Type Effects

Split Effect (used for Diet Coke Plus)

1. Type a word or letter, preferably a font with a heavy stroke weight.
2. Type>Create Outlines
3. Draw a line through it, leaving only the line selected
4. Object>Path>Divide Objects Below
5. Repeat steps 3 & 4 to taste
6. Select parts with Direct Select Tool and re-color separately
7. This can also be done with objects placed over the top of whatever you wish to segment, then Patherfinder>Divide