

The Coca-Cola Foundation Visual Identity System

Quick Reference Guide

Primary Logo

THE
Coca-Cola
FOUNDATION

Secondary Logo

THE *Coca-Cola* FOUNDATION

THE
Coca-Cola
FOUNDATION

THE *Coca-Cola* FOUNDATION

Color Palette

Our color palette is made up of two tiers; primary and secondary.

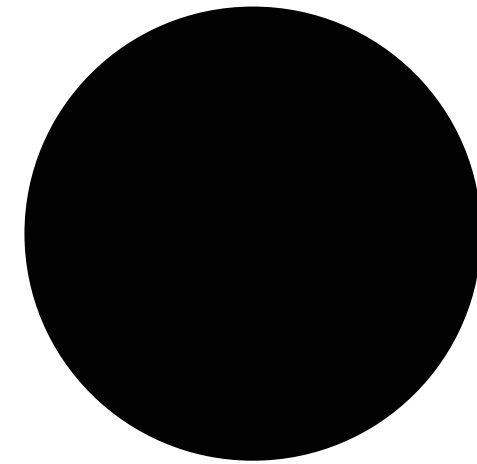
01 Primary Palette

Our primary palette is minimal and simplistic and is used across all communications.

02 Secondary Palette

Our secondary palette is based upon our beverage categories. It is used very sparingly, and can be used in graphs, charts.

01 Primary Palette

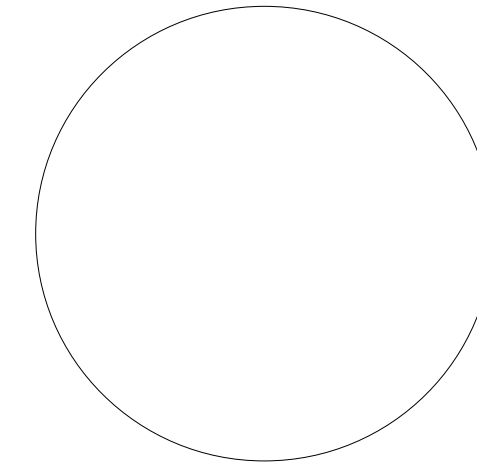


RGB
0 0 0

HEX
#000000

CMYK
0 0 0 100

PMS
Black U
Black C



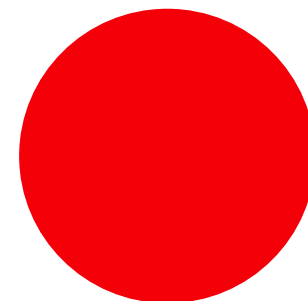
RGB
255 255 255

HEX
#ffffff

CMYK
N/A

PMS
N/A

02 Secondary Palette

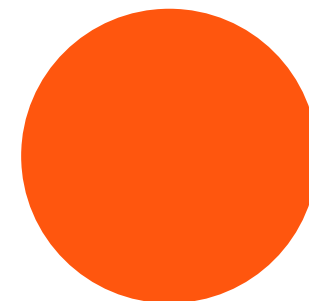


RGB
244 0 9

HEX
#F40000

CMYK
4 100 95 0

PMS
N/A

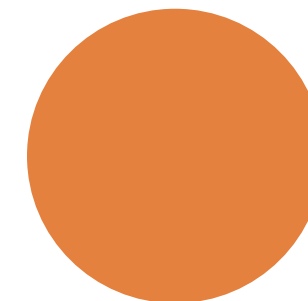


RGB
255 86 14

HEX
#FF560E

CMYK
0 63 99 0

PMS
Orange 021 U
Orange 021 C

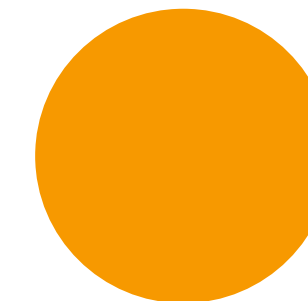


RGB
229 129 62

HEX
#E5813E

CMYK
0 40 70 0

PMS
7577 U
7577 C

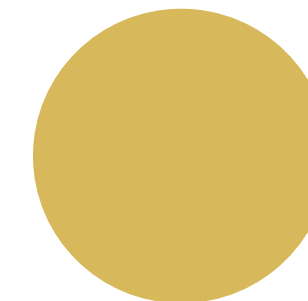


RGB
247 153 0

HEX
#F79900

CMYK
0 25 100 0

PMS
1375 U
1375 C

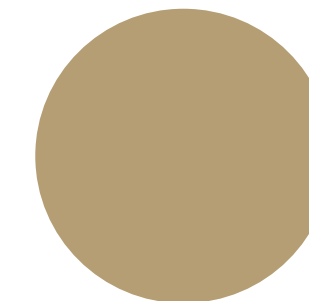


RGB
215 184 91

HEX
#D7B85B

CMYK
10 8 46 0

PMS
7751 U
7751 C

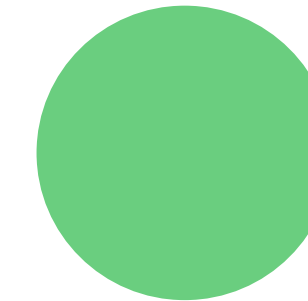


RGB
181 158 116

HEX
#B59E74

CMYK
20 16 35 3

PMS
4515 U
4515 C

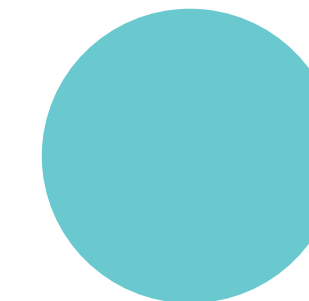


RGB
106 206 127

HEX
#6ACE7F

CMYK
40 0 47 0

PMS
346 U
346 C



RGB
106 201 206

HEX
#6AC9CE

CMYK
41 0 1 0

PMS
3105 U
3105 C

Color Bar Orientation

The color bar can be used horizontally or vertically, depending on application.

Horizontal Orientation (Primary)

The color bar should be used horizontally as a primary use-case. When used horizontally, it must only be used from red to blue, left to right.

Vertical Orientation (Secondary)

The color bar can be used horizontally as a secondary use-case. When used vertically, it must only be used from red to blue, bottom to top.

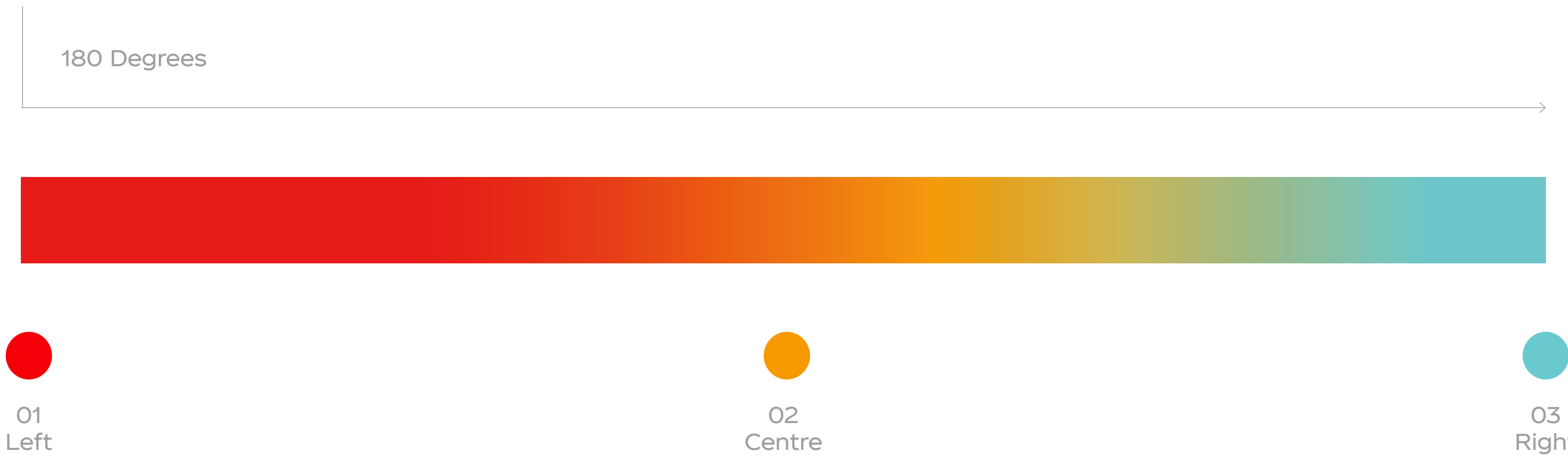
The gradient in the color bar should only ever be at 90 degrees or 180 degrees.

The color bar is used very sparingly.

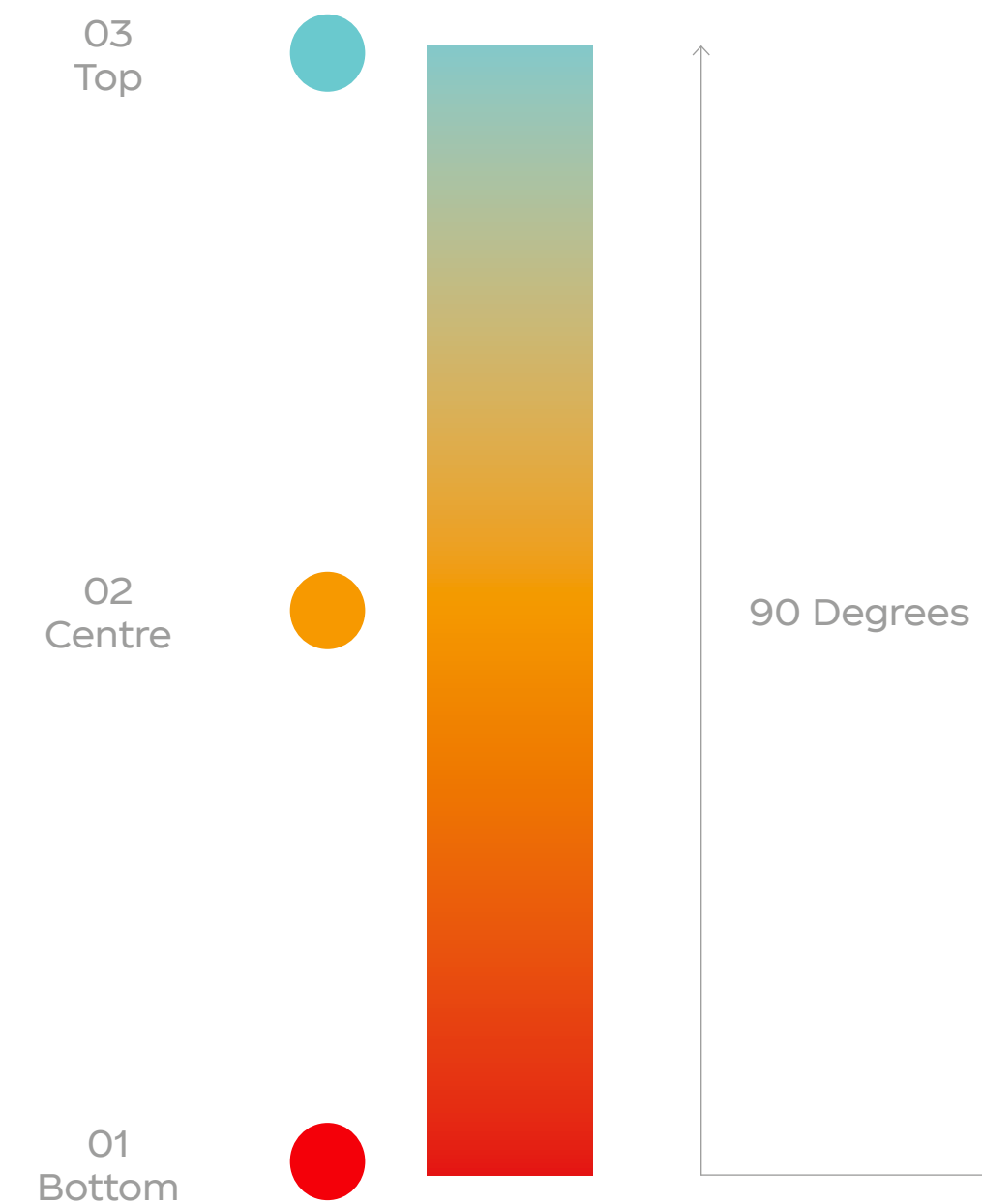
The color bar should be sized at 2.5% to no more than 5% maximum of the shortest edge of the application.

To calculate 5% of the application, divide the shortest edge by 20. The resulting figure will be the width/height of the color bar, specific to that application.

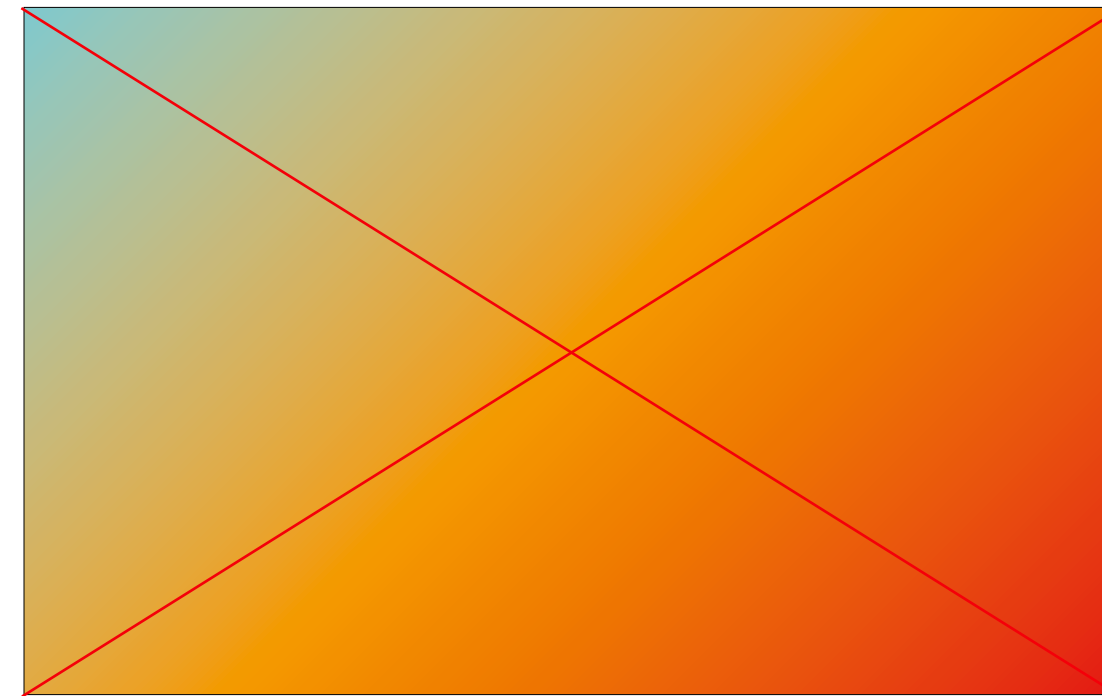
01 Primary Orientation



02 Secondary Orientation



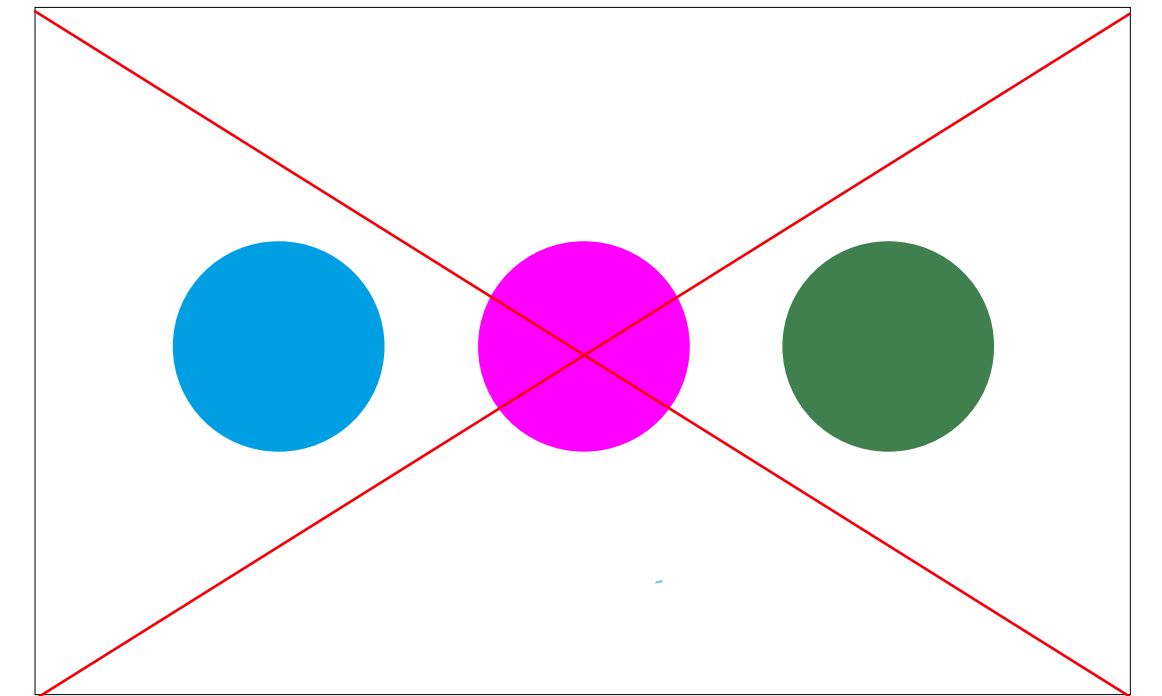
Color
“Don’ts”



