

# COCA COLA HOLIDAY 2007

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## 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."

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

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## Credits:

**Country:** CA, San Francisco

**Year:** 2007

**Agency:** Hatch Design

**User:** Coca Cola

Other images:

