

Hereford Corned Beef

Alice Longtin



Part One

Creative Brief

Creative Brief

Objective

Category and Challenges

Competitive Landscape

Target Audience

Brand Legacy

Pack Evolutions

Brand Equities

Brand Character

Unique Point of Difference

Product Offering

Design Strategy

Marketing





Part Two

Creative Territories

Creative Territories

Take the geometric style of the animals from the new HBC logo



Colourful Swiss Design



Layout style inspo from hellofunction.com

Colour scheme from Hereford Corn Beef to keep original brand identity in tact

Colour blocking from Cold Town Beer



HEREFORD Corned Beef Bœuf Salé

Product of Brazil/Produit du Brésil

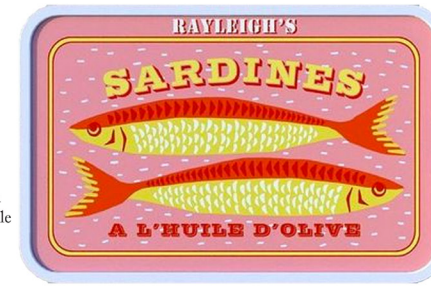


Typefaces: Adobe Caslon Pro & Seravek

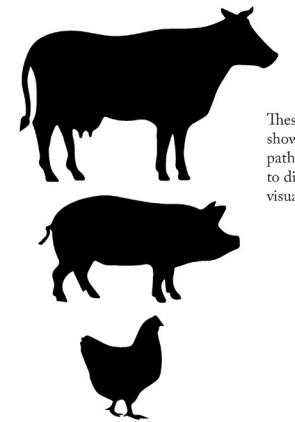
Rough example of product and the variation to further show idea

Modern Vintage Design

This sardines package shows the style I'm going towards with the overall design. The mix of colour and artistic style with the use of multiple typefaces.



This packaging design by Jay Ressler (student) shows the variety of retro/old typefaces I want to use. The variety and unity really gives the overall feel I'm looking for. It also shows the use of the limited colour scheme similar to the one I'll be working with.



These simple vectors show the illustrative path I want to take to differentiate the visual product line.

HEREFORD CORNERED BEEF BŒUF SALÉ

Product of Brazil/Produit du Brésil

Eco/Real Meat Design

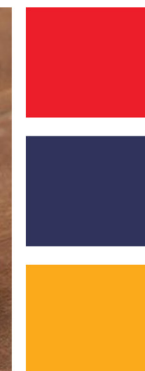
This coffee design gives off the colour usage and craft paper feel I'm looking to use in this design.



This is the style of graphic I'm looking to use when executing this design. It would change for every product: pork & chicken.



This typeface is the one I want to use because it gives off the stamped feeling like going to the butcher for fresh meat. That's the type of feeling I'm going for.



HEREFORD CORNERED BEEF BŒUF SALÉ

Product of Brazil/Produit du Brésil



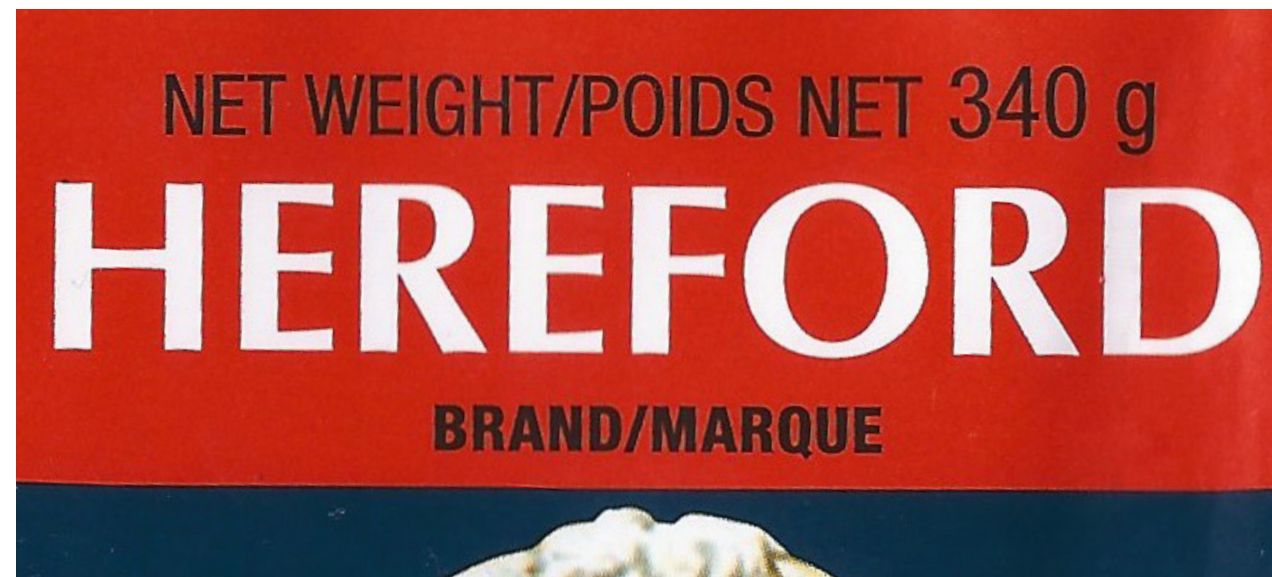
This is the feeling I want to go for with my branding. You know where it came from and know it's fresh and made from the animal on the package. Touch of browns and greens with the use of the original colour scheme.



Part Three

Creative Development

Logo? What logo?

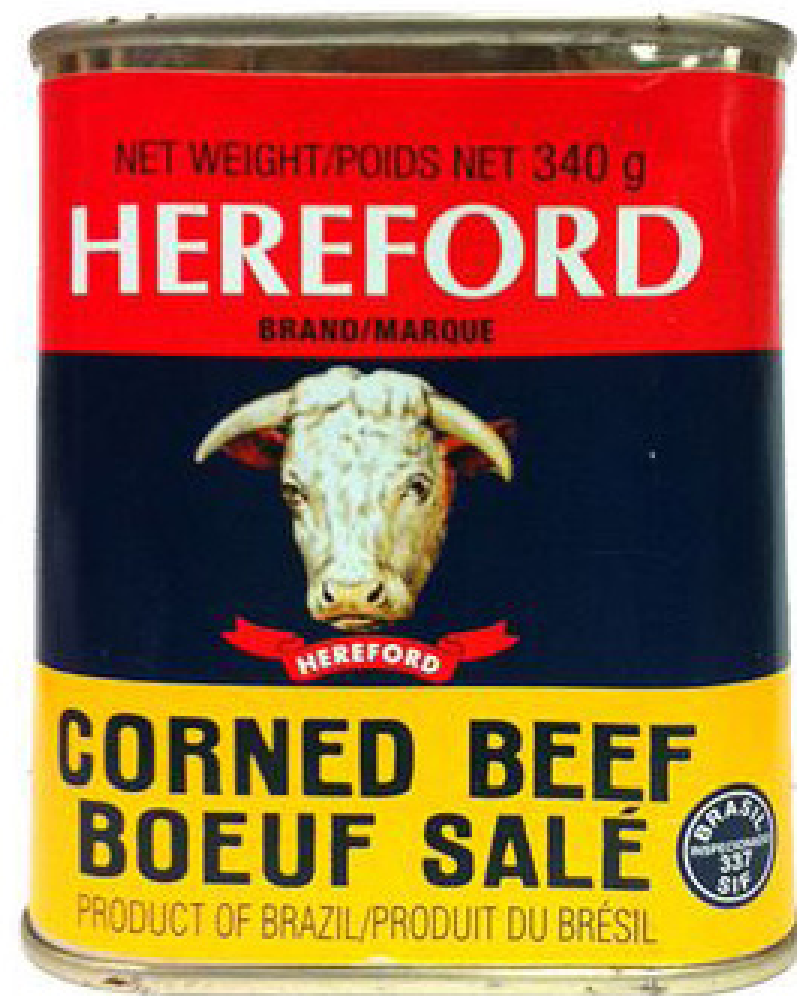


This Logo

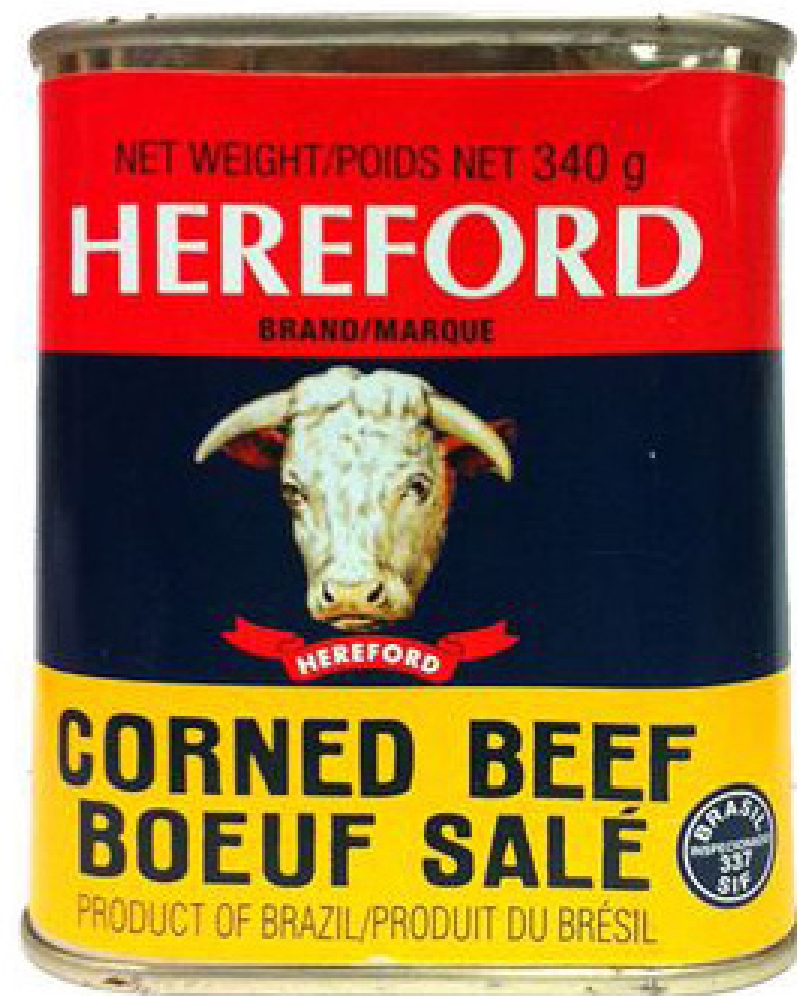
HEREFORD
— Brand/ Marque —

HEREFORD
— Brand/ Marque —

Bad PDP



Good PDP





Part Four

Design Extensions

Line Extensions



Line Extensions





Part Five

Production Art Rollout

Old All Panel Layout

JBS - 638197-1
 Gráfica Estrela - SC - (49) 3441-0200
 A S O N D 18 CE 5575
 14

INGREDIENTS:
COOKED BEEF,
BEEF, WATER,
SALT, SUGAR AND
SODIUM NITRITE

INGRÉDIENTS :
BOEUF CUIT,
BOEUF, EAU,
SEL, SUCRE ET
NITRITE DE SODIUM

Nutrition Facts		Valeur nutritive	
Amount		% Daily Value	
Teneur		% valeur quotidienne	
Per slice (55 g) Par tranche (55 g)			
Calories / Calories	130		
Fat / Lipides	8 g	12 %	
Saturated / saturés	4 g	19 %	
+ Trans / trans	0 g		
Cholesterol / Cholestérol	65 mg	22 %	
Sodium / Sodium	500 mg	20 %	
Carbohydrate / Glucides	1 g	0 %	
Fibre / Fibres	0 g	0 %	
Sugars / Sucres	1 g		
Protein / Protéines	14 g		
Vitamin A / Vitamine A		0 %	
Vitamin C / Vitamine C		0 %	
Calcium / Calcium		0 %	
Iron / Fer		8 %	



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**POUR TRANCHER
REFROIDIR
LA BOÎTE
COMPLÈTEMENT
AVANT D'OUVRIR**

NET WEIGHT/POIDS NET 340 g

HEREFORD

BRAND/MARQUE



**CORNED BEEF
BOEUF SALÉ**

PRODUCT OF BRAZIL/PRODUIT DU BRÉSIL

REGISTRO NO
MINISTÉRIO DA
AGRICULTURA
SIF/DIPOA SOB
N.º 1220/337

**FOR SLICING COOL
THE CAN THOROUGHLY
BEFORE OPENING**

PACKED UNDER BRAZILIAN
GOVERNMENT INSPECTION
C.N.P.J. N.º 02.916.265/0086-59
EST.337

New All Panel Layout





Questions?

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