

Dragon rouge brands Oykos yoghurt

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Dragon Rouge has created the branding and packaging for Danone's new Greek-style yoghurt Oykos.



The consultancy, which has worked with Danone on previous projects, was tasked with developing a 'premium, distinctive' brand.

Dragon Rouge says the new design focuses on the yoghurt's 'layered' style and emphasises the fruit content.

Dragon Rouge design director Jon Bailey says, 'We wanted to create a bold and impactful design that was deliberately different to the category.'

'We steered away from the traditional Greek cues to hero the product qualities within the "O" of the brand mark.'

Oykos launches on shelf this week.

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<<http://www.designweek.co.uk/news/dragon-rouge-brands-oykos-yoghurt/3034527.article>>. Acesso em: 9 May. 2012.