



contents

Love, Coke

Brand Values
Brand Essence
Brand Voice
Target Audience

Love, Coke Mood

Love, Coke Signature

Love, Coke Typography

Love, Coke Colors

Love, Coke Portfolio

Love Notes
Love Seat
Love Machine
Love, Coke Ads

peace. love.

Freedom from disruption, violence and war.

An intense feeling of deep affection.

& unity.

The state of being joined as a whole; one.

love, coke

Love. The one genuine expression that can reach the masses, celebrating diversity while allowing greatness in being the same.

'Love, Coke' is a letter of empathy and an experience of humanity for all. A gentle reminder that self is the essential being that distinguishes us one from another, but in that individualism we must love ourselves and others alike to harbor the ultimate peace on earth; because love is all we need

Choose love.
Always, all ways.

Love, Coke.

brand values

Values stand at the very core of the brand.
They're the center from which everything else radiates.

'Love, Coke' allows for an experience of humanity by creating the opportunity to be real and passionate about yourself and others. It weilds diversity and offers leadership towards a better us. These opportunities are created by incorporating the brand values of Coca-Cola with the core of the millennial culture, allowing for experiences to be made through love.

A photograph of two hands, one light-skinned and one dark-skinned, holding a red Coca-Cola can. The hands are positioned as if presenting the can, with the fingers pointing upwards. The background is a plain, light color.

LOVE

Leadership:
The courage
to shape a
better future.

Collaboration:
Leverage collective
genius.

Integrity:
Be real.

Accountability:
If it is to be, it's up to
me.

Passion:
Committed in heart
and mind.

Diversity:
As inclusive as our
brands.

Quality:
What we do, we
do well.

brand essence

How the brand connects emotionally with its customers.

Coca-Cola has made its name by taking on the face of a generation and relating to what was relative in their world. Coca-Cola wants their consumers to be the brand, inspiring creativity, passion, optimism and fun.

Through Love, Coke the opportunity is afforded to be the embodiment and experience of love. For millennials, it is not only important to offer a quality product but to also be authentic and genuinely involved in a mission of good.



brand voice

Brand voice is essentially the brand's personality.

Genuine. Feel Good. 
happiness

The truly authentic, morally righteous, state of well being defined by positive and pleasant emotions of joy.





Coca-Cola is the most popular and biggest-selling soft drink in history, as well as, one of the most recognizable brands in the world. It came to be this powerhouse by taking on the face of the relevant generation and relating to what was going on in their world.

target audience

Millennials.

Those crazy do gooders who are tech wizards, mid day workers and weekend warriors who have been told all their lives they can change the world...

And will.

TOP 5

TOP FIVE MILLENNIAL FACTS



Is there an app for that?

Naturally, millennials embrace and align themselves with technology; mobile being the closest to their hearts.

Because of this identification with technology, millennials tend to adopt new technology more quickly in comparison to the more skeptical approach of previous generations.

A close-up photograph of a woman with long dark hair wearing red-rimmed sunglasses, drinking from a glass Coca-Cola bottle. The bottle is tilted, and the liquid is visible. The background is blurred, suggesting a social setting.

4

Double Tap.

Millennials are a social generation— they socialize while consuming and deciding to consume.

This sociability is expressed online as well as in real life, particularly in the many arenas where online and offline activities and circles of friends overlap.

FUN FACT: The Most Surprising Group They Socialize With? Their Parents, who they actually get along with.

3

Yes, WE can.

They collaborate and cooperate—with each other and, when possible, with brands

Millennials have a positive, community-oriented “we can fix it together” mindset. Millennials want everyone to get along, and they think everyone should be able to.





2

James Dean much?

They're looking for adventure, and whatever comes with it.

Millennials crave the joy of adventures and discoveries, whether epic or everyday.



1

The GOOD One

They're passionate about values—including the values of companies they do business with—that relate to good citizenship.

Boomer parents have taught their children that every voice matters, bullying is bad and equality is worth fighting for.

Millennials are concerned with more than political and ethical issues. They also care about what's genuine and authentic. This interest falls somewhere between a purely aesthetic preference and a search for honesty and truth.

**love,
coke
mood**



KEEP LOVE
ALIVE

Coca-Cola

**love,
coke
signature**

The Love, Coke logotype uses a custom-designed typeface creating the Love, Coke signature sign off.

