JORDANS CEREAL



Properties list:

end-user packaging
range of products
confectionery and sweetness
new product
folding carton
cardboard and paper
opaque
identity by typography
photo to describe
identity by photo
identity by system of colour

From **Pearlfisher** site:

"Task: Brand repositioning, moving from worthy naturals to focusing on taste, passion and e xperience.

Scope: Strategy, logo, brand identity, redesign of core product ranges, tone of voice, pack c opy."

Great use of typography and a compelling color pallete.

"Brand repositioning, moving from worthy naturals to focusing on taste, passion and experience".

Reference: http://www.pearlfisher.com/portfolio/jordans.htm

Credits:

Agency: Pearlfisher

Other images:









