

# The Importance of Color Consistency for a Consumer Product Company

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**Coca-Cola North America**

Classified - Internal use





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•Brand Identity



•Brand Colors



•Color Standards



•Color Targets



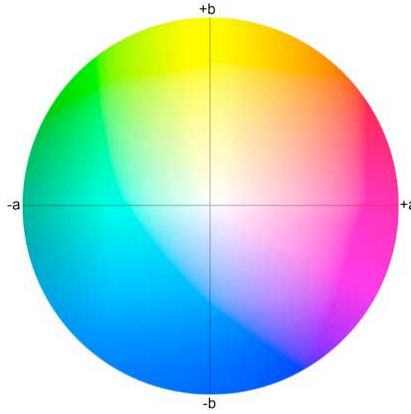
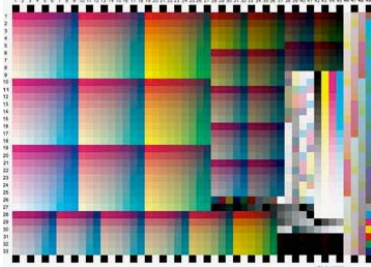
•Print Production



•Field Samples



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## What is “ Brand Color Management”?

The Systematic Creation, Evaluation and Verification of Color as it relates to Brand Identity



In today's marketplace of unlimited beverage choices, a brand's first point of contact is most likely to be at the point of purchase.

And how well your product stands out on shelf could determine whether it's put in the shopping cart or left behind.

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# 90 SECONDS



Sources: Seoul International Color Expo 2004; CCI COLOR - Institute for Color Research

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# The Purpose

- achievable, repeatable quality standards
- control color objectively
- provide tools to ensure quality and consistency



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## Color and Brand Identity

### 1. Color increases brand recognition by up to 80 percent.

Source: University of Loyola, Maryland study

### 1. Color influences brand identity in a variety of ways. Two examples:

- Heinz -- Heinz sold more than 10 million bottles of its EZ Squirt Blastin' Green Ketchup in the first seven months following its introduction. Heinz factories worked 24 hours a day, seven days a week to keep up with demand. The result: \$23 million in sales attributable to Heinz green ketchup [the highest sales increase in the brand's history]. All because of a simple color change.
- Apple – Apple brought color into a marketplace where color had not been seen before. By introducing the colorful iMacs, Apple was the first to say, "It doesn't have to be beige". The iMacs reinvigorated a brand that had suffered \$1.8 billion of losses in two years. (And now we have the colorful iPods.)



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**Red:** Color most seen in peripheral vision and is also the most emotional color

**Deeper Red:** Expensive, elegant, rich, refined

**Blue:** Optimism, integrity, dependable

**Electric Blue:** same attention-grabbing effect as Red

**Green:** Human eye sees more green(s) than any other color, nature, healthy

**Black:** Power, empowerment

**And ORANGE:** Friendly, approachable, kids notice this secondary color first after primary colors

Consumers remember in order:

**1 Color 2 Shapes 3 Numbers 4 Words**



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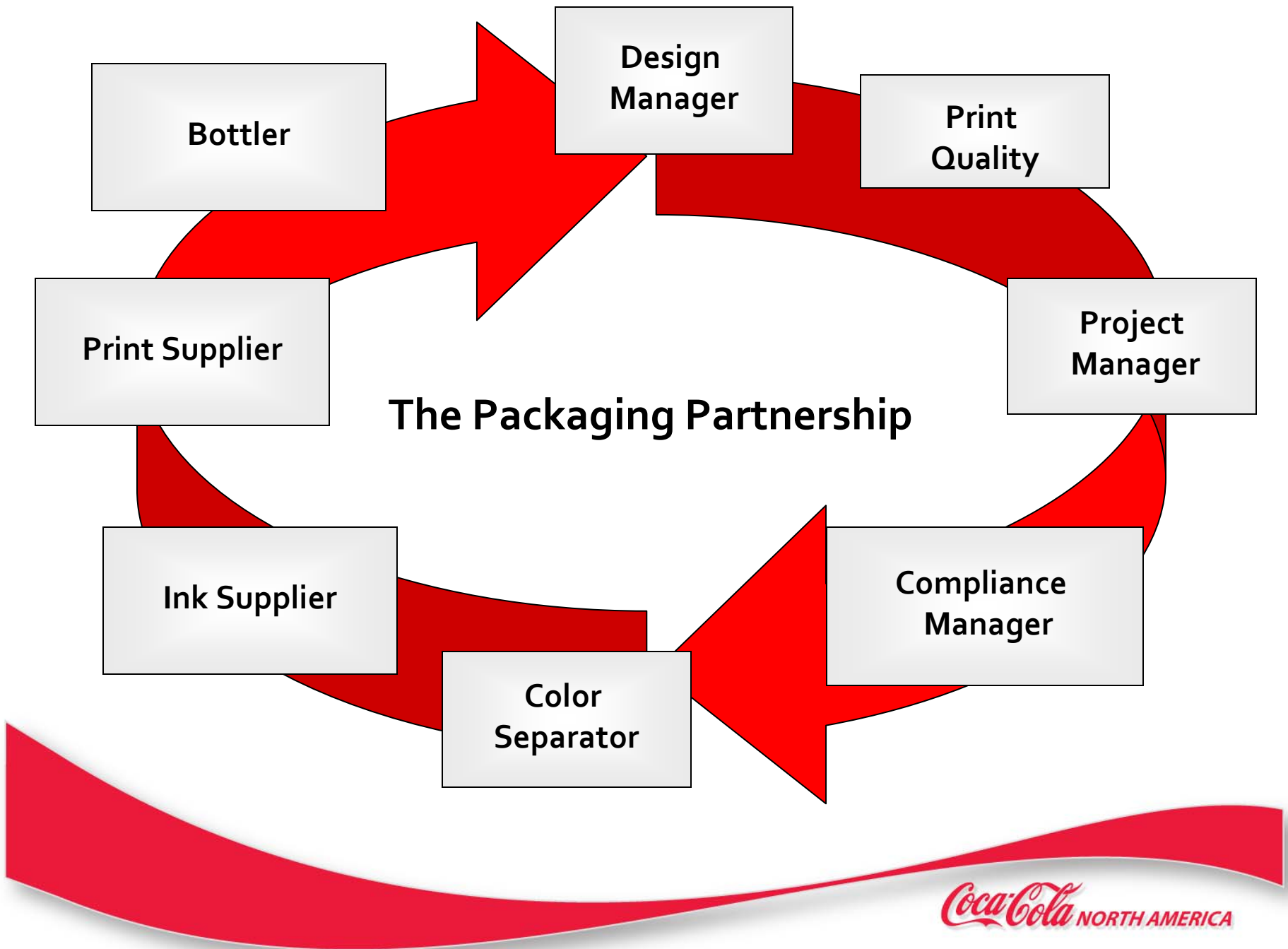
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# How?

- policies and guidelines
- universal color standards
- utilizing both visual and instrumental evaluation
- standardizing the evaluation process



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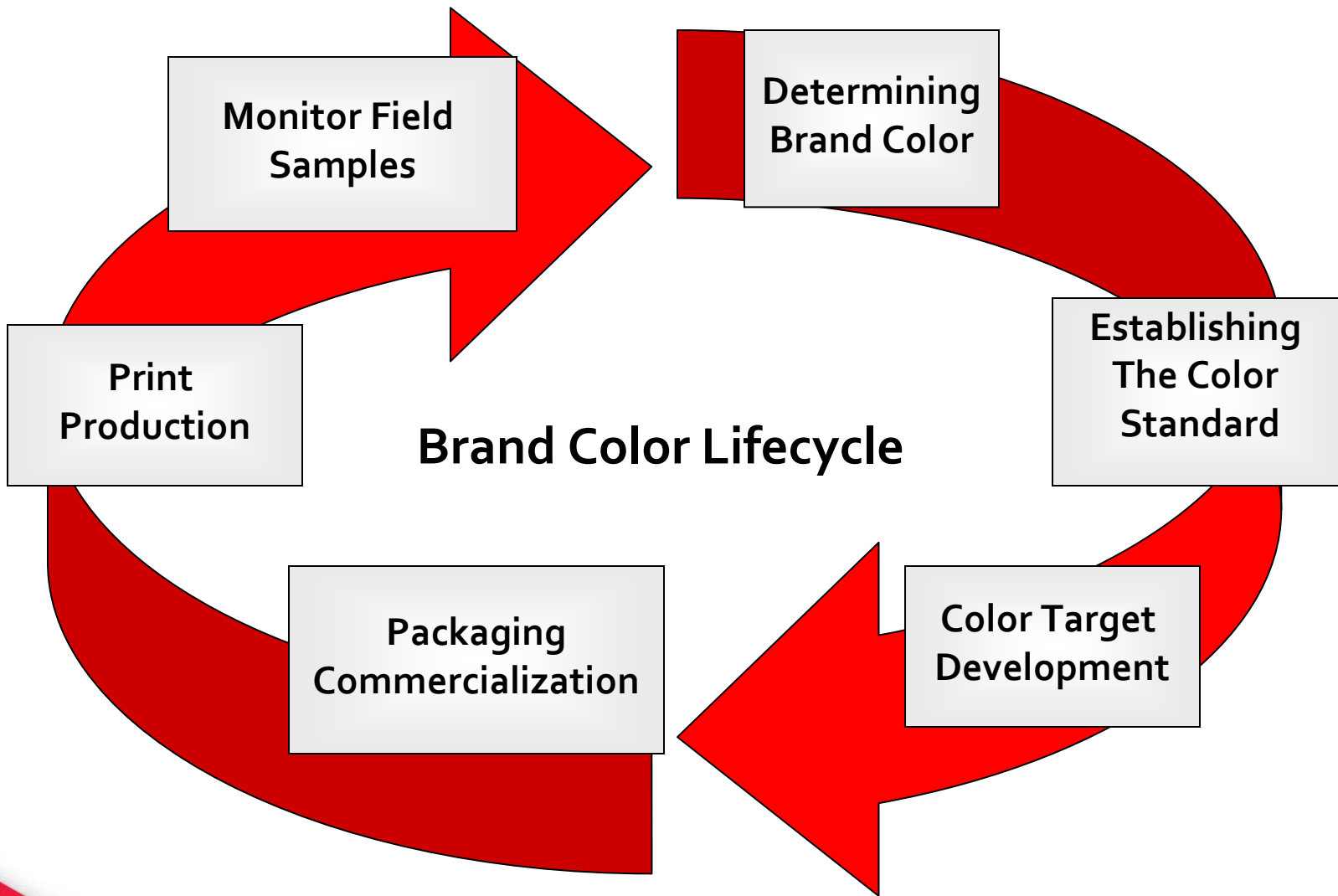


# The Packaging Partnership

- Design Manager & Design Agencies
- Print Quality Manager & Design Manager
- Project Manager & Compliance Manager & Color Separator
- Color Separator & Print Quality Manager
- Ink Supplier & Printer & Print Quality Manager
- Printer & Print Quality Manager
- Bottler & Print Quality Manager



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## Brand Color Life Cycle

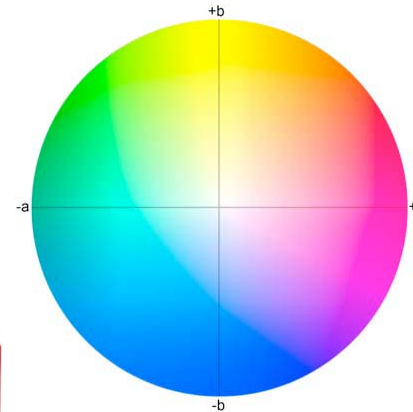
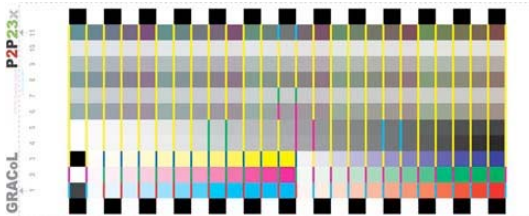
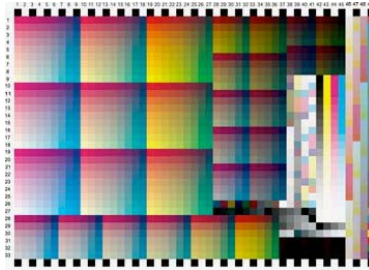
- Determine Brand Colors
- Establish Color Standards
- Color Target Development
- Packaging Commercialization
- Print Production
- Monitor Field Samples





## Centralized Color Management Process:

provides consistent print reproduction from supplier to supplier  
drives standardization to achieve consistent print quality



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## Tools

- All colors must be evaluated numerically
- One Press Approval for each substrate
- PQT per substrate
- Viewing Conditions
- Corrective Actions

thank you

