



Coca-Cola

HAVE FUN TOGETHER

김태경

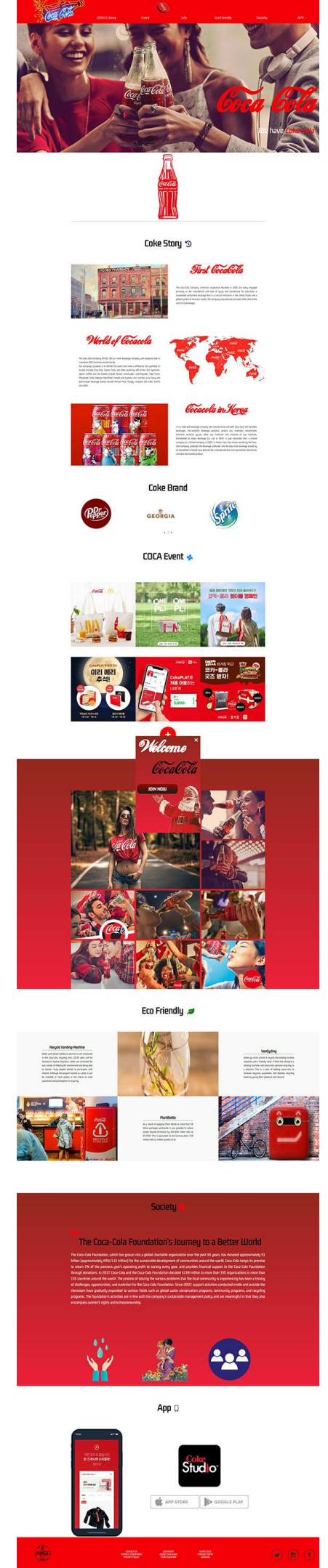
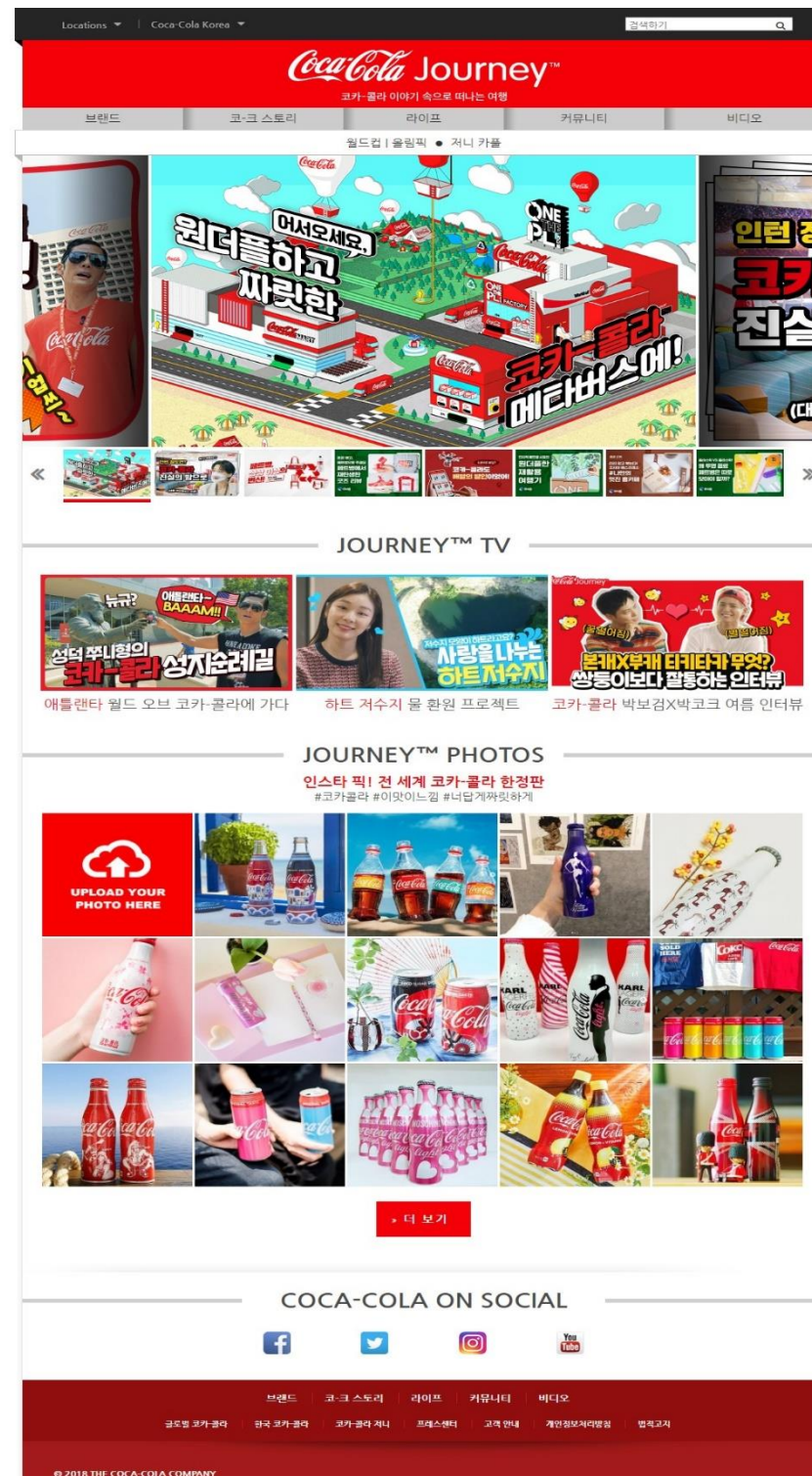
MockUp

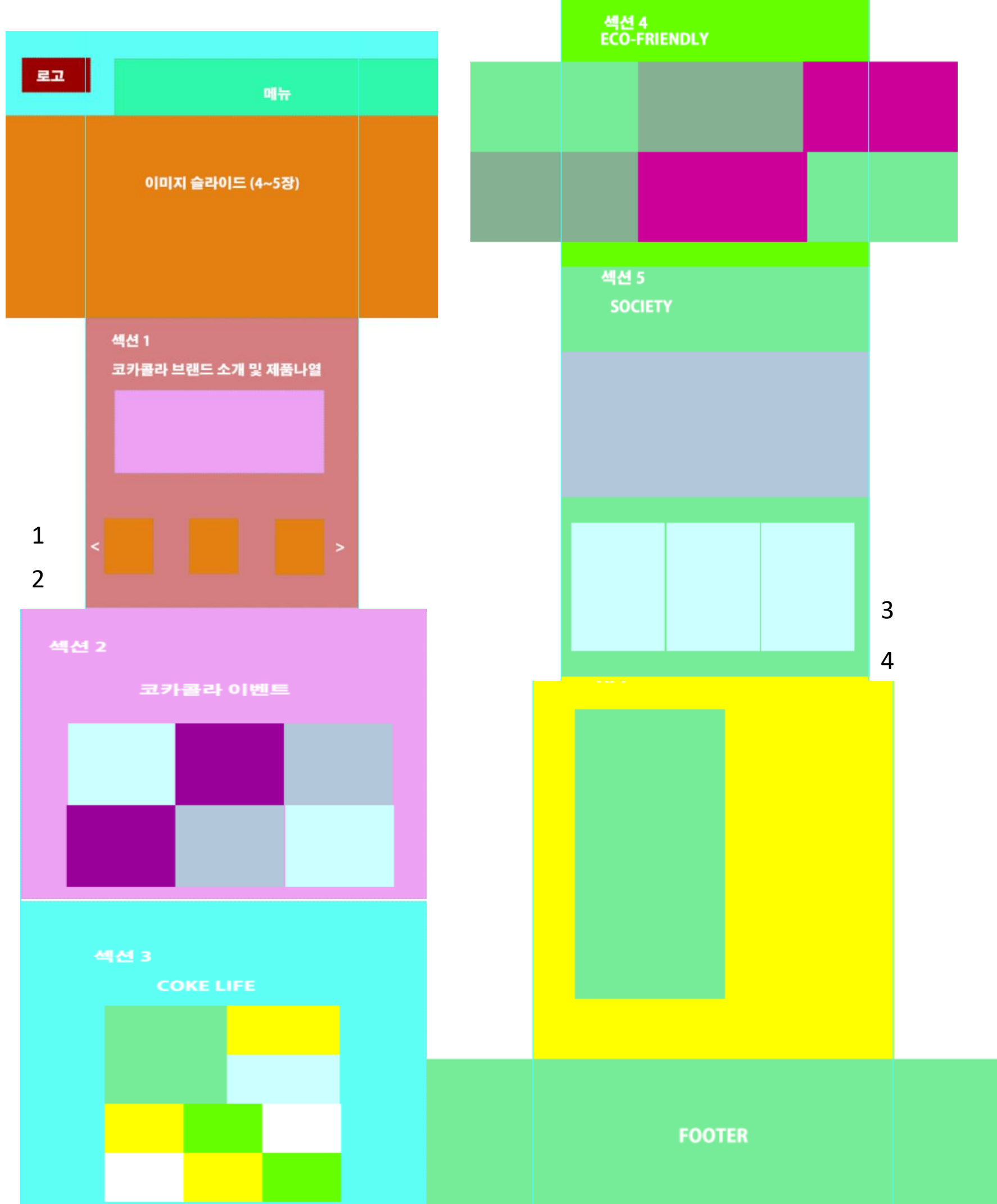


Why renewal?

직관적이지 않은 디자인

- 배치와 가독성이 떨어져 눈에 안들어오는게 가장 큰 문제
- 특히 경쟁사인 펩시와 비교했을 때 빈약하다는 느낌
- 리뉴얼을 해보면 어떨까 하는 생각에 시작하였습니다.





WIREFRAME AND Used

FONT-WEIGHT : COCACOLA,
LOKI COLA,
GemunuLibre-VariableFont

MAIN-COLOR : #F40009

SUB-COLOR : #000000



COKE's Story



Event

Life

EcoFriendly

Society

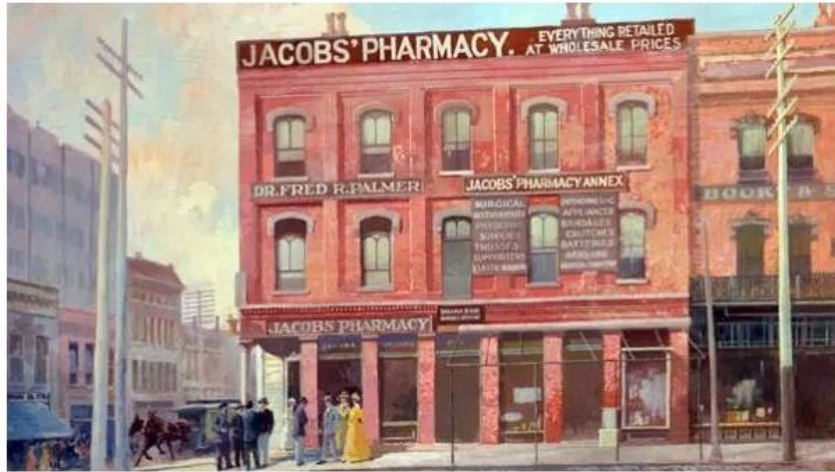
APP



HEADER

네비게이션 위 병뚜껑이 회전하는 느낌을 줘 색다르게 표현했습니다.
메인화면에는 Slick.js와 Typing.js를 써 역동적인 느낌을 줍니다.

Coke Story



First Coca-Cola

The Coca-Cola Company, American corporation founded in 1892 and today engaged primarily in the manufacture and sale of syrup and concentrate for Coca-Cola, a sweetened carbonated beverage that is a cultural institution in the United States and a global symbol of American tastes. The company also produces and sells other soft drinks and citrus beverages.

World of Coca-Cola

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories.

Our company's purpose is to refresh the world and make a difference. Our portfolio of brands includes Coca-Cola, Sprite, Fanta and other sparkling soft drinks. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS.



SECTION 1



Cocacola in Korea

It is a food and beverage company that manufactures and sells Coca-Cola, non-alcoholic beverages, non-alcoholic beverage products, various raw materials, concentrates, essences, extracts, syrups, other raw materials, and mixtures of raw materials. Established as Korea Beverage Co., Ltd. in 1974, it was converted from a limited company to a limited company in 2007. In Korea, Coca-Cola Korea, owned by the Coca-Cola Company, produces the beverage undiluted, and the Coca-Cola beverage owned by LG Household & Health Care receives the undiluted solution and reprocesses, distributes, and sells the finished product

간략하게 코카콜라의 역사를 담아봤습니다.

WOW.js와 애니메이션 효과를 켜었습니다.



SECTION 2

이벤트 및 콜라보레이션을 담은 부분입니다.
Hover를 쥐 역동적 느낌을 줍니다.

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The Coca-Cola Foundation's Journey to a Better World

The Coca-Cola Foundation, which has grown into a global charitable organization over the past 30 years, has donated approximately \$1 billion (approximately KRW 1.11 trillion) for the sustainable development of communities around the world. Coca-Cola keeps its promise to return 1% of the previous year's operating profit to society every year, and provides financial support to the Coca-Cola Foundation through donations. In 2017, Coca-Cola and the Coca-Cola Foundation donated \$138 million to more than 330 organizations in more than 110 countries around the world. The process of solving the various problems that the local community is experiencing has been a history of challenges, opportunities, and evolution for the Coca-Cola Foundation. Since 2007, support activities conducted inside and outside the classroom have gradually expanded to various fields such as global water conservation programs, community programs, and recycling programs. The foundation's activities are in line with the company's sustainable management policy and are meaningful in that they also encompass women's rights and entrepreneurship.



SECTION 3

코카콜라가 중요시하는 3가지를 나열한 탭입니다.
Wow.js와 hover 효과를 켜었습니다.

THANK
YOU