

DIET COKE STYLE GUIDE

YOUNG DESIGNERS

OVERVIEW

For the second year in a row, Diet Coke is teaming up with Target to invite all of you fiercely talented designers and aspiring designers to create our newest designer T-shirt, sold exclusively at Target stores nationwide. What's the catch? None whatsoever. Just bring your "A-game" when crafting your extraordinary design and remember to mind a few modest guidelines, found below, as you design it. Oh, and in case you're interested, the winner will be flown to Nashville, TN with a guest to meet Taylor Swift and see one of her final RED tour performances live.

ABOUT

This style guide outlines all of the different visual elements to consider when designing for Diet Coke. Understanding these guidelines will help ensure that your designs fit within the Diet Coke world.

DIET COKE
LOGO

The Diet Coke logo must be used.

LOGO

DO NOT

Use older versions	
Remove or reposition the ®	
Add elements or images	
Add drop shadows	
Add strokes or outlines	
Scale/resize the elements disproportionately	
Rotate, except for 90° counterclockwise rotations	
Skew or create false perspectives	
Distort	
Use unspecified colors	

DIET COKE
CROPPED LOGO

The Diet Coke logo may be creatively cropped as an alternative to the full form version.

CROPPED LOGO EXAMPLES

DO NOT

Complicate the composition with the top of the C.



Spell “Die”



Cut off letterforms in ways that create odd/complicated shapes.



Crop in too tightly. D & K should still be legible even when cropped.



Crop too little.



Turn the logo downward.



DIET COKE
COLOR PALETTE

Use only these colors.

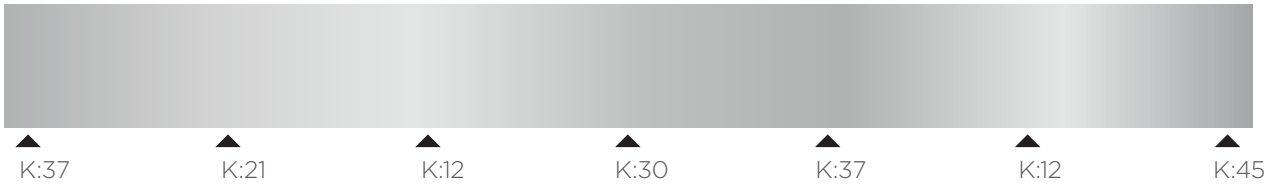
SILVER
PMS = 877
R: 168, G:183, B: 191

COKE RED
PMS = (no equivalent)
C: 4, M: 100, Y:95, K: 0
R: 244, G:0, B: 9
Hex: F40000

OPAQUE WHITE
PMS = (no equivalent)
C: 0, M: 0, Y:0, K: 0
R: 255, G:255, B: 255
Hex: FFFFFF

BLACK
PMS = Black
C: 0, M: 0, Y:0, K: 100
R: 0, G:0, B: 0
Hex: 000000

SILVER GRADIENT
Where possible, a silver effect gradient may be used.



DIET COKE
TYPOGRAPHY

Use Gotham as the primary typeface.

Gotham Light
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold
abcdefghijklmnopqrstuvwxyz
0123456789

As an alternative to Gotham use Arial typeface.

Arial Regular
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
abcdefghijklmnopqrstuvwxyz
0123456789