

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:

