

# COCA-COLA VANILLA

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## Properties list:

- single product
- new product
- soft drinks
- metals
- identity by typography
- identity by colour
- identity by textures and patterns
- can and tin
- end-user packaging

From Hatch Design site: "When the Coca-Cola company wanted to bring back Vanilla, they asked us to develop a new brand to appeal to a younger audience. A hand-written logo keeps it casual while the vanilla swirl makes it clear that this is not your classic Coke."

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

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## Credits:

**Year:** 2008

**Agency:** Hatch Design

Other images:

