

**COCA-COLA® CREATIONS
PLATFORM IDENTITY**

May 2023

Coca-Cola × forpeople

LEGAL, PACS & SRA GUIDELINES – COCA-COLA® CREATIONS

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Coca-Cola® Creations

Platform Identity

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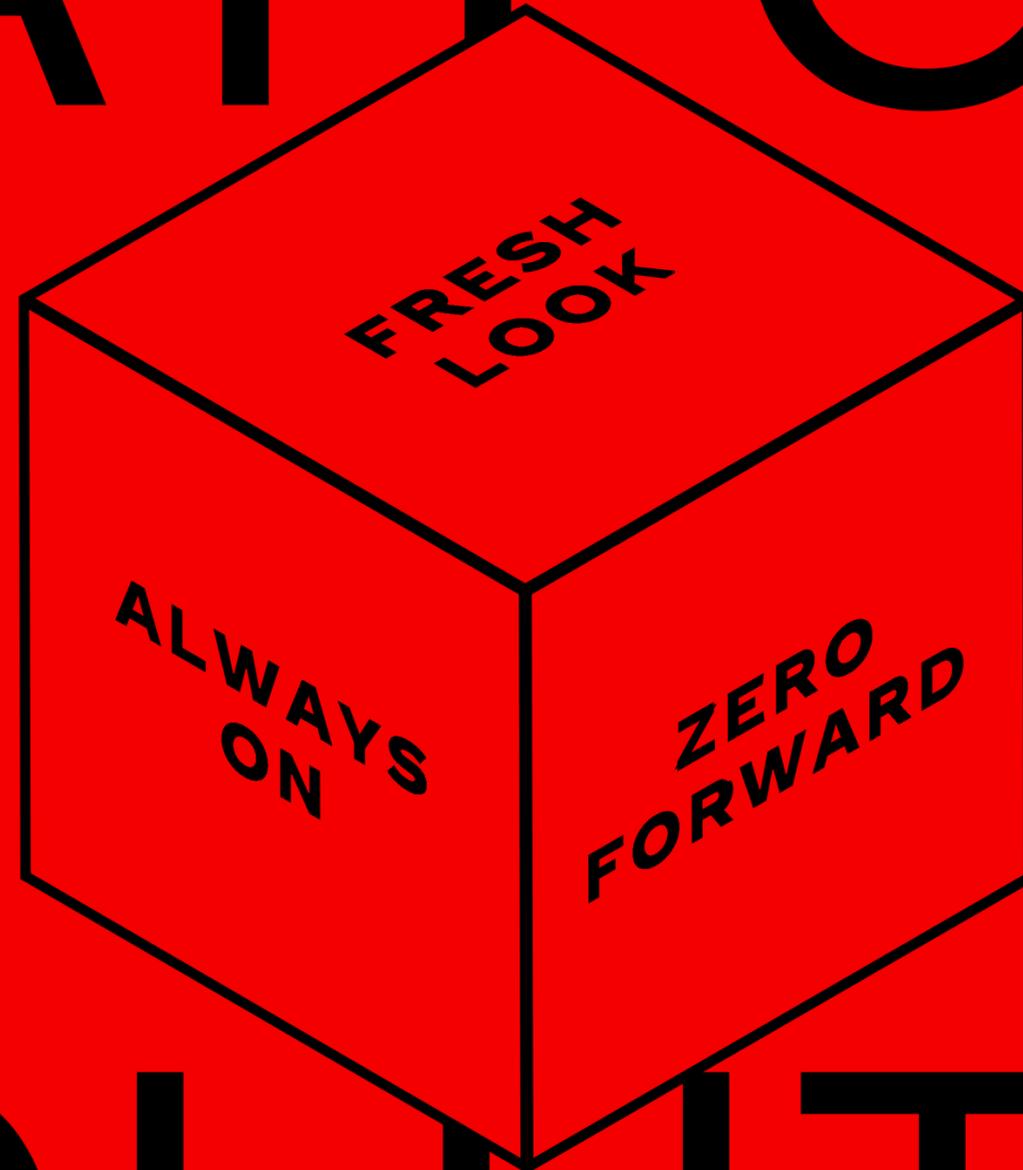
Coca-Cola® Creations is our lifestyle and product innovation platform, built to help Coca-Cola® **engage with the next generation.**

So far, we've reimagined
and remixed Coke,
**creating new worlds to
explore and unforgettable
moments to experience.**

Now we're taking Coca-Cola®
Creations to **the next level**
— with our sights set on
three key evolutions for
2024 and beyond.

*Any K-Wave imagery throughout this document is FPO and used as an example only.

PLATFORM



EVOLUTION

Coca-Cola® Creations
Platform Identity



**Platform
Evolution**
Zero Forward

**It's time to drive relevance
back to Coca-Cola® Zero Sugar.**

We've created three principles
that unify the undeniable appeal
of Coca-Cola® Zero Sugar, helping
to drive consistency across our
Coca-Cola® Creations identity.

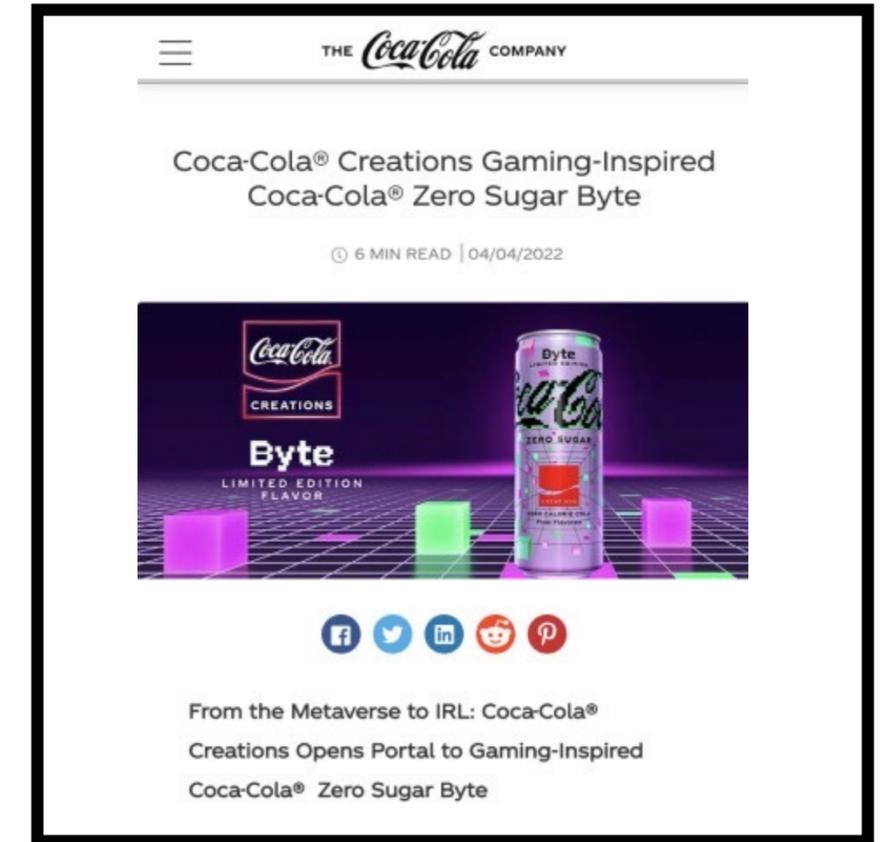
OUR PRINCIPLES



01 – SEEN TOGETHER



02 – SOLD TOGETHER



03 – SAID TOGETHER

Note:
The K-Wave design is FPO. This is used as an example only and is not the final design.

01 – SEEN TOGETHER

All of our Coca-Cola® Creations originate from Coca-Cola® Zero Sugar. As we transition into new immersive worlds, we want our visual designs to hold onto what makes Coca-Cola® Zero Sugar iconic.

This allows us to build excitement and thrill as people experience a contrast between the familiar and the uncharted.



Reminder: What's unmistakably Coca-Cola® Zero?

Red and Black palette

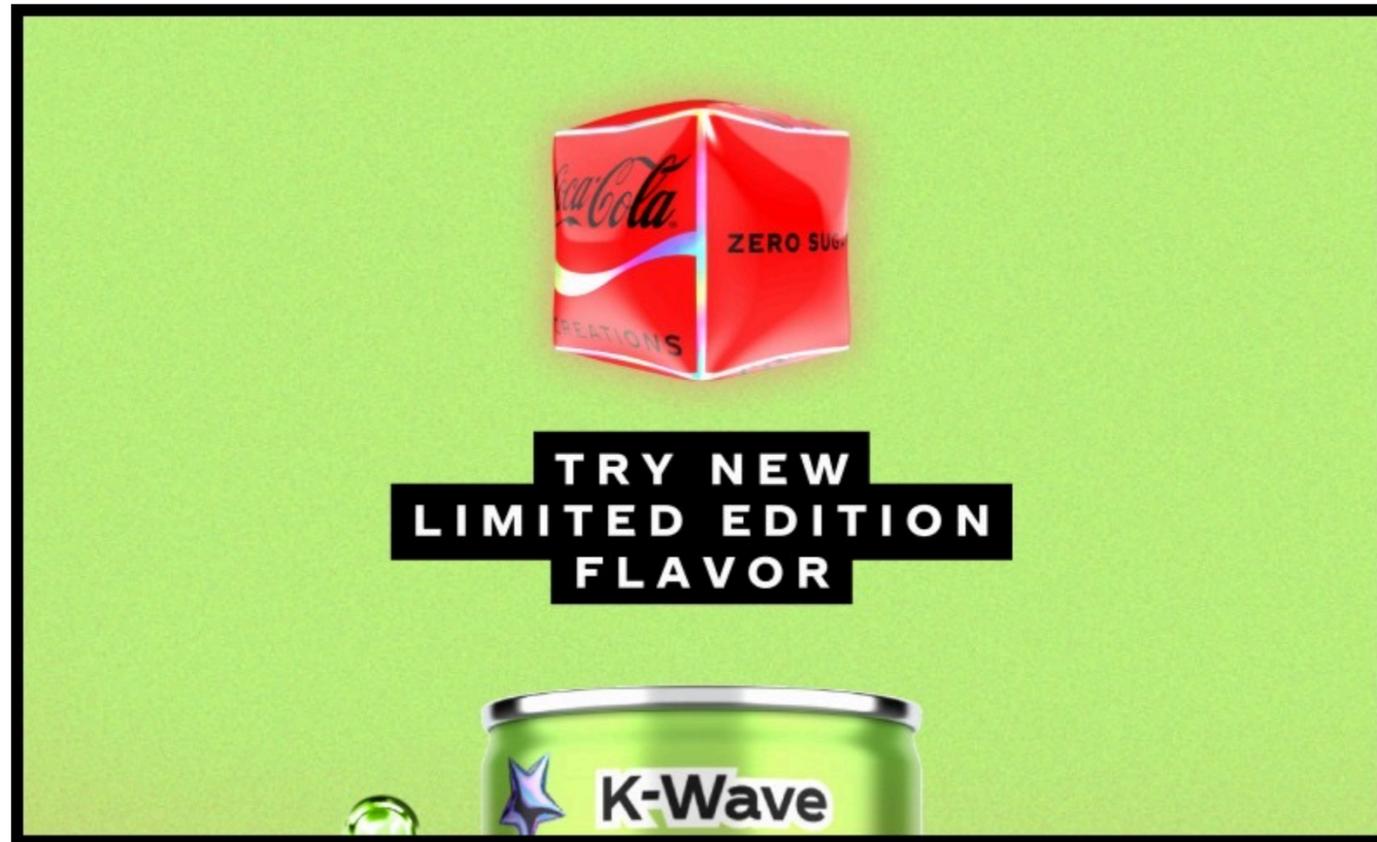


Black Spencerian Script

Black Zero Sugar variant

01 – SEEN TOGETHER

What does this look like?



The presence of black and red is maintained in any Coca-Cola® Creations visual

Note:
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We hack our Zero Sugar cans and transform them into new Coca-Cola® Creations

02 - SOLD TOGETHER

Where Coca-Cola® Creations have a physical presence, Coca-Cola® Zero Sugar should also appear in the same space.

This engages consumers to join the dots and see how Creations stems from Coca-Cola® Zero Sugar - mutually reinforcing the greatness of each product.

Note:
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02 – SOLD TOGETHER

What does this look like?



