

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



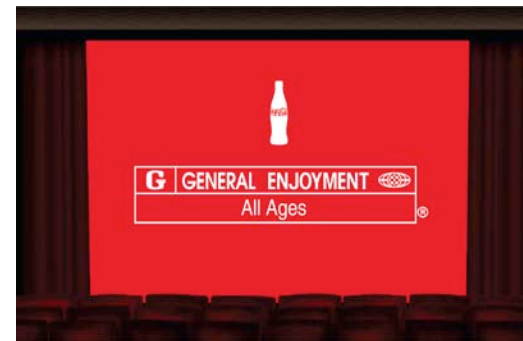
Coke is starting to be known for great design again.



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



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



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

