

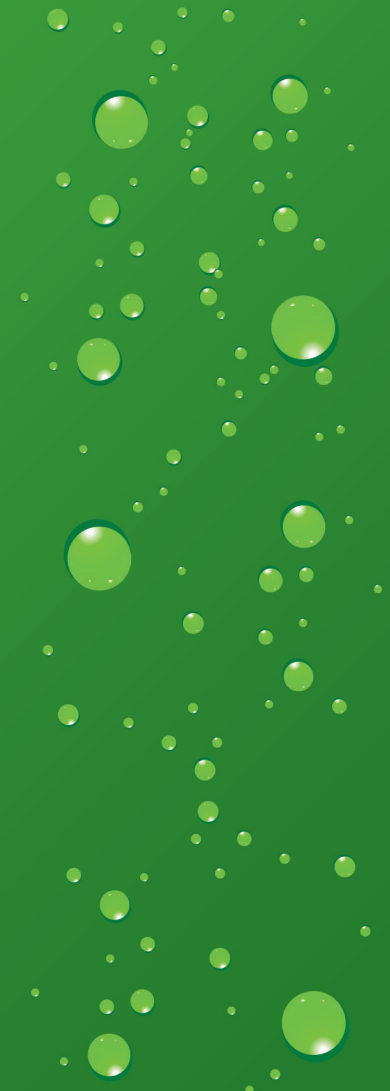


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The appearance

The appearance of the brand is one that should speak to the nature of it. Ting is a sparkling grapefruit beverage; therefore ting's preferred presentation is one of a bubble-enriched background to match the feel and expression of a sparkling beverage.

Accompanying colours to further enhance the appearance of the logo are varying greens and yellow (as given on the following page). The logo with or sans grapefruit can be placed on the relevant green background with bubbles and the seal "Real Caribbean Grapefruit".

Where necessary, for aesthetics or to house copy, a yellow strip can be added to either the base of head of the desired graphic canvas.





BRAND GUIDE LINES

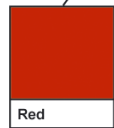
The appearance

The Ting logo should never appear on its native green background without the bubbles present. It should always be properly proportioned and never stretched or skewed out of its defined proportions. The logo can be used by itself where needed for example on TV, sponsorship spots etc.



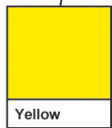
The logo

The Ting logo is a handwritten script font and can be used either on its own or accompanied by the standard grapefruit shot which is 2 slices and one whole grapefruit.



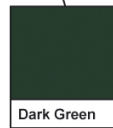
Red

PANTONE 485 C
C:0 | M:95 | Y:100 | K:0
R:229 | G:24 | B:21



Yellow

PANTONE Yellow C
C:0 | M:0 | Y:100 | K:0
R:255 | G:238 | B:0



Dark Green

PANTONE 553 C
C:60 | M:0 | Y:55 | K:80
R:33 | G:66 | B:48



Black

PANTONE Process Black C
C:0 | M:0 | Y:100 | K:0
R:43 | G:41 | B:38



Green

PANTONE 362 C
C:70 | M:0 | Y:100 | K:10
R:51 | G:137 | B:40

The logo colours

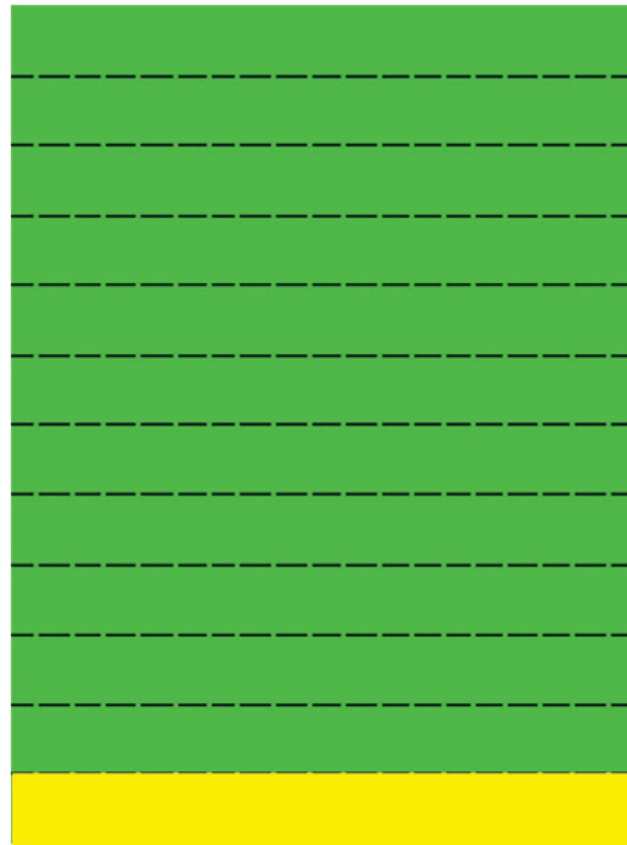
The Ting colour palette captures and delivers the personality of our brand. It reflects the vibrancy and Caribbean flavour that speaks to what Ting is all about.



Proportions

On vertical executions to get a comfortable area for yellow band. The area is divided into 12 sections and the height of the band is 1/12 of the total height.

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On Horizontal executions the area is divided into 5 sections and the height of the band is 1/5 of the total height.





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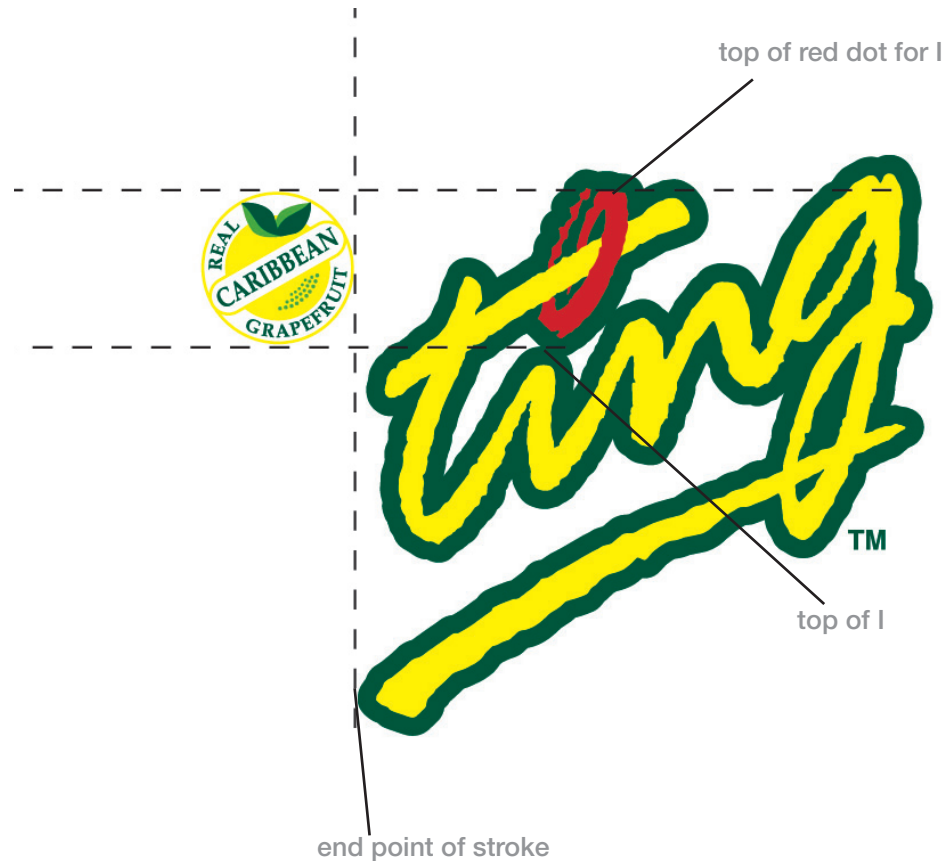
The seal



The seal is part of the brand devices that help to speak to what the brand is - "Real Caribbean Grapefruit". The seal works with a specific proportion with the logo to make it readable in conjunction with the logo. The location of the seal is decided by where certain points from the Ting logo intersect. These points are:

- The beginning of the stroke at the base of the logo run a imaginary vertical line
- The top of the I run an imaginary line horizontally.
- The top of the red dot for the I run an imaginary line horizontally.

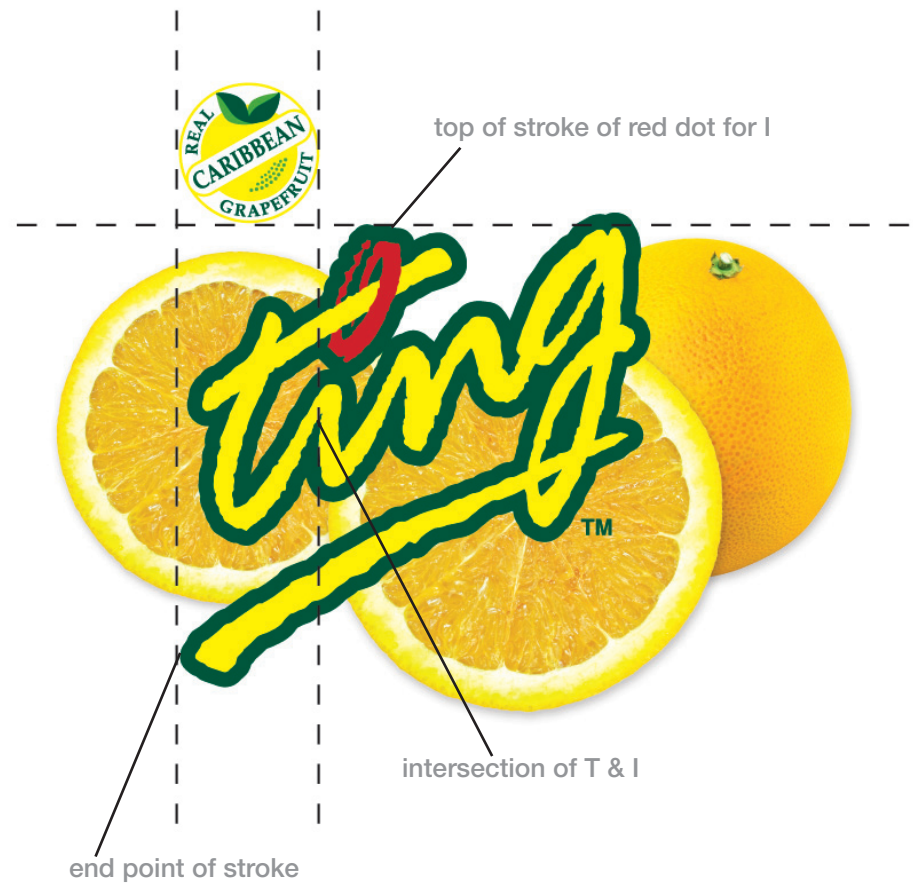
Where these points intersect will give you the height/ diameter that the seal should fit in.



Special cases

There are certain special situations where the location of the seal will have to be altered to accommodate certain variations in the logos use, examples of these special scenarios are as follows:

- When dealing with the fruits behind the logo the location of the seal changes to above the ting logo. The location is denoted by these new points of intersection shown on the right.





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In some instances, the Ting logo may shrink to a size that renders the seal too small to read eg. on the web. In cases like this the seal is placed to the right/left bottom corner of the art work it's height 2/5 of the total height.

example of a 300x250 banner



example of a 728x90 Leaderboard banner



In some outdoor executions due to spatial constraints the seal can be adjusted as shown here.





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The typeface

The typeface used on press & posters for copy is Helvetica
Neue 86 Heavy

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

***abcdefghijklm
nopqrstuvwxyz
yz***

0123456789

The typeface used on Labels for copy is Trade Gothic
Bold Condensed

**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz
yz**

0123456789



logo



Headline

Helvetica Neue 86 Heavy Italic

Body copy

Helvetica Neue 86 Heavy Italic

Fine Print

Helvetica Neue 55 Roman

6 point stroke around headline
& body copy typeface.

***Buy
Today***



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Brand Personality

It's not sour or too sharp and it's not too sweet like many carbonated sodas or crushes. Manages to mix well with a wide variety of food and drink. Real natural Caribbean grapefruit, no artificial flavouring



Photography

Photographs used in Ting executions should emphasize on showing a genuine moment captured in time. It should be spontaneous and natural, spirited and approachable and feel contemporary. It should inspire consumers to want to have/share the moment that they are seeing within each execution.



Each photo should be evaluated on certain merits:

- Is it single-minded? (simple and communicates possibilities)
- Is it straightforward? (The attention on the subject)
- Is it optimistic? (Evokes a positive emotion and feels aspirational)
- Is it spirited? (Interesting or shot from an interesting angle)
- Does it feel real? (Looks natural, not staged nor contrived)



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THEMATIC APPLICATIONS





Posters

Shown are treatment examples of posters for Ting using the brand devices the posters demonstrate uses of the poster without product and with product and with pricing devices.





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Brand device

The Ting Brand Devices are a flexible element of our brand identity that can be used in various ways.

This poster is an example of the use of the various brand devices

- Yellow band - Can be used for aesthetics or adjusted to house information
- “Real Caribbean Grapefruit” Seal
- Grapefruits - Used either with the logo or for aesthetic purposes
- Bubble background



Shelf devices



Price wobbler



Shelf strip



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Shelf divider





Shelf talker





Gondola

BRAND GUIDE LINES



Sampling booths





Convenience Store

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Mobile



Pricing Board



Gas station promotion



this exit ►



Foodservice

horizontal promo with PET bottle



it's for real
TING
+
**BACON
EQUALS BLISS**

come get your baconsandwich delux now at any Jerky's spot & get a bottle of ting free with your purchase. Offer lasts for a limited time only so get it while its good!

vertical promo with glass bottle



UP TO
WIN 10,000 POINTS
PLUS FREE FOOD & BEVERAGES

WITH THE PURCHASE OF A
LARGE COMBO
OR
LARGE DRINK



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Promotions

These promotional items are examples of how the Ting branding can still allow room for creativity within the brand structure.

ting WAVE CRAZE

Grab a Ting and win a board!

Plus a chance to win instant prizes!

LCD 42 inch iPad 3

Follow us

Limit 1 per person. Offer valid while supplies last. Open to legal residents of the United States only. Sweepstakes ends 12/31/11. Prizes awarded by random drawing. Void where prohibited. © 2011 Ting. All rights reserved. Ting and the Ting logo are trademarks of Ting. All other trademarks are the property of their respective owners.

ting SPECIAL

2 FOR ONE

MAKING IT CHEAPER TO SHARE THE FUN!

Follow us

Limit 1 per person. Offer valid while supplies last. Open to legal residents of the United States only. Sweepstakes ends 12/31/11. Prizes awarded by random drawing. Void where prohibited. © 2011 Ting. All rights reserved. Ting and the Ting logo are trademarks of Ting. All other trademarks are the property of their respective owners.

