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The Coca-Cola logo success

The most recognizable logo throughout history can be boiled down to either Apple, Nike, Nasa ect, but the Coca-Cola logo has been successfully traced from 1886 to now.

Coca-Cola products are consumed every second of the day. It's a long stretch from when the company first started in 1886 and only sold an average of nine drinks a day.

The logo has evolved throughout the years without any dramatic changes. Frank M Robinson, suggested the name Coca-Cola, by his idea of including two Cs on the brand of the name. After all, the Coca-Cola logo has contributed to the success of the company due to its simple design, the unique shape of the bottle and their similarities in the product's logo.

Furthermore, in 1886 Coca-cola started their logo with a simple typeface similar to helvetica, the font had all capital letters and was colored in black and white. The first early Spencerian script version of the logo was designed in 1887 and was used until 1890 this version of the logo appeared in the Atlanta newspaper as the most successful trademark the company produced. This logo has a simple design, it's unique qualities compliment each other by the use of only two colors white and red. The color red became so synonymous with the Coca-Cola logo due to the logos creator, Robinson. liked the contrast of red and white, as a way of

communicating the refreshing and delicious drink Coca-Cola is. These two simple colors became an icon that was easy to recognize, their purpose as designers was that as soon someone is walking down street and see the red disk icon at the store, they should know that they can get a delicious ice cold refreshing Coca-Cola in that store. As a simple signage, wayfinding or visual identity perspective of the company creating their success.

In that case as any other company, Coca-Cola had to step up, brainstorm ideas and strategize, to be the most successful company in America trademark. Therefore, the company created one of the most famous bottle shapes in the world, designed by Earl R. Dean. It was one of the most iconic contour fluted lines design a bottle could ever have. The bottle design inspiration came from the cocoa pod, they transformed the bottle into the shape of a pod in 1915. Unfortunately, they never made the first bottle to production since it's middle diameter was larger than it's base, making it unstable. Later on Dean solves this issue by decreasing the bottle's middle diameter in 1916. In the meantime, for the purpose of protecting the brand, "The Coca-Cola company introduced a diamond shaped label with a colorful trademark to stand out from the infringers." (Ryan Ted 2015) However, other competitors like Koca-Nola started to imitated neither way. On December 25th the product was release, it became very popular, they had a variations of crystal and embossed bottle until the introduction of the plastic bottle in 1994. Apart from that the Coca-Cola company also created the Aluminum Counter Bottles in 2008 designed by Turner Duckworth. Meanwhile, the Coca-cola logo and it products was successful as soon as they started business with their brilliant ideas.

Another key point that help the company success was using similar font and same bottles as the original classic Coca-Cola logo. With the intentions of not confusing the consumer, instead giving them options to choose from, base on colors and flavors. For Example, the popular lemon-lime soft drink that has been wearing green for more than 50 years. As the Coca-Cola company like things simple and direct, the soft drink Sprite represent a refreshing drink with a classic and modern color. The company explain, “Green’s a cold color on the color pallet, meaning it visually refreshes. It’s never aggressive or boring, and always a cool and refreshing lemon-lime flavor... just like Sprite.” By continuing to showcase green on everything, Sprite continues to build what “design gurus call brand equity and surprise and delight fans around the world.” (Journey Staff, 2017)

All in all, it is clear to see that the Coca-Cola brand is successful because it's logo, the logo is recognizable, therefore it sticks to the mind of its audience. It’s has simple script, straightforward colors, and its mimicked.

1886

COCA-COLA

1887-1940

Durante este periodo hubo múltiples variantes del logo



1940s



1940s - 1960s



1960s

Se introduce la ola en el logo



1980s



1985s

New Coke

Coke Coke

1987



1990s



2000s



2009





1899-1902

1900-1916

1915

1957

1961

1991

1993

2007

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