



Logo Usage & Guidelines

Introduction

In August 2014, the Board of Directors of The Coca-Cola Company Family Federal Credit Union approved a name change from "The Coca-Cola Company Family Federal Credit Union" to "Coca-Cola Credit Union." This name change necessitated the update and redesign of the credit union's logo.

The results of a questionnaire sent out to credit union members and associates indicated that some elements of the current logo needed to be incorporated into whatever the new logo design looked like. The Red Graphic symbol (the stylized image of an associate embracing the Coca-Cola contour bottle) in particular was what people wanted to see evolved into the new logo design.

The final logo for the Coca-Cola Credit Union was chosen from a shortlist of three designs. The logo builds on the visual equity of the old logo by incorporating the red graphic symbol (now known as the Embrace 2015"), updates the fonts and adds a third color to the previous pallet of 2 colors.

This document will help individuals and organizations who use the Coca-Cola Credit Union's logo when creating communication material for print and web. Guidelines will be provided for color usage, size restrictions, as well as "Dos and Don'ts" all with the intention of creating a clean, coherent and consistent visual brand for the Credit Union.

This will be a "living document" updated regularly as new design collateral are created and new design challenges are met and resolved.



Credit Union Logo: Designed Fall 2004

Primary Logo



Coca-Cola Script and wordmark

Graphic Symbol: the "Embrace" 2015

The primary logo consists of two main graphic elements; the Coca-Cola script and Credit Union text (wordmark) - left and the graphic symbol on the right

Primary Logo



Safe Clear Space

A. Minimum amount of space that should surround the logo protecting it from other elements.



B. Horizontal space between the script and wordmark group and the Embrace graphic.



D. The Credit Union wordmark is indented slightly under the Coca-Cola script, defined by the width of two "N"s overlapped.

A. Minimum amount of space that should surround the logo protecting it from other elements.

A. Minimum amount of space that should surround the logo protecting it from other elements.

C. Vertical space between the script and the word mark.

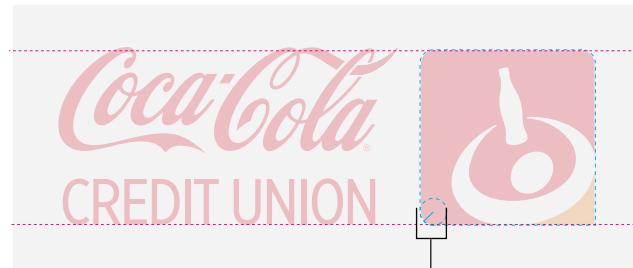
Safe Clear Space: **A:** This is the minimum amount of space that should surround the logo protecting it from other elements around it. This space is defined by the cap height of the letter "N" vertically for the vertical space top and bottom of the logo and horizontally for minimum space left and right of the logo.

B: The space between the script and wordmark group on the left and the Embrace graphic on the right is defined by the letter N's height when placed horizontally.

C: The height of the "N" placed horizontally defines the vertical space between the script and the wordmark.

D: For visual balance, the Credit Union wordmark is indented slightly under the Coca-Cola script; this space is defined by the width of two "N"s overlapped.

Proportion and Size



A. The top loops of the two "Cs" and the "L" of the Coca-Cola Script align with the top of the Embrace Square

B. The bottom of the "CREDIT UNION" wordmark aligns with the bottom of the Embrace square.

C. If sized at 1.3075" the square has rounded edges with a corner radius of 0.1"



D. minimum width of 7/8" (.875") for print



E. minimum width of 100 pixels for web and screen

The primary logo lockup should not be modified in any way. The defined spacial relationship between the elements as stated by the "Safe or Clear Space" MUST always be adhered to and never modified to accommodate for space.

C: The "Embrace 2015" icon is ALWAYS proportionally a perfect square. When sized at 1.3075" the square has three rounded edges with a corner radius of 0.1" both sides on top and one, bottom left.

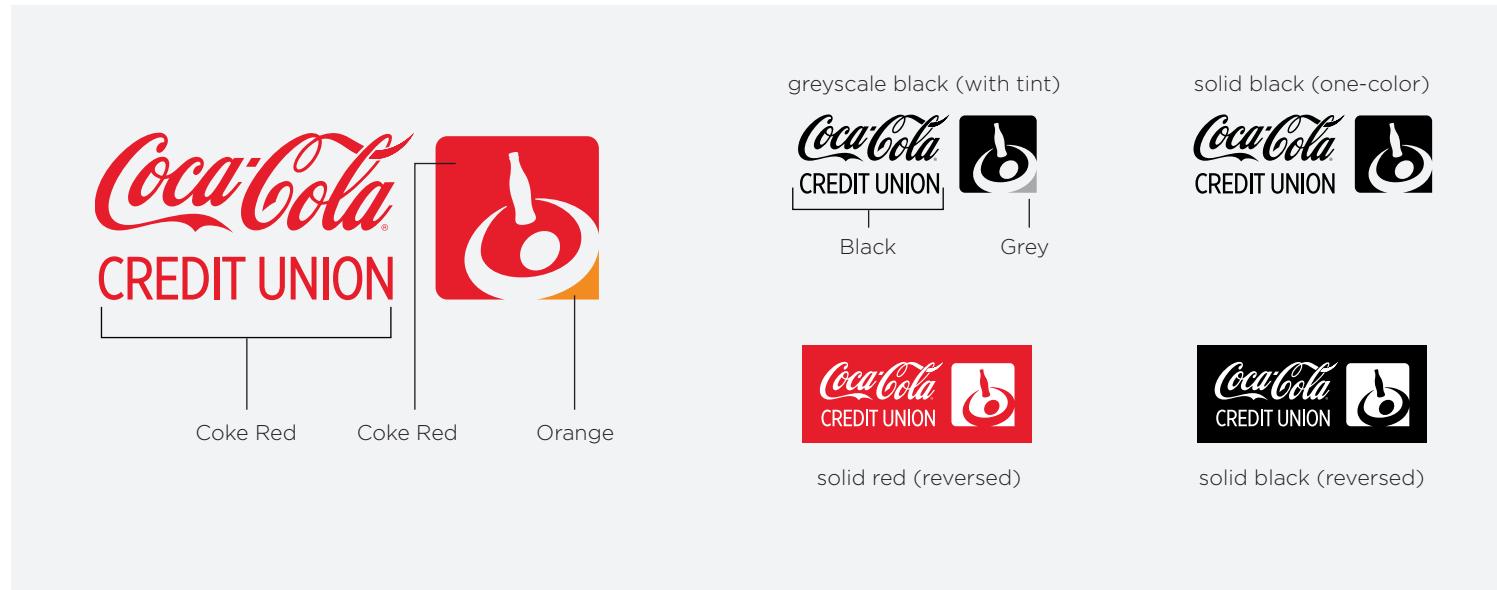
A: The top loops of the two "Cs" and the "L" of the Coca-Cola Script line up with the top of the Embrace Square.

B: The bottom of the "CREDIT UNION" wordmark lines up with the bottom of the Embrace square.

D: The smallest allowable size of the logo for print applications is a minimum width of 7/8" (.875").

E: For web and screen applications (such as powerpoint), that size is a minimum width of 100 pixels.

Color Palette



		Print Applications		Screen & Web Applications	
Color	Process Color (CMYK)	Pantone Color (PMS)	RGB	HEX	
	Coke Red C:4, M:100, Y:95, K:0	Coke Red	R:244, G:0, B:0	F40009	
	Orange C:0, M:50, Y:100, K:0	PMS 144	R:233, G:131, B:0	E98300	
	Black C:0, M:0, Y:0, K:100	PMS Process Black	R:0, G:0, B:0	1E1E1E	
	Grey C:0, M:0, Y:0, K:40	PMS Process Black@40%	R:167, G:169, B:172	A7A9AC	

Unacceptable Logo Use



Do NOT add drop shadows to the logo



Do NOT skew, distort or rotate the logo



Do NOT add outlines or strokes to the logo



Do NOT lock up the Coca-Cola Credit Union logo with any other logo or name



Do NOT delete or remove any element or part of the logo



NEVER fill in the negative space inside the Embrace square.
(see page 12)



Do NOT change the color of the logo, add gradients or create new color combinations from the elements.

There is ONLY ONE EXCEPTION: the logo may be printed in another color if that color is the only one being used on (for example) a packaging component and black is not one of the colors

To develop a strong visual brand for the Coca-Cola Credit Union, the logo must be visually consistent across all media. The spatial relationship between the elements of the logo and proportions MUST NOT be altered in any way.

The color palette as defined in the color section of this document must be adhered to for use across print and screen applications. To achieve a clean, coherent and consistent visual brand, the logo MUST NOT be outlined, skewed, distorted or rotated.