Do not alter the direction of the color bar gradient.



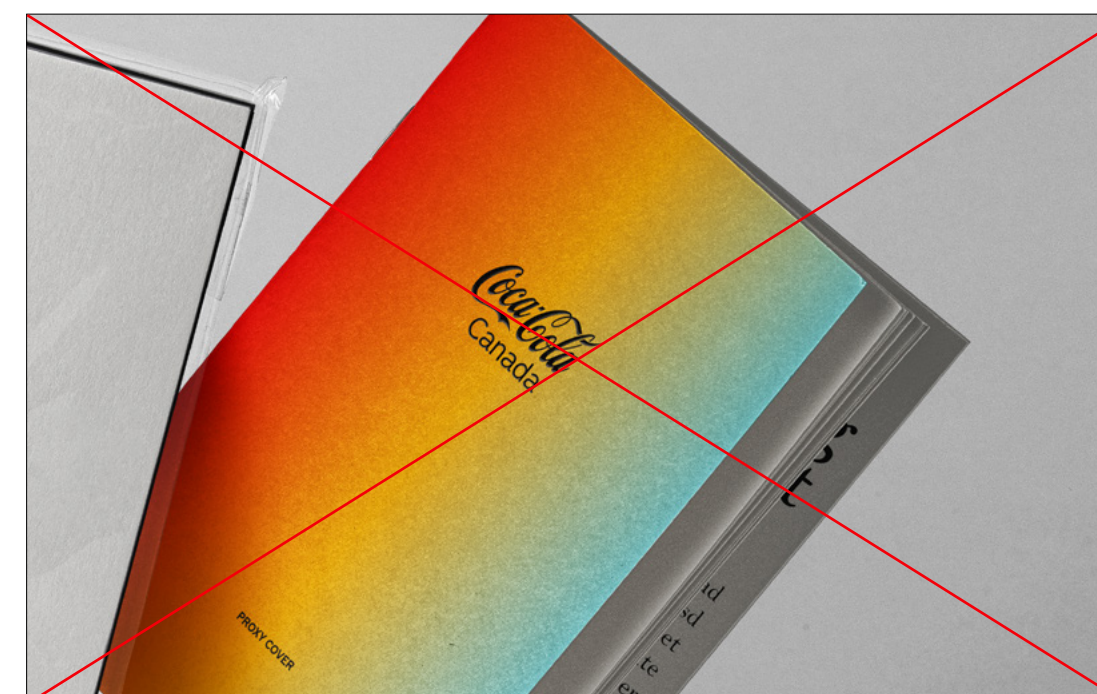
Do not color the logo.



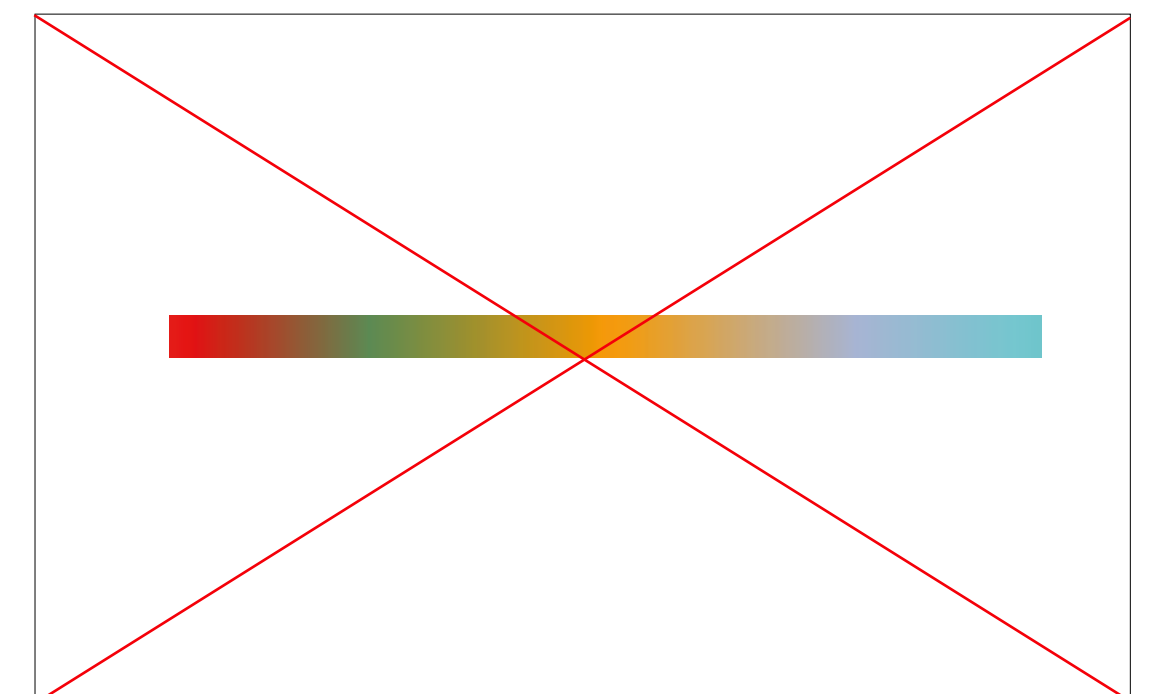
Do not use colors outside of the secondary color palette.



Do not use the color bar as a large scale background for the logo.



Do not use the color bar as a large scale background.



Do not edit the colors in the color bar.

TCCC Unity

Usage

The two main font weights that we use are Regular and Bold at a minimum sizing of 6pt.

TCCC Unity Headline

At text sizes above 16 points, we suggest using TCCC Unity Headline for all weights.

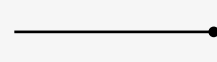
TCCC Unity Text

We use TCCC Unity Text for body copy.

TCCC Unity Condensed Bold

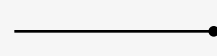
We use TCCC Unity Condensed when featuring facts, numbers, quotes and legal messaging. It should not be used for headers or sub-headers.

Headline Regular



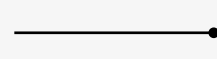
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:”<>? 0123456789

Headline Bold



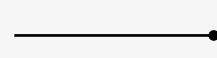
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:”<>? 0123456789**

Text Regular



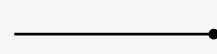
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:”<>? 0123456789

Text Bold



**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:”<>? 0123456789**

Condensed Bold



**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
@#\$%&*()_+|:”<>? 0123456789**

Logo

“Don’ts”



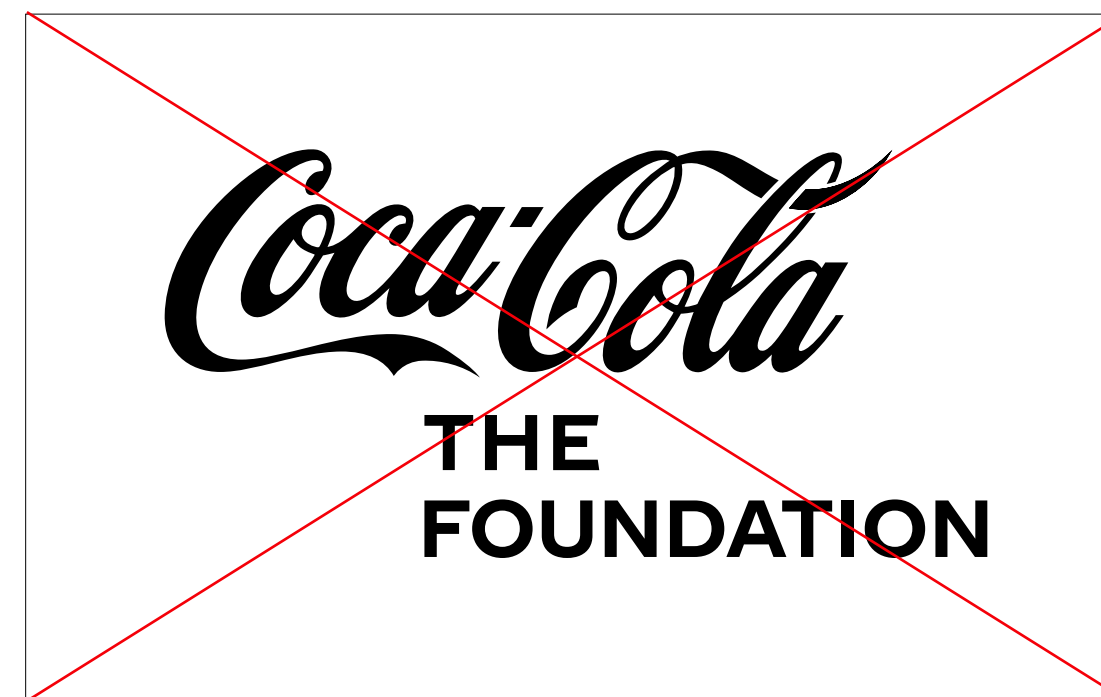
Do not add elements to the logo.



Do not change the color of the logo.



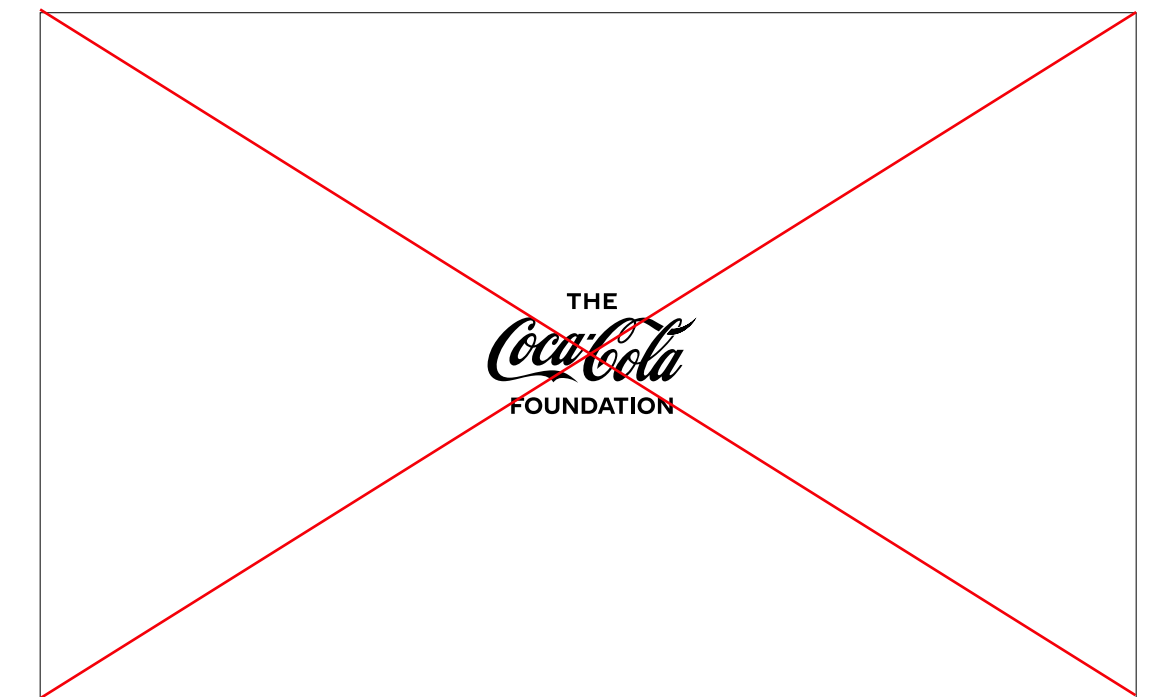
Do not stretch the logo.



Do not edit the layout of the logo.



Do not alter the alignment of the logo.



Do not shrink the logo beyond its minimum sizing.

Contact Details

Global Design
globaldesign@coca-cola.com