



Brand Guidelines

VERSION 5 • DECEMBER 2019





Welcome to the fifth release of the TASSIMO Brand Guidelines

We are building a TASSIMO world.
As we create together, this document
will continue to be updated.

To be sure you are working with
the latest version, we recommend
you erase all previous copies.

**For any enquiries regarding this
document or content featured,
please contact:**

Alexander Sikkink

TASSIMO Global Brand Director
Alexander.Sikkink@JDEcoffee.com

Görkem Tengir

TASSIMO Global Marketing Specialist
Equity & Innovation
Gorkem.Tengir@JDEcoffee.com

Diogo Machado

TASSIMO Global Marketing Manager
Portfolio & Appliances
Diogo.Machado@JDEcoffee.com



What's new in this guideline

We have some exciting new additions to our brand elements. This document will give you full guidance on how to use and implement them correctly.

- ✓ 1. Textured-gradient petal
- ✓ 2. Photo petal
- ✓ 3. Typography
- ✓ 4. Photography principles
- ✓ 5. Colour palette
- ✓ 6. Logo usage
- ✓ 7. Intellibrew



Grota
Sans Rounded
Black Bold Regular Light

3.





Contents

01 Our tone of voice	7	02 Brand assets	14	04 Photography	50	05 Our visual communication	84
Tone of voice	8	Our logo	15	We create spontaneous moments of joy	51	Guiding principles	85
Our call to action	12	Our petal	20	Our lifestyle image library	54	Guest brand communication	88
Our brand world	13	Our colours	28	Brewers, drinks and packaging	56	Lifestyle photography communication structure	93
		Our typography	32	Lifestyle photography	70	Communication structure templates	100
		Our iconography	41	Set creation	74		
		Intellibrew	42	Drinks	79		
		03 Our partnership	44				
		The TASSIMO-BOSCH relationship	45			Contact	116

Hello. We're TASSIMO!

We are the result of what happens when great brewers and great drinks come together to create **enjoyment on demand.**

We bring the world

- Great coffee at the simple touch of one button, every time
- New experiences from the brands we love
- More variety than you could imagine



Bring on the good times

with great people, over
a delicious cup of coffee.





01 Our tone of voice





How does TASSIMO
connect with our consumers?

**By using
a distinctive
and unique
tone of voice**





We're always up for a chat!

When we talk, we always do it in a positive way.

We're full of witty charm, because a little humour brightens the mood.

However, we are not a clown. Rather, we speak with joy and own spontaneous moments.

We may be playful, but we're considered in the way we speak and act. We like to keep things casual rather than formal. What we say needs to be short and catchy – and put a smile on your face.





Our brewer messaging

When introducing our brewers, we use their individual characteristics to build tailored messaging — but always using our personality to drive tone of voice.

The functionality of our brewers is communicated through the benefit for a host — always focused on delivering enjoyment in our daily coffee consumption moments.

Brewer messaging example featured on right.



Your
personal
touch





Guest brand messaging

When introducing our guest brands, TASSIMO brings their individual personalities to life.

This helps us to focus on the variety of our drinks from an emotional perspective i.e, how TASSIMO gets the most out of its guest brands.

Brewer messaging example
featured on right.

Want to impress the neighbours?





TASSIMO PRESS PLAY.

This is our call to action.

It means enjoyment on demand,
through the variety of brands that
TASSIMO offers, at the touch of
one button.





TASSIMO brand world

The Entertaining Host sits at the very core of our brand. It is activated through our brewer communication that enables us to be best host we can be.

Our guest brands follow the TASSIMO core identity but add their own unique personalities and credentials to the world of TASSIMO.

When activating our offerings we have a wide variety of options using our distinctive assets across different touch-points. Always use our brand archetype as inspiration and build messages that fit our call to action when developing new activations for the brand.





02 Brand assets





Our logo

The TASSIMO name was carefully chosen. It's derived from a perfect blend of 'tasse' meaning 'cup' in French and German (or 'tazza' in Italian) and '-imo' as in 'bellissimo', the ultimate Italian superlative.

Our colourful flower brand mark brings expressive meaning to the iconic Petal as a kaleidoscope.



Our brand mark

Our logo usage

Our brand lives in a multitude of different touch-points, so it's important that our logo is always recognisable and always looks its best.

We've created variations of our logo that can ensure maximum stand out.



Brand mark

Used mostly on touch-points that are not visually busy, such as stationery; signage or labels.



Greyscale brand mark

Our world is a colourful one, so these greyscale logos should only be used where colour printing is not possible.



Horizontal logo

The horizontal logo is for primary use on all touch-points that are rich in colour, imagery and/or messaging such as packaging and print.



Single colour horizontal logo

The single colour horizontal logo is reserved for touch-points where the brand can not be printed in full colour. This includes on-brewer branding device (embossed and screen printed application), SRP trays and tray hoods.



Our brand mark do's and don'ts

We want our brand to be strong and recognisable, so it's important that when developing new communications, we use our brand mark in a consistent way.



Never redraw or colour our brand mark

Our brand mark is available in all formats. Please use supplied brand marks and never re-draw or shift the placement of colour petals.

Never shift the placement of colour petals or turn the kaleidoscope.

Do not crop

Our brand mark flower should never be cropped within compositions.

Always allow stand out

Background colour/image must have enough contrast to allow stand out.

Never place the brand mark on one of the main colours. Use one of the gradients instead.

Background colour

Wherever possible the ideal placement of our brand mark is on a white or silver background.

Do not place the brand mark on black.



Our horizontal logo do's and don'ts

The horizontal logo is for primary use on all touch-points that are rich in colour, imagery and/or messaging such as packaging and print.

We want our brand to be strong and recognisable, so it's important that when developing new communications, we use our brand mark in a consistent way.

<p>Never redraw or colour our logo</p> <p>Our logo is available in all formats. Please use supplied logos and never re-draw or shift the placement of colour petals.</p>	<p>Do not crop</p> <p>Our logo flower should never be cropped within compositions.</p>	<p>Always allow stand out</p> <p>Background colour/image must have enough contrast to allow stand out of the petal.</p> <p>Never place the logo on any of our colours.</p>	<p>Background colour</p> <p>Wherever possible the ideal placement of our logo is on a white or silver background.</p> <p>Do not reverse the word mark or use a black or any other coloured background.</p>

Exception

Limited Edition packs are the exception to the rule.
See page 67 for rules.



Clear space and minimum size

When applying the logo and brand mark, the minimum sizes displayed here should be respected.

Allow enough space in your compositions for our logo to clearly stand out and shine.

Clear space

Brand mark



Horizontal logo



Clear space for the brand mark is defined by the height of the letter 'O' in TASSIMO.

Clear space for the horizontal logo is defined by the height of the green petal.

Minimum size

Brand mark



Print: 14mm
Digital: 53px

Brand mark icon



Print: 6mm
Digital: 31px

Horizontal logo



Print: 21mm
Digital: 78px

Brewers logo



Print: 16mm



Our petal

Our petal is inspired by the T DISC shape.

It is the foundation of our brand mark and a core part of our packaging.

It forms an integral part of our identity across multiple touch-points from packaging to our brewers and gives consumers an implicit connection to the TASSIMO brand.



Our T DISC is in the shape of a petal



Our brand mark is composed of petals



Our guest brand appears inside the petal shape on our coffee packaging



Our brewer button is in the shape of a petal



Petal variants

We use our petal in two different ways to add variety and flexibility to our communications.

The petal can appear either as a textured gradient or as a photo. Solid coloured petals should only appear on the brand mark and nowhere else.

✗ DON'T

Do not use solid colours on our petals except on the brand mark.



1. Textured–gradient petal

We have six textured–gradients available. They should be used as supplied and not be modified either in colour, gradient or texture.

✗ DON'T

- Do not adjust colour or gradient.
- Do not add texture or modify existing texture.



2. Photo petal

The photo petal is a window into the world of TASSIMO's spontaneous moments of enjoyment together.

This can be used on various touch–points from moving images to promotional campaigns.



Textured–gradient petal

We use a texture on our petals as well as gradients. This gives an authentic look and feel and adds depth and warmth to our petal. It is more down-to-earth, but still joyful.

The textured–gradient petal is used across all touch-points. Choose from any of our six textured–gradient petals.



✗ DON'T

- Do not adjust colour or gradient.
- Do not add texture or modify existing texture.
- Do not use solid colours on our petals. Solid colours are only used on our brand mark.

Print



OOH



Digital

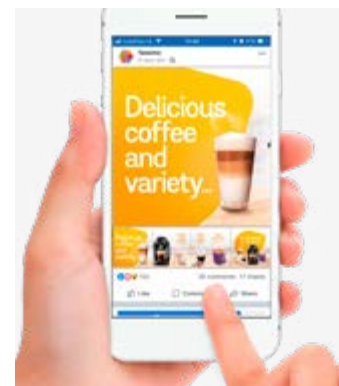




Photo petal

The photo petal is a window into our brand world and is used across all touch-points. We use the photo petal with our lifestyle photography and our brewers, drinks and packaging in-situ images.

Print



Digital



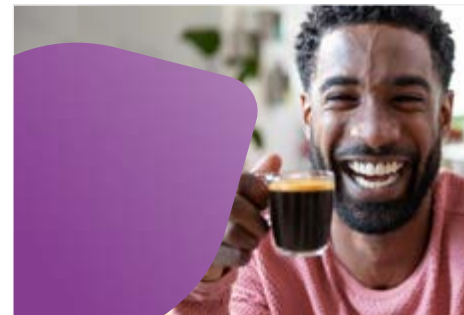
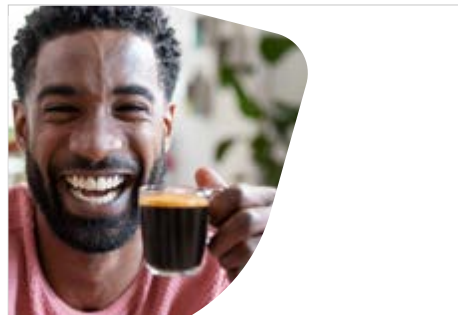
OOH





Our petal photography

In photography, motion and animation, we can use the petal as a window. It's possible to combine complimentary imagery in this way, using the petal as a framing device.





Suggested petal crops

When combining the different assets, you might need to crop the petal.

It is important that even when cropped, the petal is still recognisable.

Here are some suggested crops.

Note: This is applicable for all of our petals (textured-gradient petal; photo petal; and keyline petal).



Portrait



Landscape



Square



Horizontal banner



Vertical banner



15° Angle

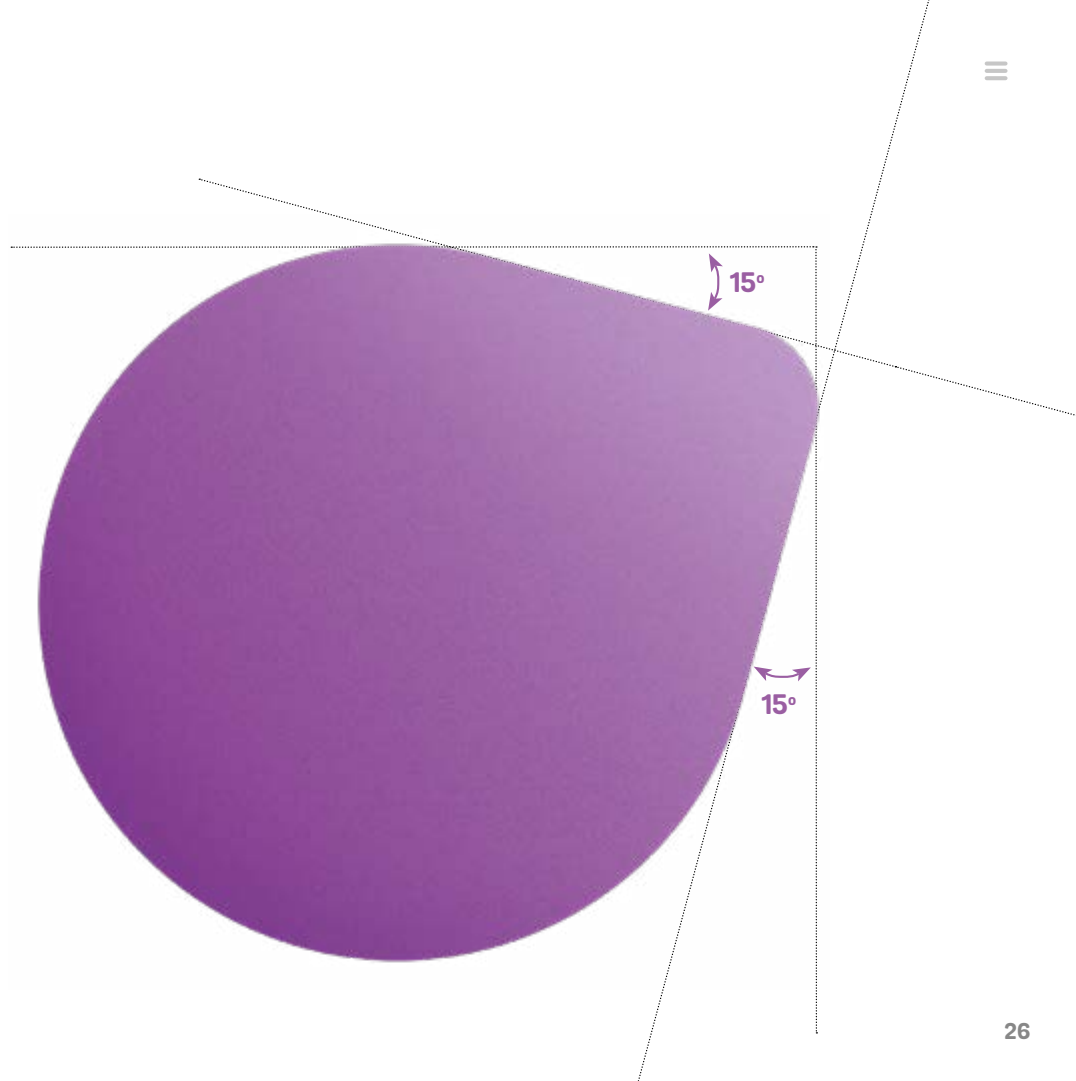
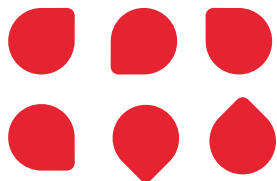
The petal should never have a fully horizontal/vertical side. Either side of the axis is always 15°.

Do not rotate to any other angle.

Main angle (15°)



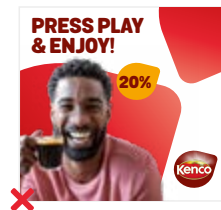
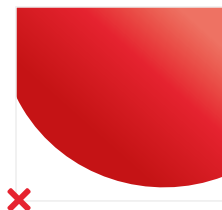
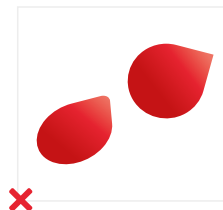
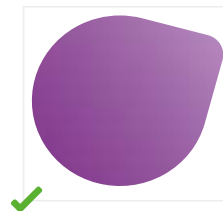
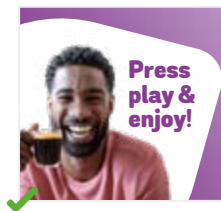
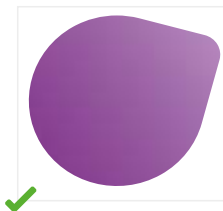
✗ DON'T





Petal do's and don'ts

It is important that when developing new communication materials, we use the petal in a consistent way to support a strong brand foundation.



Never redraw

Do not redraw or distort the perspective of the petal in any way.

Note: The petal shape differs slightly from the TASSIMO flower logo. It should NOT have a sharp corner.

Cropping

When cropping the petal in a composition, please ensure it is clearly recognisable.

The tip of the petal should always be visible and not blocked by any other element to ensure better stand out and distinctiveness.

Only one petal per composition

Do not overuse the petal. Use only one petal per composition.

The petal isn't part of a pattern

It should not be used as a repeated design motif.

The petal is our stage, not a background

It should not be hidden behind a 'surface' or panel.



Our colours

We love colour but only
when it's used wisely.



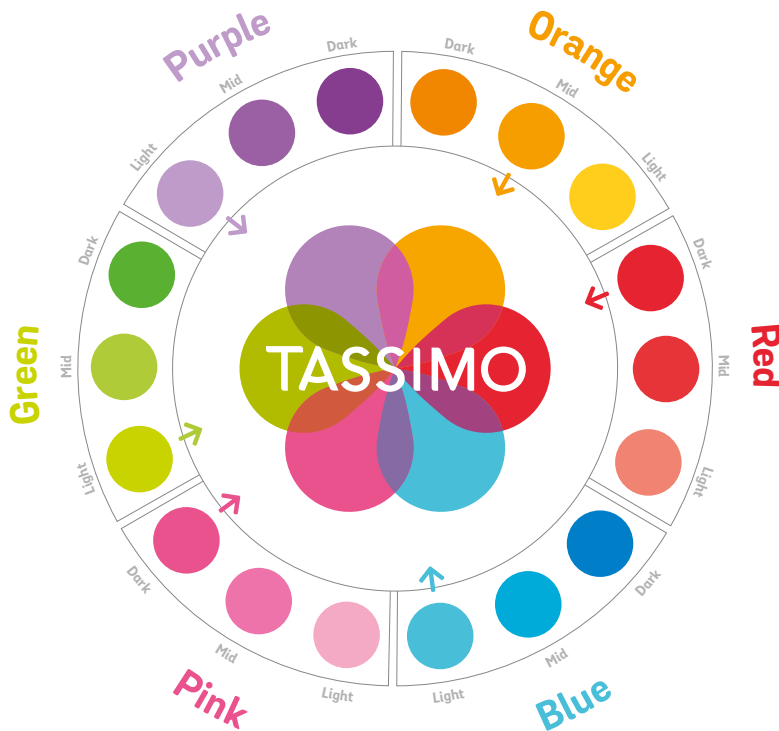


TASSIMO

Colour palette

Our brand is colourful but we must always use our colours wisely.

Our core brand palette is developed from our brand mark. Each colour is split into groups of light, medium and dark tones.



✓ DO

- Only use one colour group at a time.
- Use the colours in the following order:
 - Orange
 - Green
 - Purple
 - Blue
 - Pink
 - Red

✗ DON'T

- Use more than one colour group at one time.
- Use solid colours on our petals.



Colour specifications

Text in white

Text in white
0 / 0 / 0 / 0
255 / 255 / 255
#ffffff



Dark Orange
PMS 144 C
0 / 55 / 100 / 0
237 / 139 / 0
#ed8b00



Dark Green
PMS 369 C
68 / 0 / 100 / 0
100 / 167 / 11
#64a70b



Dark Purple
PMS 2587 C
58 / 86 / 0 / 0
130 / 70 / 175
#8246af



Dark Blue
PMS 3005 C
100 / 31 / 0 / 0
0 / 119 / 200
#0077c8



Dark Pink
PMS 7424 C
0 / 80 / 10 / 0
234 / 81 / 141
#ea518d



Dark Red
PMS 1797 C
0 / 95 / 80 / 0
229 / 35 / 48
#e52330

Text in grey

Grey
0 / 0 / 0 / 60
134 / 134 / 134
#868686



Mid Orange
PMS 1375 C
0 / 44 / 98 / 0
224 / 158 / 31
#e09e1f



Mid Green
PMS 2298 C
40 / 0 / 90 / 0
190 / 200 / 21
#bec815



Mid Purple
PMS 2577 C
47 / 71 / 0 / 0
140 / 96 / 160
#8c60a0



Mid Blue
PMS 638 C
86 / 0 / 10 / 0
0 / 175 / 215
#00afd7



Mid Pink
PMS 2038 C
0 / 68 / 0 / 0
239 / 96 / 163
#ef60a3



Mid Red
PMS 185 C
0 / 90 / 75 / 0
228 / 0 / 43
#e4002b



Silver
Only used on packaging
as metallic foil.



Light Orange
PMS 123 C
0 / 20 / 90 / 0
255 / 199 / 44
#ffc72c



Light Green
PMS 383 C
30 / 0 / 100 / 0
183 / 219 / 87
#b7db57



Light Purple
PMS 2567 C
29 / 45 / 0 / 0
193 / 160 / 218
#c1a0da



Light Blue
PMS 637 C
65 / 0 / 15 / 0
74 / 189 / 215
#4abdd7



Light Pink
PMS 210 C
0 / 45 / 5 / 0
241 / 159 / 201
#f99fc9



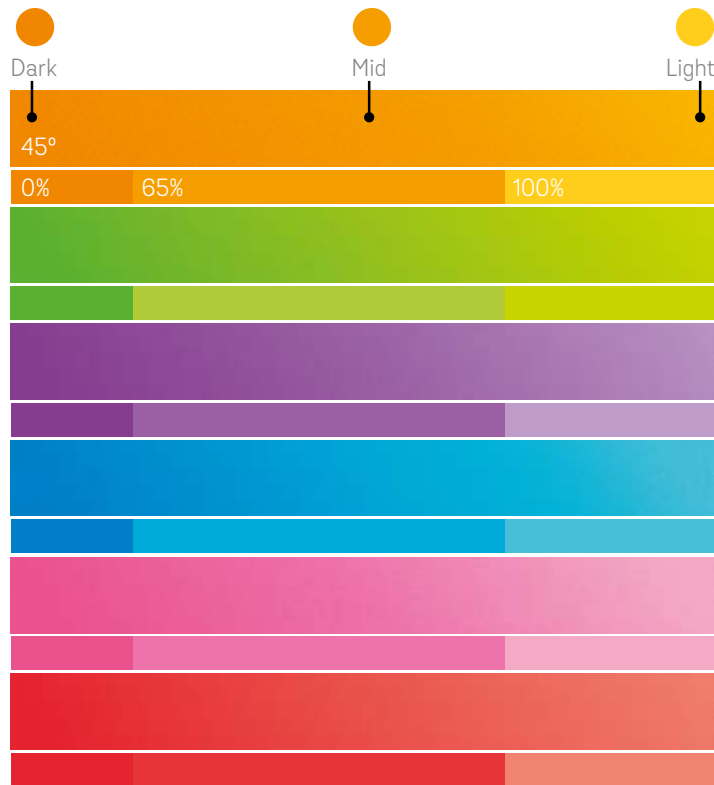
Light Red
PMS 2344 C
0 / 60 / 50 / 0
241 / 128 / 112
#f18070



Colour gradient

In order to give our compositions depth, we use gradient backgrounds.

Each gradient is made of a single colour group. The opposite diagram is an indication of how our textured-gradients are constructed.



Colour gradient point location



DO

- Only use supplied textured-gradient artwork files on petals



DON'T

- Don't try to recreate textured gradient petals



Our typography

Typography is our written personality.

Together with colour and photography it creates the basis of our friendly and approachable brand.

We have one main font, **Grota Sans Rounded**, with which we communicate.

However, when we have a lot to say we use our secondary type, **Amsi Pro** – it has the same spirit though slightly toned down.

Grota Sans Rounded

Black Bold Regular Light

Amsi Pro

Bold Regular Narrow Regular Narrow Thin



Typefaces

Note: Font licences must be purchased per business entity and cannot be transferred. Fonts can be purchased via the links below.

Grota Sans Rounded for purchase here:

<https://www.linotype.com/1508517/grota-sans-rounded-alt-family-pack-product.html>

Amsi Pro for purchase here:

<https://www.myfonts.com/fonts/stawix/amsi-pro/>



Grota Sans Rounded

Friendly and casual

We use this when there are special messages that need to be highlighted.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Amsi Pro

Easy to read, modern and versatile

We use it in body copy and to create dense documents.

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Narrow thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Tahoma

We use Tahoma for digital applications where only system fonts are available.

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()



Regional variants

Some languages are not supported by Grota Sans Rounded. In these markets we need to use similar fonts that can carry the TASSIMO spirit.

in
**Russia
& Ukraine**
we use

INTRO

BLACK, SEMI-BOLD, LIGHT



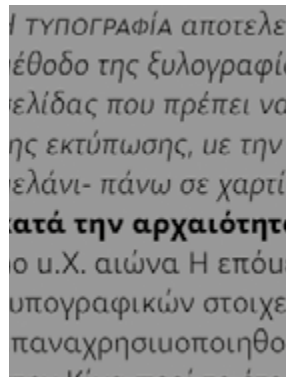
Available for purchase here:
[http://www.myfonts.com/
fonts/font-fabric/intro/](http://www.myfonts.com/fonts/font-fabric/intro/)



in
Greece
we use

Samo Sans

BLACK, MEDIUM, LIGHT

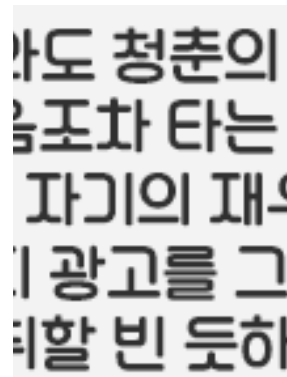


Available for purchase here:
[http://www.myfonts.com/
fonts/carnoky/samo-sans-
pro/](http://www.myfonts.com/fonts/carnoky/samo-sans-pro/)

in
Korea
we use

210 Sunflower

BOLD, REGULAR, LIGHT

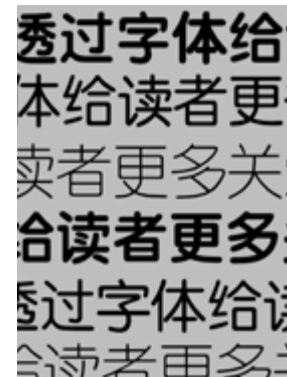


Available for purchase here:
[http://www.freekoreanfont.
com/210-sunflower-free-
download/](http://www.freekoreanfont.com/210-sunflower-free-download/)

in
China
we use

Founder 方正

XBOLD, SEMI-BOLD, LIGHT



Available for purchase here:
[http://www.foundertype.com/
index.php/FontInfo/index.
html?id=179](http://www.foundertype.com/index.php/FontInfo/index.html?id=179)



Typography usage

This is the structure we use to create written content (i.e. adverts).

This copy is for illustrative purposes only.

Headline

Call attention using the playful charisma of TASSIMO.

- Sentence case
- GROTA Bold or Black

Subtitle

Connect the message

- Sentence case
- GROTA Regular

Body copy

Read the situation & be heard.

- Sentence case
- AMSI Regular
- Use the 3rd colour

Sign-off

- Upper case
- GROTA Bold or Black
- Use the 3rd colour

Striking headline

Supported by an impactful subtitle

With any drink you can imagine available at the touch of a button, you don't have to think twice about what you want. Just follow your taste buds and enjoy it. No planning ahead or over-thinking necessary. So think with your heart, not with your head.

PRESS PLAY.



Colour usage

Following the structure defined on **page 33**, we can choose to communicate with a varied degree of impact.

Assess the media at hand, and evaluate its visual complexity to make this decision, within the guidelines provided.

Striking Headline

Supported by an impactful subtitle

With any drink you can imagine available at the touch of a button, you don't have to think twice about what you want.
Just follow your taste-buds and enjoy it.
No planning ahead or over-thinking necessary.
So think with your heart, not with your head.

PRESS PLAY.

On white with colour typography

We tend not to write on white, but when we do, we choose one of the colour groups in our colour system and explore it fully.

Striking Headline

Supported by an impactful subtitle

With any drink you can imagine available at the touch of a button, you don't have to think twice about what you want.
Just follow your taste-buds and enjoy it.
No planning ahead or over-thinking necessary.
So think with your heart, not with your head.

PRESS PLAY.

On colour with same colour group typography

This is an example of our core word display. Variations can be used to guarantee stand-out and legibility.

We use it when there are images and other graphic elements to support.

Striking Headline

Supported by an impactful subtitle

With any drink you can imagine available at the touch of a button, you don't have to think twice about what you want.
Just follow your taste-buds and enjoy it.
No planning ahead or over-thinking necessary.
So think with your heart, not with your head.

PRESS PLAY.

On photography with colour typography

Ensure that type is legible when using colour typography on photography. We tend to place the message on a less cluttered area of an image.

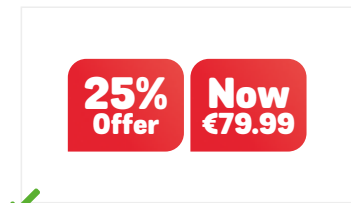
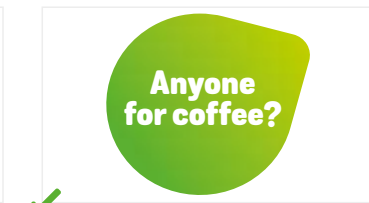
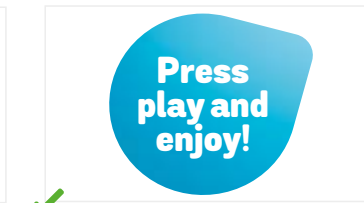
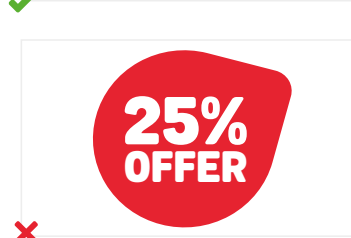
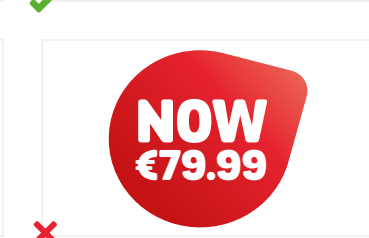
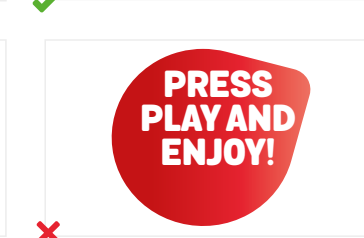


Promotional messaging

The petal should play the role of highlighting the key message of the communication, but it should NOT be used to communicate promotional offers.

We have a separate promotional device, rounded square, to communicate anything related to:

- Price offers
- Discounts
- Promotional offers or give-aways
- New product launches
- Supporting copy on visuals.

 <p>✓</p>	 <p>✓</p>	 <p>✓</p>
 <p>✗</p> <p>Never use the petal to contain an offer</p> <p>Offers are always contained in our soft-cornered rectangle.</p> <p>Note: Our offers or price promotions are always shown in red.</p>	 <p>✗</p> <p>The petal is for messages, not price flashes</p> <p>The petal should be used for brand language and communication only, never for promotions.</p>	 <p>✗</p> <p>Copy should be visually centred within the petal</p> <p>It should feel comfortable in the space, not awkwardly offset.</p>



How **our name** is spelt & trademarked

Spelling and naming rules

It is crucial to spell the most important TASSIMO words in the correct way, both from a stand-out as well as a trademark point of view.

TASSIMO words

When TASSIMO is written text it should always be in upper-case. Accompanying words for brewers or Intellibrew should be in title-case.

Our name:

TASSIMO

Our DRINK pods/capsules:

T DISC/T DISCs

The names of our brewers:

TASSIMO HAPPY etc.

The brewing technology:

TASSIMO Intellibrew

Brewer names

When referring to our brewer names in writing, the name must be accompanied by TASSIMO, written all in title-case, e.g. TASSIMO HAPPY.

**“...the new TASSIMO
HAPPY Brewer is
designed...”**

When referring to our brewer names as a design element on pack, the TASSIMO brand mark and the brewer name create a lock up together, e.g. Brewer Box or Glorifier. The name should then be written all in lower-case in the TASSIMO brand mark typeface which is **Grota Sans Rounded**, see page 35.



Promotional messaging don'ts

There are already instances across several markets where the guidelines have not been adhered to in our communication material. These examples exhibit some of the inconsistencies that should be avoided.

Do not introduce multiple colour gradients on one touch-point. Rather work within one colour group.



We don't use a graphic element (white box) to create surfaces or a horizon. The petal is the stage and serves as a window into our world.

Never use the petal
to contain an offer.



Never introduce
new banners,
elements, flashes.

Never introduce drop shadows or effects to copy.

- Never create your own colour gradients within the petal.

Do not over use the petal.

Promotional messaging do's

These pages have been created to help guide you in the promotional communications in your market. These are the elements to use and avoid – as well as alternatives you can use instead.

Please feel free to contact your global team if you have further questions.

Work within one colour group. ✓

Promotional messaging should appear either inside our device or outside of the petal. ✓

Use white background or bounding box for the BOSCH logo. See page 47 for further guidance. ✓

Promotional messaging should appear either inside our device or outside of the petal. ✓

Use coloured type when on a white background. ✓

Never create your own colour gradients within the petal. ✓

TASSIMO

00€
Lorem ipsum

00,00€
Dolor
~~00,00€~~
DolorPidel ipsam que dolupta sunt.

BOSCH

TASSIMO

25% Offer

Urrioribus de corum

Urrioribus intur corum estissus arum quam uptatio quid untionsed

BOSCH

Urrioribus intur corum

25% Offer

00,00€
Dolor ~~00,00€~~

TASSIMO

Qui nemo arum voluptas qui

LOREM IPSUM

● ● ● ●

LOREM

LOREM



Our iconography

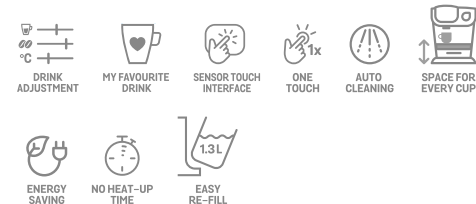
Our distinctive icon style can be used to communicate on packaging and informational layouts.

A palette of brand iconography is available for **download from PULSE**.

HAPPY



MY WAY 2



SUNY



VIVY 2



Cup iconography – coffee packaging



Further logos



Free BRITA MAXTRA+
filter cartridge inside



reddot award 2019
winner



Your favourite coffee. Perfect. Easy. Every time.

Whether it's a creamy latte, delicious cappuccino, intense espresso or a long black coffee, TASSIMO brews it at the touch of one button.

INTELLIBREW™ Barcode Technology automatically adjusts the brewing time, temperature and amount of water to precision.

All you have to do is enjoy!



Drink
Size



Water
Temperature



Brewing
Time





Intellibrew iconography

The Intellibrew logo is inspired by the T-Disc shape, the petal.

The icon is used on all communications and touch-points, such as packaging and OOH.

When communicating its technical capabilities we use supporting icons. This should always appear on a neutral background.



DO

- Use Intellibrew logo with supporting icons on neutral backgrounds only.
- Ensure that Intellibrew wordmark is legible. If required, use the horizontal Intellibrew logo.
- When used in writing the expression “Intellibrew” can be used without the icon. “TASSIMO Intellibrew” should always be written together.



DON'T

- Don't use the Intellibrew logo with supporting icons on white background.



Intellibrew logo – use when wordmark is legible.



Horizontal Intellibrew logo – use when space is minimum to ensure legibility of wordmark. A white out version of the wordmark is also available.



Intellibrew logo with supporting icons – horizontal version



Intellibrew logo with supporting icons – vertical version



03 Our Partnership





The TASSIMO-BOSCH relationship

When applying dual branding it's important to consider how both brands will affect each other and the user's perceptions.

The two brands complement each other perfectly.



'System' brand

TASSIMO is the 'system' brand that consumers buy into, and brings the opportunity to experience a range of guest brands, and the excitement of discovering new tastes.



BOSCH

'Endorser' brand

BOSCH is the 'endorser' brand that gives the reassurance of quality that each of these drinks will be perfectly served from an impeccably built, reliable brewer.



BOSCH

logo size and placement

The size of the BOSCH logo is derived from the TASSIMO logo used. The specified size ratios are guideline values, and in the case of extreme and very small formats, the sizes must be chosen in such a way that both logos remain clearly legible.

Brand mark & BOSCH



Guideline value: the width of the BOSCH lettering without the picture element corresponds to the width of the middle two petal shapes.

Horizontal logo & BOSCH



Guideline value: the width of the BOSCH lettering without the picture element corresponds to the width of the TASSIMO logo flower.



BOSCH logo do's and don'ts

Standard

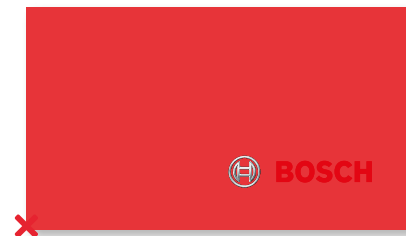
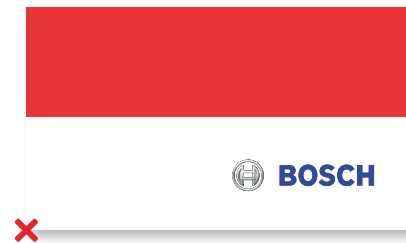
Whenever possible, the BOSCH logo is placed as an endorser on the bottom right in a white bar or white background.

Variation

If the standard version cannot be used in the case of lifestyle or photography formats or on imagery, the BOSCH logo appears on the bottom right corner in a white holding device, as shown.

Special Regulation

The BOSCH logo is only placed directly on the background colour if the background is silver or grey.





BOSCH logo

Whenever we display a brewer in communication, the BOSCH logo must be used as a partner brand.

Colour logo

Pantone 485
CMYK 0.100.100.0
rgb 226.0.21
hex #E20015
ral 030.50.60

50%

The logo is always placed in the lower right corner.



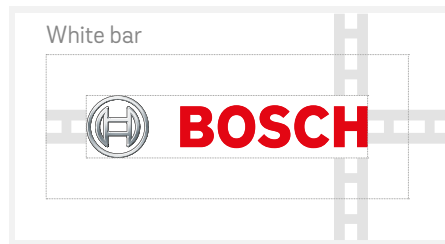
Clear space

The white protection zone is defined by the H height on each side of the logo.



Extending the clear space

The logo is always placed in the lower right corner. The white bar is defined by the double H height.



Greyscale logo

The logo is used for greyscale implementations.



Black version

The logo is used for pure black-and-white implementations.





Our logo and brewer **lock-up**

When creating specific brewer communication, we should always use the TASSIMO logo locked up with the brewer name as shown here.

When applying the logo, both the minimum logo sizes displayed on **page 19** and minimum distances should be respected in your compositions.

The brewer name is generally used in a brand colour.



Logo & brewer lock-up

The brewer name is:

- Right-aligned
- Lower case
- Grota Medium



On white



With colour





04 Photography





We create spontaneous moments of joy

Our photography depicts natural, real-life, spontaneous moments of togetherness and laughter. We create a warm, fun atmosphere, where everyone is welcome!

Our images are entertaining, joyful and charismatic; reflecting small moments in the day that make you smile.

When capturing these moments of life, our photography style is candid and unguarded.

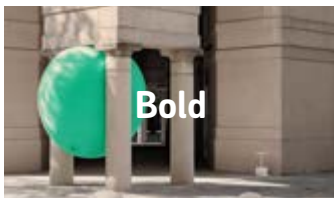




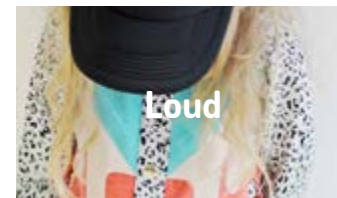
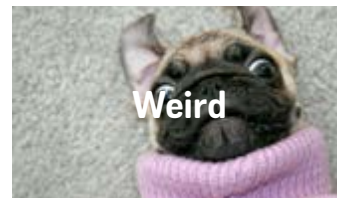
Who we are and are not



We are



We aren't





Photography do's and don'ts



✓ DO

- Use images that capture some of the TASSIMO brand personality, welcoming, entertaining, witty and charismatic.
- Capture everyday moments of joy or just a bit of fun!
- Remember TASSIMO is for everyone so show our inviting and warm character in our images.



✗ DON'T

- Create photos that feel staged or fake.
- Use technical photography.
- Use elite/status style imagery.
- Use overly saturated high contrast images.



Our lifestyle image library

Our categorisation aids image searching and gives cues for suitable imagery for your message. It should not define the only use of an image e.g. an image labelled 'Brewer communication' could still convey an emotional message.

Choose images wisely to best support your message.





Image library overview

Our image library is categorised as shown. You will find a range of lifestyle photography which captures our brand personality, with the focus on the emotional message of the spontaneous moment. We also have a variety of drinks and brewers in-situ.

Please visit PULSE for different images within each category.



Empty nesters



Early risers, weekday



Celebrating mothers



Family weekend wake-up



Girlfriends



Festive indulgence



Espresso moments



There's always room for one more



Hero the coffee



Brewers, Drinks and Packaging



Drinks and brewers isolated

Isolated images of brewers are used on packaging and in communications.

Always aim to capture an appropriate and realistic representation.

The brewer should always feature a drink in preparation.



- Show the brewer always switched on, a illuminated light on the touch interface.
- Show the brewer with a full water tank.



Brewer perspectives

All the brewer perspectives for the example of TASSIMO HAPPY are shown here.

The view of the USP perspective is variable and places the benefit of the brewer in the foreground.



Left top view



Front view



Right down view



Left top view/high



Side view/USP

Brewer petal pairings

For optimal stand out we advise the following pairings. However these are suggestions made for optimum stand out and can be changed if a visual campaign lends itself to a specific colour. For example, a Valentine's Day campaign can employ a pink gradient petal.

MY WAY 2

Pair with purple petal.



VIVY 2

Pair with green petal.



HAPPY

Pair with pink petal.



SUNY

Pair with orange petal.



Drinks and brewers in-situ

Drinks

Our drinks should look tasty and real – think ‘home barista’ rather than ‘café barista’. Images must be set within, or at least hint to, a home context. Photography should look and feel natural.

We live in a colourful world so add a dash of colour and personality to compositions with the use of colourful cups.

Supplied master compositions

Are all created so elements can be moved and changed to fit the communication piece messaging and focus.

Brewers

Always aim to capture an appropriate and realistic representation.

We use drinks in our brewers as it's emotive and evocative to watch our drinks being made.

When placing the brewer in the foreground or in full focus, we should always feature a drink in preparation inside the brewer, without toppings (toppings are only visible on drinks placed outside/ around the brewer).

When placing the brewer in the background, out of focus, it can be shown without a drink inside, as long as it is supported by drink focused compositions in the foreground.



Drinks and brewers in-situ cropping

Brewers

Always aim to capture an appropriate and realistic representation.

Supplied master compositions

Are all created so elements can be moved and changed to fit the communication piece messaging and focus.



✗ DON'T

- Don't use branded mugs in combination with packaging on communications.

✓ DO

- Pair non-branded drink visuals with TASSIMO packaging.

This is our preferred combination.

✓ DO

- The brewer should always feature a drink in preparation.

✓ DO (OPTIONAL)

- A guest brand logo can appear on the drink inside of the brewer, when no branded packaging is present. We only brand one hero glass in a full communication to avoid over branding and multiple logos.

Drinks and brewers in-situ cropping do's

Supplied master compositions

Are all created so elements can be moved and changed to fit the communication piece messaging and focus.



Overlapping elements to create depth

Compositions that break free from the photo petal creates engagement and depth.



Large drink visuals

By showing zoomed in or enlarged compositions, you focus on the quality of the coffee and create enticing moments.



Hero the brewer and drinks

By focusing or placing the brewer and drinks in the foreground of visuals, supported by subtle accents in the background to create a sense of place.



Visuals to support copy and content

Brewers and images can be overlapped with textured gradient petals to create visual support for copy lines and content.



Using alternative background views

Our brand lives in the heart of the home. We show the system predominantly in the kitchen, but a lounge view is also available for various secondary executions.



Variety Compositions

To show variety and range of products, but pair these compositions with a large visual calm area (white petal crop).



Use photo petal crops

When using the petal as a photo petal cropping device, we create small focused points of interest.

Drinks and brewers in-situ cropping don'ts

Supplied master compositions

Are all created so elements can be moved and changed to fit the communication piece messaging and focus.



Do not remove the BOSCH branding device

When a brewer is used in a composition, always ensure all relevant branding logos are present.



Do not crop off the top and bottom of brewer branding

Avoid showing cropped visuals of brewers where distinctive features or branding are cropped off or hidden.



Do not reflect or flip the composition

Do not reflect the image to show the branding/features in reverse, this is seen as an inaccurate visualisation of our brewer.



Do not tilt visual compositions

Do not rotate the images, and always ensure that the brewer supporting visual in the background is recognisable when cropping.



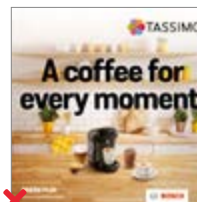
Do not add additional artificial effects

Do not add any artificial elements or non brand relevant accents or effects to compositions.



Do not over complicate compositions

Avoid over cluttering visual compositions with too many and oversized drink visuals. Also, do not overlap drink visuals with branding devices, like the BOSCH logo.



Do not overlap copy and shrinking content

Do not use typography overlapping visual content. Always ensure stand out, by introducing a subtle fade or removing visual clutter or content.



Use only distinctive holding shape

If possible, use the petal as a cropping device or have headline copy placed within a coloured petal to ensure brand recognition..

Drinks and cups

Our drinks and cup imagery shows that TASSIMO consistently delivers delicious drinks, from great brands.

We use cups or glasses without guest branding. Guest branding should be given with TASSIMO pack and T DISCS. If not possible a guest brand could be used on drinks and cups.

We have developed our drinks and cups with two key points in mind:

1. Our images show appetite appeal – a product served perfectly, yet realistically. For example, with natural coffee settlement when in glass.
2. Our images show the wide range of drink variety available through TASSIMO.



Espresso



Espresso short



Espresso Lungo



Americano



Flat White
Pattern



Flat White



Cortado



Latte



Latte Macchiato



Latte Macchiato
Caramel



Café Au Lait



Hot Chocolate



Cappuccino



Flat White



Hot Chocolate



Hot Chocolate



Americano



Café Crema

Drinks and cups do's and don'ts

When the cups and glasses stand independent of the machine they should always be shown using the “top raised” angle.

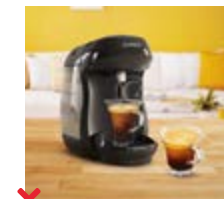
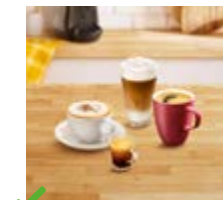
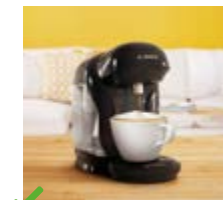
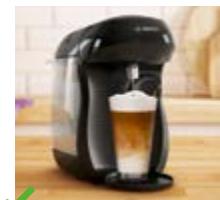
Both angles can be used in combination with the brewer as long as the angle chosen remains consistent within the visual.

I.e, do not use the “Front angle” on a brewer in combination with “Top raised” angle drinks around the machine.



Front angle

Top raised



Drinks in preparation are always shown inside of brewers

Do not show drink with toppings inside of the brewers, it should always be a drink in preparation. Drinks with toppings can only be shown around the brewer.

E.g. Cacao powder on cappuccino, flower pattern in flat white foam or caramel sauce on a caramel latte macchiato when being prepared in the brewer. Flat white with flower pattern should not be used inside the brewer.

Front angle with brewer

Ensure that the brewer and drink are using the same angle.

Never combine different angles within one visual.

Drinks and brewers

When positioning drinks and complimentary props, ie. food, around the brewer, always ensure the same angle is maintained within the visual.

Drinks

All drinks must remain consistent in angle within the same visual.

Branded drinks

Guest branding should appear on packaging. If not possible a guest brand should be used on drinks and cups. Our cups may be further branded by applying the logo to the corresponding generic cup.

The logo must be fully visible and have stand-out in the composition.



✗ DON'T

- Don't use branded mugs in combination with packaging on communications.

✓ DO

- Use 'Primary use' example.

This is our preferred combination.



Primary use:

Guest brand logo appears on packaging.



Secondary use:

Guest brand logo appears on drink inside of the brewer and T DISC.

Packaging assets and petals

A full range of on-pack image assets are available including:

- Drinks
- Cups
- T DISCs
- Brewers

There are three ways to use our petal shape across pack designs.

Any requests on exceptions to the design briefs, as previously mentioned, need to be aligned with TASSIMO global team first.



Guest brand – Jacobs

Regular petal shape.

TASSIMO – Coffee shop selection

Larger crop of the petal shape for TASSIMO own brands.

Guest brands – Costa limited edition

Regular petal shape with fill colour, pattern or texture from guest brand.

Background should be red for winter limited edition and blue for iced/summer limited edition.

Packaging T DISCS

Two graphic versions
of our T DISC are available.

3D

3D representations of the
T DISC are used on-pack and in
communications.

Note: Photos of the real T DISCS
shouldn't be used. Only use the
available graphic representations.



2D

2D T DISCS can be used to house
brand logos or brand logos and
variant title.



Packaging Flow wraps

We have developed various views of the full TASSIMO range of packs to enrich communications.

Regular pack



Tri-pack





Lifestyle photography

Casting

Use the available lifestyle images as the first option to adapt for local activation.

If local photography production is required, it should be compliant with the guidelines and aligned with the Global Marketing Team.





People and expressions

- ✓ Natural colours
- ✓ Togetherness
- ✓ All ages
- ✓ Diversity
- ✓ Real people
- ✓ Joy
- ✓ Family
- ✓ Cheeky
- ✓ Bright
- ✓ Natural
- ✓ Playful
- ✓ Genuine
- ✓ Warm





Clothing

- ✓ Bold
 - ✓ Bright
 - ✓ Confident
 - ✓ Complementary
 - ✓ Strong colour
-
- ✗ Avoid distracting busy patterns
 - ✗ Not 'hipster'

Note: Manage colour collectively; environment, clothing, styling and propping. Clothing should not over-power the subject of shoot.





Creating spontaneous moments

- ✓ Natural moments
- ✓ Genuine
- ✓ Spontaneous
- ✓ Togetherness
- ✓ Shared joy
- ✓ Encourages a smile from the audience
- ✓ Warm
- ✓ Charismatic
- ✓ Cheeky





Set creation

Use the available lifestyle images as the first option to adapt for local activation.

If local photography production is required, it should be compliant with the guidelines and aligned with the Global Marketing Team.





Environment – living area

- ✓ Colour pop
- ✓ Modern
- ✓ Neutral backgrounds
- ✓ Use curves
- ✓ Canvas for our brand lifestyle and products
- ✓ Fresh
- ✓ Welcoming
- ✓ Attainable



Note: Manage colour collectively; environment, clothing, styling and propping. Environment should not over-power the subject of shoot.



Environments – kitchen and dining

- ✓ Colour pop
- ✓ White surfaces
- ✓ Modern
- ✓ Neutral backgrounds
- ✓ Use curves
- ✓ Canvas for our brand lifestyle and products
- ✓ Fresh
- ✓ Welcoming
- ✓ Attainable

Note: Manage colour collectively; environment, clothing, styling and propping. Environment should not over-power the subject of shoot.





Props and styling



- ✓ Colour pops
- ✓ Surprising



- ✓ Colour pops
- ✓ Playful
- ✓ Vibrant



- ✓ Imperfectly perfect
- ✓ Cutlery in-use
- ✓ Partially consumed
- ✓ Calm background

Note: Manage colour collectively; environment, clothing, styling and propping. Props should not over-power the subject of shoot.



Lighting and atmosphere

- ✓ Natural light
- ✓ Bright
- ✓ Colour pops
- ✓ Open
- ✓ Welcoming





Drinks

Use the available lifestyle images as the first option to adapt for local activation.

If local photography production is required, it should be compliant with the guidelines and aligned with the Global Marketing Team.





Consumption moment

- ✓ Enjoyment
- ✓ Captures the moment
- ✓ Taste appeal
- ✓ Inviting
- ✓ Casual, not formal
- ✓ Natural
- ✓ Served perfectly, yet realistically
- ✓ Fun
- ✓ Togetherness





Product styling

- ✓ Imperfectly perfect
- ✓ Taste-appeal
- ✓ Natural
- ✓ Not out-of-home barista
- ✓ Inviting
- ✓ Not overly-styled
- ✓ Coffee quality





Cups and props

- ✓ Bright
- ✓ Colourful scene
- ✓ Heroes the drink
- ✓ When the cup is more plain, use the environment and other styling & propping elements (e.g. serving suggestions).

Note: Manage colour collectively; environment, clothing, styling and propping. Props should not overpower the subject of shoot.





Brewer lifestyle photography





05 Our visual communication





Guiding principles

We have defined universal structural guidelines created to help with the creation of key visuals for the TASSIMO brand.

It's important to use our distinctive assets consistently across all communication.



Primary communication

Used when communicating a USP and employs the petal to create distinctive stand-alone communication.

Primary communication structure

Our functional communication format was created to be quickly updated.

✓ DO

- Ensure recognition of petal.
- Ensure that all elements placed on top are clearly visible & legible.
- Use the guest brands assets to create a texture/background colour for the petal (for guest brand-focused comms only).

Shadows & reflections
We don't need horizon lines.
Create surfaces by using shadows consistently.

Website



TASSIMO logo
Is placed on top, ensuring its legibility.

Copy structure
Can be placed on the top or bottom
(See page 38 for guidance).

Petal
The petal is the stage where the communication takes place.

Background
Keep it simple.

Composition
Always bring forward the main element to be communicated. In this case, the brewer and the variety offer. When possible, place a detail of the composition spilling out of the petal for increased dynamism.

BOSCH logo
We apply it on the bottom right whenever a brewer image is present in the composition.

Primary communication structure overview

There is always a unique message to communicate about different elements of our system. We must ensure that we use these consistently and effectively – both visually and in words.



Brewer offer

The brewers are brought forward. We introduce the BOSCH logo as quality reassurance.



Guest brand offer

It's a particular guest that takes the spotlight and is brought forward.

We only use the BOSCH logo if the brewer is present.



Drink variety

The wide variety of drinks is the focus, so they're featured in front.

However, it's also important to identify the system so a brewer should feature in the background of the composition as well.



System

All elements are present: The brewer, drink and brand variety.



Guest brand communication

Our guest brands should be introduced in a consistent and balanced way, without taking over. It is important that we play to the character of each guest brand, while keeping TASSIMO as the proud host. We should also stay true to the TASSIMO tone of voice and visual language.



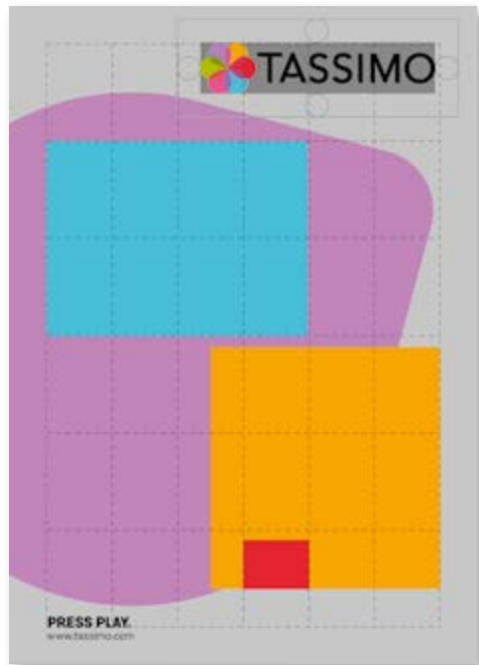


Structure template

Guest brand communication

These templates provide elements to flexibly build communications within the guidelines.

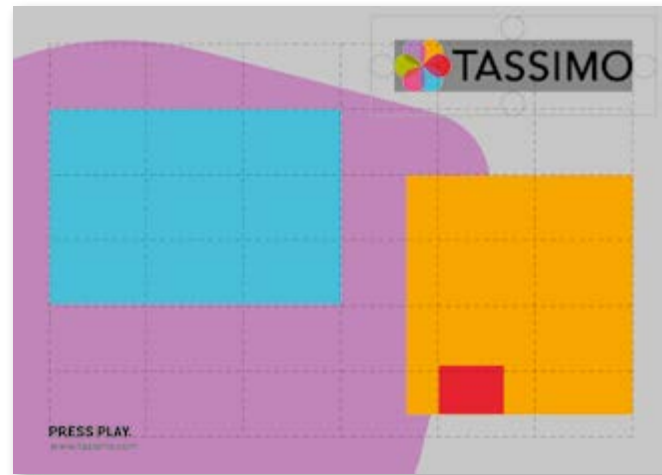
- Clear space
- Branding area
- Space for messaging
- Pack/cup visual area
- Prop/ingredient visual area



Portrait

✗ DON'T

Don't use Co-brand / BOSCH logo when there is no brewer in the visual.



Landscape

Structure example

Guest brand communication

This is an example of how TASSIMO guest brand communication comes to life. We use the petal shape to borrow from their world and leverage their coffee credentials as hosted by TASSIMO.

Note: All aspects of the guest brand identity are employed only within the petal, such as typography, tone of voice, colours and other brand elements.



Portrait



Landscape

Guest brand tone of voice

Our copy should communicate the character and benefit of the guest brand, whilst remaining true to our TASSIMO tone of voice — entertainment on demand.

Our language should never be functional. We bring people together for spontaneous moments.

For guidance on tone of voice, see page 8.



L'OR tone of voice in talking about the 'gold standard'. This treatment uses the guest brand look and feel to leverage and drive coffee credentials.

vs.



TASSIMO tone of voice. This treatment uses the TASSIMO look and feel to leverage and drive variety and offering.

Guest brand communication structure





Lifestyle photography communication structure

Template files of our Lifestyle Photography
Communication are available to download on PULSE.



Lifestyle photography principles

- Imagery should support the message of the brand communication. Such as when talking about variety, use an image that depicts a variety of drinks or variety of characters and personality.
- When communication is a lifestyle message, imagery should focus and zoom in on the spontaneous moment.
- Use the petal device only as instructed in this document. Do not create alternative layouts.
- Allow the image to be the hero. Do not place content outside of the petal device.
- When communicating Brewer, Variety and Coffee Quality messages, if an image contains a clearly visible brewer/drink, it is not always necessary to place a brewer/drink product shot within the petal.





L'OR brand world

The golden standard

We use L'OR imagery for the cups and add the L'OR logo to it.

Additionally the L'OR gold particles are integrated into the steam to elevate TASSIMO even further.



Brand world examples



TASSIMO guest brand poster

Jacobs brand world

The magic aroma

The green background colour plays into Jacobs coffee credentials.

Together with the Jacobs cup imagery, the steam and the magic aroma, we incorporate the Jacobs brand where we can.



Brand world examples



TASSIMO guest brand poster

Costa brand world

Barista feeling at home

The background features the texture we use for our petal shape on pack.

The headline plays into the Costa coffee positioning: Barista coffee at home experience.



Brand world examples



TASSIMO guest brand poster



Baileys brand world

Indulgence

Brown-orange background texture plays up Baileys indulgence cues and further adds atmosphere.

We integrate the Baileys logo to the cup visuals.



Brand world examples



TASSIMO guest brand poster



Lifestyle photography messaging

We can define
our images by
3 key messages

- 1 Emotional message**
Press Play
- 2 Functional message**
Brewer Communication
- 3 Product message**
Variety / Coffee Quality

The story of the image should complement the brand message.

These categories are for guidance only. Naturally, there is cross-over within our imagery.

E.g. an image may be a successful choice for brewer communication, but may also communicate an emotional message.

These messages
come to life in
6 key scenarios*

- 1 Family Weekend**
Wake-up!
- 2 Early-risers,**
Weekday
- 3 Celebrating**
Mothers
- 4 Girlfriends**
- 5 Empty**
Nesters
- 6 Festive**
Indulgence

*Beyond our 6 key scenarios, we have two themes within our image library for further use within TASSIMO communication: 'Espresso Moments', and 'There's Always Room For One More'.

Delivered
in 3 formats

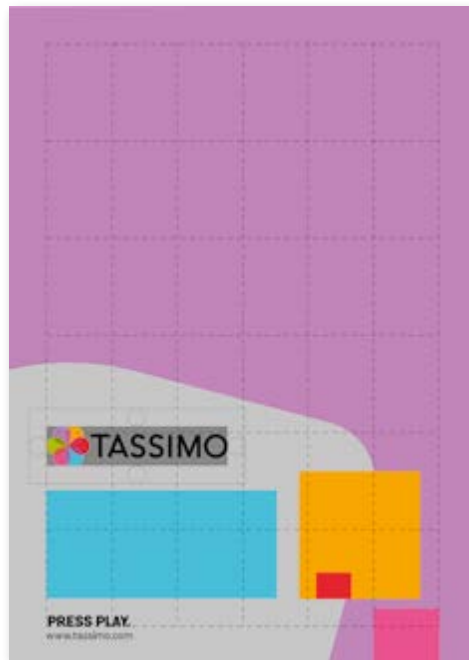
- 1 Hero**
Visuals
- 2 Key**
Visuals
- 3 Web & Social**
Visuals

Structure template 1

Lifestyle photography communication

Each of the elements works together to effectively communicate the message. Shown here are the area allocations for each of the respective elements – follow this guide closely.

- Messaging area
- Space for lifestyle photography
- Space for messaging
- Pack/cup visual area
- Prop/ingredient visual area
- Co-brand / BOSCH logo



Portrait



Landscape

Structure example 1a

Lifestyle photography communication

This is an example of how the elements work together to effectively communicate the message, using lifestyle photography as the key device.



- Use the petal in white when combining copy and lifestyle photos.



Portrait

TASSIMO logo
Is placed **inside** the petal on white, ensuring its legibility.



Horizontal

Structure example 1b

Lifestyle photography communication

This example shows how lifestyle photography communication can be created following the guidelines and using a coloured petal, gradient and alternative logo placement.



- Always use the TASSIMO logo on a neutral background.



Portrait

TASSIMO logo
Is placed **inside** the petal on light area, ensuring its legibility.









Horizontal

Structure template 2

Online banners

Digital assets should be created by closely following the guideline structure shown here. This ensures that all elements work together to effectively communicate the message in the relevant environment.

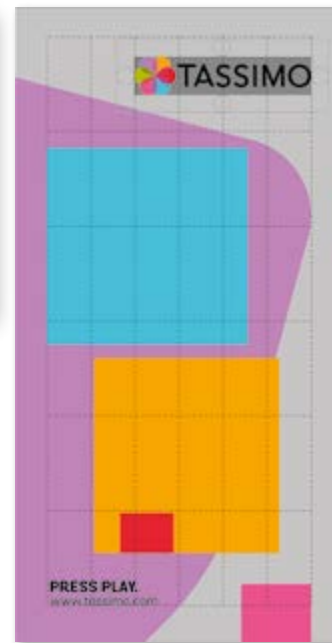
-  Clear space
-  Branding area
-  Space for messaging
-  Pack/cup visual area
-  Prop/ingredient visual area
-  Co-brand / BOSCH logo



Pop Under Ad



Square Pop Up



Half Page Ad



Wide Skyscraper

TASSIMO logo
Is placed **outside** the petal on white, ensuring its legibility.

Structure example 2

Online banners

This is an example of a digital asset created using the structural guidelines. It effectively communicates the message using all the elements at hand.



Pop Under Ad



Square Pop Up



Half Page Ad



Wide Skyscraper

TASSIMO logo
Is placed **outside** the petal on white,
ensuring its legibility.

Structure template 3

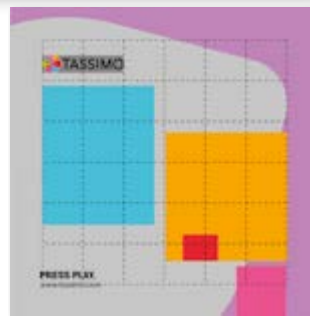
Online banners

Digital assets should be created following these structural guidelines, which ensure that the lifestyle petal works with the other elements to effectively communicate the message.

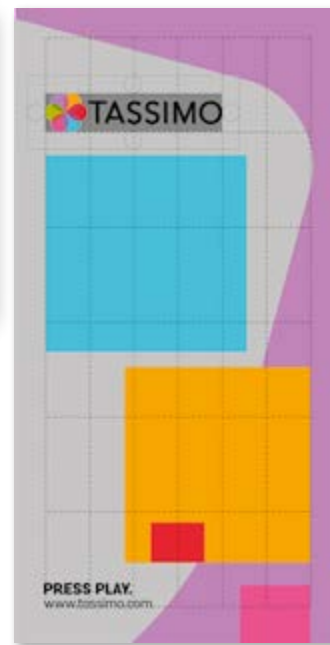
- Space for lifestyle photography
- Branding/clear area
- Space for messaging
- Pack/cup visual area
- Prop/ingredient visual area
- Co-brand / BOSCH logo



Pop Under Ad



Square Pop Up



Half Page Ad



Wide Skyscraper

TASSIMO logo
Is placed **inside** the petal on white, ensuring its legibility.

