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BOXER & CO REDESIGNS THE WOOLWORTHS GOLD BRAND

MEDIA



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BOXER & CO. WERE COMMISSIONED TO REDESIGN THE WOOLWORTHS GOLD BRAND, GIVING THE SUPERMARKET'S PREMIUM LINE A FRESH LOOK TO APPEAL TO CUSTOMERS IN THE LEAD-UP TO CHRISTMAS.



Posted by
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Within the portfolio of Woolworths brands, Gold has been repositioned as a seasonal offering for customers. The new design is a modern, multicategory brand, sparking joy and excitement around the key idea of celebration.

Olivia Hadlow, brand manager – own brand – gold, seasonal and general merchandise, Woolworths Food Group said: “These days, the ultimate luxury is time; the time to connect with each other, have fun and indulge ourselves. A key part of that enjoyment and connection is food – it’s quite literally at the centre of the celebration. Woolworths Gold helps our customers enjoy those rare special occasions with loved ones.

“The new Gold offering is a range of premium fare, whether it’s biscuits, confectionery, artisanal meats or luxurious puddings, Gold elevates special celebrations.”

The redesign created by Boxer & Co. are inspired by the key idea of ‘magical moments’. Firework and confetti inspired shapes and a vibrant and modern colour palette are offset with premium gold foiling and a matte varnish finish.

The distinguished lime seal houses the new Gold icon, and is a staple feature spanning all categories. While the products of the new brand are tied together with an overall visual look and feel, it also embraces category cues with a flexible system, rather than employing a rigid format across the board.

The hero elements – a celebratory burst and confetti dots – are the interchangeable building blocks for a flexible architecture.

In the Bakery range, large, delicious food photography with an organic confetti pattern are a fun and magical nod toward the world of celebration. The typography is influenced by boutique bakeries and flat, clean and strong Parisian colours combine with the gold foil pattern to give a truly indulgent feeling.

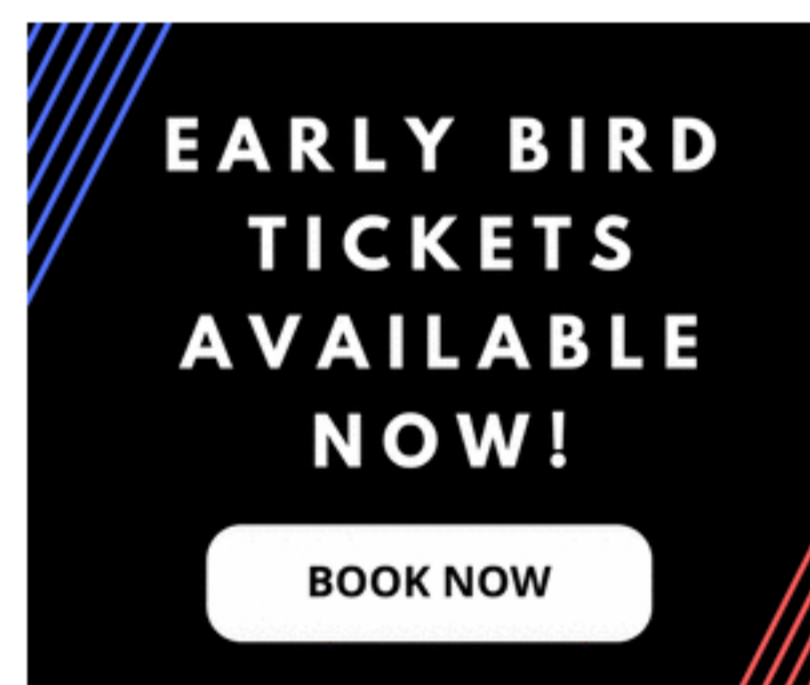
Confectionery is the most giftable range. The ‘burst’ of celebration is at the heart of every pack and colours are vibrant, modern and gift-wrap like. In Meat, blocky sans-serif typefaces and masculine colours are reminiscent of a traditional butchery. A comprehensive set of guidelines, featuring every relevant category were created by Boxer & Co., directing roll-out.

Mark Haygarth, creative director, Boxer & Co. said: “We were thrilled to be trusted with the redesign of this prestigious brand. The final output is modern, lively, emotive interpretation of premium and is fitting of a supermarket as forward-thinking as Woolworths’.



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