Bulletproof designs yoomoo frozen yoghurt packaging
Emily Gosling

Bulletproof has designed the packaging for yoomoo frozen yoghurt brand's take-home range.

Group shot

The consultancy initially worked with yoomoo in 2010 to create the brand's positioning and visual identity system, shown across the frozen yoghurt bars across the UK and Athens. It was appointed to the packaging project as part of its ongoing work with the brand.

Nina Fortune, Bulletproof design director, says, 'The yoomoo brand is all about personality. Our challenge was to ensure that this brand personality was retained in the take-home range whilst creating standout in the freezer cabinet and communicating yoomoo's low-fat, healthier offering.'

Small pots

Bulletproof designed the packaging for the 150ml and 750ml tubs, which are available in seven flavours and are available in supermarkets from this month.

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