Our Coca-Cola® creations and Zero Sugar products show up in the same spaces

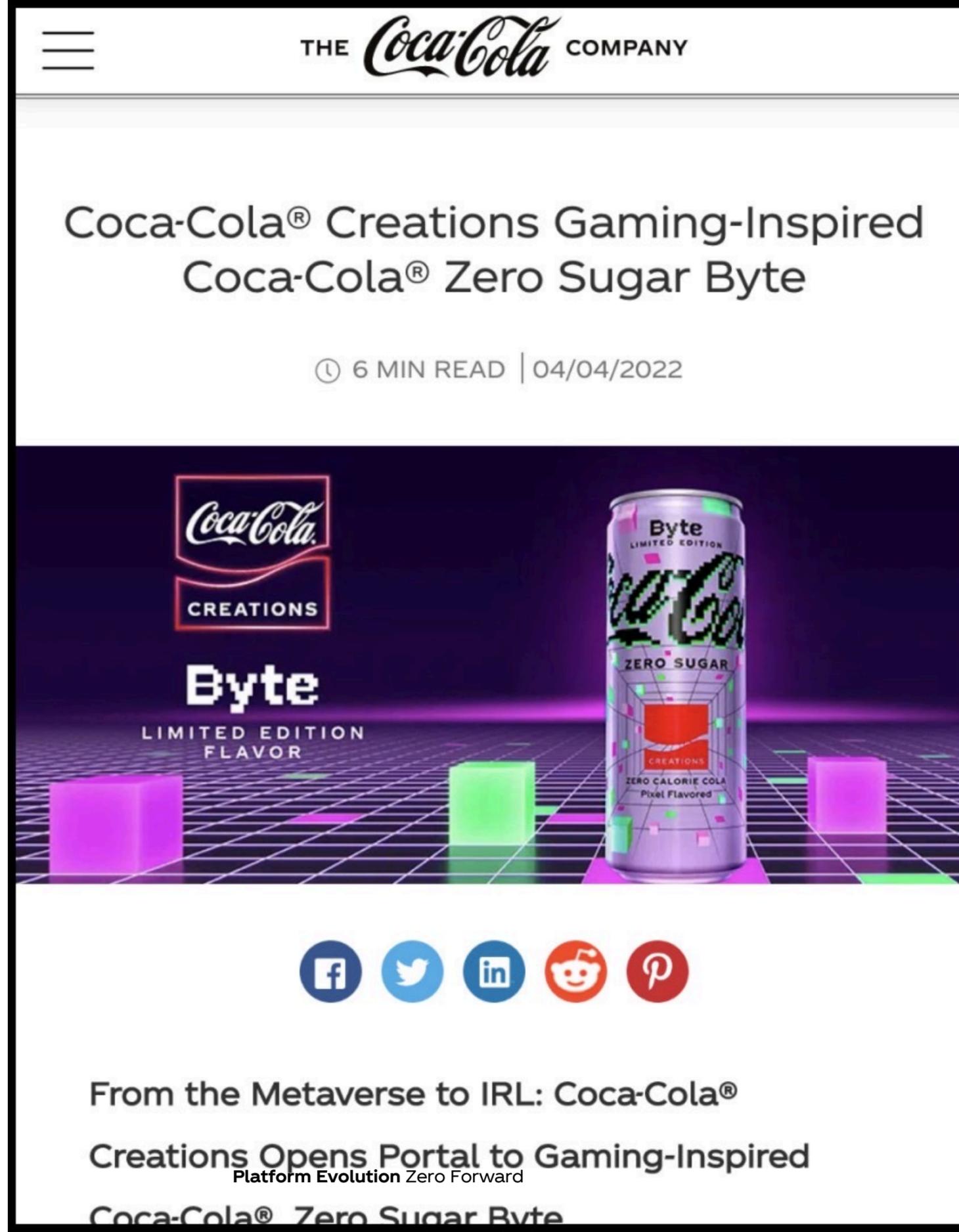
Note:
The K-Wave design is FPO. This is used as an example only and is not the final design.

Both products are bundled together for new purchasing options

03 – SAID TOGETHER

When Coca-Cola® Creations are spoken about, Coca-Cola® Zero Sugar should also have its place.

Mentioning it in the same space helps cement an understanding that all of the spectacular Coca-Cola® Creations products come from the strong foundations of Coca-Cola® Zero Sugar.

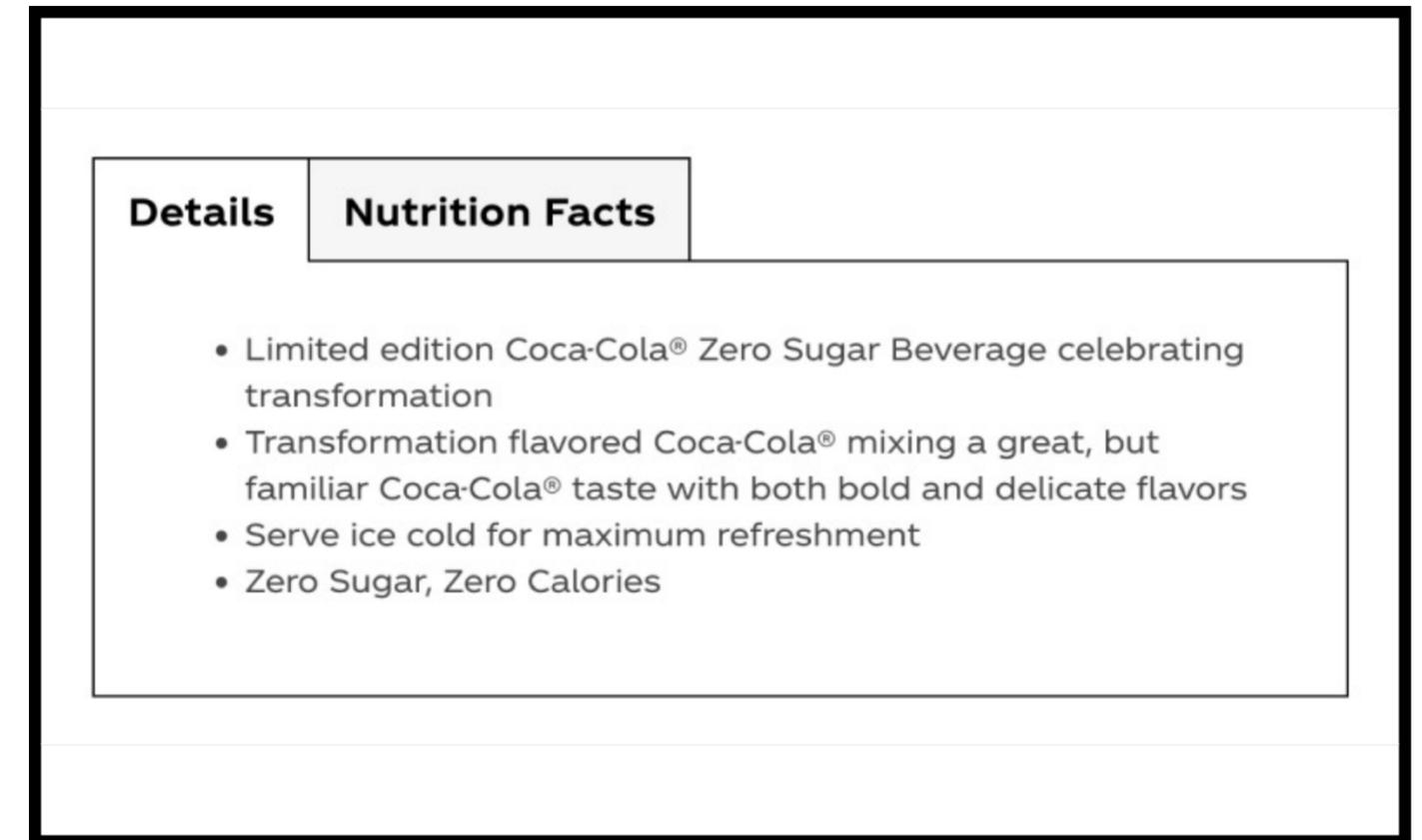


03 – SAID TOGETHER

What does this look like?



Call it Coca-Cola® Zero Sugar within key communications



Amplify the benefits of Coca-Cola® Zero Sugar within creations products

Coca-Cola® Creations
Platform Identity

1. 2

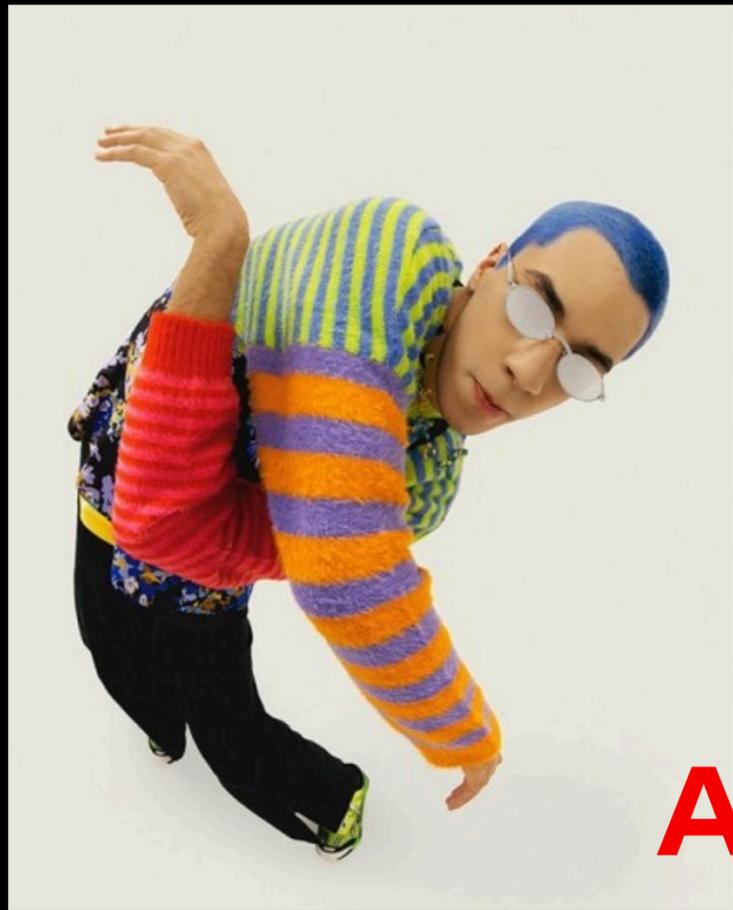
Platform
Evolution
Fresh Look

We've refreshed our Coca-Cola® Creations platform look and feel, creating a contemporary identity that represents youth culture and feels fresh and dynamic.

To always make sure we achieve this, we've created three design principles...

DIMENSIONAL IMMERSION

Engaging the senses to tap into magical domains.



NEXT GENERATION

Revolutionising conventions to stay at the forefront of youth culture.

ALWAYS UNEXPECTED

Evolving dynamically to be unrestricted, unpredictable — and unforgettable



This means we're
becoming multi-
dimensional...



we're opening
portals to other
worlds...



and supercharging
our identity with
dynamism



Coca-Cola® Creations
Platform Identity

1.3

Platform
Evolution
Always On

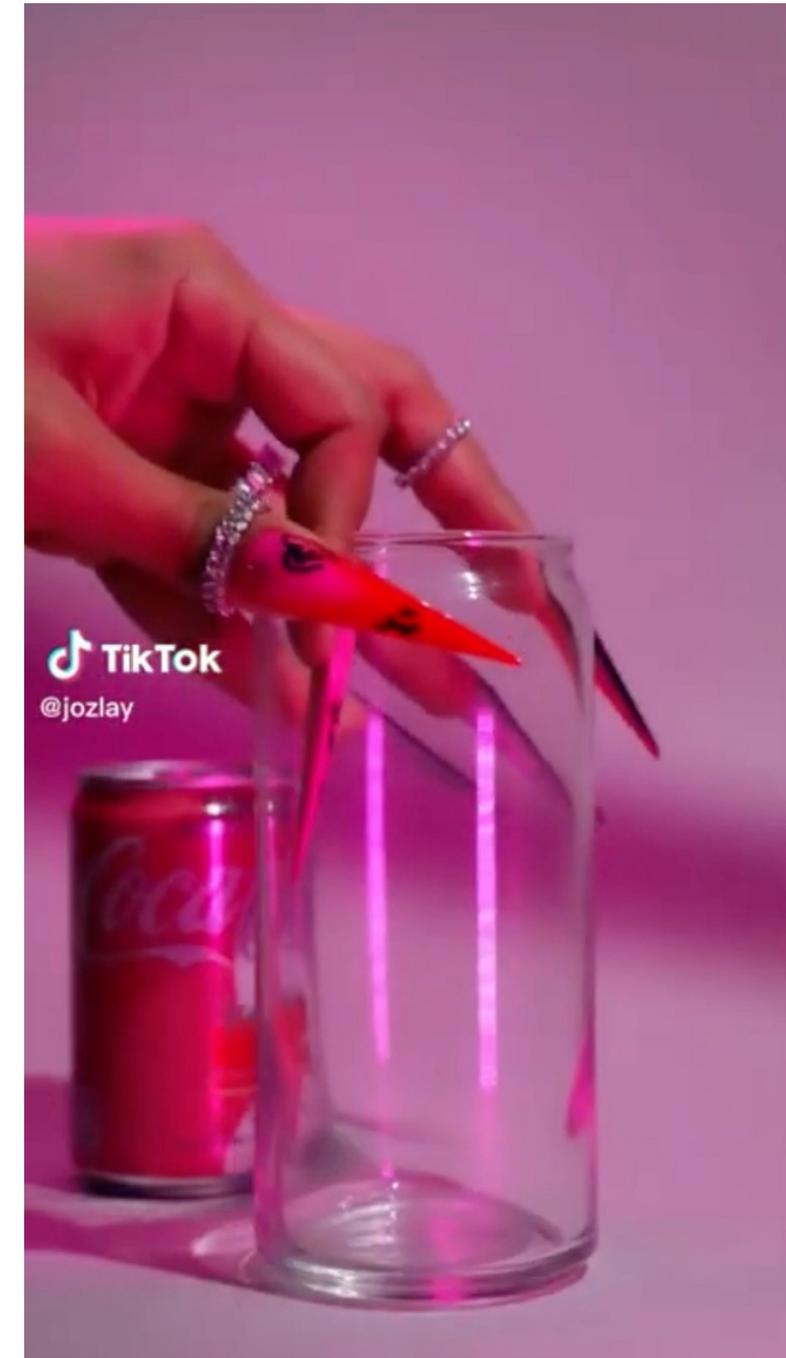
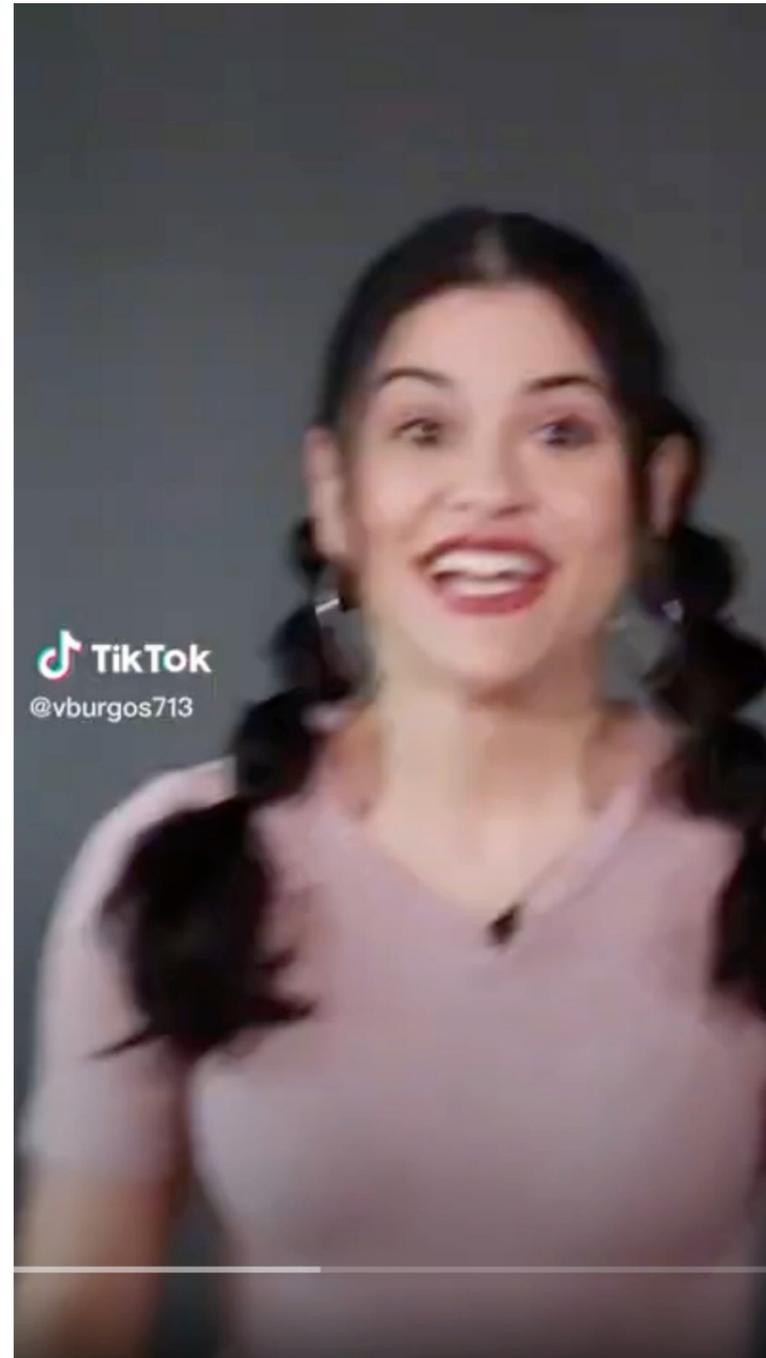
We live for the out-of-this-world moments.
Always on. Always ready. Always engaged.

Whether it's the latest product drop,
connecting with our favourite faces, or
setting new trends – we're plugged into
what's now to make sure our fans are
ready for what's next.

We showcase the
worlds we
created...



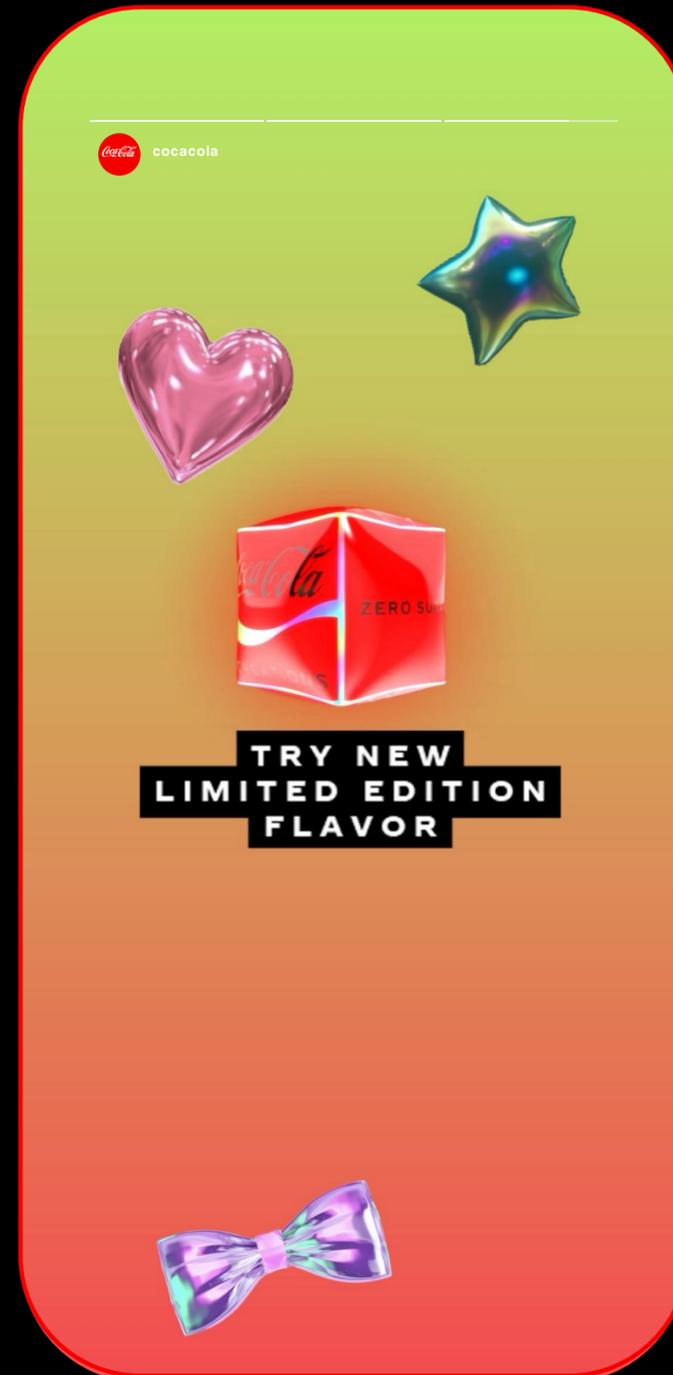
and celebrate
their reach...



And we always ask...

WHAT'S





Note:
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DESIGN GUIDANCE

This section is intended to showcase our design assets whilst also **providing guidance and inspiration** that can steer Coca-Cola® Creations design work as we continue to grow and evolve.

Coca-Cola® Creations
Platform Identity

2.1

Design
Guidance
Cube

CUBE PRIMARY LOGO

Introducing the Coca-Cola® Creations Cube - our three dimensional evolution of the Arden Square.

Our primary logo uses the Cube with a two-face perspective, balancing Coca-Cola® Creations face with our Zero Sugar messaging.



For Print
Minimum size
W: 35mm



For Digital
Minimum size
W: 190px

CUBE 3D

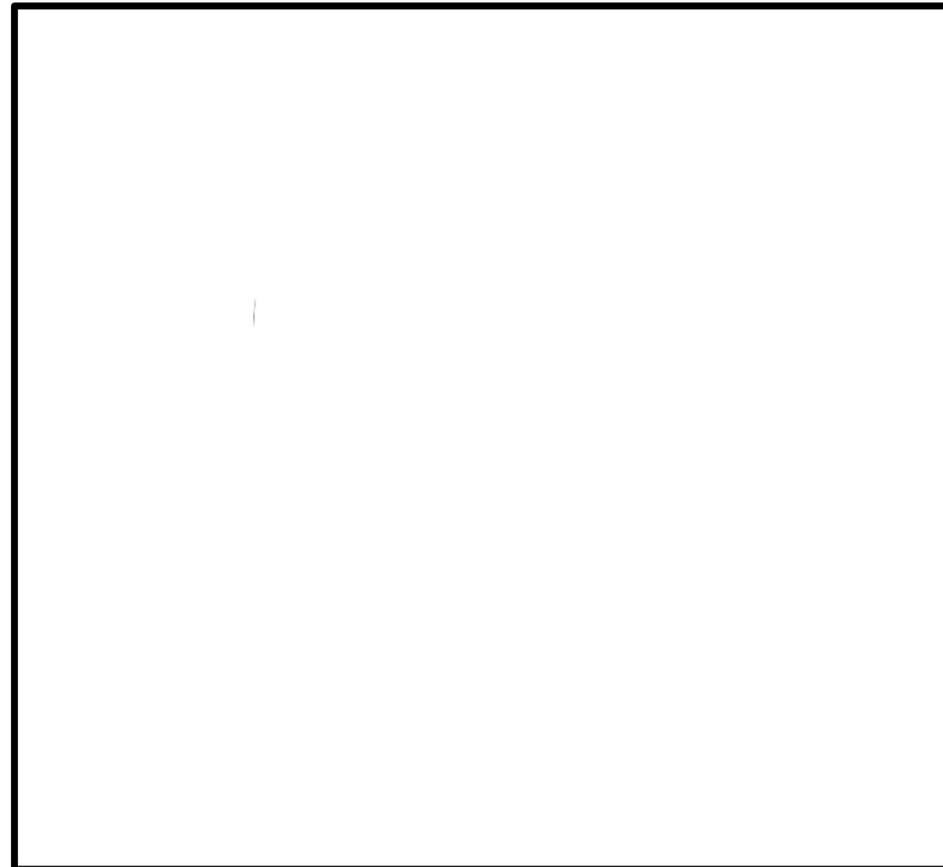
Our Cube also exists in motion and will predominantly be used in digital applications and to bring dynamism to our visuals.



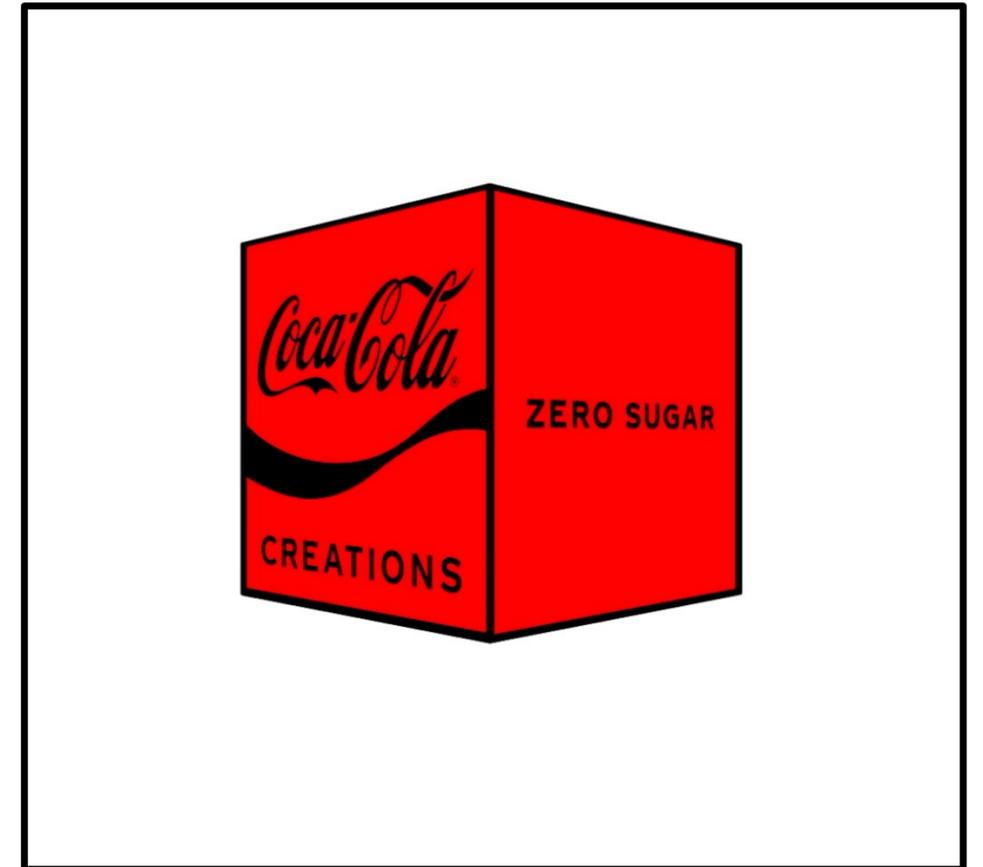
CUBE LINK TO CORE PLATFORM

When we want to connect to the Real Magic™ platform, we seamlessly transition from our Hug logo into the Coca-Cola® Creations Cube primary logo.

This asset can only be used as an introduction or sign-off in our motion content.



INTRO
from Hug to Cube

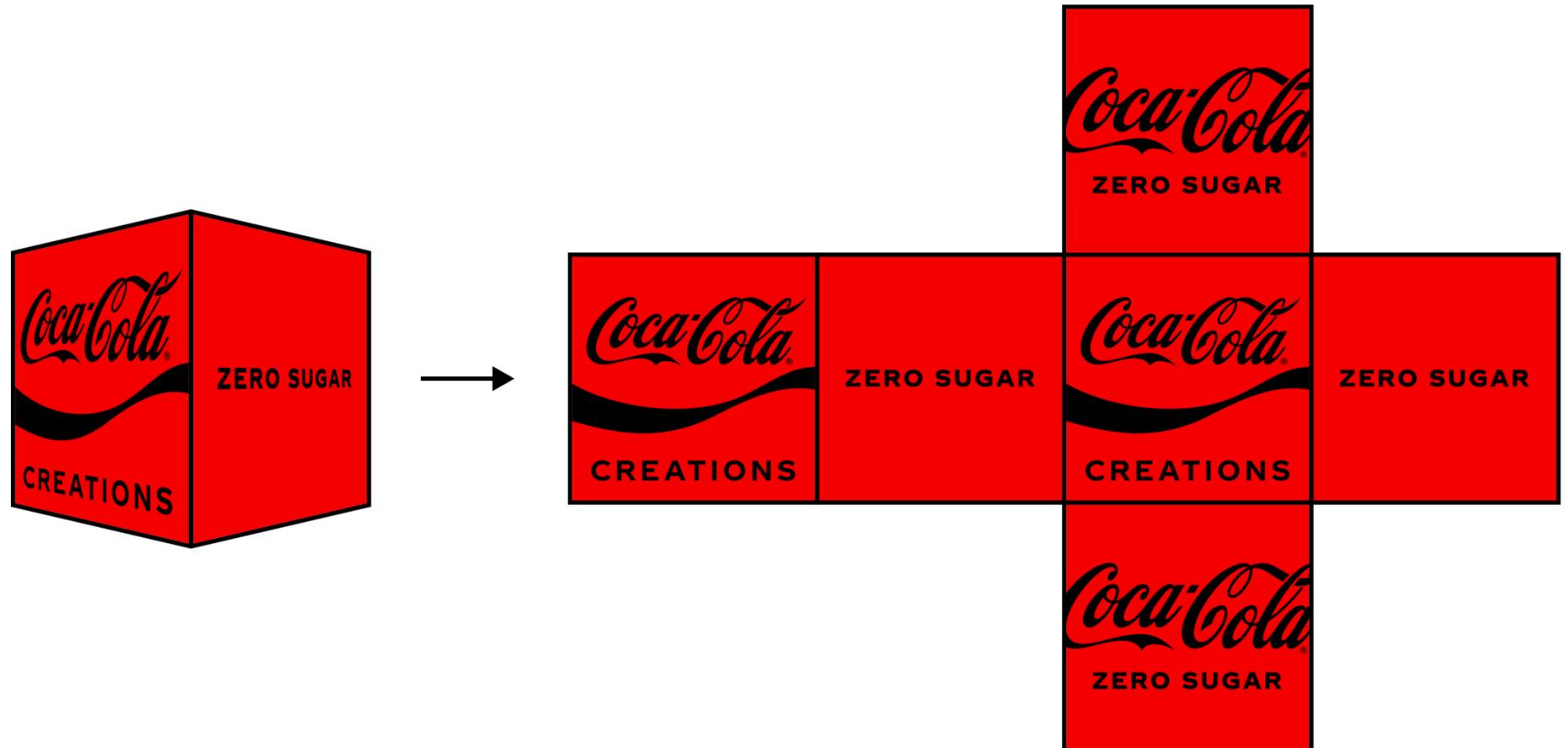


OUTRO
from Cube to Hug

CUBE NET SYSTEM

This is our primary cube logo flattened. The top and bottom faces use the cropped Coca-Cola® Zero Sugar variant lockup.

There is an opportunity for flexibility if and when you need to adapt the content of the faces.



CUBE NET SYSTEM - FIX

We can tell multiple stories using the six faces of our cube as a communication device. To allow for both consistency and flexibility of messages we have established faces that are FIX and FLEX.

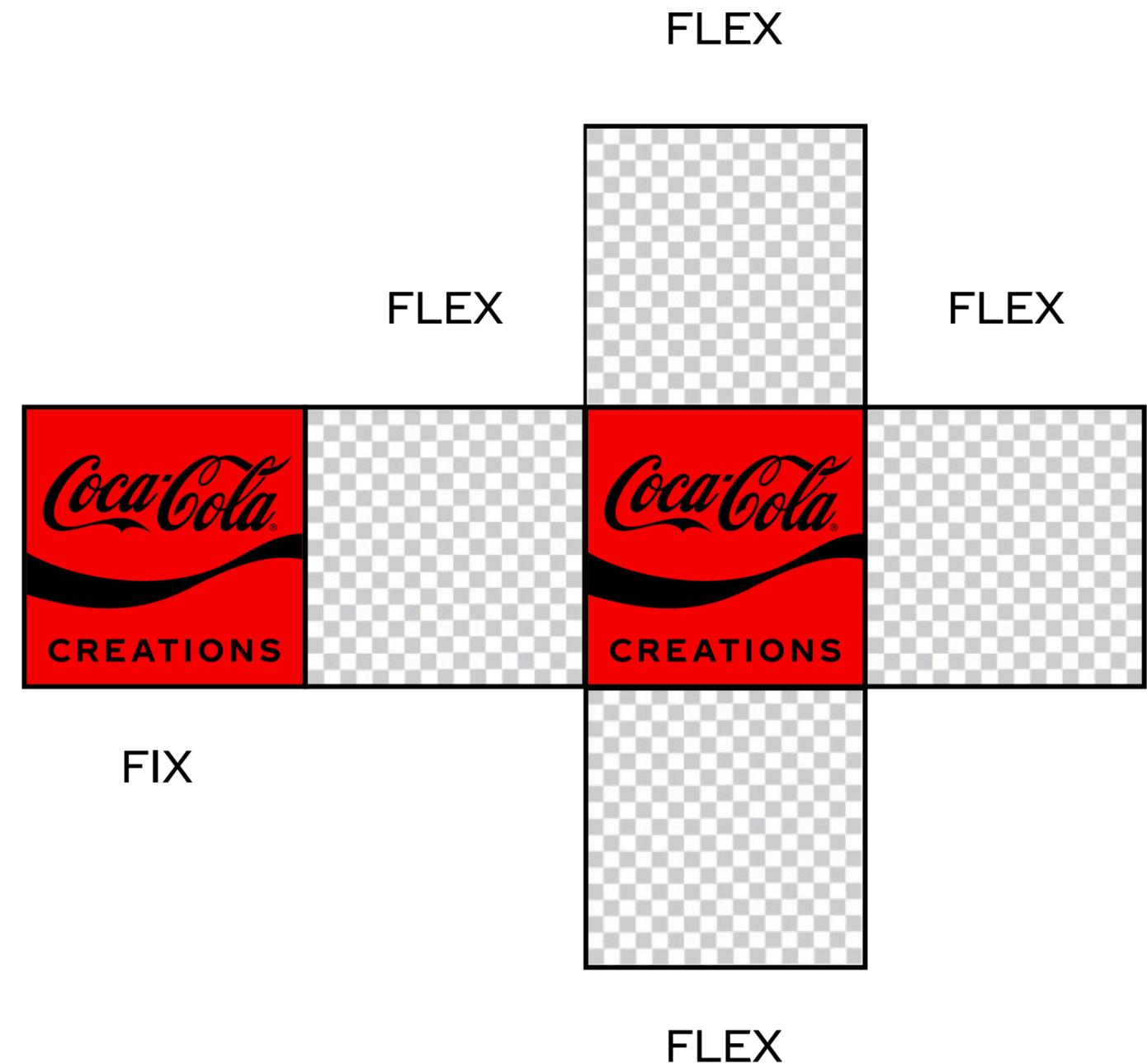
FIX FACES

Coca-Cola® Creations face is always fixed into position (front and back)

This ensures it can be seen whatever the perspective of the cube

These faces should come first in both static and dynamic messaging

Black is used for Creations text, Spencerian Script and ribbon. Background is Coke Red.



CUBE NET SYSTEM - FLEX

The FLEX can be applied both on Mainbrand and Creations level, allowing different messages to be communicated across our cube.

FLEX FACES

- Reinforce the core with links to Mainbrand platforms and Zero Sugar
- ‘Limited Edition Flavor’ lockups
- Creations Spencerian Script + Zero Sugar lockup
- Collaboration partner logos

Note:
The K-Wave design is FPO. This is used as an example only and is not the final design.

Zero Sugar



For Zero Sugar Assets:
We always use Coke red.

Creations World



For Creations Worlds:
Only use colors that relate to the primary packaging design. Never use flat colours unless it's Coke Red.

Messaging

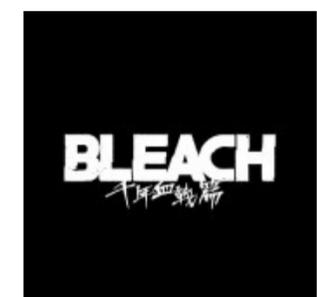


Real Magic™



For Core Brand Assets:
We always use Coke red.

Collaboration



For Collaborations:
Only use colors from the brand identity guidelines of our partner.

CUBE NET SYSTEM - K-Wave

Inside a Creations world we use relevant graphics on the FLEX cube faces.

SIDE FACES

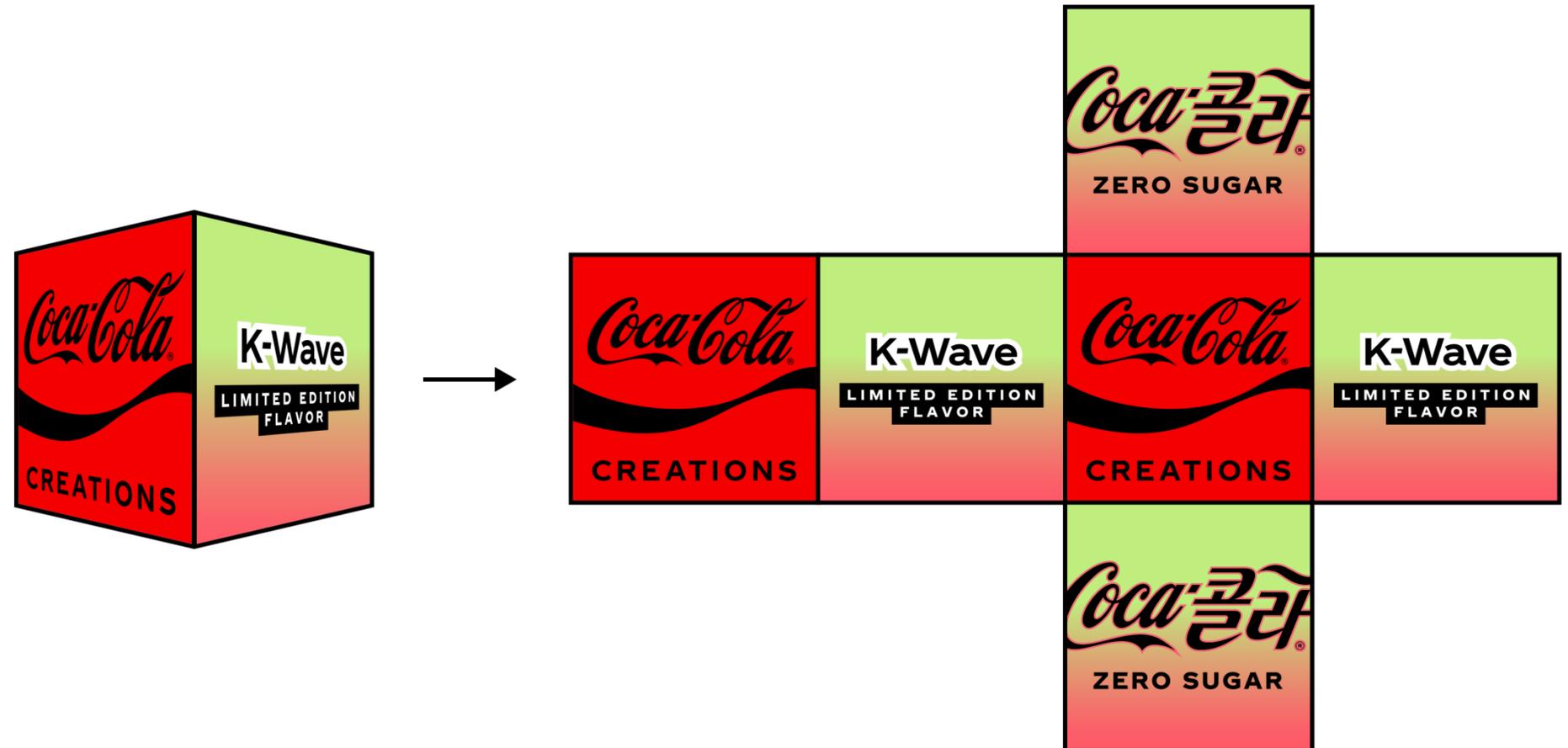
We use the 'Limited Edition Flavor' Creations lockup.

TOP & BOTTOM FACES

We use the custom Spencerian Script + Zero Sugar lockup to reinforce the core. Only use colors that relate to the primary packaging design. Never use flat colors unless it's Coke Red.

Note:

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CUBE NET SYSTEM - Collab

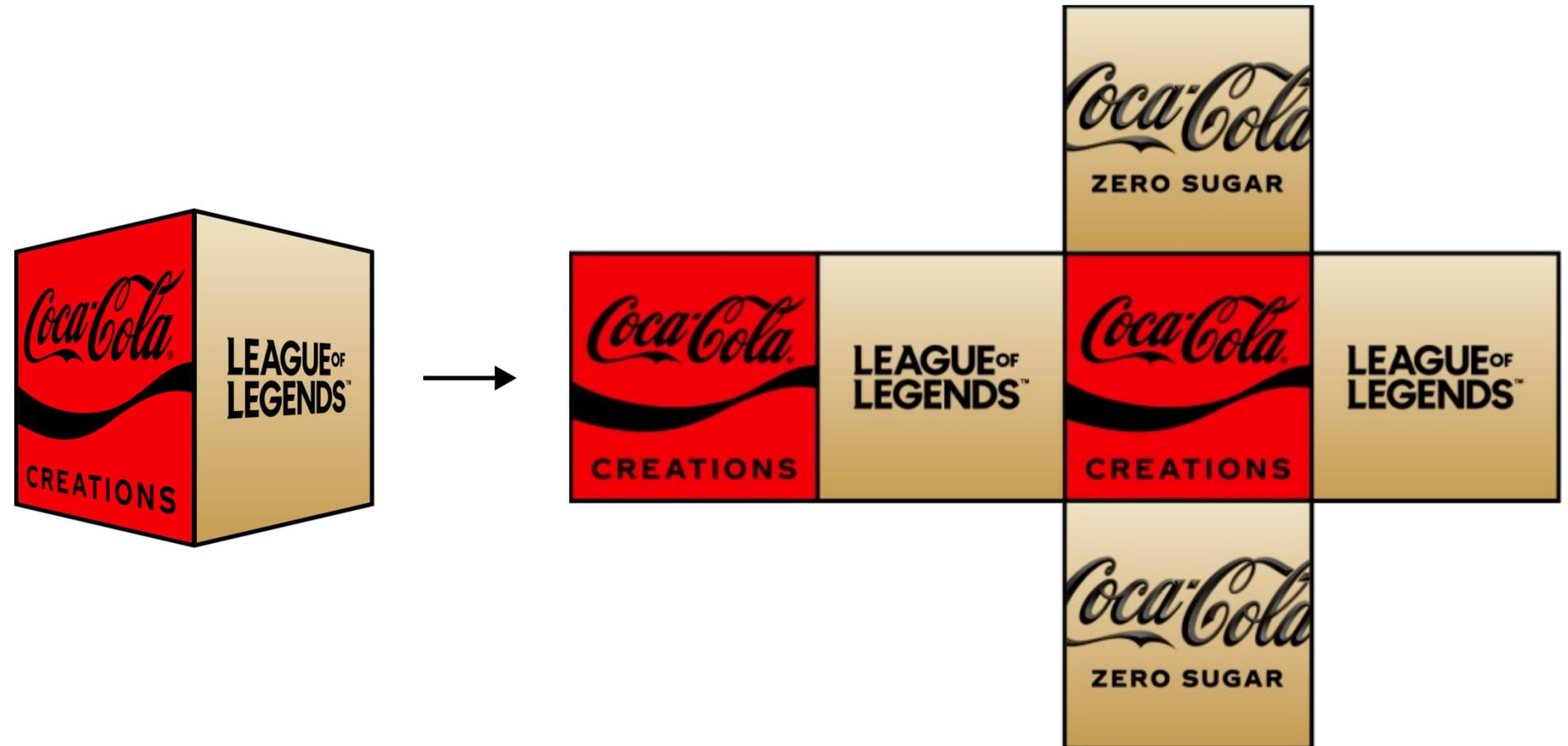
When we're collaborating with a partner brand we can use the second face of our Cube to house their logo. This allows us to have an equal weighting in the creations partnership.

SIDE FACES

We use the collaborator's logo, following their guidelines.

TOP & BOTTOM FACES

We use the custom Spencerian Script + Zero Sugar lockup to reinforce the core. Only use colors that relate to the primary packaging design. Never use flat colors unless it's Coke Red.



CUBE INSIDE WORLDS

Inside worlds we have the creative freedom to take on unique expressions that are relevant to each Creation.

Note:
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CUBE MATERIALITY

Each Creations world has unique qualities that open up the possibilities of how our cube gets transformed by taking on different materials, movements and expressions.



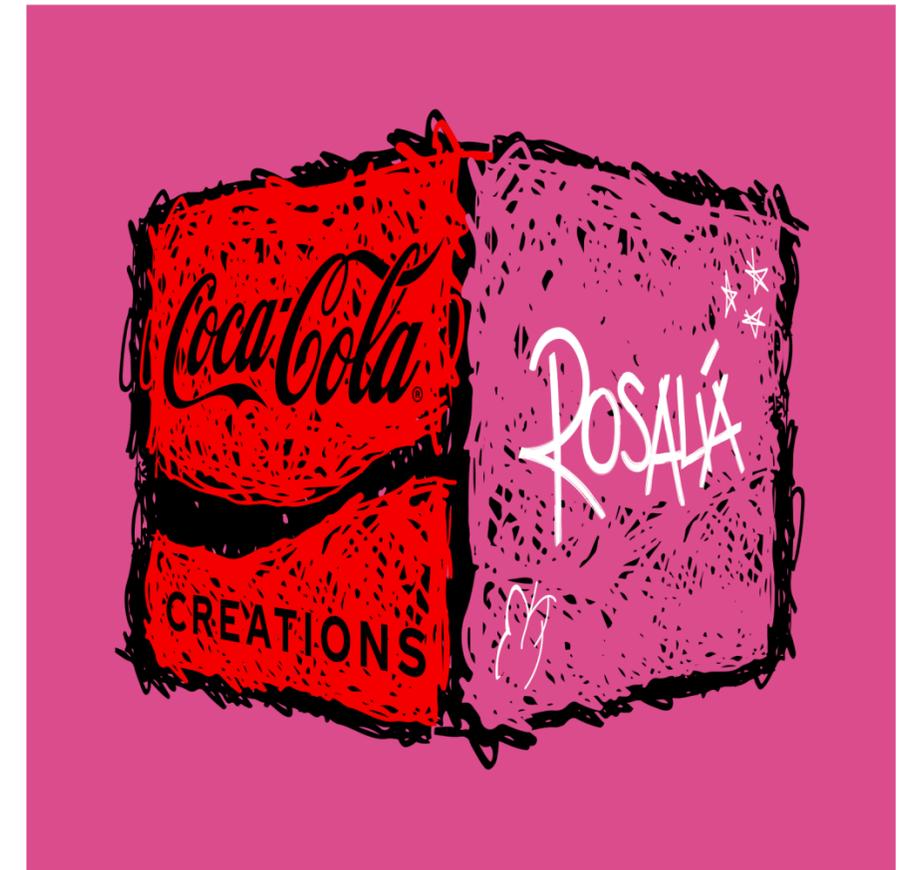
CUBE IN-WORLD EXAMPLES



Coca-Cola® Creations x League of Legends
Ultimate Cube



Coca-Cola®
Creations
Hallyu! Cube



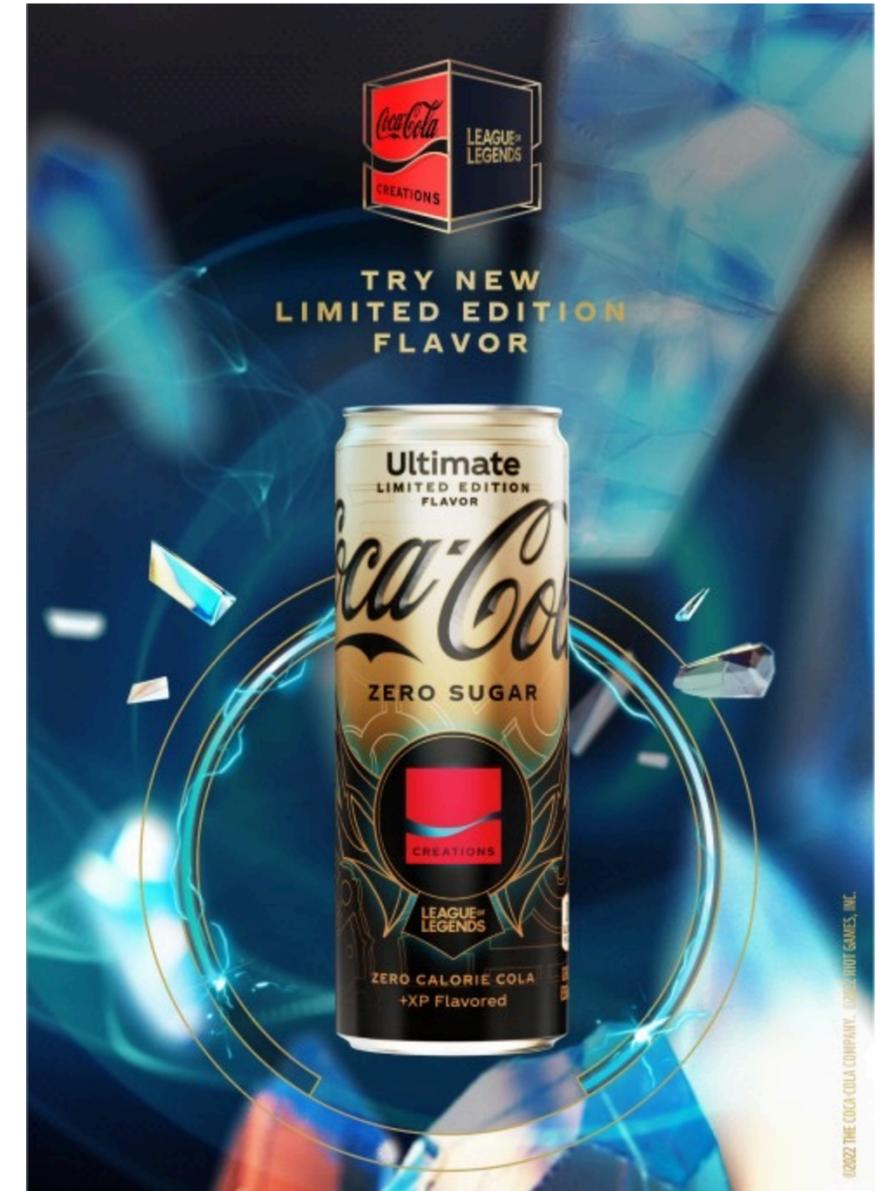
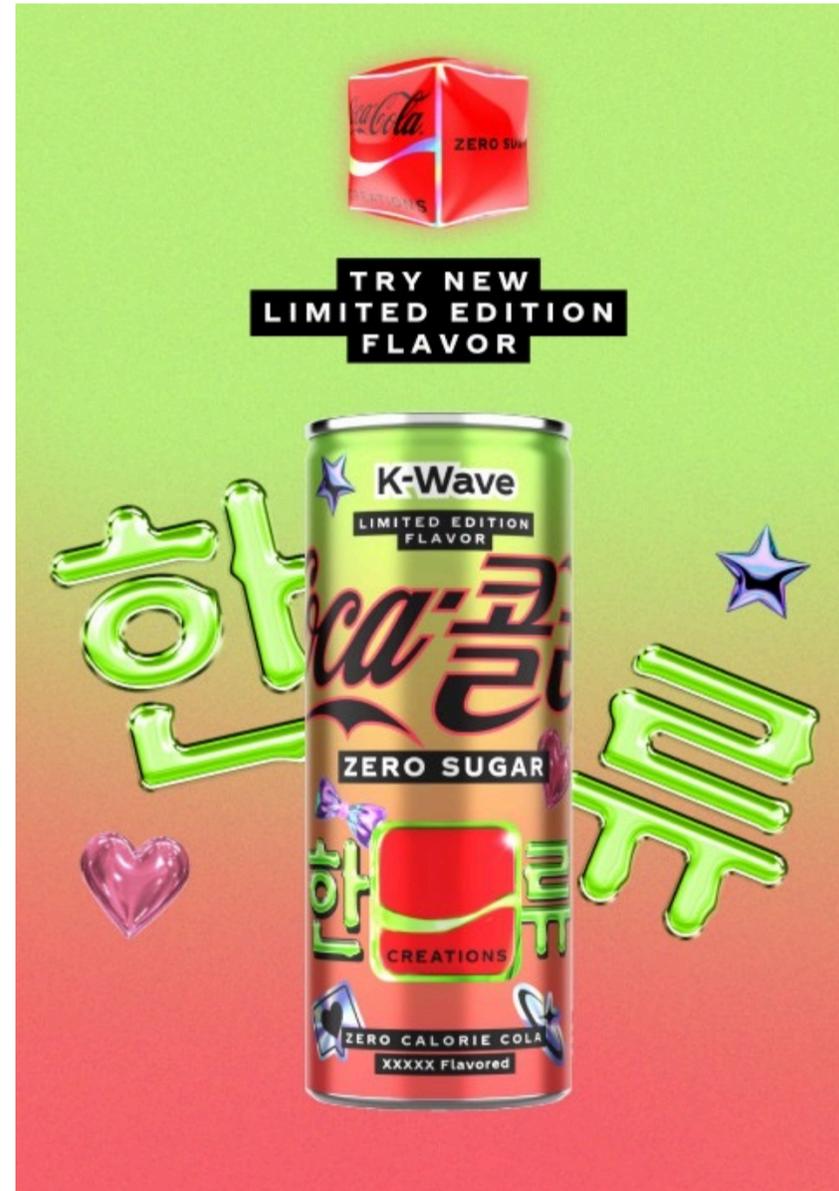
Coca-Cola® Creations x
Rosalia
Transformation Cube

CUBE IN-WORLD KV

Our Cube can transform and take inspiration from the Coca-Cola® Creations worlds it lives within.

This transformed cube can live within our KV's or other 'in-world' communications.

Note:
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CUBE PRIMARY PACKAGING

The Cube has the freedom to take on unique expressions inspired by the Creations world.

KEY POINTS

Maintain Red face with Black Creations text

Front face without the Spencerian Script

Ribbon cut through

Note:
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K-Wave
The cube's frame and ribbon take on the visual style of K-Wave



Dreamworld
The cube took an imaginary 3D expression with an open frame and ribbon

Coca-Cola® Creations Platform Identity



Design
Guidance
Color

COLOR

The red and black in our color palette create a strong connection back to the Coca-Cola® Zero Sugar brand.

These colors make up the Platform Identity palette but still show up in any Coca-Cola® Creations Drops palette too.

PLATFORM Palette

Coca-Cola® Red RGB 244 / 0 / 9 CMYK 4 / 100 / 95 / 0 PMS No Equivalent HEX #F40000 L*A*B*C*H* 44.38 / 70.45 / 53.07 / 88.20 / 36.99 INX 1455018	
Coca-Cola® Black RGB 0 / 0 / 0 CMYK 0 / 0 / 0 / 100 PMS Black HEX #000000	
Coca-Cola® White RGB 255 / 255 / 255 CMYK 0 / 0 / 0 / 0	PMS N/A HEX #FFFFFF Brite OP White INX 1215947

DROPS Palette

Coca-Cola® Creations palette	
Coca-Cola® Red	
Coca-Cola® Black	
Coca-Cola® White	

COLOR RED

We preserve an element of red in every Coca-Cola® Creations visual - strengthening our link to Coca-Cola® Zero Sugar.

This establishes iconicity for the platform, and builds equity with consumers.

To help guideline the use of red, we have created fix and flex elements.

COLOR RED - FIX

KEY RULES

Always use red for the Cube on can

Maintain one red element in KVs

Maintain red elements on packaging when
Coca-Cola® Zero Sugar and Coca-Cola®
Creations are sold together

Note:

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COLOR RED - FLEX



Backgrounds used behind the cube face can flex and change



Perspective of the cube can change for each Creation



The **texture** of the cube face can flex for each Creation

COLOR BLACK

Black is a powerful tool to help us visually connect back to the Coca-Cola® Zero Sugar brand. No matter the Coca-Cola® Creation, some black elements must be preserved to maintain that link.

To help guideline the use of black, we have created fix and flex elements.

COLOR BLACK - FIX

KEY RULES

Spencerian Script is primarily used in black, not white or cut out

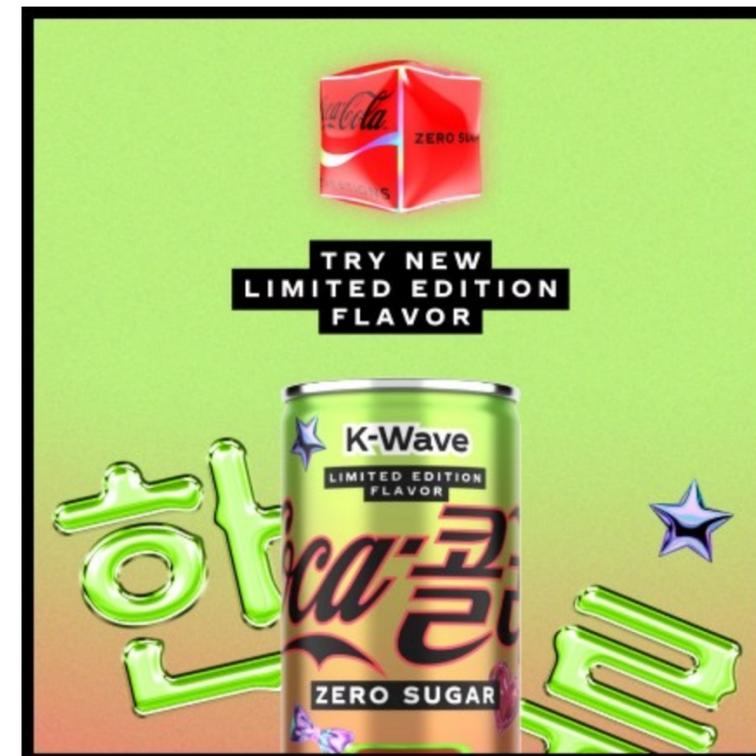
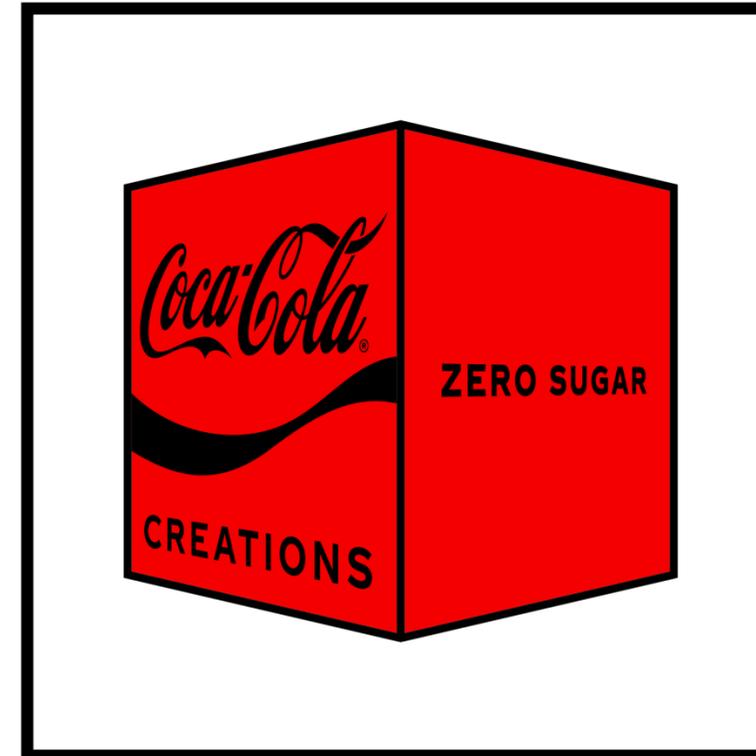
Word 'CREATIONS' is primarily seen in black, not white or cut out

Black is used as primary color for copy on KVs

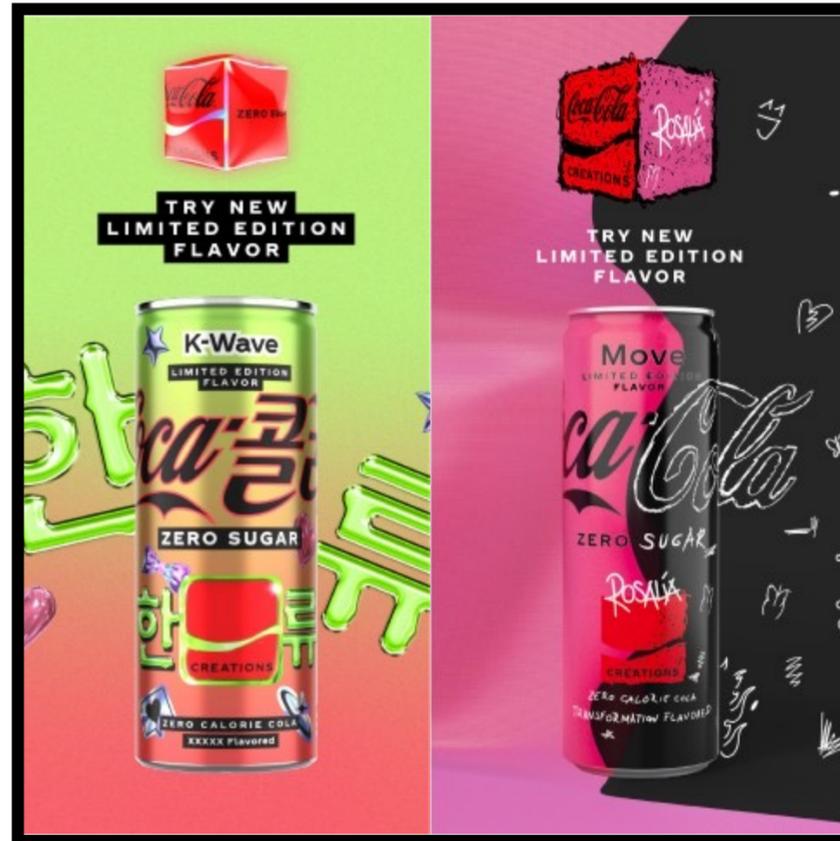
The cube frame is primarily seen in black

Note:

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COLOR BLACK - FLEX

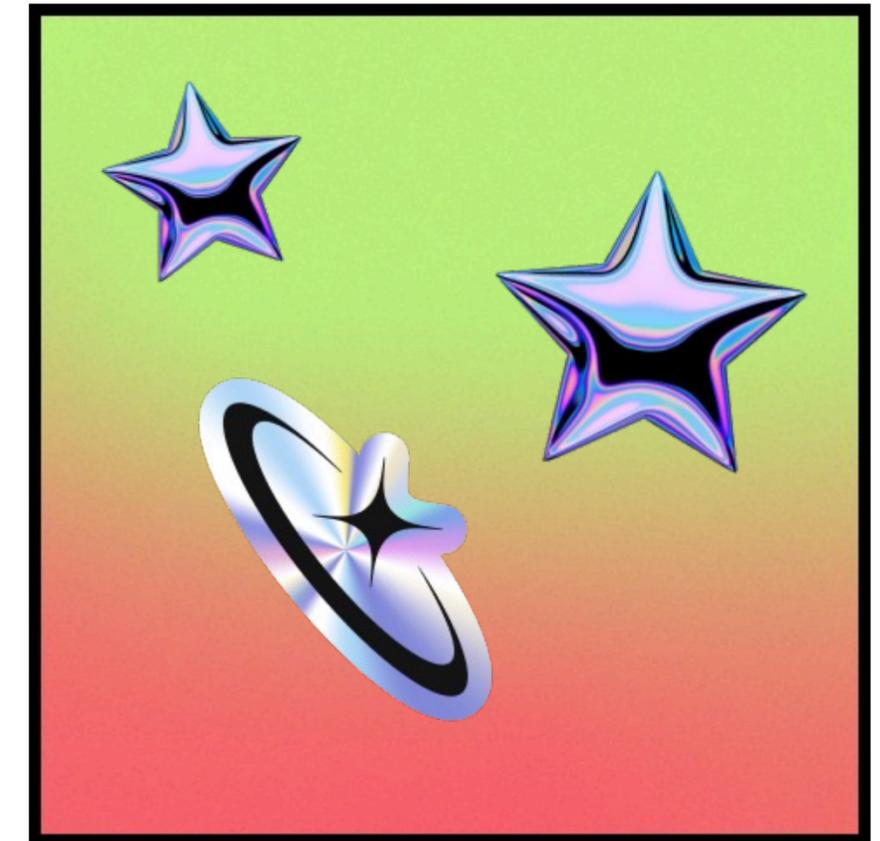


The **amount of black** is dialled up or down depending on application

Note:
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Our **Spencerian Script** is black but additional treatments can be added



The design of our **graphic devices** can change but must include black wherever possible

COLOR COLOR IN ACTION

FIX

Cube is shown in red

Black is used for the Spencerian script to build strong connection back to CCZS brand

Front face of the Cube is shown in red

'Creations' is written in black on can, to build equity in the logo

Note:
The K-Wave design is FPO. This is used as an example only and is not the final design.



FLEX

Cube materiality changes to reflect the world

Black background helps the lettering stand out on the colourful gradient

Black script is treated with a red outline to build connection to the Creations design

Black shadowing helps symbols to pop, and feel more three dimensional

Cube background color can change

Black highlights on the stickers bring greater contrast, helping them to stand out

COLOR COLOR IN ACTION

FIX

Cube is shown in red

Black is used for the Spencerian script to build strong connection back to CCZS brand

'Creations' is written in black on can, to build equity in the logo

FLEX

The combination of pink and black in the background, along with the wave line, visually reflects the flavor concept of 'Transformation'.

Half of the Spencerian script is hacked, and the black background allows the white treatment to stand out.

The black background also creates contrast to help the scribble graphic devices to stand out.



Coca-Cola® Creations
Platform Identity

2.3

Design
Guidance
Typography
& Layout

TYPOGRAPHY

Our Coca-Cola® Creations typeface is the same as Coca-Cola® brand.

TCCC Unity is a modern sans-serif typeface that is designed to feel fresh, uplifting and youthful.

It is primarily used in black, both within the Platform Identity and within individual Coca-Cola® Creations worlds - ensuring we always maintain a clear link back to the Zero Sugar.

However, there are ways we can use our typography to bring dimensionality and character to our visuals.

LIGHT

REGULAR

MEDIUM

BOLD

BLACK

TYPOGRAPHY IMMERSIVE

MUSA

EDGE





WHAT'S NEXT GRAPHIC EXPLORATIONS



Note:
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LIMITED



EDITION

LIMITED



EDITION

IN-WORLD TYPOGRAPHY EXAMPLES



Coca-Cola® Creations Byte
Pixelated treatment of TCCC Unity



Coca-Cola® Creations K-Wave
Y2K inspired typography



Coca-Cola® Creations x Rosalia
Artist's handwritten lettering

Note:
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LAYOUT

We deconstruct our cube to create frames, using the cube faces as a grid.

We can also use the outline of our cube as a graphic device to help frame photography and other assets.

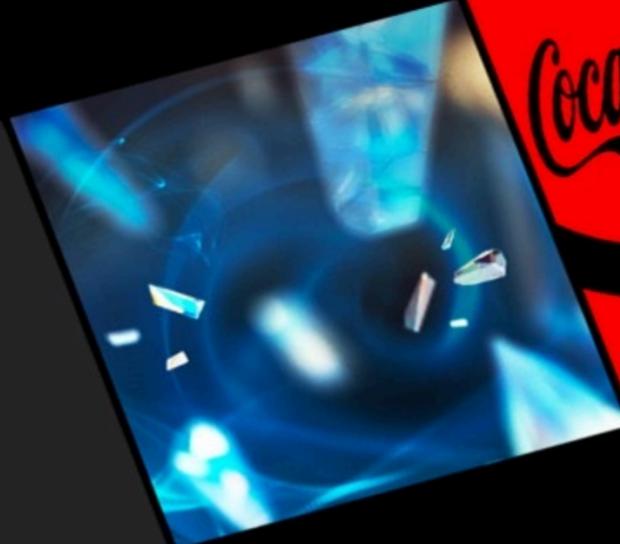
This reinforces the cube language across our identity.

Note:
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Coca-Cola CREATIONS

TASTE A NEW WORLD



Coca-Cola

ZERO SUGAR

CREATIONS

한투루



Experience the Real Magic of Coca-Cola® Creations

DISCOVER OUR CREATIONS

COCA-COLA® ZERO SUGAR BYTE

The First Ever



Note:
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GEN Z
TOP 10
LOVED
BRAND
COLLING
SOON



ZERO SUGAR



Note:
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an example only and is not the final design.

Coca-Cola® Creations
Platform Identity

2.4

Design
Guidance
Art Direction

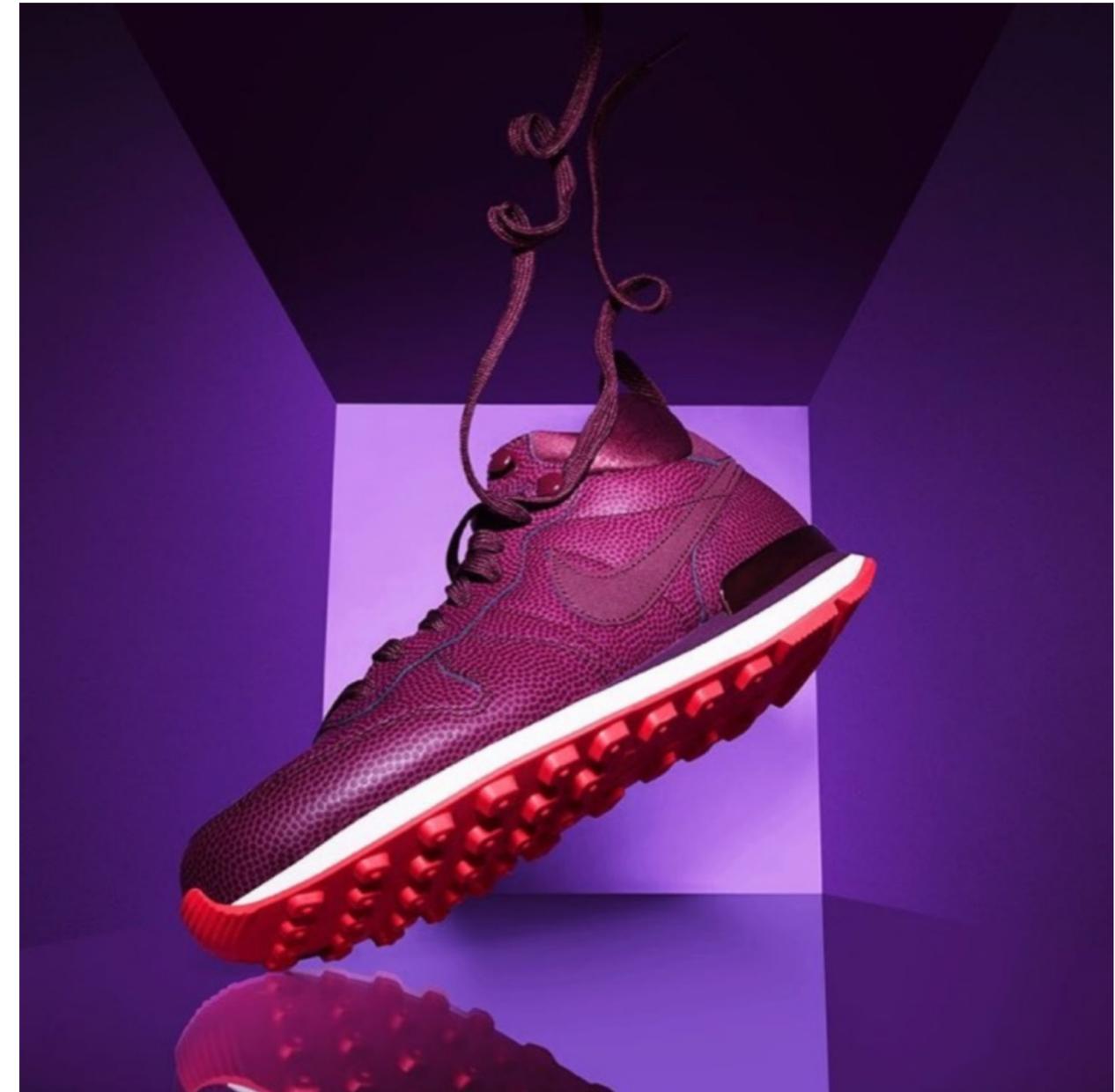
PHOTOGRAPHY

Our imagery can help to create environments and bring dimensionality to our visual language.

We use unexpected perspectives to immerse and surprise the viewer.

We create angles that replicate the view inside the cube, allowing viewers to experience the world within it.

This iconic photography style can be used to showcase licensing and merchandise partnerships.



PHOTOGRAPHY



MOVING IMAGE

Our Platform Identity is dynamic and utilises motion and animation throughout.

When animating our Cube, each spin can create a transformation, taking you to different worlds.

We can also play with perspective in motion, creating optical illusions, and mirroring the language used for our photography.



MOVING IMAGE



IDENTITY IN ACTION

This section brings our updated identity assets together to show how they come to life across the Coca-Cola® Creations platform.

Coca-Cola® Creations
Platform Identity

3.1

Identity
in Action
Key Visuals

KV Messaging Hierarchy

To achieve our task of reducing down elements on our Key Visuals, we use our Primary messaging.

This drives trial through ‘try new’ imperative, and emphasises ‘Limited Edition Flavor’ while all other messaging is contained on the can itself.

PRIMARY

‘Try new limited edition flavor’

Using ‘try’ as imperative to drive trial, highlighting new flavor as primary message

SECONDARY

‘Taste the K-Wave’

Hero-ing the individual Creations flavor

TERTIARY

‘Limited Edition flavor’

Emphasizing flavor where we have extra space e.g. medium/large dropzone

KV Messaging Hierarchy

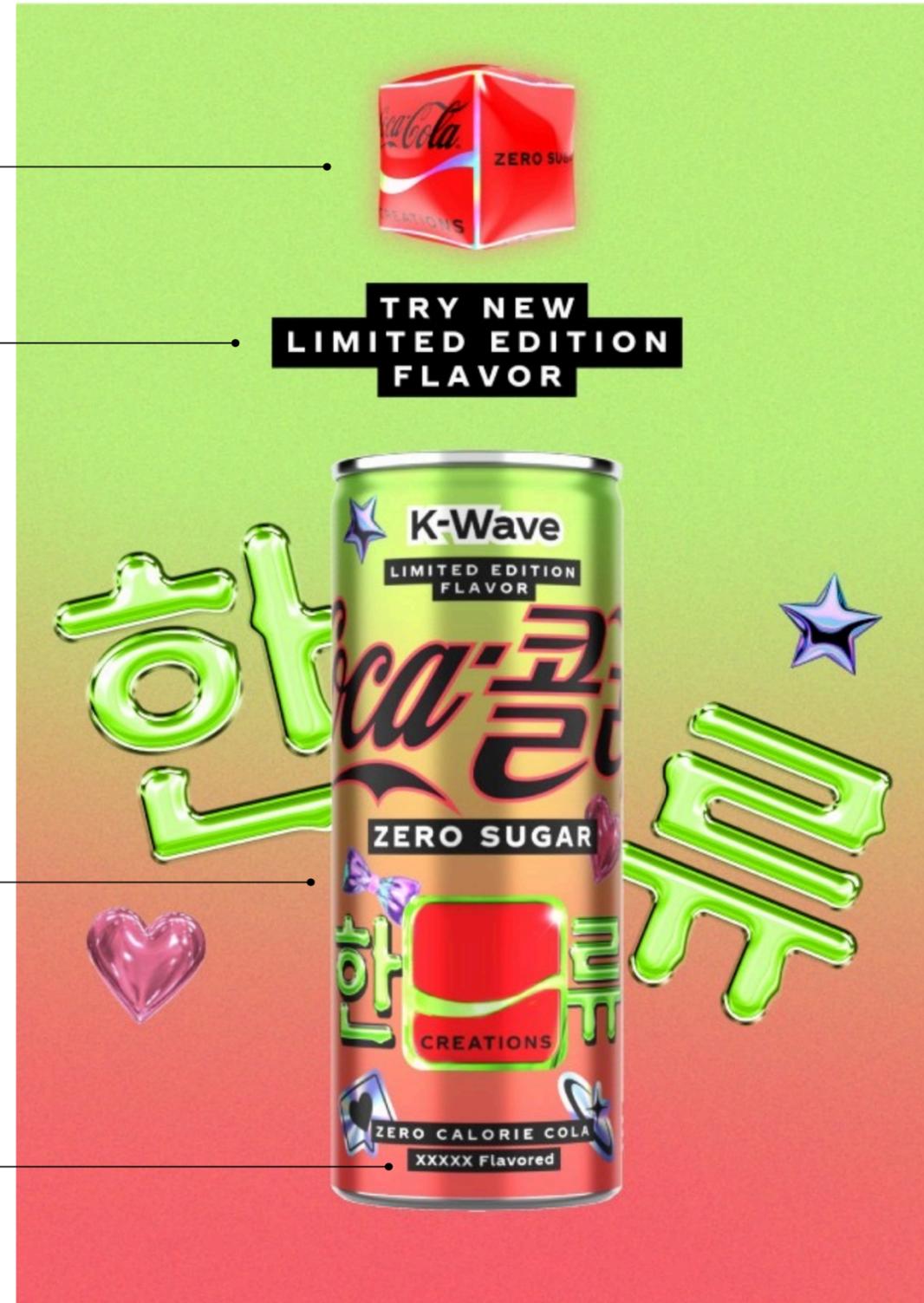
Added the K-Wave 3D
Creations Cube to drive
back to Mainbrand and ZS

Added 'Try new limited
edition flavor' as a primary
message to drive trial,
highlighting new flavor

Updated can visual with a
rendered version.

New can label with placeholder
text 'XXXXX Flavored'

Note:
The K-Wave design is FPO. This is used as
an example only and is not the final design.



KV Messaging Hierarchy

The layout in landscape
Key Visuals is as follows:
can always on the left and
Creations Cube + Primary
messaging on the right.

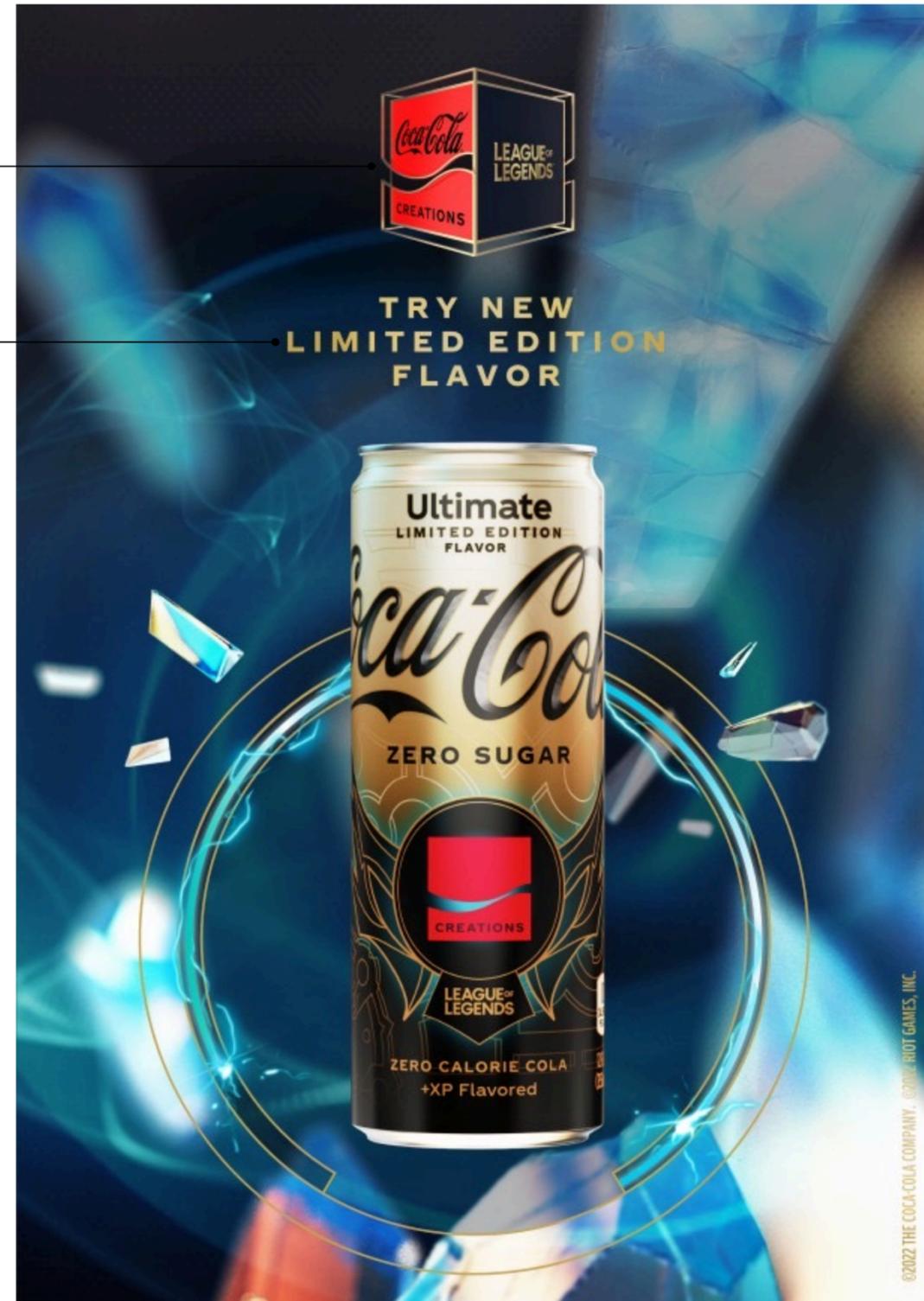


Note:
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an example only and is not the final design.

KV Messaging Hierarchy

Added the Ultimate 3D Creations Cube to drive back to Mainbrand and ZS

Added 'Try new limited edition flavor' as a primary message to drive trial, highlighting new flavor



KV Messaging Hierarchy

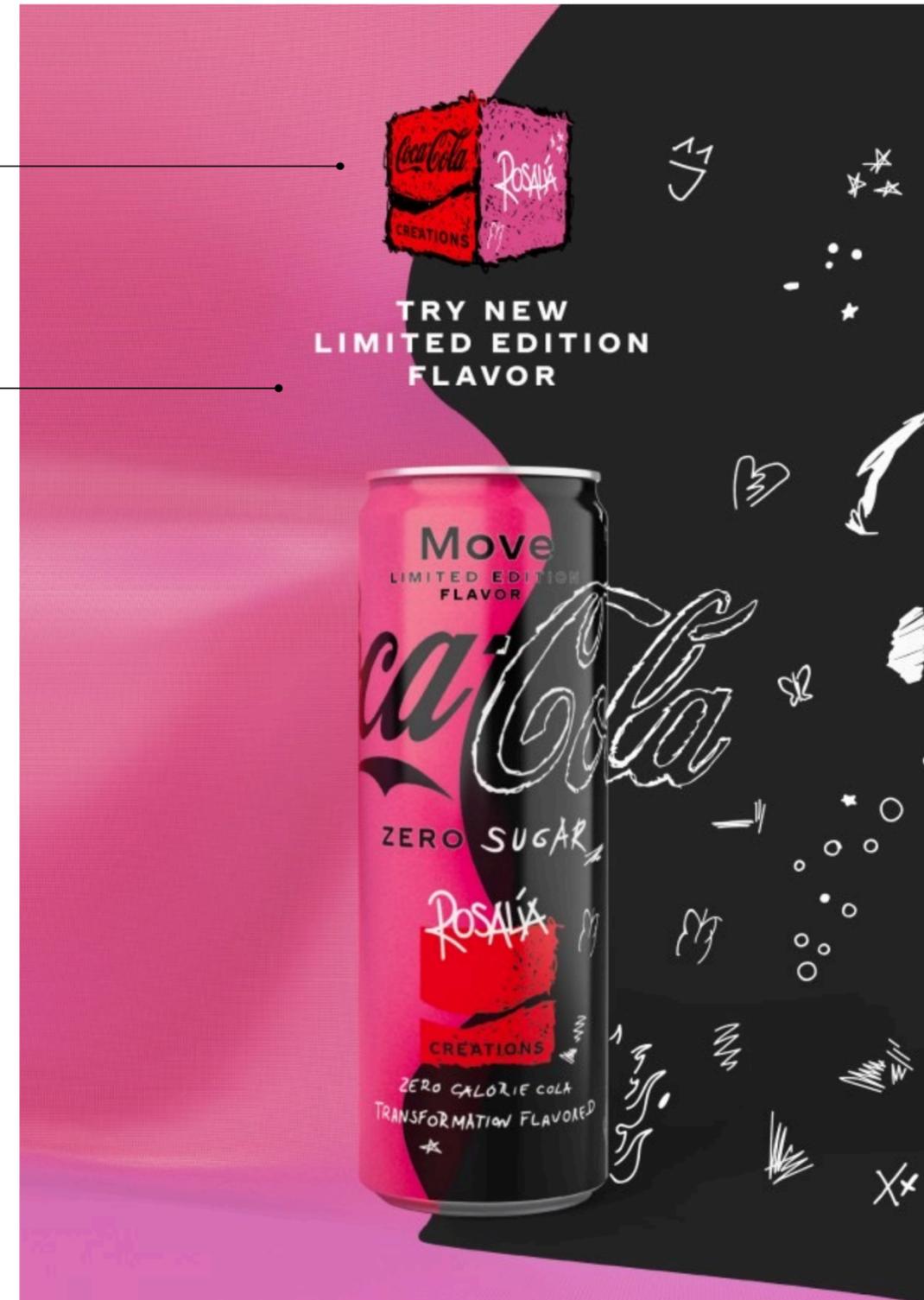
The layout in landscape
Key Visuals is as follows:
can always on the left and
Creations Cube + Primary
messaging on the right.



KV Messaging Hierarchy

Added the Rosalia 3D
Creations Cube to drive
back to Mainbrand and ZS

Added 'Try new limited
edition flavor' as a primary
message to drive trial,
highlighting new flavor



KV Messaging Hierarchy

The layout in the Rosalia landscape visual differs slightly from the other key visuals with the can in the middle and the Creations Cube + Primary messaging on the left.



Coca-Cola® Creations
Platform Identity

3.2

Identity
in Action
Packaging

PRIMARY PACKAGING

For primary packaging we use the front face of our logo, maintaining the design approach that has been used previously.

However, to align with our new guidance, the word Coca-Cola® Creations is now written in black - linking to Coca-Cola® Zero Sugar.

The ribbon and frame are able to flex to reflect the Creation visual world.

Note:
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SECONDARY PACKAGING

Our secondary packaging brings together all our thinking, making sure we are emphasising Zero Sugar by combining Coca-Cola® Creations cans with Zero Sugar products, as well as hero-ing the words on pack.

We have also explored using the keel clip as a more sustainable choice for Coca-Cola® Creations packaging.

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SECONDARY PACKAGING

x4 Keel Clip



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SECONDARY PACKAGING

x2 Keel Clip



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Coca-Cola® Creations
Platform Identity



Identity
in Action
Experience

POS Messaging Hierarchy

PRIMARY

‘Try new limited edition flavor’

Using ‘try’ as imperative to drive trial,
highlighting new flavor as primary message

SECONDARY

‘Taste the K-Wave’

Hero-ing the individual Creations flavor

TERTIARY

‘Limited Edition flavor’

Emphasizing flavor where we have extra
space e.g. medium/large dropzone

RETAIL XP

Our cube is a portal to new experiences. We use it to house our Coca-Cola® Creations both in physical and virtual experiences.

The cube is also our red beacon that reinforces the core brand and the Zero Sugar communications.

Our merchandising is being displayed next to our core products, by the principles of seen, sold and said together.

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END CAP DROPZONE



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ZERO SUGAR
Coca-Cola
CREATIONS

K-Wave
TRY NEW
LIMITED EDITION
FLAVOR

한류



Taste the K-Wave
A taste of Real Magic
Taste the K-Wave
A taste of Real Magic
Taste the K-Wave
A taste of Real Magic

Taste the K-Wave
A taste of Real Magic
Taste the K-Wave
A taste of Real Magic
Taste the K-Wave
A taste of Real Magic

한류

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K-Wave

**TRY NEW
LIMITED EDITION
FLAVOR**



Taste the K-Wave

Taste the K-Wave

Taste the K-Wave

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POS Shelf Wobbler



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Note:
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IMMERSIVE XP



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TASTE THE ACTION

TASTE THE AEGYO

TASTE THE WONDER

TASTE THE FUTURE



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한류



BRANDED



IMMERSIVE SPACE



INTERACTIVE

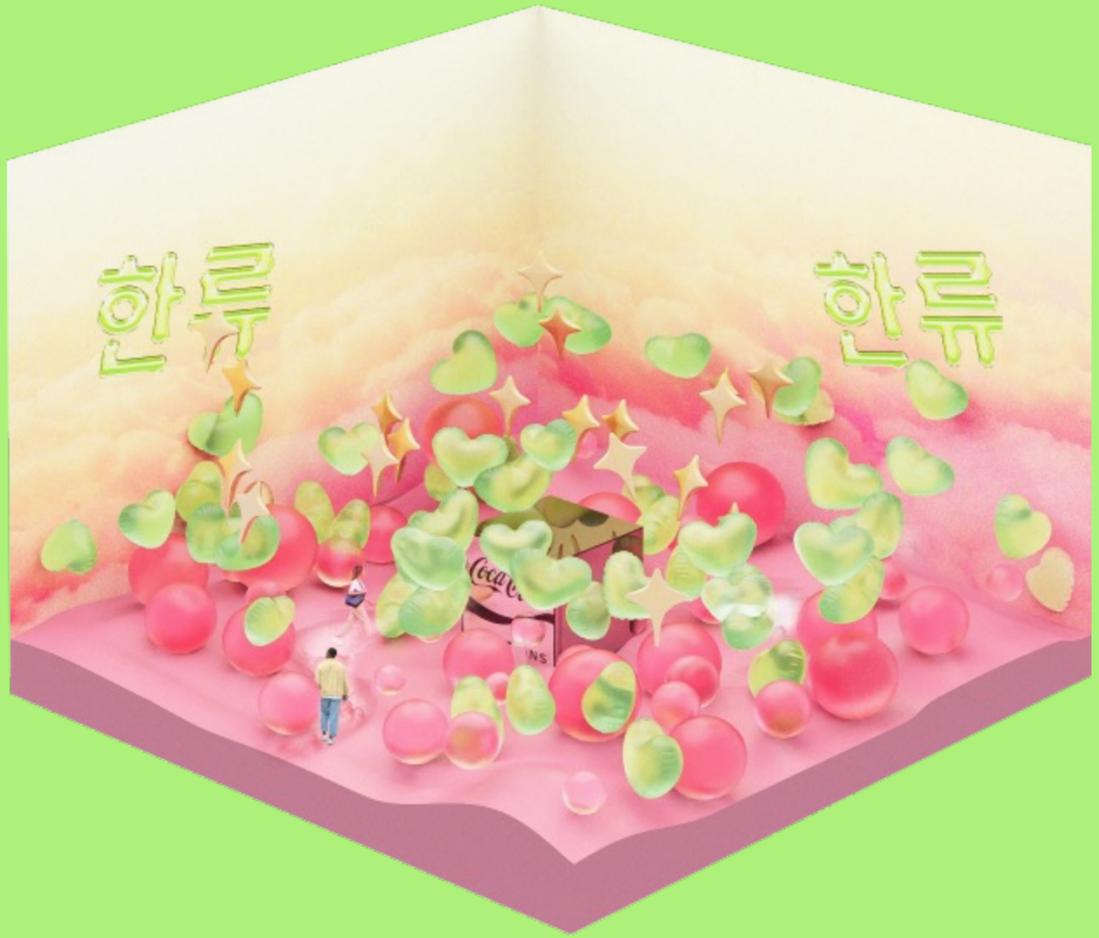


SHARED EXPERIENCE

Coca-Cola

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IMMERSIVE SPACE



Note:
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CONSCIOUS INTERACTIONS

Coca-Cola® Creations
Platform Identity

3.4

Identity
in Action
Creations x
Frozen

Creations x Frozen

We can takeover the **Frozen** platform with **Coca-Cola® Creations** products and communications.

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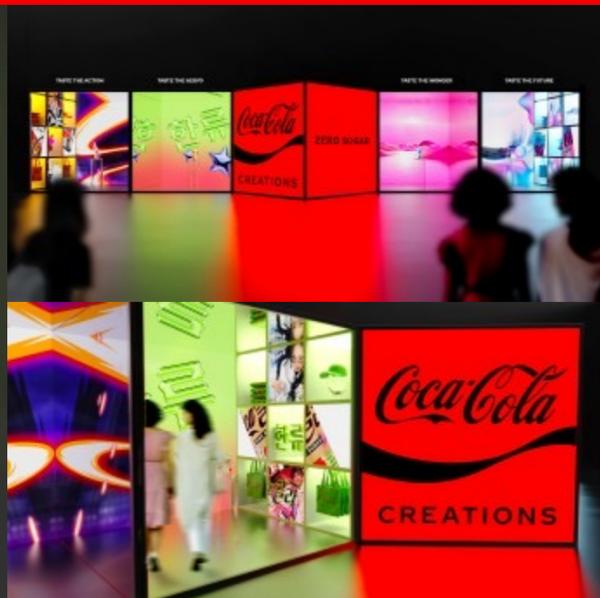
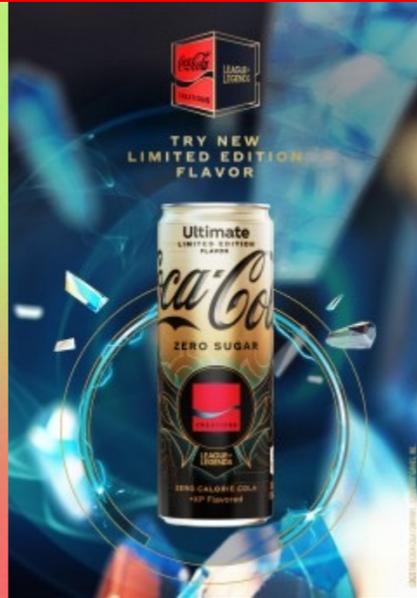


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IDENTITY SUMMARY



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THANK YOU