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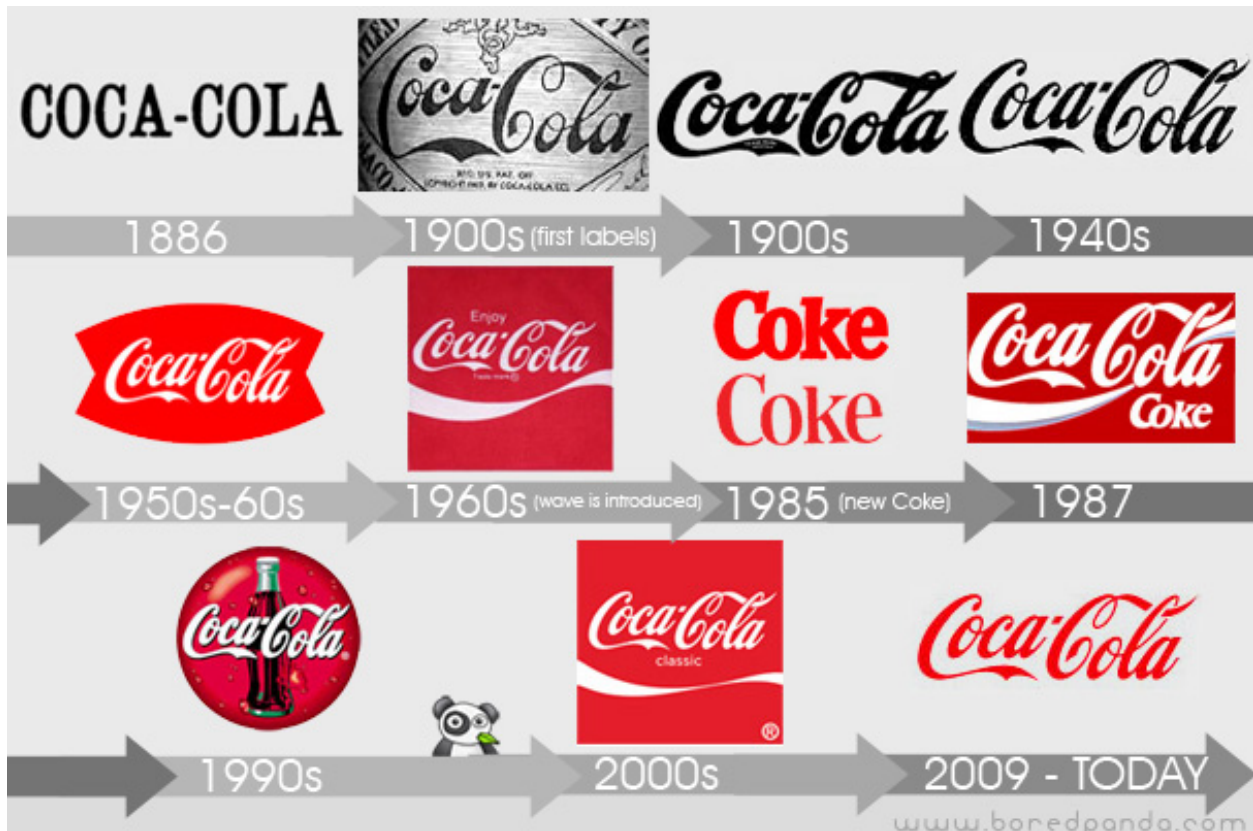
Logo Research

Coca Cola has been around for years, 125 and counting to be exact. The logo first appeared in the *Atlanta Journal Constitution* in 1886, as both slab serif and chunky sans serif. Frank Robinson, Coca-Cola's bookkeeper, created the first sketch of the logo that we all know today. Coca Cola was invented by local pharmacist, John Pemberton, who was also known as "Doc". It's a little unusual to think that a pharmacist was the one to create one of the most well known beverages of today. Pemberton actually fought in the Civil War, and towards the end, he decided that he wanted to create something that make him successful.

Although, it was extremely difficult. Everything he created, just failed in pharmacies. He invented many types of drugs, but not one was ever successful and made any money. After many failures, Pemberton moved to Atlanta. There, he decided to give the beverage market a shot. During this time, the soda fountain was beginning to rise in popularity as a social gathering spot. He created his own version of flavored syrup, and combined it with carbonated water at his neighborhood pharmacy. Those who tasted his, loved the taste, and this was when Coca-Cola was born.

As stated in the article Coca Cola History "In 1894, impressed by the growing demand for Coca‑Cola and the desire to make the beverage portable, Joseph Biedenharn installed bottling machinery in the rear of his Mississippi soda fountain, becoming the first to put Coca‑Cola in bottles." From that point on, Coca Cola grew rapidly worldwide. For the first ten

to twenty years, about a dozen different designs of the Coca-Cola script most likely drawn over and over again until it was perfect. During the late 1950s and early 1960s, the font is placed within a shape, known as the "fishtail" logo.

Coca Cola, in all, created 11 logos altogether. The first being very simple, stating the brand in a serif like font. When it hit the 1900's, the font changed to a script font, emphasizing the tail on the first "C's" tail. From the 1900's to the 1940's, it was black and white, then added red in the 50's. Until 1985, the brand used a script font and then changed it back to a serif like font but switched back to script in 1987. Today, Coca Cola uses it simple script font, and is one of the most recognized brands in the world.

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