

# JORDANS CEREAL

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## 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 experience.

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

Great use of typography and a compelling color palette.

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

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

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Credits:

Agency: Pearlfisher

Other images:

