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
The world’s greatest icon.
Elevated.
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

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
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.
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.
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

21  The Script
33  The Palette
36  The Typeface
43  The Disc
48  The Ribbon
55  Contour Bottle Icon
57  The Arden Square
66  The Voice
68  The TM Squares
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.
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.

Graphic System Design Elements

01 The Spencerian Script
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

Taste

Delicious & Refreshing

Coca-Cola

coke.com
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.
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.
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.
What's New?

Not much. That's 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 use 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 the TM.
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.
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.
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.
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.
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.
Show some respect
Graphic System

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 that directed
7 Outline our Script
8 Recompose our Script
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Product Colors

The color of our iconic glass is an important supporting element within our brand.
### 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.
Graphic System
The Typeface

AaBb
0123

Coca-Cola
Coca-Cola

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.
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/e5hiqthekry8c0xx7fjgqvw6ran24p0
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.
Main Headlines always use Unity Medium. Sub in Regular.

Use large regular text for other important information with medium for emphasis.

Graphic System
The Typeface

Messaging Hierarchies

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

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.

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

Sign Off
The minimum size our Disc icon should be use is 1mm in diameter.
Large-scale:
use this disc for applications over 36" in diameter

Optimal Scale

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

© 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.
Using the Disc

Graphic System
The Red 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.
How we apply it

Graphic System
The Red Disc

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. Offset any elements
8. Increase the size of the Disc outline
Graphic System
The Dynamic Ribbon
Our Most Dynamic Icon
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.
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.
Dynamic & Flexible

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

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.
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
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.
Tying yourself in knots

Please Do Not:

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.

Graphic System
The Dynamic Ribbon

Please Do Not:
1. Rotate the ribbon off the directed axis
2. Re-crop the ribbon
3. Render 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
An Iconic Icon

Graphic System
Contour Bottle 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.
A Bottle of Joy

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.
Coca-Cola

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.
The Arden Square

Variant System

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
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.
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
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 Uncropped
3. Horizontal Extreme (Scaled)
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.
Graphic System
The Arden Square

Vertical Formats
Core Variants

The arden square maximised our brand and product.

Arden Square Vertical Formats
1. Square (Primary)
2. Vertical
3. Extreme Vertical
The Arden Square

Vertical Formats
Flavors

The arden square maximised our brand and product.
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.
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/e5hlg1hekry8c0xx7zfqzw6ran24p0
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/e5hiq1hekry8c0xx7zfqzvw6ran24p0
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.
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
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.