

# JAMIE OLIVER

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## 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.

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

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## Credits:

**Agency:** Pearlfisher

Other images:

