CREATIVE LEADERSHIP /
BRAND CASE STUDY

KEURIG

# BREWING A BRAND EXPERIENCE, FROM SOCIAL TO DIGITAL

**SOCIAL STRATEGY • CONTENT SYSTEMS • PHOTOGRAPHY**
**DIGITAL DESIGN SYSTEM • E-COMMERCE • INTERNATIONAL**

How a clear content framework, an appetite-driven photography style and a shared design system kept Keurig recognizable — and joyful — across social channels, keurig.com and new markets.

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Sr. Art Director | Keurig



# A FLAVOR
# FOR EVERYONE.



KEURIG

**AGENDA**

1. A Little History
2. Platform Strategy
   - KeurigOS • The User Engagement Cycle
3. Building Blocks
   - Logo & Color • Typography • Calls-to-Action
4. Design & Imagery
5. Consistency Equals Recognition & Awareness
   - Social • keurig.com • Keurig UK
6. Conclusion

THE PLATFORM PROMISE

# KEURIG ENABLES **DISCOVERY**, AND **DEEPENS** EXPERIENCES THROUGH MEANINGFUL INTERACTIONS.

A brand experience that effortlessly recognizes each person's needs, tastes, location and lifestyle — and makes every cup joyful, memorable and valuable.

KEURIG

ONE

# A LITTLE HISTORY

KEURIG

### THE MOMENT

Keurig was evolving from a single-serve brewer into a beverage platform — hundreds of K-Cup flavors, the Keurig 2.0 system (“Brew a Cup. Brew a Carafe.”), office solutions and new international markets. People already loved the convenience; the brand needed to show the joy.

### THE CHALLENGE

Social, keurig.com, retail partners and international teams were each creating content their own way. Without shared rules for photography, type, color and templates, the brand looked different everywhere it appeared — just as more people were meeting it online first.

### THE GOAL

**One look**

Black, yellow and appetite-driven imagery everywhere.

**One system**

Templates and components teams can reuse.

**More joy**

Content that sparks discovery and keeps people brewing.

TWO

# PLATFORM STRATEGY



# KEURIGOS

The digital platform behind keurig.com and future digital properties — a single experience that balances emotional discovery with functional depth, so the brand feels inspiring and works effortlessly.



# FROM FIRST CUP TO BIGGEST FAN.

## 01

### INSPIRE PURCHASE

New to Keurig and comparing brewers. Communicate the functional and emotional benefits — and why switching makes sense.

DISCOVER

## 02

### INCREASE USAGE

Already brewing and curious. Suggest relevant flavors by occasion, filter or story, and make re-ordering simple.

DISCOVER → DEEPEN

## 03

### ENCOURAGE LOYALTY

Actively ordering K-Cups. Recognize behavior and reward reviews, recommendations and purchases with points.

DEEPEN

## 04

### PROMOTE ADVOCACY

Loves the brewer and its flavors. Make sharing fun and rewarding for both the sender and the recipient.

DEEPEN

THREE

# BUILDING BLOCKS

The pieces that come together to set the look and feel of Keurig — modern, sleek and approachable.



# LOGO & COLOR

The brand colors are black and yellow. **Black represents excellence; yellow communicates joy.** White or “steam” — a soft fade from light grey to white — keeps every layout modern, sleek and approachable.

Yellow is only ever an accent: a headline word, a button, a highlight.

KEURIG KEURIG

BRAND PALETTE

**STEAM**
K35 faded to K0

**BLACK**
RGB 0/0/0 · Excellence

**GREY**
RGB 63/63/63

**ACCENT YELLOW**
PMS 130C · Joy

DIGITAL PALETTE — KEURIG.COM

| K-Yellow | K-Black | K-Blue 1 | K-Blue 2 | K-Blue 3 | K-Gray 2 |
|---|---|---|---|---|---|
| #FFAF00 | #1E1E1E | #929AA5 | #C1C6CC | #D8DCE0 | #F2F2F2 |

# TYPOGRAPHY & HIERARCHY

Gotham carried the Keurig 2.0 launch and social; Reader, a neo-grotesque, set the digital platform. Both follow the same three words:

**BOLD.**
Bold and confident. Messages are direct and with intent.

**NEUTRAL.**
Function over style — co-exists with partner brands without clashing.

**CLEAR.**
Believable, compelling and easy to read.

**HEADLINE**
Light, all caps
~200% of body size

SAY HELLO TO **2.0**

**SUBHEAD**
Bold, all caps
100% of body size

**BREW A CUP. BREW A CARAFE.**

**BODY COPY**
Light, sentence case
133% leading

Discover and enjoy over 250 delicious options — there's a flavor and a beverage for every occasion.

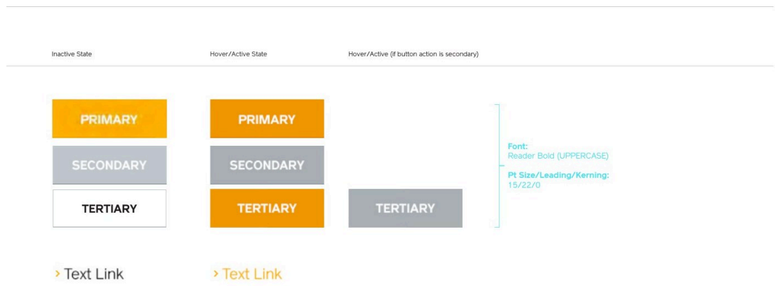
SHOWN IN A GOTHAM-STYLE GEOMETRIC SANS FOR THIS PRESENTATION.

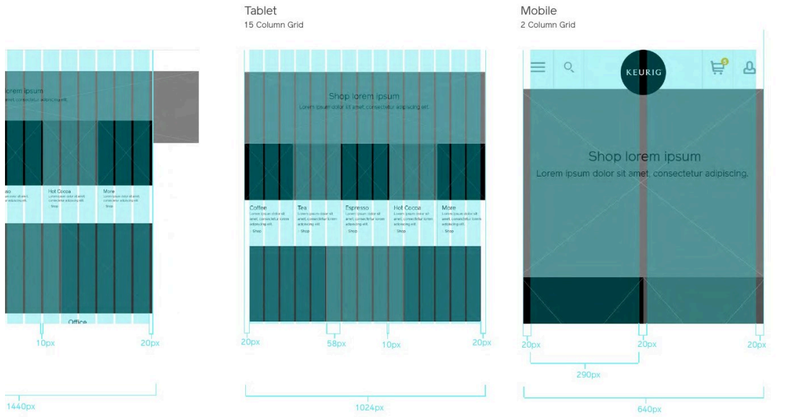
# CALLS-TO-ACTION & GRID

Buttons reflect the hierarchy of action. Anything that leads to a purchase is K-Yellow; informational actions use K-Blue; text links with arrows close long copy. A 15-column grid at desktop and tablet collapses to 2 columns on mobile.

**SHOP** **LEARN MORE** **COMPARE**

**EXPLORE FLAVORS →**



# DESIGN
# & IMAGERY



# THREE WAYS TO TELL THE STORY.



**BREWER**

## Premium. Smart. Desirable.

Clean, uncluttered surfaces and dramatic cropping and light — a brewer you'd proudly show off on your counter.



**APPETITE**

## Delicious. Occasion-based. Sensorial.

Beverages with snacks and fresh fruit, staged around real occasions — trigger all five senses and make the viewer thirsty.



**LIFESTYLE**

## Authentic. Joyful. Dynamic.

Real, relatable moments the viewer feels part of — cropped for energy and focused storytelling.

# THE TABLETOP LIBRARY

An art-directed appetite shoot built for reuse: coffee, tea, iced and specialty beverages styled overhead on wood, slate, marble and linen. Each surface sets a mood and an occasion — from the office to Sunday brunch — giving social, web and retail one consistent, ownable library.

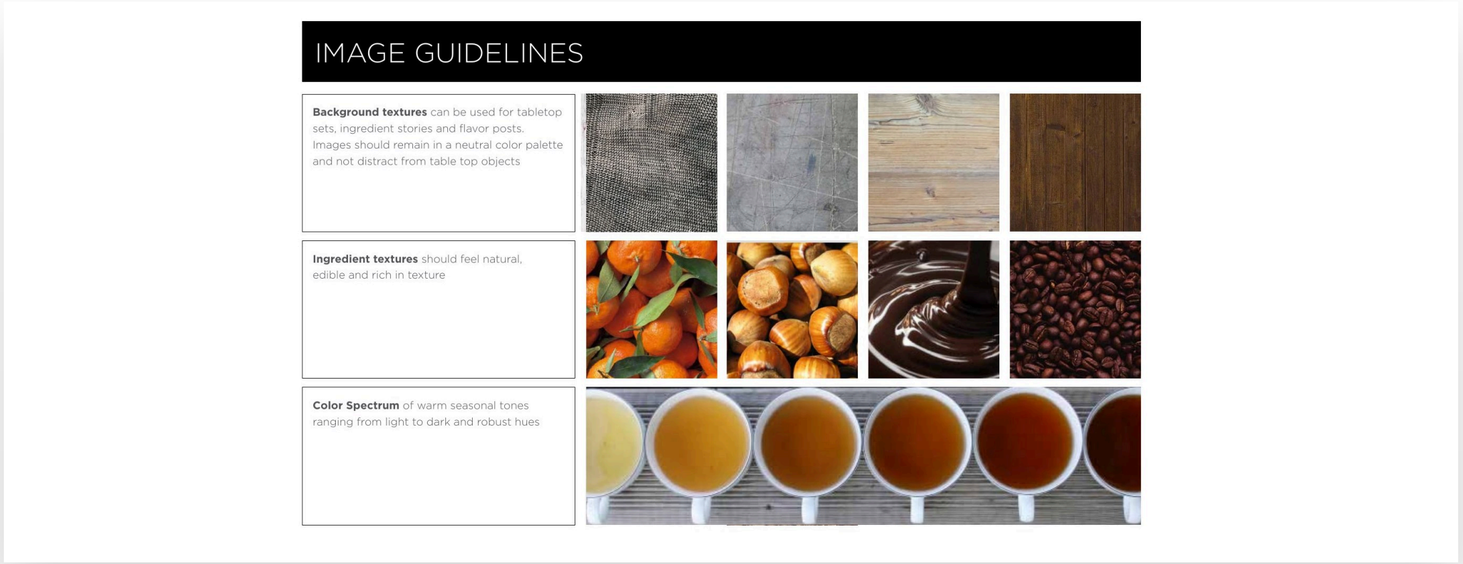
13 HERO SETUPS · OVERHEAD · NATURAL LIGHT



# TEXTURE & BRAND STORIES

Neutral background textures for tabletop sets, natural ingredient textures for flavor stories, and a spectrum of warm seasonal tones from light to robust.

Partner coffee and tea brands keep their own look and heritage, but sit inside one flexible Keurig system — authentic and distinct, yet working in harmony.






# CONSISTENCY EQUALS RECOGNITION & AWARENESS

One look across every feed, page and market — so a Keurig post, product page or office brochure is recognizable at a glance.



# A CONTENT FRAMEWORK

Social guidelines organized every post into four content types — each with its own purpose, rhythm and template — so community managers and agencies could publish quickly without losing the brand.

## A

### BRAND CAMPAIGN

Daily content for brand, products and sales promotions.

ADVERTISING · FLAVOR POSTS · SYSTEM POSTS · PROMOTIONS · CORPORATE NEWS

## B

### CONTENT SERIES

Weekly series created to drive social engagement.

FROM WHERE I SIP · CONVERSATION STARTERS · TABLETOP PORTRAITS

## C

### CULTURAL

Limited-edition artwork for cultural moments, holidays and seasons.

SEASONAL · HOLIDAY · CULTURAL EVENTS

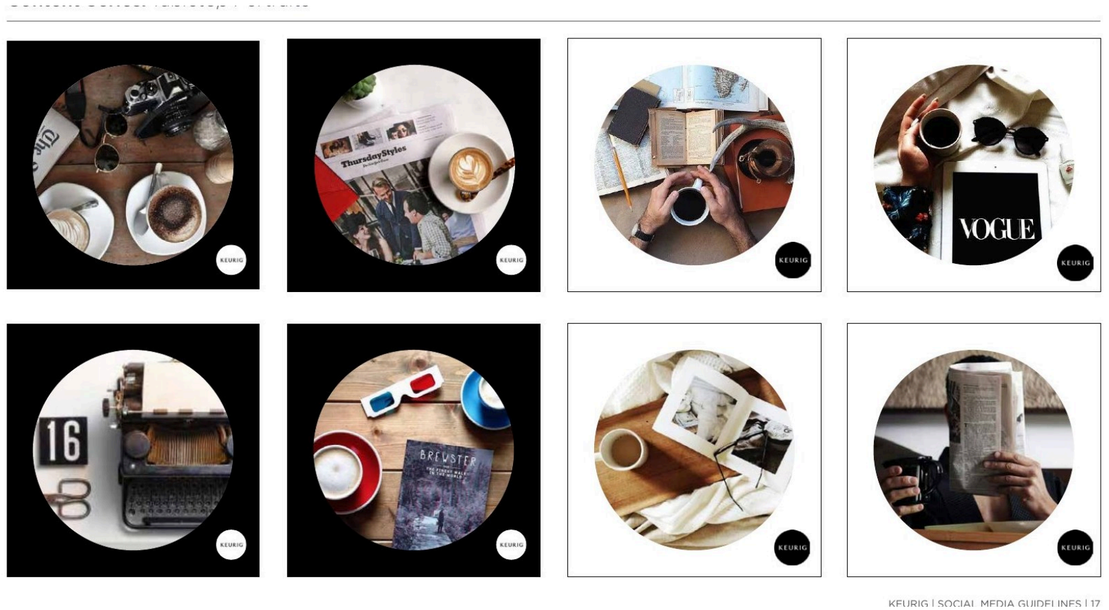
## D

### SOCIAL FEATURES

Curated content that supports the brand message and series.

NEWS & PR · SPONSORSHIPS · PARTNER BRANDS

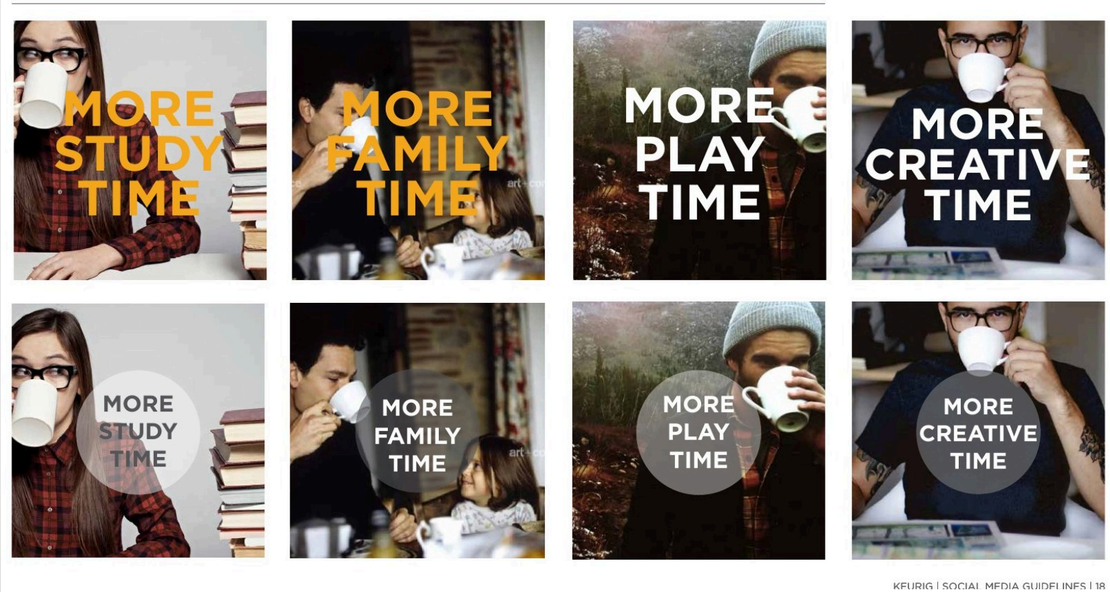
# CONTENT SERIES THAT BUILD A HABIT.






**TABLETOP PORTRAITS**

An overhead, circle-cropped portrait of what's on the table — a recognizable weekly signature.

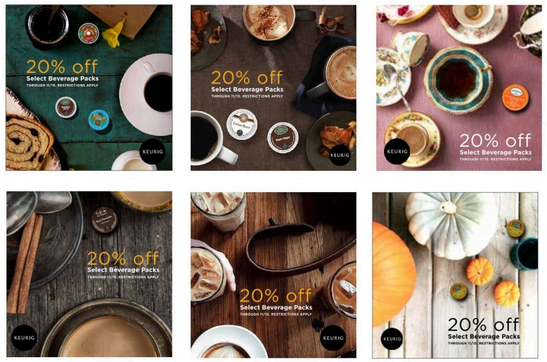





**LIFESTYLE QUOTES**

"More study time. More family time. More play time." Light, all-caps type with yellow accents over warm lifestyle photography.

# PROMOTIONS, FLAVORS & CULTURAL MOMENTS.



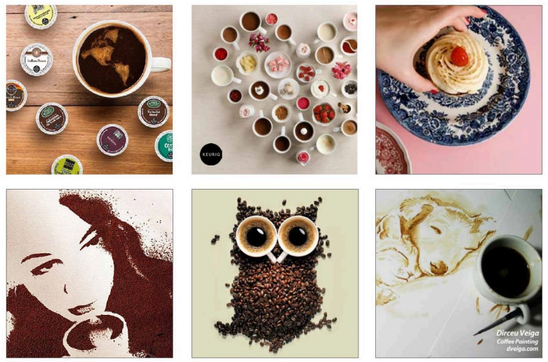

KEURIG | SOCIAL MEDIA GUIDELINES | 19

**PROMOTIONS + E-COMMERCE**
Appetite photography with a simple, consistent offer lockup.




KEURIG | SOCIAL MEDIA GUIDELINES | 20

**FLAVOR POSTS**
K-Cups surrounded by their ingredients — the flavor made visible.




KEURIG | SOCIAL MEDIA GUIDELINES | 21

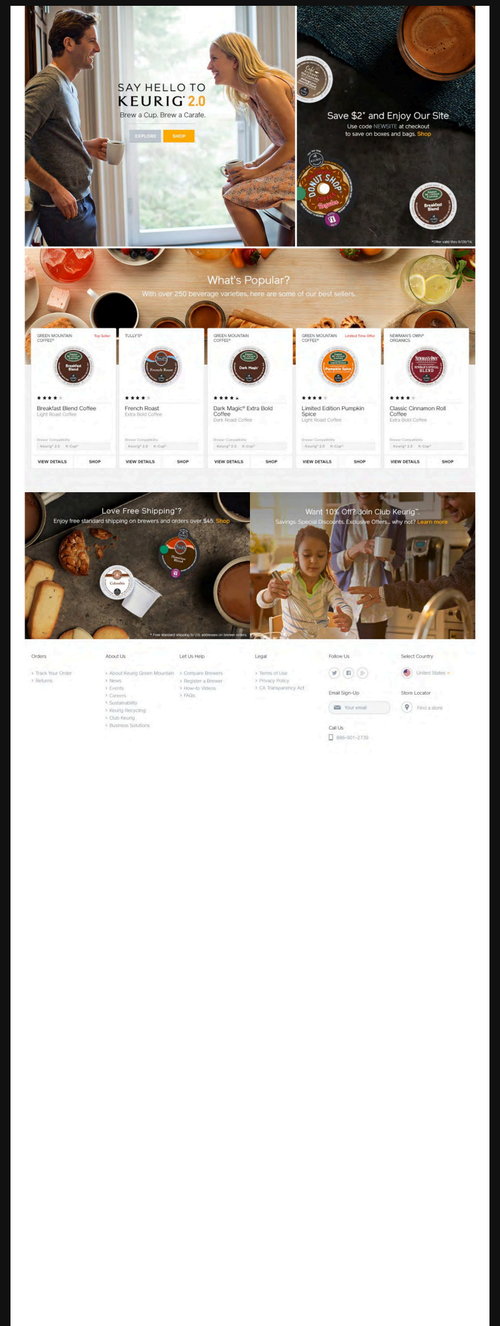
**CULTURAL POSTS**
Playful, limited-edition art made from coffee, cups and K-Cups.

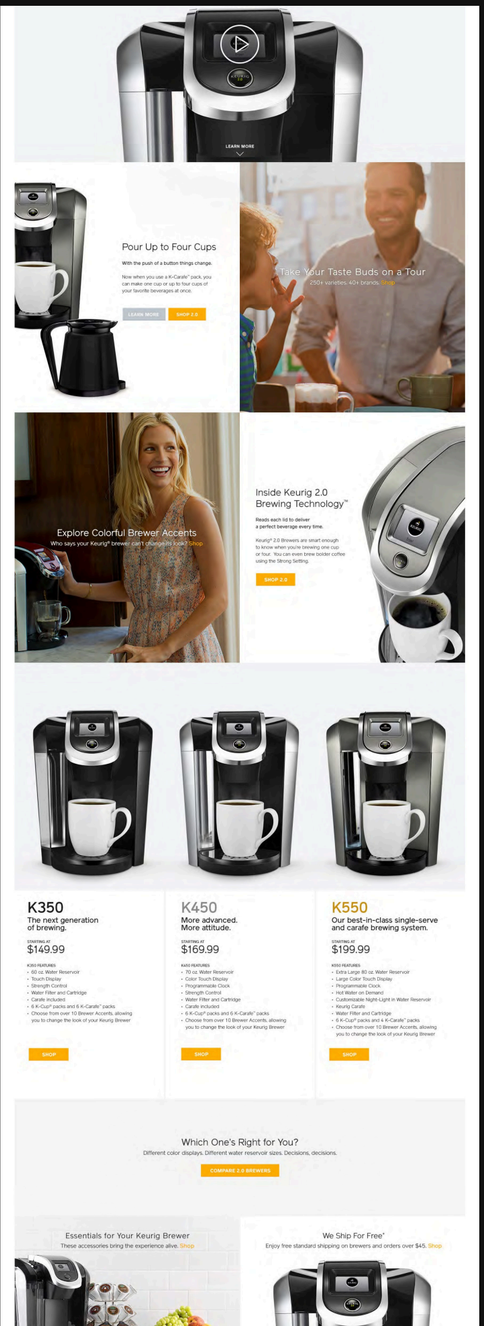
FIVE

KEURIG.COM

# KEURIG.COM & KEURIG 2.0

The design system in market: a homepage that leads with appetite and lifestyle, a Keurig 2.0 landing page (“Say hello to Keurig 2.0. Brew a cup. Brew a carafe.”) and brewer pages built from the same modules — with mobile first-class.

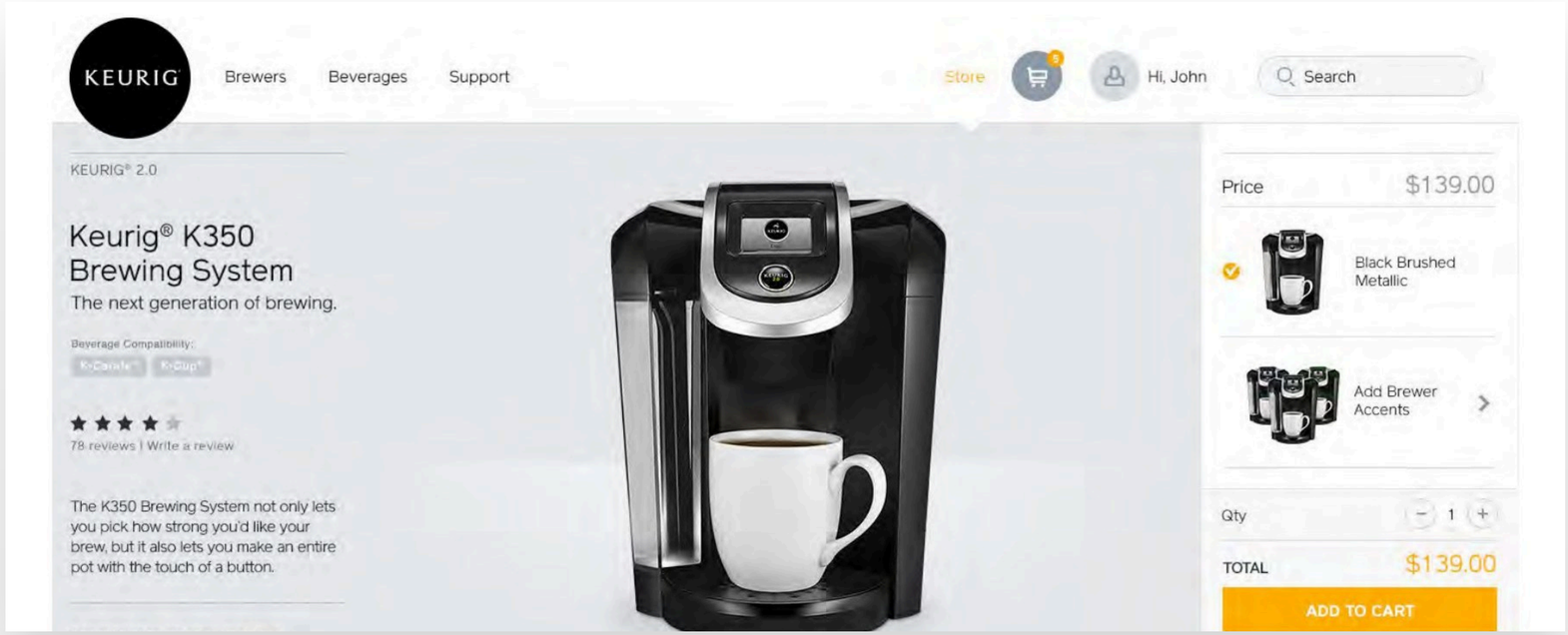


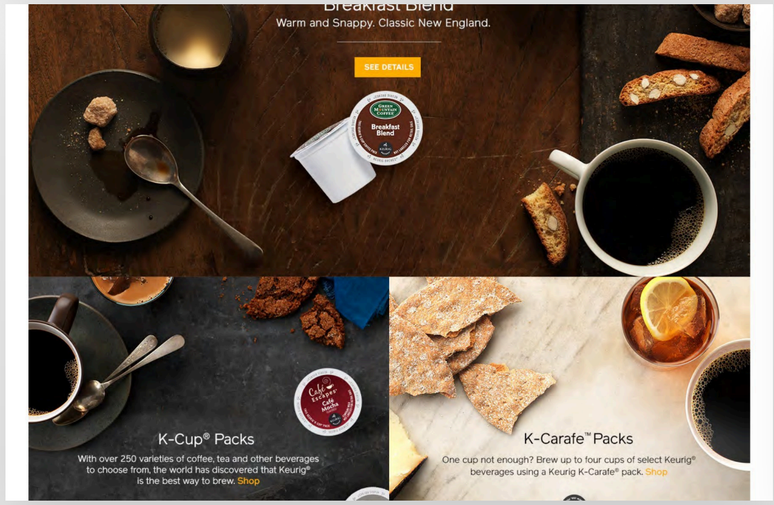



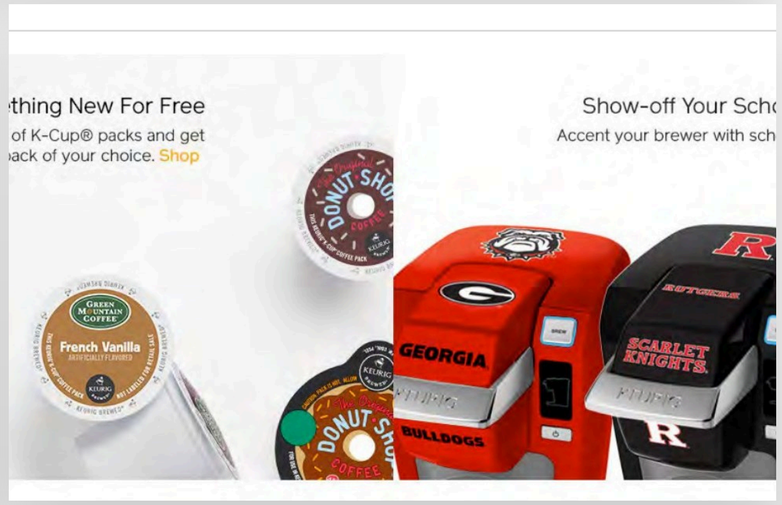



# BUILT TO SHOP.

Beverage and store pages make discovery effortless — filter by brand, roast and occasion — while product pages keep the brewer as hero, with clear yellow purchase actions and reviews close at hand.



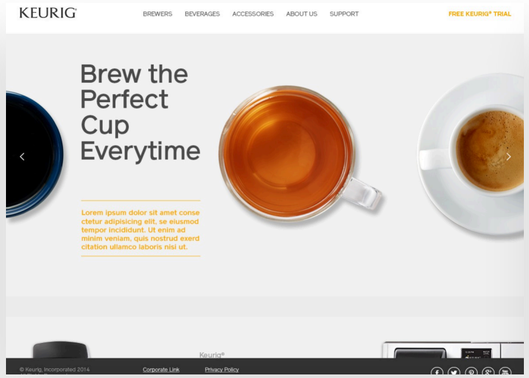



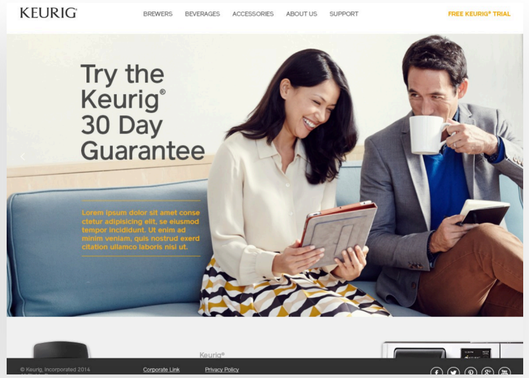



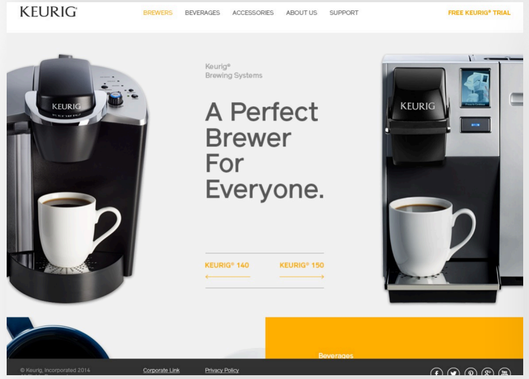
# KEURIG UK

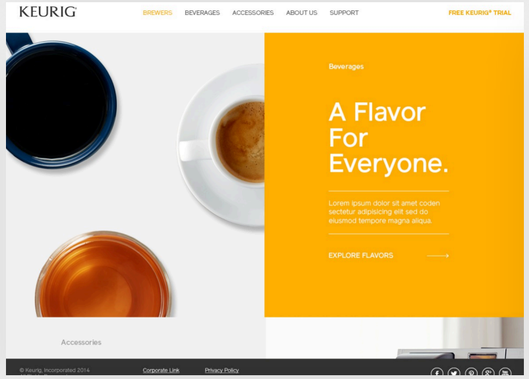
Taking the system to a new market: a light, editorial site with bold headlines, generous white space and yellow accent panels — “A Flavor For Everyone,” “A Perfect Brewer For Everyone,” and a 30-day guarantee to lower the barrier to trying Keurig.

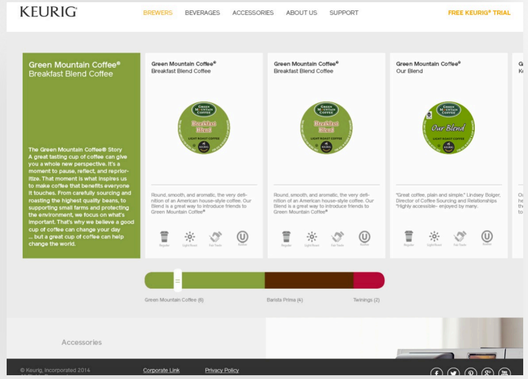


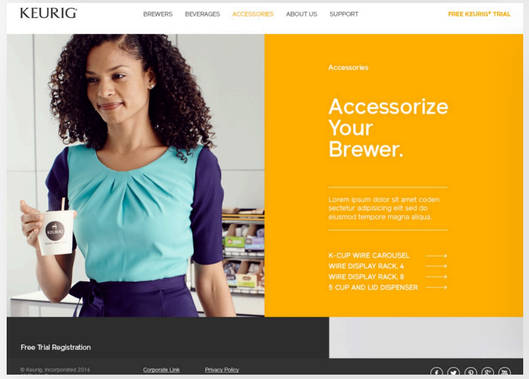



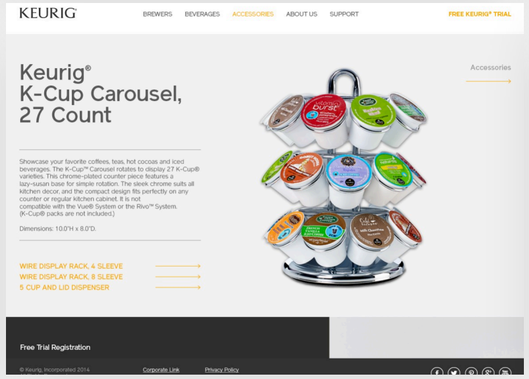



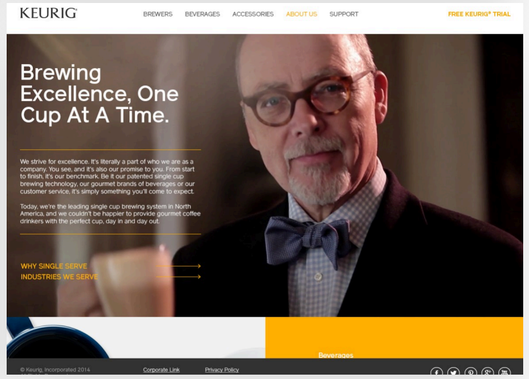



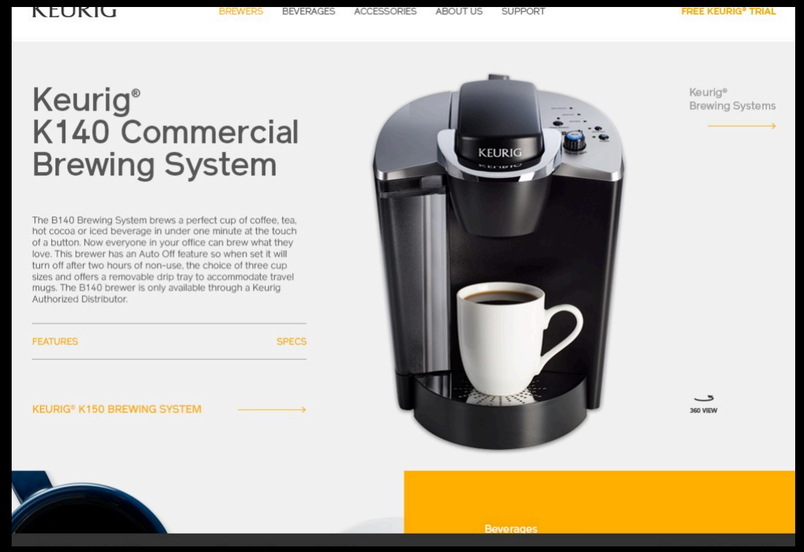



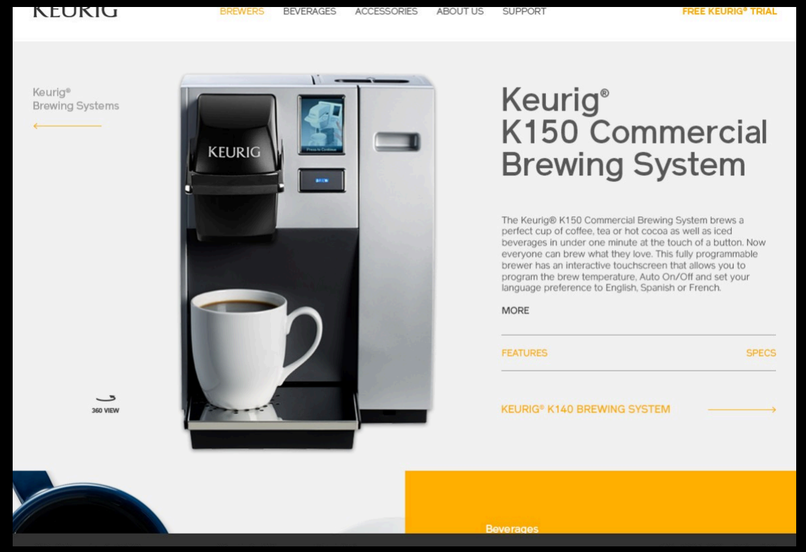



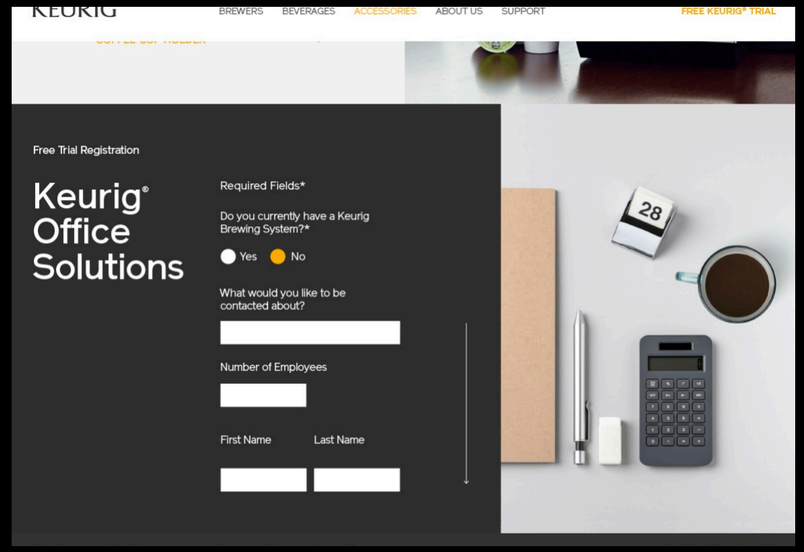



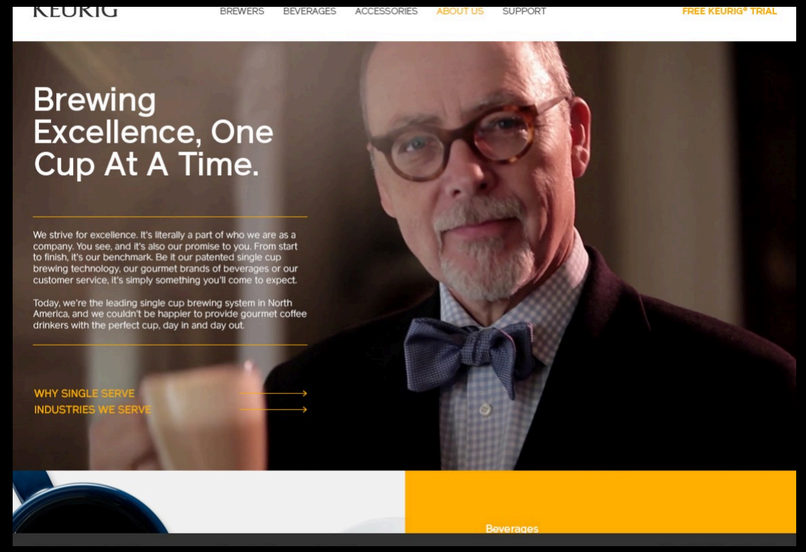
# KEURIG OFFICE

Commercial brewers for the workplace — the K140 and K150 — presented with the same premium brewer photography, with a free-trial registration path for office managers.



# EVERY CUP, EVERY CHANNEL.

With a shared platform strategy, an ownable photography library and clear templates for social and web, Keurig could show up joyful and consistent — whether someone met the brand in a feed, on keurig.com or in a new market.

**01** **A CONTENT FRAMEWORK**

Four content types and reusable social templates.

**02** **AN OWNABLE LOOK**

Black, yellow and appetite-driven tabletop photography.

**03** **A DIGITAL DESIGN SYSTEM**

Color, type, CTAs, grid and templates for keurig.com.

**04** **READY TO TRAVEL**

The same system extended to Keurig UK and office solutions.




# THANK YOU.

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