COCA-COLA VANILLA



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."

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

Credits:

Year: 2008 Agency: Hatch Design

Other images:



