

Coca-Cola

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

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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



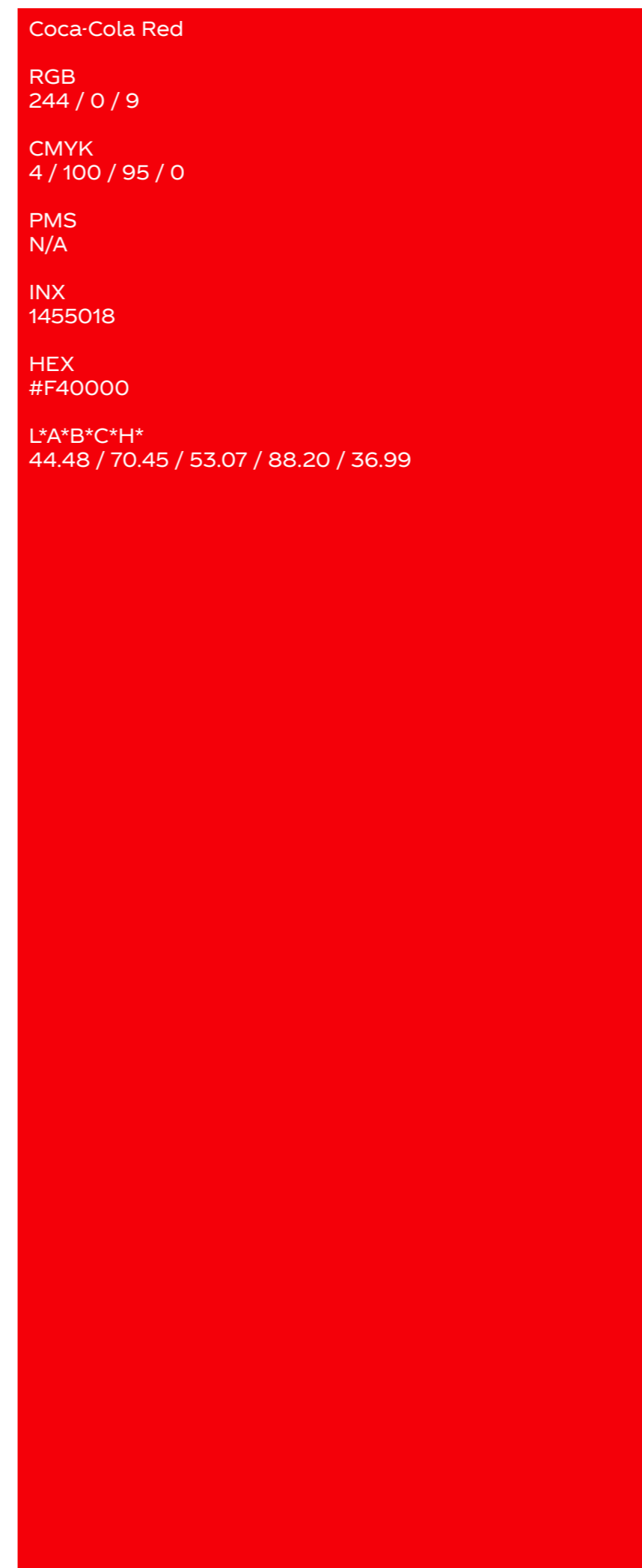
Graphic System

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>	

Thank You.

