

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 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

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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

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sed ma sit officitur molum nobis
aceseque voluptatem et optium int
fuga. Itatemo luptatiatum 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
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aliatis endes modis aut voluptat
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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.

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