

BRAND GUIDELINES

PRIMARY LOGO



LOGO VARIATIONS

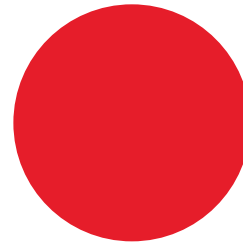


Either logo is acceptable for usage, depending on application.



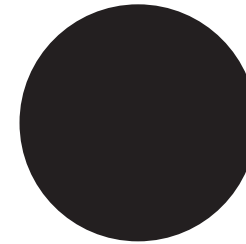
White logos should be used on dark backgrounds.

COLOR RECIPES



Coke Red

CMYK: 4/100/95/0
RGB: 225/32/43
HEX: #e1202b



Black

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000

TYPOGRAPHY

Effra Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Effra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial can be substituted when Effra is unavailable.