

PEARDRAX®



BRAND GUIDELINES

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The left side of the page features a decorative background with several ripe yellow pears and green leaves scattered across a white surface. There are also faint, light purple leaf patterns and small circles scattered throughout the white area.

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01

INTRODUCTION

Hello and welcome to the Peardrax brand guidelines. Here we will provide you with the tools, information and guidance you need to effectively communicate the values and attributes of our brand. For us, consistency is important, so whether you are creating print layouts, digital banners, radio spots, animated ads or anything in between, with an understanding of this brand guideline, the Peardrax experience will always be the same throughout. Please continue reading to know more about the exciting and ever popular Peardrax brand.



02

HISTORY

1890's

Whiteway's, a company known for its cider, creates Peardrax and Cydrax in Whimble, Devon in the United Kingdom.

1960's

Peardrax becomes especially popular among British children during the 1960's and 1970's.

1968

Whiteway's of Whimble becomes part of Allied Breweries.

1988

Whiteway's Peardrax leaves UK shelves in 1988, but becomes a household name in Trinidad and a staple of Caribbean families.

2004

Whiteway's Peardrax becomes "Peardrax" in 2004 and is distributed by Pepsi-Cola Trinidad Bottling Company until 2008.

2017

In December 2017 both Peardrax and Cydrax brands were bought by Caribbean Distribution Partners - a joint venture of Trinidad-based Agostini's Ltd and Barbados-based Goddard Enterprises.

2022

In 2022 Peardrax undergoes an extensive rebranding exercise aimed at modernising the look of the brand.

03

OUR PRODUCTS

With its new design and unmistakable purple branding, Peardrax products are easily recognisable and unforgettably memorable. Perfect for any occasion, our pear flavoured soft drinks are available in 4 distinct sizes and are the embodiment of celebration and satisfaction. We want our audience to always enjoy a consistent visual experience with our products, whether it's in person or through our different marketing materials. We believe in our products so it's important that they're always represented in the most authentic manner possible, with colour coherence being of primary importance.



04

LOGO

An indelible visual icon for our brand, the Peardrax logo personifies the essence of who we are and all that we believe in. Proudly used for more than three decades, representing and reproducing the Peardrax logo accurately is of particular importance to the authenticity and integrity of the brand.

DESIGN

Based on the foundational font of Swiss 751 BT Bold, the Peardrax logo consists of the text “Peardrax”, and is enhanced by a gentle arch and a drop-shadow. Simple yet bold, the synergistic relationship between the text, arch and shadow is distinct and should not be adjusted.



PEARDRAX BRAND GUIDELINES

COLOUR

Appearing in solid white (Pantone White) the logo mark must appear on the approved background colour, purple, whenever it is being reproduced. A further discussion about approved colours can be found further on in this document.

REGISTERED

A necessary part of our logo is the registered trademark symbol. Used whenever our brand icon is included, the symbol is shown on the lower right side just below the “X”.

CLEAR SPACE

To ensure maximum visibility and recognition, adequate clear space around the logo must be given each time it is used. We're proud of our logo and want it to stand out.

EXCEPTIONS

Where ever possible the logo should appear as illustrated above. Only in exceptional cases, where the logo has to appear on a light/white background should it be used without the shadow, in either purple (PMS 7662C) or 100% Black only. On a solid black background, it should appear white with no shadow. In grayscale, it should appear white with a 100% Black shadow.



PLEASE DO NOT:

- Change by adding colours, patterns or effects.
- Change the appearance of the shadow.
- Place the logo over a background colour outside of the approved colours.
- Place the logo over a detailed image or pattern.
- Adjust the logo by distorting, warping or disproportionately scaling.
- Replicate the logo using another font.

EXAMPLES



05

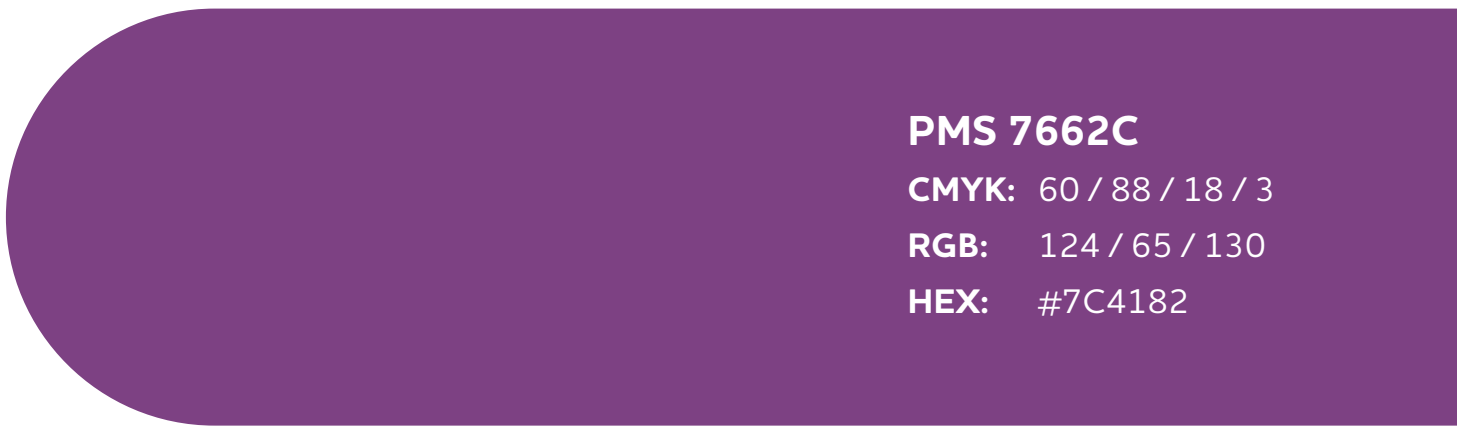
COLOURS

Colours are important to us and the way we relate to our audience. By theming our brand communications with specific colours we strengthen our brand's identity and connect to our target markets more easily. Here are our preferred brand colours that help us to stand out from the crowd.

Considering using the brand's fruit accents?

Stick to purple as the primary colour.

PRIMARY COLOUR



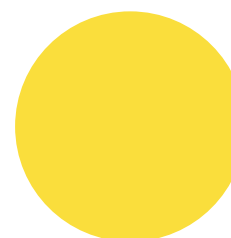
PMS 7662C

CMYK: 60 / 88 / 18 / 3

RGB: 124 / 65 / 130

HEX: #7C4182

SECONDARY PALETTE



PANTONE:

PMS 114C

CMYK:

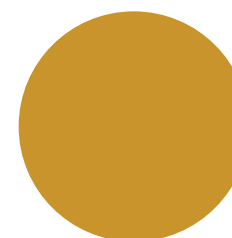
3 / 9 / 86 / 0

RGB:

250 / 221 / 64

HEX:

#FADD40

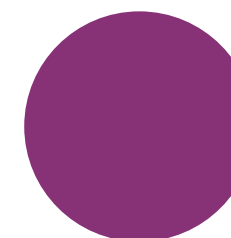


PMS 1245C

22 / 42 / 100 / 2

199 / 147 / 44

#C7932C

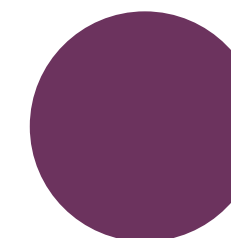


PMS 512C

53 / 94 / 23 / 6

134 / 51 / 118

#863376



PMS 7658C

58 / 90 / 36 / 22

109 / 50 / 94

#6D325E

06

TYPOGRAPHY

As part of our cohesive brand identity, the Peardrax brand utilises a specific set of fonts for all our marketing communications. Reinforcing the clean, stylishly refined characteristic of our brand, the primary typeface for Peardrax is Houschka Pro with Gotham or Arial considered as acceptable replacements.

For headlines or any prominent copy, always ensure that the rounded uppercase "A" variant is used to match the logo.

HOUSCHKA PRO | BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

HOUSCHKA PRO | DEMI BOLD

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

07

SUPPORTING BRAND ELEMENTS

BUBBLES

Bursting into celebration, our brand’s “bubbles” watermark is an optional accent that can be used to enhance any visual with a little extra excitement. Fun and energising, this supplementary element visually reinforces the brand’s effervescent qualities while adding playful depth and character. When using, stick to our main purple as the background colour with the bubble watermark in white or a screen of white. The watermark can be used in part or as a whole, with the bubbles themselves used in groups of three or four, never less.

PEARS

Another element used to create visual interest and strengthen the overall look of a layout, the pear graphic can be used at the discretion of the artist or editor. It is important to note, however, that when this element is used, it should be used against the brand’s primary colour - purple. Feel free to use the pear graphic multiple times to create patterns or creative arrangements. Avoid using the pear as “iconography”, with other food items or other fruits.



08

PERSONALITY

At Peardrax, we want to create a consistent, long lasting emotional connection to our audience. To do this effectively, it is necessary to first understand our identity and the sentiments we embody. The essence of who we are, the Peardrax personality is:

- Fun
- Easy-going
- Charismatic
- Friendly
- Cheerful
- Family-oriented



09

tone of voice

Honest and down to earth, we engage our audience with simple, casual language that inspires a sense of everyday celebration and excitement. We believe in having fun and enjoying life's simple moments and connect with our target market with words that distinctly and easily express this perspective.

OUR VOICE IS ALWAYS...

CHEERFUL

Full of positive energy, we're always excited to share the fun and spread happiness.

OPTIMISTIC

We believe that all moments are worth a celebration and look forward to new experiences.

RESPECTFUL

With an audience that spans all age groups our message is always clean and family friendly.

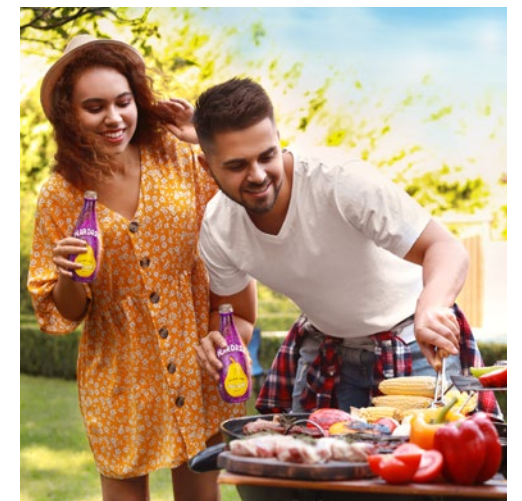


10

IMAGERY

LIFESTYLE

When choosing imagery, it's important to remember that Peardrax is a family-friendly, premium-feeling, celebratory drink that's ready to make every moment that much better. Reflecting this core idea with visuals that connect to the lifestyle, diversity and culture present in the region should always be the primary focus when images are being considered.



PRODUCT CENTRIC

Supporting accessories like glasses should also reflect this refined, sophisticated experience. As such, when depicting the product with glasses, please use a champagne flute or tall glass. Water beading and ice can also be considered to enhance the visual appeal.



11

ADVERTISING MATERIALS

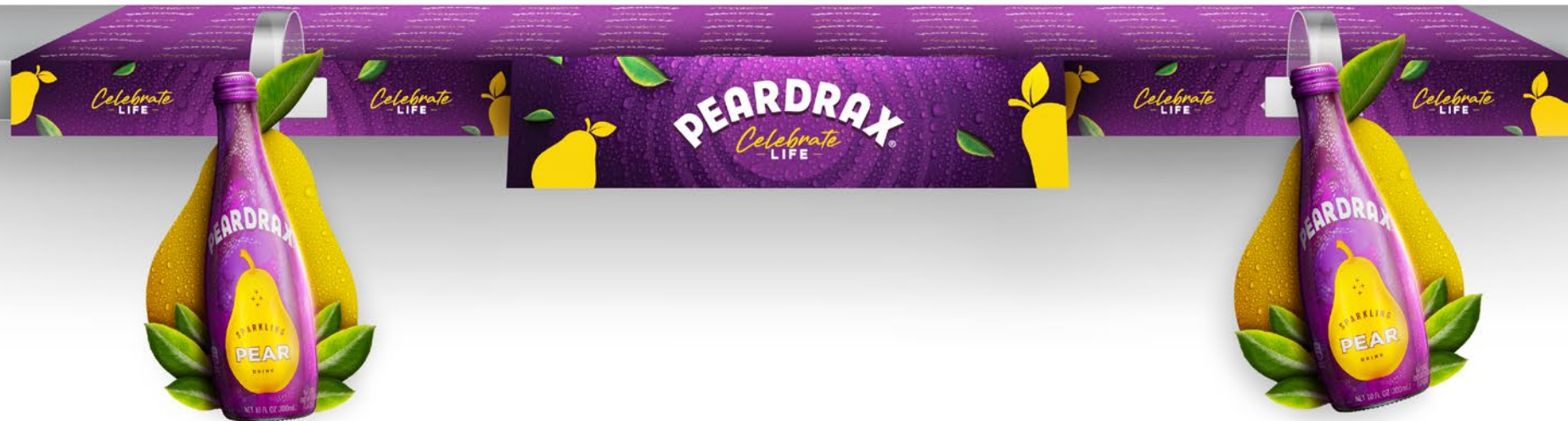
Kindly contact the marketing team at Hand Arnold for artwork or advertising materials.



POINT-OF-PURCHASE
GONDOLA

POINT-OF-PURCHASE

SHELF DISPLAY



POSTERS



BILLBOARDS



HORIZONTAL

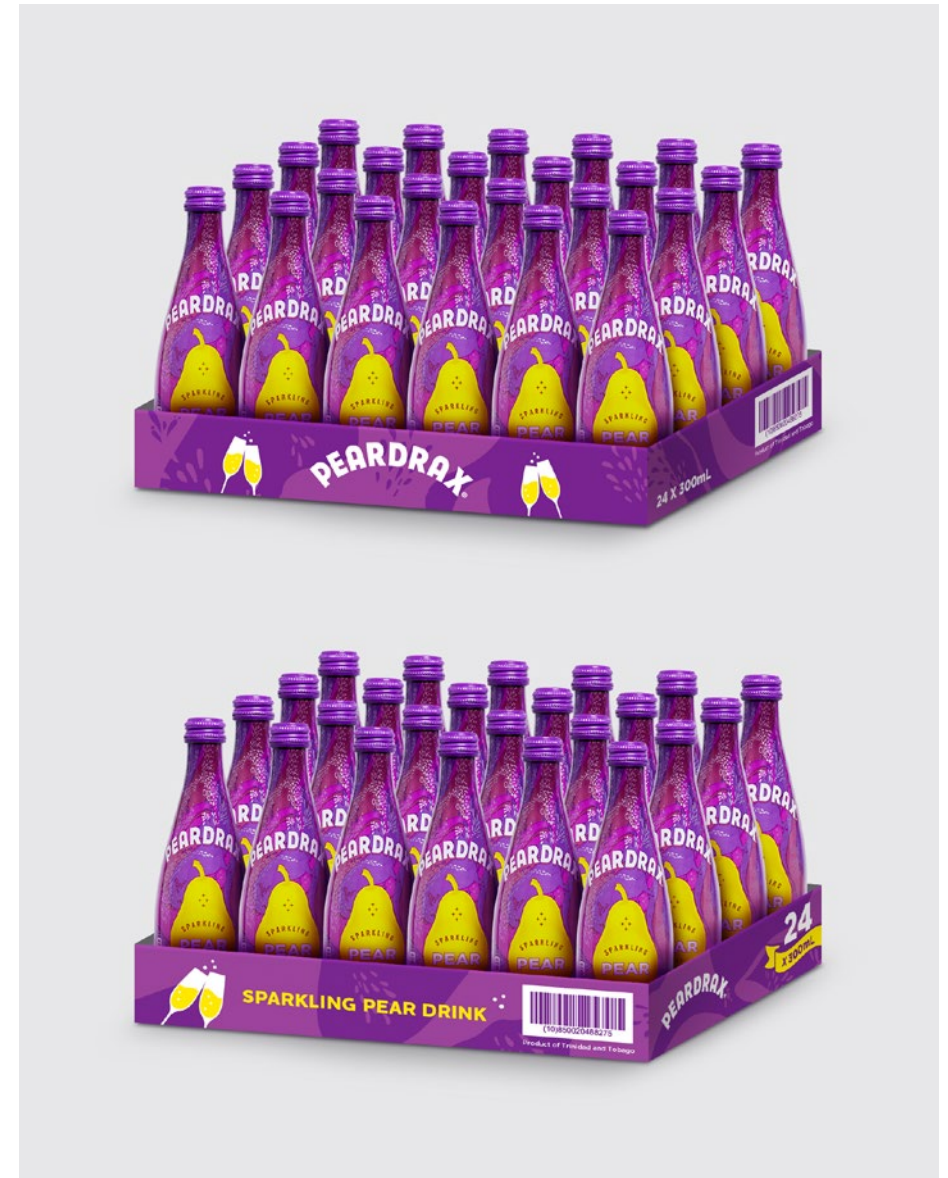


VERTICAL

PACKAGING



GIFT PACK



PRODUCT TRAY

THANK YOU...

for taking the time to learn more about the Peardrax brand. We hope our guidelines were useful and can help you to gain an appreciation for the brand and products that we are so passionate about.

For questions not addressed in these brand guidelines, feel free to reach out to the Marketing Team at Hand Arnold Ltd.

