

Coca-Cola®

**Meet the next level
of deliciousness.**



This body of work introduces the new Icon Design System for Coca-Cola Trademark. It tells you what all of our iconic products should look like in all of our markets and categories, and also explains how best to present them.

Designed to bring global consistency to all of our current variants and platforms, as well as our future innovations, these brands will make sure that our design never loses sight of who we are, where we've been, or where we're going.

Sure, this document may look and sound like a guide to creating our products and our packaging. But really this is a guide to making our brand and our business even greater than ever...

Greater Consistency



Greater Flexibility



Greater Opportunities





Greater Refreshment



Greater Moments



The world's greatest icon.
Elevated.

ORIGINAL TASTE

The Business of Design.

The principles behind our system aren't just important from an aesthetic point of view. They're there to drive our business. Intended to create maximum consistency and build equity through recognition, they influence everything we do. From how people navigate our products to how we innovate and remain relevant, good design is good business. And a great business like ours needs the greatest design of all.

As you will see throughout the guideline, the same three core principles inform the design solutions as we travel through the consumer journey.

Global Design System
Coca-Cola Trademark

Design Principles

Design Principles

Three core principles form the foundation of our design system. Intended to guide everything we do, it's important to follow them at all times and avoid upsetting the balance of our trademark design. Here's a quick summary.

Scale

- Proud, scaled up trademarks
- Intuitive hierarchy
- Elevated iconicity

Color

- Own red
- Logo color equals variant
- Background color equals flavor

Restraint

- Uncluttered layout
- Edited and crafted
- Timeless beauty

Global Design System Coca-Cola Trademark

Design Principles Scale

Proud, elevated and uplifted, our iconic trademarks work at scale to increase our visibility, while creating greater impact, clarity and consistency. Scale is the not-so-secret key to building intuitive, simple and efficient communication.



Global Design System Coca-Cola Trademark

Design Principles Color

We own red. Always our most dominant color, our smart, intuitive and timeless color system makes our products easy to navigate and even easier to expand. We use our color system to differentiate our products in a way that always compliments and emphasises our trademark red.



Global Design System

Coca-Cola Trademark

Design Principles

Restraint

The most important principle of all. We remove the unnecessary and resist clutter in order to maintain the iconic value of our products. Restraint shows off the distinctive beauty of our brand and signals Coca-Cola's quality through our bold, timeless, and confident design.



Graphic System Design Elements

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Our design system is built around a series of core graphic elements, that form the foundation of our global packaging design. World-famous and iconic in their own right, you may think you already know them. But as some of our most valuable assets and trademarks, it's important to understand the role each one plays in communicating our brand on pack. And even more important is to maintain their integrity and consistency. Let's look at every last detail, one by one.

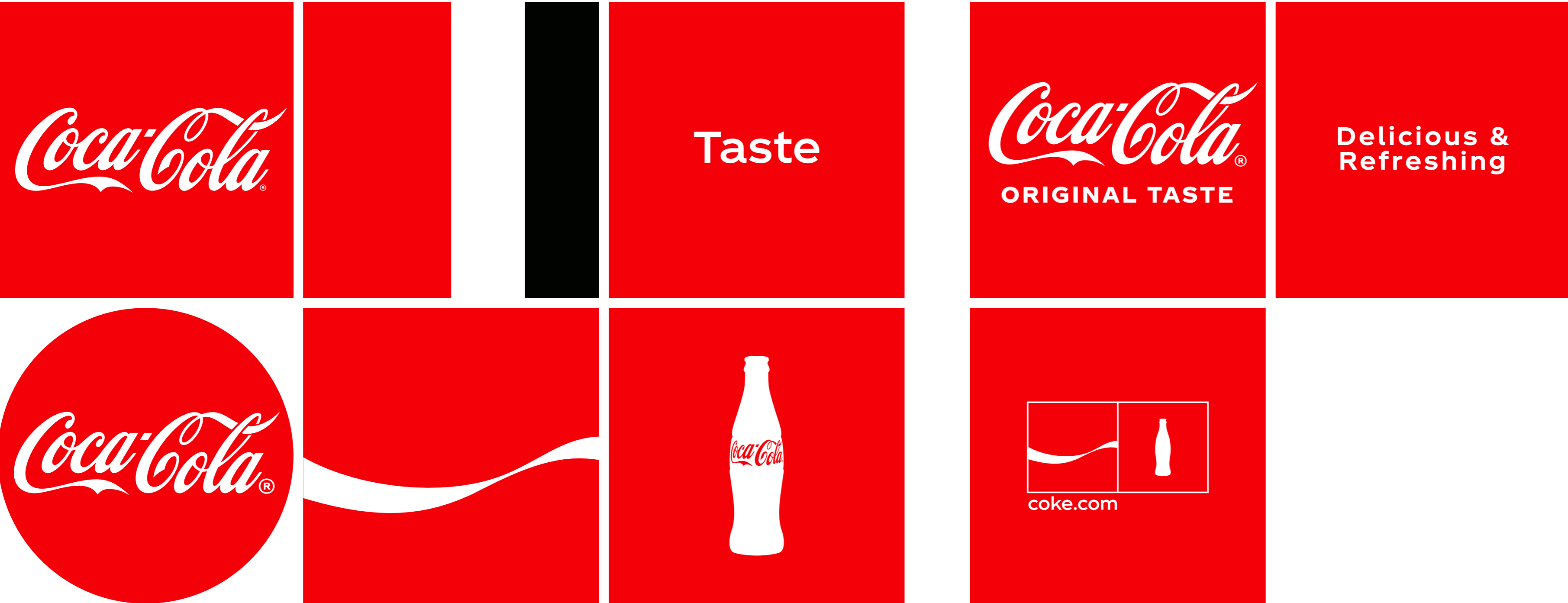
Graphic System Design Elements

Graphic System Design Elements

A combination of our most recognizable icons and assets, coupled with our classic trademarks, our elements give us the scale and breadth to communicate Coca-Cola at every single level. The following pages provide a general overview to how each of our elements works – how they should look and how they behave.

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- 02 The Color Palette
- 03 The TCCC Unity Typeface
- 04 The Red Disc
- 05 The Dynamic Ribbon
- 06 The Contour Bottle Icon
- 07 The Arden Square
- 08 The Voice
- 09 The TM Squares



Graphic System

The Spencerian Script

More than a Name

An integral part of our brand for over 100 years, our “Spencerian” script is one of the most widely recognized trademarks in the world. A timeless icon that connects our past to our future, it remains as refreshing today as its always been.

Always bold, always brilliant, and always, unmistakably, Coca-Cola.

The image shows the iconic Coca-Cola logo in its signature Spencerian Script. The text "Coca-Cola" is written in a white, flowing cursive font against a solid red background. The letters are thick and have a classic, elegant feel. A small registered trademark symbol (®) is located at the bottom right of the word "Cola".

Spencerian Script
Primary white on red

Coca-Cola



Graphic System

The Spencerian Script

Power of Repetition

Used consistently across our packs, the script becomes one of our most impactful and instantly recognizable assets, continually reinforcing the power of our trademark.

Iconic.
Iconic.
Iconic some more.



Coca-Cola®



Coca-Cola®

Graphic System The Spencerian Script

**Well Travelled.
Fully Fluent.**

As a global brand we know there are certain international markets where we need to localize. So our trademark script has been translated both visually and verbally. Every bit as iconic and recognizable as our original script, these iterations are our passport into every corner of the world.

註冊商標

登録商標

เครื่องหมายการค้าจดทะเบียน

01 02 03 04
05 06 07 08
09 10 11

01 China Mandarin
02 China Taiwan
03 Hebrew
04 Bengali
05 Hindi
06 Arabic Egypt
07 Japan
08 Global
09 South Korea
10 Russia
11 Thailand

Graphic System

The Spencerian Script

What's New?

Not much. That's is why we are the world's most recognized brand. But we have updated the registration mark to our bespoke font, TCCC Unity Bold. Helvetica, you had a good run.

Be sure to purge your system of the previous version of the logo and always us the current version, downloadable on DMeX.

For all registration marks within the Coca-Cola Trademark Variant System, please always use TCCC Unity Bold for the Circle R and TCCC Unity Regular for for the TM.



The classic Coca-Cola logo in white Spencerian script on a red background. The text is 'Coca-Cola' with a registered trademark symbol (®) at the end.

From
Helvetica



A version of the Coca-Cola logo in a white Helvetica-style script on a red background. The text is 'Coca-Cola' with a registered trademark symbol (®) at the end.



The updated Coca-Cola logo in white TCCC Unity Bold script on a red background. The text is 'Coca-Cola' with a registered trademark symbol (®) at the end.

To
Unity Bold



A version of the Coca-Cola logo in a white TCCC Unity Bold script on a red background. The text is 'Coca-Cola' with a registered trademark symbol (®) at the end.

Graphic System

The Spencerian Script

Brand Color

Our script can be colored using our core brand palette of red, white and black. This single, solid color within our script creates maximum contrast, stand-out, and impact.



The image shows the classic Coca-Cola logo in white Spencerian script, centered on a solid red background. The letters are thick and have a classic, flowing cursive style. A small registered trademark symbol (®) is visible at the end of the word "Cola".

Coca-Cola Red



The image shows the Coca-Cola logo in red Spencerian script, centered on a white background. The letters are thick and have a classic, flowing cursive style. A small registered trademark symbol (®) is visible at the end of the word "Cola".

Coca-Cola



The image shows the Coca-Cola logo in white Spencerian script, centered on a solid black background. The letters are thick and have a classic, flowing cursive style. A small registered trademark symbol (®) is visible at the end of the word "Cola".

Mono



The image shows the Coca-Cola logo in black Spencerian script, centered on a white background. The letters are thick and have a classic, flowing cursive style. A small registered trademark symbol (®) is visible at the end of the word "Cola".

Graphic System

The Spencerian Script

Packaging Color

On packaging, our contrasting script color also becomes a navigational tool, helping to indicate product flavors and variants.

For specific guidelines on packaging application see the packaging variants section.

Core Variants
Red leads the way.

Flavors
Flavor color draws in our consumers.

The Coca-Cola logo in white Spencerian script on a red background. The word "Coca-Cola" is written in its characteristic cursive font, with a registered trademark symbol (®) at the end.

ORIGINAL TASTE

The Coca-Cola logo in black Spencerian script on a red background. The word "Coca-Cola" is written in its characteristic cursive font, with a registered trademark symbol (®) at the end.

ZERO SUGAR

The Coca-Cola logo in white Spencerian script on a maroon background. The word "Coca-Cola" is written in its characteristic cursive font, with a registered trademark symbol (®) at the end. The word "Cherry" is written in a clean, sans-serif font above the "Coca-Cola" text.

Cherry

The Coca-Cola logo in black Spencerian script on a maroon background. The word "Coca-Cola" is written in its characteristic cursive font, with a registered trademark symbol (®) at the end. The word "Cherry" is written in a clean, sans-serif font above the "Coca-Cola" text.

Cherry

ZERO SUGAR

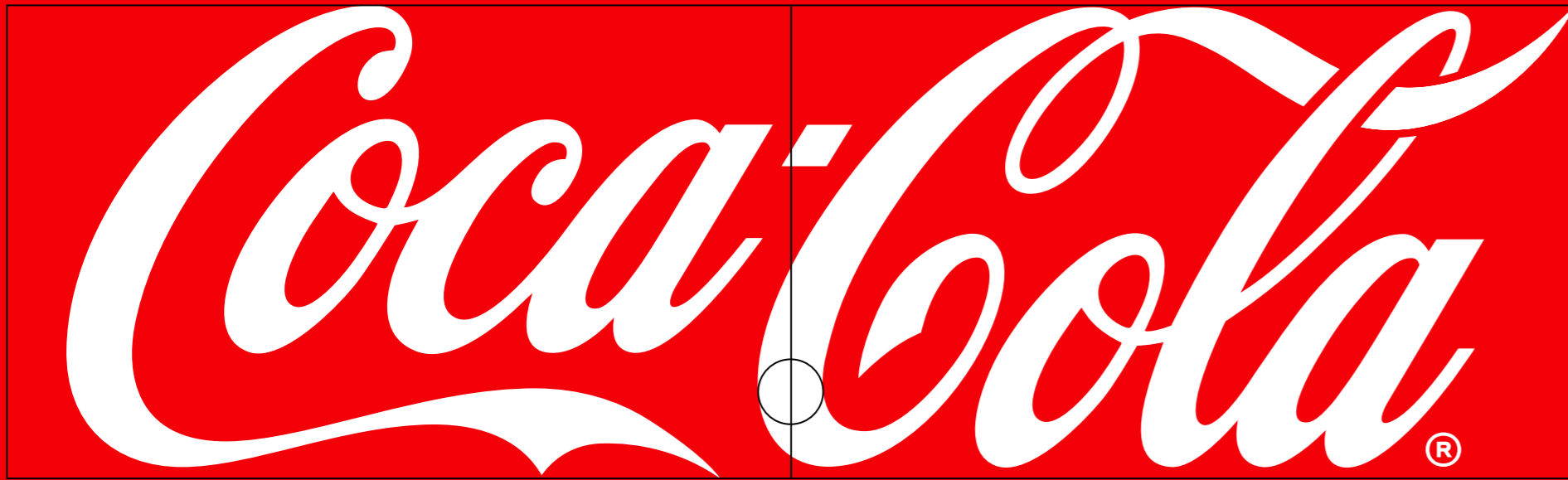
Graphic System

The Spencerian Script

Preserving an Icon

In order to maintain the consistency and integrity of our trademark, the script must always retain its set dimensions and proportions.

Anything else just isn't Coca-Cola.



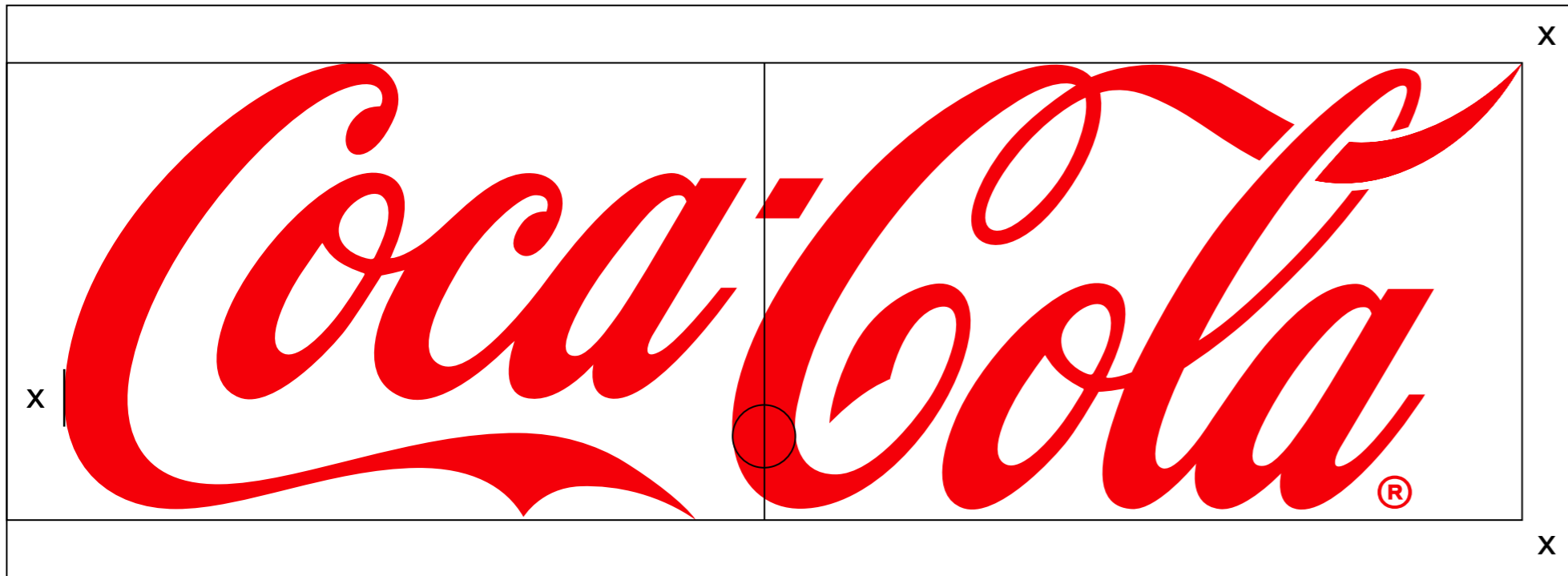
Bounding Box

Center Line



Minimum Size
16mm wide

Centered



Safe Area

Registered
The Registration mark
should follow the
specific legal needs
for each country



Minimum Size
16mm wide

Graphic System

The Spencerian Script

® Scaling

We need to protect our Script equity at all times with the use of a registered trademark symbol. The scale of the symbol reflects the size of the application.



Example
A small-scale script requires a 1.5X ® symbol to ensure it remains legible.



- 01 Large-scale (billboards & signage)
- 02 Packaging & general
- 03 Stationary

Packaging Crop
(exception request only)



Legacy Off-pack Crop



Graphic System

The Spencerian Script

Script Cropping

When cropping the Script a pristine script must be present and legible on-pack or on the off-pack expression.

All script cropping executions are subject to exception request.

Graphic System

The Spencerian Script

Show some respect

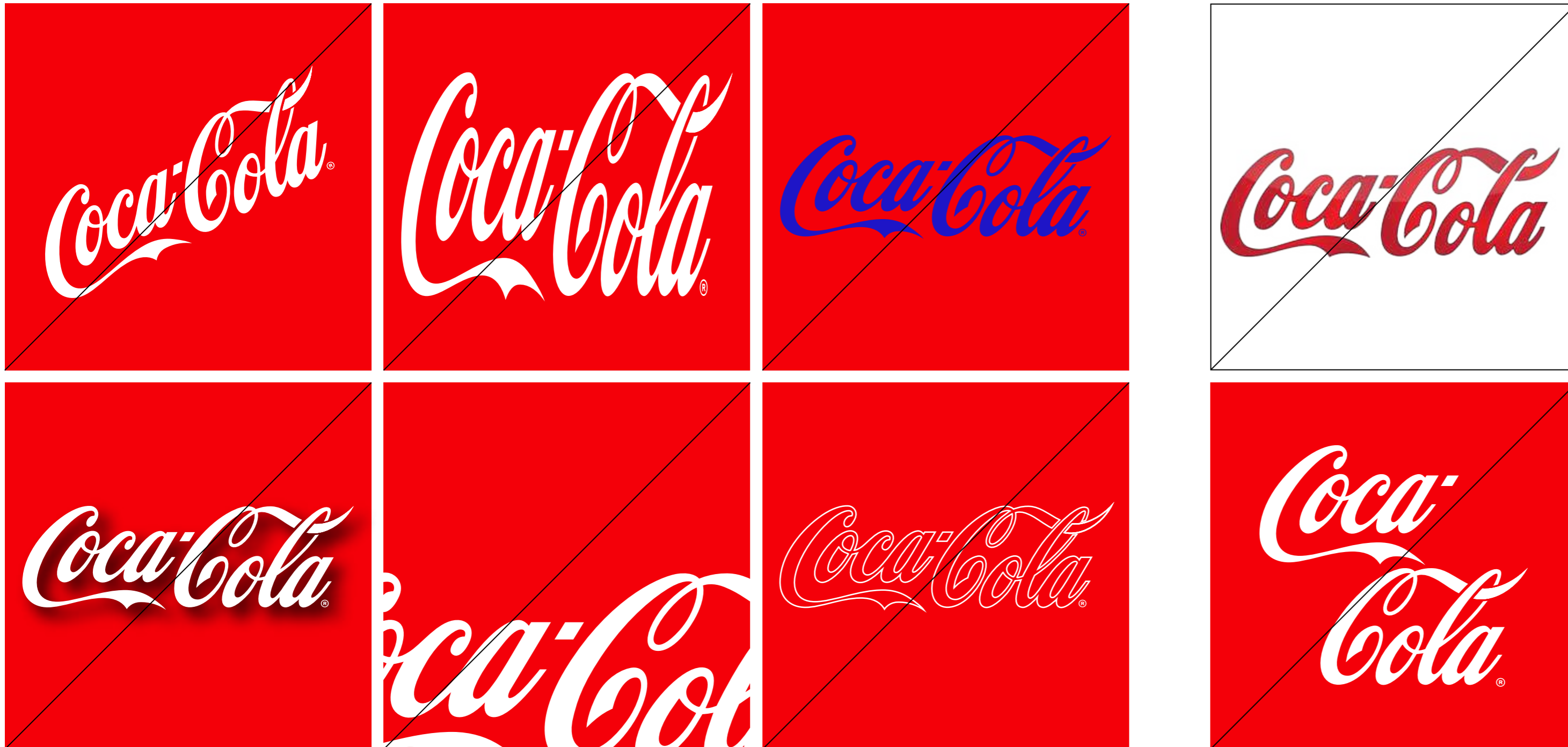
We don't expect you to worship our icon, but we do expect you to respect it. As one of the most valuable trademarks in the world, we'd prefer you not squash, crush, tamper or tinker with it.

In fact, our stakeholders insist.

Please ensure not to use an old version of the Script and to make sure that the 'l' loop isn't missing. Please replace all instances of the Script asset on your system with this updated version.

Please Do Not

- 1 Rotate our Script
- 2 Distort our Script
- 3 Colour the script other than directed
- 4 Use old version of the Script / make sure the 'L' loop isn't missing
- 5 Add any visual effects to our Script
- 6 Crop our Script other than directed
- 7 Outline our Script
- 8 Recompose our Script



Graphic System The Palette

Brand Colors

Coca-Cola's signature red, complimented by white and black, form the primary colors of our brand palette. The foundation of our brand, they provide the starting point for everything we design.

Coca-Cola Red

RGB
244 / 0 / 9

CMYK
4 / 100 / 95 / 0

PMS
N/A

INX
1455018

HEX
#F40000

L*A*B*C*H*
44.48 / 70.45 / 53.07 / 88.20 / 36.99

Coca-Cola White

RGB
255 / 255 / 255

CMYK
0 / 0 / 0 / 0

PMS
N/A

HEX
#FFFFFF

Brite OP White
INX 1215947

Coca-Cola Black

RGB
0 / 0 / 0

CMYK
0 / 0 / 0 / 100

PMS
Black

HEX
#000000

Diet Coke Silver

RGB
179 / 179 / 179

CMYK
31 / 24 / 25 / 0

Pantone
Silver (50% Tint)

HEX
B3B3B3

Trans White
(DKO Silver)
INX 1297108

Diet Coke Caffeine Free Gold

RGB
TBC

CMYK
TBC

PMS
N/A

HEX
#000000

CF Semi OP Coke
Gold INX1438858

Graphic System The Palette

Product Colors

The color of our iconic glass is an important supporting element within our brand.

Coca-Cola Georgia Green
(for Glass or plastic executions)
Pantone® 621

Coca-Cola Georgia Green
Pantone® 345C
C42 M0 Y44 K0
R151 G209 B167

L*A*B*C*H*
44.38
70.45
53.07
88.20
36.00

Coca-Cola Georgia Green Dark Accents
Pantone® 343C
C42 M0 Y44 K0
R151 G209 B167



Graphic System

The Palette

Flavor Colors

With our range of product choices expanding, so has our palette. As rooted in our brand history as our primary colors, our Flavor colors are designed to be as delicious and refreshing as our signature red.

For specific guidelines on how and where our Flavor colors are used please see the packaging flavors section.



<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Cherry</p> <p>PMS 235 INX 1392493</p> <p># FFFFFFFF</p>	<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Vanilla</p> <p>PMS 728 INX 1616600</p> <p># FFFFFFFF</p>	<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Lime</p> <p>PMS 368 INX 1152898</p> <p># FFFFFFFF</p>	<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Lemon</p> <p>PMS 129 INX 1210804</p> <p># FFFFFFFF</p>
<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Raspberry</p> <p>PMS 2451 INX 1297612</p> <p># FFFFFFFF</p>	<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Orange</p> <p>PMS 144 INX 1254823</p> <p># FFFFFFFF</p>	<p>Coca-Cola Coca-Cola Zero Sugar</p> <p>Cinnamon</p> <p>PMS 7623 INX 1207952</p> <p># FFFFFFFF</p>	<p>Coca-Cola Light Diet Coke</p> <p>Ginger Lime</p> <p>PMS 377 INX 1429775</p> <p># FFFFFFFF</p>
<p>Coca-Cola Light Diet Coke</p> <p>Feisty Cherry</p> <p>PMS 2357 INX 1253374</p> <p># FFFFFFFF</p>	<p>Coca-Cola Light Diet Coke</p> <p>Strawberry Guava</p> <p>PMS 1777 INX 1278246</p> <p># FFFFFFFF</p>	<p>Coca-Cola Light Diet Coke</p> <p>Twisted Mango</p> <p>PMS 130 INX 1213243</p> <p># FFFFFFFF</p>	<p>Coca-Cola Light Diet Coke</p> <p>Blueberry Acai</p> <p>PMS 2105 INX 1621017</p> <p># FFFFFFFF</p>
<p>Coca-Cola Light Diet Coke</p> <p>Blood Orange</p> <p>PMS 7417 INX 1081182</p> <p># FFFFFFFF</p>	<p>Coca-Cola Light Diet Coke</p> <p>Lemon</p> <p>PMS 7406 INX 1210804</p> <p># FFFFFFFF</p>	<p>Coca-Cola Light Diet Coke</p> <p>Peach</p> <p>PMS 4052 INX 1620930</p> <p># FFFFFFFF</p>	

A a B b

O 1 2 3

Light
Regular
Medium
Bold
Black

Graphic System The Typeface

**Unity by Name.
Unity by Nature.**

TCCC Unity is the new global typeface for The Coca-Cola Company. Unity draws its personality from Coca-Cola's own archive and modernist American typography.

Range

We can deploy different weights of our brand font when needed.

Graphic System

The Typeface

Meet the Family

A full family of weighted typefaces, Unity gives us the flexibility to communicate consistently whatever we need to say, and however we need to say it.

Unity communicates clearly across all applications, from packaging to digital, cans, bottles and boxes to billboards, smartphones and experiential screens.

Please see the following link to download all available weights and styles of TCCC Unity:

<https://coke.box.com/s/e5lhlq1hekry8c0xx7zfqxvw6ran24p0>

AaBbCc
123!?\$£¥

TCCC Unity
Light

AaBbCc
123!?\$£¥

AaBbCc
123!?\$£¥

TCCC Unity
Regular

TCCC Unity
Italic

AaBbCc
123!?\$£¥

AaBbCc
123!?\$£¥

TCCC Unity
Medium

TCCC Unity
Medium Condensed

AaBbCc
123!?\$£¥

AaBbCc
123!?\$£¥

AaBbCc
123!?\$£¥

TCCC Unity
Bold

TCCC Unity
Bold Italic

TCCC Unity
Bold Condensed

AaBbCc
123!?\$£¥

TCCC Unity
Black

Graphic System

The Typeface

Sizing Matters

ORIGINAL TASTE 100

ORIGINAL TASTE 90

ORIGINAL TASTE 80

ORIGINAL TASTE 70

ORIGINAL TASTE 60

ORIGINAL TASTE 50

ORIGINAL TASTE 40

ORIGINAL TASTE 30

ORIGINAL TASTE 20

ORIGINAL TASTE 16

ORIGINAL TASTE 14

ORIGINAL TASTE 12

ORIGINAL TASTE 10

ORIGINAL TASTE 8

ORIGINAL TASTE 6

Flexible and scalable enough to be used for either body copy or headlines, Unity retains legibility even at reduced point sizes. Perfect for small-print or mini-cans.

Unity headline should be used on all text above 30pt in scale. All text below 30pt should be set in Unity Text.

Unity Headline
Should be used above 30pt in scale

Unity Text
Should be used below 30pt in scale

Messaging Hierarchies

The chart opposite shows how we apply Unity at various weights and sizes to create clear and consistent copy layouts.

76/80pt **Main Headlines**

always use

Unity Medium.

Sub in Regular.

44/48pt Use large regular text for
other important information
with medium for emphasis.

22/24pt Body Copy always uses
Unity Regular Text for clarity
at small sizes.

14/16pt Unity Regular for footnotes too.

Headline
Sub

Large Text
Large Text

Body Copy

Footnotes

Headline
Sub

Large Text
Large Text

Body Copy

Footnotes

Headline
Sub

Large Text
Large Text

Body Copy

Footnotes

Graphic System The Typeface

General Type Color

Our typefaces use the same color principles as our primary palette, using binary contrast to create structure, while a contrasting third color can be used for highlights or call-outs.

Graphic System

The Typeface

Not My Type

Always aim for clarity and consistency when laying out our type. Use it to create friendly, logical, and readable text... not brash or challenging typographic design.

Please Do Not

- 1 Rotate typography on extreme angles
- 2 Change the font to anything other than TCCC Unity Family
- 3 Use any other color than specified
- 4 Add any unwanted embellishments
- 5 Add any visual effects
- 6 Rearrange the typographic hierarchy
- 7 Outline typography unless directed
- 8 Create challenging type layouts



Graphic System

The Red Disc

Coca-Cola. Full Stop.

Sign
The Red Disc at it's most powerful, a beacon that represents good taste.

As somebody once said: Coca-Cola - it's the real thing. So, leave no doubt as to the authenticity of our products with the red disc hallmark - the maker's stamp. Used as a finishing touch, the red disc elevates and punctuates our design. It tells you this is nothing less than 100% Coca-Cola. Period.

Please update your Disc asset to this current version and ensure any older iterations are removed from your local system.

Sign Off
The minimum size our Disc icon should be use is 11mm in diameter.

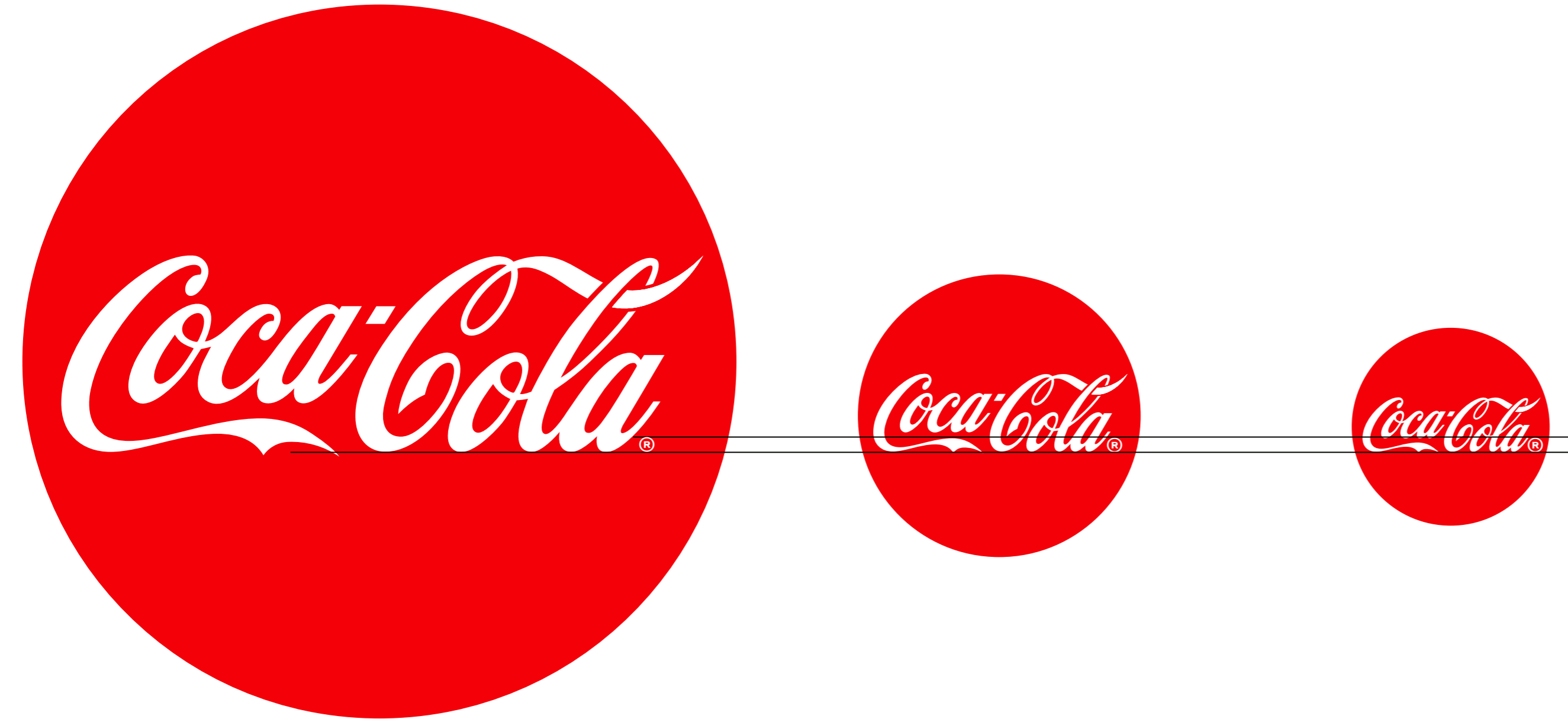


Graphic System

The Red Disc

® Scale

We need to protect our Disc equity at all times with the use of a registered trademark symbol. The scale of the symbol reflects the size of the application.



Large-scale:
use this disc for applications over 36" in diameter

Optimal Scale

Small-scale:
use this disc for applications
below 2" in diameter

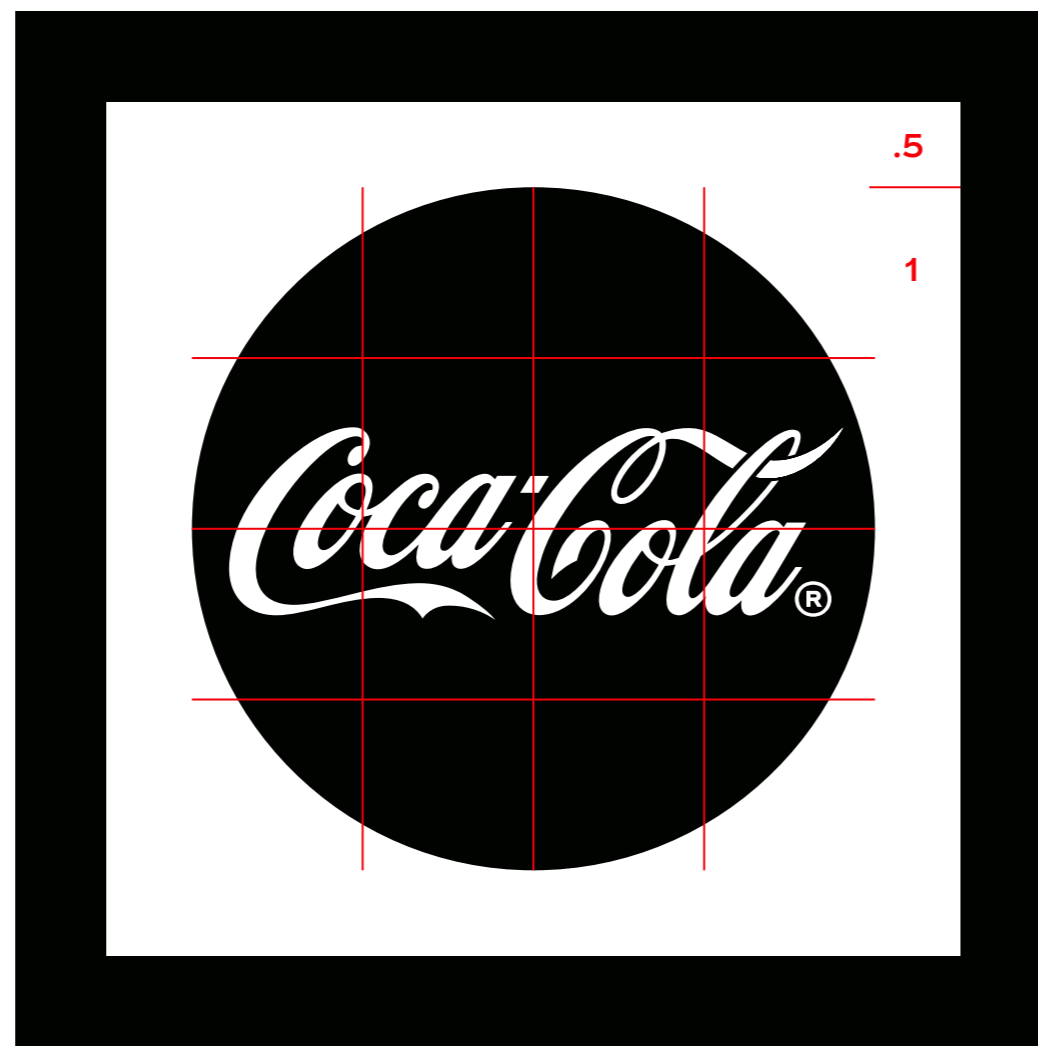
- 01 Large-scale (billboards & signage)
- 02 Packaging & general use
- 03 Stationary

Graphic System

The Red Disc

Using the Disc

Always in our primary brand colors, the disc either stands out in red on its own, or is integrated into a design. Think of it as a seal of approval or a mark of quality.



Clear Space

A clear space of .5X should be used to ensure our Disc asset is protected when applied as a design element.



Disc Outline

When applying our red Disc to a red background a 2% white outline should be used to define the circular shape of our icon.

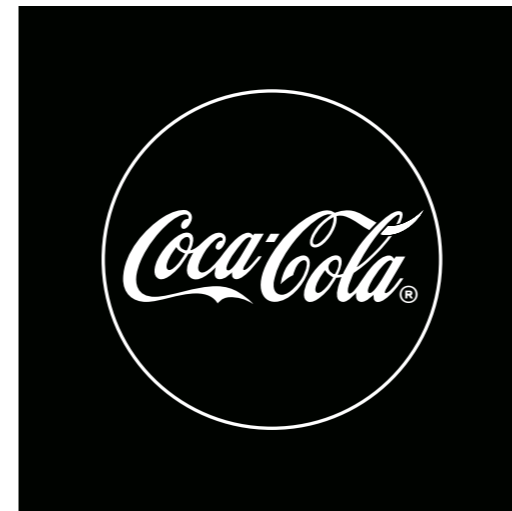
Minimum Size

The minimum size our Disc icon should be use is 11mm in diameter.



Black & White Disc

The Black and White Disc is only for use in print situations where the Red ink color is not available.



Graphic System

The Red Disc

How we apply it

As a self-contained logo, the disc has a number of applications. On packaging it becomes a hallmark, while on stationary and posters it punctuates our design. In the wider world, it also works as the ultimate sign of good taste.



Display
Our Disc can sign-off a communication.



Signage
The Disc can become the focus, a literal sign of good taste.



Vending
The Disc can be our hallmark of good taste on key pieces of equipment.



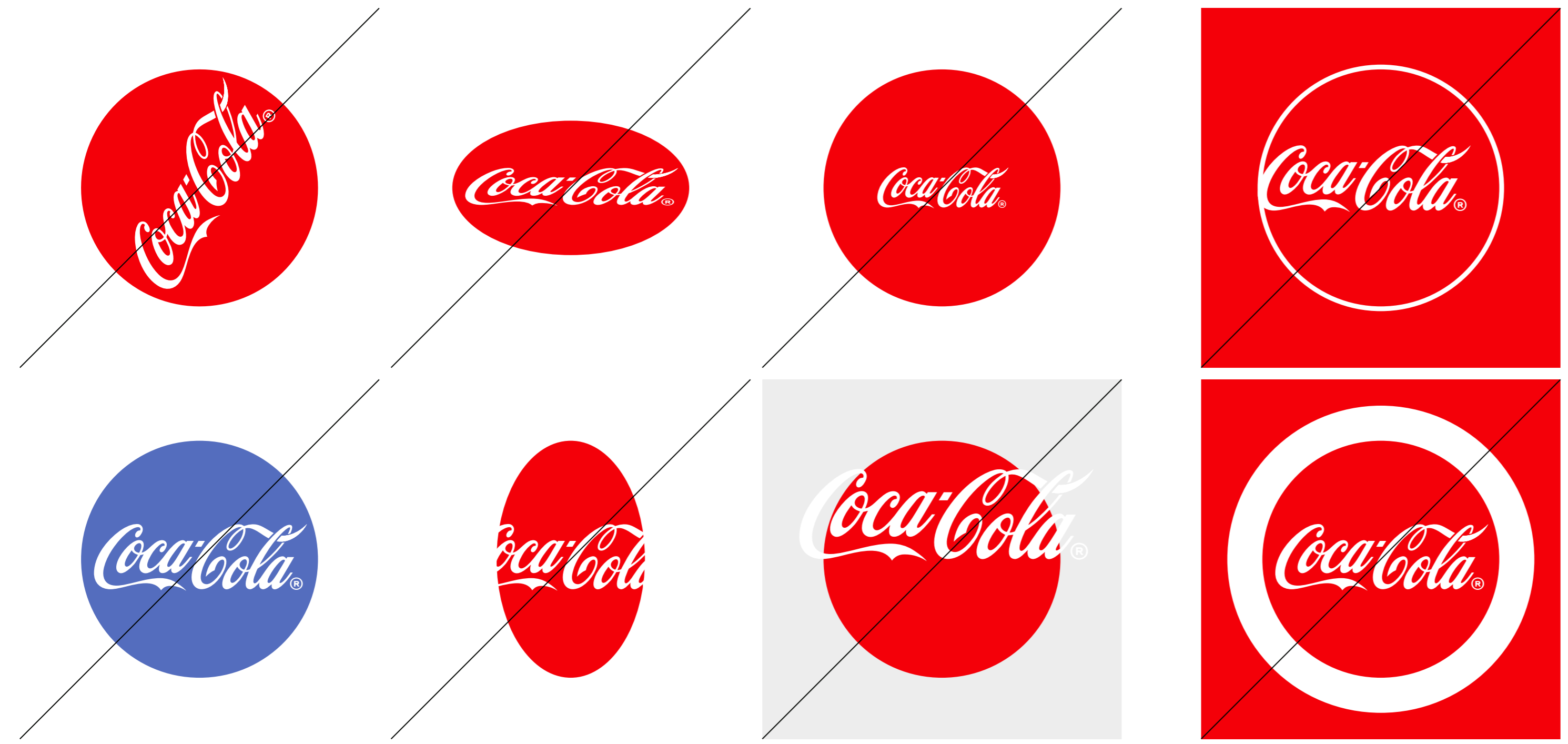
Packaging
The Disc can act as a constant trademark presence, to ensure our products remain unmistakably Coca-Cola.

Graphic System

The Red Disc

Erm... No

The disc is an integral part of our brand that's been around for decades, so you should know by now that we like to look after our trademarks. Please don't distort it, re-draw it, or add your own colors. That's a big no.



Please Do Not

- 1 Rotate the Disc
- 2 Distort the Disc
- 3 Change the scale and ratio of the Disc elements
- 4 Move the position of any elements
- 5 Introduce any other colors to the Disc
- 6 Change the shape of the Disc
- 7 Off-set any elements
- 8 Increase the size of the Disc outline

Graphic System

The Dynamic Ribbon

**Our Most
Dynamic Icon**

Graphic System

The Dynamic Ribbon

Dynamic (and Delicious)

The ribbon, which mirrors the original contour of our iconic bottle, has an illustrious history within our brand. A dynamic symbol of our delicious product, it visually links all of our products together, while creating waves around the world.

Large Scale
The Dynamic Ribbon can be used as the main focus within design communication.



Small Scale
The Dynamic Ribbon can ensure we protect our trademarks on products around the world.

Graphic System

The Dynamic Ribbon

Up, Down, Side to Side

While the ribbon has its own sense of visual rhythm, it is oriented either vertically or horizontally. It reaches upwards to elevate you, or reaches across to greet you. Say hello.

Primary Horizontal
This version of the Dynamic Ribbon should be used wherever possible.



Two Dynamic Ribbons
The ribbon device is available in Horizontal and Vertical versions.

The vertical ribbon (shown here as an outline for comparison) has been optimised for vertical applications.

Secondary Vertical
Certain design challenges may require the vertical Dynamic Ribbon.

For vertical application, always use the vertical Dynamic Ribbon.



Graphic System

The Dynamic Ribbon

Go with the flow

Used off pack the ribbon becomes an iconic brand signifier in its own right, or can create a sense of flow and visual connection between two points.



Dynamic & Flexible
The Dynamic Ribbon can create energy within many formats and layouts.



Graphic System

The Dynamic Ribbon

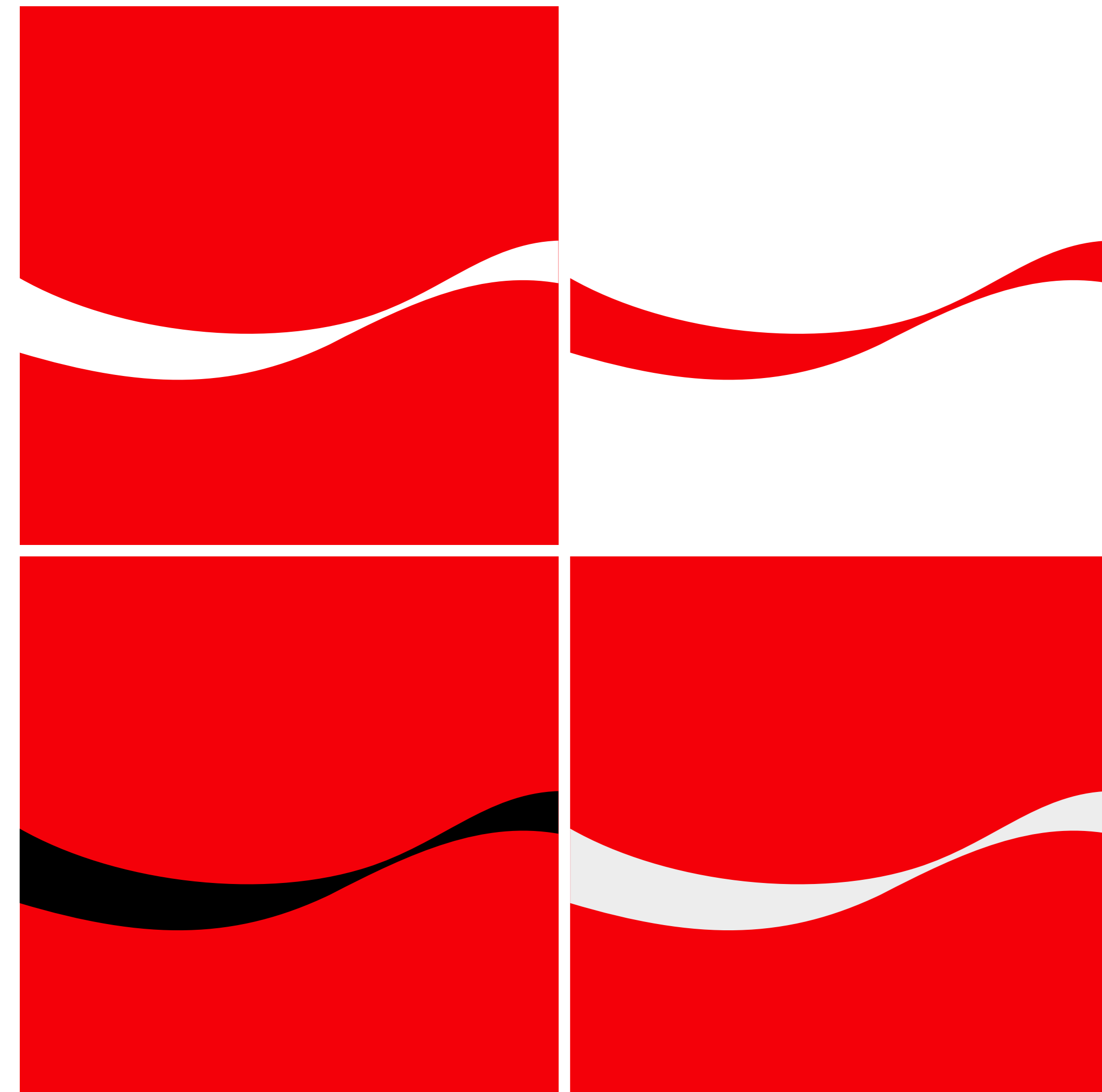
Color Options

The ribbon has the flexibility to live alongside our core system colors to create dynamic variations of our energetic asset.

Please Note:
The black ribbon on red is only for
Zero Sugar Packaging.

Ribbon Colorways

- 1 White on red (Primary)
- 2 Red on white
- 3 Black on red
- 4 White on red



Graphic System

The Dynamic Ribbon

Dynamic Application

The Dynamic Ribbon should always expand to fill the available application space edge to edge and should never float within the canvas.

For print applications requiring a bleed: the bleed is added beyond the Dynamic Ribbon shape to ensure that once printed, folded, and cut to the template – the ribbon is the correct shape in the printed form.

Always use the ribbon with bleed to ensure we retain the proper shape.

On pack, the placement of the ribbon ties all of our products together like a bow. Off-pack it becomes a highly dynamic icon, used to create ripples of excitement and waves of excitement. Delicious.

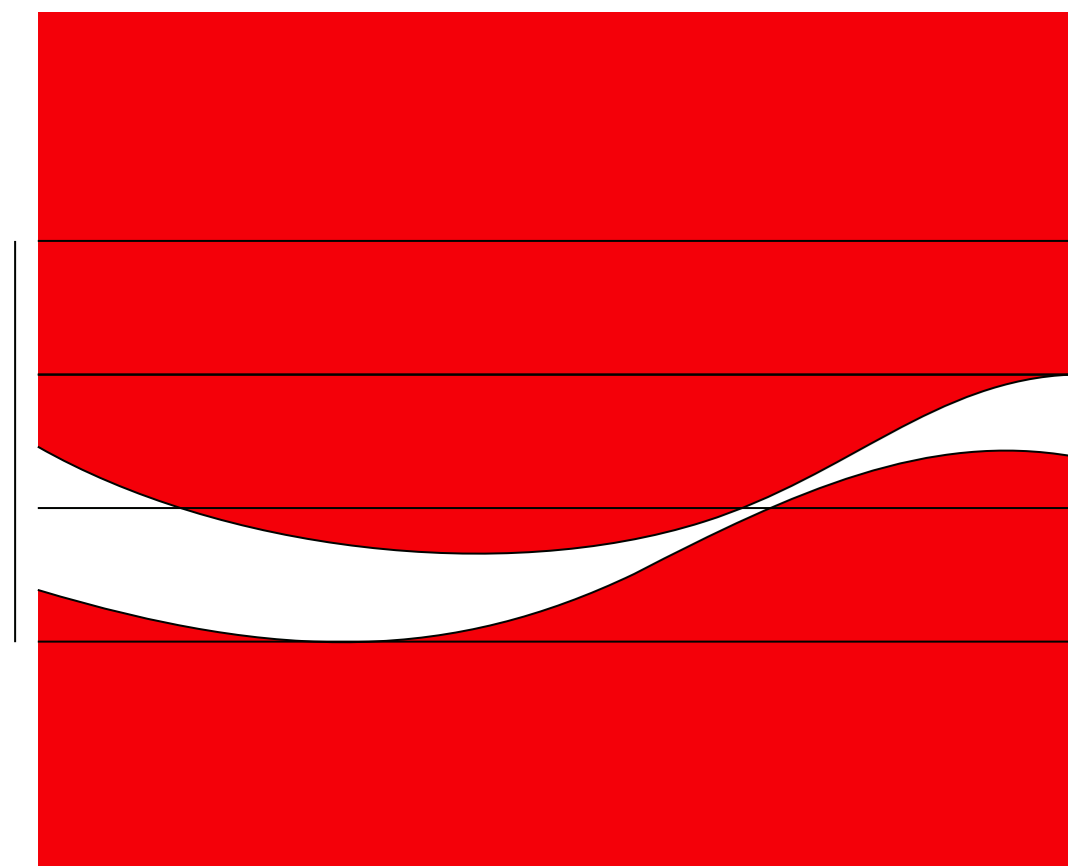


Minimum Size
16mm

Center Position
The ribbon is off-set within the height of the square composition to look visually correct.

Cropping
Both the Horizontal and Vertical Ribbons have a bleed version to ensure edge to edge printing when needed.

DO NOT PRINT THE RIBBON BLEED!

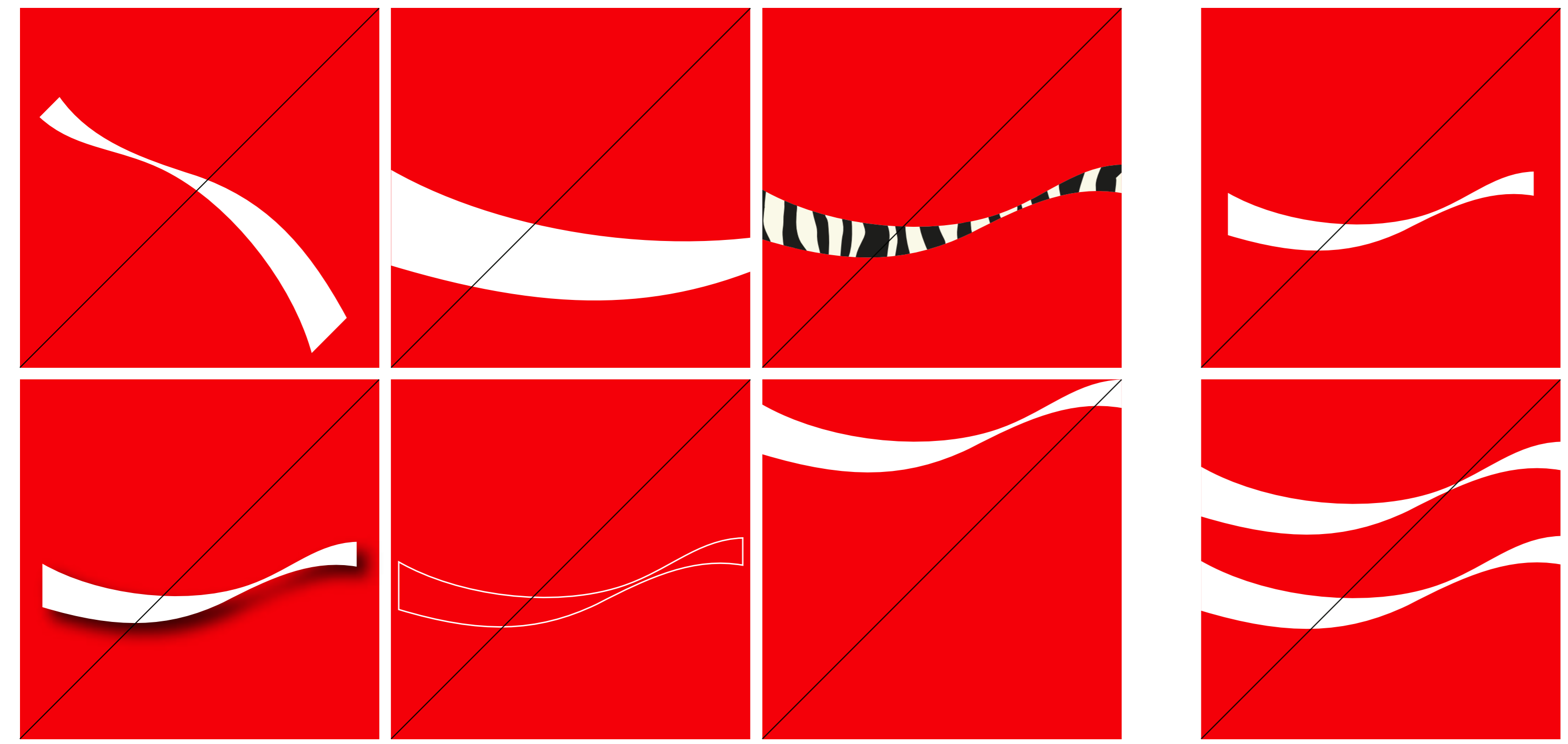


Graphic System

The Dynamic Ribbon

Tying yourself in knots

There's only ever our Dynamic Ribbon. It's a continuous thread throughout our brand. So don't stretch it out or snap it, and definitely don't tangle it up with other things.



- Please Do Not:**
- 1 Rotate the ribbon off the directed axis
 - 2 Re-crop the ribbon
 - 3 Recolor or add patterns to the ribbon other than directed
 - 4 Let the ribbon float in the canvas - it needs to crop edge to edge
 - 5 Add any effects to the ribbon
 - 6 Outline the ribbon
 - 7 Change the position of the ribbon
 - 8 Use more than one ribbon in a composition

Graphic System

Contour Bottle Icon

An Iconic Icon

We created our the Contour Bottle Icon to be the ultimate shorthand for our brand. A visual reminder of where it all began, it unifies our products, but also has a personality all of its own.

There is only one global version of the Contour Bottle Design that should be used, an icon originally created by combining the simple silhouette shape of the ideal glass contour bottle with a script logo that has been dimensionalized to show the volume of the bottle.



Graphic System

Contour Bottle Icon

A Bottle of Joy

Used on pack, the Contour Bottle Icon becomes a simple brand flag, but off-pack it's a different story. Applied creatively it becomes a dynamic, playful brand icon that's full of joy and full of possibilities.



Minimum Height
16mm

Contour Bottle Icon
Available to use in 2
iconic colorways.

Graphic System The Arden Square

Not So Square

The heritage Arden Square. A combination of the script and the ribbon, the square is much more than the sum of its parts. It can be used off-pack as a flag or icon, but also as a building block, a button, or even a cube.



Coca-Cola®



Above 36"
This scale features a
reduced scale ® symbol.



Below 1/2"
Please note the detached
registration mark.

Coca-Cola®

ORIGINAL TASTE

Graphic System The Arden Square

The Arden Square Variant System

The Modern Arden Square.
Creating a home for our most
recognisable icon, amplified in scale
and cropped within the square.
We enable The Arden Squares to
speak to the consumer directly about
our products, ranges, flavors and
always about our brand.



Arden Sizing

The product range squares
are easily constructed from
10 subdivisions.

Graphic System The Arden Square

The Arden Square Variant System Set

From Core to Zero Sugar dual Flavors, the squares are able to accommodate the needs of our offering and speak to the consumer with unmistakable clarity on a range of applications.



Graphic System

The Arden Square

Arden Flavor Disc

Flavor square requires the flavor Disc lock-up.

When used at smaller scales the Disc lock-up is not required due to legibility issues.



- 01 Large-scale Original Taste Cherry
- 02 Large-scale Zero Sugar Cherry
- 03 Large-scale Light Cherry
- 04 Large-scale Diet Coke Cherry
- 05 Small-scale Original Taste Cherry
- 06 Small-scale Zero Sugar Cherry
- 07 Small-scale Light Cherry
- 08 Small-scale Diet Coke Cherry

Graphic System

The Arden Square

Horizontal Formats

Core Variants

The Arden Square system allows for extended formats in consideration of a range of system formats.

The Script can be scaled on longer formats to represent our core variants.

- Arden Square Horizontal Formats
- 1 Square Cropped (Primary)
 - 2 Horizontal Un-cropped
 - 3 Horizontal Extreme (Scaled)



Graphic System

The Arden Square

Horizontal Formats

Flavors

The Arden Square system can be used to apply our Flavor offerings. Flavor color plays a big role in the distinction between our core range and flavor variants.

- Arden Square Horizontal Formats
- 1 Square (Primary)
 - 2 Horizontal
 - 3 Horizontal Extreme (Scaled)



Graphic System

The Arden Square

Vertical Formats

Core Variants

The arden square maximised our brand and product.

Variant Baseline

Variant Baseline

- Arden Square Vertical Formats
- 1 Square (Primary)
 - 2 Vertical
 - 3 Extreme Vertical



Graphic System

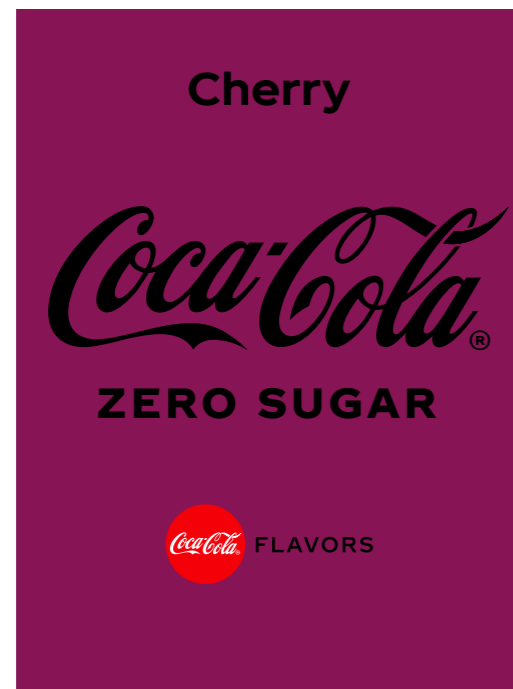
The Arden Square

Vertical Formats

Flavors

The arden square maximised our brand and product.

- Arden Square Vertical Formats
- 1 Square Cropped (Primary)
 - 2 Vertical
 - 3 Extreme Vertical (Scaled)



Graphic System The Arden Square

Freestyle Disc

From Core to Zero Sugar dual Flavors, the squares are able to accommodate the needs of our offering and speak to the consumer with unmistakable clarity on a range of applications.



Graphic System The Brand Voice

Hi, I'm a Coke®

Our on-pack messaging is usually kept to a minimum, our packaging speaks for itself.

Or to put it another way:
How does a Coca-Cola speak?
It just can.

Please refer to the Recycle Me full guidelines. Please note that as this system is designed for recycling communication that will be different by market, that all individual Operating Units are responsible for confirming substantiation for advertised claims and trademark clearance.

Download the full Recycle Me guidelines and associated assets from this link:

<https://coke.box.com/s/e5lhlq1hekry8c0xx7zfqxvw6ran24p0>





RECYCLE ME

TODAY A BOTTLE, TOMORROW A CHAIR

RECYCLE US

NICE FRIDGE!
WE'D LIKE TO
COME BACK AGAIN.



RECYCLE ME

TODAY A BOTTLE, TOMORROW A CHAIR

RECYCLE US

NICE FRIDGE!
WE'D LIKE TO
COME BACK AGAIN.



RECYCLE ME

TODAY A BOTTLE, TOMORROW A CHAIR



RECYCLE US

NICE FRIDGE!
WE'D LIKE TO
COME BACK AGAIN.

- 01 Original Taste
- 02 Zero Sugar
- 03 Coca-Cola Light & Diet Coke

Graphic System The Brand Voice

Recycle Me

A sustaining on-pack message that speaks to the on-going efforts of TCCC's environmental commitments.

Recycle Me messaging follows the sugar variant color theory.

The Recycle Me line is for primary packaging and Recycle Us line is for secondary packaging. The smaller line of copy is flexible and conversational. Approved lines appear in the Recycle Me Guidelines.

Please note that as this system is designed for recycling communication that will be different by market, that all individual Operating Units are responsible for confirming substantiation for advertised claims.

Download the full Recycle Me guidelines and associated assets from this link:

<https://coke.box.com/s/e5lhlq1hekry8c0xx7zfqxvw6ran24p0>

Graphic System

The TM Squares

Protecting our Trademarks

Although not strictly a design element, we use the squares to place a protective box around our trademarked assets. Included on back of packs to remind people we own them, the boxes are a simple, visual way of protecting our assets. One that keeps our packs neat and tidy with consistent proof of usage and protection.

Always accompany on pack with the copyright statement somewhere on each package that covers all our Trademarks and content.

Trademarks
The Contour Bottle Icon and Dynamic Ribbon ensure the ownership of our products and brand around the world.

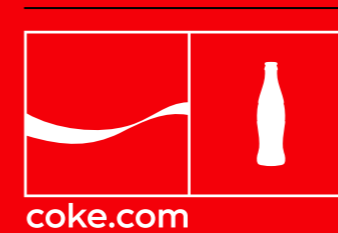


Stacked TM Square



Horizontal TM Square

Minimum Size
22mm wide



Graphic System

The TM Squares

Stay in the Red

As our signature brand color, we always keep the trademarks in red, even when applied to our flavor palette.

Trademark icons can be applied in two ways, outlined and filled:

Outlined versions are only applied to a red base. Filled versions are applied to all our colors and substrates.

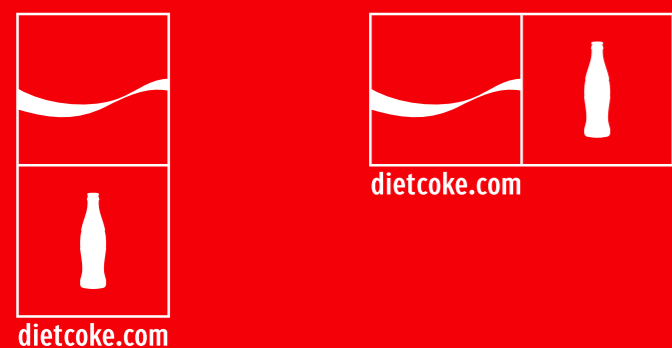
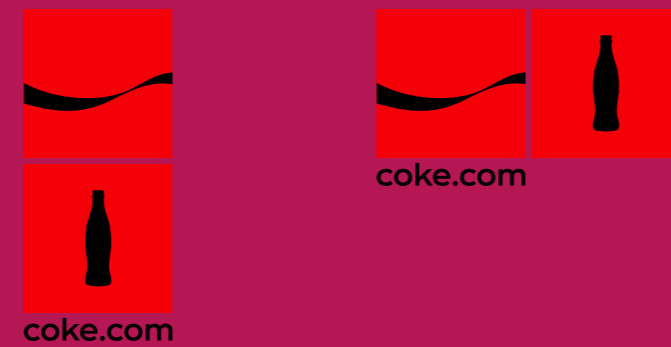
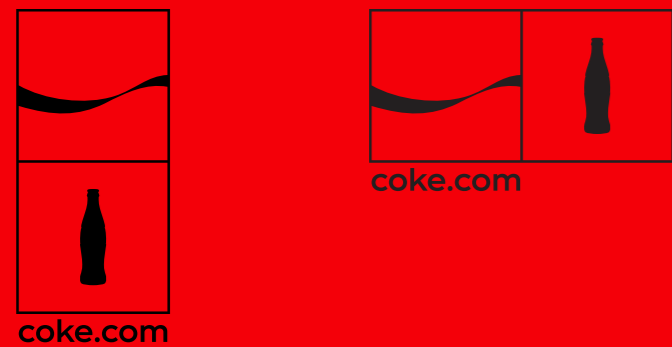
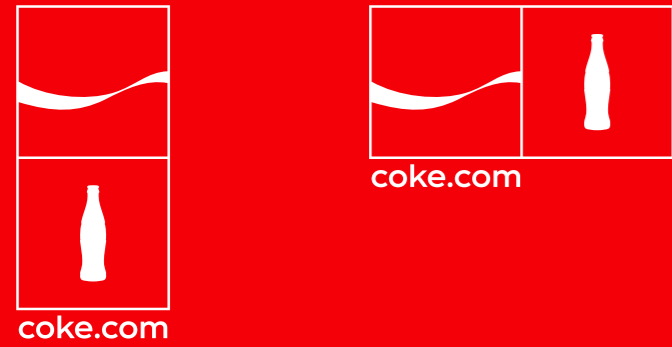
The outline vs. filled versions are actually two separately mastered marks and you should always select the one you need instead of recoloring to turn the filled to the outline version.

Trademark Red Applications: Outlined Icons

- 1 Original Taste
- 2 Zero Sugar
- 3 Diet Coke

Trademark Flavor / Substrate Applications: Filled Icons

- 4 Original Taste
- 5 Zero Sugar
- 6 Diet Coke

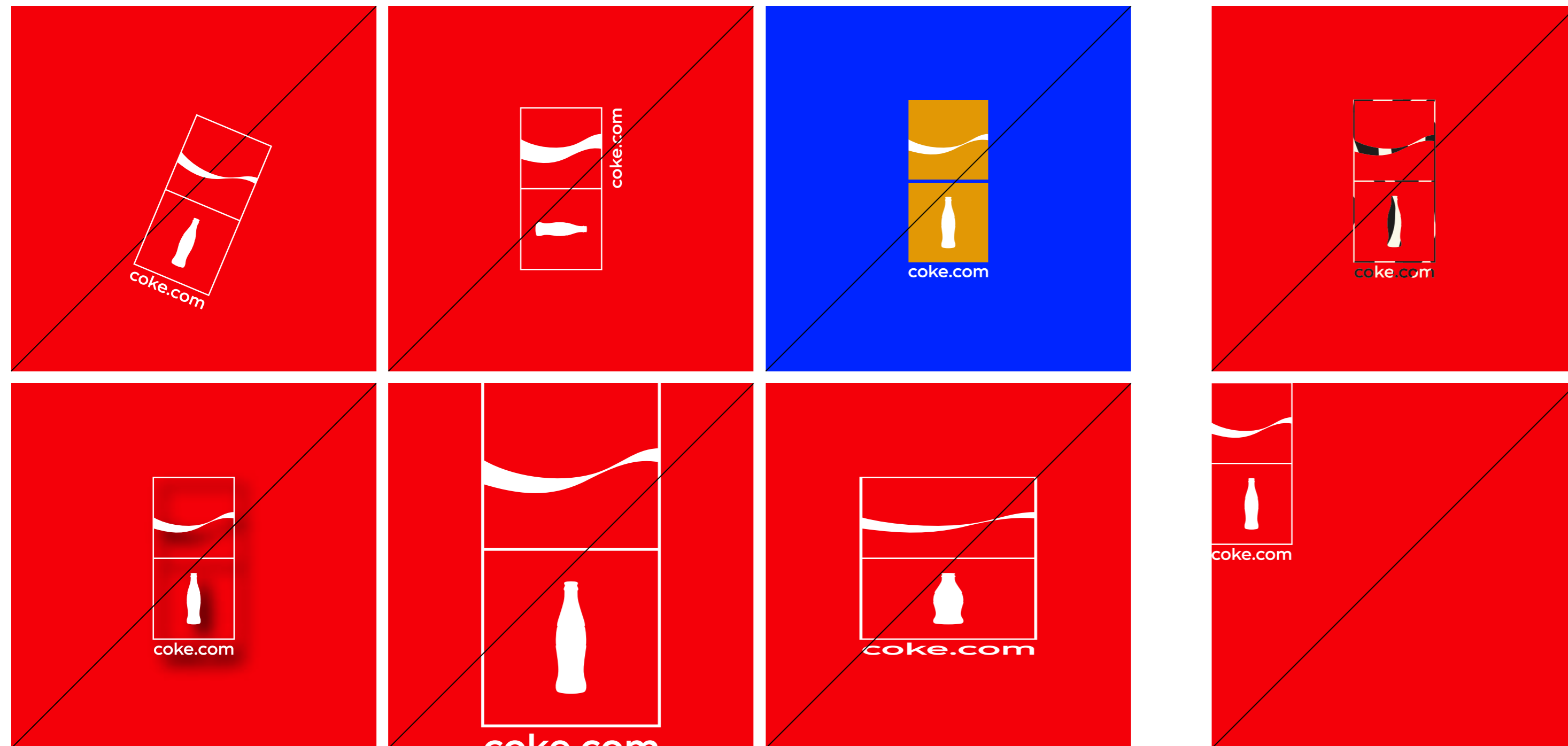


Graphic System

The TM Squares

Don't Break the Law

Our trademark squares must be applied to all packs, as supplied, without any alterations. For further guidance and clarification please ask our compliance and legal team. We dare you.



- Please Do Not**
- 1 Rotate the trademarks
 - 2 Adjust the assets in any way
 - 3 Change the colors of the assets
 - 4 Apply any patterns to the assets
 - 5 Apply visual effects to the trademarks
 - 6 Crop the assets
 - 7 Distort the assets in any way
 - 8 Align the trademarks too near edges or other objects



Thank You.