ting CONNECT

facebook

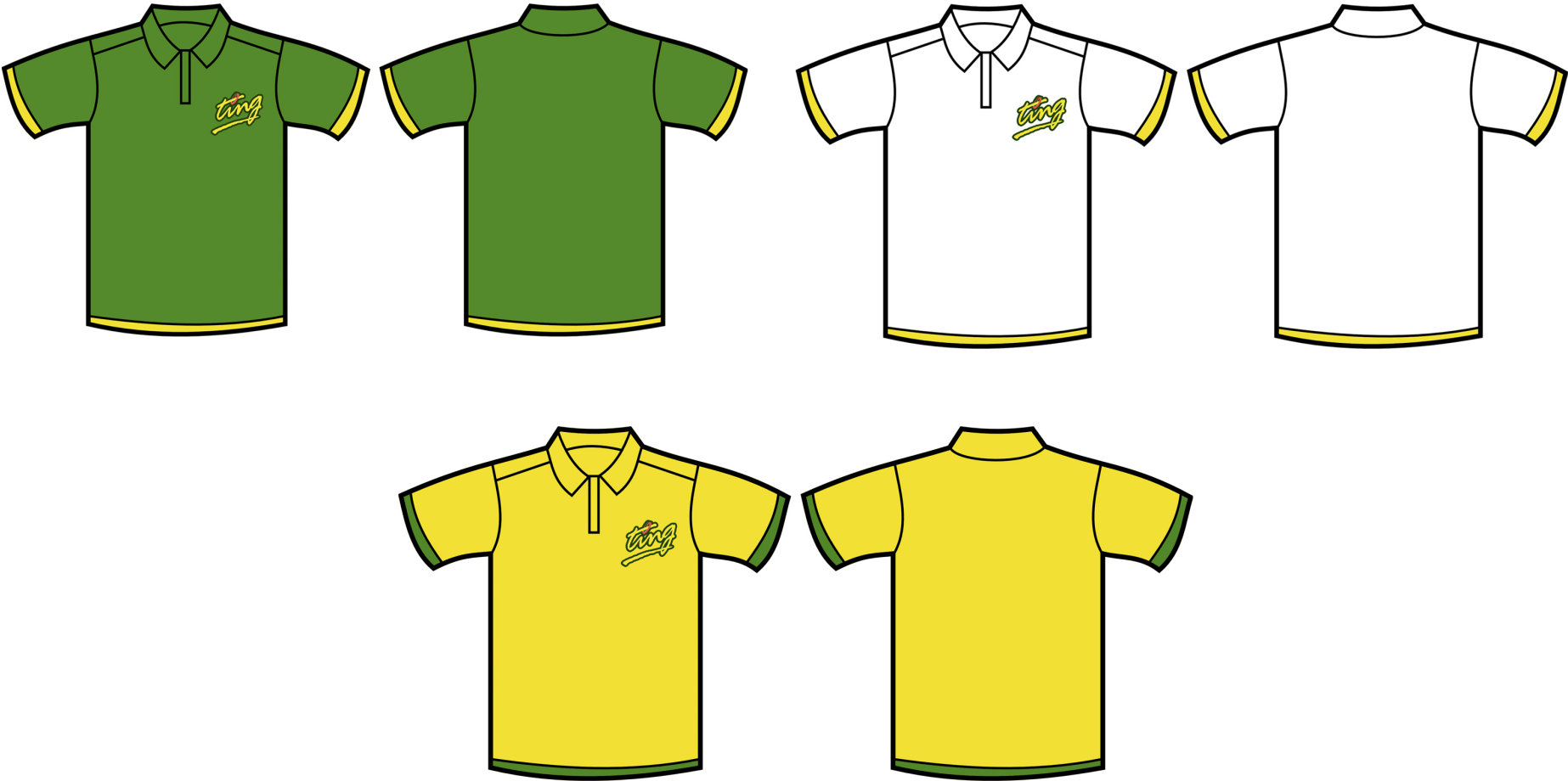
By answering correctly on our facebook page you could win one of 20 iPADS!

Follow us

Limit 1 per person. Offer valid while supplies last. Open to legal residents of the United States only. Sweepstakes ends 12/31/11. Prizes awarded by random drawing. Void where prohibited. © 2011 Ting. All rights reserved. Ting and the Ting logo are trademarks of Ting. All other trademarks are the property of their respective owners.

Events

polo shirts



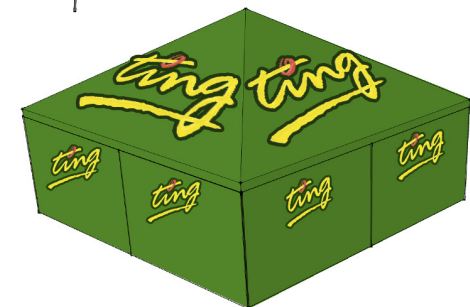


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T-shirts



tents





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bunting



Outdoor

Banners - can range from displaying product to just the simple use of the logo or headline.

Here are some examples of some vertical banner treatments.





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some horizontal banner treatments



Pennants





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Feather Banners



Billboards





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Coolers



Racks





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Mini sample car

Here we see an example of how the elements of the Ting brand can be applied to vehicular graphic. The simple use of the background helps to keep the focus and spotlight on the Brand logo. The yellow strip can be incorporated as highlights or accents on the vehicle. Creative use of the shapes involved eg. the circular shape of the grapefruit as a hubcap graphic can also be considered.



Labels

On Ting Product labels a pattern of yellow diagonal stripes are added to the bubble background as shown here. As well the line “Sparkling Grapefruit Flavoured Beverage” which works as a unit along with the seal.





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On labels “Sparkling Grapefruit Flavoured Beverage” is the line always used in conjunction with the Ting seal “Real Caribbean Grapefruit”. Visually the line is shown on a liquid splash/splatter that ejects from the seal. This representation is mostly only for usage on labels, but if required can be used on other varied forms of application.



Sparkling Grapefruit
Flavoured Beverage



Questions/Queries

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