

**TCCC UNITY**  
Type Guidelines 1.0

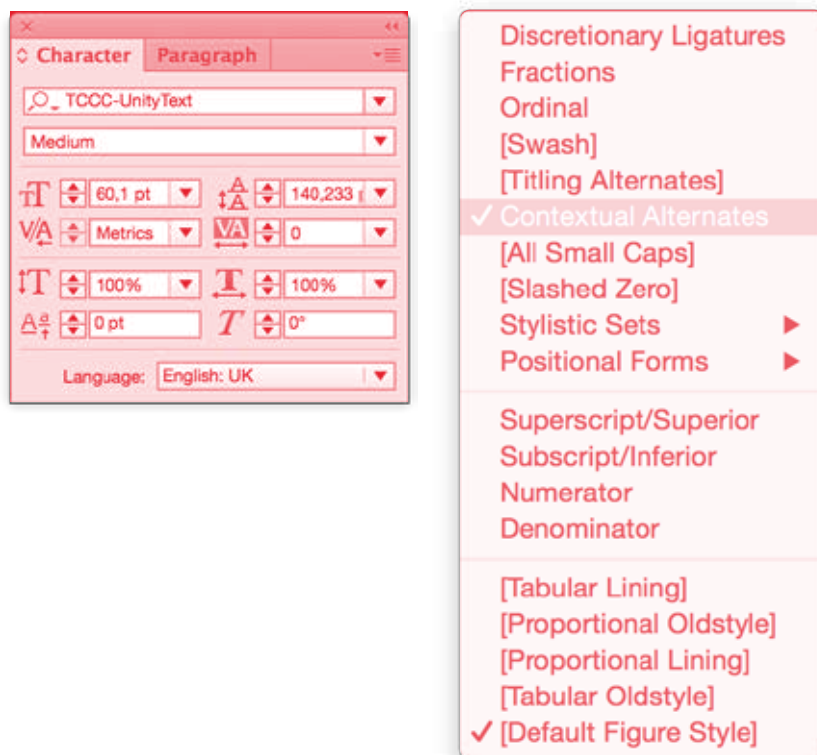
**TCCC Unity** comes in a suite of three styles; text, headline and condensed. Text is to be used in instances of typesetting body copy whereas headline is to be used for short headline-only use. Condensed is intended to be used in cases where space is at a premium in both body and display size.

TCCC Unity	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	HEADLINE & TEXT
TCCC Unity	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	HEADLINE & TEXT
TCCC Unity	Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	HEADLINE & TEXT
TCCC Unity	Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	HEADLINE & TEXT
TCCC Unity	Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	HEADLINE & TEXT
TCCC Unity	Condensed Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	
TCCC Unity	Condensed Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789,'!/?/@\$	

**TCCC Unity** comes with a wide latin-based character set as well as featuring extensive currency and wayfinding symbols.

[illegible]

**TCCC Unity** has been designed with a Coca-Cola specific hyphen that is shorter and more angular than the standard hyphen. In this way the two parts of the company name bind closer together mimicking the spencerian script. It can be accessed directly on the glyph map in supporting software as well as through Adobe OpenType features.



STANDARD HYPHEN

COCA-COLA



ALTERNATE HYPHEN

COCA-COLA

#### To insert the hyphen in PowerPoint

- Click where you want to insert a symbol.
- On the Standard toolbar, Click Show or hide the Media Browser
- Click the Symbols tab, and then click the symbol that you want to insert into the document.

When typesetting TCCC Unity it is important to apply the correct style to the correct end use. **TCCC Unity Headline** must always be used in display, title or headline situations. Longer paragraph text must be set in **TCCC Unity Text**. The font metrics have been optimised for specific use. **TCCC Unity Condensed** is to be used in situations of extreme economy.

# Lorem Ipsum

Ugit et ea dolest mod etum illut ulligen ecuptat isiminc  
impelles eium faccaborro et intiatin etur, optatis eaquo te  
alibus esed quo blab impedi rehenihit, aut eatessi vollaut  
estiistinum eos ut ipicius, qui ressinc taquodi pictotat.

Aruntia cus consequosae volenducium debit ant  
lanienditist ut quaernam qui consequi nestis et ditatem  
ipsunt, unt od maios ex ex exerupiciur sam que peres  
ad ut magnati tem reium aut et qui sus, omnisit odipsan  
duciiss itinctiae re enimaio idus aceperae dolore estias  
nem quiates sectianti aut lit faccus.

TCCC HEADLINE

TCCC TEXT

TCCC CONDENSED

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The larger **TCCC Unity Headline** is used the more it may be tracked negatively. As **TCCC Unity Text** is designed for body copy it should require little to no tracking adjustment unless used at particularly small size. As with all layouts adjustments can be made on a case-by-base basis with the end use in mind.

SUGGESTED HEADLINE -10 TRACKING

## Small

Qui voloriante pliae natur aut lam  
faccusandit rempor sitatem. It alit,  
sed ma sit offictur molum nobis  
aceseque voluptatem et optium int  
fuga. Itatemo luptatium aliatem  
quaeptatur, ex eum qui doles pa  
conse num sentibus, et exceptatur,  
ut exceaquidest voluptur, quaecer  
iorrum sima seque pellesciate se  
molorerum quam quiatum non  
perepeliquam veruptatur magnam  
hilignimet millab ipsante name  
aliatis endes modis aut voluptat  
doluptatis eum facepe por aut  
es elis ex eatusda ntiunt, qui

BODY TEXT  
0 TRACKING

SUGGESTED HEADLINE -40 TRACKING

# Big

## Medium

SUGGESTED HEADLINE  
-30 TRACKING

## PC Installation

### Windows 10

Unzip the folder containing the fonts first. Fonts cannot be installed if they are zipped. Right click on the font file and select Install.

OR

Search for Fonts in the search box by the start menu.

Click on the Fonts (Control Panel) link to open the Fonts Manager

Drag and Drop or Copy and Paste the unzipped fonts into the Fonts Manager to install.

### Windows 8

Unzip the folder containing the fonts first. Fonts cannot be installed if they are zipped. Right click on the font file and select Install.

OR

Go to search in the start menu.

Search for Fonts in settings.

Click on the Fonts Folder to open the Font folder.

Drag and Drop or Copy and Paste the unzipped fonts files into the Fonts folder to install.

## Mac Installation

Fonts can be installed in several folders in OS X, but we recommend that you do the following:

First, close any open applications. Newly installed fonts may not appear in your font menu if you ignore this step.

### Install using Font Book:

Double click the unzipped font file and Font Book will open a preview of the font.

Click “Install Font” at the bottom of the preview.

Manually install:

Open Finder and click the Go menu at the top of the screen.

While in the Go menu, hold down both the Alt/Option and Shift keys on your keyboard to reveal the hidden link to the Library folder

Navigate to your Fonts folder:

/Users/Your\_Username/Library/Fonts

Drag and drop the unzipped font files into this folder.

## **CONTACTS**

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