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.
Primary Logo

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.
**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.

**C:** Vertical space between the script and the wordmark.

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

**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 applications

The primary logo lockup should not be modified in any way. The defined spatial 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

<table>
<thead>
<tr>
<th>Color</th>
<th>Print Applications</th>
<th>Screen &amp; Web Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Process Color (CMYK)</td>
<td>Pantone Color (PMS)</td>
</tr>
<tr>
<td>Coke Red</td>
<td>C:4, M:100, Y:95, K:0</td>
<td>Coke Red</td>
</tr>
<tr>
<td>Orange</td>
<td>C:0, M:50, Y100, K:0</td>
<td>PMS 144</td>
</tr>
<tr>
<td>Black</td>
<td>C:0, M:0, Y:0, K:100</td>
<td>PMS Process Black</td>
</tr>
<tr>
<td>Grey</td>
<td>C:0, M:0, Y:0, K:40</td>
<td>PMS Process Black@40%</td>
</tr>
</tbody>
</table>
Unacceptable Logo Use

To develop a strong visual brand for the Coca-Cola Credit Union, the logo must be visually consistent across all media. The spacial 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 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.
The Embrace 2015 graphic symbol may be detached from the logo lockup ONLY in these applications:

- App Tiles on Smart phones
- Browser Favicon

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.
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.
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.

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.
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.
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.
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 trucks, boats, and RVs. Our finance options give members access to the quality of life their vehicles represent.

CU Car Buying Service

The CU Car Buying Service has helped hundreds of members to locate and purchase new and used vehicles at great prices. CU Car Buying Service will get you behind the wheel of a vehicle that best suits your needs, while saving you the hassle and haggling often associated with the typical auto purchasing experience. Call (404) 515-2689 for assistance with your next car purchase.

CU Wealth Management

The CU Wealth Management Team is designed exclusively for credit union members and offers a full range of financial services. Our wealth management specialists can help you with great options for retirement savings accounts. We can help you with great options for retirement savings accounts. With retirement savings accounts, you can save for multiple purposes, such as the cost of education or health costs.

CU Mortgage Loans

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 Servicing Representative at cmortgage@coca-cola.com or (404) 676-2586.

CU Home Equity Loans

CU Home Equity Loans are ideal for people that have a home equity line of credit. 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 be used to cover a debit card overdraft or to cover a balance transfer, as long as you do not exceed your line of credit. To apply online, visit creditunion@coca-cola.com or contact a Member Service Representative at (404) 676-2586.

CU Insurance Services

Insurance products
- Auto
- Home
- Life
- Long-Term Care

CU Financial Planning Services

CU Financial Planning Services provide a unique not-for-profit financial service designed exclusively for credit union members. CU Financial Planning Services will customize their financial planning services to meet the needs of each individual customer.

CU Financial Planning Services

CU Financial Planning Services will customize their financial planning services to meet the needs of each individual customer.

CU Financial Planning Services

CU Financial Planning Services will customize their financial planning services to meet the needs of each individual customer.

CU Financial Planning Services

CU Financial Planning Services will customize their financial planning services to meet the needs of each individual customer.
Coca-Cola Credit Union Logo Usage & Guidelines

Logo Usage Examples

WELCOME TO THE COCA-COLA COMPANY AND CONGRATULATIONS ON YOUR NEW JOB!

Assisting Coca-Cola associates and family members with their finances since 1965

Coca-Cola Credit Union is a full-service financial institution providing refreshing financial solutions for every stage of your life
• Transfer your 401(k)
• Invest in the future
• Get preapproved for an auto or mortgage loan

Your time is valuable. So we will come to you. Contact a credit union Member Service Representative to schedule an appointment today!

Visit creditunion.coca-cola.com to learn more about us.

* To be a member of The Coca-Cola Company Family Federal Credit Union in good standing, you must maintain a par value balance on deposit of $10.00 in your Primary Savings account at all times. Should your Primary Savings account balance fall below this minimum required balance, your account will be subject to account suspension, revocation of membership privileges, and or possible account closure.

To help the government fight the funding of terrorism and money laundering activities, federal law requires all financial institutions to obtain, verify and record information that identifies each person who opens an account. When you open a new account, we will ask for your name, address, date of birth, and other information that will allow us to identify you. We may also ask to see your driver’s license or other identifying documents. Certain restrictions apply to the share/savings accounts; please see our website for details.

Federally Insured by NCUA

OUR SPECIAL OFFER!

We will pay the $10 opening deposit* for new associates who join Coca-Cola Credit Union within 2 weeks of their “First Day Essentials” Orientation.

A Special Offer for New Associates

Visit creditunion.coca-cola.com to learn more about us.
The partner logos shown above are derived from the main logo sharing the Embrace 2015 graphic symbol and colors.
Guy B. Cook  
**VP, Financial Advisor | Trust Liaison Officer**

Office: (404) 515-3079  
Fax: (404) 515-5864  
Toll Free: (877) 277-2586, Option 5  
guy.cook@cunamutual.com

- 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?

**Coca-Cola Credit Union**

Located at  
Coca-Cola Credit Union  
One Coca-Cola Plaza, NW  
Atlanta, GA 30313

Office: (404) 515-2689  
Fax: (404) 515-2512  
Toll Free: (877) 277-2586  
scstewart@coca-cola.com

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

**CAR BUYING MADE EASY!**

Scott Stewart  
**Total Member Services Representative**

Located at  
Coca-Cola Credit Union  
One Coca-Cola Plaza, NW  
Atlanta GA 30313

Office: (404) 515-2689  
Fax: (404) 515-2512  
scstewart@coca-cola.com

CAR BUYING MADE EASY!

Located at  
Coca-Cola Credit Union  
One Coca-Cola Plaza, NW  
Atlanta, GA 30313

Office: (404) 515-2689  
Fax: (404) 515-2512  
Toll Free: (877) 277-2586  
scstewart@coca-cola.com

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

**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. The tota

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