



STYLE GUIDELINES

version 1.0

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OUR MANIFESTO.

There are people who like coffee.

People who love coffee.

And then those whose relationship with rich, creamy, bold and robust beverages is simply beyond imagination.

Only Nescafé Dolce Gusto uses authentic Italian espresso technology and milk frothing functionality to create everything from creamy layered lattes to bold black coffees. No fuss. No mess. Just cup after cup of sheer indescribable bliss. If you loved coffee before, you'll **Amore Nescafé Dolce Gusto.**



brewed the ITALIAN way

OUR STORY. Like all great Italian love stories, the tale of how Nescafé Dolce Gusto came to be has passion, a hint of heartache and, of course, a very happy ending.

Our story begins in Milan at the turn of the 20th Century. Espresso making was just recently born. A man by the name of Luigi Bezzera had aspirations of boosting this infantile technology to greatness. So he developed the first pressure-based system, using steam pressure to force water through finely ground coffee. Perfecto?! Well, not quite. Bezzera's plan had one fatal flaw. The hot steam was overcooking the fragile grounds. Yuck, nothing

breaks more hearts (or tastebuds) than burnt coffee.

A few years later our true hero arose, Achille Gaggia. He developed a spring-powered machine that catapulted water through the grounds without the risk of overheating. Brilliant! Mr. Gaggia's new and improved system became the base on which today's Nescafé Dolce Gusto machine is based. And for that, to Mr. Gaggia we say, "Grazie!"

It's true; the Italian's espresso brewing technology enabled us to create our revolutionary single serve system. But it's their passion for the boldest, richest, most decadent espresso drinks that truly inspires us. To the Italian

espresso community quality, purity and authenticity is supreme. And if that makes them sound like a fussy bunch, it's because they are. And so are we. At Nescafé Dolce Gusto, we hold ourselves to these true Italian espresso standards. From sourcing the finest 100% Arabica beans, to brewing with a full 15 bars of pressure to ensure every bit of flavor and aroma finds its way to your lips. So whether you're sipping a creamy layered latte, a bold black coffee or a simple, robust espresso you can understand what true love tastes like.

LEARN TO

SPEAK NDG

OUR VOICE:

Just because we're a seriously good coffee system, doesn't mean we have to take a serious or stuffy tone. In fact, our communications should always have a consumer-friendly voice with a distinct wit and playfulness.



OUR PERSONALITY:

Nescafé Dolce Gusto likes to fancy itself a sexy, sophisticated and stylish Italian with impeccable taste. But that's just at first glance. Once you get to know us, our charm and unmistakable wit makes us an instant friend. We're always down-to-earth and approachable, never hoity or sarcastic.

SHORTER-FORM COPY
(A.K.A. YOUR CHANCE
TO SPEAK *ITALISH*):

Below are examples of shorter-form copy created for use as headlines, banner ads and out-of-home. You'll notice that these lines are not written in English, or any recognizable language, for that matter. That's because Nescafé Dolce Gusto has created *Italish*—a playful combination of English and Italian used to illustrate and punctuate the near indescribable blissfulness of our coffee.

Italish is only used when describing an irresistible flavor, emotion/reaction or an exciting piece of news.

AMERICANO STALLIANO

FLAVOR
HEADLINE

Showcases the
Americano beverage

ADDITIONAL HEADLINES:
TALL, DARK AND LUNGO
Showcases the Lungo beverage

HUNKO HUNKO BURNING LUNGO
Showcases the Lungo beverage

DROOLISIMO

EMOTION/
REACTION
HEADLINE

Reaction to beverage

ADDITIONAL HEADLINES:
POSITIVO BLISSIMO
Reaction to beverage

NEWS
HEADLINE

IT TAKES TWO TO MACCHIATO

Describes two pod system

LONGER-FORM COPY:

Here are a few samples of longer-form copy broken up into different NDG proof points. As you will see, even when discussing heftier topics, like our innovative technologies, machine functionalities, and high-quality coffees it's important to maintain our consumer friendliness and levity.

Please try to avoid Italish in this format. In some instances, burying Italish in long blocks of copy could be funny, but more often than not it's just disrespectful.

Instead, try using universally recognized Italian words for punctuation and wit. Feel free to sprinkle the following Italian words where you see fit:

AMORE | LOVE
PERFECTO | PERFECT
GRAZIE | THANKS
CIAO | GOODBYE
BELLISSIMO | BEAUTIFUL, TERRIFIC

ITALIAN ESPRESSO BREWING TECHNOLOGY

Within the Italian espresso community, it's believed that the only way to brew an aromatic, full-bodied espresso is by force. Take very, very hot water and push it as hard as you can through the espresso GROUNDS at a minimum of 9-10 bars of pressure. The higher the pressure, the fuller the flavor, which is why Nescafé Dolce Gusto was designed to use a full 15 bars of pressure, like many coffeehouse-grade machines. This higher level of pressure is what enables us to deliver a more robust aroma, fuller flavor and creamier crema in every cup.

OUR ITALIAN ORIGINS:

Espresso brewing was born, raised and perfected in Italy AT the beginning of the 1900s. Espresso pioneer Luigi Bezzera developed the first pressure-based system, using steam pressure to force water through finely ground roasted coffee. The only issue with Bezzera's system was that the hot steam was overcooking the fragile grounds. Yuck, no one likes burnt coffee. So a few years later, Achille Gaggia developed a spring-powered machine that catapulted the water through the grounds without risk of overheating. Mr. Gaggia's improved system became the base on which Nescafé Dolce Gusto and most modern espresso machines are modeled.

To Mr. Bezzera, Mr. Gaggia and the Italian espresso community we say, "Grazie!"

THE NESCAFÉ DOLCE GUSTO SINGLE-SERVE COFFEE MACHINE

The Nescafé Dolce Gusto system uses Italian espresso brewing technology and milk-frothing functionality to create everything from creamy layered lattes to bold black coffees. Unlike other single-serve systems, Nescafé Dolce Gusto brews with a full 15 bars of pressure to ensure that the full flavor and aroma are extracted from every capsule of 100% Arabica beans.

VISUAL ASSETS

OUR STYLE:

We like to think of our style as classic Italian chic, juxtaposing the modern attributes of our machines and drinks with post-modern Italian poster design.

We're Italian. So naturally, the look of all of our communications is of the utmost importance. In this section you will find guidelines and lockups for all communications from digital to out-of-home, television to in-store displays.



BREWED THE ITALIAN WAY

DO:

BTIW tagline for print/tv execution

HORIZONTAL

brewed the **ITALIAN** way

NDG LOGO and BTIW LOCKUP
for point of sale materials (always brown)



NDG LOGO and BTIW LOCKUP
for point of sale materials (always brown)



DON'T:

rearrange the lockup

brewed the
ITALIAN way

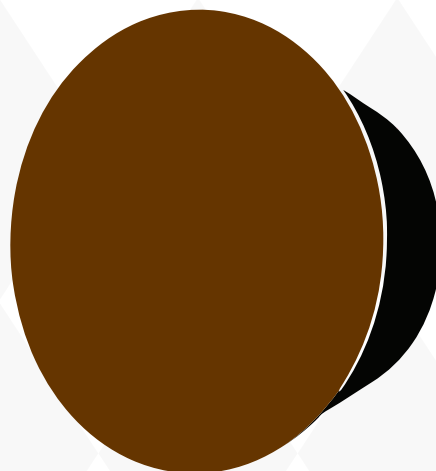
rearrange the lockup or use for than 1 color

brewed the
ITALIAN
way

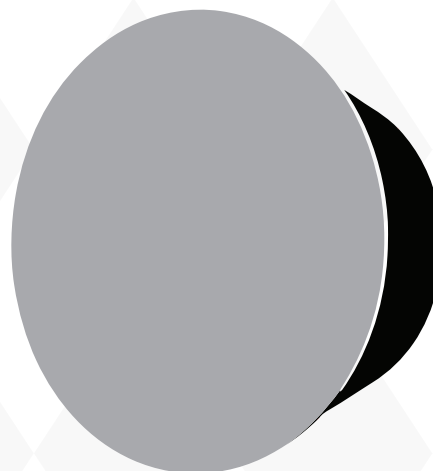
brewed
the
ITALIAN
way

COLOR PALETTE

CORPORATE COLORS

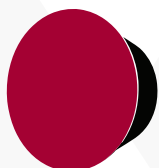


BROWN
pantone 1545 C



ESPRESSO
pantone 877 C

PRODUCT COLORS



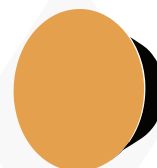
ESPRESSO
pantone 1955 C



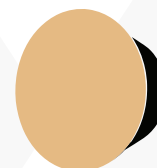
**ESPRESSO
RISTRETTO**
pantone 5195 C



CAFFE LUNGO
pantone 718 C



CAFFE LUNGO MILD
pantone 722 C



CORTADO
pantone 728 C



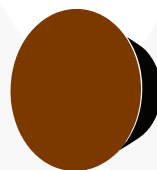
AROMA
pantone 100 C



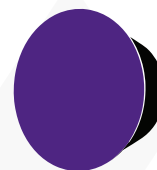
CAPPUCCINO
pantone 612 C



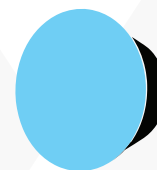
LATTE MACCHIATO
pantone 143 C



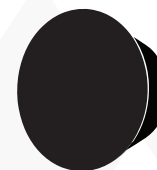
CHOCOCINO
pantone 175 C



MOCHA
pantone 268 C



CAPPUCCINO ICE
pantone 297 C



ESPRESSO INTENSO
process black

SIGNATURE PATTERN

Use of background pattern in communications

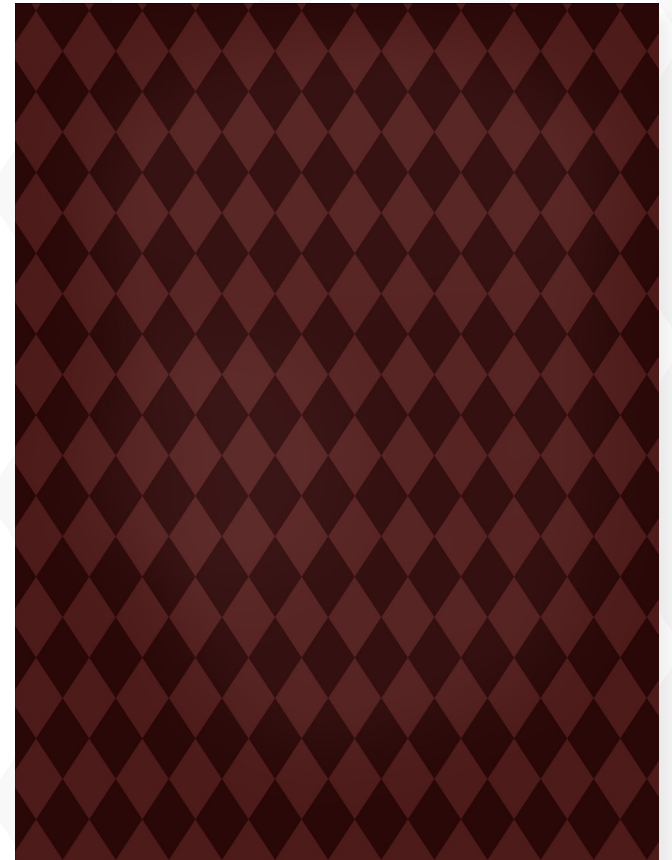
LORE NULLA

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qui facit eorum claritatem.



ETSA DULS



TYPOGRAPHY

**POSTER BODONI COMPRESSED
FOR HEADLINES AND SUB-HEADS**

POSTER BODONI COMPRESSED

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

POSTER BODONI COMPRESSED

Volut et, qui torrumquas volorro con repro ditatias aut id ut aut pro iur? Exerchita dipitiae sequi as ipsandam que ommo mil illa volupta tusaeratios alias nimpost quis di doloris esequostibea verum incimus es et magniate dolum quuntorum que nonsent, quo is sequi omnim aliquatis dolupta experia

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TYPOGRAPHY

**FORZA FOR SUB-HEADS &
BODY/INSTRUCTIONAL COPY**

Forza Black

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Forza Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Forza Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Forza Light

abcdefghijklmnopqrstuvwxyz
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**FORZA
MEDIUM
FORZA
BLACK**

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MACHINES WITH BEVERAGES

GENIO

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CIRCULO

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BEVERAGES

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PODS

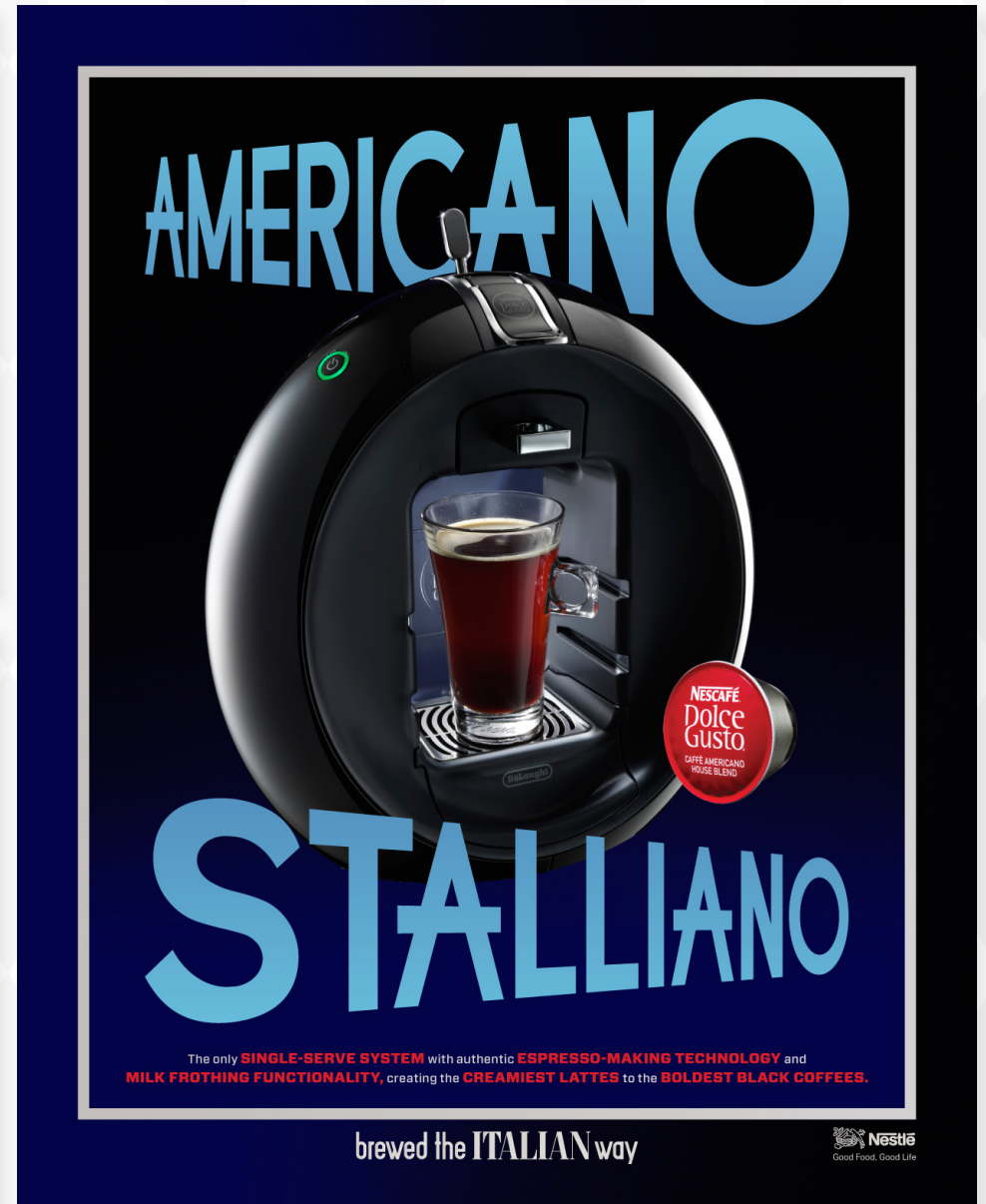
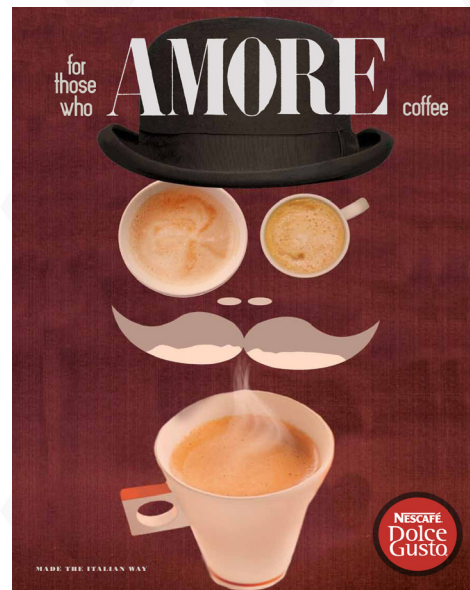
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PRINT

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aut pro iur? Exerchita dipitiae
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esequostibea verum incimus es
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labo. Nam qui se renis aut
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sed quis explauda vellat.



TV TREATMENTS

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Ut faccusda voluptaerro excepudi dolor maxim idenectiunt, sitatur alis doluptibus, evelenis a pelicium fuga. Et fugit velique simolorerum quunt pe sunt volupta nostrum quam alitent, cor ad ea pe voluptatur suntemp editaspisqui nobit labo. Nam qui se renis aut volupta tioratur, evenihicium sed quis explauda vellat.

OOH - CHEF CENTRAL

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NESCAFÉ Dolce Gusto

- COFFEEHOUSE DRINKS DAILY**
Bold black coffee, layered lattes & more
- HIGHEST QUALITY**
Espresso-making & milk frothing technology
- EASY TO USE**
Pop in your favorite capsule and enjoy

brewed the **ITALIAN** way




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Bold black coffee, layered lattes & more
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OOH - CHEF CENTRAL

Volut et, qui torrumquas volorro con repro
ditatiatias aut id ut aut pro iur? Exerchita
dipitiae sequi as ipsandam que ommo mil
illa volupta tusaeratis alias nimpot quis
di doloris esequostibea verum incimus
es et magniate dolum quuntorum que
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Ut faccusda voluptaerro excepudi dolor
maxim idene, sitatur alis doluptibus,
evelcium fuga.



From **CREAMY
LAYERED LATTES**
to **BOLD BLACK
COFFEES**

Nescafé Dolce Gusto brewed the **ITALIAN** way

The image shows a sleek, silver Nescafé Dolce Gusto coffee machine dispensing a layered latte into a glass cup. To the right, several colorful coffee capsules are displayed, each labeled with its flavor: Espresso (purple), Caffè Lungo (red), Cappuccino (green), Choccolato (brown), Latte Macchiato (yellow), and Caffè Classico (pink). The background features a subtle diamond pattern.



From **CREAMY
LAYERED LATTES**
to **BOLD BLACK
COFFEES**

Nescafé Dolce Gusto brewed the **ITALIAN** way

This panel is a close-up of the coffee capsules from the previous panel, arranged in a similar cluster. The capsules are labeled: Espresso (purple), Caffè Lungo (red), Cappuccino (green), Choccolato (brown), Latte Macchiato (yellow), and Caffè Classico (pink). The background has the same diamond pattern.

WELCOME BROCHURE

Volut et, qui torrumquas volorro con repro ditatias aut id ut aut pro iur?
Exerchita dipitia sequi as ipsandam que ommo mil illa volupta tusaeratio
alias nimpot quis di doloris esequostibea verum incimus es et magniate dolum
quuntorum que nonsent, quo is sequi omnim aliquatis.

WELCOME TO THE WORLD OF **NESCAFÉ DOLCE GUSTO**

brewed the
ITALIAN
way

**NESCAFÉ
Dolce
Gusto**




There are people who like coffee.

People who love coffee.

And then those whose relationship with rich, creamy, bold and robust beverages is simply beyond imagination. Only Nescafé Dolce Gusto uses authentic Italian espresso technology and milk frothing functionality to create everything from creamy layered lattes to bold black coffees. No fuss. No mess. Just cup after cup of sheer indescribable bliss. If you loved coffee before, you'll Amore Nescafé Dolce Gusto.



By registering
you'll find even more
to love with Nescafé®
Dolce Gusto

A free box of capsules is yours upon registering!
Go to www.dolce-gusto.us and register with the code provided below

MY REGISTRATION CODE IS:

With this code please return to the nearest Nescafé Dolce Gusto store or visit www.dolce-gusto.us to get your free box of capsules.

Find your favorite flavors!

Online: www.dolcegustostore.com

In Stores: Search for locations near you from our store locator online.

On Facebook: www.facebook.com/nescadolgustous

Sweet rewards with
points for each cup



REDEEM POINTS
Each carton of code pellets per-
mum qui tecerid eum aliquos
www.dolce-gusto.us to
get and use your points.

REAP REWARDS

With the points you collect, eliate
peru www.dolce-gusto.us to
get points. You could report qui
ventia volorep taetam intis sae
voluptas rerepra epellut qui of-
ficimo quam ut endusandis dolor
mi, tendae.



REFER A FRIEND

When you refer friends aliquos visi

www.dolcegustostore.com. To get points, int ex ent aceanruptatur sam,
recto excaete t es nectur, atae www.dolce-gusto.us for details.

Specialty drinks made
easy for you

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uiduntusandi ommo mos sunt.



**HOUSE BLEND/
CAFFÈ AMERICANO**
Each carton of code pellets per-
mum qui tecerid eum aliquos



**DARK ROAST/
CAFFÈ GRANDE INTENSO**
Each carton of code pellets per-
mum qui tecerid eum aliquos



CAFFÈ LUNGO
Each carton of code pellets per-
mum qui tecerid eum aliquos



ESPRESSO
Each carton of code pellets per-
mum qui tecerid eum aliquos



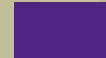
LATTE MACCHIATO
Each carton of code pellets per-
mum qui tecerid eum aliquos



FLAVORED LATTE MACCHIATO
Caramel Latte Macchiato,
Vanilla Latte Macchiato
Each carton of code pellets per-
mum qui tecerid eum aliquos



CAPPUCCINO
Each carton of code pellets per-
mum qui tecerid eum aliquos



MOCHA
Each carton of code pellets per-
mum qui tecerid eum aliquos



POS - DANGLER

Volut et, qui torrumquas volorro con repro
ditatias aut id ut aut pro iur? Exerchita
dipitiae sequi as ipsandam que ommo mil
illa volupta tusaeratio alias nimpot quis
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POS - DEMO SIGNS

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From **CREAMY
LAYERED LATTES**
to **BOLD BLACK
COFFEES**

brewed the
ITALIAN
way



From **CREAMY
LAYERED LATTES**
to **BOLD BLACK
COFFEES**



brewed the **ITALIAN** way

POS - SHELF DANGLER

Volut et, qui torrumquas volorro con repro
ditatias aut id ut aut pro iur? Exerchita
dipitiae sequi as ipsandam que ommo mil
illa volupta tusaeratis alias nimpot quis
di doloris esequostibea verum incimus
es et magniate dolum quuntorum que
nonsent, quo is sequi omnim aliquatis
Ut faccusda voluptaerro exceputi dolor
maxim idene, sitatur alis doluptibus,
evelcium fuga.

Find **MACHINES**
in the **COFFEE AISLE**



**COFFEEHOUSE
DRINKS DAILY**
Bold black coffee,
layered lattes & more

HIGHEST QUALITY
Espresso-making & milk
frothing technology

EASY TO USE
Pop in your favorite
capsule and enjoy

NESCAFÉ
Dolce
Gusto
**brewed the
ITALIAN
way**

Find **CAPSULES**
in the **COFFEE AISLE**



**COFFEEHOUSE
DRINKS DAILY**
Bold black coffee,
layered lattes & more

HIGHEST QUALITY
Espresso-making & milk
frothing technology

EASY TO USE
Pop in your favorite
capsule and enjoy

NESCAFÉ
Dolce
Gusto
**brewed the
ITALIAN
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From **CREAMY
LAYERED LATTES**
to **BOLD BLACK
COFFEES**

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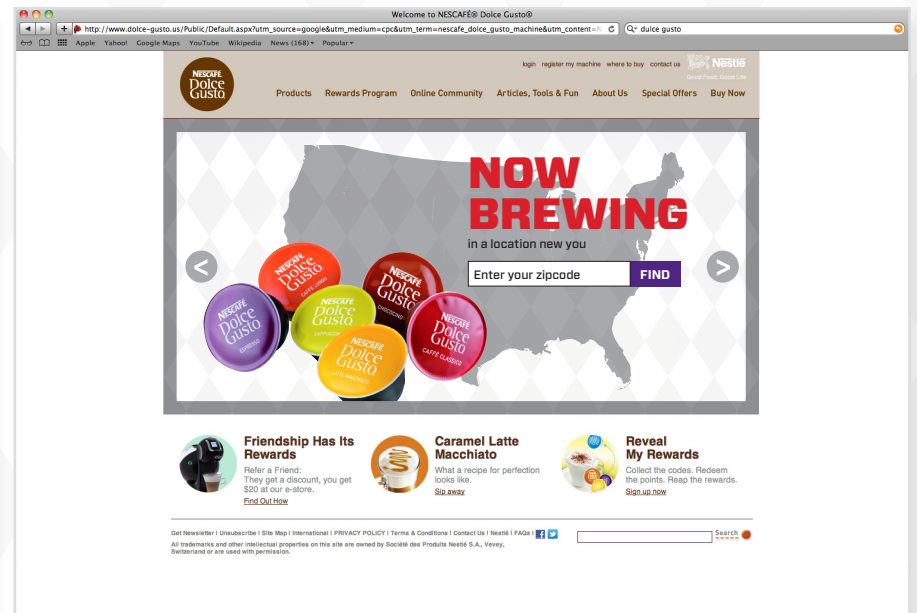
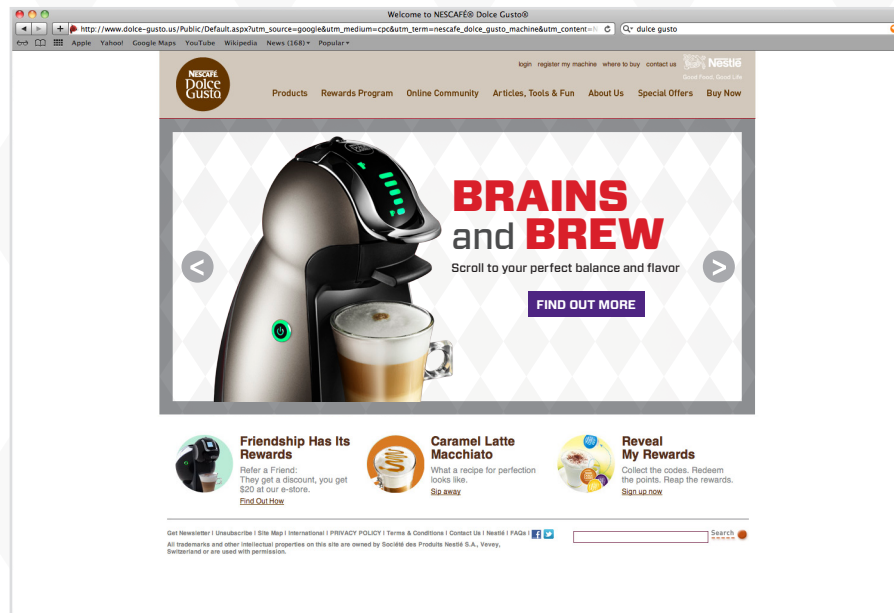
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SAVE 30%
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Coffee lovers across America, we've got cause for celebration! September 29th is National Coffee Day! Celebrate with us! Save 30% on our NESCAFÉ® Dolce Gusto® black coffee flavors.*

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Pumpkin, apple and a cinnamon streusel topping! Classic fall flavors come together in these moist, scrumptious muffins! Whip up a batch and enjoy with a steaming cup of your favorite NESCAFÉ® Dolce Gusto® coffee.

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