

JAMIE OLIVER



Properties list:

end-user packaging
range of products
new product
pouch
bottle
jar and pot
other shapes
folding carton
identity by system of colour
contemporary
cardboard and paper
glass and ceramics
wood
identity by textures and patterns
identity by typography

From [Pearlfisher](#) site:

Task

: New brand creation, developing a new lifestyle concept that elevates the Jamie Oliver experience from the kitchen to the home.

Scope: Strategy, logo, brand identity, corporate identity, structural design, design of over 170 SKUs, secondary packaging, tone of voice, naming, pack and web copy.

Reference: <http://www.pearlfisher.com/portfolio/jamieOliver.htm>

Credits:

Agency: Pearlfisher

Other images:

