

BRAND | STYLE GUIDE



The COCA logo is used in 3 primary ways: Leaf to the right with organizational text below logo, Leaf to the right logo without organizational text and Leaf stacked without organizational text.

BRAND FONTS

Headers: **GOBOLD**

Dynamic: **Vanilla Extract**

Body Text: Century Gothic / Arial

Specialty: Cronos MM

used with COCA logo

BRAND COLORS

COCA brand colors exist as a primary pallet for professional communications and a secondary pallet for more elaborate publications and digital mediums.



Leaf Red
cb1813 R:203 G:24 B:19



Black Iron
161415 R:22 G:20 B:21



Outer Space
30373d R:48 G:55 B:61



Dover Grey
d6d6d6 R:214 G:214 B:214



Red Maple
880c0c R:136 G:12 B:12



Canvass
7fc6be R:127 G:198 B:190



Saffron
f2c029 R:242 G:192



Grain Brown
e0cab3 R:224 G:202 B:179