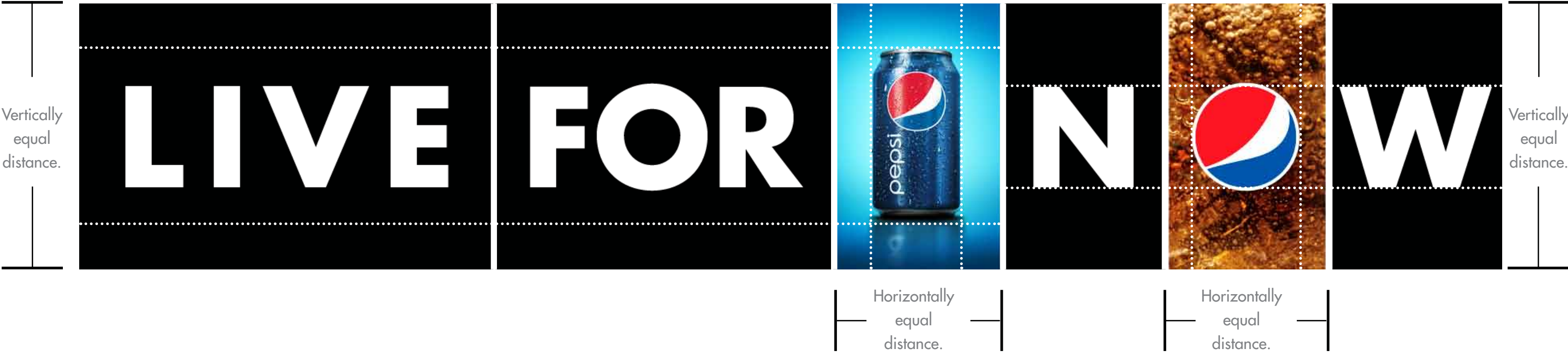
The alignment of the “LIVE FOR NOW” tagline is critical to successful executions of the grid. All words and letters should be horizontally and vertically centered within its respective grid box.



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 wides works best.



SECTION 3:

BEYOND THE GRID

GUIDELINES FOR POS AND OTHER EXECUTIONS

ADAPTING THE GRID TO OTHER EXECUTIONS



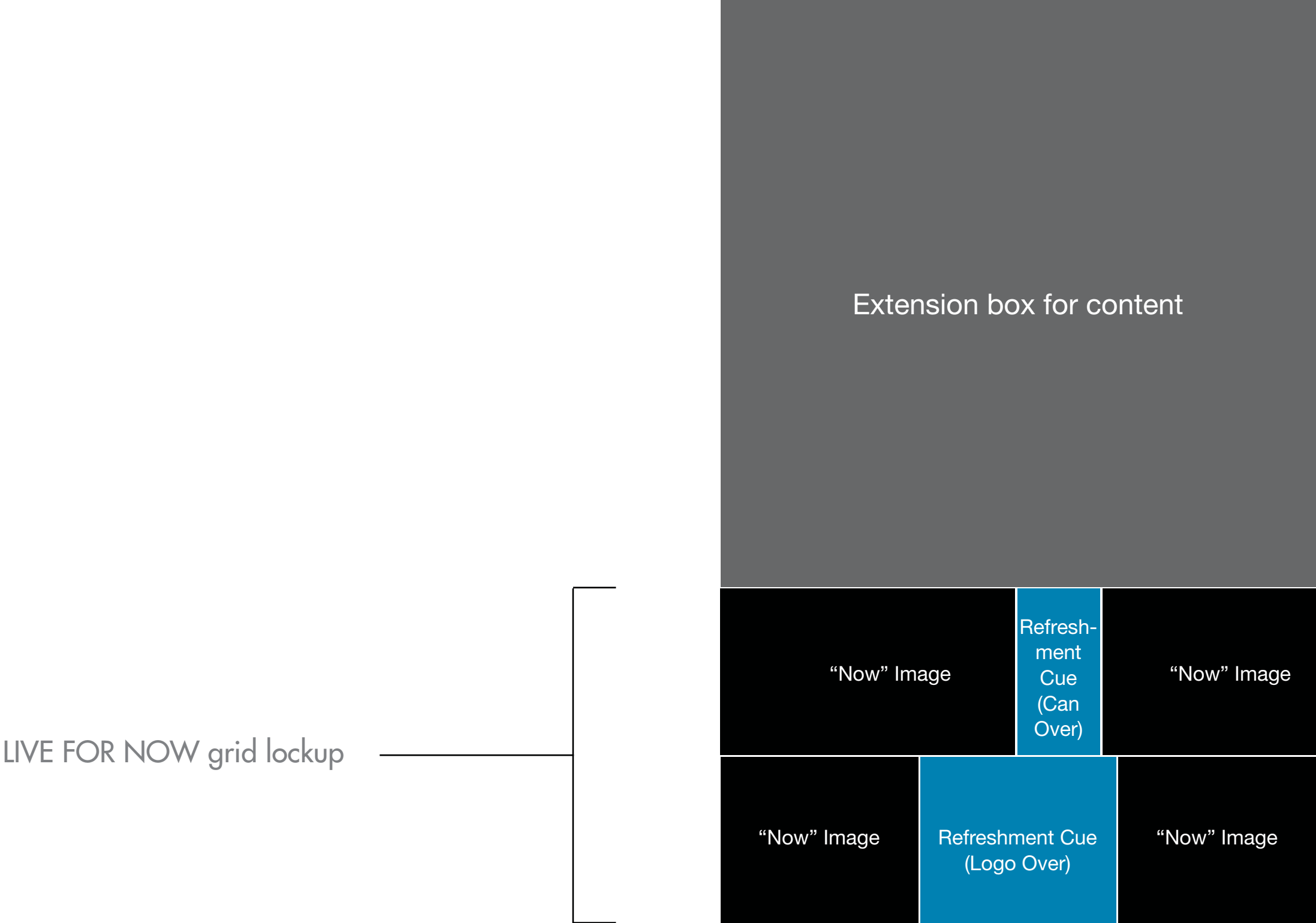
The grid lockup on all POS and other media should **ONLY** be used to house the “Live For Now” Tagline .



EXTENDING THE HORIZONTAL GRID



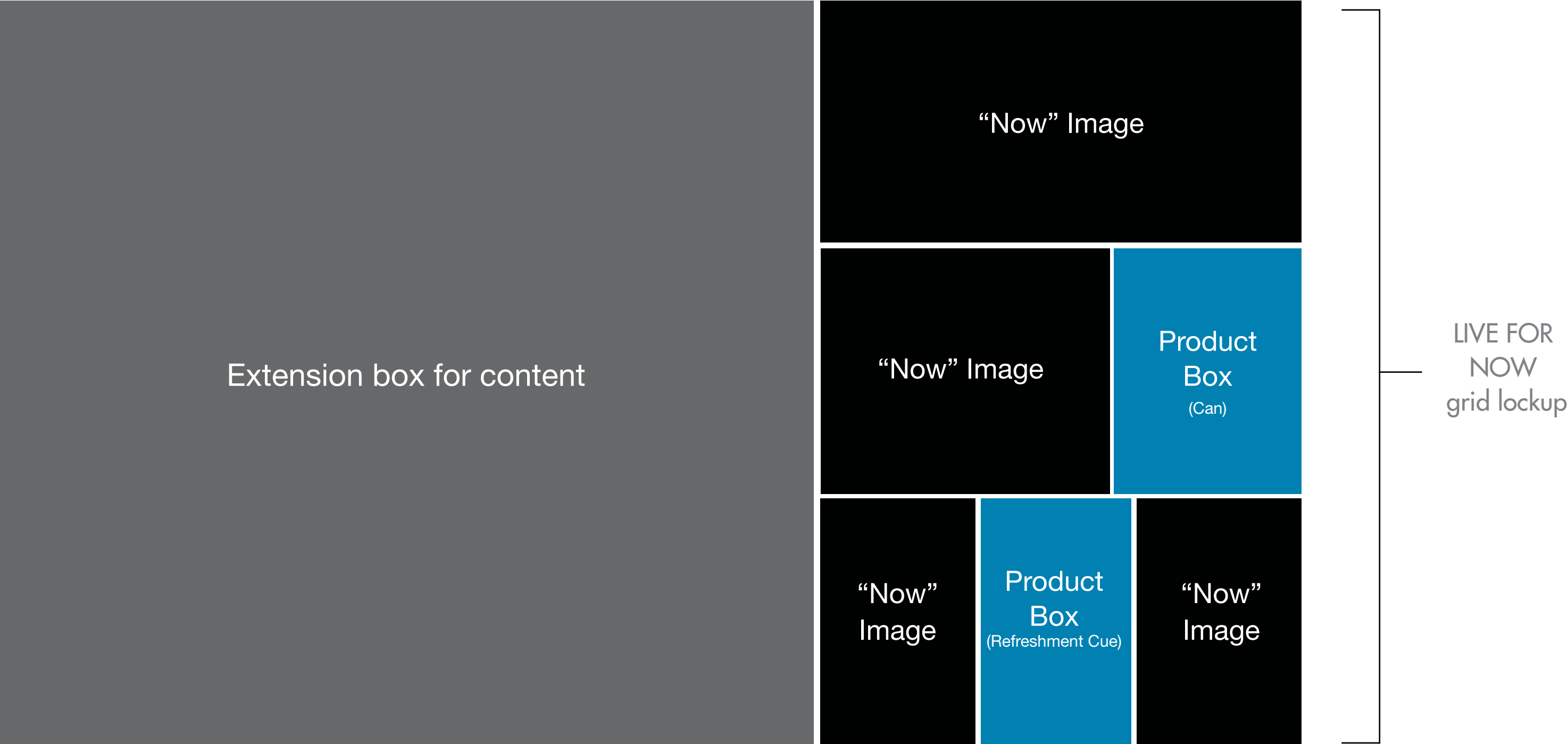
A single extention box can be added to the grid to adapt for POS and other executions. This box should house all the content and messaging needed for the respective media.



