KONDITOR AND COOK



Properties list:

shopping bag
shopping bag
single product
new product
cardboard and paper
pop
contemporary
opaque
identity by textures and patterns
identity by abstract shapes
identity by colour
identity by system of colour
confectionery and sweetness

London's cake and savoury maestros, Konditor & Cook, were opening their new flagship store in the Gherkin building and came to Airside for a branding refresh to coincide with the opening. Taking inspiration from the art of cake making, we created a design based on the swirling action of mixing ingredients together. And accordingly, the colours of icing and cake decorations influence the colour palette. During the building of the Gherkin shop, we created temporary window displays to hide the interior construction and announce the forthcoming opening. We are now working on a phase one of a new website for Konditor & Cook, to tie in with the new identity.

Reference: www.airside.co.uk

Credits:

Country: UK London
Agency: Airside
User: Conditor and Cook

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