Structure example 3

Online banners

This is an example of a digital asset created for web and social media, using the lifestyle petal. Guidelines have been followed closely, which allows all the elements to work together.



Pop Under Ad



Square Pop Up



Half Page Ad



Wide Skyscraper

Structure example 4

Online banners

Digital assets should be created following these structural guidelines, which ensure that all the elements work together to effectively communicate the message in the given environment.

- Space for lifestyle photography
- Space for messaging
- Pack/cup visual area
- Prop/ingredient visual area
- Co-brand / BOSCH logo



Banners used on third party website, logo is essential.



Banners used on TASSIMO website, logo is non-essential.

Structure example 4

Online banners

Digital assets should be created following these structural guidelines, which ensure that all the elements work together to effectively communicate the message in the given environment.



Banners used on third party website, logo is essential.









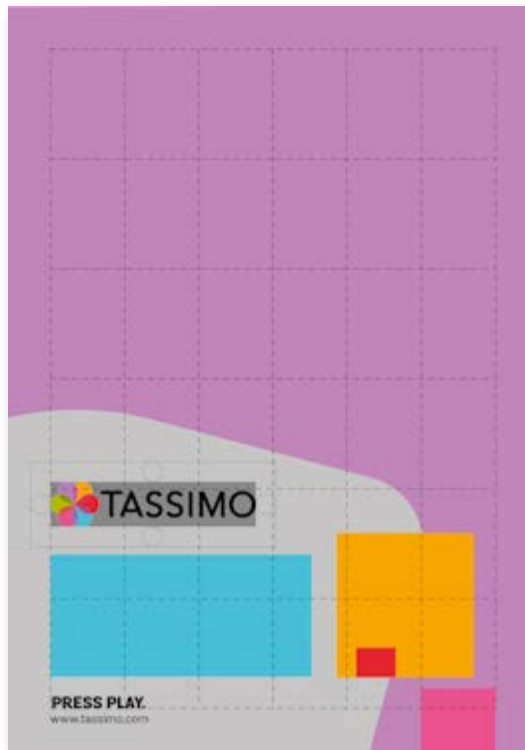
Banners used on TASSIMO website, logo is non-essential.

Structure template 5

Web and social media

Digital assets should be created following the guidelines here. These guidelines ensure that the lifestyle photography works with all elements to effectively communicate the message.

-  Branding/messaging area
-  Space for lifestyle photography
-  Space for messaging
-  Pack/cup visual area
-  Prop/ingredient visual area
-  Co-brand / BOSCH logo



Just copy



Copy with packs



Copy with brewer

Structure example 5

Web and social media

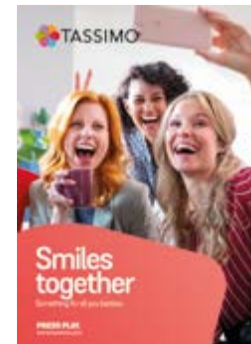
The examples here show how lifestyle photography works with all other elements to effectively communicate the message when the guidelines are followed closely.



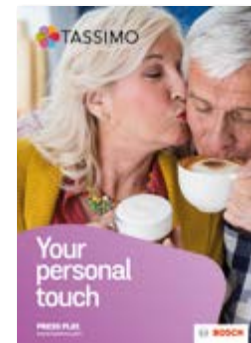
- Always use the TASSIMO logo on a neutral background.



Just copy



Copy with packs



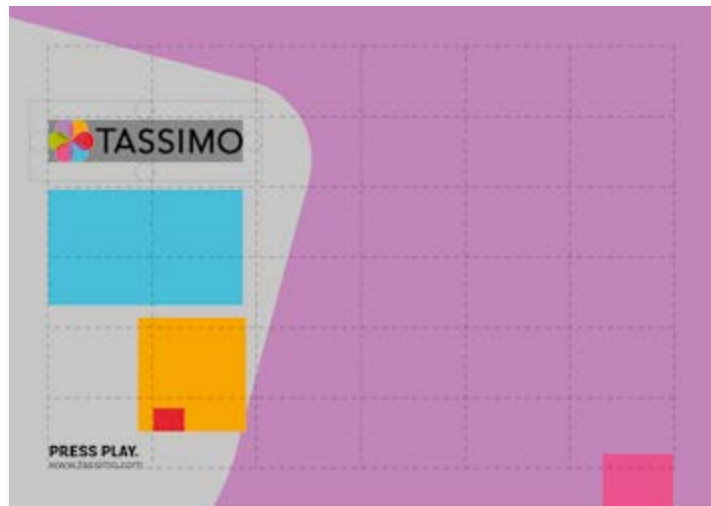
Copy with brewer

Structure template 6

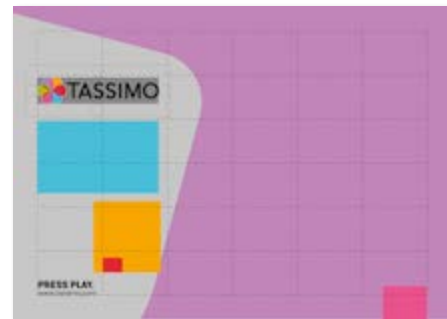
Web and social media

Digital assets should be created following these structural guidelines, which ensure that the lifestyle imagery works with the other elements to effectively communicate the message.

- Branding/messaging area
- Space for lifestyle photography
- Space for messaging
- Pack/cup visual area
- Prop/ingredient visual area
- Co-brand / BOSCH logo



Just copy



Copy with brewer



Copy with packs

Structure example 6

Web and social media

The examples here show how lifestyle photography works with all other elements to effectively communicate the message when the guidelines are followed closely.



Just copy



Copy with brewer



Copy with packs

Structure template 7

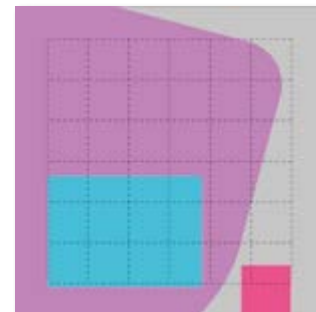
Web and social media

Digital assets should be created following these structural guidelines, which ensure that the lifestyle petal works with the other elements to effectively communicate the message.

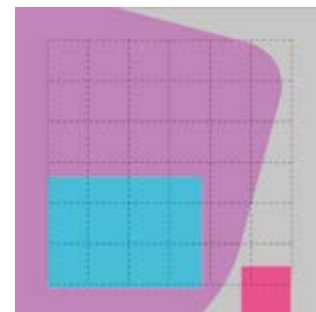
- Clear or lifestyle photography space
- Branding area
- Space for messaging
- Pack/cup visual area
- Prop/ingredient visual area
- Co-brand / BOSCH logo



Pop Under Ad



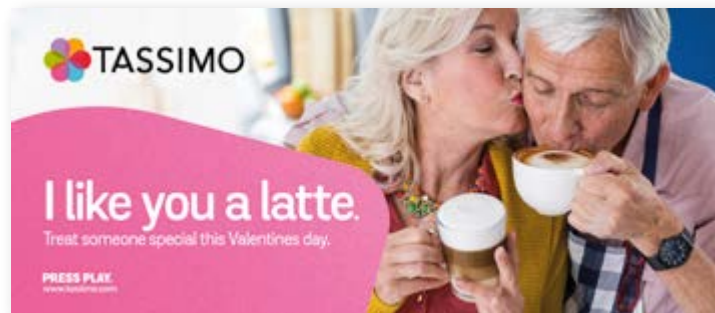
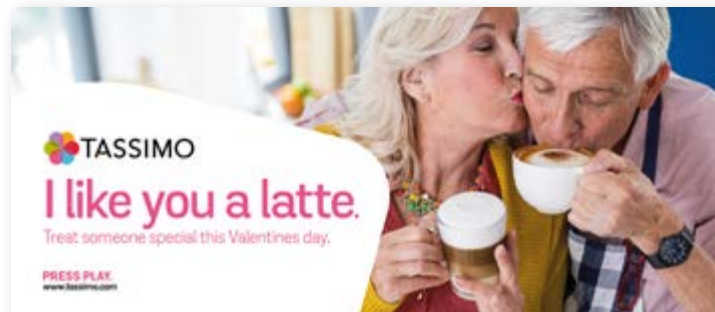
Square Pop Up



Structure example 7

Web and social media

The examples here show how the lifestyle petal works with all other elements to effectively communicate the message when the guidelines are followed closely.



Pop Under Ad



Square Pop Up



Contact

For any enquiries regarding this document or content featured, please contact:

AlexanderSikkink

TASSIMO
Global Brand Director

Alexander.Sikkink@JDEcoffee.com

GörkemTengir

TASSIMO
Global Marketing Specialist
Equity & Innovation

Gorkem.Tengir@JDEcoffee.com

DiogoMachado

TASSIMO
Global Marketing Manager
Portfolio & Appliances

Diogo.Machado@JDEcoffee.com

This book is for guidance only

Some of the content is owned by third parties. This book is for internal use only. Any reproduction or usage externally cannot be done without authorisation of the owners and pre-alignment with the JDE, Global TASSIMO Marketing Team.

Intellectual property

Please note that the contents of this document are for demonstration, comparison & review. Individual images may belong to third parties and may not be reproduced in any way.