

Newman's — Branding & Identity

Building Newman's from scratch, we were tasked to develop the uniqueness of the brand idea and reflect it on the logo, in the visuals along with the words. We started from branding and identity, social media activation, up until commercial photography, and in all those processes, creative approaches are implemented.

The brief was to be fun, and we use fun approaches both in visuals and copies in order to communicate creatively. Meanwhile, we let the colors speak and show attractiveness.

Our services:

Branding & Identity

Art Direction

Production

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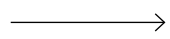
From Adam's to

newman's

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