

Jam sessions.

Bringing baobab to a breakfast table near you.

A bit of background...

Chosan is an independent, family run business has been producing 'healthy option' foods and drinks for almost a decade. All their products are based around Hibiscus and Baobab. Normally sold in health food shops in its powder form, baobab is a recognised superfood and the basis of Chosan's new Jam range.

What was the challenge?

The brief was to look at the branding of Chosan and its new range of jams, keeping 'one eye' on how it would look on Chosan's other products; the drinks and sorbets that were already on the market.

The final need for the packaging, which had come from research, was to be contemporary and more about the product rather than the brand - ensure that the first thing seen was what was inside the jar, bottle or tub.

Our thinking and solution?

Luckily because we'd worked with Chosan for many years we'd already had the opportunity to talk about where the business needed to be in terms of 'brand'.

The design system hinged on the cloth inspired, hand drawn baobab and hibiscus background. The organic shapes that worked within this permeate through the entire brand palette. The logo takes cues from the previous brand's two tiered version, with a hint of the bright green.

Strong, simply worded typography, balances against bold swathes of colour to produce eye catching packaging. Secondary elements build a system that works on a different levels, working across stationery and literature and all touch points in between.

The new identity that we have developed, will now be rolled out across all areas of Chosan's business.

What we did

- branding
- packaging design
- literature
- website
- digital
- art direction
- email development



The new jam range



The identity in print



The smallest details