Coca-Cola Visual Identity

Challenge: Make Coke feel happy, fresh and honest again
Design strategy: Create emotional resonance with the fewest possible elements
Brand idea: Coke brings joy
Dates: 2006–present

Coke's identity had become cluttered, uninspiring and easy to ignore
Clarity

Distill the brand to its essence
Present it in a dramatic and unexpected way
Simplicity

If it doesn’t add anything we take it away

before (not our design)

Simplicity clarifies brand relationships
Wit

The brand responds to its context making it relevant every time it appears.
Scale

Keeps the trademark fresh
Results

Coke is starting to be known for great design again.

We've just won another Clio (but you didn’t hear it from us).

We've consistently been awarded new projects…
including a rebrand of one of Coke’s majors.

But don’t take our word for it.
Click on the movie screen to listen to Coke’s creative director.