

**CLIENT:** The Coca-Cola Company, North America

**STUDIO:** Turner Duckworth: London & San Francisco

**CREATIVE DIRECTORS:** David Turner, Bruce Duckworth

**DESIGN DIRECTOR:** Sarah Moffat

**DESIGNERS:** Jonathan Warner, Radu Ranga, Josh Michels, Rebecca Williams, Chris Garvey

**CONCEPT:** *Coca-Cola*. Over the years Coke's visual identity had become cluttered and uninspiring, diluting the brand's iconic status. Turner Duckworth redesigned the can as part of a total identity overhaul, clarifying the design and using the latest printing techniques to produce a bright white and a rich red.

The aluminum bottle design embodies Coke's renewed focus on its core brand identity. The classic contour bottle shape features an oversized Coke trademark and nothing more. This clean and confident design simplifies what it means to be Coke and makes the brand feel fresh and new again.

Moira Cullen asked Turner Duckworth to create a visual identity system in line with Coke's "21st Century refreshment" strategy. Turner Duckworth responded by removing extraneous elements to reveal that which only Coke can have – the Spencerian script and the ribbon design – creating emotional resonance with the fewest possible elements.



**CLIENT:** Aimia Foods Ltd..

**STUDIO:** SRM Creative Agency

**ART DIRECTOR:** Shaun Green

**CONCEPT:** *Slazenger Waters*. SRM was approached and charged with the task of creating new branding designs for a range of still waters for Slazenger.

After extensive research into the market sector a clean, simple fresh design was developed to reflect the purity within the bottles.

The new design was then applied across the full range with crisp, clean fruit imagery added for the flavoured versions.



**CLIENT:** Coca Cola Company Ltd... Japan

**STUDIO:** SiO Design

**DESIGNER:** London Tokura

**CONCEPT:** *Dasani Sparkling Water*. The name DASANI was specifically coined to express an abundance of fresh water from flowing upwards in an image of cleanness and purity. The package graphics show an image of pure spring water with a simple and undertone in a beautiful blue color in a sophisticated design. A fruit illustration is placed on the top surface along with a bold curve in a color matching the fruit and expressing the fruity aroma.

