



“Расшищенный вкус”
“Wybuchowy fadunek smaku”

**Bursting
with
flavour**

Soccer K105582000

“Uma explosão de sabor”

“Barstensvol smaak”

“Une explosion de saveurs”



CAFFÈ
LATTE



YOU AND ME
FOR THE
PERFECT DAY.





IT PAYS
TO BUY
GOOD TEA

DARJEELING
FTGFOP1

BRUTTO
300G.

NETTO
110G.

2ND FLUSH





**Seriously
CHEAPER!**

**Seriously
CHEAPER!**

PICK ME UP
IN-STORE TODAY
300g for the price 200g

NESCAFÉ
THE COFFEE YOU LOVE FOR 75 YEARS

IN-STORE TO

FEEL FREE
To Try ON
OUR
KNITWEAR





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The
Co-opted
word



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do it
BIG
or stay in bed!



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Total communication

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1 + 1 = 3
think
total unmedia



4x 

OREO

Chocolate Flavoured Sandwich Biscuits





CLEARCHANNEL
OUTDOOR

Tournez



Léchez



Plongez



Seulement

OREO

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a good
BAD
example!



Nestlé
SMARTIES

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The 1 page Design Manual

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THE ROLE OF A BRAND IDENTITY GUIDE



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IS TO:

**...create a
framework that
clearly defines the
key parts of the
visual identity...**



**...stop deviations
from the brand's
visual essence...**

**...inspire creativity
to move the brand
forward i.e. to be
contemporary**



**Fix the key element
or key elements.
(a no-touch)**

Note! There can be at the most 3!



**Include all
media where
the brand has
an impact**



**Give freedom
of layout in
order to optimize
the identity in
different media**



PS

Maggi

Como
Siempre...
Tú y Maggi



239.2019

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Use words like:

MAXIMISE

OPTIMISE

REDUCE

ENSURE

PRIORITISE

IMPROVE

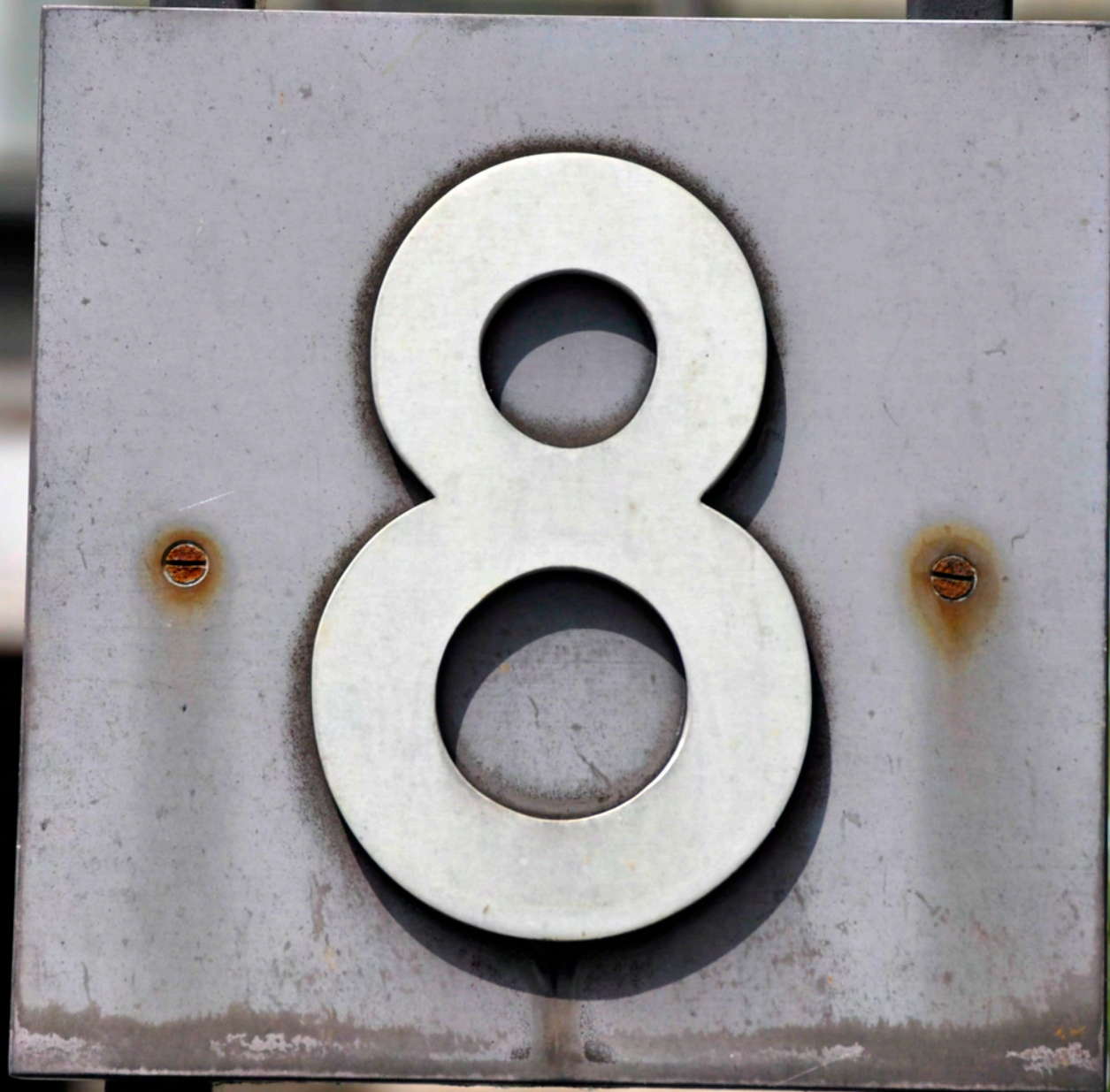
EMPHASIZE

SIMPLIFY

etc...

*...to show the directions
in which you must evolve*

**GUIDELINES
AND RULES
ARE NECESSARY
BUT STOP
CREATIVITY**



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work
Stepwise



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First
.... the idea
which is done!
in the head!

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Second

the idea is
best expressed
with a pen or
brush

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Third
to finalize
The idea... use
the computer

**DO NOT
DESIGN ALL
PARTS AT
THE SAME TIME**

Logotype

**ATTACK !!!
THE PACK !!!**



CRISPY COATED PEANUTS

SWEET CHILLI

FLAVOUR



A 30g serving contains

Calories	Fat	Saturates	Sugars	Salt
163	10.0g	2.8g	2.1g	0.73g
8%	14%	14%	2%	12%

of an adult's guideline daily amount*

Energy per 100g 2262kJ 542kcal

130g e





Pringooools
Original



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ICON



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BRAND

COLOUR(S)



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style

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Petits carrés
pas tout à fait carrés ;)



au caramel, pointe de sel

Poids net: 73g e



Petits carrés
pas tout à fait carrés ;)



au caramel, pointe de sel

Poids net: 73g e



Attention,
très très bon !



possible de créer des BOURMANDISES JAVIER et...

Vive la vie !
Les petits cadeaux...
Petits cadeaux pas tout à fait savés...
Petites salades vives et hautes...
A la Bananerie, nous concevons !
Augustin et Michel lancent Michel et Augustin !
dans le tour d'Augustin, rue Hermet - Paris 18e.



1 recette,
1 idée ?
Toquez et bavardons !
Michel et Augustin
La Bananerie
Métro ligne 9
Station Billancourt
01 53 28 26 49
181 rue de Billancourt - 92100 Billancourt

Michel et Augustin
les troubles du goût

Bonjour !

La vie est un carnaval gourmand ! Vive la vie !

Bonjour !

... pour l'occasion) pour faire croquer des sables, boiver des vaches et déguster des smoothies.

ATTENTION
chute de palmiers !

08.12.2013 L1
17 1107 12.80
05:36

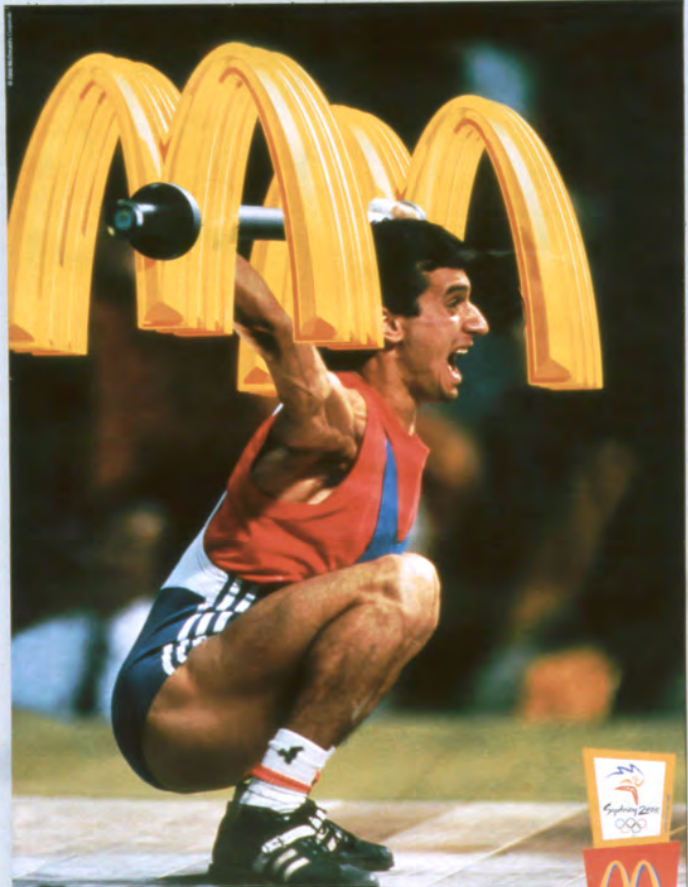


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LETTER



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**Olympic Weeks. 5 nouveaux menus.
Un différent chaque semaine.**





Kellogg's

Special

Chaque portion de 30 g contient

Calories	Sucres	Lipides	dont saturés	Sel
112	5 g	0,5 g	0,2 g	0,3 g
6 %	6 %	<1 %	<1 %	6 %

des repères nutritionnels journaliers*

Pauvre en matière grasse

Nature

Objectif bikini!

222
BOLS
REPAS
SEMAINES

PROGRAMME avec Special K

* voir les modalités du programme au dos.



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STARTUP



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Flawless
execution

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God is in
the details



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