

Simple & Nostalgic #2

Name:

Hats Off

Idea:

An homage to simpler times and the golden age of the soda fountain; it's a "hats off" tribute of respect for the craft, and a reference to the cap-less nature of fountain soda.

Attributes:

Lighthearted, Inviting, Optimistic, Delightful

Brand Story: Hats Off

Some say the soda fountain was killed by the bottle cap; we say the fountain will have it's day once again. It's time we set soda free.

An homage to the soda fountain and simpler times, we tip our hats to the past and create a craft soda for the future. Hats Off soda is made for today the old-fashioned way, and delivered in its purest form—from the fountain.

The fountain is soda's champion—it keeps soda at its most fresh, carbonated and full of flavor until it's time to be released into the world— filling your empty cup and quenching your thirst.

Just like the soda jerks of a time gone by, we craft our sodas with care.

We use only simple, fresh ingredients—including our house-made syrups—to craft classic flavors that are best described as refreshingly simple.

It's the best of the past made for today; but in this day and age you're the one pulling the fountain lever.

We take our hats off to soda, we celebrate it's craft, and allow it to breathe and flow freely in all of its sweet, delicious, fizzy glory.

Attributes: Lighthearted, Inviting, Optimistic, Delightful

HATS
OFF

A stylized graphic of a hat is integrated into the letter 'S' of the word 'HATS'. The hat is a simple silhouette with a brim, positioned as if it is being placed on or removed from the letter.

Pepsi_Stage1_WIP_HatsOff3

Pearlfisher.

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MADE WITH PURE CANE SUGAR

HAT & OFF

TOP NOTCH POP

Fizzy
COLA
CRAFT SODA

PUSH

NATURAL
GINGER
Ale

PUSH

Orange
CRUSH
CRAFT SODA

PUSH

NATURAL
LEMON
& Limeade

PUSH