

## Big Fish puts the 'heart' back into Yeo Valley identity

Emily Gosling

Big Fish has refreshed the branding for dairy company Yeo Valley, positioning the 'heart' as its central motif.



Yoghurt range

The refreshed branding will be shown across a large range of new products, with Big Fish producing around 144 artworks for the project.

The consultancy was appointed by Yeo Valley without a pitch in the middle of last year, and was brought in to work across the strategy, branding and packaging designs.



Top Notch range

Perry Haydn, Big Fish creative director, says, 'We sat down and worked out there was a lot more to amplify about their point of difference. It's a family business and some of that wasn't coming through - they're a family farm and their philosophy goes way beyond just organic.' Big Fish aimed to emphasise the 'Yeo', using the name as a prefix across the brand's other propositions, such as the introduction of the Yeoken currency and the Yeoniversity education programme.



Lemon curd

Yeo Valley and Big Fish arrived at a creative brief to underline the family nature of the business and 'put the heart back into the valley.'

Haydn says, 'The big step-change was that they'd already created something we felt was projecting a very corporate image and one of the things about them is that it's a family business.'

He adds, 'Part of the brief was to put the heart back into the valley - so we literally did that. We looked around at some of the scribbles and sketches from the workshops about what symbolised the feeling of the valley and the heart came up again and again - it's a very evocative symbol.'



Range for children

The refreshed brand positioning is centred around the idea of 'five heartbeats', according to Haydyn: the family business; Britishness'; the brand's aim 'to be around forever'; the belief in 'doing the right thing' and 'good taste'.

The designs will be shown across all products, the website, which is also being designed by Big Fish, and all promotional materials.

Yeo Valley was last rebranded in 2010 by Pearlfisher.



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