

# KONDITOR AND COOK

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## Properties list:

- shopping bag
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- 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.

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Reference: [www.airside.co.uk](http://www.airside.co.uk)

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## Credits:

**Country:** UK London

**Agency:** Airside

**User:** Konditor and Cook

Other images:

