

DIET COKE'S NEW BRAND DESIGN FOR THE FALL SEASON



This year Coca-Cola will celebrate its 125th birthday. While this is a time of celebration for shareholders, fans and employees, the design team has been hard at work. After all, it is important to keep something so old looking current and up-to-date on a regular basis. Diet Coke, which was released by Coca-Cola in 1982, premiered as the first extenuation of the original Coke. Right now, you can purchase this limited-edition can design in stores. However, shortly, you will have the opportunity to purchase the newest design by Diet Coke. The new design retains the staple aluminium background. However, instead of revealing the entire name, the new diet coke design will show a magnified version of the previous design. The new logo will display where the "k" in Coke" sits beneath the "D" in diet. It results in a very modern look for the nearly 30 year old product. Any other soft drink would need to worry about the effect not revealing the name would have around the world. however, because Coca-Cola is the best selling soft drink worldwide, it does not need to worry about it. Turner Duckworth, a San Francisco design firm, is responsible for designing the new, moderized Diet Coke cans. It will remain on shelves for an undisclosed period of time. However, the Group Brand Director for Diet Coke, William White, says that the new concept will not be around for too long. While fall is a time of new energy and looks, Diet Coke is planning to take it a step further in design as time goes on. For now, the new design is simply a new look for fall. During this transitional period, Coca-Cola has kept its new release rather quiet. This is different than times past, where the corporation has been a very happy and open with any new releases it has. For now, the new can has only been sent to key trendsetters around the world. Whether or not this, or yet another new design, will take over the Diet Coke brand, or if it will return to its old can after the fall promo period is yet to be seen. The new can is currently featured as a partnership piece with StyleCaster.com, a trendy beauty and fashion Web magazine. It has proclaimed that the new Diet Coke design is one of the best "new looks for fall." If the fashion world is any indication, this new design is only around for the season. For those who love Diet Coke, don't worry. Only the packaging has changed. Coca-Cola has learned to not fix something if it isn't broke. Therefore, while the outside may look a little bit different during this fall season, the same great taste still dwells on the inside. So, sit back and enjoy the new stylish Diet Coke cans while they last. Just like trends in the fashion world, you may blink twice and the trend will be finished. Enjoy it while you have the chance.

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