

Pepsi overhauls logo and visual identity after 14 years

Global beverage brand Pepsi has unveiled a new logo and visual identity, its first significant rebrand in 14 years.



Source: Supplied

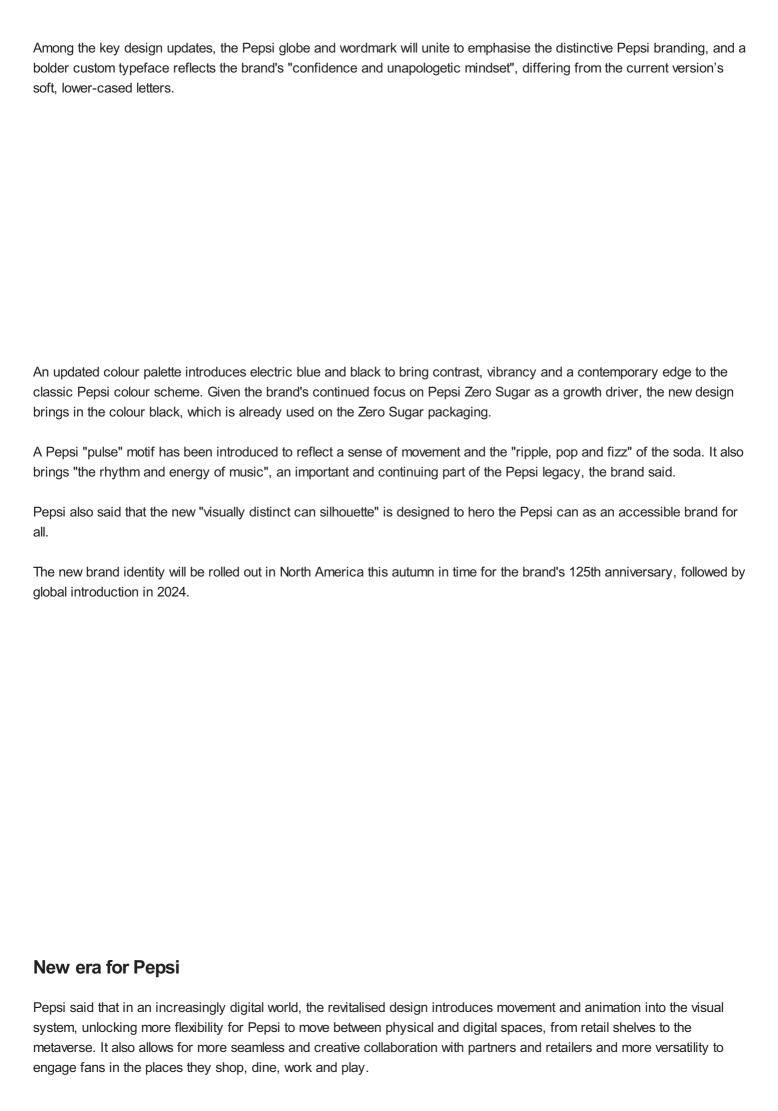
The logo and visual identity are said to borrow equity from the soda's 125-year history and incorporate modern elements to create a look that is "current and undeniably Pepsi", the brand said. The new design showcases a bold typeface, signature pulse and an updated colour palette to highlight the brand's commitment to Pepsi Zero Sugar.

According to Pepsi, the new design evolves the brand to represent its "most unapologetic and enjoyable qualities". The rebrand will span across all physical and digital touchpoints, including packaging, fountain and cooler equipment, fleet, fashion and dining.



Source: Supplied

Key design changes





Source: Supplied

"Pepsi is an iconic brand that is constantly evolving with the times, as it has been a staple in pop culture and disrupted the category for the past 125 years. We couldn't be more excited to begin a new era for Pepsi, as this exciting new and modern look will drive brand distinction to show up bigger and bolder and help people find new ways to unapologetically enjoy the things they love.

"This new visual system brings out the best of the Pepsi brand's rich heritage, while taking a giant leap forward to set it up for success in an increasingly digital world," said Todd Kaplan, chief marketing officer at Pepsi.



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Mauro Porcini, SVP and chief design officer of PepsiCo, commented, "At PepsiCo, we design our brands to tell a compelling and holistic story. Pepsi is a shining example of a brand that has consistently reinvented itself over 125 years to remain a part of pop culture and a part of people's lives.

"We designed the new brand identity to connect future generations with our brand's heritage, marrying distinction from our history with contemporary elements to signal our bold vision for what's to come."

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