



Share a **Coke** with

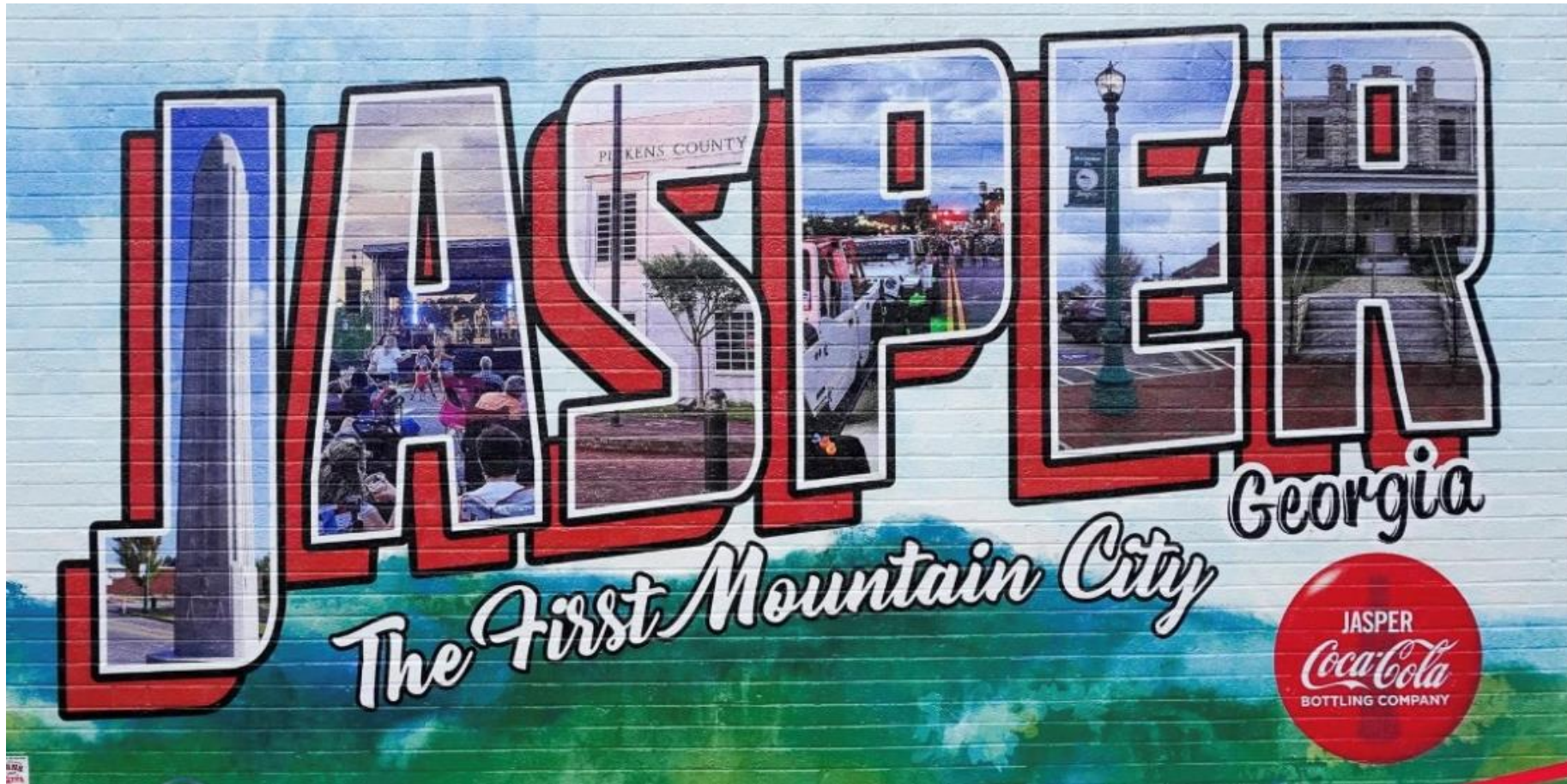
**Lawrenceville**



# THE IDEA:



*Incorporating many amenities that make the city who it is today using block letters and a tagline*



# THE LOCATION:



- **Abandoned store front**
- **Near Lawrenceville Lawn & Bicentennial Plaza**
- **Highly Visible**
- **Great Photo Opportunity for City**



# THE VISION:



**Tagline :** Coca-Cola proudly refreshing LAWRENCEVILLE since 1953  
**OR** It's a beautiful day in LAWRENCEVILLE

**LAW**= Courthouse & Planes in Sky | Airport Shoutout

**RE** = Landmark Church & Neighboring Church

**NC** = Amphitheatre

**EVI** = The Lawn, Fountain Centered

**LLE** = Lawrenceville City Lake

Background can be any color & letters can be interchangeable or showcase a different amenity

# THE LANDMARKS:

LAWRENCEVILLE  
*Coca-Cola*  
BOTTLING COMPANY







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**Thank you!**