COCA COLA HOLIDAY 2007

Properties list:
end-user packaging
range of products
new product
event packaging
metals
can and tin
metallic
identity by typography
identity by photo
identity by colour
identity by textures and patterns
identity by abstract shapes
soft drinks

From Hatch Design site: "For Holiday 2007, Coca-Cola asked us to create a graphic and iconic holidaycampaign, then carry it out across their five largest brands (Coca-Cola Classic, Diet Coke, Coca-Cola Zero, Sprite and Fanta.) The illustrations we created represent the individual character of each brand and also work together in a system to communicate the "Give, Live, Love" holiday message."

Reference: http://www.hatchsf.com/

Credits:

Country: CA, San Francisco
Year: 2007
Agency: Hatch Design
User: Coca Cola

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1143

Other images:

This document was created by www.packagingdesignarchive.org
Original web page: http://www.packagingdesignarchive.org/archive/pack_details/1143