



BRAND STANDARDS GUIDE

2025

INTRODUCTION

This guide illustrates how the Dr Pepper Museum brand is expressed through its logo, design elements, and building names or locations. This information is useful for staff, volunteers, board members, and outside vendors who have permission to use the Museum's name and imagery.

Dr Pepper represents the entrepreneurial spirit alive in Waco in the late 1800s. In recent years, Waco entered a renaissance that has the Museum front and center as a must-visit destination for people who love Dr Pepper and soft drink culture. This guide was created in an effort to standardize the impression we leave as we represent our organization, Dr Pepper, and Waco to the world.

As a soft drink museum, we embrace opportunities to have fun. Our goal is for visitors to leave with a sense of the quirky, imaginative spirit Dr Pepper brings to the soft drink industry. Visitors arrive expecting only Dr Pepper, but what they find is something truly out of the ordinary.

We are:

- A nonprofit organization that holds one of the finest collections of soft drink memorabilia in the world.
- A unique cultural and entertainment asset to the City of Waco and Central Texas
- The Original Home of Dr Pepper and the Original Home of the Dr Pepper Float

Mission Statement

The Dr Pepper Museum educates, inspires, and entertains by sharing the stories of Dr Pepper and the soft drink industry.

Vision Statement

The Dr Pepper Museum is a recognized leader devoted to telling the story of Dr Pepper, the soft drink industry, and entrepreneurship by serving as a resource for learning through innovative, interactive, and inspiring programs.

Our Commitment

The Dr Pepper Museum is committed to being community-focused in our operations as expressed through our governance, programs, and exhibitions as we advance our mission and core values.

Core Values

- Integrity
- Entrepreneurship & Innovation
- Historical Significance
- Future Museum Visitors
- Family Fun
- Inclusivity

The Dr Pepper Museum is committed to ensuring bilingual accessibility in exhibits, programs, and communications whenever possible, with Spanish as the primary secondary language, in order to serve our diverse visitors and community.

LOGO

Logo History

The current version of the logo does not include the phrase "FREE ENTERPRISE INSTITUTE." This update was made in 2022 to simplify the Museum's visual identity and strengthen brand recognition, while still honoring the educational mission of the Free Enterprise Institute through programs and exhibits.

Logo Design

The central circle borrows directly from the Bounced "p" Dr Pepper logo from the 1960s. The logos used in the 1960s remain some of the most popular and recognizable Dr Pepper branding ever used. The wings on the left and right with "WACO" and "TEXAS" denote that the Museum is located in the city where Dr Pepper was invented in 1885. The "MUSEUM" is located within the circle, under the central banner.

The green color was chosen to complement the red seen in Dr Pepper advertisements throughout the years. Many shades of green have also historically been used in Dr Pepper advertisements, packaging, and memorabilia such as vending machines and coolers.

While the logo takes its inspiration from Dr Pepper, the overall design is unique to the Museum. The wings and green color come together to form a strong brand identity for the entire organization.

Logo Use

- Digital – The Museum Logo is used in its complete, unaltered form in all digital and web applications.
- Print – The Museum Logo is used in its complete, unaltered form in all print applications except for Museum or Museum-approved event or exhibit uses at the discretion of the senior staff.
- Merchandise – The Museum Logo is used in its complete, unaltered form whenever possible and appropriate in merchandise applications. For the embroidery Museum Logo, white or green are recommended. Other color combination uses are at the discretion of the staff.
- Should include Museum Logo or recognizable spaces in the Museum whenever possible. Ex. KR "dancing bottles" from the mural or logos on the dock/fence (instead of the neon Dr Pepper Sign).

Logo Usage

- Use only official Museum logo files (PNG, SVG, EPS)
- Do not alter logo colors or stretch logo
- Use on white or cream backgrounds for clarity
- Do not use old logo that contains "Free Enterprise Institute"

Image Style

- Use vibrant, visitor-focused photos with a retro, joyful tone
- Include guests interacting, holding bottles, and exploring exhibits
- Favor bright, natural light

LOGO

CURRENT LOGO



2016 LOGO



Color

The logo should always appear in the following green color in both print and digital applications. If an exact match is not possible, the Pantone equivalent (if available) or the closest possible green should be used to maintain brand consistency.



C: 82%
M: 9%
K: 82%
Y: 1%
#12A363

FONTS

Cooper Black

Title font for public-facing print and digital materials. Includes signs, brochures, advertisements, and merchandise. Excludes letterhead, correspondence, and body text.

Glacial Indifference Bold

Professional title font. Can be used as an accent font in all applications. Should be used in all uppercase unless upper/lowercase is recommended by Museum staff.

Glacial Indifference

Default body text font. Applications include correspondence, exhibits, letterhead, signs, and business cards.

Brand Voice & Tone

Voice: Confident, fun, educational, and community-minded.

Tone: Friendly and welcoming, with a hint of nostalgia and excitement for discovery.

Examples:

- (Friendly, Nostalgic) "We're so glad you're here! Let's pop open a bottle and explore some history together."
- (Confident, Playful) "Celebrate Waco's fizziest legacy—where every sip tells a story."

Naming Conventions

- Always capitalize Museum when used as a proper noun.
- Never use periods in Dr Pepper.

Correct: Dr Pepper Museum

Incorrect: Dr. Pepper Museum

Writing Style

- Capitalize and italicize all exhibit names and formal programs:
 - *Wildly Refreshing Exhibit, 10-2-4 Club Collectors Convention*
- Format dates as: Month Day, Year (e.g., October 24, 2025)
- Use 10-2-4 format only in brand-relevant references
- Follow Associated Press (AP) style when in doubt

Common Phrases:

- "The original home of Dr Pepper"
- "Where science meets soda pop history"
- "A one-of-a-kind Museum experience"
- "Celebrate curiosity and creativity in the heart of Waco"

Include bilingual (English and Spanish) elements in exhibit text, marketing materials, and visitor communications whenever possible, following the Museum's standards for accuracy and readability.

TITLES

Dr Pepper Museum

- This is the “doing business as” name and preferred name. It should be used whenever possible in communications and marketing materials. It was registered in 2022 with the State of Texas.
- The organization’s name may also be abbreviated as “Museum” or “DPM” when appropriate for internal use, signage, or where space is limited, but only after initial reference to the full name.
- Treat “Dr Pepper” as one word. Always keep “Dr Pepper” together on the same line; do not break it across two lines.

Dr Pepper Museum and Free Enterprise Institute

This is the full, legal name of the organization. Not for PR or promo use.

Artesian Manufacturing and Bottling Company Building

The historic name of the 1906 bottling plant building that houses the Museum.

- Abbreviated to “AMBC” when appropriate, when referenced in written materials, after using the full name.
- Referred to as “the historic home of Dr Pepper” and the “historic 1906 Artesian Manufacturing and Bottling Company building” when used to describe the bottling plant itself as opposed to the Museum.

Original Museum Building

The name is used to refer to the Artesian Manufacturing and Bottling Company building in the context of the Museum campus.

This building houses:

- Admissions
- *Healing Waters* Exhibition
- Old Corner Drug Store (OCDS)
- 1953 Waco Tornado Exhibition
- *The People Who Made Dr Pepper/Las Personas Que Hicieron el Refresco Dr Pepper* Exhibition
- The original “artesian” well
- *Wildly Refreshing: The Animal Appeal in Soda Advertising/ Salvajemente Refrescante: La Atracción de los Animales en la Publicidad de Refrescos* Exhibition
- *From Blueprint to Bubbles: The Home of Dr Pepper/ Del Plano a las Burbujas: El Hogar de Dr Pepper* Exhibition
- *Wilton’s Landing: Convenience Stores for All* Exhibition
- *W. W. “Foots” Clements: Mister Dr Pepper* Exhibition

Kellum and Rotan, Whole Sale Grocers Building

The historic name of the building across the courtyard from the Artesian Manufacturing and Bottling Company building was acquired by the Dr Pepper Museum and Free Enterprise Institute in 2004.

TITLES

Kellum-Rotan Building (KR Building)

The name is used to refer to the Kellum and Rotan, Whole Sale Grocers in the context of the Museum campus. May be abbreviated as KR Building, where appropriate, after the initial use of the full name. This is the oldest standing commercial building in downtown Waco.

This building houses:

- Keurig Dr Pepper Liquid Lab
- *Sit Down to Take A Stand* Exhibition
- Emerson Holt – Ted Getterman Gallery
- Soda Fountain
- Hillcrest Foundation Conference Center/Classroom
- Administrative Offices
- Presidents Board Room
- Dr Pepper Snapple Group Collections Care and Preservation Center

KEURIG DR PEPPER LICENSING AGREEMENT

Licensing and Brand Protection Guidelines

The Dr Pepper Museum holds and maintains a licensing agreement with Keurig Dr Pepper (KDP). This agreement outlines the terms under which the Dr Pepper Museum can and cannot use Dr Pepper's image, slogans, logos (both historic and new), and likeness in promotional activities and on merchandise, including resale.

The use of KDP's assets at times necessitates pre-approval through KDP's Brand Licensing team, which is the responsibility of the Museum, per our licensing agreement.

While the Dr Pepper Museum has permission to utilize KDP's assets, there is a specific set of standards we must adhere to that applies to the use of slogans, specific colors, images, logos, video, sounds, and other elements. These permissions do not extend to outside entities.

Rules for Brand Usage:

- Outside parties may not use Dr Pepper or Museum brand assets without explicit written permission from the Director of Marketing. This includes logos, historic slogans, and photographs of trademarked locations such as the AMBC façade.
- The use of Dr Pepper and Dr Pepper Museum brand assets (historic and modern) requires permission and pre-approval from the Dr Pepper Museum's Director of Marketing.
- Any advertising and marketing featuring Dr Pepper assets must include the Dr Pepper Museum logo or likeness and receive pre-approval from the Museum's Director of Marketing or CEO.
- Unauthorized use could jeopardize the licensing agreement with KDP and result in legal action.

Trademark Notes:

- Dr Pepper Museum trademark with the State of Texas in 2022
- The Museum logo is trademarked (pending)
- The façade of the AMBC is trademarked (pending)

Registered Museum Licenses:

- The Original Home of Dr Pepper
- The Original Home of Big Red
- The Original Home of the Dr Pepper Float
- The Original Home of the Big Red Float

Photography Style Guide:

Photography used in all Dr Pepper Museum materials should reflect our mission to educate, inspire, and entertain. The visual style should be vibrant, joyful, and rooted in the unique character of the Museum.

Key Guidelines:

- **Tell the Full Story**

Highlight the Museum experience — not just Dr Pepper cans or bottles. Images should include Museum spaces, exhibits, and interactive moments, providing context for the brand and visitor journey.

- **Use Product or Place Cues**

Every photo should include a recognizable product (e.g., a DPM red cup) or a place cue (e.g., Museum signage, the bottling room, courtyard elements, branded displays) to visually reinforce the Museum's identity.

- **Favor Candid Over Posed**

Capture genuine moments of guests interacting with exhibits, staff, or one another, when possible. Authentic emotion, movement, and energy are preferred over posed or overly polished shots.

- **Lighting & Color**

Use bright, natural light whenever possible. Avoid dark, overly filtered, or heavily edited images. Maintain a retro, nostalgic feel — but with modern quality and clarity.

- **Diversity & Inclusion**

Ensure images reflect the diversity of our visitors. Aim to represent people of different ages, backgrounds, and abilities engaging with the Museum.

Social Media Guidelines

Social media content is an extension of the Dr Pepper Museum brand. Posts should reflect our core values of education, innovation, and fun — while staying true to our identity as a nonprofit museum rooted in history and community.

Voice & Tone:

- Playful, educational, and historic
- Confident but approachable
- Friendly and nostalgic, with moments of humor or surprise
- Celebrate Waco, Dr Pepper, and the guest experience

Content Best Practices:

- Showcase visitor experiences, behind-the-scenes moments, and special events
- Use vibrant photos with clear product or place cues
- Include guest quotes, trivia, or interactive elements like polls or questions
- Keep captions concise, engaging, and informative

Formatting & Visual Style:

- Emojis are allowed in posts to enhance tone and engagement but should be used intentionally and not excessively
- Use approved brand hashtags and tag relevant partners, sponsors, or featured individuals when appropriate

Internal Posting Policy:

Interns or staff may be asked to create or schedule social content, but all posts must align with the Museum's brand standards and mission. Any content — whether draft, scheduled, or published — may be modified or removed at the discretion of the Director of Marketing or CEO. This includes the removal of tags, mentions, or partnerships that are inconsistent with the Museum's policies, messaging, or values.