

COCA COLA HOLIDAY 2007



Properties list:
end-user packaging
range of products
new product
event packaging
metals
can and tin
metallic
identity by typography
identity by photo
identity by colour
identity by textures and patterns
identity by abstract shapes
soft drinks

From Hatch Design site: "For Holiday 2007, Coca-Cola asked us to create a graphic and iconic holiday campaign, then carry it out across their five largest brands (Coca-Cola Classic, Diet Coke, Coca-Cola Zero, Sprite and Fanta.) The illustrations we created represent the individual character of each brand and also work together in a system to communicate the "Give, Live, Love" holiday message."

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

Credits:

Country: CA, San Francisco

Year: 2007

Agency: Hatch Design

User: Coca Cola

Other images:

