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Section D304

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Fanta Logo

The Logo I'm going to be talking about is the Fanta Logo but before I can go into what the logo is, I want to first talk about how Fanta came to be and where it came from. Fanta has been around for 80 years and it traces all the way back to World war 2. Fanta came into existence because the head of local operation of the German branch of the Coca-cola company, Max Keith, was isolated and they weren't able to get the ingredients needed to make coke from the US branch. So they used a mixture of whey, apple, and the seasonal fruit of that time and made the first fanta. Interesting thing was that it was similar to ginger ale at first. This continued until the end of the war. The fanta we know as the orange soda rather than ginger ale came to be in Naples, Italy. Here is when they used the local citrus fruits to make it. And it's currently the second largest soft drink brand in the world.

As for Fanta, they have had many different Logos, the newest logo being made and implemented last year. The logo is being used all throughout Europe. It was made by Studio Koto. Below are the previous logo and newest one, with the one on the left being the old and the new one of the left. The changes that were made between these

two were the new lettering in the logo, colors, and design. The logo is handwritten and the lettering went from a rounded, curved, san-serif to a hand cut paper like, straight, sans-serif. Despite the change in lettering it still has the fun feel to it. This may be due to how the letters all vary in size and shape. The colors are a lot darker and there's a bigger use of blue and orange which makes it pop out more. The reason why these colors pop out more maybe due to the contrasting nature of these colors.

The leaf on the Fanta also has a blue highlight which makes it pop out even more. The thought process behind these changes is because Fanta wanted the new



logo to be more “fun” and “vibrant”.

Which shows as the colors are a lot more vibrant and bright when compared to the other logo.



Another thing about this logo that

makes it more fun and playful is that there’s a Smile hidden on the letter A. The goal of the new logo is aimed at trying to attract young people who live to have fun.

Aside from the logo change, they also asked for a new bottle design that debuted along with the logo. Below is the bottle along with the new logo that has the orange flavor. This logo also shows where each flavor shows its respected fruit. The bottle along with this new log is supposed to embody the brands playfulness. Another interesting thing about this bottle is that this is the first bottle with an asymmetrical bottle.



The fanta logo itself has evolved multiple times with it being a simple wordmark at first but it gradually add a picture or illustration as time moved on. Below are some examples of its olds logo. Though these are not all of them due to the different variations some of them had. It's interesting to see how the Fanta logo has changed. The top left logo was used between 1940-1955. Middle left is from 1955-1972. Top right is 1972-1988. The bottom left is 1994-1997. The bottom middle is 1997-2009. The bottom left is

2008-present year.



In conclusion, the new logo is used all throughout Europe same goes for the new bottle.

Their goal was to show how “vibrant” and “fun” the company can be which in my opinion they

succeeded. With all the changes and when comparing the two designs I prefer the new one over the old one because of the vibrant colors and fun lettering.

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