

# TESCO VALUE REBRANDING

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## Properties list:

information accessibility  
end-user packaging  
range of products  
extra-use of packaging  
concept  
other food  
fruit and vegetables  
labels and sleeves  
can and tin  
metals  
contemporary  
unusual visual association  
identity by typography  
identity by system of colour  
packaging as a new medium  
information about content

New work from Ruth Pearson, a 3rd year student at University College Falmouth:

"A self initiated project to re-brand and re-package tesco value. The concept I went for was to show exactly how much more you get for your money with the brand. I used coloured bands to represent the food inside. The oversized percentages are there to grab the attention of money savvy shoppers."

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Reference: <http://www.ruthpearson.com/>

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## Credits:

**Country:** UK

**Year:** 2009

**School:** University College Falmouth (Falmouth, UK)

**Student:** Ruth Pearson

Other images:

