

You can use a Coke slogan as your password, but not a Pepsi one

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When [Larry Osterman](#) mentioned [News Flash: Spaces are legal characters in both filenames and passwords](#), I was reminded of my own little experiment with passwords and spaces. Over a decade ago, I tried using spaces in my password, and they were accepted, but I ran into a different problem: Brand name bias.

The password system accepted “Coke adds life” as my password, but it rejected “Pepsi the choice of a new generation”. Why did the password system accept a Coke slogan but not a Pepsi one? [Hint](#).