



**CENTRAL  
NEW ENGLAND**

# **MEDIA KIT**

This Media Kit has been created for our local customers of Pepsi-Cola of Worcester, Inc. and Windham Pepsi-Cola, Inc. customers, as well as sponsorship partners.

If you're outside of our service area, please call Pepsi-Cola Consumer Relations at 1-800-433-2652 for assistance in finding your local bottler.

# Logo Usage

The Pepsi logo is a visual representation of our Brand that captures the attention of consumers. Consistent placement and visibility is crucial in maintaining a uniform appearance.

The Pepsi logo is comprised of two elements: the globe and the wordmark. A set number of lockup variations of the Pepsi logo are available. The logo shown at the right is the primary logo. The logo must never be altered, modified or recreated. Any attempts to modify or alter our logo is a violation of our standards.

When reproducing our logo in print or on merchandise, consider its size and legibility. To ensure readability and reinforce our brand, never scale the logo such that the globe appears smaller than one .25" in diameter. In some applications it will be necessary to use the logo at a smaller or larger size. In order to maintain the integrity and legibility of the Pepsi logo at all times, there is a unique version that has been optimized for use at a small size.



## Clear Space

It is important to surround our logo with a healthy amount of room – clear space – so that it stands out in our communications. Clear space separates the logo from other elements such as headlines, text, imagery and the outside edge of applications. Avoid placing any text or graphic elements within the clear space. Whenever possible, use more than the minimum clear space to allow the logo to receive maximum attention.

# Color Palette

We have established a singular color palette for use across our enterprise, while providing an appropriate range of flexibility to address a variety of messaging and functional needs. Our colors act as important identifiers to help distinguish the Pepsi brand and should always match the appropriate Pantone® color swatch. To ensure that the colors within our palette reproduce consistently across both print and on-screen media, we have established exact color formulas.

## Logo Colors



Pepsi Logo Blue

SPOT **Pantone®2945**  
CMYK **100/69/17/3**  
RGB **39/81/184**  
HEX **#004B93**



Pepsi Logo Red

SPOT **Pantone®185C**  
CMYK **0/100/82/0**  
RGB **201/0/44**  
HEX **#C9002B**

## Color Variations

A set number of color variations exist to accommodate different applications of the logo. The preferred treatment of the Pepsi logo is in full-color on an approved color background with a white wordmark.

When the logo appears on white or light colored backgrounds, opt for the full-color logo with the blue wordmark.

Reserve the one-color variations for situations where the use of a full-color logo is not feasible due to printing limitations or other technical constraints.

With this new expanded visual system, we are evolving from BIG BOLD BLUE to the era of ONE PEPSI. We are refocusing Pepsi by highlighting our core brand while celebrating the unique traits of Black, Blue and Silver.

FULL-COLOR REVERSE LOGO



FULL-COLOR POSITIVE LOGO



ONE-COLOR POSITIVE LOGO



ONE-COLOR REVERSE LOGO



# Websites & Social Media

When it comes to linking back to our website for local promotions, please ensure that you are linking to the facility nearest you unless specifically instructed otherwise by your Pepsi-Cola contact.

## Linking To Our Website

For Pepsi-Cola of Worcester, Inc. promotions:

<https://www.pepsiworcester.com>

For Windham Pepsi-Cola, Inc. promotions:

<https://www.windhampepsi.com>

## Linking To Our Social Media

Pepsi-Cola of Worcester, Inc. and Windham Pepsi-Cola, Inc. both share consolidated social media pages.

Facebook:

@pepsinewengland

<https://facebook.com/pepsinewengland>

Please do not link to Pepsi.com or any of the National Brand websites or Facebook pages unless instructed to do so by your Pepsi-Cola contact.

# Radio & Television

Please follow the points outlined below when referring to us on air.

## Referring To Us In On-Air Chatter

Do not refer to us as PepsiCo. While Pepsi-Cola of Central New England is our consolidated DBA, we prefer to use our local franchise name in promotional materials.

For Pepsi-Cola of Worcester, Inc. promotions, reference "Pepsi Worcester". For Windham Pepsi-Cola, Inc. promotions, reference "Windham Pepsi".

When space and time allows, we proudly add "Local Family-Owned and Operated Since 1956".

## Referring To Brands Other Than Pepsi

If you're promoting a specific brand in the promotion, refer to the brand name only. For example, LIFEWTR, should be referred to as LIFEWTR, not Pepsi LIFEWTR. It's also acceptable to refer to it as LIFEWTR from Pepsi of [insert location].



**Thank you.**

