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 Flexibility

Greater Refreshment

Greater Moments

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.

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

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

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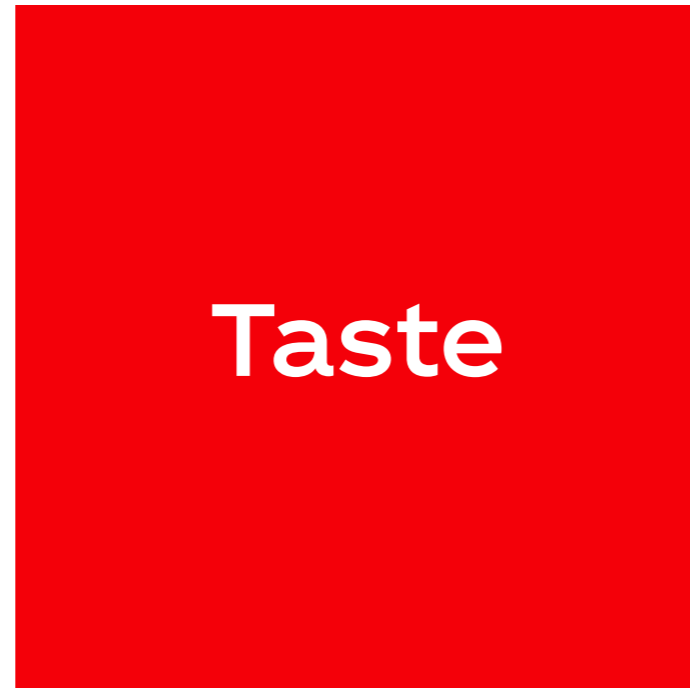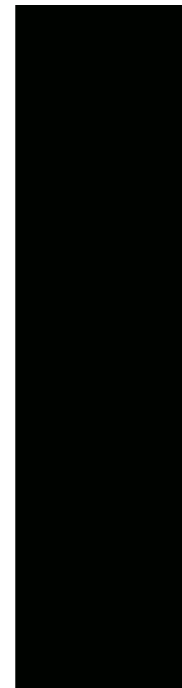
A combination of our most recognizable icons and assets, coupled with our classic trademarks, our elements give us the scale and breadth to communicate Coca-Cola at every single level. The following pages provide a general overview to how each of our elements works – how they should look and how they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

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.

Spencerian Script
Primary white on red

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.

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.

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

Single Serve Primary
Aluminium

Graphic System
The Spencerian Script

International Scripts
Key Examples

Example placements for Scripts around the world.

For other markets using a foreign script on packaging, please submit for approval of the script placement and size.

01	Global Script
02	Chinese Script
03	Thai 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.

From
Helvetica

To
Unity Bold

Coca-Cola Red

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.

Mono

Core Variants
Red leads the way.

Flavors
Flavor color draws in our consumers.

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.

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.
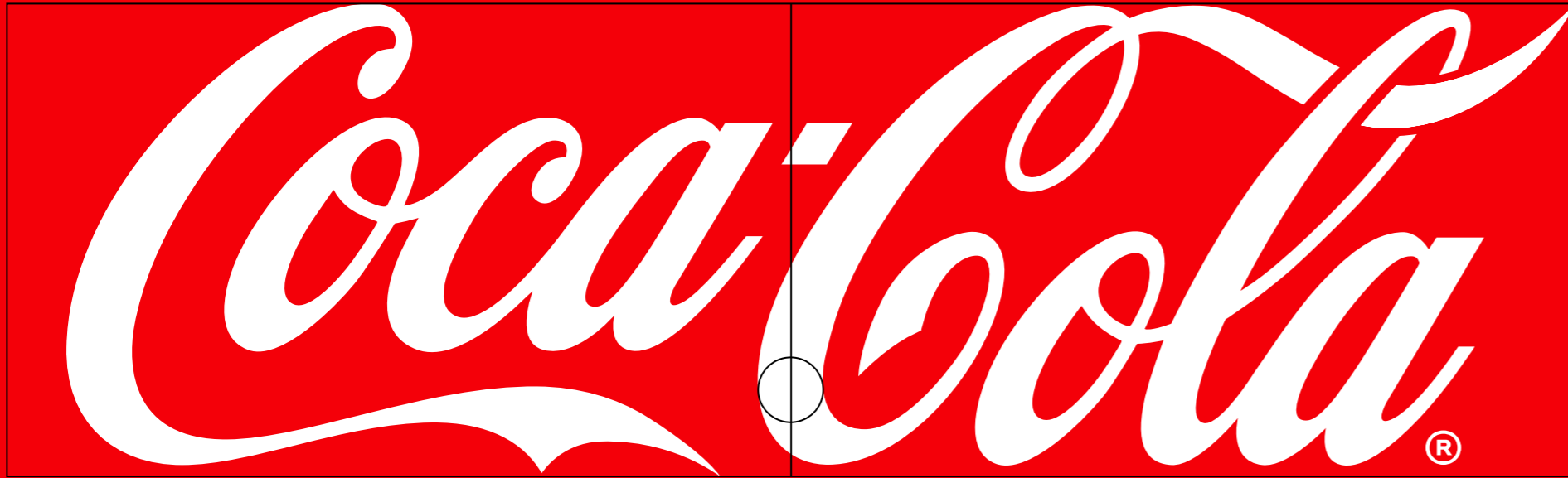
Bounding Box

Center Line

Centered

Minimum Size
16mm wide
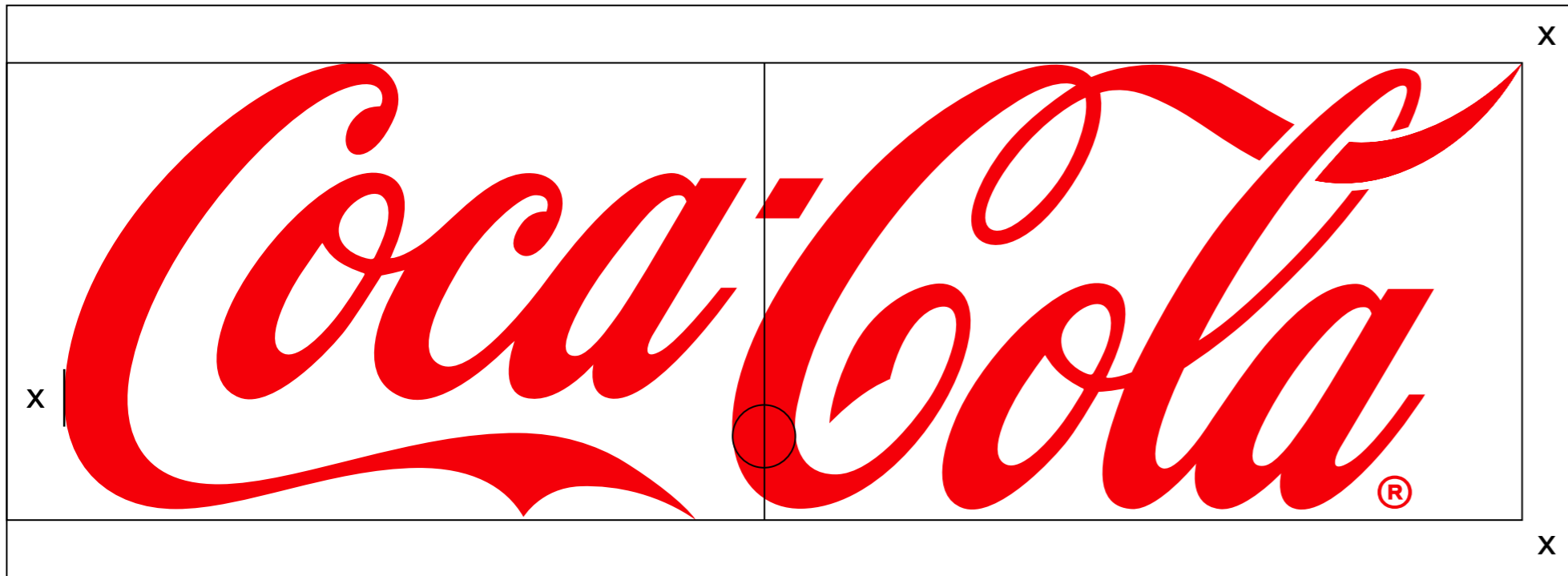
Safe Area

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

Minimum Size
16mm wide

® **Scaling**

0.5X

X

1.5X

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

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 out 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
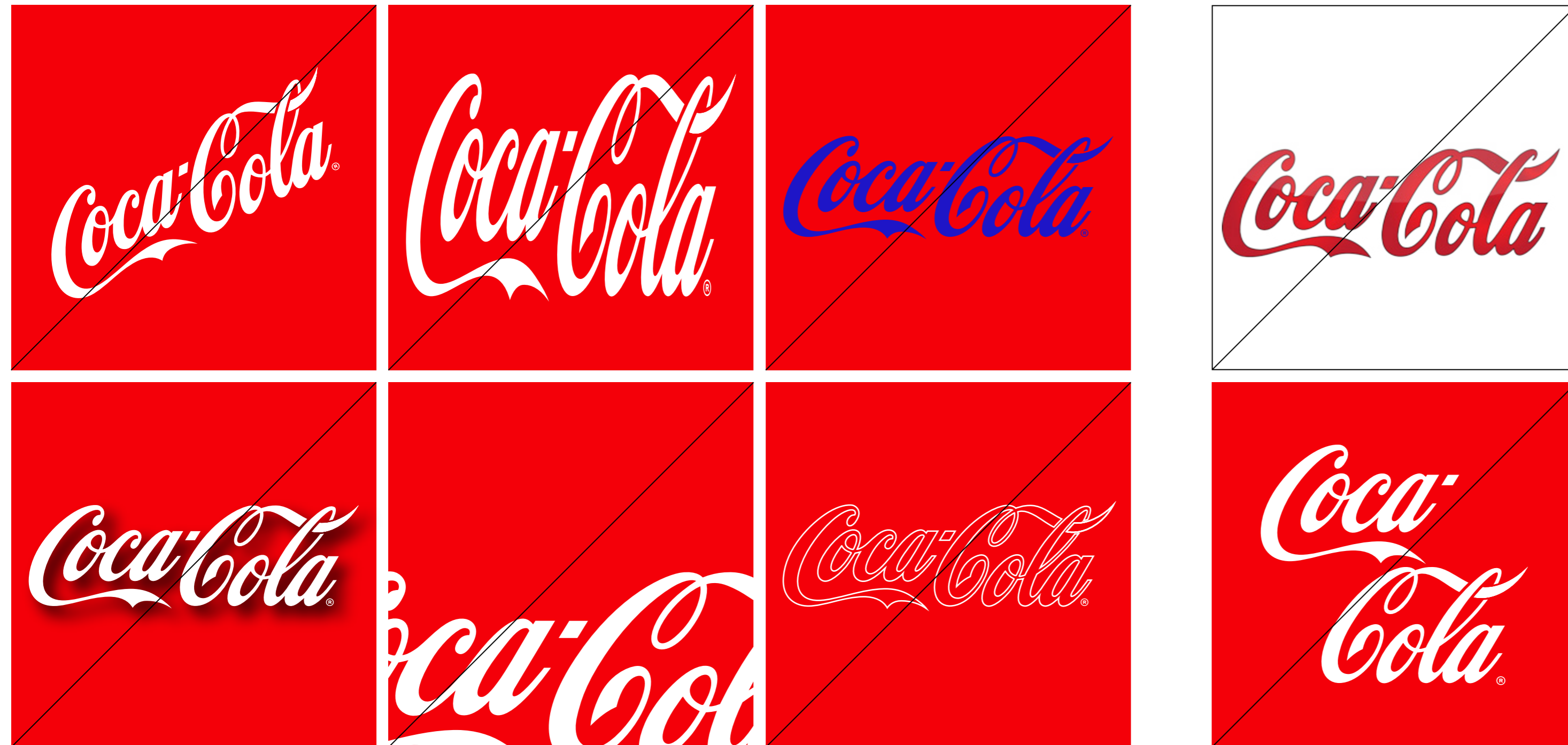
Brand Colors

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	PMS	Brite OP White
255 / 255 / 255	N/A	INX 1215947
CMYK	HEX	
0 / 0 / 0 / 0	#FFFFFF	

Coca-Cola Black

RGB	PMS
0 / 0 / 0	Black
CMYK	HEX
0 / 0 / 0 / 100	#000000

Diet Coke Silver

RGB	Pantone	Trans White
179 / 179 / 179	Silver (50% Tint)	(DKO Silver) INX 1297108
CMYK	HEX	
31 / 24 / 25 / 0	B3B3B3	

Diet Coke Caffeine Free Gold

	CMYK	HEX
	TBC	#000000
RGB	PMS	CF Semi OP Coke
TBC	N/A	Gold INX1438858

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
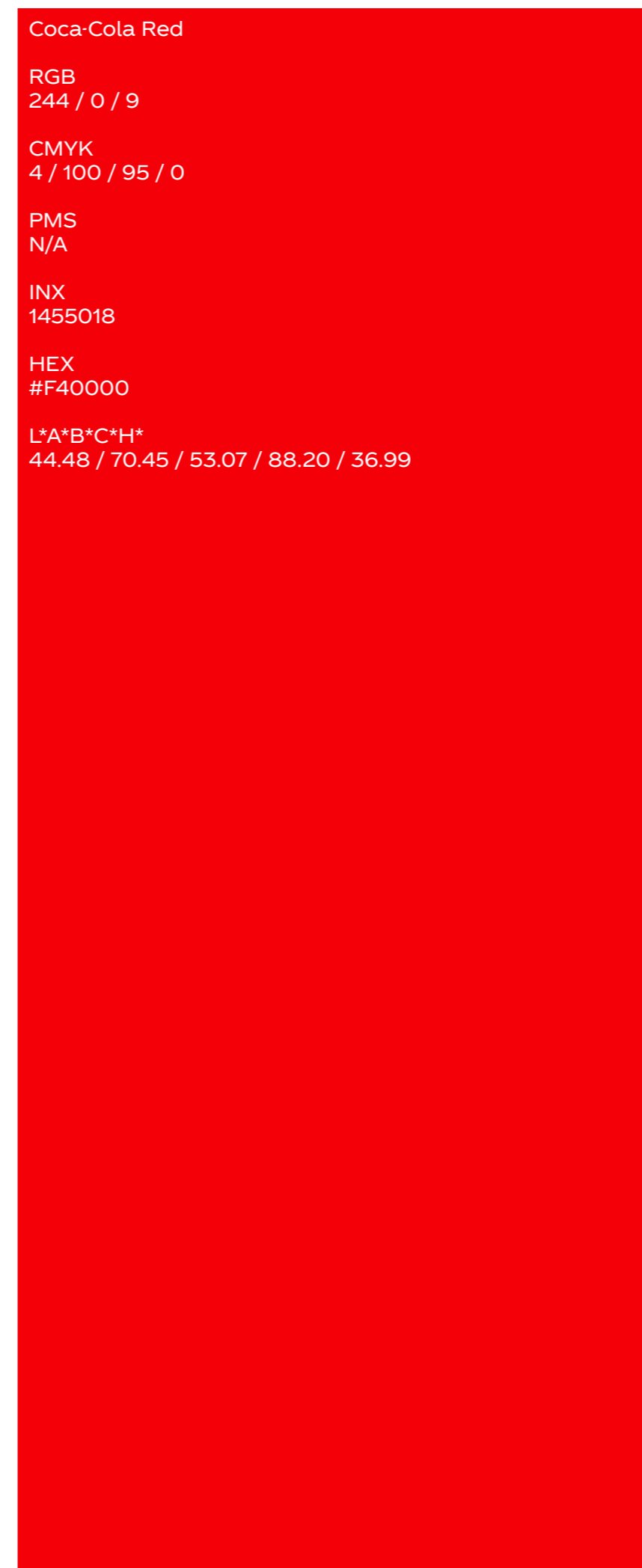Pantone® 343C
C42 M0 Y44 K0
R151 G209 B167

Product Colors

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

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

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

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.

AaBb
0123

Light
Regular
Medium
Bold
Black

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

AaBbCc
123!?$£¥

TCCC Unity
Light

AaBbCc
123!?$£¥

AaBbCc
123!?$£¥

TCCC Unity
Regular

TCCC Unity
Italic

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.

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

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

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

ORIGINAL TASTE

ORIGINAL TASTE

ORIGINAL TASTE

ORIGINAL TASTE

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ORIGINAL TASTE

Size
100
90
80
70
60
50
40
30
20
16
14
12
10
8
6

Sizing Matters

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

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.

Headline Sub

Headline Sub

Headline Sub

Headline Sub

Headline Sub

Headline **Sub**

Headline Sub

Headline Sub
Headline Sub
Headline Sub

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

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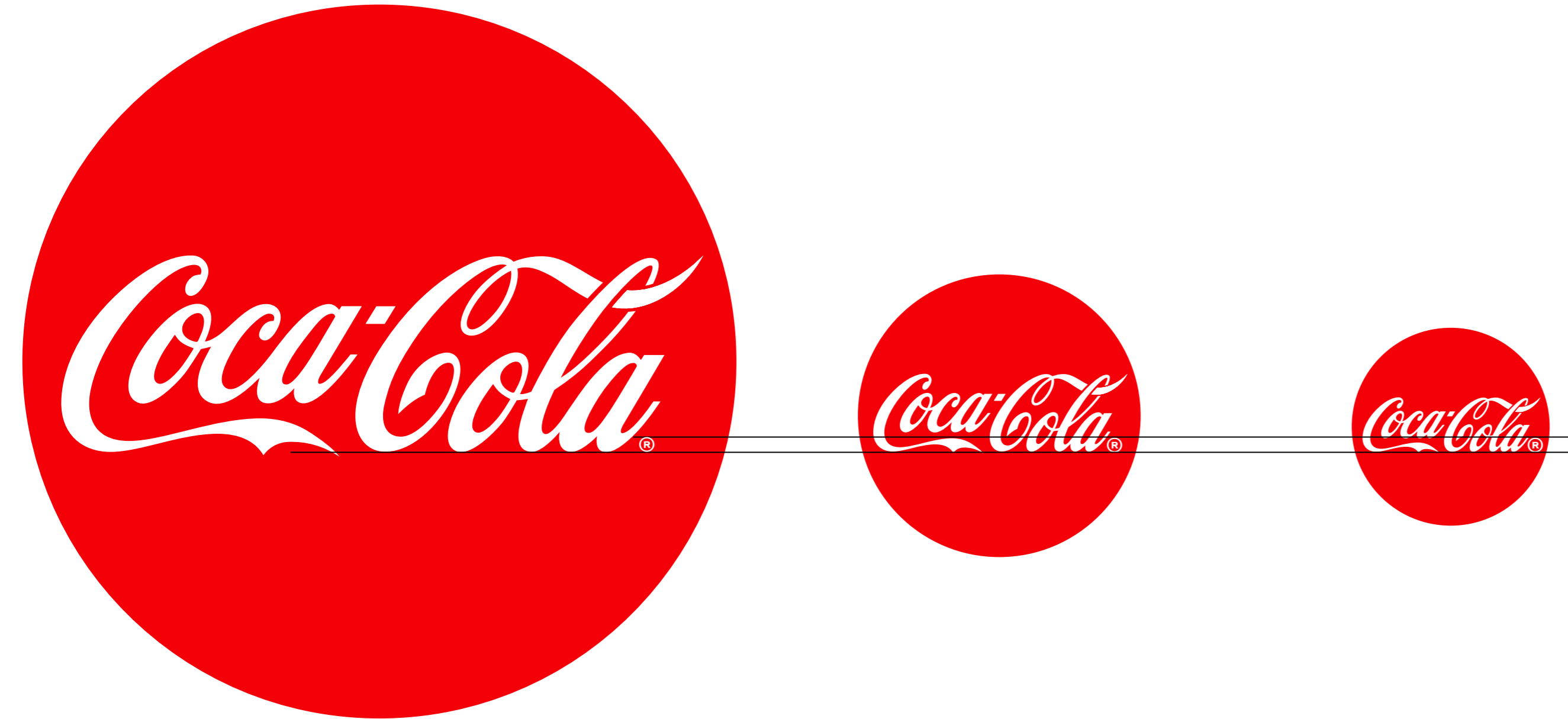The minimum size our Disc icon should be use is 11mm in diameter.

® 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:
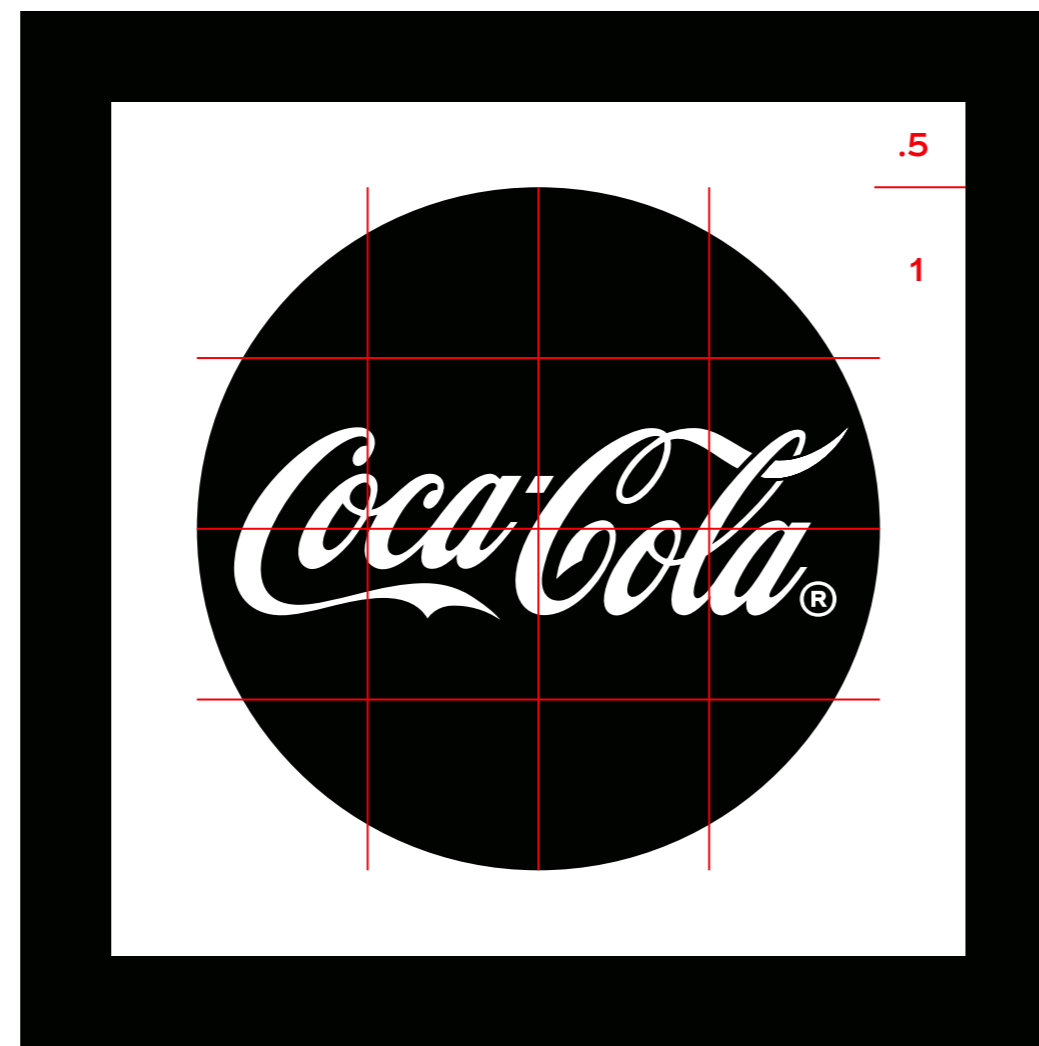**use this disc for applications below 2" in diameter**

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

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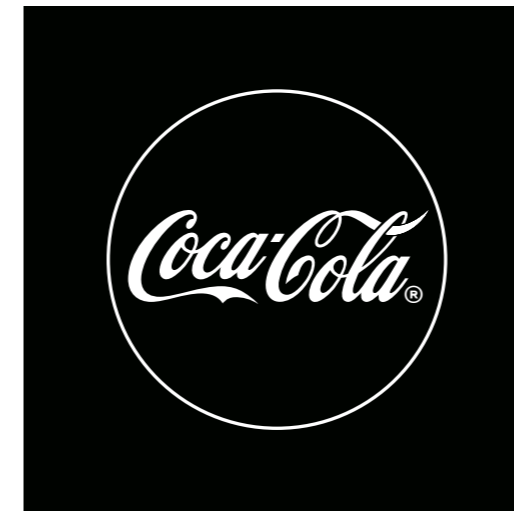
Disc Outline
When applying our red Disc to a red background a 2% white outline should be used to define the circular shape of our icon.

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.

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.
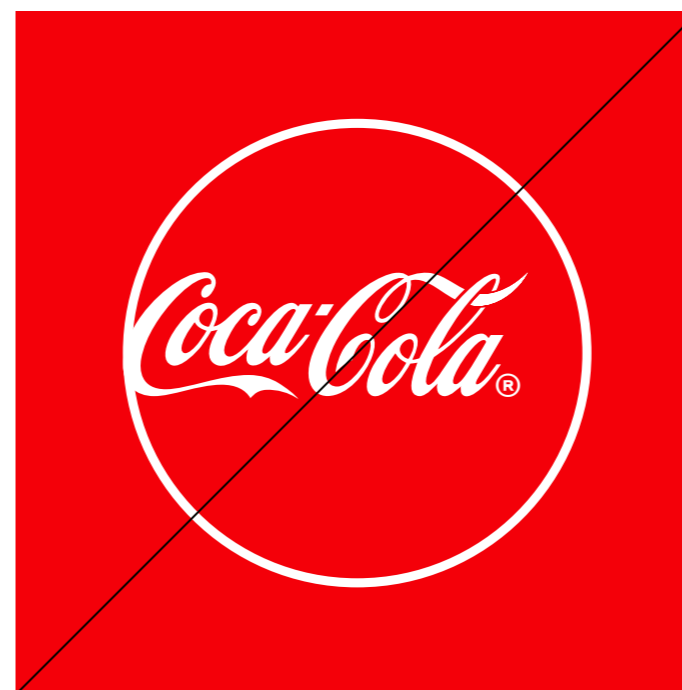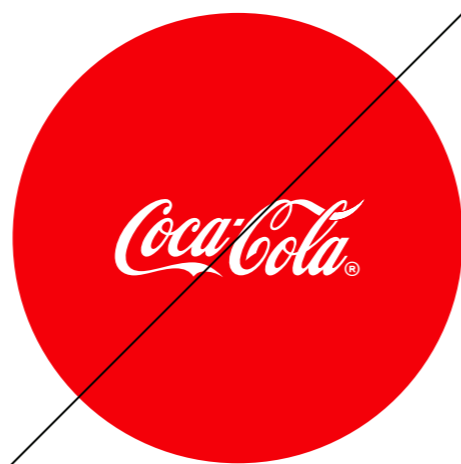
Please Do Not

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

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.

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.
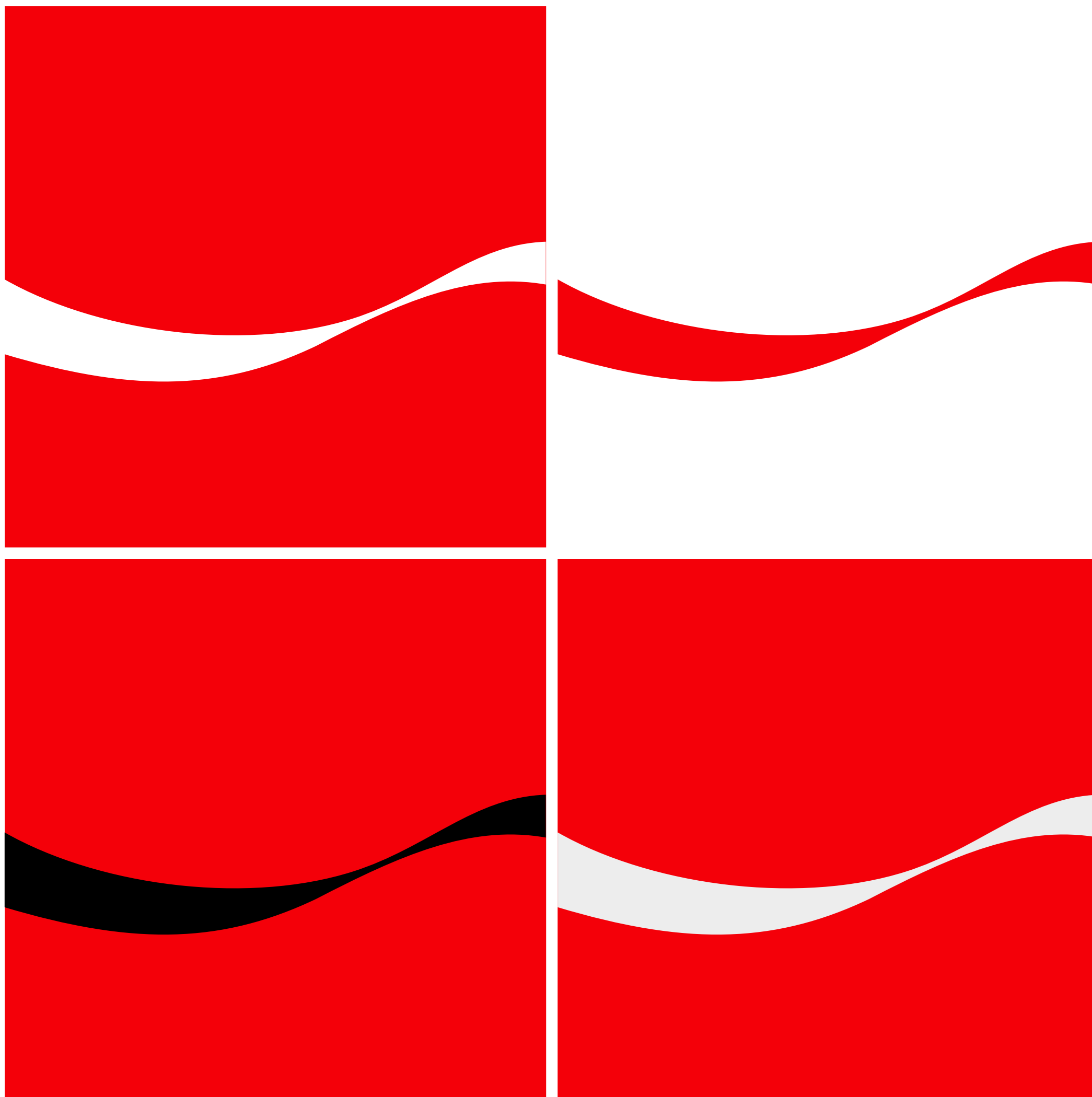
Graphic System
The Dynamic Ribbon

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

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!

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.
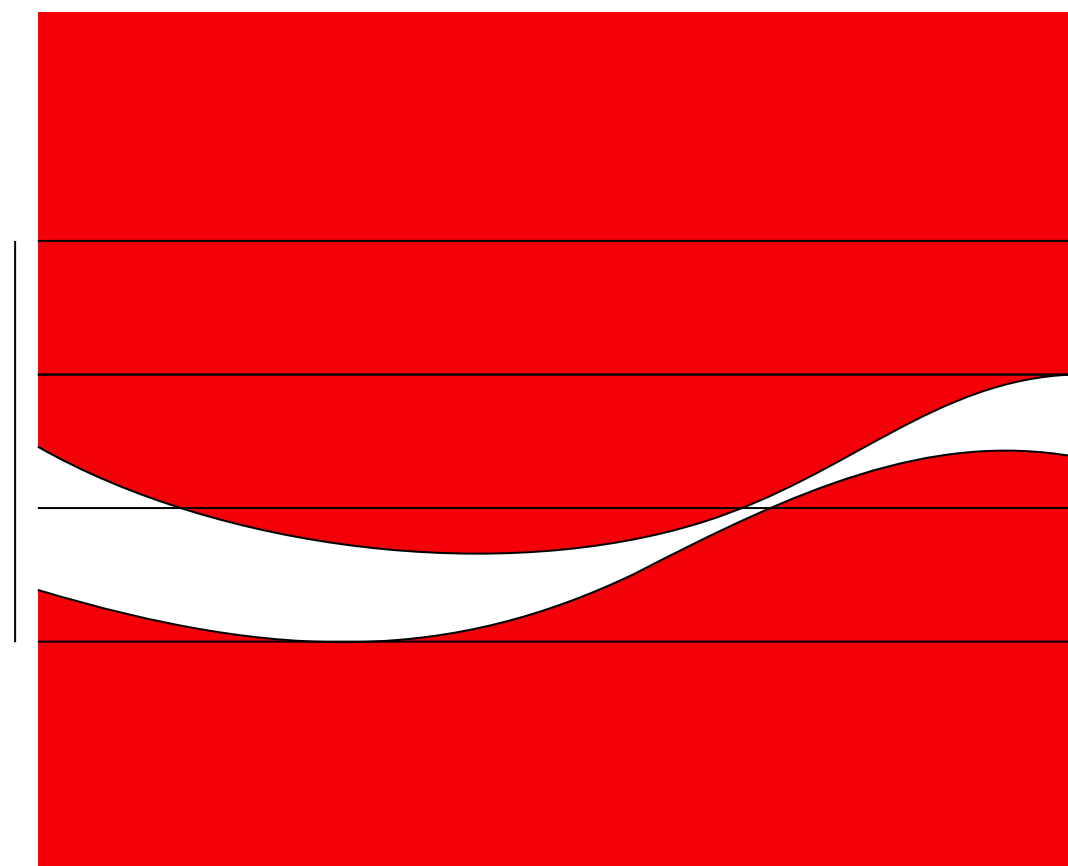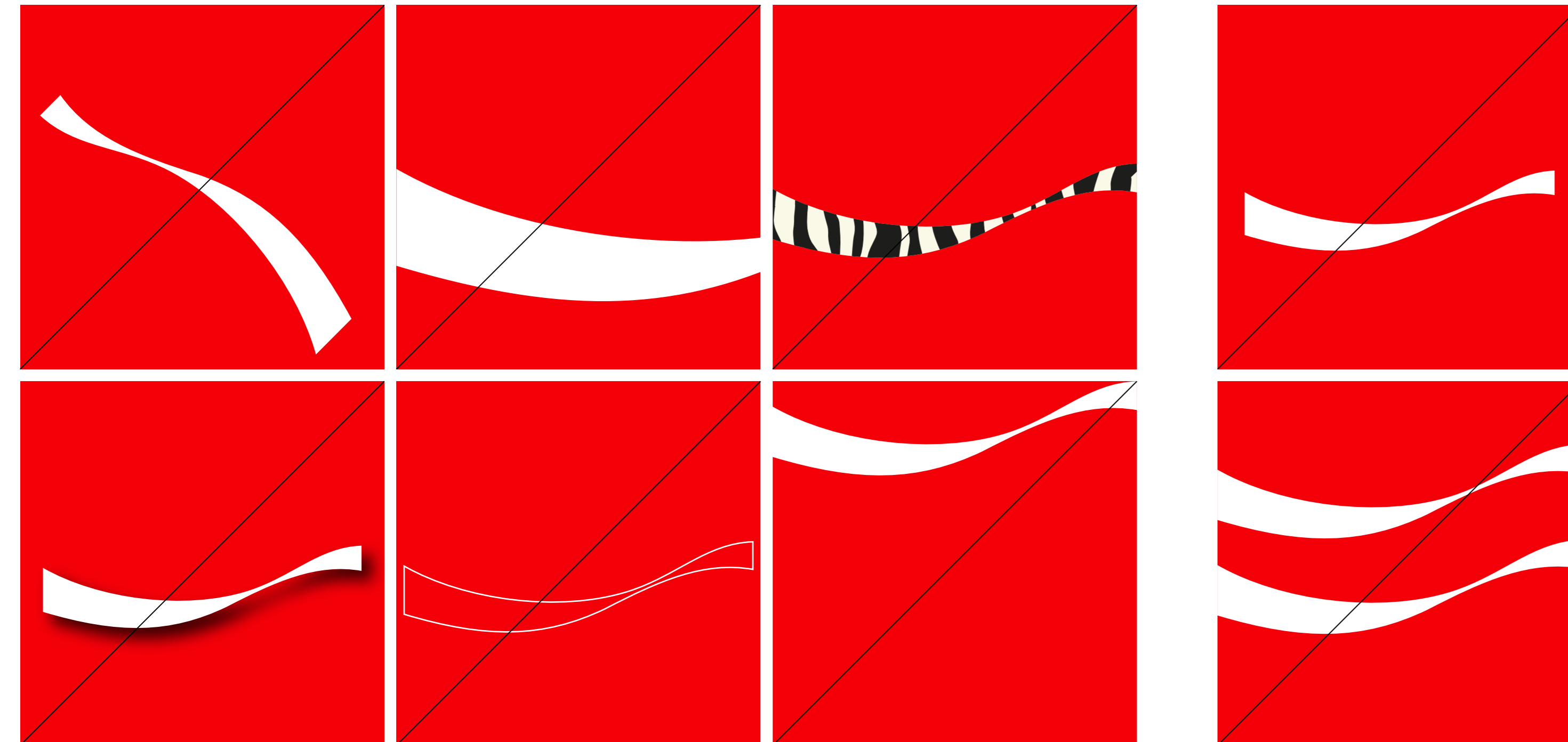
Graphic System
The Dynamic Ribbon

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 on ribbon in a composition

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.

Contour Bottle Icon
Available to use in 2 iconic colorways.

Minimum Height
16mm

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.

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

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

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.

Coca-Cola

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.

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)

Vertical Formats
Core Variants

The arden square maximised our brand and product.

Variant Baseline

Variant Baseline

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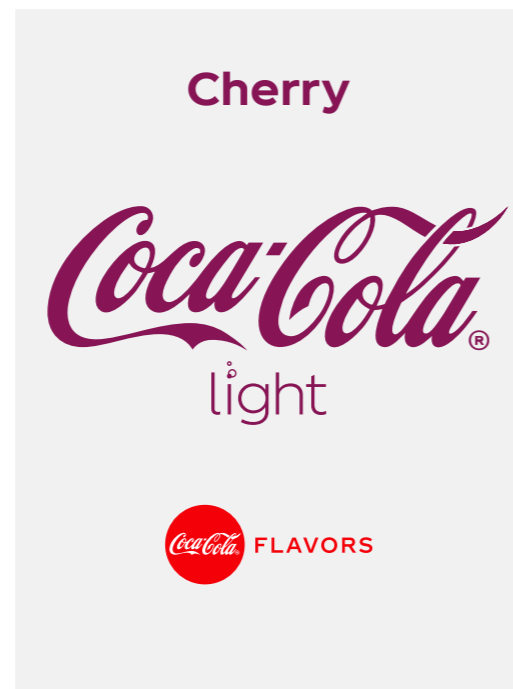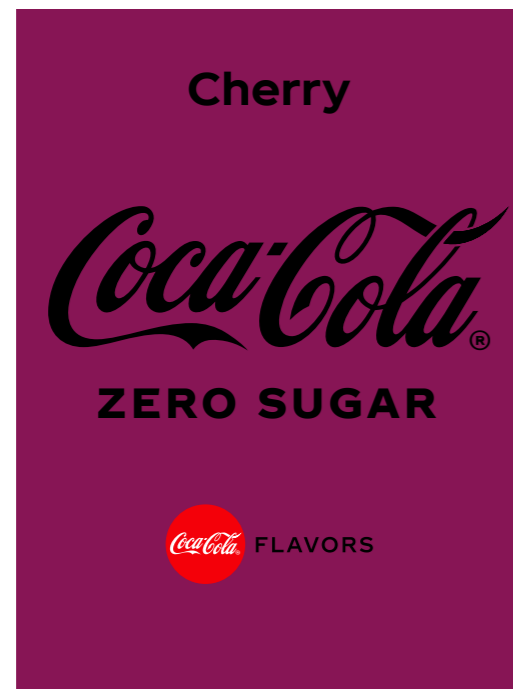1   Square (Primary)
2   Vertical
3   Extreme Vertical

Vertical Formats
Flavors

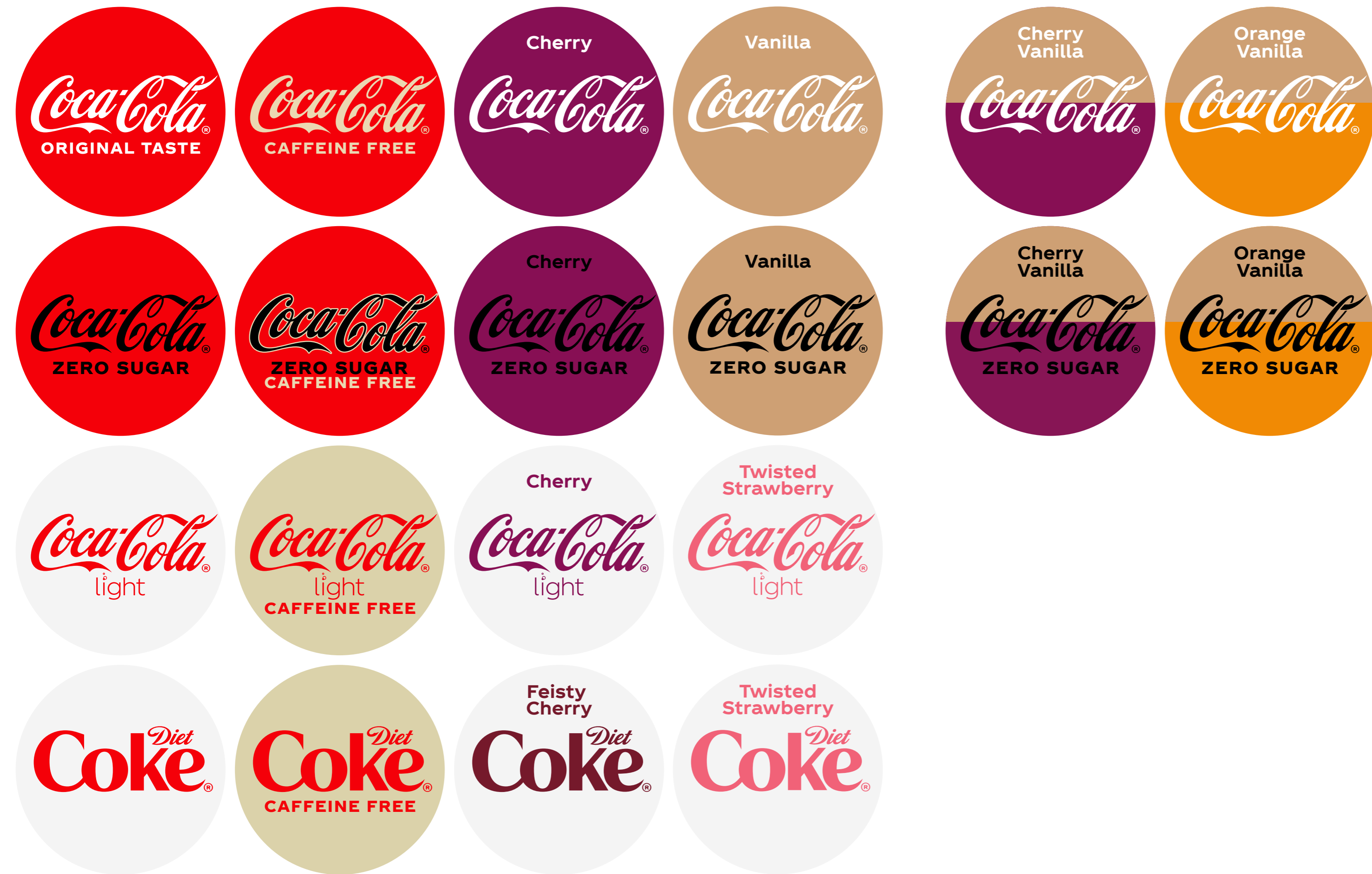The arden square maximised our brand and product.

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.

ORIGINAL

RECYCLE ME

SEE YOU AGAIN SOON!

Delicious
Refreshi

ZERO SUPPRESSED
0-00000-00000-0

XII 12FL.OZ

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](https://coke.box.com/s/e5lhlq1hekry8c0xx7zfqxvw6ran24p0)

Recycle Me

Coca-Cola ORIGINAL TASTE

RECYCLE ME
TODAY A BOTTLE, TOMORROW A CHAIR

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

Coca-Cola ZERO SUGAR

RECYCLE ME
TODAY A BOTTLE, TOMORROW A CHAIR

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

Coca-Cola LIGHT

RECYCLE ME
TODAY A BOTTLE, TOMORROW A CHAIR

Diet Coke

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

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

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.

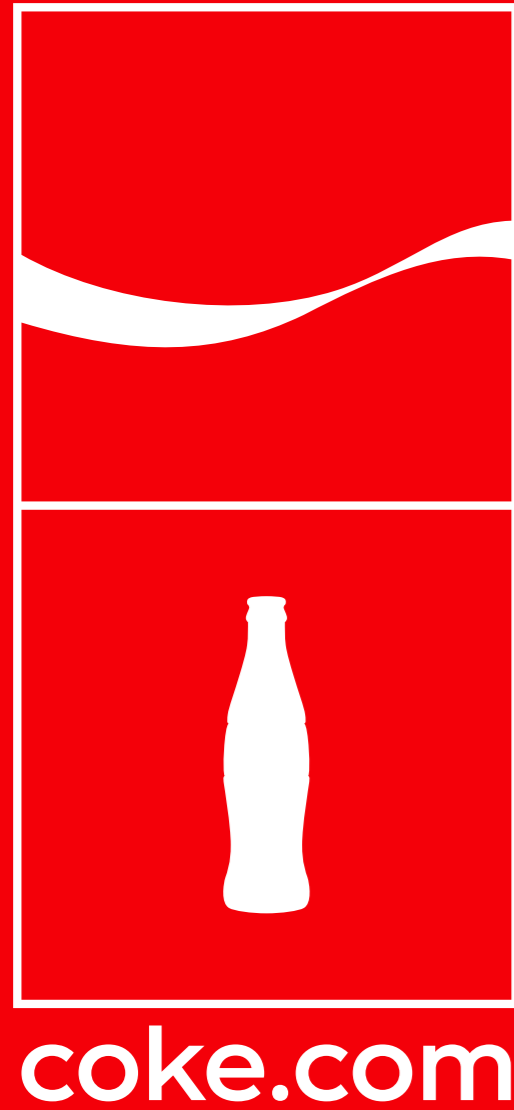Download the full Recycle Me guidelines and associated assets from this link:

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

Protecting our Trademarks

coke.com

Stacked TM Square

coke.com

Horizontal TM Square

Minimum Size
22mm wide

coke.com

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.

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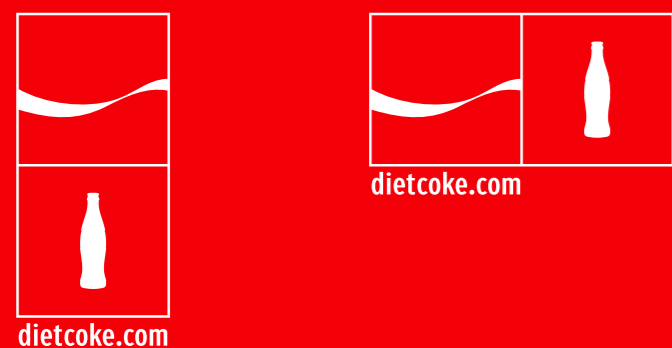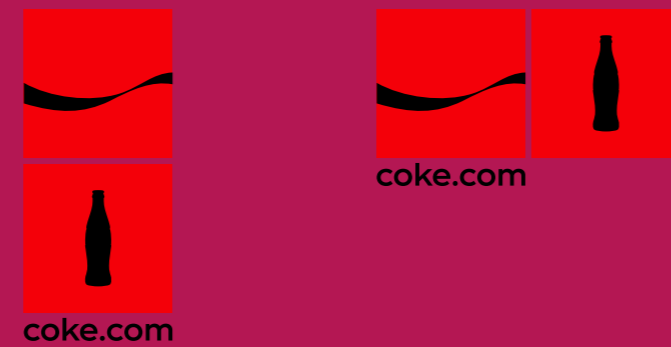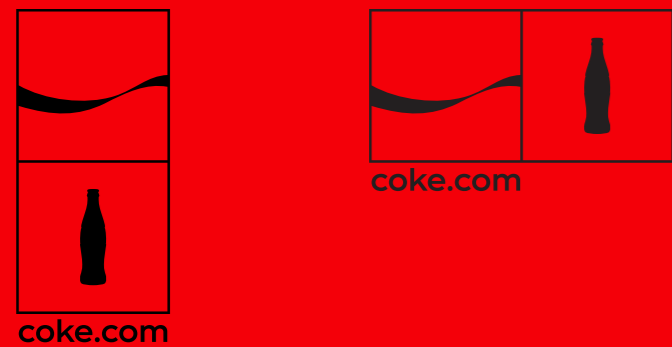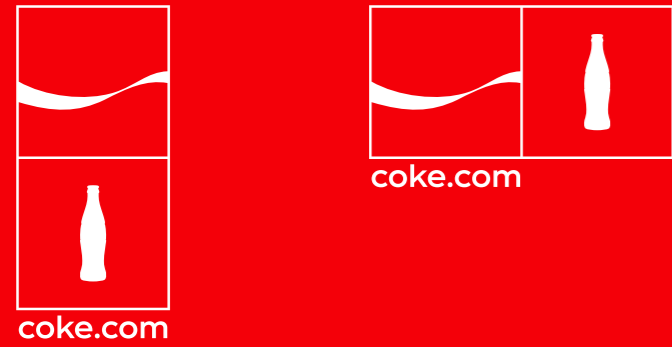
The outline vs. filled versions are actually two separately mastered marks and you should always select the one you need instead of recoloring to turn the filled to the outline version.

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

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coke.com

dietcoke.com

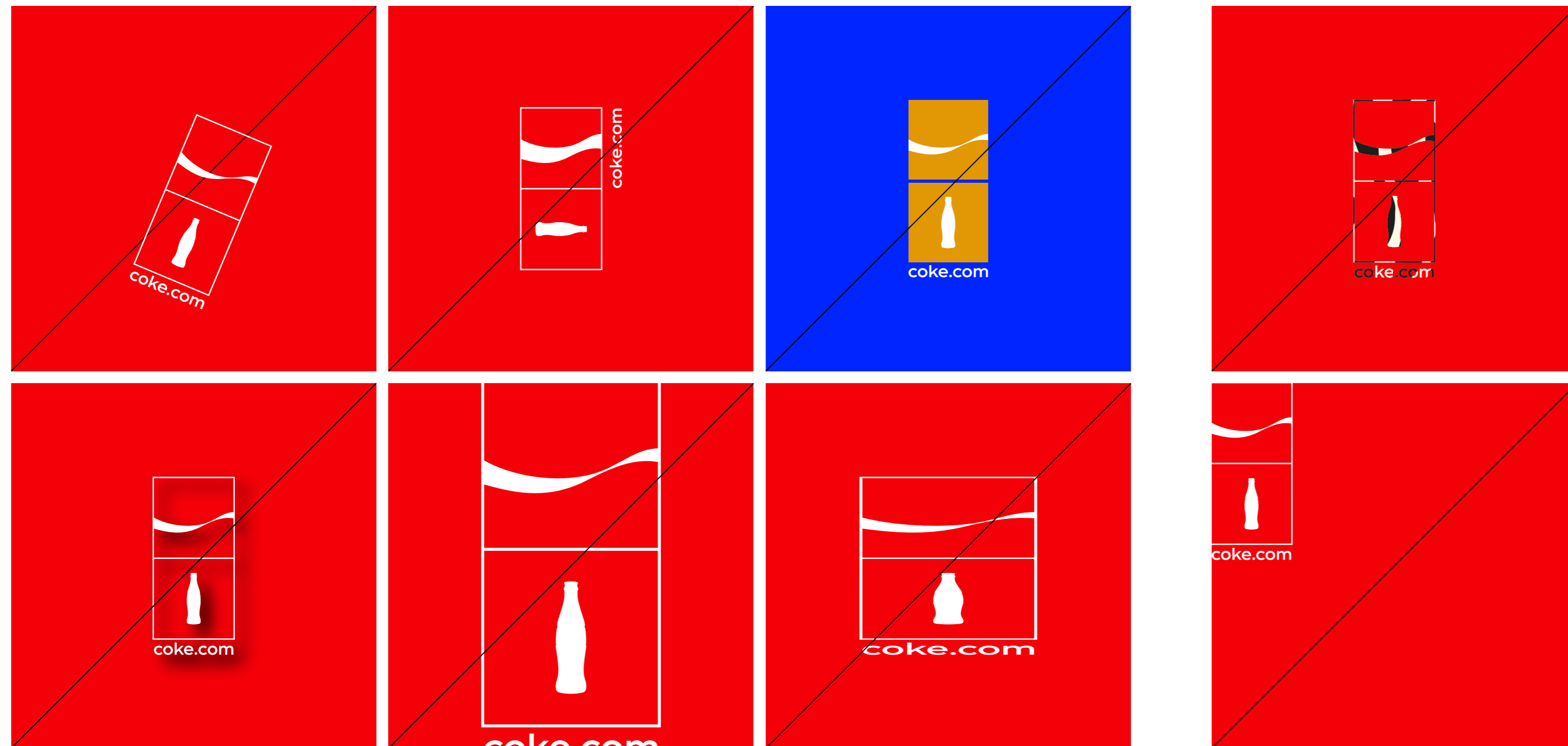dietcoke.com

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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.

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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.