One of the most significant features of the Love, Coke visual identity and should be used on all aspects of branded communication because a hand written letter will never go out of style.

The Love, Coke signature should never be altered, tilted, distorted, manipulated or disassembled on any application.

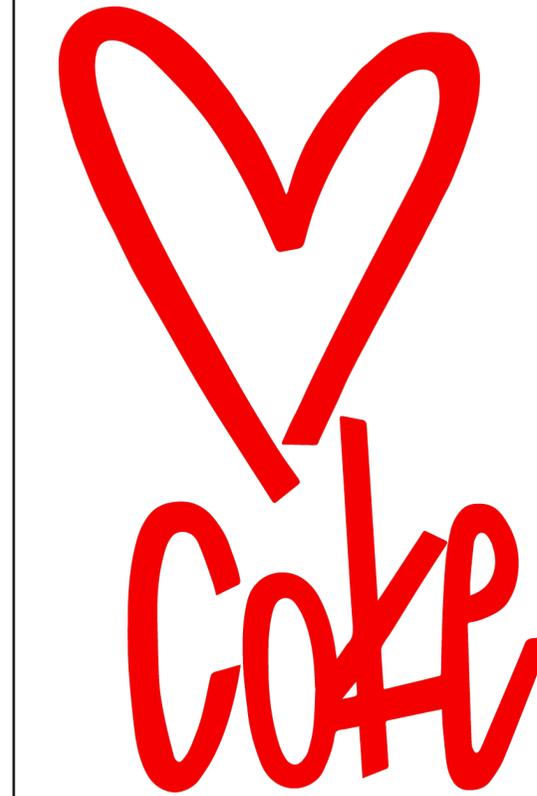


Love, Coke Signature



minimum size

1"



Love, Coke Signature



minimum size

1"

Together, the heart symbol and wordmark create an alternative to the Love, Coke signature. This signature should be used as an alternative to all aspects of branded communication because sending a letter is a good way to go somewhere without moving anything but your heart.

The Love, Coke signature should never be altered, tilted, distorted, manipulated or disassembled on any application.

The following is the clear zone rule for the Love, Coke signature. In order to gain maximum visibility, the Love, Coke signature should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic element. This rule applies to all versions of the Love, Coke signature on all mediums which should always be located to the right and/ or lower right hand corner.



Color Signature

Color is a powerful means of identification. Consistent use of the Love, Coke signature colors will help build visibility and recognition.

Across applications, every effort should be made to use Love, Coke signature on a white, black or red background.

Black & White Signature

However, in instances where color is not available for printing, use the black & white options provided.

Red

R:244, G:0, B:0
C:0, Y:100, M:100, K:0
Hex # F40000

Black

R:0, G:0, B:0
C:0, Y:0, M:0, K:0
Hex #000000

White

R:255, G:255, B:255
C:0, Y:0, M:0, K:0
Hex #ffffff



**love,
coke**

typography

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

0 1 2 3 4 5 6 7 8 9

choose love.

Gotham Bold

Only to be used as in lowercase for header copy

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

0 1 2 3 4 5 6 7 8 9

Choose Love.

Gotham Medium

Only to be used as sub-head body copy

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

0 1 2 3 4 5 6 7 8 9

Choose Love.

Gotham Light

Only to be used as body copy

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

0 1 2 3 4 5 6 7 8 9

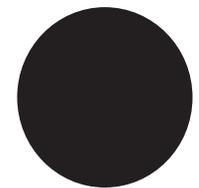
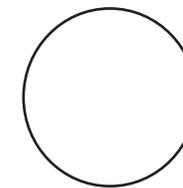
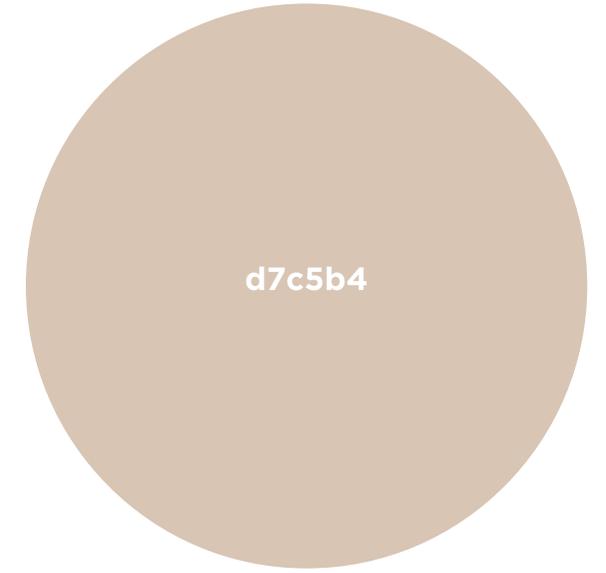
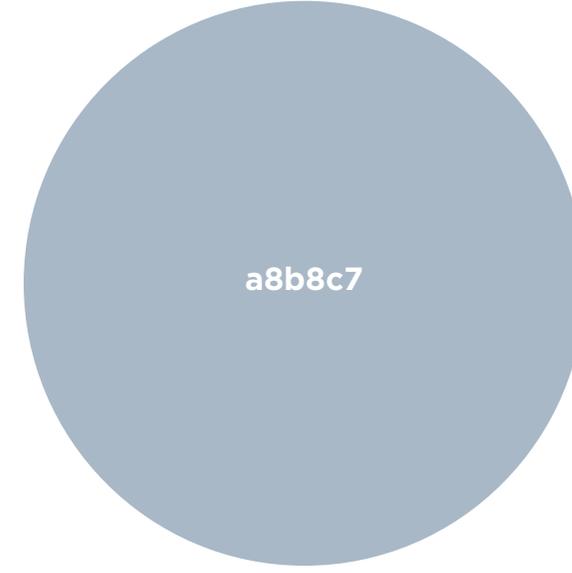
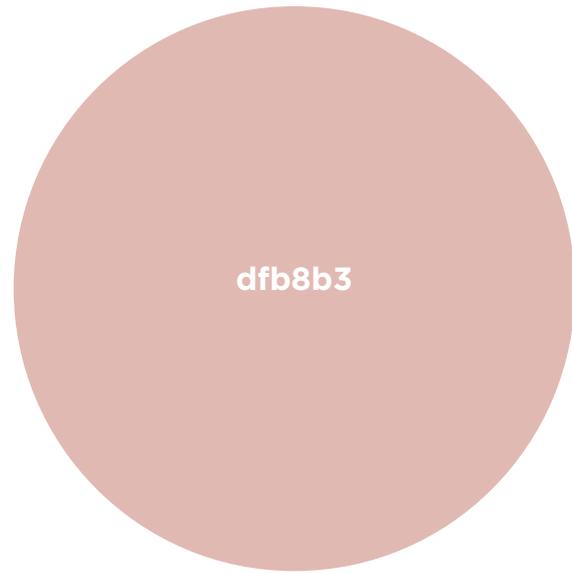
choose love

Bromello Regular

**love,
coke
colors**

Color is a primary means of visual identification that we use to create a powerful emotional response.

Our colors were chosen with care for the consistent use of a limited number of colors for a strong external recognition.



**love,
coke
portfolio**

love notes

Sticky notes made life size, as a reminder of human awesomeness.

Take one or pass it along.
It's your prerogative.



Too legit
to quit



go get 'em
tigers



don't quit
your
daydream



be Authentic



you
can
change the
World,
(you really, truly can)



Everything
you can
imagine
is real.



im so
happy
we exist
on the same
planet



stay
IN YOUR
Magic



light your
own damn
fire



attitude of
gratitude



throw
kindness
around
like confetti



YOU ARE
enough



do small
things with
great love



I THINK YOU
SHOULD JUST
GO FOR IT.



Wild thing
you make my heart sing



we are
one.



live for
THE
MOMENTS
you can't
PUT INTO
WORDS.



Well
why the
Hell not



love seat

Take a seat and share the love.

When two people sit down they will be given bottles of coke to enjoy as a montage of great love scenes, from the seriously funny to the ridiculously romantic, rolls for their feel good pleasure.



love machine

Spreading the love one Coke at a time.

When purchasing a Coke, leave a message and song to brighten the next person's day. After all, 'music makes the world go 'round.' Right?



I love



All ways, Always.

I  ve

Always, All ways.

A photograph of a building's exterior wall at dusk or night. The wall is composed of horizontal wooden slats. A neon sign is mounted on the wall, displaying the words "WHERE", "LOVE", and "LIVES" in three lines. The neon is a warm, orange-yellow color. To the left of the sign, there are some dark, thin branches or plants. To the right, a portion of a dark metal fence or structure is visible. The sky is a pale, clear blue.

WHERE
LOVE
LIVES