Unreal rebrands Joe's ice-cream
Emily Gosling

Unreal has created new branding for Welsh ice-cream range Joe's, marking its 90th birthday.

Joe's ice-cream tub

The consultancy was appointed to the project in January this year without a pitch following a recommendation.

It has created a new identity that features a 'nostalgic', letterpress-inspired typography style, according to Unreal, with packaging decorated using positive customer reviews of Joe's gathered from travel website Trip Advisor and Facebook.

Joe's ice-cream packaging typography

Ryan Tym, Unreal senior designer, says, 'There is an incredible amount of heritage in the Joe's brand and this is reflected in its cult following. We created a positioning based on the fond

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memories people have for the ice cream and the company's online reputation was the perfect foundation for this.'

Joe's ice-cream tubs

The blue colour palette was retained from the previous Joe's packaging, though new colours have been introduced to differentiate between flavours.

The branding is shown across all touch-points including menus, posters, packaging and the website, which is being built by a Welsh consultancy and is due to launch later this month. It will also be used in graphics for a forthcoming Joe's branded store in Cardiff.

Joe's ice-cream tubs

The new branding rolls out in Sainsbury's, Morrisons and Asda from this week.

Fonte: Design Week. Disponível em: <http://www.designweek.co.uk/news/unreal-rebrands-joes-ice-cream/3035520.article>. Acesso em: 6 Nov. 2012.

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