EXTENDING THE VERTICAL GRID



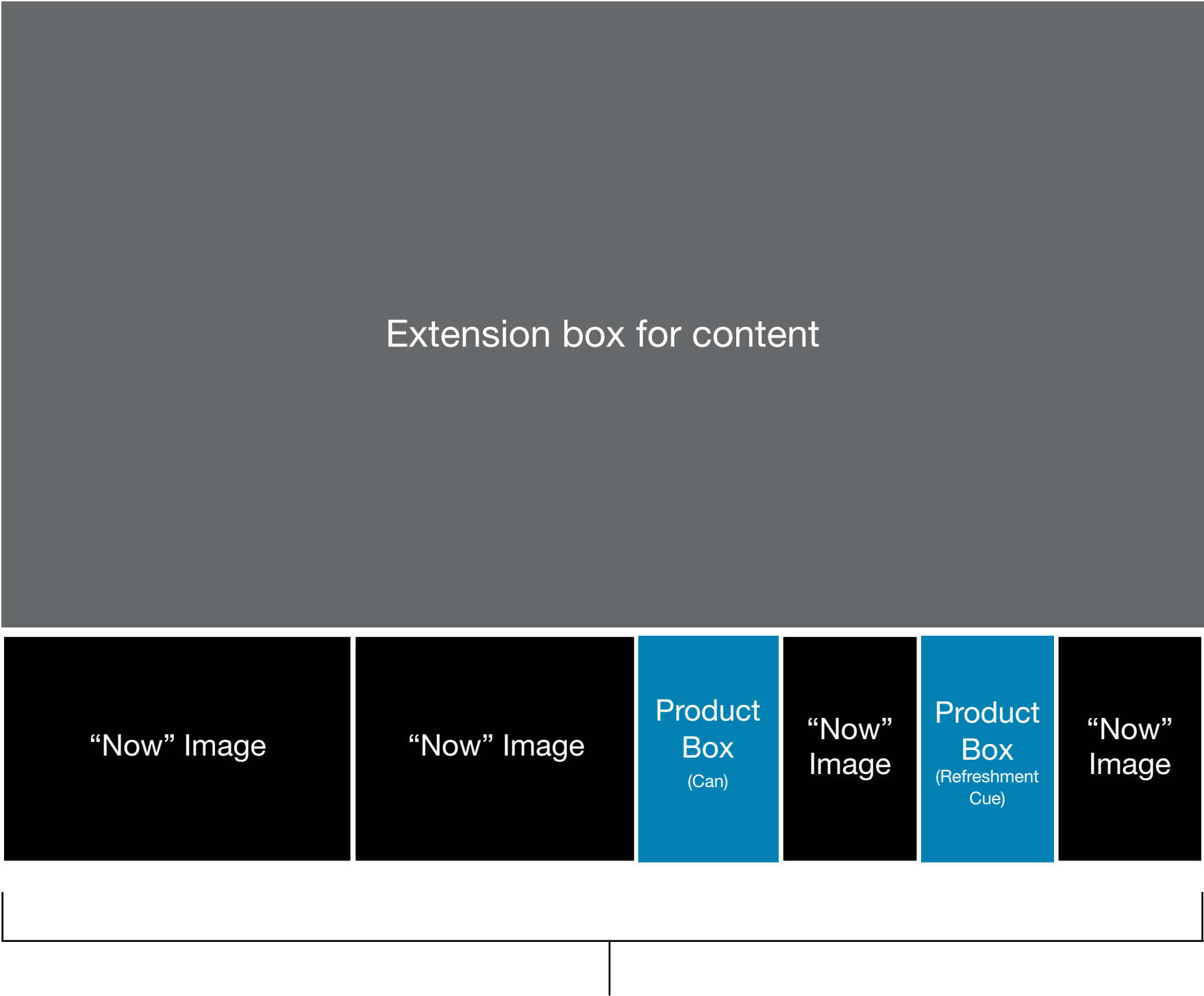
A single extention box can be added to the grid to adapt for POS and other executions. This box should house all the content and messaging needed for the respective media.



EXTENDING THE SINGLE LINE HORIZONTAL GRID



A single extention 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.



LIVE FOR NOW grid lockup