



BRAND STYLE GUIDE

MAY 2022 / VERSION 1.0

EVOLUTION

OUR BRAND

EVOLUTION



CLEVELAND IS IN OUR DNA
WE'VE ALWAYS BEEN WINE AND GOLD
SHINY GOLD
AU ATOMIC 79
X MARKS THE SPOT
WE GRIND EVERYDAY TO WEAR IT, ROCK IT, FEEL IT
THE GOLD WE EARNED THE RIGHT TO WEAR

GOLD IS THE STANDARD. GOLD IS BACK.

OUR BRAND

EVOLUTION CONTINUED



The C stands for something bigger than the Cavaliers.
It stands for Cleveland - a city united. It represents the Cavaliers
commitment to champion the city they call home both on and off the court.



**PARTIAL LOGO
PREVIOUS**

UNIFIED. SIMPLIFIED. ELEVATED. CONFIDENT.



**PRIMARY LOGO
NEW**

VISUAL IDENTITY

LOGO FAMILY



PRIMARY



GLOBAL



SECONDARY



TERTIARY



WORDMARK

WORDMARKS



In headline form, the team should be referenced formally as the Cleveland Cavaliers. In abbreviated form, Cavaliers is also acceptable.

When referencing the organization in written communication, the first instance should always be Cleveland Cavaliers. All subsequent instances may reference the team as Cavaliers, Cleveland Cavs, Cavs, or the Wine & Gold.

The one color Classic Wordmark should always be used when placed on a background color that is outside of the Cavaliers color palette. If set on a non-Cavaliers brand colored background, the one color version in white or black is preferred.

All uses of this version must be approved by the Cleveland Cavaliers.

STACKED

**CLEVELAND
CAVALIERS**

HORIZONTAL

CLEVELAND CAVALIERS

ABBREVIATION

CAVALIERS



BRAND FONT LETTER - HOBOKEN

Subheadings, functional messaging, and in instances where Cavaliers Headline may not be the most suitable font choice.

Hoboken

SUPPORTING FONT - NIMBUS SANS

Body copy in team communications and marketing elements (when applicable). Acceptable weights include Book, Medium and Black.

Nimbus Sans

HEADLINE
CAVALIERS HEADLINE

CLEVELAND CAVALIERS

SUBHEADLINE
HOBOKENHIGH-SANSSERIF

IT'S OPENING NIGHT

BODY COPY
NIMBUS SANS

Otat. Boreptat. At. Mincidus ex eatiosae. Dit laut esto coris rerum re venis dio ea inverspid exerovi tassim nimus, nobis suntotaspis aut qui quas il iliam, nihil is ex et debis utendi quodis solupta tescil ini corum vitae. Quia volores cidellor aliquas etur amenti doloria ipsum voluptat eum quam quis re mossit prem quam sit vel inciis volupta tendand entiosa dolenimpe doluptat fugiae nulpari aut ate vendant.

COLORS



The Cleveland Cavaliers color palette consists of: Cavaliers Wine, Cavaliers Gold, and black.

An illustration of the original expression of Cavaliers Wine & Gold, the team's first colors in their inaugural 1970 season, which were re-introduced in 2010-11.

Refer to the color values to the right to ensure their correct reproduction. In addition, to ensure color consistency and accuracy between print and digital platforms, use the hex codes in RGB mode, and the PMS colors in CMYK mode.vv

When full-color printing is not available, marks and logos should only be reproduced in one color format within the Cavaliers color palette, white or grey.

<p>CAVALIERS WINE PMS 209</p> <p>100M/34Y/53K 134R/56B #6A0032</p>	<p>CAVALIERS GOLD PMS 465</p> <p>26C/40M/73Y/3K 188R/148G/92B #BB945C</p>	<p>BLACK PMS BLACK</p> <p>30C/100K 6R/25G/34B #000000</p>
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APPLICATION

LOGO COLORS



All Cavaliers logos should appear only on backgrounds within the brand's color palette. If the logo is set on backgrounds outside of the Cavaliers color palette, the one color version is required.

ON WINE



ON BLACK



ONE COLOR



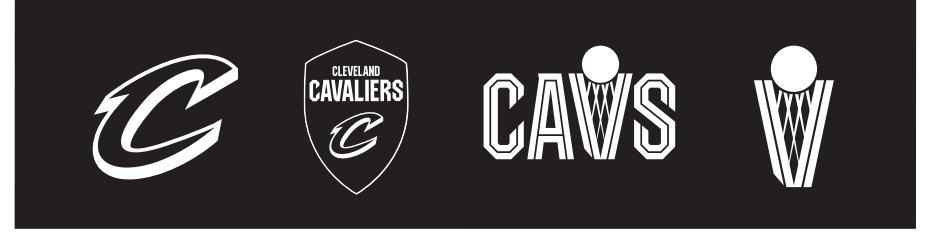
ON GOLD



ON WHITE



ONE COLOR



LOGO & WORDMARK USAGE



The following guidelines are applicable to each Cleveland Cavaliers logo.

DO NOT:

- 1. Skew, stretch or distort logo
- 2. Change colors within logo
- 3. Place logo in a box
- 4. Make a pattern from logo
- 5. Rotate the logo
- 6. Remove portions of the logo
- 7. Crop the logo



DO NOT:

- 1. Attempt to even in size the wordmark
- 2. Shift the position of the wordmark
- 3. Skew, stretch or distort logo
- 4. Shift the position of the wordmark
- 5. Alter the color of the wordmark
- 6. Scale the logo un-proportionately
- 7. Skew, stretch or distort logo
- 8. Unstack the stacked wordmark



CLEAR & MINIMUM SPACE



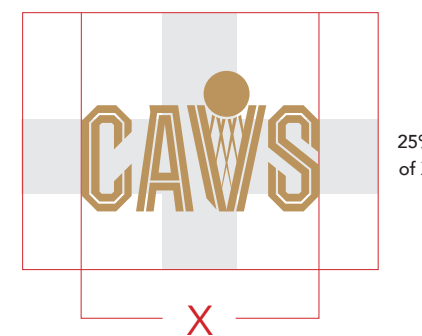
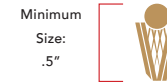
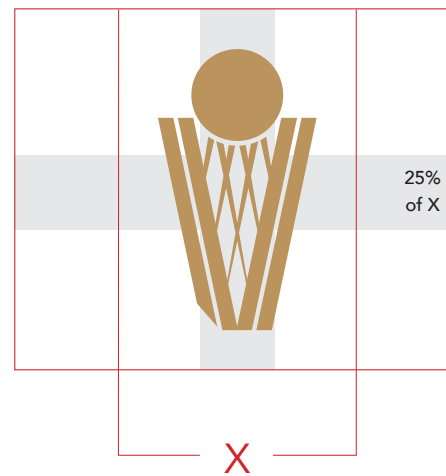
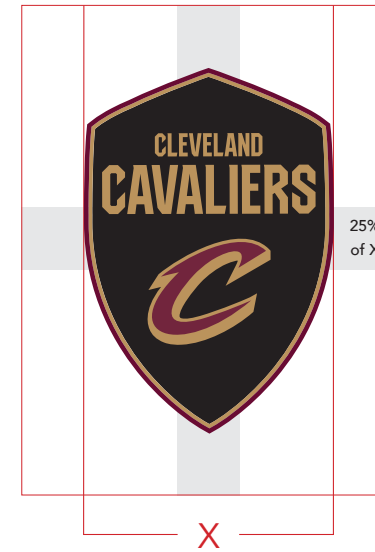
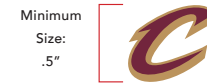
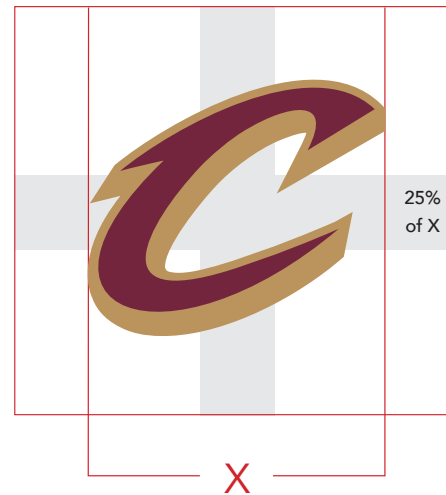
It is important to respect the minimum size and clear space surrounding the logo. This has been designed to protect the integrity of the logo and should be adhered to at all times. The following rules are applicable to each Cleveland Cavaliers logo.

CLEAR SPACE

Appropriate clear space helps to isolate the logo from competing graphic elements while ensuring its visibility and impact. The clear space minimum is equal to at least 25% of the width of the logo as represented by 'X' in the example.

MINIMUM SIZE

Minimum height of .5 inch has been set to ensure legibility of the complex elements that comprise the Partial Logo. This logo should not be minimized below one inch in height, when maintaining all other size aspect ratios.





1 CENTER COURT CLEVELAND, OH 44115



THE SPRITE BRAND

Sprite

Design Principles

Clear

Bold

Green

Design Principles

Clear

Clarity of product meets clarity of mind. We cut through all the noise and convey confidence as an iconic brand.

- Hyper-real, glass-like depiction of product and liquid.
- Artful overlays mimicking our transparent product.
- Celebrating our newly recrafted wordmark and Spark with respect and purposeful usage.
- Editing, removing any ornamentation or extra language.
- Clear, intuitive, simple hierarchies.
- Embrace of negative space.
- Easy-to-navigate packaging system: logo = variant, background = flavor.

Not consumer facing nor approved for such use; any campaign taglines/materials derived from the deck require local review.

SPRITE GLOBAL DESIGN SYSTEM



Design Principles

Bold

We are dynamic, distinctive, and modern. We don't operate as a typical lemon-lime soda: we are our own category.

- Exaggerated reflections, refractions, and distortions in product imagery.
- Expressive display font.
- Contrast in color, layout, and scale.
- Proud, large-scale use of trademarks in packaging.
- Fluid layouts and dynamic animations to ensure the brand always feels like it is in a state of movement.

Not consumer facing nor approved for such use; any campaign taglines/materials derived from the deck require local review.

SPRITE GLOBAL DESIGN SYSTEM



Design Principles

Green

Our heritage color: many try to copy, but we remain the original by owning it in an unabashed way.

- Dominant, full-bleed use of Sprite green in layouts and product imagery.
- Use of secondary dark green to delineate fields of black in layout.
- A commitment to increased recyclability, (e.g., clear bottles).

Not consumer facing nor approved for such use; any campaign taglines/materials derived from the deck require local review.

SPRITE GLOBAL DESIGN SYSTEM



Design System

System Overview
Distinctive Assets
Marks
Color
Typography
The Brand Dimples
Brand Imagery
Layout Guidance
Packaging
Everyday Messaging
Promotions On Pack
Motion Graphics
VIS Gallery
Legal Guidance
Key Contacts



Click The Hyperlinks To Navigate

Design System Overview



This document presents each facet of the Sprite identity system, the roles of our iconic assets and how they should be used across touch-points from packaging to digital.

Distinctive Assets

The image shows the Sprite logo in a white, italicized, sans-serif font on a green background. To the right of the logo is the iconic Spark icon, a white, four-pointed starburst shape with rounded corners, also on a green background. A small registered trademark symbol (®) is visible at the bottom right of the Spark icon.

Sprite®

Design System Brand Marks

Distinctive Assets: Separate But Equal

The Sprite logotype and our iconic Spark now have specific roles within the design system across packaging, brand expression and communication.

You will see how we assign different roles within these guidelines.

Design System Brand Marks

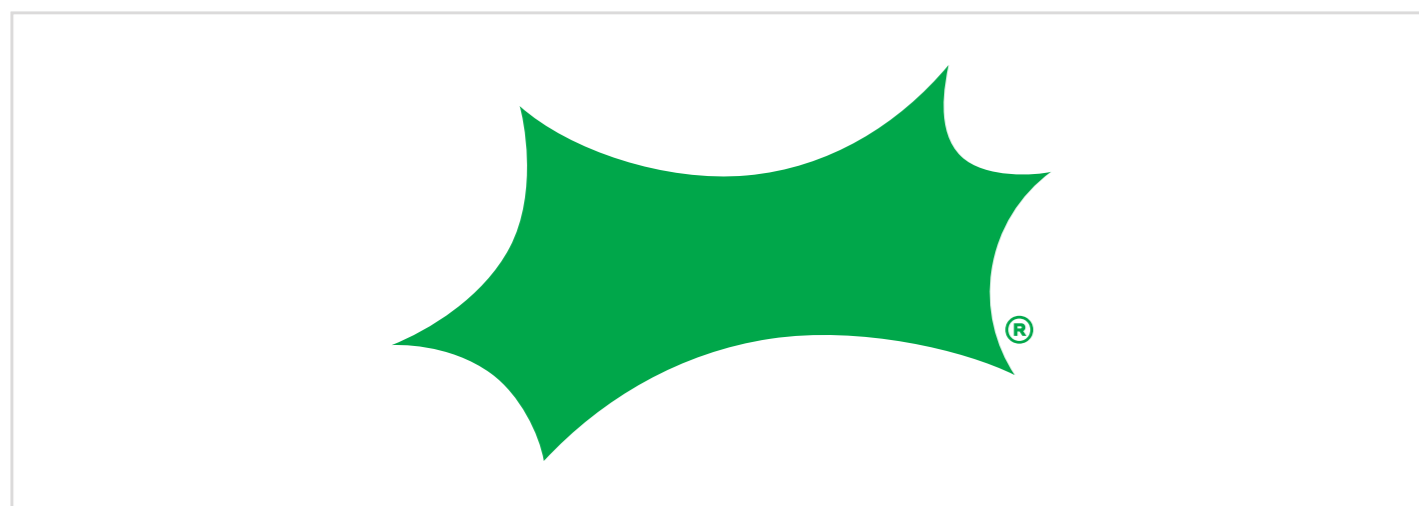
Distinctive Assets: A Shorthand For Sugar Communication

Our primary assets are used across the whole brand to inform our consumer about the sugar choices we offer.

It's simple. White indicates our Core sugar offerings. Black represents Zero Sugar.

The iconic assets combined with our bold color system enable a bold and clear design system that connects with our consumers through the noise.

- White on green
- Black on green
- Green on white
- Green on black



Brand Marks

Design System Brand Marks

The Sprite Logotype



The new wordmark builds on decades of familiarity, recrafted to convey the future of the brand with confident simplicity.

The new wordmark is now set on a horizontal baseline; the wordmark is crafted to a focused perfection.

Design System Brand Marks

The Sprite Logotype Variants

The logotype is used primarily to indicate the sugar variant of our products from social media to shelf.

We want our consumers to feel confident about their sugar choices and understand our system like it's second nature.



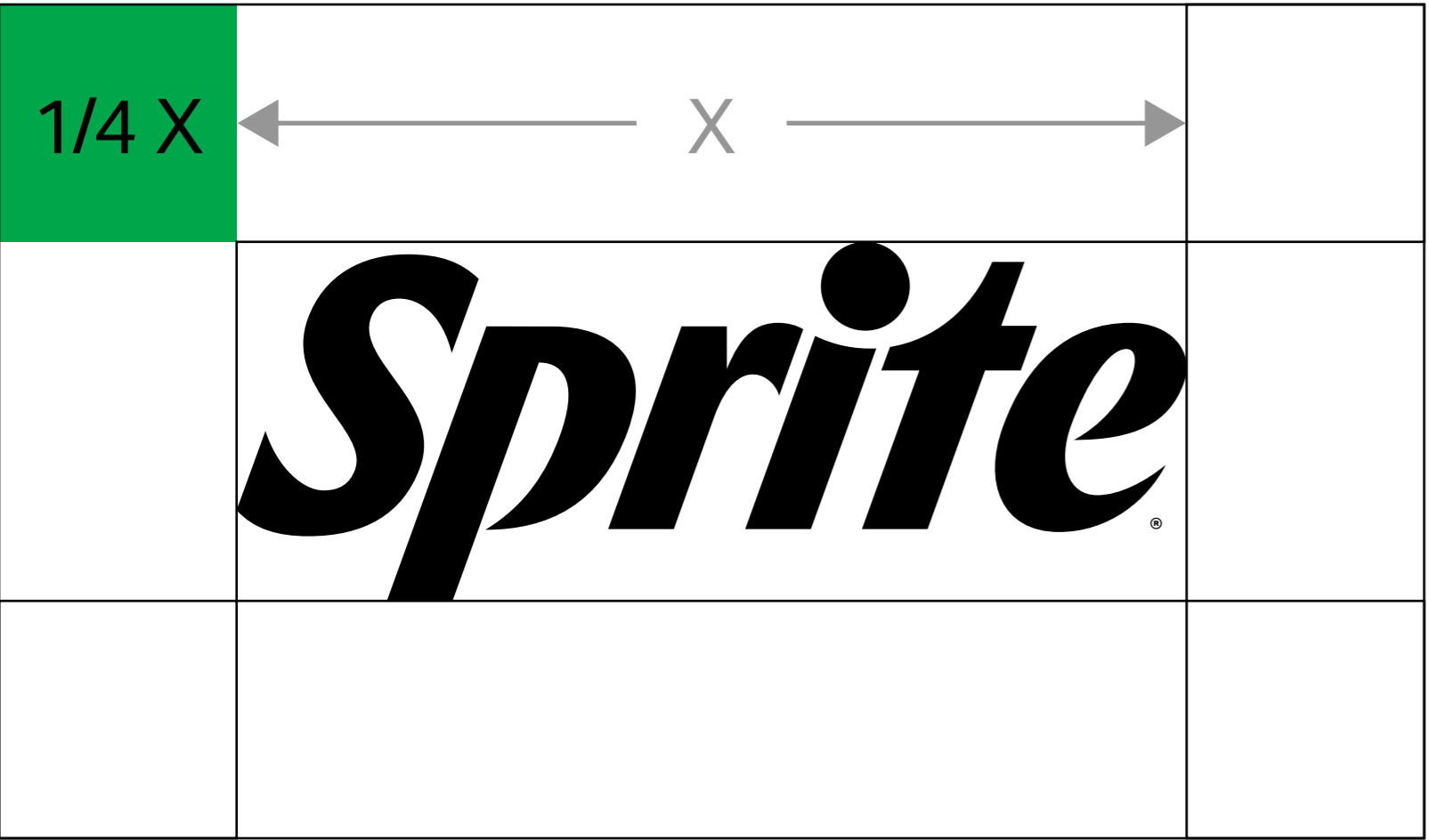
Sprite®



Sprite®

Design System Brand Marks

The Sprite Logotype Scale & Clearance



1/4 X = preferred clear space



Minimum Size:

Print = 14 mm* wide

Digital = 72 px wide

* Minimum print size can vary dependant on substrate, so always print test accordingly.

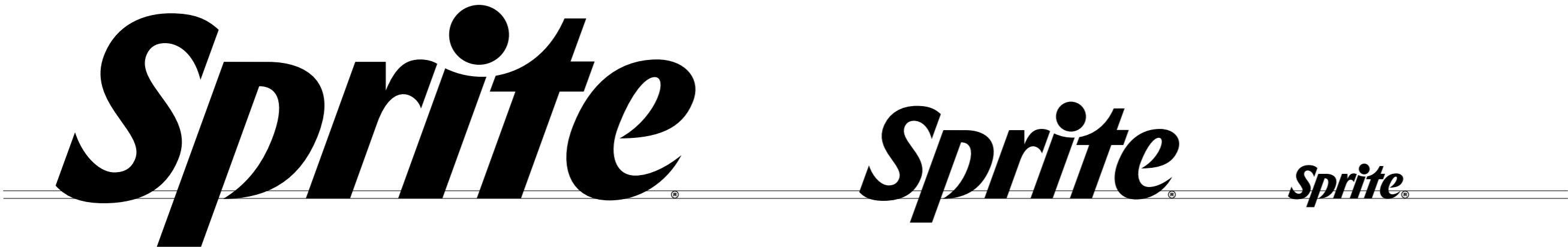
To ensure maximum impact of the wordmark, a clear space has been defined. This space should be kept clear of all type and other graphic elements.

If the minimum clearance is not possible, please default to an absolute minimum clearance of 1/8 x.

Scaling & the ® symbol:

We need to protect our logotype at all times with the use of a registered trademark symbol. Check with your local Trademark Counsel on the proper one for your market.

The scale of the symbol reflects the size of the application.



Design System Brand Marks

The Sprite Logotype Do's & Don'ts



Please do not:

- Color the 'dot' of the i
- Rotate the asset
- Distort the asset
- Outline the asset
- Recolor the asset other than directed
- Crop the asset other than directed

Design System Brand Marks

The Spark: A Stand-Alone Asset

Freed from the wordmark, the Spark is now a focused, distinctive icon for the brand.





Design System Brand Marks

The Role Of The Spark

Simplicity will allow the Spark to adapt to different contexts effortlessly. Over time, we can imbue it with important attributes of our brand, like physical clarity...



Design System Brand Marks

The Role Of The Spark

...or mental clarity and confidence.
But, these activations will be limited
to big, brandwide moments.

Please note:
these images are
conceptual examples
and are not campaign-
ready. Content will need
licensing with legal
approval should markets
wish to use it.

Design System Brand Marks

The Spark Variants

Our Spark has been recrafted to iconic clarity.

The Spark engages consumers in our sugar choice conversation to strengthen the approach our company-wide portfolio is taking in relation to sugar.



Primary brand colors - above the line

PMS 2252
inx 1647619
cmyk 82/6/100/0
rgb 0/167/74
hex 00A74A

PMS Black c
cmyk 60/30/30/100
rgb 0/0/0
hex 000000

cmyk 0/0/0/0
rgb 255/255/255
hex ffffff

[Neutrals] secondary - below the line

PMS 3537 C
cmyk 100/0/100/69
rgb 0/45/25
hex 002D19

cmyk 5/3/9/0
rgb 251/249/244
hex FBF9F4

[Lemon] tertiary - call to action & accents

pms 109 c
cmyk 0/16/100/0
rgb 255/209/0
hex ffd100

Design System Color

Brand Color Palette Hierarchy

Our primary brand colors lead our communication hierarchy.

Our secondary color palette is more neutral in tone and provides opportunities for background delineation.

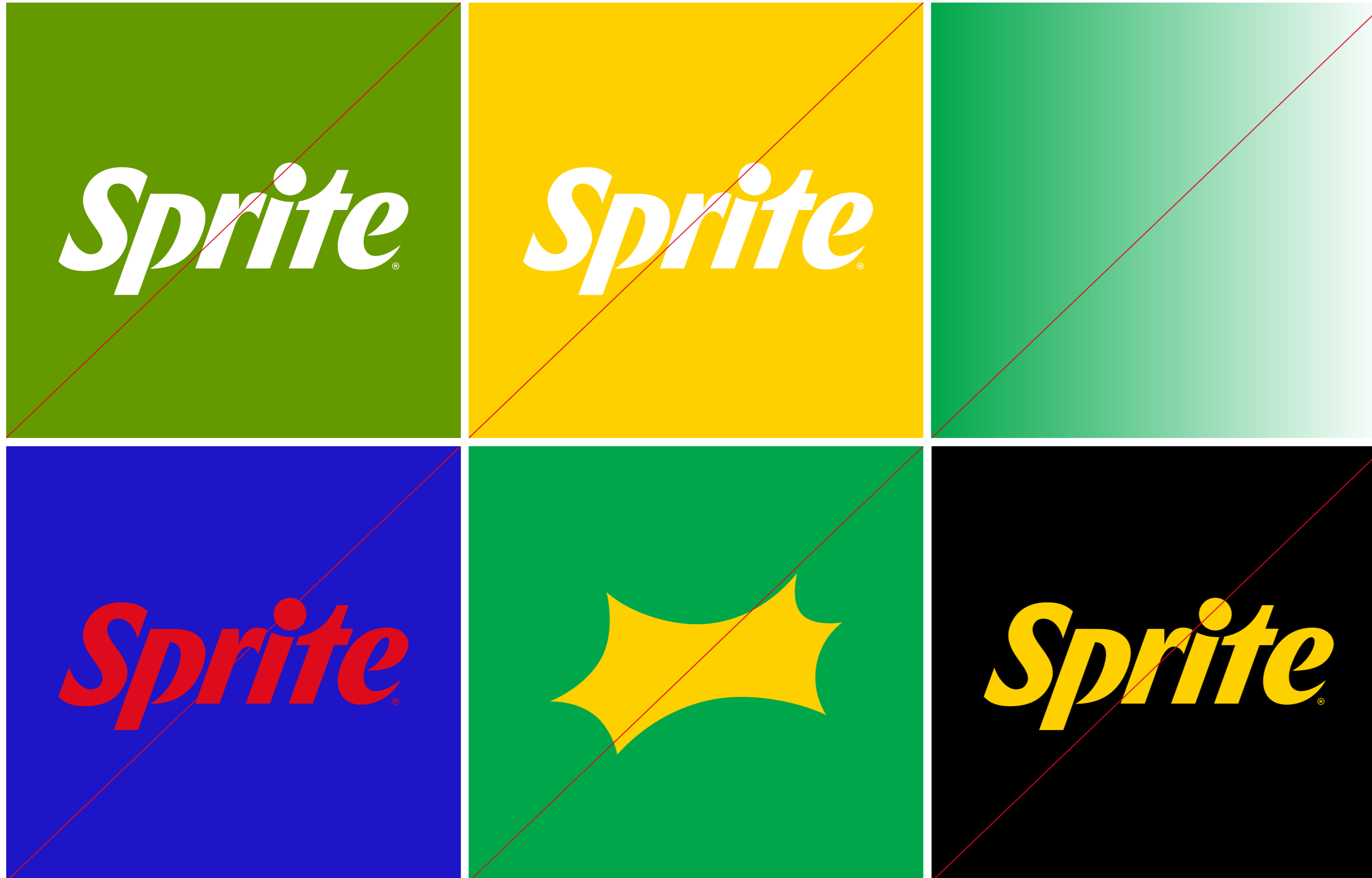
Lemon yellow is a tertiary accent reserved for call to actions and accents to photography.

Design System Color

Do's & Don'ts

Please do not:

- Change the values of any brand colors
- Use color combinations other than directed
- Create color effects
- Use colors that are not specified in this guide
- Change the hierarchy of color
- Use lemon yellow other than stated





THE SPRITE BRAND

Sprite

®

Did You Know that Sprite is...

#3

Global brand

#1

Preferred SSD
by Gen Z

#1

In Brand Love
& Brand Power

#1

In SSD
segment

#7

Fastest
growing
trademark

Sprite is the clear lemon-lime leader, but has maintained its **CHALLENGER MENTALITY**

Sprite has a proven track record of disruptive LTOs...



2023 launch

**LYMONADE
LEGACY**

\$16M

Only 6 weeks
into launch

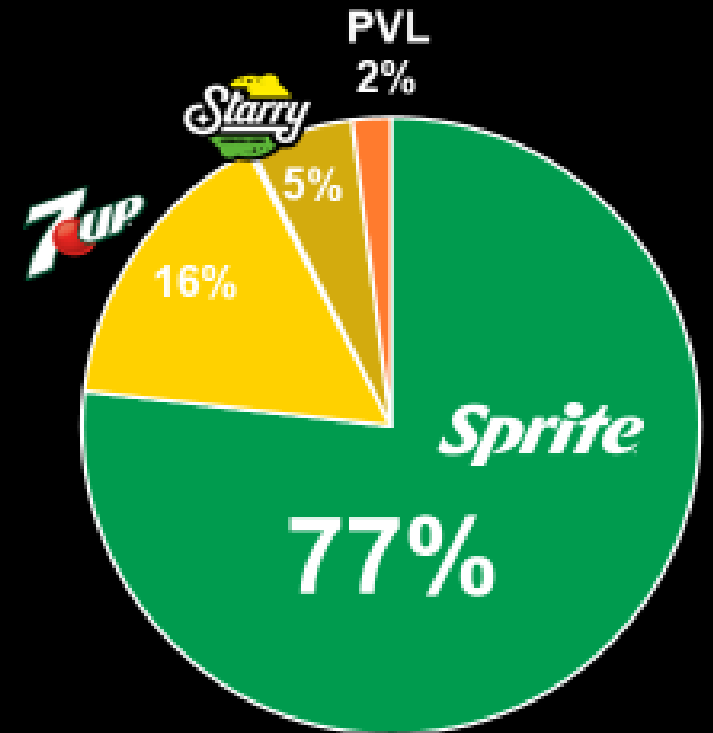


2013 launch

**HOLIDAY WINTER SPICED
CRANBERRY**

#1

Most
incremental
flavor in Sprite
portfolio



and 2024 will be our **coolest** launch yet...

Sprite was launched as a challenger brand rooted in cut-through refreshment

Sprite
TRADE-MARK ®

is an Exciting New Refreshment Experience

With its own Distinctive
Bottle, Crown, Carton,

Sprite will be tied in with the exuberance of the spring season through packaging and advertising. The advertising will greet the consumer with, "Open a bottle of Sprite and springtime breaks loose."

"This line refers to the taste of Sprite and its similarity to the fresh, pure, clean feeling that everyone experiences in spring," said L. Kenneth Work, assistant product manager for Sprite. This approach is used to communicate "a reawakening and a new sensation of vitality and vigor that will have appeal and meaning during any season of the year."



Two Bottling Plants Test Marketing Sprite

THE COCA-COLA Company has begun test-marketing a new specialty drink in the lemon-lime category under the trademark Sprite.

The market tests are being conducted at two points, in Sandusky, Ohio, by the Midwest Coca-Cola Bottling Company and at Lansing, Michigan, by the LaSalle Coca-Cola Bottling Company.

The drink, which has its own distinctive taste experience, is being test-marketed both as a soft drink and as a mixer, with special appeal to the young adult group. It is offered in two sizes—7 and 12-ounce green bottles with applied color labels. A permanent bottle design will be adopted should the market tests warrant general distribution.



And NOW we need to recruit the next gen of consumers...

Today, we live in a world of ever-increasing *HYPE* and
what seems to be getting lost is
THE CUT-THROUGH TRUTH

2024 will launch a New Creative Platform:
OBEY YOUR THIRST

... And a totally New Product Innovation to
bring Cut-Through Refreshment to life:

SPRITE CHILL

And in 2024, we mark another milestone for Sprite



**30 years ago, Sprite started something
that was more than advertising.
A rallying cry. A way of life. A movement.**

In 2024, we will reimagine an iconic mantra and encourage a new generation of Gen-Z drinkers to OBEY THEIR THIRST





OBEDY YOUR THIRST

Definition:

1. *Drink Sprite*
2. *Be true to yourself*

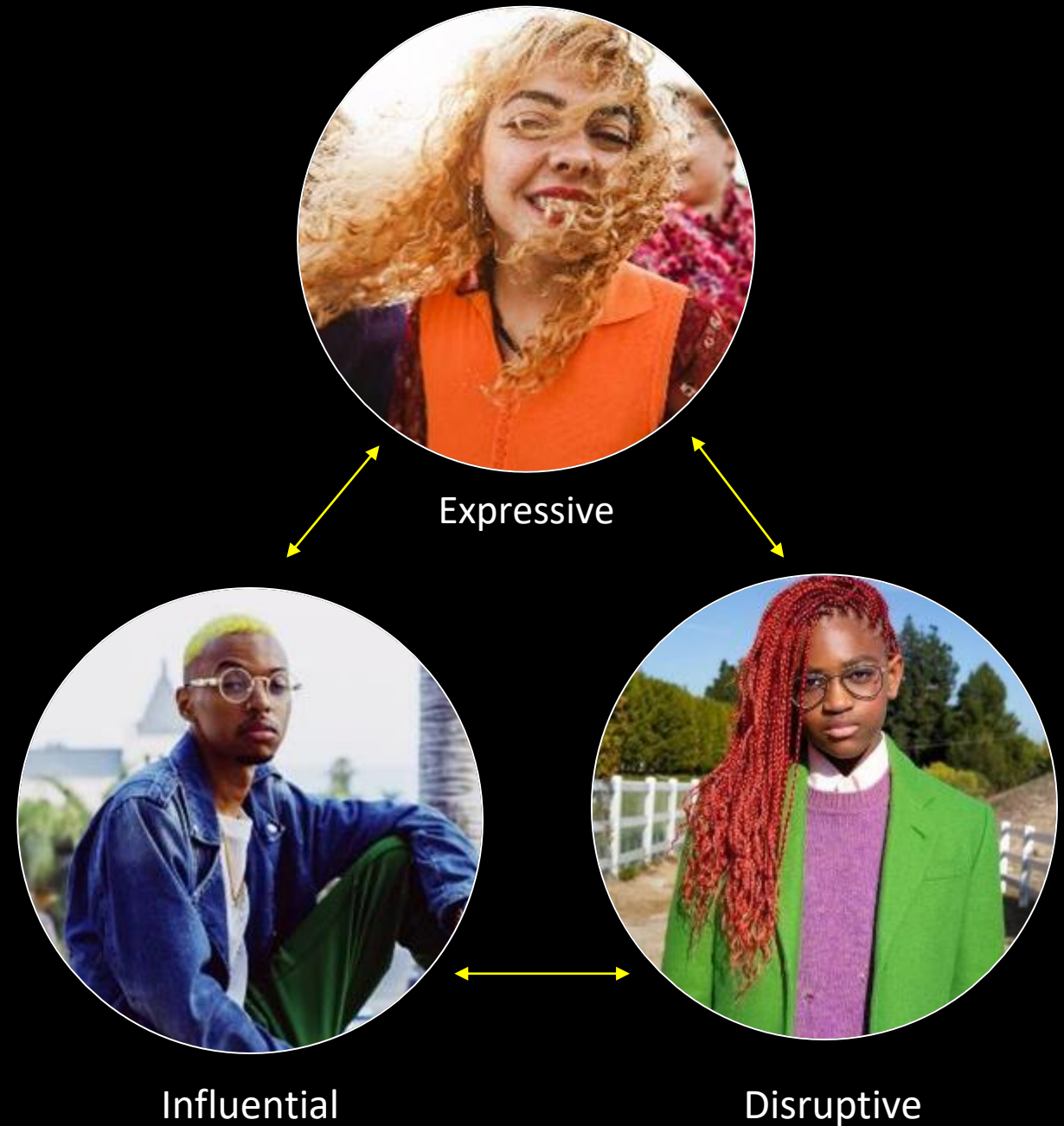
Yes, it actually is that simple!
And uniquely ownable to Sprite.



Our core consumer.
Our *NEW* tribe:

Undaunted Thrivers

They march to their own beat and don't subscribe to societal norms. That's why they turn adversity into opportunity for themselves and others, take risks, trust their gut, and confidently make leaps into the unknown.





OUR EDGE:

CONFIDENCE

/'känfəd(ə)nce/

noun

1. The self-assurance it takes to make the wave. Validation is not a prerequisite for us, but passion is. Sprite's nature of staying true to ourselves and our tribes love for individuality sparks courage in ways other brands can't claim.



Thanks!