

# Andronicus Coffee

brand redesign  
1kg food service catering pack



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PREVIOUS  
LOGO



ANDRONICUS

DEVELOPMENTS



CLEANED UP  
SIMPLIFIED  
HEAD DEVICE



NEW  
BRAND  
LOGO

ANDRONICUS®

## Nestlé Beverages

Brand Logo developments.  
Final logotype becoming a  
contemporary refinement of the  
original symbol.



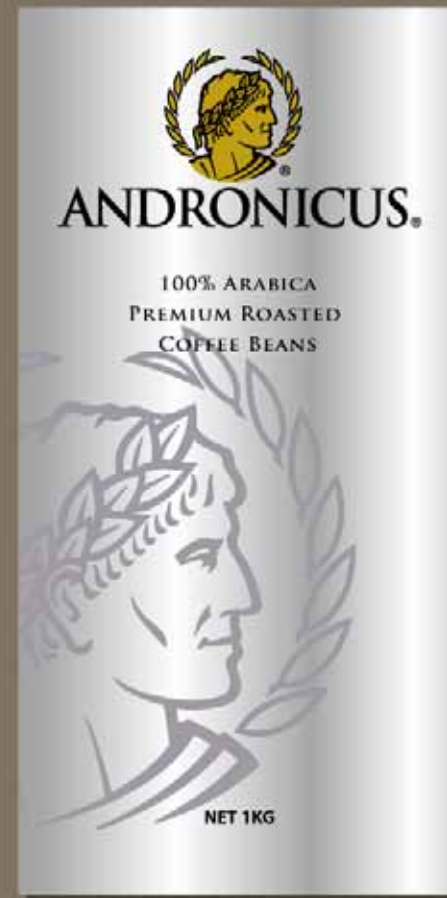
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Design Concepts Stage 1





Design Concepts Stage 1 & 2  
head used as background  
element - graphic device



Previous Pack



## Nestlé FoodServices

Previous pack perceived as old fashioned, and homespun.

Result: New design has clean simplified contemporary look, utilising the metallic foil to echo modern café decor, where packs will be displayed.



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## Nestlé Food & Beverages

Application of new design to retail packaging range.



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