



# How do we rethink identity standards for the world's biggest brand?

## Coca-Cola Brand Identity Standards

### Objective

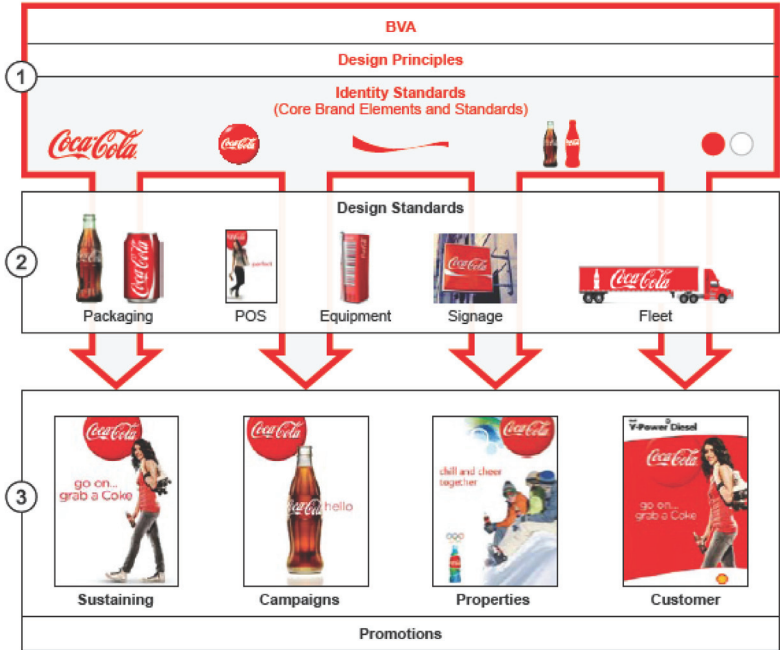
Bring back standards after 10 years. Drive the brand identity in a consistent way around the world to ensure the Coca-Cola legacy is brought to the future across the brand experience, including 2D and 3D touchpoints. Design a clear standard that will protect the integrity through a common look and feel that will lead to better quality, consistency and productivity worldwide.

### Approach

Define and design the system and its parts to make them easy to use. Identify the gaps in content. Redesign how we show what is fixed and flexible.

### Results

Everyone around the world now has one definitive place to go to ensure on brand executions. Improved accountability saved time and money by creating clarity for the world's most recognized brand.



Design direction and program led by Experience Rethink owner, Brian Regienczuk & team while at The Coca-Cola Company

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