Guaraná
ANTARCTICA

BRAND TOOLKIT

_2022
US English

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01 Who we are



01
–
Who we are

Guaraná Antarctica?

Welcome to the world of Guaraná. An optimistic, fun, refreshing, tasty, and very, very unique world.

Yes, our brand is already an icon; here's why.

On each page, you'll find a century of flavor. Our story has a rich history, but being stuck in time has never been an option for us.

01
–
Who we are

Guaraná Antarctica. Original since 1921.

Guaraná is the biggest soda brand in Brazil — one of 15 biggest soda brands in the world.

True to our roots, the flavor and name come from a native fruit in the Amazon Rainforest. But, in order to truly understand, you'd have to try it for yourself.

Guaraná's secret formula was created over 100 years ago and has been protected by our guardians since then.

Starting over a century ago in the heart of the Amazon, our story has traveled across the globe to more than 50 countries.

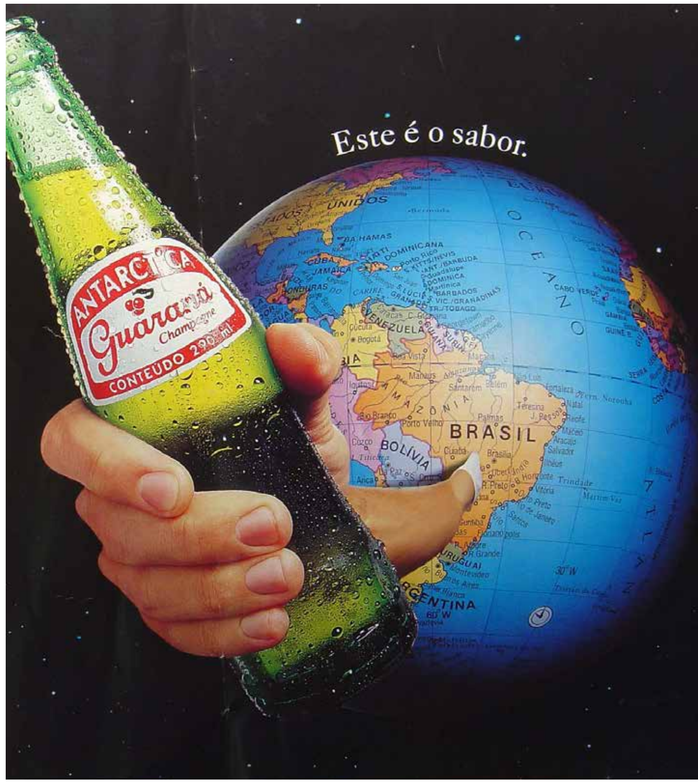


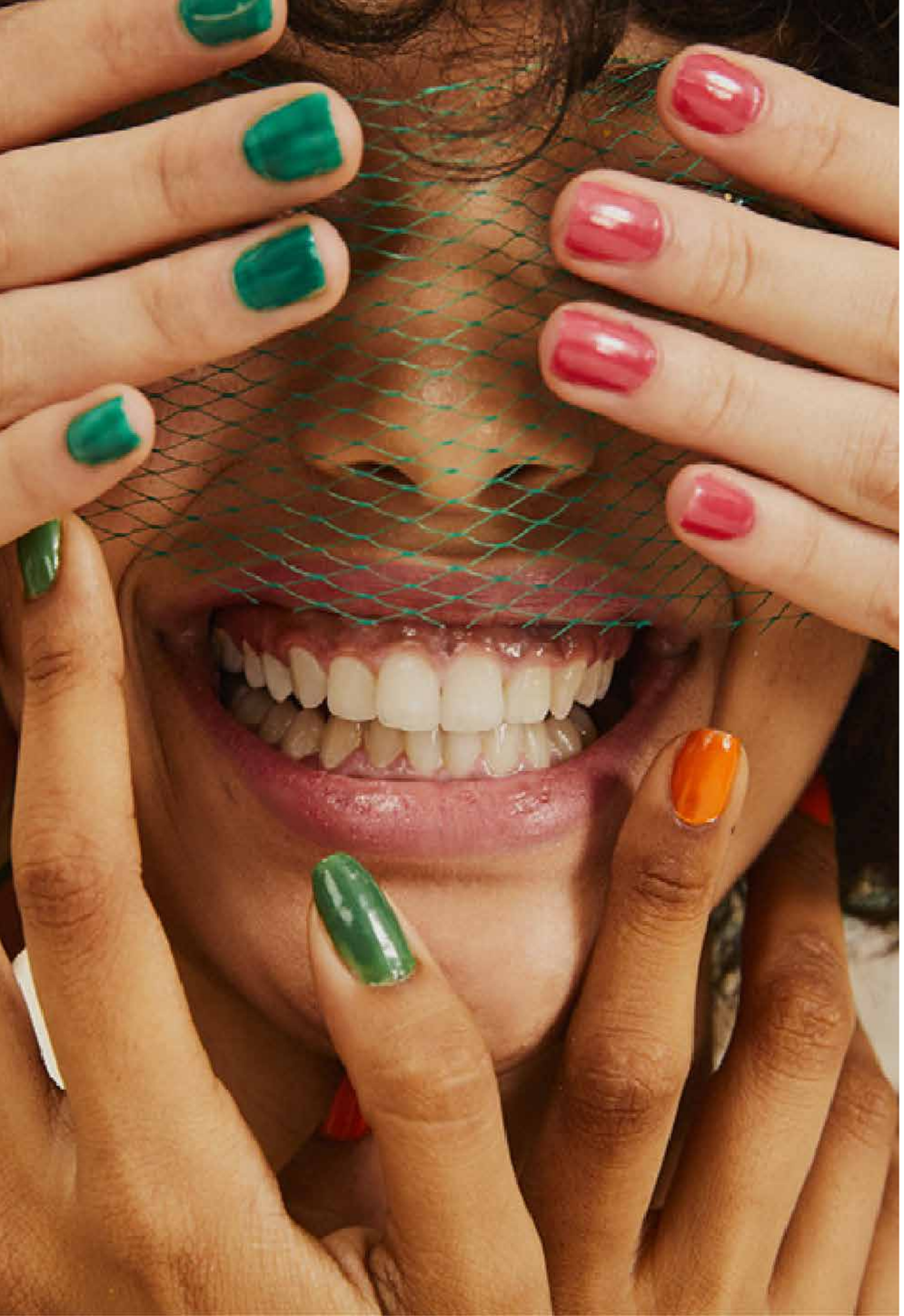












01
–
Who
we
are

VBBP: our official brand platform

This book exists to:

- **DEFINE** what Guaraná Antarctica is, what it is not, and above all, what we want to be.
- **INFORM** all about what is created and signed by Guaraná Antarctica.
- **ENSURE** that our communication and voice is coherent for what Guaraná Antarctica is..
- **INSPIRE** our team to create brand experiences and campaigns that really matter, resonate with people, generate identification, and emotional bonds with Guaraná Antarctica.

To achieve all of this, we are guided by the **VBBP**: our **Value-Based Brand Proposition** model on which we build our brand.

FUNCTIONAL BENEFIT

Natural / surprising flavor
Taste of the tropics
Refreshing energy

REASONS TO BELIEVE

Made from real fruit
Original recipe since 1921
Brazil's favorite soda

BRAND IDEAL

To celebrate originality by sparking contagious energy

EMOTIONAL BENEFIT

Celebrate originality
Unusual bubbly connections
Solar fun soul

BRAND PERSONALITY

Creative
Welcoming
Optimist
Fun spirited

CONSUMER PORTRAIT

Spontaneous and curious • Witty • Comfortable in their own skin
Love to have fun and share the things that make them happy • Always creative • Always see the glass half full

CONSUMER INSIGHT

In a time of amazing transformations, let's enjoy the best of it in our own way

ARCHETYPE:

THE LOVER

SHARED VALUES

Fun-spirited • Spontaneous • Creative • Optmist

ARCHETYPE

The Lover Archetype presents two deep human motivations, belonging and pleasure, showcasing them in people's daily lives.

This archetype desires to achieve intimacy. It wants to be in a relationship with the people, work, and places it loves. For this, the strategy is to become more and more attractive in every possible way. Passionate people use their gifts—passion, gratitude, appreciation, and commitment; making people feel good, connected, and appreciated.

DO'S AND DON'TS

DO
Guaraná Antarctica is passionate about everything that is original and proposes that everyone feels the same way.

DON'T
It's passionate; but not romantic, blind, or naive.

DO
Guaraná is a driven brand. Dedicated to being increasingly attractive and interesting, it knows how to keep the flame of its relationships burning.

DON'T
It's not teasing with a seductive tone or in a sensual way.

DO
A sense of humor is a significant part of our being. It's our charm; it's how we win people over.

DON'T
We are not a sexualized brand.



01
–
Who we are

FUNCTIONAL BENEFIT

Refreshing energy

Contagious energy that allows you to seize the day, enjoy new possibilities, connect, and elevate your senses.

Taste of the tropics

The flavor of Guaraná Antarctica comes from the guaraná berry, a unique super-fruit with healthy benefits found in the heart of the largest tropical forest in the world, the Amazon Rainforest.

Natural / surprising flavor

Guaraná Antarctica has a unique and indescribable flavor. It gives the product the intuitive perception of being more natural than other sodas.



01
–
Who we are

EMOTIONAL BENEFIT

Celebrate originality

We cheer for everything that is genuine and makes life amazing. That is our way of inviting everyone to come together and do things the best (and most creative) way they can.

Unusual bubbly connections

The cheerful excitement of being a part of something bigger. An effervescent creative world enabling meaningful experiences that we want to share.

Solar fun soul

Do you know that cool vibe when you are with your friends or family playing around? It doesn't matter if it's at the perfect sunset on the beach or in your grandma's house... The energy of these shared fun moments is what Guaraná wants for you.



01
–
Who we are

REASONS TO BELIEVE

Made from real fruit

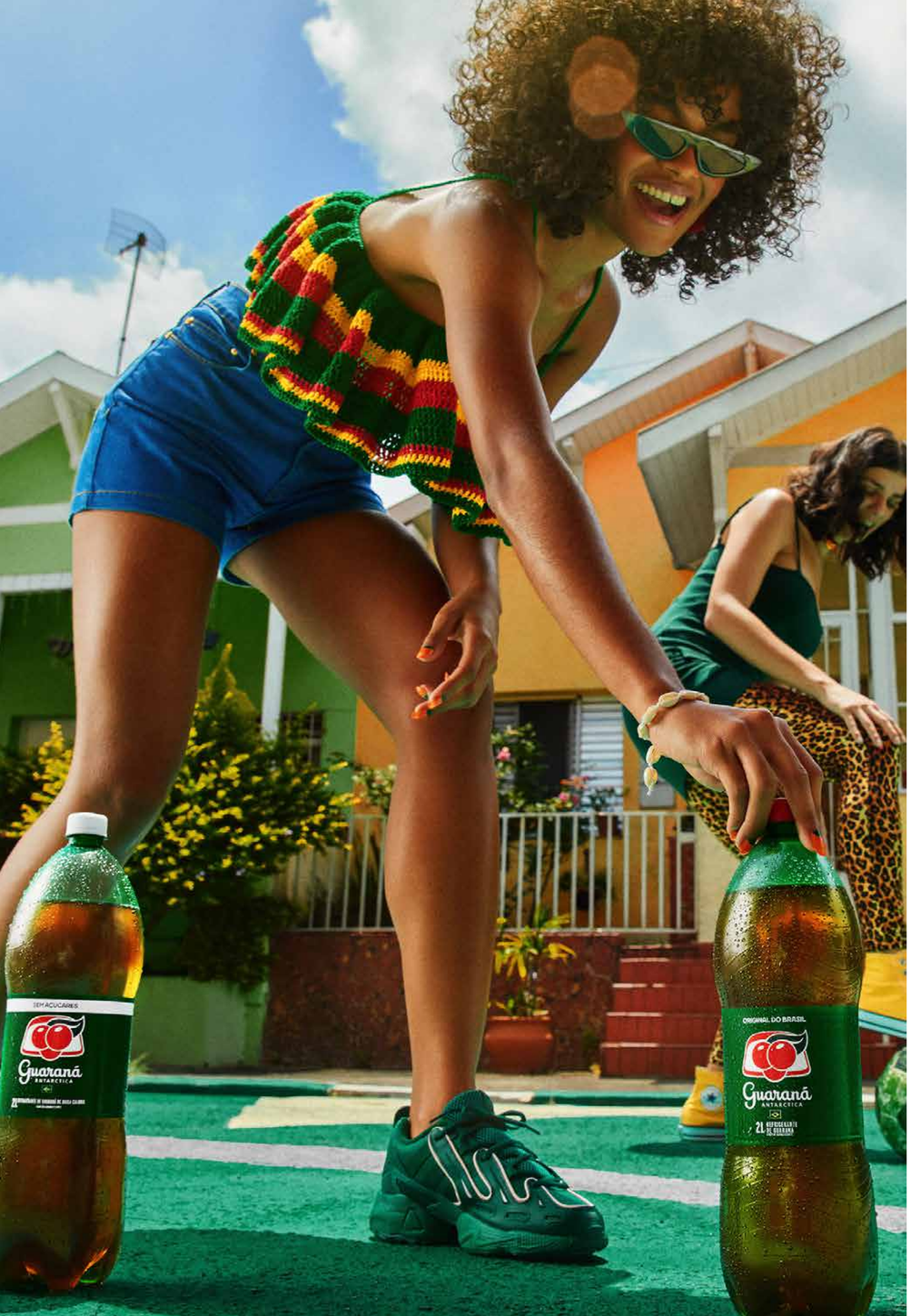
The super-fruit of Guaraná's formula comes from Mawés, a city in the heart of the Amazon. The fruit is real, but the legends surrounding its origin among the native people suggest that Guarana is much more than just a fruit.

Original since 1921

Since 1921, Guaraná Antarctica has been the biggest and most beloved guaraná soft drink in Brazil. On top of this, it's also the first guaraná soda in the world.

Brazil's favorite soda

According to Brazilians themselves, Guaraná is among the top 5 brands that are best known to represent and identify Brazil. Guaraná Antarctica is also a synonym of the category in Brazil.



01
–
Who we are

BRAND PERSONALITY

Creative

✓ **What it is**

It's original by nature and celebrates creativity in everyone. Guaraná Antarctica is a breath of fresh air in a world of boring sodas. With a unique, hard-to-describe flavor and appearance.

⊘ **What it is not**

ordinary, rebel, caricature

Welcoming

✓ **What it is**

It is warm and welcoming because it embodies both receptive and cheerful feelings while being open to everyone. Guaraná Antarctica has a refreshing flavor, light and smooth.

⊘ **What it is not**

shallow, invasive, trying to be sexy / vulgar

Optimistic

✓ **What it is**

Guaraná Antarctica embodies the optimism and resilience typical of the Brazilian people, that even in troubled times, always find a silver lining; approaching life in a very positive manner. We never give up!

⊘ **What it is not**

naïve, numb, silly, indifferent/ disconnected from reality

Fun Spirited

✓ **What it is**

Vibrant and joyful, with a great sense of humor. It knows how to have fun with a crowd and makes fun of itself, opening spaces for laughs in a savvy way.

⊘ **What it is not**

laugh at other people's expenses, goofy, disrespectful, bad-intentioned



01
–
Who we are

CONSUMER PORTRAIT

Spontaneous and curious

Always open to experiences and with the drive to explore possibilities the world has to offer.

Light-hearted

Happy from the core, always cheerful, and wants the best for everyone.

Comfortable in their own skin

Confident—they embrace unique qualities since they are aware that what matters comes from the inside.

Have fun, and share it with others

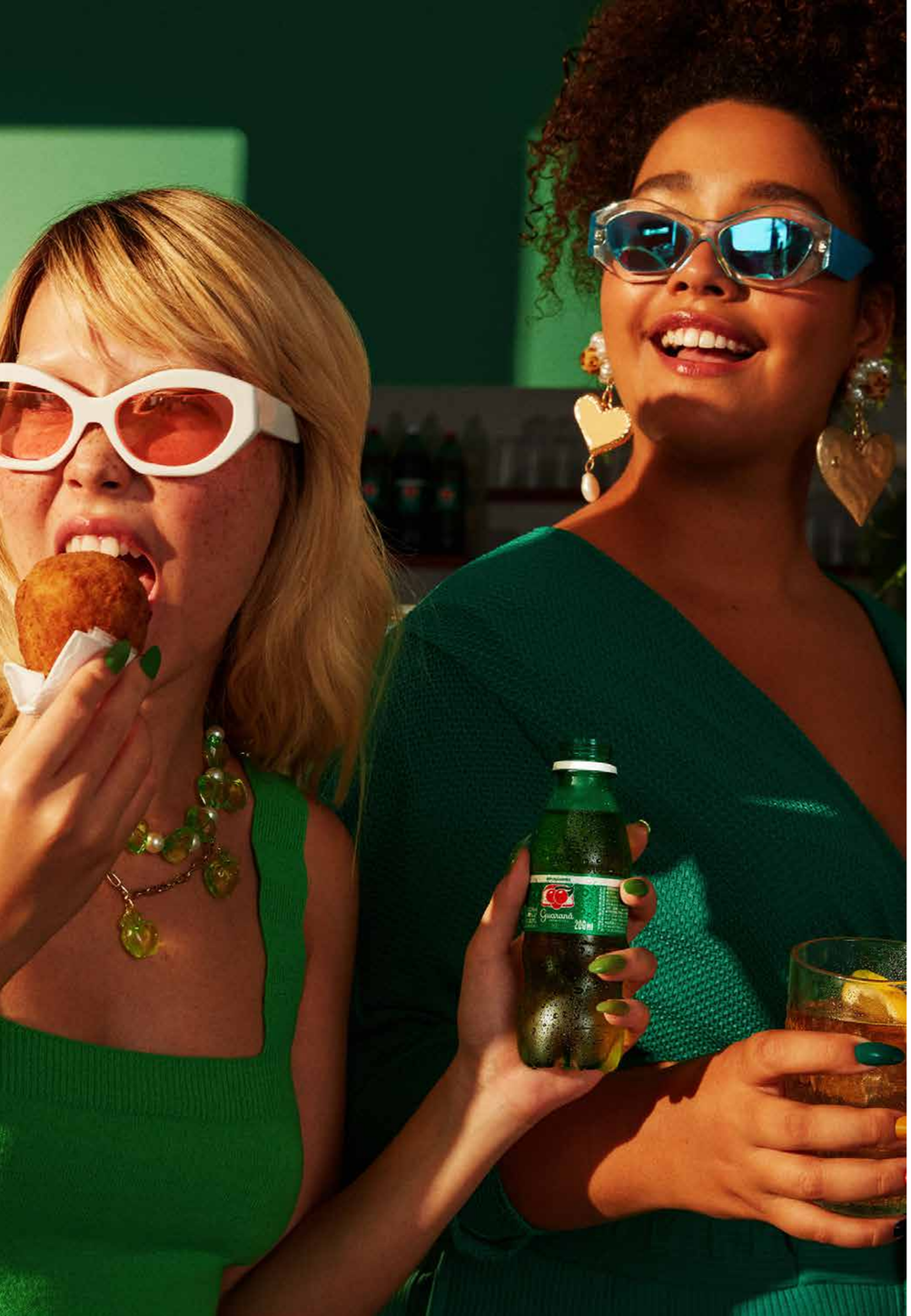
Always charged and ready to make what they love with whom they love.



01
–
Who we are

CONSUMER INSIGHT

In a time of amazing transformations, let's enjoy the best of it in our own way.



01
–
Who we are

SHARED VALUES

Light-spirited

Guaraná Antarctica, just like our consumers, loves to enjoy life and have fun in a light-spirited way.

Spontaneous

We are authentic, unapologetic, and open to different points of view, shapes, and forms.

Creative

We are original. We are unique. We are creative by nature, always. There's no one like us.



BRAND IDEAL

01 – Who we are

To celebrate originality by sparking contagious energy

What do we want to build with this ideal?

Showcase that Guaraná Antarctica is original and relatable to its consumers.

Celebrate the uniqueness in all of us.

Present our energy globally, while delivering authentic connections with locals.

Guarantee clear differentiation against all other sodas through fun and contagious energy.

What do we not want to build with this ideal?

- Present Guaraná Antarctica as boring.
- Beg our way into a relationship.
- Display Guaraná as an outsider.
- Express ourselves as an exotic Brazilian brand.
- Use any stereotypes.
- Value an ideal disconnected from our crowd.

02 HOW WE DO IT

02
–
How we do it

Embrace originality with an open heart

Guaraná Antarctica values all forms of creative expressions —constantly striving to create an inclusive and diverse space where everyone can freely share their ideas without the fear of being judged.

Every initiative cherishes the unique perspectives each individual brings to the table. We also value the importance of collaboration and seek to create meaningful connections between all community members.

By working together, we can foster an open, creative, and collaborative culture full of respect and understanding.

open to all colors **balance of genders**
all memebers of the crew matter **one world, no matter the origin**



02
–
How we do it

Smile Booster

Making people smile is our mission.

We want to inspire others to live a life where they can find joy in the little things. Laughing and having fun in the company of those we love is what we're all about.

energetic **positive attitude, can-do**
together, we are light and fun



02
–
How
we
do it

Non-Stop Creativity

Non-stop creativity means constantly improving upon what we already do.

Whether it's creating a unique twist on classic dishes like hot dogs, sushi with cream cheese, a super-loaded pizza, or combining seemingly incompatible elements like samba and rock, or soccer and volleyball to achieve great results.

unusual creativity **an open door to great connections**
inviting friend to explore the new



02
–
How we do it

“Glocal”

Guaraná Antarctica approaches everything we do with a local perspective while keeping a global outlook. We are committed to showcasing the unique and cool aspects of the Guaraná brand to the world.

No matter where we are or what we are doing, we believe that a “little glass of guaraná” can always make things better.

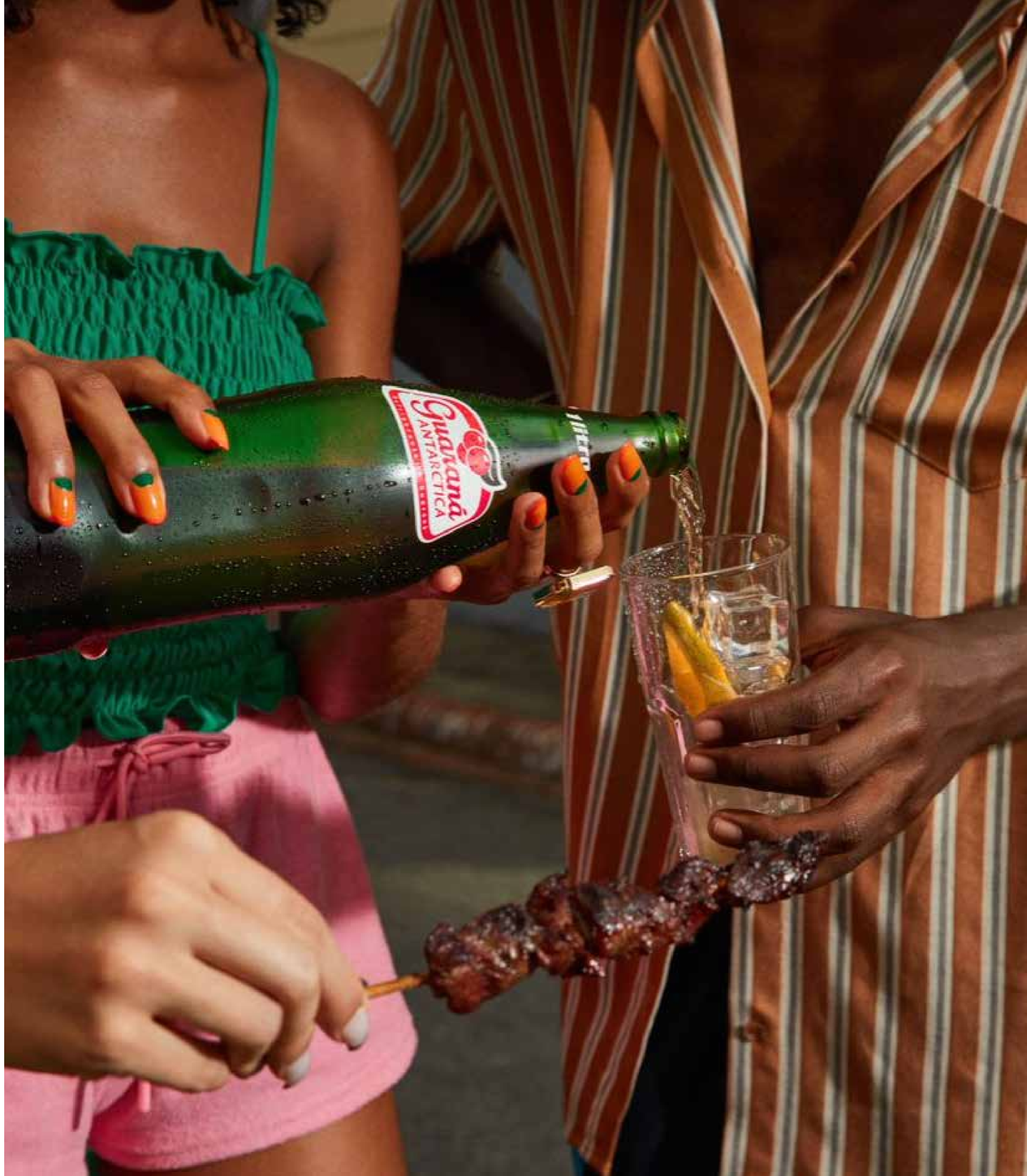


02
–
How we do it

Product Focus

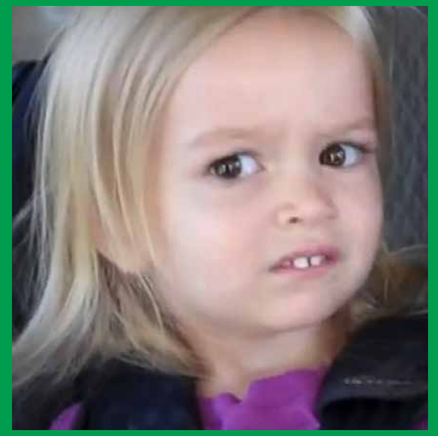
A critical element of conveying Guaraná's message is by reinforcing product freshness through appetite appeal.

To create a light and enjoyable atmosphere, we want the product to look fun and unique during shared occasions. We can do this by emphasizing the product's refreshing, tasteful and fun brand traits, so we can bring a bright and sunny smile to the consumer's face.

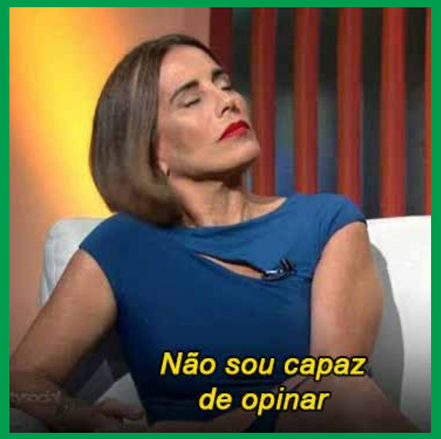


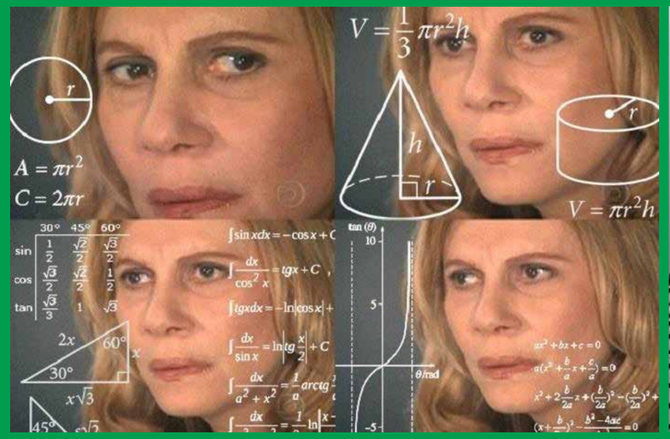
02
–
How we do it

Brazil is the meme that never sleeps











02
–
How we do it

BRAND TERRITORIES (what)

SUMMER VIBE

Guaraná definitely tastes better in summer — but we are not talking about 3 months of the year. We have this solar energy, which turns every season into summer. that's what we call summer vibe! And for us it's always summer. We want people to experience it and feel the way we do

What it is not

Tropical stereotyped summer

FOODY

With a flavor so unique and indescribable, Guaraná Antarctica is unlike any other soda. Because of this, we're able to say Guaraná is the perfect match for any food you love. To truly discover what Guaraná Antarctica tastes like, you have to try it—by itself or with your favorite food.

What it is not

Snob (a cook, not a chef)
To be paired with alcohol

SOCCER

Soccer is the most inclusive sport in the world. It doesn't matter what your color, race, or gender is, anyone can play soccer using make-shift balls and improvised goalposts in their backyard, or on a real pitch. As the Brazilian national sport, Guaraná is proud to have been the official sponsor of Brazil's women's and men's national teams for over two decades.

What it is not

Competition driven
Better because Brazilian

POINT OF VIEW (how)

TOGETHERNESS

YOUNG AND INFORMAL

BRAZILIAN SWAG

02
–
How we do it

Manifesto

Every single bubble is unique.
Every person is like a bubble:
With their own sense of humor,
Habits, tastes, and traditions.

Their individual way
Of expressing themselves,
Of learning and thriving,
Of seeing the sunshine of life,
Always seeing the glass half full.

We're from Brazil,
An unrepeatable combination of cultures, nature, and people,
That seeds its tropical diversity to the world,
Extending our arms to the world, in a fun, optimistic, and original embrace.

That's why we believe that when many bubbles come together, the world becomes much more fun!

We've grown to cherish the traits of every individual,
Whatever connections make a culture shine,
The peculiarities of every place.
And combining them all makes life pop.

Everybody has a beautiful spark in life.
Guaraná is here to invite us to bring our originality out into the world.

Guaraná Antarctica.
Unlike any other soda.
Original like you.









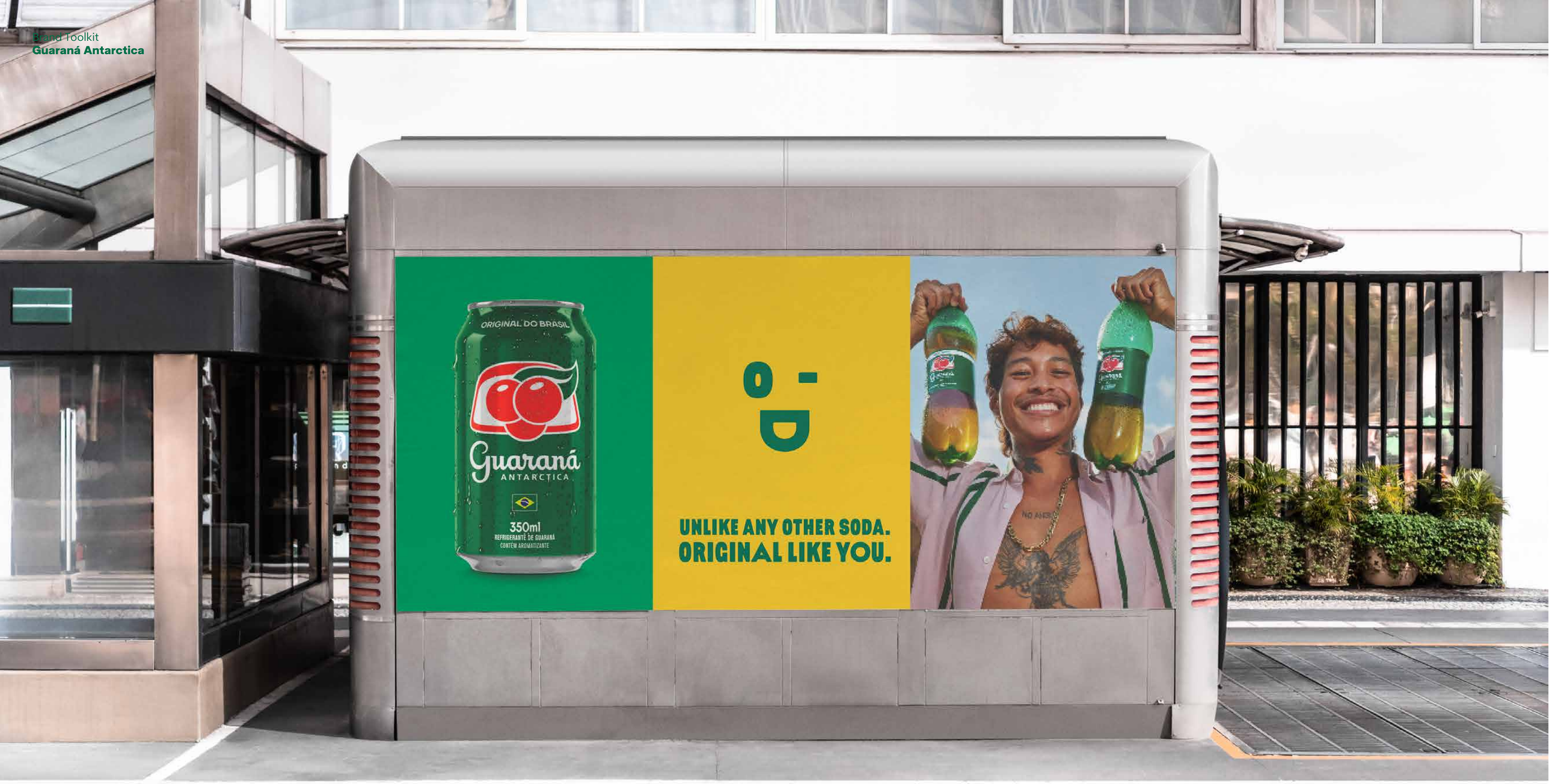
Guaraná
ANTARCTICA






Guaraná
ANTARCTICA
350ml
UNLIKE ANY OTHER SODA.
ORIGINAL LIKE YOU.


UNLIKE ANY OTHER SODA.
ORIGINAL LIKE YOU.
Guaraná
ANTARCTICA


ORIGINAL DO BRASIL
Guaraná
ANTARCTICA
350ml
REFRIGERANTE DE GUARANÁ
CONTÉM AROMATIZANTE
0 -
UNLIKE ANY OTHER SODA.
ORIGINAL LIKE YOU.


UNLIKE ANY OTHER SODA.
ORIGINAL LIKE YOU.




FOR ALL YOU PIZZA
LOVERS OUT THERE




Guaraná
ANTARCTICA





03 WHO WE TALK TO

03
–
Who we talk to

Young trendsetters

They live intensely, spontaneously, want to make discoveries, spend the night out with their friends (and plus ones), and are comfortable exposing feelings.

They embrace new trends, love to try new things, and share their experiences. Their interests involve series, technology, games, memes, and everything that can be delivered. Nothing that takes up too much time, so don't send them a WhatsApp audio.
They have an opinion and easily find the information they are looking for. Therefore, brands that are not transparent are not successful with them.

And, of course, they follow everything on social media. Guaraná can entice them with product trials but quickly elevate the relationship developing memorable experiences that will gain their hearts.

M+F 18–30 years old, mid to high household income.





03
–
Who we talk to

Nostalgic Brazilians living abroad

They are happy to have achieved their lifelong dream of living abroad with their families, but also maintain a strong connection to their Brazilian roots.

They stay in touch through audio messages, WhatsApp threads, and social media interactions —
so if you need to call don't hesitate to reach out.

They are proud of Brazil and never miss an opportunity to share the positive aspects of their home country, including Guaraná.

They have a personal history with the brand and bring Guaraná memories with them wherever they go, and they enjoy introducing their "gringo" friends to the drink.

This includes sharing real-life testimonials and describing the flavor through affective memory, always remembering to keep a cold can in the fridge.

M+F 25-55 years old, Brazilian born (or second generation), low to high household income.





04 CHECKLIST

Checklist



PURPOSE

☑ To celebrate originality by sparking contagious energy

TALKABILITY

☑ Does this idea have potential to break the internet?
☑ Can it become the subject of friends' conversations?
☑ Does it help Guaraná to enter local Pop culture?
☑ Does it help the brand to be more desirable by the personas?

PERSONALITY

☑ Does it make you fall in love?
☑ Is it creative?
☑ Is it welcoming?
☑ Is it optimistic?
☑ Is it fun spirited?

FIERCENESS

☑ Does it give you goosebumps to see this idea executed?
☑ Could only Guaraná make this happen?
☑ Does it bring a smile to your face?

APPETITE APPEAL

☑ Does it make you want to drink Guaraná?
☑ Is Guaraná making the moment taste better?

05 INSPIRATION

05
–
Inspiration

Bringing it to life

Now that you understand how we position the Guaraná Antarctica brand on a global stage, what we are communicating, and who we are talking to, here are some examples of how to bring this strategy to life in multiple places around the world.



05
–
Inspiration

1. Bringing the beach to you - PORTUGAL

Setting the stage

Guaraná invites you to an unforgettable brand event where a traditional Brazilian beach is teleported into an urban setting. Visitors could escape the winter blues and step into a Brazilian oasis right in the heart of the city!

Upon entering the beach, guests are immediately immersed in Brazil's traditional culture and cuisine. The beach is decorated with Globo cookies, Coalho cheese, shrimp skewers, and of course, lots of Guaraná. To enter the beach, guests must present ID to the promoters dressed as border patrol, who will welcome them into Brazilian territory.



05
–
Inspiration



05
–
Inspiration

1. Bringing the beach to you - PORTUGAL

Getting the party started

During the peak of the winter in a European town, a small part of the city will be transported to the Southern Hemisphere, to an original beach from Brazil, a country known for a sunny and fun lifestyle, and the visitors will have a little taste of its unique way of living life.

To make it happen, Guaraná will bring a transparent, huge box to large cities, and inside it, create a traditional Brazilian beach with summer temperatures, simulated sunlight, fluffy sand, warm water, and everything that makes a Brazilian beach Brazilian.

Breaking it down

Guaraná can send travel invitations to the general audience on social media and ads with the message "Come to Brazil" with the date and place of the beach event.

We can have a beach-food pairing, which will include ice-cold Guaraná Antarctica, obviously.

Brazilian artists will play live music and dance throughout the event, and guests can participate in frescobol, volleyball, and even Capoeira.

We can partner with Brazilian swimwear brands, flip-flops, and clothes that can be sold/displayed during the event.

At the day's end, guests will leave with an unforgettable experience and a deeper appreciation for original Brazilian culture.

Wrapping it up

After visiting Brazil for a few hours and having fun thanks to Guaraná Antarctica, our visitors will be leaving with memories of a magical day and a newfound appreciation for Brazilian culture and flavor.

05
–
Inspiration

2. What is unique about you? - USA

Setting the stage

We're setting the stage for an epic PR stunt celebrating individuality and talent like never before! The idea here is to hitch a hide with a content platform that's already successful and get a share of their fame.

By partnering with the world-renowned talent show, America's Got Talent, we're on a mission to find the most unique talent of them all – the 'Unique Bubble.'

This event will be a celebration of all things unique and special and a powerful reminder that everyone has something to offer the world.

We will use this event to show our commitment to individuality and originality, promoting our brand in a unique and fun way.



05
–
Inspiration



05
–
Inspiration

2. What is unique about you? - USA

Getting the party started

By sponsoring a segment, we will do a brand activation with the world-renowned show, America's Got Talent. At the beginning of the season, we'll create Guaraná Casting Booths in the shape of a giant can, where people can enter and audition their talents, quirks, and whatever makes them unique and special. Inside this can, there will be cameras, and everything they do will be recorded.

And if they get chosen, the one and only, Sofía Vergara, will be there to welcome them to the show! Everything will be documented and turned into a social media series.

Breaking it down

But that's not all! We can also turn this into a larger talent show competition themed around Guaraná and Brazilian culture with challenges that showcase the uniqueness of the brand and its country.

Plus, we can make it a social media challenge where people can submit videos of their talents and quirks.

To raise the stakes, we'll offer the grandest prize - a trip to Brazil! Now that's something to get excited about!

Wrapping it up

"Hola amigos, I am so excited to be part of this epic PR stunt celebrating individuality and talent like never before! Together with America's Got Talent, we are on a mission to find the most unique talent of them all - the 'Unique Bubble.'

This event will be a celebration of all things unique and special and a powerful reminder that everyone has something to offer the world. We will use this event to show our commitment to individuality and originality and promote our brand in a fun and engaging way."

- Sofía Vergara

05
–
Inspiration

3. Unlock the Power of Friendship with Guaraná Antarctica Sampling Event

Setting the stage

This summer, join us at the music festival for an exclusive brand activation that will have you and your friends feeling the power of friendship!

We want to prove that Guaraná Antarctica is best enjoyed when shared among friends and loved ones. The perfect place for this activation? A music festival, of course, where people are already in the party spirit and ready to enjoy some refreshments in a cool and entertaining way..

Getting the party started

At the sampling event, our two Guaraná branded taps will be set up 10 feet apart. So all our festival goers have to do is stand in front of the cameras with their best friend, smile simultaneously, and if our face recognition technology detects their smiles are in sync - they both get a free drink!



05
–
Inspiration







05
–
Inspiration

3. Unlock the Power of Friendship with Guaraná Antarctica Sampling Event

Breaking it down

We can also arrange special get-togethers with Brazilian artists playing at the festival. Can you imagine surprise-meeting Anitta in the middle of the crowd?

Or maybe you'll finally find the friend you've been searching for in the sea of people - at our "Lost and Found" booth, where we'll invite lost souls to try our smile-sync-tap and make new friends.

Wrapping it up

Our activation is not just about getting a free drink - it's about creating an extraordinary experience and celebrating the bond between friends. By syncing their smiles, friends will unlock the power of friendship and enjoy a moment of joy and connection.

And, of course, they'll also get to taste the delicious and refreshing flavor of Guaraná Antarctica - the drink guaranteed to make even the grumpiest of festival-goers crack a smile.

05
–
Inspiration

4. Todo sabe mejor con Guaraná - Guerrilla Stunt, CHILE

Setting the stage

We're setting the stage to create a buzz around the bold flavors of Chilean cuisine and the unique sweetness and tartness of Guaraná Antarctica – an unbeatable match!

Chilean cuisine is renowned for its bold flavors and variety. While traditional Chilean food is usually accompanied by wine, we want to suggest something else to bring out the flavors of Chilean dishes.

To enforce the concept of "Todo sabe mejor con Guaraná," we want to deploy a series of guerrilla stunts in the Chilean market that will cherish the Chilean flavors, constantly boosting them with a touch of Guaraná.



05
–
Inspiration



05
–
Inspiration

4. Todo sabe mejor con Guaraná - Guerrilla Stunt, CHILE

Getting the party started

Many fancy restaurants offer wine pairing suggestions with their main dishes. In this guerrilla campaign, we will replace these recommendations with stickers promoting Guaraná Antarctica.

Our guerrilla campaign will target several fancy restaurants across Chile, replacing the existing wine pairing suggestions with eye-catching, Guaraná Antarctica stickers. The stickers will be designed to look like a professional recommendation, with a similar font and style to the original wine suggestions. We will also include a QR code on the stickers that customers can scan to learn more about Guaraná Antarctica.

Wrapping it up

This PR stunt is sure to bring a lot of attention to Guaraná Antarctica and the restaurants that take part in it. People will be eager to try the unique pairings and be blown away by the flavors.

For those looking to try something new, these soda-food pairings are sure to make your traditional Chilean meal that much more enjoyable.

Get ready for the ultimate flavor experience – ¡Todo sabe mejor con Guaraná!

06 OUR BRAND

06
–
Our brand

Main Mark

The main version of the Brand must be used to give more impact on the points of contact, mainly in the universe of products and brand packaging.



06
–
Our brand

Main color versions

We have two versions in the color of our main Mark, the positive and the negative.





06
–
Our brand

Monocrome versions

We have two monochrome versions of our Mark, the positive and the negative.





06
–
Our brand

Mark construction

The Guaraná Antarctica Brand has already established measures that serve to maintain its proportion and consistency. The proportions presented serve to demonstrate the correct construction of the Brand and avoid distortions in the processes of your application.



06
–
Our brand

Safe area

The safe area is calculated from the height of the description of Guaraná. Respecting this spacing, Marca gains more reading and impact on its points of contact.

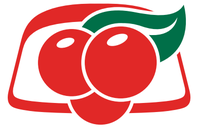


06
–
Our brand

Minimum size

This is our Brand reduction size limit for print and digital versions.





Digital	2 cm	1,5 cm
Printed	57 px	42 px

06
–
Our brand

Horizontal main Mark

The main version of the Brand must be used to give more impact on the points of contact, mainly in the universe of products and brand packaging.



06
–
Our brand

Main color versions

We have two versions in the color of our main Mark, the positive and the negative.





06
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Our brand

Monocrome versions

We have two versions in the color of our main Mark, the positive and the negative.





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Our brand

Mark construction

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The proportions presented serve to demonstrate the correct construction of the Brand and avoid distortions in the processes of your application.



06
–
Our brand

Safe area

The safe area is calculated from the height of the description of Guaraná. Respecting this spacing, Marca gains more reading and impact on its points of contact.



06
–
Our brand

Minimum size

This is our Brand reduction size limit for print and digital versions.



Digital	2,5 cm
Printed	70 px

06
–
Our brand

Secondary version

The brand's secondary version is also strong and can be used in campaigns, advertising, and other communication materials.



06
–
Our brand

Secondary color versions

We have two versions using the secondary mark — the positive and the negative.





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Our brand

Monocrome versions

We have two versions in the color of our main Mark, the positive and the negative.





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Our brand

Mark construction

The Guaraná Antarctica Brand has already established measures that serve to maintain its proportion and consistency.

The proportions presented serve to demonstrate the correct construction of the Brand and avoid distortions in the processes of your application.

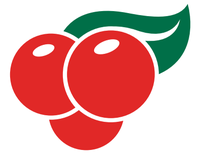


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Our brand

Minimum size

This is our Brand reduction size limit for print and digital versions.





Digital	2,5 cm	1 cm
Printed	70 px	28 px

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Our brand

Color palette

This is our main color palette, inspired by the colors of our beloved ingredient — the guaraná fruit.

BG GREEN

Pantone® 2418 C
C100 **M**0 **Y**98 **K**6
R0 **G**135 **B**62
HEX #009d4e

80%
60%
40%
20%

LEAF GREEN

Pantone® 7727 C
C100 **M**0 **Y**39 **K**56
R0 **G**111 **B**68
HEX #006f48

80%
60%
40%
20%

FRUIT RED

Pantone® 485 C
C0 **M**95 **Y**100 **K**0
R218 **G**41 **B**28
HEX #e12727

80%
60%
40%
20%

06
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Our brand

SUN YELLOW

Pantone® 116 C
C0 **M**18 **Y**100 **K**0
R255 **G**205 **B**1
HEX #ffcf01

80%
60%
40%
20%

CITRUS GREEN

Pantone® 390 C
C35 **M**13 **Y**100 **K**0
R179 **G**159 **B**53
HEX #b3bd35

80%
60%
40%
20%

BRAZIL GREEN

Pantone® 2418 C
C100 **M**0 **Y**98 **K**6
R0 **G**135 **B**62
HEX #009d4e

80%
60%
40%
20%

AMAZON GREEN

Pantone® 357 C
C90 **M**39 **Y**93 **K**40
R0 **G**84 **B**48
HEX #1a5632

80%
60%
40%
20%

PASSION RED

Pantone® 186 C
C13 **M**100 **Y**91 **K**3
R206 **G**32 **B**47
HEX #ce202f

80%
60%
40%
20%

CLOUD WHITE

Pantone® –
C0**M**0**Y**0**K**0
R255 **G**255 **B**255
HEX #fffff

06
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Our brand

Typography

Krana Fat

A display font that echoes unpredictable and atypical movements — it is somewhere between typography and lettering. With two weights A (condensed) and B (extended), the Krana Fat font offers opportunities for variation, thus alternately evokes the form and character of vernacular signage. Popular and flexible.



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Our brand

Typography

Cerebri Sans Pro

With a design inspired by the first geometric and grotesque fonts, Cerebri Sans Pro brings subtle humanistic details that offer a little warmth in the heart behind its contemporary simplicity.

Its smooth elegance and good readability make it suitable for a wide range of applications.



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Our brand

Type Family

Krana fat A and b used for titles. (70-30%)	AABBCCDDEEFFGG
Cerebri Sans Pro in bolder weights for subtitles.	**AaBbCcDdEeFfGg**
Cerebri Sans Pro in lighter weights for easy reading in masses of text.	AaBbCcDdEeFfGg

KRANA FAT
A AND B USED
FOR TITLES

Cerebri Sans Pro used for subtitles

Cerebri Sans Pro used for bulk text. Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

06
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Our brand

Graphic elements

3D G

This proprietary element of the Brand serves to bring a space to prominence. With the 3D treatment, we reinforce the Brand in a pop and contemporary way.



06
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Our brand

Graphic elements

3D Fruit

This proprietary element of the Brand serves to bring a space to prominence. With the 3D treatment, we reinforce the Brand in a pop and contemporary way.



06
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Our brand

Graphic elements

3D Window

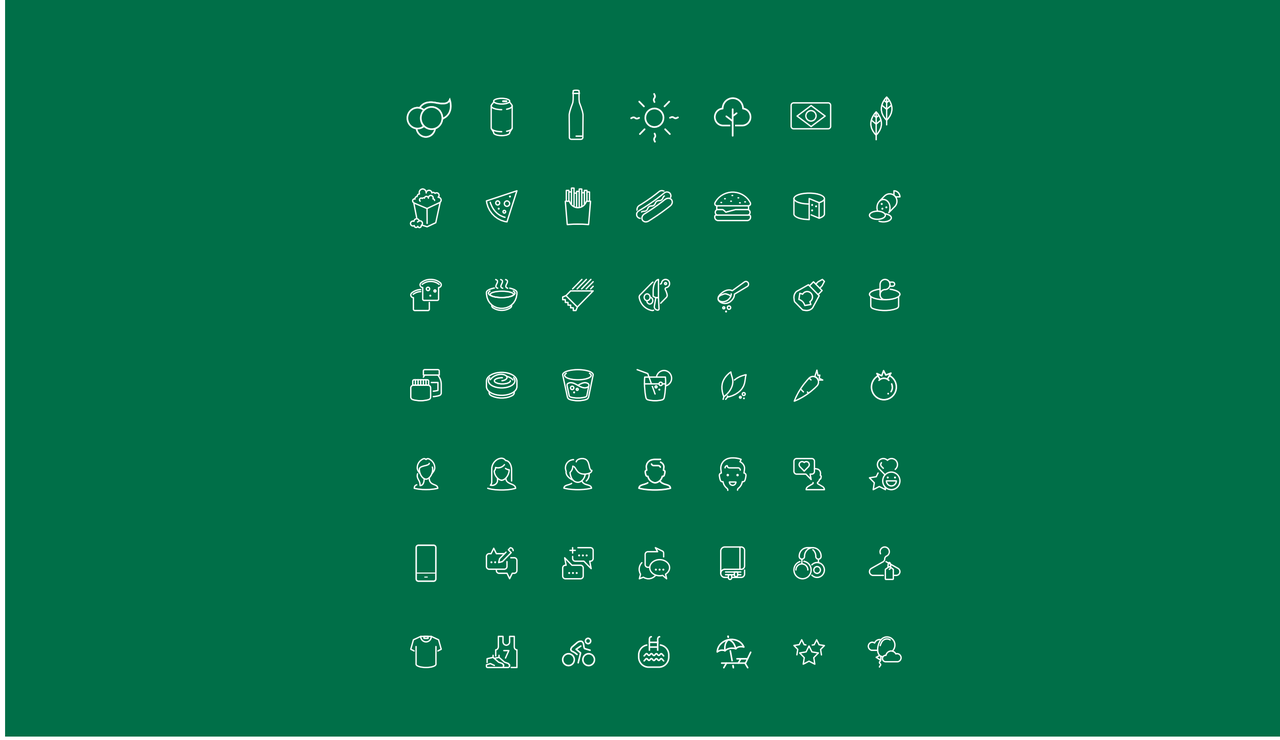
This proprietary element of the Brand serves to bring a space to prominence. With the 3D treatment, we reinforce the Brand in a pop and contemporary way.

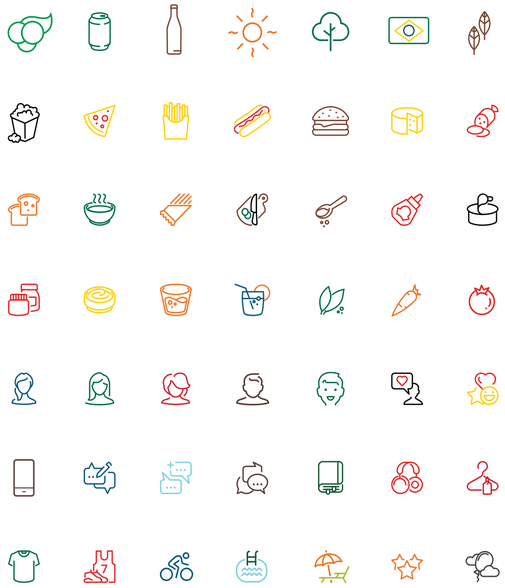


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Our brand

Iconography

Guaraná's iconography is inspired by Brazil, fashion, and food and drinks. They're clean and even, the same thickness, and with padding that has a slight offset.





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Our brand

Photographic style

The images with the Guaraná packaging and the drink itself should awaken the desire and memory of what an authentic taste is like.

The soda should transmit freshness, highlighting the bubbles and its details

It's what we call **Thirsty Appeal.**







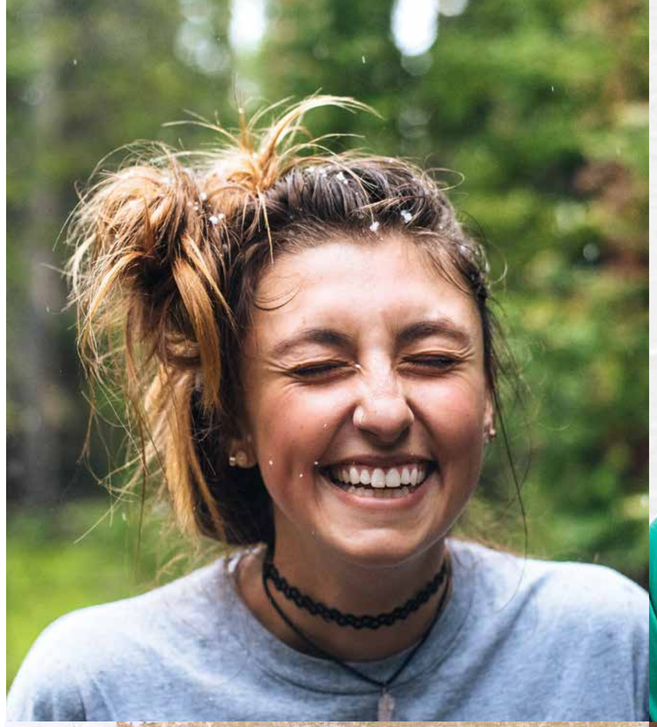


06
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Our brand

Casting

If we are talking about Guaraná Antarctica, we are talking about diversity.

People of all types, ages, and colors. What do they all have in common? Self-confidence, enjoyment of life, and a very natural smile on their face.









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Our brand

Atmosphere

We know that everything isn't perfect — but in that imperfection, we find truthfulness.

Digital platforms, social networks, and cell phones have introduced a new era of instant images, and we want to include this contemporary attitude.

We are a brand that knows how to tell this story very well, in addition to participating in people's lives.









Thank you!