The Spencerian Script



The Coca-Cola Spencerian Script may not be altered, detached from this lock-up or used for any other purpose other than which this logo (for the Coca-Cola Credit Union) was intended.

Spencerian Script that is used for the "COCA-COLA" trademark should not be used for anything other than trademarks incorporating "COCA-COLA" and "COKE," and the trade names of The Coca-Cola Company, its subsidiaries and its bottlers.

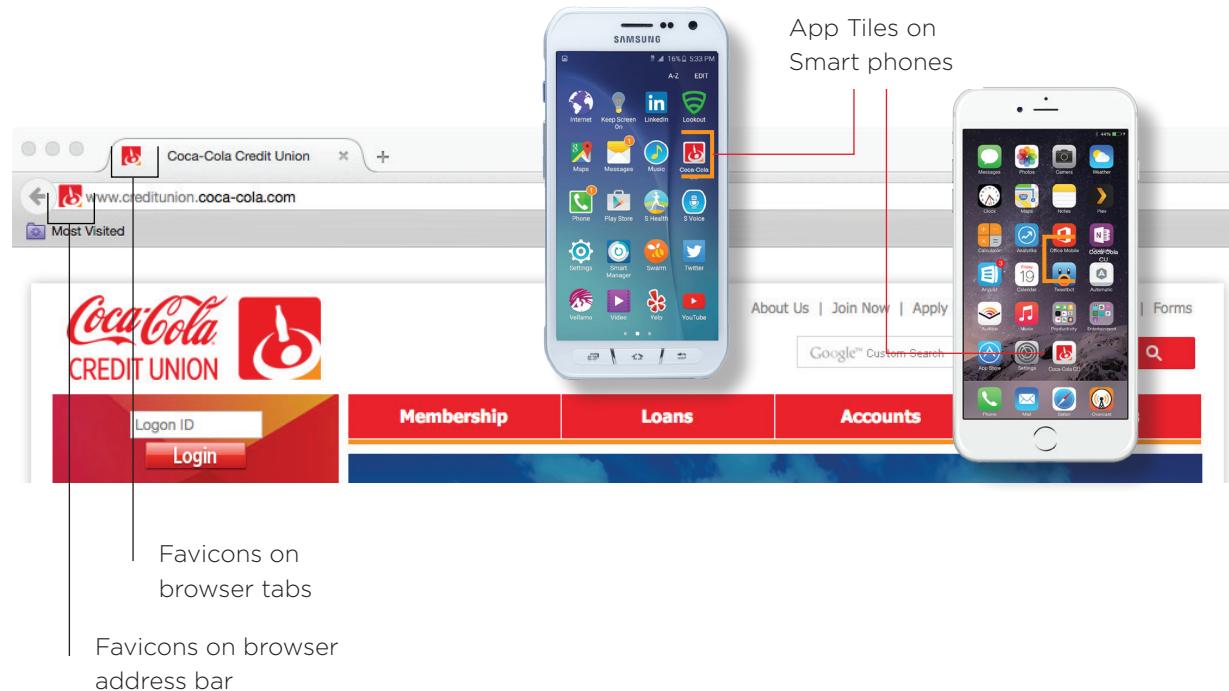
Please contact The Coca-Cola Company to obtain the correct (brand) logo, permissions and usage guidelines appropriate for your application.

Logo Use – Exceptions



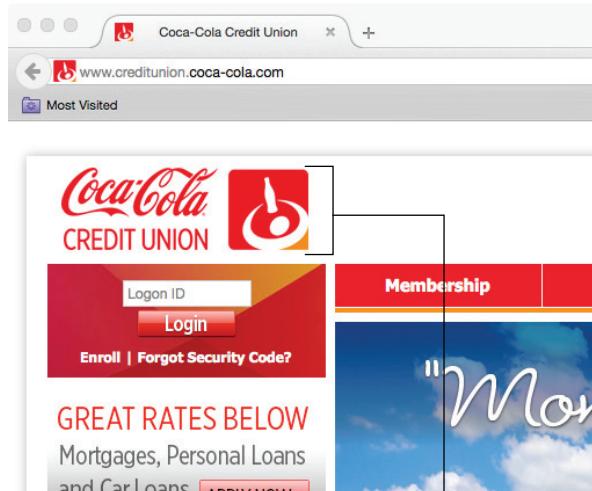
The Embrace 2015 graphic symbol may be detached from the logo lockup ONLY in these applications

- App Tiles on Smart phones
- Browser Favicons



There will be occasions and applications where the logo can only be used cropped in particular instances such as uses on browsers and smart phones.

Logo Use – Exceptions (Continued)



Only the Embrace 2015 graphic symbol may be detached



Do not detach the Coca-Cola Script and wordmark

The logo in full must be visible on the same page whenever the logo is used cropped

Favicons for browsers and App Tiles on Smart phones are examples where the logo can be used cropped – detaching the square “Embrace” 2015 graphic symbol. Where the cropped logo is used, the full logo must be visible on the same page. Only the Embrace graphic may be detached.

In any such case where the graphic symbol has to be used detached, an exception request must be made before such a use can be allowed. Such a request must clearly indicate the following:

- Name and purpose of application or event
- Event or application duration
- Proof that use of the standard logo in its entirety would not be possible.

Exception requests must be made in writing to the marketing department of Coca-Cola Credit Union and can only be used upon approval from the marketing department.

Credit Union Logo with full name as a tag

The logo with full Credit Union name included as tag is only to be used where the full legal name cannot be added to the body of a document or website where its required.

Whenever possible, the “Logo with Tag Line” should always be used as a graphic and not typed in.



Entire width of the tag line is from the "U" in the "CREDIT UNION"
wordmark to the end of the graphic symbol



For use in instances when:

- *Federal credit unions must use their official name in communications with the NCUA and other government agencies, and in any documents that purport to bind the FCU to legal responsibilities or obligations.*
- *The credit union official name can't be used in the body of document or website then it must be used in the logo.*

Note: Items or uses which fall outside of these guidelines must be reviewed for compliance.

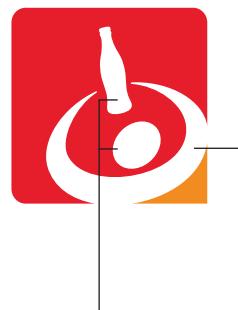
Logo Use – with images & Background Colors

The figure inside the “Embrace Square” (upraised arms, contour bottle and head) are ALWAYS in negative space as compared to the Coca Cola script, wordmark and top of the embrace box which are ALWAYS the same color (when in full color, the bottom of the embrace box is Orange.)

To maintain the visual integrity of the logo NEVER fill in the negative space inside the Embrace square, rather the entire background behind the logo should be the same color. In situations where the logo will cannot be used successfully in full color over an area, consider using the logo as a single color in red, white or black., other colors may be considered but Never royal blue.



Coca-Cola Script and wordmark



The figure inside the “Embrace Square” (upraised arms, contour bottle and head) are ALWAYS in negative space



NEVER fill in the negative space inside the Embrace square

Logo Use – with images & Background Colors

The use of white is essential to the visual integrity of the logo. When using the logo over images or solid backgrounds always create the opportunity to have the logo over a white (or lighter) area.



Logo Usage Examples



P.O. Box 1734, Atlanta, GA 30301 | (404) 676-2586 | Toll Free: (877) 277-2586 | creditunion.coca-cola.com

Letter Head



Business Card Front 1



Business Card Back 1

Logo Usage Examples

Refreshing Financial Solutions

The Credit Union Difference

When you join the Coca-Cola Credit Union, you become an owner of this unique, not-for-profit financial institution. Earnings are returned to members through higher dividend rates on savings products, lower interest rates on loans, as well as a list of convenient services.



TRANSPORTATION LOANS

Lending Services*

We offer a wide variety of loans to help improve the quality of life for our members. Our payment schedules are designed to fit any budget. And applying online is quick and easy.

Just visit creditunion.coca-cola.com, or contact a Member Service Representative at [\(404\) 676-2586](mailto:creditunion@coca-cola.com).

Transportation Loans

Our transportation loans feature financing options for new vehicles (up to 84 months) and used vehicles (up to 60 months), as well as great deals on new or used recreational vehicles.

Service warranties and GAP insurance is also available for most vehicles. You can even take advantage of 25% off rate if approved for ACH or automatic transfer.

To apply online, visit creditunion.coca-cola.com, or contact a Member Service Representative at [\(404\) 676-2586](mailto:creditunion@coca-cola.com). Individual programs are subject to loan approval, rates may vary depending on individual member and underlying factors. All loan programs, rates, terms and conditions subject to change at any time without notice. Ask a loan representative for details.

Coca-Cola CREDIT UNION

CONSUMER LOANS

Personal Loans and Lines of Credit

We offer personal loans with flexible terms up to 60 months. With a line of credit, you can be sure to always have the money you need when you need it. A checking line of credit for overdraft protection can make up to \$5,000 available with a draw period good for 12 months.

To apply online, visit creditunion.coca-cola.com, or contact a Member Service Representative at [\(404\) 676-2586](mailto:creditunion@coca-cola.com).

Credit Cards

Our Visa Platinum credit card is tough to beat. Below is a short list of benefits:

- No annual fee
- Low fixed rate
- 25-day grace period
- No minimum finance charge
- No transaction fee for purchases
- No additional fee for cash advances
- And much more!

To apply online, visit creditunion.coca-cola.com, or contact a Member Service Representative at [\(404\) 676-2586](mailto:creditunion@coca-cola.com).

Student Loans

The Credit Union's Smart Option Student Loan by Sallie Mae is an ideal solution to help bridge the gap between federal loans and the cost of your education expenses.

To apply online, visit creditunion.coca-cola.com, or contact a Member Service Representative at [\(404\) 676-2586](mailto:creditunion@coca-cola.com).

MORTGAGE LOANS

CU Mortgage Loans **

The Coca-Cola Credit Union's mortgage services are specially tailored to meet the personal home loan needs of our members.

Available mortgage products include:

- First Mortgages
- Vacant Lot/Land Loans
- Home Equity Loans and Lines of Credit,
- and even an unsecured home improvement loan with a fixed rate and flexible terms!

To apply online, visit creditunion.coca-cola.com, or contact a Mortgage Service Specialist at [\(404\) 676-2586](mailto:cumortgages@coca-cola.com).

CU Wealth Manager

The CU Wealth Manager program is a financial program designed for credit union company associates.

Call today for a complimentary consultation. An on-site licensed representative at [\(404\) 515-3079](http://creditunion.coca-cola.com).

- Investment products
- Insurance products
- Financial management
- And much more!

Securities sold through Cetera Financial Services, Inc. (CBSI), member FINRA/SIPC. Not FDIC insured. Not a deposit or obligation of the credit union. Not insured by NCUA or any other government agency. Not insured by FDIC or any other government agency. May Lose Value. No Fixed Deposit of any financial institution.

Marketing Brochure



Dasani Card



Coke Classic Card



Logo Usage Examples



Marketing Brochure



Other (Partner) Logos

Car Buying Services Logo



Wealth Management Logo



The partner logos shown above are derived from the main logo sharing the Embrace 2015 graphic symbol and colors

Partner Logos in use

WORK WITH SOMEONE YOU TRUST

Guy B. Cook VP, Financial Advisor | Trust Liaison Officer

Office: (404) 515-3079 | Located at
Fax: (404) 515-5864 | Coca-Cola Credit Union
Toll Free (877) 277 2586, Option 3 | One Coca-Cola Plaza, NW
guy.cook@cunamutual.com | Atlanta, GA 30313

- Is your retirement money invested properly?
- Will you have enough income for retirement?
- How will you pay for a child's or grandchild's education?
- Financially, what happens to your family if you died?
- How will you pay for long-term care?

CU
WEALTH MANAGEMENT

*Security is sold, advisory services offered through CUNA Brokerage Services Inc. (CBSI) member FINRA/SIPC, a registered broker/dealer and investment advisor. CBSI is under contract with the Coca-Cola Credit Union to make securities available to members.
Not NCUA/NCUSIF/FDIC Insured, May Lose Value, No Financial Institution Guarantee.
Not A Deposit Of Any Financial Institution.

CAR BUYING MADE EASY!

Scott Stewart
Total Member Services Representative

Office: (404) 515-2689 | Located at
Fax: (404) 515-2512 | Coca-Cola Credit Union
Toll Free (877) 277-2586 | One Coca-Cola Plaza, NW
scstewart@coca-cola.com | Atlanta GA 30313

Follow these simple steps:

- Get your loan pre-approved by logging on to creditunion.cola-cola.com so you know how much your car budget will allow
- Contact your Total Member Services Representative to discuss the model, color and options you want

CU
CAR BUYING SERVICE

Call: (404) 515-2689
or Toll-Free (877) 277-2586

Total Member Services and CU Car Buying Service is a Credit Union partner and not operated by the credit union. The credit union assumes no liability for services rendered. This is a voluntary program and members are not obligated to participate. All new and certified used cars and vehicles for sale are subject to price and availability from the selling franchise car dealer.

