## **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:









